

# 2011 Santa Monica Resident Survey

## Summary of Results

320-463

*Fairbank, Maslin, Maullin, Metz & Associates - FM3*

*Public Opinion Research & Strategy*

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## **METHODOLOGY**

The City of Santa Monica commissioned Fairbank, Maslin, Maullin, Metz & Associates (FM3) to conduct a resident satisfaction survey. The survey explored a number of topics, including priorities, satisfaction with services, awareness of certain City programs, and opinions of interaction with and communication from City government.

### ***Sampling Methodology***

The telephone-based survey was conducted February 8 through 13, 2011. FM3 conducted 407 interviews with adult residents. Three samples were used to conduct the study:<sup>1</sup>

- A Random Digit Dial (RDD) sample was used to draw 70 percent of the interviews. An RDD sample randomly generates numbers by computer so that all residential numbers—whether listed or unlisted—can be selected for the survey.
- A voter listed sample was used to reach respondents with cellular phones. While the RDD survey will capture some cell phone numbers, the listed sample allows one to identify which residents list their primary source of contact as a cell phone to make sure there is a large enough sample of cell phone-dependent users. While the RDD sample allows one to talk to all residents, the voter listed sample's limitation is that it only reaches registered voters. Nineteen percent of the sample was drawn from the voter list of cell phone users, or 77 interviews.
- The remaining 10 percent of the sample was drawn from a listed sample of Latino surnames to ensure inclusion of a representative proportion of Latinos in the Santa Monica population. Latino respondents were also reached in the RDD and voter-listed portions, but this “oversample” allowed for more certainty in reaching a representative number of Latino respondents.

While the three samples have individual margins of error, the margin of error for the sample as a whole is +/- 5.0 percentage points. The margin of error for subgroups within the sample will grow higher as the sample size declines for each group.

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<sup>1</sup> The samples do not add up to 100 percent because of rounding.

This report uses the margin of error of plus or minus five percent. However, since the margin of error is predicated on a sample being drawn randomly, this margin of error should be relied on with caution. This sample was not entirely random. To ensure a comparable sample to 2009, as well as a sufficient number of cell phones and Latino representation, FM3 used listed samples. While it is true that within each listed sample random samples were extracted, however, not every resident in the City of Santa Monica 18 years of age or over has the same likelihood of being on either a voter list or a list of Latino surnames. Thus, the sample does not meet the true statistical litmus test for true unbiased randomization—the conventional criteria for using the margin of error in interpreting the results.

Results were weighted slightly by zip code and age to match U.S. Census reports.

### *Notes for Reading the Report*

Throughout the report, references are made to scaled questions where respondents were asked to rate issues or services on a five-point scale. The lowest rating was a “1” and the highest a “5.”

When asked to rate satisfaction, FM3 considers a “1” or “2” rating to indicate that the respondent is “dissatisfied” and “4” or “5” rating to indicate that the respondent is “satisfied.” A “3” rating is referred to as a “neutral” rating, however it can also be seen as a middle rating suggesting neither satisfaction nor dissatisfaction.

When asked to rate the seriousness of an issue, a “1” or “2” rating indicates the issue is “not serious” to the respondent, while a “4” or “5” rating indicates it is a “serious” problem. Again, a “3” suggests the respondent has a neutral view or somewhere in the middle.

Similarly, when evaluating the importance of an issue or services, a “1” or “2” rating indicates the issue or service is “not important” to the respondent, while a “4” or “5” rating indicates it is an “important” issue or service. A “3” suggests the respondent has a neutral or middle position.

Throughout this report we compare results in the current study to those of past years when the questions were repeated identically. In some instances, the question wording or answer values were changed, making comparisons not possible. For example, the questions asking about satisfaction with services were asked using a four-point scale in 2007, preventing comparisons prior to 2009.

This report also includes a thorough analysis of opinions by key demographic and geographical subgroups, including by age, gender, ethnicity (white, Latino, and non-white overall), years of residence, education, household type, and zip code, among others. Given the small sample of many subgroups, it is important to note that some findings represent trends that FM3 believes may stand up to statistical testing had their sample sizes been larger. However, it is important to note subgroups analyzed by zip code, ethnicity, and narrow age cohorts (18 to 29, 30 to 39, 40 to 49, 50 to 64, and 65+) have particularly small sample sizes, making comparisons statistically unreliable.

If a subgroup is not mentioned in the analysis of a particular question, the results were not notable or no trend was apparent.



## EXECUTIVE SUMMARY

The survey results clearly show that Santa Monica residents continue to have positive opinions of Santa Monica overall and in specific aspects of life. They overwhelmingly see the City as a good place to live, and give the City far more positive than negative reviews for providing City services overall and in specific areas. While residents are not without concerns—in particular about traffic, the budget crisis, homelessness, and affordability of housing—three out of four are satisfied with the job the City is doing in providing city services overall. Concern about crime is modest at best, with nearly all feeling the City is a safe place to live. Furthermore, at least seven in ten of those who have had contact with the City review the staff positively for courtesy, responsiveness, and knowledge. And most residents feel they have had the opportunity to voice their concerns to the City of Santa Monica on major community decisions affecting their lives.

The following presents key overall findings.

### Overall Perceptions of Santa Monica

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- **Residents have an overwhelmingly positive view of Santa Monica as a place to live.** A nearly unanimous 94 percent of respondents believe that Santa Monica is a “pretty good” (32 percent) or “excellent” (62 percent) place to live.
- **Three out of four residents (74 percent) are also satisfied with the job the City is doing in providing City services overall** (with a mean satisfaction rating of 4.1 on a five-points scale where “1” indicated the respondent is very dissatisfied and “5” indicated the respondent is very satisfied). This is a strongly positive rating, especially during these tough economic times when cities are being forced to make cuts or reduce services.

### Top Issues

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#### *Economic Issues*

- **Positive impressions of Santa Monica as a place to live come despite very strong and salient concerns about the budget crisis and lack of funding for city services.** Just over one in three respondents (35 percent) volunteered the budget crisis or not enough funding for city services as one of the two top issues facing Santa Monica (in an open-ended question where no response options were provided in order to measure top-of-mind concerns). This is up from just four percent giving this response in 2009. The greater salience of this issue may be an outgrowth of the Measure Y and Measure YY campaigns that focused on the impact of state takeaways from the City of Santa Monica’s budget, as well as ongoing news about local and state budget deficits.

- **While concern about the budget has increased, concern about jobs and the business climate has fallen considerably.** In 2009, the proportion volunteering jobs or the business climate as a top issue spiked up to 11 percent, from one or two percent in 2002 to 2007. The proportion volunteering this issue dropped down to three percent this year—showing a return to pre-economic crisis levels.
- **While other issues may have crowded jobs and business concerns out of the forefront, residents continue to want investments made in employment and training opportunities.** Nearly seven in ten (68 percent) think it is important for the Land Use and Circulation Element initiative (LUCE) to include employment and training opportunities among its benefits.

### ***Traffic Congestion***

- **Traffic congestion remains one of the most salient and persistent issues of Santa Monica residents, although concern appears to have eased somewhat.**
  - Nearly one in four (24 percent) volunteered this issue as one of their top two concerns when asked in the open-ended question where no response options were given. Although this is down slightly from 32 percent in 2009 (most likely reflecting the more top-of-mind position of the budget crisis), it is still the second strongest concern of all issues mentioned.
  - Nearly six out of ten (58 percent) consider traffic congestion to be a serious problem (a “4” or “5” rating on the 5-point scale, with a mean score of 3.7). This is down from 71 percent in 2009 (mean score of 4.0) and 65 percent in 2007 (mean score of 3.9), returning to numbers near equal to those in years prior.
- **While residents may consider traffic congestion to be a lesser concern than in years past, this does not mean they believe the problem has gotten any better.** In fact, 64 percent believe traffic congestion has gotten worse in Santa Monica in the last few years—statistically equal to the 67 percent who gave this response in 2009. Just five percent (and four percent in 2009) believe it has gotten better.
- **Keeping traffic on city streets flowing smoothly is considered an important service by 82 percent of respondents—making it one of the top items tested** (measured on a five-point scale where “1” indicated the issue is not at all important and “5” indicated it is very important).
- **However, satisfaction with the job the City is doing in keeping traffic on City streets flowing smoothly is among the lowest.** Just 28 percent are satisfied in this regard (a “4” or “5” rating indicating satisfaction on the five-point scale). A slightly higher 31 percent are dissatisfied (a “1” or “2” rating), while a high 41 percent gave a

- “3” rating, indicating a neutral view. The average satisfaction rating of 3.0 puts it among the lowest rated items of the 25 services tested (and is unchanged from 2009).

### *Homelessness*

- **Homelessness continues to be a strong and salient concern, but the proportion expressing concern in this area has declined.**
  - Twenty-two percent named this issue as one of the two most important issues facing the City of Santa Monica today in the open-ended question. Another three percent volunteered that one of their top two concerns is a lack of services for the homeless—putting mentions about homelessness at 25 percent in total. This is down from 32 percent in 2009, but is still the third most mentioned issue behind the budget crisis and traffic.
  - Six in ten (61 percent) respondents consider *the number of homeless people in the City* to be a serious problem, while just 11 percent see it as not serious (27 percent have a neutral view). The proportion calling this issue serious is down incrementally from 63 percent in 2009, but more notably from 76 percent in 2007 and 74 percent in 2005 (the mean score has fallen from a high of 4.2 in 2007 to 3.8 currently).
  - Furthermore, a far lower number think the problem of homelessness has gotten worse over the past few years than felt this way in 2009: from 45 percent in 2009 to 24 percent currently. The proportion who think the problem has gotten better increased slightly from 13 percent to 18 percent (with a much higher 52 percent giving a neutral “3” response compared to 37 percent in 2009).
- **While concern may be declining, just one in three (34 percent) respondents are satisfied with the job the City is doing in *dealing with homeless people in Santa Monica*, and these ratings have not improved from two years ago.** A nearly equal 32 percent are dissatisfied, while 31 percent have a neutral view. Satisfaction ratings in this area are among the weakest of the 25 items tested, with a mean score of 3.0 on the five-point scale (ratings are unchanged from 2009).
- **Seven in ten (70 percent) respondents feel *dealing with homeless people in Santa Monica* is important, but this proportion puts the issue among the second tier priorities** and behind public safety services, public transportation, traffic flow, library services, and maintenance services.

### *Affordable Housing*

- **Although not among the more salient issues (with seven percent volunteering it as a top concern), the affordability of housing is named as a serious problem in Santa Monica by two out of three respondents (66 percent).** The proportion considering the problem serious overall is little changed from 2009 (when 68 percent gave this response). However, the proportion who consider it a “very” serious problem is down from 45 percent in 2009 to 36 percent today. Overall, the average rating on the five-point scale in this area is 3.8, compared to 4.0 in 2009 and 2007.
- **Just over six in ten (63 percent) believe it is important for Santa Monica to ensure there is affordable housing.** While this is a strong proportion, this finding puts it 15<sup>th</sup> out of 25 priorities tested. This reflects that, while many residents understand that the issue is a serious one, they do not necessarily feel impacted by it, therefore reducing its importance to them. To this point, renters are far more likely to consider this important than homeowners (74 percent important among renters to 43 percent among homeowners), as are Latino respondents (84 percent) and non-white respondents generally (72 percent) than white respondents (60 percent)—with non-white respondents more likely to be renters.
- **Respondents are fairly divided in their impression of the job the City is doing in ensuring there is affordable housing, with 30 percent satisfied, 33 percent dissatisfied, and 28 percent falling in between.** With a mean rating of 3.0 on the five-point scale, this issue receives the lowest mean satisfaction rating along with efforts to keep traffic flowing and deal with the homeless.
- **Nearly two-thirds (65 percent) of residents want investments made in affordable housing under the LUCE initiative, in particular renters and non-white respondents (as well as Latino respondents specifically).**

### *Other Salient Issues*

- In the past there has been little mention of **airport noise** as a concern. However, in the current study one in ten volunteered this issue, with 23 percent mentioning it in the 90404 zip code. This may reflect a perception of changed flyover patterns.
- Concern about **infrastructure** grew notably this year to nine percent—from less than one percent in past years. The concept of “infrastructure” may be more salient given coverage of President Obama’s economic recovery (“stimulus”) package over the past couple of years and discussion of the impact of state and local budget cuts on infrastructure repairs and improvements.

- One in ten mention **educational issues**, up from four percent in 2009 and five percent in 2007, but near equal to the 12 percent who gave this response in 2005. This increase most likely reflects greater concern about funding shortfalls in these economic times, as well as the awareness generated from the Measure Y and YY campaigns.
- Concern about **growth and development** was mentioned by nine percent, just slightly below the 13 percent in 2009 and similar to the proportion in years prior. An additional four percent mentioned overcrowding or population growth, similar to past years.
- **A lack of parking** was volunteered as a top issue by seven percent of respondents. Although not among the most serious issues, 53 percent consider *a lack of parking* to be a serious problem, while just 21 percent see it as not serious.

### ***Public Safety***

**A number of indicators in the survey suggest a low level of concern about crime in Santa Monica—and a level of concern that has declined in recent years.**

- Crime and gangs are not salient concerns, with just six percent volunteering crime and one percent mentioning gangs in the open-ended question measuring top-of-mind concerns. This is lower than FM3 generally sees in urban areas.
- A nearly unanimous 98 percent believes the City of Santa Monica is described as “safe,” with 64 percent believing this describes the City “very well.”
- Just 15 percent consider *crime* to be a serious problem when asked directly. An equally low 14 percent feel this way about *gangs and youth violence*. Conversely, 49 percent and 55 percent, respectively, do **not** consider these issues to be serious problems.
- Just 12 percent believe that crime has gotten worse, while 20 percent think it has gotten better. While 57 percent believe crime has remained the same in the last few years, the fact that residents do not see crime as a problem suggests that a high proportion seeing it as staying the same is a positive finding.
- Concern about crime has declined. In 2009, 29 percent considered crime a serious concern and 24 percent in 2007, compared to 15 percent today. Concern about gangs and youth violence is also down substantially from when the question was first asked in 2002. In fact, it is down from 27 percent in 2009 and 31 percent in 2007 to just 14 percent currently. The mean average rating of seriousness declined from 2.9 in 2009 to 2.5 currently regarding crime in general and from 2.8 to 2.4 regarding *gangs and youth violence*.

- Respondents are generally satisfied with the job the City is doing in *reducing crime and protecting public safety*, with 69 percent giving this response. Satisfaction has increased from 58 percent in 2009, suggesting that concern about crime has declined because residents believe the City is doing a better job in dealing with it (although the mean score is only slightly up from 3.8 to 3.9).
- Not surprisingly, *reducing crime and protecting public safety* ranks among the most important services provided by the City, with 83 percent calling this important.

## **Evaluation of Specific Services**

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### ***Importance***

For the first time this year, residents were asked to evaluate the importance of 25 specific services—some aforementioned in discussing the top concerns. All the services tested are considered important on average, with mean ratings of 3.4 or higher on the five-point scale (where a “1” indicated the service is not at all important and “5” indicated it is very important).

- **Public safety services top the list of important services.** These include *providing emergency 911 services* (93 percent important), *putting out and preventing fires* (85 percent), and *reducing crime and protecting public safety* (83 percent).
- **Given the high level of concern about traffic in Santa Monica, it is not surprising that services related to this issue are also among the most important.** *Offering public transportation alternatives, such as the Big Blue Bus* (83 percent important) and, as mentioned earlier, *keeping traffic on city streets flowing smoothly* (82 percent) are important to most respondents.
- **Maintaining city beaches is considered among the most important services the city provides.** Nearly nine in ten (87 percent) consider this an important service.
- **Residents also strongly value their library services, with 78 percent considering this an important city service.**
- **Services that keep the City and neighborhoods clean also are among the top services in importance.** These include the following:
  - *Collecting trash and recycling from your home* (86 percent important)
  - *Maintaining city parks* (80 percent important)
  - *Enforcing laws that keep public spaces clean and safe for everyone* (79 percent important)
  - *Keeping city streets and alleys clean* (73 percent)

- **While residents express strong concerns about the issue of homelessness, dealing with this problem is not among the top services in importance based on overall importance.** However, a still-high 70 percent believe that *dealing with homeless people in Santa Monica* is an important service for the City to provide.
- Although generally considered important by more than a majority of respondents, issues considered lower priorities based on the proportion calling them important for the City to address include the following:
  - *Providing services for seniors* (71 percent important)
  - *Helping the community be more environmentally responsible* (67 percent)
  - *Street and sidewalk maintenance* (66 percent)
  - *Ensuring there is affordable housing* (63 percent)
  - *Removing graffiti* (59 percent)
  - *Providing recreation and sports programs* (58 percent)
  - *Providing cultural and arts opportunities* (58 percent)
  - *Providing access for cyclists* (58 percent)
  - *Enforcing the city's building and zoning laws* (56 percent)
  - *Enforcing laws against overnight camping in parks and doorways* (55 percent)
  - *Enforcing the city's noise laws* (46 percent)
  - *Keeping street trees trimmed* (46 percent)

### ***Satisfaction***

As with the evaluation of each service's importance, respondents were asked to rate their satisfaction with the job the City is doing in providing each service. Again, they used a scale of "1" to "5," where the former indicated they are very dissatisfied and the latter indicated that they are very satisfied. A "3" rating is interpreted as a "neutral"—neither a positive nor negative response.

A fairly high proportion were unable to rate some services, including *providing emergency 911 services* (13 percent uncertain), *enforcing laws against overnight camping in parks and doorways* (14 percent), *providing services for youth* (20 percent), and *providing services for seniors* (22 percent). As a result, satisfaction ratings (referring to the proportion satisfied) may appear lower than in other areas even though those familiar may rate them as favorably if not more so. However, in all cases, the proportion satisfied well exceeded the proportion dissatisfied.

- Some of the services considered most important to residents are also among those generating the highest satisfaction rates. The City gets its strongest satisfaction ratings for the following services:

- *Putting out and preventing fires* (85 percent satisfied, two percent dissatisfied)
  - *Providing public library services* (82 percent, three percent)
  - *Maintaining city parks* (82 percent, four percent)
  - *Collecting trash and recycling from your home* (79 percent, five percent)
  - *Providing emergency 911 services* (78 percent, three percent)
  - *Offering public transportation alternatives, such as the Big Blue Bus* (74 percent, seven percent)
  - *Keeping street trees trimmed* (72 percent, seven percent)
- Between 62 percent and 69 percent are satisfied with City in the following areas:
- *Reducing crime and protecting public safety* (69 percent satisfied, five percent dissatisfied)
  - *Maintaining city beaches* (68 percent, seven percent)
  - *Helping the community be more environmentally responsible* (68 percent, seven percent)
  - *Street and sidewalk maintenance* (66 percent, 11 percent)
  - *Keeping city streets and alleys clean* (65 percent, 10 percent)
  - *Enforcing laws that keep public spaces clean and safe for everyone* (65 percent, eight percent)
  - *Providing cultural and arts opportunities* (63 percent, nine percent)
  - *Removing graffiti* (62 percent, six percent)
- Just over half are satisfied in the following areas—with ten percent or more unable to rate each service (and therefore, in part, producing lower satisfaction scores):
- *Providing recreation and sports programs* (58 percent satisfied, six percent dissatisfied)
  - *Providing services for youth* (52 percent, six percent, with a high 20 percent unable to rate the City in this area)
  - *Enforcing the city's noise laws* (51 percent, nine percent)
- There is less satisfaction for providing access for cyclists, dealing with homeless people, ensuring affordable housing, and keeping traffic flowing—with the latter three issues among the most important to residents. Other services receiving lower ratings also have higher proportions who are unable to provide a rating, suggesting that the low satisfaction rating reflects a lack of familiarity more than an indictment on the service provided (the proportion undecided is listed below for items with particularly high levels of uncertainty). The areas generating satisfaction ratings below 50 percent include the following:



- *Providing access for cyclists* (49 percent satisfied, 15 percent dissatisfied)
  - *Providing services for seniors* (48 percent satisfied, five percent dissatisfied, 22 percent uncertain)
  - *Enforcing laws against overnight camping in parks and doorways* (41 percent satisfied, 18 percent dissatisfied, 14 percent uncertain)
  - *Enforcing the city's building and zoning laws* (41 percent satisfied, 11 percent dissatisfied, 21 percent uncertain)
  - *Dealing with homeless people in Santa Monica* (34 percent satisfied, 32 percent dissatisfied)
  - *Ensuring there is affordable housing* (30 percent satisfied, 33 percent dissatisfied, nine percent uncertain)
  - *Keeping traffic on city streets flowing smoothly* (28 percent satisfied, 31 percent dissatisfied)
- While there is little difference in the average rating for most items from 2009 to 2011, ratings have improved for *putting out and preventing fires* (71 percent satisfied in 2009 to 85 percent currently), *providing emergency 911 services* (62 percent to 78 percent), and *reducing crime and protecting public safety* (58 percent to 69 percent). This suggests that views on how the City is providing public safety services have improved—supporting earlier findings that concern about crime has diminished.

## **The LUCE Initiative**

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The Land Use and Circulation Element initiative, also known as LUCE, was described to respondents. This included hearing that developers proposing new construction would have to contribute to maintaining the City's character by investing in community benefits as part of their development agreement.

- **Seven LUCE benefits were tested in the survey, and all are considered important to include by over a majority of respondents.** The items called important to the highest proportion are the following:
- *Alternative transportation options, such as walking paths, bike lanes, and public transit* (with 78 percent calling this important and 54 percent very important).
  - *Community open space* (important to 76 percent and very important to 48 percent).
- Approximately two out of three respondents also considered important the following benefits:
- *Employment and training opportunities* (68 percent calling this important and 45 percent very important).

- *Affordable housing* (important to 65 percent and very important to 46 percent).
  - *Historic building preservation* (important to 63 percent and very important to 34 percent).
- Providing *childcare* (56 important, 34 percent very important) and *arts and culture venues* (54 percent important, 25 percent very) are the weakest of the benefits tested.
- **The survey suggests a high proportion of the public gets out of the car on a fairly regular basis to go about town.** Just over one in four (27 percent) said they run errands, get to work or school, or go to a coffee shop by means other than a car on a daily basis, while another 36 percent do so a few times a week. High proportions own a bicycle (63 percent), with 21 percent using it at least a few times week.
- Just over one in four (27 percent) bicycle owners think it is unsafe to ride their bike in Santa Monica. Forty-three percent feel safe, with 29 percent having a neutral view.

### **Emergency Preparedness**

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- **There is little familiarity with the City's Disaster Assistance Response Training program, known as DART.** Just 19 percent of respondents have heard or seen anything about it—with just three percent saying they have heard “a lot” while 16 percent have heard “a little.” Eight in ten (79 percent) are unfamiliar. Of those familiar, just nine percent have taken part.
- **A high number of respondents are interested in taking part in the DART program.** Forty-three percent of those who are not familiar or have not taken part in the DART program said they would be interested in taking part in a free-one-day DART training course designed to help better prepare residents or anyone who works in Santa Monica in the event of a disaster.
- **There is even less familiarity with the I've Got 7 program.** Just one in ten (11 percent) are familiar with the City's Emergency Preparedness program known as “I've Got 7,” with just three percent having heard “a lot” and eight percent “a little.”
- Just under half (48 percent) of respondents said they have at least seven days of supplies on hand in case of an emergency, such as an earthquake.

## **Communicating with the City**

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### **The City gets high marks for communicating with residents.**

- **Over seven in ten of those who have contacted the City of Santa Monica for any reason other than an emergency (45 percent of respondents) are satisfied with how courteous, responsive, and knowledgeable the person with whom they dealt was.** These ratings are little changed from 2009.
  - Three out of four (76 percent) were satisfied *with how courteous they were* (with 53 percent “very” satisfied).
  - An only slightly lower 74 percent were satisfied *with how knowledgeable they were* (40 percent “very” satisfied).
  - Seven in ten (71 percent) were satisfied *with how responsive they were to your needs* (with 42 percent “very” satisfied).
- **Seven in ten of all respondents feel they have the opportunity to voice their concerns to the City of Santa Monica on major community decisions that affect their life.** Just 24 percent feel they do not (with seven percent uncertain). This finding is unchanged from past years.
- **As in 2009, 57 percent are satisfied with the City’s efforts to communicate with Santa Monica residents through newsletters, the Internet, and other means.** While just 15 percent are dissatisfied, 25 percent have a neutral view.

## **Sources of Information**

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For the first time this year, respondents were asked how often they get information affecting their community from various sources.

- The most frequently relied on source of information is *other people, including family, friends, or neighbors*, with approximately three out of four (73 percent) saying they turn to other people “frequently” or “occasionally.”
- In addition to the Los Angeles Times, local publications are among the strongest sources of community information. Among this top tier of sources is also the City’s website, Seascape, and street banners.
  - Print and/or online editions of the Los Angeles Times (57 percent frequently or occasionally)
  - A City-published newsletter called Seascape (53 percent)
  - Street banners (47 percent)
  - Print and/or online editions of the Santa Monica Daily Press (46 percent)

- Print and/or online editions of the Santa Monica Mirror (46 percent)
  - The City of Santa Monica website (46 percent)
  - Radio Station 89.9 FM, KCRW, Southern California Public Radio (45 percent)
- Residents are less likely to get information from emails or social media, despite nearly half turning to the City’s website. Less than one-third get local information at least occasionally from the following sources:
- Print and/or online editions of the Observer (32 percent)
  - Print and/or online editions of the Argonaut (30 percent)
  - E-mails or e-newsletters from the City (29 percent)
  - E-mails from community groups (26 percent)
  - Social media, such as Facebook or Twitter (25 percent)
- The lowest proportions get local information from City Council meetings (18 percent at least occasionally), City Council meetings on City TV Channel 16 (18 percent), community meetings conducted by the City (17 percent), or blogs (14 percent).

## **Report Outline**

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The remainder of this report presents the results in more detail.

- The report starts by looking at overall perceptions of Santa Monica as a place to live, followed by the major issues facing the City.
- The report then looks specifically at the importance placed on individual city services and the satisfaction with each (as well as how importance intersects with satisfaction).
- The report then looks at specific emergency preparedness programs (DART and I’ve Got 7) and the LUCE initiative’s potential community benefits.
- The final part of the analysis looks at opinions about communicating with the city and communications from the city, and where residents get their information about community news.
- The report concludes with an explanation of the sample demographics and social characteristics, including Internet access and Big Blue Bus ridership.

It is important to note while reading the report that some demographic groups will have similar results because they share similar characteristics. For example, renters are more likely to live in multi-family dwellings. There is also a correlation between age and length of residence, and homeownership—with younger residents more likely to be renters. Non-college respondents are more likely to be renters, as are newer residents

(with 56 percent of homeowners being residents of 14 years or more). And 50 percent of Latinos live in the 90404 zip code. Therefore, many times in this report, it is the shared characteristic between different demographic groups (whether it be their race, age, homeownership status, or their area of residence) that is standing behind the outcome for many of the demographic differences noted.

As mentioned in the methodology, the sample sizes of the demographic groups analyzed are often quite small. Therefore, many of the subgroup findings reported in this report are suggestive of differences, but cannot be guaranteed to be “real” differences because the sample size is too small to be statistically significant. These findings should be looked at as trends or demonstrating potential patterns.

## DETAILED FINDINGS

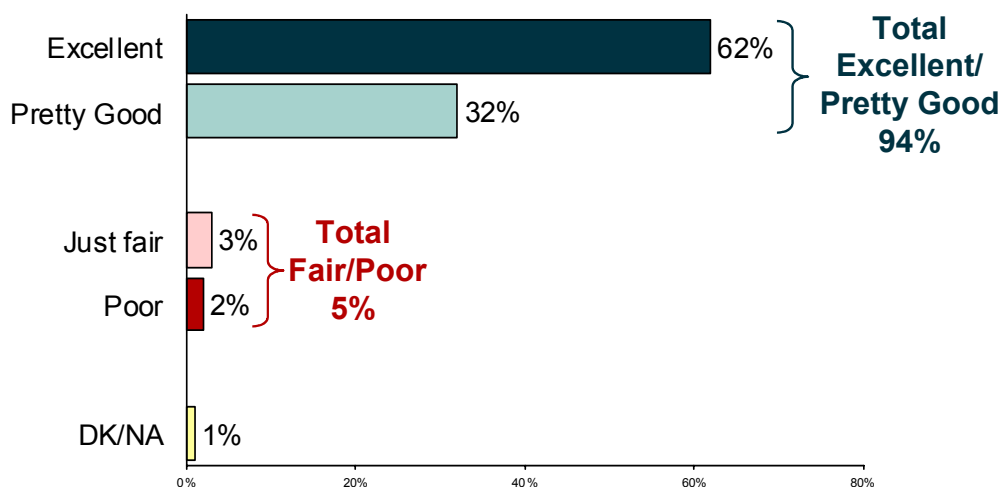
### Perceptions of Santa Monica

#### Santa Monica as a Place to Live

Santa Monica residents have an overwhelmingly positive opinion about the City as a place to live. Just over six in ten (62 percent) residents believe the City is an “excellent” place to live, while another 32 percent believe it is a “pretty good” place to live. Therefore, a nearly unanimous 94 percent see the City positively in this regard. Just five percent consider Santa Monica a “just fair” (three percent) or “poor” (two percent) place to live (see **Figure 1**).

High proportions of all subgroups gave a positive rating to Santa Monica as a place to live in the current study, with over 90 percent of all demographic groups rating it as an “excellent” or “good” place to live. White residents ages 18 to 49 were among the most likely to call it “excellent,” with 71 percent giving this response.

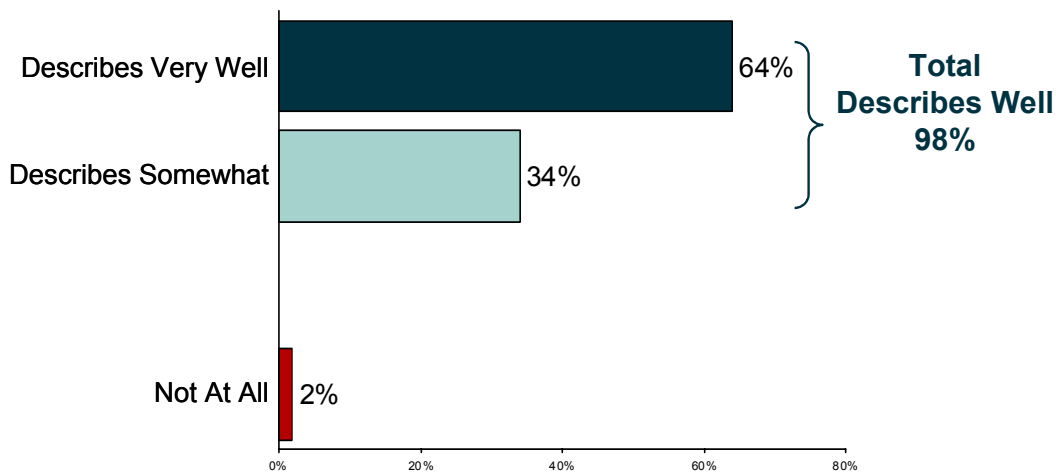
**Figure 1: Perception of Santa Monica as a Place to Live, 2011**



Nearly all residents (98 percent) believe that Santa Monica is described well as “safe,” however, one in three (34 percent) believe this description only “somewhat” describes the City. Just two percent do not think Santa Monica is safe (see **Figure 2**). It is important to note that respondents answered this question by defining “safe” in whatever way they interpreted it.

In the current study, nearly all residents regardless of demographic groups feel that Santa Monica is described as ‘safe.’ However, white residents are less likely to feel Santa Monica is described as “very safe” than non-white residents (61 percent to 76 percent, including 77 percent of Latinos).

**Figure 2: Perceptions of Safety in Santa Monica, 2011**

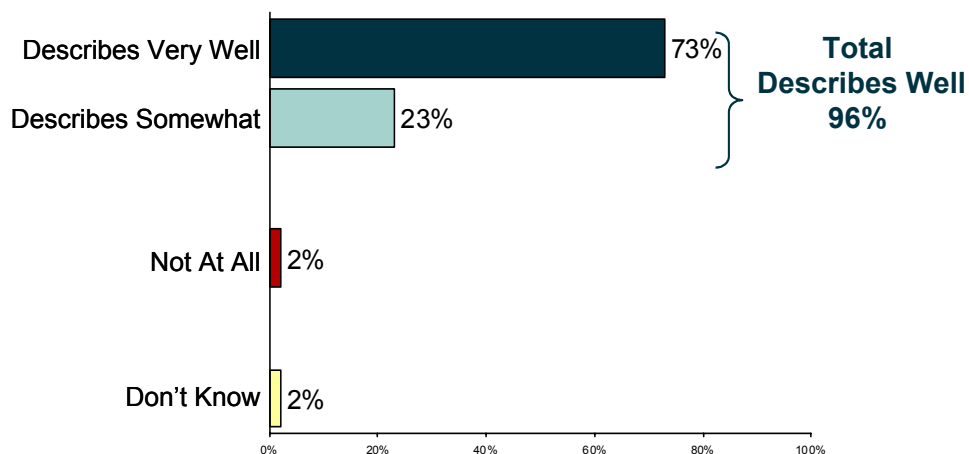


### Perceptions of Environmental-Friendliness

Nearly all residents also believe it is accurate to describe Santa Monica as “environmentally friendly.” In fact, nearly three out of four (73 percent) believe this describes Santa Monica “very well,” while 23 percent believe it applies only “somewhat” well (two percent do not believe it is an accurate description and two percent are unsure). **Figure 3** illustrates the results.

In the current study, similarly high proportions of all demographic subgroups analyzed view Santa Monica as “environmentally friendly.”

**Figure 3: Perceptions of Santa Monica as Environmentally-friendly, 2011**



## Major Issues Facing Santa Monica

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### Top of Mind Concerns

Just over one in three (35 percent) residents volunteered the budget crisis or a lack of funding for city services as one of the top two most important issues facing the City of Santa Monica today in their opinion—making it the most mentioned concern.

Another 24 percent volunteered traffic congestion as one of their top two concerns in this open-ended question where no response options were given (and respondents were told to respond in their own words). Just over one in five (22 percent) mentioned too many homeless or homeless causing problems.

Rounding out the most mentioned concerns are airport noise (10 percent), education/education funding (10 percent)<sup>2</sup>, too much growth or development (nine percent), and infrastructure issues (nine percent). Seven percent each volunteered a lack of affordable housing, a lack of parking, and crime/gangs (six percent crime and one percent gangs).

As shown in **Figure 4**, concern about the budget or funding crisis has grown more than eight-fold since 2009—from four percent mentioning this issue to 35 percent today. Budget concerns now dominate the top-of-mind concerns, taking a position occupied last year by traffic congestion and the homeless issue. While the budget downturn was taking shape at the time of the 2009 study, the consequences are far better known now and almost certainly stand behind this sizeable increase in concern. The greater salience of the budget crisis may be an outgrowth of the Measure Y and Measure YY campaigns that focused attention on state takeaways from Santa Monica’s city budget.

The proportion mentioning airport noise grew notably as well, from one percent in 2009 to 10 percent currently (with less than one percent mentioning this issue in years prior to 2009). This may reflect the perception of greatly increased air traffic and a new flyover route the sends propeller planes over Sunset Park and Ocean Park when it’s foggy or cloudy.

Nearly one in ten (nine percent) volunteered concern about infrastructure issues—a concern that did not register in past years. This increase may be because the term “infrastructure” has gained more familiarity in light of President Obama’s economic recovery (“stimulus”) package and discussion of budget cuts having an impact on infrastructure.

Concern about affordable housing ticked upward from three percent in 2009 to seven percent currently. This put it back at 2007 to 2002 levels. While the higher level of

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<sup>2</sup> Please note that Figure shows the results for mentions of education funding/costs (three percent) and education generally (seven percent) as separate bars on the graph.



concern in 2002 to 2007 most likely reflected skyrocketing housing prices, the current concern may reflect residents having less money to afford housing because of the economic downturn and job loss.

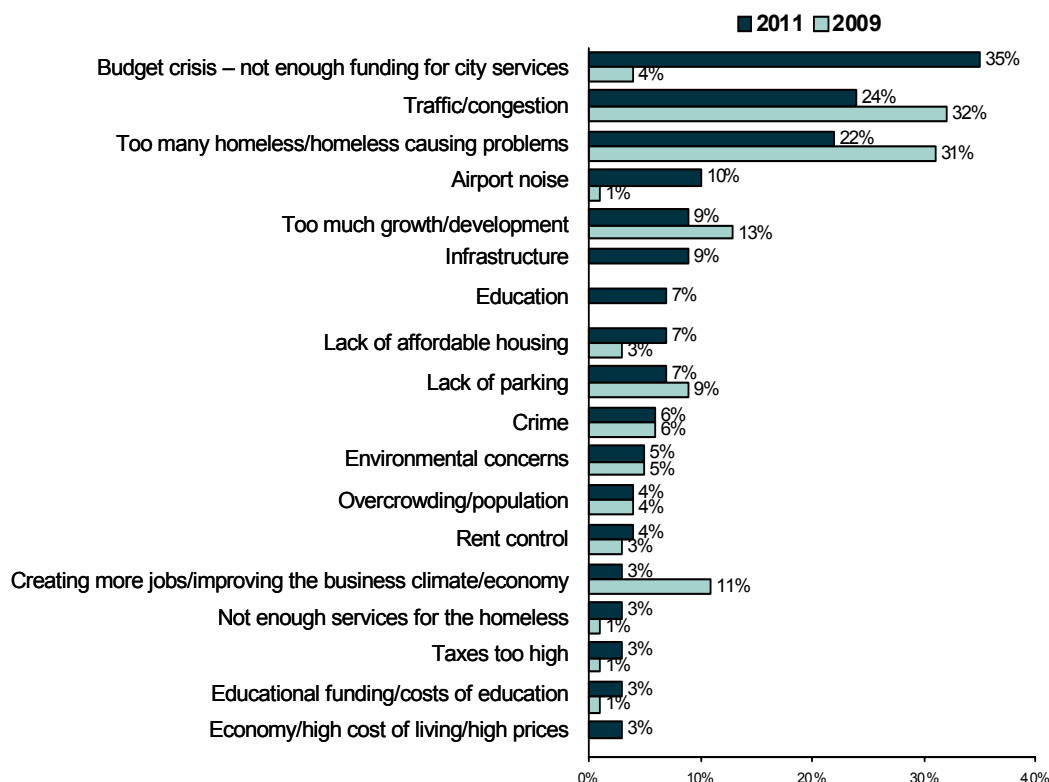
The salience of other issues has declined as concern about funding has moved to the forefront. **This does not necessarily mean that residents believe issues more pressing in past years have necessarily improved, but that these concerns are just taking a backseat to budget concerns at this time.**

Concern about traffic fell from 32 percent in 2007 and 2009 to 24 percent currently—putting in back near 2005 proportions.

Concern about the homeless also fell from 31 percent in 2009 to 22 percent currently. This continues a downward trend from 2007, when 45 percent mentioned homelessness as one of their top two concerns.

There is a more modest change in the proportion mentioning growth and development, down from 13 percent in 2009 to nine percent currently—putting concern back at the levels of past years.

**Figure 4: Most Important Issues Facing Santa Monica, 2011-2009**  
*(Open-ended question; no response options provided; two responses allowed; responses grouped)*



Most Important Issues Among Subgroups: Looking at the current study, differences among subgroups include the following:

- The sample sizes among the zip codes and sub regions within zip codes are too small for meaningful analysis generally. However, those in the 90404 zip code volunteered airport noise in the highest numbers (23 percent to between four percent and nine percent of other zip codes), in particular the small group in the south part of this zip code (38 percent, n=38). With the same caveat of a small sample size, those in the 90403/West region (31 percent, n=80) and 90405/West region (30 percent, n=59) expressed more concern about the homeless, while those in the 90403/East region (n=20) expressed the most concern about a lack of parking (29 percent to the sample average of seven percent). Related, those in the 90403/East area show more concern about overcrowding (17 percent to the sample average of four percent).
- Although the sample size is small among Latino residents (n=61), two out of three (66 percent) volunteered that airport noise was one of their top two issues—while less than one percent of white residents gave this response (half the Latinos in the sample live in the 90404 zip code). Thirty-six percent of non-whites overall named this issue (half of which are Latino).
- The budget crisis was named by 39 percent of white respondents, but just five percent of Latino respondents (and 22 percent of non-whites generally).
- White respondents also volunteered traffic congestion as one of their top two concerns in higher numbers (28 percent) than Latino residents (11 percent) and non-white residents generally (12 percent).
- Growth and development was mentioned by 11 percent of white respondents, but just four percent of Latinos and two percent of non-white residents generally.
- Those ages 18 to 49 were less likely to volunteer too much growth and development (five percent) than those older (13 percent). They were also less likely to volunteer traffic congestion (19 percent) than those older (30 percent).
- Women ages 50 or older named the budget crisis in the highest proportions (42 percent to 29 percent of younger women and 35 percent of men). Women 18 to 49 were more likely than those older to volunteer education (14 percent to two percent of older women and three percent of men).
- White residents 18 to 49 years of age volunteered the homeless problem in higher numbers than those older (28 percent to 19 percent).

- Although the sample size is too small for statistically reliable results, 22 percent of Latino women (n=37) volunteered education as their top concern, compared to four percent of Latino men and a sample average of seven percent. Meanwhile, 24 percent of Latino men mention traffic congestion compared to three percent of Latino women.
- Thirty-four percent of the small group of non-white men (n=59) volunteered the budget crisis as a top concern, compared to 11 percent of non-white women (n=60). Given that there was little mention of this issue with Latino respondents (who make up half of the non-white sample), this suggests the issue is of particular strength to non-Latino non-white residents.
- White respondents ages 18 to 49 are more likely to have mentioned the homeless problem than those older (28 percent to 19 percent). Growth and development and overcrowding were mentioned more by white respondents 50+ than those younger (25 percent to eight percent). They also volunteered traffic congestion in higher numbers (36 percent to 23 percent).
- Residents of 14 years or more were more likely to volunteer traffic congestion as one of their top concerns, with 32 percent giving this response compared to 14 percent to 21 percent of residents of lesser tenures. Related, residents of 14 years or more also expressed more concern about too much growth and development (15 percent).

### **Seriousness of Local Issues**

Respondents were presented with a list of six issues and asked to rate how serious they feel each issue is in Santa Monica. The respondents rated each issue on a scale of one to five, where a “1” indicated that they do not believe the issue is serious at all and a “5” indicated that they feel the issue is very serious. Residents were also asked to assess if they think three of the six problems have gotten better or worse.

### ***Affordable Housing***

Two out of three (66 percent) respondents gave a “4” or “5” rating to *the affordability of housing*, indicating they believe it is a serious problem. Thirty-six percent gave a “5” rating in this area. While overall ratings of seriousness for *affordability of housing* are little changed from 2007 and 2009 (when the question was asked), the proportion giving a “5” rating is down notably. In 2007, 55 percent considered this issue “very serious,” while a lower 45 percent felt this way in 2009. Currently, 36 percent give this response, continuing the downward trend in intensity of concern. There is little change in the proportion giving a neutral 3-rating or a “1” or “2” rating. Less intensity of concern and slightly higher numbers expressing little concern have produced a lower mean rating of 3.8 compared to 4.0 in past years. **Table 1** illustrates the results.

**Table 1: Seriousness of the Affordability of Housing in Santa Monica, 2007-2011<sup>3</sup>**

Rating	2011	2009	2007
5 (very serious)	36%	45%	55%
4 (somewhat serious)	30%	23%	14%
Total serious	<b>66%</b>	<b>68%</b>	<b>69%</b>
3 (neutral)	16%	18%	14%
2 (not too serious)	7%	5%	7%
1 (not at all serious)	7%	6%	8%
Total not serious	<b>14%</b>	<b>11%</b>	<b>15%</b>
Don't know/NA	4%	3%	3%
Mean	<b>3.8</b>	<b>4.0</b>	<b>4.0</b>

#### Affordable Housing by Subgroups

The proportion considering *the affordability of housing* to be a serious concern is higher among those 18 to 49 years of age (72 percent) than those older (57 percent). Related to age, those living in Santa Monica 14 years or more are less likely to call this a serious problem (59 percent).

Renters express more concern about the affordability of housing, with 71 percent calling this a serious problem, compared to 59 percent of homeowners.

Although there is no notable difference by gender overall, white women consider this a serious problem in higher numbers than white men (71 percent of women to 59 percent men), while the reverse is true with non-white respondents (58 percent of women to 71 percent of men).

#### ***The Number of Homeless***

The results clearly show that residents continue to be concerned about the homeless problem, as evidenced by it being among the most mentioned issues in the open-ended question and one of the issues considered serious by the highest proportion in the close-ended question (both discussed earlier). However, in addition to fewer respondents volunteering the homeless issue as one of their top two concerns, other survey results

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<sup>3</sup> Results from 2005 and 2002 were excluded from trend analysis because of differences in the question wording.

continue to show that concern about the homeless problem is easing and intensity of concern is falling more dramatically.

Six in ten (61 percent) express concern about *the number of homeless* in the close-ended question asking them to rate how serious of concern they believe is this issue. While the proportion giving a “4” or “5” rating to indicate they consider it a serious problem is little changed from 2009, the proportion who gave a “5” rating continues to trend downward and is significantly lower than in past years. In the current study, 33 percent believe *the number of homeless* is a very serious problem (as indicated by a “5” rating), compared to 43 percent in 2009, 60 percent in 2007, and 56 percent in 2005. The overall proportion considering the problem serious, at 66 percent, is little changed from 63 percent in 2009, but remains down from 76 percent in 2007 and 74 percent in 2005. Given the decline in “5” ratings, the mean rating fell from 4.2 in 2007 to 3.9 in 2009, and 3.8 currently (see **Table 2**).

**Table 2: Seriousness of the Number of Homeless in Santa Monica, 2005-2011<sup>4</sup>**

Rating	2011	2009	2007	2005
5 (very serious)	33%	43%	60%	56%
4 (somewhat serious)	28%	20%	16%	18%
Total serious	<b>61%</b>	<b>63%</b>	<b>76%</b>	<b>74%</b>
3 (neutral)	27%	21%	12%	14%
2 (not too serious)	8%	10%	6%	6%
1 (not at all serious)	3%	5%	5%	5%
Total not serious	<b>11%</b>	<b>15%</b>	<b>11%</b>	<b>11%</b>
Don't know/NA	2%	2%	2%	1%
Mean	<b>3.8</b>	<b>3.9</b>	<b>4.2</b>	<b>4.1</b>

The proportion who believe the homeless problem has gotten better is up slightly from 2009 (the first time the question was asked). At that time, 13 percent thought the problem had gotten better, compared to 18 percent currently. Moreover, while 24 percent in the current study said the problem has gotten worse in the past few years, a much higher 45 percent felt this way in 2009. Further, the proportion who believe the problem has gotten “much worse,” fell 15 points, from 25 percent to 10 percent (see **Table 3**). In these findings we see that, while many residents still express dissatisfaction with how this issue is being addressed, local efforts may have greatly reduced the perception that the problem continues to worsen.

<sup>4</sup> The results from 2002 were excluded because the question’s different wording (*homelessness*) makes comparisons unreliable.

**Table 3: Homeless Situation Better or Worse in Santa Monica, 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
Much better	4%	2%
Somewhat better	14%	11%
<b>Total better</b>	<b>18%</b>	<b>13%</b>
Stayed the same	52%	37%
Somewhat worse	14%	20%
Much worse	10%	25%
<b>Total worse</b>	<b>24%</b>	<b>45%</b>
Don't know/NA	6%	5%

The Homeless Problem by Subgroups

- Although there is little difference by gender overall, women are more likely to consider the number of homeless people in the city to be a “very” serious problem than men (37 percent to 28 percent), in particular women ages 50 or older (46 percent).
- Those under the age of 30 are less likely to consider this a serious problem than those older (47 percent to 64 percent). Instead, they were more likely to give a “3” rating, indicating a neutral view.
- Those 50 years of age or older are more likely to believe the problem has gotten better (25 percent) than those younger (13 percent). However, this reflects, in part, that they are better able to give a strong position. Six in ten (59 percent) of those 18 to 49 gave a neutral “3” rating, compared to 40 percent of those older. Those 18 to 29 were the least likely to believe the problem has gotten worse (10 percent to 28 percent of those 30 to 49 and 29 percent of those older).
- Homeowners are slightly more likely than renters to believe the homeless problem has gotten worse (30 percent to 22 percent), most likely reflecting the younger age of renters.
- Residents of 10 years or more (23 percent) are more likely to think the problem has gotten better than residents of a lesser tenure (12 percent).

- One in three (34 percent) of those who believe the number of homeless people in the city is a serious problem also believe the problem has gotten worse, compared to eight percent of those with a neutral view or who do not think the homeless problem has gotten worse.

***Traffic Congestion***

Traffic congestion continues to be one of the major issues on residents’ minds, but concern about it has declined. In addition to a lower proportion volunteering it as their top concern (in an open-ended question where no response options were provided), a lower proportion consider it a serious problem when asked directly. However, the proportion who believe the issue is getting better is little changed from 2009.

Just under six in ten (58 percent) consider *traffic congestion* to be a very serious (a 5-rating) or somewhat serious (4-rating) issue. This is down notably from 71 percent in 2009 and 65 percent in 2007, and more closely reflects the proportion giving this response in 2005 and 2002 (See **Table 4**). Furthermore, the proportion considering *traffic congestion* to be “very” serious has fallen from 45 percent in 2009 to 28 percent in the current study and remains notably lower than all past years studied.

**Table 4: Seriousness of Traffic Congestion in Santa Monica, 2007-2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2002</b>
5 (very serious)	28%	45%	41%	35%	36%
4 (somewhat serious)	30%	26%	24%	24%	21%
<b>Total serious</b>	<b>58%</b>	<b>71%</b>	<b>65%</b>	<b>59%</b>	<b>57%</b>
3 (neutral)	25%	18%	21%	27%	24%
2 (not too serious)	12%	7%	9%	8%	12%
1 (not at all serious)	4%	3%	4%	5%	6%
<b>Total not serious</b>	<b>16%</b>	<b>10%</b>	<b>13%</b>	<b>13%</b>	<b>18%</b>
Don’t know/NA	0%	1%	2%	1%	0%
<b>Mean</b>	<b>3.7</b>	<b>4.0</b>	<b>3.9</b>	<b>3.7</b>	<b>3.7</b>

While there is less concern about traffic congestion than in past years, similar proportions believe the problem has gotten worse in the last few years as gave this response in 2009 (see **Table 5**). While there is a modest drop in intensity (with 31 percent saying it has gotten much worse compared to 39 percent in 2009), this finding suggests that other more pressing issues have reduced the priority of the traffic congestion issue, but residents do not feel that this issue has been necessarily addressed better. What appears to be an inconsistency may really indicate that the issue of traffic is not at the forefront of their concerns, but dissatisfaction with how the issue is being addressed remains.

**Table 5: Traffic Congestion Better or Worse in Santa Monica, 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
Much better	1%	1%
Somewhat better	4%	3%
<b>Total better</b>	<b>5%</b>	<b>4%</b>
Stayed the same	25%	27%
Somewhat worse	33%	28%
Much worse	31%	39%
<b>Total worse</b>	<b>64%</b>	<b>67%</b>
Don't know/NA	6%	3%

Traffic Congestion Among Subgroups

- Traffic congestion is considered a serious problem to a higher proportion of those 50 years of age or older (70 percent) than those younger (50 percent). Those 50 years of age or older are also significantly more likely to believe it a “very” serious problem (44 percent compared to 15 percent of those younger). Moreover, three out of four (75 percent) of those 50 years of age or older believe traffic congestion has gotten worse, significantly higher than the 58 percent of those younger giving this response. And half (49 percent) of those 50 or older believe it has gotten “much worse,” compared to 19 percent of those younger. However, younger respondents are not more positive, but instead are more likely to give a neutral opinion about how serious a concern it is or to believe traffic congestion has stayed the same or to be unsure.
- Those living in Santa Monica 14 years or more are more likely to consider traffic congestion a serious problem (69 percent) than shorter-term residents (52 percent). The proportion who believe traffic congestion in Santa Monica has gotten worse in the last few years increases with years of residency, from 52 percent among those living in Santa Monica less than five years to 78 percent of residents of 14 years or



more. Longer-term residents have a longer frame of reference upon which to evaluate increasing traffic, while newer residents may not.

- Homeowners are also more likely to believe traffic congestion has gotten worse than renters (74 percent to 59 percent)—most likely reflecting the older average age of homeowners. There is no difference in the proportion who believe traffic congestion is a serious problem however by homeowners or renters.
- Eighty percent of those who believe traffic congestion is a serious problem also believe it has gotten worse, while 15 percent believe it has stayed the same, and just one percent believe it has gotten better. Half (49 percent) of those who gave a neutral “3” rating about the seriousness of traffic congestion believe it has gotten worse, while 31 percent of the small group of those who do not consider it a serious problem do so.
- Although the sample size is small, those in the 90405 zip code are the most likely to consider traffic congestion a serious problem (67 percent to 58 percent for the sample average), but not more likely to think it has gotten worse.

### ***Lack of Parking***

Just over half (53 percent) of respondents believe the *lack of parking* is a serious problem in Santa Monica (a “4” or “5” rating). There is no clear trend in opinions on this issue, with the proportion concerned about it slightly lower in the current study than in 2009, 2005, and 2002, but slightly up from 2007 (see **Table 6**).

**Table 6: Seriousness of a Lack of Parking, 2007-2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2002</b>
5 (very serious)	27%	37%	27%	39%	35%
4 (somewhat serious)	26%	21%	21%	23%	23%
Total serious	<b>53%</b>	<b>58%</b>	<b>48%</b>	<b>62%</b>	<b>58%</b>
3 (neutral)	26%	22%	26%	21%	23%
2 (not too serious)	13%	13%	17%	12%	12%
1 (not at all serious)	8%	6%	9%	4%	5%
Total not serious	<b>21%</b>	<b>19%</b>	<b>26%</b>	<b>16%</b>	<b>17%</b>
Don't know/NA	0%	1%	2%	1%	1%
Mean	<b>3.5</b>	<b>3.7</b>	<b>3.4</b>	<b>3.8</b>	<b>3.7</b>

### Lack of Parking Among Subgroups

- Men demonstrate less concern about *a lack of parking* than women, with 26 percent saying this is not a serious problem to them compared to 16 percent of women. Women ages 50 or older are more likely to call this a serious concern than those younger (59 percent to 48 percent). While the sample size is small, Latino men (n=24) demonstrate more concern than Latino women (n=37), 77 percent to 52 percent calling it a serious problem.
- This issue generates less concern from post-graduates (42 percent serious) than those less educated (62 percent among those without a college degree and 56 percent of those with a four-year degree). This finding may be driven by men, given that 30 percent of college-educated men gave this response compared to 18 percent of women.

### ***Crime and Gangs/Youth Violence***

Reflecting the finding that most residents consider Santa Monica safe, just 15 percent of respondents rated this issue as serious in the current study. In fact, half (49 percent) consider this to not be a serious problem. Of the six issues tested in the “serious” battery, crime and gangs/youth violence were called serious in far lower proportions than any other issue (15 percent and 14 percent, respectively, compared to 53 percent to 66 percent for other issues).

Concern about crime has declined most notably from the 2009 study. At that time, 29 percent rated this issue a “4” or “5,” indicating they felt it was a serious problem (compared to 15 percent currently). And, while 37 percent gave a “1” or “2” rating in 2009, 49 percent did so currently. The proportion who believe crime is not serious is higher currently than in all past studies (see **Table 7**).

**Table 7: Seriousness of Crime in Santa Monica, 2007-2011**

Rating	2011	2009	2007	2002 <sup>5</sup>
5 (very serious)	5%	11%	8%	5%
4 (somewhat serious)	10%	18%	16%	11%
Total serious	<b>15%</b>	<b>29%</b>	<b>24%</b>	<b>16%</b>
3 (neutral)	32%	31%	28%	38%
2 (not too serious)	31%	25%	35%	30%
1 (not at all serious)	18%	12%	11%	11%
Total not serious	<b>49%</b>	<b>37%</b>	<b>46%</b>	<b>41%</b>
Don't know/NA	3%	3%	4%	0%
Mean	<b>2.5</b>	<b>2.9</b>	<b>2.8</b>	<b>2.5</b>

The finding that 57 percent believe the crime problem has stayed the same over the last few years can be seen positively given the low level of concern about the issue. Furthermore, a low 12 percent believe that crime has gotten worse in Santa Monica in the last few years, while 20 percent think the problem has gotten better. These findings are slightly improved from 2007 and 2009 (when the question was asked). In those surveys, 20 percent felt the crime problem had worsened (see **Table 8**).

**Table 8: Crime Better or Worse in Santa Monica, 2007-2011**

Rating	2011	2009	2007
Much better	5%	3%	8%
Somewhat better	15%	11%	17%
Total better	<b>20%</b>	<b>14%</b>	<b>25%</b>
Stayed the same	57%	54%	45%
Somewhat worse	8%	14%	14%
Much worse	4%	6%	6%
Total worse	<b>12%</b>	<b>20%</b>	<b>20%</b>
Don't know/NA	12%	12%	11%

<sup>5</sup> This question was not asked in 2005.

### Crime Among Subgroups

Concern about crime is low across all demographic groups. However, there were some notable differences in opinion.

- Women were more likely to call it a serious problem than men (20 percent to 10 percent). They are also more likely to believe crime has gotten worse (15 percent to eight percent of men). Men are no more likely to think it is has gotten better, but more likely to believe it has stayed the same than women (66 percent to 49 percent). A high proportion of women (16 percent) are unable to answer if crime has gotten better or worse.
- White respondents are more likely to have given a “3” to “5” rating, suggesting crime is a serious concern or expressing a neutral view, than non-white respondents (50 percent to 39 percent). More to this point, Latino (33 percent) and non-white residents generally (27 percent) are more likely than white respondents (17 percent) to believe crime has gotten better in the past few years.
- While the sample sizes are small, non-white respondents ages 18 to 49 (n=79) are twice as likely as those older (n=34) to believe crime has gotten better (31 percent to 16 percent). Non-white respondents ages 50 or older are four times more likely to think crime is a serious concern than those younger (23 percent to six percent).
- Two in ten (21 percent) residents living in the city for less than five years were unable to assess if crime has gotten better, worse, or stayed the same compared to approximately 10 percent of other respondents. Residents of five years or more are more likely to believe crime has gotten better than residents of lesser tenure (10 percent among those living in Santa Monica less than five years, 20 percent of those living in Santa Monica five to 13 years, and 27 percent of those living in Santa Monica longer).
- Homeowners are twice as likely to believe crime has gotten worse than renters (16 percent to eight percent). They are only slightly more likely to believe crime is a serious concern (19 percent to 13 percent).
- While concern is low regardless of age, it does increase with age, from seven percent of those 18 to 29 to 24 percent of those 75 years of age or older. There is little notable trend by age in the proportion who believe crime has gotten better or worse in recent years.
- Forty-four percent of those who believe crime is a serious concern believe it has gotten worse, compared to the sample average of 11 percent.

Perceptions of *gangs and youth violence* are similar to crime in general. Just 14 percent consider this issue to be serious (a “4” or “5” rating), while 55 percent do not consider it serious (a “1” or “2”) rating. As with crime, concern about *gangs and youth violence* has declined since 2009, from 27 percent rating it as serious to 14 percent currently. Concern about gangs remains lower than all previous years (see **Table 9**). It should be noted that prior years asked about “gangs,” rather than “youth violence.” One might expect a greater level of concern when the issue of “youth violence” is added to the issue of “gangs.” However, given that the reverse occurred, this change may reflect a real change in perception about this crime-related issue—supporting the finding that residents show less concern about crime.

#### Gangs and Youth Violence Among Subgroups

- Men are more likely to say *gangs and youth violence* is not a serious problem than women (61 percent to 49 percent).
- This issue is also not a serious concern to higher numbers of residents under the age of 50 than those older (63 percent to 44 percent).
- Residents who agree that calling Santa Monica “safe” is only “somewhat” accurate are more likely to call gangs and youth violence a serious concern than those who believe the “safe” tag describes Santa Monica “very” well (22 percent to nine percent).
- Residents of less than 14 years are more likely to think *gangs and youth violence* is not a serious concern than those residing in Santa Monica for a longer period of time (61 percent to 46 percent). While longer-term residents were no more likely to call the issue serious, they were more likely to give a “3” rating (31 percent to 22 percent).

**Table 9: Perceptions of Gangs/Youth Violence in Santa Monica, 2007-2011**

Rating	2011	2009 <sup>6</sup>	2007 <sup>4</sup>	2005 <sup>7</sup>	2002
5 (very serious)	5%	13%	17%	11%	11%
4 (somewhat serious)	9%	14%	14%	13%	10%
Total serious	<b>14%</b>	<b>27%</b>	<b>31%</b>	<b>24%</b>	<b>21%</b>
3 (neutral)	25%	25%	24%	23%	28%
2 (not too serious)	31%	23%	20%	27%	25%
1 (not at all serious)	24%	19%	18%	18%	17%
Total not serious	<b>55%</b>	<b>42%</b>	<b>38%</b>	<b>45%</b>	<b>42%</b>
Don't know/NA	6%	6%	6%	9%	9%
Mean	<b>2.4</b>	<b>2.8</b>	<b>2.9</b>	<b>2.5</b>	<b>2.5</b>

## Importance of City Services

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For the first time this year, residents were asked to assess how important they feel are a number of city services. Respondents rated each service on a scale of one to five, where a “1” indicated the service is not at all important to them and a “5” indicated that it is very important (**Table 10** illustrates the results). The findings are presented here, but also noted alongside the discussion of satisfaction ratings and compared directly to satisfaction ratings in the Relationship Between Overall Importance and Satisfaction Ratings section.

Many services on the list of 25 presented to the respondents are considered of high importance. In fact, all services received a mean rating of 3.4 or higher, suggesting at least a modest level of importance on average.

Public safety services top the list in importance, including the following:

- *Providing emergency 911 services* (81 percent very important, 93 percent total important)
- *Putting out and preventing fires* (71 percent, 85 percent)
- *Reducing crime and protecting public safety* (63 percent, 83 percent)

<sup>6</sup> In 2009, the question was phrased as *gangs* rather than *gangs and youth violence*.

<sup>4</sup> In 2007, the question was phrased as *gangs* rather than *gangs and youth violence*.

<sup>7</sup> In 2005 the question was phrased as *gang violence* rather than *gangs and youth violence*.

Services critical to every day living, such as public transportation, trash collection, traffic management, and keeping open spaces clean, are among the next most important services. Services considered very important to at least half of the respondents include the following:

- *Offering public transportation alternatives, such as the Big Blue Bus* (59 percent very important, 83 percent total important)
- *Maintaining city beaches* (56 percent, 87 percent)
- *Collecting trash and recycling from your home* (56 percent, 86 percent)
- *Keeping traffic on city streets flowing smoothly* (54 percent, 82 percent)
- *Providing public library services* (53 percent, 78 percent)
- *Enforcing laws that keep public spaces clean and safe for everyone* (52 percent, 79 percent)

Second tier services include those that impact more specific groups, such as youth and seniors, or for which importance may vary based on how much an individual is personally impacted by the service. Those services considered very important to at least four in ten respondents include the following:

- *Maintaining city parks* (47 percent very important, 80 percent total important)
- *Providing services for youth* (45 percent to 72 percent)
- *Dealing with homeless people in Santa Monica* (45 percent, 70 percent)
- *Keeping city streets and alleys clean* (42 percent, 73 percent)
- *Helping the community be more environmentally responsible* (42 percent, 66 percent)
- *Ensuring there is affordable housing* (41 percent, 63 percent)
- *Providing services for seniors* (41 percent, 71 percent)

Recreational and cultural services and some maintenance services are among the lowest priority services. While some items at the bottom of the list may reflect their benefit to a small subset of the population, others may reflect a lack of awareness of the importance of the service (such as building and zoning laws or noise laws). Notable is the relatively low importance of street and sidewalk maintenance in particular. FM3's experience in other cities has shown that street maintenance is typically a high priority, but sidewalk maintenance is not.

Items considered very important in the lowest proportions (and also generally considered important overall in the lowest numbers) include the following:

- *Removing graffiti* (39 percent very important, 59 percent total important)
- *Providing access for cyclists* (35 percent, 58 percent)
- *Street and sidewalk maintenance* (35 percent, 66 percent)
- *Enforcing laws against overnight camping in parks and doorways* (34 percent, 55 percent)
- *Enforcing the city's building and zoning laws* (33 percent, 56 percent)
- *Providing recreation and sports programs* (30 percent, 58 percent)
- *Providing cultural and arts opportunities* (29 percent, 58 percent)
- *Enforcing the city's noise laws* (28 percent, 46 percent)
- *Keeping street trees trimmed* (24 percent, 46 percent)

#### Importance Ratings Among Subgroups

- The same eight services ranked at the top with nearly every subgroup, with *emergency 911 services* named as important by the highest proportion of virtually every major subgroup analyzed.
- Non-white respondents consider a number of services to be at least slightly more important than white respondents, with the biggest difference when it comes to recreation and sports programs (69 percent to 54 percent) and affordable housing services (72 percent to 60 percent).
- Not surprisingly, renters consider affordable housing services to be important in higher proportions than homeowners (74 percent to 43 percent).
- Also not surprisingly, those with children under the age of 17 are more likely to consider services for youth (85 percent to 68 percent) and recreation and sports programs (70 percent to 54 percent) to be important than those without.



**Table 10: Importance of City Services, 2011**  
*(Ranked by a “5” rating indicating “very important”)*

Service	Very Important (5 rating)	Total Important (4 or 5 rating)	Somewhat important (4 rating)	Neutral (3 rating)	Not important (1 or 2 rating)
Providing emergency 911 services	81%	93%	12%	3%	2%
Offering public transportation alternatives, such as the Big Blue Bus	59%	83%	24%	10%	6%
Putting out and preventing fires	71%	85%	14%	6%	7%
Reducing crime and protecting public safety	63%	83%	20%	11%	5%
Maintaining city beaches	56%	87%	31%	10%	2%
Collecting trash and recycling from your home	56%	86%	30%	9%	6%
Keeping traffic on city streets flowing smoothly	54%	82%	28%	12%	5%
Providing public library services	53%	78%	25%	14%	7%
Enforcing laws that keep public spaces clean and safe for everyone	52%	79%	27%	15%	4%
Maintaining city parks	47%	80%	33%	17%	3%
Providing services for youth	45%	72%	27%	18%	8%
Dealing with homeless people in Santa Monica	45%	70%	25%	19%	7%
Keeping city streets and alleys clean	42%	73%	31%	22%	5%
Helping the community be more environmentally responsible	42%	67%	25%	19%	14%
Providing services for seniors	41%	71%	30%	17%	10%
Ensuring there is affordable housing	41%	63%	22%	18%	16%
Removing graffiti	39%	59%	20%	22%	18%
Street and sidewalk maintenance	35%	66%	31%	25%	8%
Providing access for cyclists	35%	58%	23%	25%	15%
Enforcing the city’s building and zoning laws	33%	56%	23%	21%	16%
Enforcing laws against overnight camping in parks and doorways	34%	55%	21%	22%	21%
Providing recreation and sports programs	30%	58%	28%	28%	12%
Providing cultural and arts opportunities	29%	58%	29%	24%	18%
Enforcing the city’s noise laws	28%	46%	18%	31%	22%
Keeping street trees trimmed	24%	46%	22%	35%	18%

## Satisfaction with City Services

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This section of the report looks at residents' satisfaction with the job the City is doing in providing specific city services. This analysis will start with a comparison of ratings for each service, followed by an analysis of each individual item.

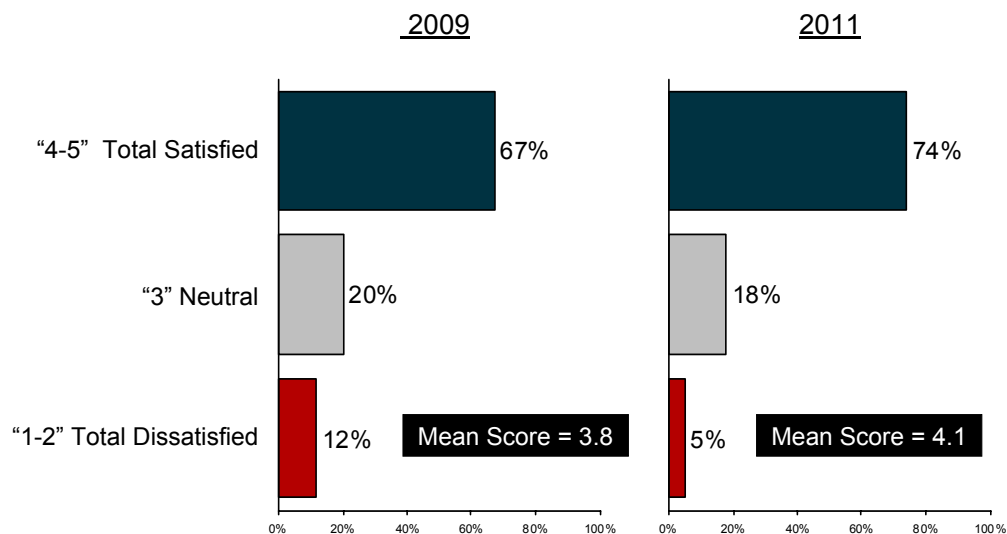
### Overall Satisfaction With Delivery of City Services

Before any exploration of city issues or specific services, respondents were asked to rate the City for providing services overall, using a five-point scale where a "1" indicated the respondent was very dissatisfied and a "5" indicated that the respondent was very satisfied.

Nearly three out of four (74 percent) respondents are satisfied with the job the City of Santa Monica is doing to provide city services. More specifically, 36 percent are very satisfied (as indicated by the "5" rating on a five-point scale) and 38 percent are somewhat satisfied (as indicated by a "4" rating). Another 18 percent have a neutral view, while just five percent are dissatisfied.

As shown in **Figure 5**, ratings are up slightly from 2009, when 67 percent were satisfied with the job being done by the City in providing services and 12 percent were dissatisfied.<sup>8</sup>

**Figure 5: Job Rating for Providing City Services, 2011 and 2009**



<sup>8</sup> Residents were asked their satisfaction with the job being done by the City of Santa Monica providing city services in previous years. However, the response values were changed, precluding comparisons. While the question in 2009 and 2011 provided a five-point scale for responses, previous years did not use a

## Comparison of Satisfaction With Delivery of Specific City Services

Using the same five-point satisfaction scale, respondents were asked to rate the City's job in providing 26 specific city services. The analysis focuses on ratings of "4" or "5" indicating overall satisfaction. Services about which eight percent or more were unable to give a rating are indicated as well.

The City gets its highest marks (ratings above 70 percent) for the following:

- *Putting out and preventing fires* (85 percent satisfied, with eight percent uncertain)
- *Providing public library services* (82 percent)
- *Maintaining city parks* (82 percent)
- *Collecting trash and recycling from your home* (79 percent)
- *Providing emergency 911 services* (78 percent, 13 percent uncertain)
- *Offering public transportation alternatives, such as the Big Blue Bus* (74 percent)
- *Keeping street trees trimmed* (72 percent)

Many of these items also rank among the most important services the city provides. This will be discussed further in the next section (Relationship Between Overall Satisfaction and Importance), but is a key finding for the City.

Between 62 percent and 69 percent are satisfied with City in the following areas:

- *Reducing crime and protecting public safety* (69 percent satisfied)
- *Maintaining city beaches* (68 percent)
- *Helping the community be more environmentally responsible* (68 percent)
- *Street and sidewalk maintenance* (66 percent)
- *Keeping city streets and alleys clean* (65 percent)
- *Enforcing laws that keep public spaces clean and safe for everyone* (65 percent)
- *Providing cultural and arts opportunities* (63 percent)
- *Removing graffiti* (62 percent, eight percent uncertain)

Just over half are satisfied in the following areas:

- *Providing recreation and sports programs* (58 percent satisfied and 10 percent uncertain)
- *Providing services for youth* (52 percent, 20 percent uncertain)
- *Enforcing the city's noise laws* (51 percent, with 11 percent uncertain)

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scale and asked if respondents were very or somewhat satisfied or dissatisfied. Therefore, there was no "neutral" option. For the same reason, comparisons cannot be made prior to 2009 in specific areas as well.

There is less satisfaction for providing access for cyclists, dealing with homeless people, ensuring affordable housing, and keeping traffic flowing—with the latter three issues among the most important to residents. Other services receiving lower ratings also have higher proportions who are unable to provide a rating, suggesting that the low satisfaction rating reflects a lack of familiarity more than an indictment on the service provided. The areas generating the lowest satisfaction ratings, with satisfaction below 50 percent, include the following:

- *Providing access for cyclists* (49 percent satisfied)
- *Providing services for seniors* (48 percent, 22 percent uncertain)
- *Enforcing laws against overnight camping in parks and doorways* (41 percent, 14 percent uncertain)
- *Enforcing the city's building and zoning laws* (41 percent, 21 percent uncertain)
- *Dealing with homeless people in Santa Monica* (34 percent, 32 percent dissatisfied)
- *Ensuring there is affordable housing* (30 percent, nine percent uncertain, 33 percent dissatisfied)
- *Keeping traffic on city streets flowing smoothly* (28 percent)

There is little difference in the average rating for each item from 2009 to 2011, and there is little difference in most areas in the proportion giving a “4” or “5” rating to indicate satisfaction. Satisfaction ratings are higher for *putting out and preventing fires* (71 percent satisfied in 2009 to 85 percent currently), *providing emergency 911 services* (62 percent to 78 percent), *reducing crime and protecting public safety* (58 percent to 69 percent) and *keeping city streets and alleys clean* (57 percent to 65 percent). Three of these items relate to public safety, suggesting that views on how the City is providing public safety services have improved. **Table 11** illustrates the results for 2009 and 2011.

**Table 11: Satisfaction with Specific City Services, 2009 and 2011<sup>9</sup>**  
*(Ranked by “Total Satisfied” in 2011)*

Service	Year	Total Satisfied (4 and 5 rating)	Very satisfied (5)	Smwt satisfied (4)	Neutral (3)	Dissatisfied (1 or 2)	Don't know	Mean Rating
Putting out and preventing fires	2011	85%	60%	25%	6%	2%	8%	4.5
	2009	71%	49%	22%	10%	5%	14%	4.3
Providing public library services	2011	82%	53%	29%	12%	3%	3%	4.4
	2009	82%	62%	20%	11%	3%	5%	4.5
Maintaining city parks	2011	82%	38%	44%	13%	4%	1%	4.2
	2009	NA	NA	NA	NA	NA	NA	NA
Collecting trash and recycling from your home	2011	79%	43%	36%	15%	5%	1%	4.2
	2009	78%	49%	29%	14%	7%	1%	4.2
Providing emergency 911 services	2011	78%	49%	29%	7%	3%	13%	4.4
	2009	62%	39%	23%	11%	3%	24%	4.3
Offering public transportation alternatives, such as the Big Blue Bus	2011	74%	42%	32%	16%	7%	2%	4.1
	2009	NA	NA	NA	NA	NA	NA	NA
Keeping street trees trimmed	2011	72%	38%	34%	18%	7%	2%	4.0
	2009	74%	40%	34%	15%	9%	2%	4.0
Reducing crime and protecting public safety	2011	69%	28%	41%	23%	5%	3%	3.9
	2009	58%	22%	36%	32%	6%	3%	3.8
Maintaining city beaches	2011	68%	32%	36%	22%	7%	3%	3.9
	2009	NA	NA	NA	NA	NA	NA	NA
Helping the community be more environmentally responsible	2011	68%	32%	36%	24%	7%	2%	3.9
	2009	63%	32%	31%	22%	9%	5%	3.9
Street and sidewalk maintenance	2011	66%	27%	39%	23%	11%	1%	3.8
	2009	63%	26%	37%	24%	13%	1%	3.7
Keeping city streets and alleys clean	2011	65%	26%	39%	25%	10%	0%	3.8
	2009	57%	28%	29%	27%	15%	1%	3.7
Enforcing laws that keep public spaces clean and safe for everyone	2011	65%	27%	38%	25%	8%	3%	3.8
	2009	62%	27%	35%	27%	9%	2%	3.8

<sup>9</sup> “NA” indicates the question was not asked in 2009.

**Table 11: Satisfaction with Specific City Services, 2009 and 2011  
Continued**

Service	Year	Total Satisfied (4 and 5 rating)	Very satisfied (5)	Smwt satisfied (4)	Neutral (3)	Dissatisfied (1 or 2)	Don't know	Mean Rating
Providing cultural and arts opportunities	2011	63%	27%	36%	23%	9%	6%	3.8
	2009	63%	34%	29%	20%	9%	8%	3.9
Removing graffiti	2011	62%	30%	32%	24%	6%	8%	3.9
	2009	58%	27%	31%	22%	12%	7%	3.8
Providing recreation and sports programs	2011	58%	26%	32%	26%	6%	10%	3.8
	2009	59%	32%	27%	22%	6%	14%	4.0
Providing services for youth	2011	52%	23%	29%	23%	6%	20%	3.8
	2009	47%	23%	24%	23%	7%	24%	3.8
Enforcing the city's noise laws	2011	51%	21%	30%	28%	9%	11%	3.7
	2009	55%	20%	35%	21%	13%	12%	3.7
Providing access for cyclists	2011	49%	21%	28%	33%	15%	2%	3.5
	2009	NA	NA	NA	NA	NA	NA	NA
Providing services for seniors	2011	48%	26%	22%	26%	5%	22%	3.8
	2009	51%	28%	23%	16%	5%	29%	4.0
Enforcing the city's building and zoning law	2011	41%	20%	21%	28%	11%	21%	3.5
	2009	37%	16%	21%	26%	15%	24%	3.4
Enforcing laws against overnight camping in parks and doorways	2011	41%	16%	25%	26%	18%	14%	3.4
	2009	35%	15%	20%	28%	20%	17%	3.3
Dealing with homeless people in Santa Monica	2011	34%	12%	22%	31%	32%	3%	3.0
	2009	31%	14%	17%	27%	35%	6%	2.9
Ensuring there is affordable housing	2011	30%	13%	17%	28%	33%	9%	3.0
	2009	NA	NA	NA	NA	NA	NA	NA
Keeping traffic on city streets flowing smoothly	2011	28%	10%	18%	41%	31%	0%	3.0
	2009	33%	12%	21%	33%	34%	1%	3.0

## **Individual Analysis of Satisfaction With Delivery of Specific City Services**

This section takes a closer look at satisfaction ratings for each City service tested. The section begins with the areas receiving the lowest satisfaction ratings, including dealing with traffic, affordable housing, and dealing with the homeless (including enforcing laws against overnight camping in parks and doorways). The report next looks at services related to maintenance of open spaces (parks and beaches) and public areas (trash/recycling collection, keeping trees trimmed, street and sidewalk maintenance, enforcing laws to keep public spaces clean and safe, keeping streets and alleys clean, and graffiti removal) where the City gets strong marks. The analysis then looks at public safety services, such as fire protection, 911 services, and reducing crime—areas where the City is also well regarded. This section concludes by looking at the remaining services in order of their satisfaction ratings.

Generally the subgroup analysis looks at the difference between satisfaction or dissatisfaction ratings. However, on some services, the analysis looks at the gap between satisfaction and dissatisfaction where this analysis is more illustrative of the differences between subgroups.

### ***Keeping Traffic on City Streets Flowing Smoothly***

Traffic congestion is one of the major issues concerning residents, as indicated by high proportions volunteering it as their top concern (24 percent), nearly six in ten considering it a serious problem when asked directly, and 58 percent believing the problem has gotten worse over the last few years. Furthermore, keeping traffic flowing smoothly is considered an important service to 82 percent of respondents.

However, just 28 percent are satisfied with the job the City is doing *keeping traffic on city streets flowing smoothly*—giving it the lowest satisfaction rating of all items tested. Three in ten (31 percent) are dissatisfied, while 41 percent give a neutral “3” rating. The overall average rating for traffic flow is 3.0, tied with the job the City is doing with the homeless issue and affordable housing for the lowest average rating.

Therefore, while this issue is of high importance, it rates poorly in terms of satisfaction. As shown in **Table 12**, ratings have changed little from 2009.

**Table 12: Satisfaction with Keeping Traffic on City Streets Flowing Smoothly  
 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	10%	12%
4 (somewhat satisfied)	18%	21%
Total satisfied	<b>28%</b>	<b>33%</b>
3 (neutral)	41%	33%
2 (somewhat dissatisfied)	20%	17%
1 (very dissatisfied)	11%	17%
Total dissatisfied	<b>31%</b>	<b>34%</b>
Don't know/NA	0%	1%
Mean score	3.0	3.0

Traffic Flow Among Subgroups:

Satisfaction with the job the City is doing *keeping traffic on city streets flowing smoothly* is low with all subgroups, with no more than four in ten of any major subgroups giving a “4” or “5” rating. Furthermore, it gets the lowest or near lowest mean score with every subgroup analyzed. Notable findings include the following:

- White respondents give a lower mean rating of 2.9 compared to non-whites (3.3) and Latinos specifically (3.2). While 44 percent of non-whites are satisfied in this regard, just 21 percent of white residents are so. White residents are slightly more negative (33 percent dissatisfied to 24 percent of non-whites), but are also more likely to give a neutral “3” rating (46 percent of white respondents to 32 percent of non-whites).
- Not surprisingly, those who consider traffic congestion to be a serious problem are also more likely to be dissatisfied with the City’s job in dealing with traffic (44 percent) than those who think traffic congestion is not a serious problem or have a neutral view (12 percent dissatisfied).
- Although the small sample sizes make comparisons less reliable, there are notable differences in the proportion satisfied and dissatisfied by zip codes (see **Table 13**). Those in the 90402 and 90405 zip codes give the City a net negative rating for traffic flow, while those in the 90404 and 90403 are more positive.



**Table 13: Satisfaction with Keeping Traffic on City Streets Flowing Smoothly  
 By Zip Code, 2011**

Zip Code <sup>10</sup>	Satisfied (4 or 5)	Neutral (3)	Dissatisfied (1 or 2)	Net Positive (Satisfied minus Dissatisfied)
90404 overall	42%	36%	21%	+21
90403 West	33%	43%	24%	+9
90403 overall	29%	46%	25%	+4
90404 North	28%	44%	26%	+2
90402 overall	23%	48%	29%	-6
90405 East	19%	37%	44%	-25
90405 overall	17%	40%	43%	-26
90405 West	14%	41%	45%	-31

***Ensuring There is Affordable Housing***

As mentioned earlier in this report, the affordability of housing is considered a serious problem to two out of three (66 percent) respondents. A similar 63 percent believe it is an important service for the City to provide. While the issue is clearly important to many residents, the City gets the second lowest satisfaction rating for its handling of this issue. Just 30 percent are satisfied with the job the city is doing in this area, while 33 percent are dissatisfied (and 28 percent give a neutral “3” rating). Nearly one in ten (nine percent) are unable to rate the City in this area (see **Table 14**). This question was not asked in 2009.

<sup>10</sup> The 90401 (n=28), 90403 East zip code region (n=20), and 90404 South zip code region (n=38) are too small for reliable analysis. Please note that other zip codes have small sample sizes, making the results statistically insignificant. It should also be noted, however, that the positive result in the 90404 zip code is heavily impacted by the 59 percent satisfied rating in the 90404 South zip code region, which makes up 39 percent of that zip code.

**Table 14: Satisfaction with Ensuring Affordable Housing, 2011**

Rating	2011
5 (very satisfied)	13%
4 (somewhat satisfied)	17%
Total satisfied	<b>30%</b>
3 (neutral)	28%
2 (somewhat dissatisfied)	19%
1 (very dissatisfied)	14%
Total dissatisfied	<b>33%</b>
Don't know/NA	9%
Mean score	3.0

Affordable Housing by Subgroups

Satisfaction ratings for the job the City is doing *ensuring there is affordable housing* are generally low across all groups. However, because this issue generated a divided response (similar proportions saying they are satisfied or dissatisfied), the subgroup results are analyzed looking at the gap between “satisfied” and “dissatisfied” ratings.

- Men are slightly more positive in this regard than women. While 34 percent of men are satisfied and 29 percent are dissatisfied (+5 point gap for satisfaction), women lean the other way by seven points (28 percent to 35 percent, -7 point gap).
- Although the sample size is small, Latino respondents are among the most satisfied (47 percent to 30 percent dissatisfied, for a +17 gap), and more so than white respondents (30 percent satisfied to 32 percent dissatisfied, a -2 point gap, with 10 percent uncertain).
- Those under the age of 50 are more dissatisfied than those older. While 26 percent of those 18 to 49 are satisfied and 36 percent are dissatisfied (for a -10 point gap), those older are more satisfied than dissatisfied by an 11-point margin (37 percent to 26 percent). Women ages 18 to 49 are among the most dissatisfied (45 percent).
- Santa Monica residents of 14 or more years are more satisfied (36 percent to 25 percent dissatisfied, for +11) than more recent residents (27 percent to 37 percent, a -10 gap).
- Renters are only slightly more negative than homeowners (36 percent to 26 percent dissatisfied).

***Dealing with Homeless People***

The homeless issue remains at the forefront of residents’ attention, including being volunteered as one of the top two issues facing the City by nearly one in four respondents, six in ten calling it a serious problem, and just 18 percent believing the problem has gotten better in recent years. Moreover, seven in ten consider it important for the City to deal with this problem. As mentioned earlier in this report, concern about this issue does appear to be easing somewhat, with less intensity of response. However, of the 24 issues evaluated, satisfaction with the job the City is doing in this area is among the lowest of all services tested (third from the bottom of the list). The proportion dissatisfied with the job the City is doing in this area (32 percent) is statistically equal to the proportion who are satisfied (34 percent). There is little change in satisfaction ratings from 2009 (see **Table 15**).

**Table 15: Satisfaction with Dealing with Homeless People in Santa Monica 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	12%	14%
4 (somewhat satisfied)	22%	17%
<b>Total satisfied</b>	<b>34%</b>	<b>31%</b>
3 (neutral)	31%	27%
2 (somewhat dissatisfied)	17%	17%
1 (very dissatisfied)	15%	18%
<b>Total dissatisfied</b>	<b>32%</b>	<b>35%</b>
Don’t know/NA	3%	6%
Mean score	3.0	2.9

Dealing with Homeless People by Subgroups

- There is little variation in the proportion satisfied with the job the City is doing in dealing with homeless people by gender. However, while men are slightly more negative than positive in their assessment (32 percent satisfied to 38 percent dissatisfied, for a –6 point gap), women are the reverse (35 percent satisfied to 27 percent dissatisfied for a +7 point gap). The difference lies in women being more likely to have a neutral view.

- Those ages 18 to 49 are divided, with 34 percent satisfied and 34 percent dissatisfied. Those 50 to 64 years of age are statistically divided as well (31 percent to 35 percent). However, those 65 or older are far more satisfied than dissatisfied (41 percent to 25 percent).
- Not surprisingly, those who think the number of homeless is a serious problem are more dissatisfied with the job the City is doing in this regard (46 percent) than those with a neutral view (six percent) and those who think it is not a serious concern (22 percent).
- Those who think the number of homeless has gotten better are more likely to be satisfied with the job the City is doing in dealing with the issue (54 percent) than those who think it has stayed the same (33 percent) or gotten worse (24 percent).
- Satisfaction is slightly higher among residents living in Santa Monica for 10 years or more (39 percent) than those living in the City a shorter time (28 percent).
- Although the sample sizes are small, those in the 90403 (42 percent satisfied) and 90404 (40 percent) zip codes are more satisfied in this area than those in the other zip codes analyzed (between 22 percent and 29 percent). However, there is little variation in dissatisfied ratings.
- While those with a college degree are essentially divided (34 percent satisfied to 35 percent dissatisfied), those less educated are more positive than negative (35 percent to 26 percent) in their view.

### ***Enforcing Laws Against Overnight Camping in Parks and Doorways***

Related to efforts to deal with the homeless issue, the City gets modest ratings for the job it is doing *enforcing laws against overnight camping in parks and doorways* (and only slightly better than for dealing with the homeless issue). While 55 percent consider this an important service to provide, just four in ten (41 percent) are satisfied with the City's performance in this area (18 percent are dissatisfied). A fairly high 14 percent were unable to give an evaluation, while another 26 percent gave a neutral "3" rating which suggests a lack of knowledge in this area as well. The proportion satisfied is up slightly from 2009 when 35 percent had a positive impression (see **Table 16**).

**Table 16: Satisfaction with Enforcing Laws Against Overnight Camping in Parks and Doorways, 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	16%	15%
4 (somewhat satisfied)	25%	20%
Total satisfied	<b>41%</b>	<b>35%</b>
3 (neutral)	26%	28%
2 (somewhat dissatisfied)	12%	10%
1 (very dissatisfied)	6%	10%
Total dissatisfied	<b>18%</b>	<b>20%</b>
Don't know/NA	14%	17%
Mean score	3.4	3.3

Enforcing Laws Against Overnight Camping in Parks and Doorways Among Subgroups

There is little difference in satisfaction ratings for *enforcing laws against overnight camping in parks and doorways*. Because of the fairly high proportion unable to give a rating, the results are analyzed by subgroup excluding these respondents. In doing so, women who were able to give a rating were slightly more positive than men (51 percent to 44 percent), as were non-white respondents (54 percent and 58 percent of Latinos) than white respondents (45 percent), and renters more than homeowners (51 percent to 41 percent). Excluding those unable to give an opinion, those in the 90403 zip code are slightly more satisfied than those in other zip codes (56 percent to approximately 46 percent).

Although the sample sizes are small, those in the 90401 zip code (two percent unsure) were most likely to have an opinion in this area, while those in the 90402 zip code were least likely to have an opinion (30 percent unsure). The small group of 28 respondents in the 90401 zip code were also the most likely to give a negative or neutral review (58 percent).

***A number of services related to maintenance get high marks. We begin by looking at maintenance of open spaces, such as parks and beaches. We then look at services that help maintain neighborhoods and city streets and public areas.***

***Maintaining City Parks***

As shown in **Table 17**, respondents give the City high marks for *maintaining city parks*—a service that eight in ten consider important. Asked for the first time this year, 82 percent are satisfied with the job the City is doing in maintaining city parks while just seven percent have a negative view (22 percent give a neutral 3-rating). This service receives the second highest satisfaction rating of all tested.

High proportions of all subgroups are satisfied with the job the City is doing *maintaining city parks*.

**Table 17: Satisfaction with Maintaining City Parks, 2011**

Rating	2011
5 (very satisfied)	38%
4 (somewhat satisfied)	44%
Total satisfied	<b>82%</b>
3 (neutral)	13%
2 (somewhat dissatisfied)	2%
1 (very dissatisfied)	2%
Total dissatisfied	<b>4%</b>
Don't know/NA	1%
Mean score	4.2

***Maintaining City Beaches***

For the first time this year respondents were asked to rate the City's job performance in *maintaining City beaches*. Nearly seven in ten (68 percent) are satisfied with the City's efforts, while just seven percent are dissatisfied (22 percent have a neutral view and three percent are uncertain). While this is a strong satisfaction rating, it falls below the proportion who consider this issue important (87 percent). **Table 18** illustrates the results.

**Table 18: Satisfaction with Maintaining City Beaches, 2011**

Rating	2011
5 (very satisfied)	32%
4 (somewhat satisfied)	36%
Total satisfied	<b>68%</b>
3 (neutral)	22%
2 (somewhat dissatisfied)	5%
1 (very dissatisfied)	2%
Total dissatisfied	<b>7%</b>
Don't know/NA	3%
Mean score	3.9

Maintaining City Beaches by Subgroups

There are few differences among subgroups in satisfaction with the job the City is doing *maintaining City Beaches*. Those 18 to 49 are slightly less satisfied (64 percent) than those older (73 percent). Those in single-family homes are less satisfied (53 percent) than those in multi-family homes (72 percent). And, noting the small sample size, those in the 90402 zip code are less likely to be satisfied than those in other zip codes (51 percent to the sample average of 68 percent).

***Collecting Trash and Recycling From Your Home***

Nearly eight in ten (79 percent) respondents are satisfied with the job the City of Santa Monica is doing in *collecting trash and recycling from your home* (nearly matching the 86 percent importance rating). A low five percent are dissatisfied, while 15 percent gave a neutral “3” rating. As shown in **Table 19**, the proportion “very” satisfied (as indicated by a “5” rating) is down slightly from 49 percent in 2009. However, ratings overall are little changed.

High proportions of all subgroups are satisfied in this area, with between seven in ten and over eight in ten giving this response regardless of gender, age, ethnicity, years of residency, education, and area of residence.

**Table 19: Satisfaction with Collecting Trash and Recycling From Your Home  
 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	43%	49%
4 (somewhat satisfied)	36%	29%
Total satisfied	<b>79%</b>	<b>78%</b>
3 (neutral)	15%	14%
2 (somewhat dissatisfied)	4%	4%
1 (very dissatisfied)	1%	3%
Total dissatisfied	<b>5%</b>	<b>7%</b>
Don't know/NA	1%	1%
Mean score	4.2	4.2

***Keeping Street Trees Trimmed***

Just over seven in ten (72 percent) respondents are satisfied with the job the City is doing in *keeping street trees trimmed* (and despite this issue being of relatively low importance with it named as an important service by 46 percent of residents). Just seven percent are dissatisfied in this area, with 18 percent having a neutral (3-rating) view. As shown in **Table 20**, these views are little changed from two years ago.

Satisfaction with *keeping street trees trimmed* is high across all demographic groups analyzed, with little notable variation.

**Table 20: Satisfaction with Keeping Street Trees Trimmed, 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	38%	40%
4 (somewhat satisfied)	34%	34%
Total satisfied	<b>72%</b>	<b>74%</b>
3 (neutral)	18%	15%
2 (somewhat dissatisfied)	5%	6%
1 (very dissatisfied)	2%	3%
Total dissatisfied	<b>7%</b>	<b>9%</b>
Don't know/NA	2%	2%
Mean score	4.0	4.0



***Street and Sidewalk Maintenance***

Two-thirds of residents (66 percent) are satisfied with the job the City is doing in maintaining streets and sidewalks (equal to its importance rating). While 23 percent gave a neutral “3” rating, just 11 percent are dissatisfied with this service. Nearly everyone was able to give an opinion, with just one percent unable to do so. Satisfaction is little changed from 2009 when 63 percent gave this response (see **Table 21**).

**Table 21: Satisfaction with Street and Sidewalk Maintenance, 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	27%	26%
4 (somewhat satisfied)	39%	37%
<b>Total satisfied</b>	<b>66%</b>	<b>63%</b>
3 (neutral)	23%	24%
2 (somewhat dissatisfied)	8%	8%
1 (very dissatisfied)	3%	5%
<b>Total dissatisfied</b>	<b>11%</b>	<b>13%</b>
Don't know/NA	1%	1%
Mean score	3.8	3.7

There is not a lot of variation in ratings regarding *street and sidewalk maintenance*.

- White respondents are slightly less likely to be satisfied in this area (62 percent) than non-white respondents (76 percent, including 76 percent of Latino respondents specifically). They were more likely to give a neutral rating rather than a more negative evaluation.
- Satisfaction ratings are higher among those 18 to 49 (72 percent) than those older (58 percent). Most likely related, those living in the Santa Monica 14 years or more are less likely to be satisfied with *street and sidewalk maintenance* (59 percent) than newer residents (73 percent).
- Those in the 90405 zip code (both east and west) are less satisfied with this service (56 percent) than those in other zip codes (67 percent to 75 percent).

***Enforcing Laws that Keep Public Spaces Clean and Safe for Everyone***

Two out of three (65 percent) respondents are satisfied with the job the City is doing *enforcing laws that keep public spaces clean and safe for everyone*, only slightly below its importance rating of 79 percent. Just eight percent are dissatisfied in this regard, while one in four (25 percent) have a neutral view. This finding is little changed from 2007(see **Table 22**).

There was little notable difference in satisfaction ratings in this area. Those without children under the age of 17 are more satisfied than those with (67 percent to 55 percent). Although the sample sizes make the results statistically insignificant, satisfaction is lowest in the 90401 (54 percent) and 90402 (57 percent) zip codes and highest in the 90404 zip code (72 percent).

**Table 22: Satisfaction with Enforcing Laws That Keep Public Spaces Clean and Safe for Everyone, 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	27%	27%
4 (somewhat satisfied)	38%	35%
Total satisfied	<b>65%</b>	<b>62%</b>
3 (neutral)	25%	27%
2 (somewhat dissatisfied)	6%	5%
1 (very dissatisfied)	2%	4%
Total dissatisfied	<b>8%</b>	<b>9%</b>
Don't know/NA	3%	2%
Mean score	3.8	3.8

***Keeping City Streets and Alleys Clean***

High proportions are satisfied with the job the City is doing in *keeping city streets and alleys clean*. While 65 percent are satisfied, just 10 percent are dissatisfied. One in four (25 percent) give a neutral “3” rating. Evaluations have improved from 2009 when 57 percent were satisfied with the job the City was doing in this regard and 15 percent were dissatisfied (see **Table 23**).

**Table 23: Satisfaction with Keeping City Streets and Alleys Clean, 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	26%	28%
4 (somewhat satisfied)	39%	29%
Total satisfied	<b>65%</b>	<b>57%</b>
3 (neutral)	25%	27%
2 (somewhat dissatisfied)	7%	10%
1 (very dissatisfied)	3%	5%
Total dissatisfied	<b>10%</b>	<b>15%</b>
Don't know/NA	0%	1%
Mean score	3.8	3.7

Streets and Alleys Clean Among Subgroups

- Women ages 50 or older are among the most satisfied with the job the City is doing in *keeping city streets and alleys clean*, with 77 percent giving this response compared to 67 percent of younger women and 60 percent of men generally.
- Residents in the 90402 zip code are less satisfied with the City's job in *keeping city streets and alleys clean*, with 51 percent satisfied compared to the sample average of 65 percent. However, they are no more negative, but instead far more neutral (47 percent compared to 25 percent for the sample average).

***Removing Graffiti***

Just over six in ten (62 percent) respondents give the City positive marks for *removing graffiti* (statistically equal to the 59 percent who call this an important service), while six percent are dissatisfied in this area. Eight percent are unable to give a rating and 24 percent have a neutral view. Ratings are up very slightly from 2009 (see **Table 24**).

**Table 24: Satisfaction with Removing Graffiti, 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	30%	27%
4 (somewhat satisfied)	32%	31%
Total satisfied	<b>62%</b>	<b>58%</b>
3 (neutral)	24%	22%
2 (somewhat dissatisfied)	5%	8%
1 (very dissatisfied)	1%	4%
Total dissatisfied	<b>6%</b>	<b>12%</b>
Don't know/NA	8%	7%
Mean score	3.9	3.8

Graffiti Among Subgroups

- Non-white (70 percent and 71 percent of Latinos specifically) are more satisfied with graffiti removal than white respondents (60 percent), with white respondents more uncertain (10 percent to two percent of non-whites). However, when those who were not able to give an answer were excluded, non-white respondents continued to be more satisfied in this area (72 percent to 66 percent).

*The City gets some of its highest marks for public safety services. Analysis of fire protection, 911 services, and crime protection services are discussed below.*

***Putting Out and Preventing Fires***

Santa Monica gets its strongest ratings for *putting out and preventing fires*. Eighty-five percent are satisfied with the services they are provided in this regard (equal to its importance rating), with a high six in ten “very” satisfied (a “5” rating). Just two percent are dissatisfied, while six percent give a neutral “3” rating and eight percent are unable to provide a rating. Satisfaction ratings are up from 2009 by 14 points. At that time, a still-strong 71 percent were satisfied with the City’s job of *putting out and preventing fires* (see Table 25).

Satisfaction ratings for *putting out and preventing fires* is high with all subgroups, with little variation and more than eight in ten giving a “4” or “5” rating regardless of gender, ethnicity, major age groups (18 to 49 and 50+), years of residency, homeowners/renters, zip codes, and education.

**Table 25: Satisfaction with Putting Out and Preventing Fires, 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	60%	49%
4 (somewhat satisfied)	25%	22%
Total satisfied	<b>85%</b>	<b>71%</b>
3 (neutral)	6%	10%
2 (somewhat dissatisfied)	1%	3%
1 (very dissatisfied)	1%	2%
Total dissatisfied	<b>2%</b>	<b>5%</b>
Don't know/NA	8%	14%
Mean score	4.5	4.3

***Providing 911 Emergency Services***

*Providing 911 emergency services* is considered the most important service the City provides, and residents are positive about the job the City is doing in this regard. Nearly eight in ten (78 percent) are satisfied (and nearly half “very” satisfied at 49 percent), while just three percent dissatisfied. Just over one in ten (13 percent) were unable to give a review, while seven percent gave a neutral “3” rating. As shown in **Table 26**, the City’s positive ratings are up substantially from 2009. The proportion who are “satisfied” in this area is up 16 points from 62 percent. This reflects the higher proportion who are able to give an opinion, suggesting that familiarity with the 911 emergency services offered brings with it favorable reviews.

Three out of four respondents in nearly every subgroup are satisfied with the City’s job in *providing emergency 911 services*. Ratings are weakest among respondents in the 90402 zip code (65 percent, n=49).

**Table 26: Satisfaction with Providing 911 Emergency Services, 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	49%	39%
4 (somewhat satisfied)	29%	23%
Total satisfied	<b>78%</b>	<b>62%</b>
3 (neutral)	7%	11%
2 (somewhat dissatisfied)	1%	2%
1 (very dissatisfied)	2%	1%
Total dissatisfied	<b>3%</b>	<b>3%</b>
Don't know/NA	13%	24%
Mean score	4.4	4.3

***Reducing Crime and Protecting Public Safety***

Approximately seven in ten (69 percent) respondents are satisfied with the job the City is doing in *reducing crime and protecting public safety*—another issue of high importance to residents (83 percent calling it important). While 23 percent give a neutral “3” rating, just five percent are dissatisfied (three percent are unable to give a rating). As shown in **Table 27**, ratings have improved from 2009 when 58 percent were satisfied with the City in this regard. Although statistically no more negative in 2009 than currently, a higher proportion had a neutral view (a “3” rating)—32 percent in 2009 to 23 percent today.

**Table 27: Satisfaction with Reducing Crime and Protecting Public Safety  
 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	28%	22%
4 (somewhat satisfied)	41%	36%
Total satisfied	<b>69%</b>	<b>58%</b>
3 (neutral)	23%	32%
Total dissatisfied	<b>5%</b>	<b>6%</b>
Don't know/NA	3%	3%
Mean score	4.1	3.8

Reducing Crime and Protecting Public Safety Among Subgroups

- Three out of four respondents (76 percent) who feel Santa Monica is “very” well described as “safe” are satisfied with the job the City is doing in *reducing crime and protecting public safety*. A lower 58 percent of those who think the City is only “somewhat” well described as safe give this response.
- A very low percentage of respondents are dissatisfied with the job the City is doing in this area despite their views on crime. Forty-seven percent of those who think crime is a very or somewhat serious problem are satisfied with the job the City is doing with it nonetheless. Thirty-six percent have a neutral view, but just 13 percent are dissatisfied. Of those with a neutral view of the crime issue, 69 percent are satisfied with the job the City is doing in dealing with it, while 26 percent have a neutral view and just four percent are dissatisfied. Satisfaction is even greater among those who are not concerned about crime, 76 percent to three percent dissatisfied.

- High proportions of those who think the crime problem has gotten better (77 percent) or stayed the same (71 percent) are satisfied with the job the City is doing in dealing with the issue. However, just 12 percent of the small group who believe crime has gotten worse are dissatisfied with the City's job in dealing with it, while 44 percent are satisfied and 44 percent have a neutral view.
- Although the sample size is small, Latino respondents are less satisfied (59 percent satisfied) with the City's job in *reducing crime and protecting public safety* than are white respondents (70 percent) and non-white respondents (68 percent).
- Women ages 18 to 49 were less likely to be satisfied than women 50 or older (59 percent to 73 percent).
- Homeowners are slightly more satisfied than renters (74 percent to 65 percent).
- Satisfaction is higher in the 90401 (81 percent) and 90402 (85 percent) zip codes than it is in the other zip codes analyzed (between 61 percent and 67 percent). However, dissatisfaction does not rise above eight percent in any zip code.

***The City also receives solid ratings for providing services to seniors and youth, among those familiar. It is not surprising that a fairly large proportion are not able to give a rating in these areas that apply to subpopulations of the City.***

### ***Providing Services for Seniors***

Just under half of respondents (48 percent) are satisfied with the job the City is doing in *providing services for seniors*. While this satisfaction rating is among the lowest for any item (and far below the 71 percent who consider it an important service), positive ratings outweigh negative reviews by nearly 10-to-1 (48 percent to five percent), suggesting that those who are familiar are satisfied. A high 22 percent were unable to give an opinion and 26 percent had a neutral view, suggesting a lack of knowledge as well. There is little change from 2009 (see **Table 28**).

**Table 28: Satisfaction Providing Services for Seniors, 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	26%	28%
4 (somewhat satisfied)	22%	23%
Total satisfied	<b>48%</b>	<b>51%</b>
3 (neutral)	26%	16%
2 (somewhat dissatisfied)	3%	4%
1 (very dissatisfied)	2%	1%
Total dissatisfied	<b>5%</b>	<b>5%</b>
Don't know/NA	22%	29%
Mean score	3.8	4.0

Results for Providing Services for Seniors Among Subgroups

- Women ages 50 or older are among the most satisfied (66 percent), and more so than men ages 50 or older (48 percent), with men ages 50 or older far more likely to give a neutral response than women 50 years of age or older (35 percent to 15 percent). There was little difference in dissatisfaction or the rate of indecision.
- With or without excluding unfamiliar respondents, white respondents are less satisfied with the City's job in *providing services for seniors* than are non-whites. Looking at the sample as a whole (with "don't knows"), 44 percent of white respondents are satisfied in this area, compared to 58 percent of non-whites and 60 percent of Latinos specifically. However, white respondents are no more dissatisfied, but rather more likely to have a neutral view (they are equally uncertain).
- Those in the 90402 zip code are the most likely to not be able to evaluate the City in this area, with 40 percent uncertain. Those in the 90404 zip code are least likely to give this response (12 percent uncertain). As a result, those in the 90404 zip code are the most satisfied (58 percent satisfied) and those in the 90402 zip code are the least (27 percent satisfied). Dissatisfaction is low across all zip codes, but greatest in the 90405 zip code (eight percent dissatisfied).
- Satisfaction is higher among those without a college degree than those with one (55 percent to 45 percent), in part reflecting the higher rate of uncertainty among college graduates (17 percent to 24 percent "don't know" among college graduates).



- Not surprisingly, a higher number of residents 50 years of age or older were able to evaluate the City for providing senior services than those younger. While 29 percent of those under 50 were unable to give a rating, just 11 percent of those older were unable to do so. As a result, those 18 to 49 were less satisfied (41 percent) than those older (57 percent). When those who were unable to give an opinion were excluded, satisfaction rates rise from those 18 to 49 (58 percent) to 50 to 64 (60 percent) to 65 or older (70 percent). There is little difference in dissatisfaction ratings—with no more than eight percent of any age cohort dissatisfied—with the variation made up by neutral responses.

As shown in **Table 29**, satisfaction ratings have declined with seniors since 2009, with 62 percent satisfied today compared to 72 percent two years ago. However, rather than being more negative in their evaluation, these respondents are more likely to give a neutral view.

**Table 29: Satisfaction Providing Services for Seniors Among those 65+ 2009 and 2011**

Rating	2011	2009
	N=65	N=73
5 (very satisfied)	43%	46%
4 (somewhat satisfied)	19%	26%
Total satisfied	<b>62%</b>	<b>72%</b>
3 (neutral)	20%	11%
2 (somewhat dissatisfied)	5%	4%
1 (very dissatisfied)	1%	5%
Total dissatisfied	<b>6%</b>	<b>9%</b>
Don't know/NA	11%	8%
Mean score	3.6	4.1

### ***Providing Services for Youth***

One in five (20 percent) respondents were unable to evaluate the City's job in providing youth services and another 23 percent gave a neutral "3" rating potentially suggesting a low level of familiarity. However, 52 percent gave the City a positive rating in this regard, while just six percent are dissatisfied—for a nearly 9-to-1 ratio of satisfied to dissatisfied residents. This rating is slightly up from 2009 when 47 percent had a positive impression; however there is no change in the mean rating (see **Table 30**). While the

satisfaction rating falls well below the importance rating, this reflects that large number are unable to give an evaluation.

**Table 30: Satisfaction with Providing Services for Youth, 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	23%	23%
4 (somewhat satisfied)	29%	24%
<b>Total satisfied</b>	<b>52%</b>	<b>47%</b>
3 (neutral)	23%	23%
2 (somewhat dissatisfied)	4%	5%
1 (very dissatisfied)	2%	2%
<b>Total dissatisfied</b>	<b>6%</b>	<b>7%</b>
Don't know/NA	20%	24%
Mean score	3.8	3.8

Providing Services for Youth Among Subgroups

- White respondents, continuing the trend seen in other areas, are less likely to be satisfied (47 percent) than non-white (65 percent) or Latino respondents specifically (73 percent). White respondents are no more negative, but rather more likely to give a neutral “3” response. The ethnic/racial difference holds up even when those who are unable to give an opinion are excluded from the analysis (so that only views of those who can rate the City are compared).
- Those with children under 17 are more satisfied than those without (62 percent to 49 percent), with the latter far more likely to not be able to give an opinion (22 percent to 11 percent). However, even when those unable to give an opinion are excluded from the analysis, those with children under the age of 17 are at least slightly more satisfied in this regard (70 percent to 63 percent).
- Satisfaction is also higher among those without a college education than those with one (61 percent to 48 percent), with college-educated respondents more likely to be uncertain (23 percent to 12 percent). When excluding those who were uncertain, there is less difference in the ratings for youth services (69 percent of non-college to 62 percent of college).

*The City gets strong ratings in a number of other areas. These are presented below in order of satisfaction.*

***Providing Public Library Services***

The City receives some of its strongest ratings for *providing public library services*. As in 2009, 82 percent are satisfied with the City’s job in this regard and three percent are dissatisfied (statistically equal to the 78 percent who call it important). However, a higher 62 percent were “very” satisfied in 2009 compared to 53 percent currently. While the explanation for the drop in “very” satisfied ratings in Santa Monica specifically is uncertain, library usage in general is up and therefore may have produced longer waiting times and fewer available books and services in Santa Monica libraries. **Table 31** illustrates the results.

The City gets high marks for *providing library services* among all demographic groups and in all zip codes, with satisfaction ratings above 80 percent with every subgroup when excluding those who were unable to give an opinion.

**Table 31: Satisfaction with Providing Public Library Services  
 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	53%	62%
4 (somewhat satisfied)	29%	20%
Total satisfied	<b>82%</b>	<b>82%</b>
3 (neutral)	12%	11%
2 (somewhat dissatisfied)	2%	2%
1 (very dissatisfied)	1%	1%
Total dissatisfied	<b>3%</b>	<b>3%</b>
Don’t know/NA	3%	5%
Mean score	4.4	4.5

***Offering Public Transportation Alternatives, such as the Big Blue Bus***

Despite a high level of concern about traffic and naming it among the most important services, nearly three out of four (74 percent) respondents are satisfied with the job the City is doing *offering public transportation alternatives, such as the Big Blue Bus* (see **Table 32**). A low seven percent are dissatisfied, while 16 percent have a neutral view (two percent are uncertain). This question was asked for the first time this year.

High proportions of all subgroups are satisfied with the City’s job in *offering public transportation alternatives*, including 74 percent of those who think traffic congestion is a serious problem and 75 percent of those who feel traffic congestion has gotten worse. Although the sample size is small, the highest proportion who are dissatisfied reside in the 90402 zip code (16 percent).

**Table 32: Satisfaction with Offering Public Transportation Alternatives, Such as the Big Blue Bus, 2011**

Rating	2011
5 (very satisfied)	42%
4 (somewhat satisfied)	32%
Total satisfied	<b>74%</b>
3 (neutral)	16%
2 (somewhat dissatisfied)	5%
1 (very dissatisfied)	2%
Total dissatisfied	<b>7%</b>
Don’t know/NA	2%
Mean score	4.1

***Helping the Community be Environmentally Responsible***

The City’s efforts to help *the community be environmentally responsible* are well received, with 68 percent satisfied in this area (equal to its importance rating). Just seven percent are dissatisfied, while 24 percent have a neutral (3-rating) view and two percent are uncertain. The proportion who are satisfied in this regard is up slightly from 2009 when a still-high 63 percent were satisfied and nine percent were dissatisfied (see **Table 33**).

**Table 33: Satisfaction with Helping the Community be Environmentally Responsible, 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	32%	32%
4 (somewhat satisfied)	36%	31%
Total satisfied	<b>68%</b>	<b>63%</b>
3 (neutral)	24%	22%
2 (somewhat dissatisfied)	5%	5%
1 (very dissatisfied)	2%	4%
Total dissatisfied	<b>7%</b>	<b>9%</b>
Don't know/NA	2%	5%
Mean score	3.9	3.9

Environmental Responsibility by Subgroups

Similar proportions of all subgroups are satisfied in this regard. The trend persists with white respondents being slightly more likely to be neutral in response than positive. While 74 percent of non-white respondents (75 percent of Latinos) are satisfied with the job the City is doing in *helping the community be environmentally responsible*, a lower 65 percent of white respondents are so. Post-graduates are among the most likely to hold this view (75 percent).

***Providing Cultural and Arts Opportunities***

Nearly two out of three respondents (63 percent) are satisfied with the job the City is doing in *providing cultural and arts opportunities*, while a low nine percent are dissatisfied. This result is unchanged from two years ago (see **Table 34**). Satisfaction ratings are nearly equal to the 58 percent who call this an important service to provide.

**Table 34: Satisfaction with Providing Cultural and Arts Opportunities  
 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	27%	34%
4 (somewhat satisfied)	36%	29%
Total satisfied	<b>63%</b>	<b>63%</b>
3 (neutral)	23%	20%
2 (somewhat dissatisfied)	6%	6%
1 (very dissatisfied)	3%	3%
Total dissatisfied	<b>9%</b>	<b>9%</b>
Don't know/NA	6%	8%
Mean score	3.8	3.6

Cultural and Arts Opportunities by Subgroups

There is little notable difference in satisfaction ratings in this area by subgroups. White respondents (64 percent) are slightly more likely to be satisfied than non-whites (58 percent) and Latino respondents specifically (54 percent). Women ages 50 or older are more likely to be satisfied (72 percent) than younger women (60 percent) or men generally (60 percent).

***Providing Recreation and Sports Programs***

Just under six in ten (58 percent) are satisfied with the job the City is doing in *providing recreation and sports programs* (equal to its importance rating). A low six percent are dissatisfied, while 10 percent are unable to provide an evaluation, and 26 percent give a neutral “3” rating. As shown in **Table 35**, these ratings are unchanged from 2009.

**Table 35: Satisfaction with Providing Recreation and Sports Programs, 2009 and 2011**

Rating	2011	2009
5 (very satisfied)	26%	32%
4 (somewhat satisfied)	32%	27%
Total satisfied	<b>58%</b>	<b>59%</b>
3 (neutral)	26%	22%
2 (somewhat dissatisfied)	4%	4%
1 (very dissatisfied)	2%	2%
Total dissatisfied	<b>6%</b>	<b>6%</b>
Don't know/NA	10%	14%
Mean score	3.8	4.0

Providing Recreation and Sports Programs Among Subgroups

- Women are more likely to be satisfied with the recreation and sports program provided than men (63 percent to 51 percent). However, while there is no difference by men and women ages 50 or older, women 18 to 49 are more satisfied than men in this age cohort (66 percent to 48 percent). Younger men are only slightly more dissatisfied (10 percent to two percent), but more likely to have a neutral view (33 percent to 22 percent).
- Those with children under the age of 17 are more satisfied with the recreation and sports programs than those without (70 percent to 54 percent), in part reflecting their greater awareness (only four percent unable to answer, compared to 12 percent among those without children under 17).
- Although the sample size is small, mothers are more positive than fathers (82 percent to 58 percent satisfied), while fathers are more likely to give a neutral rating (33 percent to 11 percent). This may reflect that mothers are more likely to enroll their children in recreational programs.
- Non-whites are more satisfied (67 percent, including 64 percent of Latinos) than white respondents (54 percent). White respondents are more likely to be neutral rather than more dissatisfied.
- Those in the 90404 zip code are the most likely to be satisfied in this area (65 percent), and slightly more so than those in other zip codes (45 percent to 58 percent).

***Enforcing the City’s Noise Laws***

As shown in **Table 36**, 51 percent are satisfied with the City’s job *enforcing noise laws*, while just nine percent are dissatisfied. Nearly three in ten (28 percent) gave a neutral “3” rating and 11 percent are uncertain—suggesting that as many as four in ten residents are not knowledgeable enough to give a rating one way or the other. These ratings are little changed from 2009. As mentioned, this issue is named by some of the lowest proportions as an important service (46 percent).

**Table 36: Satisfaction with Enforcing the City’s Noise Laws, 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	21%	20%
4 (somewhat satisfied)	30%	35%
<b>Total satisfied</b>	<b>51%</b>	<b>55%</b>
3 (neutral)	28%	21%
2 (somewhat dissatisfied)	5%	8%
1 (very dissatisfied)	4%	5%
<b>Total dissatisfied</b>	<b>9%</b>	<b>13%</b>
Don’t know/NA	11%	12%
Mean score	3.7	3.7

Noise Laws Enforcement Among Subgroups

There is little notable variation in the proportions satisfied with *enforcing the City’s noise laws*.

- Women are slightly more satisfied with the enforcement of noise laws than men, with 55 percent satisfied to 46 percent of men. Men are nearly twice as likely to be dissatisfied (13 percent to seven percent).
- White respondents are less satisfied with enforcement of noise laws (48 percent) than are Latino (65 percent) or non-white (57 percent) respondents generally. However, they are twice as likely to be unable to give a rating (14 percent) than Latino (seven percent) and non-white (six percent) respondents. Even when those unable to give an opinion are excluded (so only those able to answer the question are compared), white respondents are less satisfied than Latinos (56 percent to 70 percent), but the distinction is less notable when comparing with non-whites overall (56 percent to 61 percent among non-whites).



***Providing Access for Cyclists***

Just under half (49 percent) are satisfied with the job the City is doing *providing access for cyclists*. This proportion falls below the 58 percent who consider it an important service. A low 15 percent are dissatisfied, while one in three (33 percent) have a neutral view in this regard. This question was not asked in 2009 (see **Table 37**).

There is little variation by subgroup, with white respondents less satisfied than non-white respondents (45 percent to 60 percent—including 61 percent of Latinos) and newer residents slightly more satisfied than longer-term residents (53 percent of residents under 10 years to 46 percent of longer-term residents). Those who own a bike are more dissatisfied in this regard than those who do not (20 percent to eight percent).

**Table 37: Satisfaction Providing Access for Cyclists, 2011**

Rating	2011
5 (very satisfied)	21%
4 (somewhat satisfied)	28%
Total satisfied	<b>49%</b>
3 (neutral)	33%
2 (somewhat dissatisfied)	12%
1 (very dissatisfied)	3%
Total dissatisfied	<b>15%</b>
Don't know/NA	2%
Mean score	3.5

***Zoning Law Enforcement***

As often seen in other cities, awareness and concern about the enforcement of City zoning laws is low in Santa Monica. When asked to rate their satisfaction with the job the City is doing in this area, two in ten (21 percent) were unable to give an evaluation. In part because of the high rate of indecision, the City receives some of its lowest satisfaction ratings in this area (41 percent). However, the proportion satisfied with the City in this area outweighs the proportion dissatisfied by a margin of 4-to-1 (41 percent to 11 percent). A high 28 percent give a neutral “3” rating—another indicator of the lack of awareness of this City service. Satisfaction ratings are up very slightly from 2009 (see **Table 38**).

**Table 38: Satisfaction with Enforcing the City’s Building and Zoning Laws  
 2009 and 2011**

<b>Rating</b>	<b>2011</b>	<b>2009</b>
5 (very satisfied)	20%	16%
4 (somewhat satisfied)	21%	21%
<b>Total satisfied</b>	<b>41%</b>	<b>37%</b>
3 (neutral)	28%	26%
2 (somewhat dissatisfied)	5%	7%
1 (very dissatisfied)	6%	8%
<b>Total dissatisfied</b>	<b>11%</b>	<b>15%</b>
Don’t know/NA	21%	24%
Mean score	3.5	3.4

Enforcement of Building and Zoning Laws by Subgroups

Because of the high rate of uncertainty, this service is analyzed excluding those who were unable to evaluate the City on its enforcement of building and zoning laws.

- Looking only at those familiar enough to give a rating, single-family home dwellers are more satisfied than those living in multi-family homes (44 percent to 54 percent). Related, renters are more satisfied than homeowners (56 percent to 44 percent).
- Satisfaction declines with education, from 71 percent of those with a high school education or less to 39 percent of post-graduates.
- Men are slightly more likely to be satisfied than women when considering only those able to give a rating (55 percent to 47 percent).

## **Relationship Between Overall Importance and Satisfaction Ratings**

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The mean (average) scores for the importance of each service and satisfaction in each area are generally strong—with ratings above the mid-point in all areas. **Figure 6** illustrates the cross-section of the overall mean importance (4.0) and satisfaction ratings (3.8) for all services compared to the residents' ranking for individual services (and **Figure 7** provides a legend). As in most city satisfaction surveys, the overall rating for satisfaction is lower than the overall rating for importance.<sup>11</sup>

Quadrant 1 is the upper left quadrant, with remaining quadrants numbered in clock-wise fashion.

Quadrants 2 and 4 present the most striking differences between the overall residents' importance and satisfaction ratings with each service. In the case of quadrant 2, high importance, but lower satisfaction, the overall residents' rating of importance and satisfaction of *keeping traffic on city streets flowing smoothly* (C) and *dealing with homeless people in Santa Monica* (T) stand out as the most inconsistent. These services receive a higher relative importance rating than satisfaction. The fact that these items are located in quadrant 3 suggests that residents perceive them as relatively more important, but less satisfyingly delivered than the other services.

*Keeping city streets and alleys clean* (J) falls just into this quadrant as well, with a mean importance rating of 4.1 and a mean satisfaction rating of 3.8. Therefore, its importance is just slightly above the mean importance for all services (4.1), but satisfaction is at the average rating of 3.8.

In the case of quadrant 4, low importance but high satisfaction, a few services are clustered closely in this quadrant. Among them are *keeping street trees trimmed* (L), *removing graffiti* (I), and *helping the community be more environmentally responsible* (N), with *providing services for seniors* (P) falling just at the average for satisfaction, but slightly below average in importance. These results suggest, as a group, that residents' expectations for these services are lower than their satisfaction with the respective services.

Quadrant 1, high importance and high satisfaction, includes 10 services. These services are all above (or just at) the overall mean rating for importance and satisfaction for all services. *Putting out and preventing fires* (F), *providing public library services* (D), *providing emergency 911 services* (H), *collecting trash and recycling from your home* (A), *maintaining city parks* (X), *offering public transportation alternatives* (V), *maintaining city beaches* (Y), and *reducing crime and protecting public safety* (U) fall solidly in this quadrant. *Providing services for youth* (O) and *enforcing laws that keep*

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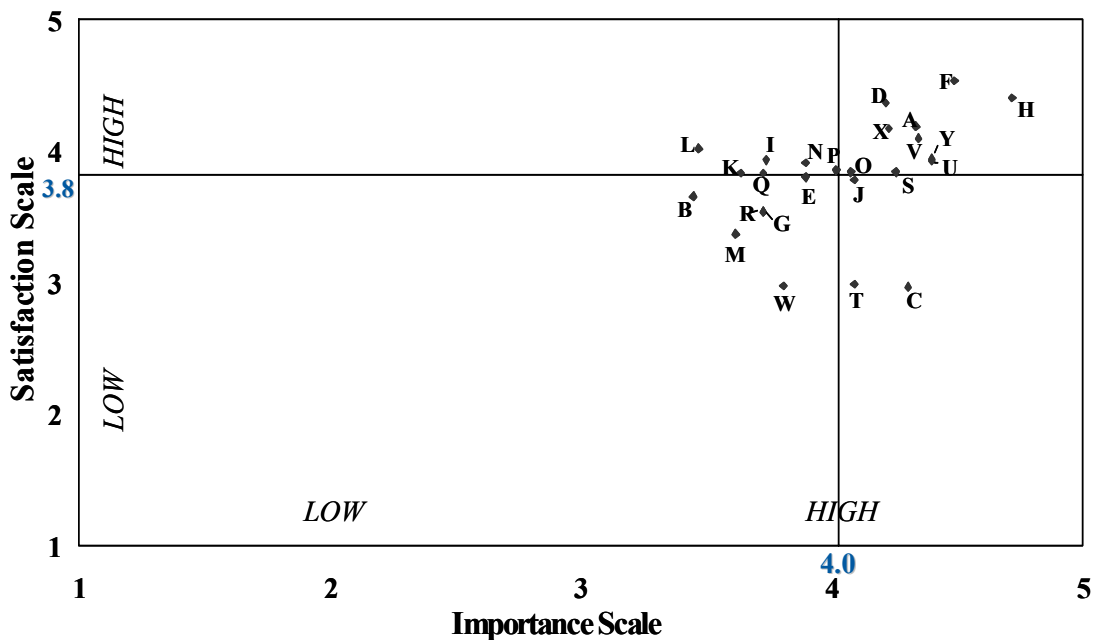
<sup>11</sup> The assumption used in this analysis is that the means of the overall importance and satisfaction ratings for all services are the overall normative expectation of importance and satisfaction for the group.

*public spaces clean and safe for everyone* (S) have importance ratings just above the mean importance score for all services, but have satisfaction ratings equal to the overall mean satisfaction score for all services (3.8).

Quadrant 3, low importance and low satisfaction, indicates that the five remaining services receive group ratings that are both below the overall mean rating of importance and satisfaction for all services. *Ensuring there is affordable housing* (W), *enforcing laws against overnight camping in parks and doorways* (M), *providing access for cyclists* (G), *enforcing the city's building and zoning laws* (R), and *enforcing the city's noise laws* (B) receive the lowest group ratings on both the overall ratings of importance and satisfaction.

*Street and sidewalk maintenance* (E), *providing cultural and arts opportunities* (K), and *providing recreation and sports programs* (Q), fall right at the mean in satisfaction, but below the mean for importance.

**Figure 6: Mean Importance and Satisfaction Rating Comparison of Services, 2011**



**Figure 7: Legend for Mean Importance and Satisfaction Rating Comparison of Services and Features, 2011**

*(Based on the Average Mean Score for Satisfaction and Importance)*

<p><b>Quadrant 4 (Low Importance, High Satisfaction)</b></p> <ul style="list-style-type: none"> <li>L. Keeping street trees trimmed</li> <li>I. Removing graffiti</li> <li>N. Helping the community be more environmentally responsible</li> <li>P. Providing services for seniors</li> <li>K. Providing cultural and art opportunities</li> <li>Q. Providing recreation and sports programs</li> </ul>	<p><b>Quadrant 1 (High Importance, High Satisfaction)</b></p> <ul style="list-style-type: none"> <li>F. Putting out and preventing fires</li> <li>D. Providing public library services</li> <li>H. Providing emergency 911 services</li> <li>A. Collecting trash and recycling from your home</li> <li>X. Maintaining city parks</li> <li>V. Offering public transportation alternatives, such as the Big Blue Bus</li> <li>Y. Maintaining city beaches</li> <li>U. Reducing crime and protecting public safety</li> <li>O. Providing services for youth</li> <li>S. Enforcing laws that keep public spaces clean and safe for everyone</li> </ul>
<p><b>Quadrant 3 (Low Importance, Low Satisfaction)</b></p> <ul style="list-style-type: none"> <li>E. Street and Sidewalk maintenance</li> <li>B. Enforcing the city's noise laws</li> <li>G. Providing access for cyclists</li> <li>R. Enforcing the city's building and zoning law</li> <li>M. Enforcing laws against overnight camping in parks and doorways</li> <li>W. Ensuring there is affordable housing</li> </ul>	<p><b>Quadrant 2 (High Importance, Low Satisfaction)</b></p> <ul style="list-style-type: none"> <li>J. Keeping city streets and alleys clean</li> <li>T. Dealing with homeless people in Santa Monica</li> <li>C. Keeping traffic on city streets flowing smoothly</li> </ul>

## **Disaster Preparedness Programs**

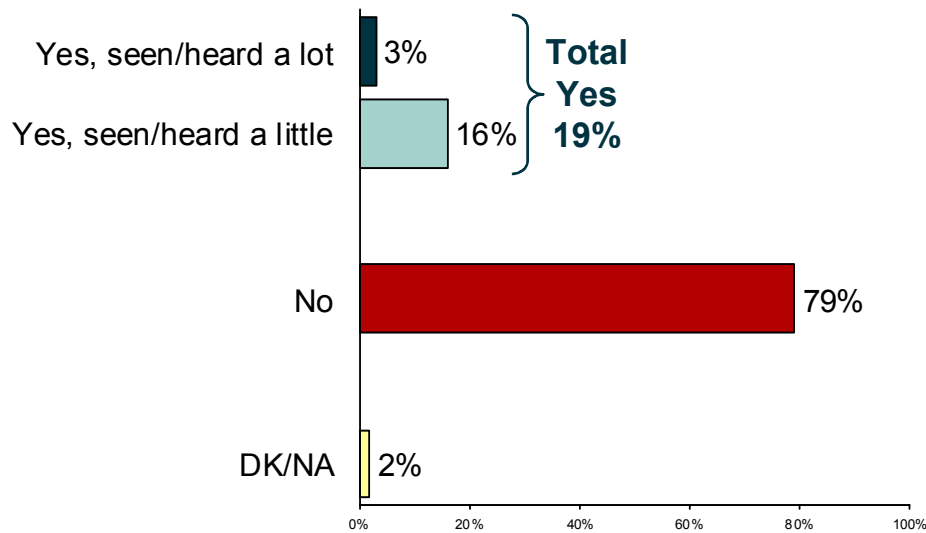
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### **The DART Program**

For the first time this year, survey respondents were asked about Santa Monica's Disaster Assistance Response Training program, known as DART.

There is little awareness of the DART program, with eight in ten having no familiarity with it (see **Figure 8**). Sixteen percent have heard "a little" about it and three percent have heard "a lot."

**Figure 8: Familiarity with the DART Program, 2011**

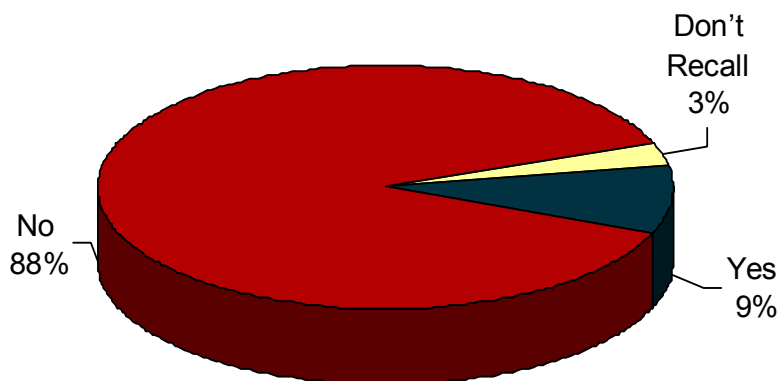


Familiarity with the DART program generally does not exceed 25 percent with most subgroups. Familiarity is higher among residents of 10 years or more (27 percent) than those of a lesser tenure (approximately 11 percent). Homeowners are slightly more familiar than renters as well (24 percent to 17 percent). Familiarity is highest among those in single-family residences (30 percent).

Just under one in ten respondents familiar with the DART Program have participated in the City's one-day DART training course (as shown in **Figure 9**).

**Figure 9: Participation in the One-Day DART Training Course, 2011**

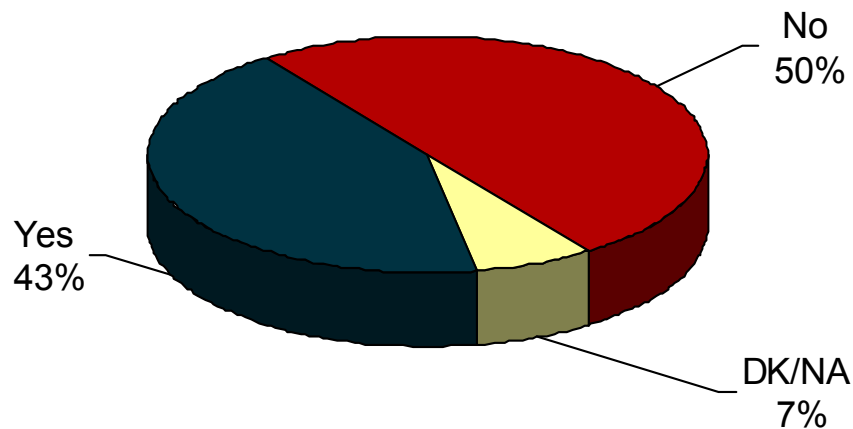
*(Asked among those familiar with DART, n=80)*



As shown in **Figure 10**, among those who are not familiar with the DART program, 43 percent said they would be interested in taking part in a free one-day DART training course “designed to help better prepare residents or anyone who works in Santa Monica in the event of a disaster.” This is a very high level of interest for this type of program; if even a small fraction of those interested participated, the program would be considered a success.

**Figure 10: Interest in the DART Program, 2011**

*(Asked among those who were not familiar with DART, n=400)*

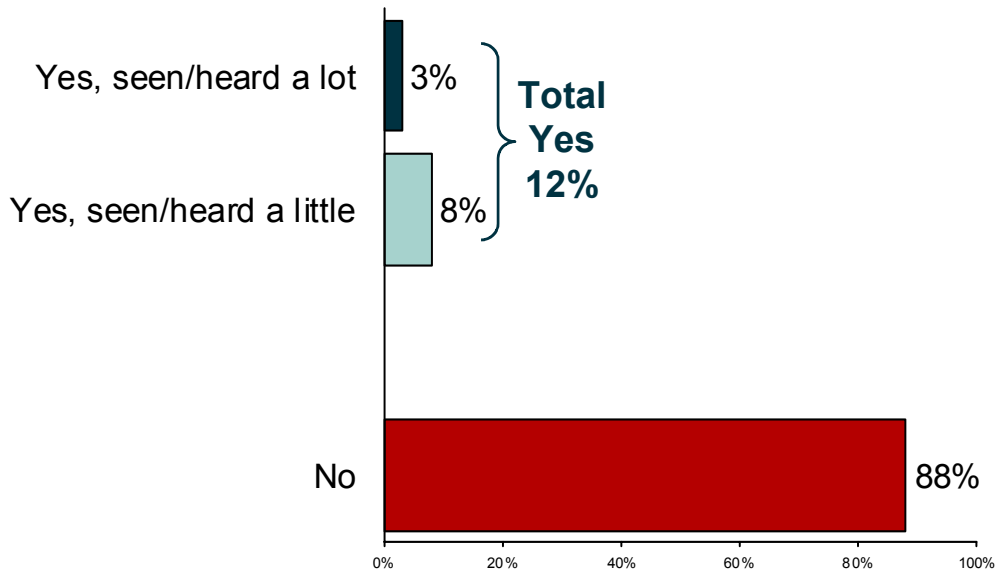


Interest in the program is greatest with those ages 40 to 64 (54 percent). It is also slightly greater with renters than homeowners (45 percent to 37 percent). Residents of less than five years show less interest (34 percent) than those of longer tenures (approximately 46 percent). Interest is also lowest in the 90405 zip code (33 percent).

### **I've Got 7 Program**

Also for the first time this year, residents were asked their familiarity with the City's Emergency Preparedness program, known as "I've Got 7." Just one in ten have heard or seen "a lot" (three percent) or "some" (eight percent) about this program, while 89 percent are unfamiliar (see **Figure 11**). There is a low level of familiarity regardless of demographic groups analyzed.

**Figure 11: Familiarity with the “I’ve Got 7” Program**

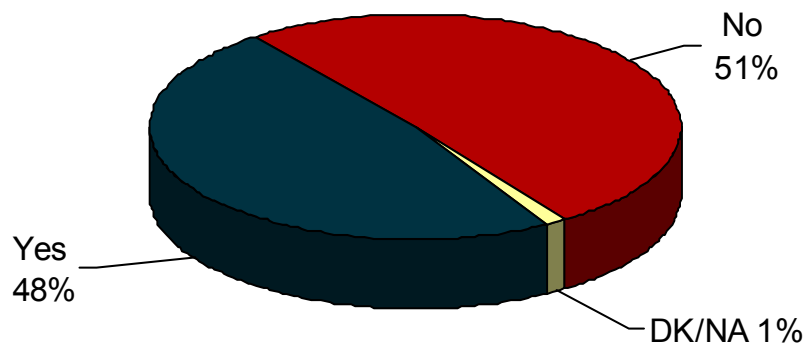


### Emergency Preparedness

Just under half (48%) of respondents believe they “currently have at least seven days of supplies on hand in case of an emergency, such as an earthquake.” It is important to note that this self-reported result may not indicate actual preparedness. Further, the fact that nearly half the residents reported having at least seven days of supplies may be explained by other reasons and not specifically in preparation for a possible disaster. **Figure 12** illustrates the results.

**Figure 12: Preparedness for an Emergency**

*Thinking about your own household, do you currently have at least seven days of supplies on hand in case of an emergency, such as an earthquake?*





- Latino residents are less likely to say they have seven days of emergency supplies on hand than white respondents (35 percent to 49 percent). Those ages 65 or older are more likely to say they are prepared with seven days of supplies than those younger (65 percent to 44 percent). Related to age, a higher proportion of residents of 10 years or more say they are prepared than those of a lesser tenure (55 percent to 41 percent).
- Homeowners are more likely to be prepared than renters (54 percent to 44 percent), with those living in single-family homes the most likely to be prepared (63 percent).
- Those in the 90402 zip code are more likely to say they are prepared (at 64 percent) than those in other zip codes (no more than 48 percent in any other zip code).

## **The LUCE Program**

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### **Importance of LUCE Benefits**

Survey respondents were asked to consider a city initiative called the Land Use and Circulation Element, also known as LUCE. They were read the following information:

*One aspect of this initiative requires that developers proposing new construction contribute to maintaining the city's character by investing in community benefits as part of their development agreement.*

After hearing this statement, the respondents were asked to rate how important a number of public community benefits would be to them—knowing that not every benefit can be provided by each developer. The respondents used the familiar 5-point scale, where a “1” indicated it was not important at all and a “5” indicated it was “very” important. All items were considered at least somewhat important, as indicated by mean ratings of 3.5 to 4.2 (see **Figure 13**).

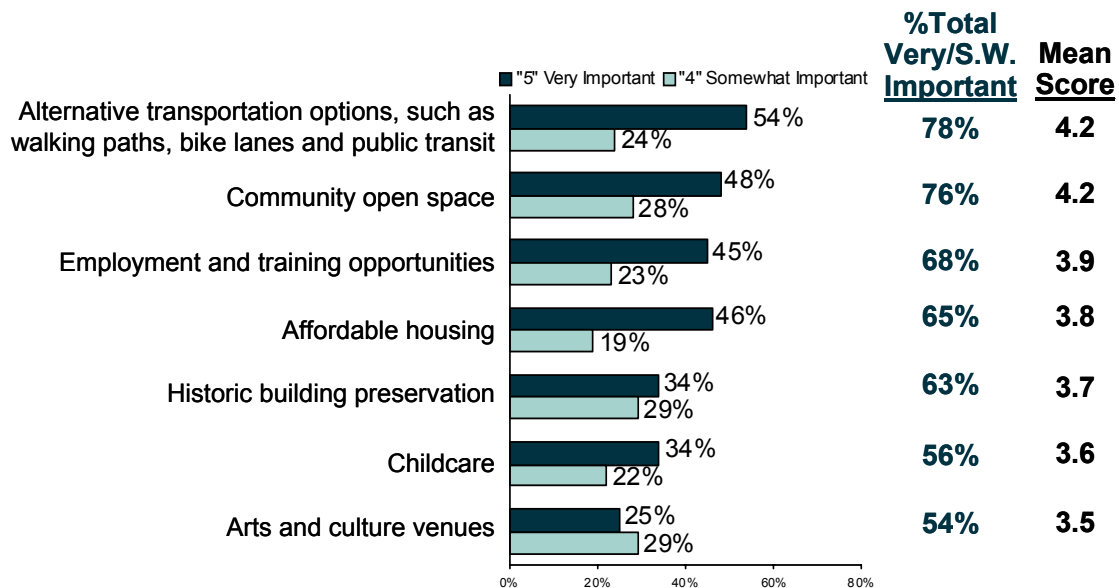
Providing *alternative transportation options, such as walking paths, bike lanes, and public transit* is considered important in the highest numbers, with 78 percent deeming it important (54 percent very important). This item was called important (a “4” or “5” rating) in the highest or second highest numbers of all items tested among all demographic groups analyzed. These results further confirm earlier findings that alternative transportation options are a high priority for Santa Monica residents.

Statistically equal in importance is providing *community open space*, with 76 percent calling this important (48 percent very important). This item also ranked as the most important or second most important item with nearly all demographic groups analyzed.

Other items clustered closely together in importance are *employment and training opportunities* (68 percent important), *affordable housing* (65 percent important), and *historical building preservation* (63 percent important).

Over half also consider providing *childcare* (56 percent important) and *arts and culture venues* (54 percent) to be important.

**Figure 13: Importance of Potential Community Benefits Under LUCE, 2011**  
 (Ranked by “4” and “5” ratings indicating overall importance)



LUCE Benefits Among Subgroups

- The importance (based on a “4” or “5” ranking) of the LUCE-related benefits were ranked similarly among men and women. Women are slightly more likely to consider *employment and training opportunities* important than men (72 percent to 63 percent), although both men and women ranked this item similarly among the list. Although among the lowest rated items, women are more likely to consider *arts and cultural venues* to be important than men (59 percent to 48 percent). Overall, white women place more importance on each item than white men.
- Alternative transportation was the top item regardless of ethnicity. However, non-whites placed more importance on *employment and training opportunities* than white respondents (78 percent to 64 percent, in particular non-whites 18 to 49 at 82 percent). This is also the case with *affordable housing* (73 percent important among non-white respondents to 62 percent of white respondents) and *childcare* (65 percent to 54 percent). While the sample size is small, making the results less reliable, there

is a suggestive trend of non-white respondents placing a higher priority on benefits that reduce financial stresses.

- There is little difference in response by those 18 to 49 or older and no notable trends looking at small age cohorts. However, women ages 18 to 49 place more importance on *childcare* than older women (65 percent to 52 percent).
- Although *alternative transportation* and *community open space* ranked at the top among homeowners and renters, renters were more likely to name the former as important than homeowners (83 percent to 71 percent). They were also more likely to call important *employment and training opportunities* (75 percent to 54 percent), *affordable housing* (77 percent to 43 percent), and *childcare* (63 percent to 46 percent).
- The same benefits generally ranked at the top by years of residency. However, those living in the City less than ten years were more likely to call *employment and training opportunities* important than longer-term residents (73 percent to 63 percent), while those living in the City 10 years or more placed more importance than those younger on *historic building preservation* (71 percent to 56 percent).
- The sample sizes of each zip code are too small for reliable analysis. However, suggestive trends emerged in the findings. Those in the 90404 zip code—an economically more challenged zip code consider *affordable housing*, *employment and training opportunities*, and *childcare* to be important in higher numbers than those in other zip codes. Those in the 90402 zip code—the most affluent zip code—are less likely to consider *alternative transportation* or *affordable housing* to be important than those in other zip codes. *Community open space* and *alternative transportation* are the top benefits regardless of zip code (with employment and housing tied as the top benefits in 90404).
- *Alternative transportation* was the top benefit regardless of educational attainment. However, those with less education consider most other benefits to be important in higher numbers. The importance of *employment and training opportunities* declined from 85 percent among those with a high school education or less to 56 percent of post-graduates. The same trend was apparent with *affordable housing*, with 77 percent of those with a high school education calling this an important benefit compared to 60 percent of post-graduates. The childcare benefit was important to 70 percent of those with a high school education or less, but just 46 percent among post-graduates. Furthermore, while 78 percent of those with a high school education or less consider *historical building preservation* to be important, a lower 56 percent of post-graduates do so. And *arts and culture venues* are important to 67 percent of those with the lowest level of educational attainment compare to 43 percent of those with the greatest. There was no notable trend in response to *community open space*, with this benefit at the top regardless of education.

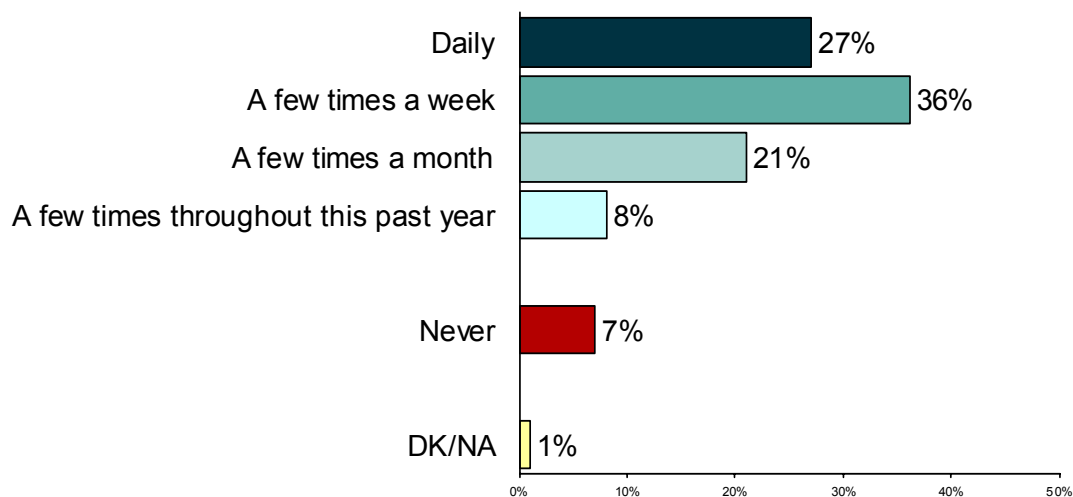
All the items that showed a declining proportion calling them important as educational attainment rises also were called important by lower proportions of college-educated men—but not college-educated women. This suggests that the views of college-educated men stand behind the difference in opinion by educational attainment.

- Not surprisingly, those with children under 17 years of age put more importance on *childcare* than those without (71 percent to 52 percent).

### Travel Without a Car

Respondents were asked how frequently they “made a trip to work, school, the grocery store, coffee shop, or other frequent destination without a car.” Just over one in four (27 percent) said they do so daily, while another 36 percent do so a few times a week—for a total of 63 percent frequently going about town without a car. Another 21 percent do so a few times a month. Just eight percent said they only make such trips without a car a few times in the past year and seven percent never do so (see **Figure 14**). While these results suggest a population that is eager and willing to take care of daily business without stepping into their car, it is important to note the question does not allow us to determine if residents have taken extra effort to make trips that are not easily traveled without a car using alternative means. While they may walk their children to their school around the block each day, they may still get in their car to travel four blocks to the nearest coffee shop or grocery store.

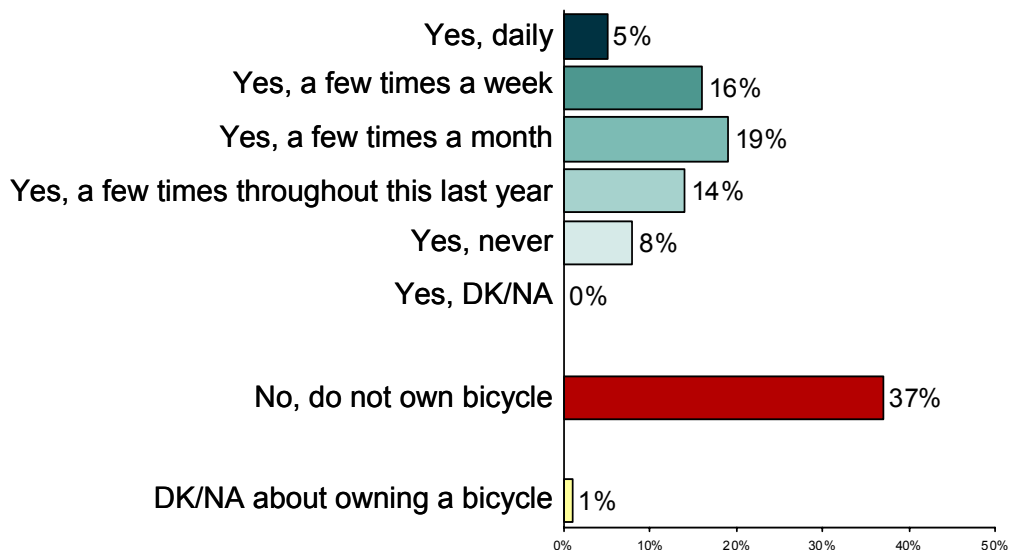
**Figure 14: Frequency of Traveling to Destinations Without a Car, 2011**



- There is little difference in the proportion who made a trip to a frequent destination without a car daily or a few times a week by gender or ethnicity. The proportion who did so is greater among those 18 to 49 (68 percent) than those older (56 percent), with men ages 18 to 49 the most likely to take trips to frequent destinations without a car at least a few times a week (73 percent).
- Those who think traffic congestion is not a serious concern are among the most likely to make such trips at least a few times a week (77 percent). Those who think traffic congestion has gotten better or stayed the same are more likely to use alternative forms of transportation at least a few times a week than those who think traffic congestion has gotten worse (74 percent to 58 percent). This suggests that those who are impacted most by traffic congestion have the worst perception of it.
- Those in the 90403 zip code are among the most likely to make a frequent trip without a car at least a few times a week (76 percent), while those in the 90402 zip code are among the least likely to do so (36 percent).
- While 68 percent of renters said they make trips around town without a car, a lower 54 percent of homeowners do so. Related, those living in a single-family home are less likely to do so than those living in multi-family units (43 percent to 68 percent).
- There is little difference in the proportion who make local trips without a car at least a few times a week by bike ownership, with 60 percent of those who do not own a bike giving this response compared to 65 percent of those who own a bike. Not surprisingly, 86 percent of those who ride their bike at least a few times a week said they make local trips without a car at least a few times a week, while the proportion declined as bike usage declined (59 percent of those who ride their bike a few times a month and 50 percent who do so less frequently).

As shown in **Figure 15**, 62 percent of respondents said they own a bicycle. However, most do not ride it often. Looking only at the proportions who own a bike, about one-third ride it frequently (eight percent daily and 16 percent a few times a week). Another 30 percent ride it a few times a month, while 22 percent ride it a few times a year and 13 percent said they never ride their bike.

**Figure 15: Ownership and Frequency of Riding a Bicycle, 2011**



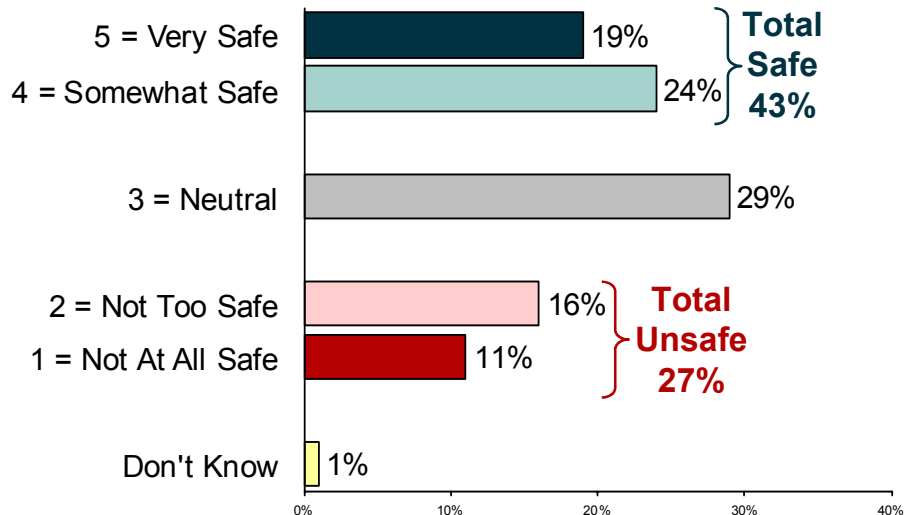
#### Bicycle Use Among Subgroups

- Men are more likely than women to own a bike (70 percent to 57 percent).
- Those 18 to 49 are more likely to own a bike than those older (75 percent to 47 percent).
- Most likely reflecting age, Santa Monica residents of 14 or more years are less likely to own a bike (52 percent) than more recent residents (72 percent).
- College graduates are slightly more likely to own a bike than non-college respondents (66 percent to 57 percent). However, among those owning a bike, college graduates are far more likely to ride it at least a few times a month (47 percent to 33 percent).

Among those who own a bicycle, just 43 percent feel safe (a “4” or “5” rating) when riding it in Santa Monica, with a low 19 percent feeling very safe (a “5” rating). One in three (29 percent) give a “3” rating, suggesting they feel neither safe nor unsafe. Another 27 percent give a “1” or “2” rating indicating they feel unsafe (see **Figure 16**).

**Figure 16: Perception of Safety While Riding a Bicycle in Santa Monica, 2011**

*(Asked among those who own a bike, n=257)*



Perceptions of Safety While Riding Their Bike Among Subgroups

- Men are more likely than women (47 percent to 38 percent, in particular men ages 18 to 49 at 55 percent) to feel safe while riding their bike in Santa Monica. This is also true of those 18 to 39 than those older (54 percent to 32 percent).
- Those who ride their bikes at least a few times a month are more likely to feel safe (48 percent) than those who do so a few times a year (38 percent) or never (27 percent). The lower level of perceived safety may reflect less knowledge given these respondents ride their bikes less frequently. However, the perception may also be why they ride less frequently.

## **Contacting the City**

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### **Contact with the City**

Forty-five percent of residents said they contacted the City of Santa Monica for a reason other than an emergency in 2010 (see **Table 39**). This is substantially higher than the 32 percent who gave this response regarding 2008, and returns the proportion to near the levels seen for 2006 (49 percent) and 2004 (45 percent).<sup>12</sup>

**Table 39: Contact with the City of Santa Monica for Non-Emergency Reasons 2005-2011**

<b>Year of Contact:</b>	<b>2010</b>	<b>2008</b>	<b>2006</b>	<b>2004</b>
Yes	45%	32%	49%	45%
No	54%	68%	49%	52%
Don't know	--	--	2%	2%

### Contact with the City by Subgroups

- Those ages 18 to 29 were the least likely to have had contact with the City (30 percent), while those 40 to 49 were the most likely (62 percent). Younger people typically are less involved or active in civic matters and, therefore, the lower result among those under 30 is not surprising. The greater activity among those 40 to 49 may reflect that this age cohort is more likely to have children and, therefore, may have more reason to contact the City based on a wider range of family needs.
- Those who rode the Big Blue Bus in 2010 were more likely to have had contact with the City than those who had not (52 percent to 36 percent).
- Longer-term residents were more likely to have had contact with the City than more recent residents. While 35 percent of residents of less than five years have had such contact and 44 percent of five to nine year residents, 58 percent of 10 to 13 year and 50 percent of 14 or more year residents had contact with the City in 2010.
- Homeowners were more likely to have had such contact than renters (52 percent to 41 percent).
- Contact was highest in the 90405 zip code (54 percent).
- Those with children under the age of 17 were more likely to have contact than those without (54 percent to 43 percent).

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<sup>12</sup> The language of the question was changed slightly from 2009 when the respondents were asked if they contacted "a Santa Monica city department" rather than "Santa Monica City."

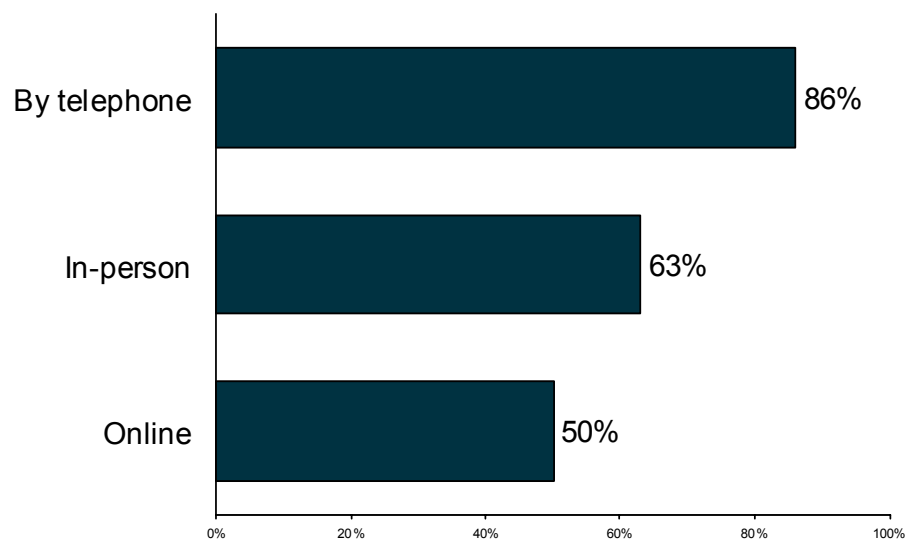


- Those with a high school education or less were the least likely to have had contact with the City (29 percent), and far less likely to have had such contact than those with some college education (53 percent) or a college degree (47 percent).
- Residents who are concerned about crime were more likely to have had contact with the City, including 58 percent of those who think crime is a serious problem and 65 percent of those who think crime has gotten worse.

The highest proportion of those who had contact with the City in 2010 for a non-emergency reason did so by telephone, with 86 percent giving this response. Nearly two out of three (63 percent) had in-person contact. Half (50 percent) contacted the City online (see **Figure 17**).<sup>13</sup>

**Figure 17: Method of Contacting the City for Non-Emergency Reasons in 2010**

*(Asked of those who contacted the City for non-emergency reasons in 2010, n=185)*



### Satisfaction with Contact

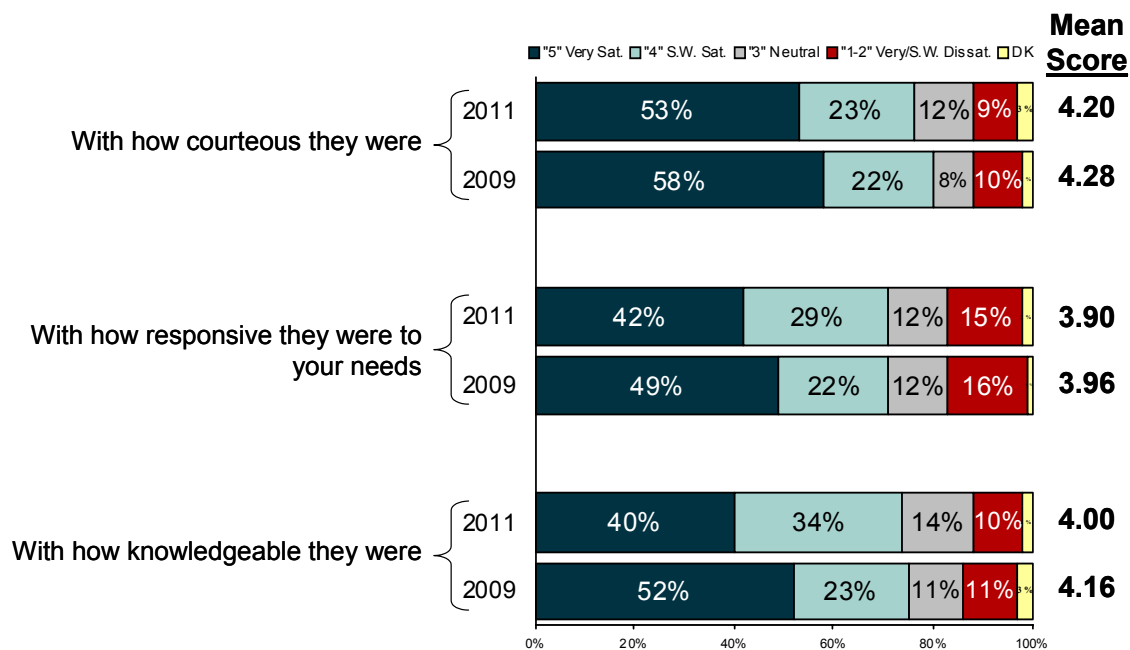
Respondents who had contact with the City for non-emergency reasons in 2010 gave positive ratings on average for the City staff's courtesy, responsiveness, and knowledge. Respondents were asked to rate the City staff with whom they dealt with in these three areas using a scale of one to five, where a "1" indicated they were very dissatisfied and a "5" indicated they were very satisfied (see **Figure 18**).

<sup>13</sup> The sample sizes of subgroups who have had contact with the City is too small for reliable analysis.

- Just over three out of four respondents (76 percent) gave a “4” or “5” rating (indicating overall satisfaction) for the courtesy of the City staff, with 53 percent giving a “5” rating. Ratings for courtesy are down very slightly from the 2009 study when 80 percent were satisfied in this regard.
- Seven in ten (71 percent) were satisfied with how responsive City staff were to their needs, with 42 percent very satisfied in this regard. In the 2009 study, an equal 71 percent were satisfied with responsiveness, but a slightly higher 49 percent were very satisfied.
- Just under three out of four (74 percent) gave a “4” or “5” rating for the City staff’s knowledge. Overall satisfaction ratings are little changed from 2009 (75 percent satisfied at that time), but the proportion of “very” satisfied declined from 52 percent to 40 percent.

**Figure 18: City Staff Ratings for Courtesy, Responsiveness, and Knowledge**

*(Asked of those who contacted the City for non-emergency reasons in 2010. Ranked by those giving a “5” rating in 2011 indicating they are “very satisfied” n=185)*

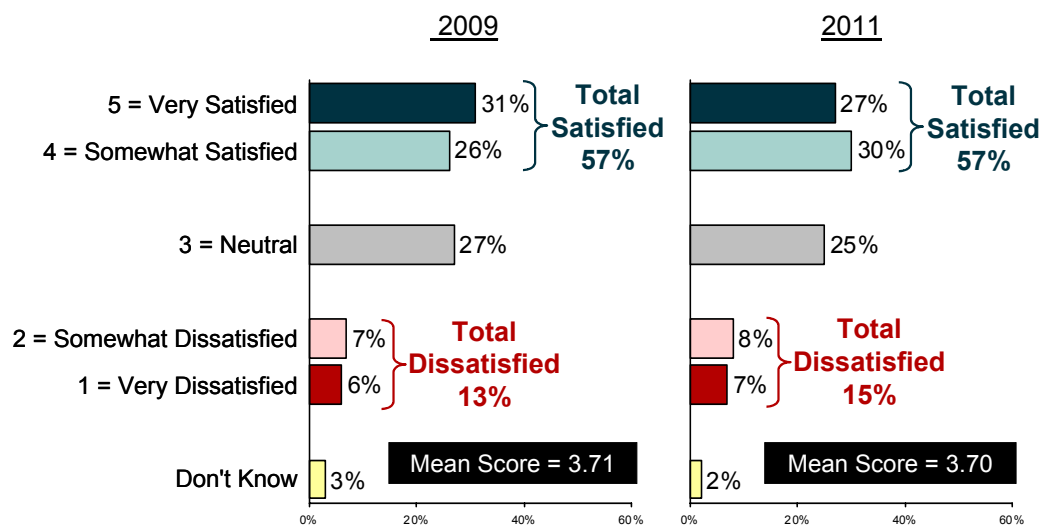


The small subgroup sample sizes makes comparisons inadvisable. However, across all three areas, a higher proportion of men were satisfied than women, as were renters more than homeowners.

## Satisfaction with City Efforts to Communicate

Respondents are generally satisfied on average with the City’s efforts to communicate with residents through newsletters, the Internet, and other means. Using the five-point scale, the average rating is 3.7, suggesting somewhat positive ratings on average. Fifty-seven percent (57 percent) give the City a “4” or “5” rating expressing overall satisfaction. However, a modest 27 percent gave a “5” rating to indicate that they are very satisfied in this regard. One in four (25 percent) gave a neutral “3” rating, while a low 15 percent gave ratings expressing dissatisfaction. These ratings are little changed from 2009 (the first year the question was asked). **Figure 19** illustrates the results.

**Figure 19: City Satisfaction with the City’s Communication Efforts, 2011 and 2009**



### Satisfaction with Communication Efforts by Subgroups

There were few differences in satisfaction with the City’s efforts to communicate by subgroups. Notable differences include the following:

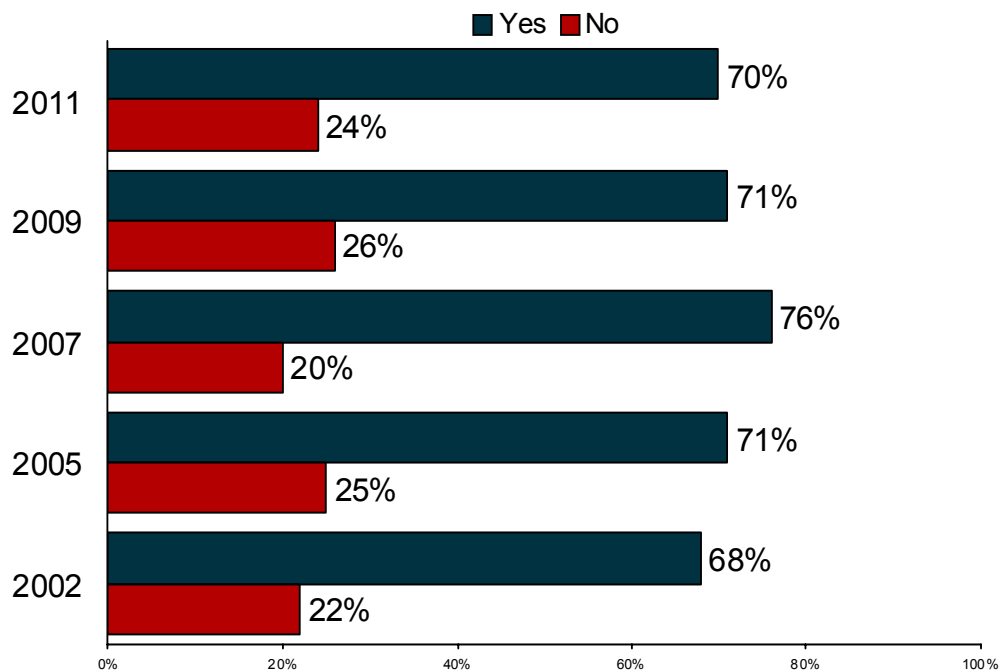
- Higher numbers of those under 40 are satisfied in this area than those older (68 percent to 50 percent).
- Those living in Santa Monica less than five years are more satisfied in this area (71 percent) than those living in the City for a longer tenure (52 percent).
- Renters are more satisfied in this regard than homeowners (62 percent to 50 percent).
- Those satisfied with the job the City is doing in providing services are also far more satisfied with communications than those with a neutral or negative view of the City’s job in providing services (65 percent to 31 percent).

- Those who feel they have had an opportunity to voice their concerns about major community decisions are more satisfied with City communications (68 percent) than those who feel they have not (27 percent). See below for a discussion on perceptions of opportunities to impact community decisions.

### Opportunity to Impact Community Decisions

Seven out of ten (70 percent) respondents believe that they “have the opportunity to voice their concerns to the City of Santa Monica on major community decisions that affect your life.” The proportion feeling this way is little changed from past years. Although it remains slightly lower than the 76 percent who gave this response in 2007 (see **Figure 20**).

**Figure 20: City Opportunity to Communicate About Community Decisions  
2002-2011**



Opportunity to Give Input by Subgroups

There is little notable difference by subgroups to this question. Those who believe crime has gotten worse (56 percent) or the homeless problem has gotten worse (64 percent) are less likely to feel they have the opportunity to voice their concerns than the sample average (70 percent). However, those who feel traffic congestion has gotten worse are no less likely to believe they have the opportunity to voice their concerns than the sample average. Not surprisingly, those who are satisfied with the City's communications are far more likely to believe they have the opportunity to voice their concerns (82 percent) than those with a neutral view of the City's communications (65 percent) or a dissatisfied opinion (27 percent). Those in the 90403 zip code are among the most likely to believe they have the opportunity to voice their concerns (81 percent).

Although a low proportion, those with less education are more likely to feel they have no input, with 31 percent of those with a high school education or less giving this response compared to 22 percent of post-graduates.

## Sources of Information

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For the first time this year, respondents were asked how often they get information about issues affecting their community from a number of specific sources (see **Figure 21**).

The most frequently relied on source of information is other people, including family, friends, or neighbors. Just under three out of four (73 percent) respondents say they rely on other people frequently or occasionally.

In addition to the Los Angeles Times, local publications are among the strongest sources of community information. Among this top tier of sources is also the City's website and street banners.<sup>14</sup>

- Print and/or online editions of the Los Angeles Times (57 percent frequently or occasionally)
- A City-published newsletter called Seascape (53 percent)
- Street banners (47 percent)
- Print and/or online editions of the Santa Monica Daily Press (46 percent)
- Print and/or online editions of the Santa Monica Mirror (46 percent)
- The City of Santa Monica website (46 percent)
- Radio Station 89.9 FM, KCRW, Southern California Public Radio (45 percent)

Residents are less likely to get information from emails or social media, despite nearly half turning to the City's website. Less than one-third get local information at least occasionally from the following sources:

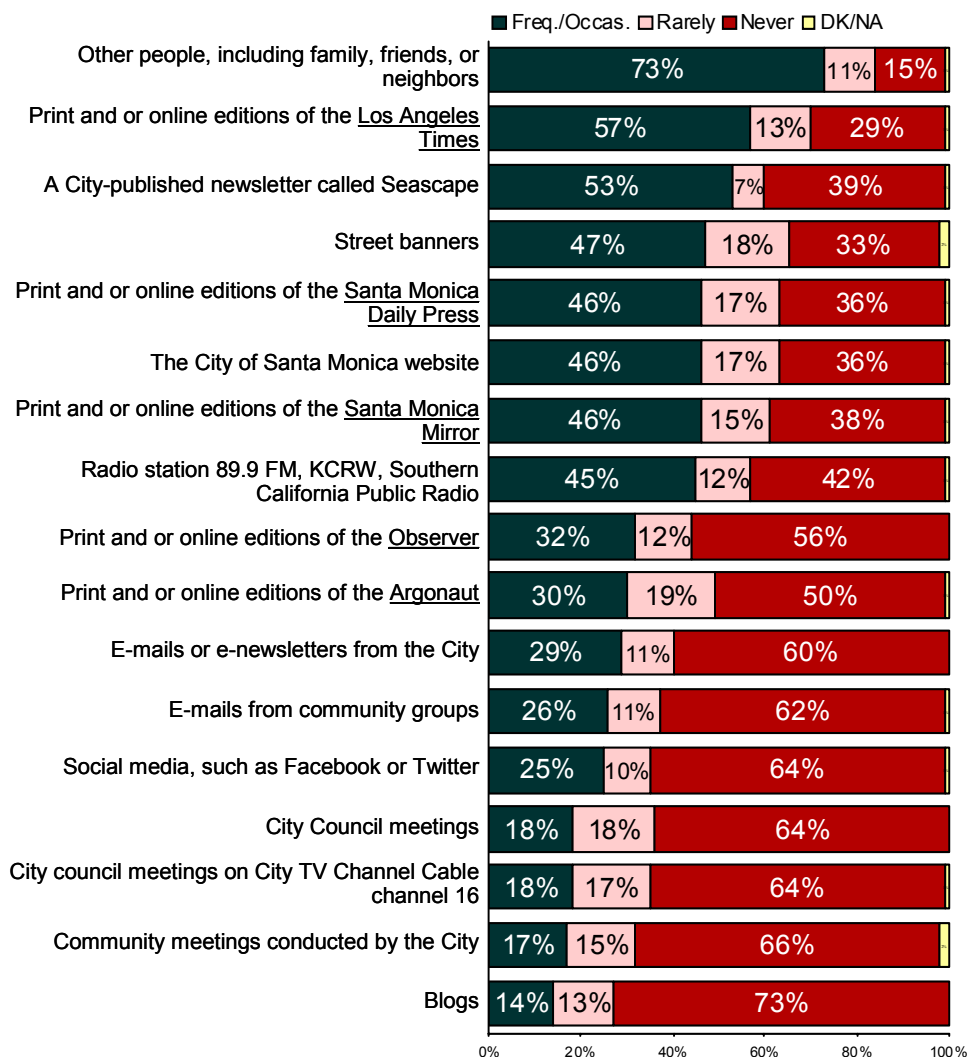
- Print and/or online editions of the Observer (32 percent)
- Print and/or online editions of the Argonaut (30 percent)
- E-mails or e-newsletters from the City (29 percent)
- E-mails from community groups (26 percent)
- Social media, such as Facebook or Twitter (25 percent)

The lowest proportions get local information from City Council meetings (18 percent at least occasionally), City Council meetings on City TV Channel 16 (18 percent), community meetings conducted by the City (17 percent), or blogs (14 percent).

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<sup>14</sup> The City of Santa Monica does not typically use street banners to communicate with its residents. The high percentage who responded frequently or occasionally to this information may be explained by residents seeing street banners in other nearby cities and not accurately recalling where they saw the banners.

**Figure 21: Sources of Information for Community Issues**  
*(Ranked by frequently/occasionally)*



Sources of Information by Subgroups

- Women are more likely than men to get information about their community frequently or occasionally from local sources, such as Seascap (58 percent to 48 percent), the Santa Monica website (51 percent to 41 percent), emails and e-newsletters from the City (33 percent to 24 percent), and e-mails from community groups (31 percent to 21 percent). They are also more likely to get information from other people (79 percent to 66 percent) and social media (30 percent to 21 percent). Men are more likely to get information from KCRW (51 percent to 39 percent).

- White respondents are more likely to get information than non-white respondents at least occasionally from the Los Angeles Times (62 percent to 47 percent), as well as Seascape (56 percent to 44 percent), the Santa Monica Mirror (49 percent to 40 percent), and emails and e-newsletters from the City (31 percent to 21 percent). White respondents are far more likely to get information from KCRW than non-white respondents (53 percent to 27 percent). Non-whites are more likely to turn to social media (35 percent to 22 percent).
- The results show that respondents over 50 are more likely than those younger to get information about their community at least occasionally from a number of sources, including the Los Angeles Times (66 percent to 51 percent of those 18 to 49), Seascape (66 percent to 44 percent), the Santa Monica Mirror (58 percent to 39 percent), the Santa Monica Daily Press (54 percent to 41 percent), and the Argonaut (36 percent to 25 percent). They are two to three times more likely to turn at least occasionally to City Council meetings on Cable Channel 16 (31 percent to 10 percent), community meetings conducted by the City (29 percent to 10 percent), and City Council meetings (26 percent to 12 percent). Those under 50 are more likely to turn to social media than those older (33 percent to 13 percent), including 47 percent of those under 30 years of age, and those under 50 are slightly more likely to turn to the City's website (50 percent to 41 percent). Overall, those under 30 are far less likely to turn to local publications and sources of information than those older.
- College-educated respondents are more likely than non-college respondents to turn to Seascape (56 percent to 46 percent of non-college respondents), the Santa Monica website (52 percent to 37 percent), KCRW (51 percent to 33 percent), and emails from community groups (30 percent to 17 percent). However, other people, the Los Angeles Times, and Seascape are the most mentioned sources regardless of education.
- Those with children 17 years of age or younger in their household are more likely to turn to other people at least occasionally than residents without children of this age group living in their household (84 percent to 69 percent). They are also more likely to rely on Seascape (68 percent to 48 percent), the Santa Monica website (54 percent to 44 percent), emails or e-newsletters from the City (39 percent to 25 percent), and emails from community groups (38 percent to 22 percent).



## Sample Demographics

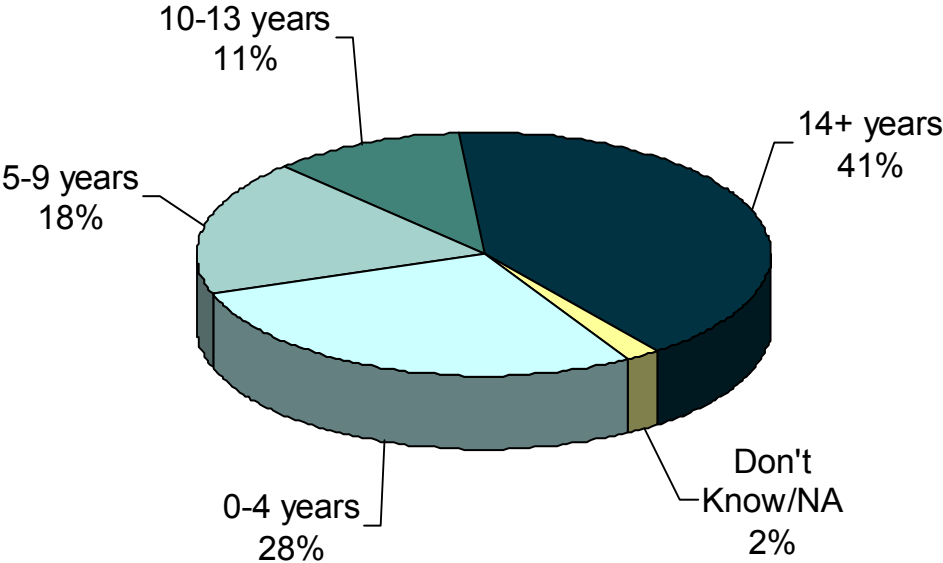
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The following section presents the demographic information collected in the survey. These demographic groups were used to analyze subgroup differences in response to each survey question.

### Length of Residence

Just over one in four (28 percent) respondents have lived in Santa Monica for less than five years, while 18 percent are five to nine year residents, 11 percent are 10 to 13 year residents, and 41 percent have lived in Santa Monica 14 years or more (see **Figure 22**).

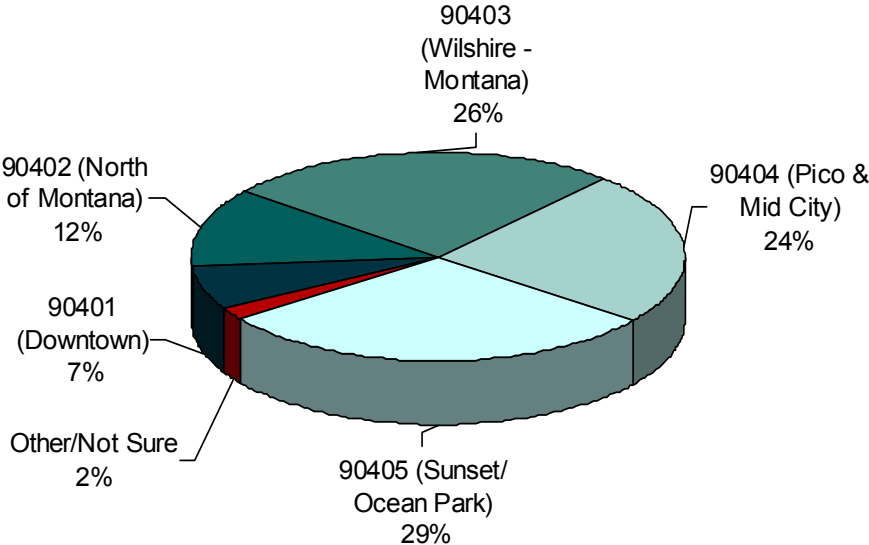
**Figure 22: Length of Residence**



**Areas by Zip Code**

Most respondents live in the 90405 Sunset/Ocean Park (29 percent), 90403 Wilshire-Montana (26 percent), or 90404 Pico/Mid-City (24 percent) zip codes. Another 12 percent live in the 90402 North of Montana zip code, and seven percent live in the 90401 Downtown zip code (see **Figure 23**).

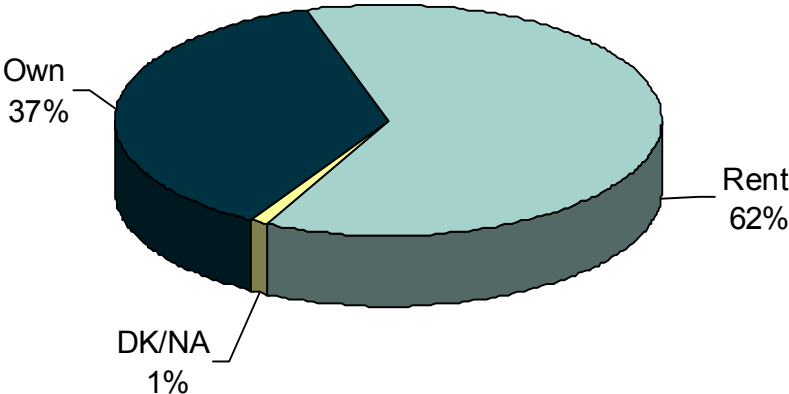
**Figure 23: Areas by Zip Code**



**Home Ownership**

As shown in **Figure 24**, just over six in ten (62 percent) report renting their home, while 37 percent own their own home (and one percent did not provide an answer).

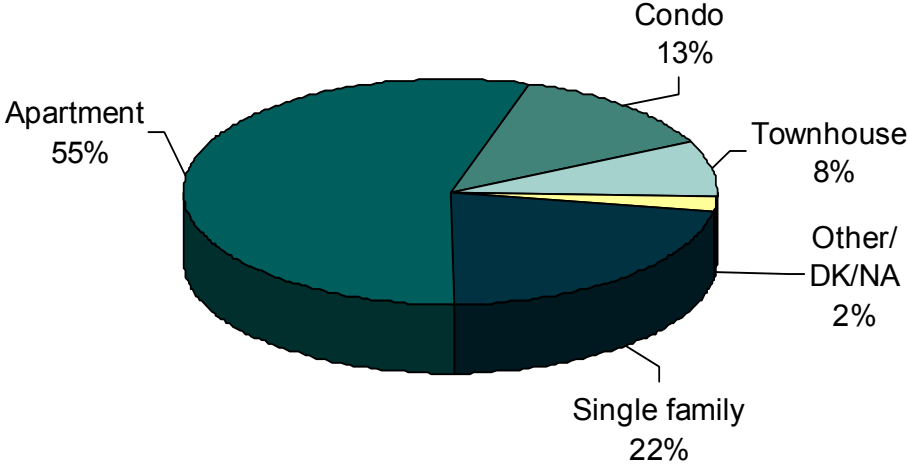
**Figure 24: Home Ownership**



**Type of Residence**

In the current study, 22 percent reported living in a single family home, while 55 percent said they lived in an apartment, 13 percent in a condominium, eight percent in a townhouse, and one percent in some other type of residence (see **Figure 25**).

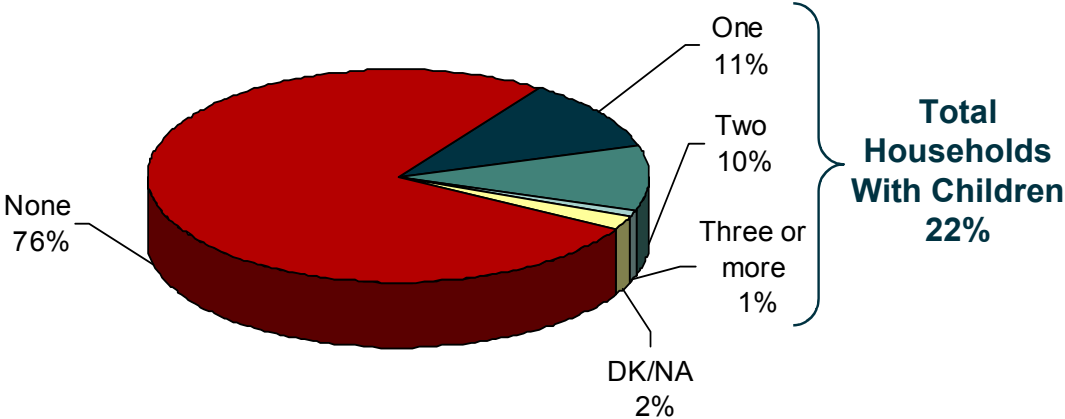
**Figure 25: Type of Residence**



**Children in Household**

Seventy-six percent of respondents do not have anyone 17 years of age or younger living in their household. Eleven percent have one child living in their household, while ten percent have two and one percent have three or more (see **Figure 26**).

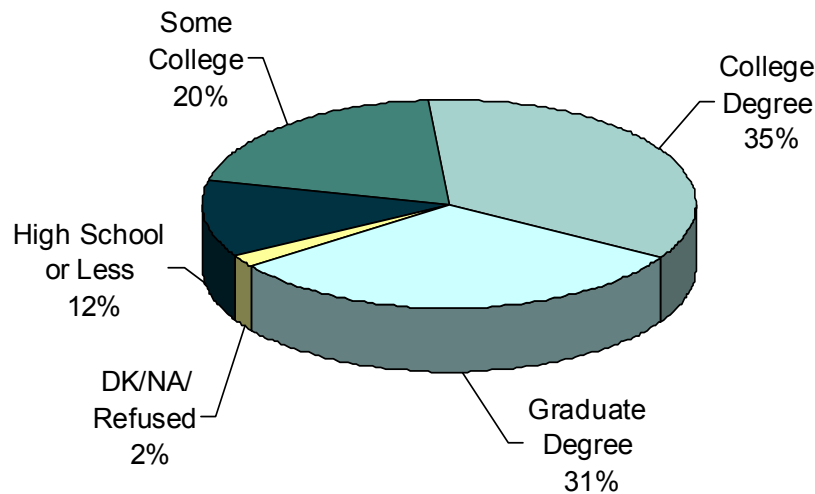
**Figure 26: Children in Household**



## Education

Just over one in ten (12 percent) have a high school education or less, while 20 percent have some college education or attended a vocational school. Thirty-five percent have a four-year college degree and 31 percent have a post-graduate degree (see **Figure 27**).

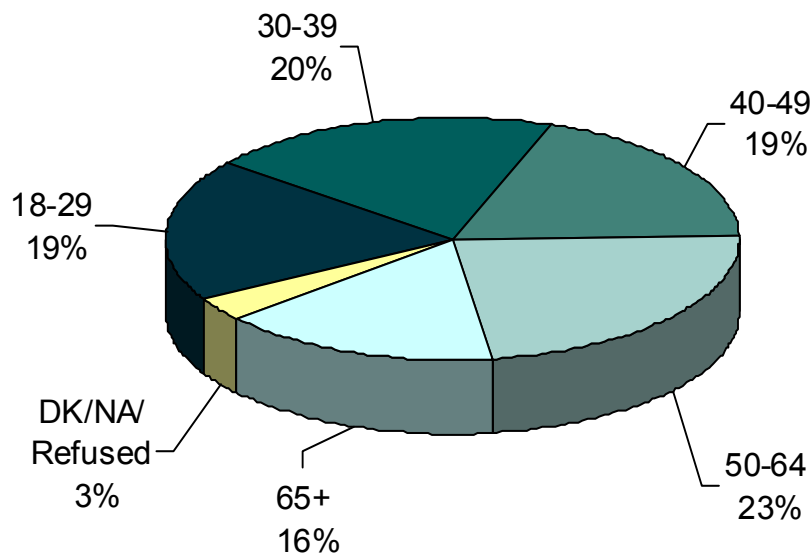
**Figure 27: Educational Attainment**



## Age

As shown in **Figure 28**, 19 percent of respondents are under the age of 30, while 20 percent are 30 to 39 years of age, 19 percent are 40 to 49 years of age, 23 percent are 50 to 64 years of age, and 16 percent are 65 years of age or older (three percent refused to provide their age).

**Figure 28: Age**



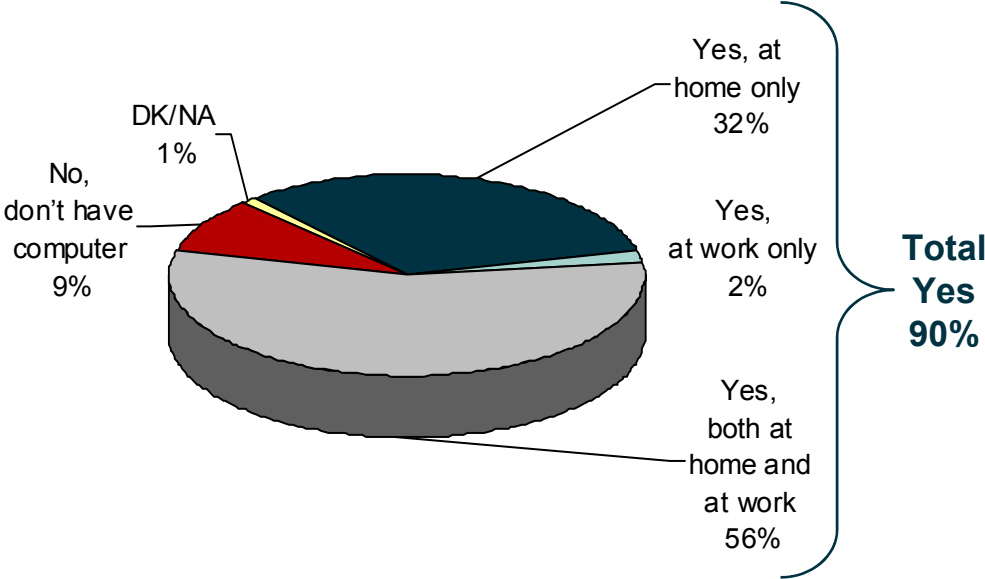
**Ethnicity**

Fifteen percent of respondents consider themselves to be Hispanic or Latino. Three out of four (76 percent) consider themselves to be white (regardless of whether they consider themselves Hispanic or not), while three percent consider themselves to be African American, three percent Asian American, one percent Native American, three percent "mixed," and 10 percent "something else."

**Internet Access**

Nine out of ten respondents have access to the Internet, with 32 percent having a personal computer at home only with access to the Internet, two percent with access only at work and 56 percent with access at home and work. Nine percent said they do not have a computer with a connection to the Internet (and one percent was uncertain). **Figure 29** illustrates the results.

**Figure 29: Access to a Personal Computer with a Connection to the Internet**



**Big Blue Bus Ridership**

Nearly six in ten residents, 58 percent, ride the Big Blue Bus. This is up from 50 percent in 2009 and up at least slightly dating back to 2000. **Figure 30** illustrates the current results.

**Figure 30: Do you Ride the Big Blue Bus in Santa Monica**

