



GODBE RESEARCH
Gain Insight



City of Menlo Park: 2020 City Satisfaction Survey

March 3, 2020

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 and 2017 tracking 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 satisfaction with City customer contacts;
- Determine the preferred sources of City communications; and,
- Identify any differences due to demographic characteristics.

- Data Collection Landline (56), cell phone (51), text to online (520), and email to online (220) interviewing
- Universe 25,028 adults ages 18 and older in the City of Menlo Park, with a subsample of registered voters (18,823)
- Fielding Dates January 8 through January 19, 2020
- Interview Length 25 minutes
- Sample Size n=847 Adult residents ages 18+
n=733 Registered voters
- Margin of Error $\pm 3.31\%$ Adult residents ages 18+
 $\pm 3.55\%$ Registered voters



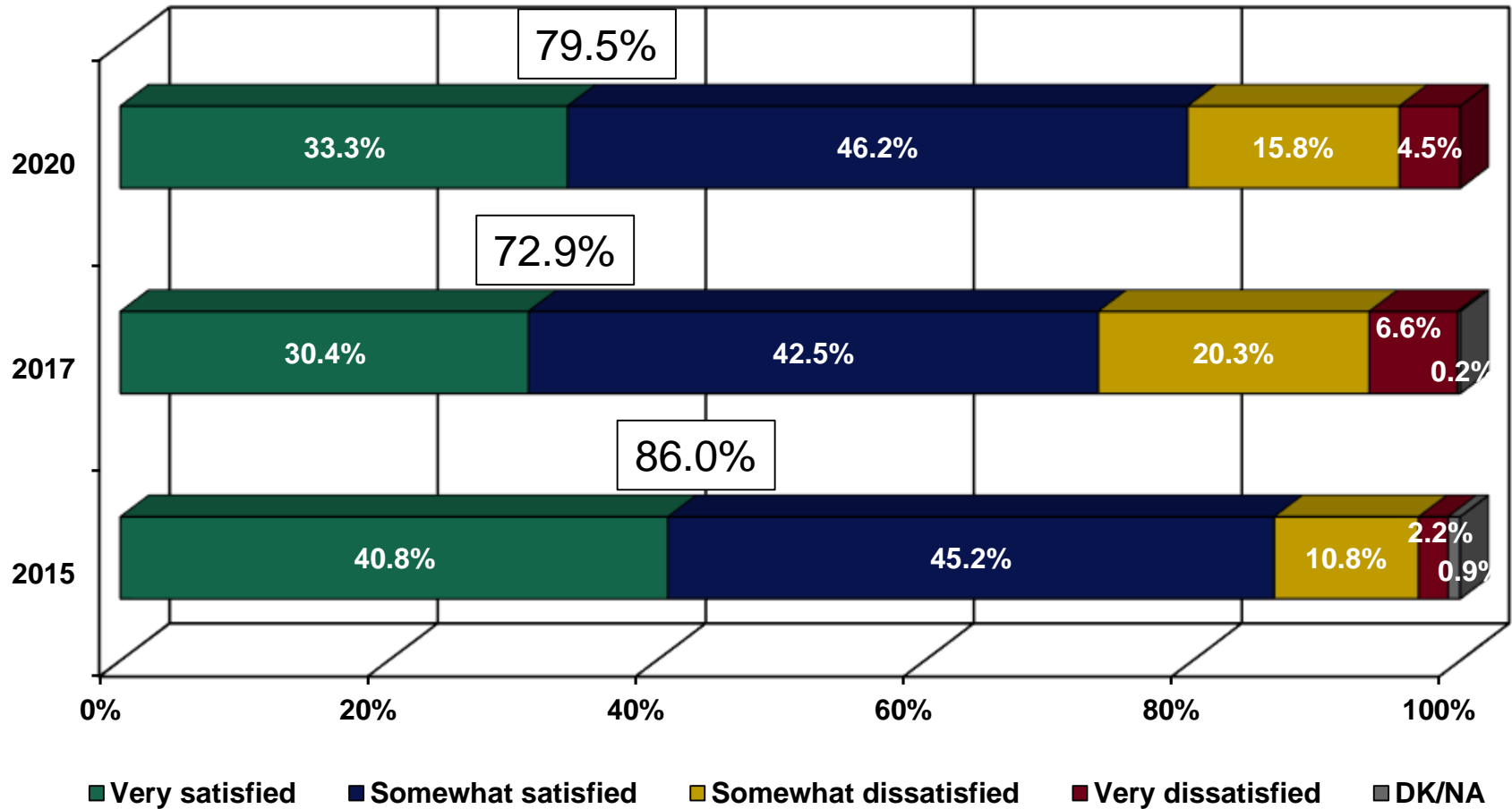
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Key Findings

Q1. Satisfaction With Overall Quality of Life in Menlo Park

Adults 18+



2020

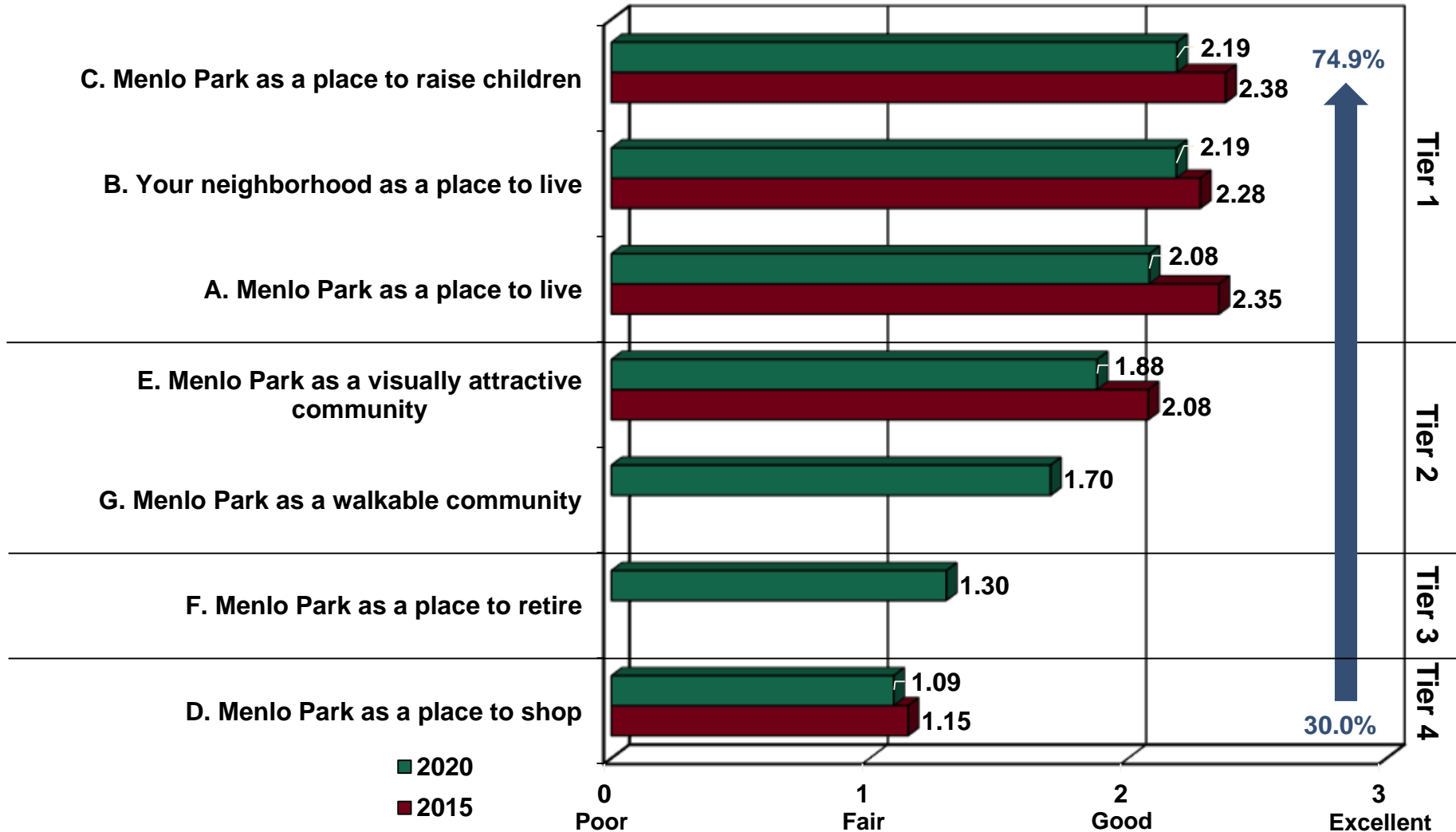
Total Satisfied = 79.5%

Total Dissatisfied = 20.3%

Ratio Sat to Dissat = 3.9 to 1

Q2. Opinion on Aspects of Quality of Life in Menlo Park

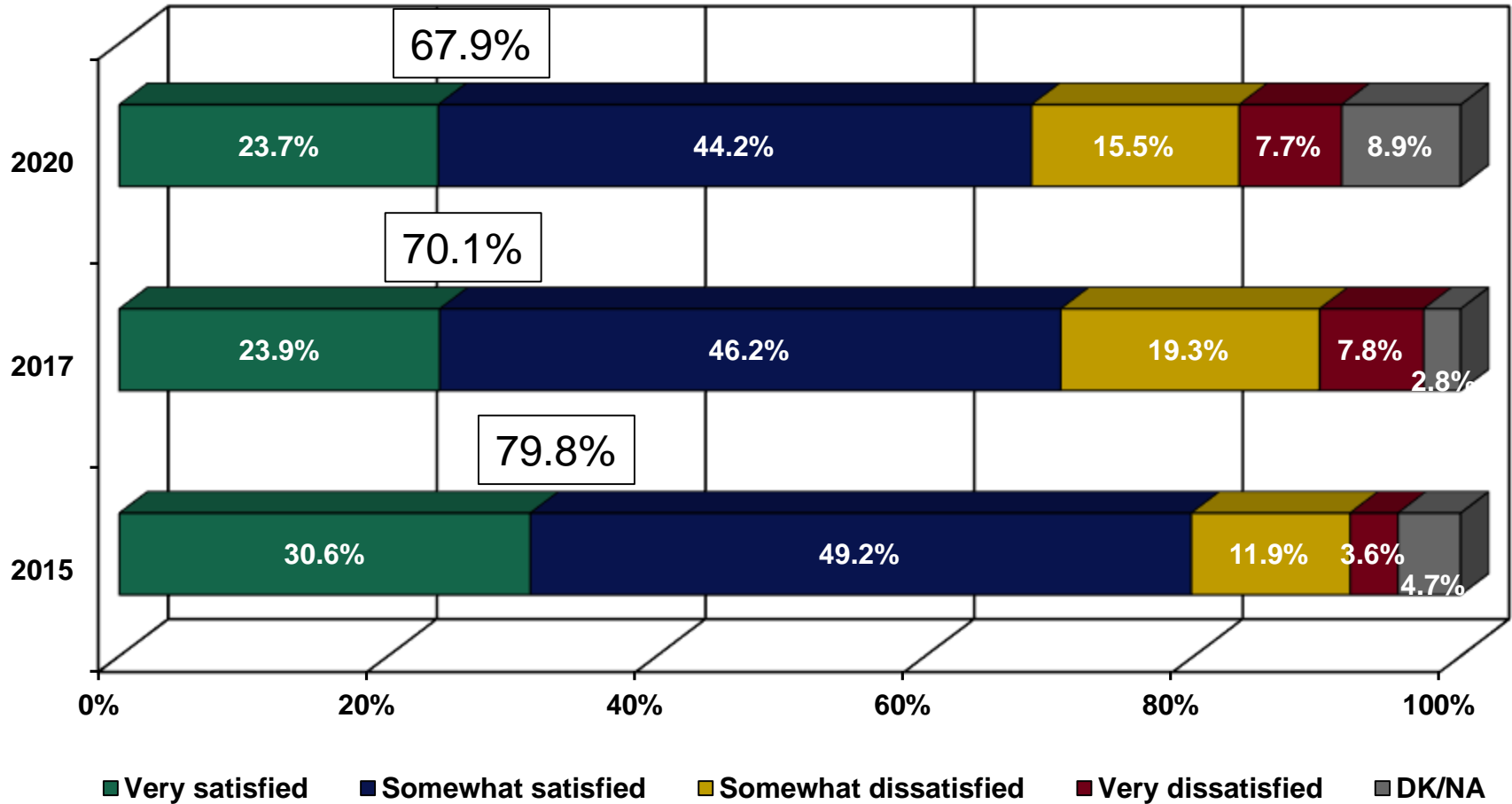
Adults 18+



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Excellent" = +3, "Good" = +2, "Fair" = +1, and "Poor" = 0.

Q3. Satisfaction with Job the City is Doing to Provide Services

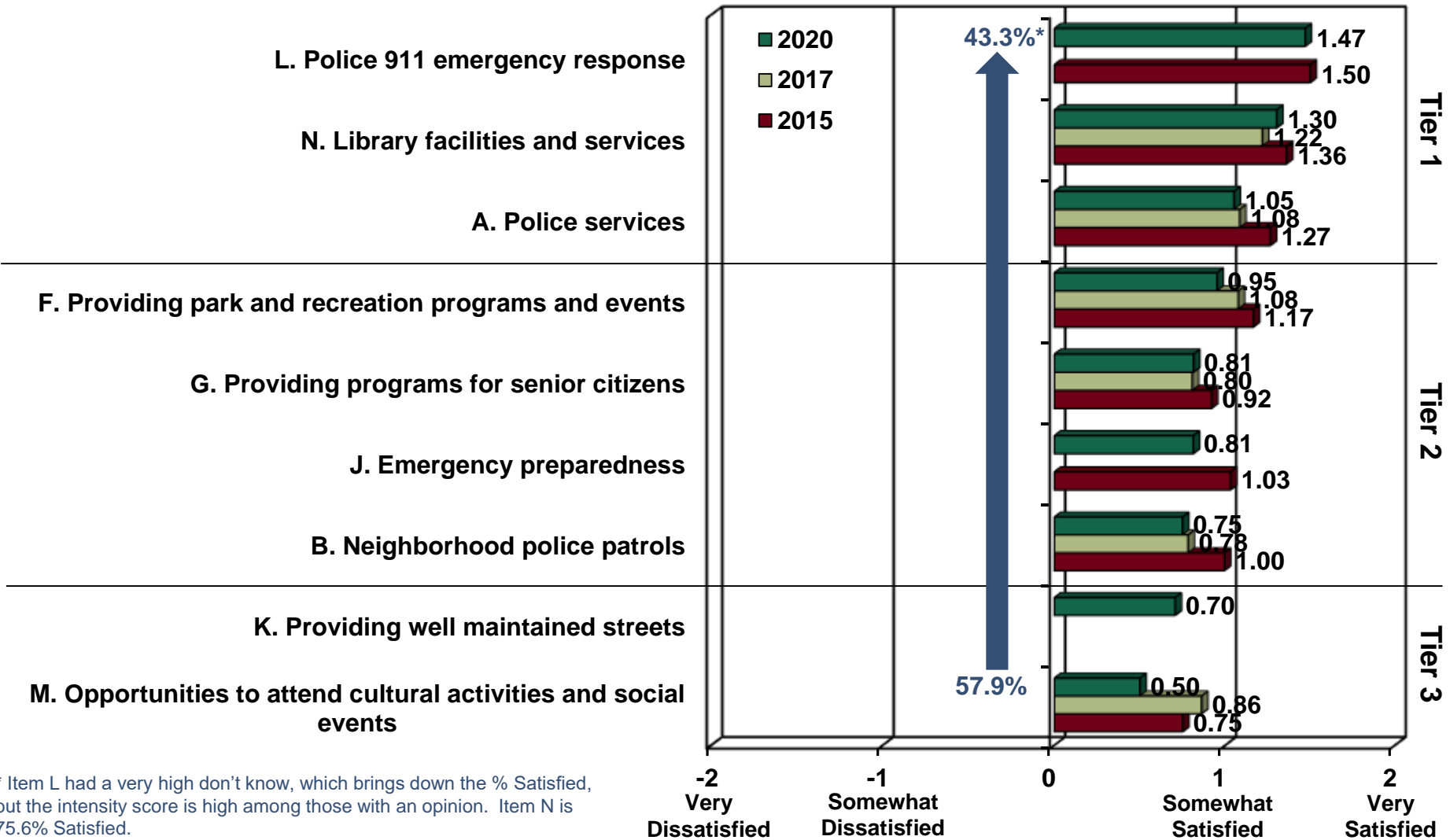
Adults 18+



2020
 Total Satisfied = 67.9%
 Total Dissatisfied = 23.2%
 Ratio Sat to Dissat = 2.9 to 1

Q4. Satisfaction with City Services I

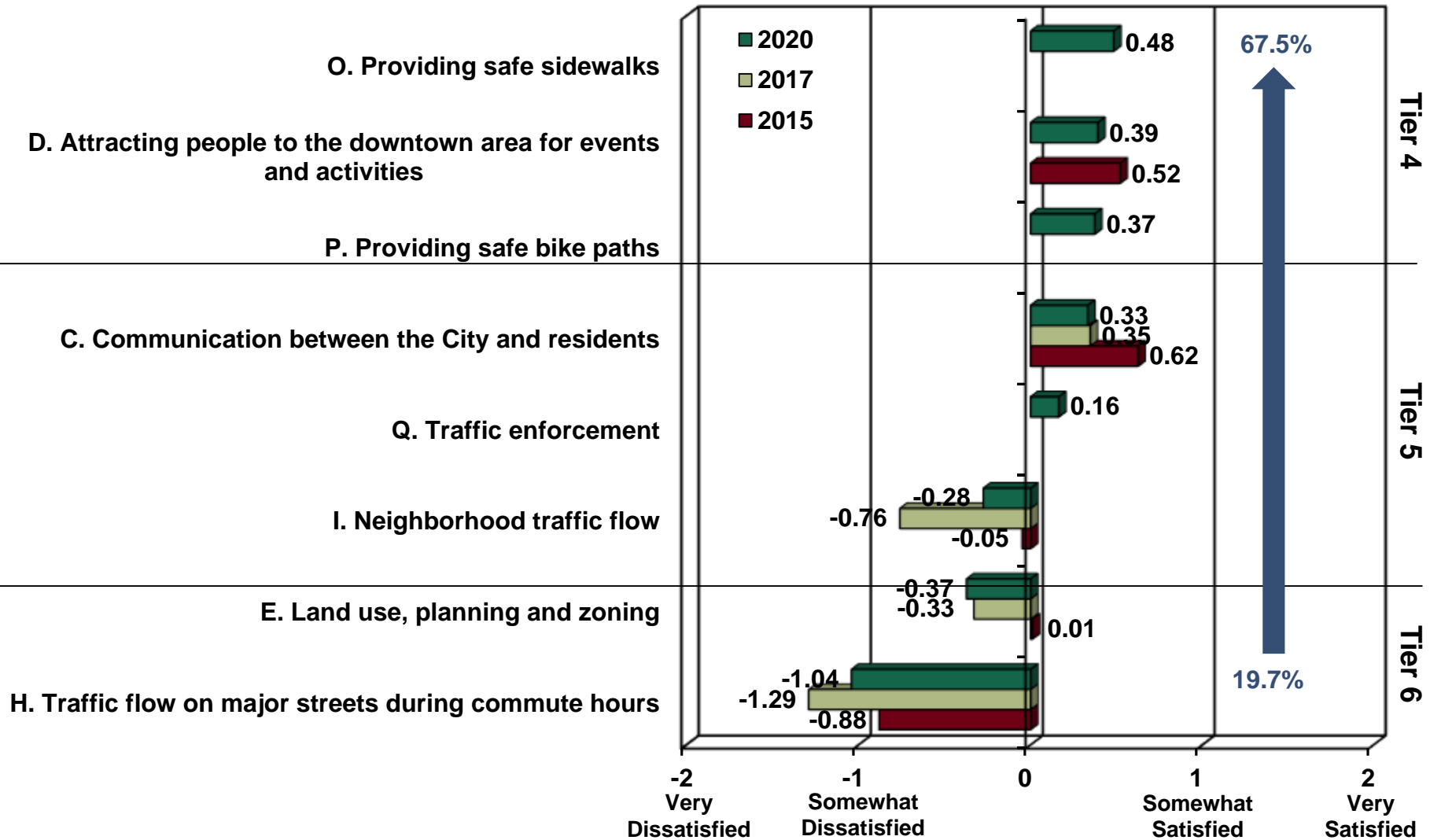
Adults 18+



* Item L had a very high don't know, which brings down the % Satisfied, but the intensity score is high among those with an opinion. Item N is 75.6% Satisfied.

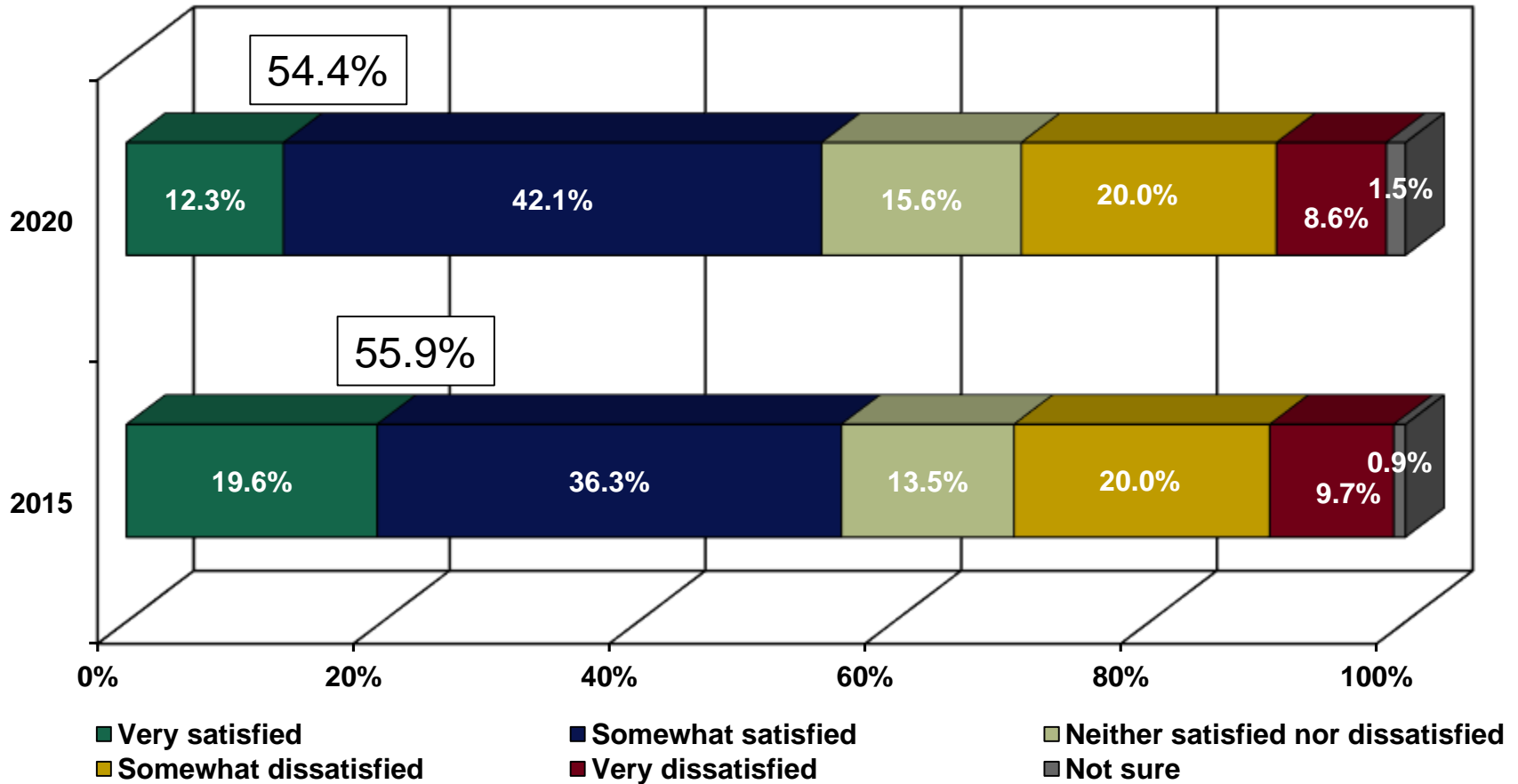
Q4. Satisfaction with City Services II

Adults 18+



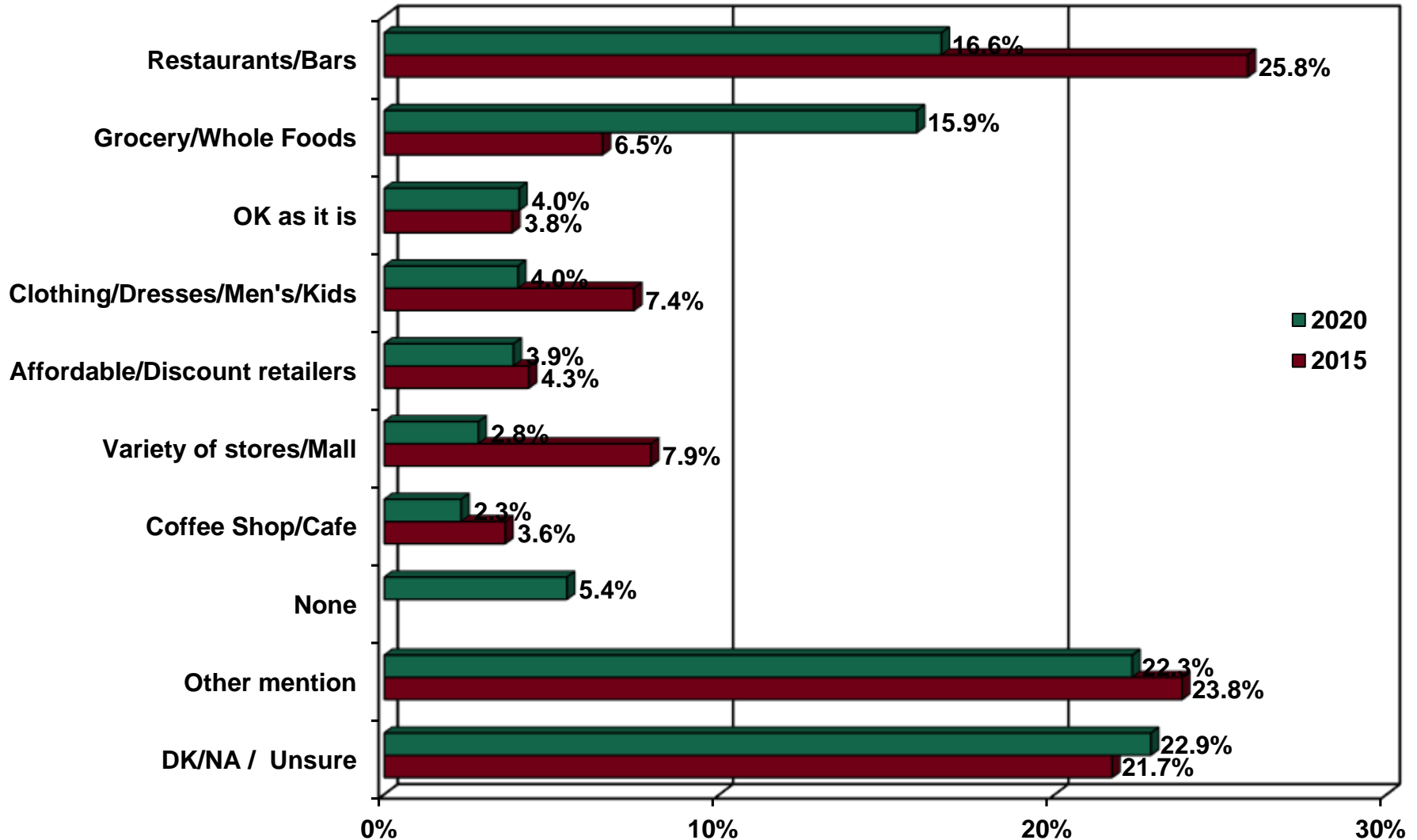
Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Q5. Satisfaction with Downtown Menlo Park Adults 18+



2020
 Total Satisfied = 54.4%
 Total Dissatisfied = 28.6%
 Ratio Sat to Dissat = 1.9 to 1

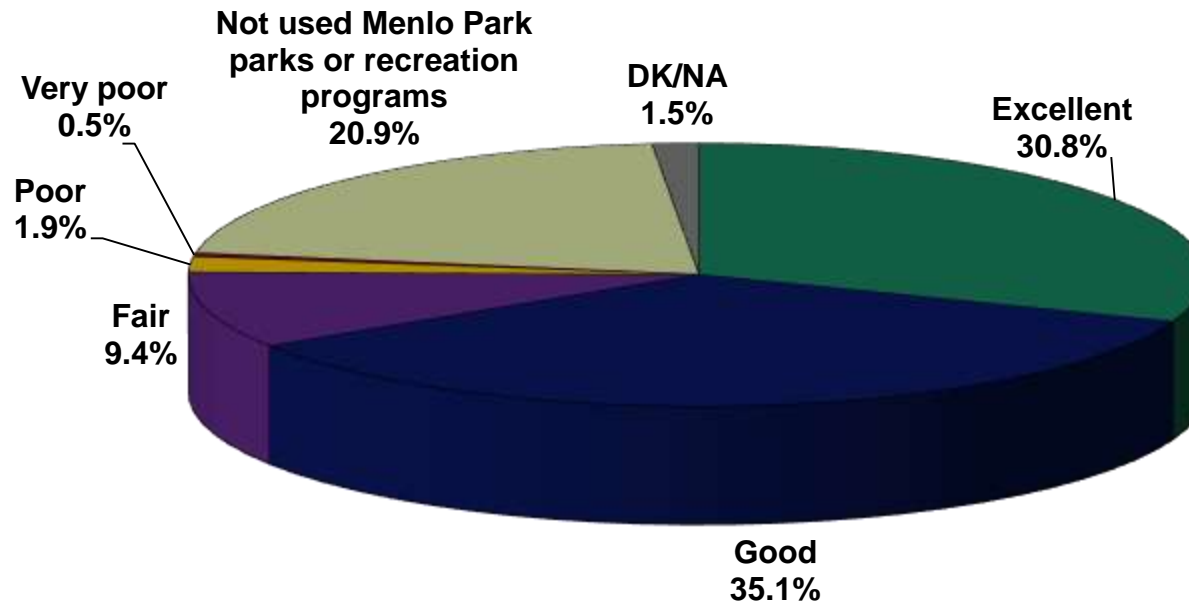
Q6. New Shopping Requests for Downtown Adults 18+



Note: Responses that were mentioned by less than 2 percent of the residents have been added to the "Other" category for charting purposes.

Q7. Opinion on City Parks, Recreation Facilities and Programs

Adults 18+



2020

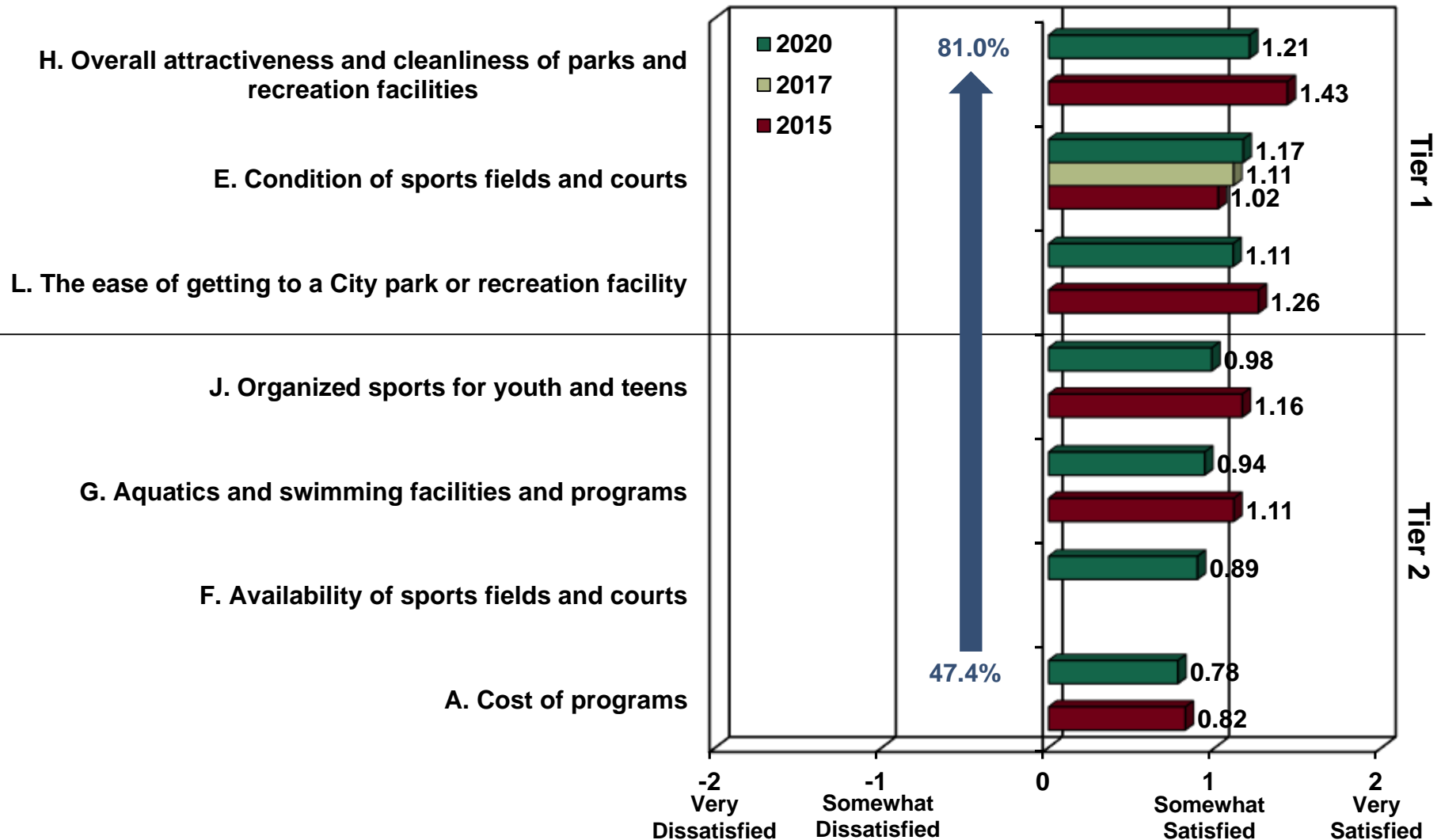
Total Excel + Good = 65.9%

Total Poor + Very Poor = 2.4%

Ratio (Excel + Good) to Poor = 28.3 to 1

Q8. Satisfaction with Parks and Recreation I

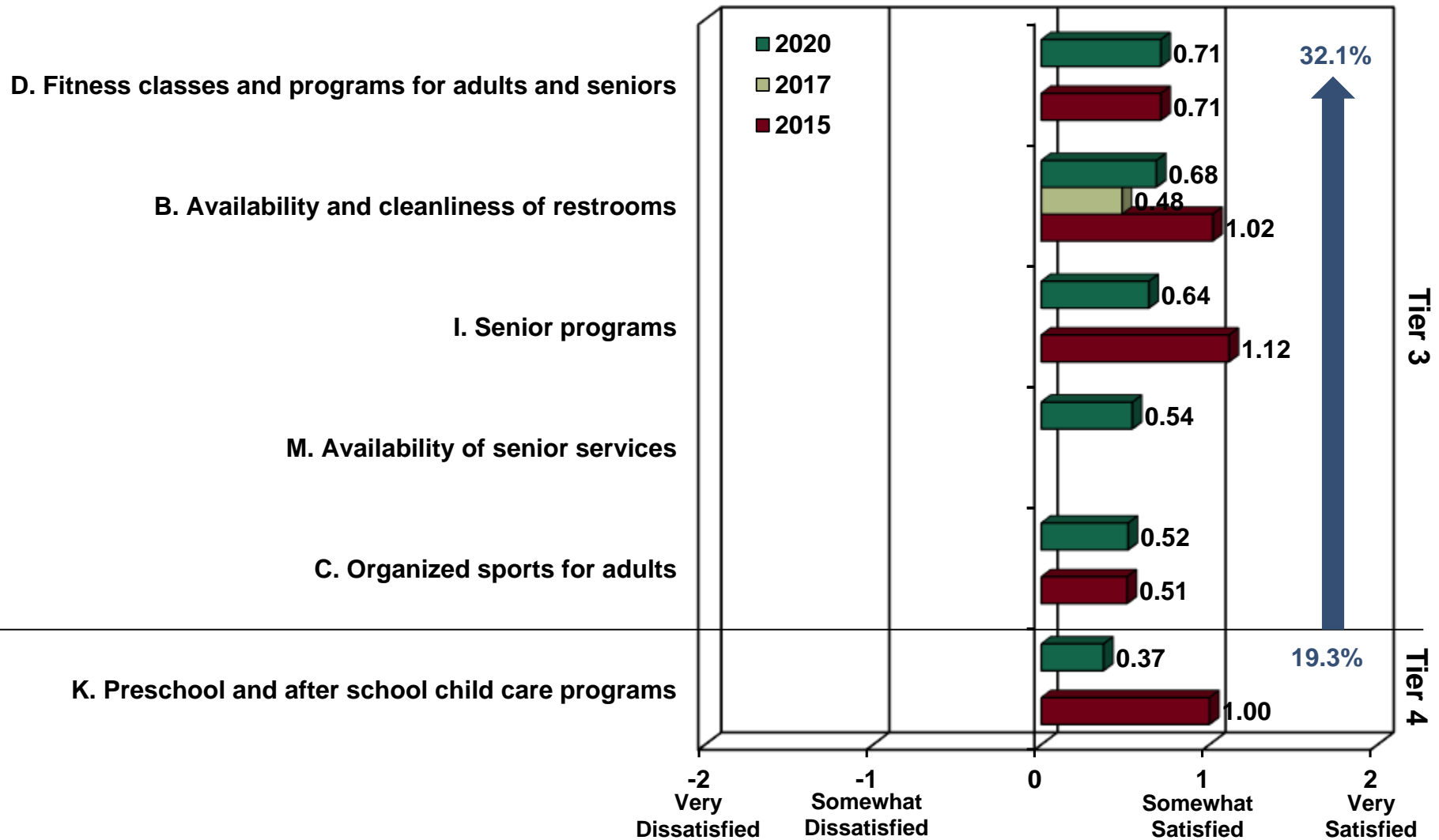
Adults 18+



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.

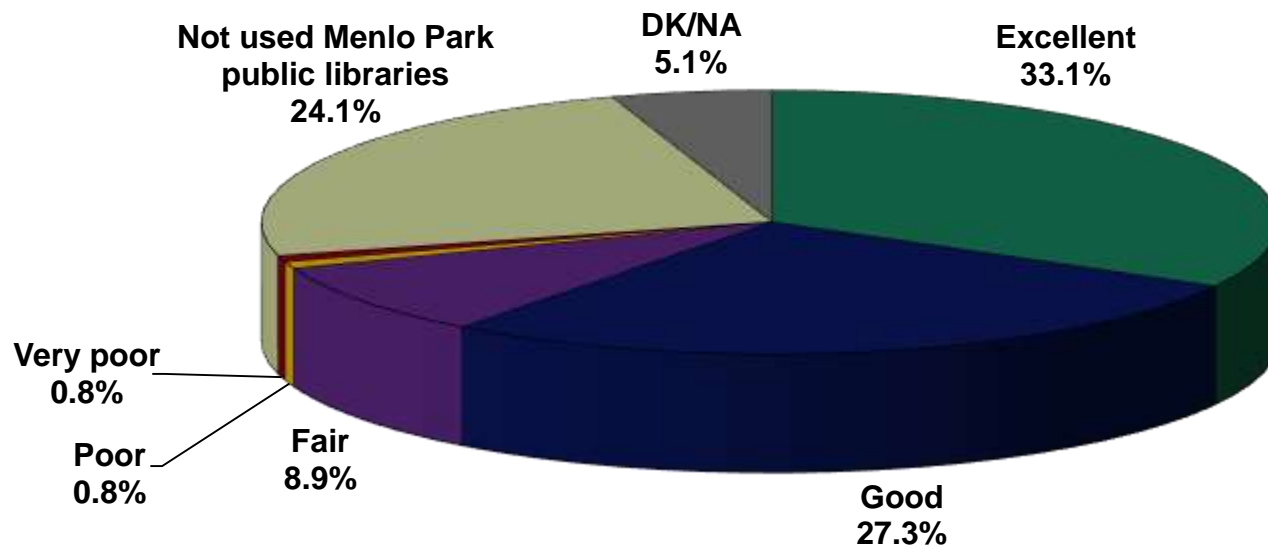
Q8. Satisfaction with Parks and Recreation II

Adults 18+



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.

Q9. Opinion on City Public Libraries Adults 18+

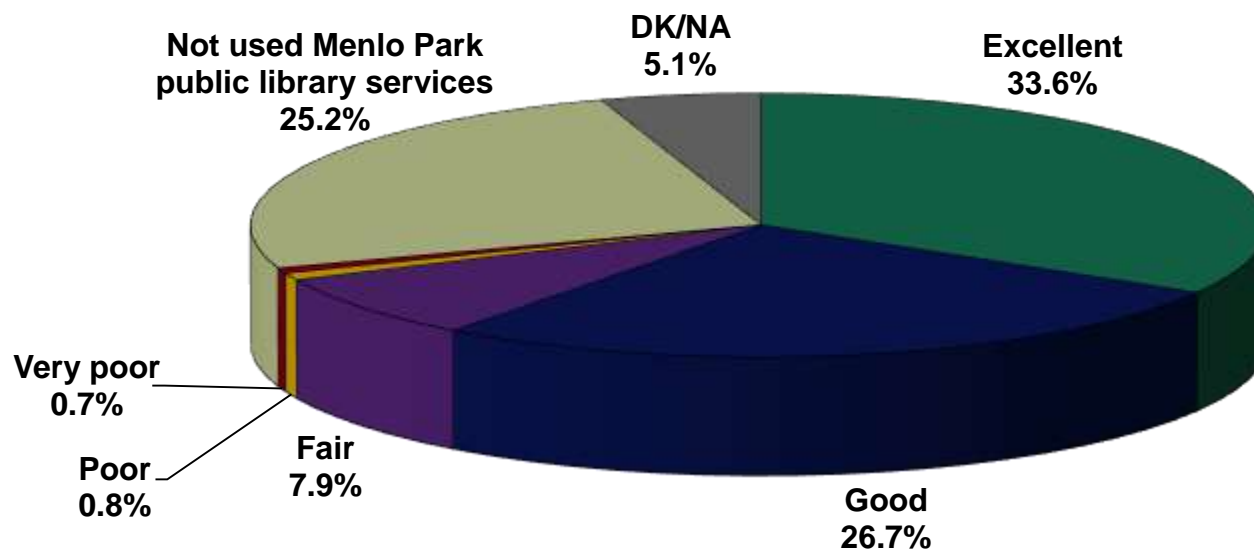


2020

Total Excel + Good = 60.4%
 Total Poor + Very Poor = 1.6%
 Ratio (Excel + Good) to Poor = 37.7 to 1

Combined Public Libraries and Services	
2015	2017
Excel = 33.7%	Excel = 32.3%
Good = 30.5%	Good = 30.1%
Fair = 4.0%	Fair = 8.6%
Poor = 1.9%	Poor = 2.8%
Very Poor = 1.2%	Very Poor = 1.1%
Not used = 27.6%	Not used = 22.7%
DK/NA = 1.2%	DK/NA = 2.4%

Q10. Opinion on City Public Library Services Adults 18+



2020

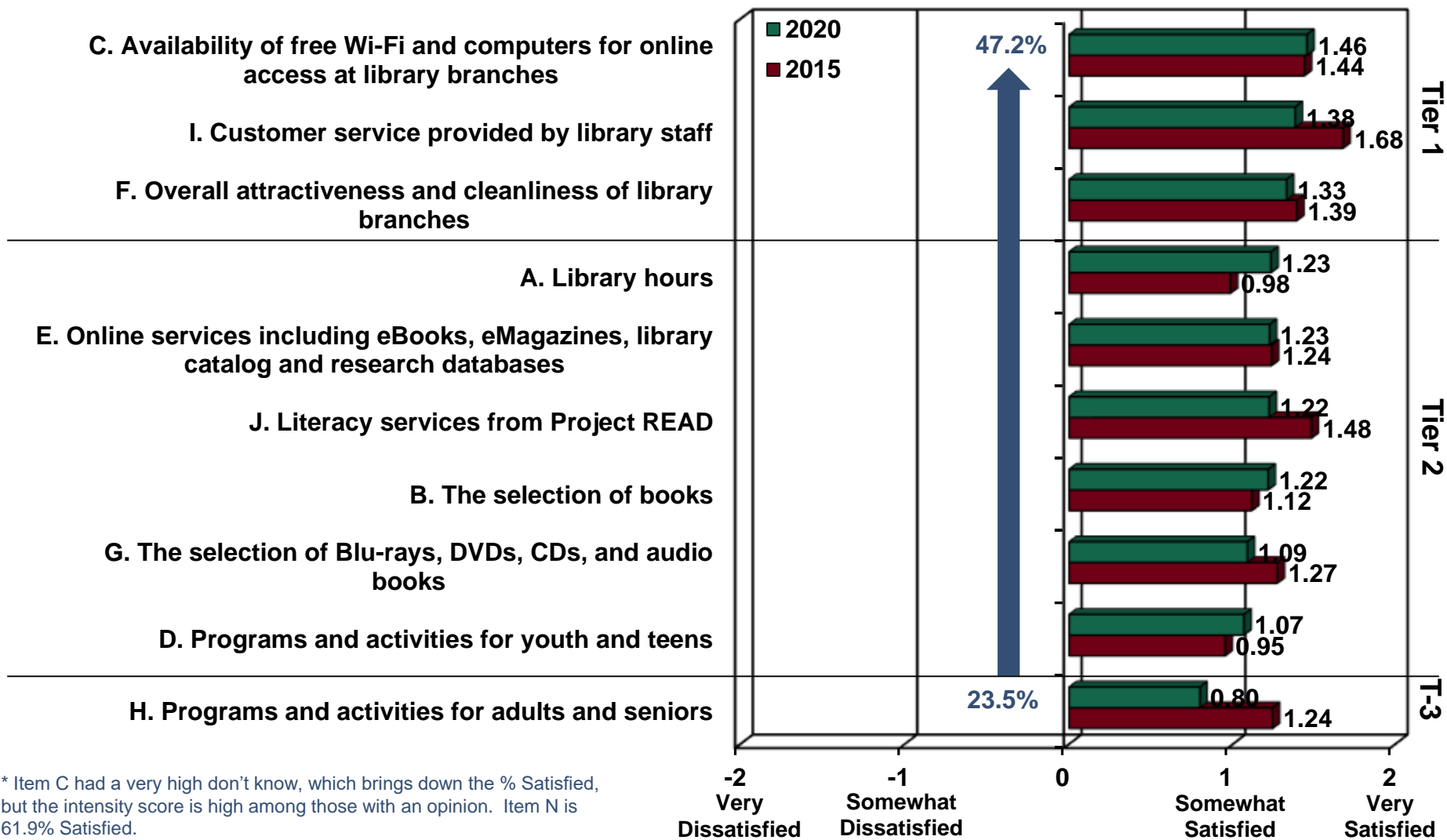
Total Excel + Good = 60.3%

Total Poor + Very Poor = 1.5%

Ratio (Excel + Good) to Poor = 39.3 to 1

Q11. Satisfaction with Menlo Park Public Libraries

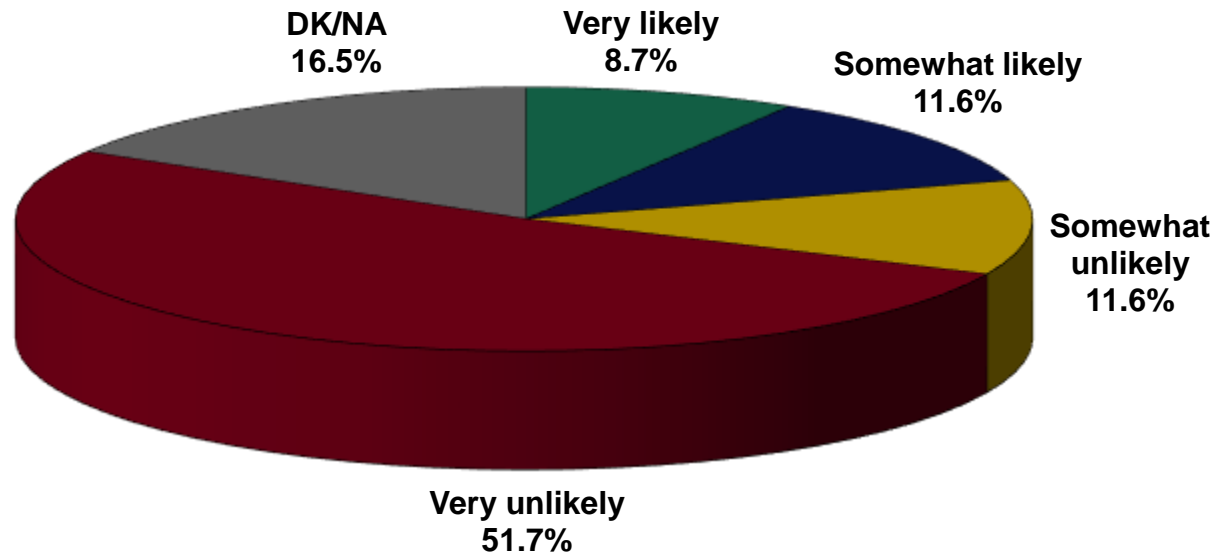
Adults 18+



* Item C had a very high don't know, which brings down the % Satisfied, but the intensity score is high among those with an opinion. Item N is 61.9% Satisfied.

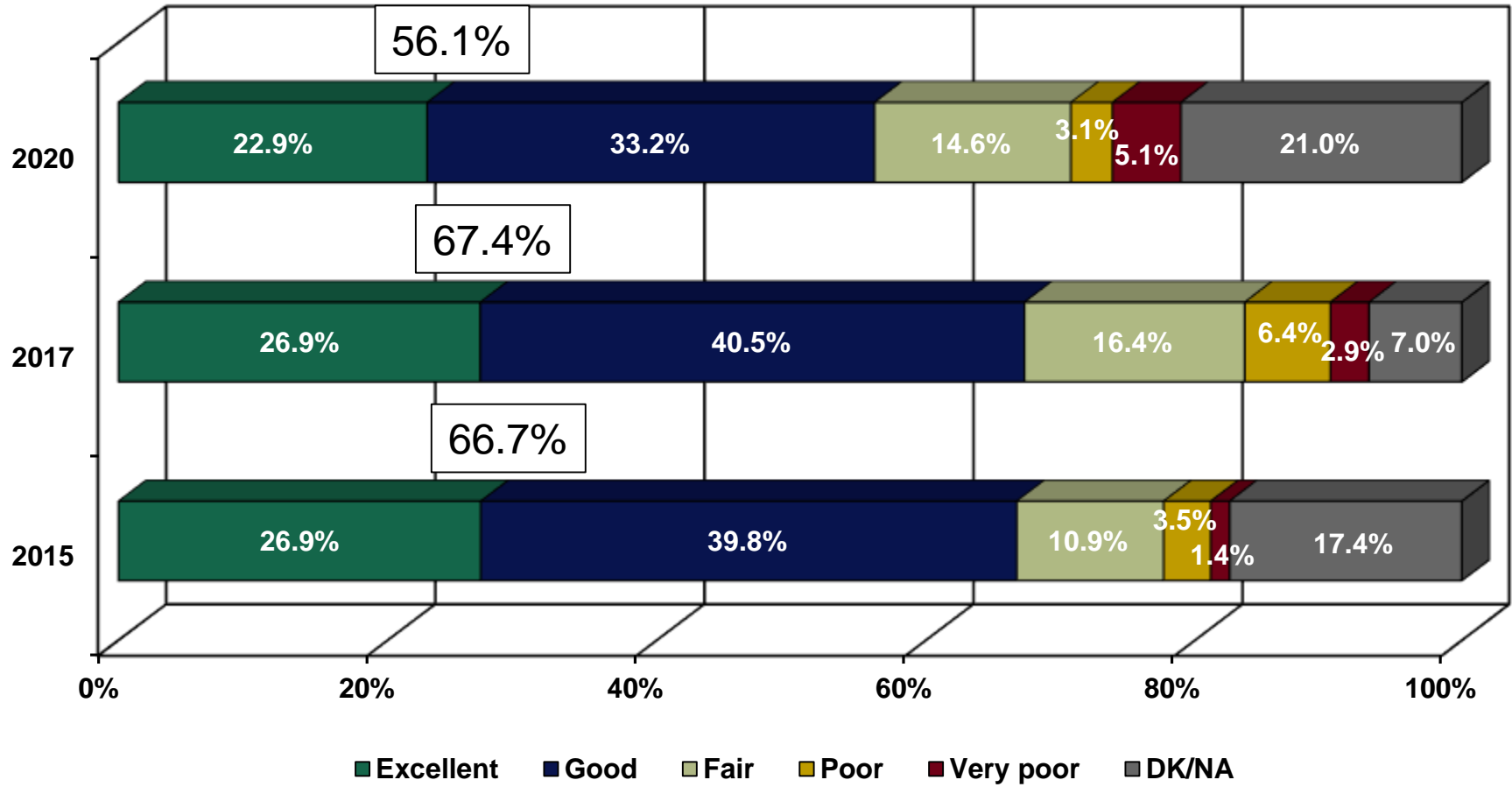
Q12. Likelihood of Using the New Library in Belle Haven

Adults 18+



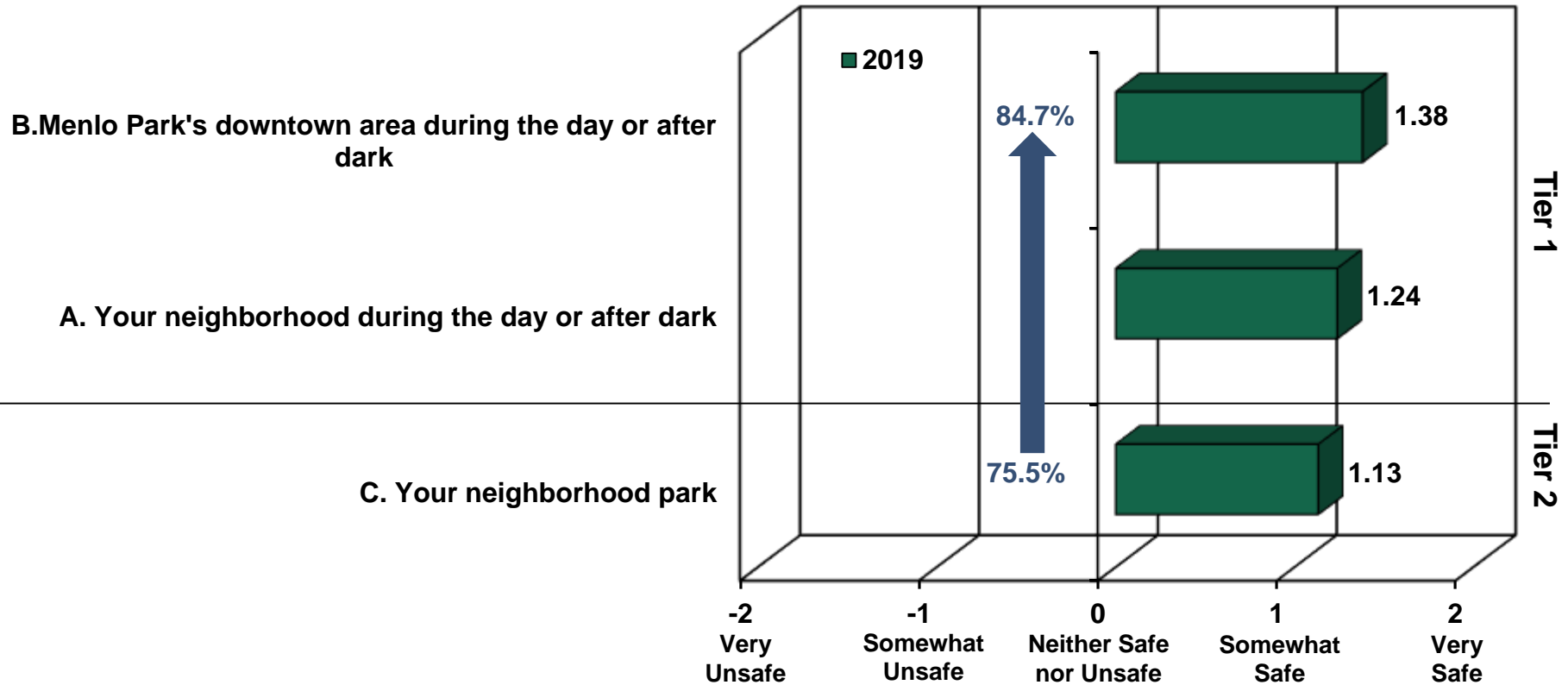
Q13. Opinion on Effectiveness of Police Dept. Addressing Neighborhood Concerns

Adults 18+

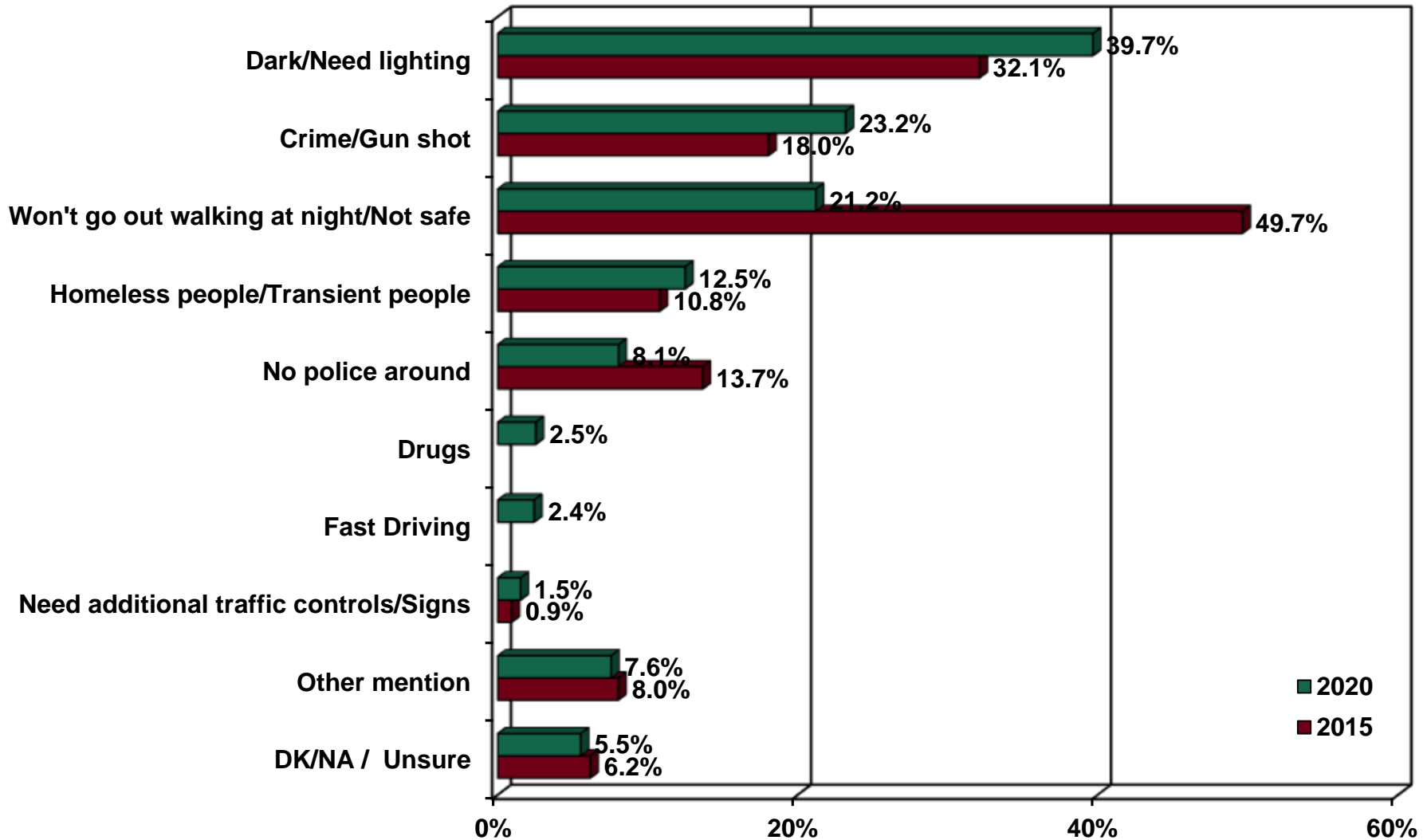


Q14. Feelings of Safety Walking Alone in Different Areas/Times

Adults 18+

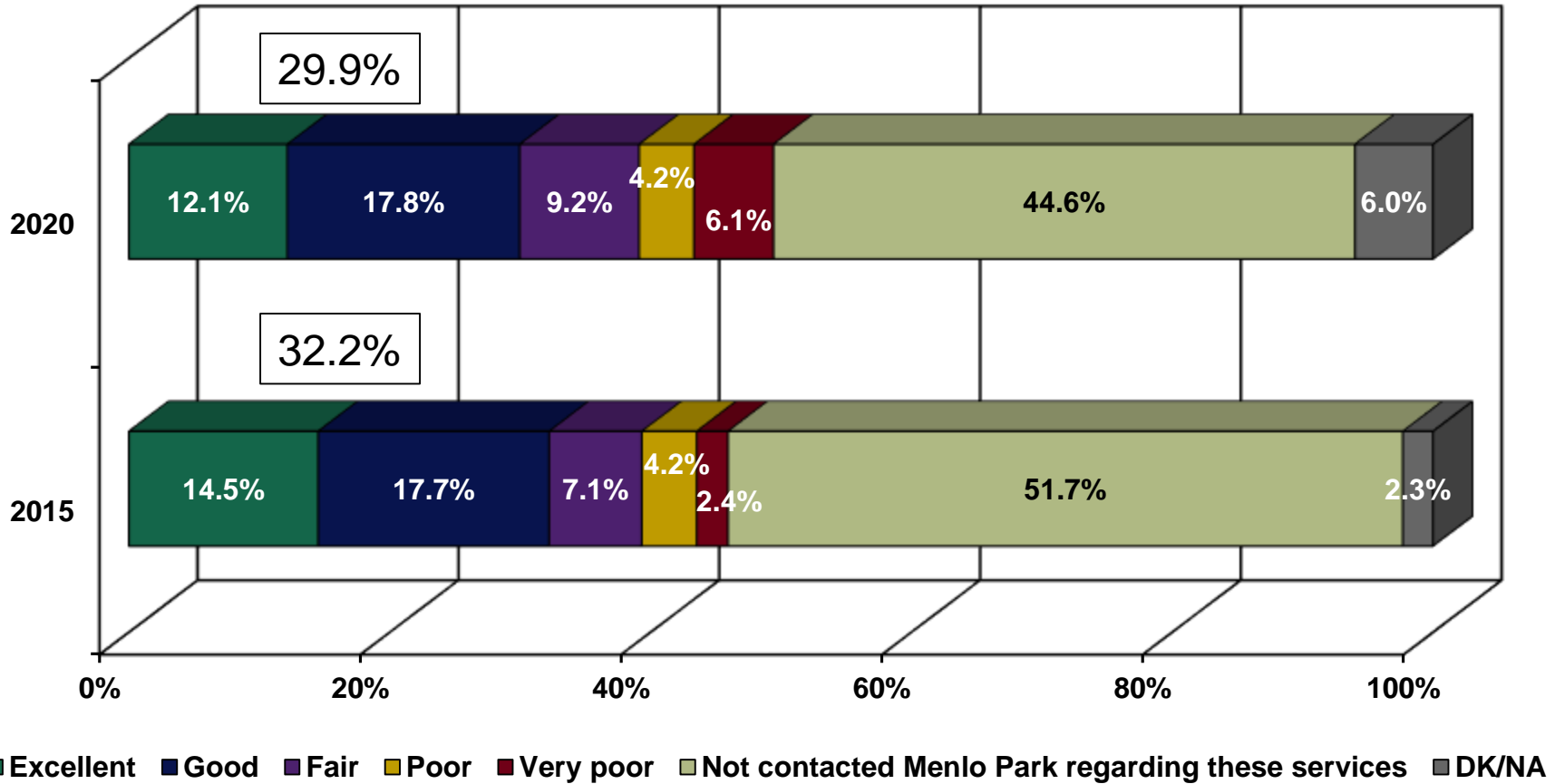


Q15. Reasons for Feeling Unsafe Adults 18+

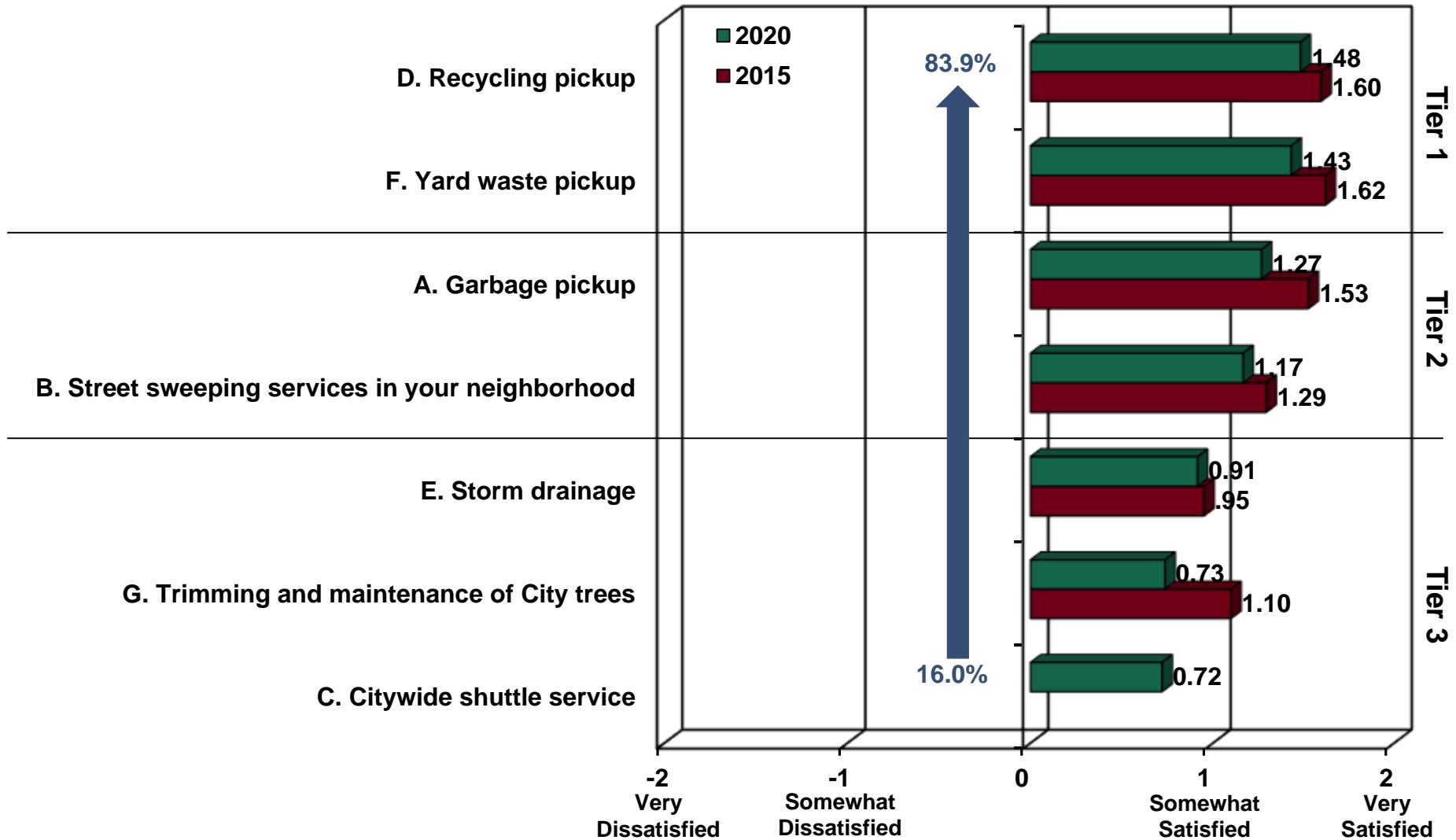


Q16. Satisfaction With Public Works Customer Service/Response

Adults 18+



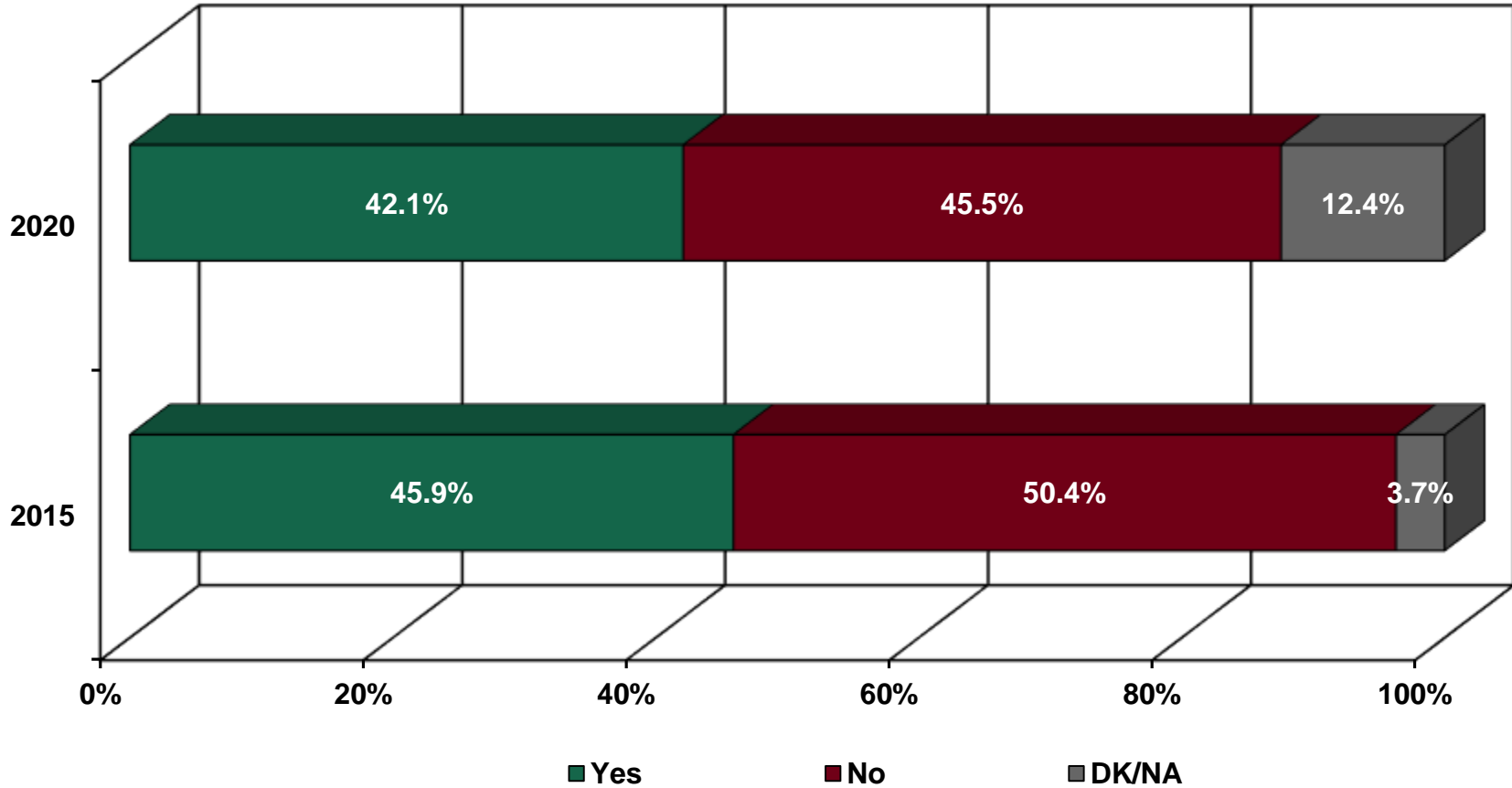
Q17. Satisfaction With Public Works Services Adults 18+



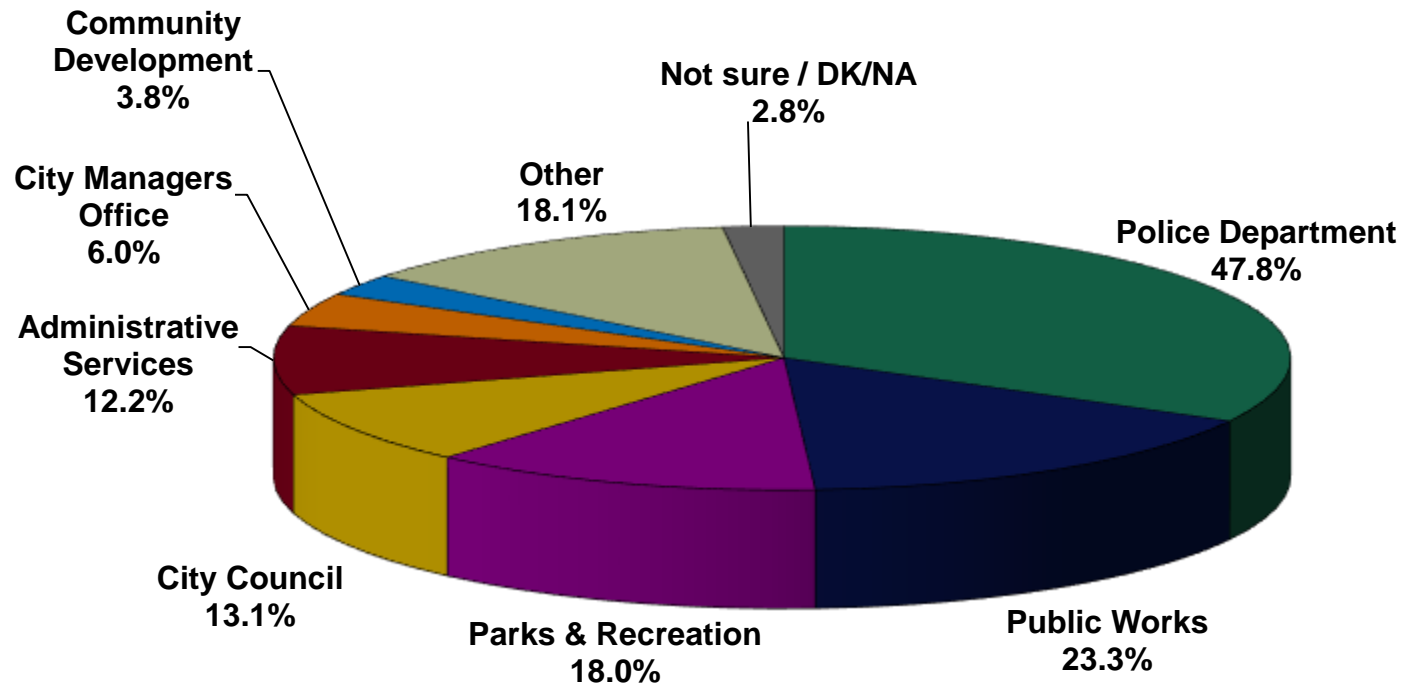
Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Q18. Contact With City Employee in Past 12 Months

Adults 18+

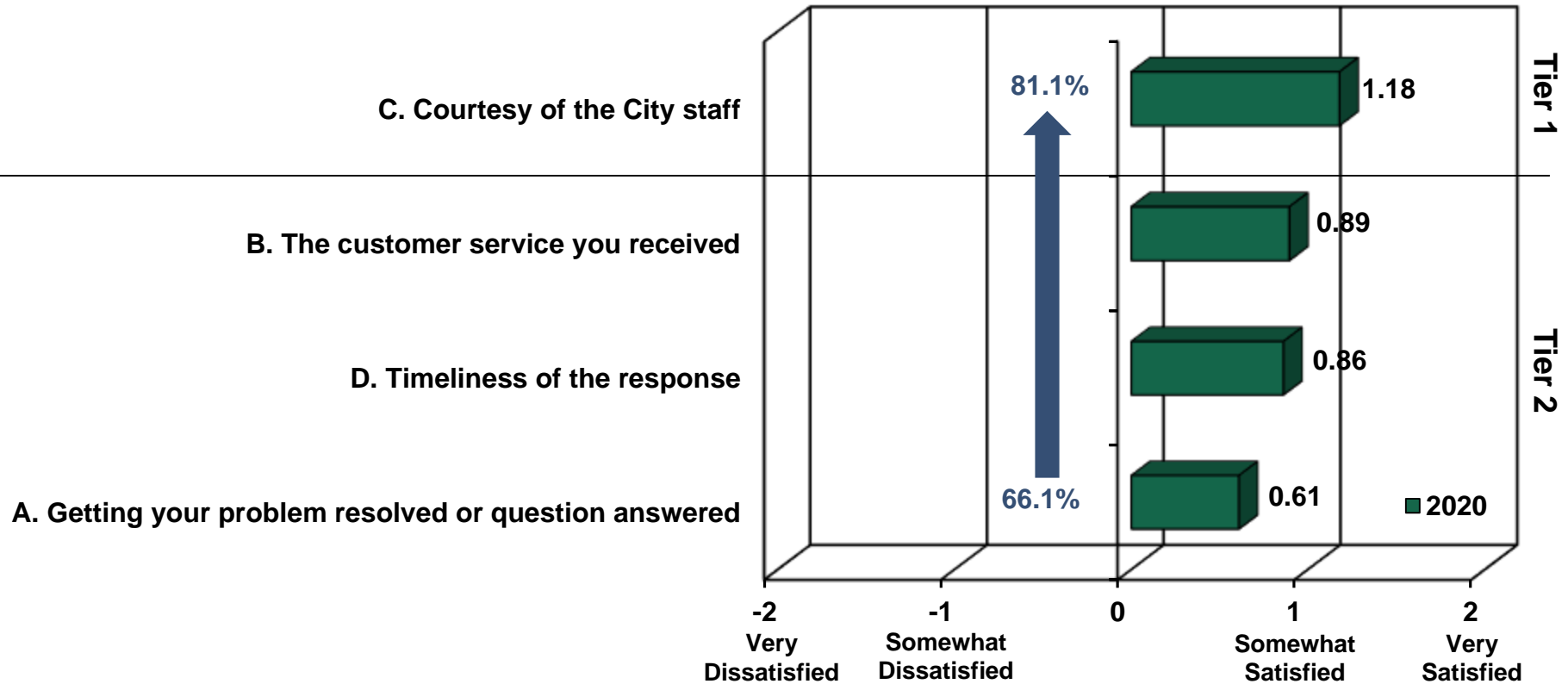


Q19. City Department Contacted Adults 18+



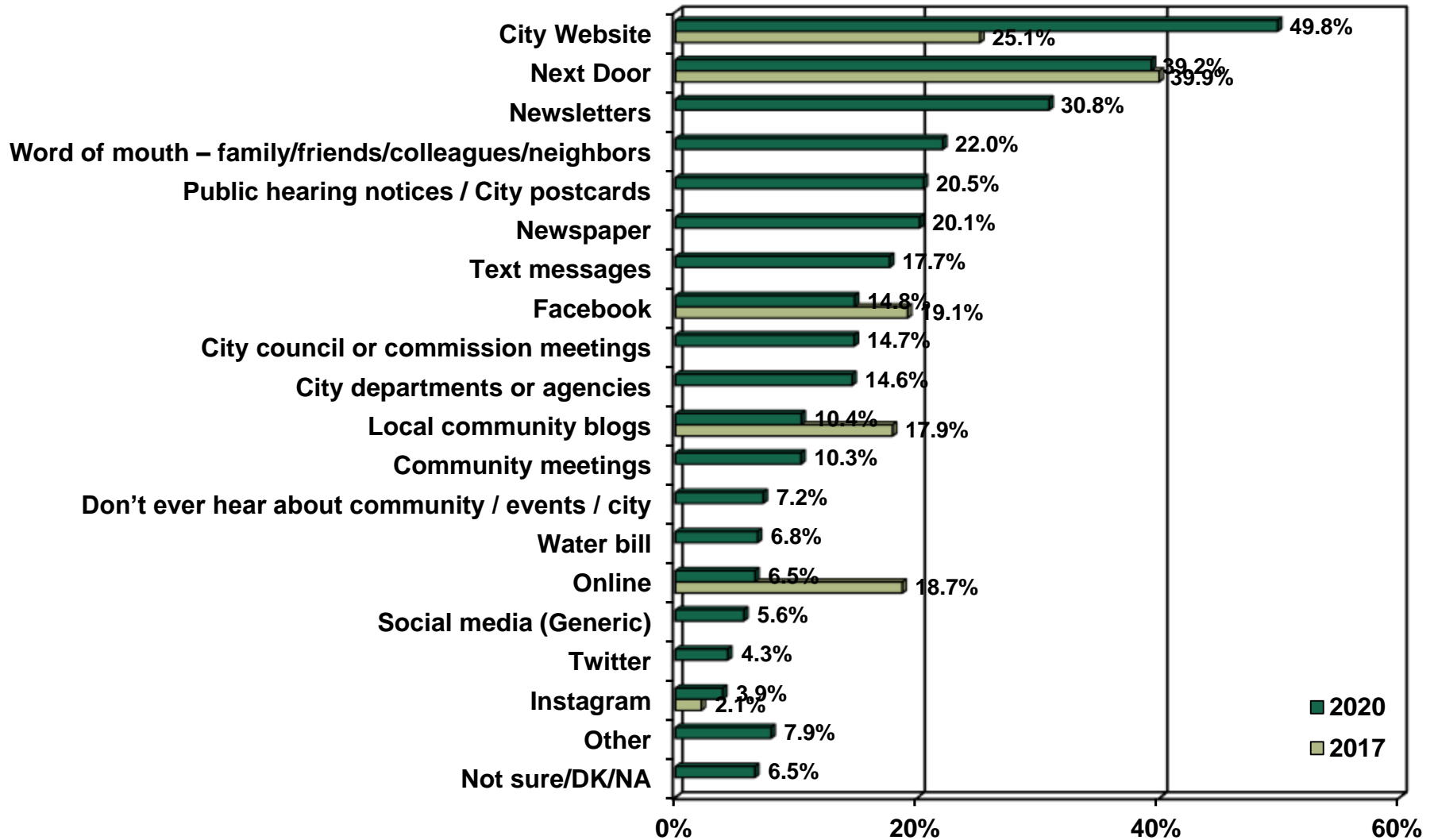
Q20. Satisfaction With City Customer Service Contact

Adults 18+



Q21. Preferred Sources for Community News and Info

Adults 18+





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