



# CITY OF SANTA MONICA 2013 RESIDENT SURVEY

## Summary of Results

320-548

*Fairbank, Maslin, Maullin, Metz & Associates - FM3*  
*Public Opinion Research & Strategy*

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## METHODOLOGY

The City of Santa Monica commissioned Fairbank, Maslin, Maullin, Metz & Associates (FM3) to conduct a resident satisfaction survey. The survey explored a number of topics, including priorities, satisfaction with services, awareness of certain City programs, and opinions of interaction with, and communication from, City government.

### *Sampling Methodology*

The telephone-based survey was conducted January 8<sup>th</sup> through 13<sup>th</sup>, 2013. FM3 conducted 404 interviews with adult residents. Three samples were used to conduct the study:<sup>1</sup>

- A Random Digit Dial (RDD) sample was used to draw 77 percent of the interviews. An RDD sample randomly generates numbers by computer so that all residential numbers—whether listed or unlisted—can be selected for the survey.
- A voter listed sample was used to reach respondents with cellular phones. While the RDD survey will capture some cell phone numbers, the listed sample allows one to identify which residents list their primary source of contact as a cell phone to make sure there is a large enough sample of cell phone-dependent users. While the RDD sample allows one to talk to all residents, the voter listed sample's limitation is that it only reaches registered voters. Twenty percent of the sample was drawn from the voter list of cell phone users, or 82 interviews.<sup>2</sup>
- The remaining two percent of the sample was drawn from a listed sample of Latino surnames to ensure inclusion of a representative proportion of Latinos in the Santa Monica population. Latino respondents were also reached in the RDD and voter-listed portions, but this “oversample” allowed for more certainty in reaching a representative number of Latino respondents.

While the three samples have individual margins of error, the margin of error for the sample as a whole is +/- 5.0 percentage points. The margin of error for subgroups within the sample will grow higher as the sample size declines for each group.

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<sup>1</sup> The sample percentages do not add up to 100 percent because of rounding.

<sup>2</sup> Eighty-two interviews based on unweighted results.

This report uses a margin of error of plus or minus five percent. However, since the margin of error is predicated on a sample being drawn randomly, this margin of error should be relied on with caution. This sample was not entirely random. To ensure a comparable sample to 2009 and 2011, as well as a sufficient number of cell phones and Latino representation, FM3 used listed samples. While it is true that within each listed sample random samples were extracted, not every resident in the City of Santa Monica 18 years of age or over has the same likelihood of being on either a voter list or a list of Latino surnames. Thus, the sample does not meet the true statistical litmus test for true unbiased randomization—the conventional criteria for using the margin of error in interpreting results.

Results were weighted slightly by zip code, gender, ethnicity and age to approximate U.S. Census reports.

### *Notes for Reading the Report*

Throughout the report, references are made to scaled questions where respondents were asked to rate issues or services on a five-point scale. The lowest rating was a “1” and the highest a “5.”

When asked to rate satisfaction, FM3 considers a “1” or “2” rating to indicate that the respondent is “dissatisfied” and a “4” or “5” rating to indicate that the respondent is “satisfied.” A “3” is referred to as a “neutral” rating; however, it can also be seen as a middle rating suggesting neither satisfaction nor dissatisfaction.

When asked to rate the seriousness of an issue, a “1” or “2” rating indicates the issue is “not serious” to the respondent, while a “4” or “5” rating indicates it is a “serious” problem. Again, a “3” suggests the respondent has a neutral view or somewhere in the middle.

Similarly, when evaluating the importance of an issue or services, a “1” or “2” rating indicates the issue or service is “not important” to the respondent, while a “4” or “5” rating indicates it is an “important” issue or service. A “3” suggests the respondent has a neutral or middle position.

Throughout this report, we compare results in the current study to those of past years when the questions were repeated identically. In some instances, the question wording or answer values were changed, making comparisons not possible. For example, the questions asking about satisfaction with services were asked using a four-point scale in 2007, preventing comparisons prior to 2009.

This report also includes a thorough analysis of opinions by key demographic and geographical subgroups, including by age, gender, ethnicity (white, Latino, and non-white overall), years of residence, education, household type, and zip code, among others. Given the small sample of many subgroups, it is important to note that some findings represent trends that FM3 believes may stand up to statistical testing had their sample sizes been larger. However, it is important to note subgroups analyzed by zip code, ethnicity, and narrow age cohorts (18 to 29, 30 to 39, 40 to 49, 50 to 64, and 65+) have particularly small sample sizes, making comparisons statistically unreliable.

Further, throughout the report, results among Latino residents and non-white residents are compared. Latinos represent 15 percent of the sample. Non-whites represent 33 percent. However, Latino residents are also included in the definition of non-white residents. Therefore, nearly half (46 percent) of the non-white subgroup is Latino.

For zip code areas mentioned in the report, **Figure 1** shows the geographic area represented by each of the five major zip codes in the City of Santa Monica. As the figure demonstrates:

- ✓ Zip code 90405 roughly corresponds to the area of the City south of Pico Boulevard (29 percent of survey sample)
- ✓ Zip codes 90404 and 90401 encompass the neighborhoods north of Pico and south of Wilshire Boulevard, respectively, with 90401 covering much of Downtown Santa Monica from the ocean east to 14<sup>th</sup> Street (8 percent of survey sample) and 90404 serving the areas east of 14<sup>th</sup> Street to the L.A. City line (19 percent of survey sample)
- ✓ Zip code 90403 covers the areas of town north of Wilshire Boulevard and south of Montana Avenue (24 percent of survey sample)
- ✓ Zip code 90402 serves the areas of the City north of Montana Avenue to the L.A. City line (13 percent of survey sample)

**Figure 1: City of Santa Monica Zip Codes**



Finally, if a subgroup is not mentioned in the analysis of a particular question, the results were not notable or no trend was apparent.

## EXECUTIVE SUMMARY

The survey results show that Santa Monica residents are satisfied with how things are going in their city and with the services they are provided. They overwhelmingly continue to see Santa Monica as a good place to live. They are at least somewhat satisfied on average with the job the City of Santa Monica is doing in providing services generally and in nearly every specific area tested. They show low levels of concern for issues that are often dominant in urban areas, including crime and keeping streets and neighborhoods clean and maintained. In fact, residents gave the City some of its strongest marks in areas that impact their everyday lives—trash collection; 911 services and protecting public safety; and keeping parks, beaches and streets and alleys clean. Further, residents who have contacted the City for non-emergency reasons gave the staff high marks for being courteous, responsive, and knowledgeable. And, by a 2-to-1 margin, residents feel they have the opportunity to voice concerns to the City on major community decisions that affect their lives.

Yet, the satisfaction rating for the job the City is doing in providing services has declined, as have ratings in a number of specific areas. In some cases, the decline returns ratings to near those found in 2009, suggesting that 2011 could have been an aberration. In other cases, the somewhat weaker ratings are a departure from both 2011 and 2009. Time will tell if new trends are developing; however, despite lower satisfaction ratings in some areas, the survey shows that residents are generally positive about the services provided.

As seen in past years, the survey reveals two key issues upon which residents are particularly concerned and the City has made few inroads: dealing with the homeless and traffic congestion. However, just 31 percent are dissatisfied with the job the City is doing in dealing with homeless people and 35 percent with keeping traffic flowing. Alternatively, 36 percent of residents are very or somewhat satisfied with the City's efforts in dealing with homeless people in the City, and another 29 percent expressed neutral sentiments. On the issue of traffic, 37 percent are very or somewhat satisfied with the City's efforts to keep traffic on City streets flowing smoothly, and another 26 percent gave a neutral rating. Therefore, nearly two-thirds of residents are either satisfied with or neutral about the City's efforts with respect to the homelessness and traffic issues. This suggests that, despite strong concerns about these issues, residents may recognize that solving these problems requires more than City government action. If they placed the blame squarely on the City, we would expect negative ratings to be far higher given the intensity of concern about these problems.

The issue of affordable housing is not top of mind for most residents, but is considered a serious problem by similar proportions giving this response about traffic and homelessness. The City continues to get low satisfaction ratings in this area, but similar to traffic and homelessness, only 30 percent are dissatisfied.

The survey shows a potentially growing concern about issues related to growth and development, which some may consider to be a proxy for a lack of parking and additional traffic. Although not explored in depth in the survey, the proportion mentioning these issues as the most important facing the City in the open-ended question (where no response options were given) has grown from 2011. Those dissatisfied with the job the City is doing delivering services also appear more likely to be dissatisfied with this issue.

The following presents key overall findings, and full topline results of the survey are included at the end of the report in **Appendix A**.

### **Overall Perceptions of Santa Monica**

- **Residents continue to have an overwhelmingly positive view of Santa Monica as a place to live.** Just over nine in ten (92 percent) respondents believe that Santa Monica is a “pretty good” (32 percent) or “excellent” (60 percent) place to live. This is a view that is unchanged from 2011.
- **By over a 3-to-1 margin, residents are satisfied (62 percent) rather than dissatisfied (18 percent) with the job the City is doing in providing City services overall.** However, ratings are down notably from 2011, when 74 percent were satisfied and just five percent were dissatisfied. The mean satisfaction rating is down from 4.1 to 3.6. The current results more closely reflect those in 2009, with 67 percent satisfied and 12 percent dissatisfied at that time.

As the report will reveal, satisfaction ratings are down in a number of specific areas—almost certainly influencing this “overall” evaluation.

### **Top Issues**

#### *Homelessness*

**Concern about homelessness has grown in salience, while satisfaction ratings for the job the City is doing in dealing with the issue continue to be among the lowest found.**

- Nearly one in three (32 percent) respondents named homelessness as one of the two most important issues facing the City of Santa Monica today in the open-ended question where no response options were given. Specifically, 29 percent volunteered too many homeless and another three percent volunteered a lack of services for the homeless. This is up from 25 percent in 2011 and matches the result seen in 2009.

- When asked directly, just over six in ten (62 percent) respondents consider *the number of homeless people in the City* to be a serious problem, while 16 percent see it as not serious (21 percent have a neutral view). This finding is little changed from 2011 and 2009, showing that concern about homelessness remains one of the key issues facing Santa Monica. However, the proportion calling this issue serious is down notably from 76 percent in 2007 and 74 percent in 2005, suggesting some inroads on this issue.
- Most likely standing behind the greater salience of the homeless issue, 36 percent of residents believe the problem has gotten worse over the past few years, while just 17 percent believe it has gotten better (44 percent believe it has stayed the same and three percent were uncertain). The proportion believing the problem has gotten worse is up notably from 24 percent in 2011, but remains down from 45 percent in 2009. Yet this result shows that many residents see homelessness as a problem that persists and is getting worse. This view of a worsening homeless problem may contribute to lower satisfaction ratings for the City overall.
- Reflecting the perception that the homeless problem is getting worse, the City gets some of its lowest satisfaction ratings for *dealing with homeless people in Santa Monica*. Just 36 percent of residents are satisfied with the job the City is doing in this area, nearly equal to ratings in 2011 and 2009. A near equal 31 percent are dissatisfied, with 29 percent having a neutral view (four percent are uncertain).
- While residents gave the City weak ratings for dealing with homelessness, 75 percent consider it an important issue for the City to address—placing it among the most important issues to residents. Therefore, residents' expectation of the City in dealing with homeless people (derived from importance ratings) exceeds residents' perception of the job the City is doing in dealing with the problem.
- Concern about homelessness is notably higher in the downtown area zip codes, including 90401 and 90403. These residents are more likely to consider the problem of homelessness as serious and getting worse. They are also more likely to believe the issue is important for the City to address and to be dissatisfied with the City in this area. **(Please see Appendix B for a detailed analysis of the homeless issue by zip codes).**

### ***Traffic Congestion***

**Traffic congestion continues to be one of the most salient and persistent issues in Santa Monica, with concern about the issue and its importance on the rise.**

- Twenty-eight percent of residents volunteered traffic congestion as one of their top two concerns when asked the open-ended question—statistically equal to

homelessness as the most top-of-mind concern. This is up slightly from 2011, but remains down from 32 percent in 2009.

- Sixty-three percent consider traffic congestion to be a serious problem (a “4” or “5” rating on the 5-point scale, with a mean score of 3.9) when asked directly. This is up slightly from 58 percent (mean score of 3.7) in 2011, but down from 71 percent in 2009 (mean score of 4.0), returning to numbers near equal to those in years prior.
- Not only is traffic congestion one of the strongest and most salient concerns, but two out of three residents think the problem is getting worse. Sixty-six percent said that traffic congestion has gotten worse in Santa Monica in the last few years—statistically equal to the 64 percent who gave this response in 2011 and 67 percent in 2009. Just five percent believe traffic congestion has gotten better (equal to past years). This may be a result of the somewhat improving economy, and the fact that Santa Monica is a magnet for residents outside of the area to come to the City for work, shopping and entertainment.
- The considerable concern about traffic congestion is surpassed only by the importance placed on doing something about it. Eight in ten (81 percent) consider *keeping traffic on City streets flowing smoothly* an important City service—making it second only to *providing emergency 911 services*.
- While residents see the problem of traffic congestion as serious and worsening, satisfaction ratings for the job the City is doing in this area continue to be among the lowest. Having said that, residents are divided in their review of the City in dealing with traffic. Just 37 percent are satisfied with the job the City is doing in this area, while 35 percent are dissatisfied and 26 percent have a neutral review. Further, satisfaction ratings are up from 28 percent in 2011 to 37 percent today—one of the few specific service areas where ratings have improved.

### ***Affordable Housing***

**Affordable housing is not one of the most salient issues, but the proportion calling the affordability of housing a serious problem when asked directly matches concern for traffic congestion and homelessness.**

- Eight percent of respondents volunteered in the open-ended question that a lack of affordable housing is one of their top concerns, statistically matching the salience of the economy, growth and development, and crime but far weaker than the salience of homelessness and traffic congestion. The lack of salience may reflect that the issue does not impact all residents in the same way that traffic and the homeless problem does.

- Although not among the more salient issues, *the affordability of housing* is named as a serious problem in Santa Monica by 63 percent of respondents when asked directly about it—matching the response for traffic congestion and homelessness. The proportion considering the problem serious has declined incrementally over the years, from 69 percent in 2007, 68 percent in 2009 and 66 percent in 2011. Overall, the average rating on the five-point scale in this area is 3.8, compared to 3.8 in 2011 and 4.0 in 2009 and 2007.
- *Ensuring there is affordable housing* falls among the second tier of city services in importance—reflecting perhaps that residents evaluate importance by their own self-interest. For example, renters, Latinos, non-whites generally, and younger residents (18-49) were all more likely to call *ensuring there is affordable housing* important. In addition, residents in the downtown zip code area of 90401, where much of the recent housing developments in the City have taken place, and where rental prices are relatively higher, were also the most likely group to say *ensuring affordable housing* is important. Overall, a still-high 67 percent consider this an important service for the City to provide, up slightly from 63 percent in 2011.
- As seen in other areas of top concern, respondents are fairly divided in their impression of the job the City is doing in *ensuring there is affordable housing*, with 34 percent satisfied, 30 percent dissatisfied, and 28 percent giving a neutral “3” rating. However, these results and a mean satisfaction rating of 3.1 put satisfaction in this area at the bottom of the list of services tested, along with traffic flow and dealing with the homeless. It should be noted that it is not surprising that the City gets some of its lowest ratings on the areas of most prominent concern.
- As can be seen in the community benefits for development agreements section below, affordable housing is rated among the highest issues to be considered.

### ***Other Salient Issues***

- **The economy:** In 2011 more than one in three residents volunteered that the budget crisis and not enough funding for City services was the most important problem facing Santa Monica, making it the most mentioned concern. This may potentially reflect successful educational outreach efforts surrounding the Measure Y and Measure YY campaigns at that time. In addition, voters may perceive that much of the budget problems will be addressed through the passage of the well-publicized Proposition 30 (Governor Brown’s temporary sales tax increase and state income tax increase) passed in November 2012. In 2013, this issue fell to the background and was mentioned by just two percent of respondents. However, economic concerns remain prominent, with nine percent volunteering that the most important problem facing Santa Monica is creating more jobs and improving the business climate and the economy, up from three percent in 2009 and near equal to the 11 percent giving this response in 2009.

- **A lack of parking:** Concern about a lack of parking was more prominent this year, with 13 percent volunteering it as the most important problem facing the City—up from seven percent in 2011 and nine percent in 2009. Furthermore, a high 57 percent called this a serious problem when asked directly. Overall this is up only slightly from 53 percent in 2011. However, the proportion calling the problem “very” serious is up from 27 percent to 40 percent—returning to levels seen in 2009.
- **Too much growth and development:** One in ten residents mentioned growth and development as one of their top two concerns, while another five percent mentioned overcrowding and population, for a total of 15 percent (similar to past years). Concern about a lack of parking and traffic is related to growth issues and shows that growth-related issues are prominent with Santa Monica residents. When asked directly, 43 percent said they consider *the amount of growth and development* to be a serious problem facing the City, while 31 percent consider it not serious and 24 percent fall in between with a neutral “3” rating.

### *Public Safety*

**Residents show a low level of concern about crime in Santa Monica, and at the same time show strong satisfaction with the City in providing public safety services.**

- In the open ended question where no response options were given, just six percent mentioned crime as one of the most important issues facing Santa Monica (equal to the response in past years).
- When asked to rate how serious are a number of issues, just 15 percent said *gangs and youth violence* is a serious problem, while 50 percent do not consider it a serious problem. An only slightly higher 20 percent consider *crime* generally to be serious, with more than twice that proportion, 47 percent, calling it not serious. This level of concern is two to three times lower than for traffic congestion, affordability of housing, homelessness, parking, and growth and development.
- Concern about gangs and youth violence is unchanged from 2011 (14 percent) when concern fell precipitously from 27 percent in 2009. Concern about crime generally is up only slightly from 14 percent in 2011, but remains below the 29 percent found in 2009.
- Protecting public safety is the most important service that Santa Monica provides (along with keeping traffic flowing). Eight in ten respondents called *enforcing laws that keep public spaces safe for everyone* (79 percent) and *reducing crime and protecting public safety* (81 percent) important services provided by the City. Related, 89 percent feel this way about *providing emergency 911 services*.

- The City gets solid satisfaction ratings for *reducing crime and protecting public safety* (60 percent satisfied) and *enforcing laws that keep public spaces safe for everyone* (59 percent). Just nine and 10 percent, respectively, are dissatisfied with the City in these areas. However, satisfaction has dropped from 69 percent in 2011 to 60 percent in 2013 for *reducing crime and protecting public safety*, returning ratings to near 2009 levels (58 percent).<sup>3</sup>

## Evaluation of Specific Services

### *Importance of Services*

Residents were asked to evaluate the importance of 23 specific services. All the services tested are considered important on average, with mean ratings of 3.5 or higher on the five-point scale (where a “1” indicated the service is not at all important and “5” indicated it is very important).

- **In a repeat of 2011 findings, public safety services rank at the top of the list of important City services.** As mentioned earlier, nearly nine in ten called *providing emergency 911 services* (89 percent) an important City service. Eight in ten gave this response regarding *reducing crime and protecting public safety* (81 percent) and *enforcing laws that keep public spaces safe for everyone* (79 percent). Importance ratings in these areas are near equal to those of 2011.
- **Highlighting concern about traffic congestion, residents called *keeping traffic on City streets flowing smoothly* an important service in similar proportions to public safety services.** Eighty-one percent called this important, with 59 percent calling it “very” important (ratings are similar to 2011). Interestingly, despite concern about traffic congestion, a lower 70 percent of respondents called *offering public transportation alternatives such as the Big Blue Bus* important. This proportion has also declined notably since 2011 from 83 percent, with those calling it “very” important falling from 59 percent to 44 percent.
- **Reflecting strong concern about homelessness, 75 percent consider *dealing with homeless people in Santa Monica* an important City service, up slightly from 70 percent two years ago.**
- **Residents continue to place a high importance on *providing public library services*, with 72 percent considering this important (but down slightly from 78 percent in 2011).**

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<sup>3</sup> The wording of *enforcing laws that keep public spaces safe for everyone* was changed from previous years when the statement read *enforcing laws that keep public spaces clean and safe for everyone*. Therefore, comparisons from past years are not made.

- ***Providing services for seniors is important to 77 percent of residents, representing an increase from 71 percent in 2011. Providing services for youth was called important by an only slightly lower 70 percent.***
- **Services that keep the City and neighborhoods clean also are among the top services in importance.** These include the following:
  - *Maintaining City beaches* (81 percent important, down slightly from 87 percent in 2011)
  - *Collecting trash and recycling from your home* (79 percent important, down slightly from 86 percent in 2011)
  - *Maintaining and repairing streets and sidewalks* (76 percent, up from 66 percent in 2011)
  - *Maintaining City parks* (76 percent important, similar to 80 percent in 2011)
  - *Keeping City streets and alleys clean* (73 percent, identical to 73 percent in 2011)
- **Two out of three residents called *ensuring affordable housing (67 percent) an important City service.*** While it is in the top half of the list of services, items related to traffic, maintaining parks, beaches, streets and sidewalks; providing library services; and many other services are considered equally, if not more important.
- **Two-thirds of residents also indicated that *helping the community be more environmentally responsible is an important City service.*** This finding is nearly identical to the 67 percent who said this City service was important in 2011.
- Although generally considered important by more than a majority of respondents, issues considered lower priorities based on the proportion calling them important for the City to address include the following (with little change in most areas from 2011):
  - *Ensuring compliance with City codes and ordinances* (59 percent)
  - *Providing cultural and arts opportunities* (59 percent)
  - *Preserving historic buildings* (57 percent)
  - *Providing recreation and sports programs* (54 percent)
  - *Providing access for cyclists* (53 percent)
  - *Keeping street trees trimmed* (50 percent)
  - *Enforcing the City's noise laws* (49 percent)

### *Satisfaction with Services*

Respondents were asked to rate their satisfaction with the job the City is doing in providing each service tested in the importance evaluation. Again, they used a scale of “1” to 5,” where a “1” indicated they are very dissatisfied and a “5” indicated that they are very satisfied. A “3” rating is interpreted as “neutral”—neither a positive nor negative response.

As seen last year, fairly high proportions were unable to rate some services, including *providing emergency 911 services* (12 percent uncertain), *providing services for youth* (15 percent), and *providing services for seniors* (20 percent). **As a result, satisfaction ratings (referring to the proportion satisfied) may appear lower than in other areas. However, in all cases, the proportion satisfied well exceeded the proportion dissatisfied.**

While ratings on average are positive, ratings have declined in a number of areas studied, with the decline ranging from six to 14 points. While a number of factors may be contributing to the modest decline in these areas, it may reflect the overall decline in the satisfaction rating with the job the City is doing providing services. Most of the areas where ratings declined are services that are more widely utilized and, therefore, may contribute to the overall perspective of the City.

- The services generating the highest level of satisfaction are varied, including library, public safety, and maintenance-related services. However, in general, the same services topped the list from 2011 and 2013.
  - *Providing public library services* (73 percent satisfied, down from 82 percent in 2011)
  - *Collecting trash and recycling from your home* (72 percent, down from 79 percent in 2011)
  - *Providing emergency 911 services* (71 percent, down from 78 percent in 2011)
  - *Maintaining City parks* (68 percent, down from 82 percent in 2011—and potentially reflecting the perception that the homeless issue is getting worse)
  - *Keeping City streets and alleys clean* (66 percent, similar to 65 percent in 2011)
  - *Maintaining City beaches* (65 percent, similar to 68 percent in 2011)
  - *Offering public transportation alternatives, such as the Big Blue Bus* (64 percent, down from 74 percent in 2011)
  - *Keeping street trees trimmed* (62 percent, down from 72 percent in 2011)
  - *Reducing crime and protecting public safety* (60 percent satisfied, down from 69 percent in 2011)

- Between 50 and 59 percent of respondents are satisfied with the City in the following areas:
- *Enforcing laws that keep public spaces safe for everyone*<sup>4</sup> (59 percent satisfied, and eight percent uncertain)
  - *Street and sidewalk maintenance* (56 percent, down from 66 percent in 2011)
  - *Helping the community be more environmentally responsible* (55 percent, down from 68 percent in 2011)
  - *Providing cultural and arts opportunities* (53 percent, down from 63 percent in 2011)
  - *Providing access for cyclists*<sup>5</sup> (52 percent)
  - *Enforcing the City's noise laws* (51 percent, identical to 51 percent in 2011)
  - *Ensuring compliance with City codes and ordinances* (50 percent)
- Ratings are weakest in the following areas, in which fewer than half of respondents said they were satisfied. Some of the highest proportions were unable to provide a rating of several of these services, contributing to weaker satisfaction scores.
- *Providing recreation and sports programs* (48 percent satisfied, 11 percent uncertain—satisfaction is down from 58 percent in 2011)
  - *Providing services for seniors* (47 percent, 20 percent uncertain—similar to the 48 percent satisfied and 22 percent uncertain in 2011)
  - *Providing services for youth* (46 percent, 15 percent uncertain—satisfaction is down slightly from 52 percent in 2011)
  - *Keeping traffic on City streets flowing smoothly* (37 percent satisfied—up from 28 percent in 2011)
  - *Dealing with homeless people in Santa Monica* (36 percent satisfied, 31 percent dissatisfied—similar to the 34 percent satisfied and 32 percent dissatisfied in 2011)
  - *Ensuring there is affordable housing* (34 percent satisfied, 30 percent dissatisfied—similar to the 30 percent satisfied and 33 percent dissatisfied in 2011)

**The survey suggests that, despite modestly declining satisfaction ratings in a number of areas, there are really just two service areas where satisfaction falls below expectations: dealing with the homeless and managing traffic. In all other areas, the results suggest that the City's performance is meeting or exceeding expectations.**

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<sup>4</sup> This question was not asked in 2011.

<sup>5</sup> This question was not asked in 2011.

This analysis is derived from an exploration of the interaction of satisfaction ratings with importance ratings by looking at the cross-section of the overall mean importance rating across the 23 services (a score of 4.0) and the overall mean satisfaction ratings across all services (a mean of 3.7). Looking at which services are higher than the average in importance, but below the average in satisfaction, demonstrates the services with which Santa Monica faces the most significant challenge and perhaps the most impact on its overall rating. Despite declining satisfaction ratings in a number of areas, just two services firmly fit the aforementioned description: *keeping traffic on City streets flowing smoothly* and *dealing with homeless people in Santa Monica*.

There is a lower than average importance and satisfaction rating for *ensuring there is affordable housing*, supporting the findings in this survey that, albeit of great concern, this issue may have a lower impact on the overall assessment of the job Santa Monica is doing delivering services. In nearly all other areas, satisfaction and importance ratings are close to the mean rating for both or satisfaction ratings surpass the average. In other words, the City either narrowly or clearly surpasses expectations in most areas.

### **Community Benefits for Development Agreements**

Residents were asked how important they would consider a number of community benefits that could be included in a development agreement for a large new project. Reflecting the most significant concerns or important services, the highest numbers named *affordable housing*, *alternative transportation options*, *employment and training opportunities*, and *community open space*.

- Sixty-eight percent of residents called providing *affordable housing* in a development agreement important. This is near equal the 65 percent who gave this response in 2011, and the mean score is up slightly from 3.8 to 4.0.
- Statistically equal to *affordable housing*, 67 percent consider it important to include *alternative transportation options*, such as *walking paths*, *bike lanes*, and *public transit* in such an agreement.
- Providing *employment and training opportunities* is important to 65 percent of respondents—little changed from 2011, when 68 percent said it was important. This most likely reflects concerns about a sluggish economy.
- A high 63 percent of residents consider it important to provide *community open spaces*—a sentiment that may grow out of concern regarding overpopulation and development. However, this is down from 76 percent two years ago.
- Second tier priorities for community benefits, albeit important to more than half of respondents, are *childcare* (55 percent important), *arts and culture venues* (54

percent), and *historic building preservation* (53 percent, down from 63 percent two years ago).

### **Emergency Preparedness**

- Nearly two in three residents (64 percent) have not heard about the City's emergency preparedness efforts. Just 11 percent have heard "a lot" about it and 23 percent "a little."
- Half of residents (50 percent) believe they currently have at least seven days of supplies on hand in case of an emergency, equal to the 48 percent who gave this response two years ago.

### **Communicating with the City**

**Most residents have not contacted the City for a non-emergency reason. However, among those who have, reviews of the service they received are positive. Further, most residents feel they have the opportunity to voice their concerns about major community decisions. However, satisfaction with the City's efforts to communicate with them is modest.**

- Just one in three residents (34 percent) contacted the City of Santa Monica for any reason other than an emergency in 2012. This is down from 45 percent in 2010.
- Of those who contacted the City, most did so by telephone (83 percent). Six in ten (61 percent) did so in person, just over half through the website (53 percent), and 42 percent did so via e-mail.
- Satisfaction ratings among those who contacted the City are high in all areas tested.
  - Nearly three out of four (74 percent) are satisfied *with how courteous they were* (with 50 percent "very" satisfied)
  - Sixty-seven percent are satisfied *with how knowledgeable they were* (39 percent "very" satisfied)
  - Sixty-three percent are satisfied *with how responsive they were to your needs* (with 40 percent "very" satisfied)

Despite positive ratings, reviews have fallen since 2008 in all three areas. The proportion "very" satisfied with the courtesy of City staff fell from 58 percent in 2008 and 53 percent in 2010 to 50 percent currently. Satisfaction with being responsive to their needs fell from 71 percent in 2008 and 2010 to 63 percent in 2012. And,

satisfaction with the knowledge of City staff fell from 75 percent in 2008 and 74 percent in 2010 to 67 percent in the current study.

- Asked for the first time this year, 55 percent of residents said they conducted a business transaction with the City of Santa Monica in 2012. Just over half conducted this transaction by phone (52 percent), regular mail (53 percent) or through the City's website (54 percent). A far lower 27 percent did so by e-mail.
- Just over six in ten (63 percent) respondents feel they have the opportunity to voice their concerns to the City of Santa Monica on major community decisions that affect their lives. This is down from 70 percent in 2011.
- Satisfaction with the City's efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means has fallen considerably, from 57 percent satisfied in both 2009 and 2011 to 43 percent currently. Meanwhile, dissatisfaction is up from 13 percent in 2009 and 15 percent in 2011 to 23 percent today. Residents in the 90403 zip code are among the most dissatisfied at 32 percent.

### Transportation Usage

- **While most residents frequently drive a car to get around Santa Monica (with 82 percent doing so daily or a few times a week), an equal number also walk (79 percent).** Far lower numbers frequently ride a bike (23 percent daily or a few times a week), the Big Blue Bus (17 percent), or other public transportation (12 percent). In fact, 53 percent never ride a bike, 54 percent never use the Big Blue Bus and 69 percent never use other public transportation.
- Nearly six in ten (59 percent) respondents feel safe as a pedestrian walking around Santa Monica, with just 15 percent feeling unsafe (23 percent have a neutral view).
- Just under half (48 percent) of those who ride a bike to get around Santa Monica feel safe doing so, while two in ten (20 percent) feel unsafe and 31 percent have a neutral view.

### Sources of Information

- The most frequently relied upon source of information about Santa Monica programs, events, and issues is *other people, including family, friends, or neighbors*. Sixty-two percent of respondents turn to this source "frequently" or "occasionally."
- Just under half (45 percent) turn to *a City-published newsletter called Seascope*.

- Less often relied on sources include *the City of Santa Monica website* (36 percent), *City TV cable channel 15* (33 percent), *e-mails or e-newsletters from the City* (28 percent), social media (21 percent), and *community meetings conducted by the City* (17 percent).

### Visits to the Santa Monica Pier

- **Santa Monica residents are frequent visitors to the Pier.** For the first time this year, residents were asked how often they went to the Santa Monica Pier in 2012. Just 14 percent said they did not go at all and 20 percent went only one to two times. Three in ten (29 percent) went to the Pier three to nine times and 11 percent 10 to 19 times. Nearly one in four (23 percent) went to the Pier 20 or more times (three percent were uncertain). In all, the vast majority of residents (75 percent) visited the Pier multiple times in 2012.

### Report Outline

The remainder of this report presents the results in more detail.

- The report begins with a review of overall perceptions of Santa Monica as a place to live and the issues which concern residents.
- The report then explores the importance placed on individual City services and the satisfaction with each (as well as how importance intersects with satisfaction).
- The report next turns to emergency preparedness programs and community benefits that could be required in a development agreement.
- Next, the report looks at use of transportation options and perceptions of pedestrian and cyclist safety.
- The final part of the analysis looks at opinions about communicating with the City, and communications from the City, and where residents get their information about community news.
- The report concludes with an explanation of the sample demographics and social characteristics, including frequency of visiting the Santa Monica Pier and Big Blue Bus ridership.

It is important to note while reading the report that some demographic groups will have similar results because they share similar characteristics. For example, renters are more likely to live in multi-family dwellings. There is also a correlation between age and length of residence, and homeownership—with younger residents more likely to be

renters. Non-college educated respondents are more likely to be renters, as are newer residents (with 56 percent of homeowners being residents for 14 years or more). Therefore, many times in this report, it is a shared characteristic between different demographic groups (whether it be their race, age, homeownership status, or their area of residence) that is standing behind the outcome for many of the demographic differences noted.

As mentioned in the methodology section of our report, the sample sizes of the demographic groups analyzed are often quite small. Therefore, many of the subgroup findings mentioned in this report are suggestive of differences, but cannot be guaranteed to be “real” differences because the sample size is too small to be statistically significant. These findings should therefore be viewed as trends or demonstrating potential patterns.

**DETAILED FINDINGS**

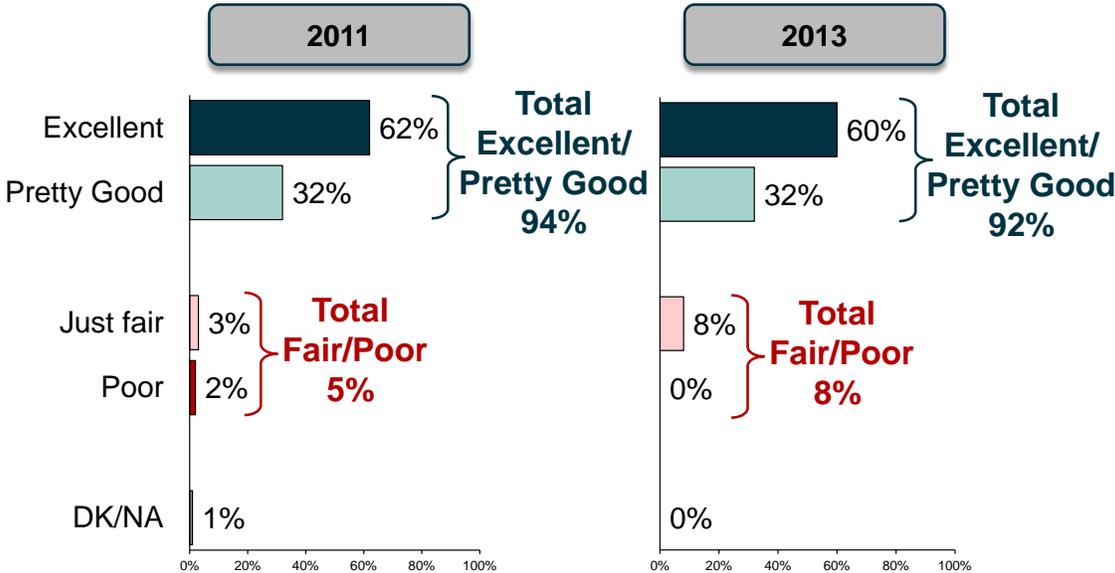
**Perceptions of Santa Monica**

**Santa Monica as a Place to Live**

As found in 2011, Santa Monica residents are overwhelmingly positive about the City as a place to live. Six in ten (60 percent) believe the City is an “excellent” place to live, with another 32 percent believing it is a “pretty good” place to live. In all, 92 percent rate Santa Monica positively in this regard, down just two percent (and statistically unchanged) from the 2011 results. Just eight percent consider Santa Monica a “just fair” place to live, and no one gave it a “poor” rating (see **Figure 2**).

High proportions of all subgroups gave a positive rating to Santa Monica as a place to live in the current study, with over 90 percent of nearly all demographic groups rating it as an “excellent” or “good” place to live. Overall, those 18 to 49 are slightly more positive at 93 percent than those 50 or older at 88 percent, with the small group of residents ages 75 or older the most negative; a further 18 percent gave an “only fair” or “poor” review. Further, “excellent” ratings were higher among those under 40 years of age (72 percent) than those older (51 percent). There were no other notable differences in response to this question.

**Figure 2: Perception of Santa Monica as a Place to Live, 2011 and 2013**



## Major Issues Facing Santa Monica

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### Top of Mind Concerns

In the 2011 study, concern over the budget crisis and lack of funding for City services was at the forefront of residents' attention, with just over one in three residents naming it as one of the most important issues facing the City of Santa Monica. Two years later, budget concerns barely registered with residents, with just two percent volunteering it as a top concern. Instead, three in ten named too many homeless or problems caused by the homeless (29 percent) or traffic congestion (28 percent) as what concerns them most, making them the most volunteered issues overall.

Ten percent named growth and development as their top concern, while five percent said overcrowding or population growth, for a total of 15 percent naming a growth-related concern. Rounding out the most mentioned concerns are a lack of parking (13 percent), the need to create more jobs and improve the economy (nine percent), and a lack of affordable housing (eight percent). Crime, education, public transportation, taxes, and cleanliness were mentioned by four to six percent of respondents.

As shown in **Table 1**, concern about the budget or funding crisis returned to near the level seen when the question was first asked in 2009; the spike in 2011 most certainly reflects that peak of the crisis and media coverage of it. The greater salience of the budget crisis in 2009 may have grown out of the Measure Y and Measure YY campaigns that focused attention on state takeaways from Santa Monica's City budget.

In 2011, budget concerns dominated, taking a position occupied in 2009 by traffic congestion and the homeless issue. In 2013, the proportion naming homelessness and traffic returned to near those of 2009.

Airport noise was named by 10 percent in 2011, but just one percent today, bringing it back to 2009 levels. While one cannot conclude from the data whether the airport noise issue is no longer a salient concern, in the zip code areas where airport noise was a top of mind concern in 2011, traffic and homelessness are now the top concerns.

Slightly higher numbers named a lack of parking as their top concern, up from nine percent in 2009 and seven percent in 2011 to 13 percent currently. Perhaps the increase in traffic means more people coming into Santa Monica to shop and work, as the economy slowly improves, resulting in greater competition for limited parking spaces.

Concern about jobs and the economy rose from three percent in 2011 to nine percent, just slightly under the 11 percent giving this response in 2009. This may reflect that economic concerns shifted from the City's budget issues in 2011 back to concerns about jobs and business development.

Potentially reflecting attention drawn to it by Los Angeles County Measure J, the expansion of the Exposition Line, the on-again off-again rising gas prices, and other transportation issues, five percent volunteered public transportation as a top concern despite it not registering in years past.

**Table 1: Most Important Issues Facing Santa Monica, 2009-2013**

*(Open-ended question; no response options provided; two responses allowed; responses grouped; ranked by 2013 results)*

Open-ends	2013	2011	2009
Too many homeless/homeless causing problems	29%	22%	31%
Traffic/Congestion	28%	24%	32%
Lack of parking	13%	7%	9%
Too much growth/development	10%	9%	13%
Creating more jobs/Improving the business climate/economy	9%	3%	11%
Lack of affordable housing	8%	7%	3%
Crime	6%	6%	6%
Education	5%	7%	4%
Overcrowding/population	5%	4%	4%
Public Transportation	5%	-	-
Taxes too high	4%	3%	1%
Cleanliness	4%	-	-
Not enough services for the homeless	3%	3%	1%
Budget Crisis – not enough funding for city services	2%	35%	4%
Environmental concerns	2%	5%	5%
Rent control	2%	4%	3%
Roads being torn up/Condition of roads	2%	2%	-
Airport noise	1%	10%	1%
Not enough parks/problems with parks	1%	1%	-
Not enough police	1%	2%	-
Smoking Laws	1%	1%	-
Bicycles	1%	-	-
City Council/Government	1%	-	-

Most Important Issues Among Subgroups: Looking at the current study, differences among subgroups include the following:

**Region:** The sample sizes among the zip codes and sub regions within zip codes are too small for meaningful analysis generally, and this analysis should be viewed with that caution.

- Those in the 90403/East region (52 percent, n=25), 90403/West region (40 percent, n=66), and 90404/North region (34 percent, n=39) expressed more concern about the homeless than those in the 90404/South region (20 percent, n=36), 90405/East region (17 percent, n=64), and 90405/West region (28 percent, n=47).
- Residents in the 90403/East (17 percent), 90403/West (11 percent), and 90404/North (12 percent) regions were also more likely to name jobs and the economy as a top concern than those in the other regions (approximately four percent on average).
- A lack of parking was volunteered by more residents in the 90405 zip code (20 percent) than other zip codes.

**Ethnicity:** There were few notable differences by ethnicity in the most salient concerns.

- White residents were slightly more likely to volunteer concern about growth and development or overcrowding/population growth, with 20 percent giving this response compared to 10 percent of Latinos and seven percent of non-whites generally.
- A lack of parking was named by 19 percent of non-whites, compared to 11 percent of white residents (and 13 percent of Latinos).
- Meanwhile, traffic congestion was named by slightly more white residents than non-white residents (31 percent to 21 percent)—in particular whites ages 50 or older at 40 percent.

**Age:**

- Concern about the homeless declines with age, from 41 percent among those under 40 to 26 percent of those 40 to 49 and 20 percent of those older. Women ages 18 to 49 were the most likely to volunteer this issue at 42 percent, compared to a still high 31 percent of 18 to 49 year old men (and approximately two in ten respondents 50+ in general).
- Concern about crime also declines with age, from nine percent of those under 40 to approximately three percent of those older.
- Residents ages 18 to 29 express the most concern about a lack of affordable housing (15 percent compared to approximately seven percent of those older).
- The proportion volunteering growth and development/overcrowding increases with age, from nine percent of respondents ages 18 to 29, to 23 percent of those 65 or older. This issue was mentioned most by women ages 50 or older (24 percent, compared to 13 percent of men ages 50+).
- Concern about traffic congestion is also lower among residents ages 18 to 29 (13 percent) and 30 to 39 (18 percent) than those 40 to 49 (31 percent) or 50 and older (38 percent).
- Respondents ages 18 to 49 volunteered jobs/economy more than those older (11 percent to four percent). This was named in the highest numbers by men ages 18 to 49 (15 percent).
- **Gender:** There were few notable differences by gender overall. Men expressed more concern about jobs and the economy (12 percent to six percent of women)—in particular non-white men at 19 percent—while women showed slightly more concern about growth and development/overcrowding (18 percent to 13 percent of men) and traffic (32 percent to 23 percent, in particular white women at 39 percent).
- **Years of residency:** There are few notable differences by years of residency. Residents of less than ten years volunteered a lack of parking in higher numbers than longer term residents (18 percent to 10 percent). However, residents of less than five

years expressed less concern about traffic congestion (13 percent to 28 percent of five to 13 year residents and 36 percent of longer term residents).

- **Homeowners/renters:** Homeowners were more likely to volunteer concern about traffic congestion than renters (40 percent to 21 percent).

### **Seriousness of Local Issues**

Respondents were presented with a list of seven issues and asked to rate how serious they feel each issue is in Santa Monica. The respondents rated each issue on a scale of one to five, where a “1” indicated that they do not believe the issue is serious at all and a “5” indicated that they feel the issue is very serious. Residents were also asked to assess if they think three of the six problems have gotten better or worse over the last few years.

### ***Affordable Housing***

Sixty-three percent of respondents gave a “4” or “5” rating to *the affordability of housing*, indicating they believe it is a serious problem. Thirty-seven percent gave a “5” rating in this area, putting it among the strongest concerns tested. This rating is down only slightly from 2011, but looking back to 2007, we see a gradual decline from 69 percent to 63 percent. Furthermore, the proportion giving a “5” rating is unchanged from 2011 at which time there was a decline from 45 percent in 2009 and 55 percent in 2007.

More residents gave a neutral “3” rating in 2013 than had in previous years, and the proportion giving a “1” or “2” rating is little changed. There was no change in the mean rating of 3.8 since 2011. **Table 2** illustrates the results.

**Table 2: Seriousness of the Affordability of Housing in Santa Monica, 2007-2013<sup>6</sup>**

Rating	2013	2011	2009	2007
5 (very serious)	37%	36%	45%	55%
4 (somewhat serious)	26%	30%	23%	14%
<b>Total serious</b>	<b>63%</b>	<b>66%</b>	<b>68%</b>	<b>69%</b>
3 (neutral)	22%	16%	18%	14%
2 (not too serious)	8%	7%	5%	7%
1 (not at all serious)	5%	7%	6%	8%
<b>Total not serious</b>	<b>13%</b>	<b>14%</b>	<b>11%</b>	<b>15%</b>
Don't know/NA	2%	4%	3%	3%
<b>Mean</b>	<b>3.8</b>	<b>3.8</b>	<b>4.0</b>	<b>4.0</b>

#### Affordable Housing by Subgroups

- Unlike in 2011, there is no notable difference in the proportion considering *the affordability of housing* to be a serious concern among those 18 to 49 years of age (64 percent) than those older (62 percent).
- There is also no difference by gender overall. Although the sample size is small, Latino men (n=27) are more likely to call *the affordability of housing* a serious concern than Latinas (n=34), 76 percent to 57 percent.
- There is no difference between renters and homeowners in the proportion giving a “4” or “5” rating to *the affordability of housing*. However, those living in apartments (70 percent) were more likely to give this response than those living in single-family homes (58 percent), condos (57 percent), and townhomes (59 percent).
- The proportion calling *the affordability of housing* a serious concern declines with education, from 70 percent of those with a high school education or less to 58 percent of post-graduates.
- Mindful of the small sample sizes, those in the 90404/South region (46 percent serious) and 90405/West region (53 percent) were less likely to call *the affordability of housing* a serious concern than those in other regions (57 percent to 77 percent).

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<sup>6</sup> Results from 2005 and 2002 were excluded from trend analysis because of differences in the question wording.

### *The Number of Homeless*

Concern about the homeless remains a prominent issue, indicated not only by its salience in the open-ended question, but by the high proportion giving it a “4” or “5” rating indicating it is a very serious problem (62 percent). Despite a decline in serious ratings after the 2007 study, there has been little movement since that time, with the proportion giving it a “4” or “5” rating statistically unchanged over the last three studies. There appeared to be a gradual trend downward in intensity of concern (a “5” rating) from 2007 to 2011, but the current findings show an uptick to 39 percent from 33 percent in 2011. The proportion giving a “1” or “2” rating, indicating the issue is not serious to them, rose slightly to 16 percent from 11 percent in 2011, putting it back at the level seen in 2009. There was no change in the mean rating. Overall, the results suggest little difference in concern about the number of homeless from 2009 to the present (see **Table 3**).

**Table 3: Seriousness of the Number of Homeless in Santa Monica, 2005-2013<sup>7</sup>**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>	<b>2007</b>	<b>2005</b>
5 (very serious)	39%	33%	43%	60%	56%
4 (somewhat serious)	23%	28%	20%	16%	18%
<b>Total serious</b>	<b>62%</b>	<b>61%</b>	<b>63%</b>	<b>76%</b>	<b>74%</b>
3 (neutral)	21%	27%	21%	12%	14%
2 (not too serious)	12%	8%	10%	6%	6%
1 (not at all serious)	4%	3%	5%	5%	5%
<b>Total not serious</b>	<b>16%</b>	<b>11%</b>	<b>15%</b>	<b>11%</b>	<b>11%</b>
Don't know/NA	1%	2%	2%	2%	1%
<b>Mean</b>	<b>3.8</b>	<b>3.8</b>	<b>3.9</b>	<b>4.2</b>	<b>4.1</b>

By a 2-to-1 margin, residents are more likely to believe *the number of homeless people* has gotten worse (36 percent) rather than better (17 percent). The proportion that believes the homeless problem has gotten better in the last few years is unchanged from 2011 when 18 percent gave this response. Responses from 2013 and 2011 are both up slightly from the 13 percent who perceived the problem to have improved in 2009 (the first time the question was asked).

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<sup>7</sup> The results from 2002 were excluded because the question's different wording (*homelessness*) makes comparisons unreliable.

Meanwhile, the perception that the homeless problem has gotten worse rose from 24 percent in 2011 to 36 percent currently—a result that is closer to the 45 percent giving this view in 2009. The proportion believing the problem has gotten much worse has grown from five percent to 18 percent, again bringing it closer to 2009 levels (see **Table 4**).

**Table 4: Homeless Situation Better or Worse in Santa Monica, 2009-2013**

Rating	2013	2011	2009
Much better	3%	4%	2%
Somewhat better	14%	14%	11%
<b>Total better</b>	<b>17%</b>	<b>18%</b>	<b>13%</b>
Stayed the same	44%	52%	37%
Somewhat worse	18%	14%	20%
Much worse	18%	10%	25%
<b>Total worse</b>	<b>36%</b>	<b>24%</b>	<b>45%</b>
Don't know/NA	3%	6%	5%

#### The Homeless Problem by Subgroups

- White residents are less likely to call *the number of homeless people* a serious problem (at 58 percent) than are Latino residents (73 percent) and non-whites generally (70 percent). White men (55 percent serious, 24 percent not serious) and whites 18 to 49 (56 percent serious and 23 percent not serious) are among the least concerned—albeit over a majority consider it a significant concern. White men are the most likely to think the issue has gotten better (23 percent compared to 12 percent of white women). Meanwhile, Latinas are more likely to believe the problem has gotten better than Latino men (27 percent to eight percent) and non-white women generally compared to non-white men (22 percent to 12 percent).
- Concern is higher among the small group of residents in the 90403/East region (n=25), with 83 percent calling *the number of homeless people* a serious concern, as well as the 90401 area (77 percent), compared to 71 percent in the 90403/West, 70 percent in the 90404/North, 62 percent in the 90404/South, 54 percent in the 90405/East, and 48 percent in the 90405/West regions. Those in the 90403/East region (53 percent worse) and 90403/West region (42 percent worse) are also more likely to think the problem has gotten worse than those in other regions (26 percent to 33 percent).
- Forty-five percent of those who think the homeless problem has gotten better still consider it a serious concern, while 30 percent rate it as not serious.

***Traffic Congestion***

As in past years, traffic congestion is among the top concerns tested. Sixty-three percent gave this issue a “4” or “5” rating, with a high 42 percent calling it very serious (a “5” rating). There was some decline in serious ratings from 2009 to 2011, when the proportion giving a “4” or “5” rating fell from 71 percent to 58 percent. In the current study, there is a slight movement upward to 63 percent. Furthermore, intensity of concern (a “5” rating) has returned to the levels seen in past years. Forty-two percent gave a “5” rating in the current study, up from 28 percent in 2011 and similar to the 45 percent giving this response in 2009 and 2007 (see **Table 5**).

**Table 5: Seriousness of Traffic Congestion in Santa Monica, 2007-2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2002</b>
5 (very serious)	42%	28%	45%	45%	41%	35%	36%
4 (somewhat serious)	21%	30%	26%	26%	24%	24%	21%
<b>Total serious</b>	<b>63%</b>	<b>58%</b>	<b>71%</b>	<b>71%</b>	<b>65%</b>	<b>59%</b>	<b>57%</b>
3 (neutral)	21%	25%	18%	18%	21%	27%	24%
2 (not too serious)	8%	12%	7%	7%	9%	8%	12%
1 (not at all serious)	6%	4%	3%	3%	4%	5%	6%
<b>Total not serious</b>	<b>14%</b>	<b>16%</b>	<b>10%</b>	<b>10%</b>	<b>13%</b>	<b>13%</b>	<b>18%</b>
Don't know/NA	1%	0%	1%	1%	2%	1%	0%
<b>Mean</b>	<b>3.9</b>	<b>3.7</b>	<b>4.0</b>	<b>4.0</b>	<b>3.9</b>	<b>3.7</b>	<b>3.7</b>

There has been little change in the proportion who believe the problem of traffic congestion is better or worse in the last few years (see **Table 6**). Overall, the proportion calling the problem worse is unchanged. However, there is a modest increase in the proportion calling it “much worse,” from 31 percent in 2011 to 36 percent currently (putting it back near 2009 levels). This may reflect the finding that traffic congestion is again a more salient concern after a slight dip in 2011 (based on the open-ended question).

**Table 6: Traffic Congestion Better or Worse in Santa Monica, 2009-2013**

Rating	2013	2011	2009
Much better	2%	1%	1%
Somewhat better	3%	4%	3%
<b>Total better</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>
Stayed the same	27%	25%	27%
Somewhat worse	30%	33%	28%
Much worse	36%	31%	39%
<b>Total worse</b>	<b>66%</b>	<b>64%</b>	<b>67%</b>
Don't know/NA	3%	6%	3%

#### Traffic Congestion Among Subgroups

- Those ages 50+ are more likely to call *traffic congestion* a serious problem than those younger, both overall (73 percent to 58 percent) and in intensity (54 percent “5” rating to 34 percent). While there is little difference in ratings among Latinos 18 to 49 and 50+, whites 50+ consider the issue serious in higher numbers than those younger (69 percent to 53 percent) and with more intensity (52 percent “5” rating to 28 percent). The same is true of non-whites generally, with 84 percent of 50+ non-whites calling *traffic congestion* serious compared to 63 percent of those younger (59 percent to 41 percent “5” ratings).

Those 50 years of age or older are more likely to think the problem of *traffic congestion* has gotten worse over the last few years than those younger as well (78 percent to 57 percent) and specifically “much” worse (54 percent to 23 percent). This is true regardless of gender and ethnicity.

- Latino residents consider the problem of *traffic congestion* to be serious (77 percent) in higher numbers than white residents (61 percent) and non-whites generally (68 percent). However, they are not more likely to feel the problem has gotten worse. In fact, while they hold similar views in this regard to non-whites generally, white residents are more likely to believe *traffic congestion* has gotten worse (68 percent to 57 percent of Latino residents).
- White women are more likely to consider the problem “very” serious than white men (48 percent “5” rating to 31 percent among men). They are also more likely to see the problem as becoming “much” worse over the past few years than white men (45 percent to 29 percent).

- The proportion calling traffic congestion a serious problem rises with years of residency, from 45 percent of those living in Santa Monica less than five years to 75 percent of those living in the City for 14 or more years. Intensity of concern also rises, from 23 percent very serious among the newest residents to 53 percent among the longest-term residents. Furthermore, longer term residents are more likely to believe *traffic congestion* has gotten worse over the past few years, with 39 percent of residents of less than five years giving this response to 78 percent of 14+ year residents. As mentioned in the last study, longer-term residents have a longer frame of reference upon which to evaluate increasing traffic, while newer residents may not.
- Homeowners are more likely to consider *traffic congestion* a serious problem than renters (74 percent to 59 percent) and with more intensity (55 percent very serious to 36 percent among renters). Homeowners are also more likely to believe traffic congestion has gotten worse than renters (77 percent to 60 percent and with more intensity at 47 percent to 30 percent)—most likely reflecting the older average age of homeowners.
- Although the sample size is small, those in the 90405/East zip code area are the most likely to consider traffic congestion a serious problem (85 percent to 64 percent for the sample average) and to think it has gotten worse (80 percent to the sample average of 66 percent). Those in the 90403/West (71 percent worse) and 90405/West (68 percent) are also among the most likely to believe the problem has gotten worse. Although majorities did express concern, residents in the 90402 (63 percent), 90401 (60 percent), and 90403/West areas (54 percent) are the least concerned about traffic congestion.
- Seventy-nine percent of those who believe traffic congestion is a serious problem also believe it has gotten worse, while 17 percent believe it has stayed the same, and just two percent believe it has gotten better. Half (49 percent) of those who gave a neutral “3” rating about the seriousness of traffic congestion believe it has gotten worse, while 30 percent of the small group of those who do not consider it a serious problem do so.

### ***Lack of Parking***

Fifty-seven percent of respondents believe the *lack of parking* is a serious problem in Santa Monica (a “4” or “5” rating). This is up very slightly from 53 percent in 2011, returning it to 2009 levels (58 percent). However, the proportion giving a “5” rating is up significantly, from 27 percent in 2011 to 40 percent currently. Again, this puts it closer to 2009 levels (37 percent). **Table 7** illustrates the results.

**Table 7: Seriousness of a Lack of Parking, 2007-2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2002</b>
5 (very serious)	40%	27%	37%	27%	39%	35%
4 (somewhat serious)	17%	26%	21%	21%	23%	23%
<b>Total serious</b>	<b>57%</b>	<b>53%</b>	<b>58%</b>	<b>48%</b>	<b>62%</b>	<b>58%</b>
3 (neutral)	22%	26%	22%	26%	21%	23%
2 (not too serious)	11%	13%	13%	17%	12%	12%
1 (not at all serious)	8%	8%	6%	9%	4%	5%
<b>Total not serious</b>	<b>19%</b>	<b>21%</b>	<b>19%</b>	<b>26%</b>	<b>16%</b>	<b>17%</b>
Don't know/NA	2%	0%	1%	2%	1%	1%
<b>Mean</b>	<b>3.7</b>	<b>3.5</b>	<b>3.7</b>	<b>3.4</b>	<b>3.8</b>	<b>3.7</b>

#### Lack of Parking Among Subgroups

- Non-white residents show more concern about *a lack of parking* than white residents, with 65 percent giving it a “4” or “5” rating to 53 percent of white residents. However, there is no difference between white and Latino residents specifically.
- A higher proportion of those 65 or older consider *a lack of parking* a serious concern than those younger. While 72 percent of residents 65 years of age or older gave this response, 52 percent of respondents ages 18 to 49 and 59 percent of those 50 to 64 did so.
- Those with children under the age of 18 are more likely to call *a lack of parking* not a serious concern (31 percent) than those with no children under the age of 18 (14 percent). This almost certainly reflects the older average of those without children under 18 years of age.
- Overall, there is no notable trend in the proportion calling *a lack of parking* a serious problem by years of residency. However, the proportion calling it “very” serious rises with years living in Santa Monica, from 31 percent of those living in the City less than five years to 44 percent of those living in the City 10 or more years.
- While majorities across zip code areas identified *a lack of parking* as a serious problem, residents in the 90404 zip code area were the most likely to say that *a lack of parking* is a serious problem (64 percent).

***Crime and Gangs/Youth Violence***

There is very modest concern about *crime* in Santa Monica. Not only was this issue volunteered by just six percent of residents in the open-ended question where no response options were provided, but just 20 percent called it a serious problem (“4” or “5” rating) when asked directly. Just six percent called it very serious (“5” rating), the lowest of the seven items tested. In fact, nearly half (47 percent) consider *crime* not a serious issue (“1” or “2” rating). Concern about crime is up slightly from 15 percent in 2011 to 20 percent today. However, this remains below 2009 and 2007 levels (see **Table 8**).

**Table 8: Seriousness of Crime in Santa Monica, 2002-2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>	<b>2007</b>	<b>2002<sup>8</sup></b>
5 (very serious)	6%	5%	11%	8%	5%
4 (somewhat serious)	14%	10%	18%	16%	11%
<b>Total serious</b>	<b>20%</b>	<b>15%</b>	<b>29%</b>	<b>24%</b>	<b>16%</b>
3 (neutral)	30%	32%	31%	28%	38%
2 (not too serious)	27%	31%	25%	35%	30%
1 (not at all serious)	20%	18%	12%	11%	11%
<b>Total not serious</b>	<b>47%</b>	<b>49%</b>	<b>37%</b>	<b>46%</b>	<b>41%</b>
Don't know/NA	3%	3%	3%	4%	0%
<b>Mean</b>	<b>2.6</b>	<b>2.5</b>	<b>2.9</b>	<b>2.8</b>	<b>2.5</b>

Not only is concern about crime low, but there is a trend toward higher proportions believing the problem is getting better since the 2009 study (see **Table 9**). In 2009, 14 percent felt crime was improving in Santa Monica. This proportion rose to 20 percent in 2011 and 23 percent today. However, after dipping to 12 percent in 2011, the proportion believing crime is getting worse rose to 20 percent—equal to the findings in 2009 and 2007. A majority, 51 percent, believe there has been no change—a positive finding given the low level of concern about crime.

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<sup>8</sup> This question was not asked in 2005.

**Table 9: Crime Better or Worse in Santa Monica, 2007-2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>	<b>2007</b>
Much better	5%	5%	3%	8%
Somewhat better	18%	15%	11%	17%
<b>Total better</b>	<b>23%</b>	<b>20%</b>	<b>14%</b>	<b>25%</b>
Stayed the same	51%	57%	54%	45%
Somewhat worse	15%	8%	14%	14%
Much worse	5%	4%	6%	6%
<b>Total worse</b>	<b>20%</b>	<b>12%</b>	<b>20%</b>	<b>20%</b>
Don't know/NA	6%	12%	12%	11%

### Crime Among Subgroups

Concern about crime is low across all demographic groups. However, there were some notable differences in opinion.

- White respondents and non-white respondents generally are less likely to call *crime* a serious problem (19 percent and 21 percent respectively) than Latino residents (30 percent). While Latinos expressed slightly more concern about crime than white residents, they are also slightly more likely to believe it has gotten better, with 30 percent giving this response compared to 20 percent of white respondents (27 percent of non-whites generally).
- Women are no more likely than men overall to call *crime* a serious problem. However, they are more likely to have a neutral view, while men are more likely to call it not serious (51 percent to 43 percent of women). There is no difference by gender in perceptions of crime having gotten better or worse in the last few years.
- Residents of less than five years (60 percent not serious) and those 18 to 29 (60 percent not serious) are among the least concerned about this issue.
- The proportion who believe the crime problem has gotten better declines with age, from 29 percent of those under 30 to 16 percent of those 65 years of age or older.
- Although the sample size is small, concern about crime is strongest in the 90403/East area (39 percent compared to the sample average of 20 percent). Those in this area are also far more likely to think crime has gotten worse at 62 percent.

- While there is no difference between homeowners and renters in their perception of *crime* as a serious problem, renters are more likely to think the problem has gotten better (28 percent) than homeowners (14 percent), with homeowners more likely to think it has gotten worse (27 percent to 15 percent).
- Again despite no real difference in ratings for the seriousness of the crime issue, non-college educated residents are more likely to think the problem has gotten better than college graduates (28 percent to 19 percent). College graduates are more likely to believe there has been no change.

Related to crime, just 15 percent gave a “4” or “5” rating to *gangs and youth violence*, while 50 percent gave a “1” or “2” rating, indicating they do not think it is a serious problem. Along with *crime* generally, *gangs and youth violence* generated the lowest level of concern of the seven items tested—and by a wide margin.

The proportion expressing strong concern about *gangs and youth violence* is little changed from 2011, when it fell precipitously from 27 percent in 2009. While there has been little change in “4” or “5” ratings, the proportion giving this issue a “1” or “2” rating has fallen slightly from a high of 55 percent in 2011 to 50 percent today. However, the average rating of 2.4 is unchanged from two years ago (see **Table 10**). It should be noted that in 2009 and prior years, the question asked about “gangs,” rather than “youth violence.” As mentioned in the 2011 report, one might expect a greater level of concern when the issue of “youth violence” is added to the issue of “gangs.” However, given that the reverse occurred, this change may reflect a real change in perception about this crime-related issue—supporting the finding that residents show less concern about crime.

**Table 9: Perceptions of Gangs/Youth Violence in Santa Monica, 2002-2013**

Rating	2013	2011	2009 <sup>9</sup>	2007 <sup>10</sup>	2005 <sup>11</sup>	2002
5 (very serious)	8%	5%	13%	17%	11%	11%
4 (somewhat serious)	7%	9%	14%	14%	13%	10%
<b>Total serious</b>	<b>15%</b>	<b>14%</b>	<b>27%</b>	<b>31%</b>	<b>24%</b>	<b>21%</b>
3 (neutral)	28%	25%	25%	24%	23%	28%
2 (not too serious)	23%	31%	23%	20%	27%	25%
1 (not at all serious)	27%	24%	19%	18%	18%	17%
<b>Total not serious</b>	<b>50%</b>	<b>55%</b>	<b>42%</b>	<b>38%</b>	<b>45%</b>	<b>42%</b>
Don't know/NA	6%	6%	6%	6%	9%	9%
<b>Mean</b>	<b>2.4</b>	<b>2.4</b>	<b>2.8</b>	<b>2.9</b>	<b>2.5</b>	<b>2.5</b>

#### Gangs and Youth Violence Among Subgroups

- Men are slightly more likely to say *gangs and youth violence* is not a serious problem than women (54 percent to 46 percent). Men ages 18 to 49 are particularly likely to feel this way at 62 percent, compared to 45 percent of men ages 50 and older.
- Latino residents are slightly more likely to call this a serious problem as well (23 percent compared to 16 percent of white and 15 percent of non-white residents generally). Latino men are less concerned than Latinas (54 percent to 35 percent not serious). Non-white men generally show less concern than non-white women (52 percent to 38 percent not serious).
- Residents of less than 10 years are less likely to consider *gangs and youth violence* a serious problem (61 percent not serious) than longer term residents (42 percent).
- Residents in the 90405/East as well as the 90401 areas show the most concern (each 23 percent serious) while those in the 90403/West (seven percent serious) and 90405/West (nine percent serious) areas show the least.

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<sup>9</sup> In 2009, the question was phrased as *gangs* rather than *gangs and youth violence*.

<sup>10</sup> In 2007, the question was phrased as *gangs* rather than *gangs and youth violence*.

<sup>11</sup> In 2005, the question was phrased as *gang violence* rather than *gangs and youth violence*.

### *The Amount of Growth and Development*

For the first time this year, residents were asked to rate how serious of a problem they consider *the amount of growth and development*. Just over four in ten (43 percent) residents gave this issue a “4” or “5” rating, indicating they consider it a serious problem, while 31 percent gave it a “1” or “2” rating, indicating they do not consider it serious. **Table 11** illustrates the results.

**Table 11: Seriousness of the Amount of Growth and Development, 2013**

Rating	2013
5 (very serious)	27%
4 (somewhat serious)	16%
<b>Total serious</b>	<b>43%</b>
3 (neutral)	24%
2 (not too serious)	14%
1 (not at all serious)	17%
<b>Total not serious</b>	<b>31%</b>
Don't know/NA	3%
<b>Mean</b>	<b>3.2</b>

### The Amount of Growth and Development Among Subgroups

- Concern is far stronger among those 50 years of age or older than those younger. While 29 percent of those 18 to 49 call *the amount of growth and development* a serious problem, 62 percent of those older do so—including 78 percent of those 75 years of age or older. Furthermore, over half (53 percent) of residents 65 or older call this a very serious problem as indicated with a “5” rating. Sixty-eight percent of women ages 50 and older called *the amount of growth and development* a serious concern, compared to a still high 55 percent of men ages 50 or older.
- *The amount of growth and development* is a serious concern to slightly more women than men (48 percent to 38 percent) overall. However, this is driven by 68 percent of women ages 50+ having given this response.
- Concern is higher among white residents (47 percent serious) than Latino (36 percent) or non-white (34 percent) residents. This concern is stronger with white women than men (53 percent to 40 percent).

- Related to age, residents of 14 or more years were more likely to call *the amount of growth and development* a serious problem (61 percent) than those who have lived in Santa less than 14 years (approximately 28 percent).
- Homeowners are slightly more likely to consider *the amount of growth and development* a serious problem than renters (50 percent to 40 percent).
- Concern is greatest in the 90405/East (55 percent serious) area, followed by 90402 (50 percent), 90403/West (48 percent), and the 90404 (44 percent) zip codes. Residents in the 90401 zip code are the least concerned about *the amount of growth and development* (40 percent); given that this downtown area is denser than other areas of Santa Monica, these residents may be more attracted to areas with more growth and development.

## **Importance of City Services**

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As in 2011, residents were asked to assess how important they feel are a number of City services. Respondents rated each service on a scale of one to five, where a “1” indicated the service is not at all important to them and a “5” indicated that it is very important (**Table 12** illustrates the results). The findings are presented here, but are also noted alongside the discussion of satisfaction ratings, and compared directly to satisfaction ratings in the Relationship Between Overall Importance and Satisfaction Ratings section.

Many services on the list of 23 presented to the respondents are considered of high importance. In fact, all services received a mean rating of 3.5 or higher, suggesting at least a modest level of importance on average.

The far and away strongest service (in perceived importance) is *providing emergency 911 services*, with nearly eight in ten (78 percent) calling this very important (a “5” rating) and nearly nine in ten (89 percent) having rated it important overall. Ratings of importance for this service are little changed from the 2011 study when *providing emergency 911 services* topped the list of items tested as well.

Other safety-related services are among the top tier of services, including *enforcing laws that keep public spaces safe for everyone* (59 percent very important, 79 percent important overall) and *reducing crime and protecting public safety* (58 percent “very” and 81 percent important overall—little changed from 2011).

Somewhat related, *dealing with homeless people in Santa Monica* is very important to 50 percent and important overall to 75 percent. The importance of *dealing with homeless people in Santa Monica* is up slightly from the 45 percent very important and 70 percent important overall found in 2011—potentially reflecting the higher number who believe the problem has gotten worse.

Along with these crime-prevention services, a number of other services related to daily life are in the top tier in importance:

- *Keeping traffic on City streets flowing smoothly* (59 percent very important, 81 percent important)
- *Maintaining City beaches* (57 percent, 81 percent) – with no change in intensity, but slightly down in importance overall (from 87 percent in 2011)
- *Collecting trash and recycling from your home* (55 percent, 79 percent) – with no change in intensity, but slightly down in importance overall (from 86 percent in 2011)
- *Providing public library services* (49 percent, 72 percent) – with no change in intensity, but slightly down in importance overall (from 78 percent in 2011)
- *Providing services for seniors* (49 percent, 77 percent) – up overall from 71 percent and in intensity from 41 percent in 2011.
- *Maintaining and repairing streets and sidewalks* (48 percent, 76 percent) – this is up considerably from 35 percent “very” important and 66 percent important overall in 2011. However, the wording was changed from *street and sidewalk maintenance* and it is possible that the inclusion of the word “repair” increased respondents’ perception of importance.

Second tier items of importance include the following:

- *Ensuring there is affordable housing* (48 percent, 67 percent) – intensity is up from 41 percent in 2011, but overall there is little change in importance.
- *Maintaining City parks* (45 percent very important, 76 percent total important)
- *Offering public transportation alternatives, such as the Big Blue Bus* (44 percent very important, 70 percent total important) – down significantly from 59 percent “very” important and 83 percent overall in 2011.
- *Helping the community be more environmentally responsible* (43 percent, 66 percent)
- *Keeping City streets and alleys clean* (42 percent, 73 percent)
- *Providing services for youth* (42 percent to 70 percent)

Recreational and cultural services, as well as code enforcement, are in the bottom tier of priorities, including the following:

- *Preserving historic buildings* (34 percent, 57 percent) – asked for the first time this year.
- *Ensuring compliance with City codes and ordinances* (33 percent, 59 percent)
- *Providing recreation and sports programs* (32 percent, 54 percent)
- *Providing access for cyclists* (29 percent, 53 percent) – down slightly from 2011.
- *Providing cultural and arts opportunities* (29 percent, 59 percent)
- *Keeping street trees trimmed* (27 percent, 50 percent)
- *Enforcing the City’s noise laws* (25 percent, 49 percent)

### Importance Ratings Among Subgroups

- The top tier items are generally the same for nearly all subgroups, with emergency *911 services* named as important by the highest proportion of virtually every major subgroup analyzed.
- While the top items are generally the same with men and women, women respond more overall to many.
- There were few notable differences by Latino, white, and non-white respondents overall. However, Latino respondents were more likely to consider *keeping City streets and alleys clean* (85 percent), *offering public transportation alternatives* (84 percent), *providing services for youth* (84 percent), and *providing public library services* (82 percent) important.
- The same items ranked at the top for those 18 to 49 and 50 years of age or older generally. Those ages 50 and older called *keeping traffic on City streets flowing smoothly, maintaining and repairing streets and sidewalks, maintaining City parks, and keeping City streets and alleys clean* important in slightly higher proportions. Respondents ages 18 to 49 were more likely to call *providing services for youth* important than those older. This is not surprising because they are more likely to have young children relative to those ages 50 or older.
- The top items were the same with renters and homeowners. However, homeowners were more likely to call *maintaining and repairing streets and sidewalks* (83 percent to 72 percent of renters) and *maintaining City parks* (83 percent to 71 percent) important than renters. Renters were more likely to call *ensuring there is affordable housing* important than homeowners (73 percent to 57 percent).
- Those with children under the age of 18 are more likely to consider services for youth (80 percent to 66 percent of those with no children under 18) to be important than those without. They were also more likely to feel this way about *maintaining City beaches* (88 percent to 78 percent), *enforcing laws that keep public spaces safe for everyone* (88 percent to 76 percent), and *ensuring compliance with City codes and ordinances* (70 percent to 56 percent).

**Table 12: Importance of City Services, 2011 and 2013**  
*(Ranked by a “5” rating indicating “very important”)*

<b>Issue</b>	<b>Year</b>	<b>Total Important (4 or 5 rating)</b>	<b>Very Important (5 rating)</b>	<b>Somewhat important (4 rating)</b>	<b>Neutral (3 rating)</b>	<b>Not important (1 or 2 rating)</b>	<b>Mean Rating</b>
Providing emergency 9-1-1 services	<b>2013</b>	<b>89%</b>	78%	11%	5%	4%	4.6
	<b>2011</b>	<b>93%</b>	81%	12%	3%	2%	4.7
Keeping traffic on City streets flowing smoothly	<b>2013</b>	<b>81%</b>	59%	22%	13%	5%	4.3
	<b>2011</b>	<b>82%</b>	54%	28%	12%	5%	4.3
Enforcing laws that keep public spaces safe for everyone*	<b>2013</b>	<b>79%</b>	59%	20%	13%	6%	4.3
	<b>2011</b>	<b>79%</b>	52%	27%	15%	4%	4.3
Reducing crime and protecting public safety	<b>2013</b>	<b>81%</b>	58%	23%	12%	6%	4.3
	<b>2011</b>	<b>83%</b>	63%	20%	11%	5%	4.4
Maintaining City beaches	<b>2013</b>	<b>81%</b>	57%	24%	13%	5%	4.3
	<b>2011</b>	<b>87%</b>	56%	31%	10%	2%	4.4
Collecting trash and recycling from your home	<b>2013</b>	<b>79%</b>	55%	24%	15%	5%	4.3
	<b>2011</b>	<b>86%</b>	56%	30%	9%	6%	4.3
Dealing with homeless people in Santa Monica	<b>2013</b>	<b>75%</b>	50%	25%	17%	6%	4.2
	<b>2011</b>	<b>70%</b>	45%	25%	19%	7%	4.1
Providing services for seniors	<b>2013</b>	<b>77%</b>	49%	28%	15%	6%	4.2
	<b>2011</b>	<b>71%</b>	41%	30%	17%	10%	4.0
Providing public library services	<b>2013</b>	<b>72%</b>	49%	23%	19%	8%	4.1
	<b>2011</b>	<b>78%</b>	53%	25%	14%	7%	4.2
Maintaining and repairing streets and sidewalks	<b>2013</b>	<b>76%</b>	48%	28%	20%	3%	4.2
	<b>2011</b>	<b>66%</b>	35%	31%	25%	8%	3.9
Ensuring there is affordable housing	<b>2013</b>	<b>67%</b>	48%	19%	20%	12%	4.0
	<b>2011</b>	<b>63%</b>	41%	22%	18%	16%	3.8
Maintaining City parks	<b>2013</b>	<b>76%</b>	45%	31%	19%	5%	4.2
	<b>2011</b>	<b>80%</b>	47%	33%	17%	3%	4.2
Offering public transportation alternatives, such as the big blue bus	<b>2013</b>	<b>70%</b>	44%	26%	19%	10%	4.0
	<b>2011</b>	<b>83%</b>	59%	24%	10%	6%	4.3
Helping the community be more environmentally responsible	<b>2013</b>	<b>66%</b>	43%	23%	21%	12%	3.9
	<b>2011</b>	<b>67%</b>	42%	25%	19%	14%	3.9
Keeping City streets and alleys clean	<b>2013</b>	<b>73%</b>	42%	31%	20%	6%	4.1
	<b>2011</b>	<b>73%</b>	42%	31%	22%	5%	4.1
Providing services for youth	<b>2013</b>	<b>70%</b>	42%	28%	21%	7%	4.0
	<b>2011</b>	<b>72%</b>	45%	27%	18%	8%	4.1

**Table 12 Continued: Importance of City Services, 2011 and 2013**

Issue	Year	Total Important (4 or 5 rating)	Very Important (5 rating)	Somewhat important (4 rating)	Neutral (3 rating)	Not important (1 or 2 rating)	Mean Rating
Preserving historic buildings	2013	57%	34%	23%	26%	16%	3.7
	2011	NA	NA	NA	NA	NA	NA
Ensuring compliance with City codes and ordinances**	2013	59%	33%	26%	23%	15%	3.7
	2011	56%	33%	23%	21%	16%	3.7
Providing recreation and sports programs	2013	54%	32%	22%	32%	12%	3.7
	2011	58%	30%	28%	28%	12%	3.7
Providing cultural and arts opportunities	2013	59%	29%	30%	25%	14%	3.7
	2011	58%	29%	29%	24%	18%	3.6
Providing access for cyclists	2013	53%	29%	24%	26%	19%	3.5
	2011	58%	35%	23%	25%	15%	3.7
Keeping street trees trimmed	2013	50%	27%	23%	32%	17%	3.5
	2011	46%	24%	22%	35%	18%	3.5
Enforcing the City's noise laws	2013	49%	25%	24%	30%	18%	3.5
	2011	46%	28%	18%	31%	22%	3.4

\*Question wording in 2011 was phrased "Enforcing laws that keep public spaces clean and safe for everyone"

\*\*Question wording in 2011 was phrased "Enforcing the City's building and zoning laws"

## Satisfaction with City Services

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This section of the report looks at residents' satisfaction with the job the City is doing in providing specific city services. This analysis will start with a comparison of ratings for each service, followed by an analysis of each individual item.

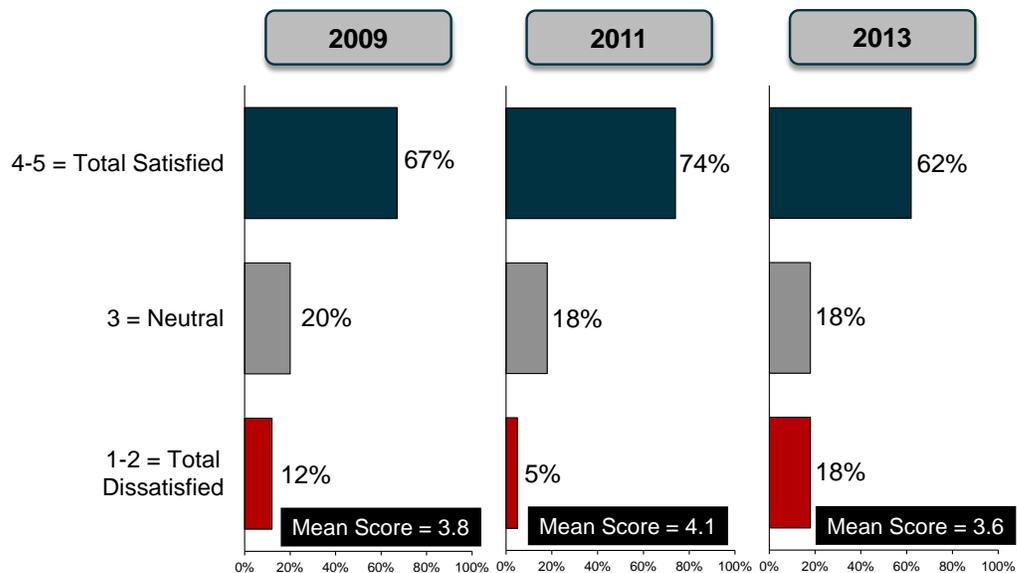
### Overall Satisfaction with Delivery of City Services

Before asking about specific City services, survey respondents were asked to rate their satisfaction with the job the City of Santa Monica has been doing in providing City services generally, using a five-point scale where a "1" indicated the respondent was very dissatisfied and a "5" indicated that the respondent was very satisfied.

In the current study, 62 percent said they are satisfied with the job the City is doing in providing services (a "4" or "5" rating), while just 18 percent are dissatisfied (a "1" or "2" rating) and 20 percent gave a neutral "3" rating (18 percent) or were unsure (two percent). Therefore, positive reviews outweigh negative reviews by more than 3-to-1.

However, as shown in **Figure 3**, positive ratings are down 12 points from 2011 when 74 percent were satisfied and remain down from 2009 when 67 percent gave this response. The proportion dissatisfied rose considerably from five percent in 2011 to 18 percent—for a 13-point increase (and still up from 12 percent in 2009).<sup>12</sup>

**Figure 3: Job Rating for Providing City Services, 2009-2013**



Women are more likely to be satisfied overall with the City in providing services than men (66 percent to 57 percent)—and with more intensity as well (36 percent very satisfied to 24 percent of men). This finding is true among white, Latino, and non-white women overall.

Satisfaction is also higher among those ages 18 to 49 (68 percent) than residents ages 50 and older (55 percent, with women ages 18 to 49 among the most satisfied at 73 percent).

Potentially reflecting age, those with children under the age of 18 are more likely to be satisfied with the City in providing services than those without (67 percent to 59 percent).

<sup>12</sup> Residents were asked their satisfaction with the job being done by the City of Santa Monica providing city services in previous years. However, the response values were changed, precluding comparisons. While the question in 2009 and 2011 provided a five-point scale for responses, previous years did not use a scale and asked if respondents were very or somewhat satisfied or dissatisfied. Therefore, there was no “neutral” option. For the same reason, comparisons cannot be made prior to 2009 in specific areas as well.

## Comparison of Satisfaction with Delivery of Specific City Services

Using the same five-point satisfaction scale, respondents were asked to rate the City's job in providing 23 specific City services. The analysis focuses on ratings of "4" or "5" indicating overall satisfaction.

The City gets its highest marks (ratings above 70 percent) for the following:

- *Providing public library services* (73 percent satisfied)
- *Collecting trash and recycling from your home* (72 percent)
- *Providing emergency 911 services* (71 percent, 12 percent uncertain)
- *Maintaining City parks* (68 percent)
- *Keeping City streets and alleys clean* (66 percent)
- *Maintaining City beaches* (65 percent)
- *Offering public transportation alternatives, such as the Big Blue Bus* (64 percent)
- *Keeping street trees trimmed* (62 percent)
- *Reducing crime and protecting public safety* (60 percent)
- *Enforcing laws that keep public spaces safe for everyone* (59 percent)

Many of these items also rank among the most important services the City provides. This will be discussed further in the next section (Relationship Between Overall Satisfaction and Importance), but is a key finding for the City.

A majority or slightly over are satisfied with the City in the following areas:

- *Maintaining and repairing streets and sidewalks* (56 percent satisfied)
- *Helping the community be more environmentally responsible* (55 percent)
- *Providing arts and cultural opportunities* (53 percent)
- *Providing access for cyclists* (52 percent)
- *Enforcing the City's noise laws* (51 percent, with 10 percent uncertain)
- *Ensuring compliance with City codes and ordinances* (50 percent)

Areas generating the least satisfaction include dealing with traffic and the homeless—two issues that are at the forefront of residents' attention and rated as highly important. The areas generating the lowest satisfaction ratings, with satisfaction below 50 percent, include the following:

- *Providing recreation and sports programs* (48 percent satisfied and 11 percent uncertain)
- *Providing services for seniors* (47 percent, 20 percent uncertain)
- *Providing services for youth* (46 percent, 15 percent uncertain)
- *Preserving historic buildings* (44 percent, 11 percent uncertain) – asked for the first time this year

- *Keeping traffic on City streets flowing smoothly* (37 percent and 35 percent dissatisfied)
- *Dealing with homeless people in Santa Monica* (36 percent, 31 percent dissatisfied)
- *Ensuring there is affordable housing* (34 percent, eight percent uncertain, 30 percent dissatisfied)

Since the 2011 study, satisfaction ratings rose only for *keeping traffic on City streets flowing smoothly*—from 28 percent in 2011 to 37 percent today. However, satisfaction ratings fell in a number of areas since 2011, including the following:

- *Maintaining City parks* (-14 points, from 82 percent to 68 percent)
- *Helping the community be more environmentally responsible* (-13 points, from 68 percent to 55 percent)
- *Offering public transportation alternatives, such as the Big Blue Bus* (-10 points, from 74 percent to 64 percent)
- *Keeping street trees trimmed* (-10 points, from 72 percent to 62 percent)
- *Maintaining and repairing streets and sidewalks* (-10 points, from 66 percent to 56 percent)
- *Providing cultural and arts opportunities* (-10 points, from 63 percent to 53 percent)
- *Providing recreation and sports programs* (-10 points, from 58 percent to 48 percent)
- *Providing public library services* (-9 points from 82 percent satisfied in 2011 to 73 percent)
- *Reducing crime and protecting public safety* (-9 points, from 69 percent to 60 percent)
- *Collecting trash and recycling from your home* (-7 points from 79 percent to 72 percent)
- *Enforcing laws that keep public spaces safe for everyone* (-6 points, from 65 percent to 59 percent)
- *Providing services for youth* (-6 points, from 52 percent to 46 percent)

**Table 13** illustrates the results for 2009 through 2013.

**Table 13: Satisfaction with Specific City Services, 2009-2013<sup>13</sup>**  
*(Ranked by “Total Satisfied” in 2013)*

Service	Year	Total Satisfied (4 and 5 rating)	Very satisfied (5 rating)	Smt satisfied (4 rating)	Neutral (3 rating)	Dissatisfied (1 or 2 rating)	Don't know	Mean Rating
Providing public library services	2013	73%	44%	29%	16%	7%	4%	4.1
	2011	82%	53%	29%	12%	3%	3%	4.4
	2009	82%	62%	20%	11%	3%	5%	4.5
Collecting trash and recycling from your home	2013	72%	47%	25%	19%	6%	2%	4.1
	2011	79%	43%	36%	15%	5%	1%	4.2
	2009	78%	49%	29%	14%	7%	1%	4.2
Providing emergency 911 services	2013	71%	47%	24%	11%	6%	12%	4.2
	2011	78%	49%	29%	7%	3%	13%	4.4
	2009	62%	39%	23%	11%	3%	24%	4.3
Maintaining City parks	2013	68%	32%	36%	24%	5%	3%	4.0
	2011	82%	38%	44%	13%	4%	1%	4.2
	2009	NA	NA	NA	NA	NA	NA	NA
Keeping City streets and alleys clean	2013	66%	31%	35%	24%	9%	2%	3.8
	2011	65%	26%	39%	25%	10%	0%	3.8
	2009	57%	28%	29%	27%	15%	1%	3.7
Maintaining City beaches	2013	65%	34%	31%	21%	10%	4%	3.9
	2011	68%	32%	36%	22%	7%	3%	3.9
	2009	NA	NA	NA	NA	NA	NA	NA
Offering public transportation alternatives, such as the Big Blue Bus	2013	64%	35%	29%	22%	9%	5%	3.9
	2011	74%	42%	32%	16%	7%	2%	4.1
	2009	NA	NA	NA	NA	NA	NA	NA
Keeping street trees trimmed	2013	62%	31%	31%	24%	12%	2%	3.8
	2011	72%	38%	34%	18%	7%	2%	4.0
	2009	74%	40%	34%	15%	9%	2%	4.0

<sup>13</sup> “NA” indicates the question was not asked in 2009.

**Table 13 Continued: Satisfaction with Specific City Services, 2009-2013**

Service	Year	Total Satisfied (4 and 5 rating)	Very satisfied (5 rating)	Smwt satisfied (4 rating)	Neutral (3 rating)	Dissatisfied (1 or 2 rating)	Don't know	Mean Rating
Reducing crime and protecting public safety	2013	60%	25%	35%	27%	9%	4%	3.8
	2011	69%	28%	41%	23%	5%	3%	3.9
	2009	58%	22%	36%	32%	6%	3%	3.8
Enforcing laws that keep public spaces safe for everyone*	2013	59%	24%	35%	27%	10%	5%	3.7
	2011	65%	27%	38%	25%	8%	3%	3.8
	2009	62%	27%	35%	27%	9%	2%	3.8
Maintaining and repairing streets and sidewalks	2013	56%	25%	31%	26%	16%	2%	3.6
	2011	66%	27%	39%	23%	11%	1%	3.8
	2009	63%	26%	37%	24%	13%	1%	3.7
Helping the community be more environmentally responsible	2013	55%	26%	29%	26%	12%	7%	3.7
	2011	68%	32%	36%	24%	7%	2%	3.9
	2009	63%	32%	31%	22%	9%	5%	3.9
Providing cultural and arts opportunities	2013	53%	24%	29%	32%	10%	5%	3.7
	2011	63%	27%	36%	23%	9%	6%	3.8
	2009	63%	34%	29%	20%	9%	8%	3.9
Providing access for cyclists	2013	52%	23%	29%	27%	14%	6%	3.5
	2011	49%	21%	28%	33%	15%	2%	3.5
	2009	NA	NA	NA	NA	NA	NA	NA
Enforcing the City's noise laws	2013	51%	26%	25%	26%	14%	10%	3.7
	2011	51%	21%	30%	28%	9%	11%	3.7
	2009	55%	20%	35%	21%	13%	12%	3.7
Ensuring compliance with City codes and ordinances**	2013	50%	22%	28%	28%	11%	11%	3.6
	2011	41%	20%	21%	28%	11%	21%	3.5
	2009	37%	16%	21%	26%	15%	24%	3.4

\*Question wording in 2011 was phrased "Enforcing laws that keep public spaces safe and clean for everyone"

\*\* Question wording in 2011 was phrased "Enforcing the City's building and zoning laws"

**Table 13 Continued: Satisfaction with Specific City Services, 2009-2013**

Service	Year	Total Satisfied (4 and 5 rating)	Very satisfied (5 rating)	Smwt satisfied (4 rating)	Neutral (3 rating)	Dissatisfied (1 or 2 rating)	Don't know	Mean Rating
Providing recreation and sports programs	2013	48%	22%	26%	31%	10%	11%	3.7
	2011	58%	26%	32%	26%	6%	10%	3.8
	2009	59%	32%	27%	22%	6%	14%	4.0
Providing services for seniors	2013	47%	23%	24%	24%	11%	20%	3.7
	2011	48%	26%	22%	26%	5%	22%	3.8
	2009	51%	28%	23%	16%	5%	29%	4.0
Providing services for youth	2013	46%	23%	23%	29%	10%	15%	3.7
	2011	52%	23%	29%	23%	6%	20%	3.8
	2009	47%	23%	24%	23%	7%	24%	3.8
Preserving historic buildings	2013	44%	19%	25%	34%	11%	11%	3.5
	2011	NA	NA	NA	NA	NA	NA	NA
	2009	NA	NA	NA	NA	NA	NA	NA
Keeping traffic on City streets flowing smoothly	2013	37%	15%	22%	26%	35%	3%	3.0
	2011	28%	10%	18%	41%	31%	0%	3.0
	2009	33%	12%	21%	33%	34%	1%	3.0
Dealing with homeless people in Santa Monica	2013	36%	15%	21%	29%	31%	4%	3.0
	2011	34%	12%	22%	31%	32%	3%	3.0
	2009	31%	14%	17%	27%	35%	6%	2.9
Ensuring there is affordable housing	2013	34%	16%	18%	28%	30%	8%	3.1
	2011	30%	13%	17%	28%	33%	9%	3.0
	2009	NA	NA	NA	NA	NA	NA	NA

### Individual Analysis of Satisfaction with Delivery of Specific City Services

This section of the report looks at the satisfaction ratings for each area in more detail. We begin by looking at those areas with the lowest satisfaction scores, including dealing with traffic, affordable housing, and the homeless. The report next looks at services related to maintenance of open spaces (parks and beaches) and public areas (trash/recycling collection, keeping trees trimmed, street and sidewalk maintenance, and

keeping streets and alleys clean)—all areas where the City gets strong marks. The analysis then looks at public safety services, such as 911 services, reducing crime, enforcing laws to keep public spaces safe—areas where the City is also well regarded. This section concludes by looking at the remaining services in order of their satisfaction ratings.

Generally the subgroup analysis looks at differences in satisfaction ratings or dissatisfaction ratings within groups. However, on some services, the analysis looks at the gap between satisfaction and dissatisfaction where this analysis is more illustrative of the differences between subgroups.

### ***Keeping Traffic on City Streets Flowing Smoothly***

Traffic congestion is a dominant concern of Santa Monica residents, with it named (along with the homeless issue) as the biggest problem facing Santa Monica and specifically called a serious problem by nearly two in three residents. Furthermore, 66 percent believe the problem has gotten worse. Reflecting these views, the City of Santa Monica gets its lowest reviews for *keeping traffic on City streets flowing smoothly*. One in three residents (35 percent) are dissatisfied and just 37 percent are satisfied (with 26 percent giving a neutral “3” rating and three percent uncertain). While the City gets its weakest ratings for *keeping traffic on City streets flowing smoothly*, this issue ranks as one of the most important services, with 81 percent calling it important (59 percent very important). Therefore, while this issue is of high importance, it rates poorly in terms of satisfaction.

In spite of the poor ratings for this issue in general, and efforts by the City to improve the situation, it is important to point out the fact that nearly two-thirds of residents are either satisfied with or neutral about the City’s efforts to address traffic issues. This suggests that, despite strong concerns about traffic, residents may recognize that solving this problem requires more than City government action. If they placed the blame squarely on the City, we would expect negative ratings to be far higher given the intensity of concern about this problem.

As shown in **Table 14**, there has been no change in mean ratings for *keeping traffic on City streets flowing smoothly* since 2009. Satisfaction ratings did increase by nine points since 2011, but dissatisfaction ratings rose slightly as well. Residents remain statistically divided in their view.

**Table 14: Satisfaction with Keeping Traffic on City Streets Flowing Smoothly  
2009-2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	15%	10%	12%
4 (somewhat satisfied)	22%	18%	21%
<b>Total satisfied</b>	<b>37%</b>	<b>28%</b>	<b>33%</b>
3 (neutral)	26%	41%	33%
2 (somewhat dissatisfied)	15%	20%	17%
1 (very dissatisfied)	20%	11%	17%
<b>Total dissatisfied</b>	<b>35%</b>	<b>31%</b>	<b>34%</b>
Don't know/NA	3%	0%	1%
<b>Mean score</b>	<b>3.0</b>	<b>3.0</b>	<b>3.0</b>

Traffic Flow Among Subgroups:

Satisfaction with the job the City is doing *keeping traffic on City streets flowing smoothly* is low with all subgroups. Furthermore, it gets the lowest or near lowest mean score with every subgroup analyzed. Notable findings include the following:

- Overall there is little difference among men and women. However, women ages 50 or older are far more likely to be dissatisfied than those younger. While 47 percent of women 50+ are dissatisfied with the job the City is doing *keeping traffic on City streets flowing smoothly* and 30 percent are satisfied, 26 percent of 18 to 49 year old women are dissatisfied and a higher 39 percent are satisfied. Therefore, the gap (between satisfied and dissatisfied) among women ages 50 and older is -17 and the gap with 18 to 49 year old women is +13.
- Those under the age of 30 are the most satisfied with the City's job with traffic flow, with 55 percent satisfied and just 17 percent dissatisfied. Those ages 50 to 64 are among the most negative (48 percent dissatisfied). Overall, respondents ages 18 to 49 have a more positive than negative opinion in this area by 10 points (40 percent satisfied to 30 percent dissatisfied) while those older are more dissatisfied by 10 points (43 percent dissatisfied to 33 percent satisfied).
- Potentially reflecting age, renters are more likely to be satisfied than homeowners (43 percent to 27 percent). While 46 percent of homeowners are dissatisfied, a lower 28 percent of renters gave this response.

- Again reflecting age, those with no children under the age of 18 are more likely to be dissatisfied than those with children 18 years of age or younger (38 percent to 26 percent dissatisfied).
- Dissatisfaction is higher with longer term residents than those living in Santa Monica less than five years (34 percent of five to 13 year residents and 41 percent of 14+ year residents compared to 23 percent of less than five year residents).
- College graduates are more likely to be dissatisfied than those less educated (38 percent to 28 percent).
- Not surprisingly, those who consider traffic congestion to be a serious problem are also more likely to be dissatisfied with the City's job in dealing with traffic (47 percent) than those who think traffic congestion is not a serious problem or have a neutral view (12 percent dissatisfied). Related, 46 percent of those who think traffic congestion has gotten worse are dissatisfied with the City's job in this area, compared to 14 percent of those who think it has stayed the same or gotten better).
- Although the small sample sizes make comparisons less reliable, there are notable differences in the gap (satisfaction minus dissatisfaction) by zip codes (see **Table 15**). Those in the 90404/South, 90405/West and 90403 zip codes are the most positive on balance, while those in the 90405/East and 90404/North regions are the most negative.

**Table 15: Satisfaction with Keeping Traffic on City Streets Flowing Smoothly  
 By Zip Code, 2013**

Zip Code <sup>14</sup>	Satisfied (4 or 5 rating)	Neutral (3 rating)	Dissatisfied (1 or 2 rating)	Net Positive (Satisfied minus Dissatisfied)
90404 South	48%	24%	28%	+20
90403 East	42%	33%	25%	+17
90405 West	48%	21%	32%	+16
90403 overall	43%	24%	32%	+11
90404 overall	41%	24%	35%	+6
90403 West	41%	21%	36%	+5
90402 overall	36%	20%	37%	-1
90405 overall	36%	24%	37%	-1
90401 overall	29%	41%	31%	-2
90404 North	36%	22%	42%	-6
90405 East	26%	25%	45%	-19

***Dealing with Homeless People***

Along with traffic congestion, concern about too many homeless is the most salient issue for three in ten residents and is named as a serious problem for just over six in ten. Moreover, just 17 percent think the problem has gotten better, while 36 percent see it as worse and 44 percent see it as unchanged in the last few years. *Dealing with homeless people in Santa Monica* is considered important to three out of four residents and very important to half. However, of the 23 issues evaluated, satisfaction with the job the City is doing in this area is among the lowest of all services tested (second from the bottom of the list). The proportion dissatisfied with the job the City is doing in this area (31 percent) is nearly equal to the proportion who are satisfied (36 percent). There is little change in satisfaction ratings from 2009 (see **Table 16**).

Despite a high percentage of dissatisfaction with the City’s efforts to deal with the homelessness issue, approximately two-thirds of residents are either satisfied with or neutral about the City’s efforts to address homelessness. This may indicate that while

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<sup>14</sup> The 90401 zip code (n=28), 90403 East zip code region (n=20), and 90404 South zip code region (n=38) are too small for reliable analysis. Please note that other zip codes have small sample sizes, making the results statistically insignificant. It should also be noted, however, that the positive result in the 90404 zip code is heavily impacted by the 59 percent satisfied rating in the 90404 South zip code region, which makes up 39 percent of that zip code.

concern about the homeless issue is high, residents may perceive that the City cannot be exclusively responsible for solving this problem. If they placed the blame squarely on the City, we would expect negative ratings to be far higher given the intensity of concern about this problem.

**Table 16: Satisfaction with Dealing with Homeless People in Santa Monica  
2009-2013**

Rating	2013	2011	2009
5 (very satisfied)	15%	12%	14%
4 (somewhat satisfied)	21%	22%	17%
<b>Total satisfied</b>	<b>36%</b>	<b>34%</b>	<b>31%</b>
3 (neutral)	29%	31%	27%
2 (somewhat dissatisfied)	13%	17%	17%
1 (very dissatisfied)	18%	15%	18%
<b>Total dissatisfied</b>	<b>31%</b>	<b>32%</b>	<b>35%</b>
Don't know/NA	4%	3%	6%
<b>Mean score</b>	<b>3.0</b>	<b>3.0</b>	<b>2.9</b>

#### Dealing with Homeless People by Subgroups

- Men are slightly more negative in their review than women about the job the City is doing in *dealing with homeless people* (36 percent dissatisfied to 27 percent of women). On balance, women are slightly more likely to give a positive rating (35 percent satisfied to 27 percent unsatisfied), while men are divided (36 percent to 36 percent). This is particularly true of women ages 50 and older, who are more positive than negative by a 14-point margin. The small group of Latino men are decidedly more dissatisfied, with 50 percent giving this response.
- The small group of residents ages 75 or older are the most likely to be satisfied with the job the City is doing in *dealing with homeless people*, with 48 percent giving this response and 22 percent dissatisfied (for a +26 gap). Those 18 to 29 are slightly more negative on balance, 35 percent dissatisfied to 26 percent satisfied (-9 gap).
- Not surprisingly, those who think the number of homeless is a serious problem are more dissatisfied with the job the City is doing in this regard (43 percent) than those with a neutral view (12 percent) and those who think it is not a serious concern (nine percent).

- Those who think the number of homeless has gotten better are more likely to be satisfied with the job the City is doing in dealing with the issue (59 percent) than those who think it has stayed the same (39 percent) or gotten worse (22 percent).
- Satisfaction is slightly higher among residents living in Santa Monica for 10 years or more than those living in the City a shorter time. While residents of less than ten years are nearly divided in the proportion saying they are satisfied or dissatisfied, residents of 10 to 13 years (+13 gap) or longer (+9 gap) are more positive on balance. Having said this, however, one in three residents or slightly more are dissatisfied with the City regardless of the length of residency.
- Those without children under the age of 18 are slightly more dissatisfied than those with children under the age of 18 (33 percent to 26 percent).
- Although the sample sizes are small, those in the 90401 zip code (46 percent dissatisfied) are more dissatisfied in this area than those in the other zip codes analyzed (between 23 percent and 35 percent). Satisfaction is highest in the 90404 zip code (43 percent), the 90403/West region (40 percent), and the 90405 zip code (39 percent).

### *Ensuring there is Affordable Housing*

As mentioned earlier in this report, the affordability of housing is considered a serious problem to 63 percent of respondents. Two-thirds (67 percent) also believe it is an important service for the City to provide—showing an overall importance to residents (albeit in the middle tier of issues comparatively). While the issue is clearly important to many residents, the City gets the lowest satisfaction rating for its handling of this issue. Just 34 percent are satisfied with the job the City is doing in this area, while 30 percent are dissatisfied (and 28 percent give a neutral “3” rating). Nearly one in ten (eight percent) are unable to rate the City in this area. Ratings have improved very slightly from two years ago. In 2011, respondents were dissatisfied over satisfied by three points. Currently, positive reviews outweigh negative reviews by four points, for a net gap change of seven points (see **Table 17**).

**Table 17: Satisfaction with Ensuring Affordable Housing, 2011 and 2013**

Rating	2013	2011
5 (very satisfied)	16%	13%
4 (somewhat satisfied)	18%	17%
<b>Total satisfied</b>	<b>34%</b>	<b>30%</b>
3 (neutral)	28%	28%
2 (somewhat dissatisfied)	15%	19%
1 (very dissatisfied)	15%	14%
<b>Total dissatisfied</b>	<b>30%</b>	<b>33%</b>
Don't know/NA	8%	9%
<b>Mean score</b>	<b>3.1</b>	<b>3.0</b>

Affordable Housing by Subgroups

Satisfaction ratings for the job the City is doing *ensuring there is affordable housing* are generally low across all subgroups. However, because this issue generated a divided response (similar proportions saying they are satisfied or dissatisfied), the subgroup results are analyzed looking at the gap between “satisfied” and “dissatisfied” ratings.

- Men are more positive than women about *ensuring there is affordable housing*. While 37 percent of men are satisfied and 27 percent are dissatisfied (+10 point gap for satisfaction), women are divided (32 percent to 32 percent). The most positive result among men reflects the views of men ages 50 and older who are among the most satisfied in this regard, with 47 percent satisfied to 27 percent dissatisfied, for a +20 gap. Younger men are divided (30 percent to 29 percent).
- Although the sample size is small, Latino respondents are among the most satisfied (42 percent to 28 percent dissatisfied, for a +14 gap), and more so than white respondents (28 percent satisfied to 31 percent dissatisfied, a -3 point gap, with 10 percent uncertain). Non-white residents generally are more satisfied (46 percent to 27 percent dissatisfied, for a +19 gap). While white women are more dissatisfied than satisfied (-11 gap), Latinas are far more satisfied (+30 to -4 among men). Non-white residents ages 50+ (n=34) are the most satisfied at 60 percent.
- Again noting the small sample size, residents under the age of 30 are among the most negative on balance, with only 20 percent satisfied with the job the City is doing *ensuring there is affordable housing* and 39 percent dissatisfied (-19 gap). All other age groups are more positive than negative, with positive ratings ranging from 35 percent to 42 percent among the age cohorts.

- Santa Monica residents of 14 or more years are more satisfied (37 percent to 27 percent dissatisfied, for a +10 gap) than more recent residents who are slightly more negative in their review.
- There is no statistically significant difference in response between renters and homeowners. There is also no notable difference among those living in single-family or multi-family homes.
- Residents in the 90403/East (42 percent) and 90403/West (41 percent) regions are more dissatisfied than those in other zip code regions.

The City gets solid reviews for services related to maintenance. These services include maintaining open spaces such as parks and beaches, as well as trash and recycling pickup, cleaning streets and alleys, and trimming street trees. However, ratings are down at least slightly from 2011 in most maintenance-related areas.

### ***Collecting Trash and Recycling From Your Home***

The City gets some of its strongest ratings for the job it is doing *collecting trash and recycling from your home*. Nearly three out of four residents (72 percent) are satisfied with the City in this area—nearly matching the 79 percent who called it an important service. Satisfaction ratings are down slightly from 79 percent in 2011 and 78 percent in 2009, but dissatisfaction is little changed, with just six percent dissatisfied. As shown in **Table 18**, the proportion very satisfied (as indicated by a “5” rating) took an upward turn after a dip down in 2011.

**Table 18: Satisfaction with Collecting Trash and Recycling From Your Home  
2009-2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	47%	43%	49%
4 (somewhat satisfied)	25%	36%	29%
<b>Total satisfied</b>	<b>72%</b>	<b>79%</b>	<b>78%</b>
3 (neutral)	19%	15%	14%
2 (somewhat dissatisfied)	3%	4%	4%
1 (very dissatisfied)	3%	1%	3%
<b>Total dissatisfied</b>	<b>6%</b>	<b>5%</b>	<b>7%</b>
Don't know/NA	2%	1%	1%
<b>Mean score</b>	<b>4.1</b>	<b>4.2</b>	<b>4.2</b>

High proportions of all subgroups are satisfied in this area. Even among those dissatisfied with the job the City is doing providing City services, 50 percent are satisfied in this area and just 12 percent are dissatisfied (with 34 percent neutral in their review). Intensity is strongest among those living in single-family homes (57 percent very satisfied to 45 percent in multi-family homes) and among those with two or more children under the age of 18 (63 percent very satisfied) compared to those with one (45 percent) or no children (45 percent) under the age of 18. Dissatisfaction is low with all subgroups, with the highest proportion dissatisfied coming from the 90403/West region at 13 percent.

### *Maintaining City Parks*

As shown in **Table 19**, nearly seven in ten residents (68 percent) are satisfied with the job the City is doing in *maintaining City parks*—a service 76 percent consider important. Just five percent are dissatisfied, with the remaining 27 percent having a neutral (24 percent) view or uncertain (three percent).

However, satisfaction with maintaining City parks is down from 82 percent in 2011—a drop of 14 points. Yet, dissatisfaction has not grown. Rather, the proportion who gave a neutral “3” rating nearly doubled. Given the perception that homelessness has increased, the drop in satisfaction for maintaining parks may be a result of an increase in the visibility of the homeless in City parks.

**Table 19: Satisfaction with Maintaining City Parks, 2011 and 2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>
5 (very satisfied)	32%	38%
4 (somewhat satisfied)	36%	44%
<b>Total satisfied</b>	<b>68%</b>	<b>82%</b>
3 (neutral)	24%	13%
2 (somewhat dissatisfied)	3%	2%
1 (very dissatisfied)	2%	2%
<b>Total dissatisfied</b>	<b>5%</b>	<b>4%</b>
Don't know/NA	3%	1%
<b>Mean score</b>	<b>4.0</b>	<b>4.2</b>

High proportions of all subgroups are satisfied with the job the City is doing *maintaining City parks*. Ratings are stronger among those with two or more children under the age of 18 (81 percent satisfied), those in the 90403 zip code (79 percent), 18 to 29 (77 percent),

and Latinos (76 percent). Even 54 percent of those dissatisfied with the job the City is doing providing services are satisfied with the maintenance of parks (and just seven percent were dissatisfied).

### ***Keeping City Streets and Alleys Clean***

Two-thirds (66 percent) of residents are satisfied with the job the City is doing in *keeping City streets and alleys clean*. While 24 percent gave a neutral “3” rating (and two percent were uncertain), just nine percent are dissatisfied with this service. These ratings are little changed overall from 2011 when ratings improved over 2009 findings (see **Table 20**). Importance ratings for this service are slightly higher at 73 percent than satisfaction ratings.

**Table 20: Satisfaction with Keeping City Streets and Alleys Clean, 2009 to 2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	31%	26%	28%
4 (somewhat satisfied)	35%	39%	29%
<b>Total satisfied</b>	<b>66%</b>	<b>65%</b>	<b>57%</b>
3 (neutral)	24%	25%	27%
2 (somewhat dissatisfied)	5%	7%	10%
1 (very dissatisfied)	4%	3%	5%
<b>Total dissatisfied</b>	<b>9%</b>	<b>10%</b>	<b>15%</b>
Don't know/NA	2%	0%	1%
<b>Mean score</b>	<b>3.8</b>	<b>3.8</b>	<b>3.7</b>

### Streets and Alleys Clean Among Subgroups

There are few differences in satisfaction rates by subgroups for *keeping streets and alleys clean*.

- Women ages 50 or older were more likely to say they are very satisfied (a “5” rating) with the job the City is doing in *keeping City streets and alleys clean* than younger women or men generally. While 44 percent of women ages 50 and older gave this response, just 27 percent of younger women (18-49) and 27 percent of men did so. Overall, women ages 50 and older are only slightly more satisfied at 70 percent compared to 64 percent of men and 65 percent of younger women.

- Residents ages 75 or older are among the most satisfied, at 84 percent, compared to 65 percent of those 18 to 49 and 64 percent of those 50 to 74 years of age.

### *Maintaining City Beaches*

The City gets generally strong reviews for *maintaining City beaches*, with 65 percent satisfied in this regard and just 10 percent dissatisfied (21 percent have a neutral view and four percent are uncertain). This result is little changed from 2011 (**Table 21** illustrates the results). While this is a strong satisfaction rating, it falls below the proportion who consider this issue important (81 percent).

**Table 21: Satisfaction with Maintaining City Beaches, 2011 and 2013**

Rating	2013	2011
5 (very satisfied)	34%	32%
4 (somewhat satisfied)	31%	36%
<b>Total satisfied</b>	<b>65%</b>	<b>68%</b>
3 (neutral)	21%	22%
2 (somewhat dissatisfied)	6%	5%
1 (very dissatisfied)	4%	2%
<b>Total dissatisfied</b>	<b>10%</b>	<b>7%</b>
Don't know/NA	4%	3%
<b>Mean score</b>	<b>3.9</b>	<b>3.9</b>

### Maintaining City Beaches by Subgroups

Approximately two-thirds of most subgroups are satisfied with the job the City is doing in *maintaining City beaches*. Differences include the following:

- Men are slightly more likely to say they are satisfied in this area than women (70 percent to 61 percent), although women are more neutral or undecided rather than dissatisfied. The difference between men and women appears to grow out of the lower satisfaction rating among white women. While 71 percent of white men are satisfied with the job the City is doing *maintaining City beaches*, just 59 percent of white women are so. There is no statistically significant difference by Latino and non-white men and women.

- Latino residents are more likely to be satisfied (75 percent) than non-white residents generally or white residents (65 percent each). Non-white residents generally are the most dissatisfied at 17 percent (white residents are more neutral).
- The small group of residents ages 75 or older are the most satisfied with the job the City is doing in *maintaining City beaches* at 78 percent (and with 43 percent very satisfied). This is notably higher than among those 18 to 49 (63 percent) or 50 to 74 (66 percent).
- Renters are more likely to be very satisfied than homeowners (39 percent to 24 percent), although satisfaction ratings are similar overall. Although there is low dissatisfaction, homeowners are twice as likely to give this response as renters (15 percent to seven percent).
- Satisfaction is lower among those with a high school education or less (54 percent satisfied and 19 percent dissatisfied) than those more educated (64 percent satisfied among those with some college and 70 percent among those with a college education or more).
- Satisfaction with the job the City is doing in *maintaining City beaches* is highest in the 90401 zip code (81 percent, n=32).

### ***Keeping Street Trees Trimmed***

Sixty-two percent of residents are satisfied with the job the City is doing in *keeping street trees trimmed*, and just 12 percent are dissatisfied (for a +50 gap). However, this is down from 72 percent satisfied in 2011 and nine percent dissatisfied (+63 gap), and the average rating has fallen from 4.0 in 2009 and 2011 to 3.8 currently. **Table 22** illustrates the results over the last three surveys where the question was asked.

This service is one of the least important to residents, albeit still important to 50 percent.

**Table 22: Satisfaction with Keeping Street Trees Trimmed, 2009 to 2013**

Rating	2013	2011	2009
5 (very satisfied)	31%	38%	40%
4 (somewhat satisfied)	31%	34%	34%
<b>Total satisfied</b>	<b>62%</b>	<b>72%</b>	<b>74%</b>
3 (neutral)	24%	18%	15%
2 (somewhat dissatisfied)	6%	5%	6%
1 (very dissatisfied)	6%	2%	3%
<b>Total dissatisfied</b>	<b>12%</b>	<b>7%</b>	<b>9%</b>
Don't know/NA	2%	2%	2%
<b>Mean score</b>	<b>3.8</b>	<b>4.0</b>	<b>4.0</b>

Keeping Street Trees Trimmed Among Subgroups

There are few differences in response among subgroups. Differences include the following:

- Continuing the trend seen on other maintenance-related issues, women ages 50 or older are more likely to be very satisfied (a “5” rating) than younger women (42 percent to 30 percent) or men regardless of age (27 percent).
- Residents of 10 to 13 years are the most dissatisfied at 23 percent.
- Renters are slightly more likely to be satisfied than homeowners (66 percent to 57 percent, with a gap between satisfied and dissatisfied ratings of +41 for homeowners and +56 for renters).
- Residents with a college degree or higher are more likely to be satisfied with *keeping street trees trimmed* than non-college educated residents (67 percent to 53 percent), with non-college residents more neutral rather than more negative in their assessment.
- Those in the 90405 zip code are among the most dissatisfied at 19 percent.

***Street and Sidewalk Maintenance***

Just over half (56 percent) of residents are satisfied with the job the City has done in *maintaining and repairing streets and sidewalks* and 16 percent are dissatisfied, for a gap of +40 (see **Table 23**). This gap has narrowed from 2011 when 66 percent were satisfied and 11 percent were dissatisfied (+55) and from 2009 when 63 percent were satisfied and 13 percent were dissatisfied (+50). Satisfaction in this area is far below its importance,

with 76 percent considering *maintaining and repairing streets and sidewalks* to be an important City service.

**Table 23: Satisfaction with Street and Sidewalk Maintenance, 2009 to 2013**

Rating	2013	2011	2009
5 (very satisfied)	25%	27%	26%
4 (somewhat satisfied)	31%	39%	37%
<b>Total satisfied</b>	<b>56%</b>	<b>66%</b>	<b>63%</b>
3 (neutral)	24%	23%	24%
2 (somewhat dissatisfied)	9%	8%	8%
1 (very dissatisfied)	7%	3%	5%
<b>Total dissatisfied</b>	<b>16%</b>	<b>11%</b>	<b>13%</b>
Don't know/NA	2%	1%	1%
<b>Mean score</b>	<b>3.6</b>	<b>3.8</b>	<b>3.7</b>

#### Maintaining and Repairing Streets and Sidewalks Among Subgroups

- White respondents are less likely to be satisfied in this area (53 percent) than non-white respondents (62 percent) and Latino respondents specifically (77 percent). While just seven percent of Latino residents are dissatisfied, 12 percent of non-whites generally and 18 percent of white residents are so. Just over four in ten (43 percent) Latino respondents gave the City a “5” rating, indicating they are very satisfied, compared to 32 percent of non-whites generally and 22 percent of white residents.
- Residents under 40 years of age are more likely to be satisfied in this area than those older (65 percent to 47 percent of those 40 to 49 and 53 percent of those older). Respondents ages 50 to 64 are among the most dissatisfied at 28 percent.
- Residents of less than ten years are more likely to be satisfied with *maintaining and repairing streets and sidewalks* than longer term residents (62 percent to 53 percent). While just nine percent of these newer residents are dissatisfied in this area, 21 percent of 10+ year residents are so.
- Those living in multi-family dwellings are more satisfied than those in single-family homes (62 percent to 48 percent). Renters are more satisfied in this area than homeowners (62 percent to 47 percent).
- There are some notable differences by zip code groups. Those in the 90402 (23 percent dissatisfied) and 90403 (21 percent dissatisfied) zip codes are more dissatisfied on average about the job the City is doing *maintaining and repairing*

*streets and sidewalks* than those in other zip codes. Satisfaction is greatest among the small number of respondents in the 90401 zip code (65 percent) and in the 90404 zip code (69 percent).

The City gets high marks for its public safety services, in particular for providing emergency 911 services, but also gets solid reviews for reducing crime and protecting public safety and for enforcing laws that keep public spaces safe for everyone. However, ratings are down from two years ago. The results are discussed below.

### ***Providing 911 Emergency Services***

Nearly nine in ten (89 percent) residents consider *providing 911 emergency services* to be an important service the City offers, making it the most mentioned service in importance. Satisfaction ratings are among the highest in this area as well, with 71 percent satisfied. However, this satisfaction rating falls below the importance rating. Furthermore, as shown in **Table 24**, the City's ratings are down slightly from 2011.

**Table 24: Satisfaction with Providing 911 Emergency Services, 2009 to 2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	47%	49%	39%
4 (somewhat satisfied)	24%	29%	23%
<b>Total satisfied</b>	<b>71%</b>	<b>78%</b>	<b>62%</b>
3 (neutral)	11%	7%	11%
2 (somewhat dissatisfied)	2%	1%	2%
1 (very dissatisfied)	4%	2%	1%
<b>Total dissatisfied</b>	<b>6%</b>	<b>3%</b>	<b>3%</b>
Don't know/NA	12%	13%	24%
<b>Mean score</b>	<b>4.2</b>	<b>4.4</b>	<b>4.3</b>

Positive ratings are generally above two-thirds with most subgroups. However, while women ages 50+ are more satisfied than those younger (80 percent to 65 percent), men ages 18 to 49 are more so than men 50+ (73 percent to 63 percent). Women 50+ are also more likely to be very satisfied (a "5" rating), with 59 percent giving this response.

### ***Reducing Crime and Protecting Public Safety***

Six in ten (60 percent) respondents are satisfied with the job the City is doing in *reducing crime and protecting public safety*. Just nine percent are dissatisfied, with three in ten

having a neutral view (27 percent) or uncertain (four percent). Although a generally positive finding, this issue is considered important to a far higher 89 percent. Moreover, ratings are down slightly from 2011 when 69 percent were satisfied with the job the City was doing in *reducing crime and protecting public safety* (see **Table 25**).

**Table 25: Satisfaction with Reducing Crime and Protecting Public Safety  
2009 to 2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	25%	28%	22%
4 (somewhat satisfied)	35%	41%	36%
<b>Total satisfied</b>	<b>60%</b>	<b>69%</b>	<b>58%</b>
3 (neutral)	27%	23%	32%
2 (somewhat dissatisfied)	6%	3%	4%
1 (very dissatisfied)	3%	2%	2%
<b>Total dissatisfied</b>	<b>9%</b>	<b>5%</b>	<b>6%</b>
Don't know/NA	4%	3%	3%
<b>Mean score</b>	<b>3.8</b>	<b>3.9</b>	<b>3.8</b>

#### Reducing Crime and Protecting Public Safety Among Subgroups

- White residents are less likely to be satisfied in this area (57 percent) than non-white residents (67 percent) and Latino residents specifically (74 percent). However, they are no more dissatisfied. Instead, three in ten (30 percent) gave a neutral “3” rating, compared to 22 percent of non-whites and 16 percent of Latinos.
- Fifty-three percent of those who think crime is a serious problem are, nonetheless, satisfied with the job the City is doing in *reducing crime and protecting public safety*. In fact, just 19 percent are dissatisfied. Even 43 percent of those who think crime has gotten worse over the past few years are satisfied with the City’s job in trying to reduce it and just 22 percent are dissatisfied. An issue often related to crime, 59 percent of those who think the number of homeless is a serious problem are satisfied with the job the City is doing in *reducing crime and protecting public safety*, with 10 percent dissatisfied. These findings suggest that residents appreciate the efforts of the City and recognize the challenge in combatting the problem.
- The small number of those in the 90403/East zip code (n=25) are the most dissatisfied in this area (27 percent), while those in the 90403/West area are the most satisfied (71 percent). Satisfaction is also higher in the 90405/East region at 68 percent.

***Enforcing Laws that Keep Public Spaces Safe for Everyone***

For the first time, this year, residents were asked to evaluate the job the City is doing *enforcing laws that keep public spaces safe for everyone*. In 2009 and 2011, a similar question was asked that included keeping these public spaces “clean” in addition to “safe.” Because the wording is different, we do not make a comparison with past years in this report. In the current study, 59 percent are satisfied with the job the City is doing *enforcing laws that keep public spaces safe for everyone*, and just 10 percent are dissatisfied (see **Table 26**). Although ratings are positive on balance, 79 percent called this service important, putting satisfaction below importance.

**Table 26: Satisfaction with Enforcing Laws That Keep Public Spaces Safe for Everyone, 2009 to 2013<sup>15</sup>**

Rating	2013 Safe only	2011 Safe and Clean	2009 Safe and Clean
5 (very satisfied)	24%	27%	27%
4 (somewhat satisfied)	35%	38%	35%
<b>Total satisfied</b>	<b>59%</b>	<b>65%</b>	<b>62%</b>
3 (neutral)	27%	25%	27%
2 (somewhat dissatisfied)	6%	6%	5%
1 (very dissatisfied)	4%	2%	4%
<b>Total dissatisfied</b>	<b>10%</b>	<b>8%</b>	<b>9%</b>
Don't know/NA	5%	3%	2%
<b>Mean score</b>	<b>3.7</b>	<b>3.8</b>	<b>3.8</b>

Enforcing laws that keep public spaces safe for everyone Among Subgroups

There were few notable differences in ratings for *enforcing laws that keep public spaces safe for everyone* among subgroups. Differences include the following:

- Latino residents are more satisfied in this area (77 percent) than non-white residents generally (61 percent) and white residents (57 percent).

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<sup>15</sup> In 2011 and 2009, the question was phrased *enforcing laws that keep public spaces clean and safe for everyone*.

- Men ages 18 to 49 are more satisfied than those older (66 percent to 52 percent). There is no statistically significant difference among women 18 to 49 or older.
- There is no difference in satisfaction ratings in this area among those who consider homelessness or crime to be serious or not serious problems. However, those who think the number of homeless has gotten worse are less likely to be satisfied in this area (48 percent) than those who think the problem has gotten better (71 percent) or remained the same (63 percent).

The City also receives solid ratings for providing services to seniors and youth, among those familiar. Higher proportions were unable to rate the City in these areas given that these services are utilized by only certain segments of the population.

### *Providing Services for Seniors*

Forty-seven percent (47 percent) of residents are satisfied with the job the City is doing in *providing services for seniors*. While satisfaction ratings in this area are among the lowest for any item (and far below the 77 percent who consider it an important service), positive ratings outweigh negative reviews by a still solid 4 to 1. A plurality of residents gave a neutral “3” rating (24 percent) or were uncertain (20 percent). **Table 27** shows that ratings have gradually declined in this area from 2009 when 51 percent gave a positive review and just five a negative one.

**Table 27: Satisfaction Providing Services for Seniors, 2009 to 2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	23%	26%	28%
4 (somewhat satisfied)	24%	22%	23%
<b>Total satisfied</b>	<b>47%</b>	<b>48%</b>	<b>51%</b>
3 (neutral)	24%	26%	16%
2 (somewhat dissatisfied)	7%	3%	4%
1 (very dissatisfied)	4%	2%	1%
<b>Total dissatisfied</b>	<b>11%</b>	<b>5%</b>	<b>5%</b>
Don't know/NA	20%	22%	29%
<b>Mean score</b>	<b>3.7</b>	<b>3.8</b>	<b>4.0</b>

### Results for Providing Services for Seniors Among Subgroups

- Those ages 75 or older are the most satisfied with services for seniors (72 percent), while those 65 to 74 were less so (40 percent). Three in ten (31 percent) residents under the age of 30 were unable to give a review. While dissatisfaction is higher among those 50+ than those younger, just 15 percent of 50+ residents gave this response. Related to age, 51 percent of residents of 14 or more years are satisfied compared to approximately 42 percent of residents of a shorter tenure.

As shown in **Table 28**, satisfaction ratings have declined with seniors (defined as 65 years or age or older) since 2009, with 56 percent satisfied today compared to 62 percent in 2011 and 72 percent four years ago. However, rather than being notably more negative in their evaluation, these respondents are more likely to give a neutral rating.

**Table 28: Satisfaction Providing Services for Seniors Among those 65+  
2009 to 2013**

Rating	2013	2011	2009
	N=64	N=65	N=73
5 (very satisfied)	33%	43%	46%
4 (somewhat satisfied)	23%	19%	26%
<b>Total satisfied</b>	<b>56%</b>	<b>62%</b>	<b>72%</b>
3 (neutral)	26%	20%	11%
2 (somewhat dissatisfied)	8%	5%	4%
1 (very dissatisfied)	1%	1%	5%
<b>Total dissatisfied</b>	<b>9%</b>	<b>6%</b>	<b>9%</b>
Don't know/NA	9%	11%	8%
<b>Mean score</b>	<b>3.9</b>	<b>3.6</b>	<b>4.1</b>

- Renters are slightly more likely to be satisfied with services for seniors than homeowners (51 percent to 40 percent).
- Non-college residents are also more likely to be satisfied than college graduates (55 percent to 41 percent).
- Non-white women (50 percent, as well as 66 percent of Latinas) are more likely to be satisfied than non-white men (35 percent, and 43 percent of Latino men). There was no notable difference between white men and women.

- Latino residents are more likely to be satisfied with *providing services for seniors* (56 percent) than non-whites generally (43 percent) or white residents (47 percent). They are only slightly less dissatisfied however (six percent among Latinos to 10 percent of non-whites and 11 percent of white residents).

### ***Providing Services for Youth***

Just under half (46 percent) of respondents are satisfied with the job the City is doing in *providing services for youth*. This is down slightly from 2011 when 52 percent were satisfied, but is more similar to the 47 percent giving this response in 2009. Dissatisfaction ratings remain low at 10 percent, but have moved upward slightly from seven percent in 2009 and six percent in 2011. Three in ten (29 percent) gave a neutral “3” rating, while 15 percent were uncertain (down from previous years). **Table 29** illustrates the results.

Seventy percent consider *providing services for youth* to be an important service, showing that importance is stronger than are positive reviews in this area.

**Table 29: Satisfaction with Providing Services for Youth, 2009 to 2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	23%	23%	23%
4 (somewhat satisfied)	23%	29%	24%
<b>Total satisfied</b>	<b>46%</b>	<b>52%</b>	<b>47%</b>
3 (neutral)	29%	23%	23%
2 (somewhat dissatisfied)	6%	4%	5%
1 (very dissatisfied)	4%	2%	2%
<b>Total dissatisfied</b>	<b>10%</b>	<b>6%</b>	<b>7%</b>
Don't know/NA	15%	20%	24%
<b>Mean score</b>	<b>3.7</b>	<b>3.8</b>	<b>3.8</b>

### Providing Services for Youth Among Subgroups

- Men are less satisfied and more dissatisfied with the City’s job providing services for youth than are women. While 41 percent of men are satisfied and 13 percent are dissatisfied (+28 gap), 51 percent of women are satisfied and seven percent are dissatisfied (+44 gap).

- Forty-three percent of white residents are satisfied, while a higher 52 percent of non-whites and Latinos specifically are so. Furthermore, Latino residents (36 percent “5” rating; very satisfied) and non-whites generally (34 percent “5” rating) are more likely to be very satisfied than white residents (18 percent “5” rating).
- Residents of less than five years are the most likely to not be able to give a rating, at 22 percent. As a result, they are both less likely to be satisfied (35 percent) and dissatisfied (six percent) than longer-term residents.
- Those with two or more children under the age of 18 are more satisfied (60 percent) than those with one (45 percent) or none (44 percent). While eight percent of those with two or more children under the age of 18 could not rate the City in this area, 16 percent of other respondents could not do so.
- Ratings are strongest in the 90405/East area (63 percent).

The City gets strong ratings for providing library, recreational and cultural services. These are presented below in order of satisfaction.

### ***Providing Public Library Services***

The City gets its strongest ratings for *providing public library services* (along with *collecting trash and recycling*), with 73 percent satisfied with this service and just seven percent dissatisfied. Providing library services is not among the most important services tested, but its satisfaction ratings match the 72 percent who called this service important.

As we have seen in a number of areas, satisfaction ratings for providing public library services are down from 2011 and 2009 when 82 percent were satisfied. Dissatisfaction rose from three percent to seven percent. **Table 30** illustrates the results.

**Table 30: Satisfaction with Providing Public Library Services  
 2009-2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	44%	53%	62%
4 (somewhat satisfied)	29%	29%	20%
<b>Total satisfied</b>	<b>73%</b>	<b>82%</b>	<b>82%</b>
3 (neutral)	16%	12%	11%
2 (somewhat dissatisfied)	3%	2%	2%
1 (very dissatisfied)	4%	1%	1%
<b>Total dissatisfied</b>	<b>7%</b>	<b>3%</b>	<b>3%</b>
Don't know/NA	4%	3%	5%
<b>Mean score</b>	<b>4.1</b>	<b>4.4</b>	<b>4.5</b>

Ratings for providing public library services are high with all subgroups but particularly so with Latino residents (90 percent), those with two or more children under the age of 18 (82 percent), non-white women (81 percent), and women ages 50+ (80 percent). Renters are more positive than homeowners (77 percent to 66 percent).

***Offering Public Transportation Alternatives, such as the Big Blue Bus***

Sixty-four percent of residents are satisfied with *offering public transportation alternatives, such as the Big Blue Bus*, and just nine percent are dissatisfied (22 percent have a neutral view and five percent are uncertain). While this is a solid review, it is down from 74 percent satisfied in 2011, the first year it was asked—continuing the trend with slightly lower ratings in most areas (see **Table 31**). Satisfaction ratings are only slightly lower than importance ratings (70 percent).

**Table 31: Satisfaction with Offering Public Transportation Alternatives, Such as the Big Blue Bus, 2011 and 2013**

Rating	2013	2011
5 (very satisfied)	35%	42%
4 (somewhat satisfied)	29%	32%
<b>Total satisfied</b>	<b>64%</b>	<b>74%</b>
3 (neutral)	22%	16%
2 (somewhat dissatisfied)	5%	5%
1 (very dissatisfied)	4%	2%
<b>Total dissatisfied</b>	<b>9%</b>	<b>7%</b>
Don't know/NA	5%	2%
<b>Mean score</b>	<b>3.9</b>	<b>4.1</b>

Offering Public Transportation Alternatives by Subgroups

- The small group of residents ages 75 or older (n=32) are more satisfied with public transportation alternatives (79 percent) than those younger (61 percent of those 18 to 49 and 64 percent of those 50 to 74).
- Renters are more satisfied than homeowners (70 percent to 54 percent), potentially reflecting that they are more likely to be Big Blue Bus riders.
- Those who ride the Big Blue Bus daily (60 percent) or never (55 percent) are less likely to be satisfied with public transportation alternatives than those who ride it a few times a week (85 percent), a few times a month (78 percent) or once a month (71 percent). This trend is also apparent among those who ride other forms of public transit. Overall, those who rode the Big Blue Bus in 2012 were more satisfied in this area than those who did not (70 percent to 57 percent).

***Helping the Community be Environmentally Responsible***

Ratings for the job the City is doing in helping *the community be environmentally responsible* have fallen notably since 2011. In 2011, 68 percent were satisfied with the City in this area. That proportion has fallen 13 points to 55 while dissatisfaction ratings have grown five points from seven percent to 12 percent. Therefore, the gap in positive to negative ratings fell from +61 to +43—a still solid result (see **Table 32**). Satisfaction ratings are lower than importance ratings in this area, with 66 percent calling *helping the community be more environmentally responsible* an important City service.

**Table 32: Satisfaction with Helping the Community be Environmentally Responsible, 2009 to 2013**

Rating	2013	2011	2009
5 (very satisfied)	26%	32%	32%
4 (somewhat satisfied)	29%	36%	31%
<b>Total satisfied</b>	<b>55%</b>	<b>68%</b>	<b>63%</b>
3 (neutral)	26%	24%	22%
2 (somewhat dissatisfied)	8%	5%	5%
1 (very dissatisfied)	4%	2%	4%
<b>Total dissatisfied</b>	<b>12%</b>	<b>7%</b>	<b>9%</b>
Don't know/NA	7%	2%	5%
<b>Mean score</b>	<b>3.7</b>	<b>3.9</b>	<b>3.9</b>

#### Environmental Responsibility by Subgroups

There are few notable differences among subgroups in satisfaction with *helping the community be more environmentally responsible*. Residents of less than ten years (62 percent satisfied) are more satisfied than residents of 10 to 13 years (46 percent) or more (51 percent). Women are slightly more satisfied in this area as well, as evidenced by a higher proportion giving a “5” rating (very satisfied) than men (30 percent to 20 percent).

#### ***Providing Cultural and Arts Opportunities***

Just over half of respondents (53 percent) are satisfied with the job the City is doing in *providing cultural and arts opportunities*, while a low 10 percent are dissatisfied. However, ratings are down from 2011 when 63 percent were satisfied in this area (see **Table 33**). Satisfaction ratings are nearly equal to the 59 percent who call this an important service to provide.

**Table 33: Satisfaction with Providing Cultural and Arts Opportunities  
2009 to 2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	24%	27%	34%
4 (somewhat satisfied)	29%	36%	29%
<b>Total satisfied</b>	<b>53%</b>	<b>63%</b>	<b>63%</b>
3 (neutral)	32%	23%	20%
2 (somewhat dissatisfied)	6%	6%	6%
1 (very dissatisfied)	4%	3%	3%
<b>Total dissatisfied</b>	<b>10%</b>	<b>9%</b>	<b>9%</b>
Don't know/NA	5%	6%	8%
<b>Mean score</b>	<b>3.7</b>	<b>3.8</b>	<b>3.6</b>

#### Cultural and Arts Opportunities by Subgroups

There is little notable difference in satisfaction ratings in this area by subgroups. Non-white respondents (45 percent) are slightly less likely to be satisfied than whites (57 percent) and Latino respondents specifically (56 percent). Women ages 50 or older are more likely to be satisfied (62 percent) than younger women (51 percent) or men generally (50 percent).

#### *Providing Access for Cyclists*

Ratings are little changed for the job the City is doing *providing access for cyclists* from when the question was first asked in 2011. Just over half (52 percent) are satisfied in this area and 14 percent dissatisfied, with 27 percent giving a neutral “3” rating and six percent uncertain (see **Table 34**). Satisfaction ratings are equal to importance ratings (with 53 percent calling this service important).

**Table 34: Satisfaction Providing Access for Cyclists, 2011 and 2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>
5 (very satisfied)	23%	21%
4 (somewhat satisfied)	29%	28%
<b>Total satisfied</b>	<b>52%</b>	<b>49%</b>
3 (neutral)	27%	33%
2 (somewhat dissatisfied)	6%	12%
1 (very dissatisfied)	8%	3%
<b>Total dissatisfied</b>	<b>14%</b>	<b>15%</b>
Don't know/NA	6%	2%
<b>Mean score</b>	<b>3.5</b>	<b>3.5</b>

Men are slightly more satisfied than women (57 percent to 47 percent), with women more uncertain or neutral. Those with children under the age of 18 are more satisfied than those without (61 percent to 49 percent), with those without more neutral in their review. Satisfaction ratings are also higher in the 90404 zip code (59 percent) and 90405 zip code (57 percent) than other areas.

### *Enforcing the City's Noise Laws*

As shown in **Table 35**, 51 percent are satisfied with the City's job *enforcing noise laws*, while 14 percent are dissatisfied. Twenty-six percent gave a neutral "3" rating and 10 percent are uncertain. These ratings are little changed from 2009 or 2011. This issue was named as important by the lowest proportion of the items tested (49 percent).

**Table 10: Satisfaction with Enforcing the City’s Noise Laws, 2009-2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	26%	21%	20%
4 (somewhat satisfied)	25%	30%	35%
<b>Total satisfied</b>	<b>51%</b>	<b>51%</b>	<b>55%</b>
3 (neutral)	26%	28%	21%
2 (somewhat dissatisfied)	9%	5%	8%
1 (very dissatisfied)	5%	4%	5%
<b>Total dissatisfied</b>	<b>14%</b>	<b>9%</b>	<b>13%</b>
Don’t know/NA	10%	11%	12%
<b>Mean score</b>	<b>3.7</b>	<b>3.7</b>	<b>3.7</b>

### *Ensuring Compliance with City Codes and Ordinances*

For the first time this year, residents were asked to rate the job the City is doing in *ensuring compliance with City codes and ordinances*. As shown in **Table 36**, 50 percent of residents are satisfied in this area and just 11 percent are dissatisfied. However, nearly four in ten gave either a neutral “3” rating (28 percent) or were unsure (11 percent), suggesting low awareness of this service. The importance rating (59 percent) is only slightly higher than the satisfaction rating in this area.

**Table 36: Satisfaction with Ensuring Compliance with City Codes and Ordinances, 2013**

<b>Rating</b>	<b>2013</b>
5 (very satisfied)	22%
4 (somewhat satisfied)	28%
<b>Total satisfied</b>	<b>50%</b>
3 (neutral)	28%
2 (somewhat dissatisfied)	6%
1 (very dissatisfied)	5%
<b>Total dissatisfied</b>	<b>11%</b>
Don’t know/NA	11%
<b>Mean score</b>	<b>3.6</b>

### Ensuring Compliance with City Codes and Ordinances by Subgroups

- Latino residents are more satisfied with the job the City is doing *ensuring compliance with City codes and ordinances*, with 65 percent satisfied compared to 55 percent of non-whites generally and 48 percent of white residents. Non-white women are more likely to be satisfied than non-white men (61 percent to 49 percent), with non-white men more neutral in their review or uncertain rather than more negative.
- Those ages 18 to 29 are more satisfied (63 percent) than those 30 to 49 (46 percent) or older (49 percent).

### Noise Laws Enforcement Among Subgroups

- Latino respondents are more satisfied with the City's job in *enforcing the City's noise laws* (68 percent) than non-whites generally (52 percent) and white residents (50 percent).
- Dissatisfaction grows with age, from five percent of those under 30 years old to 23 percent of those 65 to 74 years of age. However, residents ages 75 and older are among the least dissatisfied in this area (six percent). The same trend is apparent with satisfaction ratings, falling from 62 percent of those under age 30 to 32 percent of those 65 to 74, before rising to 47 percent with respondents 75 years of age or older.
- Men ages 18 to 49 are more positive than those older at noise laws enforcement (61 percent to 42 percent). Men 50 years of age or older are twice as likely to be disappointed with enforcement of the City's noise laws (22 percent to 11 percent). There is little difference among women 18 to 49 or older.
- Non-whites ages 50+ (n=34) are among the most dissatisfied (23 percent) and are far more so than non-whites 18 to 49 (five percent).
- Renters are more satisfied at 57 percent than homeowners at 43 percent. Homeowners are more likely to give a neutral "3" rating rather than be notably more negative in their review.
- While in the past, airport noise has been a top of mind issue among residents in the 90404 zip code area, results from the 2011 and 2013 survey show that people living in this area are among the most satisfied with the City's job in enforcing noise laws. This suggests that when respondents are thinking of this question, they are not thinking about airport-related noise. To illustrate, those in the 90404 zip code are slightly more satisfied with the City's enforcement of noise laws (60 percent) than those in other areas (sample average of 51 percent). Further, residents in the 90401 zip code—the downtown area which has more foot traffic and a bustling nightlife—

are the most likely to be dissatisfied (18 percent), compared to 13 percent for the sample average.

### ***Providing Recreation and Sports Programs***

Just under half of residents (48 percent) are satisfied with the job the City is doing in *providing recreation and sports programs* (lower than the 54 percent importance rating). As shown in **Table 37**, these ratings have fallen from 2011 when 58 percent were satisfied. Dissatisfaction has grown only slightly from six percent in 2011 to 10 percent currently, while neutral ratings have grown from 26 percent to 31 percent.

**Table 37: Satisfaction with Providing Recreation and Sports Programs, 2009 to 2013**

<b>Rating</b>	<b>2013</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	22%	26%	32%
4 (somewhat satisfied)	26%	32%	27%
<b>Total satisfied</b>	<b>48%</b>	<b>58%</b>	<b>59%</b>
3 (neutral)	31%	26%	22%
2 (somewhat dissatisfied)	6%	4%	4%
1 (very dissatisfied)	4%	2%	2%
<b>Total dissatisfied</b>	<b>10%</b>	<b>6%</b>	<b>6%</b>
Don't know/NA	11%	10%	14%
<b>Mean score</b>	<b>3.7</b>	<b>3.8</b>	<b>4.0</b>

### **Providing Recreation and Sports Programs Among Subgroups**

- Women are more likely to be satisfied with the recreation and sports programs provided than men (53 percent to 43 percent). Men ages 50 and older were the least likely to say they are satisfied at 36 percent. However, rather than being more negative, they were more likely to give a neutral rating than younger men.
- Those with two or more children under the age of 18 are more satisfied (72 percent) with the recreation and sports programs than those with one child under 18 (47 percent) or none (44 percent). Those with one or no children under the age of 18 are more likely to not be able to give a rating (12 percent and 17 percent respectively) than those with two or more children (five percent). Those with one or no children under the age of 18 are also slightly more negative in their review (11 percent dissatisfied to six percent of those with two or more).

- Those with a high school education or less are among the most dissatisfied, with 23 percent giving this response compared to seven percent of those more educated.
- Satisfaction is higher in the 90404 zip code (56 percent) and 90405 zip code (55 percent).

### ***Preserving Historic Buildings***

For the first time this year, residents were asked to rate the job the City is doing in *preserving historic buildings*. Reflecting low awareness, a high 34 percent gave a neutral ‘3’ rating and 11 percent were uncertain. Among those giving a rating, positive reviews outweighed negative ones by 4-to-1, 44 percent satisfied to 11 percent dissatisfied (see **Table 38**). Importance ratings for this service are higher than satisfaction ratings at 57 percent.

**Table 38: Satisfaction with Preserving Historic Buildings, 2013**

<b>Rating</b>	<b>2013</b>
5 (very satisfied)	19%
4 (somewhat satisfied)	25%
<b>Total satisfied</b>	<b>44%</b>
3 (neutral)	34%
2 (somewhat dissatisfied)	6%
1 (very dissatisfied)	5%
<b>Total dissatisfied</b>	<b>11%</b>
Don't know/NA	11%
<b>Mean score</b>	<b>3.5</b>

### Preserving Historic Buildings by Subgroups

There are few notable differences in ratings for *preserving historic buildings* by subgroups. Men ages 18 to 49 are more positive in their reviews than those older (52 percent to 37 percent), with those older slightly more negative (14 percent to eight percent dissatisfied) and more neutral (41 percent to 32 percent). Renters are slightly more positive than homeowners as well (48 percent to 36 percent satisfied), with homeowners more uncertain and neutral rather than more negative.

## **Relationship Between Overall Importance and Satisfaction Ratings**

As has been discussed throughout this report, satisfaction ratings have declined in a number of areas and are below importance ratings as well. However, on average, satisfaction ratings remain positive, with mean scores at or above the mid-point of 3.0 on the 5-point rating scale for all services.

This section of the report looks at the interaction of satisfaction ratings with importance ratings. **Figure 4** illustrates the cross-section of the overall mean importance (4.0 mean importance score across all 23 items tested) and satisfaction ratings (3.7 mean satisfaction score) for all services compared to the residents' ranking for individual services (and **Figure 5** provides a legend). As in most city satisfaction surveys, the overall rating for satisfaction is lower than the overall rating for importance.<sup>16</sup> This year, a number of items were clustered closely to the average importance and/or satisfaction ratings. Very few items fell squarely into each quadrant. Instead, most were concentrated at the center of the diagram or along only one of the individual axes. In the former case, many of the services score somewhat similarly on importance and satisfaction scores – meaning that residents' relative service expectations are met by the services provided by the City. In the latter case, the items score similarly on one dimension (either importance or satisfaction), but not both (see **Appendix C** for a detailed explanation of each of the four quadrants presented in this section.).

Quadrant 1 is the upper left quadrant, with remaining quadrants numbered in clockwise fashion. Quadrants 2 and 4 present the largest differences between the overall residents' importance and satisfaction ratings with each service. In quadrant 2, high importance but low satisfaction, the overall residents' rating of importance and satisfaction with *keeping traffic on City streets flowing smoothly* (C) and *dealing with homeless people in Santa Monica* (R) are the most inconsistent—as they were in 2011. These services received a higher relative importance rating than satisfaction. The fact that these items are located in quadrant 2 suggests that residents perceive them as relatively more important, but less satisfyingly delivered than the other services.

Two of the three remaining services in this quadrant are much closer to the intersection of the two axes. This suggests that the City should be aware that the mean importance for each service is above the overall mean for all services, but the satisfaction ratings are just slightly below the overall satisfaction ratings for all services. These two services include: *maintaining and repairing streets and sidewalks* (E), which received a mean rating of 4.2 for importance (above the average), but its satisfaction rating of 3.6 is just below average; and *providing services for seniors* (N), which received a mean importance rating of 4.2 and a mean satisfaction rating at the average at 3.7.

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<sup>16</sup> The assumption used in this analysis is that the means of the overall importance and satisfaction ratings for all services are the overall normative expectation of importance and satisfaction for the group.

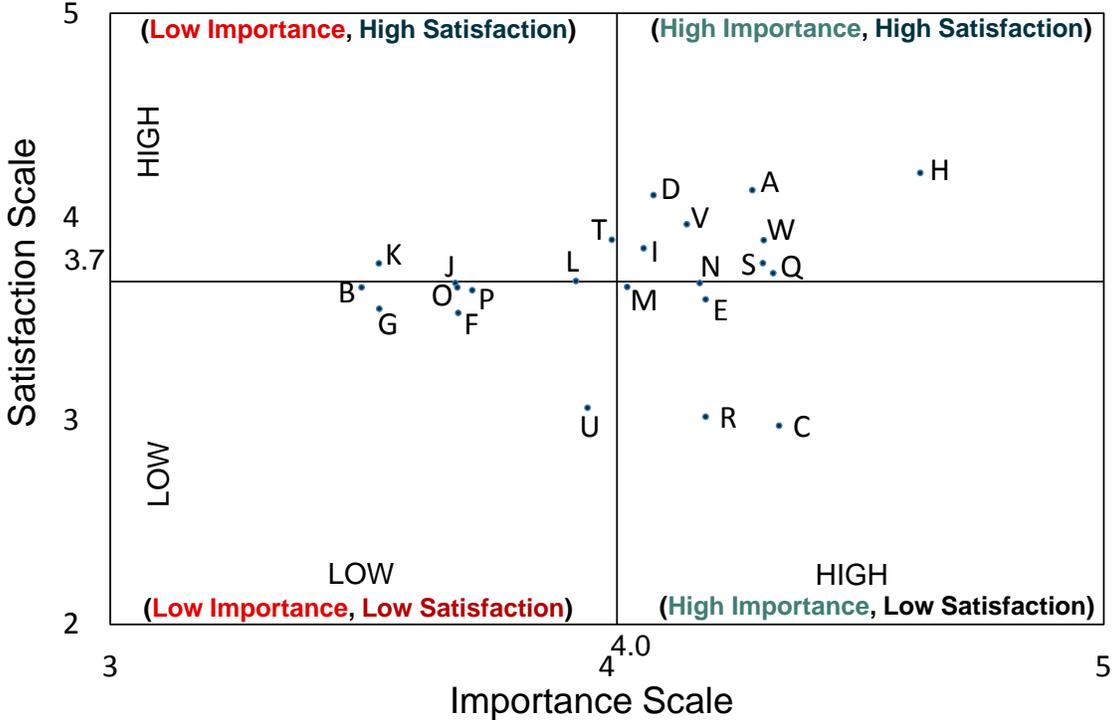
The remaining service, *providing services for youth* (M), has mean satisfaction (3.7) and importance (4.0) ratings at the average and only falls in quadrant 2 if one examines its mean ratings to two decimal places. For all intents and purposes, this service should be on the mid-point of the two axes, meaning residents' importance rating for this service meets their relative satisfaction rating.

In quadrant 4, low importance but high satisfaction, there are few items that fall squarely in this quadrant, with most hovering on the outskirts of it—with an average satisfaction or importance score. Among the items on the edges of this quadrant are *keeping street trees trimmed* (K, 3.5 importance and 3.8 satisfaction), *offering public transportation alternatives, such as the Big Blue Bus* (T, 4.0 importance and 3.9 satisfaction), and *helping the community be more environmentally responsible* (L, 3.9 importance and 3.7 satisfaction). The results somewhat suggest that the City generally meets and exceeds residents' expectations for these three City services, respectively.

Quadrant 1, high importance and high satisfaction, includes eight services. These services are all above (or just at) the overall mean rating for importance and satisfaction for all services. *Providing public library services* (D), *providing emergency 911 services* (H), *collecting trash and recycling from your home* (A), *maintaining City parks* (V), *maintaining City beaches* (W), *reducing crime and protecting public safety* (S), and *keeping City streets and alleys clean* (I) fall in this quadrant. *Enforcing laws that keep public spaces safe for everyone* (Q) receives a mean satisfaction score at the average and an importance rating above it (3.7 and 4.3, respectively).

Quadrant 3, low importance and low satisfaction, indicates that the seven remaining services receive group ratings that are at or below the overall mean rating of importance and satisfaction for all services. *Ensuring there is affordable housing* (U) is below average in its satisfaction rating of 3.1 and receives a mean importance rating equal to the average of 4.0. *Enforcing the City's noise laws* (B, 3.7 satisfaction and 3.5 importance), *providing cultural and arts opportunities* (J, 3.7 importance and 3.7 satisfaction), and *providing recreation and sports programs* (O, satisfaction rating of 3.7 and importance rating of 3.7) receive average satisfaction ratings, but below average importance ratings. Items low on both dimensions include *providing access for cyclists* (G), *ensuring compliance with City codes and ordinances* (P), and *preserving historical buildings* (F).

Figure 4: Mean Importance and Satisfaction Rating Comparison of Services, 2013



**Figure 5: Legend for Mean Importance and Satisfaction Rating Comparison of Services and Features, 2013**

*(Based on the Average Mean Score for Satisfaction and Importance)*

<p><b>(Low Importance, High Satisfaction)</b></p> <ul style="list-style-type: none"> <li>K. Keeping street trees trimmed</li> <li>T. Offering public transit service, such the Big Blue Bus</li> <li>L. Helping the community be more environmentally responsible</li> </ul>	<p><b>(High Importance, High Satisfaction)</b></p> <ul style="list-style-type: none"> <li>D. Providing public library services</li> <li>I. Keeping city streets/alleys clean</li> <li>V. Maintaining city parks</li> <li>A. Collecting Trash and recycling from your home</li> <li>W. Maintaining city beaches</li> <li>H. Providing emergency 911 services</li> <li>S. Reducing crime and protecting public safety</li> <li>Q. Enforcing laws that keep public spaces safe for everyone</li> </ul>
<p><b>(Low Importance, Low Satisfaction)</b></p> <ul style="list-style-type: none"> <li>B. Enforcing the city’s noise laws</li> <li>G. Providing access for cyclists</li> <li>P. Ensuring compliance with city codes and ordinances</li> <li>O. Providing recreation and sports programs</li> <li>F. Preserving historic buildings</li> <li>U. Ensuring there is affordable housing</li> <li>J. Providing cultural and arts opportunities</li> </ul>	<p><b>(High Importance, Low Satisfaction)</b></p> <ul style="list-style-type: none"> <li>M. Providing services for youth</li> <li>N. Providing services for seniors</li> <li>E. Maintaining and repairing streets and sidewalks</li> <li>R. Dealing with homeless people in Santa Monica</li> <li>C. Keeping traffic on city streets flowing smoothly</li> </ul>

## Emergency Preparedness

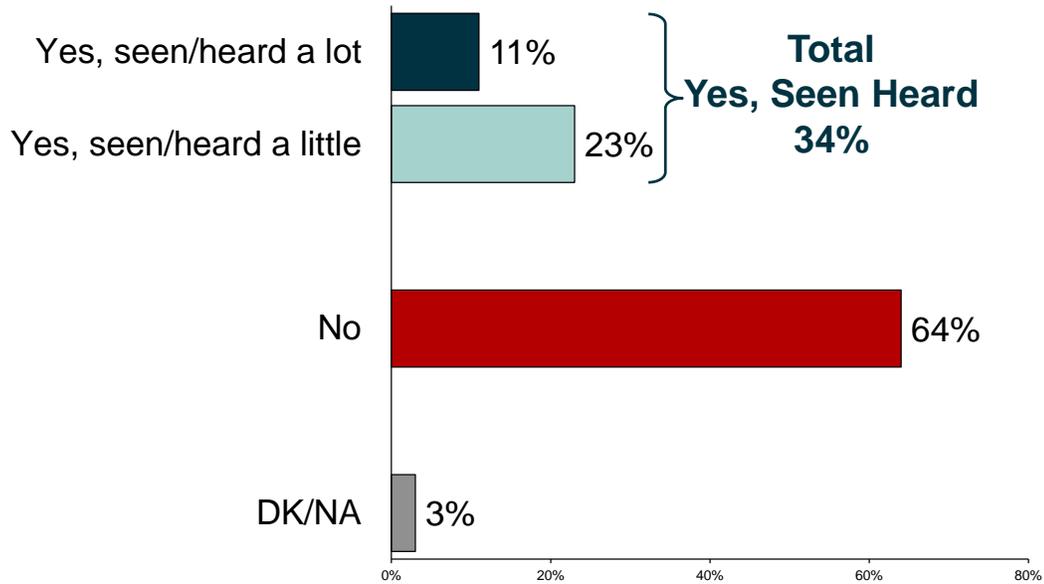
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### Familiarity with City’s Emergency Preparedness Efforts

There is little awareness of Santa Monica’s emergency preparedness efforts (See **Figure 6**). Nearly two in three residents (64 percent) had not heard or seen anything about it. Just 11 percent had heard “a lot” about it, with another 23 percent having heard “a little”—for a total of 34 percent having heard or seen something about these efforts (three percent were unsure).

There was little variation in awareness among subgroups. However, awareness rose with years of residency, from 22 percent among residents of less than five years to 41 percent of residents of 14 or more years. Homeowners (40 percent) are also slightly more aware of emergency preparedness efforts than renters (40 percent to 31 percent), most likely reflecting that homeowners are more likely to be longer-term residents. Residents in the 90402 (47 percent) and 90404 North (46 percent) zip codes were the most likely to report seeing or hearing about emergency preparedness efforts, while those in the 90404 South (18 percent) zip code area were the least likely. Those with children under the age of 18 show more awareness than those without (43 percent to 30 percent).

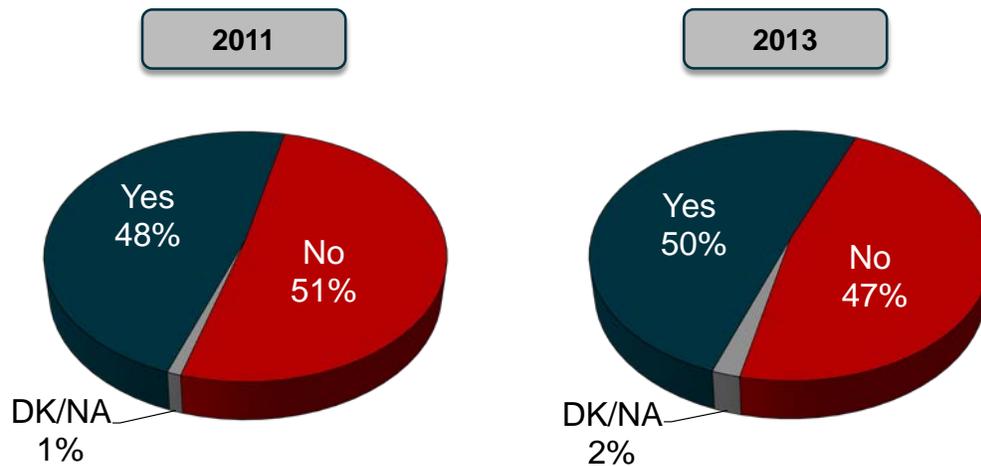
**Figure 6: Awareness of Santa Monica Emergency Preparedness Efforts**



**Emergency Preparedness**

Fifty percent of respondents believe they “currently have at least seven days of supplies on hand in case of an emergency, such as an earthquake.” It is important to note that this self-reported result may not indicate actual preparedness. For example, it is impossible to know from the question whether respondents distinguish between perishable and non-perishable foods. Further, the fact that half of residents reported having at least seven days of supplies may be explained by other reasons and not specifically in preparation for a possible disaster. As shown in **Figure 7**, there is little change in response since the 2011 study.

**Figure 7: Preparedness for an Emergency, 2011 and 2013**



- Those ages 50 or older were more likely to say they are prepared with seven days of supplies than those ages 18 to 49 (57 percent to 47 percent). Men ages 18 to 49 were more likely than women ages 18 to 49 to say they are prepared (53 percent to 40 percent).
- Homeowners are more likely to be prepared than renters (58 percent to 48 percent). Those living in single-family homes are more likely to be prepared than those living in multi-family dwellings (61 percent to 47 percent).
- Residents with a high school education or less stood out as being the most prepared. While 68 percent of those with a high school education or less said they are prepared, half or fewer residents with some college (48 percent), college graduates (50 percent), and post graduates (46 percent) indicated they have at least seven days of supplies.
- Those aware of the City’s emergency preparedness efforts are more likely to have at least seven days of supplies on hand for an emergency than those who are not aware of City efforts (60 percent to 45 percent).

As in 2011, residents were asked to assess how important they consider a number of community benefits that developers proposing new large developments could be required to provide as part of their development agreement. The respondents were asked to rate the importance of each benefit on a scale of one to five, where a “1” meant it was not at all important to them and a “5” meant it was very important to them. Average scores ranged from 3.5 to 4.0, suggesting moderate importance for most benefits. **Figure 8** illustrates the results.

- Providing *affordable housing* generated the strongest intensity of response, with 53 percent giving this a “5” rating, indicating it is very important to them to be included

in a development agreement. Overall, 68 percent called this an important benefit—matching the 67 percent who consider *providing affordable housing* to be an important City service.

The proportion that said *affordable housing* is important is equal to that found in 2011, although the mean importance score has increased slightly from 3.8 to 4.0.

- Statistically equal in importance is *alternative transportation options, such as walking paths, bike lanes, and public transit*. Forty-four percent called this very important and 67 percent overall. The high level of importance most certainly reflects concerns about traffic and congestion. The importance rating in this area also matches the 70 percent who consider providing public transportation alternatives to be an important City service.

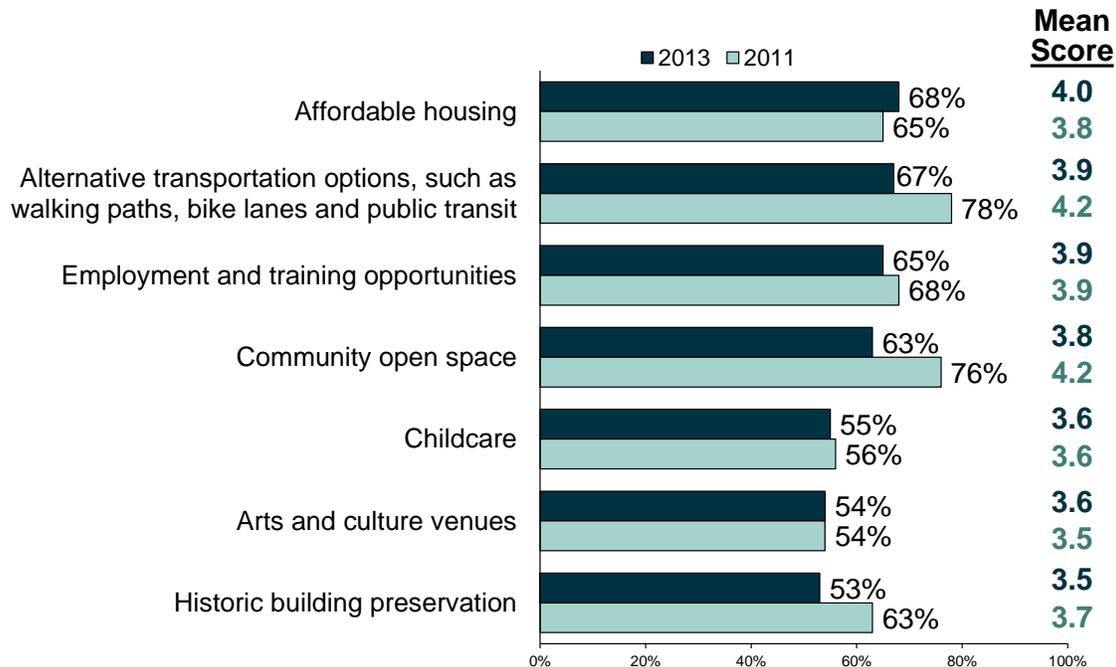
While this item ranks high on the list, its importance ratings are down from 2011, when 78 percent called it an important benefit in a development agreement. The mean importance has dipped from 4.2 in 2011 to 3.9 today.

- Providing *employment and training opportunities* elicited strong intensity of response as well; 47 percent called this very important (a “5” score) for developers to provide. Overall, 65 percent consider this important (a “4” or “5” score). This finding is not surprising given overall economic concerns throughout California and throughout the country. Ratings are little changed from 2011.
- Providing *community open spaces* also ranks at the top of benefits—37 percent called this very important and 63 percent said it was important overall. These importance ratings are down however from 2011 when 76 percent called this benefit important. The mean importance fell from 4.2 in 2011 to 3.8 today, reflecting the largest shift among the community benefits tested.
- *Childcare* is very important to 38 percent and important overall to 55 percent of respondents (with little change since 2011 in overall importance). However, it also is considered not important to the highest proportion at 20 percent.
- *Historic building preservation* (29 percent very important, 53 percent important overall) and *arts and culture venues* (29 percent very important, 54 percent important overall) generates slightly less intensity, but are important to a majority of residents to be included in a development agreement. Eighteen percent and 17 percent respectively consider these benefits unimportant. As with the other items, the proportion calling *historic building preservation* and *arts and culture venues* important benefits to include in a development plan is near equal to the proportion who call *preserving historic buildings* (57 percent) and *providing cultural and arts opportunities* (59 percent) to be important City services.

There is no change in importance ratings for *arts and cultural venues* from 2011, but the importance of *historic building preservation* fell from 63 percent giving a “4” or “5” rating to 53 percent currently.

**Figure 8: Importance of Community Benefits to Include in Development Agreements, 2011 and 2013**

(Ranked by 2013 % total “4” or “5” ratings indicating very or somewhat important)



Importance of Community Benefits Among Subgroups

*Affordable housing, alternative transportation options, and employment and training opportunities* were generally called important community benefits in the highest proportions with all subgroups. *Childcare* generally lined up behind them. Differences among subgroups in importance ratings for community benefits are as follows:

- **Affordable housing:** A higher proportion of those ages 18 to 29 (89 percent), Latinos (86 percent), those with children under the age of 18 (77 percent), non-college residents (76 percent), as well as women more than men (74 percent to 63 percent)—in particular non-white and Latino women—and renters more than homeowners (76 percent to 59 percent), called *affordable housing* an important benefit to include in a development agreement.
- **Alternative transportation options:** Latino residents were more likely to rate *providing alternative transportation options* important (85 percent) than non-whites generally (73 percent) or white residents (65 percent). Those ages 18 to 29 were also

more likely to give this response (80 percent) than those 30 to 49 (61 percent) or 50 and older (69 percent). Residents who walk or ride their bike to get around Santa Monica were no more likely to call this important than those who did not. Those who rode the Big Blue Bus in 2012 however, were more likely to call this important than those who did not (74 percent to 63 percent). Respondents with children under the age of 18 were more likely than those without children under the age of 18 to give this response as well (75 percent to 65 percent).

- **Employment and training opportunities:** Latino respondents were more likely than whites to call this important (89 percent to 62 percent), making it the top benefit of the six tested among Latinos (with affordable housing and alternative transportation statistically identical). It was called important by more residents ages 18 to 29 (76 percent) than those 30 to 49 (65 percent) or those 50 and older (61 percent). Those with two or more children under the age of 18 were also more likely to give this response (79 percent) than those with one (60 percent) or none (64 percent).
- **Community open space:** As with other benefits, Latino residents were more likely to indicate *providing community open spaces* as an important benefit to include in development agreements, with 73 percent giving this response compared to 61 percent of non-whites generally and 63 percent of white residents. Residents under the age of 40 were slightly less likely to call this important (53 percent) than those older (66 percent of those 40 to 49 and 70 percent of those ages 50 and older). Women ages 50+ were more likely to call this important than younger women (74 percent to 58 percent). Older men (50+) were more likely to do so as well, but the difference was not as pronounced. Renters, who tend to be younger on average, were also more likely to give this response (67 percent) than homeowners (55 percent).
- **Childcare:** Childcare was called important by more women than men (60 percent to 49 percent) and Latino residents (82 percent) than non-white residents generally (65 percent), white residents (50 percent), and slightly more by those ages 18 to 49 than respondents 50 and older (59 percent to 50 percent). Those with children under the age of 18 not surprisingly rate this as important in higher numbers than those without (80 percent to 47 percent); this benefit is the highest ranking among those with children under 18 years of age. Childcare is called important by fewer post graduates (43 percent) than those less educated (64 percent of non-college educated residents and 57 percent of college graduates).
- **Arts and cultural venues:** Women rated this important in higher numbers than men (58 percent to 48 percent), as did Latinos more than white residents (63 percent to 51 percent) and those ages 18 to 29 (66 percent) than those older (approximately 47 percent of those 30 to 49 and 54 percent of those 50 and older). This item, however, generally ranked at the bottom in importance with all subgroups.
- **Historic building preservation:** *Historic building preservation* was at the bottom of the list in importance with most groups. It is more important to higher numbers of

those 50 years of age and older than those younger than 50 (60 percent to 48 percent) and, related, longer term residents (41 percent of those living in Santa Monica less than five years to 60 percent of 14+ year residents).

## **Assessment and Use of Transportation Options**

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### **Use of Transportation Options**

This year, respondents were asked to assess how often they used various transportation options to get around Santa Monica—including to get to work or school, get groceries, or go to a coffee shop or restaurant<sup>17</sup> (see **Figure 9**).

Not surprisingly, the highest proportion (82 percent) uses a car daily (64 percent) or a few times a week (18 percent). Just eight percent never use a car, seven percent use it a few times a month and one percent uses a car about once a month.

High numbers also walk to get around Santa Monica, with 53 percent doing so daily and 26 percent a few times a week—for a total of 79 percent. Another 15 percent walk to get around Santa Monica a few times a month or less, while just five percent never do so.

Residents more infrequently ride a bike, with 53 percent saying they never do so. Only seven percent ride a bike daily and 16 percent a few times a week. Another 21 percent do so a few times a month or once a month.

Just under half (45 percent) ride the Big Blue Bus to get around Santa Monica, with 54 percent saying they never do and two percent uncertain. Among those who indicated they ride the Big Blue Bus, ridership is infrequent. Six percent said they ride it daily and 11 percent a few times a week, while 12 percent said they ride it a few times a month and 16 percent about once a month.

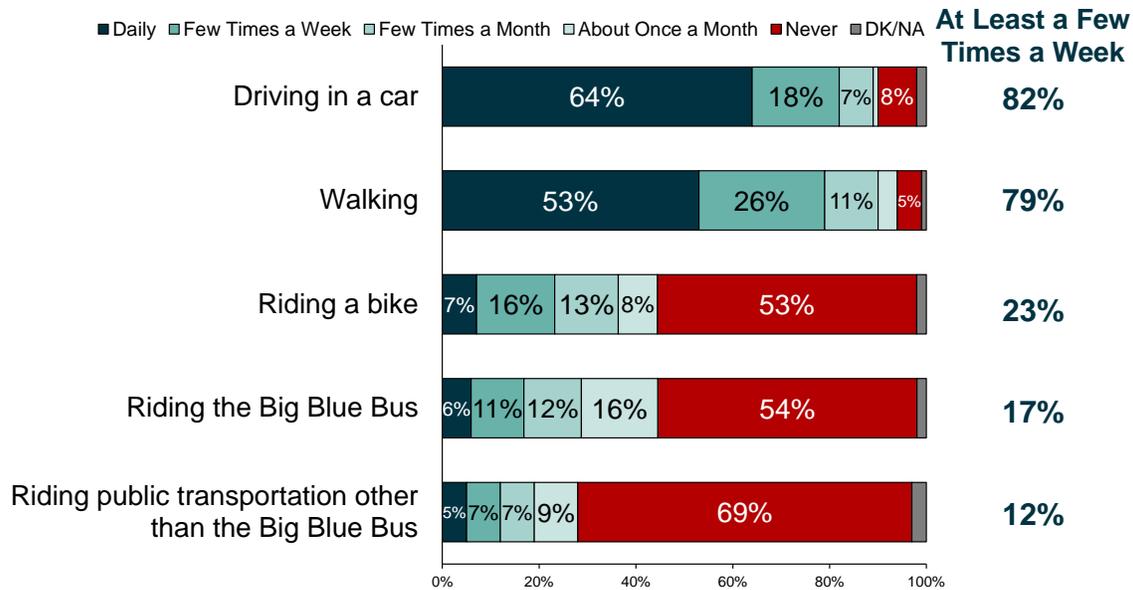
Residents are less likely to use public transportation other than the Big Blue Bus, with 69 percent saying they never do so. Five percent use it daily, seven percent a few times a week, and 16 percent less often than that. This result is likely a consequence of fewer bus routes through Santa Monica from transportation agencies when compared with the frequency and number of routes provided by the Big Blue Bus.

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<sup>17</sup> For this question, if a respondent asked for an example of using methods to get around Santa Monica, the interviewer was instructed to give the following response: “It could be for anything related to getting around the City of Santa Monica from going to work or school, to getting groceries, or going to a coffee shop or restaurant.”

**Figure 9: Transportation Used to “Get Around Santa Monica”**

*(Ranked by “at least a few times a week”)*



Transportation Used by Subgroups

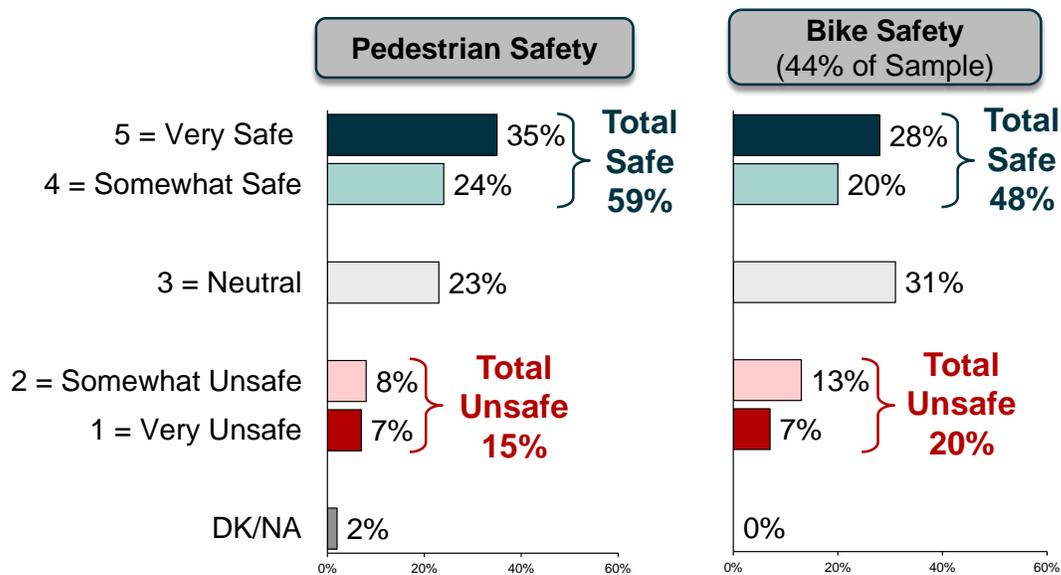
- Men are more likely than women to ride a bike at least a few times a week, with 30 percent of men giving this response compared to 16 percent of women.
- Latino residents are slightly more likely to ride a bike at least a few times a week (34 percent) than non-white (24 percent) or white (23 percent) residents. Latino residents are also more likely to ride the Big Blue Bus (31 percent) than all non-white residents (21 percent) and whites (15 percent), as well as ride other public transportation (22 percent of Latinos, 17 percent of non-whites, and eight percent of whites) at least a few times a week.
- Not surprisingly, those 75 years of age or older are considerably less likely to ride a bike at least once a week (four percent). These residents were also the least likely to indicate they drive a car at least a few times a week (65 percent).
- Renters are more likely than homeowners to ride a bike at least a few times a week (27 percent to 17 percent), to take the Big Blue Bus (21 percent to 10 percent) and to use other public transportation (16 percent to five percent).
- Those without a college degree are more likely to use other forms of public transportation at least a few times a week than those more educated (17 percent to eight percent).
- Residents in the 90405/East zip code area were the least likely to say they walked (67 percent) or rode the Big Blue Bus (11 percent) at least a few times a week to get around Santa Monica.

## Road Safety

Residents were asked to rate, as pedestrians, how safe they feel walking around Santa Monica on a five-point scale where a “1” meant they did not feel safe at all and a “5” meant they felt very safe. Residents gave an average rating of 3.7, showing a general feeling of safety overall. In all, 35 percent feel very safe, as indicated by a “5” rating and 24 percent feel somewhat safe (a “4” rating), for a total of 59 percent feeling safe as pedestrians. Nearly one in four (23 percent) gave a neutral “3” rating, while just 15 percent gave a “1” or “2” rating indicating that they feel unsafe (two percent are not sure).

Among those who ride a bike at least once a month (44 percent of the sample), 48 percent feel safe when riding in Santa Monica. While just two in ten feel unsafe (20 percent), 31 percent gave a neutral “3” rating. **Figure 10** below illustrates the results.

**Figure 10: Perceptions of Pedestrian and Bike Safety in Santa Monica**



### Pedestrian and Bike Safety Among Subgroups

Generally, less than two in ten residents said they feel unsafe when walking around Santa Monica when thinking about road safety. Women ages 50 or older (21 percent), residents of 10 to 13 years (26 percent) or 14 years or more (20 percent), and those in the 90404 zip code (22 percent) were the most likely to give a “1” or “2” rating indicating they feel unsafe. Women ages 18 to 49 (69 percent “4” or “5” rating) and non-white women (78 percent, including 73 percent of Latinas) are among the most likely to feel safe. Residents of less than five years also said they feel safe in some of the highest numbers (77 percent).

The sample size is too small for meaningful analysis by subgroups on bicycle safety. However, there is little difference by gender. Those 18 to 49 are more likely to feel safe than those ages 50 and older (52 percent to 39 percent). Renters—reflecting their younger age—are more likely to feel safe (53 percent to 41 percent of homeowners).

## Contacting the City

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### Contact with the City

Thirty-four percent of residents said they contacted the City of Santa Monica for a reason other than an emergency in 2012 (see **Table 39**). This is notably lower than in the 2011 study when 45 percent said they contacted the City in 2010, but nearly equal to the percentage in the 2009 study who said they had contacted the City in 2008.<sup>18</sup> Part of the decrease from 2010 to 2012 may be a result of the increase in opportunity to find out information and conduct business online, as well as the general increase in the use of online sources of information by the general public. Further, the fact that a greater percentage of Santa Monica residents report conducting business transactions with the City (55 percent) than report contact with the City for non-emergency reasons (34 percent) may suggest that some respondents may have self-defined contact with the City as including online interactions and some did not; resulting in lower reported interactions.

**Table 39: Contact with the City of Santa Monica for Non-Emergency Reasons  
 In the Years of 2004-2012**

<b>Year of Contact:</b>	<b>2012</b>	<b>2010</b>	<b>2008</b>	<b>2006</b>	<b>2004</b>
Yes	34%	45%	32%	49%	45%
No	64%	54%	68%	49%	52%
Don't know	2%	--	--	2%	2%

### Contact with the City by Subgroups

- Those ages 18 to 29 were the least likely to have had contact with the City (just nine percent). The small group of those 75 years of age or older (n=32) were the most likely to have had such contact (51 percent).
- White residents were more likely to have had contact with the City (39 percent) than non-white residents generally (23 percent) or Latinos (20 percent). White women

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<sup>18</sup> The language of the question was changed slightly from 2009 when the respondents were asked if they contacted “a Santa Monica City department” rather than “Santa Monica City.”

were more likely to have had contact with the City than were white men (45 percent to 33 percent).

- Those who said they were dissatisfied with the job Santa Monica is doing delivering services were more likely to have contacted the City than those who are satisfied (47 percent to 31 percent).
- Those who rode the Big Blue Bus in 2012 were more likely to have had contact with the City than those who had not (43 percent to 25 percent).
- Homeowners were more likely to have had such contact than renters (41 percent to 30 percent).
- Those with a high school education or less were the least likely to have had contact with the City (17 percent), and far less likely to have had such contact than those with some college education (32 percent) or a college degree (39 percent).
- Contact was highest in the 90403/West region (49 percent) and 90405/East (47 percent).
- Residents living in Santa Monica (14 years or more) were the most likely to indicate they had contacted the City (41 percent).

The highest proportion of those who had contact with the City in 2012 for a non-emergency reason did so by telephone, with 83 percent giving this response. Nearly two out of three (61 percent) had in-person contact. Half (53 percent) contacted the City through the City's website<sup>19</sup> (see **Figure 11**).<sup>20</sup> These results show little difference in the proportion who contacted the City by telephone and in-person since the 2011 study.

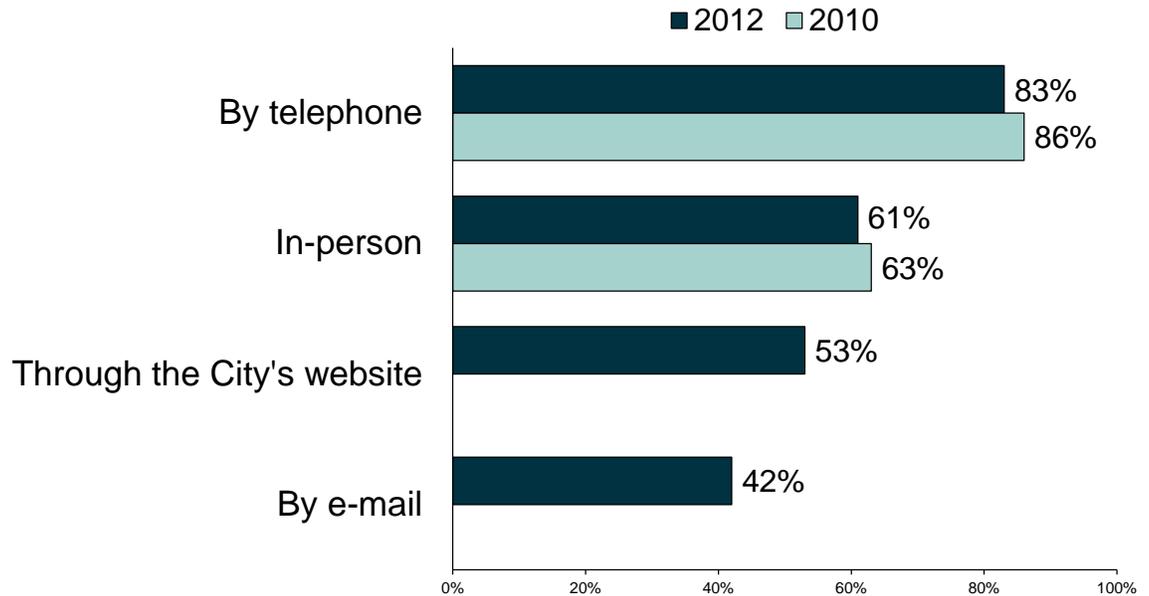
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<sup>19</sup> The 2011 study asked if respondents had made contact "online." This year's survey asked if they made contact "through the City's website" and "by e-mail," respectively.

<sup>20</sup> The sample sizes of subgroups that have had contact with the City are too small for reliable analysis.

**Figure 11: Method of Contacting the City for Non-Emergency Reasons, 2012 and 2010**

*(Asked of those who contacted the City in 2012 for non-emergency reasons, n=185 in 2010 and n=137 in 2012; ranked by “yes” in 2013 study)*



### Satisfaction with Contact

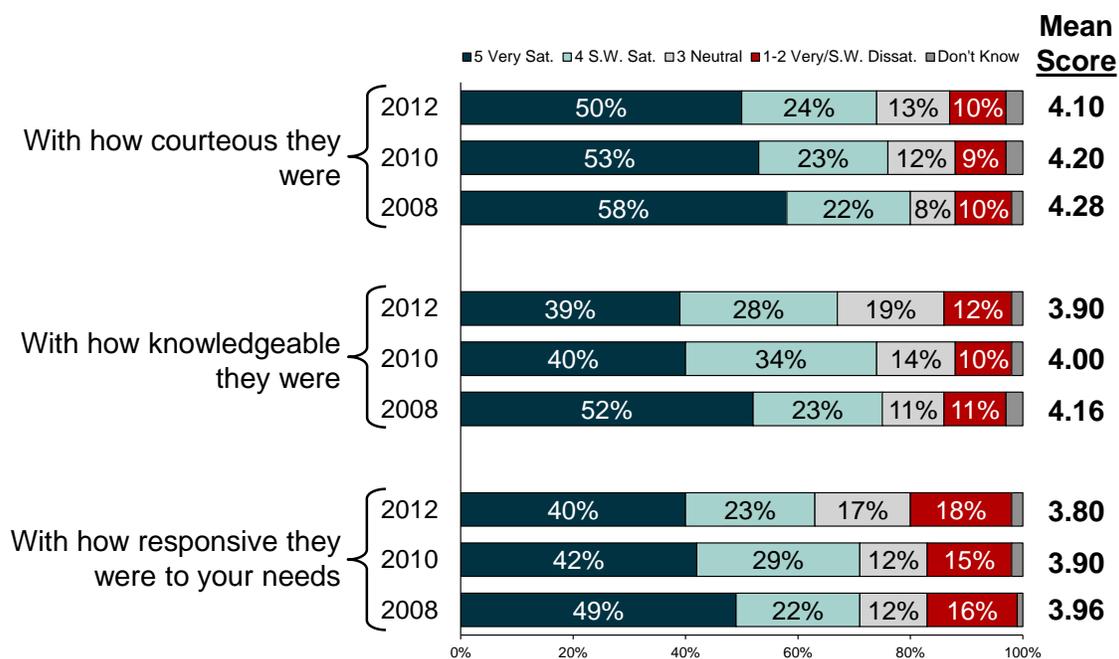
Respondents who had contact with the City for non-emergency reasons in 2012 gave positive ratings on average for the City staff’s courtesy, responsiveness, and knowledge. Respondents were asked to rate the City staff with whom they dealt in these three areas using a scale of one to five, where a “1” indicated they were very dissatisfied and a “5” indicated they were very satisfied (see **Figure 12**).

- Just under three out of four respondents (74 percent) gave a “4” or “5” rating (indicating overall satisfaction) for the courtesy of the City staff, with 50 percent giving a “5” rating. Although this represents a strongly positive review, ratings continue to decline since the question was first asked in the 2009 study, which asked about contact in 2008—with a decline in the proportion who gave “very” satisfied ratings. In 2008, 58 percent were “very” satisfied in this regard. That number fell to 53 percent in the 2011 study, and 50 percent currently.
- Sixty-three percent are satisfied with how responsive City staff was to their needs, with 40 percent very satisfied in this regard. This is down from 71 percent in both 2010 and 2008, with the proportion who responded they were “very” satisfied dropping from 49 percent in 2008 to 42 percent in 2010 and 40 percent currently.

- Two out of three respondents gave the City positive reviews for *how knowledgeable they were*, while just 12 percent were dissatisfied in this regard. However, this is down slightly from 74 percent in 2010 and 75 percent in 2008. Furthermore, while four in ten (39 percent) “very” satisfied with the knowledge displayed by the staff with whom they dealt was equal to that in 2010, it is down from 52 percent in 2008.

**Figure 12: City Staff Ratings for Courtesy, Responsiveness, and Knowledge  
2008-2012**

*(Asked of those who contacted the City for non-emergency reasons in 2012. Ranked by those giving a “5” rating indicating they are “very satisfied” n=137 in 2012)*



**Business Transactions with the City of Santa Monica**

For the first time, this year, residents were asked if they conducted any kind of business transaction with the City of Santa Monica in 2012, including paying a bill, ticket, some kind of new or renewal fee for a service, program or permit, or submitting an application or form. In all, 55 percent said they had conducted such a transaction, while 43 percent had not and two percent were uncertain.

There was little variation in response by subgroups.

- White residents were slightly more likely to have made a business transaction (57 percent) than non-white residents (51 percent) and Latinos specifically (43 percent).

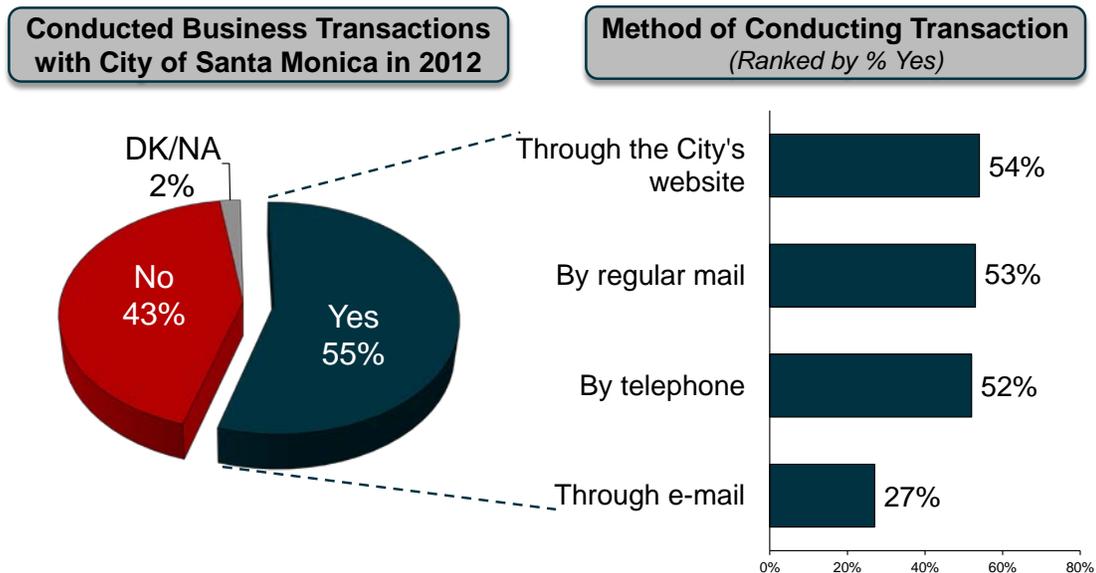
- Those ages 18 to 29 were less likely to have done so (43 percent) than those 30 or older (59 percent).
- Homeowners were more likely to have made such a transaction than renters (66 percent to 50 percent).
- Those with children under the age of 18 were more likely to have conducted a business transaction with the City than those without (68 percent to 52 percent).
- College graduates were more likely to give this response than non-college educated residents (61 percent to 48 percent).
- Although the sample sizes are small in zip code regions, those in the 90403/West zip code were more likely to have conducted a business transaction (69 percent) than those in other zip code groupings (sample average of 55 percent).

Just over half said they conducted their business transactions with the City by telephone (52 percent), regular mail (53 percent), and through the City's website (54 percent). A far lower 27 percent did so by e-mail. **Figure 13** illustrates the results.

- Although the sample size is small, Latino residents were more likely to have conducted their business by phone (61 percent) than white (53 percent) and non-white residents generally (50 percent).
- Those 65 years of age or older were more likely than those younger to have conducted their business by phone as well (69 percent to 47 percent of those 18 to 49 and 53 percent of those 50 to 64). Related to age, residents of 14 years or more were also the most likely to give this response (63 percent).
- Homeowners (63 percent) and those with two or more children under the age of 18 (63 percent) also said they used the telephone for their transaction in slightly higher numbers.
- There was little variation by subgroups in the use of regular mail.
- The only notable differences in the use of the City's website to conduct a business transaction was greater use among residents of four or less years (66 percent) and among those in the 90404 zip code (69 percent) – and less reliance on the City's website among the small group in the 90402 zip code (36 percent).
- There was also little variation in the proportion that used e-mail for their transaction. Non-whites generally (17 percent) were the least likely to have done so (although 31

percent of Latinos used e-mail). Residents of four or less years were among the most likely to have done so (35 percent).

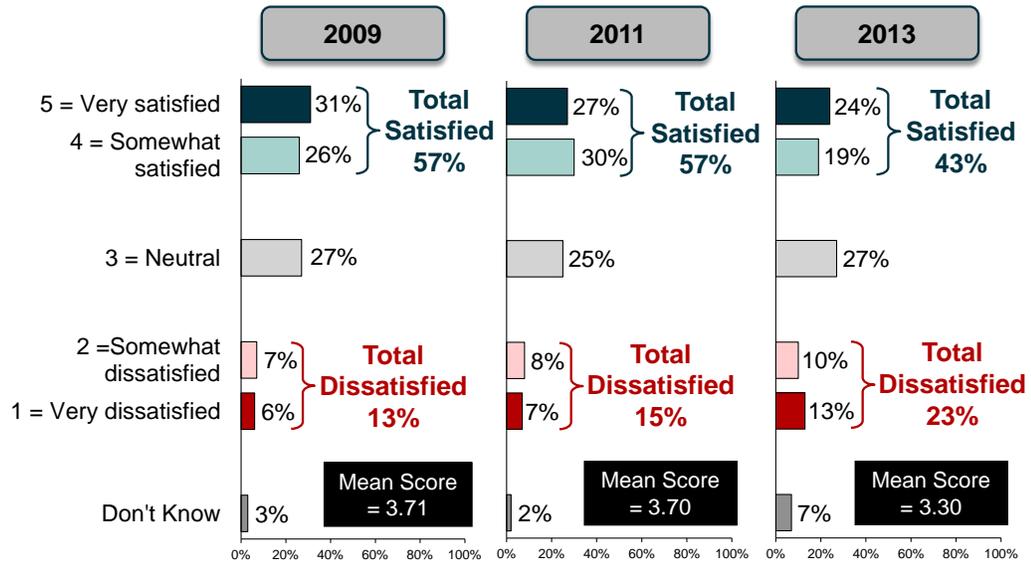
**Figure 13: Proportion Who Have Conducted a Business Transaction with the City and by What Method**



**Satisfaction with City Efforts to Communicate**

Ratings for satisfaction with the “City’s efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means” is modestly positive. Using the five-point scale, the average rating is 3.3, suggesting somewhat positive ratings on average, yet a new low of forty-three percent gave the City a “4” or “5” rating expressing overall satisfaction, with 24 percent giving a “5” rating to indicate that they are very satisfied in this regard. Just over one in four (27 percent) gave a neutral “3” rating, while 23 percent gave ratings expressing dissatisfaction (a “2” or a “1”). These ratings are down from 2009 and 2011 when the mean rating was 3.7, with 57 percent giving a positive review, and just 15 percent in 2011 and 13 percent in 2009 giving a negative one. **Figure 14** illustrates the results.

**Figure 14: City Satisfaction with the City’s Communication Efforts, 2009-2013**



Satisfaction with Communication Efforts by Subgroups

There were various differences in satisfaction with the City’s efforts to communicate by subgroups. Notable differences include the following:

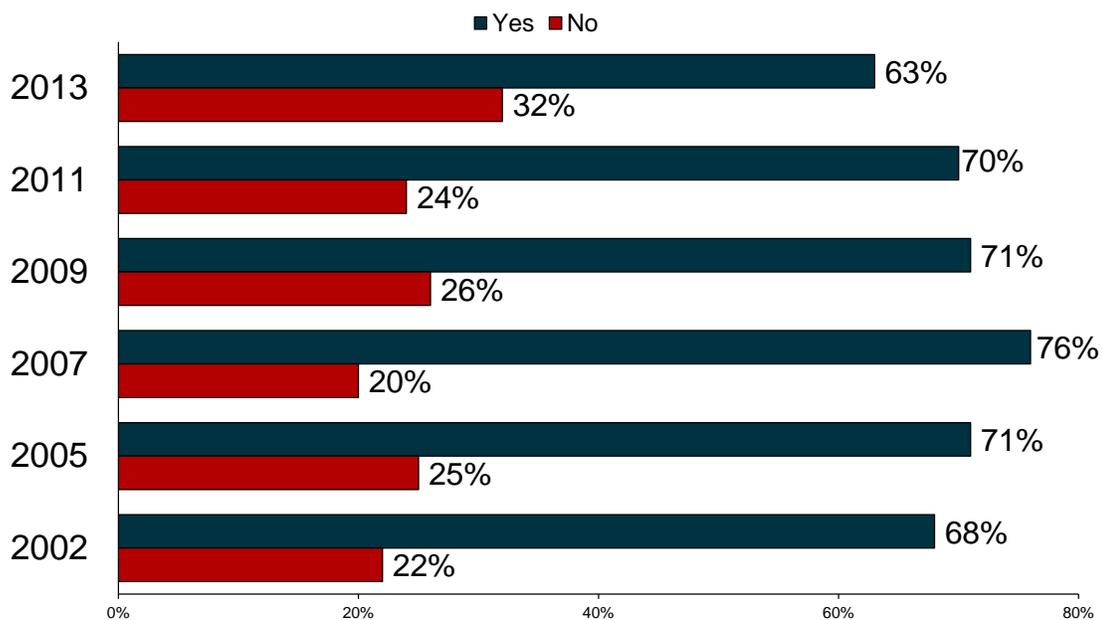
- Latino residents are slightly more satisfied with City communication efforts (56 percent) than non-whites generally (46 percent) and white residents (42 percent). While 26 percent of white residents said they are dissatisfied, just 10 percent of Latino and 14 percent of non-whites generally said the same.
- Satisfaction with City communication efforts declines with age: 46 percent of residents ages 18 to 49 said they are satisfied with these efforts, compared to 39 percent of those ages 50 and older, 34 percent of residents 65 and older, and 31 percent who are ages 75 and older. Women ages 50 or older were less likely to be satisfied (35 percent) than men ages 50 or older (44 percent).
- Those living in Santa Monica five to nine years were notably more likely to be dissatisfied, with 40 percent giving this response, compared to 16 percent of residents of four years or less and 21 percent of residents of 10 years or more.
- Those living in condos were also among the most dissatisfied (43 percent dissatisfied)—far higher than 22 percent of those living in single-family homes, 19 percent in apartments, and 13 percent in townhomes. Renters were more satisfied on average than homeowners (48 percent to 37 percent), but dissatisfaction ratings were similar (homeowners were more likely to have a neutral view or be uncertain).

- Those in the 90403/East zip code region—albeit a small group (n=25)—give some of the highest dissatisfaction ratings for efforts to communicate with residents at 43 percent.
- Those satisfied with the job the City is doing in providing services are also far more satisfied with communications than those with a neutral or negative view of the City’s job in providing services (52 percent to approximately 29 percent).
- Those who feel they have an opportunity to voice their concerns about major community decisions are more satisfied with City communications (53 percent) than those who feel they have not (25 percent). (See below for a discussion on perceptions of opportunities to impact community decisions.)

### Opportunity to Impact Community Decisions

Sixty-three percent of respondents believe that they “have the opportunity to voice their concerns to the City of Santa Monica on major community decisions that affect your life.” The proportion feeling this way is down from past years, as shown in **Figure 15**.

**Figure 15: Opportunity to Voice Concerns About Community Decisions to the City 2002-2013**



### Opportunity to Voice Concerns by Subgroups

- Women are slightly more likely to feel they have had the opportunity to voice their concerns than men (66 percent to 59 percent).
- Homeowners are slightly more likely to feel they have the opportunity to voice their concerns than renters (68 percent to 61 percent).
- Those with two or more children under the age of 18 gave this response in higher numbers (82 percent) than those with one (54 percent) or none (61 percent).
- Not surprisingly, those who are satisfied with the City’s communications are far more likely to believe they have the opportunity to voice their concerns (approximately 77 percent) than those with a neutral view of the City’s communications (52 percent) or a dissatisfied opinion (50 percent). Those satisfied with the City’s job in providing services are also more positive about their ability to voice concerns (72 percent) than those dissatisfied with the job the City is doing providing services (50 percent).
- Those in the 90403/East zip code are among the most likely to believe they have the opportunity to voice their concerns (78 percent).
- Although a low proportion, those with a high school education or less are more likely to feel they have no opportunity for input, with 43 percent giving this response, compared to 25 percent of those with some college education and 32 percent of college graduates.

### **Sources of Information**

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Respondents were asked how often they get information about City of Santa Monica’s programs, events and issues from a number of specific sources (see **Figure 16**).

The most frequently relied on source of information is *other people, including family, friends, or neighbors*. Sixty-two percent of respondents said they rely on other people “frequently” or “occasionally.”<sup>21</sup>

No other source tested was turned to at least “occasionally” by a majority of residents. The top sources tested include the following:

- A City-published newsletter called Seascape (45 percent)

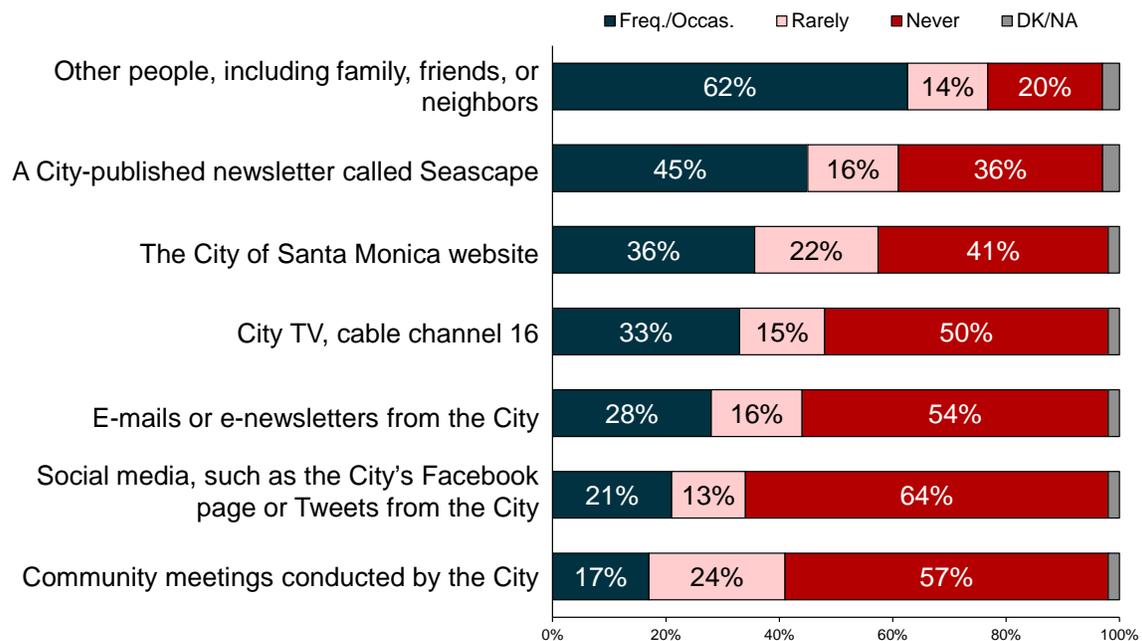
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<sup>21</sup> In 2011, respondents were asked a slightly different question about “sources from which people get information about issues affecting your community.” The difference in wording makes it difficult to do a comparative analysis across years because this year’s question is more specific than the 2013 question.

- The City of Santa Monica website (36 percent)
- City TV, cable channel 16 (33 percent)

Far lower numbers turn to *e-mails or e-newsletters from the City* (28 percent at least occasionally), social media (21 percent), or *community meetings conducted by the City* (17 percent).

**Figure 16: Sources of Information for Community Issues, 2013**  
*(Ranked by total frequently/occasionally)*



Sources of Information by Subgroups

- Women are more likely than men to get information about their community frequently or occasionally from Seascap (52 percent to 39 percent)—a difference growing out of 60 percent of white women giving this response versus 41 percent of white men (there are no gender differences among Latinos and non-whites). Men are more likely to report getting information at least occasionally from City TV than women (38 percent to 29 percent). This is particularly true of men ages 18 to 49 (40 percent).
- White residents are more likely to turn to Seascap at least occasionally (51 percent) than are non-whites generally (35 percent) or Latino residents (29 percent) specifically. Latinos are more likely (at 34 percent) to turn to social media than white (19 percent) or non-whites generally (24 percent).

- The results show that respondents over 50 years old are more likely than those younger than 50 to get information about their community from Seascope (59 percent to 36 percent). This is particularly true of women 50 or older (69 percent to 46 percent of men 50+). Those younger are more likely to get information from other people (68 percent to 54 percent) and social media (29 percent to 11 percent). Men 50+ were the least likely to turn to social media (seven percent).
- Residents who have lived in Santa Monica less than five years are the least likely to turn to Seascope (28 percent to the sample average of 46 percent). Related to age, residents of 14+ years are the least likely to turn to social media (15 percent).
- Homeowners are more likely to use several of the sources tested than renters, including other people (70 percent to 58 percent), Seascope (55 percent to 41 percent), the City's website (46 percent to 31 percent), e-mails or e-newsletters (34 percent to 26 percent), and community meetings (24 percent to 13 percent).
- Those with children under the age of 18 are more likely to have gotten information about City programs at least occasionally from nearly all sources tested. Those with two or more children were more likely to turn to other people (79 percent) than those with one (58 percent) or no children under the age of 18 (60 percent). Those with children under the age of 18 generally were more likely than those without children under the age of 18 to turn to the City website (48 percent to 32 percent), e-mails or e-newsletters (38 percent to 25 percent), and community meetings (24 percent to 15 percent).
- College-educated respondents are more likely than non-college respondents to turn to Seascope (50 percent to 40 percent of non-college respondents).
- The small number of respondents in the 90401 zip code (n=32) were slightly more likely than those in other zip codes to turn to other people (75 percent) or City TV (44 percent), but less likely to turn to Seascope (38 percent) or the website (22 percent). Breaking down the regions more, those in the 90403/East region were slightly more likely to turn to other people (76 percent), while those in the 90404/South (n=36) region were less likely than other regions to turn to Seascope (32 percent) or e-mails or e-newsletters (18 percent).
- Those who rode the Big Blue Bus in the past month were more likely to get information from every source tested than those who never ride the Big Blue Bus. This was not true, however, of those who took other public transit or alternative transit routes.
- Those who had conducted a business transaction with the City were far more likely to say they had turned to the website for information on programs, events, and issues than those who had not conducted a business transaction (47 percent to 22 percent).

They were also more likely to turn to Seascope (56 percent to 33 percent) and e-mails and e-newsletters (35 percent to 20 percent).

- Those who felt they had the opportunity to voice their concerns on major community decisions were more likely to have turned to all sources for information at least occasionally than were those who did not feel they had this opportunity. Those who were satisfied with City communication also turned to nearly all sources more often.

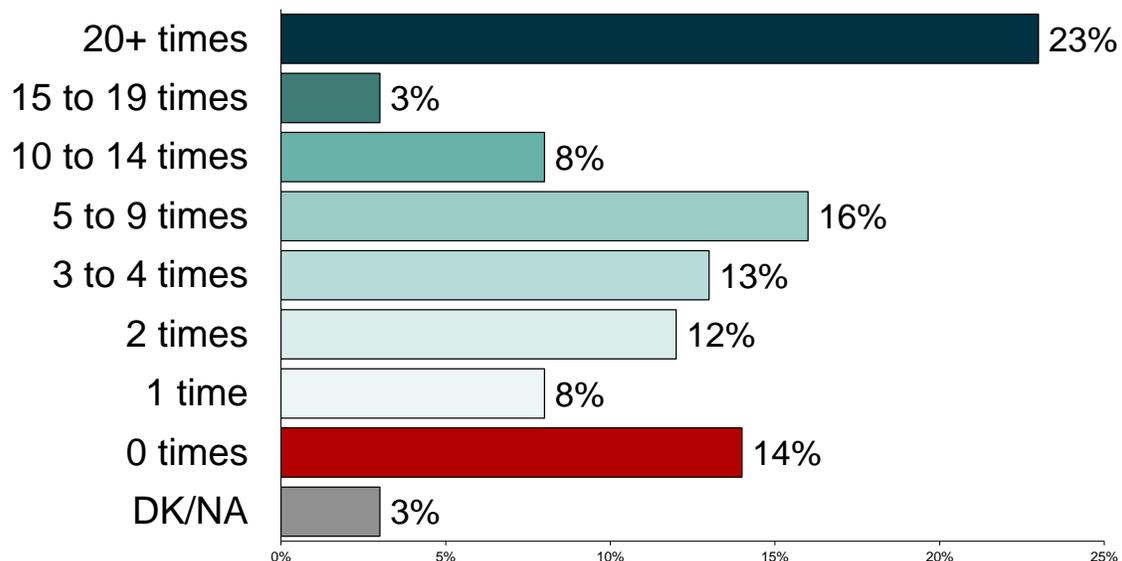
## Visiting the Pier

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For the first time this year, residents were asked how often they went to the Santa Monica Pier in 2012. Nearly all residents went to the pier at least once, but the vast majority did so multiple times (75 percent). Just fourteen percent said they did not go to the pier in the last year and eight percent said they went just once. Another 12 percent went to the pier twice in the last year. Nearly three in ten (29 percent) went three to nine times, 11 percent went 10 to 19 times, and 23 percent went 20 or more times (three percent were uncertain). **Figure 17** demonstrates the results.

**Figure 17: Frequency of Visiting the Santa Monica Pier, 2013**

*In 2012, approximately how many times would you say you went to the Santa Monica Pier?*



### Visiting the Pier Among Subgroups

- Latino residents were more likely to have gone to the Pier 10 or more times (56 percent) than non-whites generally (44 percent) and white residents (29 percent).

Latinas were the most likely to have gone to the Pier 10 times or more last year, with 63 percent giving this response.

- Frequency of visits to the Pier declines with age, from 45 percent of those under 40 going 10 times or more in 2012 to 24 percent of those 65 years of age or older. While 25 percent of those 50 years of age or older never went to the Pier last year, just six percent of those under 50 gave this response. Women ages 50 or older were the least likely to go to the Pier, with 31 percent saying they never did and only 19 percent going 10 times or more.
- Reflecting age and ethnicity, renters were more likely to have gone to the Pier 10 times or more last year than homeowners (39 percent to 24 percent), with homeowners nearly twice as likely to have never gone (18 percent to 10 percent of renters). Similarly, those living in single-family homes were less likely to go to the Pier often than those in multi-family homes (23 percent to 40 percent 10 times or more).
- Those with children under the age of 18 were only slightly more likely to have gone to the Pier 10 times or more than those without (40 percent to 32 percent). While 17 percent of those without minor children did not go at all, a lower six percent of those with minor children gave this response.
- Non-college educated residents were more likely to have gone to the Pier 10 times or more (43 percent) than those more educated (29 percent). However, 13 percent of each said they have not gone at all.
- Not surprisingly, there seems to be some association with living in close proximity to the Pier and frequency of visiting. For example, those in the 90405/West (53 percent, with 42 percent 20+ times) and 90401 zip codes (44 percent) were the most likely to say they visited the Pier 10 or more times in 2012. Further, those in the 90402 zip code were the most likely to have never gone to the Pier in 2012 (23 percent had not) and, related, these residents were the least likely to have done so 10 times or more (14 percent).

## Sample Demographics

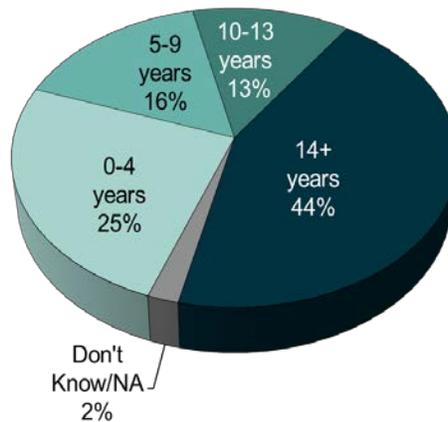
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The following section presents the demographic information collected in the survey. These demographic groups were used to analyze subgroup differences in response to each survey question.

### Length of Residence

One in four respondents (25 percent) have lived in Santa Monica under five years, while 16 percent are five to nine year residents, 13 percent are 10 to 13 year residents, and 44 percent have lived in Santa Monica 14 years or more (see **Figure 18**).

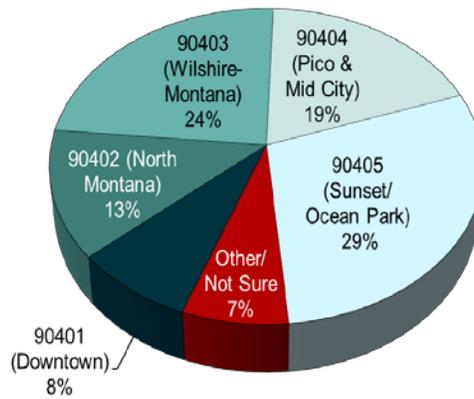
**Figure 18: Length of Residence**



### Areas by Zip Code

The largest percentage of respondents live in the 90405 Sunset/Ocean Park (29 percent), 90403 Wilshire-Montana (24 percent), or 90404 Pico/Mid-City (19 percent) zip codes. Another 13 percent live in the 90402 North of Montana zip code, and eight percent live in the 90401 Downtown zip code (see **Figure 19**).

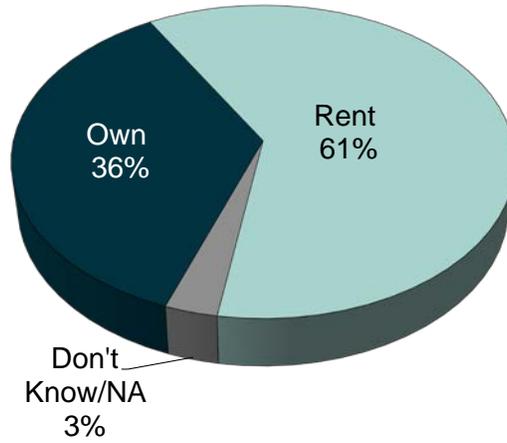
**Figure 19: Areas by Zip Code**



### Home Ownership

As shown in **Figure 20**, just over six in ten (61 percent) rent their home, while 36 percent own their own home (and three percent did not provide an answer).

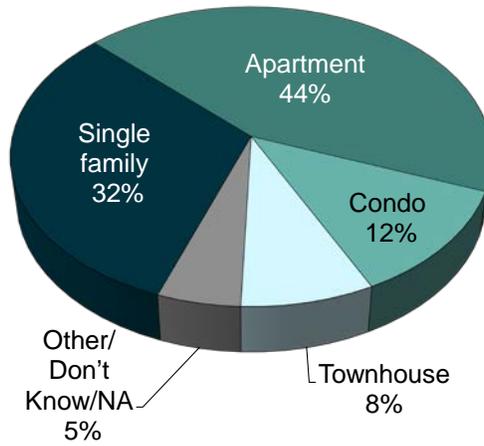
**Figure 20: Home Ownership**



### Type of Residence

Nearly one in three (32 percent) residents said they live in a single family home, while 44 percent said they live in an apartment, 12 percent in a condominium, eight percent in a townhouse, and three percent in some other type of residence (see **Figure 21**).

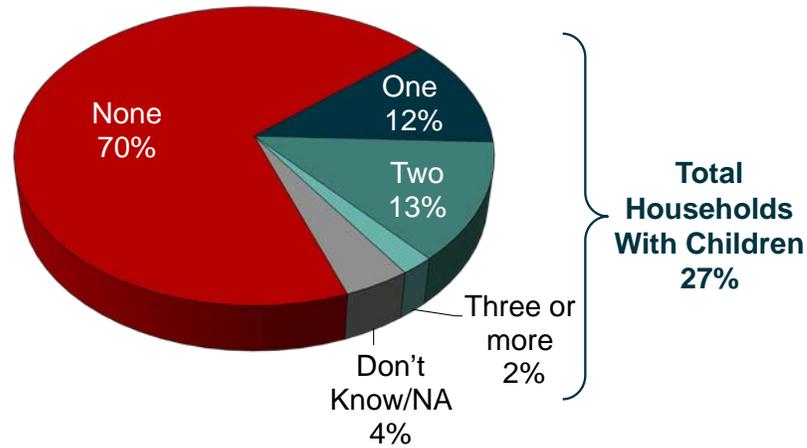
**Figure 21: Type of Residence**



### Children in Household

Seven in ten (70 percent) respondents do not have anyone 17 years of age or younger living in their household. Twelve percent have one child living in their household, while 13 percent have two and two percent have three or more (see **Figure 22**).

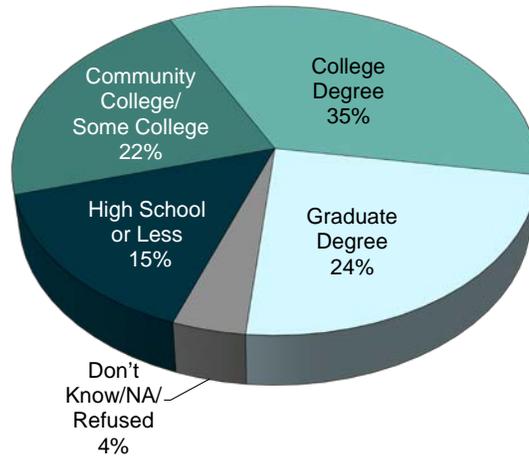
**Figure 22: Children in Household**



## Education

Fifteen percent of respondents have a high school education or less, while 22 percent have completed a community college degree, some college education or attended a vocational school. Thirty-five percent have a four-year college degree and 24 percent have a post-graduate degree (see **Figure 23**).

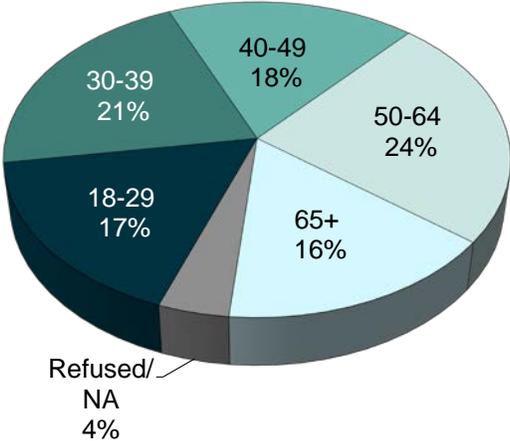
**Figure 23: Educational Attainment**



**Age**

As shown in **Figure 24**, 17 percent of respondents are under the age of 30, while 21 percent are 30 to 39 years of age, 18 percent are 40 to 49 years of age, 24 percent are 50 to 64 years of age, and 16 percent are 65 years of age or older (four percent refused to provide their age).

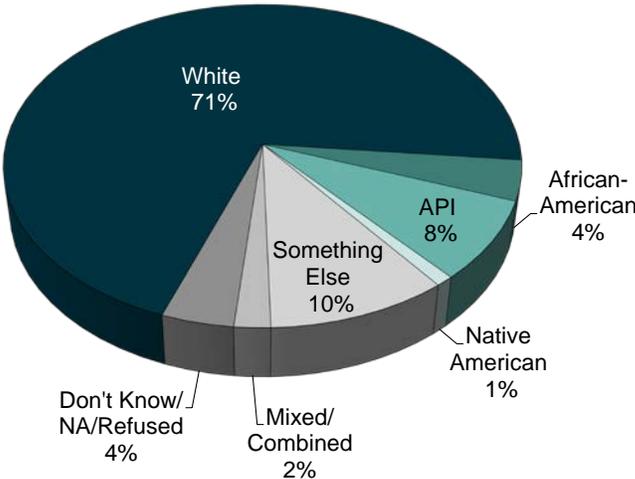
**Figure 24: Age**



**Race**

Seven in ten (71 percent) consider themselves to be white (regardless of whether they consider themselves Hispanic or not), while four percent consider themselves to be African American, eight percent Asian American, one percent Native American, two percent "mixed," and 10 percent "something else." (See **Figure 25**) Within the sample, fifteen percent of respondents also identified themselves as being of Hispanic or Latino descent.

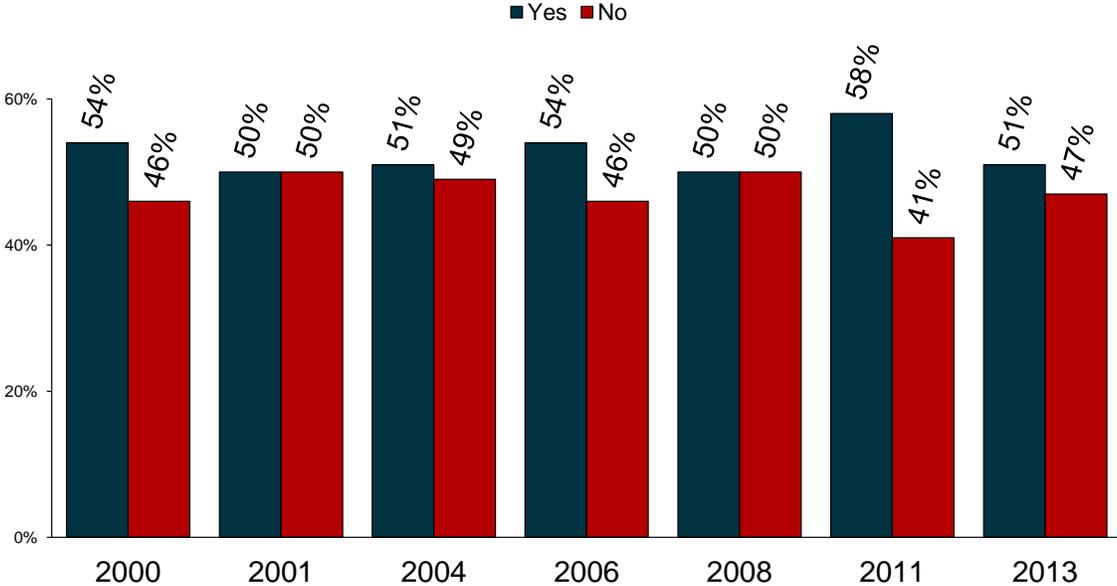
**Figure 25: Race**



**Big Blue Bus Ridership**

Fifty-one percent of respondents said they rode the Big Blue Bus in 2012. This is down from 58 percent in the study two years ago, but near equal to the findings in 2008 and years prior. **Figure 26** illustrates the results.<sup>22</sup>

**Figure 26: Do you Ride the Big Blue Bus in Santa Monica, 2000-2013**



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<sup>22</sup> A more detailed description of whom and how frequently residents ride the Big Blue Bus is discussed in the section above entitled “Assessment and Use of Transportation Options.”

Interviewer \_\_\_\_\_ Station \_\_\_\_\_

Time Began \_\_\_\_\_ Time Finished \_\_\_\_\_ Total Time \_\_\_\_\_

**CITY OF SANTA MONICA RESIDENT SATISFACTION SURVEY 2013**  
**320-548**  
**WFT N=404**

Hello, I'm \_\_\_\_\_ from FM3, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of Santa Monica. We are definitely not trying to sell anything, or ask for a donation of any type. We are only interested in your opinions. May I speak with the youngest adult in the household who is 18 years of age or older? **(IF NOT AVAILABLE, ASK:)** "May I speak to another adult in the household?"

A. **(T)** Before we begin, I need to know if I have reached you on a cell phone. **(IF YES, ASK:)** Are you in a safe place where you can talk?

Yes, cell and in safe place----- 28%  
Yes, cell not in safe place ----- **TERMINATE**  
No, not on cell ----- 72%  
**(DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. **(T)** Do you currently live in the City of Santa Monica, or do you live in Los Angeles or some other city?

In Santa Monica ----- 100%  
Other city----- **TERMINATE**  
**(DON'T READ) DK/NA ----- TERMINATE**

2. **(T)** Next, to ensure we have a representative sample, do you consider yourself to be Hispanic or Latino or are you of Hispanic or Latino descent?

Yes ----- 15%  
No ----- 84%  
**(DON'T READ) DK/Refused/NA ----- 1%**

3. (T) And do you consider your race to be White, Black or African-American, Asian, Native American, or something else?

White----- 71 %  
 Black/African American----- 4 %  
 Asian----- 8 %  
 Native American----- 1 %  
 Something else ----- 10 %  
 (DON'T READ) Mixed/combined ----- 2 %  
 (DON'T READ) DK/Refused/NA ----- 4 %

4. (T) Generally speaking, how would you rate Santa Monica as a place to live: is it an excellent place to live, a pretty good place, just fair, or a poor place to live?

Excellent----- 60 %  
 Pretty good----- 32 %  
 Just fair----- 8 %  
 Poor ----- 0 %  
 (DON'T READ) DK/NA ----- 0 %

5. (T) Now, I'd like you to rate your satisfaction with the job the City of Santa Monica is doing to provide City services. Use a 1 if you are **VERY DISSATISFIED** with the job the City is doing to provide City services, use a 5 if you are **VERY SATISFIED** with the service or any number in between.

	<b>VERY DISSATISFIED</b>			<b>VERY SATISFIED</b>		
<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK/NA)</u>

(T) To provide City services----- 3.6 --- 14% --- 4% --- 18% -- 32% ---30%--- 2%

6. (T) Now, what would you say are the one or two most important issues facing the City of Santa Monica today? (RECORD UP TO TWO RESPONSES - RECORD VERBATIM RESPONSES BELOW, THEN CODE)

---



---

**(DON'T READ)**

Too many homeless/homeless causing problems -----	29%
Traffic/Congestion -----	28%
Lack of parking -----	13%
Too much growth/development -----	10%
Creating more jobs/Improving the business climate/economy -----	9%
Lack of affordable housing -----	8%
Crime -----	6%
Education -----	5%
Overcrowding/population -----	5%
Public Transportation -----	5%
Taxes too high -----	4%
Cleanliness -----	4%
Not enough services for the homeless -----	3%
Budget Crisis – not enough funding for City services -----	2%
Environmental concerns -----	2%
Rent control -----	2%
Roads being torn up/Condition of roads -----	2%
Airport noise -----	1%
Not enough parks/problems with parks -----	1%
Not enough police -----	1%
Smoking Laws -----	1%
Bicycles -----	1%
City Council/Government -----	1%
Gangs -----	0%
None -----	2%
Not sure/Refused/DK/NA -----	3%
OTHER -----	7%

7. 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. **(RANDOMIZE)**

		<b>NOT SERIOUS PROBLEM AT ALL</b>			<b>VERY SERIOUS PROBLEM</b>		
	<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK/NA)</u>
[ ]a. (T) Traffic congestion	3.9	6%	8%	21%	21%	42%	1%
[ ]b. (T) The affordability of housing	3.8	5%	8%	22%	26%	37%	2%
[ ]c. (T) Gangs and youth violence	2.4	27%	23%	28%	7%	8%	6%
[ ]d. (T) The number of homeless people	3.8	4%	12%	21%	23%	39%	1%
[ ]e. (T) Lack of parking	3.7	8%	11%	22%	17%	40%	2%
[ ]f. (T) Crime	2.6	20%	27%	30%	14%	6%	3%
[ ]g. The amount of growth and development	3.2	17%	14%	24%	16%	27%	3%

8. 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?" **(RANDOMIZE)**

	<u>MUCH BETTER</u>	<u>S.W. BETTER</u>	<u>STAYED SAME</u>	<u>S.W. WORSE</u>	<u>MUCH WORSE</u>	<u>(DK/N/A)</u>
[ ]a. (T) Crime	5%	18%	51%	15%	5%	6%
[ ]b. (T) The number of homeless people	3%	14%	44%	18%	18%	3%
[ ]c. (T) Traffic congestion	2%	3%	27%	30%	36%	3%

**I WOULD NOW LIKE TO ASK YOU SOME MORE QUESTIONS ABOUT THE SERVICES PROVIDED BY SANTA MONICA'S CITY GOVERNMENT.**

9. First, I am going to mention a list of City services. After each, please tell me how important you think that service is. We will use a scale of one to five, where one means **NOT AT ALL IMPORTANT** and five means **VERY IMPORTANT**, or you can use any number in between. Here is the first one...**(RANDOMIZE)**

		<b>NOT AT ALL IMPORTANT</b>			<b>VERY IMPORTANT</b>		
	<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK)</u>
[ ]a. (T) Collecting trash and recycling from your home	4.3	1%	4%	15%	24%	55%	1%
[ ]b. (T) Enforcing the City's noise laws	3.5	7%	11%	30%	24%	25%	3%

		NOT AT ALL IMPORTANT			VERY IMPORTANT		
	<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK)</u>
[ ]c. (T) Keeping traffic on City streets flowing smoothly	4.3	2%	3%	13%	22%	59%	1%
[ ]d. (T) Providing public library services	4.1	3%	5%	19%	23%	49%	1%
[ ]e. (T) Maintaining and repairing streets and sidewalks	4.2	1%	2%	20%	28%	48%	0%
[ ]f. Preserving historic buildings	3.7	6%	10%	26%	23%	34%	1%
[ ]g. (T) Providing access for cyclists	3.5	9%	10%	26%	24%	29%	1%
[ ]h. (T) Providing emergency 9-1-1 services	4.6	3%	1%	5%	11%	78%	2%
[ ]i. (T) Keeping City streets and alleys clean	4.1	2%	4%	20%	31%	42%	0%
[ ]j. (T) Providing cultural and arts opportunities	3.7	5%	9%	25%	30%	29%	1%
[ ]k. (T) Keeping street trees trimmed	3.5	5%	12%	32%	23%	27%	1%

**Remember, as I mention each item, please use a scale from one to five where 1 means that service is "not at all important" and 5 means that service is "very important." Or you can use any number in between. On a scale from 1 to 5, how important is \_\_\_\_\_ (RANDOMIZE)?**

[ ]l. (T) Helping the community be more environmentally responsible	3.9	5%	7%	21%	23%	43%	1%
[ ]m. (T) Providing services for youth	4.0	2%	5%	21%	28%	42%	2%
[ ]n. (T) Providing services for seniors	4.2	3%	3%	15%	28%	49%	2%
[ ]o. (T) Providing recreation and sports programs	3.7	5%	7%	32%	22%	32%	2%
[ ]p. Ensuring compliance with City codes and ordinances	3.7	5%	10%	23%	26%	33%	2%
[ ]q. Enforcing laws that keep public spaces safe for everyone	4.3	1%	5%	13%	20%	59%	2%
[ ]r. (T) Dealing with homeless people in Santa Monica	4.2	3%	3%	17%	25%	50%	2%
[ ]s. (T) Reducing crime and protecting public safety	4.3	3%	3%	12%	23%	58%	1%

		NOT AT ALL IMPORTANT				VERY IMPORTANT		
		<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK)</u>
[ ]t.	(T) Offering public transportation alternatives, such as the big blue bus -----	4.0	5%	5%	19%	26%	44%	2%
[ ]u.	(T) Ensuring there is affordable housing-----	4.0	7%	5%	20%	19%	48%	1%
[ ]v.	(T) Maintaining City parks -----	4.2	1%	4%	19%	31%	45%	1%
[ ]w.	(T) Maintaining City beaches -----	4.3	2%	3%	13%	24%	57%	1%

10. Now, I would like to mention a similar list of City provided services. After each one, please rate your satisfaction with the job the City of Santa Monica is doing in providing that service. This time, please use a 1 if you are **VERY DISSATISFIED** with the job the City is doing in that area, a 5 if you are **VERY SATISFIED**, or you can use any number in between. Here is the first one...(RANDOMIZE)

		VERY DISSATISFIED				VERY SATISFIED		
		<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK)</u>
[ ]a.	(T) Collecting trash and recycling from your home -----	4.1	3%	3%	19%	25%	47%	2%
[ ]b.	(T) Enforcing the City's noise laws-----	3.7	5%	9%	26%	25%	26%	10%
[ ]c.	(T) Keeping traffic on City streets flowing smoothly -----	3.0	20%	15%	26%	22%	15%	3%
[ ]d.	(T) Providing public library services-----	4.1	4%	3%	16%	29%	44%	4%
[ ]e.	(T) Maintaining and repairing streets and sidewalks-----	3.6	7%	9%	26%	31%	25%	2%
[ ]f.	Preserving historic buildings -----	3.5	5%	6%	34%	25%	19%	11%
[ ]g.	(T) Providing access for cyclists -----	3.5	8%	6%	27%	29%	23%	6%
[ ]h.	(T) Providing emergency 9 -1-1 services -----	4.2	4%	2%	11%	24%	47%	12%
[ ]i.	(T) Keeping City streets and alleys clean -----	3.8	4%	5%	24%	35%	31%	2%
[ ]j.	(T) Providing cultural and arts opportunities -----	3.7	4%	6%	32%	29%	24%	5%
[ ]k.	(T) Keeping street trees trimmed -----	3.8	6%	6%	24%	31%	31%	2%

Remember, as I mention each item, please use a scale from one to five where 1 means that you are "very dissatisfied" with that service and 5 means that you are "very satisfied" with that service. Or you can use any number in between. On a scale from 1 to 5, how satisfied are you with \_\_\_\_\_ (RANDOMIZE)?

		VERY DISSATISFIED				VERY SATISFIED			
	<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK)</u>		
[ ]l. (T) Helping the community be more environmentally responsible-----	3.7	4%	8%	26%	29%	26%	7%		
[ ]m. (T) Providing services for youth-----	3.7	4%	6%	29%	23%	23%	15%		
[ ]n. (T) Providing services for seniors-----	3.7	4%	7%	24%	24%	23%	20%		
[ ]o. (T) Providing recreation and sports programs -----	3.7	4%	6%	31%	26%	22%	11%		
[ ]p. Ensuring compliance with City codes and ordinances -----	3.6	5%	6%	28%	28%	22%	11%		
[ ]q. Enforcing laws that keep public spaces safe for everyone -----	3.7	4%	6%	27%	35%	24%	5%		
[ ]r. (T) Dealing with homeless people in Santa Monica-----	3.0	18%	13%	29%	21%	15%	4%		
[ ]s. (T) Reducing crime and protecting public safety-----	3.8	3%	6%	27%	35%	25%	4%		
[ ]t. (T) Offering public transportation alternatives, such as the big blue bus -----	3.9	4%	5%	22%	29%	35%	5%		
[ ]u. (T) Ensuring there is affordable housing-----	3.1	15%	15%	28%	18%	16%	8%		
[ ]v. (T) Maintaining City parks -----	4.0	2%	3%	24%	36%	32%	3%		
[ ]w. (T) Maintaining City beaches -----	3.9	4%	6%	21%	31%	34%	4%		

**I WOULD NOW LIKE TO CHANGE THE TOPIC SLIGHTLY AND ASK YOU ABOUT SOME CITY OF SANTA MONICA INITIATIVES AND POLICIES.**

11. First, have you seen or heard anything about the City’s emergency preparedness efforts? (IF YES, ASK:) Have you seen or heard a lot or a little?

Yes, seen/heard a lot-----	11%
Yes, seen/heard a little-----	23%
No -----	64%
(DON'T READ) DK/NA -----	3%

12. (T) Thinking about your own household, do you currently have at least seven days of supplies on hand in case of an emergency, such as an earthquake?

Yes ----- 50%  
 No ----- 47%  
 (DON'T READ) DK/NA ----- 2%

**NEXT, LET ME ASK YOU ABOUT A CITY POLICY THAT REQUIRES DEVELOPERS PROPOSING NEW LARGE DEVELOPMENT PROJECTS TO PAY FOR ADDITIONAL COMMUNITY BENEFITS AS PART OF THEIR DEVELOPMENT AGREEMENT WITH THE CITY.**

13. Let me mention some community benefits identified by Santa Monica residents that could be included in a development agreement for a large new project. Not every possible benefit can be included in a development agreement, so please tell me how important it is for the particular community benefit I mention to be included as part of a development agreement with the City. We will use a scale of one to five, where one means NOT AT ALL IMPORTANT and five means VERY IMPORTANT, or you can use any number in between. Here is the first one...(RANDOMIZE) (DON'T READ DON'T KNOW)

		<b>NOT AT ALL IMPORTANT</b>			<b>VERY IMPORTANT</b>		
	<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK)</u>
[ ]a. (T) Affordable housing	4.0	11%	5%	13%	15%	53%	3%
[ ]b. (T) Community open space	3.8	6%	6%	22%	26%	37%	3%
[ ]c. (T) Historic building preservation	3.5	11%	7%	26%	24%	29%	3%
[ ]d. (T) Alternative transportation options, such as walking paths, bike lanes and public transit	3.9	9%	5%	17%	23%	44%	3%
[ ]e. (T) Arts and culture venues	3.6	8%	9%	27%	25%	29%	3%
[ ]f. (T) Childcare	3.6	13%	7%	20%	17%	38%	5%
[ ]g. (T) Employment and training opportunities	3.9	10%	3%	17%	18%	47%	4%

**NOW I WOULD LIKE TO ASK YOU ABOUT ISSUES RELATED TO TRANSPORTATION IN THE CITY OF SANTA MONICA.**

14. First, I am going to mention some methods that City residents use to get around Santa Monica in the course of an average day or month. After each one I mention, please tell me how frequently in the last month you used that method to get around Santa Monica. Would you say daily, a few times a week, a few times a month, about once a month, or never? **(IF RESPONDENT ASKS TO GIVE EXAMPLES: THEN SAY: “It could be for anything related to getting around the City of Santa Monica from going to work or school, to getting groceries, or going to a coffee shop or restaurant.”)** Here is the first method...(RANDOMIZE)

		<u>FEW TIMES DAILY</u>	<u>FEW TIMES WEEK</u>	<u>ABOUT ONCE A MONTH</u>	<u>NEVER</u>	<u>(DON'T READ) DK/NA</u>
[ ]a.	Walking -----	53%	26%	11%	4%	5%-----1%
[ ]b.	Riding a bike -----	7%	16%	13%	8%	53%-----2%
[ ]c.	Riding the Big Blue Bus -----	6%	11%	12%	16%	54%-----2%
[ ]d.	Riding public transportation other than the Big Blue Bus -----	5%	7%	7%	9%	69%-----3%
[ ]e.	Driving in a car -----	64%	18%	7%	1%	8%-----2%

15. Next, I would like you to think about the issue of road safety. As a pedestrian, how safe do you feel walking around Santa Monica? I would like you to use a scale of one to five, where one means NOT AT ALL SAFE and five means VERY SAFE. You can use any number between one and five.

		<u>NOT AT ALL SAFE</u>			<u>VERY SAFE</u>		
	<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK)</u>
Pedestrian safety -----	3.7	7%	8%	23%	24%	35%	2%

**(ASK Q16, IF CODES 1 THRU 4 IN Q14b) N=179**

16. (T) Now using the same scale of one to five, where one means NOT AT ALL SAFE and five means VERY SAFE, please tell me how safe you feel riding your bicycle in Santa Monica? Remember you can use any number between one and five.

		<u>NOT AT ALL SAFE</u>			<u>VERY SAFE</u>		
	<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK)</u>
Bike safety -----	3.5	7%	13%	31%	20%	28%	0%

**(RESUME ASKING ALL RESPONDENTS)**

**NOW, I'D LIKE TO ASK YOU ABOUT YOUR EXPERIENCES WITH THE CITY OF SANTA MONICA AND ITS EMPLOYEES.**

17. (T) Next, in 2012, did you contact the City of Santa Monica for any reason other than an emergency?

Yes (ASK Q18) ----- 34%  
 No (SKIP TO Q20) ----- 64%  
 (DON'T READ) DK/NA ----- (SKIP TO Q20) 2%

**(ASK Q18, IF YES, (CODE=1) IN Q17) N=137**

18. I am going to mention a list of methods some people have used to contact the City over the last year? After each, please tell me whether you used this method to contact the City in 2012? (RANDOMIZE)

		<b>(DON'T READ)</b>		
		<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
[ ] a.	(T) By telephone-----	83%	17%	1%
[ ] b.	By e-mail-----	42%	57%	1%
[ ] c.	Through the City's website----	53%	46%	1%
[ ] d.	(T) In-person-----	61%	38%	2%

**(ASK Q19, IF YES, (CODE=1) IN Q17) N=137**

19. Next, please rate your satisfaction with the Santa Monica City staff you dealt with in 2012 in each of the following areas. Use a 1 if you were very dissatisfied, use a 5 if you were very satisfied, or any number in between. (RANDOMIZE)

		<b>VERY DISSATISFIED</b>			<b>VERY SATISFIED</b>			
		<u>MEAN</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>(DK)</u>
[ ] a.	(T) With how courteous they were-----	4.1	4%	6%	13%	24%	50%	3%
[ ] b.	(T) With how responsive they were to your needs-----	3.8	7%	11%	17%	23%	40%	2%
[ ] c.	(T) With how knowledgeable they were -----	3.9	6%	6%	19%	28%	39%	2%

**(RESUME ASKING ALL RESPONDENTS)**

20. Whether or not you had direct contact with a City of Santa Monica employee in 2012, did you conduct any kind of business transaction with the City of Santa Monica in 2012? Such transactions could have included paying a bill, a ticket, or some kind of new or renewal fee for a service, program or permit required or available through the City. It could have also included submitting applications or forms.

Yes ----- (ASK Q21)55 %  
 No ----- (SKIP TO Q22)43 %  
 (DON'T READ) DK/NA -----(SKIP TO Q22)2%

**(ASK Q21, IF YES (CODE=1) ON Q20) N=223**

21. I am going to mention some ways Santa Monica residents conducted business transactions with the City in 2012. After each one you hear, please tell me if you used that method to conduct your business transaction with the City of Santa Monica. Here is the first one... (RANDOMIZE)

	<u>YES</u>	<u>NO</u>	<u>(DON'T READ)</u> <u>DK/NA</u>
[ ]a. By telephone -----	52%	47%	1%
[ ]b. Through e-mail -----	27%	72%	1%
[ ]c. By regular mail -----	53%	46%	1%
[ ]d. Through the City's website----	54%	44%	2%

**(RESUME ASKING ALL RESPONDENTS)**

22. (T) Next, 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 ----- 63 %  
 No ----- 32 %  
 (DON'T READ) DK/NA ----- 5 %

**NEXT, I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT THE CITY'S COMMUNICATION WITH RESIDENTS.**

23. (T) Please rate your satisfaction with the City's efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means. Again, use a 1 if you are very dissatisfied, a 5 if you are very satisfied, or you can use any number in between.

	<u>VERY</u> <u>DISSATISFIED</u>	<u>VERY</u> <u>SATISFIED</u>
<u>MEAN</u>	<u>1</u> <u>2</u> <u>3</u>	<u>4</u> <u>5</u> <u>(DK)</u>
Communications-----	3.3 --- 13% -- 10% -- 27% -- 19% ---24% --- 7%	

24. Now, I'm going to read you a list of sources from which people get information about City of Santa Monica's programs, events and issues. For each, I'd like you to tell me how often you use it to get information about such issues: frequently, occasionally, rarely, or never. **(DON'T READ DON'T KNOW, NO ANSWER) (RANDOMIZE)**

		<b>(DK/</b>
	<b><u>FREQ.</u></b>	<b><u>OCCAS.</u></b>
	<b><u>RARELY</u></b>	<b><u>NEVER</u></b>
		<b><u>NA)</u></b>
[ ] a.	(T) A City-published newsletter called Seascape-----	18% ----- 27% ----- 16%----- 36% --- 3%
[ ] b.	City T-V, cable channel 16-----	13% ----- 20% ----- 15%----- 50% --- 2%
[ ] c.	(T) The City of Santa Monica website -----	8% ----- 28% ----- 22%----- 41% --- 2%
[ ] d.	(T) E-mails or e-newsletters from the City -----	9% ----- 19% ----- 16%----- 54% --- 2%
[ ] e.	(T) Community meetings conducted by the City-----	3% ----- 14% ----- 24%----- 57% --- 2%
[ ] f.	(T) Other people, including family, friends, or neighbors-----	30% ----- 32% ----- 14%----- 20% --- 3%
[ ] g.	Social media, such as the City's Facebook page or Tweets from the City -----	9% ----- 12% ----- 13%----- 64% --- 2%

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

25. (T) In 2012, did you ride the Big Blue Bus, the bus line here in Santa Monica?

Yes -----	51%
No -----	47%
<b>(DON'T READ) DK/NA -----</b>	<b>2%</b>

26. In 2012, approximately how many times would you say you went to the Santa Monica Pier? **(RECORD EXACT NUMBER OF TIMES \_\_\_\_; AND THEN CODE)**

0 times -----	14%
1 time -----	8%
2 times -----	12%
3 to 4 times -----	13%
5 to 9 times -----	16%
10 to 14 times -----	8%
15 to 19 times -----	3%
20+ times -----	23%
<b>(DON'T READ) DK/NA -----</b>	<b>3%</b>

27. (T) How long have you lived in Santa Monica? **(RECORD EXACT NUMBER OF YEARS \_\_\_\_;**  
**AND THEN CODE)**

0-4 years-----25 %  
 5-9 years-----16 %  
 10-13 years-----13 %  
 14+ years-----44 %  
**(DON'T READ) DK/NA ----- 2 %**

28. (T) What is your zip code?

90401 **(SKIP TO Q32)** ----- 8 %  
 90402 **(SKIP TO Q32)** ----- 13 %  
 90403 **(SKIP TO Q29)** ----- 24 %  
 90404 **(SKIP TO Q30)** ----- 19 %  
 90405 **(SKIP TO Q31)** ----- 29 %  
**(DON'T READ) OTHER (SKIP TO Q32) ----- 2 %**  
**(DON'T READ) NOT SURE (SKIP TO Q32)----- 5 %**

**(ASK Q29, IF ZIP 90403 IN Q28) N=97**

29. (T) Do you live east or west of 21<sup>st</sup> street?

East (Northeast)-----26 %  
 West (Wilshire/Montana)-----68 %  
**(DON'T READ) DK/NA ----- 6 %**

**(ASK Q30, IF ZIP 90404 IN Q28) N=77**

30. (T) Do you live north or south of Colorado Avenue? North of Colorado would be toward Wilshire Boulevard and South of Colorado would be towards the 10 freeway and the Airport.

North (Mid-City)-----50 %  
 South (Pico)-----46 %  
**(DON'T READ) DK/NA ----- 3 %**

(ASK Q31, IF ZIP 90405 IN Q28) N=117

31. (T) Do you live east or west of Lincoln Boulevard?

East (Sunset Park) -----	54 %
West (Ocean Park)-----	40 %
(DON'T READ) DK/NA -----	5 %

(RESUME ASKING ALL RESPONDENTS)

32. (T) Do you live in a single family home, an apartment, a condominium, or a townhouse?

Single Family-----	32 %
Apartment-----	44 %
Condo-----	12 %
Townhouse-----	8 %
Other-----	3 %
(DON'T READ) DK/NA -----	2 %

33. (T) Do you own or rent your residence?

Own-----	36 %
Rent-----	61 %
(DON'T READ) DK/NA -----	3 %

34. (T) How many individuals age 17 or younger live in your household?

None-----	70 %
One-----	12 %
Two-----	13 %
Three-----	2 %
Four-----	0 %
Five or more-----	0 %
(DON'T READ) DK/NA -----	4 %

35. (T) What was the last level of school you completed?

Grades 1-8 -----	1 %
Grades 9-11 -----	1 %
High school graduate(12)-----	13 %
Community college graduate/ vocational school graduate/ some college-----	22 %
College (4 years)-----	35 %
Post-graduate work -----	24 %
(DON'T READ) DK/NA/REFUSED --	4 %

36. (T) In what year were you born?

1995-1989 (18-24) ----- 10%  
 1988-1984 (25-29) ----- 7%  
 1983-1979 (30-34) ----- 11%  
 1978-1974 (35-39) ----- 10%  
 1973-1969 (40-44) ----- 9%  
 1968-1964 (45-49) ----- 9%  
 1963-1959 (50-54) ----- 9%  
 1958-1954 (55-59) ----- 8%  
 1953-1949 (60-64) ----- 7%  
 1948-1939 (65-74) ----- 8%  
 1938 or earlier (75 & over) ----- 8%  
 (DON'T READ) Refused/NA ----- 4%

<b>THANK AND TERMINATE</b>
----------------------------

**Sex: By observation**

Male ----- 48%  
 Female ----- 52%

**Language of Interview**

English ----- 98%  
 Spanish ----- 2%

Name \_\_\_\_\_

Phone # \_\_\_\_\_

Address \_\_\_\_\_

Registration Date \_\_\_\_\_

Precinct \_\_\_\_\_

Zip \_\_\_\_\_

Interviewer \_\_\_\_\_

Cluster # \_\_\_\_\_

Verified by \_\_\_\_\_

Page # \_\_\_\_\_

**APPENDIX B: DETAILED ANALYSIS OF THE HOMELESS ISSUE BY OVERALL ZIP CODES**

*Top of Mind Seriousness of the Number of Homeless People Issue:*

**Residents of zip codes 90401 and 90403**, the zip codes that encompass all of Downtown Santa Monica including such landmarks as the 3<sup>rd</sup> Street Promenade, the Santa Monica Pier, and Palisades Park, **were significantly more likely to volunteer “too many homeless” as their most important top of mind issue facing the City than residents in other areas of Santa Monica.**

**Table 9: Perception of Homelessness as the Most Important Issue Facing Santa Monica by Zip Code**

Most Important Issue Facing Santa Monica (Volunteered)	Full Sample	Zip Code				
		90401	90402	90403	90404	90405
Too many homeless	29%	43%	25%	41%	26%	20%
Not enough homeless services	3%	2%	0%	2%	4%	4%
Sample Size	404	32	53	97	77	117

***Seriousness of the Number of Homeless People Issue when Specifically Asked:***

When asked specifically about the seriousness of the number of homeless people in the City, residents of the zip codes covering downtown Santa Monica, 90401 (77 percent) and 90403 (76 percent), were more likely to register concern about the homelessness issue, with more than three-in-four residents of each zip code having rated homelessness either “4” or “5” (somewhat or very serious) on an ascending scale of 1-5. Also noteworthy is that two-thirds of residents of zip code 90404 (67 percent), which covers busy commercial areas of Santa Monica and Wilshire Boulevards and the large Water Garden and Colorado Center office complexes, rated the homelessness problem as either somewhat “4” or very serious “5” (see Table 10).

**Table 10: Perception of Homelessness as a Problem by Zip Code**

Perception of Homelessness As a Problem	Full Sample	Zip Code				
		90401	90402	90403	90404	90405
Very Serious Problem “5”	39%	55%	32%	46%	47%	29%
Very/Somewhat Serious Problem “4” or “5”	62%	77%	55%	76%	67%	51%
Mean Serious Rating (1-5 scale)	3.8	4.2	3.7	4.2	3.9	3.6
Sample Size	404	32	53	97	77	117

***Perception of the Number of Homeless People over the Last Few Years:***

The same pattern seen in Tables 9 and 10 continues to assert itself in Table 11, where more residents of the two downtown zip codes (90401 and 90403) perceive the City’s homeless problem to be getting worse over the last few years than perceive it to either be getting better or remaining the same. While there are only 32 survey respondents living in zip code 90401, 62 percent said the number of homeless is getting worse.

**Table 11: Perception of Change in the Level of Homelessness in Santa Monica Over the Last Few Years by Zip Code**

Perception of Homelessness As a Problem	Full Sample	Zip Code				
		90401	90402	90403	90404	90405
Total Better	17%	6%	26%	14%	19%	20%
No Change	47%	32%	46%	41%	54%	49%
Total Worse	36%	62%	28%	44%	27%	31%
Sample Size	404	32	53	97	77	117

***Importance Rating of City Services that Deal with the Homeless:***

Santa Monica residents rated the City services dealing with homeless people among the most important services provided by the City. Using a scale of “1” to “5,” where “1” is not at all important and “5” is very important residents rated this service with 4.2, on average. Only six services have a higher importance rating out of the 23 presented. Among the six services with higher importance ratings only one – Providing emergency 911 services - is statistically ranked as being more important (4.6). Again, higher percentages of respondents living in zip codes 90401 (92 percent) and 90403 (80 percent) rate City services dealing with the homeless as being very or somewhat important compared to the other zip codes. Though, it is important to point out residents in the remaining zip codes also rate this service as important in high percentages (71 to 73 percent) (see **Table 12**).

**Table 12: Importance of City of Santa Monica Service that Deal with the Homeless by Zip Code**

	Full Sample	Zip Code				
		90401	90402	90403	90404	90405
Very Important “5”	50%	65%	56%	51%	52%	42%
Very/Somewhat Important “4” or “5”	75%	92%	73%	80%	72%	71%
Mean (1-5 scale)	4.2	4.5	4.3	4.2	4.1	4.0
Sample Size	404	32	53	97	77	117

***Satisfaction Rating of City Services that Deal with the Homeless:***

Santa Monica residents provided the lowest average satisfaction ratings for the services dealing with homeless people in the City of all 23 services mentioned to survey respondents.<sup>1</sup> Using a scale of “1” to “5,” where “1” is not at all satisfied and “5” is very satisfied, residents rated this service with 3.0 on average. Residents living in zip code 90401 were the most likely to express dissatisfaction with this service – 46 percent were very or somewhat dissatisfied. Further, roughly one-third of residents living in 90403 (35 percent) and 90404 (32 percent) also provided a dissatisfied rating of either “4” (somewhat dissatisfied) or “5” (very dissatisfied) (see **Table 13**).

**Table 13: Satisfaction with City of Santa Monica Services that Deal with Homeless by Zip Code**

	Full Sample	Zip Code				
		90401	90402	90403	90404	90405
Very Dissatisfied “5”	18%	28%	12%	22%	20%	11%
Very/Somewhat Dissatisfied “4” or “5”	31%	46%	27%	35%	32%	23%
Mean (1-5 scale)	3.0	2.6	3.2	2.8	3.1	3.2

**In sum, homelessness is considered to be a serious issue across the zip; however, it is a particular concern among residents of 90401 and 90403.**

<sup>1</sup> Keeping traffic on city streets flowing smoothly tied with services for the homeless for the lowest average satisfaction rating.

**APPENDIX C: EXPLANATION OF FIGURE 4 – THE MEAN IMPORTANCE AND SATISFACTION RATING COMPARISON OF SERVICES**

<p><b>Quadrant 4:</b> Services and features which scored below the overall mean importance score and above the overall mean satisfaction score – meaning relatively low importance and high satisfaction</p>	<p><b>Quadrant 1:</b> Services and features which scored above the overall mean importance and satisfaction scores – meaning relatively high importance and high satisfaction</p>
<p><b>Quadrant 3:</b> Services and features which scored below the overall mean importance and satisfaction scores – meaning relatively low importance and low satisfaction</p>	<p><b>Quadrant 2:</b> Services and features which scored above the overall mean importance score and below the overall mean satisfaction score – meaning relatively high importance and low satisfaction</p>