GODBE RESEARCH
Gain Insight

City of Menlo Park:
2017 City Satisfaction Survey

January 16, 2018

Overview and Research Objectives

The City of Menlo Park commissioned Godbe Research to conduct a survey of its residents to gauge community satisfaction and priorities, with the following research objectives:

➢ Track against 2015 baseline data survey results;

➢ Gauge the overall quality of life in Menlo Park;

➢ Identify the resident satisfaction with various City issues and services such as, the Downtown area, parks and recreation, public libraries, public safety, and public works;

➢ Assess potential voter support for a bond measure or an utility users tax rate increase to replace the aging Menlo Park and Belle Haven library system with 21st century libraries that meet earthquake and fire codes with funding that cannot be taken by the State;

➢ Prioritize projects and programs to be funded with the proceeds;

➢ Determine the impact and preferred sources of City communications; and,

➢ Identify any differences due to demographic characteristics.

Methodology Overview

➢ Data Collection   Landline (90), cell phone (50), text to online (419), and email to online (249) interviewing

➢ Universe   24,916 adults ages 18 and older in the City of Menlo Park, with a subsample of those likely to vote in the November 2020 election (16,150)

➢ Fielding Dates   November 29 through December 5, 2017

➢ Interview Length   22 minutes

➢ Sample Size   808 Adult residents ages 18+
710 Likely November 2020 voters

➢ Margin of Error   ± 3.39% Adult residents ages 18+
± 3.60% Likely November 2020 voters

Note: The data have been weighted by respondent age and ethnicity to reflect the actual population characteristics of the adult residents and likely November 2020 voters in the City of Menlo Park (Based on 2016 ACS (American Community Survey).
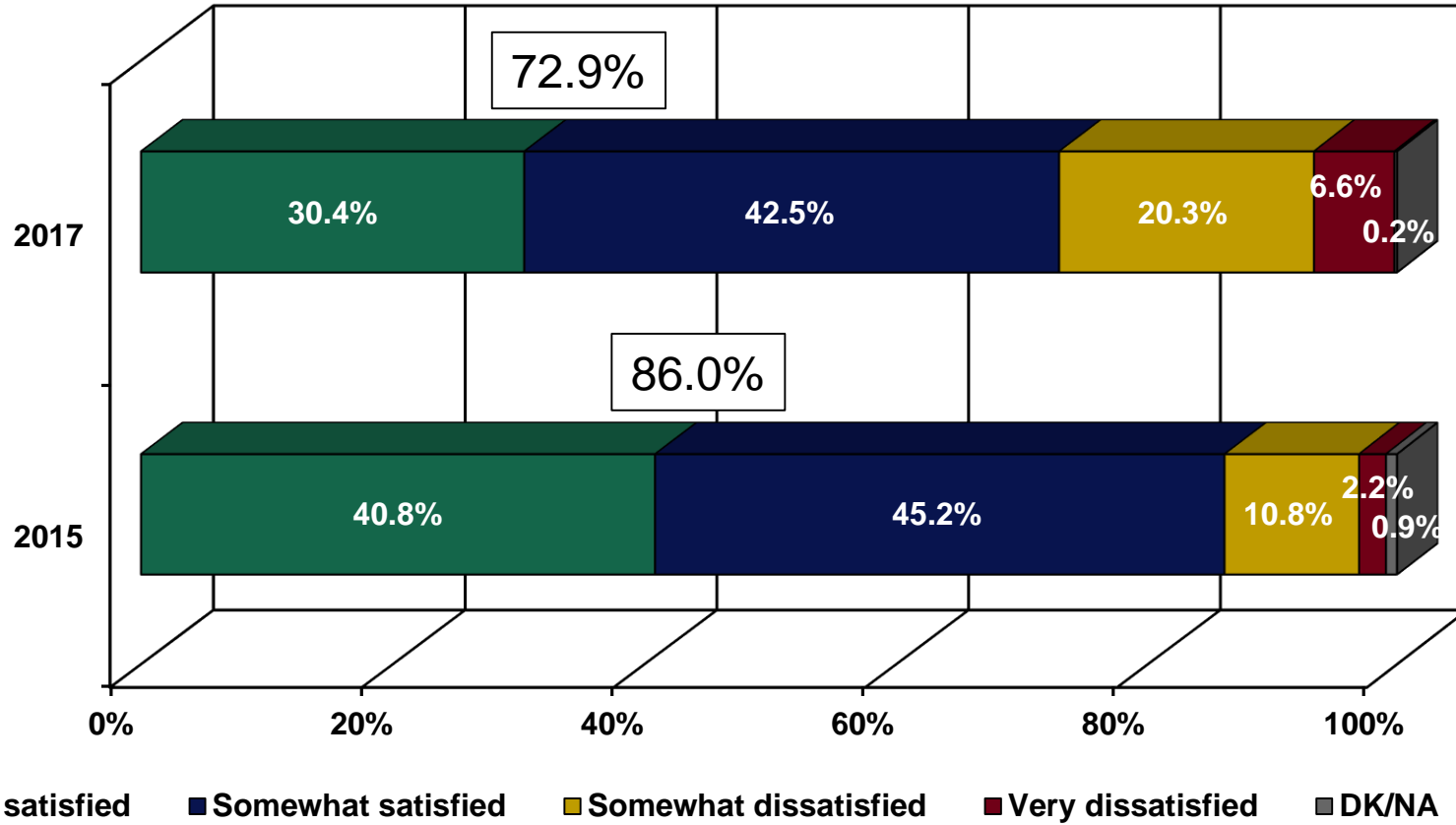
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Key Findings

Q1. Satisfaction With Overall Quality of Life in Menlo Park
Adults 18+

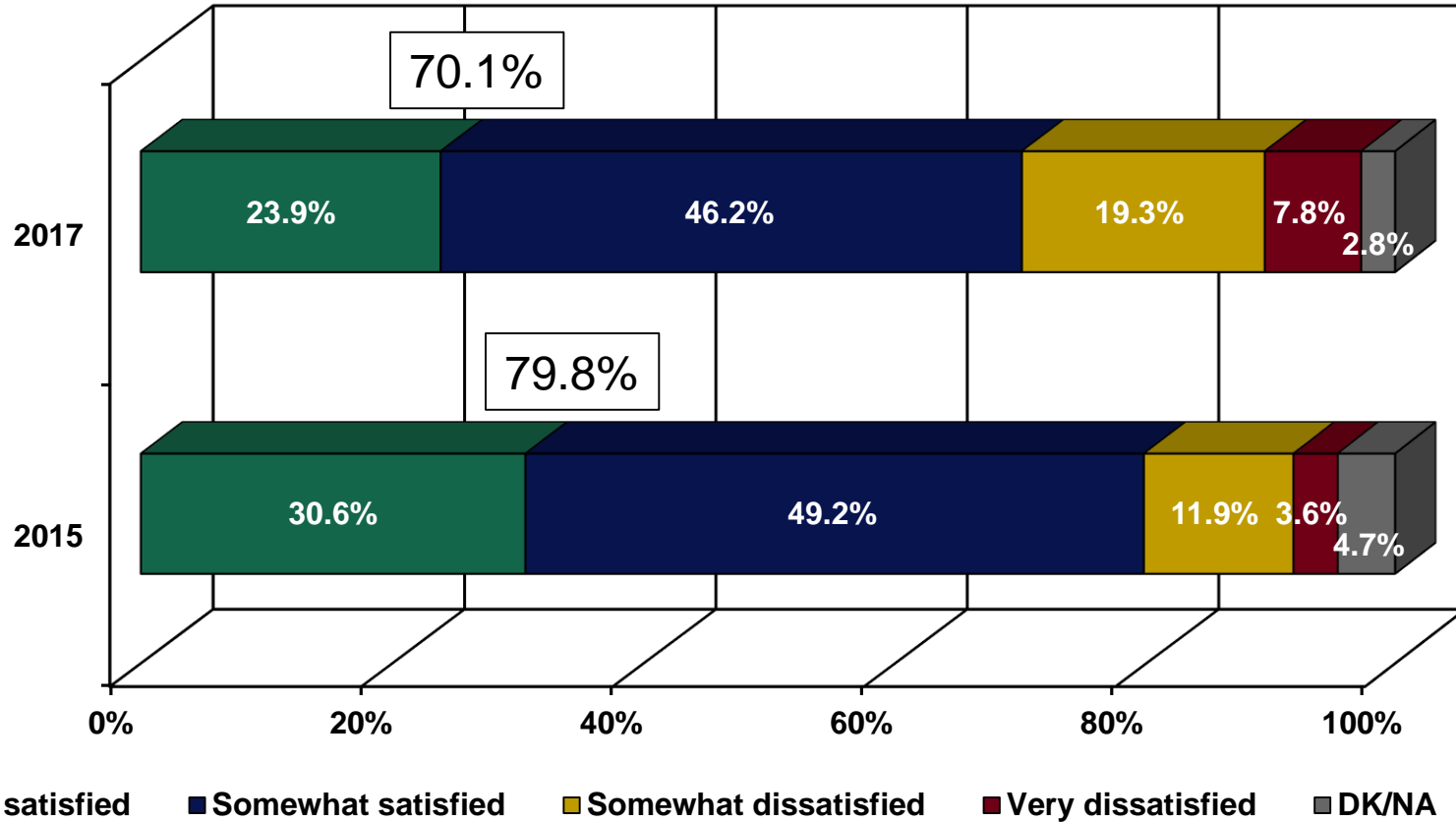|	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/NA
2017 (72.9%)	30.4%	42.5%	20.3%	6.6%	0.2%
2015 (86.0%)	40.8%	45.2%	10.8%	2.2%	0.9%

2017
Total Satisfied = 72.9%
Total Dissatisfied = 26.8%
Ratio Sat to Dissat = 2.7 to 1

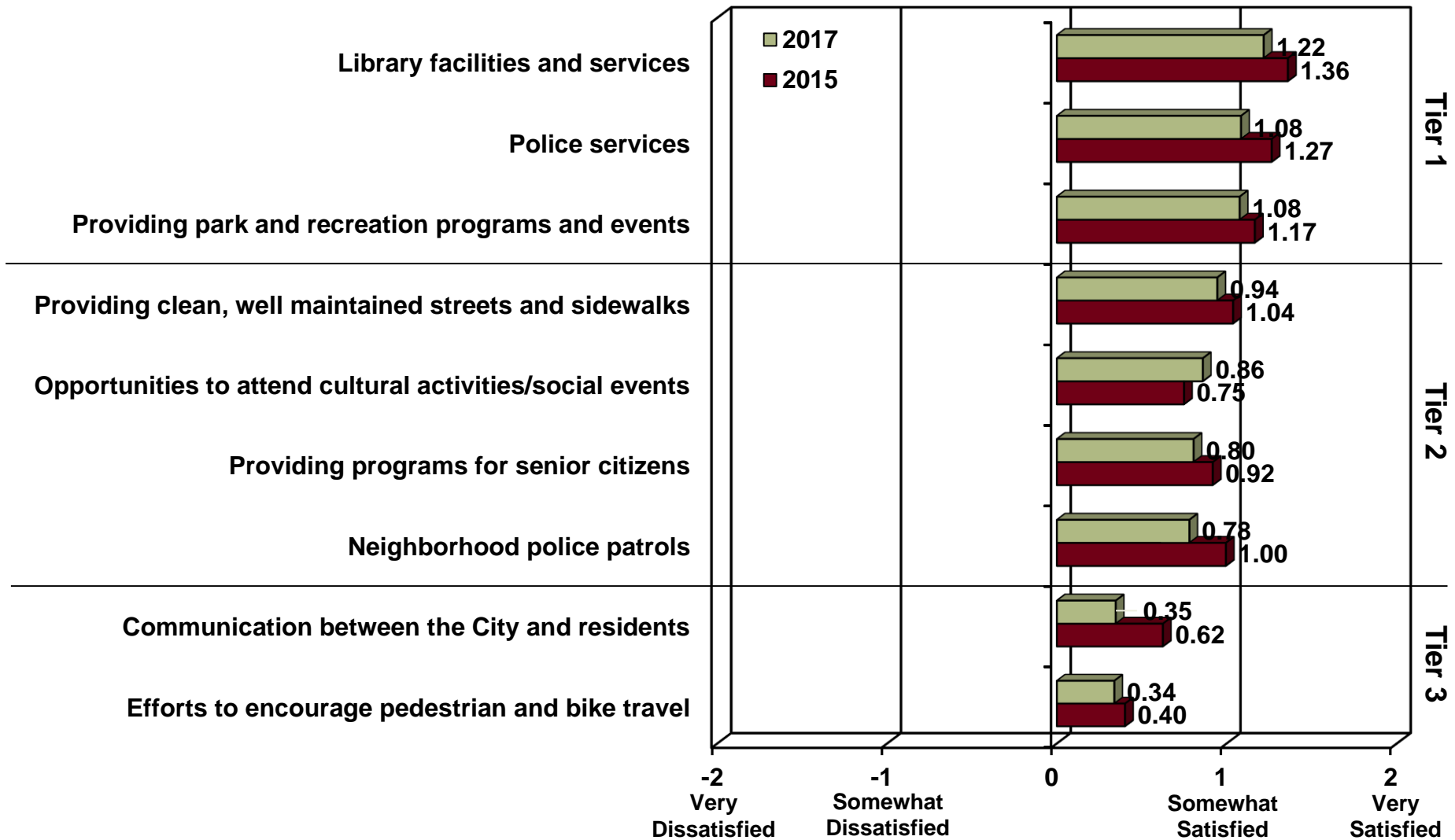# Q2. Satisfaction with Job the City is Doing to Provide Services
Adults 18+

Year	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/NA	Total Satisfied
2017	23.9%	46.2%	19.3%	7.8%	2.8%	70.1%
2015	30.6%	49.2%	11.9%	3.6%	4.7%	79.8%

Legend: ■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied ■ DK/NA

2017
Total Satisfied = 70.1%
Total Dissatisfied = 27.1%
Ratio Sat to Dissat = 2.6 to 1

Q3. Satisfaction with City Services
Adults 18+

Legend: ■ 2017 ■ 2015

Tier 1
- Library facilities and services: 2017 = 1.22, 2015 = 1.36
- Police services: 2017 = 1.08, 2015 = 1.27
- Providing park and recreation programs and events: 2017 = 1.08, 2015 = 1.17

Tier 2
- Providing clean, well maintained streets and sidewalks: 2017 = 0.94, 2015 = 1.04
- Opportunities to attend cultural activities/social events: 2017 = 0.86, 2015 = 0.75
- Providing programs for senior citizens: 2017 = 0.80, 2015 = 0.92
- Neighborhood police patrols: 2017 = 0.78, 2015 = 1.00

Tier 3
- Communication between the City and residents: 2017 = 0.35, 2015 = 0.62
- Efforts to encourage pedestrian and bike travel: 2017 = 0.34, 2015 = 0.40

Axis: -2 Very Dissatisfied | -1 Somewhat Dissatisfied | 0 | 1 Somewhat Satisfied | 2 Very Satisfied
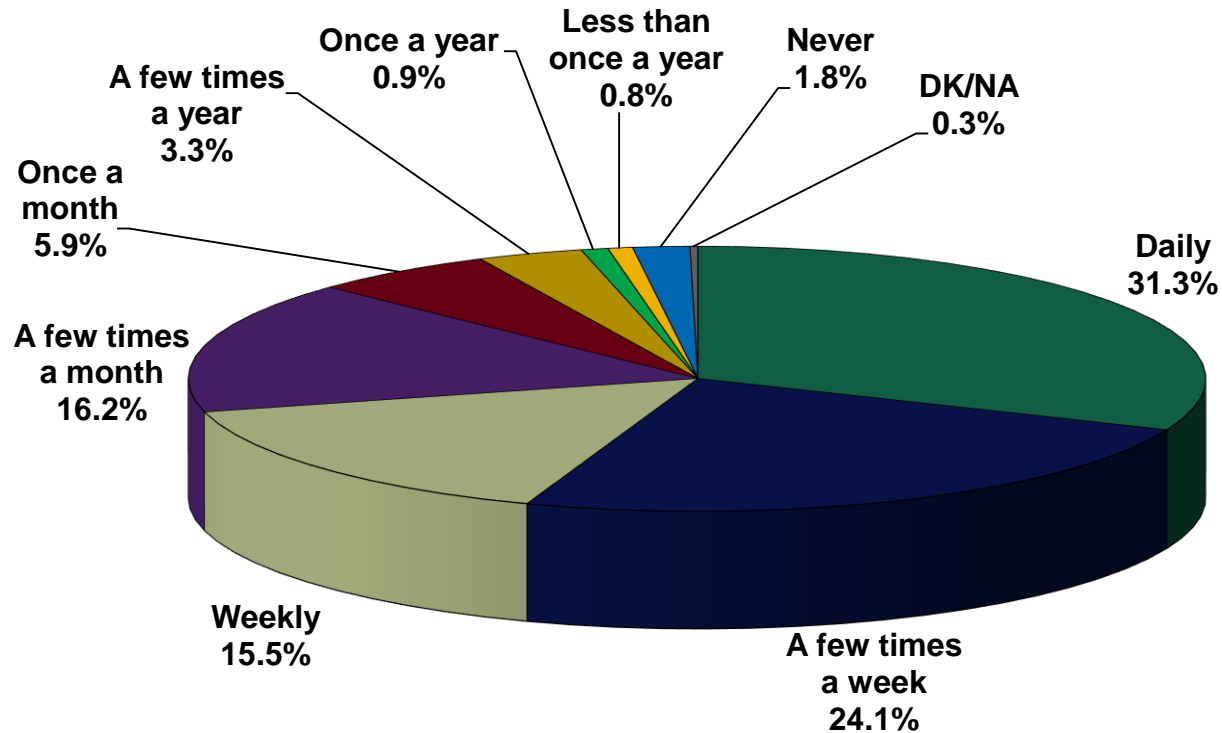
Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Land use, planning and zoning — 2017: -0.33, 2015: 0.01 (Tier 4)

Neighborhood traffic flow — 2017: -0.76, 2015: -0.05 (Tier 5)

Traffic flow on major streets during commute hours — 2017: -1.29, 2015: -0.88 (Tier 6)

Police 911 emergency response — 1.50

Emergency preparedness — 1.03

Information & pgms to conserve H2O at home or bs — 0.90

Attracting people to downtown area for events — 0.52

Legend:
- 2017
- 2015

Axis:
- -2 Very Dissatisfied
- -1 Somewhat Dissatisfied
- 0
- 1 Somewhat Satisfied
- 2 Very Satisfied

Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.
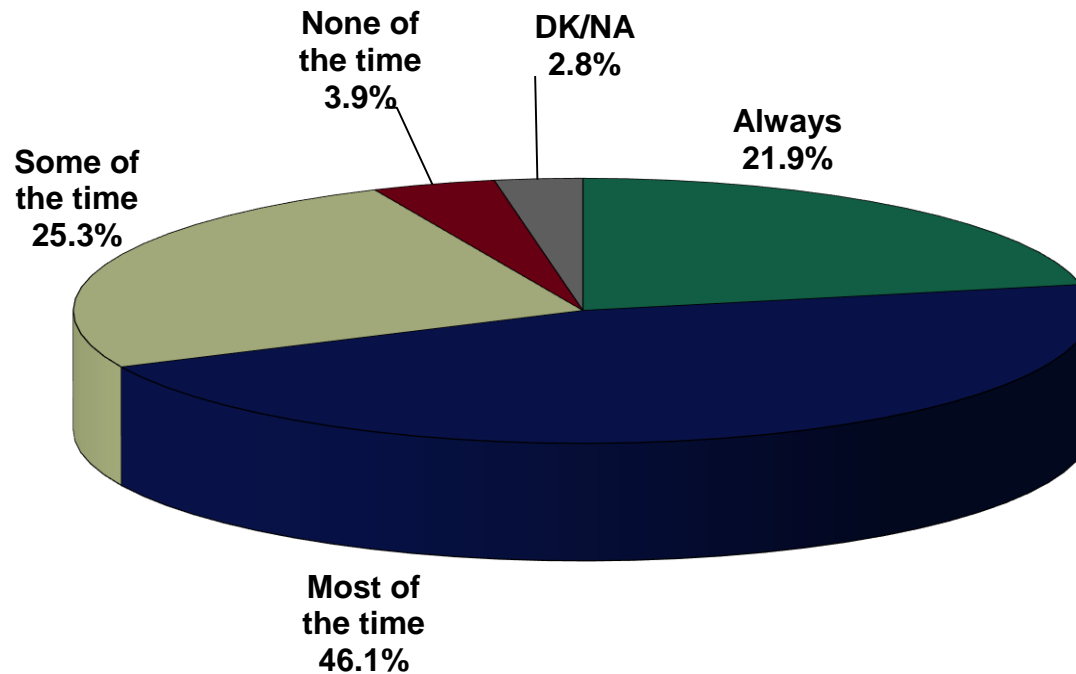
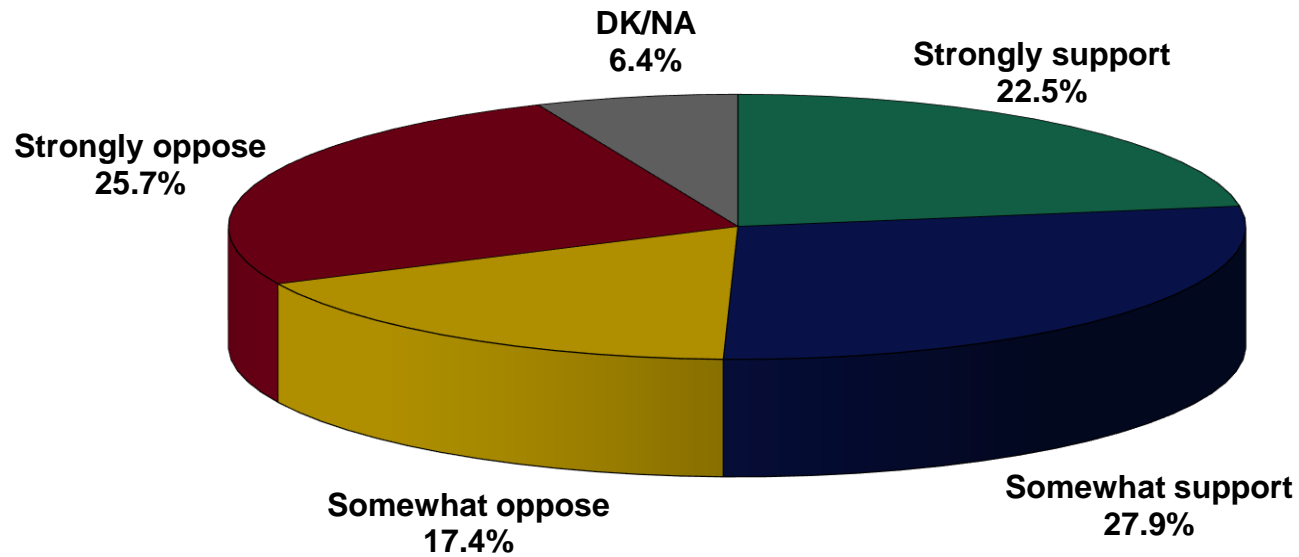# Q4. Frequency of Visiting Downtown Menlo Park
Adults 18+

Pie chart: Frequency of Visiting Downtown Menlo Park

- A few times a year 3.3%
- Once a year 0.9%
- Less than once a year 0.8%
- Never 1.8%
- DK/NA 0.3%
- Once a month 5.9%
- A few times a month 16.2%
- Daily 31.3%
- Weekly 15.5%
- A few times a week 24.1%

Q5. Able to Find Parking Downtown in Reasonable Amount of Time
Adults 18+

None of the time 3.9%

DK/NA 2.8%

Some of the time 25.3%

Always 21.9%

Most of the time 46.1%

DK/NA
6.4%

Strongly support
22.5%

Strongly oppose
25.7%

Somewhat support
27.9%

Somewhat oppose
17.4%

Support = 50.5%
Oppose = 43.1%

DK/NA
6.4%

Strongly support
31.4%

Strongly oppose
17.6%

Somewhat oppose
16.1%

Somewhat support
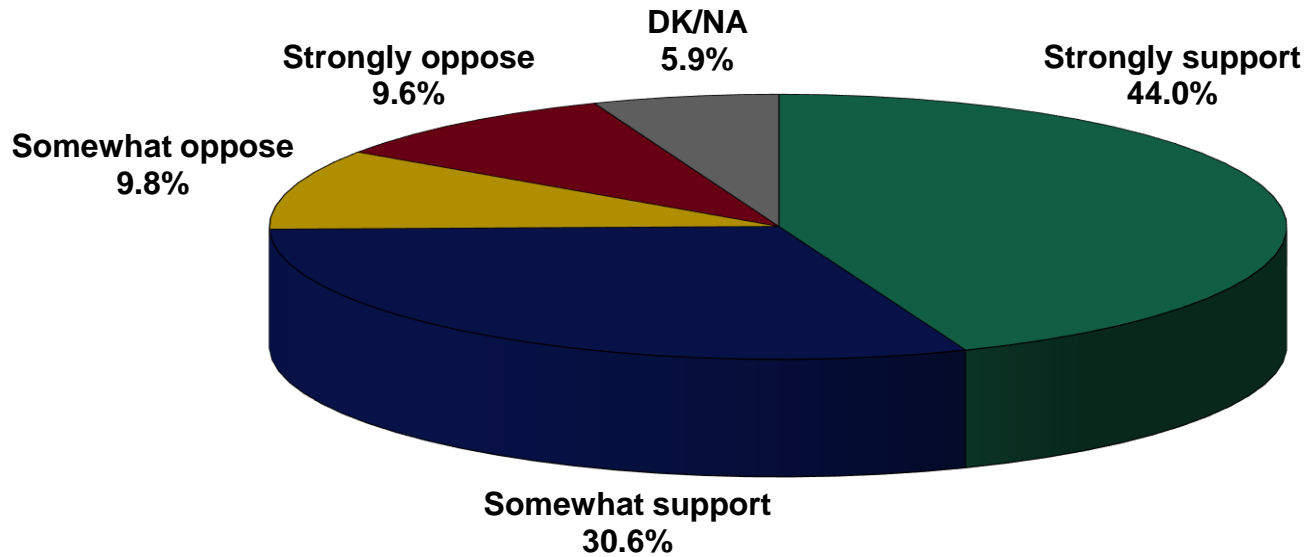28.4%

Support = 59.8%
Oppose = 33.8%

Q8. Support for Alternative 3-Story, Multi-use Parking Structure
Adults 18+

Strongly oppose
9.6%

DK/NA
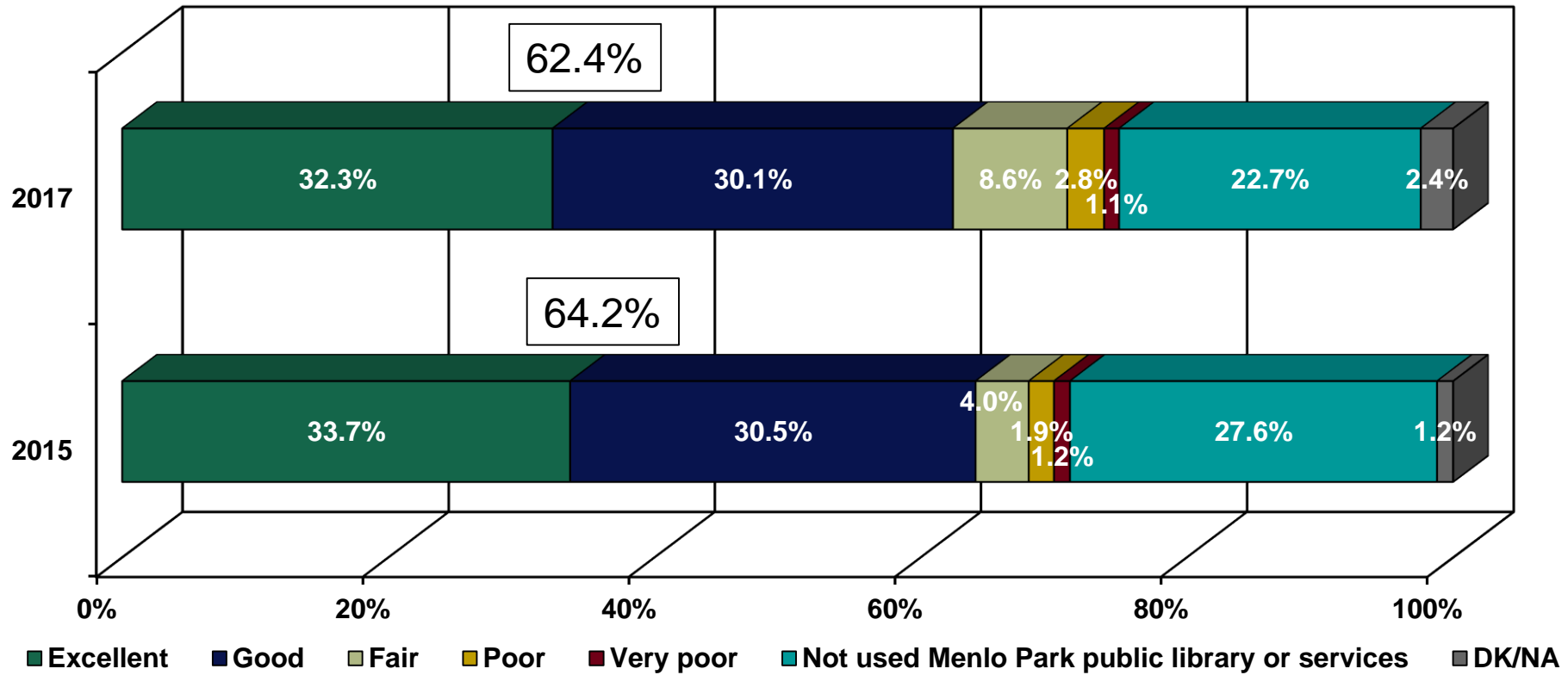5.9%

Strongly support
44.0%

Somewhat oppose
9.8%

Somewhat support
30.6%

Support = 74.7%
Oppose = 19.4%

Q9. Satisfaction with Parks and Recreation
Adults 18+
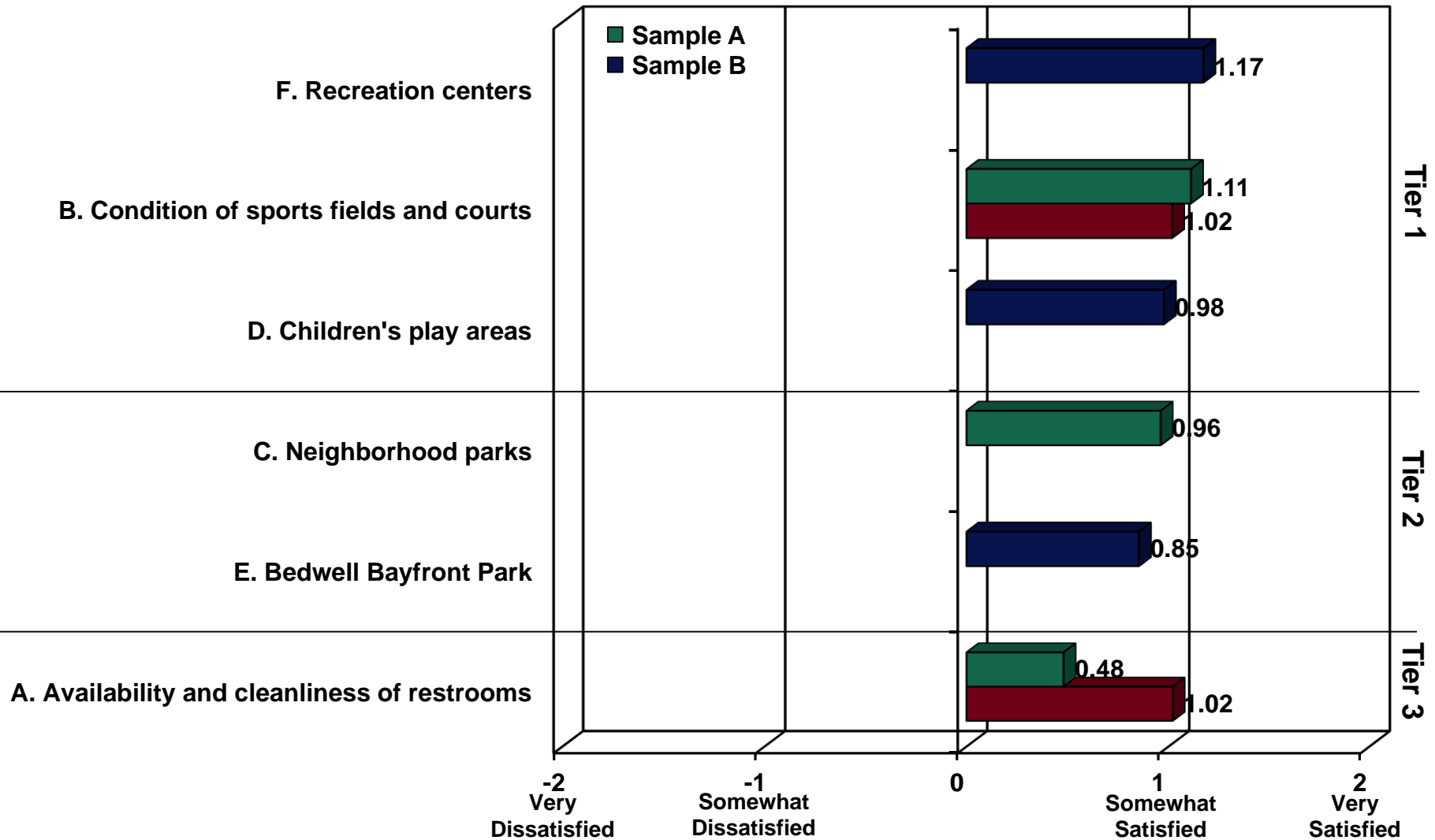
Legend:
- Sample A (green)
- Sample B (blue)

Tier 1
- F. Recreation centers: Sample B = 1.17
- B. Condition of sports fields and courts: Sample A = 1.11, Sample (red) = 1.02
- D. Children's play areas: Sample B = 0.98

Tier 2
- C. Neighborhood parks: Sample A = 0.96
- E. Bedwell Bayfront Park: Sample B = 0.85

Tier 3
- A. Availability and cleanliness of restrooms: Sample A = 0.48, Sample (red) = 1.02

Scale:
-2 Very Dissatisfied | -1 Somewhat Dissatisfied | 0 | 1 Somewhat Satisfied | 2 Very Satisfied

Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Q10. Used Menlo Park Public Libraries or Services in Past 12 Months
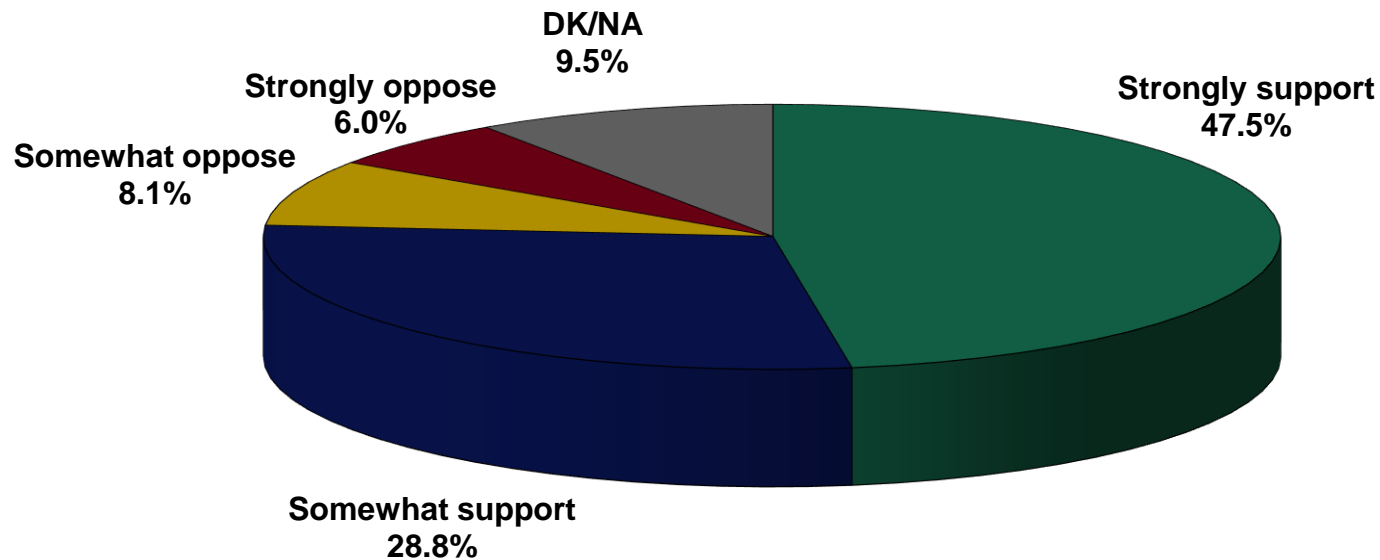## Adults 18+

62.4%

2017

Excellent	Good	Fair	Poor	Very poor	Not used	DK/NA
32.3%	30.1%	8.6%	2.8% / 1.1%		22.7%	2.4%

64.2%

2015

Excellent	Good	Fair	Poor	Very poor	Not used	DK/NA
33.7%	30.5%	4.0%	1.9% / 1.2%		27.6%	1.2%

0% 20% 40% 60% 80% 100%

■ Excellent ■ Good ■ Fair ■ Poor ■ Very poor ■ Not used Menlo Park public library or services ■ DK/NA

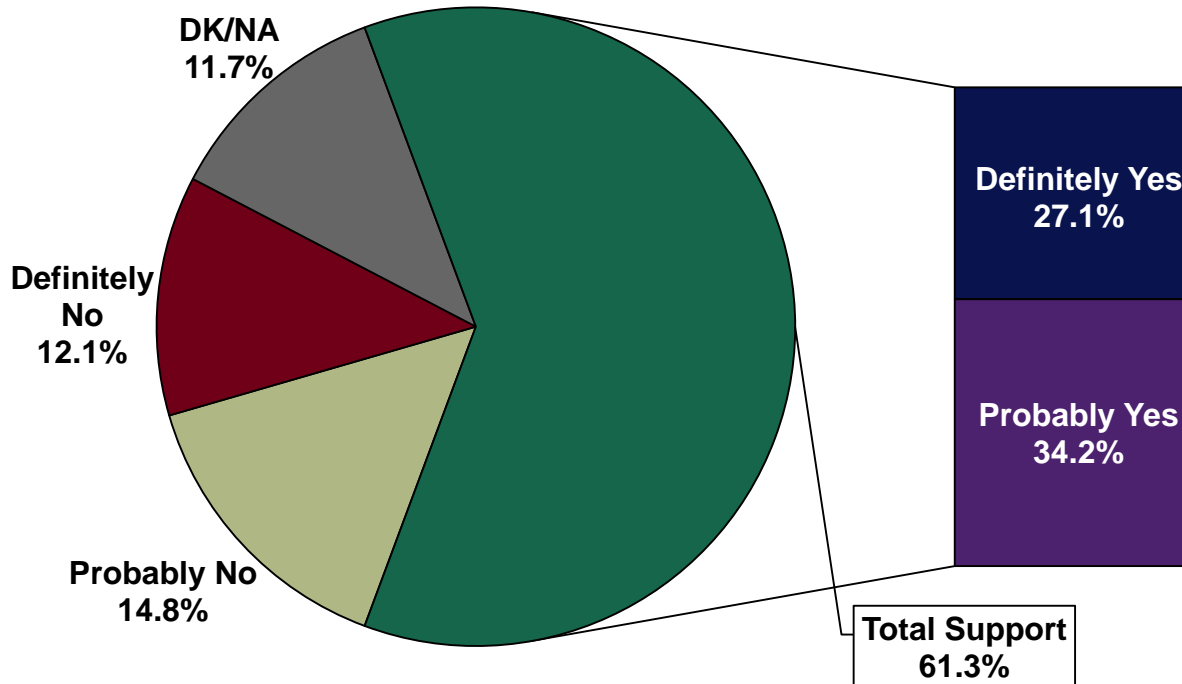| Users Only	
2015	**2017**
Ex = 46.5%	Ex = 42.1%
Good = 42.1%	Good = 39.0%
Fair = 5.5%	Fair = 10.4%
Poor = 2.6%	Poor = 4.0%
Very Poor = 1.7%	Very Poor = 1.5%
Not sure = 1.7%	Not sure = 3.1%

Q11. Support for Improving the Library System
Adults 18+

DK/NA
9.5%

Strongly oppose
6.0%

Somewhat oppose
8.1%

Strongly support
47.5%

Somewhat support
28.8%

Support = 76.4%
Oppose = 14.1%

Q12. Support for Bond Measure
Split Sample C (n=365)

DK/NA 11.7%

Definitely No 12.1%

Probably No 14.8%

Definitely Yes 27.1%

Probably Yes 34.2%

Total Support 61.3%

To replace the aging Menlo Park and Belle Haven library system with 21st century libraries that meet earthquake and fire codes with space for:

- **children's books and story times;**

- **homework centers;**

- **computer workstations for software training;**

- **up-to-date book and resource collections;**

- **quiet reading; and**

- **improved senior and disabled access;**

shall Menlo Park issue $50 million dollars in bonds at legal rates for 30 years, as the Voter Guide describes, requiring independent citizen oversight, and all funds for Menlo Park libraries?

Q13. Support for Utility Users Tax
Split Sample D (n=345)

DK/NA
7.6%

Strongly
oppose
31.2%

Somewhat
oppose
7.8%

Strongly
support
28.9%

Somewhat
support
24.5%

Total Support
53.4%
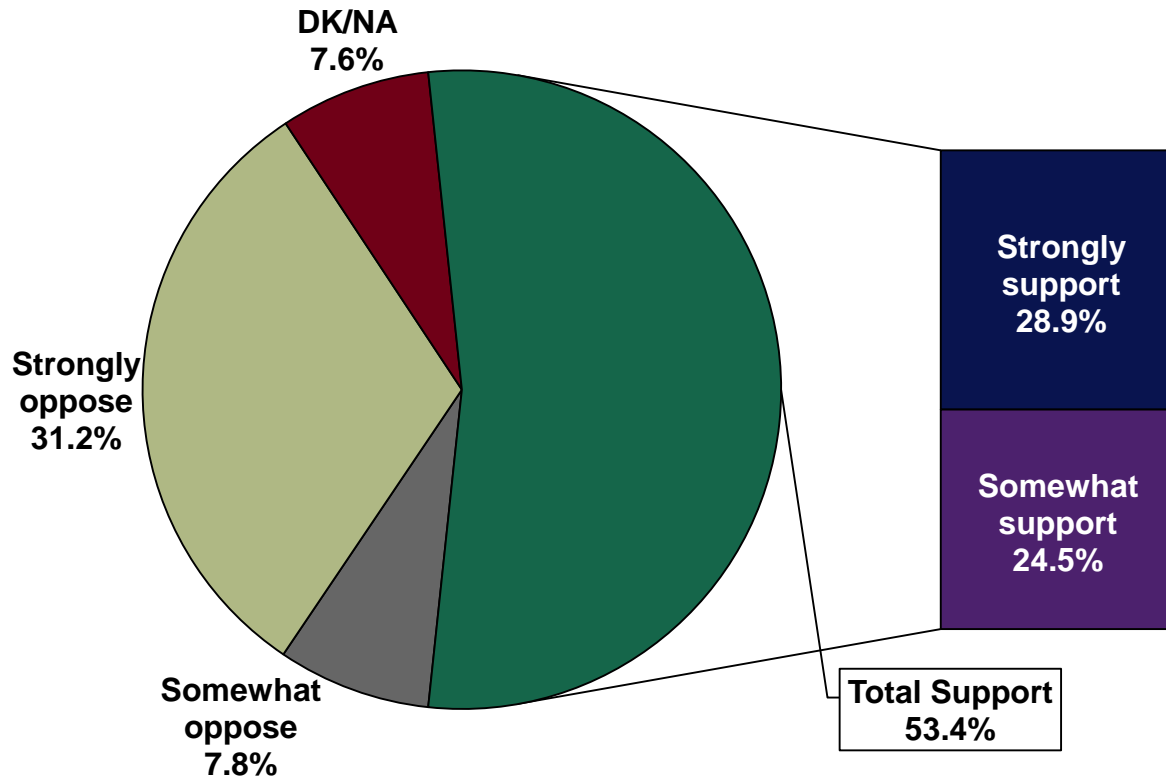
In order to replace the aging Menlo Park and Belle Haven library system with 21st century libraries that meet earthquake and fire codes with space for:

- children's books and story times;

- homework centers;

- computer workstations for software training;

- up-to-date book and resource collections;

- quiet reading; and

- improved senior and disabled access;

would you support or oppose the city council increasing the current utility users tax rate to the 2006 voter approved 3.5 percent?

A. Two-thirds of the cost of the new main library would be paid for by a private donation, meaning the city taxpayers would only need to pay for one-third of the cost — 1.13 — 78.0%

**J. The new Belle Haven Branch Library would continue to work closely with local schools** — 1.12

C. Updated libraries would provide children's areas with space for children's story times, parent/child reading space, and children's book collections — 1.06

G. Updated libraries would be built to modern standards and for life-long learning — 1.05

B. Updated libraries would include a new Belle Haven Branch Library — 1.01

E. Updated Belle Haven Branch Library would provide more space for reference materials, books, audio-visual materials, and periodicals — 0.98

L. Updated libraries would include creative or collaborative space for youth and students — 0.93 — 70.7%
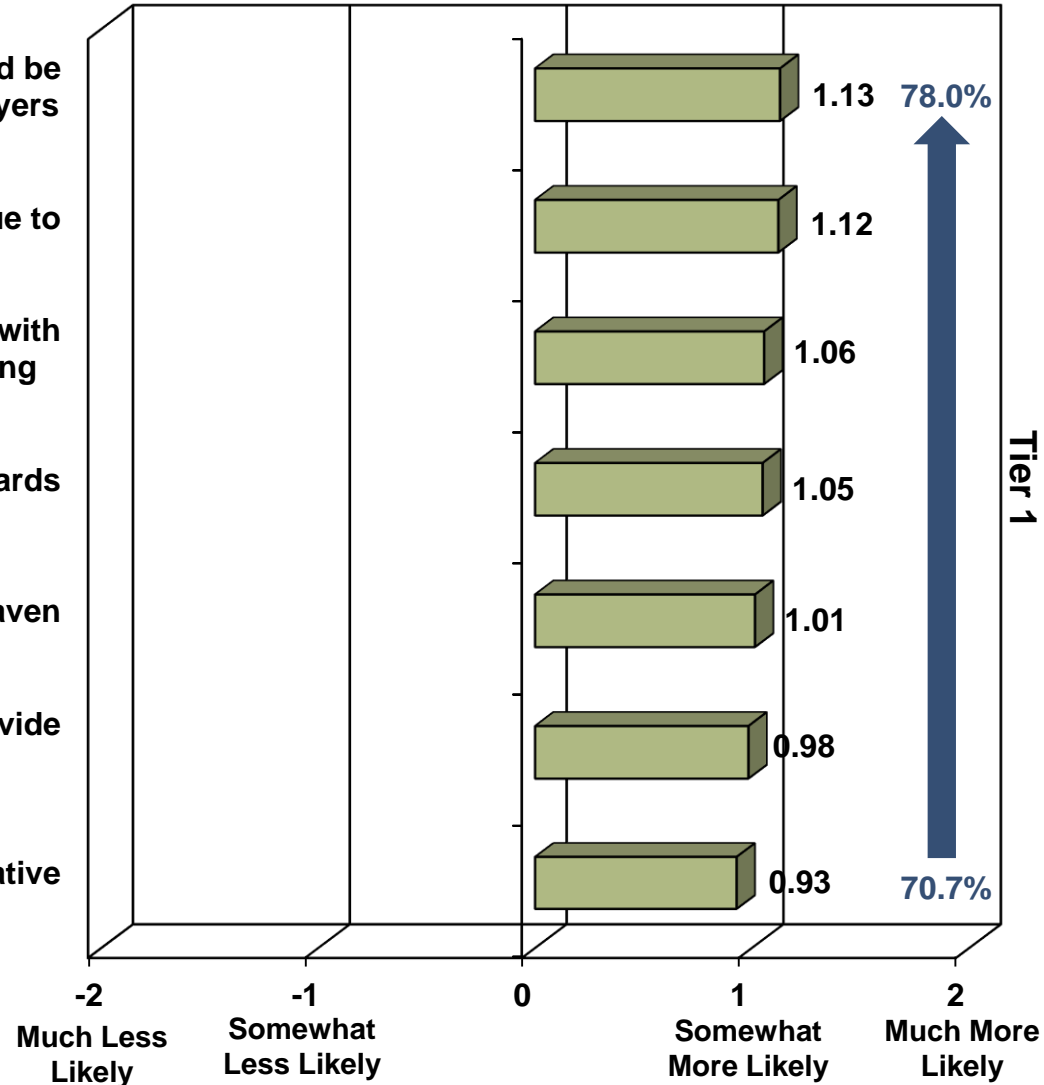
Tier 1

-2	-1	0	1	2
Much Less Likely	**Somewhat Less Likely**		**Somewhat More Likely**	**Much More Likely**

Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

M. The updated libraries would provide space for homework centers with computer workstations for students — 0.91

I. Updated libraries would provide space for life-long learning activities and rooms for private study or collaborative space — 0.89

H. Updated libraries would provide adequate public seating for quiet reading — 0.86

D. Updated libraries would provide space for computer work stations for individual use and software training — 0.82

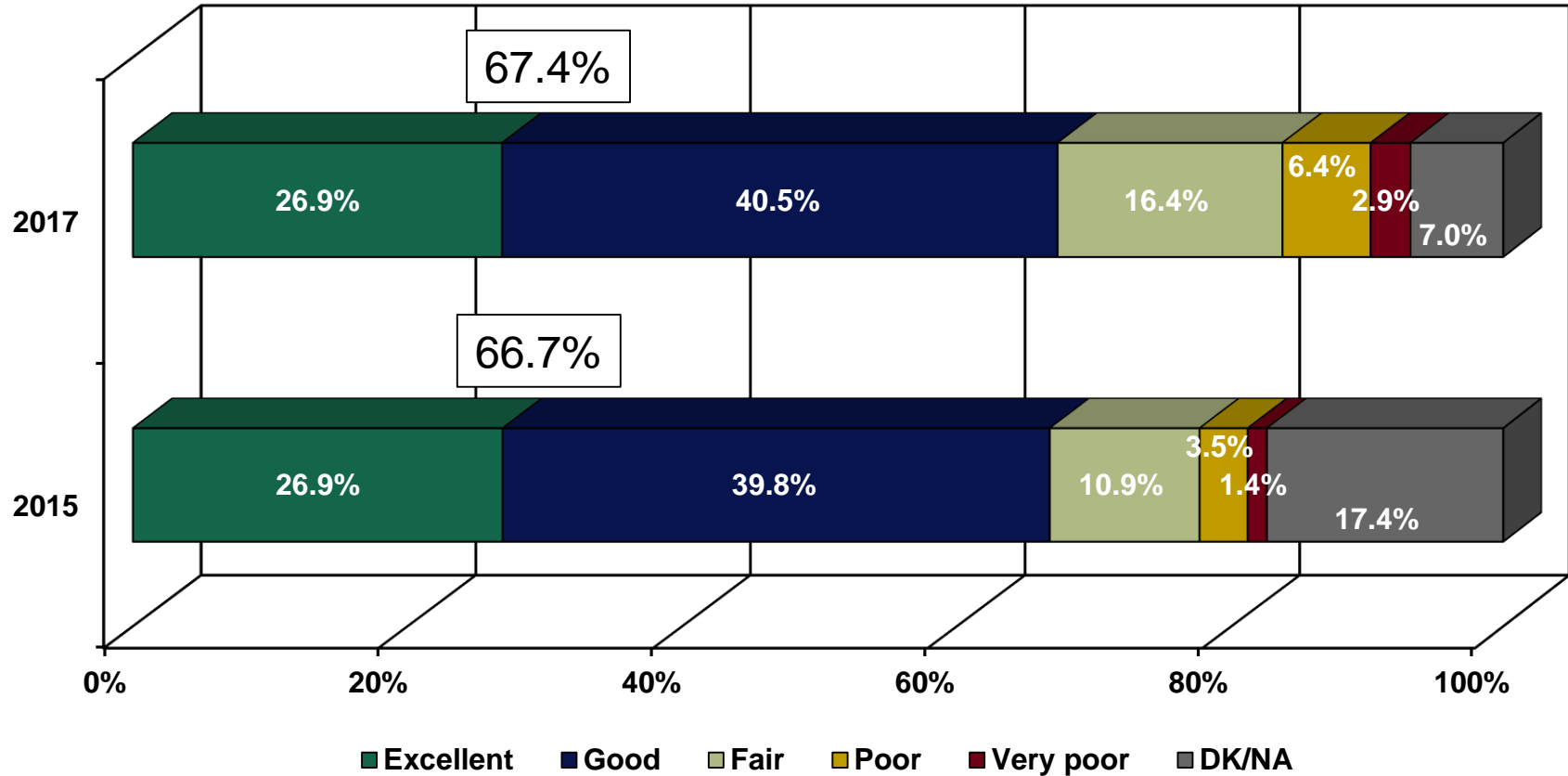**F. Updated libraries would provide space for quiet reading** — 0.81

K. The Main Library could be rebuilt as a mixed-use facility including a new library, affordable housing and civic uses — 0.22
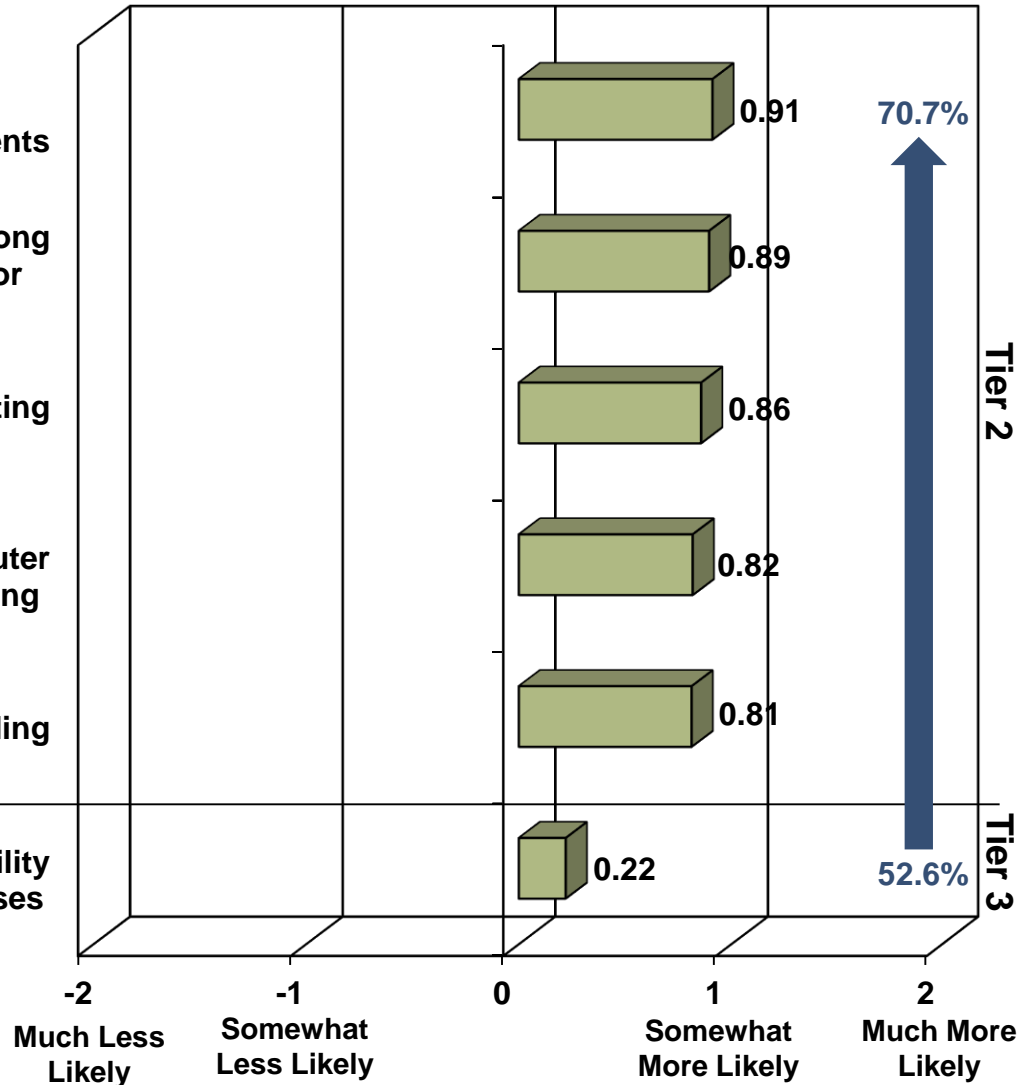
Tier 2 — 70.7%

Tier 3 — 52.6%

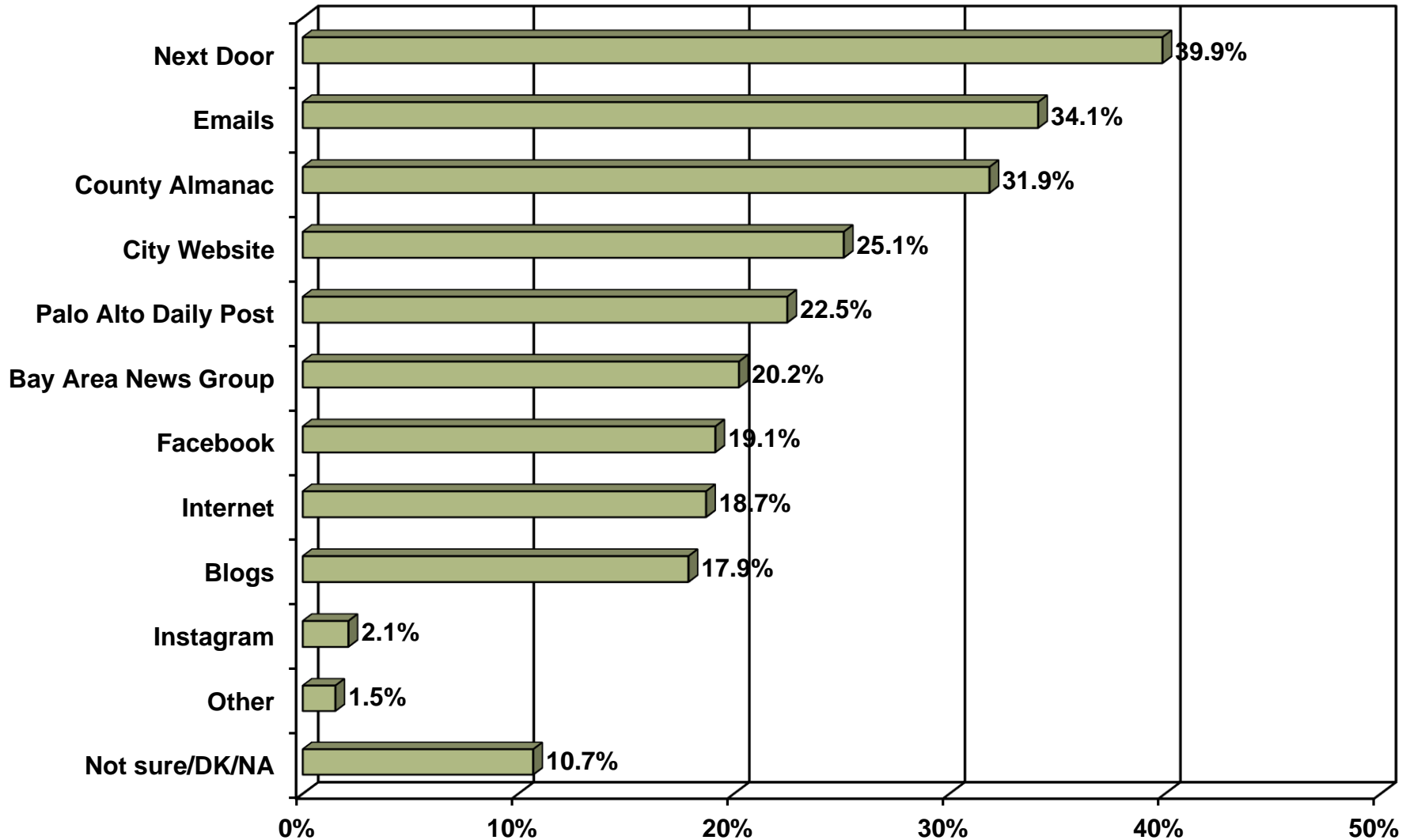| -2 Much Less Likely	-1 Somewhat Less Likely	0	1 Somewhat More Likely	2 Much More Likely

Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q15. Opinion on Effectiveness of Police Dept. Addressing Neighborhood Concerns
Adults 18+

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2017 — 67.4%

Excellent	Good	Fair	Poor	Very poor	DK/NA
26.9%	40.5%	16.4%	6.4%	2.9%	7.0%

2015 — 66.7%

Excellent	Good	Fair	Poor	Very poor	DK/NA
26.9%	39.8%	10.9%	3.5%	1.4%	17.4%

Legend: ■ Excellent ■ Good ■ Fair ■ Poor ■ Very poor ■ DK/NA

Q16. Preferred Online Sources for Community News and Info
Adults 18+

Source	Percentage
Next Door	39.9%
Emails	34.1%
County Almanac	31.9%
City Website	25.1%
Palo Alto Daily Post	22.5%
Bay Area News Group	20.2%
Facebook	19.1%
Internet	18.7%
Blogs	17.9%
Instagram	2.1%
Other	1.5%
Not sure/DK/NA	10.7%

Palo Alto Daily Post — 40.6%

County Almanac — 36.5%

San Jose Mercury — 14.6%

San Francisco Chronicle — 11.1%

San Mateo Daily Journal — 6.6%

Other — 6.5%

Not sure/DK/NA — 25.0%

0%   10%   20%   30%   40%   50%
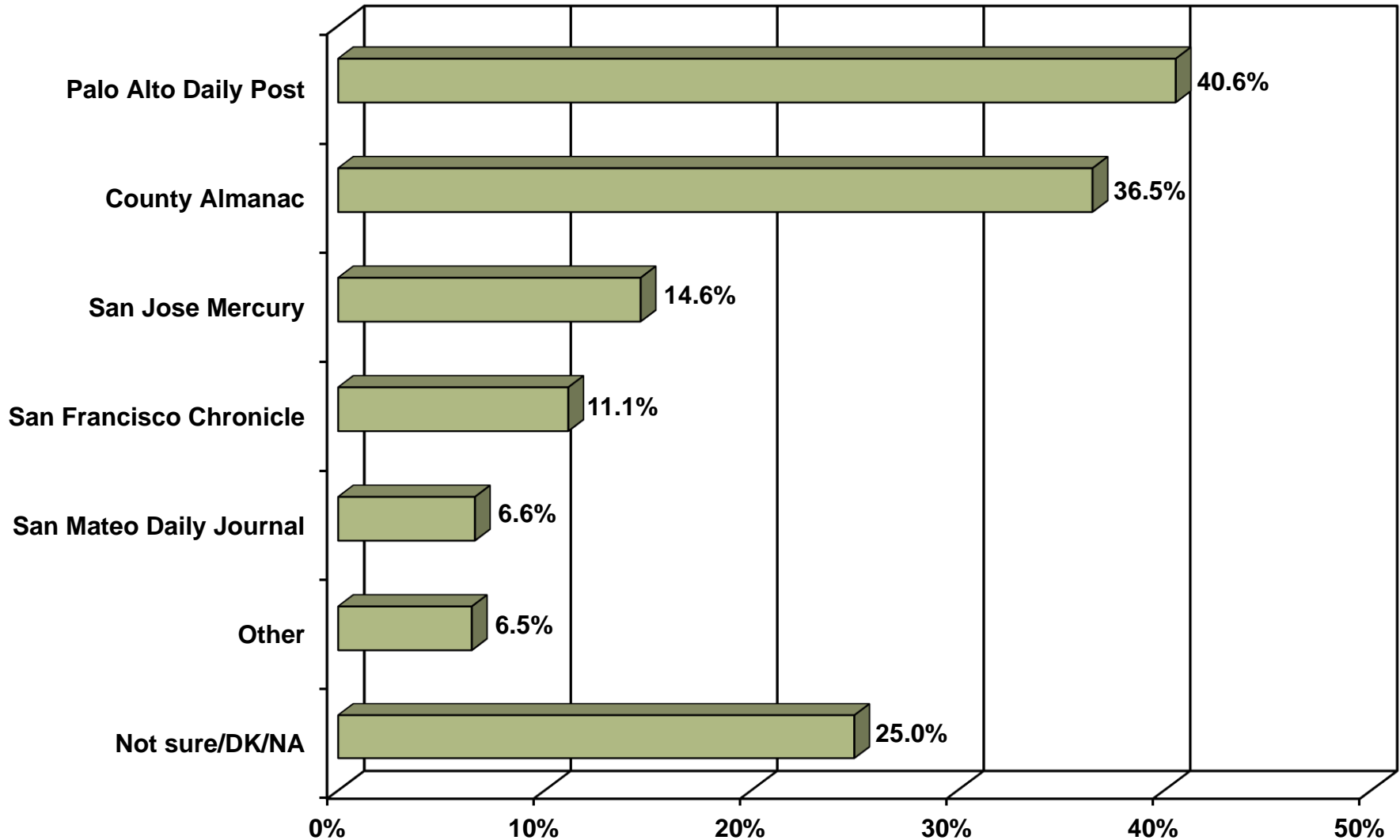
Q18. Satisfaction With City Communications
Adults 18+
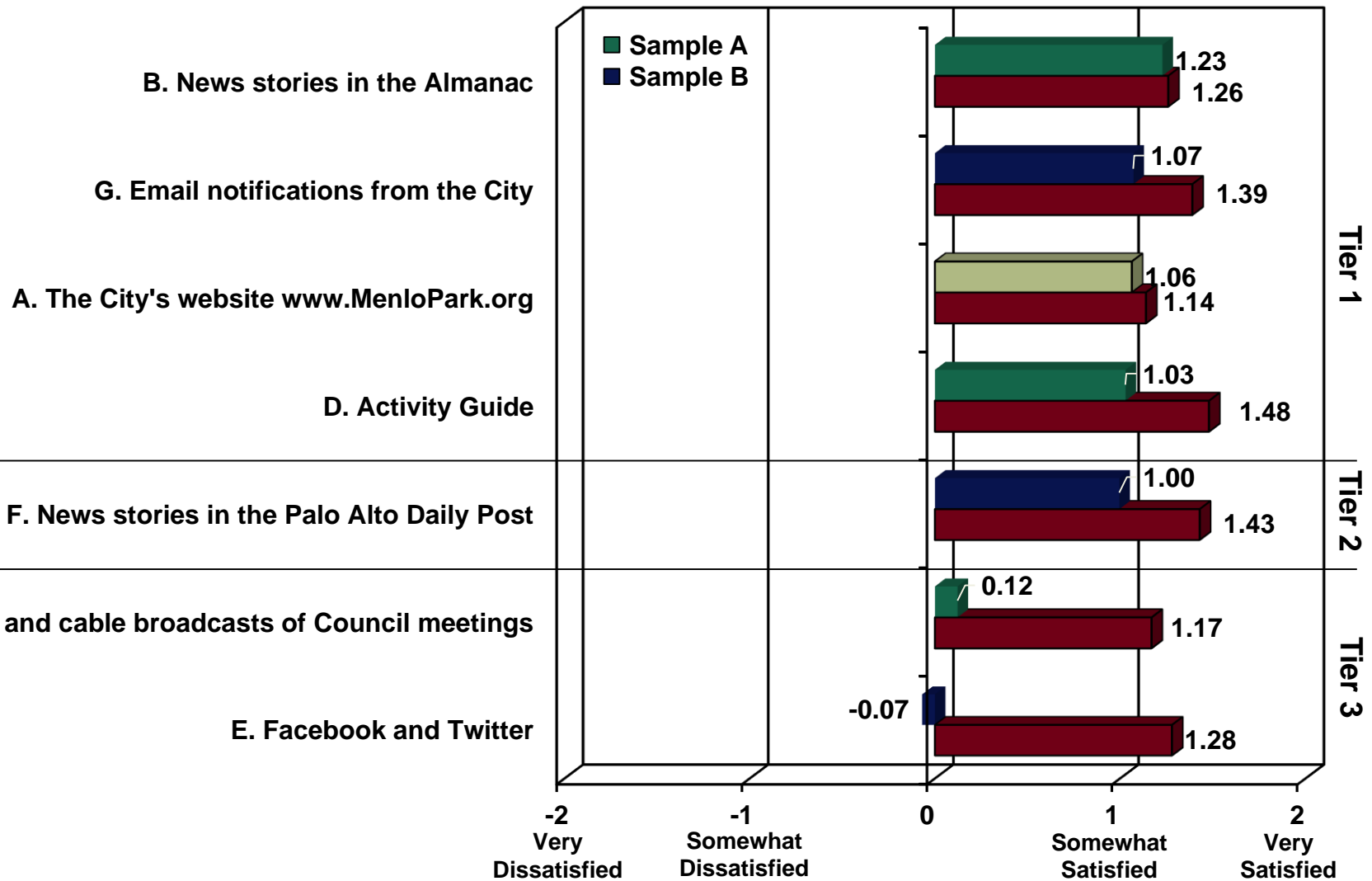
Sample A
Sample B

B. News stories in the Almanac — 1.23 / 1.26

G. Email notifications from the City — 1.07 / 1.39

A. The City's website www.MenloPark.org — 1.06 / 1.14

D. Activity Guide — 1.03 / 1.48

Tier 1

F. News stories in the Palo Alto Daily Post — 1.00 / 1.43

Tier 2

C. Online and cable broadcasts of Council meetings — 0.12 / 1.17

E. Facebook and Twitter — -0.07 / 1.28

Tier 3

-2 Very Dissatisfied	-1 Somewhat Dissatisfied	0	1 Somewhat Satisfied	2 Very Satisfied

Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

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