

# 2018 Santa Monica Resident Satisfaction Survey

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November 2018



# Methodology

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- **Address-based sample**
- **Survey invitations mailed to 8,000 randomly selected residential addresses in Santa Monica**
- **Website/Phone based survey**
  - 690 total completes (9% response rate)
  - 659 completes online
  - 31 by phone
- **Fielded 6/21 to 7/20**
- **\$5 gift card from three local SM businesses (Winners of the Most Loved Santa Monica Coffee Bar/Bakery and Ice Cream/ Frozen Yogurt/ Confectionary Shop Categories) provided as incentive to those who completed the survey**
- **Margin of error is +/- 3.71%**

## Common Themes

- Across the SM residential satisfaction surveys over the past decade, despite changes in methodology, question wording, and response categories, we find three common themes:
  1. Exceptionally high levels of satisfaction with city services overall
  2. The highest satisfaction is consistently found with library services, trash and recycling collection, parks and beaches, fire fighting, and tree trimming
  3. Lower levels of satisfaction are found with parking, traffic, and homelessness services.

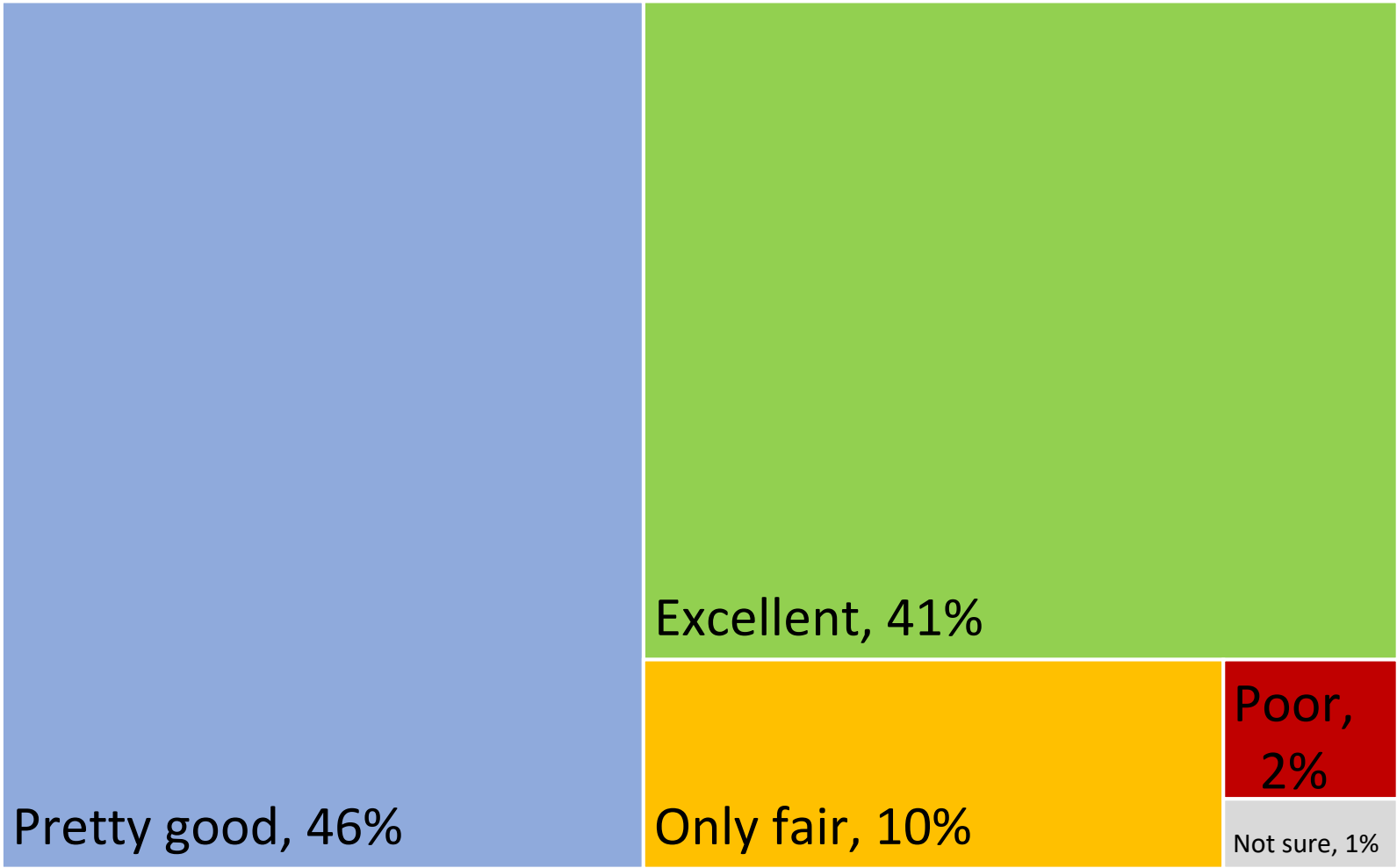


# Satisfaction Ratings



# Rating Santa Monica as a Place to Live

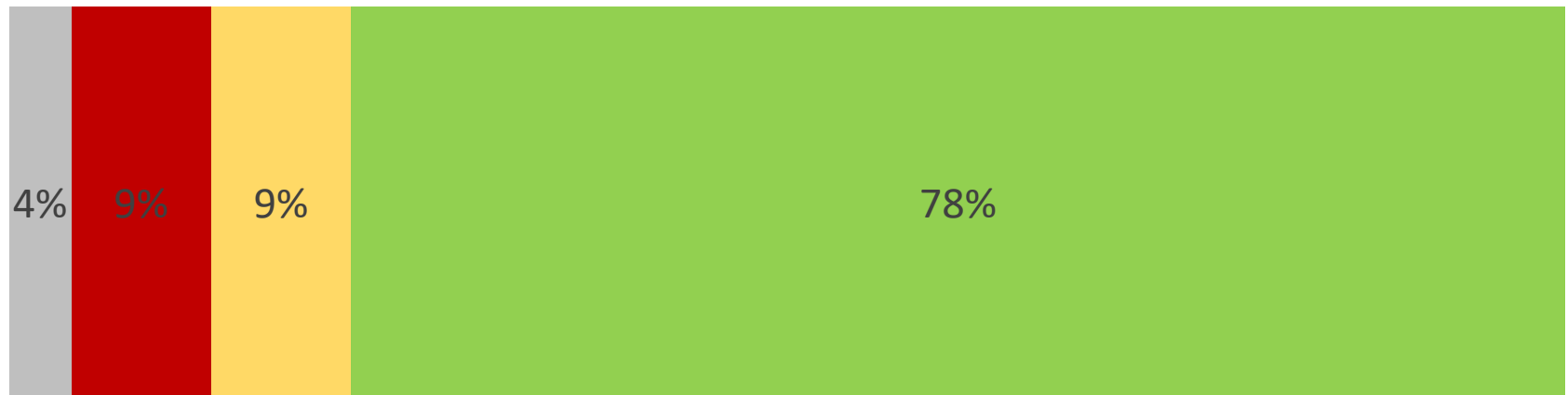
Very positive ratings for Santa Monica as a place to live



# City of Santa Monica Job Ratings: Overall

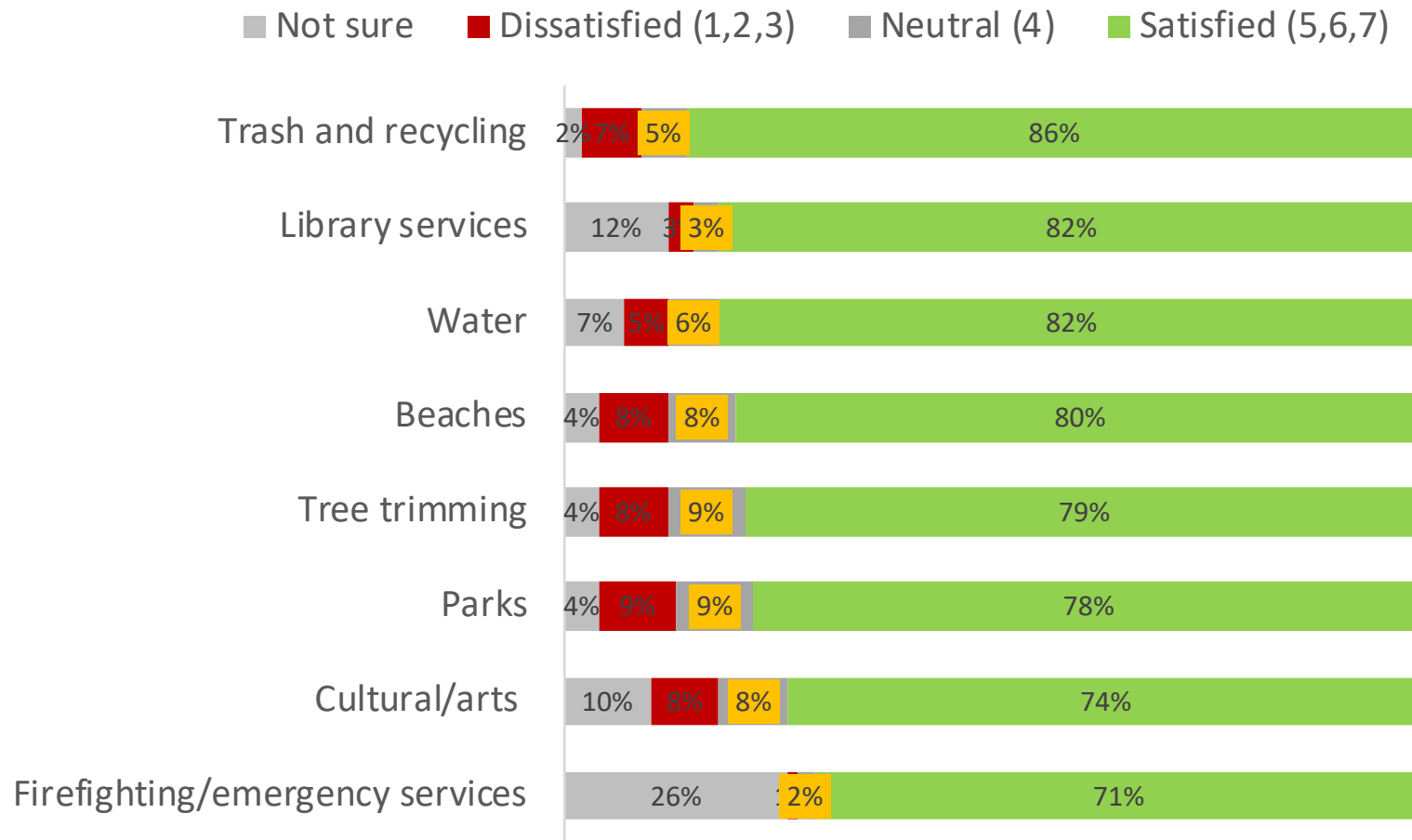
Providing city services overall

■ Not sure   ■ Dissatisfied (1,2,3)   ■ Neutral (4)   ■ Satisfied (5,6,7)



# City of Santa Monica Job Ratings (Most Satisfied)

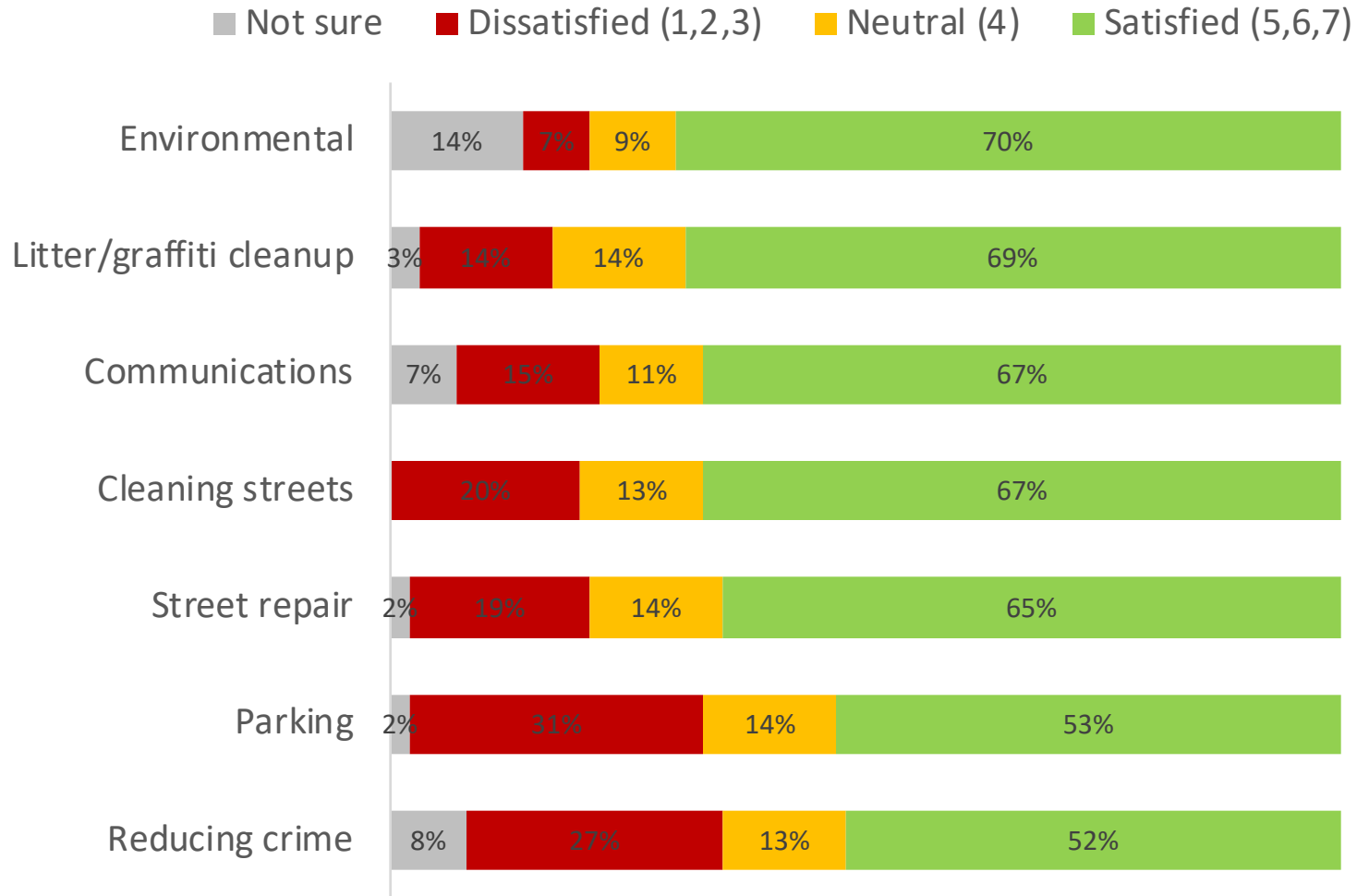
Services with the highest satisfaction ratings



*Ranked by Satisfied (5,6,7)*

Please rate your satisfaction with the job the City of Santa Monica is doing in each of the following areas. (7-point scale)

# City of Santa Monica Job Ratings (Next Most Satisfied)



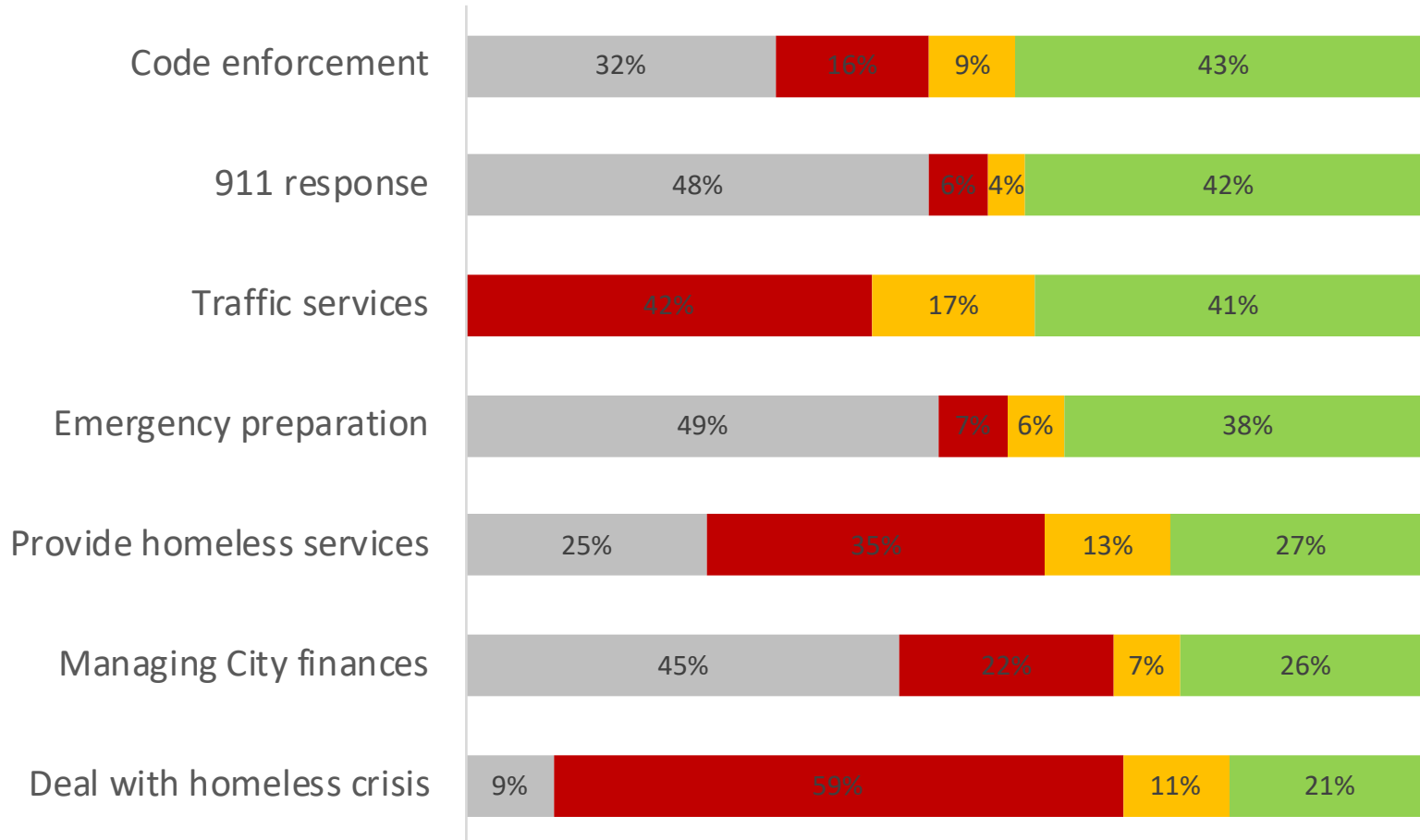
*Ranked by Satisfied (5,6,7)*

*Please rate your satisfaction with the job the City of Santa Monica is doing in each of the following areas. (7-point scale)*



# City of Santa Monica Job Ratings (Lower Satisfaction or Awareness)

Not sure
  Dissatisfied (1,2,3)
  Neutral (4)
  Satisfied (5,6,7)



*Ranked by Ranked by Satisfied (5,6,7)*

*Please rate your satisfaction with the job the City of Santa Monica is doing in each of the following areas. (7-point scale)*

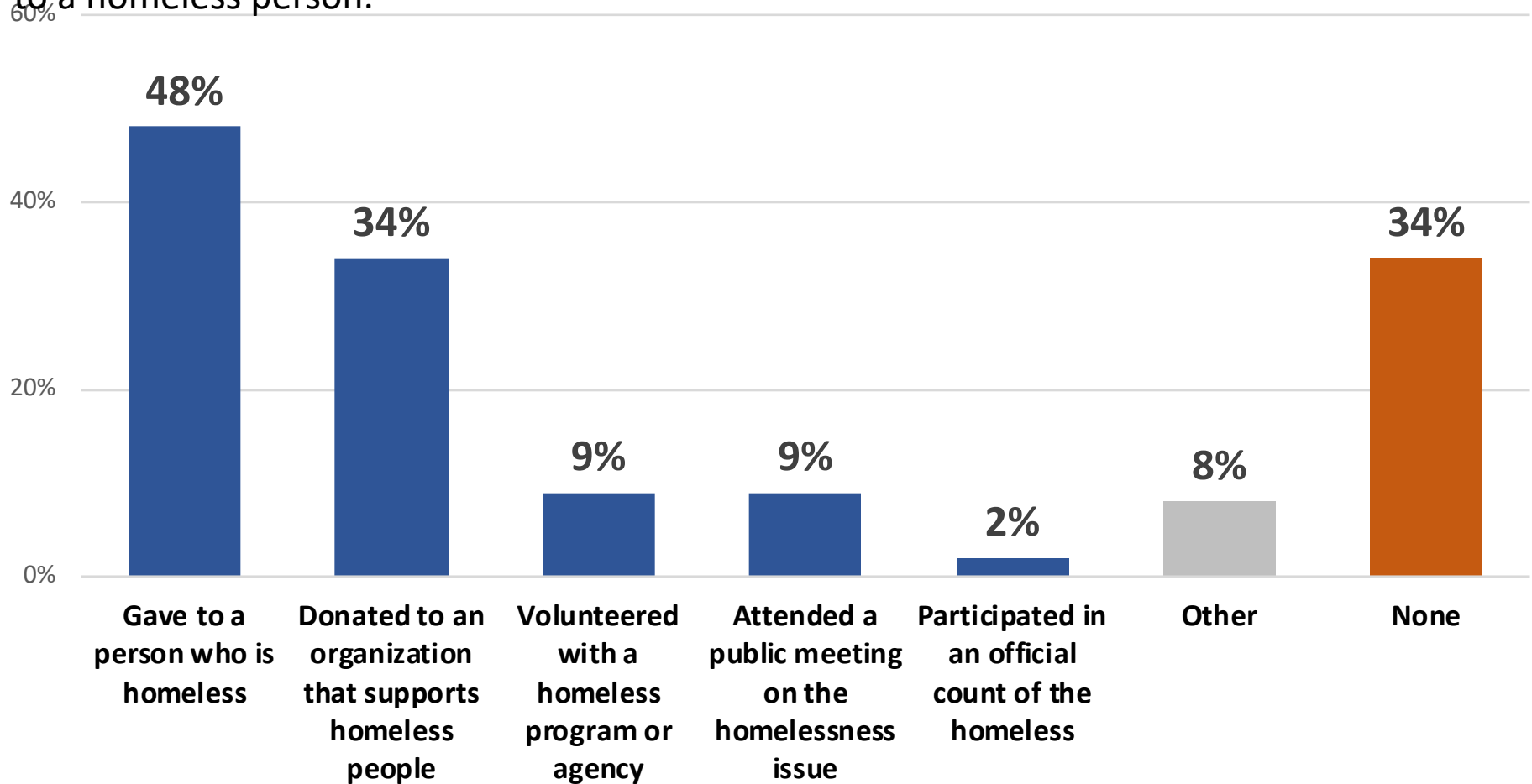


# Civic Participation



# Activities Related to Assisting the Homeless

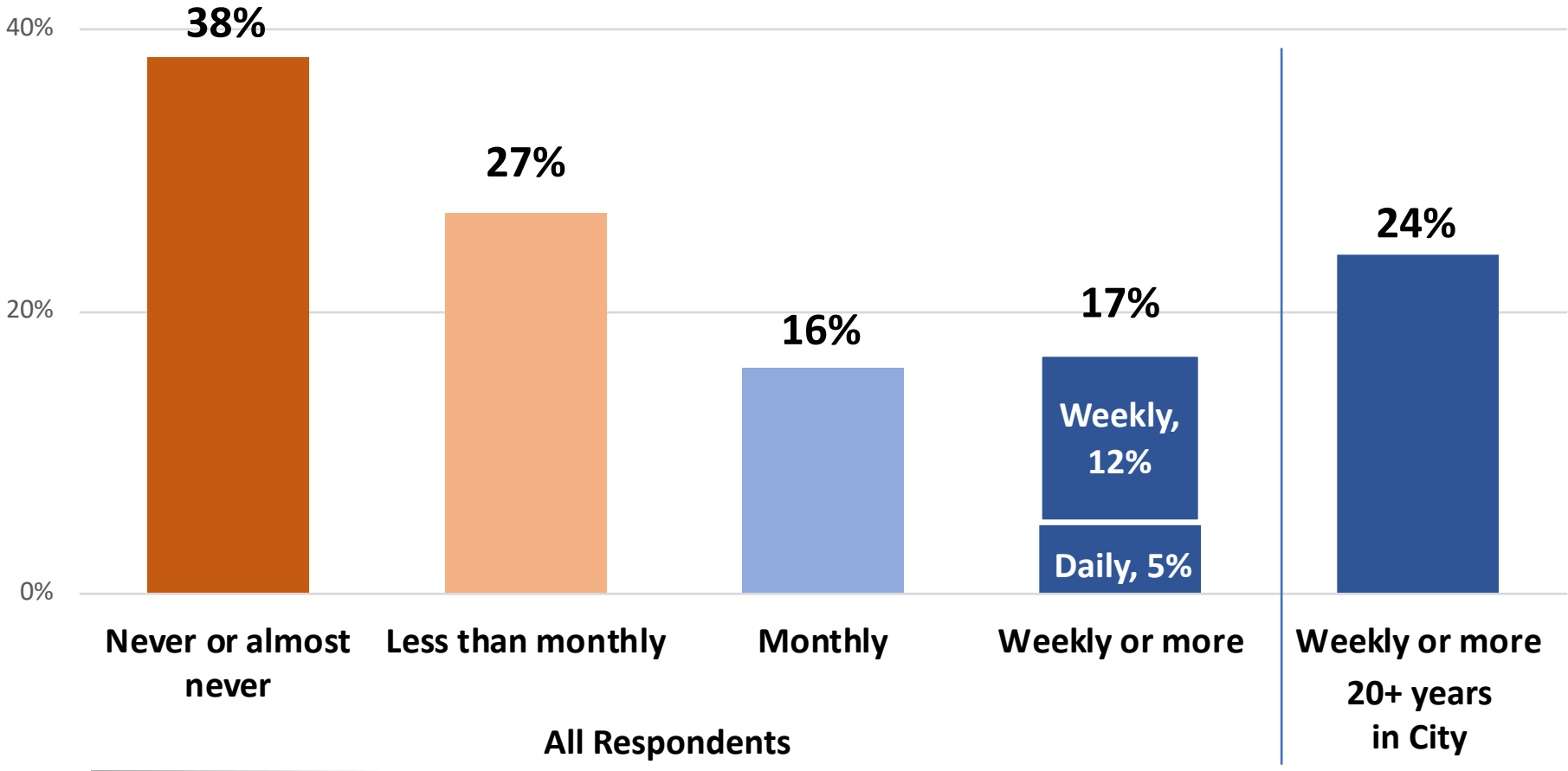
17% say they did some kind of volunteer activity or attended a meeting on the issue in past year. 34% donated to a homelessness support agency. Nearly half report they gave money to a homeless person.



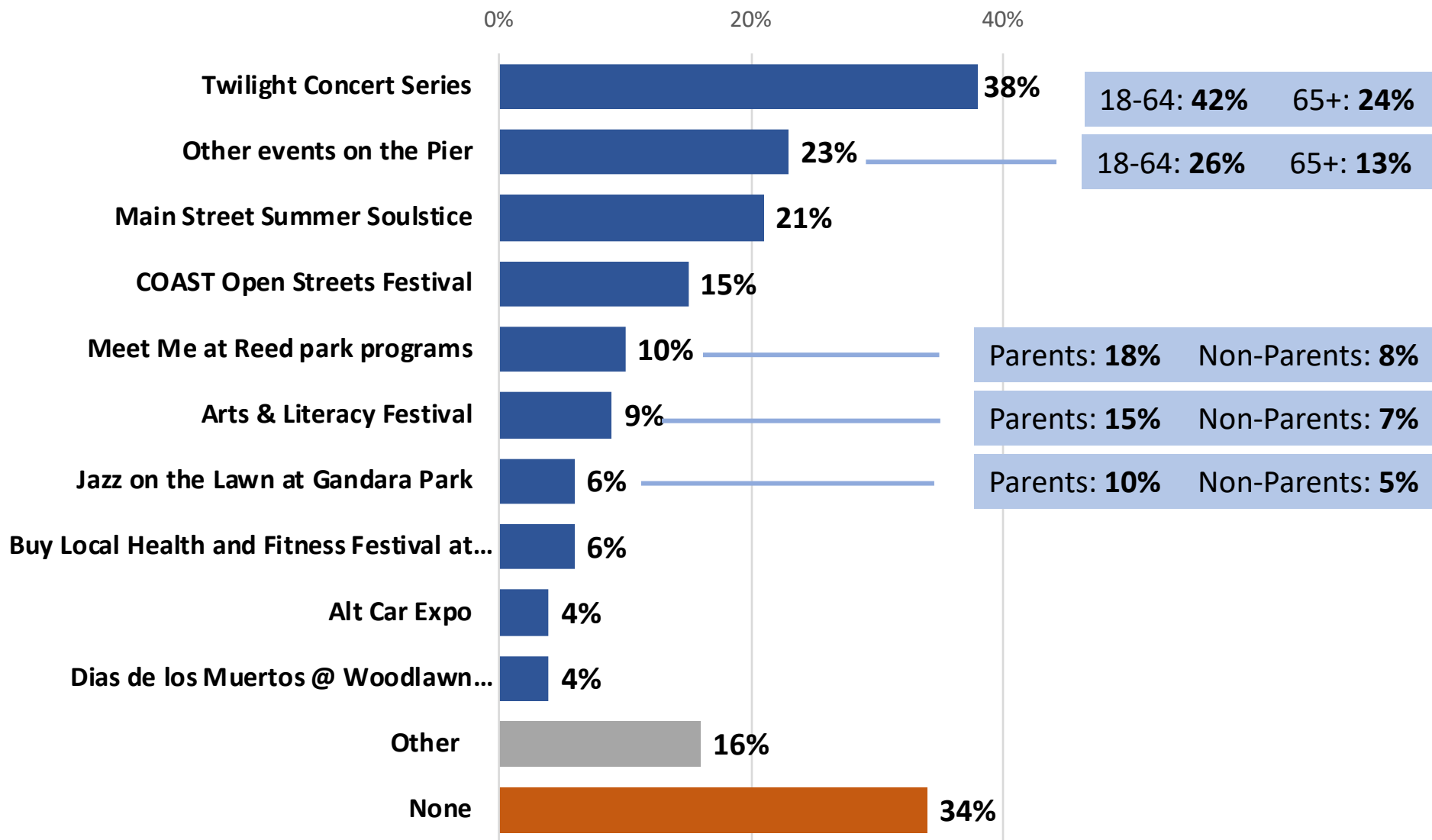
*During the last twelve months, did you participate in any of the following activities related to homelessness in Santa Monica? (Check all that apply.)*

# Involvement in Voluntary/Charitable Organizations

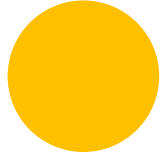
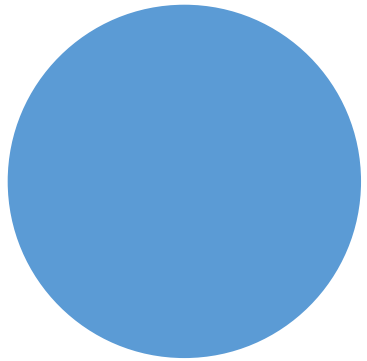
One-third of residents participate at least once a month in volunteer or charitable work



# Participation in City-Sponsored Events



*During the last twelve months, in which of the following events sponsored by the City of Santa Monica did you participate? (check all that apply)*

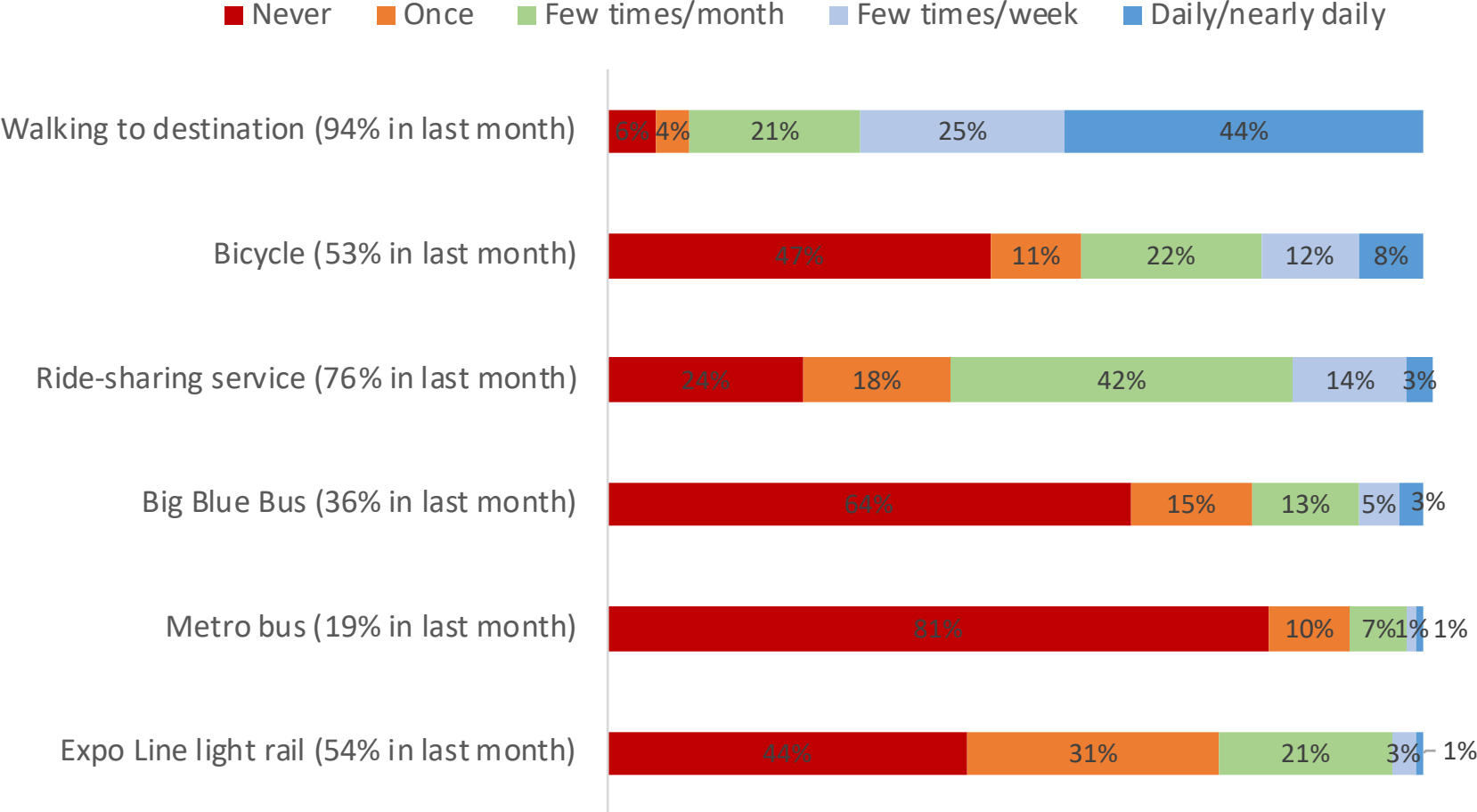


# Transportation



# Modes of Transportation Outside of Neighborhood

Walking is most frequent form of transportation; over half have ridden the Light Rail monthly or more often and about a third have ridden the Big Blue Bus monthly or more often



Ranked by Daily

*In the past month, about how often did you use any of these modes of transportation to get to a destination outside of your neighborhood?*

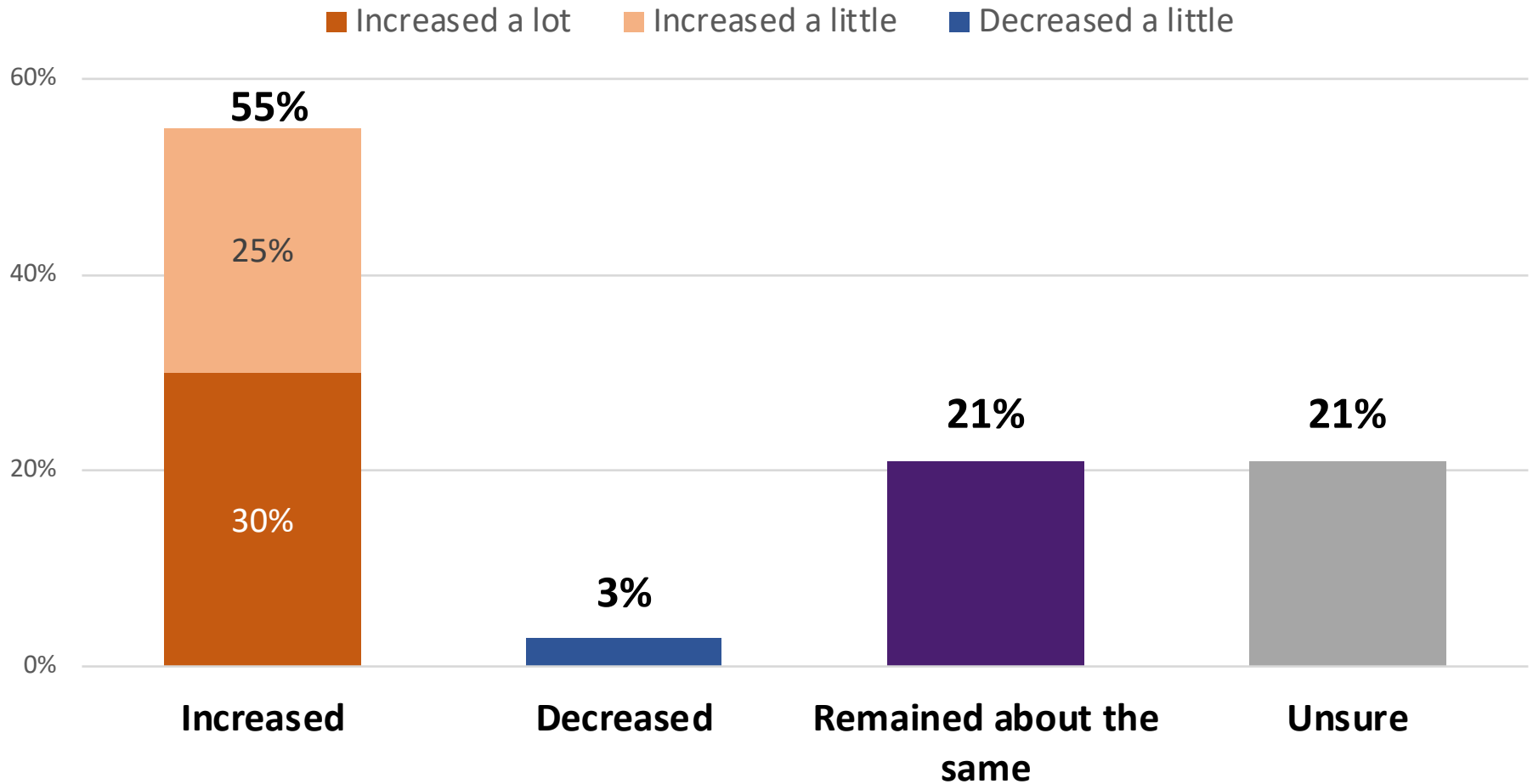


# Public Safety



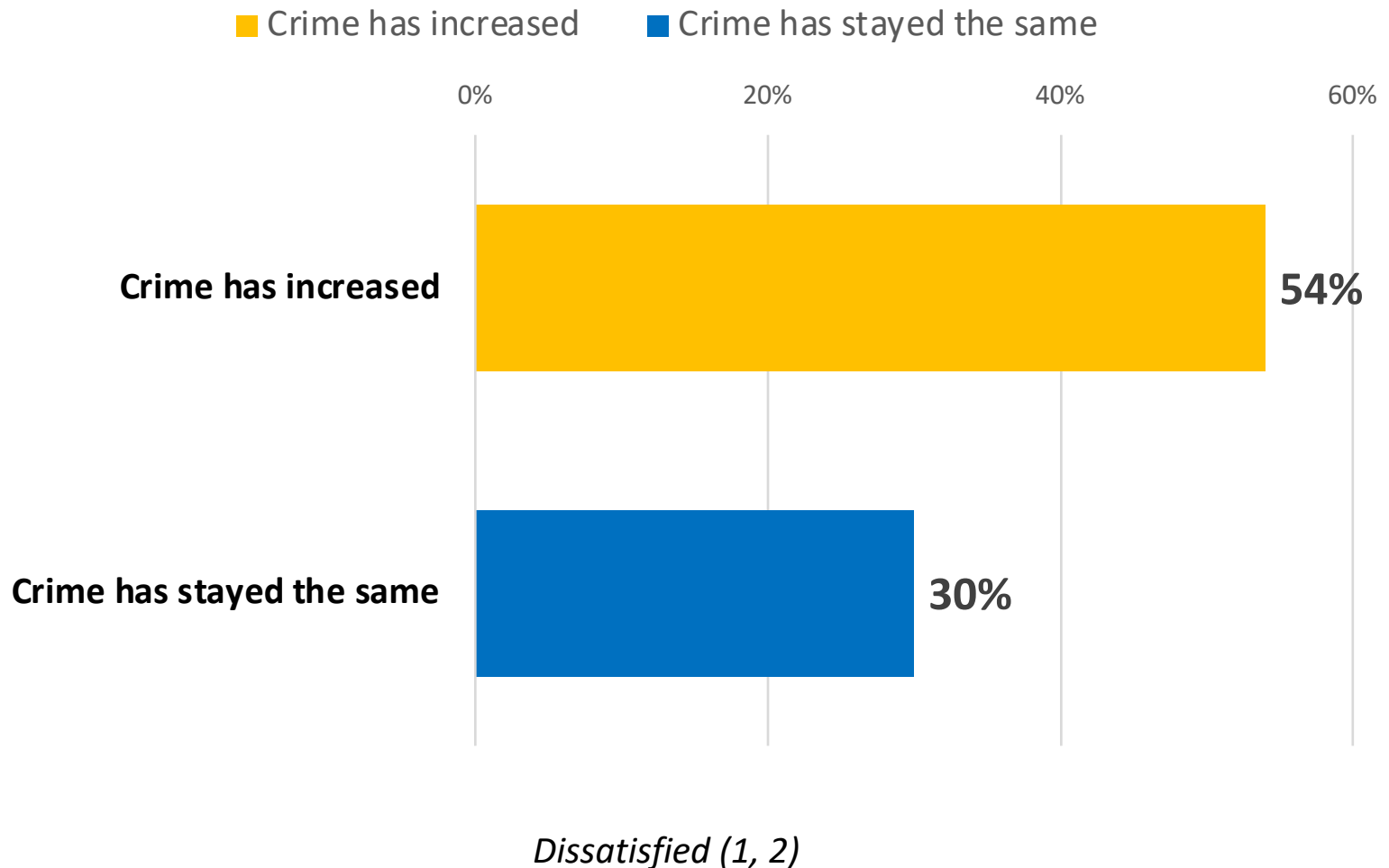
# Views on Crime

Over half think the level of crime has increased compared to a year ago



# Connection between dissatisfaction with response to homelessness and a sense that crime is increasing

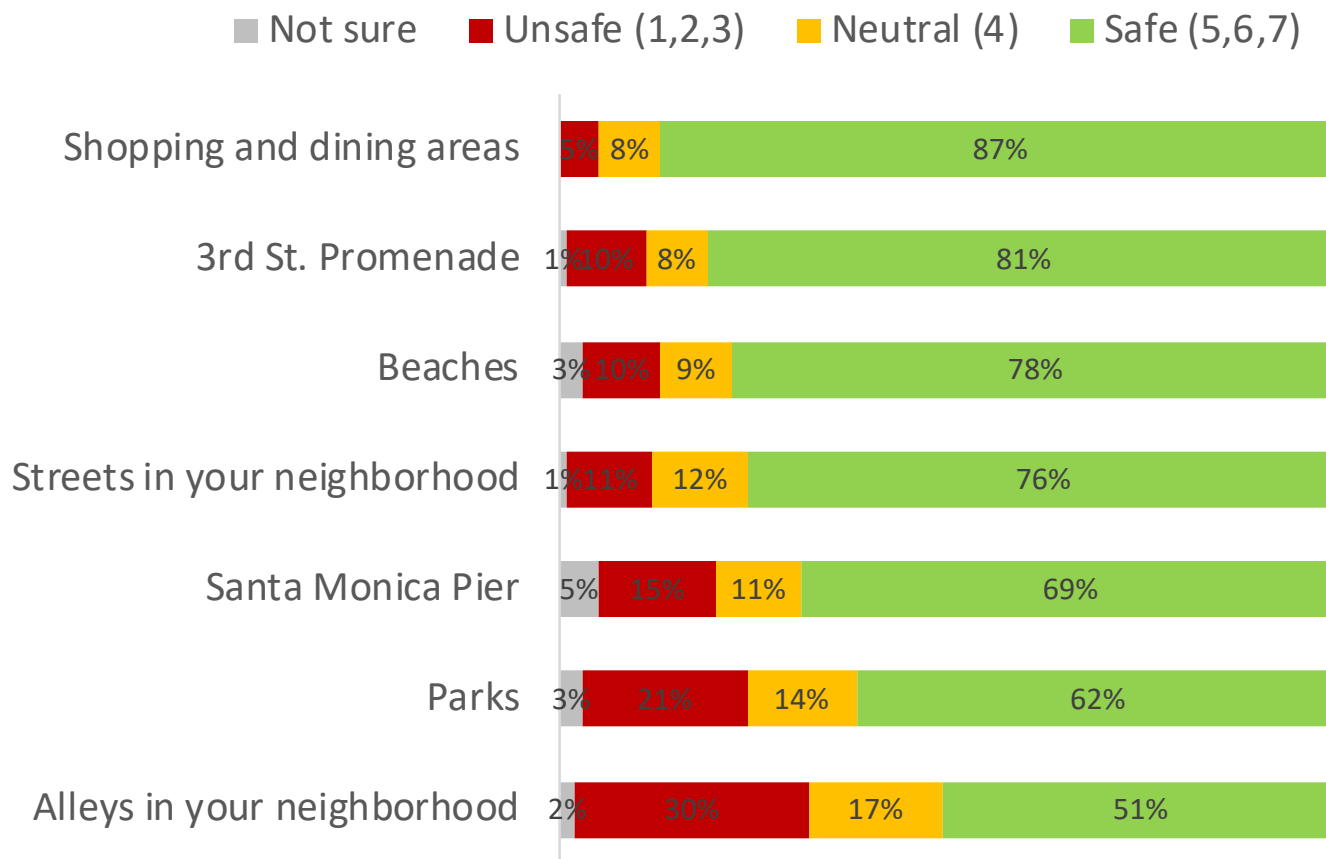
There is greater dissatisfaction with how the City is dealing with the homelessness crisis among residents who say crime has increased in recent years



Please rate your satisfaction with the job the City of Santa Monica is doing in each of the following areas. (7-point scale)

# Safety in Public Spaces

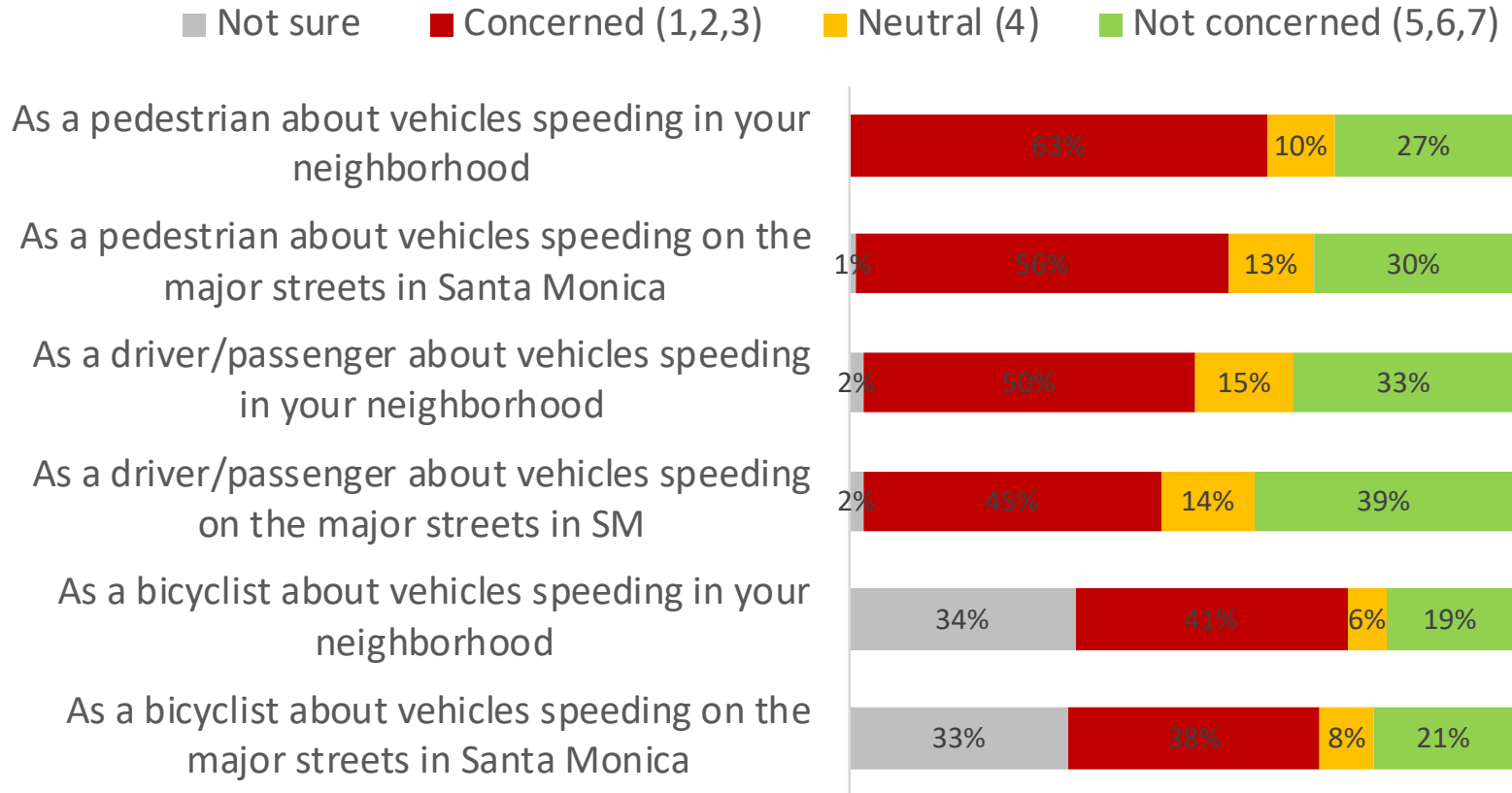
Most residents feel safe when visiting shopping areas, the Promenade, beaches and in their neighborhood. Only for the Pier, and for local parks and alleys, do 15% or more report feeling unsafe



*Ranked by Safe (5,6,7)*

# Concern About Vehicles Speeding

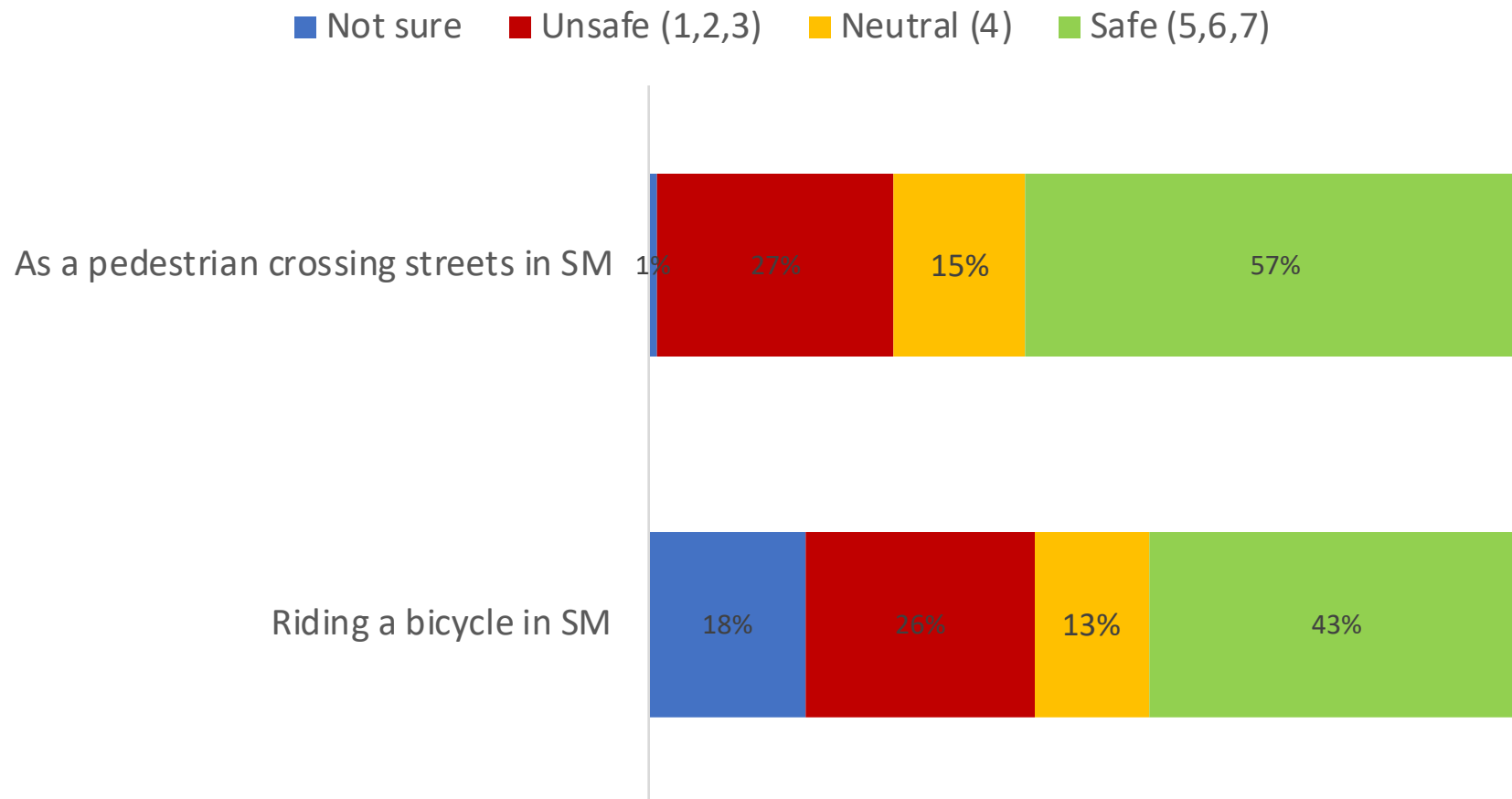
Nearly two in three residents concerned as pedestrians about speeding vehicles. 41% say they are concerned about speeding vehicles as a bicyclist



*Ranked by Concerned (1,2,3)*

# Safety as a Pedestrian/Bicyclist

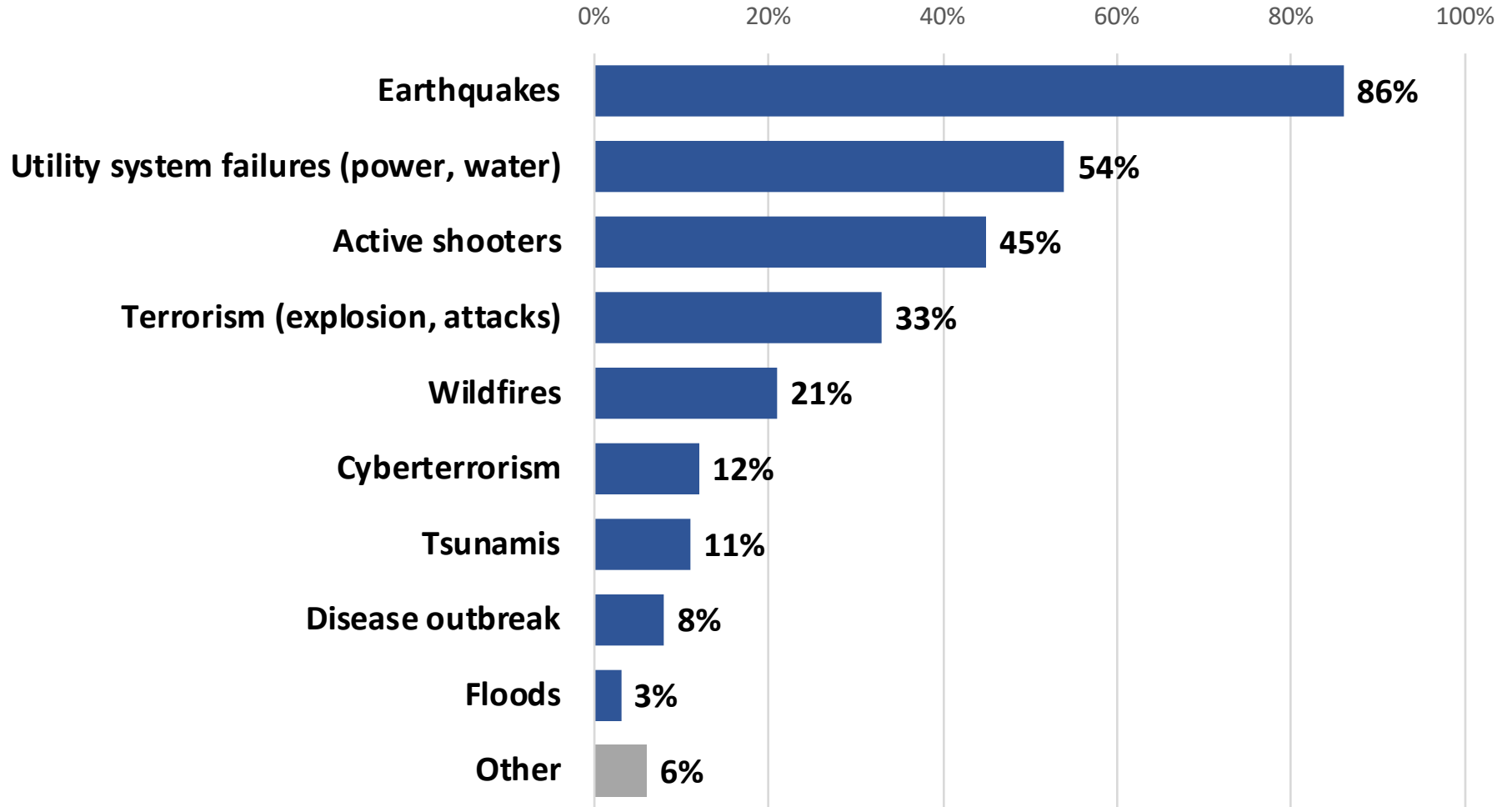
About one in four pedestrians and bicyclists feel unsafe on Santa Monica streets



*Ranked by Unsafe (1,2,3)*

# Concerns About Emergency Events

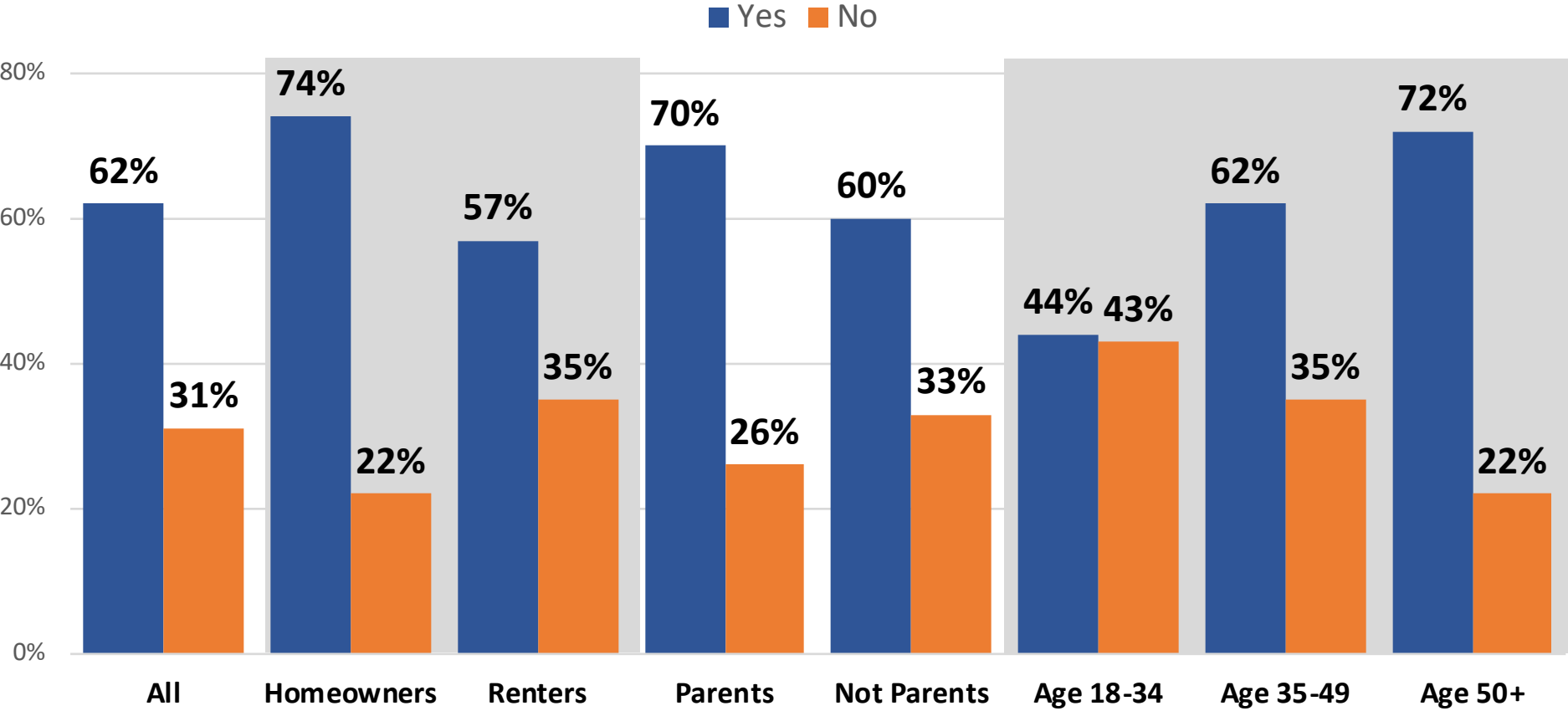
Residents are most concerned about earthquakes, followed by utility system failures and active shooters



*What are the three emergency events you are most concerned about in Santa Monica?  
(Select up to three items.)*

# Emergency Supplies On Hand

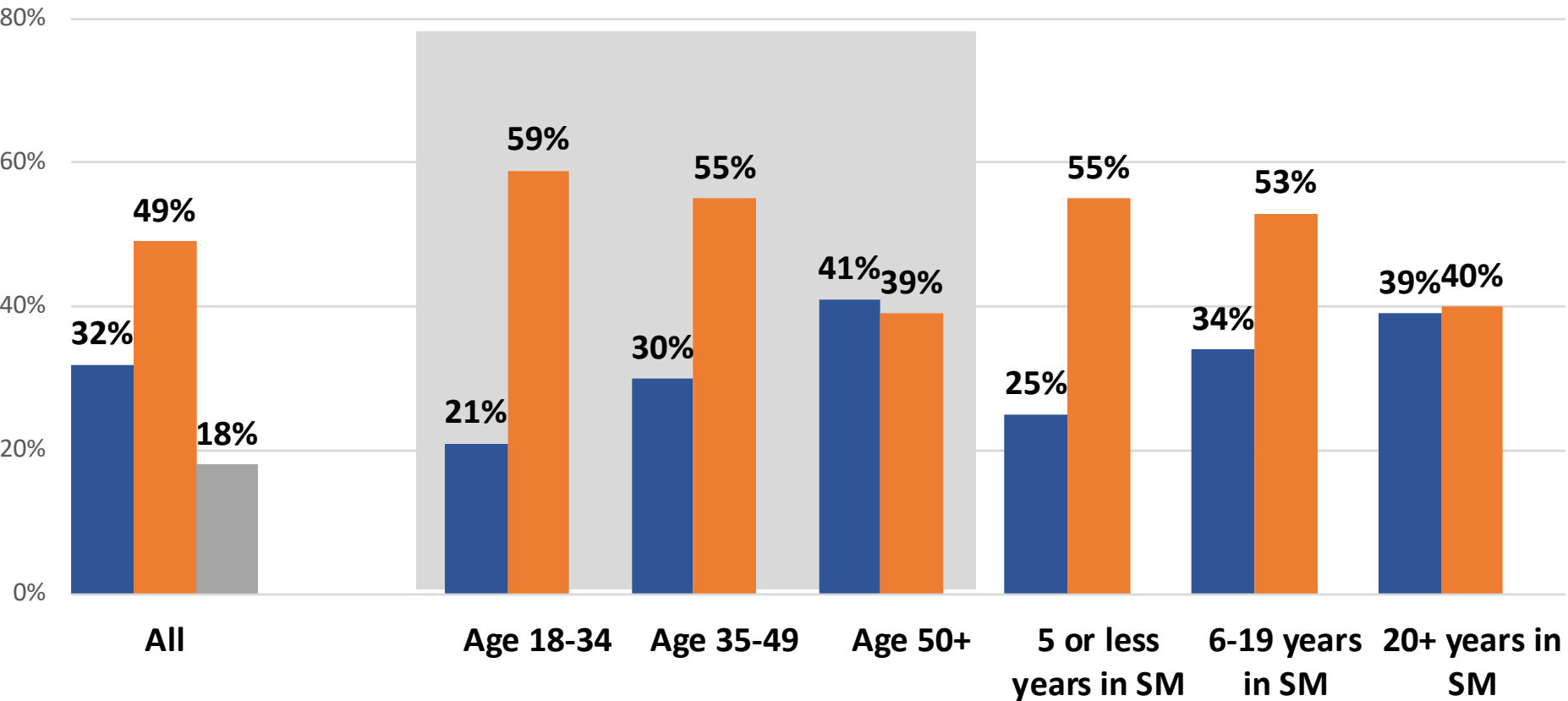
62% of households have emergency supplies on hand; large differences found between homeowners/renters, parents/non-parents, and by age



# Emergency Supplies to Last 7 Days

While 62% say they have some emergency supplies, only about 32% have enough to last 7 days; younger respondents and newer residents are most likely to report not having enough supplies on hand

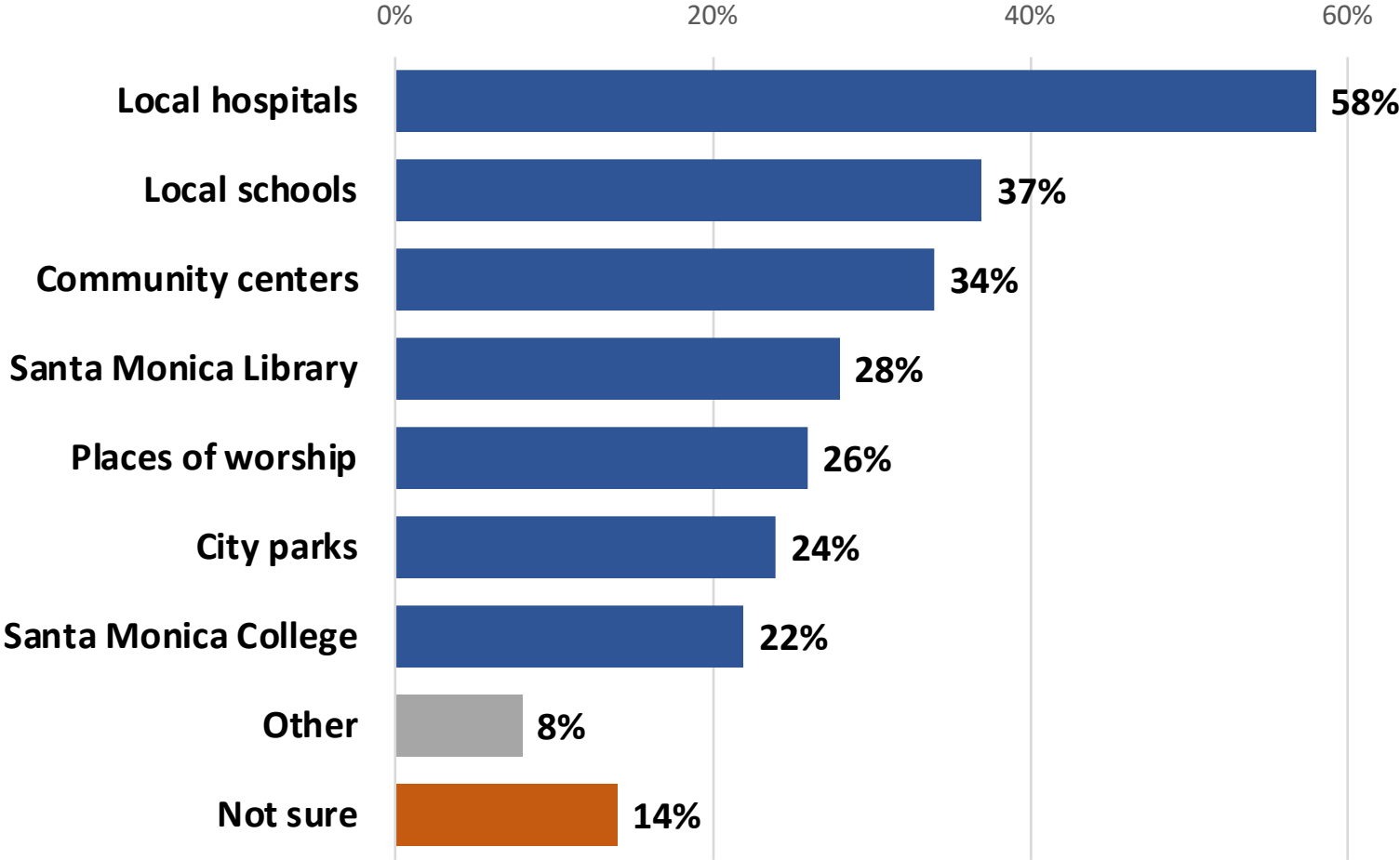
■ Yes ■ No ■ Unsure





# Places to Visit for Assistance

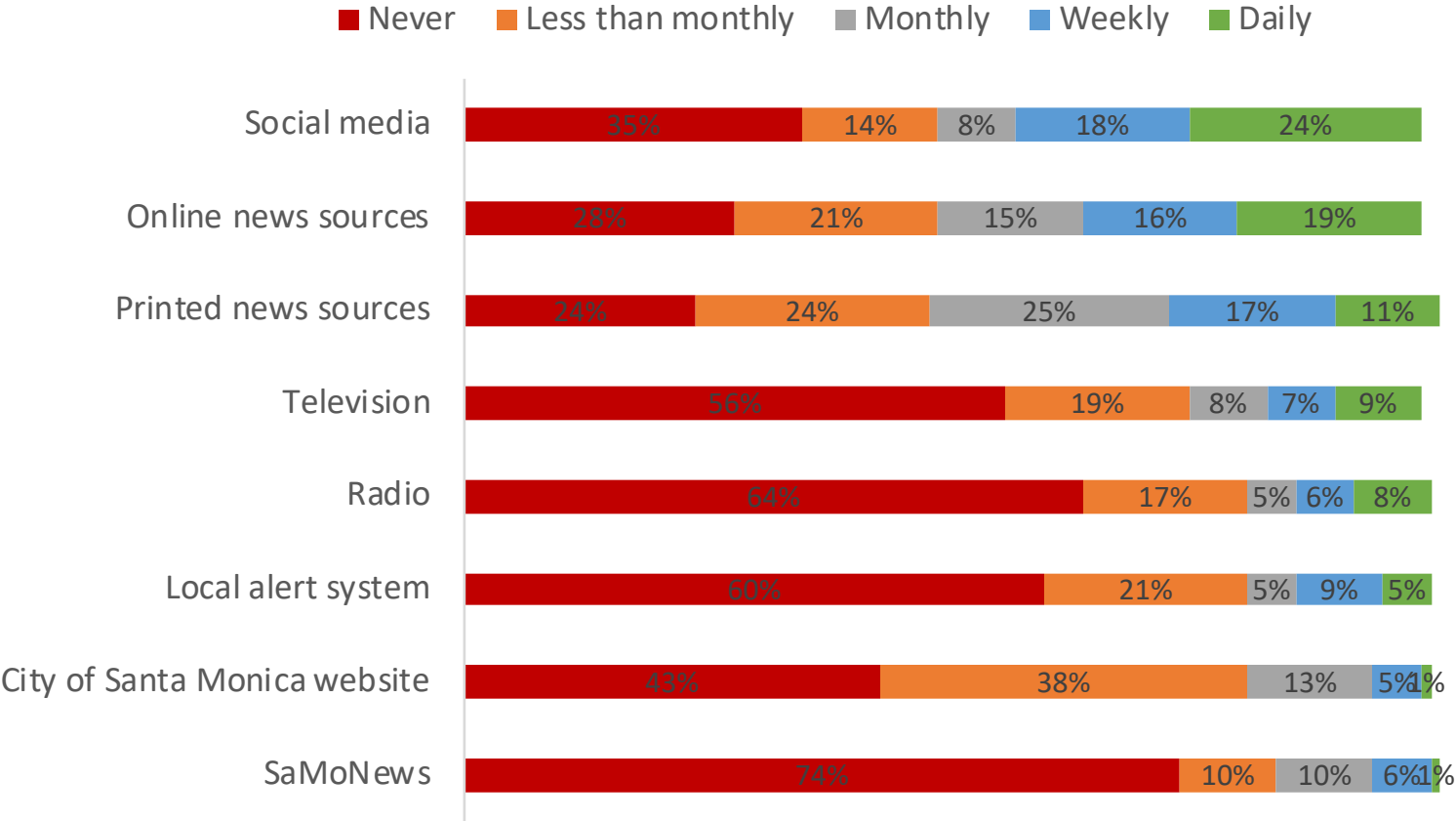
Local hospitals top the list of places residents would turn to for assistance after a major emergency event



*After a major emergency event, select the top three places you would go for assistance or services other than the Police or Fire Department. (Select up to three items.)*

# Information about Santa Monica City government

Social media and online news are the most frequently used sources for information about the City government

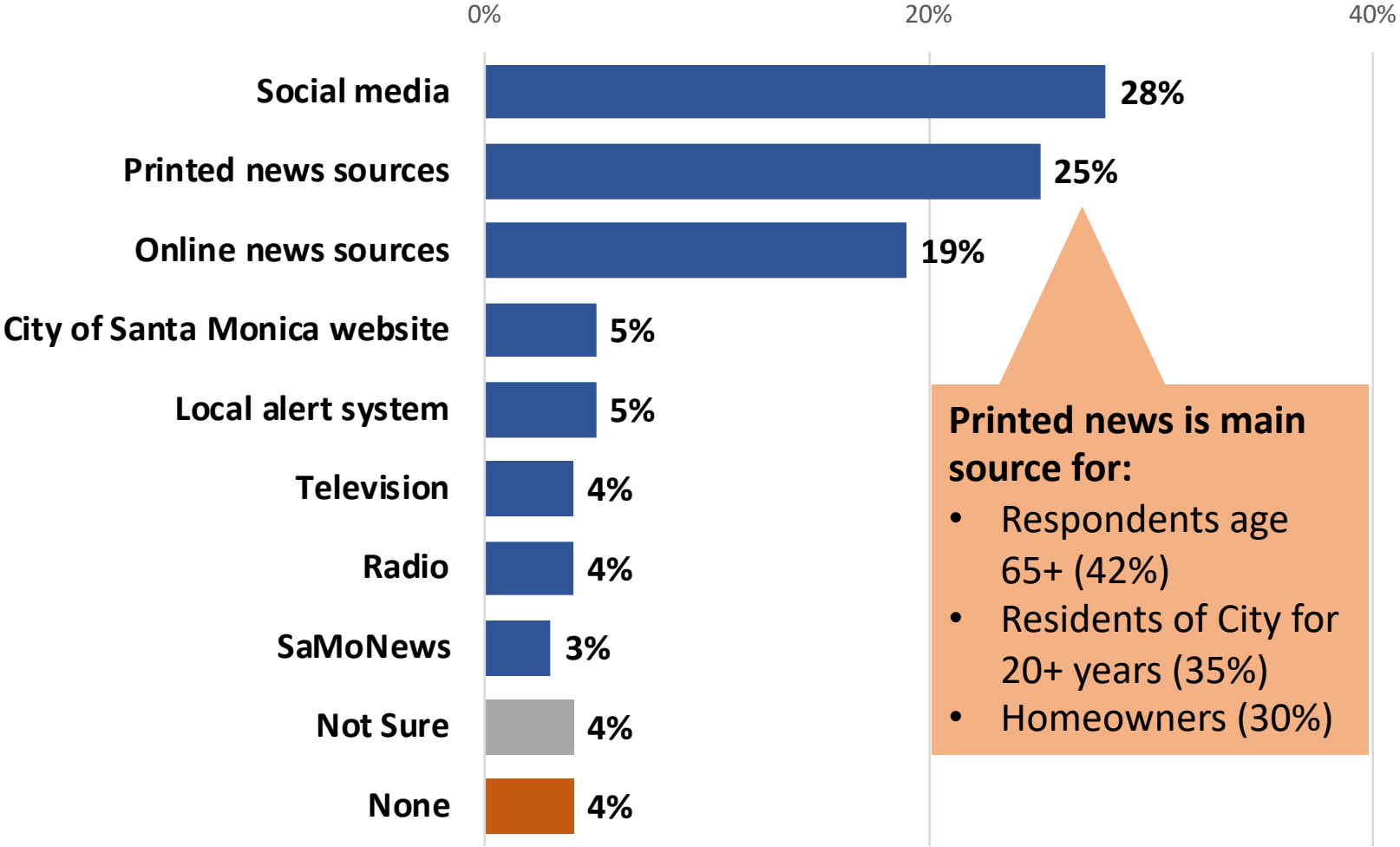


Ranked by Daily

How often do you receive information from each of the following sources about Santa Monica City government news, programs, events, and issues?

# Main Source of News

Social media and printed news are the main sources of news about the City





# Sources of Information



# Conclusions

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- **City of Santa Monica receives very positive ratings as a place to live; 87% say it is an excellent or good place to live**
- **Residents are highly satisfied with the job the City is doing, especially in:**
  - Library services
  - Collecting trash
  - Providing clean water
  - Tree trimming
  - Firefighters and
  - Maintaining parks and beaches

# Conclusions

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- **Strong sense of safety when visiting many types of public spaces**
- **Residents are civically engaged:**
  - 17% have participated in some activity related to homelessness
  - 34% donate to a homelessness service organization
  - One in three participate in a volunteer or charitable activity at least monthly
  - Two-thirds have attended an event sponsored by the City in the past year
- **Widespread use of alternative forms of transportation**
  - Over half use the Expo line monthly or more often
  - More than a third use the Big Blue Bus monthly or more often
  - More than half say they have bicycled to destinations in the last month

# Conclusions

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- **Areas for improvement:**

- **Crime**

- Over half think the level of crime has increased compared to a year ago
- Neighborhood alleys and City parks are places where residents are less likely to feel safe

- **Homelessness**

- 59% are dissatisfied with the City's response to homelessness crisis

- **Traffic**

- 42% are dissatisfied with the City's response to traffic

- **Speeding cars**

- 63% of pedestrians, 50% of drivers, concerned about speeding cars in their neighborhood

- **Emergency Supplies**

- Only 32% say they have enough supplies to last 7 days
- Younger respondents and newer residents are most likely to report not having enough supplies on hand