

City of Napa Community Climate Survey 2022 Results Presentation

December 2022



**Opinion Research on
Elections and Public Policy**



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City of Napa – Community Climate Survey 2022

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) and Online (email and text to web)
Language	English and Spanish
Length	12 minutes (online) 15 minutes (phone)
Target Respondents	City of Napa voters
Survey Fielding	December 1 to December 6, 2022
Survey Participants	300
Margin of Error	+/-5.8%

Sample

The sample was secured through voter files originally compiled by the Napa County Registrar of Voters and then enhanced with consumer data. We called, emailed and texted residents. We matched the demographics of City of Napa voters.

Data Collection Explained

Interviews were conducted by phone (33%) and online (67%) modes. Phone interviews were conducted via landline (32%) or mobile (68%). Online participants were invited by email (50%) and text message (50%).

Respondents in all modes chose their preferred language, English (91%) and Spanish (9%).

The online survey was accessible by computer, tablet, and smart phone.

Security measures precluded individuals from completing the survey more than once.

Probolsky Research in a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

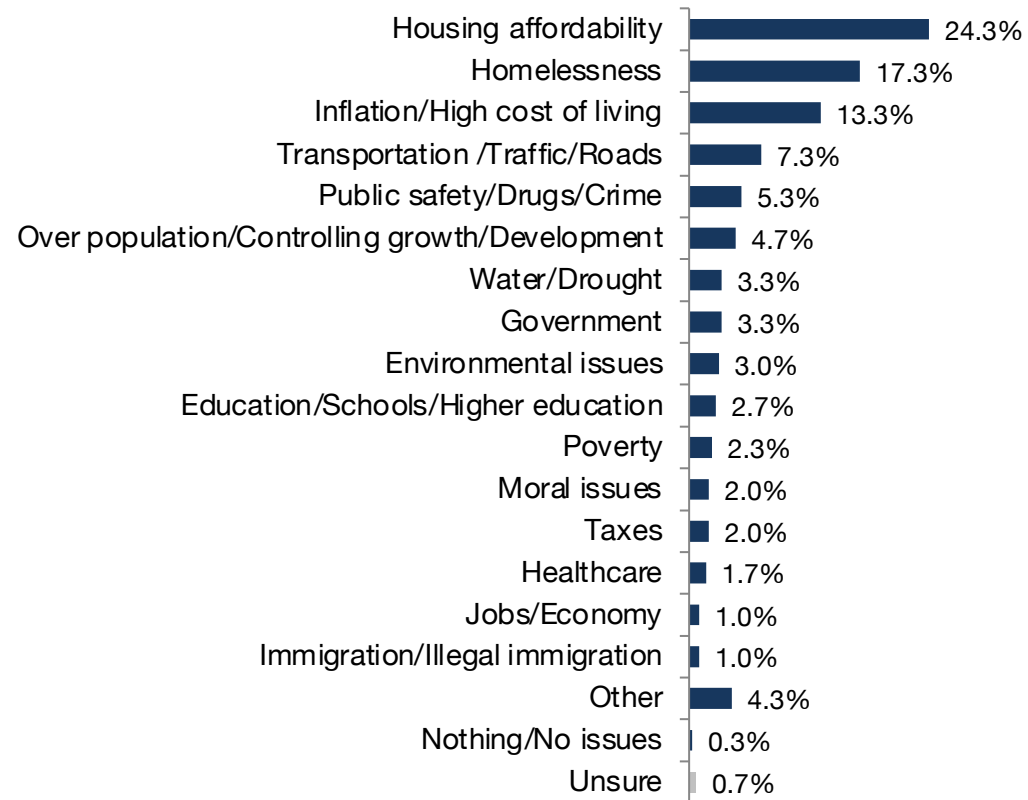
**Due to rounding, totals shown on charts may not add up to 100%*



Top Issue

Top issue facing the community today is housing affordability

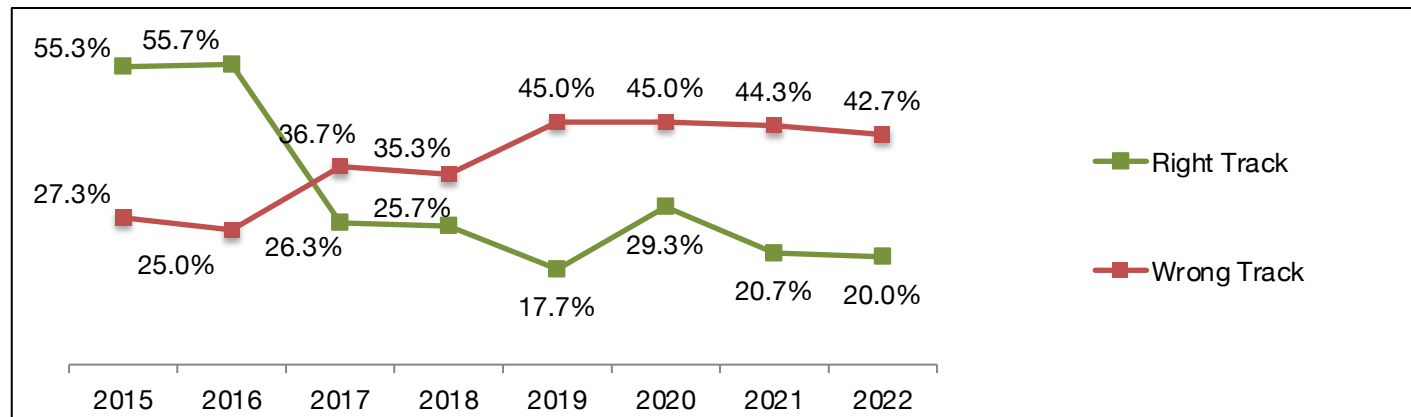
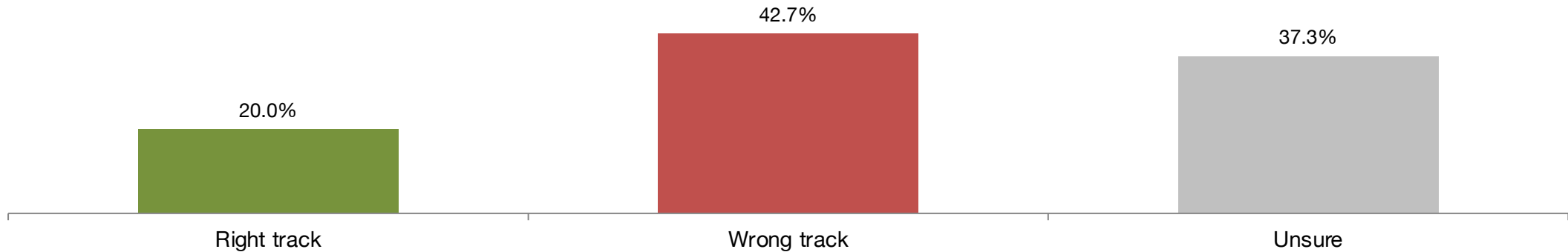
Question 1: What is the most important issue facing your community today?
[OPEN-ENDED RESPONSE]



Right Track/Wrong Track

43% say the City of Napa is on the wrong track

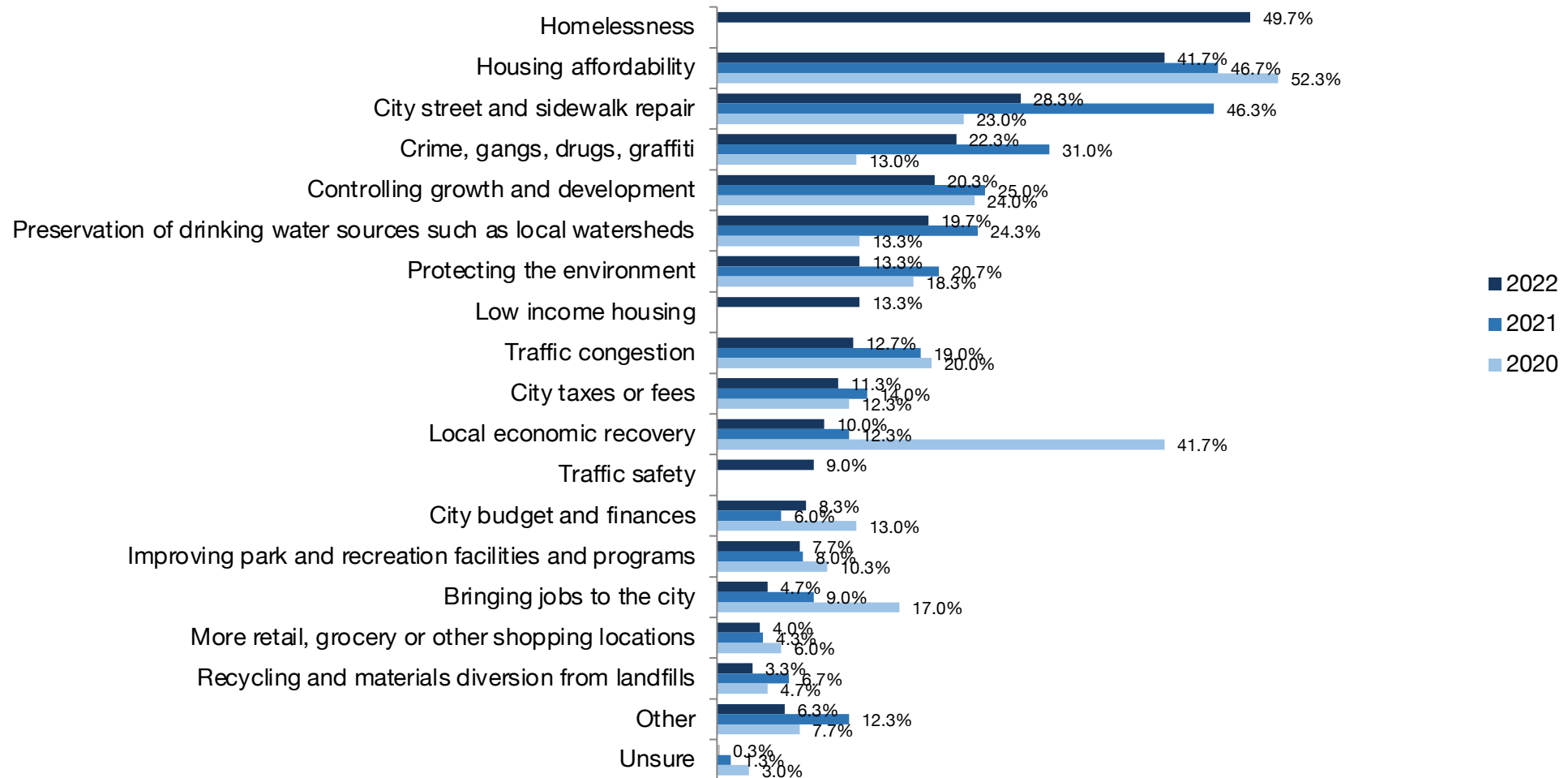
Question 2: Do you think that the City of Napa is on the right track or on the wrong track?



Top Priorities for Mayor and City Council

Homeless, affordable housing, and street/sidewalk repair should be the top issues of the Mayor and City Council

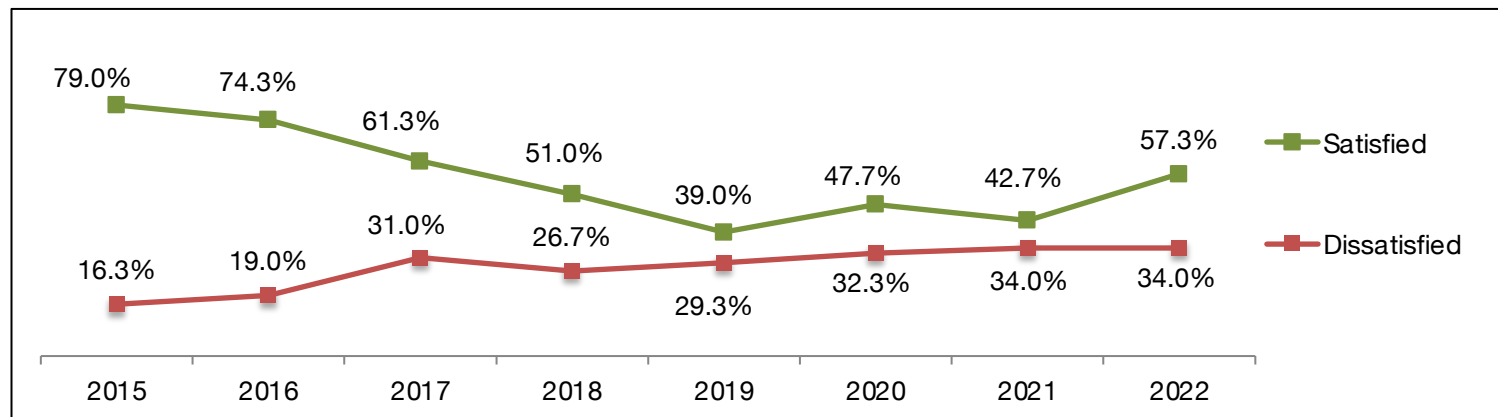
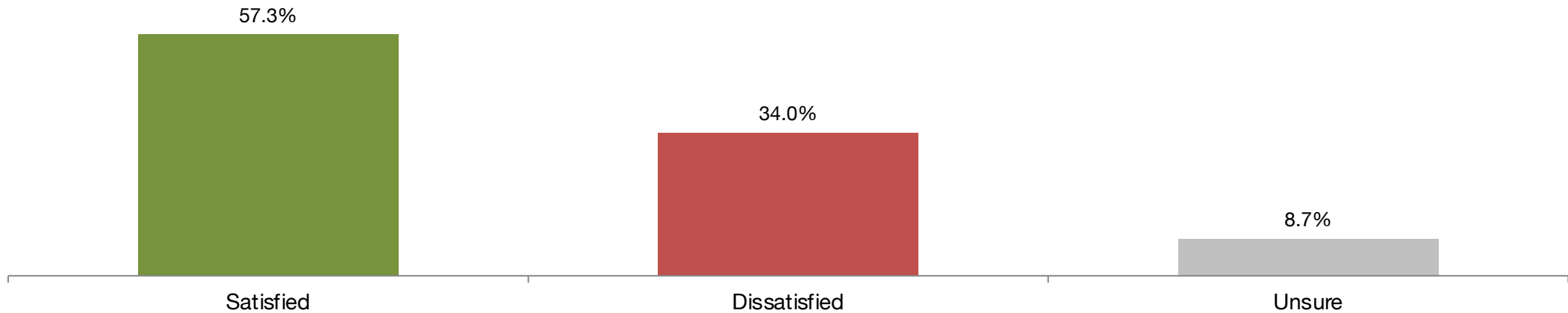
Question 5: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council? Choose three.



Satisfaction with City services

57% are satisfied with the job the City is doing to provide City services

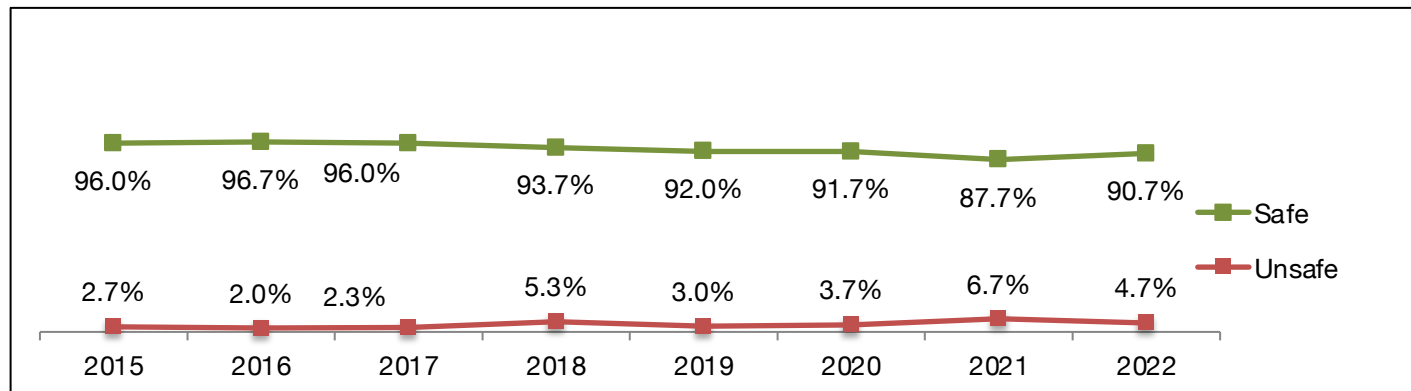
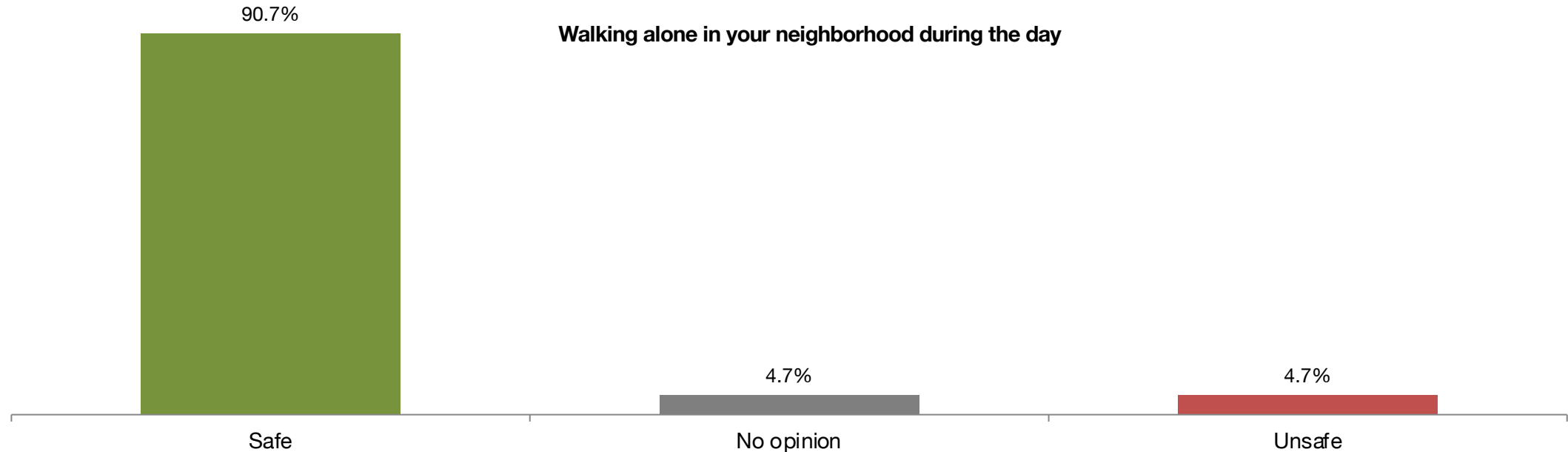
Question 6: In general, are you satisfied or dissatisfied with the job the City is doing to provide City services?



Public Safety

91% feel safe when they are walking alone in their neighborhood during the day

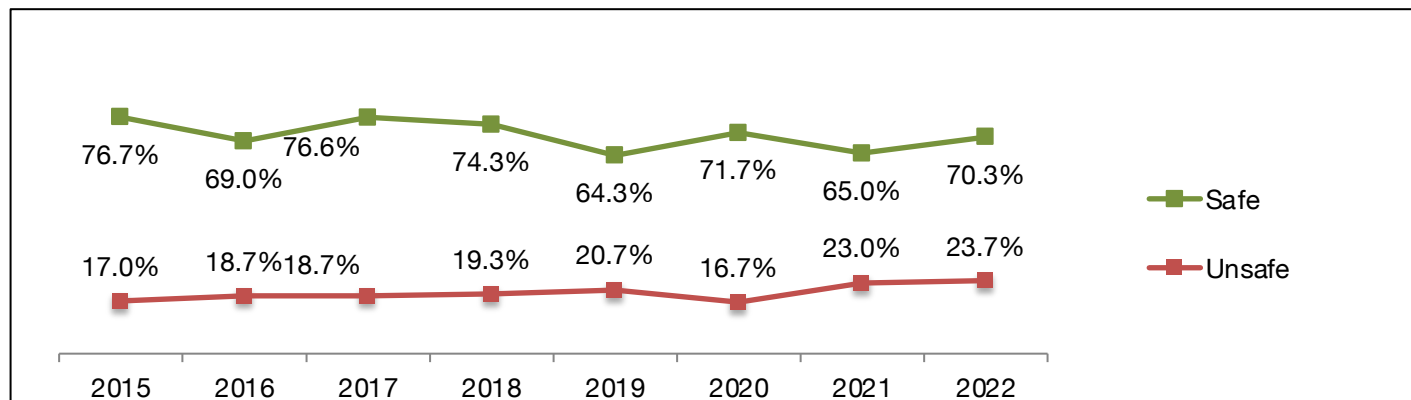
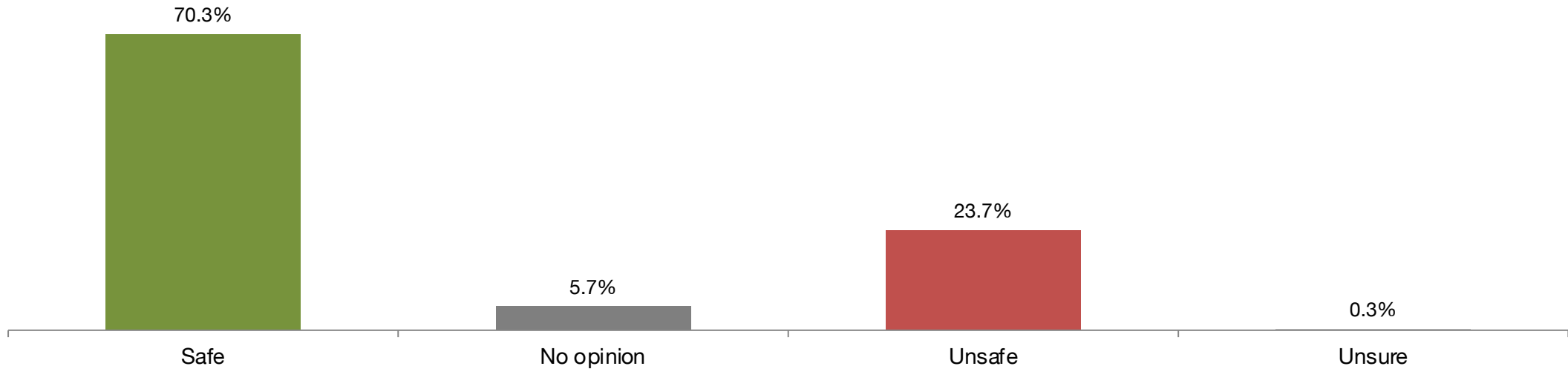
Question 8: Now, I'm going to ask a few questions about personal safety in the City of Napa. When you are walking alone in your neighborhood during the day, would you say that you feel safe or unsafe? If you don't have an opinion, just say so.



70% feel safe when they are walking alone in their neighborhood after dark

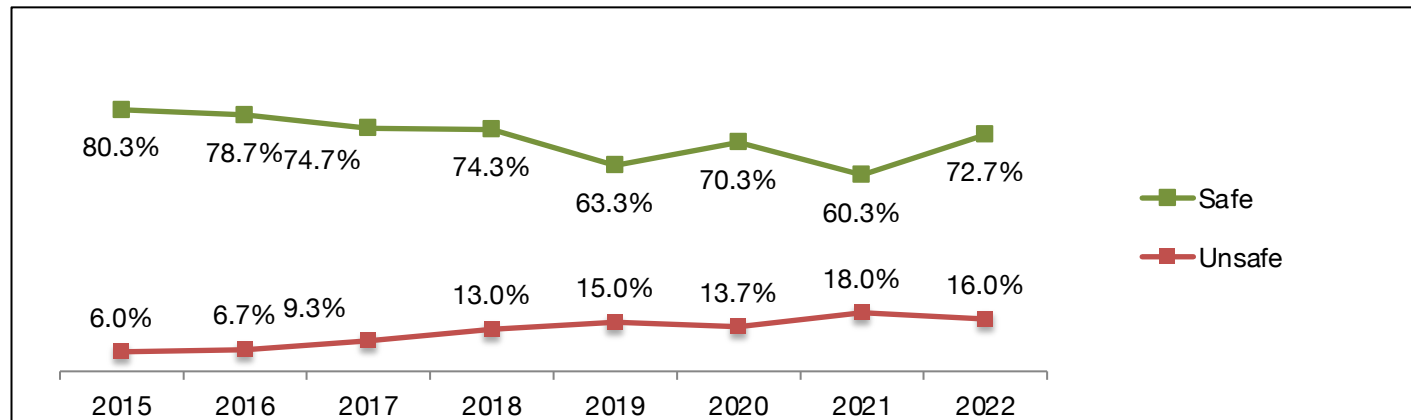
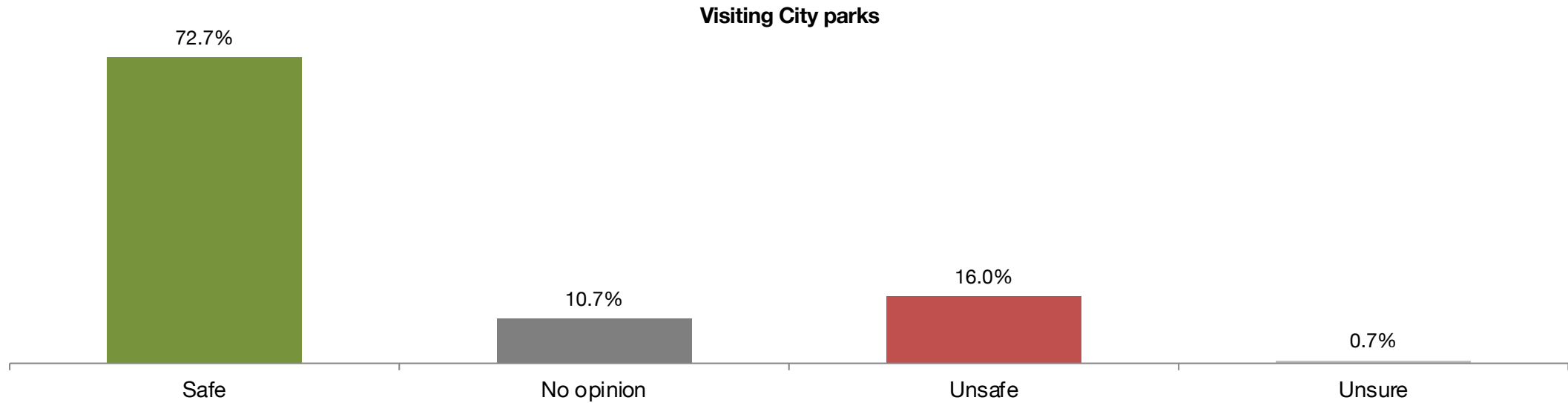
Question 9: Now, I'm going to ask a few questions about personal safety in the City of Napa. When you are walking alone in your neighborhood after dark, would you say that you feel safe or unsafe? If you don't have an opinion, just say so.

Walking alone in your neighborhood after dark



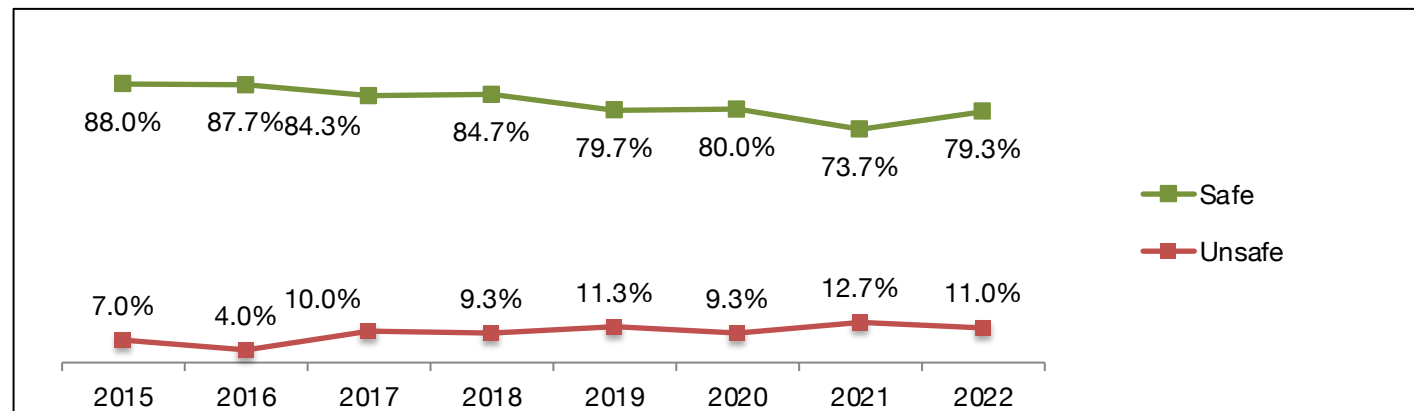
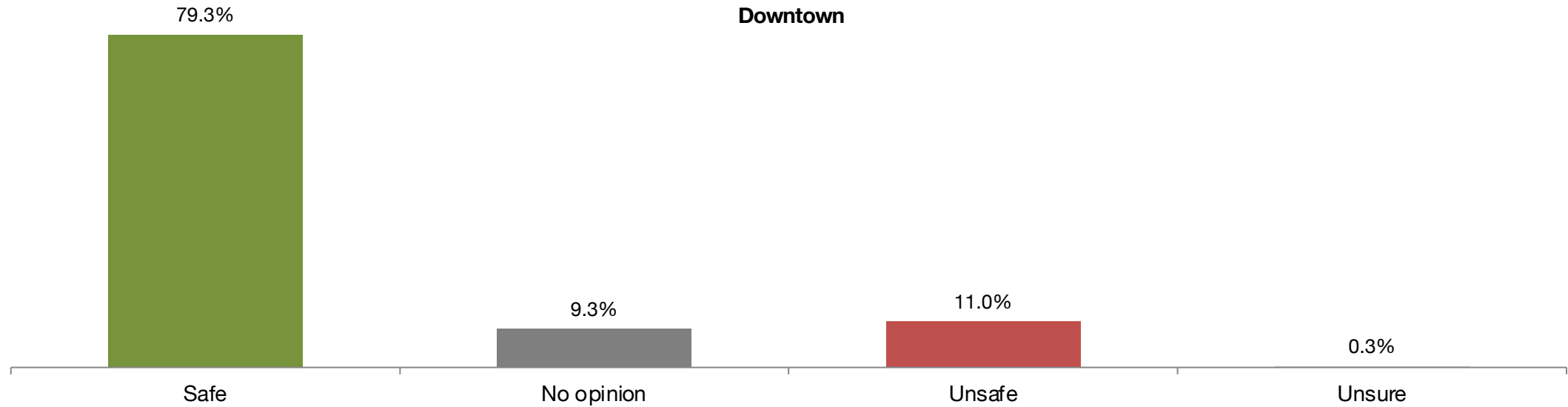
73% feel safe when visiting city parks

Question 10: Now, I'm going to ask a few questions about personal safety in the City of Napa. When you are visiting City parks, would you say that you feel safe or unsafe? If you don't have an opinion, just say so.



79% feel safe when they are downtown

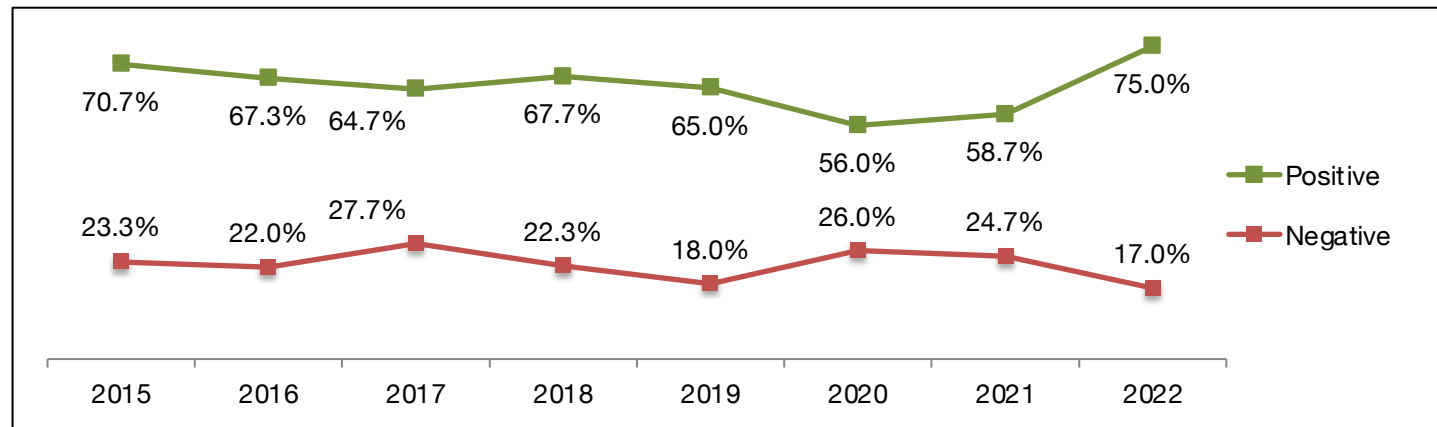
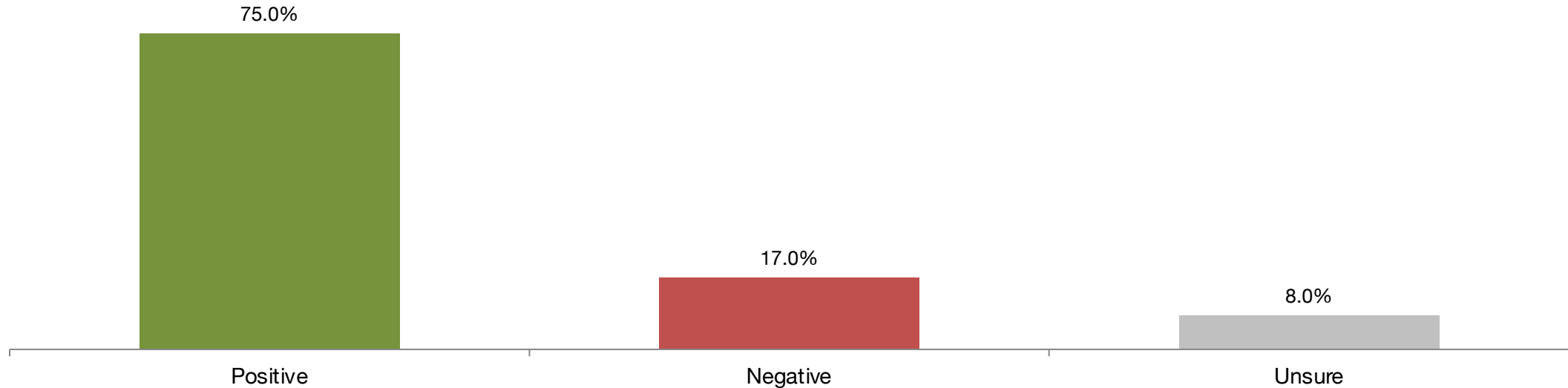
Question 11: Now, I'm going to ask a few questions about personal safety in the City of Napa. When you are downtown, would you say that you feel safe or unsafe? If you don't have an opinion, just say so.



Perception of Enhancements

75% say the recent enhancements to attract tourism are positive for the City

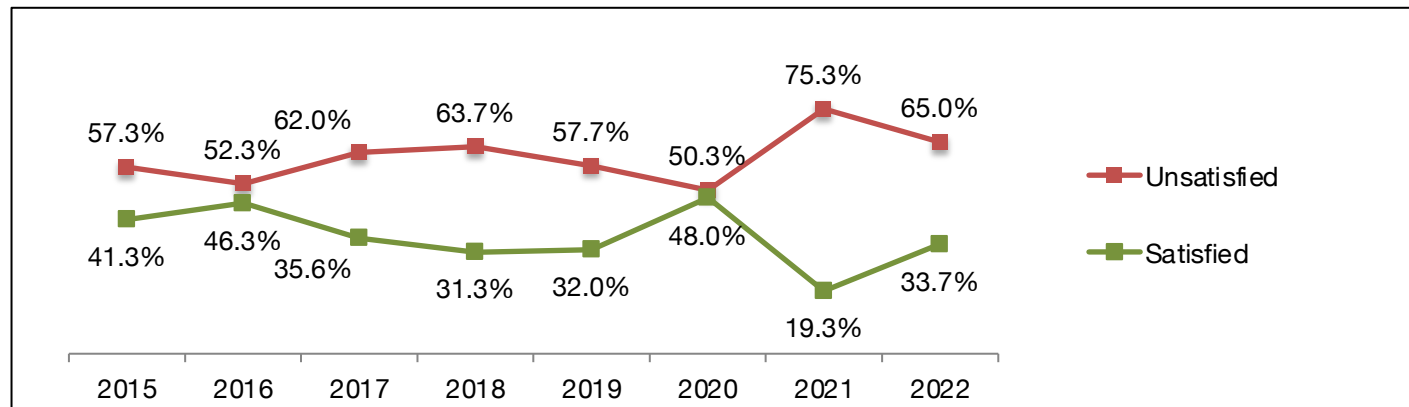
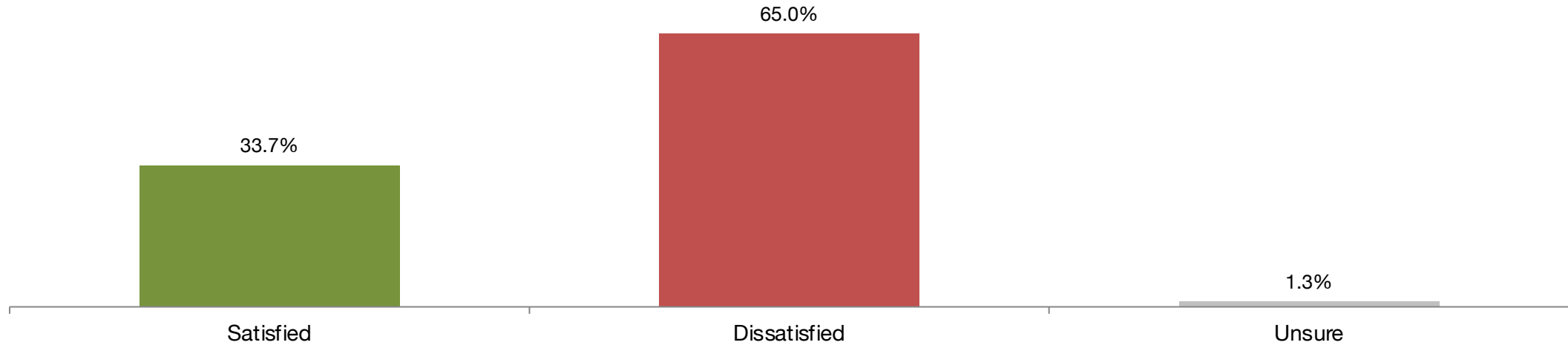
Question 12: Thinking about Downtown Napa, would you say that recent enhancements to attract tourism are positive for the City or negative for the City?



Streets, Sidewalks, Parks and Recreation

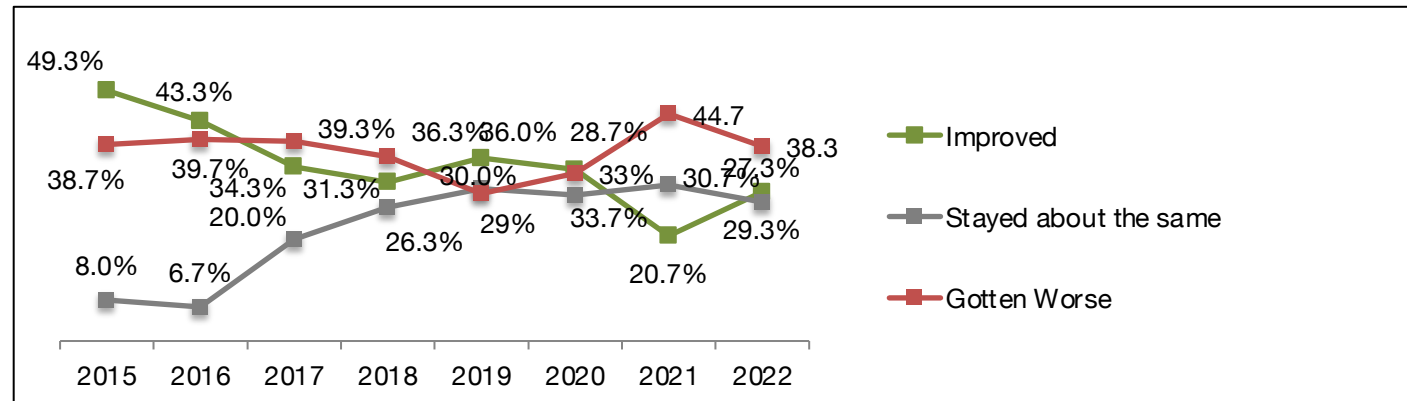
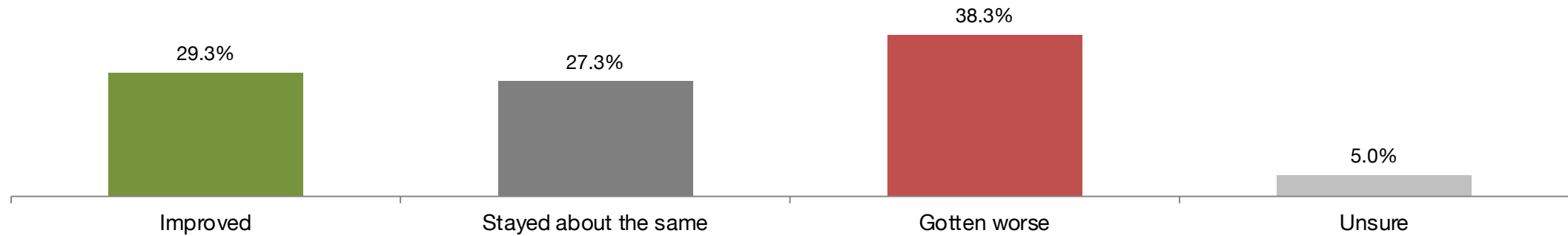
65% are unsatisfied with the quality of local streets and sidewalks in the City

Question 14: Thinking about the quality of local streets and sidewalks in the City of Napa, would you say that you are satisfied or dissatisfied?



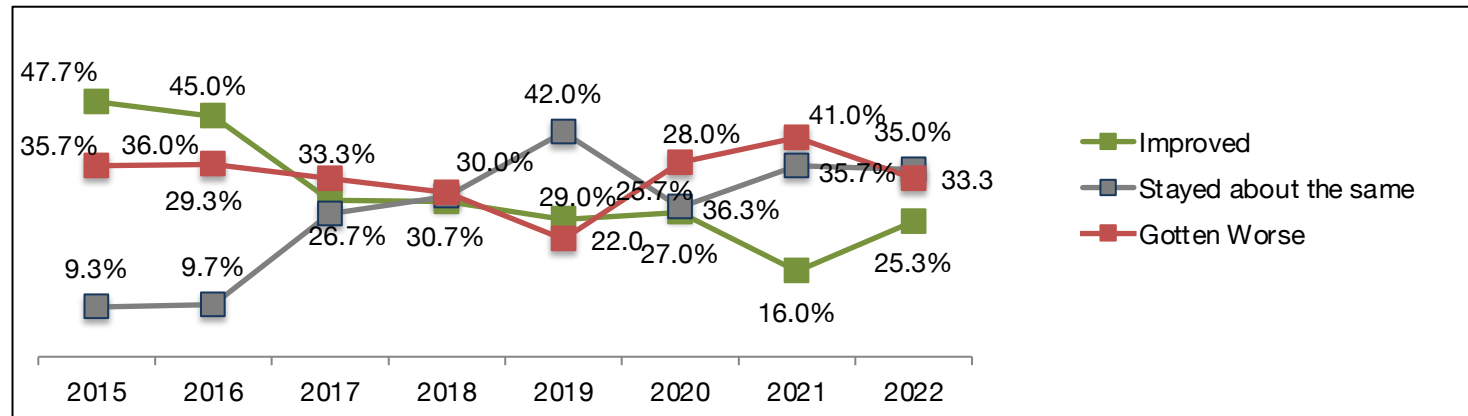
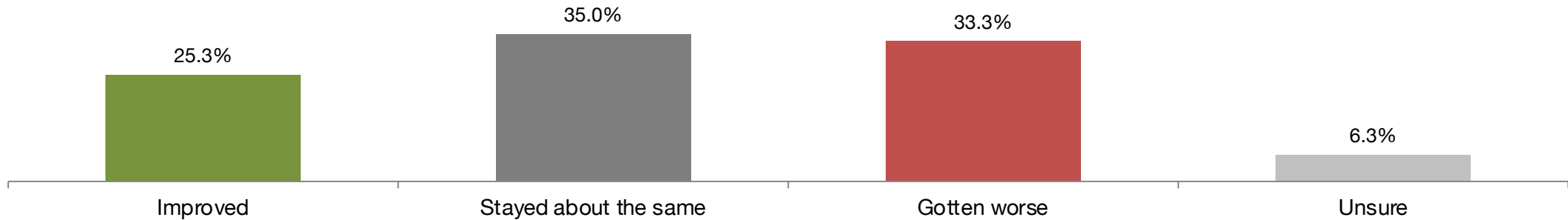
38% say quality of local streets in the City have gotten worse, but trend shows improvement

Question 15: Would you say the quality of local streets in the City of Napa has improved or gotten worse over the past several years?



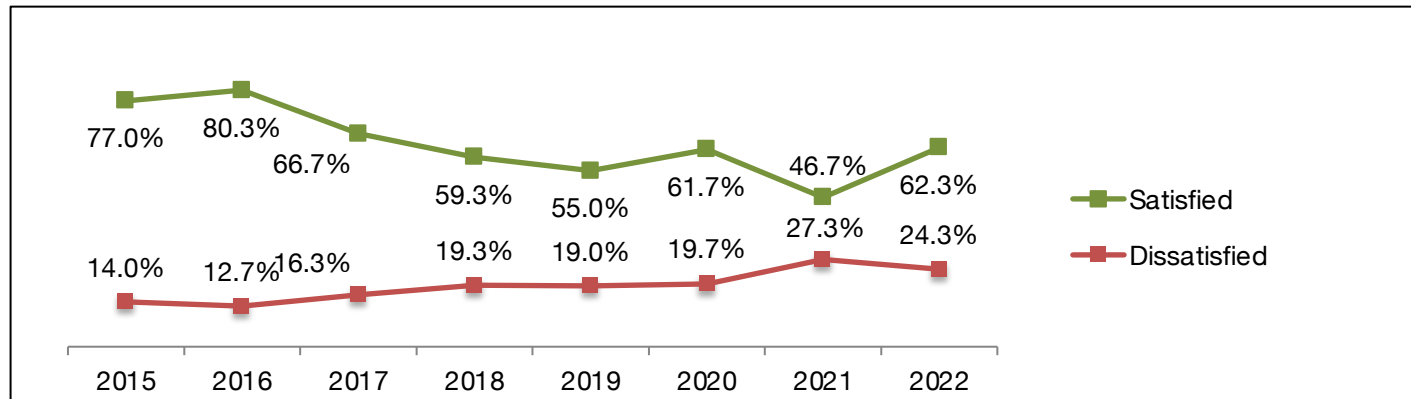
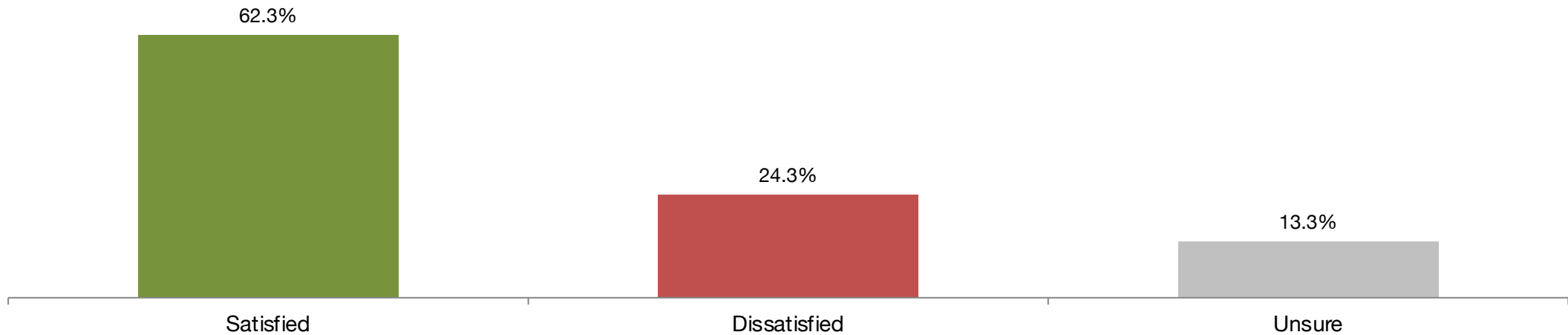
33% say the quality of local sidewalks in Napa have gotten worse, but trend shows improvement

Question 16: Would you say the quality of local sidewalks in the City of Napa has improved or gotten worse over the past several years?



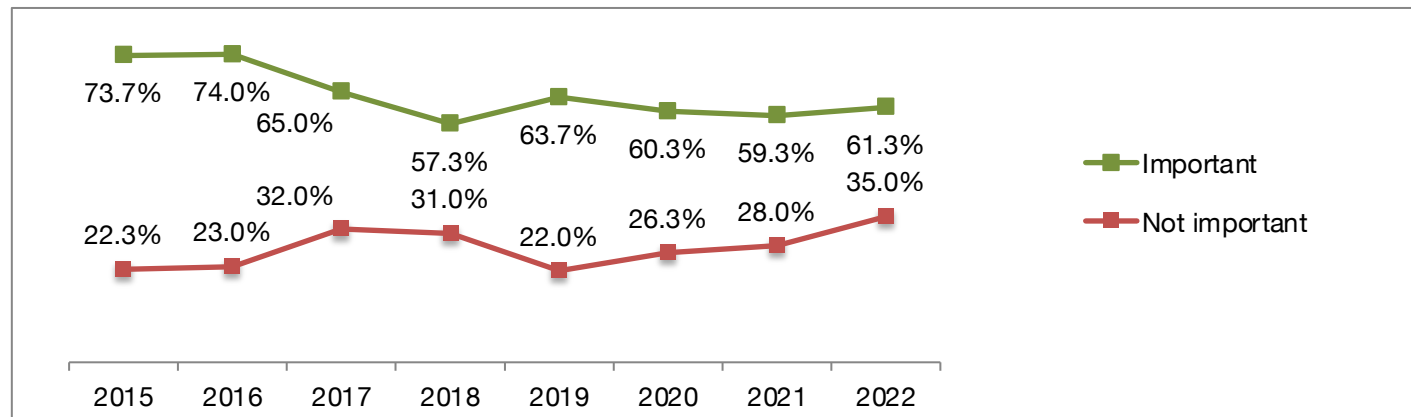
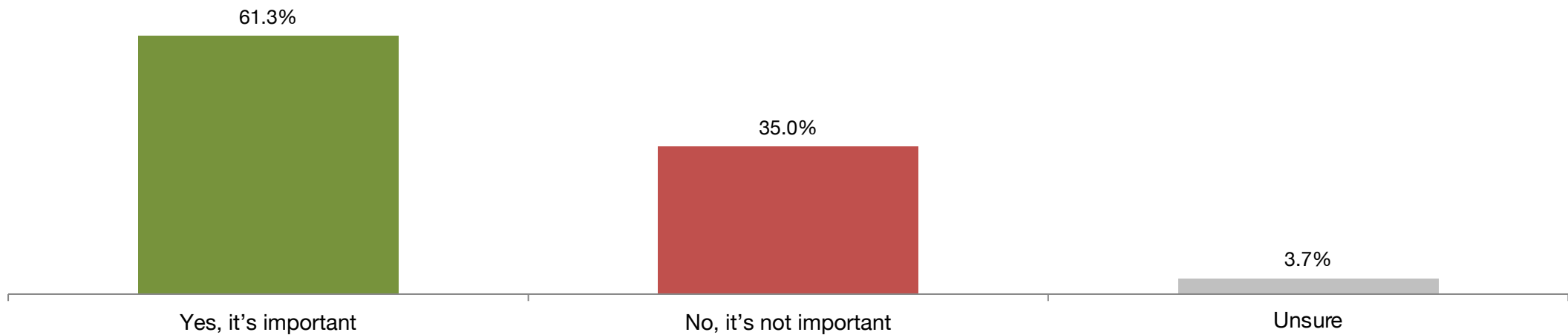
62% are satisfied with the quality and condition of the City's park and recreation facilities

Question 17: Thinking about the quality and condition of the City's parks and recreation facilities, would you say that you are satisfied or dissatisfied?



61% say yes, it's important that the City builds new parks and recreation facilities

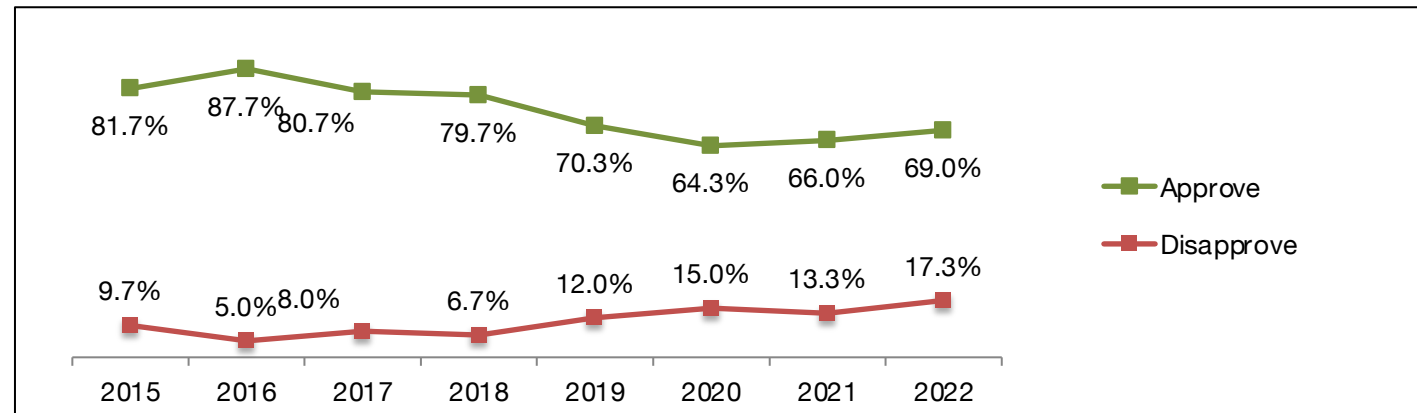
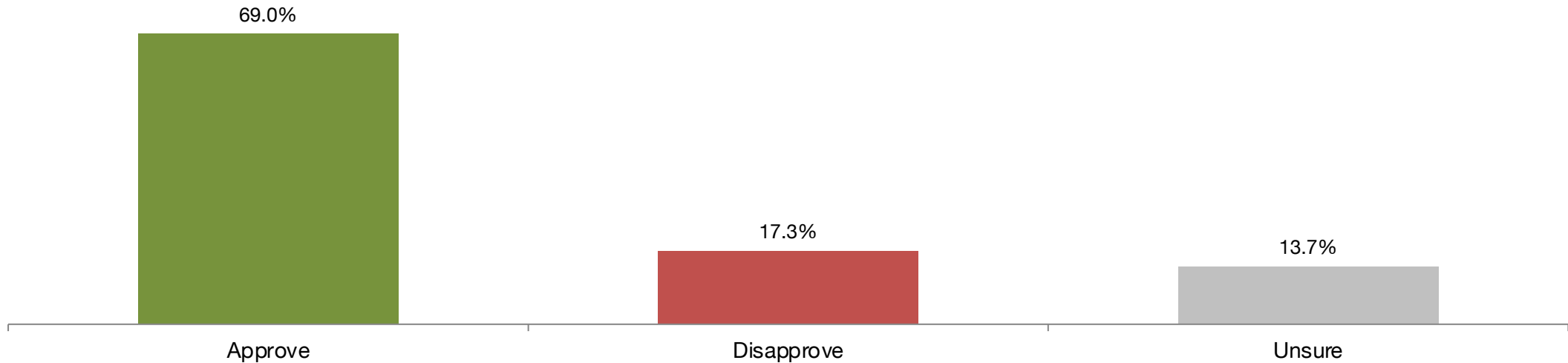
Question 19: Is it important to you that the City of Napa builds new parks and recreation facilities?



Police Department approval

69% approve of the job the Napa Police Department is doing

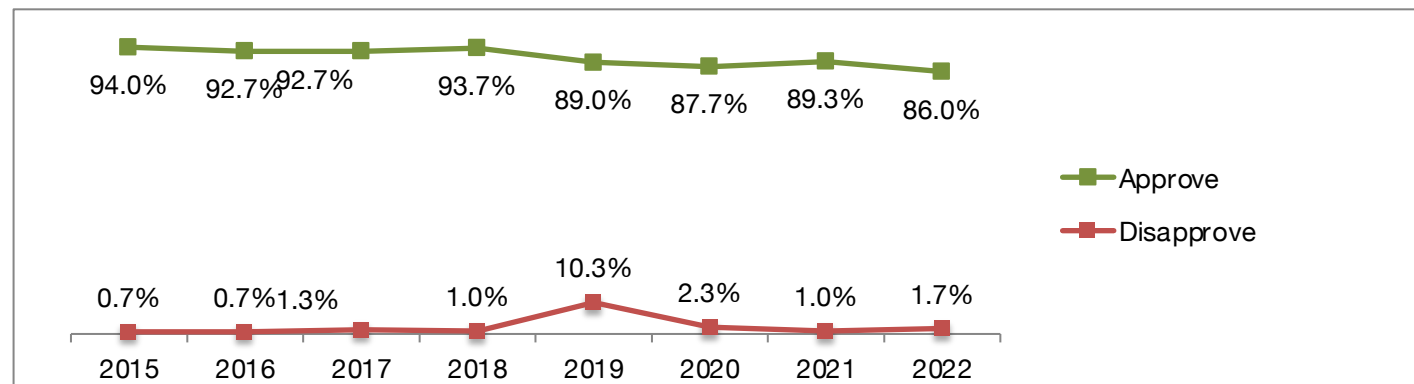
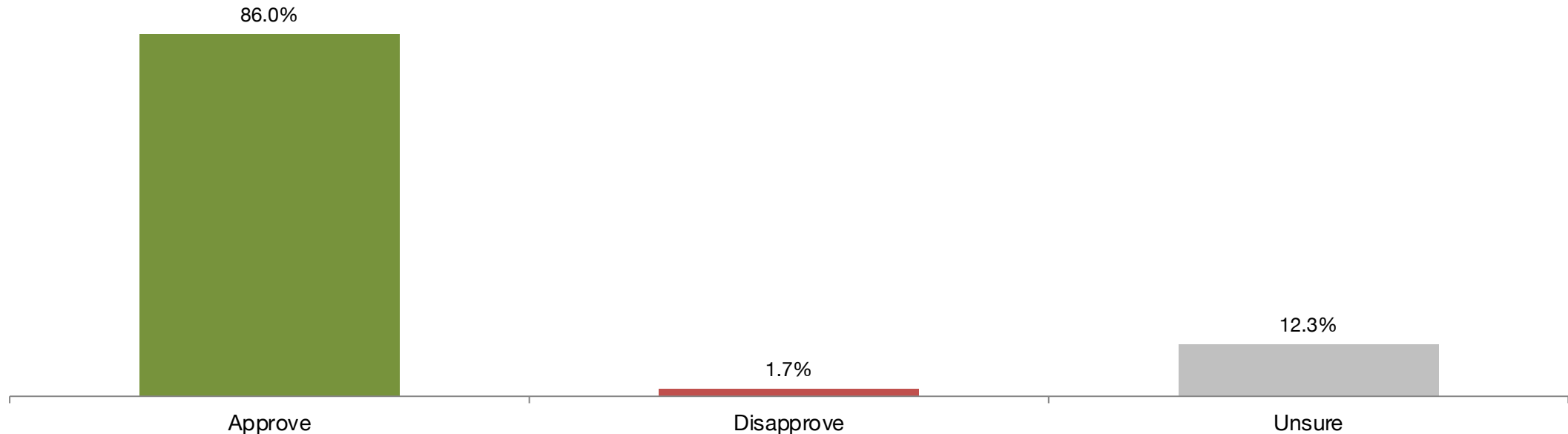
Question 20: Do you approve or disapprove of the job that the Napa Police Department is doing?



Fire Department approval

86% approve of the job the Napa Fire Department is doing

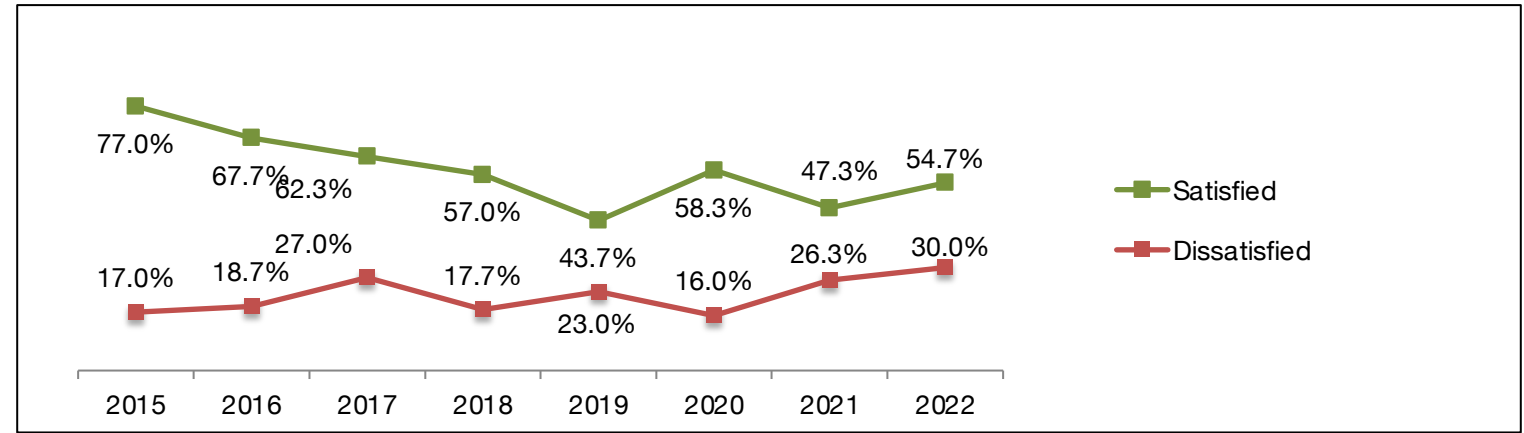
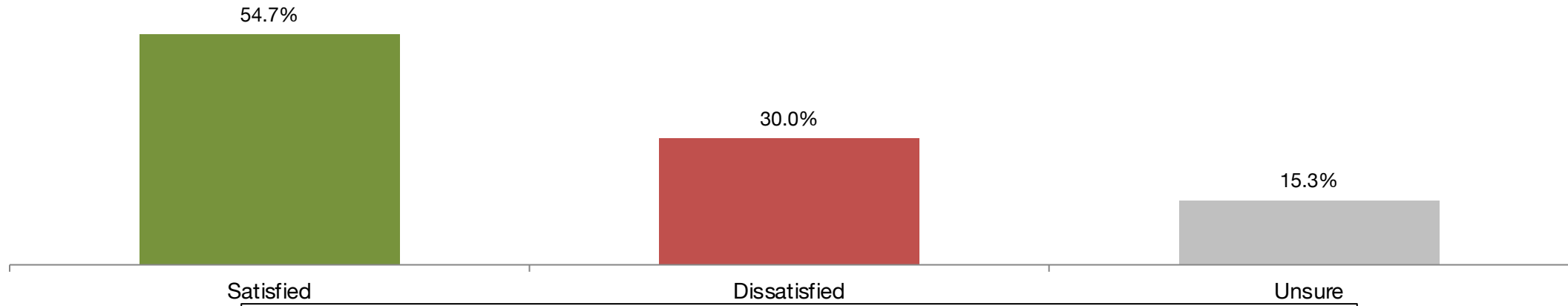
Question 22: Do you approve or disapprove of the job that the Napa Fire Department is doing?



Communicating with Residents

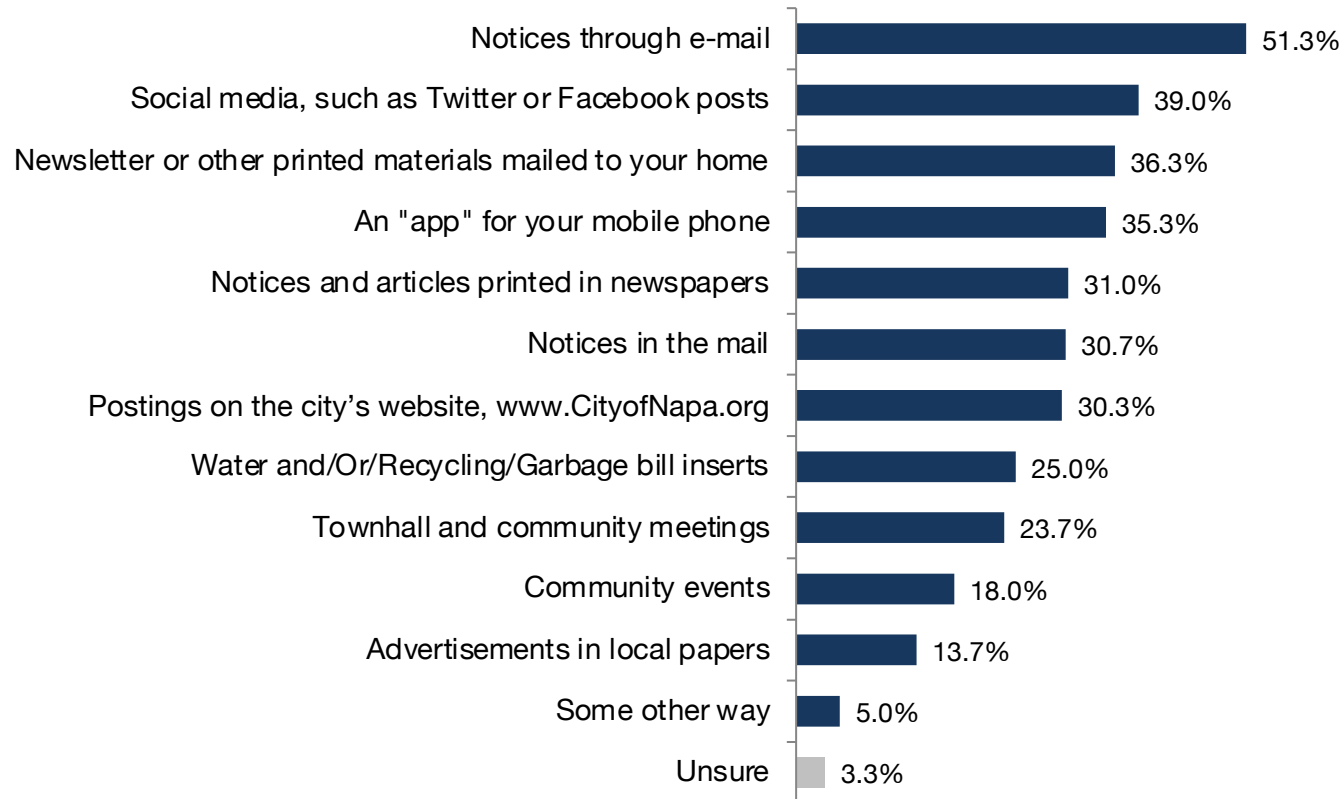
55% are satisfied with the job the City does to communicate

Question 24: In general, are you satisfied or dissatisfied with the job the City is doing to communicate with residents, such as through City newsletters, the City's website and other ways?



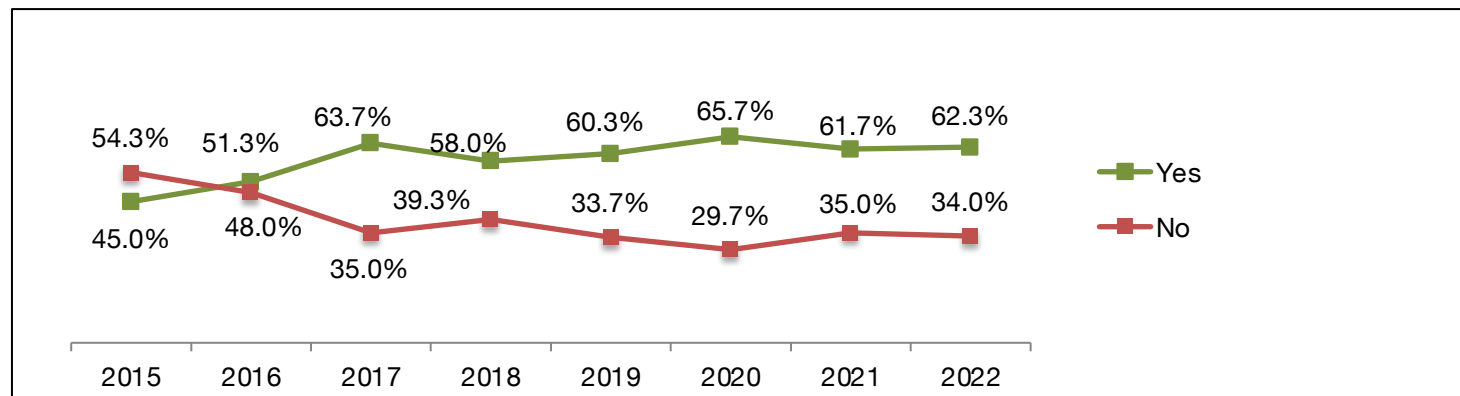
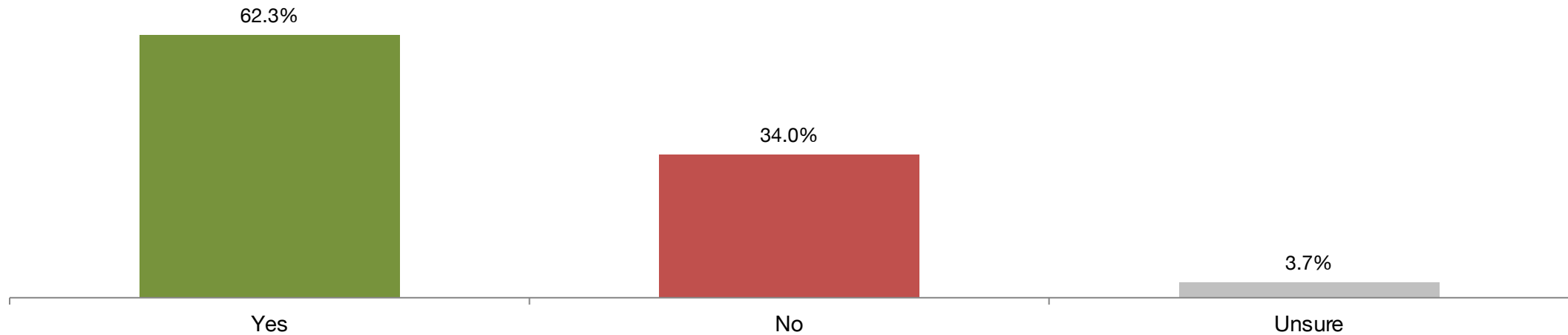
51% prefer notices through e-mail to be kept informed

Question 25: I'm going read you a list of various ways cities communicate with residents. Please tell me which ways you prefer that the City use to keep you informed about the City and City-related issues. Select all that apply.



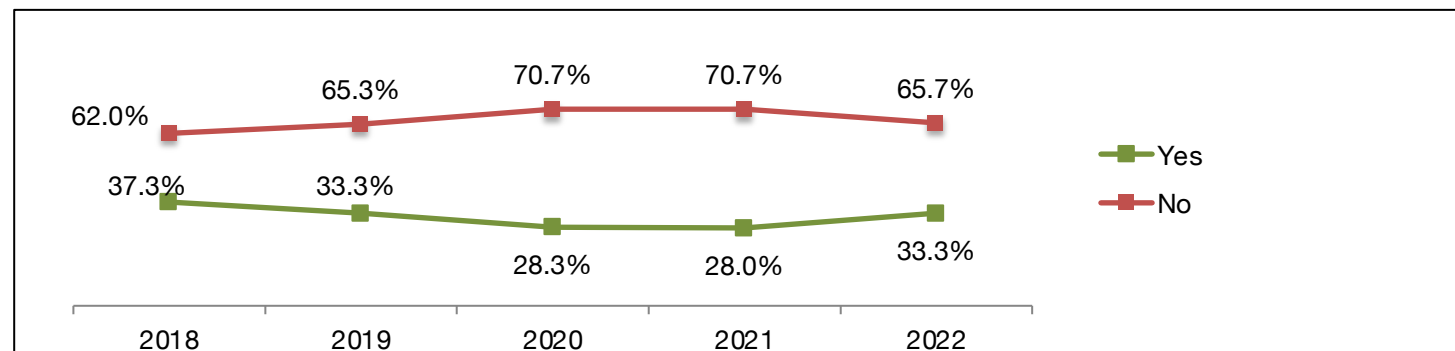
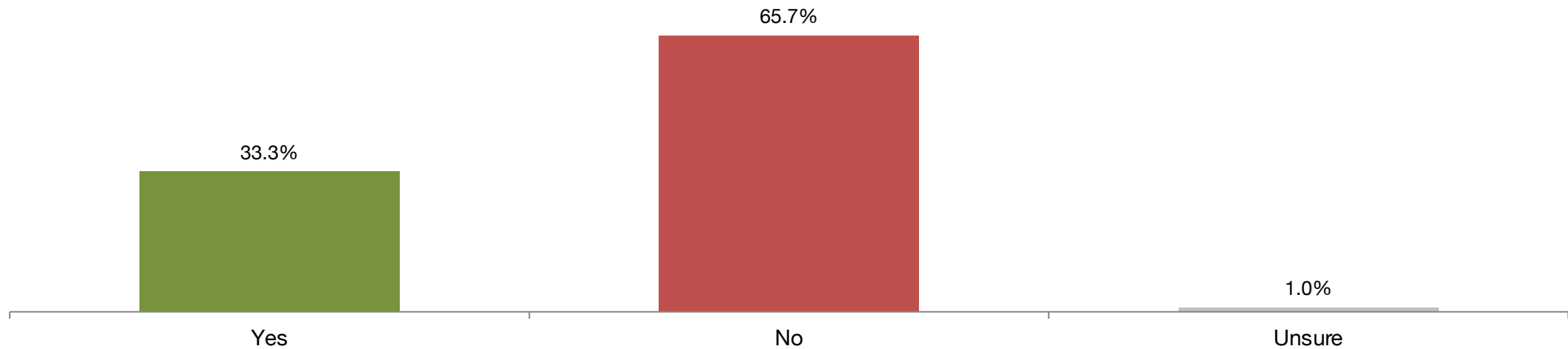
62% have visited the City of Napa website in the past twelve months

Question 26: In the past twelve months, have you visited the City of Napa's website, www.cityofnapa.org?



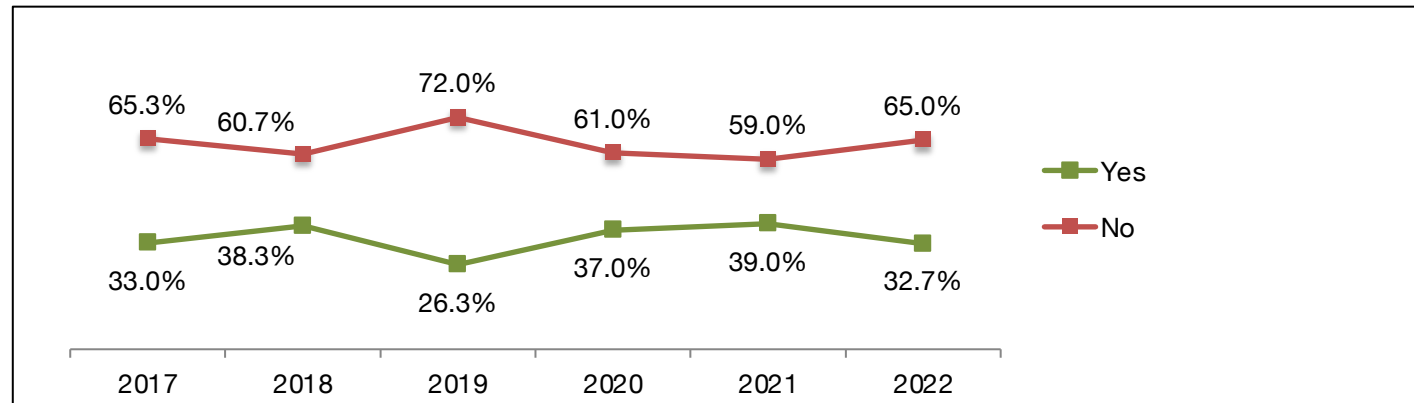
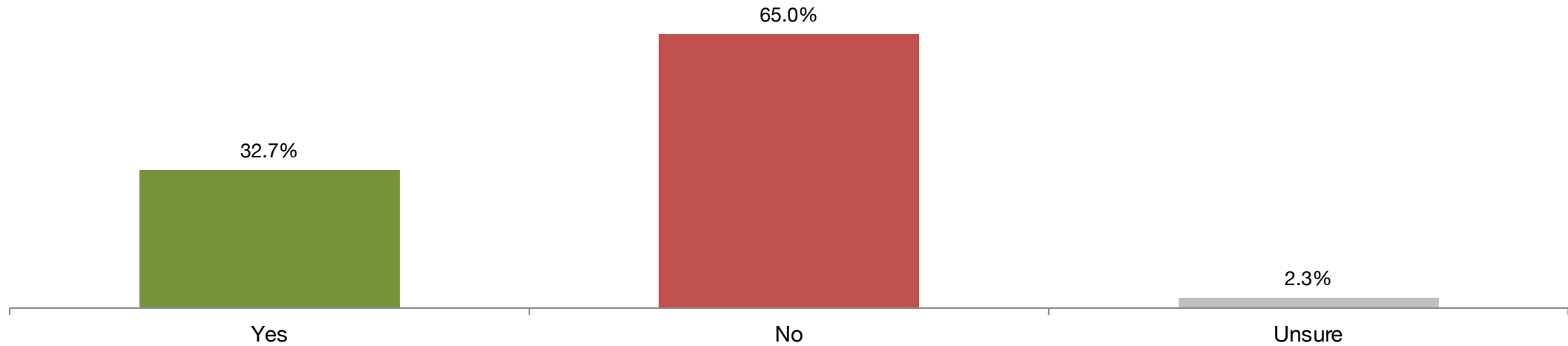
66% have not interacted with City staff or attended a City Council meeting

Question 27: In the past twelve months, have you interacted with city staff at a city facility or attended a City Council meeting?



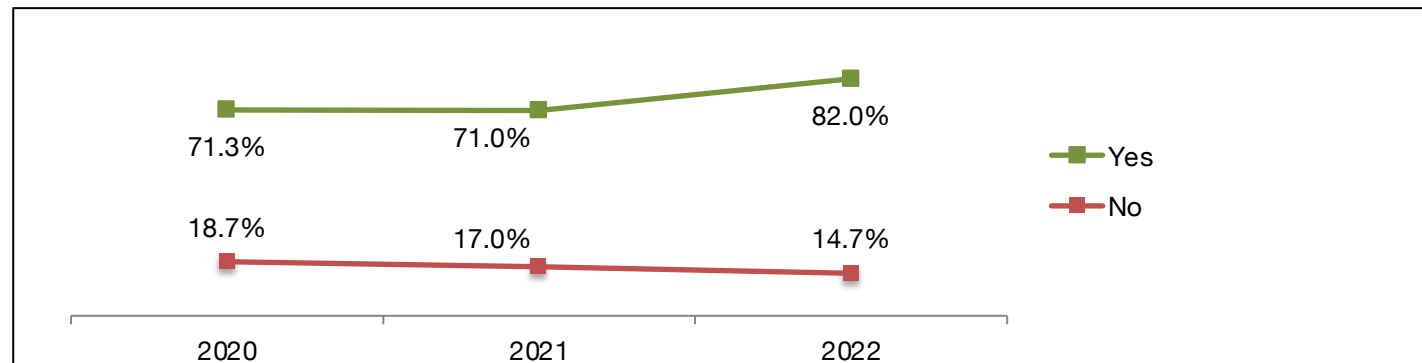
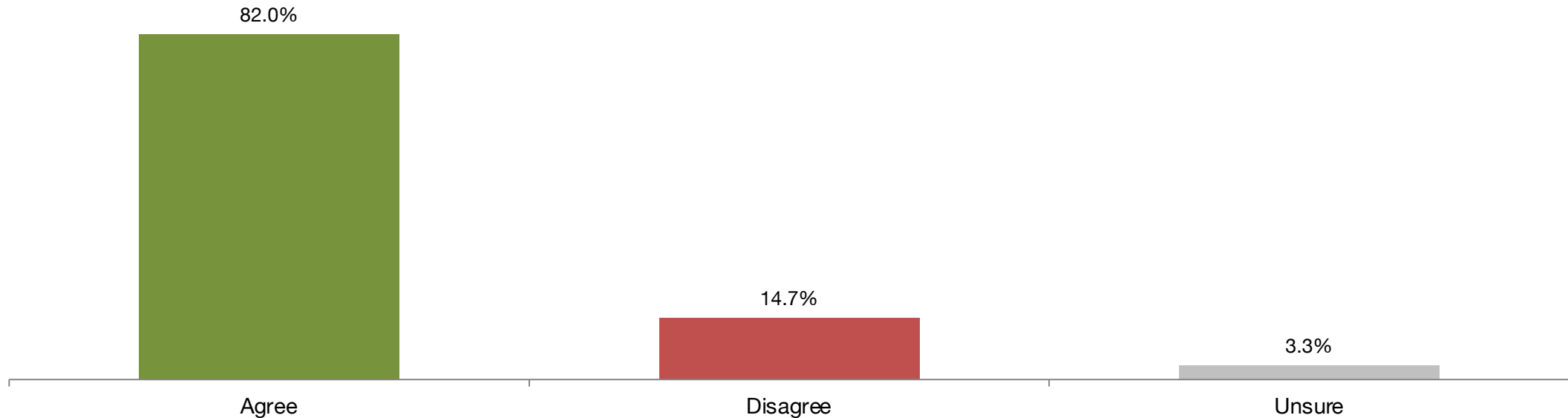
65% say they have never watched City Council meetings or read meeting agendas

Question 29: Have you ever watched City Council meetings on Comcast Channel 28 or AT&T U-Verse Channel 99, or read a City Council or Commission meeting agenda or staff reports or other information such as about local election or the City's legislative history online on the City of Napa's website?



82% agree that tourism coming back to Napa Valley pre-pandemic levels is critical to a healthy local economy

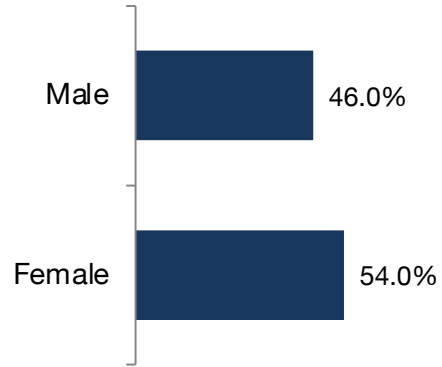
Question 30: Agree or disagree: Tourism coming back to Napa Valley at pre-pandemic levels is critical to a healthy local economy?



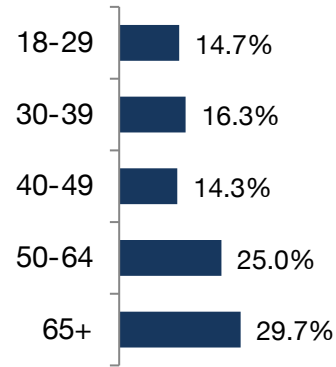
Demographics

Respondent demographics by gender, age group, ethnicity, party preference, Council District, children in home, survey mode, and survey language

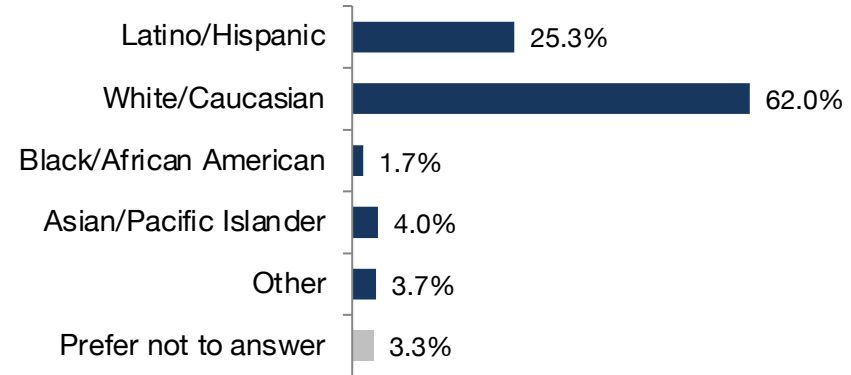
Gender



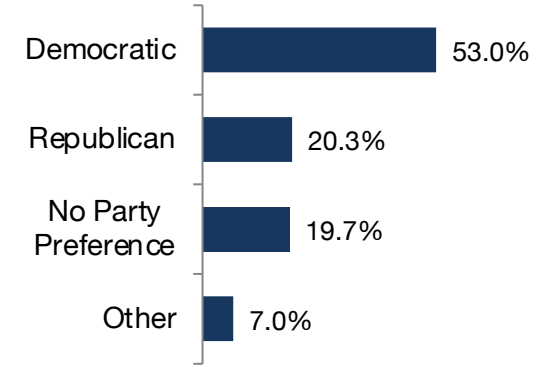
Age



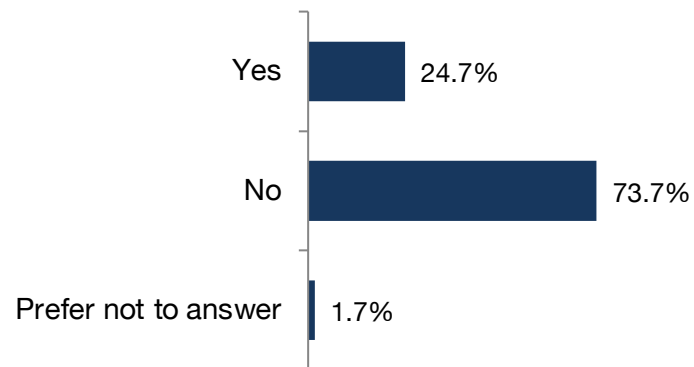
Ethnicity



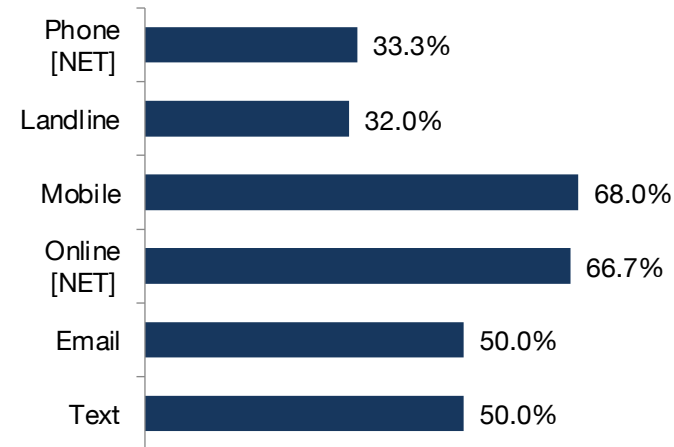
Party Preference



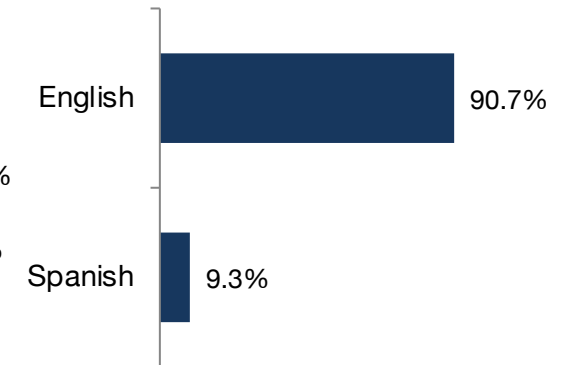
Children in Home



Survey Mode



Survey Language



Questions?

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