2015 City of San Diego Resident Survey

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 +/- 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)

As a place to live
- Excellent: 48%
- Good: 39%
- Fair: 10%

As a place to raise a family
- Excellent: 31%
- Good: 45%
- Fair: 17%

As a place to work
- Excellent: 22%
- Good: 42%
- Fair: 26%

As a place to retire
- Excellent: 27%
- Good: 29%
- Fair: 26%

As a place to start a career
- Excellent: 17%
- Good: 35%
- Fair: 31%

As a place to start a business
- Excellent: 14%
- Good: 26%
- Fair: 34%

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)

Feeling of safety in your neighborhood
- Very Satisfied: 29%
- Satisfied: 44%
- Neutral: 13%
- Dissatisfied: 9%
- Very Dissatisfied: 4%

Image of the City
- Very Satisfied: 25%
- Satisfied: 46%
- Neutral: 19%
- Dissatisfied: 8%

Quality of life in the City
- Very Satisfied: 22%
- Satisfied: 49%
- Neutral: 18%
- Dissatisfied: 9%

Feeling of safety in the City
- Very Satisfied: 16%
- Satisfied: 54%
- Neutral: 20%
- Dissatisfied: 8%

Quality of services provided by the City
- Very Satisfied: 10%
- Satisfied: 37%
- Neutral: 28%
- Dissatisfied: 17%

Financial stability of City government
- Very Satisfied: 5%
- Satisfied: 30%
- Neutral: 34%
- Dissatisfied: 21%

Value received for City tax dollars/fees
- Very Satisfied: 7%
- Satisfied: 27%
- Neutral: 30%
- Dissatisfied: 21%

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)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire rescue safety services</td>
<td>32%</td>
<td>46%</td>
<td>18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library programs and facilities</td>
<td>33%</td>
<td>43%</td>
<td>15%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Lifeguard services</td>
<td>29%</td>
<td>43%</td>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emergency medical services</td>
<td>26%</td>
<td>44%</td>
<td>22%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Solid waste services</td>
<td>22%</td>
<td>48%</td>
<td>17%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Water and wastewater services</td>
<td>20%</td>
<td>45%</td>
<td>23%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Police services</td>
<td>16%</td>
<td>42%</td>
<td>25%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Parks and recreation programs and facilities</td>
<td>13%</td>
<td>40%</td>
<td>28%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Sustainability efforts by the City</td>
<td>13%</td>
<td>39%</td>
<td>28%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Customer service from City employees</td>
<td>10%</td>
<td>39%</td>
<td>30%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Communication with the public</td>
<td>10%</td>
<td>38%</td>
<td>34%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>Storm water runoff/mgmt. &amp; flood prevention</td>
<td>7%</td>
<td>35%</td>
<td>34%</td>
<td>17%</td>
<td>6%</td>
</tr>
<tr>
<td>Code enforcement</td>
<td>1%</td>
<td>24%</td>
<td>36%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Planning and development services</td>
<td>1%</td>
<td>19%</td>
<td>17%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Maintenance of streets/sidewalks/infrastructure</td>
<td>3%</td>
<td>19%</td>
<td>17%</td>
<td>31%</td>
<td>29%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Service</th>
<th>First Choice</th>
<th>Second Choice</th>
<th>Third Choice</th>
<th>Fourth Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police services</td>
<td>67%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintenance of streets/sidewalks/infrastructure</td>
<td>48%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fire rescue safety services</td>
<td></td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emergency medical services</td>
<td></td>
<td>23%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water and wastewater services</td>
<td></td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sustainability efforts by the City</td>
<td></td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks and recreation programs and facilities</td>
<td></td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library programs and facilities</td>
<td></td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication with the public</td>
<td></td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planning and development services</td>
<td></td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solid waste services</td>
<td></td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer service from City employees</td>
<td></td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Code enforcement</td>
<td></td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Storm water runoff/mgmt. &amp; flood prevention</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifeguard services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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)

- Much better: 12%
- A little better: 31%
- About the same: 35%
- A little worse: 15%
- Much worse: 8%

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

Q6. Satisfaction with Police Services
by percentage of respondents (excluding don't knows)

- Effectiveness of local police protection:
  - Very Satisfied: 18%
  - Satisfied: 48%
  - Neutral: 21%
  - Dissatisfied: 8%
  - Very Dissatisfied: 5%

- The visibility of police in the City:
  - Very Satisfied: 15%
  - Satisfied: 44%
  - Neutral: 26%
  - Dissatisfied: 10%
  - Very Dissatisfied: 5%

- How quickly police respond:
  - Very Satisfied: 16%
  - Satisfied: 37%
  - Neutral: 26%
  - Dissatisfied: 14%
  - Very Dissatisfied: 8%

- The visibility of police in your neighborhood:
  - Very Satisfied: 15%
  - Satisfied: 36%
  - Neutral: 25%
  - Dissatisfied: 15%
  - Very Dissatisfied: 9%

- The City's overall crime prevention efforts:
  - Very Satisfied: 11%
  - Satisfied: 40%
  - Neutral: 32%
  - Dissatisfied: 12%
  - Very Dissatisfied: 6%

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)

<table>
<thead>
<tr>
<th>Service Provided</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>How quickly firefighters respond</td>
<td>38%</td>
<td>45%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effectiveness of local fire protection</td>
<td>33%</td>
<td>49%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How quickly emergency medical personnel respond</td>
<td>34%</td>
<td>45%</td>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effectiveness of ambulance/emergency medical services</td>
<td>30%</td>
<td>48%</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effectiveness of lifeguard protection at beaches</td>
<td>30%</td>
<td>47%</td>
<td>21%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The City's overall fire prevention efforts</td>
<td>24%</td>
<td>49%</td>
<td>22%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efforts to provide water/beach safety information</td>
<td>22%</td>
<td>45%</td>
<td>26%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Performance Area</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility of streets/sidewalks/bldgs. for people with disabilities</td>
<td>16%</td>
<td>41%</td>
<td>23%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Condition of City buildings</td>
<td>13%</td>
<td>44%</td>
<td>26%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Availability of street lights in your neighborhood</td>
<td>14%</td>
<td>38%</td>
<td>17%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Efforts to keep streets clean in your neighborhood</td>
<td>12%</td>
<td>38%</td>
<td>23%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Condition of bike lanes, paths, racks and signs</td>
<td>10%</td>
<td>34%</td>
<td>25%</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>Condition of sidewalks in your neighborhood</td>
<td>11%</td>
<td>32%</td>
<td>20%</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>Condition of sidewalks in the City</td>
<td>7%</td>
<td>30%</td>
<td>25%</td>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>Condition and maintenance of streets in your neighborhood</td>
<td>8%</td>
<td>25%</td>
<td>15%</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Quality of street repairs</td>
<td>7%</td>
<td>21%</td>
<td>22%</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Condition and maintenance of City streets</td>
<td>7%</td>
<td>20%</td>
<td>16%</td>
<td>34%</td>
<td>25%</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of parks and recreation facilities</td>
<td>24%</td>
<td>51%</td>
<td>17%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Maintenance of City beaches</td>
<td>19%</td>
<td>54%</td>
<td>19%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Maintenance of City parks</td>
<td>18%</td>
<td>51%</td>
<td>20%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Hours of operation at City parks &amp; rec facilities</td>
<td>19%</td>
<td>49%</td>
<td>22%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Open space and walking &amp; biking trails</td>
<td>17%</td>
<td>46%</td>
<td>23%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Maintenance of City recreation facilities</td>
<td>17%</td>
<td>44%</td>
<td>28%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Maintenance of City swimming pools</td>
<td>14%</td>
<td>40%</td>
<td>34%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Quality of recreational programs &amp; classes</td>
<td>14%</td>
<td>37%</td>
<td>35%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Programs offered at City swimming pools</td>
<td>13%</td>
<td>36%</td>
<td>38%</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

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

Q12. Satisfaction with Library Services

by percentage of respondents (excluding don't knows)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of library facilities</td>
<td>33%</td>
<td>44%</td>
<td>15%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Quality of library services/libraries in your neighborhood</td>
<td>35%</td>
<td>41%</td>
<td>17%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Maintenance of City libraries</td>
<td>27%</td>
<td>45%</td>
<td>19%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Quality of library programs</td>
<td>27%</td>
<td>44%</td>
<td>23%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Resources like computers, tablets, Internet,etc.</td>
<td>28%</td>
<td>40%</td>
<td>21%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Hours of operation at City libraries</td>
<td>23%</td>
<td>42%</td>
<td>18%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

Source: ETC Institute (City of San Diego 2015 Resident Survey)
Q13. Satisfaction with Community Engagement
by percentage of respondents (excluding don't knows)

Access to information about City programs/services
- Very Satisfied: 3%
- Satisfied: 35%
- Neutral: 33%
- Dissatisfied: 16%
- Very Dissatisfied: 8%

Overall usefulness of the City's website
- Very Satisfied: 7%
- Satisfied: 32%
- Neutral: 36%
- Dissatisfied: 16%
- Very Dissatisfied: 10%

Access to City officials
- Very Satisfied: 3%
- Satisfied: 30%
- Neutral: 35%
- Dissatisfied: 16%
- Very Dissatisfied: 12%

The City's television channel (City 24)
- Very Satisfied: 8%
- Satisfied: 23%
- Neutral: 49%
- Dissatisfied: 11%
- Very Dissatisfied: 10%

Outreach efforts to keep public informed about capital projects
- Very Satisfied: 7%
- Satisfied: 24%
- Neutral: 32%
- Dissatisfied: 25%
- Very Dissatisfied: 13%

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

Q14. Satisfaction with Other Services
by percentage of respondents (excluding don't knows)

Online services
- Very Satisfied: 16%
- Satisfied: 42%
- Neutral: 28%
- Dissatisfied: 7%
- Very Dissatisfied: 3%

Quality/variety of entertainment, expositions, etc
- Very Satisfied: 16%
- Satisfied: 42%
- Neutral: 30%
- Dissatisfied: 7%
- Very Dissatisfied: 6%

Music, dance, theater performances, etc
- Very Satisfied: 14%
- Satisfied: 43%
- Neutral: 31%
- Dissatisfied: 7%
- Very Dissatisfied: 8%

Historic preservation efforts
- Very Satisfied: 10%
- Satisfied: 40%
- Neutral: 33%
- Dissatisfied: 10%
- Very Dissatisfied: 7%

Quality of services to people with disabilities
- Very Satisfied: 12%
- Satisfied: 34%
- Neutral: 37%
- Dissatisfied: 9%
- Very Dissatisfied: 8%

Graffiti removal
- Very Satisfied: 7%
- Satisfied: 31%
- Neutral: 31%
- Dissatisfied: 20%
- Very Dissatisfied: 12%

Gang prevention efforts
- Very Satisfied: 9%
- Satisfied: 25%
- Neutral: 37%
- Dissatisfied: 19%
- Very Dissatisfied: 14%

Blight
- Very Satisfied: 9%
- Satisfied: 19%
- Neutral: 33%
- Dissatisfied: 26%
- Very Dissatisfied: 14%

Efforts to plan for future growth
- Very Satisfied: 4%
- Satisfied: 21%
- Neutral: 30%
- Dissatisfied: 27%
- Very Dissatisfied: 18%

Traffic congestion on City streets
- Very Satisfied: 4%
- Satisfied: 21%
- Neutral: 26%
- Dissatisfied: 26%
- Very Dissatisfied: 23%

Efforts to support job creation
- Very Satisfied: 4%
- Satisfied: 20%
- Neutral: 35%
- Dissatisfied: 25%
- Very Dissatisfied: 17%

Ease of obtaining permits
- Very Satisfied: 5%
- Satisfied: 16%
- Neutral: 38%
- Dissatisfied: 23%
- Very Dissatisfied: 17%

Efforts to assist low to moderate-income residents/communities
- Very Satisfied: 5%
- Satisfied: 16%
- Neutral: 31%
- Dissatisfied: 29%
- Very Dissatisfied: 19%

Efforts to address homelessness
- Very Satisfied: 3%
- Satisfied: 13%
- Neutral: 23%
- Dissatisfied: 32%
- Very Dissatisfied: 29%

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)

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courtesy of City employees</td>
<td>26%</td>
<td>41%</td>
<td>20%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Knowledge of City employees</td>
<td>20%</td>
<td>44%</td>
<td>21%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Overall customer service provided</td>
<td>21%</td>
<td>41%</td>
<td>21%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Responsiveness of City employees</td>
<td>20%</td>
<td>36%</td>
<td>24%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

Yes: 50%
No: 50%

Source: ETC Institute (City of San Diego 2015 Resident Survey)
Q18. What would be your preferred method for reporting problems to the City?

- Mobile application: 20%
- Web site: 50%
- Cellular phone: 13%
- Text message: 9%
- Social media: 4%
- Don't know: 3%

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

---

Q20. Age of Respondents

- 18-34 years: 22%
- 35-44 years: 23%
- 45-54 years: 20%
- 55-64 years: 18%
- 65+ years: 12%
- Not provided: 4%

Source: ETC Institute (City of San Diego 2015 Resident Survey)
Q21. Number of Years Residents Have Lived in San Diego
by percentage of respondents

- Less than 5 years: 11%
- 5 to 10 years: 13%
- 11 to 20 years: 22%
- 21 to 30 years: 17%
- More than 30 years: 32%
- Not provided: 5%

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

Q22. Total Annual Household Income of Respondents
by percentage of respondents

- Less than $25,000: 10%
- $25,000-$49,999: 14%
- $50,000-$74,999: 16%
- $75,000-$99,999: 16%
- $100,000-$149,999: 20%
- $150,000+: 17%
- $25,000-$49,999: 14%
- Not provided: 7%

Source: ETC Institute (City of San Diego 2015 Resident Survey)
Q23. Do you own or rent/lease your current residence?

Own 61%
Rent/lease 37%
Not provided 2%

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

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

Personal motorized vehicle 87%
Walk 3%
Bike 2%
Public transportation 7%
Not provided 1%

Source: ETC Institute (City of San Diego 2015 Resident Survey)
Q25. Race/Ethnicity of Respondents
by percentage of respondents (multiple responses allowed)

- White/Caucasian: 65% (64% from U.S. Census)
- Hispanic: 27% (29% from U.S. Census)
- Asian: 17% (16% from U.S. Census)
- Black/African American: 7% (7% from U.S. Census)
- American Indian/Alaskan Native: 2% (1% from U.S. Census)
- Other: 10% (14% from U.S. Census)

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

Q26. Do you consider yourself to be Hispanic/Latino?
by percentage of respondents

- Yes: 27%
- No: 72%
- Not provided: 1%

Source: ETC Institute (City of San Diego 2015 Resident Survey)
Q27. Gender of Respondents

by percentage of respondents

Male 50.4%
Female 48.7%
Not provided 0.6%
Other 0.3%

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>=0.20)
- Increase Current Emphasis (0.10<=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

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

**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.

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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)

**Exceeded Expectations**
lower importance/higher satisfaction

- Library programs and facilities
- Lifeguard services
- Solid waste services
- Water and wastewater services

**Continued Emphasis**
higher importance/higher satisfaction

- Fire rescue safety services
- Emergency medical services
- Police services

**Less Important**
lower importance/lower satisfaction

- Parks and recreation programs and facilities
- Customer service from City employees
- Communication with the public
- Storm water runoff
- Code enforcement
- Sustainability efforts by the City
- Planning and development services

**Opportunities for Improvement**
higher importance/lower satisfaction

- Maintenance of streets/sidewalks/infrastructure

Source: ETC Institute (2015)
Section 3: Tabular Data
## Distribution of UNWEIGHTED Results by City Council District

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

## Distribution of Weighted Results by City Council District

<table>
<thead>
<tr>
<th>Q28 COUNCIL DISTRICT</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1=1</td>
<td>274</td>
<td>11.1 %</td>
</tr>
<tr>
<td>2=2</td>
<td>275</td>
<td>11.1 %</td>
</tr>
<tr>
<td>3=3</td>
<td>281</td>
<td>11.3 %</td>
</tr>
<tr>
<td>4=4</td>
<td>273</td>
<td>11.0 %</td>
</tr>
<tr>
<td>5=5</td>
<td>280</td>
<td>11.3 %</td>
</tr>
<tr>
<td>6=6</td>
<td>273</td>
<td>11.0 %</td>
</tr>
<tr>
<td>7=7</td>
<td>275</td>
<td>11.1 %</td>
</tr>
<tr>
<td>8=8</td>
<td>274</td>
<td>11.1 %</td>
</tr>
<tr>
<td>9=9</td>
<td>273</td>
<td>11.0 %</td>
</tr>
<tr>
<td>Total</td>
<td>2478</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Demographic Category</th>
<th>Survey</th>
<th>US Census</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Hispanic</td>
<td>27.4%</td>
<td>28.8%</td>
<td>-1.4%</td>
</tr>
<tr>
<td>% Asian</td>
<td>17.0%</td>
<td>15.9%</td>
<td>1.1%</td>
</tr>
<tr>
<td>% African American</td>
<td>6.5%</td>
<td>6.7%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>% Female</td>
<td>48.7%</td>
<td>49.5%</td>
<td>-0.8%</td>
</tr>
<tr>
<td>% of adults age 65+</td>
<td>12.1%</td>
<td>13.6%</td>
<td>-1.5%</td>
</tr>
</tbody>
</table>
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)

| Q1 RATINGS FOR THE CITY 1 As a place to live | Excellent 47.3% | Good 38.6% | Fair 10.2% | Poor 1.7% | Very Poor 1.3% | Don't Know 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)

| Q1 RATINGS FOR THE CITY 1 As a place to live | Excellent 47.7% | Good 38.9% | Fair 10.3% | Poor 1.8% | Very Poor 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)

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

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)

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

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

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 1 Code enforcement</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6.9%</td>
<td>34.5%</td>
<td>34.3%</td>
<td>16.5%</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 2 Communication with the public</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5.6%</td>
<td>37.7%</td>
<td>33.5%</td>
<td>17.0%</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 3 Customer service from City employees</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10.0%</td>
<td>38.8%</td>
<td>29.7%</td>
<td>13.6%</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 4 Emergency medical services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26.2%</td>
<td>44.2%</td>
<td>22.4%</td>
<td>4.4%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 5 Fire rescue safety services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>32.3%</td>
<td>45.5%</td>
<td>17.6%</td>
<td>3.1%</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 6 Library programs and facilities</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33.4%</td>
<td>42.7%</td>
<td>15.4%</td>
<td>5.9%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 7 Lifeguard services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29.1%</td>
<td>43.3%</td>
<td>22.2%</td>
<td>3.5%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 8 Maintenance of City streets, sidewalks, and infrastructure</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.7%</td>
<td>18.7%</td>
<td>17.3%</td>
<td>30.8%</td>
<td>28.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 9 Parks and recreation programs and facilities</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13.1%</td>
<td>39.5%</td>
<td>27.5%</td>
<td>12.8%</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 10 Planning and development services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5.6%</td>
<td>24.1%</td>
<td>35.9%</td>
<td>19.1%</td>
<td>15.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 11 Police services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15.5%</td>
<td>42.4%</td>
<td>25.1%</td>
<td>9.8%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 12 Solid waste services (e.g., residential trash and recycling services)</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22.1%</td>
<td>47.9%</td>
<td>16.9%</td>
<td>8.7%</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 13 Storm water runoff/storm water management and flood prevention services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10.0%</td>
<td>33.0%</td>
<td>28.8%</td>
<td>18.0%</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>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/hiking/public transit)</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12.6%</td>
<td>38.7%</td>
<td>28.4%</td>
<td>12.8%</td>
<td>7.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OVERALL RATINGS 15 Water and wastewater services (e.g., reliability of individual service at your home)</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>19.8%</td>
<td>45.0%</td>
<td>23.3%</td>
<td>6.3%</td>
<td>5.6%</td>
</tr>
</tbody>
</table>
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?

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

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

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

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

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

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

**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**

<table>
<thead>
<tr>
<th>Service</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police services</td>
<td>1664</td>
<td>67.2 %</td>
</tr>
<tr>
<td>Maintenance of City streets, sidewalks, and infrastructure</td>
<td>1435</td>
<td>57.9 %</td>
</tr>
<tr>
<td>Fire rescue safety services</td>
<td>1267</td>
<td>51.1 %</td>
</tr>
<tr>
<td>Emergency medical services</td>
<td>1045</td>
<td>42.2 %</td>
</tr>
<tr>
<td>Water and wastewater services</td>
<td>574</td>
<td>23.2 %</td>
</tr>
<tr>
<td>Sustainability efforts by the City to help preserve and protect the environment</td>
<td>484</td>
<td>19.5 %</td>
</tr>
<tr>
<td>Parks and recreation programs and facilities</td>
<td>461</td>
<td>18.6 %</td>
</tr>
<tr>
<td>Library programs and facilities</td>
<td>456</td>
<td>18.4 %</td>
</tr>
<tr>
<td>Communication with the public</td>
<td>427</td>
<td>17.2 %</td>
</tr>
<tr>
<td>Planning and development services</td>
<td>395</td>
<td>15.9 %</td>
</tr>
<tr>
<td>Solid waste services (e.g., residential trash and recycling services)</td>
<td>349</td>
<td>14.1 %</td>
</tr>
<tr>
<td>Code Enforcement</td>
<td>327</td>
<td>13.2 %</td>
</tr>
<tr>
<td>Customer service from City employees</td>
<td>327</td>
<td>13.2 %</td>
</tr>
<tr>
<td>Storm water runoff/storm water management and flood prevention services</td>
<td>202</td>
<td>8.2 %</td>
</tr>
<tr>
<td>Lifeguard services</td>
<td>110</td>
<td>4.4 %</td>
</tr>
<tr>
<td>None selected</td>
<td>74</td>
<td>3.0 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9597</strong></td>
<td><strong>100.0 %</strong></td>
</tr>
</tbody>
</table>
Q5. Compared to several years ago, how do you think the overall quality of services provided by the City of San Diego has changed?

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much worse</td>
<td>177</td>
<td>7.1 %</td>
</tr>
<tr>
<td>A little worse</td>
<td>328</td>
<td>13.2 %</td>
</tr>
<tr>
<td>About the same</td>
<td>769</td>
<td>31.0 %</td>
</tr>
<tr>
<td>A little better</td>
<td>680</td>
<td>27.4 %</td>
</tr>
<tr>
<td>Much better</td>
<td>269</td>
<td>10.9 %</td>
</tr>
<tr>
<td>Don't know</td>
<td>255</td>
<td>10.3 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2478</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Response</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much worse</td>
<td>177</td>
<td>8.0 %</td>
</tr>
<tr>
<td>A little worse</td>
<td>328</td>
<td>14.8 %</td>
</tr>
<tr>
<td>About the same</td>
<td>769</td>
<td>34.6 %</td>
</tr>
<tr>
<td>A little better</td>
<td>680</td>
<td>30.6 %</td>
</tr>
<tr>
<td>Much better</td>
<td>269</td>
<td>12.1 %</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2223</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Q6. Police Services. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

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

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)

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q6 POLICE 1 Effectiveness of local police protection</td>
<td>18.1%</td>
<td>48.1%</td>
<td>20.6%</td>
<td>7.9%</td>
<td>5.3%</td>
<td></td>
</tr>
<tr>
<td>Q6 POLICE 2 How quickly police respond</td>
<td>15.9%</td>
<td>37.2%</td>
<td>25.7%</td>
<td>13.5%</td>
<td>7.7%</td>
<td></td>
</tr>
<tr>
<td>Q6 POLICE 3 The City's overall crime prevention efforts</td>
<td>11.4%</td>
<td>39.7%</td>
<td>31.8%</td>
<td>11.6%</td>
<td>5.5%</td>
<td></td>
</tr>
<tr>
<td>Q6 POLICE 4 The visibility of police in the City</td>
<td>15.2%</td>
<td>43.6%</td>
<td>26.0%</td>
<td>10.1%</td>
<td>5.0%</td>
<td></td>
</tr>
<tr>
<td>Q6 POLICE 5 The visibility of police in YOUR neighborhood</td>
<td>15.0%</td>
<td>36.4%</td>
<td>25.0%</td>
<td>15.2%</td>
<td>8.5%</td>
<td></td>
</tr>
</tbody>
</table>
Q7. Fire Rescue Services. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

<table>
<thead>
<tr>
<th>Question</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q7 FIRE 1 Effectiveness of ambulance/emergency medical services</td>
<td>21.8%</td>
<td>34.9%</td>
<td>12.8%</td>
<td>2.4%</td>
<td>1.7%</td>
<td>26.4%</td>
</tr>
<tr>
<td>Q7 FIRE 2 Effectiveness of lifeguard protection at City beaches</td>
<td>21.7%</td>
<td>34.2%</td>
<td>15.3%</td>
<td>1.6%</td>
<td>0.7%</td>
<td>26.6%</td>
</tr>
<tr>
<td>Q7 FIRE 3 Effectiveness of local fire protection</td>
<td>27.1%</td>
<td>39.2%</td>
<td>11.9%</td>
<td>1.0%</td>
<td>1.2%</td>
<td>19.0%</td>
</tr>
<tr>
<td>Q7 FIRE 4 How quickly firefighters respond</td>
<td>28.7%</td>
<td>33.6%</td>
<td>10.5%</td>
<td>1.7%</td>
<td>0.9%</td>
<td>24.7%</td>
</tr>
<tr>
<td>Q7 FIRE 5 How quickly emergency medical personnel respond</td>
<td>25.7%</td>
<td>33.9%</td>
<td>11.4%</td>
<td>2.3%</td>
<td>1.3%</td>
<td>25.5%</td>
</tr>
<tr>
<td>Q7 FIRE 6 The City's overall efforts to provide water and beach safety information</td>
<td>18.8%</td>
<td>39.0%</td>
<td>22.4%</td>
<td>4.7%</td>
<td>1.4%</td>
<td>13.6%</td>
</tr>
<tr>
<td>Q7 FIRE 7 The City's overall fire prevention efforts</td>
<td>19.9%</td>
<td>41.1%</td>
<td>18.4%</td>
<td>3.1%</td>
<td>2.0%</td>
<td>15.5%</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Question</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q7 FIRE 1 Effectiveness of ambulance/emergency medical services</td>
<td>29.6%</td>
<td>47.5%</td>
<td>17.3%</td>
<td>3.3%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Q7 FIRE 2 Effectiveness of lifeguard protection at City beaches</td>
<td>29.5%</td>
<td>46.5%</td>
<td>20.8%</td>
<td>2.2%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Q7 FIRE 3 Effectiveness of local fire protection</td>
<td>33.4%</td>
<td>49.2%</td>
<td>14.7%</td>
<td>1.2%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Q7 FIRE 4 How quickly firefighters respond</td>
<td>38.1%</td>
<td>44.6%</td>
<td>13.9%</td>
<td>2.2%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Q7 FIRE 5 How quickly emergency medical personnel respond</td>
<td>34.4%</td>
<td>45.4%</td>
<td>15.3%</td>
<td>3.1%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Q7 FIRE 6 The City's overall efforts to provide water and beach safety information</td>
<td>21.8%</td>
<td>45.1%</td>
<td>26.0%</td>
<td>5.4%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Q7 FIRE 7 The City's overall fire prevention efforts</td>
<td>23.5%</td>
<td>48.6%</td>
<td>21.8%</td>
<td>3.7%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>
Q8. City Streets, Sidewalks, and Infrastructure. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)  

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

**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)  

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q8 INFRASTRUCTURE 1 Accessibility of streets, sidewalks, and buildings for people with disabilities</td>
<td>16.0%</td>
<td>41.2%</td>
<td>23.0%</td>
<td>13.5%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Q8 INFRASTRUCTURE 2 Availability of street lights in YOUR neighborhood</td>
<td>13.6%</td>
<td>37.6%</td>
<td>17.0%</td>
<td>20.1%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Q8 INFRASTRUCTURE 3 Condition and maintenance of City streets</td>
<td>4.5%</td>
<td>19.8%</td>
<td>16.3%</td>
<td>34.2%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Q8 INFRASTRUCTURE 4 Condition and maintenance of streets in YOUR neighborhood</td>
<td>8.4%</td>
<td>25.1%</td>
<td>15.1%</td>
<td>25.3%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Q8 INFRASTRUCTURE 5 Condition of bike lanes, paths, racks, and signs</td>
<td>9.6%</td>
<td>33.7%</td>
<td>25.4%</td>
<td>18.1%</td>
<td>13.2%</td>
</tr>
<tr>
<td>Q8 INFRASTRUCTURE 6 Condition of City buildings (e.g., libraries and recreation facilities)</td>
<td>13.1%</td>
<td>44.1%</td>
<td>25.8%</td>
<td>11.4%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Q8 INFRASTRUCTURE 7 Condition of sidewalks in the City</td>
<td>6.9%</td>
<td>29.9%</td>
<td>25.1%</td>
<td>23.5%</td>
<td>14.7%</td>
</tr>
<tr>
<td>Q8 INFRASTRUCTURE 8 Condition of sidewalks in YOUR neighborhood</td>
<td>11.0%</td>
<td>32.2%</td>
<td>19.6%</td>
<td>19.7%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Q8 INFRASTRUCTURE 9 Efforts to keep streets clean (i.e., street sweeping) in YOUR neighborhood</td>
<td>37.7%</td>
<td>22.6%</td>
<td>15.1%</td>
<td>12.4%</td>
<td></td>
</tr>
<tr>
<td>Q8 INFRASTRUCTURE 10 Quality of street repairs</td>
<td>6.7%</td>
<td>21.3%</td>
<td>21.5%</td>
<td>24.9%</td>
<td>25.6%</td>
</tr>
</tbody>
</table>
Q9. Solid Waste Services. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q9 1 Satisfaction with Residential trash collection</td>
<td>36.9%</td>
<td>41.4%</td>
<td>9.5%</td>
<td>6.2%</td>
<td>2.8%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Q9 2 Satisfaction with Residential recycling services</td>
<td>33.8%</td>
<td>40.8%</td>
<td>10.9%</td>
<td>8.2%</td>
<td>3.6%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

**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)

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q9 1 Satisfaction with Residential trash collection</td>
<td>38.1%</td>
<td>42.8%</td>
<td>9.8%</td>
<td>6.4%</td>
<td>2.9%</td>
<td></td>
</tr>
<tr>
<td>Q9 2 Satisfaction with Residential recycling services</td>
<td>34.8%</td>
<td>41.9%</td>
<td>11.2%</td>
<td>8.4%</td>
<td>3.7%</td>
<td></td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th>Q10 SUSTAINABILITY 1 Importance of increasing walking, biking, and transit use</th>
<th>Very Important</th>
<th>Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
<th>Not at All Important</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>45.7%</td>
<td>27.8%</td>
<td>17.0%</td>
<td>4.6%</td>
<td>2.6%</td>
<td>2.3%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q10 SUSTAINABILITY 2 Importance of Providing opportunities to reduce energy use and increase the use of renewable energy</th>
<th>Very Important</th>
<th>Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
<th>Not at All Important</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>49.9%</td>
<td>31.0%</td>
<td>13.1%</td>
<td>3.0%</td>
<td>1.7%</td>
<td>1.4%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q10 SUSTAINABILITY 3 Importance of Preparing for more frequent storms, increased flooding, extreme heat events, increased wildfires, and severe drought</th>
<th>Very Important</th>
<th>Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
<th>Not at All Important</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>50.9%</td>
<td>33.1%</td>
<td>12.4%</td>
<td>1.4%</td>
<td>0.9%</td>
<td>1.3%</td>
<td></td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Q10 SUSTAINABILITY 1 Importance of increasing walking, biking, and transit use</th>
<th>Very Important</th>
<th>Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
<th>Not at All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>46.8%</td>
<td>28.4%</td>
<td>17.4%</td>
<td>4.7%</td>
<td>2.7%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q10 SUSTAINABILITY 2 Importance of Providing opportunities to reduce energy use and increase the use of renewable energy</th>
<th>Very Important</th>
<th>Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
<th>Not at All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>50.6%</td>
<td>31.4%</td>
<td>13.3%</td>
<td>3.1%</td>
<td>1.7%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q10 SUSTAINABILITY 3 Importance of Preparing for more frequent storms, increased flooding, extreme heat events, increased wildfires, and severe drought</th>
<th>Very Important</th>
<th>Important</th>
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<th>Not Important</th>
<th>Not at All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>51.6%</td>
<td>33.5%</td>
<td>12.6%</td>
<td>1.4%</td>
<td>0.9%</td>
<td></td>
</tr>
</tbody>
</table>
Q11. Parks and Recreation Services. Please rate your satisfaction with the following services provided by the City of San Diego:

(N=2478)

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

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)

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q11 PARKS AND REC 1 Availability of parks and recreation facilities</td>
<td>23.8%</td>
<td>50.8%</td>
<td>16.6%</td>
<td>5.7%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Q11 PARKS AND REC 2 Hours of operation offered at City parks and recreation facilities</td>
<td>18.8%</td>
<td>48.8%</td>
<td>21.8%</td>
<td>7.6%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Q11 PARKS AND REC 3 Maintenance of City beaches</td>
<td>19.2%</td>
<td>53.5%</td>
<td>18.5%</td>
<td>6.6%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Q11 PARKS AND REC 4 Maintenance of City parks</td>
<td>17.6%</td>
<td>51.1%</td>
<td>19.8%</td>
<td>8.3%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Q11 PARKS AND REC 5 Maintenance of City recreation facilities</td>
<td>16.7%</td>
<td>44.4%</td>
<td>28.1%</td>
<td>7.5%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Q11 PARKS AND REC 6 Maintenance of City swimming pools</td>
<td>14.2%</td>
<td>39.9%</td>
<td>34.4%</td>
<td>7.0%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Q11 PARKS AND REC 7 Open space and walking and biking trails</td>
<td>16.7%</td>
<td>46.4%</td>
<td>22.7%</td>
<td>9.9%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Q11 PARKS AND REC 8 Programs offered at City swimming pools</td>
<td>13.0%</td>
<td>36.4%</td>
<td>37.6%</td>
<td>8.3%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Q11 PARKS AND REC 9 Quality of recreational programs and classes (e.g., dance classes, craft classes, youth sports, after school programs)</td>
<td>14.4%</td>
<td>36.7%</td>
<td>35.1%</td>
<td>8.3%</td>
<td>5.6%</td>
</tr>
</tbody>
</table>
**Q12. Library Services. Please rate your satisfaction with the following services provided by the City of San Diego:**

(N=2478)

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

**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)

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q12 LIBRARIES 1 Availability of library facilities</td>
<td>33.0%</td>
<td>43.8%</td>
<td>15.2%</td>
<td>6.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Q12 LIBRARIES 2 Hours of operation offered at City libraries</td>
<td>23.1%</td>
<td>41.8%</td>
<td>18.0%</td>
<td>12.5%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Q12 LIBRARIES 3 Maintenance of City libraries</td>
<td>26.7%</td>
<td>45.1%</td>
<td>19.4%</td>
<td>6.3%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Q12 LIBRARIES 4 Quality of library programs (e.g., early literacy, story time, book discussions, community speakers, etc.)</td>
<td>27.3%</td>
<td>43.6%</td>
<td>23.4%</td>
<td>3.5%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Q12 LIBRARIES 5 Quality of library services and librarians in YOUR neighborhood</td>
<td>34.8%</td>
<td>41.1%</td>
<td>16.6%</td>
<td>4.2%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Q12 LIBRARIES 6 Resources like computers, tablets, the Internet, books, e-books, CDs/DVDs, downloadable music, etc.</td>
<td>28.4%</td>
<td>40.4%</td>
<td>20.9%</td>
<td>6.5%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>
### Q13. Community Engagement.

(N=2478)

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

**EXCLUDING DON'T KNOWS**

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

(N=2478)

<table>
<thead>
<tr>
<th>Q13 Community Engagement 1 Access to City officials</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
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</thead>
<tbody>
<tr>
<td>Q13 Community Engagement 2 Access to information about City programs and services</td>
<td>7.5%</td>
<td>29.6%</td>
<td>35.0%</td>
<td>16.1%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Q13 Community Engagement 3 Outreach efforts to keep the public informed about capital projects</td>
<td>7.7%</td>
<td>35.3%</td>
<td>33.0%</td>
<td>16.0%</td>
<td>8.0%</td>
</tr>
<tr>
<td>Q13 Community Engagement 4 Overall usefulness of the City's website</td>
<td>5.8%</td>
<td>24.3%</td>
<td>31.8%</td>
<td>25.1%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Q13 Community Engagement 5 The City's television channel (City 24)</td>
<td>7.3%</td>
<td>31.9%</td>
<td>35.5%</td>
<td>15.6%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Q13 Community Engagement 5 The City's television channel (City 24)</td>
<td>8.0%</td>
<td>23.2%</td>
<td>48.7%</td>
<td>10.6%</td>
<td>9.5%</td>
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</tbody>
</table>
**Q14. Other Services.**

(N=2478)

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

(N=2478)

<table>
<thead>
<tr>
<th>Q14.</th>
<th>Description</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q14 1</td>
<td>Blight (rundown buildings, vacant lots, and abandoned vehicles)</td>
<td>9.2%</td>
<td>18.7%</td>
<td>32.5%</td>
<td>25.7%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Q14 2</td>
<td>Ease of obtaining permits from Development Services</td>
<td>5.4%</td>
<td>16.4%</td>
<td>38.2%</td>
<td>23.4%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Q14 3</td>
<td>Efforts to address homelessness</td>
<td>3.1%</td>
<td>13.2%</td>
<td>23.4%</td>
<td>31.9%</td>
<td>28.5%</td>
</tr>
<tr>
<td>Q14 4</td>
<td>Efforts to assist low- to moderate-income residents and communities</td>
<td>4.9%</td>
<td>15.8%</td>
<td>31.0%</td>
<td>29.1%</td>
<td>19.2%</td>
</tr>
<tr>
<td>Q14 5</td>
<td>Efforts to plan for future growth</td>
<td>4.2%</td>
<td>20.7%</td>
<td>29.5%</td>
<td>27.1%</td>
<td>18.4%</td>
</tr>
<tr>
<td>Q14 6</td>
<td>Efforts to support job creation and investment by local businesses</td>
<td>4.1%</td>
<td>19.7%</td>
<td>34.7%</td>
<td>24.5%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Q14 7</td>
<td>Gang prevention efforts</td>
<td>5.0%</td>
<td>25.1%</td>
<td>36.9%</td>
<td>19.1%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Q14 8</td>
<td>Graffiti removal</td>
<td>6.7%</td>
<td>30.7%</td>
<td>30.9%</td>
<td>19.5%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Q14 9</td>
<td>Historic preservation efforts</td>
<td>10.1%</td>
<td>39.9%</td>
<td>32.6%</td>
<td>10.2%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Q14 10</td>
<td>Music, dance, and theater performances; visual art and cultural exhibitions; parades, festivals, art classes, and public art</td>
<td>14.1%</td>
<td>43.4%</td>
<td>30.5%</td>
<td>7.1%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Q14 11</td>
<td>Online services (e.g., paying a bill, getting a business license)</td>
<td>15.7%</td>
<td>42.2%</td>
<td>28.4%</td>
<td>7.4%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Q14 12</td>
<td>Quality of services provided to people with disabilities</td>
<td>12.0%</td>
<td>34.2%</td>
<td>37.4%</td>
<td>8.8%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Q14 13</td>
<td>Quality/variety of entertainment, expositions, and sporting events at the Convention Center, Petco Park, and Qualcomm Stadium</td>
<td>15.8%</td>
<td>41.5%</td>
<td>29.8%</td>
<td>6.9%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Q14 14</td>
<td>Traffic congestion on City streets</td>
<td>3.9%</td>
<td>21.0%</td>
<td>25.8%</td>
<td>26.2%</td>
<td>23.1%</td>
</tr>
</tbody>
</table>
Q15. **Customer Service. How would you rate the City employees with whom you had contact most recently in terms of...**

(N=2478)

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

**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)

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q15 Courtesy of City Employees</td>
<td>25.8%</td>
<td>41.4%</td>
<td>19.6%</td>
<td>7.0%</td>
<td>6.2%</td>
<td></td>
</tr>
<tr>
<td>Q15 Knowledge of City Employees</td>
<td>20.3%</td>
<td>43.9%</td>
<td>21.3%</td>
<td>8.0%</td>
<td>6.5%</td>
<td></td>
</tr>
<tr>
<td>Q15 Overall customer service provided by City employees</td>
<td>21.1%</td>
<td>40.6%</td>
<td>21.4%</td>
<td>9.4%</td>
<td>7.6%</td>
<td></td>
</tr>
<tr>
<td>Q15 Responsiveness of City employees</td>
<td>20.0%</td>
<td>36.4%</td>
<td>24.2%</td>
<td>9.5%</td>
<td>9.9%</td>
<td></td>
</tr>
</tbody>
</table>
Q17. Are you satisfied with the process of reporting problems (i.e., potholes) to the City?

| 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)

| 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?

<table>
<thead>
<tr>
<th>Method</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile application</td>
<td>485</td>
<td>19.6 %</td>
</tr>
<tr>
<td>Web site</td>
<td>1249</td>
<td>50.4 %</td>
</tr>
<tr>
<td>Cellular telephone</td>
<td>332</td>
<td>13.4 %</td>
</tr>
<tr>
<td>Text message</td>
<td>221</td>
<td>8.9 %</td>
</tr>
<tr>
<td>Social media (Facebook, Twitter, etc.)</td>
<td>108</td>
<td>4.4 %</td>
</tr>
<tr>
<td>Don’t know/no preference</td>
<td>83</td>
<td>3.3 %</td>
</tr>
<tr>
<td>Total</td>
<td>2478</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

Q20. What is your age?

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34 years</td>
<td>555</td>
<td>22.4 %</td>
</tr>
<tr>
<td>35-44 years</td>
<td>559</td>
<td>22.6 %</td>
</tr>
<tr>
<td>45-54 years</td>
<td>503</td>
<td>20.3 %</td>
</tr>
<tr>
<td>55-64 years</td>
<td>453</td>
<td>18.3 %</td>
</tr>
<tr>
<td>65+ years</td>
<td>299</td>
<td>12.1 %</td>
</tr>
<tr>
<td>Not provided</td>
<td>109</td>
<td>4.4 %</td>
</tr>
<tr>
<td>Total</td>
<td>2478</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
**Q21. How many years have you lived in San Diego?**

<table>
<thead>
<tr>
<th>Number of Years</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5</td>
<td>277</td>
<td>11.2%</td>
</tr>
<tr>
<td>5-10 years</td>
<td>314</td>
<td>12.7%</td>
</tr>
<tr>
<td>11-20 years</td>
<td>534</td>
<td>21.5%</td>
</tr>
<tr>
<td>21-30 years</td>
<td>425</td>
<td>17.2%</td>
</tr>
<tr>
<td>More than 30 years</td>
<td>801</td>
<td>32.3%</td>
</tr>
<tr>
<td>Not provided</td>
<td>127</td>
<td>5.1%</td>
</tr>
<tr>
<td>Total</td>
<td>2478</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Annual Income Range</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25,000</td>
<td>250</td>
<td>10.1%</td>
</tr>
<tr>
<td>$25,000 - $49,999</td>
<td>348</td>
<td>14.0%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>387</td>
<td>15.6%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>399</td>
<td>16.1%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>497</td>
<td>20.1%</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>430</td>
<td>17.4%</td>
</tr>
<tr>
<td>Not provided</td>
<td>167</td>
<td>6.7%</td>
</tr>
<tr>
<td>Total</td>
<td>2478</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Q23. Do you own or rent your home?**

<table>
<thead>
<tr>
<th>Ownership Status</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>1519</td>
<td>61.3%</td>
</tr>
<tr>
<td>Rent</td>
<td>914</td>
<td>36.9%</td>
</tr>
<tr>
<td>Not provided</td>
<td>45</td>
<td>1.8%</td>
</tr>
<tr>
<td>Total</td>
<td>2478</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Transportation Method</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal motorized vehicle (car, van, etc.)</td>
<td>2143</td>
<td>86.5%</td>
</tr>
<tr>
<td>Public transportation/bus</td>
<td>176</td>
<td>7.1%</td>
</tr>
<tr>
<td>Walk</td>
<td>75</td>
<td>3.0%</td>
</tr>
<tr>
<td>Bike</td>
<td>49</td>
<td>2.0%</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>0.2%</td>
</tr>
<tr>
<td>None selected</td>
<td>31</td>
<td>1.3%</td>
</tr>
<tr>
<td>Total</td>
<td>2478</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
Q25. Which of the following best describes your RACE?

<table>
<thead>
<tr>
<th>Q25 RACE</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black or African American</td>
<td>161</td>
<td>6.5 %</td>
</tr>
<tr>
<td>American Indian or Alaskan Native</td>
<td>40</td>
<td>1.6 %</td>
</tr>
<tr>
<td>Asian</td>
<td>422</td>
<td>17.0 %</td>
</tr>
<tr>
<td>Hawaiian or Pacific Islander</td>
<td>33</td>
<td>1.3 %</td>
</tr>
<tr>
<td>White or Caucasian</td>
<td>1609</td>
<td>64.9 %</td>
</tr>
<tr>
<td>Other</td>
<td>249</td>
<td>10.0 %</td>
</tr>
<tr>
<td>Not provided</td>
<td>84</td>
<td>3.4 %</td>
</tr>
<tr>
<td>Total</td>
<td>2598</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Q26. Do you consider yourself to be Hispanic/Latino?</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>678</td>
<td>27.4 %</td>
</tr>
<tr>
<td>No</td>
<td>1771</td>
<td>71.5 %</td>
</tr>
<tr>
<td>Not provided</td>
<td>29</td>
<td>1.2 %</td>
</tr>
<tr>
<td>Total</td>
<td>2478</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

Q27. What is your gender?

<table>
<thead>
<tr>
<th>Q27 Your gender</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>1248</td>
<td>50.4 %</td>
</tr>
<tr>
<td>Female</td>
<td>1206</td>
<td>48.7 %</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>0.3 %</td>
</tr>
<tr>
<td>Not provided</td>
<td>16</td>
<td>0.6 %</td>
</tr>
<tr>
<td>Total</td>
<td>2478</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
Section 4:

Survey Instrument
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:

<table>
<thead>
<tr>
<th>Perception</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. As a place to live</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2. As a place to raise a family</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>3. As a place to retire</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>4. As a place to start a business</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>5. As a place to start a career</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>6. As a place to work</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>

### 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:

<table>
<thead>
<tr>
<th>Perception</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Feeling of safety in the City</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2. Feeling of safety in your neighborhood</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>3. Financial stability of the City government</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>4. Image of the City</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>5. Quality of life in the City</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>6. Quality of services provided by the City</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>7. Value that you receive for your City tax dollars and fees</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>

### 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:

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Code enforcement</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2. Communication with the public</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>3. Customer service from City employees</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>4. Emergency medical services</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>5. Fire rescue safety services</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>6. Library programs and facilities</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>7. Lifeguard services</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>8. Maintenance of City streets, sidewalks, and infrastructure</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>9. Parks and recreation programs and facilities</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>10. Planning and development services</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>11. Police services</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>12. Solid waste services (e.g., residential trash and recycling services)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>13. Storm water runoff/storm water management and flood prevention services</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>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)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>15. Water and wastewater services (e.g., reliability of individual service at your home)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>
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  ___(4) A little better  ___(3) About the same  ___(2) A little worse  ___(1) Much worse  ___(9) Don’t know

<table>
<thead>
<tr>
<th>Police Services</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Effectiveness of local police protection</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2. How quickly police respond</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>3. The City's overall crime prevention efforts</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>4. The visibility of police in the City</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>5. The visibility of police in YOUR neighborhood</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>City Streets, Sidewalks, and Infrastructure</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Accessibility of streets, sidewalks, and buildings for people with disabilities</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2. Availability of street lights in YOUR neighborhood</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>3. Condition and maintenance of City streets</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>4. Condition and maintenance of streets in YOUR neighborhood</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>5. Condition of bike lanes, paths, racks, and signs</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>6. Condition of City buildings (e.g., libraries and recreation facilities)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>7. Condition of sidewalks in the City</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>8. Condition of sidewalks in YOUR neighborhood</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>9. Efforts to keep streets clean (i.e., street sweeping) in YOUR neighborhood</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>10. Quality of street repairs</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>
### Solid Waste Services
9. Please rate your satisfaction with the following services provided by the City of San Diego:

<table>
<thead>
<tr>
<th>Service</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Residential trash collection</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2. Residential recycling services</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

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

### Other Services

14. Please rate your satisfaction with the following:

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

### Customer Service

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Courtesy</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>2. Knowledge</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>3. Overall customer service</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>4. Responsiveness</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>

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  
   ___(2) Web site  
   ___(3) Cellular telephone  
   ___(4) Text message  
   ___(5) Social media *(Facebook, Twitter, etc.)*
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
- (2) $25,000 - $49,999
- (3) $50,000 - $74,999
- (4) $75,000 - $99,999
- (5) $100,000 - $149,999
- (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 (car, van, etc.)
- (2) Public transportation/bus
- (3) Walk
- (4) Bike
- (5) Other:__________________

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

- (1) Black or African American
- (2) American Indian or Alaskan Native
- (3) Asian
- (4) Hawaiian or Pacific Islander
- (5) White or Caucasian
- (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.