



GODBE RESEARCH
Gain Insight

CITY OF SAN RAFAEL

2014 Community Engagement & Communications Survey

Topline Report
n=953

September 23, 2014

www.godberesearch.com

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General Questions		Total		
		%	N=	Mean
1. Tell us about yourself. Do you...	Live in San Rafael	92.7%	879	
	Work in San Rafael	32.6%	309	
	Own a business in San Rafael	13.2%	125	
	Student in San Rafael	3.7%	35	
	Have children living with you	28.0%	265	
	None of the above	1.4%	13	
2. It's important to me that I be involved in City Council decision-making.	Strongly agree	22.0%	207	
	Agree	44.5%	419	
	Neutral	27.5%	259	
	Disagree	3.2%	30	
	Strongly disagree	.3%	3	
	I don't know	2.4%	23	
3. What sources do you use to get information about City issues and decisions? (check all that apply)	Family	18.70%	176	
	Cable television	12.01%	113	
	Local access television	9.88%	93	
	Radio	12.01%	113	
	Printed newspaper	57.28%	539	
	Online newspaper	45.70%	430	
	Neighborhood newsletters	51.65%	486	
	City website	26.46%	249	
	Friends and neighbors	54.73%	515	
	Neighborhood associations	53.13%	500	
	Faith based groups	4.68%	44	
	City employees	13.82%	130	
	Elected officials	14.88%	140	
	Email	33.26%	313	
	Snapshot	22.42%	211	
	Facebook	8.93%	84	
	Twitter	2.23%	21	
YouTube	0.74%	7		
Postal mail	13.82%	130		
Employer groups	2.41%	23		
Ethnic and cultural	2.87%	27		
4. What methods do you use to participate in or give your opinion to City decision-makers? (check all that apply)	Attend public hearings or	35.1%	321	
	Serve on a City Board or	3.1%	28	
	Participate on blogs or email	17.7%	162	
	Comment on City social media	6.7%	61	
	Write a letter to neighbors or	15.8%	144	
	Attend regularly scheduled	20.2%	185	
	Attend ad hoc meetings dealing	29.3%	268	
	Organize or participate in	6.6%	60	
	Call the media	2.8%	26	
	Send letters to the editor	13.0%	119	
	Contact elected officials	25.6%	234	
	Contact City staff	24.9%	228	
	I don't participate or give my	31.9%	292	

Agree - Disagree Statements		Total		
		%	N=	Mean
5. Communication about City decision-making is open and two-way.	Strongly agree	6.9%	59	
	Agree	23.0%	197	
	Neutral	32.6%	280	
	Disagree	17.8%	153	
	Strongly disagree	6.6%	57	
	I don't know	13.1%	112	
6. I receive ample information about City activities and events.	Strongly agree	2.7%	23	
	Agree	27.1%	232	
	Neutral	26.4%	226	
	Disagree	29.6%	254	
	Strongly disagree	11.2%	96	
	I don't know	3.0%	26	
7. The information that the City provides me on pending issues is clear, complete, and understandable.	Strongly agree	3.0%	26	
	Agree	20.9%	179	
	Neutral	33.3%	285	
	Disagree	23.5%	201	
	Strongly disagree	10.2%	87	
	I don't know	9.2%	79	
8. The City actively reaches out to its stakeholders (e.g. residents, businesses).	Strongly agree	3.2%	27	
	Agree	18.9%	161	
	Neutral	26.6%	227	
	Disagree	29.1%	248	
	Strongly disagree	14.5%	124	
	I don't know	7.7%	66	
9. When I offer input on an issue, receiving information on the final decision is important to me.	Strongly agree	32.0%	273	
	Agree	43.2%	368	
	Neutral	12.7%	108	
	Disagree	1.5%	13	
	Strongly disagree	.6%	5	
	I don't know	10.0%	85	
10. The City website provides useful information.	Strongly agree	4.1%	35	
	Agree	31.9%	272	
	Neutral	33.6%	287	
	Disagree	6.0%	51	
	Strongly disagree	1.8%	15	
	I don't know	22.7%	194	
11. The City website is easy to navigate to find the information I need.	Strongly agree	1.8%	15	
	Agree	25.9%	216	
	Neutral	28.2%	235	
	Disagree	11.8%	98	
	Strongly disagree	2.5%	21	
	I don't know	29.8%	248	
12. I feel connected to the City as a member of the community.	Strongly agree	6.3%	52	
	Agree	32.5%	270	
	Neutral	31.5%	262	
	Disagree	19.4%	161	
	Strongly disagree	7.6%	63	
	I don't know	2.9%	24	
13. City information is complex, confusing, and inaccessible.	Strongly agree	2.8%	23	
	Agree	19.3%	159	
	Neutral	38.5%	318	
	Disagree	22.4%	185	
	Strongly disagree	3.5%	29	
	I don't know	13.5%	111	

		Total		
		%	N=	Mean
14. I am confused about who has the authority to make City decisions.	Strongly agree	6.4%	53	
	Agree	30.0%	247	
	Neutral	25.1%	207	
	Disagree	25.1%	207	
	Strongly disagree	6.3%	52	
	I don't know	7.0%	58	
15. It is important to ensure representative participation in community engagement.	Strongly agree	36.6%	303	
	Agree	51.5%	427	
	Neutral	8.6%	71	
	Disagree	.2%	2	
	Strongly disagree	.2%	2	
	I don't know	2.9%	24	

Mean Score Rankings		Total		
		%	N=	Mean
15. It is important to ensure representative participation in community engagement.				1.28
9. When I offer input on an issue, receiving information on the final decision is important to me.				1.16
2. It's important to me that I be involved in City Council decision-making.				.87
10. The City website provides useful information.				.40
11. The City website is easy to navigate to find the information I need.				.18
12. I feel connected to the City as a member of the community.				.11
5. Communication about City decision-making is open and two-way.				.06
14. I am confused about who has the authority to make City decisions.				.05
13. City information is complex, confusing, and inaccessible.				-.05
7. The information that the City provides me on pending issues is clear, complete, and understandable.				-.19
6. I receive ample information about City activities and events.				-.20
8. The City actively reaches out to its stakeholders (e.g. residents, businesses).				-.36

Demographics		Total		
		%	N=	Mean
16. Which neighborhood do you live in?	Bay Point Lagoon	.6%	6	
	Bret Harte	1.8%	17	
	Canal	2.8%	27	
	China Camp	.3%	3	
	Civic Center	.4%	4	
	Dominican	1.5%	14	
	Downtown San Rafael	2.3%	22	
	East San Rafael	3.6%	34	
	Fairhills	.8%	8	
	Gerstle Park	13.6%	130	
	Glenwood	6.3%	60	
	Lincoln Hill	1.7%	16	
	Loch Lomond	2.8%	27	
	Los Ranchitos	.1%	1	
	Lucas Valley	1.4%	13	
	Marinwood	2.2%	21	
	Montecito	1.4%	13	
	Mont Marin	2.0%	19	
	Peacock Gap	6.0%	57	
	San Rafael Meadows	.3%	3	
	Santa Venetia	1.2%	11	
Smith Ranch	1.7%	16		
Spinnaker Point	1.2%	11		
Sun Valley	2.6%	25		
Terra Linda	14.3%	136		
West End	.9%	9		
West San Rafael	.2%	2		
I don't live in San Rafael	4.2%	40		
DK/NA	21.8%	208		
17. How long have you lived in San Rafael, to the nearest year?	0 to 9 years	21.7%	207	
	10 to 19 years	22.7%	216	
	20 to 30 years	17.0%	162	
	30 or more years	22.8%	217	
	DK/NA	15.8%	151	
18. What is your gender?	Male	35.7%	340	
	Female	49.8%	475	
	Transgender	.2%	2	
	Prefer not to state	2.1%	20	
	NA	12.2%	116	
19. What is your age?	Under 18	.1%	1	
	18-25	.5%	5	
	26-35	5.8%	55	
	36-45	14.1%	134	
	46-55	18.2%	173	
	56-65	23.5%	224	
	66-75	19.4%	185	
	76-85	4.4%	42	
	Over 85	1.7%	16	
NA	12.4%	118		