



CITY COUNCIL STAFF REPORT

TO: Honorable Mayor and City Council

DATE: January 6, 2020

FROM: Matthew Bronson, City Manager

PREPARED BY: Matthew Bronson, City Manager

SUBJECT: 2019 Community Survey Results

RECOMMENDATION

Receive the results of the 2019 community survey conducted of Grover Beach residents on topics such as key community issues and importance and satisfaction of City services.

BACKGROUND

In fall 2017, the City conducted its first community survey to gauge resident perceptions on a variety of topics including key issues facing Grover Beach, importance and satisfaction with City services, customer service by City departments, accessing information about City services and events, and potential revenue measures. The survey was carried out by an outside survey research firm (Godbe Research) with a hybrid methodology of phone and email responses from a representative sample of 395 community members reflecting the population characteristics of city residents. The survey results were used to inform policy, budgetary, and operational decisions such as updating Council Goals, prioritizing City services for funding, assessing service quality and customer service, expanding City communication on frequently used platforms, and placing two revenue measures on the November 2018 ballot.

On July 1, 2019, the Council provided direction to staff to conduct another community survey in fall 2019 to gauge resident perceptions on a variety of topics and determine changes from the results of the 2017 survey. Conducting such surveys every 2-3 years is useful to assess changes in resident perceptions over time and identify pressing community issues. Staff again contracted with Godbe Research to conduct this survey given Godbe's previous work with the City and work with cities and other local agencies throughout California including the cities of Santa Maria, Santa Barbara, and Thousand Oaks and the San Luis Obispo Council of Governments.

A Council subcommittee consisting of Mayor Lee and Mayor Pro Tem Shah worked with the City Manager and Godbe Research to draft the survey questionnaire. The survey was conducted from October 28th through November 3rd using a sample of 10,089 adults ages 18 and older along with a subsample of 5,405 residents likely to vote in November 2020. A hybrid methodology of phone and email respondents was again used resulting in a total sample size of 452 responses with 380 conducted online through text and email messages and the remaining 72 conducted over the phone for a margin of error of 4.51% of adult residents and 5.32% of likely November 2020 voters. The survey was translated in Spanish for residents for whom Spanish was their preferred language and the data weighted by respondent age and ethnicity to reflect the actual population characteristics of city residents. The survey asked respondents about overall quality of life in the city, overall satisfaction with City services, most pressing issue facing Grover Beach, importance

and satisfaction of specific City services, potential support for a measure to increase the sales tax rate, customer service provided by City departments, and accessing information about City government and local activities. The survey results will be presented by Godbe Research at the January 6th meeting with the presentation slides shown in Attachment 1 with overall demographics of survey respondents shown in Attachment 2.

Overall, the results indicated that 70% of residents think the city's quality of life is better or staying the same than five years ago and a majority of residents are satisfied with the job the City is doing to provide services similar to 2017. "Roads/Streets/Infrastructure" and "Homelessness" were identified as the two most important issues facing Grover Beach compared with "Street/Road Condition/Repairs Needed" as the most important issue identified in 2017. The most important City services indicated by respondents related to public safety along with street repair and maintenance similar to 2017 and respondents indicated they are most satisfied by the City's performance in maintaining fire and emergency medical services and rapidly responding to 9-1-1 emergency calls. The survey indicated a base of support of 65% for a potential ballot measure in November 2020 to increase the sales tax by one-half cent to support public safety services and respondents strongly agreed that maintaining fire and emergency medical services is critical to the health and safety of Grover Beach residents and maintaining police service is vital to protecting the city's quality of life. Respondents who have contacted the City in the past year were generally satisfied with the response and the top sources of information about local activities and City government were word of mouth, City website, Facebook, local television, and Nextdoor.

The Council is encouraged to ask questions of Godbe Research about the results and provide initial comments and input on the results. Staff will review these results in greater detail and integrate them into future Council goal-setting processes along with the upcoming FY 2020-21 budget development process. Staff will also work with City departments to determine how these results can continue to improve service delivery and operations. Staff would recommend that a similar survey be conducted in 2-3 years to determine continued changes in perceptions and results from both the 2017 baseline survey and the 2019 survey.

FISCAL IMPACT

The cost of the survey was approximately \$30,000 and was funded in the FY 2019-20 budget.

ALTERNATIVES

The City Council has the following alternatives to consider:

1. Receive the results of the 2019 community survey conducted of Grover Beach residents on topics such as key community issues and importance and satisfaction of City services; or
2. Provide alternative direction to staff.

PUBLIC NOTIFICATION

The agenda was posted in accordance with the Brown Act.

ATTACHMENTS

1. Survey Presentation
2. Survey Demographics



GODBE RESEARCH
Gain Insight



City of Grover Beach: 2019 Community Priorities Survey

January 6, 2019

The City of Grover Beach commissioned Godbe Research to conduct a survey of adult residents with the following research objectives:

- Gauge satisfaction with the City's provision of services;
- Determine opinions on most pressing issues facing Grover Beach;
- Gauge importance of and satisfaction with City services and facilities;
- Assess potential voter support for a sales tax to enhance essential public safety services with funding that cannot be taken by the State;
- Test agreement with various statements about the measure;
- Gauge satisfaction with contacting City departments;
- Determine communication preferences to learn about community and government events and information; and
- Identify any differences in opinions due to demographic and/or voter behavioral characteristics.

- Data Collection Landline (n=28), cell phone (n=44), text to online (n=354), and email to online (n=26) interviewing
- Universe 10,089 adults ages 18 and older in the City of Grover Beach, with a subsample of those likely to vote in the November 2020 election (5,405)
- Fielding Dates October 28 through November 3, 2019
- Interview Length 23 minutes
- Sample Size 452 Adult residents
319 Likely November 2020 voters
- Margin of Error ± 4.51% Adult residents
± 5.32% Likely November 2020 voters



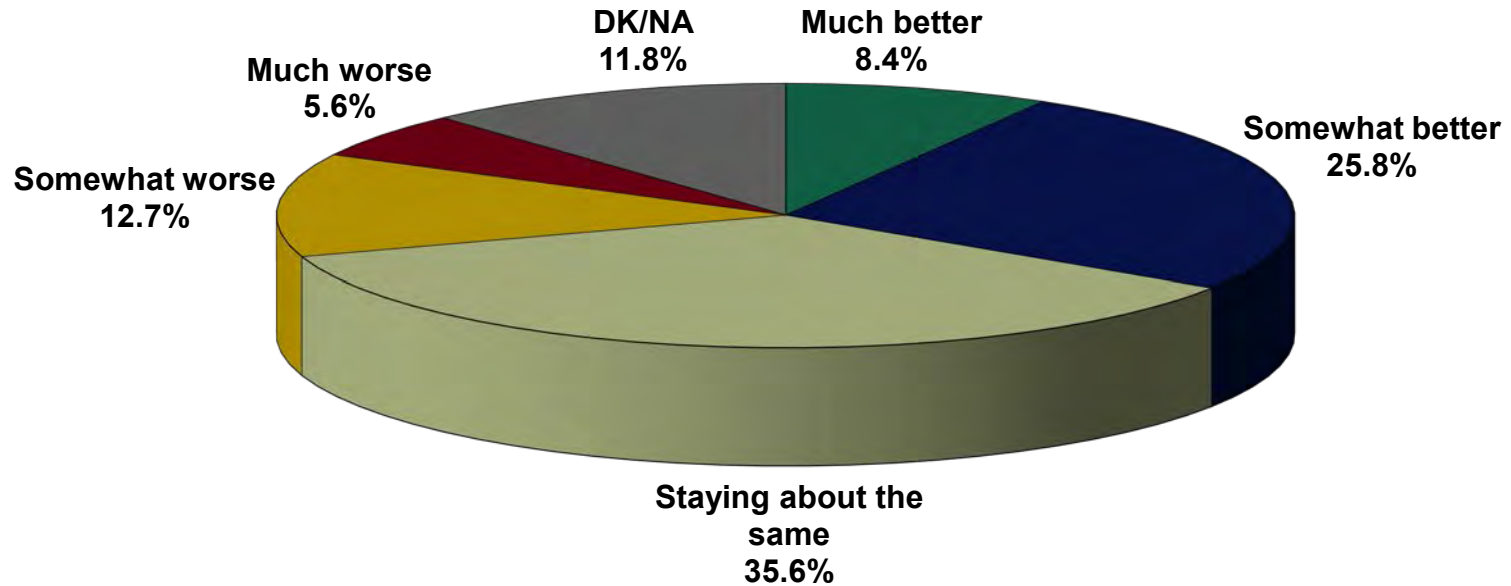
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Key Findings

Q1. Opinion on Overall Quality of Life in City Versus 5 Years Ago

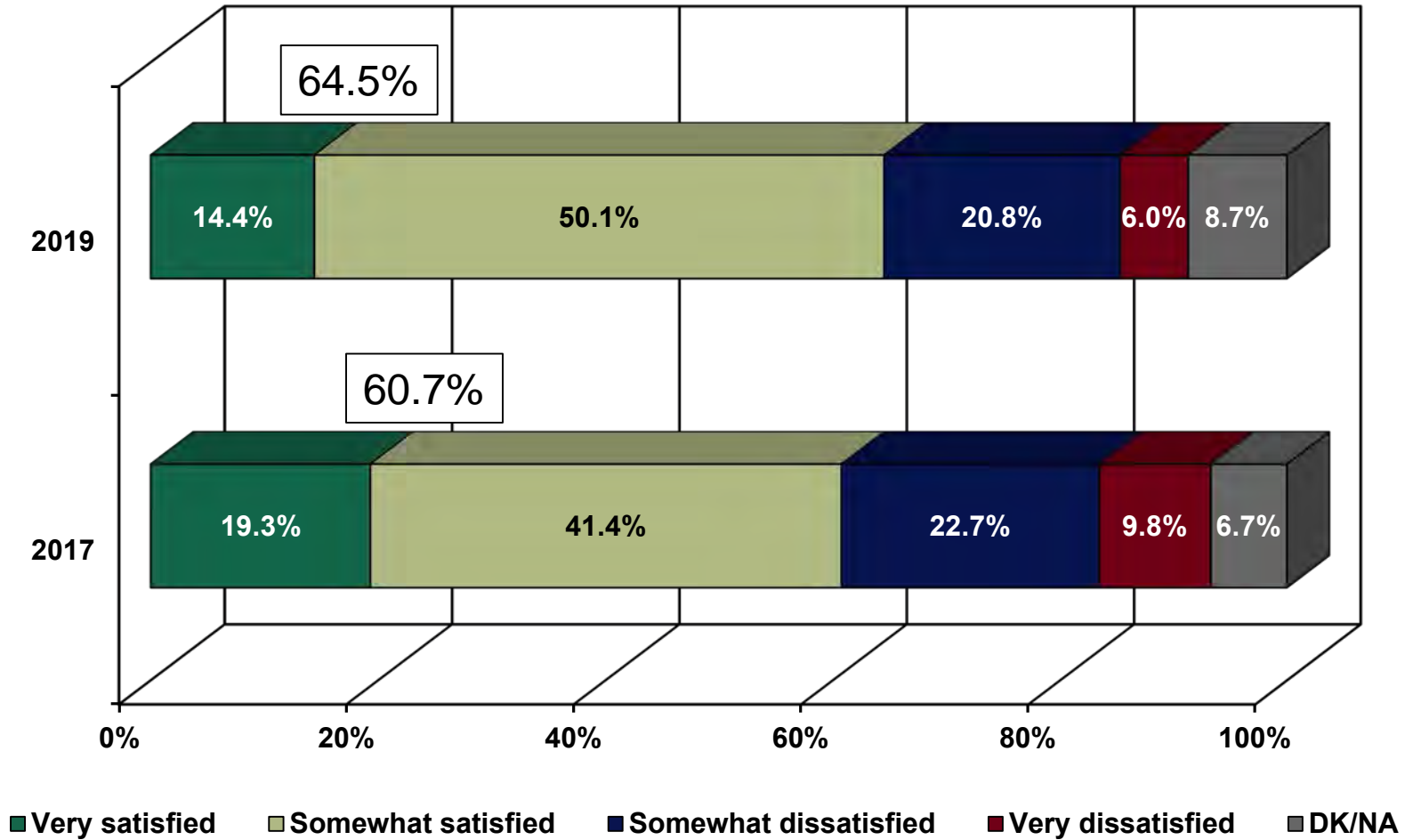
Adults 18+ (n=452)



Total Better	34.3%
Total Worse	18.3%
Ratio Better to Worse	1.9 to 1

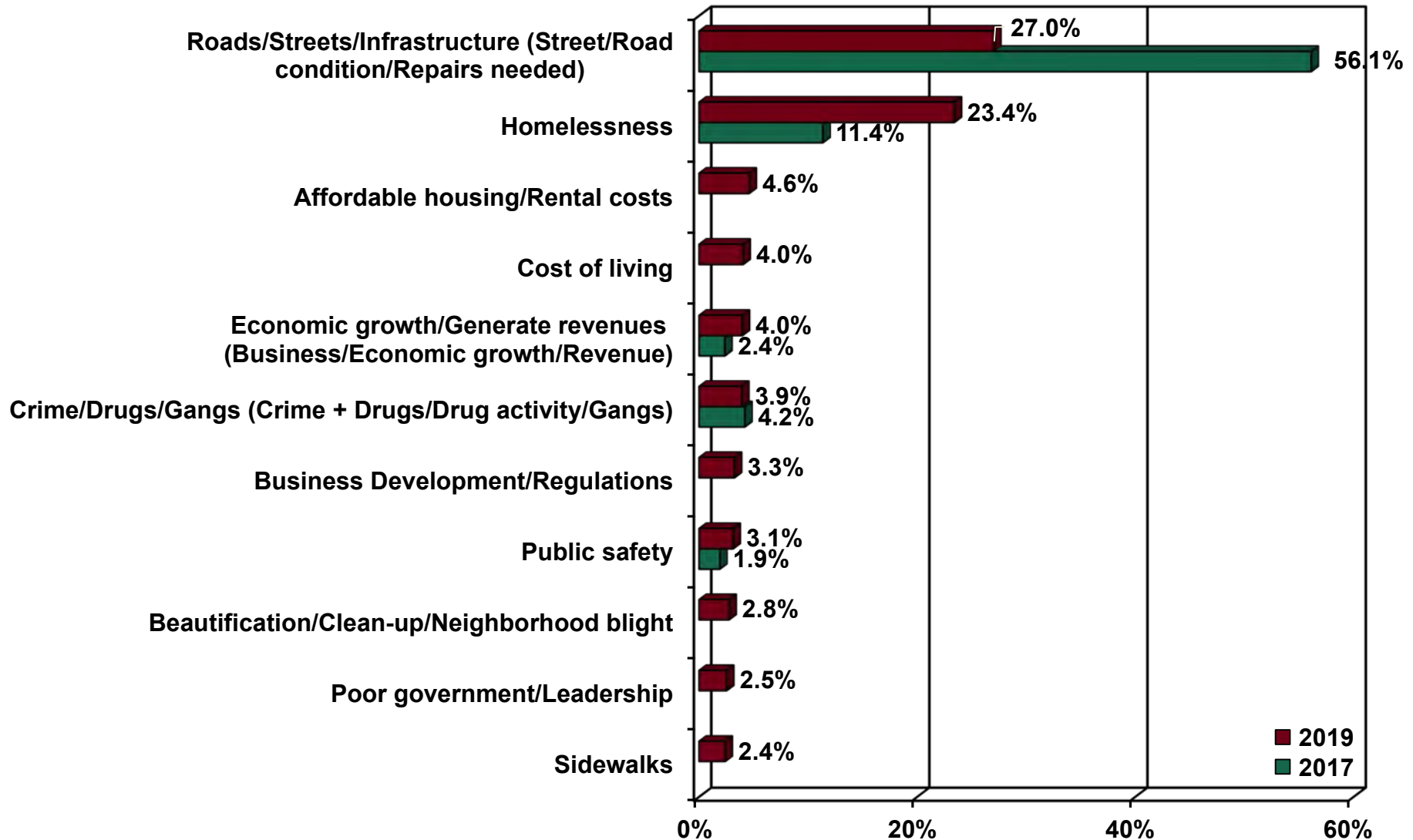
Q2. Satisfaction with City Services

Adults 18+



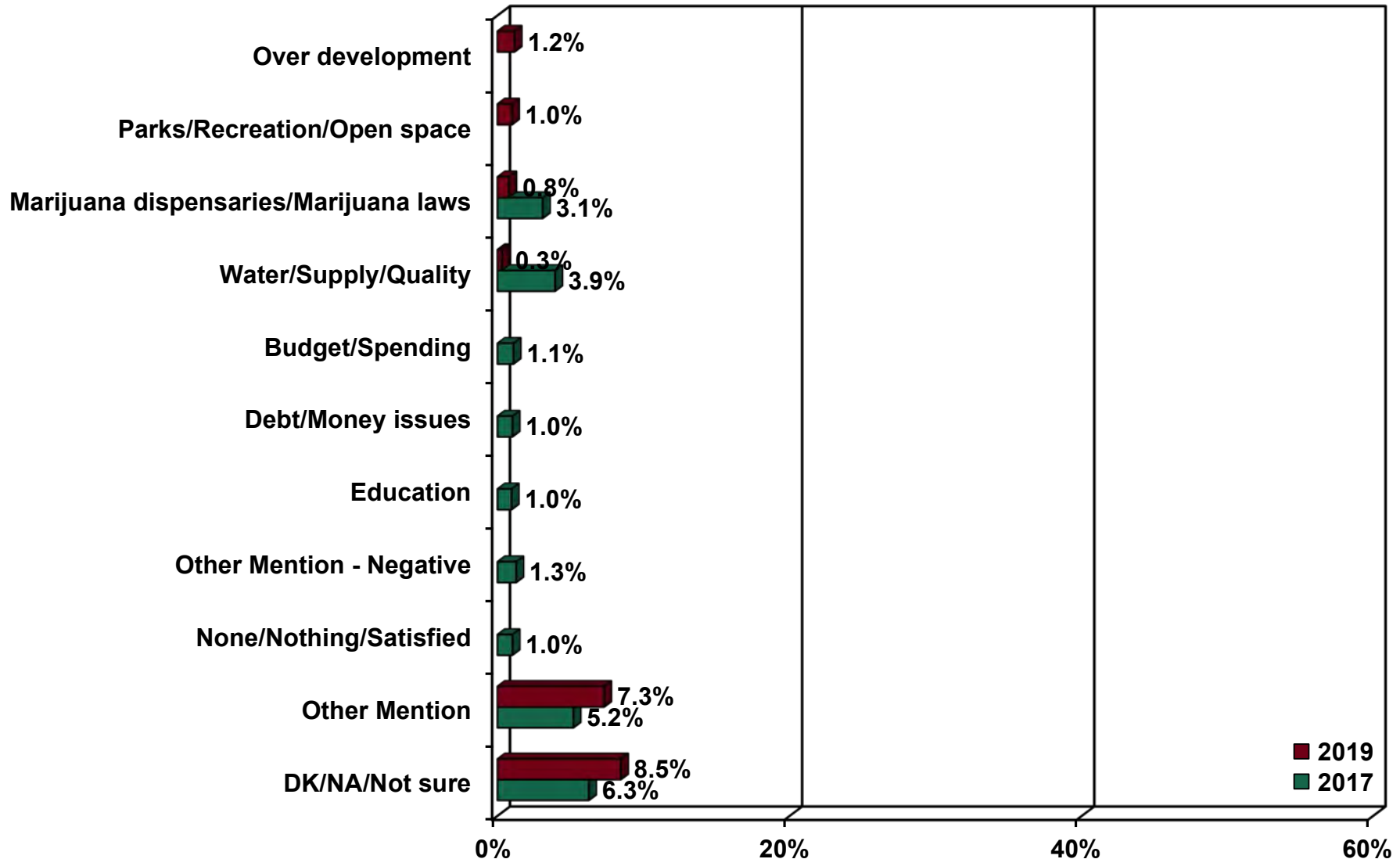
Q3. Most Important Issue Facing Grover Beach I

Adults 18+



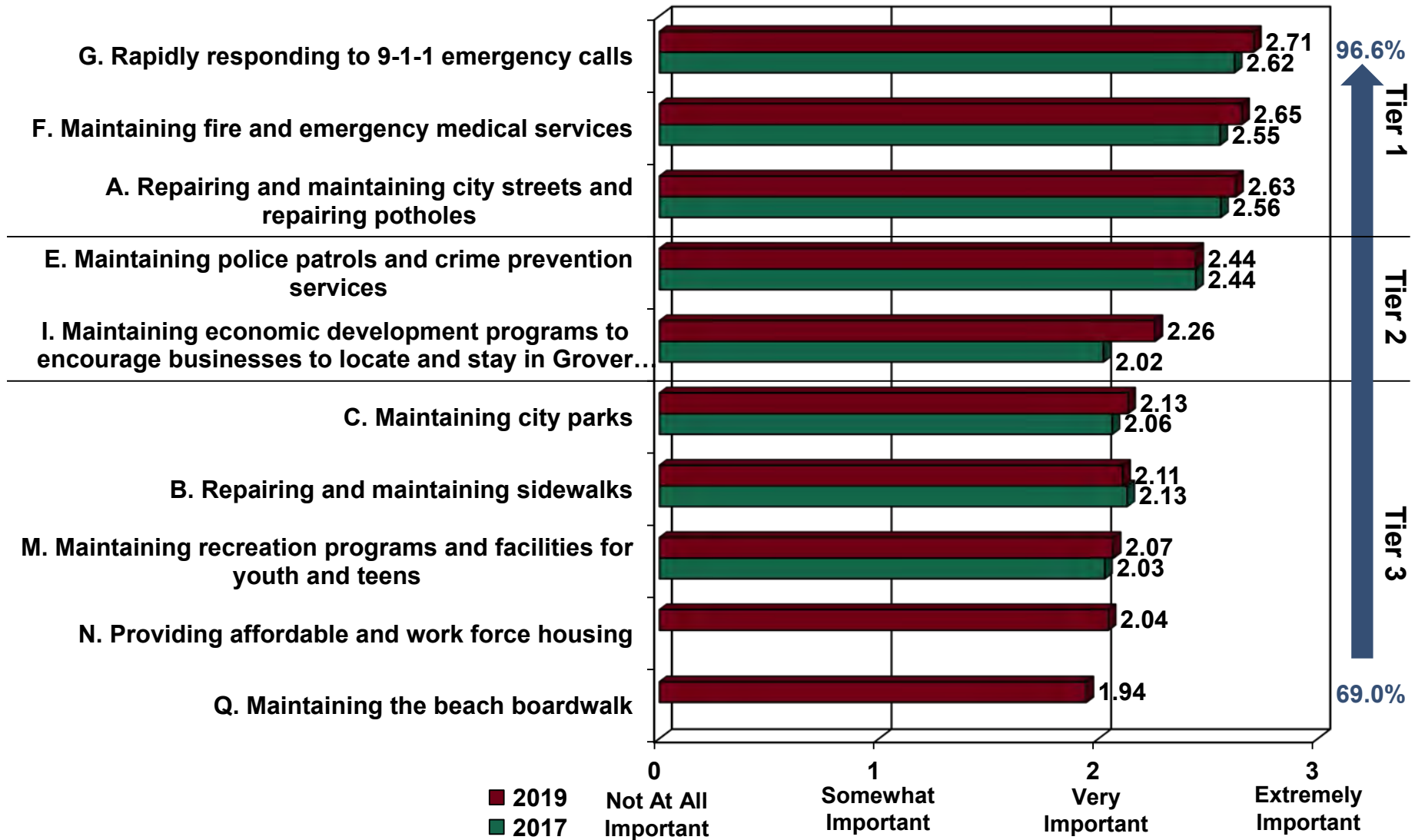
Q3. Most Important Issue Facing Grover Beach II

Adults 18+



Q4. Importance of City Services I

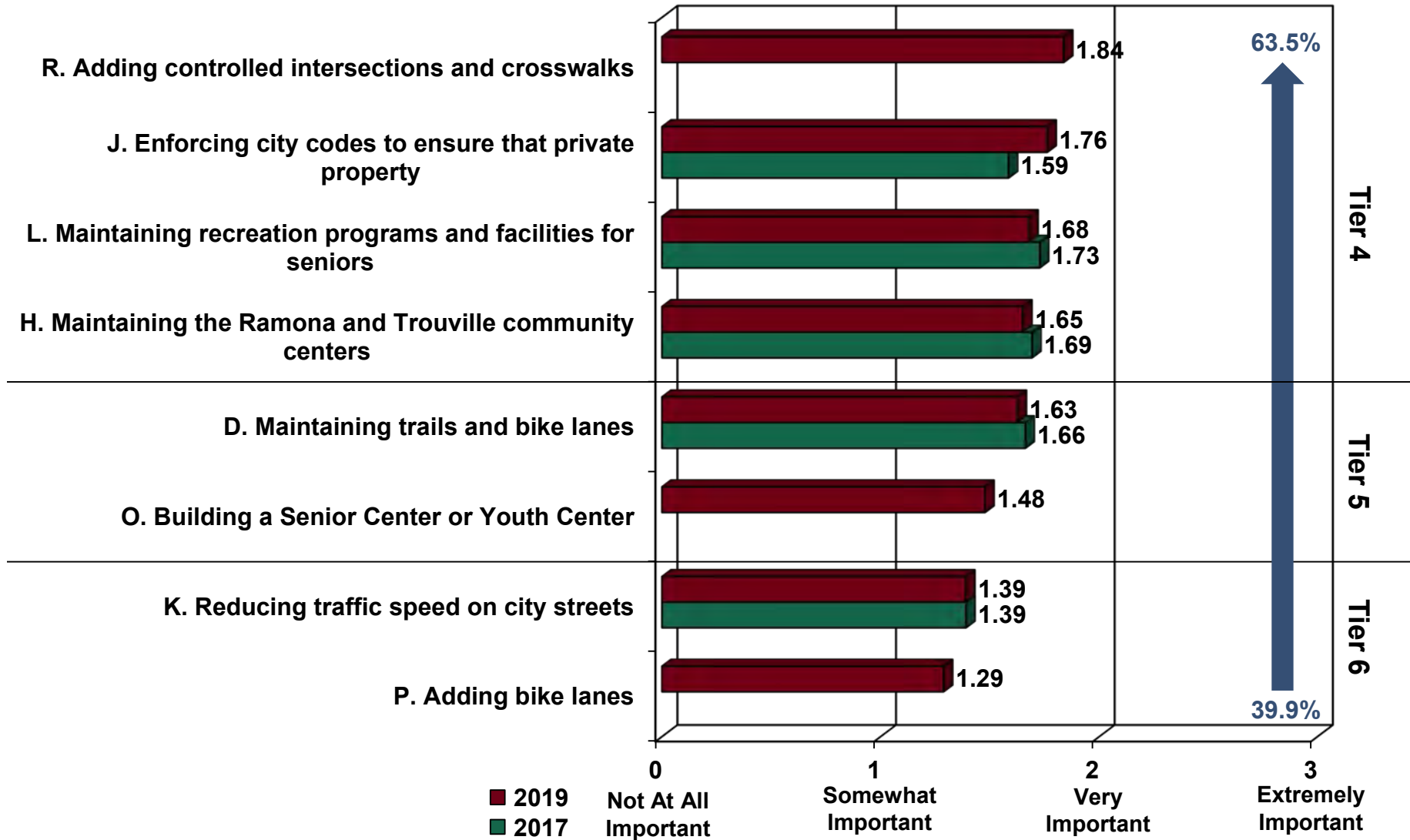
Adults 18+



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not At All Important" = 0.

Q4. Importance of City Services II

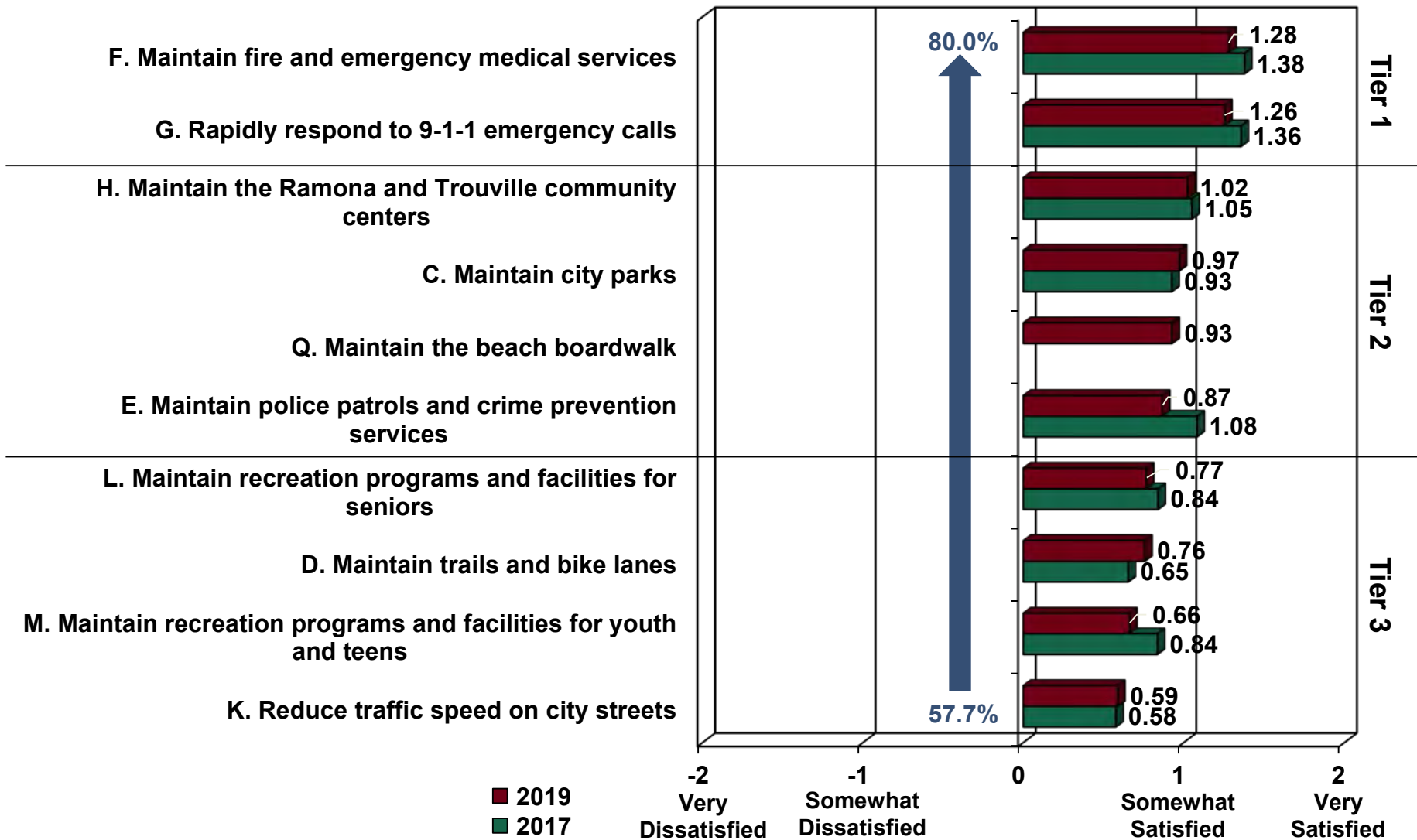
Adults 18+



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not At All Important" = 0.

Q5. Satisfaction with City Services I

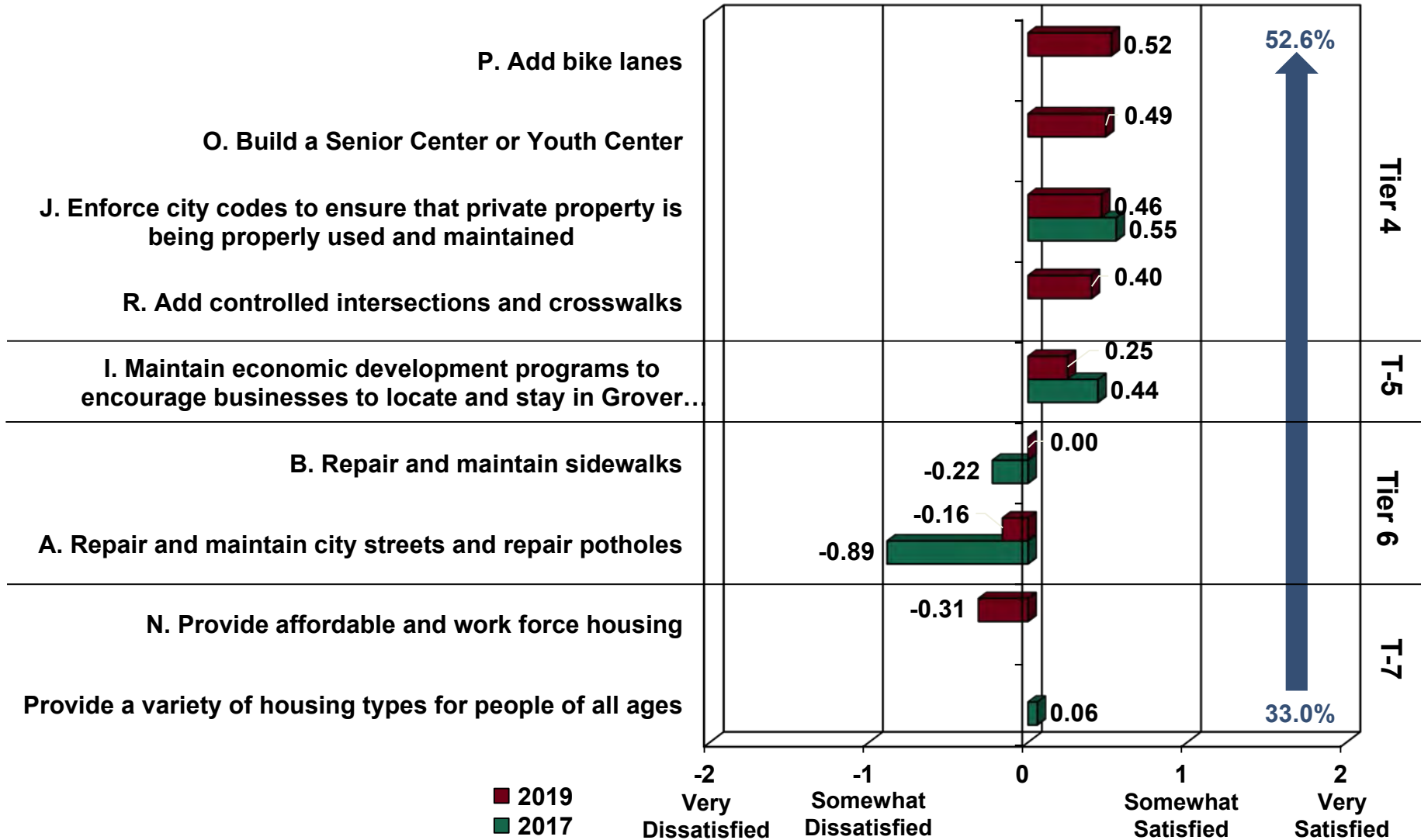
Adults 18+



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q5. Satisfaction with City Services II

Adults 18+



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Importance – Satisfaction Correlation

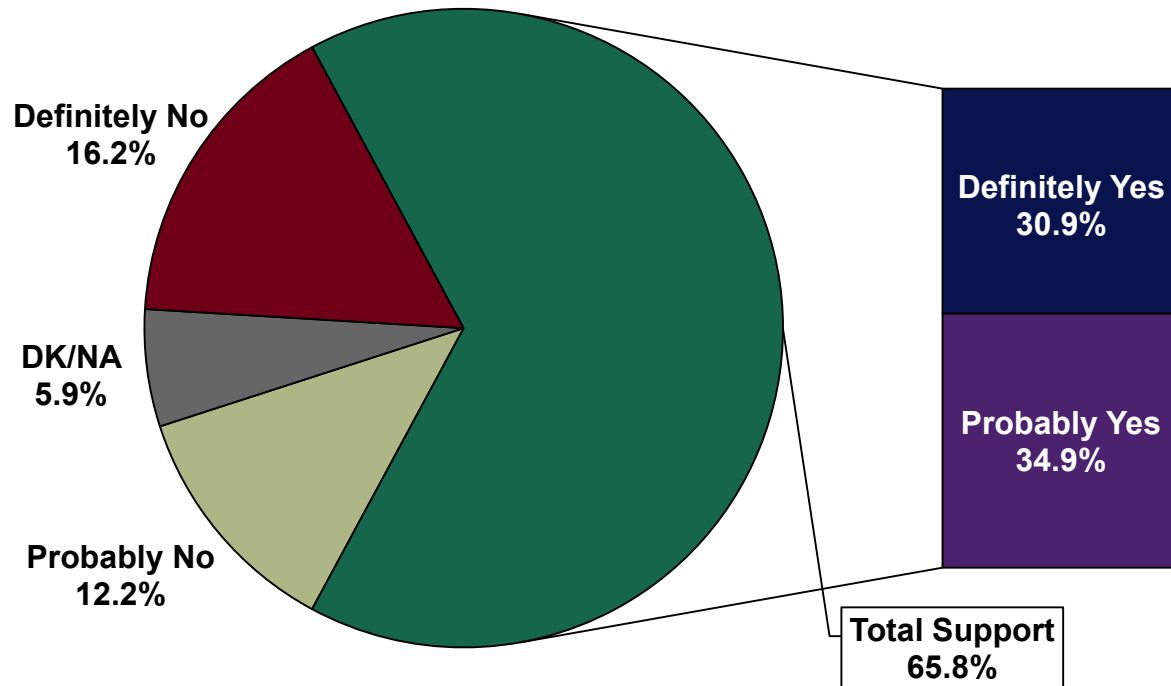
Adults 18+

	Importance	Satisfaction
G. Rapidly responding to 9-1-1 emergency calls	2.71	1.26
F. Maintaining fire and emergency medical services	2.65	1.28
A. Repairing and maintaining city streets and repairing potholes	2.63	-0.16
E. Maintaining police patrols and crime prevention services	2.44	0.87
I. Maintaining economic development programs to encourage businesses to locate and stay in Grover Beach	2.26	0.25
C. Maintaining city parks	2.13	0.97
B. Repairing and maintaining sidewalks	2.11	0.00
M. Maintaining recreation programs and facilities for youth and teens	2.07	0.66
N. Providing affordable and work force housing	2.04	-0.31
Q. Maintaining the beach boardwalk	1.94	0.93
R. Adding controlled intersections and crosswalks	1.84	0.40
J. Enforce city codes to ensure that private property is being properly used and maintained	1.76	0.46
L. Maintaining recreation programs and facilities for seniors	1.68	0.77
H. Maintaining the Ramona and Trouville community centers	1.65	1.02
D. Maintaining trails and bike lanes	1.63	0.76
O. Building a Senior Center or Youth Center	1.48	0.49
K. Reducing traffic speed on city streets	1.39	0.59
P. Adding bike lanes	1.29	0.52

Note: The lowest 2 satisfaction ratings are shown in red and the next three lowest are shown in orange.

Q6. Uninformed Support for Sales Tax

November 2020 (n=319)



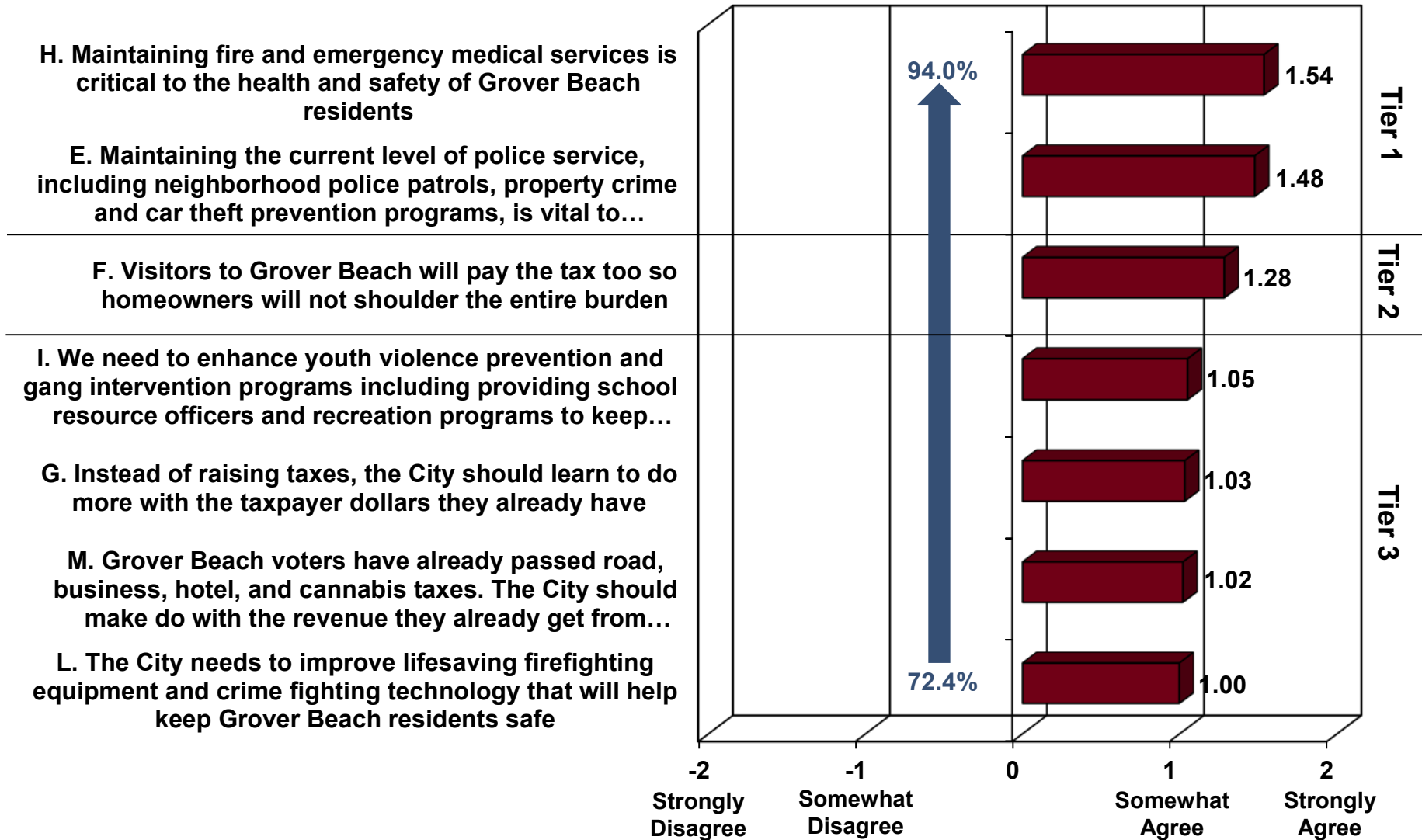
Shall the City of Grover Beach measure to enhance essential public safety services including:

- rapid response to 9-1-1 emergency calls;
- fire and emergency medical services;
- neighborhood police patrols and crime prevention services;
- youth violence prevention and gang intervention programs; and
- traffic enforcement services;

by enacting a half-cent sales tax, providing an estimated \$800,000 annually, until repealed by voters, with independent citizens' oversight, regular audits, that cannot be taken by the State, and all funds spent locally, be adopted?

Q7. Agreement With Statements About the Sales Tax Measure I

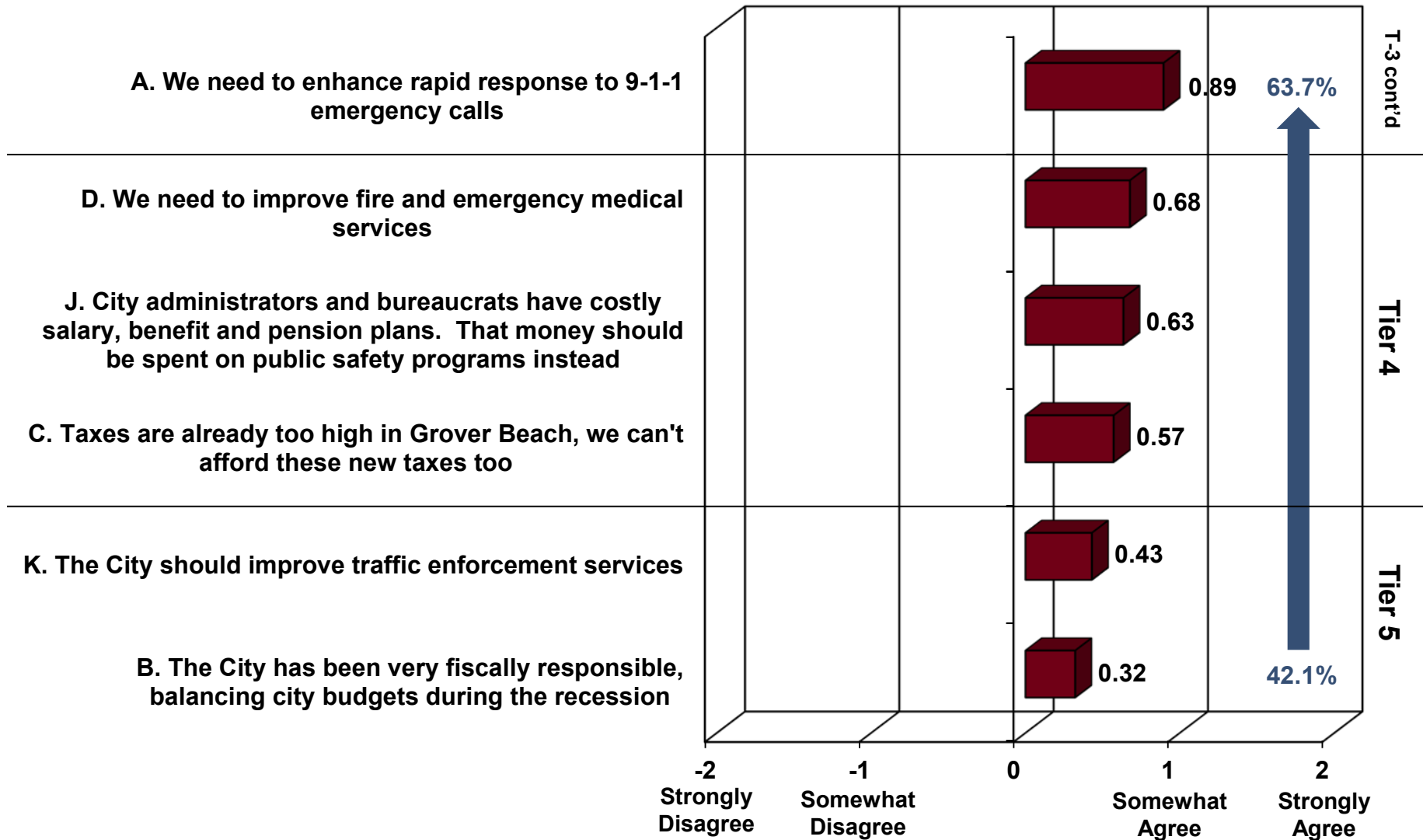
November 2020 (n=319)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Strongly Agree" = +2, "Somewhat Agree" = +1, "Somewhat Disagree" = -1, and "Strongly Disagree" = -2.

Q7. Agreement With Statements About the Sales Tax Measure II

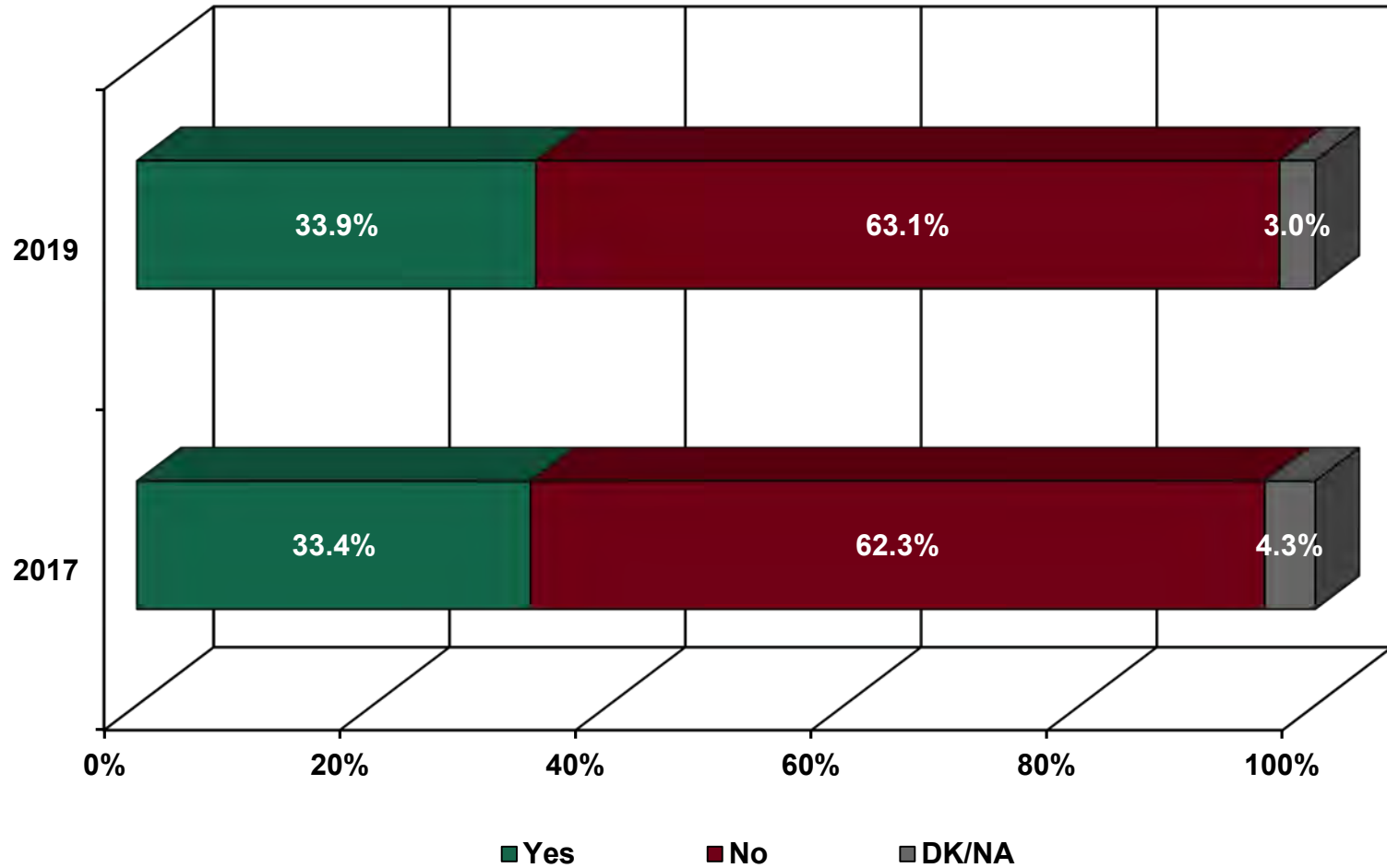
November 2020 (n=319)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Strongly Agree" = +2, "Somewhat Agree" = +1, "Somewhat Disagree" = -1, and "Strongly Disagree" = -2.

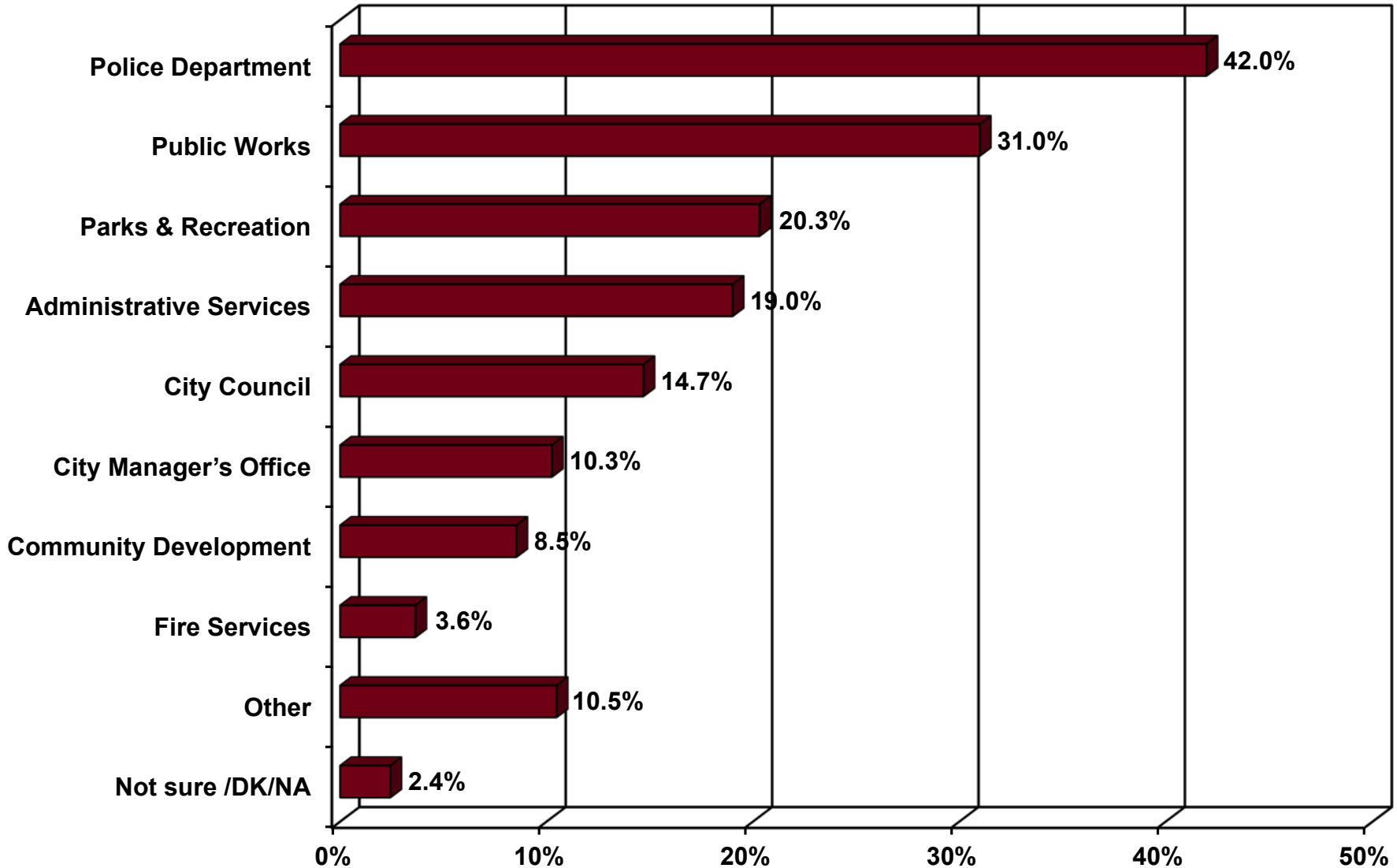
Q8. Contacted a City Department in Past 12 Months

Adults 18+

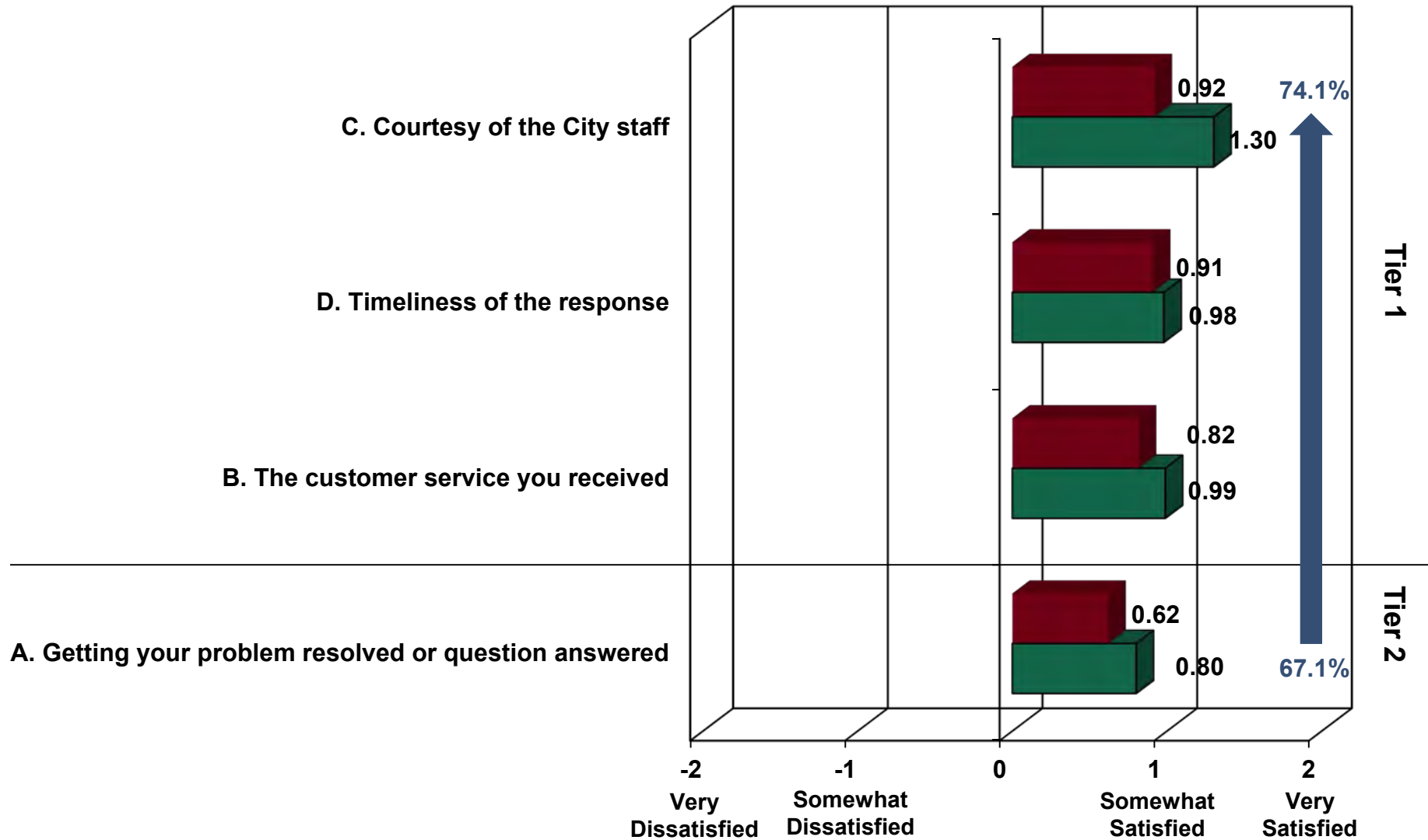


Q9. City Departments Contacted

Adults 18+ (n=452)



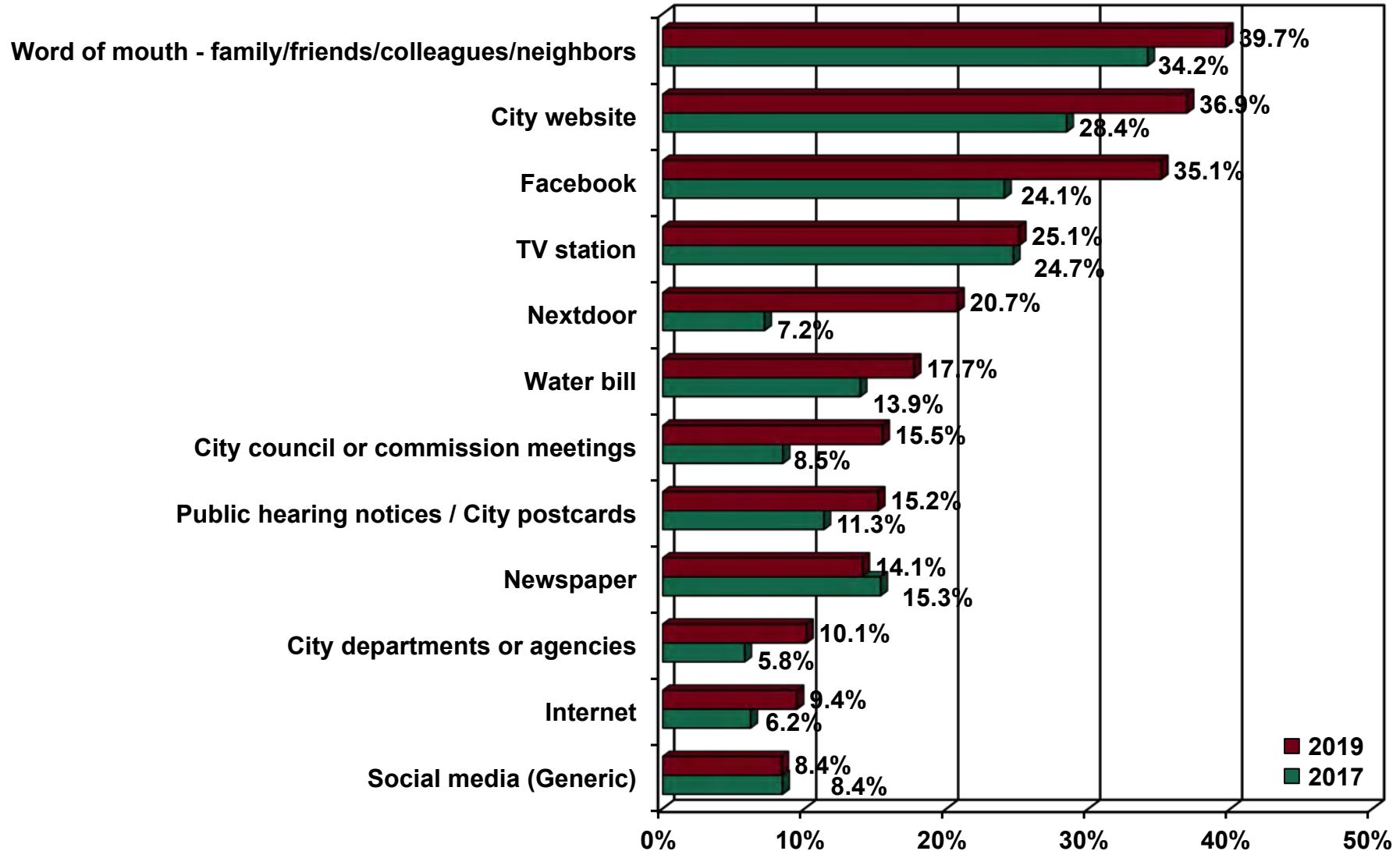
Q10. Satisfaction with City Customer Service Adults 18+



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

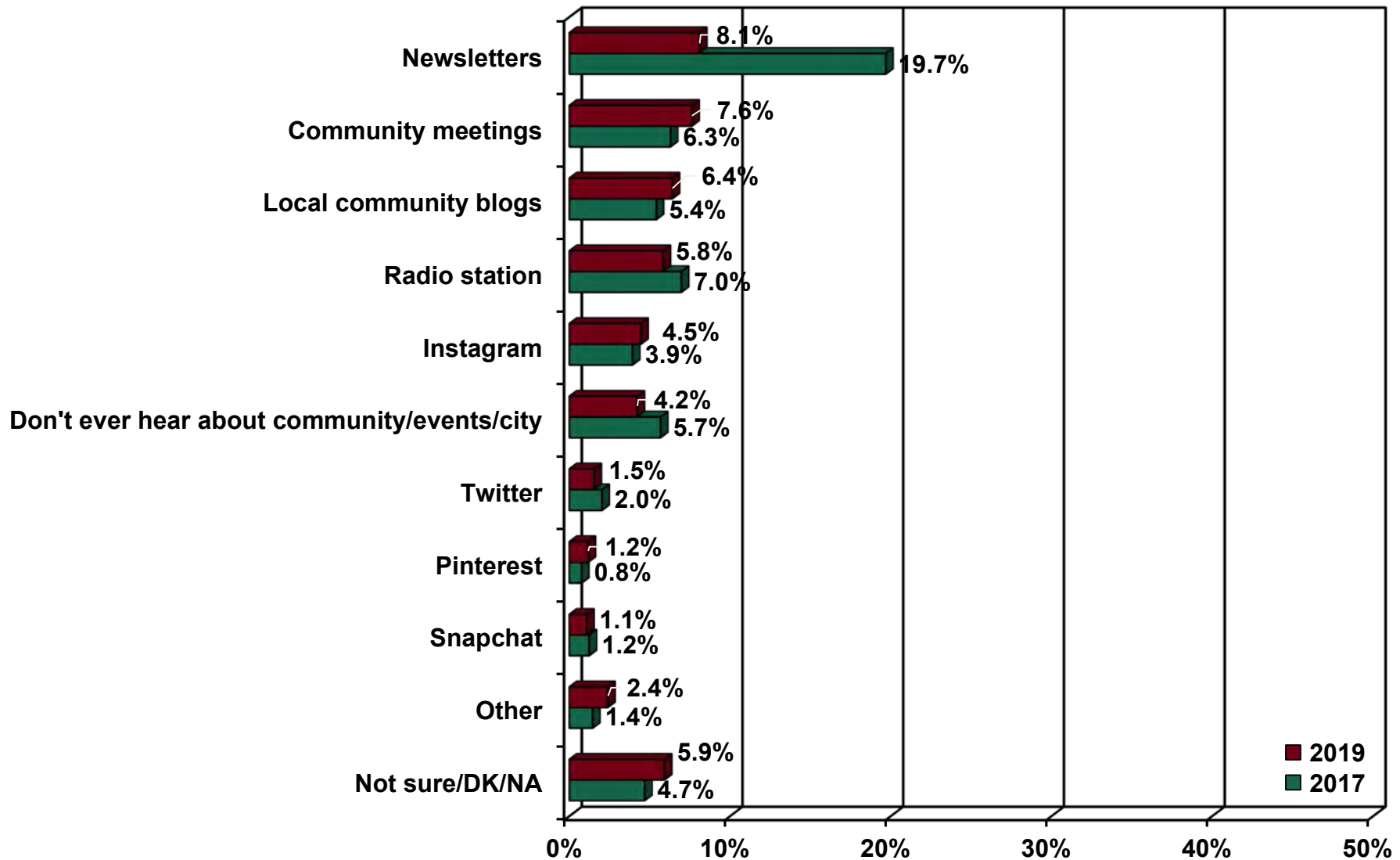
Q11. Preferred Sources for Local Information I

Adults 18+



Q11. Preferred Sources for Local Information II

Adults 18+



- Seventy percent of respondents think that the quality of life in Grover Beach is better or staying the same than 5 years ago.
- A majority of residents are satisfied with the job the City is doing to provide city services.
 - Sixty-five percent of respondents indicated that they are “very satisfied” (14.4%) or “somewhat satisfied” (50.1%) with the job the City is doing to provide services.
- In an open-end format, residents’ top concerns are:
 - Roads/Streets/Infrastructure (27.0%)
 - Homelessness (23.4%)
- The most important municipal services are:
 - Rapidly responding to 9-1-1 emergency calls
 - Maintaining fire and emergency medical services
 - Repairing and maintaining city streets and repairing potholes
- Residents are most satisfied with:
 - Maintain fire and emergency medical services
 - Rapidly respond to 9-1-1 emergency calls

- The survey revealed a base of voter support for a measure to increase the local sales tax by one-half cent.
 - Support for the sales tax measure in the November 2020 election was 65.7%.
- Respondents strongly agree:
 - Maintaining fire and emergency medical services is critical to the health and safety of Grover Beach residents.
 - Maintaining the current level of police service, including neighborhood police patrols, property crime and car theft prevention programs, is vital to protecting Grover Beach's quality of life.
- Thirty-four percent of respondents have contacted the City in the last 12 months.
 - 75.7% of respondents were satisfied with the “customer service you received”
 - 74.9% of respondents were satisfied with the “Timeliness of the response”
 - 74.1% of respondents were satisfied with the “Courtesy of the City staff”
 - 67.1% of respondents were satisfied with “Getting your problem resolved or question answered”

- Top sources of information on local community, local events and City government are:
 - Word of mouth – family / friends / colleagues / neighbors
 - City website
 - Facebook
 - TV station
 - Nextdoor
 - Water bill
 - City council or commission meetings
 - Public hearing notices / City postcards
 - Newspaper
 - City departments or agencies



GODBE RESEARCH
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DEMOGRAPHICS

		Adults 18+			Likely November 2020 Voter		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
A. Respondent's Gender	Male	43.7%	198				
	Female	55.7%	252				
	Other	0.6%	3				
B. What is your age	18-29 years	19.1%	86				
	30-39 years	19.9%	90				
	40-49 years	16.3%	74				
	50-69 years	32.3%	146				
	70+ years	12.1%	55				
	DK/NA	0.3%	1				
C. What ethnic group do you consider yourself a part of or feel closest to?	African-American/Black	1.5%	7				
	American-Indian/Alaska Native	0.5%	2				
	Asian-American	3.1%	14				
	Caucasian/White	61.4%	278				
	Latino[a]/Hispanic	21.0%	95				
	Native Hawaiian/Pacific Islander	0.4%	2				
	Two or more races	5.7%	26				
	Other (SPECIFY:)	2.4%	11				
DK/NA	4.0%	18					
D. Do you own or rent your home	Owner	56.7%	256				
	Renter	42.2%	191				
	DK/NA	1.1%	5				

DEMOGRAPHICS -- FROM VOTER FILE

		Adults 18+			Likely November 2020 Voter		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
E. Gender (voter file)	Male				45.6%	110	
	Female				54.2%	131	
	Unknown				0.3%	1	
F. Age (voter file)	18-29				10.8%	26	
	30-39				13.4%	33	
	40-49				12.5%	30	
	50-69				42.6%	103	
	70+				20.7%	50	
	Blank				0.0%	0	
G. Broad Ethnic Groupings (voter file)	East and South Asian				2.2%	5	
	European				69.1%	167	
	Hispanic and Portuguese				18.5%	45	
	Likely African-American				0.0%	0	
	Other				1.8%	4	
H. Marital Status	Unknown				8.4%	20	
	Single or Unknown				51.5%	125	
	Married				34.2%	83	
I. Homeownership Status	Non-Traditional				14.2%	34	
	Owner				53.8%	130	
	Renter				32.9%	80	
J. Estimated Income Range	Unknown				13.3%	32	
	\$1,000-\$14,999				2.6%	6	
	\$15,000-\$24,999				4.6%	11	
	\$25,000-\$34,999				3.1%	8	
	\$35,000-\$49,999				5.6%	14	
	\$50,000-\$74,999				19.4%	47	
	\$75,000-\$99,999				40.9%	99	
	\$100,000-\$124,999				11.4%	28	
	\$125,000-\$149,999				1.3%	3	
	\$150,000-\$174,999				5.5%	13	
	\$175,000-\$199,999				0.6%	1	
	\$200,000-\$249,999				1.7%	4	
	\$250,000 and up				2.0%	5	
K. Estimated Home Value Range	Unknown				1.4%	3	
	\$0K to \$19K				0.0%	0	
	\$20K to \$49K				0.0%	0	
	\$50K to \$99K				0.0%	0	
	\$100K to \$149K				0.7%	2	
	\$150K to \$174K				0.3%	1	
	\$175K to \$199K				0.0%	0	
	\$200K to \$249K				1.1%	3	
	\$250K to \$299K				1.9%	5	
	\$300K to \$399K				7.1%	17	
	\$400K to \$499K				33.8%	82	
	\$500K to \$749K				47.7%	116	
	\$750K to \$999K				4.1%	10	
\$1000K to 1M and over				1.0%	2		
Unknown				2.3%	5		
L. Social Economic Ladder				Not Available This Jurisdiction			

		Adults 18+			Likely November 2020 Voter		
		Column N %	Count	Σ or Mean	Column N %	Count	Σ or Mean
M. Individual Party	American Independent				4.3%	10	
	Democratic				38.4%	93	
	Green				0.7%	2	
	Libertarian				1.0%	3	
	Natural Law				0.0%	0	
	Non-Partisan				22.0%	53	
	Other				0.0%	0	
	Peace and Freedom				0.2%	1	
	Reform				0.0%	0	
	Republican				32.9%	80	
	Unknown				0.4%	1	
No data				0.0%	0		
N. Household Party Type	Dem				26.9%	65	
	Dem&Ind				13.0%	31	
	Dem&Rep				8.2%	20	
	Dem&Rep&Ind				1.8%	4	
	Ind				17.0%	41	
	Rep				22.2%	54	
	Rep&Ind				10.9%	26	
No data				0.0%	0		
O. Household Gender Composition	Mixed Gender Household				59.7%	145	
	Female Only Household				24.2%	59	
	Male Only Household				15.6%	38	
	Cannot Determine				0.5%	1	
No data				0.0%	0		
P. Registration Date	2017 to present				55.5%	134	
	2013-2016				18.5%	45	
	2009-2012				8.7%	21	
	2005-2008				4.4%	11	
	2001-2004				4.5%	11	
	1997-2000				4.1%	10	
	1993-1996				1.2%	3	
	1981-1992				2.2%	5	
	1980 or before				0.9%	2	
Not coded				0.0%	0		
Q. Voting Frequency	0				0.0%	0	
	1				8.8%	21	
	2				9.9%	24	
	3				10.4%	25	
	4				8.1%	20	
	5				9.3%	22	
	6				14.8%	36	
	7				13.3%	32	
8				25.4%	62		
R. Voting History				see detailed crosstabs			
S. Household Voter Count	1				29.1%	70	
	2				55.1%	134	
	3				13.9%	34	
	4				1.8%	4	
	5				0.2%	0	
	No data				0.0%	0	
T. Permanent Absentee Voter	Military				0.2%	1	
	Permanent US				82.1%	199	
	Unknown				17.7%	43	
U. Likely November 2020 Voter	Yes				100.0%	242	
	No				0.0%	0	