

RESOLUTION NO. 2019-142

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
MARINA DIRECTING STAFF TO CONDUCT A RESIDENT OPINION
AND SATISFACTION SURVEY

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

WHEREAS, a college 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;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MARINA DOES HEREBY
RESOLVE AS FOLLOWS:

SECTION 1. The City Council directs staff to conduct a resident satisfaction and opinion survey as
outlined in the staff report.

PASSED and ADOPTED by the City Council of the City of Marina at a special meeting duly
held on this 17th day of December 2019 by the following vote:

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

NOES, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk

December 17, 2019

Item No: **11c**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of December 17, 2019

**RECOMMENDATION TO CONSIDER DIRECTING STAFF TO
CONDUCT A RESIDENT OPINION AND SATISFACTION SURVEY**

REQUEST:

It is requested that the City Council:

1. Consider directing staff to conduct a resident satisfaction survey.

BACKGROUND:

This summer, the City employed an intern in the City Manager's office. One of the projects the intern worked on was a potential resident satisfaction and opinion survey. At the time, the project did not move forward because of other priorities. However, the intern is now looking for a public policy project she could do as part of her graduate work. The Public Opinion and Satisfaction survey would qualify as one of those projects. She has asked if she could work with the City to conduct the first of such surveys. She is offering her time to assist the City in completing this project. Finance would assist this effort.

It is in the interest of Council to consider authorizing a community opinion survey. Council needs a method to obtain information from the public to better understand community needs. Many cities conduct citizen surveys and benefit from the wealth of knowledge year after year. Staff's recommendation is to use a survey that both provides:

- 1) Level of Satisfaction questions to monitor community satisfaction with City Services;
and,
- 2) Topical questions to assist the City in assessing various issues the City needs to address.

This information can be a useful tool as the Council completes and/or readdresses their priority list in the future.

A sample survey is attached to this memo.

ANALYSIS:

Instrument & Method

The aim is to create a short, satisfaction survey, to be conducted in-person with the help of volunteers, outside of local grocery stores throughout the city. The alternatives that were also considered were:

Mail Survey: The is option is not recommended because the response rate is fairly low and busy people will tend not to answer mail surveys. This method also extends the data collection period. In contrast, an in-person request can not be ignored like a pile of mail.

Telephone Survey: This method was not recommended because the City does not have access to resident cell phones. Although the City can obtain land line phone numbers, many people no longer have land lines. Surveys by landline limit access to a population that is decreasing in size and that typically skews older in age. In contrast, a busy person might be willing to give a few responses if asked to do so in person.

Internet Survey: The challenge with this method is that the survey results may not capture those individuals who are not motivated to fill out the survey. Further, this method may limit participation. Surveys conducted online require an electronic device, internet access, and a level of comfort using technology. In contrast, the City expects a higher responses rate when directly asking an individual to answer some questions in person.

The proposed in-person survey would find locations to ask individuals to participate in a City of Marina Public Opinion survey. Potential locations are Lucky's, Grocery Outlet, and Walmart pending permission from the retailers. The potential volunteer base to administer surveys may include the Marina Police Department VIP's, CSUMB students, and/or interested community volunteers.

Ideal conditions would be to conduct surveys on a series of weekends; Saturday and Sunday, mid-morning to mid-afternoon, during January until between 200 and 300 surveys are collected. An estimated time frame for data collection would span 4-6 days (2-3 weekends), during which surveys are conducted in a four-hour window. A version of the survey should also be prepared and available in Spanish.

Surveys should be conducted in-person to ensure the survey is reaching a wide population base. Conducting the survey in person engenders confidence and a willingness to participate from the public. Further, in-person surveys possess low barriers to participate unlike other methods considered. The City may unintentionally restrict participation if surveys are administered by landline or online.

Surveys should be short enough to ensure an inclination to participate from the community. This estimate is around the 10-minute range. Looking at other models, some cities in California have hired outside firms to conduct surveys via phone. These surveys were approximately 20 to 30 minutes in length. We believe this is too long and only further skews the sample population as you tend to engage people with a large amount of free time to devote to a survey. It is also a costly method to conduct a longer survey by phone.

Content

Areas of focus would include safety, services, and topical questions. The survey would ask members of the public to rate the quality of a variety of services in Marina (see sample survey for list). It would also be of interest to get an idea of the frequency by which the public is using a variety of services, visiting specific city areas, and/or attending activities in the city.

The survey would include an overall rating of the city's effort at providing a safe community. This includes, contact with the Marina Police Department and/or Fire Department as well as general feelings of safety when in Marina.

The section entitled, "Topical Questions," is intentionally left blank for Council's input and suggestions. Council may wish to pursue questions within a specific focus, i.e., recreation, cannabis policy, housing types, etc. For example, citizen outreach is a vital area for city improvement. Given that this is the first survey of its ilk for Marina, questions on preferred modes of communication might be included. The city may also wish to ask about social media use or how to best convey city information to the public.

Potential Topic Questions might be:

The City Council is considering a number of capital projects to improve the community. Please place in rank order of what you think are most important the following:

Rank	Project
_____	A public swimming pool with aquatic play features
_____	An expanded public gym
_____	Larger Parks
_____	Other Priority: _____

A diverse number of cities have contracted with research firms to conduct surveys with similar intentions. Cities have repeatedly implored this method to assess community opinion about possible future ballot measures. By creating a standard format now, Marina will have an economical means of performing this function for itself.

In summary, the survey as designed now offers a two-pronged approach. First, it allows the City and Council to conduct the survey yearly on a number of fluctuating topics as described. Second, by keeping questions on safety and services constant, the format allows for a clear comparison of public opinion year to year. Thus, with repeated use the value of this survey increases.

Validity

Demographic questions and sample size work to ensure the validity of the survey. The suggested survey size is a minimum of 200 participants so that results can be reported at the 90% confidence level with a 6% margin of error. This means that with 200 surveys, the City is 90% confident that results of the entire population of Marina, if everyone had been surveyed, are within plus or minus 6% of the value reported by the sample population. A lower sample size diminishes the confidence that results are indicative of the population in Marina at large. On the other hand, increasing the sample population to 300 survey participants means the margin of error decreases to 5% at the 90% confidence level. Thus, the total goal indicated is a range of 200-300 surveys. Depending on collection, whether the number is at the low or high end of the range, the results provide a relatively low margin of error at the 90% confidence interval.

In the interest of keeping the survey a reasonable length, demographic questions should be focused on those that work to ensure a good sampling population and ensure the validity of the process. These would include ethnicity, gender, age group, number of children under 18, and income level.

**Margin of Error Based on
Confidence Level & Sample Size**

	90%	95%
100	8.20	9.80
200	5.78	6.90
300	4.71	5.62
400	4.07	4.86

Answers to these questions would then be cross-compared to the City demographics. Survey answers should be relatively split among categories similar to what we see in the city data. This would help to indicate if the survey responses represent a breakdown close to that of Marina. If responses over-represent one demographic, fall too heavily towards one gender, or fail to span all income levels this may be indicative of decreased validity.

A final demographic question may be, in which part of the city do you live? It may be beneficial to divide the city into areas for deeper analysis or to show any possible correlations between area of residence and public opinion. Suggested areas are: the Former Fort Ord, Preston and Abrams Park (city owned property), North of Reservation Road, and South of Reservation Road. This demographic question will also ensure we are reaching a wide population base.

Results

Results would then be compiled into a report by June after data collection has ended by staff for the Council. As mentioned, findings would offer insight into the public opinion of the City. However, the benefit grows with continued employment of the survey method. Continued use would allow for following reports to show feedback as it relates to the years prior.

FISCAL IMPACT:

Estimated costs are \$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.

An alternative is for the City to hire an outside firm to conduct a satisfaction survey. The estimated cost of this alternative is \$30,000.

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

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

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

10. 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

TOPICAL QUESTIONS

12. < As directed by Council >

13.

14.

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!

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