

Agenda Report

TO:

CITY COUNCIL

DATE:

JULY 13, 2009

FROM:

CITY MANAGER

SUBJECT: OVERVIEW OF CITIZEN SURVEY 2009

RECOMMENDATION:

This is an informational report on the results of the Citizen Survey 2009 and no City Council action is required at this time.

BACKGROUND:

As preparation for the June 18, 2009 City Council strategic planning retreat, staff initiated a citizen survey of Pasadena voters. The survey was conducted between May 31st and June 3rd by the firm of Fairbank, Maslin, Maullin & Associates (FMM&A) who has administered previous surveys on behalf of the City. The survey was a phone interview to 700 Pasadena voters with 100 voters in each district which is considered a statistically relevant sample size to reflect the thinking of the entire city. The margin of error for the full sample is +/- 3.7% and when a question was divided in half, the margin of error is +/- 5.2%. The goal of the survey was to provide the City Council with current public opinions and satisfaction levels regarding city services, programs, and departments, as they moved forward in making policy decisions. This is especially timely information given the state of the economy and the prospect that further budget reduction may need to be made in the upcoming months.

Survey Highlights

For the June 18th strategic planning retreat only a partial draft of the survey was available for the City Council to review. This was due to the fact that the survey had just been received by staff. Tonight, Dr. Richard Bernard of FMMA will present the comprehensive results of the survey and be available to respond to any questions. It should be noted that staff has conducted similar surveys in the

07/13/2009 MEETING OF

AGENDA ITEM NO. 7.A.1.

past so that we are able to trend the current responses with those over the past two years. Some of the highlights from the survey are as follows:

- Voters have a positive perception of Pasadena. An overwhelming 93% of those surveyed gave Pasadena a positive rating as a place to live (up from 91% in 2008)
- Public Safety departments continue to score high with residents. Both the Fire Department and the Police Department received high marks for department performance.
- Voters identified the most serious issues facing Pasadena. Crime tops the list at 13% followed by education/public schools; increased development; business development/economy; and housing costs/affordable housing. These findings are consistent with the 2008 survey.
- Voters are aware of the State's budget problems and that there will be an impact to Pasadena. 92% of those surveyed knew the state was experiencing a large budget deficit and 84% knew that Pasadena would be impacted.
- Voters are aware of the current water shortage and the offsetting impacts. 83% of voters were aware of the water shortage and 73% knew that water rates were being planned.
- Employees perceived as providing professional service. 75% of the service provided by employees is ranked as being professional; the overall customer service received 74%; and courtesy ranked 73%.
- Transportation issues drop in priority. Based on several survey responses, it was noted that concerns over transportation have become less significant related to other issues. Survey results demonstrated that the intensity for making cuts in traffic enforcement and safety decreased from 70% in 2007 who said no cuts to only 52% saying no cuts to this program.

FISCAL IMPACT:

This is an informational item and therefore has no direct fiscal impact.

Respectfully Submitted,

MICHAEL J. BECK

City Manager