



**2009  
SANTA MONICA  
RESIDENT SURVEY**

**Conducted for the  
City of Santa Monica**

**Goodwin Simon Victoria Research**

**February, 2009**

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# METHODOLOGY

The City of Santa Monica asked Goodwin Simon Victoria Research (GSVR) to conduct a telephone survey of adult residents of the city to assess levels of satisfaction with city programs and services, and to explore resident attitudes about issues facing the city.

This study was conducted between January 13 and 21, 2009. GSVR conducted 340 interviews with adult residents with a land line, randomly identified from across the city using a random-digit-dial methodology, in which a random list of all active residential telephone numbers served as the sample. An additional 60 interviews were conducted using a voter file to reach adult residents with wireless numbers in the city. An additional 30 interviews were conducted among Latino residents using a listed sample. The total number of interviews thus was 430.

The margin of error for citywide results is about plus or minus five percent at a 95% confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within five percent of the actual population proportions.

Results were weighted slightly by age and race to match U.S. Census data.

**Table i: Methodology**

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Technique	Telephone interviewing
Interview Length	20 minutes
Universe	Adult residents of Santa Monica
Field Dates	January 13-21, 2009
Sample	random-digit-dial land line, voter file wireless, Latino interviews using listed sample
Sample Size	430 citywide, including 30 additional Latino interviews
Margin of Error	+/- 5% for the sample overall
Languages	English and Spanish

In this summary, the responses “1” and “2,” combined will be referred to as “dissatisfied” and the responses “4” and “5” collectively referred to as “satisfied.” “Newcomers” refers to those who have been in Santa Monica for four years or less, while “long-time residents” refer to those who have lived in the city for 20 years or more.

A few questions in this survey were asked in similar studies conducted in 1998 through 2007, and for those questions we compare current results with those from

previous studies. However, many questions were standardized from a four-point to a five-point scale this year, and in such cases, the findings are not directly comparable to the past. Only questions which are identical will be compared to previous surveys. In cases where the scale is different, previous findings may be touched upon to provide context, and will be noted as such.

In general, we do not compare results from surveys before 2009 unless the questions were asked using identical or nearly identical wording and in roughly the same place in the survey.

This report presents results broken out by subgroups of adult residents (e.g., by men versus women or by zip code) only if the differences are both statistically significant using standard significance testing, and are of relevance. In the case that a difference within the survey's margin of error is reported, it is designated as "slight."

# EXECUTIVE SUMMARY

## BACKGROUND

The City of Santa Monica asked Goodwin Simon Victoria Research (GSVR) to conduct a telephone survey of Santa Monica residents to assess attitudes about city programs and services and to explore resident attitudes about issues facing the city.

A total of 430 interviews were completed citywide with randomly selected adults living in Santa Monica, which includes 340 interviews with residents on landlines. Additional samples provided 60 interviews with cell phone users and 30 interviews with Latino residents. The survey was conducted in English and Spanish between January 13 and 21, 2009. The margin of error for citywide results is about plus or minus five percent at a 95% confidence level. For some subgroups, it is higher.

Many questions were standardized from a four-point to a five-point scale this year, and in such cases, the findings are not directly comparable to the past. Only questions which are identical will be compared to previous surveys. In cases where the scale is different, previous findings may be touched upon to provide context, and will be noted as such.

Note that while the survey was conducted in 2009, most questions report resident activities conducted in 2008. In those cases we report the results as 2008 data while referring to the 2009 study in other places throughout the report. When comparing the findings from such questions to past studies, the same reporting methods will apply, and will be noted in the text.

## FINDINGS

### HIGH LEVEL OF OVERALL SATISFACTION WITH CITY SERVICES

When Santa Monica residents rated the “job that Santa Monica is doing to provide city services” on a five-point scale, two out of three gave the city one of the two highest ratings of “4” or “5” which will be referred to in the aggregate as “satisfied” in this report. Just under a third (32%) gave the city the highest rating of “5.” Only 12% were dissatisfied (“1” or “2” on the scale) and another 20% gave the city a neutral rating of “3.”

## HOMELESSNESS AND TRAFFIC REMAIN MOST IMPORTANT ISSUES FACING SANTA MONICA

Traffic and homelessness continue to top the list of most pressing issues for city residents, receiving virtually identical amounts of attention this year in an open-ended question which asked residents for the one or two most important issues facing Santa Monica. In an identical open-ended question asked in 2007, traffic was volunteered by the same proportion of residents as found in this most recent survey, but the proportion who mentioned the homeless population this year dropped considerably.

Similar findings resulted when residents were asked, as part of a series of closed-end questions, to rate the seriousness of the two issues on a five-point scale. As with the satisfaction ratings, the top two values of “4” or “5,” in the aggregate, will be referred to as “serious.”

- Thirty-two percent of residents said in the open-ended question that issues such as “traffic flow” and “rush hour congestion” are the most important facing the city. Traffic issues have leveled off after being mentioned by an increasing proportion of residents over the past few years. The issue came close to doubling its 2002 proportion of 18% in 2007 when it rose to 32%; the same proportion found in the current survey. While volunteered mentions may have leveled off, however, the 71% of residents who rated traffic as a serious issue in the closed-end question in this survey represent an increase from 65% who rated it as serious in 2007.
- Issues of the “homeless population” received 31% of mentions in the open-ended question, tying traffic as the city’s most important problem among residents this year. But even though homeless issues are clearly still on residents’ minds, this year’s finding represents a distinct turnaround in what had been a steady upward trend since 2002 culminating in 45% who volunteered the problem as the most important problem in the last survey. The proportion of residents calling the issue a “serious” one dropped as well, going from 76% in the closed-end question in the last survey to 63% in this survey, the lowest level of concern since 2002.
- “Growth and development” was volunteered third most often in the open-ended question: 13% said it was the one of the most important problems. This is a nearly negligible rise from 9% in 2007 and similar to levels found in previous years.

## **EVIDENCE OF RISING CONCERN OVER ECONOMIC ISSUES**

Given the recession and the state of the economy in California, it is not surprising to find concern over economic issues on the rise among Santa Monica residents.

- The proportion who volunteered issues such as “creating jobs” or “creating a better business climate” as the most important problem facing the city climbed from a barely-registering 1% in 2005 to 11% in this survey.
- Residents mentioned recession-related issues such as “the city’s budget crisis” and “cutbacks in city services” in sufficient numbers (4%) to move the category of onto the list for the first time this year.

## **AFFORDABLE HOUSING AND LACK OF PARKING STILL SEEN AS SERIOUS PROBLEMS; CONCERN OVER CRIME RISING SLOWLY**

Lack of affordable housing and parking in Santa Monica continue to be a serious concern to many city residents, despite a low level of top-of-mind salience.

- “Affordable housing,” volunteered by only 3% in the open-ended question, was called a serious problem by 68%, a proportion second only to “traffic.” These results are similar to the findings from the survey in 2007.
- “Lack of parking” is another issue volunteered by relatively few in the open ended question (9%) but called a serious problem by many. Nearly six in 10 (58%) called it serious, up from 48% in 2007. The level of seriousness attributed to this issue has ranged between 48% and 62% in past surveys without trending in any particular direction, and a nearly identical 8% volunteered it in the open end in 2007.
- “Crime,” mentioned by only 6% in the open-end, is experiencing a slow expansion in resident concern over how serious a problem it is. This year, 29% called it a serious problem, up from 24% in 2007, and continuing a gentle upward trend from 2002’s 16% serious rating.
- “Gangs” were volunteered by 2% and called serious by 27%, both findings are similar to the those from previous years.
- Other issues that were volunteered by smaller proportions of residents in the open ended question were related to “the environment” (5%), “overcrowding” (4%) and “education” (4%). The level of attention to each was similar to those measured in 2007.

## EVALUATION OF SPECIFIC SERVICES

We asked residents to rate their level of satisfaction with each of a series of specific services offered by the city, using a five-point satisfaction scale, and found that most ratings had a higher proportion of satisfied (“4” or “5”) ratings than dissatisfied (“1” or “2”).

Note that some city services, such as emergency 911 services, programs for seniors and youth, and sports and recreation programs received high *average* satisfaction scores, but were given relatively low actual ratings for satisfaction. This is due to the higher proportions of residents who were unable to rate these services, as average scores are calculated among those who are able to assign a rating.

- Highest average satisfaction ratings (3.9 or higher) were given to: the public library, the fire department, emergency 911 services, trash and recycling collection, street tree trimming, senior services, sports and recreational programs, cultural and arts opportunities, and community environmental responsibility.
- Lowest average ratings were given to: dealing with the homeless population and traffic as well as the enforcement of laws against aggressive panhandling, overnight camping in parks and doorways, and building and zoning laws.

Satisfaction ratings (proportion of residents who rated as a “4” or “5” rating) and average scores for city services other than homeless issues and traffic were as follows:

- Providing public library services (82% satisfied, 4.47 average)
- Putting out and preventing fires (71% satisfied, 4.32 average)
- Providing emergency 911 services (62% satisfied, 4.29 average)
- Collecting trash and recycling from homes (78% satisfied, 4.17 average)
- Keeping street trees trimmed (74% satisfied, 4.04 average)
- Providing services for seniors (51% satisfied, 4.03 average)
- Providing sports and recreation programs (59% satisfied, 3.97 average)
- providing cultural and arts opportunities (63% satisfied, 3.94 average)
- Helping the community be more environmentally responsible (63% satisfied, 3.85 average)
- Providing services for youth (47% satisfied, 3.79 average)
- Enforcing laws that keep public space clean & safe (62% satisfied, 3.78 average)
- Removing graffiti (58% satisfied, 3.75 average)
- Reducing crime and protecting public safety, (58%, 3.75 average)

- Street and sidewalk maintenance (63% satisfied, 3.72 average)
- Enforcing the city's noise laws (55% satisfied, 3.66 average)
- Keeping streets and alleys clean (57% satisfied, 3.65 average)
- Enforcing the city's building and zoning laws (37% satisfied, 3.39 average).

## **VERY LOW SATISFACTION ON HOMELESS ISSUES AND TRAFFIC**

Santa Monica residents gave low marks to the city for "dealing with the homeless population" and "traffic." These service's dissatisfaction ratings of 35% and 34% respectively tied for highest level of resident dissatisfaction. Residents were also displeased with the city's enforcement of laws against "aggressive panhandling and begging," and "banning overnight camping in parks and doorways."

Satisfaction ratings and average scores for traffic and issues relating to the homeless population were as follows:

- Enforcing laws against overnight camping in parks and doorways (35% satisfied, 20% dissatisfied, 3.25 average)
- Enforcing laws against of aggressive begging or panhandling (32% satisfied, 29% dissatisfied, 3.04 average)
- Dealing with homeless people in Santa Monica (31% satisfied, 35% dissatisfied, 2.92 average)
- Keeping traffic on city streets flowing smoothly (33% satisfied, 34% dissatisfied, 2.96 average).

## **EMERGENCY PREPAREDNESS HIGHEST FUNDING PRIORITY; TREE TRIMMING LOWEST**

This year, respondents were asked to rank city services on a five-point scale from low to high funding priority, given budget challenges posed by the recession. Residents assigned highest priority to emergency preparedness. Residents also assigned a high priority rating to traffic reduction, youth services, and the public library. Lowest priorities were tree trimming, and funding for non-profit organizations in Santa Monica.

- Emergency preparedness (72%, 4.19 average)
- Services to seniors such as cultural programs and referrals to medical services (67%, 4.01 average)
- Services for youth such as child care for pre-school kids and assistance for at-risk teens (67%, 4.01 average)
- Traffic reduction (65%, 3.92 average)
- Homeless services (62%, 3.84 average)
- Public libraries (62%, 3.87 average)
- Environmental programs (54%, 3.68 average)
- Recreation and sports programs (45%, 3.41)
- Street and sidewalk maintenance (50%, 3.5 average)
- Funding for non-profit organizations in Santa Monica (35%, 3.21 average)
- Tree trimming (31%, 2.98 average).

## **LOWEST SATISFACTION AND HIGHEST PRIORITY GIVEN TO HOMELESS PROGRAMS, TRAFFIC, AND SERVICES FOR YOUTH**

We compared satisfaction ratings and funding priority ratings on the subset of services for which each type of question was asked, and sorted the services into four groups: *High funding priority and high satisfaction*; *high priority and low satisfaction*, *low priority and high satisfaction*, and finally *low priority and low satisfaction*.

In this context, “high funding” and “high priority” mean that more than half of all residents gave the service a “4” or “5” rating in each case. “Low funding” and “low priority” mean that half or fewer residents gave the service one of those two highest scores.

### **Low Satisfaction and High Priority Services:**

- The homeless situation (31% satisfaction, 62% priority)
- Traffic (33% satisfaction, 65% priority)
- Youth services (47% satisfaction, 67% priority), although the relatively low satisfaction rating is due in part to lack of familiarity with these services.

#### **High Satisfaction and High Priority Services:**

- Senior services (51% satisfaction, 67% priority)
- Environmental programs (63% satisfaction, 54% priority)
- The public library (82% satisfaction, 62% priority).

#### **High Satisfaction and Low Priority Services:**

- Recreation and sports programs (59% satisfaction, 45% priority)
- Tree trimming (74% satisfaction, 31% funding)
- Maintenance of streets and sidewalks. (63% satisfaction, 50% funding).

No services received low priority and low satisfaction scores.

### ***LUCE PRIORITIES: PROTECTING NEIGHBORHOODS, REDUCING TRAFFIC, AND ALTERNATIVES TO DRIVING***

Residents were also asked to prioritize six services under consideration for inclusion in the *Land Use and Circulation Element of the City's General Plan* (LUCE). They again assigned priorities on a five point scale.

Each element was assigned a high funding priority by at least half of residents. The highest priority was “protecting neighborhoods,” followed by “reducing traffic congestion.” The lowest priority was “encouraging development of services within walking distance of neighborhoods.”

The proportion of high priority ratings (“4” or “5”) and average ratings for each of the elements were as follows:

- Protecting neighborhoods (80%, 4.34 average)
- Reducing traffic congestion (72%, 4.14 average)
- Encouraging more alternatives to driving such as bike paths, neighborhood shuttle buses, wider sidewalks for pedestrians, or the Expo light rail line (69%, 4.06 average)
- Having ongoing public involvement in planning for the future of Santa Monica (67%, 4.0 average)
- Having more affordable housing in Santa Monica (67%, 3.94 average)
- Encouraging walking distance services such as cleaners and food stores (56%, 3.68 average).

## **MOST RESIDENTS ARE NOT AWARE OF THEIR NEIGHBORHOOD RESOURCE OFFICER; FEW HAVE HAD CONTACT WITH THEM**

Seventy-one percent of residents said they were unaware that there is a Santa Monica Police Department neighborhood resource officer assigned to their neighborhood.

- Of those who had heard of the program, 38% said they had met or had contact with the officer.
- This represents 18% percent of all residents who were aware of the existence of the program but had not been in contact with the officer, and 11% of all residents who had contact with the officer.

Those that had met their local neighborhood resource officer were very positive about the interaction; large majorities gave high satisfaction ratings on three measures: responsiveness, accessibility, and cooperation in preventing crime.

Satisfaction ratings (“4” or “5”) and average ratings for the job the officer is doing were:

- “In being responsive to your local neighborhood issues or concerns.” (81% satisfied, 4.42 average)
- “In being accessible to you by phone or e-mail.” (81% satisfied, 4.47 average)
- “In working with local residents to help prevent crime.” (76% satisfied, 4.46 average)

## **HIGH SATISFACTION WITH EMERGENCY 911 SERVICES AND RESPONSE TIME**

- Seventeen percent of Santa Monica residents made at least one emergency call to 911 in 2008.
- Ten percent called 911 to request police help, down from 18% who called in 2006.
- Eleven percent called 911 with a medical emergency, nearly identical in proportion to the 12% who called in 2006.

Satisfaction with the city's emergency service overall is high:

- Sixty-two percent of Santa Monica residents gave the city a satisfactory rating ("4" or "5") for "providing emergency 911 services," including 38% who said they were *very* satisfied. Only three percent rated the service as unsatisfactory.

Satisfaction with emergency response times from police and paramedics among those who called 911 is also high:

- Seventy-one percent of those who called 911 for emergency police help said they were satisfied with the "response time to their emergency calls to the Santa Monica Police in 2008" including 58% who were "very satisfied." Thirteen percent were dissatisfied.
- Even more satisfied were callers to emergency 911 in need of medical assistance: 85% were satisfied with the paramedics' response time to their call including 75% who were "very satisfied." Five percent said they were dissatisfied.

## **FEW COMMUNICATION ISSUES OR DELAYS DURING 911 CALLS WERE REPORTED**

New to the survey this year are a series of four questions on whether residents who made a call to 911 for either a medical or police emergency experienced a problem with communication, or a delay. Most residents who contacted 911 reported no problems. The most common problem that was reported was experiencing a delay while calling 911 on a cell phone.

- Seventy-nine percent of 911 callers said they had no “difficulty in getting the responder to understand the problem” they were calling about, 16% experienced difficulties with being understood.
- Seventy-four percent said they did not experience a “delay due to being transferred between different responder agencies,” but 18% said that they had been delayed while being transferred.
- Seventy-three percent did not experience a “delay on getting through or being put on hold when using a landline,” while 20% reported such a delay.
- While almost two in three (64%) were not delayed “in getting through or being put on hold when using a cell phone,” more than one in four (26%) were.

## **NON-EMERGENCY CONTACT WITH CITY DROPS OFF; CITY STAFF GIVEN HIGH MARKS**

We asked all respondents whether they had been in touch with the city of Santa Monica city for any non-emergency reason last year, and 32% said they had been. This is a 17 point decrease from the 49% who contacted the city in 2007.

Residents who had non-emergency contact with the city rated their interactions with city staff highly in the areas of courtesy, responsiveness and knowledge. Again, using the five-point satisfaction scale, a resident giving a rating of “4” or “5” is considered “satisfied.”

Satisfaction ratings in the three areas among those who contacted the city for a non-emergency reason were as follows:

- Eighty percent were satisfied with city staff for “how courteous they were,” including 58% who said they were *very* satisfied. Only 10% were dissatisfied.
- Three out of four residents were satisfied with city staff for “how knowledgeable they were,” including 52% who were *very* satisfied. Eleven percent were dissatisfied.
- Seventy-one percent said they were satisfied with how responsive the city staff were to their needs, including 49% *very* satisfied. Sixteen percent were not satisfied.

## HIGH USE OF PARKS AND BEACHES, AND VERY POSITIVE RATINGS

Residents were asked how often they had visited a park in Santa Monica in the past year. Nearly nine out of 10 residents (87%) said that they visited a park at least once in 2008, the same proportion who reported in the 2007 survey that they had visited a park in the previous year. A similar proportion (89%) of Santa Monica residents visited a beach in 2008.

- About a third (32%) went to a park 25 times or more – an average of twice a month. The average number of visits in 2008 overall was 40, and the median number of visits was 10, slightly less than once a month. This is down slightly from 2007 when the average was 49 and the median 12.
- Park-goers rated Santa Monica’s parks very highly: 85% were satisfied, including 54% who gave parks the top rating of “5.” Only 4% said they were dissatisfied.
- Beach-goers rated Santa Monica’s beaches highly as well: 73% were satisfied, including 46% who were “very satisfied,” and only 8% were dissatisfied. About one out of five gave beaches a neutral rating of “3.”

All residents were then asked to rate four descriptive statements about Santa Monica’s parks as either accurate or inaccurate. Large majorities in each case called them accurate, in fact, solid majorities in each case deemed them “*very accurate.*” These ratings are similar to very high ratings for parks found in the 2007 survey.

Park ratings:

- “Safe for families and children.” (86% accurate, 58% *very accurate*)
- “Clean.” (88% accurate, 60% *very accurate*)
- “Well-maintained.” (89% accurate, 64% *very accurate*)
- “Convenient to your home.” (88% accurate, 68% *very accurate*).

## MORE THAN HALF ATTENDED AN ART OR CULTURAL EVENT; EVENT-GOERS RATE THE CITY HIGHLY FOR PROVIDING THEM

- Fifty-two percent of Santa Monica residents reported attending an “art or cultural activity specifically in Santa Monica” in 2008. This is very similar to the 49% response found in the 2007 survey.

- Three-fourths of those who attended an art or cultural activity specifically in Santa Monica gave the city a high satisfaction rating for providing such events.

## **RESIDENTS FEEL THEY HAVE INPUT ON MAJOR COMMUNITY DECISIONS; A MAJORITY ARE SATISFIED WITH CITY COMMUNICATIONS EFFORTS**

- Seventy-one percent said they feel they “have the opportunity to voice your concerns to the city of Santa Monica on major community decisions that affect your life,” a level very similar to that found in previous years.
- Fifty-seven percent said they were satisfied with “the city’s effort to communicate with Santa Monica residents through newsletters, the internet and other means,” 13% were dissatisfied and 27% gave the city a neutral rating of “3,” for an average rating of 3.71.

## **NEWSLETTER AND CITY WEBSITE POPULAR WITH RESIDENTS AS SOURCES OF CITY NEWS AND INFORMATION**

- As has been the case in past surveys, the city’s website was cited as one of the most often used resources for information on the city. Twenty-seven percent cited it this year, virtually the same proportion as in 2007.
- The *Seascope* newsletter was another top source, mentioned at about the level (27%) it has held for the past several years.
- Reliance on the *Mirror* (17%) and/or the Daily Press (14%) was similar to the level found in 2007.
- Continuing its downward trend from 29% in 2000 was the proportion mentioning City TV, which was mentioned by 13% this year.
- The proportion relying on the *Los Angeles Times* also declined, dropping 11 points from 20% in 2005 to nine percent this year; eight percent mentioned the city’s postcards as a source of information, similar to the level in the last few surveys.

# DETAILED FINDINGS

## OVERVIEW OF FINDINGS

This report presents the results in the following order:

- We begin with a look at the most important problems facing the city of Santa Monica. We compare ratings on how concerned residents are about the issues of traffic, homelessness, parking, housing prices, crime, and gangs and go on to look at each one in detail.
- Next are satisfaction ratings, beginning with the job the city of Santa Monica is doing overall, then looking at a comparison table of satisfaction ratings for twenty-one specific city services across a spectrum of issues from trash collection to the flow of traffic and parking. This is followed by a detailed look at each service.
- We next see a comparison table of ranked funding priorities for various services. This is followed by an in-depth look at priorities for each service.
- A “quadrant plot” is then used to sort services into four categories - from low satisfaction/high priority ones such as traffic congestion, to high satisfaction/low priority ones such as tree trimming.
- We then look at priority rankings for a set of six proposed Land Use and Circulation Element (LUCE) items, beginning with a comparison table and followed up with an examination of each proposed item.
- Interaction with city departments and staff are examined next, including frequency of interaction and satisfaction ratings for Santa Monica neighborhood resource officers, the emergency 911 system, and city staff.
- After that is a look at frequency of use and satisfaction with Santa Monica’s parks, beaches, and cultural events.
- Ratings for city communications are next. Residents weigh in on opportunities for input on community decisions, rate the city’s efforts at communication with residents, and tell us where they get their city news.
- The final sections address the use of the Big Blue Bus, the frequency with which residents give money to panhandlers and homeless people, awareness of city homeless programs, and sample demographics.

## **MOST IMPORTANT ISSUES FACING SANTA MONICA**

Early in the survey, residents were asked the following open-ended question: “*What would you say are the one or two most important issues facing the City of Santa Monica today?*” Up to two responses were accepted.

This was followed by a series of closed-end questions which asked respondents to rate the seriousness of six issues – traffic, homelessness, affordability of housing, parking, crime, and gangs – on a five-point scale. Residents could rate each issue from 1 if they thought it was “not serious at all” to a 5 if they thought it was “a very serious problem in Santa Monica.”

Residents were then asked to say whether they say that crime, the number of homeless people, and traffic congestion each have gotten better, worse, or stayed the same in Santa Monica over the last few years.

We begin with a look at the issues that residents volunteered as their top two concerns in the open-end.

## **VOLUNTEERED RESPONSES TO THE OPEN-END QUESTION**

*Traffic congestion* and issues of the *homeless population* topped the list of the two most pressing issues volunteered by residents, virtually tying for first place at 32% and 31% respectively (see Figure 1 below). While these issues have topped the list in previous years, the proportion who mentioned traffic remains virtually the same as it was in 2007, but the proportion who mention homeless issues has dropped 14 points from 45% in 2007 to 31% today.

*Growth and development* was the third most often mentioned issue at 13%, up slightly from nine percent in the survey two years ago.

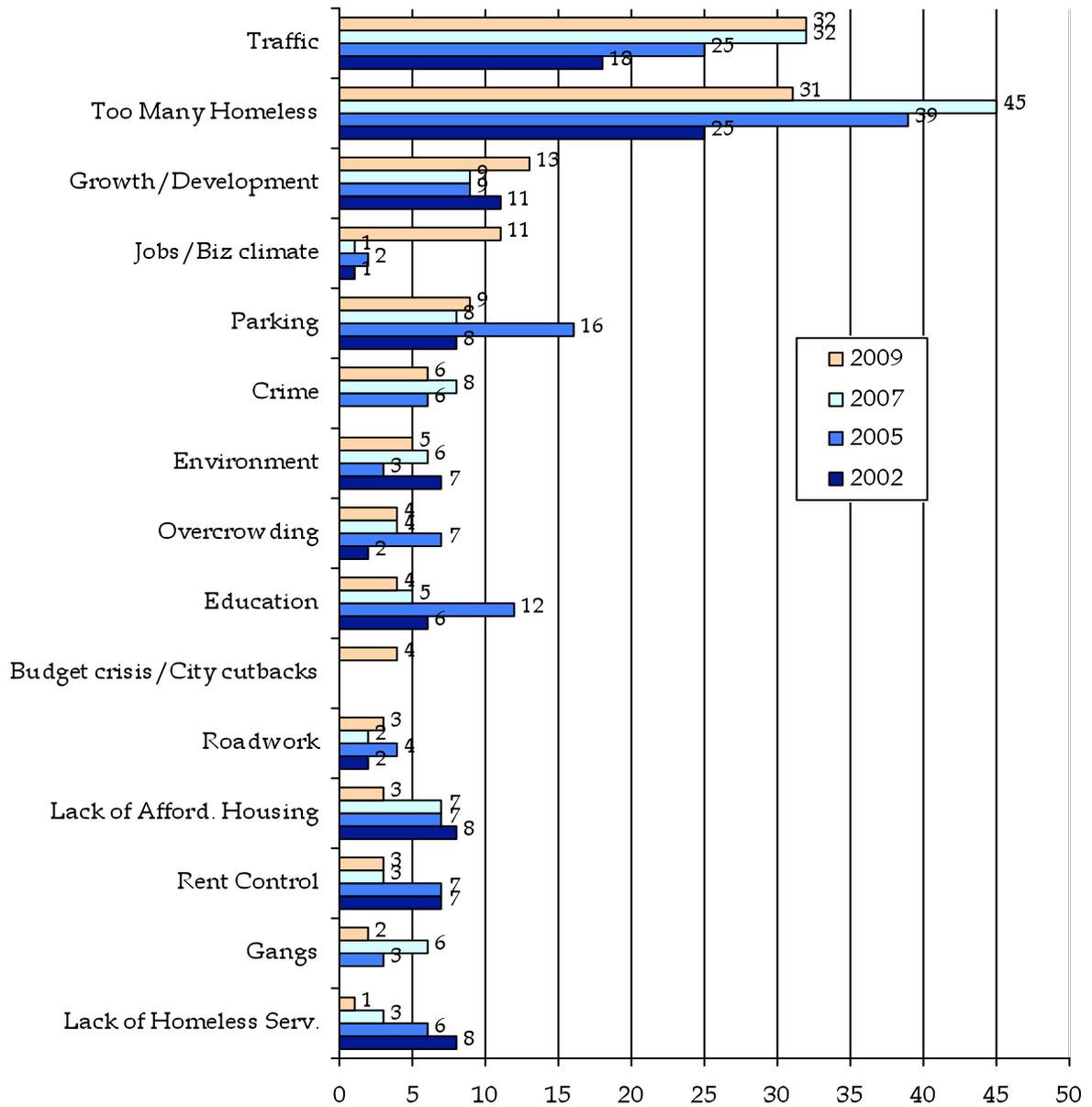
Given the current troubled economic climate, it is not surprising to see concern about economic issues rising this year. The proportion of those whose most important issues are related to *job growth* or *creating a better business climate* in the city rose to 11%, after barely registering in previous years. Similarly, *the budget crisis and city cutbacks in services* appeared on the list for the first time, with four percent of mentions.

Other issues such as *crime, gangs, parks, education, the environment, rent control, and taxes* continue to register very low in the open-ended responses – each was

mentioned by fewer than one out of seventeen residents. This does not mean that they are not considered serious problems by many; rather that they are not currently “top of mind” for most residents in Santa Monica at this time.

*Affordable housing* and *parking* are examples of such issues. In the open end, only nine percent put parking on their top-two list, and only three percent mentioned affordable housing. However, when asked to rate the seriousness of these issues, sizeable majorities of residents say they are serious problems in the city, as will be seen in the discussion of the closed end questions below.

**Figure 1: Most Important Issues Facing Santa Monica, Open End Question, 2002 - 2009**



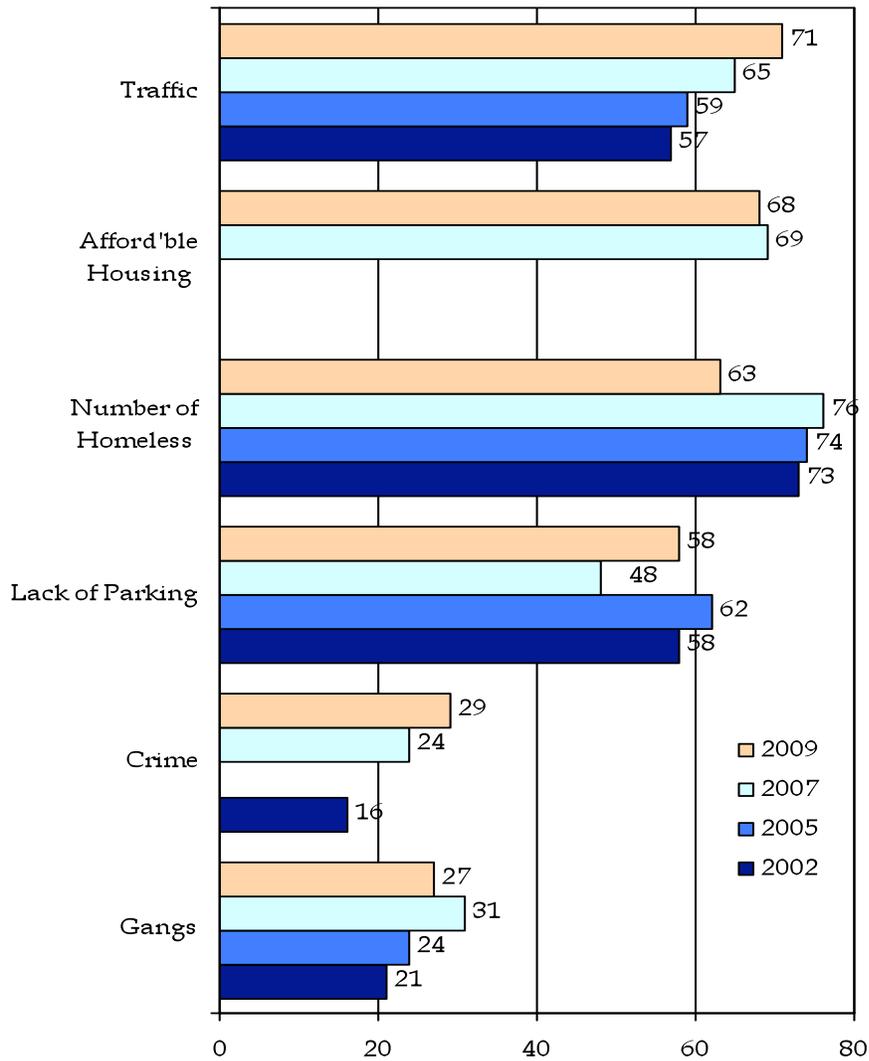
## ISSUES FACING THE CITY OF SANTA MONICA

Residents were asked to rate the seriousness of six issues in the city on a five-point scale from “not serious” to “very serious.” In this analysis, the two highest ratings of “4” and “5” will be referred to in the aggregate as “serious” and the highest rating of five as “*very serious*.”

As shown in Figure 2 , more than seven out of 10 residents (71%) called *traffic congestion* a serious problem. *The affordability of housing* was a close second at 68%, followed by *the number of homeless people in the city* at 63%. Large pluralities of 43% to 45% rated each of these as *very serious*.

*Lack of parking* was not far behind at 58%, while crime and gangs lagged with seriousness ratings of 29% and 27% respectively.

**Figure 2: Comparison of “Serious” (“4” or “5”) Ratings on Issues, 2002-2009**



We will now look at each of these issues in more detail, starting with the topic of traffic congestion.

**Traffic Congestion**

Resident concern about traffic is strong and growing stronger. As was seen in Figure 2, the proportion rating traffic as a serious problem has steadily increased over the last seven years from 57% in 2002 to 71% today. Table 1, below, presents a comparison of the seriousness ratings on traffic over the last two surveys.

More than seven out of 10 Santa Monica residents citywide rated traffic as a serious problem in 2009, up from 65% in the survey taken two years ago. The proportions of those calling traffic a *very* serious issue is little changed at 45% from the 41% found two years ago. Only 10% in this survey gave it one of the two lowest ratings, a statistically similar finding to the 13% who said it was not serious two years ago. The average (mean) seriousness rating has increased slightly, from 3.9 to 4.04.

**Table 1: Seriousness of Traffic Congestion 2007-2009**

Percentages in:	2007	2009
5 - "Very serious"	41	45
4	24	26
<b>Total Serious</b>	<b>65</b>	<b>71</b>
<b>3</b>	<b>21</b>	<b>18</b>
2	9	7
1 - "Not serious at all"	4	3
<b>Total Not Serious</b>	<b>13</b>	<b>10</b>
Don't know/NA	2	1
<i>Mean</i>	3.90	4.04

When residents were asked, in a separate question, if traffic congestion has gotten worse, better, or stayed the same over the last few years, two-thirds said that it is worse now, including 39% who said the problem has become *much* worse, as may be seen in Table 2. Twenty-seven percent said it had stayed the same, and very few (4%) felt traffic in the city has improved in recent years.

**Table 2: Traffic Better or Worse over Last Few Years**

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

Long-time residents were particularly concerned about traffic. Even though those who have lived in Santa Monica 20 years or more were no more likely others to cite traffic as one of the top two issues in the open-ended question (33% compared to 31% overall), they are more likely to say traffic is *much* worse now. They are also more likely to rank the issue higher on the seriousness scale than those who have lived in the city a shorter time: The average rating on this issue among long-time residents was 4.3 compared to 3.9 among those in the city a shorter time.

- Seventy-seven percent of long-time residents said traffic is a problem compared to 63% of residents living in Santa Monica the shortest time. Fifty-seven percent of long-time residents called it a *very* serious problem.
- The sense that traffic is getting worse becomes stronger with length of residence. That opinion is held by 53% of those who arrived within the last five years, 63% of 5 to 19 year residents and fully 82% of those living in the city longer. Fifty-seven percent of long-time residents said traffic has gotten *much* worse, compared to 35% of the newest residents.

While those living throughout Santa Monica were impacted by traffic, residents in Sunset Park and Ocean Park in particular said that it is a problem.

- Eighty-percent of residents in the 90405 Sunset and Ocean Park zip code areas called traffic a serious problem, including 50% who said it is *very* serious, and 75% said congestion has increased over the last few years. Other areas are concerned about traffic, too: 72% of those in the 90401 downtown zip code called it a serious problem, including 54% who said *very* serious. Sixty-eight percent in the 90403 Wilshire district and 69% of 90402 north of Montana said traffic is worse now. Roughly six in 10 in other areas agreed.
- Whites (73%) were more concerned about traffic than non-whites (61%) and white women (76%) more so than non-white women (60%).
- Eighty-three percent of those who say traffic has gotten worse rated it as a serious problem compared to 46% of other residents.

## The Homeless Population

In contrast to the growing issue of traffic, resident concern over the problems created by the homeless population, while still strong, appears to be easing somewhat.

As shown in Table 3, when residents were asked directly whether the homeless situation has gotten better, worse, or stayed the same over the past few years, fewer than half said it is worse. Half said things are the same or better, that is, 37% said the situation hasn't changed, and 13% said it is improving.

**Table 3: Homeless Situation Better or Worse in Santa Monica**

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	%
Much Better	2
Somewhat Better	11
<b>Total Better</b>	<b>13</b>
<b>Same</b>	<b>37</b>
Somewhat Worse	20
Much Worse	25
<b>Total Worse</b>	<b>45</b>
Don't know/NA	5

The issue is at the top of residents' most important problem list, virtually tying the issue of "traffic congestion" for top mention this year at 31%. But that represents a significant fourteen point drop from two years ago when it was the clear frontrunner for most important problem at 45% (See Figure 1 on page 16.)

As shown in Table 4 below, the level of seriousness with which residents view the homeless situation has also dropped. In 2007, 76% called it a serious problem, including fully 60% who said it was *very* serious. In this most recent survey, 63% said it is a serious issue, and the proportion who gave it the most serious rating of "5" dropped seventeen points to 43%.

**Table 4: Seriousness of The Number of Homeless in Santa Monica, 2007-2009**

Percentages in:	2007	2009
5 - "Very serious"	60	43
4	16	20
<b>Total Serious</b>	<b>76</b>	<b>63</b>
<b>3</b>	<b>12</b>	<b>21</b>
2	6	10
1 - "Not serious at all"	5	5
<b>Total Not Serious</b>	<b>11</b>	<b>15</b>
Don't know/NA	2	2
<i>Mean</i>	4.24	3.87

- There is little variation across zip code areas when it comes to rating the seriousness of the homeless situation as a problem for the city– between 61% and 65% in each area said that the issue is a serious one and residents of each area volunteered it on their list of top issues. However, in another question, 56% of residents of the 90402 zip code (north of Montana) were most likely to say the homeless situation has worsened over the past few years, compared to fewer than half elsewhere: 49% in 90405 (the Sunset and Ocean Park areas), and between 39% and 44% in other parts of the city.
- While there is no disagreement by gender over whether the homeless situation has gotten better or worse, more women (68%) than men (58%) rate it a serious problem. Nearly half of women (48%) said it was *very* serious, compared to 37% of men. In particular, more than half of non-white women called it *very* serious (51%).
- More than eight out of 10 (83%) of those who think the homeless situation has gotten worse (a group that makes up two-thirds of the population overall) said the issue is a serious one for the city, including 65% who said is *very* serious. Forty-two percent of that group volunteered the problem as one of their top two issues.

## Affordable Housing

As was noted earlier, lack of affordable housing was volunteered by only three percent of residents as one of their top two most important problems.

However, as seen in Table 5 , respondents assigned affordable housing a level of seriousness that nearly matches concern over the issues of traffic and homelessness. Sixty-eight percent of residents, when asked outright to rank the seriousness of the issue, said affordable housing is a serious problem, including 45% who said it is a *very* serious one. This measure has barely changed since 2007 when 69% said it was a serious problem, although the proportion who gave it the highest rating of *very* serious dropped ten percentage points: from 55% in 2007 to 45% today.

**Table 5: Seriousness of Affordable Housing in Santa Monica, 2007-2009**

Percentages in:	2007	2009
5 - "Very serious"	55	45
4	14	23
<b>Total Serious</b>	<b>69</b>	<b>68</b>
<b>3</b>	<b>14</b>	<b>18</b>
2	7	5
1 - "Not serious at all"	8	6
<b>Total Not Serious</b>	<b>15</b>	<b>11</b>
Don't know/NA	3	3
<i>Mean</i>	4.03	3.98

- Residents who moved to Santa Monica in the last twenty years were more likely to say the problem is serious (72%) than those who have been in the city longer (59%). Just under half (49%) of the group of shorter-term residents said housing costs are a *very* serious problem.
- Eight out of 10 residents of the downtown 90401 zip code said housing costs are a problem, including more than half (52%) who said that it is a *very* serious problem. Seventy-two percent in the 90402 zip code north of Montana said it is at least somewhat serious. Sixty-five percent of residents in other areas agreed.
- Residents living in apartments (71%) and single family dwellings (69%) were more likely to characterize affordability of housing as a serious

problem than those living in condos and townhouses (55%). More than half (52%) of apartment dwellers characterized it as *very* serious.

- Renters (74% serious, including 52% *very* serious) were more likely than homeowners (59% serious, including 35% *very* serious) to say it is a serious problem.
- Concern decreased with age - going from 78% among those under 35 to 71% of 35 to 49 year olds, 60% of those ages 50 to 64, and 54% of residents 65 or older. Nearly half (49%) of residents under the age of 50 said that lack of affordable housing is a *very* serious problem.
- More than three-fourths (78%) of men under age 50 called lack of affordable housing a serious problem, including more than half (51%) who called it *very* serious. This compares to 58% of men age 50 or older who said it is serious. Similarly, 70% of under-50 women said it is serious compared to 57% of those who are older.

## **Parking**

Lack of parking in Santa Monica is another issue that residents said is important even though it was only volunteered by nine percent of residents as part of their top-two list of important issues in the city, virtually the same percentage who mentioned it in 2007.

However, in this survey, 58% called the problem a serious one when asked directly, including just under four in 10 (37%) who said it is *very* serious, and that is a 10 point increase from the 48% who said it is a serious issue in 2007.

**Table 6: Seriousness of Lack of Parking In Santa Monica, 2007-2009**

Percentages in:	2007	2009
5 - "Very serious"	27	37
4	21	21
<b>Total Serious</b>	<b>48</b>	<b>58</b>
<b>3</b>	<b>26</b>	<b>22</b>
2	17	13
1 - "Not serious at all"	9	6
<b>Total Not Serious</b>	<b>26</b>	<b>19</b>
Don't know/NA	2	1
<i>Mean</i>	3.4	3.70

- Nearly two out of three (65%) residents of 20 years or more said parking is a problem, compared to 53% of shorter term residents. Forty-five percent of long-term residents called it a *very* serious problem compared to 32% of other residents.
- Apartment dwellers (61%) and renters (61%) were more likely to see parking as a problem than homeowners (52%), and residents of condos and townhouses (45%).
- Residents of the Wilshire 90403 zip code area were most likely to see parking as a serious issue - 63% compared to 53% of residents living in other parts of the city.

## Crime

Concern over crime is fairly low, compared to other issues facing the city. Crime was mentioned by only six percent of residents in the open end (see Figure 1, page 16) as one of the biggest problems for Santa Monica, and the related issue of gangs was mentioned by only two percent.

As seen in Table 7, when asked how serious a problem it was, more residents gave crime a "not serious" rating (37%) than a serious one (29%) and only about one in 10 called it a *very* serious problem. Thirty-one percent ranked it a neutral "3" on the scale.

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

**Table 7: Seriousness of Crime, 2007-2009**

Percentages in:	2007	2009
5 - "Very serious"	8	11
4	16	18
<b>Total Serious</b>	<b>24</b>	<b>29</b>
<b>3</b>	<b>28</b>	<b>31</b>
2	35	25
1 - "Not serious at all"	11	12
<b>Total Not Serious</b>	<b>46</b>	<b>37</b>
Don't know/NA	4	3
<i>Mean</i>	2.75	2.9

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

However, Table 8 shows that more than two out of three residents (68%) this year said that crime has either stayed the same (54%) over the past few years or gotten better (14%). Only one in five said it has gotten worse. Those assessments are similar to findings in the 2007 survey when virtually the same proportion - 70% - said crime had stayed the same or gotten better over the previous few years.

**Table 8: Crime Better or Worse in Santa Monica, 2007-2009**

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

## **SATISFACTION WITH PROVISION OF CITY SERVICES**

We now take a look at how residents rate the job the City of Santa Monica is doing in providing a variety of city services. We begin with an overall measure of satisfaction for the city in general and then for specific services in more detail.

### **OVERALL SATISFACTION WITH THE CITY OF SANTA MONICA**

Before any other substantive questions, respondents were asked to rate their "satisfaction with the job the City of Santa Monica is doing to provide city services" on the familiar five-point scale where "1" is "very dissatisfied" and "5" is "very satisfied." The responses "1" and "2," combined will be referred to as "dissatisfied" and the responses "4" and "5" collectively referred to as "satisfied."

As seen in Table 9, the survey found residents remain quite positive about city services. Two-thirds said they were satisfied and only 12% were dissatisfied. Another two in 10 gave a neutral rating of "3" and the city's mean satisfaction rating was 3.79.

Satisfaction with the city's job in providing services was highest among residents who made use of Santa Monica's parks, as well as among those who felt they are given the opportunity to have some input into community decisions. Those who get their information about the city through its publications and web site were also more positive, as were residents who said they think the homeless situation is improving or at least not getting worse.

**Table 9: Satisfaction with Provision of City Services - 2009**

	%
5 - "Very satisfied"	32
4	35
<b>Total satisfied</b>	<b>67</b>
<b>3</b>	<b>20</b>
2	3
1 - "Very dissatisfied"	9
<b>Total dissatisfied</b>	<b>12</b>
Don't know/NA	1
<i>Mean</i>	3.79

- Respondents who said they have the opportunity to have input into neighborhood decisions were 21 percentage points more likely to give the city a positive rating than those who did not feel that way (71% vs. 52%) and 35% of that group said they were *very* satisfied.
- Those who get information directly from the city (e.g. from *Seascape* or the city's website) were more likely to be satisfied with city services (70%) than those who get information about the city from other sources (roughly 60%).
- Residents who thought the homeless situation has stayed the same or gotten better over the past few years were more likely to be satisfied (71%) than those who thought the situation has worsened (62%).
- Meeting their neighborhood resource officer did not increase resident satisfaction with the city overall: 69% of those who hadn't heard of or met the officer gave the city a satisfactory rating compared to 52% of those who had.
- Residents who visited a park in 2008 were satisfied in higher proportions (69%) than who did not (54%) and frequent park goers were most satisfied of all (78%).
- Newcomers (residents of less than five years) and the related category of younger adults (under age 35) were more likely to be satisfied than other residents. Three-fourths of each of those groups were satisfied (75%), compared to 64% of residents of five or more years and 65% of those over age 35. Almost two out of five of the younger/newer residents said they were *very* satisfied.

## EVALUATIONS OF SPECIFIC CITY SERVICES

City residents are more satisfied than dissatisfied with the City of Santa Monica's handling of all but the stickiest issues, as shown in Table 10 below. That table compares ratings for all of the services that were measured on this survey and is sorted high to low on average satisfaction rating. Figure 3 and Figure 4 show the same information graphically, with the first figure sorting the results based on the percentage rating each service with a 4 or 5 (on a 1 to 5 scale of satisfaction), and the second figure sorts the results with a mean score.

It should be noted that several services received fairly high percentages of "don't know" responses. These responses are excluded from the calculation of the mean satisfaction score and a service may receive a high average rating even though its level of satisfaction might be lower than for other services. Those cases are indicated with an asterisk in the table below. This also accounts for the difference in the rank order between Figure 3 and Figure 4.

The city received its highest marks (above 70% satisfied) for *providing public library services* (82% satisfied), *collecting trash and recycling from your home* (78%), *keeping street trees trimmed* (74%), and *putting out and preventing fires* (71%).

Just over six out of 10 residents gave the city high satisfaction ratings in each case for *keeping city streets and alleys clean*, *providing cultural and arts opportunities*, for *enforcing laws that keep public spaces clean and safe for everyone*, and for *providing emergency 911 services*.

Just over half of residents were satisfied with the city's provision of *senior services* (51%), and fewer than half with how the city provides *youth services* (47%) or how it *helps the community be more environmentally responsible* (37%). However, many residents were unable to evaluate these services and in each case, residents who could rate them gave high mean satisfaction scores: 4.03 for *senior services*, 3.79 for *youth services*, and 3.85 for help with *environmental responsibility*.

Many residents were also unable to evaluate how the city enforces *building and zoning laws* and it was rated as satisfactory by only 37%. However, this service received a lower satisfaction score of 3.39 among those who could offer a rating.

Residents were least satisfied with how the city is handling the most difficult issues of traffic and the homeless population. They gave the city lower satisfaction ratings for enforcing laws against overnight camping in parks and doorways (35%) and enforcing laws against aggressive begging or panhandling (32%). They gave the city a slightly higher negative than positive rating for *dealing with homeless people in Santa*

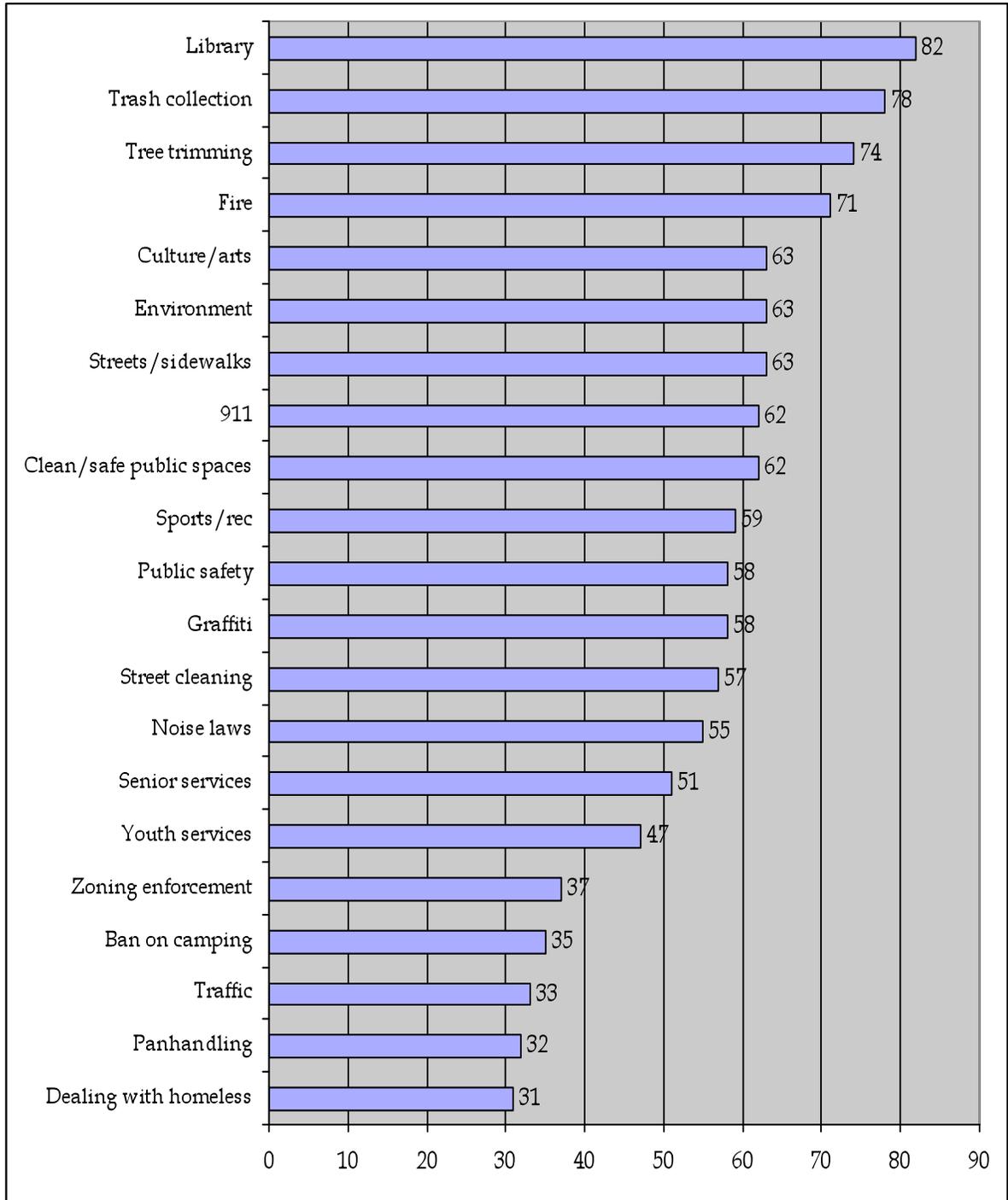
Monica (35% dissatisfied, 31% satisfied for 2.92 overall) and split over how the city is doing with keeping traffic on city streets flowing smoothly (34% dissatisfied, 33% satisfied for 2.96 overall.)

**Table 10: Comparison of Satisfaction Ratings for Specific City Services**

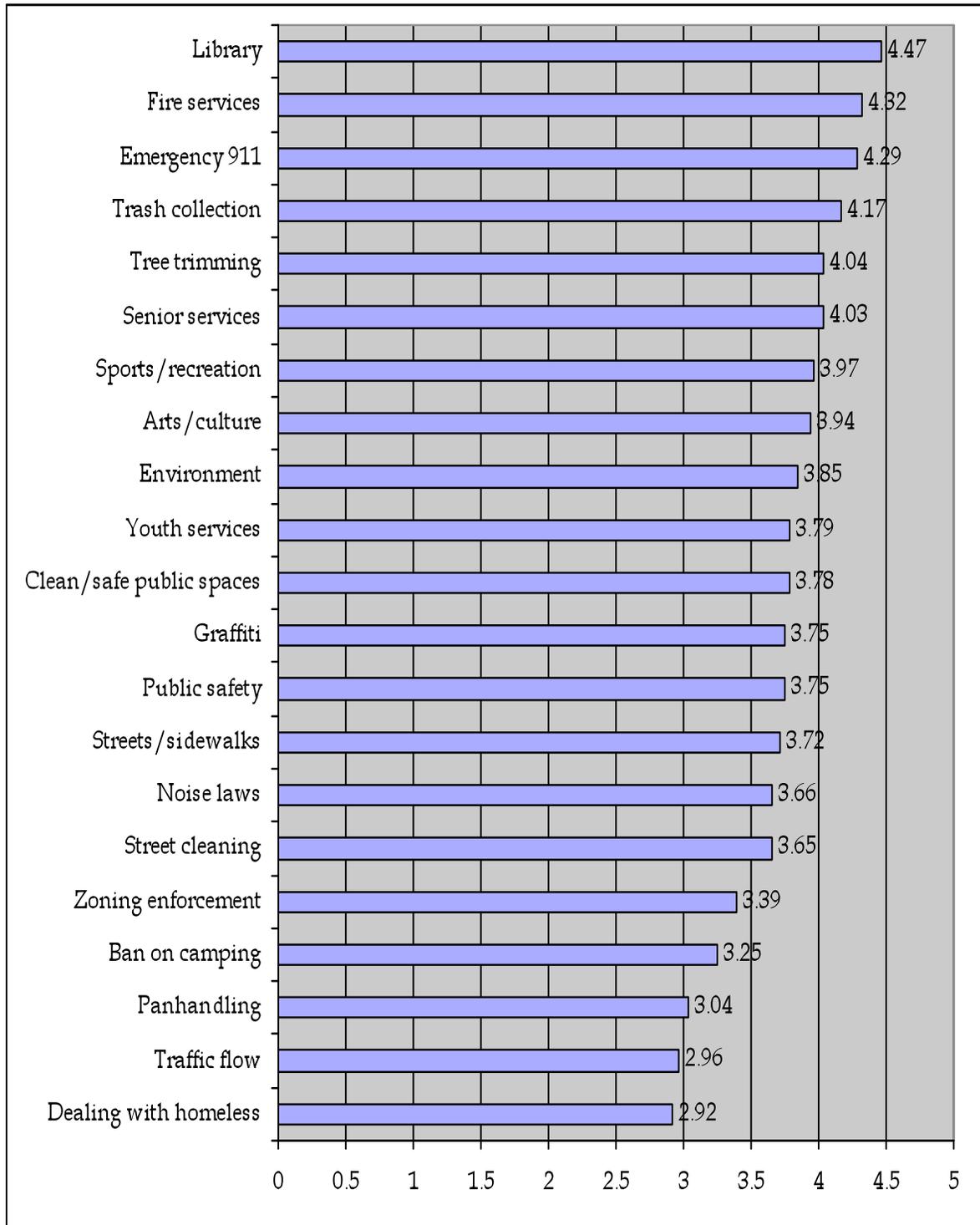
Percentage ratings for services:	Satisfied "4" & "5"	Dissatisfied "1" & "2"	Neutral "3"	Mean Satisfaction Rating
Public library	82	3	11	4.47
Fire services	71	5	10	4.32*
Emergency 911	62	3	11	4.29
Trash collection	78	7	14	4.17
Tree trimming	74	9	15	4.04
Senior services	51	5	16	4.03*
Sports & recreation	59	6	22	3.97*
Culture and arts	63	9	20	3.94
Environmental responsibility	63	9	22	3.85
Youth services	47	7	23	3.79
Public space clean & safe	62	9	27	3.78
Graffiti removal	58	12	22	3.75
Public safety	58	6	32	3.75
Street/Sidewalk maintenance	63	13	24	3.72
City noise laws	55	13	21	3.66
Street cleaning	57	15	27	3.65
Zoning enforcement	37	15	26	3.39*
Enforcement of ban on overnight camping	35	20	28	3.25*
Panhandling/begging	32	29	29	3.04
Traffic flow	33	34	33	2.96
Dealing with homeless population	31	35	27	2.92

\* These services have high percentages of "don't know" responses which are excluded from the calculation of the average satisfaction rating.

**Figure 3: % Satisfied with Each Service (Ranked by 4 and 5 Rating)**



**Figure 4: Satisfaction Ratings Ranked by Mean Score (1-5 Scale)**



## **A Note About Comparing Individual Satisfaction Ratings To the Past**

Due to the change in the ranking scale used in the satisfaction questions this year it is not possible to compare these ratings directly with the past. That is, in this survey, the five-point scale provides a possibly neutral answer of “3” which is impossible to compare with the four-point “excellent, good, fair, poor” scale of the past.

However, we may note that in the surveys taken in 2005 and 2007, the public library, trash collection, tree trimming, and fire services all received satisfaction ratings in the 70% range or higher, just as they have in this survey.

We will now turn to a more detailed examination of each category, beginning with the issues of the homeless population.

### **The Homeless Population**

As noted beginning on page 21, city residents rated the homeless population as one of the most serious problems facing the city. That finding was echoed again here in the relatively high dissatisfaction ratings that the city receives for “*Dealing with homeless people in Santa Monica.*” Table 10 shows that this issue earned the highest level of dissatisfaction from residents of all the services measured.

As shown below in Table 11, 31% were satisfied with the job the city is doing in dealing with the homeless population, 35% were dissatisfied, and 27% gave a rating of “3” for an overall average rating of 2.92 on this issue.

**Table 11: Satisfaction with City's Dealing with Homeless Population**

	%
5 - "Very satisfied"	14
4	17
<b>Total satisfied</b>	<b>31</b>
<b>3</b>	<b>27</b>
2	17
1 - "Very dissatisfied"	18
<b>Total dissatisfied</b>	<b>35</b>
Don't know/NA	6
<i>Mean</i>	2.92

- Knowing that the city is doing something about the problems of the homeless makes a difference. Those who were aware of the initiatives the city has undertaken to help deal with the homeless situation (51% of the population) split 35% satisfied to 33% dissatisfied over city's handling of the issue, while those who hadn't heard of the programs were 12 percentage points more likely to be dissatisfied (39%) than satisfied (27%).
- Those who think the homeless situation is worse these days (45% of the population) were more than twice likely to give the city a negative rating than a positive one - 53% were dissatisfied compared to 22% satisfied. Residents who think the situation has stayed the same or gotten better were more positive: 39% were satisfied, 21% dissatisfied, and 34% gave a neutral rating of "3."
- Disapproval of the way the city deals with homeless people was highest in the north of Montana 90402 zip code where residents were twice as likely to give a negative response as a positive one (48% dissatisfied, 24% satisfied.) The highest satisfaction ratings were found among residents living in the Sunset and Ocean Park zip code 90405 who were more satisfied than dissatisfied by 39% to 27%. However, those residents were also about three times as likely to say they weren't sure than those in other areas (13% vs. 4%). Those in the downtown 90401 zip code divided 35% satisfied to 38% dissatisfied. Residents in the rest of the city were somewhat more negative than positive (36% to 28%) and gave a higher proportion of neutral "3" ratings.

- Non-white residents were more satisfied than dissatisfied with the city’s handling of this issue (41% to 28%.) White residents, on the other hand were slightly more likely to be dissatisfied (36% to 29%).
- Residents with minor children at home were 14 points more satisfied than dissatisfied with the city’s handling of the homeless situation (41% to 27%), while non-parents were 12 points more likely to be dissatisfied (39% dissatisfied to 27% satisfied.)

We turn next to two other issues related to the homeless population: “Enforcing laws against aggressive begging or panhandling” and “Enforcing laws against overnight camping in parks and doorways.”

A look at Table 10 shows that enforcement of these laws are given low ratings by the public, not much higher than those for traffic and the overall issue of the homeless population.

**Aggressive Panhandling and Begging**

Santa Monica’s enforcement of laws against aggressive panhandling and begging in the city garnered nearly as many negative as positive ratings among residents, as may be seen in Table 12. Twenty-nine percent of residents were dissatisfied, 32% satisfied, and 29% gave the city a neutral “3.” Ten percent weren’t sure, and the city received an overall mean satisfaction rating of 3.04.

**Table 12: Satisfaction with Enforcement of Laws Against Aggressive Panhandling/Begging**

	%
5 - “Very satisfied”	13
4	19
<b>Total satisfied</b>	<b>32</b>
<b>3</b>	<b>29</b>
2	17
1 - “Very dissatisfied”	12
<b>Total dissatisfied</b>	<b>29</b>
Don’t know/NA	10
<i>Mean</i>	3.04

- Women were 13 points more likely to give a positive rating on this issue than a negative one (36% to 26%), while men were divided, splitting 31% dissatisfied to 27% satisfied with a high proportion of neutral “3” responses (34%). In particular, white women were more satisfied than not (38% to 25% ) while non-white women were divided (30% satisfied to 33% dissatisfied.) Non-white men were least concerned - 41% said they were satisfied, 18% dissatisfied, and 36% gave the city a neutral “3.”
- Residents who said that they feel able to give input into community issues gave a 13 point positive rating to the city for how it deals with aggressive begging (36% satisfied to 26% dissatisfied) while those who do not feel that way gave the city a 15 point negative rating (36% dissatisfied to 21% satisfied).
- Those who think the homeless population is getting worse give the city a 13 point negative rating on panhandling (40% to 27% ) while those who see the problem as staying the same or improving gave it a 13 point positive rating (35% satisfied, 22% unsatisfied.)

**Preventing Overnight Camping in Parks and Doorways**

Table 13 shows that residents also gave relatively low marks to the city for “enforcing laws against overnight camping in parks and doorways.” Thirty-five percent were satisfied, 20% dissatisfied, and 28% gave it the neutral ranking of “3.” A large proportion – 17% - weren’t sure. The city received an average rating of 3.25 on this issue.

**Table 13: Satisfaction with Enforcement of Laws Against Overnight Camping in Doorways/Parks**

	%
5 - “Very satisfied”	15
4	20
<b>Total satisfied</b>	<b>35</b>
<b>3</b>	<b>28</b>
2	10
1 - “Very dissatisfied”	10
<b>Total dissatisfied</b>	<b>20</b>
Don’t know/NA	17
<i>Mean</i>	3.25

- Residents in downtown zip code 90401 were most likely to have an opinion on the city’s handling of overnight camping in doorways and

parks (only 4% not sure) and to give the city a negative (30%) or neutral rating (38%) on the issue. Residents in the Sunset and Ocean Park areas of zip code 90405 were the most likely to think the city is doing a good job of handling camping (46% were satisfied and 16% dissatisfied with 16% not sure). Residents elsewhere in the city were somewhat more likely to be satisfied than dissatisfied by 32% to 20% but 18% weren't sure and the rest rated the city a neutral "3."

- Those who went to a park in 2008 were much more likely to be satisfied about enforcement of camping issues than those who did not go at all last year- 38% compared to 18%. A plurality (41%) of residents who did not go to a park last year gave a neutral rating of "3" and 20% weren't sure. About the same level (roughly two in 10) in each group said they were dissatisfied.

### **Traffic Flow**

Traffic congestion is a serious issue to residents in Santa Monica. It tied with the homeless population as most important issue facing the city (see Figure 1, page 16 for a comparative ranking) and it received the highest proportion of "serious" ratings as well (see Figure 2, page 18). Residents also gave the city's handling of traffic the third lowest satisfaction rating on the list of measured city services, as may be seen in Table 10.

Residents, asked how satisfied they are with how the city is doing "*in keeping traffic on city streets flowing smoothly,*" divided neatly into thirds as may be seen in Table 14. Thirty-three percent said they were satisfied, 34% were not satisfied, and another 33% gave the city a more non-committal rating of "3." The city received an average rating of 2.96 on this issue.

**Table 14: Satisfaction with Traffic Flow**

	%
5 - "Very satisfied"	12
4	21
<b>Total satisfied</b>	<b>33</b>
<b>3</b>	<b>33</b>
2	17
1 - "Very dissatisfied"	17
<b>Total dissatisfied</b>	<b>34</b>
Don't know/NA	1
<i>Mean</i>	2.96

- Residents who were generally satisfied with Santa Monica were also more likely to be satisfied with the city's handling of traffic. Thirty-five percent of those who were *satisfied* with the city overall were also satisfied with traffic, while 28% were dissatisfied and 36% were neutral. Residents who were dissatisfied or neutral on the city's overall rating were significantly more dissatisfied with traffic as well (46% to 27%).
- About a third of residents said that they think the traffic situation is the same or improved over the past few years, and just over half (52%) of that group were satisfied with the city's handling of traffic flow, compared to 24% among the other two-thirds who think traffic is worse.
- Forty-four percent of long-time residents were dissatisfied with the city's handling of the flow of traffic and only 26% were satisfied. Those living in the city 5 to 19 years were more likely to be satisfied than not by 40% to 24% (with 35% giving a neutral "3,") while residents of less than five years were divided - splitting 33% satisfied, 30% dissatisfied and 35% neutral .
- Latinos (43% satisfied to 25% dissatisfied) and non-whites (43% satisfied, 25% not) were more likely to rate the city positively on traffic while non-Latinos and whites were closely divided on the issue.
- Table 15 shows that residents who lived in Sunset Park, north of Montana, and downtown in the 90405, 90402 and 90401 zip codes respectively, gave the city net strongly negative ratings for handling traffic, while other areas were more positive.

**Table 15: Traffic Satisfaction by Zip Code**

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

### **Fire Department**

"Putting out and preventing fires" is another area in which residents have historically rated the city positively. In both 2005 and 2007 three-fourths of residents gave the city a rating of "excellent" or "good" for fire services.

More than seven in 10 gave the department a "4" or "5" satisfaction rating this year, as seen in Table 16 below. Nearly half (49%) were *very* satisfied. Only five percent said they were dissatisfied. Ten percent gave the department a rating of "3" and 14% weren't sure. The fire department received an average satisfaction rating of 4.32.

**Table 16: Satisfaction with Fire Services**

	%
5 - "Very satisfied"	49
4	22
<b>Total satisfied</b>	<b>71</b>
<b>3</b>	<b>10</b>
2	3
1 - "Very dissatisfied"	2
<b>Total dissatisfied</b>	<b>5</b>
Don't know/NA	14
<i>Mean</i>	4.32

- While satisfaction levels were high among all groups, homeowners (76%) were even more satisfied than renters (67%).

- Seventy-six percent of residents age 50 or older were satisfied with the city’s fire services, compared to 66% of younger residents. The fire department was rated particularly highly by women over age 50, 82% of whom were satisfied compared to between 65% and 69% of other age and demographic categories.

**Trash and Recycling**

This city service continues to get high marks from residents. As seen in Table 17 below, nearly eight out of 10 said they were satisfied with the city’s work “in collecting trash and recycling from your home,” and only seven percent were not. Fourteen ranked it a “3.” This issue received the 2<sup>nd</sup> highest satisfaction rating overall ( see Table 10) with an average rating of 4.17.

There was little variation in responses across demographic groups, and the same is true when looked at by area - between 72% and 82% were satisfied in each city area.

**Table 17: Satisfaction with Trash and Recycling Collection**

	%
5 - “Very satisfied”	49
4	29
<b>Total satisfied</b>	<b>78</b>
<b>3</b>	<b>14</b>
2	4
1 - “Very dissatisfied”	3
<b>Total dissatisfied</b>	<b>7</b>
Don’t know/NA	1
<i>Mean</i>	4.17

**Tree Trimming, Street and Sidewalk Cleaning, and Maintenance**

In three questions related to maintenances of streets, sidewalks, and alleys, city residents were asked to rate how satisfied they were with the city for “keeping street trees trimmed,” for “street and sidewalk maintenance,” and for “keeping city streets and

*alleys clean.*” In each case, residents gave the city a net positive rating, as may be seen in Table 18 below.

Tree trimming was rated as satisfactory by 74% of residents, and only nine percent were dissatisfied. Only 14% gave it a “3” and it earned an average rating of 4.04.

The city was given a 63% positive rating for street and sidewalk maintenance compared to a 13% negative rating, and 24% rated it a “3,” bringing the average to 3.72.

Street and alley cleaning was rated as satisfactory by 57% this year, unsatisfactory by 15%, and given a “3” by 27% for an average of 3.65.

**Table 18: Satisfaction with Street Tree Trimming, Sidewalk Maintenance, and Street Cleaning**

Percentage ratings for:	Tree Trimming	Street/Sidewalk Maintenance	Street Cleaning
5 - “Very satisfied”	40	26	28
4	34	37	29
<b>Total satisfied</b>	<b>74</b>	<b>63</b>	<b>57</b>
<b>3</b>	<b>15</b>	<b>24</b>	<b>27</b>
2	6	8	10
1 - “Very dissatisfied”	3	5	5
<b>Total dissatisfied</b>	<b>9</b>	<b>13</b>	<b>15</b>
Don’t know/NA	2	1	1
<i>Mean</i>	4.04	3.72	3.65

- Satisfaction is high citywide with the city’s maintenance of trees, with little variation across subgroups.
- Care of streets, alleys, and sidewalks is also fairly high citywide, but highest in the affluent area north of Montana. Roughly two-thirds of residents the 90402 zip code said they were satisfied in each case and only around one in ten in were dissatisfied. Dissatisfaction with these services were highest among downtown residents - fewer than half (46%) of those living in the 90401 zip code were satisfied with the cleanliness of streets and alleys while greater than one in four (26%) were dissatisfied.

## Safe and Clean Public Spaces

More than six out of 10 residents were satisfied with how the city is “enforcing laws that keep public spaces clean and safe for everyone.” As seen in Table 19 below, 62% were satisfied, 9% dissatisfied, and 27% gave a middle rating of “3” for an average satisfaction rating of 3.78.

**Table 19: Satisfaction with Keeping Public Spaces Clean and Safe**

---

	%
5 - “Very satisfied”	27
4	35
<b>Total satisfied</b>	<b>62</b>
<b>3</b>	<b>27</b>
2	5
1 - “Very dissatisfied”	4
<b>Total dissatisfied</b>	<b>9</b>
Don’t know/NA	2
<i>Mean</i>	3.78

There was little variation across areas and demographic groups other than to note that women under age 50 were more likely to say they were satisfied with the city’s job in keeping public spaces clean and safe (70%) compared to men under 50 (57%) or women over 50 (60%).

## **Public Library**

Residents gave the highest satisfaction rating this year to the city for “*providing public library services*” (see Table 10).

More than three out of five (62%) gave it the highest rating of *very* satisfied and more than eight in 10 (82%) assigned a satisfaction rating of “4” rating or higher. (See Table 20). Only three percent were dissatisfied, and 11% gave it a “3” for an average rating of 4.47.

**Table 20: Satisfaction with The Public Library**

---

	%
5 - “Very satisfied”	62
4	20
<b>Total satisfied</b>	<b>82</b>
<b>3</b>	<b>11</b>
2	2
1 - “Very dissatisfied”	1
<b>Total dissatisfied</b>	<b>3</b>
Don’t know/NA	5
<i>Mean</i>	4.47

Satisfaction with the public library is very high all across the city, climbing toward nine out of 10 – as close to unanimous as a survey generally gets – in the Wilshire area of 90403 zip code (87%) and in 90405 Ocean Park (90%).

## **Cultural and Arts Opportunities**

As may be noted in Table 21 below, more than six out of 10 (63%) residents gave the city a positive rating for “*providing cultural and arts opportunities*” and only nine percent were dissatisfied. Twenty percent gave this issue a “3” for an average rating of 3.94.

Satisfaction with cultural and art opportunities in the city was significantly higher at 75% among the more than half (52%) of residents who attended at least one cultural or art activity in Santa Monica last year, compared to a satisfaction rating of 50%

among residents who did not attend an activity. Nearly half of the group who attended such an event (47%) said they were *very* satisfied.

There was little other variation in satisfaction levels with the city’s arts and culture programs across demographic categories such as gender, race, and length of residency.

**Table 21: Satisfaction with Providing Cultural And Arts Opportunities**

	%
5 - "Very satisfied"	34
4	29
<b>Total satisfied</b>	<b>63</b>
<b>3</b>	<b>20</b>
2	6
1 - "Very dissatisfied"	3
<b>Total dissatisfied</b>	<b>9</b>
Don't know/NA	8
<i>Mean</i>	3.94

### **Recreation and Sports Programs**

The city’s sports and recreation programs received very positive marks from residents, as may be seen in Table 22 below. Just under six out of 10 (59%) said they were satisfied with the city’s service in “*providing recreation and sports programs,*” and only six percent of residents said they were dissatisfied. However, 22% gave the programs a “3” and 14% were unsure. Overall the service received a mean satisfaction rating of 3.97 among those who rated them.

**Table 22: Satisfaction with Providing Recreation and Sports Programs**

	%
5 - "Very satisfied"	32
4	27
<b>Total satisfied</b>	<b>59</b>
3	22
2	4
1 - "Very dissatisfied"	2
<b>Total dissatisfied</b>	<b>6</b>
Don't know/NA	14
<i>Mean</i>	3.97

- Residents who visited a park at least once in 2008 rated the city's sports and recreation programs highly much more often (62%) than those who did not (37%). Residents who did not visit a park had a very high "don't know" of 27% and 28% gave a rating of "3."
- Seventy percent of residents of the Ocean and Sunset Park zip code 90405 gave top marks for this service. Satisfaction was also high in the 90402 (north of Montana) and 90404 (Pico) areas at 62% and 58% respectively. Satisfaction barely topped half (51%) among residents in other parts of the city.
- Satisfaction with the program decreased with age and familiarity with the programs increased. Sixty-seven percent of residents under age 35 were satisfied, compared to 61% of 35-49 year olds, 54% of 50-64 year olds and 49% of those 65 and older. Among the youngest group, 8% couldn't rate the programs and that increased to one out of four of those over age 65.

### **Graffiti Removal**

The city's job of "removing graffiti" received a satisfaction rating of 58% with only 12% dissatisfied, as seen in Table 23 below. With 22% giving the city a rating of "3," the average rating for graffiti removal was 3.75.

**Table 23: Satisfaction with Removing Graffiti**

---

	%
5 - "Very satisfied"	27
4	31
<b>Total satisfied</b>	<b>58</b>
<b>3</b>	<b>22</b>
2	8
1 - "Very dissatisfied"	4
<b>Total dissatisfied</b>	<b>12</b>
Don't know/NA	7
<i>Mean</i>	3.75

- Women were more likely to be satisfied (64%) with the city's graffiti removal than men (53%) because men were twice as likely to give the city a rating of "3" (30% of men compared to 15% of women). Men and women were equally likely to say they were dissatisfied.
- Latinos were more satisfied (72%) than non-Latinos (56%), and non-whites were slightly (65%) more satisfied than whites (57%).
- Residents in single family homes (61%) and apartments (63%) were more satisfied (61%) than those in condos and townhouses (41%).

### **Crime and Public Safety**

As may be seen in Table 24, 58% gave the city satisfactory marks for "*reducing crime and protecting public safety.*" Only six percent said they were dissatisfied, but nearly a third (32%) gave the city a "3" for this service, and the average satisfaction rating was 3.75.

**Table 24: Satisfaction with Reducing Crime and Increasing Public Safety**

	%
5 - "Very satisfied"	22
4	36
<b>Total satisfied</b>	<b>58</b>
<b>3</b>	<b>32</b>
2	4
1 - "Very dissatisfied"	2
<b>Total dissatisfied</b>	<b>6</b>
Don't know/NA	3
<i>Mean</i>	3.75

- Residents who called 911 during a police emergency in the last year were less likely to be satisfied with the city's efforts to reduce crime (43%) than those who did not (60%). While dissatisfaction is slightly higher among those who called 911 (12% compared to 5%), 46% of that group gave the city a neutral "3" rating compared to 30% of those who did not call.
- Satisfaction with the city's crime reduction efforts was higher among residents who have lived in the city fewer than five years (65%) than among longer term residents (51%).
- More parents gave Santa Monica a satisfactory rating on public safety (66%) than those who did not have children (55%), due to a higher proportion of "3" ratings among non-parents. Dissatisfaction was virtually the same in both groups.

### City Noise Laws

As seen in Table 25 below, 55% of residents gave the city high marks for "enforcing the city's noise laws" and only 13% were dissatisfied. With 21% giving the city a "3" for noise control and 12% not sure, the average satisfaction rating overall was 3.66.

**Table 25: Satisfaction with Enforcing City Noise Laws**

	%
5 - "Very satisfied"	20
4	35
<b>Total satisfied</b>	<b>55</b>
<b>3</b>	<b>21</b>
2	8
1 - "Very dissatisfied"	5
<b>Total dissatisfied</b>	<b>13</b>
Don't know/NA	12
<i>Mean</i>	3.66

- Residents who made an emergency call to the police rated the city lower on this measure (43% satisfied, 25% dissatisfied) than other residents (56% satisfied, 10% dissatisfied.)
- Residents who have lived in Santa Monica for 20 years or more were least likely to give the city a satisfactory rating for holding down noise - 51% were satisfied and 17% dissatisfied compared to about one in 10 dissatisfied among shorter term residents.

### Senior Services

The general view of the city's senior services was more positive than negative - 51% said they were satisfied with the city's senior services and only 5% were outright dissatisfied. However, nearly three out of ten residents (29%) said they didn't know enough about the job the city is doing in "providing services for seniors" to say if they were satisfied or not, and another 16% gave a "neutral" rating of "3."

As might be expected, awareness of senior services is much higher among residents who are 65 and older, as is seen in Table 26 below. Only eight percent of seniors couldn't provide a rating on this issue. Among respondents of that age range, the city received very positive reviews: Seventy-two percent of residents of age 65 and older were satisfied with the city's programs for seniors, including 46% who were *very* satisfied, only nine percent were dissatisfied, and 11% rated it a "3" for an average rating of 4.13 among seniors.

**Table 26: Satisfaction with Senior Services, Among All Respondents, and Ages 65+**

Percentages among:	All Ages	Age 65+ (N=73)
5 - "Very satisfied"	28	46
4	23	26
<b>Total satisfied</b>	<b>51</b>	<b>72</b>
<b>3</b>	<b>16</b>	<b>11</b>
2	4	4
1 - "Very dissatisfied"	1	5
<b>Total dissatisfied</b>	<b>5</b>	<b>9</b>
Don't know/NA	29	8
<i>Mean</i>	4.03	4.13

### Youth Services

As may be seen below in Table 27, the city's job in "providing services for youth" was, as was the case for senior programs, not clear to about one out of four residents. However, these services were given more positive than negative reviews - 47% were satisfied, and seven percent dissatisfied. Twenty-four percent did not give a rating and 23% gave the city's youth services a rating of "3."

Awareness of youth services programs was higher among residents with children at home, and among Latino residents. The proportion of those who said they "didn't know" dropped to 12% among parents and to 10% among Latino respondents.

**Table 27: Satisfaction with Providing Youth Services**

---

	%
5 - "Very satisfied"	23
4	24
<b>Total satisfied</b>	<b>47</b>
<b>3</b>	<b>23</b>
2	5
1 - "Very dissatisfied"	2
<b>Total dissatisfied</b>	<b>7</b>
Don't know/NA	24
<i>Mean</i>	3.79

- Many Latino residents (63%) and parents (59%), rated the city's youth programs as satisfactory, compared to 40% of non-parents and 44% of non-Latinos who were, in each case, more likely to give the city a neutral rating of "3" and to say they didn't know. Sixteen percent of parents and 5% of Latinos were dissatisfied.

### **Helping The Community Be Environmentally Responsible**

The environment question was given a new spin in the study this year. In previous years, residents were asked to evaluate the city's job in "*protecting the environment*" while this year the question was to rate their satisfaction with Santa Monica in "*helping the community be more environmentally responsible.*"

As Table 28 shows, more than six out of 10 respondents gave the city top marks for its efforts in this regard- 63% said they were satisfied, and nine percent dissatisfied. Twenty-two percent gave it a rating of "3" and five percent said they didn't know. The average rating was a fairly high 3.85.

**Table 28: Satisfaction with Helping the Community Be Environmentally Responsible**

	%
5 - "Very satisfied"	32
4	31
<b>Total satisfied</b>	<b>63</b>
<b>3</b>	<b>22</b>
2	5
1 - "Very dissatisfied"	4
<b>Total dissatisfied</b>	<b>9</b>
Don't know/NA	5
<i>Mean</i>	3.85

- Residents who said they feel they have input into community affairs were more positive about the city's environmental efforts (65%) than residents who do not (47%).
- Although 61% of residents living in the downtown area of Santa Monica gave the city a positive rating, dissatisfaction with the city's environmental efforts is almost twice as large (19%) there as anywhere else in the city.
- Those with college degrees were more likely than those without such degrees to rate the city highly - 73% of those with graduate degrees and 66% of those with bachelor's degrees said they were satisfied, compared to 55% of those who did not graduate from college.
- Satisfaction with the city on the environment decreased with age - from 69% of those under age 35, to 62% of residents between the ages of 35 and 64, to 57% of those 65 and older.

### Zoning Enforcement

As may be seen in Table 29 below, the city's efforts aimed at "enforcing the city's building and zoning laws" were not ratable for 24% of residents, rated positively by 37%, and negatively by 15%. About a quarter (26%) gave the city a rating of "3."

Homeowners tend to be more aware of zoning enforcement efforts by the city than other residents. Those living downtown, and in the north of Montana and Pico areas

of the city are more aware than residents in other areas as well. However, even among those who are more aware, satisfaction ratings differ only insignificantly.

**Table 29: Satisfaction with Zoning Enforcement**

	%
5 - "Very satisfied"	16
4	21
<b>Total satisfied</b>	<b>37</b>
<b>3</b>	<b>26</b>
2	7
1 - "Very dissatisfied"	8
<b>Total dissatisfied</b>	<b>15</b>
Don't know/NA	24
<i>Mean</i>	3.39

We will now look at how residents ranked services in terms of funding priorities in light of current budget constraints.

## FUNDING PRIORITIES

A new question was added to measure funding priorities among residents this year.

After registering their satisfaction level with city services, respondents were read the following: *"Like all cities in California, Santa Monica is facing budget challenges caused by the recession. To understand the community's priorities, the city is asking people to rate different services the city now provides."* They then were asked to prioritize a series of city services by assigning values ranging from a low funding priority level of "1" to a high funding priority level of "5."

Table 30 shows the funding priority rankings for each of the services. The table is sorted by the mean ranking assigned to each service. Note that not all of the services tested for satisfaction were also included in the priority rankings.

**Table 30: Funding Priority Rankings For Selected City Services**

Percentage rating each service:	Top "5"	High "4" & "5"	Low "1" & "2"	"3"	Mean
Emergency preparedness	49	72	6	18	4.19
Youth services	41	67	8	23	4.01
Senior services	38	67	6	22	4.01
Traffic reduction	46	65	14	19	3.92
Public libraries	40	62	13	24	3.87
Homeless services	39	62	13	21	3.84
Environmental programs	32	54	15	29	3.68
Street and sidewalk maintenance	23	50	18	32	3.50
Recreation and sports	25	45	22	31	3.41
Funding for SM non-profit orgs	18	35	25	33	3.21
Tree trimming	16	31	35	34	2.98

### **High Funding Priorities - Emergency Preparedness and Traffic Reduction**

#### **Emergency Preparedness**

At the top of Table 30, we see *emergency preparedness* was considered a high priority by 72% of residents and a *very* high priority by nearly half (49%). All subgroups assigned this a high priority and there was no significant variation among them on this issue.

#### **Traffic Reduction**

*Traffic reduction* is another area which residents would like to see the city concentrate its funding. Sixty-five percent said it was a high priority including 46% who thought it should be a very high priority.

- Traffic reduction was seen as a high priority by more than seven out of 10 among several demographic groups: Downtown residents (73%), residents of 20 years or more (73%), those who think the traffic problem is

worse these days (73%), Latinos (72%), non-whites (72%), and residents between the ages of 50 and 64 (73%).

- The likelihood of assigning a high priority to traffic increased with length of residency – it was a high priority for 56% of residents of less than five years, 63% of those residing 5 to 19 years, and 73% of longer-term residents.

### **Other High Funding Priorities**

A look at Table 30 on page 53 shows that other services with high priority rankings in the 60 percent range were services for youth and seniors, the library, and services for the homeless.

*Services for youth such as child care for pre-school kids and assistance for at-risk teens* was considered a high priority by 67% and *very high* by 41%.

*Services to seniors such as cultural programs and referrals to medical services* was also assigned a high priority by 67% and the highest priority by 38%.

*Public libraries* and *Homeless Services* were considered to be a high funding priority by 62% each, and each received similar proportions of *very high* ratings – 40% and 39% respectively.

- Residents under the age of 35 were statistically equally likely to assign a high priority to senior (70%) and youth (68%) services, but those who are 65 or older were much more likely to consider senior services a high priority (69%) than youth services (56%).
- Parents (74%) were more likely to prioritize youth programs highly, as were men under the age of 50 (73%) and non-white men (82%).
- Senior services were a high priority for long-term residents (72%), those who said they feel able to voice their concerns and have input on neighborhood issues (71%), and by residents in the downtown zip code of 90401 (80%).
- Homeless services were seen as a high priority by 72% of those who gave money to a panhandler last year, compared to 55% of those who did not, and by residents of downtown (78%).

Others services to which at least half of residents assigned a high funding priority were environmental programs and the maintenance of city streets and sidewalks.

*Environmental programs* was assigned a high priority by 54%, including 32% who said it was *very high*.

- More downtown residents (64%) gave a high priority to environmental programs than residents of other areas (53%).
- Only 40% of residents with no college consider the environment a high priority compared to roughly 56% of those who have at completed at least some college courses and 60% of residents with graduate degrees.
- Only 41% of residents who are 65 or older gave a high priority rating to environmental programs, compared to 63% of those between the ages of 35 and 49 and 53% of other age groups.

*Street and sidewalk maintenance* was rated a high priority among 50% with only 23% saying it is a *very high* priority.

- Latinos (78%) and non-whites (59%) were more likely to give a high priority to street maintenance than non-Latinos (46%) and whites (48%). In fact, more Latinos gave this issue a high priority ranking than any other service. Latinos were more than two and a half times as likely to assign it a *very high* priority (50%) than were non-Latinos (19%).
- Nearly six out of 10 downtown residents (59%) ranked street and sidewalk maintenance as a high funding priority, compared to 42% of Sunset and Ocean Park residents and 52% in other areas.

### **Services Ranked As A High Priority By Fewer Than Half Of Residents**

Finally, we can see in Table 30 on page 53 that *recreation and sports programs* were given a high priority rating by only 45% and *very high* by 25%. This service was considered a low priority by 22% and 32% rated it as a neutral “3.”

Just over a third (35%) assigned a high priority to *funding to support non-profit organizations in Santa Monica*. One out of four said it is a low priority and another third gave it a “3.”

*Tree trimming* was considered a high priority by fewest residents - assigned a high priority rating by only 31%, while 35% said it is a low priority and 34% gave it a neutral rating of "3."

- Recreation and sports programs were ranked as a high priority by significant proportions of parents (53%), Latinos (61%), and non-whites (59% rising to 63% of non-white men). Half of residents with less than college degrees ranked recreation and sports programs high compared to 41% of college grads. Proportions were also higher among residents in the area north of Montana (52%).
- A rating of "high priority" for funding for non-profits reached 50% only among residents of the downtown area.
- Tree trimming did not register as a high priority among 50% or more of any city groups.

## **A COMPARISON OF SATISFACTION AND FUNDING PRIORITIES**

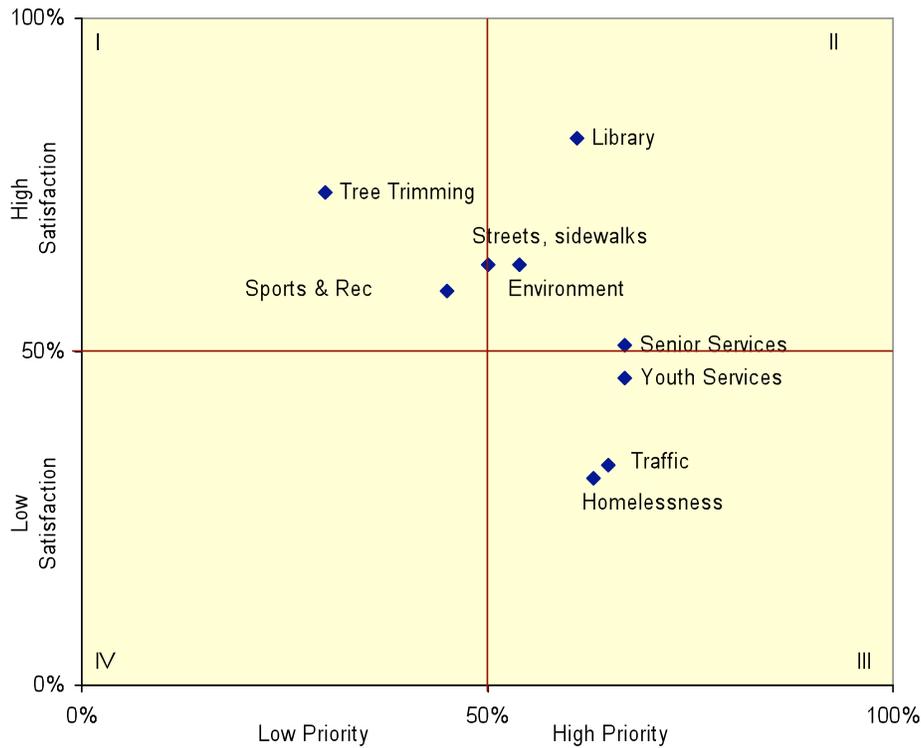
For those services that were given both a satisfaction rating and a funding priority by residents in this survey, we present a convenient way to compare them. Below in Figure 5 is a "quadrant plot" that may help us easily distinguish which services have a high funding priority among residents and also a low satisfaction rating - indicating areas that may need to be focused on first for improvement.

"High Satisfaction" and "High Priority" are defined as services in which 50% or more residents citywide assigned them one of the top two ratings of "4" or "5." Beginning in the upper left quadrant of Figure 5 and moving clockwise, the quadrants of the grid are:

- I High Satisfaction / Low Priority
- II High Satisfaction / High Priority
- III Low Satisfaction / High Priority
- IV Low Satisfaction / Low Priority

Again, note that some services included in the satisfaction battery are not included in the priority battery - and also that some items tested for priority status were not included in the satisfaction ratings. Only those services or program areas that appeared in both batteries were presented in the following matrix.

**Figure 5: Satisfaction and Funding Priority - Quadrant Plot**



### **Quadrant I: High Satisfaction, Low Priority**

In the upper left quadrant are high satisfaction services that fewer than 50% of residents have said should be a top funding priority for the city. They are:

- Recreation and sports programs (59% satisfaction, 45% priority)
- Tree trimming (74% satisfaction, 31% funding)
- Maintenance of streets and sidewalks. (63% satisfaction, 50% funding)

### **Quadrant II: Low Satisfaction, High Priority**

The lower right quadrant is the area that holds the services with lower resident satisfaction ratings and which more than 50% of residents said should be made a high priority for funding. This group of services includes both traffic and homelessness.

- The homeless situation (31% satisfaction, 62% priority)
- Traffic congestion (33% satisfaction, 65% priority)
- Youth services (47% satisfaction, 67% priority).

### **Quadrant III: High Satisfaction, High Priority**

Finally, in the upper right quadrant are the services and programs which have been assigned a high priority by more than half of respondents, and which have also been given a high satisfaction rating by more than half. These programs are:

- Senior services (51% satisfaction, 67% priority)
- Environmental programs (63% satisfaction, 54% priority)
- The public library (82% satisfaction, 62% priority)

### **Quadrant IV: Low Priority, Low Satisfaction**

There are no services which fall into this lower left quadrant.

## **LAND USE AND CIRCULATION ELEMENT (LUCE)**

After assigning priorities to a series of services, residents were told that *“The city has been working on a new plan to deal with growth and traffic, which is called the Land Use and Circulation Element of the City’s General Plan.”* They were asked to assign a priority from low to high on a five-point scale on several community issues.

As may be seen in Table 31, below, all of the elements were assigned a high funding priority by at least half of residents. The most popular item – given a high priority rating by eight out of 10 residents – was *“protecting neighborhoods.”* Next was *“reducing traffic congestion”* at 72%.

The next three items *“Encouraging more alternatives to driving such as bike paths, neighborhood shuttle buses, wider sidewalks for pedestrians, or the Expo light rail line,”* *“Having ongoing public involvement in planning for the future of Santa Monica,”* and *“Having more affordable housing in Santa Monica”* were assigned a high priority rating by just over two out of three in each case.

“Encouraging more local services within walking distance of neighborhoods such as dry cleaners or small food stores” had the lowest proportion of high priority ratings at 56%, and nearly one out of five (19%) assigned it a low priority of “1” or “2.”

We will examine each one of these issues in more detail below.

**Table 31: LUCE Priority Rankings**

Percentage rating each item:	Top “5”	High “4” & “5”	Low “1” & “2”	“3”	<i>Mean</i>
Protecting neighborhoods	59	80	5	13	4.34
Reducing traffic congestion	54	72	10	16	4.14
Alternatives to driving, such as bike paths, buses, walkways, light rail.	50	69	10	18	4.06
Public involvement in future city planning	43	67	9	21	4.00
More affordable housing in Santa Monica.	48	67	14	17	3.94
Encourage walking distance services such as cleaners and food stores	37	56	19	24	3.68

### **LUCE Element: Protecting Neighborhoods**

The highest LUCE priority for residents, *protecting neighborhoods*, was a high priority (“4” or “5” rating) for 80% of Santa Monica residents citywide, with 59% saying it was a *top* (“5”) priority. Only five percent said this was a low priority and 13% ranked it a middle “3.” Overall this element received a mean rating of 4.34.

- Protecting neighborhoods was a particularly high priority for Latinos (93%) and non-whites (88%).
- More than nine out of 10 (91%) downtown 90401 zip code residents assigned a high priority to this LUCE element, compared to 81% of those in the Pico 90404 and Sunset/Ocean Park 90405 zip codes. The proportion who assigned a high priority to protecting neighborhoods drops to about three out of four in other areas of the city.

- Eighty-three percent of residents living in single family homes gave it a high priority, compared to 79% of those in apartments and 71% in condos and townhouses.
- Higher proportions of top priority ratings of “5” were given by: Latinos (81%), non-whites (70%) those with some college (67%). Slightly higher were residents in downtown 90401 (65%) and Sunset/Ocean park 90405 (63%) as well as those in single family homes (62%), and parents (62%).

### **LUCE Element: Reducing Traffic Congestion**

As we have seen in earlier sections (see discussions beginning on pages 18, 37, and 53,) Santa Monica residents assigned high levels of seriousness (71%) and priority (65%) to the issue of easing traffic congestion.

When asked again about traffic in this context, 72% said it was a high priority including 54% who gave it the highest rating. Only one out of 10 called it a low priority and 16% ranked it at “3” for an average rating of 4.14.

The highest rankings for traffic as a priority were similar to those found in previous analyses including: 20 year or more residents (79%), those who believe traffic has gotten worse (80%), and residents of the downtown 90401 zip code (81%).

### **LUCE Element: Encouraging Alternatives to Driving**

This element was also enthusiastically received, earning an average rating of 4.06. More than two out of three (69%) assigned it a high priority and half said it was a *top* priority. Only one out of 10 said it was a low priority and 18% assigned it a middle “3.”

Enthusiasm for promoting driving alternatives is inversely proportional to the related demographics of age and length of residency. More than half of younger people and shorter term residents assigned it the very highest priority compared to less than half of older and longer-term residents.

- Seventy-six percent of residents under age 35 assigned it a high priority compared to 59% of seniors.
- Seventy-five percent of residents of less than 5 years gave it a high priority, compared to 64% of 20+ year residents.

High priority ratings for this element were also found among:

- Nearly three-fourths (74%) of residents in the Pico area of zip code 90404 , along with 69% of downtown (90401), Wilshire (90403), and the Sunset and Ocean Park areas of 90405. Only 64% of those living north of Montana agreed.
- Three out of four parents, compared to 66% of those who do not have children.
- Seventy-eight percent of Latinos compared to 68% of non-Latinos.
- Roughly three-quarters of residents who have at most a high school diploma (75%) and those with graduate degrees (74%), although possibly for different reasons. Sixty-four percent of those with some college and 68% who have a bachelors' degree agreed.

In addition, more than half of the following groups gave this element the highest rating of "5":

- Men (51%), park visitors (52%), and cultural event attendees (53%).
- Those who are satisfied with the city in general (53%) and residents who have met their neighborhood resource officer (55%).
- Downtown 90401 (55%), Wilshire 90403 (54%) and Sunset/Ocean Park 90405 (56%) zip code areas.

## **LUCE Element: More Affordable Housing**

In a previous section, (see page 23), we found that over two-thirds of residents considered lack of affordable housing a serious problem. In this context, virtually the same proportion (67%) assigned it a high LUCE priority rating although less than half (48%) gave it the highest priority rating. Overall, it received an average rating as a LUCE funding priority of 3.94. High priorities were assigned among:

- Apartment dwellers (76%) and the related category of renters (76%) more so than homeowners (54%).
- Latinos (75%) and non-whites (76%) more than non-Latinos (66%) and whites (65%).
- Younger residents are most concerned about affordable housing – 76% of those under age 35 rated it as a high priority compared to 63% of residents 35 and older.
- The Pico zip code 90404 (74%), downtown 90401 (71%), and the Sunset and Ocean Park 90405 areas (67%) more so than those in Wilshire 90403 (61%) and north of Montana 90402 (62%) zip codes.

More than half of the following groups gave affordable housing a top rating of “5”:

- Apartment dwellers (56%) and renters (56%).
- Latinos (53%) and non-whites (52%).
- Ages 18 to 34 (55%) and those resident between 5 and 19 years (52%).
- Infrequent park visitors (60%) and those who attend cultural events (54%).
- Downtown 90401 (54%), Pico 90404 (53%) and Sunset/Ocean park 90405 (51%).

## **LUCE Element: Public Involvement in Planning**

Public involvement in city planning was also rated a high priority by two out of three, the same level of priority given to affordable housing, but just over two out of five residents (43%) assigned this issue the highest priority rating. Only nine percent said it is a low priority, but more than one in five (21%) gave it a neutral rating of “3,” for an average rating of 4.0.

- More longer-term residents (72%) rated this element highly than did those who have been in Santa Monica between 5 and 19 years (60%). Sixty-eight percent of residents of less than 5 years agreed.
- Those who use the city’s resources such as park visitors (69%) and those who attended an art or cultural event in the city (73%) last year are significantly more likely to rank public involvement in planning as a high priority than those who did not go to a park (49%) or attend an event (59%).
- Seventy percent of residents who feel that they are easily able to voice their concerns to the city of Santa Monica about issues that concern them ranked this element highly compared to 60% of others.
- Seventy-nine percent of residents of the Sunset Park area of 90405 prioritized this element highly along with 75% of residents of the north of Montana area of zip code 90404, compared to 65% of residents in other areas.
- Latinos (72%) ranked public involvement in planning issues highly, even more than other residents (66%).
- Other groups who rated involvement as a high priority were 50 to 64 year olds (72%) and residents who have four-year college degrees (72%).

The only groups in which more than half gave this issue the highest ranking of “5” were:

- Latinos (63%).
- Residents who have met their neighborhood resource officer (59%).
- Residents of the Sunset Park area of 90405 zip code (59%).
- Those who attended an art or cultural event (53%).

## **LUCE Element: Services Within Walking Distance**

Just over half (56%) said that encouraging the development of services such as dry cleaners and food stores within walking distance of neighborhoods should be given a high priority, including fewer than two in five (37%) who said it should be a *top* priority. This issue was given more low priority assignments (19%) than any other, and 24% assigned it "3." Overall, the average rating was 3.68.

Most likely to assign a high priority to this issue were:

- Residents of the 90402 zip code north of Montana (61%) and the Ocean and Sunset Park areas of 90405 (57%).
- Latinos (62%) more than non-Latinos (55%).
- Residents who do not have college degrees (62%).

There were no subgroups in which half or more gave this item a top rating of "5."

We now will take a look at the experiences of those who interacted with Santa Monica city departments and personnel.

## **INTERACTIONS WITH CITY DEPARTMENTS AND STAFF**

We begin by finding out how many residents know they have a Santa Monica neighborhood resource police officer assigned to their area, and how many have contacted that officer. We then report their impression of the interaction. We will then look at the experiences of those who made 911 calls to the police or paramedics, and present responses from those who had non-emergency contact with the city as well.

## CONTACT WITH THE NEIGHBORHOOD RESOURCE OFFICER

It seems that more could be done to publicize the existence and purpose of Santa Monica's neighborhood resource officer program. When residents were asked if they were "*aware that there is a Santa Monica Police Department neighborhood resource officer assigned to your neighborhood*" most (71%) said they were not.

- Residents of the Sunset and Ocean Park areas of zip code 90405 were least likely to have heard of the neighborhood officer at 21%, while those in Pico (90404) and downtown 90401 areas were most likely at 36% each.
- Residents living in single family homes (39%) were more likely than those living in multi-family dwellings (20%), and homeowners (35%) were more likely than renters (24%) to be aware of the program.
- Those under age 35 were least likely (20%) and those ages 65 and older were most likely (36%) to have heard of the program, along with roughly three in 10 of residents of other age groups.
- In a finding that correlates with the previous two, there is a direct relationship between length of residency and awareness of this program. Eighteen percent of those who were residents in Santa Monica for less than five years were aware of these officers, compared to 29% of 5 to 19 year residents and 35% of longer term residents.
- Women (32%) were slightly more likely than men (25%) to have heard of the program, and white women (35%) more likely than non-white women (26%).

Among those who were aware of the existence of a neighborhood officer, 38% had met or had contact with that officer, and 62% had not.

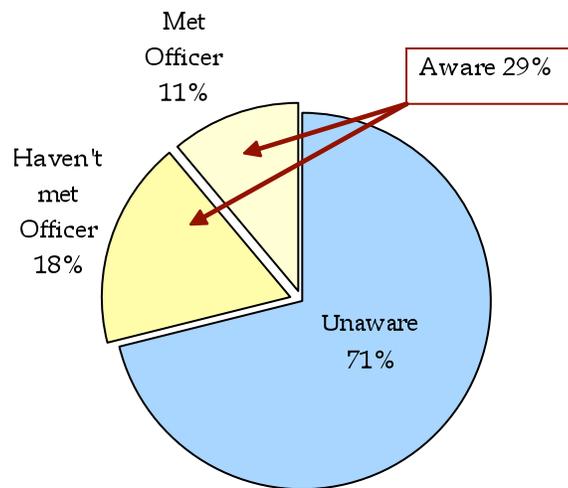
To put this finding into another perspective, let's look at what proportion of Santa Monica residents each of these numbers represent, citywide.

As noted above, 29% were aware that there is a Santa Monica Police Department neighborhood resource officer assigned to their neighborhood, and 71% were not.

- Among the 29% who were aware, 38% had met or contacted the officer, which means that in total 11% of all city residents had met or contacted the officer.
- Among the 29% who had heard of the program, the 62% who had NOT met or been in contact with an assigned neighborhood resource officer represents 18% of all city residents.

The result of this calculation is illustrated in Figure 6 below.

**Figure 6: Frequency of Contact With Neighborhood Resource Officer Among All City Residents**



Respondents who were aware of the existence of their neighborhood officer are a fairly small group but there are a few subgroups in which significant differences appeared. Due to their small size we will characterize the findings, rather than giving hard percentages.

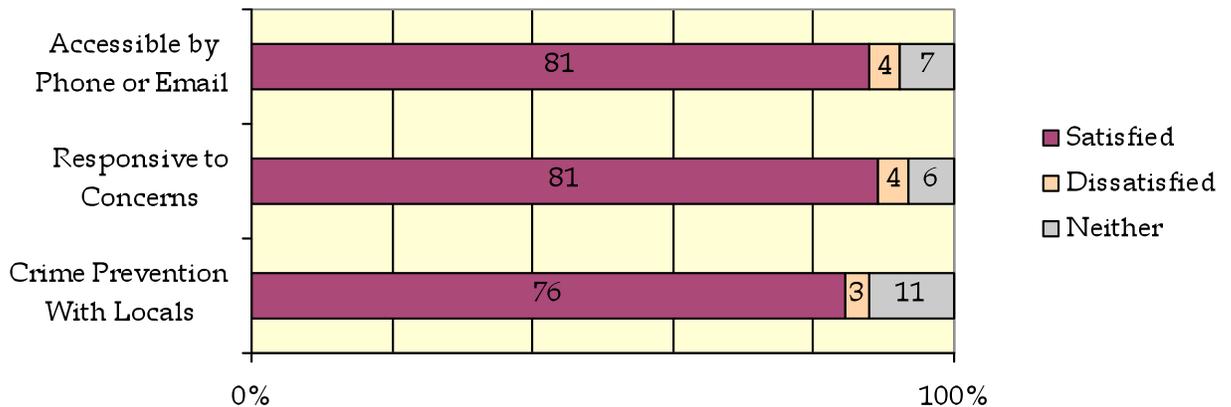
- Residents who had contacted the city with a non-emergency issue were more likely to have heard of the neighborhood officer than those who had not. The same is true for contacting the officer - just over half of that group met or made contact with the officer as well.
- Residents of the Pico 90404 and Sunset and Ocean Park 90405 zip codes were more likely to have met their officer than were residents of downtown 90401, who were very unlikely to have met an officer at all.
- Non-whites are more likely to have met the resource officer than whites, and non-white men were most likely of all.
- Residents with graduate degrees were more likely than other residents to have met their neighborhood officer.

## Satisfaction With Neighborhood Resource Officer

Those residents who had met or been in contact with an officer were then asked to rate their satisfaction with the job the officer is doing in each of three areas. As seen in Figure 7 below, the officers were generally given very positive reviews.

More than eight out of 10 said that they were satisfied with the officer's responsiveness to "local neighborhood issues or concerns" and they gave the same high rating to the officer for "being accessible to you by phone or email." Three out of four gave high marks for "working with local residents to help prevent crime."

**Figure 7: Satisfaction Ratings Among Residents Who Met With Neighborhood Officer (N=47)**



There are too few respondents in this group to look at the responses of individual subgroups.

We will now take a look at how residents rate their interactions with emergency and non-emergency calls to the city.

## **CONTACTING EMERGENCY 911**

Seventeen percent of Santa Monica residents said they made at least one emergency call to 911 in 2008. Ten percent made a call requesting police help and 11% requested paramedics. Four percent made at least one call of each type.

## Overall Satisfaction with Emergency Services

Sixty-two percent of Santa Monica residents gave the city a satisfactory rating for “providing emergency 911 services” and only three percent gave a rating of “unsatisfactory.” However, a high proportion of residents (24%) were unable to provide a rating, and 11% gave it a middle rating of “3.”

Looked at among residents who made a 911 call to police or paramedics last year, virtually no one rated the city’s emergency services as unsatisfactory, as may be seen in Table 32 below which shows the satisfaction ratings among all respondents, as well as among those who called for a police or medical emergency.

Seventy-nine percent of residents who made an emergency call to the police gave the service a satisfactory rating, including 51% who gave it the highest rating of “5.”

The city’s emergency services were even more highly rated among those who had made a call to paramedics – 84% were satisfied including 52% who were *very* satisfied.

**Table 32: Satisfaction with Emergency 911 Services Among All Residents, and 911 Callers**

Percentages among:	All Residents	Called 911 Police N = 44	Called 911 Paramedics N=49
5 - “Very satisfied”	39	51	52
4	23	28	32
<b>Total satisfied</b>	<b>62</b>	<b>79</b>	<b>84</b>
<b>3</b>	<b>11</b>	<b>8</b>	<b>7</b>
2	2	-	-
1 - “Very dissatisfied”	1	-	-
<b>Total dissatisfied</b>	<b>3</b>	<b>-</b>	<b>-</b>
Don’t know/NA	24	13	9
<i>Mean</i>	4.29	4.49	4.94

In the sections that follow - *Emergency Calls to The Police* and *Emergency Calls to Paramedics*, we will take a look at the residents who contacted 911 with a medical or police emergency, and their experiences during and after those calls.

## Emergency Calls to The Police

One out of 10 adults made a 911 call requesting emergency assistance from the Santa Monica Police Department in 2008. This proportion is down sharply from the nearly two in 10 found in previous surveys.

As Table 33 shows, more than seven out of 10 of those who called 911 for emergency help said they were satisfied with the “*response time to their emergency calls to the Santa Monica Police in 2008*” including 58% who said they were *very* satisfied. Thirteen percent said they were dissatisfied.

**Table 33: Satisfaction With Police Response Time Among Emergency Callers (N = 44)**

	%
5 - “Very satisfied”	58
4	13
<b>Total satisfied</b>	<b>71</b>
3	12
2	4
1 - “Very dissatisfied”	9
<b>Total dissatisfied</b>	<b>13</b>
Don’t know/NA	5
<i>Mean</i>	4.13

## Emergency Calls to Paramedics

Eleven percent of adult residents made a 911 call for paramedics or for emergency medical assistance in Santa Monica in 2008. This is virtually identical to the level of medical emergency calls found in previous surveys. As can be seen in Table 34, 85% of those who contacted 911 for a medical emergency were satisfied with the paramedics’ response time to their call, including 75% who were *very* satisfied. Only five percent of that group were dissatisfied, and another five percent gave the city a rating of “3.”

**Table 34: Satisfaction With Paramedic Response Time Among Emergency Callers (N = 49)**

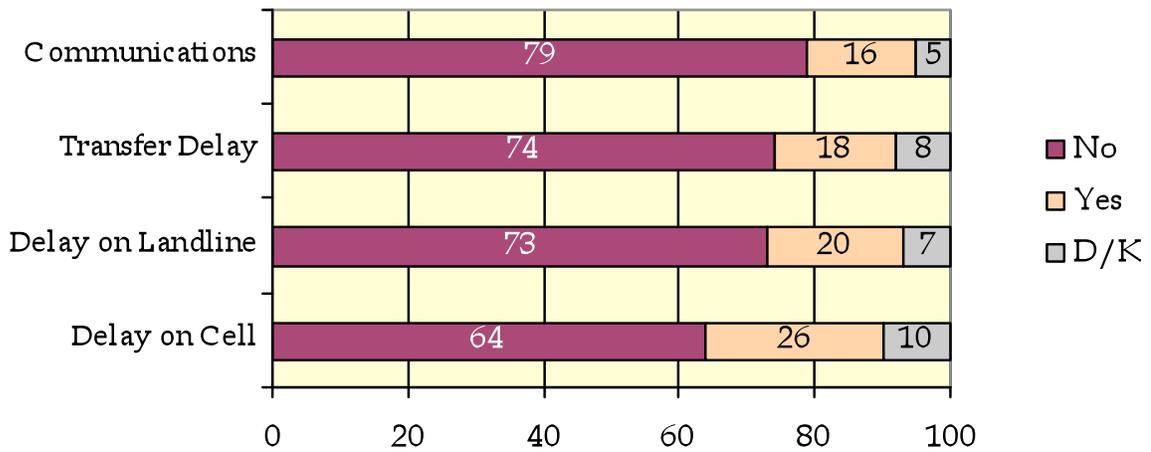
	%
5 - "Very satisfied"	75
4	10
<b>Total satisfied</b>	<b>85</b>
3	5
2	1
1 - "Very dissatisfied"	4
<b>Total dissatisfied</b>	<b>5</b>
Don't know/NA	5
<i>Mean</i>	4.56

### Issues With Emergency 911 Calls

New to the survey this year is a section on whether residents who made a call to 911 for either a medical or police emergency had any problems with communications or delays. Residents who had contacted 911 were asked four yes/no questions and as may be seen in Figure 8, most had no problem in any of the categories.

Seventy-nine percent said they had no "difficulty in getting the responder to understand the problem" they were calling about; 74% had no "delay due to being transferred between different responder agencies;" and 73% of did not experience a "delay on getting through or being put on hold when using a landline." While almost two in three (64%) were not delayed "in getting through or being put on hold when using a cell phone," more than one in four (26%) were.

**Figure 8: Possible Problems With 911 Calls, Among Respondents Who Called ( N =72)**



- Among those who called 911 for a police emergency (N=44) 32% reported experiencing a delay on a cell phone, 26% on a landline, and 27% were delayed due to being transferred. Seventeen percent said they experienced difficulties with communications or being understood.
- Among those who called 911 for a medical emergency (N=49) 16% said they were delayed on a landline, 25% on a cell phone, 11% and due to being transferred. Fourteen percent had trouble making themselves understood.

## CONTACTING THE CITY OF SANTA MONICA

We asked all respondents whether they had been in touch with the city of Santa Monica in 2008 for any non-emergency reason. Thirty-two percent said they had been. Table 35 below shows the proportion of the population who made such calls over the years preceding the 2005, 2007 and 2009 surveys. The proportion who contacted the city in 2008 decreased 17 points from 49% reported for 2006.

**Table 35: Non Emergency Contact with The City of Santa Monica, 2004-2008**

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Percentages in:	2004	2006	2008
Yes	45	49	32
No	52	49	68
Don't know	2	2	-

Those most likely to have such contact with the city in 2008 include:

- White residents (34%) and non-Latinos (34%) more than Latinos (14%) and non-whites (24%).
- Only 11% of those with high school diplomas or less contacted the city, compared to 28% of those with some college, 33% of college grads, and 53% of those with graduate degrees.
- Forty-two percent of residents age 50 to 65, compared to 18% of those older, and 35% of younger residents.
- Forty percent of long term residents (20+ years) compared to 27% of shorter term residents.
- Fifty-three percent of those who met a neighborhood resource officer, compared to 28% of all others.
- Forty-seven percent of those who called 911 for a police emergency also had non-emergency contact with the city, along with 43% of residents who called 911 for paramedics. The rate of contact for those who did not call emergency in either case was 30%.
- Residents who visited a park in 2008 contacted the city more often (33%) than those who did not (20%), and frequent park visitors (25 times or more) were even more likely (41%) to have made such contact.
- Residents who use rely on city resources such as the city's website and the *Seascape* newsletter (40%) were more likely to make contact than other residents.

### Satisfaction With City Staff Contact

We asked the nearly one third of residents who had contacted a Santa Monica city department for any reason other than an emergency to rate their satisfaction with the Santa Monica city staff they dealt with in the areas of courtesy, responsiveness, and knowledge. They again used a five-point scale with “1” being very dissatisfied and “5” being very satisfied.

As may be seen in Table 36 below, satisfaction ratings were very high on all counts. Eighty percent of residents who had contacted the city gave city staff a high satisfaction rating for courtesy, including 58% who said they were *very* satisfied. Three out of four said they were satisfied with the staffs’ level of knowledge and 71% said they were satisfied with how responsive city staff had been to their needs.

**Table 36: City Staff Interaction Ratings For Courtesy, Responsiveness and Knowledge (N = 136)**

Percentage rating for:	Courtesy	Responsiveness	Knowledge
5 = “Very Satisfied”	58	49	52
4	22	22	23
<b>Total Satisfied</b>	<b>80</b>	<b>71</b>	<b>75</b>
<b>3</b>	<b>8</b>	<b>12</b>	<b>11</b>
2	5	7	6
1 = “Very Dissatisfied”	5	9	5
<b>Total Dissatisfied</b>	<b>10</b>	<b>16</b>	<b>11</b>
Don’t know	3	3	3
<i>Mean</i>	4.28	3.98	4.16

Since a different scale was used in previous years, results from the past cannot be directly compared, but the satisfied/dissatisfied ratings are similar to those found in 2007.

Given the small size of the group there were no meaningful differences among subgroups.

## PARK AND RECREATION SERVICES

Santa Monica residents were then asked about the city's parks – how often they visit a park, how satisfied they were with the parks, and their impressions of park cleanliness, safety, maintenance, and accessibility.

### NUMBER OF PARK VISITS

Residents were asked how often they had visited a park in Santa Monica in 2008. As shown in Table 37, the vast majority - 87% - of residents visited a park at least once, which is the same proportion found in 2007's survey for park visits in 2006. Also shown are park visits in 2004, as found by the survey in 2005.

About a third (32%) went to a park 25 times or more last year – an average of twice a month. The average number of visits in 2008 overall was 40, and the median number of visits was 10, slightly less than once a month. This is down slightly from 2006 when the average was 49 and the median 12.

**Table 37: Number of Park Visits Per Year, 2004-2008**

Percentages in:	2004	2006	2008
Didn't visit	16	12	12
1 to 2	10	13	12
3 to 5	12	11	17
6 to 12	14	17	18
13 to 24	8	9	8
25 to 100	19	26	22
100+	17	11	10
<b>Total Visited</b>	<b>80</b>	<b>87</b>	<b>87</b>
Don't know/NA	4	2	2
<i>Mean</i>	<i>40 visits per year</i>	<i>49 visits per year</i>	<i>41 visits per year</i>
<i>Median</i>	<i>12 visits per year</i>	<i>12 visits per year</i>	<i>10 visits per year</i>

- As was the case in previous years, residents in the Sunset and Ocean Park zip code 90405 visited parks most often. In 2008, their average number of visits was 56, a slight drop from 64 visits per year in 2006. Residents of the Wilshire 90403 area visited parks an average of 53 times last year, similar to the number of visits in 2006 found in the last survey. Fewer visits, on average, were made by residents of downtown 90401 (21 visits per year) and Pico 90404 (28 visits per year).
- Women visited a park on average 46 times a year, compared to 35 visits by men.
- On average renters go more often (49 per year) than homeowners (30 times).
- On average, Latinos go less often (26 per year) than non-Latinos (43 per year) and whites (44) go more often than non-whites (29).
- White women go most often of all, averaging 50 visits per year, and non-white men least often, averaging 18 visits.

## EVALUATION OF PARKS

The 86% of residents who visited a park last year were asked to evaluate their experiences, first by giving an overall satisfaction rating on the familiar five-point scale, and then to rate the parks on the criteria of safety, cleanliness, maintenance, and convenience.

As can be seen in Table 38, 85% of those who visited a park were *very* satisfied (54%) or nearly so (41%). Only four percent said they were dissatisfied, and nine percent gave parks a rating of "3." The overall rating among park-goers was 4.36.

**Table 38: Satisfaction with Santa Monica Parks, Among those who visited (N=380)**

	%
5 - "Very satisfied"	54
4	31
<b>Total satisfied</b>	<b>85</b>
3	9
2	2
1 - "Very dissatisfied"	2
<b>Total dissatisfied</b>	<b>4</b>
Don't know/NA	2
<i>Mean</i>	4.36

There was little variation by subgroup in response to this question.

All residents were then asked to rate whether a series of statements about Santa Monica's parks were accurate or inaccurate.

As may be seen in Table 39, large majorities of residents deemed each of the statements as accurate, and most called them "very accurate:" "Safe for families and children" (58% very accurate), "Clean" (60%), "Well-maintained" (64%), and "Convenient to your home" (68%).

**Table 39: Accurate or Inaccurate Description of Santa Monica Parks**

Percentage rating each description:	Very Accurate	Somewhat Accurate	Inaccurate	Not Sure
Safe for Families	58	28	10	5
Clean	60	28	10	3
Well-maintained	64	25	8	4
Convenient	68	20	9	3

There was little variation among subgroups on this, with exceptions below.

- Residents in the Sunset and Ocean Park areas of zip code 90405 were most enthusiastic, giving ratings of 91% or higher for accuracy on each of the statements. Ninety-three percent of Wilshire residents in the 90403 zip

code said that it was accurate to say that parks are convenient to their home.

- Seven out of 10 residents who never visited a park last year rated each of the statements as accurate, even though larger proportions of between 19% and 26% were unable to answer each of the questions. Roughly nine out of 10 park-goers said each of the statements was accurate. Positive responses increased in proportion to the number of times residents visited a park.

We now will take a look at Santa Monica residents' satisfaction with the city's beaches.

## EVALUATION OF BEACHES

All residents were asked to rate their overall satisfaction with Santa Monica's beaches. Only 11% said they hadn't visited a beach in Santa Monica last year.

Sixty-one percent were satisfied with the beaches including 41% who were *very* satisfied as may be seen in Table 40 below. Only seven percent said they were dissatisfied and 17% rated the beaches a "3." Overall, beaches received an average rating of 4.36.

**Table 40: Satisfaction with Santa Monica's Beaches**

	%
5 - "Very satisfied"	41
4	20
<b>Total satisfied</b>	<b>61</b>
3	17
2	4
1 - "Very dissatisfied"	3
<b>Total dissatisfied</b>	<b>7</b>
Don't know/NA	5
Didn't go to a beach	11
<i>Mean</i>	4.07

As already noted, only 11% of all residents did not visit the beach last year, but some subgroups notably stayed away in higher proportions:

- About a third (32%) of residents 65 or older didn't visit the beach last year.
- Long time residents were also more likely to say they didn't go to the beach (17%).
- Those who didn't visit a park in 2008 were twice as likely not to have visited the beach (21%) as park-goers (9%).
- Women went less often (14%) than men (7%).
- Twenty-one percent of those who haven't attended college didn't go.
- Not visiting a beach was most common among downtown residents of 90401 zip code (19%) and lowest among Sunset and Ocean Park 90405 zip code residents (4%). Residents living north of Montana in 90402 and in the Wilshire area 90403 were in the middle at 13%. Eight percent of those living in Pico 90404 didn't go.

Satisfaction ratings for the beaches, very high overall, were higher among some groups than others:

- Satisfaction was highest among those who were most likely to go to the beach- 74% of Ocean Park area residents were satisfied, including 50% *very* satisfied. Downtown residents, least likely to go to the beach, had a satisfaction rating of 54%.
- Sixty-three percent of residents younger than 65 were satisfied with the beaches, especially 35-49 year olds - nearly half said they were *very* satisfied (47%).
- Residents with four-year degrees were more likely to be satisfied (68%, with 48% *very* satisfied) along with 64% of those with graduate degrees and 58% of those who attended some college. Fewer beach-goers and less satisfied residents were more likely to be found among those who did not attend college - 21% didn't go to the beach, and 45% were satisfied.
- There was no statistical difference in satisfaction between men and women overall, but women under age 50 (66%) were very slightly more satisfied than men of that age (61%). Those over age 50 stayed away more often - 15% of men and 21% of women in that age group didn't go to the beach.

- Non-white women were more likely to go to the beach than white women (9% non-attendance compared to 16%), but less likely than that group to be satisfied (56% compared to 62%).

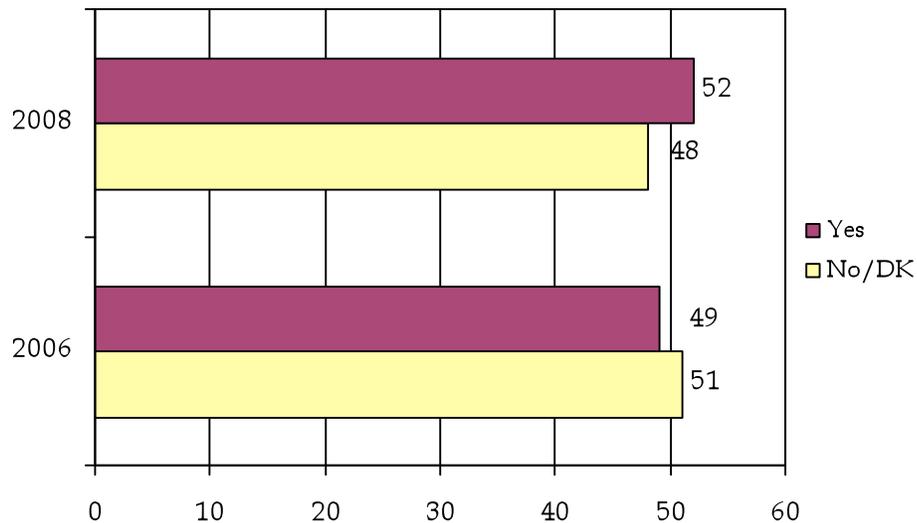
We now turn to residents' experiences at art and cultural events in Santa Monica.

## ATTENDANCE AT ART AND CULTURAL ACTIVITIES

Residents were asked if they attended “any arts or cultural activities specifically in Santa Monica” in 2008 and 52% said that they had.

This is barely changed from the 49% who reported attending an event the previous year in 2007's survey, as may be seen in Figure 9, below.

**Figure 9: Attendance at Arts or Cultural Events in Santa Monica, 2006-2008**



- Resident with college degrees were more likely than those without to have attended an event last year. Thirty-six percent of residents who did not go beyond high school attended an event, rising to 50% among those with some college, and to 60% of residents with a 4 year degree and 55% of those with graduate degrees.

- Possibly due to the conflation of parks and cultural events, residents who went to a park last year were much more likely to have attended an arts or cultural event as well. Nearly six out of 10 (57%) of those who went to a park at least once also attended a cultural event. That rose to 66% of frequent park goers (25 times or more last year), compared to only 16% of those who did not go to a park last year who attended an art or cultural event.
- Downtown residents in the 90401 zip code (57%) and residents in Sunset and Ocean Park areas of 90405 (58%) were most likely to have attended an arts or cultural event. More than half (54%) of Pico 90404 zip code residents did as well, along with fewer than half (46%) of the rest of the city.

We will now take a look at how residents rate communications with the city of Santa Monica.

## **CITY COMMUNICATIONS WITH RESIDENTS**

Residents were first asked whether they feel they have the opportunity to have input on major community decisions that affect their lives. They were then asked to rate their satisfaction with how the city communicates with residents, and where they most often get city news and information.

These questions were followed by a new question added this year to investigate how best to reach residents in case of an emergency.

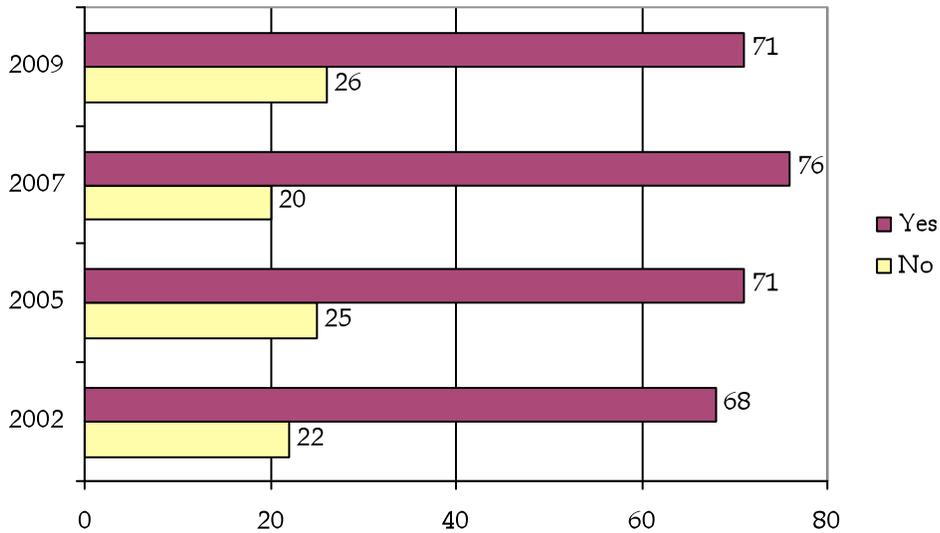
We begin by looking at whether residents feel they have the opportunity to give their input on community matters.

## **OPPORTUNITY TO AFFECT COMMUNITY DECISIONS**

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

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

**Figure 10: Opportunity to Communicate About Community Decisions, 2002-2009**



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

## SATISFACTION WITH CITY’S EFFORTS TO COMMUNICATE

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

As may be seen in Table 41, 57% said they were satisfied and only 13% dissatisfied. Thirty-one percent were *very* satisfied. Just over one in four (27%) gave a rating of “3.” Overall, the city received an 3.71 average rating for communication.

**Table 41: Satisfaction with the City's Communication Efforts**

	%
5 - “Very satisfied”	31
4	26
<b>Total satisfied</b>	<b>57</b>
<b>3</b>	<b>27</b>
2	7
1 - “Very dissatisfied”	6
<b>Total dissatisfied</b>	<b>13</b>
Don’t know/NA	3
<i>Mean</i>	3.71

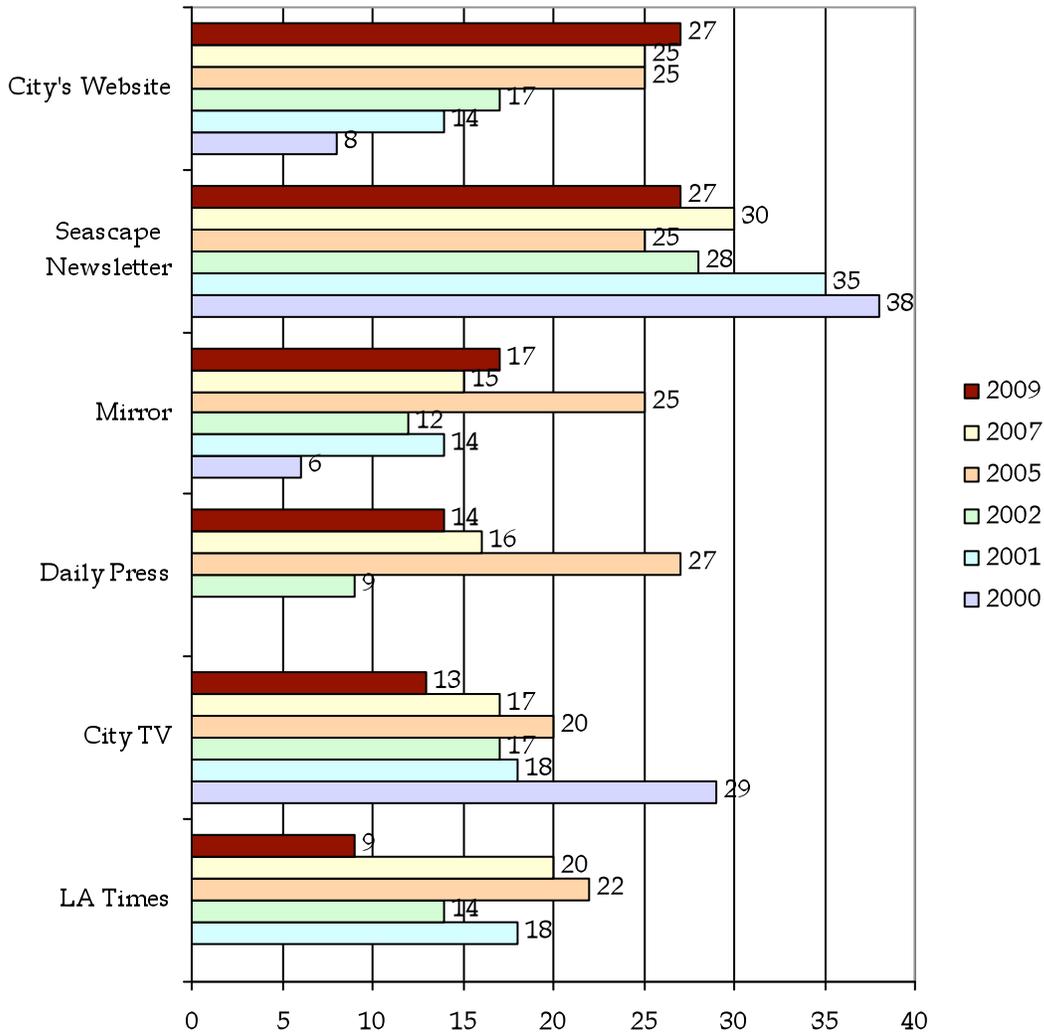
There were very few differences by subgroup on this question with a few exceptions, listed below.

- Those who said they feel able to voice their concerns to the city were more than twice as likely to be satisfied than those who feel that they have no input into community decisions (67% compared to 32%).
- Residents younger than 50 (59%) were slightly more satisfied than older residents (55%) and nearly two-thirds (65%) of women over the age of 50 were satisfied, compared to only 41% of men of that age.
- Only 45% of residents who reported relying on the Los Angeles Times for Santa Monica news and information said they were satisfied with the city’s communication efforts.

## MAIN SOURCE OF CITY NEWS AND INFORMATION

A question asking residents for up to three source or sources “you use the most to find out about City news, information, and programs” has been included on surveys in Santa Monica dating back to 2000, as is seen in Figure 11.

**Figure 11: Sources of City Information, 2000-2009 (up to three replies)**



As has been the case in past surveys, the city’s website was cited as one of the most often used resources. Roughly one out of four residents (27%) cited it as a source of information this year, along with the *Seascap* newsletter which continued to be mentioned at about the level (27%) it held for the past several years. Reliance on the

*Mirror* was similar to 2007's level at 17%, and the 14% who mentioned the Daily Press was similar to 2007's findings as well.

Continuing a relative decline was the proportion mentioning City TV - 13% this year, down from 17% in 2007 and from its high of 29% in 2000. The proportion relying on the Los Angeles Times also declined, dropping 11 points from 20% in 2007 to nine percent this year.

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

- The *Seascape* newsletter was mentioned most often by those with graduate degrees (35%), residents between the ages of 50 and 64 (36%), and women over the age of 50 (36%). Frequent park-goers (25 times a year or more) were most likely to cite the newsletter at 41%. Only 18% of residents who never went to a park last year mentioned it, compared to 29% of park goers overall. More than a third (34%) of those who contacted the city for a non-emergency issue last year cited the newsletter, compared to 24% of those who did not. Almost a third of residents who said they feel they have input into community affairs read the newsletter, compared to 19% of those who do not. Among white women, 32% say they read *Seascape* compared to 23% of white men. Apartment and single-family home dwellers are about equally likely to read it. Those who read *Seascape* were much more aware of programs to help the homeless (at 32%) compared to non-readers (at 22%).
- Residents who relied most on the city website were those with advanced degrees (36%), 18-34 year olds (38%), and the age-related category of residents who have lived in the city less than five years (39%). Website use was lower among older residents - 26% of 50-64 year olds, and 5% of 65 and older. Overall, just over a third of those under age 50 accessed the site, compared to 17% of older residents. Cell phone users were more likely than land line users to look at the web site (41% to 24%). Women were more likely than men (39% to 25%) to use the website. For some reason, condo dwellers were more likely than others to use the website (at 42%). Latinos were less likely to use the website at 16%, compared to 29% for non-Latinos.
- The *Mirror* was cited most often by residents in the city of 5 to 19 years (22%), those in single family homes (21%), Latinos (23%), non-whites (22%), and residents older than 64 (23%). It is a particular favorite of men over age 50 (29%) and residents living north of Montana (27%).

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

## BEST WAY TO DISSEMINATE EMERGENCY INFORMATION

A new question this year queried residents on the best means of reaching them in an emergency. Residents were told *“The city may create a system to communicate information to residents of Santa Monica in the event of an emergency”* and asked which communication method would be the best way for the city to reach them in the event of an emergency.

As Table 42 shows, the majority of residents citywide said that the best way to reach them is with a telephone call. Seventeen percent each said that text messages or email was the best way, two percent mentioned something else, and three percent said not to contact them at all.

**Table 42: Best Method of Emergency Communication with Santa Monica Residents**

	%
Telephone	60
Text Message	17
Email	17
Other	2
None	3
Don't know/NA	1

Not surprisingly, age and education level are the main defining factors in the choice of communication method, most likely due to a correlation with greater access to the internet as well as use of cell phones capable of receiving email and texts.

As seen in Table 43 which breaks this question out by age group, nearly eight out of 10 residents over the age of 65 chose the telephone as the best method of reaching them, and only a small handful in that age group chose other methods.

Text messages were chosen by 16% of 45 to 49 year olds and by a third of those under age 35.

Email was the choice of between 17% and 21% of those under age 65. Only 44% of the youngest group chose a telephone call as the best method.

**Table 43: Best Method of Emergency Communication, by Age Group**

Percentages among:	Ages 18-34 N=116	Ages 45-49 N=132	Ages 50-64 N=94	Ages 65+ N=73
Telephone	44	59	66	78
Text Message	33	16	9	7
Email	17	21	19	5
Other	1	1	2	5
None	5	3	3	4
Don't know/NA	2	1	-	-

Other demographic differences are noted below.

- Residents with less education were more likely to choose the telephone – 67% of those with no degree compared to 56% of residents with undergraduate degrees and 50% of those with graduate degrees. Those with four-year degrees chose email (24%) over text messages (19%) while residents with graduate degrees chose them about equally (19% and 20%).
- While similar proportions of men (59%) and women (61%) said the telephone is the best method, men who didn't choose the telephone preferred email (19%) to a text message (13%) while women preferred texting (21%) to email (14%). Email was preferred by 24% of men under the age of 50, compared to roughly 14% of everyone else.
- Residents in single family dwellings preferred being contacted by telephone (65%) more than those in apartments (59%) or condos and town homes (51%) Apartment dwellers who didn't choose the telephone preferred text messages (23%) over email (14%) while the opposite was true for others.

## HOMELESS ISSUES AND PROGRAMS

New to the survey this year are questions regarding homeless initiatives undertaken by the City of Santa Monica over the last two years.

### AWARENESS OF HOMELESS PROGRAMS

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

There were few significant variations across subgroups:

- Awareness was highest among longer-term residents (61% aware), frequent park visitors (61%), residents who gave money to panhandlers (59%), and residents of downtown (59%). Also more aware were residents in single family homes (58%), white women (57%), those with graduate degrees (64%), residents between the ages of 50 and 64 (62%), and in particular, women over age 50 (64%).
- Residents who reported that they consult sources such as the city website and *Seascape* newsletter for their information were more aware (54%) as were those who relied on local media (62%).
- Least aware of such programs were 18-34 year olds (63% unaware), people who never attended college (60%), Latinos (60%), and short-term residents (58%).

### GIVING MONEY TO PANHANDLERS-

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

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

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

As shown in Table 44, just over four in 10 (43%) of those who gave money to panhandlers last year did so five times or fewer. A similar proportion (44%) gave money between 6 and 25 times last year, and 12% gave 26 times or more.

The mean number of handouts among those who gave was 14, or just over once a month, and the median was every other month.

**Table 44: Frequency of Giving to Panhandlers, Among Those Who Gave in 2008 (N=189)**

	%
0	2
1	4
2 to 5	39
6 to 10	21
11 to 25	23
26 to 50	9
51 or more	3
<i>Mean</i>	14
<i>Median</i>	6

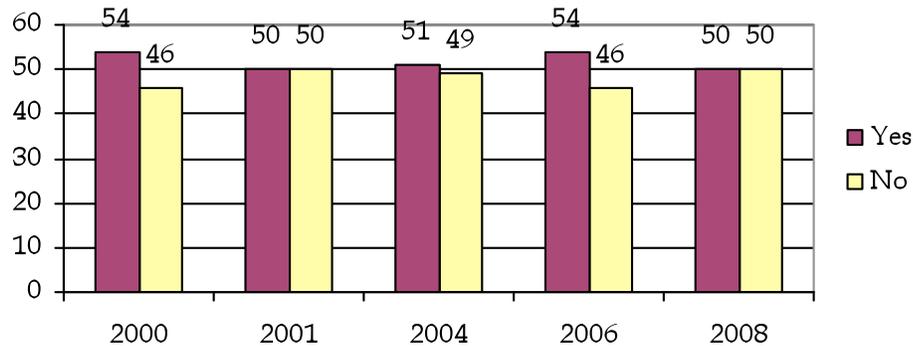
There were no significant differences across subgroups on this measure.

In the final section, we look at the frequency of ridership of the Big Blue Bus and then examine the sample demographics.

## BIG BLUE BUS USE

Half of Santa Monica residents rode the Big Blue Bus last year. This level is virtually unchanged from previous findings in studies conducted in 2001, 2002, 2005, and 2007. In each case, the survey asked about ridership the previous year, as shown in Figure 12.

**Figure 12: Big Blue Bus Ridership 2000-2008**



- Ridership was highest in the Ocean park area of the 90405 zip code (63%), and in the Pico 90404 area code (59%) than elsewhere in the city. It was lowest among residents north of Montana (37%) and in the Wilshire area of 90403 (46%).
- Residents who went to parks in 2008 (52%) were more likely to ride the bus than those who didn't (33%); and the same was true of those who attended arts or cultural events (57% vs. 42%).
- Age was slightly correlated with bus ridership – from a high of 56% among adults under 35, to 46% of those over age 65. Men under the age of 50 were most likely at 56%. Half of residents between the ages of 35 and 64 reported riding the bus.
- Renters were more likely to ride (58%) than homeowners (38%); and those living in apartments (58%) more than those in single family homes (40%) or condos (49%).
- Latinos had a much higher ridership (70%) than non-Latinos (47%); and non-whites (61%) were more likely to ride than whites (48%).

## SAMPLE DEMOGRAPHICS

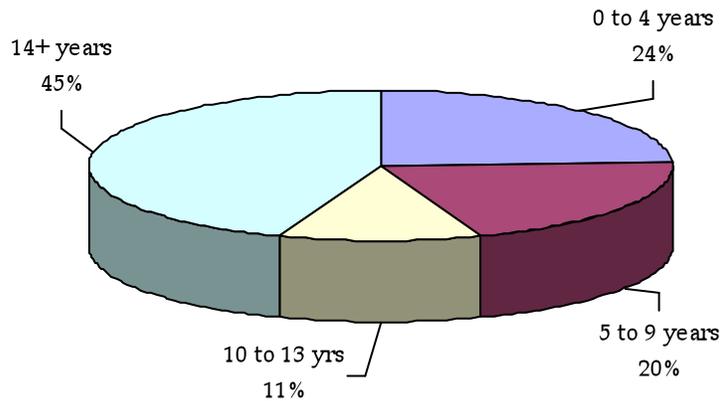
In addition to the substantive service questions and policy issues it addresses, the survey includes a detailed series of demographic questions. The following section presents the results for these demographic questions in graphical form, with comments about the findings and subgroup differences where they are of interest.

### LENGTH OF RESIDENCE

Just under one in four Santa Monica residents have lived in the city for less than five years, one in five between five and nine years, and 55% for more than 10 years. The average length of residency is 16 years, with a median of 11. The mean is similar to the 18 year mean found in 2007.

**Figure 13: Length of Residence**

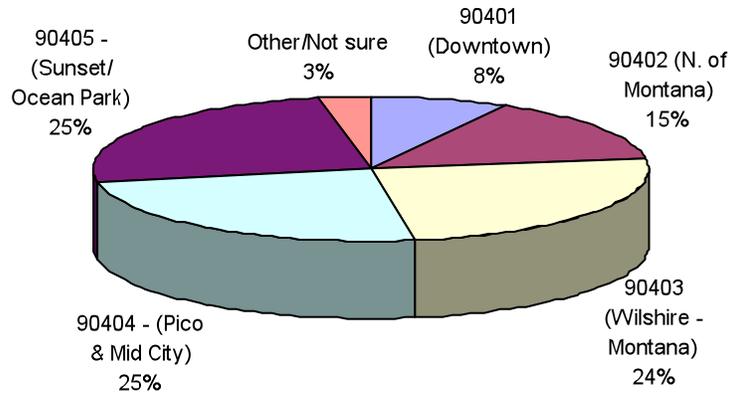
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## ZIP CODE DISTRIBUTION

Figure 14: Areas by Zip Code

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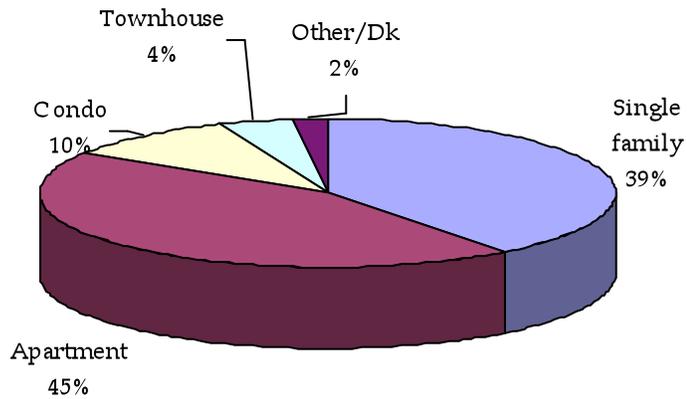


## TYPE OF RESIDENCE

Nearly four out of 10 in Santa Monica live in single family homes, 45% live in an apartment, 14% live in a condo or townhouse.

Figure 15: Type of Residence

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## OWN OR RENT

Nearly six out of 10 (58%) in the city of Santa Monica rent and 42% own their homes.

- Those who have lived in the city less than five years are least likely to own - 75% are renters, compared to 45% of those in the city between 5 and 19 years, and 51% of longer term residents. Still, nearly half of those living in the city for more than 20 years are renting.
- Ownership is highest in the 90402 zip north of Montana at 60%, and lowest in the Pico area at 33%.
- 38% of Latinos own homes, and 42% of non-Latinos. Forty-three percent of whites are homeowners, along with 39% of non-whites.

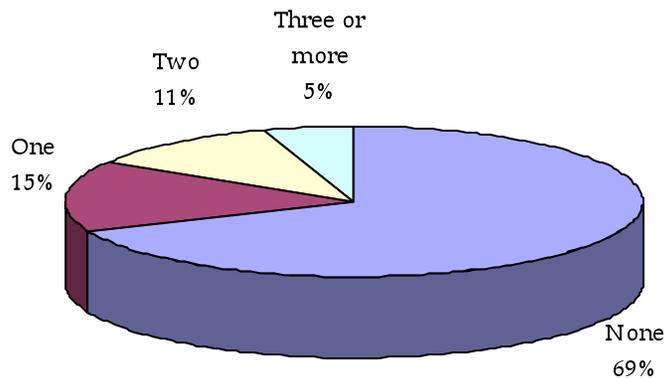
## CHILDREN IN HOUSEHOLD

Nearly seven in 10 (69%) of Santa Monica residents do not have children age 17 or younger in their households and 30% do. More than half of residents between the ages of 35 and 49 have a minor child at home, compared to 37% of younger residents and 17% of those older than 50.

Of those who have children, half have one child, 35% have two, and 16% have three or more.

**Figure 16: Minor Children in Household**

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## RACE / ETHNICITY

Overall, 14% of residents are Hispanic or Latino. Whites make up 77% of the city's population, 4% black or African-American, 4% Asian, and 14% "other" or mixed race.

**Figure 17: Race and Ethnicity**

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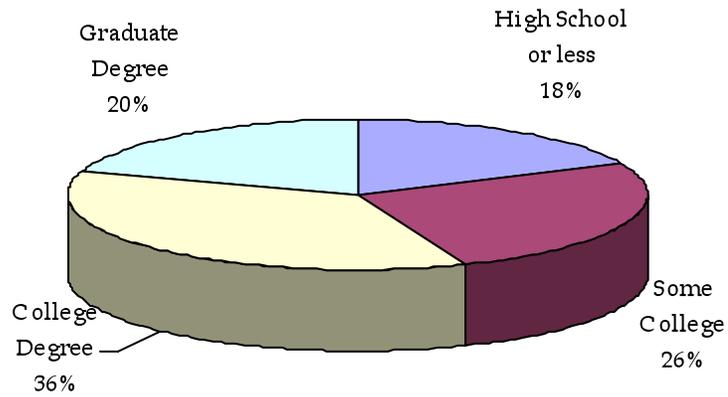
	%
White	77
Black	4
Asian	4
Native American	1
Something else	8
Mixed Race	5
DK/Ref	2
Latino	14
<i>Non-Latino</i>	86

## EDUCATION

Eighteen percent of Santa Monica residents in this survey had a high school education or less, 26% attended some college or trade school, 36% had earned an undergraduate degree and 20% had a graduate degree.

**Figure 18: Educational Attainment**

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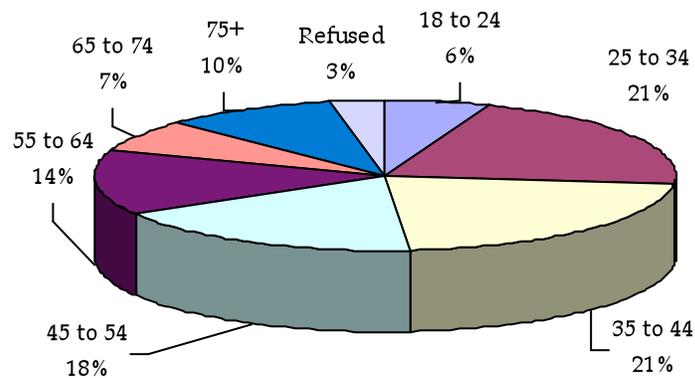


## AGE

Only 6% of respondents were under the age of 24. Twenty-one percent were between 25 and 34, and another 21% between 35 and 44. 45 to 54 year olds made up 18% of the respondents, 14% were 55 to 64 and 17% were 65 or older including 10% who were 75 or older.

**Figure 19: Respondent Age**

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Respondent ID# \_\_\_\_\_

Date \_\_\_\_\_

Time Started \_\_\_\_\_

Time Ended \_\_\_\_\_

Interview Length \_\_\_\_\_

GENDER

MALE ..... 49%  
FEMALE ..... 51

Hello, I'm \_\_\_\_\_ from G-S-V Research, a national public opinion research firm. We've been asked by the city of Santa Monica to conduct a survey of local residents about their satisfaction with city services and programs, and your telephone number was selected at random. We are not trying to sell you anything. All of your responses will be kept strictly confidential.

**LAND LINES ONLY READ**

According to the research procedure, may I speak to the person in the house who is 18 or older who had the most recent birthday? [IF RESPONDENT SAYS NO OR NOT NOW, ASK TO MAKE AN APPOINTMENT FOR LATER].

**[REPEAT INTRODUCTION IF RESPONDENT IS NOT PERSON WHO FIRST ANSWERED PHONE]**

**LAND LINE VOTERS SKIP TO Q.1**

**IF CELL PHONE SAMPLE ONLY ASK Q.A:**

A. This sounds like a cell phone. Are you in a place where you can safely talk on your cell phone?

Yes safe place (SKIP TO Q1) -----100%  
No not safe ----- TERMINATE  
No not cell phone (ASK Q.B) -----0  
**(DON'T READ) DK/NA ----- TERMINATE**

**IF RESPONDENT SAYS NOT IN SAFE PLACE, TELL THEM YOU WILL CALL BACK AND TRY TO REACH THEM WHEN THEY CAN TALK SAFELY. THEN THANK AND HANG UP**

**ASK Q.B ONLY IF NOT CELL PHONE (PUNCH 2) ON Q.A**

B. You said this was not a cell phone I reached you on. Did you forward your cell phone number to this phone, or was this not a cell phone number that I called you on?

Forwarded (ASK Q.1)----- 1  
Not cell phone ----- TERMINATE  
**(DON'T READ) Other ----- TERMINATE**  
**(DON'T READ) DK/NA ----- TERMINATE**

1. First, do you currently live in the city of Santa Monica, or do you live in Los Angeles or some other city?

In Santa Monica----- 1  
Other City ----- TERMINATE  
**(DON'T READ) DK/NA ----- TERMINATE**

2. How long have you lived in Santa Monica? (RECORD EXACT NUMBER OF YEARS, AND CODE IN RANGES: FOR EXAMPLE RECORD 2 YEARS AS 002 – CODE REFUSED AS 999) (RECORD AS 1 YEAR IF RESPONSE IS LESS THAN 1 YEAR)

0-4 YEARS-----	24%
5-9 YEARS-----	20
10-13 YEARS -----	11
14+ YEARS-----	44
<b>(DON'T READ) DK/NA-----</b>	<b>1</b>
<b>Mean -----</b>	<b>16 years</b>
<b>Median-----</b>	<b>11 years</b>

3. 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 of Santa Monica is doing to provide city services, or use a 5 if you are very satisfied. Or you can use any number in between.

	VERY DIS					VERY SAT		DK/NA	MEAN
	1	2	3	4	5	9			
To provide city services-----	9%	3%	20%	35%	32%	1%		3.79	

4. 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 SUPERVISORS CODE)

---



---

**(DON'T READ)**

Crime-----	6%*
Gangs-----	2
Taxes too high-----	1
Education-----	4
Lack of parking-----	9
Environmental concerns-----	5
Too much growth/development-----	13
Too many homeless/homeless causing problems-----	31
Not enough services for the homeless-----	1
Lack of affordable housing-----	3
Creating more jobs/improving the business climate/economy-----	11
Not enough parks/problems with parks-----	0
Traffic/congestion/can't get in or out of city at rush hours-----	32
Roads being torn up-----	3
Rent control-----	3
Not enough police-----	0
Overcrowding/population-----	4
Budget crisis – not enough funding for city services-----	4
Airport noise-----	1
Other-----	8
None-----	1
Not Sure/Refused-----	5

\*Total exceeds 100% as 2 responses were accepted

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

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

6. 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?" **(ROTATE)**

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

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

	VERY DIS					VERY SAT		DK NA	MEAN
	1	2	3	4	5	9			
[ ] a. In collecting trash and recycling from your home --	3%	4%	14%	29%	49%	1%		4.17	
[ ] b. In enforcing the city's noise laws -----	5	8	21	35	20	12		3.66	
[ ] c. In keeping traffic on city streets flowing smoothly -----	17	17	33	21	12	1		2.96	
[ ] d. In providing public library services -----	1	2	11	20	62	5		4.47	
[ ] e. With street and sidewalk maintenance-----	5	8	24	37	26	1		3.72	
[ ] f. In putting out and preventing fires-----	2	3	10	22	49	14		4.32	
[ ] g. In enforcing laws against aggressive begging or panhandling -----	12	17	29	19	13	10		3.04	
[ ] h. In providing emergency 9 1 1 services-----	1	2	11	23	39	24		4.29	
[ ] i. In removing graffiti -----	4	8	22	31	27	7		3.75	
[ ] j. In keeping city streets and alleys clean -----	5	10	27	29	28	1		3.65	
[ ] k. In providing cultural and arts opportunities -----	3	6	20	29	34	8		3.94	
[ ] l. In keeping street trees trimmed-----	3	6	15	34	40	2		4.04	
[ ] m. In enforcing laws against overnight camping in parks and doorways -----	10	10	28	20	15	17		3.25	
[ ] n. In helping the community be more environmentally responsible -----	4	5	22	31	32	5		3.85	
[ ] o. In providing services for youth -----	2	5	23	24	23	24		3.79	
[ ] p. In providing services for seniors -----	1	4	16	23	28	29		4.03	
[ ] q. In providing recreation and sports programs -----	2	4	22	27	32	14		3.97	

	VERY DIS				VERY SAT	DK NA	MEAN
[ ] r.							
In enforcing the city's building and zoning laws -----	8	7	26	21	16	24	3.39
[ ] s.							
In enforcing laws that keep public spaces clean and safe for everyone -----	4	5	27	35	27	2	3.78
[ ] t.							
In dealing with homeless people in Santa Monica -----	18	17	27	17	14	6	2.92
[ ] u.							
In reducing crime and protecting public safety -----	2	4	32	36	22	3	3.75

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

	LOW					TOP					DK NA	MEAN
	1	2	3	4	5	1	2	3	4	5	9	
[ ] a.												
Public libraries -----	5%	8%	24%	22%	40%	2%						3.87
[ ] b.												
Recreation and sports -----	7	15	31	20	25	2						3.41
[ ] c.												
Services for seniors, such as cultural programs and referrals to medical services -----	2	4	22	29	38	4						4.01
[ ] d.												
Tree trimming -----	13	22	34	15	16	1						2.98
[ ] e.												
Homeless services -----	7	6	21	23	39	3						3.84
[ ] f.												
Services for youth, such as child care for pre-school kids and assistance for at-risk teens -----	2	6	23	26	41	3						4.01
[ ] g.												
Emergency preparedness -----	2	4	18	23	49	4						4.19
[ ] h.												
Traffic reduction -----	6	8	19	19	46	1						3.92
[ ] i.												
Environmental programs -----	6	9	29	22	32	3						3.68
[ ] j.												
Street and sidewalk maintenance -----	7	11	32	27	23	1						3.50
[ ] k.												
Funding to support nonprofit organizations in Santa Monica -----	9	16	33	17	18	7						3.21

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

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

	LOW					TOP					DK NA	MEAN
	1	2	3	4	5	1	2	3	4	5	9	
[ ] a.												
Reducing traffic congestion -----	4%	6%	16%	18%	54%	2%						4.14
[ ] b.												
Protecting neighborhoods -----	2	3	13	21	59	2						4.34
[ ] c.												
Encouraging more local services within walking distance of neighborhoods, such as dry cleaners or small food stores -----	8	11	24	19	37	2						3.68
[ ] d.												
Encouraging more alternatives to driving, such as bike paths, neighborhood shuttle buses, wider sidewalks for pedestrians, or the Expo light rail line -----	4	6	18	19	50	2						4.06
[ ] e.												
Having more affordable housing in Santa Monica -----	8	6	17	19	48	2						3.94
[ ] f.												
Having ongoing public involvement in planning for the future of Santa Monica -----	4	5	21	24	43	3						4.00

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

Yes (ASK Q.11)----- 29%  
No (SKIP TO Q.13) ----- 71  
(DON'T READ) DK/NA (SKIP TO Q.13)---0

**ASK Q.11 IF YES ON Q.10 (N = 123)**

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

Yes (ASK Q.12)----- 38%  
No (SKIP TO Q.13) ----- 62  
(DON'T READ) DK/NA (SKIP TO Q.13)---0

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

**IF YES ON Q.11 ASK: (N = 47)**

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

	VERY DIS					VERY SAT		DK NA	MEAN
	1	2	3	4	5		9		
[ ] a. In working with local residents to help prevent crime -----	3%	0%	11%	14%	62%		10%	4.46	
[ ] b. In being responsive to your local neighborhood issues or concerns -----	3	1	6	29	52		10	4.42	
[ ] c. In being accessible to you by phone or e-mail -----	3	1	7	22	59		8	4.47	

**ASK EVERYONE**

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

Yes (ASK Q.14)----- 10%  
No (SKIP TO Q.15)----- 90  
(DON'T READ) DK/NA (SKIP TO Q.15)-----0

**IF YES ON Q.13, ASK Q.14 (N = 44)**

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

	VERY DIS					VERY SAT		DK NA	MEAN
	1	2	3	4	5		9		
Police emergency response time -----	9%	4%	12%	13%	58%		5%	4.13	

**ASK EVERYONE**

15. In 2008, did you or did anyone in your household call 9-1-1 for paramedics or for emergency medical assistance in Santa Monica?

Yes (ASK Q.16)----- 11%  
No (SKIP TO Q.17 IF YES ON Q.13, OTHERWISE SKIP TO Q.18) ----- 89  
(DON'T READ) DK/NA (SKIP TO Q.17 IF YES ON Q.13, OTHERWISE SKIP TO Q.18) ---0

**IF YES ON Q.15 ASK Q.16 (N = 49)**

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

	VERY DIS					VERY SAT		DK NA	MEAN
	1	2	3	4	5			9	
Paramedics emergency response time -----	4%	1%	5%	10%	75%			5%	4.56

**ASK IF Q17 IF YES ON Q.13 OR Q.15 ONLY, OTHERWISE SKIP TO Q.18 (N = 72)**

17. Now, please tell me if you had any of the following problems with any of your 9-1-1 emergency calls in 2008, either to the Santa Monica Police Department, the Santa Monica Fire Department, or the paramedics in Santa Monica. You can answer yes or no to each one. **(ROTATE)**

	YES	NO	DK/NA
[ ] a. A delay getting through or being put on hold when using a cell phone -----	26%	64%	10%
[ ] b. A delay on getting through or being put on hold when using a land line -----	20	73	7
[ ] c. A delay due to being transferred between different responder agencies -----	18	74	8
[ ] d. Difficulty in getting the responder to understand the problem you were calling about -----	16	79	5

**ASK EVERYONE**

18. In 2008 did you contact a Santa Monica city department for any reason other than an emergency?

Yes <b>(ASK Q.19)</b> -----	32%
No <b>(SKIP TO Q.210)</b> -----	68
<b>(DON'T READ) DK/NA (SKIP TO Q.20)</b> ---	0

**IF YES ON Q.18 ASK Q.19, OTHERWISE SKIP TO Q.20 (N = 136)**

19. Please rate your satisfaction with the Santa Monica city staff you dealt with in 2008 in each of the following areas. Again, use a 1 if you were very DISsatisfied, use a 5 if you were very satisfied, or use any number in between. **(ROTATE)**

	VERY DIS					VERY SAT		DK NA	MEAN
	1	2	3	4	5			9	
[ ] a. with how courteous they were-----	5%	5%	8%	22%	58%			3%	4.28
[ ] b. with how responsive they were to your needs -----	9	7	12	22	49			3	3.96
[ ] c. with how knowledgeable they were -----	5	6	11	23	52			3	4.16

Project 2901

20. Now let me ask you about local parks. First, how many times would you say that you visited a park here in Santa Monica in 2008? **(RECORD EXACT AMOUNT AND CODE RANGE BELOW – USE 000 FOR NEVER, AND 999 FOR DK/NA)**

Never (0) -----	12%
1-2 -----	12
3-5 -----	17
6-12 -----	18
13-24 -----	8
25-100 -----	22
100+ -----	10
Not Sure -----	2
<b>Mean -----</b>	<b>41</b>
<b>Median -----</b>	<b>10</b>

**IF RESPONSE TO Q.20 > 0 ASK Q.21, OTHERWISE SKIP TO Q.22 (N = 380)**

21. Please rate your satisfaction with your overall experience in 2008 with Santa Monica's parks. Again, use a 1 if you were very DISsatisfied, use a 5 if you were very satisfied, or use any number in between. **(ROTATE)**

	VERY DIS				VERY SAT		DK NA	MEAN
	1	2	3	4	5		9	
Parks-----	2%	2%	9%	31%	54%		2%	4.36

**ASK EVERYONE**

22. Please tell me if each of the following words or phrases is a very accurate, somewhat accurate, somewhat inaccurate, or very inaccurate description of Santa Monica's parks. **(ROTATE)**

	VERY ACC	S.W. ACC	S.W. INACC	VERY INACC	DK NA
[ ] a. Safe for families and children -----	58%	28%	5%	5%	5%
[ ] b. Clean -----	60	28	6	4	3
[ ] c. Well-maintained-----	64	25	4	4	4
[ ] d. Convenient to your home-----	68	20	4	5	3

23. Please rate your satisfaction with your overall experience in 2008 with Santa Monica's beach. Again, use a 1 if you were very DISsatisfied, use a 5 if you were very satisfied, or use any number in between. If you did not visit the beach in 2008, just say so. **(ROTATE) (DO NOT ACCEPT RATING IF DID NOT VISIT BEACH IN 2008)**

	VERY DIS				VERY SAT		DID NOT VISIT	DK/NA	MEAN
	1	2	3	4	5	8	9		
Beach-----	3%	4%	17%	20%	41%	11%	5%	4.07	

24. In 2008, did you attend any arts or cultural activities specifically in Santa Monica?

Activities in Santa Monica -----	<u>YES</u> 52%	<u>NO</u> 47%	<u>DK/NA</u> 1%
----------------------------------	----------------	---------------	-----------------

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

Yes -----	71%
No -----	26
<b>(DON'T READ) DK/NA -----</b>	<b>3</b>

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

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

	VERY DIS	1	2	3	4	5	VERY SAT	DK NA	MEAN
Communications -----	6%	7%	27%	26%	31%	3%			3.71

27. What information source or sources do you use the most to find out about City news, information, and programs? **(DON'T READ LIST, RECORD FIRST THREE RESPONSES)**

**(DON'T READ)**

Seascape newsletter -----	27%*
Special postcard mailings -----	8
Street banners -----	5
The City's web site -----	27
City Council Meetings (in person) -----	3
City TV (cable channel 16) -----	13
Los Angeles Times newspaper -----	9
Argonaut -----	3
Santa Monica Mirror -----	17
Lookout or Surf Santa Monica (online newspaper) -----	3
City Hall on Call (24 hour telephone system) -----	1
Friends/family/neighbors -----	10
Santa Monica Daily Press -----	14
Radio (KCRW) -----	5
Observer -----	1
Santa Monica Arts Palette -----	1
None -----	2
Other: _____	2
<b>(DON'T READ) DK/NA -----</b>	<b>2</b>

*Total exceeds 100% as 3 responses were accepted*

28. The city may create a system to communicate information to residents of Santa Monica in the event of an emergency. If the city were able to do this, which of the following would be the best way for the city to get information to you in the event of an emergency? **(READ ALL BEFORE RECORDING)**

By calling your telephone -----	60%
By sending you a text message on your telephone -----	17
By sending you an email -----	17
<b>(DON'T READ) Other -----</b>	<b>2</b>
<b>(DON'T READ) None – not interested -----</b>	<b>3</b>
<b>(DON'T READ) DK/NA -----</b>	<b>1</b>

29. In 2008, did you ride the Big Blue Bus, the bus line here in Santa Monica?

Yes -----	50%
No -----	50
<b>(DON'T READ) DK/NA -----</b>	<b>0</b>

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

Yes (ASK Q.31)----- 44%  
No (SKIP TO Q.32) ----- 56  
(DON'T READ) DK/NA (SKIP TO Q.32)--- 0

**IF YES ON Q.30 ASK: (N = 189)**

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

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

**ASK EVERYONE**

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

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

**NOW FOR A FEW BACKGROUND QUESTIONS.**

33. What is your zip code?

90401 (SKIP TO Q.37)-----8%  
90402 (SKIP TO Q.37)----- 15  
90403 (ASK Q.34)----- 25  
90404 (SKIP TO Q.35)----- 24  
90405 (SKIP TO Q.36)----- 25  
Other (SKIP TO Q.37)----- 1  
Not Sure (SKIP TO Q.37) -----2

**ASK Q.34 IF ZIP 90403 (N = 107)**

34. Do you live east or west of 21st Street?

East (Northeast)----- 24%  
West (Wilshire/Montana)----- 68  
(DON'T READ) DK/NA -----8

**ASK Q.35 IF ZIP 90404 (N = 102)**

35. Do you live north or south of Colorado Avenue? North of Colorado would be towards Wilshire Boulevard, and South of Colorado would be towards the 10 freeway and the Airport.

North (Mid-City) ----- 50%  
South (Pico)----- 47  
(DON'T READ) DK/NA -----3

**ASK Q.36 IF ZIP 90405 (N = 107)**

36. Do you live east or west of Lincoln Boulevard?

East (Sunset Park) -----	46%
West (Ocean Park) -----	48
<b>(DON'T READ)</b> DK/NA -----	6

**ASK EVERYONE**

37. Do you live in a single family home, an apartment, a condominium, or a townhouse?

Single family -----	39%
Apartment -----	44
Condo -----	10
Townhouse -----	4
OTHER -----	2
<b>(DON'T READ)</b> DK/NA -----	0

38. Do you own or rent your residence?

Own -----	42%
Rent -----	58
<b>(DON'T READ)</b> DK/NA -----	0

39. How many individuals age 17 or younger live in your household?

None -----	68%
One -----	15
Two -----	11
Three -----	5
Four -----	0
Five or more -----	0
<b>(DON'T READ)</b> DK/NA -----	0

40. Do you consider yourself to be Hispanic or Latino or are you of Hispanic or Latino descent?

Yes -----	14%
No -----	86
<b>(DON'T READ)</b> DK/NA -----	0

41. Is your race White, Black or African-American, Asian, Native American, or something else?

White -----	77%
Black -----	4
Asian -----	4
Native American -----	1
Something else -----	8
<b>(DON'T READ)</b> Mixed/combined -----	5
<b>(DON'T READ)</b> REFUSED/DK -----	2

42. What was the last level of school you completed?  
(IF COLLEGE GRAD, CLARIFY IF 2 YEAR ASSOCIATE OR 4 YEAR BACHELOR DEGREE)

LESS THAN GRADE 12 -----	4%
HIGH SCHOOL GRADUATE -----	14
SOME COLLEGE, NO DEGREE -----	16
ASSOCIATE DEGREE -----	9
BACHELOR'S DEGREE/COLLEGE GRAD -----	36
POST GRADUATE DEGREE/ PROFESSIONAL DEGREE -----	20
REFUSED -----	0

43. What is your age, please? **(RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)**

AGE: \_\_\_\_\_

(IF RESPONDENT DECLINES TO STATE AGE, WRITE "999" IN BLANKS ABOVE AND THEN ASK:)

Which of the following categories includes your age? **(READ LIST.)**

- 18-24-----6%
- 25-34----- 21
- 35-44----- 22
- 45-54----- 18
- 55-64----- 14
- 65-74----- 7
- 75 or older ----- 10
- (DON'T READ) REFUSED-----3**

That's all the questions I have. Thank you very much for participating in the survey.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
My supervisor may be calling you to confirm that this interview took place. May I have your first name and telephone number so she can call and ask for you?

\_\_\_\_\_  
Name Telephone #

**CALCULATE AND RECORD INTERVIEW LENGTH. RECORD GENDER ON THE FIRST PAGE.**

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

\_\_\_\_\_  
Interviewer's Signature Date

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

Land line ----- 85%  
Cell ----- 15

Date \_\_\_\_\_

Interviewer \_\_\_\_\_ Rep.# \_\_\_\_\_

Verified by \_\_\_\_\_ Page # \_\_\_\_\_

Sample zip code: \_\_\_\_\_

Main sample -----93%  
90404 oversample -----7