

CITY OF HEALDSBURG COMMUNITY SURVEY 320-789-WT

N = 536

MARGIN OF SAMPLING ERROR $\pm 4.2\%$ (95% CONFIDENCE INTERVAL)

abou we a recei	lo, I'm from, a public opinion research companut issues that interest residents of the City of Healdsburg. We are only interested in your opinions. May I speak to the memberally? (VERIFY THAT THE INDIVIDUAL LIVES AT TRMINATE.)	are definitely not trying to sell anything, and er of the household who had a birthday most
A.	(T) Before we begin, I need to know if I have reached you where you can talk safely without endangering yourself or ASK: Do you own a cell phone?) (N=145)	-
	Yes, cell and can talk safely	29%
	Yes, cell but cannot talk safely	
	No, not on cell, but own one	
	No, not on cell and do not own one	
	(DON'T READ) DK/NA/REFUSED	
В.	In what year were you born?	
	2000-1994 (18-	24)9%
	1993-1990 (25-	29) 10%
	1988-1984 (30-	34)9%
	1983-1979 (35-	39)7%
	1978-1974 (40-	44) 10%

C. And to make sure we are speaking with a representative group of Healdsburg residents, with which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; or some other ethnic or racial background?

Latino/Hispanic 29%
African American/Black0%
Caucasian/White 68%
Asian/Pacific Islander0%
(MIXED RACE)1%
(OTHER)1%
(DON'T READ) DK/NA/REFUSED1%

NOW I WOULD LIKE TO ASK YOU SOME GENERAL QUESTIONS ABOUT LIFE IN HEALDSBURG.

1. **(T)** First, would you say that things in Healdsburg have been moving in the right direction, heading off on the wrong track, or have they not changed much over the last two years? **(DO NOT ROTATE)**

Right direction 32	%
Wrong track 43	%
(DON'T READ) Mixed/DK/NA 26	%

2. Next, what do you think is the most serious problem facing the residents of Healdsburg that you would like to see City government do something about? (RECORD VERBATIM RESPONSE AND THEN CODE; DO NOT READ OPTIONS – OPEN-END; ACCEPT ONLY ONE RESPONSE)

Housing costs/Lack of affordable housing	33 %
Road construction/Repair/The Roundabout	12%
Too much tourism	10%
Parking/Downtown	7%
Growth and development/Too much	5%
Hotel growth and development/Not enough	4 %
Traffic and congestion	3 %
Jobs/Economy	
Homeless/Vagrants	3 %
Government waste/mismanagement	1 %
City services meeting expectations	1 %
Budget/City budget deficit	0%
Crime	0%
Taxes too high	0%
Public transportation	0%
(OTHER)(SPECIFY)	15%
(NONE)	2%
(DK/NA)	2%

3. Next, I'd like to read you a brief list of issues that could be problems for people living in Healdsburg. After you hear each one, please tell me whether you personally consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem for people living in Healdsburg. (ROTATE)

		EXT	VERY	SMWT	NOT		
		SER	SER	SER	A		EXT/
.~		PROB	<u>PROB</u>	<u>PROB</u>	PROB	DK/NA	<u>VERY</u>
(SPLI	T SAMPLE A ONLY)						
[]a.	(T) Too much growth and development						38%
[]b.	Crime, drugs, and violence	5%	4%	41%	47%	3%	9%
[]c.	The condition of local parks and recreation						
	facilities	3%	6%	14%	74%	3%	9%
[]d.	(T*) Traffic congestion	20%	19%	34%	27%	0%	38%
[]e.	The amount you have to pay in local taxes	9%	16%	28%	36%	12%	25%
[]f.	(T) A lack of housing working families can						
	afford	53 %	25%	17%	4%	1 %	78%
[]g.	(T) Overcrowding in the City	16%	12%	27%	43%	2%	28%
[]h.	The availability of parking downtown						45%
	, 1						
(SPLI	T SAMPLE B ONLY)						
[]i.	The efficiency of city government	10%	9%	8%	7%	67%	19%
[]j.	(T) The cost of housing	61%	25%	10%	4%	0%	85%
[]k.	The condition of roads in Healdsburg	17%	20%	39%	24%	0%	37%
[]1.	(T) A lack of open space						19%
[]m.	(T) Too many out of towners displacing						
	long-term residents	31%	25%	23 %	18%	3%	56%
[]n.	(T) A lack of housing options for people in						
.,	different stages of their lives, and with						
	different lifestyles	46%	32%	16%	4%	3%	78%
[]o.	The quality of public education						29%
[]p.	Too much hotel growth and development						42%
r Jh.	100 much noter growth and development	23 /0	1 / /0	23 /0	34 /0		72 /0

4. Now I would like to read you some statements people have made about life in the City of Healdsburg. Please tell me whether you generally agree or disagree with each. (IF AGREE/DISAGREE, ASK: Is that strongly AGREE/DISAGREE or just somewhat?) (RANDOMIZE)

	_		SMWT AGREE	SMWT DISAG	STR DISAG	(DK/NA)	TOTAL AGREE	TOTAL DISAG
[]a.	Healdsburg is a great place to raise a							
	family58	8 %	27%	9%	4%	2%	85%	13%
[]b.	I trust Healdsburg city government to							
	do what is right all or most of the time-16	6%	44%	22%	-16%	3 %	59%	38%
(CDI I	T CAMPI E A ONI VI							
(SPLI	T SAMPLE A ONLY)							
[]c.	I would recommend Healdsburg to							
	others as a place to visit75	5%	16%	4%	5%	0%	90%	9%
[]d.	Healdsburg parks are well-maintained51	1 %	41%	4%	3 %	1 %	91%	7%
[]e.	Healdsburg city government acts in a							
	way that is open and accountable to							
	the public18	8%	38%	11%	-18%	16%	56%	28%
(SPLI	T SAMPLE B ONLY)							
[]f.	I would recommend Healdsburg to							
	others as a place to live42	2 %	33%	18%	6%	1 %	<i>75</i> %	24%
[]g.	Healdsburg parks are in need of							
L 18.	additional funding24	4 %	42%	19%	4%	11%	65%	24%
[]h.	I personally feel safe living in		- , -	<i></i> -				. , .
[] .	Healdsburg67	7%	30%	3%	0%	0%	97%	3%
	11001000115	, ,0	50 /0	5 70	0 /0	0 /0	7,70	J / U

(RESUME ASKING ALL RESPONDENTS)

MY NEXT QUESTIONS HAVE TO DO WITH CITY GOVERNMENT IN HEALDSBURG.

5. Overall, how would you rate the job being done by the City of Healdsburg in providing services and taking care of the needs of Healdsburg residents? Would you say the City of Healdsburg is doing...? (READ LIST)

EXCELLENT/GOOD	48%
Excellent	9%
Good	40%
AVERAGE/POOR	47%
Just average	33 %
Poor	14%
(DON'T READ) DK/NA	5%

6. And how would you rate the job being done by City government in managing the City's budget and finances? Would you say the City of Healdsburg is doing...? (**READ LIST**)

EXCELLENT/GOOD	37%
Excellent	6%
Good	31 %
AVERAGE/POOR	43%
Just average	29%
Poor	
(DON'T READ) DK/NA	20%

7. Next, in your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Healdsburg residents need and want?

GREAT/SOME	%
Great need 179	%
Some need 389	%
LITTLE/NO REAL NEED 33°	%
A little need 169	%
No real need 189	%
(DON'T READ) Don't know 11	%

8. Now let me ask you about some specific services provided by Healdsburg's City government. After I mention each one, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... (RANDOMIZE)

		VERY SAT	SMWT SAT	SMWT DISSAT	VERY DISSAT	DK/ NO OP	TOTAL SAT	TOTAL DISSAT
(SPLI	T SAMPLE A ONLY)	5111	<u> </u>	DISSITI	DISSITI	110 01	5211	2155211
[]a.	Providing recreation opportunities and							
	programs at City parks and recreation							
	centers	37%	32 %	17%	2 %	12%	69%	19%
[]b.	Maintaining public parks	54%	37%	4%	4%	1 %	91%	8%
[]c.	Providing police protection in your							
	neighborhood	68%	24%	4%	1%	4 %	92%	4%
[]d.	Providing programs to help seniors							
	that live on their own	21%	23 %	13 %	4%	40%	<i>43</i> %	17%
[]e.	Supporting a diverse range of arts and							
	cultural activities	30%	40%	14%	3 %	13 %	70%	17%
[]f.	Providing bicycle lanes and paths	28%	32 %	18%	12%	11%	59%	30%
[]g.	Supporting the hospitality and tourism							
	industry	33 %	33 %	15%	12%	7%	66%	27%

	VER' SAT	_ ~	SMWT DISSAT	VERY DISSAT	DK/ NO OP	TOTAL SAT	TOTAL DISSAT
[]h.	Supporting the development of housing	· 				<u></u>	
	affordable to working families 5%	20%	28%	42 %	4 %	25%	70%
[]i.	Providing reliable electric, water, and						
	wastewater infrastructure50%	35%	5%	6%	3 %	86%	11%
[]j.	Completing construction and public						
	projects in a timely manner2%	10%	18%	64%	5%	13%	82%
(SPLI	IT SAMPLE B ONLY)						
[]k.	Planning for Healdsburg's future						
[]	growth9%	29%	26%	16%	19%	38%	42%
[]1.	Enforcing traffic laws to protect the	_, ,,		, _			
.,	safety of pedestrians, cyclists, and						
	drivers30%	32%	24%	10%	4 %	61%	35%
[]m.	Preserving open spaces and natural						
	areas31 %	44%	13%	8%	4 %	76%	21%
[]n.	Promoting and celebrating cultural						
	diversity in Healdsburg24%	44%	17%	7%	9%	68%	23%
[]o.	Maintaining public facilities, like						
	community and senior centers22%					63%	14%
[]p.	Supporting the agricultural industry36%	36%	5%	7%	15%	73%	13%
[]q.	Supporting the development of housing - 8%					36%	59%
[]r.	Promoting environmental sustainability 24%					65%	19%
[]s.	Maintaining streets and roads13 %	36%	25%	25 %	1 %	49%	50%
[]t.	Providing adequate fire services in your						
	neighborhood59%	24%	5%	2 %	10%	84%	6%

9. Now I am going to read you the same list of services provided by Healdsburg's city government. This time, after I mention each one, please tell me how <u>important</u> each service is to making Healdsburg a good place to live: extremely important, very important, somewhat important, or not too important? If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

		EXT IMP	VERY <u>IMP</u>	SMWT <u>IMP</u>	NOT TOO IMP	DK/ <u>NO OP</u>	EXT/ VERY
(SPLI	T SAMPLE A ONLY)						
[]a.	Providing recreation opportunities and						
	programs at city parks and recreation centers	-28%	44%	23 %	5%	0%	72%
[]b.	Maintaining public parks	-35%	48%	17%	1%	0%	83%
[]c.	Providing police protection in your						
	neighborhood	-56%	29%	12%	1%	3 %	85%
[]d.	Providing programs to help seniors						
	that live on their own	-32%	46%	16%	4%	3 %	78%
[]e.	Supporting a diverse range of arts and cultural						
	activities	-22%	34%	27%	- 11%	5 %	56%
[]f.	Providing bicycle lanes and paths	-25%	29%	31%	- 14%	1 %	54%

					NOT		
		EXT	VERY	SMWT	TOO	DK/	EXT/
		<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	NO OP	<u>VERY</u>
[]g.	Supporting the hospitality and tourism industry	- 15%	29%	33%	21%	1 %	44%
[]h.	Supporting the development of housing						
	affordable to working families	-57%	27%	12%	4%	1 %	83%
[]i.	Providing reliable electric, water, and						
	wastewater infrastructure	-67%	28%	3 %	0%	3%	94%
[]j.	Completing construction and public projects in						
L 10	a timely manner	-62%	29%	7%	2%	1 %	91%
	w v	0270	_> /*	. , ,	_ , ,	- / -	, , ,
(SPLI	T SAMPLE B ONLY)						
[]k.	Planning for Healdsburg's future growth	-46%	42%	8%	1%	3%	88%
[]1.	Enforcing traffic laws to protect the safety of						
	pedestrians, cyclists, and drivers	-30%	50%	13%	6%	1 %	80%
[]m.	Preserving open spaces and natural areas						85%
[]n.	Promoting and celebrating cultural diversity in						
[]	Healdsburg	-27%	38%	19%	14%	2%	65%
[]o.	Maintaining public facilities, like community	2170	2070	1770	1170	270	05 70
[]0.	and senior centers	_20%	40%	110%	2%	6%	78%
[]n	Supporting the agricultural industry						79%
[]p.							78%
[]q.	Supporting the development of housing						
[]r.	Promoting environmental sustainability						78%
[]s.	Maintaining streets and roads	-35%	47%	12%	5%	1 %	82%
[]t.	Providing adequate fire services in your						
	neighborhood	-51%	41%	6%	1%	1 %	92%

10. Next, the City of Healdsburg has <u>five</u> major goals, and I would like you to tell me how you would prioritize each of these goals. After I read you the City's goals, please tell me how you would prioritize these using 1 for your most important priority, and 5 for your least important priority. (READ RANDOMIZED LIST OF GOALS; RE-READ INSTRUCTIONS AS NECESSARY)

			PRI	ORITY G	i OAL	
		<u>1st</u>	2nd	3rd	<u>4th</u>	<u>5th</u>
[]a.	Providing a high quality of life	26%	17%	14%	16%	26%
[]b.	Creating economic diversity and					
	innovation	23 %	13 %	16%	19%	30%
[]c.	Providing effective and efficient City					
	services	15%	21%	24%	22%	18%
[]d.	Being fiscally responsible	19%	21%	20%	25 %	15%
[]e.	Providing a reliable, well-maintained					
	infrastructure	18%	28%	26%	18%	11%

MY NEXT QUESTIONS HAVE TO DO WITH THE HOSPITALITY AND TOURISM INDUSTRIES IN HEALDSBURG.

(SPLIT SAMPLE A ONLY)

11. Next, do you think the rate of growth and development of hotels in Healdsburg is too fast, about right, or too slow? (IF TOO FAST/SLOW, ASK: "Is that much too FAST/SLOW or just somewhat too FAST/SLOW?")

TOTAL TOO FAST 71%
Much too fast45%
Somewhat too fast 25%
About right21%
2170
TOTAL TOO SLOW3%
TOTAL TOO SLOW3% Somewhat too slow3%
Somewhat too slow3%

(SPLIT SAMPLE B ONLY)

12. Next, thinking about the number of hotels in Healdsburg, do you think there are too many, the right amount, or too few? (IF TOO MANY/FEW, ASK: Is that far too MANY/FEW or just somewhat?)

TOTAL TOO MANY 47%
Far too many 19%
Somewhat too many 27 %
About right36%
TOTAL TOO FEW11%
TOTAL TOO FEW 11% Somewhat too few9%

13. Next, thinking about the growth and development of the hospitality and tourism industry that is occurring in Healdsburg, would you say it is having a very positive, somewhat positive, somewhat negative, or very negative impact on:

[]a.	The City, in general	VERY <u>POS</u> 23 %	SMWT <u>POS</u> 41%	SMWT <u>NEG</u> 23%	VERY <u>NEG</u> 8%	(DK/NA MIXED)	TOTAL <u>POS</u> 65 %	TOTAL <u>NEG</u> 31%
(SPLI	T SAMPLE A ONLY)							
[]b.	You and your family	19%	27%	27%	18%	9%	46%	45%
[]c.	The local economy	43 %	36%	8%	8%	6%	<i>79%</i>	15%
[]d.	Traffic and congestion	5 %	8%	30%	49%	8%	13%	79%
[]e.	Recreational opportunities in							
	Healdsburg	15%	38%	25%	5 %	17%	53%	30%
(SPLI	T SAMPLE B ONLY)							
[]f.	The affordability of restaurants in							
	Healdsburg	4 %	12%	37%	36%	10%	<i>16%</i>	74%
[]g.	The overall quality of life	17%	46%	20%	9%	9%	63%	28%
[]h.	The condition of streets and roads	8 %	24%	30%	24 %	14%	<i>32</i> %	54%
[]i.	The City budget	25%	33%	9%	6%	27 %	58%	15%
[]j.	The cost of living in Healdsburg	4 %	12 %	32%	46%	5%	<i>16%</i>	78%

(RESUME ASKING ALL RESPONDENTS)

NOW, I'D LIKE TO ASK YOU ABOUT YOUR EXPERIENCES WITH CITY DEPARTMENTS AND PERSONNEL.

14. Over the last two years, have you had contact with a City department or agency?

Yes	65%
No	30%
(DON'T READ) DK/NA	5%

(ASK Q15-17 IF YES - CODE 1 - IN Q14)

15. With which City department did you have contact? (DO NOT READ LIST, RECORD VERBATIM RESPONSE THEN CODE; ACCEPT MULTIPLE RESPONSES)

Electric, Water, and Wastewater Department 2	8%
Planning and Building2	6%
Police1	5%
Community Services/Parks and Recreation 1	2%
City Clerk 1	1%
Fire Department	8%
Public Works	8%
Utility Billing	8%
Housing and Development Department	1%
Finance Department	0%
Other (SPECIFY)	1%
(DON'T READ) DK/NA 1	3%

16. Would you say that overall, you are very satisfied, somewhat satisfied, not too satisfied or not at all satisfied with the service you received from the City of Healdsburg?

TOTAL SATISFIED	80%
Very satisfied	53 %
Somewhat satisfied	27%
TOTAL NOT SATISFIED	20%
Not too satisfied	7%
Not at all satisfied	13%
(DON'T KNOW/NA)	0%

17. Next, please tell me how you rate the following aspects of the service provided by the City departments you have dealt with. Would you rate their ______ as excellent, good, fair, poor, or very poor? (RANDOMIZE)

(SPLI	T SAMPLE A ONLY)	<u>EXC</u>	GOOD	<u>FAIR</u>	<u>POOR</u>	VERY POOR	DK/NA	EXC/ GOOD
[]a.	Courtesy	40%	45%	13%	1 %	1%	0%	84%
[]b.	Professionalism	39%	44 %	12%	4 %	1%	0%	83%
[]c.	Willingness to help	36%	29%	26%	5 %	4%	0%	65%
(SPLI	T SAMPLE B ONLY)							
[]d.	Knowledge	32%	45%	13%	2 %	5%	3%	77%
[]e.	Timeliness	34%	43 %	8%	5 %	6%	4%	77%
[]f.	Competence	43 %	32 %	14%	3 %	5%	3%	<i>75</i> %

Next, in your opinion, what is the most important thing the City of Healdsburg can do to improve city services for the people who live in Healdsburg? **(OPEN-END; RECORD RESPONSES BELOW)**

Resident issues/no tourist issues	14 %
Infrastructure/roads	
Housing	
Answer phones/communicate	9%
Parking	7%
Development/growth	7%
Services	
Public safety	3%
Budget/fiscal planning	3 %
Enhance pedestrian and bike paths/sidewalks	2%
Lower cost of living	2%
Homeless	2%
Water/sewer/garbage	2%
Wages/benefits/hiring/jobs	
Utility cost	
Shopping centers	1%
Traffic	
Support local business	1%
Programs for kids	1%
Education	1%
Parks	1%
Train staff	1%
Limit wine tasting rooms	1 %
Lower taxes	0%
Transparency	0%
Less regulation	0%
Education about tax	0%
Green energy	0%
Transportation	0%
Bilingual customer service	
Other	3%
Don't know	
Nothing	5%
Refused	9%

19. Next, I'm going to read you a list of sources from which people get information about Healdsburg's City government. For each, I'd like you to tell me how often you use it to get information about Healdsburg's City government: frequently, occasionally, rarely, or never. (RANDOMIZE)

(SPLI	T SAMPLE A ONLY)	FREQ	<u>OCCAS</u>	RARELY	<u>NEVER</u>	DK/NA	FREQ/ OCCAS
[]a.	Television news	13 %	17%	23 %	45%	2%	30%
[]b.	The City of Healdsburg website	19%	33%	24 %	22%	1 %	53%
[]c.	Healdsburg City Council meetings	11%	20%	24%	43 %	2%	31%
[]d.	Social networking sites, including Facebook,						
	NextDoor, and Instagram	39%	23%	12%	24%	2%	62%
[]e.	The Press Democrat newspaper	33%	33%	15%	17%	1%	67%
(SPLI	T SAMPLE B ONLY)						
[]f.	The Healdsburg Tribune newspaper	32 %	23%	15%	29%	0%	55%
[]g.	A friend or fellow co-worker	27%	33%	24%	15%	1 %	60%
[]h.	City employees	10%	19%	34%	35%	1 %	29%
[]i.	Radio programs						23%
[]j.	Internet websites, including blogs						59%
[]k.	Your church or place of worship	4%	11%	7%	71%	6%	16%

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

(RESUME ASKING ALL RESPONDENTS)

20. About how long have you lived in Healdsburg? (**READ LIST**)

Two years or less6%
Three to four years9%
Five to six years6%
Seven to ten years9%
11 to 20 years 25%
21 to 40 years 34%
41 years or more 11%
(DON'T READ) Don't know/Refused 1%

21. Do you have children? (**IF YES, ASK:** Are any of them under the age of 19 and living at home?)

(DON'T READ) DK/NA/Refused2%
No, no children 45 %
Yes, no children under 19 at home 23%
Yes, children under 19 at home 30%

22.	What was the last level of school you	completed?		
		Grades 1-8	2%	
		Grades 9-11	2%	
		High school graduate (12)	20%	
		Some college		
		Business/vocational school	8%	
		College graduate (4)	24 %	
		Post-graduate work/professional		
		school	17%	
		(DON'T READ) DK/Refused	4%	
23.	Do you own or rent your home?			
		Own	54 %	
		Rent	38%	
		(DON'T READ) DK/NA/Refused	7%	
(ASK	Q24 IF CODE 1 IN Q23)			
24.	Is your home in Healdsburg your primary residence?			
		Yes	100%	
		No	0%	
		(DON'T READ) DK/NA/Refused	0%	
(RES	UME ASKING ALL RESPONDENT	S)		
25.		urg? (IF YES, ASK: With which political party a	re you registered	
	Ι	Democratic Party	50%	
	F	Republican Party	12%	
	A	Another party	3%	
	F	Registered as having no party preference	17%	
		Not registered to vote		
		DON'T READ) DK/NA/Refused		
26.	I don't need to know the exact amount	t, but I'm going to read you some categories for ho	ousehold income.	

I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2017?

\$30,000 and under 11%
\$30,001 - \$60,000 14%
\$60,001 - \$75,000 13 %
\$75,001 - \$100,000 11%
\$100,001 - \$150,000 13%
\$150,001 - \$200,0009%
More than \$200,000 11%
(DON'T READ) Refused 17%

THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS

Gender by observation:	Male	48%
·	Female	52%
LANGUAGE OF INTERVIEW:	English	96%
	Spanish	4%
MODE:	Phone	27%
	Online-Email Invite	68%
	Online-Postacard Invite	4%
SPLIT:	A	50%
	B	50%
FOR MATCHED VOTERS N=506		5. 4.07
Party:	Democrat	
	Republican	
	No Party Preference	
	Other party	6%
<u>FLAGS</u>	PERMANENT ABSENTEE	
P10 43 %	Yes	73 %
G10 54%	No	27 %
P12 36%		
G12 65%	HOUSEHOLD PARTY TYPE	
P14 42%	D1	
G14 56%	D2+	/ -
P16 64%	R1	- / -
G16 90%	R2+	0 70
BLANK7%	I1+	24%
	Mixed	-