

City of Napa Community Climate Survey

Presentation

January 5, 2018



Opinion Research on
Elections and Public Policy

Probolsky Research
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City of Napa– Community Climate Survey

Survey Methodology

From Tuesday, December 26, 2017 to Thursday, December 28, 2017, Probolsky Research conducted a telephone survey with live professional interviewers and online among registered voters in the City of Napa.

A total of 300 voters were surveyed (153 via telephone and 147 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 (54%) phones and were offered in English and Spanish (2.7%) 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 voters to complete the survey. Online respondents could use their computer, tablet or smart phone to participate. We sent emails to all voters with valid email addresses.

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 corporate, government, non-profit, and special interest clients.



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Top Issues

Open-ended question



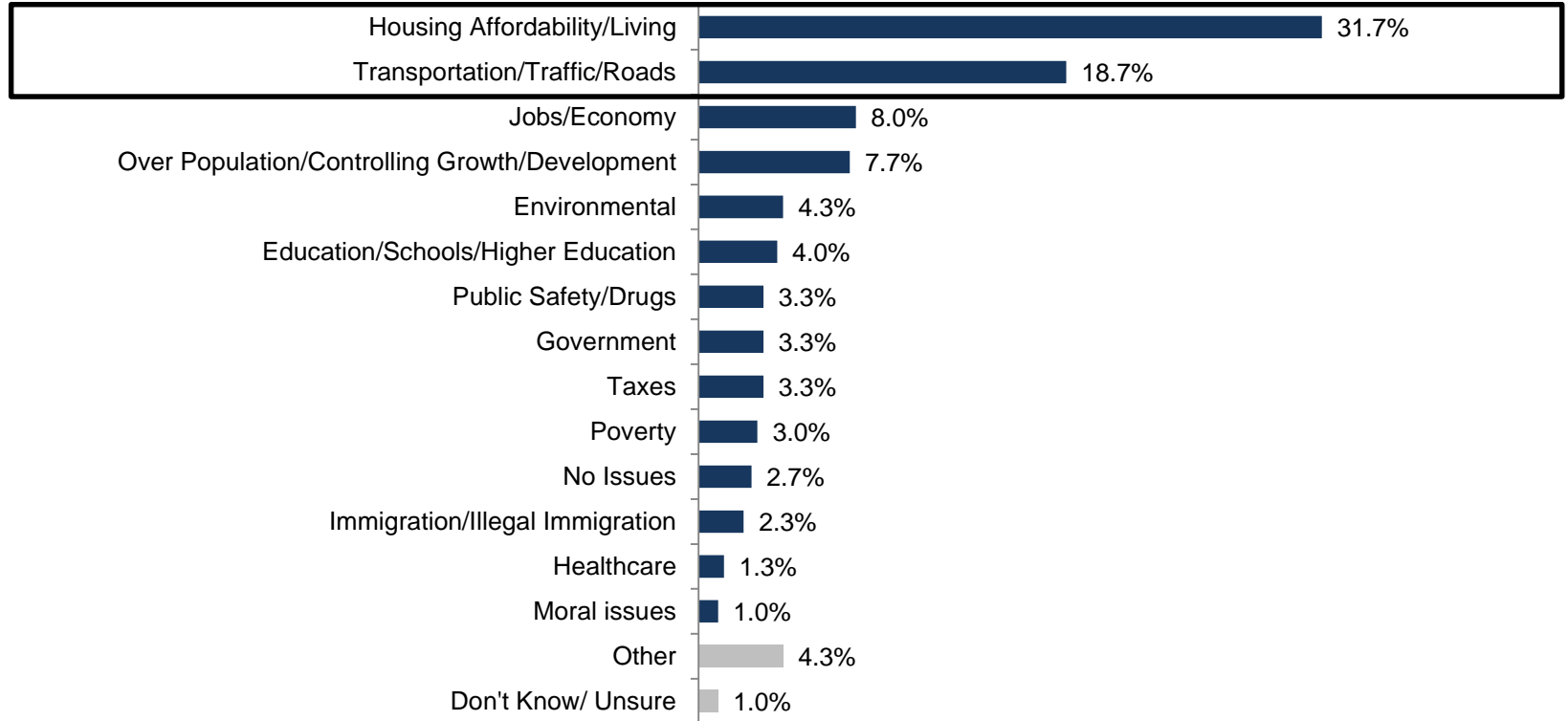
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Housing affordability & transportation

Are the most important issues in Napa

Question: What would you say is the most important issue facing Napa?



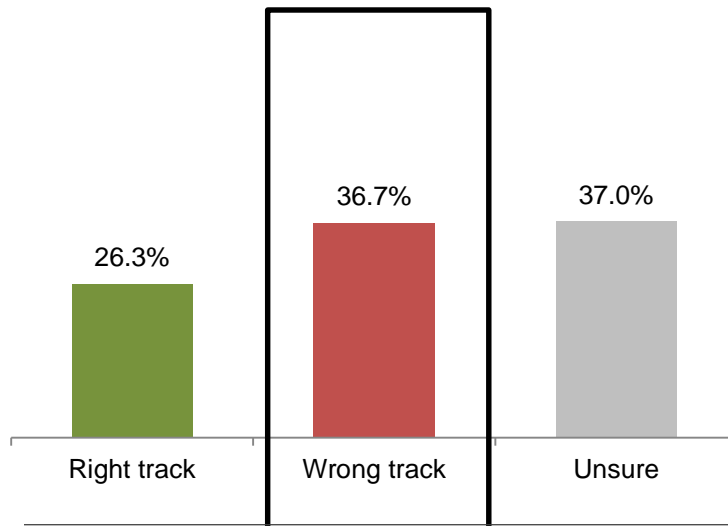
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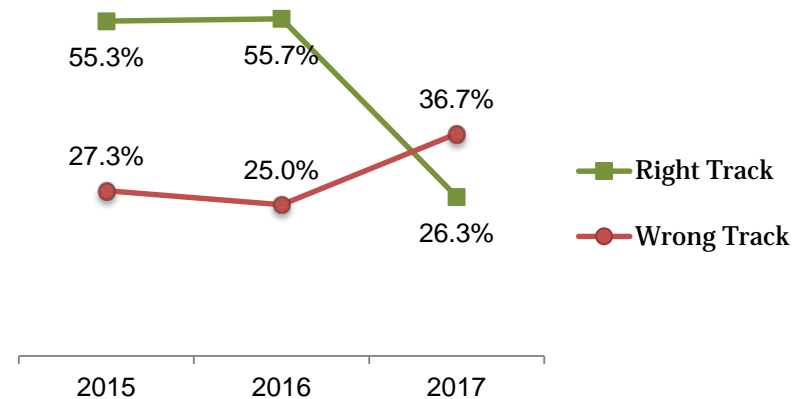
36.7% say Napa is on the wrong track and Roughly the same amount are unsure

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

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Resident News Sources



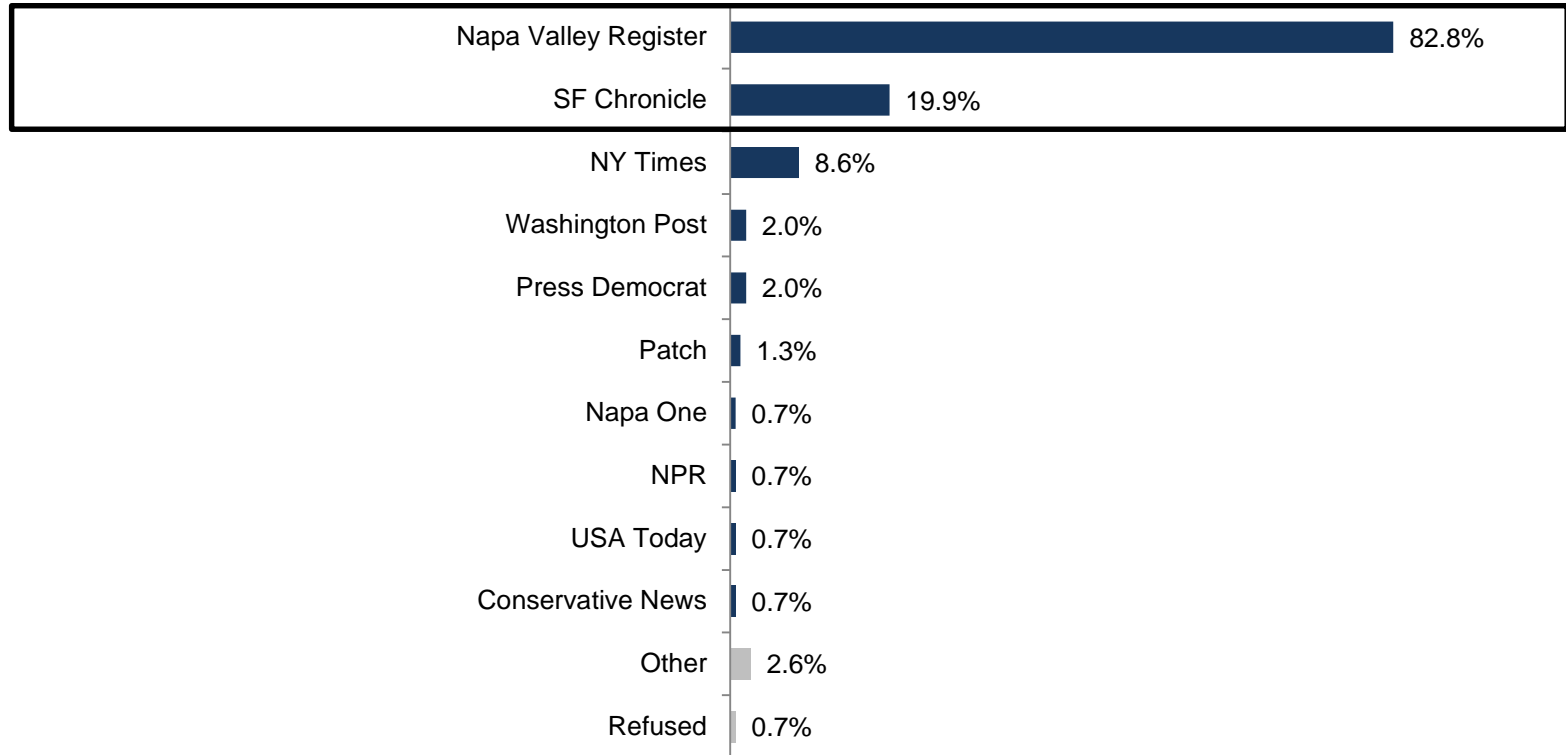
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Napa Valley Register & SF Chronicle

Are top two newspaper sources for news and information about local government in Napa

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



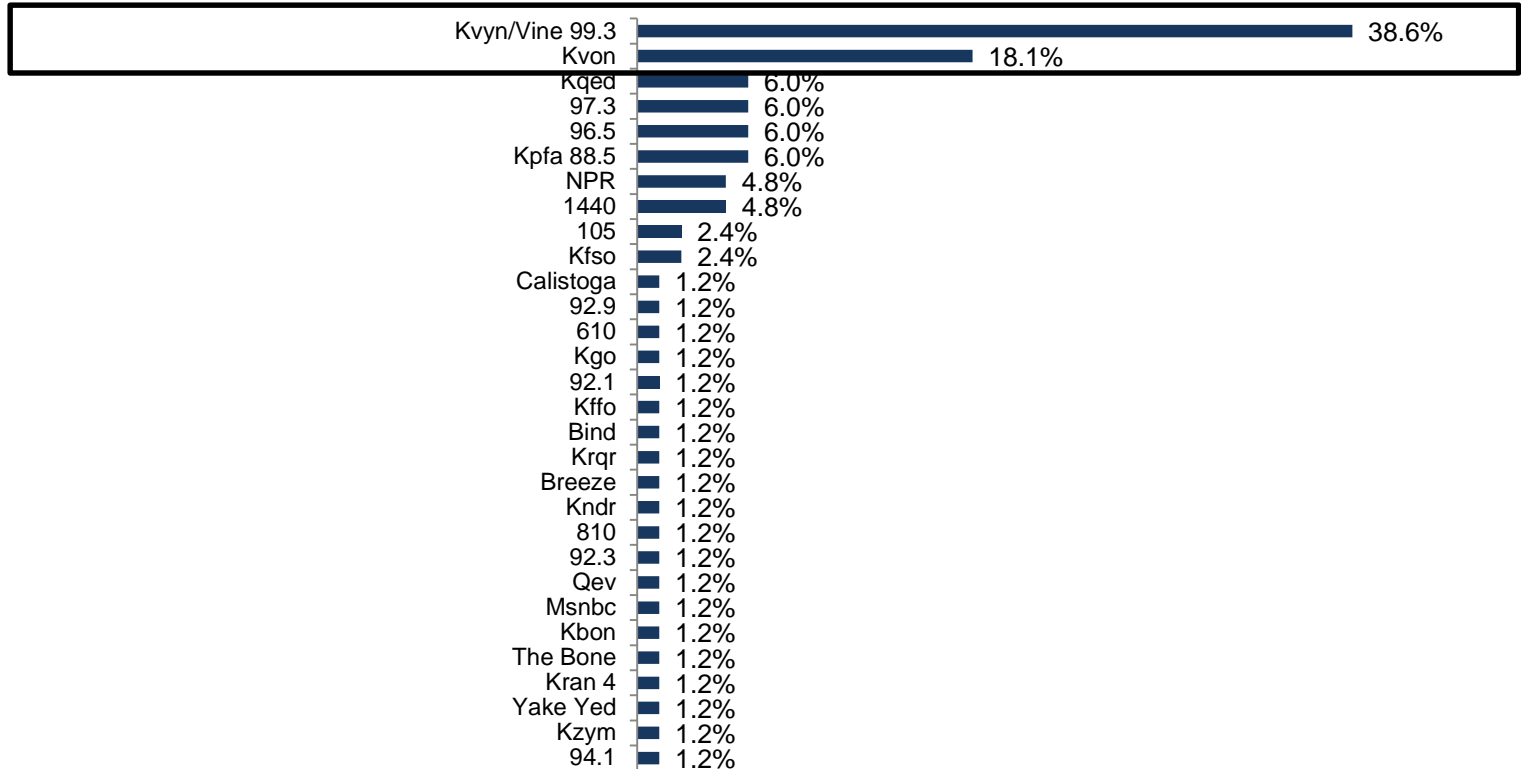
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KVYN/Vine 99.3 & KVON

Are top two local radio sources for news and information about local government in Napa

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



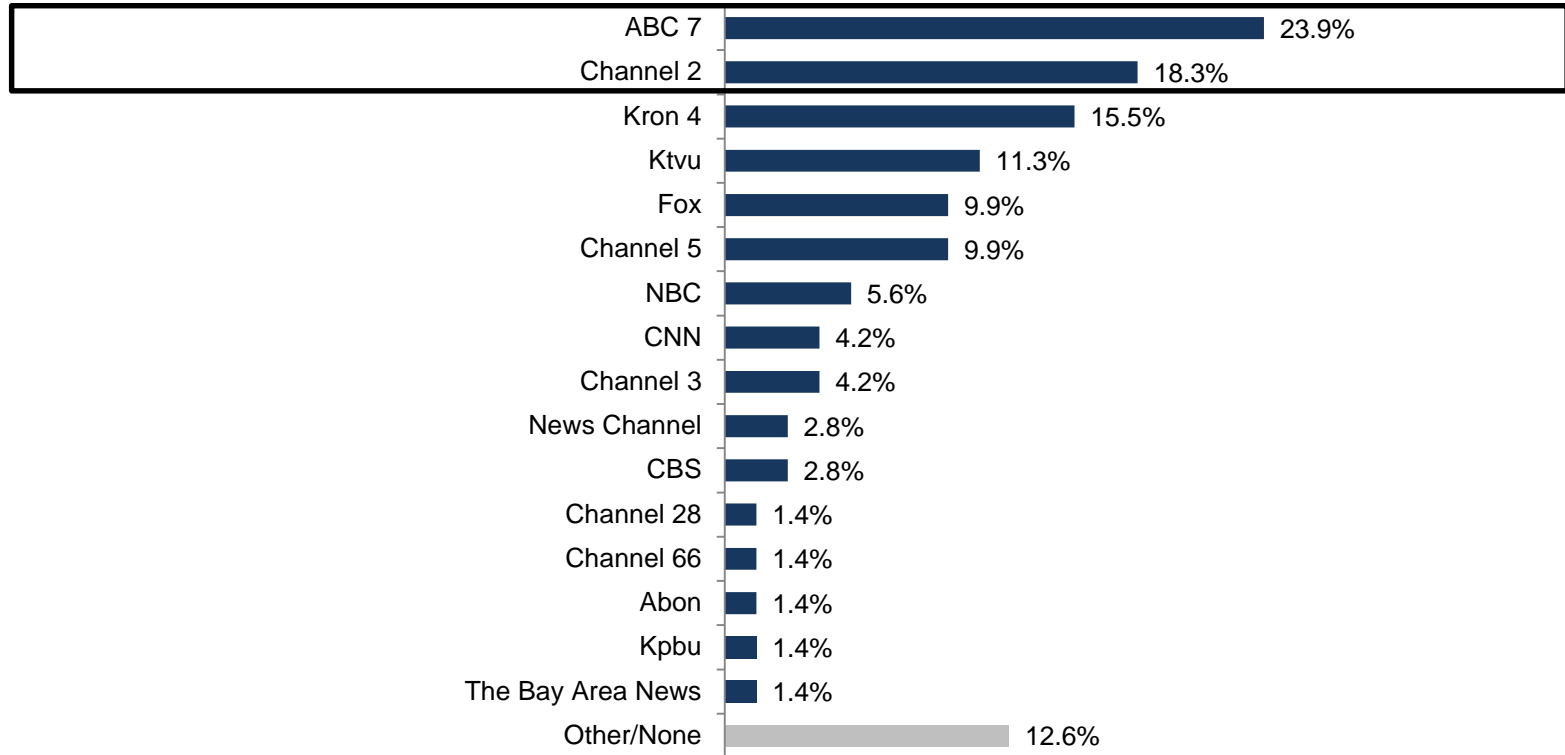
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ABC 7 & Channel 2

Are top two local television sources for news and information about local government in Napa

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



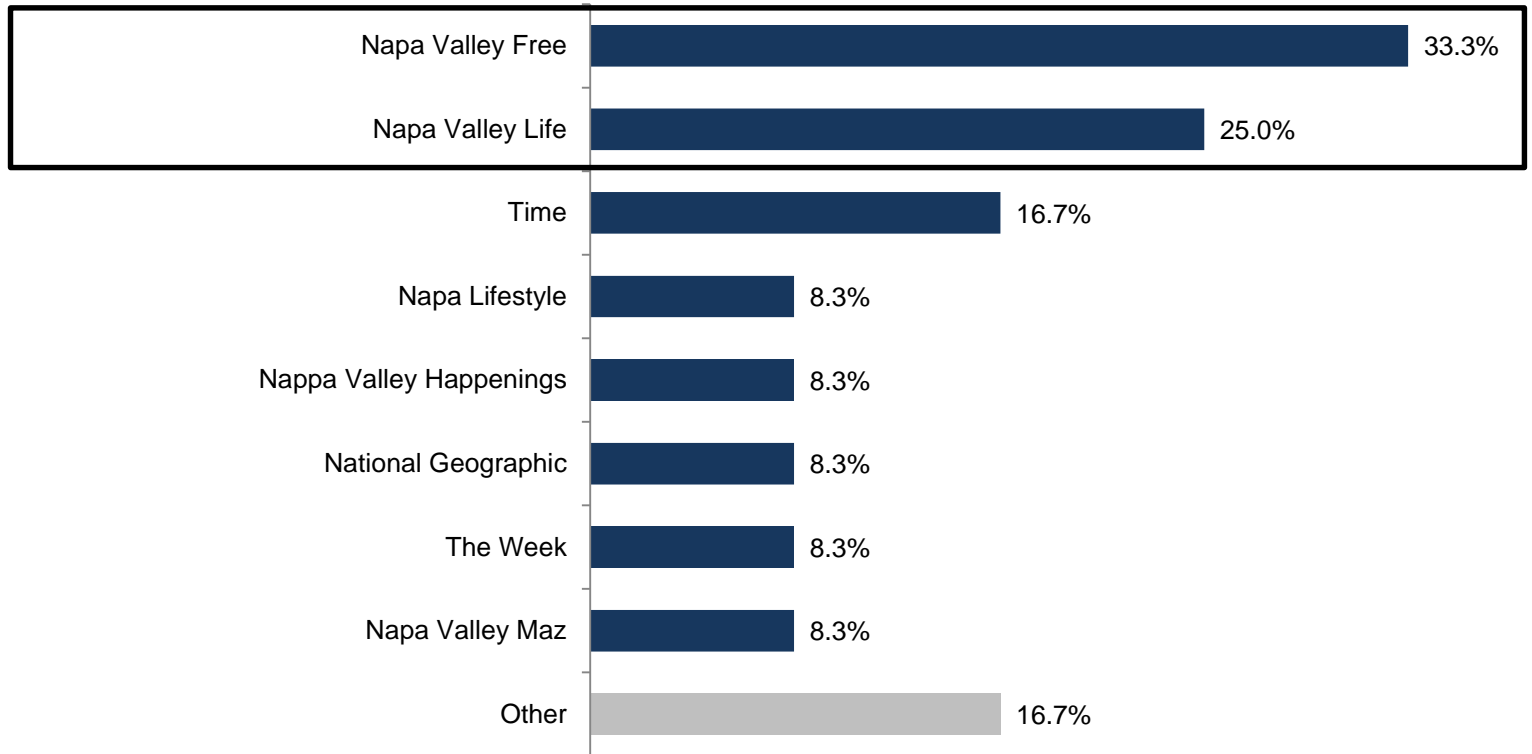
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Napa Valley Free & Napa Valley Life

Are top two magazine sources for news and information about local government in Napa

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



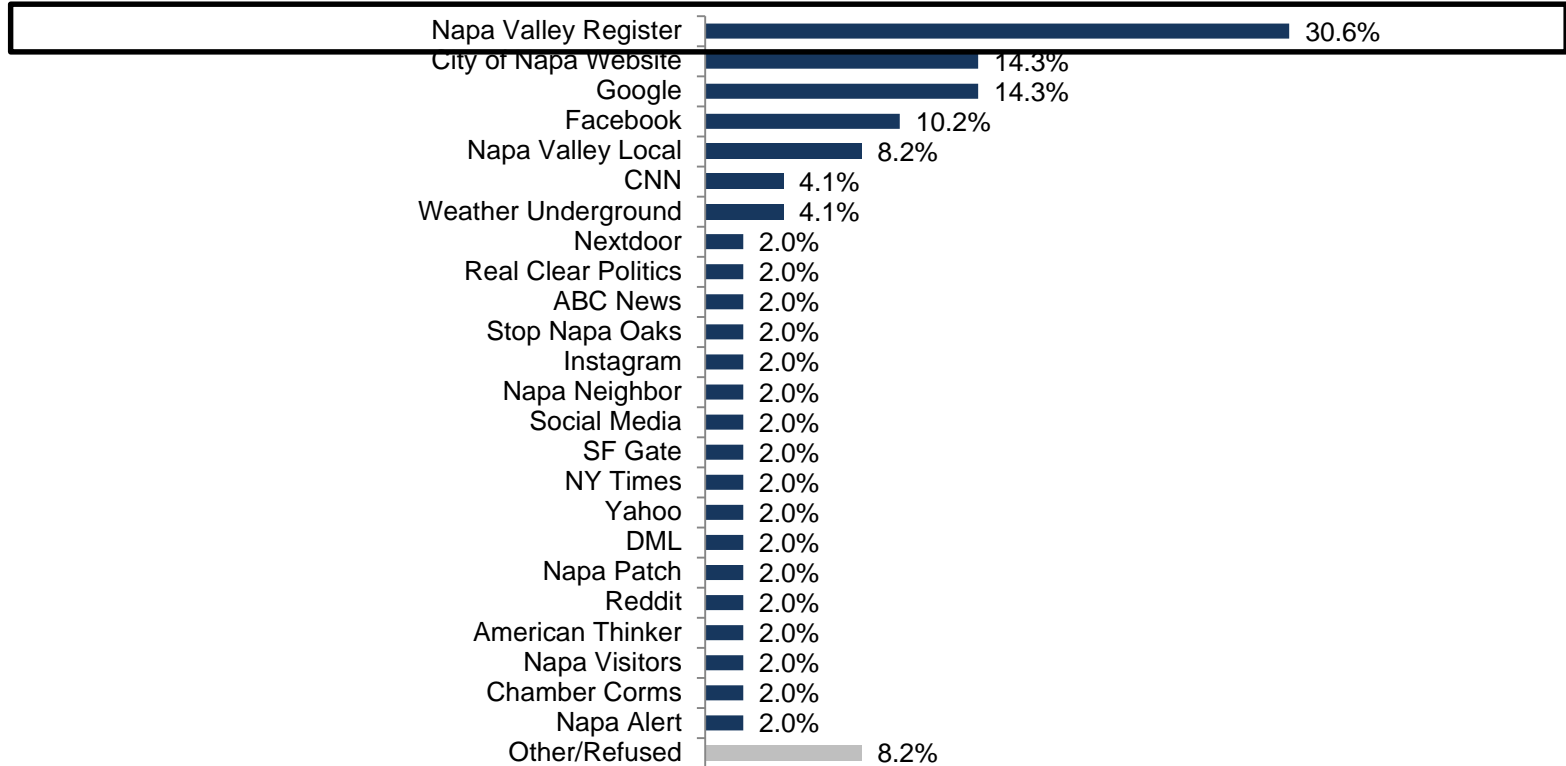
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Napa Valley Register

Is the top website/blog source for news and information about local government in Napa

Question: What are your top two sources for news and information about local government and other issues related to Napa?
[A website or blog]



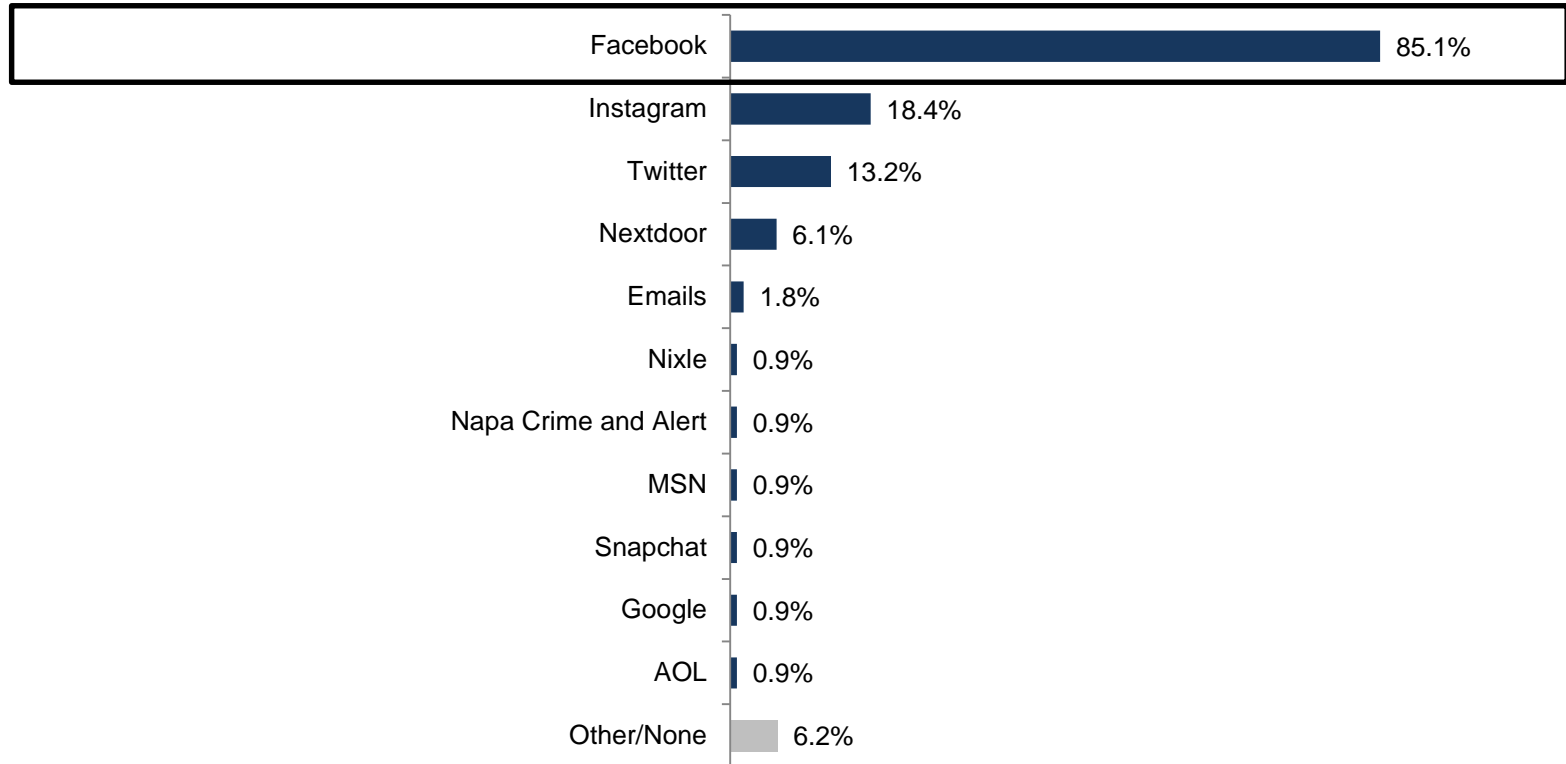
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Facebook tops as social media go to

For news and information about local government in Napa

Question: What are your top two sources for news and information about local government and other issues related to Napa?
[Social media platforms such as Facebook and Twitter]



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Prioritization of Issues and Focusing on City Services



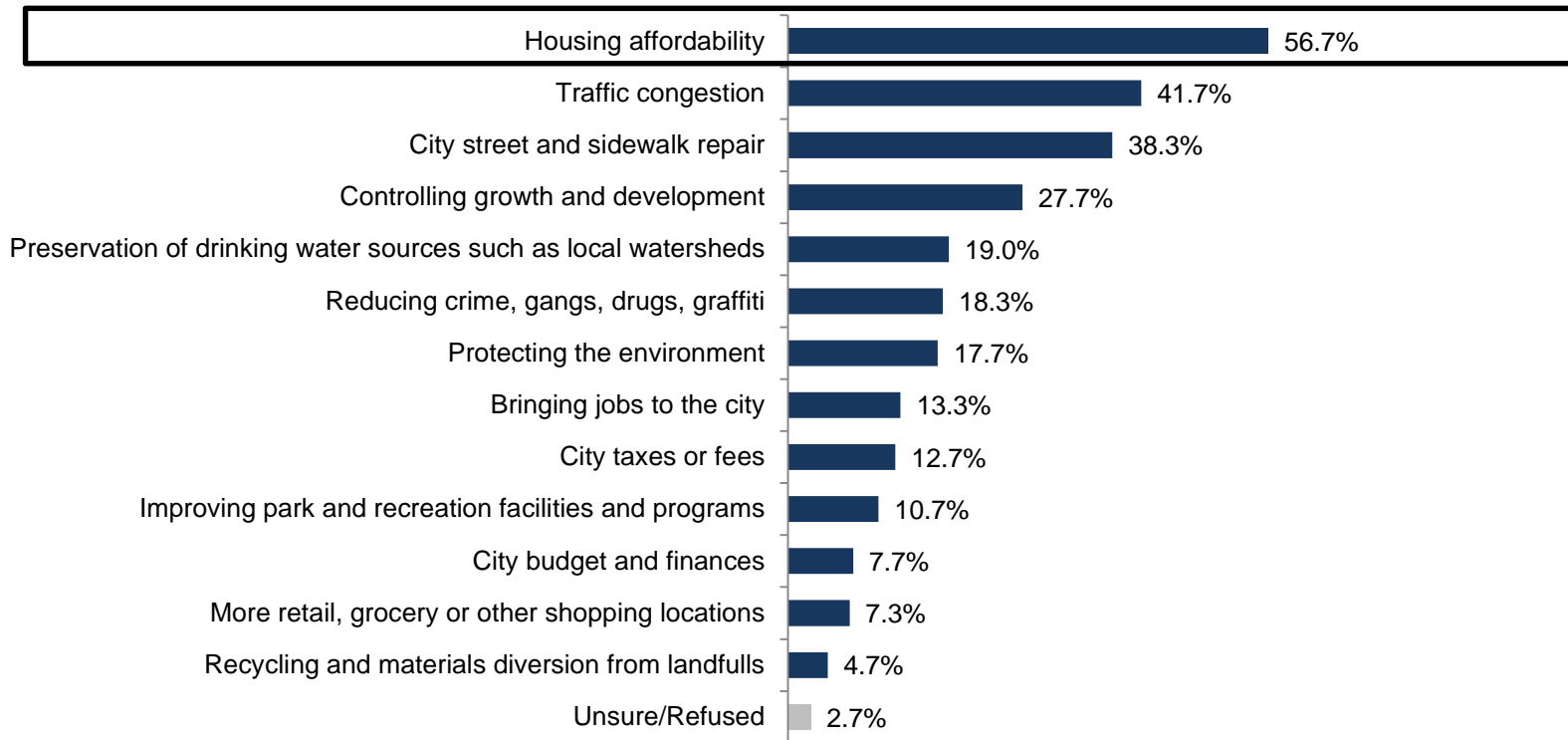
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Housing affordability is

What respondents say should be the top priority of the Napa mayor and council

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.



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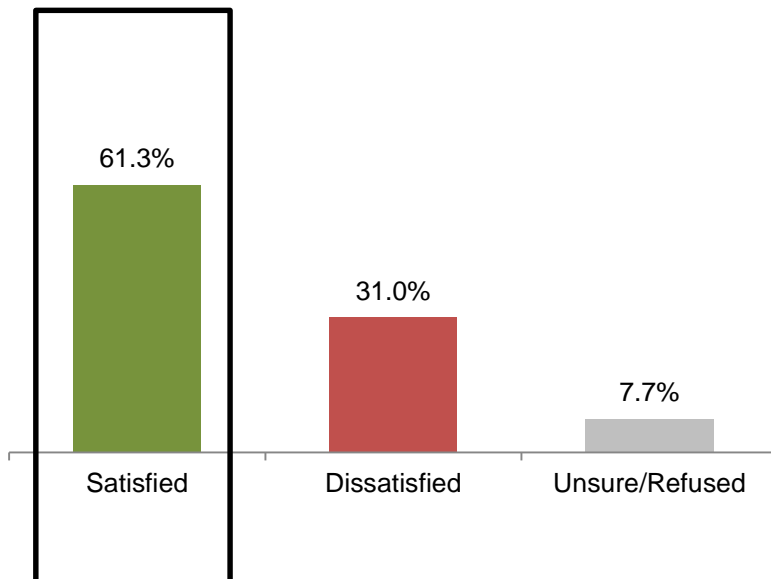
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A majority are satisfied with Napa's job

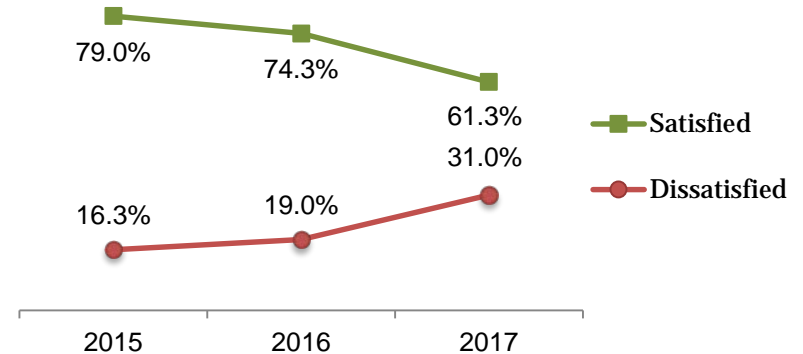
Providing City services

Question: In general, are you satisfied or dissatisfied with the job the City is doing to provide City services? [RECORD] [IF SATISFIED OR DISSATISFIED>>>] And would you say that you are very or somewhat (satisfied/dissatisfied)?

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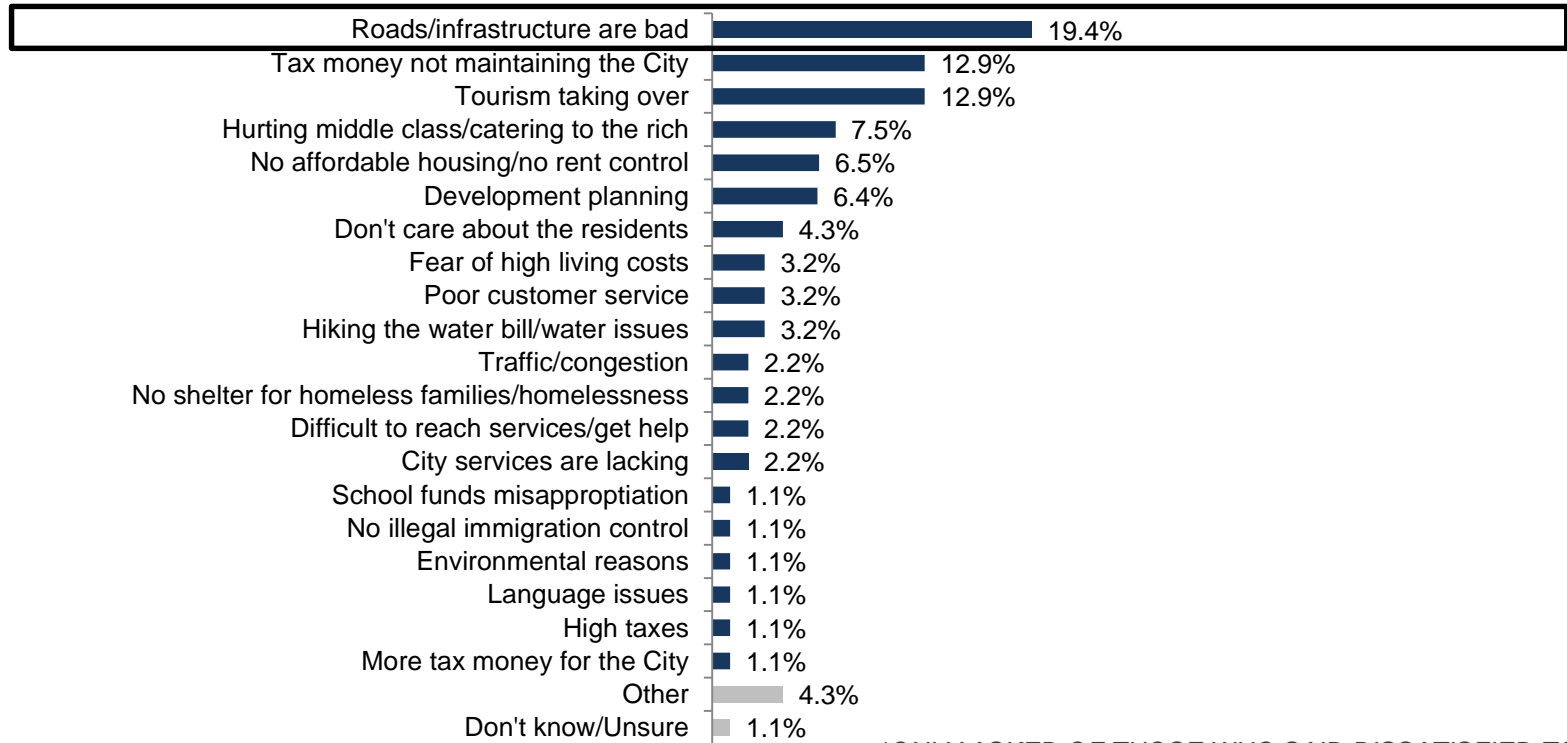
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Roads/infrastructure

Is what respondents say is the reason they are dissatisfied*

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



*ONLY ASKED OF THOSE WHO SAID DISSATISFIED TO Q5



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Public Safety



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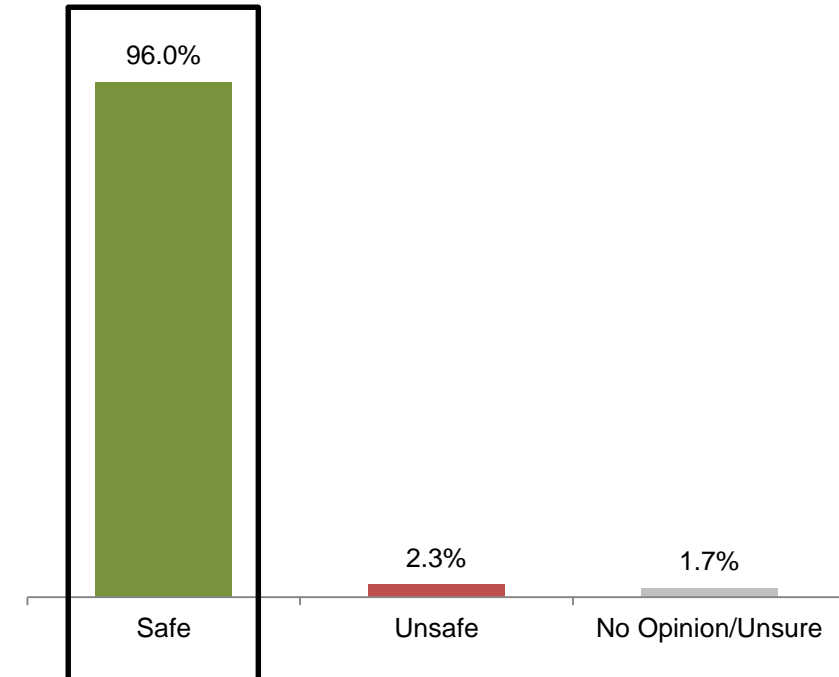
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Almost all feel safe

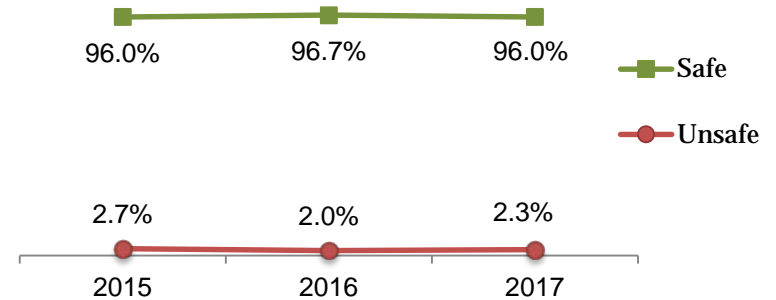
Walking alone in their neighborhood during the day

Question: 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. [IF SAFE/UNSAFE>>>] And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

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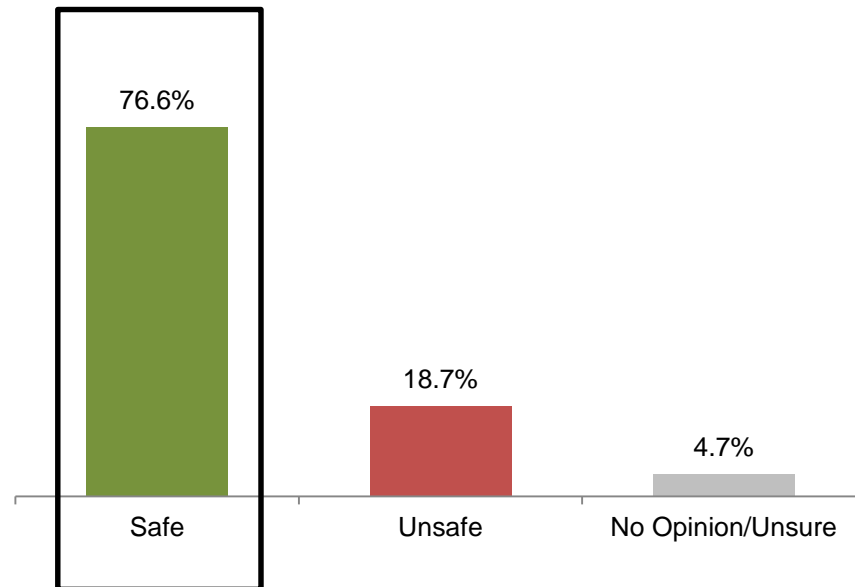
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Large majority feel safe

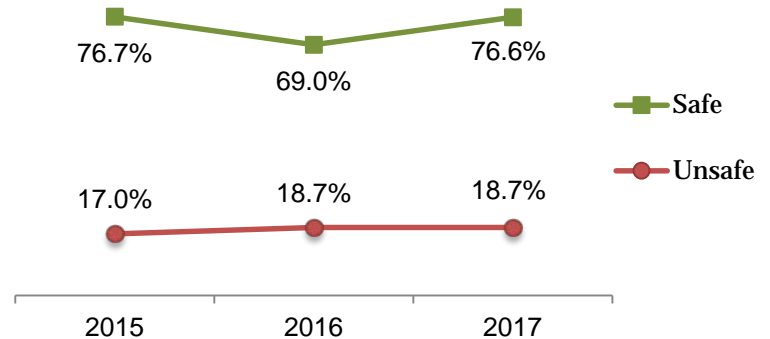
Walking alone in their neighborhood after dark

Question: 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. [IF SAFE/UNSAFE>>>] And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

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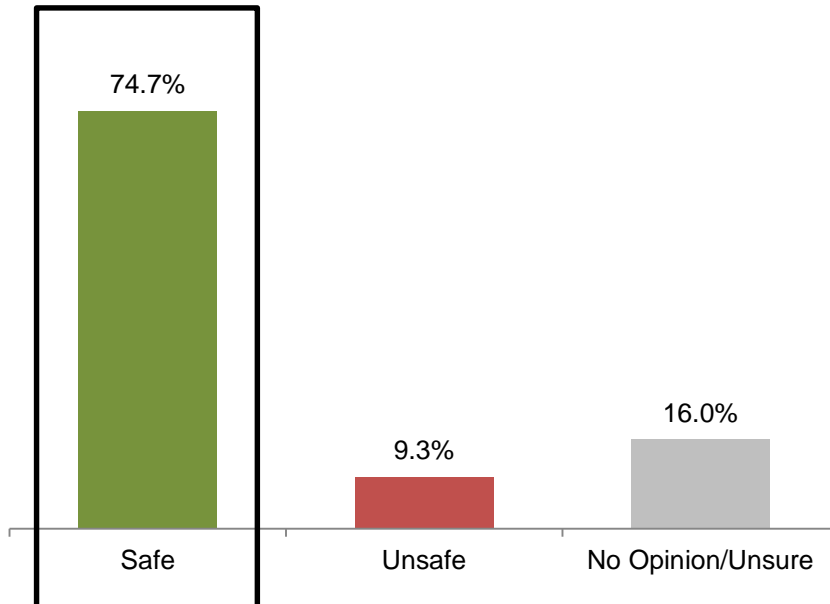
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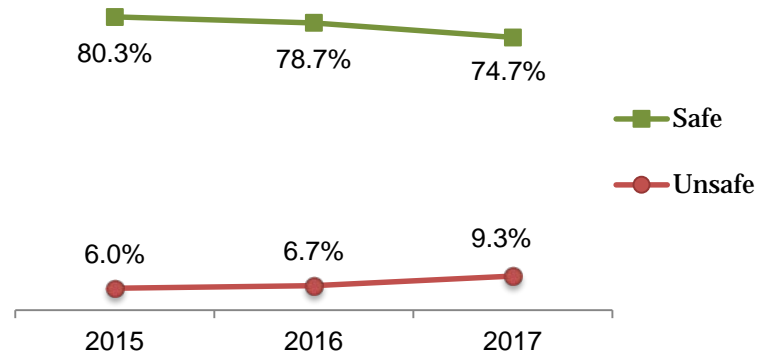
When visiting City parks

Question: 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. [IF SAFE/UNSAFE>>>] And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

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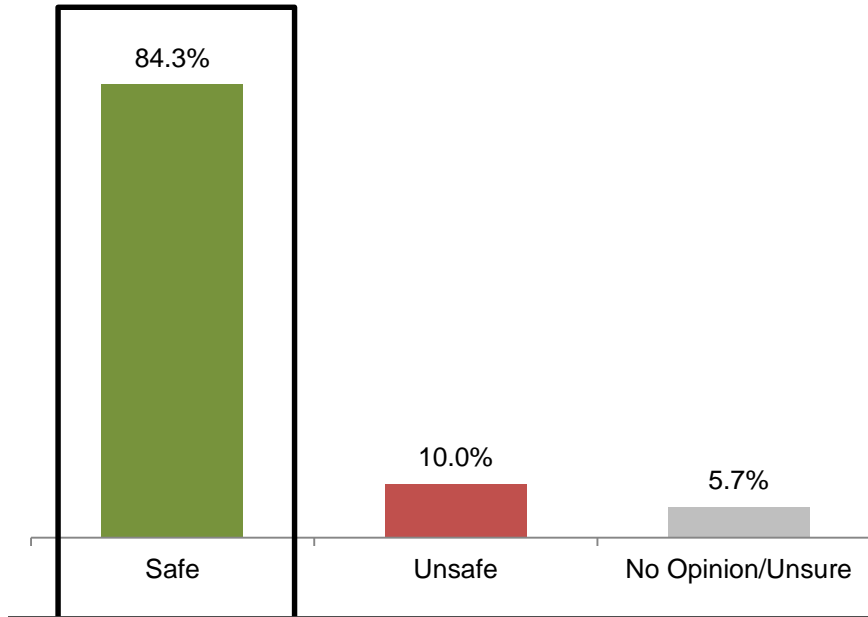
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Large majority feel safe

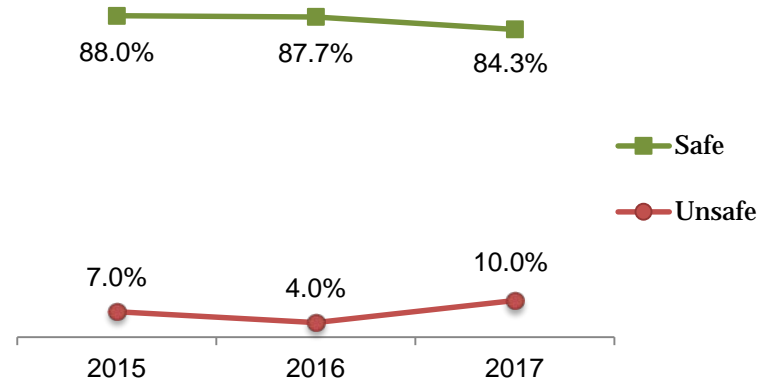
Going downtown

Question: 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. [IF SAFE/UNSAFE>>>] And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)?

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Perceptions of Enhancements to Attract Tourism



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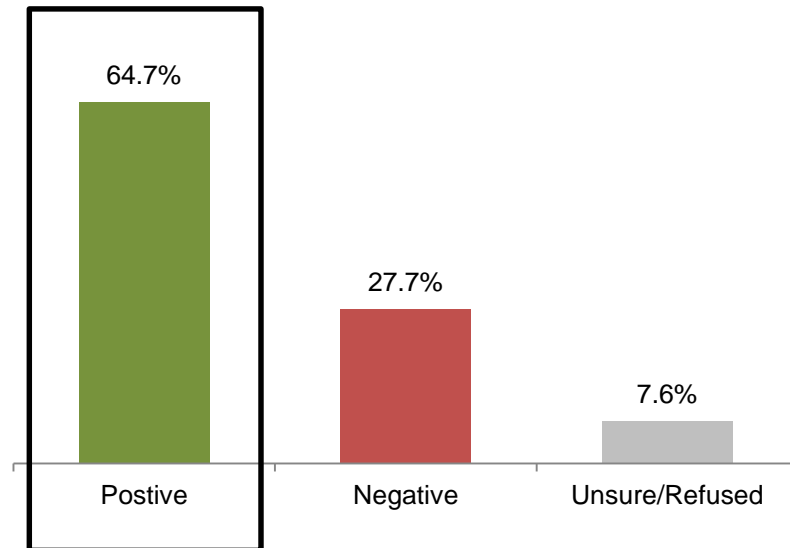
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A majority feel enhancements downtown

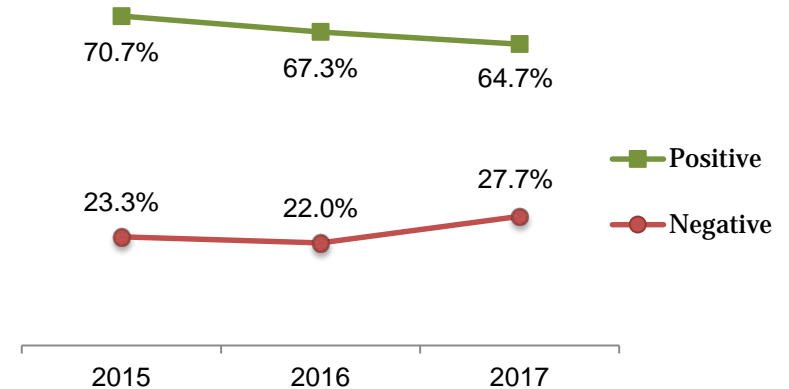
To attract tourism are positive for the City

Question: Thinking about Downtown Napa, would you say that recent enhancements to attract tourism are positive for the City or negative for the City? [IF POSITIVE/NEGATIVE>>>] And would you say that they are very (positive/negative) or somewhat (positive/negative) for the City?

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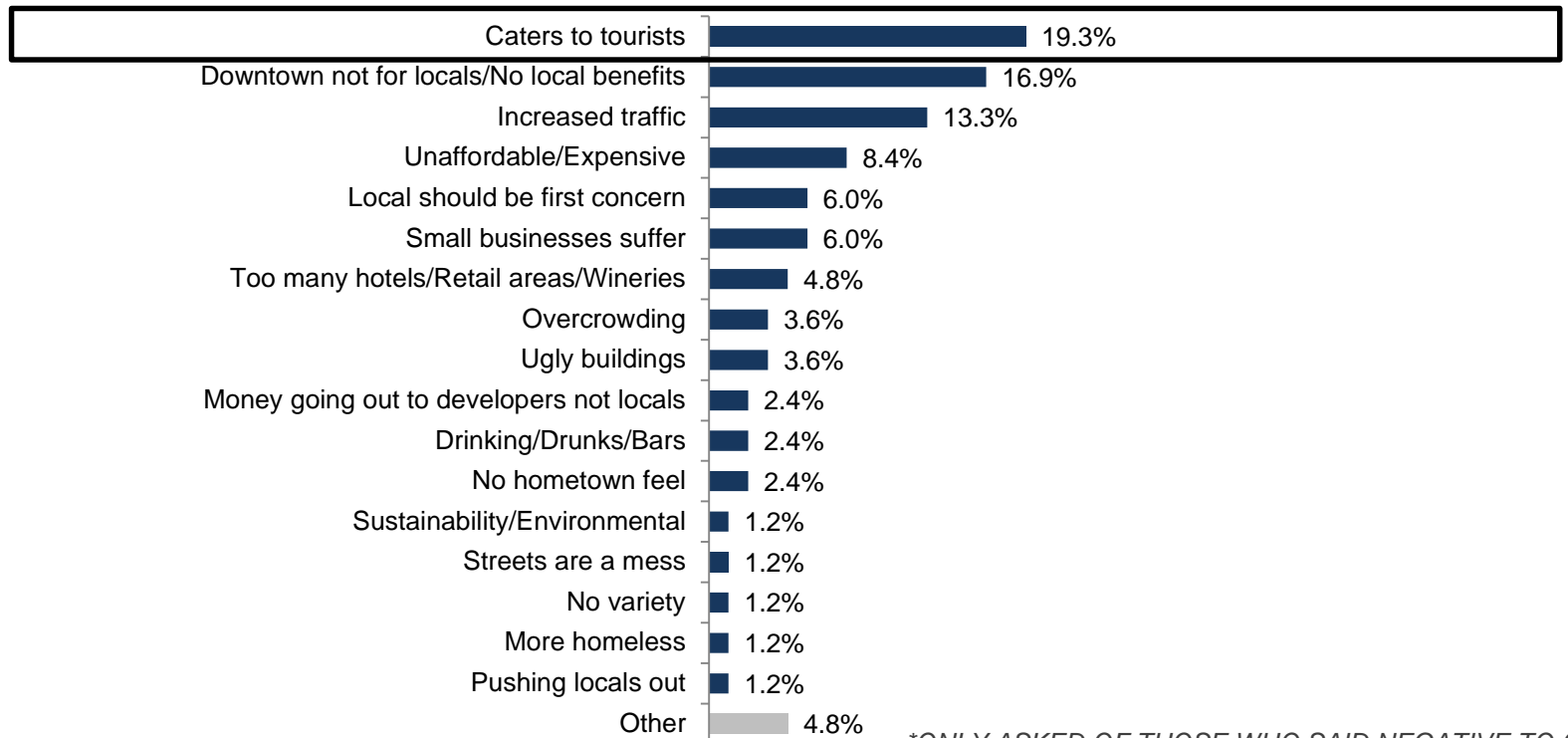
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Caters to tourists

Is what respondents say is the reason enhancements are negative*

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



*ONLY ASKED OF THOSE WHO SAID NEGATIVE TO Q11



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Street, Sidewalks, Parks and Recreation



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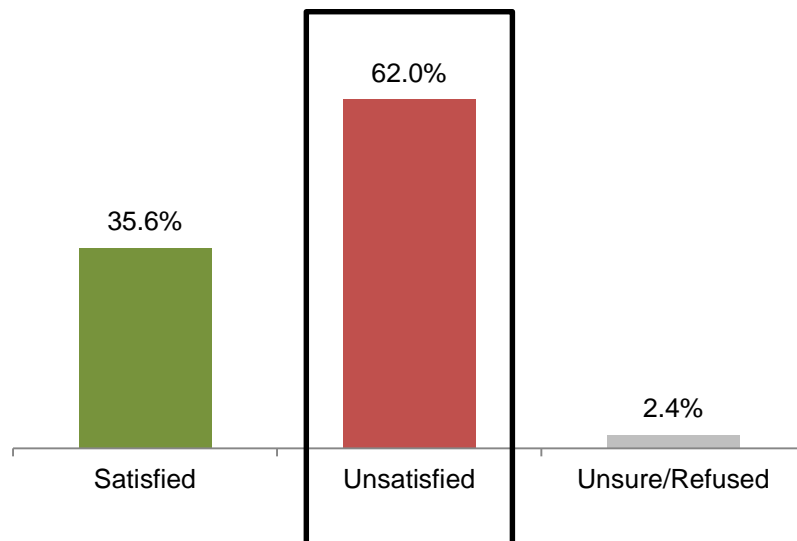
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A majority are unsatisfied with quality

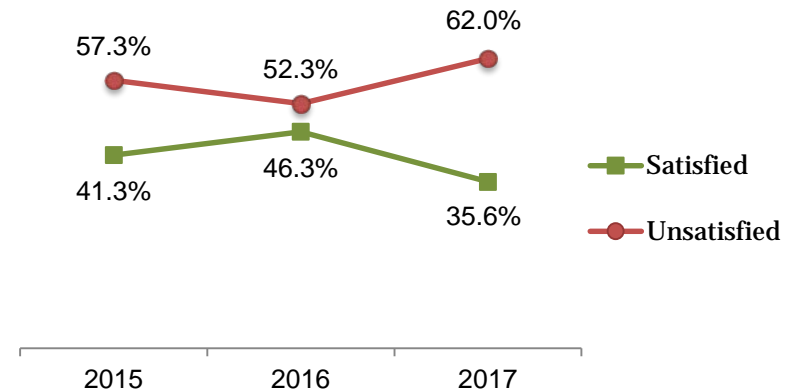
Of local streets and sidewalks in the City of Napa

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?

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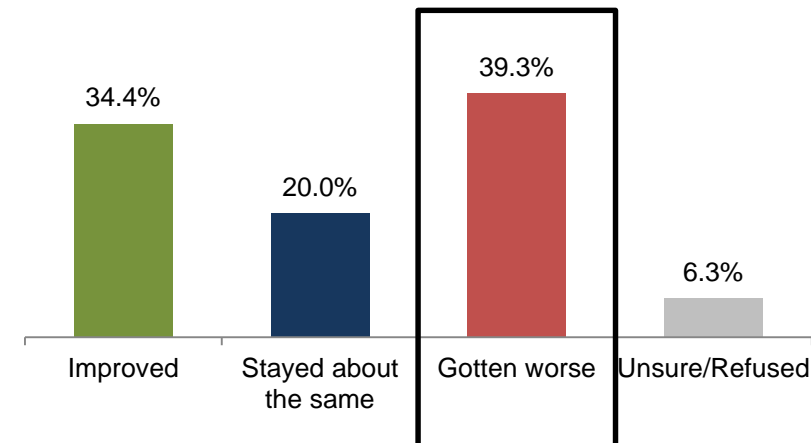
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A plurality think quality has gotten worse

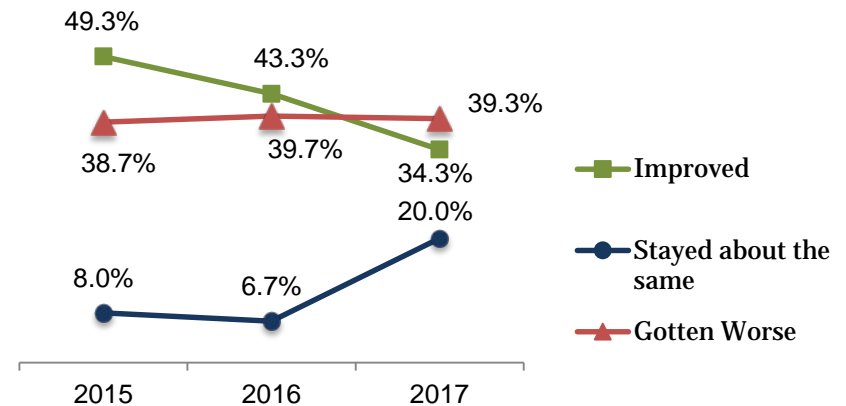
For local streets in the City of Napa

Question: Would you say the quality of local streets in the City of Napa has improved or gotten worse over the past several years? [IF IMPROVED OR GOTTEN WORSE>>>] And would you say that it has significantly (improved/gotten worse) or somewhat (improved/gotten worse)?

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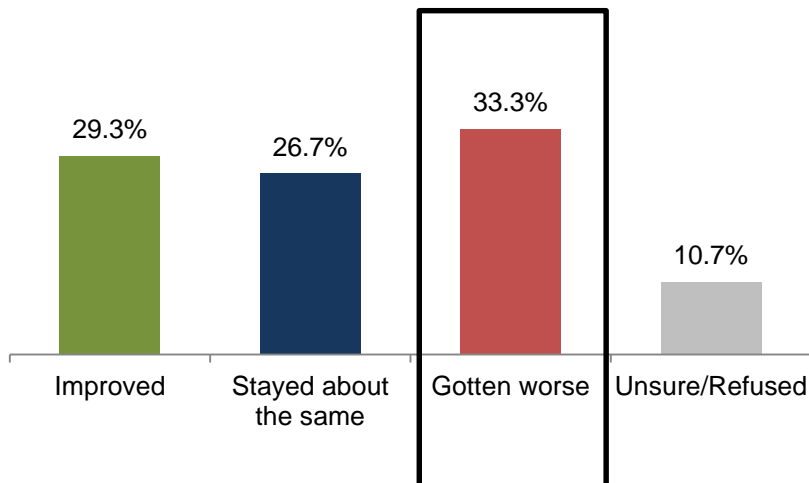
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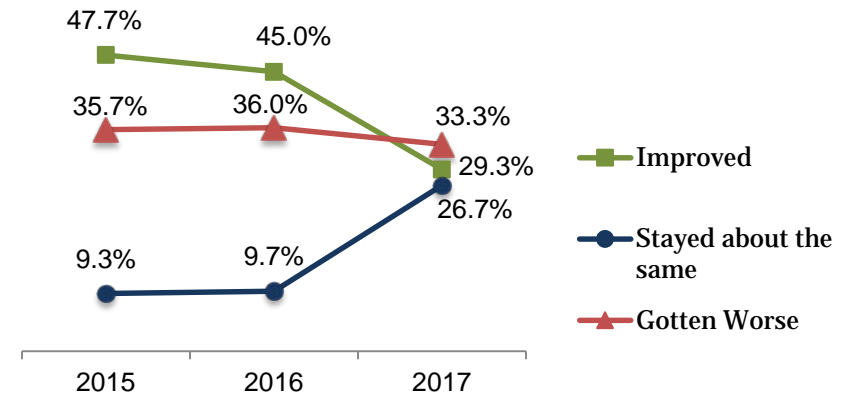
For local sidewalks in the City of Napa

Question: Would you say the quality of local sidewalks in the City of Napa has improved or gotten worse over the past several years? [IF IMPROVED OR GOTTEN WORSE>>>] And would you say that it has significantly (improved/gotten worse) or somewhat (improved/gotten worse)?

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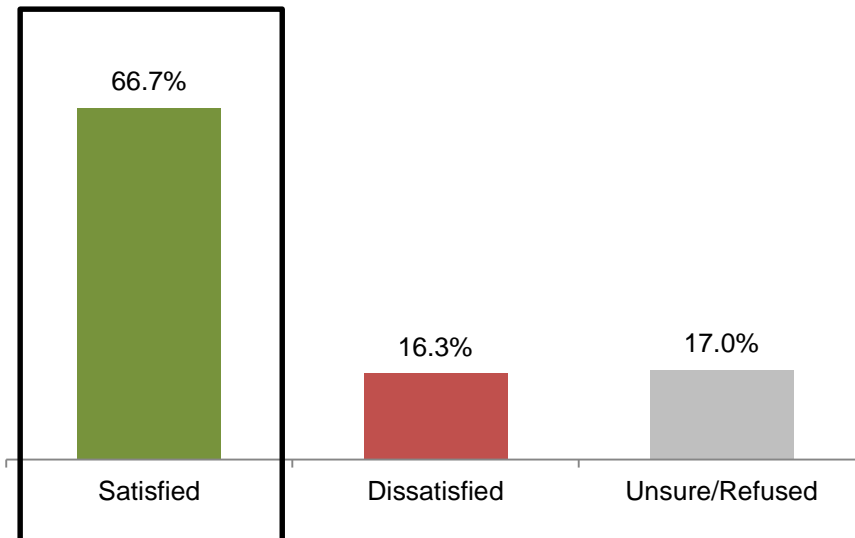
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A majority are satisfied with quality

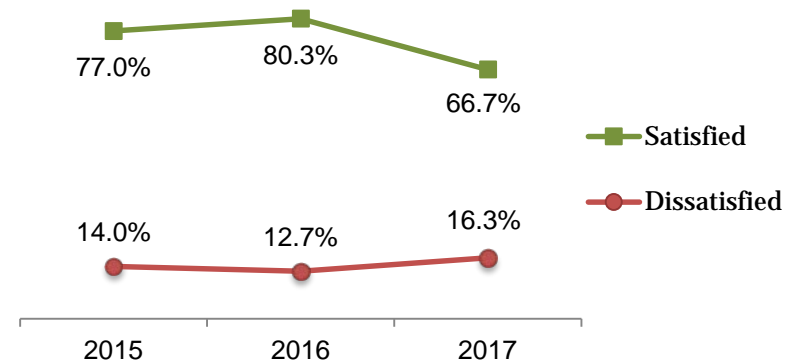
Of the City's parks and recreation facilities

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? [IF SATISFIED/DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

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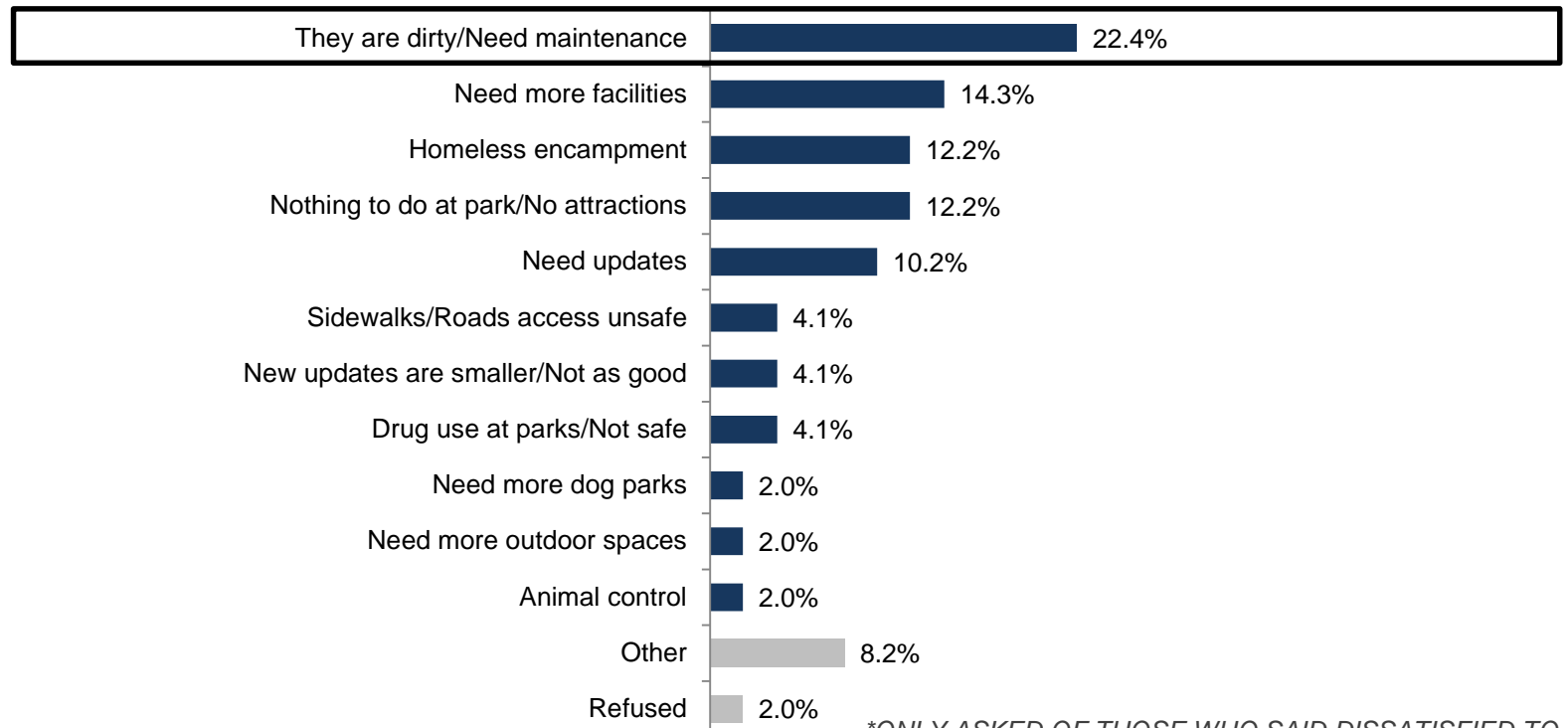
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They are dirty/Need maintenance

Is what respondents say is the reason they are dissatisfied with parks and recreation*

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



*ONLY ASKED OF THOSE WHO SAID DISSATISFIED TO Q16



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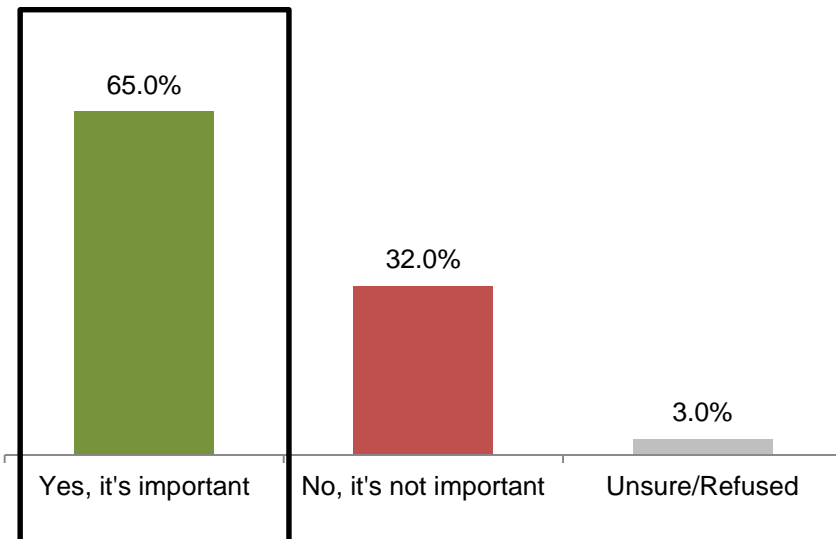
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A majority say it is important

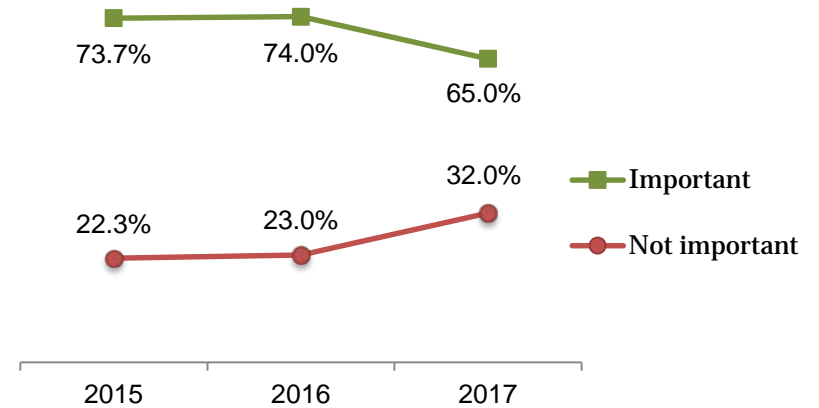
To build new parks and recreation facilities

Question: Is it important to you that the City of Napa builds new parks and recreation facilities? [IF IMPORTANT>>>] And would you say that you are very (important/somewhat important) or [IF NOT IMPORTANT>>>] (not very important/not at all important)?

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Police Department



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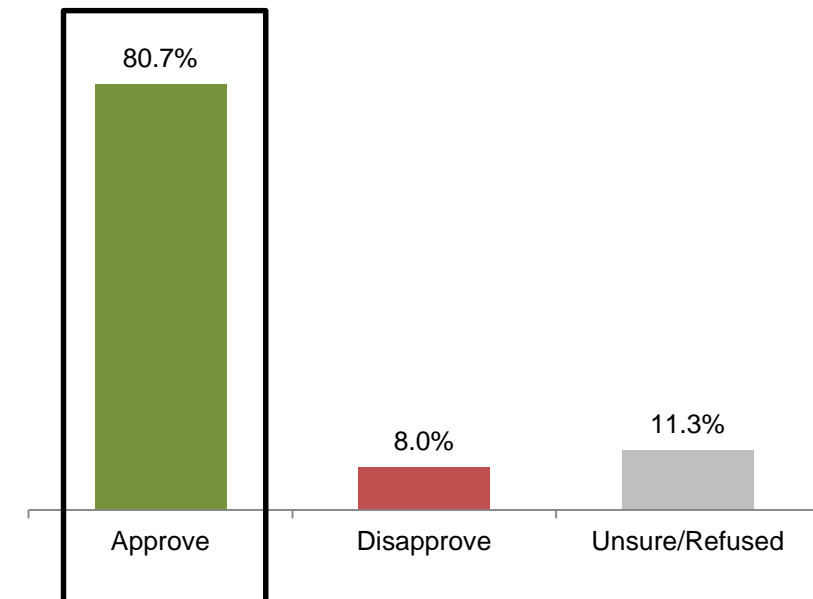
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Large majority approve

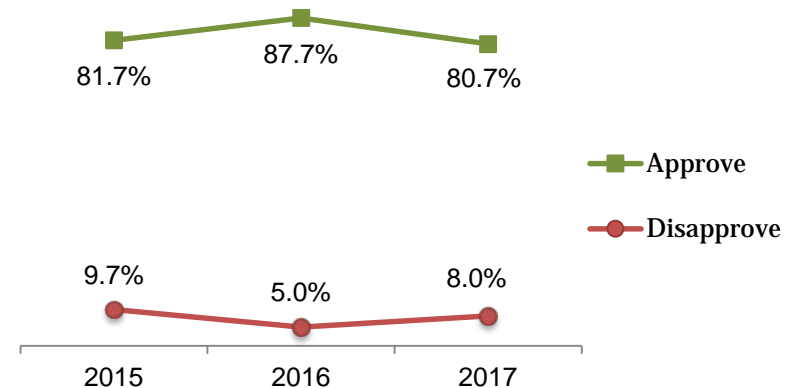
Of the job that the Napa Police Department is doing

Question: Do you approve or disapprove of the job that the Napa Police Department is doing? [RECORD] [IF APPROVE OR DISAPPROVE>>>] And would you say that you strongly or somewhat (approve/disapprove)

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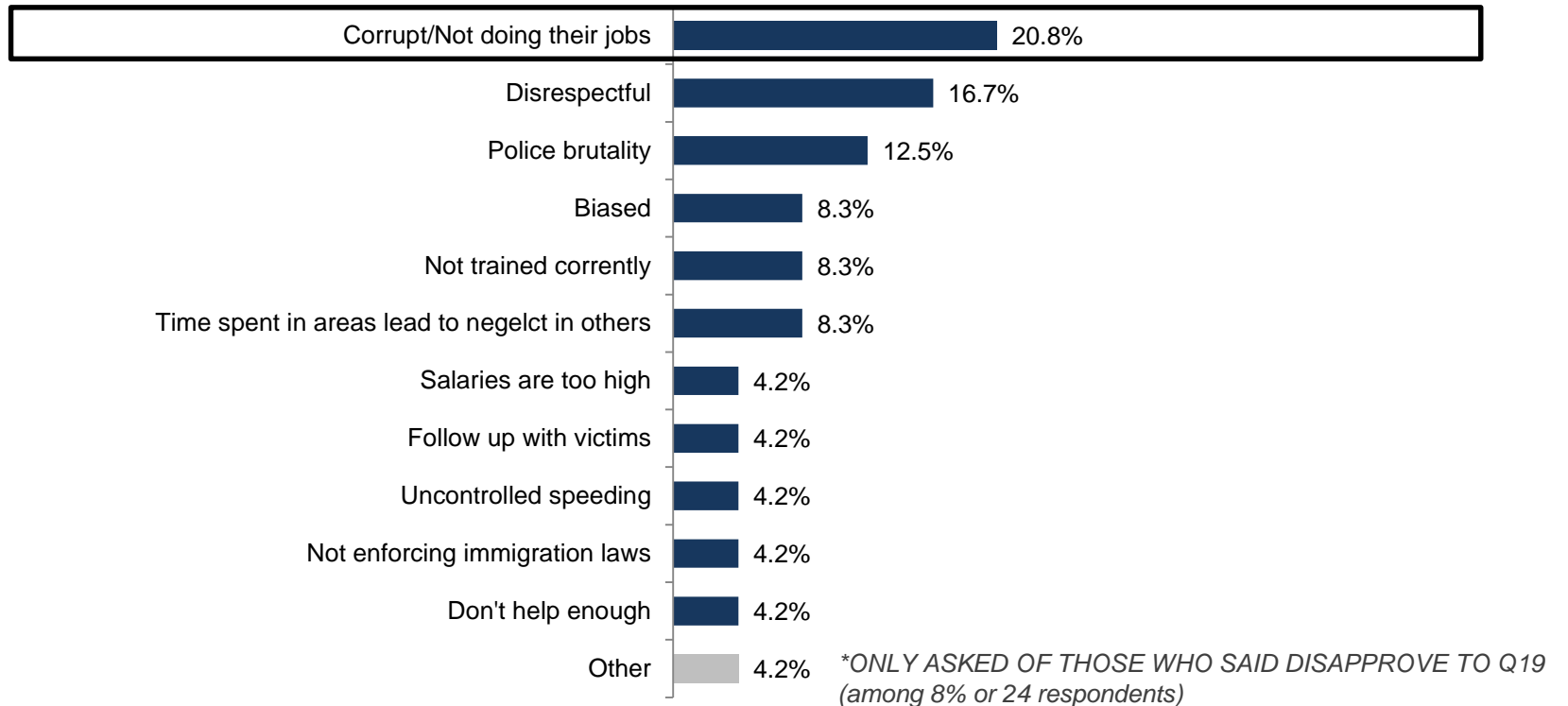
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Not doing their jobs

Is what respondents say is the reason they are disapprove of the Napa Police Department*

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



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Fire Department



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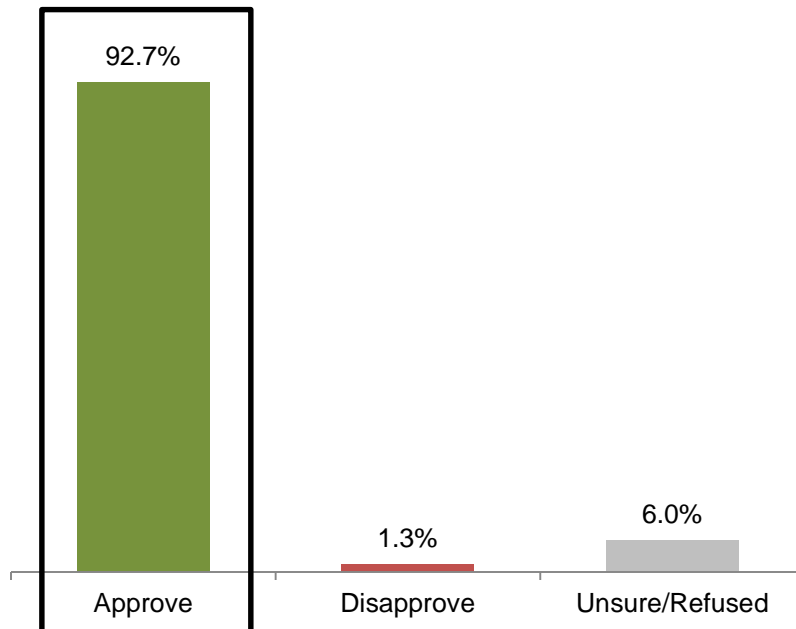
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Almost everyone approves

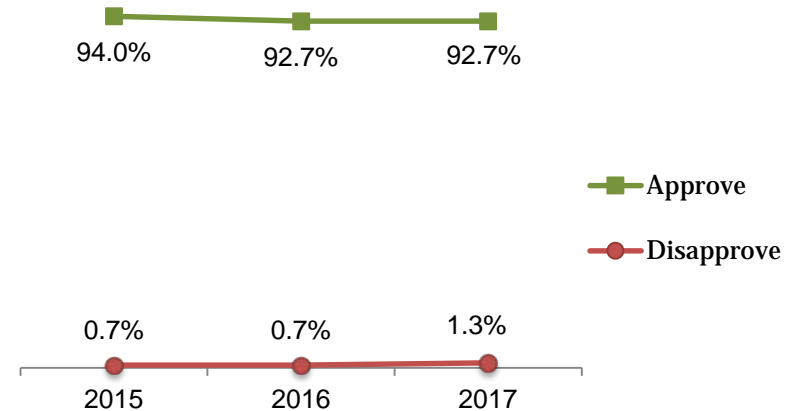
Of the job that the Napa Fire Department is doing

Question: Do you approve or disapprove of the job that the Napa Fire Department is doing? [RECORD] [IF APPROVE OR DISAPPROVE>>>] And would you say that you strongly or somewhat (approve/disapprove)

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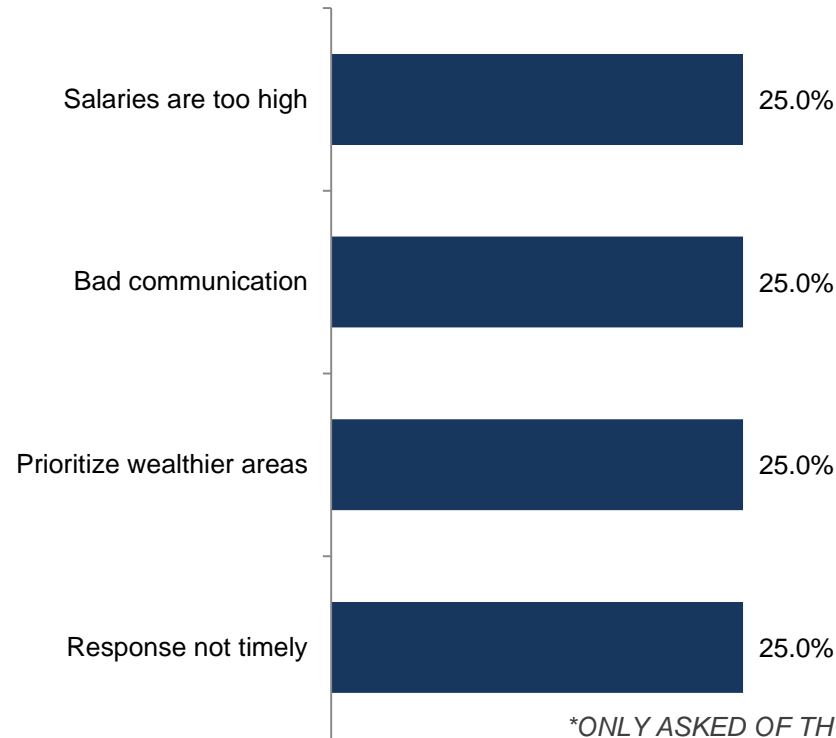
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No broad reason

Why respondents say they disapprove of the Napa Fire Department*

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



**ONLY ASKED OF THOSE WHO SAID DISAPPROVE TO Q21 (among 1.3% or 4 respondents)*



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Communicating with Residents



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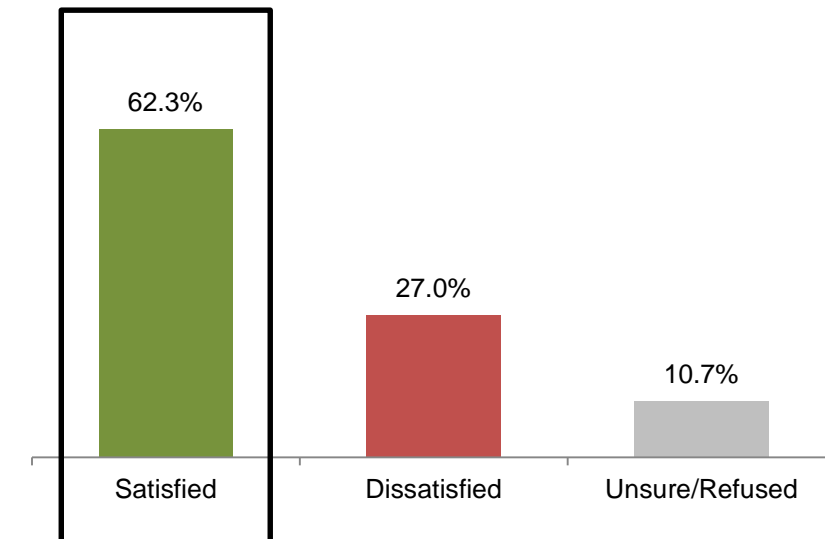
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A majority are satisfied with the job

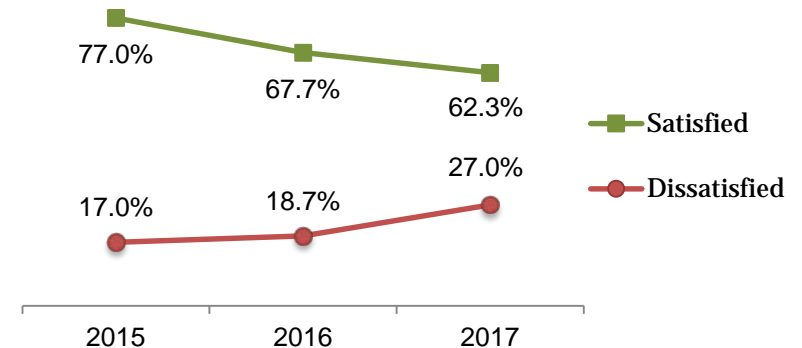
The City is doing to communicate with residents

Question: In general, are you satisfied or dissatisfied with the job the City is doing to communicate with residents, such as through the City newsletters, the City's website and other ways? [IF SATISFIED/DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Napa Community Climate Survey 2017



Napa Community Climate Survey 2015-2017



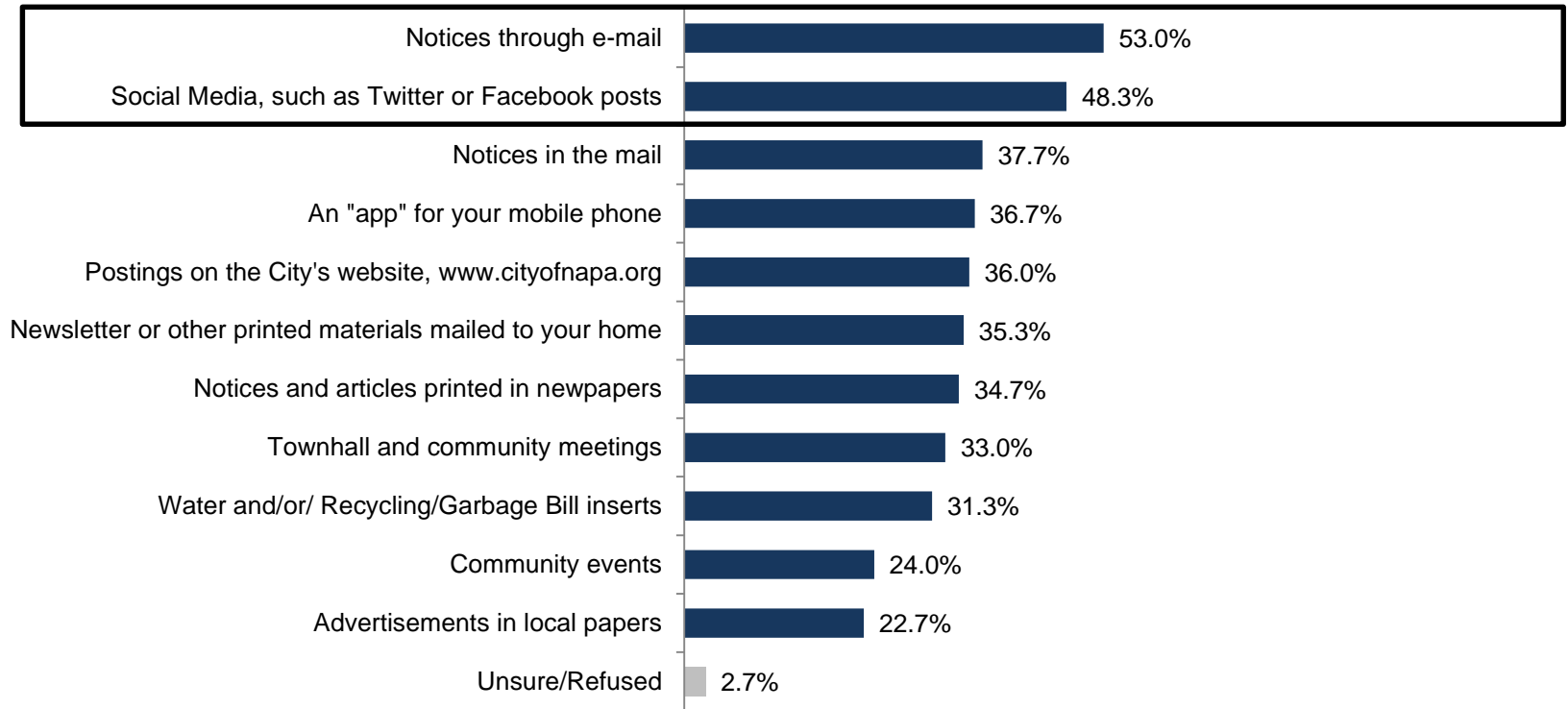
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Notices through e-mail/social media

Are respondents' preferred communication methods

Question: I'm going to 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.



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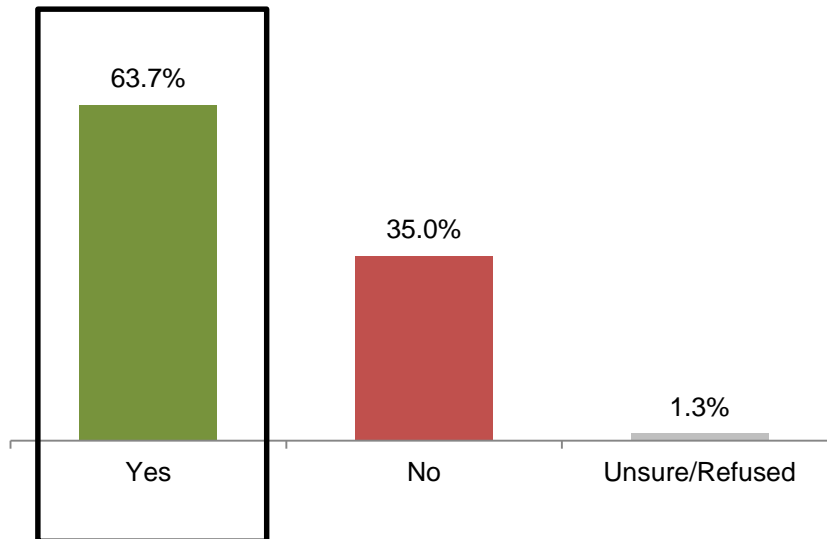
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A majority have visited Napa's website

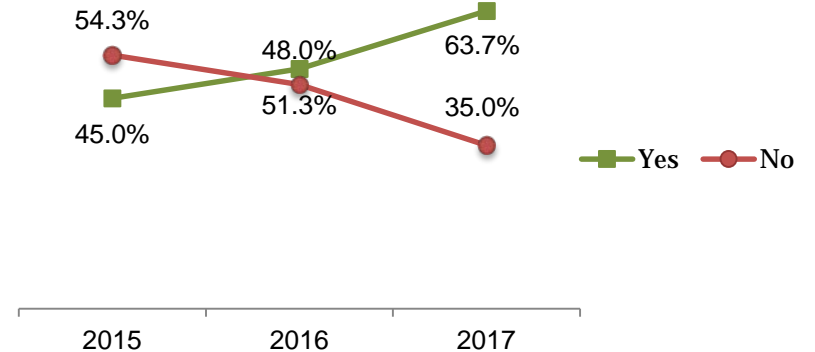
In the past twelve months

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

Napa Community Climate Survey 2017



Napa Community Climate Survey 2015-2017



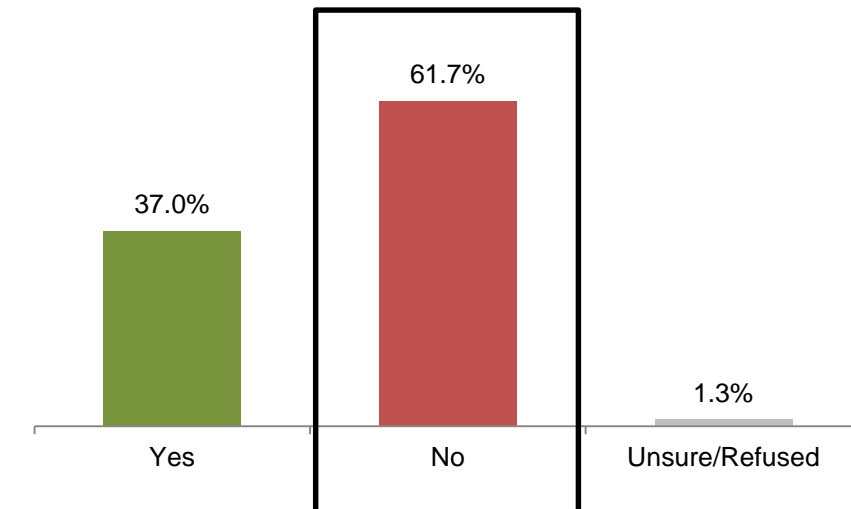
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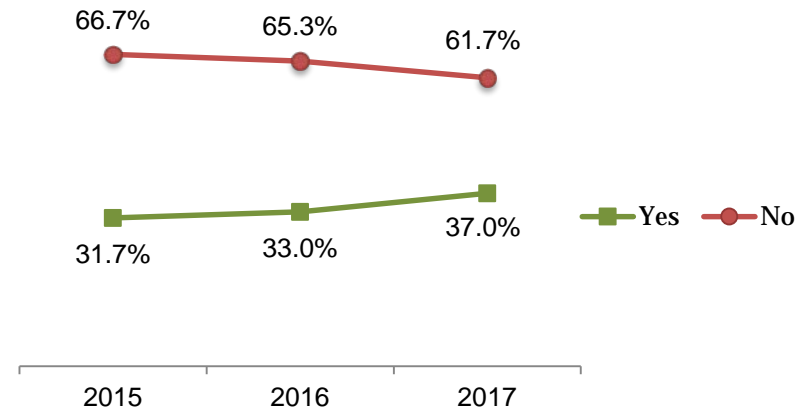
A majority have not watched or read City Council meetings or agendas or staff reports

Question: Have you ever watched the 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 a local election or the City's legislative history online?

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Thank You.



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