

CITY OF SAN RAFAEL CITY SATISFACTION SURVEY

Topline Report

January 30, 2007

(n = 500)

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

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	DK/NO
1aA. The State of California	51%	30%	19%
1aB. Marin County	62%	25%	14%
1aC. San Rafael	66%	23%	11%
1aD. Your Local Neighborhood	76%	13%	11%

1b. Generally speaking, are you satisfied or dissatisfied with how _____ (READ CHECKED ITEM AND ASK): is performing their job? (REPEAT IN SEQUENCE UNTIL ALL ITEMS ARE READ)

	Satisfied	Dissatisfied	DK/NO
1bA. The San Rafael City Council	61%	16%	23%
1bB. Your Local School District	46%	22%	32%
1bC. The San Rafael Police Department	80%	12%	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 San Rafael? (REPEAT IN SEQUENCE UNTIL ALL ITEMS ARE READ)

	Very Important	Somewhat Important	DK/NO
2aA. Providing better job opportunities	54%	37%	9%
2aB. Protecting the environment	80%	18%	2%
2aC. Providing police protection	90%	9%	1%
2aD. Keeping taxes at affordable levels	75%	22%	3%
2aE. Managing growth and development	72%	24%	5%
2aF. Preserving open space	79%	19%	2%
2aG. Managing traffic on city streets	73%	26%	2%
2aH. Maintaining city streets and roads	85%	15%	0%
2aI. Providing public library services	77%	22%	1%
2aJ. Providing fire and paramedic services	94%	6%	0%
2aK. Providing affordable housing	61%	33%	6%
2aL. Maintaining storm drains	83%	16%	1%
2aM. Maintaining sidewalks	65%	34%	1%
2aN. Trimming trees along city streets	45%	52%	3%
2aO. Maintaining and weeding median strips along city streets	41%	55%	3%
2aP. Cleaning and sweeping city streets	57%	41%	1%
2aQ. Providing sufficient parking downtown	54%	43%	4%
2aR. Providing senior citizen services	75%	24%	2%
2aS. Providing youth and teen services	65%	30%	5%
2aT. Providing community events	31%	64%	6%
2aU. Enforcing building safety codes	76%	21%	3%
2aV. Providing adequate parks and recreation facilities	64%	34%	2%
2aW. Maintaining parks	73%	26%	1%
2aX. Providing recreation programs	51%	44%	5%
2aY. Providing child care services	50%	38%	11%
2aZ. Providing cultural arts activities	44%	50%	5%
2aAA. Enforcing traffic and parking laws	54%	44%	2%
2aBB. Meeting the needs of ethnic minorities	54%	39%	7%
2aCC. Providing garbage collection service	83%	13%	4%
2aDD. Providing recycling service	78%	18%	3%
2aEE. Maintaining City facilities	87%	12%	1%

2b. Are you satisfied or dissatisfied with how elected officials are handling this issue?

	Satisfied	Dissatisfied	DK/NO
2bA. Providing better job opportunities	49%	21%	30%
2bB. Protecting the environment	70%	18%	12%
2bC. Providing police protection	85%	9%	6%
2bD. Keeping taxes at affordable levels	60%	32%	8%
2bE. Managing growth and development	59%	30%	11%
2bF. Preserving open space	79%	13%	7%
2bG. Managing traffic on city streets	64%	29%	6%
2bH. Maintaining city streets and roads	61%	35%	4%
2bI. Providing public library services	77%	17%	6%
2bJ. Providing fire and paramedic services	92%	4%	4%
2bK. Providing affordable housing	42%	41%	18%
2bL. Maintaining storm drains	74%	17%	9%
2bM. Maintaining sidewalks	68%	26%	5%
2bN. Trimming trees along city streets	79%	13%	8%
2bO. Maintaining and weeding median strips along city streets	73%	17%	10%
2bP. Cleaning and sweeping city streets	81%	14%	5%
2bQ. Providing sufficient parking downtown	73%	21%	6%
2bR. Providing senior citizen services	60%	15%	25%
2bS. Providing youth and teen services	53%	19%	27%
2bT. Providing community events	79%	9%	12%
2bU. Enforcing building safety codes	67%	7%	26%
2bV. Providing adequate parks and recreation facilities	83%	10%	7%
2bW. Maintaining parks	84%	9%	7%
2bX. Providing recreation programs	71%	11%	18%
2bY. Providing child care services	48%	13%	39%
2bZ. Providing cultural arts activities	74%	12%	14%
2bAA. Enforcing traffic and parking laws	75%	16%	9%
2bBB. Meeting the needs of ethnic minorities	54%	18%	27%
2bCC. Providing garbage collection service	91%	5%	4%
2bDD. Providing recycling service	85%	9%	5%
2bEE. Maintaining City facilities	81%	11%	7%

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

	Yes	No	DK/NO
3A. Do you generally feel safe from crime in San Rafael?	90%	10%	1%
3B. Do you feel as safe today as you did 5 years ago when you walk city streets?	68%	25%	6%
3C. Has the new development which has occurred in the city benefited you?	32%	56%	12%
3D. Is growth in San Rafael occurring too fast	35%	58%	7%
3E. Has the revitalization effort in the downtown area been a good thing for San Rafael?	86%	8%	7%
3F. Do you have confidence in city leaders to solve the difficult problems as they arise?	65%	25%	10%
3G. Has the overall quality of living in San Rafael improved in the last 5 years?	47%	39%	15%
3H. Are property taxes affordable in San Rafael?	42%	43%	15%
3I. Is San Rafael successfully maintaining its unique character and hometown atmosphere?	74%	22%	4%
3J. Are the public schools in your area satisfactory and meeting the needs of local residents?	48%	25%	27%

4a. Moving on. Have you had reason to call for police, fire or paramedic emergency services in the last 2 years? (PROBE FOR WHICH-CIRCLE ALL THAT THEY SAY)

	Yes	No
Police Services	28%	72%
Fire Services	10%	90%
Paramedic Services	21%	79%

4b. Were you satisfied or dissatisfied with the service you received? (n = 201)

Satisfied	84%
Dissatisfied	12%
Mixed	5%

4c. Has traffic in your local neighborhood improved, worsened or stayed about the same in the last two years?

Improved	3%
Worsened	48%
Stayed the same	47%
No opinion	1%

4d. Have you visited or used any of the following City facilities within the past two years?

	Yes	No
San Rafael Public Library	73%	27%
The City Parks	81%	19%
The Community Centers	50%	50%
The Falkirk Cultural Center	26%	74%

4e. Were you satisfied or dissatisfied with the facility(ies) you visited or used?

	Satisfied	Dissatisfied	DK
The San Rafael Public Library (n = 370)	87%	12%	1%
The City Parks (n = 401)	95%	4%	1%
The Community Centers (n = 259)	93%	5%	2%
The Falkirk Cultural Center (n = 130)	96%	3%	1%

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

Excellent	7%
Good	32%
Fair	31%
Poor	10%
No opinion	21%

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

Traffic congestion	24%
Public safety, including crime	6%
Homelessness	3%
Illegal immigrants or day laborers	11%
Condition or safety of buildings	1%
Condition or safety of streets	1%
Condition or safety of sidewalks or pathways	1%
Availability of jobs	1%
Availability of downtown parking	1%
Poor financial situation or condition	5%
Cost of living or housing	12%
Growth and/or overcrowding	12%
Quality of Education	5%
Other	9%
DK/NA	9%

4g. Are you satisfied or dissatisfied with the job the City of San Rafael is doing in spending taxpayer's money?

Satisfied	56%
Dissatisfied	28%
Mixed	4%
No opinion	11%
Not applicable	1%

4h. Now I'm going to read you a list of City buildings and facilities. As I read each one, please tell me if you would say the condition of that building is excellent, good, fair, or poor. Here's the first/next one _____. Would you say the condition of that building is excellent, good, fair, or poor?

	Excellent	Good	Fair	Poor	Don't Know
Police Station	15%	47%	9%	2%	28%
Fire Stations	18%	53%	7%	1%	21%
The Downtown Library	10%	45%	25%	6%	14%
The Terra Linda Community Center	7%	29%	12%	2%	51%
The San Rafael Community Center	12%	40%	14%	2%	32%

5. Moving on to a different topic. Voters in the City of San Rafael 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 maintain, repair, or replace deteriorating City buildings such as police and fire stations, the Library, and community centers, shall the City of San Rafael be authorized to issue \$[25, 50, or 75] million in general obligation bonds with a citizen's oversight committee to ensure proper spending of the funds?

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)?

\$25 Million Group (n = 120)	Definitely yes	20%
	Probably yes	31%
	Probably no	15%
	Definitely no	27%
	Don't know	8%

\$50 Million Group (n = 137)	Definitely yes	25%
	Probably yes	30%
	Probably no	12%
	Definitely no	22%
	Don't know	11%

\$75 Million Group (n = 113)	Definitely yes	20%
	Probably yes	31%
	Probably no	16%
	Definitely no	23%
	Don't know	11%

6. If you heard that taxes would be increased by: ___ per year per \$100,000 assessed valuation of your home (READ ITEM A FIRST AND CONTINUE IN ORDER), would you vote yes or no on the measure we have been discussing? (IF NEEDED, READ ONCE:) The assessed valuation of your home is not necessarily the current market value, the figure appears on your property tax bill. (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

\$25 Million Group (n = 120)	Definitely yes	Probably yes	Probably no	Definitely no	DK/NA
\$26	21%	23%	13%	32%	11%
\$23	23%	21%	17%	30%	10%
\$20	24%	23%	13%	31%	10%
\$17	32%	19%	14%	26%	9%
\$14	35%	18%	13%	23%	11%

\$50 Million Group (n = 137)	Definitely yes	Probably yes	Probably no	Definitely no	DK/NA
\$40	19%	20%	15%	37%	10%
\$36	22%	18%	15%	37%	8%
\$32	23%	20%	13%	36%	7%
\$28	28%	20%	9%	35%	9%
\$24	33%	20%	7%	31%	9%

\$75 Million Group (n = 113)	Definitely yes	Probably yes	Probably no	Definitely no	DK/NA
\$60	12%	16%	19%	39%	15%
\$55	12%	17%	20%	37%	14%
\$50	13%	21%	17%	36%	12%
\$45	15%	20%	17%	35%	13%
\$40	19%	22%	14%	34%	12%

7. A bond allows the City to spend funds on renovating and developing 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	DK/NO
7A. Replacing the police station and downtown fire station with a new, combined public safety facility (n = 184)	20%	29%	7%	14%	16%	15%
7B. Replacing or upgrading the city's six fire stations (n = 186)	30%	36%	7%	8%	11%	9%
7C. Replacing the city's police station (n = 186)	16%	27%	10%	19%	17%	12%
7D. Replacing the Terra Linda Community Center (n = 370)	12%	17%	10%	18%	22%	21%
7E. Renovating the San Rafael Community Center (n = 370)	12%	24%	8%	20%	22%	14%
7F. Providing additional space to the San Rafael Public Library (n = 370)	38%	27%	7%	10%	13%	6%
7G. Making all fire stations earthquake safe (n = 370)	45%	33%	5%	4%	8%	5%

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

In order to maintain, repair, or replace deteriorating City buildings such as police and fire stations, the Library, and community centers, shall the City of San Rafael be authorized to issue \$[25, 50 or 75] million in general obligation bonds with a citizen’s oversight committee to ensure proper spending of the funds?

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)?

\$25 Million Group (n = 120)	Definitely yes	24%
	Probably yes	26%
	Probably no	15%
	Definitely no	26%
	Don't know	9%

\$50 Million Group (n = 137)	Definitely yes	27%
	Probably yes	29%
	Probably no	10%
	Definitely no	24%
	Don't know	11%

\$75 Million Group (n = 113)	Definitely yes	16%
	Probably yes	39%
	Probably no	12%
	Definitely no	25%
	Don't know	9%

9. Do you feel local taxes in San Rafael are too high, too low, or just about right? (n = 370)

Too high	36%
Too low	4%
Just about right	55%
Don't know	6%

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.

Gender (DO NOT ASK)

Male	45%
Female	55%

D1. Age (DO NOT ASK)

18 to 29	7%
30 to 39	13%
40 to 49	21%
50 to 64	33%
65 and over	27%
Not coded	0%

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

Own	70%
Rent	26%
Other	2%
NR	2%

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

Hispanic or Latino(a)	4%
Asian	5%
Black/African-American	1%
Handicapped or disabled	8%
None of the above	80%
NR	3%

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

\$20,000 or less	12%
\$20,000 to \$40,000	9%
\$40,000 to \$75,000	16%
\$75,000 to \$100,000	13%
\$100,000 to \$125,000	13%
\$125,000 to \$150,000	7%
\$150,000 or more	13%
NR	18%

D5. Do you have any children 18 years or younger living at home?

Yes	23%
No	76%
NR	1%

D6. Are you currently employed full-time or part-time?

Full-time	43%
Part-time	18%
Not-employed	37%
NR	2%

D7. How long have you lived in San Rafael?

Less than 5 years	17%
5 to 10 years	21%
11 to 20 years	24%
More than 20 years	33%
Lifetime	5%
NR	1%

D8. Do you regularly read _____ (READ CHECKED ITEM)

	Yes	No
D8A. San Francisco Chronicle	52%	48%
D8B. Marin Independent Journal	58%	42%
D8C. Pacific Sun	30%	70%
D8D. Newpointer	12%	88%

D9. How often do you access the Internet from home?

More than 10 times a week	42%
8 to 10 times a week	11%
5 to 7 times a week	19%
2 to 4 times a week	6%
Once a week or less	5%
I do not have a computer at home	17%

D10. The City has been periodically mailing the "San Rafael Focus" newsletter to residents for the last seven years. How often do you read "San Rafael Focus"? (READ ALL CHOICES)

Always	23%
Often	9%
Sometimes	20%
Never	41%
DK/NA	8%

D11. How informative is "San Rafael Focus" to you? (READ ALL CHOICES) (n = 281)

Very helpful	25%
Somewhat helpful	47%
Not too helpful	18%
No opinion	10%

D12. How often do you visit the City's website, City of San Rafael dot org? (READ ALL CHOICES)

Often	2%
Sometimes	25%
Never	70%
DK/NA	3%

D13. How informative is the City Website to you? (READ ALL CHOICES) (n = 144)

Very helpful	16%
Somewhat helpful	61%
Not too helpful	16%
No opinion	8%

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

Great deal	10%
Some	39%
Very little	47%
No opinion	4%

E. Political Party

Democrat	54%
Republican	23%
Other	5%
DTS	18%

F. Voting history

	Yes	Absentee	No Vote
FA. Voted 6/2000	37%	11%	53%
FB. Voted 11/2000	46%	12%	42%
FC. Voted 3/2002	26%	17%	58%
FD. Voted 11/2002	33%	21%	46%
FE. Voted 3/2004	35%	23%	43%
FF. Voted 11/2004	45%	40%	15%
FG. Voted 3/2006	22%	31%	47%
FH. Voted 11/2006	0%	0%	100%

G. Voting propensity

Never voted	8%
Once	19%
Twice	11%
Three times	9%
Four times	6%
Five times	7%
Six times	12%
Seven times	28%

H. Absentee propensity

Never voted absentee	30%
Once	17%
Twice	31%
Three times	5%
Four times	4%
Five times	5%
Six times	3%
Seven times	6%

I. Permanent absentee

No	57%
Yes	43%

J. Household party type

Democrat (1)	36%
Democrat (2+)	10%
Republican (1)	11%
Republican (2+)	7%
Other (1)	18%
Other (2)	4%
Democrat & Republican	6%
Democrat & Other	6%
Republican & Other	2%

K. Likely vote by mail

Yes	45%
No	55%

L. Likely November 2007 voter

Yes	56%
No	44%