

Community Survey



Report of Survey Results



April 2016

City Manager's Office

TABLE OF CONTENTS

Introduction	1
Who We Reached	1
General Sense of City	5
Conditions and Appearance.....	7
Crime and Safety	9
Police Service	12
Fire Service.....	14
Utility Services.....	16
Recreation and Performing Arts	18
General City staff	21
City Communications	23
Business Attraction	25
Improving Rohnert Park.....	26
Conclusion.....	27

INTRODUCTION

Our strategic plan calls for participative leadership. This involves soliciting input from our customers and residents. To check-in with our residents and others we conducted a six week community survey in January and February of 2016. Over one thousand people responded. We will use the feedback to improve our organization.

Survey Customized for Respondents. To be efficient with respondents' time, the survey adjusted the questions based on whether the respondent lived in Rohnert Park. Our neighbors were asked more questions relating to demographics, neighborhoods, etc. You will note a number of respondents "skipped" questions. They were not required to answer any questions. Some of the skipped questions are non-residents who were not asked certain questions like, "How long have you lived in Rohnert Park?"

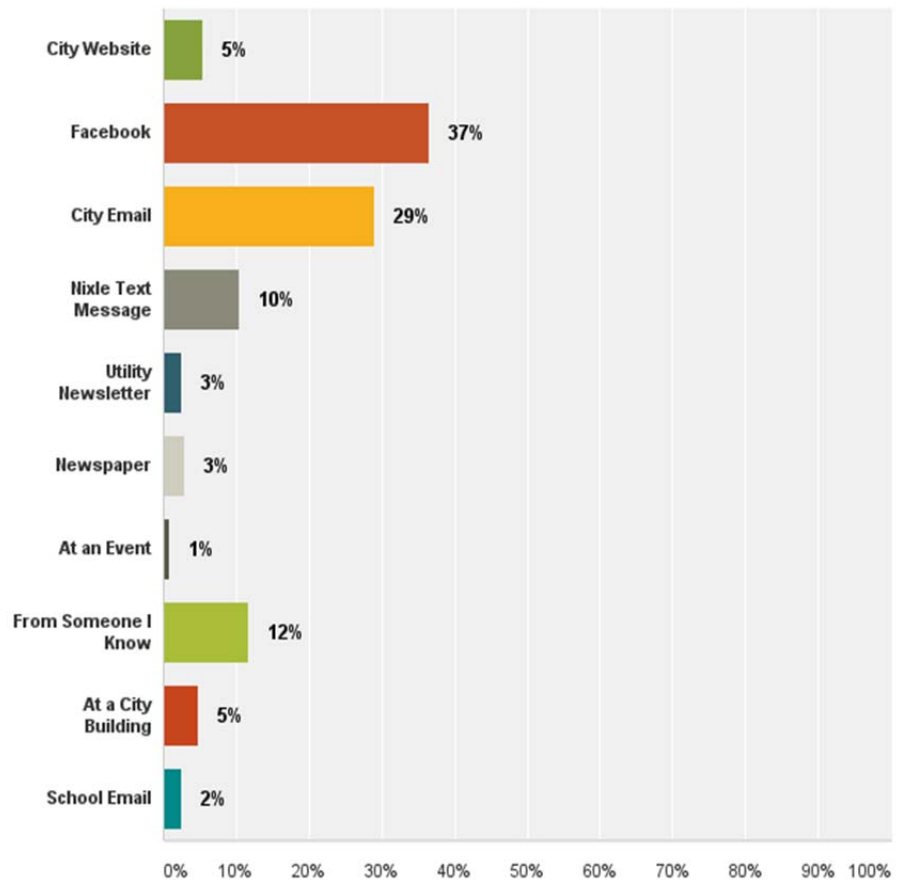
WHO WE REACHED

Survey Widely

Distributed. The survey was announced and distributed through at least ten different channels. The adjacent graph shows how respondents heard of the survey. Facebook was the most common method with direct email from the City the second most common. Fifty people filled out the survey on paper and 984 filled it out online.

Q3 How did you hear about this survey? (Check all that apply)

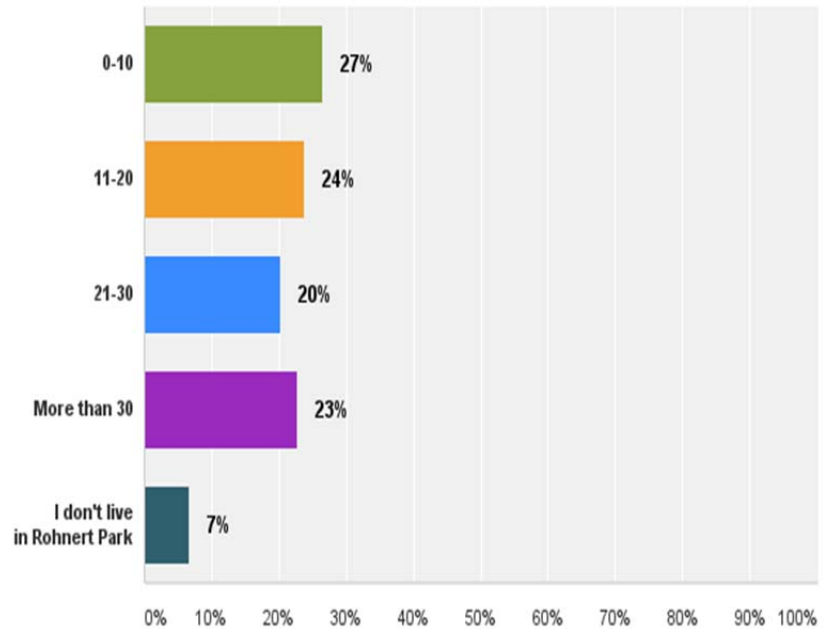
Answered: 910 Skipped: 124



Survey Reached Various Tenures. The tenure of respondents living in Rohnert Park was evenly distributed as shown in the adjacent chart.

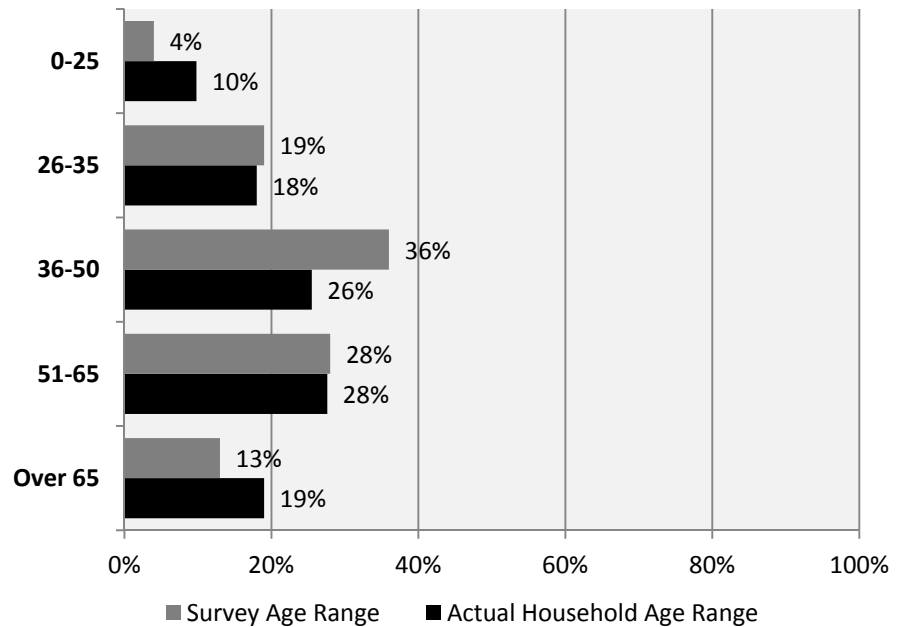
Q43 How many years have you lived in Rohnert Park?

Answered: 939 Skipped: 95



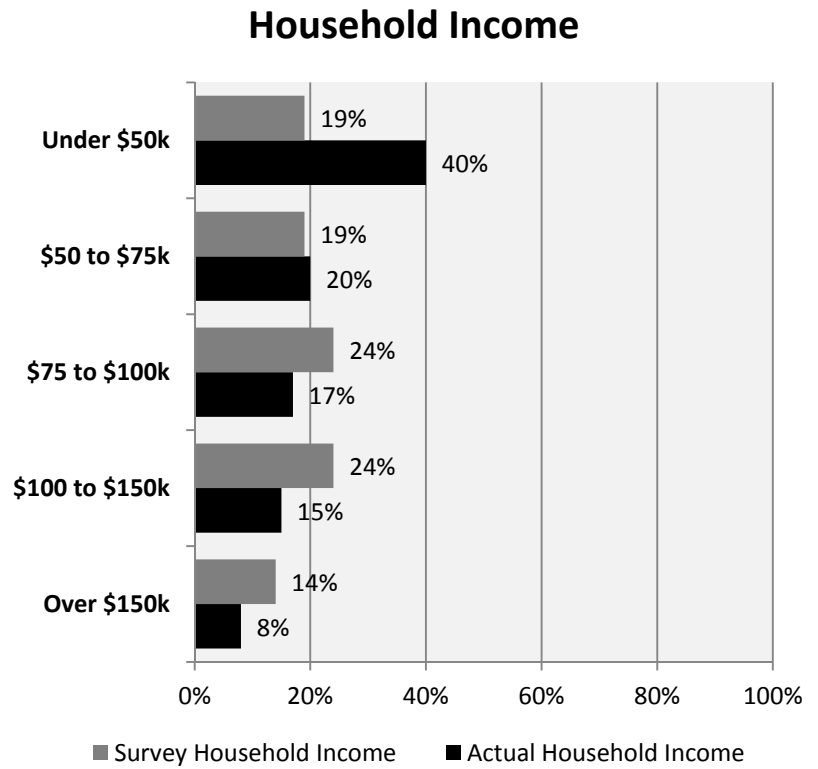
Survey Reached All Ages. The survey reached people from all ages in roughly similar proportions to Rohnert Park households. The one area where the survey lacked participation is the under 25 age range with only 4% of respondents versus 8% of actual.

Age



Survey Reached All Income Levels.

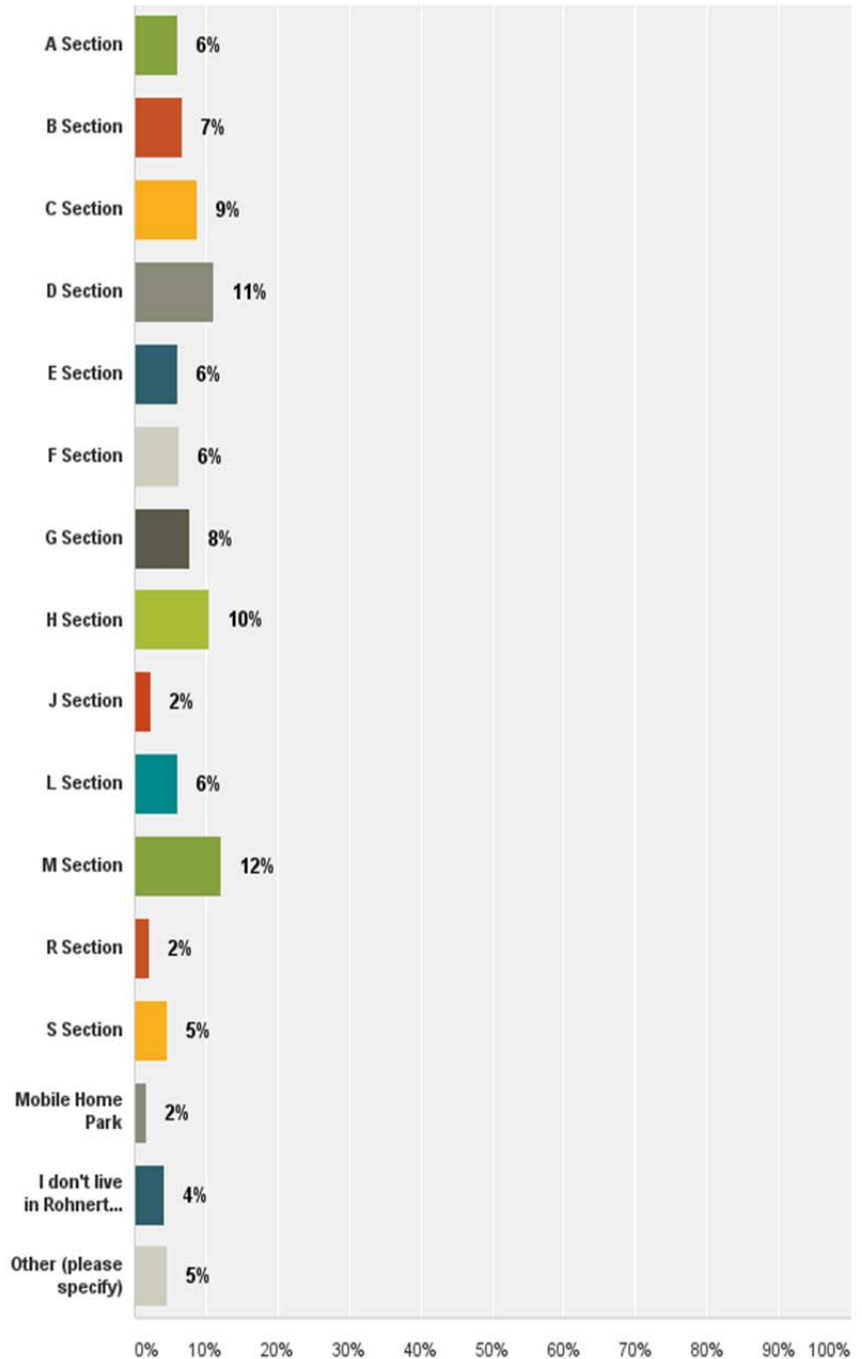
The survey reached an even distribution of household incomes. However, compared to actual household incomes, the survey under represents the under \$50,000 income group and tends to over represent households earning over \$75,000 per year.



Survey Reached Every Neighborhood. The survey responses came from residents in all parts of Rohnert Park, roughly in proportion to the size of the neighborhoods. M-Section was the highest followed by D and then H-Sections. The lowest were the smallest sections R and J. The only outlier is the low responses from mobile home parks which represent about 6% of residences.

Q7 Rohnert Park has housing sections with street names all starting with the same letter. In which section do you live?

Answered: 906 Skipped: 128



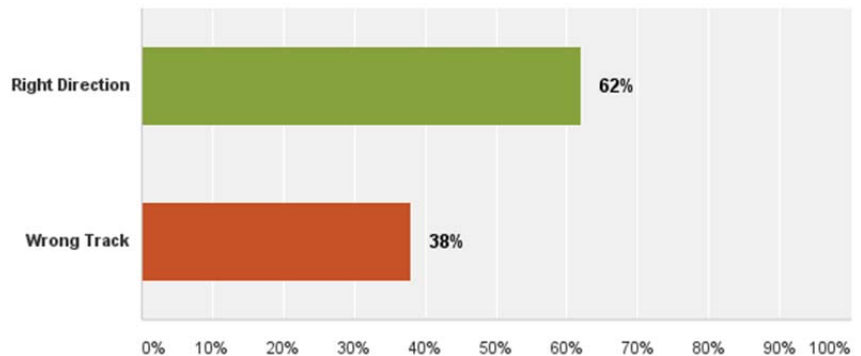
GENERAL SENSE OF CITY

City Headed in Right

Direction. A majority of respondents say the City of Rohnert Park is headed in the right direction.

Q1 Would you say that things in the City of Rohnert Park are generally headed in the right direction or are they on the wrong track?

Answered: 1,016 Skipped: 18

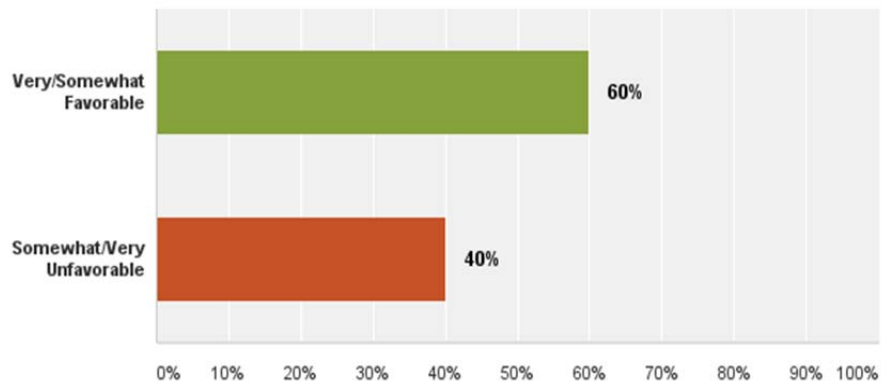


City Government Image is

Favorable. A majority of respondents rated the overall image or reputation of City of Rohnert Park government as *Very Favorable* or *Somewhat Favorable*.

Q2 Please rate the overall image or reputation of the City of Rohnert Park government.

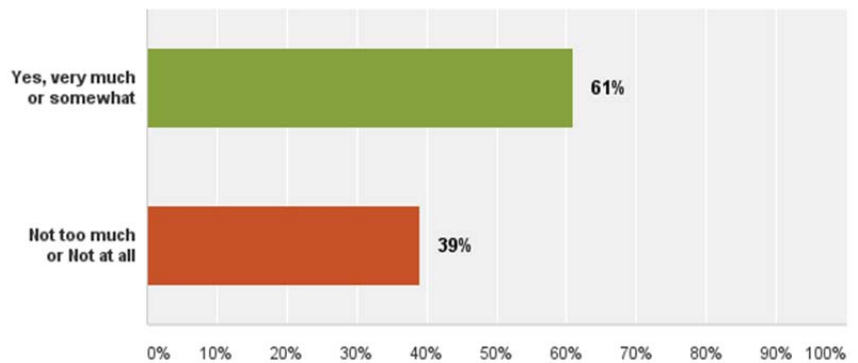
Answered: 1,019 Skipped: 15



Sense of Community Felt. A majority of respondents feel a sense of community.

Q5 Do you feel a sense of community in Rohnert Park?

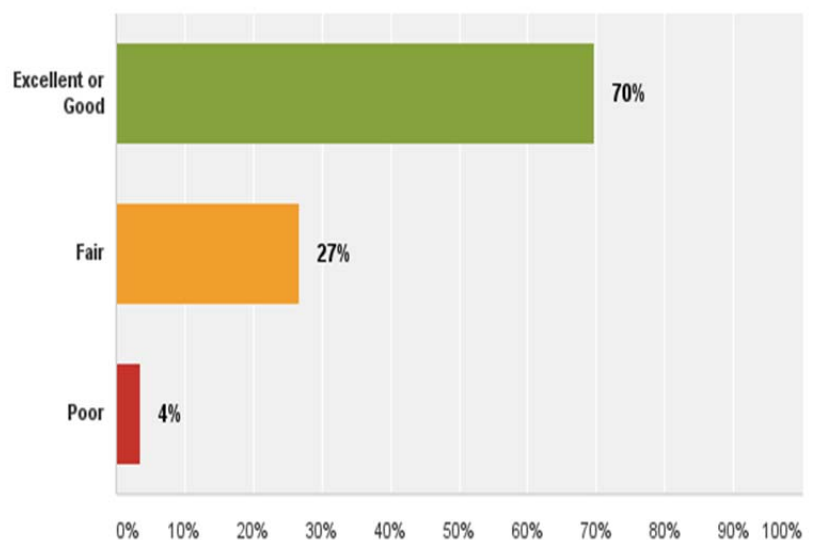
Answered: 944 Skipped: 90



People Feel Good About Quality of Life. Seventy percent rated Rohnert Park's overall quality of life as *Excellent or Good*. Just 4% rated the quality of life as *Poor*.

Q6 How do you rate the overall quality of life in Rohnert Park?

Answered: 945 Skipped: 89



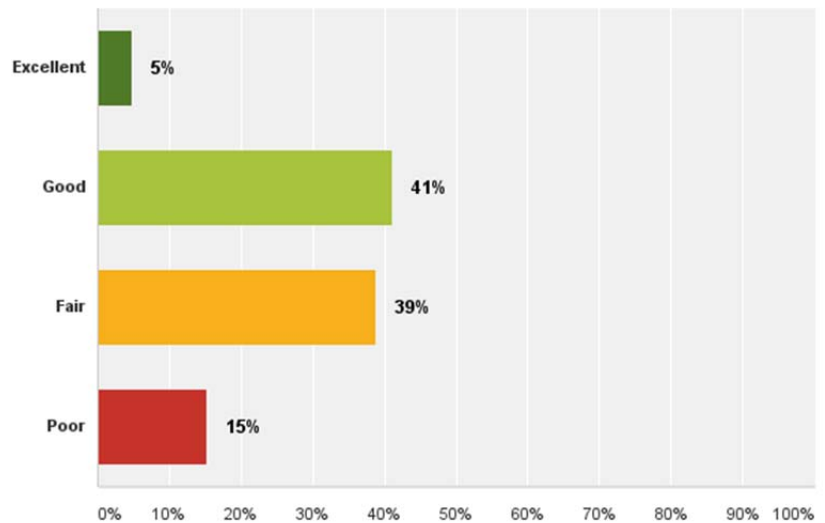
CONDITIONS AND APPEARANCE

Mixed Results on Traffic

Flow. Respondents felt differently about traffic flow with 5% rating it *Excellent* and 15% rating it *Poor*. Most people were in the middle with 80% rating *Good* or *Fair*. There appears to be some room for improvement.

Q9 Describe your rating of the traffic flow on major streets.

Answered: 936 Skipped: 98

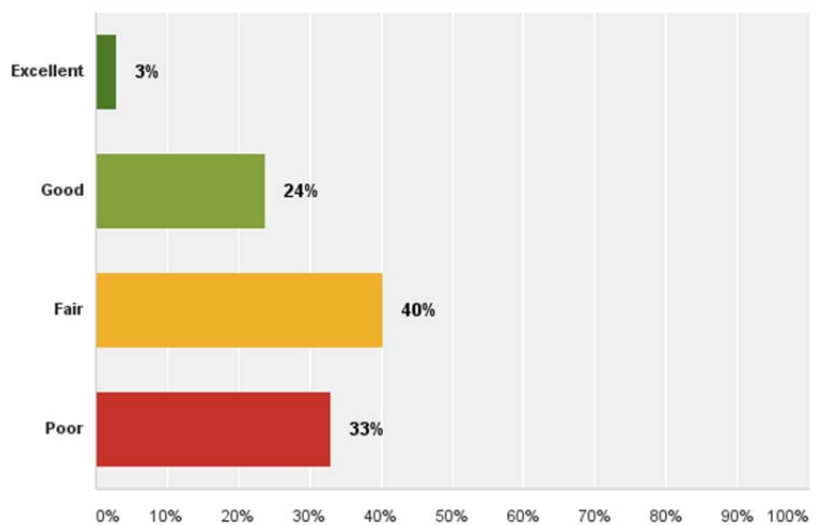


Low Ratings for Pavement

Conditions. The worst ratings in the survey are for the overall pavement condition of city streets. Snyder Lane is often mentioned as a problem. Based on this feedback we are proposing a rehabilitation project for Snyder Lane north of Rohnert Park Expressway.

Q10 Describe your rating of the overall pavement condition of city streets.

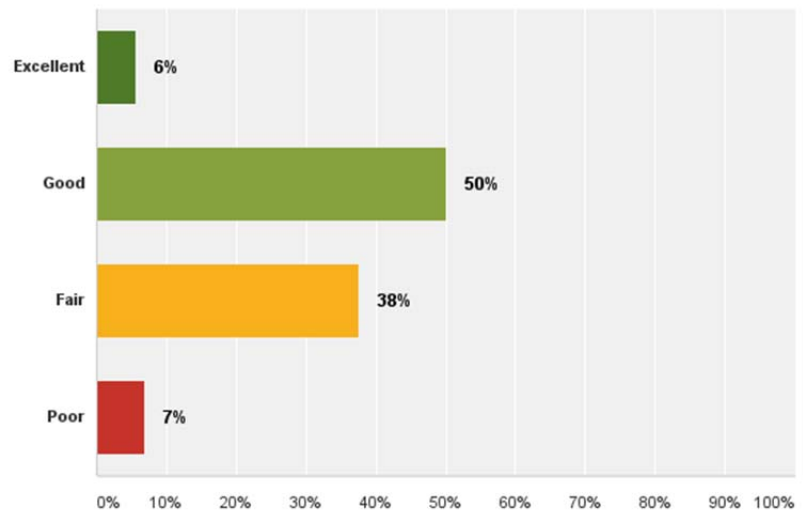
Answered: 936 Skipped: 98



Overall Appearance Pretty Good. There were mixed feelings about the appearance of Rohnert Park with 88% in the *Good* to *Fair* range, with more *Good* than *Fair*.

Q11 Describe your rating of the overall appearance of Rohnert Park.

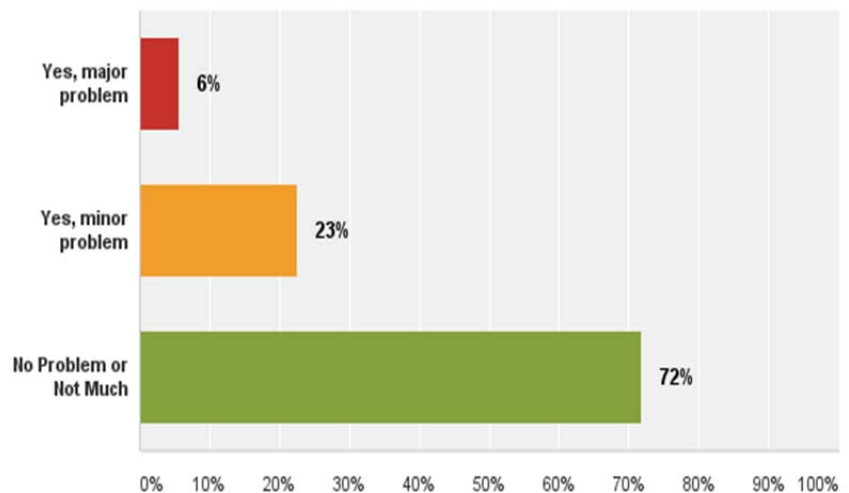
Answered: 937 Skipped: 97



Code Compliance Issues Generally Not a Problem. Only 6% said run-down buildings, weeds, or junk vehicles were a *Major Problem*. Another 23% listed it as a *Minor Problem*. An overwhelming 72% said *Not Much* or *No Problem*.

Q12 In your neighborhood, are run-down buildings, weeds, or junk vehicles a problem?

Answered: 937 Skipped: 97



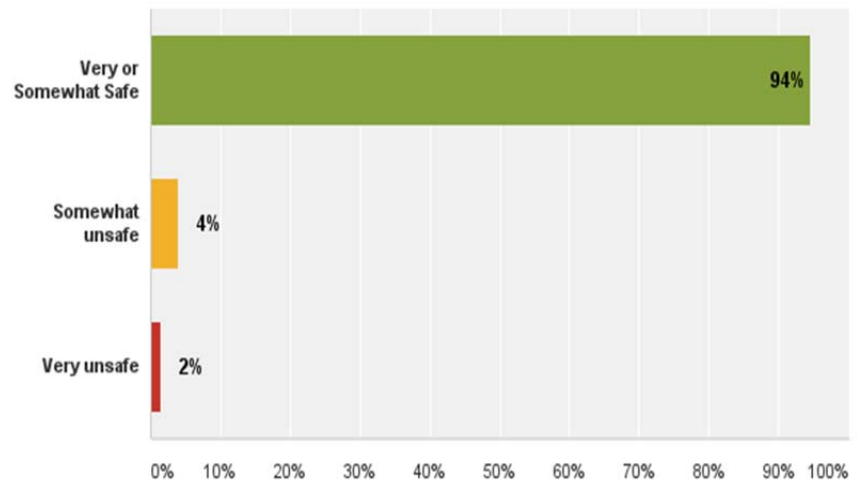
CRIME AND SAFETY

People Feel Safe in Their Neighborhood.

The results are very strong for feeling safe in the neighborhood during the day, with 94% saying they feel *Very* or *Somewhat Safe* with just 6% saying *Somewhat* or *Very Unsafe*. These are excellent results. The feelings of safety after dark are also very strong with 78% saying they feel *Very* or *Somewhat Safe*. Here only 17% say *Somewhat Unsafe* and 5% *Very Unsafe*. Generally the neighborhoods feel safe.

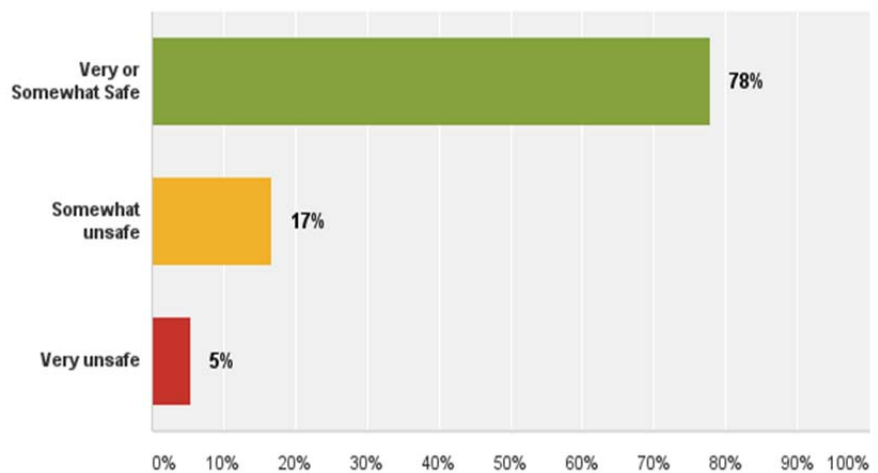
Q13 Do you feel safe in your neighborhood during the day?

Answered: 933 Skipped: 101



Q14 Do you feel safe in your neighborhood after dark?

Answered: 933 Skipped: 101

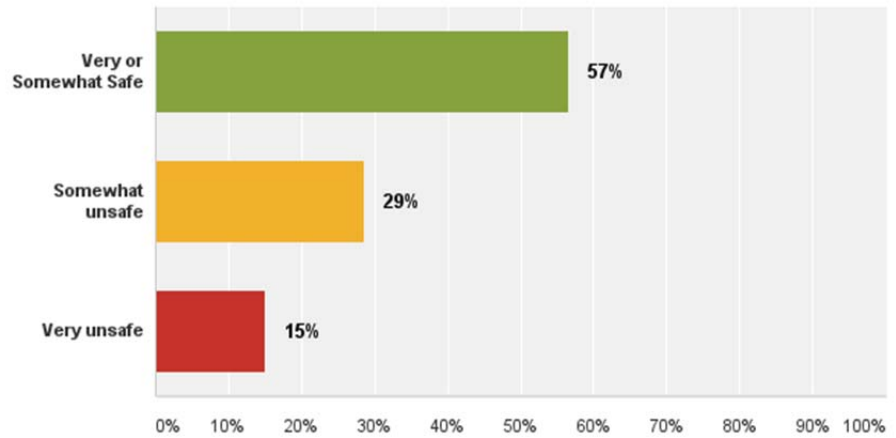


Safety Not Felt as Strongly on Creek Paths.

During the day more people feel *Very* or *Somewhat Safe* compared to those feeling *Somewhat* or *Very Unsafe*. However, after dark the feeling of safety drops dramatically and many more people feel unsafe.

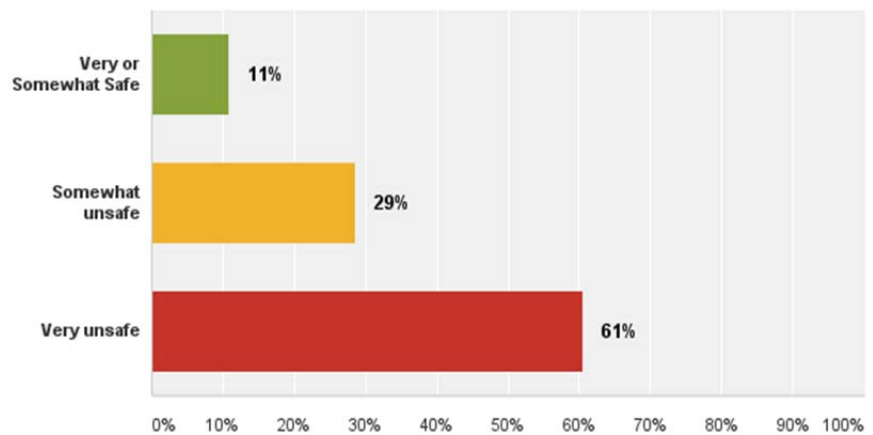
Q15 Do you feel safe along Rohnert Park's creek paths during the day?

Answered: 934 Skipped: 100



Q16 Do you feel safe along Rohnert Park's creek paths after dark?

Answered: 933 Skipped: 101

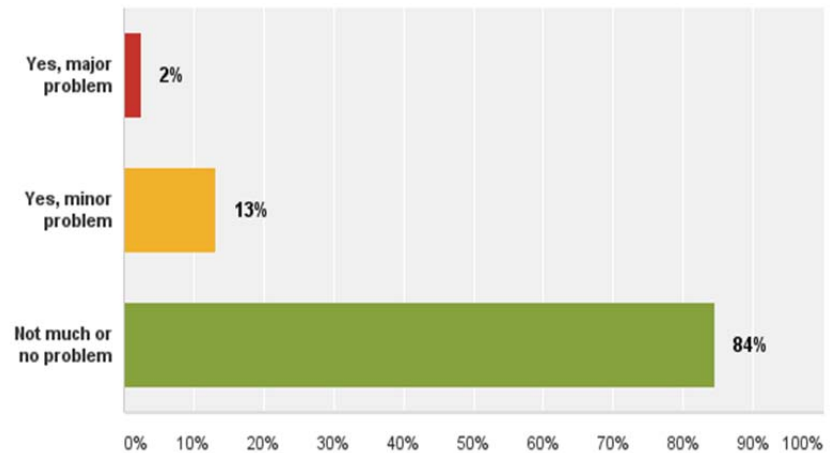


Violent Crime Not a

Problem. An overwhelming majority say violent crime is *Not Much* or *No Problem* in their neighborhood. A very small number say it is a *Minor* or *Major Problem*.

Q17 Is violent crime (e.g. rape, assault, robbery) a problem in your neighborhood?

Answered: 930 Skipped: 104

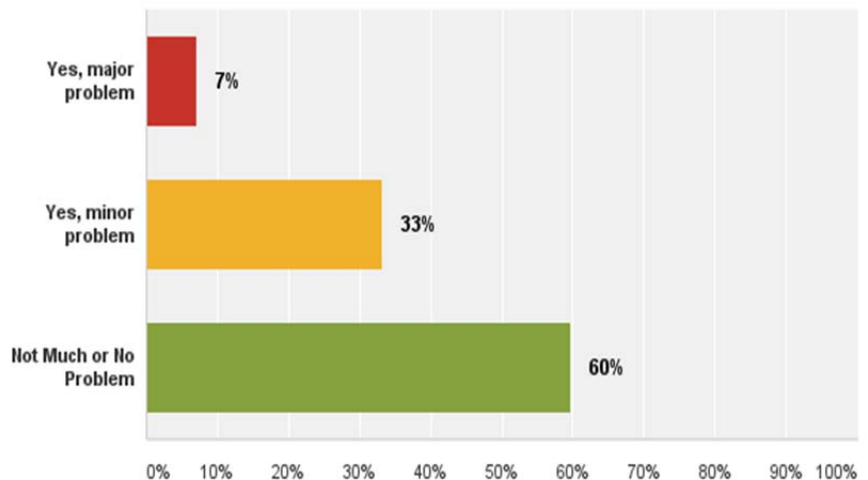


Property Crime is a

Problem for Some. Sixty percent of respondents rate property crime as *Not Much* or *No Problem*. Forty percent of respondents rate property crime as a *Major* or *Minor Problem*.

Q18 Is property crime (e.g. burglary, theft, auto-theft) a problem in your neighborhood?

Answered: 933 Skipped: 101



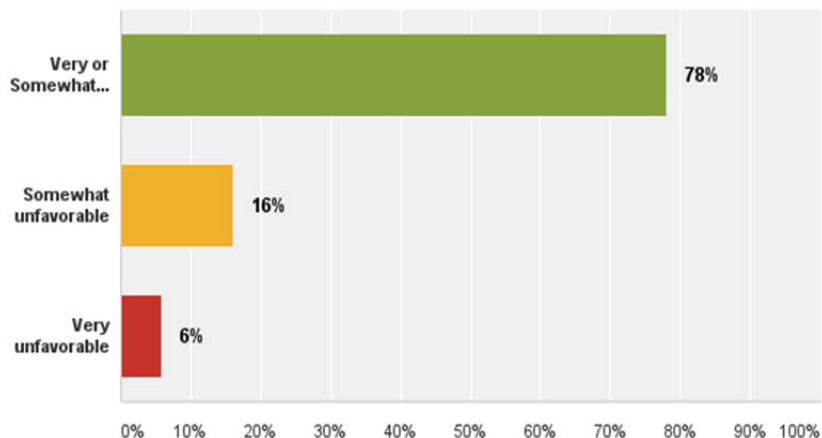
POLICE SERVICE

Police Viewed Very

Favorably. Rohnert Park's Community Oriented Policing appears to be paying off as our officers are viewed very in several measures. An overwhelming majority, 78%, found the overall impression of Rohnert Park Police as *Very or Somewhat Favorable*. Given the current national focus on police/public interaction, this is a very strong result for our department.

Q20 Please give your overall impression of the Rohnert Park Police.

Answered: 929 Skipped: 105



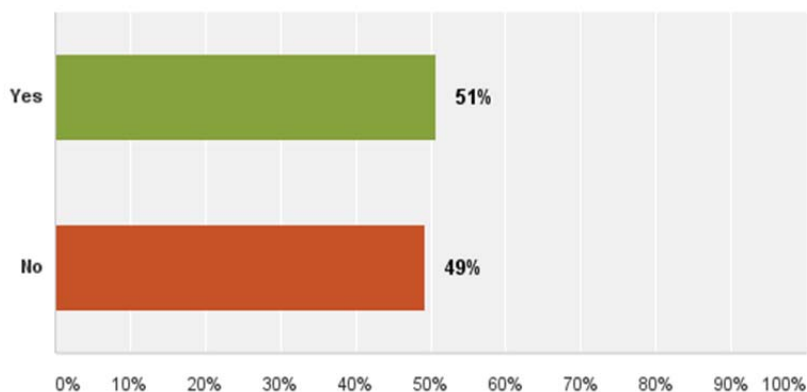
Community Oriented

Policing Evident.

More than half of respondents interacted with the police in the last twelve months. Considering only 16% experienced a crime in the last twelve months where they likely interacted with police, then the other 35% were contacted in a non-crime related situation. These are the positive interactions we intentionally build into our policing approach.

Q21 Have you interacted with the Rohnert Park Police in the last 12 months?

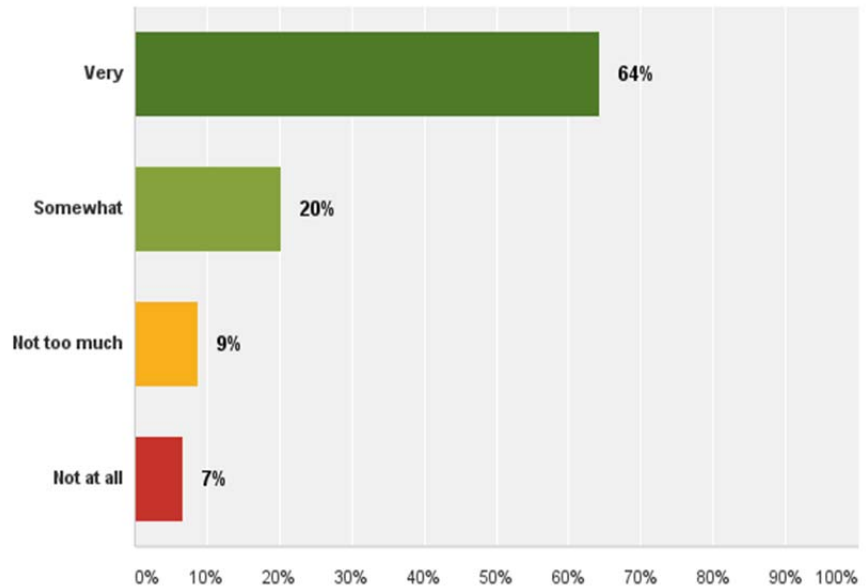
Answered: 924 Skipped: 110



Police Very Courteous and Professional. A very significant majority rated officers in their most recent contact with Rohnert Park Police as *Very courteous and professional*.

Q22 In your most recent contact with Rohnert Park Police, how courteous and professional were the officers/staff?

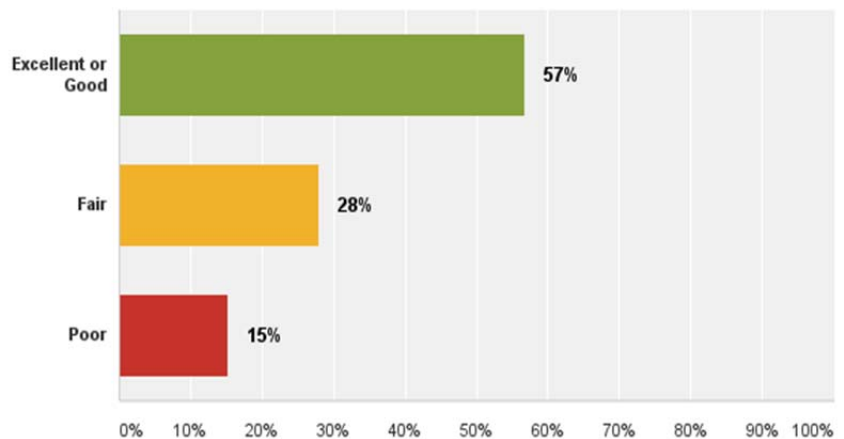
Answered: 927 Skipped: 107



Traffic Enforcement Mixed. A majority rated traffic enforcement as *Excellent or Good*. There does appear to be room for improvement as 28% rated it only *Fair* and 15% rated it *Poor*.

Q23 Describe your rating of traffic (speed, red light, stop sign) enforcement in Rohnert Park.

Answered: 928 Skipped: 106



FIRE SERVICE

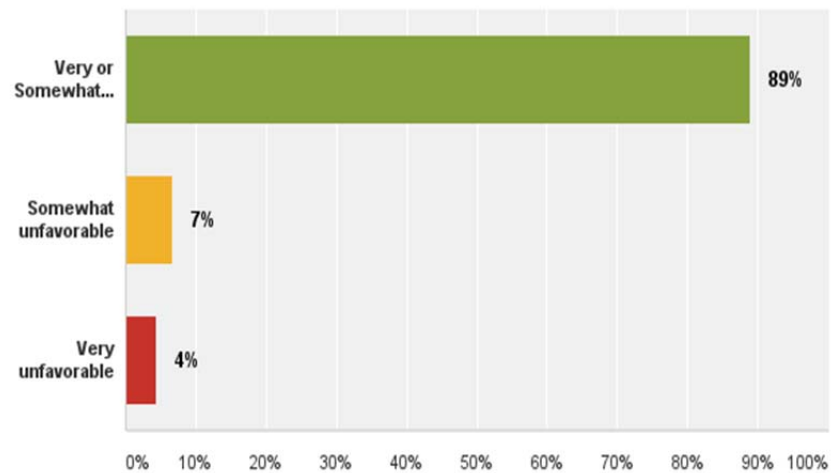
The Rohnert Park Fire Service received very high ratings for overall impression and courteousness and professionalism. Their interactions were less than half of that of the police. This is not unexpected as fire has about one third the staffing of police.

Fire Viewed Extremely

Favorably. Fire received 89% of responses rating them *Very* or *Somewhat Favorable*.

Q24 Please give your overall impression of the Rohnert Park Fire Service.

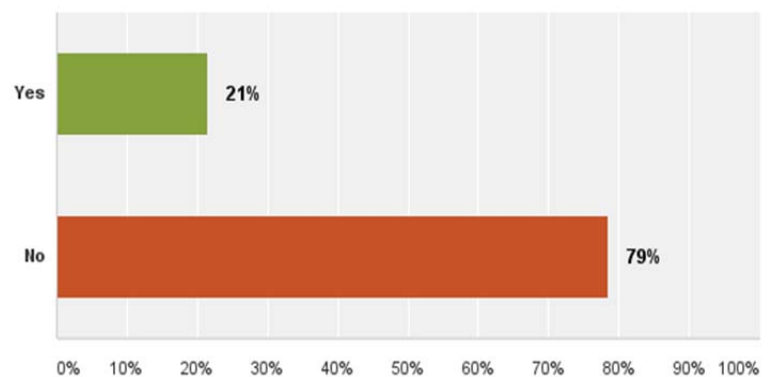
Answered: 912 Skipped: 122



Fire Interactions Low. Only 21% of respondents interacted with the fire service in the last 12 months.

Q25 Have you interacted with the Rohnert Park Fire Service in the last 12 months?

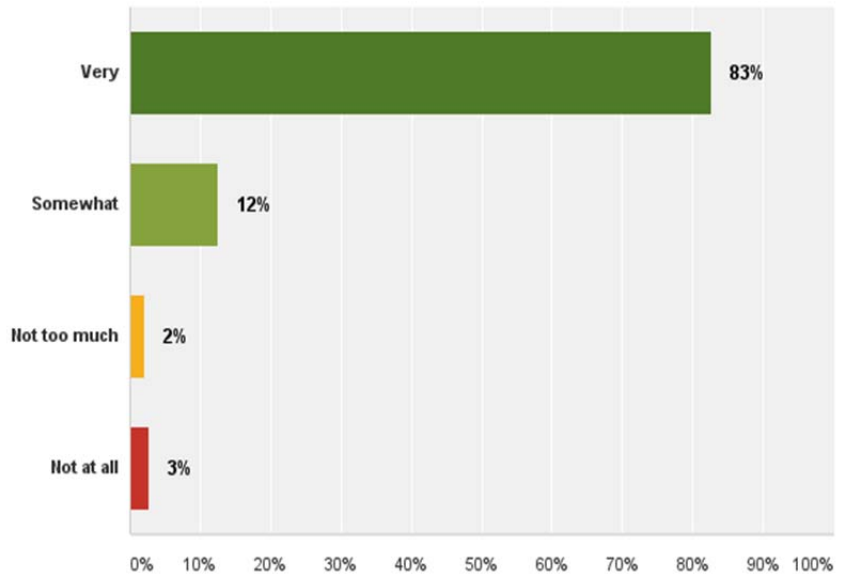
Answered: 912 Skipped: 122



***Fire Rates High for
Courtesy and
Professionalism.*** An
overwhelming majority,
83%, rated officers in their
last interaction as *Very*
courteous and professional.
Only 5% provided negative
ratings.

**Q26 In your most recent contact with
Rohnert Park Fire Service, how courteous
and professional were the fire fighters?**

Answered: 910 Skipped: 124



UTILITY SERVICES

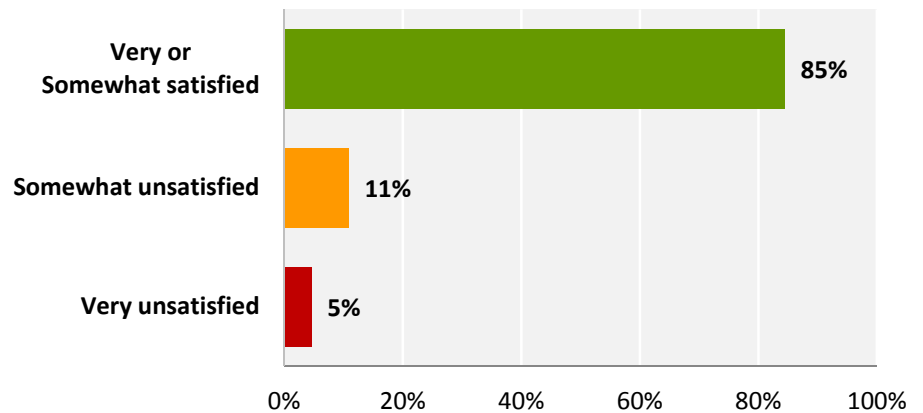
Satisfaction ratings of water, sewer, storm drain, and refuse services were all high.¹

Water Service Highly Rated.

Water service satisfaction is very high with 85% rating *Very* or *Somewhat Satisfied*. This comes after a July rate increase and a January rate increase.

Please describe your overall satisfaction with your water service.

Answered: 413

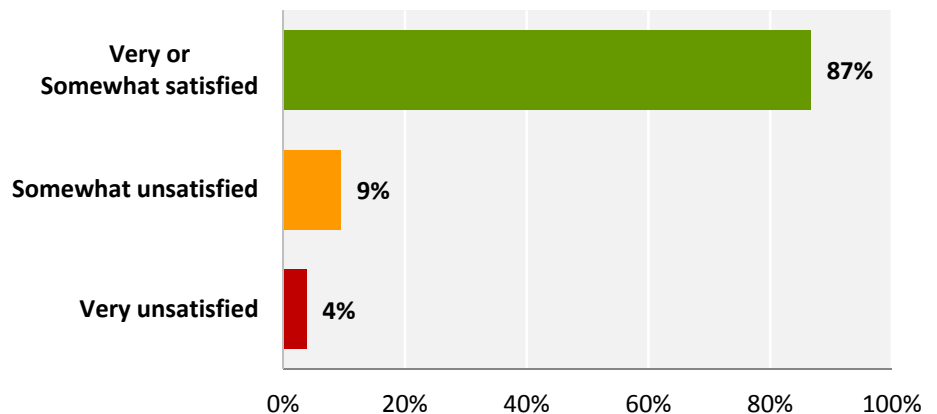


Sewer Service Highly Rated.

Sewer service satisfaction is very high with 87% rating *Very* or *Somewhat Satisfied*.

Please describe your overall satisfaction with your sewer service.

Answered: 481



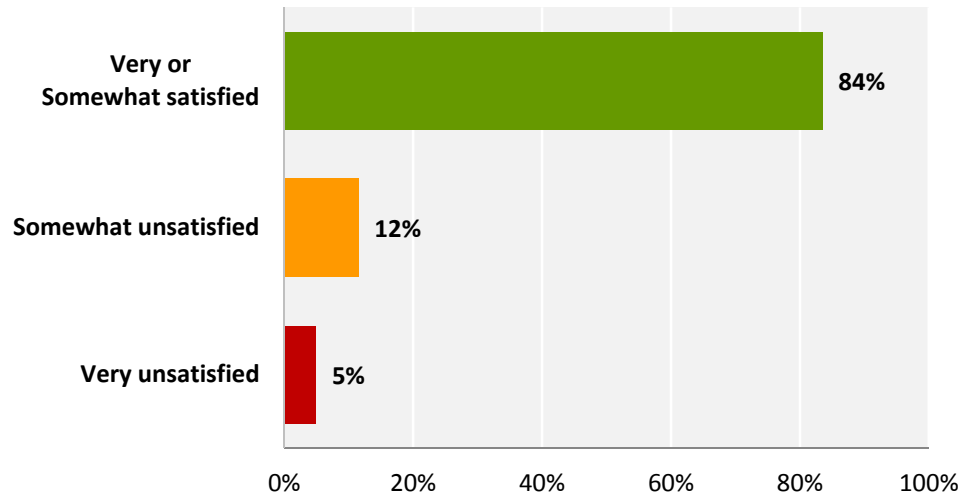
¹ To reduce the overall survey length, half of respondents were asked to rate water and half to rate sewer. Similarly, half rated storm drain and half rated refuse.

Storm Drain Service

Highly Rated. Storm drain service satisfaction is very high with 84% rating *Very or Somewhat Satisfied*.

Please describe your overall satisfaction with your storm drain service.

Answered: 425

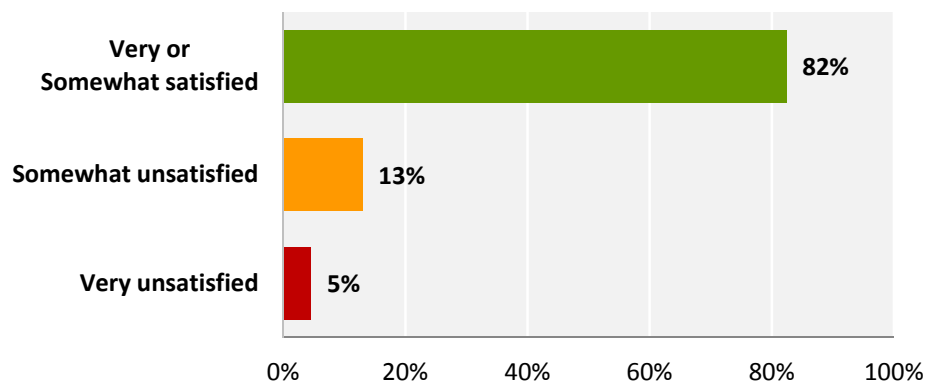


Refuse Service Highly

Rated. Garbage, recycling, and green waste collection service satisfaction is very high with 82% rating *Very or Somewhat Satisfied*. This service is provided through a franchise agreement with a private company. This strong rating comes after two rate increases in 2015 to address major landfill and green waste issues.

Please describe your overall satisfaction with your garbage, recycling, and green waste collection service.

Answered: 415



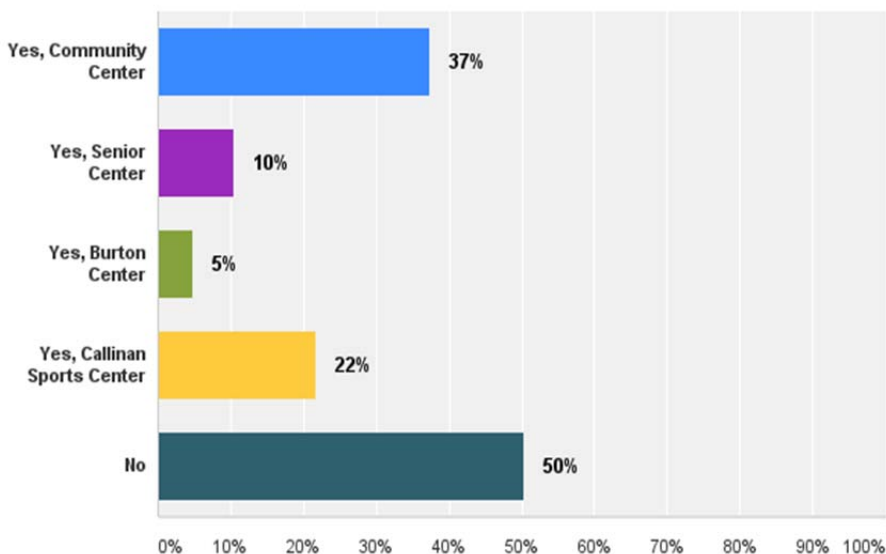
RECREATION AND PERFORMING ARTS

Recreation Centers Use

Varies. Half of respondents visited a recreation center in the last three months. The Community Center and the Sports Center were the most visited. Neighborhood based Burton Recreation was very lightly used as was the Senior Center.

Q29 In the last 3 months have you visited any Rohnert Park recreation centers: Community Center, Senior Center, Burton Recreation Center, or Callinan Sports Center? (Check all that apply.)

Answered: 964 Skipped: 70

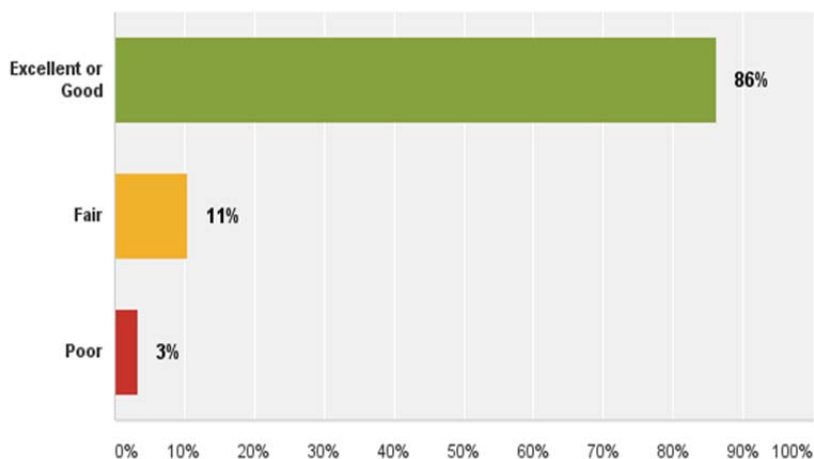


Recreation Centers Highly

Rated. An overwhelming majority rated their most recent visit as *Excellent* or *Good*. Only 3% rated it *Poor*.

Q30 How would you rate your most recent visit to a recreation center?

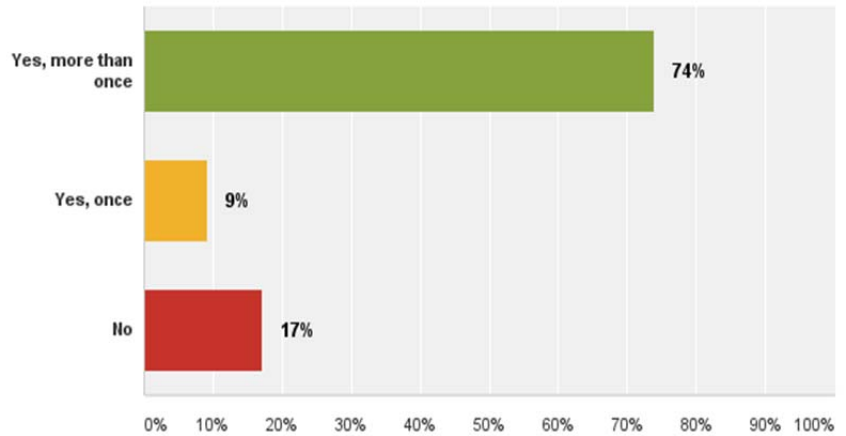
Answered: 955 Skipped: 79



Park Use is High. Most people visited a park in the last year, 83%, and many, 74%, visited more than once.

Q31 In the last 12 months, have you visited a city park?

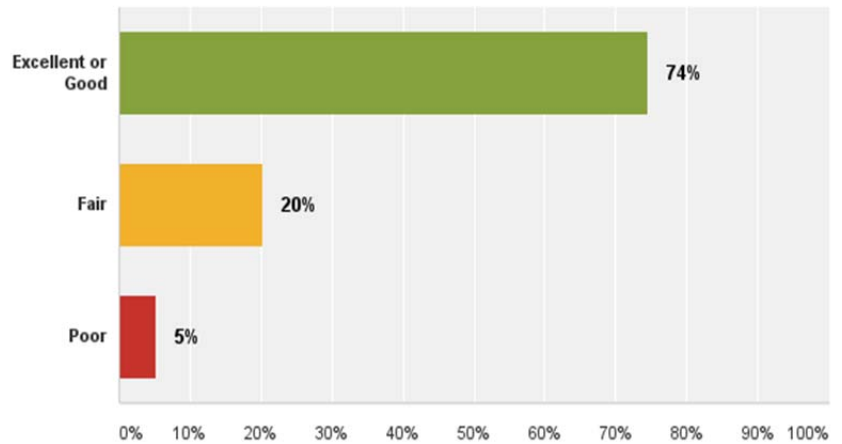
Answered: 960 Skipped: 74



Parks Scored Fairly Well. A majority, 74%, rated their most recent visit *Excellent* or *Good*. Overall, the ratings were lower than recreation centers.

Q32 How would you rate your most recent visit to a city park?

Answered: 957 Skipped: 77

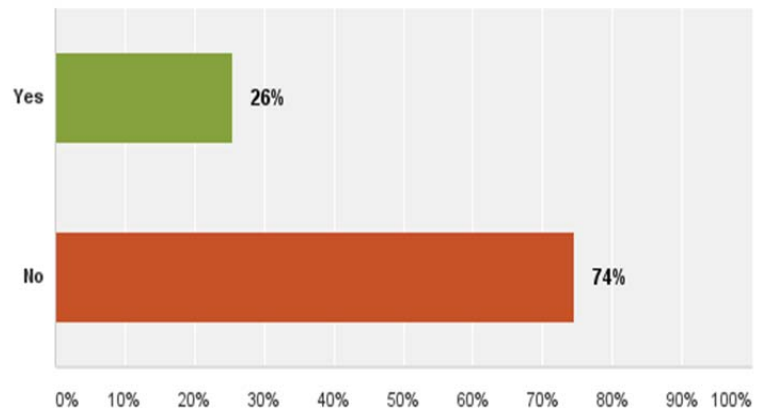


Performing Arts Center

Attendance. The majority of respondents had not visited the Spreckels Performing arts Center in the prior twelve months. This is much lower than the recreation centers or parks. We note that Spreckels events are ticketed versus free access to most other facilities.

Q33 In the last 12 months, have you attended a performance at the Spreckels Performing Arts Center?

Answered: 962 Skipped: 72

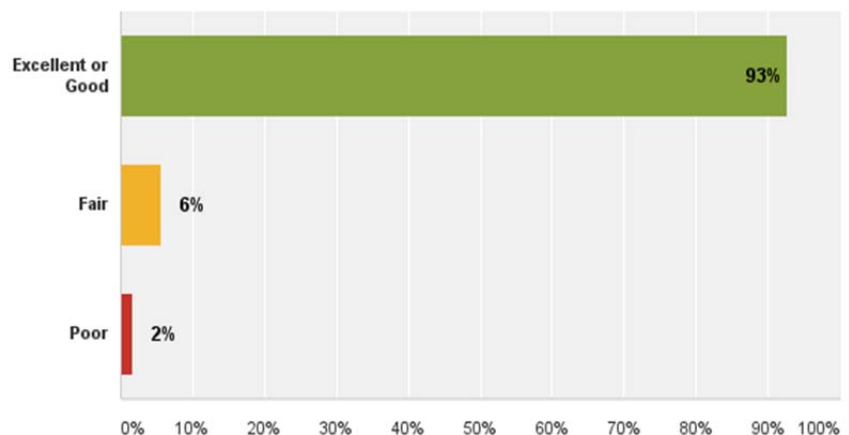


Performing Arts Center

Rated Very High. An extremely high, 93%, of visitors to Spreckels Performing Arts Center rated it *Excellent* or *Good*. This is higher than any other aspect of the survey.

Q34 How would you rate your most recent visit to the Spreckels Performing Arts Center?

Answered: 953 Skipped: 81



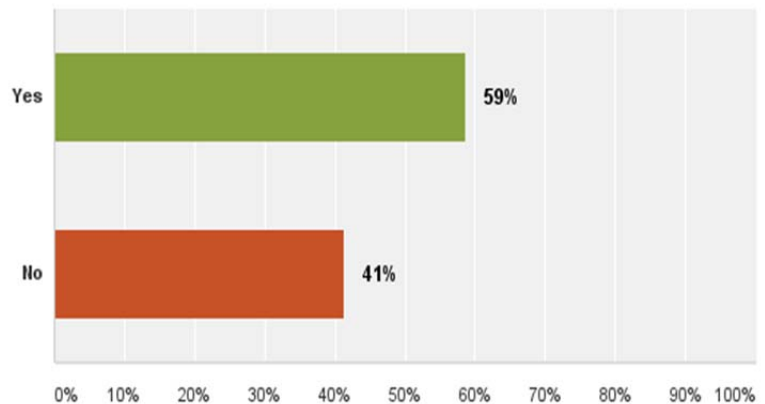
GENERAL CITY STAFF

Opportunity for More

Interaction. While a majority of our neighbors, 59%, personally interacted with a city employee in the last 12 months, 41% did not. This is strong but could be even higher.

Q39 In the last 12 months, have you personally had contact with a City of Rohnert Park employee?

Answered: 939 Skipped: 95

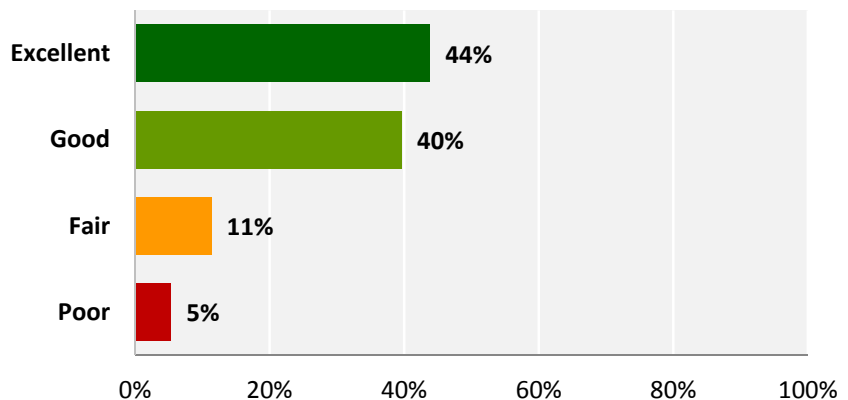


City Employees are Responsive.

Our neighbors view City employees as responsive. A combined 84% rated responsiveness as *Excellent* or *Good*.

Q40A Please rate your perception of the employee's responsiveness during your most recent interaction.

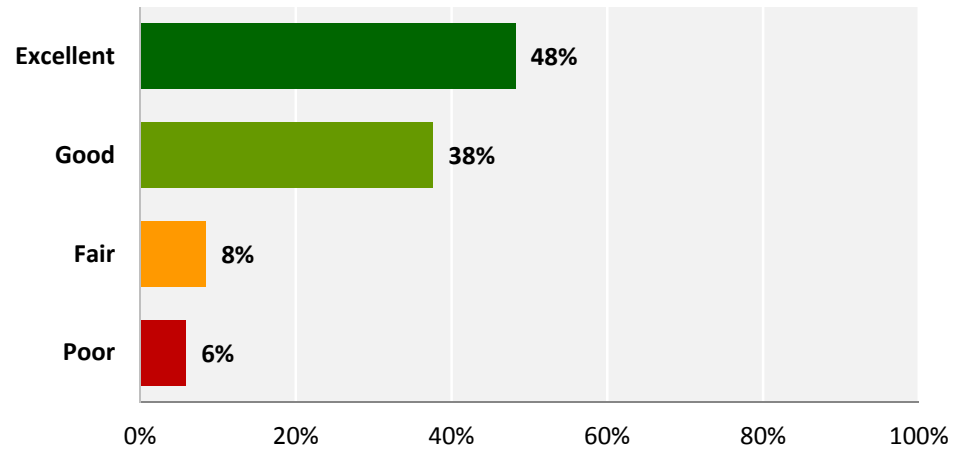
Answered: 477



City Employees are Courteous. Our neighbors view City employees as courteous. A combined 86% rated courteousness as *Excellent* or *Good*.

Q40B Please rate your perception of the employee's courteousness during your most recent interaction.

Answered: 459



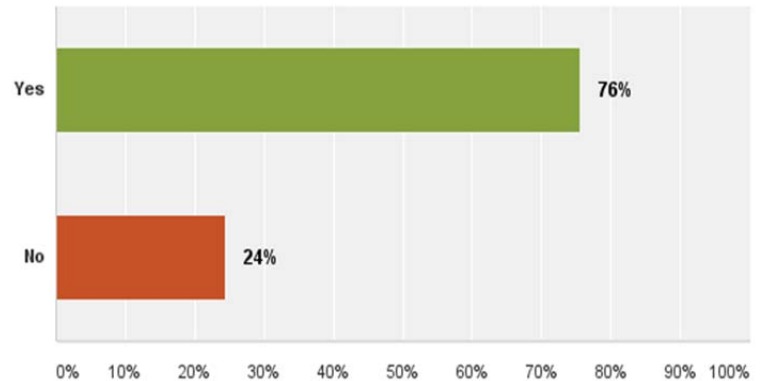
CITY COMMUNICATIONS

Utility Newsletter Widely

Read. A strong majority, 76%, read the City Newsletter sent along with water bills.

Q37 In the last 12 months, have you read the City of Rohnert Park Newsletter included with water bills?

Answered: 939 Skipped: 95

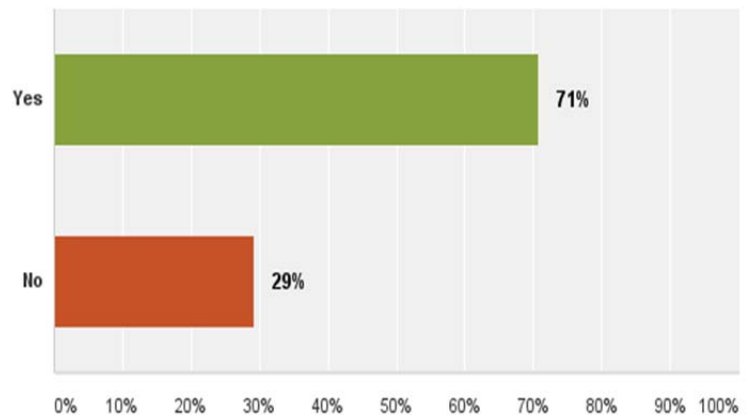


City Website Widely Accessed.

A majority, 71%, of respondents visited the city website in the last 12 months.

Q38 In the last 12 months, have you visited the City of Rohnert Park website?

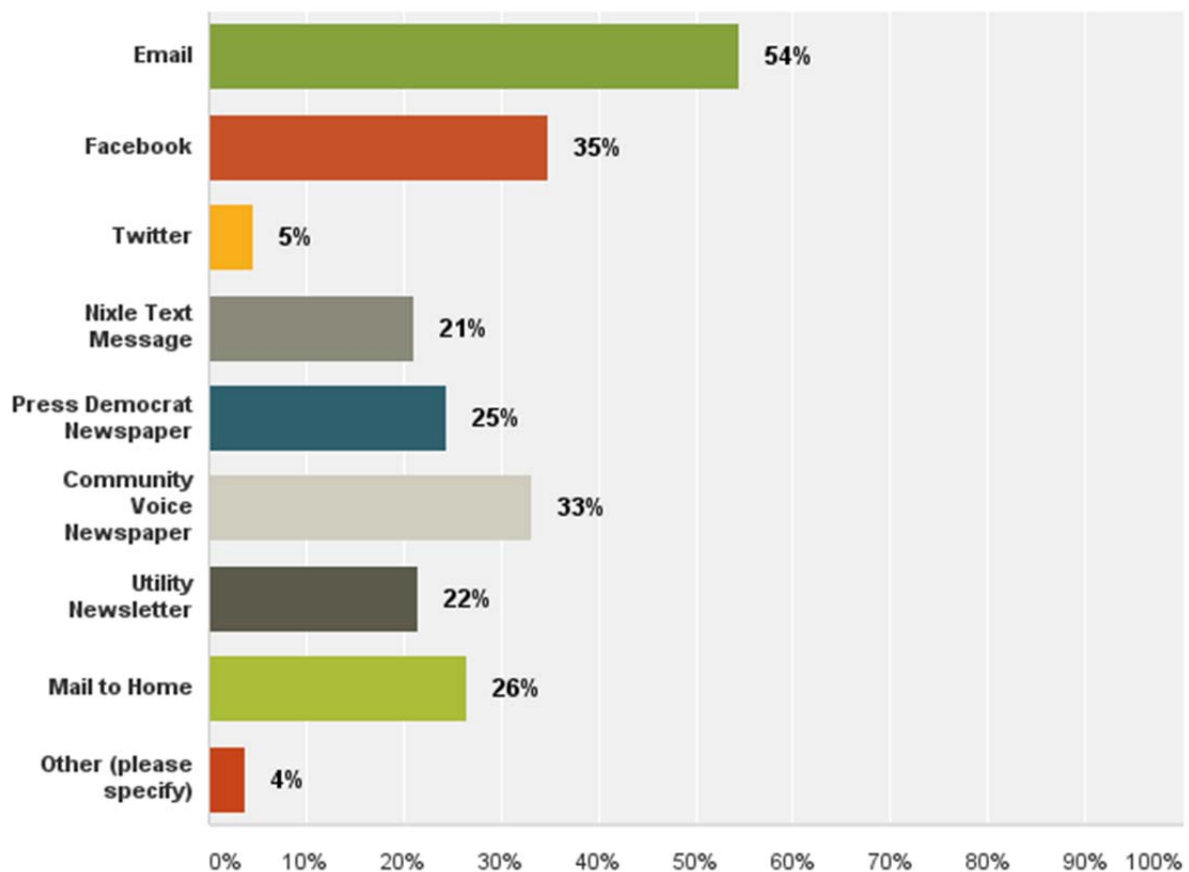
Answered: 937 Skipped: 97



Communicating With Our Neighbors. When asked how they prefer to receive information, our neighbors gave a variety of methods. Email was the most popular followed by Facebook and local newspaper. Mail, the utility newsletter, the regional newspaper, and Nixle were the next most popular. These results may be somewhat skewed by the survey distribution channels used which were primarily Facebook and email.

Q42 We want to make it easy for you to stay informed. How do you want to receive information regarding the City? (Check all that apply)

Answered: 902 Skipped: 132

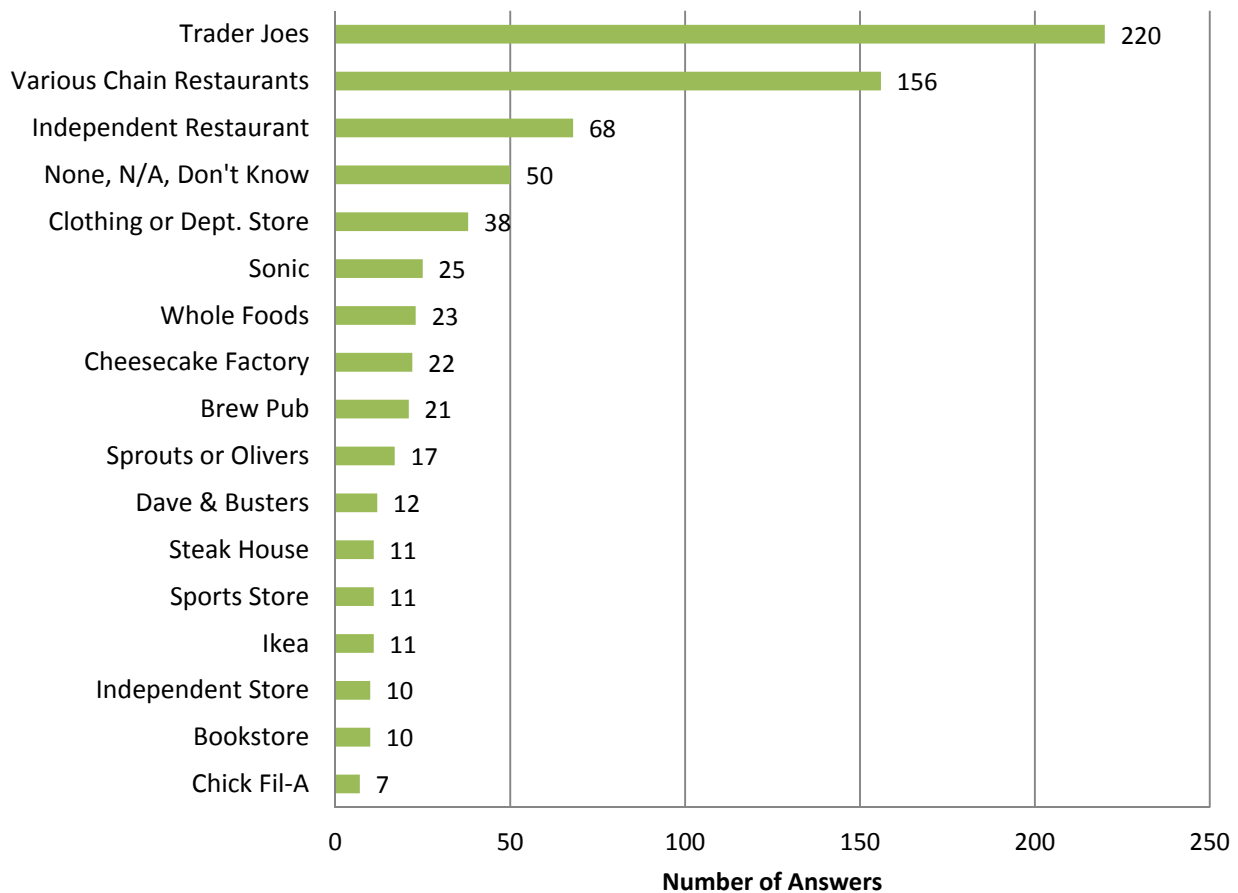


BUSINESS ATTRACTION

One Clear Preference. The survey asked an open-ended question about what “one new store or restaurant” respondents would like to see. The overwhelming choice was Trader Joes with a whopping 220 people listing it. That represents 27.5% of responses. The second largest single brand listed is Sonic Drive-In, a fast food burger restaurant which received just 25 mentions. A category designed to capture all the various chain restaurants counts to 156. The concept of a non-chain or independent restaurant was much lower but still strong at 68 mentions. In addition to restaurants, there is a community sentiment for various clothing stores (e.g. Nordstrom Rack, Macy’s, JC Penney, etc.). With the arrival of Bear Republic Brewery, there will be 21 happy people who wanted a brew pub and 7 more with Chick-fil-A moving through the approval process.

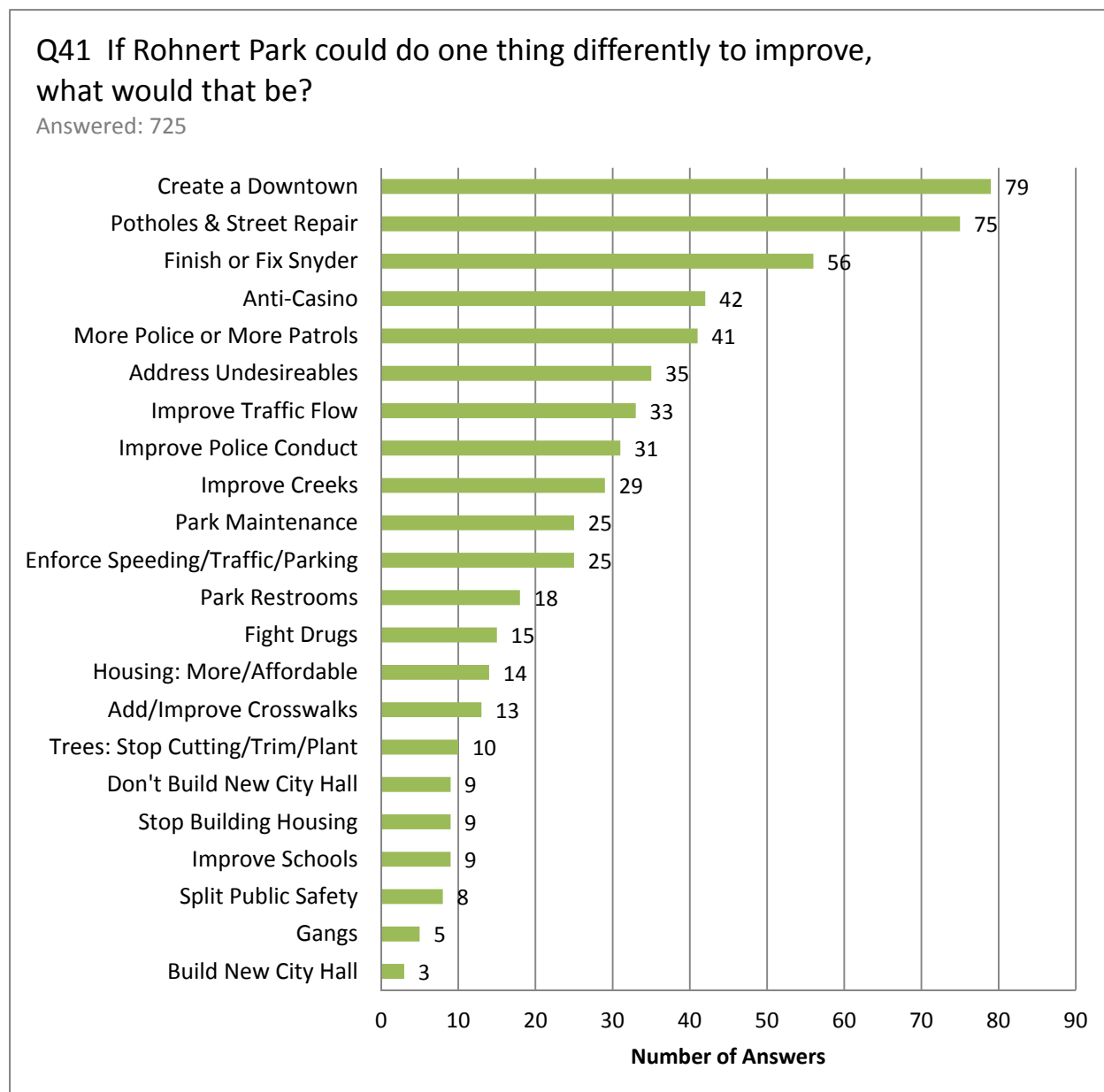
Q36 While the City does not select which businesses decide to open in Rohnert Park, it can inform businesses of opportunities to locate in our community. With that in mind, what one store or restaurant would you like to see come to Rohnert Park?

Answered



IMPROVING ROHNERT PARK

Diverse Views. The survey asked an open-ended question, “If Rohnert Park could do one thing differently to improve, what would that be?” Of the 1,034 respondents, 725 answered the question. Staff categorized the responses to facilitate presentation of over seven hundred individual statements. The top answer was, create or build a downtown.



Then two road related responses—potholes, pavement conditions, etc. and fix Snyder Lane—garnered top support. Snyder Lane is midway through a 15-month widening project where the City worked closely with the utility companies to relocate electrical and telecommunication lines underground, replace the drainage system, install a new sewer trunk pipeline, widen a bridge, install a traffic signal, install new sidewalk, curb and gutter, and improve pedestrian crossings. This complex project was always slated to take two summers to construct. However, the heavy rains and regulatory restrictions necessarily slowed construction over the

winter season. The public responded in the survey with their dissatisfaction regarding Snyder Lane with many mentioning “fix Snyder Lane” or “don’t start projects before others are finished.” The latter statement is in reference to the Rohnert Park Expressway repaving project. The contractor started the project late and too close to the rainy, cold season. Work was stalled during the survey period due to cold and wet weather.

Other responses varied from anti-casino to increase speed or traffic or parking enforcement especially around schools. More police or more patrols and more parks maintenance were also common themes as was a need for improved traffic flow. Statements about police conduct were made, as were comments about removing prostitutes, transients, panhandlers, etc. The survey asked about creek safety earlier and not surprisingly some mentioned increased safety through lighting on creek paths.

CONCLUSION

Survey Successful. The survey was widely distributed, reaching nearly every demographic of the city and received over one thousand responses. Feedback is helpful to our organization whether it is on community perception or our staff’s performance. The open-ended responses inform staff of the interests and concerns of our neighbors. We are already using the results as we plan future capital projects and program improvements.

Future Surveys. The survey should be conducted periodically, either annually or biennially (every other year). Results can be compared over time to see trends. Also, resident concerns can be addressed and new concerns noted for future action.