GODBE RESEARCH
Gain Insight

City of Menlo Park:
2020 City Satisfaction Survey

February 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.

Methodology Overview

➢ 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 | ± 3.31% Adult residents ages 18+
± 3.55% Registered voters

Note: The data have been weighted by respondent age and ethnicity to reflect the actual population characteristics of the adult residents and registered voters in the City of Menlo Park (Based on 2017 ACS (American Community Survey).
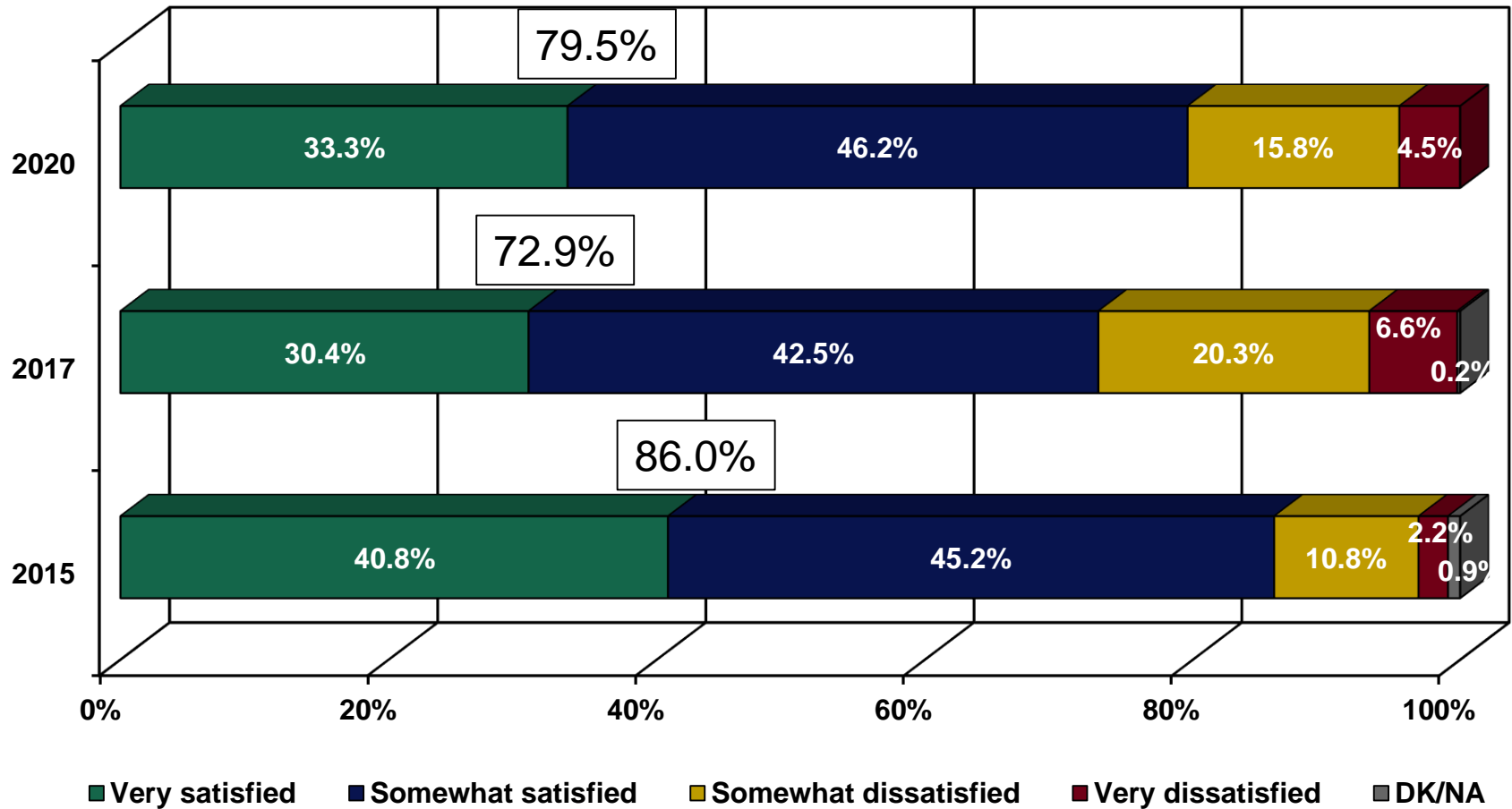
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Key Findings

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

Year	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/NA	Total
2020	33.3%	46.2%	15.8%	4.5%		79.5%
2017	30.4%	42.5%	20.3%	6.6%	0.2%	72.9%
2015	40.8%	45.2%	10.8%	2.2%	0.9%	86.0%

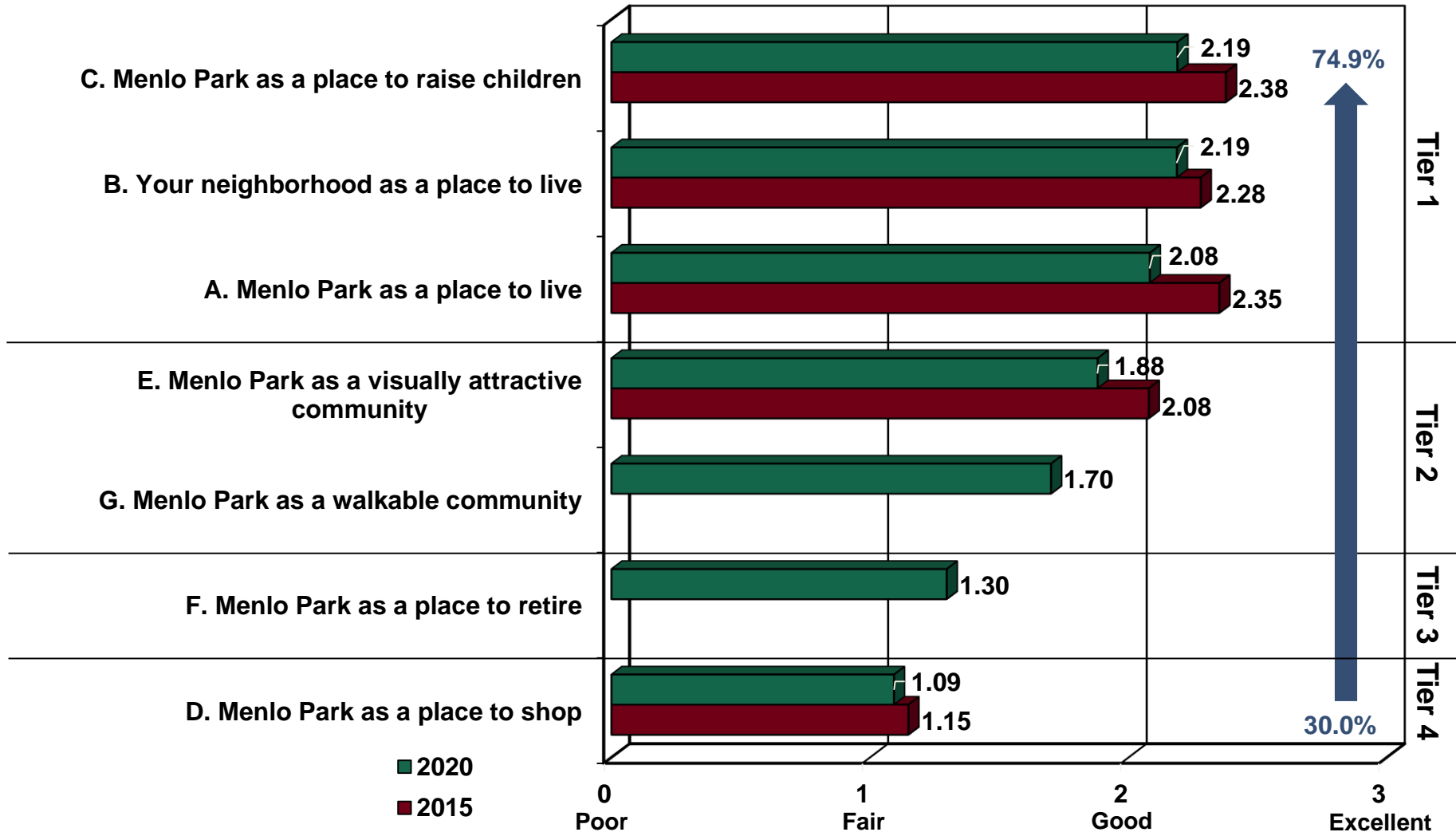■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied ■ DK/NA

2020
Total Satisfied = 79.5%
Total Dissatisfied = 20.3%
Ratio Sat to Dissat = 3.9 to 1
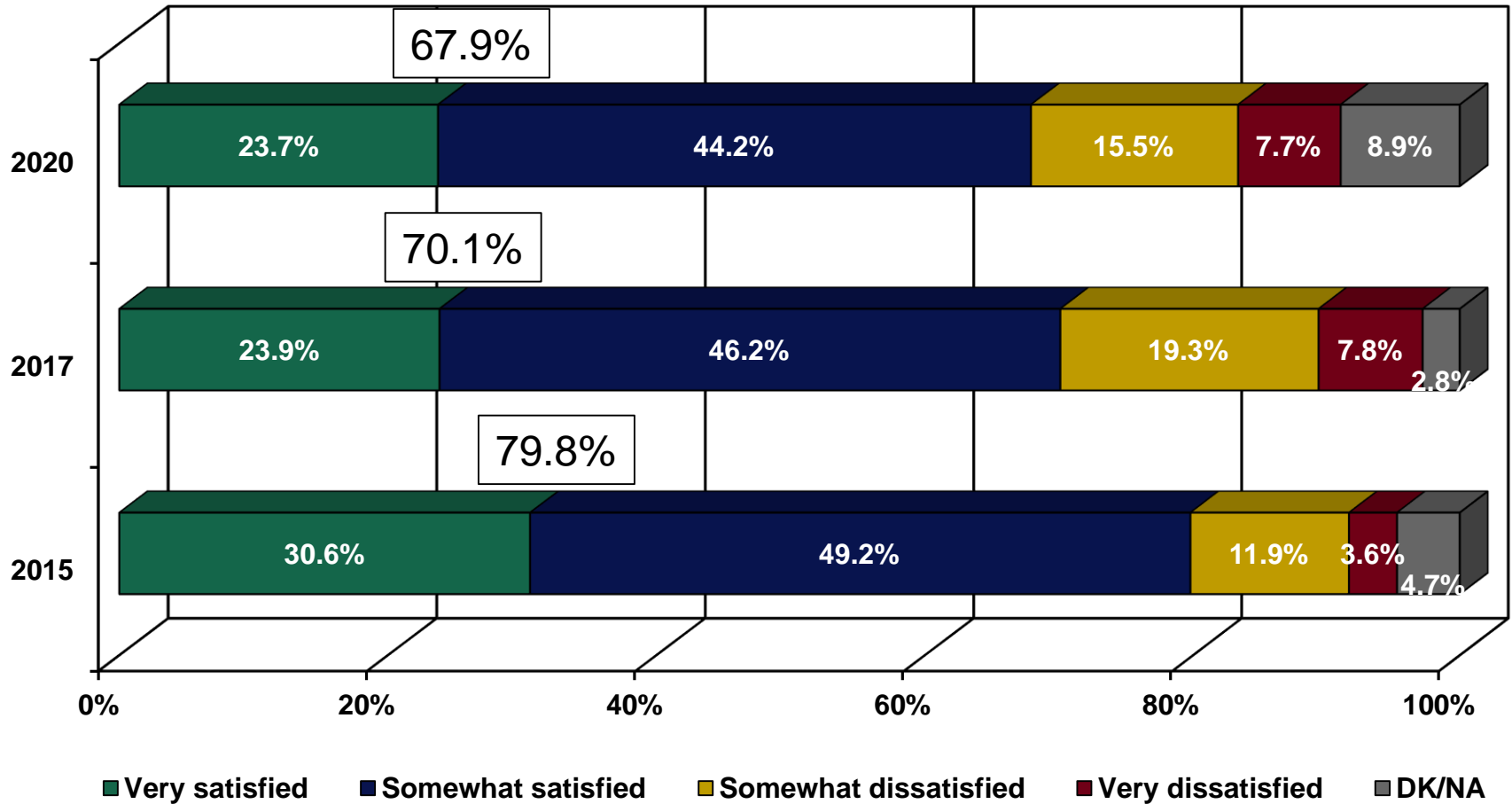
Q2. Opinion on Aspects of Quality of Life in Menlo Park
Adults 18+

Tier 1

C. Menlo Park as a place to raise children — 2020: 2.19, 2015: 2.38

B. Your neighborhood as a place to live — 2020: 2.19, 2015: 2.28

A. Menlo Park as a place to live — 2020: 2.08, 2015: 2.35

Tier 2

E. Menlo Park as a visually attractive community — 2020: 1.88, 2015: 2.08

G. Menlo Park as a walkable community — 2020: 1.70

Tier 3

F. Menlo Park as a place to retire — 2020: 1.30

Tier 4

D. Menlo Park as a place to shop — 2020: 1.09, 2015: 1.15

74.9%

30.0%

■ 2020
■ 2015

| 0 Poor | 1 Fair | 2 Good | 3 Excellent |

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.

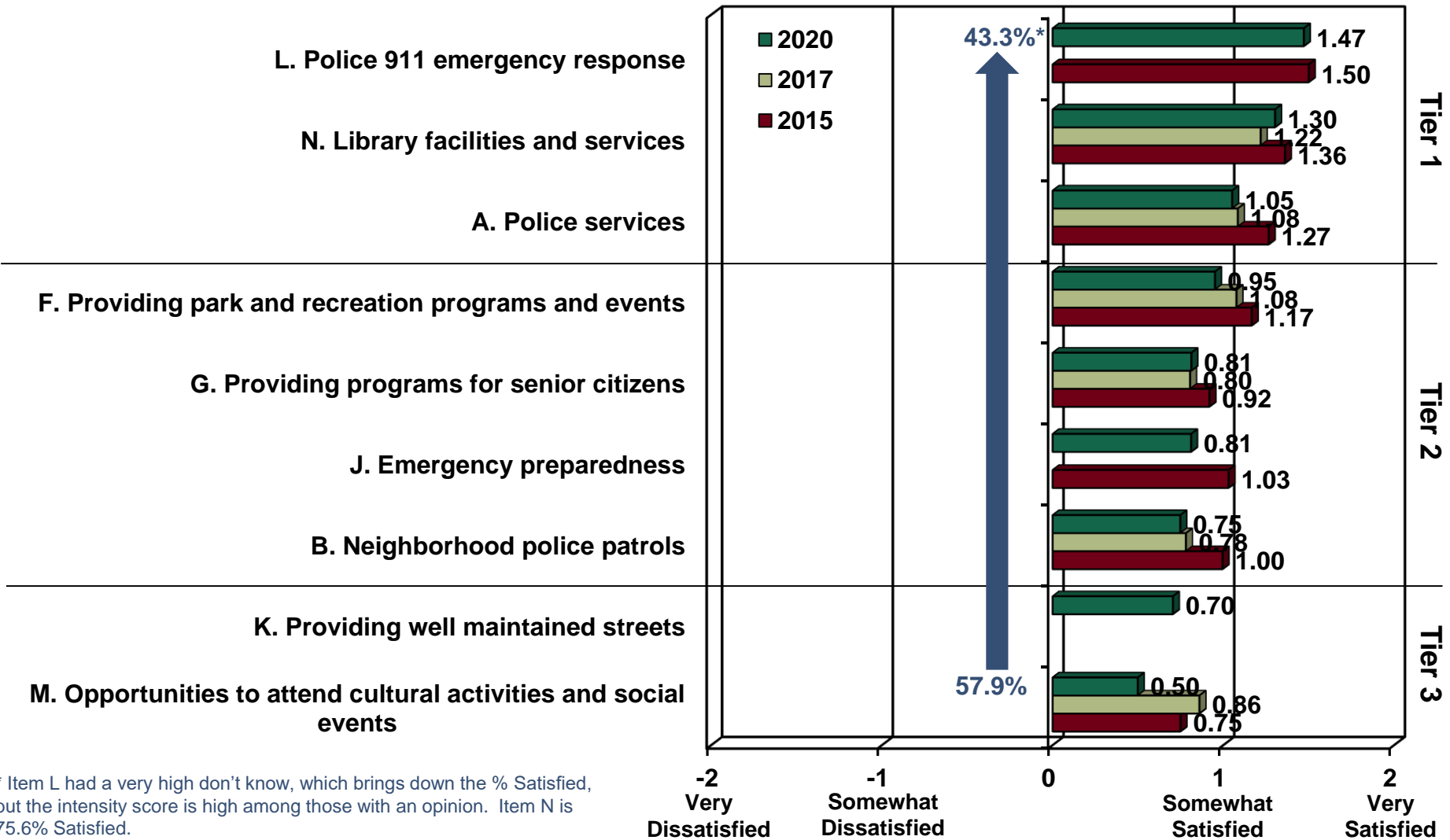# Q3. Satisfaction with Job the City is Doing to Provide Services
Adults 18+

Year	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/NA	Total Satisfied
2020	23.7%	44.2%	15.5%	7.7%	8.9%	67.9%
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

2020
Total Satisfied = 67.9%
Total Dissatisfied = 23.2%
Ratio Sat to Dissat = 2.9 to 1
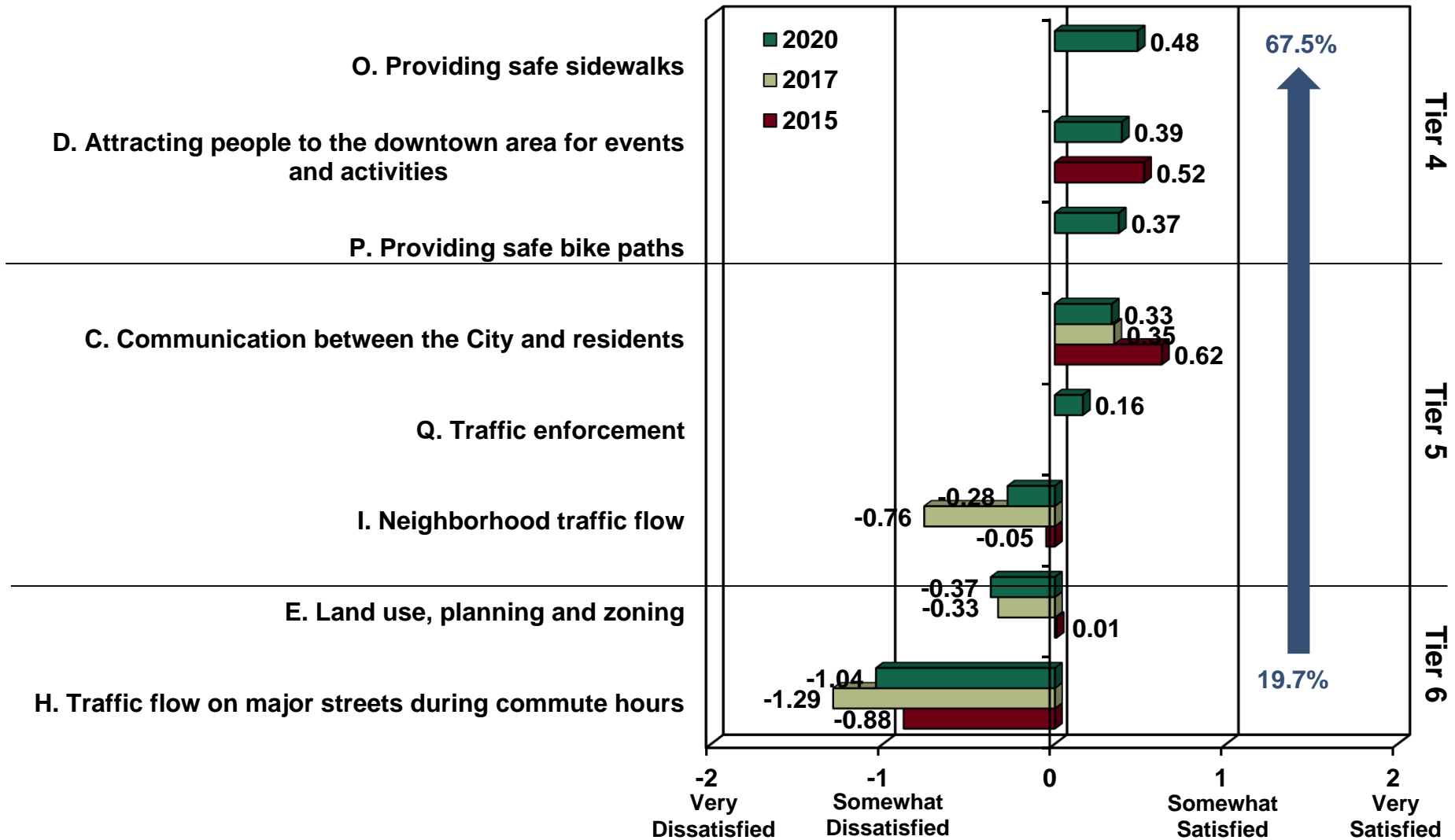
Q4. Satisfaction with City Services I
Adults 18+

Tier 1

L. Police 911 emergency response
- 2020: 1.47
- 2015: 1.50
- 43.3%*

N. Library facilities and services
- 2020: 1.30
- 2017: 1.22
- 2015: 1.36

A. Police services
- 2020: 1.05
- 2017: 1.08
- 2015: 1.27

Tier 2

F. Providing park and recreation programs and events
- 2020: 0.95
- 2017: 1.08
- 2015: 1.17

G. Providing programs for senior citizens
- 2020: 0.81
- 2017: 0.80
- 2015: 0.92

J. Emergency preparedness
- 2020: 0.81
- 2015: 1.03

B. Neighborhood police patrols
- 2020: 0.75
- 2017: 0.78
- 2015: 1.00

Tier 3

K. Providing well maintained streets
- 2020: 0.70

M. Opportunities to attend cultural activities and social events
- 2020: 0.50
- 2017: 0.86
- 2015: 0.75
- 57.9%

Legend: ■ 2020 ■ 2017 ■ 2015

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

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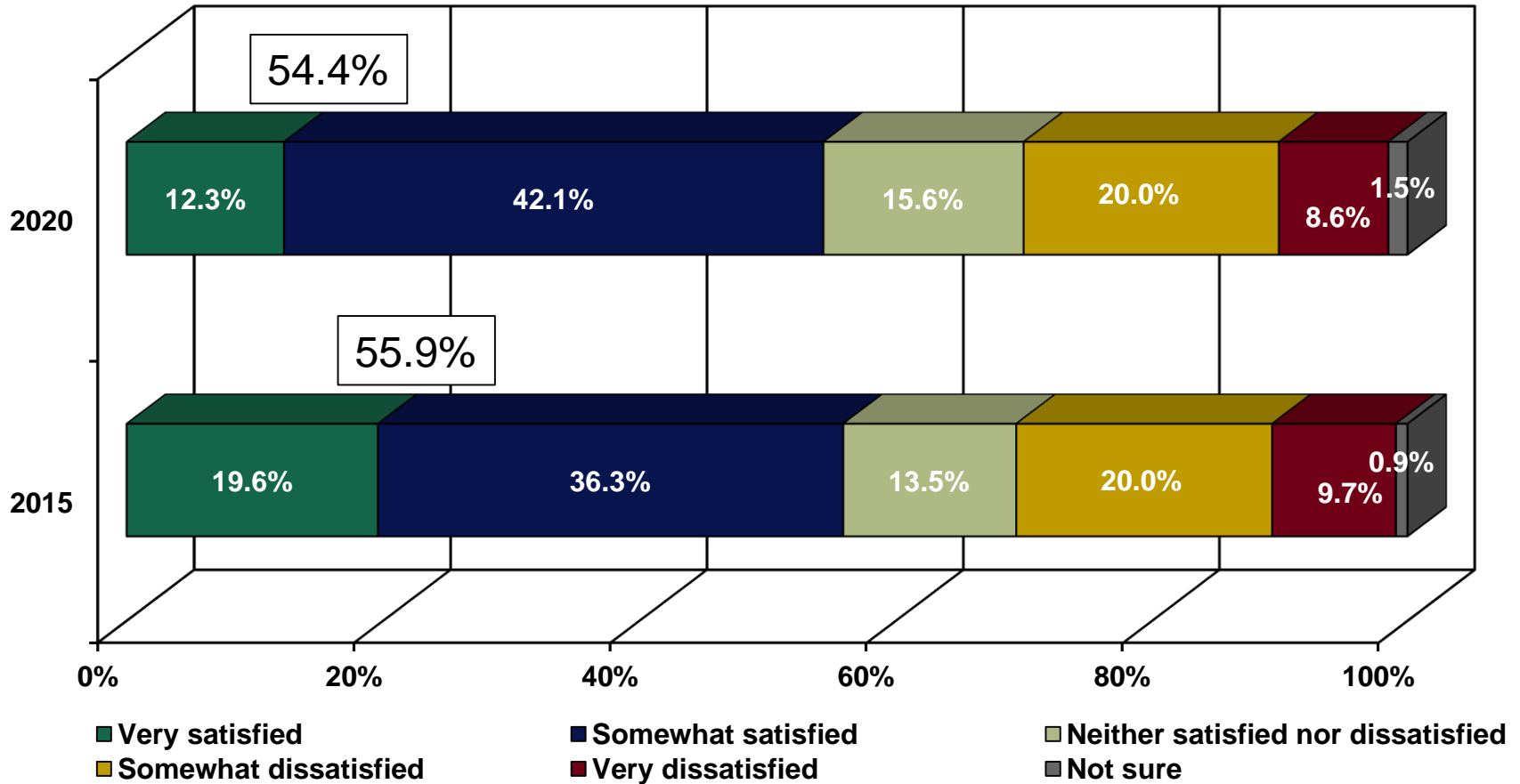
Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Q4. Satisfaction with City Services II
Adults 18+

Legend:
- 2020
- 2017
- 2015

Tier 4
- O. Providing safe sidewalks — 0.48 — 67.5%
- D. Attracting people to the downtown area for events and activities — 0.39, 0.52
- P. Providing safe bike paths — 0.37

Tier 5
- C. Communication between the City and residents — 0.33, 0.35, 0.62
- Q. Traffic enforcement — 0.16
- I. Neighborhood traffic flow — -0.28, -0.76, -0.05

Tier 6
- E. Land use, planning and zoning — -0.37, -0.33, 0.01
- H. Traffic flow on major streets during commute hours — -1.04, -1.29, -0.88 — 19.7%

X-axis:
- -2 Very Dissatisfied
- -1 Somewhat Dissatisfied
- 0
- 1 Somewhat Satisfied
- 2 Very Satisfied
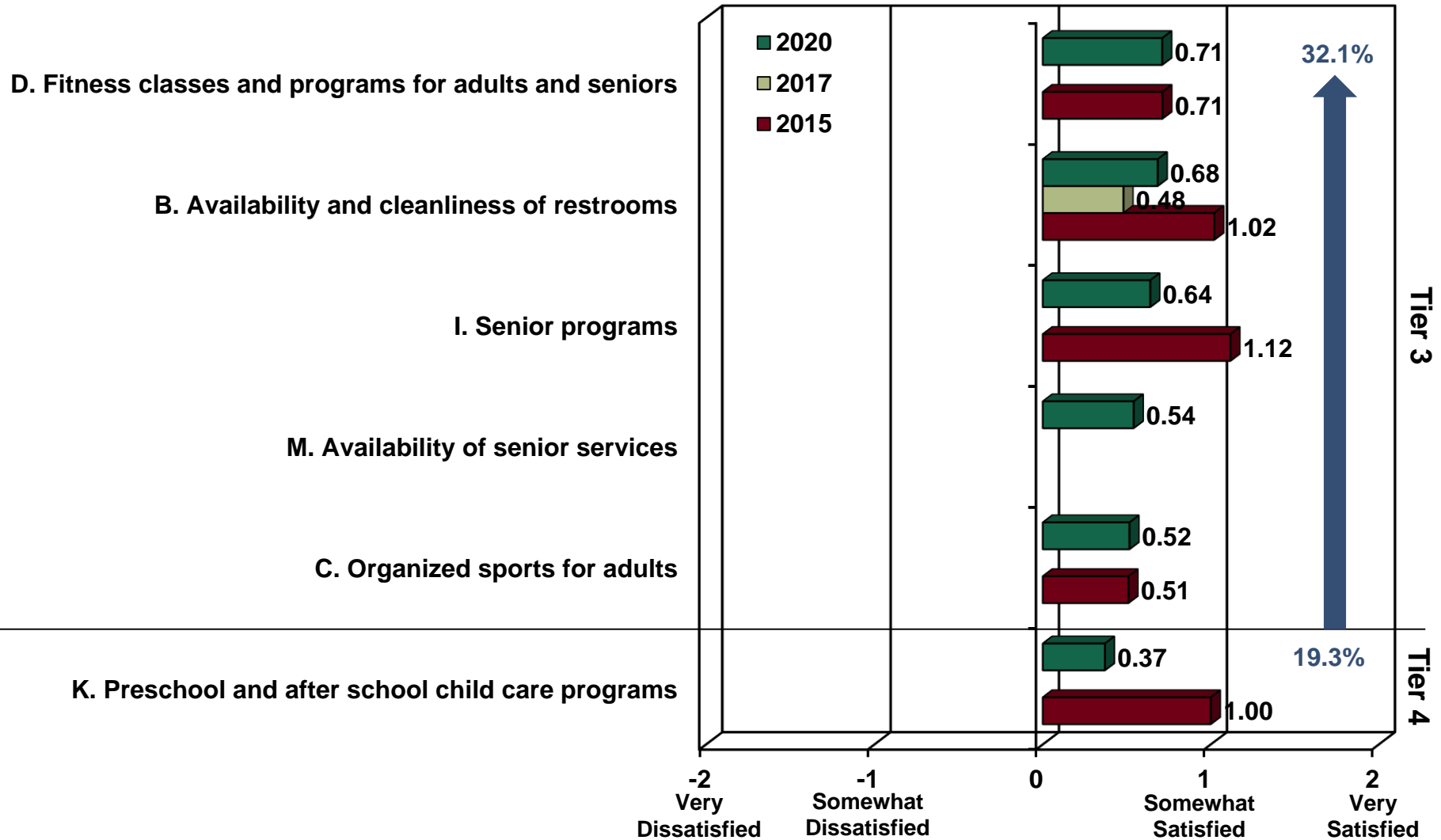
Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.
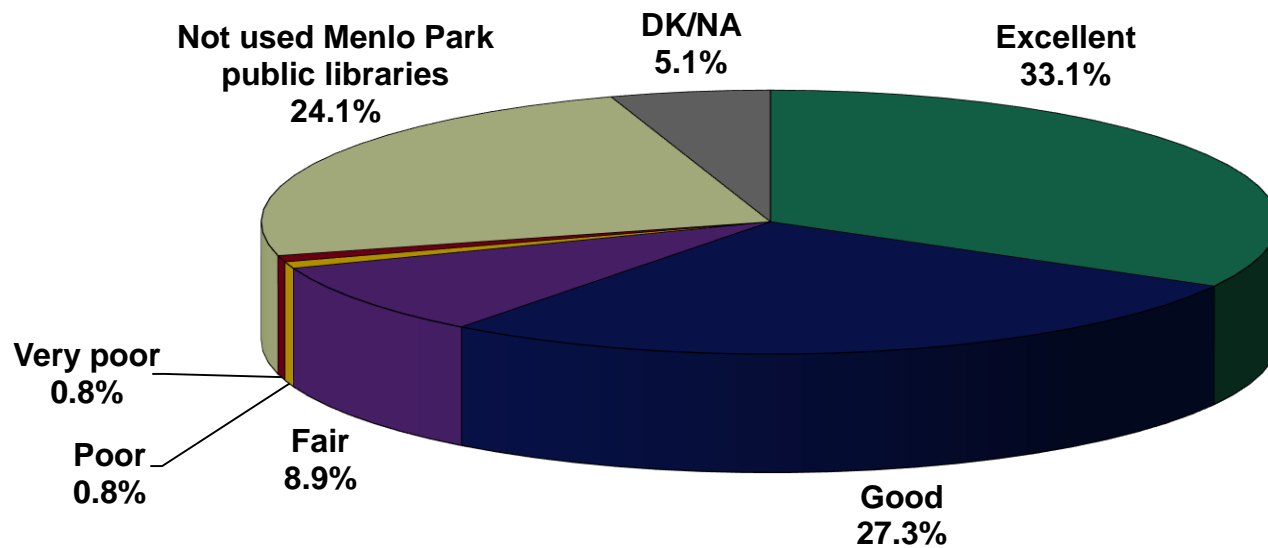
Q5. Satisfaction with Downtown Menlo Park
Adults 18+

2020 — 54.4%
- 12.3% Very satisfied
- 42.1% Somewhat satisfied
- 15.6% Neither satisfied nor dissatisfied
- 20.0% Somewhat dissatisfied
- 8.6% Very dissatisfied
- 1.5% Not sure

2015 — 55.9%
- 19.6% Very satisfied
- 36.3% Somewhat satisfied
- 13.5% Neither satisfied nor dissatisfied
- 20.0% Somewhat dissatisfied
- 9.7% Very dissatisfied
- 0.9% Not sure

Legend:
- ■ Very satisfied
- ■ Somewhat satisfied
- ■ Neither satisfied nor dissatisfied
- ■ Somewhat dissatisfied
- ■ Very dissatisfied
- ■ Not sure

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+
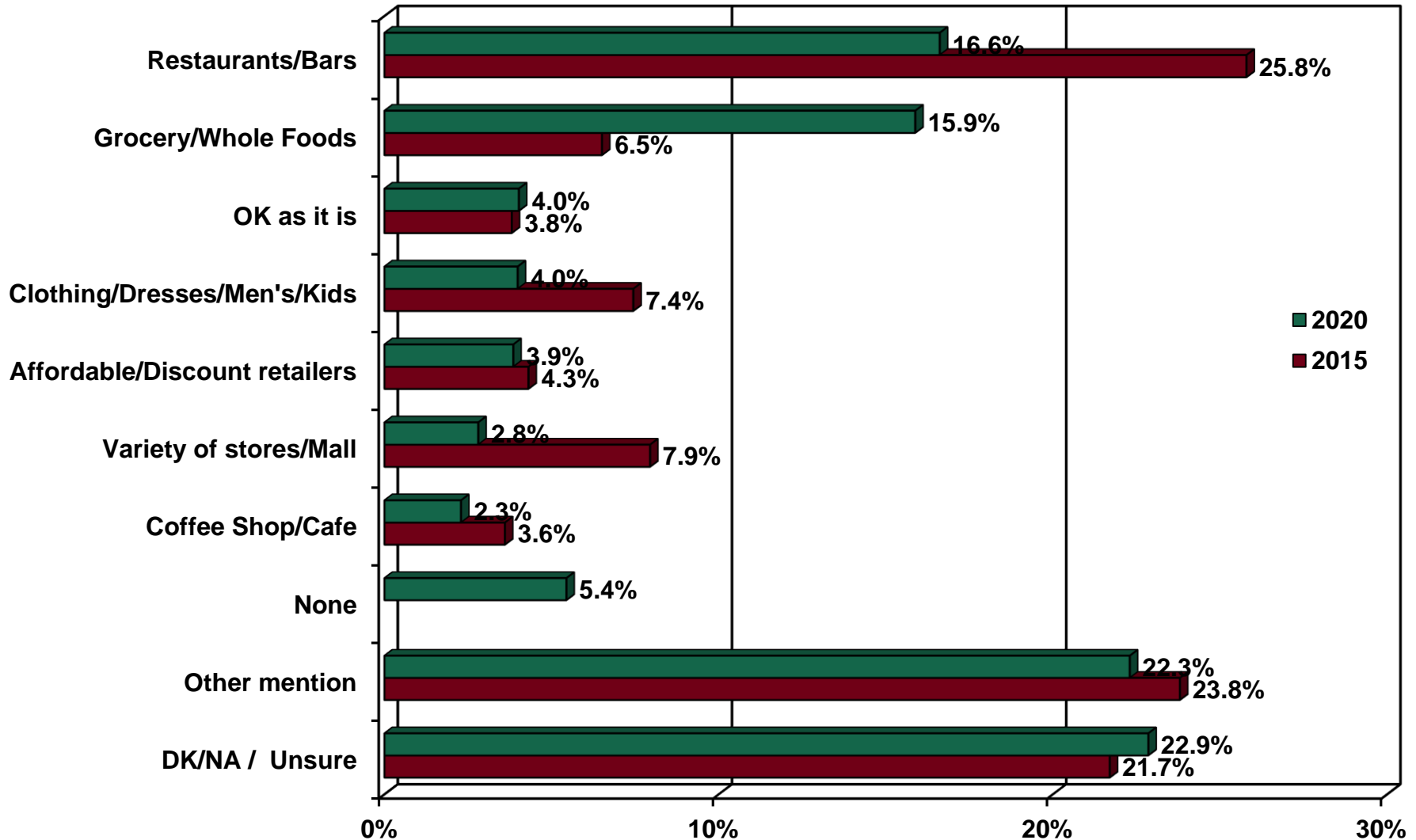
Category	2020	2015
Restaurants/Bars	16.6%	25.8%
Grocery/Whole Foods	15.9%	6.5%
OK as it is	4.0%	3.8%
Clothing/Dresses/Men's/Kids	4.0%	7.4%
Affordable/Discount retailers	3.9%	4.3%
Variety of stores/Mall	2.8%	7.9%
Coffee Shop/Cafe	2.3%	3.6%
None	5.4%	
Other mention	22.3%	23.8%
DK/NA / Unsure	22.9%	21.7%

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+

Pie chart data:

- Not used Menlo Park parks or recreation programs 20.9%
- Very poor 0.5%
- Poor 1.9%
- Fair 9.4%
- DK/NA 1.5%
- Excellent 30.8%
- Good 35.1%
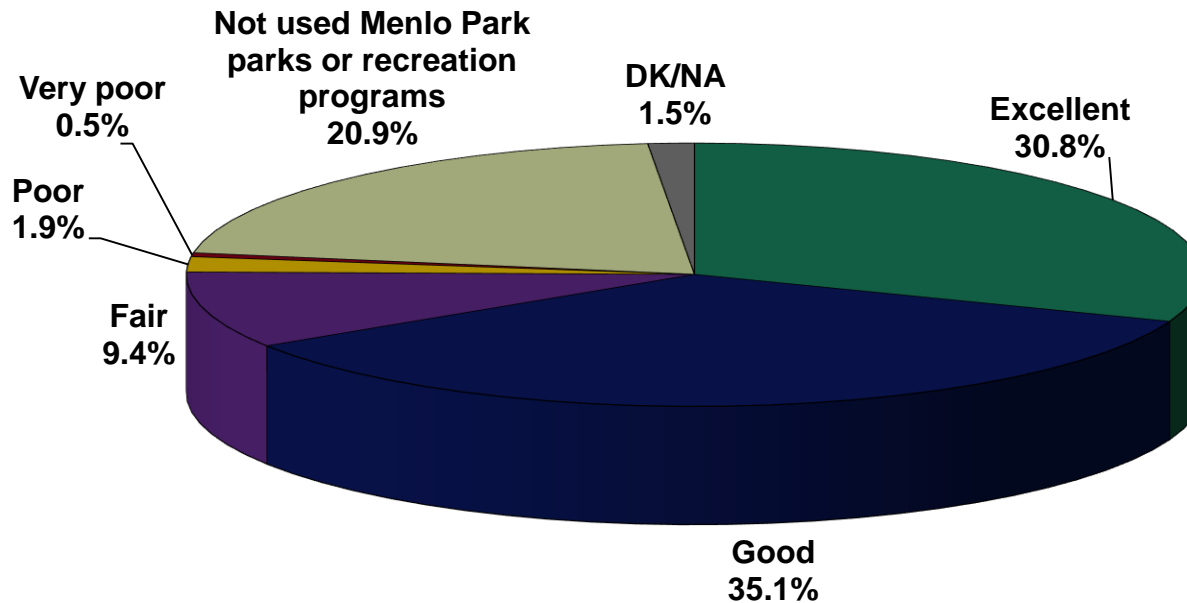
2020
Total Excel + Good = 65.9%
Total Poor + Very Poor = 2.4%
Ratio (Excel + Good) to Poor = 28.3 to 1

Q8. Satisfaction with Parks and Recreation I
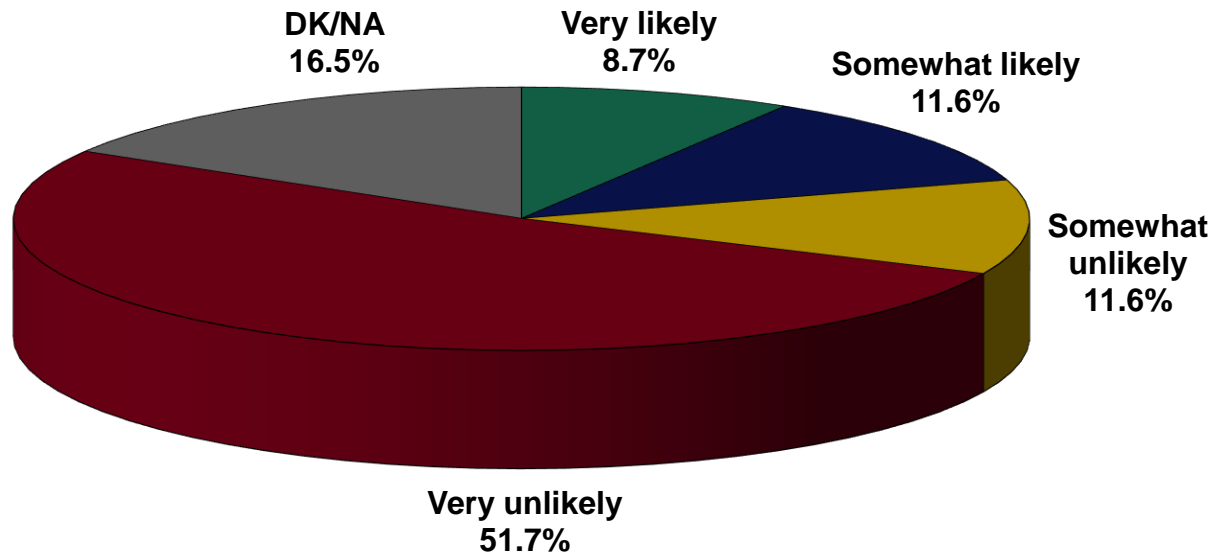## Adults 18+

Legend:
- 2020
- 2017
- 2015

81.0%

47.4%

Tier 1

H. Overall attractiveness and cleanliness of parks and recreation facilities
- 2020: 1.21
- 2015: 1.43

E. Condition of sports fields and courts
- 2020: 1.17
- 2017: 1.11
- 2015: 1.02

L. The ease of getting to a City park or recreation facility
- 2020: 1.11
- 2015: 1.26

Tier 2

J. Organized sports for youth and teens
- 2020: 0.98
- 2015: 1.16

G. Aquatics and swimming facilities and programs
- 2020: 0.94
- 2015: 1.11

F. Availability of sports fields and courts
- 2020: 0.89

A. Cost of programs
- 2020: 0.78
- 2015: 0.82

X-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.

Q8. Satisfaction with Parks and Recreation II
Adults 18+

Legend:
- 2020
- 2017
- 2015

D. Fitness classes and programs for adults and seniors
- 2020: 0.71
- 2015: 0.71
- 32.1%

B. Availability and cleanliness of restrooms
- 2020: 0.68
- 2017: 0.48
- 2015: 1.02

I. Senior programs
- 2020: 0.64
- 2015: 1.12

M. Availability of senior services
- 2020: 0.54

C. Organized sports for adults
- 2020: 0.52
- 2015: 0.51

K. Preschool and after school child care programs
- 2020: 0.37
- 2015: 1.00
- 19.3%

Tier 3 / Tier 4

X-axis:
- -2 Very Dissatisfied
- -1 Somewhat Dissatisfied
- 0
- 1 Somewhat Satisfied
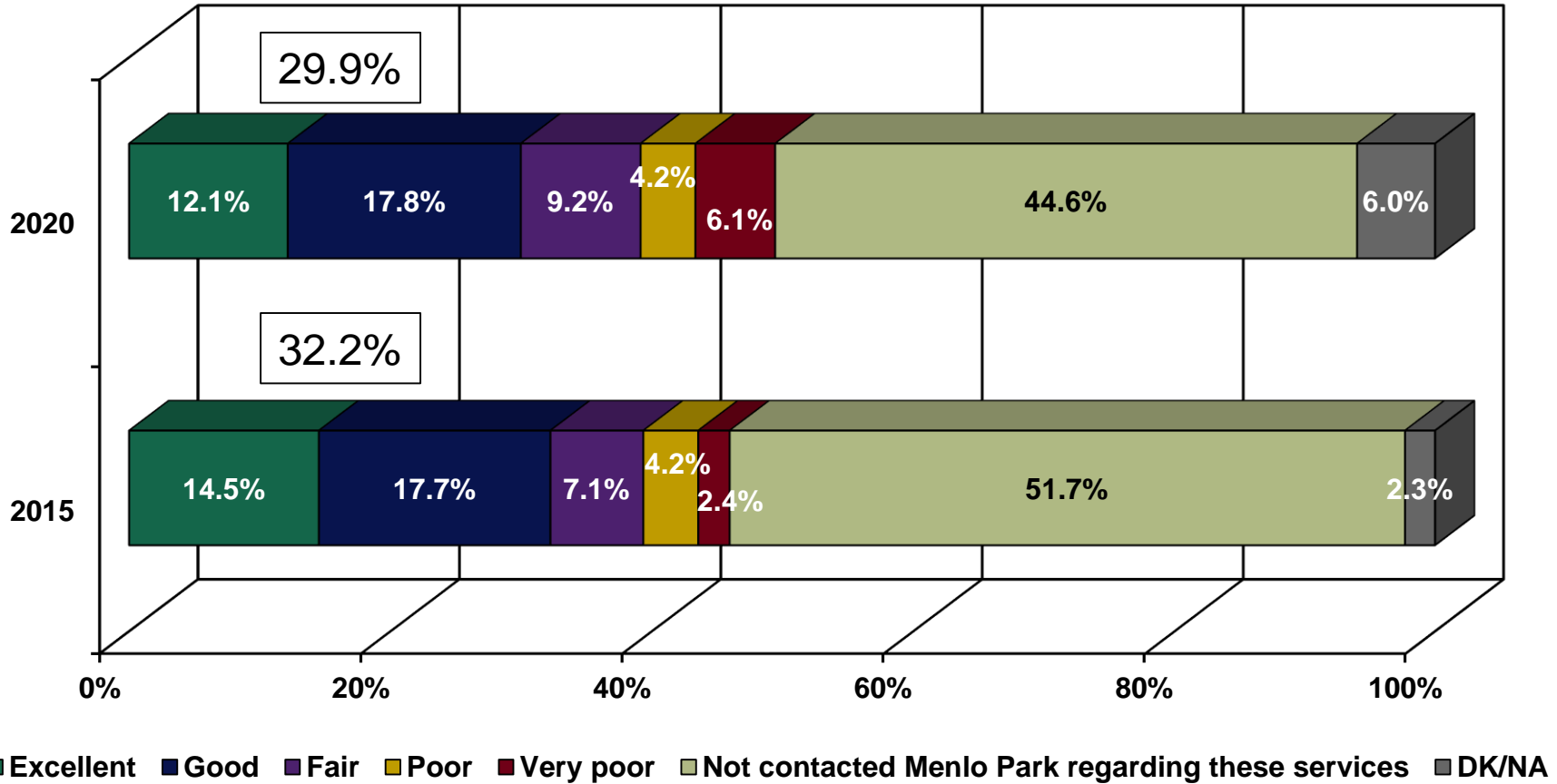- 2 Very Satisfied

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.

Q9. Opinion on City Public Libraries
Adults 18+

Not used Menlo Park public libraries 24.1%

DK/NA 5.1%

Excellent 33.1%

Very poor 0.8%

Poor 0.8%

Fair 8.9%

Good 27.3%

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%

2020
Total Excel + Good = 60.4%
Total Poor + Very Poor = 1.6%
Ratio (Excel + Good) to Poor = 37.7 to 1

Q10. Opinion on City Public Library Services
Adults 18+

Not used Menlo Park public library services 25.2%

DK/NA 5.1%

Excellent 33.6%

Very poor 0.7%

Poor 0.8%

Fair 7.9%

Good 26.7%
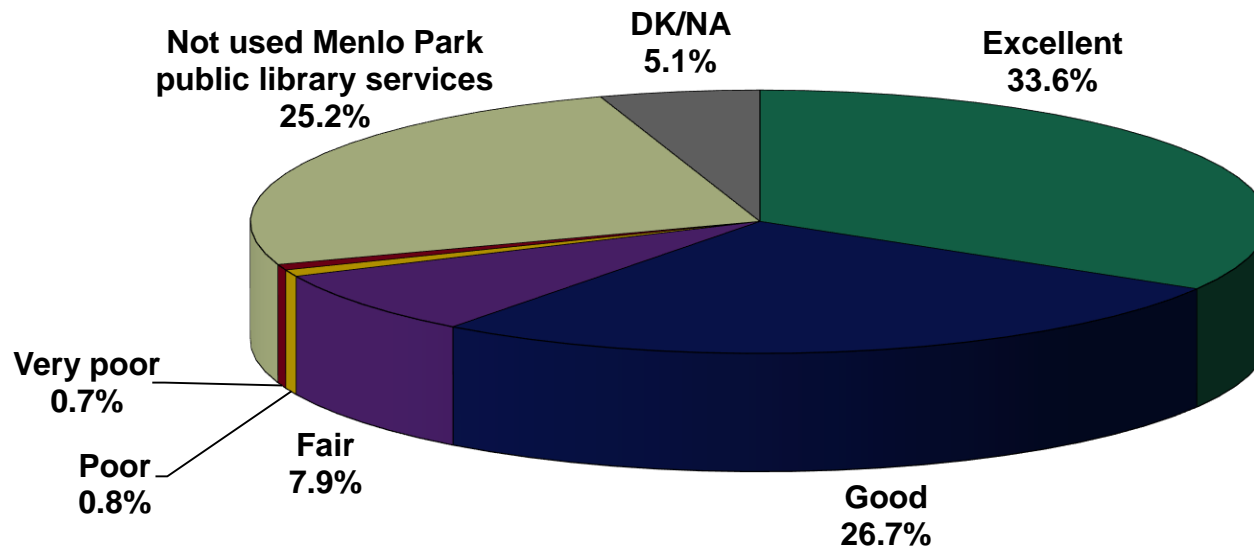
2020
Total Excel + Good = 60.3%
Total Poor + Very Poor = 1.5%
Ratio (Excel + Good) to Poor = 39.3 to 1

Q11. Satisfaction with Menlo Park Public Libraries
Adults 18+

Legend: ■ 2020 ■ 2015

Tier 1
- C. Availability of free Wi-Fi and computers for online access at library branches — 2020: 1.46, 2015: 1.44 — 47.2%
- I. Customer service provided by library staff — 2020: 1.38, 2015: 1.68
- F. Overall attractiveness and cleanliness of library branches — 2020: 1.33, 2015: 1.39

Tier 2
- A. Library hours — 2020: 1.23, 2015: 0.98
- E. Online services including eBooks, eMagazines, library catalog and research databases — 2020: 1.23, 2015: 1.24
- J. Literacy services from Project READ — 2020: 1.22, 2015: 1.48
- B. The selection of books — 2020: 1.22, 2015: 1.12
- G. The selection of Blu-rays, DVDs, CDs, and audio books — 2020: 1.09, 2015: 1.27
- D. Programs and activities for youth and teens — 2020: 1.07, 2015: 0.95

T-3
- H. Programs and activities for adults and seniors — 2020: 0.80, 2015: 1.24 — 23.5%

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

* 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.

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.
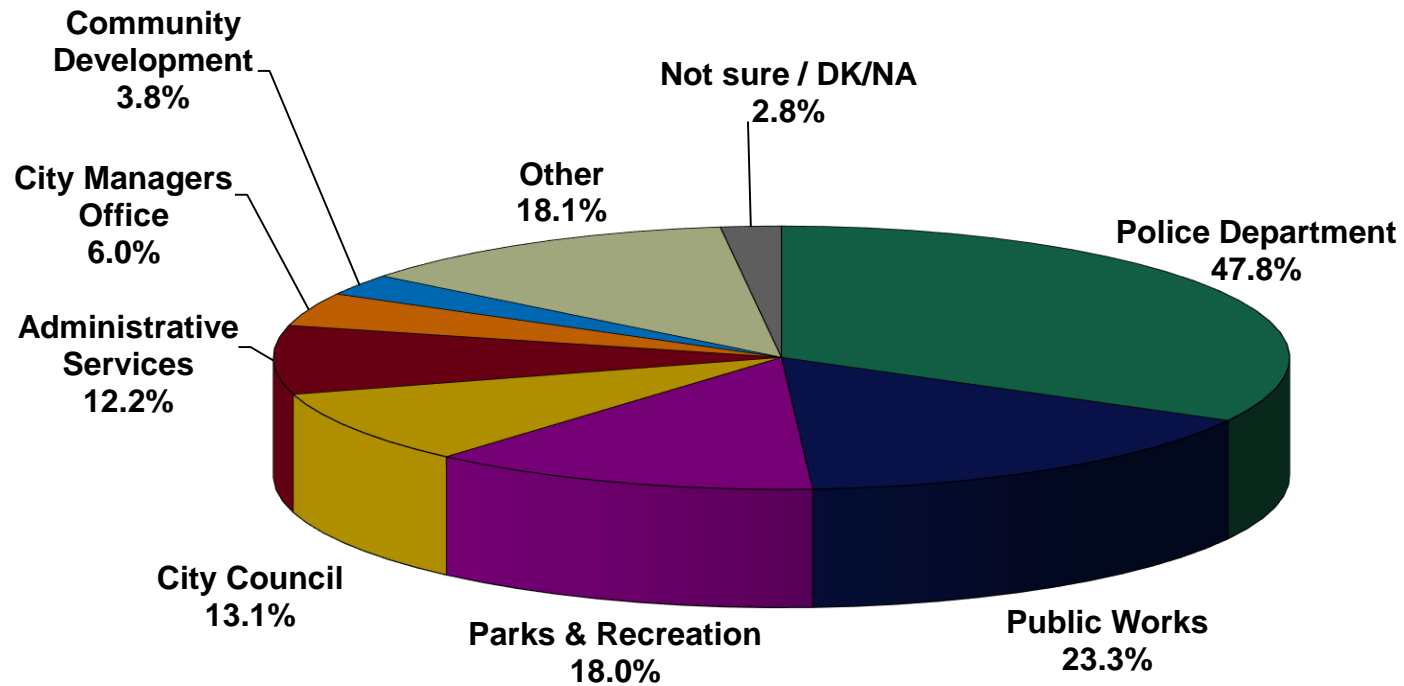
Q12. Likelihood of Using the New Library in Belle Haven
Adults 18+

DK/NA
16.5%

Very likely
8.7%

Somewhat likely
11.6%

Somewhat
unlikely
11.6%

Very unlikely
51.7%

Q13. Opinion on Effectiveness of Police Dept. Addressing Neighborhood Concerns
Adults 18+

2020 — 56.1%

Excellent	Good	Fair	Poor	Very poor	DK/NA
22.9%	33.2%	14.6%	3.1%	5.1%	21.0%

2017 — 67.4%

| 26.9% | 40.5% | 16.4% | 6.4% | 2.9% | 7.0% |

2015 — 66.7%

| 26.9% | 39.8% | 10.9% | 3.5% | 1.4% | 17.4% |

Legend: ■ Excellent ■ Good ■ Fair ■ Poor ■ Very poor ■ DK/NA
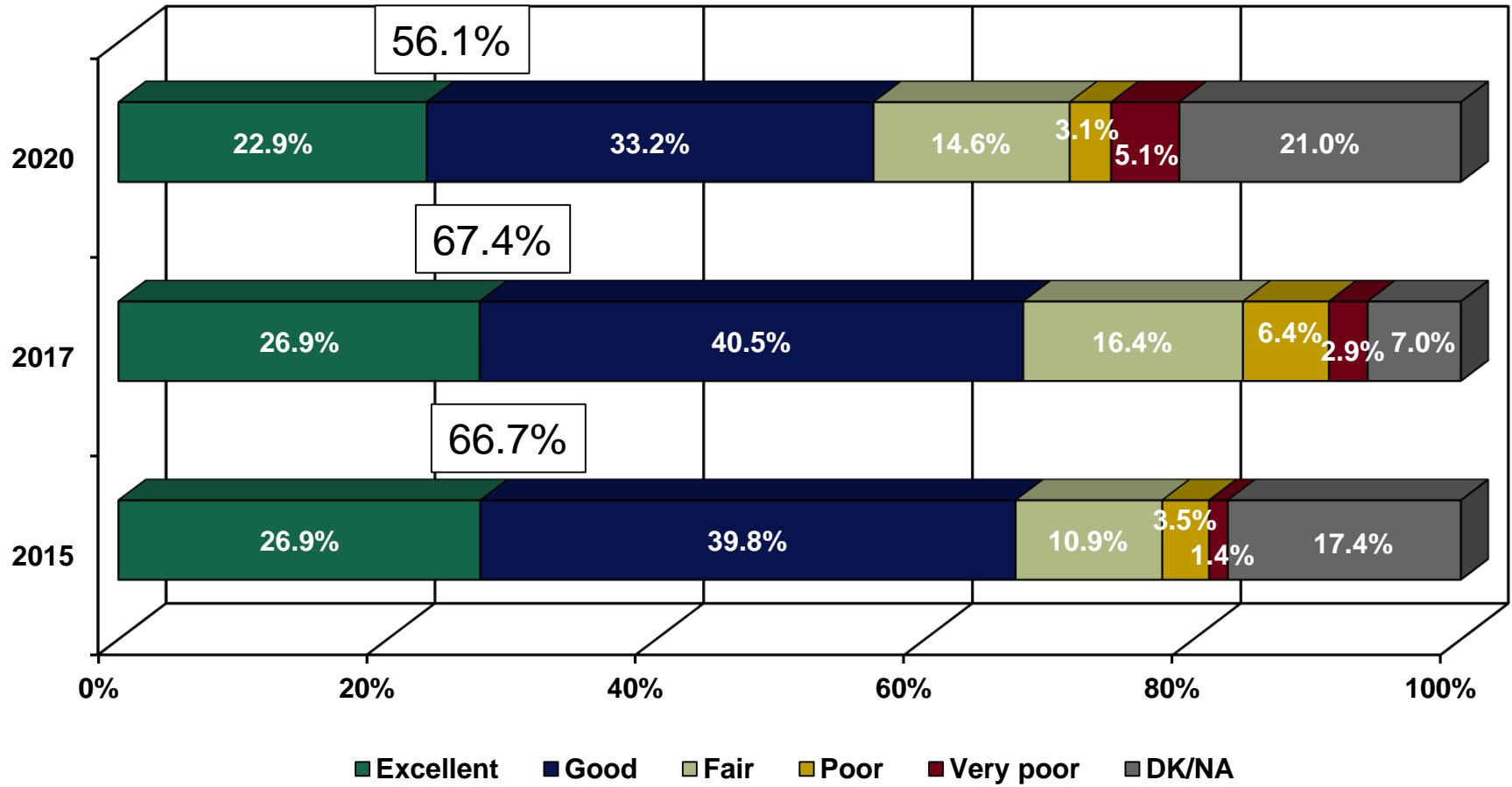
Q14. Feelings of Safety Walking Alone in Different Areas/Times
Adults 18+
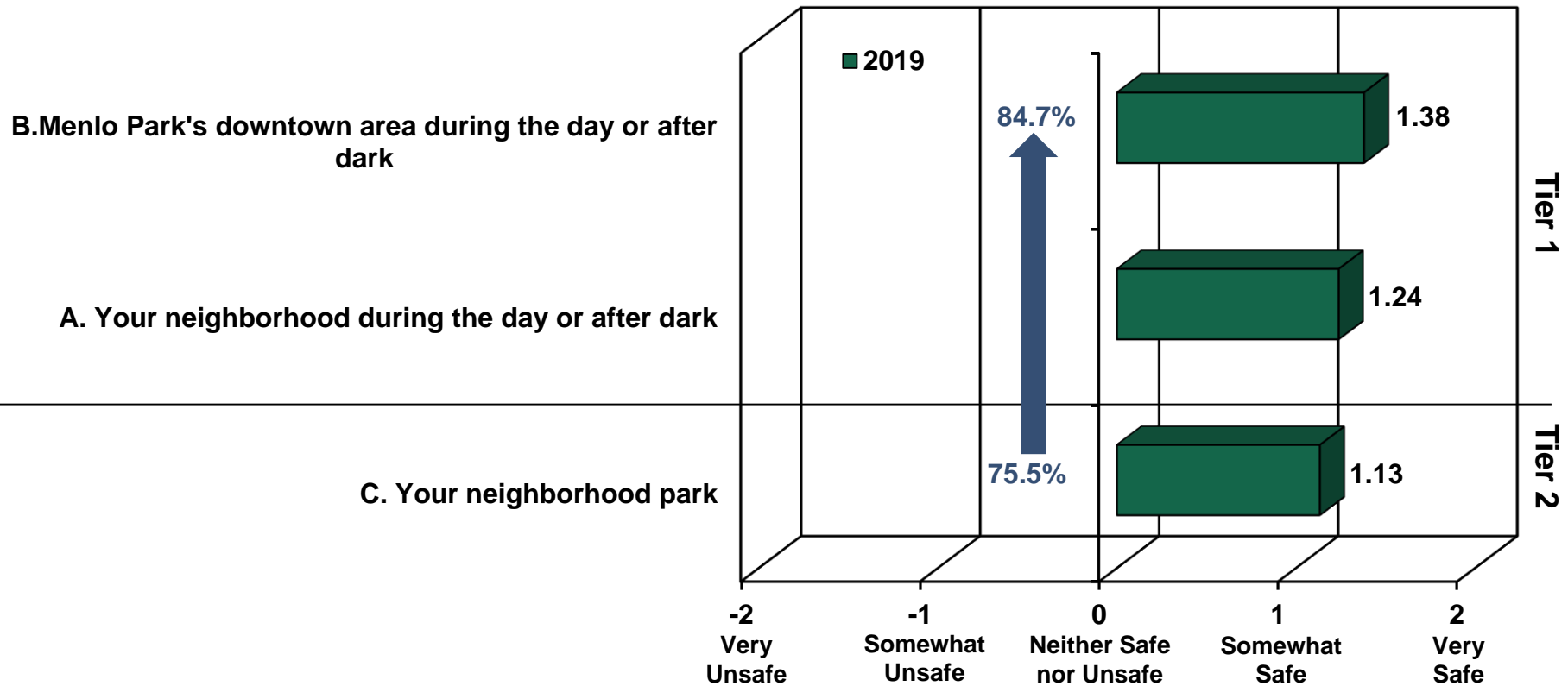
2019

B. Menlo Park's downtown area during the day or after dark — 1.38

84.7%

A. Your neighborhood during the day or after dark — 1.24

Tier 1

C. Your neighborhood park — 1.13

75.5%

Tier 2

-2 Very Unsafe	-1 Somewhat Unsafe	0 Neither Safe nor Unsafe	1 Somewhat Safe	2 Very Safe

Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Very Safe" = +2, "Somewhat Safe" = +1, "Neither Safe nor Unsafe" = 0, "Somewhat Unsafe" = -1 and "Very Unsafe" = -2.

Q15. Reasons for Feeling Unsafe
Adults 18+

Reason	2020	2015
Dark/Need lighting	39.7%	32.1%
Crime/Gun shot	23.2%	18.0%
Won't go out walking at night/Not safe	21.2%	49.7%
Homeless people/Transient people	12.5%	10.8%
No police around	8.1%	13.7%
Drugs	2.5%	
Fast Driving	2.4%	
Need additional traffic controls/Signs	1.5%	0.9%
Other mention	7.6%	8.0%
DK/NA / Unsure	5.5%	6.2%
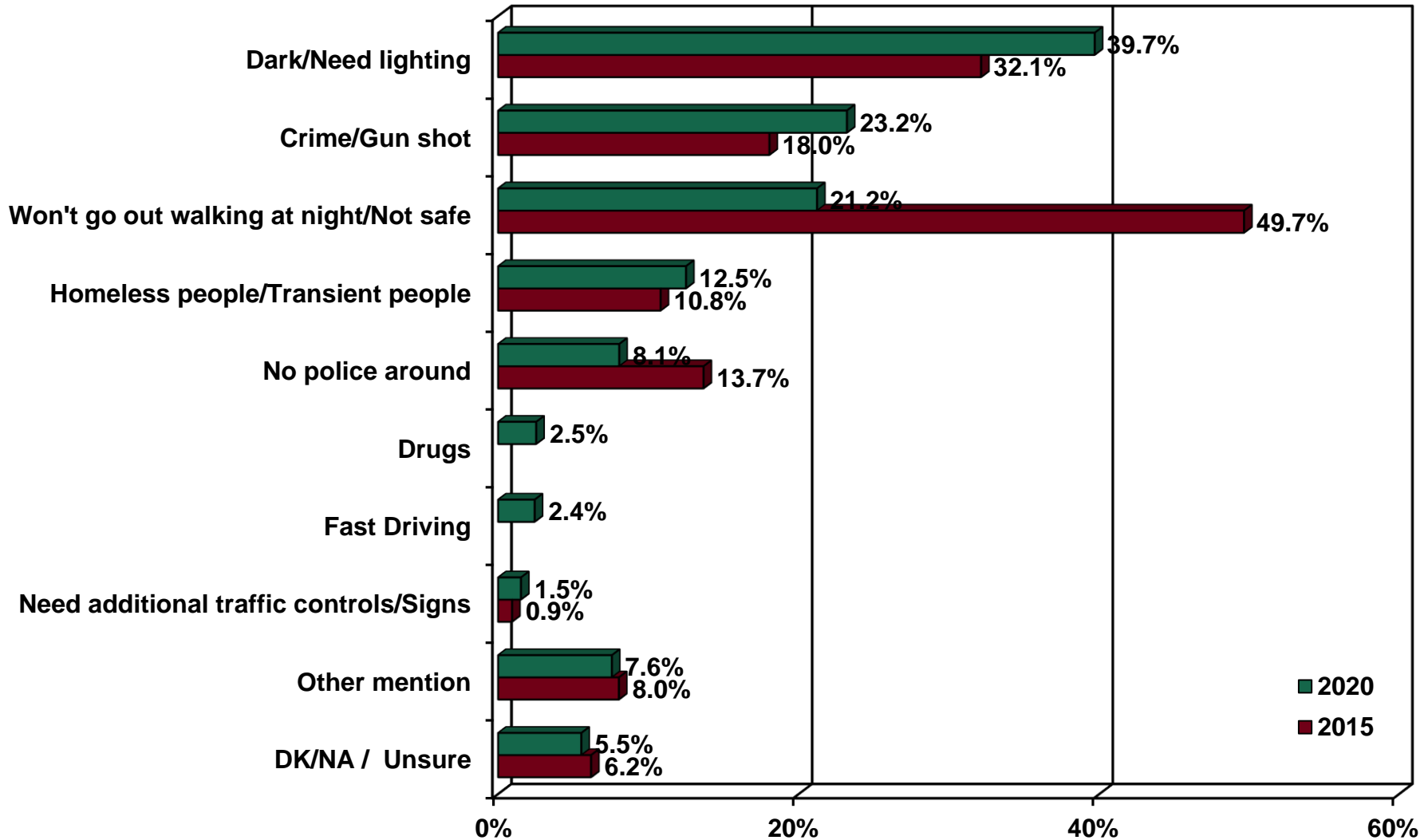
Q16. Satisfaction With Public Works Customer Service/Response
Adults 18+

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2020

29.9%

Excellent	Good	Fair	Poor	Very poor	Not contacted Menlo Park regarding these services	DK/NA
12.1%	17.8%	9.2%	4.2%	6.1%	44.6%	6.0%

2015

32.2%

Excellent	Good	Fair	Poor	Very poor	Not contacted Menlo Park regarding these services	DK/NA
14.5%	17.7%	7.1%	4.2%	2.4%	51.7%	2.3%

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

■ Excellent ■ Good ■ Fair ■ Poor ■ Very poor ■ Not contacted Menlo Park regarding these services ■ DK/NA

Q17. Satisfaction With Public Works Services
Adults 18+
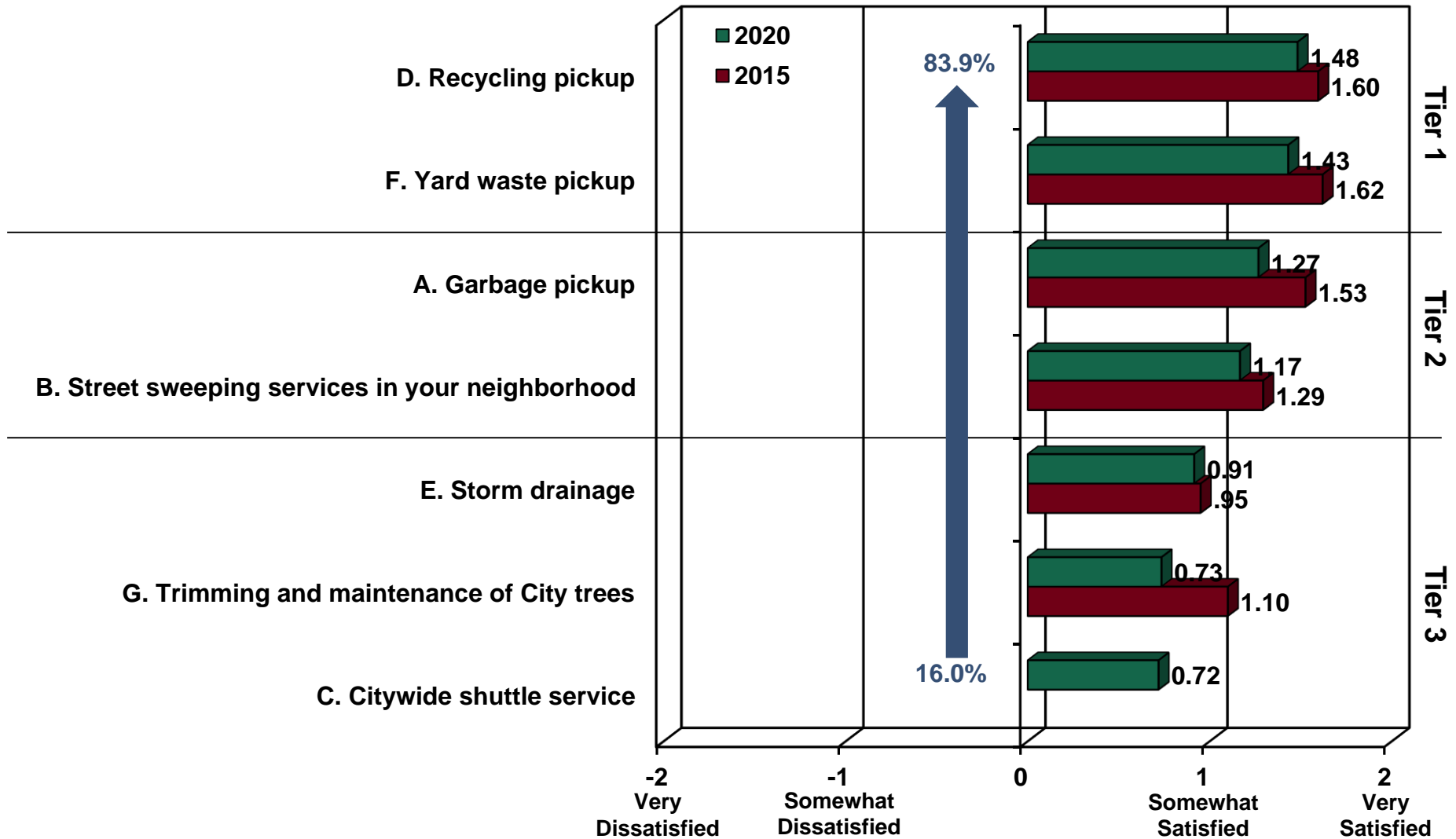
Tier 1

- **D. Recycling pickup**
  - 2020: 1.48
  - 2015: 1.60
- **F. Yard waste pickup**
  - 2020: 1.43
  - 2015: 1.62

Tier 2

- **A. Garbage pickup**
  - 2020: 1.27
  - 2015: 1.53
- **B. Street sweeping services in your neighborhood**
  - 2020: 1.17
  - 2015: 1.29

Tier 3

- **E. Storm drainage**
  - 2020: 0.91
  - 2015: .95
- **G. Trimming and maintenance of City trees**
  - 2020: 0.73
  - 2015: 1.10
- **C. Citywide shuttle service**
  - 2020: 0.72

83.9% ⬆ **16.0%**

- 2020 (green)
- 2015 (red)

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.

Q18. Contact With City Employee in Past 12 Months
Adults 18+

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2020

42.1%   45.5%   12.4%

2015

45.9%   50.4%   3.7%

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

■ Yes   ■ No   ■ DK/NA
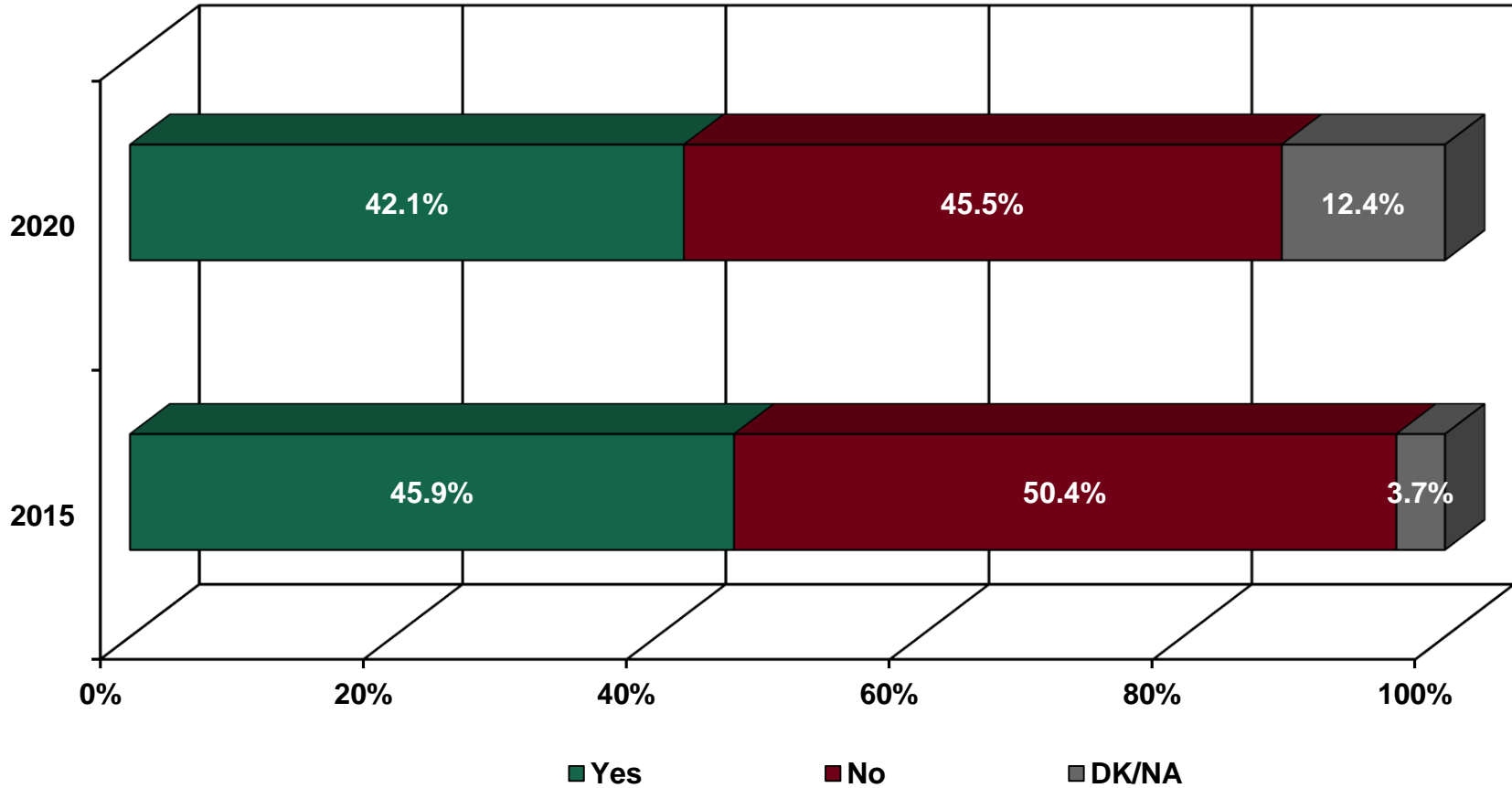
Q19. City Department Contacted
Adults 18+

Community Development 3.8%

City Managers Office 6.0%

Administrative Services 12.2%

City Council 13.1%

Parks & Recreation 18.0%

Other 18.1%

Not sure / DK/NA 2.8%

Police Department 47.8%

Public Works 23.3%

Tier 1

C. Courtesy of the City staff — 81.1% — 1.18

B. The customer service you received — 0.89

Tier 2

D. Timeliness of the response — 0.86

A. Getting your problem resolved or question answered — 66.1% — 0.61

■ 2020

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

Q21. Preferred Sources for Community News and Info
Adults 18+

Source	2020	2017
City Website	49.8%	25.1%
Next Door	39.2%	39.9%
Newsletters	30.8%	
Word of mouth – family/friends/colleagues/neighbors	22.0%	
Public hearing notices / City postcards	20.5%	
Newspaper	20.1%	
Text messages	17.7%	
Facebook	14.8%	19.1%
City council or commission meetings	14.7%	
City departments or agencies	14.6%	
Local community blogs	10.4%	17.9%
Community meetings	10.3%	
Don't ever hear about community / events / city	7.2%	
Water bill	6.8%	
Online	6.5%	18.7%
Social media (Generic)	5.6%	
Twitter	4.3%	
Instagram	3.9%	2.1%
Other	7.9%	
Not sure/DK/NA	6.5%	

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

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Appendix A: Additional Demographic Information
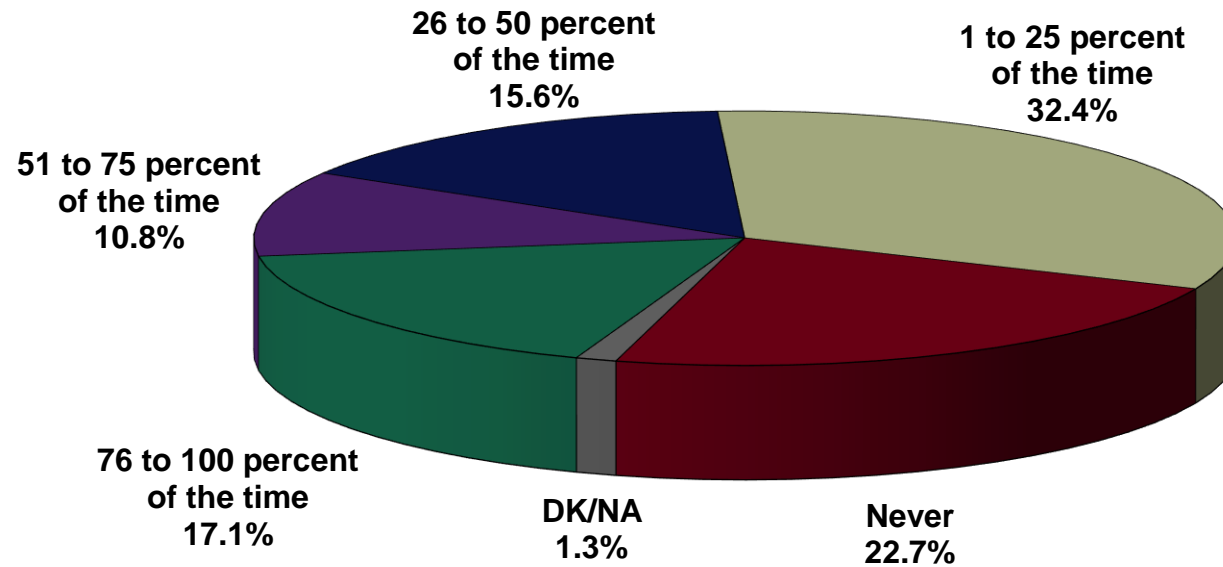
26 to 50 percent of the time **15.6%**

1 to 25 percent of the time **32.4%**

51 to 75 percent of the time **10.8%**

76 to 100 percent of the time **17.1%**

DK/NA **1.3%**

Never **22.7%**

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Bayside of Alameda de las Pulgas 67.1%

Oceanside of Alameda de las Pulgas 14.7%

DK/NA 18.1%

Bayside of El Camino Real
64.0%

DK/NA
0.8%

Oceanside of
El Camino Real
35.2%

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Bayside of Middlefield Road
75.0%

DK/NA
0.9%

Oceanside of
Middlefield Road
24.1%

Bayside of Interstate 101
32.8%

Oceanside of Interstate 101
65.5%

DK/NA
1.7%
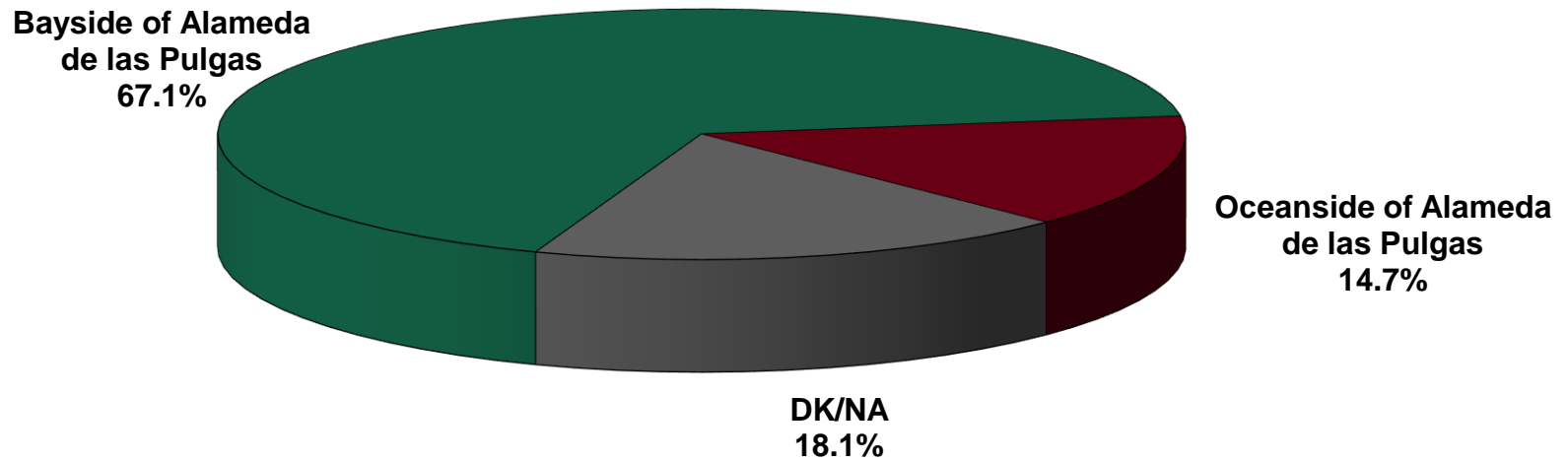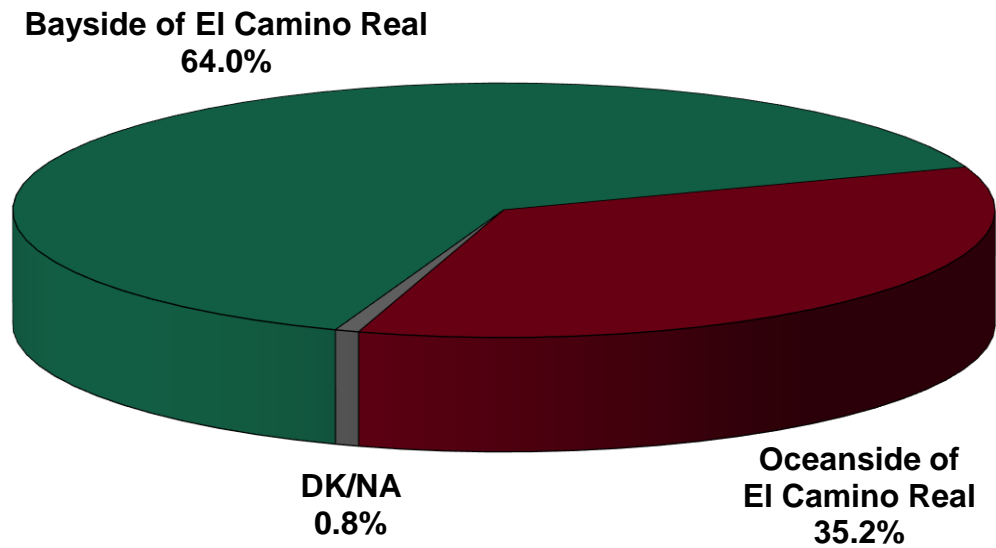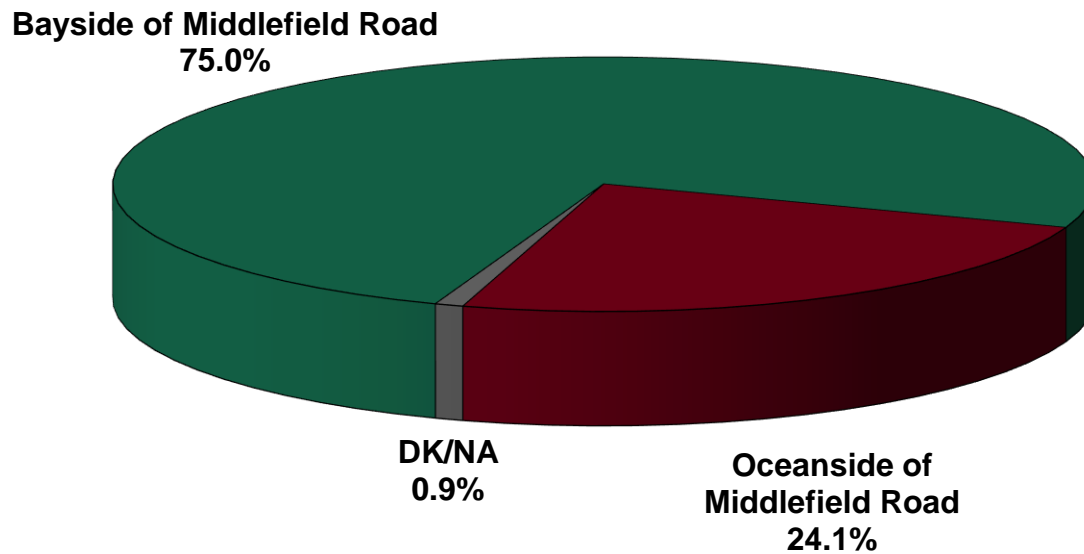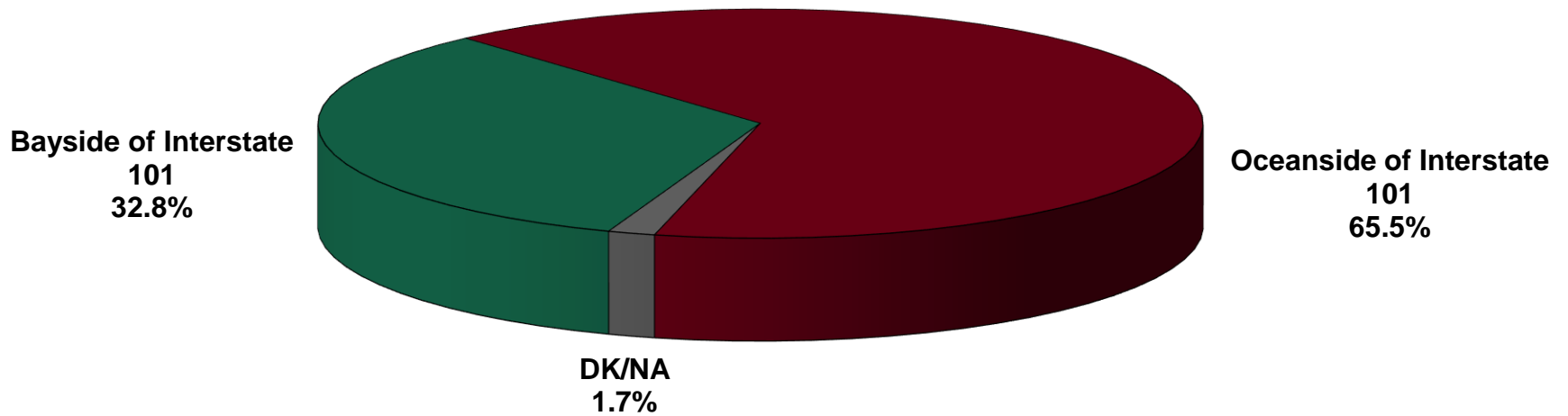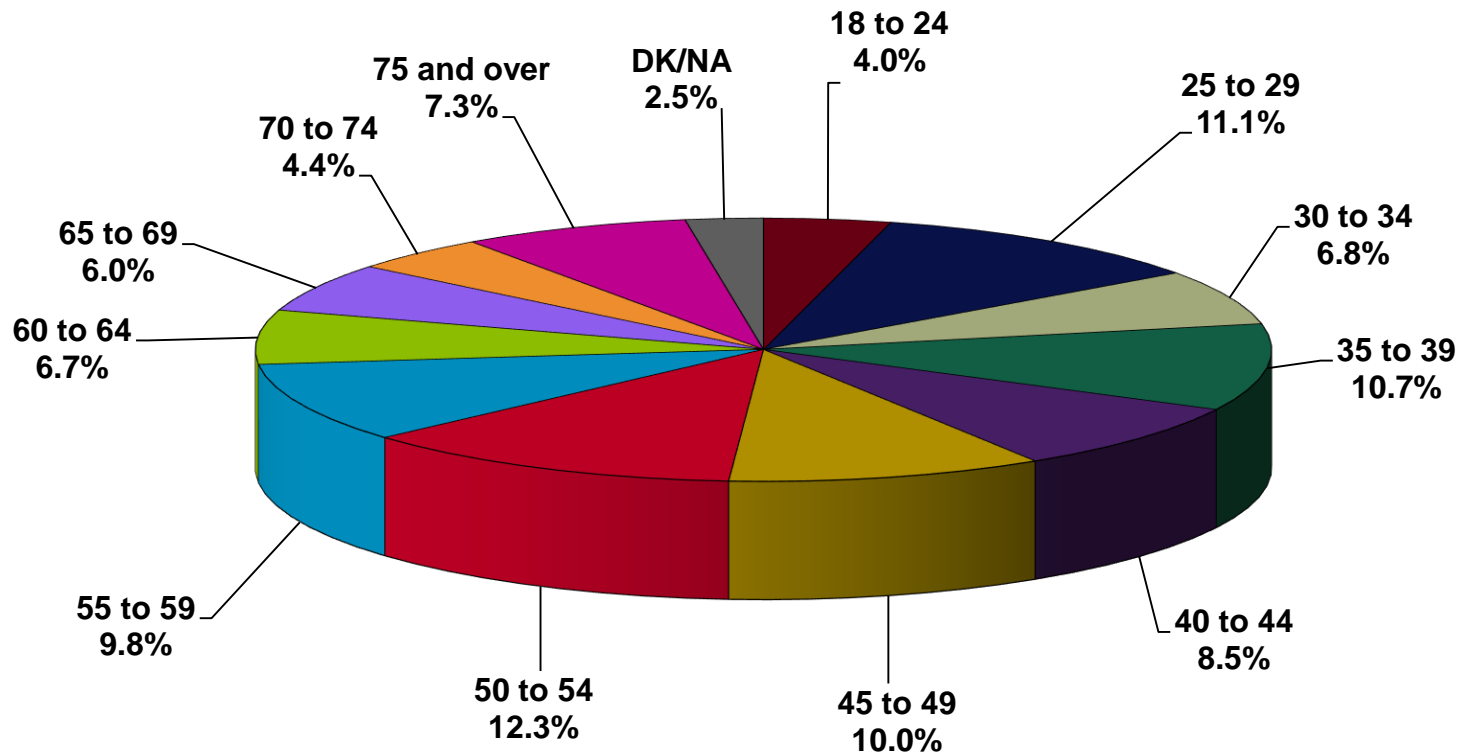
QG. Home Ownership
Adults 18+

Rent
32.0%

DK/NA
2.1%

Own
65.9%
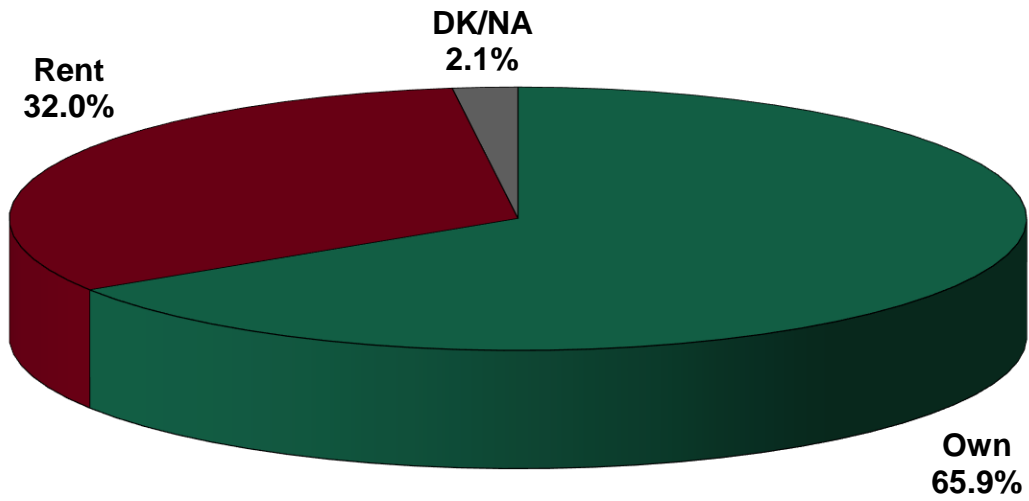
QH. Ages of Children in Household
Adults 18+

- DK/NA 2.0%
- 0 to 4 years 13.9%
- 5 to 11 years 19.3%
- 12 to 13 years 9.8%
- 14 to 17 years 13.2%
- None 57.3%

Ethnicity	Percentage
African-American or Black	3.1%
American Indian or Alaska Native	0.2%
Asian	10.2%
Caucasian or White	63.9%
Hispanic or Latino	11.6%
Native Hawaiian or other Pacific Islander	0.3%
Two or more races	4.9%
Some other race	1.4%
DK/NA	4.5%
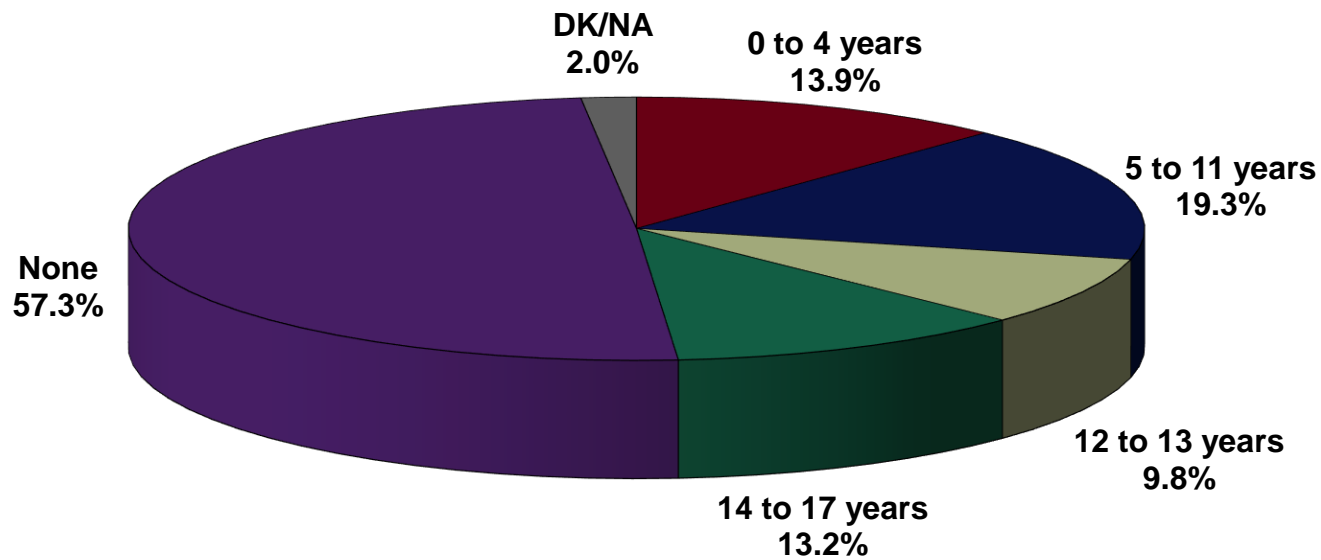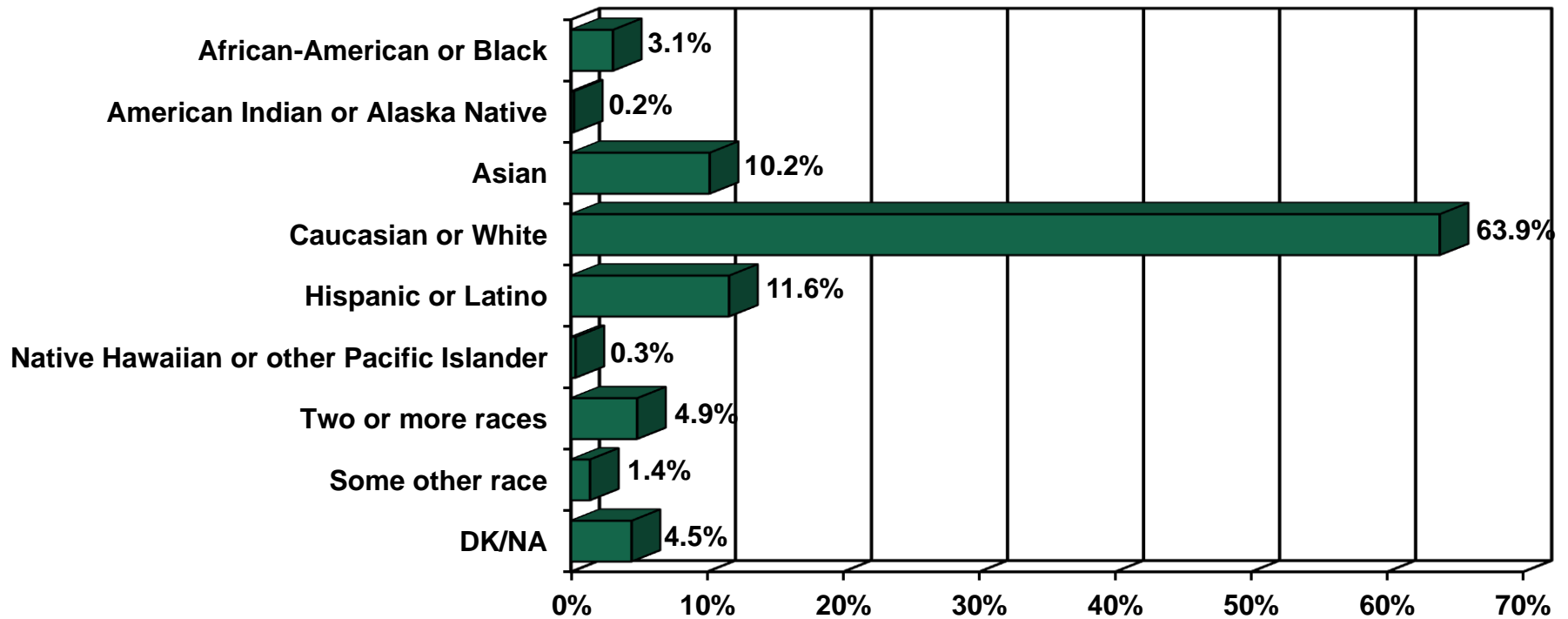
QJ. Gender (by Observation)
Adults 18+

Non-binary
1.2%

Male
46.5%

Female
52.3%
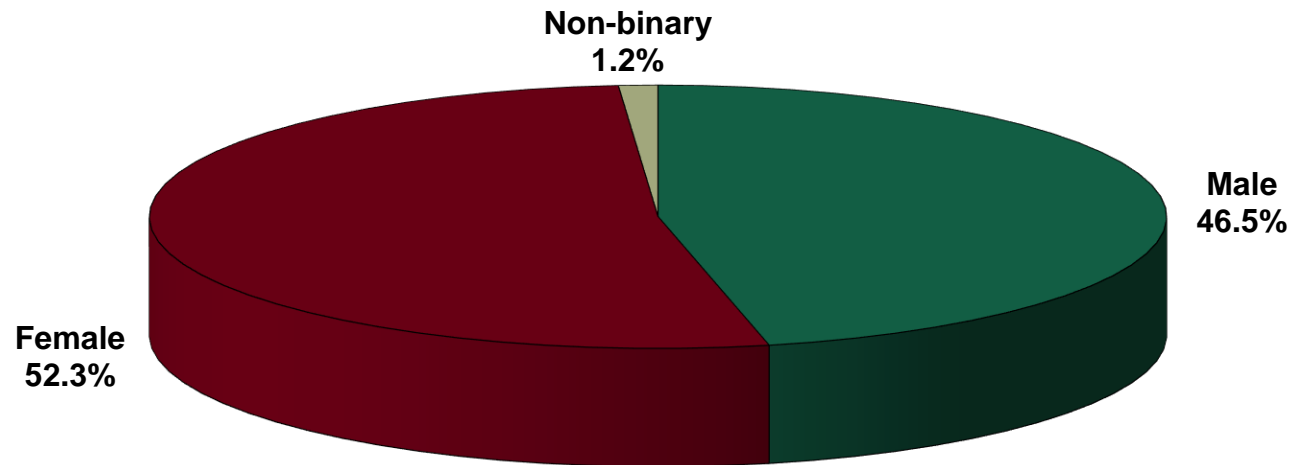
GODBE RESEARCH
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Appendix B: Detailed Methodology

Survey Methodology

Survey Parameters

Godbe Research conducted a total of 847 interviews representing 25,028 adults ages 18 and older in the City of Menlo Park. This includes a subsample of 733 registered voters. The error rate is plus or minus 3.31% for the sample of 847 adult residents, and plus or minus 3.55% for the sample of 733 registered voters. Interviews were conducted from January 8 through January 19, 2020. The average interview time was approximately 25 minutes.

Sample and Weighting

Once collected, the sample of voters was compared with the population in the City to examine possible differences between the demographics of the sample and the universe of all adults 18+ and registered voters. The data have been weighted by respondent age and ethnicity to reflect the actual population characteristics of the adult residents and registered voters in the City of Menlo Park (Based on 2017 ACS (American Community Survey).

Questionnaire Methodology

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, several questions in the survey were randomized such that the respondents were not consistently asked the questions in the same order. The series of items in Questions 2, 4, 8, 11, 14, 17, and 20 were randomized to avoid such position bias. Questions 6, 15, 19, 21, and H allowed the voters surveyed to mention multiple responses and may sum to more than 100.

Because a survey typically involves a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some differences between a sample and the population from which it was drawn. These differences are known as "sampling error" and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

For example, the following table shows the possible sampling variation that applies to a percent result reported from a probability type sample. Because the sample of 847 adult residents was drawn from the estimated population of the City of Menlo Park of approximately 25,028 adult residents, one can be 95% confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percent points from the result that would have been obtained if the interviews had been conducted with all persons in the universe. As the table on the following page indicates, the margin of error for all aggregate responses is between 1.99 and 3.31% for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by 847 respondents, one can be 95% confident that the difference between the percent breakdowns of the sample and those of the total population is no greater than 3.31%. The percent margin of error applies to both sides of the answer, so that for a question in which 50% of respondents said yes, one can be 95% confident that the actual percent of the population that would say yes is between 47% (50 minus 3.31) and 53% (50 plus 3.31).

The margin of error for a given question also depends on the distribution of responses to the question. The 3.31% refers to dichotomous questions where opinions are evenly split in the sample with 50% of respondents saying yes and 50% saying no. If that same question were to receive a response in which 10% of the respondents say yes and 90% say no, then the margin of error would be no greater than plus or minus 1.99%. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are comprised of 25 or fewer respondents.

Margin of Error II

n	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1000	1.82%	2.43%	2.78%	2.98%	3.04%
900	1.92%	2.57%	2.94%	3.14%	3.21%
847	1.99%	2.65%	3.03%	3.24%	3.31%
600	2.37%	3.16%	3.62%	3.87%	3.95%
500	2.60%	3.47%	3.98%	4.25%	4.34%
400	2.92%	3.89%	4.45%	4.76%	4.86%
300	3.37%	4.50%	5.15%	5.51%	5.62%
200	4.14%	5.52%	6.33%	6.76%	6.90%

Reading Crosstabulation Tables

The questions discussed and analyzed in this report comprise a subset of various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix E. These crosstabulation tables provide detailed information on the responses to each question by demographic and behavioral groups that were assessed in the survey. A typical crosstabulation table is shown here.

A short description of the item appears on the left-hand side of the table. The item sample size (n = 847) is presented in the first column of data under "Total."

The results to each possible answer choice of all respondents are presented in the first column of data under "Total." The aggregate number of respondents in each answer category is presented as a whole number, and the percent of the entire sample that this number represents is just below the whole number. In this example, among the total respondents, 282 respondents reported their "very satisfied" response, and this number of respondents equals 33.3% of the total sample size of 847. Next to the "Total" column are the other columns representing responses from the male and female respondents. The data from these columns are read in exactly the same fashion as the data in the "Total" column, although each group makes up a smaller percent of the entire sample.

EXAMPLE OF DATA CROSSTABULATION TABLE		Respondent's Gender			
		Total	Male	Female	Other
1. Generally speaking are you satisfied or dissatisfied with the overall quality of life in Menlo Park?	**Total**	847	394	443	11
	Very satisfied	282	138	145	0
		33.3%	35.0%	32.7%	0.0%
	Somewhat satisfied	392	197	190	5
		46.2%	49.9%	43.0%	43.7%
	Somewhat dissatisfied	134	46	88	0
		15.8%	11.7%	19.9%	0.0%
	Very dissatisfied	38	13	20	6
		4.5%	3.3%	4.4%	56.3%
	DK/NA	0	0	0	0
		0.0%	0.1%	0.0%	0.0%

Subgroup Comparisons

To test whether or not the differences found in percent results among subgroups are likely due to actual differences in opinions or behaviors – rather than the results of chance due to the random nature of the sampling design – a "z-test" was performed. In the headings of each column are labels, "A," "B," "C," etc. along with a description of the variable. The "z-test" is performed by comparing the percent in each cell with all other cells in the same row within a given variable (within Respondent's Gender in the pictured table, for example).

The results from the "z-test" are displayed in a separate table below the crosstabulation table. If the percent in one cell is statistically different from the percent in another, the column label will be displayed in the cell from which it varies significantly. For instance, in the adjacent table, a significantly higher percent of women (19.9%) reported "somewhat dissatisfied" than men (11.7%). Hence, the letter "A," which stands for men, appears under Column "B," which stands for women. The letters in the table indicate the differences where one can be 95% confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

It is important to note that the percent difference among subgroups is just one piece in the equation to determine whether or not two percentage figures are significantly different from each other. The variance and sample size associated with each data point is integral to determining significance. Therefore, two calculations may be different from each other, yet the difference may not be statistically significant according to the "z" statistic.

EXAMPLE OF DATA CROSSTABULATION TABLE		Respondent's Gender			
		Total	Male	Female	Other
1. Generally speaking are you satisfied or dissatisfied with the overall quality of life in Menlo Park?	**Total**	847	394	443	11
	Very satisfied	282	138	145	0
		33.3%	35.0%	32.7%	0.0%
	Somewhat satisfied	392	197	190	5
		46.2%	49.9%	43.0%	43.7%
	Somewhat dissatisfied	134	46	88	0
		15.8%	11.7%	19.9%	0.0%
	Very dissatisfied	38	13	20	6
		4.5%	3.3%	4.4%	56.3%
	DK/NA	0	0	0	0
		0.0%	0.1%	0.0%	0.0%

EXAMPLE OF DATA FOR Z-TEST		Respondent's Gender		
		Male	Female	Other
		(A)	(B)	(C)
1. Generally speaking are you satisfied or dissatisfied with the overall quality of life in Menlo Park?	**Very satisfied**			.
	Somewhat satisfied			
	Somewhat dissatisfied		A	
	Very dissatisfied			A B
	DK/NA			

Understanding a Mean

In addition to the analysis of the percent of the responses, some results are discussed with respect to an average score. To derive the overall influence of a feature, Q2 for example, a number value was assigned to each response category – in this case "Poor" = +1, "Fair" = +2, "Good" = +3, and "Excellent" = +4. The number values that correspond to respondents' answers were then averaged to produce a final score that reflects the overall rating of a characteristic. The resulting mean score makes the interpretation of the data considerably easier.

In the crosstabulation tables for Questions 2, 4, 8, 11, and 17 of the survey, the reader will find mean scores. These mean scores represent the average response of each group. The table to the right shows the scales for each corresponding question. Responses of "DK/NA" were not included in the calculations of the means for any question.

Question	Measure	Scale	Values
Q2	Characteristic Ratings	-2 to +2	+1 = "Poor" +2 = "Fair" +3 = "Good" +4 = "Excellent"
Q4, Q8, Q11 and Q17	Satisfaction Ratings	-2 to +2	+2 = "Very Satisfied" +1 = "Somewhat Satisfied" -1 = "Somewhat Dissatisfied" -2 = "Very Dissatisfied"

Means Comparisons

A typical crosstabulation table of mean scores is shown in the adjacent table. All subgroups of interest concerning questions 2, 4, 8, 11, and 17 are included in Appendix E.

The aggregate mean score for each item in the question series is presented in the first column of the data under "Total." For example, among all the survey respondents, "Menlo Park as a place to live," earned a mean score of 2.19. Next to the "Total" column are other columns representing the mean scores assigned by the respondents grouped by Gender.

The data from these columns are read in the same fashion as the data in the "Total" column. To test whether two mean scores are statistically different, a "t-test" is performed. As in the case of the "z-test" for percentage figures, a statistically significant result is indicated by the letter representing the data column.

EXAMPLE OF DATA FOR MEANS COMPARISON	Respondent's Gender			
	Total	Male	Female	Other
2A. Menlo Park as a place to live	2.08	2.16	2.04	0.87
2B. Your neighborhood as a place to live	2.19	2.22	2.19	0.87
2C. Menlo Park as a place to raise children	2.19	2.27	2.15	0.87
2D. Menlo Park as a place to shop	1.09	1.15	1.01	2.13
2E. Menlo Park as a visually attractive community	1.88	1.94	1.88	0.00
2F. Menlo Park as a place to retire	1.30	1.28	1.35	0.00
2G. Menlo Park as a walkable community	1.70	1.73	1.69	0.87

EXAMPLE OF DATA FOR T-TEST	Respondent's Gender		
	Male	Female	Other
	(A)	(B)	(C)
2A. Menlo Park as a place to live	C	C	
2B. Your neighborhood as a place to live	C	C	
2C. Menlo Park as a place to raise children	C	C	
2D. Menlo Park as a place to shop			A B
2E. Menlo Park as a visually attractive community	C	C	
2F. Menlo Park as a place to retire	C	C	
2G. Menlo Park as a walkable community	C	C	

Appendix C: Topline Report

CITY OF MENLO PARK

2020 City Satisfaction Survey

Topline Report
   n=847
   25-minutes
   Adults 18+ / Registered Voters Hybrid Sample

February 4, 2020

GODBE RESEARCH
Gain Insight

METHODOLOGY

Sample Universe:
  - 25,028 Adults 18+
  - 18,823 Registered Voters
Sample Size:
  n=847 Adults 18+
  n=733 Registered Voters
Data Collection Methodology:
  n=56 Landline
  n=51 Cell Phone
  n=220 Online from email invitation
  n=520 Online from text invitation
Marin of Error:
  - Adults 18+ ± 3.31%
  - Registered Voters ± 3.55%
Interview Dates: January 8 to January 19, 2020

QUALITY OF LIFE

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
1. Generally speaking are you satisfied or dissatisfied with the overall quality of life in Menlo Park?	Very satisfied	33.3%	282		33.7%	247	
	Somewhat satisfied	46.2%	392		45.8%	336	
	Somewhat dissatisfied	15.8%	134		15.2%	112	
	Very dissatisfied	4.5%	38		5.2%	38	
	DK/NA	0.0%	0		0.0%	0	
	Total Satisfied	79.6%			79.5%		
	Total Dissatisfied	20.4%			20.5%		
	Ratio Sat to Dissat	3.9			3.9		
2A. Menlo Park as a place to live	Excellent	32.6%	276		34.0%	249	
	Good	46.3%	392		46.4%	340	
	Fair	17.1%	145		15.0%	110	
	Poor	3.6%	31		4.2%	31	
	DK/NA	0.4%	3		0.4%	3	
	Total Excellent + Good	78.9%			80.3%		
	Total Poor	3.6%			19.2%		
	Ratio (Excel + Good) to Poor	21.7			4.2		
2B. Your neighborhood as a place to live	Excellent	39.9%	338		41.9%	307	
	Good	43.6%	370		42.1%	309	
	Fair	11.7%	99		12.0%	88	
	Poor	4.7%	40		4.1%	30	
	DK/NA	0.0%	0		0.0%	0	
	Total Excellent + Good	83.5%			84.0%		
	Total Poor	4.7%			16.0%		
	Ratio (Excel + Good) to Poor	17.6			5.2		
2C. Menlo Park as a place to raise children	Excellent	37.0%	313		38.7%	284	
	Good	37.9%	321		36.9%	271	
	Fair	12.3%	104		11.3%	83	
	Poor	3.8%	32		3.7%	27	
	DK/NA	9.1%	77		9.3%	69	
	Total Excellent + Good	74.9%			75.6%		
	Total Poor	3.8%			15.0%		
	Ratio (Excel + Good) to Poor	19.9			5.0		
2D. Menlo Park as a place to shop	Excellent	6.4%	54		6.7%	49	
	Good	23.6%	200		24.9%	182	
	Fair	42.5%	360		42.2%	309	
	Poor	27.2%	230		25.9%	190	
	DK/NA	0.3%	3		0.4%	3	
	Total Excellent + Good	30.0%			31.5%		
	Total Poor	27.2%			68.1%		
	Ratio (Excel + Good) to Poor	1.1			0.5		
2E. Menlo Park as a visually attractive community	Excellent	27.2%	231		26.1%	191	
	Good	42.2%	357		44.0%	322	
	Fair	21.6%	183		22.5%	165	
	Poor	8.8%	74		7.2%	53	
	DK/NA	0.2%	2		0.2%	2	
	Total Excellent + Good	69.4%			70.1%		
	Total Poor	8.8%			29.7%		
	Ratio (Excel + Good) to Poor	7.9			2.4		

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
2F. Menlo Park as a place to retire	Excellent	14.3%	121		14.6%	107	
	Good	23.7%	201		23.9%	175	
	Fair	21.1%	179		21.6%	158	
	Poor	26.9%	228		25.3%	185	
	DK/NA	14.0%	118		14.6%	107	
	Total Excellent + Good	38.0%			38.5%		
	Total Poor	26.9%			46.9%		
	Ratio (Excel + Good) to Poor	1.4			0.8		
2G. Menlo Park as a walkable community	Excellent	22.2%	188		23.3%	171	
	Good	38.1%	323		37.2%	272	
	Fair	26.9%	228		26.6%	195	
	Poor	12.6%	107		12.8%	94	
	DK/NA	0.1%	1		0.1%	1	
	Total Excellent + Good	60.3%			60.5%		
	Total Poor	12.6%			39.4%		
	Ratio (Excel + Good) to Poor	4.8			1.5		

QUALITY OF LIFE -- RANKED BY INTENSITY SCORE

	Adults 18+			All Voters		
	Column N %	Count	Mean	Column N %	Count	Mean
2C. Menlo Park as a place to raise children			2.19			2.22
2B. Your neighborhood as a place to live			2.19			2.22
2A. Menlo Park as a place to live			2.08			2.11
2E. Menlo Park as a visually attractive community			1.88			1.89
2G. Menlo Park as a walkable community			1.70			1.71
2F. Menlo Park as a place to retire			1.30			1.33
2D. Menlo Park as a place to shop			1.09			1.12

CITY SERVICES

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
3. Generally speaking, are you satisfied or dissatisfied with the job Menlo Park is doing to provide City services?	Very satisfied	23.7%	201		23.4%	171	
	Somewhat satisfied	44.2%	374		47.2%	346	
	Somewhat dissatisfied	15.5%	131		14.6%	107	
	Very dissatisfied	7.7%	65		7.2%	52	
	DK/NA	8.9%	76		7.6%	56	
	Total Satisfied	67.9%			70.6%		
	Total Dissatisfied	23.2%			21.7%		
	Ratio Sat to Dissat	2.9			3.3		
4A. Police services	Very satisfied	34.0%	288	67.1%	36.2%	265	68.1%
	Somewhat satisfied	33.2%	281		31.9%	234	
	Somewhat dissatisfied	8.6%	73		9.8%	72	
	Very dissatisfied	4.2%	36		4.1%	30	
	DK/NA	20.0%	170		17.9%	132	
4B. Neighborhood police patrols	Very satisfied	23.4%	198	59.6%	24.6%	180	58.8%
	Somewhat satisfied	36.2%	307		34.2%	251	
	Somewhat dissatisfied	11.3%	96		11.6%	85	
	Very dissatisfied	6.8%	58		7.8%	58	
	DK/NA	22.2%	188		21.8%	160	
4C. Communication between the City and residents	Very satisfied	15.0%	127	56.8%	15.3%	112	57.5%
	Somewhat satisfied	41.9%	355		42.2%	310	
	Somewhat dissatisfied	20.3%	172		20.2%	148	
	Very dissatisfied	11.1%	94		10.9%	80	
	DK/NA	11.8%	100		11.4%	83	
4D. Attracting people to the downtown area for events and activities	Very satisfied	17.2%	146	58.6%	16.9%	124	59.1%
	Somewhat satisfied	41.4%	351		42.2%	309	
	Somewhat dissatisfied	19.2%	163		18.6%	136	
	Very dissatisfied	10.9%	93		10.6%	78	
	DK/NA	11.2%	95		11.7%	85	
4E. Land use, planning and zoning	Very satisfied	7.6%	64	33.3%	7.6%	56	33.6%
	Somewhat satisfied	25.7%	218		26.0%	190	
	Somewhat dissatisfied	25.9%	219		25.9%	190	
	Very dissatisfied	22.8%	193		23.3%	171	
	DK/NA	18.1%	153		17.2%	126	
4F. Providing park and recreation programs and events	Very satisfied	32.2%	272	72.2%	33.5%	245	73.6%
	Somewhat satisfied	40.0%	339		40.1%	294	
	Somewhat dissatisfied	7.5%	63		7.9%	58	
	Very dissatisfied	7.2%	61		5.0%	37	
	DK/NA	13.2%	112		13.5%	99	
4G. Providing programs for senior citizens	Very satisfied	10.6%	89	28.6%	10.4%	76	29.2%
	Somewhat satisfied	18.1%	153		18.8%	138	
	Somewhat dissatisfied	5.4%	45		4.9%	36	
	Very dissatisfied	2.2%	19		2.6%	19	
	DK/NA	63.8%	541		63.4%	464	
4H. Traffic flow on major streets during commute hours	Very satisfied	3.4%	29	19.7%	3.5%	26	20.2%
	Somewhat satisfied	16.3%	138		16.6%	122	
	Somewhat dissatisfied	30.5%	258		30.4%	223	
	Very dissatisfied	46.8%	396		47.0%	344	
	DK/NA	3.0%	25		2.4%	18	
4I. Neighborhood traffic flow	Very satisfied	12.2%	103	43.5%	12.3%	90	42.4%
	Somewhat satisfied	31.3%	265		30.1%	221	
	Somewhat dissatisfied	26.7%	226		28.2%	206	
	Very dissatisfied	28.0%	238		27.5%	201	
	DK/NA	1.8%	15		2.0%	15	
4J. Emergency preparedness	Very satisfied	17.1%	145	41.8%	18.1%	133	43.8%
	Somewhat satisfied	24.7%	209		25.6%	188	
	Somewhat dissatisfied	7.6%	64		6.8%	50	
	Very dissatisfied	4.0%	34		3.4%	25	
	DK/NA	46.6%	395		46.1%	338	
4K. Providing well maintained streets	Very satisfied	32.0%	271	73.4%	31.6%	232	72.3%
	Somewhat satisfied	41.4%	351		40.7%	299	
	Somewhat dissatisfied	15.7%	133		17.5%	128	
	Very dissatisfied	10.0%	85		9.1%	67	
	DK/NA	0.9%	7		1.0%	7	
4L. Police 911 emergency response	Very satisfied	28.8%	244	43.3%	30.6%	224	45.4%
	Somewhat satisfied	14.5%	123		14.8%	108	
	Somewhat dissatisfied	1.5%	13		1.8%	13	
	Very dissatisfied	1.3%	11		1.3%	9	
	DK/NA	53.8%	456		51.6%	378	

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
4M. Opportunities to attend cultural activities and social events	Very satisfied	17.5%	148	57.9%	17.4%	127	59.8%
	Somewhat satisfied	40.4%	342		42.5%	311	
	Somewhat dissatisfied	17.8%	151		16.9%	124	
	Very dissatisfied	8.0%	68		7.6%	55	
	DK/NA	16.4%	139		15.7%	115	
4N. Library facilities and services	Very satisfied	48.0%	407	75.6%	47.7%	349	76.5%
	Somewhat satisfied	27.5%	233		28.8%	211	
	Somewhat dissatisfied	7.2%	61		5.5%	40	
	Very dissatisfied	2.6%	22		3.0%	22	
	DK/NA	14.6%	124		15.1%	110	
4O. Providing safe sidewalks	Very satisfied	23.7%	200	67.5%	22.1%	162	65.8%
	Somewhat satisfied	43.8%	371		43.7%	320	
	Somewhat dissatisfied	16.2%	137		17.6%	129	
	Very dissatisfied	13.9%	118		13.9%	102	
	DK/NA	2.4%	20		2.7%	20	
4P. Providing safe bike paths	Very satisfied	19.7%	167	55.9%	20.9%	154	58.3%
	Somewhat satisfied	36.3%	307		37.3%	274	
	Somewhat dissatisfied	19.1%	161		18.9%	138	
	Very dissatisfied	12.1%	102		11.1%	82	
	DK/NA	12.9%	109		11.7%	86	
4Q. Traffic enforcement	Very satisfied	18.7%	158	50.7%	17.4%	127	49.9%
	Somewhat satisfied	32.0%	271		32.5%	238	
	Somewhat dissatisfied	20.6%	174		21.9%	161	
	Very dissatisfied	17.2%	145		16.3%	119	
	DK/NA	11.6%	98		11.9%	87	

CITY SERVICES -- RANKED BY INTENSITY SCORE

	Adults 18+			All Voters		
	Column N %	Count	Mean	Column N %	Count	Mean
4L. Police 911 emergency response			1.47			1.48
4N. Library facilities and services			1.30			1.33
4A. Police services			1.05			1.05
4F. Providing park and recreation programs and events			0.95			1.03
4G. Providing programs for senior citizens			0.81			0.81
4J. Emergency preparedness			0.81			0.90
4B. Neighborhood police patrols			0.75			0.72
4K. Providing well maintained streets			0.70			0.69
4M. Opportunities to attend cultural activities and social events			0.50			0.54
4O. Providing safe sidewalks			0.48			0.44
4D. Attracting people to the downtown area for events and activities			0.39			0.41
4P. Providing safe bike paths			0.37			0.43
4C. Communication between the City and residents			0.33			0.35
4Q. Traffic enforcement			0.16			0.15
4I. Neighborhood traffic flow			-0.28			-0.29
4E. Land use, planning and zoning			-0.37			-0.38
4H. Traffic flow on major streets during commute hours			-1.04			-1.03

DOWNTOWN MENLO PARK

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
5. Overall, are you satisfied or dissatisfied with Downtown Menlo Park?	Very satisfied	12.3%	104	54.4%	12.3%	90	52.4%
	Somewhat satisfied	42.1%	356		40.1%	294	
	Neither satisfied nor dissatisfied	15.6%	132		15.6%	114	
	Somewhat dissatisfied	20.0%	169		21.3%	156	
	Very dissatisfied	8.6%	73		9.5%	70	
	DK/NA	1.5%	13		1.1%	8	
	Total Satisfied	54.4%			52.4%		
	Total Dissatisfied	28.5%			30.9%		
	Ratio Sat to Dissat	1.9			1.7		
6. What kind of new shopping would you like to see within a reasonable distance from your home?	Restaurants/Bars	16.6%	141		18.2%	133	
	Grocery/Whole Foods	15.9%	135		12.7%	93	
	Clothing/Dresses/Men's/Kids	4.0%	34		3.5%	26	
	Affordable/Discount retailers	3.9%	33		4.3%	31	
	Variety of stores/Mall	2.8%	24		3.2%	23	
	Coffee Shop/Cafe	2.3%	19		1.6%	12	
	Small independent retailers	1.9%	16		2.2%	16	
	Need parking/Free parking	1.9%	16		2.2%	16	
	Gym/Fitness	1.8%	15		1.1%	8	
	Boutiques store	1.5%	13		1.5%	11	
	Specialty shops	1.2%	10		1.4%	10	
	Card and stationery	1.1%	10		1.3%	10	
	Be more inspiration/Look up to other areas	1.1%	9		1.3%	9	
	Places for a younger crowd	0.9%	8		1.0%	8	
	Fewer carpet/Rug stores	0.8%	7		0.9%	7	
	Book Store	0.8%	6		0.8%	6	
	Toy store/Tech/Games	0.7%	6		0.8%	6	
	Trader Joe's	0.7%	6		0.8%	6	
	Upscale retailers	0.5%	5		0.4%	3	
	Theater/Movies	0.5%	4		0.6%	4	
	Hardware/Home improvement	0.4%	4		0.5%	4	
	Bakery	0.4%	4		0.5%	4	
	Don't shop downtown	0.4%	4		0.5%	4	
	Craft store	0.4%	4		0.5%	4	
	Gift shops	0.4%	3		0.5%	3	
	Drug store	0.4%	3		0.5%	3	
	Department	0.4%	3		0.5%	3	
	Plants/Nursery	0.3%	3		0.4%	3	
	Shoe repair	0.3%	2		0.3%	2	
	Live Music	0.3%	2		0.3%	2	
	Night Life	0.2%	2		0.3%	2	
	Sporting goods	0.1%	1		0.1%	1	
	No chain/Big box stores	0.1%	1		0.1%	1	
	Shopping - General Mention	0.1%	1		0.1%	1	
	No/None/Nothing	0.0%	0		0.0%	0	
	Beauty salon	0.0%	0		0.0%	0	
	Stay open later	0.0%	0		0.0%	0	
	None	5.4%	46		5.5%	40	
	OK as it is	4.0%	34		4.1%	30	
	Other mention	2.6%	22		2.5%	18	
	Undecided/Need more information	0.0%	0		0.0%	0	
	DK/NA/Unsure	22.9%	194		23.4%	172	

PARKS AND RECREATION

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
7. In the past 12 months, have you, or anyone in your household, used one of the parks, recreation facilities, or recreation programs in the City of Menlo Park? If so, would you say that the parks, recreation facilities, and recreation programs in the City of	Excellent	30.8%	261		31.0%	227	
	Good	35.1%	297		35.8%	262	
	Fair	9.4%	80		10.1%	74	
	Poor	1.9%	16		2.0%	15	
	Very poor	0.5%	4		0.3%	2	
	Not used Menlo Park parks or recreation programs	20.9%	177		19.2%	141	
	DK/NA	1.5%	12		1.7%	12	
	Total Excellent + Good	65.9%			66.7%		
	Total Poor + Very Poor	2.3%			2.3%		
	Ratio (Excel + Good) to Poor	28.3			29.0		
8A. Cost of programs	Very satisfied	17.5%	148	47.4%	17.3%	127	48.4%
	Somewhat satisfied	29.9%	253		31.1%	228	
	Somewhat dissatisfied	8.4%	71		7.9%	58	
	Very dissatisfied	4.8%	41		5.2%	38	
	DK/NA	39.4%	334		38.6%	283	
8B. Availability and cleanliness of restrooms	Very satisfied	19.5%	85	45.3%	19.8%	71	47.8%
	Somewhat satisfied	25.9%	112		28.1%	101	
	Somewhat dissatisfied	14.8%	64		10.9%	40	
	Very dissatisfied	3.3%	14		4.0%	14	
	DK/NA	36.6%	159		37.2%	135	
8C. Organized sports for adults	Very satisfied	9.3%	40	26.4%	9.6%	35	27.7%
	Somewhat satisfied	17.1%	74		18.1%	65	
	Somewhat dissatisfied	6.0%	26		6.5%	24	
	Very dissatisfied	5.1%	22		4.3%	15	
	DK/NA	62.5%	271		61.5%	222	
8D. Fitness classes and programs for adults and seniors	Very satisfied	12.7%	55	32.1%	14.0%	50	35.4%
	Somewhat satisfied	19.3%	84		21.4%	77	
	Somewhat dissatisfied	6.9%	30		5.8%	21	
	Very dissatisfied	3.8%	16		4.5%	16	
	DK/NA	57.2%	249		54.3%	196	
8E. Condition of sports fields and courts	Very satisfied	28.0%	122	60.3%	31.1%	113	62.9%
	Somewhat satisfied	32.3%	140		31.7%	115	
	Somewhat dissatisfied	4.8%	21		5.7%	21	
	Very dissatisfied	2.4%	10		2.2%	8	
	DK/NA	32.5%	141		29.2%	105	
8F. Availability of sports fields and courts	Very satisfied	21.0%	91	48.9%	21.1%	76	49.4%
	Somewhat satisfied	27.9%	121		28.3%	102	
	Somewhat dissatisfied	8.3%	36		8.7%	31	
	Very dissatisfied	3.6%	16		3.4%	12	
	DK/NA	39.2%	170		38.5%	139	
8G. Aquatics and swimming facilities and programs	Very satisfied	21.5%	94	49.0%	21.4%	77	48.5%
	Somewhat satisfied	27.5%	119		27.1%	98	
	Somewhat dissatisfied	5.2%	23		6.3%	23	
	Very dissatisfied	4.9%	21		4.9%	18	
	DK/NA	40.8%	177		40.3%	146	
8H. Overall attractiveness and cleanliness of parks and recreation facilities	Very satisfied	43.7%	180	81.0%	42.6%	158	80.7%
	Somewhat satisfied	37.3%	154		38.1%	142	
	Somewhat dissatisfied	9.1%	37		8.5%	32	
	Very dissatisfied	2.2%	9		2.2%	8	
	DK/NA	7.7%	32		8.6%	32	
8I. Senior programs	Very satisfied	7.5%	31	19.4%	6.9%	26	18.2%
	Somewhat satisfied	11.9%	49		11.3%	42	
	Somewhat dissatisfied	4.5%	19		3.9%	14	
	Very dissatisfied	2.7%	11		3.0%	11	
	DK/NA	73.4%	303		74.9%	279	
8J. Organized sports for youth and teens	Very satisfied	17.1%	70	37.8%	15.5%	57	34.9%
	Somewhat satisfied	20.7%	86		19.4%	72	
	Somewhat dissatisfied	3.2%	13		3.5%	13	
	Very dissatisfied	3.9%	16		2.6%	10	
	DK/NA	55.1%	227		59.0%	219	
8K. Preschool and after school child care programs	Very satisfied	8.0%	33	19.3%	7.0%	26	17.7%
	Somewhat satisfied	11.3%	46		10.7%	40	
	Somewhat dissatisfied	7.2%	30		5.4%	20	
	Very dissatisfied	4.3%	18		4.3%	16	
	DK/NA	69.2%	285		72.6%	270	

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
8L. The ease of getting to a City park or recreation facility	Very satisfied	41.9%	173	75.2%	41.0%	152	74.7%
	Somewhat satisfied	33.3%	137		33.7%	125	
	Somewhat dissatisfied	7.9%	33		8.2%	31	
	Very dissatisfied	5.5%	23		5.5%	21	
	DK/NA	11.4%	47		11.5%	43	
8M. Availability of senior services	Very satisfied	6.4%	26	18.4%	5.9%	22	17.4%
	Somewhat satisfied	12.0%	49		11.5%	43	
	Somewhat dissatisfied	4.0%	16		4.3%	16	
	Very dissatisfied	3.4%	14		3.5%	13	
	DK/NA	74.2%	306		74.8%	278	

PARKS AND RECREATION – RANKED BY INTENSITY SCORE

	Adults 18+			All Voters		
	Column N %	Count	Mean	Column N %	Count	Mean
8H. Overall attractiveness and cleanliness of parks and recreation facilities			1.21			1.21
8E. Condition of sports fields and courts			1.17			1.18
8L. The ease of getting to a City park or recreation facility			1.11			1.09
8J. Organized sports for youth and teens			0.98			1.01
8G. Aquatics and swimming facilities and programs			0.94			0.90
8F. Availability of sports fields and courts			0.89			0.89
8A. Cost of programs			0.78			0.77
8D. Fitness classes and programs for adults and seniors			0.71			0.76
8B. Availability and cleanliness of restrooms			0.68			0.77
8I. Senior programs			0.64			0.61
8M. Availability of senior services			0.54			0.48
8C. Organized sports for adults			0.52			0.58
8K. Preschool and after school child care programs			0.37			0.39

LIBRARIES

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
9. In the past 12 months, if you, or anyone in your household, have used one of the Menlo Park public libraries, would you say that Menlo Park public libraries are excellent, good, fair, poor, or very poor?	Excellent	33.1%	280		34.7%	254	
	Good	27.3%	231		27.4%	201	
	Fair	8.9%	76		8.8%	64	
	Poor	0.8%	7		0.9%	7	
	Very poor	0.8%	7		0.9%	7	
	Not used Menlo Park public libraries	24.1%	204		22.6%	166	
	DK/NA	5.1%	43		4.6%	34	
	Total Excellent + Good	60.4%			62.1%	34	
	Total Poor + Very Poor	1.6%			1.9%		
	Ratio (Excel + Good) to Poor	37.7			33.5		
10. In the past 12 months, if you, or anyone in your household, have used one of the Menlo Park public library services, would you say that the Menlo Park public library services are excellent, good, fair, poor, or very poor?	Excellent	33.6%	284		33.8%	247	
	Good	26.7%	226		28.0%	206	
	Fair	7.9%	67		7.7%	56	
	Poor	0.8%	7		1.0%	7	
	Very poor	0.7%	6		0.8%	6	
	Not used Menlo Park public library services	25.2%	214		24.6%	180	
	DK/NA	5.1%	43		4.2%	30	
	Total Excellent + Good	60.3%			61.8%		
	Total Poor + Very Poor	1.5%			1.8%		
	Ratio (Excel + Good) to Poor	39.3			34.9		
11A. Library hours	Very satisfied	31.9%	139	63.1%	32.0%	116	63.2%
	Somewhat satisfied	31.2%	136		31.2%	113	
	Somewhat dissatisfied	5.2%	23		5.5%	20	
	Very dissatisfied	1.7%	7		2.1%	7	
	DK/NA	30.0%	130		29.3%	106	
11B. The selection of books	Very satisfied	27.7%	120	61.2%	30.1%	109	58.5%
	Somewhat satisfied	33.5%	145		28.4%	103	
	Somewhat dissatisfied	4.3%	19		5.2%	19	
	Very dissatisfied	1.5%	7		1.9%	7	
	DK/NA	33.0%	143		34.4%	124	
11C. Availability of free Wi-Fi and computers for online access at library branches	Very satisfied	29.1%	127	47.2%	29.9%	108	46.9%
	Somewhat satisfied	18.1%	79		17.0%	62	
	Somewhat dissatisfied	2.2%	9		2.3%	8	
	Very dissatisfied	0.7%	3		0.8%	3	
	DK/NA	49.9%	217		50.0%	181	
11D. Programs and activities for youth and teens	Very satisfied	14.6%	63	36.4%	16.2%	59	37.2%
	Somewhat satisfied	21.8%	95		21.0%	76	
	Somewhat dissatisfied	3.0%	13		2.9%	11	
	Very dissatisfied	1.9%	8		2.3%	8	
	DK/NA	58.6%	255		57.5%	208	
11E. Online services including eBooks, eMagazines, library catalog and research databases	Very satisfied	25.6%	111	48.4%	25.4%	92	46.8%
	Somewhat satisfied	22.8%	99		21.4%	77	
	Somewhat dissatisfied	4.6%	20		3.3%	12	
	Very dissatisfied	1.4%	6		1.7%	6	
	DK/NA	45.6%	198		48.1%	174	
11F. Overall attractiveness and cleanliness of library branches	Very satisfied	38.8%	160	69.3%	39.1%	145	68.2%
	Somewhat satisfied	30.6%	126		29.1%	108	
	Somewhat dissatisfied	4.7%	19		4.9%	18	
	Very dissatisfied	1.5%	6		1.7%	6	
	DK/NA	24.5%	101		25.2%	94	
11G. The selection of Blu-rays, DVDs, CDs, and audio books	Very satisfied	14.6%	60	31.8%	13.5%	50	31.0%
	Somewhat satisfied	17.2%	71		17.5%	65	
	Somewhat dissatisfied	3.7%	15		3.8%	14	
	Very dissatisfied	1.3%	5		1.5%	5	
	DK/NA	63.2%	261		63.7%	237	
11H. Programs and activities for adults and seniors	Very satisfied	10.5%	43	23.5%	9.8%	36	22.1%
	Somewhat satisfied	13.0%	54		12.4%	46	
	Somewhat dissatisfied	4.9%	20		5.2%	19	
	Very dissatisfied	2.3%	9		2.2%	8	
	DK/NA	69.3%	286		70.5%	262	
11I. Customer service provided by library staff	Very satisfied	39.8%	164	61.9%	39.0%	145	60.3%
	Somewhat satisfied	22.1%	91		21.3%	79	
	Somewhat dissatisfied	4.4%	18		4.9%	18	
	Very dissatisfied	1.6%	7		1.8%	7	
	DK/NA	32.1%	132		33.0%	123	

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
11J. Literacy services from Project READ	Very satisfied	7.9%	33	14.2%	7.6%	28	13.6%
	Somewhat satisfied	6.3%	26		5.9%	22	
	Somewhat dissatisfied	1.7%	7		1.9%	7	
	Very dissatisfied	0.3%	1		0.3%	1	
	DK/NA	83.9%	346		84.2%	313	

LIBRARIES -- RANKED BY INTENSITY SCORE

	Adults 18+			All Voters		
	Column N %	Count	Mean	Column N %	Count	Mean
11C. Availability of free Wi-Fi and computers for online access at library branches			1.46			1.46
11I. Customer service provided by library staff			1.38			1.35
11F. Overall attractiveness and cleanliness of library branches			1.33			1.32
11A. Library hours			1.23			1.21
11E. Online services including eBooks, eMagazines, library catalog and research databases			1.23			1.26
11J. Literacy services from Project READ			1.22			1.18
11B. The selection of books			1.22			1.22
11G. The selection of Blu-rays, DVDs, CDs, and audio books			1.09			1.04
11D. Programs and activities for youth and teens			1.07			1.08
11H. Programs and activities for adults and seniors			0.80			0.76

		Adults 18+			All Voters		
12. How likely are you to use the new library in Belle Haven?	Very likely	8.7%	74		7.9%	58	
	Somewhat likely	11.6%	98		10.6%	78	
	Somewhat unlikely	11.6%	98		12.5%	92	
	Very unlikely	51.7%	438		53.5%	392	
	DK/NA	16.5%	139		15.5%	114	

POLICE SERVICES

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
13. In general, would you say that Menlo Park's police department does an excellent, good, fair, poor, or very poor job of addressing neighborhood concerns?	Excellent	22.9%	194		24.3%	178	
	Good	33.2%	282		32.0%	235	
	Fair	14.6%	124		14.0%	103	
	Poor	3.1%	26		3.5%	26	
	Very poor	5.1%	43		5.6%	41	
	DK/NA	21.0%	178		20.6%	151	
	Total Excellent + Good	56.2%			56.3%		
	Total Poor + Very Poor	8.2%			9.1%		
	Ratio (Excel + Good) to Poor	6.9			6.2		
14A Your neighborhood during the day or after dark	Very Safe	51.6%	437	83.0%	51.6%	378	83.3%
	Somewhat Safe	31.5%	266		31.7%	232	
	Neither Safe Nor Unsafe	6.0%	51		6.4%	47	
	Somewhat Unsafe	8.5%	72		7.5%	55	
	Very Unsafe	1.6%	14		1.9%	14	
	DK/NA	0.8%	7		1.0%	7	
14B Menlo Park's downtown area during the day or after dark	Very Safe	55.7%	472	84.7%	55.6%	408	84.6%
	Somewhat Safe	29.0%	246		29.0%	212	
	Neither Safe Nor Unsafe	6.2%	53		7.0%	51	
	Somewhat Unsafe	4.2%	36		4.8%	35	
	Very Unsafe	1.5%	12		1.7%	12	
	DK/NA	3.4%	29		1.9%	14	
14C Your neighborhood park	Very Safe	43.5%	369	75.5%	43.3%	318	74.2%
	Somewhat Safe	32.0%	271		30.8%	226	
	Neither Safe Nor Unsafe	9.1%	77		9.3%	68	
	Somewhat Unsafe	6.0%	51		5.7%	42	
	Very Unsafe	3.3%	28		3.8%	28	
	DK/NA	6.1%	52		7.0%	51	

FEELINGS OF SAFETY -- RANKED BY INTENSITY SCORE

	Adults 18+			All Voters		
	Column N %	Count	Mean	Column N %	Count	Mean
14B Menlo Park's downtown area during the day or after dark			1.38			1.35
14A Your neighborhood during the day or after dark			1.24			1.25
14C Your neighborhood park			1.13			1.12

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
15. Why did you indicate that you feel unsafe in one or more of these areas?	Dark/Need lighting	39.7%	52		37.1%	42	
	Homeless people / Transient people	12.5%	16		14.5%	16	
	Won't go out walking at night/Not safe	21.2%	28		24.5%	28	
	Prior victim of crime	0.0%	0		0.0%	0	
	No police around	8.1%	11		8.8%	10	
	Need additional traffic controls/Signs	1.5%	2		1.8%	2	
	Crime/Gun Shot	23.2%	30		20.0%	23	
	Fast Driving	2.4%	3		2.8%	3	
	Drugs	2.5%	3		2.9%	3	
	Other mention	7.6%	10		8.8%	10	
	Undecided/Need more information	0.0%	0		0.0%	0	
	DK/NA/Unsure	5.5%	7		6.4%	7	

PUBLIC WORKS SERVICES

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
16. In the past 12 months, if you, or anyone in your household contacted Menlo Park regarding services like water, storm drainage, etc, would you say that the customer service and response for these services was excellent, good, fair, poor, or very poor?	Excellent	12.1%	103		12.9%	94	
	Good	17.8%	151		18.2%	134	
	Fair	9.2%	78		9.3%	68	
	Poor	4.2%	36		3.5%	26	
	Very poor	6.1%	52		6.1%	45	
	Not contacted Menlo Park regarding these services	44.6%	378		43.4%	318	
	DK/NA	6.0%	51		6.7%	49	
	Total Excellent + Good	30.0%			31.1%		
	Total Poor + Very Poor	10.3%			9.6%		
	Ratio (Excel + Good) to Poor	2.9			3.2		
17A. Garbage pickup	Very satisfied	48.7%	211	84.7%	55.5%	201	89.2%
	Somewhat satisfied	36.1%	157		33.6%	122	
	Somewhat dissatisfied	7.9%	34		5.2%	19	
	Very dissatisfied	2.5%	11		3.0%	11	
	DK/NA	4.9%	21		2.6%	9	
17B. Street sweeping services in your neighborhood	Very satisfied	41.3%	180	74.7%	43.5%	157	75.0%
	Somewhat satisfied	33.3%	145		31.5%	114	
	Somewhat dissatisfied	6.3%	27		7.0%	25	
	Very dissatisfied	4.8%	21		5.8%	21	
	DK/NA	14.2%	62		12.2%	44	
17C. Citywide shuttle service	Very satisfied	6.4%	28	16.0%	7.4%	27	15.6%
	Somewhat satisfied	9.6%	42		8.1%	29	
	Somewhat dissatisfied	2.9%	13		3.4%	12	
	Very dissatisfied	2.2%	9		2.6%	9	
	DK/NA	79.0%	343		78.4%	283	
17D. Recycling pickup	Very satisfied	56.0%	231	83.9%	56.0%	208	84.3%
	Somewhat satisfied	27.9%	115		28.4%	105	
	Somewhat dissatisfied	3.2%	13		3.5%	13	
	Very dissatisfied	2.2%	9		2.3%	9	
	DK/NA	10.8%	44		9.8%	36	
17E. Storm drainage	Very satisfied	29.1%	120	57.1%	28.4%	106	55.5%
	Somewhat satisfied	27.9%	115		27.1%	101	
	Somewhat dissatisfied	12.2%	50		12.2%	45	
	Very dissatisfied	3.6%	15		4.0%	15	
	DK/NA	27.1%	112		28.4%	106	
17F. Yard waste pickup	Very satisfied	49.2%	203	76.6%	51.1%	190	77.5%
	Somewhat satisfied	27.4%	113		26.4%	98	
	Somewhat dissatisfied	3.6%	15		3.0%	11	
	Very dissatisfied	2.2%	9		2.4%	9	
	DK/NA	17.7%	73		17.1%	63	
17G. Trimming and maintenance of City trees	Very satisfied	29.5%	121	60.8%	27.2%	101	60.0%
	Somewhat satisfied	31.3%	129		32.8%	122	
	Somewhat dissatisfied	10.2%	42		11.0%	41	
	Very dissatisfied	10.2%	42		10.2%	38	
	DK/NA	18.8%	78		18.8%	70	

PUBLIC WORKS SERVICES -- RANKED BY INTENSITY SCORE

	Adults 18+			All Voters		
	Column N %	Count	Mean	Column N %	Count	Mean
17D. Recycling pickup			1.48			1.46
17F. Yard waste pickup			1.43			1.46
17A. Garbage pickup			1.27			1.37
17B. Street sweeping services in your neighborhood			1.17			1.14
17E. Storm drainage			0.91			0.89
17G. Trimming and maintenance of City trees			0.73			0.69
17C. Citywide shuttle service			0.72			0.67

CUSTOMER CONTACT AND COMMUNICATIONS

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
18. Have you had any in-person, phone or email contact with an employee of the City of Menlo Park within the last 12 months, including police, receptionists, planners, or any others?	Yes	42.1%	356		43.5%	319	
	No	45.5%	385		45.0%	330	
	DK/NA	12.4%	105		11.5%	85	
19. What department did you contact?	Police Department	47.8%	170		47.8%	152	
	Public Works	23.3%	83		23.0%	73	
	Parks & Recreation	18.0%	64		15.3%	49	
	City Council	13.1%	47		11.4%	36	
	Administrative Services	12.2%	44		10.7%	34	
	City Managers Office	6.0%	21		4.9%	16	
	Community Development	3.8%	14		4.0%	13	
	Other	18.1%	64		18.1%	58	
	Not sure / DK/NA	2.8%	10		3.0%	10	
20A. Getting your problem resolved or question answered	Very satisfied	39.6%	141	66.1%	40.4%	129	65.6%
	Somewhat satisfied	26.5%	94		25.1%	80	
	Somewhat dissatisfied	16.0%	57		16.8%	54	
	Very dissatisfied	15.2%	54		14.6%	47	
	DK/NA	2.7%	10		3.0%	10	
20B. The customer service you received	Very satisfied	49.8%	177	74.0%	48.5%	155	73.2%
	Somewhat satisfied	24.2%	86		24.7%	79	
	Somewhat dissatisfied	11.1%	39		12.2%	39	
	Very dissatisfied	12.7%	45		12.0%	38	
	DK/NA	2.3%	8		2.6%	8	
20C. Courtesy of the City staff	Very satisfied	56.0%	200	81.1%	55.4%	177	81.1%
	Somewhat satisfied	25.1%	89		25.7%	82	
	Somewhat dissatisfied	7.3%	26		8.0%	26	
	Very dissatisfied	8.1%	29		6.9%	22	
	DK/NA	3.5%	13		3.9%	13	
20D. Timeliness of the response	Very satisfied	48.2%	172	72.8%	46.8%	149	72.0%
	Somewhat satisfied	24.6%	88		25.2%	80	
	Somewhat dissatisfied	9.7%	35		10.6%	34	
	Very dissatisfied	14.1%	50		13.6%	43	
	DK/NA	3.4%	12		3.8%	12	

SATISFACTION WITH CUSTOMER CONTACT -- RANKED BY INTENSITY SCORE

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
20C. Courtesy of the City staff				1.18			1.19
20B. The customer service you received				0.89			0.88
20D. Timeliness of the response				0.86			0.84
20A. Getting your problem resolved or question answered				0.61			0.62

		Adults 18+			All Voters		
		Column N %	Count		Column N %	Count	
21. From what credible sources do you prefer to get information about the local communty, local events and the City government?	City website	49.8%	422		48.0%	352	
	Nextdoor	39.2%	332		39.1%	287	
	Newsletters	30.8%	261		29.6%	217	
	Word of mouth – family/friends/colleagues/neighbor	22.0%	187		22.2%	163	
	Public hearing notices / City postcards	20.5%	173		20.6%	151	
	Newspaper	20.1%	170		22.7%	166	
	Text messages	17.7%	150		18.2%	134	
	Facebook	14.8%	125		13.0%	95	
	City council or commission meetings	14.7%	125		13.4%	98	
	City departments or agencies	14.6%	123		13.6%	100	
	Local community blogs	10.4%	88		9.2%	67	
	Community meetings	10.3%	88		9.7%	71	
	Don't ever hear about community / events / city	7.2%	61		5.2%	38	
	Water bill	6.8%	57		6.6%	48	
	Online	6.5%	55		7.2%	53	
	Social media (Generic)	5.6%	48		5.8%	43	
	Twitter	4.3%	36		4.4%	33	
	Instagram	3.9%	33		3.2%	24	
	TV station	1.3%	11		1.5%	11	
	Radio station	1.1%	9		0.8%	6	
	Pinterest	0.4%	3		0.1%	1	
	Snapchat	0.2%	2		0.2%	2	
	Other	4.9%	41		5.1%	38	
	Not sure / DK/NA	6.5%	55		5.6%	41	

DEMOGRAPHICS

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
A. How often do you walk or bike to work, school or shopping?	76 to 100 percent of the time	17.1%	145		16.9%	124	
	51 to 75 percent of the time	10.8%	92		10.8%	79	
	26 to 50 percent of the time	15.6%	132		15.7%	115	
	1 to 25 percent of the time	32.4%	275		33.2%	244	
	Never	22.7%	192		22.3%	164	
	DK/NA	1.3%	11		1.1%	8	
B. Do you live on the Bayside or the Oceanside of Alameda de las Pulgas?	Bayside of Alameda de las Pulgas	67.1%	569		68.7%	503	
	Oceanside of Alameda de las Pulgas	14.7%	125		15.7%	115	
	DK/NA	18.1%	154		15.7%	115	
C. Do you live on the Bayside or the Oceanside of El Camino Real?	Bayside of El Camino Real	64.0%	364		63.1%	318	
	Oceanside of El Camino Real	35.2%	200		36.0%	181	
	DK/NA	0.8%	5		0.9%	5	
D. Do you live on the Bayside or the Oceanside of Middlefield Road?	Bayside of Middlefield Road	75.0%	273		72.9%	232	
	Oceanside of Middlefield Road	24.1%	88		26.0%	83	
	DK/NA	0.9%	3		1.1%	3	
E. Do you live on the Bayside or the Oceanside of Highway 101?	Bayside of Interstate 101	32.8%	90		31.9%	74	
	Oceanside of Interstate 101	65.5%	179		66.0%	153	
	DK/NA	1.7%	5		2.0%	5	
F. What is your age?	18 to 24	4.0%	34		4.7%	34	
	25 to 29	11.1%	94		6.4%	47	
	30 to 34	6.8%	57		7.4%	54	
	35 to 39	10.7%	90		10.5%	77	
	40 to 44	8.5%	72		8.8%	64	
	45 to 49	10.0%	85		9.0%	66	
	50 to 54	12.3%	104		12.8%	94	
	55 to 59	9.8%	83		10.5%	77	
	60 to 64	6.7%	56		7.5%	55	
	65 to 69	6.0%	51		6.6%	48	
	70 to 74	4.4%	37		4.8%	35	
	75 and over	7.3%	62		8.2%	60	
	DK/NA	2.5%	21		2.9%	21	
G. Do you own or rent your home?	Own	65.9%	558		69.9%	513	
	Rent	32.0%	271		27.8%	204	
	DK/NA	2.1%	18		2.3%	17	
H. What are the ages of the children living in your household?	0 to 4 years	13.9%	118		12.6%	92	
	5 to 11 years	19.3%	164		18.0%	132	
	12 to 13 years	9.8%	83		9.7%	71	
	14 to 17 years	13.2%	112		13.9%	102	
	None	57.3%	485		58.3%	427	
	DK/NA	2.0%	17		2.3%	17	
I. What ethnic group do you consider yourself a part of or feel closest to?	African-American or Black	3.1%	26		2.0%	15	
	American Indian/Alaska Native	0.2%	2		0.2%	2	
	Asian	10.2%	86		8.2%	60	
	Caucasian or White	63.9%	541		68.9%	505	
	Hispanic or Latino	11.6%	98		9.0%	66	
	Native Hawaiian or Pacific Is.	0.3%	3		0.4%	3	
	Two or more races	4.9%	41		4.8%	35	
	Some other race	1.4%	12		1.5%	11	
	DK/NA	4.5%	38		5.0%	36	
J. Respondent's gender [RECORD BY OBSERVATION]:	Male	46.5%	394		46.8%	343	
	Female	52.3%	443		51.8%	379	
	Non-binary	1.2%	11		1.4%	11	
K. Gender	Male	49.0%	359		49.0%	359	
	Female	50.3%	368		50.3%	368	
	Unknown	0.8%	6		0.8%	6	
L. Age	18-29	17.2%	126		17.2%	126	
	30-39	15.7%	115		15.7%	115	
	40-49	17.7%	129		17.7%	129	
	50-69	34.0%	249		34.0%	249	
	70+	15.5%	114		15.5%	114	
	Not coded	0.0%	0		0.0%	0	
M. Broad Ethnic Groupings	East and South Asian	10.6%	77		10.6%	77	
	European	58.5%	429		58.5%	429	
	Hispanic and Portuguese	11.6%	85		11.6%	85	
	Likely African-American	2.3%	17		2.3%	17	
	Other	5.2%	38		5.2%	38	
	Unknown	11.8%	87		11.8%	87	

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
N. Marital Status	Single or Unknown	51.1%	375		51.1%	375	
	Married	31.3%	230		31.3%	230	
	Non-Traditional	17.6%	129		17.6%	129	
O. Homeownership Status	Owner	56.6%	415		56.6%	415	
	Renter	32.6%	239		32.6%	239	
	Unknown	10.8%	79		10.8%	79	
P. Estimated Income Range	$1,000-$14,999	1.2%	8		1.2%	8	
	$15,000-$24,999	0.7%	5		0.7%	5	
	$25,000-$34,999	1.7%	12		1.7%	12	
	$35,000-$49,999	2.8%	20		2.8%	20	
	$50,000-$74,999	8.0%	58		8.0%	58	
	$75,000-$99,999	8.9%	65		8.9%	65	
	$100,000-$124,999	4.9%	36		4.9%	36	
	$125,000-$149,999	9.7%	71		9.7%	71	
	$150,000-$174,999	1.3%	9		1.3%	9	
	$175,000-$199,999	12.1%	88		12.1%	88	
	$200,000-$249,999	30.1%	221		30.1%	221	
	$250,000 and up	18.0%	132		18.0%	132	
	Unknown	0.7%	5		0.7%	5	
Q. Estimated Home Value Range	$0K to $19K	0.0%	0		0.0%	0	
	$20K to $49K	0.0%	0		0.0%	0	
	$50K to $99K	0.0%	0		0.0%	0	
	$100K to $149K	0.0%	0		0.0%	0	
	$150K to $174K	0.0%	0		0.0%	0	
	$175K to $199K	0.0%	0		0.0%	0	
	$200K to $249K	0.5%	3		0.5%	3	
	$250K to $299K	0.0%	0		0.0%	0	
	$300K to $399K	0.2%	2		0.2%	2	
	$400K to $499K	0.5%	3		0.5%	3	
	$500K to $749K	6.9%	51		6.9%	51	
	$750K to $999K	5.1%	37		5.1%	37	
	$1000K to 1M and over	85.8%	629		85.8%	629	
	Unknown	1.1%	8		1.1%	8	
R. Social Economic Ladder	0	6.4%	47		6.4%	47	
	1	5.0%	37		5.0%	37	
	8	3.5%	25		3.5%	25	
	9	85.0%	623		85.0%	623	
	Unknown	0.1%	1		0.1%	1	
S. Individual Party	American Independent	2.3%	17		2.3%	17	
	Democratic	53.5%	392		53.5%	392	
	Green	0.2%	1		0.2%	1	
	Libertarian	1.0%	8		1.0%	8	
	Natural Law	0.0%	0		0.0%	0	
	Non-Partisan	27.2%	200		27.2%	200	
	Other	0.0%	0		0.0%	0	
	Peace and Freedom	0.4%	3		0.4%	3	
	Reform	0.0%	0		0.0%	0	
	Republican	15.2%	111		15.2%	111	
	Unknown	0.2%	1		0.2%	1	
	No data	0.0%	0		0.0%	0	
T. Household Party Type	Dem	39.4%	289		39.4%	289	
	Dem&Ind	20.4%	150		20.4%	150	
	Dem&Rep	5.1%	37		5.1%	37	
	Dem&Rep&Ind	2.6%	19		2.6%	19	
	Ind	17.7%	129		17.7%	129	
	Rep	8.6%	63		8.6%	63	
	Rep&Ind	6.3%	46		6.3%	46	
	No data	0.0%	0		0.0%	0	
U. Council District	District 1	12.7%	93		12.7%	93	
	District 2	23.1%	169		23.1%	169	
	District 3	22.5%	165		22.5%	165	
	District 4	22.0%	161		22.0%	161	
	District 5	19.8%	145		19.8%	145	
	No data	0.0%	0		0.0%	0	
V. Household Gender Composition	Mixed Gender Household	61.0%	447		61.0%	447	
	Female Only Household	19.3%	141		19.3%	141	
	Male Only Household	18.4%	135		18.4%	135	
	Cannot Determine	1.2%	9		1.2%	9	
	No data	0.0%	0		0.0%	0	

		Adults 18+			All Voters		
		Column N %	Count	Mean	Column N %	Count	Mean
W. Registration Date	**2017 to present**	49.5%	363		49.5%	363	
	2013-2016	17.0%	125		17.0%	125	
	2009-2012	8.0%	58		8.0%	58	
	2005-2008	4.5%	33		4.5%	33	
	2001-2004	4.0%	29		4.0%	29	
	1997-2000	3.0%	22		3.0%	22	
	1993-1996	4.9%	36		4.9%	36	
	1981-1992	5.1%	37		5.1%	37	
	1980 or before	4.1%	30		4.1%	30	
	Not coded	0.0%	0		0.0%	0	
X. Voting Frequency	**0**	7.8%	57		7.8%	57	
	1	9.6%	71		9.6%	71	
	2	9.9%	72		9.9%	72	
	3	10.1%	74		10.1%	74	
	4	11.7%	86		11.7%	86	
	5	11.1%	82		11.1%	82	
	6	10.4%	77		10.4%	77	
	7	9.4%	69		9.4%	69	
	8	19.9%	146		19.9%	146	
Y. Voting History		see detailed crosstabs					
Z. Household Voter Count	**1**	31.2%	229		31.2%	229	
	2	45.7%	335		45.7%	335	
	3	15.8%	116		15.8%	116	
	4	6.3%	46		6.3%	46	
	5	0.8%	6		0.8%	6	
	6	0.2%	2		0.2%	2	
	No data	0.0%	0		0.0%	0	
AA. Permanent Absentee Voter	**Military**	0.1%	1		0.1%	1	
	Permanent US	99.9%	732		99.9%	732	
	Unknown	0.0%	0		0.0%	0	
Language	**English**	99.9%	846		99.9%	732	
	Spanish	0.1%	1		0.1%	1	

GODBE RESEARCH
Gain Insight

Appendix D: Questionnaire

GODBE RESEARCH
Gain Insight

CITY OF MENLO PARK

2019 City Satisfaction Survey

Questionnaire
   n=500
   25-minutes
   Adults 18+ / Registered Voters Hybrid Sample

February 19, 2020

FINAL

EMAIL INVITATION

From: city.manager@menlopark.org

Reply to: city.manager@menlopark.org

Subject: Participate in this important study about our community

Dear [insert name],

The City of Menlo Park has commissioned GRA and McGuire Research, independent research firms, to conduct research on important issues in the City of Menlo Park.

Your individual responses are entirely confidential and will be used for research purposes only. Your data will not be sold or provided to anyone. You will not be approached for any other reason - we are only interested in your opinions.

To access the survey, simply click on the link below. If your email does not support links, cut and paste the entire link into your browser.

<survey link with unique voter file id>

We ask that you please complete the survey on or before _____, 2020, after which it will be closed.

Thank you in advance for your participation.
Sincerely,

Starla Jerome-Robinson
City Manager
City of Menlo Park

Technical Issues: If you have technical issues or questions with the survey link, password or completing the survey form please contact Technical Assistance (pwood@mcguire-research.com).
Questions about the City or this Survey: If you have questions about the City of Menlo Park, or the purpose of this survey please contact: city.manager@menlopark.org.

Note: Email addresses for this survey were obtained from public records at the Registrar of Voters in San Mateo County and the City of Menlo Park. If you no longer wish to receive invitations or reminders for this research please click HERE to unsubscribe.

TEXT MESSAGE INVITATION

The City of Menlo Park is conducting research on important issues in Menlo Park.

Your responses are strictly confidential and used for research only. Your personal data will not be sold to anyone.

To participate, please click the link below:

<survey link>

Please complete the survey on or before __-__-20.

Thank you,

Starla Jerome-Robinson
City Manager
City of Menlo Park

If you do not wish to be recontacted please reply STOP.

TEXT SOURCING LETTER

February 19, 2020

Toskr, Inc.
1330 Broadway, 3rd Floor
Oakland, CA 94612

Attn: Daniel Souweine, CEO

Menlo Park is a General Law city with a City Council/City Manager form of government, and a community-oriented, performance-based management system at the core of decision-making. As its governing body, Menlo Park's City Council is comprised of the mayor and four council members.

The source of the sample that Godbe Research and McGuire Research Services are using are publicly available, county voter registration records from San Mateo County that voters have opted to provide both landline and cell numbers, and email address. The landline or cell number is optional field and is not required to register to vote. Additionally, the survey invitation used by Godbe Research and McGuire Research Services clearly identifies the source of the list and allows participants to opt out of the process and ensures they will not be texted again for this research study.

We would appreciate the opportunity to complete this project which allows us to communicate with our constituents and allows registered voter to participate in the governmental process.

Sincerely,

Starla Jerome-Robinson
City Manager
City of Menlo Park

CLIENT EMAIL SETUP INFORMATION

Step 1

The City of Menlo Park will verify the email address used by Godbe Research in 2017 to send out email invitations. This email address was:

city.manager@menlopark.org

Step 2

After the email has been verified, have your IT Department forward all of the emails sent to the account to: surveys.gra@gmail.com. We will handle any tech support questions sent to this account and forward any substantive emails that may require a response from a City representative.

Step 3

Provide Godbe Research with City email lists for matching with the voter file. The data needs to include separate fields for first name, last name, street address, home phone, cell phone and email address. The format in an excel files should be:

First Name	Last Name	Street Address	City	State	Zip	Home Phone	Cell Phone	Email
Bryan	Godbe	1575 Old Bayshore Highway	Burlingame	CA	94010	(650) 288-3027	(650) 520-9150	wbgodbe@godberesearch.com
Leslie	Godbe	1575 Old Bayshore Highway	Burlingame	CA	94010	(650) 288-3029	(650) 533-2320	lcgodbe@godberesearch.com

This single person/record format is critical as it matches the format of the voter file.

Client Check List

☐ Verify email address.

☐ Auto forward all email from new account to surveys.gra@gmail.com.

☐ Notify Godbe Research on completion of above so the email can be tested.

☐ Send email list as discussed to Godbe Research.

☐ Print "Text" compliance letter on City Stationary, sign and scan or fax to Godbe Research.

SCREENERS

[ONLINE INTRODUCTION]

Thank you for your interest in taking our survey to help understand issues in the City of Menlo Park. All of your answers to the survey will be kept strictly anonymous and confidential.

Survey Instructions:

Once you have answered all the questions on a page, click the "Next" button to continue. If you have any technical difficulties with the survey, please email: Technical Assistance (pwood@mcguire-research.com).

[PHONE INTERVIEW]

Hello, May I speak with _____? Hello, my name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning some important issues in the City of Menlo Park, and we would like to hear your opinions, we really appreciate your time. [IF NEEDED]: This is a study about issues of importance in your area. It is a survey only and I am not selling anything.

[IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY: "I'm sorry, but for statistical purposes this survey must only be completed by this particular individual."] [IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND WITH GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH: "Most types of opinion research studies are exempt under the law that Congress passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!"].

Before we get started, I'd like to verify that you are eligible to complete the survey.

i.   But first, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

> Yes, cell and can talk safely ---------------------------- 1
> Yes, cell but cannot talk safely ------------------------- 2 [CALL BACK LATER]
> No, not on cell --- 3
> [DON'T READ] DK/NA/REFUSED ------------------99 [CALL BACK LATER]

[ALL RESPONDENTS]

ii.   Do you work for the City of Menlo Park or are you appointed to any Menlo Park or county board, committee or commission?

> Yes--- 1 [CONTINUE TO Qii TEXT]
> No -- 2 [GO TO Q1]
> [ONLINE] Not sure /
>   [PHONE DON'T READ] DK/NA --------------------99 [CONTINUE TO Qii TEXT]

iii. Thank you for your time, but the focus of this survey is on the general public's opinion of local issues. Due to your response to this question, you are not eligible to complete the survey. Thank you again for your time. [TERMINATE]

QUALITY OF LIFE

1. [ONLINE] Generally speaking, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the overall quality of life in Menlo Park?

   [PHONE] Generally speaking are you satisfied or dissatisfied with the overall quality of life in Menlo Park? [GET ANSWER, THEN ASK:] Is that very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied	1
Somewhat satisfied	2
Somewhat dissatisfied	3
Very dissatisfied	4
[ONLINE] Not sure / [PHONE DON'T READ] DK/NA	99

2. How would you rate each of the following aspects of the quality of life in Menlo Park today? Would you say it is excellent, good, just fair, or poor?

   [RANDOMIZE]

	Excellent	Good	Fair	Poor	[ONLINE] Not sure [PHONE DON'T READ] DK/NA
A. Menlo Park as a place to live	1	2	3	4	99
B. Your neighborhood as a place to live	1	2	3	4	99
C. Menlo Park as a place to raise children	1	2	3	4	99
D. Menlo Park as a place to shop	1	2	3	4	99
E. Menlo Park as a visually attractive community	1	2	3	4	99
F. Menlo Park as a place to retire	1	2	3	4	99
G. Menlo Park as a walkable community	1	2	3	4	99

CITY SERVICES:

3. [ONLINE] Generally speaking, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job Menlo Park is doing to provide City services?

   [PHONE] Generally speaking, are you satisfied or dissatisfied with the job Menlo Park is doing to provide City services? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

   Very satisfied --- 1
   Somewhat satisfied ------------------------------------- 2
   Somewhat dissatisfied --------------------------------- 3
   Very dissatisfied -- 4
   [ONLINE] Not sure /
      [PHONE DON'T READ] DK/NA -------------------- 99

4. Now here is a list of Menlo Park city services.

   [ONLINE:] Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the City's efforts to provide the service?

   [PHONE:] Here's the (first/next) one, _____. Are you satisfied or dissatisfied with the City's provision of this service? [GET ANSWER, THEN ASK]: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

[RANDOMIZE]

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	[ONLINE] Not sure [PHONE DON'T READ] DK/NA
A. Police services	1	2	3	4	99
B. Neighborhood police patrols	1	2	3	4	99
C. Communication between the City and residents	1	2	3	4	99
D. Attracting people to the downtown area for events and activities	1	2	3	4	99
E. Land use, planning and zoning	1	2	3	4	99
F. Providing park and recreation programs and events	1	2	3	4	99
G. Providing programs for senior citizens	1	2	3	4	99
H. Traffic flow on major streets during commute hours	1	2	3	4	99
I. Neighborhood traffic flow	1	2	3	4	99
J. Emergency preparedness	1	2	3	4	99
K. Providing well maintained streets	1	2	3	4	99
L. Police 911 emergency response	1	2	3	4	99
M. Opportunities to attend cultural activities and social events	1	2	3	4	99
N. Library facilities and services	1	2	3	4	99
O. Providing safe sidewalks	1	2	3	4	99
P. Providing safe bike paths	1	2	3	4	99
Q. Traffic enforcement	1	2	3	4	99

DOWNTOWN MENLO PARK

5. [ONLINE] Overall, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with Downtown Menlo Park?

    [PHONE] Overall, are you satisfied or dissatisfied with Downtown Menlo Park? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

    Very satisfied --- 1
    Somewhat satisfied ------------------------------------- 2
    [DON'T READ] Neither satisfied nor dissatisfied--- 3
    Somewhat dissatisfied --------------------------------- 4
    Very dissatisfied --------------------------------------- 5
    [DON'T READ] DK/NA ----------------------------------99

6. What kind of new shopping would you like to see within a reasonable distance from your home?

    Please specify: _____----------------98
    [ONLINE] Not sure /
      [PHONE DON'T READ] DK/NA --------------------99

PARKS AND RECREATION

7. In the past 12 months, if you, or anyone in your household, have used one of the Menlo Park, parks, recreation facilities or recreation programs, would you say that Menlo Park, park, recreation facilities, and recreation programs are excellent, good, fair, poor, or very poor?

Excellent --- 1
Good --- 2
Fair--- 3
Poor-- 4
Very poor-- 5
Not used Menlo Park parks or recreation
programs -- 6
[ONLINE] Not sure /
    [PHONE DON'T READ] DK/NA --------------------99

8. Next, thinking about the parks, recreation facilities, and recreation programs in Menlo Park

[ONLINE] are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with each of the following?

[PHONE] are you satisfied or dissatisfied with each of the following? Here's the (first/next) one, are you satisfied or dissatisfied with _____. [GET ANSWER, THEN ASK]: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

[RANDOMIZE]

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	[ONLINE] Not sure [PHONE DON'T READ] DK/NA
A. Cost of programs	1	2	3	4	99

[SPLIT SAMPLE A]

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
B. Availability and cleanliness of restrooms	1	2	3	4	99
C. Organized sports for adults	1	2	3	4	99
D. Fitness classes and programs for adults and seniors	1	2	3	4	99
E. Condition of sports fields and courts	1	2	3	4	99
F. Availability of sports fields and courts	1	2	3	4	99
G. Aquatics and swimming facilities and programs	1	2	3	4	99

[SPLIT SAMPLE B]

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	DK/NA
H. Overall attractiveness and cleanliness of parks and recreation facilities	1	2	3	4	99
I. Senior programs	1	2	3	4	99
J. Organized sports for youth and teens	1	2	3	4	99
K. Preschool and after school child care programs	1	2	3	4	99
L. The ease of getting to a City park or recreation facility	1	2	3	4	99
M. Availability of senior services	1	2	3	4	99

LIBRARY

9. In the past 12 months, if you, or anyone in your household, have used one of the Menlo Park public libraries, would you say that Menlo Park public libraries are excellent, good, fair, poor, or very poor?

> Excellent -- 1
> Good -- 2
> Fair--- 3
> Poor-- 4
> Very poor --- 5
> Not used Menlo Park public library or services----- 6
> [ONLINE] Not sure /
>   [PHONE DON'T READ] DK/NA --------------------99

10. In the past 12 months, if you, or anyone in your household, have used one of the Menlo Park public library services, would you say that the Menlo Park public library services are excellent, good, fair, poor, or very poor?

> Excellent -- 1
> Good -- 2
> Fair--- 3
> Poor-- 4
> Very poor --- 5
> Not used Menlo Park public library or services----- 6
> [ONLINE] Not sure /
>   [PHONE DON'T READ] DK/NA --------------------99

11. Next, thinking about how satisfied you are with services and features of the Menlo Park public libraries,

[ONLINE] are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with each of the following?

[PHONE] are you satisfied or dissatisfied with each of the following? Here's the (first/next) one, are you satisfied or dissatisfied with _____. [GET ANSWER, THEN ASK]: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

[RANDOMIZE]

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	[ONLINE] Not sure [PHONE DON'T READ] DK/NA
[SPLIT SAMPLE A]					
A. Library hours	1	2	3	4	99
B. The selection of books	1	2	3	4	99
C. Availability of free Wi-Fi and computers for online access at library branches	1	2	3	4	99
D. Programs and activities for youth and teens	1	2	3	4	99
E. Online services including eBooks, eMagazines, library catalog and research databases	1	2	3	4	99
[SPLIT SAMPLE B]					

F. Overall attractiveness and cleanliness of library
    branches --1---------2---------3--------- 4 ------- 99
G. The selection of Blu-rays, DVDs, CDs, and audio
    books--1---------2---------3--------- 4 ------- 99
H. Programs and activities for adults and seniors ------1---------2---------3--------- 4 ------- 99
I.   Customer service provided by library staff------------1---------2---------3--------- 4 ------- 99
J.   Literacy services from Project READ -----------------1---------2---------3--------- 4 ------- 99

12. How likely are you to use the new library in Belle Haven?

> Very likely -- 1
> Somewhat likely -- 2
> Somewhat unlikely --------------------------------------- 3
> Very unlikely -- 4
> [ONLINE] Not sure /
>   [PHONE DON'T READ] DK/NA --------------------99

POLICE SERVICES

13. In general, would you say that Menlo Park's police department does an excellent, good, fair, poor, or very poor job of addressing neighborhood concerns?

    Excellent --- 1
    Good -- 2
    Fair -- 3
    Poor --- 4
    Very poor -- 5
    [ONLINE] Not sure /
        [PHONE DON'T READ] DK/NA -------------------- 99

14. Do you feel very safe, somewhat safe, neither safe nor unsafe, somewhat unsafe, or very unsafe walking alone in

[RANDOMIZE]

	Very Safe	Some-what Safe	Neither Safe Nor Unsafe	Some-what Unsafe	Very Unsafe	[ONLINE] Not sure [PHONE DON'T READ] DK/NA
A. your neighborhood during the day or after dark	1	2	3	4	5	99
B. Menlo Park's downtown area during the day or after dark	1	2	3	4	5	99
C. your neighborhood park	1	2	3	4	5	99

15. [IF Q14 A, B, OR C = 4 OR 5, SOMEWHAT OR VERY UNSAFE] Why did you indicate that you feel unsafe in one or more of these areas? [ONLINE: SHOW LIST; PHONE: IF HESITATES READ CHOICES--RECORD MULTIPLE RESPONSES]

    Other (Please specify: _____) ------------- 98
    [ONLINE] Not sure /
        [PHONE DON'T READ] DK/NA -------------------- 99

PUBLIC WORKS SERVICES

16. In the past 12 months, if you, or anyone in your household contacted Menlo Park regarding services like water, storm drainage, roads, street lights, signals, trees, sidewalks, street sweeping or garbage, would you say that the customer service and response for these services was excellent, good, fair, poor, or very poor?

Excellent -- 1
Good --- 2
Fair --- 3
Poor -- 4
Very poor --- 5
Not contacted Menlo Park regarding these
   services --- 6
[ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA -------------------- 99

17. Now here's a list of public works services.

[ONLINE:] Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Menlo Park's efforts to provide the service?

[PHONE:] Here's the (first/next) one, _____. Are you satisfied or dissatisfied with the Menlo Park's efforts to provide this service? [GET ANSWER, THEN ASK]: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

[RANDOMIZE]

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	[ONLINE] Not sure [PHONE DON'T READ] DK/NA
[SPLIT SAMPLE A]					
A. Garbage pickup	1	2	3	4	99
B. Street sweeping services in your neighborhood	1	2	3	4	99
C. Citywide shuttle service	1	2	3	4	99
[SPLIT SAMPLE B]					
D. Recycling pickup	1	2	3	4	99
E. Storm drainage	1	2	3	4	99
F. Yard waste pickup	1	2	3	4	99
G. Trimming and maintenance of City trees	1	2	3	4	99

CUSTOMER CONTACT AND COMMUNICATIONS

18. Have you had any in-person, phone or email contact with an employee of the City of Menlo Park within the last 12 months, including police, receptionists, planners, or any others?

        Yes--- 1
        No -- 2
        [ONLINE] Don't Know /
           [PHONE DON'T READ] DK/NA -------------------- 99

19. [ASK IF 18 = 1 "YES", ASK:] What department did you contact? [MULTIPLE RESPONSE OK]

        Administrative Services --------------------------------- 1
        City Council --- 2
        City Manager's Office------------------------------------- 3
        Community Development-------------------------------- 4
        Parks & Recreation -------------------------------------- 5
        Police Department --------------------------------------- 6
        Public Works--- 8
        Other [SPECIFY: _____] --------------------- 98
        [ONLINE] Not sure /
           [PHONE DON'T READ] DK/NA -------------------- 99

20. [ASK IF 18 = 1 "YES", ASK:]

    [ONLINE:] Overall, are you satisfied or dissatisfied with your contact with the City of Menlo Park on each of the following?

    [PHONE:] Overall, are you satisfied or dissatisfied with your contact with the City of Menlo Park in terms of _____? [GET ANSWER AND THEN ASK] Is that very [satisfied/dissatisfied] or somewhat [satisfied/dissatisfied]?

    [RANDOMIZE]

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	[ONLINE] Not sure [PHONE DON'T READ] DK/NA
A. Getting your problem resolved or question answered	1	2	3	4	99
B. The customer service you received	1	2	3	4	99
C. Courtesy of the City staff	1	2	3	4	99
D. Timeliness of the response	1	2	3	4	99

21. From what credible sources do you prefer to get information about the local community, local events, and the City government? [ONLINE: SHOW LIST. PHONE, IF HESITATES READ ENTIRE LIST. ALLOW FOR MULTIPLE RESPONSES. DO NOT RANDOMIZE.]

        City council or commission meetings ----------------- 1
        City departments or agencies ------------------------- 2
        City website--- 3
        Community meetings ------------------------------------ 4

Facebook -- 5
Instagram -- 6
Local community blogs --------------------------------- 7
Newsletters --- 8
Newspaper [SPECIFY: _____]-------------------- 9
Nextdoor --10
Online [SPECIFY: _____] --------------------------11
Pinterest ---12
Public hearing notices / City postcards -------------13
Radio station [SPECIFY: _____] -----------------14
Snapchat ---15
Social media (Generic) -------------------------------16
Text messages ---17
TV station [SPECIFY: _____] --------------------18
Twitter --19
Water bill ---20
Word of mouth – family/friends/
   colleagues/neighbors --------------------------------21
Don't ever hear about community / events / city --22
Other [SPECIFY: _____] --------------------------98
[ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA --------------------99

DEMOGRAPHICS (ASKED)

Now, just a few background questions for comparison purposes.

A. How often do you walk or bike to work, school or shopping?

> 76 to 100 percent of the time -------------------------- 1
> 51 to 75 percent of the time --------------------------- 2
> 26 to 50 percent of the time --------------------------- 3
> 1 to 25 percent of the time ---------------------------- 4
> Never -- 5
> [ONLINE] Not sure /
>   [PHONE DON'T READ] DK/NA --------------------99

B. Do you live on the Bayside or the Oceanside of Alameda de las Pulgas?

> Bayside of Alameda de las Pulgas ------------------- 1 [CONTINUE]
> Oceanside of Alameda de las Pulgas --------------- 2 [SKIP TO QF]
> [ONLINE] Not sure /
>   [PHONE DON'T READ] DK/NA --------------------99 [SKIP TO QF]

C. [IF QB = 1, ASK:] Do you live on the Bayside or the Oceanside of El Camino Real?

> Bayside of El Camino Real ---------------------------- 1 [CONTINUE]
> Oceanside of El Camino Real ------------------------ 2 [SKIP TO QF]
> [ONLINE] Not sure /
>   [PHONE DON'T READ] DK/NA --------------------99 [SKIP TO QF]

D. [IF QC = 1, ASK:] Do you live on the Bayside or the Oceanside of Middlefield Road?

> Bayside of Middlefield Road --------------------------- 1 [CONTINUE]
> Oceanside of Middlefield Road ----------------------- 2 [SKIP TO QF]
> [ONLINE] Not sure /
>   [PHONE DON'T READ] DK/NA --------------------99 [SKIP TO QF]

E. [IF QD = 1, ASK:] Do you live on the Bayside or the Oceanside of Highway 101?

> Bayside of Interstate 101 -------------------------------- 1 [CONTINUE]
> Oceanside of Interstate 101 --------------------------- 2 [CONTINUE]
> [ONLINE] Not sure /
>   [PHONE DON'T READ] DK/NA --------------------99 [CONTINUE]

F. What is your age? [DON'T READ CHOICES]

> 18 to 24 --- 1
> 25 to 29 --- 2
> 30 to 34 --- 3
> 35 to 39 --- 4
> 40 to 44 --- 5
> 45 to 49 --- 6
> 50 to 54 --- 7
> 55 to 59 --- 8
> 60 to 64 --- 9
> 65 to 69 ---10

70 to 74 --11
75 and over --12
[ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA --------------------99

G. Do you own or rent your home?

Own--- 1
Rent-- 2
[ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA --------------------99

H. If you have children under the age of 18 living in your household, what are the ages of those children? [MULTIPLE RESPONSES PERMITTED. IF NECESSARY, PROMPT WITH GRADE LEVELS]

0 to 4 years (pre-school)-------------------------------- 1
5 to 11 years (grade-school)-------------------------- 2
12 to 13 years (middle-school) ----------------------- 3
14 to 17 years (high-school) -------------------------- 4
None-- 5
[ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA --------------------99

I. What ethnic group do you consider yourself a part of or feel closest to? [PHONE: IF RESPONDENT HESITATES, READ LIST. DO NOT RANDOMIZE.]

African-American or Black------------------------------ 1
American Indian or Alaska Native -------------------- 2
Asian --- 3
Caucasian or White-------------------------------------- 4
Hispanic or Latino --------------------------------------- 5
Native Hawaiian or other Pacific Islander----------- 6
Two or more races --------------------------------------- 7
Some other race --98
[ONLINE] Not sure /
   [PHONE DON'T READ] DK/NA --------------------99

J. Gender [ONLINE: ASK // PHONE: DO NOT ASK, RECORD BY VOICE]:

Male --- 1
Female -- 2
Non-binary --- 3

Thank you very much for participating

DEMOGRAPHICS (FROM VOTER FILE PORTION OF SAMPLE)

[Following information is included in voter registration records and will not be asked]

K. Gender

Male -- 1
Female --- 2
Unknown --- 3

L. Age

18-29 years --- 1
30-39 years --- 2
40-49 years --- 3
50-64 years --- 4
65+ years -- 5
Not coded --- 6

M. Broad Ethnic Groupings:

East and South Asian ----------------------------------- 1
European --- 2
Hispanic and Portuguese ------------------------------- 3
Likely African-American -------------------------------- 4
Other --- 5
Unknown --- 6

N. Marital Status

Single or Unknown -------------------------------------- 1
Married -- 2
Non-Traditional --- 3

O. Homeownership Status

Owner --- 1
Renter --- 0

P. Estimated Income Range

$1,000-$14,999 -- 1
$15,000-$24,999 -- 2
$25,000-$34,999 -- 3
$35,000-$49,999 -- 4
$50,000-$74,999 -- 5
$75,000-$99,999 -- 6
$100,000-$124,999 ------------------------------------- 7
$125,000-$149,999 ------------------------------------- 8
$150,000-$174,999 ------------------------------------- 9
$175,000-$199,999 ------------------------------------10

$200,000-$249,999 ------------------------------------11
$250,000 and up---12
Unknown --13

Q. Estimated Home Value Range

$0K to $19K--- 1
$20K to $49K-- 2
$50K to $99K-- 3
$100K to $149K--- 4
$150K to $174K--- 5
$175K to $199K--- 6
$200K to $249K--- 7
$250K to $299K--- 8
$300K to $399K--- 9
$400K to $499K---10
$500K to $749K---11
$750K to $999K---12
$1000K to 1M and over -------------------------------13
Unknown --14

R. Social Economic Ladder (ISPSA)

1 --- 1
2 --- 2
3 --- 3
4 --- 4
5 --- 5
6 --- 6
7 --- 7
8 --- 8
9 --- 9
Unknown ---99

S. Individual Party

American Independent ----------------------------------- 1
Democratic-- 2
Green-- 3
Libertarian-- 4
Natural Law -- 5
Non-Partisan--- 6
Other --- 7
Peace and Freedom ------------------------------------ 8
Reform -- 9
Republican --10
Unknown --11

T. Household Party Type

Democratic-- 1

Democratic & Independent ---------------------------- 2
Democratic & Republican ----------------------------- 3
Democratic & Republican & Independent ---------- 4
Independent --- 5
Republican --- 6
Republican & Independent --------------------------- 7

U. Council District

1 --- 1
2 --- 2
3 --- 3
4 --- 4
5 --- 5

V. Household Gender Composition

Mixed Gender Household ------------------------------- 1
Female Only Household -------------------------------- 2
Male Only Household----------------------------------- 3
Cannot Determine -------------------------------------- 4

W. Registration Date

2017 to present -- 1
2013 to 2016-- 2
2009 to 2012-- 3
2005 to 2008-- 4
2001 to 2004-- 5
1997 to 2000-- 6
1993 to 1996-- 7
1981 to 1992-- 8
1980 or before-- 9
Not coded ---10

X. Voting Frequency

0 --- 0
1 ---
2 ---
3 --- 3
4 --- 4
5 --- 5
6 --- 6
7 --- 7
8 --- 8

Y. Voting History

	No	Poll	Mail
Voted 2/08	0	1	2

```
Voted 6/08---------------------------------------------- 0 ----------1----------- 2
Voted 11/08--------------------------------------------- 0 ----------1----------- 2
Voted 5/09---------------------------------------------- 0 ----------1----------- 2
Voted 11/09 [if applicable] ------------------------------ 0 ----------1----------- 2
Voted 06/10--------------------------------------------- 0 ----------1----------- 2
Voted 11/10--------------------------------------------- 0 ----------1----------- 2
Voted 11/11 [if available]--------------------------------- 0 ----------1----------- 2
Voted 06/12--------------------------------------------- 0 ----------1----------- 2
Voted 11/12--------------------------------------------- 0 ----------1----------- 2
Voted 11/13 [if available]--------------------------------- 0 ----------1----------- 2
Voted 06/14--------------------------------------------- 0 ----------1----------- 2
Voted 11/14--------------------------------------------- 0 ----------1----------- 2
Voted 11/15 [if available]--------------------------------- 0 ----------1----------- 2
Voted 06/16--------------------------------------------- 0 ----------1----------- 2
Voted 11/16--------------------------------------------- 0 ----------1----------- 2
Voted 11/17 [if available]--------------------------------- 0 ----------1----------- 2
Voted 06/18--------------------------------------------- 0 ----------1----------- 2
Voted 11/18--------------------------------------------- 0 ----------1----------- 2
```

Z. Household Voter Count

```
1 ------------------------------------------------------ 1
2 ------------------------------------------------------ 2
3 ------------------------------------------------------ 3
4 ------------------------------------------------------ 4
5 ------------------------------------------------------ 5
6 ------------------------------------------------------ 6
7 ------------------------------------------------------ 7
```

AA. Permanent Absentee Voter

```
Yes---------------------------------------------------- 1
No ---------------------------------------------------- 2
```

BB. Likely November 2020 Voter

```
Yes---------------------------------------------------- 1
No ---------------------------------------------------- 2
```

CC.   Precinct Number: _____

DD.   Date of Interview: _____