



CITY COUNCIL STAFF REPORT

TO: Honorable Mayor and City Council

DATE: December 4, 2017

FROM: Matthew Bronson, City Manager

PREPARED BY: Matthew Bronson, City Manager

SUBJECT: Community Survey Results

RECOMMENDATION

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

BACKGROUND

The 2017-18 budget included funding to conduct a community survey of residents to gauge perceptions on a variety of topics including key issues facing Grover Beach, importance and satisfaction with City services, customer service by City departments, accessing information about City services and events, and potential revenue measures. The survey was intended to provide statistically-valid information from a representative sample of community members and used to inform policy, budgetary, and operational decisions. The survey results would be particularly useful in assessing service quality and customer service provided by City departments.

In August, staff contracted with Godbe Research to conduct this survey. Godbe Research is a Burlingame-based survey research firm that works with cities and other local agencies throughout California and the Western United States in conducting resident satisfaction and revenue measure surveys. Within the Central Coast, Godbe Research has conducted surveys for the cities of Santa Maria, Santa Barbara, and Thousand Oaks and for the San Luis Obispo Council of Governments on the recent Measure J transportation sales tax measure.

A Council subcommittee, consisting of Mayor Shoals and Mayor Pro Tem Shah, worked with the City Manager and Godbe Research to draft the survey questionnaire. The survey was conducted from October 2nd through October 12th using a sample of 10,697 adults ages 18 and older along with a subsample of 4,738 residents likely to vote in November 2018. A hybrid methodology of phone and email respondents was used to maximize the response rate resulting in a total sample size of 395 responses with 209 conducted over the phone and the remaining 186 received through text or email for a margin of error of 4.84% of adult residents and 6.12% of likely November 2018 voters. The survey was translated in Spanish for residents for whom Spanish was their preferred language and the data weighted by respondent age and ethnicity to reflect the actual population characteristics of city residents. The survey asked respondents about overall satisfaction with City services, most pressing issues facing Grover Beach, importance and satisfaction of specific City services, potential interest in local revenue measures to increase the business license and transient occupancy tax, customer service provided by City departments, and accessing information about City government and local activities.

The survey results will be presented by Godbe Research at the December 4th meeting with a detailed report shown in Attachment 1. Overall, the results indicated a majority of residents are satisfied with the job the City is doing to provide services with "Street/Road Conditions/Repairs

Needed” identified as the most pressing issue facing Grover Beach. The most important City services indicated by respondents were related to public safety along with street repair and maintenance with respondents indicating they are most satisfied by the City’s performance in public safety services. The survey also indicated a solid base of support at approximately 70% for potential revenue measures in November 2018 to increase the business license and transient occupancy taxes. Respondents who have contacted the City in the past year were generally satisfied with the response and the top sources of information about local activities and City government were word of mouth, the City’s website, local television, and Facebook.

The Council is encouraged to ask questions of Godbe Research about the results and provide comments and input on the results to staff. Staff will review these results in greater detail and integrate them into future Council goal-setting processes along with the upcoming 2018-19 budget development process. Staff will also work with City departments to determine how these results can improve service delivery and operations. Building on the results of this survey, staff would recommend that a similar survey be conducted every few years to determine changes in perceptions and results from this initial baseline survey.

FISCAL IMPACT

There is no fiscal impact from receiving this report. The total cost of the survey was approximately \$30,000 with funding included in the 2017-18 operating budget.

ALTERNATIVES

The City Council has the following alternatives to consider:

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

PUBLIC NOTIFICATION

The agenda was posted in accordance with the Brown Act.

ATTACHMENTS

1. Survey Report



GODBE RESEARCH
Gain Insight



City of Grover Beach: 2017 Community Priorities Survey

December 4, 2017

Overview and Research Objectives

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

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

- Data Collection Landline (n=69), cell phone (n=140), text to online (n=175), and email to online (n=11) interviewing
- Universe 10,697 adults ages 18 and older in the City of Grover Beach, with a subsample of those likely to vote in the November 2018 election (4,738)
- Fielding Dates October 2 through October 12, 2017
- Interview Length 20 minutes
- Sample Size 395 Adult residents
243 Likely November 2018 voters
- Margin of Error $\pm 4.84\%$ Adult residents
 $\pm 6.12\%$ Likely November 2018 voters

Note: The data have been weighted by respondent age and ethnicity to reflect the actual population characteristics of the adult residents in the City of Grover Beach (Based on 2015 ACS (American Community Survey)).

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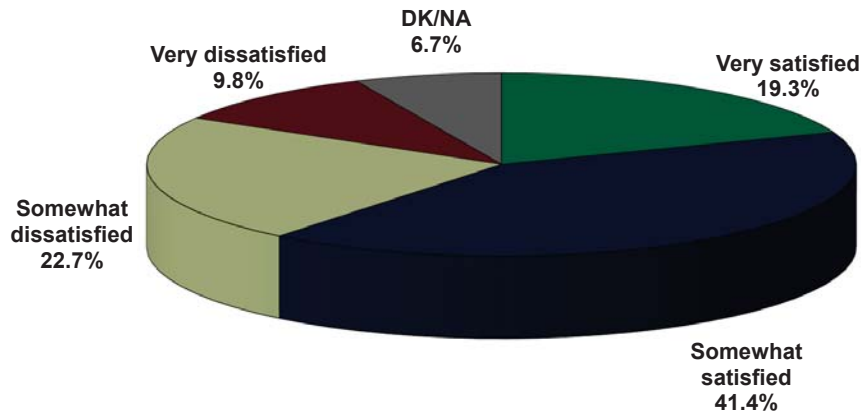
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Key Findings

Q1. Satisfaction with City Services

Adults 18+ (n=395)



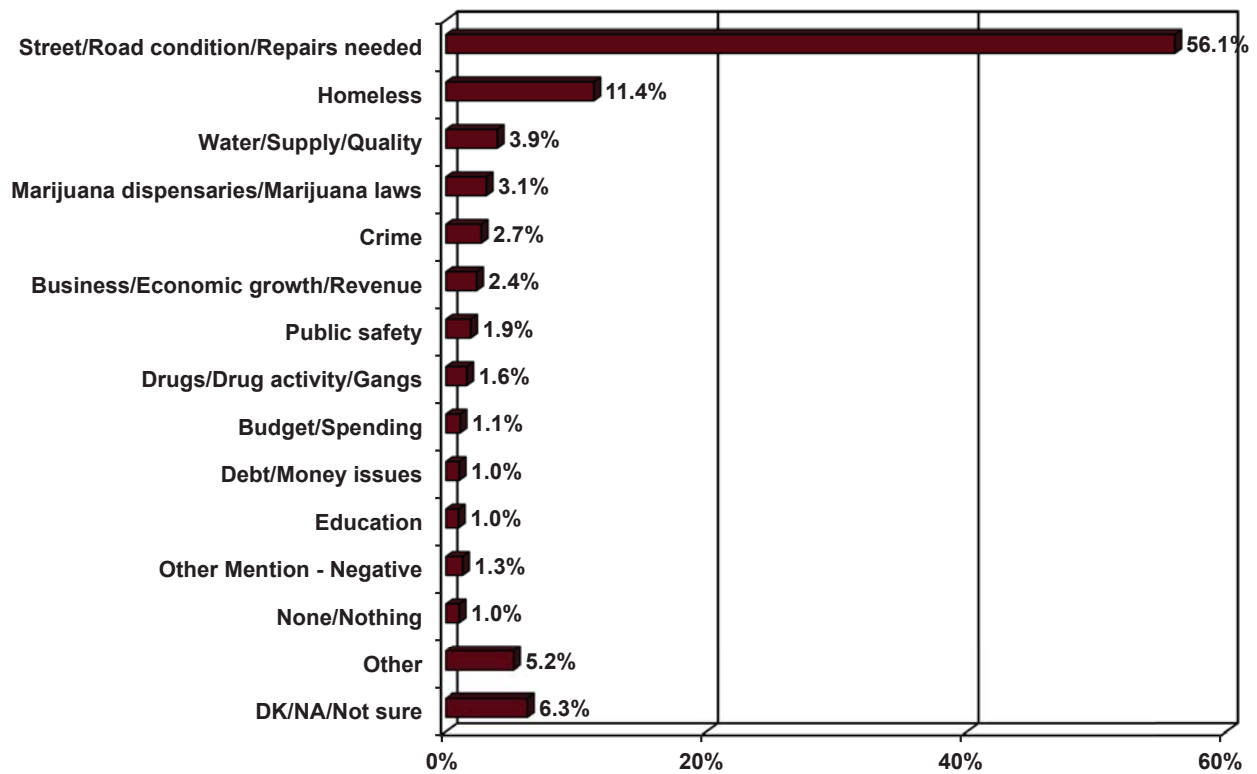
Total Satisfied	60.7%
Total Dissatisfied	32.5%
Ratio Sat to Dissat	1.9 to 1

Q1. Satisfaction with City Services Gender and Age Comparisons

	Respondent's Gender				Age					
	Total	Male	Female	Other	18-29	30-39	40-49	50-64	65+	Not sure/ DK/NA
Total	395	181	213	1	80	73	74	98	68	3
Very satisfied	76 19.3%	37 20.2%	40 18.6%	0 .0%	15 18.9%	15 19.8%	14 19.0%	21 21.5%	9 13.8%	2 79.0%
Somewhat satisfied	164 41.4%	69 38.1%	95 44.5%	0 .0%	35 43.6%	39 53.0%	24 33.0%	40 41.2%	25 37.2%	0 13.5%
Somewhat dissatisfied	90 22.7%	41 22.7%	48 22.4%	1 100.0%	15 18.6%	14 19.2%	25 33.3%	17 17.4%	19 28.2%	0 7.4%
Very dissatisfied	39 9.8%	23 12.9%	15 7.3%	0 .0%	9 11.2%	3 4.2%	8 11.2%	10 10.1%	9 13.0%	0 .0%
DK/NA	27 6.7%	11 6.1%	15 7.3%	0 .0%	6 7.8%	3 3.8%	3 3.6%	10 9.9%	5 7.9%	0 .0%

Q2. Most Important Issue Facing Grover Beach Adults 18+ (n=395)

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Note: Issues that were mentioned by less than 1 percent of the residents have been added to the "Other mentions" category for charting purposes.

Q2. Most Important Issue Facing Grover Beach Gender and Age Comparisons

GODBE RESEARCH
Gain Insight

	Respondent's Gender				Age					
	Total	Male	Female	Other	18-29	30-39	40-49	50-64	65+	Not sure/ DK/NA
Total	395	181	213	1	80	73	74	98	68	3
Street/Road condition/Repairs needed	222 56.1%	104 57.4%	118 55.2%	0 23.4%	45 56.9%	40 54.3%	44 59.2%	51 52.6%	41 60.9%	0 7.5%
Homeless	45 11.4%	8 4.7%	36 17.1%	0 .0%	15 18.8%	10 13.7%	10 14.2%	7 7.2%	2 3.6%	0 .0%
Water/Supply/Quality	16 3.9%	16 8.6%	0 .0%	0 .0%	0 .0%	4 5.2%	6 8.6%	5 5.0%	1 .9%	0 .0%
Marijuana dispensaries/Marijuana laws	12 3.1%	5 2.7%	7 3.4%	0 .0%	0 .0%	1 .9%	3 3.5%	6 6.0%	3 4.0%	0 13.5%
Crime	11 2.7%	7 4.0%	3 1.3%	1 76.6%	2 1.9%	1 1.0%	6 7.7%	2 1.5%	1 1.9%	0 .0%
Business/Economic growth/Revenue	9 2.4%	6 3.2%	3 1.6%	0 .0%	0 .0%	2 2.1%	0 .2%	5 5.5%	2 3.3%	0 .0%
Public safety	8 1.9%	1 .6%	6 3.0%	0 .0%	2 2.7%	3 4.7%	0 .3%	1 1.2%	0 .7%	0 .0%
Drugs/Drug activity/Gangs	6 1.6%	3 1.5%	4 1.7%	0 .0%	2 2.7%	1 .8%	2 2.6%	2 1.7%	0 .0%	0 .0%
Budget/Spending	4 1.1%	2 1.1%	2 1.1%	0 .0%	0 .0%	0 .1%	0 .0%	3 2.8%	1 2.2%	0 .0%
Education	4 1.0%	4 2.1%	0 .0%	0 .0%	0 .0%	4 5.2%	0 .0%	0 .0%	0 .0%	0 .0%
Debt/Money issues	4 1.0%	3 1.5%	1 .6%	0 .0%	1 1.8%	0 .0%	0 .0%	0 .0%	3 3.8%	0 .0%
Jobs	3 .8%	3 1.4%	1 .2%	0 .0%	1 .9%	0 .6%	0 .0%	2 2.0%	0 .0%	0 .0%

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Q2. Most Important Issue Facing Grover Beach Gender and Age Comparisons Continued

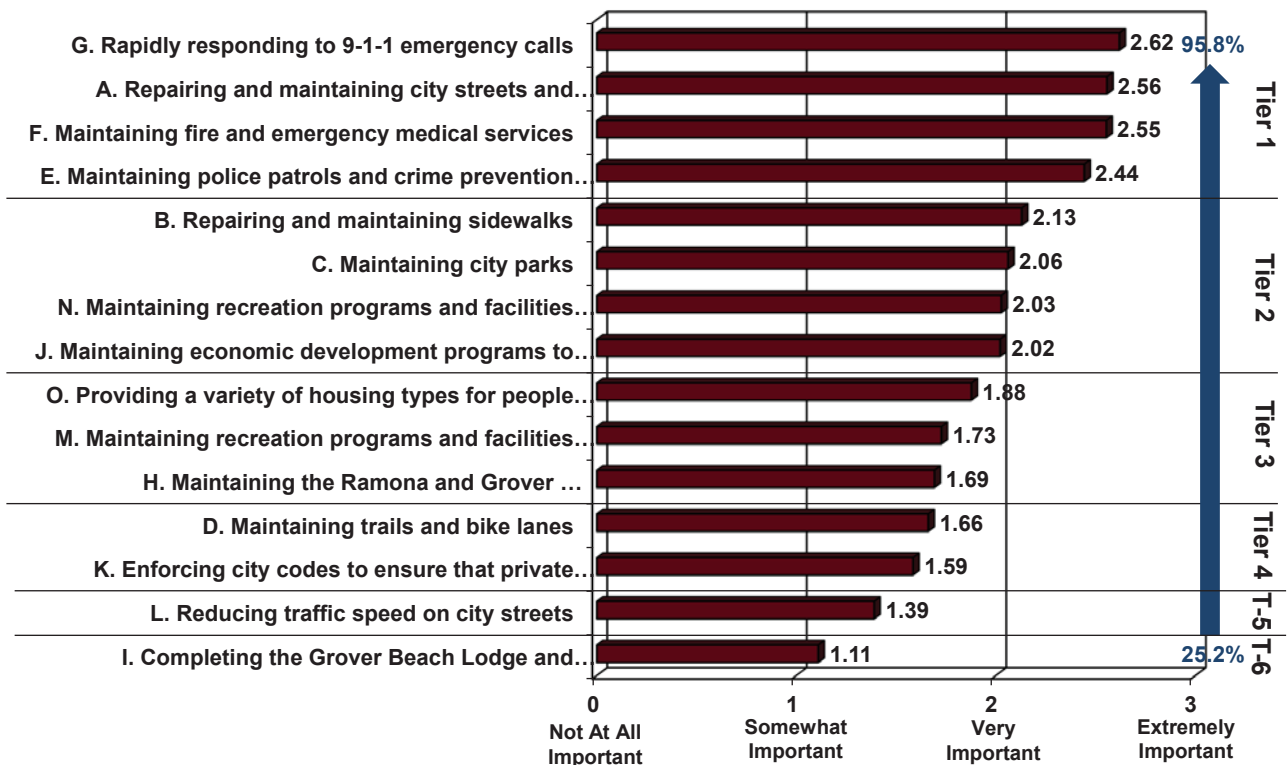
GODBE RESEARCH
Gain Insight

	Respondent's Gender				Age					
	Total	Male	Female	Other	18-29	30-39	40-49	50-64	65+	Not sure/ DK/NA
Total	395	181	213	1	80	73	74	98	68	3
Affordable housing	3 .7%	0 .0%	3 1.2%	0 .0%	0 .0%	0 .0%	2 2.3%	1 .9%	0 .0%	0 .0%
Lack of development/Growth	3 .7%	2 1.3%	1 .3%	0 .0%	0 .0%	1 1.2%	0 .0%	1 .6%	1 2.2%	0 .0%
City maintenance/Trees/Weeds/Blight	2 .6%	0 .3%	2 .9%	0 .0%	0 .0%	0 .7%	1 1.3%	0 .2%	1 1.2%	0 .0%
Vacation rentals	2 .4%	0 .1%	1 .6%	0 .0%	0 .0%	1 1.1%	0 .0%	0 .0%	1 1.2%	0 .0%
Cost of living	2 .4%	0 .0%	2 .8%	0 .0%	0 .0%	0 .0%	0 .0%	1 .8%	1 1.5%	0 .0%
Pedestrian/Bike safety	2 .4%	0 .0%	2 .7%	0 .0%	2 1.9%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Law enforcement/Police	1 .3%	1 .6%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%	1 1.6%	0 .0%
Driving violations	1 .1%	0 .0%	1 .3%	0 .0%	1 .7%	0 .0%	0 .0%	0 .0%	0 .0%	0 .0%
Other Mention - Negative	5 1.3%	2 1.1%	3 1.4%	0 .0%	0 .0%	1 .8%	0 .0%	1 1.3%	3 4.8%	0 .0%
None/Nothing	4 1.0%	0 .0%	4 1.9%	0 .0%	0 .0%	0 .0%	0 .0%	2 1.8%	0 .0%	2 79.0%
Other	3 .8%	1 .6%	2 1.0%	0 .0%	0 .0%	1 1.8%	0 .0%	1 1.2%	1 .9%	0 .0%
DK/NA/Not sure	25 6.3%	13 7.0%	12 5.6%	0 .0%	9 11.6%	4 6.0%	0 .0%	7 7.6%	4 5.4%	0 .0%

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Q3. Importance of City Services Adults 18+ (n=395)

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Gain Insight



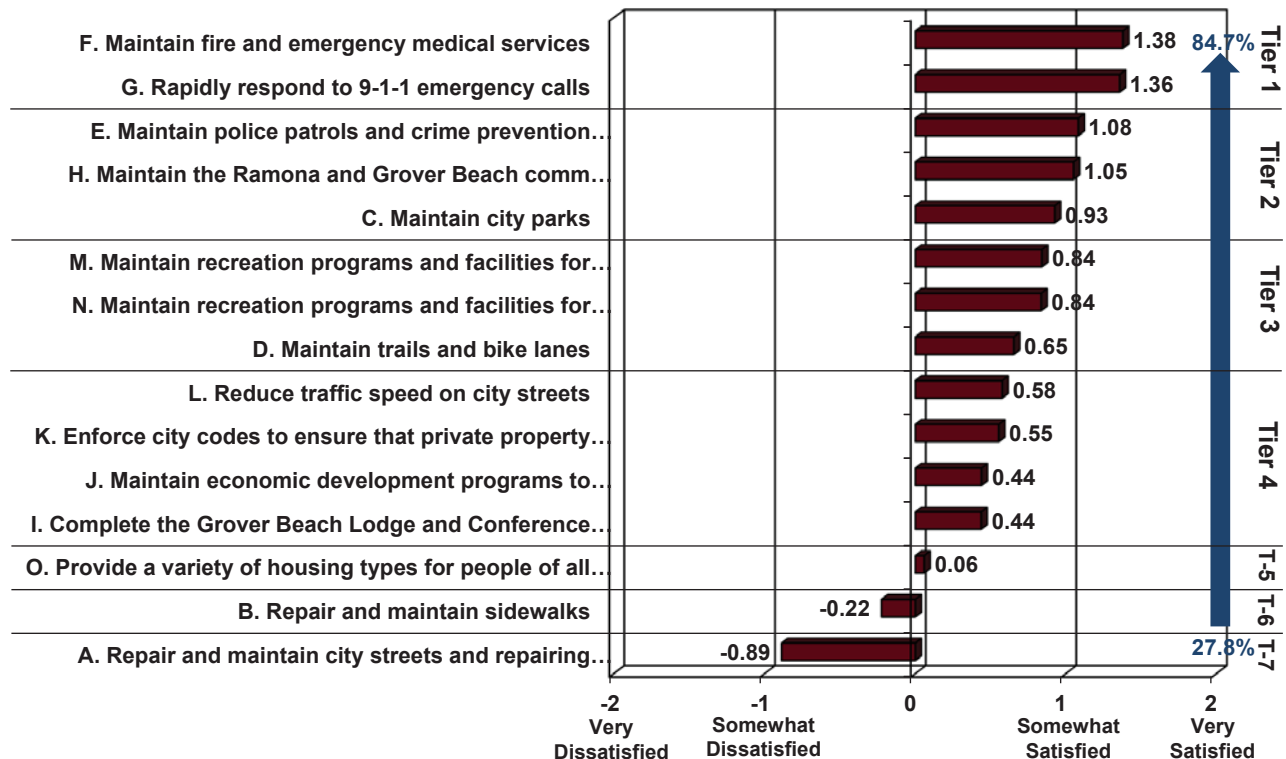
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not At All Important" = 0.

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Q3. Importance of City Services Gender and Age Comparisons

	Respondent's Gender				Age					
	Total	Male	Female	Other	18-29	30-39	40-49	50-64	65+	Not sure/ DK/NA
3A. Repairing and maintaining city streets and repairing potholes	2.56	2.56	2.56	3.00	2.54	2.41	2.55	2.62	2.67	2.07
3B. Repairing and maintaining sidewalks	2.13	2.06	2.20	1.23	2.07	2.07	2.05	2.18	2.25	2.79
3C. Maintaining city parks	2.06	1.95	2.16	2.23	2.12	2.17	2.10	1.89	2.04	2.86
3D. Maintaining trails and bike lanes	1.66	1.61	1.70	1.47	1.58	1.74	1.84	1.45	1.74	2.86
3E. Maintaining police patrols and crime prevention services	2.44	2.39	2.49	1.77	2.37	2.43	2.59	2.46	2.34	2.85
3F. Maintaining fire and emergency medical services	2.55	2.53	2.58	2.00	2.52	2.57	2.57	2.51	2.61	2.93
3G. Rapidly responding to 9-1-1 emergency calls	2.62	2.56	2.67	2.00	2.60	2.60	2.55	2.65	2.68	2.93
3H. Maintaining the Ramona and Grover Beach community centers	1.69	1.64	1.74	1.47	1.82	1.54	1.82	1.66	1.67	.49
3I. Completing the Grover Beach Lodge and Conference Center	1.11	.98	1.23	1.00	1.14	.90	.98	1.28	1.20	1.15
3J. Maintaining economic development programs to encourage businesses to locate and stay in Grover Beach	2.02	2.00	2.04	2.00	1.97	1.88	2.23	2.04	2.02	1.34
3K. Enforcing city codes to ensure that private property is being properly maintained	1.59	1.47	1.69	.00	1.30	1.48	1.57	1.66	1.92	2.64
3L. Reducing traffic speed on city streets	1.39	1.29	1.48	1.00	1.22	1.31	1.39	1.42	1.67	.87
3M. Maintaining recreation programs and facilities for seniors	1.73	1.65	1.79	.70	1.85	1.71	1.66	1.72	1.71	1.28
3N. Maintaining recreation programs and facilities for youth and teens	2.03	1.95	2.10	1.47	2.30	2.02	1.89	1.88	2.05	2.07
3O. Providing a variety of housing types for people of all ages	1.88	1.65	2.06	2.23	2.24	1.85	1.87	1.68	1.71	2.86

Q4. Satisfaction with City Services Adults 18+ (n=395)



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

Q4. Satisfaction with City Services Gender and Age Comparisons

	Respondent's Gender				Age					
	Total	Male	Female	Other	18-29	30-39	40-49	50-64	65+	Not sure/ DK/NA
4A. Repair and maintain city streets and repairing potholes	-.89	-.91	-.87	-1.23	-.75	-.84	-.80	-1.10	-.88	-.81
4B. Repair and maintain sidewalks	-.22	-.40	-.07	-1.00	.03	-.12	-.41	-.25	-.43	.58
4C. Maintain city parks	.93	1.01	.87	-1.77	.61	.96	.85	1.21	.94	1.64
4D. Maintain trails and bike lanes	.65	.59	.72	-1.00	.61	.60	.40	.84	.85	.85
4E. Maintain police patrols and crime prevention services	1.08	1.12	1.05	-.53	1.07	.94	1.20	1.04	1.15	1.79
4F. Maintain fire and emergency medical services	1.38	1.36	1.39	1.00	1.55	1.28	1.20	1.42	1.47	1.00
4G. Rapidly respond to 9-1-1 emergency calls	1.36	1.46	1.28	1.00	1.25	1.54	1.14	1.46	1.40	1.00
4H. Maintain the Ramona and Grover Beach community centers	1.05	1.08	1.03	1.00	1.05	1.12	1.02	1.09	.96	1.00
4I. Complete the Grover Beach Lodge and Conference Center	.44	.50	.38	.	.86	.35	.33	.63	-.10	1.00
4J. Maintain economic development programs to encourage businesses to locate and stay in Grover Beach	.44	.42	.46	-1.00	.39	.67	.31	.34	.45	1.78
4K. Enforce city codes to ensure that private property is being properly maintained	.55	.63	.48	1.00	.71	.60	.51	.50	.42	1.00
4L. Reduce traffic speed on city streets	.58	.64	.53	-1.00	.59	.89	.42	.48	.46	1.64
4M. Maintain recreation programs and facilities for seniors	.84	.94	.75	-1.00	.67	1.00	1.00	.79	.72	1.78
4N. Maintain recreation programs and facilities for youth and teens	.84	.96	.75	-1.00	.63	.84	.63	1.13	.95	.85
4O. Provide a variety of housing types for people of all ages	.06	.13	.00	-2.00	-.22	.05	.18	-.01	.33	.78

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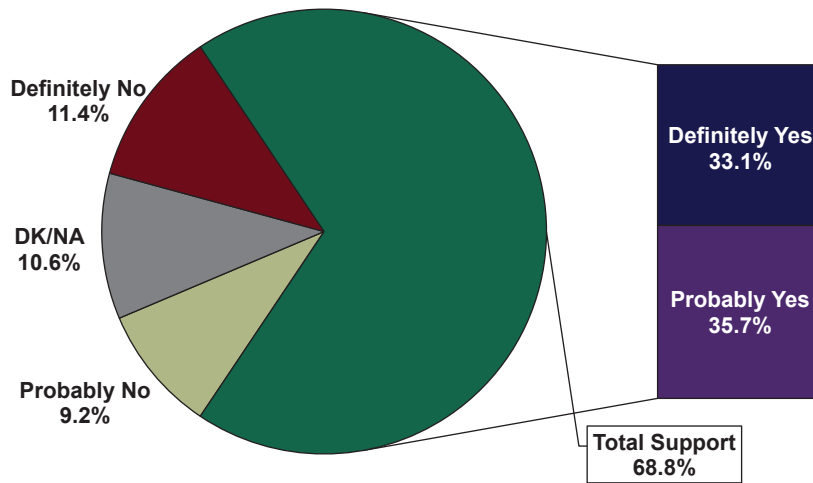
Importance – Satisfaction Correlation

	Importance	Satisfaction
3G. Rapidly responding to 9-1-1 emergency calls	2.62	1.36
3A. Repairing and maintaining city streets and repairing potholes	2.56	-0.89
3F. Maintaining fire and emergency medical services	2.55	1.38
3E. Maintaining police patrols and crime prevention services	2.44	1.08
3B. Repairing and maintaining sidewalks	2.13	-0.22
3C. Maintaining city parks	2.06	0.93
3N. Maintaining recreation programs and facilities for youth and teens	2.03	0.84
3J. Maintaining economic development programs to encourage businesses to locate and stay in Grover Beach	2.02	0.44
3O. Providing a variety of housing types for people of all ages	1.88	0.06
3M. Maintaining recreation programs and facilities for seniors	1.73	0.84
3H. Maintaining the Ramona and Grover Beach community centers	1.69	1.05
3D. Maintaining trails and bike lanes	1.66	0.65
3K. Enforcing city codes to ensure that private property is being properly maintained	1.59	0.55
3L. Reducing traffic speed on city streets	1.39	0.58
3I. Completing the Grover Beach Lodge and Conference Center	1.11	0.44

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

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Q5. Uninformed Support for Business License Tax November 2018 (n=243)

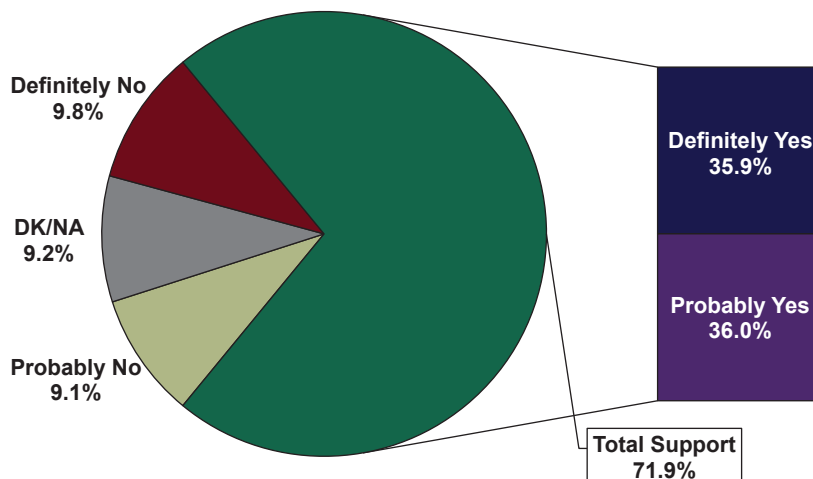


To maintain and enhance the City of Grover Beach, with funding that cannot be taken by Sacramento, including:

- repairing streets and potholes,
- maintaining neighborhood police patrols,
- maintaining fire and emergency medical services,
- maintain parks, trails and bike lanes, and
- other general city services,

shall the City of Grover Beach set the ongoing business tax certificate at 0.1% (one-tenth of one percent) of gross receipts, providing \$100,000 annually, requiring independent citizen oversight, and all funds stay in the City of Grover Beach?

Q6. Uninformed Support for Transient Occupancy Tax November 2018 (n=243)



To maintain and enhance the City of Grover Beach, with funding that cannot be taken by Sacramento, including:

- repairing streets and potholes,
- maintaining neighborhood police patrols,
- maintaining fire and emergency medical services,
- maintain parks, trails and bike lanes, and
- other general city services,

shall the City of Grover Beach increase the ongoing city transient occupancy tax charged to hotel guests from 10% to 13%, providing \$100,000 annually, requiring independent citizen oversight, financial audits, and all funds staying in the City of Grover Beach?

Q7. Statements About City Proposals

November 2018 (n=243)

I. Maintaining fire and emergency medical services is critical to the health and safety of Grover Beach residents

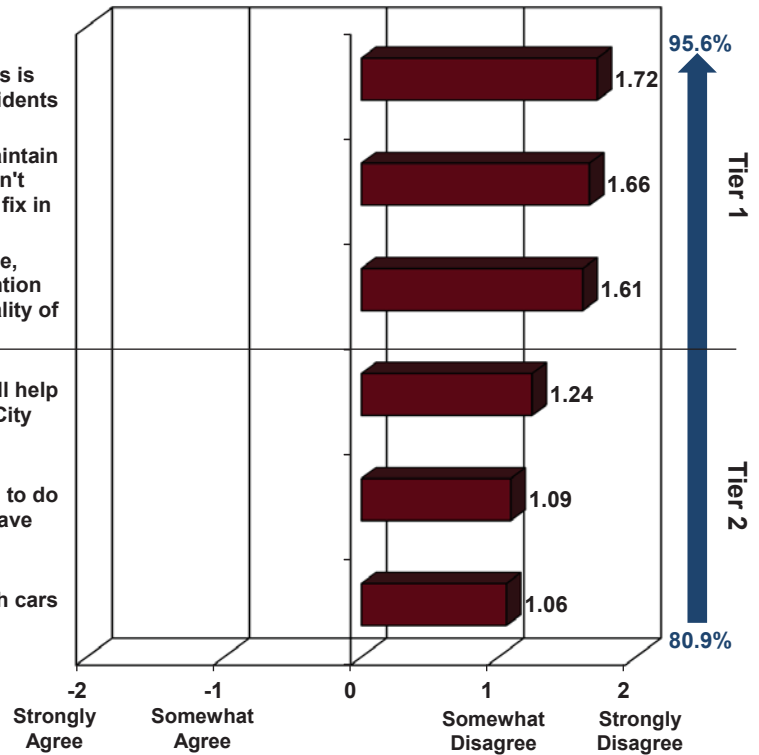
C. It is fiscally responsible to repair potholes and maintain our streets, roads and sidewalks now, so they don't deteriorate further and become even more costly to fix in the future when costs escalate

E. Maintaining the current level of police service, including neighborhood patrols and crime prevention programs, is vital to protecting Grover Beach's quality of life

K. These are not just streets measures but will help maintain the quality of life throughout the City

D. Instead of raising taxes, the City should learn to do more with the taxpayer dollars they already have

G. Dedicated bike paths will improve safety for both cars and cyclists



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

Q7. Statements About City Proposals

November 2018 (n=243)

J. Dedicated pedestrian trails will improve safety for both cars and pedestrians and improve the quality of life in Grover Beach

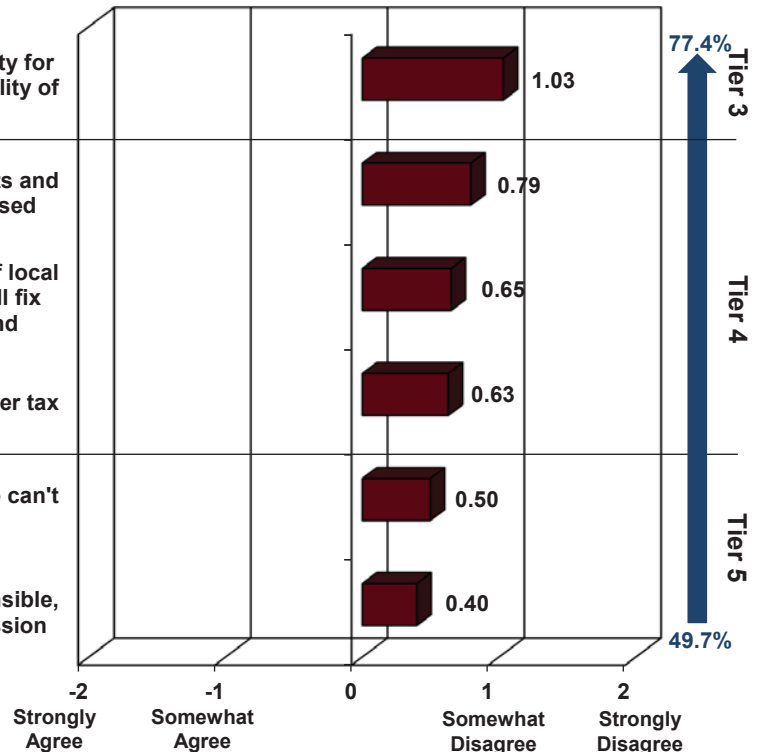
F. Measure K14 was for local residential streets and has not been used as the voters were promised

L. Measure K14 was used to fund rehabilitation of local residential streets, now these new measures will fix major streets such as 4th, Oak Park, and Grand

H. Homeowners will not pay either tax

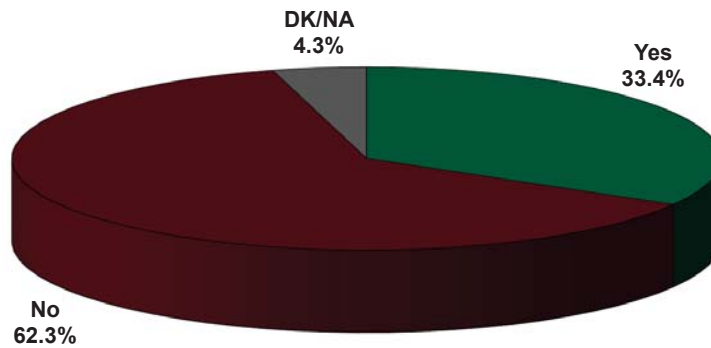
B. Taxes are already too high in Grover Beach, we can't afford these new taxes too

A. The City has been very fiscally responsible, balancing city budgets during the recession



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

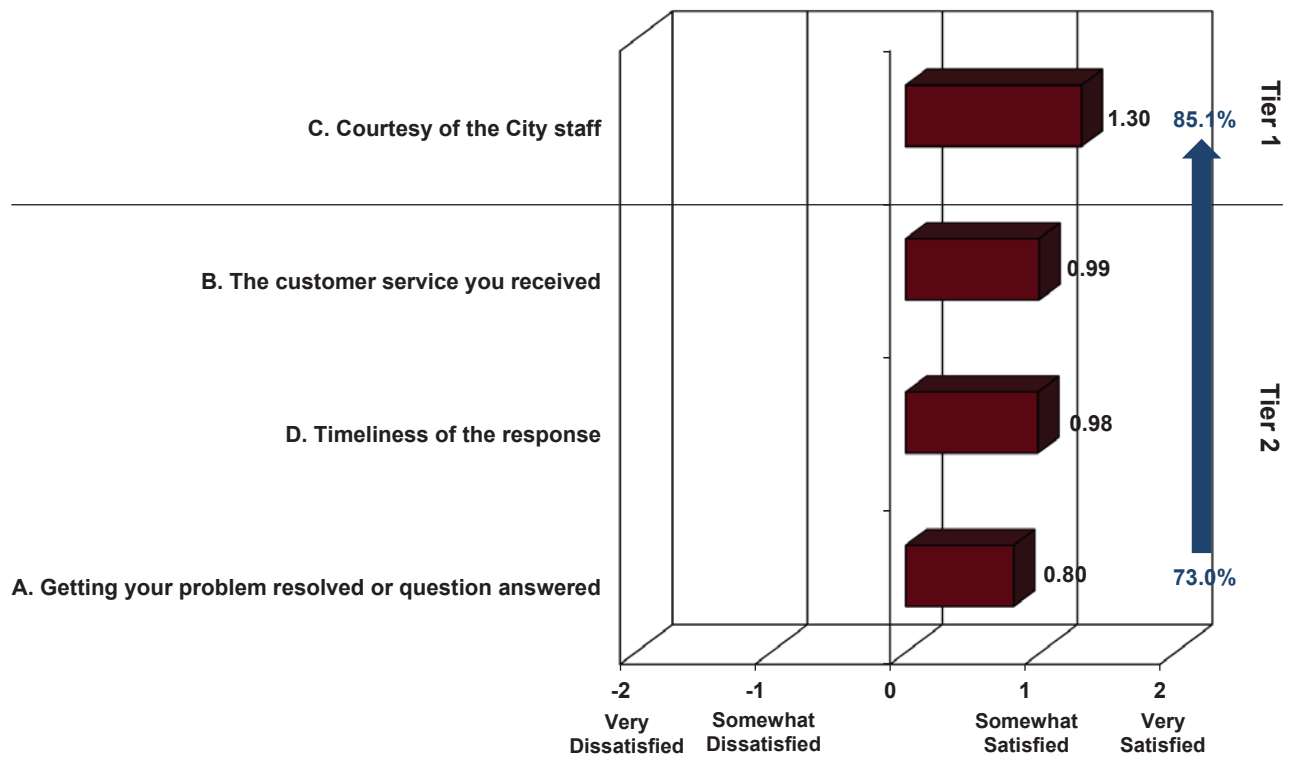
Q8. Contacted a City Department in Past 12 Months Adults 18+ (n=395)



Q8. Contacted a City Department in Past 12 Months Gender and Age Comparisons

	Respondent's Gender				Age					Not sure/ DK/NA
	Total	Male	Female	Other	18-29	30-39	40-49	50-64	65+	
Total	395	181	213	1	80	73	74	98	68	3
Yes	132 33.4%	54 29.6%	78 36.4%	1 76.6%	15 18.6%	30 41.4%	23 30.7%	38 38.4%	27 39.3%	0 .0%
No	246 62.3%	117 64.9%	129 60.3%	0 23.4%	58 72.9%	40 55.0%	46 61.9%	60 60.9%	40 59.1%	3 86.5%
DK/NA	17 4.3%	10 5.5%	7 3.3%	0 .0%	7 8.4%	3 3.6%	5 7.4%	1 .6%	1 1.6%	0 13.5%

Q9. Satisfaction with City Customer Service Adults 18+ (n=132)

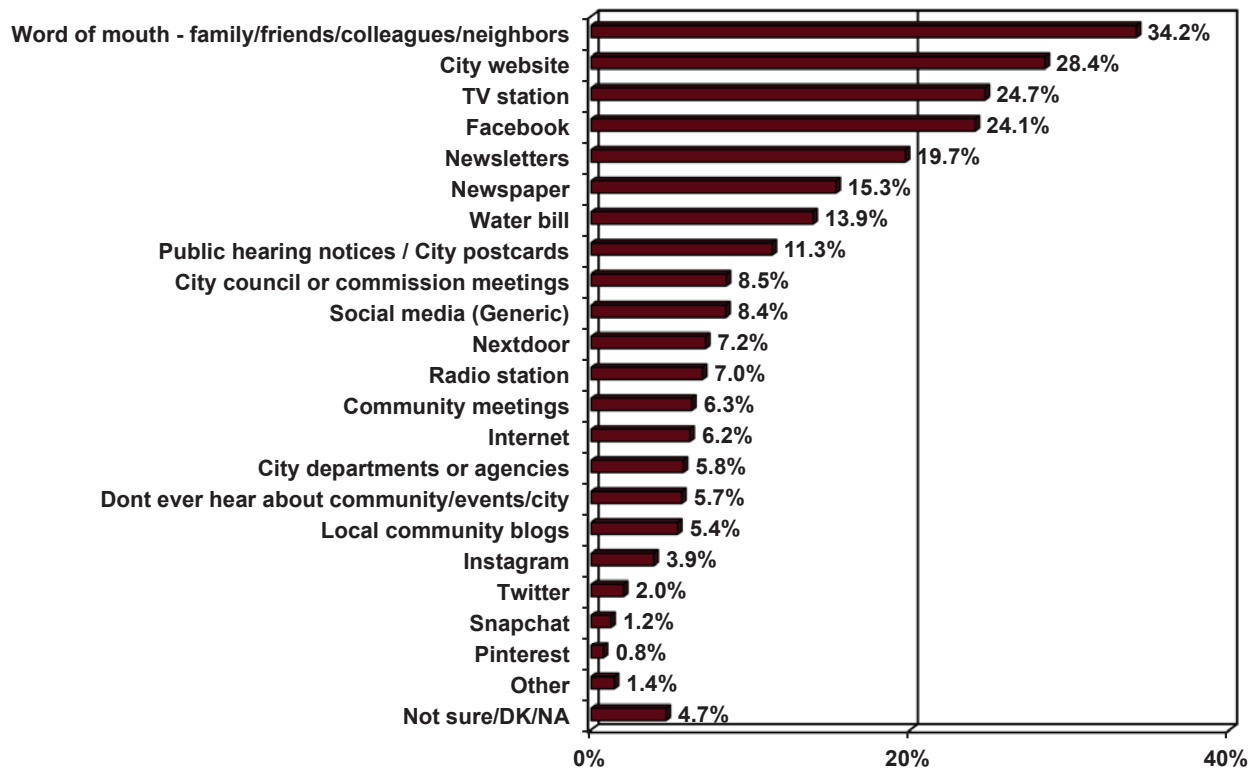


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2.

Q9. Satisfaction with City Customer Service Gender and Age Comparisons

	Respondent's Gender				Age					
	Total	Male	Female	Other	18-29	30-39	40-49	50-64	65+	Not sure/ DK/NA
9A. Getting your problem resolved or question answered	.80	.39	1.11	-2.00	1.29	1.14	.48	.77	.46	1.00
9B. The customer service you received	.99	.58	1.30	-2.00	1.27	1.18	.47	1.22	.72	1.00
9C. Courtesy of the City staff	1.30	.93	1.57	1.00	1.32	1.40	.62	1.56	1.42	1.00
9D. Timeliness of the response	.98	.78	1.14	-2.00	.67	1.20	.67	1.31	.70	1.00

Q10. Preferred Sources for Local Information Adults 18+ (n=395)



Summary

- A majority of residents are satisfied with the job the City is doing to provide municipal services.
 - Sixty-one percent of respondents indicated that they are “very satisfied” (19.3%) or “somewhat satisfied” (41.4%) with the job the City is doing to provide services.
- In an open-end format, residents’ top concerns are:
 - Street/Road condition/Repairs needed (56.1%)
 - Homeless (11.4%)
- The most important municipal services are:
 - Rapidly responding to 9-1-1 emergency calls
 - Repairing and maintaining city streets and repairing potholes
 - Maintaining fire and emergency medical services
 - Maintaining police patrols and crime prevention services
- Residents are most satisfied with:
 - Maintain fire and emergency medical services
 - Rapidly respond to 9-1-1 emergency calls
 - Maintain police patrols and crime prevention services
 - Maintain the Ramona and Grover Beach community centers

- The survey revealed a solid base of voter support for measures to modify the business license and to increase the transient occupancy tax.
 - Support for the business license measure in the November 2018 election was 68.8%.
 - Support for the transient occupancy tax measure in the November 2018 election was 71.9%.
- Respondents strongly agree:
 - Maintaining fire and emergency medical services is critical to the health and safety of Grover Beach residents.
 - It is fiscally responsible to repair potholes and maintain our streets, roads and sidewalks now, so they don't deteriorate further and become even more costly to fix in the future when costs escalate.
 - Maintaining the current level of police service, including neighborhood patrols and crime prevention programs, is vital to protecting Grover Beach's quality of life.
- Thirty-three percent of respondents have contacted the City in the last 12 months.
 - 85.1% of respondents were satisfied with the "Courtesy of the City staff"
 - 78.5% of respondents were satisfied with the "customer service you received"
 - 76.8% of respondents were satisfied with the "Timeliness of the response"

- 73.0% of respondents were satisfied with the "Getting your problem resolved or question answered"
- Top sources of information on local community, local events and City government are:
 - Word of mouth - family/friends/colleagues/neighbors
 - City website
 - TV station
 - Facebook
 - Newsletters
 - Newspaper
 - Water bill
 - Public hearing notices / City postcards



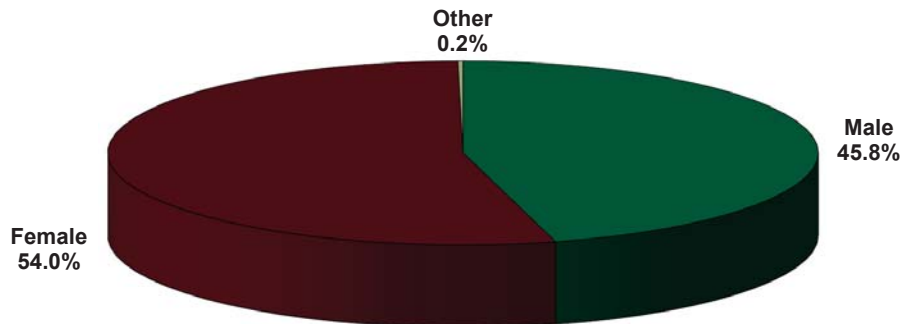
GODBE RESEARCH
Gain Insight



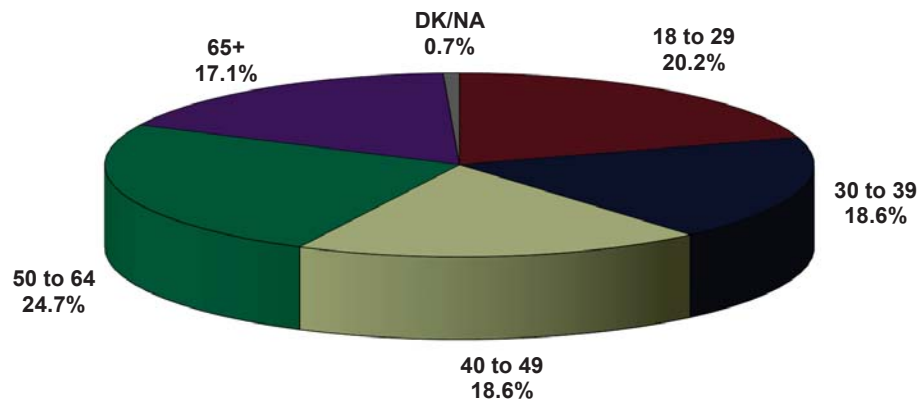
Appendix A: Additional Demographic Information

QA. Gender Adults 18+ (n=395)

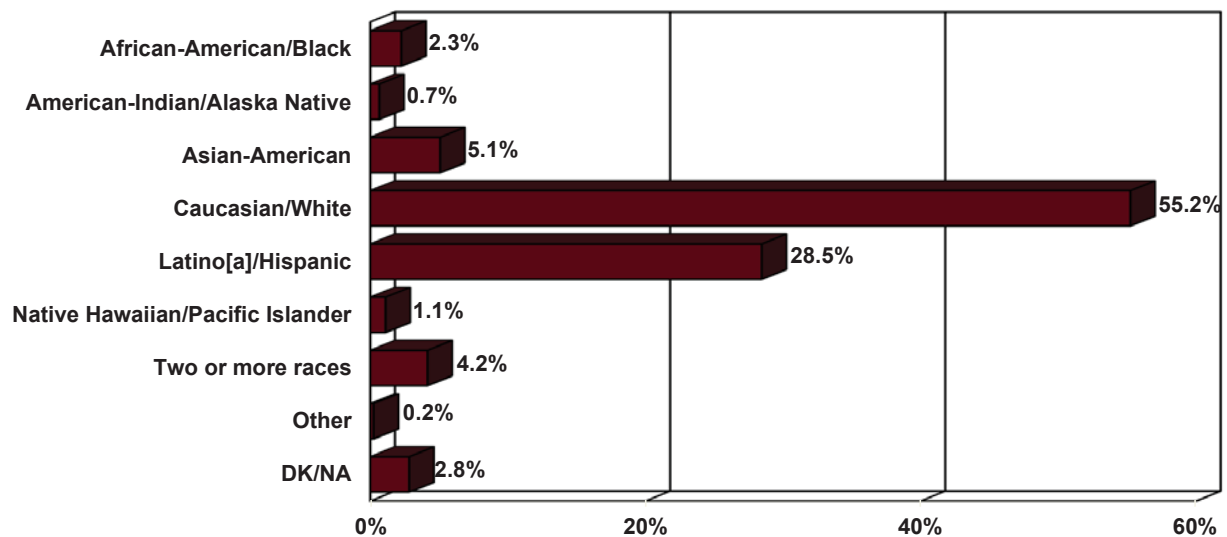
GODBE RESEARCH
Gain Insight



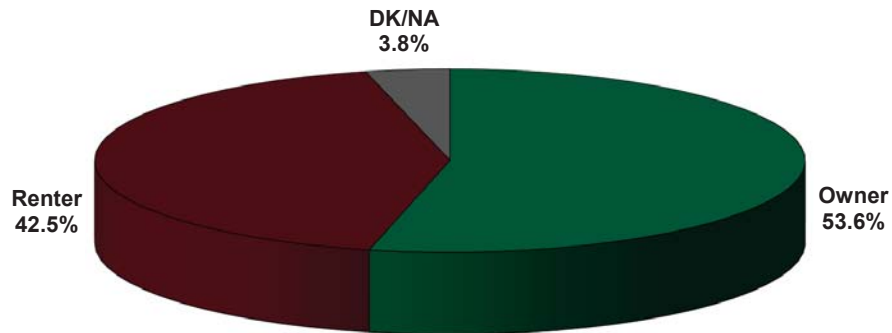
QB. Age Adults 18+ (n=395)



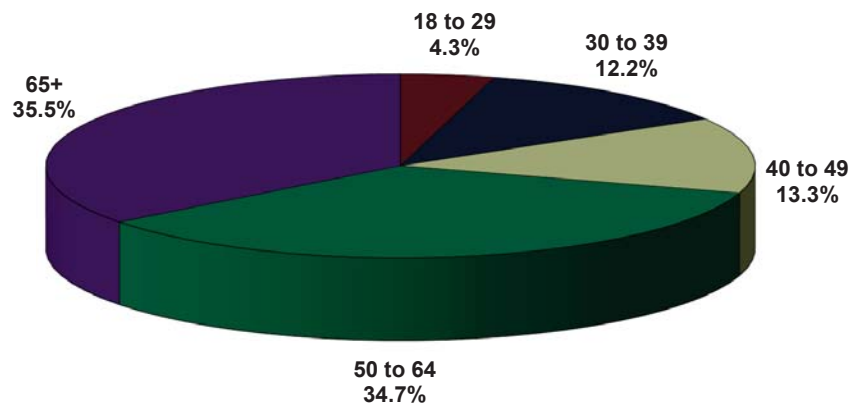
QC. Ethnicity Adults 18+ (n=395)



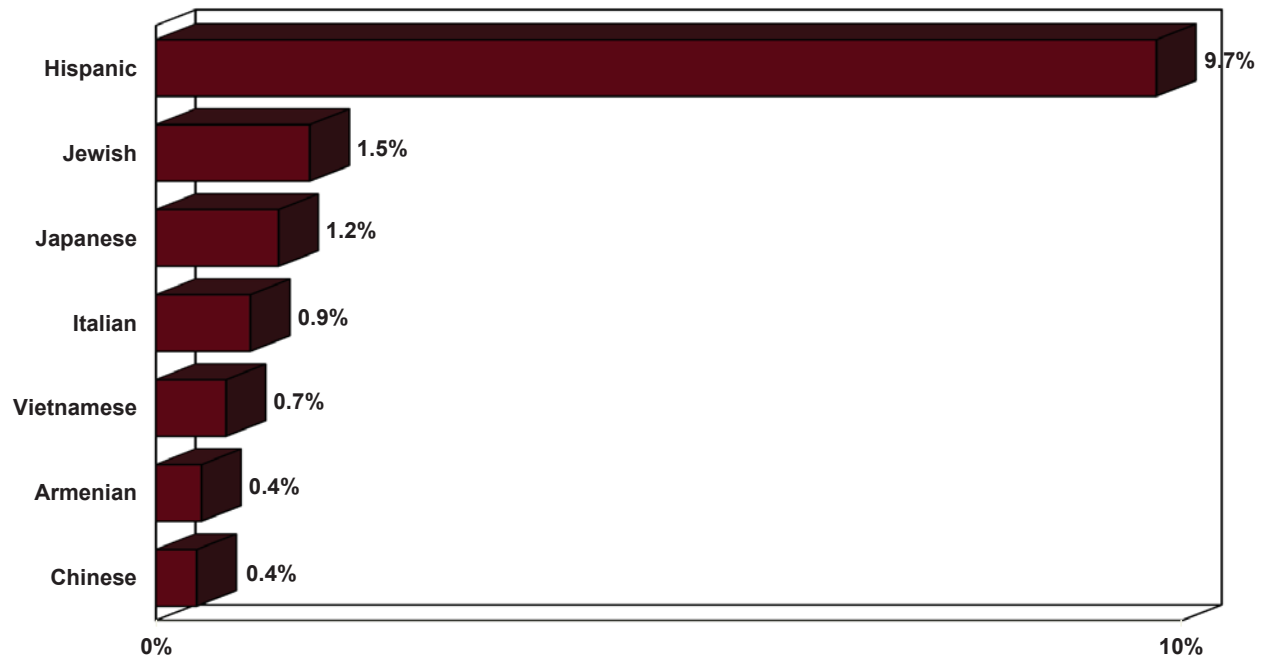
QD. Home Ownership Adults 18+ (n=395)



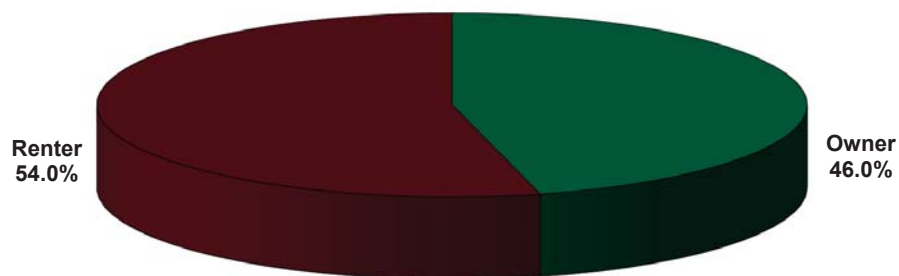
QE. Age (from Voter File) November 2018 (n=243)



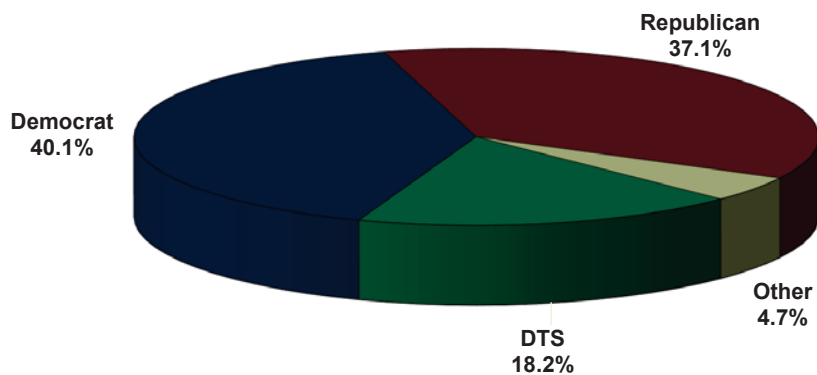
QF. Ethnic Surname November 2018 (n=243)



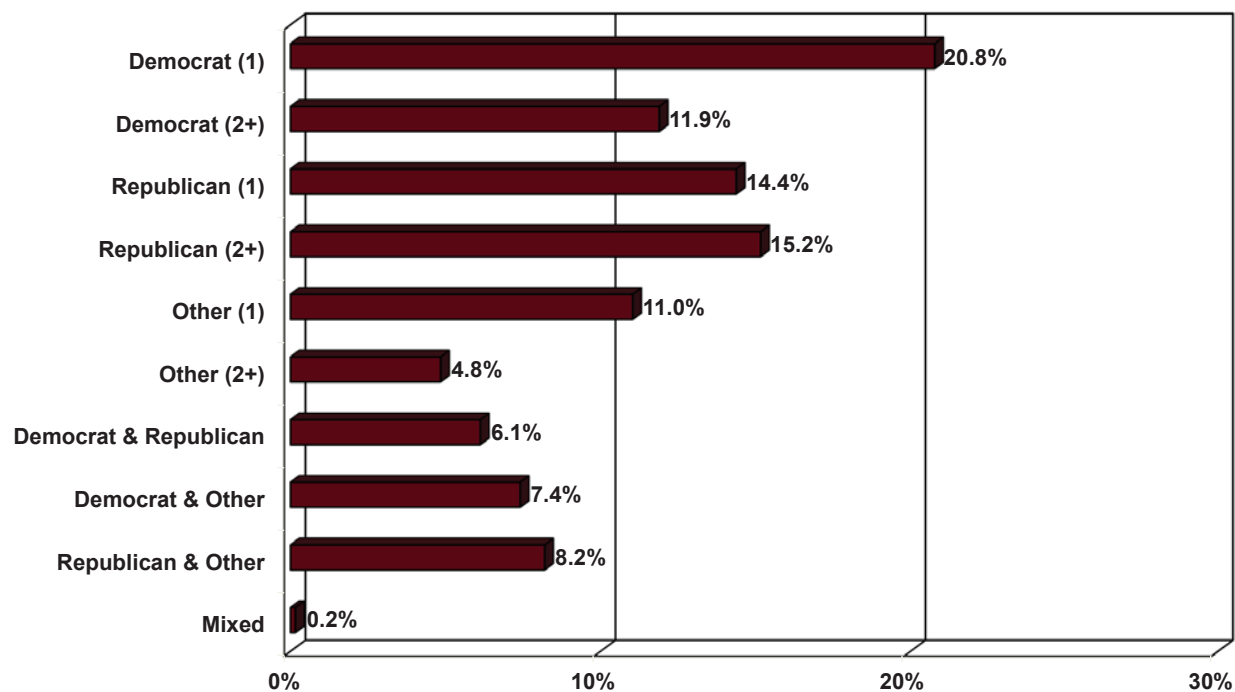
QG. Home Ownership (from Voter File) November 2018 (n=243)



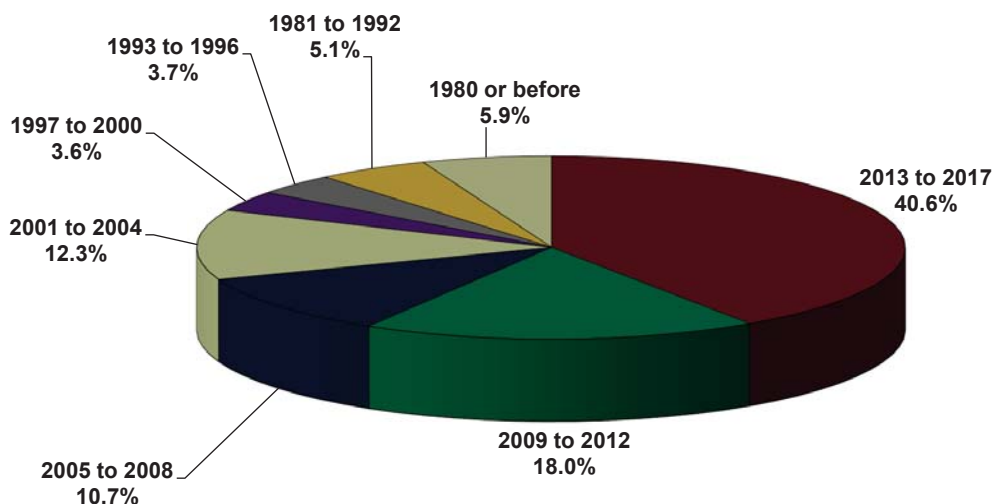
QH. Individual Party November 2018 (n=243)



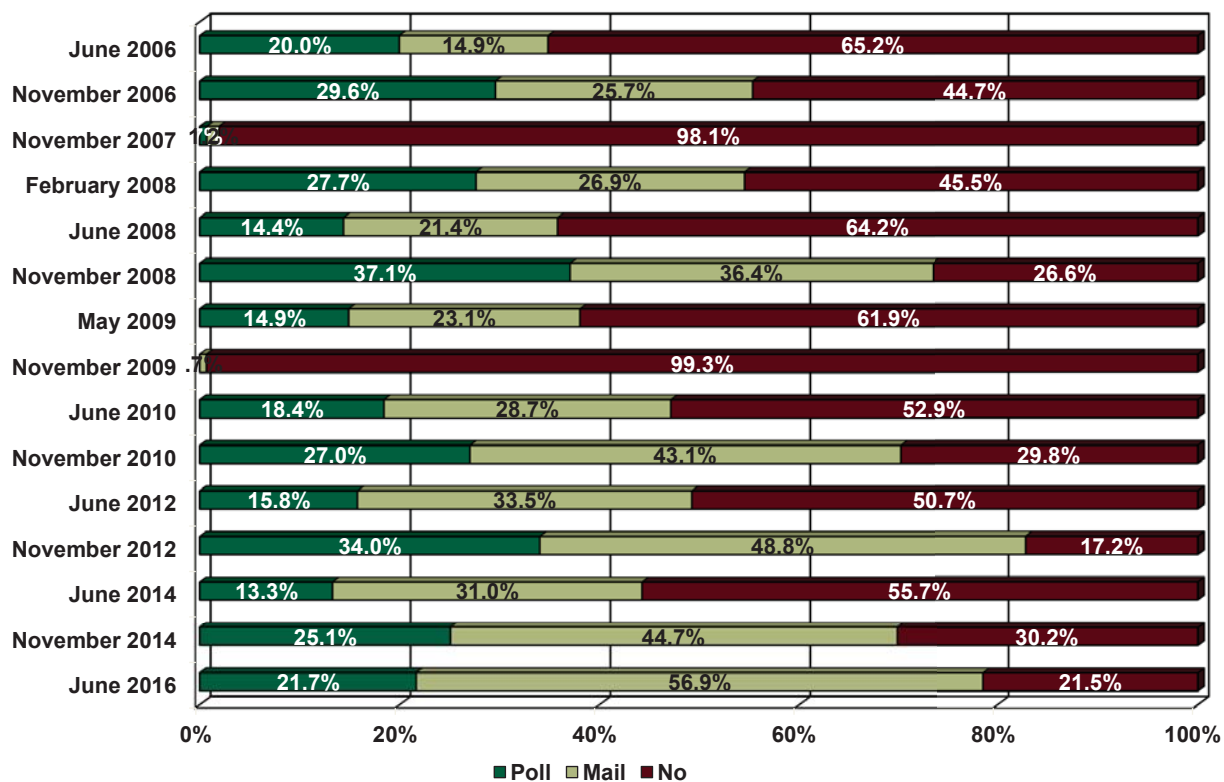
QI. Household Party Type November 2018 (n=243)



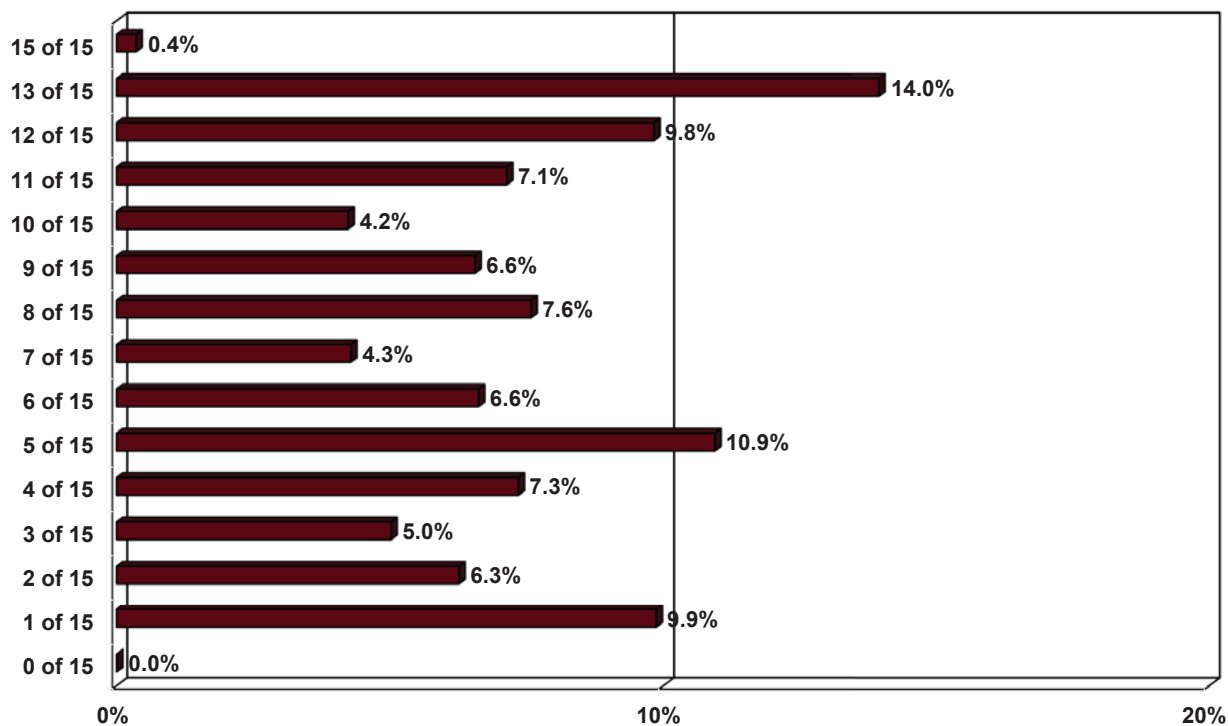
QJ. Registration Date November 2018 (n=243)



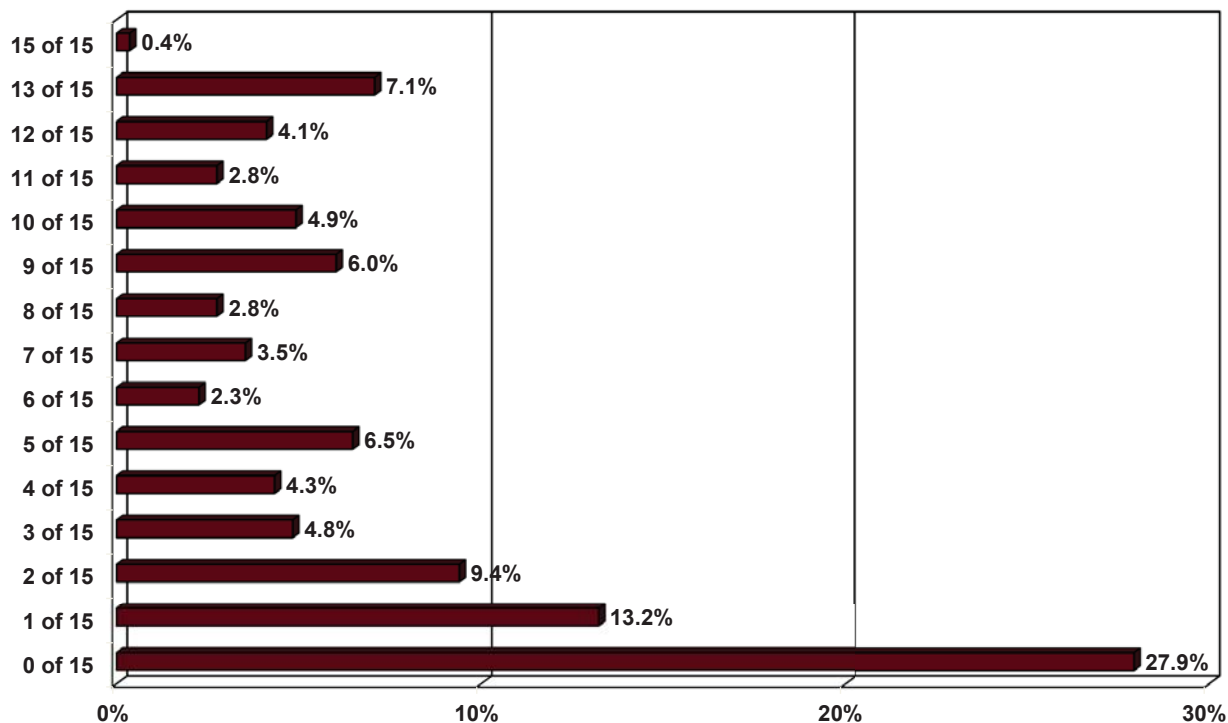
QK. Voting History November 2018 (n=243)



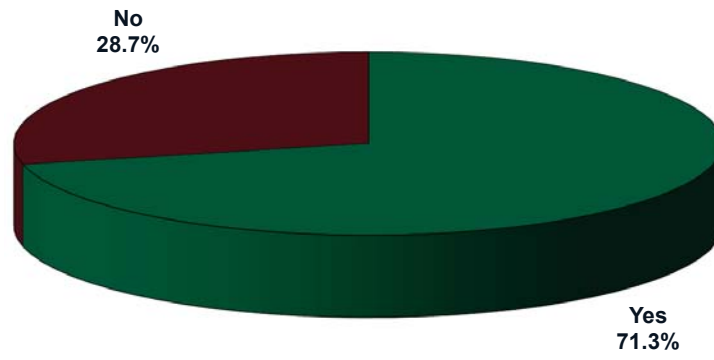
QL. Times Voted in Last Elections November 2018 (n=243)



QL. Times Voted Absentee November 2018 (n=243)



QN. Permanent Absentee Voter November 2018 (n=243)



QO. Likely Absentee Voter November 2018 (n=243)

