



GODBE RESEARCH
Gain Insight

CITY OF SAN RAFAEL

2013 Resident Satisfaction Survey

Topline Report

n=505

20-minutes

Hybrid Voter / RDD Sample

n=348 Likely November 2013 Voters

n=80 Registered Voters, Not Likely November 2013

n=77 RDD Sample, Not Registered Voter

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SURVEY METHODOLOGY

The City of San Rafael commissioned Godbe Research to conduct a survey of its residents to learn their overall perceptions of living in San Rafael, gauge their satisfaction with the job the City is doing to provide resident services and programs, and gauge support for a sales tax measure that would fund City services. The survey also focused on gathering resident feedback on (a) satisfaction with City services; (b) determining the most pressing problems facing the City; (c) gauging whether the residents perceive the City to be responsible with taxpayer dollars; and (d) testing the awareness of sources of information about the City.

Survey Methodology

Overall, 505 adult residents ages 18 and older in the City of San Rafael completed the survey, representing a total universe of approximately 46,557 adult residents (ages 18 and older) in the City (based on the 2010 Census population estimates). There was also a subsample of 348 representing 12,918 likely November 2013 voters. The study parameters resulted in a margin of error of plus or minus 4.34 percent for the entire sample, and 5.18 percent for the subsample of likely November 2013 voters. Interviews were conducted from January 11 through January 19, 2013 via an email invitation for an Internet survey combined with a telephone survey. The average interview length was approximately 20 minutes.

Once collected, the sample of residents was compared with the estimated adult resident population in the City of San Rafael to examine possible differences between the demographics of the sample of respondents and the actual universe of residents. The data were weighted to correct these differences, and the results presented are representative of the adult resident characteristics of the City of San Rafael in terms of gender, age, and ethnicity.

Questionnaire Methodology

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 4 and 9 were randomized to avoid such position bias.

Mean Scores And Rounding

In addition to the percentage breakdown of responses to each question, results for the questions relating to resident satisfaction with City services (Q4) and features of the ballot measure (Q9) include a mean score. For example, to derive respondents' overall satisfaction with a given City service (Q4), a number value is first assigned to each response category (in this case, "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2). The individual answer of each respondent is then assigned the corresponding number – from +2 to -2 in this example. Finally, all respondents' answers are averaged to produce a final score that reflects overall satisfaction. The resulting mean score makes the interpretation of the data considerably easier. Responses of "Don't Know" (DK/NA) were not included in the calculations of the means for any question.

Conventional rounding rules apply to the percentages shown in this report, .5 or above is rounded up to the next number, and .4 or below is rounded down to the previous number. As a result, the percentages may not add up to 100 percent.

OVERALL SATISFACTION

[n=505]

To begin, I'd like to get your overall opinion of living in San Rafael.

1. In general, are you satisfied or dissatisfied with the overall quality of life in San Rafael? Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied	70.7%
Somewhat satisfied	23.3%
Somewhat dissatisfied	3.5%
Very dissatisfied	2.2%
DK/NA	.2%

2. In general, are you satisfied or dissatisfied with the job the City of San Rafael is doing to provide City services? Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied	36.2%
Somewhat satisfied	47.8%
Somewhat dissatisfied	7.5%
Very dissatisfied	4.9%
DK/NA	3.7%

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

Excellent	4.2%
Good	33.8%
Fair	26.0%
Poor	5.9%
DK/NA	30.1%

SATISFACTION WITH INDIVIDUAL SERVICES

4. Moving on, I'd like to read you a list of services provided by the City of San Rafael. For each, please tell me whether you are satisfied or dissatisfied with the job the City of San Rafael is doing to provide the service.

Here's the (first/next): _____. Are you satisfied or dissatisfied with the City's performance in this area? Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	Mean Score	Very Satisfied	Smwt. Satisfied	Smwt. Dissat.	Very Dissat.	DK/NA
A. Providing programs to reduce greenhouse gas emissions	.80	19.7%	29.1%	10.6%	3.7%	36.9%
B. Providing police protection	1.32	53.2%	33.9%	6.2%	3.4%	3.3%
C. Keeping taxes at affordable levels	.65	25.1%	42.7%	18.0%	7.1%	7.2%
D. Managing growth and development	1.09	35.1%	35.6%	7.2%	4.4%	17.7%
E. Preserving open space	1.31	50.0%	36.5%	5.1%	3.4%	5.1%
F. Managing traffic on city streets	.86	28.7%	50.1%	11.6%	6.4%	3.2%
G. Maintaining city streets and roads	.71	27.8%	47.6%	15.9%	8.4%	.4%
H. Providing public library services	1.42	54.8%	28.5%	5.3%	2.1%	9.3%
I. Providing fire and paramedic services	1.57	63.4%	27.4%	3.7%	.7%	4.8%
J. Providing affordable housing	.19	17.8%	26.7%	29.4%	8.8%	17.2%
K. Maintaining storm drains	.85	33.4%	32.0%	15.6%	5.2%	13.7%
L. Maintaining sidewalks	.97	41.7%	37.8%	11.6%	7.2%	1.7%
M. Providing bike and pedestrian friendly routes	1.18	45.5%	31.1%	10.8%	2.7%	10.0%
N. Trimming trees along city streets	1.19	45.8%	36.1%	7.3%	4.5%	6.4%
O. Cleaning and sweeping city streets	1.12	41.4%	44.2%	9.1%	3.8%	1.5%
P. Providing sufficient parking downtown	.61	29.6%	37.2%	12.6%	13.5%	7.1%
Q. Providing senior citizen services	1.14	28.6%	28.6%	5.2%	2.9%	34.6%
R. Providing youth and teen services	.66	20.0%	25.9%	13.5%	4.9%	35.7%
S. Providing community events	1.26	40.0%	36.1%	7.5%	1.0%	15.5%
T. Providing adequate parks and recreation facilities	1.29	50.7%	36.1%	9.3%	1.2%	2.7%
U. Maintaining parks	1.34	53.3%	34.0%	6.8%	2.4%	3.5%
V. Providing recreational and cultural arts programs	1.23	39.2%	35.5%	9.1%	.6%	15.6%
W. Providing child care services	.94	24.7%	12.3%	11.1%	1.9%	50.0%
X. Meeting the needs of ethnic minorities	.62	22.5%	26.3%	10.8%	9.0%	31.4%

	Mean Score	Very Satisfied	Smwt. Satisfied	Smwt. Dissat.	Very Dissat.	DK/NA
Y. Providing garbage collection and recycling services	1.34	61.0%	27.1%	1.2%	8.6%	2.2%
Z. Enforcing traffic and parking laws	1.06	40.9%	37.3%	10.0%	5.2%	6.5%
AA. Maintaining City facilities	1.25	40.2%	38.4%	6.4%	1.9%	13.2%

Computation of Mean Scores:

"Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

OTHER SERVICES AND ISSUES

5. What is the single, largest problem facing the City of San Rafael today?

Homelessness	19.4%
Poor financial situation/condition	8.7%
Cost of living or housing	7.8%
City employee pensions and benefits are too high	6.5%
Public safety (includes crime)	5.3%
Illegal immigrants or day laborers	5.3%
Availability of jobs	4.6%
Traffic congestion	4.0%
Condition or safety of streets	3.9%
Condition or safety of sidewalks/pathways	2.5%
Growth and/or overcrowding	2.4%
Quality of education	2.3%
Condition or safety of buildings	.8%
Other	17.4%
DK/NA	9.0%

CLIMATE AND FIRST BALLOT TEST

6. Are you satisfied or dissatisfied with the job the City of San Rafael is doing in spending taxpayers' money?

Satisfied	52.4%
Dissatisfied	19.6%
Mixed	8.6%
No opinion	18.8%
Not applicable	.5%

[n=348]

7. In the future, voters in your area may be asked to vote on a few local ballot measures. Let me read you the summary of a potential measure.

To prevent cuts and preserve funding for general city services, with funding that cannot be taken by the State, including:

- maintaining adequate firefighters and police officers,
- preventing the closure of fire stations and community centers,
- repairing city streets,
- ensuring earthquake safe police and fire stations, and
- maintaining library hours,

shall San Rafael adopt an ordinance extending and increasing the existing local sales tax by one-quarter percent, for twenty years, with independent oversight and annual audits? [74 WORDS; San Rafael counts as 1 word]

If the election were held today, would you vote yes or no on this measure? Would that be definitely [yes/no] or probably [yes/no]?

	November 2013
Definitely Yes	29.1%
Probably Yes	25.2%
Probably No	10.4%
Definitely No	28.8%
DK/NA	6.5%

FEATURES OF THE MEASURE

8. The measure we've been discussing would fund different types of city programs and you will hear arguments for and against the measure. For each of the following statements please tell me if you would be more or less likely to vote for the measure.

If you heard that _____, would you be more or less likely to vote for the measure? Is that much [more/less] likely or somewhat [more/less] likely?

	Mean Score	Much More Likely	Somewhat More Likely	No Effect	Somewhat Less Likely	Much Less Likely	DK/NA
A. The funds will be used to maintain adequate firefighters and police officers	.87	40.3%	27.9%	15.6%	7.3%	7.8%	1.1%
B. The measure will help maintain rapid emergency response times for police, fire and emergency services	.93	41.9%	29.2%	15.4%	4.6%	8.1%	.8%
C. The funds will be used to prevent the closure of fire stations and community centers	.83	39.7%	27.4%	16.9%	6.2%	8.9%	.8%
D. The funds will be used to repair city streets	.80	36.4%	29.8%	17.2%	7.7%	7.8%	1.1%
E. If the measure fails, the City will be forced to cut millions of dollars a year in critical City services	.64	34.5%	24.2%	19.8%	8.3%	11.1%	2.0%
F. The tax will be used to support a bloated and costly pension program for City employees	-.84	12.3%	6.6%	11.8%	18.7%	46.8%	3.7%
G. The funds will be used to maintain library hours	.59	30.6%	25.8%	23.6%	9.5%	9.7%	.8%
H. The funds will be used to prevent the closure of one of San Rafael's six fire stations	.70	36.0%	24.9%	18.6%	9.3%	9.2%	1.9%
I. Many San Rafael fire stations do not meet modern seismic safety standards. In an earthquake, fire engines, paramedic units, life-saving equipment and personnel could be trapped and unable to respond	.81	40.5%	23.7%	19.6%	6.1%	9.1%	1.1%
J. The emergency dispatch center does not meet modern seismic safety standards. If an earthquake damages this building, it would severely delay responses to calls for police, fire, and emergency medical services	.87	43.0%	23.3%	16.9%	6.0%	9.1%	1.7%
K. The tax will just be used to increase city government employee salaries	-.85	9.2%	8.7%	13.8%	22.4%	44.2%	1.7%

Continued	Mean Score	Much More Likely	Somewhat More Likely	No Effect	Somewhat Less Likely	Much Less Likely	DK/NA
L. [Split Sample A] The funds will be used to provide an earthquake safe police and fire station downtown	.70	36.6%	23.8%	21.3%	6.3%	10.9%	1.1%
M. [Split Sample B] The funds will be used to provide earthquake safe police and fire stations	.76	34.2%	30.1%	20.0%	7.1%	8.1%	.5%

Computation of Mean Scores:

"Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

INFORMED BALLOT TESTS

9. Now that you know more about the measure, let me read you the summary again.

To prevent cuts and preserve funding for general city services, with funding that cannot be taken by the State, including:

- maintaining adequate firefighters and police officers,
- preventing the closure of fire stations and community centers,
- repairing city streets,
- ensuring earthquake safe police and fire stations, and
- maintaining library hours,

shall San Rafael adopt an ordinance extending and increasing the existing local sales tax by one-quarter percent, for twenty years, with independent oversight and annual audits? [74 WORDS; San Rafael counts as 1 word]

If the election were held today, would you vote yes or no on this measure? Would that be definitely [yes/no] or probably [yes/no]?

	November 2013
Definitely Yes	32.7%
Probably Yes	26.1%
Probably No	9.5%
Definitely No	25.8%
DK/NA	5.9%

10. [If Q10 = Probably No, Definitely No, or DK/NA ask:] Instead of the measure we have been discussing that would increase taxes, if the measure only extended the existing local sales tax for ten years, without any increase, and maintained current critical services would you vote yes or no? Would that be definitely [yes/no] or probably [yes/no]?

	November 2013
Definitely Yes	40.5%
Probably Yes	35.7%
Probably No	4.7%
Definitely No	14.9%
DK/NA	4.2%

CITY COMMUNICATIONS

[n=505]

Next, a few questions about City Communications.

11. The City of San Rafael provides information on local services and events through several online sources. Please tell me if you were aware that the City offers information through each of the following:

	Yes	No	DK/NA
The City's website [www.cityofsanrafael.org]	53.5%	43.6%	3.0%
Email newsletters	40.9%	58.1%	1.0%
Facebook	20.0%	78.7%	1.3%
Twitter	17.4%	81.1%	1.4%

DEMOGRAPHICS [N=505]

There are just a few demographic questions remaining, and these will only be used for statistical comparisons. Your name and number are not attached to your answers.

A. [ALL RESPONDENTS] Record Gender [Recorded from voice]

Male	49.4%
Female	50.6%

B. [IF RDD SAMPLE] What is your age?

18 to 29	15.0%
30 to 39	14.5%
40 to 49	19.6%
50 to 64	27.5%
65 and over	22.8%
Refused / DK/NA	.6%

C. What ethnic group do you consider yourself a part of or feel closest to?

Caucasian or White	65.5%
Hispanic or Latino	22.9%
Asian	3.6%
African-American or Black	1.5%
American Indian or Alaska Native	.6%
Two or more races	.9%
Some other race	2.8%
DK/NA	2.1%

D. Do you have any children 18 years or younger living in your household?

Yes	36.7%
No	63.0%
DK/NA	.4%

E. Including yourself, if applicable, how many adults ages 65 and over live in your household?

None	44.2%
One	27.8%
Two	22.0%
Three or more	2.8%
DK/NA	3.3%

F. Which of the following best describes your working status?

Full-time	34.8%
Part-time	6.1%
Self-employed	14.2%
Unemployed	2.4%
Homemaker or Stay-at-home parent	2.4%
Retired	28.7%
Student	10.1%
DK/NA	1.3%

G. How long have you lived in San Rafael?

Less than 5 years	15.4%
5 to 10 years	16.2%
11 to 20 years	33.4%
More than 20 years	26.8%
Lifetime	8.0%
DK/NA	.2%

H. Do you own or rent your home?

Owner	60.1%
Renter	39.9%

I. Again, for statistical purposes only, what was the approximate total income of your household last year? Was it.....

Less than \$20,000	10.4%
\$20,000 to less than \$40,000	7.6%
\$40,000 to less than \$75,000	22.0%
\$75,000 to less than \$100,000	11.7%
\$100,000 to less than \$125,000	8.6%
\$125,000 to less than \$150,000	3.8%
\$150,000 or more	13.7%
DK/NA	22.1%

[Internet Survey Only]

J. If you would like to receive the City of San Rafael City Manager's bi-monthly newsletter about issues and events in San Rafael, please provide your email address:

These are all the questions I have for you. Thank you very much for participating!

DEMOGRAPHICS FROM VOTER FILE (ALL VOTERS)

All information is included in voter registration records, and these items will not be asked during interviews.

K. Age

18 to 29	9.8%
30 to 39	10.7%
40 to 49	17.3%
50 to 64	32.1%
65 and over	30.1%
Not coded	0.0%

L. Ethnic Surname

Hispanic	9.1%
Jewish	4.1%
Italian	1.7%
Japanese	.4%
Korean	.3%

M. Homeownership Status

Owner	71.0%
Renter	29.0%

N. Individual Party

Democrat	54.9%
Republican	18.9%
Other	4.2%
DTS	22.0%

O. Household Party Type

Democrat (1)	32.9%
Democrat (2+)	15.3%
Republican (1)	8.0%
Republican (2+)	6.0%
Other (1)	13.7%
Other (2+)	5.3%
Democrat & Republican	4.9%
Democrat & Other	8.9%
Republican & Other	4.0%
Mixed	.8%

P. Registration Date

2009 to present	16.9%
2005 to 2008	17.7%
2001 to 2004	7.7%
1997 to 2000	3.8%
1993 to 1996	3.1%
1981 to 1992	5.6%
1980 or before	45.2%

Q. Voting History

	No	Poll	Mail
June 2006	57.1%	22.8%	20.1%
November 2006	41.3%	28.5%	30.2%
November 2007	64.9%	15.2%	19.9%
February 2008	41.2%	28.9%	29.9%
June 2008	57.5%	15.5%	27.0%
November 2008	20.6%	37.7%	41.6%
May 2009	58.8%	14.2%	27.1%

Continued	No	Poll	Mail
November 2009	57.1%	15.6%	27.3%
June 2010	48.2%	22.2%	29.6%
November 2010	22.6%	34.5%	42.9%
June 2012	43.3%	19.7%	37.0%

R. Times Voted in Past Elections

1 of 11	12.8%
2 of 11	11.8%
3 of 11	6.5%
4 of 11	6.0%
5 of 11	6.2%
6 of 11	4.8%
7 of 11	7.7%
8 of 11	6.7%
9 of 11	7.9%
10 of 11	9.3%
11 of 11	20.3%

S. Times Voted Absentee Voter

1 of 11	25.1%
2 of 11	6.8%
3 of 11	5.5%
4 of 11	6.0%
5 of 11	6.1%
6 of 11	5.8%
7 of 11	4.9%
8 of 11	7.6%
9 of 11	6.2%
10 of 11	10.4%
11 of 11	15.4%

T. Likely June 2014 voter

Yes	39.7%
No	60.3%

U. Likely November 2013 voter

Yes	27.7%
No	72.3%

V. Permanent Absentee Voter

Yes	56.3%
No	43.7%

W. Likely Absentee Voter

Yes	59.3%
No	40.7%