

2015 City of San Diego Resident Survey

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Final Report

Submitted to the City of San Diego, CA

by:

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February 2016



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2015 City of San Diego Resident Survey Executive Summary Report

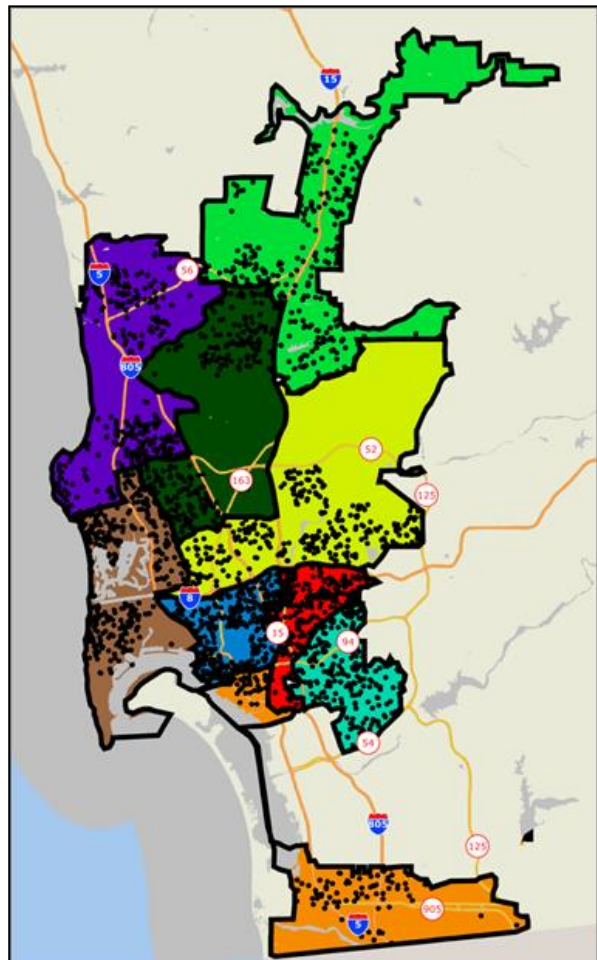
Overview and Methodology

During November and December of 2015, ETC Institute administered a resident survey for the City of San Diego. The purpose of the survey was to assess satisfaction with the delivery of City programs, services, and City staff, and to determine preferences about how City officials should prioritize programs and services.

Methodology. A five-page survey was mailed to a stratified random sample of households in the City. The sample was stratified to ensure the completion of at least 200 surveys in each of City's nine Council Districts. The mailed survey included a postage paid return envelope, cover letter explaining the purpose of the survey and where residents could complete the online version of the survey.

Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey or completed it online were given the option of completing it by phone. Of the households that received a survey, 2,478 completed the survey: 1,324 completed it by mail, 583 by phone, and 571 by e-mail. The results for the random sample of 2,478 households have a 95% level of confidence with a precision of at least $\pm 2.0\%$.

Location of Respondents. To better understand how well services are being delivered in different parts of the City, the home address of respondents to the survey were geocoded. The dots on the map to the right show the distribution of survey respondents based on the location of their home.



Don't Knows. The percentage of “don't know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services. Since the number of “don't know” responses often reflects the utilization and awareness of city services, the percentage of “don't know” responses has been included in the tabular data in Section 3 of this report. When the “don't know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey (Section 1)
- importance-satisfaction analysis that identifies priorities for investment (Section 2)
- tabular data showing the overall results for all questions on the survey (Section 3)
- a copy of the cover letter and survey instrument (Section 4)

Overall Ratings of the City

Eighty-seven percent (87%) of those surveyed, who had an opinion, gave positive ratings for San Diego as a place to live; 76% gave positive ratings for the City as a place raise a family, and 64% gave positive ratings for the City as a place to work.

Perceptions of the City

Residents were asked to rate several items that may influence their perceptions of the City. The items that had the highest levels of satisfaction, based upon the combined “very satisfied” and “satisfied” responses among residents who had an opinion, were: feeling of safety in neighborhoods (73%), image of the City (71%), quality of life in the City (71%), and feeling of safety in the City (70%).

Overall Satisfaction with City Services

Forty-seven percent (47%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the overall quality of services provided by the City of San Diego. The major categories of city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: fire rescue safety services (78%), library programs and facilities (76%), lifeguard services (72%), emergency medical services (70%), and solid waste services (70%). Residents were least satisfied with the maintenance of streets, sidewalks, and infrastructure (24%).

Satisfaction with Specific City Services

- **Police Services.** The highest levels of satisfaction with police services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: effectiveness of local police protection (66%), the visibility of police in the City (59%), and how quickly police respond (53%).
- **Fire Services.** The highest levels of satisfaction with fire services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: how quickly firefighters respond (83%), effectiveness of local fire protection (82%), and how quickly emergency medical personnel respond (79%).
- **City Streets, Sidewalks, and Infrastructure.** The highest levels of satisfaction with City streets, sidewalks, and infrastructure, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: accessibility of streets, sidewalks and buildings for people with disabilities (57%), condition of City buildings (57%), availability of street lights in the neighborhood (52%), and efforts to keep streets clean in the neighborhood (50%).
- **Solid Waste.** The highest levels of satisfaction with solid waste services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: residential trash collection (81%) and residential recycling services (77%).
- **Parks and Recreation.** The highest levels of satisfaction with the City’s parks and recreation services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: availability of parks and recreation facilities (75%), maintenance of City beaches (73%), maintenance of City parks (69%), and hours of operation at City parks and recreation facilities (68%).
- **Library Services.** The highest levels of satisfaction with the City’s library services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: availability of library facilities (77%), the quality of services/libraries in the neighborhood (76%), and maintenance of City libraries (72%).
- **Community Engagement.** The highest levels of satisfaction with community engagement, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: access to information about City programs and services (43%), overall usefulness of the City’s website (39%) and access to City officials (38%).

- **Other Services.** The highest levels of satisfaction with other City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents who had an opinion, were: online services (58%), quality and variety of entertainment, expositions and sporting events (58%), music, dance, and theater performances (57%), and historic preservation efforts (50%).
- **Customer Service.** The highest levels of satisfaction with customer service from City employees, based upon the combined percentage of “excellent” and “good” responses among residents who had an opinion, were: courtesy of employees (67%), knowledge of employees (64%), and overall customer service provided (62%).

Other Findings

Some of the other major findings from the survey are listed below:

- **How Residents Think the Overall Quality of Services Has Changed.** Residents were asked how they think the overall quality of services provided by the City has changed compared to several years ago. Of those who had an opinion, 12% indicated it was “much better” than it was several years ago; 31% thought the quality was “a little better,” 35% answered “about the same,” 15% thought it was “a little worse,” and 8% felt it was “much worse.”
- **Preferred Method of Reporting Problems to the City.** Half (50%) of residents indicated the City web site was their preferred method of reporting problems to the City. Twenty percent (20%) indicated they prefer a mobile application, 13% prefer cellular telephone, 9% prefer text message, 4% prefer social media, and 3% did not have an opinion.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

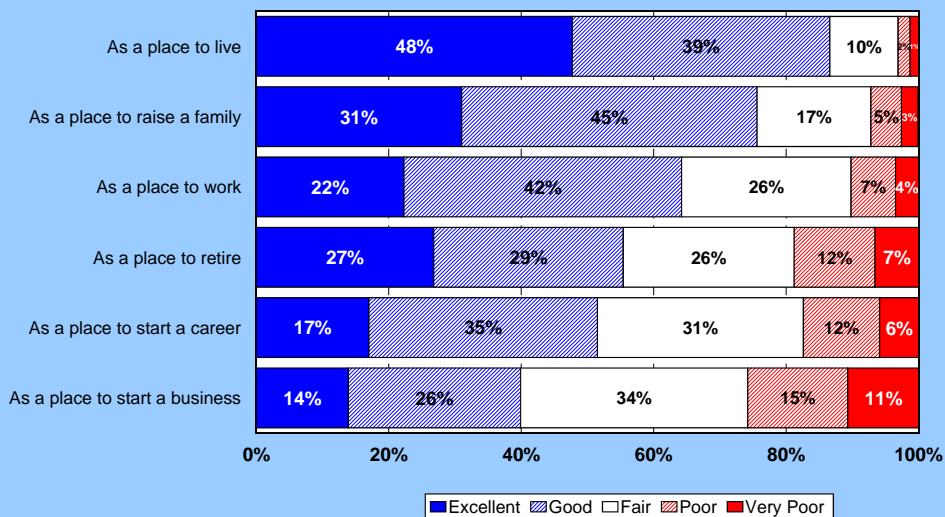
- **Top Priority for Investment.** Based on the results of the Importance-Satisfaction (I-S) Analysis, the major service category that is recommended as the top priority for investment over the next two years in order to raise the City's overall satisfaction rating is the maintenance of streets, sidewalks, and infrastructure.

Section 1:

Charts and Graphs

Q1. How Residents Rate Certain Aspects of Living and Working in San Diego

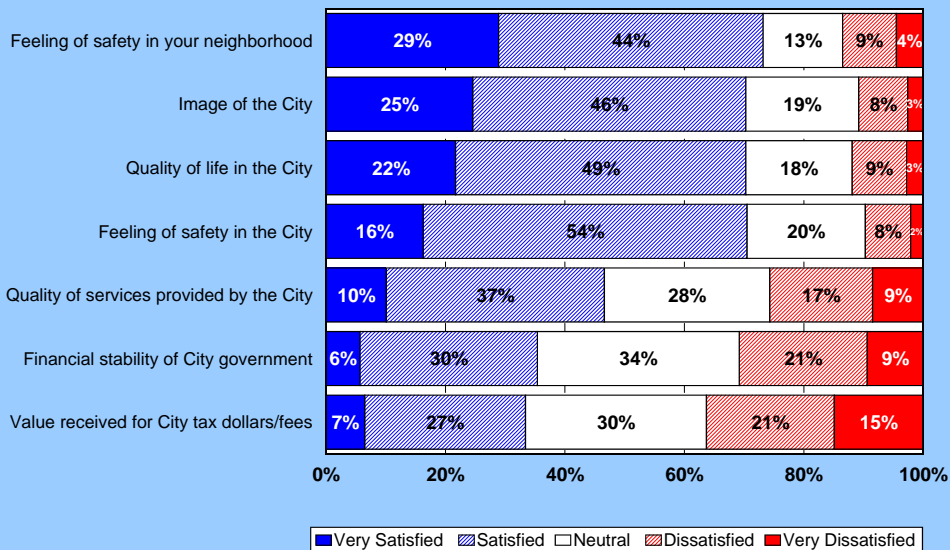
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q2. Satisfaction With Items That Influence Perceptions of the City of San Diego

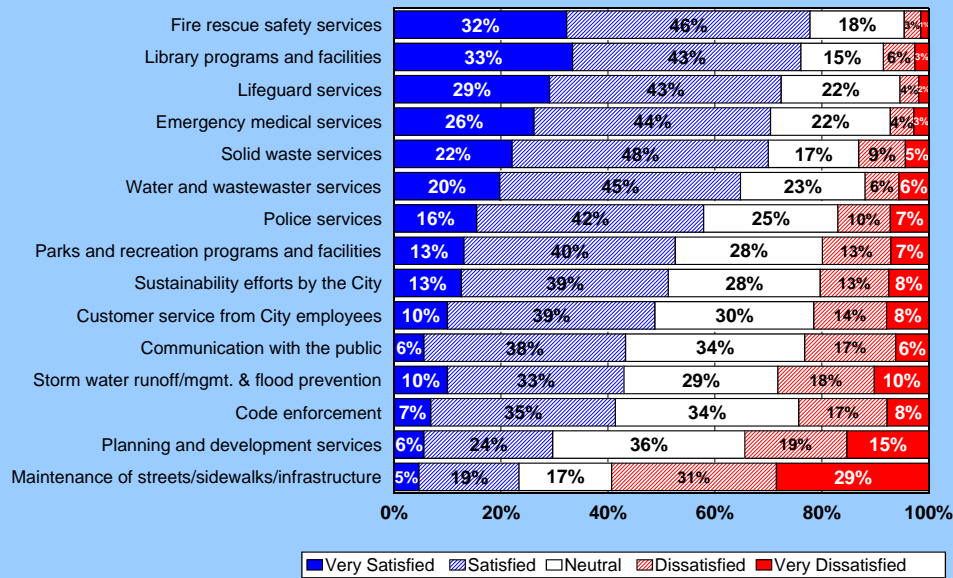
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q3. Satisfaction With Overall Quality of City Services

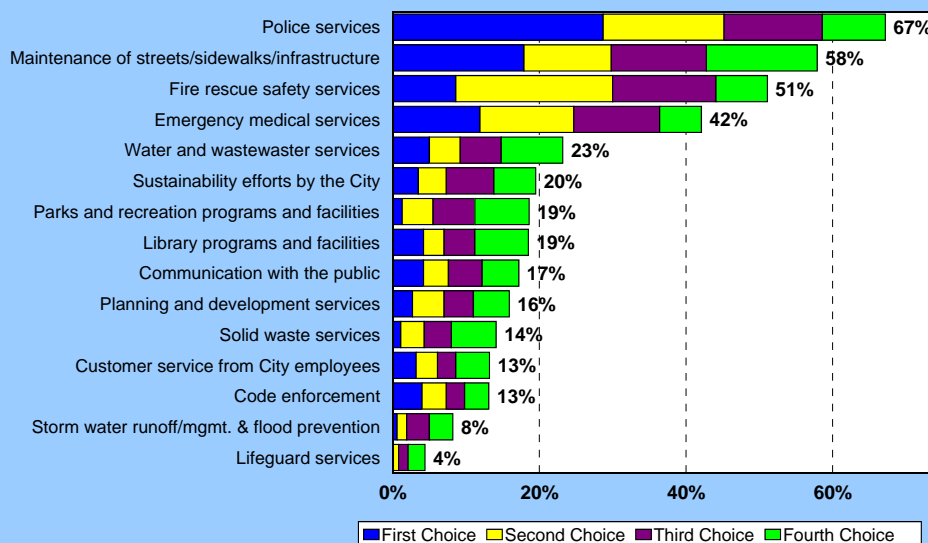
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q4. City Services That Residents Felt Were Most Important for the City to Provide

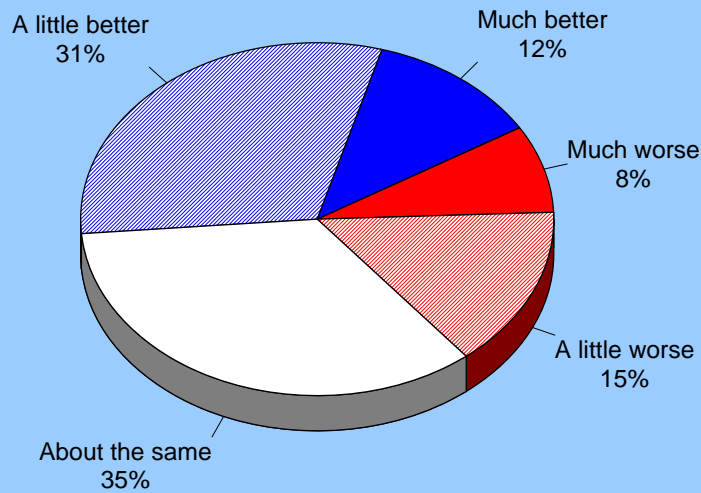
by percentage of respondents surveyed who selected the item as one of their top four choices



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q5. How Residents Think the Overall Quality of Services Provided by the City Has Changed Compared to Several Years Ago

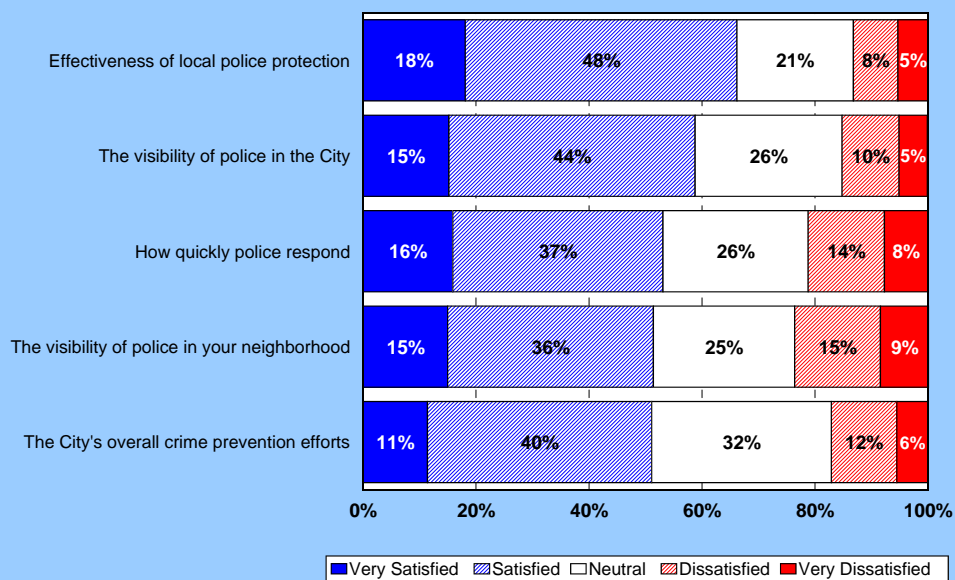
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q6. Satisfaction with Police Services

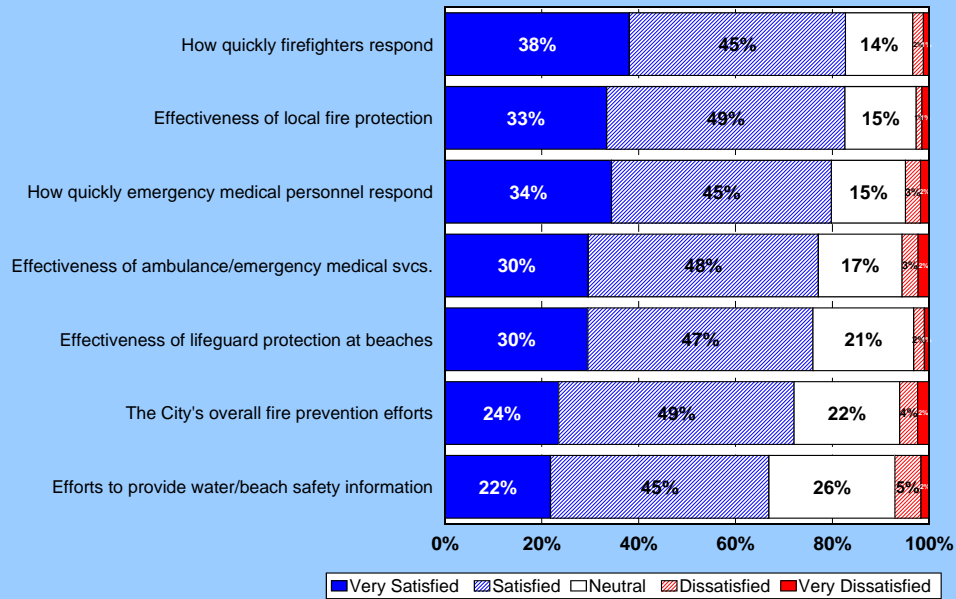
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q7. Satisfaction with Fire Services

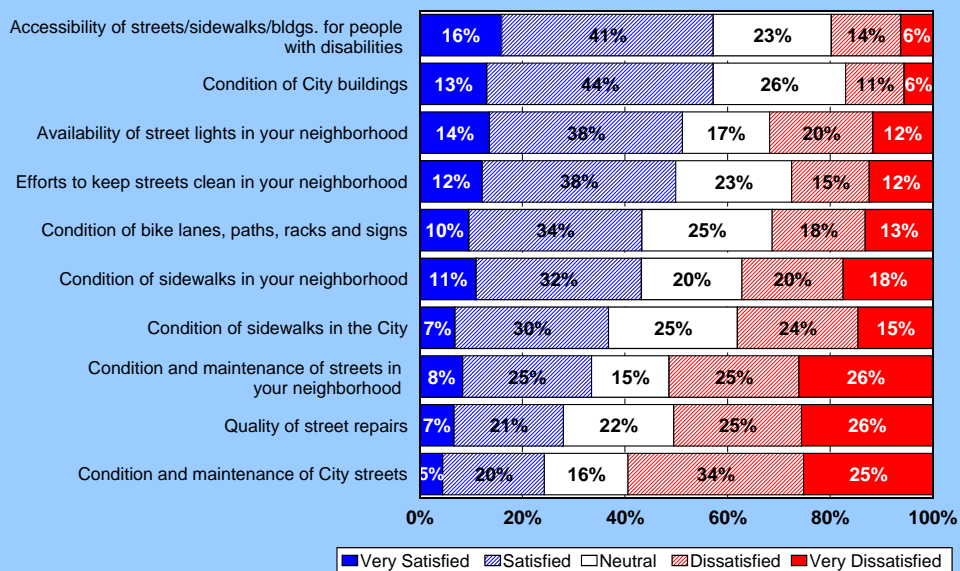
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q8. Satisfaction with City Streets, Sidewalks, and Infrastructure

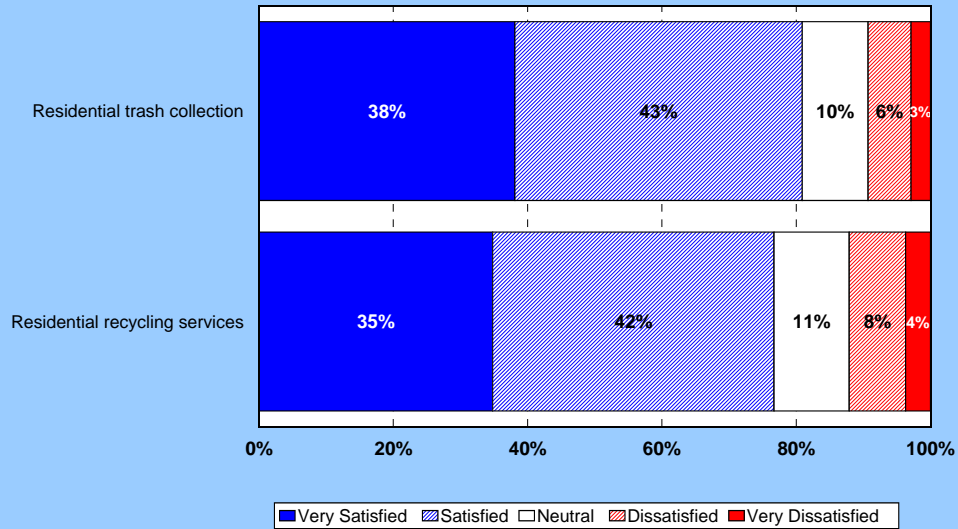
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q9. Satisfaction with Solid Waste Services

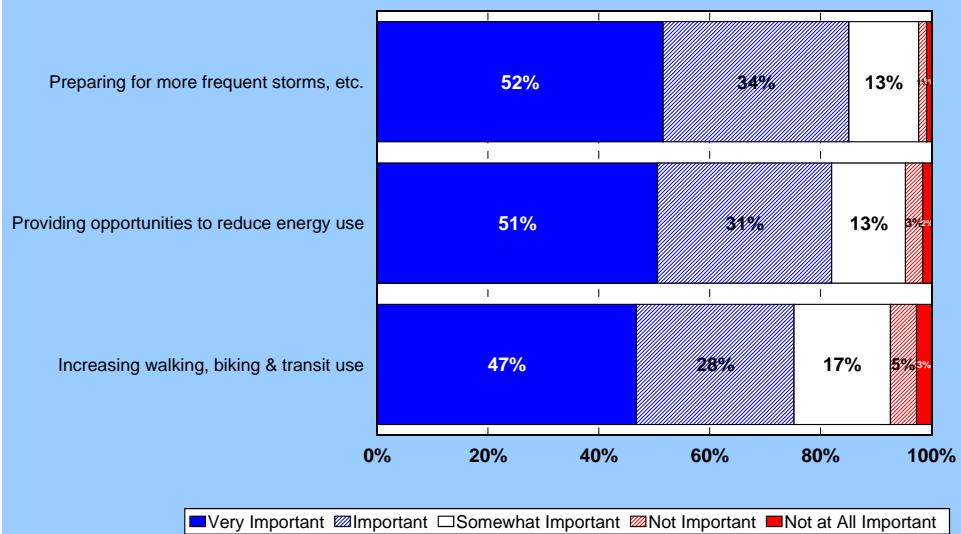
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q10. Importance of Actions to Support Sustainability in the Community

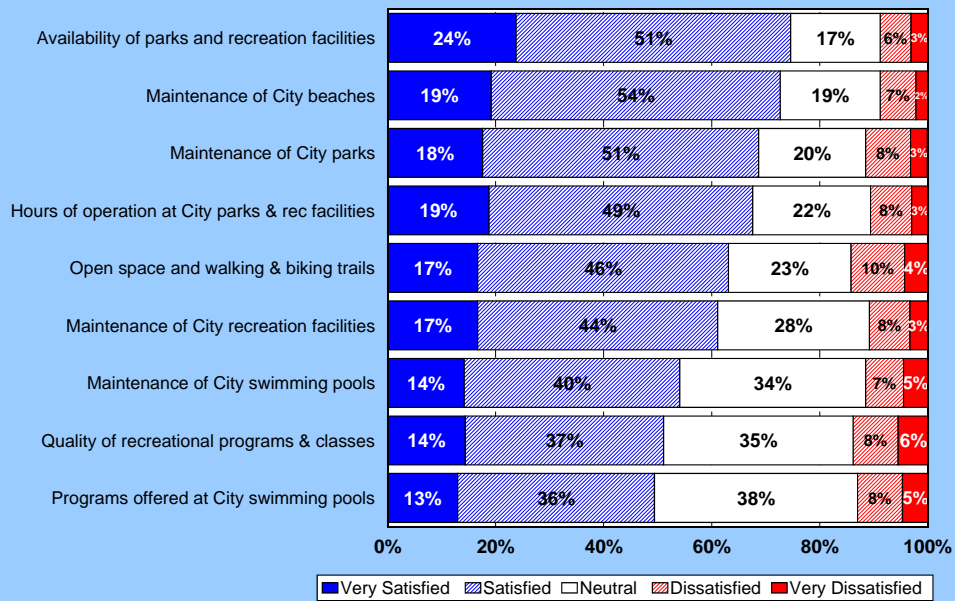
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q11. Satisfaction with Parks and Recreation Services

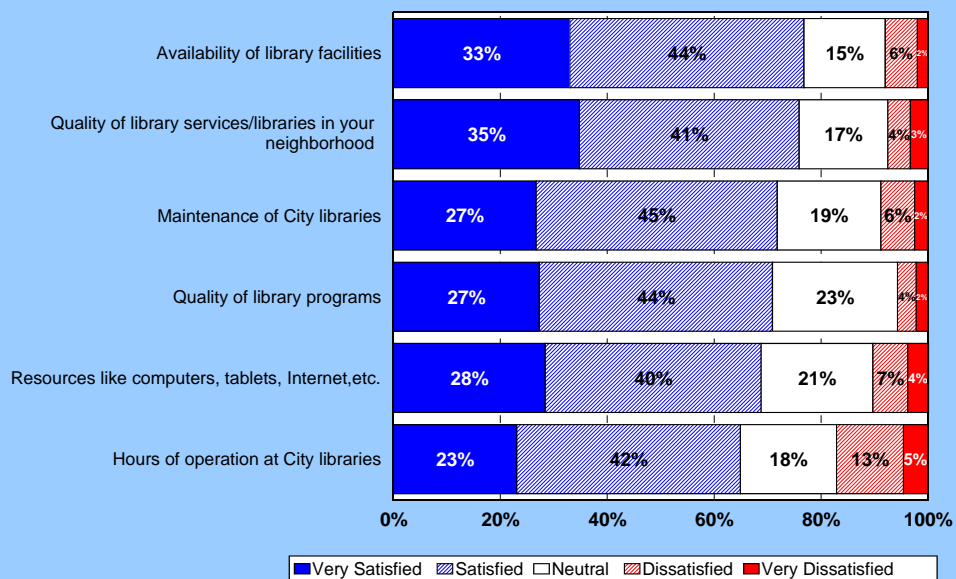
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q12. Satisfaction with Library Services

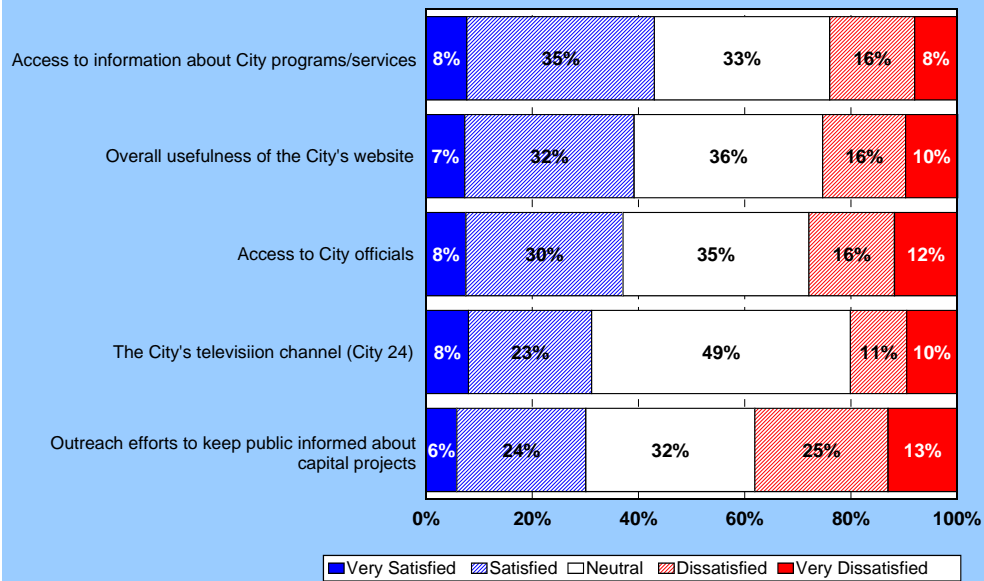
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q13. Satisfaction with Community Engagement

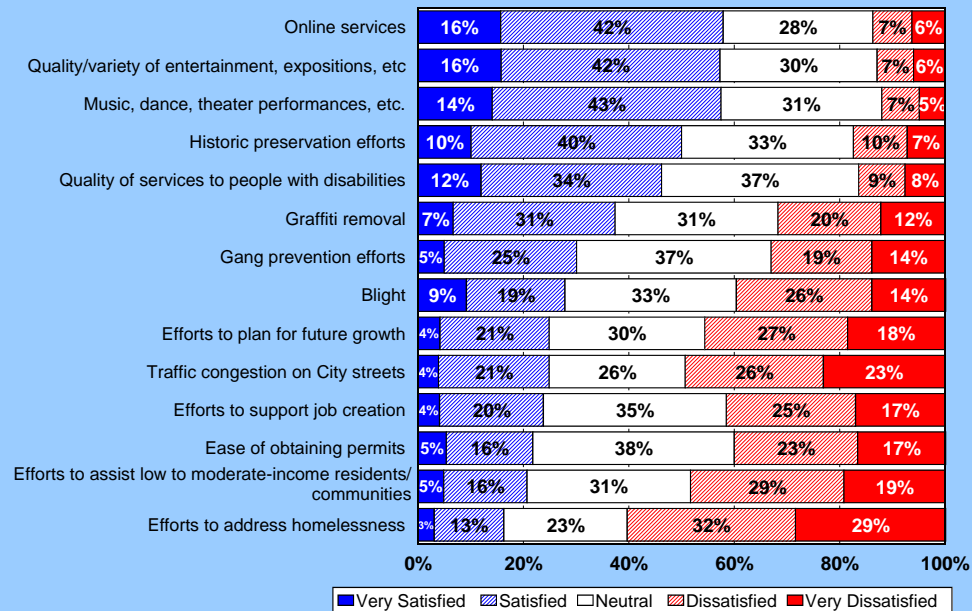
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q14. Satisfaction with Other Services

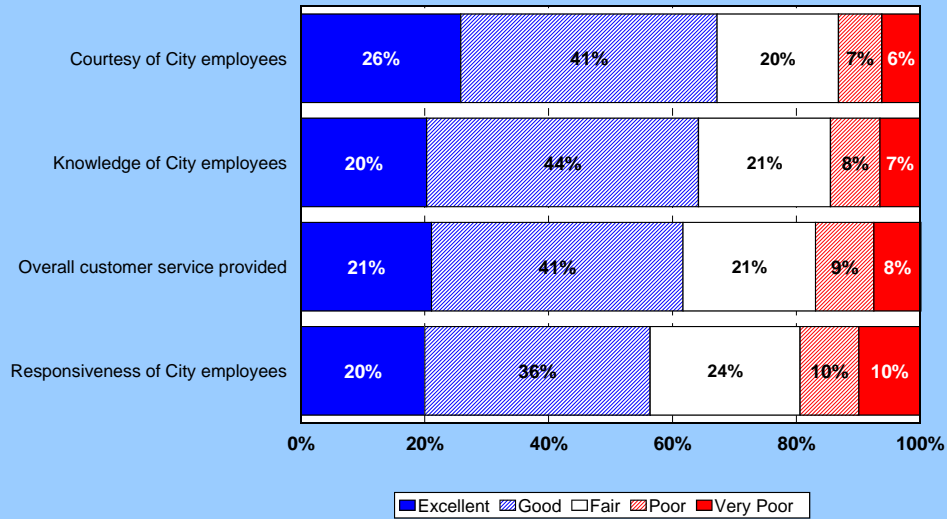
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q15. How Residents Rate Customer Service from City Employees

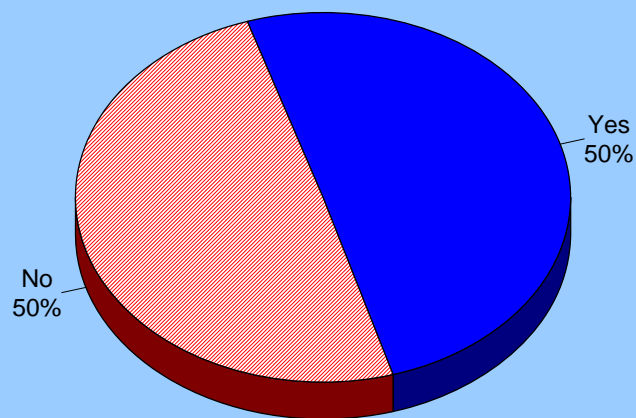
by percentage of respondents (excluding don't knows)



Source: ETC Institute (City of San Diego 2015 Resident Survey)

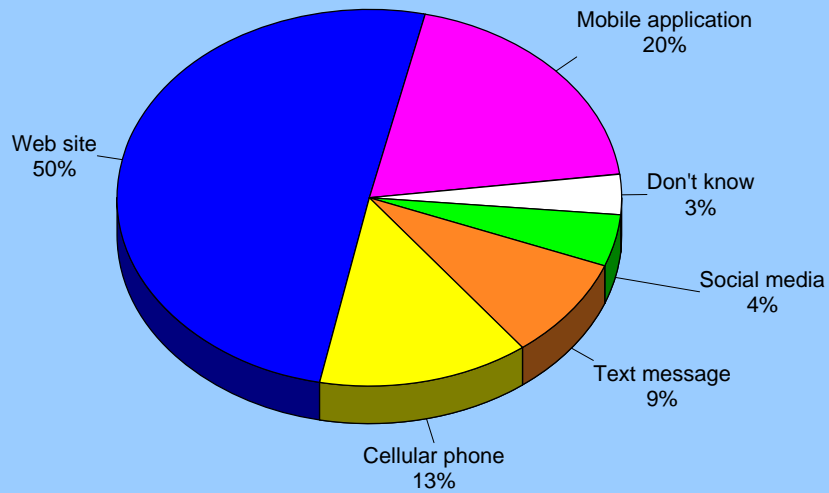
Q17. Are you satisfied with the process of reporting problems (i.e. potholes) to the City?

by percentage of respondents



Source: ETC Institute (City of San Diego 2015 Resident Survey)

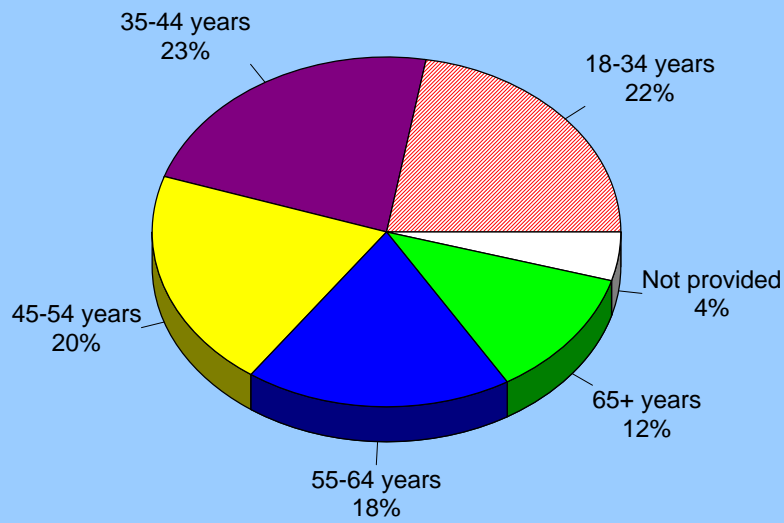
Q18. What would be your preferred method for reporting problems to the City?



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q20. Age of Respondents

by percentage of respondents



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q21. Number of Years Residents Have Lived in San Diego

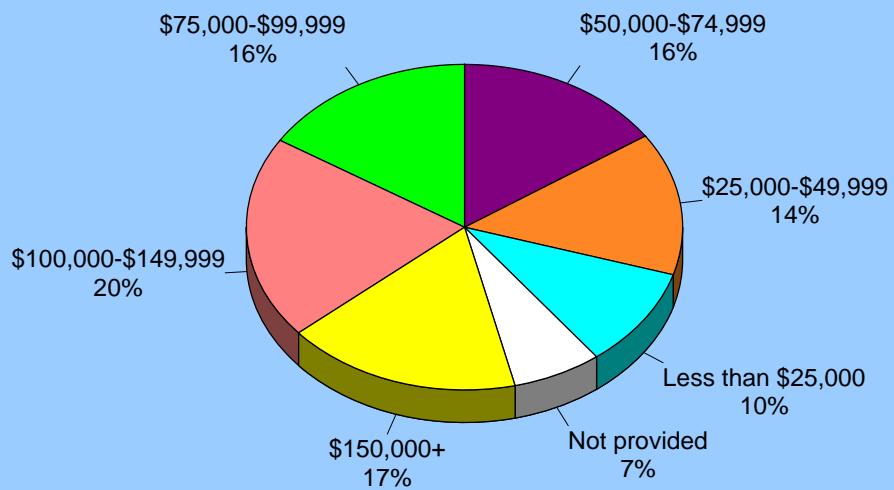
by percentage of respondents



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q22. Total Annual Household Income of Respondents

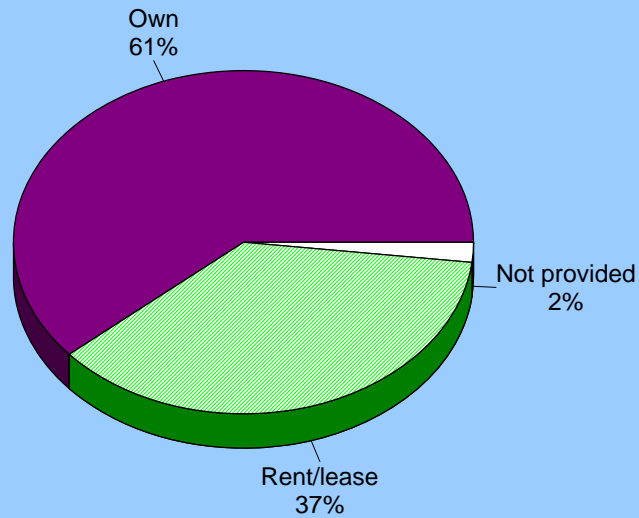
by percentage of respondents



Source: ETC Institute (City of San Diego 2015 Resident Survey)

Q23. Do you own or rent/lease your current residence?

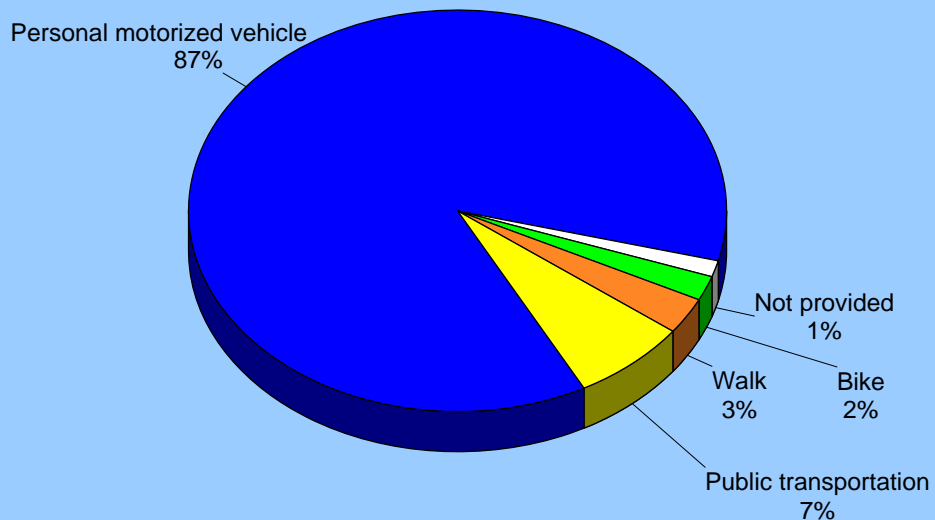
by percentage of respondents



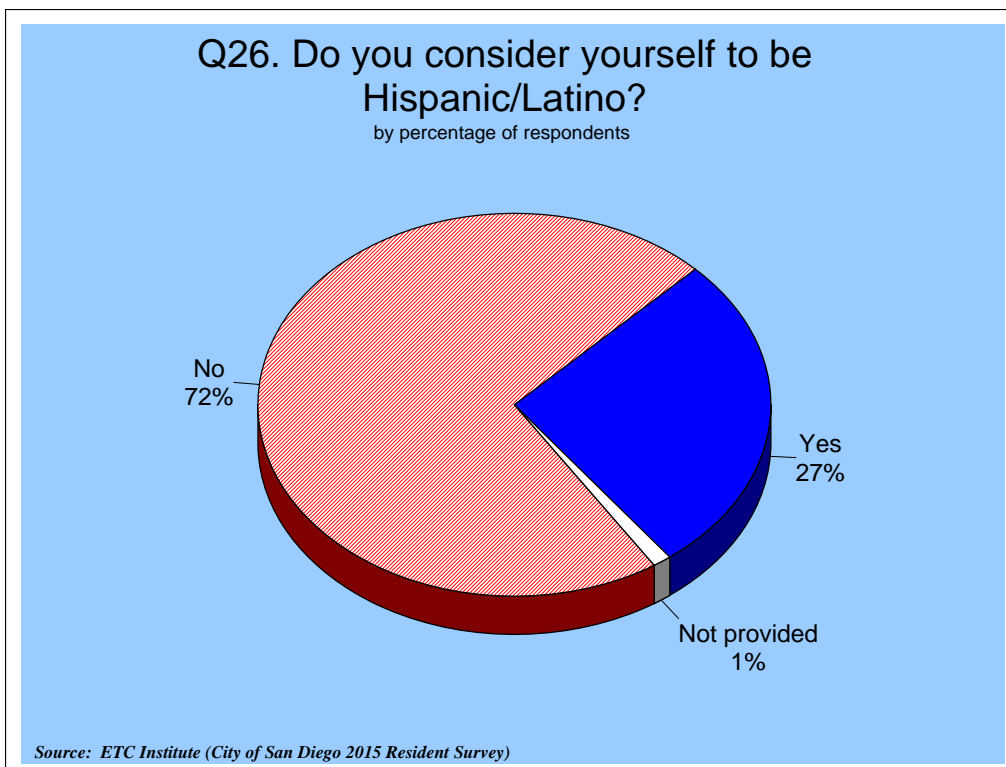
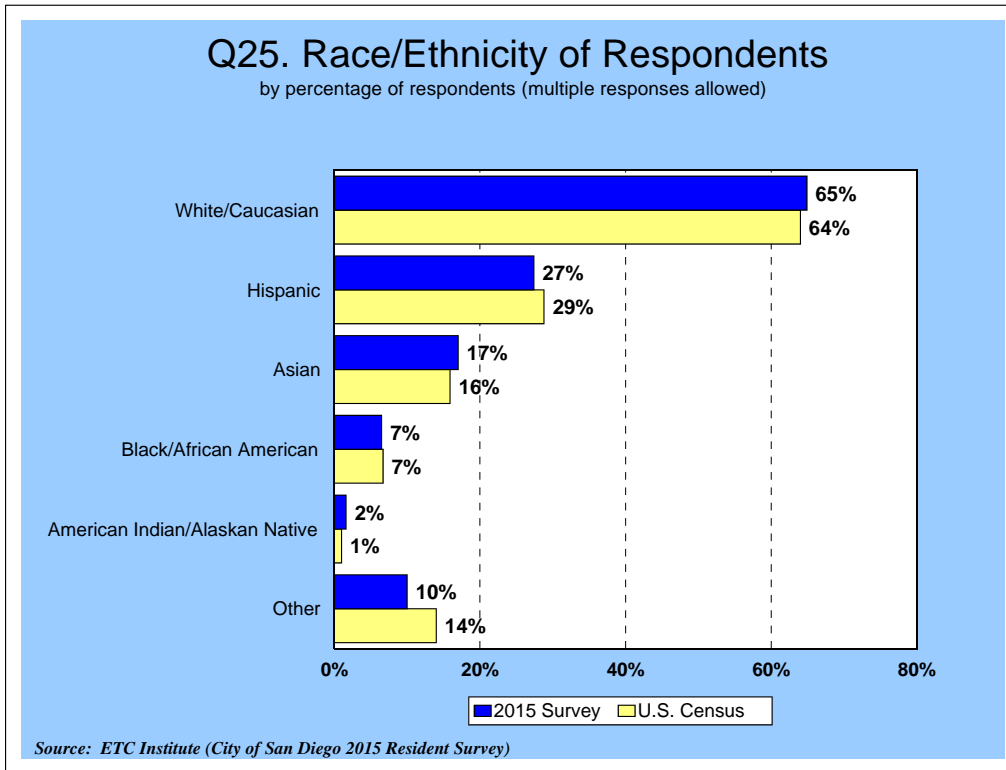
Source: ETC Institute (City of San Diego 2015 Resident Survey)

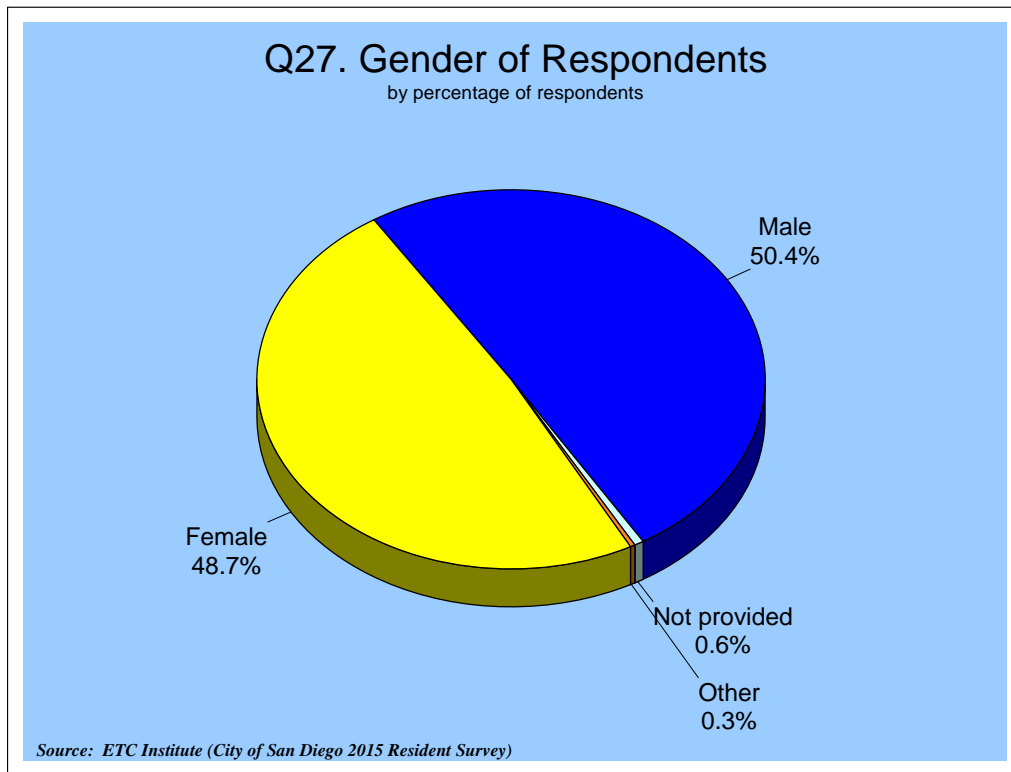
Q24. What is the primary method of transportation you use?

by percentage of respondents



Source: ETC Institute (City of San Diego 2015 Resident Survey)





Section 2:
**Importance-Satisfaction
Analysis**

Importance-Satisfaction Analysis

2015 City of San Diego Resident Survey

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't know" responses). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the Major Categories of City services they thought were the most important for City leaders to emphasize over the next two years. Fifty-eight percent (58%) selected "maintenance of streets, sidewalks and infrastructure" as one of the most important Major City services for the City to emphasize over the next two years.

With regard to satisfaction, 24% of the residents surveyed rated their overall satisfaction with “maintenance of streets, sidewalks and infrastructure” as a “4” or a “5” on a 5-point scale (where “5” means “very satisfied”). The I-S rating for “maintenance of streets, sidewalks and infrastructure” was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 58% was multiplied by 76% (1-0.24). This calculation yielded an I-S rating of 0.4400, which ranked first out of fifteen Major City Services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

The results for San Diego are provided on the following page.

Importance-Satisfaction Rating

2015 City of San Diego Resident Survey

MAJOR CATEGORIES OF CITY SERVICES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS > .20)</u>						
Maintenance of streets/sidewalks/infrastructure	58%	2	24%	15	0.4400	1
Police services	67%	1	58%	7	0.2822	2
<u>High Priority (IS .10-.20)</u>						
Emergency medical services	42%	4	70%	4	0.1263	3
Fire rescue safety services	51%	3	78%	1	0.1124	4
Planning and development services	16%	10	30%	14	0.1113	5
<u>Medium Priority (IS <.10)</u>						
Communication with the public	17%	9	44%	11	0.0963	6
Sustainability efforts by the City	20%	6	52%	9	0.0936	7
Parks and recreation programs and facilities	19%	7	53%	8	0.0874	8
Water and wastewater services	23%	5	65%	6	0.0812	9
Code enforcement	13%	13	42%	13	0.0760	10
Customer service from City employees	13%	12	49%	10	0.0673	11
Storm water runoff/mgmt. & flood prevention	8%	14	43%	12	0.0467	12
Library programs and facilities	19%	8	76%	2	0.0444	13
Solid waste services	14%	11	70%	5	0.0423	14
Lifeguard services	4%	15	72%	3	0.0123	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought were the most important for the City to emphasize over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

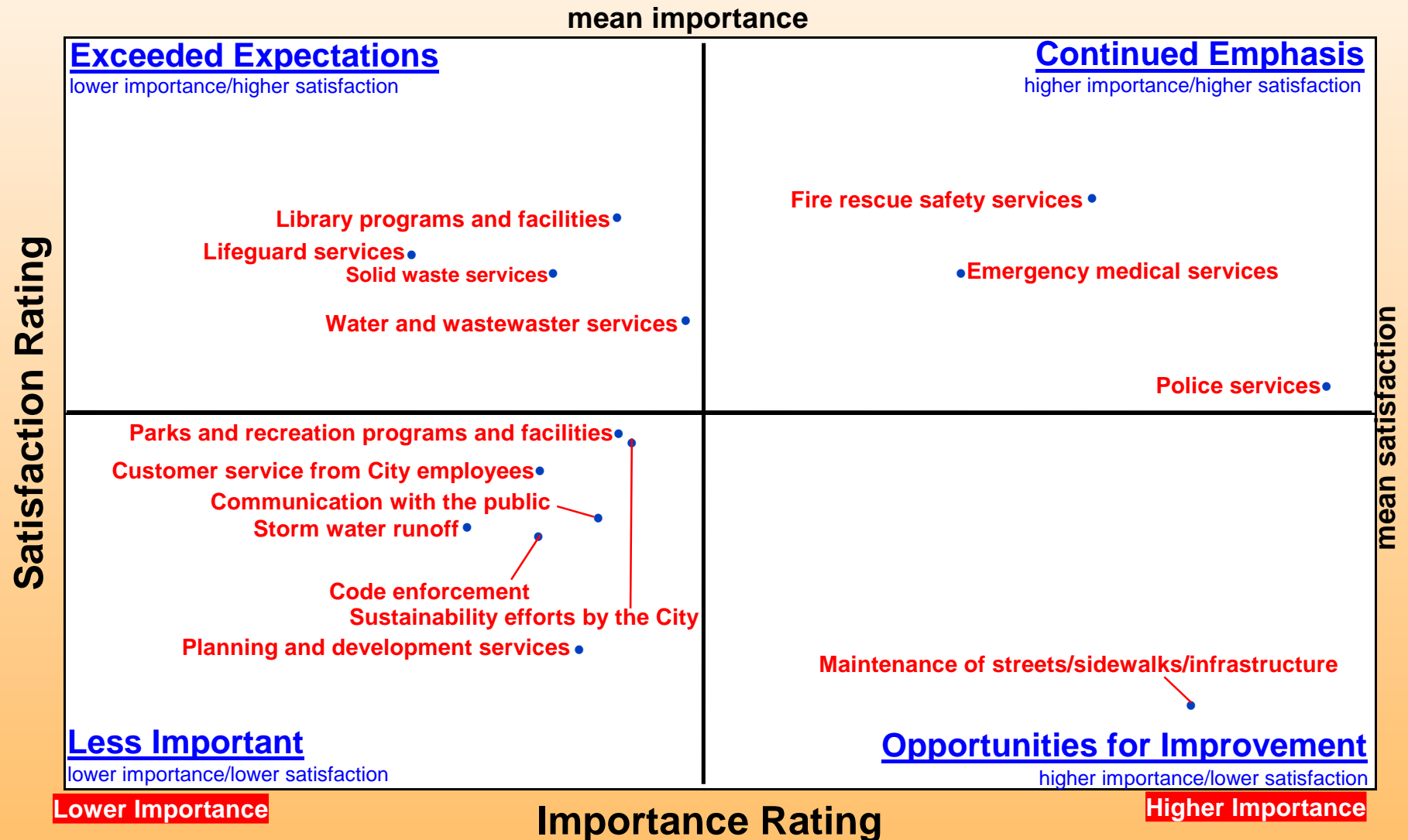
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

A matrix chart showing the results for San Diego is provided on the following page.

City of San Diego 2015 Resident Survey Importance-Satisfaction Assessment Matrix

-Overall Quality of City Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

Section 3:

Tabular Data

Distribution of UNWEIGHTED Results by City Council District

Q28 COUNCIL DISTRICT	Number	Percent
1=1	302	12.2 %
2=2	324	13.1 %
3=3	359	14.5 %
4=4	216	8.7 %
5=5	256	10.3 %
6=6	246	9.9 %
7=7	305	12.3 %
8=8	204	8.2 %
9=9	266	10.7 %
Total	2478	100.0 %

Distribution of Weighted Results by City Council District

Q28 COUNCIL DISTRICT	Number	Percent
1=1	274	11.1 %
2=2	275	11.1 %
3=3	281	11.3 %
4=4	273	11.0 %
5=5	280	11.3 %
6=6	273	11.0 %
7=7	275	11.1 %
8=8	274	11.1 %
9=9	273	11.0 %
Total	2478	100.0 %

The results on the following pages are for weighted data. This database has been adjusted to ensure even representation from each council district. The table below shows how the demographic composition of the weighted sample compares to the most recent U.S. Census estimates for the City's population.

Demographic Category	Survey	US Census	Difference
% Hispanic	27.4%	28.8%	-1.4%
% Asian	17.0%	15.9%	1.1%
% African American	6.5%	6.7%	-0.2%
% Female	48.7%	49.5%	-0.8%
% of adults age 65+	12.1%	13.6%	-1.5%

Q1. Living and Working in San Diego. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate the City of San Diego, California, with regard to each of the following:

(N=2478)

	Excellent	Good	Fair	Poor	Very Poor	Don't Know
Q1 RATINGS FOR THE CITY 1 As a place to live	47.3%	38.6%	10.2%	1.7%	1.3%	0.8%
Q1 RATINGS FOR THE CITY 2 As a place to raise a family	28.9%	41.6%	16.1%	4.3%	2.3%	6.8%
Q1 RATINGS FOR THE CITY 3 As a place to retire	24.9%	26.5%	24.0%	11.3%	6.2%	7.1%
Q1 RATINGS FOR THE CITY 4 As a place to start a business	10.9%	20.5%	27.0%	11.9%	8.5%	21.2%
Q1 RATINGS FOR THE CITY 5 As a place to start a career	15.7%	31.9%	28.8%	10.7%	5.5%	7.5%
Q1 RATINGS FOR THE CITY 6 As a place to work	21.6%	40.6%	24.8%	6.5%	3.4%	3.1%

EXCLUDING DON'T KNOWS

Q1. Living and Working in San Diego. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate the City of San Diego, California, with regard to each of the following: (EXCLUDING DON'T KNOWS)

(N=2478)

	Excellent	Good	Fair	Poor	Very Poor
Q1 RATINGS FOR THE CITY 1 As a place to live	47.7%	38.9%	10.3%	1.8%	1.3%
Q1 RATINGS FOR THE CITY 2 As a place to raise a family	31.0%	44.6%	17.2%	4.6%	2.5%
Q1 RATINGS FOR THE CITY 3 As a place to retire	26.8%	28.6%	25.8%	12.2%	6.7%
Q1 RATINGS FOR THE CITY 4 As a place to start a business	13.9%	26.0%	34.3%	15.1%	10.8%
Q1 RATINGS FOR THE CITY 5 As a place to start a career	17.0%	34.5%	31.1%	11.5%	5.9%
Q1 RATINGS FOR THE CITY 6 As a place to work	22.3%	41.9%	25.6%	6.7%	3.5%

Q2. Perceptions of the Community. Please rate your satisfaction with the following items that may influence your perceptions of the City of San Diego, California:

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q2 PERCEPTIONS 1 Feeling of safety in the City	16.2%	53.9%	19.7%	7.5%	2.1%	0.6%
Q2 PERCEPTIONS 2 Feeling of safety in your neighborhood	28.7%	44.0%	13.2%	9.0%	4.4%	0.8%
Q2 PERCEPTIONS 3 Financial stability of the City government	5.3%	27.6%	31.4%	19.9%	8.8%	6.9%
Q2 PERCEPTIONS 4 Quality of life in the City	24.3%	45.2%	18.6%	8.1%	2.5%	1.3%
Q2 PERCEPTIONS 5 Quality of life in the City	21.5%	48.3%	17.7%	9.0%	2.8%	0.6%
Q2 PERCEPTIONS 6 Quality of services provided by the City	9.9%	35.9%	27.2%	16.9%	8.4%	1.7%
Q2 PERCEPTIONS 7 Value that you receive for your City tax dollars and fees	6.3%	26.2%	29.5%	20.8%	14.5%	2.7%

EXCLUDING DON'T KNOWS

Q2. Perceptions of the Community. Please rate your satisfaction with the following items that may influence your perceptions of the City of San Diego, California: (EXCLUDING DON'T KNOWS)

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q2 PERCEPTIONS 1 Feeling of safety in the City	16.3%	54.2%	19.8%	7.6%	2.1%
Q2 PERCEPTIONS 2 Feeling of safety in your neighborhood	28.9%	44.3%	13.3%	9.0%	4.4%
Q2 PERCEPTIONS 3 Financial stability of the City government	5.7%	29.7%	33.8%	21.4%	9.4%
Q2 PERCEPTIONS 4 Quality of life in the City	24.6%	45.7%	18.9%	8.2%	2.5%
Q2 PERCEPTIONS 5 Quality of life in the City	21.7%	48.6%	17.8%	9.1%	2.8%
Q2 PERCEPTIONS 6 Quality of services provided by the City	10.1%	36.5%	27.7%	17.2%	8.6%
Q2 PERCEPTIONS 7 Value that you receive for your City tax dollars and fees	6.5%	26.9%	30.3%	21.4%	14.9%

Q3. Satisfaction with the Overall Quality of City Services. Please rate your satisfaction with the overall quality of the following MAJOR CATEGORIES of services provided by the City of San Diego:

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3 OVERALL RATINGS 1 Code enforcement	5.6%	28.3%	28.2%	13.6%	6.5%	17.8%
Q3 OVERALL RATINGS 2 Communication with the public	5.2%	35.0%	31.2%	15.8%	5.8%	7.0%
Q3 OVERALL RATINGS 3 Customer service from City employees	9.0%	34.9%	26.7%	12.2%	7.1%	10.1%
Q3 OVERALL RATINGS 4 Emergency medical services	19.8%	33.4%	16.9%	3.3%	2.1%	24.5%
Q3 OVERALL RATINGS 5 Fire rescue safety services	25.6%	36.1%	14.0%	2.5%	1.1%	20.8%
Q3 OVERALL RATINGS 6 Library programs and facilities	31.4%	40.1%	14.5%	5.5%	2.5%	6.0%
Q3 OVERALL RATINGS 7 Lifeguard services	21.9%	32.6%	16.7%	2.6%	1.5%	24.7%
Q3 OVERALL RATINGS 8 Maintenance of City streets, sidewalks, and infrastructure	4.6%	18.4%	16.9%	30.2%	28.0%	1.8%
Q3 OVERALL RATINGS 9 Parks and recreation programs and facilities	12.4%	37.4%	26.1%	12.1%	6.7%	5.2%
Q3 OVERALL RATINGS 10 Planning and development services	4.5%	19.3%	28.7%	15.3%	12.2%	19.9%
Q3 OVERALL RATINGS 11 Police services	14.5%	39.7%	23.5%	9.2%	6.8%	6.3%
Q3 OVERALL RATINGS 12 Solid waste services (e.g., residential trash and recycling services)	21.3%	46.2%	16.3%	8.4%	4.3%	3.6%
Q3 OVERALL RATINGS 13 Storm water runoff/storm water management and flood prevention services	9.0%	29.6%	25.8%	16.2%	9.2%	10.3%
Q3 OVERALL RATINGS 14 Sustainability efforts by the City to help preserve and protect the environment (e.g., recycling, saving energy, protecting water/air quality, promoting walking/biking/public transit)	11.9%	36.5%	26.8%	12.1%	7.1%	5.7%
Q3 OVERALL RATINGS 15 Water and wastewater services (e.g., reliability of individual service at your home)	18.8%	42.8%	22.2%	6.0%	5.3%	4.9%

EXCLUDING DON'T KNOWS**Q3. Satisfaction with the Overall Quality of City Services. Please rate your satisfaction with the overall quality of the following MAJOR CATEGORIES of services provided by the City of San Diego: (EXCLUDING DON'T KNOWS)**

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3 OVERALL RATINGS 1 Code enforcement	6.9%	34.5%	34.3%	16.5%	7.9%
Q3 OVERALL RATINGS 2 Communication with the public	5.6%	37.7%	33.5%	17.0%	6.2%
Q3 OVERALL RATINGS 3 Customer service from City employees	10.0%	38.8%	29.7%	13.6%	7.9%
Q3 OVERALL RATINGS 4 Emergency medical services	26.2%	44.2%	22.4%	4.4%	2.8%
Q3 OVERALL RATINGS 5 Fire rescue safety services	32.3%	45.5%	17.6%	3.1%	1.4%
Q3 OVERALL RATINGS 6 Library programs and facilities	33.4%	42.7%	15.4%	5.9%	2.7%
Q3 OVERALL RATINGS 7 Lifeguard services	29.1%	43.3%	22.2%	3.5%	1.9%
Q3 OVERALL RATINGS 8 Maintenance of City streets, sidewalks, and infrastructure	4.7%	18.7%	17.3%	30.8%	28.6%
Q3 OVERALL RATINGS 9 Parks and recreation programs and facilities	13.1%	39.5%	27.5%	12.8%	7.1%
Q3 OVERALL RATINGS 10 Planning and development services	5.6%	24.1%	35.9%	19.1%	15.3%
Q3 OVERALL RATINGS 11 Police services	15.5%	42.4%	25.1%	9.8%	7.2%
Q3 OVERALL RATINGS 12 Solid waste services (e.g., residential trash and recycling services)	22.1%	47.9%	16.9%	8.7%	4.5%
Q3 OVERALL RATINGS 13 Storm water runoff/storm water management and flood prevention services	10.0%	33.0%	28.8%	18.0%	10.2%
Q3 OVERALL RATINGS 14 Sustainability efforts by the City to help preserve and protect the environment (e.g., recycling, saving energy, protecting water/air quality, promoting walking/biking/public transit)	12.6%	38.7%	28.4%	12.8%	7.5%
Q3 OVERALL RATINGS 15 Water and wastewater services (e.g., reliability of individual service at your home)	19.8%	45.0%	23.3%	6.3%	5.6%

Q4. Which FOUR of the services listed in Question 3 on the previous page do you think are most important for the City to provide?

Q4. Which FOUR of the services do you think are most important for the City to provide? 1st Choice

	Number	Percent
Code Enforcement	100	4.0 %
Communication with the public	104	4.2 %
Customer service from City employees	80	3.2 %
Emergency medical services	295	11.9 %
Fire rescue safety services	213	8.6 %
Library programs and facilities	103	4.2 %
Lifeguard services	3	0.1 %
Maintenance of City streets, sidewalks, and infrastructure	443	17.9 %
Parks and recreation programs and facilities	32	1.3 %
Planning and development services	67	2.7 %
Police services	711	28.7 %
Solid waste services (e.g., residential trash and recycling services)	27	1.1 %
Storm water runoff/storm water management and flood prevention services	14	0.6 %
Sustainability efforts by the City to help preserve and protect the environment	87	3.5 %
Water and wastewater services	125	5.0 %
None selected	74	3.0 %
Total	2478	100.0 %

Q4. Which FOUR of the services do you think are most important for the City to provide? 2nd Choice

	Number	Percent
Code Enforcement	83	3.3 %
Communication with the public	84	3.4 %
Customer service from City employees	72	2.9 %
Emergency medical services	318	12.8 %
Fire rescue safety services	531	21.4 %
Library programs and facilities	69	2.8 %
Lifeguard services	18	0.7 %
Maintenance of City streets, sidewalks, and infrastructure	295	11.9 %
Parks and recreation programs and facilities	103	4.2 %
Planning and development services	107	4.3 %
Police services	410	16.5 %
Solid waste services (e.g., residential trash and recycling services)	80	3.2 %
Storm water runoff/storm water management and flood prevention services	31	1.3 %
Sustainability efforts by the City to help preserve and protect the environment	95	3.8 %
Water and wastewater services	103	4.2 %
None selected	79	3.2 %
Total	2478	100.0 %

Q4. Which FOUR of the services do you think are most important for the City to provide? 3rd Choice

	Number	Percent
Code Enforcement	61	2.5 %
Communication with the public	114	4.6 %
Customer service from City employees	61	2.5 %
Emergency medical services	291	11.7 %
Fire rescue safety services	349	14.1 %
Library programs and facilities	103	4.2 %
Lifeguard services	32	1.3 %
Maintenance of City streets, sidewalks, and infrastructure	323	13.0 %
Parks and recreation programs and facilities	142	5.7 %
Planning and development services	99	4.0 %
Police services	331	13.4 %
Solid waste services (e.g., residential trash and recycling services)	91	3.7 %
Storm water runoff/storm water management and flood prevention services	78	3.1 %
Sustainability efforts by the City to help preserve and protect the environment	160	6.5 %
Water and wastewater services	139	5.6 %
None selected	104	4.2 %
Total	2478	100.0 %

Q4. Which FOUR of the services listed in Question 3 on the previous page do you think are most important for the City to provide?

Q4. Which FOUR of the services do you think are most important for the City to provide? 4th Choice	Number	Percent
Code Enforcement	83	3.3 %
Communication with the public	125	5.0 %
Customer service from City employees	114	4.6 %
Emergency medical services	141	5.7 %
Fire rescue safety services	174	7.0 %
Library programs and facilities	181	7.3 %
Lifeguard services	57	2.3 %
Maintenance of City streets, sidewalks, and infrastructure	374	15.1 %
Parks and recreation programs and facilities	184	7.4 %
Planning and development services	122	4.9 %
Police services	212	8.6 %
Solid waste services (e.g., residential trash and recycling services)	151	6.1 %
Storm water runoff/storm water management and flood prevention services	79	3.2 %
Sustainability efforts by the City to help preserve and protect the environment	142	5.7 %
Water and wastewater services	207	8.4 %
None selected	132	5.3 %
Total	2478	100.0 %

SUM OF THE TOP 4 CHOICES

Q4. Which FOUR of the services listed in Question 3 on the previous page do you think are most important for the City to provide? SUM OF THE TOP 4 CHOICES

Q4. Which FOUR of the services do you think are most important for the City to provide? Sum of Top 4 Choices	Number	Percent
Police services	1664	67.2 %
Maintenance of City streets, sidewalks, and infrastructure	1435	57.9 %
Fire rescue safety services	1267	51.1 %
Emergency medical services	1045	42.2 %
Water and wastewater services	574	23.2 %
Sustainability efforts by the City to help preserve and protect the environment	484	19.5 %
Parks and recreation programs and facilities	461	18.6 %
Library programs and facilities	456	18.4 %
Communication with the public	427	17.2 %
Planning and development services	395	15.9 %
Solid waste services (e.g., residential trash and recycling services)	349	14.1 %
Code Enforcement	327	13.2 %
Customer service from City employees	327	13.2 %
Storm water runoff/storm water management and flood prevention services	202	8.2 %
Lifeguard services	110	4.4 %
None selected	74	3.0 %
Total	9597	

Q5. Compared to several years ago, how do you think the overall quality of services provided by the City of San Diego has changed?

Q5. Compared to several years ago, how do you think the overall quality of services provided by the City of San Diego has changed?	Number	Percent
Much worse	177	7.1 %
A little worse	328	13.2 %
About the same	769	31.0 %
A little better	680	27.4 %
Much better	269	10.9 %
Don't know	255	10.3 %
Total	2478	100.0 %

EXCLUDING DON'T KNOWS

Q5. Compared to several years ago, how do you think the overall quality of services provided by the City of San Diego has changed? (EXCLUDING DON'T KNOWS)

Q5. Compared to several years ago, how do you think the overall quality of services provided by the City of San Diego has changed?	Number	Percent
Much worse	177	8.0 %
A little worse	328	14.8 %
About the same	769	34.6 %
A little better	680	30.6 %
Much better	269	12.1 %
Total	2223	100.0 %

Q6. Police Services. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6 POLICE 1 Effectiveness of local police protection	16.6%	44.1%	18.9%	7.3%	4.9%	8.3%
Q6 POLICE 2 How quickly police respond	12.9%	30.1%	20.8%	10.9%	6.2%	19.0%
Q6 POLICE 3 The City's overall crime prevention efforts	10.1%	35.1%	28.2%	10.3%	4.9%	11.4%
Q6 POLICE 4 The visibility of police in the City	14.8%	42.3%	25.3%	9.8%	4.9%	2.8%
Q6 POLICE 5 The visibility of police in YOUR neighborhood	14.6%	35.6%	24.4%	14.8%	8.3%	2.4%

EXCLUDING DON'T KNOWS

Q6. Police Services. Please rate your satisfaction with the following services provided by the City of San Diego: (EXCLUDING DON'T KNOWS)

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6 POLICE 1 Effectiveness of local police protection	18.1%	48.1%	20.6%	7.9%	5.3%
Q6 POLICE 2 How quickly police respond	15.9%	37.2%	25.7%	13.5%	7.7%
Q6 POLICE 3 The City's overall crime prevention efforts	11.4%	39.7%	31.8%	11.6%	5.5%
Q6 POLICE 4 The visibility of police in the City	15.2%	43.6%	26.0%	10.1%	5.0%
Q6 POLICE 5 The visibility of police in YOUR neighborhood	15.0%	36.4%	25.0%	15.2%	8.5%

Q7. Fire Rescue Services. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q7 FIRE 1 Effectiveness of ambulance/emergency medical services	21.8%	34.9%	12.8%	2.4%	1.7%	26.4%
Q7 FIRE 2 Effectiveness of lifeguard protection at City beaches	21.7%	34.2%	15.3%	1.6%	0.7%	26.6%
Q7 FIRE 3 Effectiveness of local fire protection	27.1%	39.9%	11.9%	1.0%	1.2%	19.0%
Q7 FIRE 4 How quickly firefighters respond	28.7%	33.6%	10.5%	1.7%	0.9%	24.7%
Q7 FIRE 5 How quickly emergency medical personnel respond	25.7%	33.9%	11.4%	2.3%	1.3%	25.5%
Q7 FIRE 6 The City's overall efforts to provide water and beach safety information	18.8%	39.0%	22.4%	4.7%	1.4%	13.6%
Q7 FIRE 7 The City's overall fire prevention efforts	19.9%	41.1%	18.4%	3.1%	2.0%	15.5%

EXCLUDING DON'T KNOWS**Q7. Fire Rescue Services. Please rate your satisfaction with the following services provided by the City of San Diego: (EXCLUDING DON'T KNOWS)**

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q7 FIRE 1 Effectiveness of ambulance/emergency medical services	29.6%	47.5%	17.3%	3.3%	2.3%
Q7 FIRE 2 Effectiveness of lifeguard protection at City beaches	29.5%	46.5%	20.8%	2.2%	0.9%
Q7 FIRE 3 Effectiveness of local fire protection	33.4%	49.2%	14.7%	1.2%	1.4%
Q7 FIRE 4 How quickly firefighters respond	38.1%	44.6%	13.9%	2.2%	1.2%
Q7 FIRE 5 How quickly emergency medical personnel respond	34.4%	45.4%	15.3%	3.1%	1.7%
Q7 FIRE 6 The City's overall efforts to provide water and beach safety information	21.8%	45.1%	26.0%	5.4%	1.6%
Q7 FIRE 7 The City's overall fire prevention efforts	23.5%	48.6%	21.8%	3.7%	2.3%

Q8. City Streets, Sidewalks, and Infrastructure. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8 INFRASTRUCTURE 1 Accessibility of streets, sidewalks, and buildings for people with disabilities	14.4%	36.9%	20.6%	12.1%	5.6%	10.5%
Q8 INFRASTRUCTURE 2 Availability of street lights in YOUR neighborhood	13.4%	37.0%	16.8%	19.8%	11.5%	1.5%
Q8 INFRASTRUCTURE 3 Condition and maintenance of City streets	4.4%	19.6%	16.1%	33.8%	24.9%	1.2%
Q8 INFRASTRUCTURE 4 Condition and maintenance of streets in YOUR neighborhood	8.4%	24.9%	15.0%	25.1%	25.8%	0.8%
Q8 INFRASTRUCTURE 5 Condition of bike lanes, paths, racks, and signs	9.0%	31.8%	23.9%	17.0%	12.4%	5.9%
Q8 INFRASTRUCTURE 6 Condition of City buildings (e.g., libraries and recreation facilities)	12.6%	42.5%	24.9%	11.0%	5.4%	3.8%
Q8 INFRASTRUCTURE 7 Condition of sidewalks in the City	6.7%	29.3%	24.6%	23.0%	14.4%	1.8%
Q8 INFRASTRUCTURE 8 Condition of sidewalks in YOUR neighborhood	10.9%	31.8%	19.3%	19.5%	17.2%	1.3%
Q8 INFRASTRUCTURE 9 Efforts to keep streets clean (i.e., street sweeping) in YOUR neighborhood\tab 12.0%	37.2%	22.3%	14.9%	12.2%	1.4%	
Q8 INFRASTRUCTURE 10 Quality of street repairs	6.5%	20.7%	21.0%	24.2%	25.0%	2.6%

EXCLUDING DON'T KNOWS

Q8. City Streets, Sidewalks, and Infrastructure. Please rate your satisfaction with the following services provided by the City of San Diego: (EXCLUDING DON'T KNOWS)

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8 INFRASTRUCTURE 1 Accessibility of streets, sidewalks, and buildings for people with disabilities	16.0%	41.2%	23.0%	13.5%	6.3%
Q8 INFRASTRUCTURE 2 Availability of street lights in YOUR neighborhood	13.6%	37.6%	17.0%	20.1%	11.7%
Q8 INFRASTRUCTURE 3 Condition and maintenance of City streets	4.5%	19.8%	16.3%	34.2%	25.2%
Q8 INFRASTRUCTURE 4 Condition and maintenance of streets in YOUR neighborhood	8.4%	25.1%	15.1%	25.3%	26.0%
Q8 INFRASTRUCTURE 5 Condition of bike lanes, paths, racks, and signs	9.6%	33.7%	25.4%	18.1%	13.2%
Q8 INFRASTRUCTURE 6 Condition of City buildings (e.g., libraries and recreation facilities)	13.1%	44.1%	25.8%	11.4%	5.6%
Q8 INFRASTRUCTURE 7 Condition of sidewalks in the City	6.9%	29.9%	25.1%	23.5%	14.7%
Q8 INFRASTRUCTURE 8 Condition of sidewalks in YOUR neighborhood	11.0%	32.2%	19.6%	19.7%	17.5%
Q8 INFRASTRUCTURE 9 Efforts to keep streets clean (i.e., street sweeping) in YOUR neighborhood\tab 12.2%	37.7%	22.6%	15.1%	12.4%	
Q8 INFRASTRUCTURE 10 Quality of street repairs	6.7%	21.3%	21.5%	24.9%	25.6%

Q9. Solid Waste Services. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9 1 Satisfaction with Residential trash collection	36.9%	41.4%	9.5%	6.2%	2.8%	3.2%
Q9 2 Satisfaction with Residential recycling services	33.8%	40.8%	10.9%	8.2%	3.6%	2.8%

EXCLUDING DON'T KNOWS**Q9. Solid Waste Services. Please rate your satisfaction with the following services provided by the City of San Diego: (EXCLUDING DON'T KNOWS)**

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9 1 Satisfaction with Residential trash collection	38.1%	42.8%	9.8%	6.4%	2.9%
Q9 2 Satisfaction with Residential recycling services	34.8%	41.9%	11.2%	8.4%	3.7%

Q10. Sustainability. How important is it for the City of San Diego to do the following actions to support sustainability in the community:

(N=2478)

	Very Important	Important	Somewhat Important	Not Important	Not at All Important	Don't Know
Q10 SUSTAINABILITY 1 Importance of increasing walking, biking, and transit use	45.7%	27.8%	17.0%	4.6%	2.6%	2.3%
Q10 SUSTAINABILITY 2 Importance of Providing opportunities to reduce energy use and increase the use of renewable energy	49.9%	31.0%	13.1%	3.0%	1.7%	1.4%
Q10 SUSTAINABILITY 3 Importance of Preparing for more frequent storms, increased flooding, extreme heat events, increased wildfires, and severe drought	50.9%	33.1%	12.4%	1.4%	0.9%	1.3%

EXCLUDING DON'T KNOWS

Q10. Sustainability. How important is it for the City of San Diego to do the following actions to support sustainability in the community: (EXCLUDING DON'T KNOWS)

(N=2478)

	Very Important	Important	Somewhat Important	Not Important	Not at All Important
Q10 SUSTAINABILITY 1 Importance of increasing walking, biking, and transit use	46.8%	28.4%	17.4%	4.7%	2.7%
Q10 SUSTAINABILITY 2 Importance of Providing opportunities to reduce energy use and increase the use of renewable energy	50.6%	31.4%	13.3%	3.1%	1.7%
Q10 SUSTAINABILITY 3 Importance of Preparing for more frequent storms, increased flooding, extreme heat events, increased wildfires, and severe drought	51.6%	33.5%	12.6%	1.4%	0.9%

Q11. Parks and Recreation Services. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11 PARKS AND REC 1 Availability of parks and recreation facilities	22.8%	48.8%	16.0%	5.5%	3.0%	3.9%
Q11 PARKS AND REC 2 Hours of operation offered at City parks and recreation facilities	17.4%	45.1%	20.1%	7.0%	2.8%	7.6%
Q11 PARKS AND REC 3 Maintenance of City beaches	17.6%	49.0%	16.9%	6.0%	2.1%	8.4%
Q11 PARKS AND REC 4 Maintenance of City parks	17.0%	49.2%	19.1%	8.0%	3.0%	3.7%
Q11 PARKS AND REC 5 Maintenance of City recreation facilities	14.3%	38.0%	24.0%	6.4%	2.8%	14.4%
Q11 PARKS AND REC 6 Maintenance of City swimming pools	8.5%	23.8%	20.5%	4.2%	2.7%	40.4%
Q11 PARKS AND REC 7 Open space and walking and biking trails	15.6%	43.4%	21.2%	9.2%	4.1%	6.5%
Q11 PARKS AND REC 8 Programs offered at City swimming pools	7.0%	19.7%	20.3%	4.5%	2.6%	45.8%
Q11 PARKS AND REC 9 Quality of recreational programs and classes (e.g., dance classes, craft classes, youth sports, after school programs)	9.2%	23.4%	22.4%	5.3%	3.6%	36.0%

EXCLUDING DON'T KNOWS

Q11. Parks and Recreation Services. Please rate your satisfaction with the following services provided by the City of San Diego: (EXCLUDING DON'T KNOWS)

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11 PARKS AND REC 1 Availability of parks and recreation facilities	23.8%	50.8%	16.6%	5.7%	3.1%
Q11 PARKS AND REC 2 Hours of operation offered at City parks and recreation facilities	18.8%	48.8%	21.8%	7.6%	3.1%
Q11 PARKS AND REC 3 Maintenance of City beaches	19.2%	53.5%	18.5%	6.6%	2.2%
Q11 PARKS AND REC 4 Maintenance of City parks	17.6%	51.1%	19.8%	8.3%	3.1%
Q11 PARKS AND REC 5 Maintenance of City recreation facilities	16.7%	44.4%	28.1%	7.5%	3.3%
Q11 PARKS AND REC 6 Maintenance of City swimming pools	14.2%	39.9%	34.4%	7.0%	4.5%
Q11 PARKS AND REC 7 Open space and walking and biking trails	16.7%	46.4%	22.7%	9.9%	4.4%
Q11 PARKS AND REC 8 Programs offered at City swimming pools	13.0%	36.4%	37.6%	8.3%	4.8%
Q11 PARKS AND REC 9 Quality of recreational programs and classes (e.g., dance classes, craft classes, youth sports, after school programs)	14.4%	36.7%	35.1%	8.3%	5.6%

Q12. Library Services. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12 LIBRARIES 1 Availability of library facilities	30.7%	40.6%	14.1%	5.5%	1.9%	7.1%
Q12 LIBRARIES 2 Hours of operation offered at City libraries	21.1%	38.4%	16.5%	11.5%	4.2%	8.3%
Q12 LIBRARIES 3 Maintenance of City libraries	24.3%	40.9%	17.6%	5.7%	2.2%	9.3%
Q12 LIBRARIES 4 Quality of library programs (e.g., early literacy, story time, book discussions, community speakers, etc.)	20.6%	33.0%	17.7%	2.7%	1.7%	24.3%
Q12 LIBRARIES 5 Quality of library services and librarians in YOUR neighborhood	30.7%	36.2%	14.6%	3.7%	2.9%	11.8%
Q12 LIBRARIES 6 Resources like computers, tablets, the Internet, books, e-books, CDs/DVDs, downloadable music, etc.	24.1%	34.2%	17.7%	5.5%	3.3%	15.3%

EXCLUDING DON'T KNOWS

Q12. Library Services. Please rate your satisfaction with the following services provided by the City of San Diego: (EXCLUDING DON'T KNOWS)

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12 LIBRARIES 1 Availability of library facilities	33.0%	43.8%	15.2%	6.0%	2.0%
Q12 LIBRARIES 2 Hours of operation offered at City libraries	23.1%	41.8%	18.0%	12.5%	4.6%
Q12 LIBRARIES 3 Maintenance of City libraries	26.7%	45.1%	19.4%	6.3%	2.4%
Q12 LIBRARIES 4 Quality of library programs (e.g., early literacy, story time, book discussions, community speakers, etc.)	27.3%	43.6%	23.4%	3.5%	2.2%
Q12 LIBRARIES 5 Quality of library services and librarians in YOUR neighborhood	34.8%	41.1%	16.6%	4.2%	3.3%
Q12 LIBRARIES 6 Resources like computers, tablets, the Internet, books, e-books, CDs/DVDs, downloadable music, etc.	28.4%	40.4%	20.9%	6.5%	3.9%

Q13. Community Engagement.

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q13 Community Engagement 1 Access to City officials	5.7%	22.3%	26.4%	12.1%	8.9%	24.6%
Q13 Community Engagement 2 Access to information about City programs and services	6.7%	31.1%	29.0%	14.1%	7.0%	12.1%
Q13 Community Engagement 3 Outreach efforts to keep the public informed about capital projects	5.0%	20.8%	27.3%	21.5%	11.1%	14.3%
Q13 Community Engagement 4 Overall usefulness of the City's website	6.1%	26.8%	29.8%	13.1%	8.2%	16.0%
Q13 Community Engagement 5 The City's television channel (City 24)	3.7%	10.8%	22.7%	5.0%	4.4%	53.4%

EXCLUDING DON'T KNOWS**Q13. Community Engagement. (EXCLUDING DON'T KNOWS)**

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q13 Community Engagement 1 Access to City officials	7.5%	29.6%	35.0%	16.1%	11.8%
Q13 Community Engagement 2 Access to information about City programs and services	7.7%	35.3%	33.0%	16.0%	8.0%
Q13 Community Engagement 3 Outreach efforts to keep the public informed about capital projects	5.8%	24.3%	31.8%	25.1%	13.0%
Q13 Community Engagement 4 Overall usefulness of the City's website	7.3%	31.9%	35.5%	15.6%	9.8%
Q13 Community Engagement 5 The City's television channel (City 24)	8.0%	23.2%	48.7%	10.6%	9.5%

Q14. Other Services.

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14 1 Blight (rundown buildings, vacant lots, and abandoned vehicles)	7.7%	15.6%	27.2%	21.5%	11.7%	16.3%
Q14 2 Ease of obtaining permits from Development Services	2.8%	8.5%	19.8%	12.1%	8.6%	48.2%
Q14 3 Efforts to address homelessness	2.7%	11.3%	20.1%	27.5%	24.5%	13.8%
Q14 4 Efforts to assist low- to moderate-income residents and communities	3.8%	12.4%	24.5%	23.0%	15.1%	21.2%
Q14 5 Efforts to plan for future growth	3.4%	16.7%	23.8%	21.8%	14.9%	19.5%
Q14 6 Efforts to support job creation and investment by local businesses	3.1%	14.9%	26.2%	18.4%	12.8%	24.6%
Q14 7 Gang prevention efforts	3.4%	17.3%	25.4%	13.2%	9.6%	31.2%
Q14 8 Graffiti removal	5.5%	25.2%	25.3%	16.0%	10.0%	18.0%
Q14 9 Historic preservation efforts	8.0%	31.4%	25.7%	8.0%	5.6%	21.2%
Q14 10 Music, dance, and theater performances; visual art and cultural exhibitions; parades, festivals, art classes, and public art	11.7%	36.0%	25.3%	5.9%	4.1%	16.9%
Q14 11 Online services (e.g., paying a bill, getting a business license)	12.9%	34.6%	23.3%	6.1%	5.0%	18.0%
Q14 12 Quality of services provided to people with disabilities	6.8%	19.5%	21.3%	5.0%	4.3%	43.1%
Q14 13 Quality/variety of entertainment, expositions, and sporting events at the Convention Center, Petco Park, and QUALCOMM Stadium	13.5%	35.6%	25.5%	5.9%	5.2%	14.3%
Q14 14 Traffic congestion on City streets	3.7%	19.8%	24.4%	24.8%	21.8%	5.4%

EXCLUDING DON'T KNOWS**Q14. Other Services. (EXCLUDING DON'T KNOWS)**

(N=2478)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14 1 Blight (rundown buildings, vacant lots, and abandoned vehicles)	9.2%	18.7%	32.5%	25.7%	14.0%
Q14 2 Ease of obtaining permits from Development Services	5.4%	16.4%	38.2%	23.4%	16.7%
Q14 3 Efforts to address homelessness	3.1%	13.2%	23.4%	31.9%	28.5%
Q14 4 Efforts to assist low- to moderate-income residents and communities	4.9%	15.8%	31.0%	29.1%	19.2%
Q14 5 Efforts to plan for future growth	4.2%	20.7%	29.5%	27.1%	18.4%
Q14 6 Efforts to support job creation and investment by local businesses	4.1%	19.7%	34.7%	24.5%	17.0%
Q14 7 Gang prevention efforts	5.0%	25.1%	36.9%	19.1%	13.9%
Q14 8 Graffiti removal	6.7%	30.7%	30.9%	19.5%	12.2%
Q14 9 Historic preservation efforts	10.1%	39.9%	32.6%	10.2%	7.2%
Q14 10 Music, dance, and theater performances; visual art and cultural exhibitions; parades, festivals, art classes, and public art	14.1%	43.4%	30.5%	7.1%	4.9%
Q14 11 Online services (e.g., paying a bill, getting a business license)	15.7%	42.2%	28.4%	7.4%	6.2%
Q14 12 Quality of services provided to people with disabilities	12.0%	34.2%	37.4%	8.8%	7.6%
Q14 13 Quality/variety of entertainment, expositions, and sporting events at the Convention Center, Petco Park, and QUALCOMM Stadium	15.8%	41.5%	29.8%	6.9%	6.0%
Q14 14 Traffic congestion on City streets	3.9%	21.0%	25.8%	26.2%	23.1%

Q15. Customer Service. How would you rate the City employees with whom you had contact most recently in terms of...

(N=2478)

	Excellent	Good	Fair	Poor	Very Poor	Don't Know
Q15 Courtesy of City Employees	21.9%	35.1%	16.6%	5.9%	5.2%	15.2%
Q15 Knowledge of City Employees	17.2%	37.0%	18.0%	6.7%	5.5%	15.6%
Q15 Overall customer service provided by City employees	17.9%	34.4%	18.1%	7.9%	6.4%	15.2%
Q15 Responsiveness of City employees	16.9%	30.7%	20.5%	8.0%	8.3%	15.6%

EXCLUDING DON'T KNOWS

Q15. Customer Service. How would you rate the City employees with whom you had contact most recently in terms of... (EXCLUDING DON'T KNOWS)

(N=2478)

	Excellent	Good	Fair	Poor	Very Poor
Q15 Courtesy of City Employees	25.8%	41.4%	19.6%	7.0%	6.2%
Q15 Knowledge of City Employees	20.3%	43.9%	21.3%	8.0%	6.5%
Q15 Overall customer service provided by City employees	21.1%	40.6%	21.4%	9.4%	7.6%
Q15 Responsiveness of City employees	20.0%	36.4%	24.2%	9.5%	9.9%

Q17. Are you satisfied with the process of reporting problems (i.e., potholes) to the City?

Q17. Are you satisfied with the process of reporting problems (i.e., potholes) to the City?	Number	Percent
Yes	668	27.0 %
No	657	26.5 %
Don't know	1153	46.5 %
Total	2478	100.0 %

EXCLUDING DON'T KNOWS**Q17. Are you satisfied with the process of reporting problems (i.e., potholes) to the City? (EXCLUDING DON'T KNOWS)**

Q17. Are you satisfied with the process of reporting problems (i.e., potholes) to the City?	Number	Percent
Yes	668	50.4 %
No	657	49.6 %
Total	1325	100.0 %

Q18. What would be your preferred method for reporting problems to the City?

Q18. What would be your preferred method for reporting problems to the City?	Number	Percent
Mobile application	485	19.6 %
Web site	1249	50.4 %
Cellular telephone	332	13.4 %
Text message	221	8.9 %
Social media (Facebook, Twitter, etc.)	108	4.4 %
Don't know/no preference	83	3.3 %
Total	2478	100.0 %

Q20. What is your age?

Q20 What is your age?	Number	Percent
18-34 years	555	22.4 %
35-44 years	559	22.6 %
45-54 years	503	20.3 %
55-64 years	453	18.3 %
65+ years	299	12.1 %
Not provided	109	4.4 %
Total	2478	100.0 %

Q21. How many years have you lived in San Diego?

Q21. How many years have you lived in San Diego?	Number	Percent
Less than 5	277	11.2 %
5-10 years	314	12.7 %
11-20 years	534	21.5 %
21-30 years	425	17.2 %
More than 30 years	801	32.3 %
Not provided	127	5.1 %
Total	2478	100.0 %

Q22. Combining all persons living in your household, which of the following best describes your household's annual, taxable income?

Q22. Combining all persons living in your household, which of the following best describes your household's annual, taxable income?	Number	Percent
Less than \$25,000	250	10.1 %
\$25,000 - \$49,999	348	14.0 %
\$50,000 - \$74,999	387	15.6 %
\$75,000 - \$99,999	399	16.1 %
\$100,000 - \$149,999	497	20.1 %
\$150,000 or more	430	17.4 %
Not provided	167	6.7 %
Total	2478	100.0 %

Q23. Do you own or rent your home?

Q23 Do you own or rent your home?	Number	Percent
Own	1519	61.3 %
Rent	914	36.9 %
Not provided	45	1.8 %
Total	2478	100.0 %

Q24. What is the primary method of transportation you use?

Q24. What is the primary method of transportation?	Number	Percent
Personal motorized vehicle (car, van, etc.)	2143	86.5 %
Public transportation/bus	176	7.1 %
Walk	75	3.0 %
Bike	49	2.0 %
Other	4	0.2 %
None selected	31	1.3 %
Total	2478	100.0 %

Q25. Which of the following best describes your RACE?

Q25 RACE	Number	Percent
Black or African American	161	6.5 %
American Indian or Alaskan Native	40	1.6 %
Asian	422	17.0 %
Hawaiian or Pacific Islander	33	1.3 %
White or Caucasian	1609	64.9 %
Other	249	10.0 %
Not provided	84	3.4 %
Total	2598	

Q26. Do you consider yourself to be Hispanic/Latino?

Q26. Do you consider yourself to be Hispanic/Latino?	Number	Percent
Yes	678	27.4 %
No	1771	71.5 %
Not provided	29	1.2 %
Total	2478	100.0 %

Q27. What is your gender?

Q27 Your gender	Number	Percent
Male	1248	50.4 %
Female	1206	48.7 %
Other	8	0.3 %
Not provided	16	0.6 %
Total	2478	100.0 %

Section 4:

Survey Instrument



THE CITY OF SAN DIEGO

November 2015

Dear San Diego Resident,

In the City of San Diego, customer input helps us improve our services and meet our mission to effectively serve and support our communities. Please take this opportunity to tell your City government what you think of the services it provides.

Your household has been randomly selected to receive this survey; only a small percentage of San Diego residents received it. Your participation is important. All individual responses will be kept confidential.

Please take a few minutes and tell us about:

- Your opinions of City programs, services, and City staff, and
- Your preferences about how City officials should prioritize our programs and services.

Survey Methods and Results

Please take some time to complete and return the survey in the enclosed postage-paid envelope addressed to ETC Institute. Those randomly selected to participate in the survey, but do not mail in or complete it online within two weeks of receiving this letter, may receive a follow-up phone call.

Any City of San Diego resident can complete the survey via telephone by calling (844) 811-0411 or complete it online by visiting www.SD2015Survey.org. All responses will be analyzed and compared against our peer cities. Once complete, the results will be presented to the public, and published on the City of San Diego's website (www.sandiego.gov).

Questions

If you have any questions, please call the City of San Diego's Performance & Analytics Department at (619) 235-5252.

Your input is extremely important. Thank you very much for taking the time to share your thoughts with us. Help make San Diego a world-class city for all!

Scott Chadwick
Chief Operating Officer

La ciudad de San Diego quiere saber que tan bien está proporcionando servicios a la comunidad, así que le está pidiendo su opinión. ¡Su opinión es importante! Sus respuestas individuales serán mantenidas de forma confidencial. Si usted prefiere hacer la encuesta en español, por favor llame gratis al (844) 811-0411. Necesitamos recibir sus respuestas en los próximos días. Muchas gracias.

2015 City of San Diego Resident Satisfaction Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's effort to identify and respond to residents' concerns, as well as enhance services that the City provides. Please return completed surveys in the postage-paid envelope that has been provided or complete it online by visiting www.SD2015Survey.org. If you have any questions, please call (844) 811-0411.

Living and Working in San Diego

1. Using a scale of 1 to 5, where 5 means "Excellent" and 1 means "Poor", please rate the City of San Diego, California, with regard to each of the following:

		Excellent	Good	Fair	Poor	Very Poor	Don't Know
1.	As a place to live	5	4	3	2	1	9
2.	As a place to raise a family	5	4	3	2	1	9
3.	As a place to retire	5	4	3	2	1	9
4.	As a place to start a business	5	4	3	2	1	9
5.	As a place to start a career	5	4	3	2	1	9
6.	As a place to work	5	4	3	2	1	9

Perceptions of the Community

2. Please rate your satisfaction with the following items that may influence your perceptions of the City of San Diego, California:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Feeling of safety in the City	5	4	3	2	1	9
2.	Feeling of safety in your neighborhood	5	4	3	2	1	9
3.	Financial stability of the City government	5	4	3	2	1	9
4.	Image of the City	5	4	3	2	1	9
5.	Quality of life in the City	5	4	3	2	1	9
6.	Quality of services provided by the City	5	4	3	2	1	9
7.	Value that you receive for your City tax dollars and fees	5	4	3	2	1	9

Satisfaction with the Overall Quality of City Services

3. Please rate your satisfaction with the overall quality of the following MAJOR CATEGORIES of services provided by the City of San Diego:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Code enforcement	5	4	3	2	1	9
2.	Communication with the public	5	4	3	2	1	9
3.	Customer service from City employees	5	4	3	2	1	9
4.	Emergency medical services	5	4	3	2	1	9
5.	Fire rescue safety services	5	4	3	2	1	9
6.	Library programs and facilities	5	4	3	2	1	9
7.	Lifeguard services	5	4	3	2	1	9
8.	Maintenance of City streets, sidewalks, and infrastructure	5	4	3	2	1	9
9.	Parks and recreation programs and facilities	5	4	3	2	1	9
10.	Planning and development services	5	4	3	2	1	9
11.	Police services	5	4	3	2	1	9
12.	Solid waste services (e.g., residential trash and recycling services)	5	4	3	2	1	9
13.	Storm water runoff/storm water management and flood prevention services	5	4	3	2	1	9
14.	Sustainability efforts by the City to help preserve and protect the environment (e.g., recycling, saving energy, protecting water/air quality, promoting walking/biking/public transit)	5	4	3	2	1	9
15.	Water and wastewater services (e.g., reliability of individual service at your home)	5	4	3	2	1	9

4. Which **FOUR** of the services listed in Question 3 on the previous page do you think are most important for the City to provide? [Write in the numbers below using the numbers from the list in Question 3.]

1st.____ 2nd.____ 3rd.____ 4th.____

5. Compared to several years ago, how do you think the overall quality of services provided by the City of San Diego has changed?

____(5) Much better

____(2) A little worse

____(4) A little better

____(1) Much worse

____(3) About the same

____(9) Don't know

Police Services

6. Please rate your satisfaction with the following services provided by the City of San Diego:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Effectiveness of local police protection	5	4	3	2	1	9
2.	How quickly police respond	5	4	3	2	1	9
3.	The City's overall crime prevention efforts	5	4	3	2	1	9
4.	The visibility of police in the City	5	4	3	2	1	9
5.	The visibility of police in YOUR neighborhood	5	4	3	2	1	9

Fire Rescue Services

7. Please rate your satisfaction with the following services provided by the City of San Diego:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Effectiveness of ambulance/emergency medical services	5	4	3	2	1	9
2.	Effectiveness of lifeguard protection at City beaches	5	4	3	2	1	9
3.	Effectiveness of local fire protection	5	4	3	2	1	9
4.	How quickly firefighters respond	5	4	3	2	1	9
5.	How quickly emergency medical personnel respond	5	4	3	2	1	9
6.	The City's overall efforts to provide water and beach safety information	5	4	3	2	1	9
7.	The City's overall fire prevention efforts	5	4	3	2	1	9

City Streets, Sidewalks, and Infrastructure

8. Please rate your satisfaction with the following services provided by the City of San Diego:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Accessibility of streets, sidewalks, and buildings for people with disabilities	5	4	3	2	1	9
2.	Availability of street lights in YOUR neighborhood	5	4	3	2	1	9
3.	Condition and maintenance of City streets	5	4	3	2	1	9
4.	Condition and maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
5.	Condition of bike lanes, paths, racks, and signs	5	4	3	2	1	9
6.	Condition of City buildings (e.g., libraries and recreation facilities)	5	4	3	2	1	9
7.	Condition of sidewalks in the City	5	4	3	2	1	9
8.	Condition of sidewalks in YOUR neighborhood	5	4	3	2	1	9
9.	Efforts to keep streets clean (i.e., street sweeping) in YOUR neighborhood	5	4	3	2	1	9
10.	Quality of street repairs	5	4	3	2	1	9

Solid Waste Services

9. Please rate your satisfaction with the following services provided by the City of San Diego:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Residential trash collection	5	4	3	2	1	9
2.	Residential recycling services	5	4	3	2	1	9

Sustainability

10. How important is it for the City of San Diego to do the following actions to support sustainability in the community:

		Very Important	Important	Somewhat Important	Not Important	Not at All Important	Don't Know
1.	Increase walking, biking, and transit use	5	4	3	2	1	9
2.	Provide opportunities to reduce energy use and increase the use of renewable energy	5	4	3	2	1	9
3.	Prepare for more frequent storms, increased flooding, extreme heat events, increased wildfires, and severe drought	5	4	3	2	1	9

Parks and Recreation Services

11. Please rate your satisfaction with the following services provided by the City of San Diego:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of parks and recreation facilities	5	4	3	2	1	9
2.	Hours of operation offered at City parks and recreation facilities	5	4	3	2	1	9
3.	Maintenance of City beaches	5	4	3	2	1	9
4.	Maintenance of City parks	5	4	3	2	1	9
5.	Maintenance of City recreation facilities	5	4	3	2	1	9
6.	Maintenance of City swimming pools	5	4	3	2	1	9
7.	Open space and walking and biking trails	5	4	3	2	1	9
8.	Programs offered at City swimming pools	5	4	3	2	1	9
9.	Quality of recreational programs and classes (e.g., dance classes, craft classes, youth sports, after school programs)	5	4	3	2	1	9

Library Services

12. Please rate your satisfaction with the following services provided by the City of San Diego:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Availability of library facilities	5	4	3	2	1	9
2.	Hours of operation offered at City libraries	5	4	3	2	1	9
3.	Maintenance of City libraries	5	4	3	2	1	9
4.	Quality of library programs (e.g., early literacy, story time, book discussions, community speakers, etc.)	5	4	3	2	1	9
5.	Quality of library services and librarians in YOUR neighborhood	5	4	3	2	1	9
6.	Resources like computers, tablets, the Internet, books, e-books, CDs/DVDs, downloadable music, etc.	5	4	3	2	1	9

Community Engagement

13. Please rate your satisfaction with the following services provided by the City of San Diego:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Access to City officials	5	4	3	2	1	9
2.	Access to information about City programs and services	5	4	3	2	1	9
3.	Outreach efforts to keep the public informed about capital projects	5	4	3	2	1	9
4.	Overall usefulness of the City's website	5	4	3	2	1	9
5.	The City's television channel (<i>City 24</i>)	5	4	3	2	1	9

Other Services

14. Please rate your satisfaction with the following:

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1.	Blight (<i>rundown buildings, vacant lots, and abandoned vehicles</i>)	5	4	3	2	1	9
2.	Code enforcement	5	4	3	2	1	9
3.	Ease of obtaining permits from Development Services	5	4	3	2	1	9
4.	Efforts to address homelessness	5	4	3	2	1	9
5.	Efforts to assist low- to moderate-income residents and communities	5	4	3	2	1	9
6.	Efforts to plan for future growth	5	4	3	2	1	9
7.	Efforts to support job creation and investment by local businesses	5	4	3	2	1	9
8.	Gang prevention efforts	5	4	3	2	1	9
9.	Graffiti removal	5	4	3	2	1	9
10.	Historic preservation efforts	5	4	3	2	1	9
11.	Music, dance, and theater performances; visual art and cultural exhibitions; parades, festivals, art classes, and public art	5	4	3	2	1	9
12.	Online services (<i>e.g., paying a bill, getting a business license</i>)	5	4	3	2	1	9
13.	Quality of services provided to people with disabilities	5	4	3	2	1	9
14.	Quality/variety of entertainment, expositions, and sporting events at the Convention Center, Petco Park, and QUALCOMM Stadium	5	4	3	2	1	9
15.	Traffic congestion on City streets	5	4	3	2	1	9

Customer Service

15. How would you rate the City employees with whom you had contact most recently in terms of...

		Excellent	Good	Fair	Poor	Very Poor	Don't Know
1.	Courtesy	5	4	3	2	1	9
2.	Knowledge	5	4	3	2	1	9
3.	Overall customer service	5	4	3	2	1	9
4.	Responsiveness	5	4	3	2	1	9

16. Is there anything that the City of San Diego has not asked about that you want us to ask about in future surveys?

___(1) Yes (*If so, what?* _____)
 ___(2) No

17. Are you satisfied with the process of reporting problems (*i.e., potholes*) to the City?

___(1) Yes ___(2) No ___(9) Don't know

18. What would be your preferred method for reporting problems to the City?

___(1) Mobile application ___(4) Text message
 ___(2) Web site ___(5) Social media (*Facebook, Twitter, etc.*)
 ___(3) Cellular telephone

19. What do you feel that the City could do to make San Diego a better place to live?

Demographics

20. What is your age? _____ years old

21. How many years have you lived in San Diego? _____ years

22. Combining all persons living in your household, which of the following best describes your household's annual, taxable income?

____(1) Less than \$25,000

____(4) \$75,000 - \$99,999

____(2) \$25,000 - \$49,999

____(5) \$100,000 - \$149,999

____(3) \$50,000 - \$74,999

____(6) \$150,000 or more

23. Do you own or rent your home? ____ (1) Own ____ (2) Rent

24. What is the primary method of transportation?

____(1) Personal motorized vehicle

____(3) Walk

(car, van, etc.)

____(4) Bike

____(2) Public transportation/bus

____(5) Other: _____

25. Which of the following best describes your RACE? (Check all that apply.)

____(1) Black or African American

____(4) Hawaiian or Pacific Islander

____(2) American Indian or Alaskan Native

____(5) White or Caucasian

____(3) Asian

____(6) Other: _____

26. Do you consider yourself to be Hispanic/Latino? ____ (1) Yes ____ (2) No

27. Your gender: ____ (1) Male ____ (2) Female

28. If you prefer not to provide your address (which is captured below), and know which Council District you live in, please provide your Council District:

Council District: _____

(If you DO NOT know which Council District you live in, please visit <http://sdgo.io/cd-check> and type in your address.)

This concludes the survey. Thank you for your time!

Please return your completed survey to:

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Individual responses to the survey will remain confidential. The information printed to the right will ONLY be used by the City to understand differences in the experience based on geography. If your address is not correct, please provide the correct information.