

# City of Napa Community Climate Survey - Report on Results -

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# City of Napa - Community Climate Survey

## Report on results

From Friday, November 2 through Sunday, November 4, 2016 Probolsky Research conducted a telephone survey of voters within the City of Napa.

A total of 300 voters were surveyed. A survey of this size yields a margin of error of +/-5.8% with a confidence level of 95%. Interviews were conducted with voters on both landline and mobile phones (64% were completed on mobile phones) and were offered in English and Spanish languages.

Our sample was developed from voter files originally compiled by the Elections Division of the County of Napa. Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the demographic composition of the universe being researched.

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



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# General Regional Themes

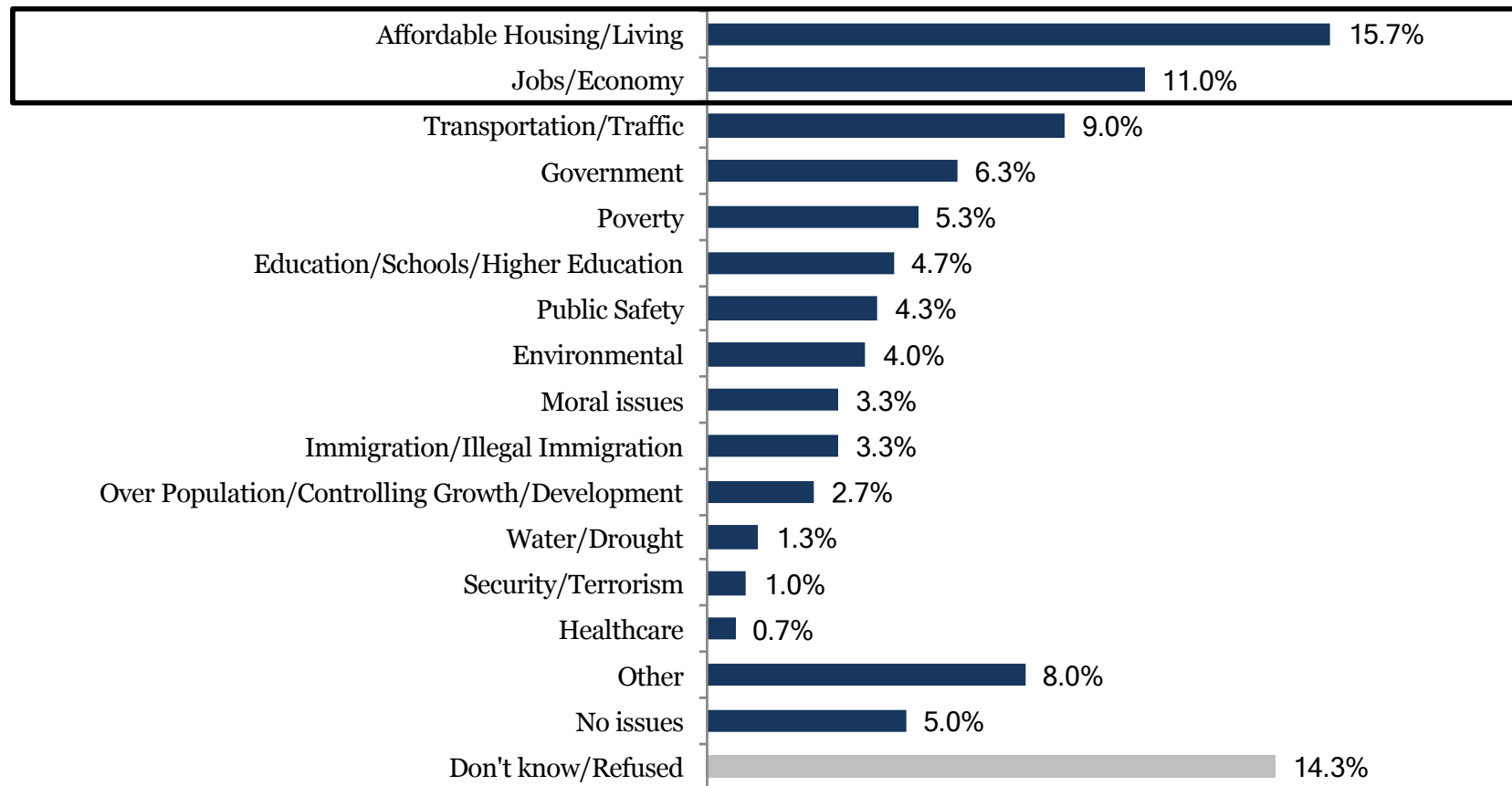




# Affordable Housing/Living and Jobs/the Economy

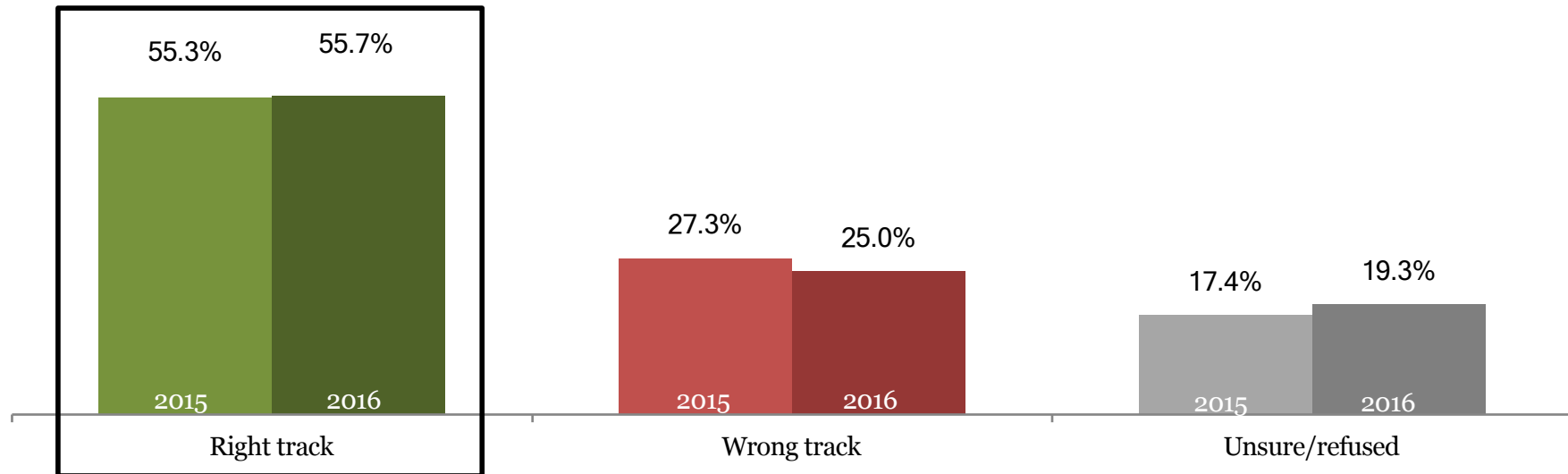
Are the most important issues in City of Napa

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



# A majority (55.7%) says Napa is on the right track

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



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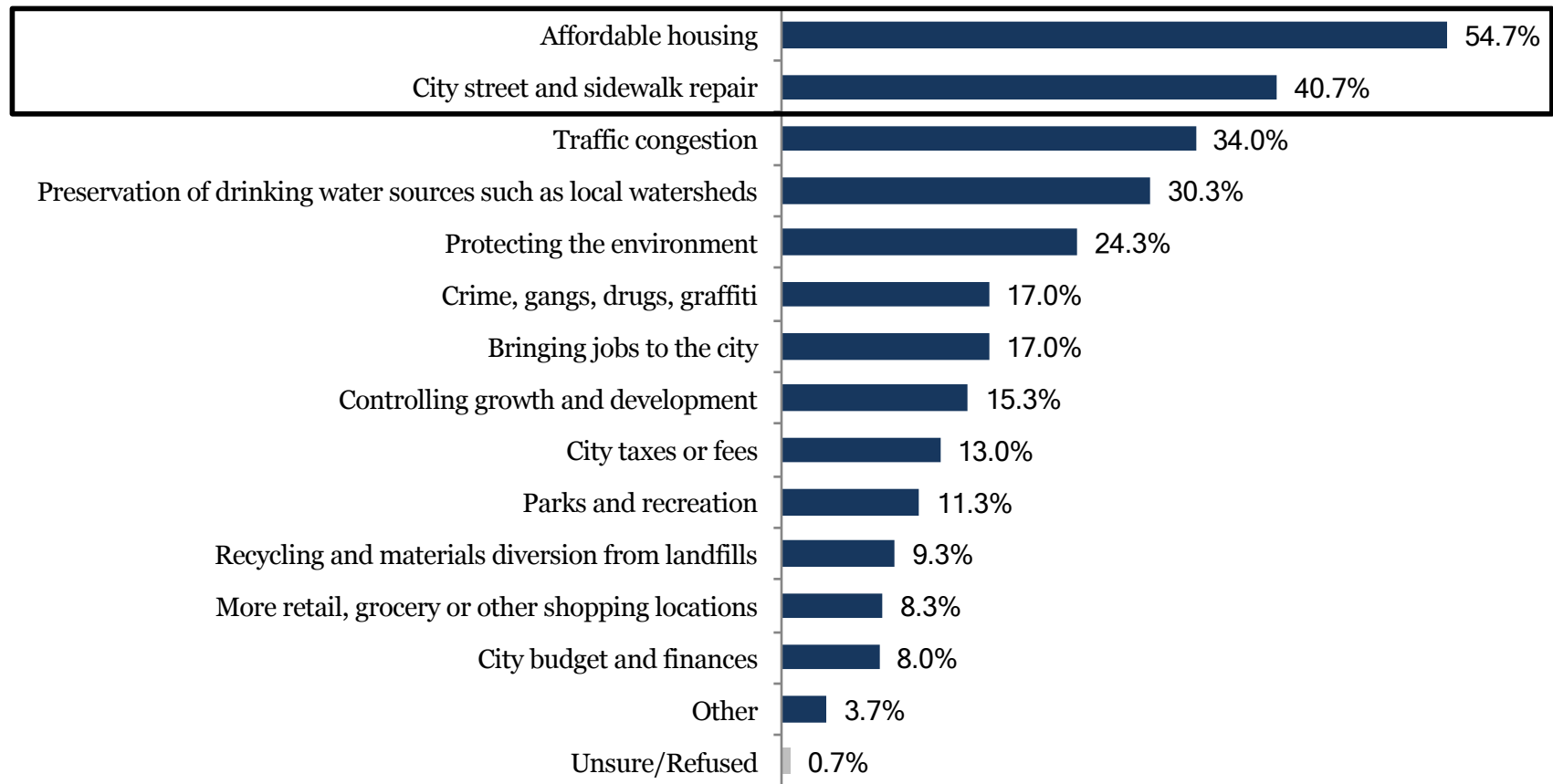
# Prioritization of Issues And Focusing on City Services



# Voters most want the Mayor and City Council to prioritize

## Affordable housing, City street/sidewalk repair and traffic congestion

Question: 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?

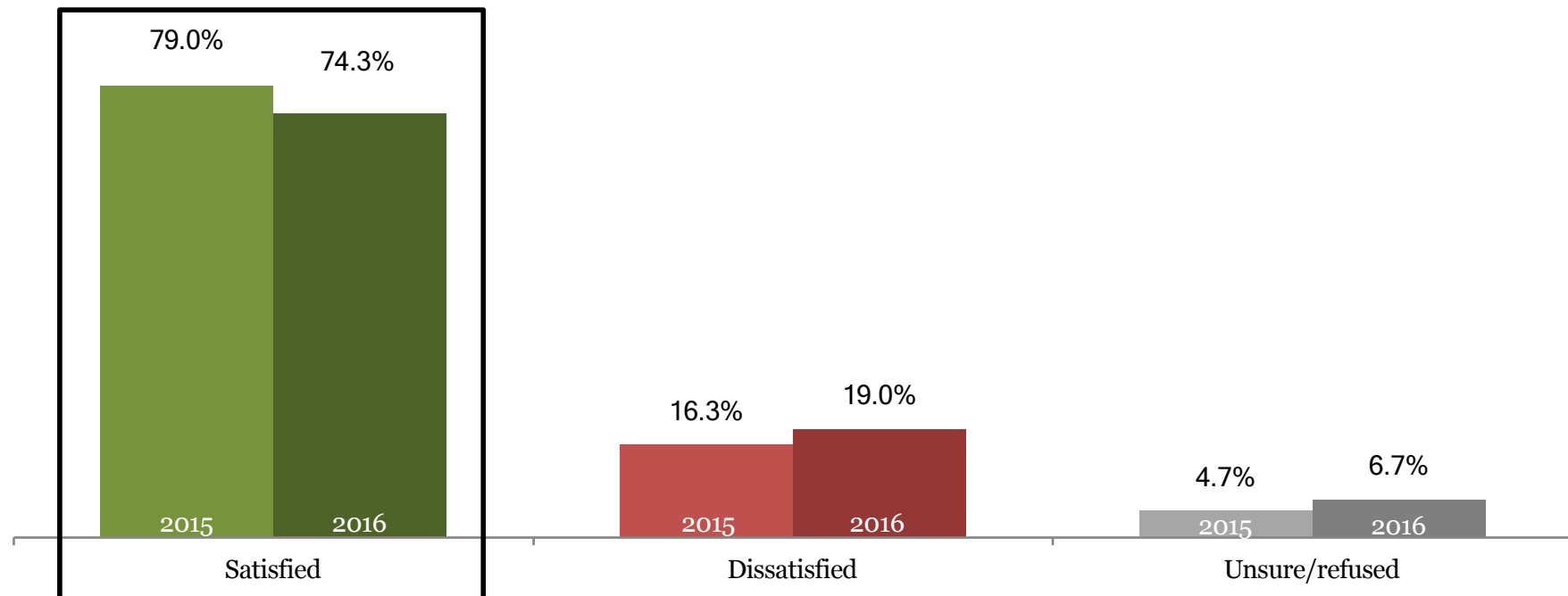




# 74.3% are satisfied

With the job the City is doing to provide City services

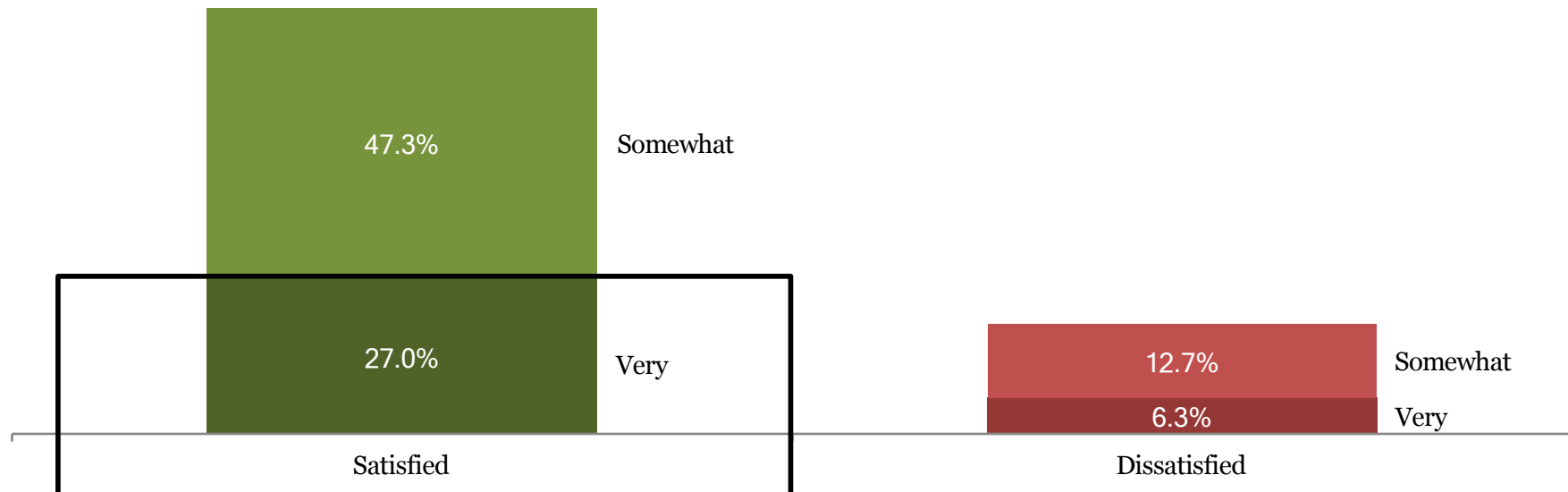
Question: In general, are you satisfied or dissatisfied with the job the City is doing to provide City services?



# The intensity of approval for City services

Is high (27.0% say they *strongly* support)

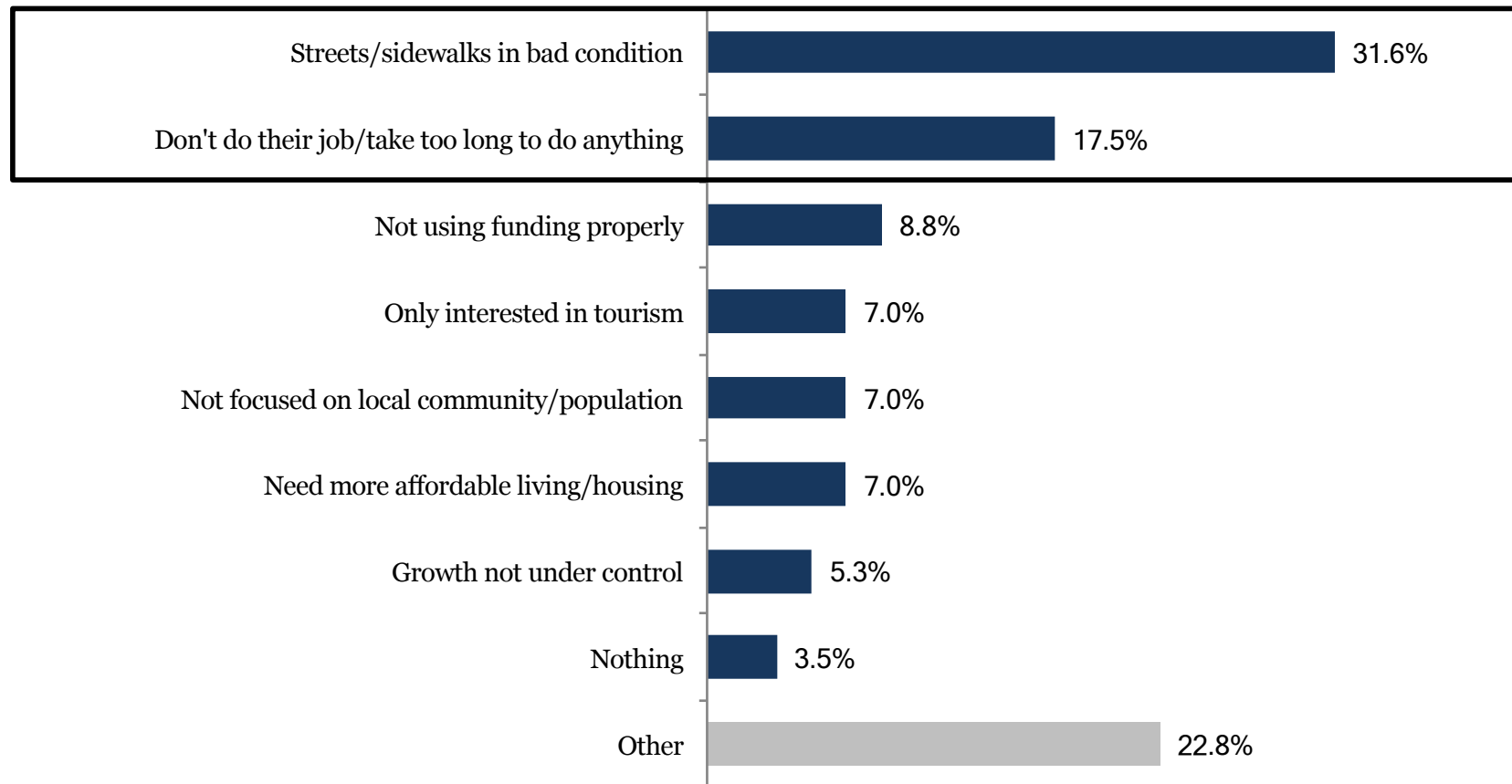
Question: And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



# Why is 19%

## Dissatisfied with the job the City is doing providing City services?

Question: Why would you say that you are dissatisfied with the job the City is doing providing City services?\*



\*Asked only of those who responded "dissatisfied"



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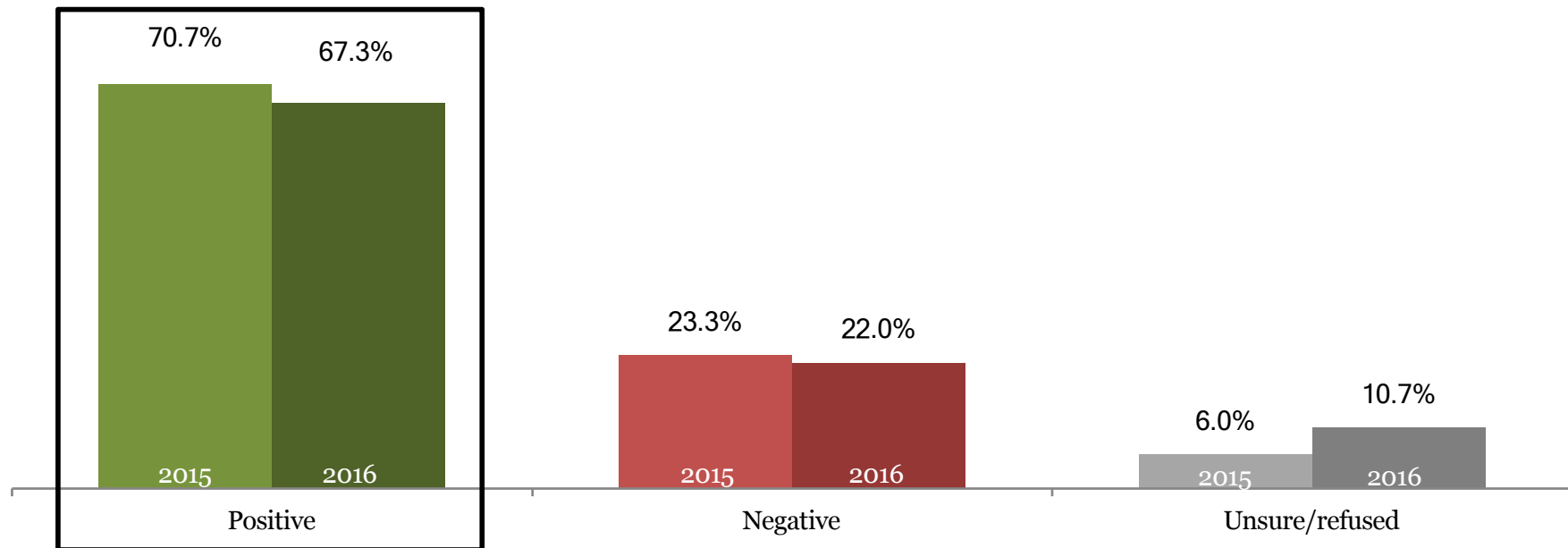
# Perceptions of Enhancements to Attract Tourism



# 67.3% say recent enhancements to attract tourism

Are positive for the City

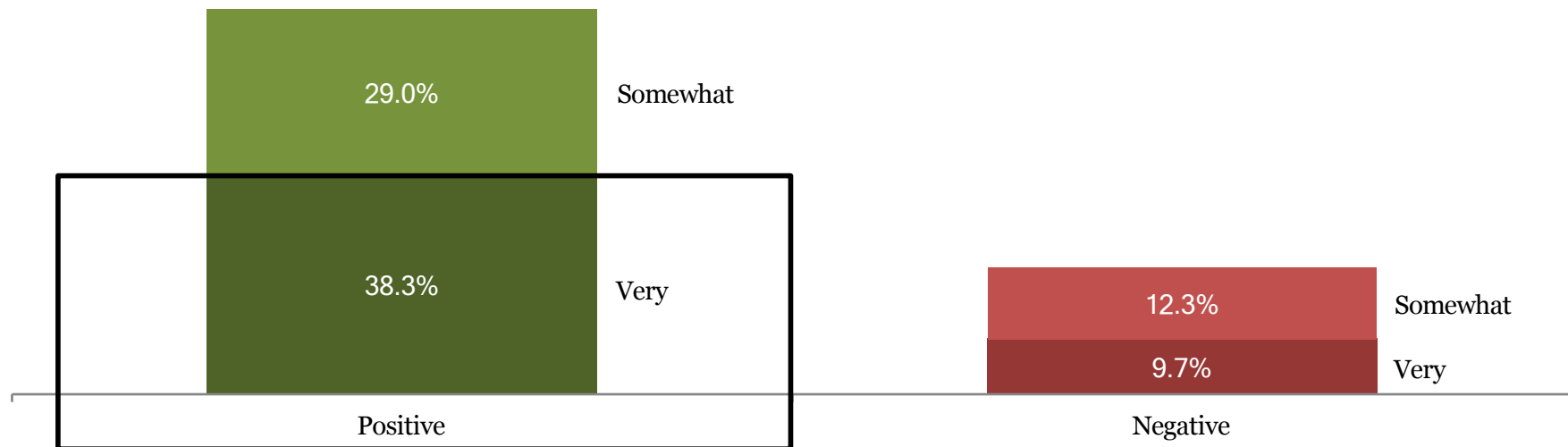
Question: Thinking about Downtown Napa, would you say that recent enhancements to attract tourism are positive for the City or negative for the City?



# The intensity of emotion regarding enhancements

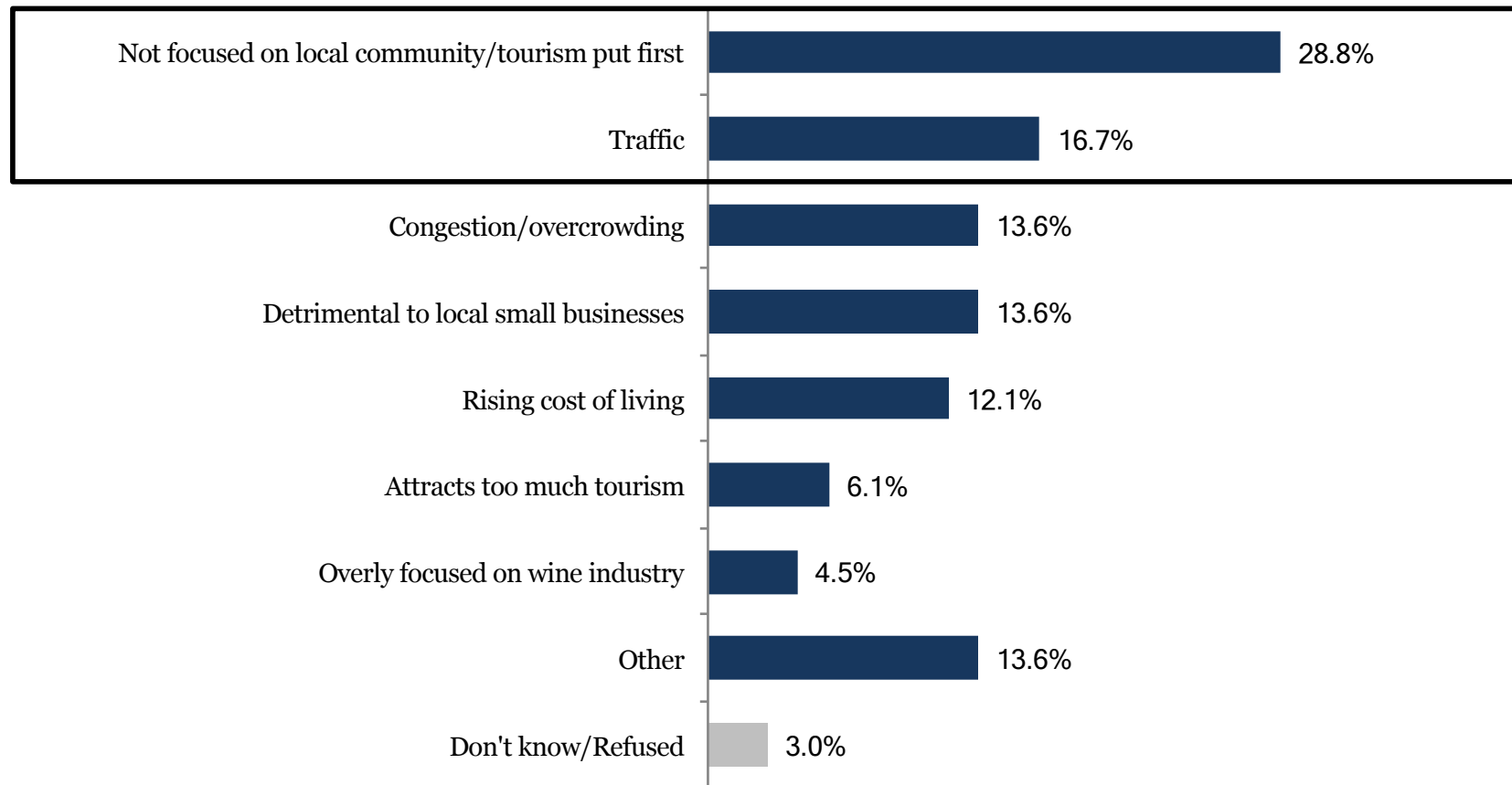
Is significant: 38.3% say they are *very* positiv for the City

Question: And would you say that they are very (positive/negative) or somewhat (positive/negative) for the City?



# Why does 22% say that recent enhancements Are negative for the City?

Question: Why would you say that recent enhancements to attract tourism are negative for the City?\*



\*Asked only of those who responded "negative"

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# Streets, Sidewalks, Parks and Recreation

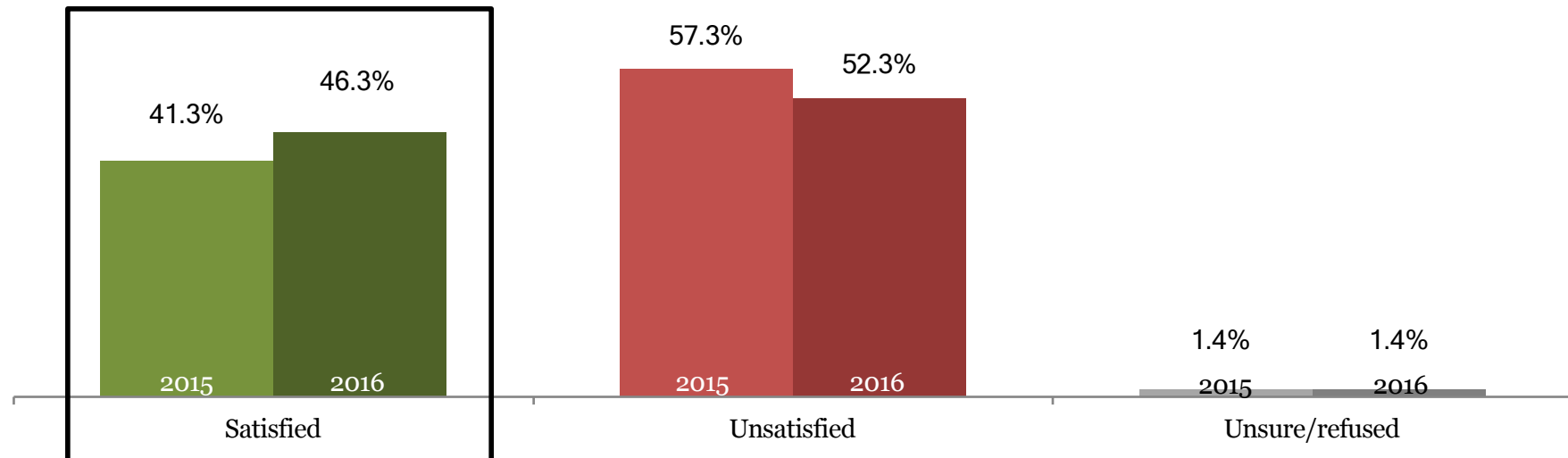




# 46.3% (an increase from 2015) are satisfied

With the quality of local streets and sidewalks

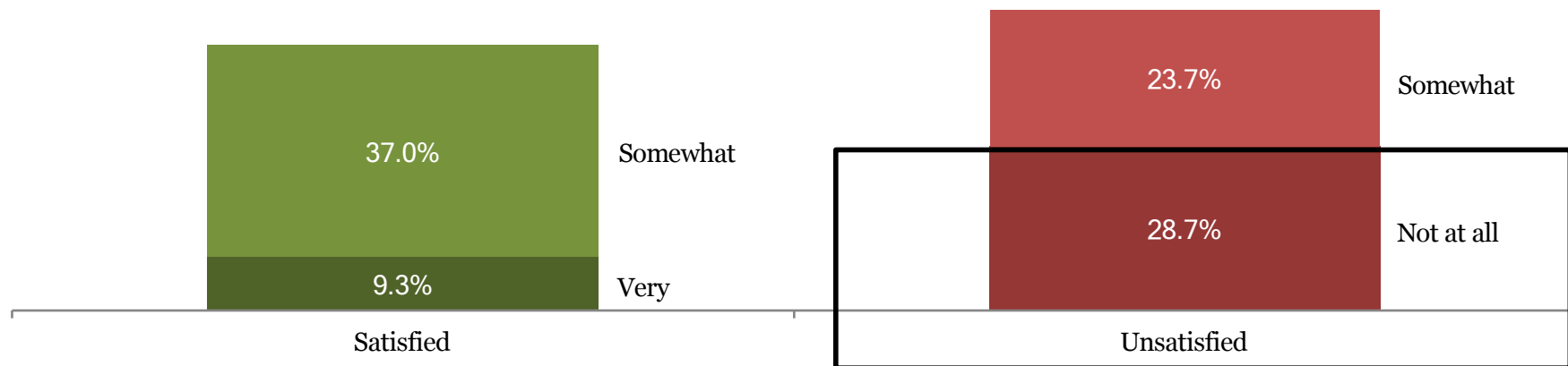
Question: Thinking about the quality of local streets and sidewalks in the City of Napa, would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or not at all satisfied?



# The intensity of dissatisfaction with roads and sidewalks

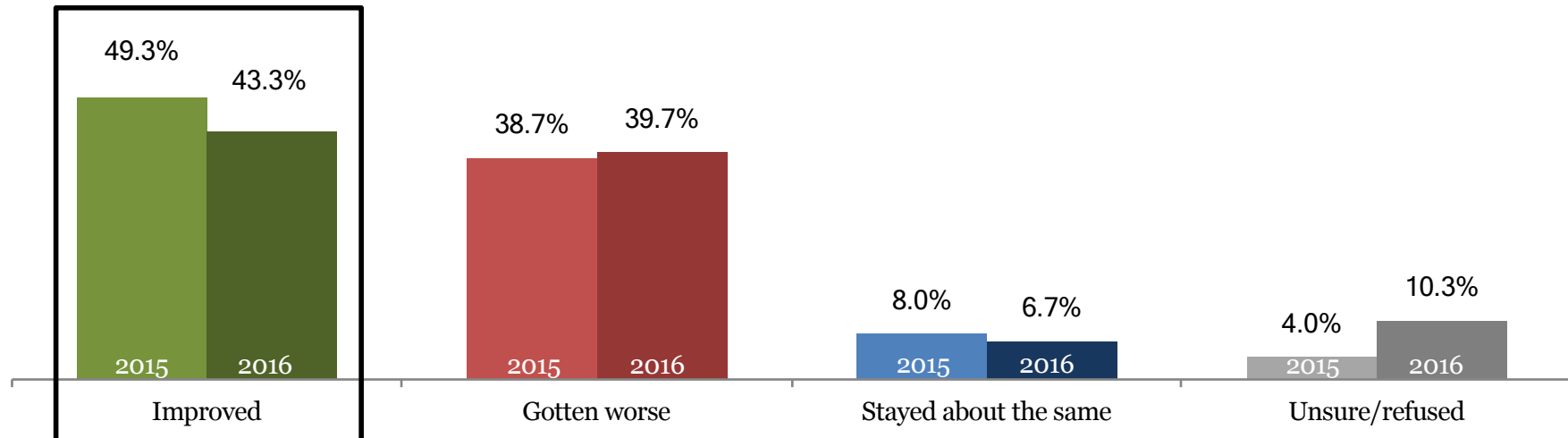
Is greater than that for satisfaction

Question: And would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or not at all satisfied?



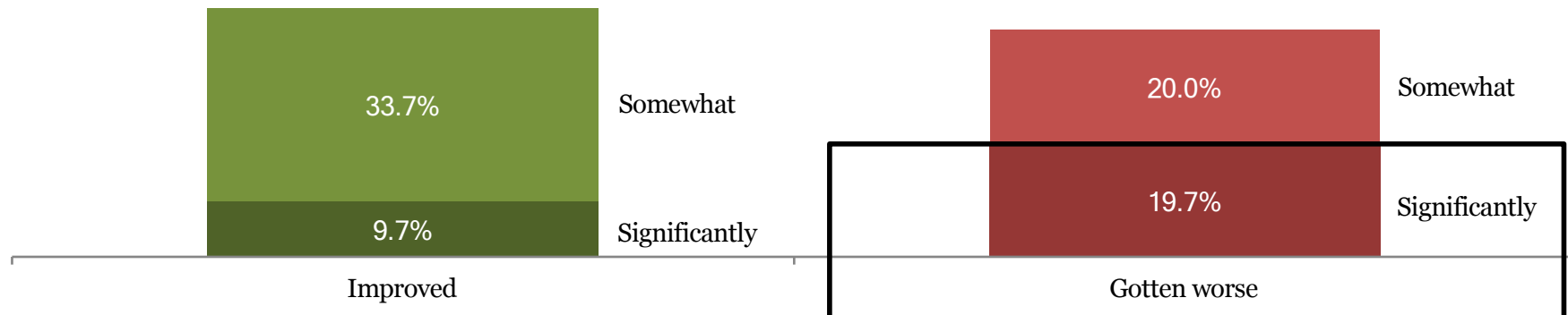
# 43.3% say the quality of local streets Has remained the same over the past several years

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



# Significantly more respondents say the quality of local streets Has gotten significantly worse than those who say it has significantly improved

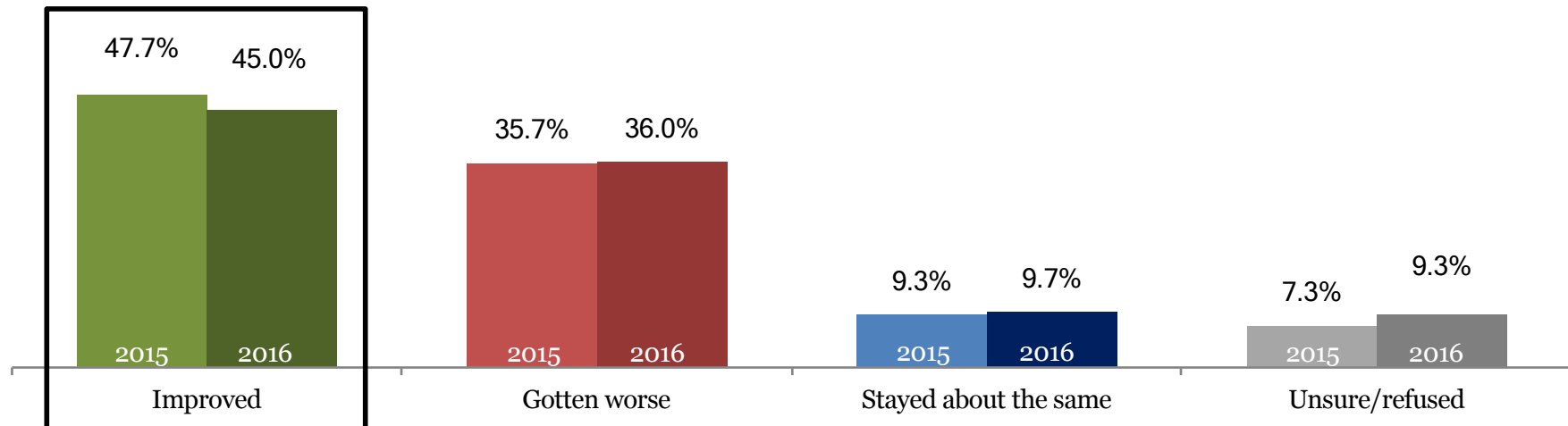
Question: And would you say that it has significantly (improved/gotten worse) or somewhat (improved/gotten worse)?



# 45.0% say the quality of local sidewalks

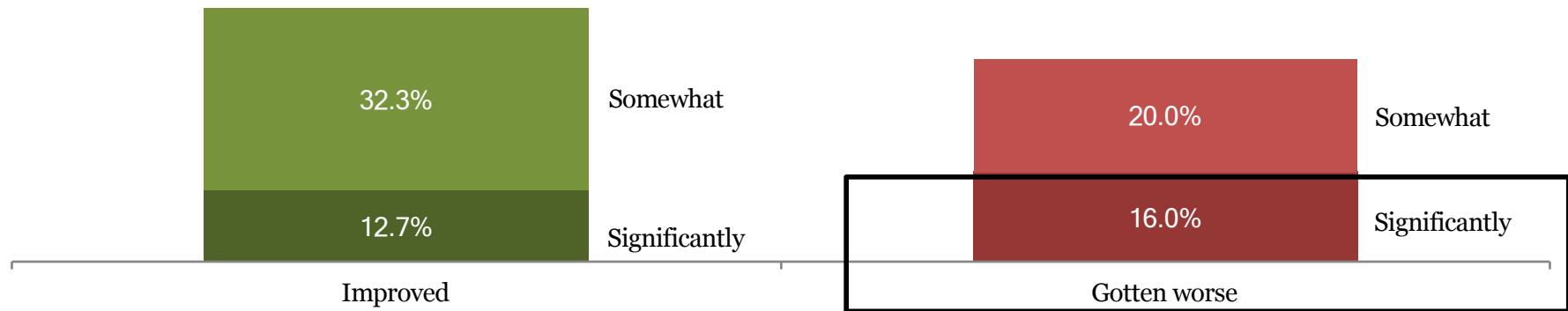
Has improved over the past several years

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



# Significantly more respondents say the quality of local sidewalks Has gotten significantly worse than those who say it has significantly improved

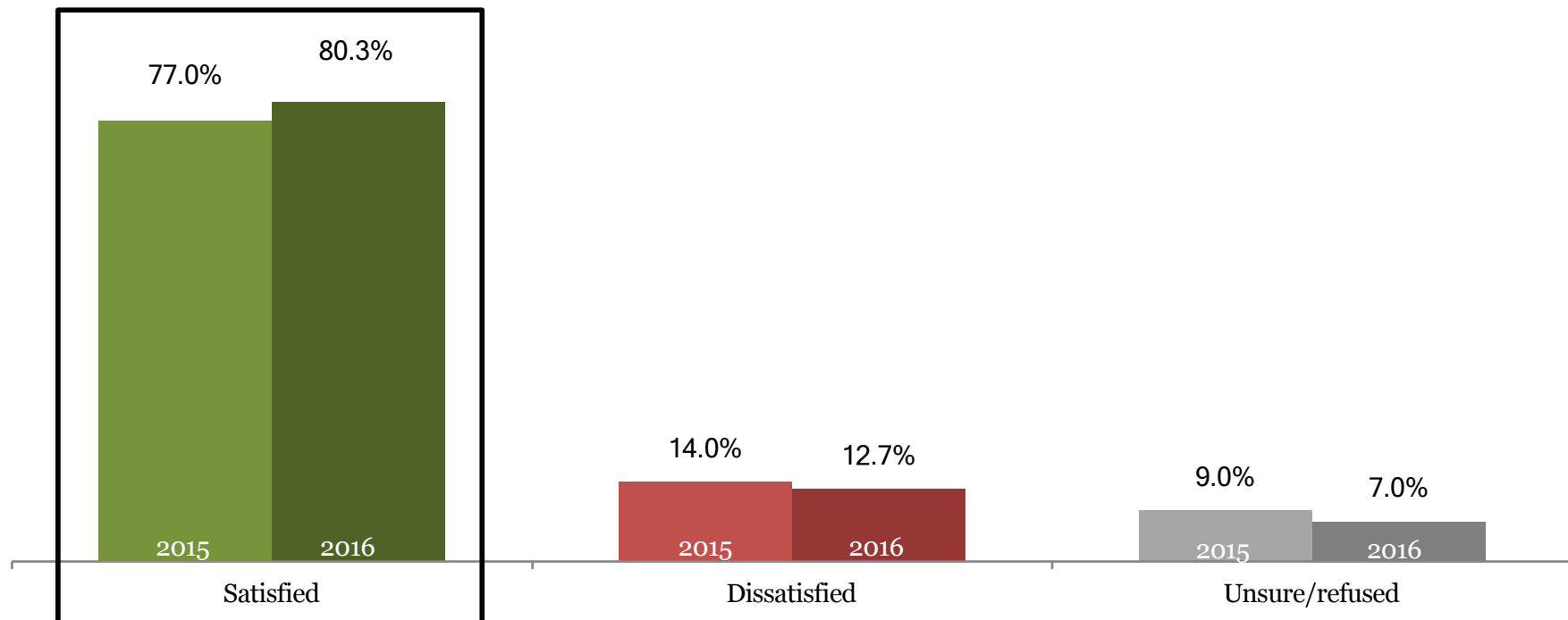
Question: And would you say that it has significantly (improved/gotten worse) or somewhat (improved/gotten worse)?



# 80.3% are satisfied with the quality and condition

Of the City's parks and recreation facilities

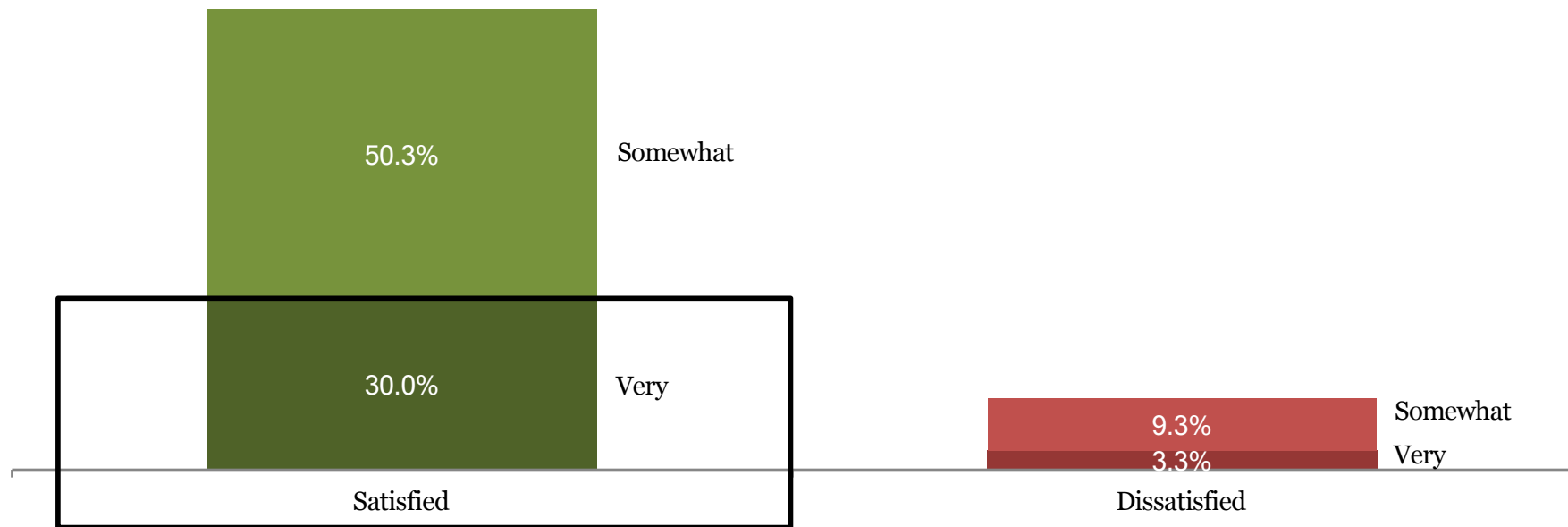
Question: Thinking about the quality and condition of the City's parks and recreation facilities, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



# The intensity of satisfaction with parks and recreation facilities

Is significant (30.0% say they are *very* satisfied)

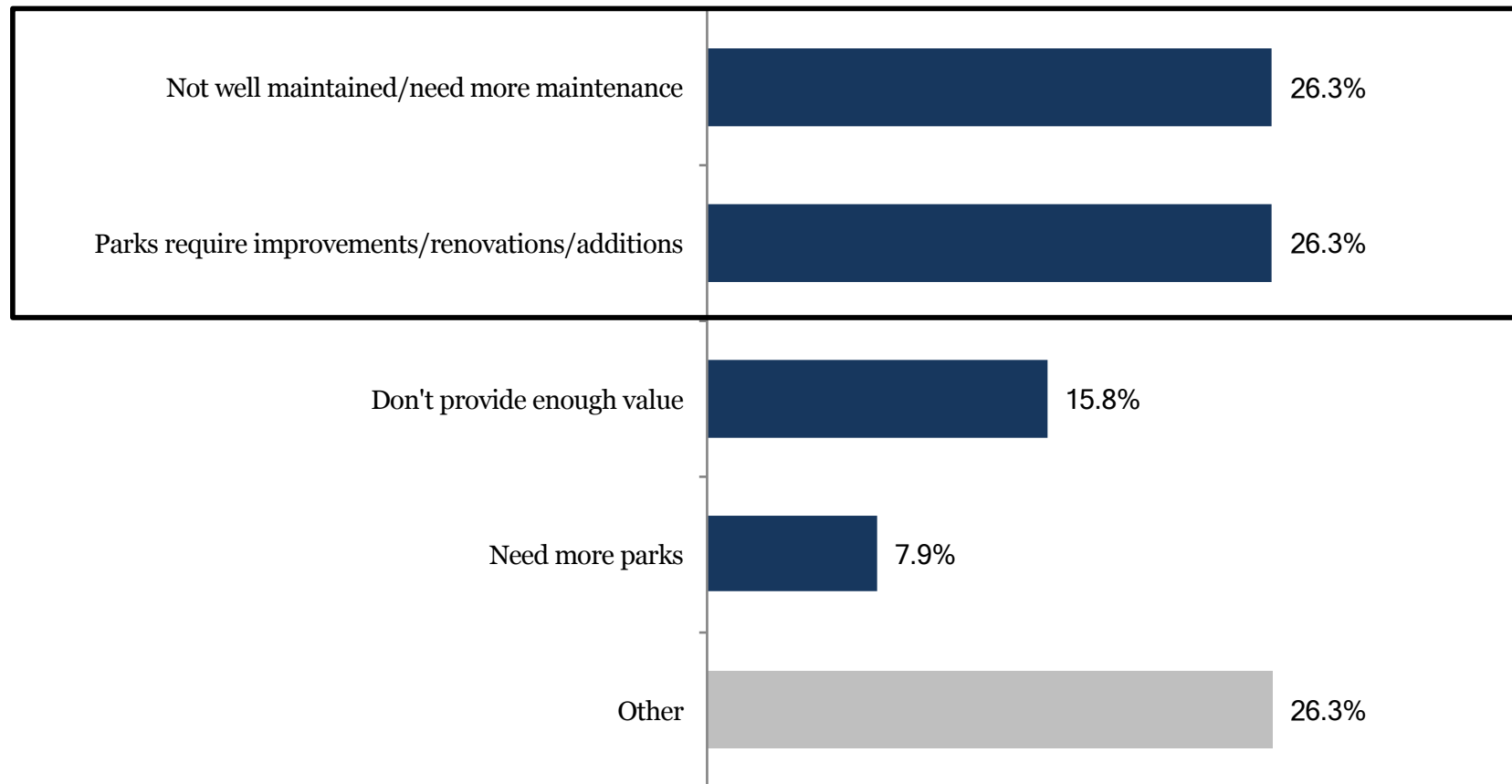
Question: And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?





# Why are 12.7% of respondents Dissatisfied with parks and recreation facilities?

Question: Why are you dissatisfied with City of Napa parks and recreation facilities?\*

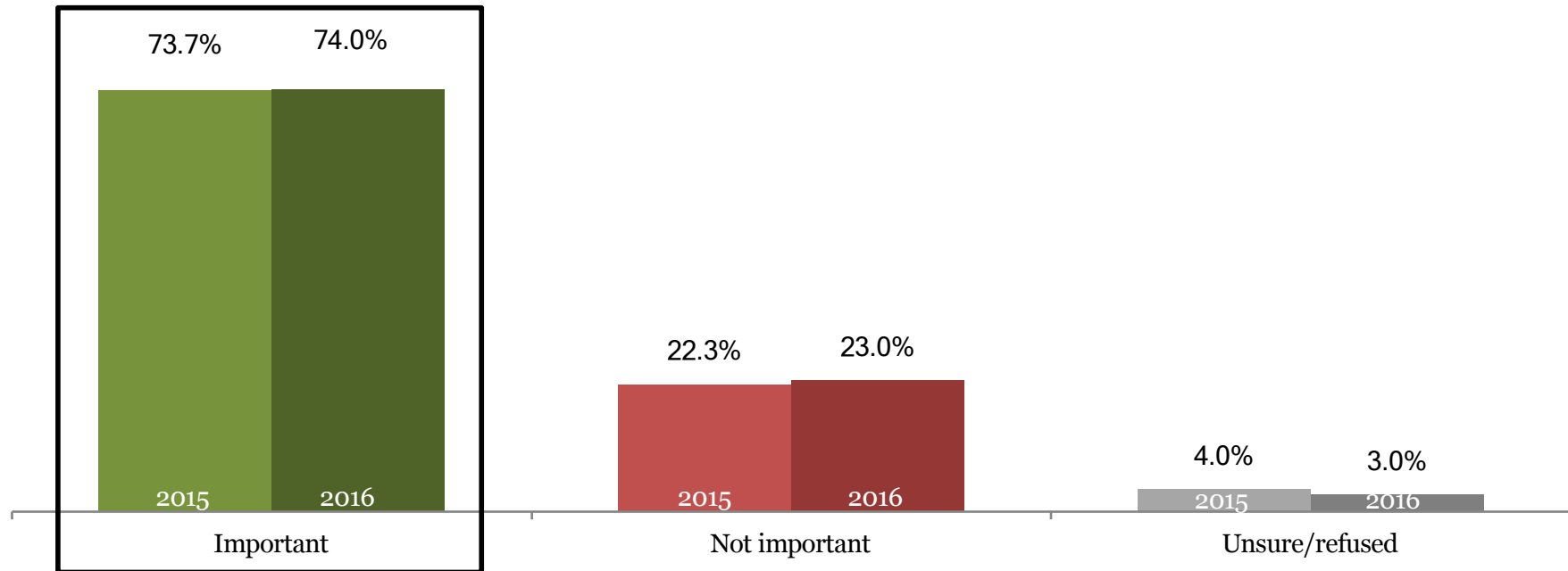


\*Asked only of those who responded "dissatisfied"



# 74.0% say it is important that the City prioritizes Building new park and recreation facilities

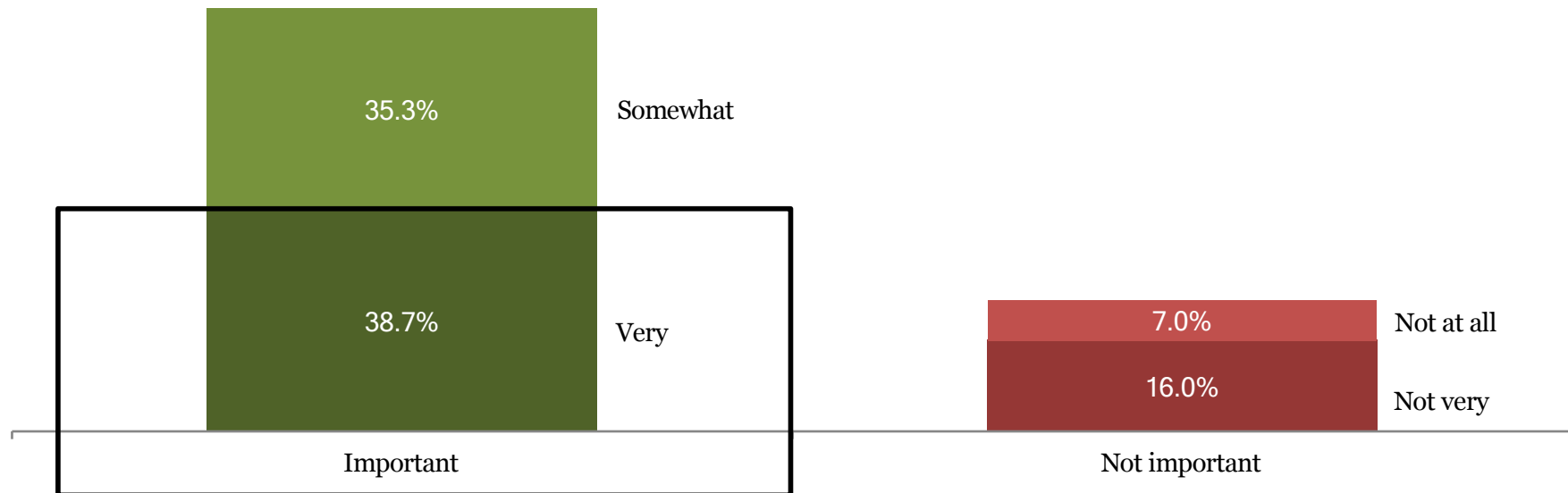
Question: Do you feel it is extremely very important, somewhat important, not very important or not at all important that the City of Napa prioritizes building new park and recreation facilities?



# The intensity of those who feel it is important

Is high (38.7% say that it is *very* important)

Question: Do you feel it is extremely very important, somewhat important, not very important or not at all important that the City of Napa prioritizes building new park and recreation facilities?



# Safety

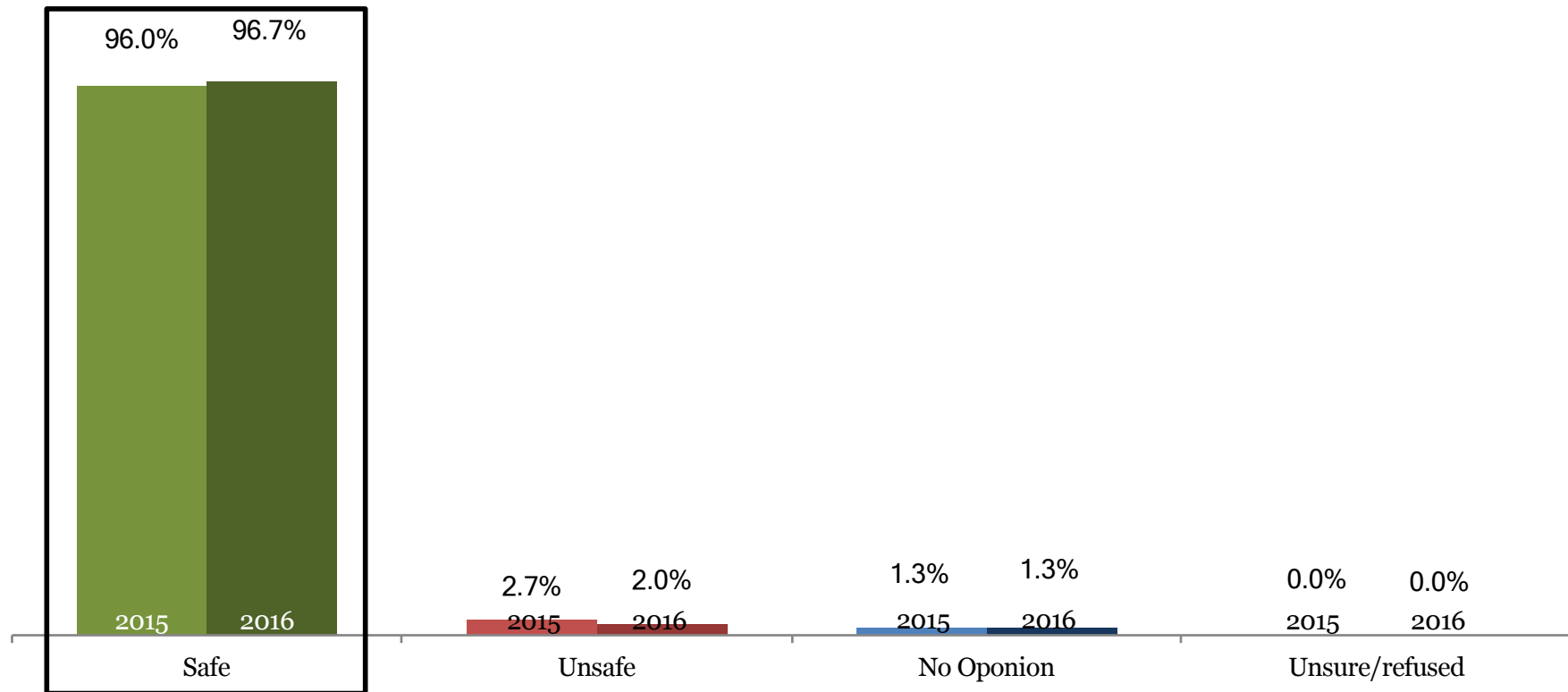
Preamble: *“Now, I’m going to ask a few questions about personal safety in the City of Napa. When you are [READ ACTIVITY], would you say that you feel safe or unsafe? If you don’t have an opinion, just say so.”*



# 96.7% say they feel safe

## Walking alone in their neighborhood during the day

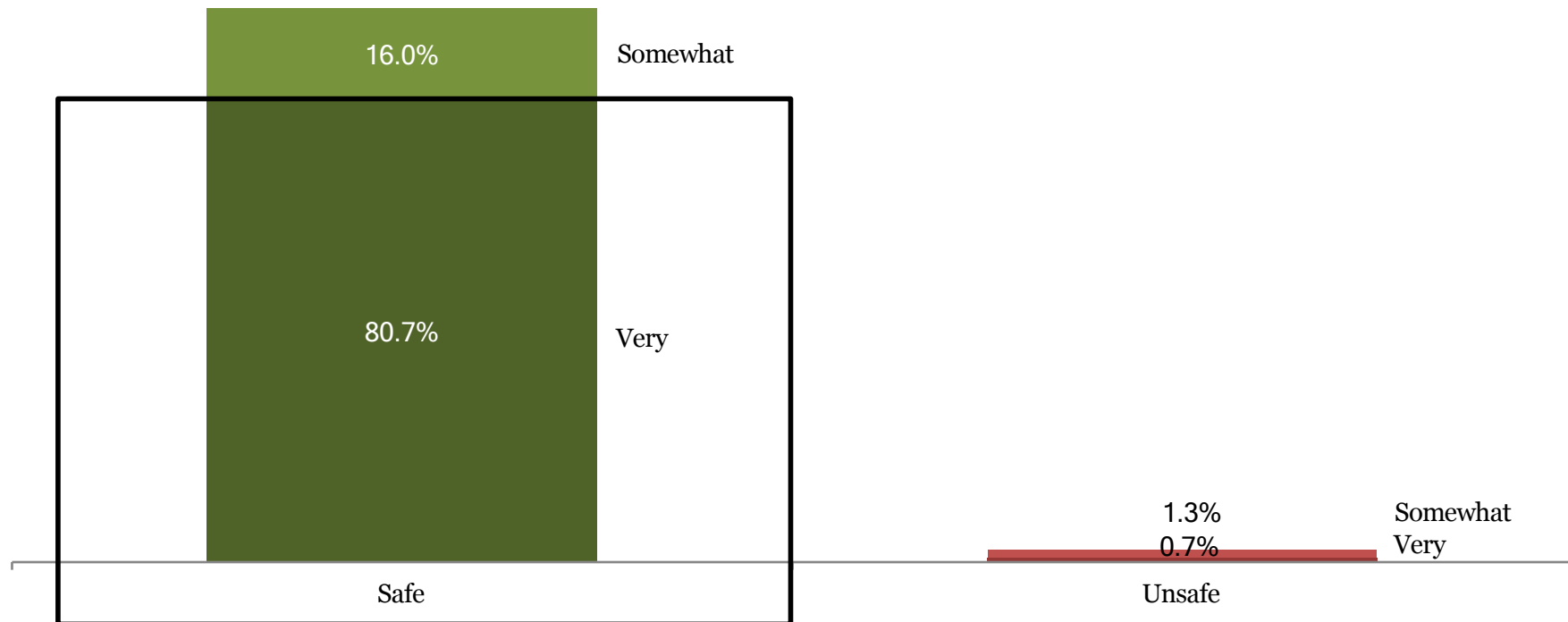
Question: When you are walking alone in your neighborhood during the day, would you say that you feel safe or unsafe? If you don't have an opinion, just say so.



# 80.7% say they feel *very safe*

Walking alone in their neighborhood during the day

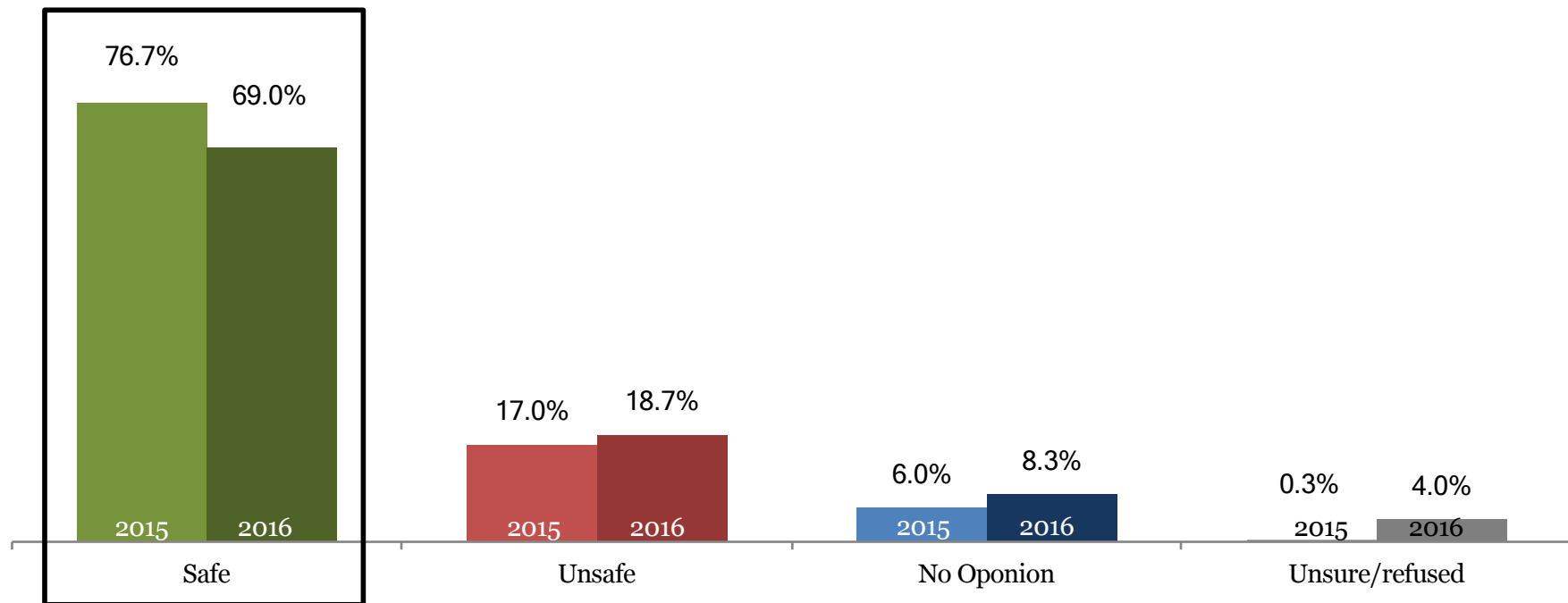
Question: And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?



# 69.0% say they feel safe

When walking alone in their neighborhood after dark

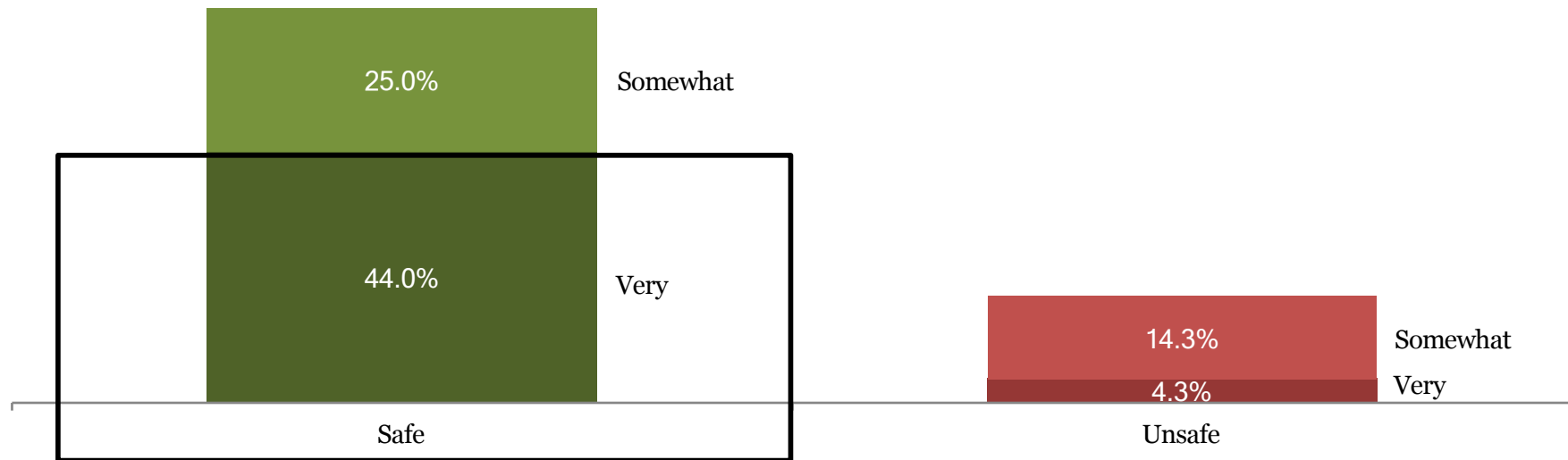
Question: When you are walking alone in your neighborhood after dark, would you say that you feel safe or unsafe? If you don't have an opinion, just say so.



# 44.0% say they feel *very safe*

Walking alone in their neighborhood after dark

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

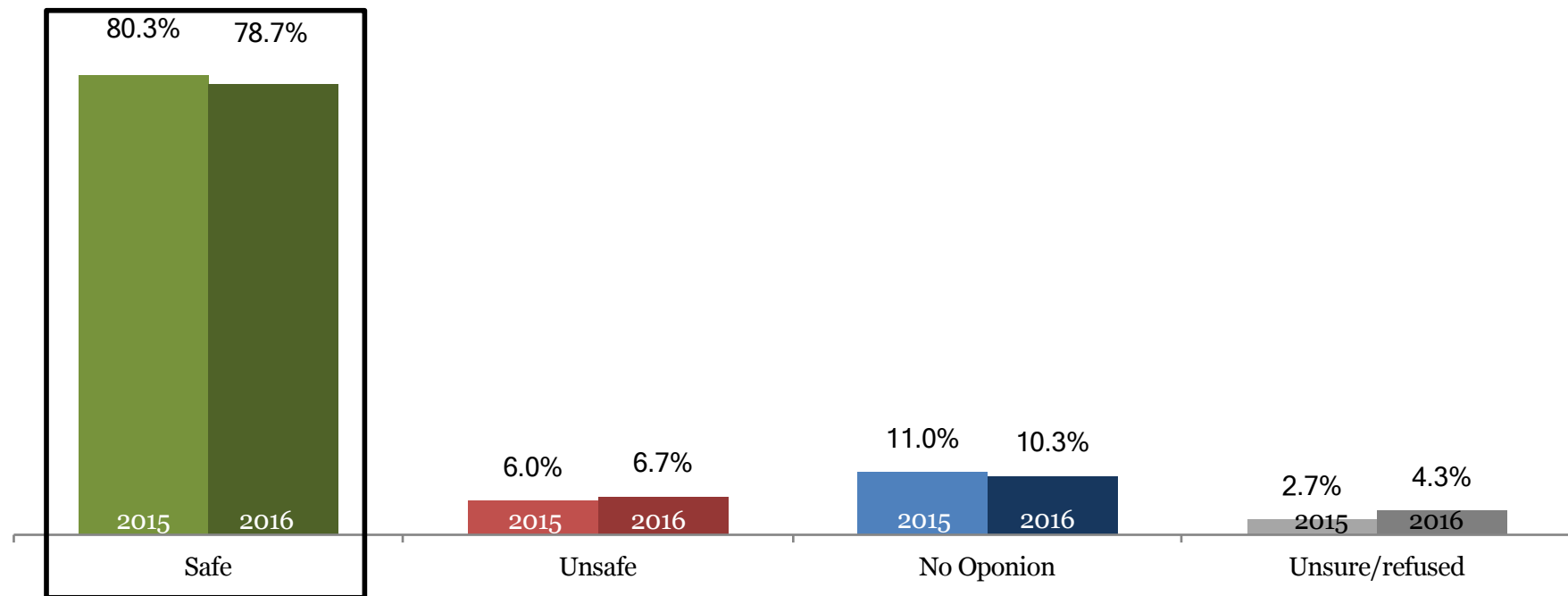




# 78.7% say they feel safe

## Visiting City parks

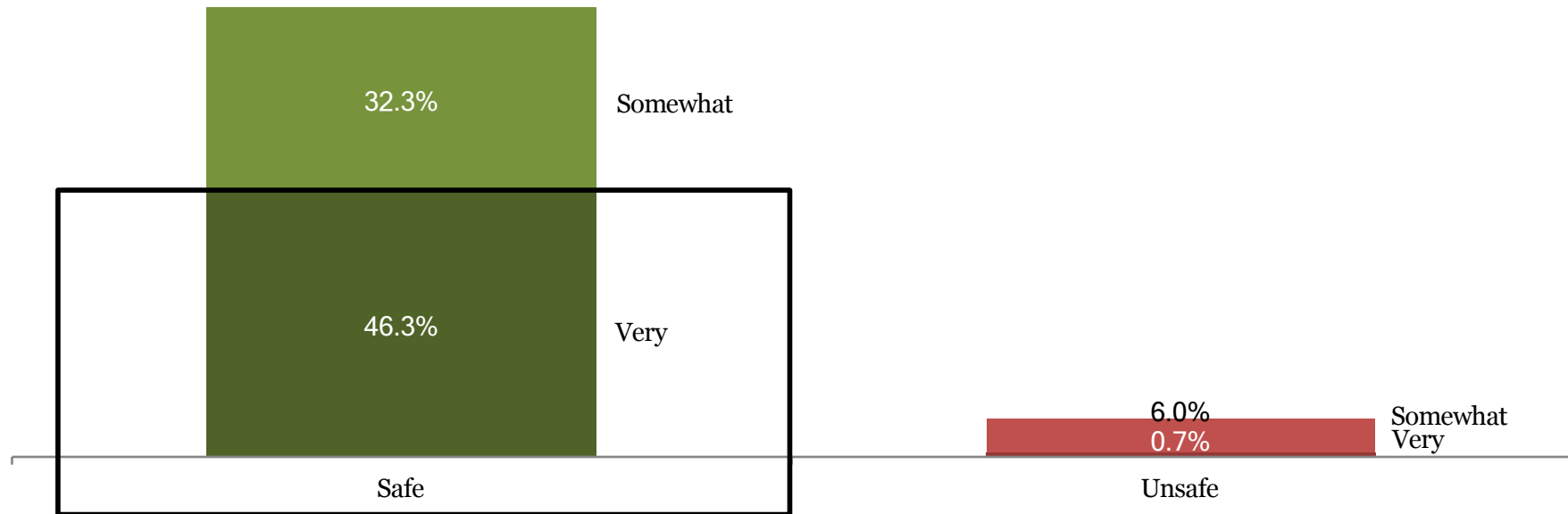
Question: When you are visiting City parks, would you say that you feel safe or unsafe? If you don't have an opinion, just say so.



# 46.3% say they feel *very safe*

## Visiting City parks

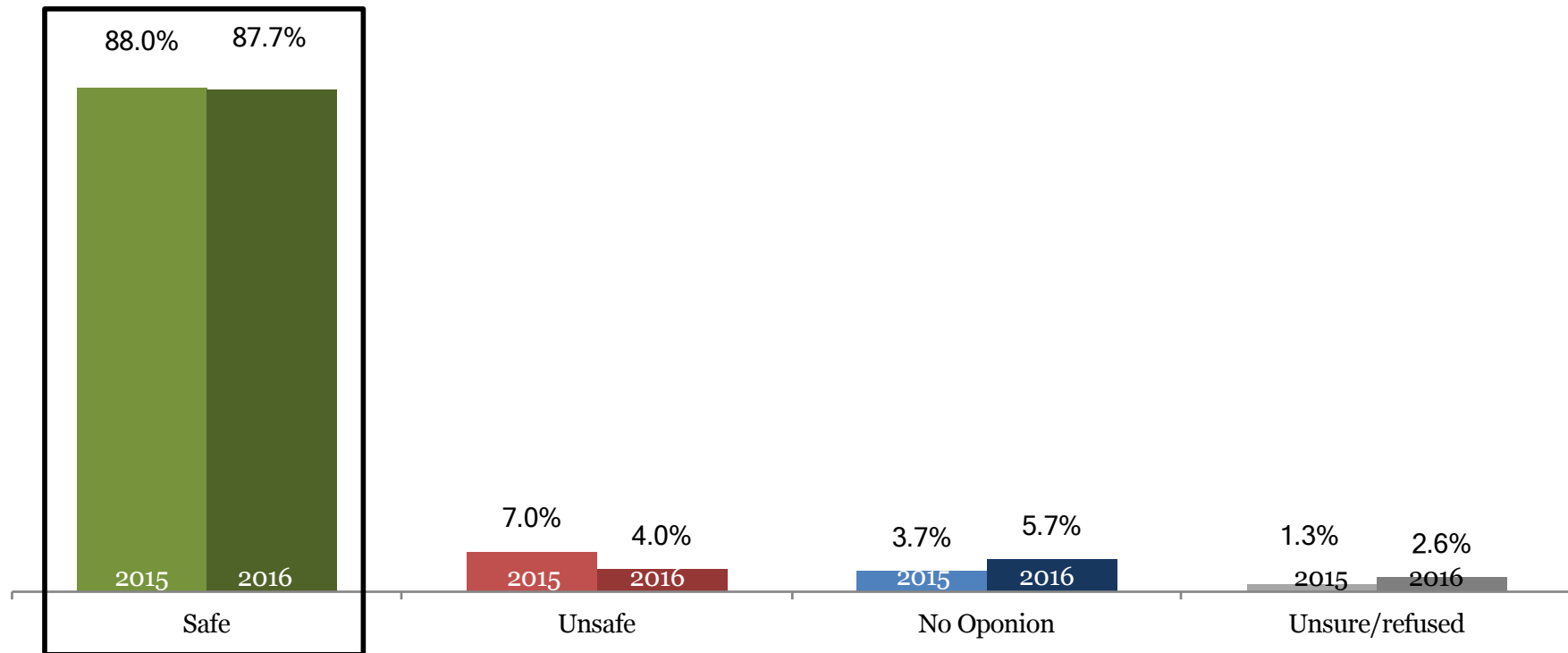
Question: And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?



# 87.7% say they feel safe

## Downtown

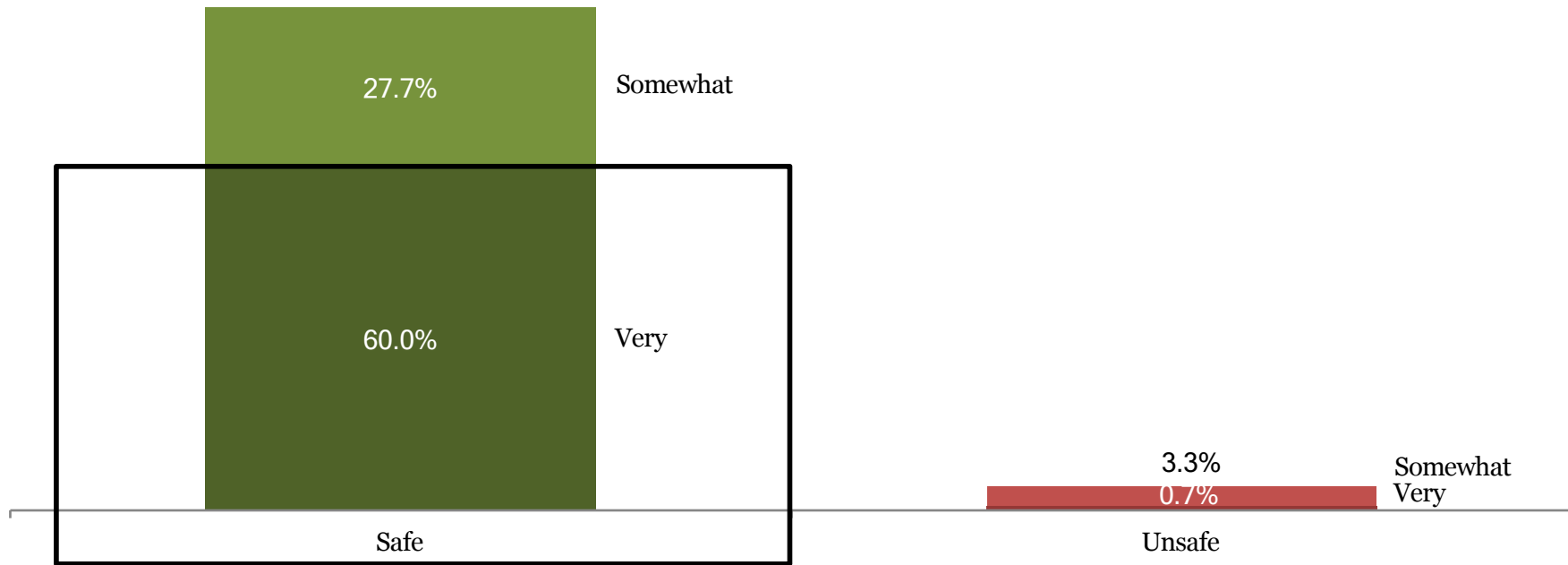
Question: When you are downtown, would you say that you feel safe or unsafe? If you don't have an opinion, just say so.



# 60.0% say they feel *very safe*

## Downtown

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



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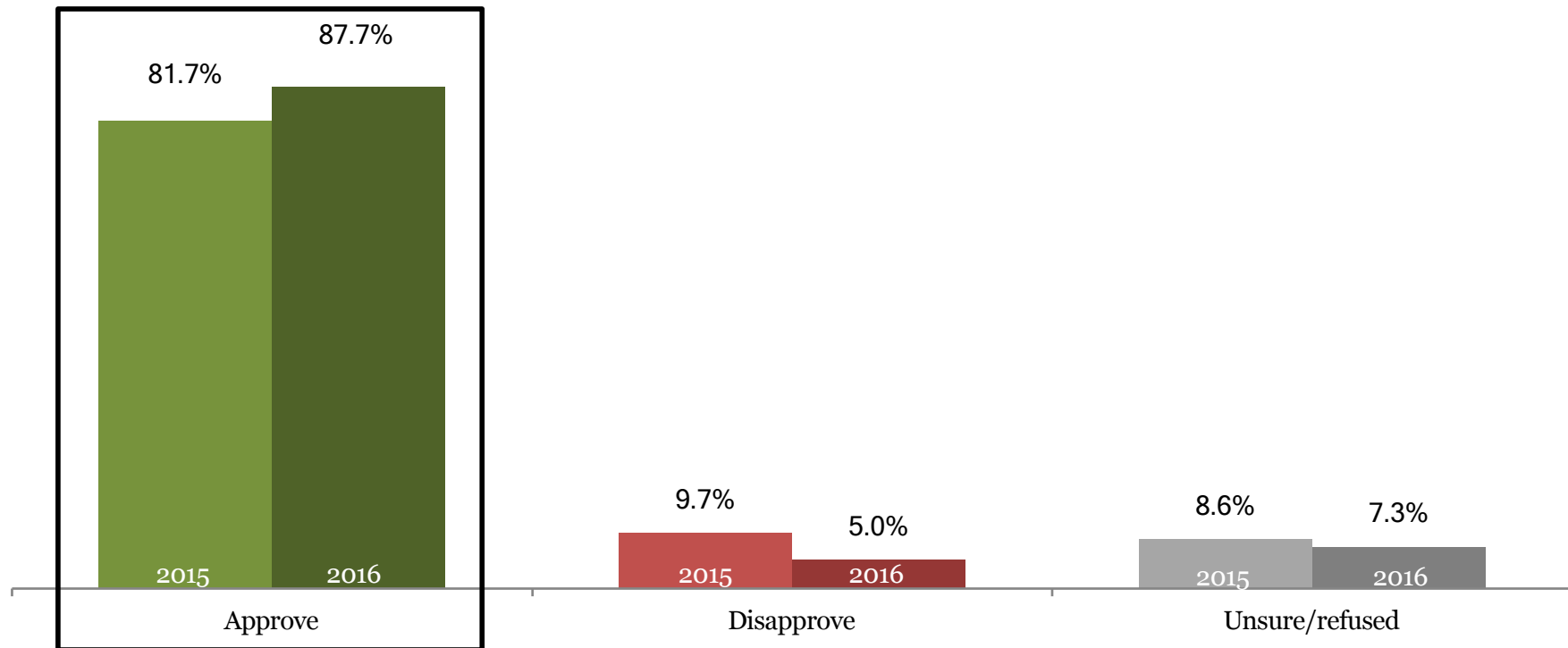
# Police Department



# 87.7% approve of the job

## That the Napa Police Department is doing

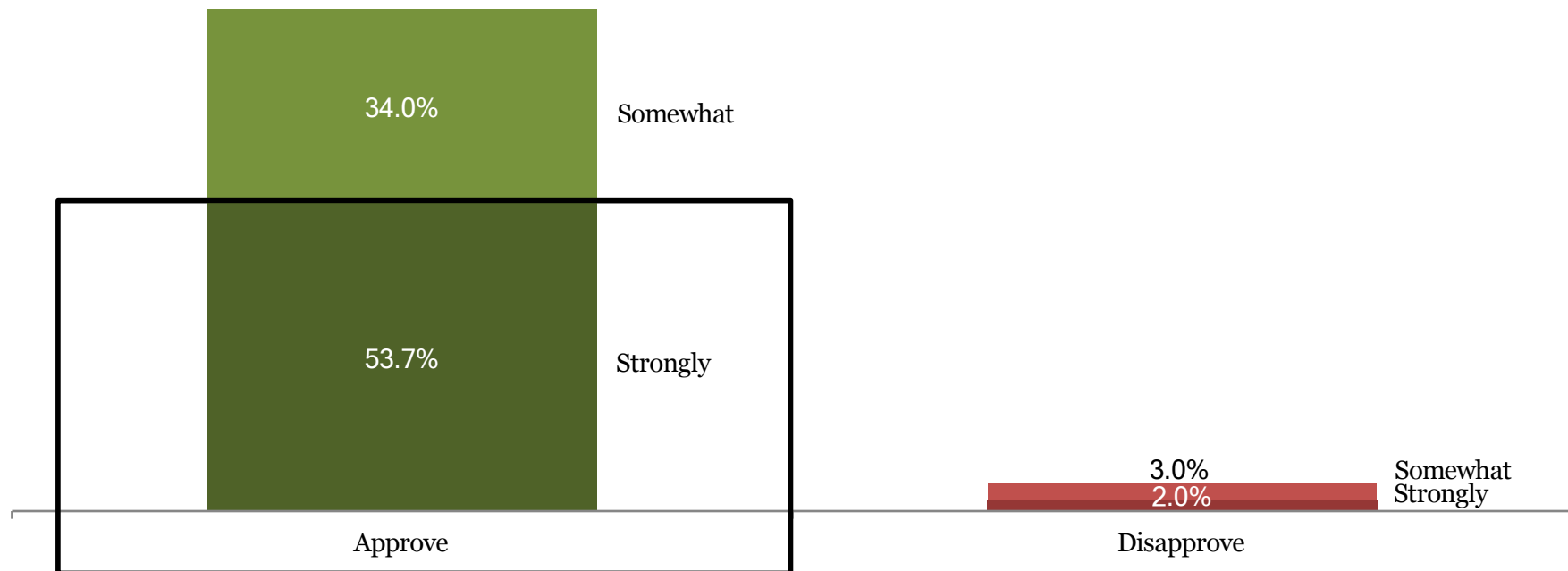
Question: Do you approve or disapprove of the job that the Napa Police Department is doing?



# The intensity of approval for the police department

Is high (53.7% say they *strongly* approve of its job performance)

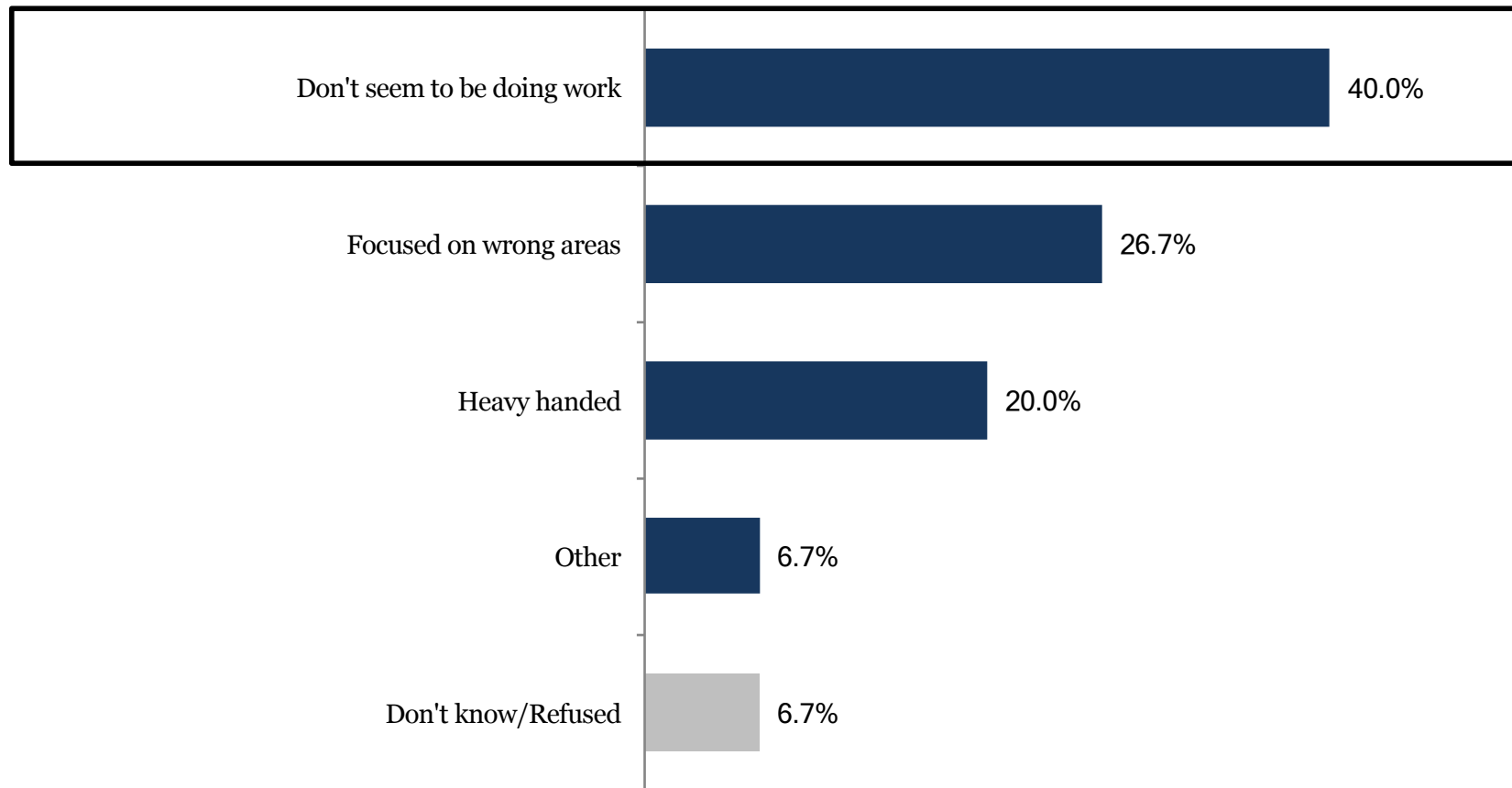
Question: And would you say that you strongly or somewhat (approve/disapprove)?



# Why does 5%

## Disapprove of the job that the Napa Police Department is doing?

Question: Thinking specifically, why do you disapprove of the job that the Napa Police Department is doing?\*



\*Asked only of those who responded "disapprove"





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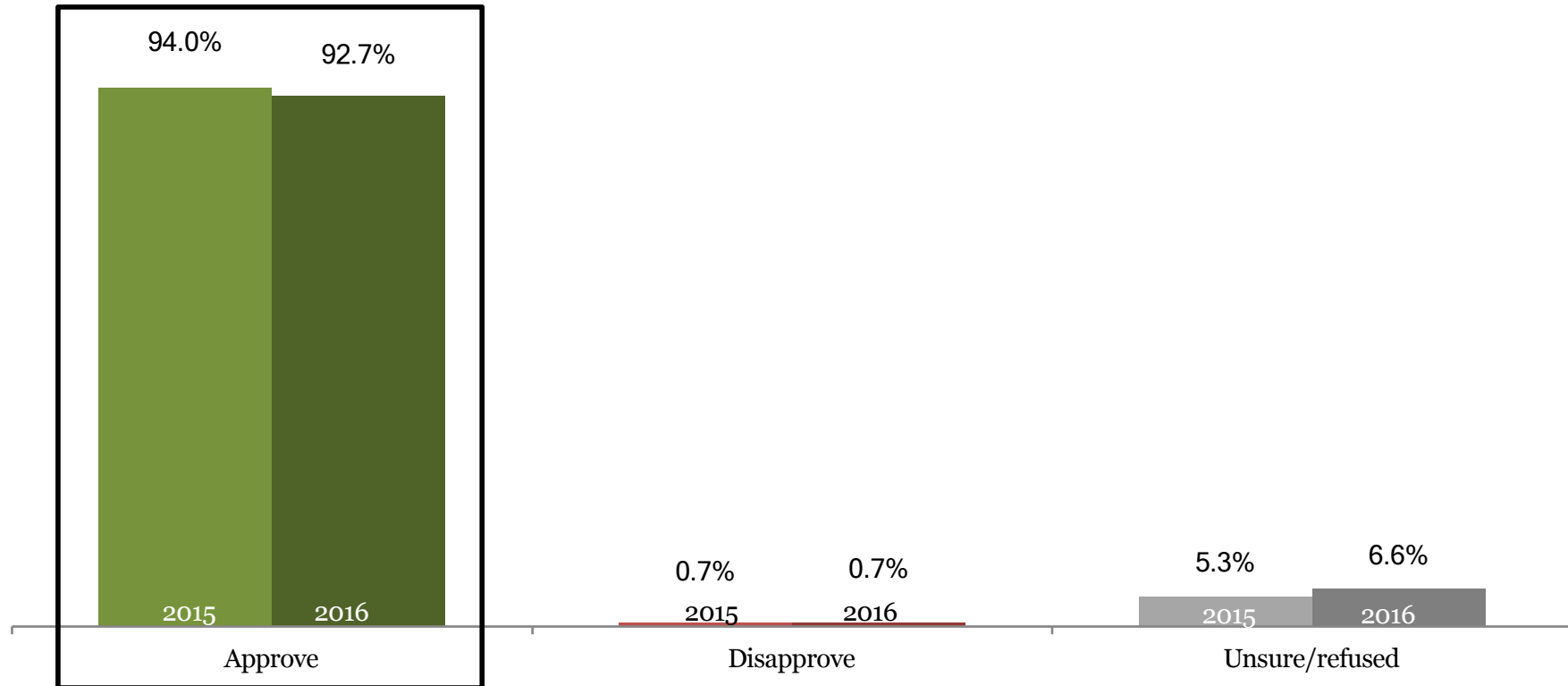
# Fire Department



# 92.7% approve of the job

Of the job that the Napa Fire Department is doing

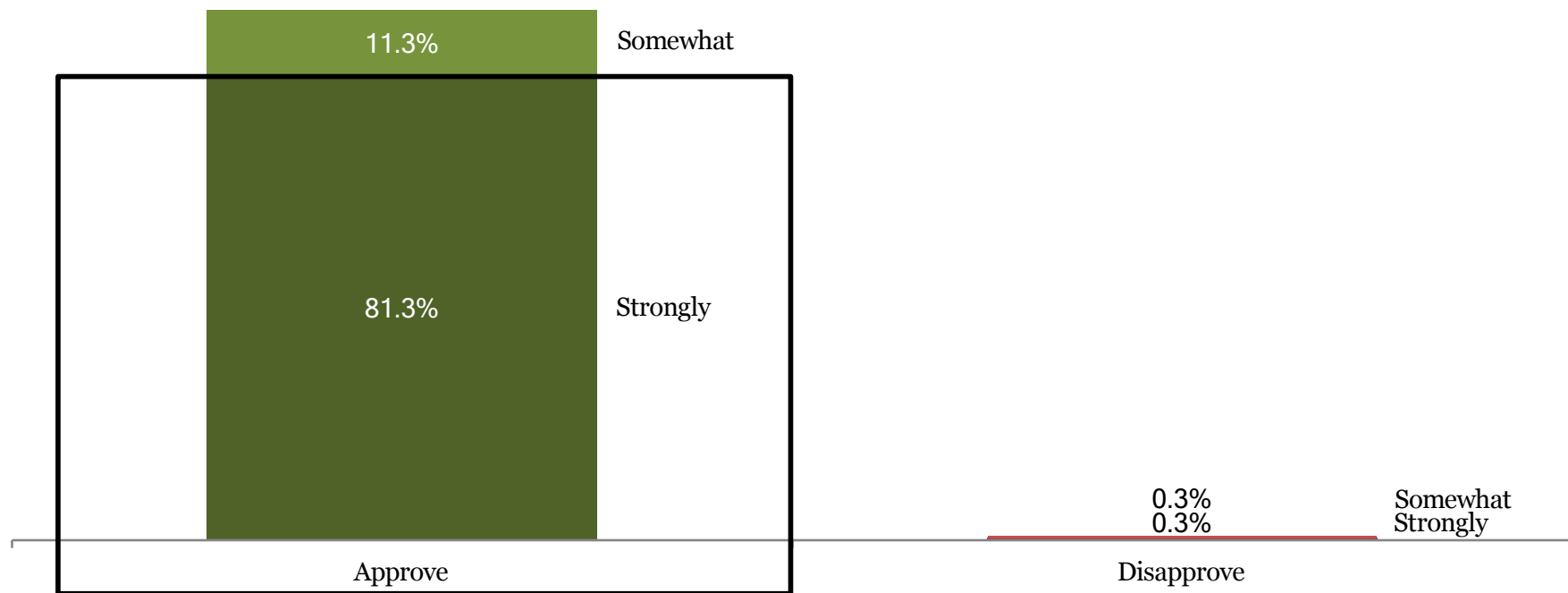
Question: Do you approve or disapprove of the job that the Napa Fire Department is doing?



# The intensity of approval for the Fire Department

Is high (81.3% say they *strongly* approve)

Question: And would you say that you strongly or somewhat (approve/disapprove)?



# Why do 2 respondents out of 300

Disapprove of the job that the Fire Department is doing?

Question: Thinking specifically, why do you disapprove of the job that the Napa Fire Department is doing?\*

## **Female, 65+, White/Caucasian, English**

*Question: Thinking specifically, why do you disapprove of the job that the Napa Fire Department is doing?*

*Answer: Had Come Conflict With Them*

## **Male, 35-54, White/Caucasian, English**

*Question: Thinking specifically, why do you disapprove of the job that the Napa Fire Department is doing?*

*Answer: Cost The Taxpayers Millions And They Don't Really Do Anything Or Put Out Fires*

\*Asked only of those who responded "disapprove"



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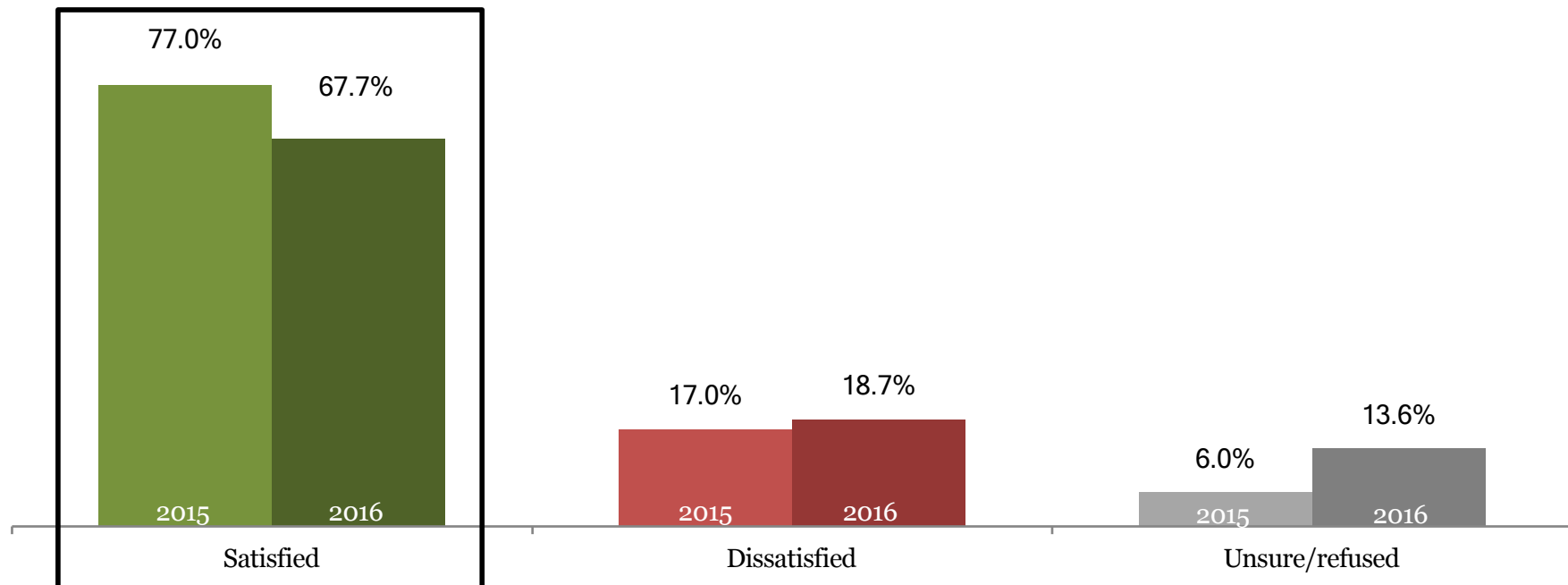
# Communicating with Residents



# 67.7% is satisfied with the job the City is doing

To communicate with residents

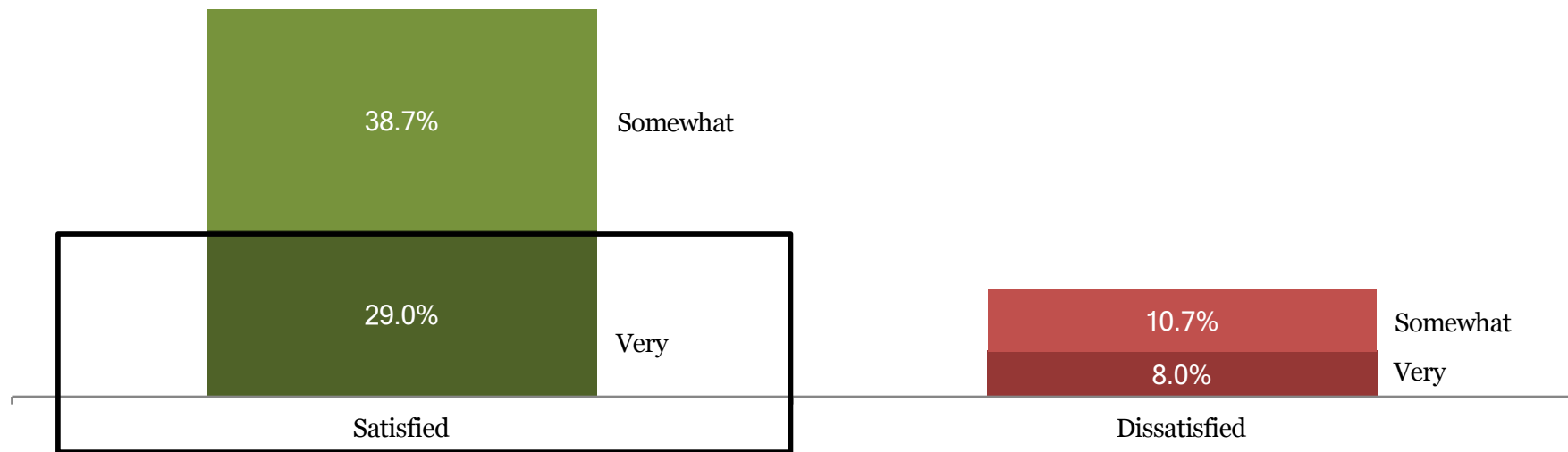
Question: In general, are you satisfied or dissatisfied with the job the City is doing to communicate with residents, such as through City newsletters, the City's website and other ways?



# The intensity of satisfaction with City communications

Is significant (29.0% say they are *very* satisfied)

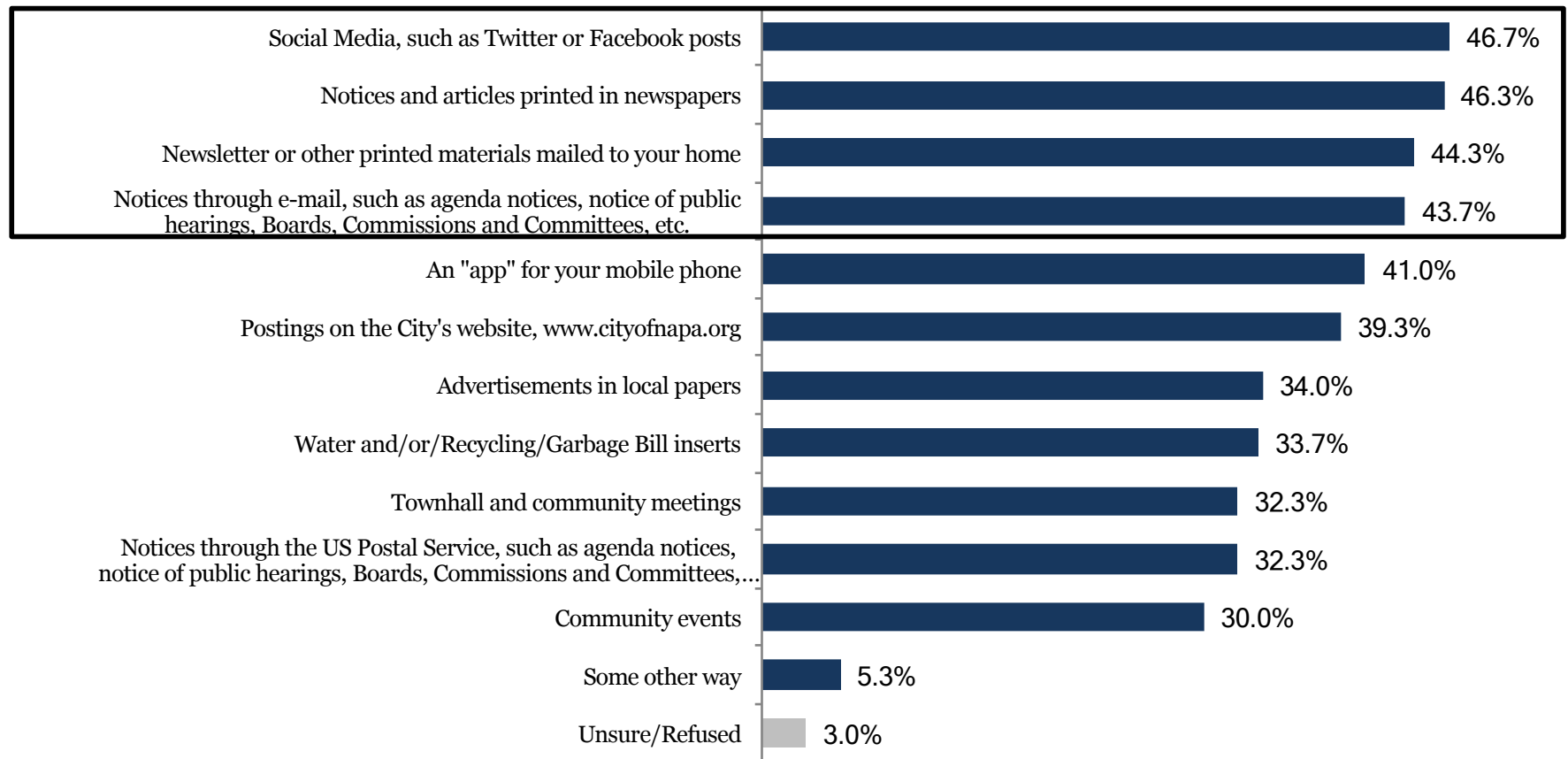
Question: And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



# What are the top ways residents would prefer

## The City use to keep them informed?

**Question:** The City can communicate with residents in a number of ways. Some they already do, and some they may consider for the future. I'm going read you a list of various ways the City could communicate with residents, and please let me know which ways you most prefer the City use to keep you informed about the City and City-related issues.

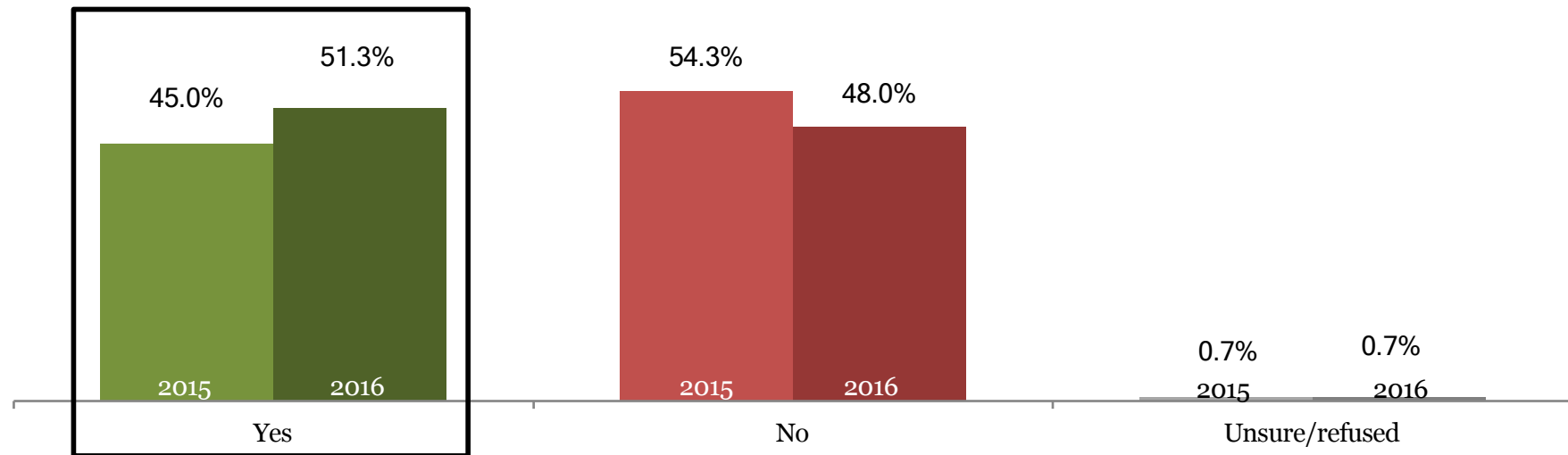




# 51.3% have visited the City's website

Within the past twelve months

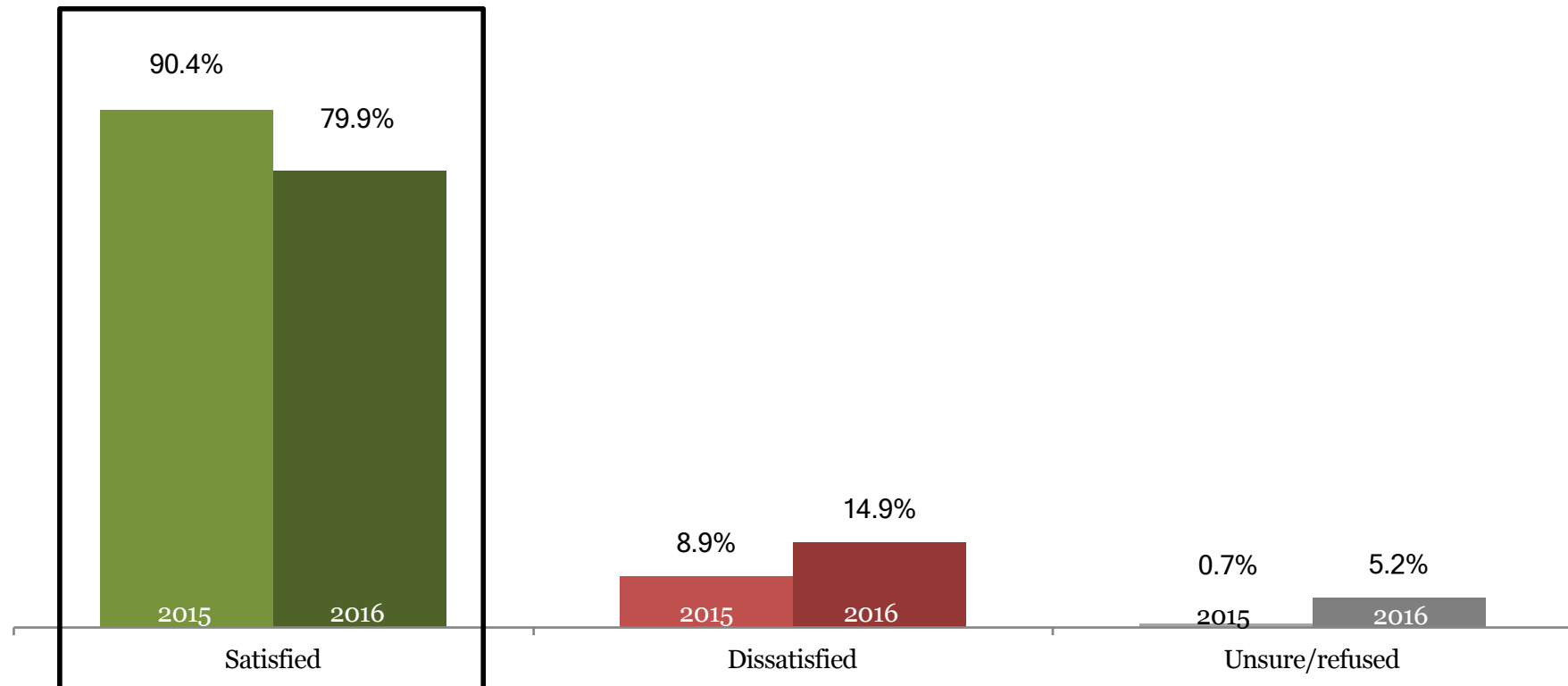
Question: In the past twelve months, have you visited the City of Napa's website, [www.cityofnapa.org](http://www.cityofnapa.org)?



# 79.9% say they are satisfied

With the information and resources available on the City's website

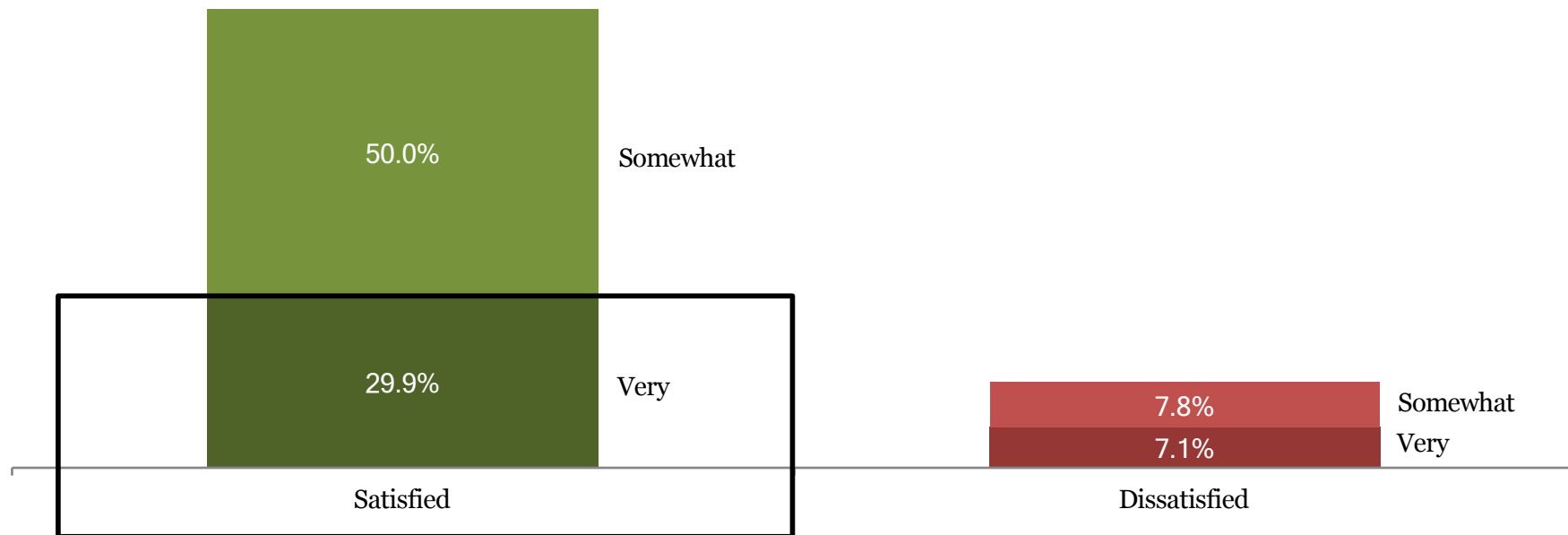
Question: In general, are you satisfied or dissatisfied with information and resources available on the City's website?



# The intensity of satisfaction with the City's website

Is significant (29.9% say they are *very* satisfied)

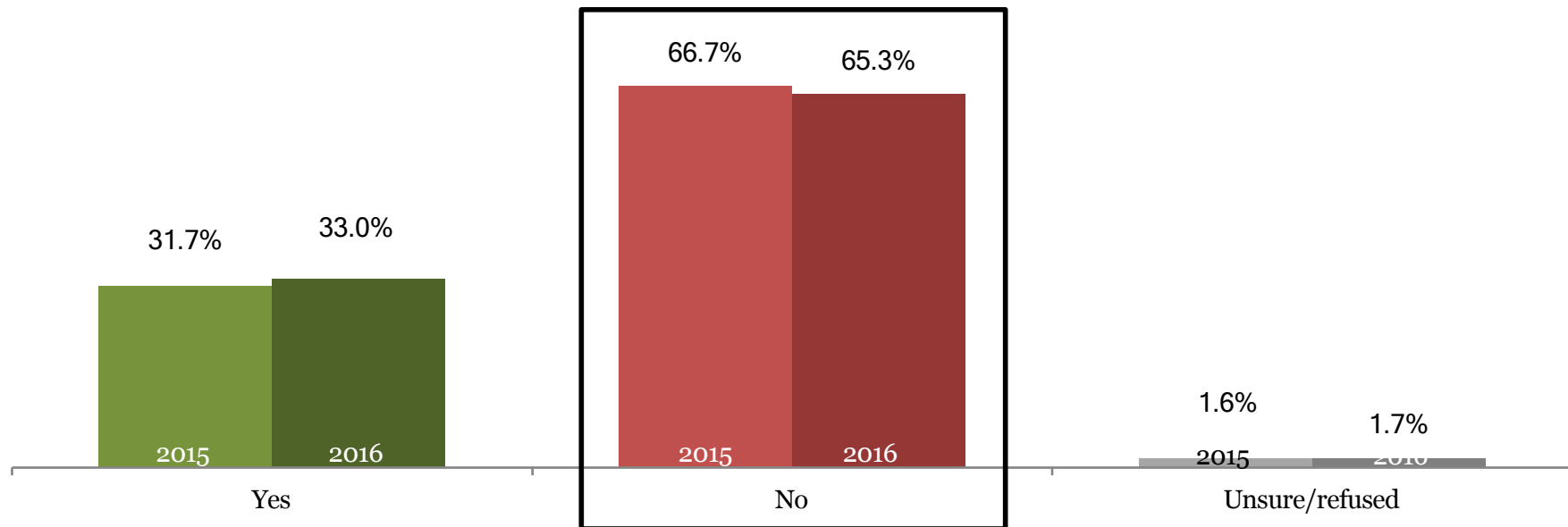
Question: And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



# 65.3% have not watched City Council Meetings

Or read other governance information on the City's website

Question: 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?



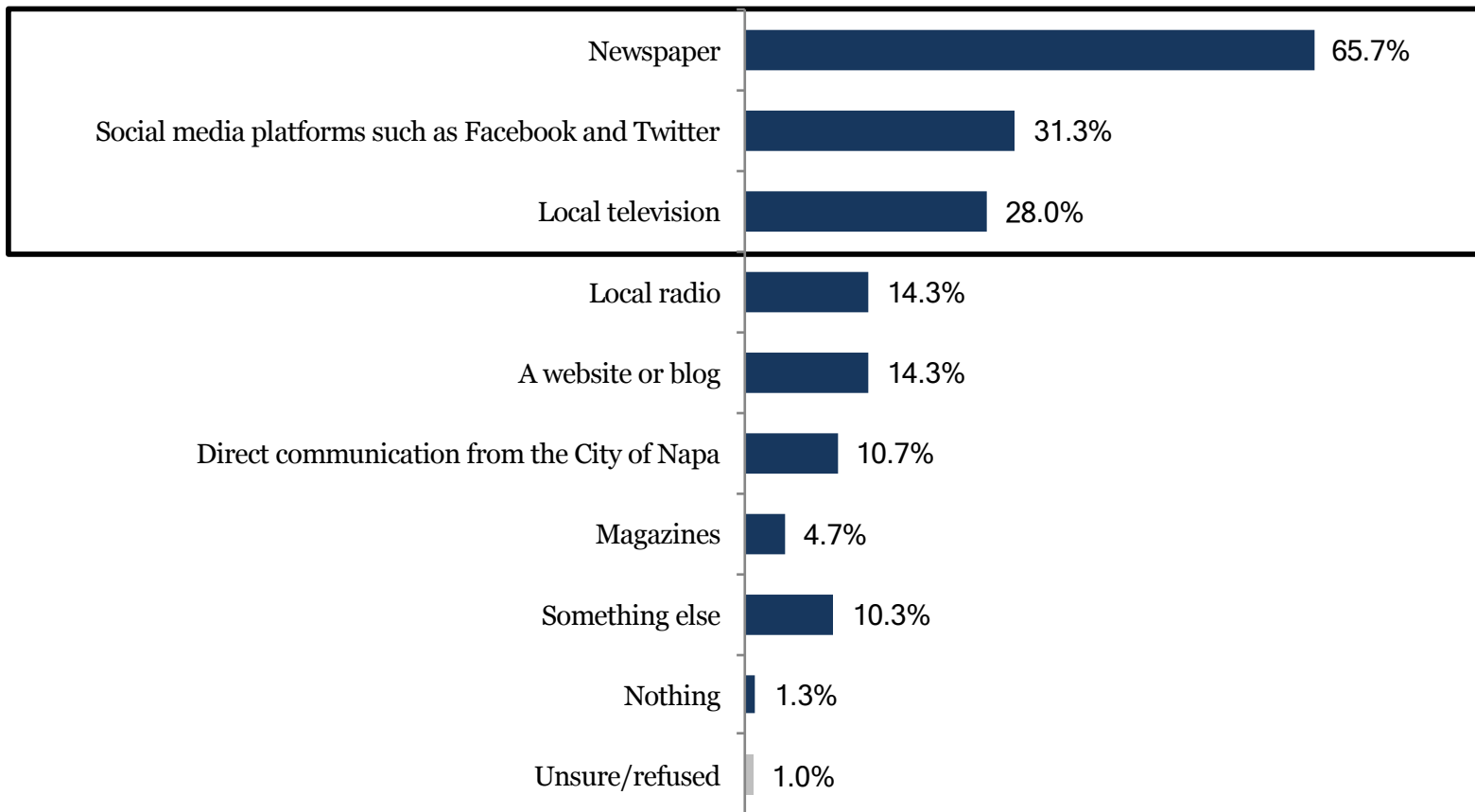
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# Sources of News and Information



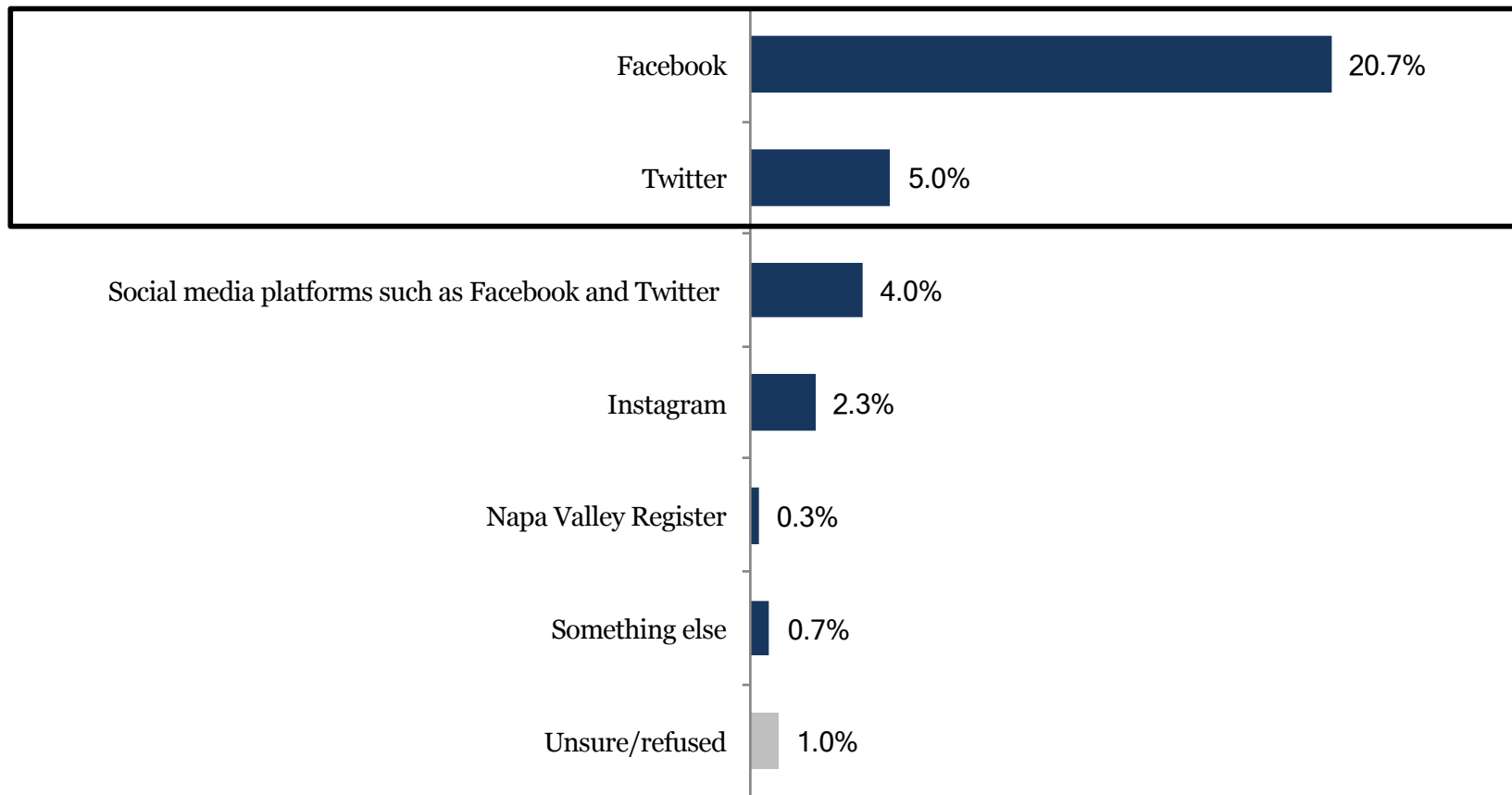
# Newspapers are the top News sources, followed by local TV and Social Media

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



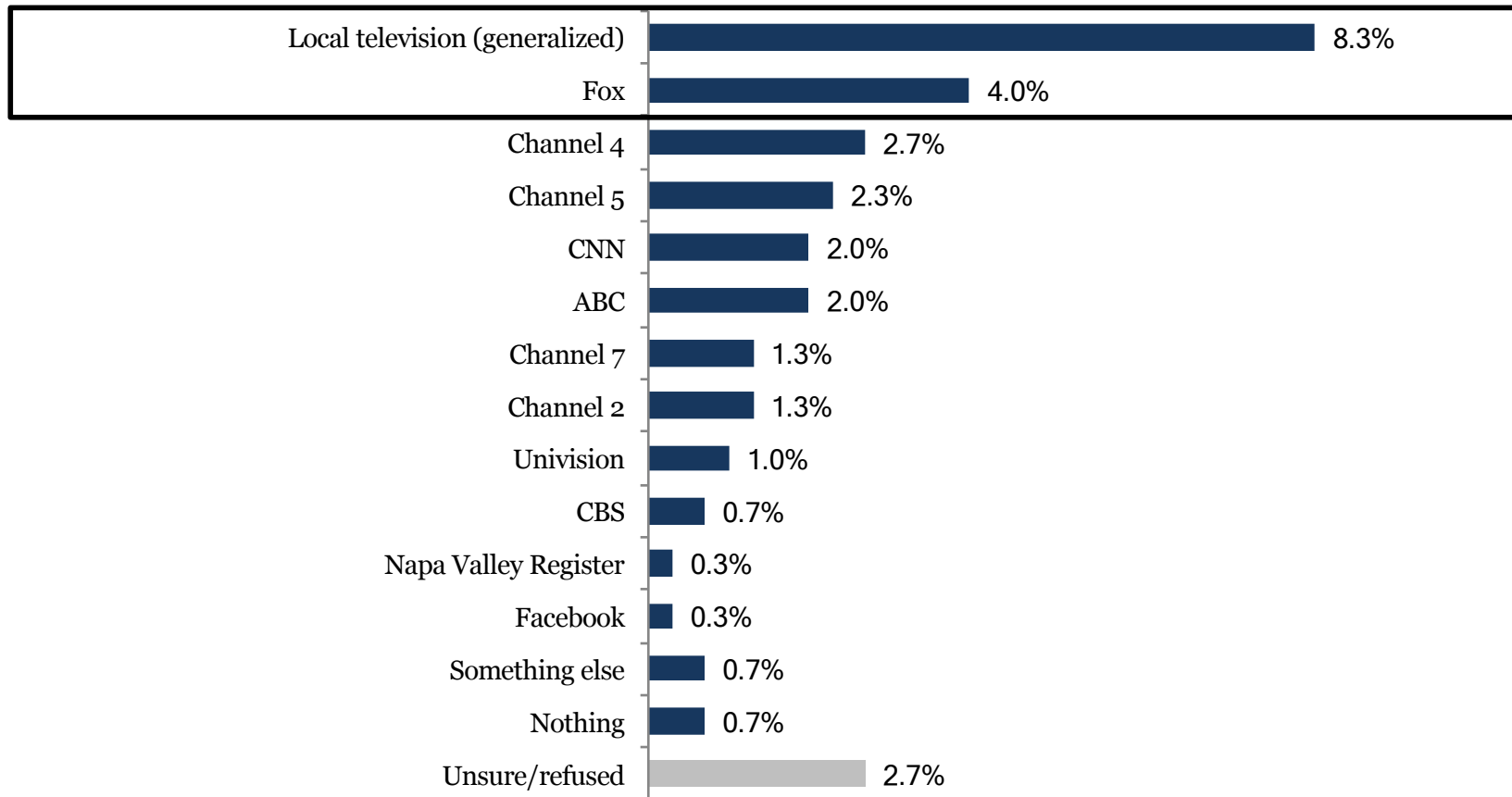
# What are the top social media News sources?

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



# What are the top local television News sources?

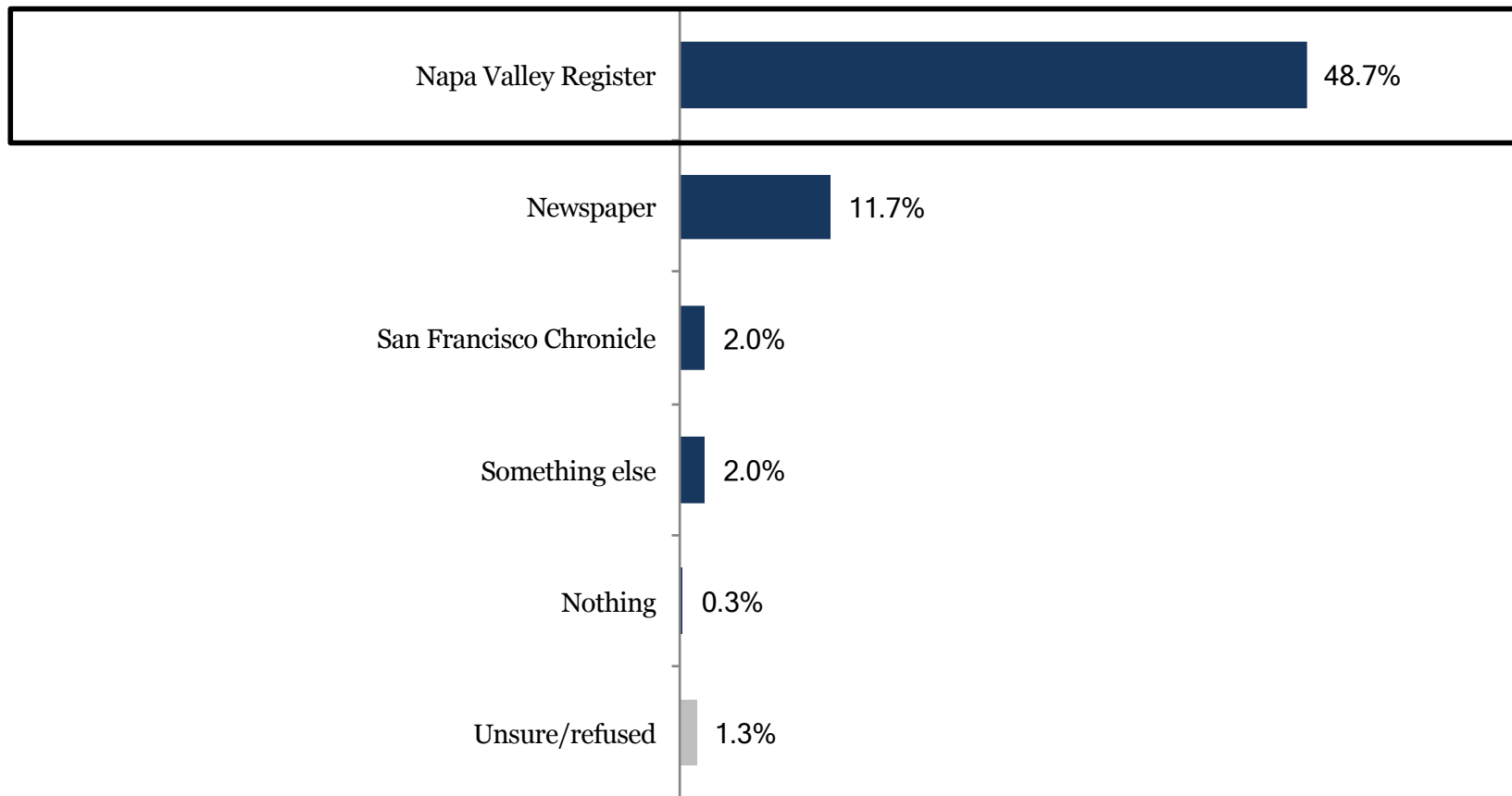
Question: What are your top two sources for news and information about local government and other issues related to Napa?





# What are the top newspaper News sources?

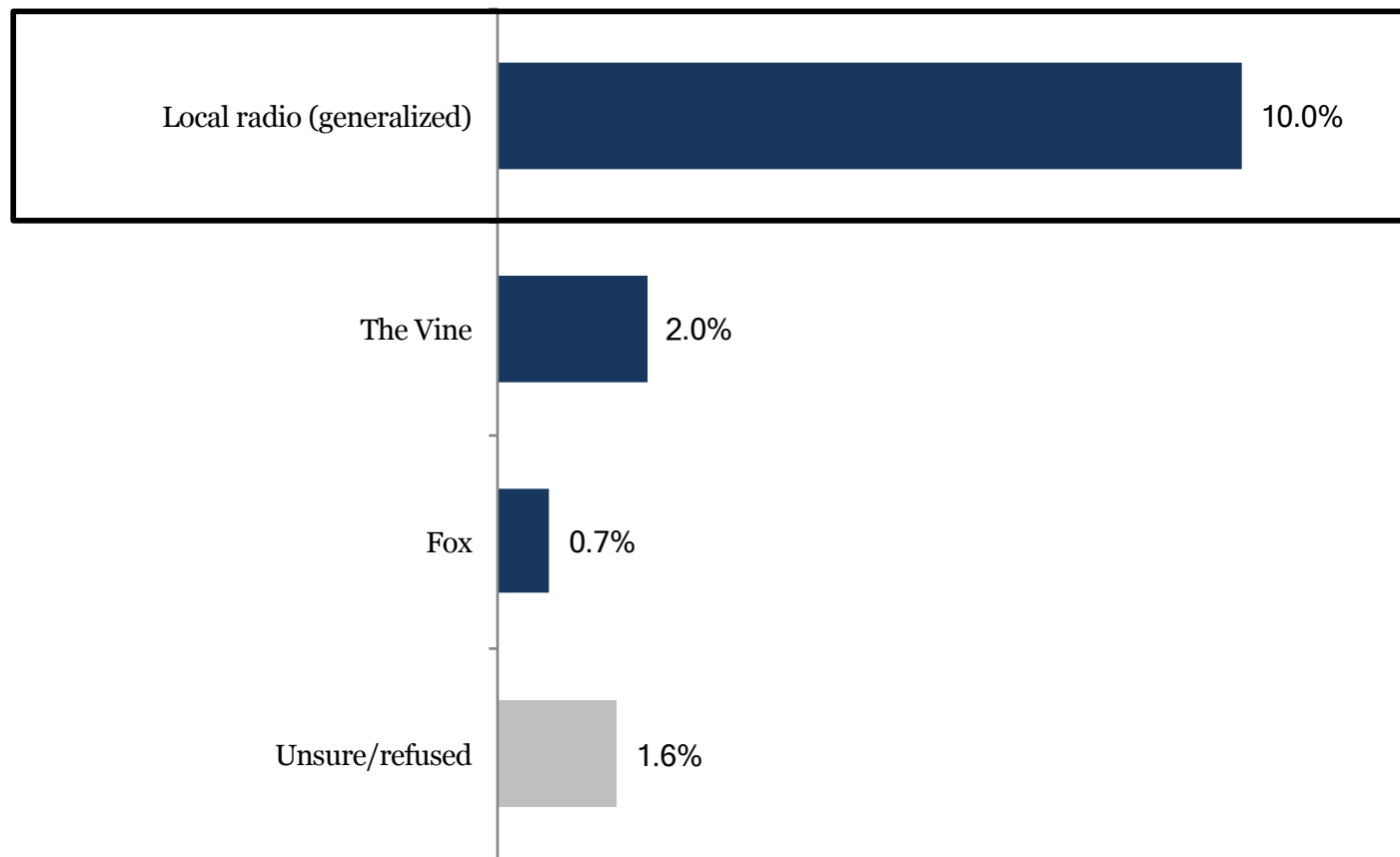
Question: What are your top two sources for news and information about local government and other issues related to Napa?



# What are the top local radio

## News sources?

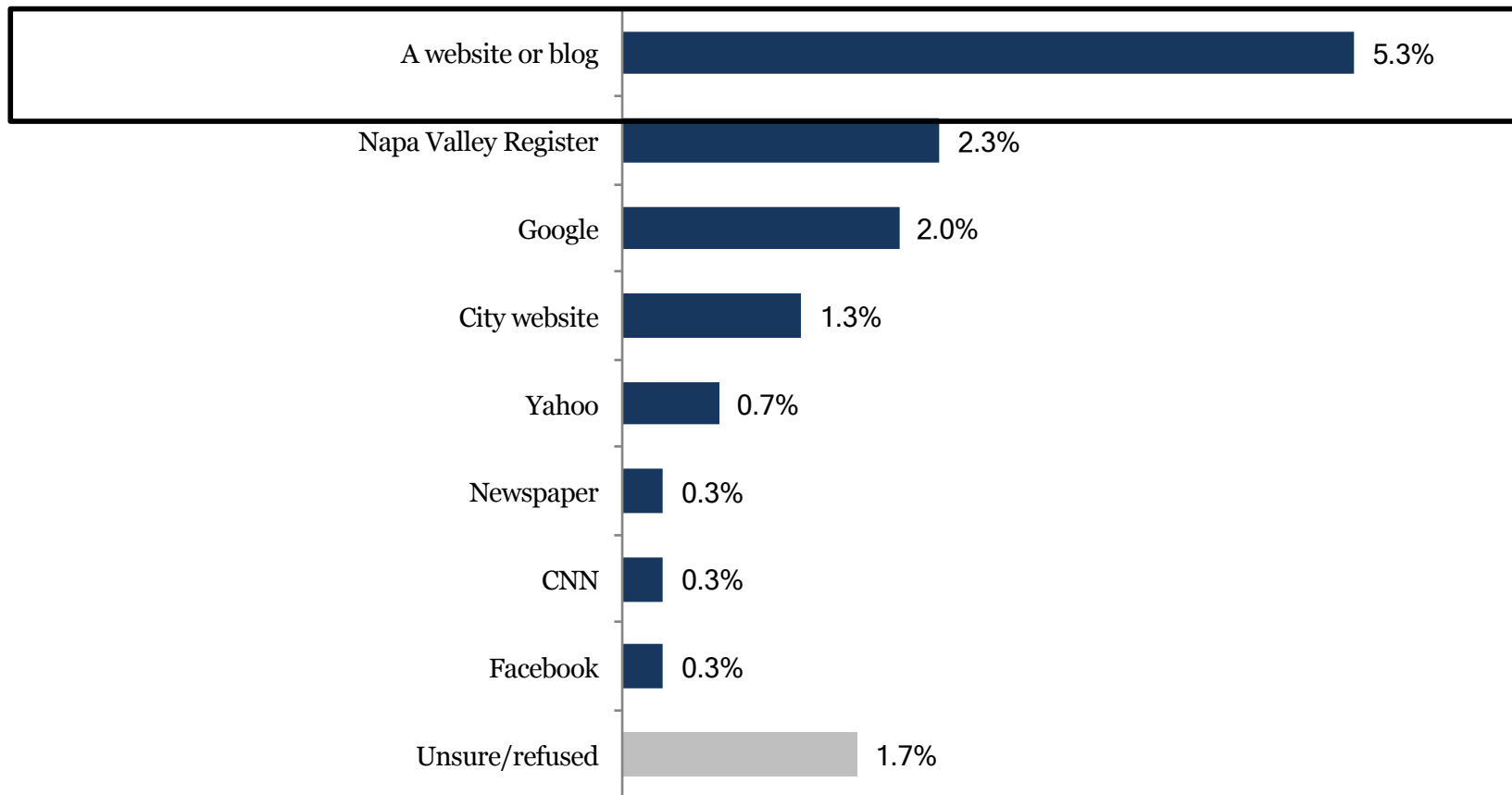
Question: What are your top two sources for news and information about local government and other issues related to Napa?



# What are the top website or blog

## News sources?

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



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*Thank you*

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