

RESOLUTION NO. 2020-91

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
MARINA RECEIVING A RESIDENT SATISFACTION SURVEY

WHEREAS, the City of Marina City Council solicits the public's input in the governance of Marina;
and,

WHEREAS, a graduate student has asked to work with the City in conducting a resident satisfaction
and opinion survey; and

WHEREAS, this information may be useful to the Council in meeting the needs of the residents of
Marina;

WHEREAS, the City Council has directed staff to work with the graduate student in conduction a
satisfaction survey;

WHEREAS, the City Council seeks to include the opinions of all its residents;

WHEREAS, a resident satisfaction survey was conducted in February of 2020;

RESOLVE AS FOLLOWS:

SECTION 1. The City Council accepts the 2020 residents' satisfaction survey (Exhibit A).

PASSED and ADOPTED by the City Council of the City of Marina at a special meeting duly
held on this 7th day of July 2020 by the following vote:

AYES, COUNCIL MEMBERS: Berkley, Urrutia, O'Connell, Morton, Delgado

NOES, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: None

ATTEST:

Bruce C. Delgado, Mayor

Anita Sharp, Deputy City Clerk

INTEROFFICE MEMORANDUM

TO: LAYNE LONG, CITY MANAGER

FROM: ERIC FROST, FINANCE DIRECTOR
MACKENZIE BOONE-MORTON

SUBJECT: RESIDENT SATISFACTION SURVEY

DATE: JULY 7, 2020

CC: MATT MOGENSEN, ASSISTANT CITY MANAGER
CITY DEPARTMENT HEADS

Last year, the City employed Mackenzie Boone-Morton as an intern. One of her projects was to design a Resident Satisfaction Survey. In February, City volunteers worked over several days to collect 135 surveys on the opinions on City's services. The surveys were taken outside of Grocery Outlet, Lucky's and Mountain Mike's Pizza. Given the number of survey responses, the expected error rate would be +/- 8% at 90% confidence interval.

Although not perfect, the survey responses do give a sense of residential satisfaction of the City's services. Many immediate perceptions may have changed recently due to COVID-19 or recent protests, but other cities' comparable surveys have found resident satisfaction opinions to be remarkably stable. This stability or variability can only be tested with additional surveys.

The survey instrument, which is on the following pages, tried to limit the responses to individuals living in Marina. However, 6 completed surveys were from individuals who conduct business but do not live in Marina.

The survey asked people's satisfaction with:

- services provided by Police and Fire;
- their feelings about personal safety;
- the service they received from City employees, if they had contact with City employees;
- Marina as a good place to live, raise children, work, retire or visit;
- what were the quality and importance of various City services; and,
- what is the most important item the Council should focus on.

In addition, survey participants were asked demographic information to validate that the those participating were representative of the community compared to Marina's 2010 census data. The demographics showed the survey participants tended to be older, whiter, and wealthier than the census. Future survey's, if conducted, might try locating some survey points at Hispanic and Asian markets to improve the survey takers demographics.



City of Marina 2020 Public Opinion Survey

1. Are you a Marina resident?

- 1 Yes
2 No

2. Which part of the city do you live in?

- 1 Preston or Abrams Park
2 Former Fort Ord
3 North of Reservation Road
4 South of Reservation Road

PUBLIC SAFETY

3. How do you rate the city's efforts at providing a safe community?

- 1 - Very poor 2 - Poor 3 - Average 4 - Good 5 - Excellent

4. Have you had a business contact with the Marina Police Department in the past year?

Yes No

If you answered yes, how would you rate the service you received?

- 1 - Very poor 2 - Poor 3 - Average 4 - Good 5 - Excellent

5. Have you had a business contact with the Fire Department in the last year?

Yes No

If you answered yes, how would you rate the service you received?

- 1 - Very poor 2 - Poor 3 - Average 4 - Good 5 - Excellent

6. Do you feel safe:

- | | | |
|--|-----|----|
| a. Walking alone in your neighborhood during the day | Yes | No |
| b. Walking alone in your neighborhood after dark | Yes | No |
| c. Walking alone in a retail area during the day | Yes | No |
| d. Walking alone in a retail area after dark | Yes | No |

SERVICES & QUALITY OF LIFE

7. During the last year, how many times have you visited or attended activities at:

	Never	1 day/week	2-4 days/week	1 day/month	2-4 days/month	A few times/year
City Parks	1	2	3	4	5	6
Community Center	1	2	3	4	5	6
Teen Center	1	2	3	4	5	6
Trails	1	2	3	4	5	6
Downtown Marina	1	2	3	4	5	6
Library	1	2	3	4	5	6

8. Have you contacted a city department in the past 12 months?

Yes No

If you answered yes, why did you contact the city? _____

If you answered yes, how satisfied were you by the service you received?

- 1 - Very Unsatisfied 2 - Unsatisfied 3 - Neutral 4 - Satisfied 5 - Very Satisfied

9. How would you rate the quality of life in Marina?

	Very Poor	Poor	Average	Good	Excellent	No Opinion
As a place to live	1	2	3	4	5	X
As a place to raise children	1	2	3	4	5	X
As a place to work	1	2	3	4	5	X
As a place to retire	1	2	3	4	5	X
As a place to visit	1	2	3	4	5	X

10. What is the most important service besides Police and Fire? _____

11. How would you rate the quality of the following services in Marina?

Service	Very Poor	Poor	Average	Good	Excellent	Not Observed
Police Emergency Response	1	2	3	4	5	X
Fire Emergency Response	1	2	3	4	5	X
Private Ambulance	1	2	3	4	5	X
City Road Maintenance	1	2	3	4	5	X
Traffic Management	1	2	3	4	5	X
Bus Services	1	2	3	4	5	X
Street Lighting	1	2	3	4	5	X
Community Services for Seniors	1	2	3	4	5	X
Recreation Activities	1	2	3	4	5	X
Park Maintenance	1	2	3	4	5	X
Garbage and Recycling Collection	1	2	3	4	5	X
Water Services	1	2	3	4	5	X

DEMOGRAPHICS

15. What is your gender?

- 1 Male
- 2 Female
- 3 Non-binary
- 4 Decline to State

16. What is your age group?

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 or older
- 7 Decline to State

17. Do you have children under 18 living with you?

- 1 Yes
- 2 No

18. What is your ethnicity? Circle One.

- 1 Black or African American
- 2 Asian
- 3 Caucasian or White
- 4 Hispanic or Latino/a
- 5 American Indian or Alaska Native
- 6 Native Hawaiian or Pacific Islander
- 7 Two or More Races
- 8 Other
- 9 Decline to State

19. What is your household income level?

- 1 Less than \$45,000
- 2 \$45,000- \$70,000
- 3 Above \$70,000
- 4 Decline to State

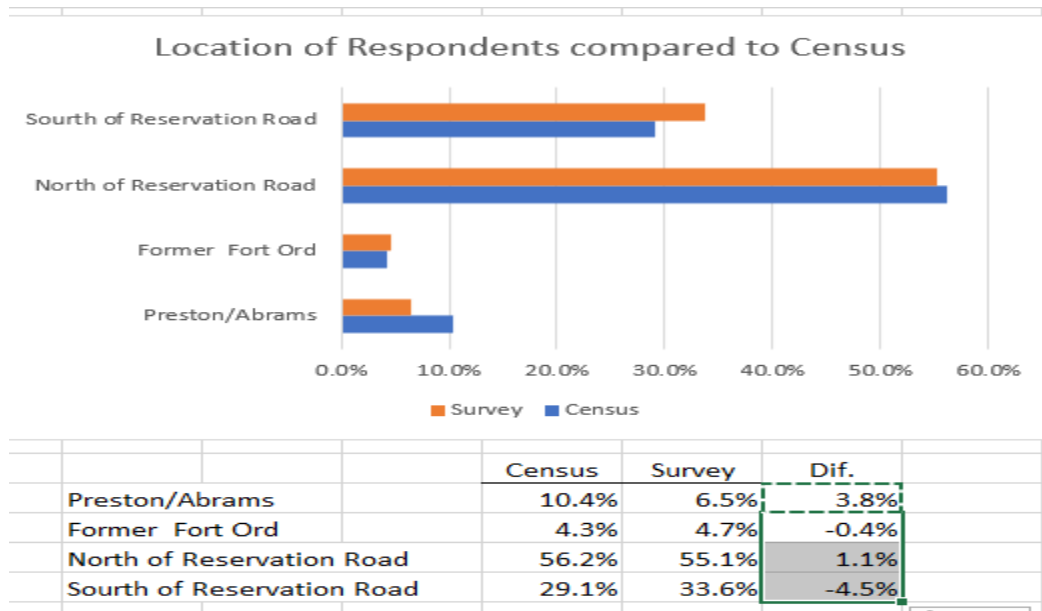
20. What is one thing the City should be working on to make Marina better? _____

Thank you for completing this survey!

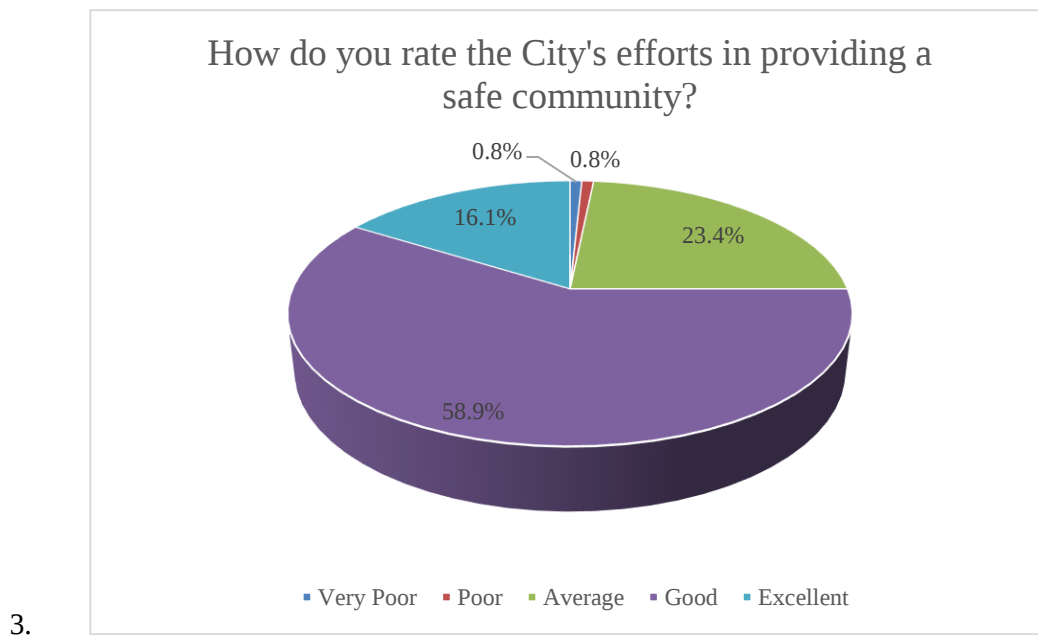
To stay up to date on City news, sign up at cityofmarina.org/notifyme

2. Which part of the city do you live in?

Preston/Abram = 1; Fort Ord = 2, North of Reservation Rd. = 3, South of Reservation Rd. -4



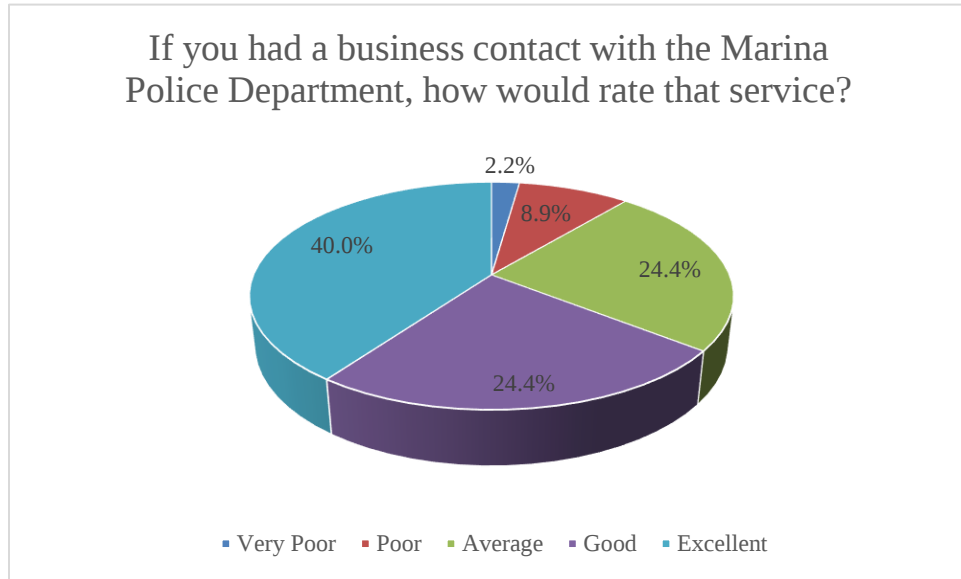
Police Perception



3.

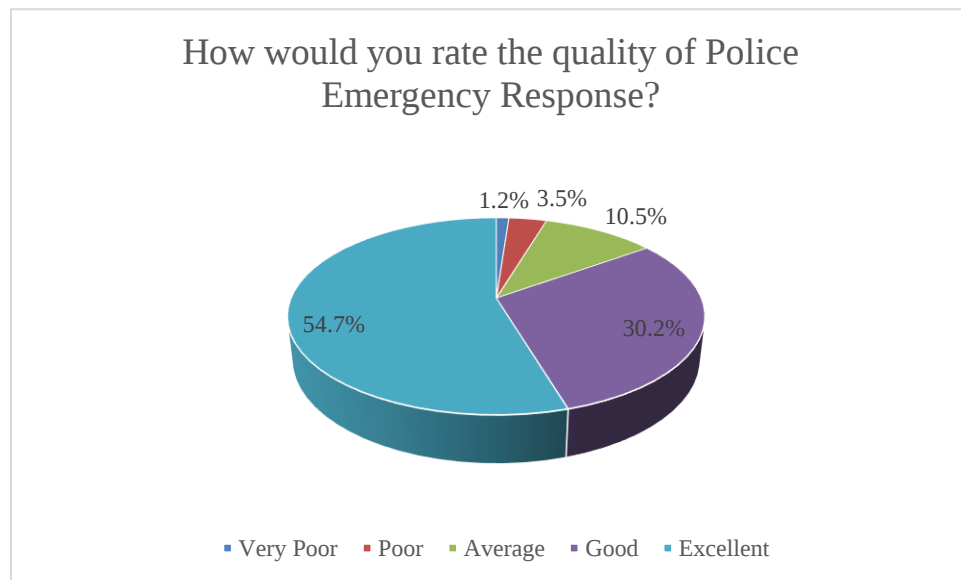
Of the individuals surveyed, 1.6% believed that the City's efforts to provide a safe community were very poor or poor. 75% believed the City's efforts were good or excellent.

4.



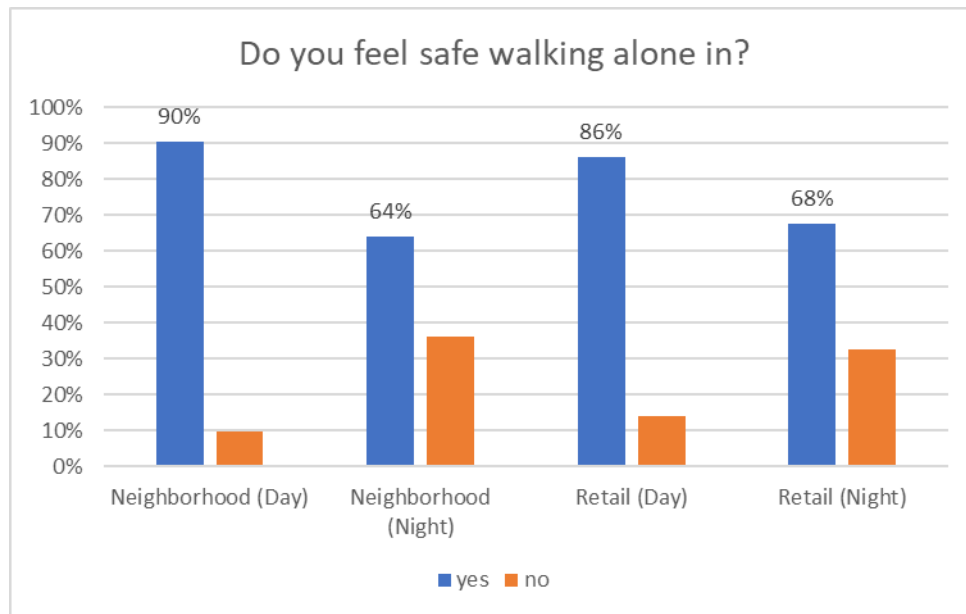
Those taking the survey were asked if they had a business contact with the Police Department. 35 individuals said they had. Of this group, 11.5 percent said their interaction was either poor or very poor, compared to 64.4 percent saying their interaction was good or excellent.

11.a



When asked about the Police's emergency response, 4.7% stated the Police's response was poor or very poor, compared to 84.9% rating the response as good to excellent. It is interesting to note

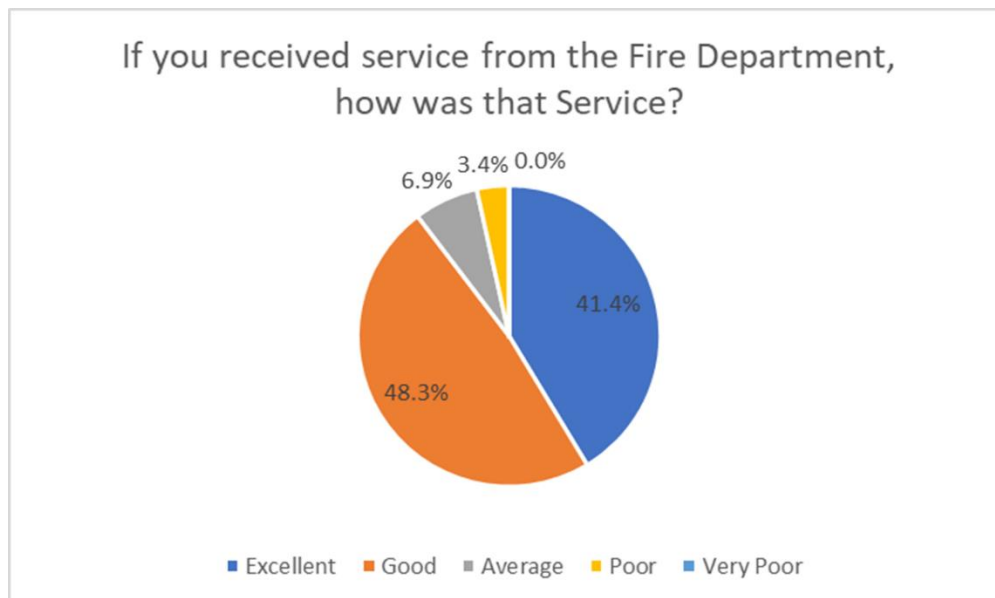
that the ratings of poor and very poor responses declined from 11.5% to 4.7% when comparing all police services to emergency services. Police emergency response received one of the highest levels of satisfaction ratings in the survey.



6.

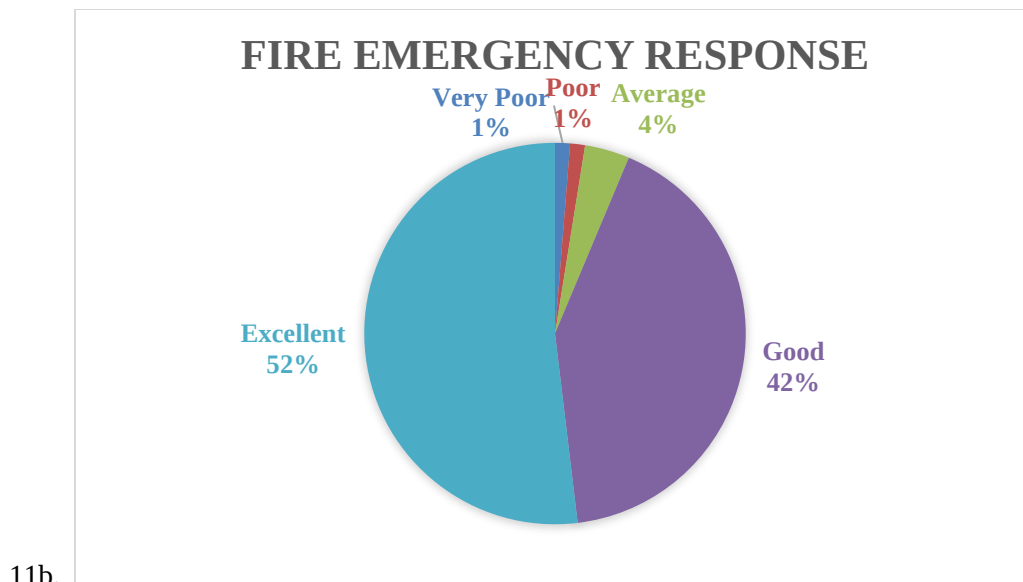
Most people feel safe during the day but nearly 1/3 have some concerns in the evening in Marina.

Fire Perception



5.

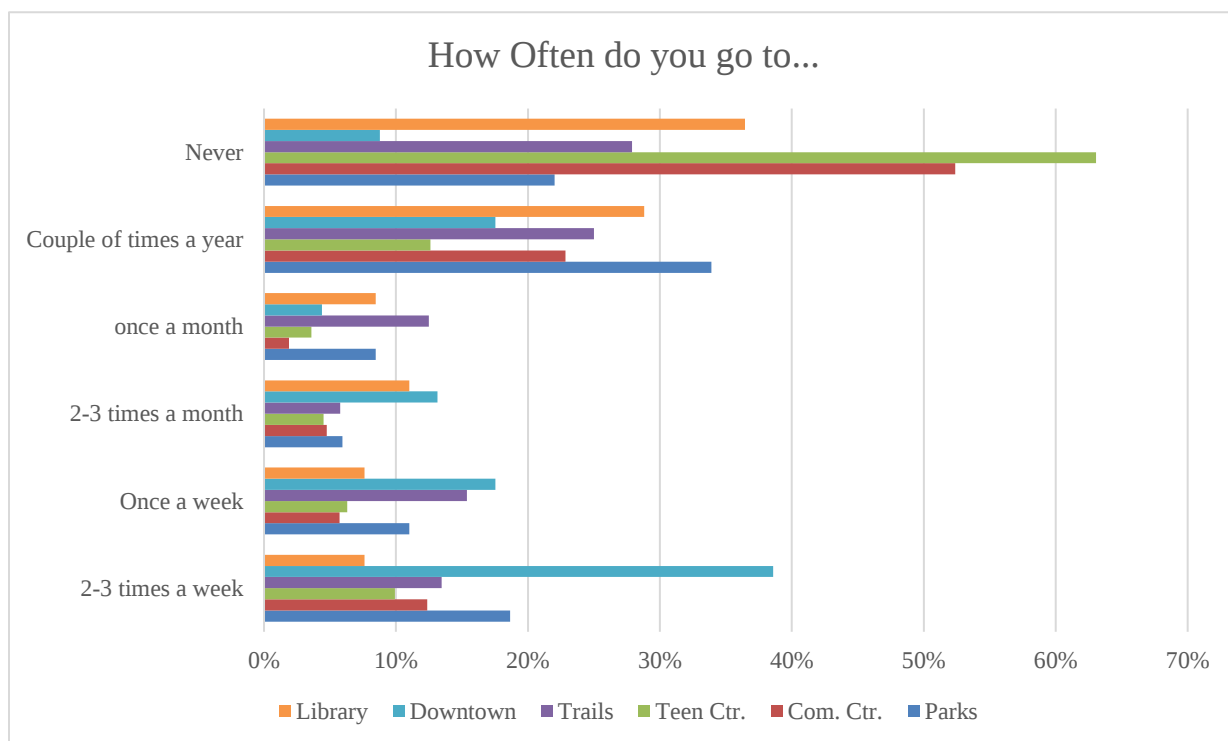
Almost 90% percent of those surveyed rated the Fire Department's service as excellent or good.



When asked to rate the Fire Department's emergency response, the Excellent and Good responses increase from 90% to 94%.

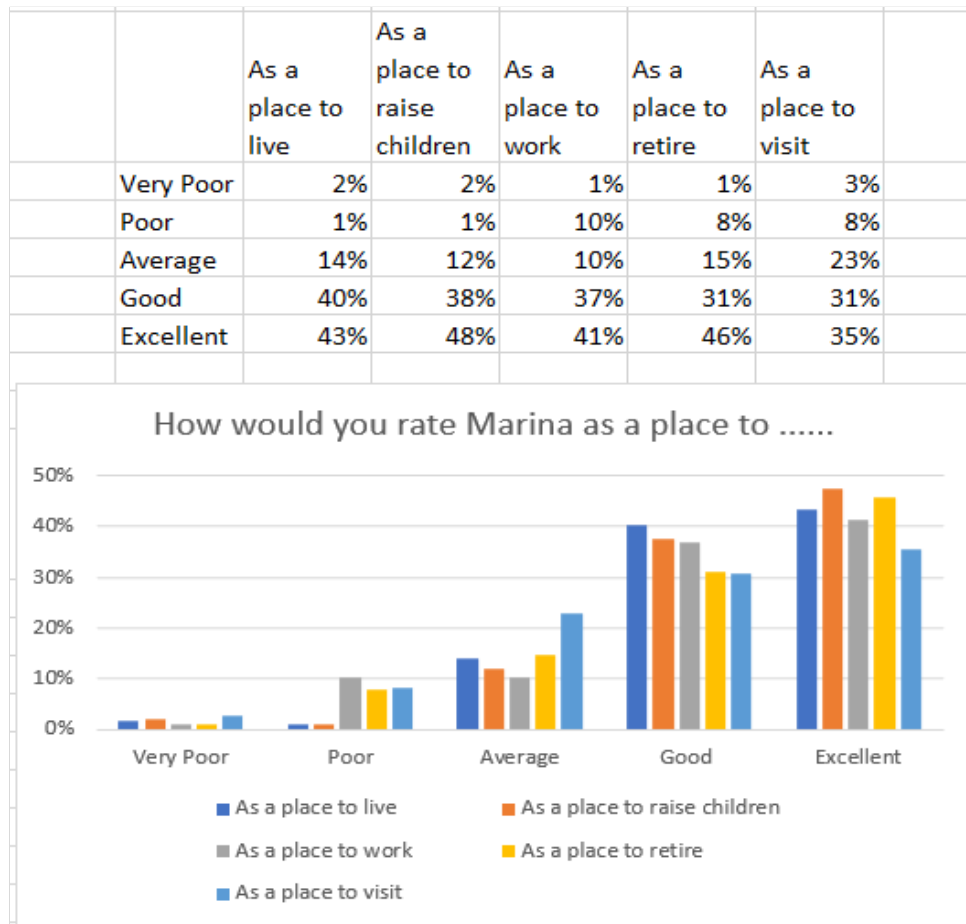
Use of Community Facilities

7.



Question 7 assessed how often community facilities were used. Less than 10% of Marinites said they never came to Marina's downtown while over 60% said they never came to the teen center. Conversely, almost 60% said they came downtown at least once a week. Parks were the most often visited City facility.

General Perceptions about the Community



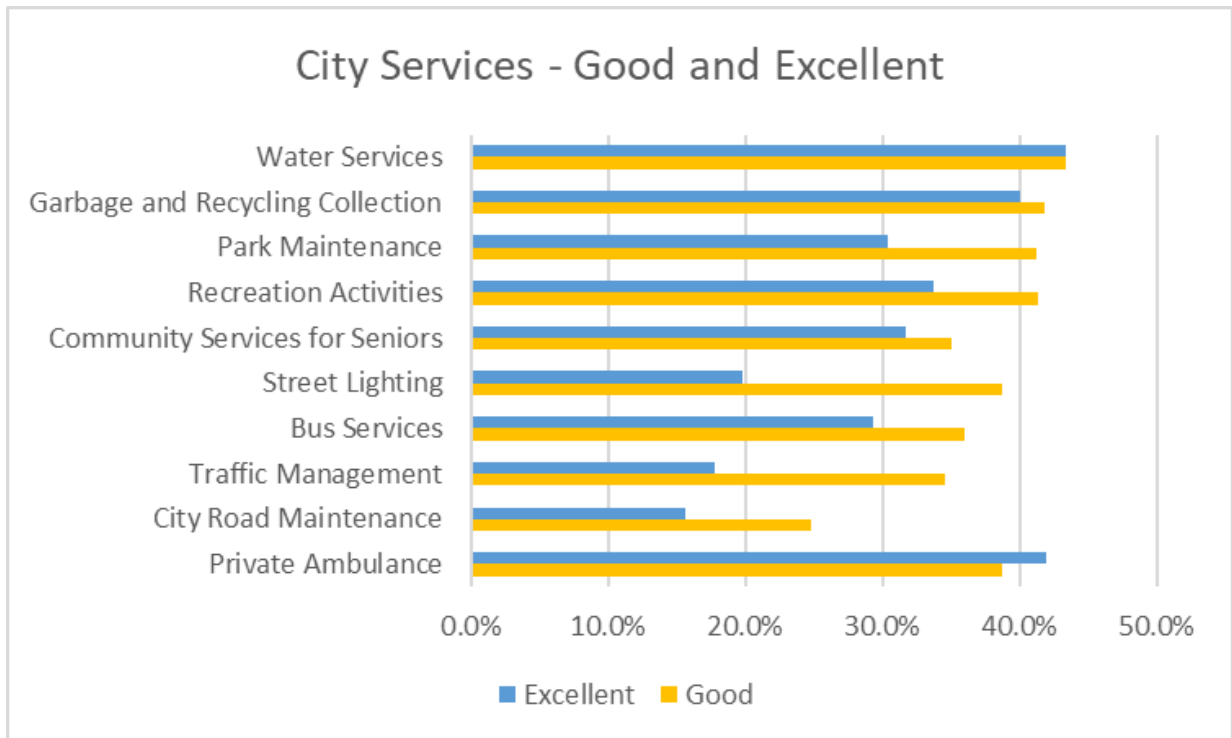
Question 9 asked people to rate Marina as a place to live, raise children, work, retire and visit. As a place to visit had the lowest good and excellent ratings, totaling 66%. As a place to raise children had the highest good and excellent ratings at 85%.

Non-Public Safety Services

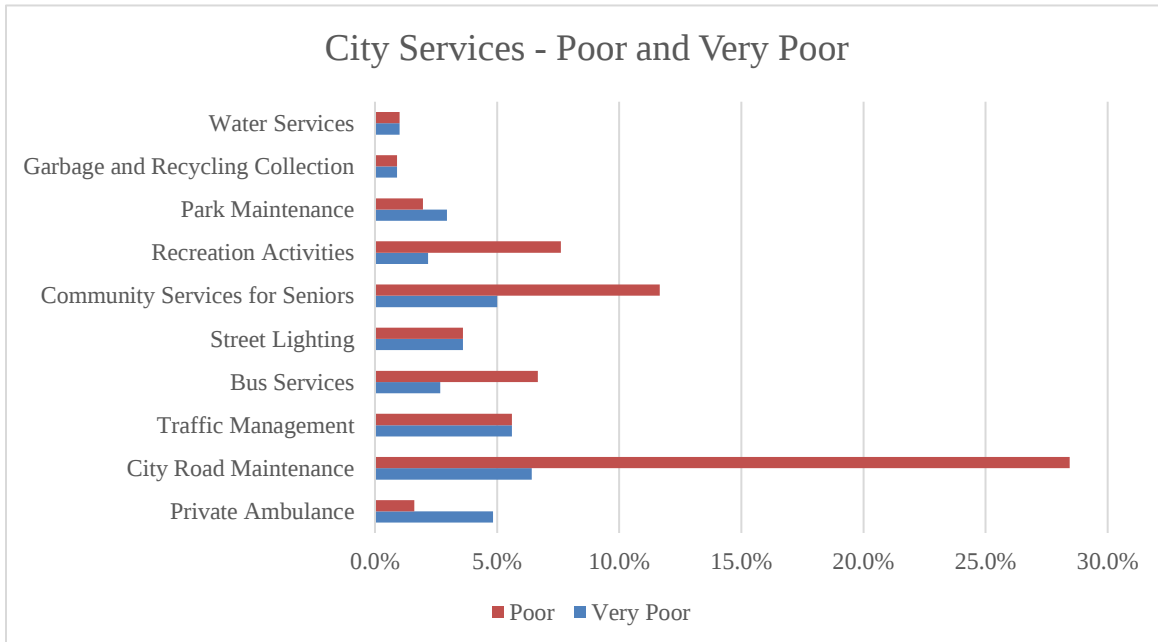
Question 8 asked if individuals had a contact with any City department and how satisfied they were with that contact. Question 10 asked what the most important service besides Police and Fire was. The responses are shown in a word cloud with the most often used terms showing as larger than least used terms. Those taking the survey were asked their option about City services in general in question 11.

8. The average response rating was 3.4, in between average and good. The various departments' ratings are shown below.

If you visited a department of the City this last year, how satisfied were you with the service you received?					
	1 - Very poor	2 - Poor	3 - Average	4 - Good	5 - Excellent
<u>Dept</u>	<u>Issue/Dept.</u>		<u>Rating</u>	<u>Average</u>	
Rec	Recreation		5		
Rec	Parks		1		
Rec	Park and Rec		5	3.67	
Police	Possible Person in home		3		
Police	Police/Fire		5		
Police	Police		1		
Police	parking issues		4		
Police	Parking issue		1		
Police	Dog registration and donations		5		
Police	Being stalked		3	3.14	
Planning	Permit		5		
Planning	Building Dept		5		
Planning	Building and Planning		5		
Planning	Backyard structures		3		
Planning	tree cutting/replace		2		
Planning	Root in Sidewalk		3	3.83	
Fire	overgrown vacant lot		3	3.00	
Fire	Weed control		1		
Council	public debates		5	5.00	
Admin	Human Resources		4		
Admin	Business Lic.		5		
Admin	Rent Control		1	3.33	
	All categories average		3.41		
	<u>Distribution</u>				
	Very Poor		5		
	Poor		1		
	Average		5		
	Good		2		
	Excellent		9		
	Total Responses		22		



Water, Garbage and Private Ambulance tends to have the best ratings. While Road Maintenance clearly is the service or area of effort needing the most attention.



One thing to focus on

At the end of the survey, individuals were asked what one thing the Council focus should be on. There responses are shown in the word cloud below.



At the time, it is pretty clear residents wanted improved streets. The complete list of responses are found at the end of this report.

Demographics

The survey sample was less than what was desired. The City had hoped to obtain 200 surveys. 136 were obtained. Several demographic statistics were compared to the 2010 census as shown below.

15. Male or Female

	Census	Survey	Dif.
Male	48.1%	43.5%	4.6%
Female	51.9%	56.5%	-4.6%

The Survey was more female than the census shows in general. Although the survey asked if someone was non-binary, no one gave that response.

16/17. Age and Children Living at Home

Age	Census	Survey	Dif.
18-24	16.6%	6.5%	10.1%
25-34	18.5%	15.4%	3.1%
35-44	16.3%	15.4%	0.9%
45-54	18.7%	17.9%	0.8%
55-64	14.7%	19.5%	-4.8%
65+	15.1%	25.2%	-10.1%
	100.0%	100.0%	

The census was younger than the ages of those taking the survey. Seventy-five percent of those taking the survey reported no children living at home. The census showed that 2/3 of households did not have children according to the census.

18. Race

Race	Census	Survey	Dif.
Black	7%	8%	-1%
Hispanic	28%	16%	12%
White	36%	51%	-15%
Asian and Pacific	21%	12%	9%
Two or more races	8%	6%	2%
Other	0%	7%	-6%

Asian and Hispanic races were underrepresented in the survey. Given that the surveys were taken in front of grocery stores, the survey's demographics might be improved by taking surveys in front of Asian or Hispanic Markets.

19. Income

Income	Census	Survey	Dif.
Less than \$45,000	40.9%	31.6%	9.3%
\$45,000 to \$70,000	18.6%	21.1%	-2.5%
Above \$70,000	40.5%	47.4%	-6.9%

The survey participants tended to report higher incomes than the 2010 census, although incomes may have increased since the census.

Suggestions for Improvement

The survey was taken in February. The weather was cool. It would be better to take the survey in April or May. The survey underreported Hispanic and Asian residents. By taking surveys at Asian and Hispanic Markets, racial distribution might be improved.

One thing the City should work on		
1) speeding in residential areas 2) regulating single family residencies in designated areas		More jobs, activities
Affordable Housing		More lighting and work more with community
Affordable Housing		More night life
Beach needs to be larger		More parks with play ground equipment, basketball courts and tennis courts
Better Council		More retail
Better lighting and security in Walmart. Do not feel safe there at night.		More rural and entrance ways to forests. Add good restaurants
Change color of buildings to pastels		More Special Ed classes
Cheaper housing		More sponsored events: parades, carnivals. More community involved activities beside Police/Fire.
City does not feel warm and welcoming - need better landscaping		More sporting activities
City Parks		More workable
Clean up beach. Marina should be embarrassed.		Need a new mayor
Cleaning up the entrances to town.		New Mayor
Cleaning up, making parks and green areas more inviting, enforcing signal laws		No marijuana cultivation in my backyard
Cleanliness		No more roundabouts; that funding could repair every road in Marina
community activities, toddler activities		No opinion
Crossings for pedestrians, especially on Imjin		Nothing
Desperately need senior center. Improve Carmel Ave. No problem with cars.		
Enforce landscape ordinance or get some.		Open spaces
Differentiate Marina from Seaside and North Salinas as much as possible		Parking (Blanco, Reservation, Bayer)
Directional Development. Projects are coming but what is the big picture plan.		
How will MP avoid turning into the bay area?		Pave the streets
Do not allow marijuana cultivation on Davis Drive		Pick up trash in the City
Do not allow marijuana cultivation on Davis Drive. We do like Urban Wine Row		Protect wildlife area
Dog park		Public transportation
Expand affordable housing		Read, retail, cosmetic, jobs
Fix potholes		Recreation, camping, downtown area more attractive
Fix Roads		Reduce the wind
Fix roads, infrastructure		Road maintenance, Community Center
Fix roads, traffic enforcement on Imjin Parkway		Roads
Get bathrooms at the parks, fill potholes please. Fix the dump smell. Smelling it now.		Roads
Get rid of abandoned military structures		Roads
Get Trader Joes. More trash clean up. Organize neighborhood clean ups. Please		Roads
Getting new places to eat, more volunteering, active places.		Safe sidewalks. Better maintained houses and apartments
Homeless men and women. Children, housing. Upgrade the City. Bring in business.		
Homeless situation		Seniors need their own space. Better follow through from PD
Housing		Sidewalks and intersections are not wheel chair friendly. Carmel and Del Monte intersection is dangerous.
Housing options if possible		Smells awful outside in Dec., like fertilizer or manure
Improve the kitchen at the Teen Center. We have an awesome center. Just could use some improvement.		Some roads need repair
Incorporate more ethnicity and color in the City Council and county jobs		
Increase positive interaction with police, social outreach programs between community and like Seaside. Potholes.		Stop growth and protect water
It's ok now for me		Street potholes on Reservation Road
Job availability		Streets
Maintenance of City streets		Streets
Make more events		Theater and the Arts
Marina does not need to improve anything		Traffic Design of intersection @ Del Monte and Reservation, confusing accidents
More activities		Update City Code, zoning ordinance so residents can get their questions answered
More activities and events for teens		Upkeep City Property (medians, Streets, Parks, Public Places) Make people want to come here. Need better questions.
More activities for people to do		Water prices, ecoli in water, apartment parking
More activities, a pool		Work more with homeless community and fix sidewalk clearance and put sidewalks in all areas
More business to generate income and jobs		Youth activities for middle and high schoolers
More business to generate revenue		Youth activities, street repair
More family and kid activities		

June 29, 2020

Item No: **11b**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of July 7, 2020

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2020-,
RECEIVING THE 2020 MARINA RESIDENT SATISFACTION SURVEY
REPORT**

REQUEST:

1. Adopting Resolution No. 2020-, receiving the resident satisfaction survey report for 2020.

BACKGROUND:

Last year the City Council approved conducting a Marina Resident Satisfaction with City Services Survey (“**EXHIBIT A**”). It originated as an intern project and was conducted last February. The survey provides insights into what is important to the residents of Marina for Council to consider.

FISCAL IMPACT:

Estimated costs are less \$1,000 dollars. This includes material costs to print and administer the surveys as well as possible costs for staff time to compile the report.

CONCLUSION:

This request is submitted for City Council consideration and possible action.

Respectfully submitted,

Eric Frost
Finance Director
City of Marina

REVIEWED/CONCUR:

Layne Long
City Manager
City of Marina