City of Napa – Community Climate Survey

Survey Methodology*

From Wednesday, November 28, 2018 to Monday, December 2, 2018, Probolsky Research conducted a live-interviewer telephone and online survey among City of Napa voters.

A total of 300 voters were surveyed (160 by telephone and 140 online). A survey of this size yields a margin of error of +/−5.8%, with a confidence level of 95%. Interviews were conducted with respondents on both landline and mobile phones (25.3%) and were offered in English and Spanish (6%) languages. For the online survey phase, we invited participation via email. Security measures precluded individuals from completing the survey more than once and allowed only the designated voter to complete the survey. Online respondents were able to use their computer, tablet or smart phone to participate.

Our sample was developed from the voter files originally compiled by the Napa County Registrar of Voters and then enhanced with consumer data. Probolsky Research applies a stratified random sampling methodology to ensure that the demographic proportions of survey respondents match the demographic composition of Napa voters.

Probolsky Research specializes in opinion research on behalf of corporate, election, non-profit, and special interest clients.

*Due to rounding, totals shown on charts may not add up to 100%
Top Issues
Housing affordability and Traffic/Transportation are top issues that stand out.
Housing affordability and Traffic/Transportation
Are top issues according to Napa residents

Question 1: What is the most important issue facing your community today?

- Housing affordability: 40.3%
- Traffic/Transportation: 16.3%
- Homelessness: 5.3%
- Over development/Crowding: 4.0%
- Fire hazards: 3.7%
- Crime/Public safety: 3.3%
- Environmental: 2.7%
- Illegal immigration: 2.3%
- Taxes: 2.0%
- Education: 1.7%
- Too much of a focus on tourism: 1.3%
- Healthcare: 1.0%
- Moral issues: 0.3%
- Other: 7.3%
- Nothing/None: 2.3%
- Don't know/Unsure: 5.3%
- Refused/No comment: 0.7%
Right Track/Wrong Track
**35.3% say Napa is on the wrong track**  
39.0% are unsure

Question 2: Do you think that the City of Napa is on the right track or on the wrong track?
Respondent News Sources
Newspaper and social media are cited
As top news sources

Question 3: What are your top two sources for news and information about local government and other issues related to Napa? Pick two.

- Newspaper: 61.0%
- Social media platforms such as Facebook and Twitter: 36.0%
- Direct communication from the City of Napa: 21.7%
- Local television: 20.0%
- Local radio: 17.7%
- A website or blog: 16.0%
- Magazines: 3.0%
- Something else: 14.0%
- Nothing: 3.7%
- Unsure/Refused: 1.6%
Question 3: What are your top two sources for news and information about local government and other issues related to Napa? Pick two.

[NEWSPAPER]
KVON is cited as the top local radio station

Question 3: What are your top two sources for news and information about local government and other issues related to Napa? Pick two. [LOCAL RADIO]

- KVON/KVYN/99.3: 54.7%
- The Vine: 9.4%
- KNPR: 3.8%
- Other: 18.9%
- Unsure/Refused: 13.2%
Fox and Channel 4 are cited as top local TV stations

Question 3: What are your top two sources for news and information about local government and other issues related to Napa? Pick two.

[LOCAL TELEVISION]

- Fox, Channel 2: 11.7%
- Channel 4: 10.0%
- Univision: 8.3%
- ABC News, Channel 7: 8.3%
- Local news: 8.3%
- Kron 4: 6.7%
- Channel 14: 5.0%
- KNA: 5.0%
- CABC: 3.3%
- Other: 25.0%
- Nothing: 5.0%
- Don't Know/Unsure: 3.3%
Napa Valley Life is the top magazine new source

Question 3: What are your top two sources for news and information about local government and other issues related to Napa? Pick two.

[MAGAZINE]

- Napa Valley Life: 33.3%
- Market Place: 22.2%
- Other: 33.3%
- Refused/No opinion: 11.1%
Question 3: What are your top two sources for news and information about local government and other issues related to Napa? Pick two.

[A WEBSITE OR BLOG]
Facebook is cited as the top social media platform

Question 3: What are your top two sources for news and information about local government and other issues related to Napa? Pick two.

[SOCIAL MEDIA PLATFORMS]
Question 3: What are your top two sources for news and information about local government and other issues related to Napa? Pick two. [SOMETHING ELSE]

Other news sources cited by participants

- Napa/Napa Register: 21.4%
- Word of mouth (i.e., friends, family): 11.9%
- Nixle: 9.5%
- Nextdoor: 7.1%
- Other: 35.7%
- Nothing: 11.9%
- Refused: 2.4%
Top Priorities for Mayor and City Council
Voters say housing affordability and traffic should be the top priorities of the Mayor and City Council.

Question 4: 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.

- Housing affordability
- Traffic congestion
- City street and sidewalk repair
- Crime, gangs, drugs, graffiti
- Controlling growth and development
- Protecting the environment
- Bringing jobs to the city
- Preservation of drinking water sources such as local watersheds
- City taxes or fees
- Improving park and recreation facilities and programs
- City budget and finances
- More retail, grocery or other shopping locations
- Recycling and materials diversion from landfills
- Other
- Unsure/Refused
Satisfaction With City Services
51.0% are satisfied with the job the City is doing to provide city services.

Question 5: In general, are you satisfied or dissatisfied with the job the City is doing to provide City services? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

- 51.0% are satisfied with the job the City is doing to provide city services.
- 26.7% are dissatisfied with the job the City is doing to provide city services.
- 22.3% are unsure or refused to answer.

- Year 2015: 79.0% satisfied, 16.3% dissatisfied.
- Year 2016: 74.3% satisfied, 19.0% dissatisfied.
- Year 2017: 61.3% satisfied, 31.0% dissatisfied.
- Year 2018: 51.0% satisfied, 26.7% dissatisfied.
Among those who are satisfied: 40.0% are somewhat satisfied with the job the City is doing to provide city services. Among those who are satisfied: 40.0% are somewhat satisfied with the job the City is doing to provide city services.
Among the 26.7% who are dissatisfied: Roads needing Improvement is the top reason for dissatisfaction

Question 6: Why would you say that you are dissatisfied with the job the City is doing providing City services?
[ASKED AMONG THOSE WHO SAID “DISSATISFIED” FOR Q5]

- Roads and streets need improvement: 15.0%
- Money is being wasted: 12.5%
- More affordable housing is needed: 10.0%
- The City is focusing more on tourists rather than locals: 7.5%
- Lack of action/Takes too long to get things done: 5.0%
- They focus more on the rich: 5.0%
- Too much traffic and congestion: 5.0%
- Too many homeless people: 3.8%
- They focus more on making money (i.e., building hotels): 3.8%
- Trees need to be trimmed off: 2.5%
- Other: 30.0%
Public Safety
Question 7: 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. And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

93.7% say they feel safe walking alone in their neighborhood during the day.
Among those who feel safe: 74.0% feel very safe
Walking alone in their neighborhood during the day

Question 7: 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. And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

- 74.0% feel very safe
- 19.7% feel somewhat safe
- 1.7% feel somewhat unsafe
- 0.7% feel very unsafe
74.3% say they feel safe walking alone
In their neighborhood after dark

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 after dark, would you say that you feel safe or unsafe? If you don’t have an opinion, just say so. And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

74.3% say they feel safe walking alone in their neighborhood after dark.
Among those who feel safe: 31.7% feel very safe
Walking alone in their neighborhood after dark

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 after dark, would you say that you feel safe or unsafe? If you don’t have an opinion, just say so. And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?
74.3% say they feel safe visiting city parks

Question 9: 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. And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

80.3% say they feel safe visiting city parks

<table>
<thead>
<tr>
<th>Year</th>
<th>Safe</th>
<th>Unsafe</th>
<th>No opinion/Unsure/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>80.3%</td>
<td>6.0%</td>
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<tr>
<td>2016</td>
<td>78.7%</td>
<td>6.7%</td>
<td>9.3%</td>
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<tr>
<td>2017</td>
<td>74.7%</td>
<td>9.3%</td>
<td>13.0%</td>
</tr>
<tr>
<td>2018</td>
<td>74.3%</td>
<td>13.0%</td>
<td>12.7%</td>
</tr>
</tbody>
</table>
Question 9: 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. And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

Among those who feel safe: 33.0% feel very safe 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 downtown, would you say that you feel safe or unsafe? If you don’t have an opinion, just say so. And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

84.7% say they feel safe when they are downtown
Question 10: 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. And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

Among those who feel safe: 48.0% feel very safe when they are downtown.
Perceptions of Enhancements to Attract Tourism
67.7% say downtown enhancements to attract tourism are positive for the city.

Question 11: Thinking about Downtown Napa, would you say that recent enhancements to attract tourism are positive for the City or negative for the City? And would you say that they are very (positive/negative) or somewhat (positive/negative) for the City?
36.0% say downtown enhancements to attract tourism are very positive for the city.

Question 11: Thinking about Downtown Napa, would you say that recent enhancements to attract tourism are positive for the City or negative for the City? And would you say that they are very (positive/negative) or somewhat (positive/negative) for the City?
Question 12: Why would you say that recent enhancements to attract tourism are negative for the City?
[ASKED AMONG THOSE WHO SAID “NEGATIVE” FOR Q11]

- The City is focusing more on tourists rather than locals: 28.4%
- Money should not be spent on hotels and restaurants: 16.4%
- Too expensive for locals: 14.9%
- Causes traffic and congestion: 14.9%
- Needs to focus on the homeless: 3.0%
- Other: 22.4%
Streets, Sidewalks, Parks and Recreation
63.7% are unsatisfied with the quality of local streets
And sidewalks in the City

Question 13: Thinking about the quality of local streets and sidewalks in the City of Napa, would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or not at all satisfied?

63.7% are unsatisfied with the quality of local streets and sidewalks in the City of Napa.
Among the 63.7% who are unsatisfied: 31.3% are not at all satisfied with the quality of local streets and sidewalks in the City.

Question 13: Thinking about the quality of local streets and sidewalks in the City of Napa, would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or not at all satisfied?
Question 13: Thinking about the quality of local streets and sidewalks in the City of Napa, would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or not at all satisfied?

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Somewhat Unsatisfied</th>
<th>Not at All Satisfied</th>
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<tbody>
<tr>
<td>Alta Heights</td>
<td>63.8%</td>
<td>7.7%</td>
<td>38.5%</td>
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<tr>
<td>Beard</td>
<td>57.1%</td>
<td>14.3%</td>
<td>28.6%</td>
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<td>Bel Aire</td>
<td>53.8%</td>
<td>45.5%</td>
<td>56.3%</td>
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<tr>
<td>Browns Valley Central</td>
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<td>80.0%</td>
<td>20.0%</td>
<td>16.7%</td>
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<tr>
<td>Browns Valley East</td>
<td>33.3%</td>
<td>11.1%</td>
<td>83.3%</td>
<td>41.7%</td>
</tr>
<tr>
<td>Browns Valley South</td>
<td>20.0%</td>
<td>80.0%</td>
<td>41.7%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Browns Valley West</td>
<td>16.7%</td>
<td>93.3%</td>
<td>58.3%</td>
<td>58.3%</td>
</tr>
<tr>
<td>Central Napa</td>
<td>42.1%</td>
<td>10.5%</td>
<td>47.4%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Coventry Manor</td>
<td>45.5%</td>
<td>9.1%</td>
<td>45.5%</td>
<td>17.6%</td>
</tr>
<tr>
<td>Downtown</td>
<td>50.0%</td>
<td>93.3%</td>
<td>50.0%</td>
<td>41.7%</td>
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<td>Fuller Park</td>
<td>41.7%</td>
<td>87.5%</td>
<td>58.3%</td>
<td>12.5%</td>
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<td>McPherson</td>
<td>12.5%</td>
<td>87.5%</td>
<td>42.9%</td>
<td>42.9%</td>
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<td>Napa Abajo</td>
<td>12.5%</td>
<td>87.5%</td>
<td>58.3%</td>
<td>12.5%</td>
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<tr>
<td>Pueblo Park</td>
<td>25.0%</td>
<td>10.0%</td>
<td>65.0%</td>
<td>12.5%</td>
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<td>Riverpark</td>
<td>16.7%</td>
<td>100.0%</td>
<td>16.7%</td>
<td>100.0%</td>
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<td>Sheveland Ranch</td>
<td>16.7%</td>
<td>100.0%</td>
<td>16.7%</td>
<td>100.0%</td>
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<tr>
<td>Shurtleff</td>
<td>17.6%</td>
<td>14.3%</td>
<td>42.9%</td>
<td>12.5%</td>
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<tr>
<td>Soscol Gateway</td>
<td>17.6%</td>
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<td>12.5%</td>
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<tr>
<td>Springwood Estates</td>
<td>17.6%</td>
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<tr>
<td>Stonehouse</td>
<td>17.6%</td>
<td>14.3%</td>
<td>42.9%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Terrace</td>
<td>17.6%</td>
<td>14.3%</td>
<td>42.9%</td>
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<tr>
<td>Vineyard</td>
<td>17.6%</td>
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<tr>
<td>Vintage</td>
<td>17.6%</td>
<td>14.3%</td>
<td>42.9%</td>
<td>12.5%</td>
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<tr>
<td>Von Uhlit Ranch</td>
<td>17.6%</td>
<td>14.3%</td>
<td>42.9%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Westwood</td>
<td>17.6%</td>
<td>14.3%</td>
<td>42.9%</td>
<td>12.5%</td>
</tr>
</tbody>
</table>
31.3% say the quality of local streets has improved

Question 14: Would you say the quality of local streets in the City of Napa has improved or gotten worse over the past several years? And would you say that it has significantly (improved/gotten worse) or somewhat (improved/gotten worse)?
Question 14: Would you say the quality of local streets in the City of Napa has improved or gotten worse over the past several years? And would you say that it has significantly (improved/gotten worse) or somewhat (improved/gotten worse)?

Among those who say quality of streets has improved:
8.0% say the quality of streets have significantly improved
23.3% say the quality of streets have somewhat improved
8.0% say the quality of streets have significantly improved

Among those who say quality of streets has gotten worse:
19.0% say the quality of streets have somewhat gotten worse
17.3% say the quality of streets have significantly gotten worse
Question 15: Would you say the quality of local sidewalks in the City of Napa has improved or gotten worse over the past several years? And would you say that it has significantly (improved/gotten worse) or somewhat (improved/gotten worse)?

29.0% say the quality of local sidewalks has improved

<table>
<thead>
<tr>
<th>Year</th>
<th>Improved</th>
<th>Stayed about the same</th>
<th>Gotten worse</th>
<th>Unsure/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>47.7%</td>
<td>9.3%</td>
<td>35.7%</td>
<td>9.3%</td>
</tr>
<tr>
<td>2016</td>
<td>45.0%</td>
<td>9.7%</td>
<td>36.0%</td>
<td>9.0%</td>
</tr>
<tr>
<td>2017</td>
<td>33.3%</td>
<td>26.7%</td>
<td>29.3%</td>
<td>10.3%</td>
</tr>
<tr>
<td>2018</td>
<td>30.0%</td>
<td>30.7%</td>
<td>29.0%</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

29.0% say the quality of local sidewalks has improved
Question 15: Would you say the quality of local sidewalks in the City of Napa has improved or gotten worse over the past several years? And would you say that it has significantly (improved/gotten worse) or somewhat (improved/gotten worse)?

Among the 29.0% who say quality of local sidewalks has improved: 6.0% say they have significantly improved.

<table>
<thead>
<tr>
<th></th>
<th>Improved</th>
<th>Gotten worse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significantly improved</td>
<td>23.0%</td>
<td>16.3%</td>
</tr>
<tr>
<td>Somewhat improved</td>
<td>6.0%</td>
<td>14.3%</td>
</tr>
</tbody>
</table>
59.3% are satisfied with the quality and condition of the City’s parks and recreation facilities.

Question 16: Thinking about the quality and condition of the City’s parks and recreation facilities, would you say that you are satisfied or dissatisfied? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?
Question 16: Thinking about the quality and condition of the City’s parks and recreation facilities, would you say that you are satisfied or dissatisfied? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Among those who are satisfied: 16.0% are very satisfied with the quality and condition of the City’s parks and recreation facilities.
Among the 19.3% who are dissatisfied: maintenance is cited as the top reason for dissatisfaction

Question 17: Why are you dissatisfied with City of Napa parks and recreation?  
[ASKED AMONG THOSE WHO SAID “DISSATISFIED” FOR Q16]
57.3% say it is important that the City builds new
Parks and recreation facilities

Question 18: Is it important to you that the City of Napa builds new parks and recreation facilities? And would you say it's (very important/somewhat important) or (not very important/not at all important)?

73.7% Important 74.0% Important 65.0% Important 57.3% Important
22.3% Not Important 23.0% Not Important 32.0% Not Important 31.0% Not Important

Yes, it's important 31.0% No, it's not important 11.7% Unsure/Refused

2015 2016 2017 2018
Question 18: Is it important to you that the City of Napa builds new parks and recreation facilities? And would you say it’s (very important/somewhat important) or (not very important/not at all important)?

Among those who say it is important: 32.3% say it is

Very important that the City of Napa builds new parks and recreation facilities
Approval of Police Department
79.7% approve of the job the Napa Police Department Is doing

Question 19: Do you approve or disapprove of the job that the Napa Police Department is doing? And would you say that you strongly or somewhat (approve/disapprove)?

- Approve: 79.7%
- Disapprove: 6.7%
- Unsure/Refused: 13.6%

Yearly Approval and Disapproval Rates:

- 2015: 81.7% Approve, 9.7% Disapprove
- 2016: 87.7% Approve, 5.0% Disapprove
- 2017: 80.7% Approve, 8.0% Disapprove
- 2018: 79.7% Approve, 6.7% Disapprove

Note: The chart shows the percentage of respondents who strongly or somewhat approve of the job the Napa Police Department is doing, along with the percentage who disapprove or are unsure/refused.
Among those who approve: 42.0% say they
Strongly approve of the job that the Napa Police Department is doing

Question 19: Do you approve or disapprove of the job that the Napa Police Department is doing? And would you say that you strongly or somewhat (approve/disapprove)?

- Strongly approve: 42.0%
- Somewhat approve: 37.7%
- Approve: 89.7%
- Strongly disapprove: 4.3%
- Somewhat disapprove: 2.3%
- Disapprove: 11.6%
Question 20: Thinking specifically, why do you disapprove of the job that the Napa Police Department is doing?
[ASKED AMONG THOSE WHO SAID “DISAPPROVE” FOR Q19]

Among the fewer than 7% who disapprove
Not enforcing traffic laws is cited as the top reason

- Needs to enforce more traffic laws: 25.0%
- Police are not helpful: 20.0%
- Lack of enforcement in general: 10.0%
- The police harassing residents: 10.0%
- Other: 35.0%
Approval of Fire Department
Question 21: Do you approve or disapprove of the job that the Napa Fire Department is doing? And would you say that you strongly or somewhat (approve/disapprove)?

93.7% approve of the job the Napa Fire Department is doing
Among those who approve: 76.0% say they strongly approve of the job that the Napa Fire Department is doing.

Question 21: Do you approve or disapprove of the job that the Napa Fire Department is doing? And would you say that you strongly or somewhat (approve/disapprove)?

- Strongly approve: 76.0%
- Somewhat approve: 17.7%
- Approve: 93.7%
- Strongly disapprove: 0.3%
- Somewhat disapprove: 0.7%
- Disapprove: 0.7%
Among the 1.0% who disapprove, these are the comments

They cited as the top reason for disapproving of the job that the Napa Fire Department is doing

Question 22: Thinking specifically, why do you disapprove of the job that the Napa Fire Department is doing?
[ASKED AMONG THOSE WHO SAID “DISAPPROVE” FOR Q21]

• “It has to do with Napa Fire being slow – they wait until the fire is consuming the house/trees are dead and they’re moving them and putting in vineyards. We have one of the biggest air forces. All the kids are joining the military. We have the best army and air forces and we can’t get the fire department to come and help out. It’s shameful.”

• “This is a little bad, the work that have been developed.”

• “Fire department should cite homes and yards that are full of trash and junk cars. Fire department should force the City to adopt a street tree program that restricts parkway trees to certain species that do not grow into wires or lift up sidewalks. Adopt the tree policy of the City of Irvine.”
57.0% are satisfied with the job the City is doing to communicate with residents

Question 23: 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? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?
Question 23: 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? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Among those who are satisfied: 24.7% are very satisfied

With the job the City is doing to communicate with residents

<table>
<thead>
<tr>
<th>Satisfied</th>
<th>Somewhat satisfied</th>
<th>Very satisfied</th>
<th>Dissatisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>32.3%</td>
<td>24.7%</td>
<td></td>
<td>12.3%</td>
<td>5.3%</td>
</tr>
</tbody>
</table>
Question 24: 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. Choose as many as you like, or none at all.

Notices through e-mail and social media posts

Are respondents’ preferred communication methods

Notices through e-mail 49.0%
Social Media, such as Twitter or Facebook posts 47.3%
Newsletter or other printed materials mailed to your home 46.7%
An "app" for your mobile phone 42.0%
Notices and articles printed in newspapers 39.7%
Notices in the mail 39.7%
Postings on the City's website, www.cityofnapa.org 37.7%
Townhall and community meetings 27.7%
Community events 27.3%
Water and/or recycling/garbage bill inserts 26.7%
Advertisements in local papers 18.0%
Some other way 5.0%
Unsure/Refused 2.7%
58.0% say they have visited the City’s Website
In the past twelve months

Question 25: In the past twelve months, have you visited the City of Napa’s website, www.cityofnapa.org?

- Yes: 58.0%
- No: 39.3%
- Unsure/Refused: 2.7%
37.3% say they have interacted with City staff
In the past twelve months

Question 26: In the past twelve months, have you interacted with city staff at a city facility or attended a City Council meeting?
Among the 37.3% who have interacted with City staff
67.9% say they had a positive interaction

Question 27: Was your interaction with staff positive or negative?
[ASKED AMONG THOSE WHO SAID “YES” FOR Q26]
38.3% say they have watched or read
City Council meetings, agendas, or staff reports

Question 28: 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?
Demographics
Respondent demographics by Gender

Female: 51.3%
Male: 44.7%
Respondent demographics by Age

18-29: 14.0%
30-39: 15.7%
40-54: 22.3%
55-64: 20.0%
65 and older: 28.0%
Respondent demographics by

Ethnicity

- **Latino/Hispanic**: 21.3%
- **White/Caucasian**: 62.3%
- **Black/African American**: 1.0%
- **Asian**: 2.0%
- **Other/Prefer not to say**: 13.3%
Respondent demographics by
Children under 18 in household

- Yes: 31.3%
- No: 67.7%
- Refused: 1.0%
Respondent demographics by
Response type

Among all respondents

- Phone: 53.3%
- Online: 46.7%

Among phone users

- Mobile Phone: 47.5%
- Landline: 52.5%
Questions?

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