

City of Napa Community Climate Survey - Report on Results -

November 13, 2015



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City of Napa - Community Climate Survey

Report on results

From Thursday, November 5 through Monday, November 9, 2015, Probolsky Research conducted a telephone survey of voters within the City of Napa.

A total of 300 surveys were collected. A survey of this size yields a margin of error of +/-5.8% with a 95% degree of confidence. Interviews were conducted with voters on both landline and cell phones and were offered in English and Spanish languages.

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



General Regional Themes



What is top of mind in Napa?

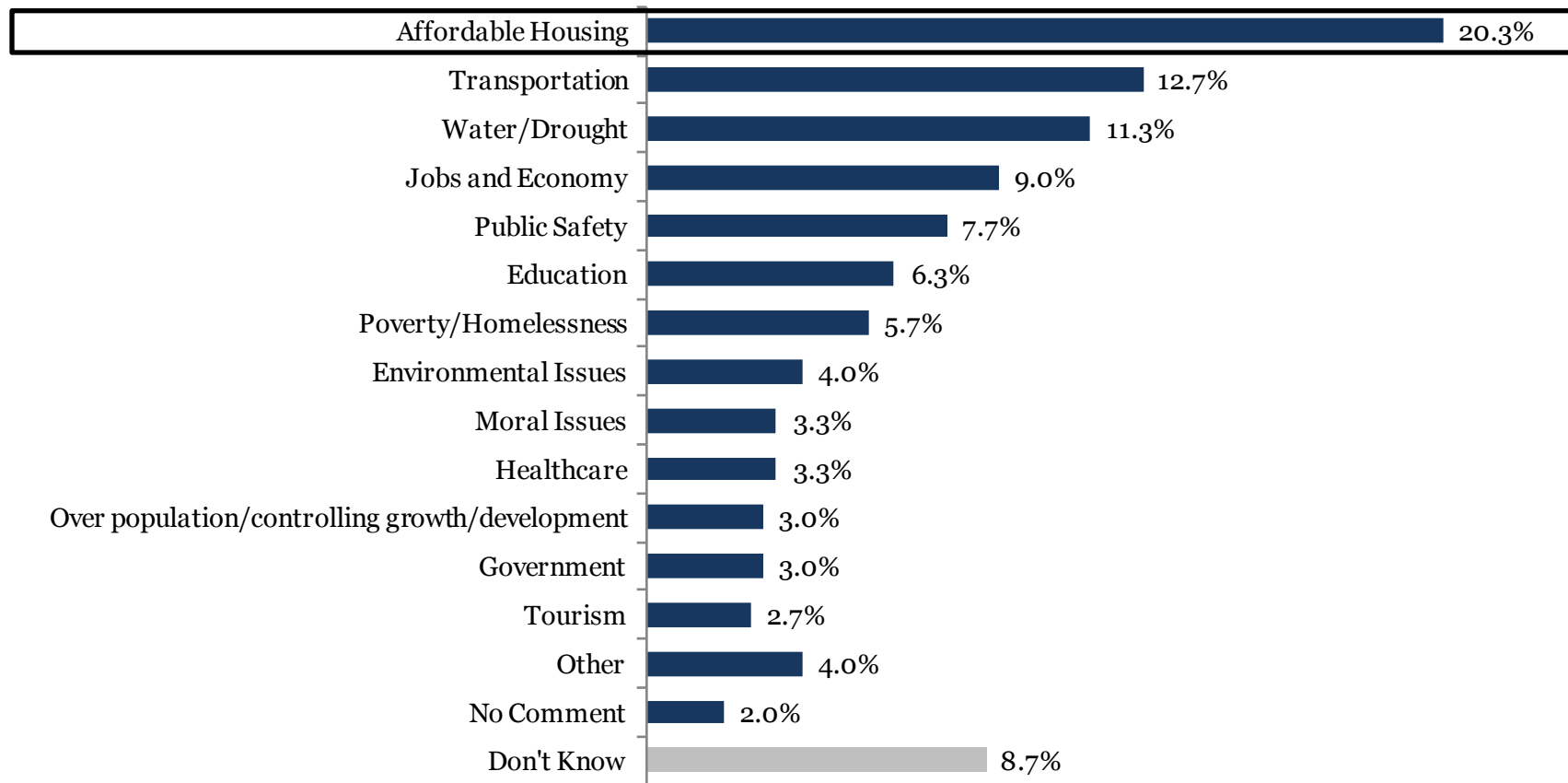
Highlights from the cloud



Affordable housing is the top issue

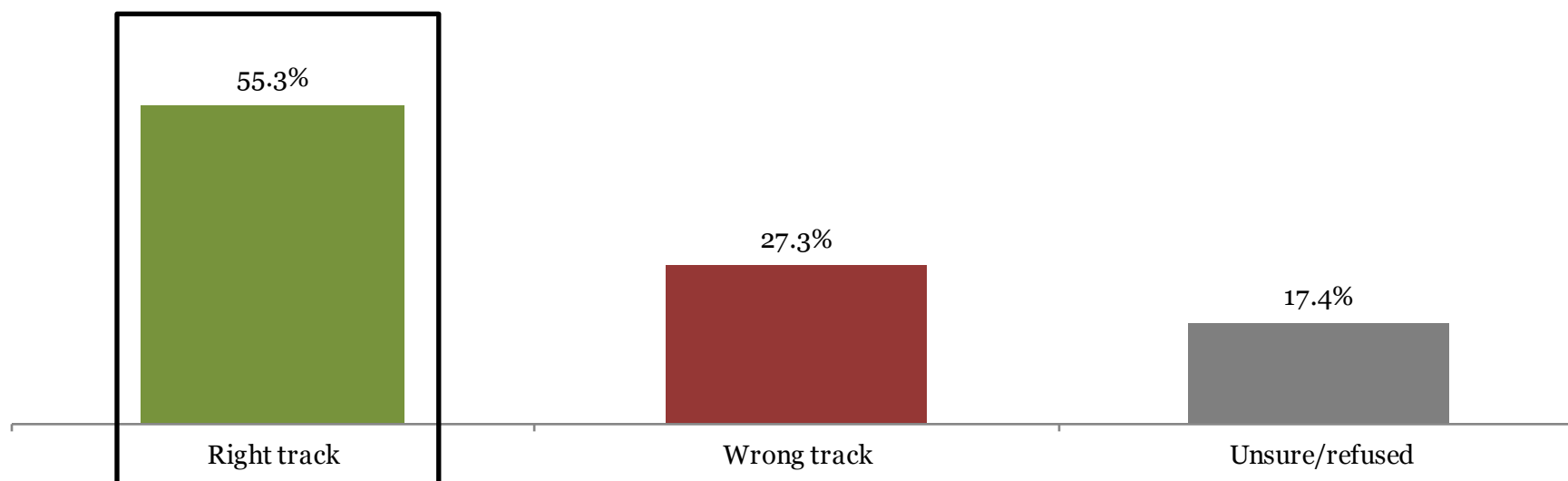
Followed distantly by transportation and water/drought

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



A majority (55.3%) 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?

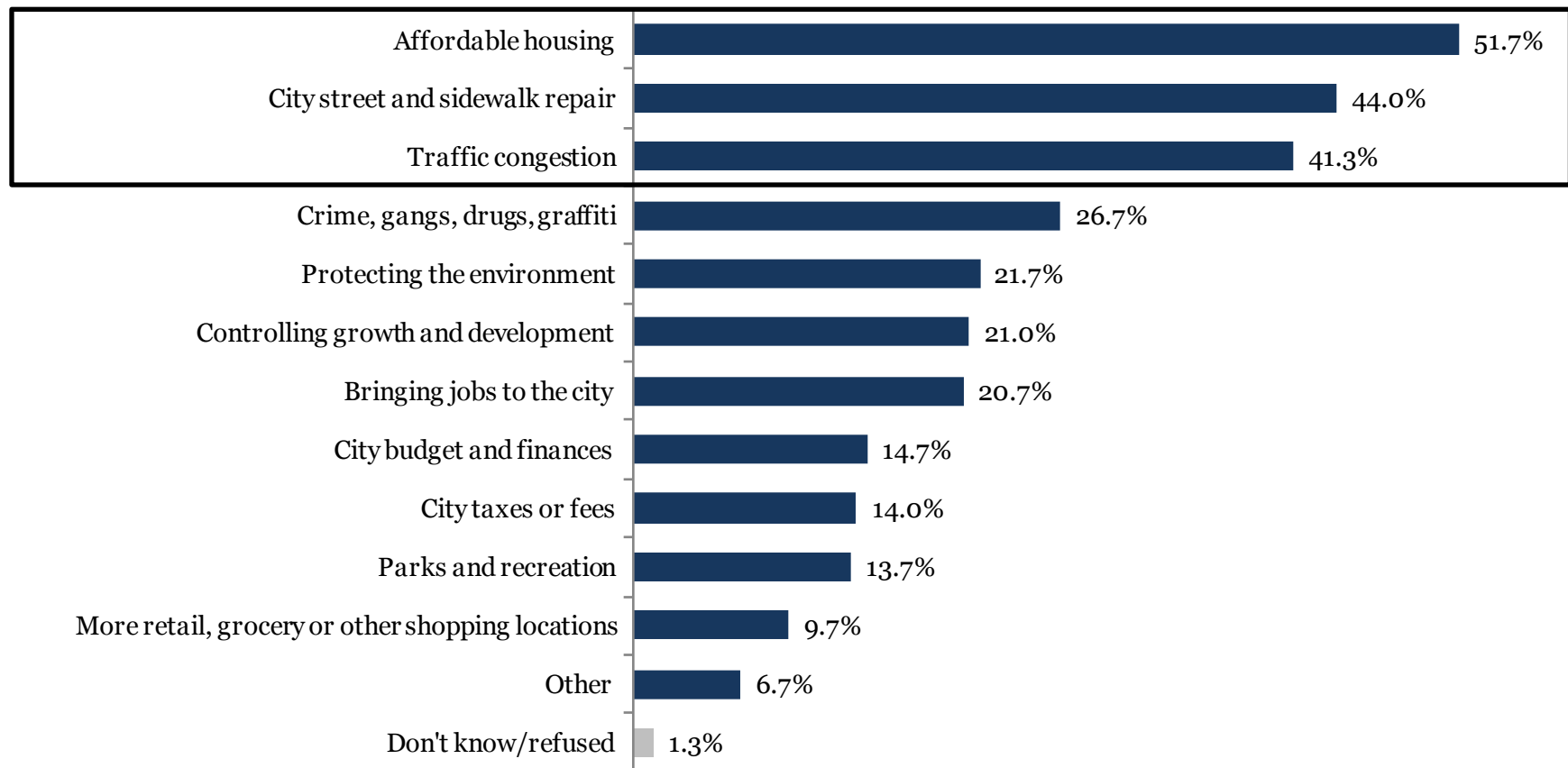


Prioritization of Issues And Focusing on City Services



Voters most want the Mayor and City Council to prioritize Affordable housing, City street/sidewalk repair and traffic congestion

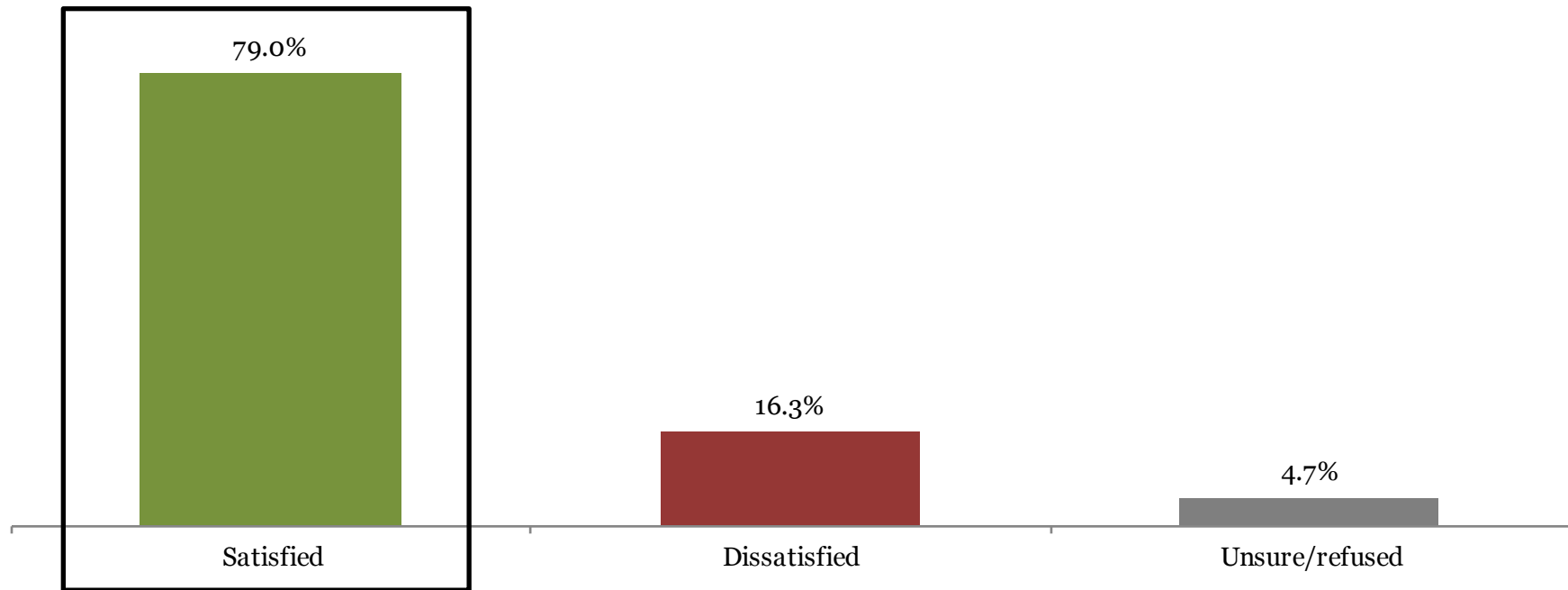
Question: Now I am going to read a list of several issues that may be facing your community. Please listen to each and then tell me which three issues should be the top priorities of your mayor and city council? Choose three.



79.0% are satisfied

With the job the City is doing to provide City services

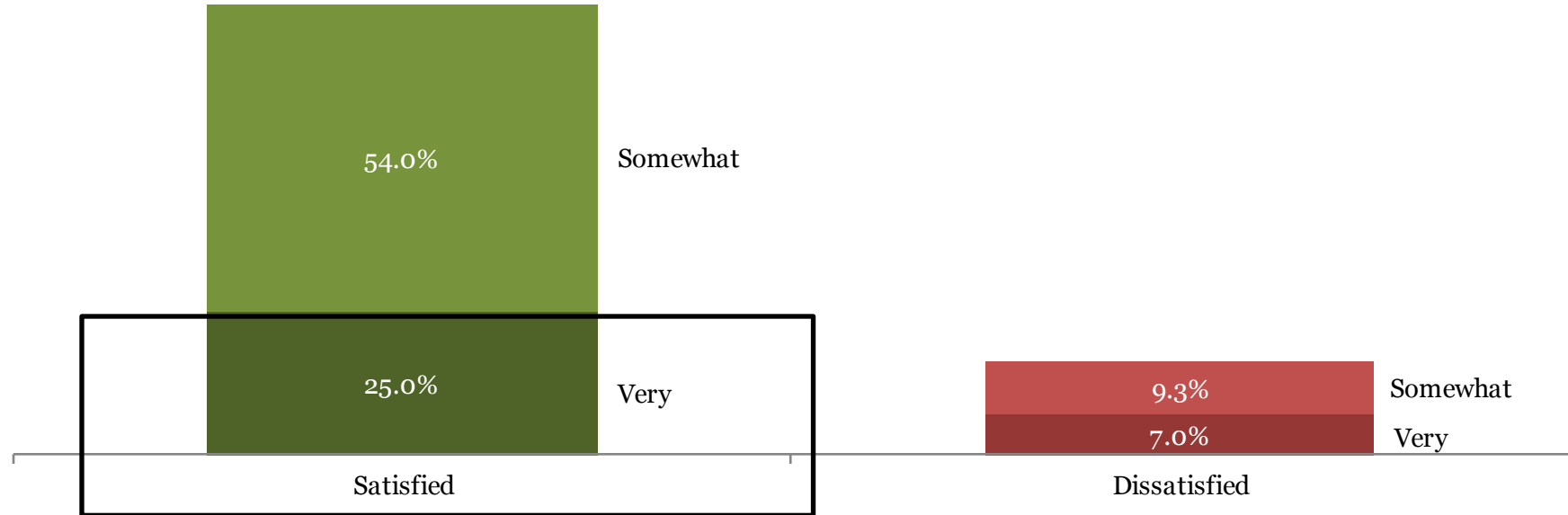
Question: In general, are you satisfied or dissatisfied with the job the City is doing to provide City services?



One-quarter of respondents are *very* satisfied

With the job the City is doing providing City services

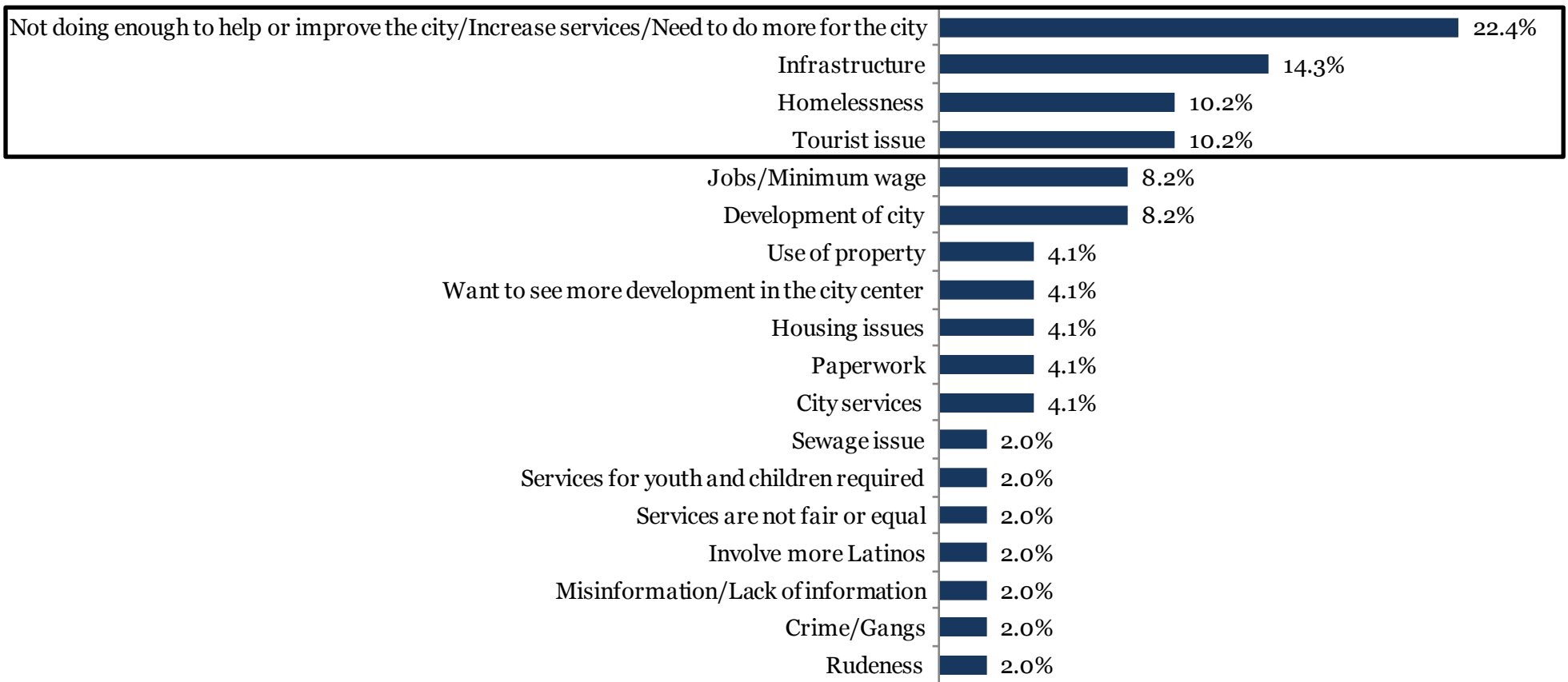
Question: And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



Why are those who say they are dissatisfied

With the job the City is doing providing 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 respond "dissatisfied"

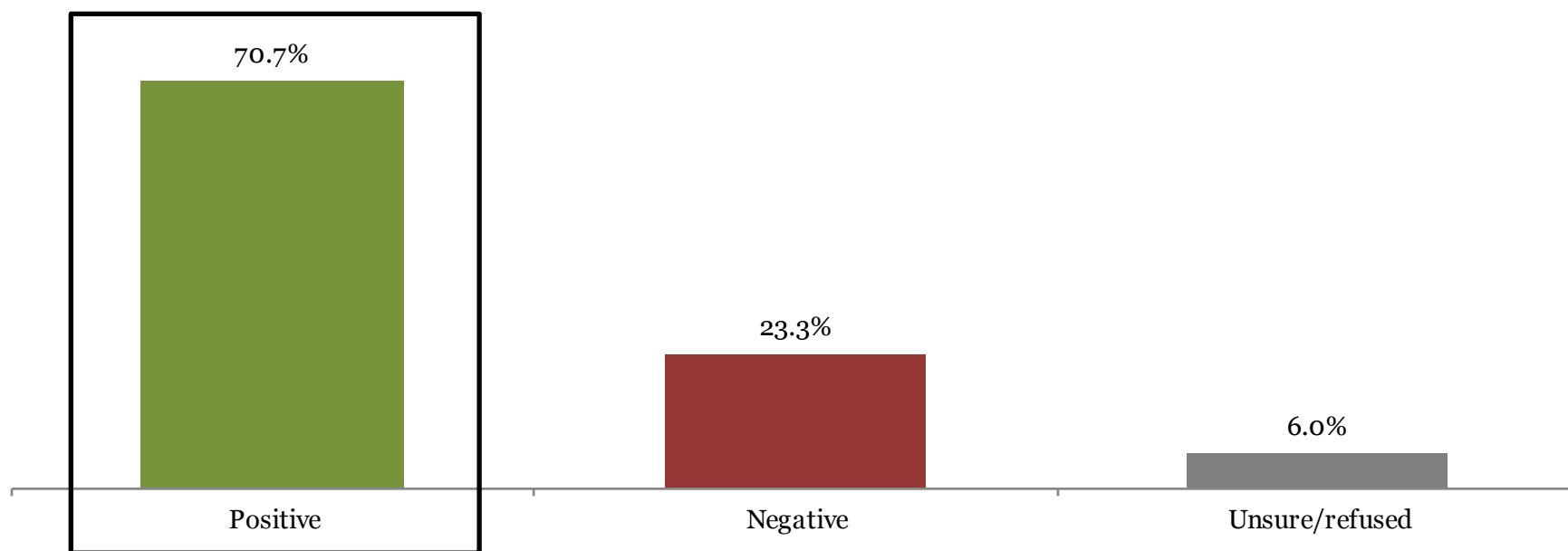


Perceptions of Enhancements to Attract Tourism



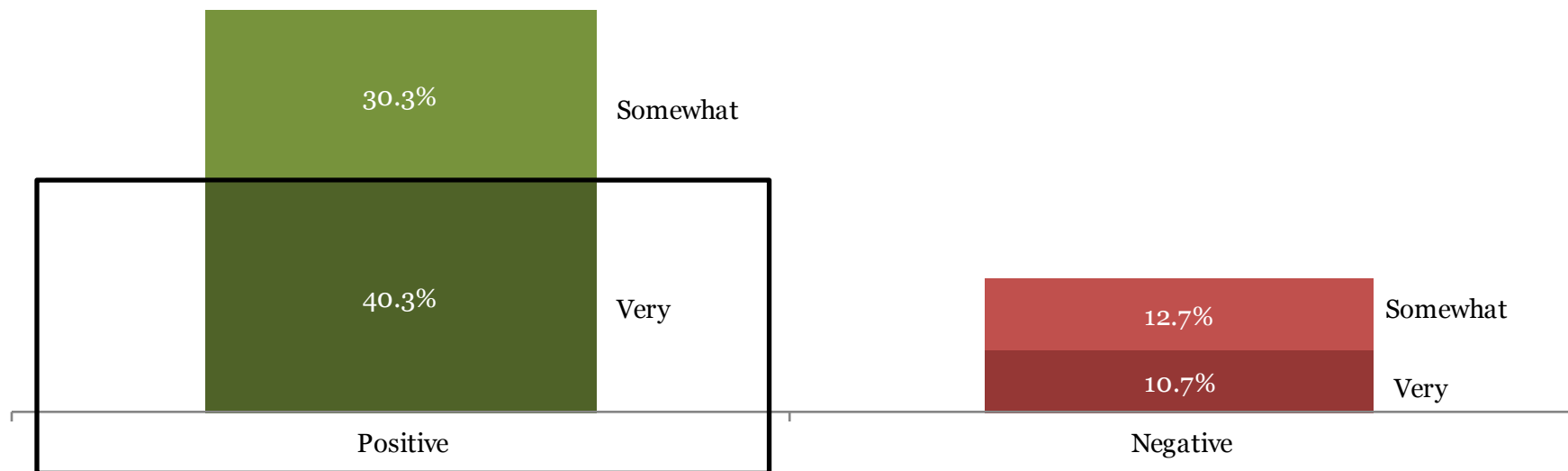
70.7% say that recent enhancements to attract tourism Are positive for the City

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 those who say the improvements are positive Is significantly greater than that of those who say they are negative

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



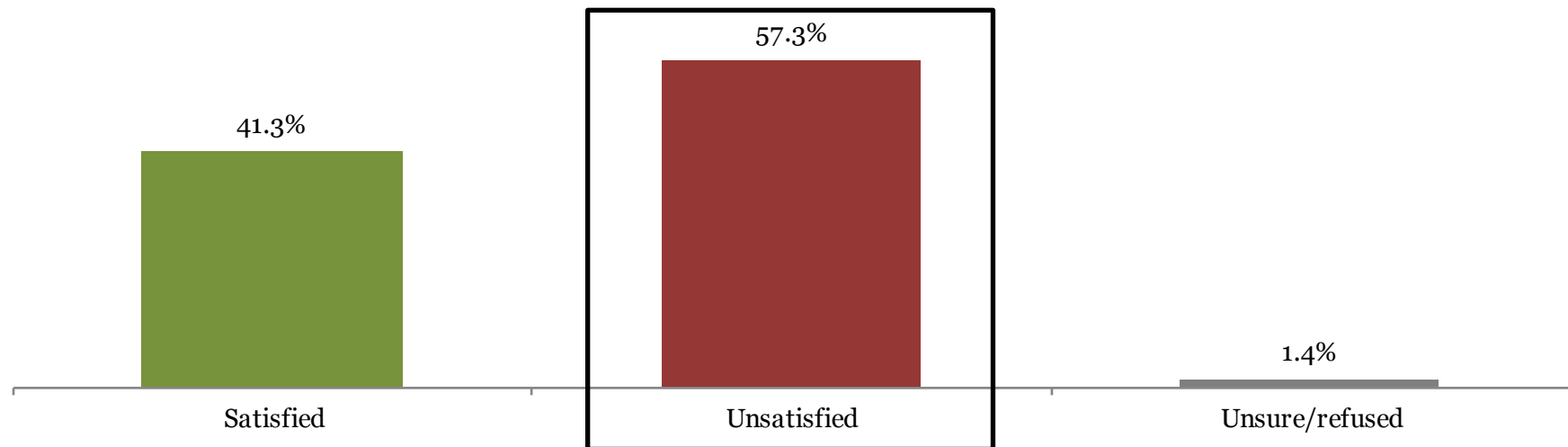
Streets, Sidewalks, Parks and Recreation



A majority (57.3%) are unsatisfied

With the quality of local streets and sidewalks in the City of Napa

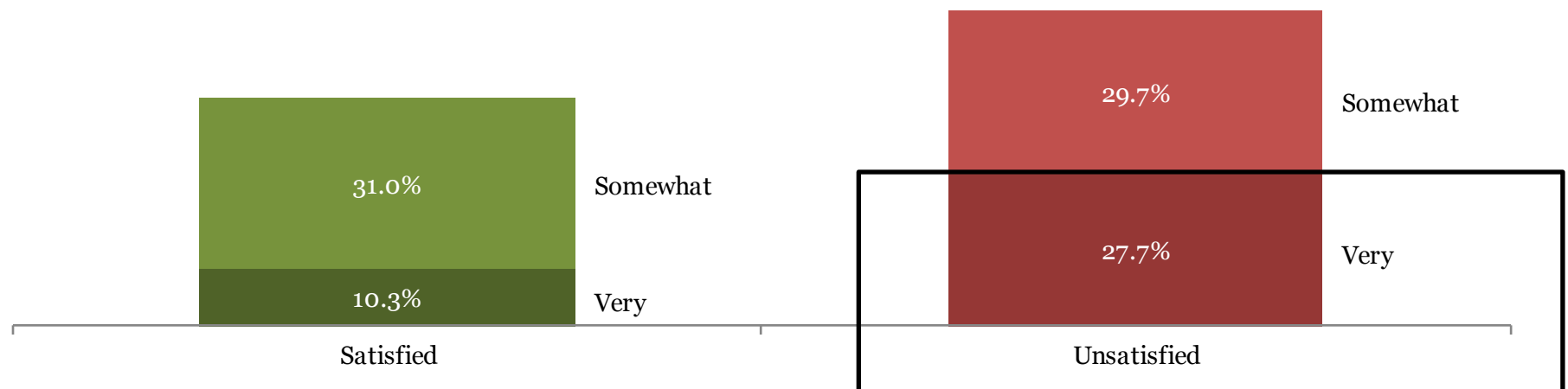
Question: Thinking about the quality of local streets and sidewalks in the City of Napa, would you say that you are very satisfied, somewhat satisfied, somewhat unsatisfied or not at all satisfied?



The intensity of dissatisfaction with streets and sidewalks

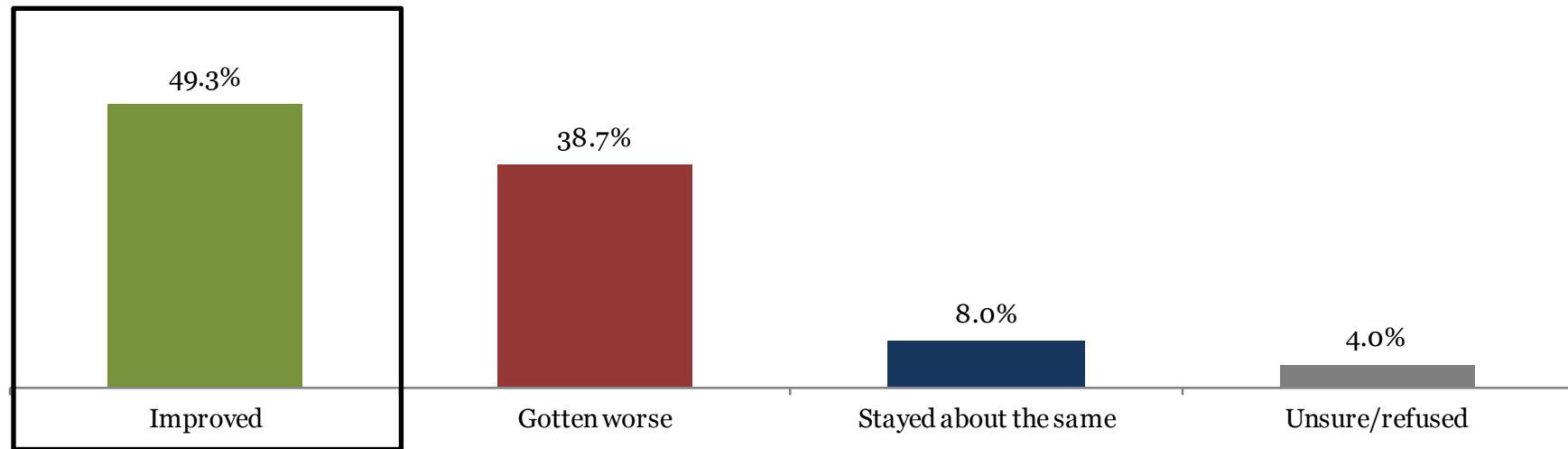
Is significantly greater than that of those who are satisfied

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?



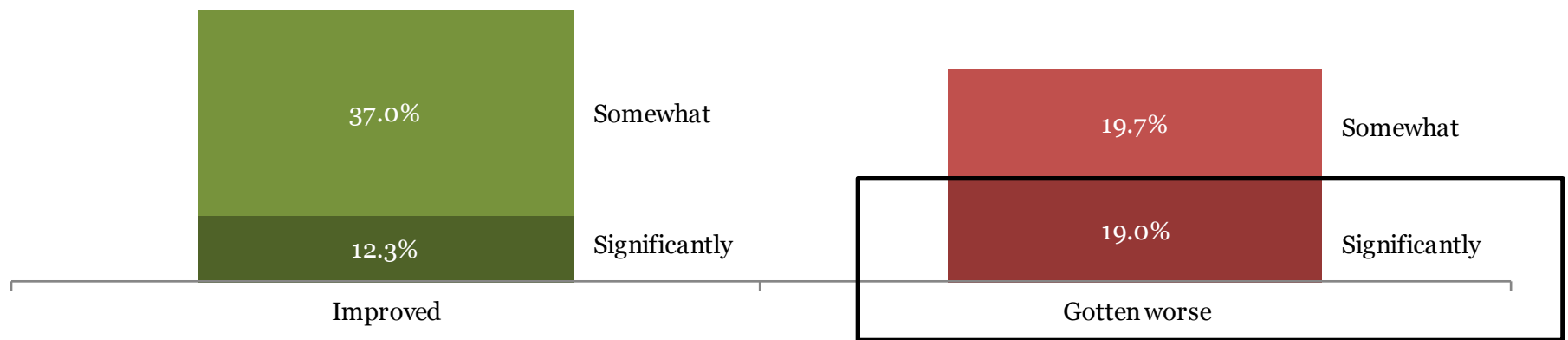
Nearly a majority (49.3%) say local street quality Has improved over the past several years

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



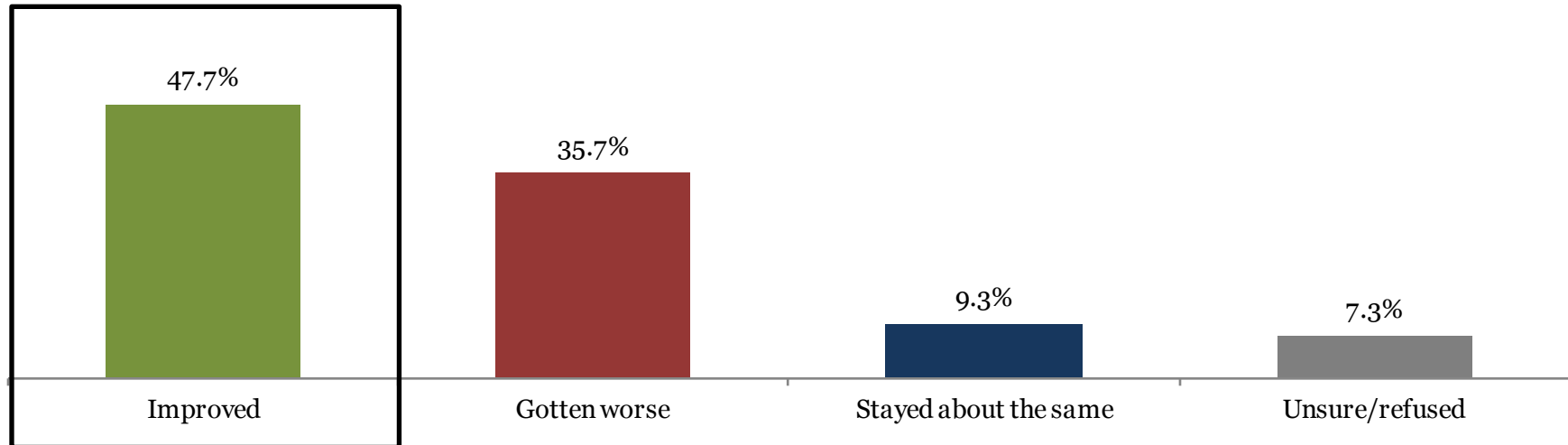
More say that street quality has gotten *significantly* worse Than those who say it has gotten *significantly* better

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



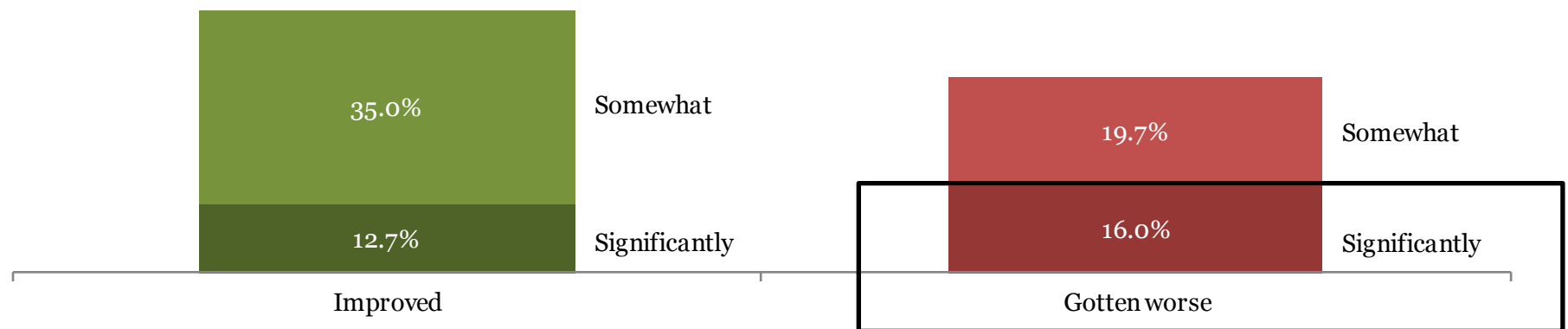
A plurality (47.7%) say the quality of local sidewalks Has improved over the past several years

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



Slightly more say sidewalk quality has gotten significantly worse Than those who say it has gotten significantly better

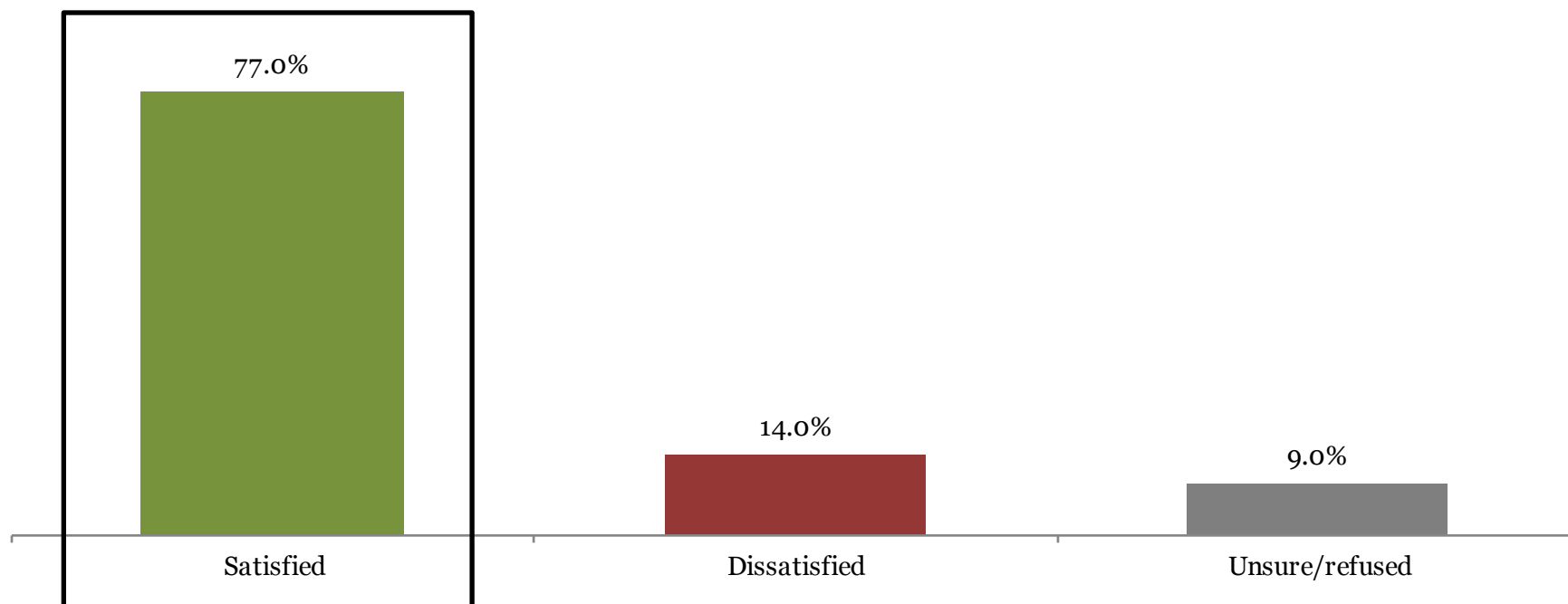
Question: And would you say that it has significantly (improved/gotten worse) or somewhat (improved/gotten worse)?



77.0% are satisfied

With the quality and condition of the City's parks and recreation facilities

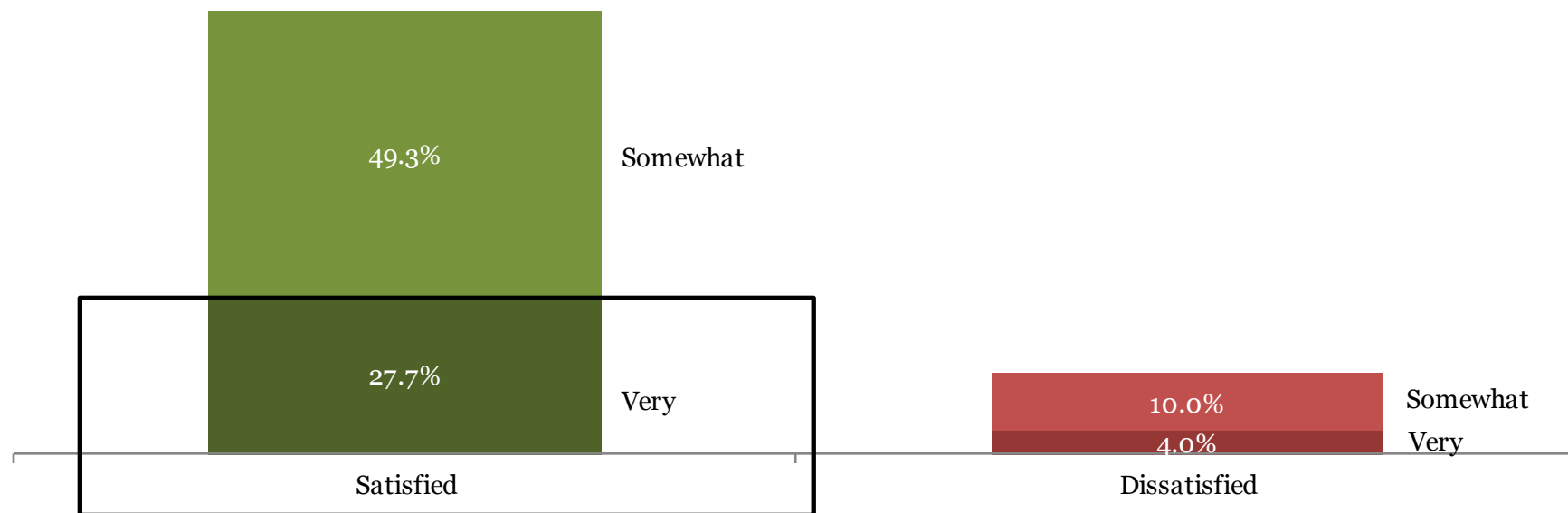
Question: Thinking about the quality and condition of the City's parks and recreation facilities, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



27.7% say they are *very* satisfied

With the quality and condition of the City's parks and recreation facilities

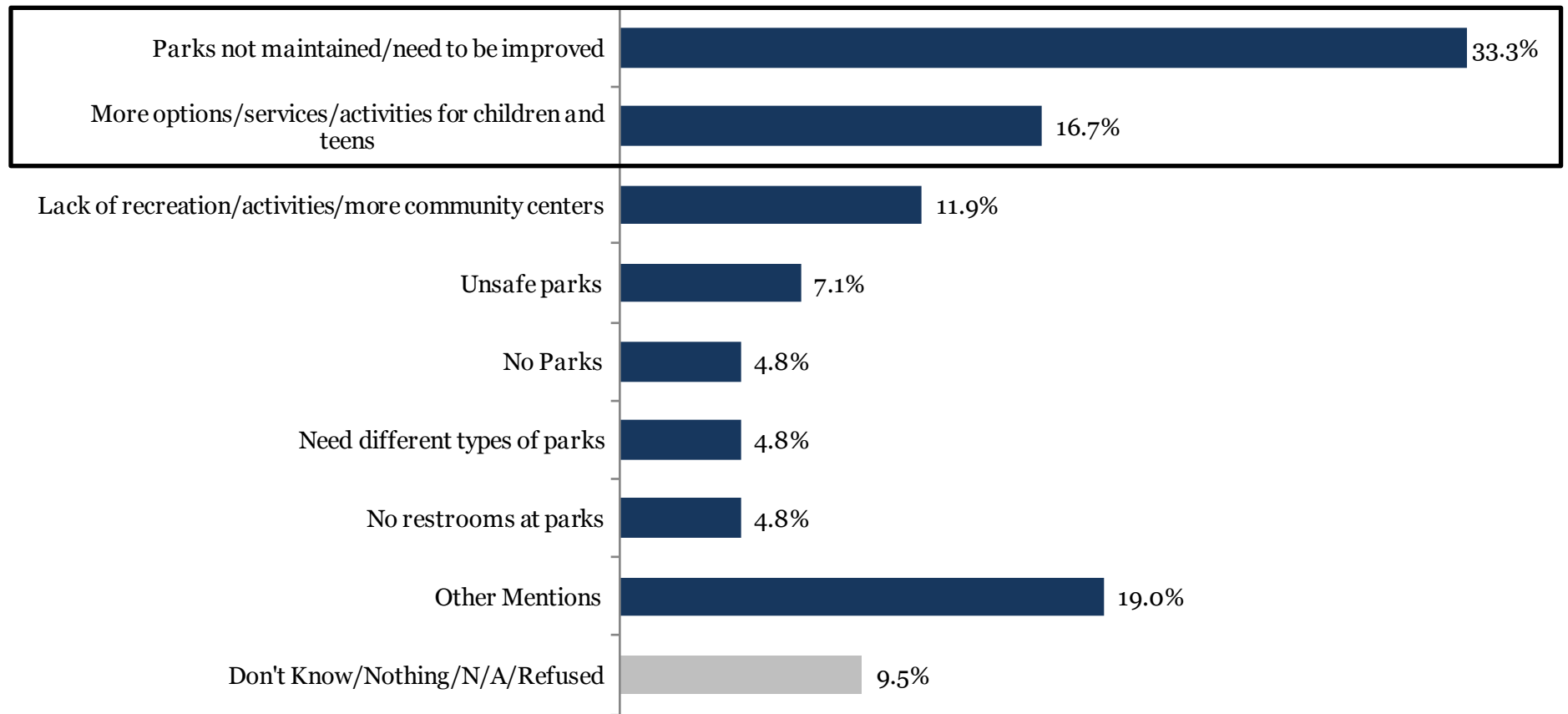
Question: And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



Top reasons given by those who say they are dissatisfied

With the City's parks, recreation and community services*

Question: Why are you dissatisfied with City of Napa parks, recreation and community services?



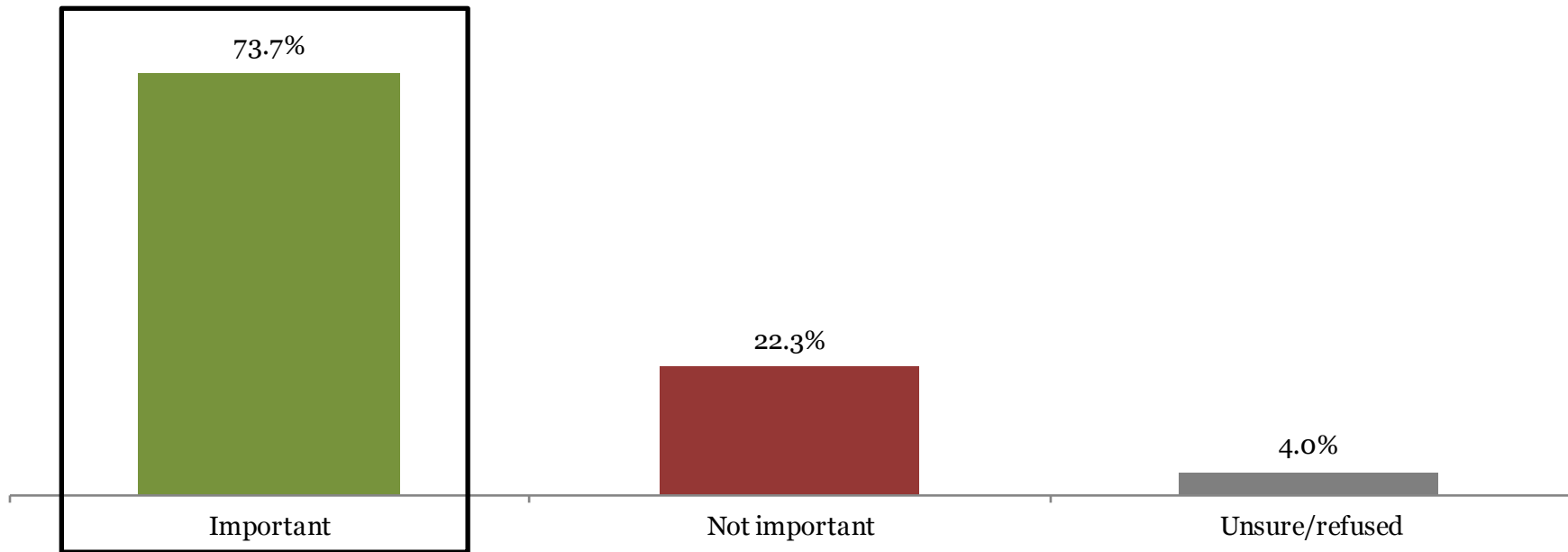
*Asked only of those who respond "dissatisfied"



73.7% say it is important

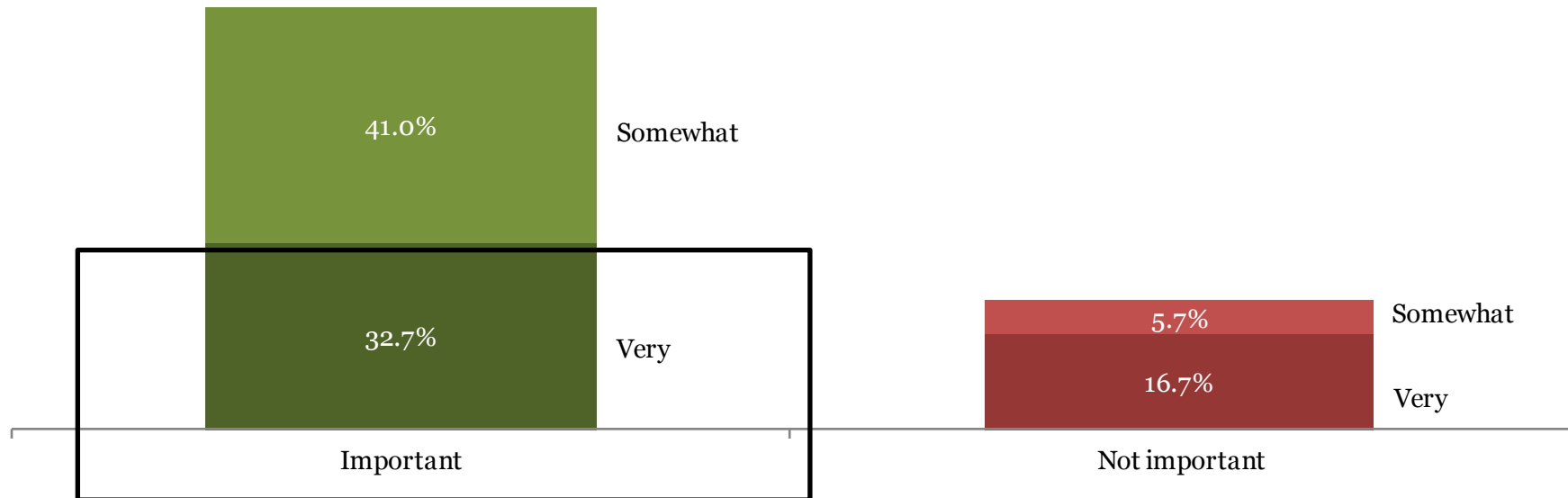
That the City prioritizes building new park and recreation facilities

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?



32.7% say it is *very* 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?



Safety

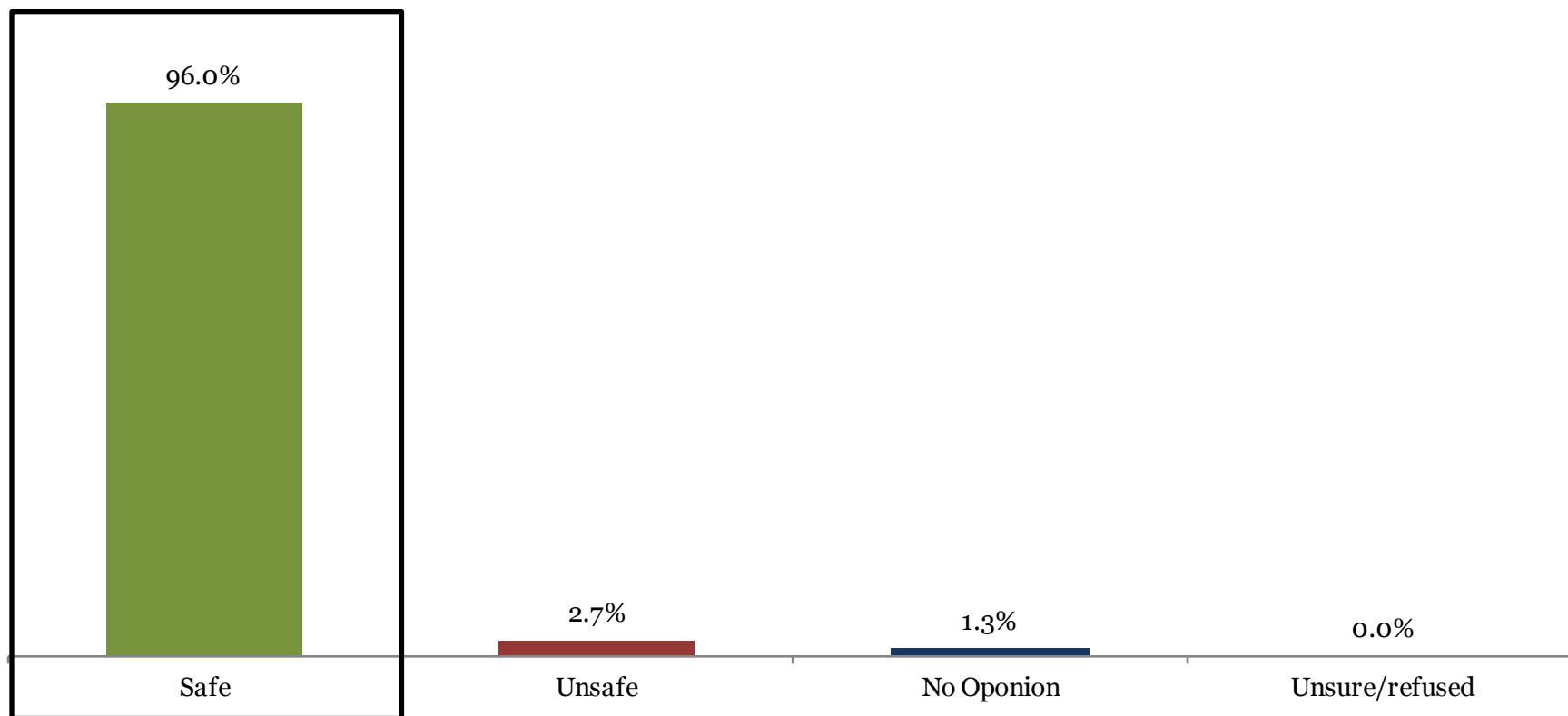
Preamble: *“Now, I’m going to ask a few questions about personal safety in the City of Napa. When you are [READ ACTIVITY], would you say that you feel safe or unsafe? If you don’t have an opinion, just say so.”*



96.0% say they feel safe

Walking alone in their neighborhoods during the day

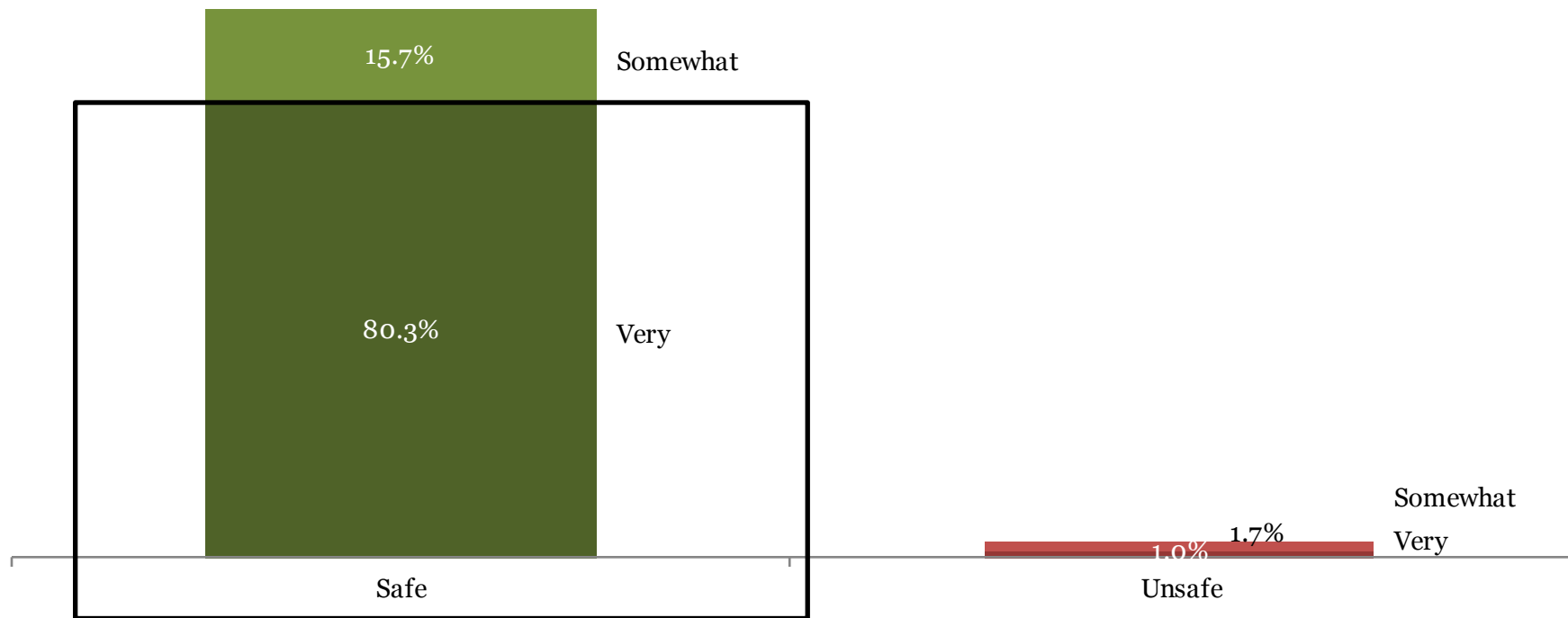
Question: Walking alone in your neighborhood during the day



80.3% say they feel *very* safe

Walking alone in their neighborhoods during the day

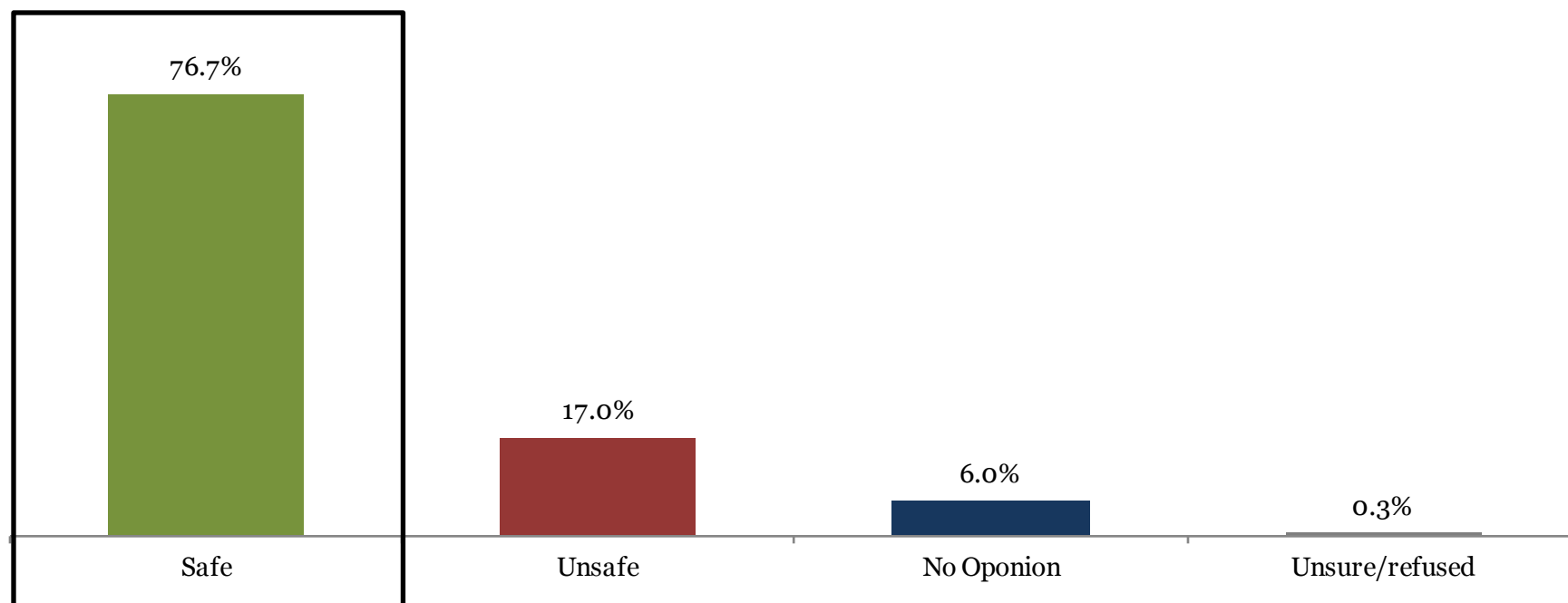
Question: And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?



76.7% say that they feel safe

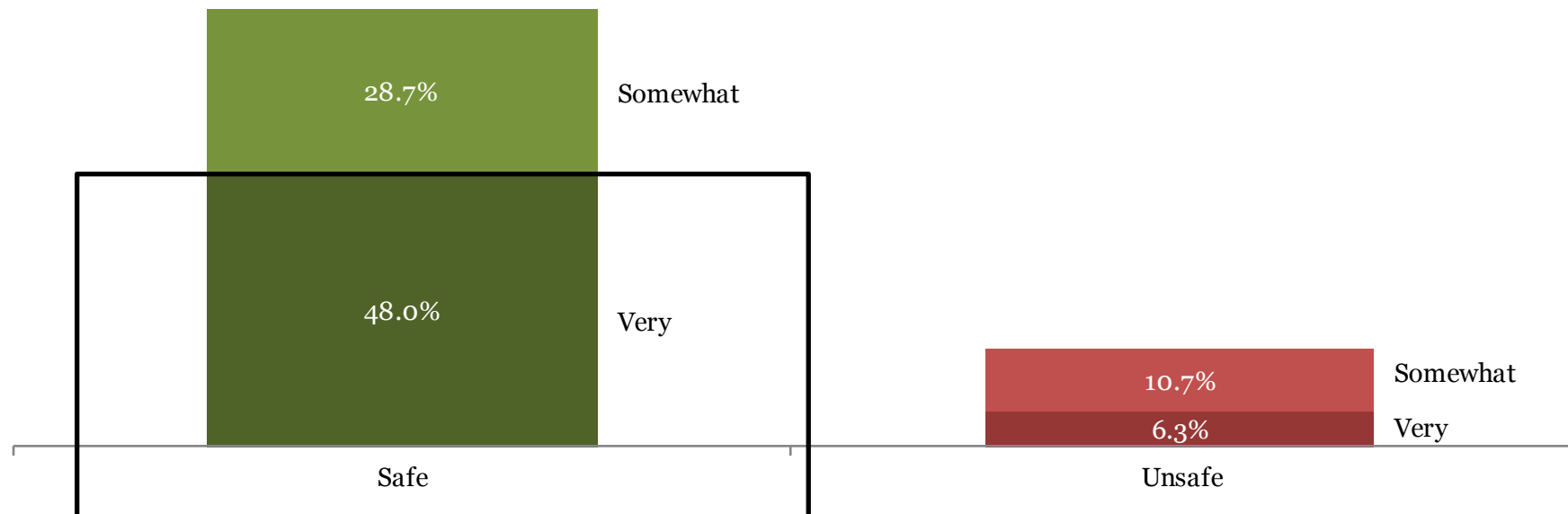
Walking alone in their neighborhoods after dark

Question: Walking alone in your neighborhood after dark



Nearly one-half (48.0%) say they feel *very* safe Walking alone in their neighborhoods after dark

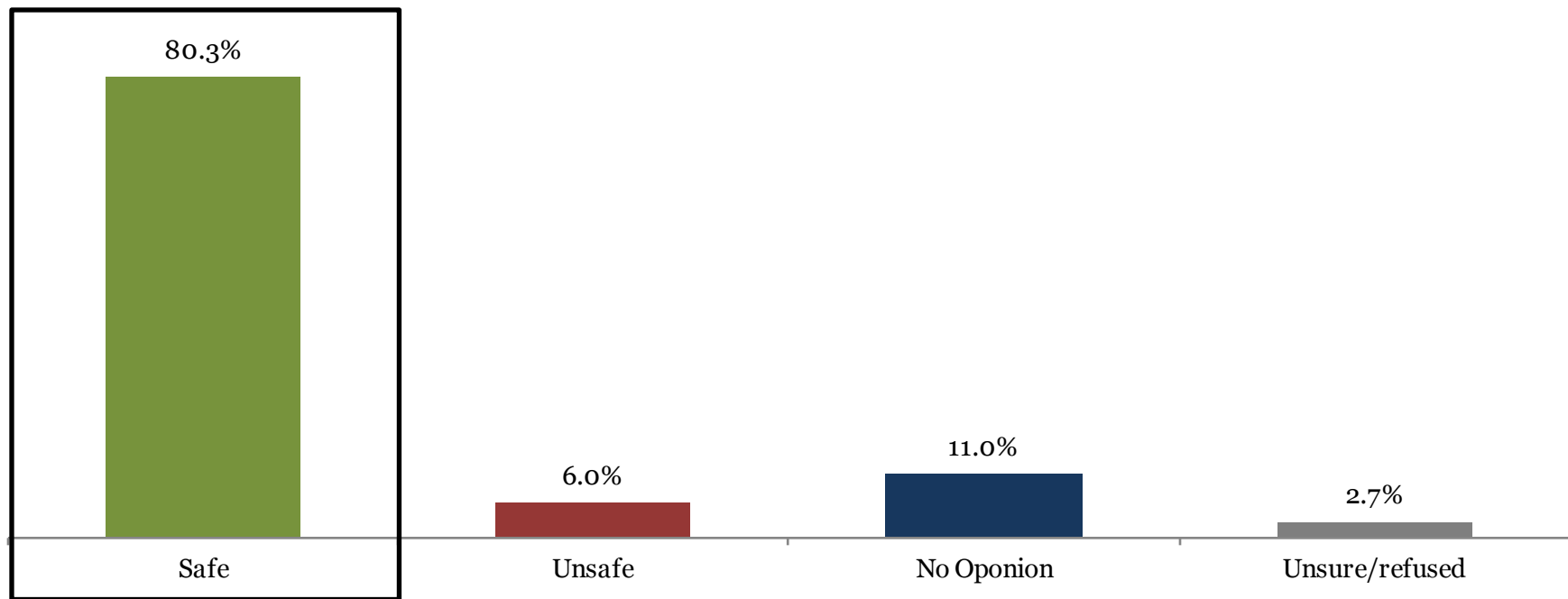
Question: And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?



80.3% say they feel safe

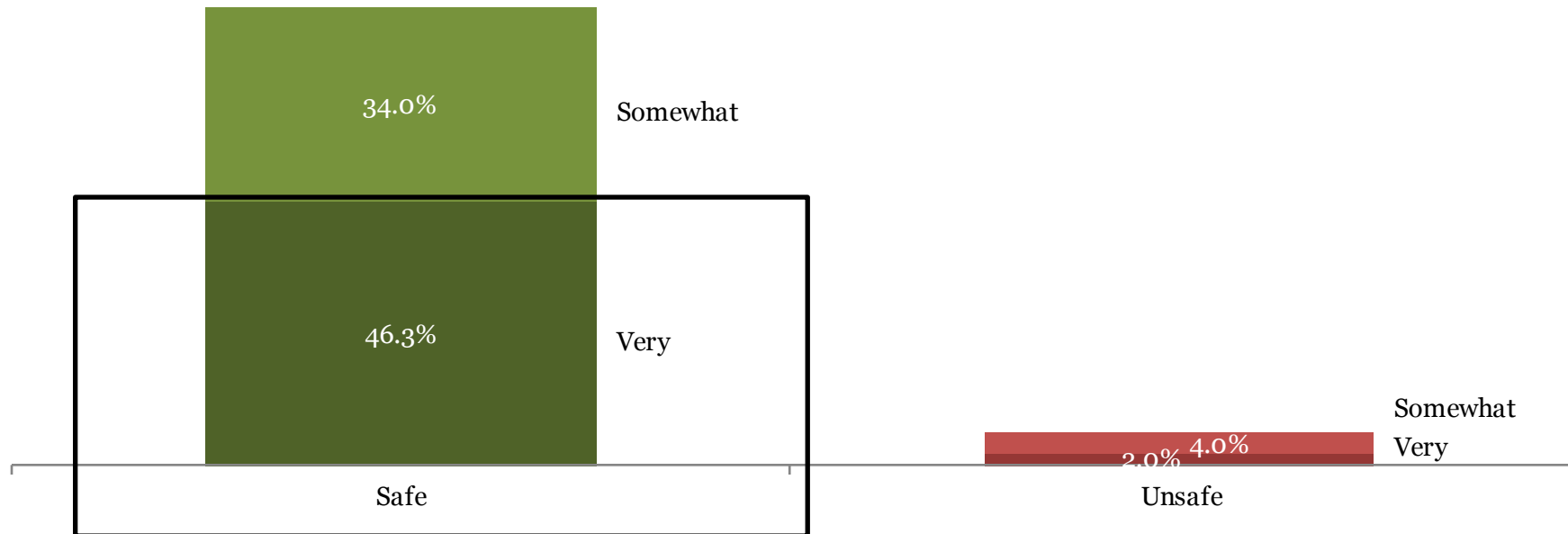
Visiting City parks

Question: Visiting City parks



A plurality (46.3%) say they feel *very* safe Visiting City parks

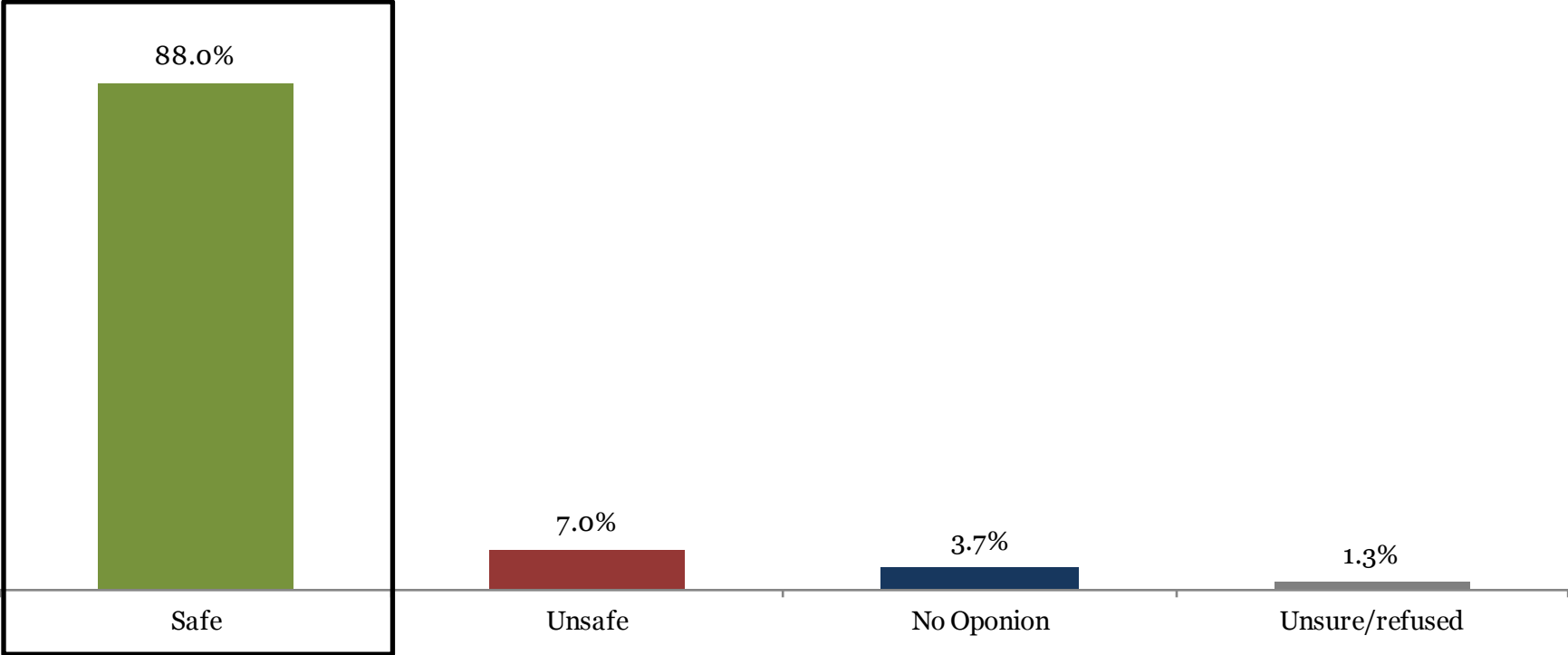
Question: And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?



86.0% say they feel safe

Downtown

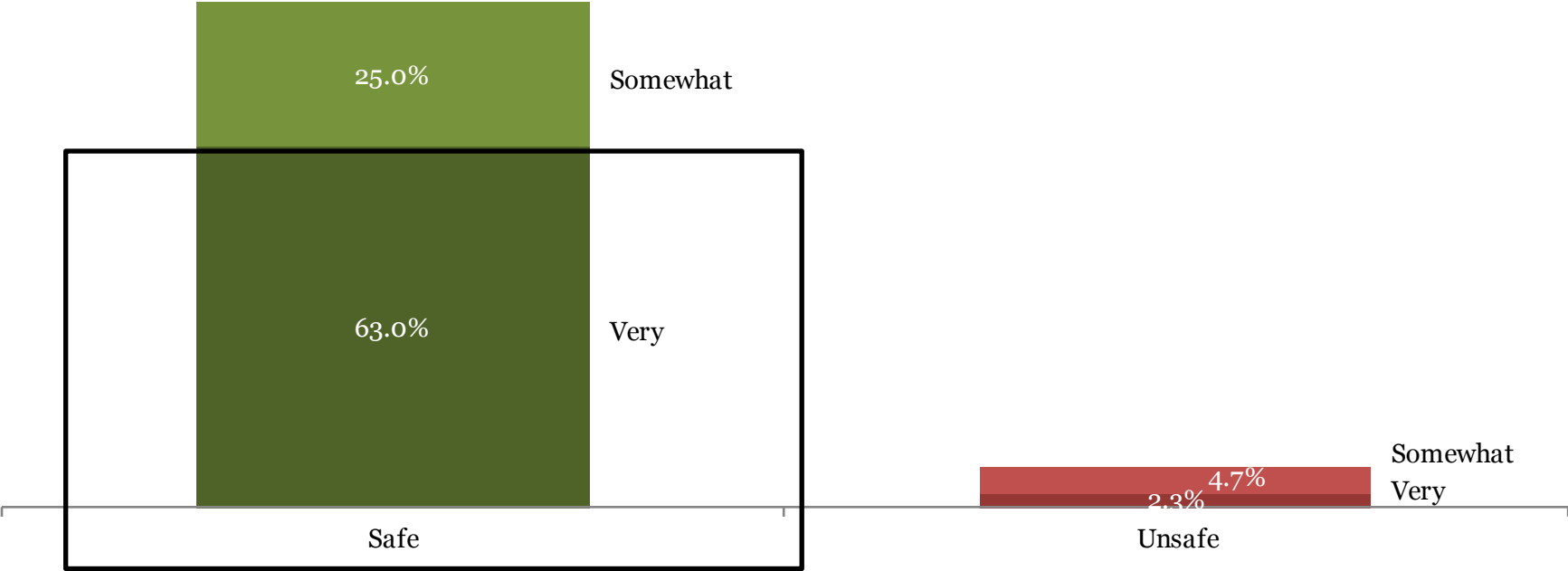
Question: Downtown



63.0% say they feel *very* safe

Downtown

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



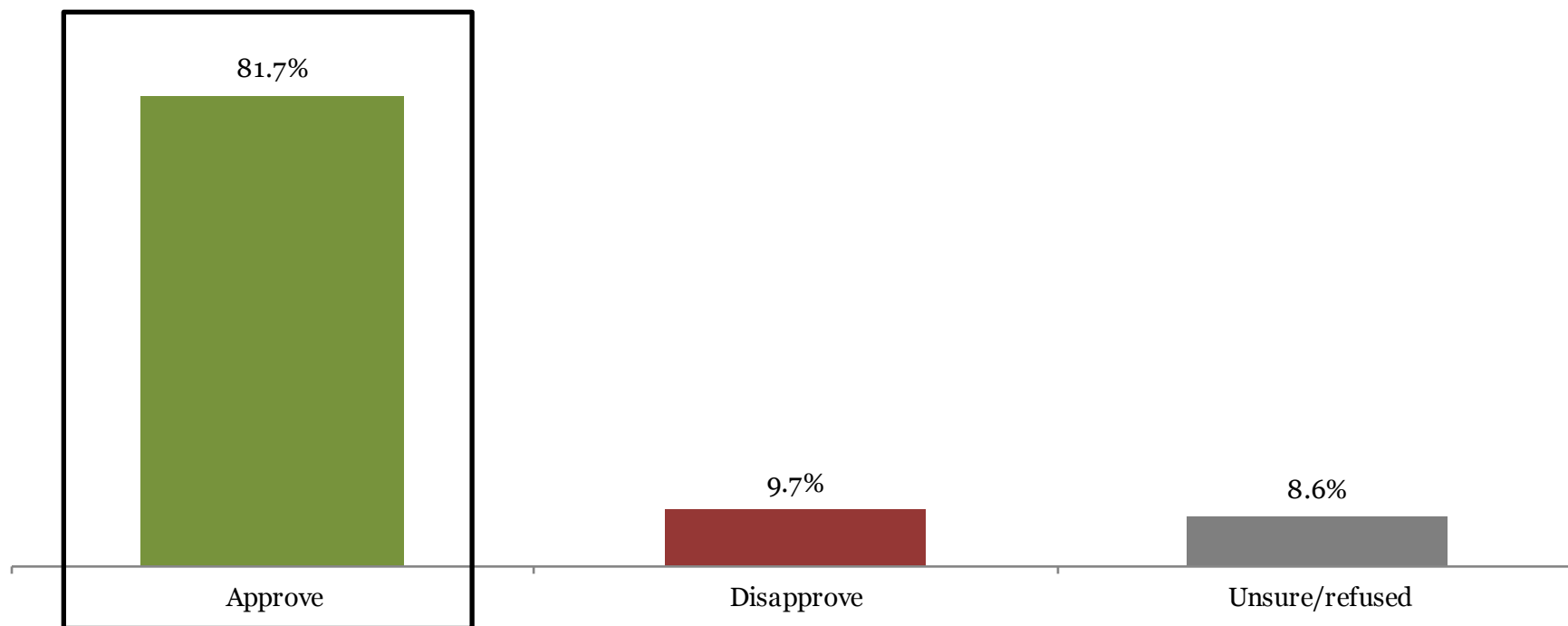
Police Department



81.7% approve

Of the job that the Napa Police Department is doing

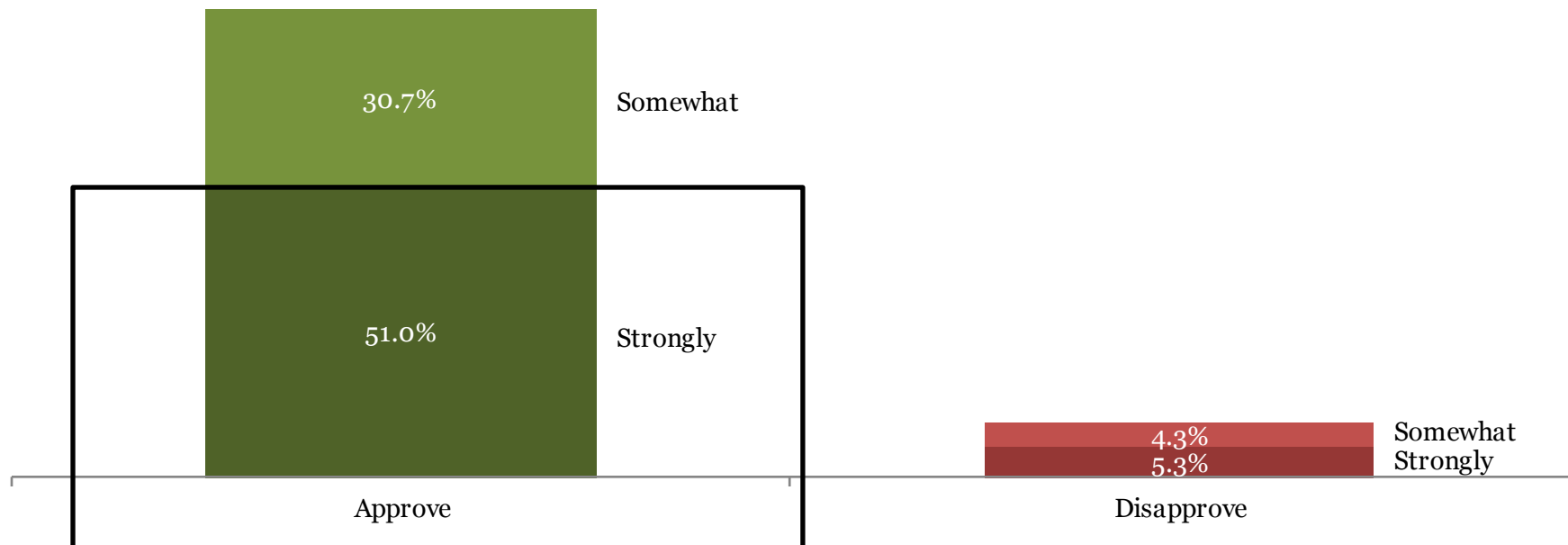
Question: Do you approve or disapprove of the job that the Napa Police Department is doing?



The intensity of approval is high:

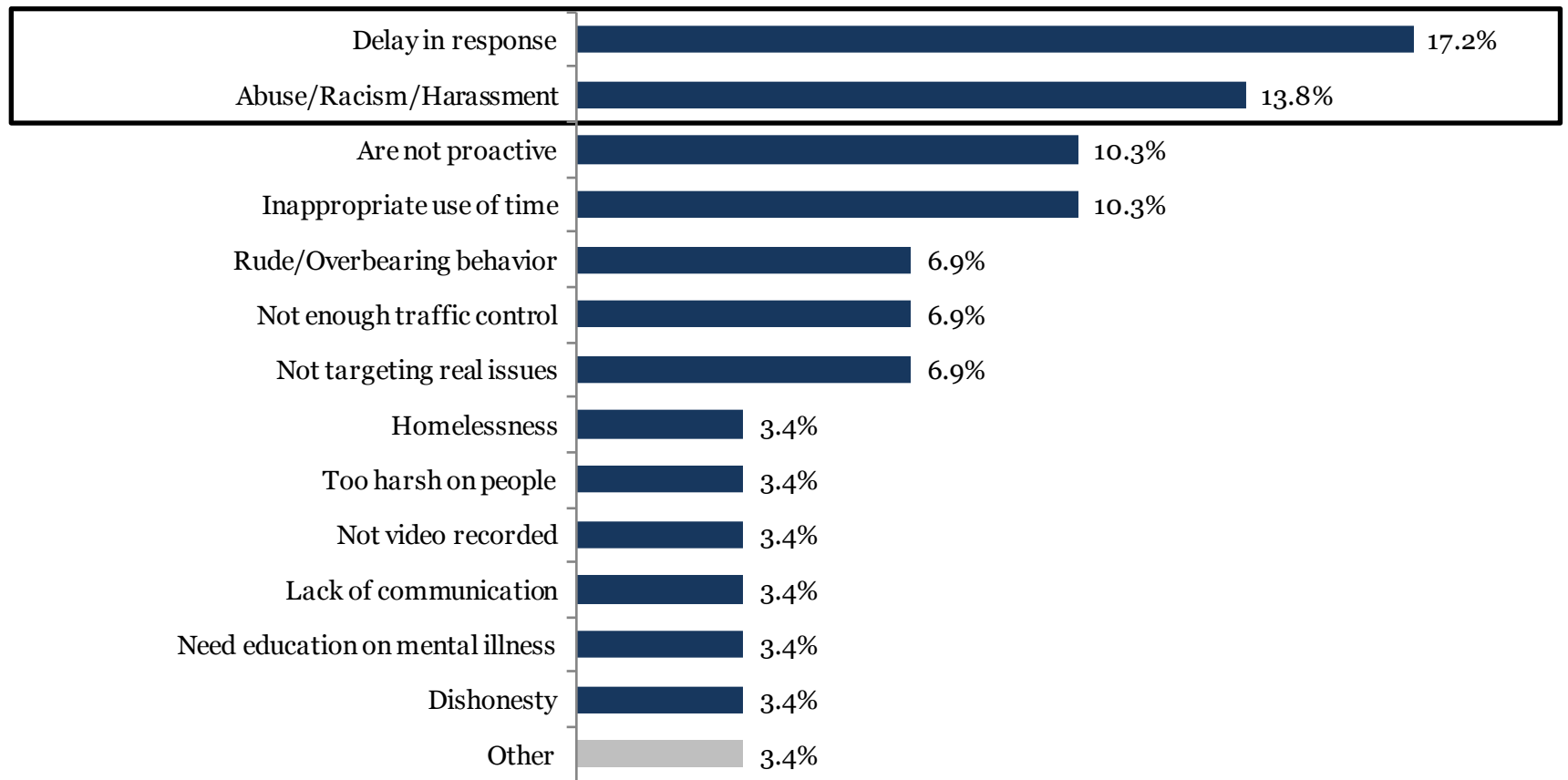
51.0% *strongly* approve of the job the Police Department is doing

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



What are the top reasons given for Disapproving of the job the 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 respond "disapprove"



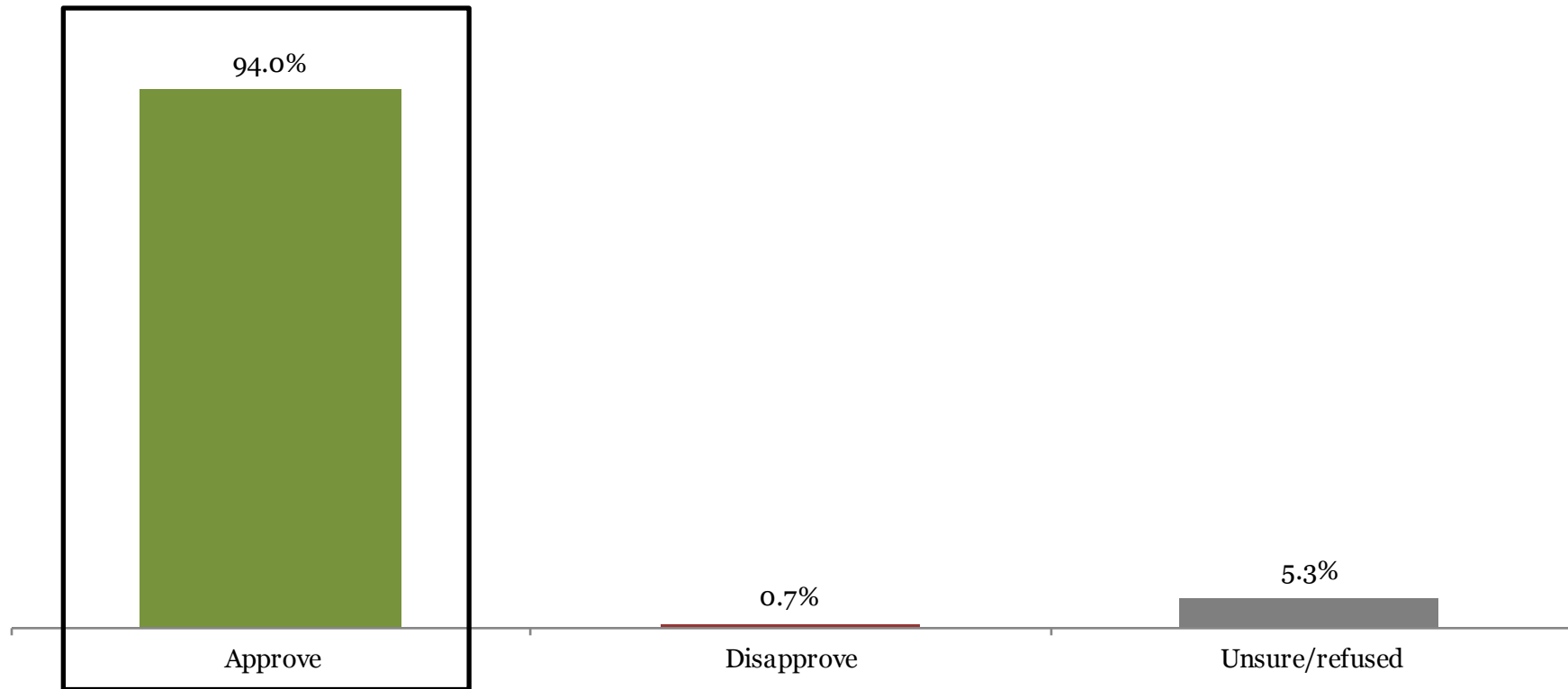
Fire Department



94.0% approve

Of the job that the Napa Fire Department is doing

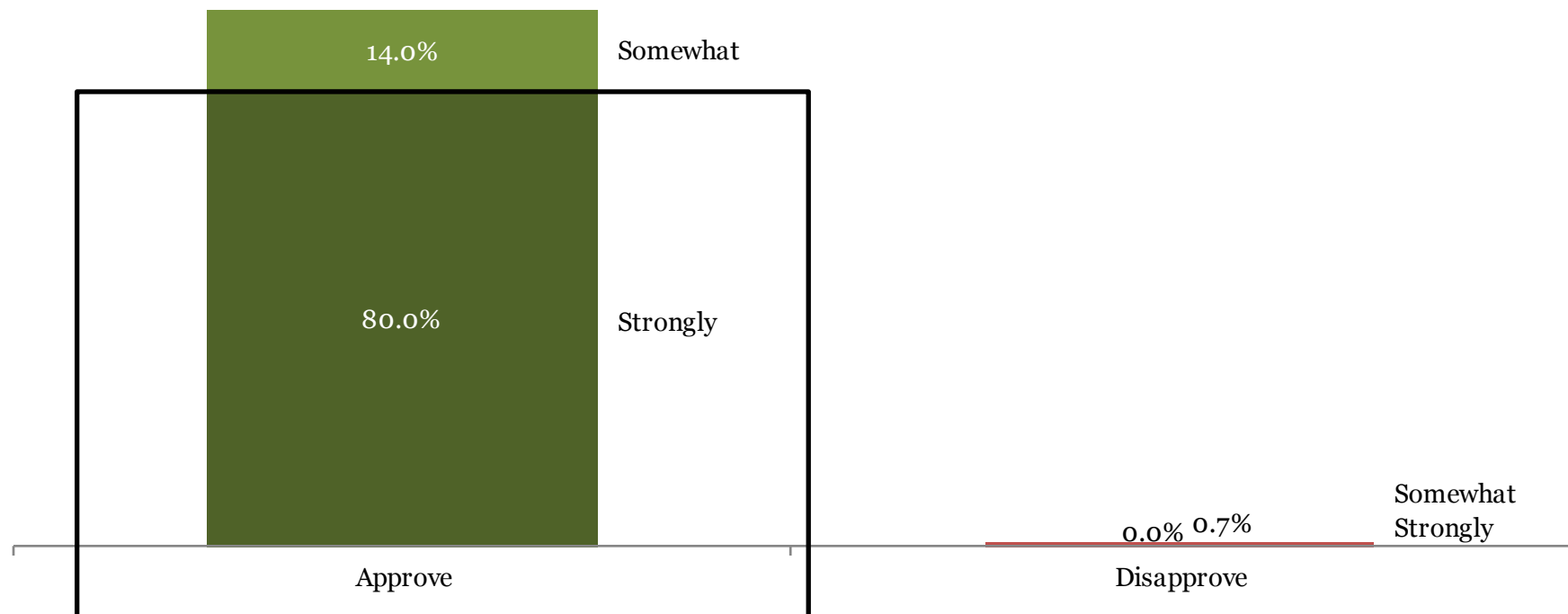
Question: Do you approve or disapprove of the job that the Napa Fire Department is doing?



The intensity of approval is high:

80.0% *strongly* approve of the job the Fire Department is doing

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



Why does less than 1% (2 respondents) disapprove Of the job the Fire Department is doing?*

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

- 1 person mentioned “new regulations”
- 1 person mentioned “do not do their job”

**Asked only of those who respond “disapprove”*



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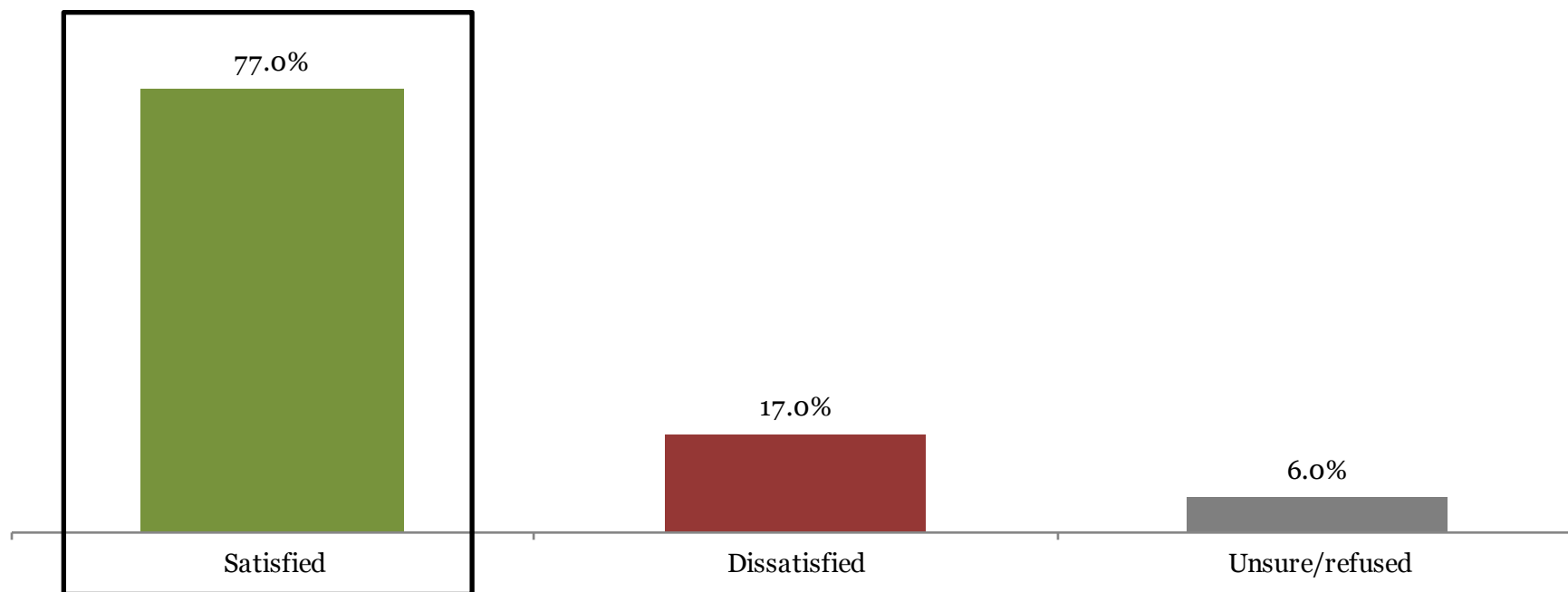
Communicating with Residents



77.0% are satisfied

With the job the City is doing to communicate with residents

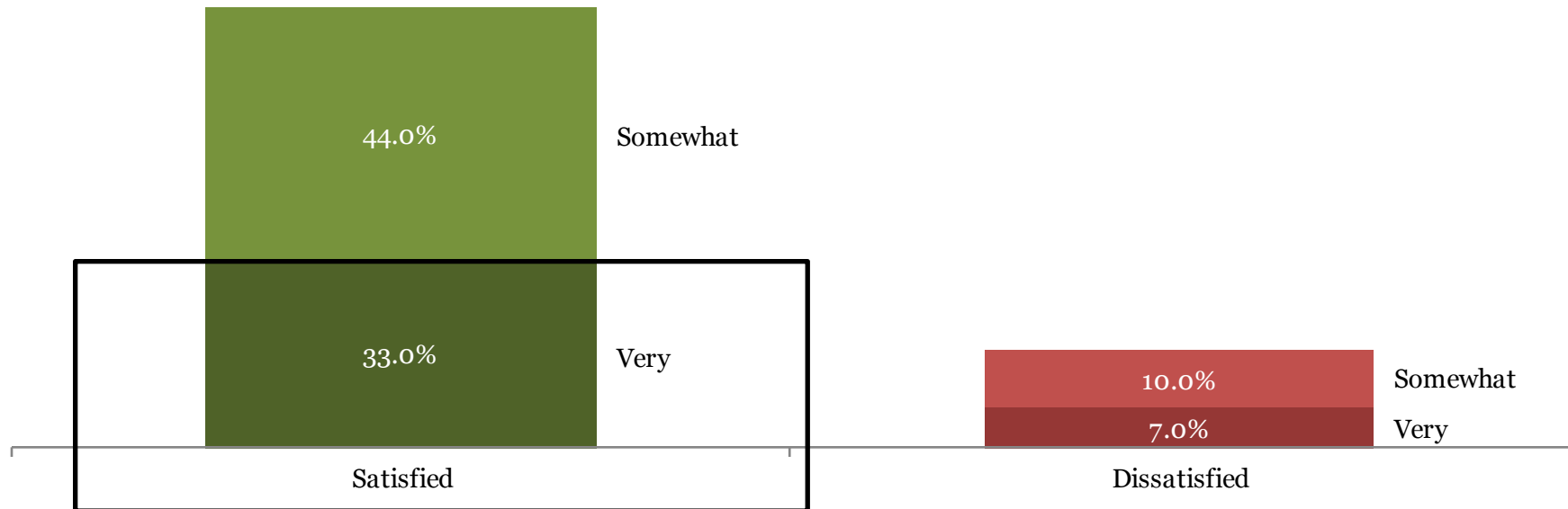
Question: In general, are you satisfied or dissatisfied with the job the City is doing to communicate with residents, such as through City newsletters, the City's website and other ways?



One third (33.0%) are *very* satisfied

With the job the City is doing to communicate with residents

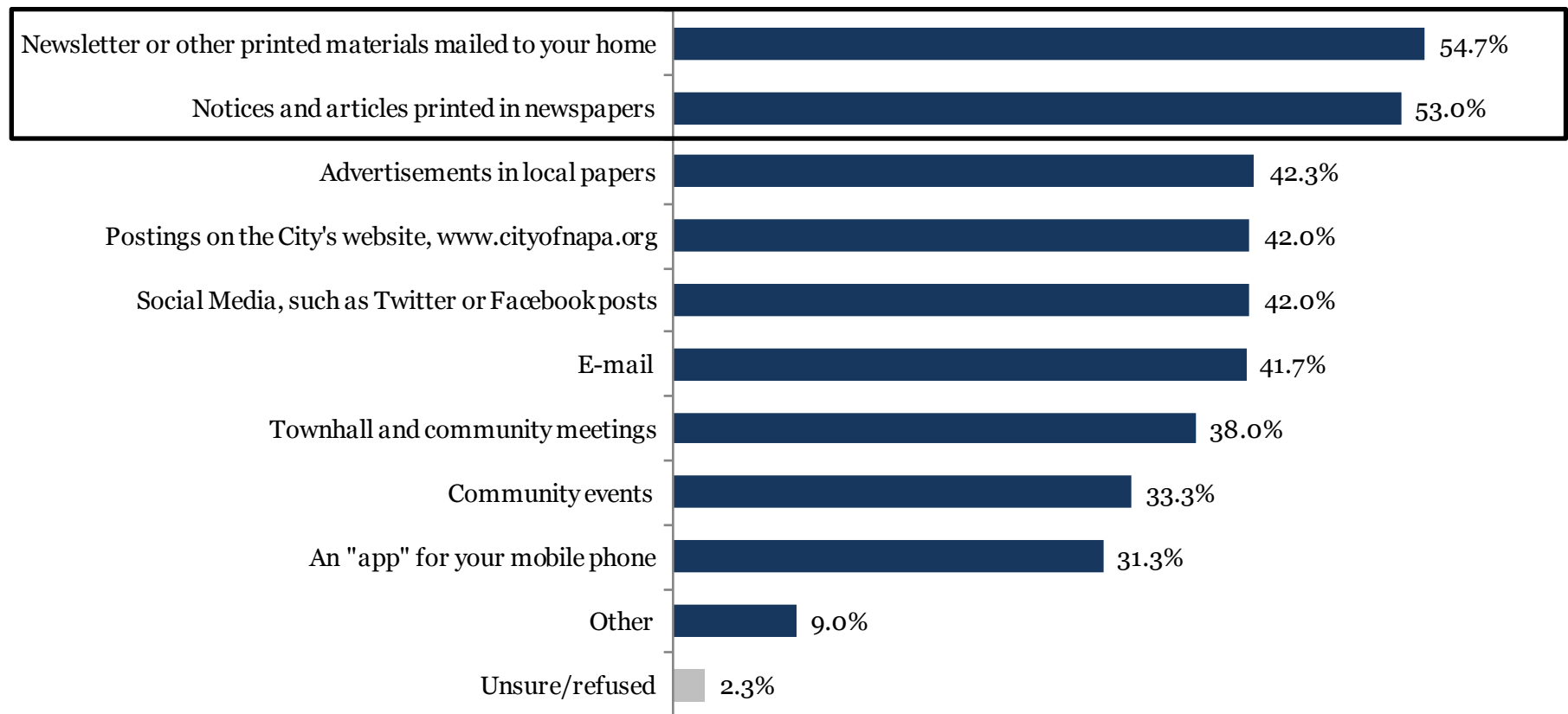
Question: And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



What are the top ways residents prefer

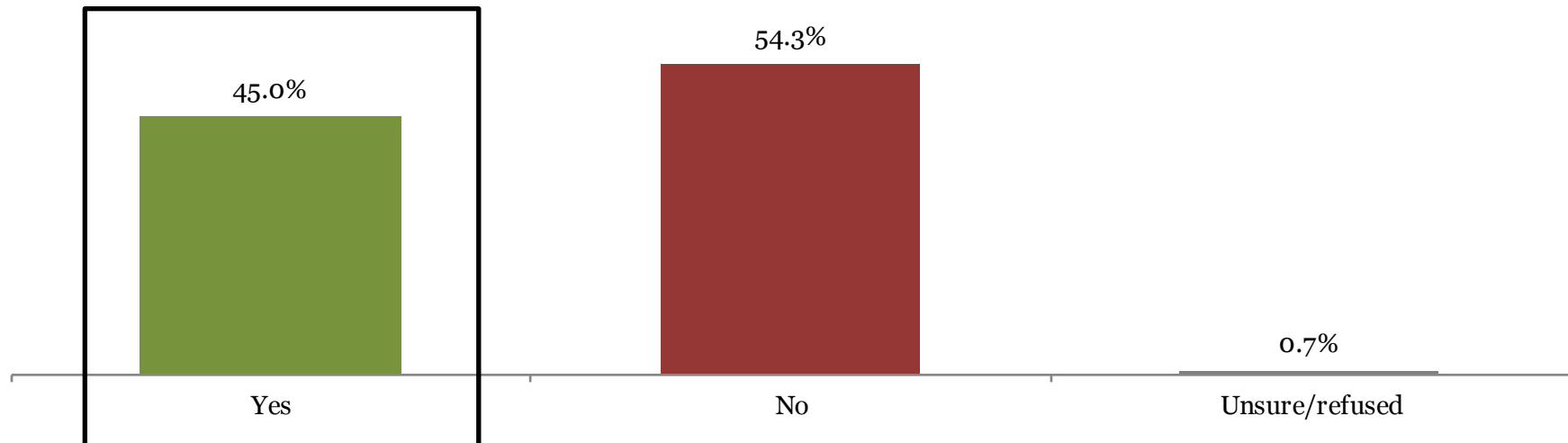
The City uses to keep residents informed about the City and City-related issues?

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. Choose as many as you like, or none at all.



45.0% say they have visited The City's website within the past twelve months

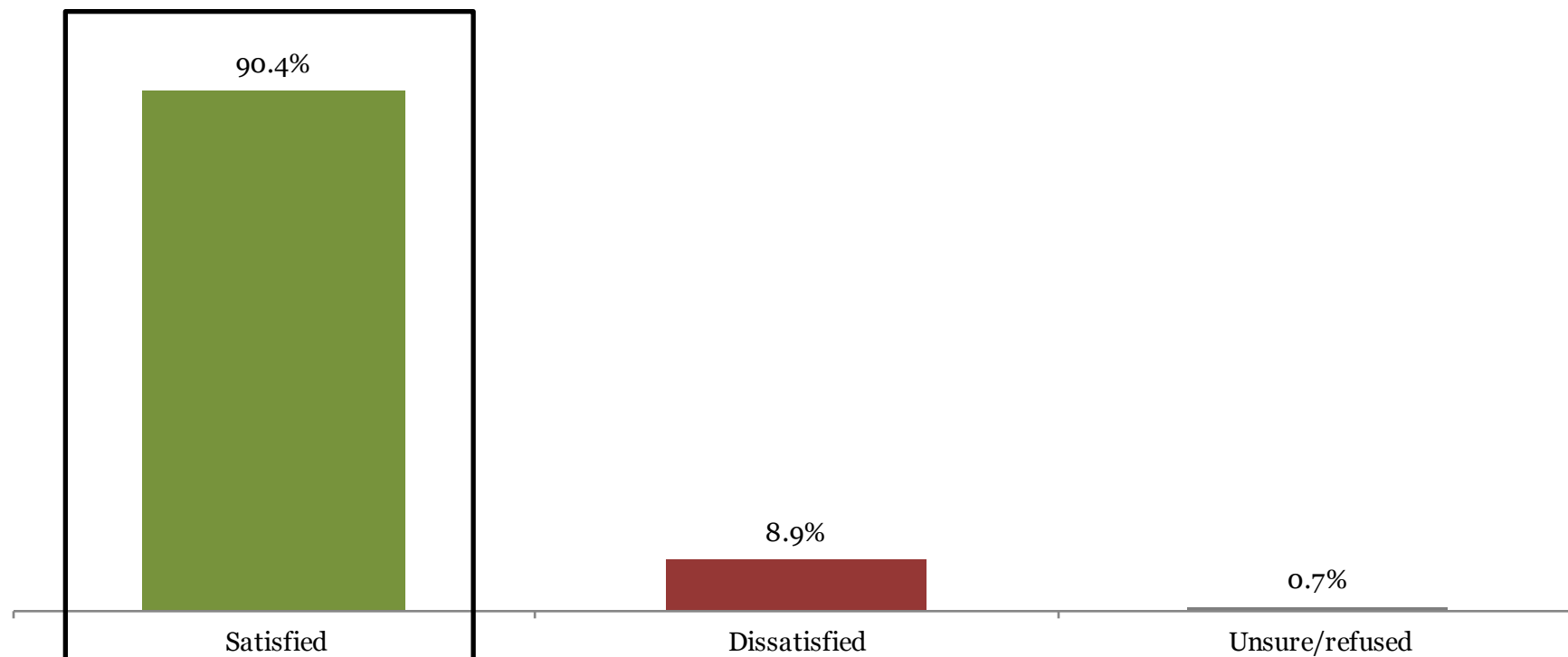
Question: In the past twelve months, have you visited the City of Napa's website, www.cityofnapa.org?



90.4% are satisfied

With 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?



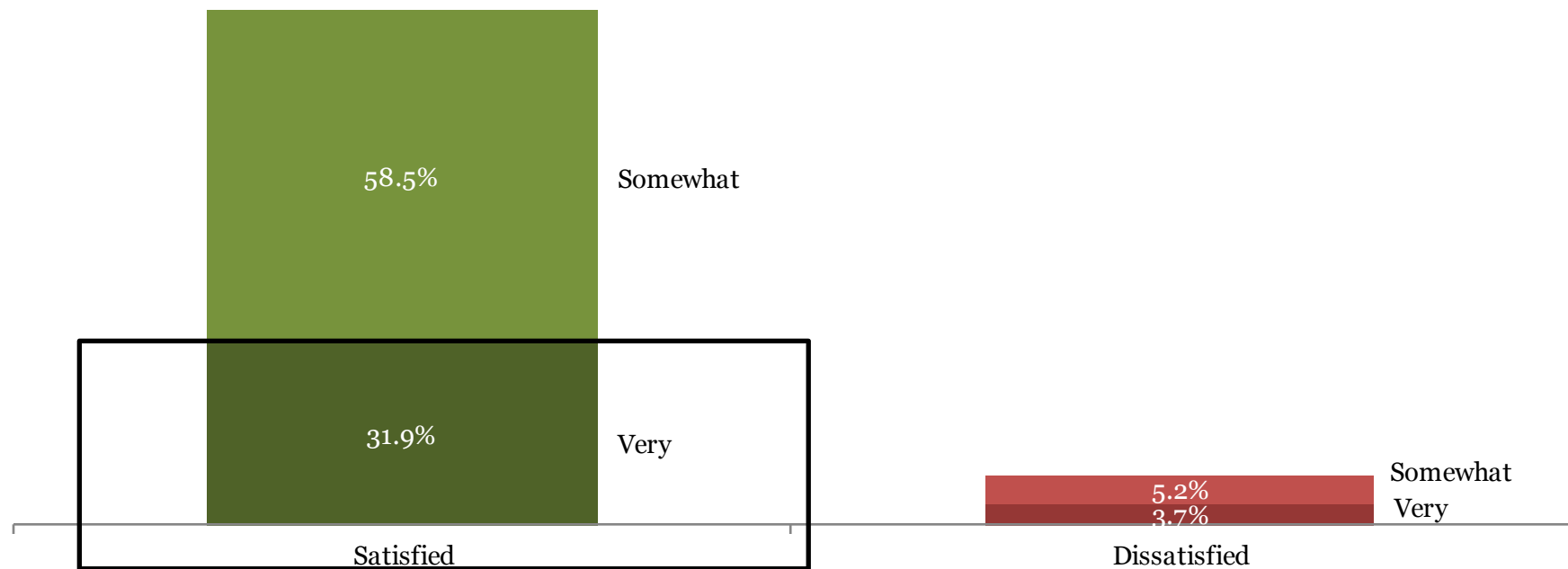
**Asked only of those who said they had visited the City's website*



31.9% are *very* satisfied

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

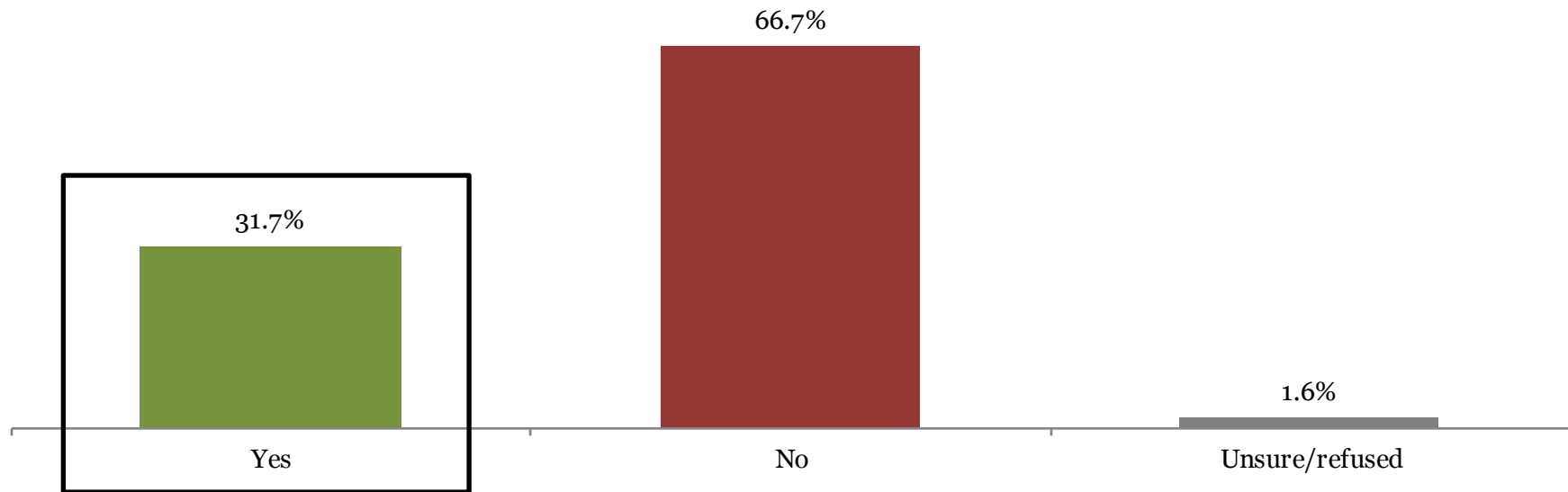
Question: And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



Nearly one-third (31.7%)

Have watched City Council meetings or read agendas, staff reports etc.

Question: Have you ever watched a 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?

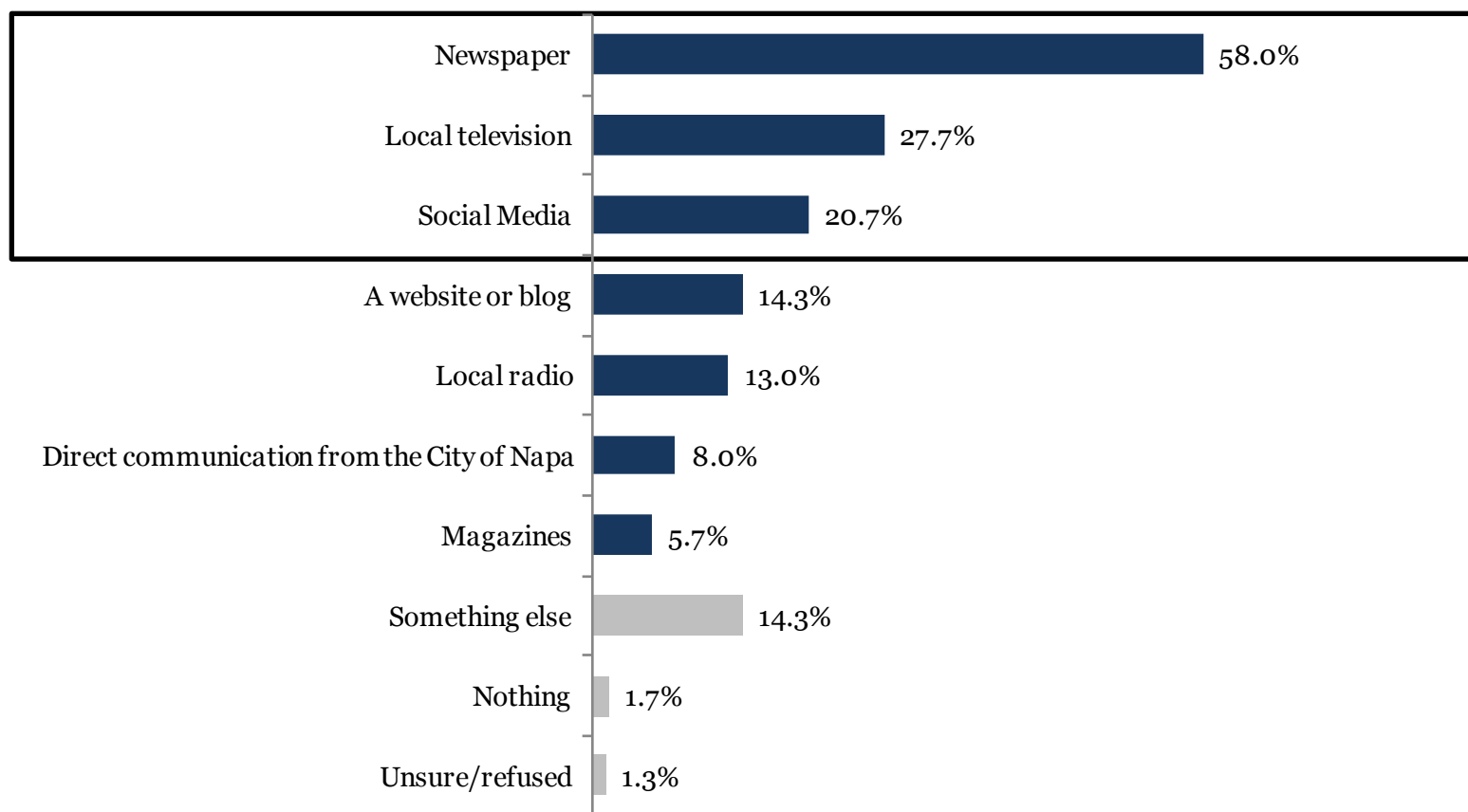


News Sources



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

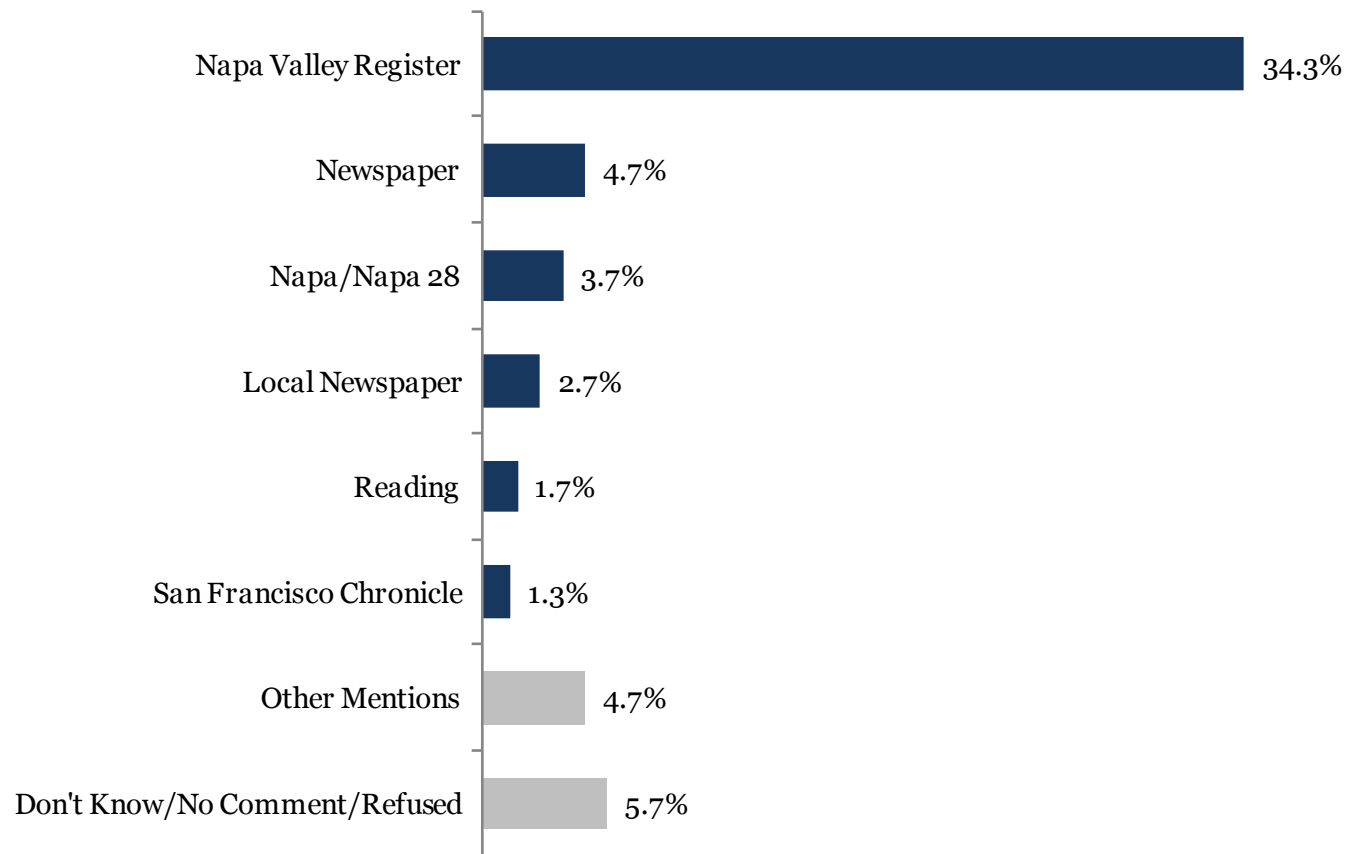
Question: What are your top two sources for news and information about local government and other issues related to Napa? Pick two.



*Local television and radio may refer to public access or Bay Area stations

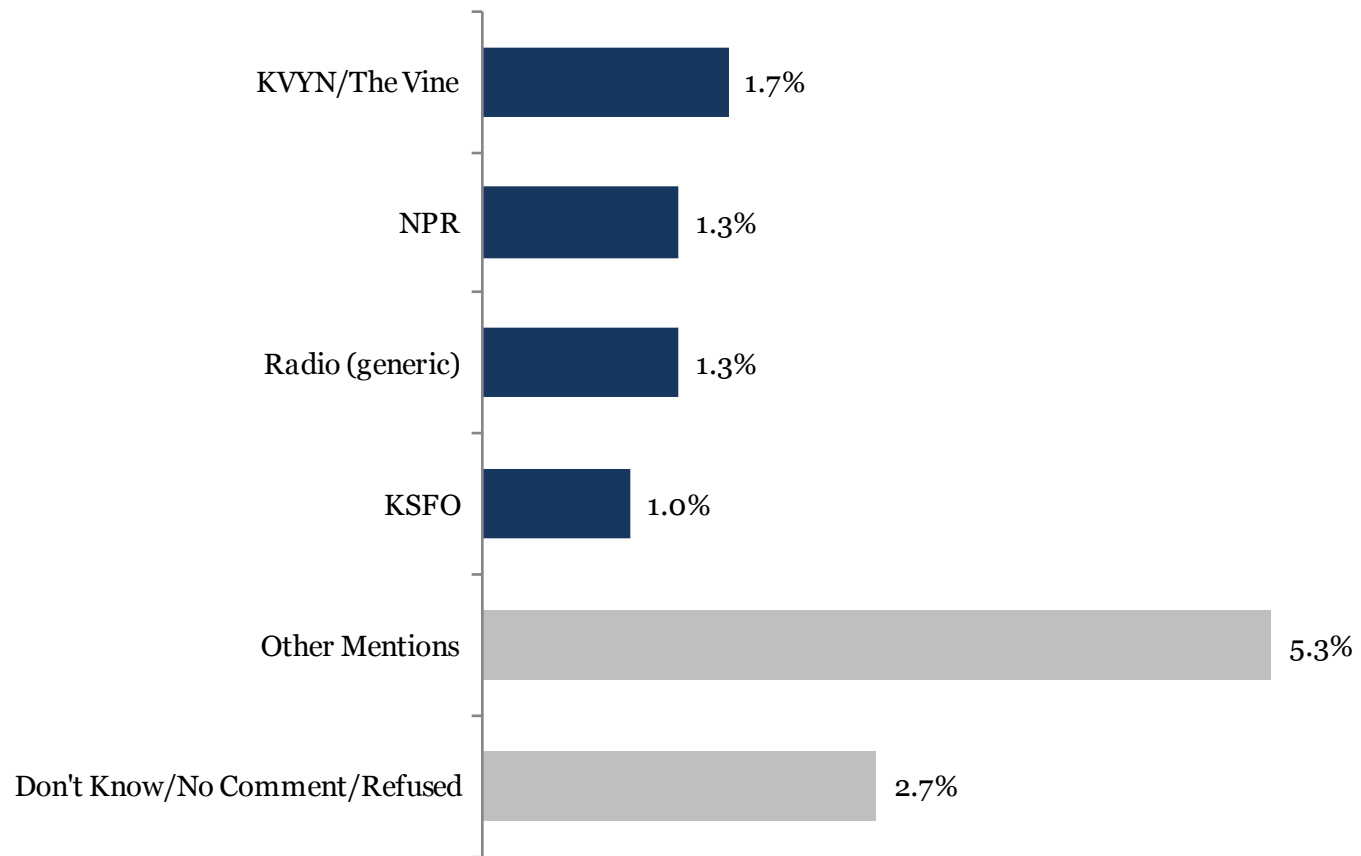
What are the top newspaper News sources?

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



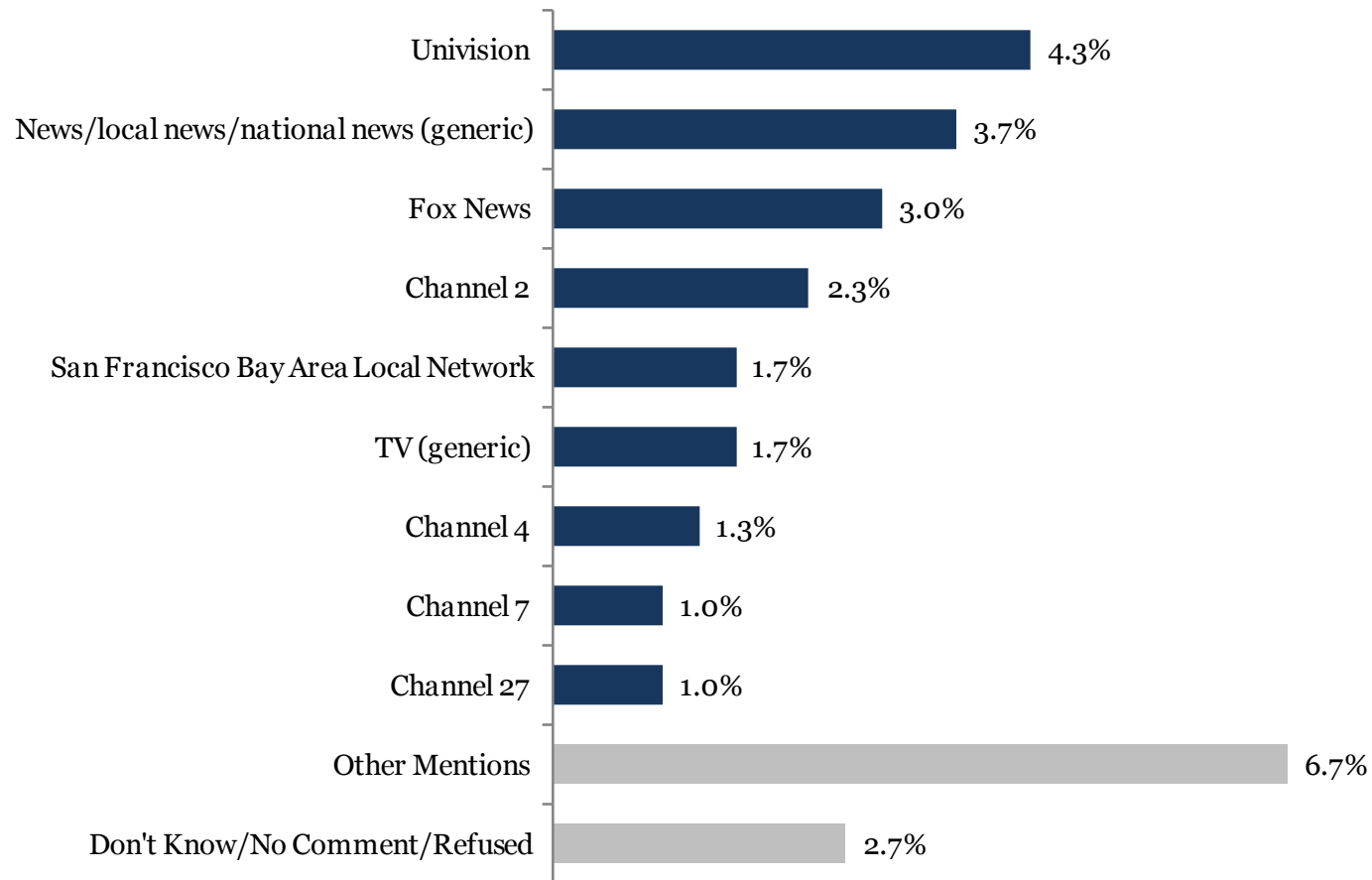
What are the top radio News sources?

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



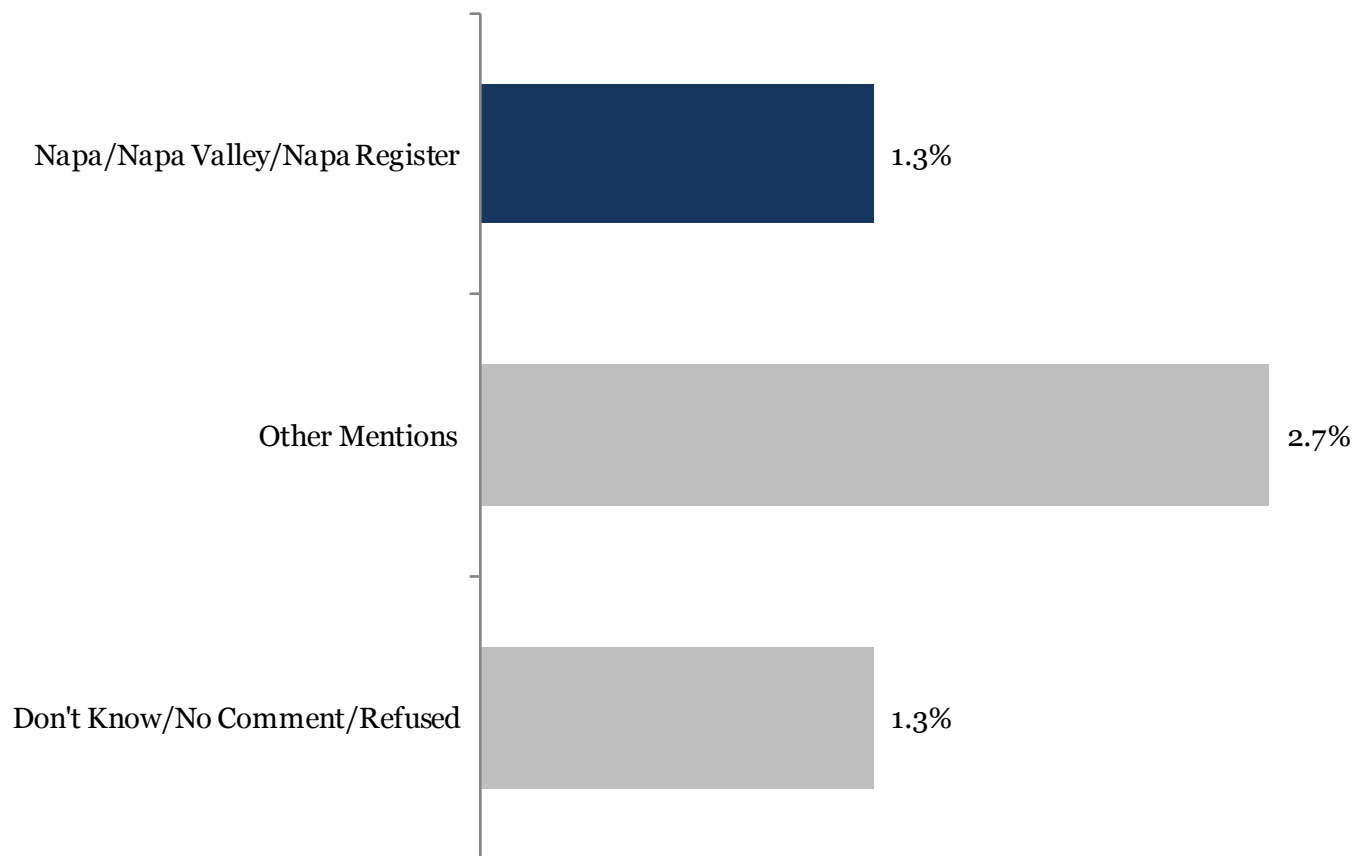
What are the top television News sources?

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



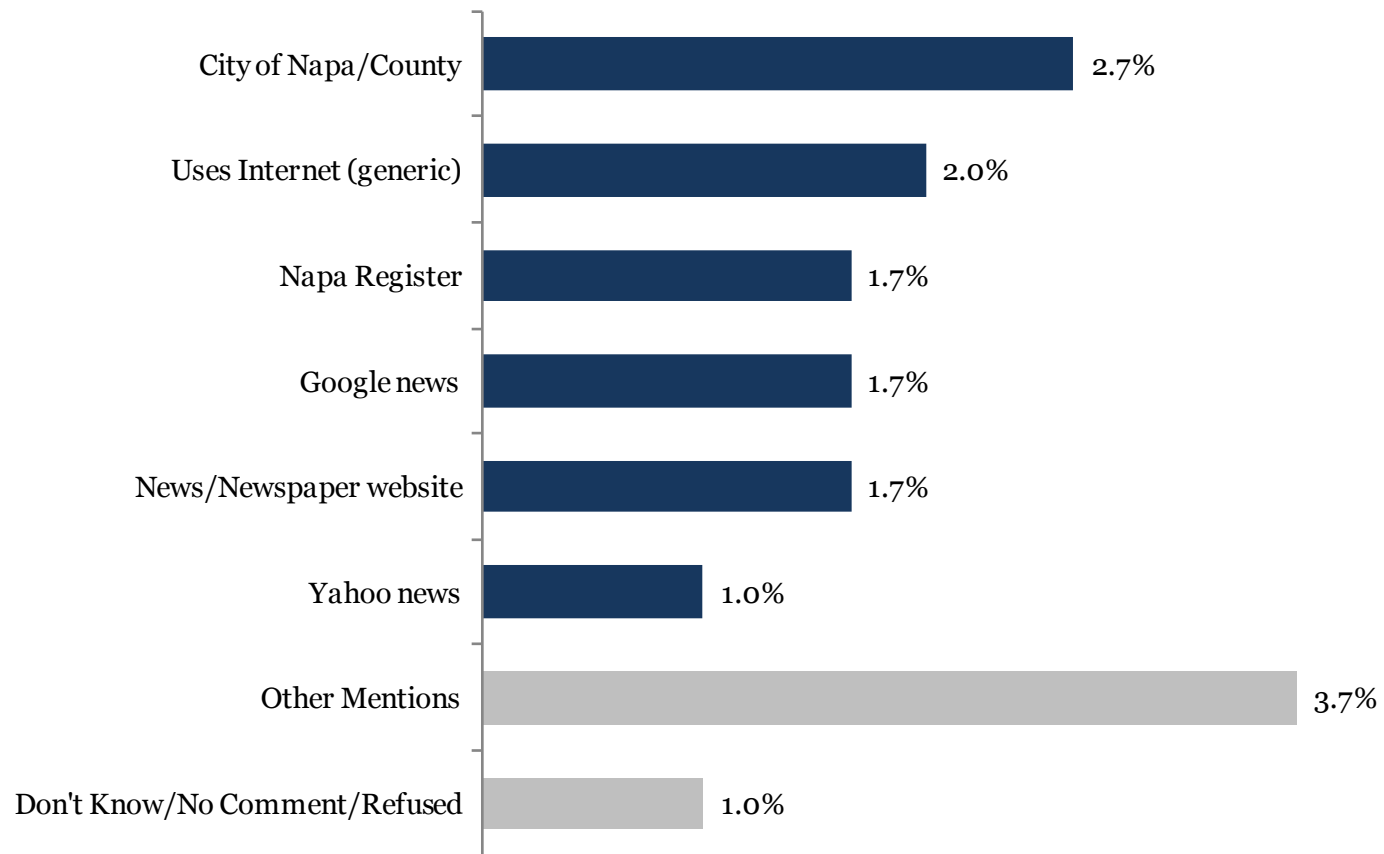
What are the top magazine News sources?

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



What are the top website or blog News sources?

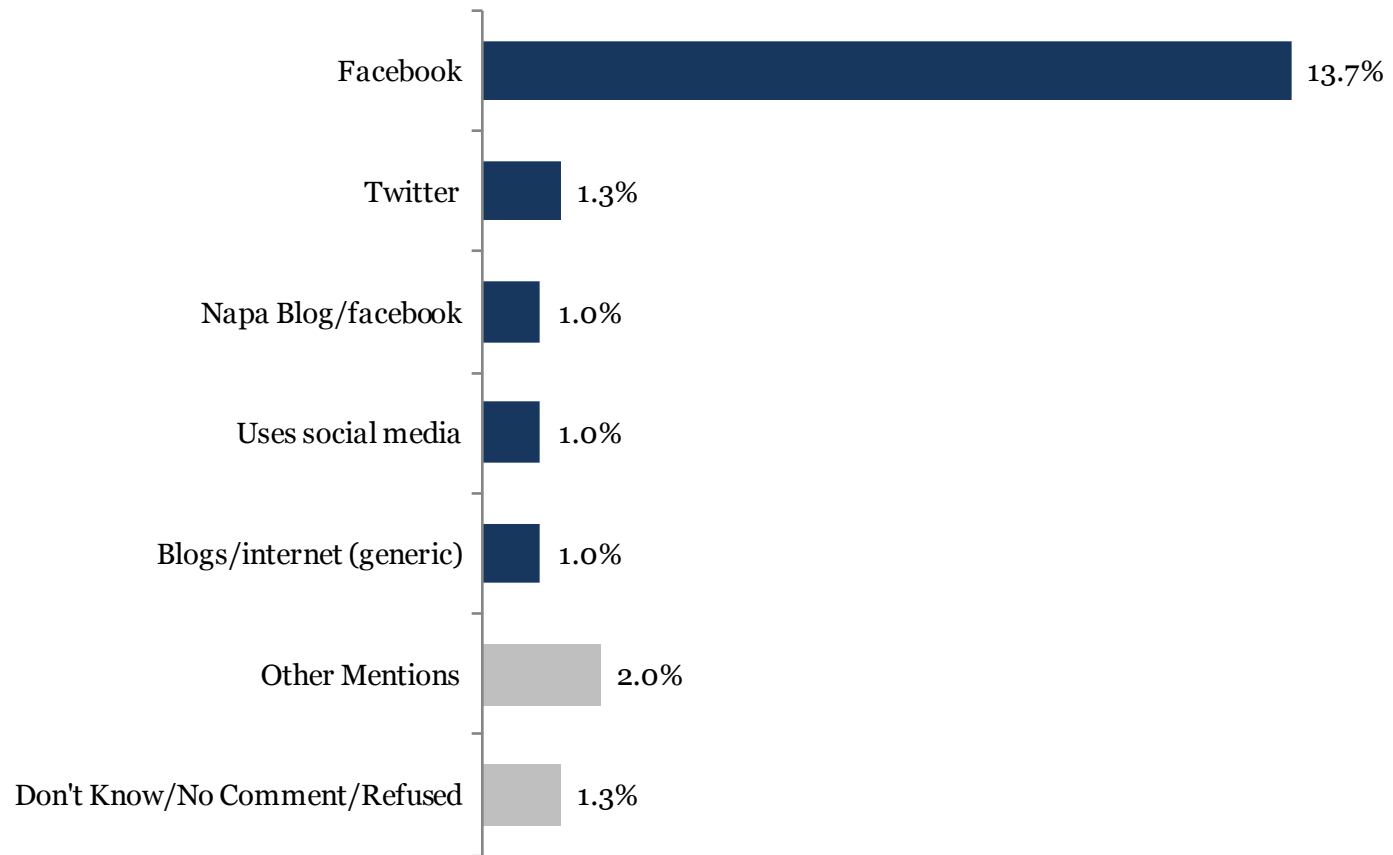
Question: What are your top two sources for news and information about local government and other issues related to Napa? Pick two.



Facebook is the top social media

News source

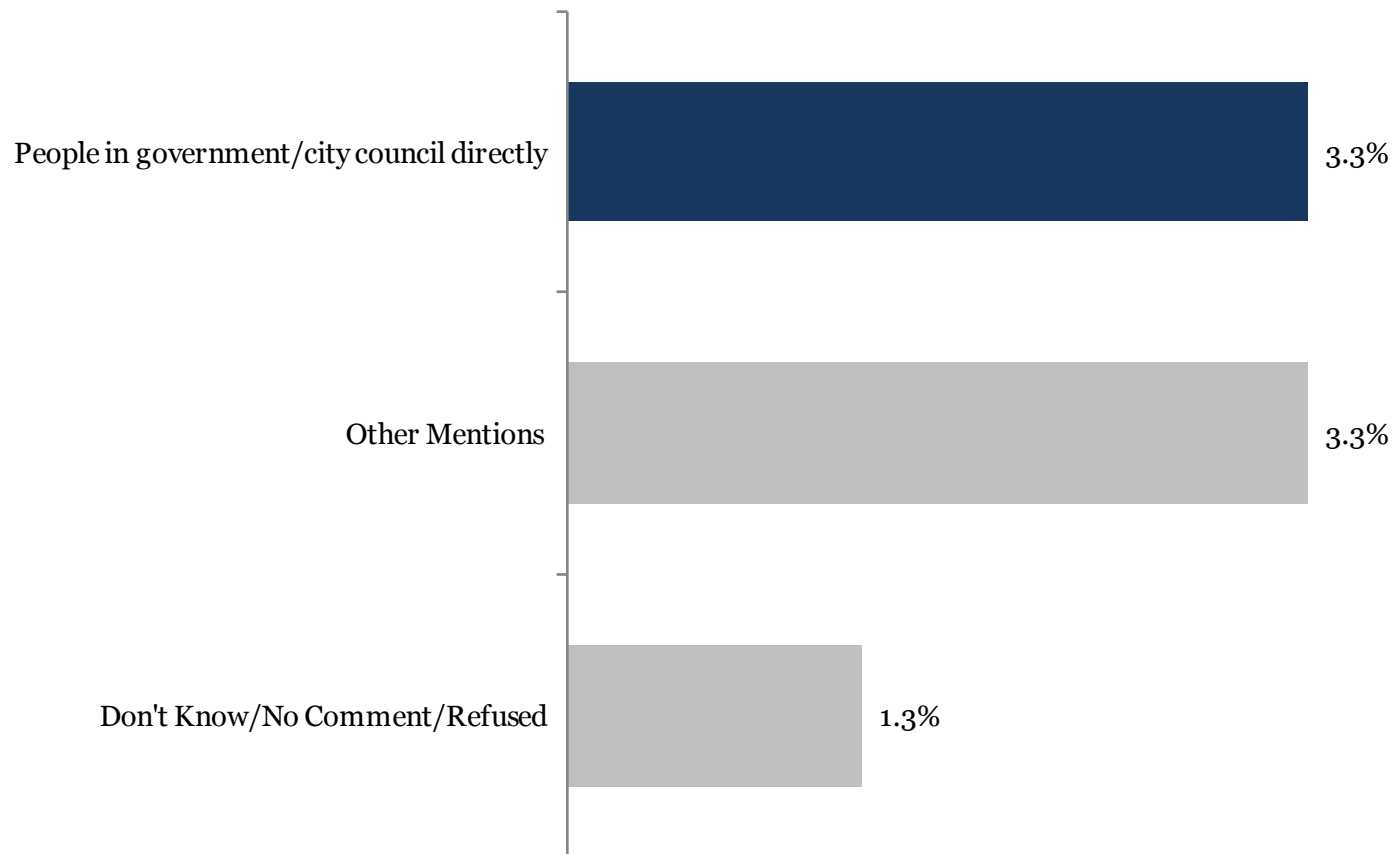
Question: What are your top two sources for news and information about local government and other issues related to Napa? Pick two.



What are the top direct communication

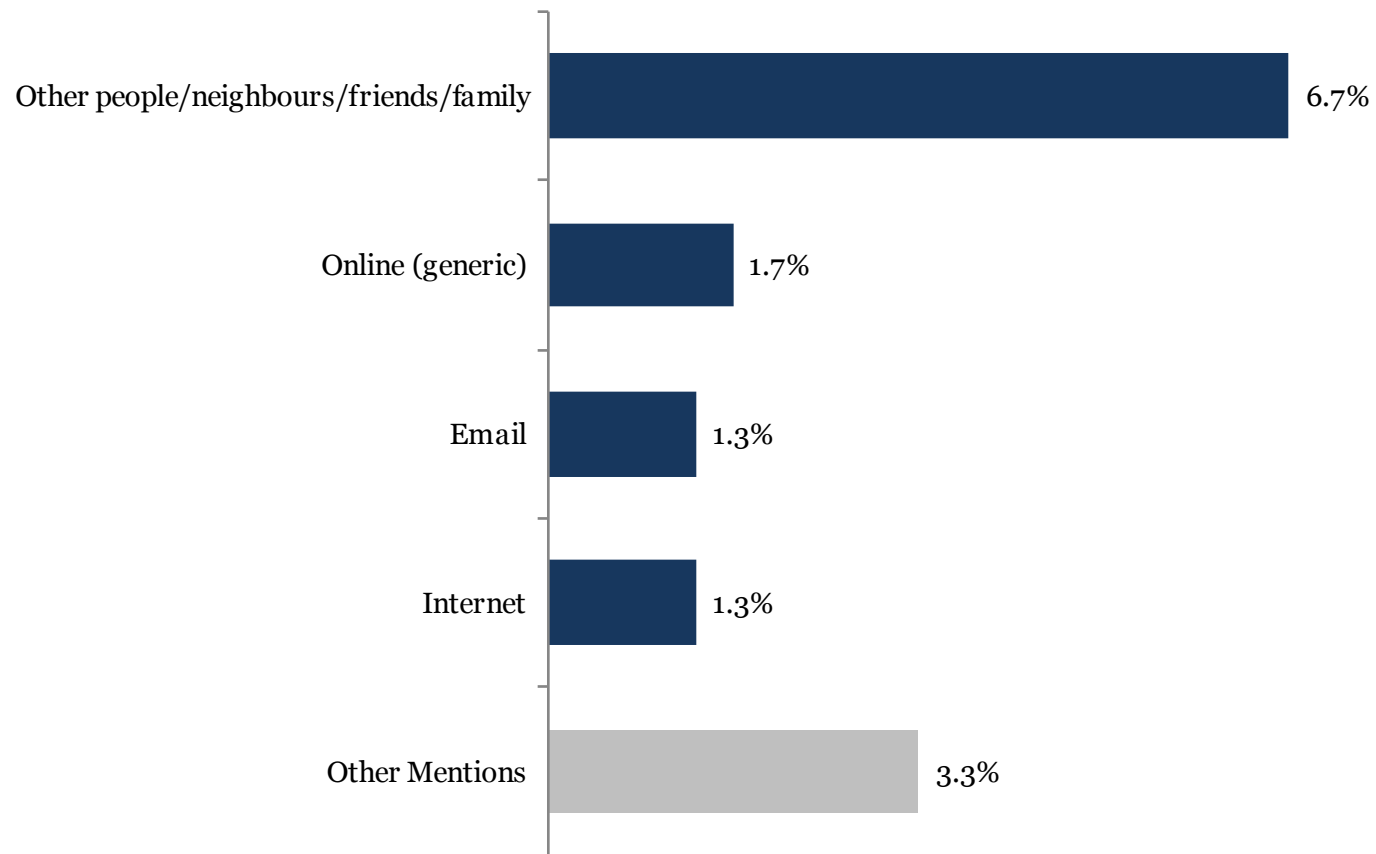
News sources?

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



What are the top something else News sources?

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



Thank you



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