



City Council Agenda

City of Campbell, 70 North First Street, Campbell, California

CAMPBELL CITY COUNCIL STUDY SESSION

Tuesday, January 19, 2016 - 6:30 p.m.

Ralph Doetsch Conference Room – 70 N. First Street

CALL TO ORDER, ROLL CALL

ORAL REQUESTS

NEW BUSINESS

1. 2016 Community Satisfaction Survey Results

ADJOURN

MEMORANDUM**City of Campbell
City Manager's Office****To:** Honorable Mayor and City Council**Date:** January 19, 2016**From:** Al Bito, Deputy City Manager**Via:** Mark Linder, City Manager**Subject: 2016 Community Satisfaction Survey Results:
January 19 Study Session**

The City's consultant, Godbe Research and Analysis, completed data collection from December 2015. A total sample size of 523 was recorded and included responses to questions on City services and programs. We are pleased to report one of the findings: overall, a very high percentage, again, of residents surveyed are either somewhat or very satisfied with the quality of life in Campbell.

Residents also indicated a willingness to consider options to support enhancements in city services and facilities.

At the Study Session on January 19, the City's consultant will present the full results of the survey including comparative data from prior survey years from 1997 to present. Staff also plans to use the data for reference purposes when discussions take place on January 29 when the City Council reviews and discusses its upcoming priorities.



GODBE RESEARCH
Gain Insight



City of Campbell:
2015 Resident Satisfaction Survey

January 2016

The City of Campbell commissioned Godbe Research to conduct a survey of its residents to gauge community satisfaction and priorities, with the following research objectives:

- Gauge the overall quality of life in Campbell;
- Identify the importance of and satisfaction with various City services and facilities;
- Gauge residents' feelings of safety and crime;
- Understand residents' engagement with the Community Center, library and events;
- Assess preliminary interest for a revenue measure to maintain/provide essential City services with funding that cannot be taken by the State;
- Prioritize potential projects and programs to be funded with the proceeds; and
- Identify any differences in voter support due to demographic or behavioral characteristics.

- Data Collection Online and telephone interviewing
- Universe 31,925 adult residents ages 18 and older in the City of Campbell, with a subsample of those likely to vote in the November 2016 election (18,061)
- Fielding Dates December 10 through December 20, 2015
- Interview Length 21 minutes
- Sample Size 523 Adult residents
460 Likely November 2016 voters
- Margin of Error $\pm 4.25\%$ Adult residents
 $\pm 4.51\%$ Likely November 2016 voters



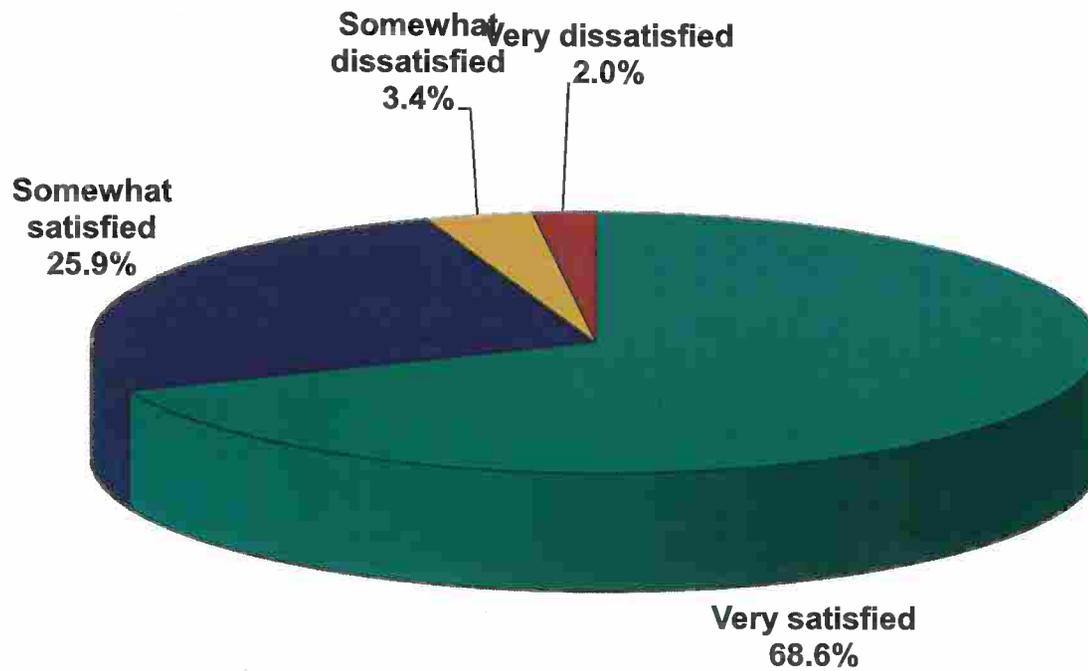
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Key Findings

Q1. Satisfaction With Overall Quality of Life in Campbell

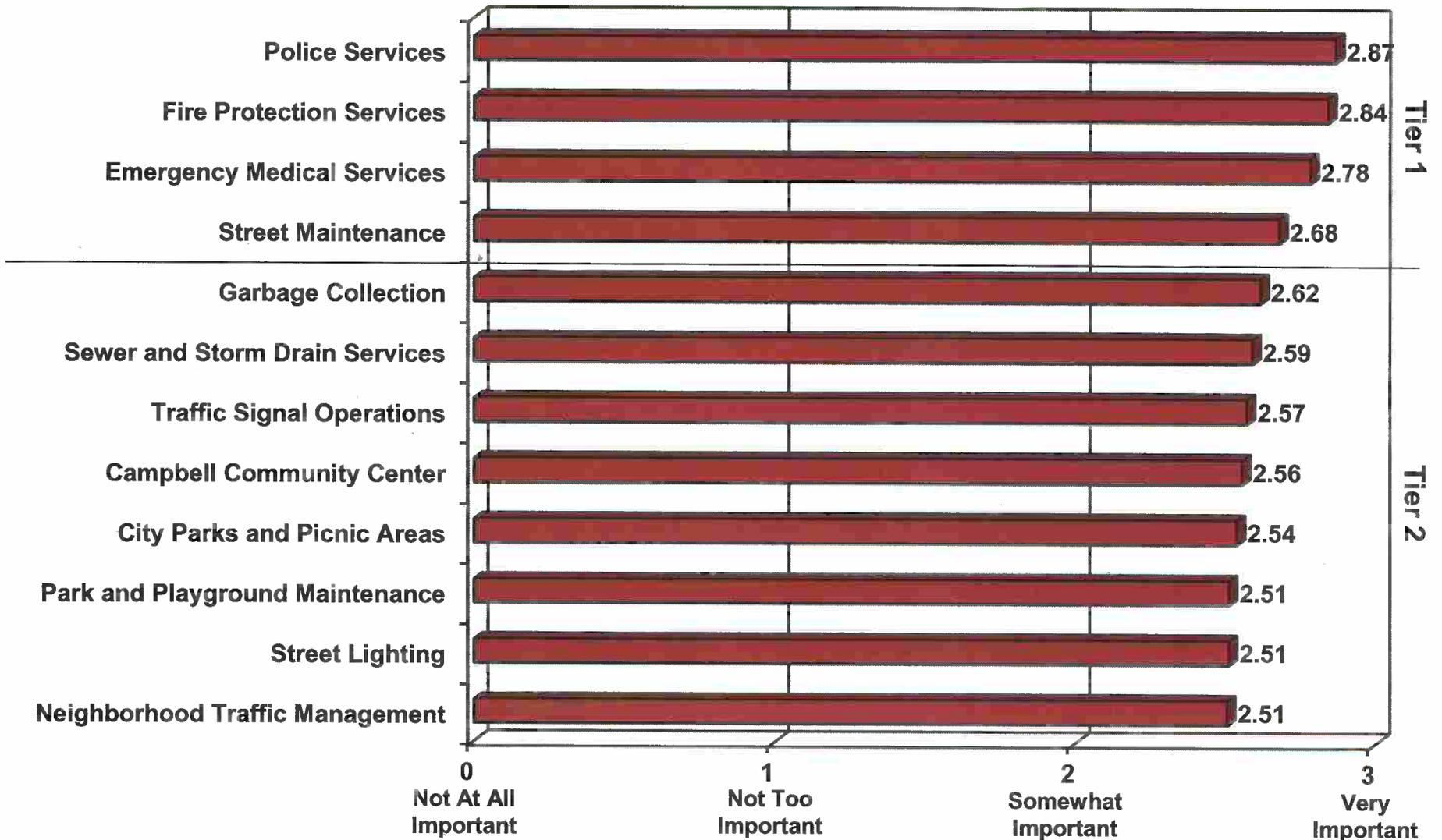
Adult Residents (n=523)



2015 Sat = 94.5%
2007 Sat = 97.8%

Q2. Importance of Services and Facilities

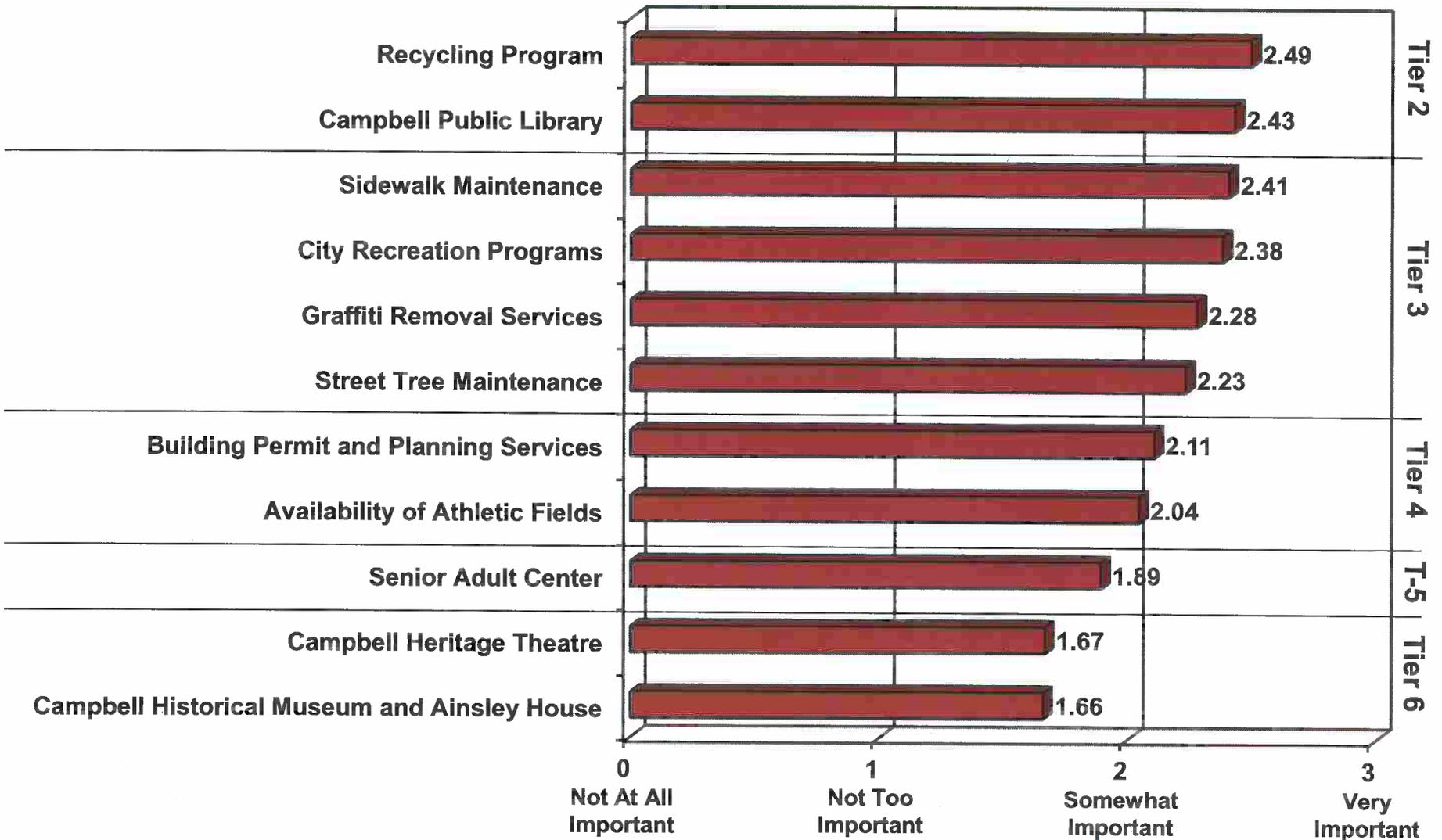
Adult Residents (n=523)



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

Q2. Importance of Services and Facilities

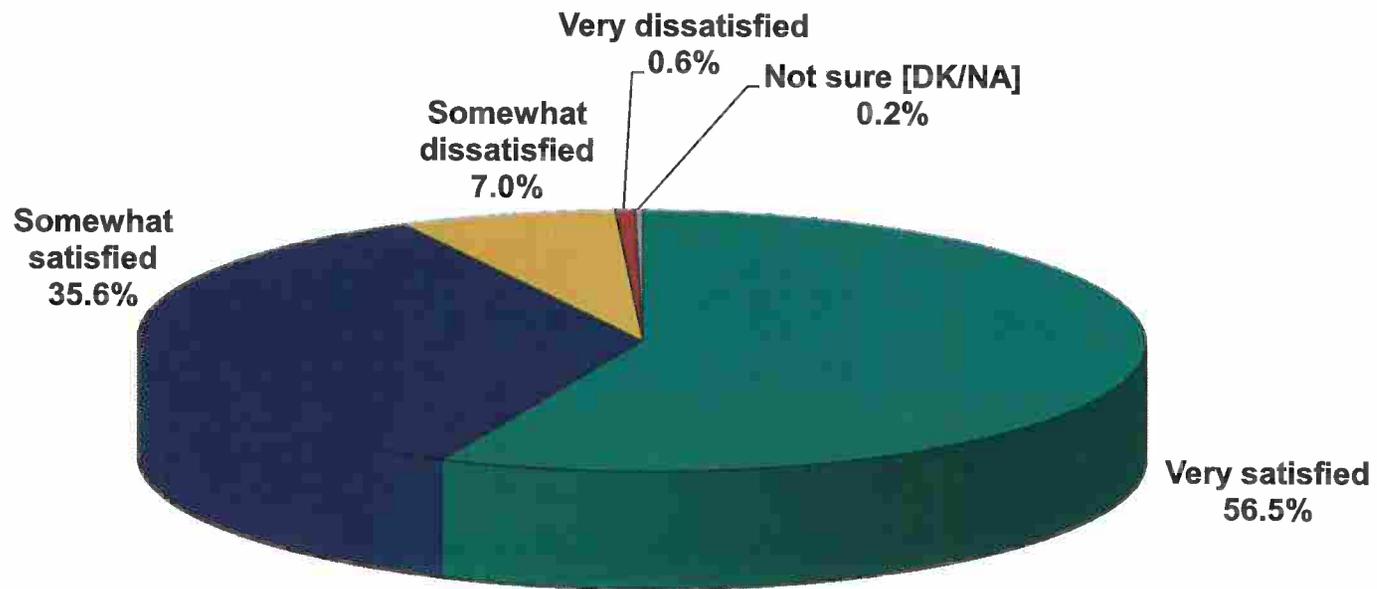
Adult Residents (n=523) Continued



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

Q3. Satisfaction With Job City is Doing to Provide Services

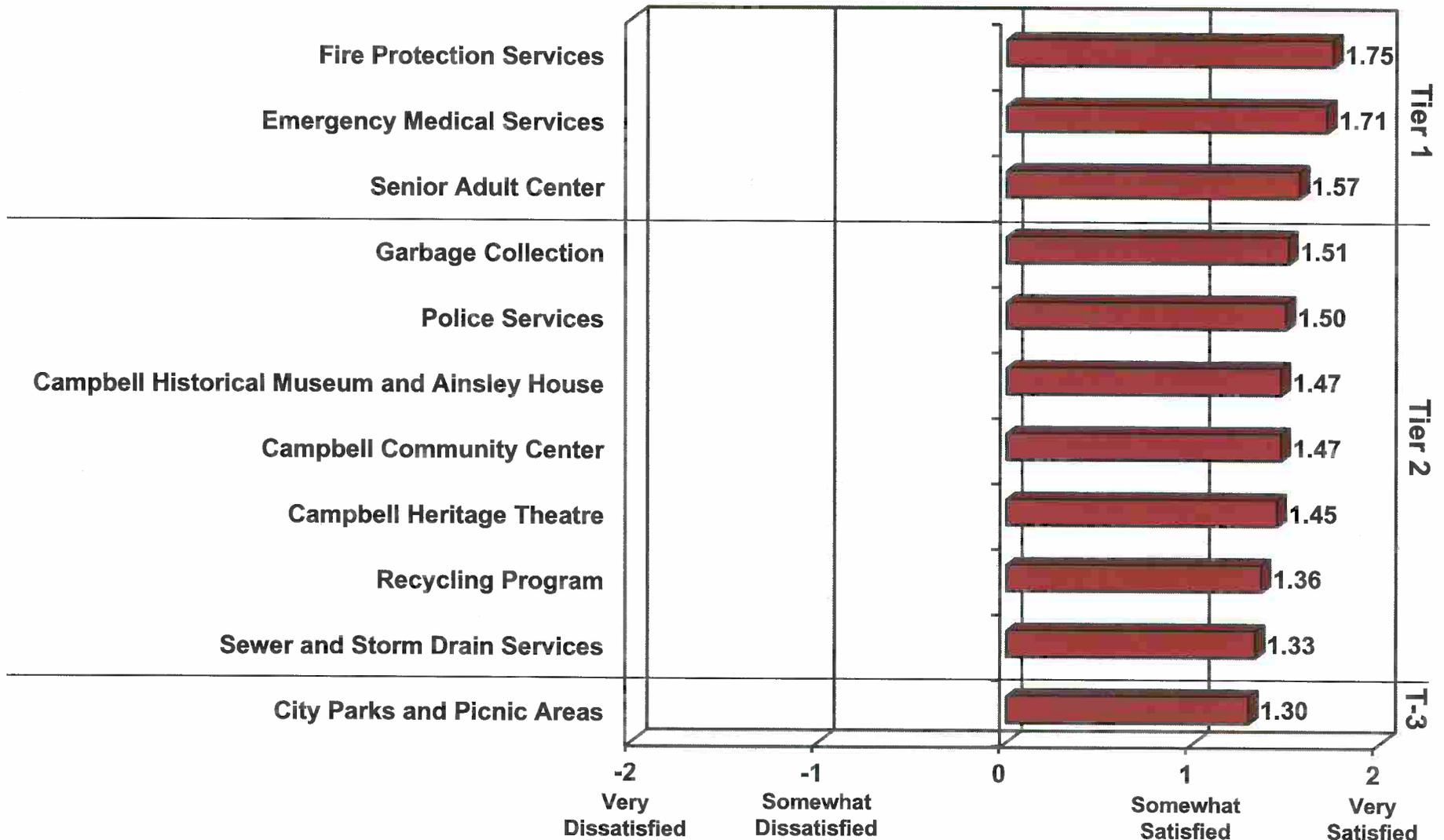
Adult Residents (n=523)



2015 Sat = 92.1%
2007 Sat = 95.5%
2001 Sat = 89.0%

Q4. Satisfaction with City Services and Facilities

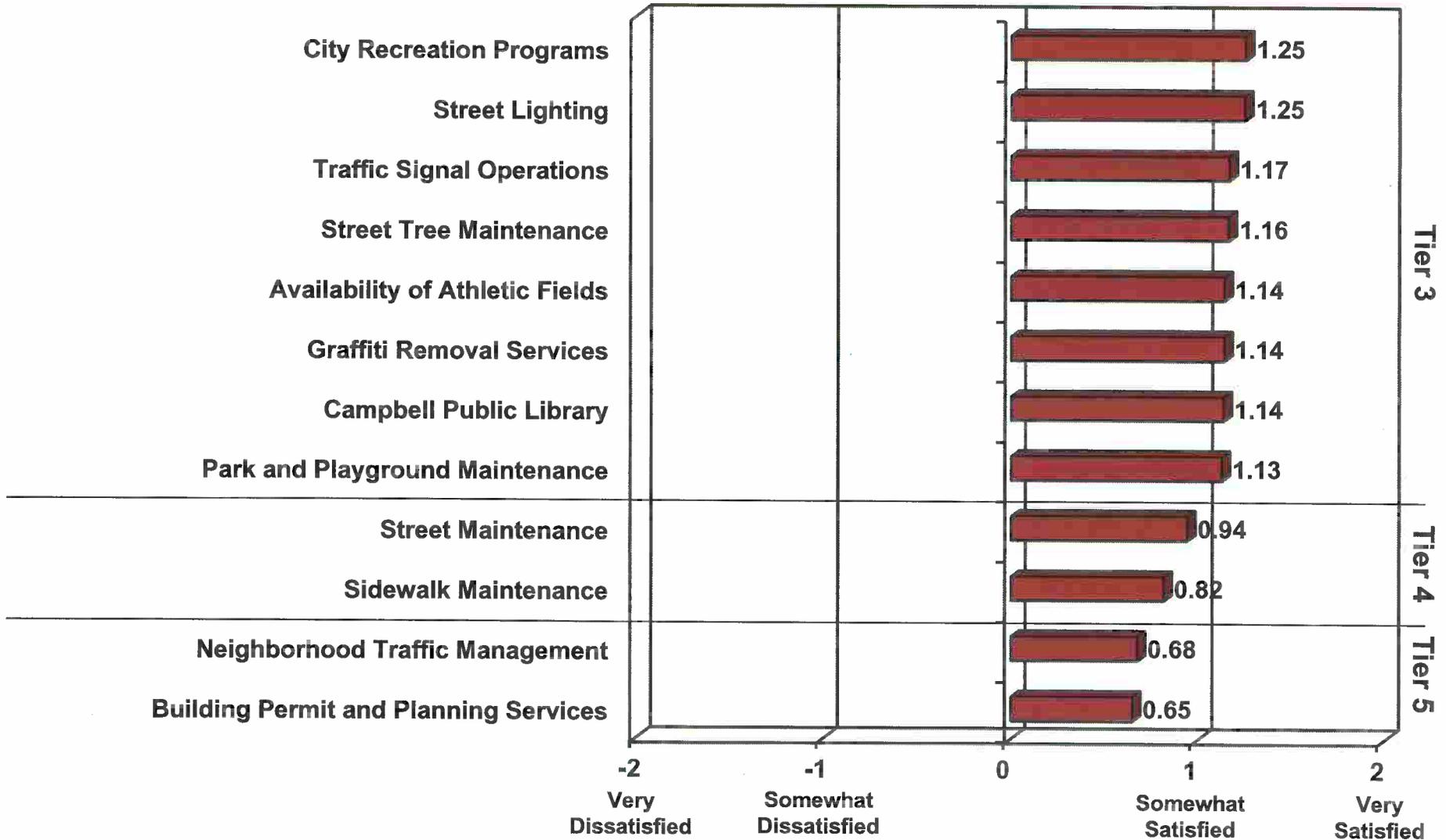
Adult Residents (n=523)



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

Q4. Satisfaction with City Services and Facilities

Adult Residents (n=523) Continued



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

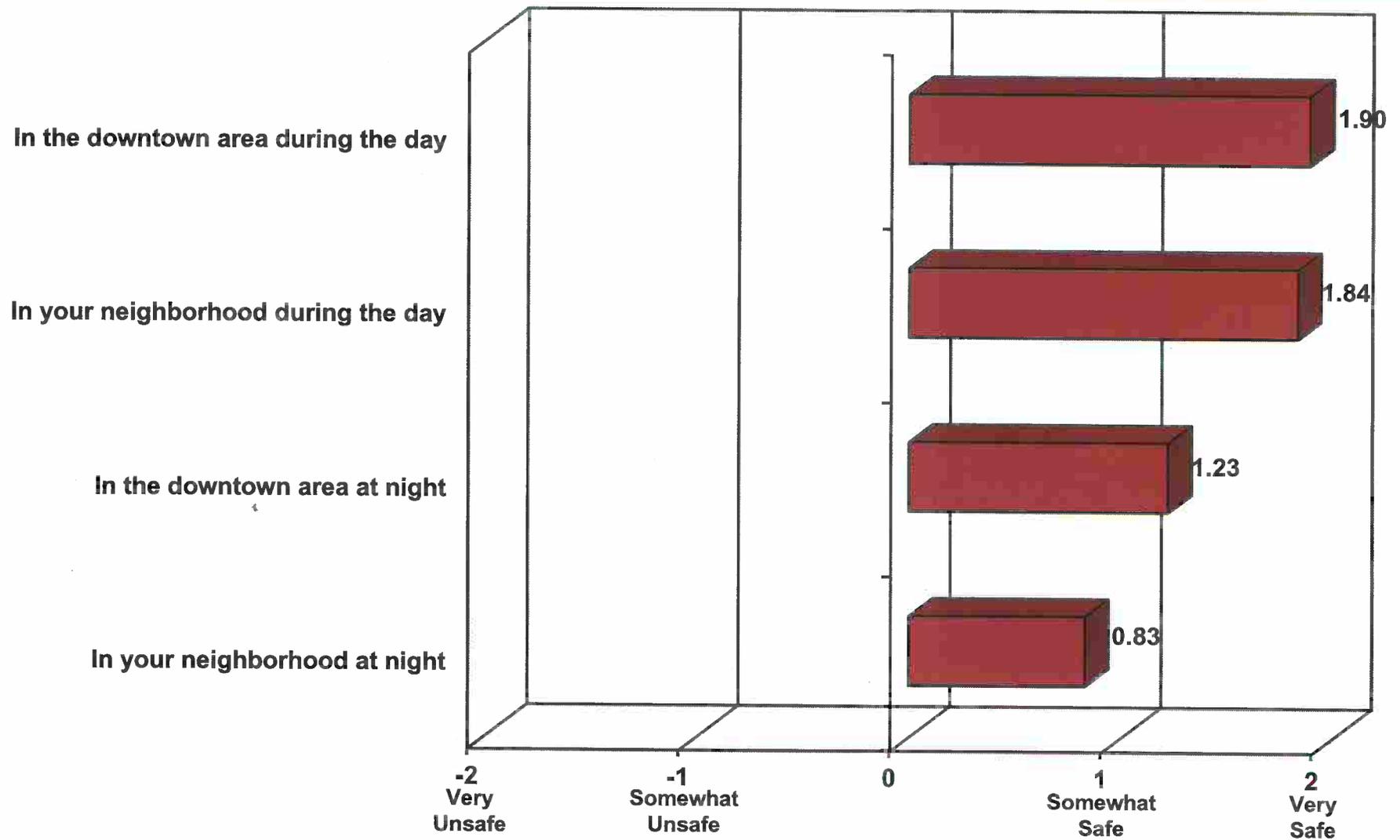
Importance – Satisfaction Relationship

Adult Residents (n=523)

	Imp	Sat
2C. Police Services	2.87	1.50
2B. Fire Protection Services	2.84	1.75
2A. Emergency Medical Services	2.78	1.71
2I. Street Maintenance	2.68	0.94
2G. Garbage Collection	2.62	1.51
2K. Sewer and Storm Drain Services	2.59	1.33
2O. Traffic Signal Operations	2.57	1.17
2F. Campbell Community Center	2.56	1.47
2E. City Parks and Picnic Areas	2.54	1.30
2J. Park and Playground Maintenance	2.51	1.13
2W. Street Lighting	2.51	1.25
2Q. Neighborhood Traffic Management	2.51	0.68
2H. Recycling Program	2.49	1.36
2R. Campbell Public Library	2.43	1.14
2M. Sidewalk Maintenance	2.41	0.82
2D. City Recreation Programs	2.38	1.25
2P. Graffiti Removal Services	2.28	1.14
2L. Street Tree Maintenance	2.23	1.16
2V. Building Permit and Planning Services	2.11	0.65
2N. Availability of Athletic Fields	2.04	1.14
2U. Senior Adult Center	1.89	1.57
2T. Campbell [Heritage Theatre	1.67	1.45
2S. Campbell Historical Museum and Ainsley House	1.66	1.47

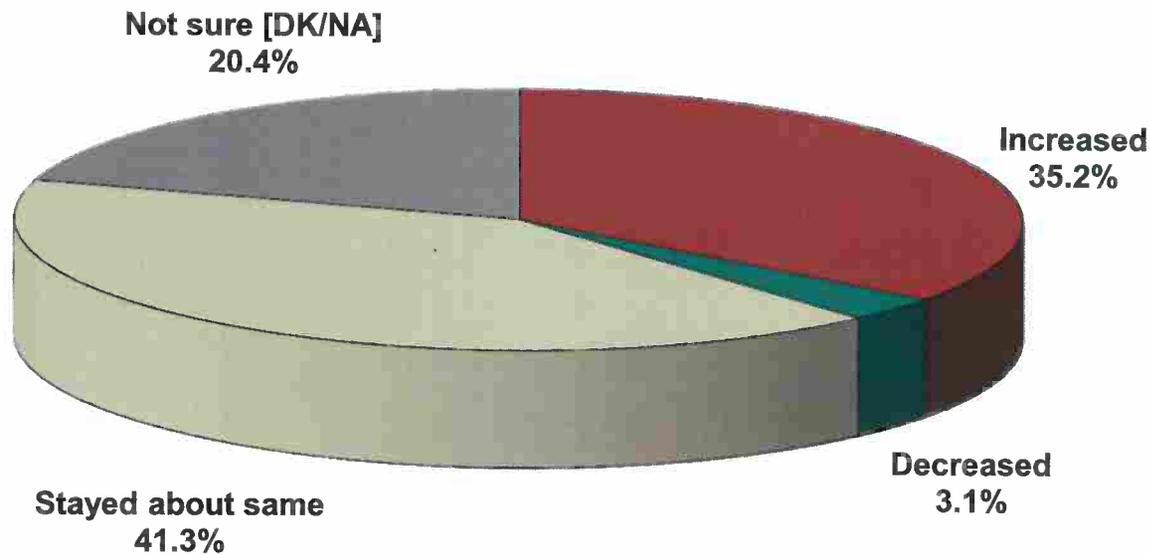
Q5. Feelings of Safety Walking Alone in Different Areas/Times

Adult Residents (n=523)



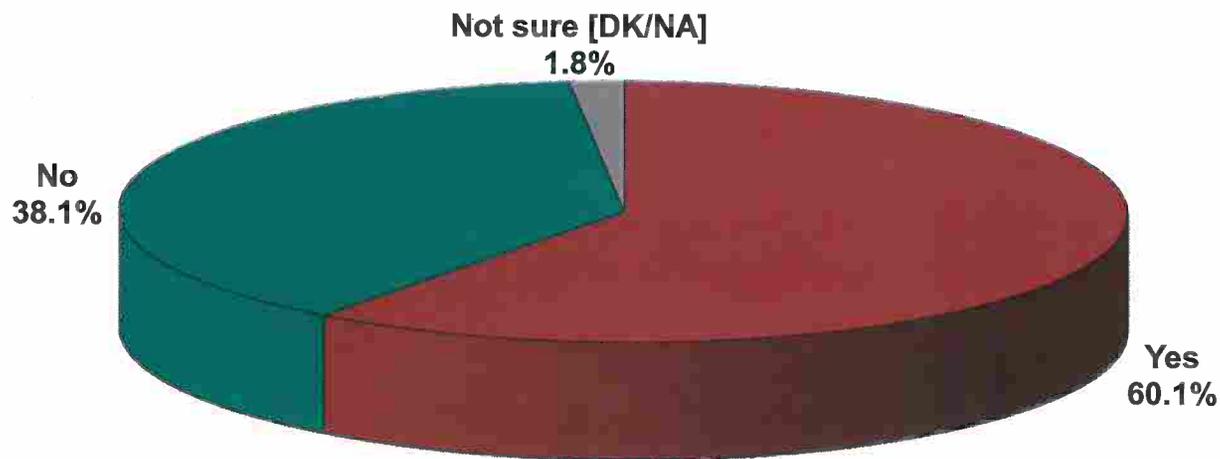
Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Safe" = +2, "Somewhat Safe" = +1, "Somewhat Unsafe" = -1 and "Very Unsafe" = -2.

Q6. Opinion on Whether Crime has Increased or Decreased in Past 5 Years Adult Residents (n=523)



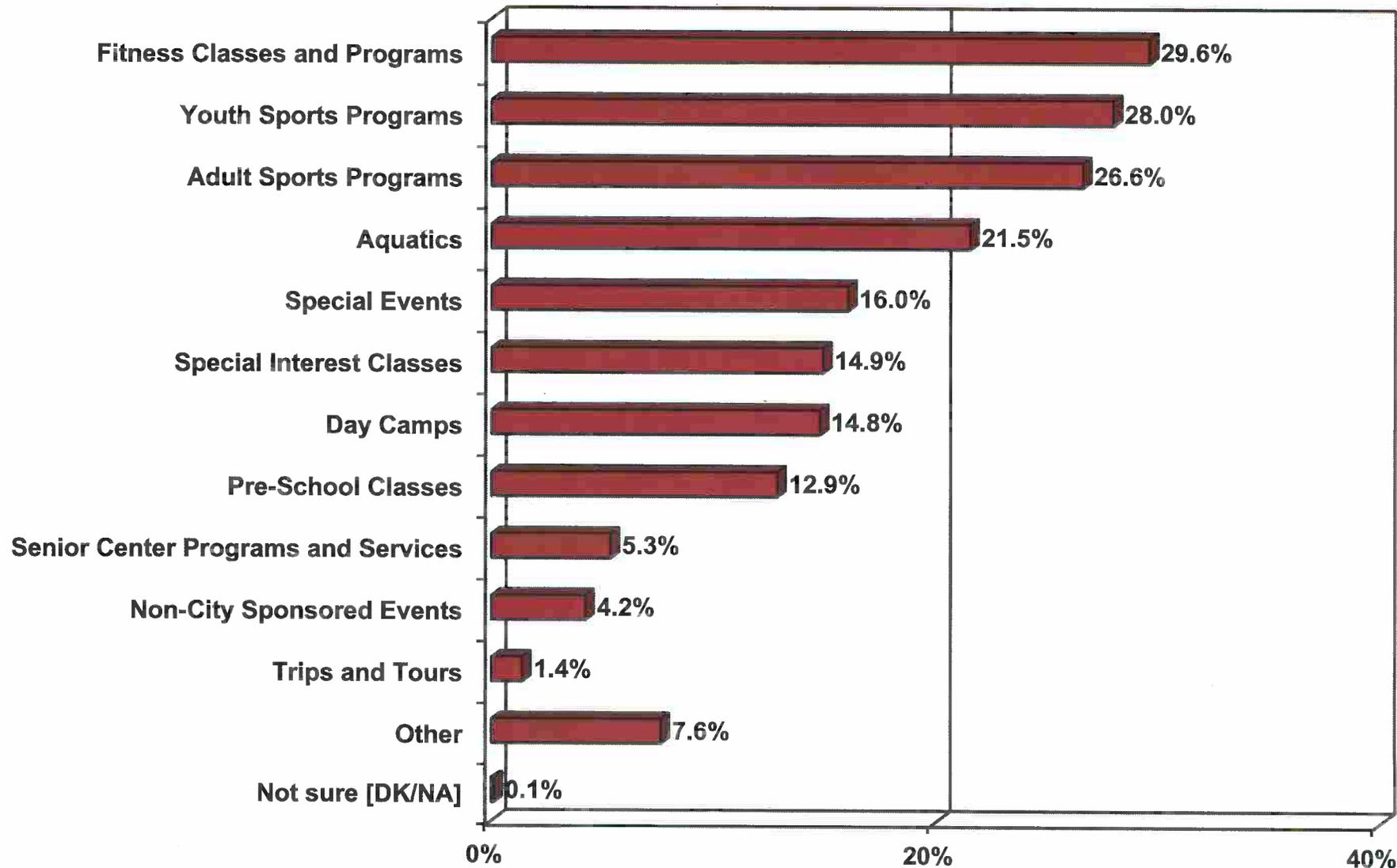
2015 Increase = 35.2%
2007 Increase = 24.1%
2001 Increase = 9.0%

Q7. Used Facilities or Participated in Recreation Programs at the Community Center in Past Year Adult Residents (n=523)



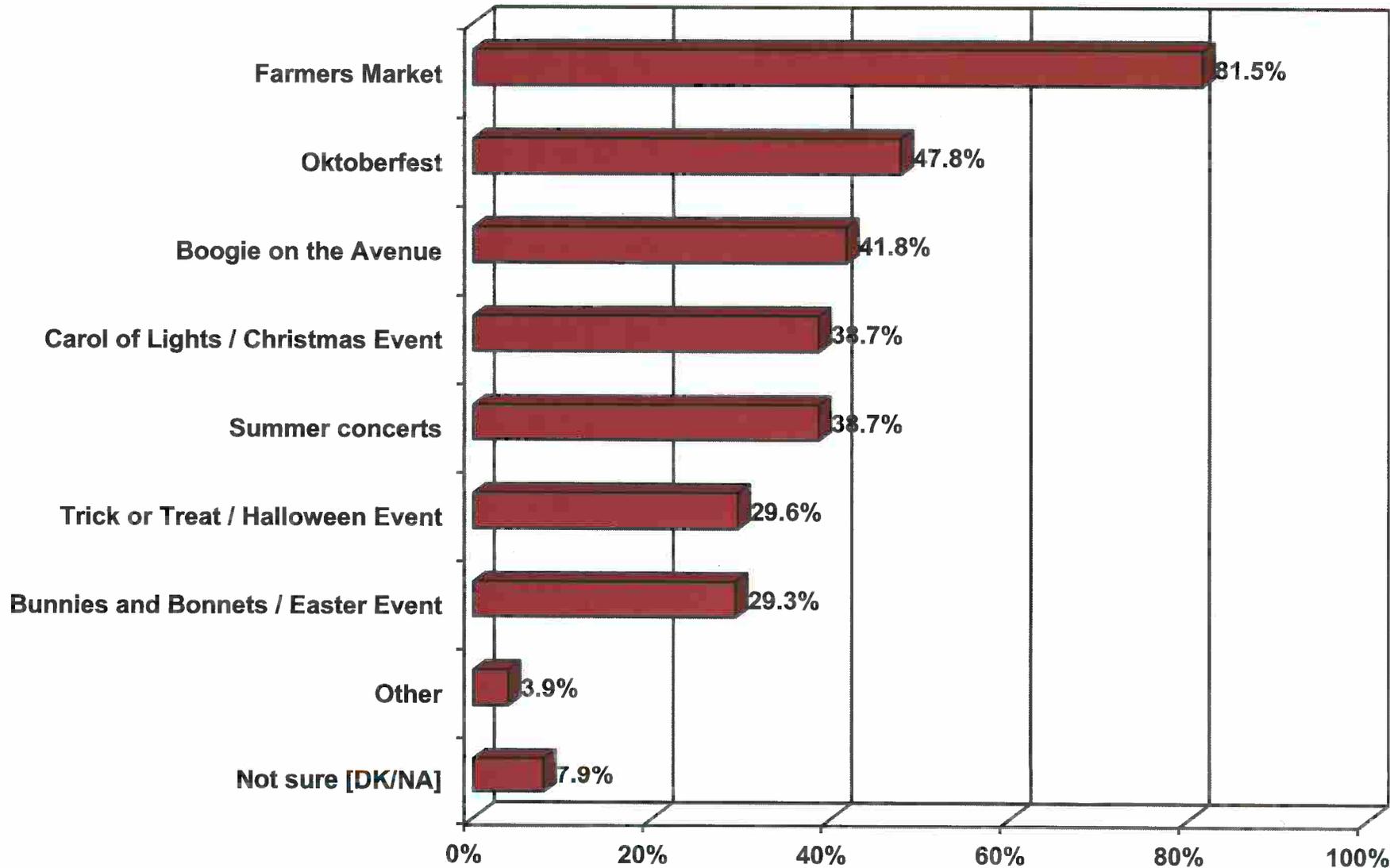
2015 Yes = 60.1%
2007 Yes = 39.6%
2001 Yes = 38.0%

Q8. Activities Participated in at the Community Center Adult Residents (n=523)



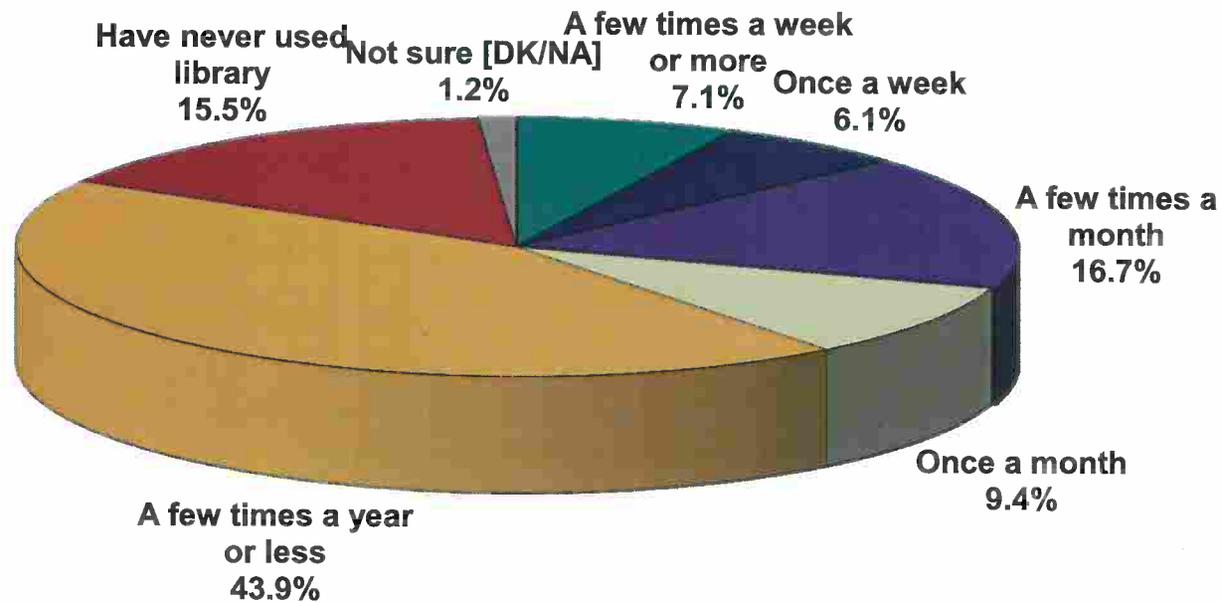
Q9. City-Sponsored Events Attended

Adult Residents (n=523)



Q10. Frequency of Use of the Campbell Library

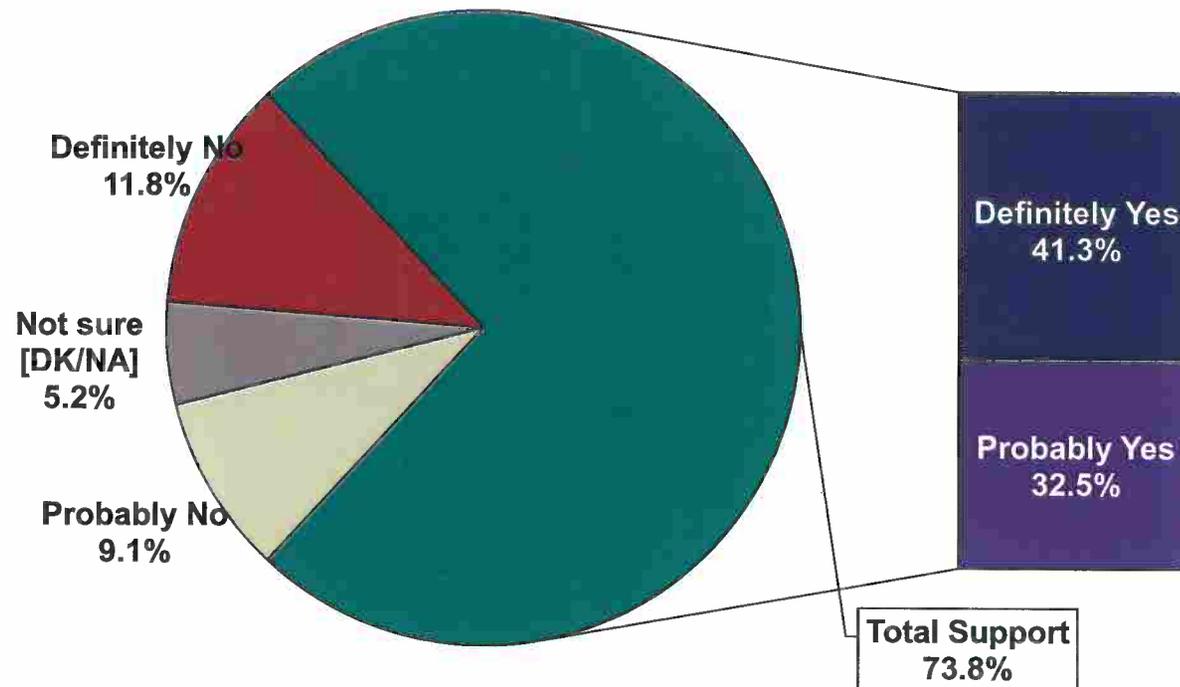
Adult Residents (n=523)



2015 1x / Month or More = 39.3%
2007 1x / Month or More = 46.9%
2001 1x / Month or More = 50.0%

Q11. Uninformed Support for Sales Tax

Likely November 2016 Voters (n=460)



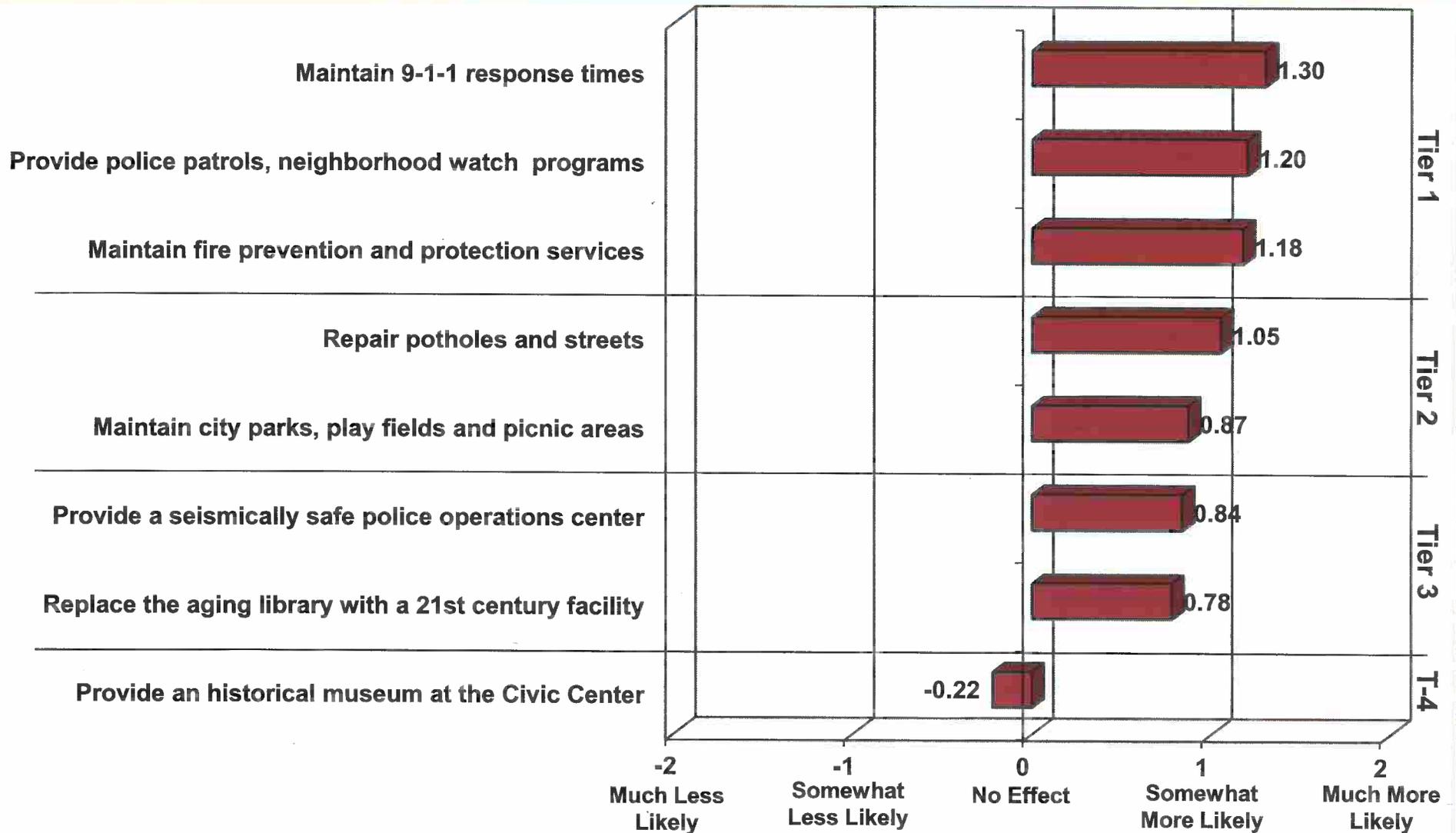
To maintain essential Campbell city services including

- police patrols, 911 response times, neighborhood watch and crime prevention programs;
- maintaining streets and pothole repair;
- maintaining parks and playgrounds;
- providing a library with a safe space for senior and after-school homework programs;
- providing a seismically safe police operations center; and
- other critical city services;

shall the City of Campbell enact an ongoing 1/4 cent sales tax, providing \$2.7 million dollars annually, with independent citizens' oversight, audits and no money for the State?

Q12. Features of the Measure

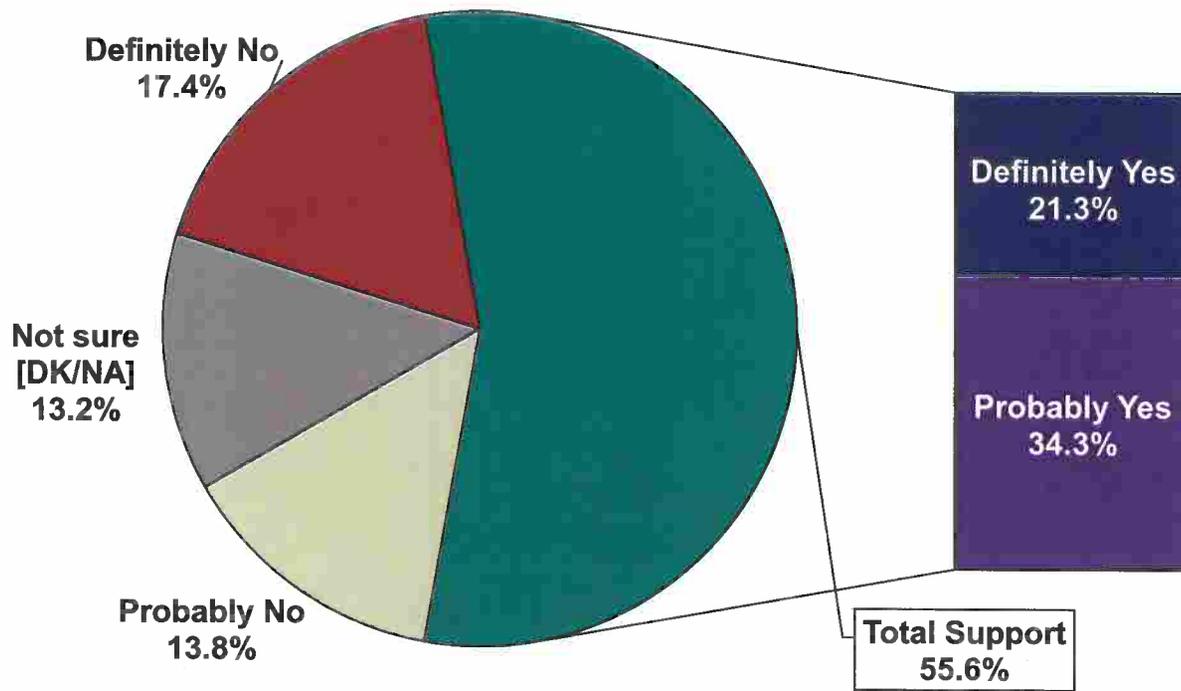
Likely November 2016 Voters (n=460)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q13. Support for Bond Measure Alternative

Likely November 2016 Voters (n=460)



To provide and improve essential Campbell city facilities, including

- improving streets;
- providing a library with safe spaces for senior and after-school homework programs;
- providing a seismically safe police operations center;
- improving parks and playgrounds; and
- other local infrastructure,

shall the City of Campbell issue \$50 million dollars in bonds at legal rates, providing an average of \$2.7 million dollars annually, for 30 years, by assessing \$23 per \$100,000, requiring financial audits, independent citizen oversight and all funds for the City of Campbell?



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