



GODBE RESEARCH  
Gain Insight



## Appendix B: Topline Report

**REDWOOD CITY: City Satisfaction Survey  
Topline Report  
January 2009**

The City of Redwood City commissioned Godbe Research to conduct a survey of residents to assess overall perceptions of living in the City and to gauge satisfaction with the City's performance in providing services and programs. The survey also gathered resident feedback on specific issues in the City, such as sense of community, disaster preparedness, energy and water conservation and waste reduction, and preferred information sources and City communication.

#### SURVEY METHODOLOGY

Overall, 400 residents of Redwood City completed the survey, representing a total universe of approximately 58,438 adult residents. The study parameters resulted in a margin of error of plus or minus 4.9 percent. Interviews were conducted from December 3 through December 12, 2008, and the average interview length was approximately 18 minutes.

Once collected, the sample of 400 respondents was compared with the adult population of Redwood City (based on 2006 Census estimates) to examine possible differences between the demographics of the sample of respondents and the actual City population. The data were weighted to correct differences, and the results presented are representative of the adult population of Redwood City in terms of gender, age and ethnicity.

#### QUESTIONNAIRE METHODOLOGY

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 4, 9, 29 and 30 were randomized to avoid such position bias.

Questions 10, 12, 13, 16, 20, 28, 38 and G allowed the residents surveyed to mention multiple responses. For this reason, the response percentages may sum to more than 100, and these represent the percent of the residents that mentioned a particular response, rather than the percent of total responses.

#### MEAN SCORES AND ROUNDING

In addition to the percentage breakdown of responses to each question, results for the questions relating to residents' satisfaction with City services (Q4) and sense of community (Q9) include a mean score. For example, to derive the residents' overall satisfaction with City services (Q4), a number value is first assigned to each response category (in this case, "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2). The individual answer of each respondent is then assigned the corresponding number – from +2 to -2 in this example. Finally, all respondents' answers are averaged to produce a final score that reflects overall satisfaction with City services. The resulting mean score makes the interpretation of the data considerably easier. Responses of "Don't Know" (DK/NA) were not included in the calculations of the means for any question.

Conventional rounding rules apply to the percentages shown in this report, .5 or above is rounded up to the next number, and .4 or below is rounded down to the previous number. As a result, the percentages may not add up to 100 percent.

1. Generally speaking are you satisfied or dissatisfied with the overall quality of life in Redwood City? [GET ANSWER, THEN ASK:] Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied	59%
Somewhat satisfied	33%
Somewhat dissatisfied	6%
Very dissatisfied	2%
DK/NA	1%

2. What do you feel is the single, most important issue facing Redwood City? [DON'T READ CHOICES]

Economy	11%
Gangs	9%
Creating affordable housing	7%
Reducing traffic congestion	6%
Regulating commercial development	6%
Improving the quality of education	6%
Reducing crime	4%
Revitalizing downtown	4%
Preserving open spaces	3%
Improving the cleanliness of the City	2%
Too much growth and development	2%
Improving communication between City Hall and residents	2%
Improving public transportation	1%
Illegal immigration	1%
Fixing potholes	1%
Jobs	1%
Improving library facilities	1%
Building new library facilities	1%
Providing youth activities	1%
Improving ethnic relations	1%
Other	10%
DK/NA	20%

3. Generally speaking, are you satisfied or dissatisfied with the job Redwood City is doing to provide City services? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied	41%
Somewhat satisfied	45%
Somewhat dissatisfied	6%
Very dissatisfied	3%
DK/NA	5%

4. Now I'm going to read you a list of City services, and I would like you to tell me if you are satisfied or dissatisfied with the City's efforts to provide the service

Here's the (first/next) one, \_\_\_\_\_. Are you satisfied or dissatisfied with the City's provision of this service? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	Mean Score	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
4A. Availability of affordable housing	0.1	17%	31%	16%	19%	18%
4B. Traffic law enforcement	1.1	45%	37%	6%	8%	3%
4C. Neighborhood police patrols	0.9	40%	33%	8%	11%	8%
4D. Trimming and maintenance of City trees	1.1	47%	30%	6%	8%	8%
4E. Keeping the City clean	1.1	48%	35%	7%	9%	1%
4F. Attracting people to the downtown area for events and activities	1.5	60%	25%	4%	3%	7%
4G. Communication between the City and residents	0.9	33%	40%	12%	5%	11%
4H. Assisting neighborhoods and residents with disaster preparedness	0.5	20%	29%	14%	8%	29%

Mean score computation: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1, "Very Dissatisfied" = -1.

5. In the past 12 months, have you called, written, or gone to see any City employee or Council member about an issue or problem?

Yes	21%
No	79%

6. [IF Q5 = YES; n = 84] Considering both the quality of information and the level of courtesy, were you satisfied or dissatisfied with your interaction with the City employee or Council member? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied	41%
Somewhat satisfied	17%
Somewhat dissatisfied	14%
Very dissatisfied	22%
DK/NA	6%

7. [IF Q6 = VERY OR SOMEWHAT DISSATISFIED; n = 30] What is the single, MOST important reason you were dissatisfied with the interaction? [DON'T READ CHOICES, RECORD FIRST RESPONSE]

Problem not resolved	46%
Time it took to answer question or solve the problem	20%
Lack of courtesy/politeness	12%
Information was not helpful/useful	11%
Other	8%
DK/NA	3%

8. Please think about the sense of community that you feel living in Redwood City. Would you say that you feel a strong, weak, or no sense of community at all? [IF ANSWER IS STRONG/WEAK THEN ASK]: Would that be very (strong/weak) or somewhat (strong/weak)?

Very strong	22%
Somewhat strong	37%
Somewhat weak	22%
Very weak	5%
None at all	11%
DK/NA	4%

9. (n = 342) Next, think about the things that contribute to your sense of community in Redwood City. I am going to read you a list of items; please tell me how much your sense of community comes from each one.

Would you say that you derive a strong, weak, or no sense of community at all from \_\_\_\_\_? [IF ANSWER IS STRONG/WEAK THEN ASK]: Would that be very (strong/weak) or somewhat (strong/weak)?

	Mean Scores	Very Strong	Somewhat Strong	Somewhat Weak	Very Weak	None at all	DK/NA
9A. Family living locally	2.5	33%	26%	10%	7%	18%	7%
9B. Friends living locally	3.1	44%	35%	10%	4%	5%	2%
9C. Local Service clubs or organizations	2.5	26%	28%	14%	4%	17%	11%
9D. Local Faith based organizations	2.6	29%	29%	10%	3%	16%	12%
9E. Locally based hobbies or sports	2.7	32%	33%	12%	2%	15%	7%
9F. Your children's local school	2.5	31%	18%	5%	4%	19%	23%
9G. Community programs and activities	3.0	39%	35%	9%	2%	8%	8%
9H. Your neighborhood and neighbors	3.1	40%	37%	14%	4%	4%	1%

Mean score computation:

"Very Strong" = +4, "Somewhat Strong" = +3, "Somewhat Weak" = +2, "Very Weak" = +1, and "None at all" = 0.

10. (n = 342) Is there any other area of life in Redwood City that gives you a very or somewhat strong sense of community? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Downtown / Theater District	16%
City parks and recreation	13%
Local shops and restaurants	10%
Library	4%
Farmers' market	4%
Other	14%
DK/NA	50%

11. How many neighbors on your block do you know or interact with? Would you say none, several, half, most, or all?

None	12%
Several	45%
Half	19%
Most	17%
All	7%

12. In the past 12 months, have you volunteered or participated with any group or organization in Redwood City or donated money or other resources? [IF YES, PROBE FOR WHETHER VOLUNTEERED, PARTICIPATED, OR MADE A DONATION; RECORD MULTIPLE YES RESPONSES]

Yes, volunteered	26%
Yes, participated	11%
Yes, made a donation of money or resources	30%
No	51%
DK/NA	1%

13. [IF Q12 = YES; n = 196] What type of group or organization did you volunteer or participate with or make a donation? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Church or religious organization	17%
Public or private school	17%
Police Department/Police Athletic League	15%
Children or youth organization	8%
Food bank or shelter	7%
Neighborhood event/activity	6%
Senior organization	6%
Hospital or healthcare organization	5%
Environmental organization	4%
Political party or organization	4%
Animal shelter	3%
Public library	3%
Fire Department	3%
Teen organization	2%
Museum or performing arts organization	2%
City event/activity	2%
Salvation Army	1%
Habitat for Humanity	1%
Other	11%
DK/NA	4%

**Park and Recreation**

14. In the past 12 months, has anyone in your household used any Redwood City park, recreation facility, or recreation program?

Yes	58%
No	41%
DK/NA	1%

15. Overall, would you say that Redwood City's parks, recreation facilities, and recreation programs are excellent, good, fair, poor, or very poor?

Excellent	39%
Good	43%
Fair	13%
Poor	2%
Very Poor	1%
DK/NA	3%

16. [IF Q15 = FAIR, POOR, OR VERY POOR; n = 59] Please tell us why you rated Redwood City's parks, recreation facilities, and recreation programs as [PIPE IN RESPONSE FROM Q15]. [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Poor quality/dirty/poorly maintained	41%
Not enough information on activities	19%
Not enough suitable parks	13%
Overcrowded	8%
Not enough recreation or family activities	5%
Not big enough	3%
Other	5%
DK/NA	17%

**Libraries**

17. In the past 12 months, have you, or anyone in your household, used any Redwood City public library or library services?

Yes	74%
No	26%

18. Overall, would you say that Redwood City's public library services are excellent, good, fair, poor, or very poor?

Excellent	52%
Good	33%
Fair	3%
Poor	<1%
Very Poor	<1%
DK/NA	10%

19. [IF Q17 = YES; n = 296] What is the single, MOST important improvement that you would like to see to the Redwood City public libraries? [DON'T READ CHOICES]

Expand selection of books	12%
Additional computers or computer time	10%
Additional evening hours	5%
More programs for children	5%
Additional weekend hours	3%
More staff	2%
Expand selection of CDs and audio books	2%
More adult or senior programs	2%
Library needs bigger building/more space	2%
More programs for teens	1%
Better parking facilities	1%
More funding	1%
Expand selection of DVDs	1%
Nothing	30%
Other	7%
DK/NA	16%

20. [ASK IF Q17 = NO; n = 103] What is the main reason you don't use or visit a Redwood City public library more often? [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Too busy, don't have time to use	25%
Use the Internet instead	22%
Prefer to own the items (books, CDs, etc.)	13%
No programs or events interest me	11%
No need to use	8%
Location is inconvenient	8%
Use other libraries	5%
No one in the household goes to school	4%
Not enough parking	3%
Too old or disabled	3%
Hours are inconvenient	2%
Items I want are not available	1%
Building is uncomfortable	1%
Other	5%
DK/NA	6%

### Road and Sidewalk Maintenance

21. How would you rate the quality of street sweeping services in your neighborhood? Would you say that they are excellent, good, fair, poor, or very poor?

Excellent	19%
Good	37%
Fair	24%
Poor	7%
Very poor	7%
DK/NA	6%

22. How about the sidewalks? Would you say the sidewalks are in good condition all over, in mostly good condition but have a few bad spots here and there, or that there are many bad spots on the sidewalks?

Good condition all over	23%
Mostly good condition but a few bad spots	50%
Many bad spots	21%
No sidewalks	6%

### Code Enforcement

23. Now thinking about the City as a whole. Would you say that it is very clean, somewhat clean, somewhat dirty, or very dirty?

Very clean	26%
Somewhat clean	62%
Somewhat dirty	11%
Very dirty	1%

24. To what extent are abandoned vehicles, graffiti, dilapidated buildings and overgrown lots with weeds currently a problem in your neighborhood? Would you say they are not a problem, only a small problem, somewhat of a problem or a major problem?

Not a problem	59%
Only a small problem	16%
Somewhat of a problem	16%
Major problem	9%
DK/NA	1%

**Police Services**

25. In general, would you say that Redwood City's police department does an excellent, good, fair, poor, or very poor job of addressing neighborhood concerns?

Excellent	26%
Good	45%
Fair	14%
Poor	4%
Very poor	3%
DK/NA	9%

26. How safe do you feel walking alone in your neighborhood after dark? Do you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?

Very safe	46%
Reasonably safe	34%
Somewhat unsafe	14%
Very unsafe	4%
DK/NA	3%

27. How safe do you feel walking alone in the business downtown areas of Redwood City after dark? Do you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?

Very safe	39%
Reasonably safe	37%
Somewhat unsafe	10%
Very unsafe	3%
DK/NA	10%

28. [IF Q26 OR Q27 = SOMEWHAT OR VERY UNSAFE; n = 101] Please tell us why you said that you feel unsafe in your neighborhood or downtown. [DON'T READ CHOICES; RECORD MULTIPLE RESPONSES]

Gangs or other crime	40%
People or groups loitering	36%
Poor street lighting	18%
Drug activity or intoxicated people	13%
Not enough police visible and/or available	12%
Homeless	10%
Not enough activity	3%
Personal experience	2%
Other	8%
DK/NA	4%

29. Moving on, I'd like to read you a list of items and information related to disaster preparedness. For each, please tell me whether your household has the item or information.

Here's the (first/next), does your household have \_\_\_\_\_?

	Yes	No	DK/NA
29A. An emergency supply kit	60%	39%	0%
29B. A family or household emergency plan	48%	50%	2%
29C. Information on what to do in the event of an emergency or disaster	58%	41%	2%
29D. A neighborhood disaster preparedness plan or disaster training	17%	80%	3%
29E. An adult who is trained in CPR or first aid	57%	42%	1%
29F. A smoke alarm in each bedroom and hallway	83%	17%	0%

30. Redwood City may be sending residents information on energy and water conservation and waste reduction. Please tell me whether your household would use each of the following types of information.

Here's the (first/next), would your household use information on \_\_\_\_\_?

	Yes	No	DK/NA
30A. Conserving household energy, such as electricity	88%	11%	0%
30B. Solar power	54%	44%	1%
30C. Water conservation	84%	16%	1%
30D. Environmentally friendly household supplies and products	82%	16%	2%
30E. Recycling	86%	14%	0%
30F. Jobs in environmental fields	49%	47%	4%
30G. Local bike and pedestrian friendly routes to reduce the use of automobiles	65%	33%	2%

**Information Sources and City Communication**

31. This past September, the City started a newsletter, "Redwood City Community Notes," that is mailed to residents every two months. Before taking this survey, were you aware of the City newsletter?

Yes	34%
No	63%
DK/NA	3%

32. [IF Q31 = YES; n = 136] Are you satisfied or dissatisfied with the overall quality of the "Redwood City Community Notes" newsletter? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied	44%
Somewhat satisfied	42%
Somewhat dissatisfied	4%
Very dissatisfied	0%
DK/NA	10%

33. In general, how often do you access the Internet? [DON'T READ CHOICES]

Several times a day or more	49%
Once a day	18%
Few times a week	7%
Once a week	2%
Few times a month	2%
Once a month or less	2%
Do not use the Internet	20%

34. (n = 317) Are you aware that the City of Redwood City has an official website?

Yes	78%
No	22%

35. [ASK IF Q34 = YES; n = 247] On average, how often do you visit the City of Redwood City website?

More than once a week	2%
Once a week	6%
Few times a month	9%
Once a month	13%
Few times a year or less	51%
Have never visited the website	20%

36. In general, is it easy or difficult to find the information you are looking for on the City of Redwood City website? [GET ANSWER, THEN ASK:] Is that very (easy/difficult) or somewhat (easy/difficult)?

Very easy	38%
Somewhat easy	45%
Somewhat difficult	10%
Very difficult	2%
DK/NA	5%

37. What is your most preferred source of information about City activities, events, and issues? [DON'T READ CHOICES]

Newspaper (Redwood City Daily News)	13%
Newsletter (Other)	11%
Television	11%
Newsletter (Redwood City "Community Notes")	10%
Website (Redwood City official site)	10%
Word of mouth, friends or family	10%
Email notices (Redwood City "E-news")	9%
Newspaper (Other)	6%
Website (Other)	5%
Mailers or flyers	4%
Radio	1%
Other	7%
DK/NA	4%

**City Council Meetings**

38. Within the past 12 months, have you, or has anyone in your household, attended a City council meeting or watched a City council meeting on cable television or on the Internet? [IF YES, PROBE FOR SPECIFIC SOURCE; RECORD MULTIPLE YES RESPONSES]

Yes, attended a meeting	11%
Yes, watched on cable television	12%
Yes, watched on the Internet	3%
No	78%

**Additional Respondent Information**

- A. [IF Qiii = REDWOOD CITY; n = 372] Do you live East or West of El Camino Real? [IF NEEDED: In other words, do you live on the Bayside or the Oceanside of El Camino Real?]

East (Bayside) of El Camino Real	30%
West (Oceanside) of El Camino Real	63%
DK/NA	7%

- B. [IF QA = EAST; n = 112] Do you live North or South of Woodside Road? [IF NEEDED: In other words, do you live on the San Francisco side or the San Jose side of Woodside Road?]

North (San Francisco side) of Woodside Road	49%
South (San Jose side) of Woodside Road	48%
DK/NA	3%

- C. [IF QA = WEST; n = 233] Do you live East or West of Alameda de las Pulgas? [IF NEEDED: In other words, do you live on the Bayside or the Oceanside of Alameda de las Pulgas?]

East (Bayside) of Alameda de las Pulgas	63%
West (Oceanside) of Alameda de las Pulgas	35%
DK/NA	2%

- D. [IF QC = EAST; n = 147] Do you live North or South of Jefferson Avenue? [IF NEEDED: In other words, do you live on the San Francisco side or San Jose side of Jefferson Avenue?]

North (San Francisco side) of Jefferson Ave	32%
South (San Jose side) of Jefferson Ave	64%
DK/NA	4%

**E. What is your age? [DON'T READ LIST]**

18 to 24	11%
25 to 34	17%
35 to 44	23%
45 to 54	20%
55 to 59	7%
60 to 64	5%
65 to 74	8%
75 to 84	4%
85 and over	2%
DK/NA	3%

- F. How many children under the age of 18 do you have living in your household? [DON'T READ CHOICES]

None	57%
One	19%
Two	18%
Three	5%
Four or more	1%
DK/NA	1%

- G. [IF QF = CHILDREN IN HOUSEHOLD; n = 169] What are the ages of these children living in your household? [MULTIPLE RESPONSES PERMITTED. IF NECESSARY, PROMPT WITH GRADE LEVELS]

0 to 5 years (pre-school)	46%
6 to 12 years (grade-school)	60%
13 to 14 years (middle-school)	25%
15 to 18 years (high-school)	27%
DK/NA	2%

H. What ethnic group do you consider yourself a part of or feel closest to? [IF RESPONDENT HESITATES, READ LIST]

Caucasian/White	51%
Latino(a)/Hispanic	35%
Asian	5%
African-American/Black	2%
Native American	1%
Pacific Islander	1%
Two or more races	1%
Other	2%
DK/NA	2%

I. What is the primary language spoken in your household? [DON'T READ CHOICES]

English	69%
Spanish	25%
Chinese	2%
Other	3%
DK/NA	1%

J. [IF QI IS NOT ENGLISH; n = 118] If you were to receive information from the City in your native language instead of English, would you be more likely to use the information? [IF YES, THEN ASK:] Would that be much more likely or somewhat more likely?

Much more likely	54%
Somewhat more likely	17%
No	26%
DK/NA	4%

K. Please stop me when I reach the category that best describes your total household income before taxes in 2007.

Less than \$25,000	13%
\$25,000 to less than \$50,000	19%
\$50,000 to less than \$75,000	12%
\$75,000 to less than \$100,000	9%
\$100,000 to less than \$125,000	8%
\$125,000 to less than \$150,000	7%
More than \$150,000	16%
DK/NA	16%

L. Respondent's Gender:

Male	50%
Female	50%

#### Screeners

i. Do you work for the City of Redwood City, or are you appointed to any city committee or commission?

No	100%
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ii. What is your home zip code? [DON'T READ CHOICES]

94061	38%
94062	25%
94063	23%
94065	15%

iii. What city do you live in? [DON'T READ CHOICES]

Redwood City	93%
Redwood Shores	7%