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Gain Insight



City of Grover Beach: 2019 Community Priorities Survey

January 6, 2019

The City of Grover Beach commissioned Godbe Research to conduct a survey of adult residents with the following research objectives:

- Gauge satisfaction with the City's provision of services;
- Determine opinions on most pressing issues facing Grover Beach;
- Gauge importance of and satisfaction with City services and facilities;
- Assess potential voter support for a sales tax to enhance essential public safety services with funding that cannot be taken by the State;
- Test agreement with various statements about the measure;
- Gauge satisfaction with contacting City departments;
- Determine communication preferences to learn about community and government events and information; and
- Identify any differences in opinions due to demographic and/or voter behavioral characteristics.

- Data Collection Landline (n=28), cell phone (n=44), text to online (n=354), and email to online (n=26) interviewing
- Universe 10,089 adults ages 18 and older in the City of Grover Beach, with a subsample of those likely to vote in the November 2020 election (5,405)
- Fielding Dates October 28 through November 3, 2019
- Interview Length 23 minutes
- Sample Size 452 Adult residents
319 Likely November 2020 voters
- Margin of Error $\pm 4.51\%$ Adult residents
 $\pm 5.32\%$ Likely November 2020 voters



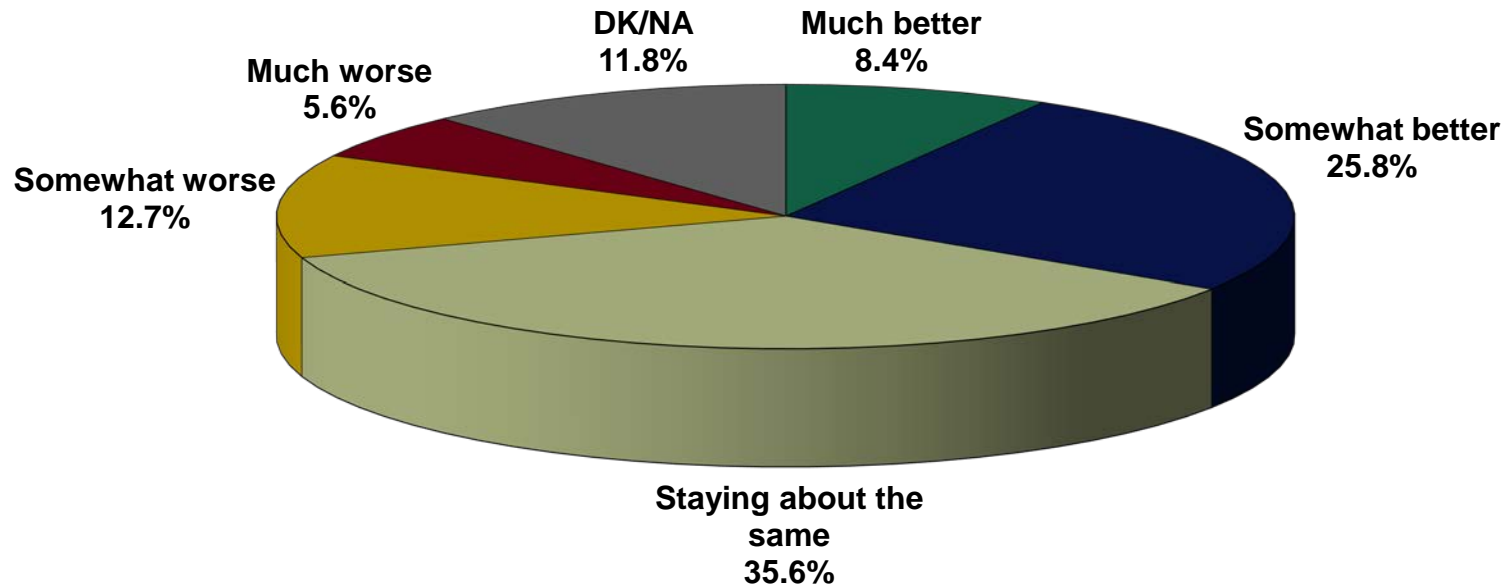
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Key Findings

Q1. Opinion on Overall Quality of Life in City Versus 5 Years Ago

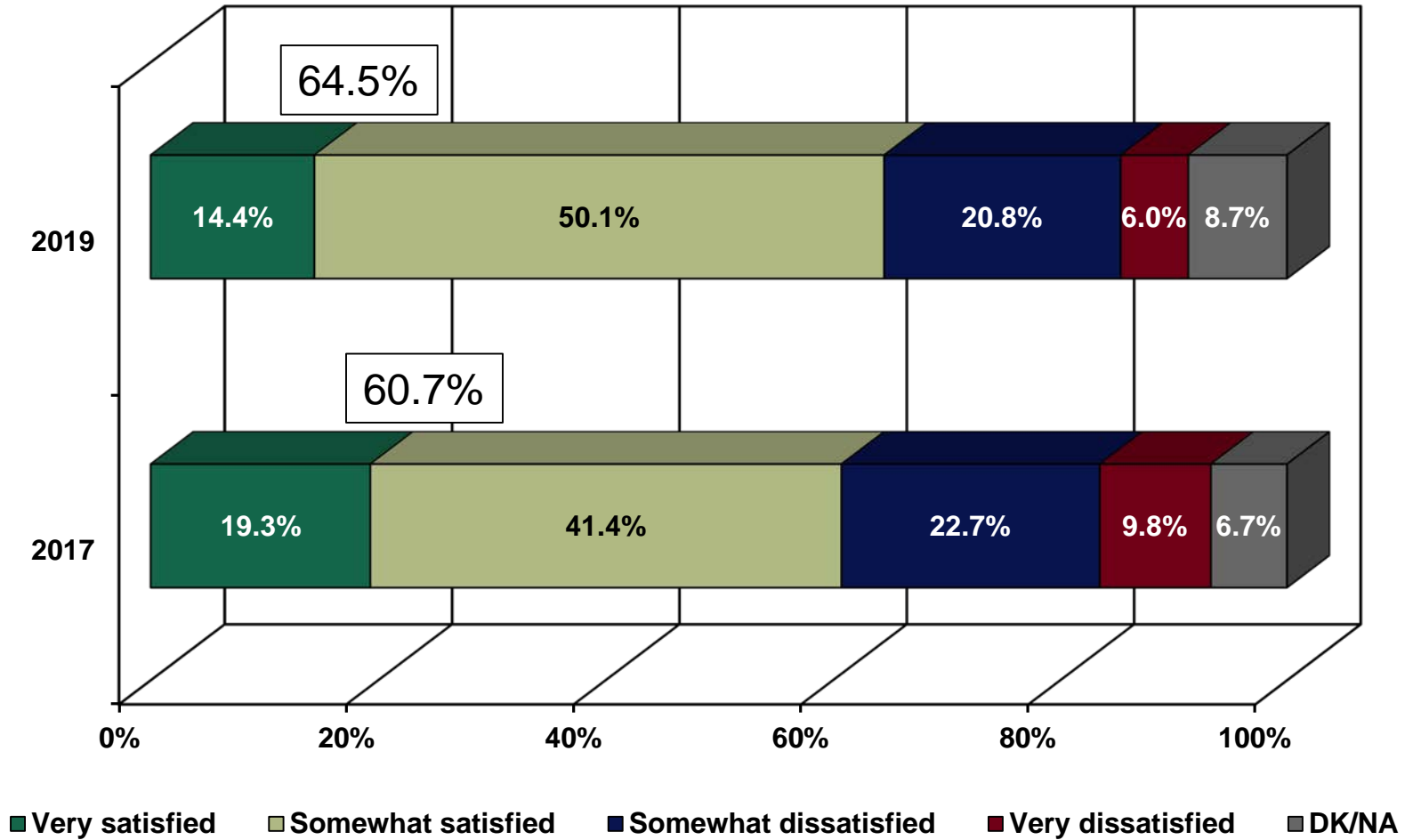
Adults 18+ (n=452)



Total Better	34.3%
Total Worse	18.3%
Ratio Better to Worse	1.9 to 1

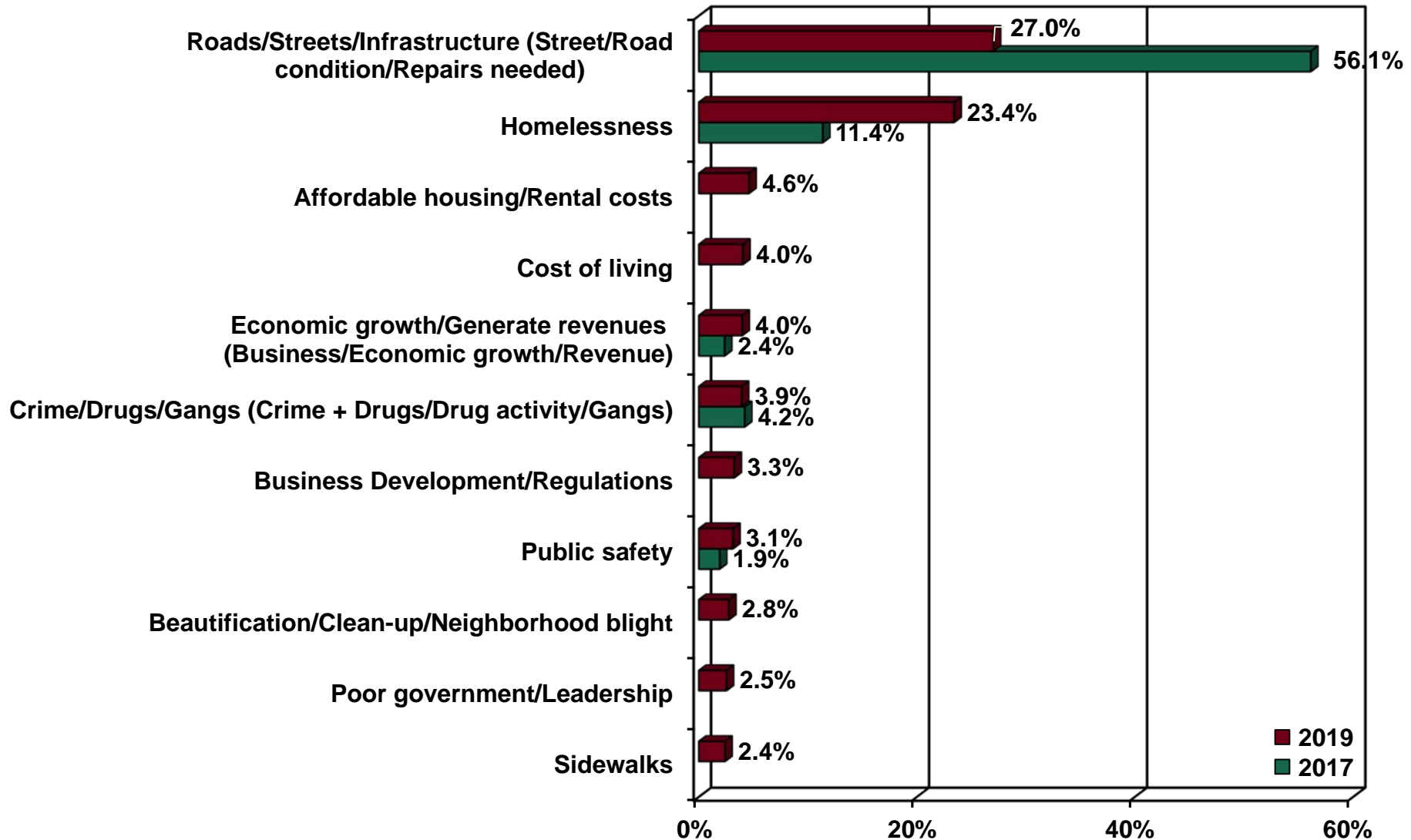
Q2. Satisfaction with City Services

Adults 18+



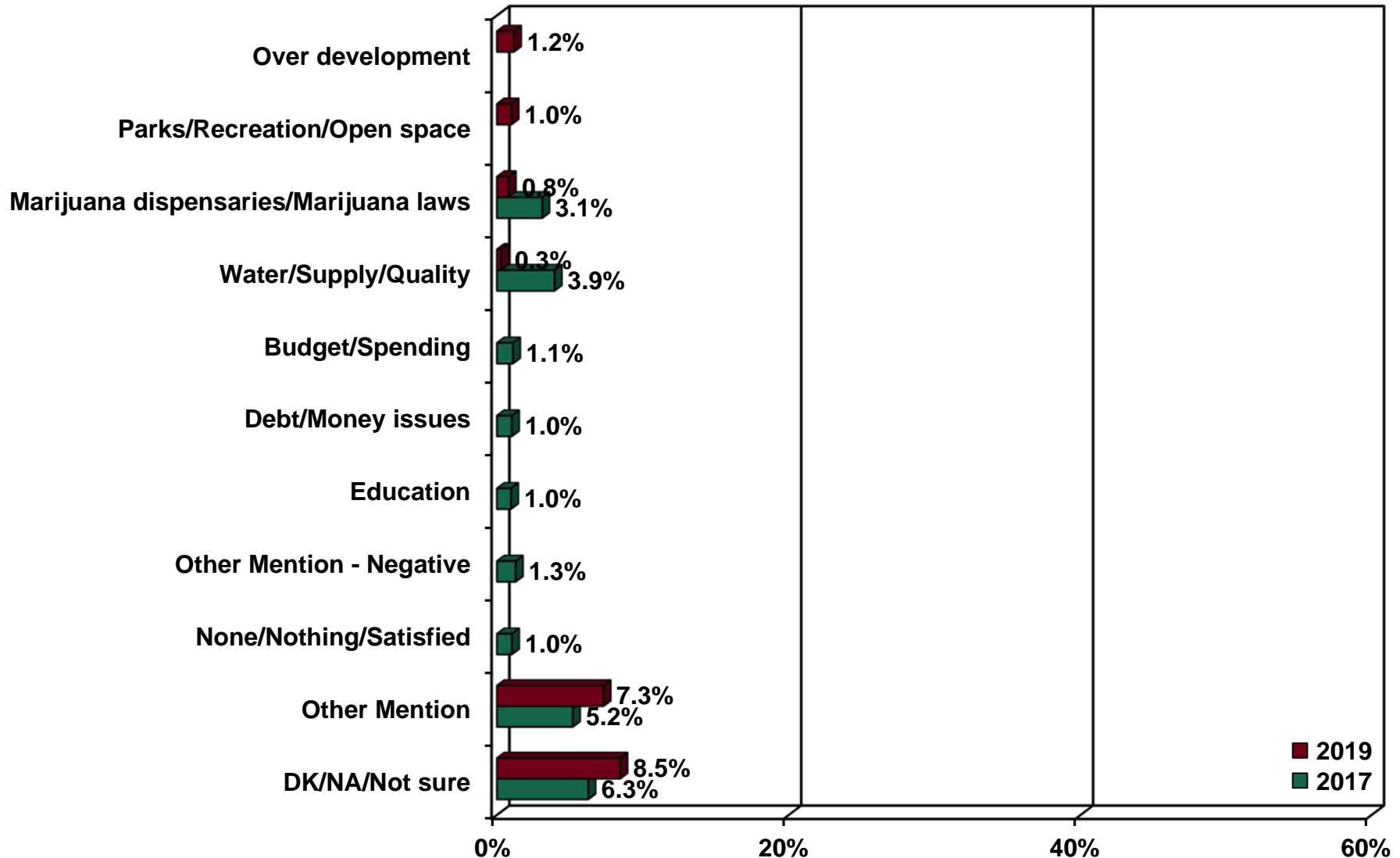
Q3. Most Important Issue Facing Grover Beach I

Adults 18+



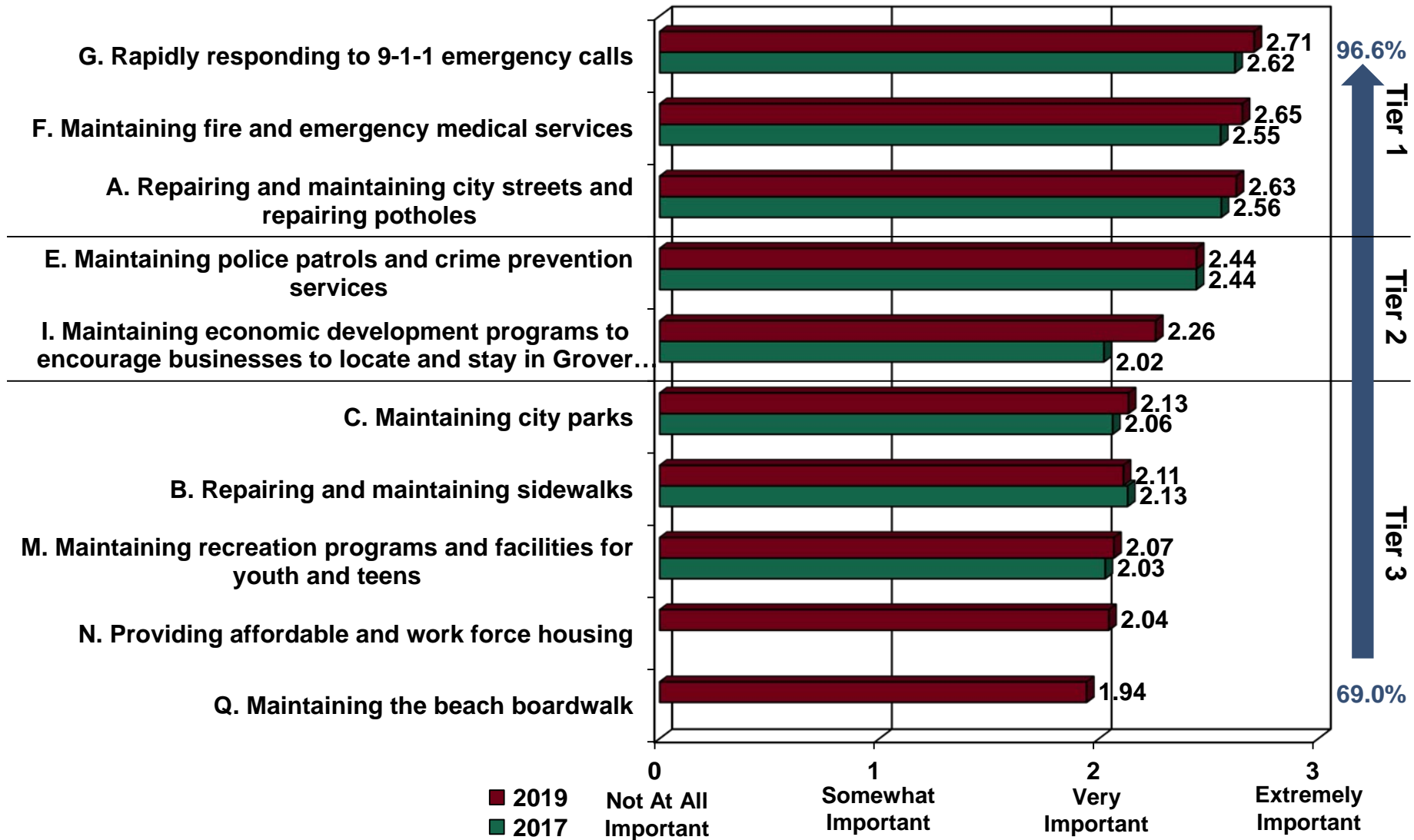
Q3. Most Important Issue Facing Grover Beach II

Adults 18+



Q4. Importance of City Services I

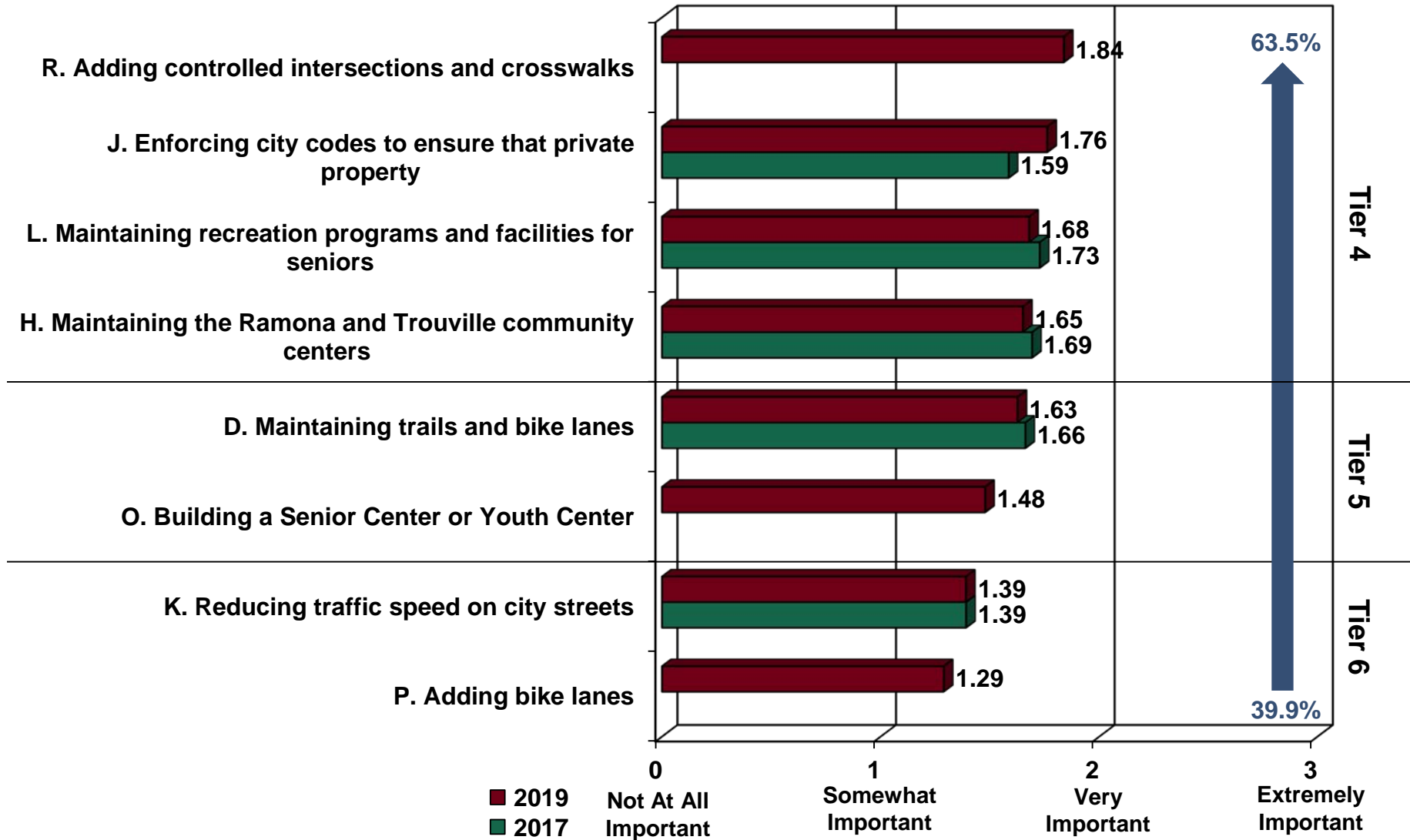
Adults 18+



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not At All Important" = 0.

Q4. Importance of City Services II

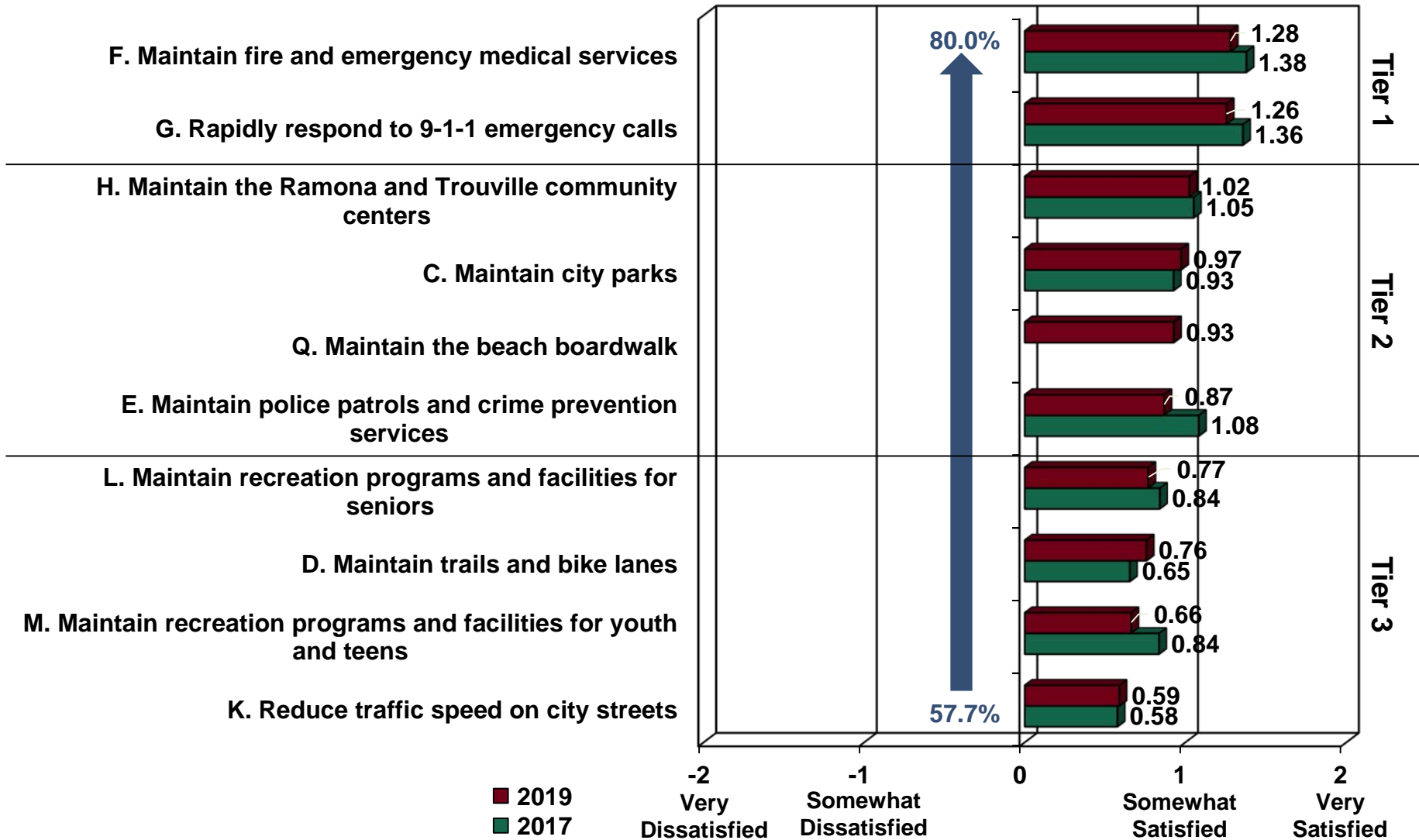
Adults 18+



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not At All Important" = 0.

Q5. Satisfaction with City Services I

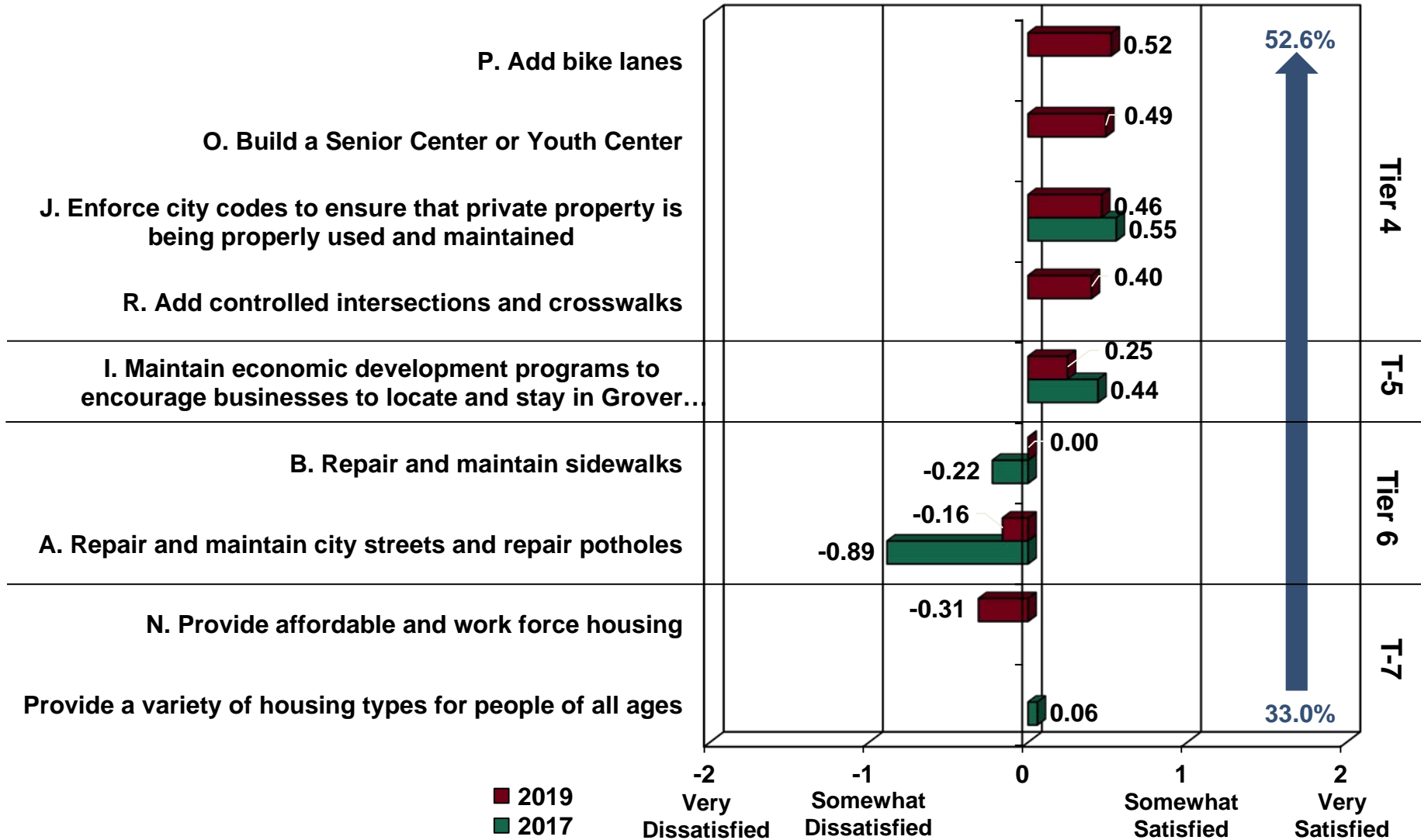
Adults 18+



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

Q5. Satisfaction with City Services II

Adults 18+



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

Importance – Satisfaction Correlation

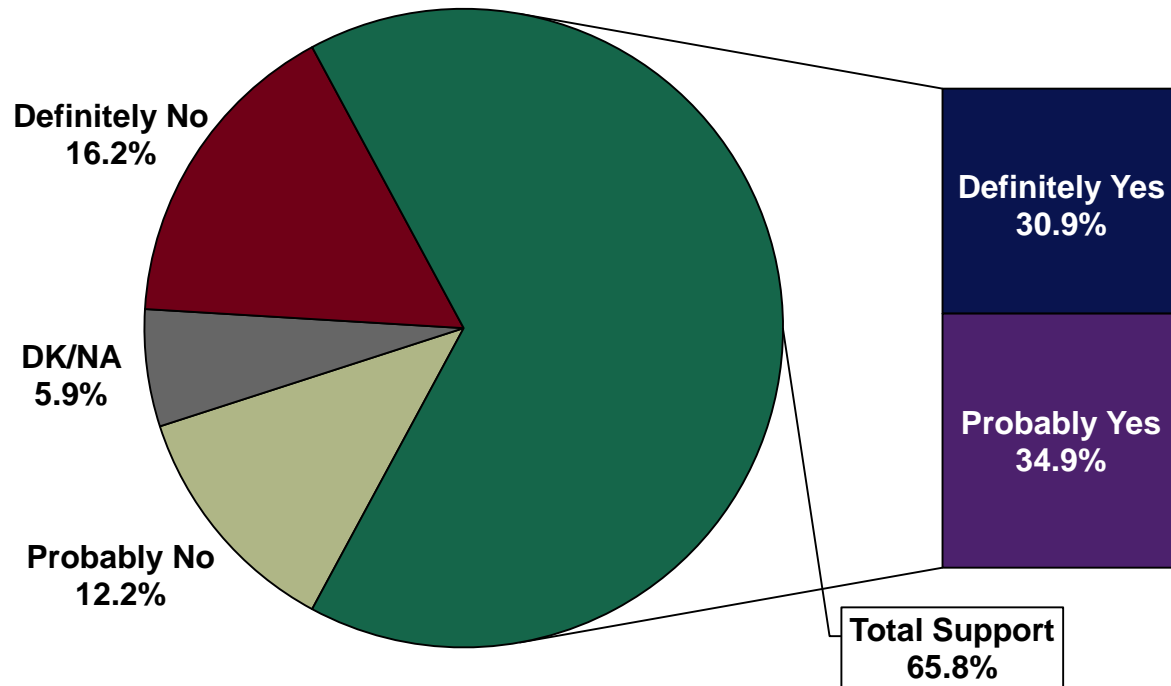
Adults 18+

	Importance	Satisfaction
G. Rapidly responding to 9-1-1 emergency calls	2.71	1.26
F. Maintaining fire and emergency medical services	2.65	1.28
A. Repairing and maintaining city streets and repairing potholes	2.63	-0.16
E. Maintaining police patrols and crime prevention services	2.44	0.87
I. Maintaining economic development programs to encourage businesses to locate and stay in Grover Beach	2.26	0.25
C. Maintaining city parks	2.13	0.97
B. Repairing and maintaining sidewalks	2.11	0.00
M. Maintaining recreation programs and facilities for youth and teens	2.07	0.66
N. Providing affordable and work force housing	2.04	-0.31
Q. Maintaining the beach boardwalk	1.94	0.93
R. Adding controlled intersections and crosswalks	1.84	0.40
J. Enforce city codes to ensure that private property is being properly used and maintained	1.76	0.46
L. Maintaining recreation programs and facilities for seniors	1.68	0.77
H. Maintaining the Ramona and Trouville community centers	1.65	1.02
D. Maintaining trails and bike lanes	1.63	0.76
O. Building a Senior Center or Youth Center	1.48	0.49
K. Reducing traffic speed on city streets	1.39	0.59
P. Adding bike lanes	1.29	0.52

Note: The lowest 2 satisfaction ratings are shown in red and the next three lowest are shown in orange.

Q6. Uninformed Support for Sales Tax

November 2020 (n=319)



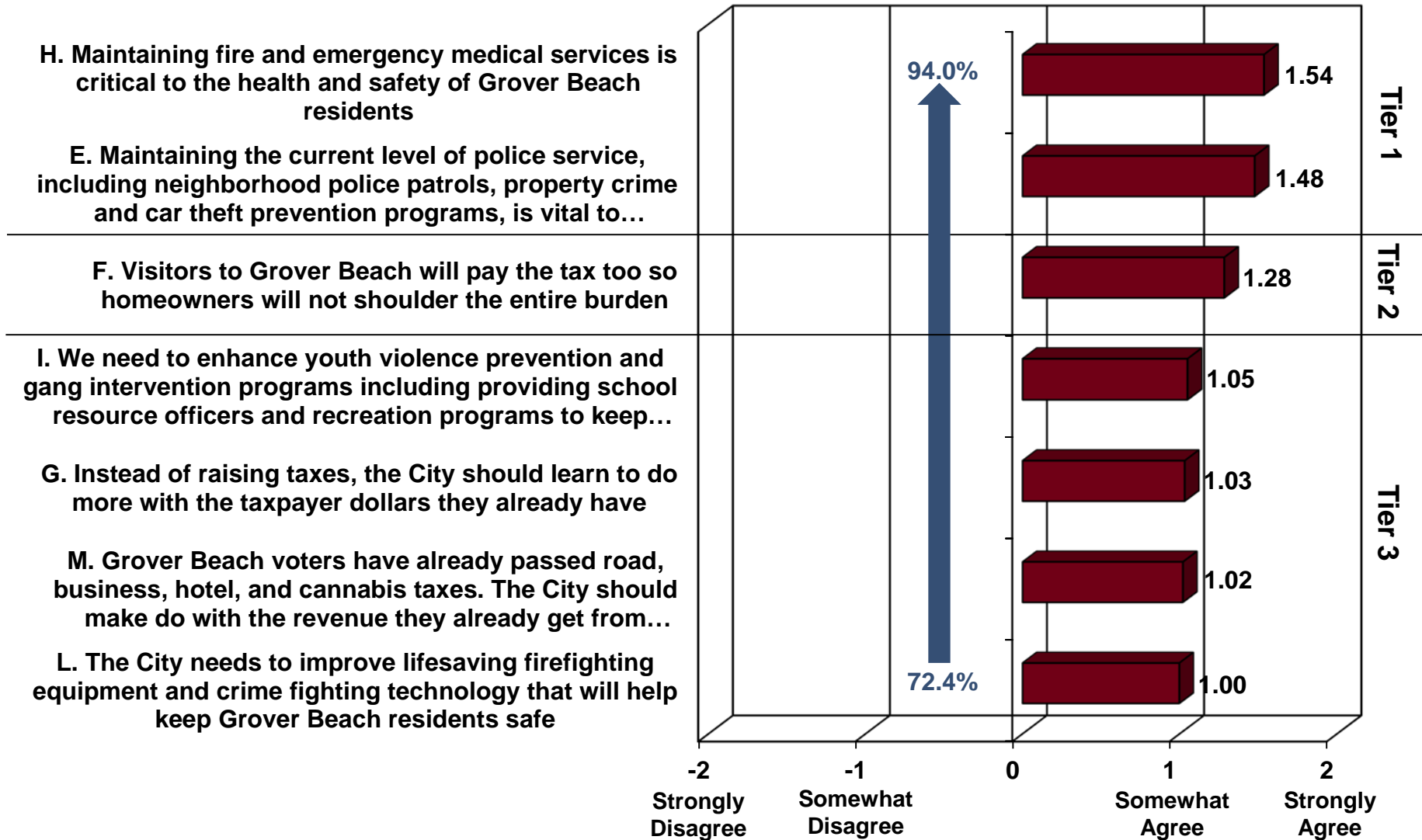
Shall the City of Grover Beach measure to enhance essential public safety services including:

- rapid response to 9-1-1 emergency calls;
- fire and emergency medical services;
- neighborhood police patrols and crime prevention services;
- youth violence prevention and gang intervention programs; and
- traffic enforcement services;

by enacting a half-cent sales tax, providing an estimated \$800,000 annually, until repealed by voters, with independent citizens' oversight, regular audits, that cannot be taken by the State, and all funds spent locally, be adopted?

Q7. Agreement With Statements About the Sales Tax Measure I

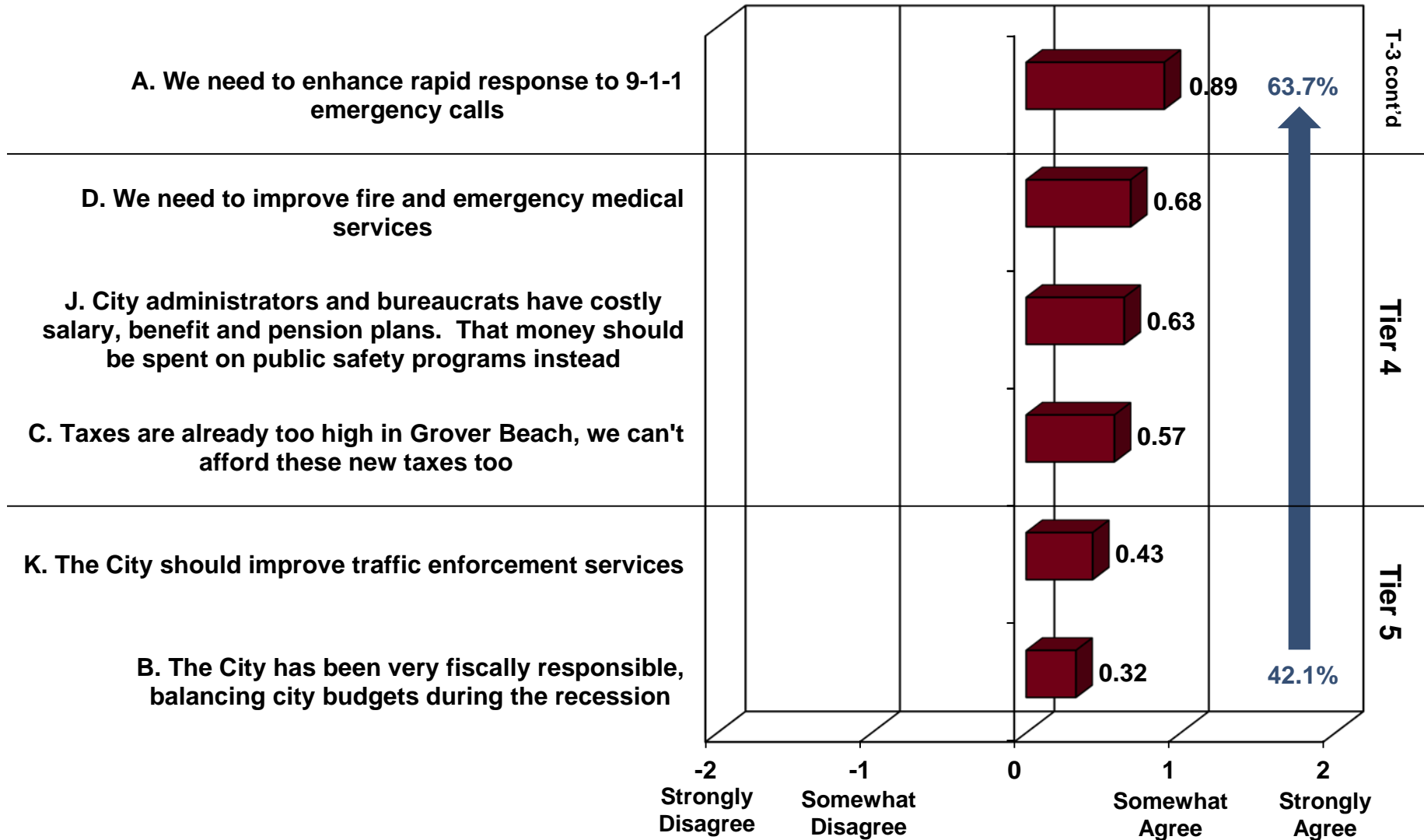
November 2020 (n=319)



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

Q7. Agreement With Statements About the Sales Tax Measure II

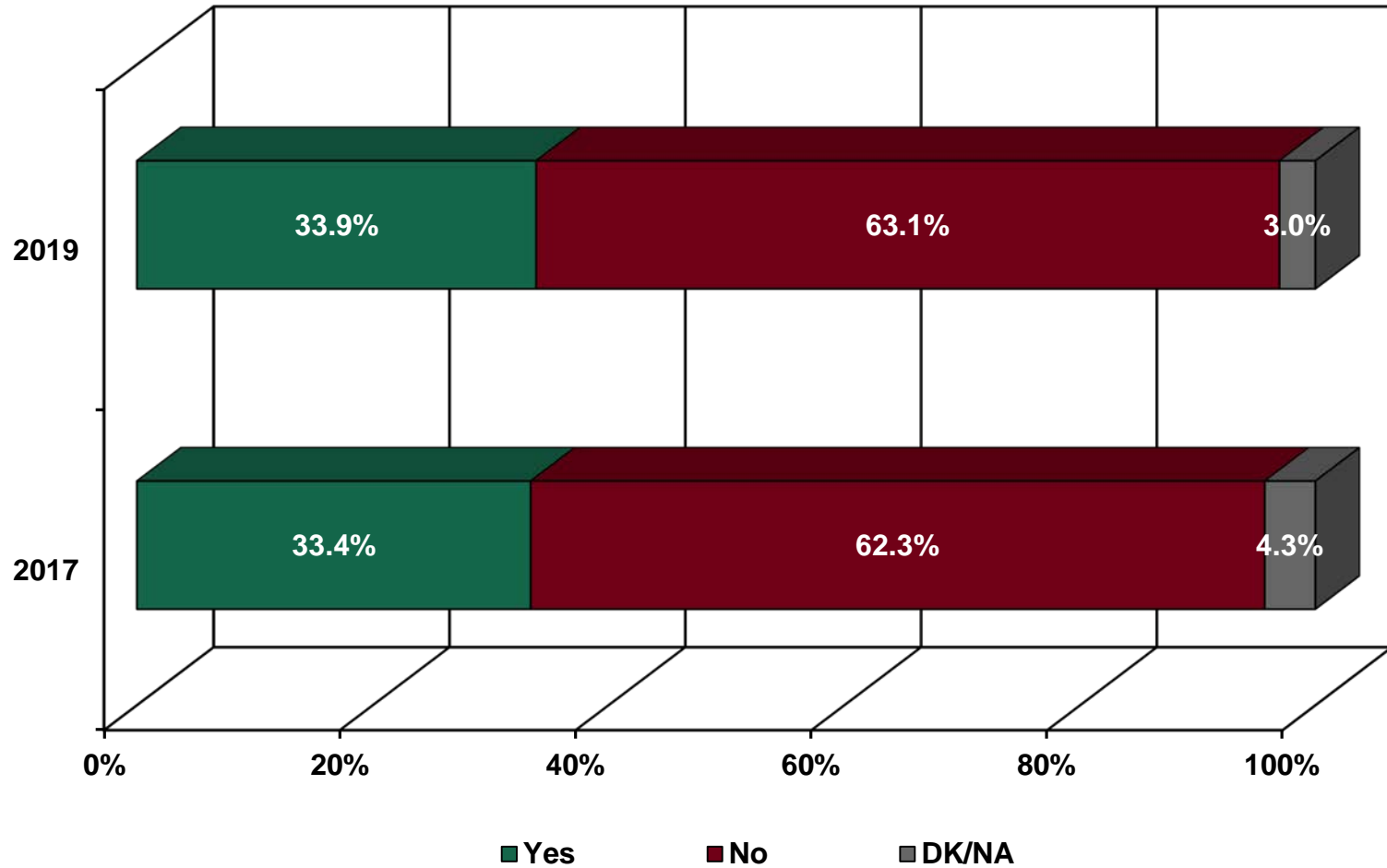
November 2020 (n=319)



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

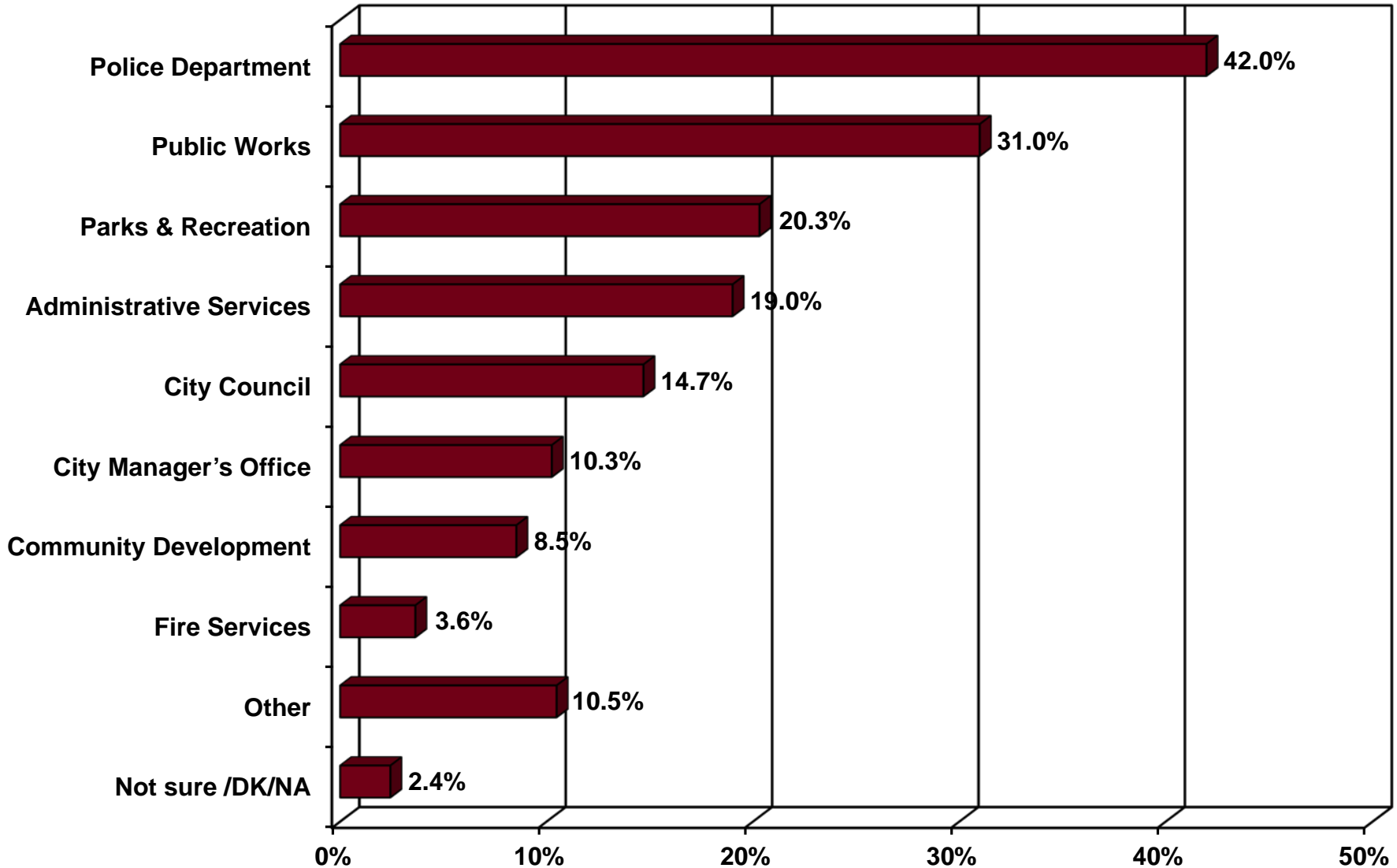
Q8. Contacted a City Department in Past 12 Months

Adults 18+

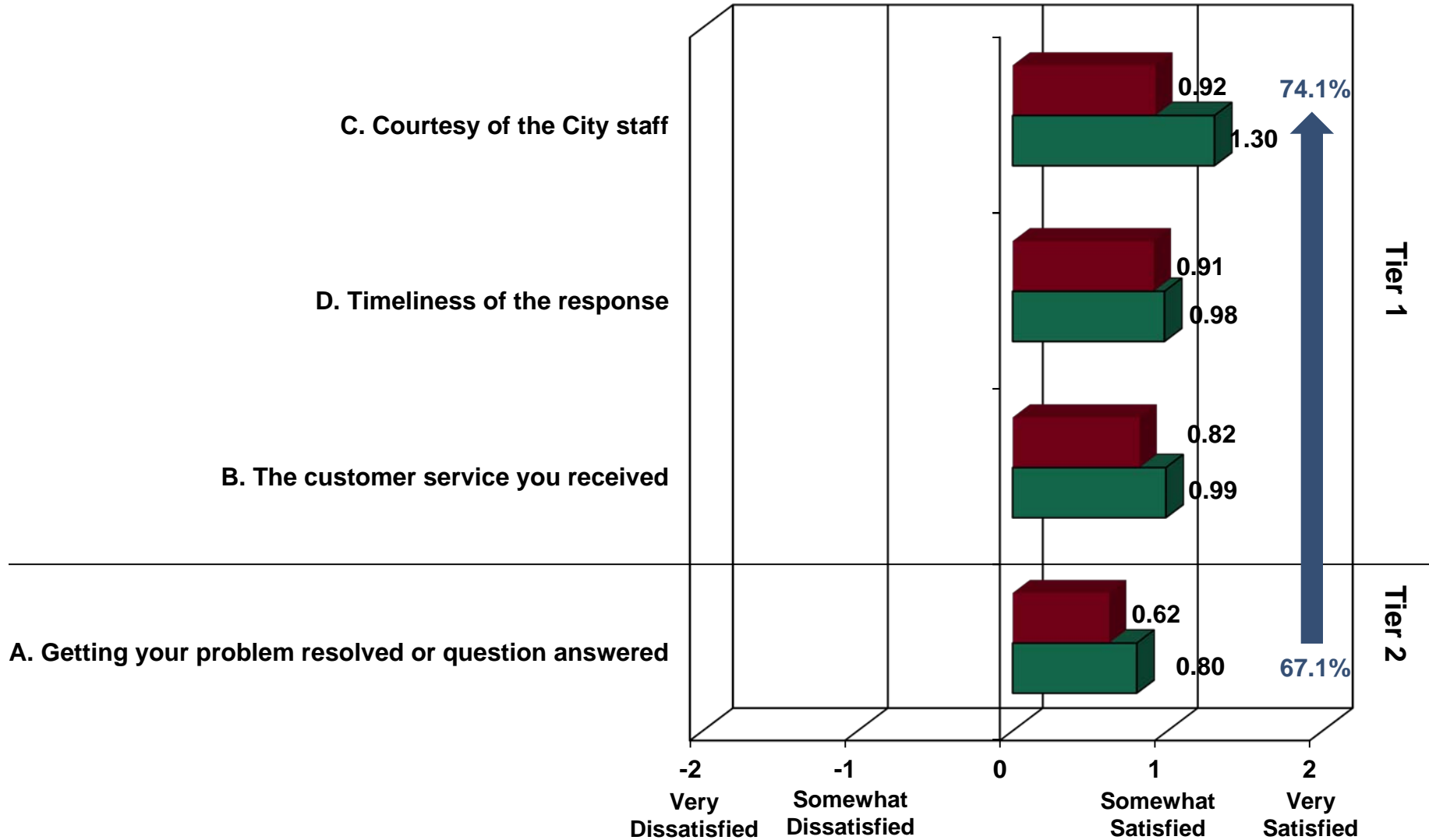


Q9. City Departments Contacted

Adults 18+ (n=452)



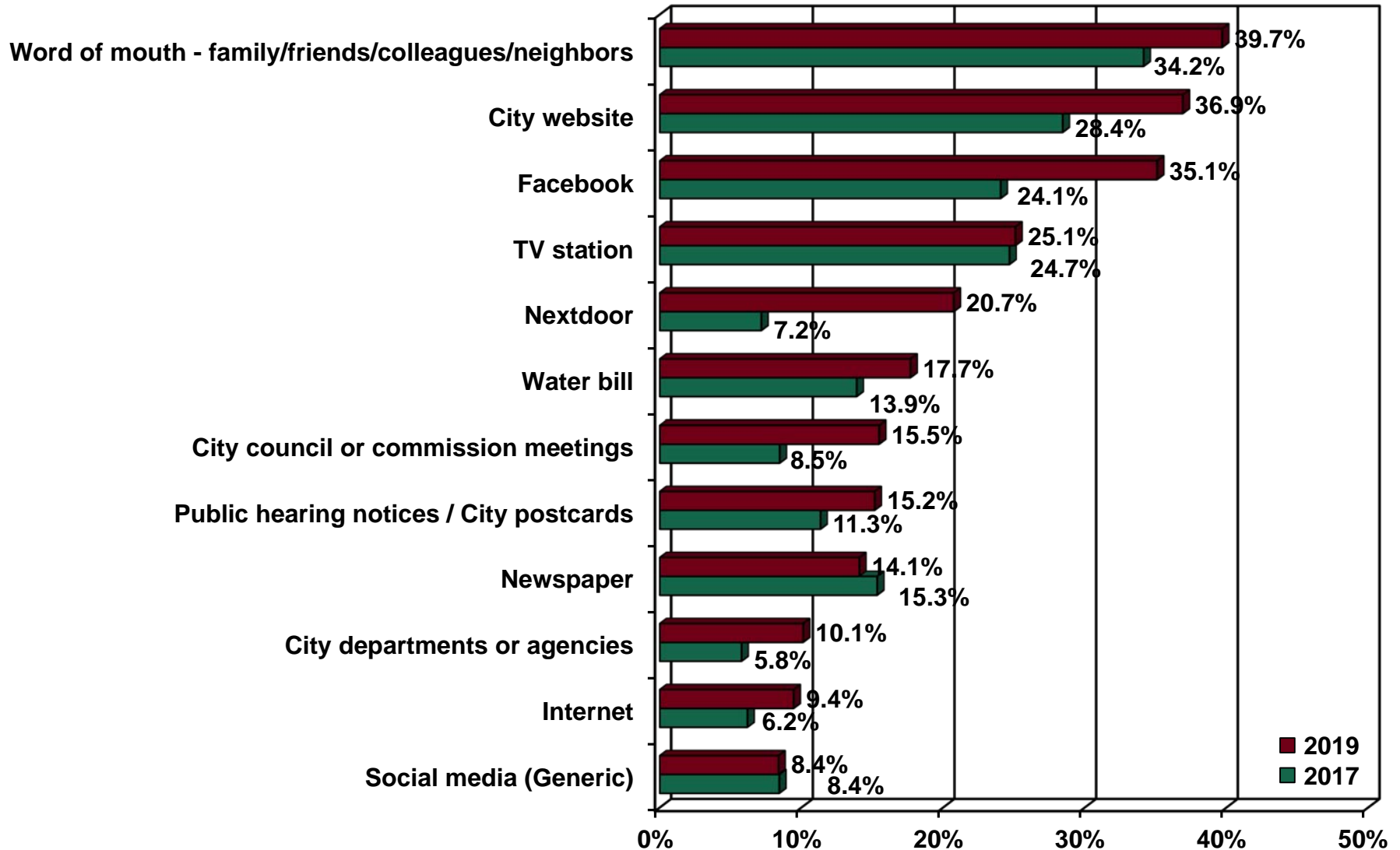
Q10. Satisfaction with City Customer Service Adults 18+



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

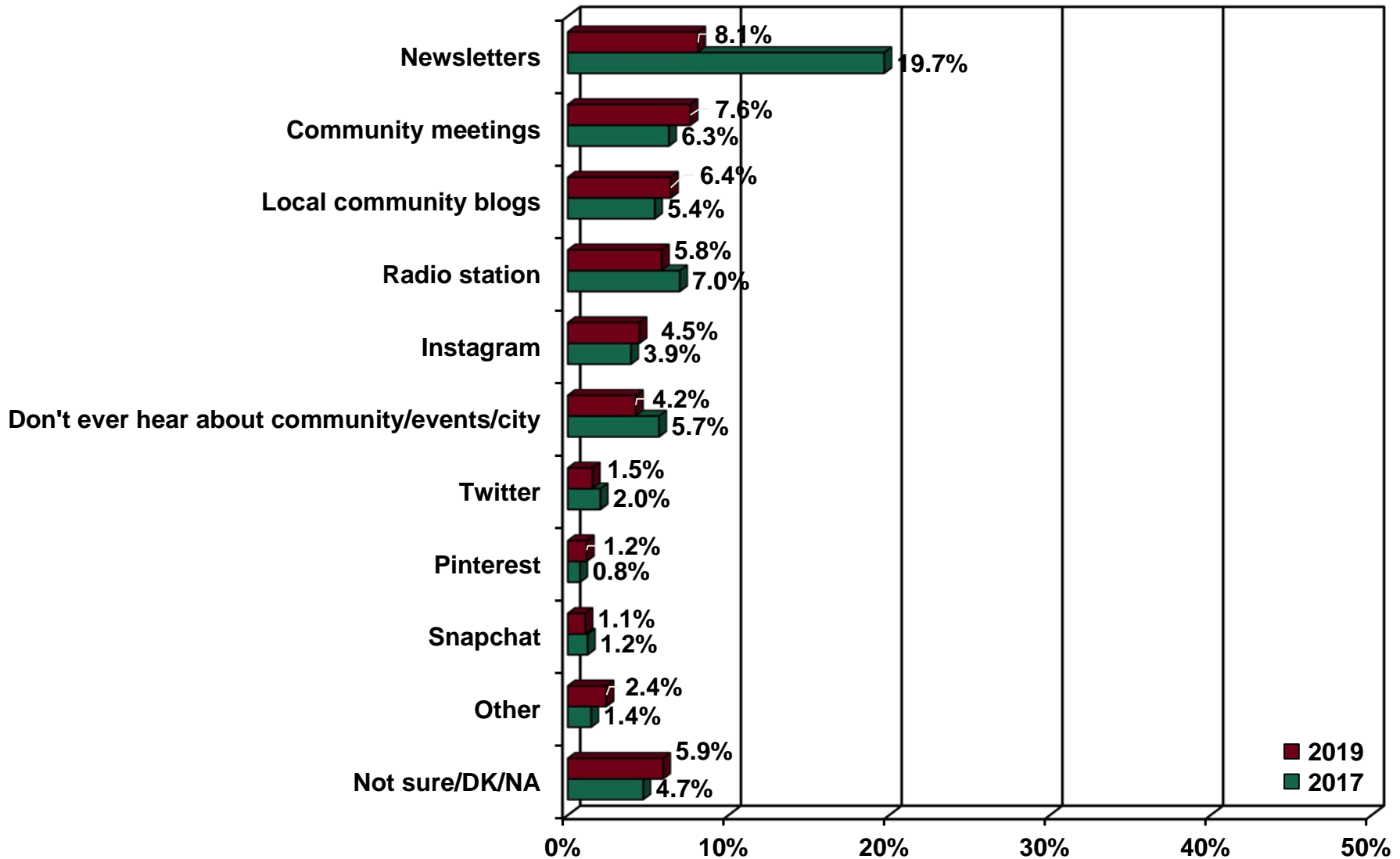
Q11. Preferred Sources for Local Information I

Adults 18+



Q11. Preferred Sources for Local Information II

Adults 18+



- Seventy percent of respondents think that the quality of life in Grover Beach is better or staying the same than 5 years ago.
- A majority of residents are satisfied with the job the City is doing to provide city services.
 - Sixty-five percent of respondents indicated that they are “very satisfied” (14.4%) or “somewhat satisfied” (50.1%) with the job the City is doing to provide services.
- In an open-end format, residents’ top concerns are:
 - Roads/Streets/Infrastructure (27.0%)
 - Homelessness (23.4%)
- The most important municipal services are:
 - Rapidly responding to 9-1-1 emergency calls
 - Maintaining fire and emergency medical services
 - Repairing and maintaining city streets and repairing potholes
- Residents are most satisfied with:
 - Maintain fire and emergency medical services
 - Rapidly respond to 9-1-1 emergency calls

- The survey revealed a base of voter support for a measure to increase the local sales tax by one-half cent.
 - Support for the sales tax measure in the November 2020 election was 65.7%.
- Respondents strongly agree:
 - Maintaining fire and emergency medical services is critical to the health and safety of Grover Beach residents.
 - Maintaining the current level of police service, including neighborhood police patrols, property crime and car theft prevention programs, is vital to protecting Grover Beach's quality of life.
- Thirty-four percent of respondents have contacted the City in the last 12 months.
 - 75.7% of respondents were satisfied with the “customer service you received”
 - 74.9% of respondents were satisfied with the “Timeliness of the response”
 - 74.1% of respondents were satisfied with the “Courtesy of the City staff”
 - 67.1% of respondents were satisfied with “Getting your problem resolved or question answered”

- Top sources of information on local community, local events and City government are:
 - Word of mouth – family / friends / colleagues / neighbors
 - City website
 - Facebook
 - TV station
 - Nextdoor
 - Water bill
 - City council or commission meetings
 - Public hearing notices / City postcards
 - Newspaper
 - City departments or agencies



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