

CITIZEN OPINION SURVEY

CONDUCTED FOR THE
CITY OF GOLETA

PRESENTED BY
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9/19/2018



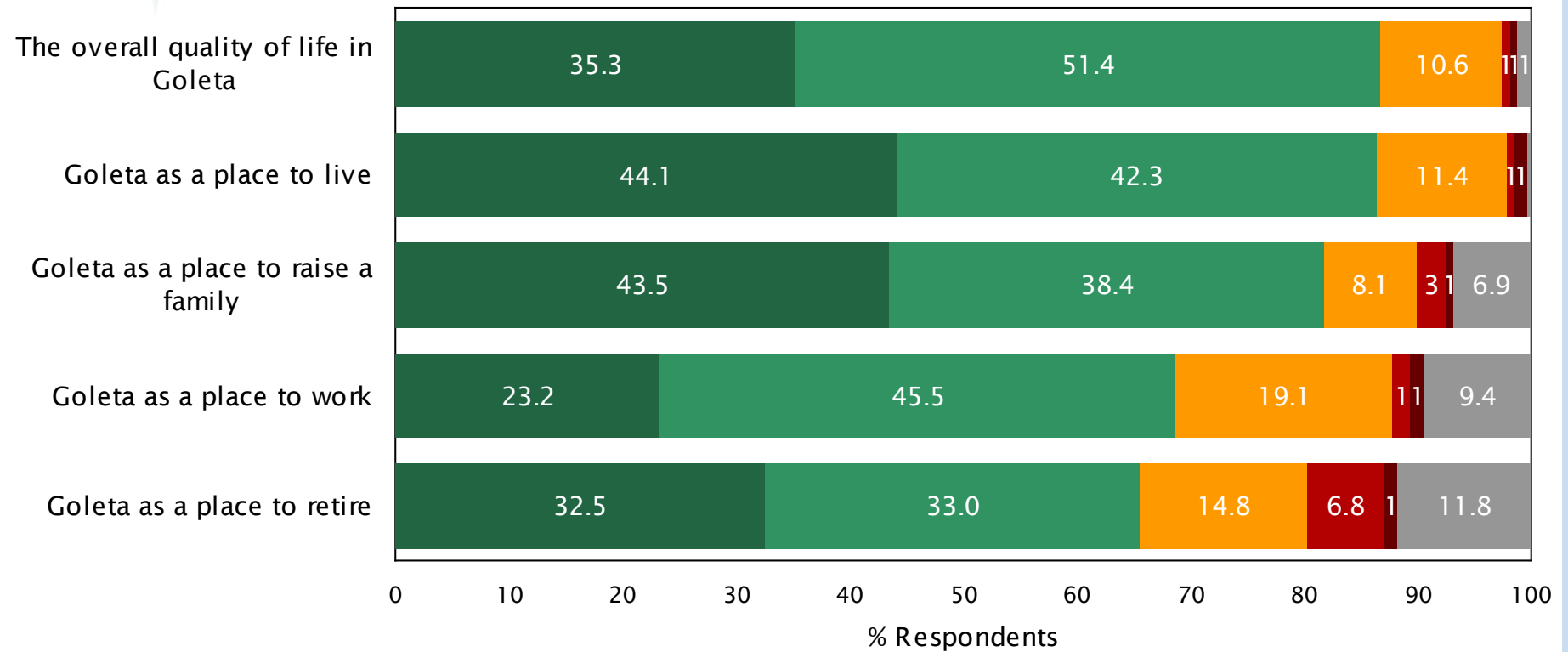


METHODOLOGY OF STUDY

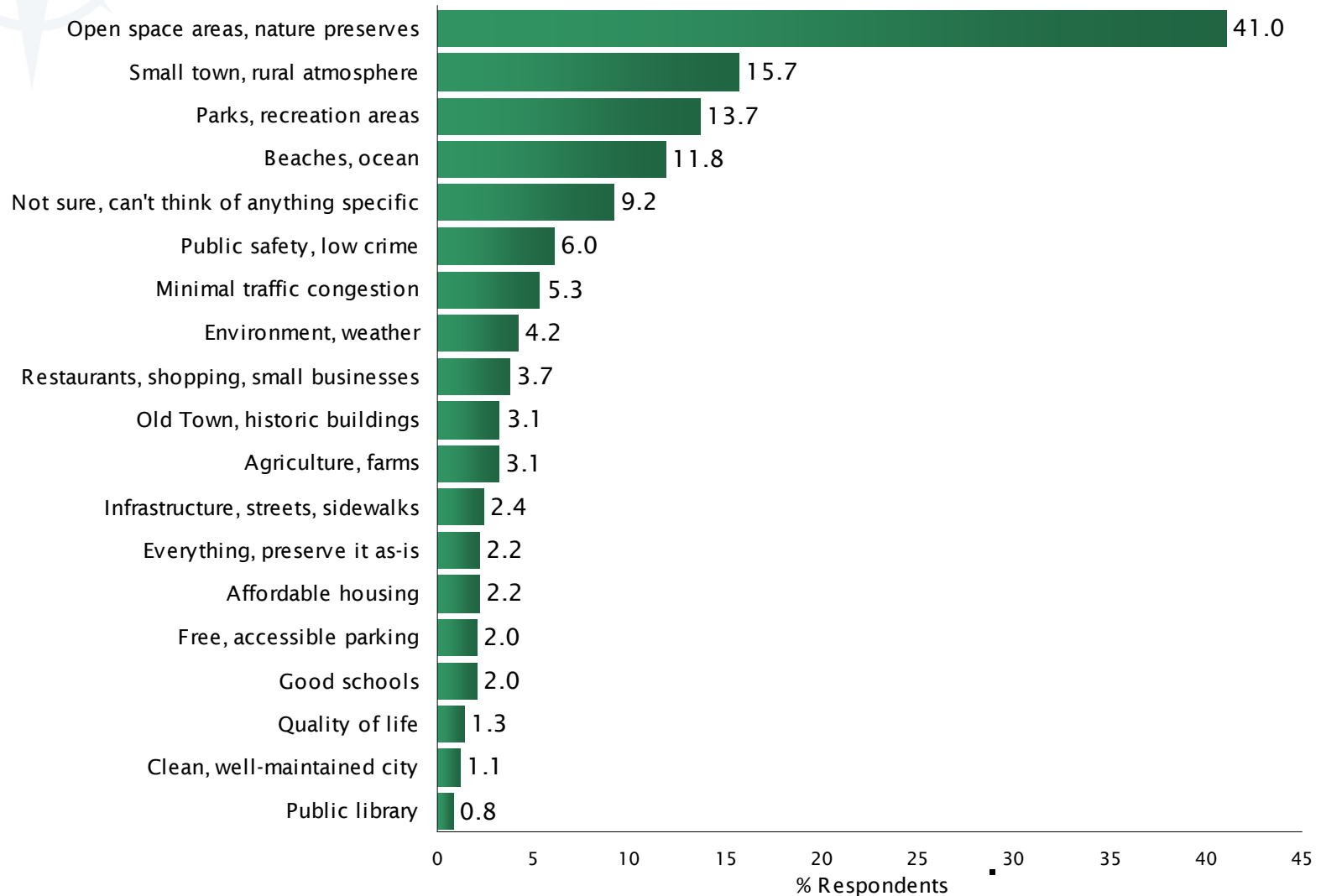
- Conducted July 26th to August 13th, 2018
- Mixed Methodology
 - Recruited via mail, email, and phone
 - Online and telephone data collection
 - English & Spanish
- Random sample of 451 residents
 - Balanced proportionally across quadrants of City
- Average interview length: 18 minutes
- Overall margin of error of $\pm 4.57\%$

RATING GOLETA

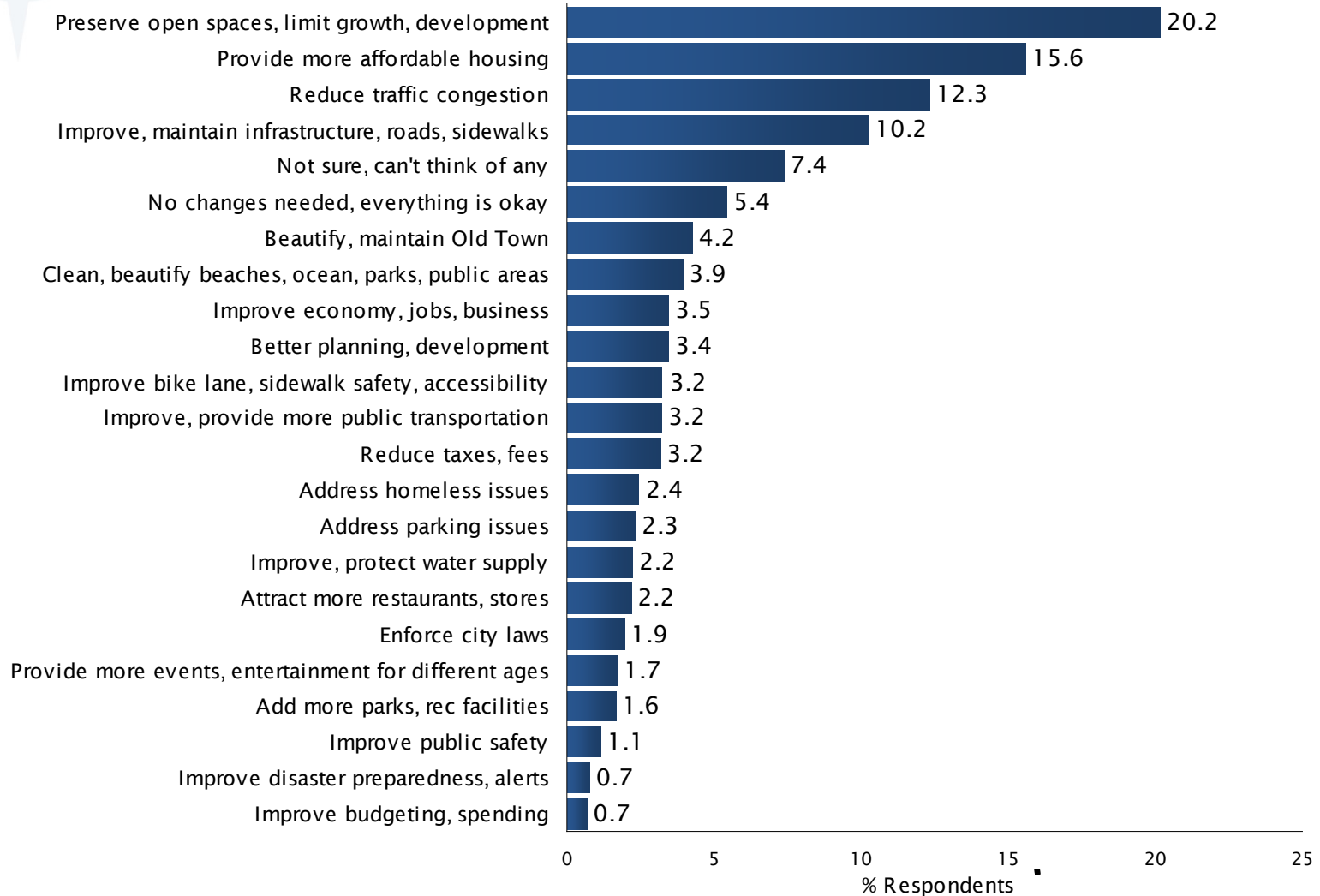
■ Excellent
■ Good
■ Fair
■ Poor
■ Very poor
■ Not sure / Prefer not to answer



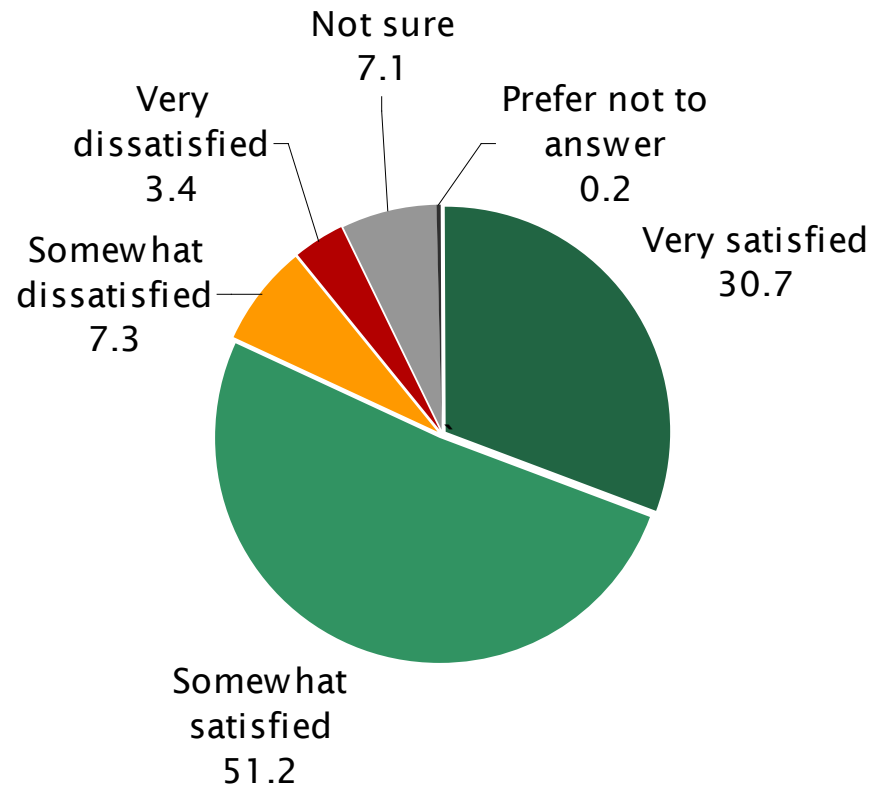
LIKE MOST ABOUT GOLETA



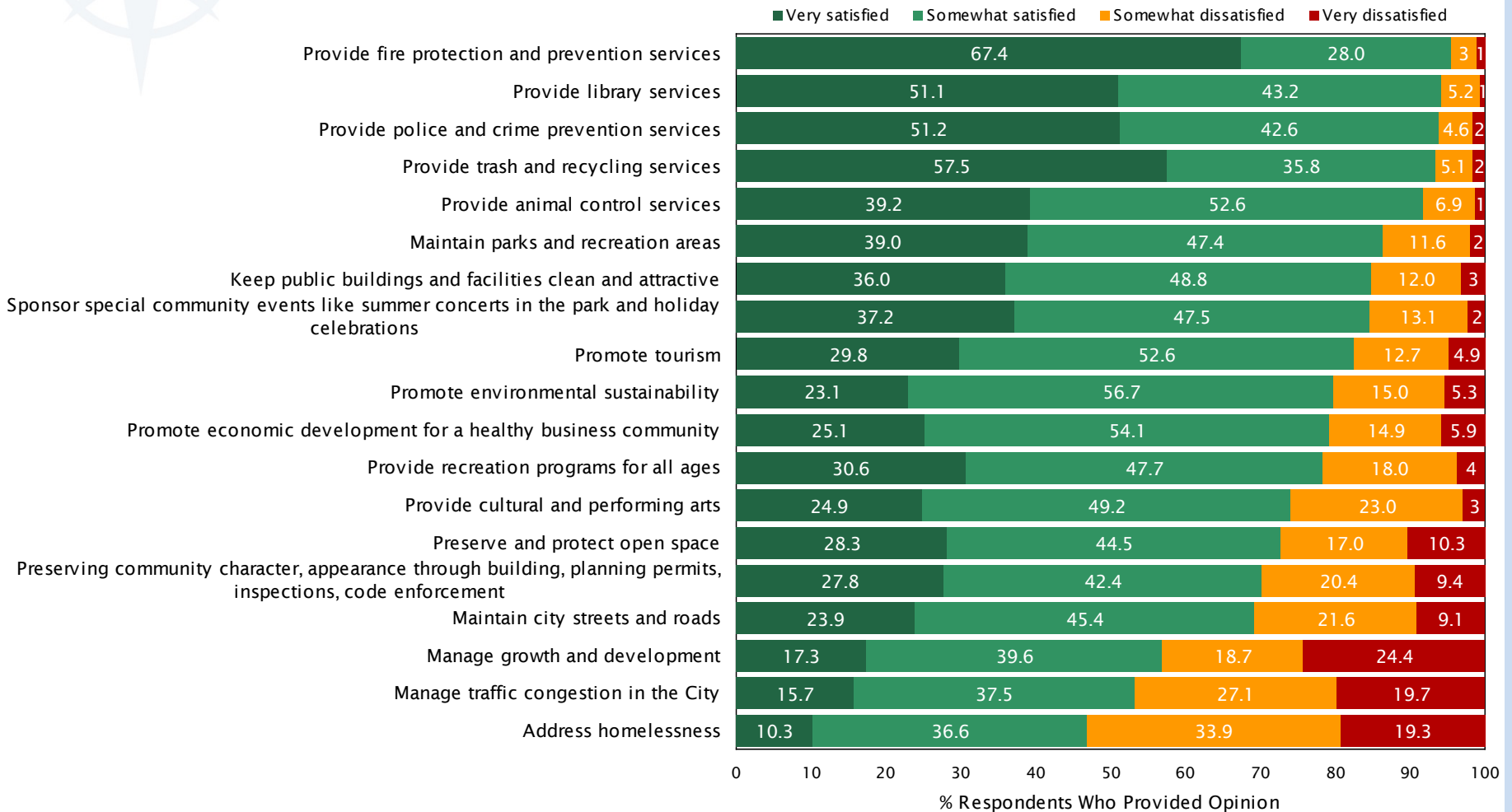
CHANGES TO IMPROVE GOLETA



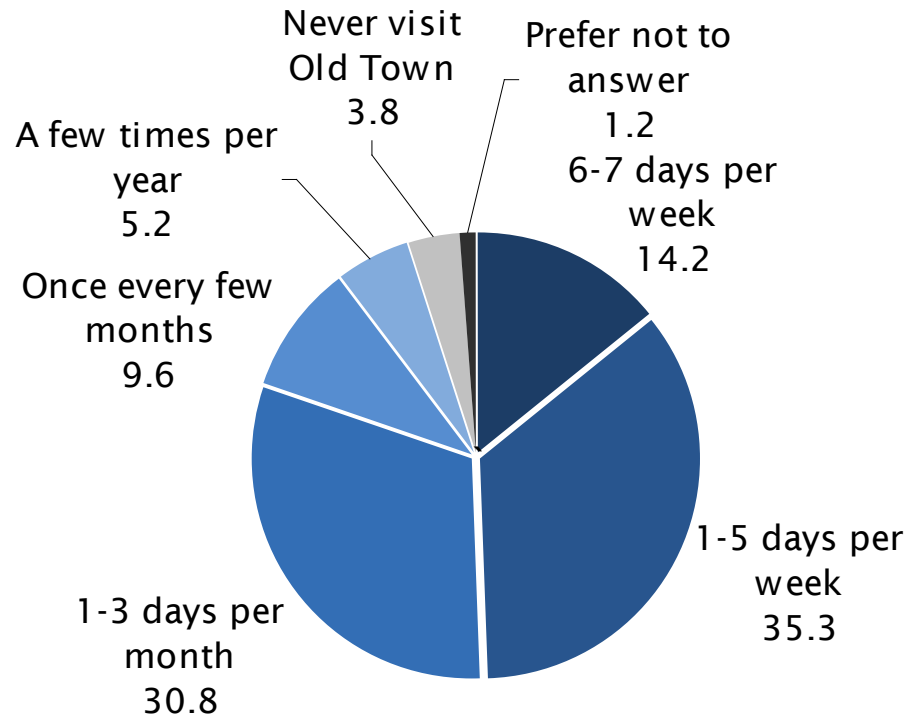
OVERALL SATISFACTION



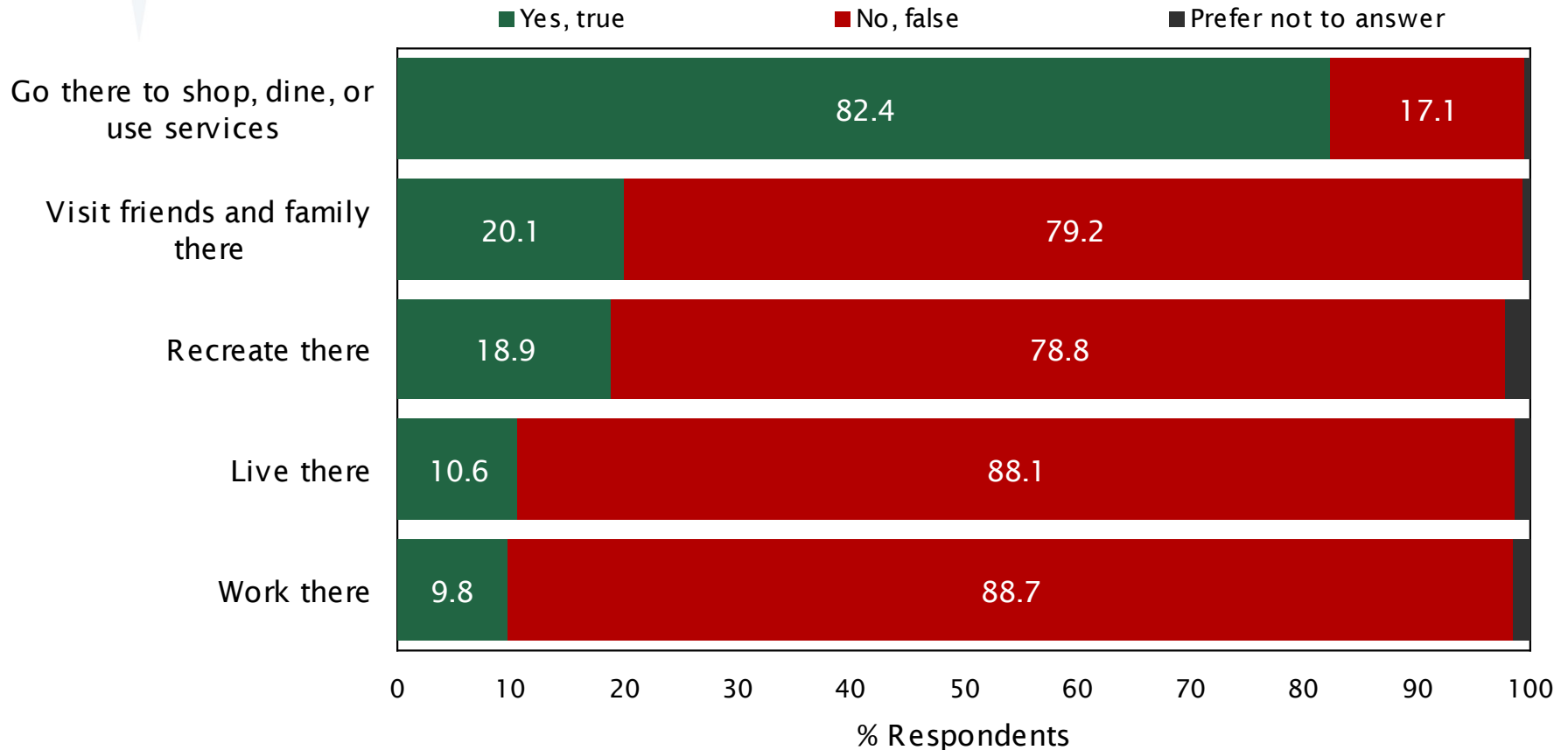
SATISFACTION WITH SPECIFIC SERVICES



FREQUENCY OF VISITS TO OLD TOWN GOLETA

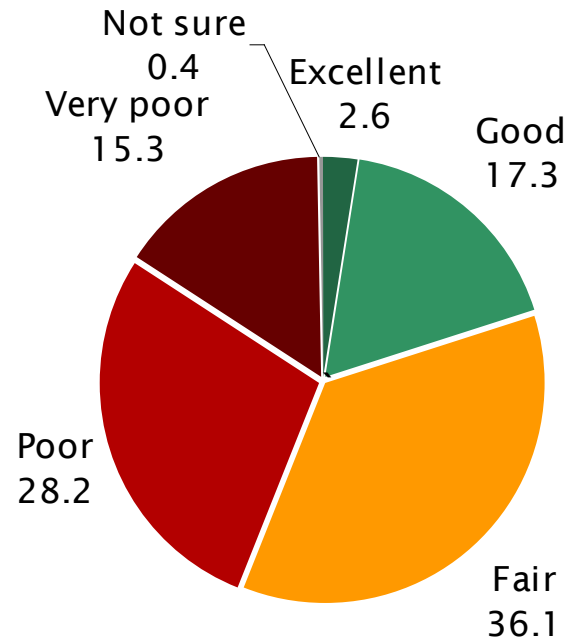


PURPOSE OF OLD TOWN GOLETA VISITS

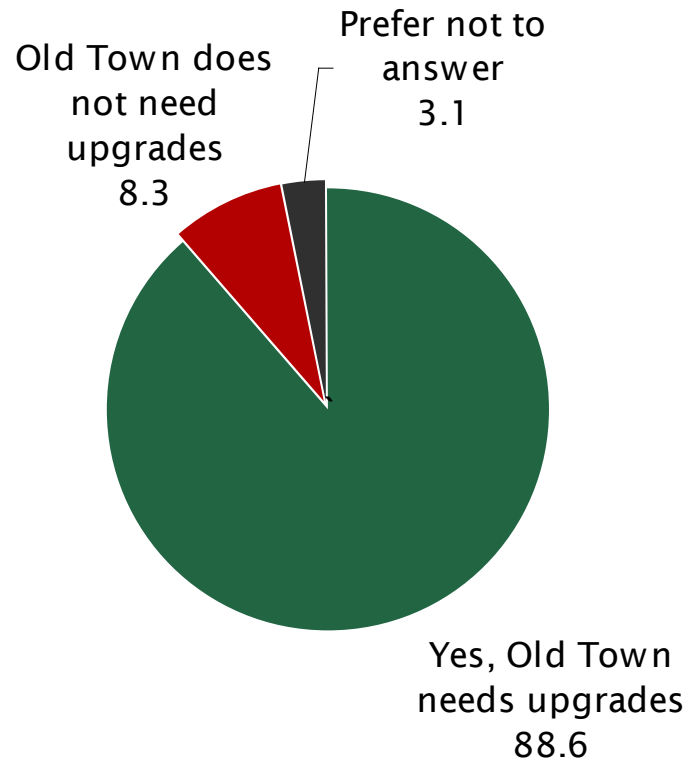




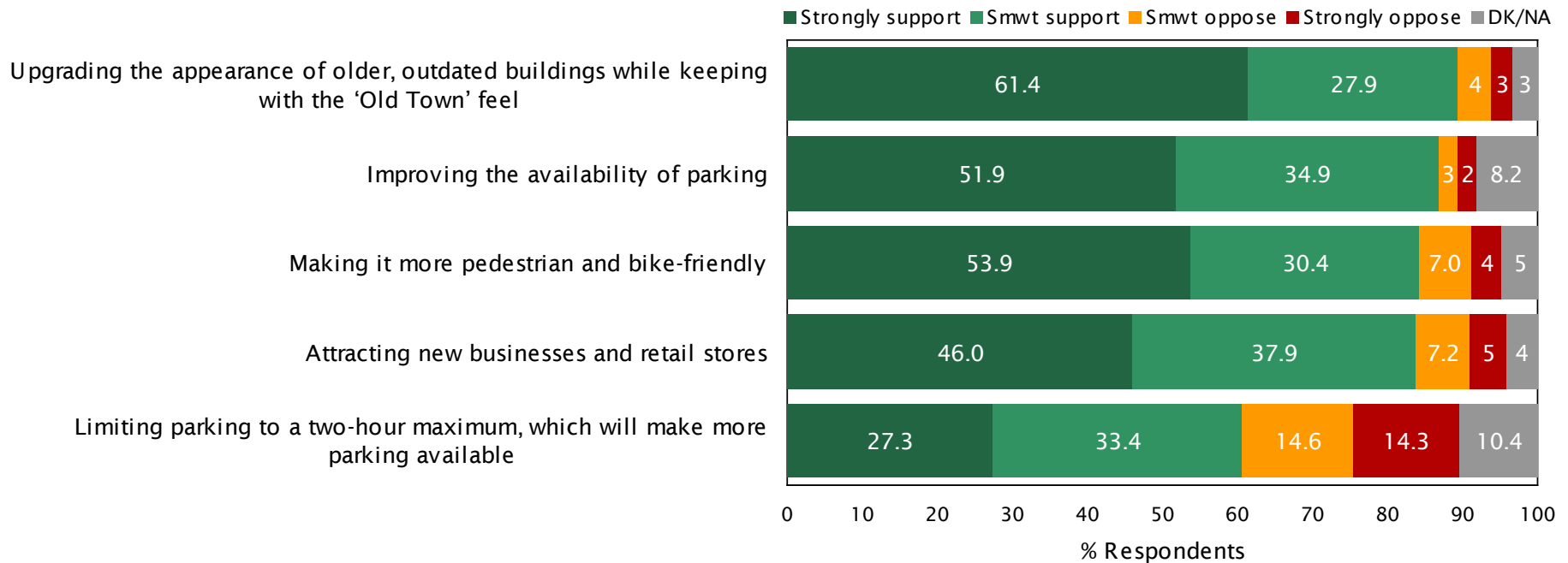
OLD TOWN APPEARANCE



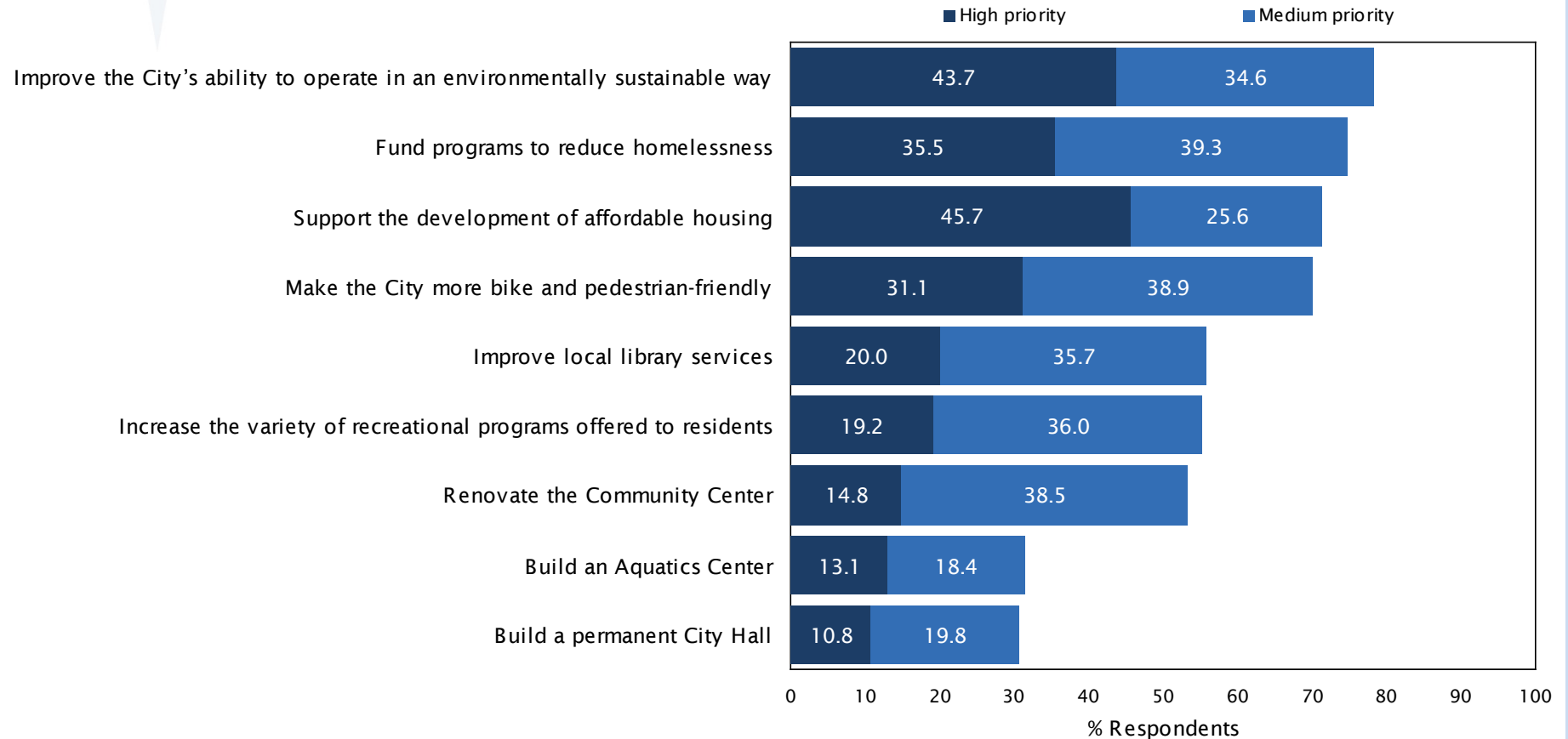
AREAS IN OLD TOWN IN NEED OF UPGRADES?



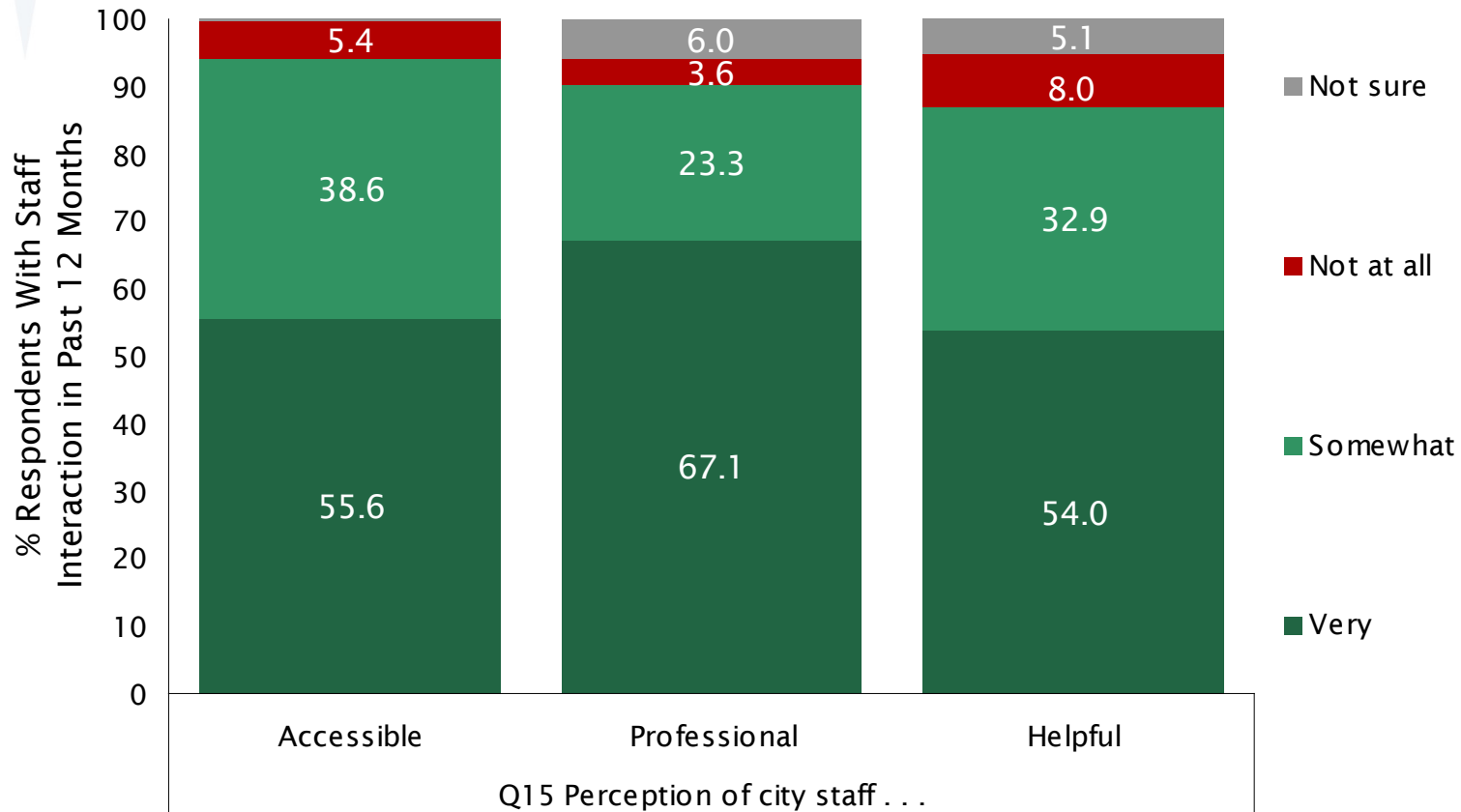
SUPPORT CHANGES TO OLD TOWN GOLETA



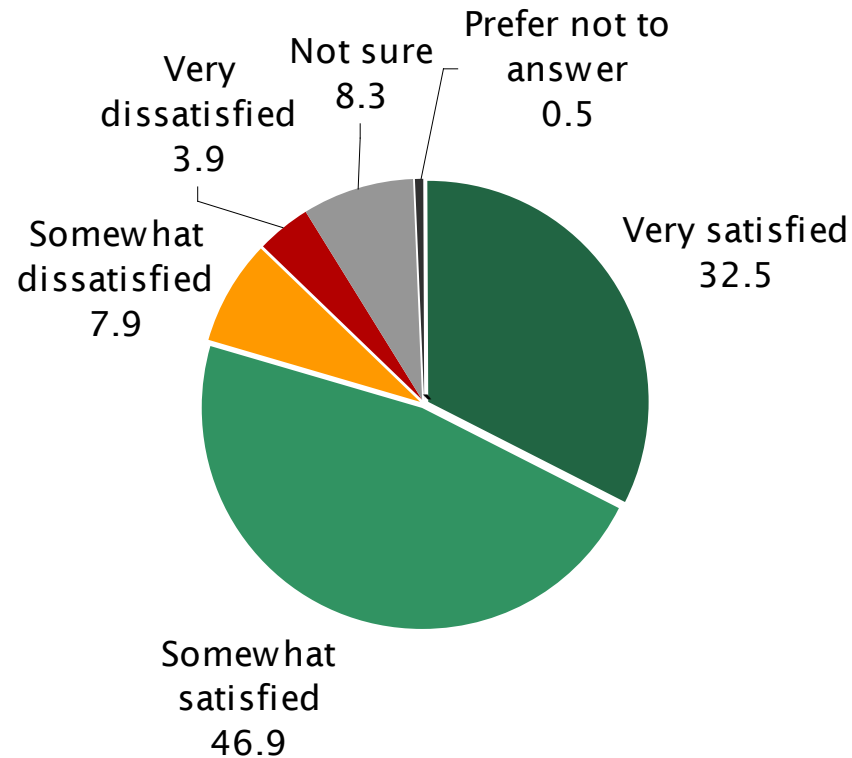
FUNDING PRIORITIES



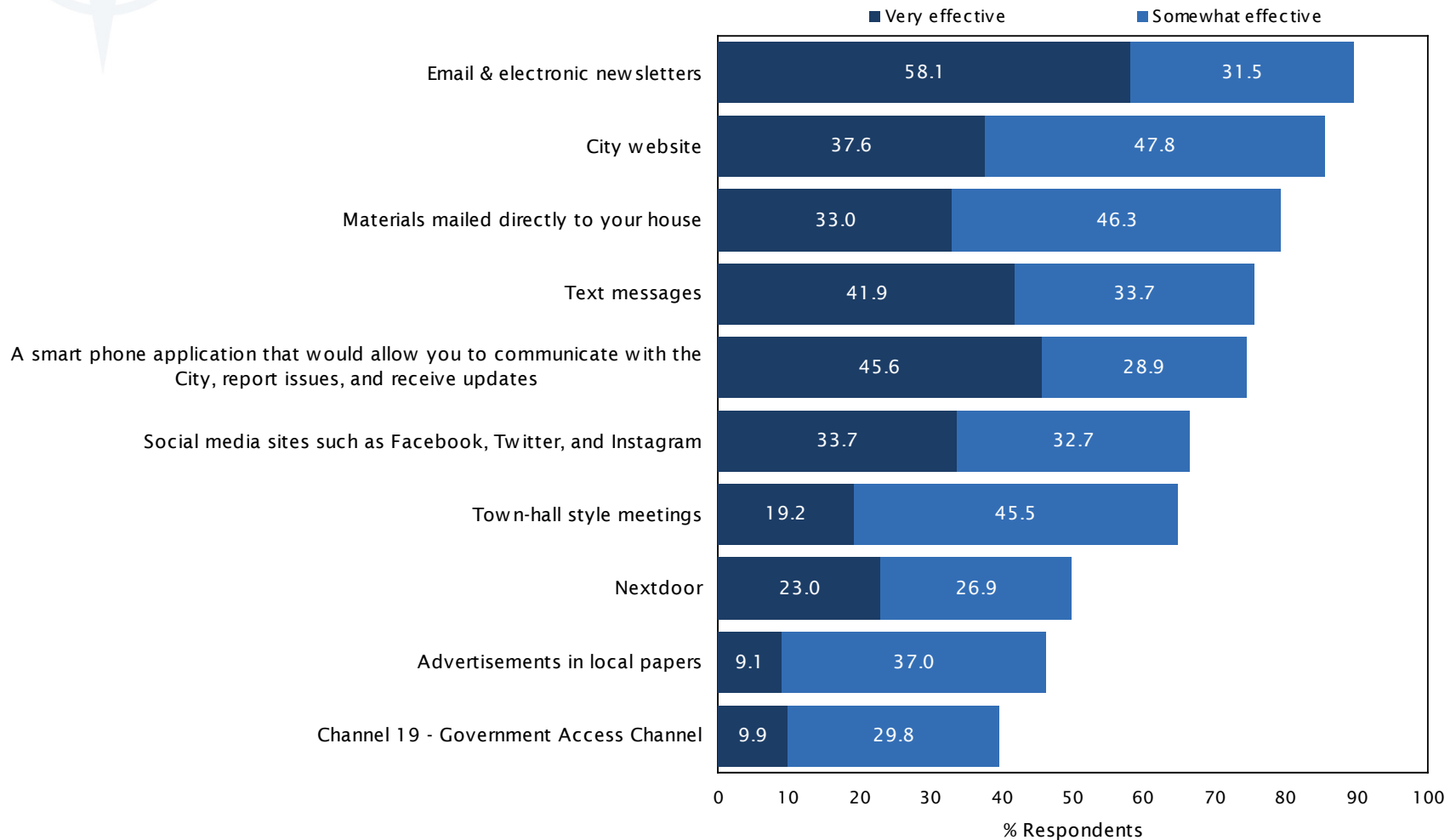
PERCEPTION OF CITY STAFF



SATISFACTION WITH CITY COMMUNICATION



COMMUNICATION METHODS





KEY CONCLUSIONS

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



KEY CONCLUSIONS, CONTINUED

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