Tonight’s worksession

• June 18th Council meeting focused on local results

• Address and discuss Council’s questions from previous meeting

• Explore benchmark and open-ended question results

• Discuss results related to Fiscal Sustainability with Department Heads

• How to use results
OVERVIEW

Tonight’s presentation

Part 1
• Discussion with ICMA/NCS consultants

Part 2
• Additional results and data
  • Benchmarks data discussion
  • Open-ended question results and themes
  • Comparisons to other surveys
• How do we use the data?

Part 3
• Category discussion

Part 4
• General Comments
• **Thomas I. Miller**, Ph.D. is the president of the National Research Center. He received a Ph.D. in research and evaluation methods from the University of Colorado. He has worked in state and local government since 1977.

• **Charissa Bowditch**, manages NCS™ surveys. She oversees the survey process through questionnaire customization, data collection, report writing, and presentation creation.

• **Presentation and Discussion**
  - Survey sample validity
  - Benchmark methodology-benefits of comparing to other Cities and yourself (in the future)
  - Open ended question results-how to interpret
  - Key drivers-methodology
  - What most Cities do with the data
PART 2 - ADDITIONAL RESULTS AND DATA
COMPARISONS TO PRIOR SURVEYS

Priorities
- Youth rec. programs
- Crime prevention/Police protection
- Street, park maintenance
- Senior programs

High satisfaction/rated services
- Police protection/services
- Preserving open space
- City parks

- Novato is headed in the right direction
- Feeling safe within the Community

Godbe Research 2007
- Godbe Research 2010
- General Plan Survey

Community Survey 2013
Please indicate the top three City services Novato should improve, restore or add in the next five years:

<table>
<thead>
<tr>
<th>Service</th>
<th>Percent of Respondents</th>
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</thead>
<tbody>
<tr>
<td>Transportation, street repair</td>
<td>40%</td>
</tr>
<tr>
<td>Safety, police</td>
<td>30%</td>
</tr>
<tr>
<td>Youth, education</td>
<td>25%</td>
</tr>
<tr>
<td>Economy, jobs, development</td>
<td>24%</td>
</tr>
<tr>
<td>Entertainment, shopping, restaurants</td>
<td>23%</td>
</tr>
<tr>
<td>Parks, recreation</td>
<td>17%</td>
</tr>
<tr>
<td>Government, taxes, communication, diversity</td>
<td>13%</td>
</tr>
<tr>
<td>Utilities, infrastructure, code enforcement, alternative energy</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td>Housing</td>
<td>9%</td>
</tr>
<tr>
<td>Senior services</td>
<td>4%</td>
</tr>
</tbody>
</table>
**OPEN-ENDED QUESTION THEMES**

**Transportation, Street Repair**
- Improve street maintenance
- Increase parking Downtown Novato Blvd
- Redwood Blvd
- Increase transportation for seniors

**Safety and Police**
- Street patrol
- Crime prevention
- Emergency preparedness
- Low income and at-risk youth programs
- Reduce traffic policing efforts

**Youth, Education**
- Programs for youth
- Improve public schools
- Senior programs
- More parks
- More affordable recreation programs

**Economy, Jobs, Development**
- Address existing vacancy issues before building new developments
- Revitalize downtown
- Attract quality business
- Restore Novato Theater
- Encourage new development to be cohesive with Novato’s aesthetic values

**Entertainment, Shopping, Restaurants**
- Larger variety of shops and restaurants Downtown
- Festivals, community and cultural events
- All season sports facility
- Increase family entertainment options
- Community theater
**OPEN-ENDED QUESTION THEMES**

**Parks and Recreation**
- Maintain and expand parks and open space
- Maintain and expand bike and ped. paths
- Development all weather sporting facility
- Improve park maintenance
- Increase affordability of recreation programs

**Gov, Taxes, Communication, Diversity**
- Streamline permitting process
- Increase gov. efficiency
- Reduce low income housing
- Offer services for low-income community

**Utilities, Infrastructure, Code Enforcement, Alt. Energy**
- Develop enviro. programs
- Improve code enforcement
- Reduce utility cost
- Integrate programs for renewable energy
- Maintenance of public infrastructure

**Other**
- Improve library
- Improve post office services
- Develop a community recreation facility

**Housing**
- Reduce and resist the development of low income housing
- Offer more senior housing
- Police low income neighborhoods
- Increase housing options for middle class
- Offer services to seniors
HOW DO WE USE THE DATA?

Best practice examples from NCS

Rockville, MD

- Department heads and senior staff submitted information on critical issues for City-wide and their departments
- Reviewed the survey results
- Met with Executive Mgmt Team
- Identified key themes and areas of importance based on the results
- Outlined action items for each theme to improve results and critical issues within the City
- Implemented action items

Example:

Novi, MI

- Survey results revealed a decrease in satisfaction with Code Enforcement and increase in respondents rating “weeds, run down buildings etc) as a minor problem from the prior surveys
- Staff identified potential causes
- Reviewed tools to help improve statistics in these areas related to the cause
- Identified potential policy changes

Example:

- Reprioritized Code Enforcement officers’ duties
- Council reduced violation notice times from 10 -15 days
- Worked with Neighborhood Associations to help identify and communicate what situations represent a code enforcement violation and who to contact for the most efficient response

<table>
<thead>
<tr>
<th>Key Theme</th>
<th>Action Item</th>
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<tbody>
<tr>
<td>Public Safety</td>
<td>Communicate safety/crime statistics to the public-i.e. GIS overlay maps</td>
</tr>
<tr>
<td>Residents have a low rating of feeling of safe</td>
<td></td>
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