



Information Item

Date: June 10, 2009

To: Mayor and City Council
From: City Staff
Subject: Report of Follow-up Findings of 2009 Resident Satisfaction Survey

Introduction

This information item presents follow-up responses to inquiries regarding the 2009 Resident Satisfaction Survey conducted for the City by Goodwin Simon Victoria Research.

Background

In addition to public input received in a variety of other ways, results of a random telephone survey have been useful in shaping responsive budgets and work plans for the past few years in Santa Monica. This year's survey of 430 households was completed in January, presented to the Leadership Team and presented to Council on April 14, 2009. An additional staff focus group held in May clarified questions and brought up the need to better measure utilization of City information vehicles. The importance of the issues raised by Council is reflected in the draft budget.

Discussion

A report of key findings from follow-up questions on the 2009 Resident Survey is attached. Among the topics explored are:

- Additional details on findings related to the issue of homelessness in Santa Monica;
- Additional detail on findings related to the City's communications efforts;
- Additional detail on findings related to questions about crime;
- Additional detail on findings related to questions about traffic;
- Findings on variations over time in park visitation by area of the City.

Link to full report: [SM Resident Survey 2009](#)

Prepared By: Kathryn Vernez, Assistant to the City Manager, Community and Government Relations



MEMORANDUM

June 9, 2009

TO: KATE VERNEZ
City of Santa Monica

FROM: PAUL GOODWIN
Goodwin Simon Victoria Research

RE: Responses to April 14 City Council Requests & May Staff Focus Group Questions

I. INTRODUCTION/PURPOSE OF THE MEMO

Earlier this year, Goodwin Simon Victoria Research conducted a telephone survey of 430 residents of Santa Monica to assess satisfaction with city services and staff. We presented the findings to the city in both a written report and in a PowerPoint presentation that was made earlier to city staff and on April 14 to the City Council.

In addition, we participated in a staff focus group on May 5 to assist staff members developing work plans.

During the Council presentation, Council members made several requests for additional information from the survey findings. This memo consolidates the responses to those requests in one document. It also responds to a request from staff made during the May 5 focus group.

Specifically, it addresses the following requests:

- Additional detail on findings related to the issue of the homeless in Santa Monica. This section first presents the specific results from the survey, and then presents a question that was drafted but not included in the final draft of the survey. This section concludes with an analysis of findings from the survey on homelessness.
- Additional detail on findings related to the city's communications efforts.

- Additional detail on findings related to questions about crime.
- Additional detail on findings related to questions about traffic.
- Findings on variations over time in park visitation by area of the city.
- How to refine inquiry into ways in which Santa Monica residents get information about City issues or events (staff request).

Before responding to the Council requests, I will quickly address the staff request to expand and refine inquiry into ways that residents get City information. The current survey asks an open-ended question in which residents volunteer up to three sources they use the most to find out about City news, information, and programs. Because of the format of this question, residents do not list every source – just the ones they use “the most.”

An alternative approach that we could use in the future would be to rate each possible source individually, so we can tell more clearly how many residents are in fact using sources such as the City website or City TV to get information.

II. SURVEY FINDINGS ON THE HOMELESS IN SANTA MONICA

We start by presenting the results to questions asked in the survey regarding the homeless. We then follow by presenting a question that was prepared but not included in the final survey draft because of space limitations. We conclude this section with an analysis of the study findings.

A. Results of Questions on the Homeless Issue in Santa Monica

1. *Now, what would you say are the one or two most important issues facing the City of Santa Monica today? (open-ended question)*

<i>Traffic-related responses</i> -----	32%
<i>Too many homeless</i> -----	31
<i>Not enough services for the homeless</i> -----	1
<i>Too much growth/development/overcrowding</i> -----	17
<i>Economy</i> -----	11
<i>Lack of parking</i> -----	9
<i>Crime/gangs</i> -----	8
<i>Environmental concerns</i> -----	5
<i>Schools</i> -----	4
<i>Lack of affordable housing</i> -----	3

Mention of rent control -----3
 Roads torn up -----3

2. Now, please rate each of the following possible problems in Santa Monica on a scale of 1 to 5. Use a 1 if you feel the problem is NOT serious at all, and a 5 if you feel it is a VERY serious problem in Santa Monica. Use any number from 1 to 5. (ROTATE)

		NOT SER				VERY SER		DK NA	MEAN
		1	2	3	4	5		9	
a.	Traffic congestion -----	3%	7%	18%	26%	45%	1%		4.04
b.	The affordability of housing ----	6	5	18	23	45	3		3.98
c.	Gangs -----	19	23	25	14	13	6		2.77
d.	The number of homeless people in the city -----	5	10	21	20	43	2		3.87
e.	Lack of parking -----	6	13	22	21	37	1		3.70
f.	Crime -----	12	25	31	18	11	3		2.90

3. Next, would you say that each of the following has gotten better or worse in Santa Monica over the last few years, or stayed about the same? (IF BETTER/WORSE ASK): "Is that MUCH (better/worse) or just a little?"

		MUCH BETTER		S.W. BETTER		STAYED SAME		S.W. WORSE		MUCH WORSE	DK/ NA
a.	Crime -----	3%		11%		54%		14%		6%	12%
b.	The number of homeless people -----	2		11		37		20		25	5
c.	Traffic congestion -----	1		3		27		28		39	3

4. And now, please rate your satisfaction with the job the city of Santa Monica is doing in each of the following areas. Use a 1 if you are very DISSatisfied with the job the city is doing in that area, or use a 5 if you are very SATISFIED. Or you can use any number in between.

- a. In enforcing laws against aggressive begging or panhandling

	1 Very dissatisfied ----- 12%
29% Dissatisfied (1 or 2)	2 ----- 17
32% Satisfied (4 or 5)	3 ----- 29
	4 ----- 19
	5 Very satisfied ----- 13
	Not sure ----- 10

- b. In enforcing laws against overnight camping in parks and doorways

	1 Very dissatisfied ----- 10%
20% Dissatisfied (1 or 2)	2 ----- 10
35% Satisfied (4 or 5)	3 ----- 28
	4 ----- 20

5 Very satisfied ----- 15
 Not sure----- 17

c. *In dealing with homeless people in Santa Monica*

	1	Very dissatisfied -----	18%
35% Dissatisfied (1 or 2)	2	-----	17
31% Satisfied (4 or 5)	3	-----	27
	4	-----	17
	5	Very satisfied -----	14
	Not sure	-----	13

d. *In enforcing laws that keep public spaces clean and safe for everyone*

	1	Very dissatisfied -----	4%
9% Dissatisfied (1 or 2)	2	-----	5
62% Satisfied (4 or 5)	3	-----	27
	4	-----	35
	5	Very satisfied -----	27
	Not sure	-----	2

5. *Like all cities in California, Santa Monica is facing budget challenges caused by the recession. To understand the community's priorities, the city is asking people to rate different services the city now provides. Please rate each of the following services on a scale of 1 to 5. Use a 1 if you think that service should be a low priority for funding, and a 5 if you think it should be a top priority for city funding. Or you can use any number in between.*

a. *Homeless services*

	1	Low priority -----	7%
13% Low priority (1 or 2)	2	-----	6
62% High priority (4 or 5)	3	-----	21
	4	-----	23
	5	High priority -----	39
	Not sure	-----	3

b. *Funding to support nonprofit organizations in Santa Monica*

	1	Low priority -----	9%
25% Low priority (1 or 2)	2	-----	16
35% High priority (4 or 5)	3	-----	33
	4	-----	17
	5	High priority -----	18
	Not sure	-----	7

6. *In 2008, did you give any money directly to a homeless person or a panhandler in Santa Monica?*

Yes----- 44%

No -----56
Not sure----- 0

**THOSE WHO SAID THEY DID GIVE MONEY IN 2008 WERE ASKED THE FOLLOWING:
(N = 189)**

7. *About how many times do you think you gave money to a homeless person or a panhandler in Santa Monica in 2008? (FILL IN EXACT NUMBER THEN CODE):* _ _ _ _

0----- 2%
1----- 4
2-5 -----39
6-10-----21
11-25 -----23
26-50 ----- 9
51+ ----- 3
Not sure----- 0
Mean -----14
Median----- 6

8. *Are you aware of any local programs to address the problem of homelessness in Santa Monica?*

Yes-----51%
No -----47
Not sure----- 2

B. Question on Homeless Issue Not Included in Survey

There was one question contained in an early draft of the survey that was not included in the final draft because of lack of space.

Which of the following statements on this subject is closer to your point of view?

A.- Giving money to the homeless only hurts them in the long run by allowing them to stay on the streets instead of seeking help

OR

B.- When homeless people ask for money, giving them some change is the right thing do to

C. Analysis of Findings on Homeless Issue in Santa Monica

Findings presented in this section are drawn from our full report, and supplemented with additional results drawn from the data.

Highlights:

- Concern about homelessness, while still high among residents, appears to be abating slightly.
- Those aware of local efforts to reduce homelessness are less likely to consider it to be a serious problem in the city.
- Those who get information about Santa Monica from city sources such as Seascaple tend to be much less likely to believe that the number of homeless people is growing compared to those who get information from local media.
- Homeless services are seen as a high budget priority by 62%, about the same as traffic reduction and libraries. Those aware of local homeless services were more likely to rate it as a high budget priority. The same is true among those who actually gave money to a panhandler in 2008.
- 44% say they gave money to a homeless person in 2008, with a mean of 14 times and a median of 6 times.
- 51% were aware of local programs to address the problem of homelessness in Santa Monica. Those aware of such programs were less likely to be dissatisfied with the job the city is doing to provide city services.

Concern About Homelessness Remains Strong But Appears to Have Softened Since 2005

In every resident satisfaction study since at least 2002, we have asked residents to identify in their own words the “one or two most important issues” facing the city. Traffic and homelessness have been the top two issues in all of those surveys.

That continued in the current survey, with 32% naming traffic as an important issue and 31% mentioning something about homelessness.

However, in the 2005 and 2007 surveys, we found that homelessness was by far the top item mentioned, with traffic a distant second. For example, in 2005, 39% mentioned homelessness and 25% mentioned traffic. In 2007, 49% mentioned homelessness and 32% mentioned traffic. In 2009, the proportion mentioning traffic stayed about the same, while the proportion mentioning homelessness declined by quite a lot – to a near-tie with traffic. Homelessness is still a major concern, but at least for now is no longer the single dominant issue most important to residents.

A few types of residents seem more likely to name homelessness as an important issue:

- White residents (34%) compared to non-whites (19%)
- Apartment dwellers (35%) compared to single family home dwellers (26%)
- College graduates (about 35%) compared to less educated residents (about 26%).

It is also worth noting that while 31% were concerned about there being too many homeless in the city or that the homeless were causing too many problems, just 1% mention *lack* of city services for the homeless as one of the most important issues facing Santa Monica.

We have also asked residents since 2002 to rate specific problems on a scale of 1 to 5, with 5 meaning they think “it is a very serious problem in Santa Monica.” The proportion rating “the number of homeless people in the city” as a serious problem (a 4 or 5 rating) was 73% in 2002, 74% in 2005, and 77% in 2007, but dropped to 63% in 2009.

Notably, among those who said they were aware of local efforts to address the homeless (more on this below), 59% said that the number of homeless in the city is a serious problem, compared to 68% of those not aware of such programs. There is clearly some positive correlation between awareness of city and nonprofit efforts to address the problem and lower levels of concern about it.

We also see significantly greater concern about homelessness among:

- Women (68%) than men (58%)
- Those who never visit city parks (70%) compared to frequent park visitors (60%).

For the first time this year, we asked residents if they felt that the homeless problem had gotten better or worse over the past few years. Forty-five percent say the problem is getting worse, but that means that a majority believe it is getting better (13%) or staying the same (37%) or are not sure (5%).

Those most likely to say the problem is getting worse include:

- Those who never visit parks (54%) compared to frequent park visitors (38%)

- Those who get their news about Santa Monica from local sources such as the Daily Press (55%) compared to those who get their news from the city directly (38%)
- 90402 residents (56%) compared to others
- Seniors (55%) compared to others.

We now turn to specific evaluations of the city's efforts to deal with the homeless situation.

Job Ratings Show Pluralities Satisfied with City Efforts to Deal with Homelessness Problems

Starting with the 2009 study, we asked residents to rate their satisfaction with city programs and services on a five-point scale where 5 means very satisfied. Because we changed the scale, we cannot compare exact results from this study with similar questions in earlier surveys.

But we do continue to see relatively lower satisfaction with services related to the homeless compared to very popular services such as the library.

For example, when we asked resident to provide a general rating for how the city is "dealing with homeless people in Santa Monica," we found that 35% were dissatisfied with 31% who were dissatisfied. Still, that leaves 65% who were either satisfied, neutral, or not sure.

We also asked specifically how the city is "enforcing laws against overnight campaign in parks and doorways." About 20% were dissatisfied with this, and 35% were satisfied. Twenty-nine percent were dissatisfied, but 32% were satisfied with how the city is "enforcing laws against aggressive begging and panhandling. "

- Parents tended to be far less satisfied than non-parents
- Minorities were more dissatisfied than whites
- Those who get news about the city from local media like the Daily Press were more dissatisfied than those who get news directly from the city itself
- Residents of 90402 were more dissatisfied than others
- Those familiar with local programs to address homelessness were more satisfied than others.

The key exception to this pattern was found in response to a question asking residents to rate the job the city is doing in "enforcing laws that keep public spaces

clean and safe for everyone.” Sixty-two percent are satisfied with the job the city is doing in this area, with just 11% who are dissatisfied. This question was intended to explore attitudes about how well the city is maintaining a balance between the homeless and others in public areas.

Accordingly, we find that those who think the homeless problem is improving are much more likely to be satisfied with city efforts to keep public spaces clean and safe compared to those who think the situation is getting worse.

Residents Give Moderate Budget Priority to Homeless Services

For the first time this year, we asked residents to rate the budget priority of various services, with a 5 rating meaning that the service should be a “top” priority. Sixty-two percent rated homeless services as a high (4 or 5) priority. For comparison, 72% rated emergency preparedness as a high budget priority, 67% gave that rating to senior and youth services, 65% rated traffic congestion as a high budget priority, and the same 62% rated libraries as a top priority. Residents gave a lower budget priority to environmental programs, street and sidewalk maintenance, recreation and sports, funding for local nonprofits, and tree trimming.

Those who say they gave to a panhandler in 2008 are much more likely than others to rate homeless services as a budget priority (72% compared to 55%). We also see that those who were aware of city services for the homeless were more likely to rate this as a budget priority (67% compared to 58% of those not aware of such services).

44% of Residents Gave Money to a Homeless Person in 2008

Residents were then asked if they gave “*any money directly to a homeless person or panhandler in Santa Monica*” last year. Those who did so were asked how many times they gave money.

More than half (56%) of residents said they did not give any money to panhandlers, while 44% said they had done so. Awareness of local homeless programs had little impact on such giving - 51% of those who were aware of such homeless programs gave money to a panhandler last year and 49% did not.

- Men (49%) were more likely than women (39%) to have given money.
- More than eight out of ten of those who don’t visit parks said they did not give money last year, while nearly half (48%) of park-goers did give money to a homeless person.
- Residents of the Sunset Park area of 90405 were more likely to give (65%) than their zip code neighbors in Ocean Park (50%). Fewer than half (48%) of residents living in 90402 north of Montana gave. Those living in the Wilshire area (90403) were least likely to have given money at 35%.
- Half of residents between the ages of 35 and 64 gave money compared to 40% of younger residents and 33% of older residents. Men under 50 were the most likely to give (51%) and women over 50 the least likely (38%).

The mean number of times that givers gave money to the homeless was 14, with a median of 6. About a third of residents gave more than ten times in 2008.

About Half are Aware of Local Homeless Programs

All residents were asked if they were “aware of any local programs to address the problem of homelessness in Santa Monica.” Just over half (51%) had heard of them, 47% had not, and 2% weren’t sure.

There were few significant variations across subgroups:

- Awareness was highest among longer-term residents (61% aware), frequent park visitors (61%), residents who gave money to panhandlers (59%), and residents of downtown (59%). Also more aware were residents in single family homes (58%), white women (57%), those with graduate degrees (64%), residents between the ages of 50 and 64 (62%), and in particular, women over age 50 (64%).
- Least aware of such programs were 18-34 year olds (63% unaware), people who never attended college (60%), Latinos (60%), and short-term residents (58%).

Awareness of such programs seems to have an impact on general satisfaction with city services: among those aware of these programs, just 9% are dissatisfied with the job the city is doing to provide services. In contrast, 16% of those unaware of programs to address the homeless are dissatisfied with city services.

III. SURVEY FINDINGS ON COMMUNICATIONS ISSUES

We start by presenting the results to questions asked in the survey regarding city communications efforts. We conclude this section with an analysis of the survey findings.

A. Results of Questions on City Communications Issues

1. *Do you feel that you have the opportunity to voice your concerns to the city of Santa Monica on major community decisions that affect your life?*

Yes----- 71%
No ----- 26
DK/NA ----- 3

2. Now, please rate your satisfaction with the the City's efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means. Use a 1 if you are very DISSatisfied, a 5 if you are very satisfied, or you can use any number in between.

	1 Very dissatisfied ----- 6%
25% Dissatisfied (1 or 2)	2----- 7
35% Satisfied (4 or 5)	3-----27
	4-----26
	5 Very dissatisfied -----31
	Not sure----- 3

3. What information source or sources do you use the most to find out about City news, information, and programs? (open-ended responses)

(DON'T READ)	
	Seascape newsletter -----27%*
	The City's web site -----27
	City TV (cable channel 16) -----13
	Santa Monica Mirror-----17
	Santa Monica Daily Press -----14
	Friends/family/neighbors-----10
	Los Angeles Times newspaper----- 9
	Special postcard mailings ----- 8
	Radio (KCRW)-----5
	Street banners-----5
	City Council Meetings (in person) ----- 3
	Argonaut ----- 3
	Lookout or Surf Santa Monica ----- 3
	City Hall on Call ----- 1

B. Analysis of Findings on City Communications Efforts

Findings presented in this section are drawn from our full report, and supplemented with additional results drawn from the data.

Highlights:

- Residents continue to believe they have the opportunity to voice their concerns to the city on major community decisions that affect them. In fact, 71% say they have this opportunity, and these residents tend to be more satisfied with city services. Pico area residents are especially likely to feel they have input.
- Fifty-seven percent of residents say they are satisfied with city efforts to communicate with residents, and just 13% are dissatisfied.

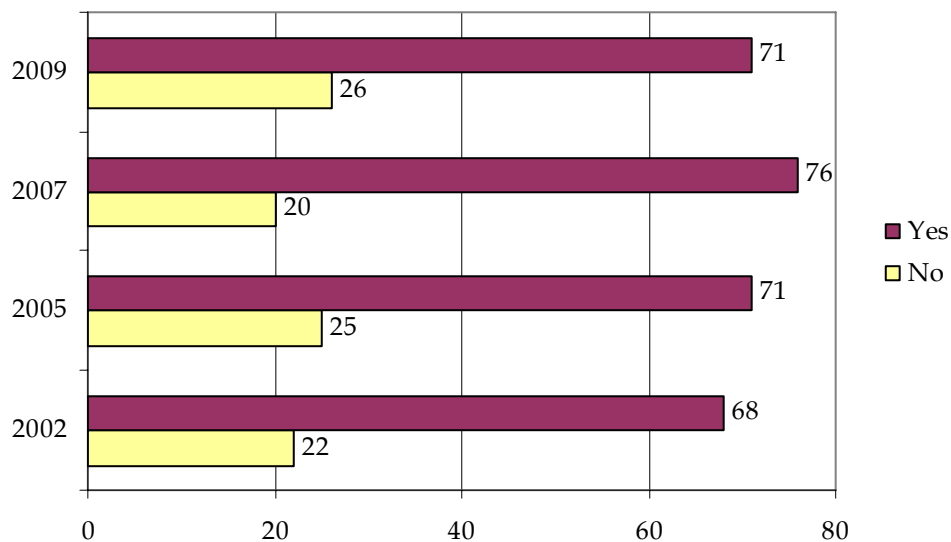
- City-sponsored sources of information – Seascape, the website, postcard mailings, banners, and City TV – continue to be among the most cited sources of information about city news and information. Local press (e.g. Daily Press, Mirror, Lookout, Argonaut) are cited by a smaller but still sizable proportion of residents. Use of the Los Angeles Times for information about Santa Monica continues to decline.

Opportunity To Affect Community Decisions

We asked residents again this year “Do you feel that you have the opportunity to voice your concerns to the city of Santa Monica on major community decisions that affect your life?”

More than seven out of 10 (71%) said that they did, 26% said they did not, and three percent weren’t sure. As shown in **Error! Reference source not found.**, this is very similar to the findings from 2002 and 2005, although it is down slightly from the 76% who responded positively in 2007.

Opportunity to Communicate About Community Decisions, 2002-2009



- Those who say they can voice their concerns to the city tend to be far more satisfied overall with city services: specifically, 71% of those who say they can voice their concerns to the city were satisfied with city services, compared to just 52% of those who do not feel they have this opportunity.

- Most likely to say they don't feel they have any input into community decisions are residents who did not visit a park (47%) or attend a cultural event (37%) and those whose main source of information is the Los Angeles Times (32%). Similarly 37% of the least educated residents felt they had no input.
- Fully 85% of those living in the Pico 90404 zip code district said they feel they do have input, along with 78% of the downtown 90401 zip code and 64% of the rest of the city. The proportion who said they don't have input rises to a third among residents living north of Montana in 90402 (33%), and to 43% among residents in the Sunset Park area in eastern 90405.

Satisfaction with City's Efforts to Communicate

Next, residents were asked to rate their "satisfaction with the City's efforts to communicate with Santa Monica residents through newsletters, the internet, and other means."

As may be seen below, 57% said they were satisfied and only 13% dissatisfied. Thirty-one percent were *very* satisfied. Just over one in four (27%) gave a rating of "3."

Satisfaction with the City's Communication Efforts

	%
5 - "Very satisfied"	31
4	26
Total satisfied	57
3	27
2	7
1 - "Very dissatisfied"	6
Total dissatisfied	13
Don't know/NA	3

There were several notable differences by subgroup on this question :

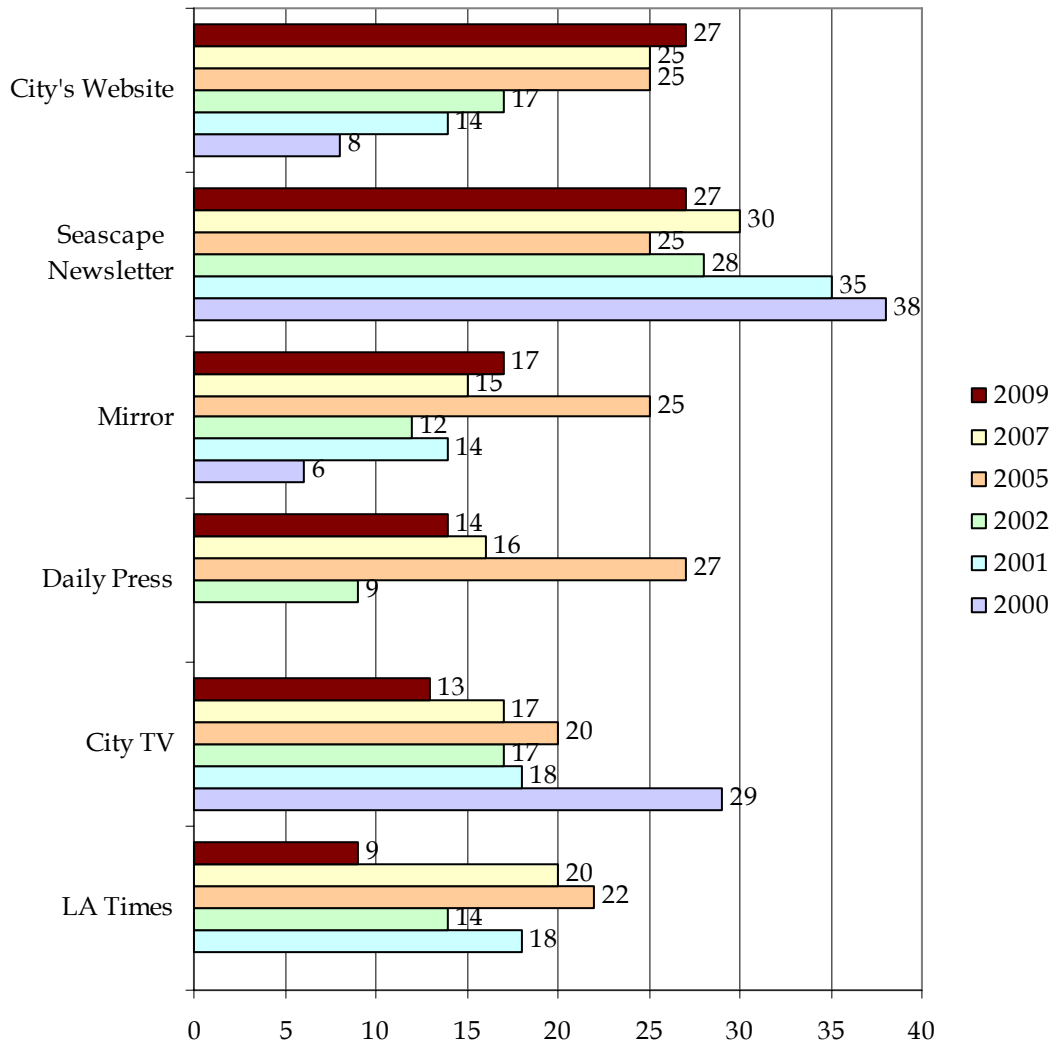
- Those who said they feel able to voice their concerns to the city were more than twice as likely to be satisfied with how the city communicates compared to those who feel that they have no input into community decisions (67% compared to 32%).

- Residents younger than 50 (59%) were slightly more satisfied than older residents (55%) and nearly two-thirds (65%) of women over the age of 50 were satisfied, compared to only 41% of men of that age.
- Only 45% of residents who reported relying on the Los Angeles Times for Santa Monica news and information said they were satisfied with the city's communication efforts. This compares to 60% or more for people who got information about the city from other sources.
- Women were more satisfied than men with city efforts to communicate: 61% of women were satisfied, compared to 53% of men, while 17% of men were dissatisfied compared to just 9% of women.

Main Source Of City News And Information

A question asking residents for up to three source or sources "*you use the most to find out about City news, information, and programs*" has been included on surveys in Santa Monica dating back to 2000, as is seen in **Error! Reference source not found.**

Sources of City Information, 2000-2009 (up to three replies)



As has been the case in past surveys, the city's website was cited as one of the most often used resources. Roughly one out of four residents (27%) cited it as a source of information this year, along with the *Seascope* newsletter which continued to be mentioned at about the level (27%) it held for the past several years. Reliance on the *Mirror* was similar to 2007's level at 17%, and the 14% who mentioned the Daily Press was similar to 2007's findings as well.

Continuing a relative decline was the proportion mentioning City TV - 13% this year, down from 17% in 2007 and from its high of 29% in 2000. The proportion

relying on the Los Angeles Times also declined, dropping 11 points from 20% in 2007 to 9% this year.

Eight percent mentioned the city's postcards as a source of information, similar to the 10% found in the last few surveys.

Following is more detail about which types of residents are most likely to get information from several of the most cited sources:

- The *Seascape* newsletter was mentioned most often by those with graduate degrees (35%), residents between the ages of 50 and 64 (36%), and women over the age of 50 (36%). Frequent park-goers (25 times a year or more) were most likely to cite the newsletter at 41%. Only 18% of residents who never went to a park last year mentioned it, compared to 29% of park goers overall. More than a third (34%) of those who contacted the city for a non-emergency issue last year cited the newsletter as a source of information, compared to 24% of those who did not. Almost a third of residents who said they feel they have input into community affairs read the newsletter, compared to 19% of those who do not. Among white women, 32% say they read *Seascape* compared to 23% of white men. Apartment and single-family home dwellers are about equally likely to read it. Those who read *Seascape* were much more aware of programs to help the homeless (at 32%) compared to non-readers (at 22%). *Seascape* readers were also more likely to say that the problem of the homeless is getting better compared to non-readers.
- Residents who relied most on the city website were those with advanced degrees (36%), 18-34 year olds (38%), and the age-related category of residents who have lived in the city less than five years (39%). Website use was lower among older residents - 26% of 50-64 year olds, and 5% of 65 and older. Overall, just over a third of those under age 50 accessed the site, compared to 17% of older residents. Cell phone users were more likely than land line users to look at the website (41% to 24%). Women were more likely than men (39% to 25%) to use the website. For some reason, condo dwellers were more likely than others to use the website (at 42%). Latinos were less likely to use the website at 16%, compared to 29% for non-Latinos.
- The *Mirror* was cited most often by residents in the city of 5 to 19 years (22%), those in single family homes (21%), Latinos (23%), non-whites

(22%), and residents older than 64 (23%). It is a particular favorite of men over age 50 (29%) and residents living north of Montana (27%).

- City TV was a more common source of information for parents (17%), residents over age 65 (17%), and men under the age of 50 (15%). Those with less education relied on City TV more than those with more education: 18% of no college and 14% of some college residents did so, compared to 10% of those with college degrees. Among land line respondents, 14% watch City TV compared to just 5% of wireless respondents. Among newcomers (under 5 years in Santa Monica), 16% say they watch City TV, compared to about 10% of others. Note that only those with cable could get City TV, so for those households clearly City TV is one of the most important sources of information about the city,
- The Los Angeles Times was mentioned by 16% of those over age 65 and only 2% of those under age 35, along with 10% of those of other ages. Fifteen percent of women over age 50 mentioned it compared to 7% of everyone else.
- The Daily Press was cited more by those over age 50 compared to younger residents.

IV. SURVEY FINDINGS ON ISSUES RELATED TO CRIME IN SANTA MONICA

We start by presenting the results to questions asked in the survey regarding crime. We conclude this section with an analysis of the survey findings.

A. Results of Questions on Crime Issues

1. *Now, what would you say are the one or two most important issues facing the City of Santa Monica today? (open-ended question)*

<i>Traffic-related responses</i> -----	32%
<i>Too many homeless</i> -----	31
<i>Not enough services for the homeless</i> -----	1
<i>Too much growth/development/overcrowding</i> -----	17
<i>Economy</i> -----	11
<i>Lack of parking</i> -----	9
<i>Crime/gangs</i> -----	8
<i>Environmental concerns</i> -----	5
<i>Schools</i> -----	4
<i>Lack of affordable housing</i> -----	3

Mention of rent control -----3
Roads torn up -----3

2. Now, please rate each of the following possible problems in Santa Monica on a scale of 1 to 5. Use a 1 if you feel the problem is NOT serious at all, and a 5 if you feel it is a VERY serious problem in Santa Monica. Use any number from 1 to 5. (ROTATE)

	NOT SER	1	2	3	4	5	VERY SER	DK NA	MEAN
a. Traffic congestion	3%	7%	18%	26%	45%	1%		4.04	
b. The affordability of housing	6	5	18	23	45	3		3.98	
c. Gangs	19	23	25	14	13	6		2.77	
d. The number of homeless people in the city	5	10	21	20	43	2		3.87	
e. Lack of parking	6	13	22	21	37	1		3.70	
f. Crime	12	25	31	18	11	3		2.90	

3. Next, would you say that each of the following has gotten better or worse in Santa Monica over the last few years, or stayed about the same? (IF BETTER/WORSE ASK): "Is that MUCH (better/worse) or just a little?"

	MUCH BETTER	S.W. BETTER	STAYED SAME	S.W. WORSE	MUCH WORSE	DK/ NA
a. Crime	3%	11%	54%	14%	6%	12%
b. The number of homeless people	2	11	37	20	25	5
c. Traffic congestion	1	3	27	28	39	3

4. And now, please rate your satisfaction with the job the city of Santa Monica is doing in each of the following areas. Use a 1 if you are very DISSatisfied with the job the city is doing in that area, or use a 5 if you are very SATISFIED. Or you can use any number in between.

a. In providing emergency 911 services

1 Very dissatisfied	1%
2	2
3	11
4	23
5 Very satisfied	39
Not sure	24
3% Dissatisfied (1 or 2)	
62% Satisfied (4 or 5)	

a. In reducing crime and protecting public safety

1 Very dissatisfied	2%
2	4
3	32
4	36
5 Very satisfied	22
Not sure	3
6% Dissatisfied (1 or 2)	
58% Satisfied (4 or 5)	

4. Next, were you aware that there is a Santa Monica Police Department neighborhood resource officer assigned to your neighborhood?

Yes-----	29%
No -----	71
Not sure-----	0

ASKED ONLY IN YES ON PREVIOUS QUESTION: (N = 123)

5. Have you met or had contact with this officer?

Yes-----	38%
No -----	62
Not sure-----	0

TOTAL: 11% MET OR HAD CONTACT WITH NEIGHBORHOOD RESOURCE OFFICERS

IF YES ON PREVIOUS QUESTION ASK: (N = 47)

6. On a scale of 1 to 5, please rate your satisfaction with the job this officer is doing in each of the following areas. Use a 1 if you are very *DIS*satisfied with the job the officer is doing, use a 5 if you are very satisfied, or you can use any number in between.

a. In working with local residents to help prevent crime

	1 Very dissatisfied -----	3%
3% Dissatisfied (1 or 2)	2-----	0
76% Satisfied (4 or 5)	3-----	11
	4-----	14
	5 Very satisfied -----	62
	Not sure-----	10

b. In being responsive to your local neighborhood issues or concerns

	1 Very dissatisfied -----	3%
4% Dissatisfied (1 or 2)	2-----	1
81% Satisfied (4 or 5)	3-----	6
	4-----	29
	5 Very satisfied -----	52
	Not sure-----	10

c. In being accessible to you by phone or e-mail

	1 Very dissatisfied -----	3%
4% Dissatisfied (1 or 2)	2-----	1
81% Satisfied (4 or 5)	3-----	7
	4-----	22
	5 Very satisfied -----	59
	Not sure-----	8

7. *In 2008, did you or did anyone in your household make a 9-1-1 call requesting emergency assistance from the Santa Monica Police Department?*

Yes----- 10%
 No ----- 90
 Not sure----- 0

ASKED IF YES ON PREVIOUS QUESTION (N = 44)

8. *Please rate your overall satisfaction with the response time to your emergency calls to the Santa Monica police in 2008. Use a 1 if you were very DISsatisfied with the response time, or use a 5 if you were very satisfied with it. Or you can use any number in between.*

	1 Very dissatisfied ----- 9%
	2----- 4
13% Dissatisfied (1 or 2)	3----- 12
	4----- 13
81% Satisfied (4 or 5)	5 Very satisfied ----- 58
	Not sure----- 5

B. Analysis of Findings on Questions Related to Crime

Findings presented in this section are drawn from our full report, and supplemented with additional results drawn from the data.

Highlights

- Only 8% say that crime or gangs are among the most important issues facing the city in an open-ended question, a far lower proportion than that seen for homelessness (31%) and traffic (32%) – and down from 14% in 2007. Similarly, while 71% say that traffic is a serious problem in an closed-ended question and 63% say the number of homeless people is a serious problem, only 29% say that crime is a serious problem and just 27% say gangs are a serious problem in the city.
- While crime is a lower concern than other issues, the proportion indicating it is a serious problem in Santa Monica has risen from 16% in 2002 to 29% in 2009. In contrast, concern about gangs seems to have declined since 2007.
- Still, more than two out of three residents (68%) this year said that crime has either stayed the same (54%) over the past few years or gotten better (14%). Only one in five (20%) said it has gotten worse.

- The city gets strong positive ratings for emergency 911 services and for reducing crime and protecting public safety.
- Nearly 3 in 10 know about neighborhood resource officers, and 11% have had contact with one.

Crime Far Less of a Top Of Mind Concern For Residents Then Homelessness And Traffic

We found in the initial open-ended question about the most important issues facing the city that 8% mentioned something about crime or gangs. This is down from 14% in 2007. Those living in 90402 appear more likely to cite crime as an important issue compared to people living elsewhere in the city. The 8% figure is far lower than the 31% who mentioned something about the homeless, the 31% who mentioned something about traffic, or the 13% who mentioned something about too much growth and development.

In a closed-ended battery of questions in which we asked residents to rate six problems on a 1 to 5 scale of seriousness, we found again that crime and gangs were rated as far less serious problems compared to traffic, housing affordability, parking, and the homeless. Twenty-nine percent said that crime was a serious problem, while 27% rated gangs as a serious problem. Thirty-seven percent said that crime was not a serious problem in the city, with 52% who said that gangs were not a serious problem in Santa Monica.

Proportion Saying Crime is Serious Problem, While Low, Has Been Rising

However, the proportion who said that crime is a serious problem has been rising in recent years: From 16% in 2002, to 24% in 2007, to 29% in 2009. The proportion who said it is not a serious problem fell from 46% in 2007 to 37% today.

Seriousness of Crime, 2002-2009

Percentages in:	2002	2007	2009
5 - "Very serious"	5	8	11
4	11	16	18
Total Serious	16	24	29
3	38	28	31
2	30	35	25
1 - "Not serious at all"	11	11	12

Total Not Serious	41	46	37
Don't know/NA	5	4	3

- Not surprisingly, those who made an emergency call to the police last year were more likely (41%) to call crime a serious problem than those who did not make such a call (27%).
- Those who have never visited a park were twice as likely to say crime is a serious problem (41%) than those who visit a park most frequently (20%), suggesting that fear of crime is keeping some people away from parks.
- Residents who met their neighborhood resource officer were more likely to call crime a serious problem (45%) than those who have not (27%).
- Concern over crime decreased with education level (which correlates with socioeconomic group). Among those with no college, 47% say crime is a serious problem, compared to just 19% of those with graduate degrees.

Possible Decline In Concern About Gangs

In contrast, there appears to be a slight decline in concern about gangs, from 31% in 2007 who said it was a serious problem to 27% in the 2009 survey.

Those who have met a neighborhood resource officer are considerably more likely than others to consider gangs a serious problem in the city. Also, those living east of 21st Street in zip code 90403, single family home residents, Latinos, and those with lower education levels tend to be most concerned about gangs.

Seriousness of Gangs, 2007-2009

Percentages in:	2007	2009
5 - "Very serious"	17	13
4	14	14
Total Serious	31	27
3	24	25
2	20	23
1 - "Not serious at all"	18	19
Total Not Serious	38	42
Don't know/NA	6	6

2 of 3 Say Crime is Getting Better or Staying the Same

More than two out of three residents (68%) this year said that crime has either stayed the same (54%) over the past few years or gotten better (14%). Only one in five (20%) said it has gotten worse. Those assessments are similar to findings in the 2007 survey when virtually the same proportion - 70% - said crime had stayed the same or gotten better over the previous few years.

Crime Better or Worse in Santa Monica, 2007-2009

Percentages in:	2007	2009
Much Better	8	3
Somewhat Better	17	11
Total Better	25	14
Same	45	54
Somewhat Worse	14	14
Much Worse	6	6
Total Worse	20	20
Don't know/NA	11	12

Those living in the city for 5 or more years are more likely to say crime is getting worse compared to newcomers. People who say crime is getting worse are also more likely to say that the situation with the homeless is getting worse. They are also more likely to be Latino (32%) and to be women over age 50 (28%).

Strong Positive Satisfaction Ratings for Reducing Crime and Protecting Public Safety and for Providing Emergency 911 Services

As may be seen below, 58% gave the city satisfactory marks for “*reducing crime and protecting public safety.*” Only six percent said they were dissatisfied.

Satisfaction with Reducing Crime and Increasing Public Safety

	%
5 - “Very satisfied”	22
4	36
Total satisfied	58
3	32
2	4
1 - “Very dissatisfied”	2
Total dissatisfied	6
Don't know/NA	3

- Residents who called 911 for a police emergency in the last year were less likely to be satisfied with the city’s efforts to reduce crime (43%) than those who did not (60%).
- Satisfaction with the city’s crime reduction efforts was higher among residents who have lived in the city fewer than five years (65%) than among longer term residents (51%).
- More parents gave Santa Monica a satisfactory rating on public safety (66%) than those who did not have children (55%), due to a higher proportion of “3” ratings among non-parents. Dissatisfaction was virtually the same in both groups.

Sixty-two percent of Santa Monica residents gave the city a satisfactory rating for “providing emergency 911 services” and only three percent gave a rating of “unsatisfactory.”

Looked at among residents who made a 911 call to police or paramedics last year, virtually no one rated the city’s emergency services as unsatisfactory, as seen in the table below.

- Seventy-nine percent of residents who made an emergency call to the police gave the service a satisfactory rating, including 51% who gave it the highest rating of “5.”
- The city’s emergency services were even more highly rated among those who had made a call to paramedics – 84% were satisfied including 52% who were very satisfied.

Satisfaction with Emergency 911 Services Among All Residents, and 911 Callers

Percentages among:	All Residents	Called 911 Police N = 44	Called 911 Paramedics N=49
5 - “Very satisfied”	39	51	52
4	23	28	32
Total satisfied	62	79	84
3	11	8	7
2	2	-	-
1 - “Very dissatisfied”	1	-	-
Total dissatisfied	3	-	-

Don't know/NA	24	13	9
---------------	----	----	---

We do see higher satisfaction ratings for emergency 911 services among those living in single family homes (69%) compared to those in apartments (58%).

Nearly 30% Aware of Neighborhood Resource Officers

Twenty-nine percent say they are aware that there is a neighborhood resource officer assigned to their neighborhood. Awareness grows with length of residency – those living in the city for 20 years or more are twice as likely to be aware of the officer (35%) compared to those in the city 5 years or less (18%).

Of those aware of the officer, 38% said they had actually had contact with him or her. That comes to 11% of all residents. Those few who had had contact with an officer gave them very high marks for satisfaction: 76% were satisfied with how the officer worked with local residents to prevent crime; 81% were satisfied with how the officer was responsive to local neighborhood issues or concerns; the same 81% were satisfied with how the officer was accessible by phone or email.

One in Ten Called 911 for Police Assistance, and Most Were Very Satisfied with Call

That 10% who called 911 for police assistance includes 20% in 90404, and 16% of seniors. More than seven out of 10 of those who called 911 for emergency help from the police said they were satisfied with the “*response time to their emergency calls to the Santa Monica Police in 2008*” including 58% who said they were *very* satisfied. Thirteen percent said they were dissatisfied.

Satisfaction With Police Response Time Among Emergency Callers (N = 44)

	%
5 - “Very satisfied”	58
4	13
Total satisfied	71
3	12
2	4
1 - “Very dissatisfied”	9
Total dissatisfied	13
Don’t know/NA	5

V. SURVEY FINDINGS ON ISSUES RELATED TO TRAFFIC IN SANTA MONICA

We start by presenting the results to questions asked in the survey regarding traffic. We conclude this section with an analysis of the survey findings.

A. Results of Questions on Traffic Issues

1. *Now, what would you say are the one or two most important issues facing the City of Santa Monica today? (open-ended question)*

Traffic-related responses -----	32%
Too many homeless -----	31
Not enough services for the homeless -----	1
Too much growth/development/overcrowding -----	17
Economy -----	11
Lack of parking -----	9
Crime/gangs -----	8
Environmental concerns -----	5
Schools -----	4
Lack of affordable housing -----	3
Mention of rent control -----	3
Roads torn up -----	3

2. *Now, please rate each of the following possible problems in Santa Monica on a scale of 1 to 5. Use a 1 if you feel the problem is NOT serious at all, and a 5 if you feel it is a VERY serious problem in Santa Monica. Use any number from 1 to 5. (ROTATE)*

	NOT SER					VERY SER		DK NA	MEAN
	1	2	3	4	5	9			
a. Traffic congestion -----	3%	7%	18%	26%	45%	1%		4.04	
b. <i>The affordability of housing -----</i>	6	5	18	23	45	3		3.98	
c. <i>Gangs -----</i>	19	23	25	14	13	6		2.77	
d. <i>The number of homeless people in the city -----</i>	5	10	21	20	43	2		3.87	
e. <i>Lack of parking -----</i>	6	13	22	21	37	1		3.70	
f. <i>Crime -----</i>	12	25	31	18	11	3		2.90	

Next, would you say that each of the following has gotten better or worse in Santa Monica over the last few years, or stayed about the same? (IF BETTER/WORSE ASK): "Is that MUCH (better/worse) or just a little?"

	<u>MUCH BETTER</u>	<u>S.W. BETTER</u>	<u>STAYED SAME</u>	<u>S.W. WORSE</u>	<u>MUCH WORSE</u>	<u>DK/NA</u>
a. Crime	3%	11%	54%	14%	6%	12%
b. The number of homeless people	2	11	37	20	25	5
c. Traffic congestion	1	3	27	28	39	3

4. And now, please rate your satisfaction with the job the city of Santa Monica is doing in each of the following areas. Use a 1 if you are very DISsatisfied with the job the city is doing in that area, or use a 5 if you are very SATISFIED. Or you can use any number in between.)

a. In keeping traffic on city streets flowing smoothly

	1 Very dissatisfied	-----	17%
34% Dissatisfied (1 or 2)	2	-----	17
33% Satisfied (4 or 5)	3	-----	33
	4	-----	21
	5 Very satisfied	-----	12
	Not sure	-----	1

5. Like all cities in California, Santa Monica is facing budget challenges caused by the recession. To understand the community's priorities, the city is asking people to rate different services the city now provides. Please rate each of the following services on a scale of 1 to 5. Use a 1 if you think that service should be a low priority for funding, and a 5 if you think it should be a top priority for city funding. Or you can use any number in between.

Traffic reduction

	1 Low priority	-----	6%
14% Low priority (1 or 2)	2	-----	8
65% High priority (4 or 5)	3	-----	19
	4	-----	19
	5 High priority	-----	46
	Not sure	-----	1

6. Over the last several years, the city has been working on a new plan to deal with growth and traffic. This plan is called the LUCE, the Land Use and Circulation Element of the city's General Plan.

Following are some possible priorities for the LUCE plan. Please rate each one on a scale of 1 of 5. Use a 1 if you think that item should be a very LOW priority. Use a 5 if you think it should be a top priority. Or you can use any number in between.

Reducing traffic congestion

	1 <i>Low priority</i> ----- 4%
10% <i>Low priority (1 or 2)</i>	2----- 6
72% <i>High priority (4 or 5)</i>	3----- 16
	4----- 18
	5 <i>High priority</i> ----- 54
	<i>Not sure</i> ----- 2

B. Analysis of Findings on Questions Related to Traffic

Findings presented in this section are drawn from our full report, and supplemented with additional results drawn from the data.

Highlights:

- Traffic is now seen as at least as urgent a problem as homelessness, if not more urgent. In fact, concern about traffic has been growing over this decade, rising in every survey we have done.
- Residents gave the city’s handling of traffic the third lowest satisfaction rating on the list of measured city services.
- Traffic reduction is seen as one of the city’s top budget priorities
- Traffic reduction is also seen as one of the top priorities for the LUCE plan.

Traffic Ties Homelessness as Most Important Issue Facing City

The response to the open-ended question asking residents to state the one or two most important issues facing the city finds that 32% mentioned something about traffic – just ahead of the 31% who mentioned something about too many homeless in the city. We also found 9% who mentioned lack of parking as a serious problem.

Concern about traffic is slightly higher among longer time residents compared to those who have been in the city for five years or less. Single family home dwellers are more likely to mention traffic as a problem than those who live in apartments.

In a closed-ended question, we find the proportion calling traffic a serious problem exceeds the level of concern for the homeless situation: 71% say traffic is a serious problem on a 1 to 5 scale, compared to 63% who rate homelessness as a serious problem.

Resident Concern About Traffic Has Been Growing

Moreover, resident concern about traffic is growing stronger. As seen below, the proportion rating traffic as a serious problem has steadily increased over the last seven years from 57% in 2002 to 71% today.

Seriousness of Traffic Congestion 2007-2009

Percentages in:	2003	2005	2007	2009
5 - "Very serious"	36	35	41	45
4	21	24	24	26
Total Serious	57	59	65	71
3	24	27	21	18
2	12	8	9	7
1 - "Not serious at all"	6	5	4	3
Total Not Serious	18	13	13	10
Don't know/NA	0	1	2	1

Those most likely to rate traffic as a serious problem include:

- Long-time residents (20+ years) compared to newer arrivals (5 or fewer years)
- Residents of 90405
- Whites compared to minorities.

When residents were asked, in a separate question, if traffic congestion has gotten worse, better, or stayed the same over the last few years, two-thirds said that it is worse now, including 39% who said the problem has become *much* worse, as may be seen below. Twenty-seven percent said it had stayed the same, and very few (4%) felt traffic in the city has improved in recent years.

Traffic Better or Worse over Last Few Years

	%
Much better	1
Somewhat better	3
Total better	4
Same	27
Somewhat worse	28
Much worse	39
Total worse	67
Don't know/NA	3

Residents Give City Relatively Poor Rating for Handling Traffic

Residents gave the city's handling of traffic the third lowest satisfaction rating on the list of measured city services.

Residents, asked how satisfied they are with how the city is doing "*in keeping traffic on city streets flowing smoothly,*" divided neatly into thirds as may be seen below. Thirty-three percent said they were satisfied, 34% were not satisfied, and another 33% gave the city a more non-committal rating of "3."

Satisfaction with Traffic Flow

	%
5 - "Very satisfied"	12
4	21
Total satisfied	33
3	33
2	17
1 - "Very dissatisfied"	17
Total dissatisfied	34
Don't know/NA	1

As we have seen with other issues, dissatisfaction with how the city handles traffic is higher among 20+ year residents compared to newer arrivals. Dissatisfaction is also higher among those who have contacted a city department for any non-emergency

reason, among those in 90402, in 90405 east of Lincoln (Sunset Park), and among college graduates.

Traffic Satisfaction by Zip Code

Percentage ratings in areas:	Satisfied "4" & "5"	Dissatisfied "1" & "2"	Net Positive
90405 east - Sunset Park	17	51	-34
90402 N. of Montana	23	44	-21
90401 Downtown	20	40	-20
90404 Pico	41	31	+10
90405 west - Ocean Park	36	22	+14
90403 Wilshire	40	25	+15

Traffic Reduction Seen as High Budget Priority

Sixty-five percent said that traffic reduction should be a top budget priority (a 4 or 5 rating). That compares to 72% for emergency preparedness, 67% for services for youth, 67% for senior services, and 62% for libraries. We did not test schools or public safety in this battery on the assumption that it would test very strongly. Other services, such as sidewalk maintenance (50%), sports and recreation (45%), and tree trimming (31%) were seen as lower budget priorities than traffic.

Those most likely to call it a top budget priority include long-time residents, residents of Sunset Park, and non-whites.

Reducing Traffic Congestion Seen as Top Priority for LUCE Plan

Fully 72% said that reducing traffic congestion should be a top priority for the LUCE plan. We also saw that 69% said that alternatives to driving, such as bike paths and wider sidewalks, should be a top LUCE priority. The only item that was seen as a higher priority was "protecting neighborhoods," named by 80% as a top LUCE priority.

Again, we see long-time (20+ year) residents most interested in making traffic reduction a top priority.

VI. PARK VISITATION RATES BY ZIP CODES

As requested by Councilwoman Davis, we present below detailed findings on park visits by zip code.

The current survey finds that the mean number of park visits reported in 2008 was 41, with a median number of 10 visits. Those figures were a mean of 49 with a median of 12 in 2007, and a mean of 40 in 2005 and a median of 12.

Councilmember Davis was interested in particular in the findings for the downtown area (90401) and the Pico neighborhood, which we defined as that part of zip code 90404 that was located south of Colorado.

Looking back at the last three surveys, we find a consistent pattern in which residents of the downtown and Pico areas report lower park visitation. Specifically:

- In 2005, in the downtown area the mean number of park visits was 33.7 compared to 41.2 overall. The median number of visits in the downtown area was 8 compared to an overall median of 10 visits. In the Pico area, the mean number of park visits was 30.5 and the median was 5 compared to an overall mean of 41.2 and an overall median of 10 visits.
- In 2007, in the downtown area the mean number of park visits was 31.1 compared to 48.8 overall. The median number of visits in the downtown area was 10 compared to an overall median of 12 visits. In the Pico area, the mean number of park visits was 34 and the median was 10 compared to an overall mean of 48.8 and an overall median of 12 visits.
- In 2009, in the downtown area the mean number of park visits was 20.5 compared to 40.7 overall. The median number of visits in the downtown area was 5 compared to an overall median of 10 visits. In the Pico area, the mean number of park visits was 27.3 and the median was 9 compared to an overall mean of 40.7 and an overall median of 10 visits.

Note that the relatively low park visitation in the Pico area is nearly identical to park visitation north of Colorado in zip code 90404. That is, park visitation is lower than most other areas of the city throughout 90404, not just in the Pico area of it.