

Performance & Analytics

Item #330: 2015 Resident Satisfaction Survey Findings for March 8, 2016

About the Survey Provider

ETC Institute

- ETC Institute (ETC) is a national leader in market research for local government organizations
- ETC has helped city and county governments gather and use survey data to enhance organizational performance for more than 30 years
- ETC has surveyed more than 2,000,000 persons since 2006 for more than 850 cities in 49 states



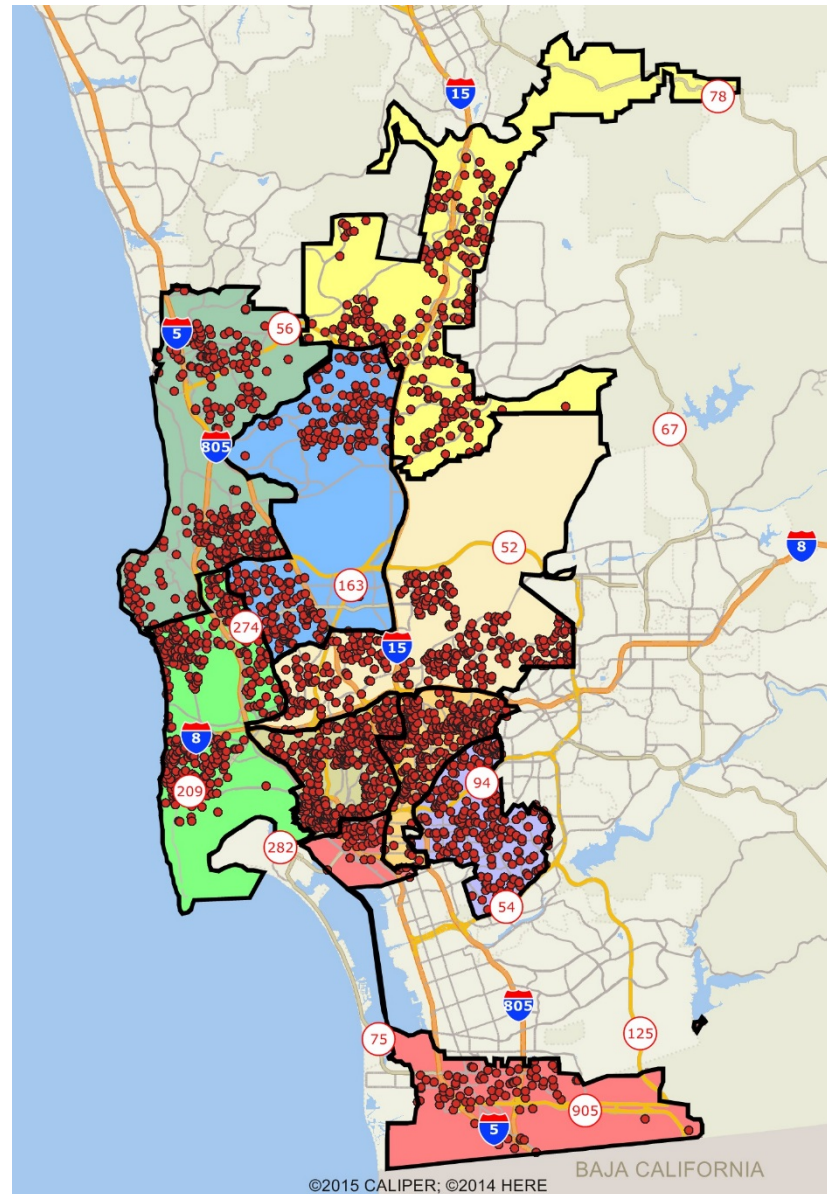
Purpose

- **To objectively assess satisfaction with the delivery of major City services**
- **To determine priorities for the City**
- **To help inform the budget process**
- **Provide a baseline for assessing progress over time**

Methodology

- **Survey Description**
 - **Survey Length: 5 pages**
 - **Duration: Took approximately 10 minutes to complete**
- **Administration Methods**
 - **Mail, phone, and online during November - December 2015**
 - **Utilized a random sample of residents**
- **Sample size: Goal of 1,800 completed surveys (200 in each of the City's nine Council Districts)**
 - **2,478 surveys completed**
 - 1,324 via mail
 - 583 via telephone
 - 571 via online
- **Survey demographics are very similar to the most recent Census estimates with regard to age, gender, race, Hispanic ancestry, and other factors.**
- **Confidence level: 95%**
- **Margin of error: +/- 2.0% overall**

Location of Survey Respondents



Survey Considerations

- **When reviewing survey results, please keep in mind the following:**
 - Responses may be based on both actual experience and/or perception
 - The survey does not reveal reasons for respondents' satisfaction levels
 - Survey results can inform improvements in process, management, policy, communication, and community engagement; all are important and may play a role in responses
 - The survey may raise additional questions or generate further research by Performance & Analytics

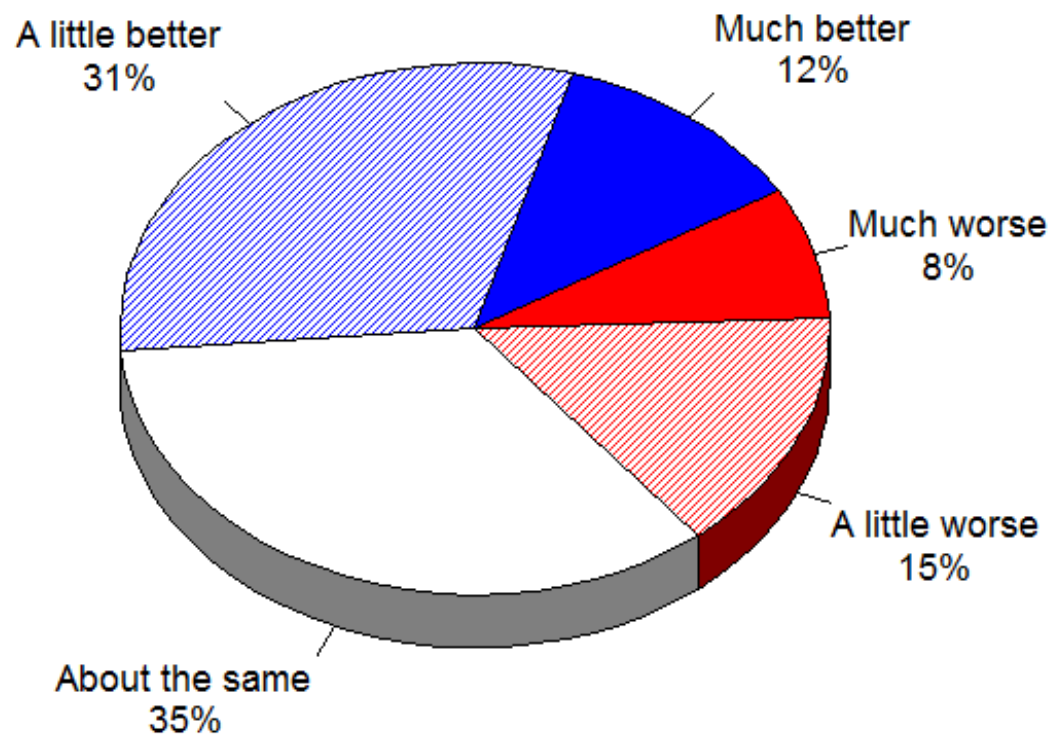
Topic One:

Perceived Change in Overall Quality of City Services

Perceived Change in Overall Quality of City Services

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

by percentage of respondents (excluding don't knows)



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

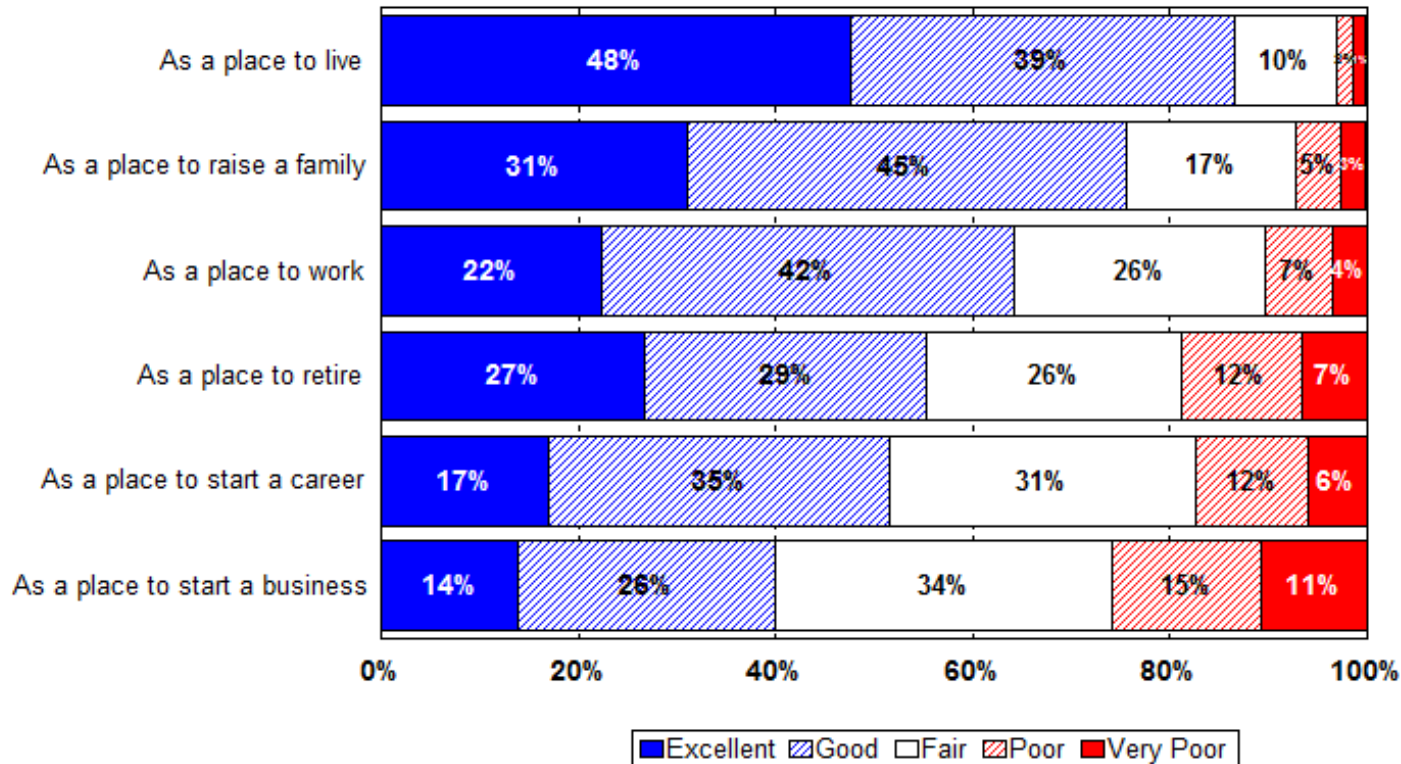
Topic Two:

Perceptions of the City

Perceptions of the City

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

by percentage of respondents (excluding don't knows)

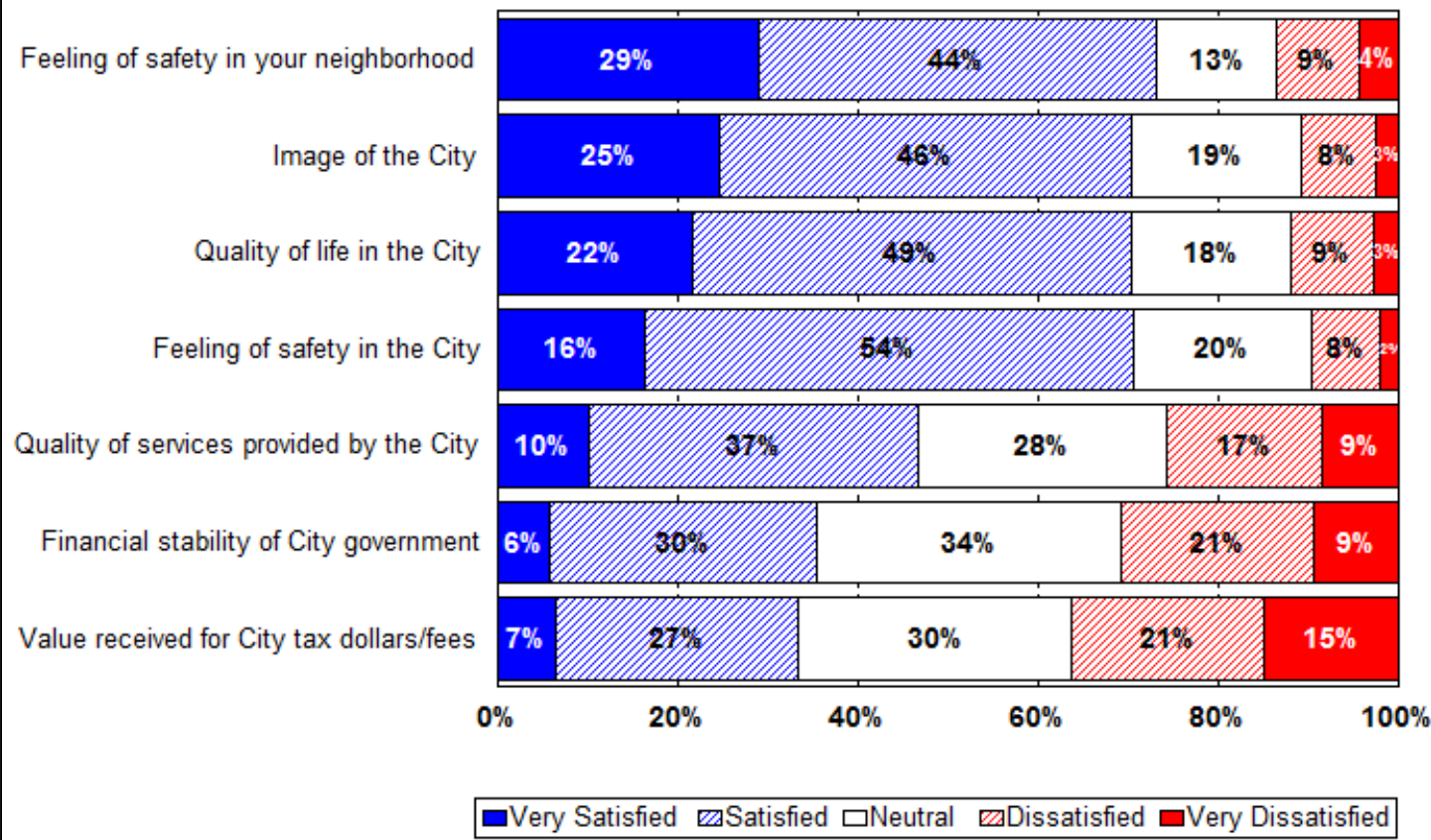


Source: ETC Institute (City of San Diego 2015 Resident Survey)

Perceptions of the City

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

by percentage of respondents (excluding don't knows)



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

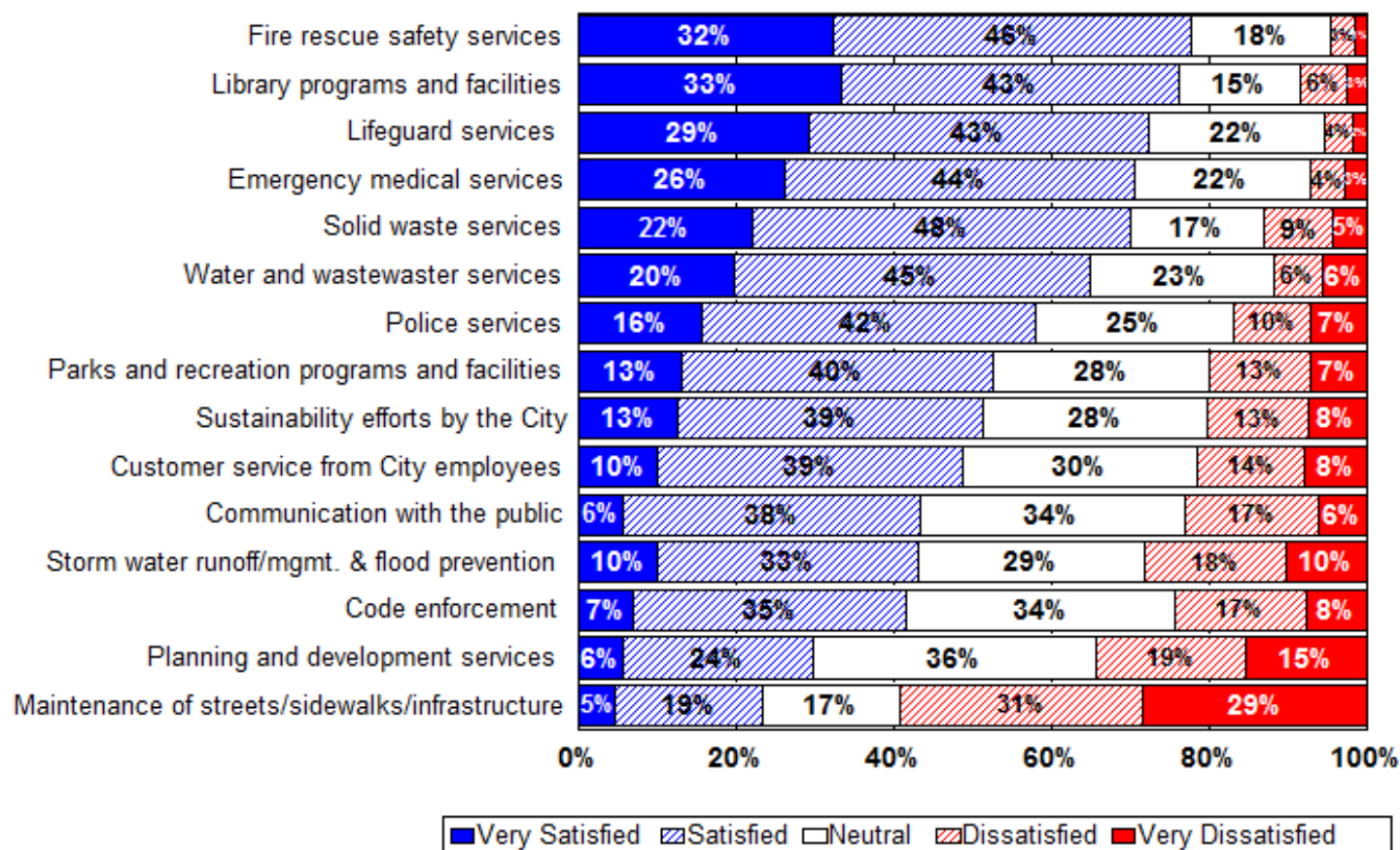
Topic Three:

Satisfaction with City Services

Satisfaction with City Services

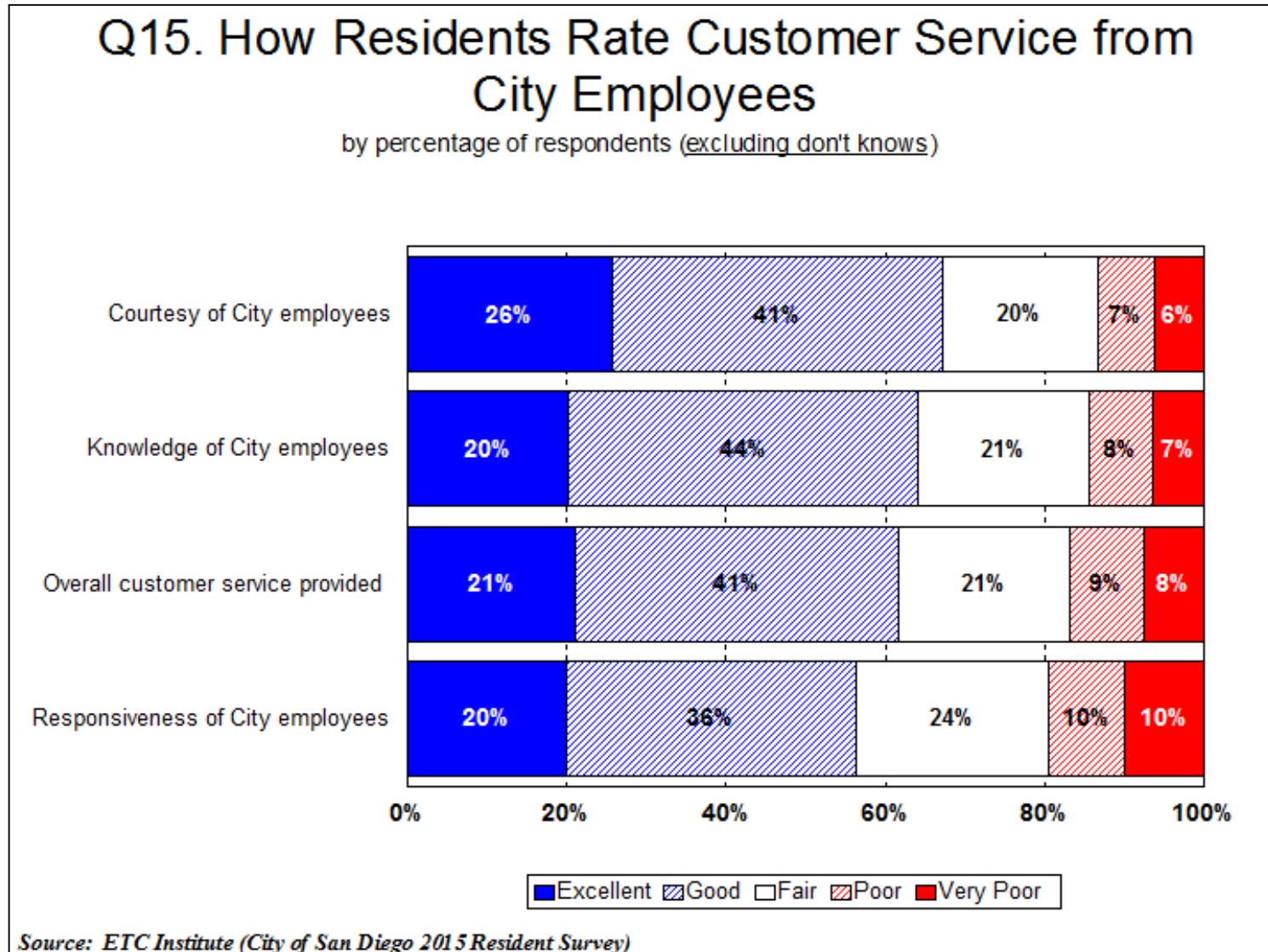
Q3. Satisfaction With Overall Quality of City Services

by percentage of respondents (excluding don't knows)



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

Satisfaction with City Services



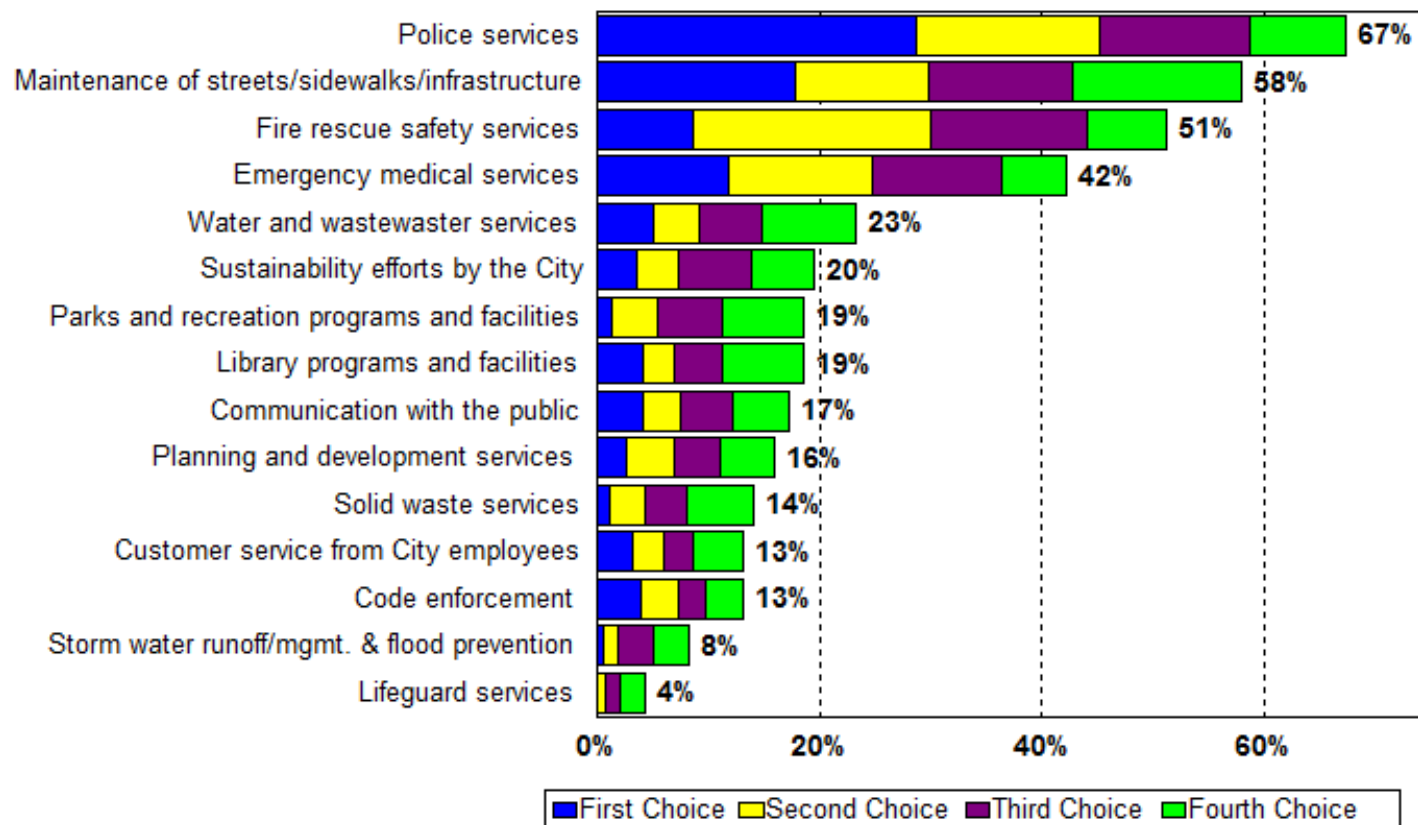
Topic Four:

Priorities for Residents

Priorities for Residents

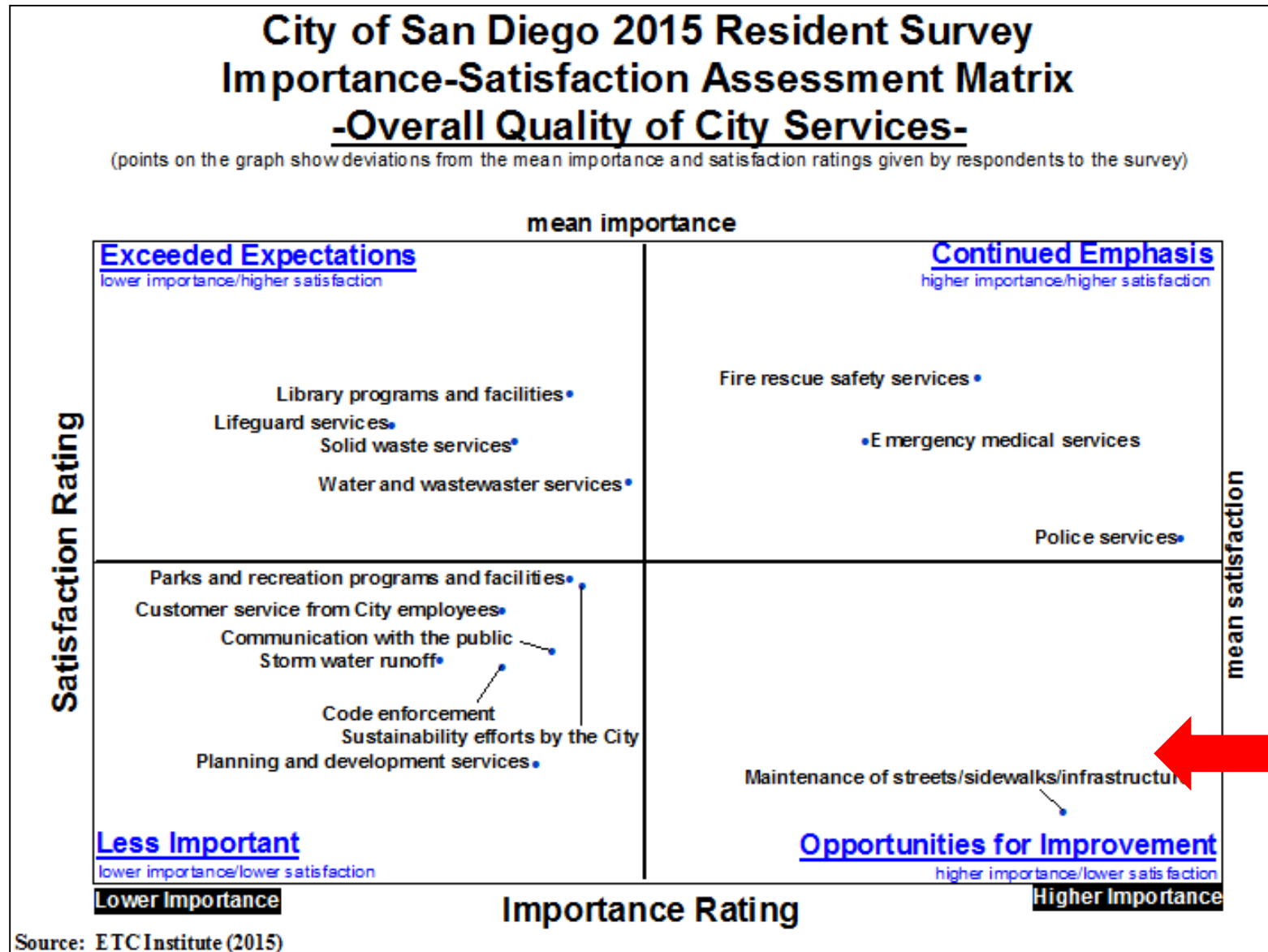
Q4. City Services That Residents Felt Were Most Important for the City to Provide

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



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

Priorities for Residents



Topic Five:

Summary and Next Steps

Summary and Next Steps

- The City is moving in the right direction (43% think City services have gotten better compared to several years ago vs. 23% worse)
- Most residents have a positive perception of the City
 - The City gets good ratings as a place to live, work, and raise a family
 - Most residents feel safe
 - Residents give positive ratings for the City's image and quality of life
- City services receiving the HIGHEST satisfaction ratings:
 - Fire rescue safety services
 - Libraries
- Top priority for improvement:
 - Maintenance of streets, sidewalks and infrastructure

Summary and Next Steps

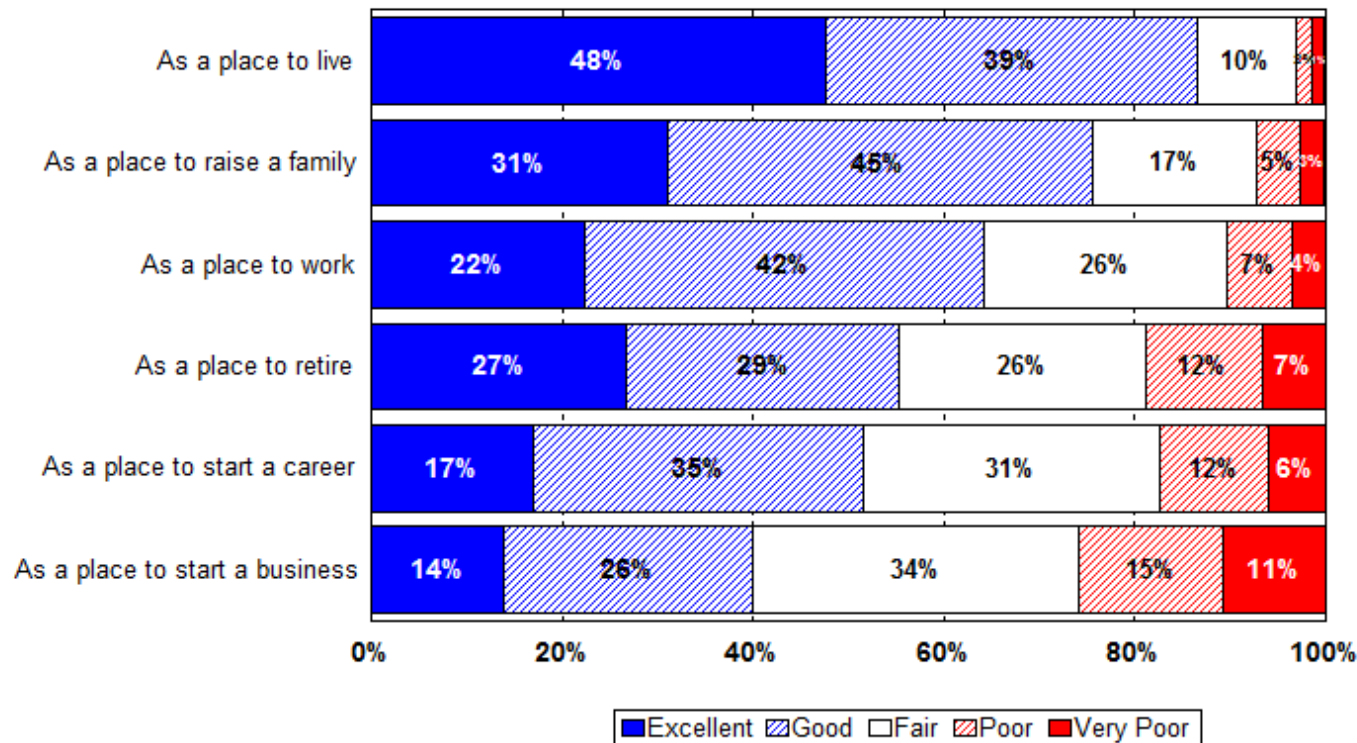
- **Continue the focus on infrastructure as a critical responsibility & core function of City government**
- **Work with Communications Department and community outreach teams to enhance information-sharing and engagement with residents**
- **Work with Economic Development on improving the perception and reality of the City as a place to start a business**
- **Work with Police Department on highlighting community-policing opportunities to improve overall crime prevention efforts/feeling of safety**
- **Monitor impacts of new homelessness initiatives**

Questions

Perceptions of the City

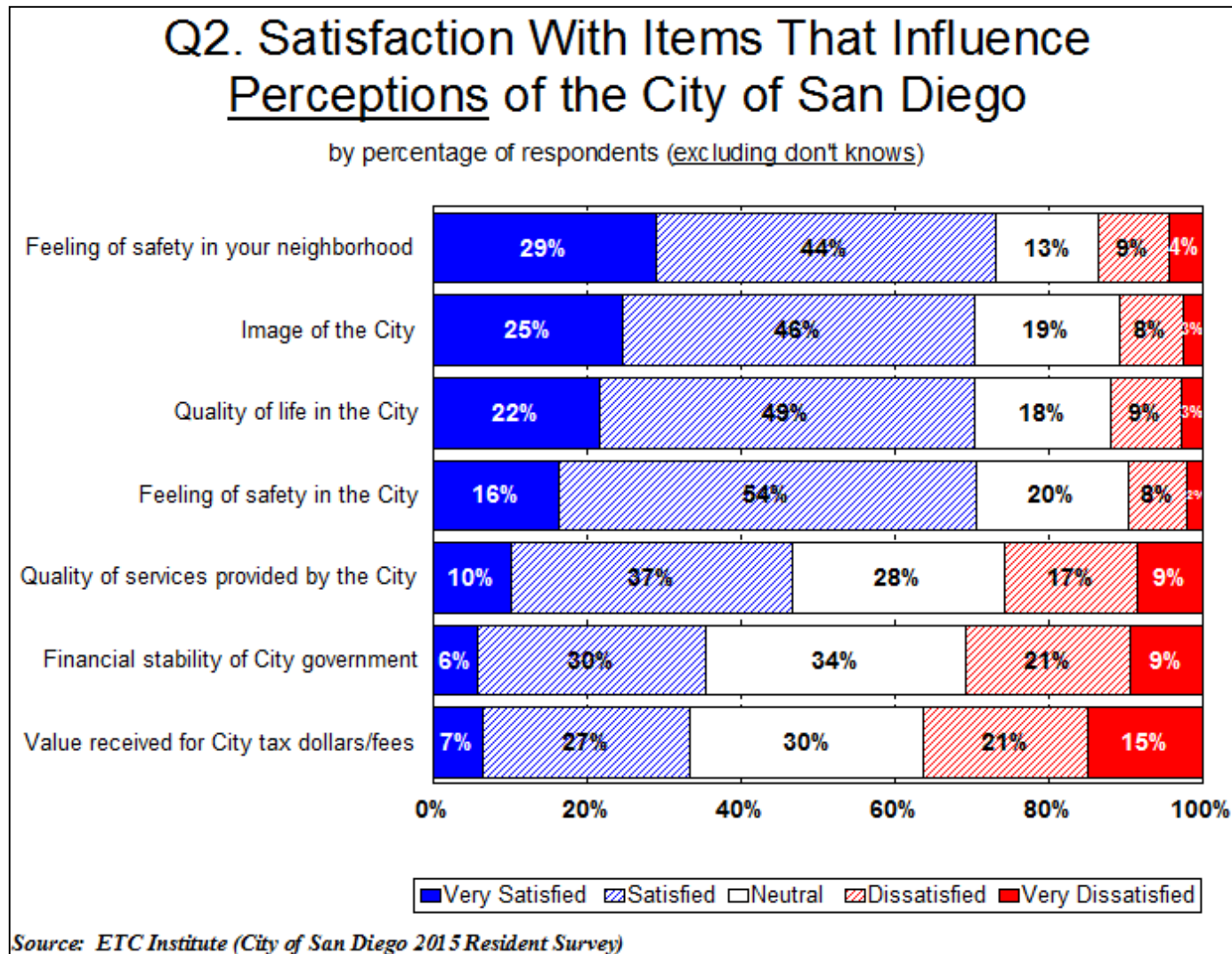
Q1. How Residents Rate Certain Aspects of Living and Working in San Diego

by percentage of respondents (excluding don't knows)



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

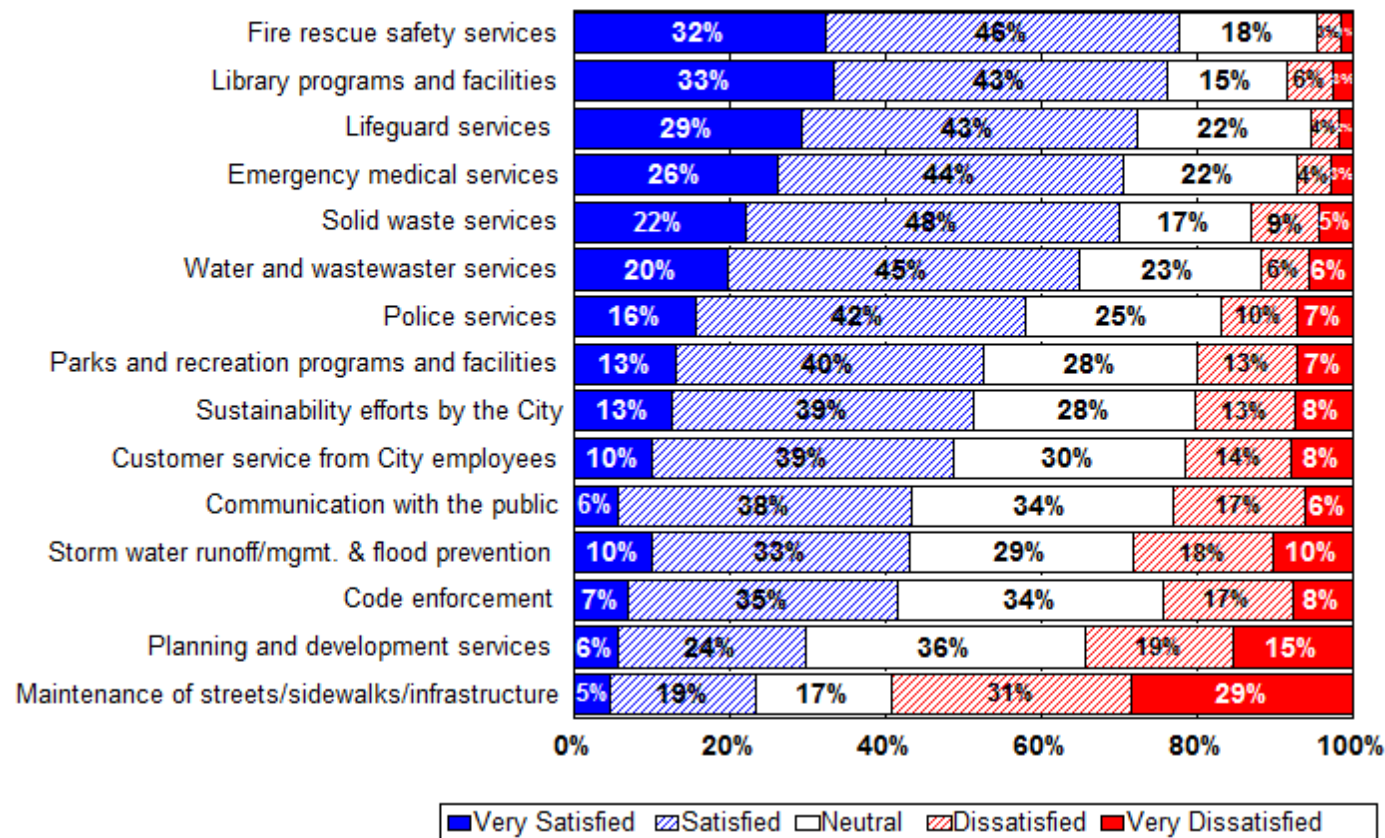
Perceptions of the City



Overall Quality of City Services

Q3. Satisfaction With Overall Quality of City Services

by percentage of respondents (excluding don't knows)

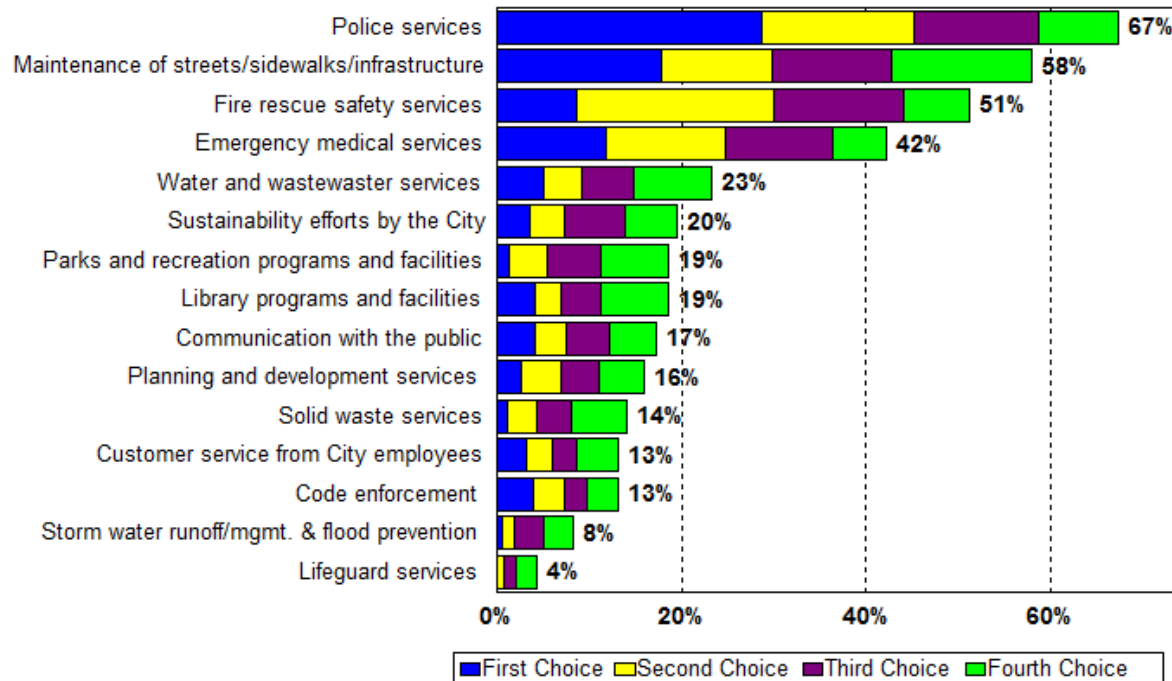


Source: ETC Institute (City of San Diego 2015 Resident Survey)

Overall Quality of City Services

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

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

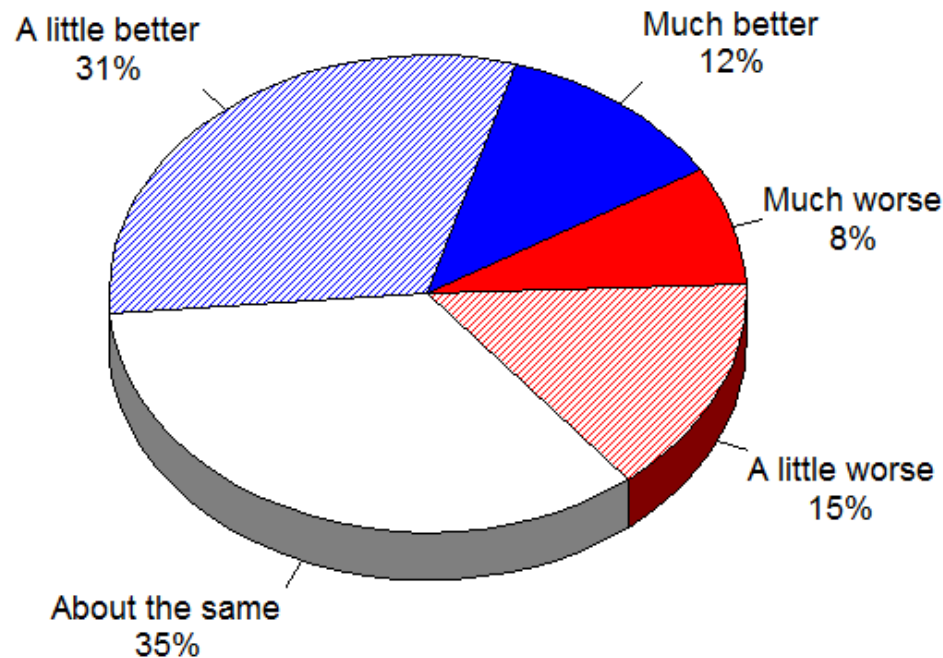


Source: ETC Institute (City of San Diego 2015 Resident Survey)

Overall Quality of City Services

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

by percentage of respondents (excluding don't knows)

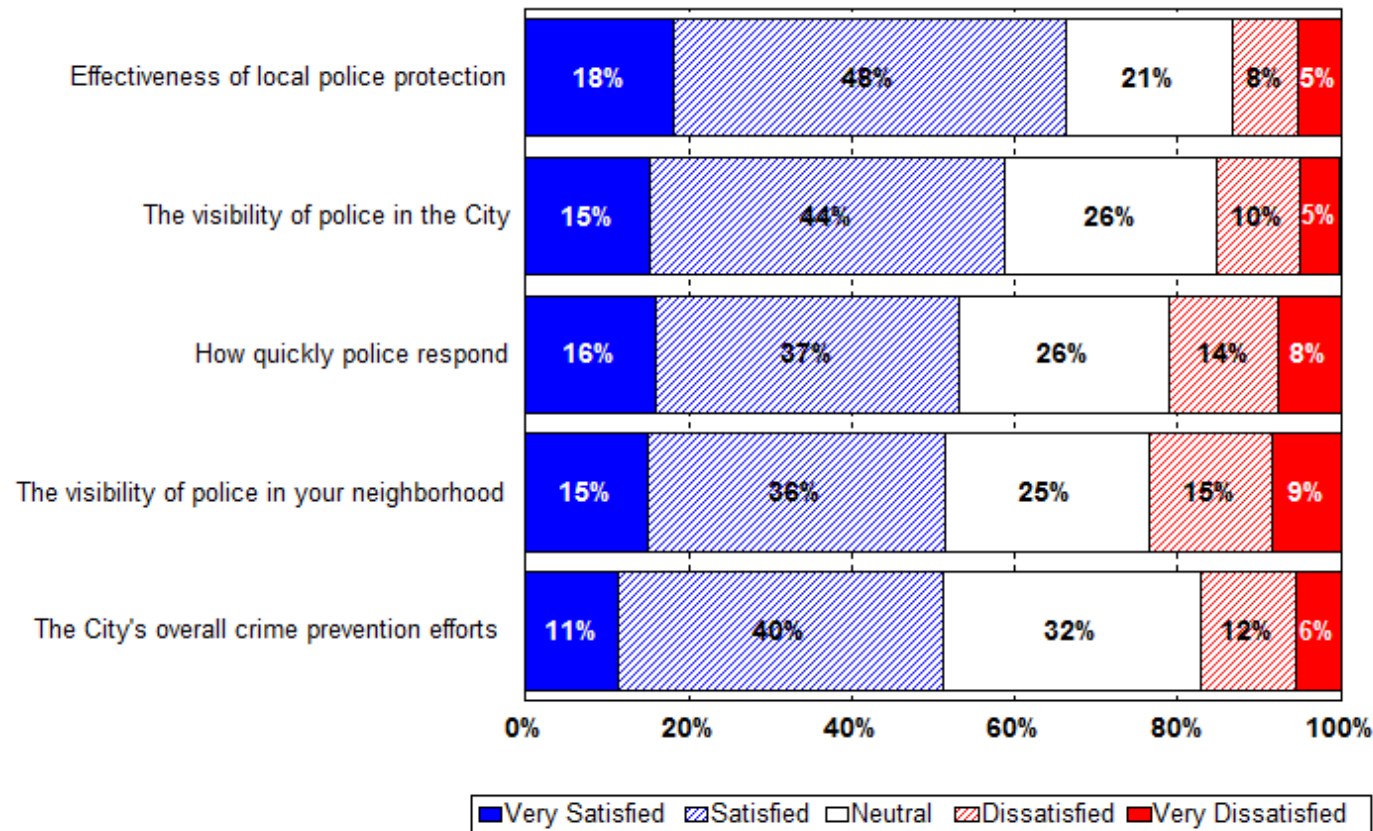


Source: ETC Institute (City of San Diego 2015 Resident Survey)

Satisfaction with Specific City Services

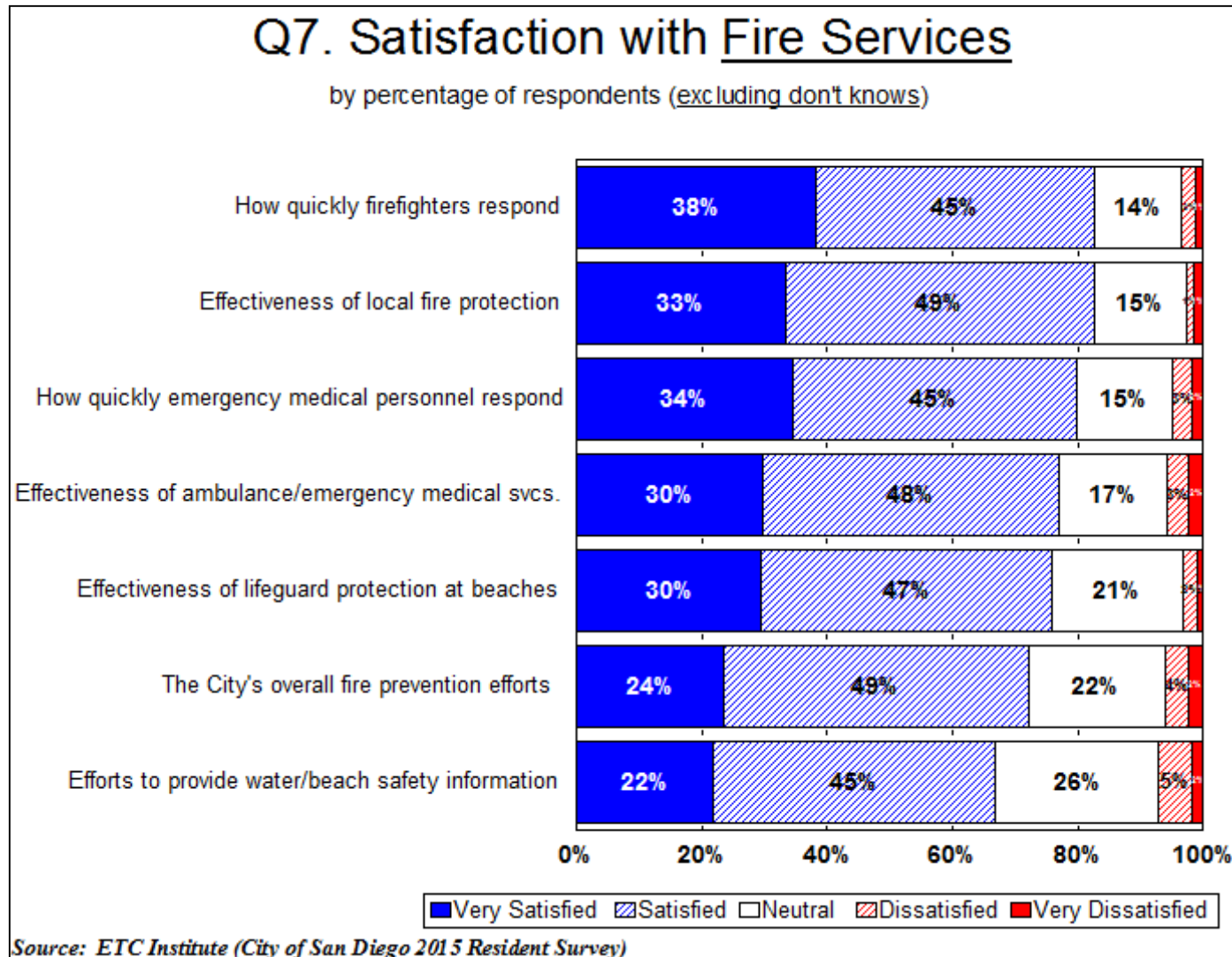
Q6. Satisfaction with Police Services

by percentage of respondents (excluding don't knows)



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

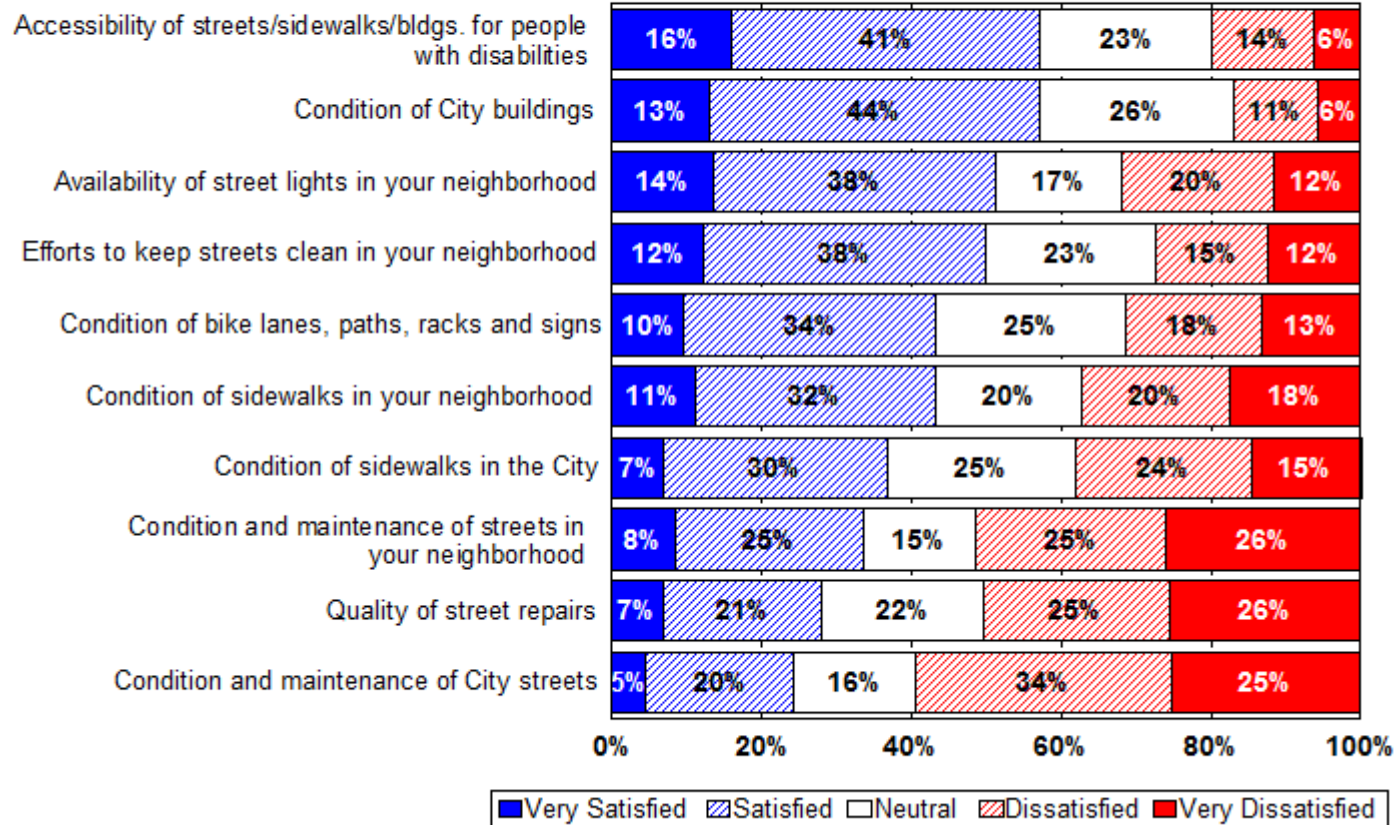
Satisfaction with Specific City Services



Satisfaction with Specific City Services

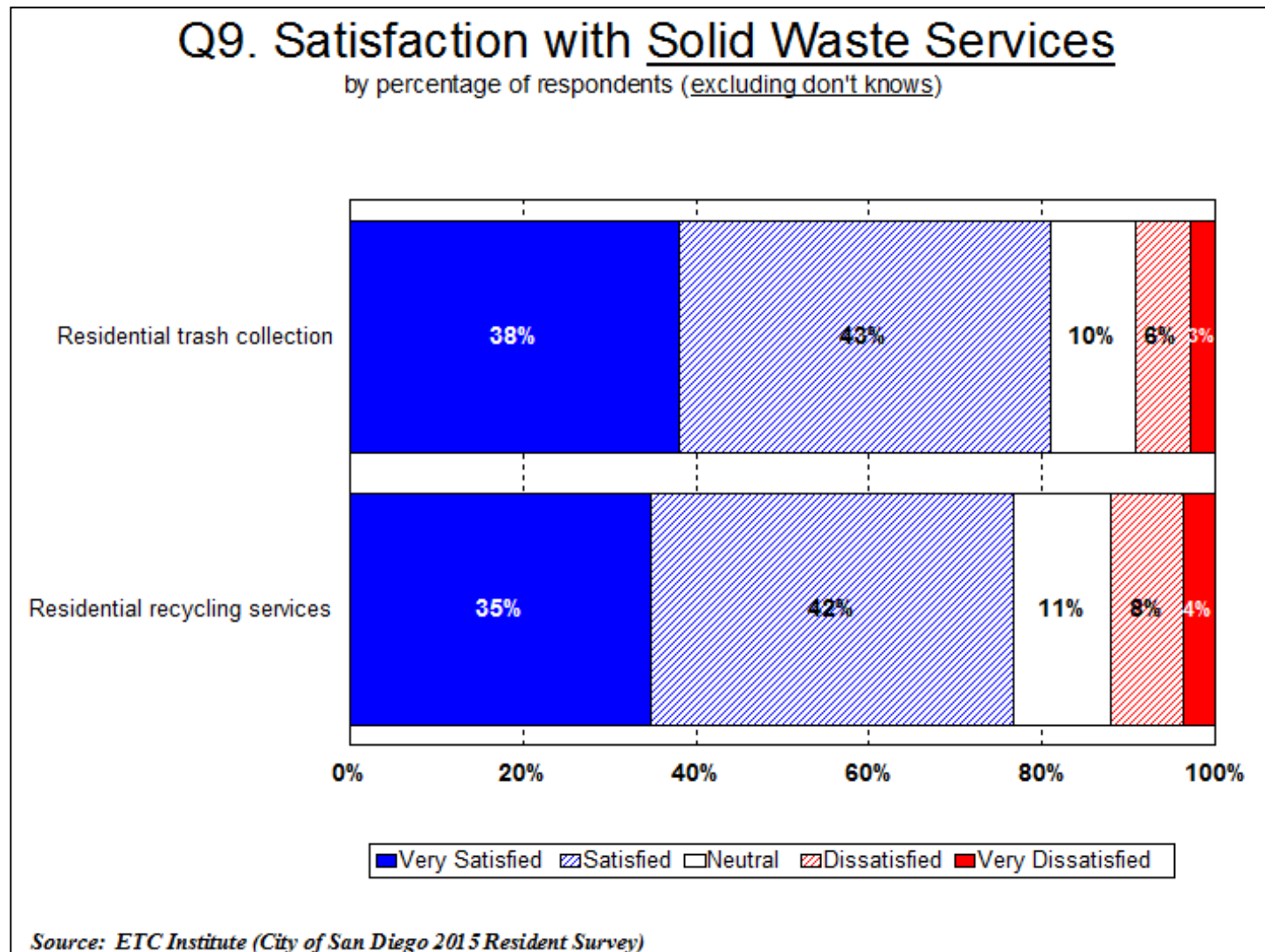
Q8. Satisfaction with City Streets, Sidewalks, and Infrastructure

by percentage of respondents (excluding don't knows)

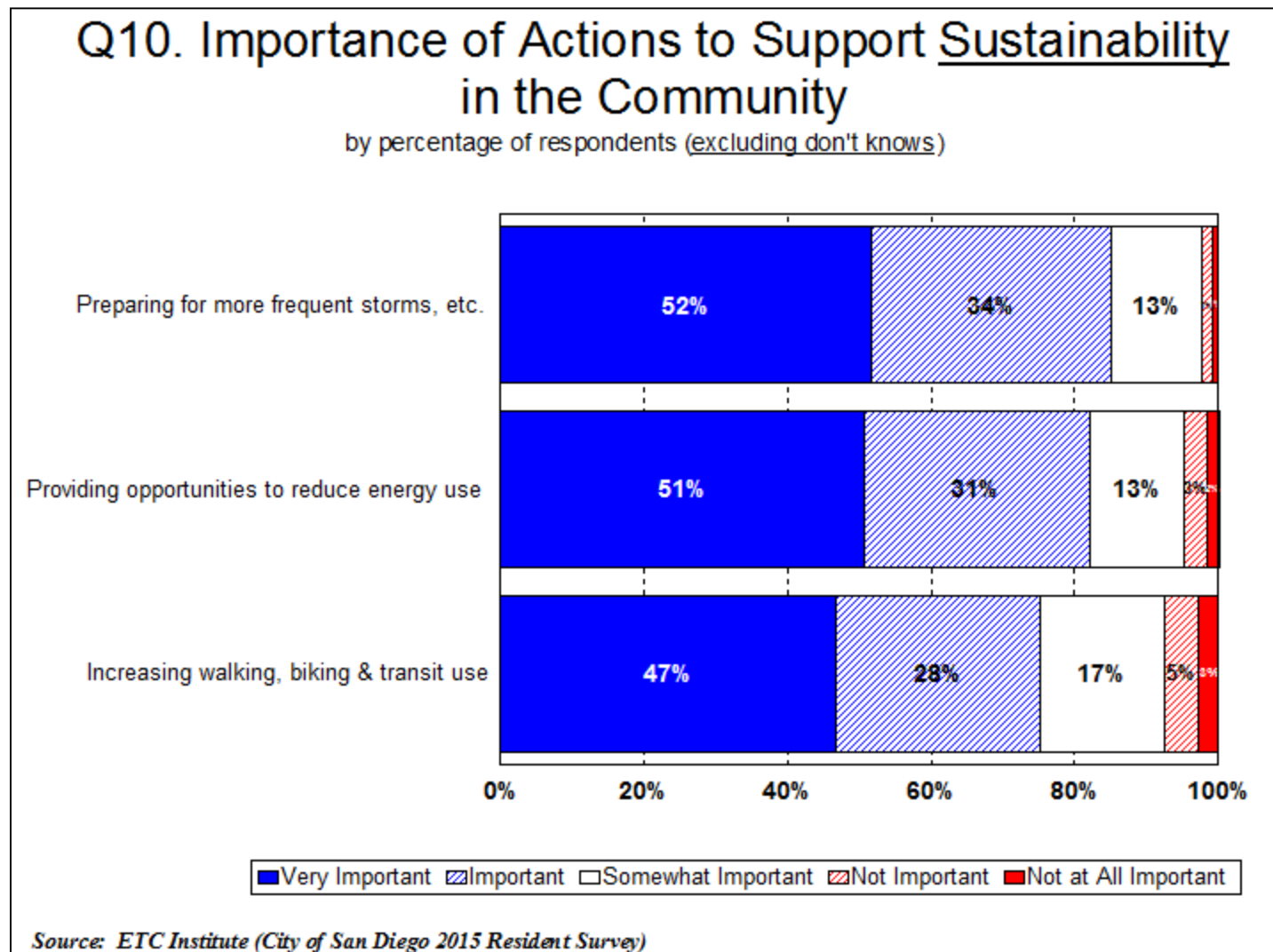


Source: ETC Institute (City of San Diego 2015 Resident Survey)

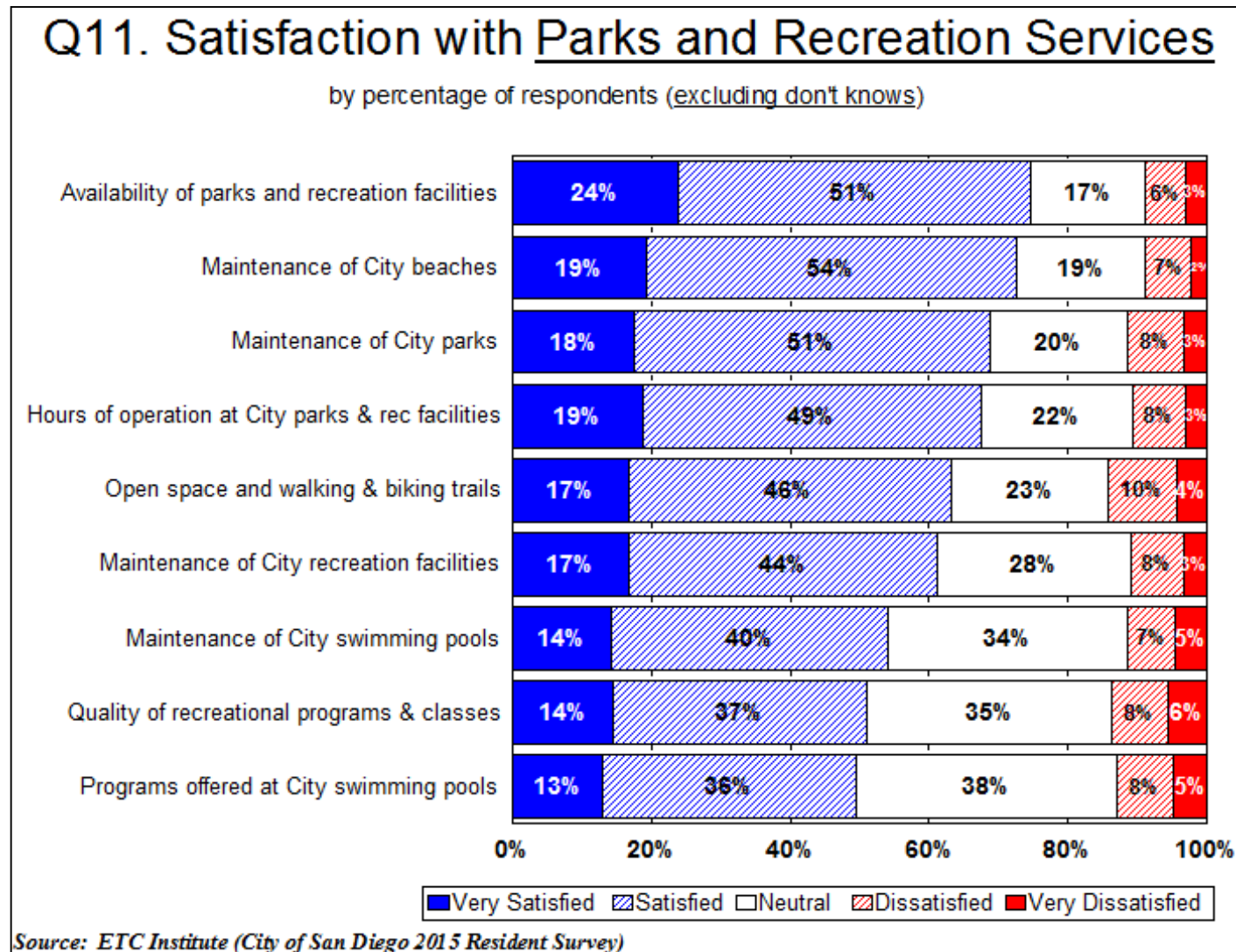
Satisfaction with Specific City Services



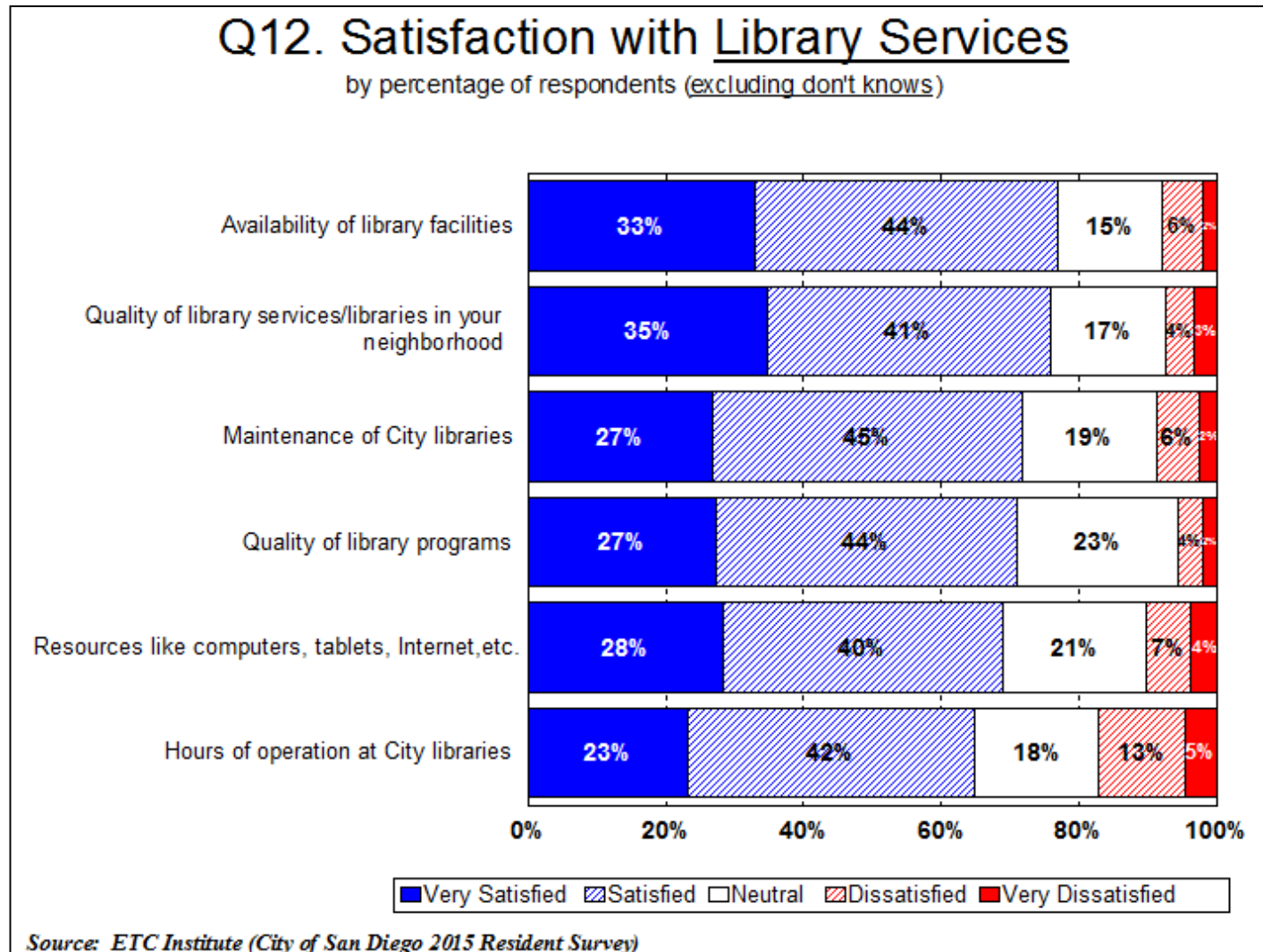
Satisfaction with Specific City Services



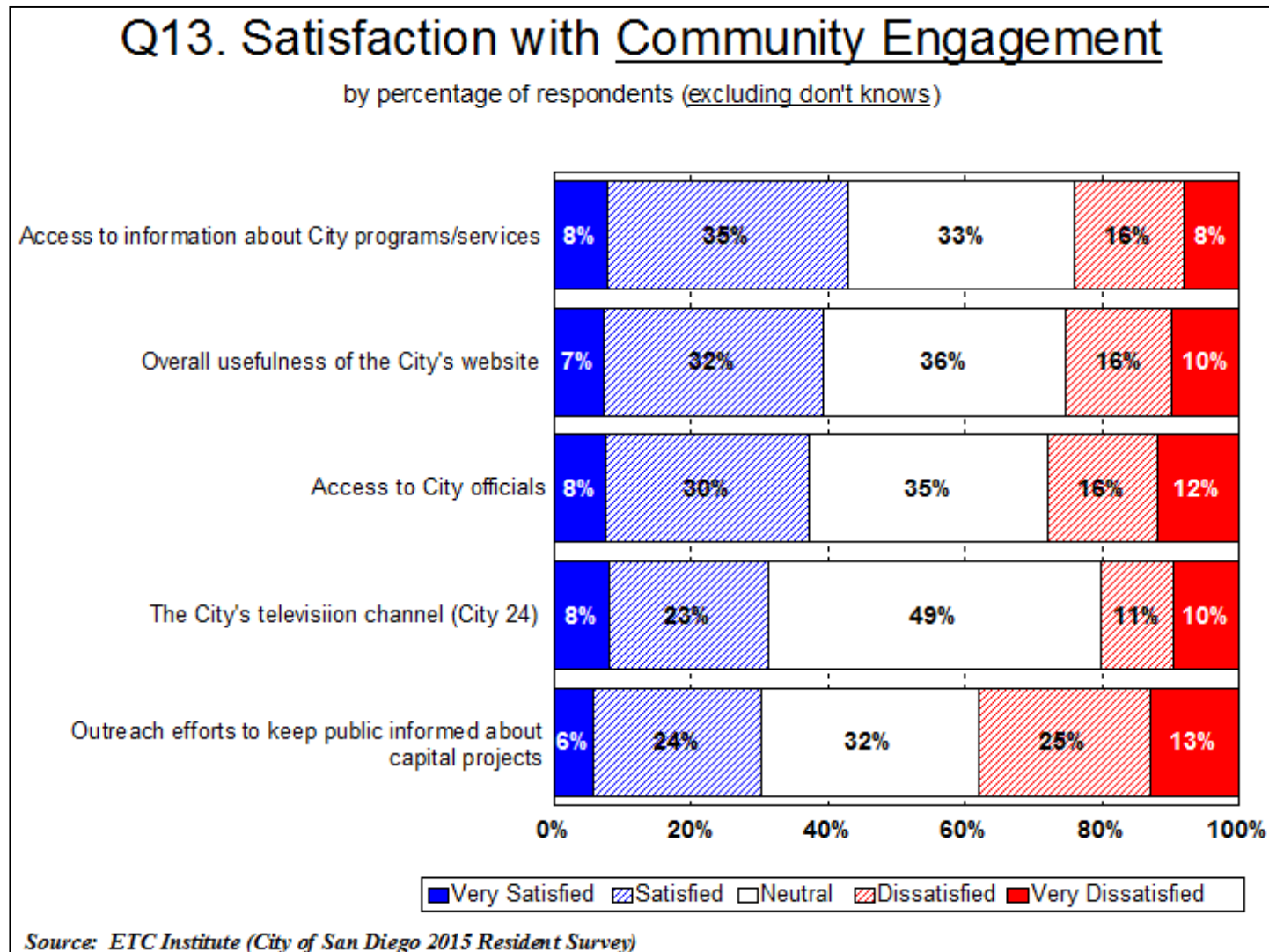
Satisfaction with Specific City Services



Satisfaction with Specific City Services



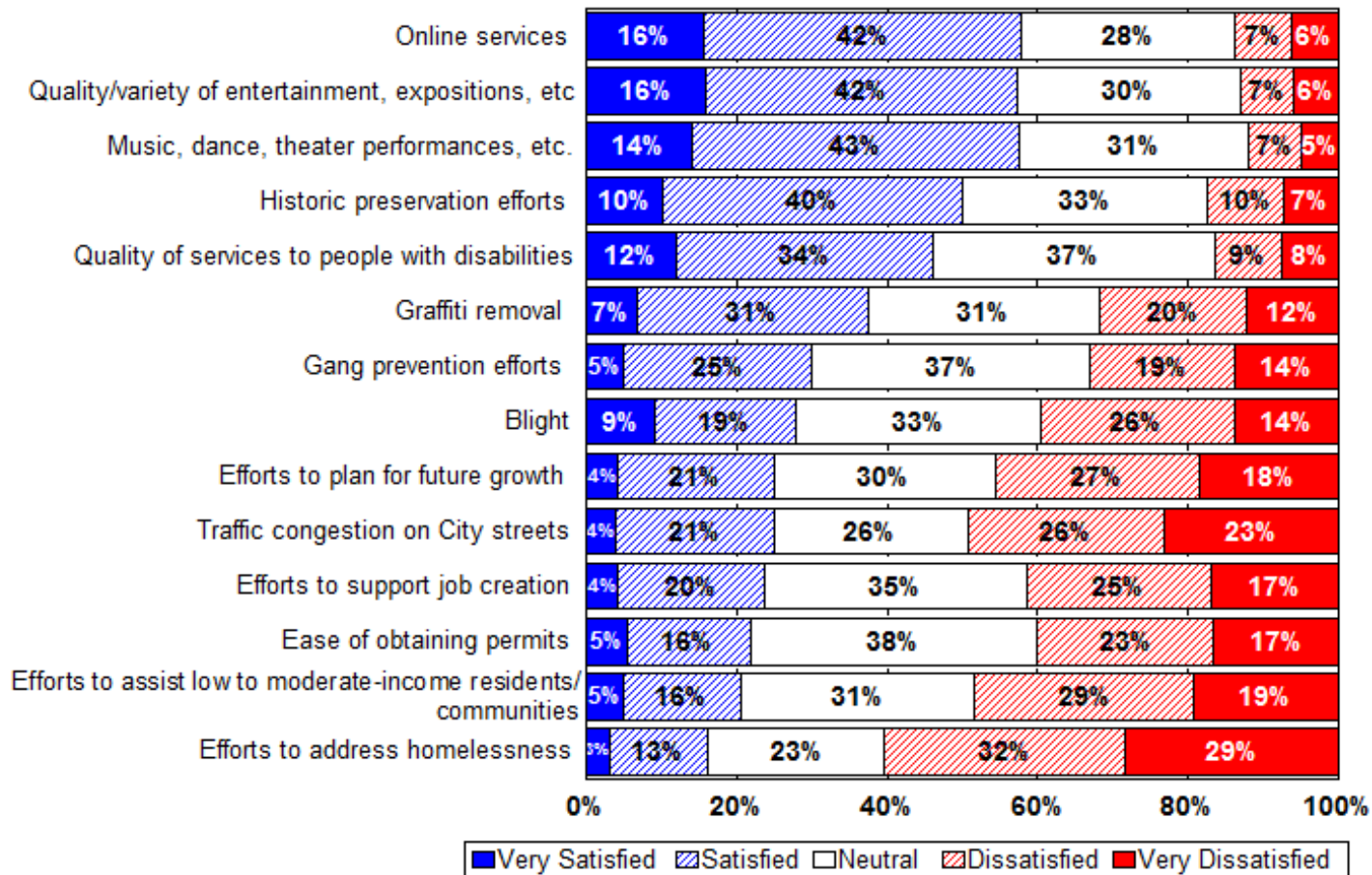
Customer Service & Engagement



Satisfaction with Specific City Services

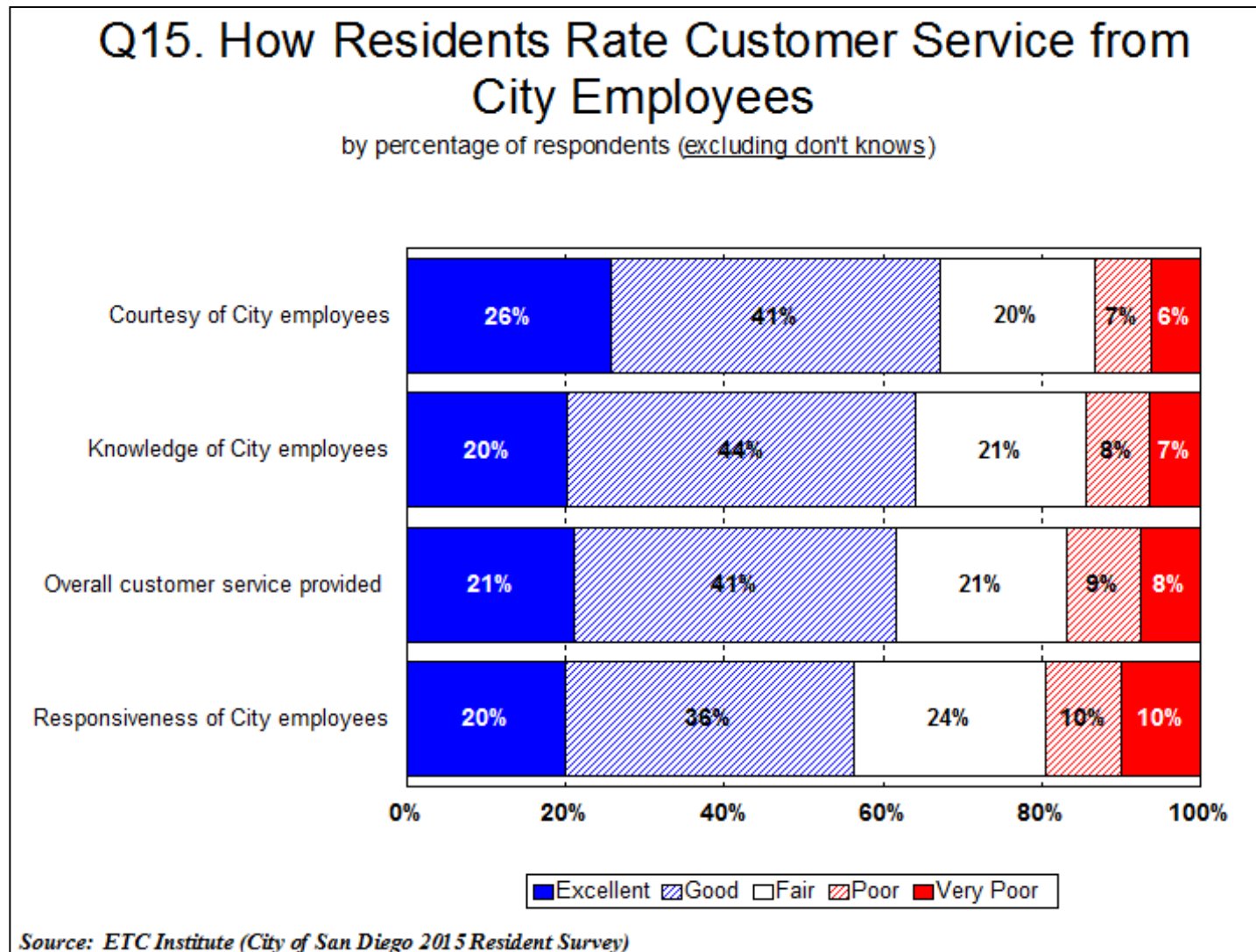
Q14. Satisfaction with Other Services

by percentage of respondents (excluding don't knows)



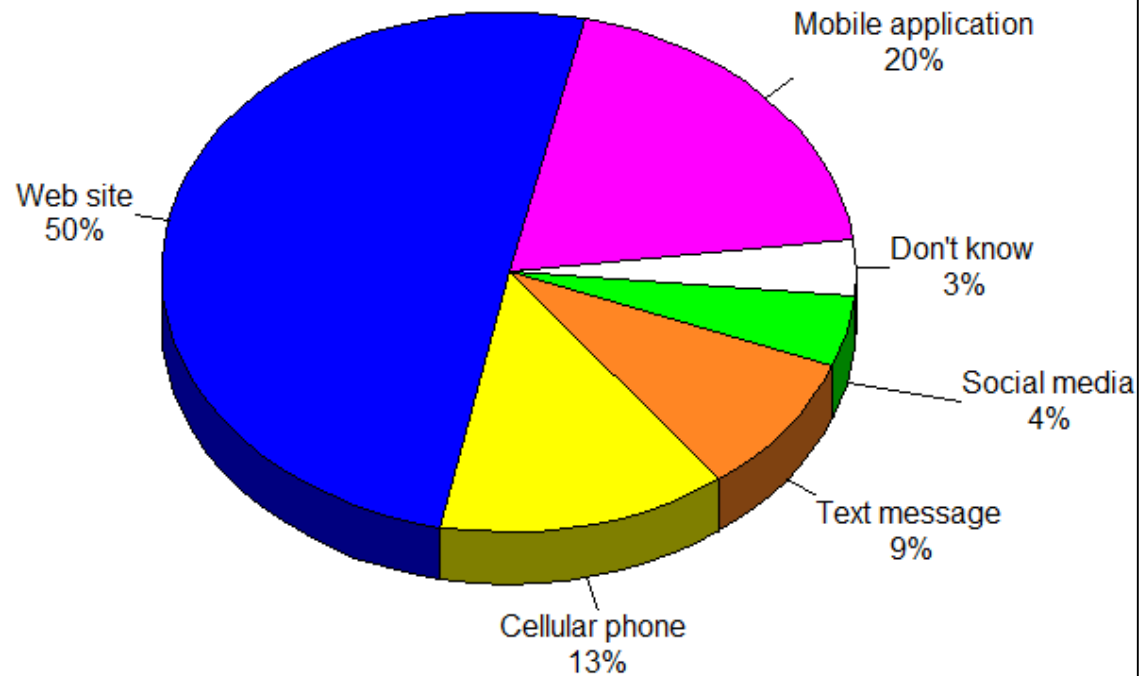
Source: ETC Institute (City of San Diego 2015 Resident Survey)

Customer Service & Engagement



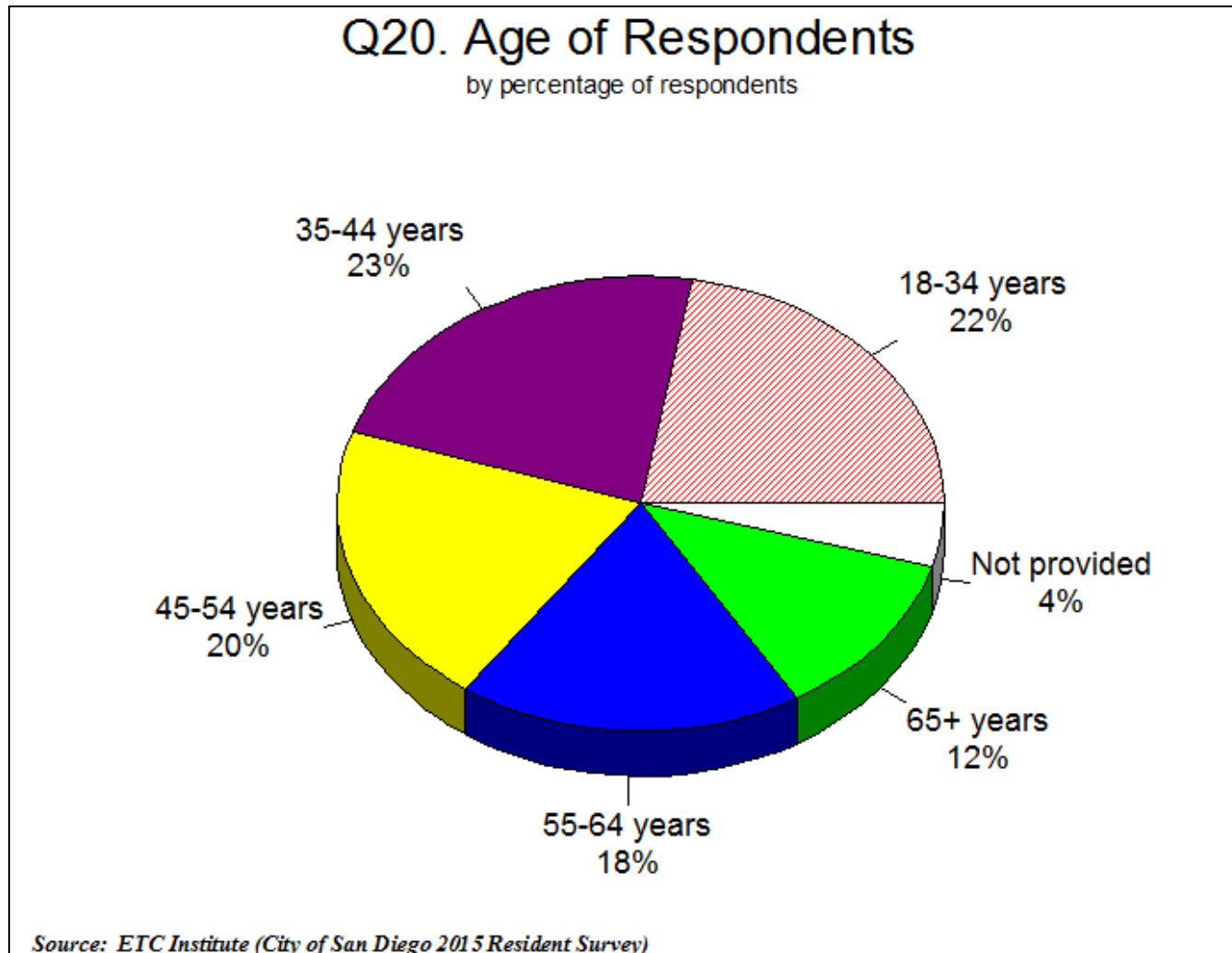
Customer Service & Engagement

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



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

Demographics



Demographics

Q21. Number of Years Residents Have Lived in San Diego

by percentage of respondents

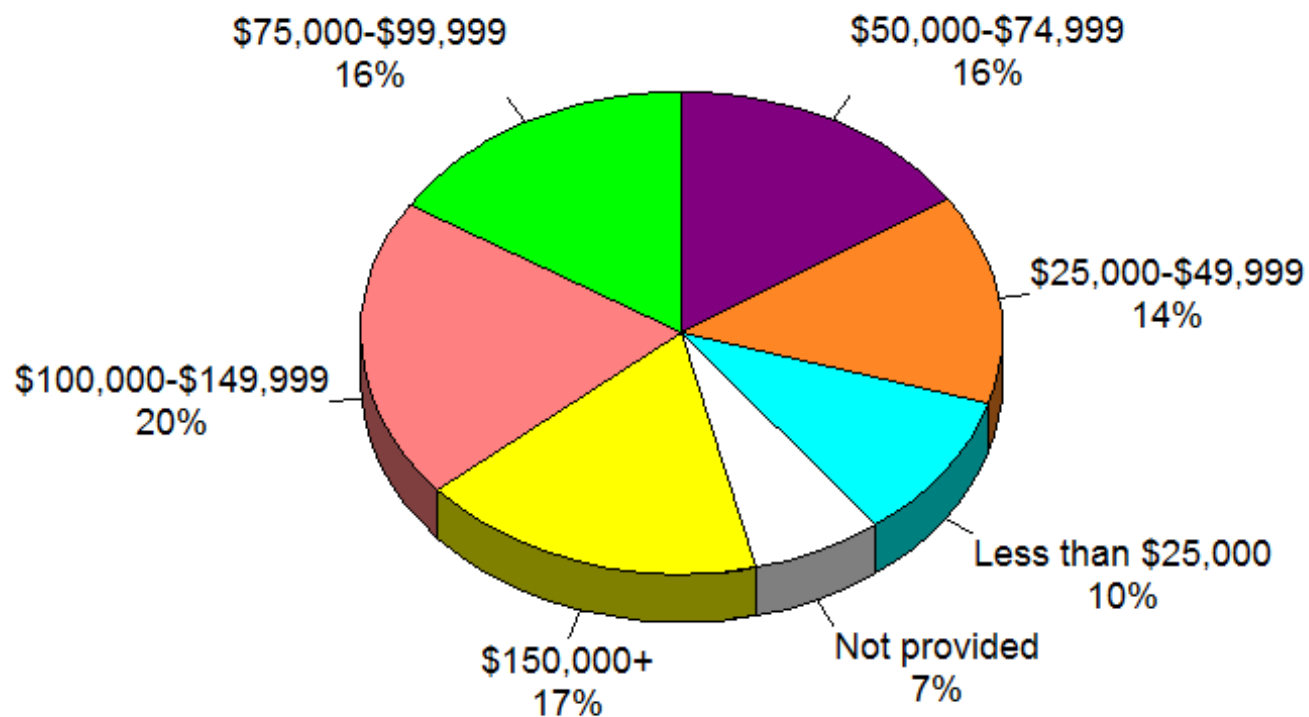


Source: ETC Institute (City of San Diego 2015 Resident Survey)

Demographics

Q22. Total Annual Household Income of Respondents

by percentage of respondents

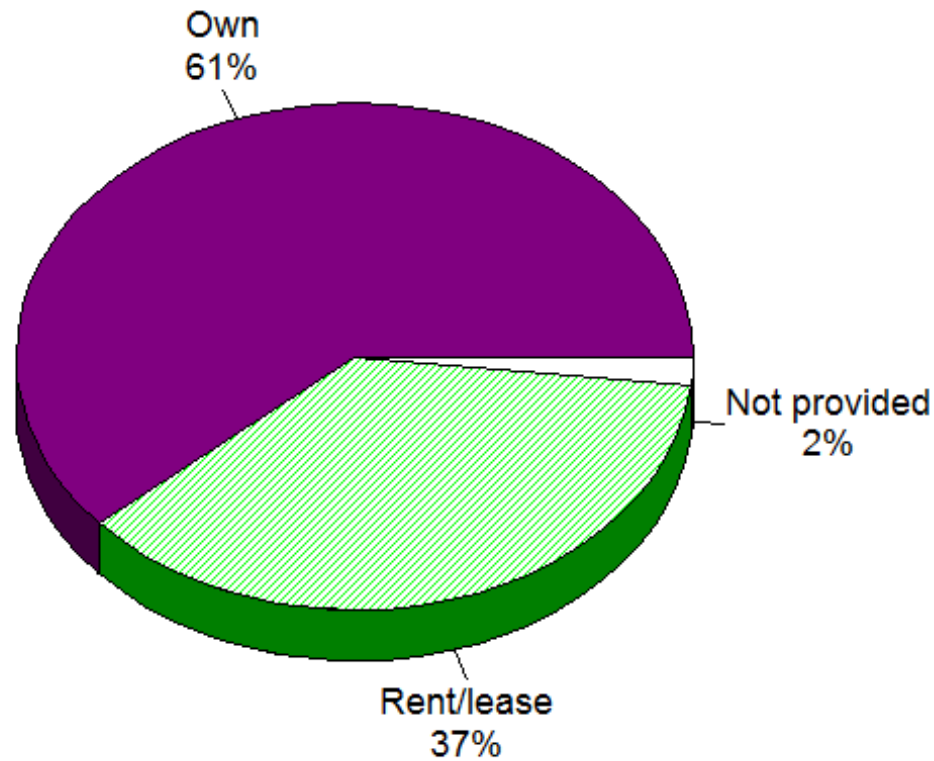


Source: ETC Institute (City of San Diego 2015 Resident Survey)

Demographics

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

by percentage of respondents

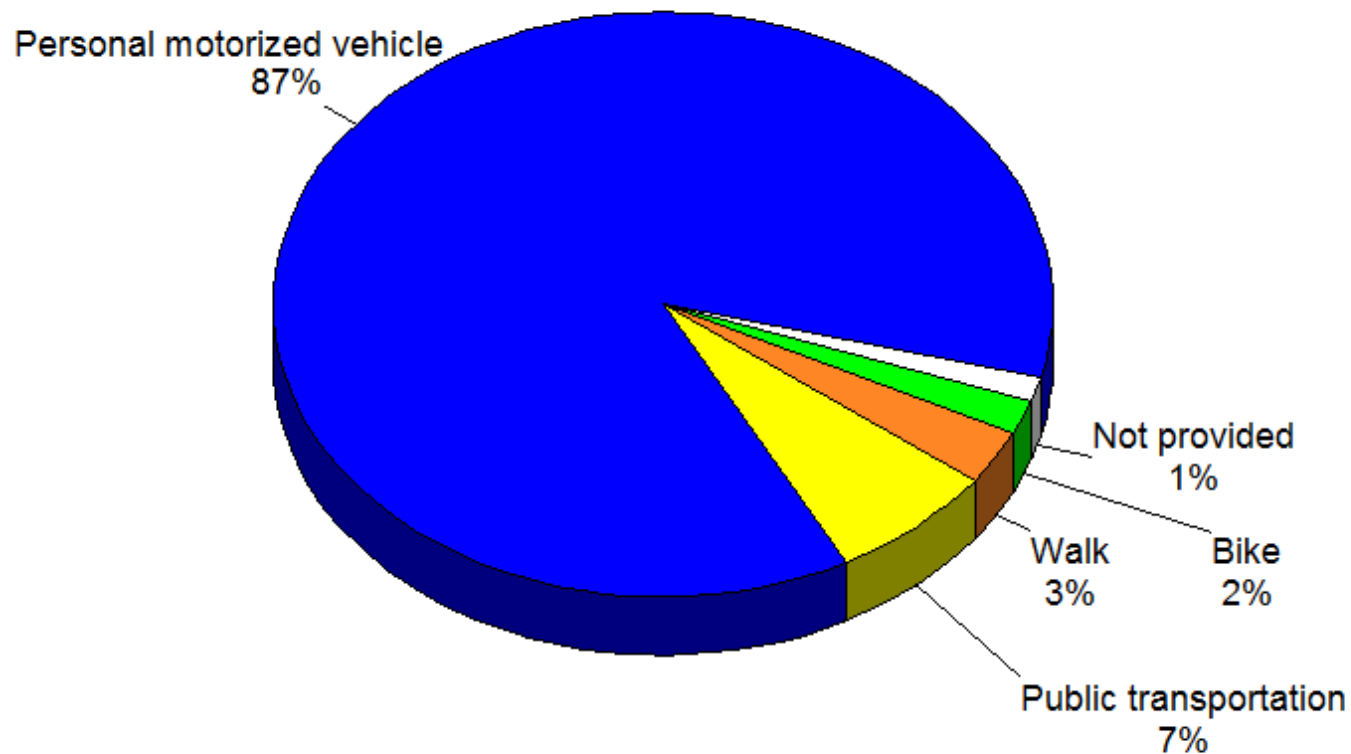


Source: ETC Institute (City of San Diego 2015 Resident Survey)

Demographics

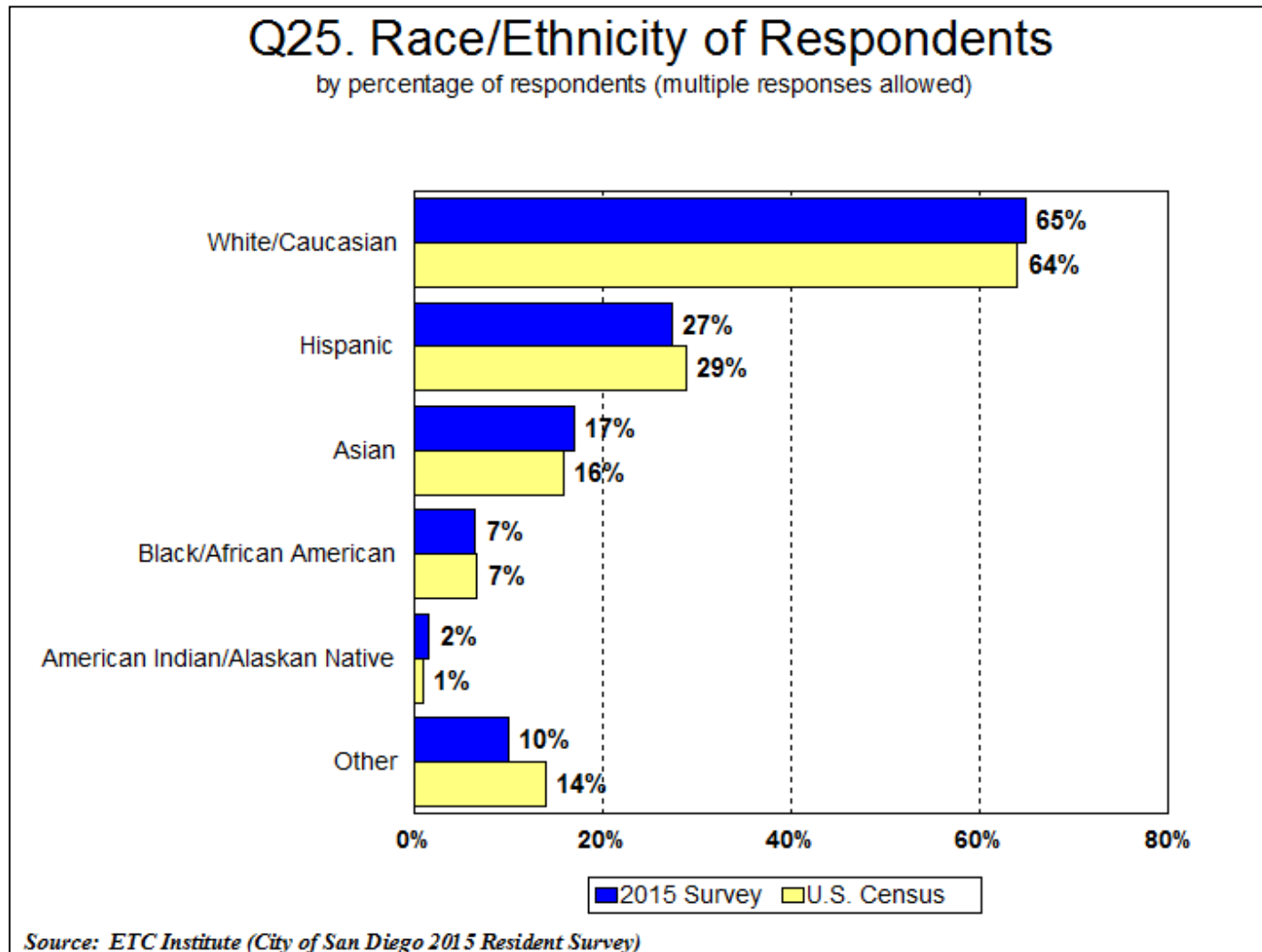
Q24. What is the primary method of transportation you use?

by percentage of respondents



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

Demographics



Demographics

