CITY OF
GOLETA

TO: Mayor and Councilmembers

FROM: Carmen Nichols, Deputy City Manager

CONTACT: Valerie Cantella, Community Relations Manager

SUBJECT: Presentation of the Community Survey Results

RECOMMENDATION:

Receive a presentation on the results of the Community Survey conducted by Dr. Timothy McLarney, President of True North Research, Inc.

BACKGROUND:

A community survey is often used as a tool for measuring performance of services provided and to assist the City Council in strategic visioning and planning. A survey assists in determining public opinion and understanding the needs and priorities of the community, and how well the City is responding to those needs and services. At times, community surveys are used to determine voter interest and support for certain funding measures. It can also be used as a tool to gain information on how the City can better communicate and engage citizens, and what information can be communicated better through certain marketing strategies.

After a Request for Proposals selection process (RFP), the City Council awarded a contract to True North Research on May 15, 2018, to conduct a community survey in English and Spanish to obtain feedback from the residents of Goleta on a variety of issues, including:

- Service levels and satisfaction with the job the City Council and staff are doing;
- Understanding how citizens interact with the City and how the community would like to receive information from the City;
- What residents perceive as the most important problems facing the City; and,
- General feedback on areas of concern for the people who live in Goleta.

The last time a survey of this nature was conducted was in 2008 when a phone survey was done by a professional firm to determine the community's satisfaction with City services and to gauge the public's knowledge of the revenue neutrality agreement. At that time the City was considering placing a sales tax measure on the November 2008

ballot, and was seeking input from the public. Ultimately the Council did not move forward with the ballot measure effort.

DISCUSSION:

After the Council awarded the contract to True North on May 15, 2018, the project team met to discuss the City's goals and the timeline (below).
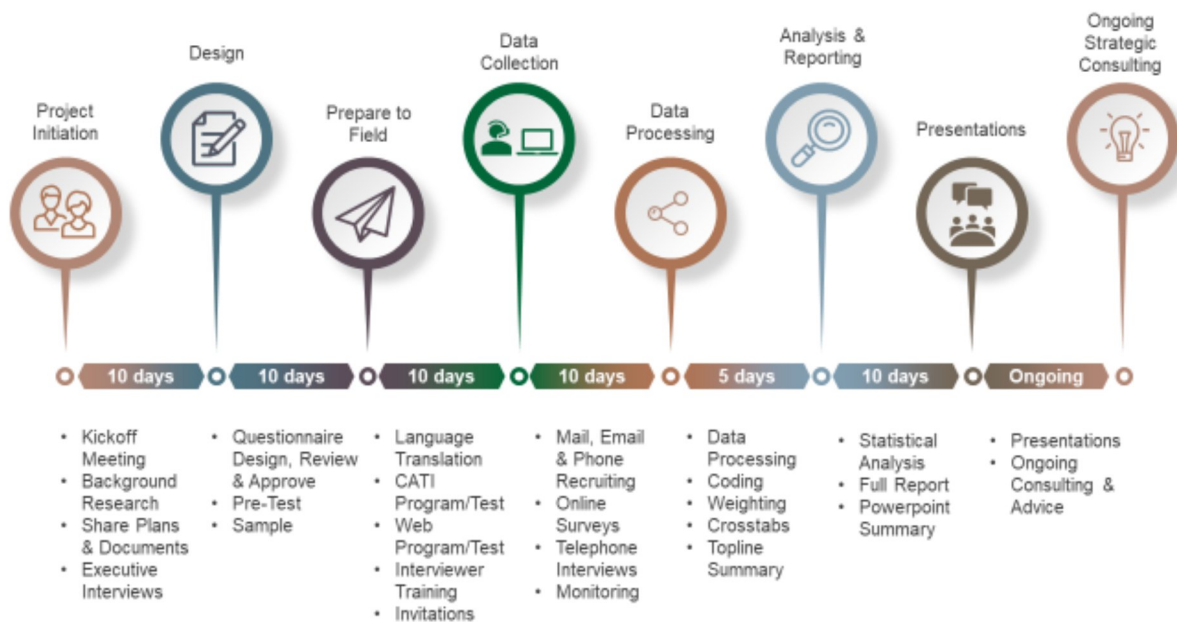
The consultant team interviewed individual Councilmembers and staff on June 13 and 14, 2018 to obtain feedback on the types of questions it was important to ask and the information being sought. Dr. Tim McLarney President of True North, presented an overview at the Public Engagement Commission (PEC) on June 13 and responded to commissioner questions and comments. The survey tool was then prepared and revised over several weeks.

The study followed a two-stage random sampling methodology to ensure that the final sample was representative of adult residents in the City of Goleta. Starting with a comprehensive list of residential properties in Goleta, a sample of households was selected using simple-random sampling without replacement. Once a household was selected, additional contact information was merged to the record including phone and/or email, where available. The study followed a mixed-method design that employed multiple recruiting methods including printed letters (via mail), email and phone calls in both English and Spanish, and respondents were given the option to participate in the survey online and over the phone.

During the data collection period, which occurred between July 26 and August 13, 2018, True North Research monitored the sample demographics to ensure that they matched the demographic profile of adults in the City of Goleta according to US Census estimates.

After the survey was completed, the City was divided in quadrants and the findings were also reported by the quadrant subgroup to better understand how opinions and priorities may vary based on where in Goleta the residents live.

The results of the survey will be reviewed by Dr. McLarney during the presentation. The summary report is Attachment 1 and the PowerPoint is Attachment 2.

Following this presentation, staff will take a closer look at the results in the context of the City's programs and services, make adjustments as appropriate and consider the feedback in future work plan implementation. The information on the term of the Mayor will be shared with the Public Engagement Commission (PEC) as this is one of the items on their list for consideration. The question had been answered in the 2016 Election with the majority of voters electing for a two-year term limit. Soon thereafter, the District Elections Committee as part of the Settlement Agreement approved in 2017, requested the question be asked again through the Public Engagement Commission, specifically in working towards District Elections in 2022.

Staff was pleased to see that the survey indicated an expressed interest from community members in becoming more involved in the activities and decisions of the City of Goleta by serving on a citizen's committee or participating in a focus group. Staff will follow up on those requests.
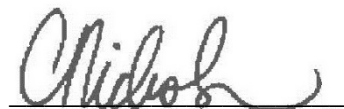
FISCAL IMPACTS:

The FY 2017/18 adopted budget included $35,000 (101-5-1500-500) for Professional Services to conduct a Community Survey. These funds were rolled over into the FY 2018/19 budget because of the timing of the survey completion. Payment will be made to True North in the amount of $32,713 following this presentation.

ALTERNATIVES:

No alternatives exist.

Reviewed By: **Approved By:**

_____
Carmen Nichols   Michelle Greene
Deputy City Manager   City Manager

ATTACHMENT:

1. Community Opinion Survey Summary Report
2. PowerPoint Presentation

Attachment 1

Community Opinion Survey Summary Report

COMMUNITY OPINION SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF GOLETA

AUGUST 30, 2018

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T A B L E   O F   C O N T E N T S

LIST OF TABLES

L I S T   O F   F I G U R E S

INTRODUCTION

Listed by CNN Money as one of the "Best Places to Live"[1], the City of Goleta encompasses eight square miles between the Santa Ynez Mountains and the Pacific Ocean along the south coast of Santa Barbara County. Incorporated in 2002, Goleta is home to an estimated 31,949 residents[2] and a strong entrepreneurial business community.

To monitor its progress in meeting residents' needs, the City of Goleta engages residents on a daily basis and receives periodic *subjective* feedback regarding its performance. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias—the City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be either very pleased or very displeased with the service they have received, their collective opinions are not necessarily representative of the City's resident population as a whole.

PURPOSE OF STUDY   The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a *statistically reliable* understanding of its residents' satisfaction, priorities, and concerns as they relate to services and facilities provided by the City. Ultimately, the survey results and analyses presented in this report provide City Council and staff with information that can be used to make sound, strategic decisions in a variety of areas including service improvements and enhancements, measuring and tracking internal performance, budgeting, policy, planning, and community engagement.

To assist in this effort, the City selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

·   Identify key issues of importance for residents, as well as their perceptions of the quality of life in Goleta;

·   Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services;

·   Assess perceptions of Old Town Goleta and measure support for potential changes;

·   Gather opinions on topics such as customer service, planning, funding priorities, and civic engagement and volunteering;

·   Determine satisfaction with (and perceived effectiveness of) the City's communication with residents; *and*

·   Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

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1. "Best Places to Live 2008" CNNMoney, Cable News Network, money.cnn.com/magazines/moneymag/bplive/2008/states/CA.html.
2. California Department of Finance estimate, January 2018.

OVERVIEW OF METHODOLOGY   A full description of the methodology used for this study is included later in this report (see *Methodology* on page 57). In brief, the survey was administered to a random sample of 451 adults who reside within the City of Goleta. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between July 26 and August 13, 2018, the average interview lasted 18 minutes.

FIGURE 1 MAP OF GOLETA AND QUADRANT IDENTIFICATION
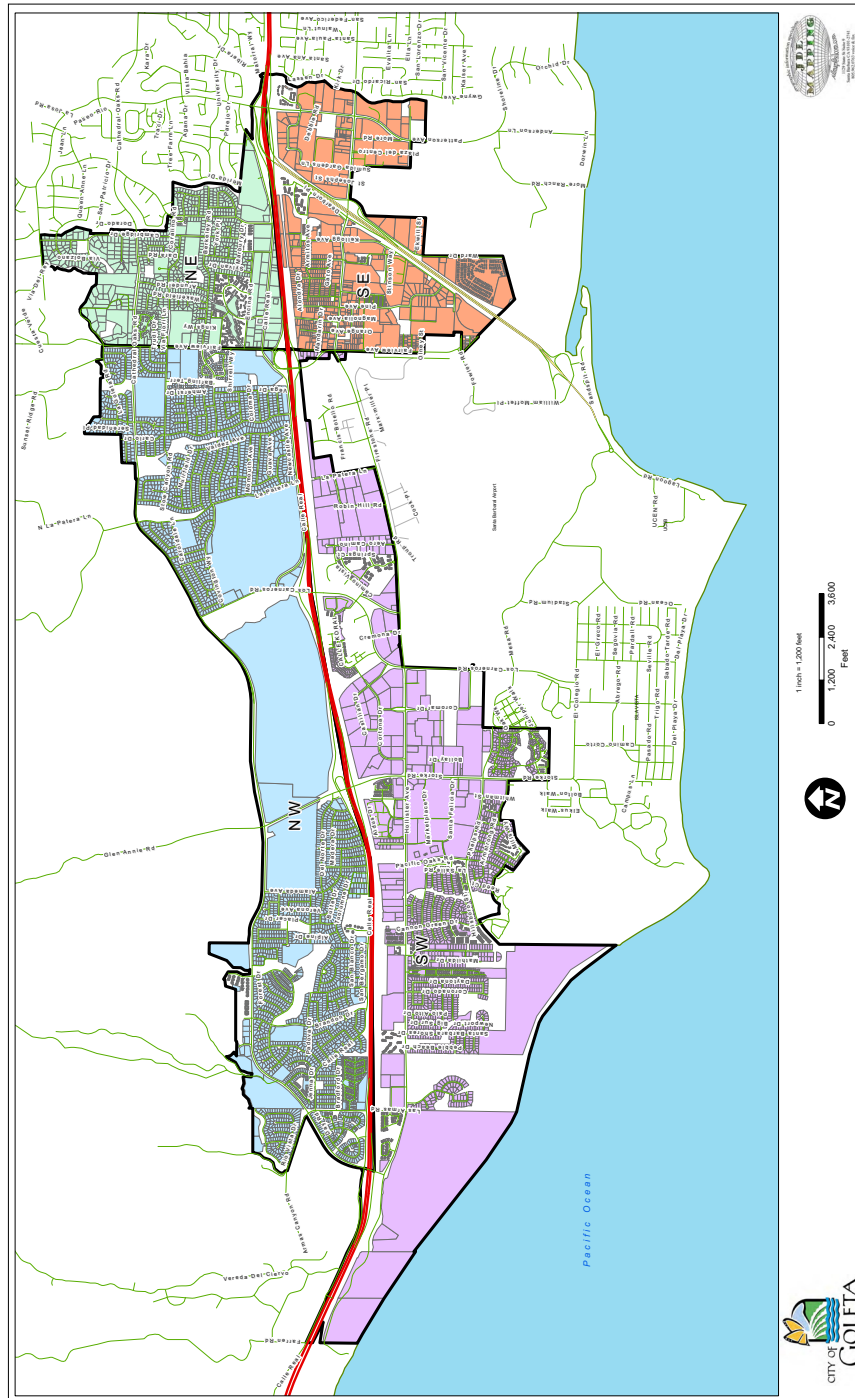
To accommodate the City's interest in understanding how opinions and priorities may vary based on *where* residents live within Goleta, the City was divided into four quadrants as shown in Figure 1 on the previous page. Throughout this report, the responses to key questions are shown by subarea in graphics and tables.

ORGANIZATION OF REPORT   This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 60), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS   True North thanks the City of Goleta for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. A special thanks also to Brian Robinson at Terrain Consulting for assisting in the questionnaire development and analysis of the survey findings. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

DISCLAIMER   The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Goleta. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH   True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies—including more than 350 studies for California municipalities and special districts.

J U S T   T H E   F A C T S

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE

· Residents shared generally favorable opinions of Goleta, with the most positive ratings provided for the overall quality of life in the City (87% excellent or good), Goleta as a place to live (86%), and as a place to raise a family (82%). Although still positive, residents provided somewhat softer ratings for Goleta as a place to work (69%) and as a place to retire (65%).

· When asked to identify what they like most about living in the City of Goleta that the City government should preserve in the future, residents were most apt to cite the open space areas/nature preserves (41%), followed by the small town/rural atmosphere (16%), parks/recreation areas (14%), and beaches/ocean (12%). Other specific attributes mentioned by at least 5% of respondents included Goleta's public safety/low crime rate (6%) and minimal traffic congestion (5%).

· Approximately 13% of respondents could not think of any desired changes (7%) or reported that no changes are needed (5%) when asked what the City government could do to make Goleta a better place to live. Among specific changes desired, the most common were preserving open spaces and limiting growth and development (20%), providing more affordable housing (16%), reducing traffic congestion (12%), and improving and maintaining infrastructure, roads, and sidewalks (10%).

CITY SERVICES

· Eighty-two percent (82%) of Goleta residents indicated they were either very (31%) or somewhat (51%) satisfied with the City's efforts to provide municipal services. Approximately 11% were very or somewhat dissatisfied, whereas 7% were unsure or unwilling to share their opinion.

· Among 19 specific service areas tested, those viewed as most important included providing fire protection and prevention services (96% extremely or very important), maintaining city streets and roads (93%), providing trash and recycling services (88%), providing police and crime prevention services (87%), maintaining parks and recreation areas (87%), and preserving and protecting open space (87%).

· The survey also asked about satisfaction with the City's efforts to provide the same 19 services. Respondents were most satisfied with the City's efforts to provide fire protection and prevention services (95% very or somewhat satisfied), followed by library services (94%), police and crime prevention services (94%), trash and recycling services (93%), and animal control services (92%).

OLD TOWN GOLETA

· Nearly half (49%) of residents visit Old Town at least once a week, with 14% visiting nearly every day. Three-in-ten residents (31%) visit monthly, 10% frequent Old Town once every few months, 5% visit a few times per year, 4% indicated that they never visit Old Town, and 1% were unsure.

- Going to Old Town to shop, dine, or use services was by far the most common purpose for visiting, mentioned by 82% of respondents, followed distantly by visiting friends and family in Old Town (20%), recreating there (19%), living in Old Town (11%), and working there (10%).

- Overall, 20% of residents assigned a positive rating of either excellent (3%) or good (17%) when asked to rate the appearance of Old Town, whereas 36% gave it a fair rating, and 44% perceived the appearance of Old Town to be poor (28%) or very poor (15%).

- Approximately nine-in-ten residents (89%) feel there are areas in Old Town that are run-down and need to be upgraded.

- When asked whether they support or oppose five proposed changes to Old Town, support was strongerst for upgrading the appearance of older, outdated buildings while keeping with the 'Old Town' feel (89% strongly or somewhat support), followed closely by improving the availability of parking (87%), making it more pedestrian and bike-friendly (84%), and attracting new businesses and retail stores (84%). Although still supported by 61% of Goleta residents, limiting parking in Old Town to a two-hour maximum received somewhat less support.

FUNDING PRIORITIES

- When asked to prioritize among nine projects and programs that could receive funding in the future, improving the City's ability to operate in an environmentally sustainable way (78% high or medium priority), funding programs to reduce homelessness (75%), supporting the development of affordable housing (71%), and making the City more bike and pedestrian-friendly (70%) were assigned the highest priorities.

- At the other end of the spectrum, building a permanent City Hall (31%) and building an Aquatics Center (31%) were generally considered lower priorities.

CUSTOMER SERVICE

- Overall, 30% of residents had been in contact with city staff in the year prior to the interview.

- Residents with recent staff contact provided high ratings for city staff across the three dimensions tested, with more than eight-in-ten residents indicating that Goleta staff are accessible (94%), professional (90%), and helpful (87%).

COMMUNICATION

- Overall, 79% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (12%) or unsure of their opinion (9%).

- Three-in-ten residents (30%) indicated that they would like to receive more information about a particular topic or issue from the City. Among those residents, information about new construction, development, and city planning was the most commonly mentioned topic of interest (28%), followed by information on disaster preparedness and alerts (12%), traffic congestion and improvements (10%), and housing topics (10%).

- Close to two-thirds (65%) of residents reported that they had visited the City's website and/or recalled received communications from the City during the 12 months prior to the interview.

- Respondents cited email and electronic newsletters as the most effective method for the City to communicate with them (90% very or somewhat effective), followed by the City's website (85%), direct mail (79%), text messages (76%), and a smart phone app (75%).

CIVIC ENGAGEMENT & VOLUNTEERING

- Overall, 15% of respondents claimed to be very attentive to the issues, decisions, and activities of city government, 51% somewhat attentive, and 27% slightly attentive. Another 6% of respondents confided they do not pay any attention to the activities of their city government.

- Just over three-in-ten residents (31%) had volunteered or donated to a civic or community cause in Goleta in the six months prior to the interview, 65% had not, and 4% were unsure or declined to state.

- More than a quarter (27%) of residents expressed interest in becoming more involved in the activities and decisions of the City of Goleta by serving on a citizen's committee or participating in a focus group.

- When asked whether the Mayor should serve a 2-year term or a 4-year term similar to members of the Goleta City Council, 49% favored a 4-year mayoral term and 44% preferred a 2-year term. An additional 8% of respondents were unsure or preferred not to answer.

C ONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Goleta with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services and facilities provided by the City. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, strategic planning, establishing budget priorities, and community engagement. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the results of the survey answer some of the key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

How well is the City performing in meeting the needs of Goleta residents?

Goleta residents are generally quite satisfied with the City's efforts to provide municipal services and facilities, as well as the quality of life in the City.

More than eight-in-ten residents (82%) indicated they were satisfied with the City's overall efforts to provide municipal services, whereas just 11% were dissatisfied and the remaining 7% were unsure or did not provide a response. These findings compare favorably to a 2008 survey conducted for the City, which found that 65% of residents were satisfied with city government.

In the present study, the high level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific services, with the highest satisfaction scores assigned to the City's efforts to provide fire protection and prevention services, library services, police and crime prevention services, trash and recycling services, and animal control services (see *Specific Services* on page 17). For all but three of the 19 service areas tested, the City is meeting or exceeding the needs and expectations of at least two-thirds of its residents—and for the majority of services the City is meeting the needs of at least 80% of residents (see *Performance Needs & Priorities* on page 21).

The City's performance in providing municipal services has also contributed to a high quality of life for residents. The vast majority of residents surveyed (87%) rated the quality of life in Goleta as excellent or good. This sentiment was also widespread, with the percentage who rated the quality of life as excellent or good exceeding 80% across *all* age groups and for both new and long-time residents (see *Quality of Life* on page 11).

Another indicator of a well-managed city meeting its residents' needs is that when those who had contact with city staff were asked to comment on staff's performance, approximately nine-in-ten respondents indicated that staff were accessible (94%), professional (90%), and helpful (87%).

Where should the City focus its efforts in the future?

In addition to measuring the City's current performance, a primary goal of this study is to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although residents are generally satisfied with the City's performance, there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents' verbatim answers regarding what they most want to preserve about Goleta in the future (see *What Do You Like Most About Living in Goleta?* on page 12), what city government could do to make Goleta a better place to live (see *What Should Be Changed?* on page 13), the list of services and their respective priority status for future attention (see *Performance Needs & Priorities* on page 21), and the manner in which residents prioritize among potential funding areas (see *Funding Priorities* on page 33), the themes of preserving open spaces, managing growth and development, reducing traffic congestion, addressing homelessness, providing affordable housing, and preserving the community character of the City stood out as key areas of opportunity and interest for Goleta residents.

Having identified these themes as being the key focus areas for residents and potential opportunities to further enhance resident satisfaction, it is also important to stress that the appropriate strategy is often a combination of communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City's current initiatives, such as the Community Development Block Grant Program and its housing, infrastructure, and community improvement objectives. Choosing the appropriate balance of actual service improvements and efforts to raise public awareness on these matters will be key to maintaining and improving residents' overall satisfaction in the future.

It is also important to keep in mind that although these areas represent opportunities to improve resident satisfaction, the City should not oversteer. Indeed, the primary takeaway from this study is that the City does many things very well, and the emphasis should be on continuing to perform at that high level in those areas. The vast majority of residents were pleased with the City's efforts to provide services, programs, and facilities and have a favorable opinion of the City's performance in most areas. The *top priority* for the City should thus be to do what it takes to maintain the high quality of services that it currently provides.

Do residents see a need to upgrade Old Town?

Although there is a clear and strong desire to maintain the City's character and preserve many aspects of Goleta that make it a special place to live, there is also widespread recognition among Goleta residents that there are areas in Old Town that are run-down and in need of upgrades. Overall, nearly nine-in-ten residents (89%) agreed that Old Town needs to be upgraded, and this opinion was shared by at least eight-in-ten respondents in *every* resident subgroup.

As for the types of changes being considered, support was strongest for upgrading the appearance of older, outdated buildings while keeping with the 'Old Town' feel (89% strongly or somewhat support), followed closely by improving the availability of parking (87%), making Old Town more pedestrian and bike-friendly (84%), and attracting new businesses and retail stores (84%).

Although still supported by 61% of residents, limiting parking in Old Town to a two-hour maximum received somewhat less support. That said, it's worth noting that support for limiting parking to two-hours was highest among respondents who visit Old Town six to seven days per week, those who live in Old Town, as well as those who visit friends and family in Old Town.

How well is the City communicating with Goleta residents, and what are some of the main challenges?

The public's preferences for communication are growing increasingly diverse. Whereas older and long-time residents continue to rely on newsletters and printed forms of communication, younger and often newer residents generally show greater interest and reliance in digital forms of communication including social media, text, and smart phone apps. This pattern makes the challenge of city-resident communication more difficult than in the past, when the sources residents relied on for information were fewer and more consistent across demographic subgroups. In turn, satisfaction with public agency communications has generally declined over the past few years.

Against this backdrop of declining satisfaction with public agency communications in general, the survey results suggest the City of Goleta is doing an admirable job communicating with its residents. Nearly eight-in-ten respondents said they were satisfied with the City's efforts to communicate through newsletters, the Internet, local media, and other means. Even among the minority of residents who were displeased with the City's *overall* performance in providing municipal services, two-thirds nevertheless indicated they were satisfied with the City's *communication* efforts. Moreover, when asked specifically if they had visited the City's website and/or received communications from the City in the past year, approximately two-thirds of all respondents answered in the affirmative.

Looking to the future, there are a variety of communication methods that residents generally viewed as being effective ways for the City to communicate with them (see *Communication Preferences* on page 45). Some of these methods the City appears to already be using effectively, including the City's website and social media. Others—including direct mail and a Smart Phone application—may require additional investment on the part of the City, but were widely noted by residents as being an effective means for the City to communicate with them.

Although there is cost-savings to be had from relying *exclusively* on electronic communication channels, it is not a recommended practice, as research has shown that it will reduce readership and substantially lower residents' overall satisfaction with an agency's communication efforts. It also has a tendency to skew an agency's communication performance away from demographic subgroups that prefer traditional printed media. To the extent that the City can balance digital channels with traditional paper-based information sources like postcards and newsletters, it will optimize city-resident communication.

Finally, with respect to content that is of interest to Goleta residents, the survey provides some guidance in this area as well. When asked if there was a particular topic or issue they'd like to receive more information about from the City, nearly one-third of respondents (30%) said yes. The topics of interest centered on many of the same themes that surfaced elsewhere in the survey, including development, traffic congestion, housing, environmental preservation, as well as inquiries about disaster preparedness.

QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in Goleta, what they would most like to preserve about the City, as well as ways to improve the quality of life in Goleta.

OVERALL QUALITY OF LIFE   At the outset of the interview, respondents were asked to rate the City of Goleta on a number of key dimensions—including overall quality of life, as a place to raise a family, and as a place to work—using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 2 below, residents shared generally favorable opinions of Goleta on each aspect tested, with the most positive ratings provided for the overall quality of life in the City (87% excellent or good), Goleta as a place to live (86%), and as a place to raise a family (82%). Although still positive, residents provided somewhat softer ratings for Goleta as a place to work (69%) and as a place to retire (65%).

Question 2   *How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 2 RATING GOLETA
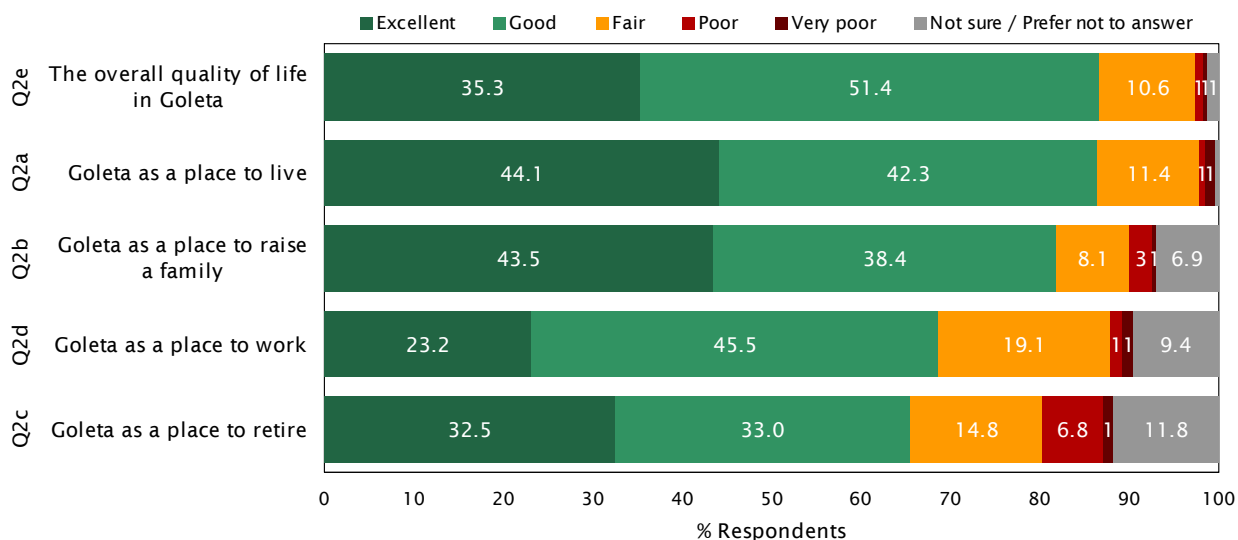
For the interested reader, tables 1 and 2 on the next page shows how the ratings for each dimension tested in Question 1 varied by years in Goleta, quadrant of city, respondent age, and survey language. Although there were some differences by length of residence in Goleta (e.g., residents who have lived in Goleta 10 to 14 years were the most positive about Goleta as a place to work and those who have lived in Goleta 15 or more years were the most positive about Goleta as a place to retire) and survey language (respondents who took the survey in Spanish provided higher ratings to each item), the differences in ratings were generally modest.

Greater variation in opinions, however, was found by respondent age and quadrant of the City. The highest ratings for the overall quality of life and Goleta as a place to raise a family were found among residents 45 to 54 years of age. The highest ratings for Goleta as a place to live were found among residents 45 years and older, whereas Goleta as a place to work was rated

highest by residents 35 to 44 years of age. Goleta as a place to retire was rated most positively by residents 65 years and older, with residents 18 to 34 years also providing similarly high ratings.

When rating Goleta as a place to work, residents in the northwest provided the highest positive rating, whereas residents in the northeast provided the lowest. For each of the other four statements, northeast residents provided the highest ratings and those in the southeast quadrant the lowest.

TABLE 1 RATING GOLETA BY YEARS IN GOLETA & QUADRANT OF CITY (SHOWING % EXCELLENT & GOOD)

	Years in Goleta (Q1)				Quadrant of City			
	Less than 5	5 to 9	10 to 14	15 or more	Northeast	Southeast	Southwest	Northwest
The overall quality of life in Goleta	89.9	86.2	87.6	85.1	91.7	78.8	84.6	89.7
Goleta as a place to live	85.1	84.7	87.6	87.3	89.5	82.6	84.2	88.7
Goleta as a place to raise a family	82.0	77.5	86.8	82.5	85.5	74.8	79.7	85.1
Goleta as a place to work	64.5	65.0	75.8	70.0	56.9	72.6	62.4	77.5
Goleta as a place to retire	65.6	56.8	58.3	70.5	73.3	49.2	67.0	67.0

TABLE 2 RATING GOLETA BY AGE & SURVEY LANGUAGE (SHOWING % EXCELLENT & GOOD)

	Age (QD1)						Survey Language	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	English	Spanish
The overall quality of life in Goleta	85.7	81.0	83.3	93.2	88.1	87.8	86.1	92.7
Goleta as a place to live	81.0	82.8	83.3	90.5	91.7	89.2	86.5	85.7
Goleta as a place to raise a family	76.2	81.0	71.7	90.5	83.3	86.5	81.1	88.9
Goleta as a place to work	66.7	70.7	75.0	71.6	67.9	62.2	67.7	77.8
Goleta as a place to retire	71.4	72.4	48.3	66.2	59.5	73.0	63.7	81.3

WHAT DO YOU LIKE MOST ABOUT LIVING IN GOLETA?   The next question in this series asked residents to identify what they like most about living in the City of Goleta that the City government should make sure to preserve in the future. Question 3 was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3 on the next page.

Goleta residents were most apt to cite the open space areas/nature preserves (41%) as what they like most about living in the City of Goleta and would like to preserve, followed by the small town/rural atmosphere (16%), parks/recreation areas (14%), and beaches/ocean (12%). Other specific attributes that were mentioned by at least 5% of respondents included Goleta's public safety/low crime rate (6%) and minimal traffic congestion (5%).

Question 3 *What do you like most about Goleta that the city government should make sure to preserve in the future?*

FIGURE 3 LIKE MOST ABOUT GOLETA
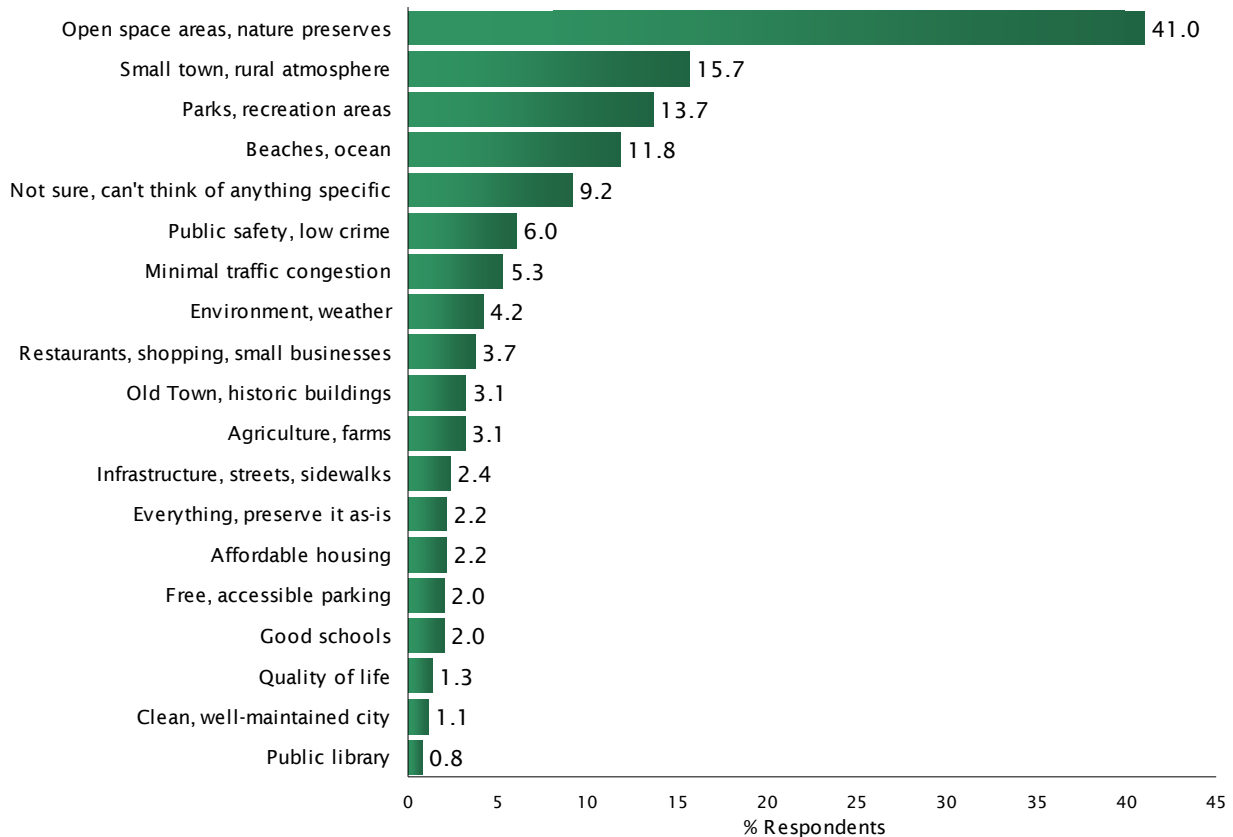
WHAT SHOULD BE CHANGED? In an open-ended manner similar to that described above for Question 3, all respondents were also asked to indicate the one thing that the City government could *change* to make Goleta a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 4 on the next page.

Approximately 13% of respondents could not think of any desired changes (7%) or reported that no changes are needed (5%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in the City. Among specific changes desired, the most common were preserving open spaces and limiting growth and development (20%), providing more affordable housing (16%), reducing traffic congestion (12%), and improving and maintaining infrastructure, roads, and sidewalks (10%).

Question 4 *If the city government could change one thing to make Goleta a better place to live, what change would you like to see?*

FIGURE 4 CHANGES TO IMPROVE GOLETA
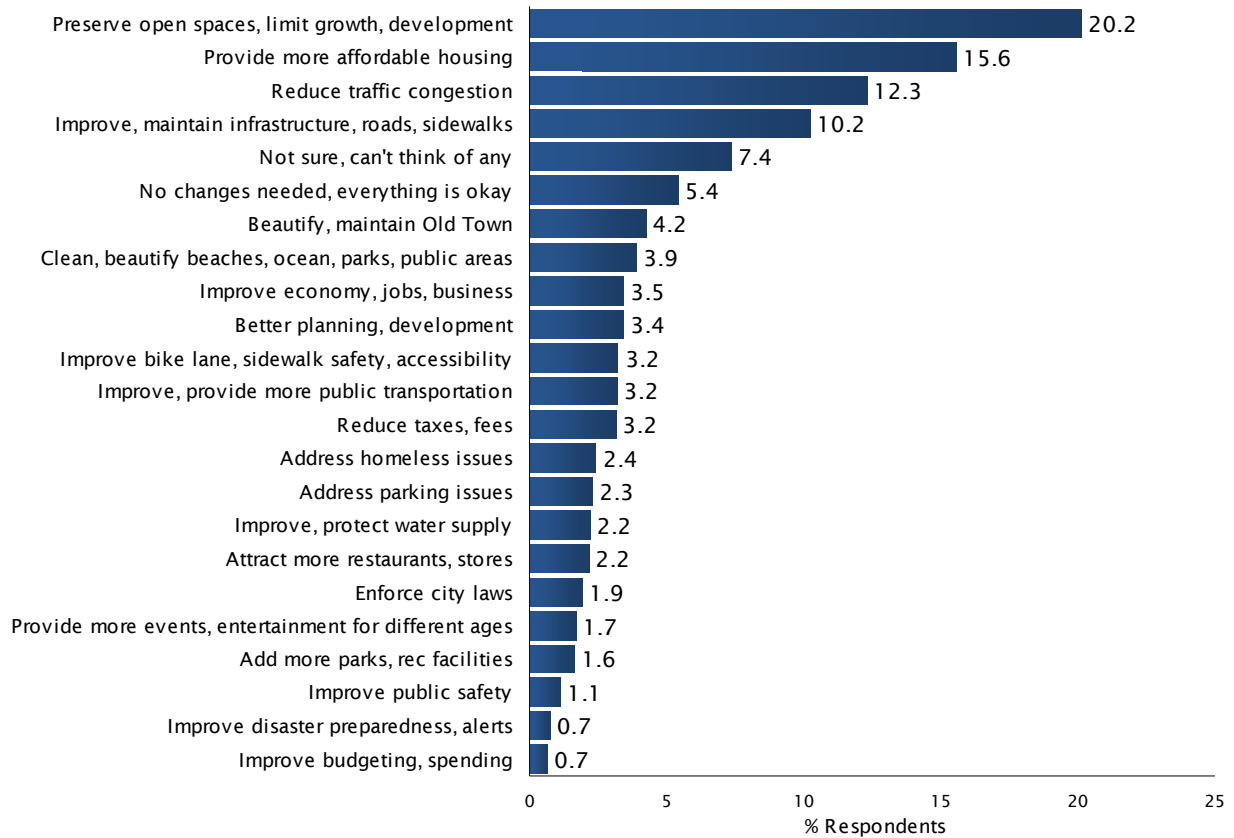
CITY SERVICES

After measuring respondents' perceptions of the quality of life in Goleta, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

OVERALL SATISFACTION   The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Goleta is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 5, the vast majority (82%) of Goleta residents indicated they were either very (31%) or somewhat (51%) satisfied with the City's efforts to provide municipal services. Approximately 11% were very or somewhat dissatisfied, whereas 7% were unsure or unwilling to share their opinion.

Question 5   *Next, I would like to ask a series of questions about services provided by the City of Goleta. Generally speaking, are you satisfied or dissatisfied with the job the City of Goleta is doing to provide city services?*

FIGURE 5 OVERALL SATISFACTION
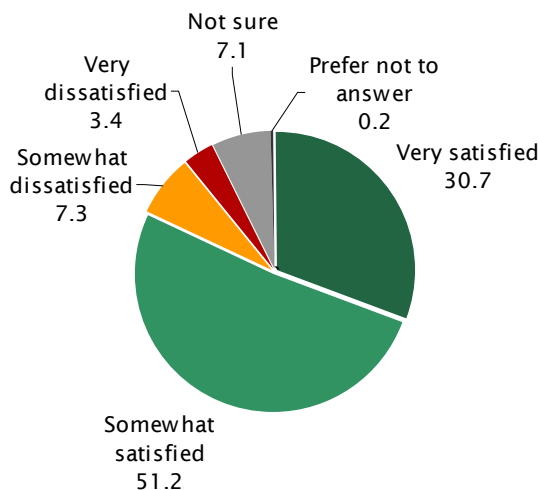
The next four figures display how residents' opinions about the City's overall performance in providing municipal services varied by years in Goleta, age, employment status, home ownership status, child in household, interest in serving on a citizen's committee or focus group, attention to city issues, decisions, and activities, whether respondents have volunteered or donated to a community cause within the past six months, quadrant of the City, survey language, and gender. The most striking pattern in the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 5 above) were generally echoed across resident subgroups, with satisfaction ranging from a low of 72% to a high of 94%.

FIGURE 6 OVERALL SATISFACTION BY YEARS IN GOLETA & AGE
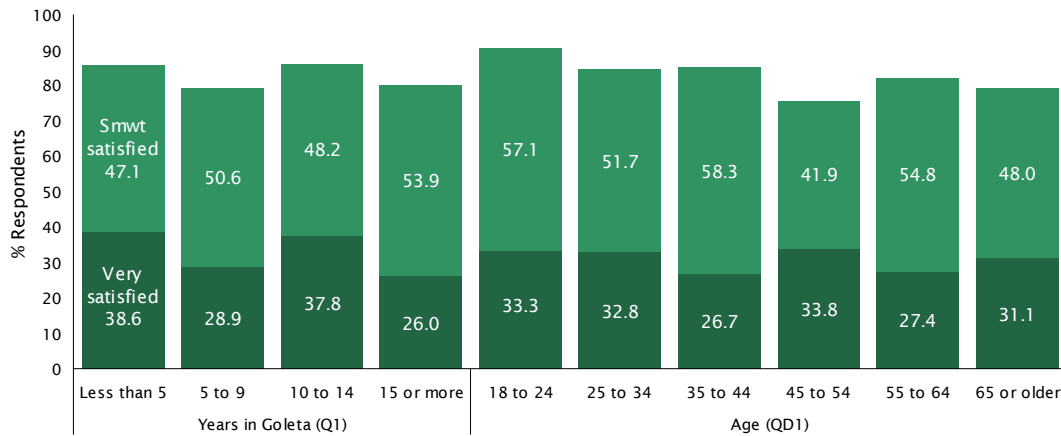
FIGURE 7 OVERALL SATISFACTION BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & CHILD IN HSLD
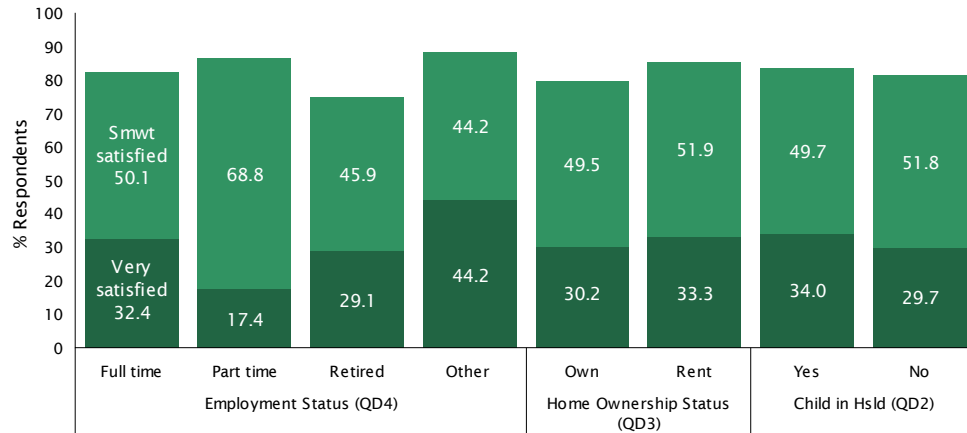
FIGURE 8 OVERALL SATISFACTION BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP, ATTENTION TO CITY ISSUES, DECISION, ACTIVITIES & VOLUNTEERED DONATED TO COMMUNITY CAUSE
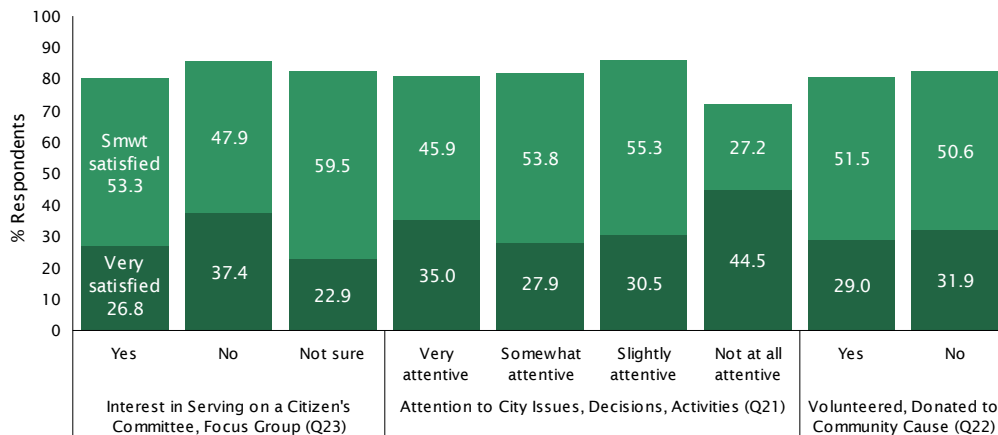
FIGURE 9 OVERALL SATISFACTION BY QUADRANT OF CITY, SURVEY LANGUAGE & GENDER
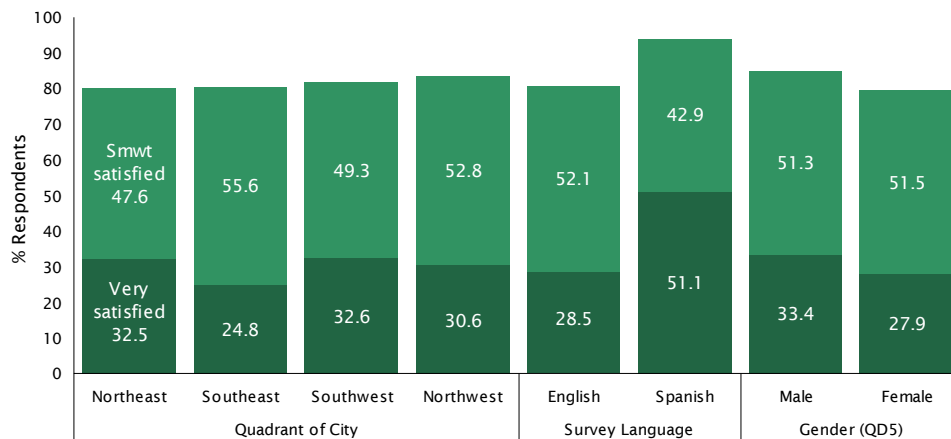
SPECIFIC SERVICES   Whereas Question 5 addressed the City's *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were first asked whether they thought a service was extremely important, very important, somewhat important, or not at all important. Respondents were then asked about their level of satisfaction with these same services. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figure 10 on the next page presents the services in rank order of importance according to the proportion of respondents who rated a service as *at least* very important. In general, Goleta residents rated public safety, public works, and parks and open space as the most important. More specifically, providing fire protection and prevention services (96% extremely or very important), maintaining city streets and roads (93%), providing trash and recycling services (88%), providing police and crime prevention services (87%), maintaining parks and recreation areas (87%), and preserving and protecting open space (87%) received the highest importance ratings from residents.

At the other end of the spectrum, promoting tourism (29%), providing cultural and performing arts (46%), sponsoring special community events like summer concerts in the park and holiday celebrations (51%), and providing animal control services (54%) were viewed as less important.

Question 6 *For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.*

FIGURE 10 IMPORTANCE OF SERVICES
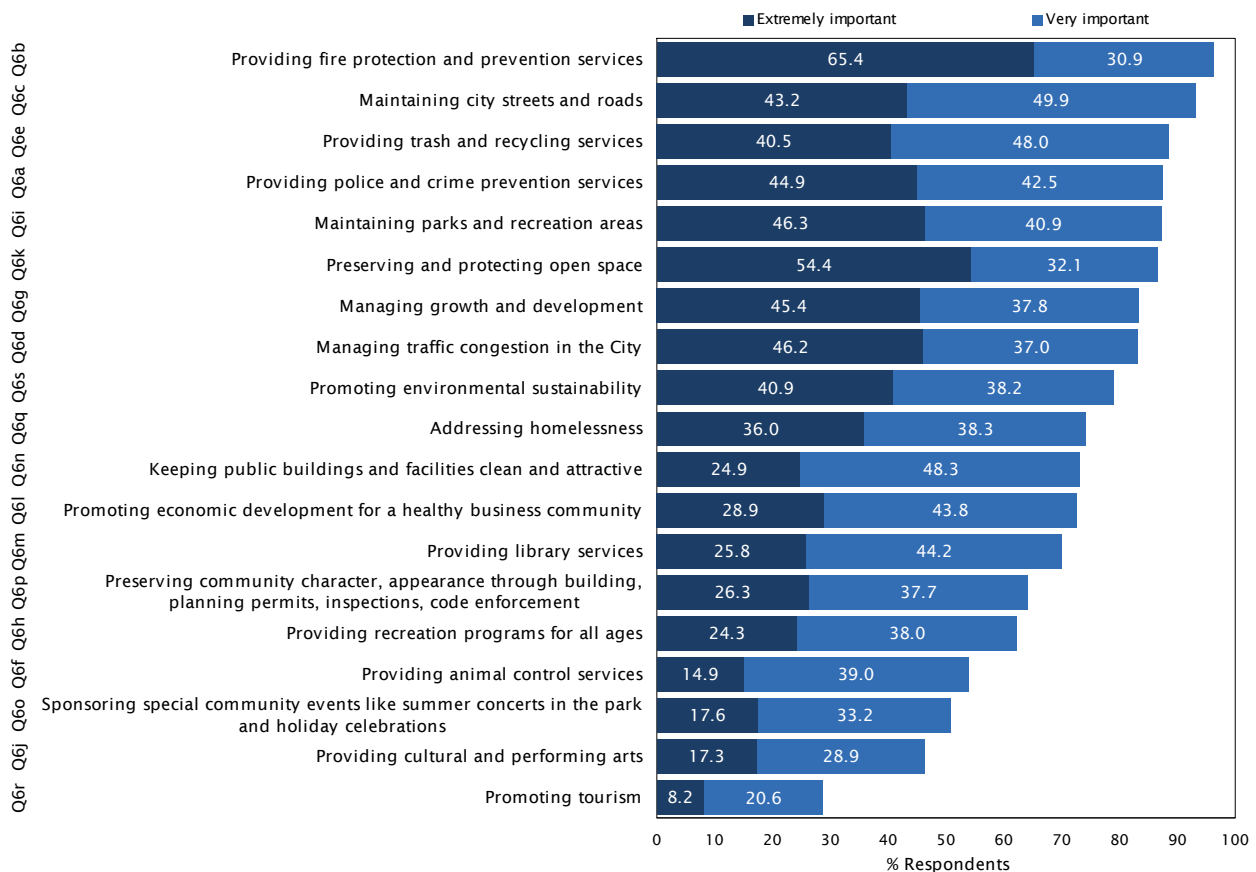
Turning to the satisfaction component, Figure 11 on the next page sorts the same list of services according to the percentage of respondents who indicated they were either very or somewhat satisfied with the City's efforts to provide the service. For comparison purposes between the services, only respondents who held an opinion (satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (satisfied or dissatisfied) is presented in brackets beside the service label in the figure, while the bars represent the answers of those with an opinion.

At the top of the list, respondents were most satisfied with the City's efforts to provide fire protection and prevention services (95% very or somewhat satisfied), followed by library services (94%), police and crime prevention services (94%), trash and recycling services (93%), and animal control services (92%).

Respondents were notably less satisfied with the City's efforts to address homelessness (47%), manage traffic congestion in the City (53%), and manage growth and development (57%).

Question 7 *For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service.*

FIGURE 11 SATISFACTION WITH SERVICES

Legend: ■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied

Service	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
Provide fire protection and prevention services [95%]	67.4	28.0	3.1	
Provide library services [88%]	51.1	43.2	5.2	1
Provide police and crime prevention services [94%]	51.2	42.6	4.6	2
Provide trash and recycling services [93%]	57.5	35.8	5.1	2
Provide animal control services [79%]	39.2	52.6	6.9	1
Maintain parks and recreation areas [95%]	39.0	47.4	11.6	2
Keep public buildings and facilities clean and attractive [91%]	36.0	48.8	12.0	3
Sponsor special community events like summer concerts in the park and holiday celebrations [86%]	37.2	47.5	13.1	2
Promote tourism [68%]	29.8	52.6	12.7	4.9
Promote environmental sustainability [86%]	23.1	56.7	15.0	5.3
Promote economic development for a healthy business community [83%]	25.1	54.1	14.9	5.9
Provide recreation programs for all ages [82%]	30.6	47.7	18.0	4
Provide cultural and performing arts [78%]	24.9	49.2	23.0	3
Preserve and protect open space [93%]	28.3	44.5	17.0	10.3
Preserving community character, appearance through building, planning permits, inspections, code enforcement [87%]	27.8	42.4	20.4	9.4
Maintain city streets and roads [98%]	23.9	45.4	21.6	9.1
Manage growth and development [91%]	17.3	39.6	18.7	24.4
Manage traffic congestion in the City [94%]	15.7	37.5	27.1	19.7
Address homelessness [85%]	10.3	36.6	33.9	19.3

% Respondents Who Provided Opinion

DIFFERENTIATORS OF OPINION For the interested reader, Table 3 on the next page displays how the level of satisfaction with each specific service tested in Question 7 varied according to residents' overall performance ratings for the City (see *Overall Satisfaction* on page 15).

The table divides residents who were satisfied with the City's *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms of the percentage who indicated they were satisfied with the City's efforts to provide each service tested in Question 7 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared to their counterparts, those who were satisfied with the City's *overall* performance in providing city services were also more likely to express satisfaction with the City's efforts to provide each of the services tested in Question 7. That said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City's efforts to manage growth and development, promote economic development for a healthy business community, preserve and protect open space, maintain city streets and roads, and preserve community character and appearance through building and planning permits, inspections and code enforcement.

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City's efforts to provide library services, sponsor special community events like summer concerts in the park and holiday celebrations, keep public buildings and facilities clean and attractive, provide fire protection and prevention services, and provide trash and recycling services.

TABLE 3 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH CITY

		Satisfaction With City's Overall Performance (Q5)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied With Each Service	Manage growth and development	63.4	18.4	45.0
	Promote economic dev for healthy business community	84.8	44.4	40.4
	Preserve and protect open space	78.6	38.9	39.8
	Maintain city streets and roads	73.8	34.6	39.2
	Preserve community character, appearance	76.4	37.8	38.5
	Promote environmental sustainability	84.3	47.8	36.5
	Manage traffic congestion in the City	58.4	25.4	33.0
	Provide cultural and performing arts	78.7	47.4	31.3
	Address homelessness	50.9	22.3	28.5
	Promote tourism	85.7	60.4	25.3
	Provide police and crime prevention services	96.9	71.7	25.1
	Provide recreation programs for all ages	81.3	61.1	20.1
	Maintain parks and recreation areas	88.6	70.6	18.0
	Provide animal control services	94.2	76.7	17.5
	Provide trash and recycling services	94.9	80.9	14.0
	Provide fire protection and prevention services	97.1	85.4	11.7
	Keep public buildings and facilities clean and attractive	85.2	79.9	5.3
	Sponsor special community events	85.0	80.1	4.9
	Provide library services	94.8	90.7	4.1

PERFORMANCE NEEDS & PRIORITIES

With a measure of the importance of a service to residents as well as a measure of satisfaction with the City's efforts to provide the service, True North is able to examine the relationship between these two dimensions and identify areas where the City has the greatest opportunities to improve resident satisfaction—and identify for which services the City is meeting, and even exceeding, the majority of residents' needs.

Rather than rely on *averages* to conduct this analysis, True North has developed an *individualized* approach to identifying priorities. This approach is built on the recognition that opinions will vary from resident to resident and that understanding this variation is required for assessing how well the City is meeting residents' needs.[3] Table 4 on the next page presents a grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* options, and the vertical scale corresponds to the four *satisfaction* options. The 16 cells within the grid are grouped into one of six categories based on how well the City is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

Exceeding Needs	The City is exceeding a respondent's needs if a respondent is satisfied and the level of expressed satisfaction is higher than the importance that the respondent assigned to the service.
Meeting Needs, Moderately	The City is moderately meeting a respondent's needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service.
Meeting Needs, Marginally	The City is marginally meeting a respondent's needs if the respondent is satisfied with the City's efforts to provide the service, but their level of satisfaction is lower than the level of importance assigned to the service.
Not Meeting Needs, Marginally	The City is marginally *not* meeting a respondent's needs if the respondent is somewhat dissatisfied, but the service is also viewed as just somewhat or not at all important.
Not Meeting Needs, Moderately	The City is moderately *not* meeting a respondent's needs if A) a respondent is very dissatisfied with the City's efforts to provide the service, but the service is viewed somewhat or not at all important, or B) a respondent is somewhat dissatisfied and the service is very important.
Not Meeting Needs, Severely	The City is severely *not* meeting a respondent's needs if A) a respondent is dissatisfied and the service is viewed as extremely important, or B) a respondent is very dissatisfied and the service is viewed as very important.

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3. Any tool that relies on the opinions of the average respondent will provide a limited and occasionally distorted picture of how well an agency is performing. The simple fact is that a city is not comprised of average residents—it is comprised of unique individuals who vary substantially in their opinions of the City's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among residents, and it is this variation that is critical for truly assessing how well the City is meeting the needs of its residents.

TABLE 4 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX

		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs	Meeting needs
	Somewhat satisfied	Exceeding needs	Meeting needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat dissatisfied	Not meeting needs, moderately	Not meeting needs, moderately	Not meeting needs	Not meeting needs, severely
	Very dissatisfied	Not meeting needs	Not meeting needs	Not meeting needs, severely	Not meeting needs, severely

Using this framework, True North categorized respondents individually for each of the 19 services tested in the study. Thus, for example, a respondent who indicated that addressing homelessness was somewhat important and they were very satisfied with the City's efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service (e.g., managing traffic congestion in the City) if they were somewhat dissatisfied with the City's efforts to provide the service, but the service was viewed as only somewhat important.

Figure 12 presents the 19 services tested, along with the percentage of respondents who were grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 12 is consistent with that presented in Table 4. Thus, for example, in the service area of addressing homelessness, the City is exceeding the needs of 5% of respondents, moderately meeting the needs of 18% of respondents, marginally meeting the needs of 24% of respondents, marginally not meeting the needs of 5% of respondents, moderately not meeting the needs of 15% of respondents, and severely not meeting the needs of 33% of respondents.

FIGURE 12 RESIDENT SERVICE NEEDS
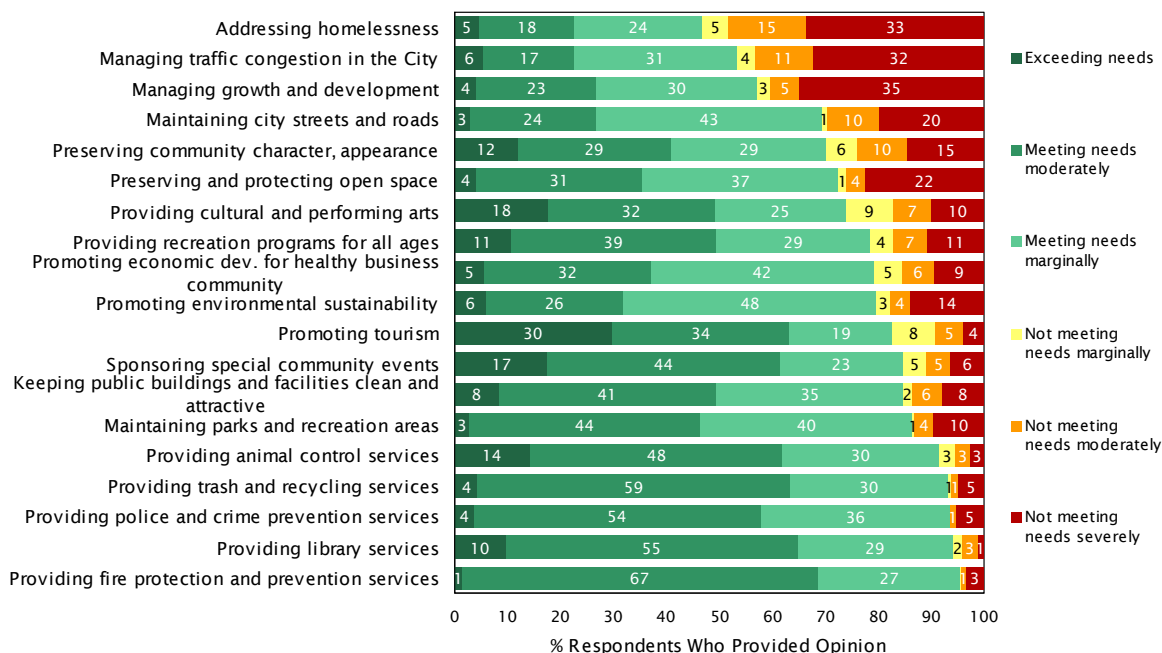
As shown in the figure, the City is meeting the needs of at least two-thirds of residents for 16 of the 19 services tested. Operating from the management philosophy that, all other things being equal, the City should focus on improving those services that have the highest percentage of residents for which the City is currently *not* meeting their needs, the services have been sorted by order of priority. Thus, addressing homelessness is the top priority, followed by managing traffic congestion in the City and managing growth and development.

OLD TOWN GOLETA

Old Town Goleta is a blend of historic residential, commercial, and retail buildings, and home to dozens of boutiques, restaurants, cafes, and hotels. Having measured respondents' opinions about the City as a whole, the survey next focused on Old Town Goleta, asking residents about their frequency of visiting Old Town, the purpose of their visits, their opinions about the appearance of Old Town, as well as their support for proposed changes to the area.

FREQUENCY OF VISITING OLD TOWN   The first question is this series simply asked residents how often they visit Old Town Goleta. Overall, nearly half (49%) of residents visit Old Town at least once a week, with 14% visiting nearly every day (Figure 13). Three-in-ten residents (31%) visit monthly, 10% frequent Old Town once every few months, 5% visit a few times per year, 4% indicated that they never visit Old Town, and 1% were unsure of their response to Question 8. For the interested reader, figures 14 through 17 show how frequency of visiting Old Town varied by a number of demographic characteristics.

Question 8   *How often do you visit Old Town Goleta?*

FIGURE 13 FREQUENCY OF VISITS TO OLD TOWN GOLETA
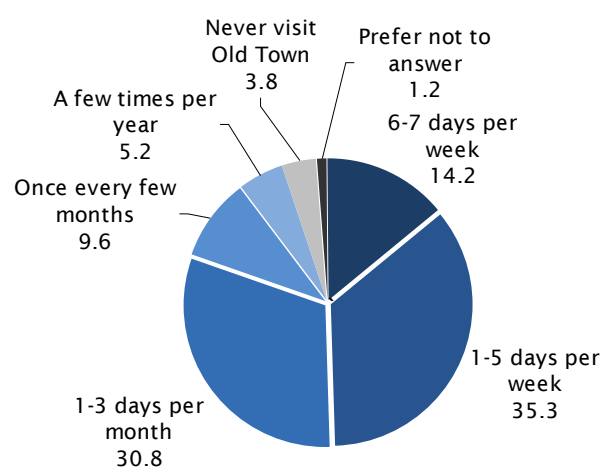
FIGURE 14 FREQUENCY OF VISITS TO OLD TOWN GOLETA BY YEARS IN GOLETA & AGE
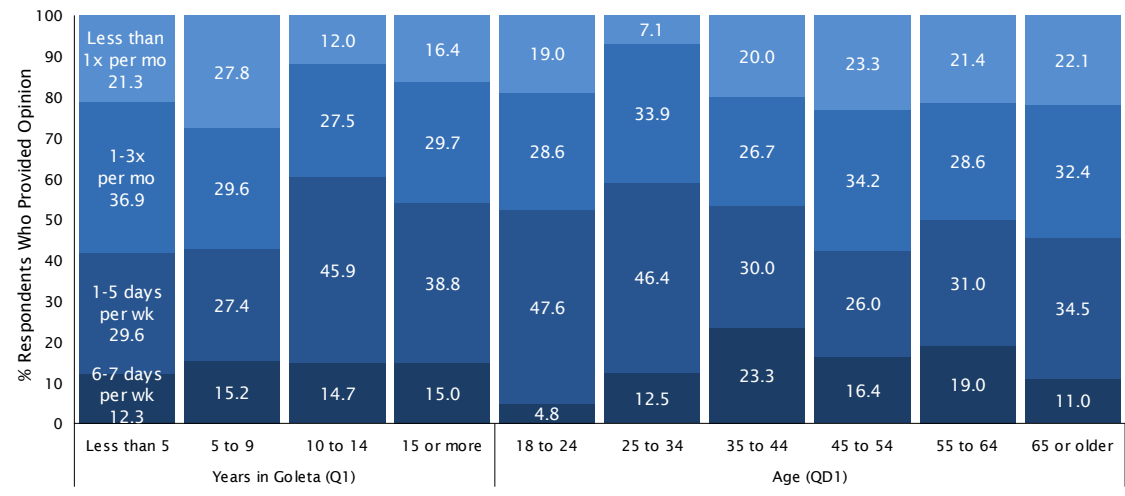
FIGURE 15 FREQUENCY OF VISITS TO OLD TOWN GOLETA BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS, CHILD IN HSLD & GENDER
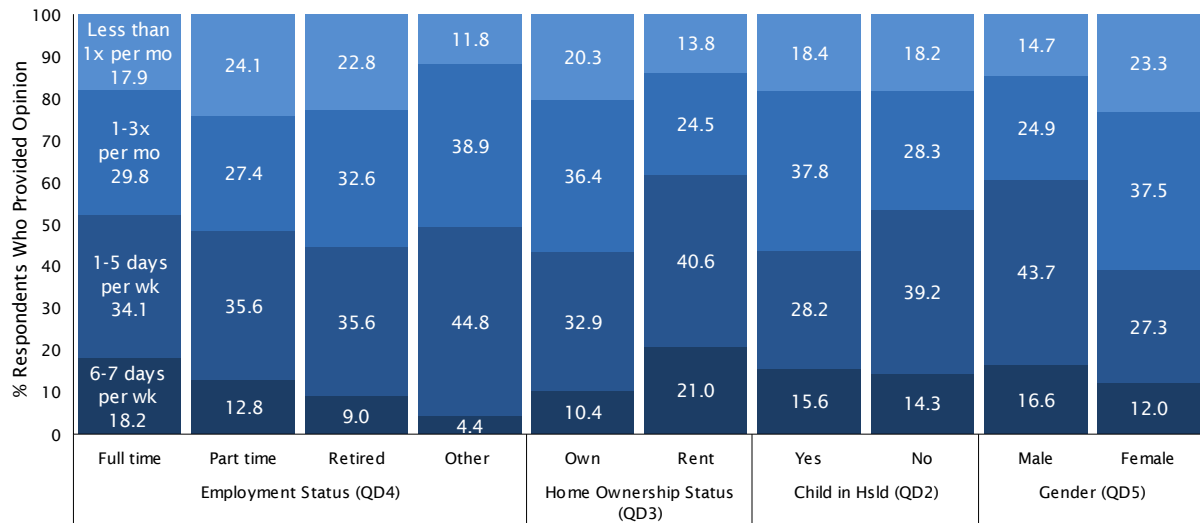
FIGURE 16 FREQUENCY OF VISITS TO OLD TOWN GOLETA BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP, ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES & VOLUNTEERED DONATED TO COMMUNITY CAUSE
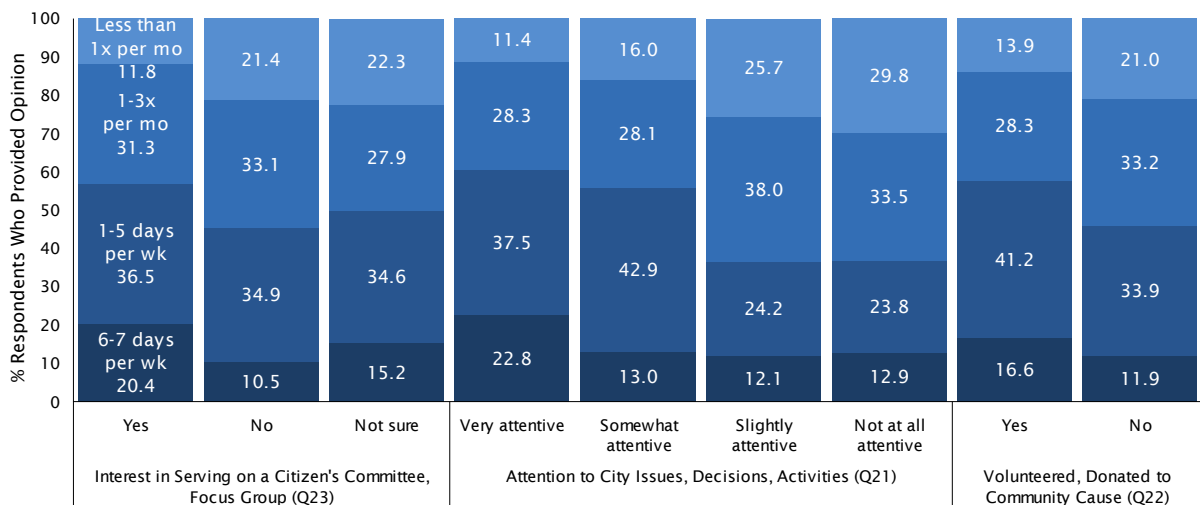
FIGURE 17 FREQUENCY OF VISITS TO OLD TOWN GOLETA BY SURVEY LANGUAGE AND QUADRANT OF CITY
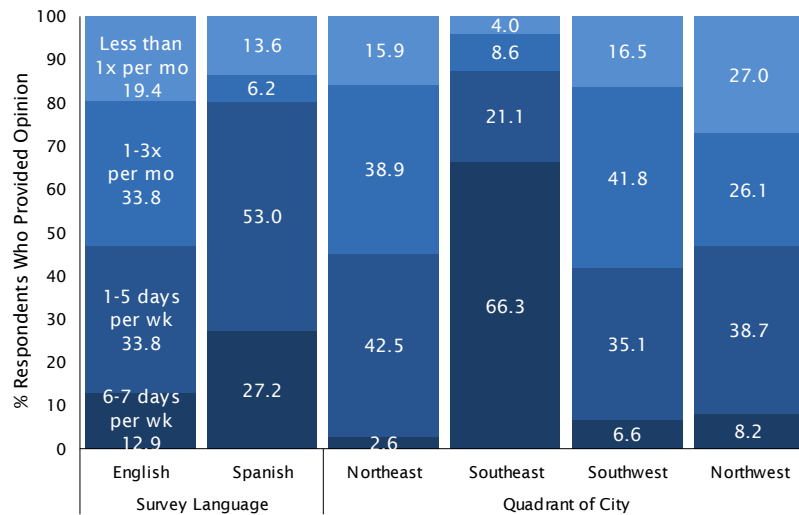
PURPOSE OF OLD TOWN VISITS   The next question in this series gathered information on the purpose of residents' visits to Old Town Goleta. For each of the five areas noted to the left of Figure 18—shopping, dining, or using services, visiting friends and family, recreating, living, or working in Old Town—respondents were asked whether each statement was true for them. Going to Old Town to shop, dine, or use services was by far the most common purpose for visiting, mentioned by 82% of respondents, followed distantly by visiting friends and family in Old Town (20%), recreating there (19%), living in Old Town (11%), and working there (10%).

Question 9   *Please indicate whether the following statements about Old Town Goleta are true for you.*

FIGURE 18 PURPOSE OF OLD TOWN GOLETA VISITS
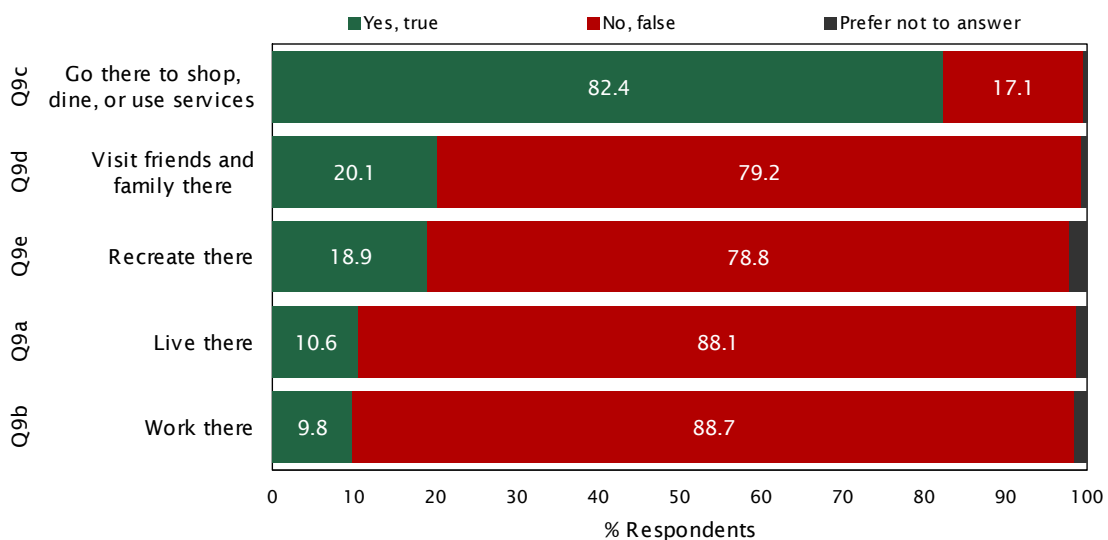
Table 5 shows purposes of Old Town Goleta visits by age of the respondent. Going to Old Town to shop, dine, or use services was most popular among residents 25 to 54 years of age, as was recreating in Old Town. Visiting friends and family in Old Town was also related to age, being highest among younger residents and gradually decreasing with age.

TABLE 5 PURPOSE OF OLD TOWN GOLETA VISITS BY AGE (SHOWING % YES, TRUE)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Go there to shop, dine, or use services	71.4	87.9	86.7	87.8	78.6	80.4
Visit friends and family there	28.6	27.6	21.7	18.9	13.1	12.2
Recreate there	14.3	24.1	23.3	23.0	19.0	11.5
Live there	0.0	13.8	18.3	9.5	15.5	8.1
Work there	9.5	10.3	18.3	5.4	10.7	5.4

APPEARANCE OF OLD TOWN   Questions 10 and 11 were designed to evaluate opinions about the appearance and condition of Old Town. As show below in Figure 19, 20% of residents assigned a positive rating of either excellent (3%) or good (17%) when asked to rate the appearance of Old Town, whereas 36% gave it a fair rating, and 44% perceived the appearance of Old Town to be poor (28%) or very poor (15%).

Figures 20 through 22 on the following page display Old Town appearance ratings by resident subgroups. Notably, residents who visit Old Town weekly provided more favorable ratings than those who visit less frequently, and residents who have lived in Goleta between 10 and 14 years provided the highest rating of any subgroup. Even among those who live in the Southeast quadrant, less than one-quarter (24%) rated the appearance of Old Town as excellent or good.

Question 10   *In general, how would you rate the appearance of Old Town? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 19 OLD TOWN APPEARANCE
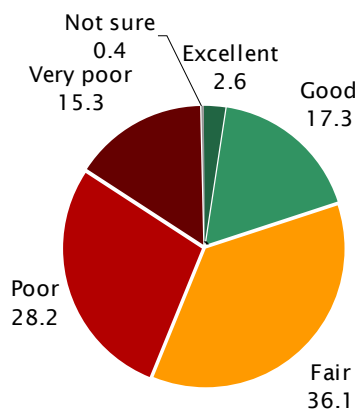
FIGURE 20 OLD TOWN APPEARANCE BY YEARS IN GOLETA & AGE
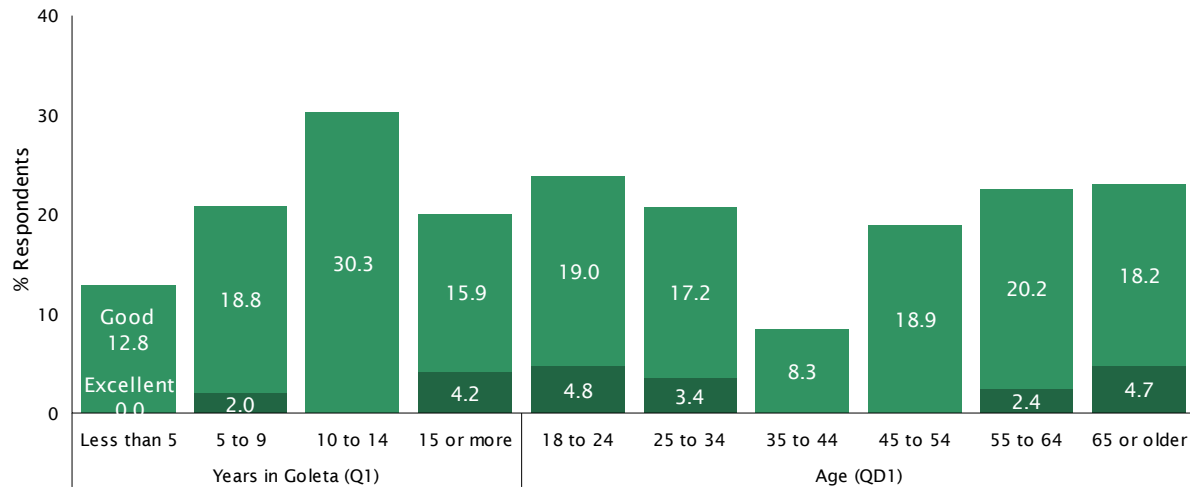
FIGURE 21 OLD TOWN APPEARANCE BY QUADRANT OF CITY, HOME OWNERSHIP STATUS, CHILD IN HSLD & GENDER
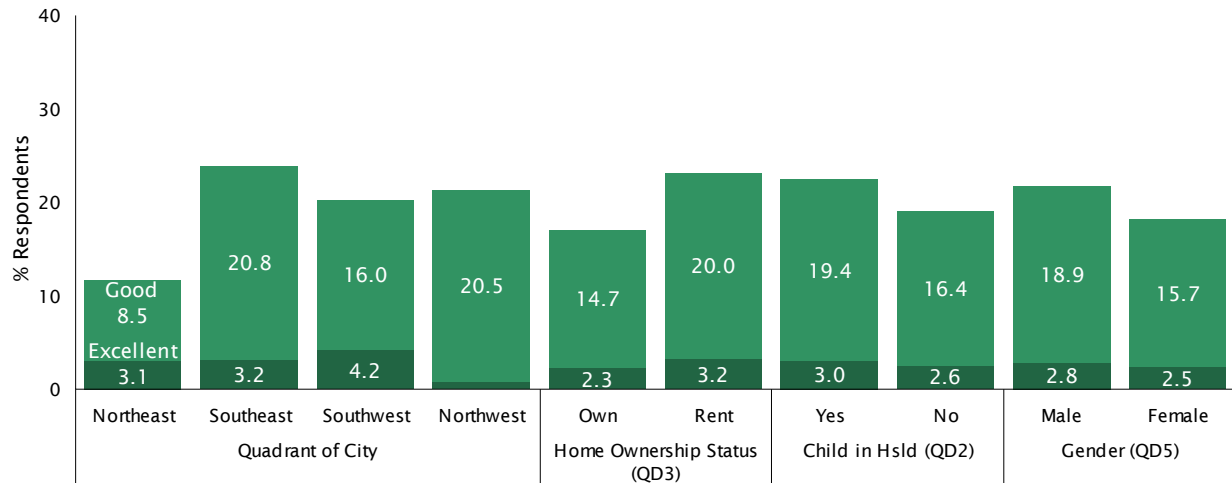
FIGURE 22 OLD TOWN APPEARANCE BY FREQUENCY OF OLD TOWN GOLETA VISITS, ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES, VOLUNTEERED DONATED TO COMMUNITY CAUSE & SURVEY LANGUAGE
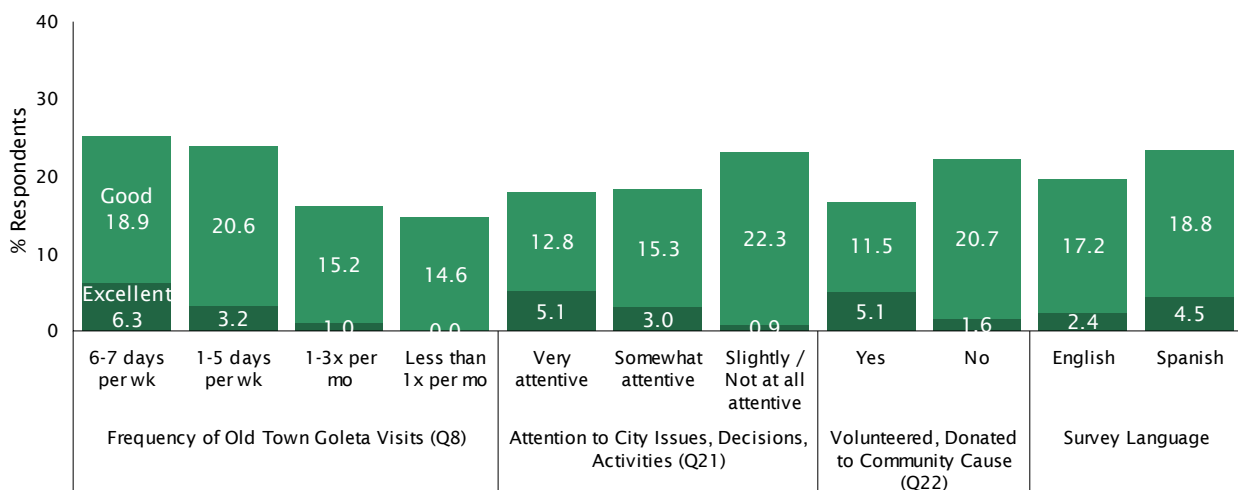
DOES OLD TOWN NEED TO BE UPGRADED?   Respondents were next asked whether—in their opinion—there are areas in Old Town that are run-down and need to be upgraded. Figure 23 shows that Goleta residents are generally of the same mind on this issue, with nearly nine-in-ten respondents (89%) answering Question 11 in the affirmative. The perception that some areas in Old Town are run-down and need to be upgraded was also widespread, shared by at least eight-in-ten respondents in *every* resident subgroup (see figures 24 through 26).

Question 11   *In your opinion, are there areas in Old Town that are run-down and need to be upgraded?*

FIGURE 23 RUN-DOWN AREAS IN OLD TOWN IN NEED OF UPGRADES
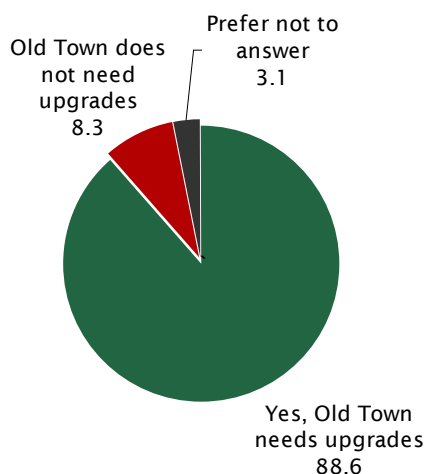
FIGURE 24 RUN-DOWN AREAS IN OLD TOWN IN NEED OF UPGRADES BY YEARS IN GOLETA & AGE
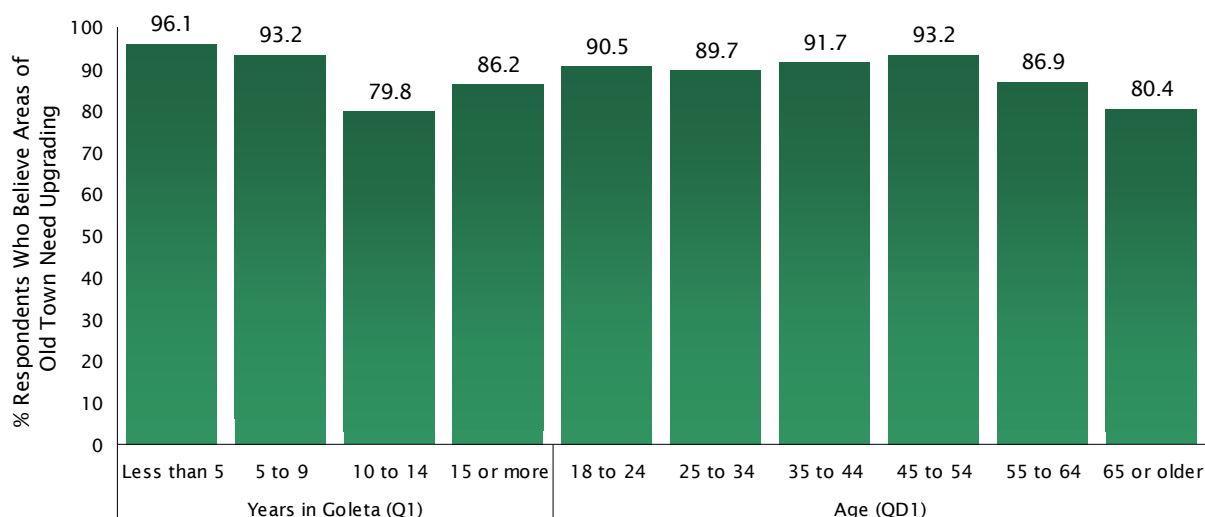
FIGURE 25 RUN-DOWN AREAS IN OLD TOWN IN NEED OF UPGRADES BY QUADRANT OF CITY, HOME OWNERSHIP STATUS, CHILD IN HSLD & GENDER
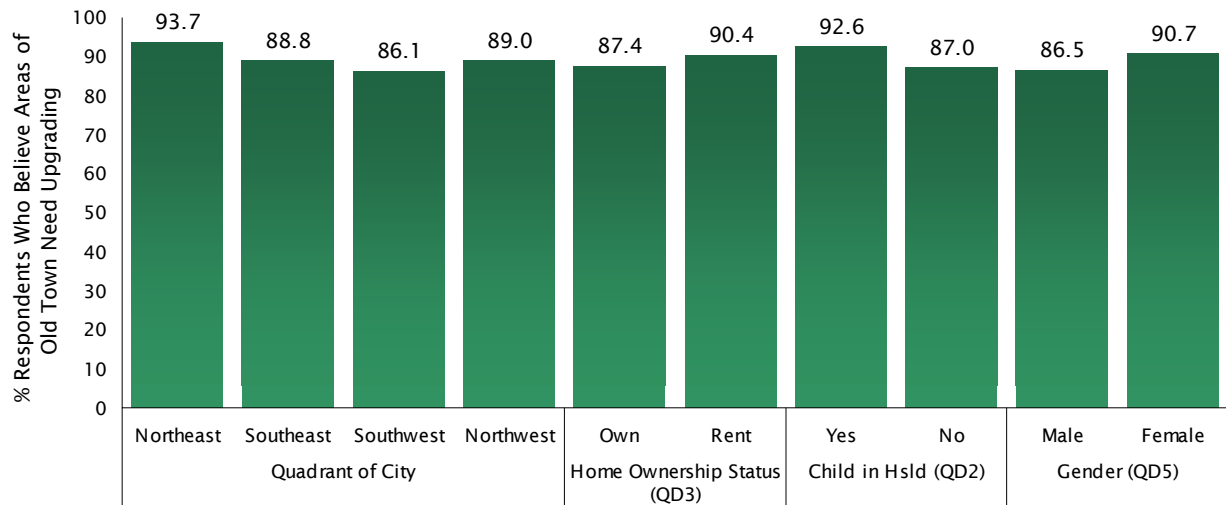
FIGURE 26 RUN-DOWN AREAS IN OLD TOWN IN NEED OF UPGRADES BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP, ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES, VOLUNTEERED DONATED TO COMMUNITY CAUSE & SURVEY LANGUAGE
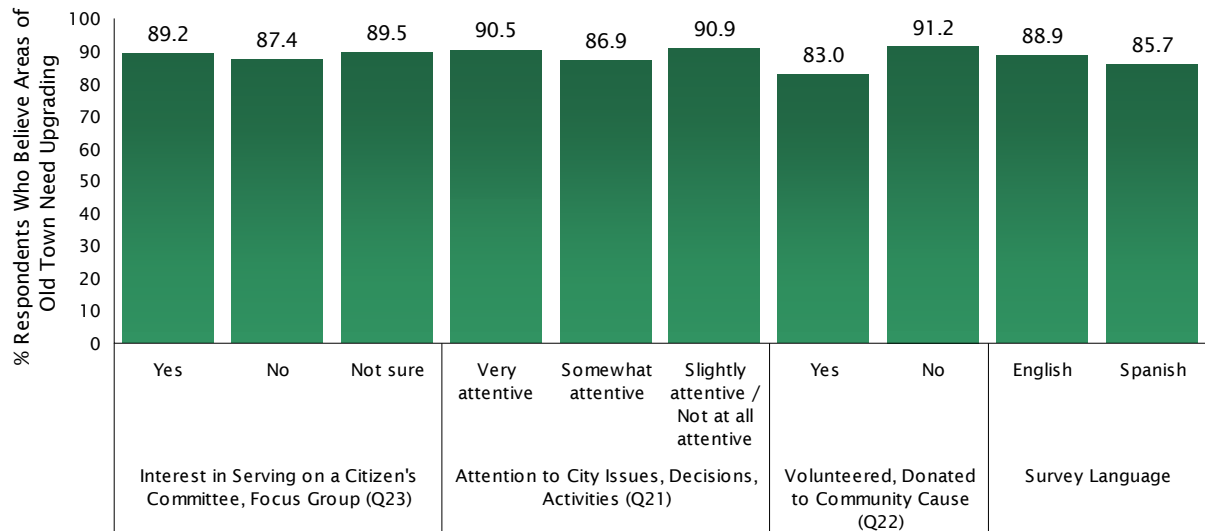
CHANGES TO OLD TOWN   The final question in this series was designed to assess support for a variety of changes that could be made to Old Town. The nature of Question 12 was straightforward: for each statement shown on the left of Figure 27 on the next page, respondents were asked to identify the extent to which they personally supported or opposed each type of change.

The majority of Goleta residents supported each of the five potential changes tested. Support was strongest for upgrading the appearance of older, outdated buildings while keeping with the 'Old Town' feel (89% strongly or somewhat support), followed closely by improving the availability of parking (87%), making it more pedestrian and bike-friendly (84%), and attracting new businesses and retail stores (84%). Although still supported by 61% of residents, limiting parking to a two-hour maximum received somewhat less support.

Question 12 *As I read the following list of changes that could be made to Old Town, please indicate whether you support or oppose this type of change.*

FIGURE 27 SUPPORT CHANGES TO OLD TOWN GOLETA

The next four tables show how the percentage of residents who *strongly* supported each potential change to Old Town Goleta varied by frequency of visiting Old Town, survey language, experiences in Old Town, satisfaction with the City's performance, years in Goleta, and respondent age. It's worth noting that support for limiting parking to two-hours was highest among respondents who visit Old Town six to seven days per week, those who live in Old Town and visit friends and family in Old Town, newer residents (less than five years), and those who completed their survey in Spanish.

TABLE 6 SUPPORT CHANGES TO OLD TOWN GOLETA BY FREQUENCY OF OLD TOWN GOLETA VISITS & SURVEY LANGUAGE (SHOWING % STRONGLY SUPPORT)

	Frequency of Old Town Goleta Visits (Q8)				Survey Language	
	6-7 days per week	1-5 days per week	1-3 x per month	Less than 1x per month	English	Spanish
Upgrading the appearance of older, outdated buildings while keeping with the 'Old Town' feel	62.1	59.0	61.0	66.7	60.0	74.1
Making it more pedestrian and bike-friendly	42.9	62.7	53.9	46.9	51.2	78.1
Improving the availability of parking	52.7	59.7	47.2	45.5	49.5	73.5
Attracting new businesses and retail stores	49.4	47.3	44.7	43.1	44.4	60.6
Limiting parking to a two-hour maximum, which will make more parking available	37.8	28.5	23.0	24.7	24.5	52.9

TABLE 7 SUPPORT CHANGES TO OLD TOWN GOLETA BY EXPERIENCES IN OLD TOWN GOLETA (SHOWING % STRONGLY SUPPORT)

	Experience(s) in Old Town Goleta (Q9)				
	Live there	Work there	Shop, dine, use services	Visit friends, family	Recreate
Upgrading the appearance of older, outdated buildings while keeping with the 'Old Town' feel	64.6	50.2	60.4	64.3	56.7
Making it more pedestrian and bike-friendly	57.0	39.9	54.8	58.6	59.9
Improving the availability of parking	50.0	49.1	52.8	61.3	52.7
Attracting new businesses and retail stores	58.1	41.7	47.2	38.0	50.6
Limiting parking to a two-hour maximum, which will make more parking available	40.3	18.3	27.0	43.9	17.0

TABLE 8 SUPPORT CHANGES TO OLD TOWN GOLETA BY SATISFACTION WITH CITY & YEARS IN GOLETA (SHOWING % STRONGLY SUPPORT)

	Satisfaction With City (Q5)		Years in Goleta (Q1)			
	Satisfied	Dissatisfied	Less than 5	5 to 9	10 to 14	15 or more
Upgrading the appearance of older, outdated buildings while keeping with the 'Old Town' feel	64.7	42.7	70.6	60.0	63.7	57.2
Making it more pedestrian and bike-friendly	56.6	44.4	61.1	63.7	60.5	45.8
Improving the availability of parking	53.8	45.0	49.9	46.8	63.9	51.8
Attracting new businesses and retail stores	46.7	42.6	50.1	58.1	47.1	40.0
Limiting parking to a two-hour maximum, which will make more parking available	27.6	30.7	36.6	17.3	25.2	26.8

TABLE 9 SUPPORT OF CHANGES TO OLD TOWN GOLETA BY AGE (SHOWING % STRONGLY SUPPORT)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Upgrading the appearance of older, outdated buildings while keeping with the 'Old Town' feel	61.9	56.9	80.0	63.5	58.3	52.0
Making it more pedestrian and bike-friendly	76.2	53.4	60.0	43.2	50.0	45.9
Improving the availability of parking	52.4	55.2	46.7	47.3	52.4	56.1
Attracting new businesses and retail stores	28.6	51.7	65.0	45.9	48.8	37.8
Limiting parking to a two-hour maximum, which will make more parking available	33.3	22.4	23.3	29.7	31.0	25.7

FUNDING PRIORITIES

It is often the case that residents' desires for public facilities and programs exceed a city's financial resources. In such cases, a city must prioritize projects and programs based upon a variety of factors, including the preferences and needs of residents. Question 13 was designed to provide Goleta with a reliable measure of how residents, as a whole, prioritize a variety of projects and programs to which the City could allocate future resources. The format of the question was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the services, programs, and projects that may be desired by residents, respondents were asked whether each project or program shown in Figure 28 should be a high, medium, or low priority for future city spending—or if the City should not spend money on the project at all. To encourage a sense of competition, respondents were instructed that not all of the projects and programs could be high priorities.

Question 13   *The City of Goleta has limited financial resources to provide local services, programs, and projects desired by residents. Because it can't fund every service, program, and project, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 28 FUNDING PRIORITIES
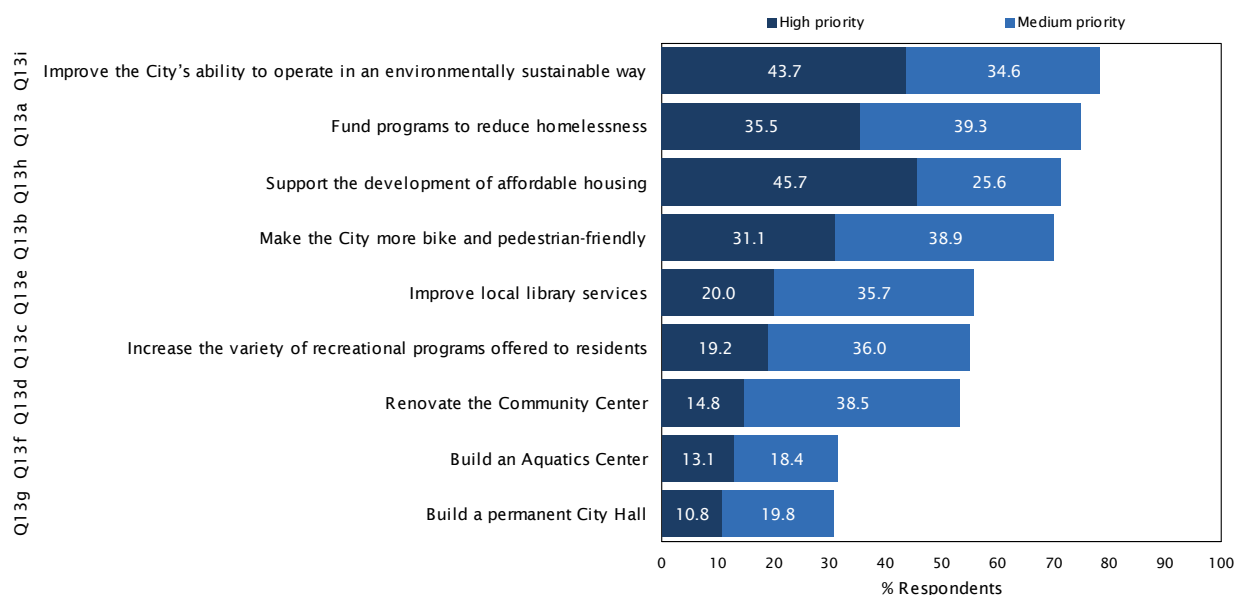
The nine projects and programs are sorted in Figure 28 from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the projects and programs tested, improving the City's ability to operate in an environmentally sustainable way (78% high or medium priority), funding programs to reduce homelessness (75%), supporting the development of affordable housing (71%), and making the City more bike and pedestrian-friendly (70%) were assigned the highest priorities. At the other end of the spectrum, building a permanent City Hall (31%) and building an Aquatics Center (31%) were generally considered lower priorities.

For the interested reader, the next three tables provide the percentage of respondents who considered each proposed improvement a *high priority* by their overall satisfaction with the City's performance, age, years in Goleta, home ownership status, quadrant of the City, and survey language. The top three priorities within each subgroup are highlighted in green to ease comparisons.

TABLE 10 FUNDING PRIORITIES BY SATISFACTION WITH CITY & AGE (SHOWING % HIGH PRIORITY)

	Satisfaction With City (Q5)		Age (QD1)					
	Satisfied	Dissatisfied	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Support the development of affordable housing	46.2	41.4	57.1	60.3	51.7	35.1	33.3	38.5
Improve the City's ability to operate in an environmentally sustainable way	47.0	26.9	76.2	41.4	36.7	32.4	34.5	43.2
Fund programs to reduce homelessness	35.8	41.2	57.1	34.5	20.0	35.1	34.5	33.1
Make the City more bike and pedestrian-friendly	31.7	22.2	33.3	27.6	40.0	39.2	21.4	26.4
Improve local library services	19.5	28.5	19.0	15.5	21.7	23.0	15.5	23.6
Increase the variety of recreational programs offered to residents	20.6	14.7	19.0	25.9	20.0	18.9	14.3	16.9
Renovate the Community Center	16.0	9.9	9.5	12.1	15.0	16.2	17.9	18.9
Build an Aquatics Center	14.2	8.4	0.0	19.0	20.0	16.2	15.5	9.5
Build a permanent City Hall	12.1	7.1	14.3	10.3	11.7	4.1	11.9	13.5

TABLE 11 FUNDING PRIORITIES BY YEARS IN GOLETA & HOME OWNERSHIP STATUS (SHOWING % HIGH PRIORITY)

	Years in Goleta (Q1)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or more	Own	Rent
Support the development of affordable housing	59.3	43.4	55.1	37.8	28.8	70.1
Improve the City's ability to operate in an environmentally sustainable way	54.6	35.1	47.7	40.4	39.8	47.2
Fund programs to reduce homelessness	41.6	25.2	40.9	34.8	30.2	42.8
Make the City more bike and pedestrian-friendly	31.2	37.4	28.2	30.0	30.9	30.5
Improve local library services	21.1	15.1	29.3	18.9	19.8	21.9
Increase the variety of recreational programs offered to residents	13.3	20.2	25.1	20.3	15.5	25.1
Renovate the Community Center	15.4	17.4	16.0	13.5	12.9	15.2
Build an Aquatics Center	14.9	11.6	19.9	11.0	16.0	9.4
Build a permanent City Hall	5.7	6.9	20.5	12.3	12.7	8.5

TABLE 12 FUNDING PRIORITIES BY QUADRANT OF CITY AND SURVEY LANGUAGE (SHOWING % HIGH PRIORITY)

	Quadrant of City				Survey Language	
	Northeast	Southeast	Southwest	Northwest	English	Spanish
Support the development of affordable housing	40.1	47.9	52.3	41.0	44.9	53.2
Improve the City's ability to operate in an environmentally sustainable way	39.8	35.4	50.1	42.1	42.0	58.6
Fund programs to reduce homelessness	46.2	43.7	31.7	32.1	34.5	43.9
Make the City more bike and pedestrian-friendly	25.1	33.8	34.9	29.0	29.7	43.8
Improve local library services	29.0	16.3	19.3	18.7	20.4	16.7
Increase the variety of recreational programs offered to residents	16.0	28.4	16.8	19.1	16.6	41.9
Renovate the Community Center	16.7	23.4	9.1	16.4	13.3	28.4
Build an Aquatics Center	11.4	13.5	13.0	13.6	13.0	13.3
Build a permanent City Hall	19.3	12.6	6.4	11.2	8.8	29.5

CUSTOMER SERVICE

In many ways, City staff are the face of the organization. When residents have an issue they need addressed, a question answered, or simply require assistance on a city-related manner, it is typically staff that handles these interactions. Accordingly, the survey included questions to gauge the frequency of staff interaction with residents, as well as profile staff's accessibility, helpfulness, and professionalism.

CONTACT WITH CITY STAFF   Residents were first asked if they had been in contact with City of Goleta staff in the past 12 months. Figure 29 provides the findings of this question and shows that 30% of residents indicated they had contact with city staff in the year prior to the interview.

Question 14   *In the past 12 months, have you been in contact with staff from the City of Goleta?*

FIGURE 29 CONTACT WITH CITY STAFF IN PAST 12 MONTHS

Not sure
2.8

Yes, contact with staff
29.7

No contact with staff
67.5
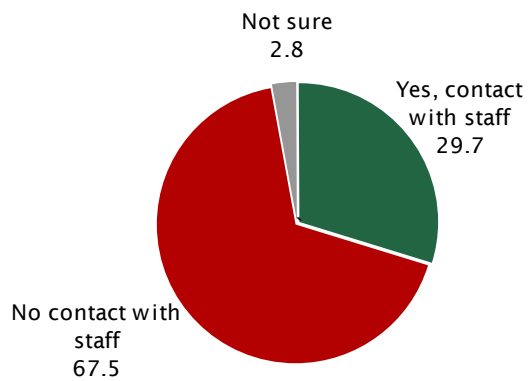
Figures 30 to 32 show how contact with City staff in the past 12 months differed across a variety of resident subgroups. Interaction with city staff was most commonly reported by residents who have lived in the City at least 10 years, residents at least 45 years of age, retirees, home owners, residents in the northeast quadrant, those who are attentive to city government, residents interested in serving on a commission or focus group, and individuals who had volunteered time or donated to a community cause.

FIGURE 30 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY YEARS IN GOLETA & AGE

Years in Goleta (Q1)				Age (QD1)					
Less than 5	5 to 9	10 to 14	15 or more	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
20.6	26.1	36.2	33.9	19.0	19.0	28.3	36.5	36.9	38.5
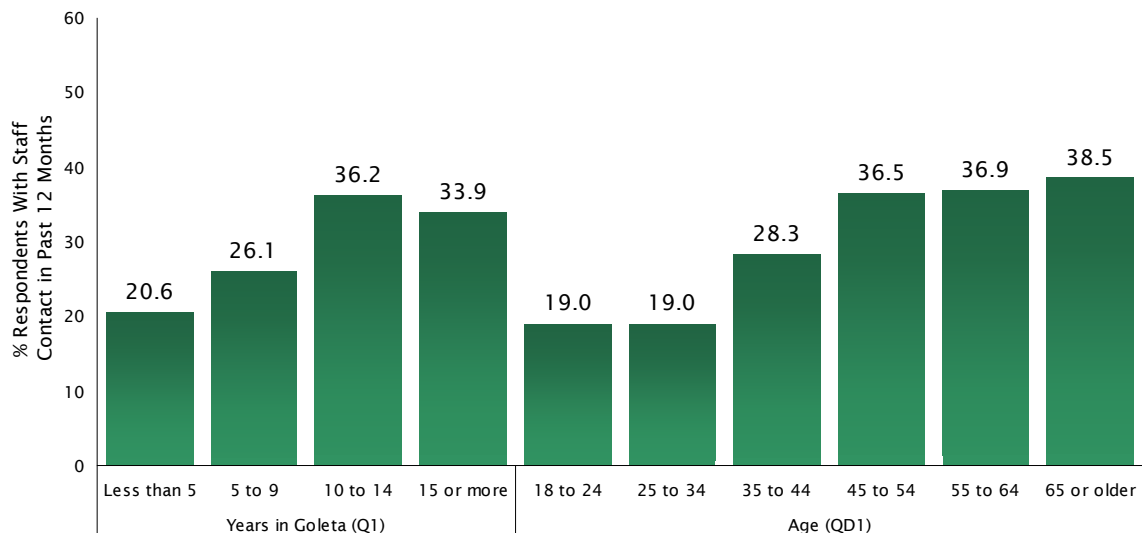
FIGURE 31 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & QUADRANT OF CITY
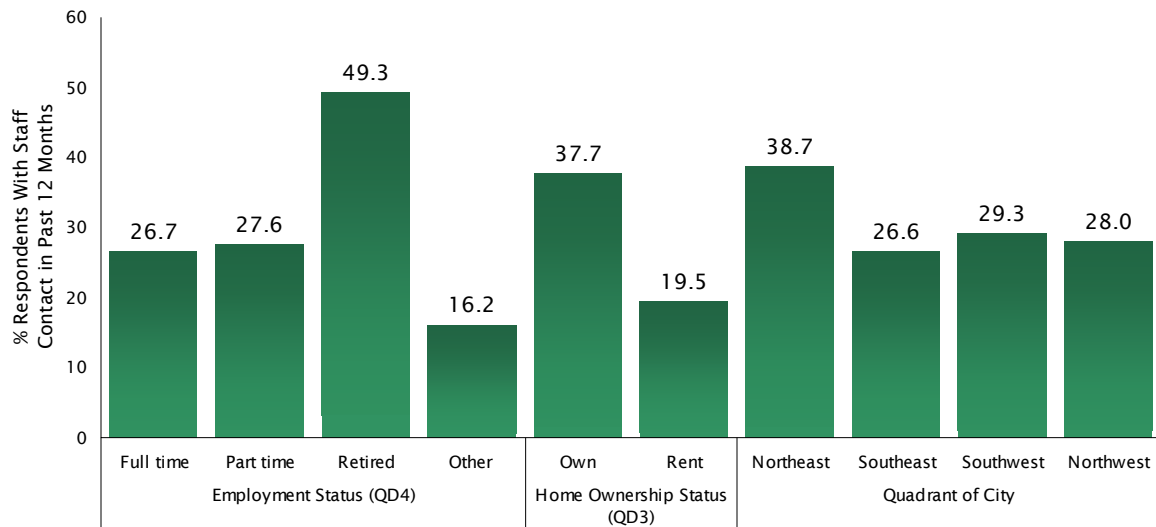
FIGURE 32 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP, ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES, VOLUNTEERED DONATED TO COMMUNITY CAUSE & SURVEY LANGUAGE
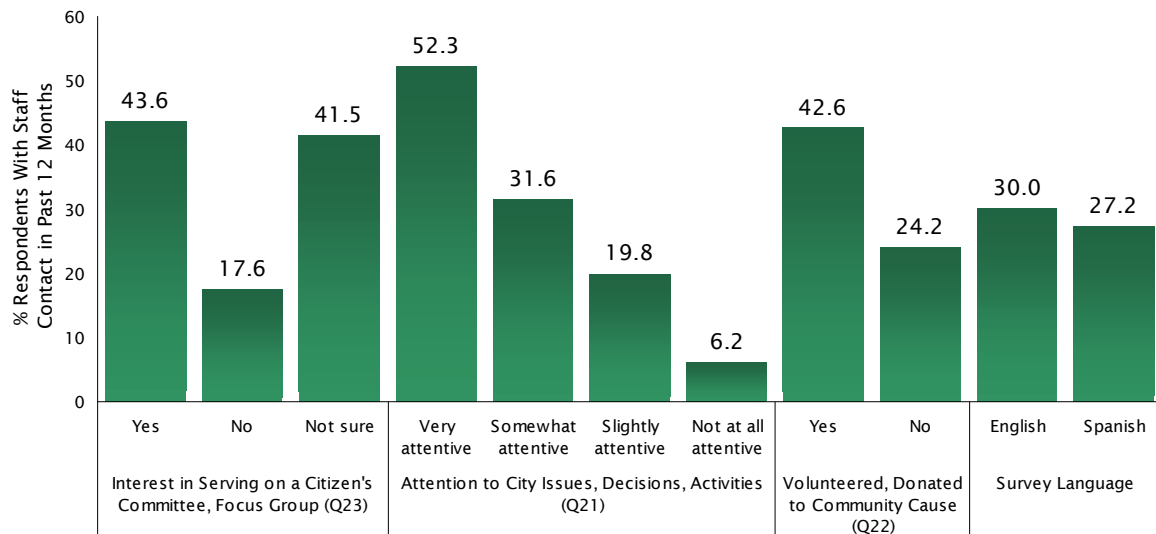
ASSESSMENT OF CITY STAFF The final question in this section asked residents with recent city staff contact to rate staff on three dimensions: accessibility, professionalism, and helpfulness. Respondents provided high ratings for staff across all three dimensions (see Figure 33), with more than eight-in-ten residents indicating that Goleta staff are accessible (94%), professional (90%), and helpful (87%).

Question 15 *In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____?*

FIGURE 33 PERCEPTION OF CITY STAFF
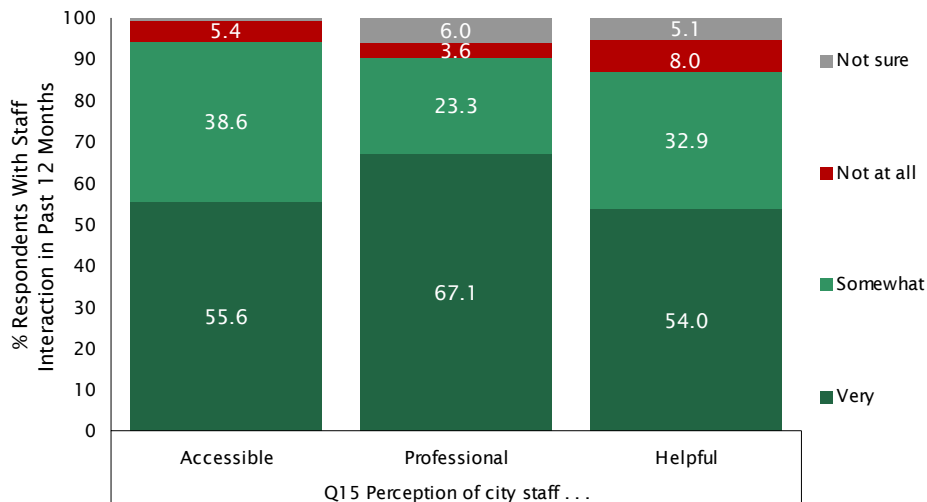
COMMUNICATION

The importance of city communication with residents cannot be over-stated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of Goleta's efforts to enhance the information flow *to* the City to better understand the community's concerns, perceptions, and needs. Some of Goleta's many efforts to communicate with its residents include its newsletters, timely press releases, and its website. In this section, we present the results of several communication-related questions.

SATISFACTION WITH COMMUNICATION   Question 16 asked Goleta residents to report their satisfaction with city-resident communication. Overall, 79% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (12%) or unsure of their opinion (9%).

Question 16   *Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, and other means?*

FIGURE 34 SATISFACTION WITH COMMUNICATION
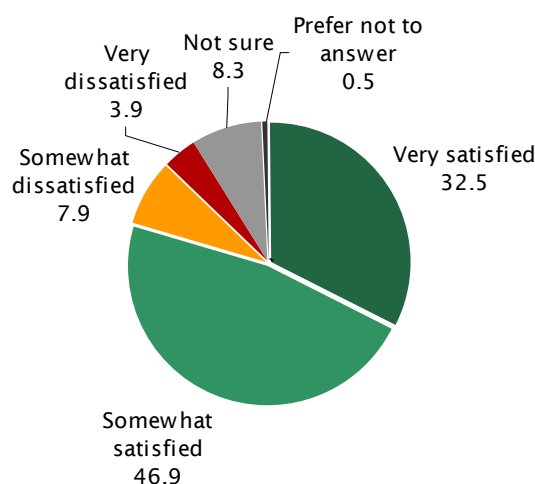
The next four figures display how satisfaction with the City's efforts to communicate with residents varied by years in Goleta, age, employment status, home ownership status, child in household, survey language, interest in serving on a citizen's committee or focus group, attention to city issues, decisions, and activities, whether respondents have volunteered or donated to a community cause in the past six months, satisfaction with the City's performance, contact with city staff in the past 12 months, whether they have visited the City's website or received communications from the City in the past 12 months, and quadrant of the City. Satisfaction with the City's communication efforts was widespread, with at least 75% of respondents in all but one subgroup reporting they were either very or somewhat satisfied.

As might be expected, residents dissatisfied with the City's overall performance also tended to be less satisfied with the City's communication efforts when compared with those who were gen-

erally satisfied with the City (91% vs. 67%). Nevertheless, it is striking that even among those dis-satisfied with the City's performance in general, two-thirds expressed that they were satisfied with the City's efforts to communicate with residents.

FIGURE 35 SATISFACTION WITH COMMUNICATION BY YEARS IN GOLETA & AGE
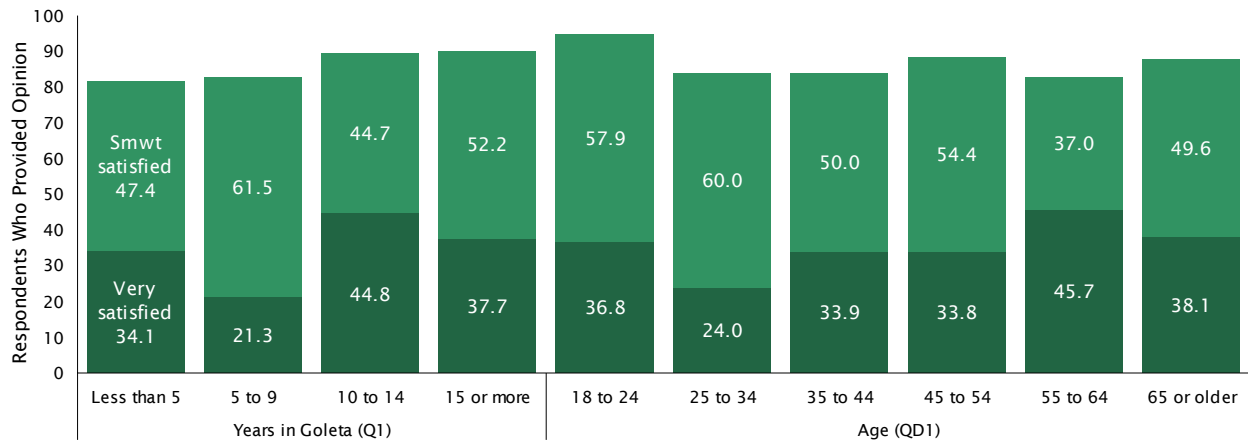
FIGURE 36 SATISFACTION WITH COMMUNICATION BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS, CHILD IN HSLD & SURVEY LANGUAGE
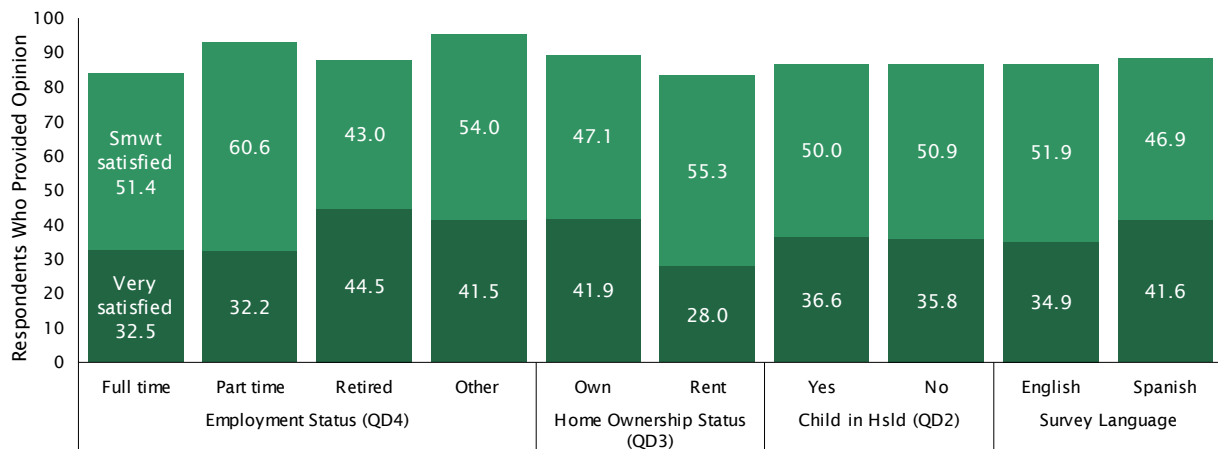
FIGURE 37 SATISFACTION WITH COMMUNICATION BY SATISFACTION WITH CITY, CONTACT WITH CITY STAFF IN PAST 12 MONTHS, VISITED WEBSITE OR RECEIVED INFO FROM CITY IN PAST 12 MONTHS & QUADRANT OF CITY
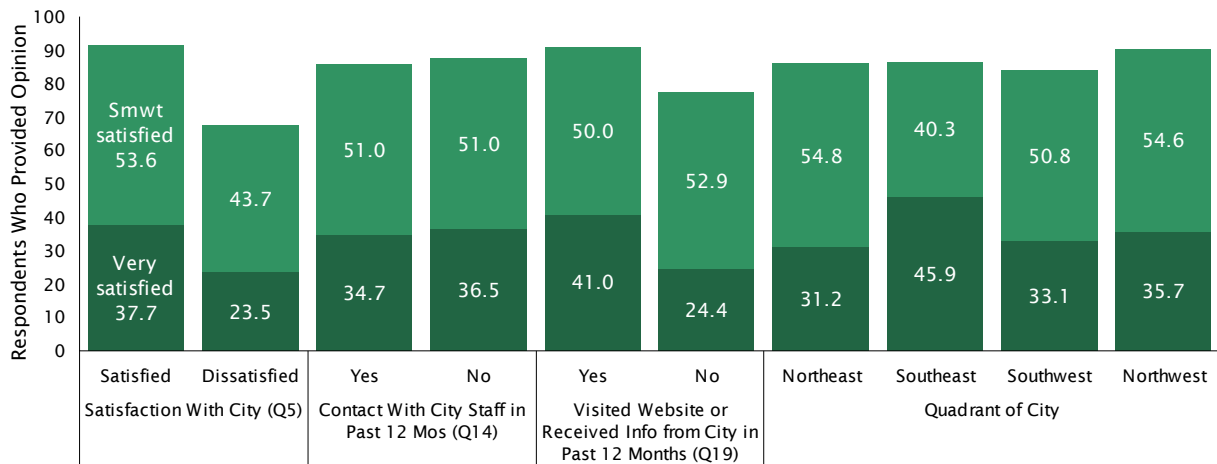
FIGURE 38 SATISFACTION WITH COMMUNICATION BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP, ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES & VOLUNTEERED DONATED TO COMMUNITY CAUSE
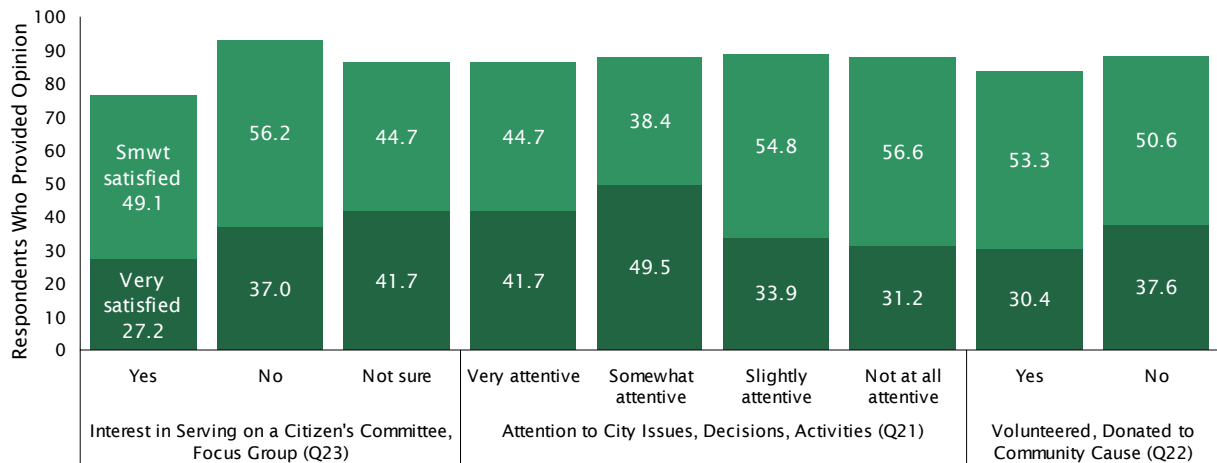
TOPICS OF INTEREST   Respondents were next asked if there was a particular topic or issue that they would like to receive more information about from the City. Three-in-ten residents (30%) answered Question 17 in the affirmative and would like more information (see Figure 39 on the next page). For the interested reader, figures 40 through 42 display the percentage of residents who desired additional information from the City by a variety of demographics.

Question 17 Is there a particular topic or issue that you'd like to receive more information about from the City?

FIGURE 39 DESIRE ADDITIONAL INFO FROM CITY
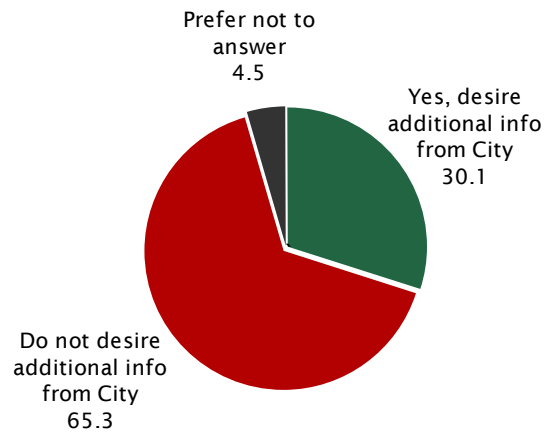
FIGURE 40 DESIRE ADDITIONAL INFO FROM CITY BY YEARS IN GOLETA, AGE & SATISFACTION WITH COMMUNICATION
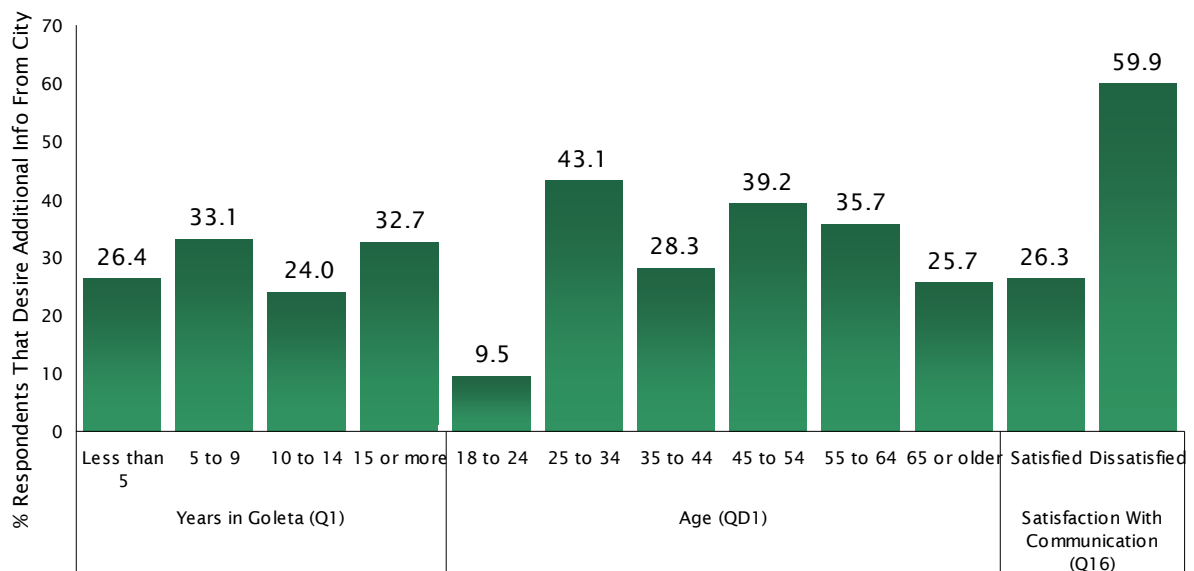
FIGURE 41 DESIRE ADDITIONAL INFO FROM CITY BY QUADRANT OF CITY, HOME OWNERSHIP STATUS, CHILD IN HSLD, GENDER & VISITED WEBSITE OR RECEIVED INFO FROM CITY IN PAST 12 MONTHS
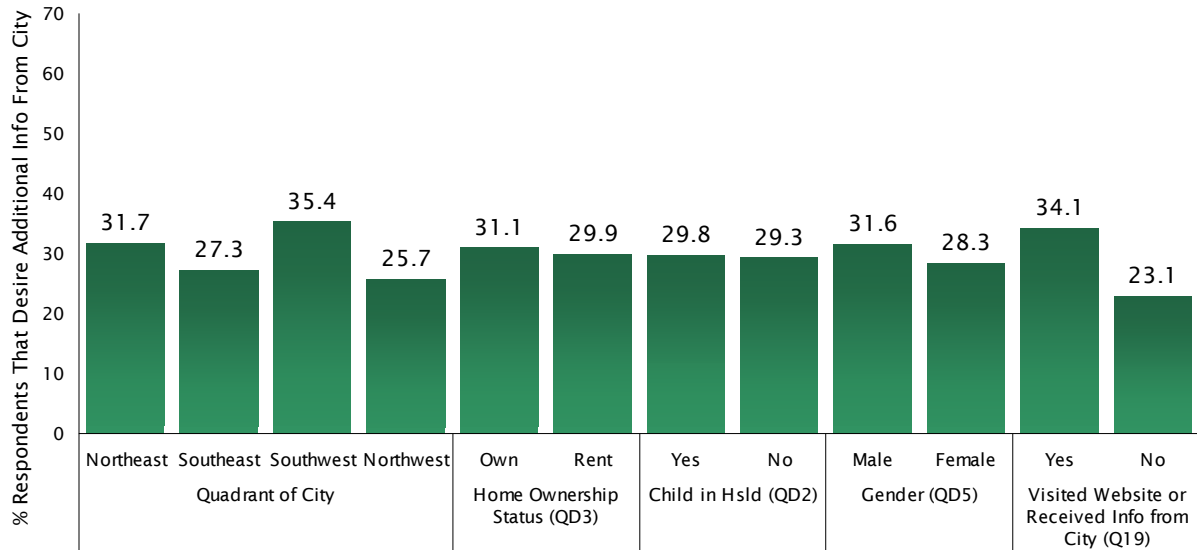
FIGURE 42 DESIRE ADDITIONAL INFO FROM CITY BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP, ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES & VOLUNTEERED DONATED TO COMMUNITY CAUSE
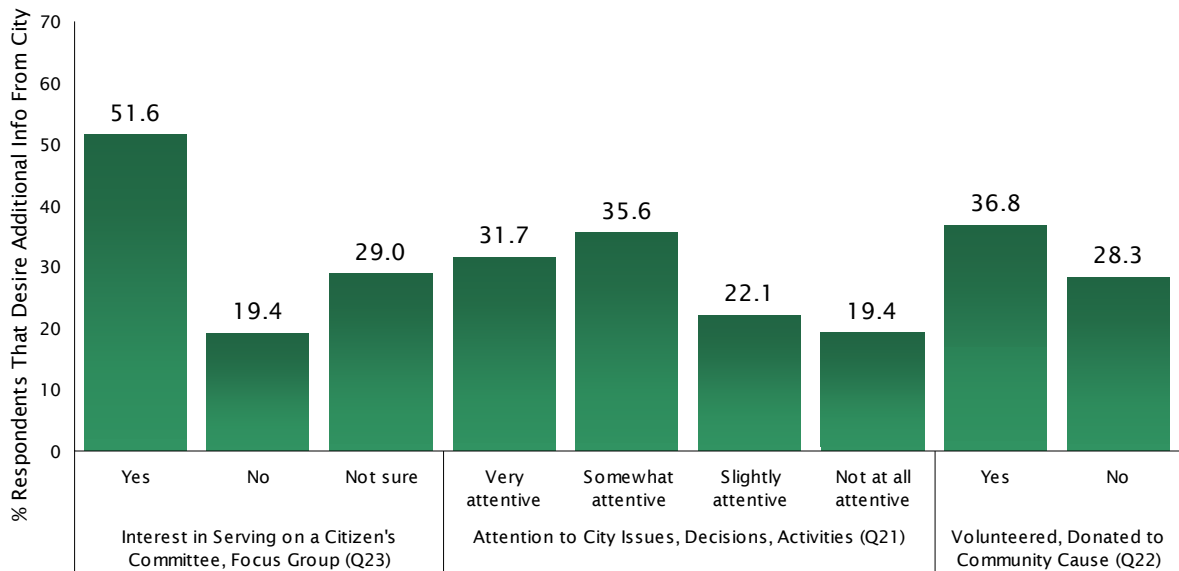
Residents who expressed interest in receiving additional information from the City were subsequently asked to describe the topic in which they were interested. Question 18 was posed in an open-ended manner, meaning that respondents were at liberty to mention any topic that came to mind without being prompted by or restricted to a particular list of topics. The verbatim responses were later reviewed by True North and grouped into the categories shown in Figure 43 on the next page. Respondents were allowed to mention more than one topic, so the percentage results shown in the figure indicate the percentage of respondents who mentioned each topic.

As shown in the figure, information about new construction, development, and city planning was the most commonly mentioned topic of interest (28%), followed by information on disaster preparedness and alerts (12%), traffic congestion and improvements (10%), and housing topics (10%).

Question 18 *Please briefly describe the topic [you desire more information about].*

FIGURE 43 ADDITIONAL INFORMATION TOPICS DESIRED
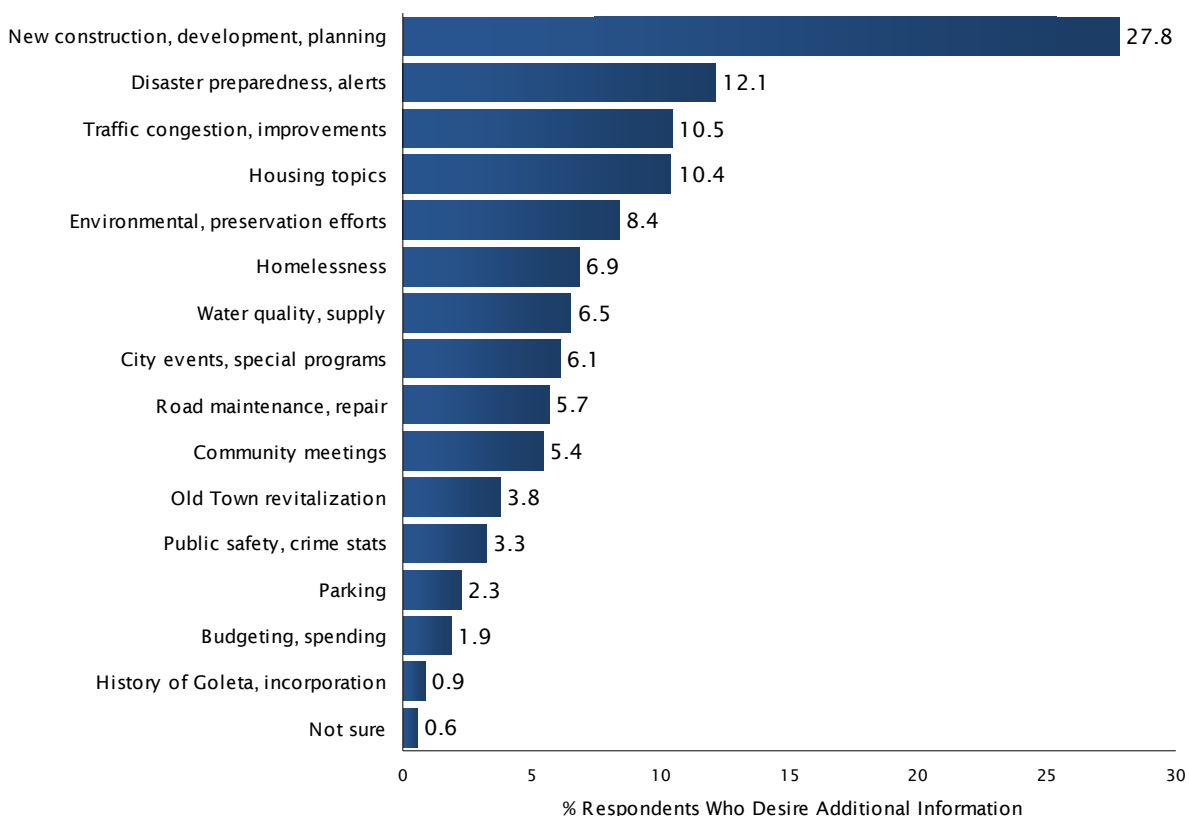
CITY WEBSITE & COMMUNICATIONS FROM CITY All respondents were next asked whether they had visited the City's website or received communications from the City during the 12 months prior to the interview. As shown in Figure 45 on the next page, close to two-thirds (65%) of residents reported that they had visited the City's website and/or recalled receiving communications from the City during this period.

Figures 45 through 47 show how responses to this question varied across a host of resident subgroups. The subgroups most likely to state that they had visited the City's website or received communications from the City were residents who have lived in the City less than five years, those 35 to 44 years of age, retirees, home owners, residents with at least one child in the home, female respondents, residents interested in or not sure about serving on a citizen's committee or focus group, those very attentive to city issues, decisions, and activities, and respondents who have recently volunteered or donated to a community cause.

Question 19 *In the past 12 months, have you visited the City's website or received communications from the City?*

FIGURE 44 VISITED CITY'S WEBSITE OR RECEIVED COMMUNICATIONS FROM CITY IN PAST 12 MONTHS
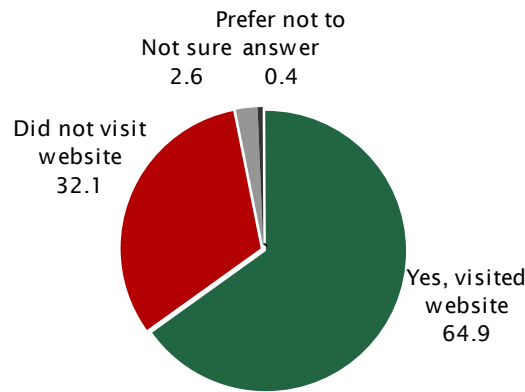
FIGURE 45 VISITED CITY'S WEBSITE OR RECEIVED COMMUNICATIONS FROM CITY IN PAST 12 MONTHS BY YEARS IN GOLETA & AGE
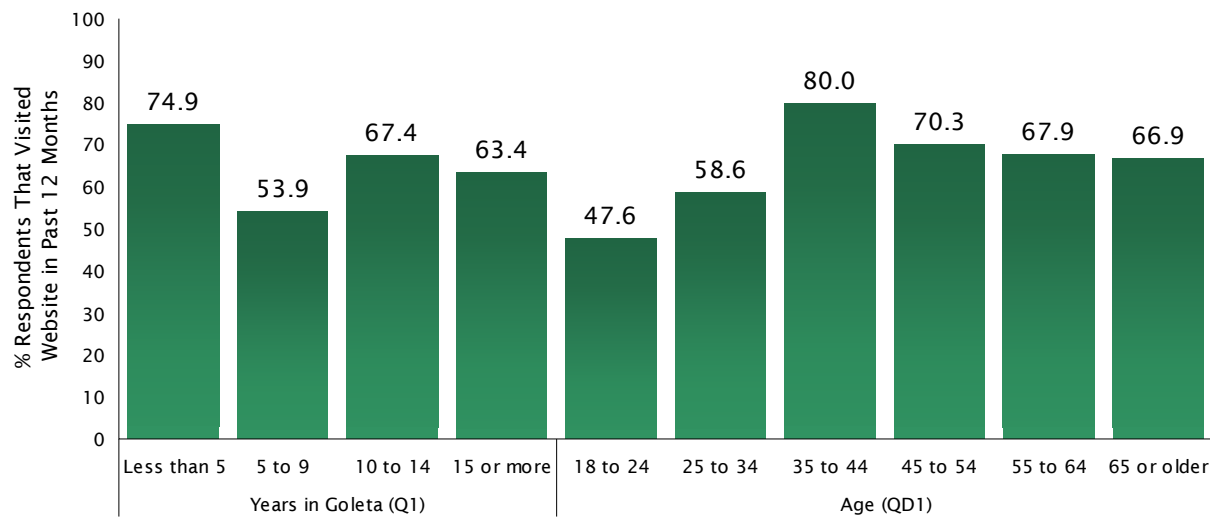
FIGURE 46 VISITED CITY'S WEBSITE OR RECEIVED COMMUNICATIONS FROM CITY IN PAST 12 MONTHS BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS, CHILD IN HSLD & GENDER
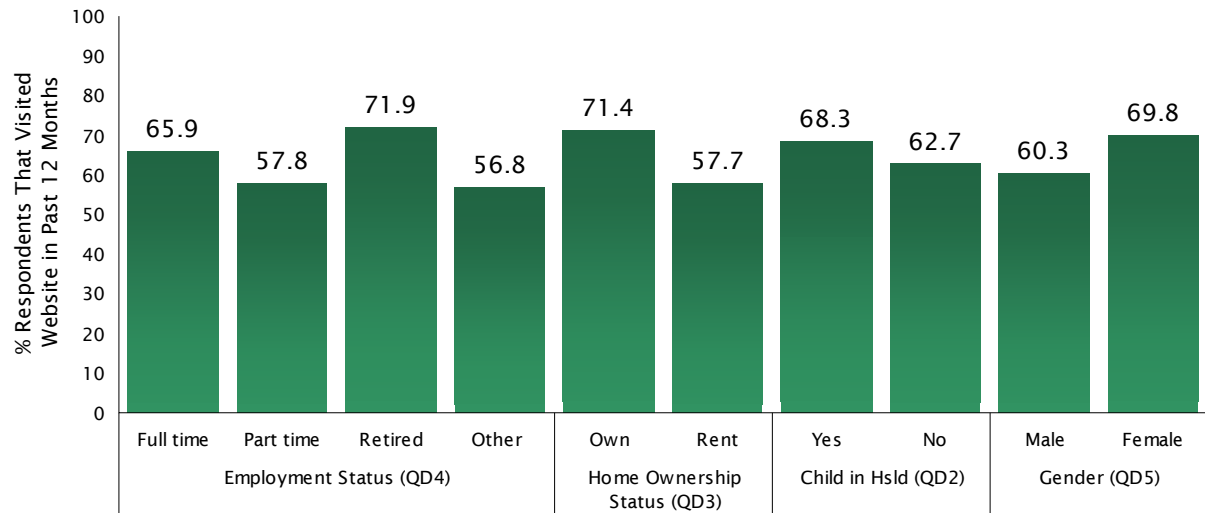
FIGURE 47 VISITED CITY'S WEBSITE OR RECEIVED COMMUNICATIONS FROM CITY IN PAST 12 MONTHS BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP, ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES & VOLUNTEERED DONATED TO COMMUNITY CAUSE
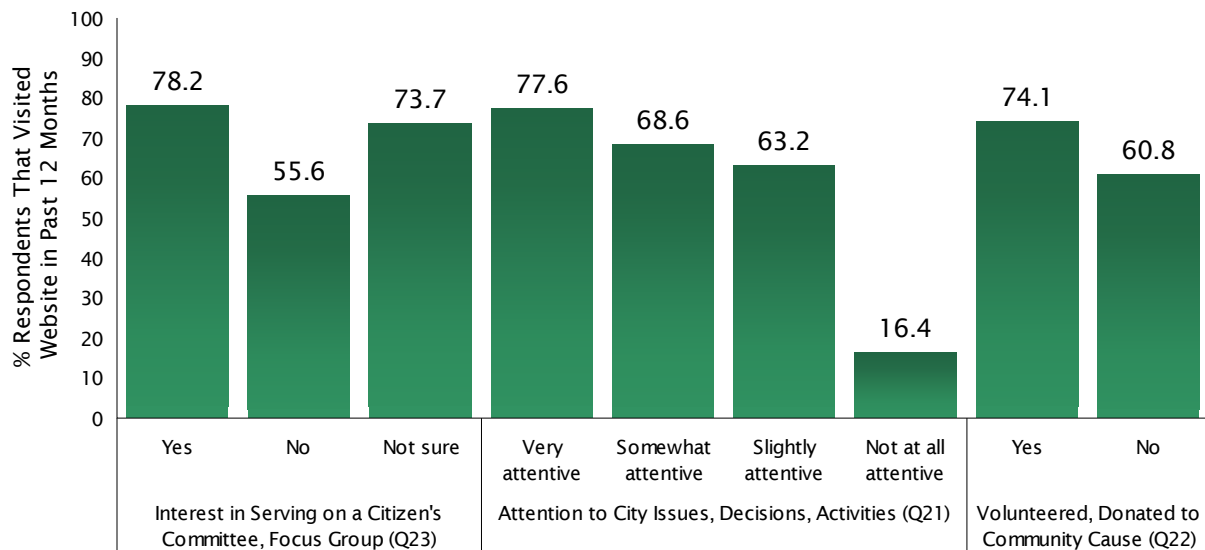
COMMUNICATION PREFERENCES   The final communication-related question presented residents with the methods shown to the left of Figure 48 on the next page and asked whether each would be an effective way for the City to communicate with them. Overall, respondents cited email and electronic newsletters as the most effective method (90% very or somewhat effective), followed by the City's website (85%), direct mail (79%), text messages (76%), and a smart phone app (75%). At the other end of the spectrum, fewer than half of respondents perceived the Government Access Channel (40%) and advertisements in local papers (46%) as effective ways for the City to communicate with them.

Question 20 *As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.*

FIGURE 48 EFFECTIVENESS OF COMMUNICATION EFFORTS
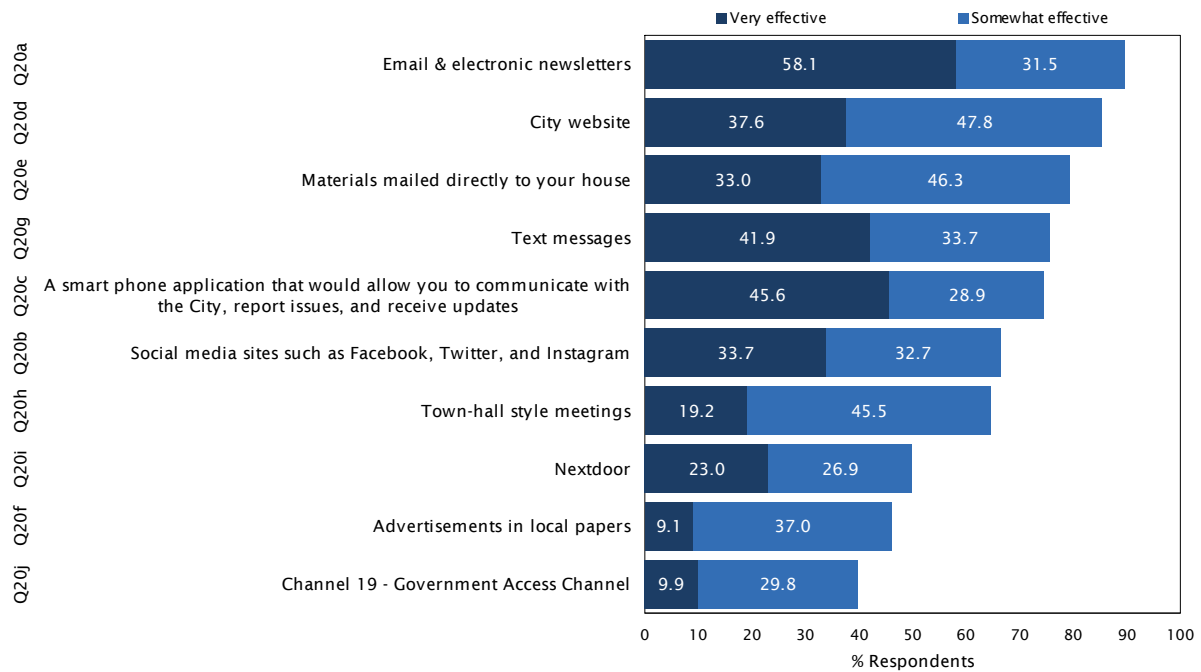
For the interested reader, the following tables display the percentage of respondents who perceived each proposed communication method as *very effective* by their overall satisfaction with the City's performance, age, length of residence, and presence of a child in the home, with the top three most effective methods within each subgroup highlighted green.

TABLE 13 EFFECTIVENESS OF COMMUNICATION EFFORTS BY SATISFACTION WITH CITY & AGE (SHOWING % VERY EFFECTIVE)

	Satisfaction With City (Q5)		Age (QD1)					
	Satisfied	Dissatisfied	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Email & electronic newsletters	60.2	45.2	47.6	62.1	65.0	51.4	63.1	58.8
Smart phone app to communicate with City, receive updates	48.4	37.4	57.1	48.3	40.0	48.6	45.2	39.2
Text messages	44.5	32.7	28.6	58.6	43.3	44.6	44.0	35.8
City website	39.4	34.9	38.1	36.2	36.7	35.1	41.7	37.2
Social media sites such as Facebook, Twitter, Instagram	36.9	16.8	61.9	44.8	46.7	23.0	20.2	12.2
Materials mailed directly to your house	33.6	25.2	28.6	34.5	35.0	18.9	27.4	50.0
Nextdoor	23.5	29.7	14.3	20.7	30.0	25.7	22.6	25.0
Town-hall style meetings	20.6	13.3	23.8	13.8	10.0	18.9	25.0	24.3
Channel 19 - Government Access Channel	10.8	5.2	9.5	6.9	6.7	8.1	10.7	16.9
Advertisements in local papers	9.1	10.0	4.8	13.8	3.3	6.8	8.3	16.2

TABLE 14 EFFECTIVENESS OF COMMUNICATION EFFORTS BY YEARS IN GOLETA & CHILD IN HSLD (SHOWING % VERY EFFECTIVE)

	Years in Goleta (Q1)				Child in Hsld (QD2)	
	Less than 5	5 to 9	10 to 14	15 or more	Yes	No
Email & electronic newsletters	53.9	57.5	61.0	59.3	61.7	55.2
Smart phone app to communicate with City, receive updates	42.9	43.1	54.2	45.9	48.8	44.0
Text messages	31.9	53.1	45.9	41.7	43.6	40.8
City website	38.4	39.2	44.5	35.2	35.4	39.7
Social media sites such as Facebook, Twitter, Instagram	41.5	36.6	29.4	30.4	39.4	31.6
Materials mailed directly to your house	23.4	21.4	27.0	43.2	28.9	35.5
Nextdoor	21.8	22.2	19.1	24.9	28.1	20.9
Town-hall style meetings	14.0	17.5	15.2	22.8	18.0	19.9
Channel 19 - Government Access Channel	7.2	8.0	10.0	11.9	7.8	10.8
Advertisements in local papers	7.6	5.1	2.1	13.0	9.3	9.1

CIVIC ENGAGEMENT & VOLUNTEERING

The last substantive section of the survey was designed to assess how engaged Goleta residents are in their local community, including how much attention they pay to the issues, decisions, and activities of city government, their history of volunteering and donating to local causes, and their interest in becoming more involved in the future through participating in a citizen's oversight committee or focus group.

ATTENTION PAID TO CITY GOVERNMENT The first question of this section asked respondents to rate how attentive they are to the issues, decisions, and activities of city government using a scale of very attentive, somewhat attentive, slightly attentive, or not at all attentive. Overall, 15% of respondents claimed to be very attentive to matters of city government, 51% somewhat attentive, and 27% slightly attentive. Another 6% of respondents confided they do not pay any attention to the activities of their city government (see Figure 49).

Question 21 *How much attention do you pay to the issues, decisions, and activities of your city government? Would you say that you are very attentive, somewhat attentive, slightly attentive, or not at all attentive?*

FIGURE 49 ATTENTIVENESS TO CITY ISSUES, DECISIONS, ACTIVITIES
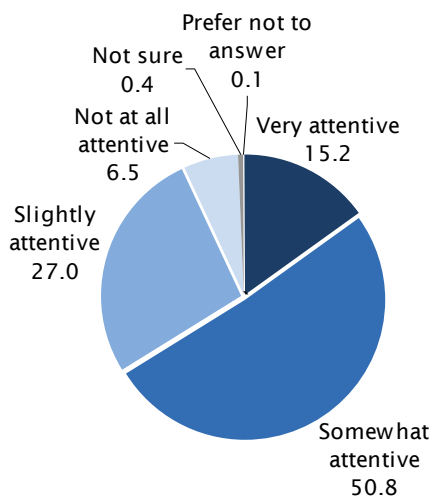
Figures 50 to 52 on the following pages display how attentiveness to city government differed across a variety of demographics. Long-time residents, those 55 years and older, retirees, home owners, residents in the northeast quadrant of the City, those with a recent history of volunteering or donating to community causes, and those who were interested in participating in a citizen's committee or focus group were among the most likely to describe themselves as being very or somewhat attentive to the issues, decisions, and activities of city government.

FIGURE 50 ATTENTIVENESS TO CITY ISSUES, DECISIONS, ACTIVITIES BY YEARS IN GOLETA & AGE
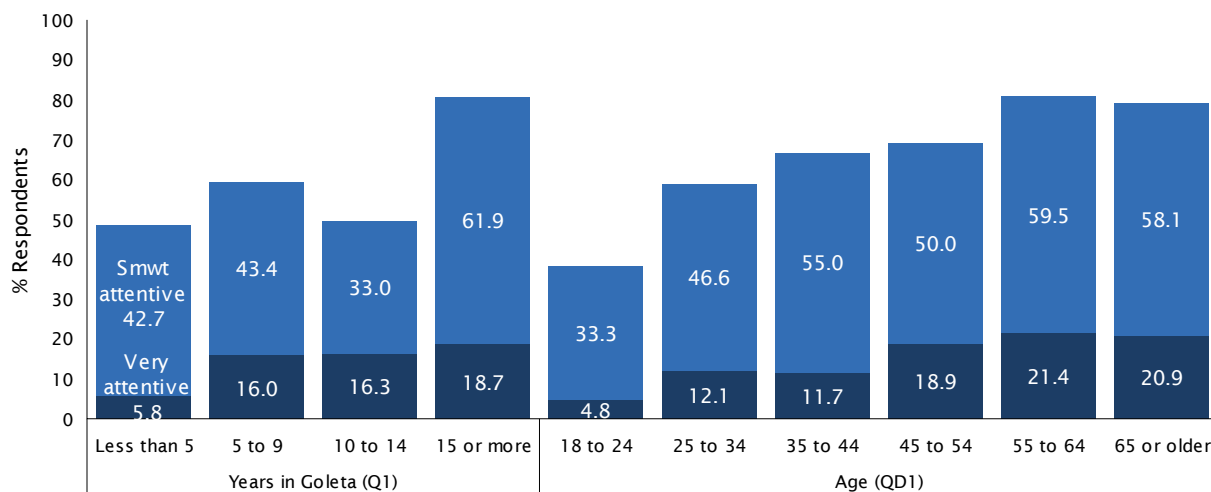
FIGURE 51 ATTENTIVENESS TO CITY ISSUES, DECISIONS, ACTIVITIES BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS, CHILD IN HSLD & GENDER
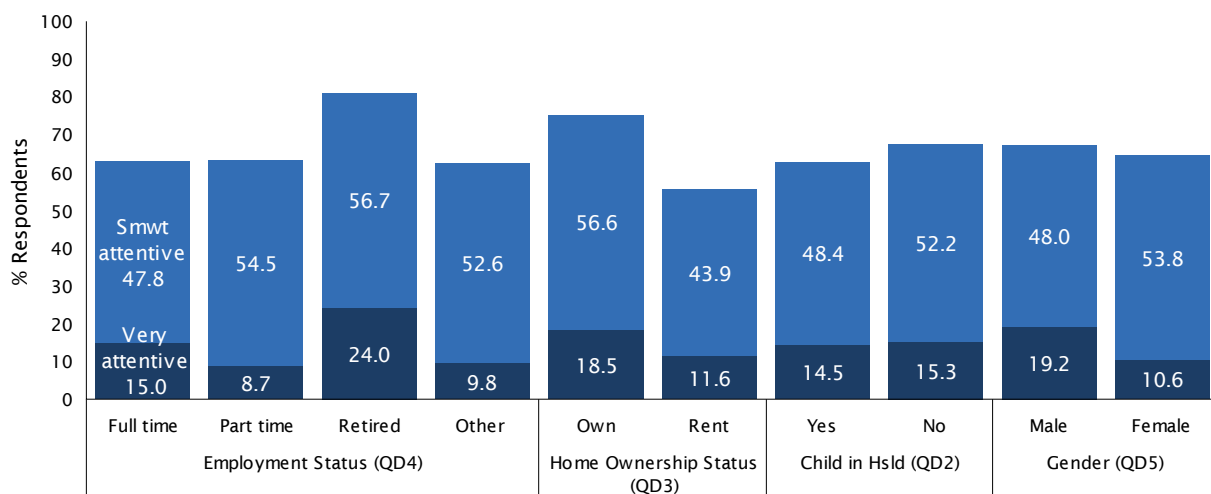
FIGURE 52 ATTENTIVENESS TO CITY ISSUES, DECISIONS, ACTIVITIES BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP, VOLUNTEERED DONATED TO COMMUNITY CAUSE, SATISFACTION WITH CITY & QUADRANT OF CITY
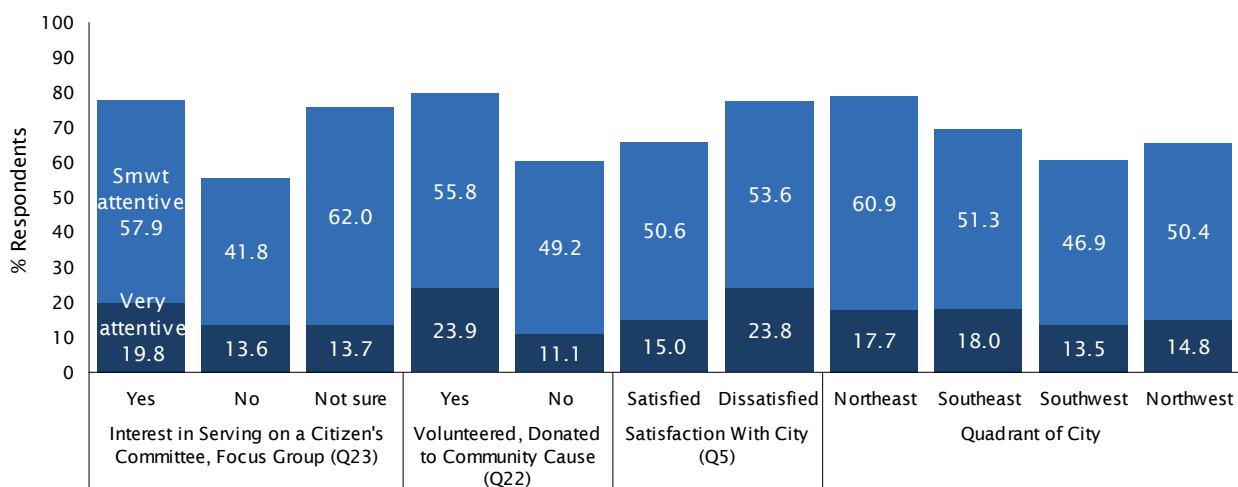
VOLUNTEERED OR DONATED TO COMMUNITY CAUSE   Residents were next asked whether they had volunteered or donated to a civic or community cause in Goleta in the six months prior to the interview. Just over three-in-ten residents (31%) had volunteered or donated to a community cause, 65% had not, and 4% were unsure or declined to state (Figure 53).

Question 22   *In the past six months, have you volunteered or donated to a civic or community cause in Goleta?*

FIGURE 53 VOLUNTEERED OR DONATED TO A CIVIC OR COMMUNITY CAUSE IN GOLETA IN PAST 6 MONTHS
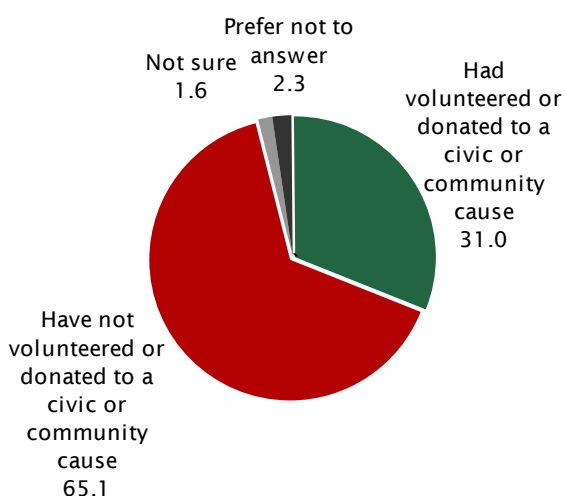
On the following pages, figures 54 through 56 show how the percentage of residents who had volunteered or donated to a civic or community cause in Goleta within the last six months varied across resident subgroups. The most striking pattern in the figures is the strong correlation between volunteering or donating to a civic or community cause and self-reported attentiveness to the decisions and activities of city government. Close to half (49%) of residents who described themselves as very attentive to the issues, decisions, and activities of city government had volunteered or donated to a civic or community cause in Goleta, compared with just 8% of those who proclaimed to be not at all attentive.

FIGURE 54 VOLUNTEERED OR DONATED TO A CIVIC OR COMMUNITY CAUSE IN GOLETA IN PAST 6 MONTHS BY YEARS IN GOLETA & AGE
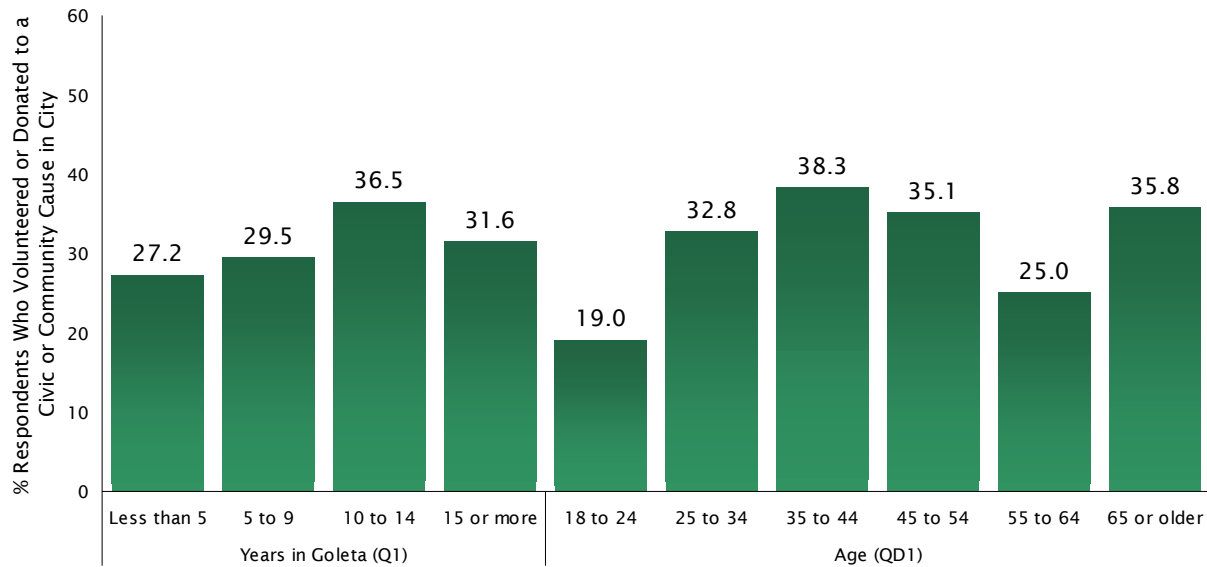
FIGURE 55 VOLUNTEERED OR DONATED TO A CIVIC OR COMMUNITY CAUSE IN GOLETA IN PAST 6 MONTHS BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS, CHILD IN HSLD & GENDER
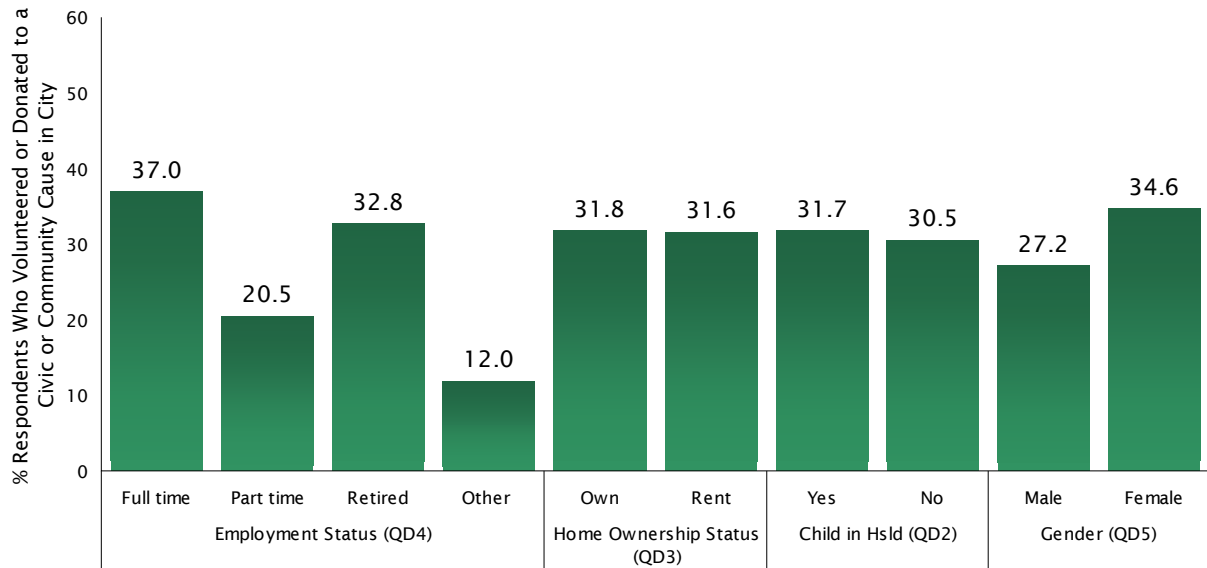
FIGURE 56 VOLUNTEERED OR DONATED TO A CIVIC OR COMMUNITY CAUSE IN GOLETA IN PAST 6 MONTHS BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP & ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES
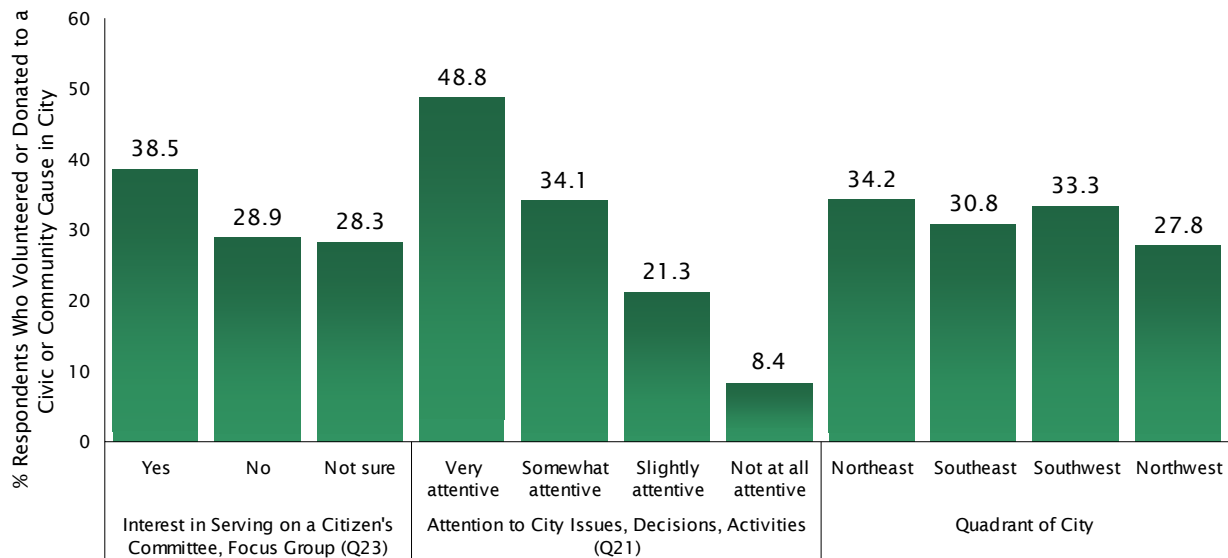
INTEREST IN BECOMING MORE INVOLVED   Continuing on the topic of civic engagement and volunteering, respondents were next presented with the opportunity to become more involved in the activities and decisions of the City of Goleta. More specifically, residents were asked whether they would be interested in serving on a citizen's committee or participating in a two-hour focus group about important topics. As shown in Figure 57, more than a quarter (27%) of residents expressed interest in becoming more involved by serving on a citizen's committee or participating in a focus group.

Question 23   *Would you be interested in being more involved in the activities and decisions of the City of Goleta by serving on a citizen's committee or participating in a two-hour focus group about important topics?*

FIGURE 57 INTEREST IN SERVING ON A COMMITTEE, FOCUS GROUP
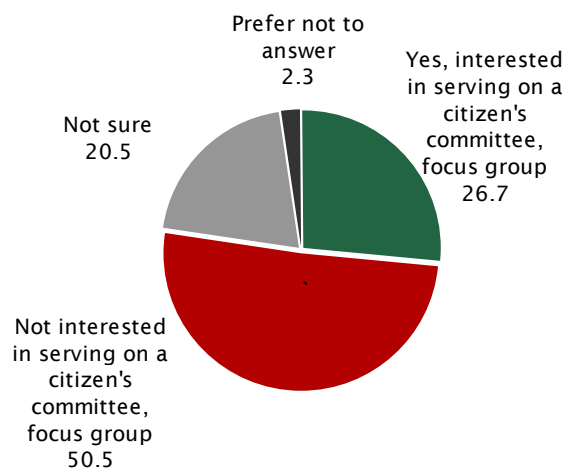
Figures 58 to 60 display the percentage of respondents interested in serving in a citizen's committee or focus group by a variety of demographics. Respondents who have lived in Goleta fewer than 10 years, residents 25 to 34 years of age or 45 to 64 years of age, employed residents, male respondents, those very or somewhat attentive to city government, and those who have volunteered or donated to a community cause within the past six months were more likely than their subgroup counterparts to express interest in serving on a citizen's committee or focus group.

FIGURE 58 INTEREST IN SERVING ON A COMMITTEE, FOCUS GROUP BY YEARS IN GOLETA & AGE
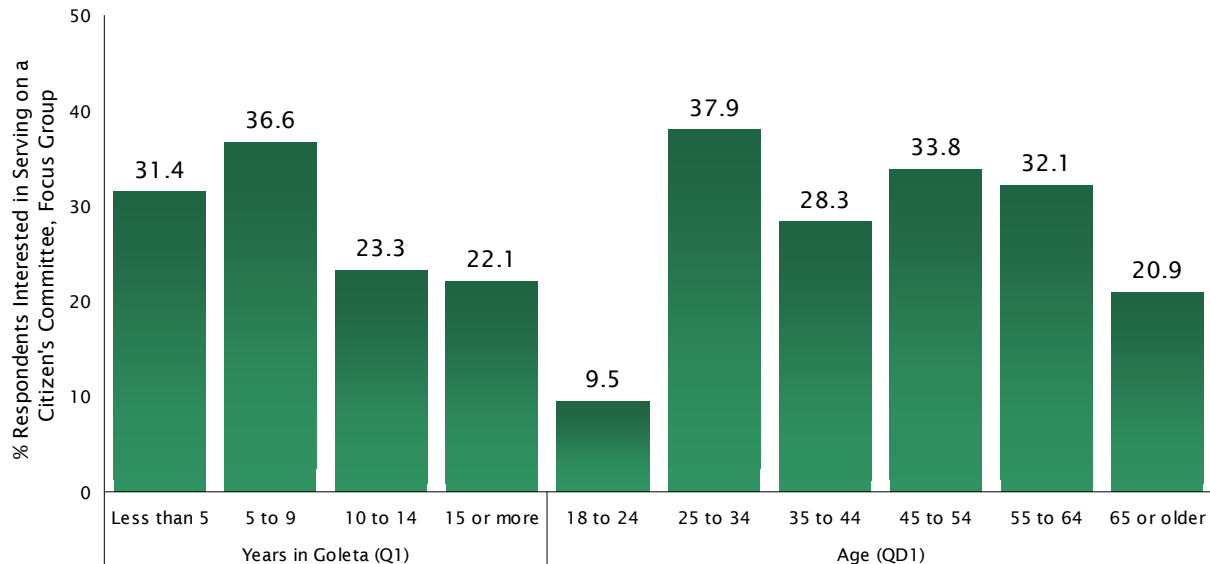
FIGURE 59 INTEREST IN SERVING ON A COMMITTEE, FOCUS GROUP BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS, CHILD IN HSLD & GENDER
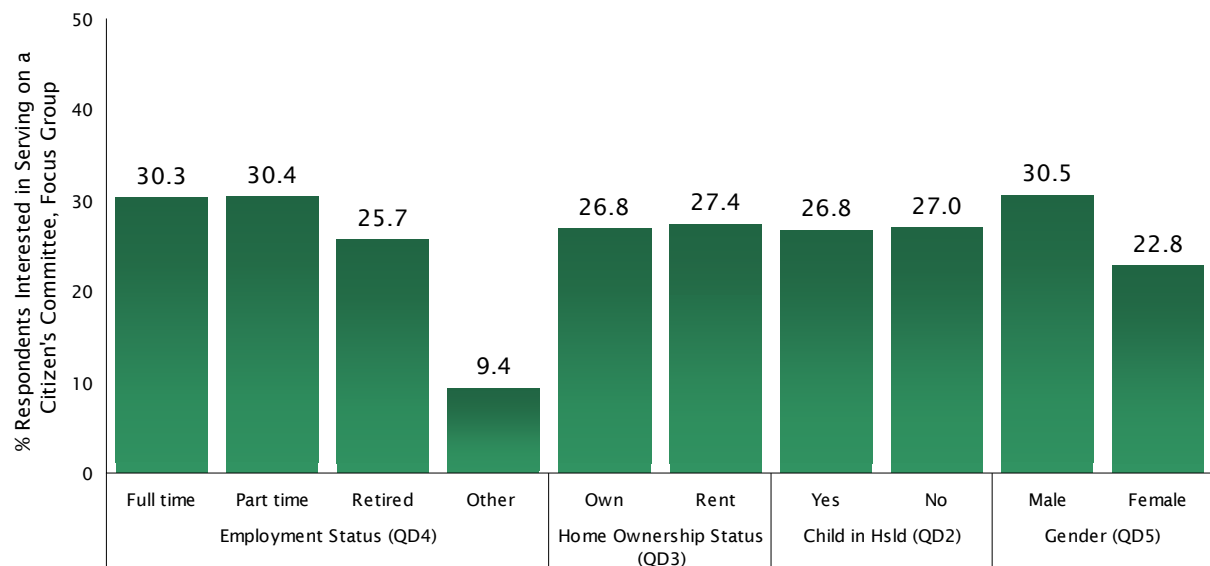
FIGURE 60 INTEREST IN SERVING ON A COMMITTEE, FOCUS GROUP BY ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES, VOLUNTEERED DONATED TO COMMUNITY CAUSE, & QUADRANT OF CITY
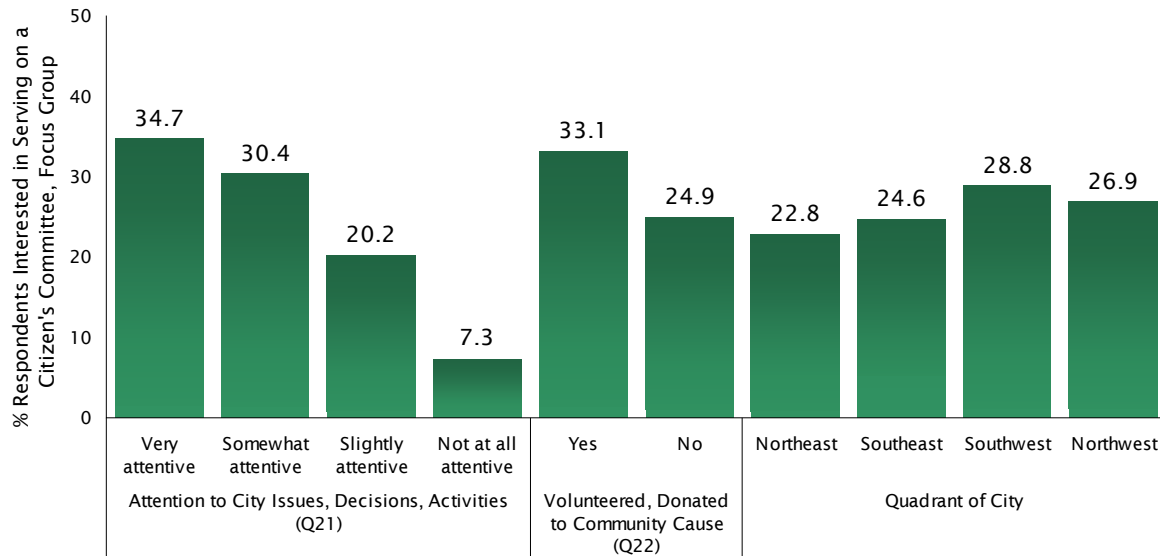
MAYORAL TERM LIMIT   For the first time this November, voters will have the opportunity to elect a Mayor for the City of Goleta. The final substantive question of the survey asked respondents whether the Mayor should serve a 2-year term or a 4-year term similar to members of the Goleta City Council. As shown in Figure 61, responses were almost evenly split, with 49% favoring a 4-year mayoral term and 44% preferring a 2-year term. An additional 8% of respondents were unsure or preferred not to answer.

Question 24   *Members of the Goleta City Council currently serve a 4-year term. For the first time this November, voters will have the opportunity to elect a Mayor for the City of Goleta. In your opinion, should the Mayor serve a 2-year term, or a 4-year term?*

FIGURE 61 MAYOR TERM LIMIT PREFERENCE
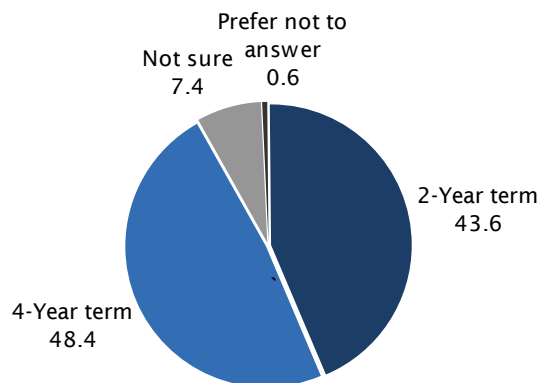
Figures 62 through 64 display how residents' opinions about the Mayor's term limit varied by years in Goleta, age, employment status, home ownership status, child in household, survey language, interest in serving on a citizen's committee or focus group, attention to city issues, decisions, and activities, and whether respondents have volunteered or donated to a community cause in the past six months.

FIGURE 62 MAYOR TERM LIMIT PREFERENCE BY YEARS IN GOLETA & AGE
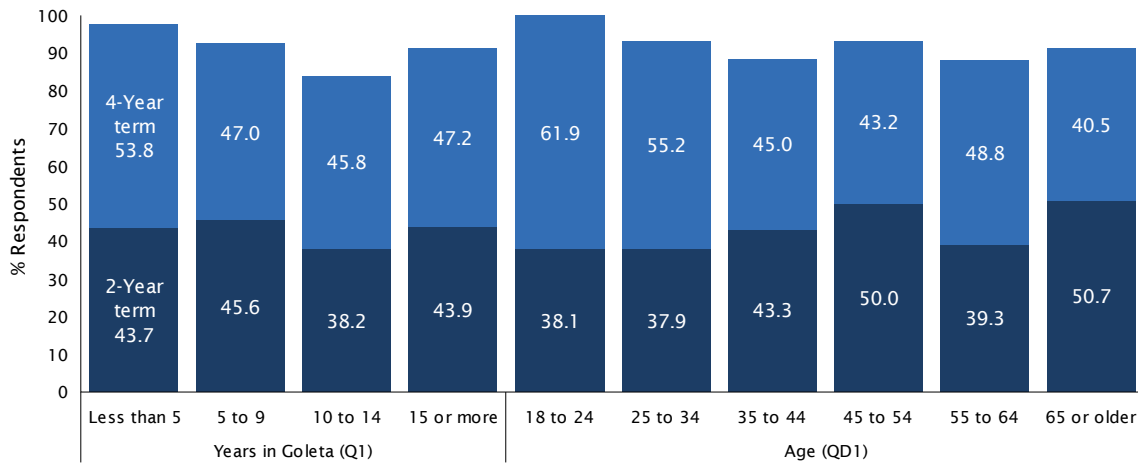
FIGURE 63 MAYOR TERM LIMIT PREFERENCE BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS, CHILD IN HSLD & SURVEY LANGUAGE
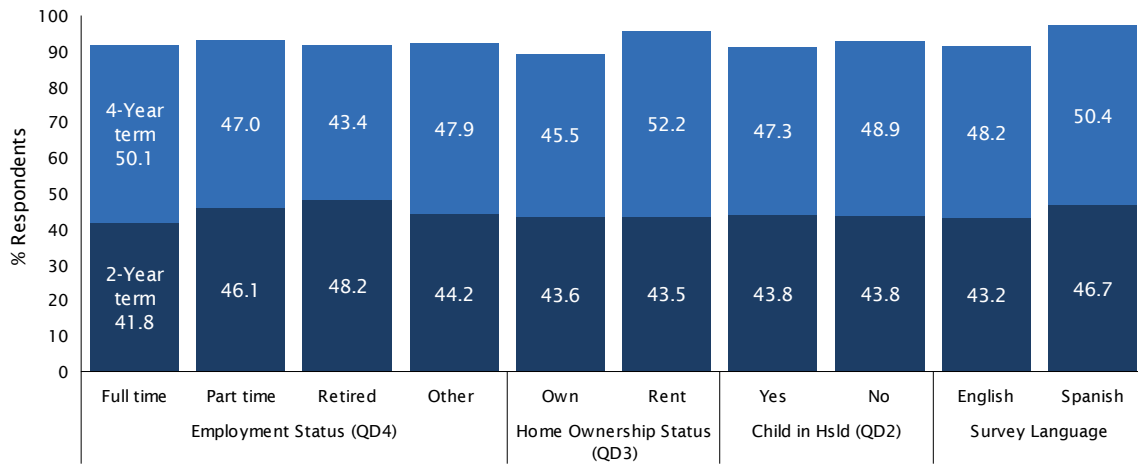
FIGURE 64 MAYOR TERM LIMIT PREFERENCE BY INTEREST IN SERVING ON A CITIZEN'S COMMITTEE, FOCUS GROUP, ATTENTION TO CITY ISSUES, DECISIONS, ACTIVITIES & VOLUNTEERED DONATED TO COMMUNITY CAUSE
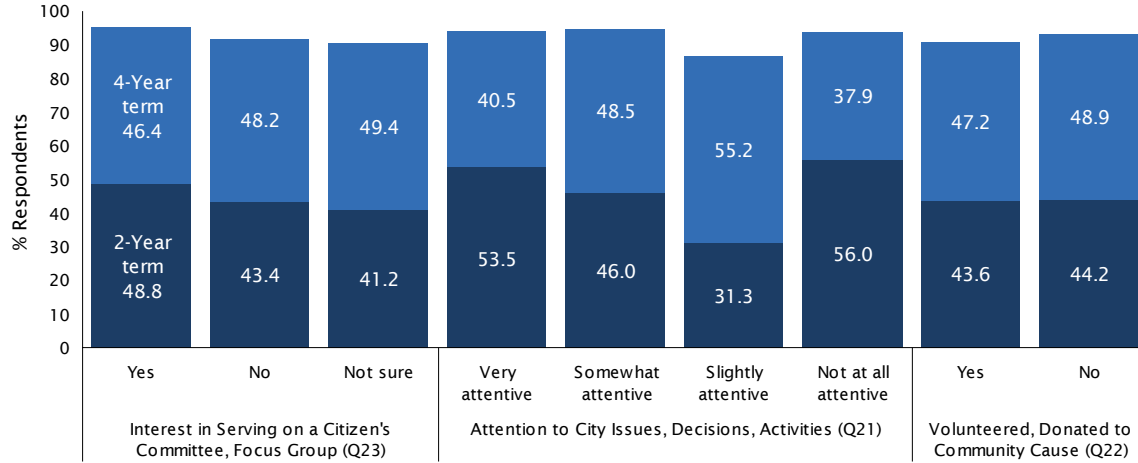
FIGURE 65 MAYOR TERM LIMIT PREFERENCE BY QUADRANT OF CITY
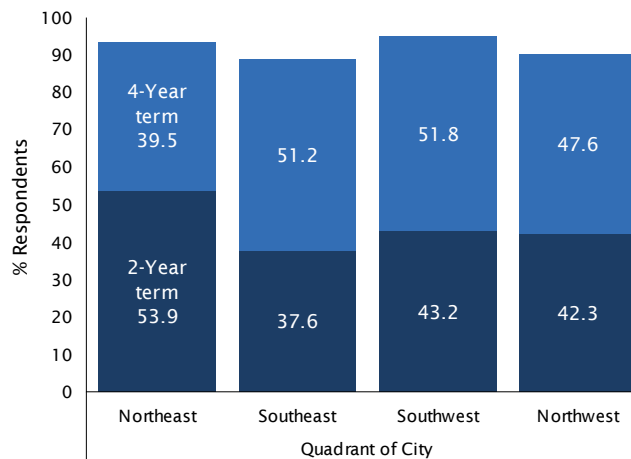
BACKGROUND & DEMOGRAPHICS

TABLE 15 DEMOGRAPHICS OF SAMPLE

Total Respondents	*451*
Years in Goleta (Q1)	
Less than 5	23.4
5 to 9	15.9
10 to 14	12.1
15 or more	48.3
Prefer not to answer	0.3
Age (QD1)	
18 to 24	15.7
25 to 34	17.0
35 to 44	15.0
45 to 54	16.3
55 to 64	15.2
65 or older	19.4
Prefer not to answer	1.3
Child in Hsld (QD2)	
Yes	31.2
No	66.2
Prefer not to answer	2.6
Home Ownership Status (QD3)	
Own	57.1
Rent	39.9
Prefer not to answer	3.0
Employment Status (QD4)	
Full time	57.1
Part time	12.0
Retired	18.4
Other	10.8
Prefer not to answer	1.7
Gender	
Male	51.3
Female	48.3
Prefer not to answer	0.4
Survey Language	
English	90.1
Spanish	9.9
Quadrant of City	
Northeast	13.9
Southeast	13.5
Southwest	34.7
Northwest	37.9

Table 15 presents the key demographic information collected during the survey. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, and ensure that the resulting sample matched the profile of Goleta's adult population on key characteristics.

METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT   The questionnaire used in this study was developed by Dr. McLarney of True North Research based on input received from meetings and discussions with city staff, as well as extensive information gathered during a series of executive interviews that were held with individual council members and community leaders at the very outset of the project. The questionnaire was designed to cover the topics of interest while avoiding the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who had been in contact with city staff in the past 12 months (Question 14) were asked to rate aspects of their experience with staff (Question 15). The questionnaire included with this report (see *Questionnaire & Toplines* on page 60) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & TRANSLATION   Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

SAMPLE, RECRUITING & DATA COLLECTION   A comprehensive database of Goleta households was utilized for this study, ensuring that all households in Goleta had the opportunity to participate in the survey. Households were recruited to participate in the survey through multiple recruiting methods. Using a combination of mailed and emailed invitations, a random selection of households were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each household was assigned a unique passcode to ensure that only Goleta residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of households throughout the City that had yet to participate in the online survey as a result of the emailed or mailed invitation.

Telephone interviews averaged 18 minutes in length and were conducted during weekday eve-
nings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during
the day on weekdays because most working adults are unavailable and thus calling during those
hours would bias the sample. A total of 451 completed surveys (406 English and 45 Spanish)
were gathered online and by telephone between July 26 and August 13, 2018.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to esti-
mate the opinions of all adult residents of the City. Because not every adult resident of the City
participated in the survey, however, the results have what is known as a statistical margin of
error due to sampling. The margin of error refers to the difference between what was found in
the survey of 451 adult residents for a particular question and what would have been found if all
of the estimated 24,238 adult residents[4] had been interviewed.

Figure 66 provides a plot of the *maximum* margin of error in this study. The maximum margin of
error for a dichotomous percentage result occurs when the answers are evenly split such that
50% provide one response and 50% provide the alternative response. For this survey, the maxi-
mum margin of error is ± 4.57% for questions answered by all 451 respondents.

FIGURE 66 MAXIMUM MARGIN OF ERROR
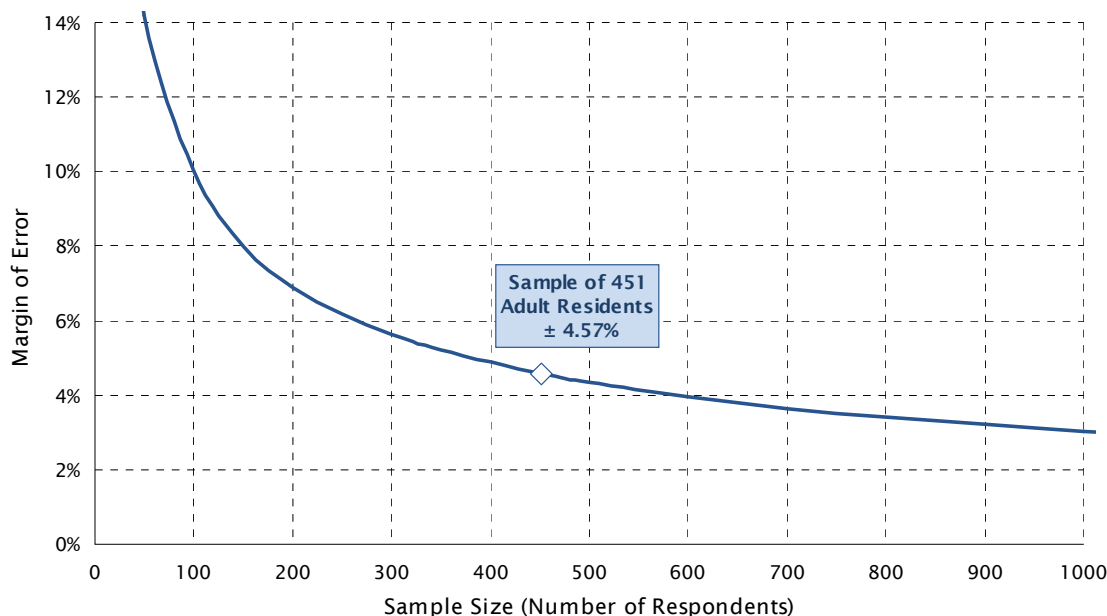
Within this report, figures and tables show how responses to certain questions varied by demo-
graphic characteristics such as length of residence and age of the respondent. Figure 66 is thus
useful for understanding how the maximum margin of error for a percentage estimate will grow
as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the
margin of error grows exponentially as the sample size decreases, the reader should use caution
when generalizing and interpreting the results for small subgroups.

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4. Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.

DATA PROCESSING & WEIGHTING   Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by age according to Census estimates.

ROUNDING   Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

Section 1: Introduction to Study
Hi, may I please speak to _____? Hi, my name is _____ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in Goleta (Go-LEE-tuh) and we would like to get your opinions.
If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation. *If needed:* The survey should take about 14 minutes to complete. *If needed:* If now is not a convenient time, can you let me know a better time so I can call back? *If needed:* Your responses to the survey will be confidential.

Section 2: Quality of Life
To begin, I'd like to ask you a few questions about what it is like to live in Goleta.

Q1	How long have you lived in the City of Goleta?	
1	Less than 1 year	3%
2	1 to 4 years	21%
3	5 to 9 years	16%
4	10 to 14 years	12%
5	15 years or longer	48%
99	Prefer not to answer	0%

Q2 How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?

	Randomize A-D, always ask E last	Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
A	Goleta as a place to live	44%	42%	11%	1%	1%	0%	0%
B	Goleta as a place to raise a family	44%	38%	8%	3%	1%	6%	1%
C	Goleta as a place to retire	32%	33%	15%	7%	1%	11%	0%
D	Goleta as a place to work	23%	45%	19%	1%	1%	8%	1%
E	The overall quality of life in Goleta	35%	51%	11%	1%	1%	1%	0%

Q3	What do you like most about Goleta that the city government should make sure to <u>preserve</u> in the future? Verbatim responses recorded and later grouped into categories shown below.	
	Open space areas, nature preserves	41%
	Small town, rural atmosphere	16%
	Parks, recreation areas	14%
	Beaches, ocean	12%
	Not sure, can't think of anything specific	9%
	Public safety, low crime	6%
	Minimal traffic congestion	5%
	Restaurants, shopping, small businesses	4%
	Environment, weather	4%
	Old Town, historic buildings	3%
	Agriculture, farms	3%
	Infrastructure, streets, sidewalks	2%
	Affordable housing	2%
	Good schools	2%
	Free, accessible parking	2%
	Everything, preserve it as-is	2%
	Clean, well-maintained city	1%
	Quality of life	1%
	Public library	1%
Q4	If the city government could change one thing to make Goleta a better place to live, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Preserve open spaces, limit growth, development	20%
	Provide more affordable housing	16%
	Reduce traffic congestion	12%
	Improve, maintain infrastructure, roads, sidewalks	10%
	Not sure, can't think of any	7%
	No changes needed, everything is okay	5%
	Beautify, maintain Old Town	4%
	Clean, beautify beaches, ocean, parks, public areas	4%
	Improve, provide more public transportation	3%
	Reduce taxes, fees	3%
	Better planning, development	3%

Improve economy, jobs, business	3%
Improve bike lane, sidewalk safety, accessibility	3%
Address homeless issues	2%
Enforce city laws	2%
Provide more events, entertainment for different ages	2%
Address parking issues	2%
Attract more restaurants, stores	2%
Improve, protect water supply	2%
Add more parks, rec facilities	2%
Improve budgeting, spending	1%
Improve public safety	1%
Improve disaster preparedness, alerts	1%

Section 3: City Services

Next, I would like to ask a series of questions about services provided by the City of Goleta.

Q5	Generally speaking, are you satisfied or dissatisfied with the job the City of Goleta is doing to provide city services? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?	
	1	Very satisfied	31%
	2	Somewhat satisfied	51%
	3	Somewhat dissatisfied	7%
	4	Very dissatisfied	3%
	98	Not sure	7%
	99	Prefer not to answer	0%

Q6	For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.

	Randomize.	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Providing police and crime prevention services	45%	43%	10%	2%	0%	0%
B	Providing fire protection and prevention services	65%	31%	3%	0%	0%	0%
C	Maintaining city streets and roads	43%	50%	6%	0%	0%	0%
D	Managing traffic congestion in the city	46%	37%	14%	3%	0%	0%
E	Providing trash and recycling services	40%	48%	9%	2%	0%	0%

		Very Satisfied / Very Important	Somewhat	Somewhat Dissat. / Not too	Very Dissat. / Not at all	Not sure	Prefer not to answer
F	Providing animal control services	15%	39%	37%	6%	2%	0%
G	Managing growth and development	45%	38%	14%	2%	0%	0%
H	Providing recreation programs for all ages	24%	38%	32%	5%	1%	0%
I	Maintaining parks and recreation areas	46%	41%	11%	1%	0%	0%
J	Providing cultural and performing arts	17%	29%	42%	11%	1%	0%
K	Preserving and protecting open space	54%	32%	12%	1%	0%	0%
L	Promoting economic development for a healthy business community	29%	44%	23%	4%	0%	0%
M	Providing library services	26%	44%	25%	4%	1%	0%
N	Keeping public buildings and facilities clean and attractive	25%	48%	24%	2%	0%	0%
O	Sponsoring special community events like summer concerts in the park and holiday celebrations	18%	33%	39%	9%	1%	0%
P	Preserving community character and appearance through building and planning permits, inspections and code enforcement	26%	38%	26%	9%	2%	0%
Q	Addressing homelessness	36%	38%	21%	3%	1%	1%
R	Promoting tourism	8%	21%	43%	27%	2%	0%
S	Promoting environmental sustainability	41%	38%	17%	3%	1%	0%

Q7	For the same list of services, I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? *Get answer. If 'satisfied' or 'dissatisfied', then ask*: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?						

	Randomize.	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide police and crime prevention services	48%	40%	4%	2%	5%	1%
B	Provide fire protection and prevention services	64%	27%	3%	1%	4%	1%
C	Maintain city streets and roads	23%	44%	21%	9%	1%	1%
D	Manage traffic congestion in the city	15%	35%	25%	18%	4%	2%
E	Provide trash and recycling services	53%	33%	5%	1%	6%	1%
F	Provide animal control services	31%	42%	5%	1%	19%	2%
G	Manage growth and development	16%	36%	17%	22%	8%	1%
H	Provide recreation programs for all ages	25%	39%	15%	3%	16%	2%
I	Maintain parks and recreation areas	37%	45%	11%	2%	4%	1%
J	Provide cultural and performing arts	19%	38%	18%	2%	20%	2%
K	Preserve and protect open space	26%	41%	16%	10%	5%	2%

L	Promote economic development for a healthy business community	21%	45%	12%	5%	15%	2%
M	Provide library services	45%	38%	5%	1%	10%	2%
N	Keep public buildings and facilities clean and attractive	33%	44%	11%	3%	8%	1%
O	Sponsor special community events like summer concerts in the park and holiday celebrations	32%	41%	11%	2%	12%	2%
P	Preserve community character and appearance through building and planning permits, inspections and code enforcement	24%	37%	18%	8%	10%	2%
Q	Address homelessness	9%	31%	29%	16%	14%	1%
R	Promote tourism	20%	36%	9%	3%	27%	5%
S	Promote environmental sustainability	20%	49%	13%	5%	12%	2%

Section 4: Old Town Goleta			
Q8	How often do you visit Old Town Goleta?		
	1	6-7 days per week	14%
	2	1-5 days per week	35%
	3	1-3 times per month	31%
	4	Once every few months	10%
	5	A few times per year	5%
	6	I never visit Old Town	4%
	99	Prefer not to answer	1%
Q9	Please indicate whether the following statements about Old Town Goleta are true for you.		

	Randomize	Yes, True	No, False	Prefer not to answer
A	I live there	11%	88%	1%
B	I work there	10%	89%	1%
C	I go there to shop, dine, or use services	82%	17%	0%
D	I visit friends and family there	20%	79%	1%
E	I recreate there	19%	79%	2%

Q10		In general, how would you rate the appearance of Old Town? Would you say it is excellent, good, fair, poor or very poor?	
	1	Excellent	3%
	2	Good	17%
	3	Fair	36%
	4	Poor	28%
	5	Very poor	15%
	98	Not sure	0%
	99	Prefer not to answer	0%
Q11		In your opinion, are there areas in Old Town that are run-down and need to be upgraded?	
	1	Yes	89%
	2	No	8%
	99	Prefer not to answer	3%

Q12	As I read the following list of changes that could be made to Old Town, please indicate whether you support or oppose this type of change. Here is the (first/next) one: _____. Do you support or oppose this type of change for Old Town, or do you have no opinion? *Get answer, then ask*: Would that be strongly (support/oppose) or somewhat (support/oppose)?						
	Randomize	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A	Improving the availability of parking	52%	35%	3%	2%	7%	1%
B	Limiting parking to a two-hour maximum, which will make more parking available	27%	33%	15%	14%	10%	0%
C	Making it more pedestrian and bike-friendly	54%	30%	7%	4%	4%	0%
D	Attracting new businesses and retail stores	46%	38%	7%	5%	4%	0%
E	Upgrading the appearance of older, outdated buildings while keeping with the 'Old Town' feel	61%	28%	4%	3%	3%	0%

	Section 5: Priorities
	The City of Goleta has limited financial resources to provide local services, programs and projects desired by residents. Because it can't fund *every* service, program and project, the City must set priorities.
Q13	As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities. Here is the (first/next) one: _____. Should this item be a high, medium or low priority for the City – or should the City not spend any money on this item?

	Randomize	High Priority	Medium Priority	Low Priority	Should not spend money	Not Sure	Prefer not to answer
A	Fund programs to reduce homelessness	35%	39%	17%	6%	2%	0%
B	Make the City more bike and pedestrian-friendly	31%	39%	21%	9%	0%	0%
C	Increase the variety of recreational programs offered to residents	19%	36%	36%	7%	2%	0%
D	Renovate the Community Center	15%	38%	31%	10%	6%	0%
E	Improve local library services	20%	36%	33%	9%	2%	0%
F	Build an Aquatics Center	13%	18%	35%	30%	3%	0%
G	Build a permanent City Hall	11%	20%	43%	22%	4%	0%
H	Support the development of affordable housing	46%	26%	12%	14%	2%	0%
I	Improve the City's ability to operate in an environmentally sustainable way	44%	35%	16%	4%	1%	0%

	Section 6: Customer Service		
Q14	In the past 12 months, have you been in contact with staff from the City of Goleta?		
1	Yes	30%	*Ask Q15*
2	No	67%	*Skip to Q16*
98	Not sure	3%	*Skip to Q16*
99	Prefer not to answer	0%	*Skip to Q16*

Q15	In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____? *Read one item at a time, continue until all items are read.*						
Randomize		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful	54%	33%	8%	5%	0%
B	Professional	67%	23%	4%	5%	1%
C	Accessible	56%	39%	5%	0%	0%

Section 7: Communication			
Q16	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, and other means? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	32%
	2	Somewhat satisfied	47%
	3	Somewhat dissatisfied	8%
	4	Very dissatisfied	4%
	98	Not Sure	8%
	99	Prefer not to answer	0%
Q17	Is there a particular topic or issue that you'd like to receive more information about from the City?		
	1	Yes	30%	Ask Q18
	2	No	65%	Skip to Q19
	99	Prefer not to answer	5%	Skip to Q19
Q18	Please briefly describe the topic. Verbatim responses recorded and later grouped into categories shown below.		
	New construction, development, planning		28%
	Disaster preparedness, alerts		12%
	Traffic congestion, improvements		10%
	Housing topics		10%
	Environmental, preservation efforts		8%
	Homelessness		7%
	Water quality, supply		7%
	City events, special programs		6%
	Road maintenance, repair		6%
	Community meetings		5%

Old Town revitalization	4%
Public safety, crime stats	3%
Budgeting, spending	2%
Parking	2%
History of Goleta, incorporation	1%
Not sure	1%

Q19	In the past 12 months, have you visited the City's website or received communications from the City?	
1	Yes	65%
2	No	32%
98	Not sure	3%
99	Prefer not to answer	0%

Q20	As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.				
	Randomize	Very	Somewhat	Not at all	Not sure / Prefer not to answer
A	Email & Electronic Newsletters	58%	32%	8%	2%
B	Social Media sites such as Facebook, Twitter and Instagram	34%	33%	31%	2%
C	A Smart Phone application that would allow you to communicate with the City, report issues, and receive updates	46%	29%	22%	4%
D	City website	38%	48%	13%	1%
E	Materials mailed directly to your house	33%	46%	19%	2%
F	Advertisements in local papers	9%	37%	51%	3%
G	Text messages	42%	34%	22%	3%
H	Town-hall style meetings	19%	45%	31%	4%
I	Nextdoor	23%	27%	32%	18%
J	Channel 19 – Government Access Channel	10%	30%	57%	3%

Section 8: Civic Engagement & Volunteering			
Q21		How much attention do you pay to the issues, decisions and activities of your city government? Would you say that you are very attentive, somewhat attentive, slightly attentive, or not at all attentive?	
	1	Very attentive	15%
	2	Somewhat attentive	51%
	3	Slightly attentive	27%
	4	Not at all attentive	6%
	98	Not sure	0%
	99	Prefer not to answer	0%
Q22		In the past six months, have you volunteered or donated to a civic or community cause in Goleta?	
	1	Yes	31%
	2	No	65%
	98	Not sure	2%
	99	Prefer not to answer	2%
Q23		Would you be interested in being more involved in the activities and decisions of the City of Goleta by serving on a citizen's committee or participating in a two-hour focus group about important topics?	
	1	Yes	27%
	2	No	51%
	98	Not sure	21%
	99	Prefer not to answer	2%
Q24		Members of the Goleta City Council currently serve a 4-year term. For the first time this November, voters will have the opportunity to elect a Mayor for the City of Goleta. In your opinion, should the Mayor serve a 2-year term, or a 4-year term?	
	1	2-year Term	44%
	2	4-year Term	48%
	98	Not sure	7%
	99	Prefer not to answer	1%

Section 9: Background & Demographics		
Thank you so much for your participation. I have just a few background questions for statistical purposes.		

D1	In what year were you born? Year recoded into age groups below.	
	18 to 24	16%
	25 to 34	17%
	35 to 44	15%
	45 to 54	17%
	55 to 64	15%
	65 or older	20%
	Prefer not to answer	0%

D2	Do you have children under the age of 18 in your household?	
1	Yes	31%
2	No	66%
99	Prefer not to answer	3%

D3	Do you own or rent your residence in Goleta?	
1	Own	57%
2	Rent	40%
99	Prefer not to answer	3%

D4	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?	
1	Employed full-time	57%
2	Employed part-time	12%
3	Student	5%
4	Homemaker	2%
5	Retired	18%
6	In-between jobs	3%
99	Prefer not to answer	2%

D5	What is your gender? (record by voice if telephone interview)	
	1	Male	51%
	2	Female	48%
	99	Prefer not to answer	0%

	Ask D6 if Q23=1. Otherwise skip to end.		
D6	You previously indicated that you would be interested in serving on a citizen's committee or participating in a focus group. Would you like a City of Goleta staff member to contact you about these types of opportunities?		
	1	Yes	74%	*Ask D7*
	2	No	22%	*Skip to End*
	99	Prefer not to answer	4%	*Skip to End*
D7	Can you provide your first name and the best way to reach you so this information can be shared with the City for this purpose?		
	Name, phone, email recorded when provided	Data on file for 80 respondents	

Thanks so much for participating in this important survey! This survey was conducted for the City of Goleta.

Post-Interview & Sample Items	
S1	Survey Language
	English	90%
	Spanish	10%
S2	Quadrant of City
	Northeast	14%
	Southeast	13%
	Southwest	35%
	Northwest	38%

Attachment 2

PowerPoint presentation

CITIZEN OPINION SURVEY

CONDUCTED FOR THE
CITY OF GOLETA

PRESENTED BY
TIMOTHY MCLARNEY PH.D.

9/6/2018

TRUE NORTH
RESEARCH

METHODOLOGY OF STUDY

o Conducted July 26th to August 13th, 2018

o Mixed Methodology

   o Recruited via mail, email, and phone

   o Online and telephone data collection

   o English & Spanish

o Random sample of 451 residents

   o Balanced proportionally across quadrants of City

o Average interview length: 18 minutes

o Overall margin of error of ± 4.57%

TRUE NORTH
R E S E A R C H

90

2

RATING GOLETA

Legend: Excellent, Good, Fair, Poor, Very poor, Not sure / Prefer not to answer

Category	Excellent	Good	Fair	Poor	Very poor	Not sure / Prefer not to answer
The overall quality of life in Goleta	35.3	51.4	10.6	1	1	1
Goleta as a place to live	44.1	42.3	11.4	1		1
Goleta as a place to raise a family	43.5	38.4	8.1	3	1	6.9
Goleta as a place to work	23.2	45.5	19.1	1	1	9.4
Goleta as a place to retire	32.5	33.0	14.8	6.8	1	11.8

% Respondents

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LIKE MOST ABOUT GOLETA

Category	% Respondents
Open space areas, nature preserves	41.0
Small town, rural atmosphere	15.7
Parks, recreation areas	13.7
Beaches, ocean	11.8
Not sure, can't think of anything specific	9.2
Public safety, low crime	6.0
Minimal traffic congestion	5.3
Environment, weather	4.2
Restaurants, shopping, small businesses	3.7
Old Town, historic buildings	3.1
Agriculture, farms	3.1
Infrastructure, streets, sidewalks	2.4
Everything, preserve it as-is	2.2
Affordable housing	2.2
Free, accessible parking	2.0
Good schools	2.0
Quality of life	1.3
Clean, well-maintained city	1.1
Public library	0.8

% Respondents

4

CHANGES TO IMPROVE GOLETA

Change	% Respondents
Preserve open spaces, limit growth, development	20.2
Provide more affordable housing	15.6
Reduce traffic congestion	12.3
Improve, maintain infrastructure, roads, sidewalks	10.2
Not sure, can't think of any	7.4
No changes needed, everything is okay	5.4
Beautify, maintain Old Town	4.2
Clean, beautify beaches, ocean, parks, public areas	3.9
Improve economy, jobs, business	3.5
Better planning, development	3.4
Improve bike lane, sidewalk safety, accessibility	3.2
Improve, provide more public transportation	3.2
Reduce taxes, fees	3.2
Address homeless issues	2.4
Address parking issues	2.3
Improve, protect water supply	2.2
Attract more restaurants, stores	2.2
Enforce city laws	1.9
Provide more events, entertainment for different ages	1.7
Add more parks, rec facilities	1.6
Improve public safety	1.1
Improve disaster preparedness, alerts	0.7
Improve budgeting, spending	0.7

% Respondents

5

OVERALL SATISFACTION

SATISFACTION WITH SPECIFIC SERVICES

Legend: ■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied

Service	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
Provide fire protection and prevention services	67.4	28.0	3	1
Provide library services	51.1	43.2	5.2	1
Provide police and crime prevention services	51.2	42.6	4.6	2
Provide trash and recycling services	57.5	35.8	5.1	2
Provide animal control services	39.2	52.6	6.9	1
Maintain parks and recreation areas	39.0	47.4	11.6	2
Keep public buildings and facilities clean and attractive	36.0	48.8	12.0	3
Sponsor special community events like summer concerts in the park and holiday celebrations	37.2	47.5	13.1	2
Promote tourism	29.8	52.6	12.7	4.9
Promote environmental sustainability	23.1	56.7	15.0	5.3
Promote economic development for a healthy business community	25.1	54.1	14.9	5.9
Provide recreation programs for all ages	30.6	47.7	18.0	4
Provide cultural and performing arts	24.9	49.2	23.0	3
Preserve and protect open space	28.3	44.5	17.0	10.3
Preserving community character, appearance through building, planning permits, inspections, code enforcement	27.8	42.4	20.4	9.4
Maintain city streets and roads	23.9	45.4	21.6	9.1
Manage growth and development	17.3	39.6	18.7	24.4
Manage traffic congestion in the City	15.7	37.5	27.1	19.7
Address homelessness	10.3	36.6	33.9	19.3

% Respondents Who Provided Opinion

TRUE NORTH RESEARCH

FREQUENCY OF VISITS TO OLD TOWN GOLETA

PURPOSE OF OLD TOWN GOLETA VISITS

9

OLD TOWN APPEARANCE

AREAS IN OLD TOWN IN NEED OF UPGRADES?

Old Town does not need upgrades
8.3

Prefer not to answer
3.1

Yes, Old Town needs upgrades
88.6

SUPPORT CHANGES TO OLD TOWN GOLETA

Legend: ■ Strongly support ■ Smwt support ■ Smwt oppose ■ Strongly oppose ■ DK/NA

Item	Strongly support	Smwt support	Smwt oppose	Strongly oppose	DK/NA
Upgrading the appearance of older, outdated buildings while keeping with the 'Old Town' feel	61.4	27.9	4	3	3
Improving the availability of parking	51.9	34.9	3	2	8.2
Making it more pedestrian and bike-friendly	53.9	30.4	7.0	4	5
Attracting new businesses and retail stores	46.0	37.9	7.2	5	4
Limiting parking to a two-hour maximum, which will make more parking available	27.3	33.4	14.6	14.3	10.4

% Respondents

FUNDING PRIORITIES

Legend: ■ High priority   ■ Medium priority

Priority	High priority	Medium priority
Improve the City's ability to operate in an environmentally sustainable way	43.7	34.6
Fund programs to reduce homelessness	35.5	39.3
Support the development of affordable housing	45.7	25.6
Make the City more bike and pedestrian-friendly	31.1	38.9
Improve local library services	20.0	35.7
Increase the variety of recreational programs offered to residents	19.2	36.0
Renovate the Community Center	14.8	38.5
Build an Aquatics Center	13.1	18.4
Build a permanent City Hall	10.8	19.8

% Respondents

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101

PERCEPTION OF CITY STAFF

SATISFACTION WITH CITY COMMUNICATION

COMMUNICATION METHODS

Legend: Very effective, Somewhat effective

Communication Method	Very effective	Somewhat effective
Email & electronic newsletters	58.1	31.5
City website	37.6	47.8
Materials mailed directly to your house	33.0	46.3
Text messages	41.9	33.7
A smart phone application that would allow you to communicate with the City, report issues, and receive updates	45.6	28.9
Social media sites such as Facebook, Twitter, and Instagram	33.7	32.7
Town-hall style meetings	19.2	45.5
Nextdoor	23.0	26.9
Advertisements in local papers	9.1	37.0
Channel 19 - Government Access Channel	9.9	29.8

% Respondents

KEY CONCLUSIONS

o High levels of satisfaction with Goleta and the City's performance
  o Overall quality of life
  o Overall performance in providing municipal services
  o Specific service areas
  o Resident communication
  o Customer service provided by staff
o Widespread perceived need & support for upgrading Old Town
  o Upgrading the appearance while keeping with the 'Old Town' feel
  o Improving parking
  o Pedestrian and bike-friendly
  o Attracting new businesses & stores

17

KEY CONCLUSIONS, CONTINUED

o Community priorities & opportunities:
  o Preserving open spaces & natural preserves
  o Managing growth and development
  o Reducing traffic congestion
  o Addressing homelessness
  o Providing affordable housing
  o Preserving the community character of the City

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