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**DEPARTMENT OF  
FINANCE**

BUDGET, POLICY &  
STRATEGIC PLANNING DIVISION

**CITY OF SACRAMENTO  
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July 23, 2004

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City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: 2004 City of Sacramento Customer Service Tracking Survey - Final Report of Results**

**LOCATION AND COUNCIL DISTRICT:** Citywide

**RECOMMENDATION:** This report is for City Council information.

**CONTACT PERSON:** **Reina J. Schwartz, Budget, Policy & Strategic Planning Manager -- 808-7195**  
**Tina Lee-Vogt, Legislative Affairs Analyst -- 808-2679**

**FOR THE COUNCIL MEETING OF:** August 10, 2004

**SUMMARY:**

In March and April of 2004, the City of Sacramento conducted its fourth Customer Satisfaction Survey. The survey results indicate that the City is viewed positively in terms of its overall service.

**COMMITTEE/COMMISSION ACTION:** None.

**BACKGROUND:**

In 1996, the City Manager's Office initiated the first citywide Customer Satisfaction Survey as part of its continuous improvement efforts. Follow-up surveys were commissioned in 1998 and 2000. For the 1996 and 1998 surveys, a research consultant

was utilized to provide 400 completed random telephone surveys. In both cases, the respondents were largely satisfied with the delivery of City services.

In 2000, the consultant completed 800 telephone interviews (approximately 100 per Council district). The increased sample enabled the results to be analyzed at the district level as well as citywide and by neighborhood services area. Again, the overall results showed that the City was viewed positively in terms of providing City services.

For the 2004 survey, the City retained the services of Aurora Research Group. Similar to the 2000 survey, the consultant completed over 800 telephone interviews (approximately 100 per Council district). The survey utilized the same basic methodology as the previous surveys and included consistent questions.

Overall, nearly two-thirds (64%) of the respondents had positive opinions of the City's services. Consistent with the three prior surveys, fire services and garbage collection were ranked the highest for service delivery. Additionally, notable increases were found in the positive ratings for the following eight services: repair/demolition of dangerous buildings; stormwater drainage; cultural and arts programs; animal control services; library services; park maintenance; and recycling. The lowest rated services were traffic management; economic and job development; and youth programs.

In regard to future planning, residents are most interested in traffic; economic and job development; and public safety. Others areas of interest included growth issues (including infrastructure); education; youth programs land use and planning, downtown development; road improvements; and transportation.

Attachment A is the Final Report of Results and provides additional details on the survey including demographic information. Attachment B is a copy of the Presentation of Results.

#### **FINANCIAL CONSIDERATIONS:**

The cost for Aurora Research Group to conduct the 2004 City of Sacramento Customer Satisfaction Survey was paid from the existing operating budget for the Budget, Policy, and Strategic Planning Division of the Finance Department.

#### **ENVIRONMENTAL CONSIDERATIONS:**

Not applicable.

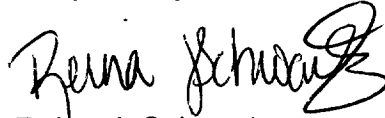
#### **POLICY CONSIDERATIONS:**

Conducting the Customer Satisfaction Survey is consistent with the City's strategic plan and the City's vision that Sacramento will be the city of choice to live, learn, work, and play.

**ESBD EFFORTS:**

Aurora Research Group is registered with the City's Emerging and Small Business Development Office.

Respectfully submitted,



Reihna J. Schwartz  
Budget, Policy & Strategic Planning Manager

**FOR COUNCIL INFORMATION:**

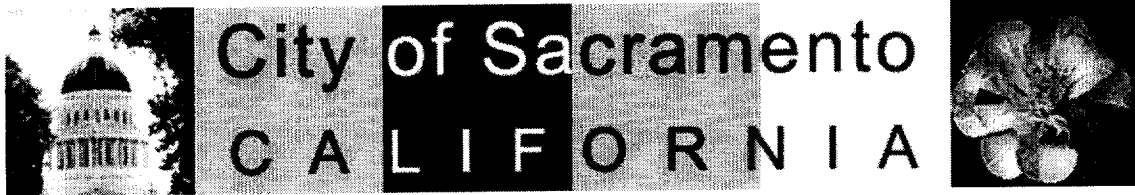


ROBERT P. THOMAS  
City Manager

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**2004 CUSTOMER SERVICE TRACKING SURVEY**

**FINAL REPORT OF RESULTS**

**MAY 2004**

SUBMITTED BY:

**DAWN MORLEY CHAVERO &**

**NAOMI HOLOBOW, PH.D.**

FOR



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## **EXECUTIVE HIGHLIGHTS (3 PAGES)**

### **Evaluation of City Services**

- ⊗ Taking all the programs and services into consideration, over half (58%) of the residents surveyed thought the City was doing a “good” job overall and a further 6% gave “excellent” ratings: In total, 64% had positive opinions of the City’s overall service.
- ⊗ The top-ranked City of Sacramento programs and services were:
  1. Fire service,
  2. Garbage collection,
  3. Recycling,
  4. Maintenance of parks,
  5. Library services, and
  6. Garden refuse pick up.
- ⊗ Overall, satisfaction ratings improved in eight service areas when compared with previous survey results.
  - However, residents were significantly less pleased with the City’s job in the area of economic and job development this year than in the past.
- ⊗ Economic & job development, management of traffic, and street maintenance & repair emerged as major opportunities for improvement when performance ratings were compared with “importance” ratings.
  - Specific programs and services were significantly related to overall service and could be considered “important” in terms of overall satisfaction. They included: downtown development, neighborhood policing, street maintenance & repair, arts & cultural programs, tree maintenance, repair or demolition of dangerous and substandard buildings, traffic management, economic & job development, and garden refuse pick-up.
  - In comparing “importance” (in terms of relationship to overall satisfaction) in conjunction with performance ratings, analyses identified three areas as major opportunities for improvement: economic & job development, management of traffic, and street maintenance & repair. Enhancement to any one of these areas will help maximize the City’s resources in its effort to increase resident satisfaction with the City’s overall service.

## Evaluation of City Conditions

- ⊗ City of Sacramento conditions in general have stayed the same or gotten better, according to the majority of respondents.
  - Respondents attributed City improvement to: the cleanliness of downtown and the neighborhoods; the development and/or renovations of buildings and roads; a decrease in criminal activity; and an increase in cultural activities.
  - Age and length of City residency were related to residential opinions of City conditions in general. In other words, younger and newer residents were most likely to think conditions had improved.
  - Ratings of City conditions remains steady across survey years.
- ⊗ More than eight-in-ten respondents felt downtown conditions (87%) and their neighborhood conditions (82%) had stayed the same or improved over the last two years.
  - Residents were significantly more impressed with the condition of downtown (with 54% saying it had "gotten better") than with that of their neighborhood (25%) or of the City in general (32%).

## Planning for the Future

- ⊗ Traffic, economic & job development, and public safety were named as the most important issues for City management to address in future planning.
- ⊗ Half of the respondents supported reduced spending for tourist attraction investment and access to arts-related activities.
  - Significantly more respondents (81%) opposed spending less for safer neighborhoods than for any other program or service mentioned.
  - Two-thirds of residents opposed spending cuts in programs and services that deal with: public safety, water quality, homelessness, street and road maintenance, air quality, employment opportunities, and traffic congestion.

## Accessing City Information

- ⊗ Information about City activities and services was obtained primarily through word of mouth and by reading the Sacramento Bee.
  - Few respondents watch or attend City council meetings.
  - The vast majority of respondents have not used the City Operator Service in the past year. However, among those who have, about seven-in-ten rated the service "good" or "excellent."
  - More than a third of respondents have accessed the City website in the past year, and of these, the majority rated the site positively.
  - The most-used information sources have remained relatively stable from one survey year to the next. Internet use has increased significantly over time.

## **Resolving Issues with the City**

- ⊗ Thirty percent of all respondents contacted City officials in the past year about an issue or a problem.
  - Although the majority of respondents found it relatively easy to contact the City (a combined total of 64%), there is still a fair amount of room for improvement.
- ⊗ Among those who contacted the City this past year, half of the respondents said the issue had been resolved to their satisfaction, and an additional quarter felt the matter was in the process of being resolved.
  - One quarter were not satisfied with the outcome.
  - The proportion of respondents who have contacted the City to discuss an issue or a problem has remained relatively stable over all four survey years (at just over a quarter), as has the proportion who say the matter was resolved to their satisfaction (about half).
  - Ratings of the helpfulness and courtesy of City employees with whom respondents have communicated have remained stable (and high) over the four survey years.

## **Demographics**

- ⊗ The majority (over half) of survey respondents: were aged between 25 and 54 years, were Caucasian, had obtained less than a college degree in terms of education, owned their own homes, lived in households with annual incomes of less than \$60,000, had computers with Internet access, and were registered voters. The median length of residency in Sacramento was 19 years.
  - The study sample was generally representative of the City of Sacramento population as a whole: the age, gender, ethnicity, and education of current respondents did not differ statistically from the 2000 US Census Bureau results.
- ⊗ These conclusions are based on the results of a telephone survey conducted with 811 residents of the City of Sacramento in Spring 2004.

## ***PROJECT BACKGROUND & STUDY DESIGN***

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### ***Research Objectives***

The City of Sacramento initiated a residential customer satisfaction measurement and improvement program in 1996. The measurement part of the program involves assessing resident satisfaction with City services and programs every couple of years. A baseline survey was conducted in 1996; tracking surveys were subsequently commissioned in 1998 and 2000. This allows ample time between surveys to implement process changes and improvements suggested by the results. Marking the fourth wave of City services customer satisfaction research, Aurora Research Group was contracted to conduct the 2004 telephone tracking survey of the City of Sacramento's residents.

The specific objectives of the current survey were to:

- ◆ Assess overall customer satisfaction with the programs and services provided by the City of Sacramento,
- ◆ Evaluate satisfaction with specific aspects of service,
- ◆ Assess public perceptions of conditions in Sacramento,
- ◆ Determine major issues that residents want addressed in the future,
- ◆ Assess how residents get information about City activities,
- ◆ Evaluate resident experience in resolving issues with the City,
- ◆ Statistically compare current results with those obtained in 1996, 1998, and 2000 (when appropriate), and
- ◆ Collect resident demographic information.

### ***Sampling Design***

Aurora Research Group was contracted to conduct a RDD (random digit dial) telephone survey of Sacramento City residents, drawn from a proportionally representative sample of the population. Across all 811 interviews, the sampling error was +/- 3.4% (at the 95% confidence level). Respondents were screened for age (adults 18 years and older) and geographic area, using a series of screening questions.<sup>1</sup> In order to compare attitudes and behaviors by the eight City Council Districts, quotas were set to ensure that approximately one hundred interviews were conducted with residents of each district.<sup>2</sup>

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<sup>1</sup> For specific criteria used to define the respondents' Council District, the reader is directed to the questionnaire. Screening criteria was provided by City of Sacramento staff.

<sup>2</sup> According to the City website (<http://www.cityofsacramento.org/redistricting/redistrict.htm>), each of the eight Districts represents a separate geographical area consisting of approximately 50,877 residents. Based on this information, the data was not post-weighted for analyses, under the assumption that there is the same number of residents in each District.

While one hundred interviews provides a very liberal measurement (a margin of error of +/- 9.8%), some major differences were detected and are discussed within the report. The following table shows the number of interviews by council district.

**COMPLETED INTERVIEWS BY COUNCIL DISTRICT**

DISTRICT	NUMBER	PERCENT
1	101	12.5%
2	103	12.7%
3	101	12.5%
4	102	12.6%
5	102	12.6%
6	101	12.5%
7	100	12.3%
8	101	12.5%
<b>TOTAL</b>	<b>811</b>	

All interviews were conducted using a computer-assisted telephone interviewing (CATI) system. The questionnaire was pretested on March 22, 2004. As a result of the pretest, minor wording changes were made to the questionnaire and interviewing continued the following day. All surveys were completed by April 20, 2004. The methodology and sample specifications of the study are summarized in the next table.

DESIGN ISSUE	SPECIFICATION
<b>Methodology</b>	Telephone survey
<b>Population</b>	Adult residents of the City of Sacramento
<b>Sampling frame</b>	Random-digit-dial (RDD) telephone sample
<b>Survey Language</b>	95% English; 5% Spanish
<b>Sample size</b>	811 completed interviews
<b>Sampling error</b>	+/- 3.4% (95% confidence level)
<b>Pretest date</b>	March 22, 2004
<b>Field dates</b>	March 23 – April 20, 2004

## **Questionnaire**

The 2000 survey was used as a draft questionnaire and adapted to address current issues.<sup>3</sup> City staff provided Aurora Research Group with information to develop the new and revised questions. The approved questionnaire then was translated into Spanish for those who felt more comfortable conducting the survey in that language.<sup>4</sup> The average interview lasted 19 minutes.

## **Methods of Analysis**

Survey results were analyzed using univariate and multivariate methods. Frequency counts and percentages were calculated for all questions. Frequency percentages reported in this document represent *adjusted* frequencies. In other words, refusals and undecided responses as well as any non-qualified responses (questions not answered due to answers to previous questions) have been excluded from analyses, unless otherwise stated. Statistical significance was calculated using chi square ( $\chi^2$ ) statistics and tests of proportion were used to identify differences in responses between questions, groups of respondents, and survey years (for tracking analysis).<sup>5</sup> Regression analyses were used to identify important contributors to overall satisfaction.

### **Caveat:**

The sole purpose of this report is to provide a collection, categorization and summary of public opinion data. Aurora Research Group intends to neither endorse nor criticize the City of Sacramento; or their policies, products, or staff. The Client shall be solely responsible for any modifications, revisions, or further disclosure/distribution of this report.

<sup>3</sup> The original questionnaire was designed by JD Franz Research in 1996.

<sup>4</sup> Five percent of the interviews were conducted in Spanish.

<sup>5</sup> For tracking analyses, results from previous research were supplied by City staff. The 1996 and 1998 final research reports as submitted by JD Franz Research were provided. For the 2000 survey, Meta Research supplied an SPSS .sav data file.

## **SPECIFIC CONCLUSIONS**

This part of the report addresses the survey results and is organized in the following format. Within each section (which is addressed by topic and not necessarily in the order in which the questions were asked), the current 2004 survey results are presented first. This includes descriptive statistics, important contributors to overall satisfaction with the City, and identifies any key areas for improvement. This is followed by any notable demographic differences or relationships. Finally, year-to-year comparisons and differences will be reported, where appropriate.

## **EVALUATION OF CITY SERVICES**

### ***Service Ratings***

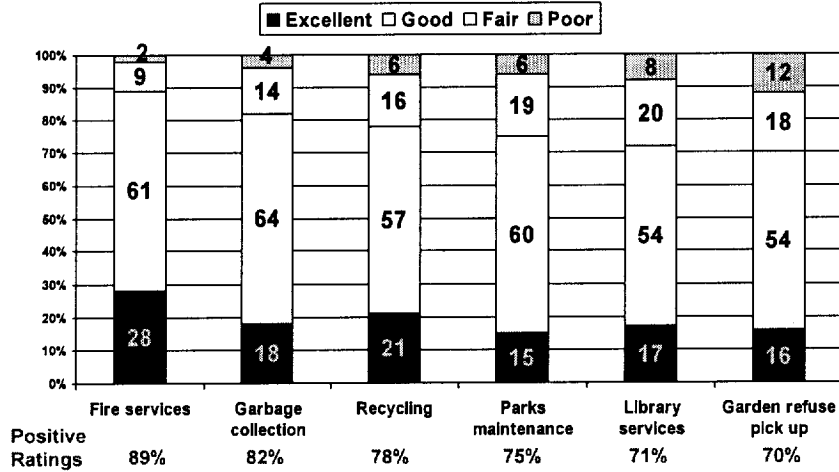
#### **Current Results**

- ☼ 1 *The top-ranked City of Sacramento services, rated "good" or "excellent" by at least 70% of City residents, were:*
1. *Fire service,*
  2. *Garbage collection,*
  3. *Recycling,*
  4. *Maintenance of parks,*
  5. *Library services, and*
  6. *Garden refuse pick up.*

Residents were read a list of 23 different service areas and were asked to assess the job the City is doing in terms of each one, using a four-point scale. Results of the top six services rated "good" or "excellent" by at least 70% of those responding are illustrated in the following chart.<sup>6</sup> The highest ratings were given for the City's fire services, with nine-in-ten (89%) respondents rating it "good" or "excellent." Other services that were rated positively by at least seven-in-ten respondents included: garbage collection (82%), recycling (78%), maintenance of parks (75%), library services (71%), and garden refuse pick up (70%).

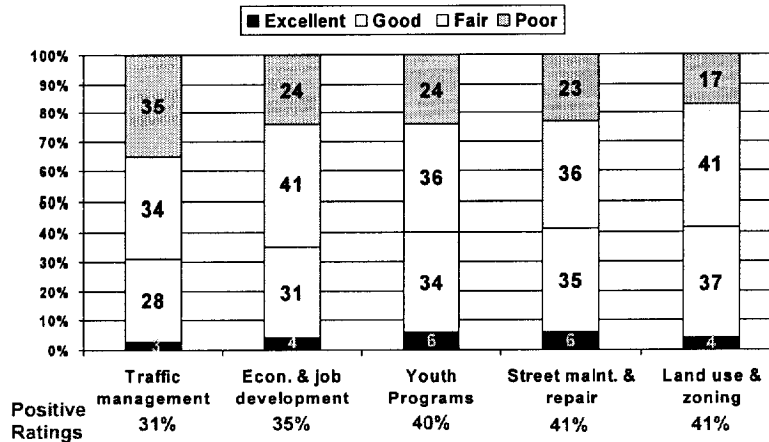
<sup>6</sup> High levels of undecided responses were given for youth programs (28%), land use and zoning (18%), economic & job development (12%), building inspection (37%), repair or demolition of dangerous buildings (20%), permitting (44%), and animal control services (12%), and have been excluded from these analyses.

### 2004 Top City Service Assessment Ratings (excluding "don't know" responses)



Conversely, the City of Sacramento was rated lowest for transportation issues, such as traffic management (31% positive ratings) and street maintenance and repair (41%). Other services that received lower satisfaction ratings included economic and job development, (35%), land use and zoning (41%) and youth programs (40%).

### Lowest City Service Assessment Ratings (excluding "don't know" responses)



A graph of all the services mentioned in the survey can be found in Appendix A.

## Group Differences

- ☼ 2 For some services, responses varied significantly by respondent demographics.

A total of 230 (23 services x 10 demographic questions) chi-square analyses were conducted to determine if there were any demographic characteristics that would best describe the respondents most likely to rate each specific city services positively. For the purpose of analyses, the responses of “good” and “excellent” were combined to create the “positive” category. Likewise, the ratings of “fair” were grouped with the “poor” ratings and labeled “negative” ratings. Non-responses (that is, the “don’t knows” and refusals) were excluded from the analyses.

There were **no** such distinguishing features in the assessment of the following services:

- Parks maintenance,
- Neighborhood policing,
- Street maintenance & repair,
- Tree maintenance,
- Economic & job development,
- Library services,
- Downtown development,
- Nuisance abatement,
- Repair or demolition of dangerous & substandard buildings,
- Graffiti removal, and
- Animal control services.

However, respondents who gave positive ratings for the city’s job in recycling were **most** likely to be:

- Caucasian, and
- homeowners.

Respondents who rated youth programs positively were **most** likely to:

- Have a High School diploma (or less) or trade/vocational school training, and
- Speak Spanish.

Respondents who conducted the survey in Spanish were **most** likely to give positive ratings for traffic management and permitting.

Respondents who favorably rated land use & zoning were **most** likely to:

- Speak Spanish, and
- Self-identify as Hispanic or Asian-Pacific Islander.

Respondents who had positive opinions of the City's garbage collection service were **most** likely to:

- *Be Caucasian,*
- *Be older, and*
- *Have a household income over \$60,000.*

Respondents in Districts 3, 4, and 5 were **most** likely to give "good" and "excellent" ratings for the City's fire services.

Positive ratings for Stormwater drainage were **most** likely to come from respondents who were:

- *Male, and*
- *Homeowners.*

Respondents who were pleased with the City's job in terms of tree maintenance were **most** likely to reside in Districts 3 and 6.

Respondents who positively rated the City's drinking water quality were **most** likely to:

- *Own their home,*
- *Have a household income of \$40,000 or more,*
- *Be educated (with at least a college degree),*
- *Be older, and*
- *Self-identify as Caucasian.*

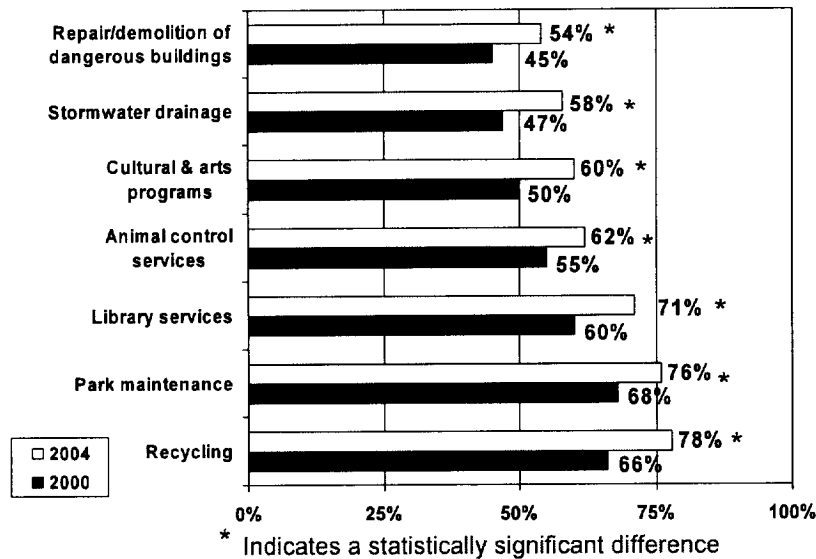
Respondents with positive opinions of the City's garden refuse pick-up, building inspections, and cultural and arts program were **most** likely to describe their ethnicity as Caucasian.

### **Year-to-Year Comparisons**

- ☼ 3 *Consistent across all four survey years, fire services and garbage collection again were ranked number one and number two City services, respectively. Overall, satisfaction ratings improved in eight City service areas when compared with the 2000 survey results.*

Across all four survey years, fire services consistently were ranked as the best City service, followed by garbage collection. Further chi-square analyses showed that residents were significantly more likely this year than in 2000 to rate the City favorably ("good" and "excellent") for its performance in eight of the 23 service areas mentioned. Notable increases were found in the positive ratings for eight services, as shown in the following chart:

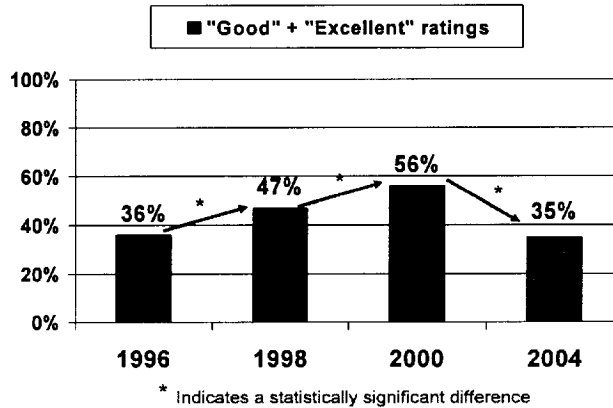
## Positive Ratings by Survey Year (excluding "don't know" responses)



- 4 However, residents were significantly less pleased with the City's job in the area of economic and job development this year than in the past. This is not surprising, though, given California's current budget situation.

Additional analyses showed a large (21 percentage points) decrease in favorable impressions of the City's performance in economic and job development. Positive ("good" + "excellent") ratings had been consistently increasing since the baseline survey: 36% in 1996, 47% in 1998, and 56% in 2000. This year's ratings (35%), however, significantly dropped back to the 1996 baseline level. Given California's current state of economy and budget issues, it is not too surprising that residents impart responsibility to the local government as well. Tracking results are shown in the following bar graph.

### Positive Ratings for Economic & Job Development by Survey Year (excluding "don't know" responses)



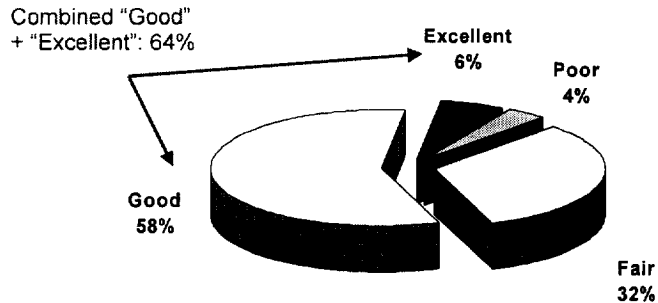
## Overall Rating

### Current Results

- 5 Taking all the services into consideration, over half (58%) of the residents surveyed thought the City was doing a "good" job overall and a further 6% gave "excellent" ratings: In total, 64% had positive opinions of the City's overall service.

Respondents were asked to rate the overall job the City is doing "considering all of the services just mentioned." About two-thirds of respondents rated the City as "good" (58%) or "excellent" (6%), as shown in the next pie chart. Thirty-two percent of respondents said the City was doing a "fair" job overall and 4% gave "poor" ratings.

**Overall Rating of the Job the City is Doing**  
(excluding "don't know" responses)



❖ 6 *Specific City programs and services that were significantly related to overall service included:*

- *Downtown development,*
- *Neighborhood policing,*
- *Street maintenance & repair,*
- *Arts & cultural programs,*
- *Tree maintenance,*
- *Repair or demolition of dangerous and substandard buildings,*
- *Traffic management,*
- *Economic & job development, and*
- *Garden refuse pick-up.*

There is a way of analyzing which services are the most **important** to residents, and that is by ranking the aspects according to how they relate to satisfaction with the overall service provided by the City of Sacramento. In this instance, multiple separate multiple regression analyses were run. Results indicated that those residents<sup>7</sup> who were more satisfied with the overall service were also more likely to rate the following services positively: downtown development, neighborhood policing, street maintenance & repair, arts & cultural programs, tree maintenance, repair or demolition of dangerous and substandard buildings, traffic management, economic & job development, and garden refuse pick-up. Similarly, those less satisfied overall with the City were more likely to rate these same services negatively.

<sup>7</sup> This statistical analysis requires responses to every service aspect and necessarily excludes from the analysis any respondents who answered "undecided/don't know" to any question. Results are therefore based on a subset of the population interviewed (i.e. 163 respondents)

In other words, the results of these analyses indicate that improvements in any one of these areas should result in an increase in overall satisfaction with the service provided by the City of Sacramento.

- 7 *Further analysis identified economic & job development, management of traffic, and street maintenance & repair as major opportunities for improvement.*

Focusing on the performance areas that need improvement is one way to increase overall satisfaction. Aurora Research Group conducted an additional analysis that compared the performance ratings (the percent of "good" plus "excellent") of the just-described nine "important" service areas according to their relative impact on overall satisfaction with the City. The services that have the highest impact on overall satisfaction and the lowest performance ratings can be considered major opportunities for improvement. The three services that resulted from this analysis included: economic & job development, management of traffic, and street maintenance & repair. Improvement in any one of these areas will help maximize the City's resources in its effort to increase satisfaction with the City's overall service.

### **Group Differences**

There were no statistically significant differences in the overall satisfaction ratings by the demographic variables. In other words, men were just as likely as women to have positive (or negative) impressions. The same can be said for older and younger residents, renters and homeowners as well as across all ethnicities, income levels, and council districts, etc.

### **Year-to-Year Comparisons**

Year-to-year analyses showed signs of consistency, with overall positive ratings remaining at about the same level as in previous research. The slight difference between the current results (64% positive) and that of the 2000 survey<sup>8</sup> (67%) were not found to be statistically significant.

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<sup>8</sup> The overall service question was added in the 2000 survey; therefore, there is no tracking data available for the 1996 or 1998 surveys.

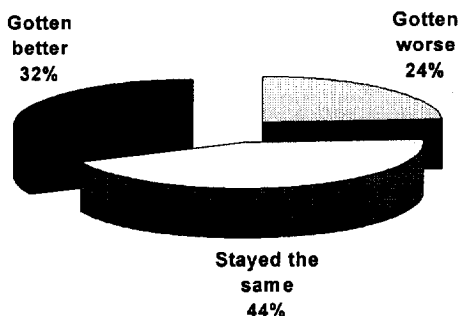
## EVALUATION OF CITY CONDITIONS

### Current Results

- 8 Conditions in the City of Sacramento in general have stayed the same or gotten better, according to the majority of residents surveyed. Reasons cited for improvement include: the downtown area and the neighborhoods are cleaner; buildings and roads have been developed and/or renovated; criminal activity has decreased; and cultural activities have increased.

Respondents were asked if the “conditions in the City of Sacramento in the past two years have generally gotten better, gotten worse, or stayed about the same?” Three-fourths of residents stated that conditions have stayed the same (44%) or improved (32%). Twenty-four percent of respondents indicated that conditions in the City had declined.

**Rating: City Conditions  
 Over Past 2 Years**  
 (excluding “don’t know” responses)



Respondents who felt conditions in the City had improved were asked to give the main reason for their opinion. For quantitative analysis, the responses were grouped (when possible) into categories. For a full listing of the verbatim responses, the reader is encouraged to read the Transcripts section of the Statistical Report. Presented below is just a sample of the comments received:

**More development/refurbishment/revitalization (18%),**

- *“Becoming more cosmopolitan.*
- *Building of new stores. Used to be vacant lots, now there are stores.*
- *Housing development improvements.*
- *Infill development.*
- *I’ve seen a lot of refurbishing.*
- *I guess the urbanization has improved. There are more stores and commerce.*
- *Improvements in homes and more businesses opening.*

- *The city finally allowed retail to expand to our area.*
- *There been a lot of building going on. The whole new Capitol Mall.*
- *They're building more houses so there must be more employment. It's so bad that you have to be on a list to buy a house anymore.*
- *They are starting to do a lot more building. Shopping malls, housing, stuff like that."*

Cleaner and improved neighborhoods (16%).

- *"General improvement of cost of housing. People putting money back in.*
- *In my area everything seems to be getting cleaned up. There's a new community center and they have been putting in brighter street lights.*
- *It's because they clean up the area. Where I live there used to be prostitution, and drug activity. I still see it, but it's rare.*
- *People in office are doing things--opening up community centers, building on lots that were dead lots with nothing there. Bringing community together.*
- *The city has been working better to remove the non-working vehicles left in the streets.*
- *Certain areas have a lot of drugs and gangs and they are cleaning it up. They are doing a lot of work bringing new businesses and trying to attract people back in the city."*

Downtown improvements (15%).

- *"Development downtown, all the new businesses and restaurants bring people into the city and it is no longer vacant and so there is a lot of activity on the weekend. I think the general condition of the downtown area has improved.*
- *For one thing they are doing something to downtown. It used to be scary to go down there.*
- *I think there is more going on. More life in the downtown area and on the waterfront.*
- *More vibrant downtown and midtown*
- *Revitalization of the downtown area. They have restored some of the rundown buildings and some of the newer buildings at the end of Capitol Park are really nice."*

Street and road improvements (8%).

- *I don't see a bunch of holes in the streets and they are trying to clean up some of the areas.*
- *I have severely handicapped son, and they've done a lot of curb work. They've improved on that.*
- *Improvements with the streets, landscaping.*
- *Physical improvements on streets.*
- *They've improved a lot of the sidewalks, the parking and the streets.*
- *They put more ramps on the sidewalks so that wheelchairs can get around better and they also put speed bumps in to slow traffic down."*

Less crime (8%).

- *"I think they're trying to keep the gangs away and the drugs. They're trying to make it look better and clean it up. They're building more.*
- *Increase community involvement with law enforcement. If the community sees a problem they are more willing to call the police.*
- *It just seems like when you call the police you get a fairly good response.*
- *Less gang activity, more police. They're also building more community centers and more after-school programs which are helping the kids stay out of trouble.*
- *More police less air traffic. Less foot traffic.*
- *The crime rate has gone down, especially in our neighborhood."*

More cultural activity and things to do (7%).

- *"Entertainment, more things to do. Art walk and new buildings like PF Chang's. Hip hop shows, jazz shows and poetry shows. 40 Acres art gallery by the Starbucks and the Guild Theater.*
- *I think that the mid-town area is appreciably better in terms of restaurants, cultural events and art galleries*
- *I think the cultural aspect has improved. We have a greater variety and of venues have gotten better. The convention center has helped.*
- *I think the entertainment and number of restaurants have been improved and the general livability has improved in the greater downtown area.*
- *There are too many things, like when you walk across the street you can hear like the street lights beeping. This is very good."*

Likewise, the 24% of respondents who thought City conditions had declined were asked to further explain their response. A wide variety of responses were captured and these responses can also be found in the Statistical Report.

General reasons given for the perceived deterioration of City conditions included:

- Criminal activity / police issues (24%),
- Traffic congestion (21%),
- Too many people (12%),
- Rundown neighborhoods (10%), and
- Budget problems / fiscal management issues (7%).

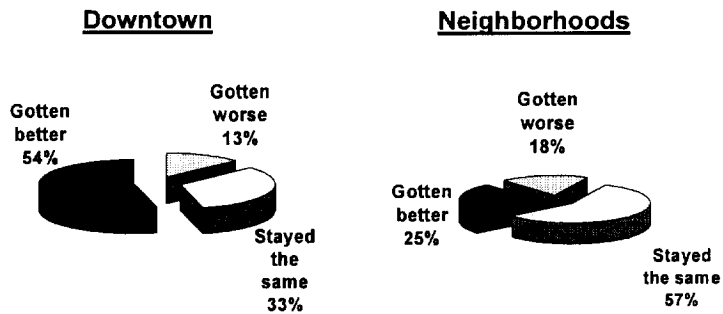
- 9 The vast majority felt downtown conditions (87%) and their neighborhood conditions (82%) had stayed the same or improved over the last two years.

Residents were asked to evaluate the condition of downtown as well as that of their neighborhood. Results are shown in the next two pie charts. Over half of the respondents felt downtown conditions had improved over the past two years (54%) and a further 33% considered them to be about the same. In terms of neighborhood conditions, results were just the opposite:

more than half (57%) felt things had stayed about the same and 25% thought their neighborhood had gotten better. For both aspects, the smallest percentage of respondents had negative opinions: 13% stated downtown conditions had gotten worse and 18% held similar opinions of their neighborhood.

**Rating: Conditions Over Past 2 Years**

(excluding "don't know" responses)

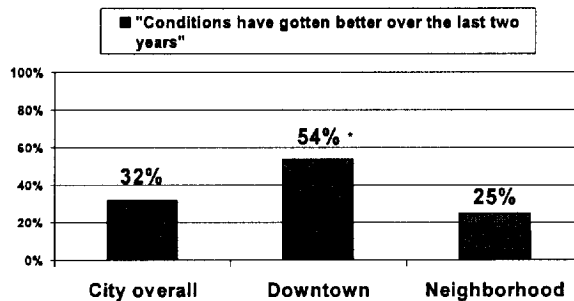


- ☼ 10 Residents were significantly more impressed with Sacramento's downtown conditions (with 54% saying they had "gotten better") than with neighborhood conditions (25%) or with City conditions in general (32%).

Further analysis compared the "gotten better" ratings of all three questions regarding Sacramento conditions. Results indicated that residents were significantly more likely to say downtown conditions had improved (54%) than neighborhood conditions (25%) or overall City conditions (32%).

**Ratings Improved Conditions of Over Past 2 Years**

(excluding "don't know" responses)



\* Indicates a statistically significant difference

## **Group Differences**

- ☼ 11 *Age and length of residency were related to residential opinions of City conditions in general: Younger and newer residents were most likely to feel that Sacramento in general has gotten better over the last two years.*

Additional chi-square analyses were conducted to determine any significant differences in opinion of city conditions by demographics. Results showed that while older residents and those who have lived in the City for at least 20 years were more likely to think city conditions in general had gotten worse, younger and newer (less than 10 years) residents were more likely to feel they had improved. No other significant demographic differences were found.

Similar analyses were conducted for the neighborhood and downtown conditions ratings; however, any differences noted were minor and not statistically significant.

## **Year-to-Year Comparisons**

The current results for city, downtown and neighborhood conditions concur with results from previous surveys. For overall condition ratings, the percentage of residents who felt City conditions had improved or stayed the same has been maintained at a similar level since its increase in 1998 from the baseline survey. No other statistically significant differences were found by survey year.

Similar proportions of positive impressions of residential neighborhood conditions were found across the tracking surveys (2004, 2000 & 1998). However, current ratings were significantly higher than the 1996 ratings. In terms of downtown conditions, any differences by survey year were not found to be statistically significant.<sup>9</sup>

<sup>9</sup> The question wording was modified slightly in 2000 to be consistent with the other two questions about city conditions. In 1996 and 1998, the question read: "Over the past two years, would you say that the condition of downtown has improved greatly, improved somewhat, stayed about the same, deteriorated somewhat, or deteriorated greatly?" For analysis purposes, the previous "improved greatly" and "improved somewhat" responses were grouped and compared them with the "gotten better" responses of the currently survey. Likewise, the "deteriorated greatly" and deteriorated somewhat" responses were grouped and compared with the "gotten worse" responses. The reader should note that comparisons may not be conclusive due to these wording changes.

## PLANNING FOR THE FUTURE

This section was designed to gather insight into the important issues that face the City from a resident's perspective. The first question, presented in an open-ended format, asked respondents to identify the most important issue for City management to include in future planning. A follow up question, also asked in the open-ended format, solicited suggestions for addressing the specific issue mentioned. Finally, residents were asked to indicate their level of support for (or opposition to) reducing the amount of City spending in a variety of areas.

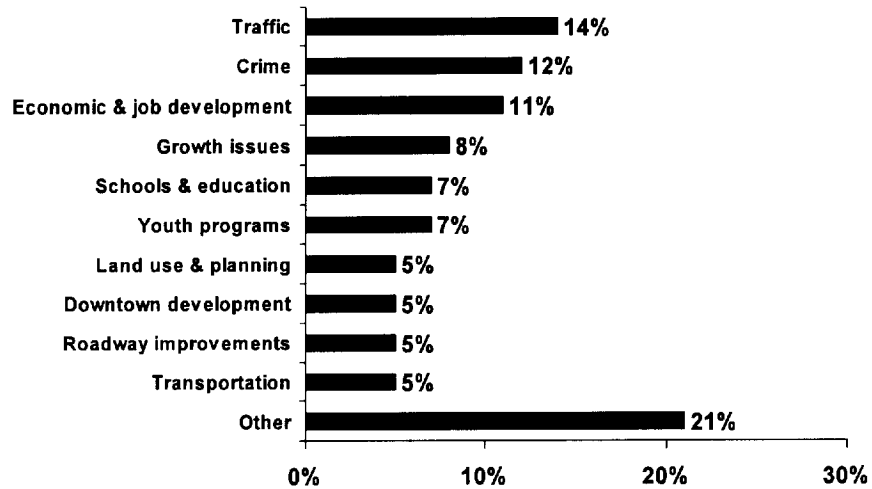
### ***Most Important Issue***

- ☼ 12 Residents want City management to address traffic, economic & job development, and public safety in future planning.

Residents were invited to identify, in their own words, the most important issue the City needs to focus on when planning for the future. Many comments reflected issues that already have been addressed in the quantitative sections of the questionnaire. For example, traffic and transportation issues as well as economic & job development were cited by a number of residents as the most pressing needs that City management should address. It will be remembered that management of traffic and economic & job development were significant contributors to overall satisfaction with City services and were also identified as two of the three major opportunities for improvement. Used in conjunction with the quantitative results, therefore, the comments can confirm the validity of the issues identified. However, they should not be considered more important than the quantitative results, as not all residents gave reasons, and some residents gave more than one answer. The percentages presented within each category are to be used as a general means of summarizing the individual comments.

As shown in the following bar chart, traffic was mentioned most frequently (14%), followed by crime (12%) and economic & job development (11%). Other topics that were important to residents included: growth issues, including infrastructure (8%), schools and education (7%), youth programs (7%), land use and planning (5%), downtown development (5%), roadway improvements (5%), transportation (5%), among other issues (21%). All comments were typed verbatim, and then roughly categorized and coded for the purposes of analysis. A complete listing of all responses can be found in the Statistical Report.

## Most Important Issue for Future Planning



Respondents were then asked to provide a solution for resolving the problem specifically mentioned. This question generated many individual, unique responses,<sup>10</sup> which made even loose categorizations difficult. Therefore, the suggestions cited in this section of the report aim to reflect the diversity of ideas for the top three issues.

The following suggestions provide a brief illustration of how some residents believe City management should deal with traffic congestion:

- *"They're going to have to push for more federal money, and maybe tax a little more for road maintenance and street upkeep.*
- *Widen up the freeways and highways and add more traffic lights and speed bumps.*
- *Study other major cities as to how they handle traffic; have town hall meetings to get other people's input.*
- *I think they should build elevated freeways over the city. Rapid transit.*
- *Provide better means of alternative transportation, extend the light rail, more bicycle lanes, extend busing.*
- *Organize the lights they have in place presently. Adjust them so that it will allow traffic to flow more freely.*
- *The developers need to have restrictions as to what they can put where. If there is going to be massive development we need to address them early, not wait until there is a problem.*
- *Efficient use of downtown for creation of high density housing.*

<sup>10</sup> Responses were captured verbatim and a complete listing, grouped by important issue, can be found in the Transcripts in the statistical report.

- *Work with the regional groups. There are several regional groups that include the four or five surrounding counties. So that we have a coordinated regional plan, because obviously we are affected by what goes on around us.*
- *Better car pool lanes, having more lanes on highway, better public transportation--runs more often.*
- *Need to have at least two or three more North-South corridors, two or three more East-West corridors. Freeway system is horrible.*
- *Maybe work with companies to have more flexible work times to have less people on the roads at current peak driving times."*

Public safety and crime was another hot topic. While a lot of the comments echoed the sentiment of "having more patrols in the neighborhood," some residents offered other solutions:

- *"Education programs. Police enforcement. I think getting involved with inner city communities and find out the reasons for the recent crimes.*
- *Improve community policing. A zero tolerance to crime much like New York City's.*
- *We need to get officers that are looking out for the good of the community that have a vested interest in the community. I feel that building a better relationship between the community and the police.*
- *Law should generate more revenue, the more funds you get the more protection you get."*
- *If there is a way to, starting with kids when they are younger, identify problems or have more them to do. Keeping the bad element out and addressing it as soon as possible. Doing something about the homeless.*
- *Cut other social services to pay for more fire and police personnel. More volunteer programs to help the police monitor and patrol. Volunteers could help in any area actually. Private companies could also provide some of these services.*
- *I think the city ought to enforce the speed limit. With as many speeders as I have seen this last year the city would have an over abundance of money if they started writing tickets.*
- *Probably involve the parents or make them responsible for their children.*
- *Don't lay off teachers, firemen and police. These are the wrong things to be doing. I'd rather pay higher taxes.*
- *The city should implement some sort of events or programs where the citizens could participate as well to help in resolving this issue. More events, so that citizens together with the City can cooperate and resolve this problem."*

Eleven percent felt economic & job development needs to be the number one concern for upcoming planning. Suggestions for addressing this issue included:

- *“There needs to be more building going on to create those jobs. Improve education and create training programs to educate people so they can work.*
- *Try to see if they get funding from the state and federal government and if necessary, I would support increasing utility taxes.*
- *They need to take a good hard look at how many regulations there are. Eliminate the stupid and unnecessary ones.*
- *Have people go to school more, as in education. A lot of people don't go to school so they end up staying home more.*
- *They should perhaps become a little creative in job development and assisting small business growth by removing regulatory red tape.*
- *Be more lenient on the requirements for businesses coming into the area. Offer incentives and do something to make it attractive. The amount of taxes and licensing on a new business are too high.*
- *The city should be friendlier to high tech businesses. They need to cultivate relations with businesses in the sciences and computer industries.*
- *Lower taxes.*
- *Raise wages. Invite industries that will provide good jobs.*
- *Spend time in the city and the troubled neighborhoods so they can see for themselves what is going on.*
- *Maybe they could encourage businessmen by holding a kind of a seminars or conferences to spotlight our economic potential.”*

## **Support for Reduction in Spending**

- ☼ 13 Half of the residents surveyed indicated support for reduced spending on:
- *tourist attraction investment, and*
  - *access to arts-related activities.*

First, respondents were read the following statement about the current budget situation:

*As you may know, the State and County have significant budget problems, which may decrease the level of funding for City programs and services. Although all of the services are important, reductions may be necessary.*

Then respondents were read a list of service and program expenses and asked to indicate their level of support for (or opposition to) the City reducing the amount of spending in each

area. Positive results (“somewhat support” and “strongly support”) results are shown in the next bar chart.<sup>11</sup>

There are two ways City management can interpret these results. Programs and services can be assessed by level of support for reduced spending. Those at the top of the list would be areas in which respondents would be willing to accept budget cuts. At least half of those surveyed stated they would “somewhat” or “strongly” support reduced spending for tourist attraction investment (59%) and access to arts related activities (50%). These programs were followed by the availability of recreational activities (47%), downtown revitalization (46%) and the prevention of urban sprawl (44%).<sup>12</sup>

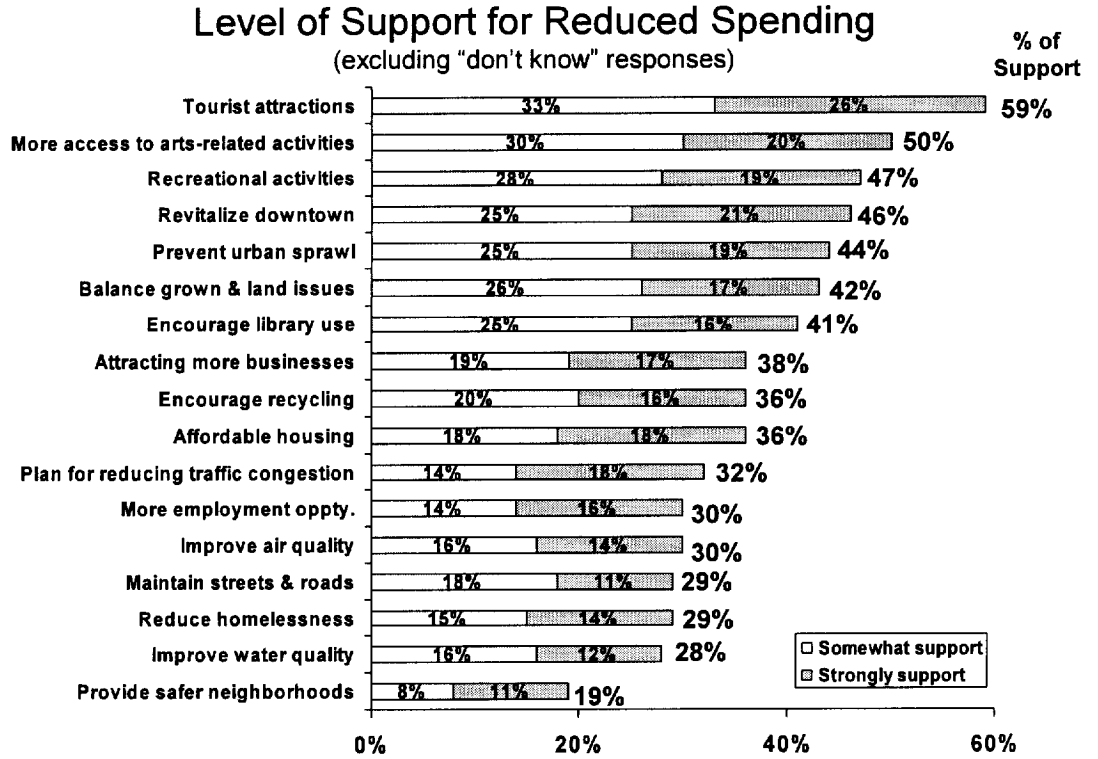
☀ 14 *Two-thirds of residents opposed spending cuts to programs and services that address the following issues:*

- *public safety,*
- *water quality,*
- *homelessness,*
- *street and road maintenance,*
- *air quality,*
- *employment opportunities, and*
- *traffic congestion.*

Another way to read these results is to start from the bottom of the graph, assessing the highest levels of opposition to (and lowest levels of support for) budget cuts in the various spending areas. From this standpoint, residents were least likely to support reduced spending in the public safety arena (19% “strong” or “somewhat” support). Other areas that the minority of respondents supported (hence the majority of respondents opposed) included: improving water quality (28% supported), reducing homelessness (29%), maintaining streets and roads (29%), improving air quality (30%), providing more employment opportunities (30%), and reducing traffic congestion (32%).

<sup>11</sup> For analysis purposes, responses of “don’t know” and refused were excluded.

<sup>12</sup> The highest level of undecided responses in this section was given for urban sprawl. This twelve percent of respondents were excluded from the analyses.



15 Significantly more respondents (81%) opposed spending less for safer neighborhoods than for any other program or service mentioned.

Additional analyses indicated that the proportion of respondents who supported reduced spending for providing safer neighborhoods (19%) was significantly lower than the support level for any other spending area mentioned. In other words, **significantly more respondents opposed spending less for safer neighborhoods than for any other program or service.**

## ACCESSING CITY INFORMATION

### Current Results

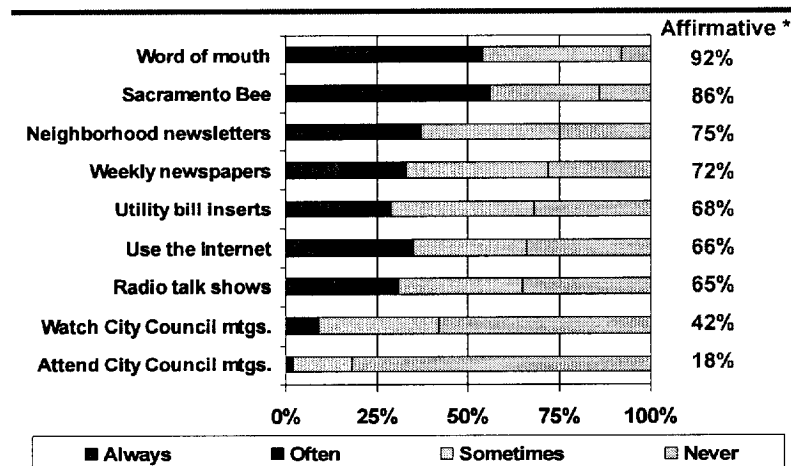
☀ 16 Information about City activities and services was obtained primarily through word of mouth and by reading the Sacramento Bee. Other sources, used at least “sometimes” by over half of all respondents, included:

- Neighborhood newsletters,
- Weekly newspapers,
- Inserts in utility bills,
- The Internet, and
- Radio talk shows.

Few respondents watch or attend city council meetings.

Respondents were next read a list of possible information sources and were asked to rate how frequently they used each source to obtain information about City activities and services, using a four-point scale.<sup>13</sup> Results are presented in the next chart.

*Accessing City Information*  
 (excludes undecided responses)



\* Combined responses of “sometimes” + “often” + “always”.

<sup>13</sup> Note that in previous survey years, the scale used was 5-point, and included the scale point “rarely”. For the purposes of year-to-year comparisons, the top three points on the scale (which were the same in all survey years) were combined (“sometimes” + “often” + “always”) but results should be treated with caution as the response scales are not directly comparable.

It can be seen that the most frequently-used source (by over 90% of respondents) for obtaining information about City services and activities is by word of mouth, defined in the questionnaire as “talking to others, such as friends, family, or neighbors.” The Sacramento Bee is also a popular information source, read by 86% of these respondents. About three-quarters of respondents read neighborhood newsletters and weekly newspapers such as the News and Review for City activities. Nearly seven-in-ten respondents (68%) said they read the inserts in utility bills to keep themselves informed. Using the Internet and listening to radio talk shows are sources cited by about 65% of respondents.

City council meetings are generally not used by respondents to keep themselves informed about City services and activities: it can be seen that the majority of respondents (58%) “never” watch meetings on TV or via the Internet and an even higher percentage (82%) “never” attend them.

### **City Operator Service and Website**

- ☼ 17 *The vast majority of respondents have not used the City Operator Service in the past year, but among those who have, about seven-in-ten rated the service “good” or “excellent.” More than a third of respondents have accessed the City website in the past year, and of these, the majority rated the site positively.*

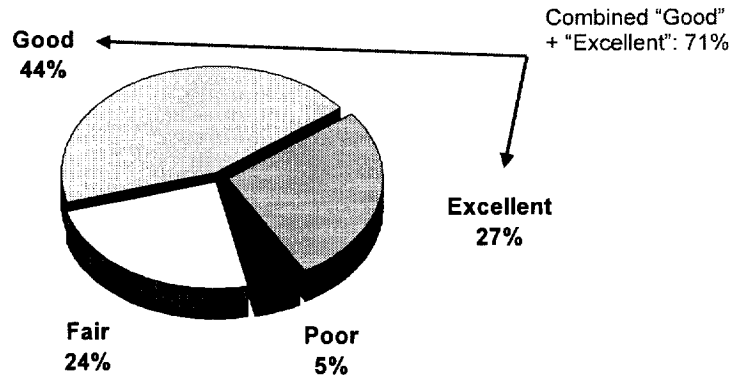
New questions were introduced in the survey this year to measure respondent use and evaluation of two specific services: the City 24-hour Operator Service<sup>14</sup> and the City’s website. Respondents were first asked if they had used each in the last twelve months, and if so, they were then asked to rate the quality of the service or the website as poor, fair, good, or excellent.

In terms of the City 24-hour Operator Service, it is possible that many residents do not know about its existence as the vast majority (85%) of the survey respondents had not used the service within the past twelve months<sup>15</sup>. Nevertheless, of the 15% (116 respondents) who did call the City operator, the majority rated the service positively – 44% gave it a rating of “good” and an additional 27% rated it “excellent.” Results are presented in the next pie chart. It can be seen that only 5% of these respondents rated the Operator service as “poor.”

<sup>14</sup> The exact wording of the question was “In the last 12 months, have you used the City Operator Service, a 24-hour City telephone operator that is available seven days a week to answer your questions?”

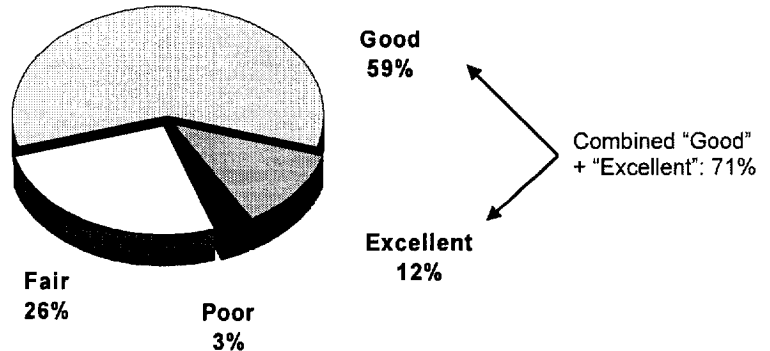
<sup>15</sup> Although awareness does not necessarily imply use, the percentage of respondents who contacted the City with a problem or issue during the past year (see next section) was higher than the percentage who used this Operator Service, indicating that perhaps they were unaware of the 24-hour service.

**Evaluation of City Operator Service**  
(among respondents who used the service during the past year)



Use of the City's website was higher than use of the Operator Service, with 37% of respondents saying they had accessed [www.cityofsacramento.org](http://www.cityofsacramento.org) in the last 12 months. Of these, 59% rated the website as "good" in terms of providing useful information and a further 12% rated it "excellent." Results are presented in the next pie chart.

**Evaluation of City Website**  
(among respondents who accessed it during the past year)



**Group Differences**

- ✪ 18 Further analyses yielded some demographic characteristics that best describe those who used certain information sources from those who did not.

Chi-square analyses were run on the **top six** information sources to determine if there were certain demographic characteristics that would best describe those respondents who use a particular source for informing themselves about City activities from those who did not.

1. There were **no** such distinguishing features for those who used word of mouth.
2. However, respondents who “sometimes”, “often” or “always” read the Sacramento Bee to get information about City services and activities were **most** likely to:
  - *Live in District 4,*
  - *Speak English,*
  - *Have a home computer, and*
  - *Have a college degree.*
3. Respondents who read neighborhood association newsletters were **most** likely to:
  - *Live in Districts 3, 4, or 7,*
  - *Have at least some college or a degree,*
  - *Own their home,*
  - *Have lived in Sacramento for more than 10 years,*
  - *Be aged between 35 and 64, and*
  - *Have a household income of more than \$100,000.*
4. Respondents who read weekly newspapers were **most** likely to:
  - *Live in Districts 3, 4, or 5,*
  - *Speak English,*
  - *Own a computer, and,*
  - *Be younger than 64 years of age.*
5. Respondents who read inserts in utility bills were **most** likely to:
  - *Own their homes, and*
  - *Be older than 35 years of age.*
6. Finally, respondents who “sometimes”, “often” or “always” use the Internet to get information about City activities and services were **most** likely to:
  - *Speak English,*
  - *Own a computer with Internet access at home,*
  - *Be registered to vote,*
  - *Have resided in Sacramento for fewer than 30 years,*
  - *Have some college or a degree,*
  - *Be younger than 35 years of age, and*
  - *Have a household income of more than \$40,000.*

For the **new services**, chi-square analyses did not yield any significant demographic characteristics in terms of identifying those who used the City 24-hour Operator Service from those who did not; nor for those who rated the Service negatively from those who rated it positively. Significant differences did emerge in terms of using the City website for information: those who accessed the website over the last year were **most** likely to:

- *Speak English,*
- *Own a computer with Internet access at home,*
- *Be registered to vote,*
- *Have resided in Sacramento for fewer than 9 years,*
- *Have a college degree,*
- *Be aged between 25 to 54 years, and*
- *Have a household income of more than \$40,000.*

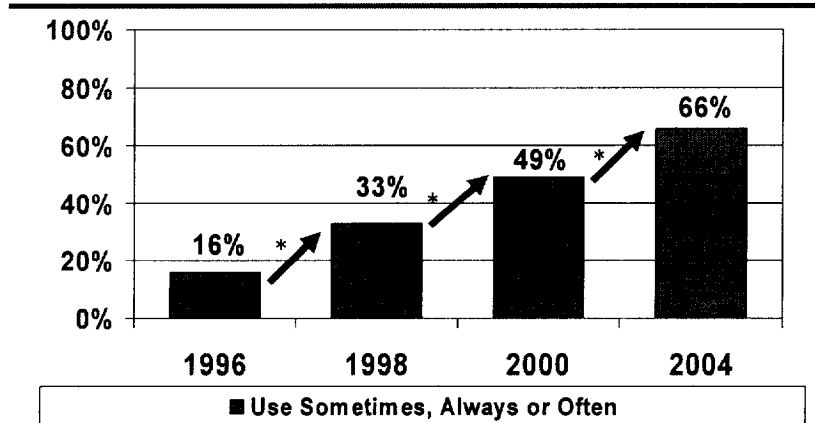
However, there were no significant characteristics differentiating those who rated the website negatively from those who rated it positively.

### **Year-to-Year Comparisons**

- ☼ 19 *The most-used information sources have remained relatively stable from one survey year to the next. Word of mouth, reading the Sacramento Bee, neighborhood association newsletters, weekly newsletters and utility bill inserts remain popular options. Internet use has increased significantly over time.*

It is difficult to directly compare survey results from one year to the next as the scale for the information source questions changed. That being said, the current results tend to be higher this year than in 2000 in terms of the percentage of respondents who said they either “sometimes”, “often” or “always” use each of the information source. Given that results (with the obvious exception of Internet use) were quite consistent across the previous three survey tracking years (2000, 1998, and 1996), it is possible that current (higher) percentages reflect more the scale change than any actual behavioral change. The top-mentioned information sources over the years included reading: the Sacramento Bee, neighborhood association newsletters, utility bill inserts, and weekly newspapers. Word of mouth was introduced only in the 2000 survey and emerged as the top information source both then as well as this year. The graph that follows indicates a significant increase in the use of the Internet as a source for obtaining information about City activities and services from 1996 to the current year.

### Use of the Internet as an Information Source by Survey Year



\* indicates a statistically significant difference

## RESOLVING ISSUES WITH THE CITY

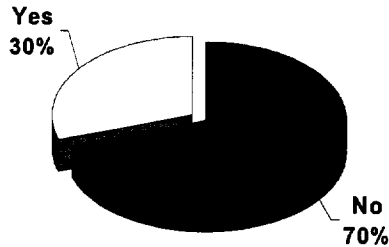
One of the continuing objectives of the survey has been to measure City performance by evaluating the quality of residents' interactions with City employees and officials. To that end, all respondents were asked whether, in the past year, they had "called, written, or gone to see any City employee or official about an issue or problem?" Those who had made contact with a City representative were asked additional questions about the interaction and also whether or not the issue was resolved to their satisfaction.

### Current Results

- ☼ 20 Thirty percent of all respondents contacted City officials in the past year about an issue or a problem.

As can be seen in the next pie-chart, although the majority of respondents (70%) did not contact the City, there was a sizeable percentage (30%) who said they contacted a City employee or official sometime during the past year about an issue or a problem.

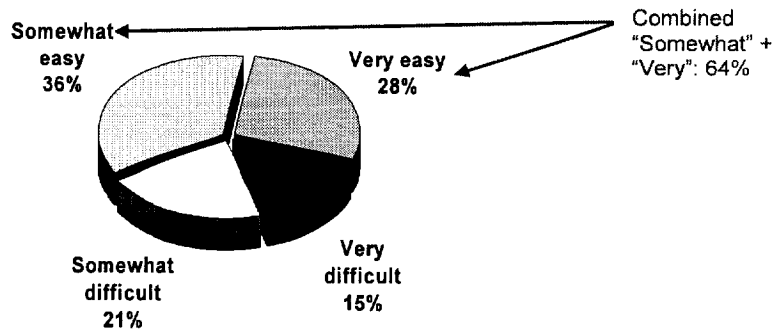
**Contact with City Officials About an Issue or Problem in the Past Year**



- ☼ 21 Of those who contacted the City, the majority said it had been relatively easy to find out whom to call, and found that the City representatives were both helpful and courteous.

Respondents who had contacted the City during the past year were next asked to think back to the last time they did so and to rate "the ease of finding out whom to call or write or where to go,"<sup>16</sup> using a four-point scale. Results, presented in the next pie chart, indicated that 36% of respondents said it had been "somewhat easy" to find out whom to contact, and a further 28% rated it "very easy." Twenty-one percent rated it "somewhat difficult," and a further 15% said it had been "very difficult" finding out where to go. **In other words, although the majority of respondents found it relatively easy to contact the City (a combined total of 64%), there is still a fair amount of room for improvement.**

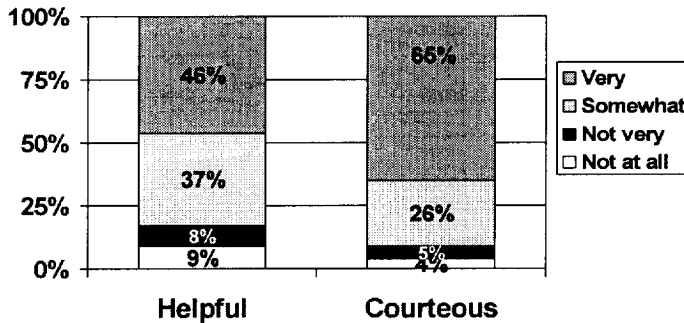
**Ease of Finding Out Whom to Call or Write or Where to Go**  
 (among respondents who had contact with the City)



<sup>16</sup> Note that the question wording was revised this year, and changed to a four-point scale. In past surveys, the difficulty of finding where to contact was asked as a yes/no question. Results are, therefore, not directly comparable from one survey year to the next.

Respondents were then asked to rate the helpfulness and the courtesy of the City employee or official with whom they communicated, using four-point scales. Results are presented in the next chart. The vast majority of respondents who had contact with the City during the past year rated both aspects positively – 83% said the employee was either “somewhat” or “very” helpful, and 91% rated the employee as “somewhat” or “very” courteous.

**Evaluation of Contact with  
 City Employee or Official**  
*(among respondents who contacted the City)*

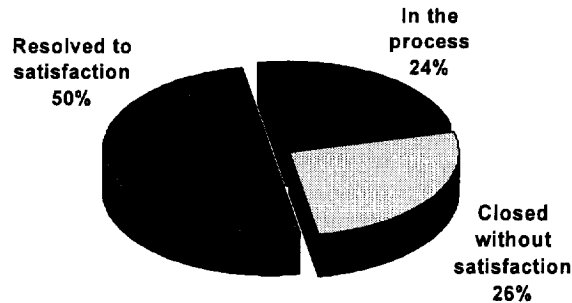


- ☼ 22 Among those who contacted the City this past year, half of the respondents said the issue had been resolved to their satisfaction, and an additional quarter felt the matter was in the process of being resolved. One quarter were not satisfied with the outcome.

Respondents were then asked how satisfied they were with the resolution of the issue about which they contacted the City. Results, presented in the next pie chart,<sup>17</sup> indicated that half (50%) of these respondents claimed that the matter had been resolved to their satisfaction. Twenty-four percent (24%) felt the issue was in the process of being resolved. Nearly the same percentage (26%) said the matter had been closed without being resolved to their satisfaction. In other words, about a quarter of all respondents who had contacted the City in the last year with an issue or problem, were unhappy with the outcome of that contact.

<sup>17</sup> Excludes responses of “don’t know”.

**Satisfaction with the Resolution of City Issues**  
 (among respondents who contacted the City)



Respondents who felt the matter had been closed without satisfaction or who were unsure about its status were asked to describe what the issue had been about. All responses were typed verbatim and are presented in full in the results binder. Sixty-one issues were described and covered a variety of topics, including, but not limited to:

Code-related/enforcement/construction/permitting (20%). A few examples of this type included:

- "I was trying to get help finding a property line. The place next door was under construction and when I called about the line, all they said was wait for the building inspector to show up and ask him.
- It's a safety issue with the people next door. They have a basketball net and it is blocking the sidewalk and everyone has to walk in the street to get around it.
- Victorian house. I need help in finding out what I can and can't do before I do it. And help after the fact.
- Water lines placed in the alley in a way so they did not have to connect them to the houses. The water pressure was different and caused the faucet to pop off. Service could have been better. Everyone else got a brand new line to house but her block did not.
- It was a permitting issue of a neighbor building a very large structure on their land. Apparently it's within the code, in other words acceptable."

Police issue/vagrants (16%):

- "Graffiti on the walls of my fence, had to paint over the graffiti myself.
- I have an abandoned house next door with weeds 6 feet tall and people continue to break in and still live in it. It is just sitting there rotting away.
- I spoke to the police department. crime prevention specialist about the street crime. Auto break-ins.
- It was vandalism on my property-- the cars and the front yard."

**City of Sacramento**

City Services Tracking Survey ~ Final Summary Report  
May 2004

Traffic/parking (16%):

- "About the speed bumps and traffic control. There aren't enough.
- Parking enforcement. I called the county by accident and they gave me the city number. I left a message and they never called me back.
- The traffic in an out of our subdivision at Rio Linda and Bell. We cannot get out in the morning. It's up to five minutes of waiting."

Animal-related (13%):

- "A dead cat in front of my kid's school and they were playing with it.
- A mean stray dog came into the neighborhood and picked our house and just wouldn't leave. We couldn't get out of the house. We had to call the animal control, and it took over an hour to get someone to come out to get him.
- There's a dog running around the street attacking cats. The dog is still running around today. Animal Control never comes, so that's why I called the city."

Garbage/recycling (10%):

- "Street cleanup, refuse as in grass cuttings. It was supposed to be picked up on Thursdays. The last time it was picked up it was a Sunday. And I was wondering if they're paying people time and a half to pick up refuse on Sundays.
- They are not picking up refuse but they charge for it.
- The garden refuse pickup. The equipment they use spreads everything all over and they don't come behind to pick it up. It actually looks worse when they leave. In the county they give you a can for garden refuse and that works much better. It's much easier."

**Group Differences**

- ☼ 23 Additional analyses identified a "profile" of those respondents most likely to have contacted the City within the past year.

Significant demographic differences emerged from chi-square analyses in terms of identifying who had contacted the City with an issue or problem during the past year from those who had not. Respondents who reported an issue were **most** likely to:

- Own their home,
- Own a computer with home Internet access,
- Be registered to vote,
- Be Caucasian,
- Have some college or a degree,
- Be aged between 45 to 64 years, and
- Have a household income of more than \$80,000.

There were only two features that distinguished those respondents who said it had been easy to find out whom to contact in the City from those

who found it difficult: those who found it relatively easy were **most likely** to:

- Have a college degree or postgraduate experience, and
- Have a household income of between \$60,000 and \$80,000.

There were no distinguishing demographic characteristics in terms of ratings of City employee helpfulness or courtesy.

The only other difference to emerge indicated that those respondents who felt their issue had been resolved to their satisfaction were **most likely** to:

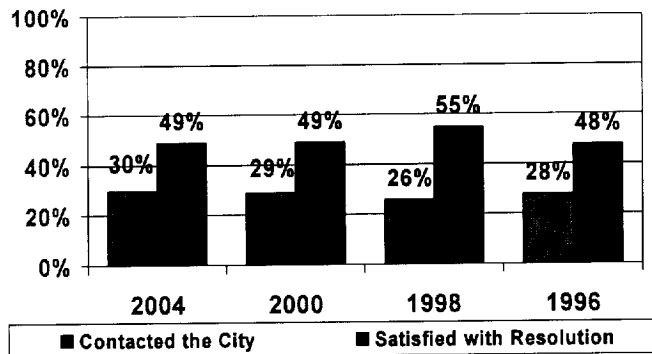
- Live in Districts 5 and 3.

**Year-to-Year Comparisons**

- ◊ 24 The proportion of respondents who have contacted the City to discuss an issue or a problem has remained relatively stable over all four survey years (at just over a quarter), as has the proportion who say the matter was resolved to their satisfaction (about half).

The next chart indicates the percentage of respondents in each survey year who contacted the City with an issue and who had the issue resolved to their satisfaction. It can be seen that there is very little variation among survey years (and no statistically significant differences). Over a quarter of all respondents (percentages range from 26% to 30%) have consistently contacted the City during the course of a year and about half (percentages range from 48% to 55%<sup>18</sup>) of these have been consistently satisfied with the resolution of their issue.

**Percentage of Respondents who Contacted the City and Who were Satisfied with the Resolution by Survey Year**



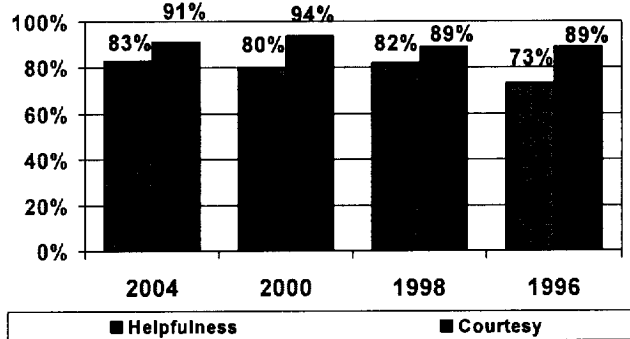
<sup>18</sup> For the purpose of this particular analysis, results include responses of "don't know".

42

- ⊗ 25 Similarly, ratings of the helpfulness and courtesy of City employees with whom respondents have communicated have remained stable (and high) over the four survey years.

In terms of evaluations of City employee helpfulness and courtesy, responses of “somewhat” and “very” were combined and are presented in the next chart for each survey year. There were no significant differences in perceived helpfulness or courtesy from one survey year to the next: the vast majority of respondents have rated both aspects positively.

**Percentage of Respondents who rated City Employee Helpfulness and Courtesy Positively by Survey Year**



## DEMOGRAPHICS

- ⊗ 26 The majority (over half) of survey respondents: were aged between 25 and 54 years, were Caucasian, had obtained less than a college degree in terms of education, owned their own homes, lived in households with annual incomes of less than \$60,000, had computers with Internet access, and were registered voters. The median length of residency in Sacramento was 19 years.

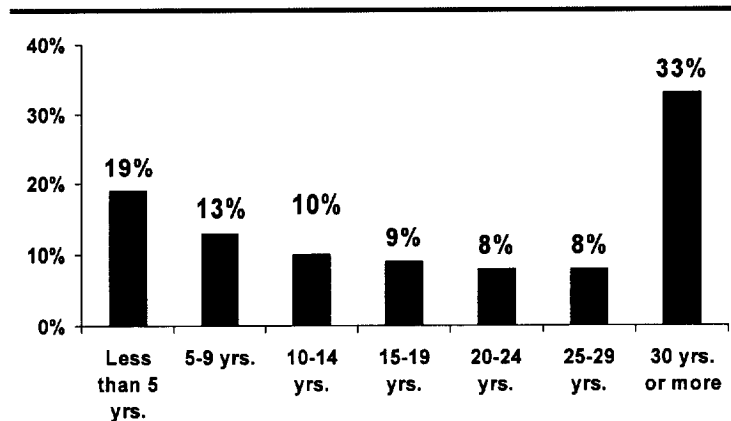
Respondents were asked a series of demographic questions at the end of the questionnaire. The next table summarizes the most common characteristics of the majority (over half) of the survey respondents. (Note that some response categories have been combined.)

CHARACTERISTIC	RESPONSE	PERCENTAGE
Gender	Male / Female	43% / 57%
Age	25 – 54 years	62%
Ethnicity	Caucasian	57%
Education	No college degree	55%
Residency	19 years	Median
Homeownership	Own / Rent or live with others	61% / 39%
Household Income	Under \$60,000	62%
Computer ownership	Computer with Internet access	72%
Voter status	Registered	84%

**Specific Characteristics**

In terms of residency, respondents were asked to estimate the number of years they have lived in the City of Sacramento. Responses ranged from less than one year to 80 years. The median was 19 years, and the average was 22 years. These results are similar to those obtained in the previous three survey years. Residency was also categorized and results are summarized in the next chart.

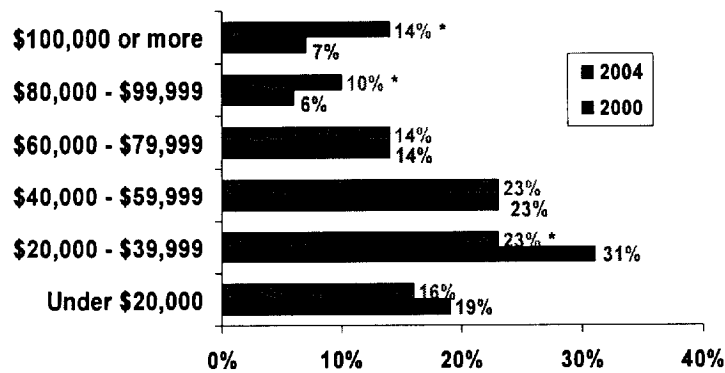
*Years of Residency in Sacramento*



The question about household income asked this year was the same as that used in the 2000 survey (but different from the other two survey years.) Respondents were asked to identify the category that best described their total household income before taxes in 2003. Categories ranged from under \$20,000 to more than \$100,000. Results from this

year and 2000 are presented in the next chart. It can be seen that household income has increased from four years ago – significantly higher percentages of respondents are now reporting household incomes of over \$80,000.

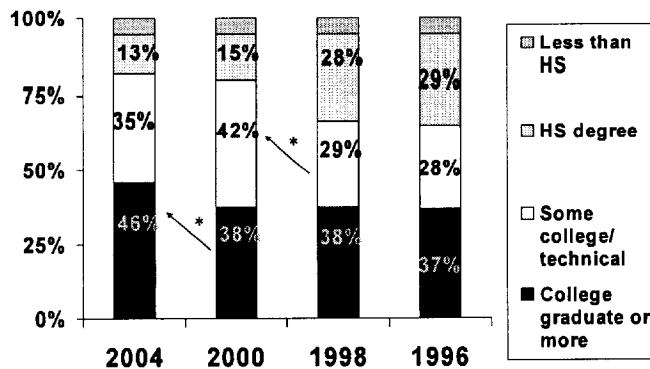
### Total Household Income by Survey Year



\* indicates a statistically significant difference

Education is also on the increase, with a significantly higher percentage of respondents having obtained a college degree or higher this year (46%) than four years ago (38%). In 2000, there were significantly more respondents reporting at least some college education than in 1998. Results for the four survey years are shown in the next graph.

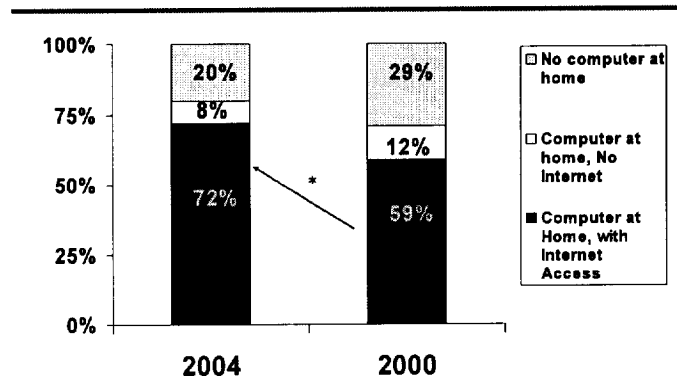
### Education by Survey Year



\* indicates a statistically significant difference

Computer ownership and internet access is up significantly from four years ago<sup>19</sup>, with eight-in-ten respondents now reporting having computers in their homes, and 72% having access to the Internet from them. Only 20% of those interviewed this year said they did not have a computer at home. The next chart shows the results from the current survey and the 2000 survey.

**Home Computers and Internet Access  
by Survey Year**



\* indicates a statistically significant difference

**Comparison of Study Demographics with U.S. 2000 Census Data**

☼ 27 *The study sample was generally representative of the City of Sacramento population as a whole: the age, gender, ethnicity, and education of current respondents did not differ statistically from the 2000 US Census Bureau results.*

It is important in any survey that the sample of respondents interviewed be representative of the population from which they are drawn. Therefore, where feasible, results from the demographic questions in the current study were compared with US Census results.<sup>20</sup> It can be seen in the following tables that in general, the gender, age, ethnicity, and education demographic characteristics of respondents in the current study did not differ from 2000 Census results, indicating that study respondents were representative of the (adult) population of the City of Sacramento.

<sup>19</sup> The question was not asked in the two surveys conducted in the 1990s.

<sup>20</sup> Actuals from the 2000 Census were used in these tables. Estimates for 2003 for these categories are only available for geography, not demographics. (The demographic projections available are only based on 1990 census data, and therefore we chose to use actual 2000 figures instead of past projections.) Profile of General Demographic Characteristics: 2000. US Census Bureau.

### City of Sacramento

<b>Gender</b>			
	STUDY SAMPLE	U.S. CENSUS	P<.05 <sup>21</sup>
Male	43%	48%	FALSE
Female	57%	52%	FALSE

<b>Age</b>			
	STUDY SAMPLE	U.S. CENSUS	P<.05
18-24 years old	9%	10%	FALSE
25-34 years old	20%	15%	FALSE
35-44 years old	20%	16%	FALSE
45-54 years old	22%	13%	FALSE
55-64 years old	16%	7%	FALSE
65 years old or older	13%	11%	FALSE

<b>Ethnicity<sup>22</sup></b>			
	STUDY SAMPLE	U.S. CENSUS	P<.05
Caucasian	55%	54%	FALSE
African-American	13%	14%	FALSE
Hispanic	17%	--	--
Asian-American	7%	16%	FALSE
Other	4%	16%	TRUE
Refused	4%	--	--
Hispanic	17%	19%	FALSE
Not Hispanic	79%	81%	FALSE
Unknown	4%	--	--

<sup>21</sup> A test of "false" indicates no statistical difference (at the .05 level of significance) between the sample and census percentages. For the calculation of the standard error for census figures, used in the tests for differences, the reference is: US Census Bureau, 2000 Census of Population and Housing, Demographic Profile: Technical Documentation, 2002. Available online at [www.census.gov/prod/cen2000/doc/ProfileTD.pdf](http://www.census.gov/prod/cen2000/doc/ProfileTD.pdf). For the standard error design factors table for California, also used in the calculation: the reference is [www.census.gov/prod/cen2000/dp/DesignFactor.pdf](http://www.census.gov/prod/cen2000/dp/DesignFactor.pdf)

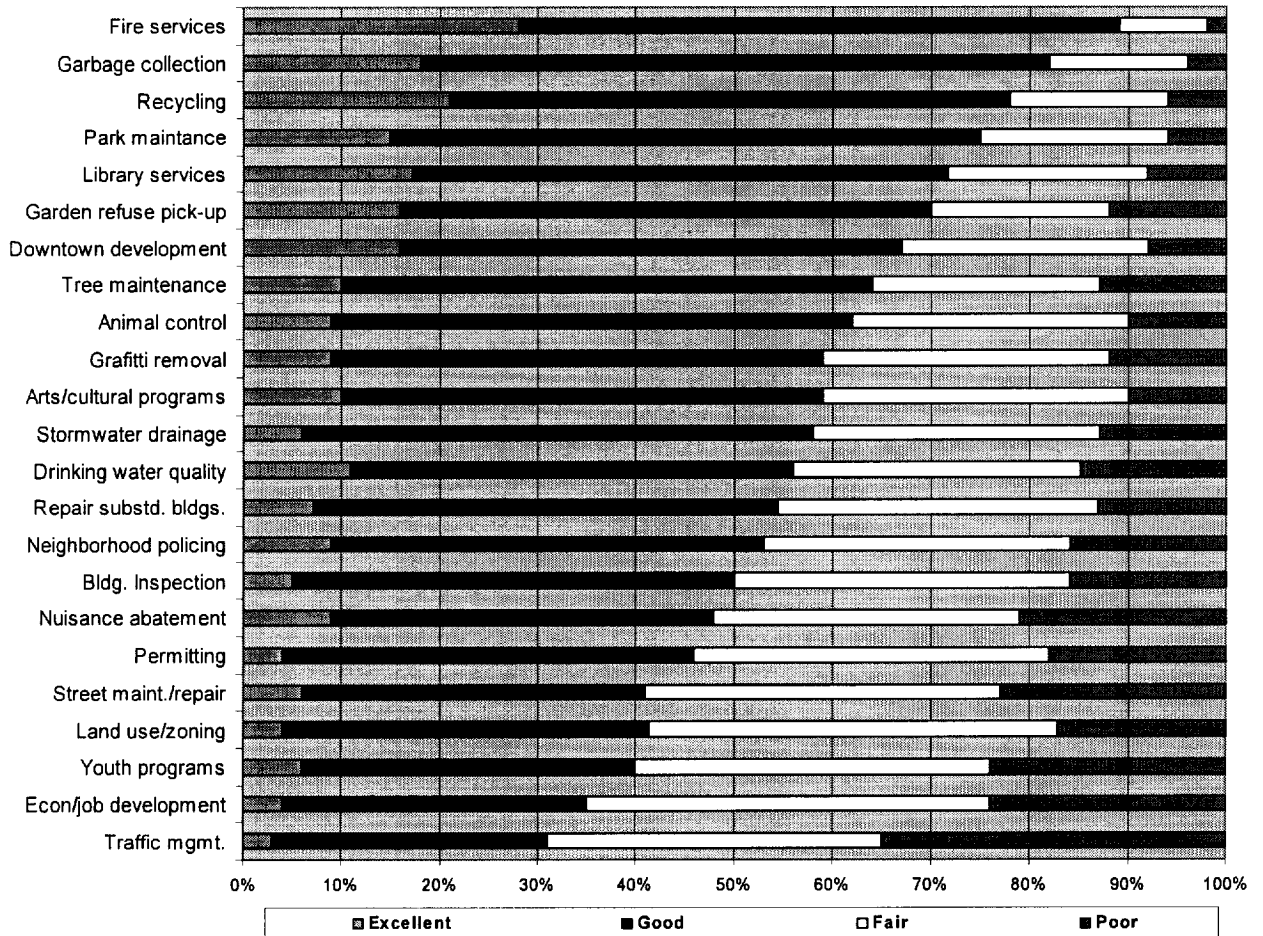
<sup>22</sup> Note that for Ethnicity, in 2000 the Census allowed for multiple responses and therefore percentages may exceed 100%. The percentages quoted here come from the table that specified: "race alone or in combination with one or more other races. The numbers may add to more than the total population and the percentages may add to more than 100 percent because individuals may report more than one race. Source: U.S. Census Bureau, Census 2000 Summary File 1." The ethnicity question in the survey asked for only one response (two or more races were volunteered, not offered as an option). Direct comparisons between samples and census percentages should therefore be treated with a certain degree of caution as they are not based on the same assumptions.

<b>Educational Attainment<sup>23</sup></b>			
	<b>STUDY SAMPLE</b>	<b>U.S. CENSUS</b>	<b>P&lt;.05</b>
Less than high school	7%	22%	TRUE
High school graduate	13%	22%	FALSE
Trade or vocational school	5%	--	
Some college	29%	24%	FALSE
College graduate	24%	24%	FALSE
Post graduate work or degree	22% <sup>24</sup>	8%	

<sup>23</sup> Note that for Educational Attainment the Census did not always use the same categories as the questionnaire and results are therefore not directly comparable.

<sup>24</sup> This response category differs from the US Census question, which is limited to a graduate degree.

## APPENDIX A: PROGRAM & SERVICE RATINGS



(Undecided responses were excluded.)



2004 Customer Service Tracking Survey  
Presentation of Results

City Council Meeting – August 10, 2004

Research Conducted by:



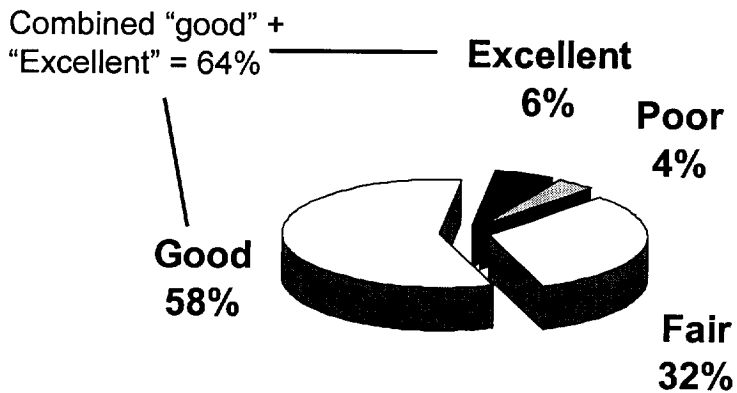
### Project Specifications

<b>Design Issue</b>	<b>Specification</b>
<b>Methodology</b>	Telephone survey
<b>Population</b>	Adult residents of the City of Sacramento
<b>Sampling frame</b>	Random-digit-dial (RDD) telephone sample
<b>Survey language</b>	95% English; 5% Spanish
<b>Sample size</b>	811 completed interviews
<b>Sampling error</b>	+/- 3.4% (95% confidence level)
<b>Pretest date</b>	March 22, 2004
<b>Field dates</b>	March 23 – April 20, 2004

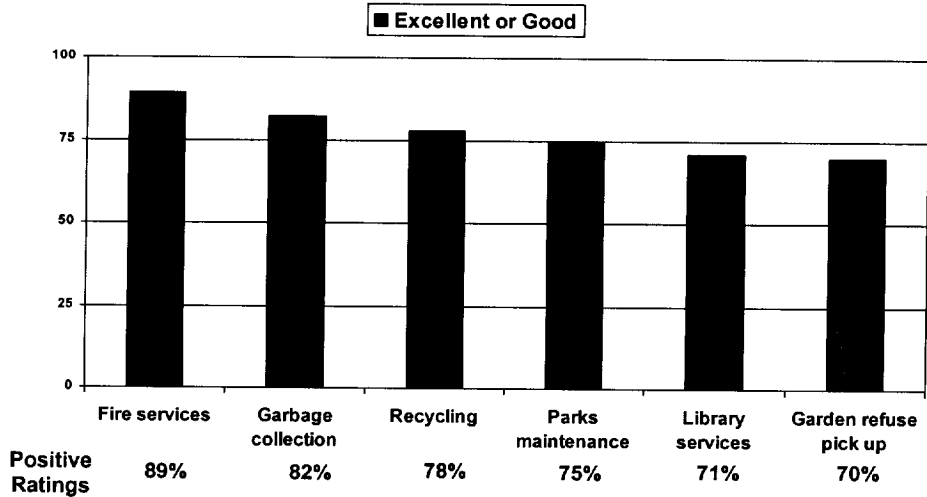
## Completed Interviews By Council District

District	Number	Percent
1	101	12.5%
2	103	12.7%
3	101	12.5%
4	102	12.6%
5	102	12.6%
6	101	12.5%
7	100	12.3%
8	101	12.5%
<b>TOTAL</b>	<b>811</b>	

## Overall Rating of the Job the City is Doing (excluding "don't know" responses)

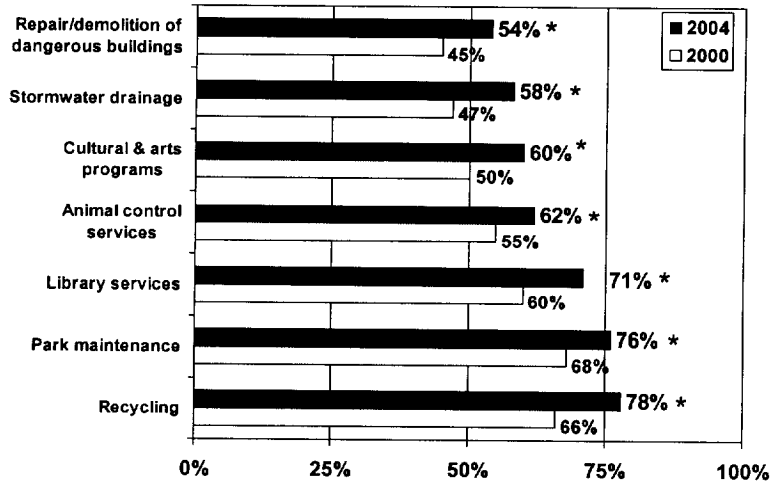


## 2004 Top City Service Assessment Ratings (excluding "don't know" responses)



## Improvements in Positive Ratings by Survey Year

(excluding "don't know" responses)



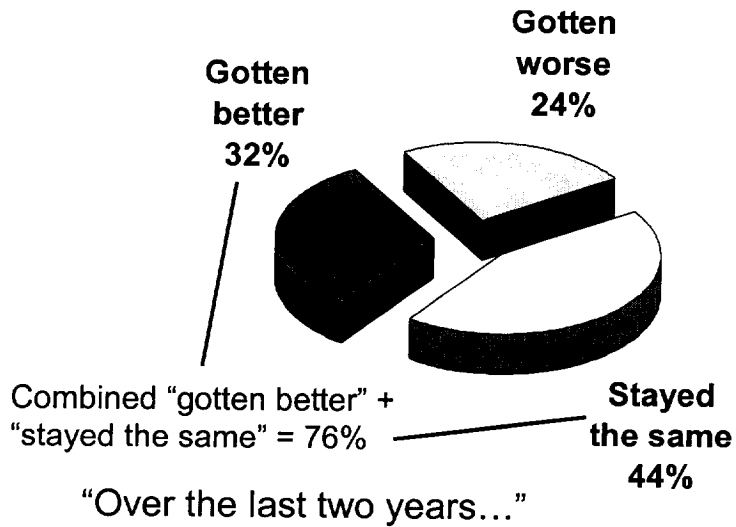
\* Significant improvement

## Opportunities for Improvement

Performance ratings were compared with the relative impact on overall satisfaction:

- Economic and job development
- Management of traffic
- Street maintenance and repair

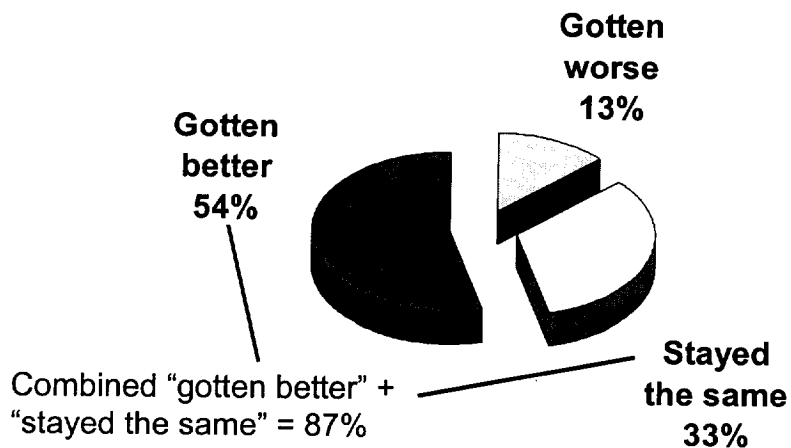
### Rating: Overall City Conditions (excluding "don't know" responses)



## Reasons for Improvement: City Conditions

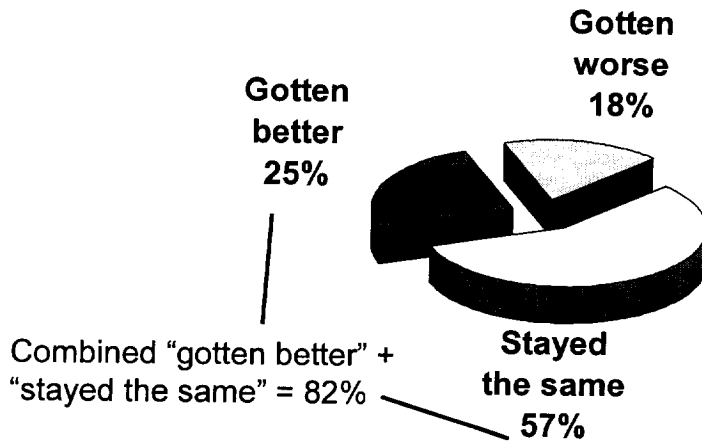
- *"Improvements in homes and more businesses."*
- *"People in office are doing things – opening up community centers, building on lots that were dead lots with nothing there. Bringing the community together."*
- *"More vibrant downtown and midtown."*
- *"Physical improvement on streets."*
- *"The crime rate has gone down, especially in our neighborhood."*
- *"I think the cultural aspect has improved."*

## Rating: Downtown Conditions (excluding "don't know" responses)

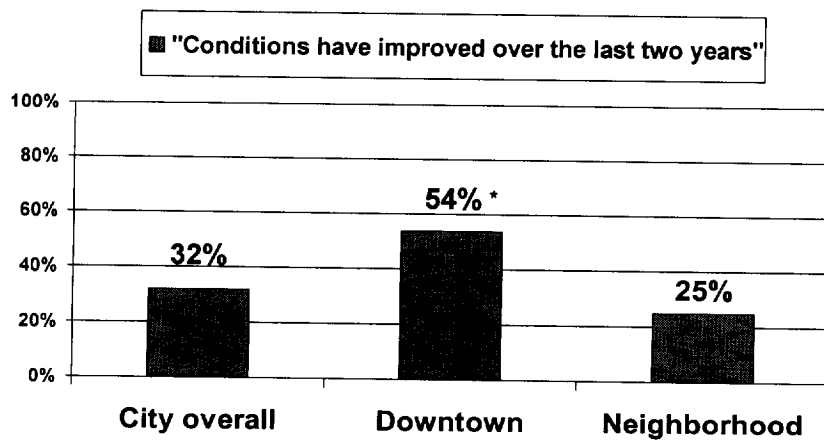


"Over the last two years..."

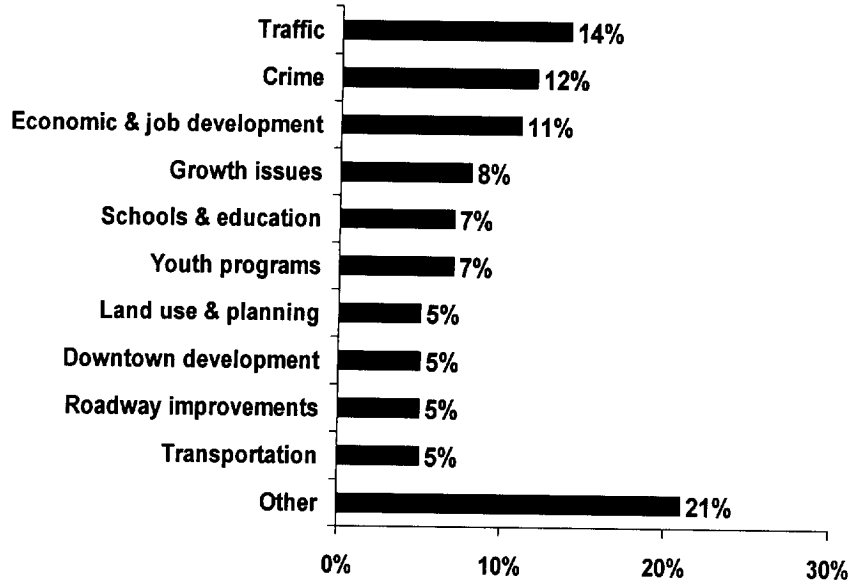
### Rating: Neighborhood Conditions (excluding "don't know" responses)



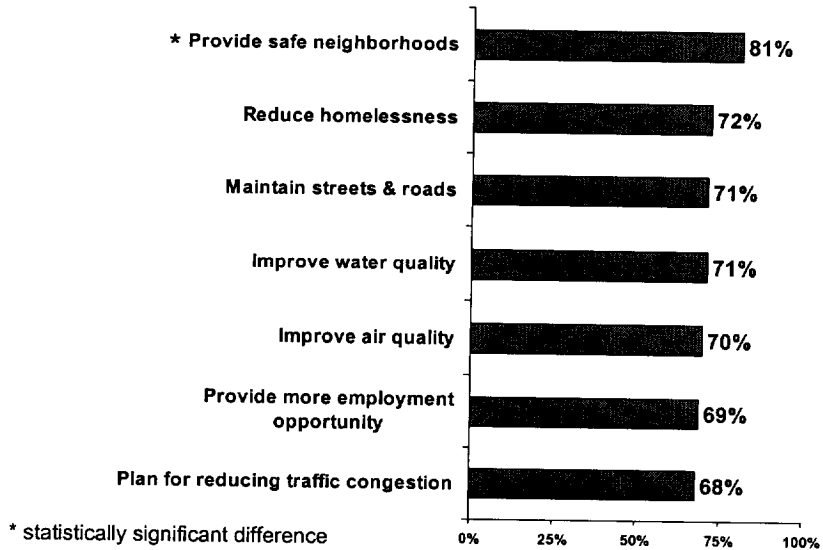
### Improved Conditions Over Past 2 Years (excluding "don't know" responses)



## Most Important Issue for Future Planning



## Level of Opposition for Reduced Spending (combined "somewhat" + "strongly" oppose)



## Respondent Demographics: Profile

<b>Characteristic</b>	<b>Response</b>	<b>Percentage</b>
Gender	Female	57%
Age	25 – 54 years	62%
Ethnicity	Caucasian	57%
Education	No college degree	55%
Residency	19 years	Median
Homeownership	Own	61%
Household Income	Under \$60,000	62%
Computer ownership	Computer w/ Internet	72%
Voter status	Registered	84%

## Respondent Demographics: Gender & Age

<b>Gender</b>			
	<b>STUDY SAMPLE</b>	<b>U.S. CENSUS</b>	<b>P&lt;.05</b>
Male	43%	48%	FALSE
Female	57%	52%	FALSE

<b>Age</b>			
	<b>STUDY SAMPLE</b>	<b>U.S. CENSUS</b>	<b>P&lt;.05</b>
18-24 years old	9%	10%	FALSE
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35-44 years old	20%	16%	FALSE
45-54 years old	22%	13%	FALSE
55-64 years old	16%	7%	FALSE
65 years old or older	13%	11%	FALSE

## Respondent Demographics: Ethnicity

<i>Ethnicity</i>			
	<b>STUDY SAMPLE</b>	<b>U.S. CENSUS</b>	<b>P&lt;.05</b>
Caucasian	55%	54%	FALSE
African-American	13%	14%	FALSE
Hispanic	17%	--	--
Asian-American	7%	16%	FALSE
Other	4%	16%	TRUE
Refused	4%	--	--
Hispanic	17%	19%	FALSE
Not Hispanic	79%	81%	FALSE
Unknown	4%	--	--