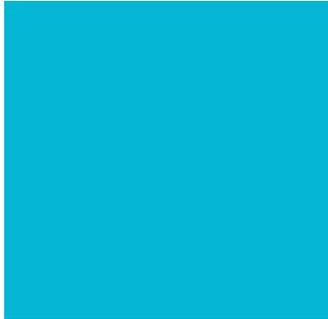




City of Cotati Community Survey Results

*Key Findings of a Survey of Cotati Voters
Conducted January 7-21, 2019*



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES



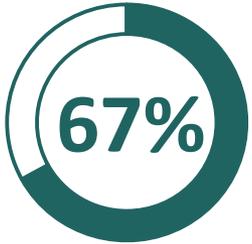
Methodology

- 327 interviews with Cotati voters
- Conducted January 7-21, 2019, online and via landline and cell phones
- Margin of sampling error of $\pm 5.7\%$ at the 95% confidence interval
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to prior research in the city

Key Numbers



Rated life in Cotati “excellent” or “good”



Approved of the performance of Cotati City government overall



Considered the cost of housing an “extremely” or “very serious problem” in Cotati

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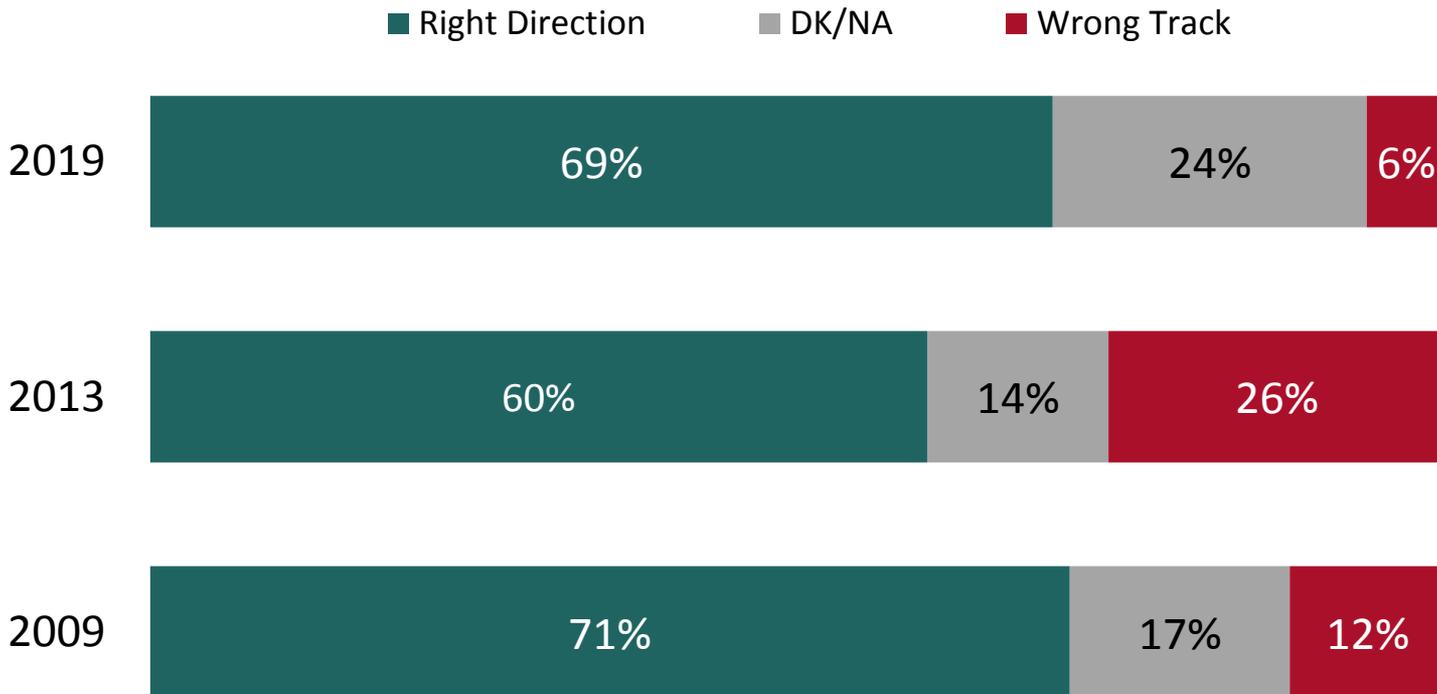


General Impressions of Life in Cotati



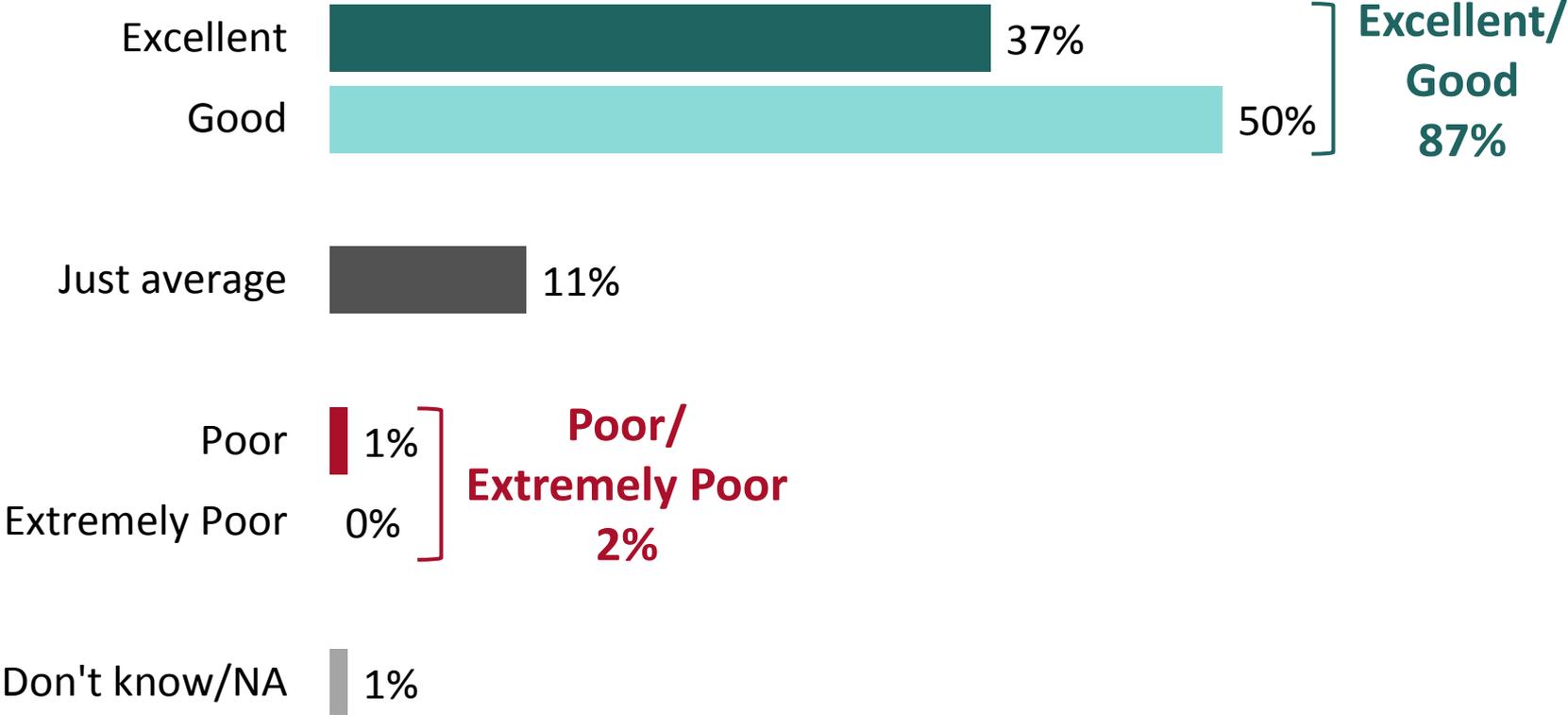
By an 11-to-1 margin, respondents said they felt the City was headed in the right direction.

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

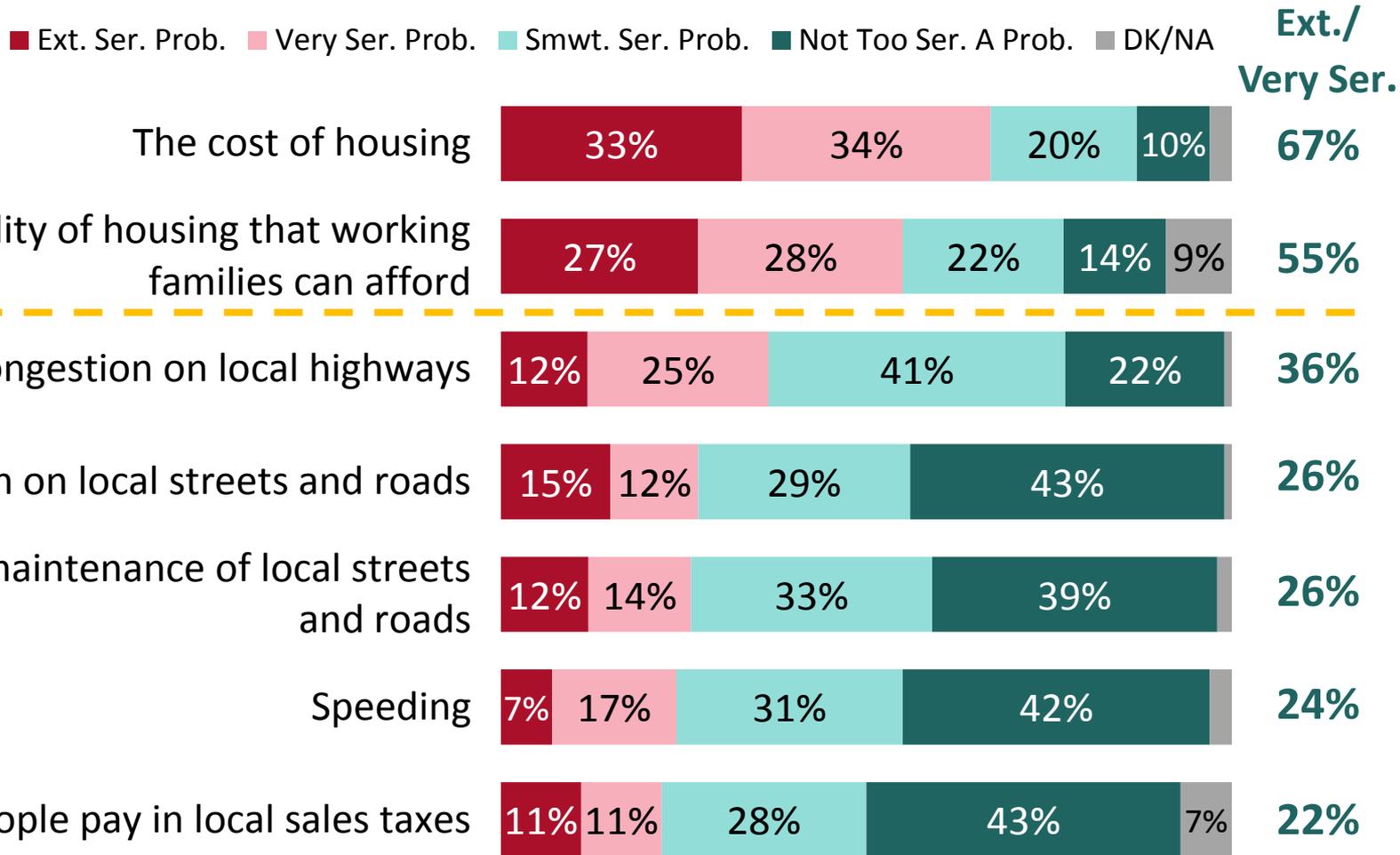


More than four in five rated the City as an "excellent" or "good" place to live.

Generally speaking, how would you rate the City of Cotati as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?

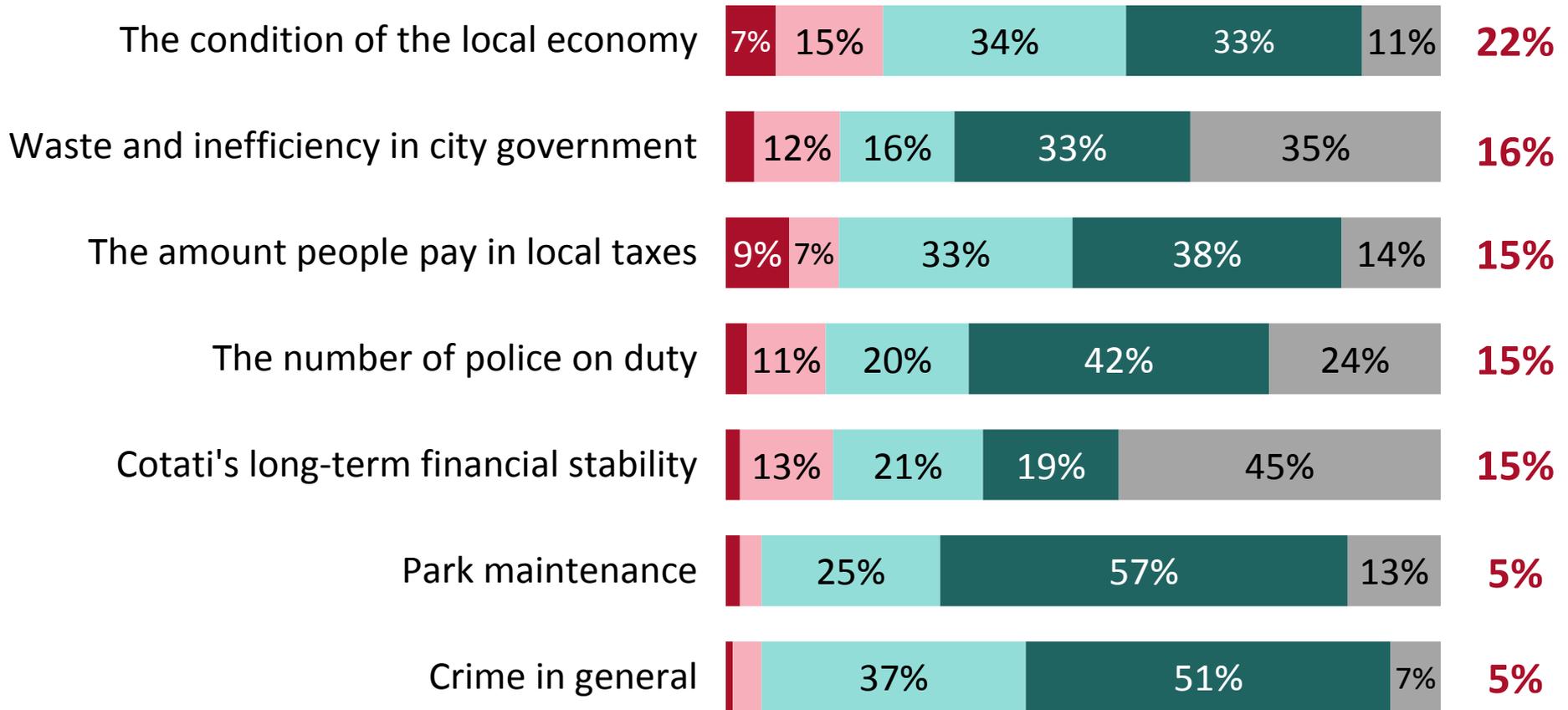


At the same time, two-thirds stated that the cost of housing was a serious problem.



In what was part of a theme, very few respondents saw crime as a problem.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. A Prob. ■ DK/NA **Ext./
Very Ser.**



Concerns about crime, park maintenance, city government waste, and the local economy have consistently declined.

(Extremely/Very Serious Problem)

Problem	2009	2013	2019
Traffic congestion on local streets and roads	25%	20%	26%
The amount people pay in local sales taxes	20%	18%	22%
The amount people pay in local taxes	20%	16%	15%
Crime in general	14%	10% ↓	5% ↓
Potholes and maintenance of local streets and roads	NA	36%	26% ↓
Park maintenance	NA	15%	5% ↓
Waste and inefficiency in city government	43%	28% ↓	16% ↓
The condition of the local economy	45%	35% ↓	22% ↓
The number of police on duty	NA	31%	15% ↓

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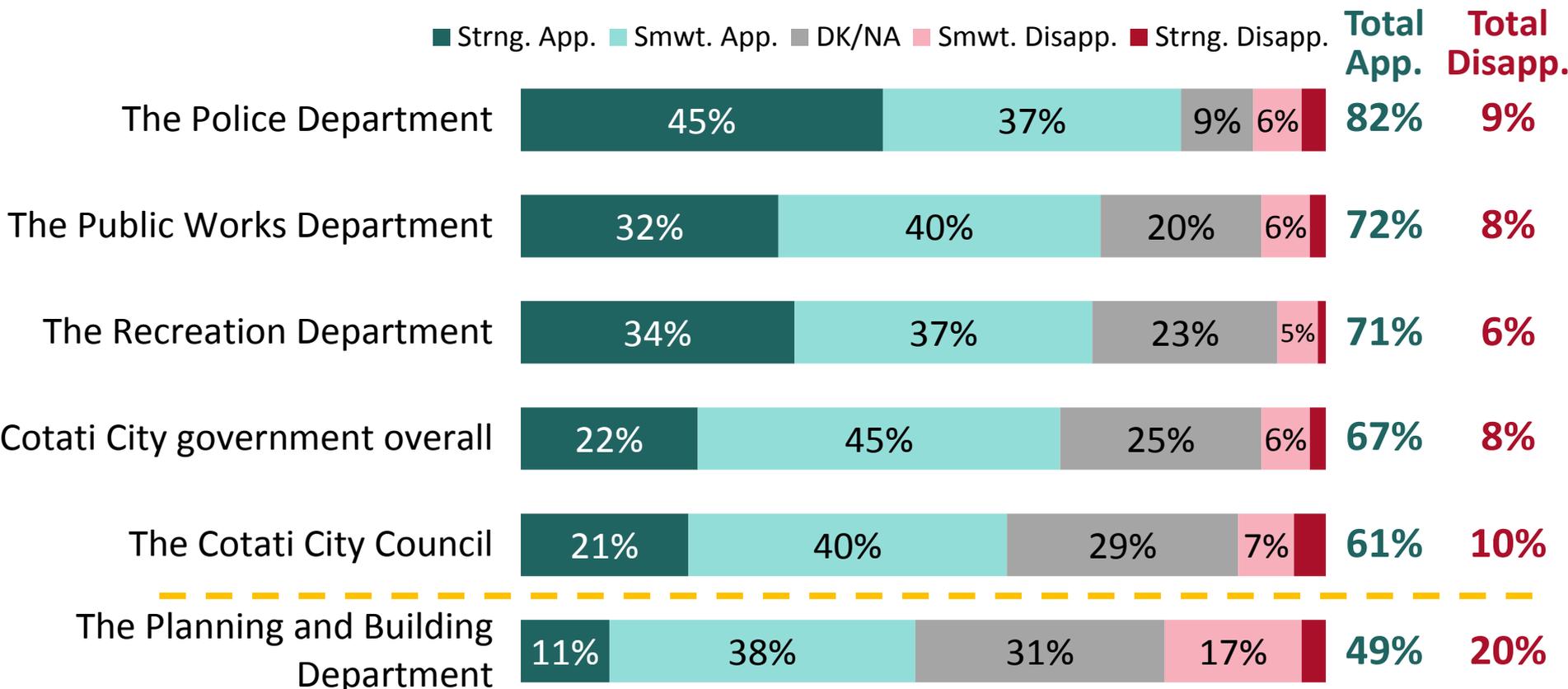


Views of Local Government



More than four in five respondents approved of the police department, while seven in ten approved of public works and recreation.

I am going to read you the names of a few departments in the City of Cotati. Please tell me if you approve or disapprove of the job being done by that department.



Respondents largely agreed the city is a good place to raise a family, and compares well to neighboring cities' quality of life.

Very Acc. Smwt. Acc. DK/NA Smwt. Inacc. Very Inacc.

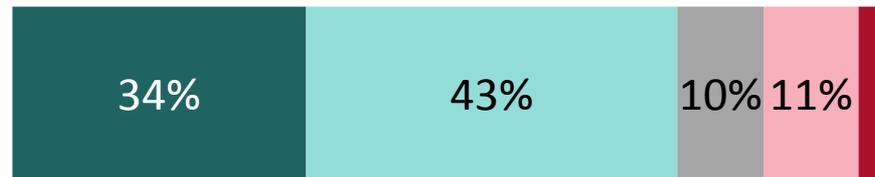
Total Acc. Total Inacc.

Cotati is a good place to raise a family.



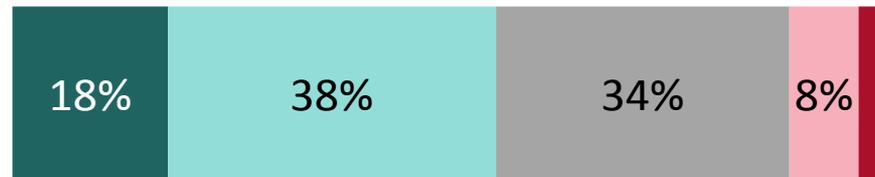
92% 5%

Cotati provides a better quality of life than other neighboring cities.



76% 13%

Cotati City government operates in a way that is open and accountable to the public.



56% 11%

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Importance of and Satisfaction with City Services and Programs



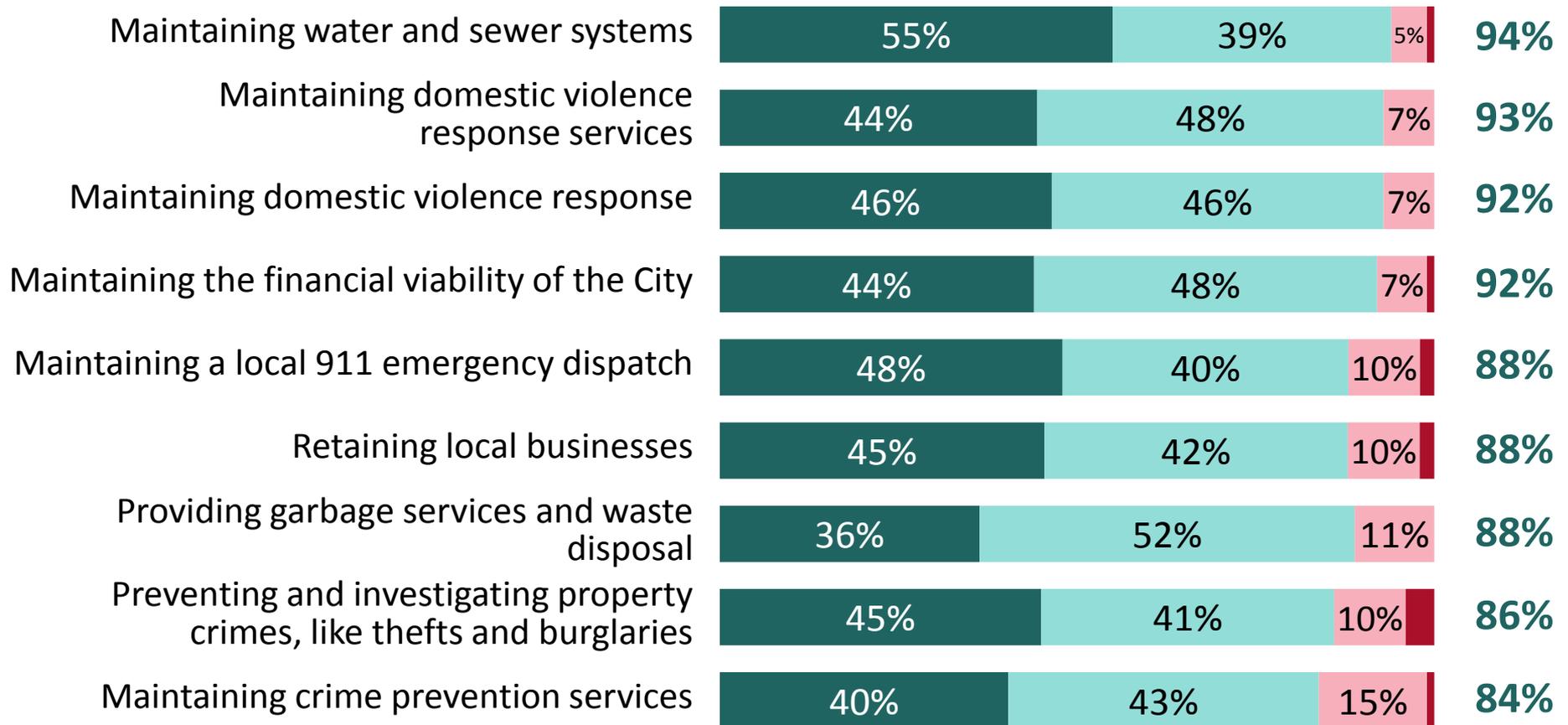
Assessing City Services and Programs

- ✓ Respondents were asked to rate the importance of 27 services and programs that the City provides: is it extremely, very, somewhat or not too important to making Cotati a good place to live?
- ✓ Then they were asked whether they were satisfied or dissatisfied with the same list of services and programs.
- ✓ On each dimension, we looked at change over time.
- ✓ We also looked at the interaction of importance and satisfaction levels to show areas of strength and areas for improvement.

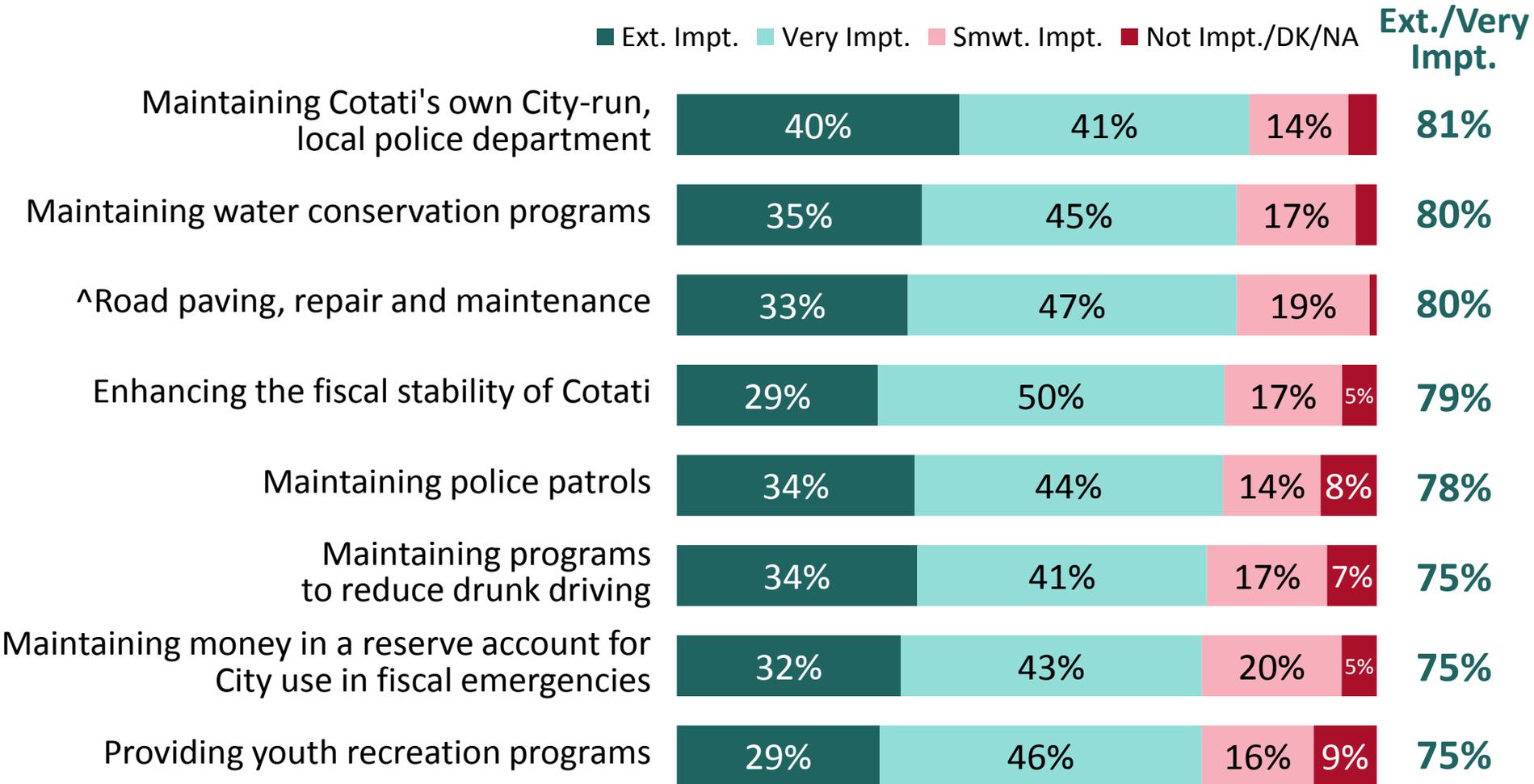


The highest priorities included water infrastructure, maintaining financial viability and public safety, particularly domestic violence and 911 response.

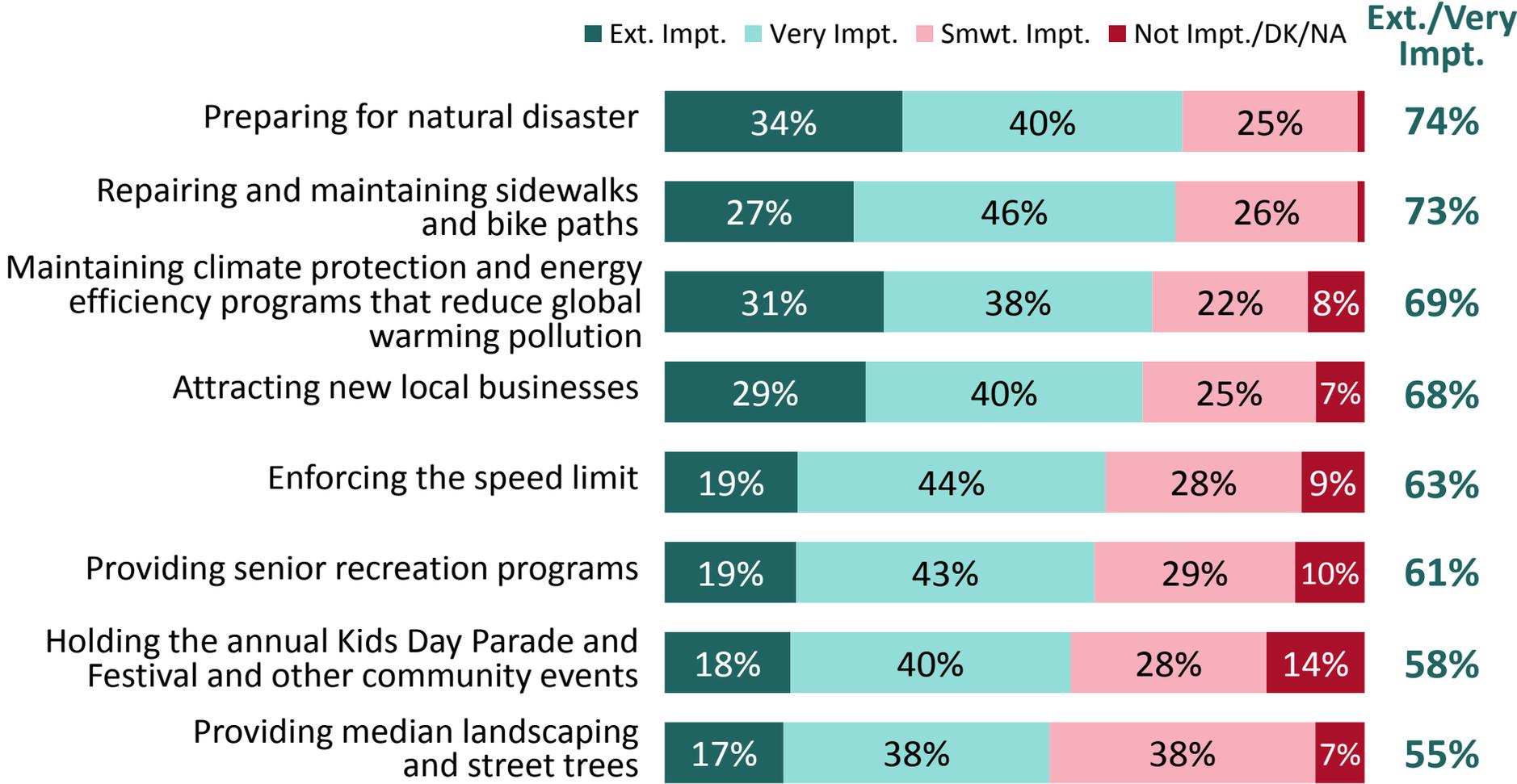
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Impt./DK/NA **Ext./Very Impt.**



Other important priorities included parks, road repairs, and youth programs.

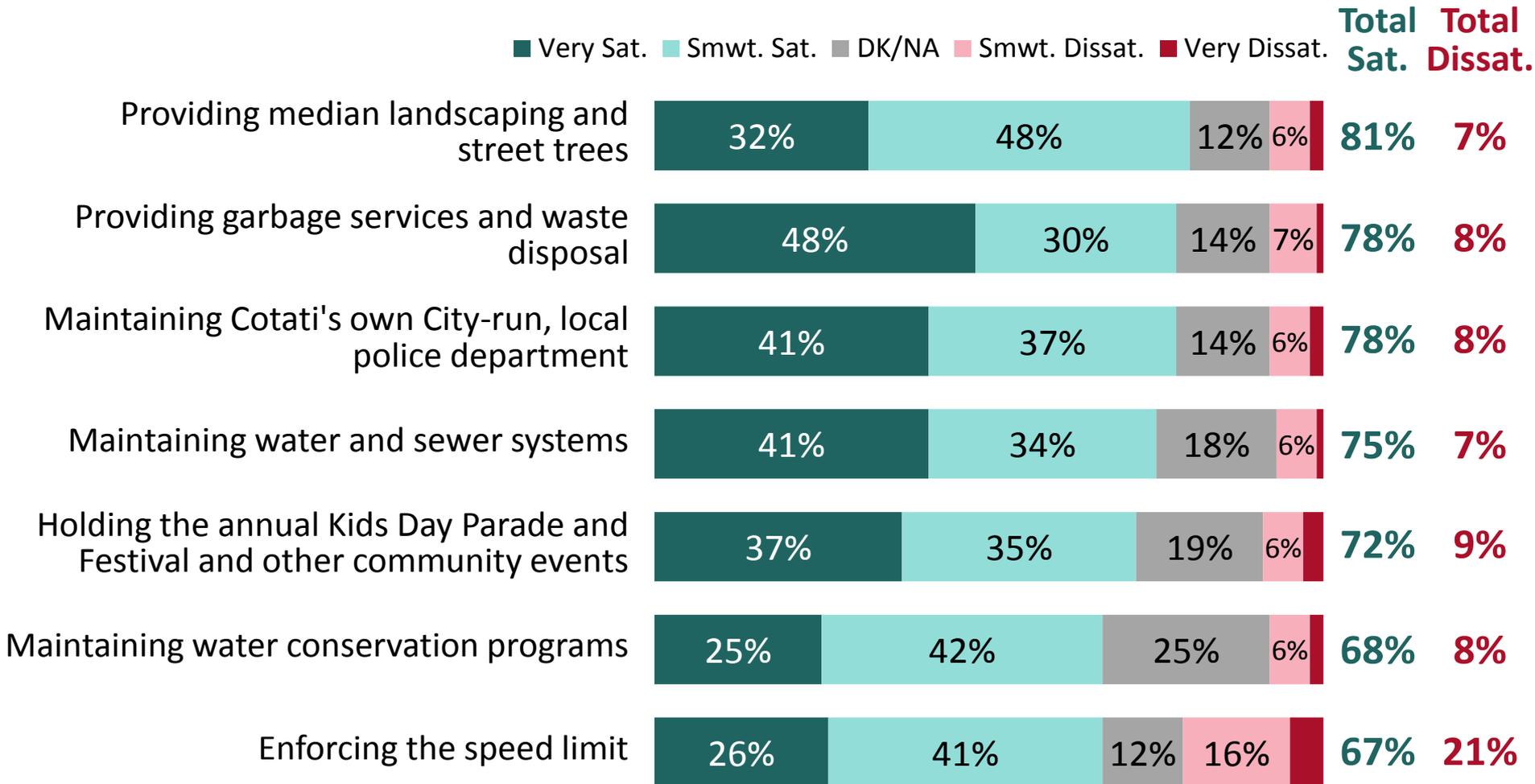


Landscaping and special events were less-urgent priorities by comparison.

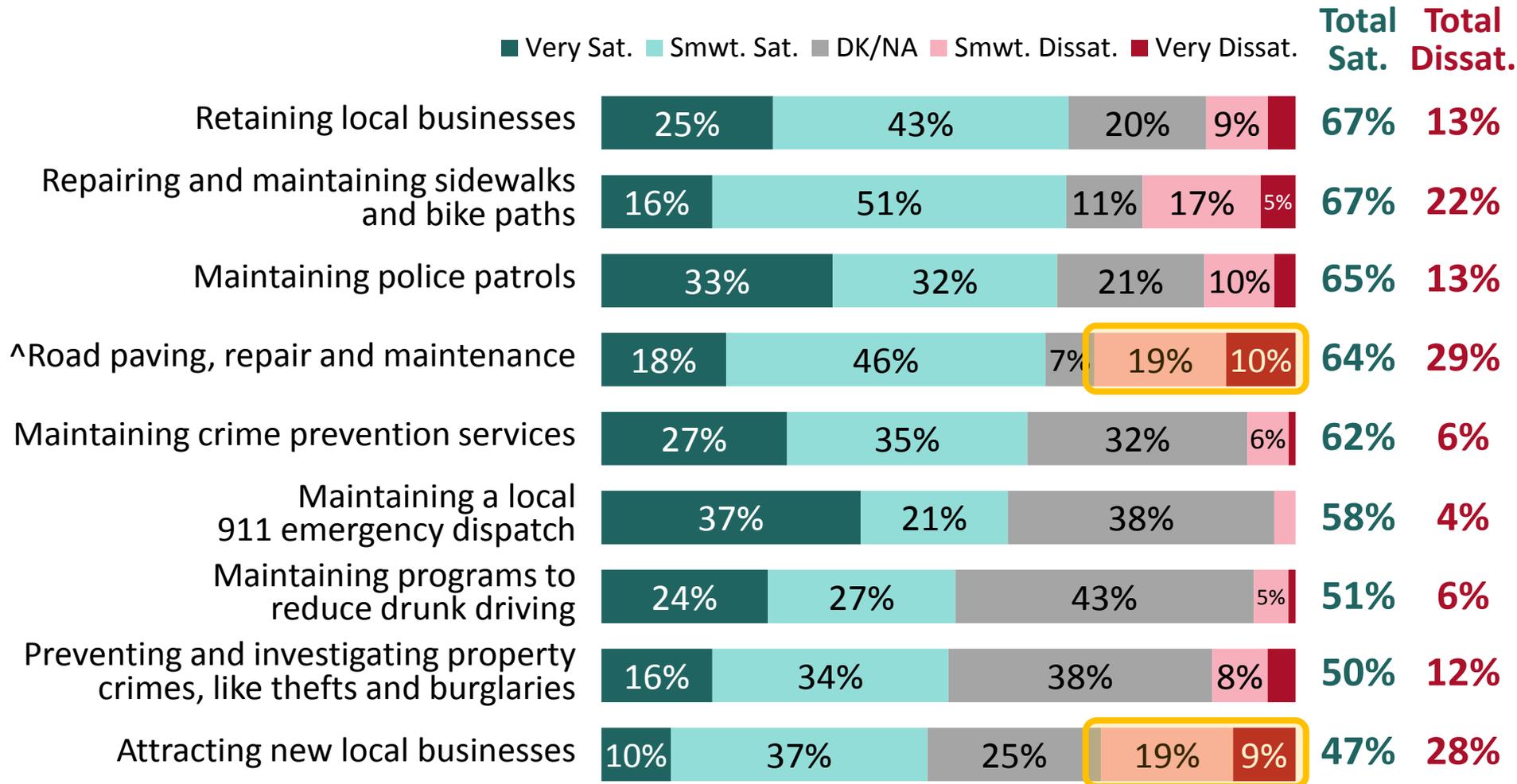


Q9. Let me ask you about some specific City services provided to Cotati residents. Please tell me how important each service is to making Cotati a good place to live: extremely important, very important, somewhat important, or not important. Split Sample

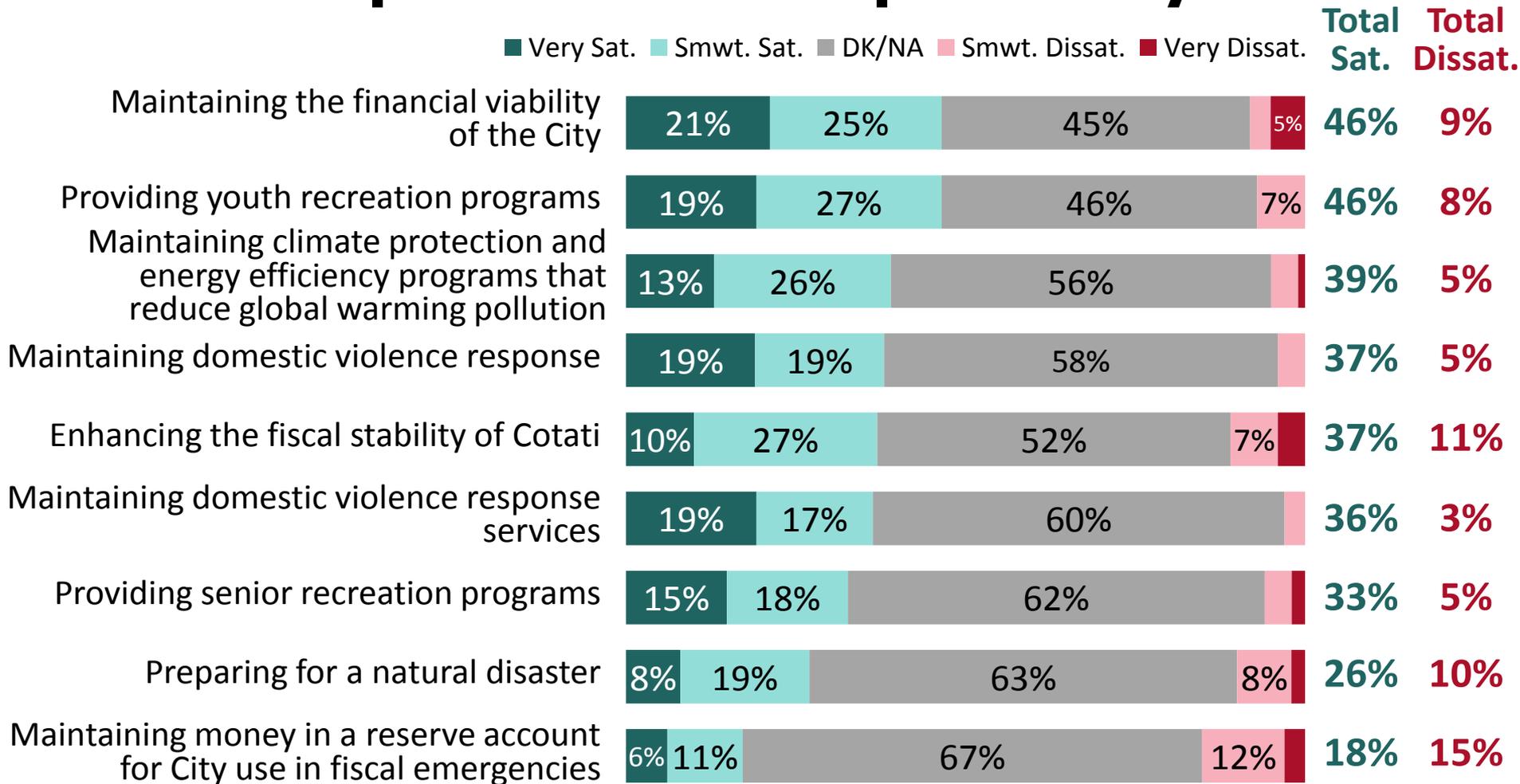
Respondents were especially satisfied with park and landscaping maintenance, as well as waste disposal services.



About three in ten were dissatisfied with road repairs and attracting new businesses.

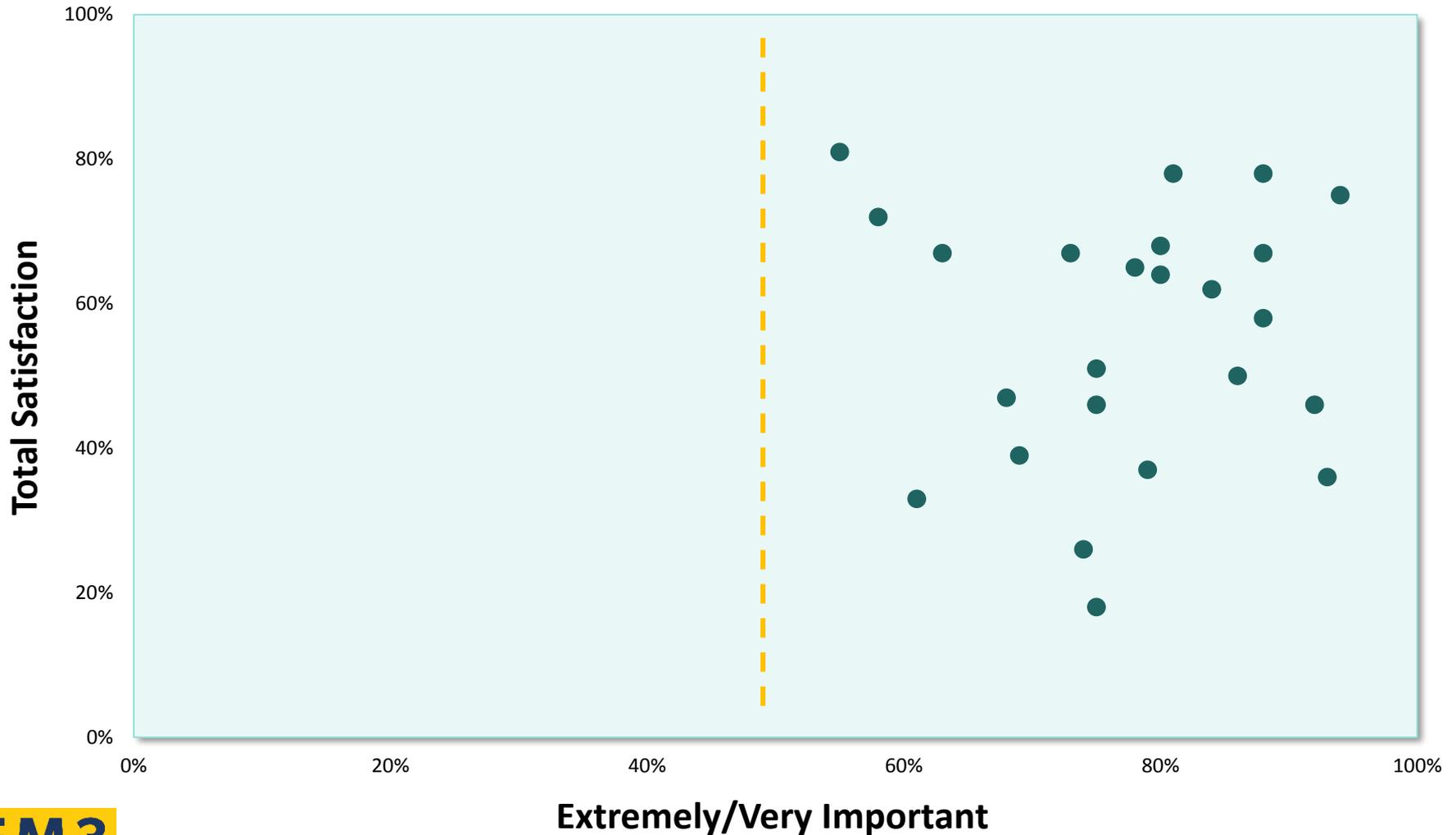


The lower-rated programs and services were largely because respondents have not experienced them personally.

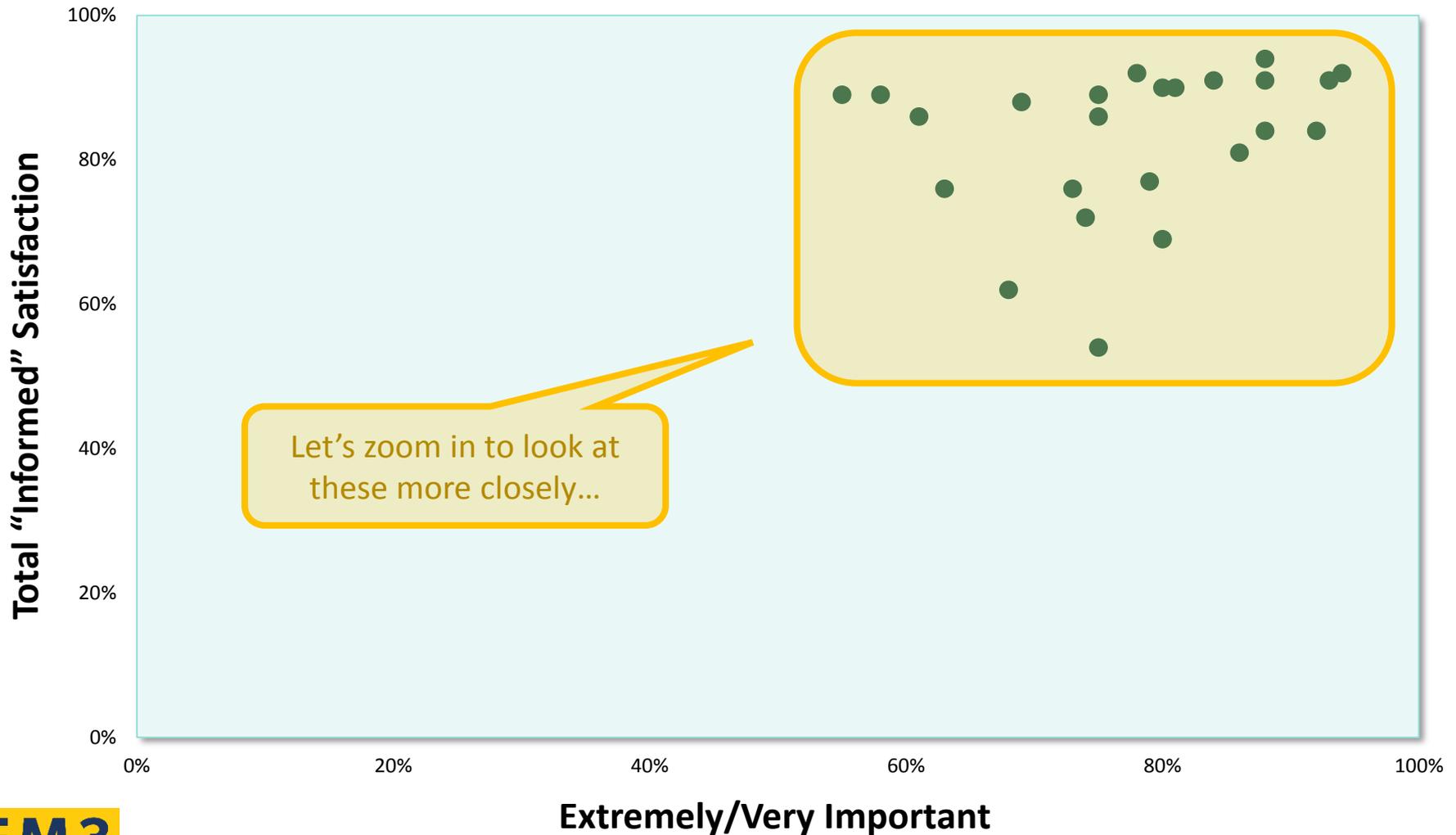


It can be informative for planning and budgeting purposes to combine the importance and satisfaction ratings to see if there are any relative mismatches between importance and satisfaction

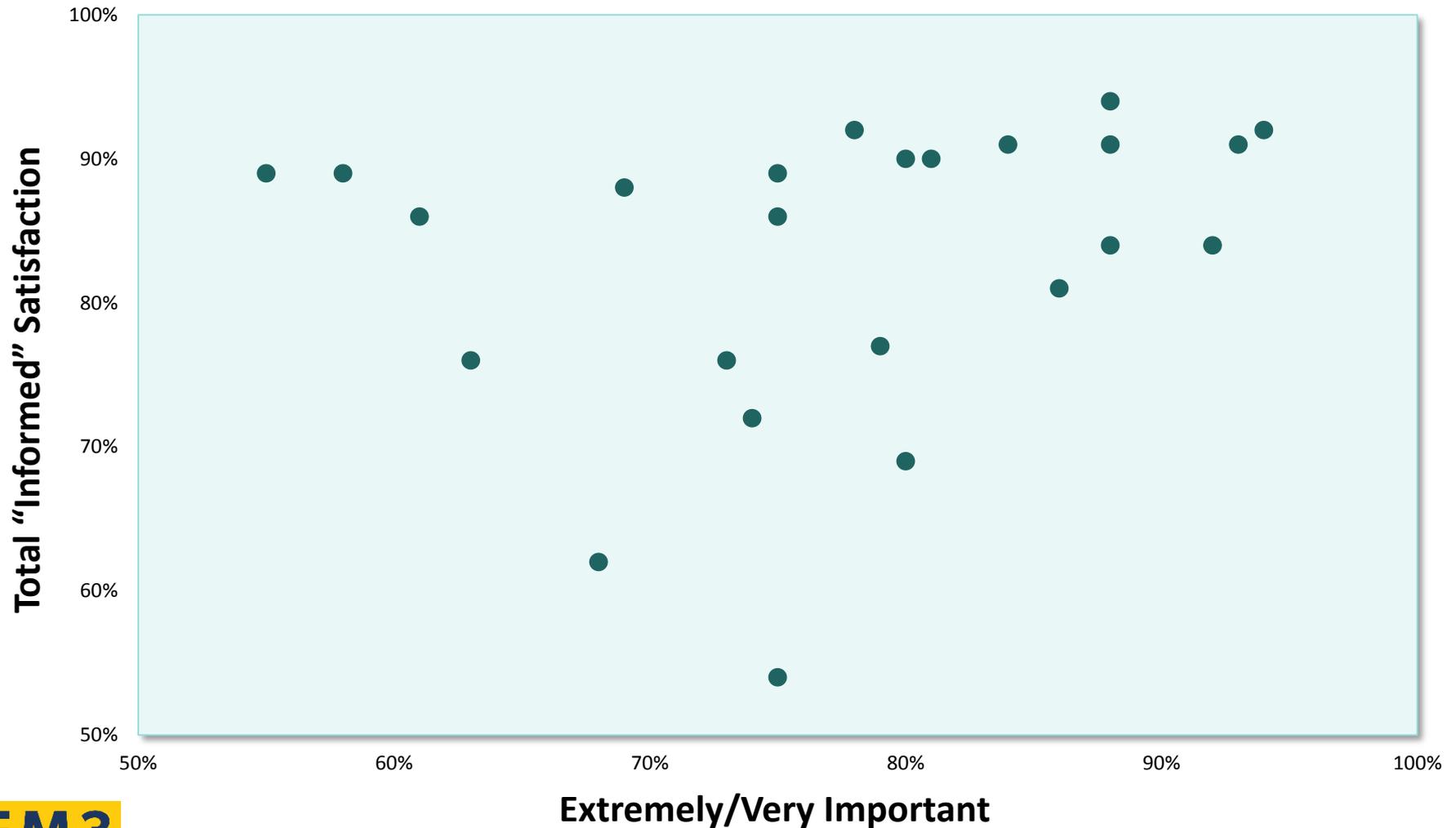
All services are generally important, but given unfamiliarity with many, some satisfaction levels appear quite low.



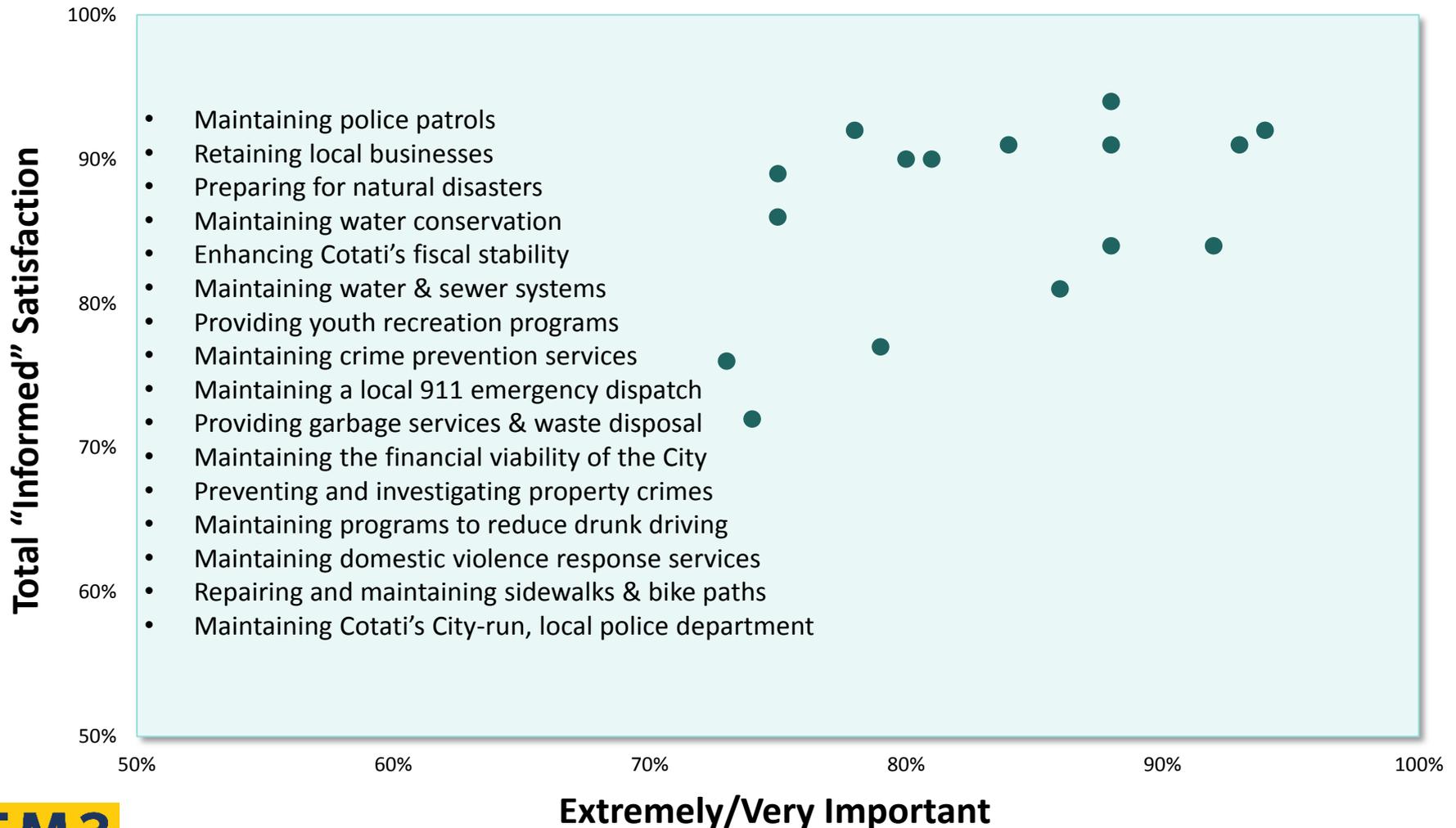
Removing the “don’t knows” from the satisfaction ratings to create “informed” satisfaction ratings creates a cluster of services in the upper right...



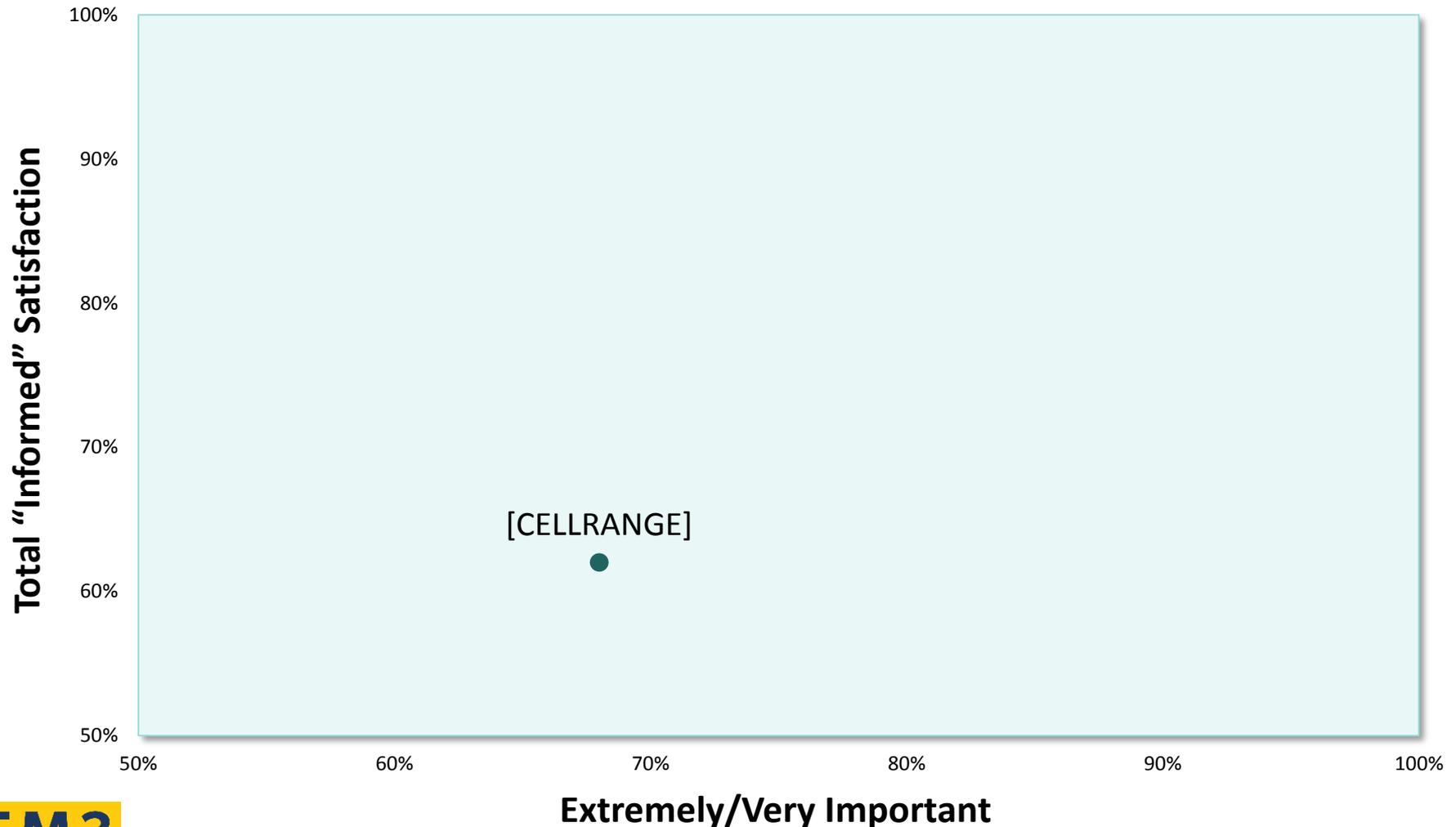
Now we can start looking at different groupings of services...



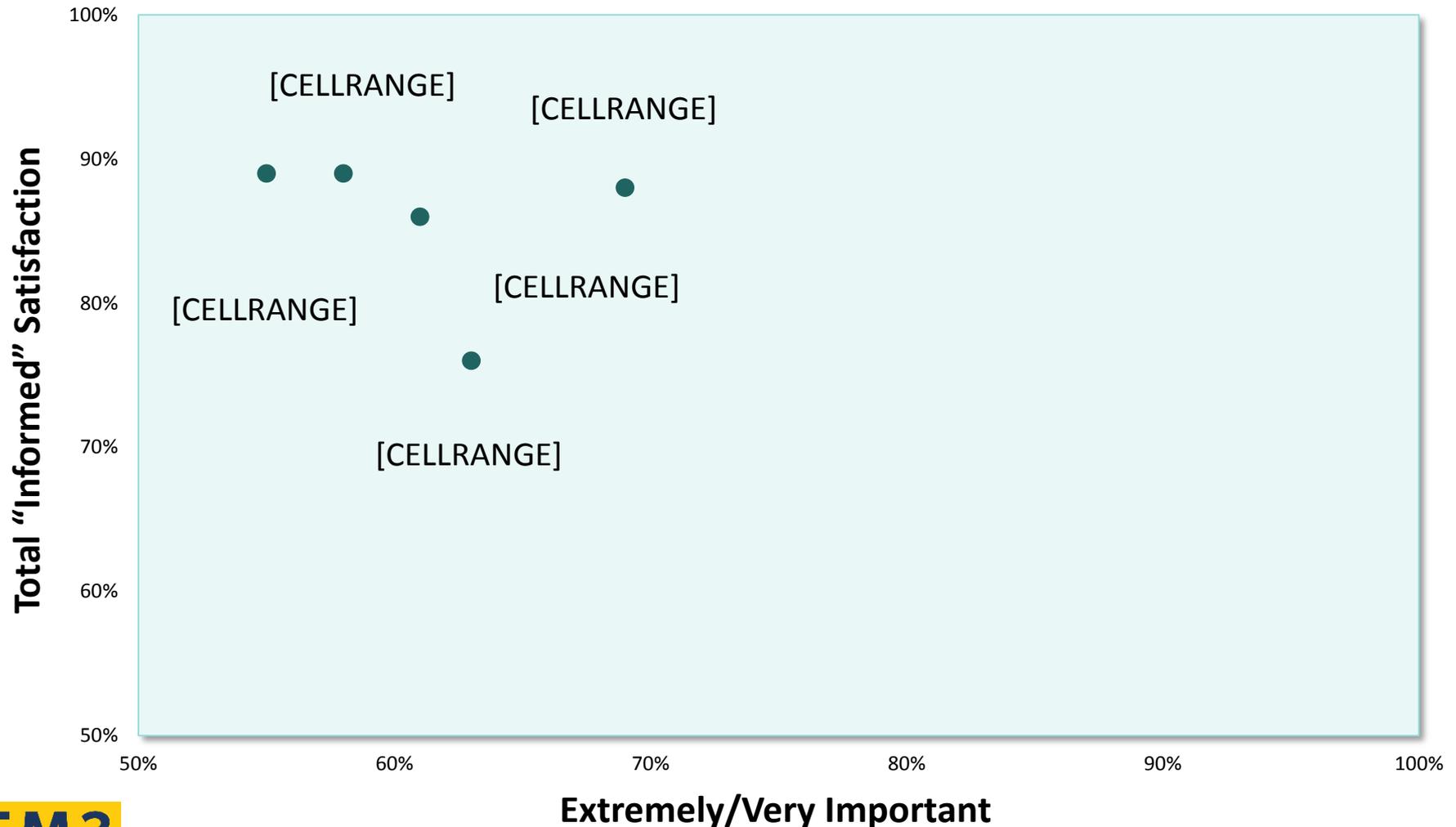
First, there are a lot of services seen as extremely/very important by 70% or more and with satisfaction levels also at least 70%.



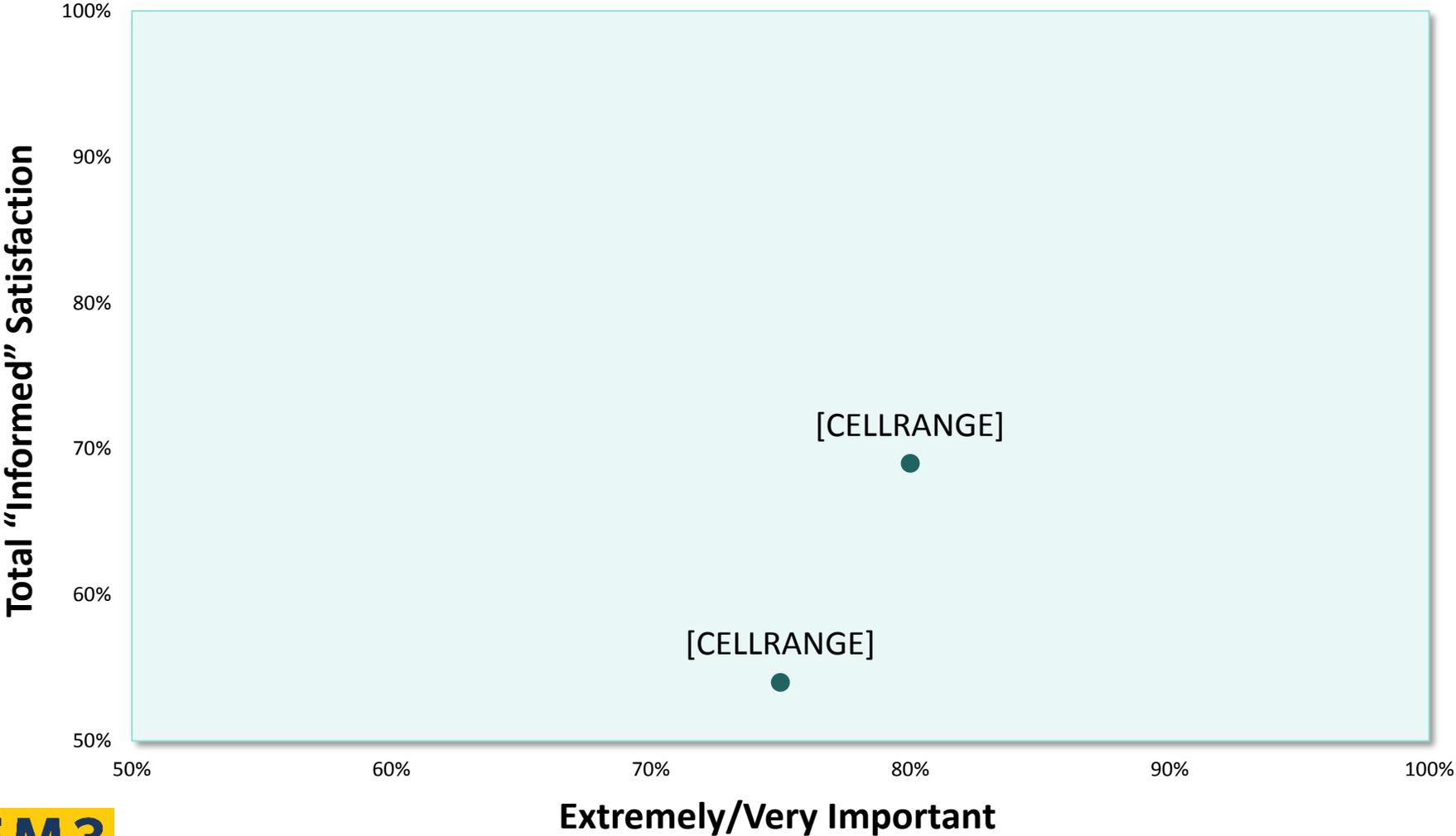
Next, while attracting new local business is a comparatively lower priority, satisfaction levels seem to match.



These services were seen as extremely/very important by less than 70%, but had comparatively higher levels of satisfaction.



These services had satisfaction levels notably lower than how important they are viewed.



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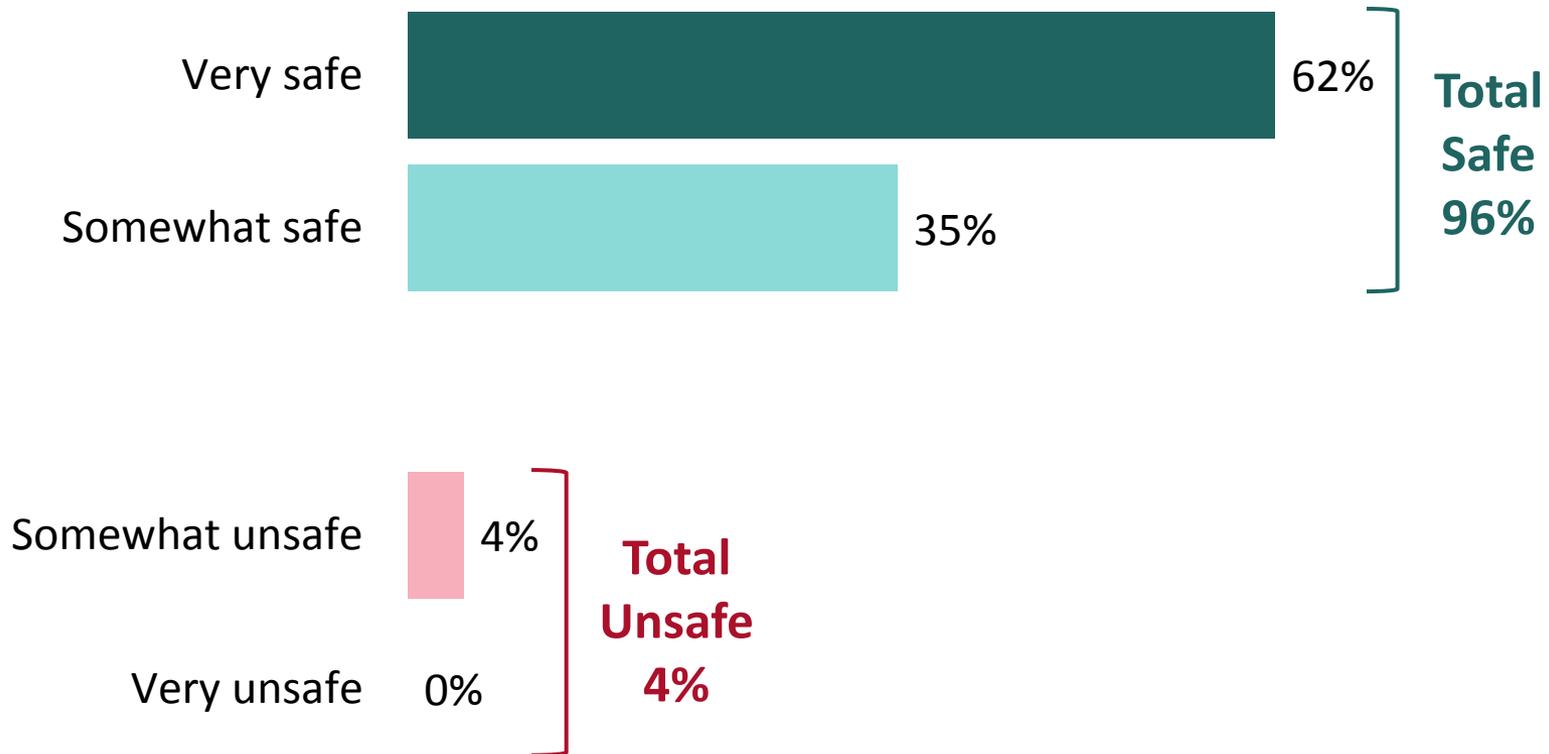


Views of Safety



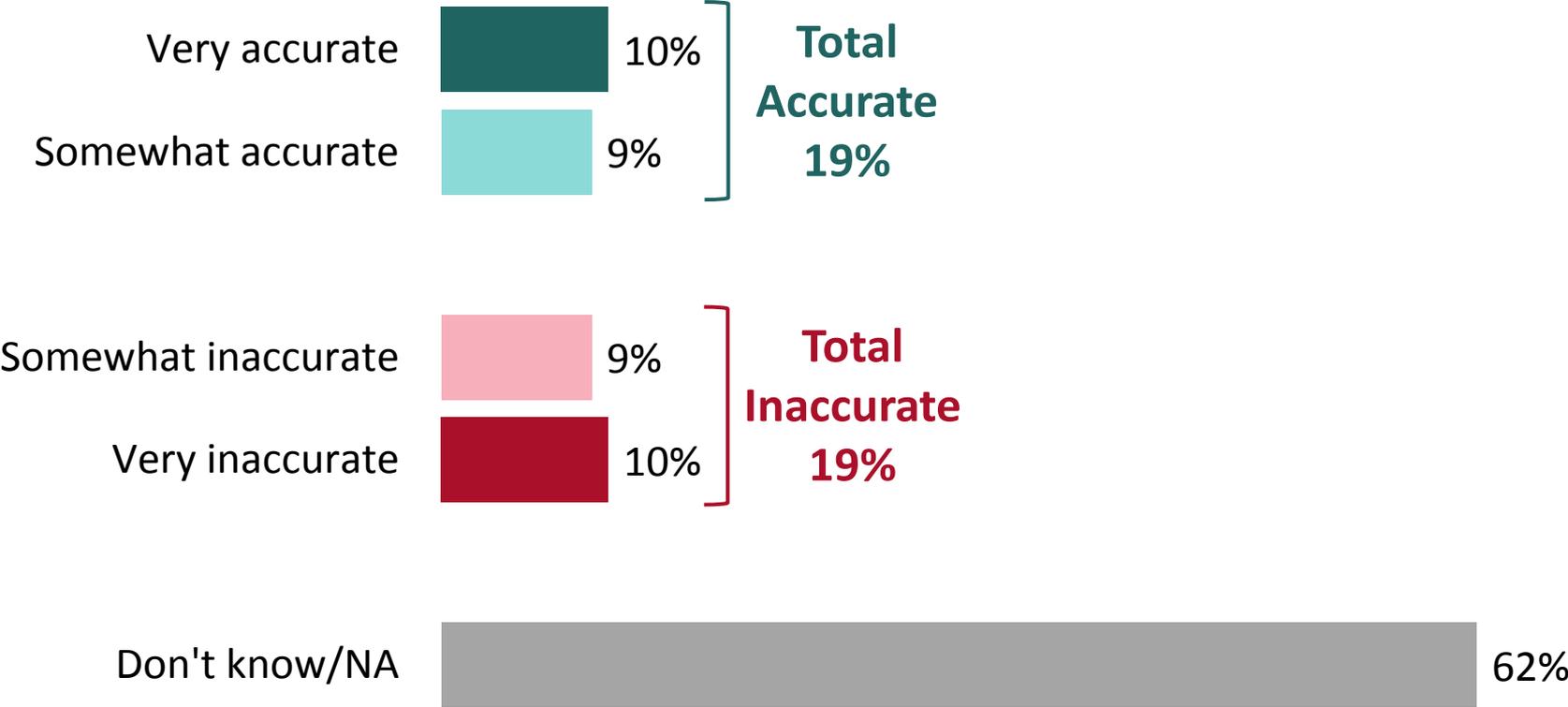
Nearly all respondents feel safe in Cotati, and three in five said they feel “very safe.”

When you are in Cotati, do you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?



Just one in five respondents were aware of the police beats program recently introduced.

A specific police officer is assigned to patrol my neighborhood.



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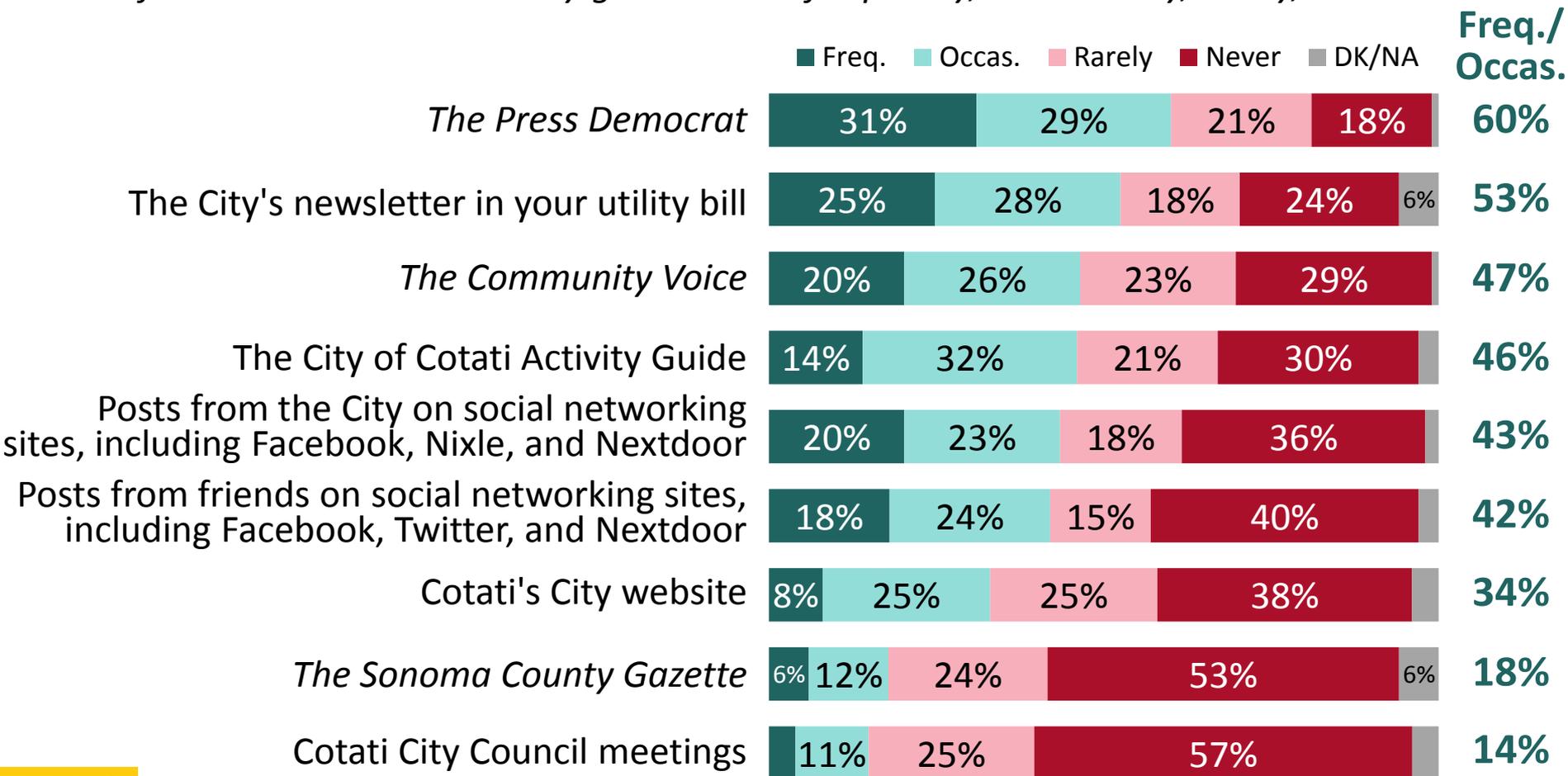


City Services and Communications



Respondents relied most frequently on local news and information in their utility bill.

I'm going to read you a list of sources from which people get information about Cotati's City government. I'd like you to tell me how often you use it to get information about Cotati City government: frequently, occasionally, rarely, or never.

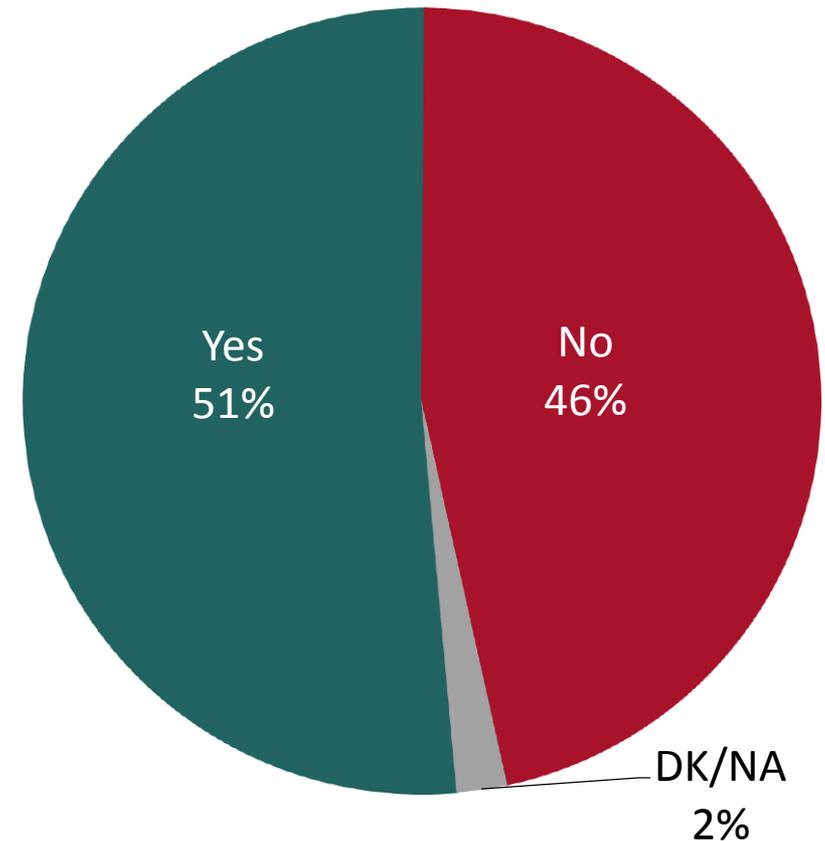


Half of Cotati respondents recall contact with a City employee in the last two years.

Over the last two years, have you had contact with a City department or agency?

Some groups were a bit more likely to report contact with the City:

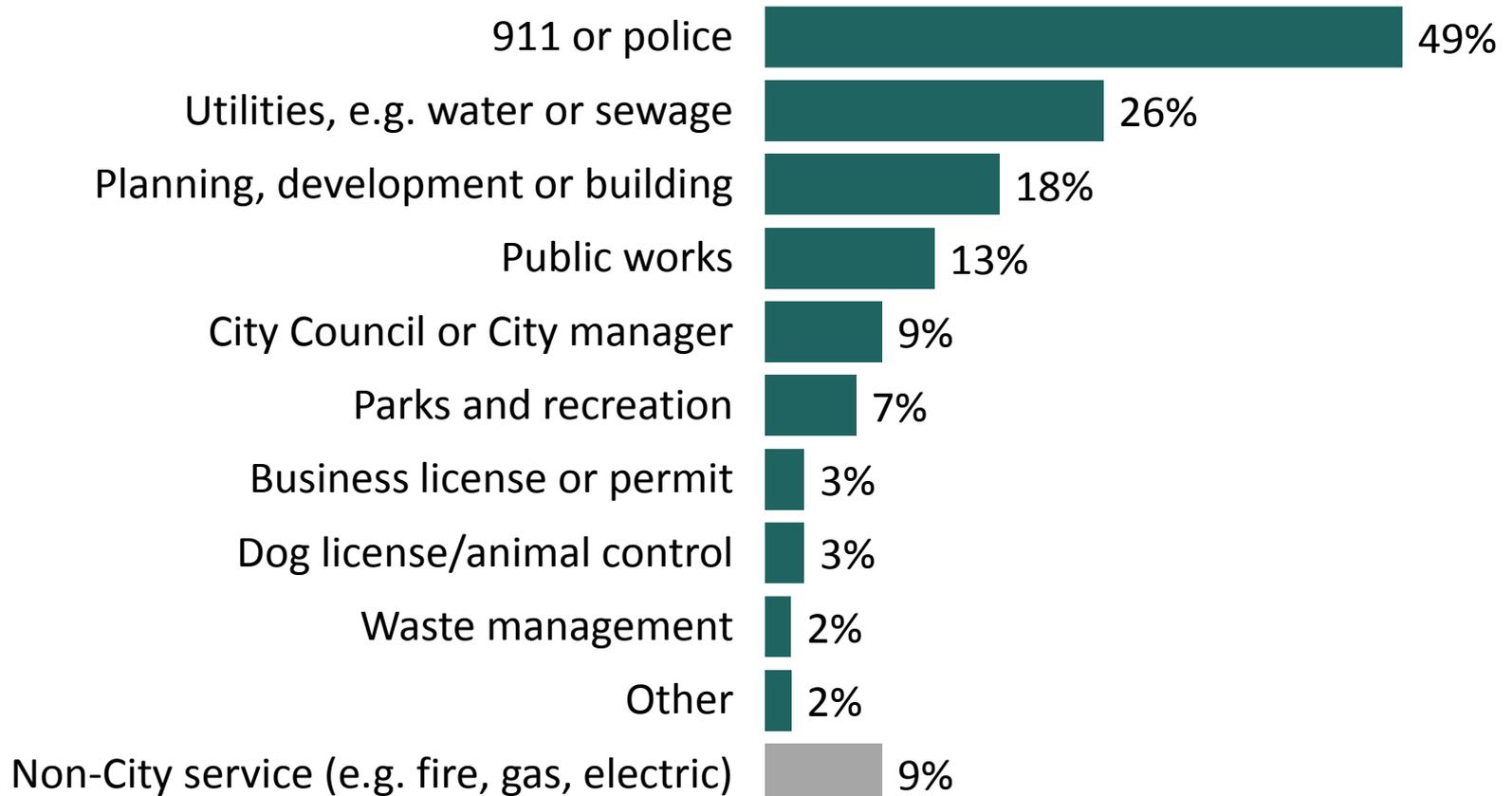
- Democrats ages 50+
- Republicans ages 50+
- Ages 40-64
- Mothers of children under 18
- Republican men
- Men over age 50
- 21+ year residents of Cotati



For most, that contact was with an employee in public safety or utilities.

With which City department did you have contact?

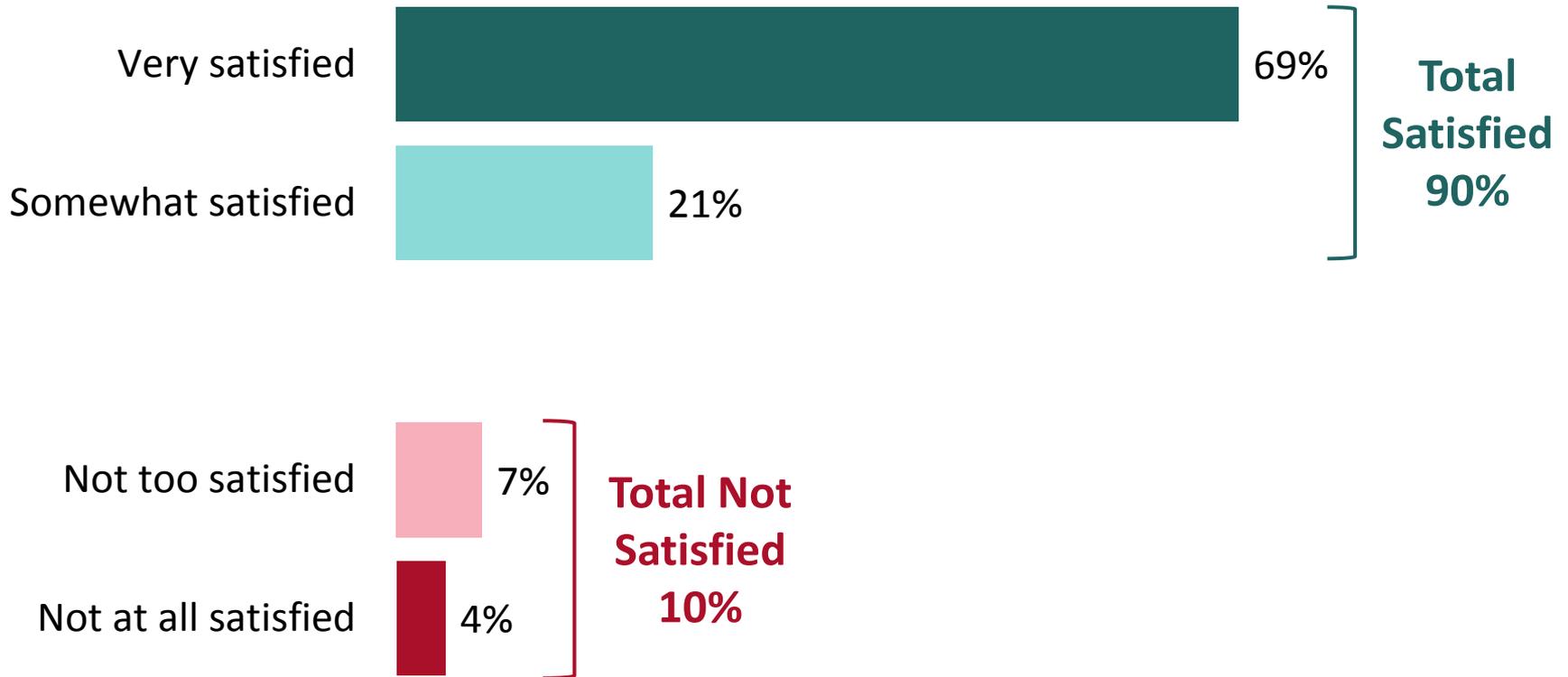
Among Those With Contact Only, N=167



They were overwhelmingly satisfied with the level of service they received overall.

And would you say that you are very satisfied, somewhat satisfied, not too satisfied or not at all satisfied with the overall level of customer service you received?

Among Those With Contact Only, N=167



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Conclusions



Conclusions

- ✓ Respondents were largely quite satisfied with life in the City – this is in contrast to many other Bay Area communities where people have become more pessimistic.
- ✓ They overwhelmingly saw it as a good place to raise a family.
- ✓ Housing was a top concern, followed by traffic, with few other problems rating as particularly urgent. They feel quite safe.
- ✓ They broadly approved of the City's Police Department, Public Works and Recreation.
- ✓ Approval ratings for City Council were positive.
- ✓ Those who have had contact with a City employee were satisfied with the interaction.

For more information, contact:



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