



TABLE OF CONTENTS

Table of Contents	i
List of Tables	iii
List of Figures	iv
Introduction	1
Motivation for Survey	1
Overview of Methodology.....	1
Organization of Report.....	1
Disclaimer	1
About True North.....	2
Just the Facts	3
Quality of Life.....	3
City Services.....	3
Budget Priorities.....	3
Revenue Measure.....	4
Farmers’ Market.....	4
Communication	4
Conclusions	6
Quality of Life	9
Overall Quality of Life.....	9
Question 2	9
What do you like most about San Gabriel?	13
Question 3	14
What Should We Change?	14
Question 4	15
City Services	16
Overall Satisfaction.....	16
Question 5	16
Specific Services.....	17
Question 6	18
Budget Priorities	20
Question 7	20
Additional Priorities?	21
Question 8	22
Question 9	22
Revenue Measure	23
Question 10	23
Farmers’ Market	25
Overall Interest in Weekly Farmers’ Market.....	25
Question 11	25
Preferences Regarding Day of Week, Time of Day	26
Question 12	27
Question 13	28
Desired Items and Foods at Market	29
Question 14	30
Communications	31
Overall Satisfaction.....	31
Question 15	31
Communication Preferences.....	32
Question 16	33
Background & Demographics	34
Methodology	35
Questionnaire Development	35

Programming, Pre-Test & Translation 35
Sample, Recruiting & Data Collection 35
Margin of Error due to Sampling 36
Data Processing & Weighting 37
Rounding 37
Questionnaire & Toplines..... 38



LIST OF TABLES

Table 1	Satisfaction With Services by Overall Satisfaction With City	19
Table 2	Budget Priorities by Age (Showing % High Priority)	21
Table 3	Budget Priorities by Child in Hsld & Years in San Gabriel (Showing % High Priority)	21
Table 4	Effectiveness of City-Resident Communication by Age & Satisfaction With Communication (Showing % Very Effective)	33
Table 5	Demographics of Sample	34



LIST OF FIGURES

Figure 1	Quality of Life	9
Figure 2	San Gabriel as a Place to Live by Years in San Gabriel, Gender & Child in Hslld	10
Figure 3	San Gabriel as a Place to Live by Age & Home Ownership Status	10
Figure 4	San Gabriel as a Place to Raise a Family by Years in San Gabriel, Gender & Child in Hslld	11
Figure 5	San Gabriel as a Place to Raise a Family by Age & Home Ownership Status	11
Figure 6	San Gabriel as a Place to Work by Years in San Gabriel, Gender & Child in Hslld	11
Figure 7	San Gabriel as a Place to Work by Age & Home Ownership Status	12
Figure 8	San Gabriel as a Place to Retire by Years in San Gabriel, Gender & Child in Hslld	12
Figure 9	San Gabriel as a Place to Retire by Age & Home Ownership Status	12
Figure 10	Overall Quality of Life by Years in San Gabriel, Gender & Child in Hslld	13
Figure 11	Overall Quality of Life by Age & Home Ownership Status	13
Figure 12	Like Most About San Gabriel	14
Figure 13	Changes to Improve San Gabriel	15
Figure 14	Overall Satisfaction	16
Figure 15	Overall Satisfaction by Years in San Gabriel, Gender & Child in Hslld	17
Figure 16	Overall Satisfaction by Age & Home Ownership Status	17
Figure 17	Satisfaction With Services	18
Figure 18	Budget Priorities	20
Figure 19	Projects or Programs Not Mentioned	22
Figure 20	High Priority Project, Service	22
Figure 21	General Tax Ballot	23
Figure 22	General Tax Ballot by Years in San Gabriel, Gender & Child in Hslld	24
Figure 23	General Tax Ballot by Age & Home Ownership Status	24
Figure 24	Interest in Visiting Farmers' Market	25
Figure 25	Interest in Visiting Farmers' Market by Years in San Gabriel, Gender & Child in Hslld	26
Figure 26	Interest in Visiting Farmers' Market by Age & Home Ownership Status	26
Figure 27	Preferred Day for Farmers' Market	27
Figure 28	Preferred Day for Farmers' Market by Years in San Gabriel, Gender, Child in Hslld & Interest in Visiting Farmers' Market	27
Figure 29	Preferred Day for Farmers' Market by Age & Home Ownership Status	27
Figure 30	Preferred Time for Farmers' Market	28
Figure 31	Preferred Time for Farmers' Market by Years in San Gabriel, Gender, Child in Hslld & Interest in Visiting Farmers' Market	28
Figure 32	Preferred Time for Farmers' Market by Age & Home Ownership Status	28
Figure 33	Preferred Day and Time for Farmers' Market	29
Figure 34	Farmers' Market Food Preference	30
Figure 35	Satisfaction With City-Resident Communication Efforts	31
Figure 36	Satisfaction With City-Resident Communication Efforts by Years in San Gabriel, Gender & Child in Hslld	32
Figure 37	Satisfaction With City-Resident Communication Efforts by Age & Home Ownership Status	32
Figure 38	Effectiveness of City-Resident Communication	33
Figure 39	Maximum Margin of Error	36



INTRODUCTION

Located in Los Angeles County, the City of San Gabriel is known as the “Birthplace of the Los Angeles Region” and is today home to one of the most diverse resident and business communities in the State. Incorporated in 1913 and currently home to an estimated 40,424 residents,¹ the City of San Gabriel provides a full suite of services either directly or through contract with local public and private agencies.

MOTIVATION FOR SURVEY The motivation for conducting the survey presented in this report was twofold. The first was to use the survey as a community needs assessment and performance measurement tool. That is, the survey is an opportunity to profile residents’ needs and priorities, measure how well the City is performing in meeting these needs through existing services and facilities, and gather data on a variety of quality-of-life, issue, and policy-related matters in San Gabriel.

Like other progressive municipalities, however, the City of San Gabriel also recognizes the value of a community survey for gathering public input and providing a voice to residents as part of the budgeting process. The reality is that the City of San Gabriel does not have the resources to address every potential service and facility need, and thus it must make difficult decisions and prioritize its efforts. A statistically reliable community survey is a balanced, effective way for residents to assist the City in this priority-setting exercise.

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 35. In brief, the survey was administered to a random sample of 592 adults who reside within the City of San Gabriel. The survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). Administered in English, Mandarin and Spanish between February 27 and March 9, 2017, the average interview lasted 16 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 38) and a complete set of crosstabulations for the survey results is contained in Appendix A.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of San Gabriel. Any errors and omissions are the responsibility of the authors.

1. *Source:* California Department of Finance City/County Population Estimates for 2016.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and opinions of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies, including more than 300 studies for California municipalities and special districts.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE

- Residents generally shared favorable opinions of San Gabriel as a place to live (70% excellent or good), as a place to raise a family (69%), and for the overall quality of life in the City (62%).
- The ratings of San Gabriel as a place to retire were somewhat softer (53% excellent or good), whereas 35% used excellent or good to describe San Gabriel as a place to work.
- When asked in an open-ended manner what they like most about living in San Gabriel, the convenient layout/location of the city (26%), the variety of restaurants/food available (18%), that it is a safe city with a low crime rate (13%), and that it is a quiet, peaceful community (11%) with friendly people/neighbors (10%) were the most commonly mentioned features.
- When asked in an open-ended manner to identify what the city government could change to make San Gabriel a better place to live, improving the condition of local streets and roads was the most common response (39%), followed by improving local shopping opportunities (9%), reducing traffic congestion (8%), reducing growth/development (7%), and beautifying/cleaning-up the City (6%).

CITY SERVICES

- A majority of San Gabriel residents indicated they were either very (11%) or somewhat (47%) satisfied with the City's overall efforts to provide municipal services. Approximately one-third (32%) were very or somewhat dissatisfied, whereas the remaining 11% were unsure or did not provide a response.
- Among 14 specific service areas tested, respondents were most satisfied with the City's efforts to provide fire protection, prevention and emergency medical services (92% very or somewhat satisfied), followed by provide police services (83%), hold special community events like summer concerts and holiday celebrations (79%), and keep parks, public buildings and facilities well-maintained (78%).
- At the other end of the spectrum, fewer residents indicated they were satisfied with the City's efforts to maintain streets and roads (24%), manage traffic congestion on city streets (34%), and promote economic development to stimulate the local economy (50%).

BUDGET PRIORITIES

- When asked to prioritize 14 projects and programs for future city spending, paving, maintaining and repairing city streets was assigned the highest priority (96% high or medium priority), followed by repairing and maintaining the City's sewer system (85%), providing programs to improve the local economy and attract new employers and jobs to San Gabriel (76%), developing sustainability programs to conserve water, protect the environment, and preserve natural resources (72%), and revitalizing older, outdated commercial areas in the city (72%).

- At the other end of the spectrum, less than half of those surveyed viewed building a community garden (29%), building additional community parks and sports fields (42%), creating additional public parking (46%), and creating a local shuttle service that would provide transportation to key points throughout San Gabriel (47%) as a high or medium priority for future city spending.
- When provided an open-ended opportunity to suggest *additional* priority projects, approximately one-in-five respondents (22%) mentioned there were additional projects, programs or services that they think should be a high priority for future city spending. When asked to describe the projects and programs, 27% mentioned an infrastructure, road or sidewalk improvement, 13% desired more traditional markets and stores in San Gabriel, 10% cited a desire to improve the quality of education in local schools, and 8% indicated that improving public safety should be a high priority for future city spending.

REVENUE MEASURE

- Two-thirds (67%) of respondents indicated they would support a one-half cent sales tax to fund general city services including street maintenance and pothole repair, police patrols, gang and crime prevention, fire protection, paramedic and 9-1-1 emergency response services, as well as the maintenance of parks, public buildings, infrastructure, and other general city services. One-quarter of respondents (25%) were opposed and 9% were unsure or unwilling to share their opinion.

FARMERS' MARKET

- One-third (33%) of San Gabriel residents indicated they would be very interested in visiting the San Gabriel Farmers' Market if it were reestablished on a weekly basis, and an additional 26% stated they would be somewhat interested. The remaining respondents were either slightly interested (21%), not interested (19%), or unsure (1%).
- Overall, 45% preferred that the Farmers' Market be held on a weekend morning, 15% a weekend evening, and 12% on a weekend with no time preference. Approximately 8% of San Gabriel residents preferred that the market be held on a weekday evening, 3% a weekday morning, and 2% a weekday with no time preference. Among those who did not have a day of week preference, 11% preferred that the market be held in the evening, whereas 4% preferred morning hours.
- Just over half (51%) of respondents indicated that there were no specific items or foods that were of particular interest to them. Among the remaining respondents, locally-grown organic fruit (20%), locally-grown organic vegetables (19%), and organic produce in general (7%) were the most commonly mentioned items that San Gabriel residents would like to have offered at the Farmers' Market. Approximately 5% of respondents also indicated a desire for a variety of ethnic foods to be offered at the market.

COMMUNICATION

- Overall, 52% of respondents indicated they were satisfied with the City's efforts to communicate with residents through the media, the Internet, television, and other means, whereas 33% were dissatisfied and 15% were unsure or unwilling to answer the question.
- Respondents indicated that email was the most effective method for the City to communicate with them (83% very or somewhat effective), followed by newsletters mailed to their home (78%), electronic newsletters (78%), the City's website (78%), and a smart phone application (71%).

- Both Facebook (57%) and townhall style meetings (56%) were also viewed by a majority of San Gabriel residents as an effective way for the City to communicate.
- Twitter (40%) and advertisements in local papers (43%) were generally viewed by residents as less effective ways for the City to communicate with them.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of San Gabriel with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services and facilities provided by the City. As such, it can provide the City with information needed to make sound, strategic decisions in a variety of areas—including performance management, strategic planning, establishing budget priorities, and community engagement. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the results of the survey answer some of the key questions that motivated the research.

The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

How do residents rate San Gabriel as a place to live, work, and raise a family?

Residents expressed nuanced opinions about San Gabriel when asked to rate the city as a place to live, work, raise a family, and retire. As a place to live and raise a family, residents were quite positive—with the vast majority using excellent or good to describe San Gabriel as a place to live (70% excellent or good), as a place to raise a family (69%), and the overall quality of life in the City (62%). Residents expressed somewhat softer opinions (53%) regarding San Gabriel as a place to retire, whereas 35% used excellent or good to describe San Gabriel as a place to work.

When asked to identify the things they like most about living in San Gabriel, the convenient layout/location of the city (26%), the variety of restaurants/food available (18%), that it is a safe city with a low crime rate (13%), and that it is a quiet, peaceful community (11%) with friendly people/neighbors (10%) were the most commonly mentioned.

How well is the City performing in meeting the needs of San Gabriel residents?

San Gabriel residents are generally satisfied with the City's efforts to provide municipal services and facilities. A majority of San Gabriel residents (58%) indicated they were satisfied with the City's overall efforts to provide municipal services, whereas one-third (32%) were dissatisfied and the remaining 11% were unsure or did not provide a response. San Gabriel residents were also generally satisfied when asked to comment on the City's performance in providing 14 specific services, with the highest satisfaction scores assigned to the City's efforts to provide fire protection, prevention and emergency medical services (92% very or somewhat satisfied), provide police services (83%), hold special community events like summer concerts and holiday celebrations (79%), and keep parks, public buildings and facilities well-maintained (78%).

How do residents prioritize among various projects and programs the City is considering for its future?

Like most cities, the City of San Gabriel does not have the resources to address *every* potential service and facility need, and thus it must make difficult decisions and prioritize its efforts. This survey provided a balanced, effective way for residents to assist the City in this priority-setting exercise.

Considering respondents' verbatim answers regarding what the city government could do to make San Gabriel a better place to live (see *What Should We Change?* on page 14), resident satisfaction levels with respect to 14 specific service areas (see *Specific Services* on page 17), and the manner in which residents prioritize among potential funding areas (see *Budget Priorities* on page 20), the themes of infrastructure repair, traffic management, economic development, redevelopment, and sustainability stood out in the survey as being key areas of opportunity and interest for San Gabriel residents.

With respect to infrastructure, residents were unequivocal in their desire for improved paving, repair, and maintenance of city streets. Not only was this item rated the highest among 14 potential areas for future city spending, it was also mentioned by 4-in-10 respondents when asked what one or two things the city government could do to make San Gabriel a better place to live. Although not top-of-mind for residents like street maintenance, maintaining the City's sewer system was also viewed as a top priority (second overall) when presented in a list of potential projects.

Economic development and redevelopment often go hand-in-hand, and San Gabriel residents were supportive of initiatives in both areas. Although residents generally held favorable opinions of San Gabriel as a place to live and raise a family, the same was not also true of San Gabriel as a place to work (see *Overall Quality of Life* on page 9). It is not surprising, therefore, that respondents rated providing programs to improve the local economy and attract new employers and jobs to San Gabriel as one of the top-rated items for future city spending (third overall). Similarly, revitalizing older, outdated commercial areas in the City was widely viewed as a high priority, making the top-five overall.

Although there is clear support for economic development and redevelopment initiatives, San Gabriel residents also balanced these interests with a desire to develop programs that conserve water, protect the environment, and preserve natural resources. Indeed, these sustainability initiatives were rated in the top five priorities for future city spending (fourth overall).

Is there public support for a revenue measure to help fund general city services?

In addition to measuring residents' satisfaction with a variety of service areas and identifying those programs, projects and services they see as a high priority for future city spending, the survey sought to gauge support for a potential ballot measure that would raise the funds necessary to address high priority projects and services. Specifically, respondents were asked whether they would support or oppose a one-half cent sales tax to fund general city services including street maintenance and pothole repair, police patrols, gang and crime prevention, fire protection, paramedic and 9-1-1 emergency response services, as well as the main-

tenance of parks, public buildings, infrastructure, and other general city services.

Keeping in mind that the survey was administered to adult residents and not restricted to a sample of likely voters who would ultimately decide the fate of a measure, the results are promising nevertheless. Overall, two-thirds (67%) of respondents indicated they would support a one-half cent sales tax to support general city services, whereas one-quarter (25%) were opposed and 9% were unsure or unwilling to share their opinion. For general taxes in California, the level of support recorded in this survey is approximately 17 percentage points above the simple majority (50%+1) required for passage of a general tax.²

2. A general tax is “any tax imposed for general governmental purposes” and is distinguished from a special tax in that the funds raised by a general tax are not earmarked for a specific purpose(s). Thus, a general tax provides a city with a great deal of flexibility with respect to what is funded by the measure on a year-to-year basis.

QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in the City of San Gabriel, what they would most like to preserve about the city, as well as ways to improve the quality of life in San Gabriel—now and in the future.

OVERALL QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the City of San Gabriel on a number of key dimensions—including overall quality of life, as a place to raise a family, and as a place to work—using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, residents shared favorable opinions of San Gabriel on most of the aspects tested, with the most positive ratings provided for San Gabriel as a place to live (70% excellent or good), as a place to raise a family (69%), and the overall quality of life in the City (62%). The ratings of San Gabriel as a place to retire were somewhat softer (53%), whereas just 35% used excellent or good to describe San Gabriel as a place to work.

Question 2 *How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 QUALITY OF LIFE



For the interested reader, the following figures show how ratings of San Gabriel as a place to live (figures 2 & 3), raise a family (figures 4 & 5), work (figures 6 & 7), and retire (figures 8 & 9), as well as the overall quality of life in the City (figures 10 & 11), varied by length of residence, gender, presence of a child in the home, age and home ownership status.

FIGURE 2 SAN GABRIEL AS A PLACE TO LIVE BY YEARS IN SAN GABRIEL, GENDER & CHILD IN HSLD

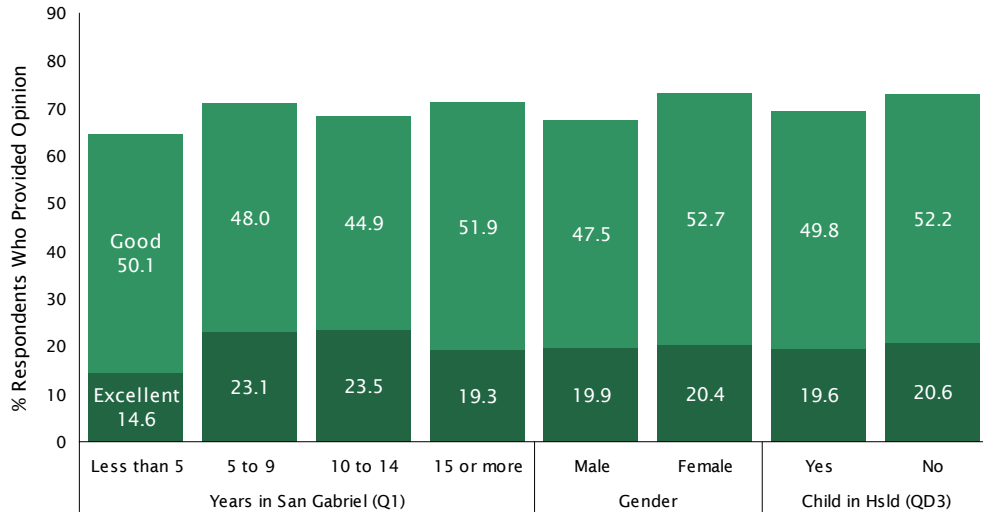


FIGURE 3 SAN GABRIEL AS A PLACE TO LIVE BY AGE & HOME OWNERSHIP STATUS

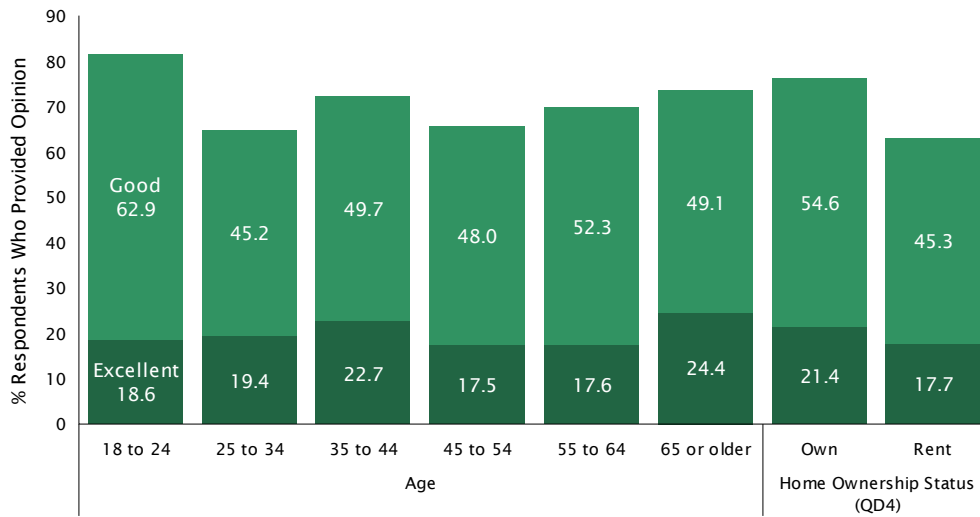


FIGURE 4 SAN GABRIEL AS A PLACE TO RAISE A FAMILY BY YEARS IN SAN GABRIEL, GENDER & CHILD IN HSLD

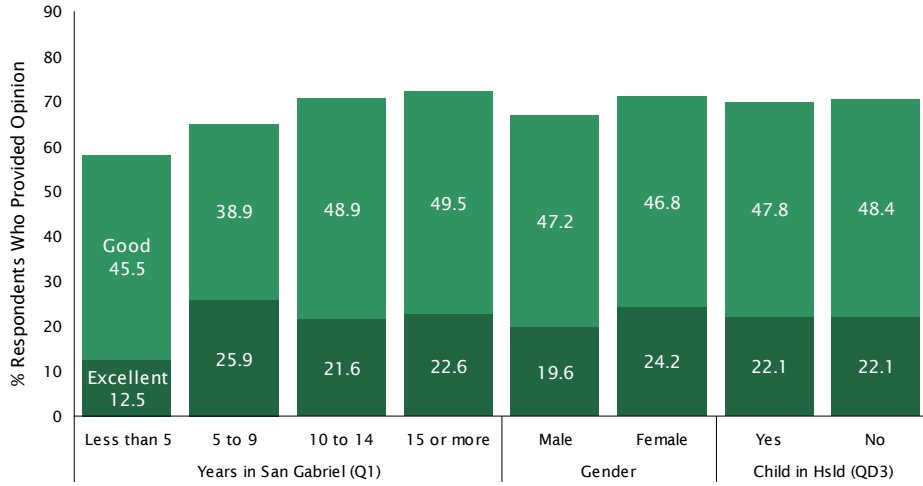


FIGURE 5 SAN GABRIEL AS A PLACE TO RAISE A FAMILY BY AGE & HOME OWNERSHIP STATUS

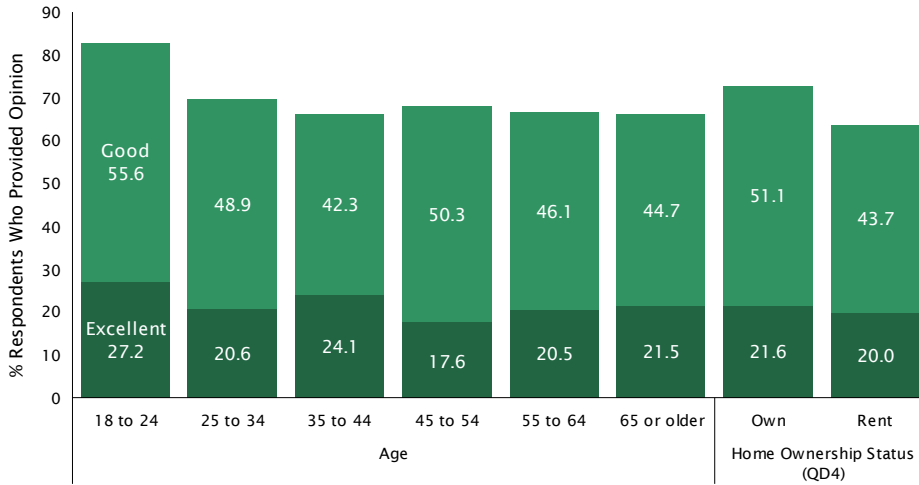


FIGURE 6 SAN GABRIEL AS A PLACE TO WORK BY YEARS IN SAN GABRIEL, GENDER & CHILD IN HSLD

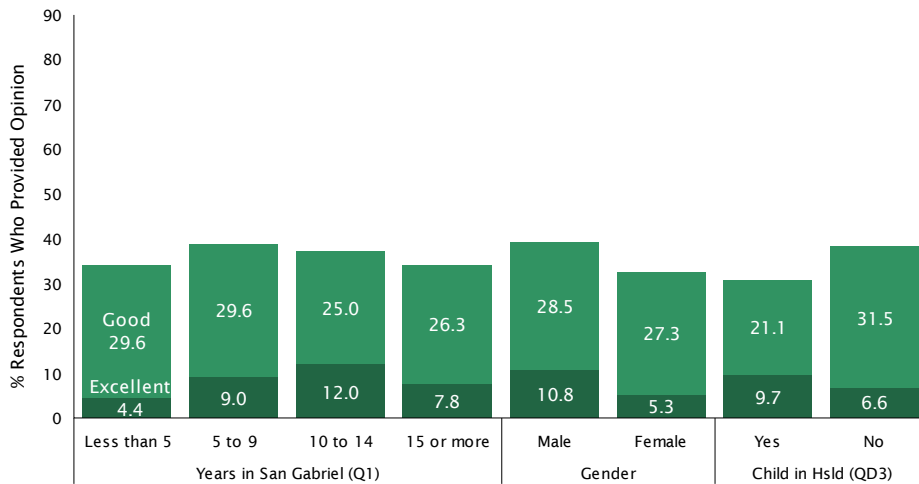


FIGURE 7 SAN GABRIEL AS A PLACE TO WORK BY AGE & HOME OWNERSHIP STATUS

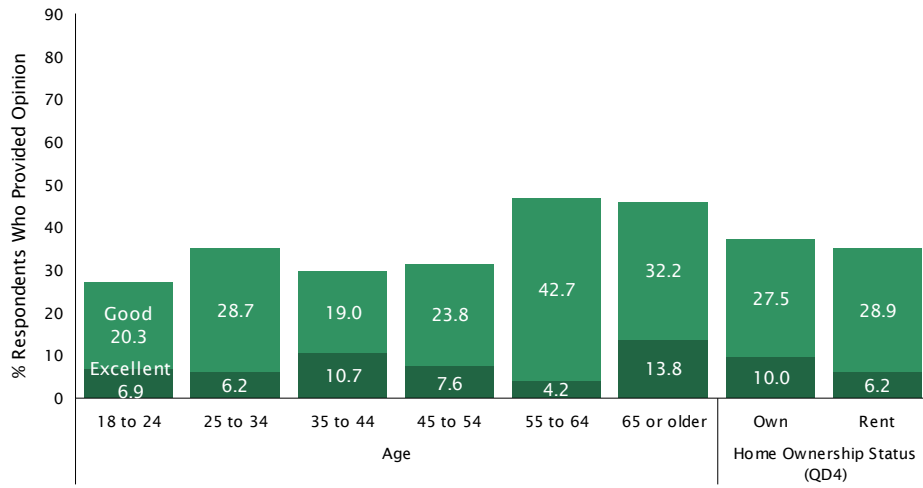


FIGURE 8 SAN GABRIEL AS A PLACE TO RETIRE BY YEARS IN SAN GABRIEL, GENDER & CHILD IN HSLD

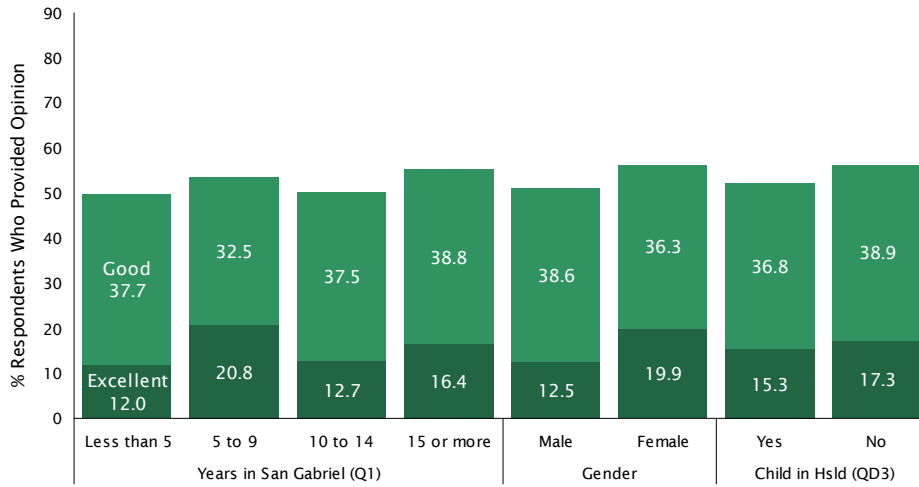


FIGURE 9 SAN GABRIEL AS A PLACE TO RETIRE BY AGE & HOME OWNERSHIP STATUS

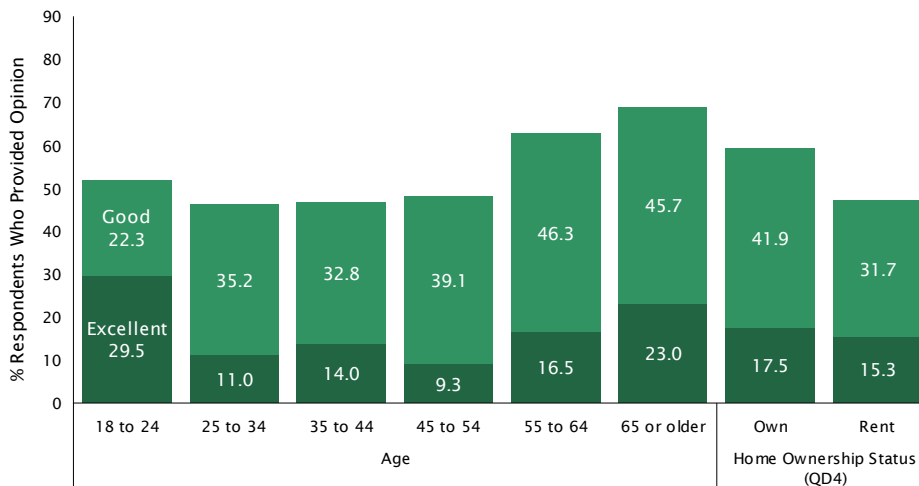


FIGURE 10 OVERALL QUALITY OF LIFE BY YEARS IN SAN GABRIEL, GENDER & CHILD IN HSLD

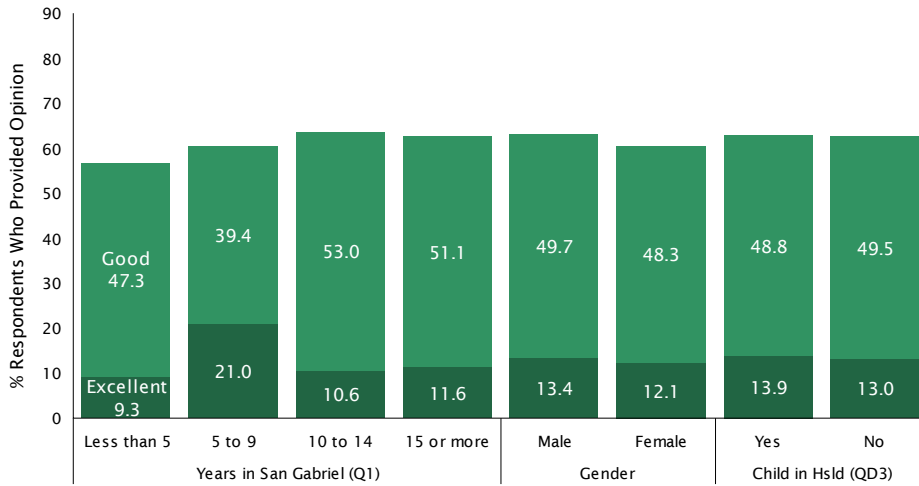
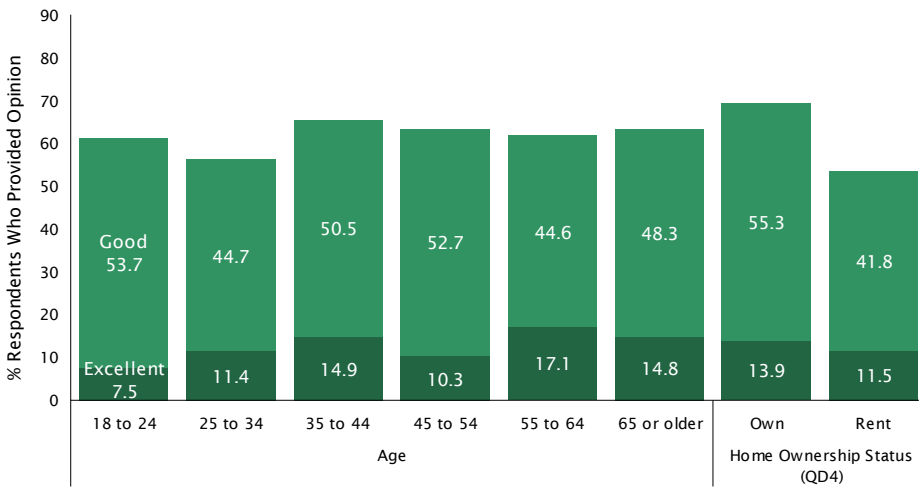


FIGURE 11 OVERALL QUALITY OF LIFE BY AGE & HOME OWNERSHIP STATUS

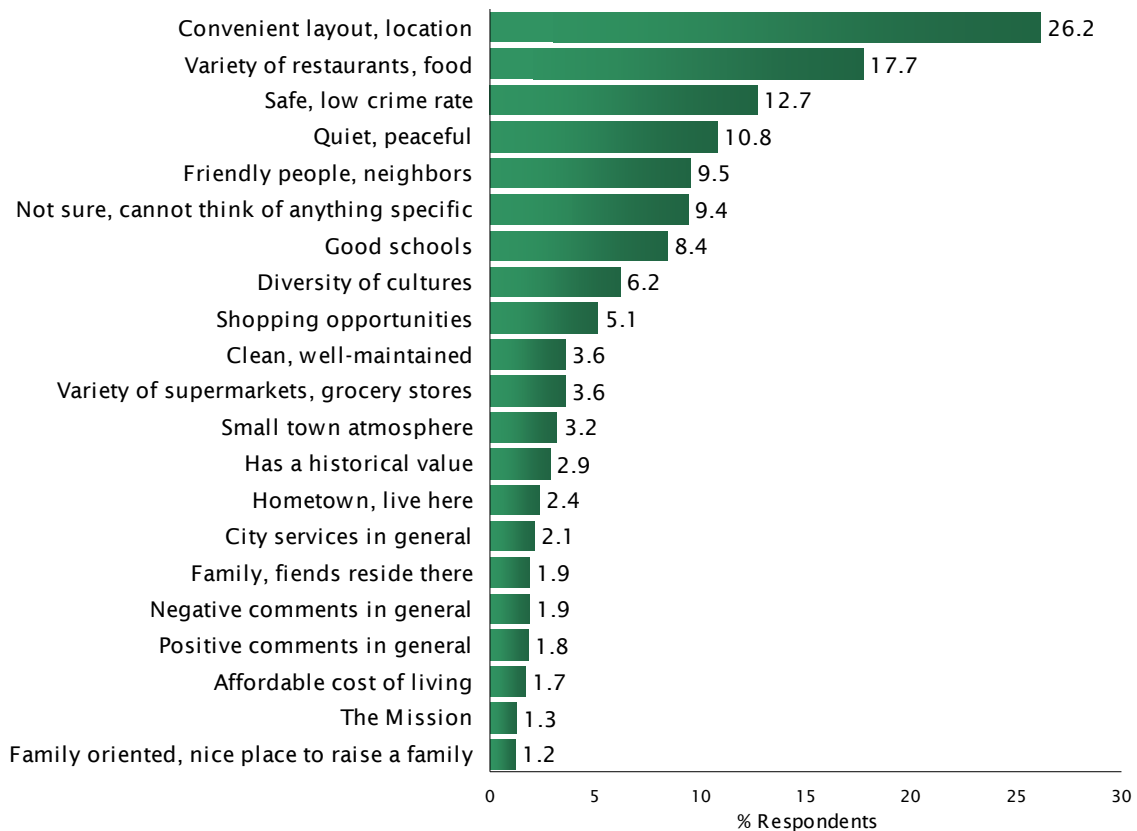


WHAT DO YOU LIKE MOST ABOUT SAN GABRIEL? The next question in this series asked residents to identify what they like most about living in San Gabriel. This question was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 12 on the next page.

Approximately one-in-ten respondents (9%) were unsure or unable to offer a specific aspect of San Gabriel that they like most. Among the specific responses that were offered, the convenient layout/location of the city (26%), the variety of restaurants/food available (18%), that it is a safe city with a low crime rate (13%), and that it is a quiet, peaceful community (11%) with friendly people/neighbors (10%) were the most commonly mentioned.

Question 3 *What are the one or two things that you like most about living in the City of San Gabriel?*

FIGURE 12 LIKE MOST ABOUT SAN GABRIEL

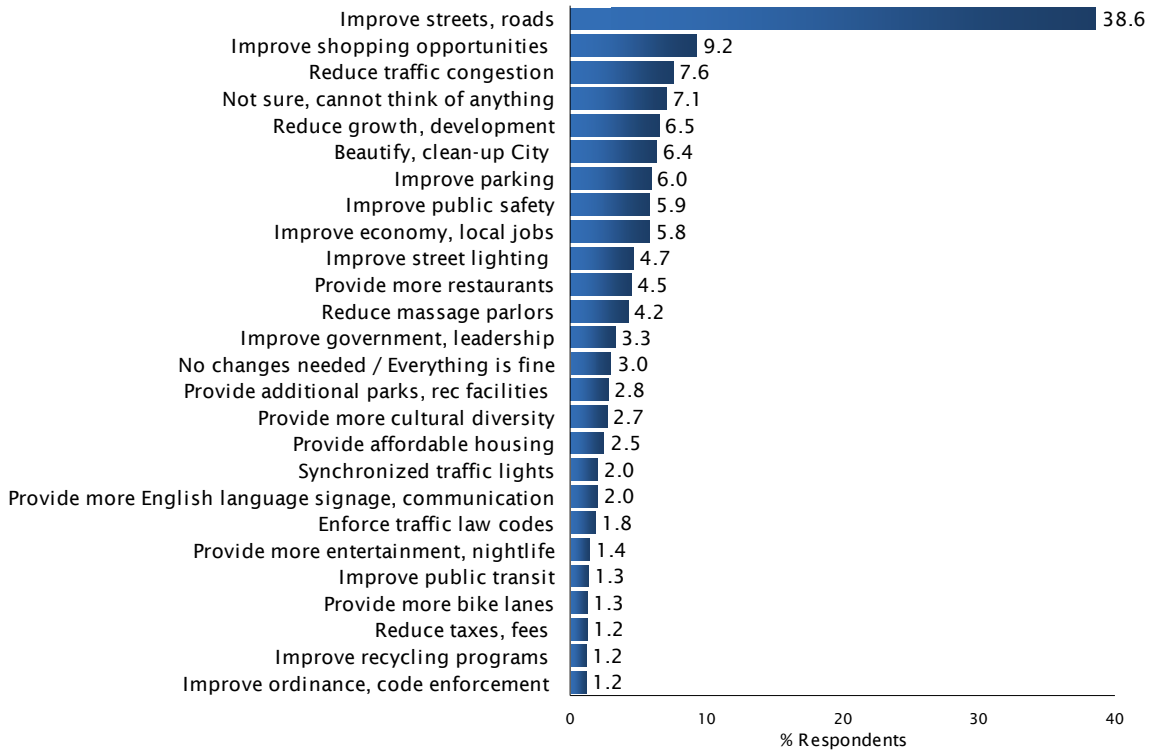


WHAT SHOULD WE CHANGE? In an open-ended manner similar to that described above for Question 3, all respondents were also asked to indicate the one thing that the city government could *change* to make San Gabriel a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 13 on the next page.

Overall, the most common responses to this question were to improve the condition of local streets and roads (39%), followed by improve local shopping opportunities (9%), reduce traffic congestion (8%), reduce growth/development (7%), and beautify/clean-up the City (6%).

Question 4 *If the city government could change one thing to make San Gabriel a better place to live now and in the future, what change would you like to see?*

FIGURE 13 CHANGES TO IMPROVE SAN GABRIEL



CITY SERVICES

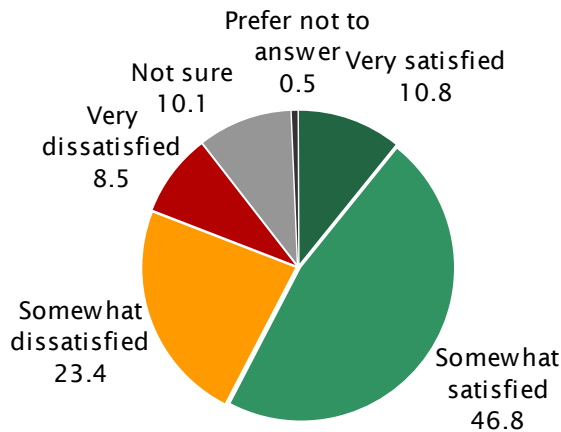
After measuring respondents' perceptions about the quality of life in San Gabriel, what they like most about living in the City, and what they would like to see changed, the survey next turned to assessing their opinions about the City's performance in providing municipal services.

OVERALL SATISFACTION The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of San Gabriel is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 14, a majority of San Gabriel residents indicated they were either very (11%) or somewhat (47%) satisfied with the City's efforts to provide municipal services. Approximately one-third (32%) were very or somewhat dissatisfied, whereas the remaining 11% were unsure or did not provide a response.

Question 5 *Next, I would like to ask a series of questions about services provided by the City of San Gabriel. Generally speaking, are you satisfied or dissatisfied with the job the City of San Gabriel is doing to provide city services?*

FIGURE 14 OVERALL SATISFACTION



Figures 15 and 16 on the next page display the percentage of respondents who were satisfied with the City's performance by a variety of demographic subgroups. Among those with an opinion, satisfaction with the City's performance was fairly consistent across length of residence, gender, and presence of a child in the home, but was somewhat higher among home owners and younger residents when compared to their respective counterparts.

FIGURE 15 OVERALL SATISFACTION BY YEARS IN SAN GABRIEL, GENDER & CHILD IN HSLD

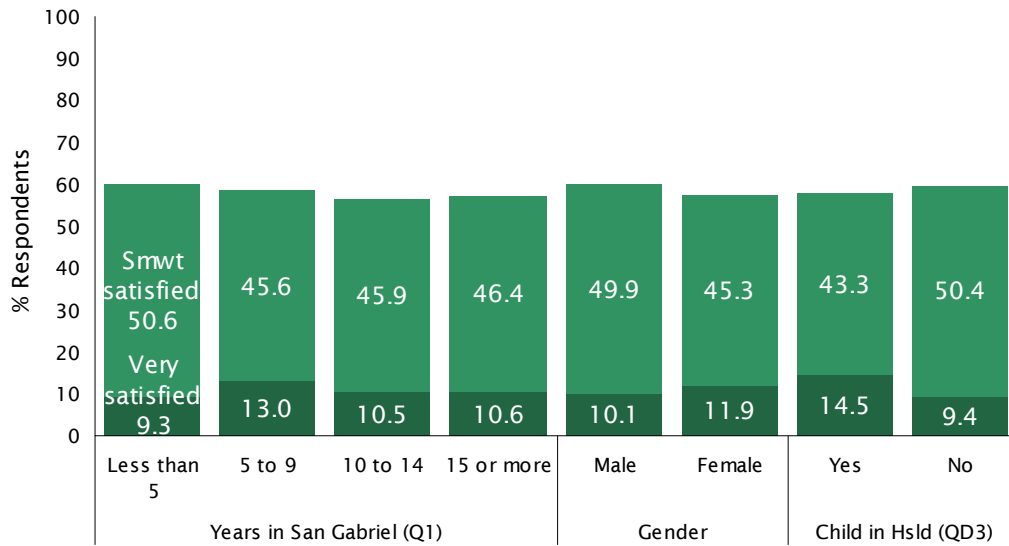
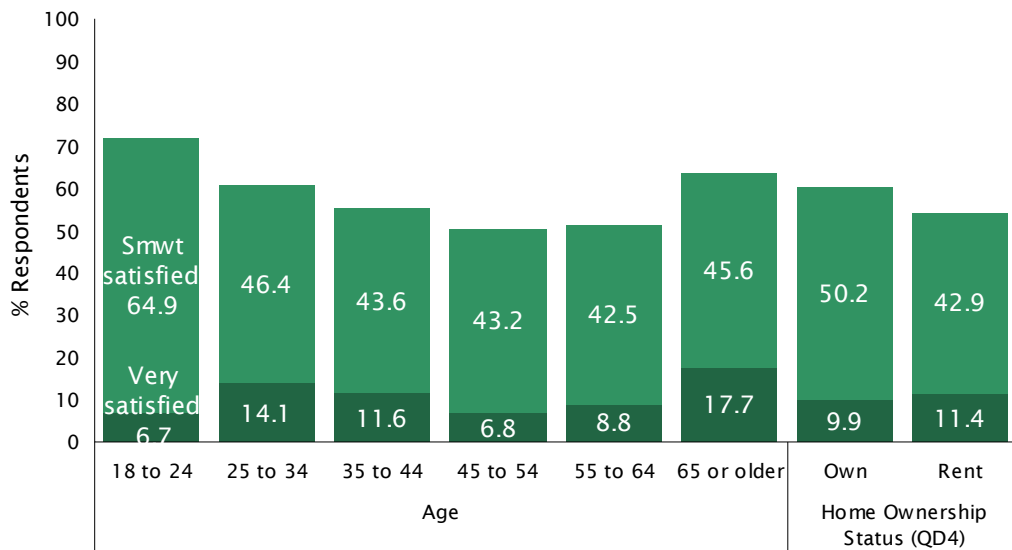


FIGURE 16 OVERALL SATISFACTION BY AGE & HOME OWNERSHIP STATUS



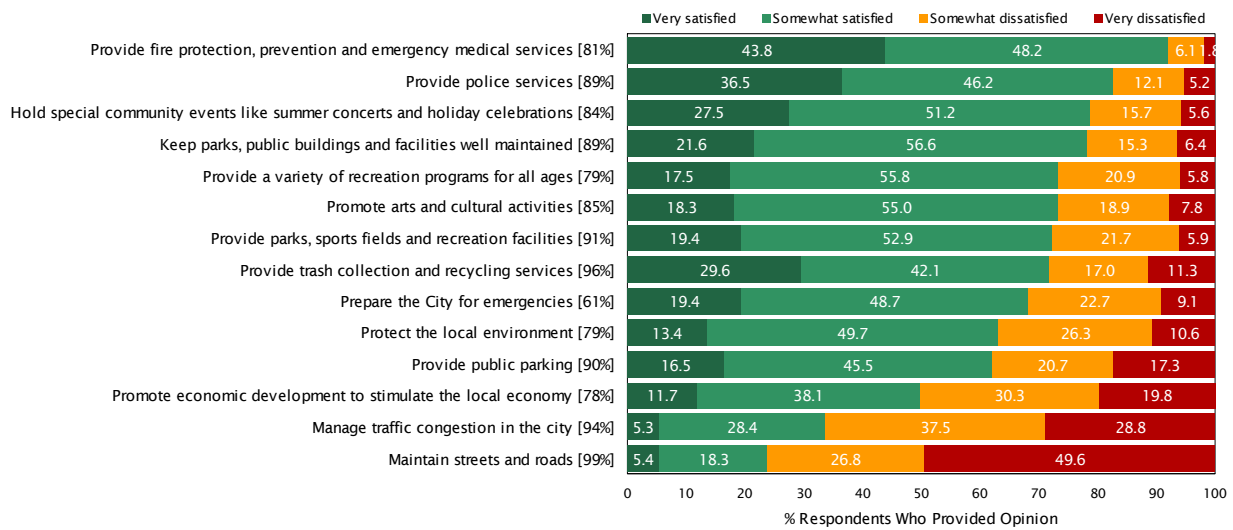
SPECIFIC SERVICES Whereas Question 5 addressed the City’s *overall* performance, Question 6 asked residents to rate their level of satisfaction with each of the 14 specific service areas shown in Figure 17 on the next page. The order in which the service areas were presented was randomized for each respondent to avoid a systematic position bias, although they have been sorted from high to low in Figure 17 according to the percentage of respondents who indicated they were satisfied with the City’s performance in providing the service. For comparison purposes between the services, only respondents who held an opinion (satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis.³

3. The percentage who held an opinion for each service is shown to the right of the service label in brackets.

At the top of the list, respondents were most satisfied with the City’s efforts to provide fire protection, prevention and emergency medical services (92% very or somewhat satisfied), followed by provide police services (83%), hold special community events like summer concerts and holiday celebrations (79%), and keep parks, public buildings and facilities well-maintained (78%). At the other end of the spectrum, far fewer residents indicated they were satisfied with the City’s efforts to maintain streets and roads (24%), manage traffic congestion on city streets (34%), and promote economic development to stimulate the local economy (50%).

Question 6 For each of the following services I read, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service. Are you satisfied or dissatisfied with the city's efforts to: _____, or do you not have an opinion?

FIGURE 17 SATISFACTION WITH SERVICES



For the interested reader, Table 1 on the next page displays how the level of satisfaction with each service area tested in Question 6 varied according to residents’ overall performance ratings for the City (Question 5). The table divides those who were satisfied with the City’s *overall performance* into one group, and those who were dissatisfied into a second group. It also displays the difference between the two groups in the percentage of customers satisfied with each specific service area tested in Question 6 (far right column).

When comparing those generally satisfied with the City’s performance to those generally dissatisfied, the largest differences in satisfaction within *specific* service areas occurred for promoting economic development to stimulate the local economy, keeping parks, public buildings and facilities well maintained, preparing the City for emergencies, and providing parks, sports fields and recreation facilities.

TABLE 1 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH CITY

	Overall Satisfaction (Q5)		Difference Between Groups
	Very or somewhat satisfied	Very or somewhat dissatisfied	
Promote economic development to stimulate the local economy	63.1	28.3	34.8
Keep parks, public buildings and facilities well maintained	89.0	55.8	33.2
Prepare the City for emergencies	81.0	48.8	32.2
Provide parks, sports fields and recreation facilities	83.6	51.5	32.2
Protect the local environment	74.5	43.4	31.1
Provide public parking	72.8	45.4	27.4
Provide a variety of recreation programs for all ages	82.1	54.7	27.4
Maintain streets and roads	33.0	6.7	26.3
Provide police services	91.4	66.7	24.7
Promote arts and cultural activities	82.2	58.0	24.1
Provide trash collection and recycling services	79.5	59.8	19.6
Hold special community events like summer concerts and holiday celebrations	85.6	69.9	15.7
Provide fire protection, prevention and emergency medical services	98.2	83.8	14.3
Manage traffic congestion in the city	38.6	24.6	14.0

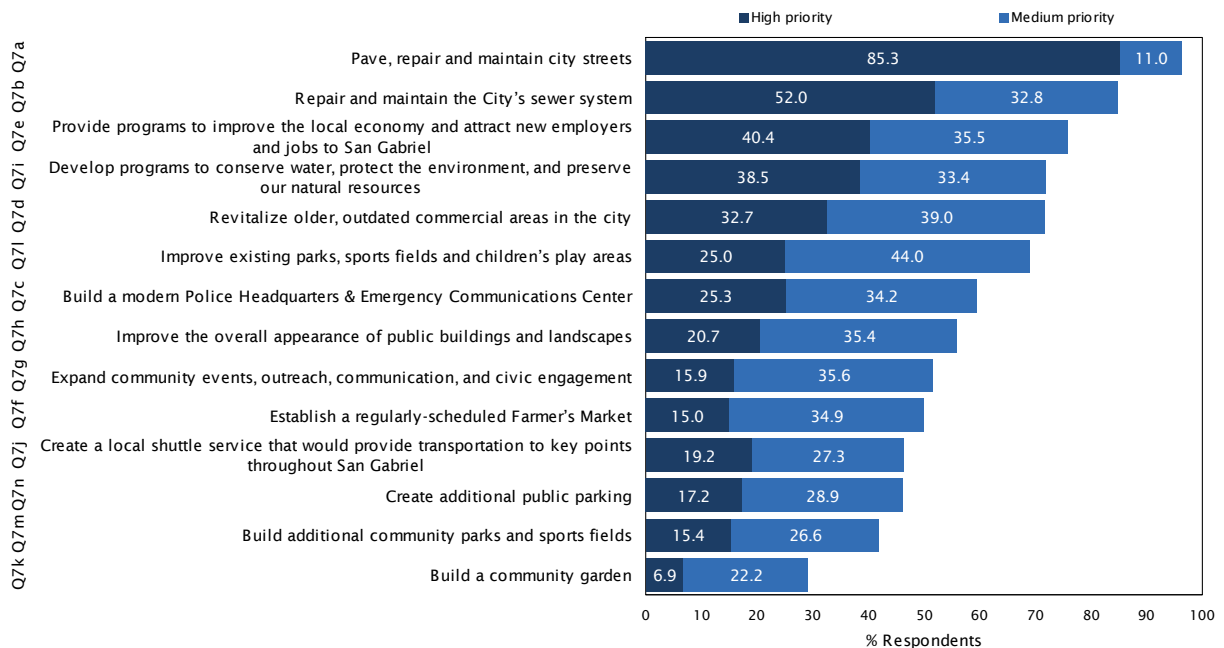
BUDGET PRIORITIES

It is generally the case that residents' desires for public facilities and programs exceed a city's financial resources. In such cases, a city must prioritize projects and programs based upon a variety of factors, including the preferences and needs of residents. Question 7 was designed to provide San Gabriel with a reliable measure of how residents, as a whole, prioritize a variety of projects and programs to which the City could allocate future resources.

The format of Question 7 was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the services, programs, and projects that may be desired by residents, respondents were asked whether each project or program shown in Figure 18 should be a high, medium, or low priority for future city spending—or if the City should not spend money on the project at all. To encourage a sense of competition, respondents were instructed that not all of the projects and programs could be high priorities.

Question 7 *The City of San Gabriel has the financial resources to provide some of the services, programs and projects desired by residents. Because it can't fund every project, however, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 18 BUDGET PRIORITIES



The projects and programs are sorted in Figure 18 from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the projects and programs tested, paving, maintaining and repairing city streets was assigned the highest priority (96% high or medium priority), followed by repairing and maintaining the City's sewer system (85%), providing programs to improve the local economy and attract

new employers and jobs to San Gabriel (76%), developing sustainability programs to conserve water, protect the environment, and preserve natural resources (72%), and revitalizing older, out-dated commercial areas in the city (72%).

At the other end of the spectrum, less than half of those surveyed viewed building a community garden (29%), building additional community parks and sports fields (42%), creating additional public parking (46%), and creating a local shuttle service that would provide transportation to key points throughout San Gabriel (47%) as a high or medium priority for future city spending.

For the interested reader, the following tables show how the percentage of respondents who rated each project a *high* priority varied by age, presence of children in the home, and length of residence.

TABLE 2 BUDGET PRIORITIES BY AGE (SHOWING % HIGH PRIORITY)

	Age (QD2)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or Older
Pave, repair and maintain city streets	83.5	70.3	83.0	86.3	86.3	95.5
Repair and maintain the City's sewer system	57.6	41.0	51.7	50.3	50.3	52.1
Provide programs to improve the local economy and attract new employers and jobs to San Gabriel	41.9	39.6	36.7	41.7	41.7	39.3
Develop programs to conserve water, protect the environment, and preserve our natural resources	66.7	45.8	30.9	27.3	27.3	37.8
Revitalize older, outdated commercial areas in the city	33.4	23.7	32.7	34.2	34.2	39.5
Build a modern Police Headquarters & Emergency Communications Center	25.4	19.6	23.1	22.3	22.3	34.0
Improve existing parks, sports fields and children's play areas	15.6	22.3	35.1	31.0	31.0	18.5
Improve the overall appearance of public buildings and landscapes	15.5	15.9	18.2	31.3	31.3	18.3
Create a local shuttle service that would provide transportation to key points throughout San Gabriel	23.5	16.3	16.4	12.4	12.4	24.9
Create additional public parking	17.0	26.9	15.3	10.5	10.5	17.3
Expand community events, outreach, communication, and civic engagement	21.2	20.9	16.6	11.1	11.1	12.1
Build additional community parks and sports fields	13.7	16.3	19.1	14.6	14.6	10.8
Establish a regularly-scheduled Farmer's Market	25.9	20.2	13.1	8.2	8.2	11.3
Build a community garden	3.2	12.3	8.8	4.3	4.3	5.1

TABLE 3 BUDGET PRIORITIES BY CHILD IN HSLD & YEARS IN SAN GABRIEL (SHOWING % HIGH PRIORITY)

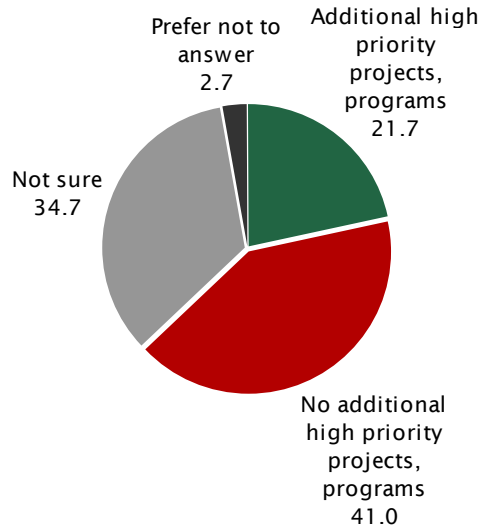
	Child in Hslid (QD3)		Years in San Gabriel Q1)			
	Yes	No	Less than 5	5 to 9	10 to14	15 or more
Pave, repair and maintain city streets	85.1	86.6	73.5	88.8	86.7	86.9
Repair and maintain the City's sewer system	52.2	52.8	52.7	51.8	51.6	52.0
Provide programs to improve the local economy and attract new employers and jobs to San Gabriel	45.8	38.4	34.7	43.0	49.2	38.8
Develop programs to conserve water, protect the environment, and preserve our natural resources	36.3	40.0	43.4	32.2	41.3	38.3
Revitalize older, outdated commercial areas in the city	38.9	29.4	21.4	34.4	37.6	33.9
Build a modern Police Headquarters & Emergency Communications Center	28.6	24.6	19.1	27.3	32.5	24.4
Improve existing parks, sports fields and children's play areas	33.8	19.6	21.1	29.3	30.0	23.4
Improve the overall appearance of public buildings and landscapes	22.7	18.7	14.3	27.4	13.0	22.3
Create a local shuttle service that would provide transportation to key points throughout San Gabriel	21.1	18.8	20.9	20.4	20.3	18.1
Create additional public parking	16.4	18.0	28.0	22.7	17.0	12.9
Expand community events, outreach, communication, and civic engagement	13.9	16.9	14.4	15.7	12.9	17.1
Build additional community parks and sports fields	20.9	12.2	17.8	10.8	16.6	15.8
Establish a regularly-scheduled Farmer's Market	18.6	14.0	19.7	14.8	10.8	14.8
Build a community garden	8.6	6.2	12.3	8.3	6.8	5.2

ADDITIONAL PRIORITIES? Recognizing that the list of projects and services tested in Question 7 was not exhaustive, the survey followed-up by asking respondents if there were any projects, programs or services *not* mentioned in Question 7 that they think should be a high priority for future city spending (Question 8) and—if yes—to please describe the project, program or service of interest (Question 9).

Figure 19 on the next page shows that approximately one-in-five respondents (22%) mentioned there were additional projects, programs or services that they think should be a high priority for future city spending. When asked to describe the projects and programs, 27% mentioned an infrastructure, road or sidewalk improvements, 13% desired more traditional markets and stores in San Gabriel, 10% cited a desire to improve the quality of education in local schools, and 8% indicated that improving public safety should be a high priority for future city spending (see Figure 20).

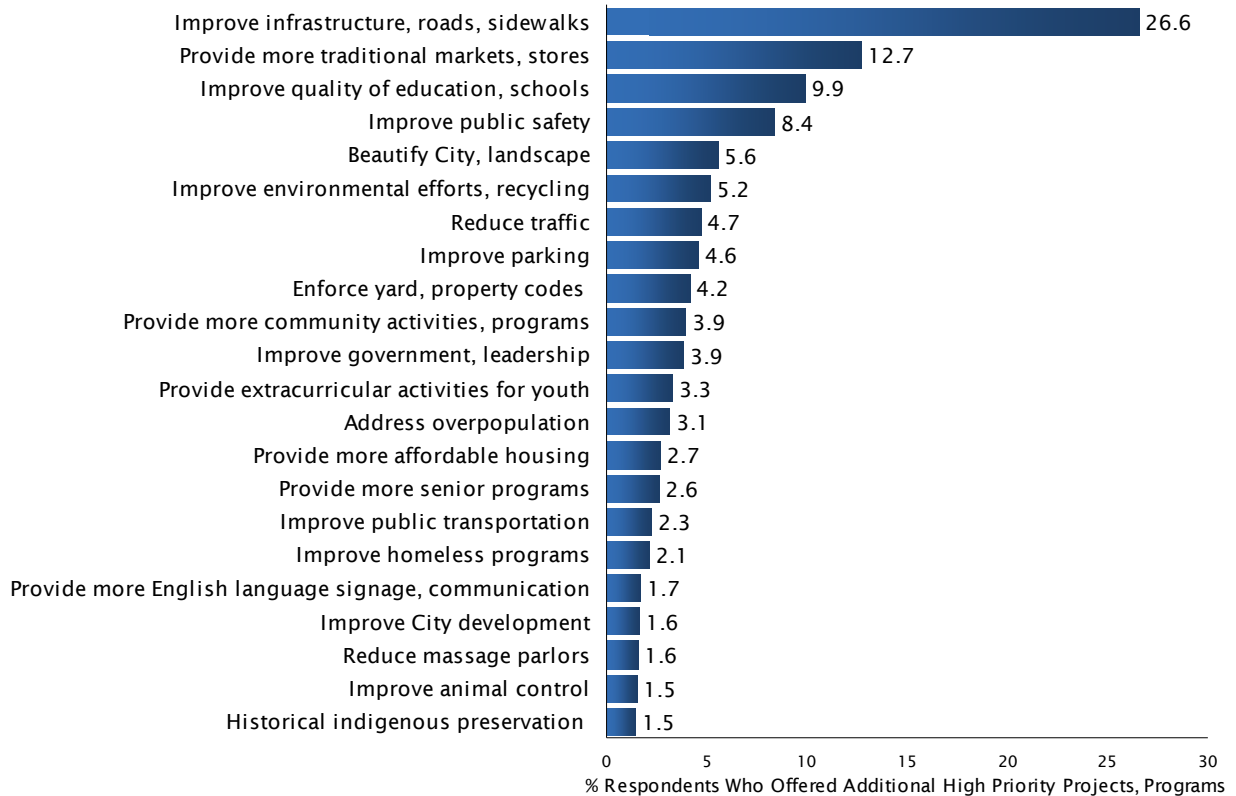
Question 8 *Is there a project, program or service I haven't mentioned already that you think should be a high priority for future city spending?*

FIGURE 19 PROJECTS OR PROGRAMS NOT MENTIONED



Question 9 *Please briefly describe the project or service you think should be a high priority.*

FIGURE 20 HIGH PRIORITY PROJECT, SERVICE

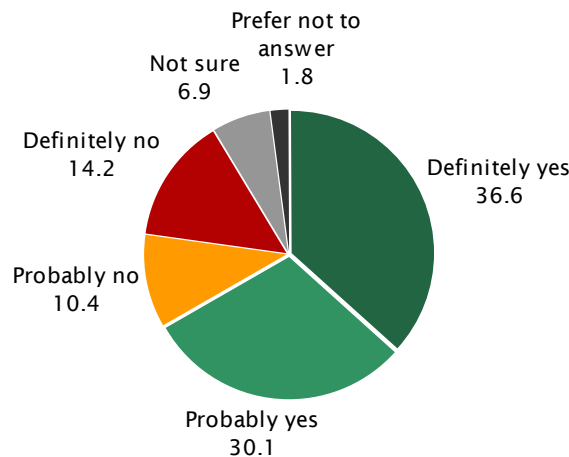


REVENUE MEASURE

Having measured residents' satisfaction with a variety of service areas (see *City Services* on page 16), as well as identified those programs, projects and services they see as a high priority for future city spending (*Budget Priorities* on page 20), the survey transitioned to gauging community support for a potential ballot measure that would raise the funds necessary to address high priority projects and services. Specifically, respondents were asked whether they would support or oppose a one-half cent sales tax to fund general city services including street maintenance and pothole repair, police patrols, gang and crime prevention, fire protection, paramedic and 9-1-1 emergency response services, as well as the maintenance of parks, public buildings, infrastructure, and other general city services.

Question 10 *In order to provide additional funding for priority projects and services, the City could present a ballot measure to local voters. Let me read you a summary of a measure: To provide and improve general city services including; street maintenance and pothole repair; police patrols, gang, and crime prevention; fire, paramedic and 9-1-1 emergency response; and maintenance of parks, public buildings, infrastructure, and other general city services; shall the City of San Gabriel establish a one-half cent sales tax, providing an estimated 2 million dollars annually, and requiring citizen oversight, independent audits, and all funds controlled locally? If the election were held today, would you vote yes or no on this measure?*

FIGURE 21 GENERAL TAX BALLOT



Keeping in mind that the survey was administered to adult residents and not restricted to likely voters, the results are promising nevertheless. Overall, two-thirds (67%) of respondents indicated they would support the proposed one-half cent sales tax to support general city services, whereas one-quarter (25%) were opposed and 9% were unsure or unwilling to share their opinion. For general taxes in California, the level of support recorded in Question 10 is approximately 17 percentage points above the simple majority (50%+1) required for passage. Figures 22 & 23 on the next page show how support for the proposed sales tax measure varied across subgroups of San Gabriel residents. It is worth noting that support for the measure exceeded the simple majority threshold in every subgroup.

FIGURE 22 GENERAL TAX BALLOT BY YEARS IN SAN GABRIEL, GENDER & CHILD IN HSLD

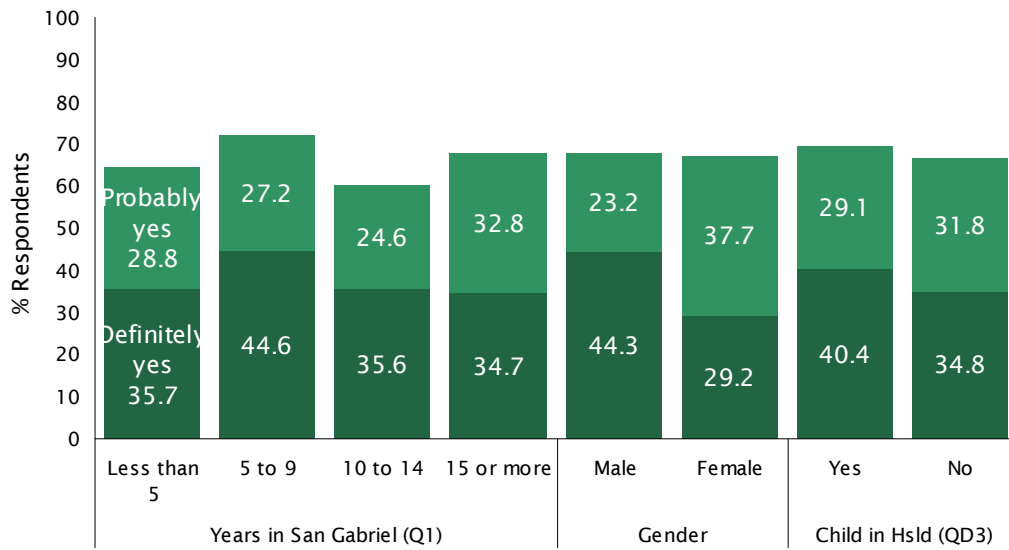
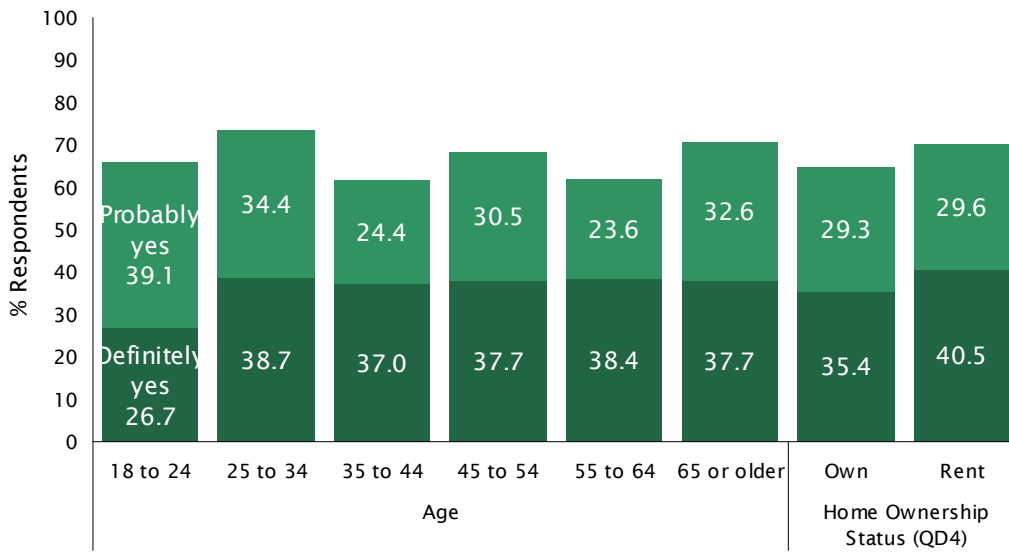


FIGURE 23 GENERAL TAX BALLOT BY AGE & HOME OWNERSHIP STATUS



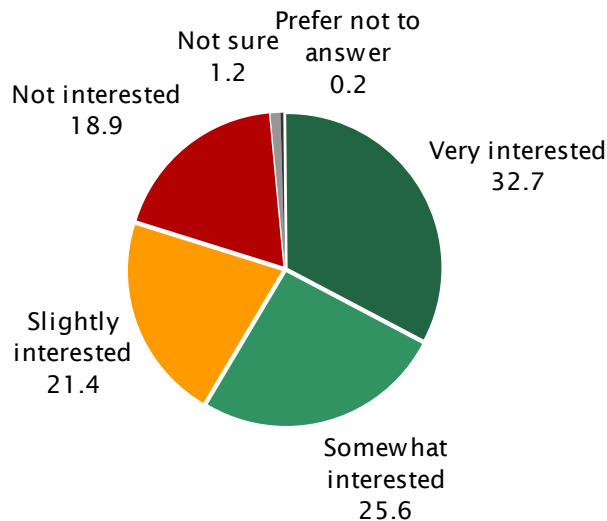
FARMERS' MARKET

Farmers' Markets have been a popular attraction in many communities, allowing farmers to sell fruits, vegetables, meats and freshly-prepared foods and beverages directly to consumers. The San Gabriel Farmers' Market operated in Vincent Lugo Park as recently as 2015, but was closed for 2016. To help gauge community interest in reestablishing a Farmers' Market, the survey included several questions on this topic.

OVERALL INTEREST IN WEEKLY FARMERS' MARKET The first question in this series simply asked respondents to rate their level of interest in visiting the San Gabriel Farmers' Market if it were to be reestablished and held on a weekly basis. As shown in Figure 24 below, one-third (33%) of San Gabriel residents indicated they would be very interested in visiting the market, and an additional 26% stated they would be somewhat interested. The remaining respondents were either slightly interested (21%), not interested (19%), or unsure (1%).

Question 11 *If the City were to establish a weekly Farmer's Market, how interested would you be in visiting the market? Would you say you would be very interested, somewhat interested, slightly interested, or not interested?*

FIGURE 24 INTEREST IN VISITING FARMERS' MARKET



Figures 25 and 26 on the next page show how interest in visiting the San Gabriel Farmers' Market varied by length of residence, gender, presence a child in the home, age, and home ownership status. The largest differences in interest occurred with respect to respondent age, ranging from a low of 48% at least somewhat interested among those 55 to 64 years of age to a high of 70% among younger residents (18-24).

FIGURE 25 INTEREST IN VISITING FARMERS' MARKET BY YEARS IN SAN GABRIEL, GENDER & CHILD IN HSLD

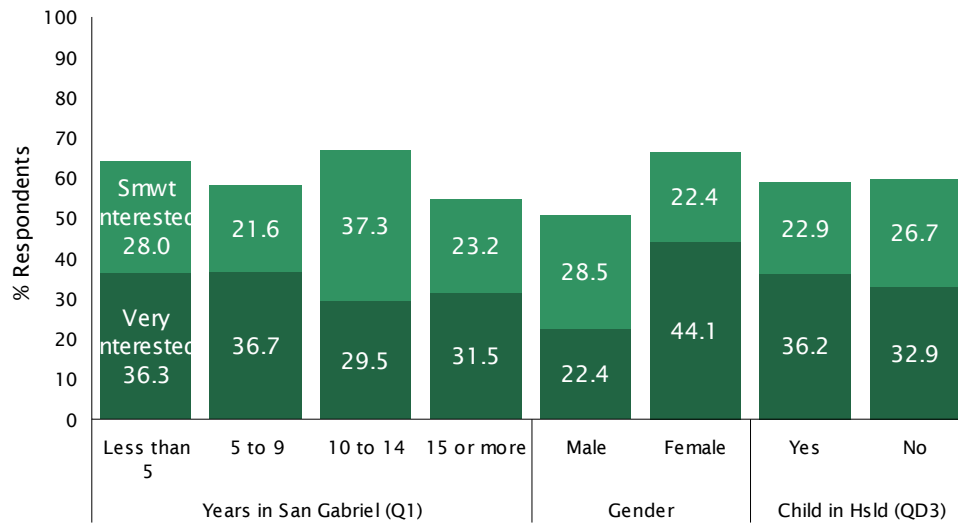
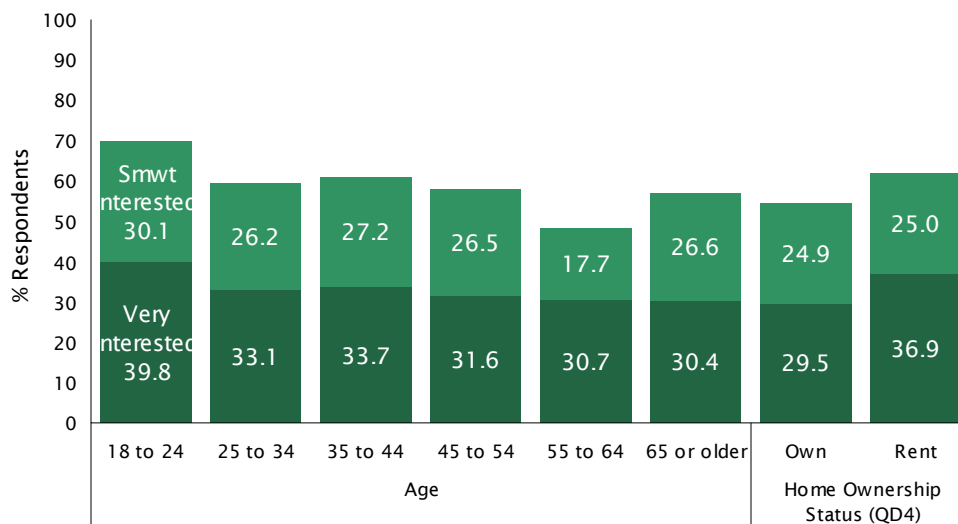


FIGURE 26 INTEREST IN VISITING FARMERS' MARKET BY AGE & HOME OWNERSHIP STATUS



PREFERENCES REGARDING DAY OF WEEK, TIME OF DAY Respondents who stated they were at least slightly interested in visiting a weekly Farmers' Market were subsequently asked to indicate their preference with respect to the day of week to hold the market (Question 12), as well as the time of day (Question 13). Most respondents (62%) preferred that the market be held on the weekend, whereas 11% preferred that the market occur midweek, one-quarter (25%) expressed no preference between the two alternatives, and 2% were unsure (Figure 27). It is worth noting that a preference for the market to be held on a weekend was universal across all subgroups (see Figures 28 & 29).

As to the time of day for the market, the most popular alternative was morning (45%). Approximately 28% preferred that the market be held in the evening, whereas 25% had no preference and 3% were unsure (see Figure 30). Holding the market in the morning was also the preferred option among all subgroups with the exception of one (see Figures 31 & 32).

Question 12 *Would you prefer that the Farmer's Market be held on a weekend or weekday, or do you have no preference?*

FIGURE 27 PREFERRED DAY FOR FARMERS' MARKET

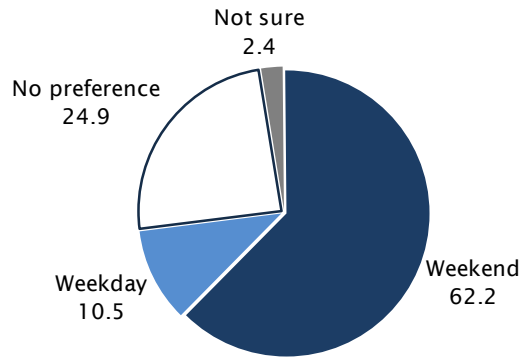


FIGURE 28 PREFERRED DAY FOR FARMERS' MARKET BY YEARS IN SAN GABRIEL, GENDER, CHILD IN HSLD & INTEREST IN VISITING FARMERS' MARKET

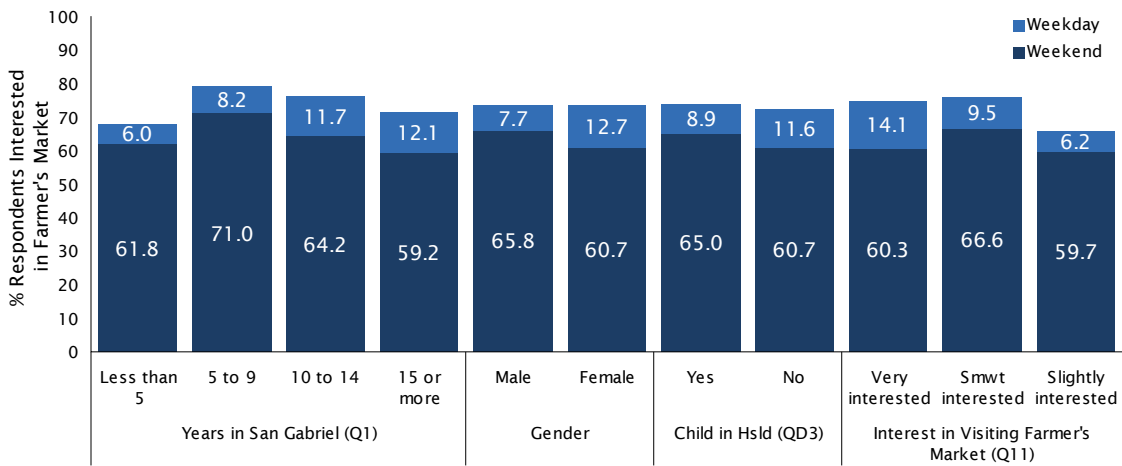
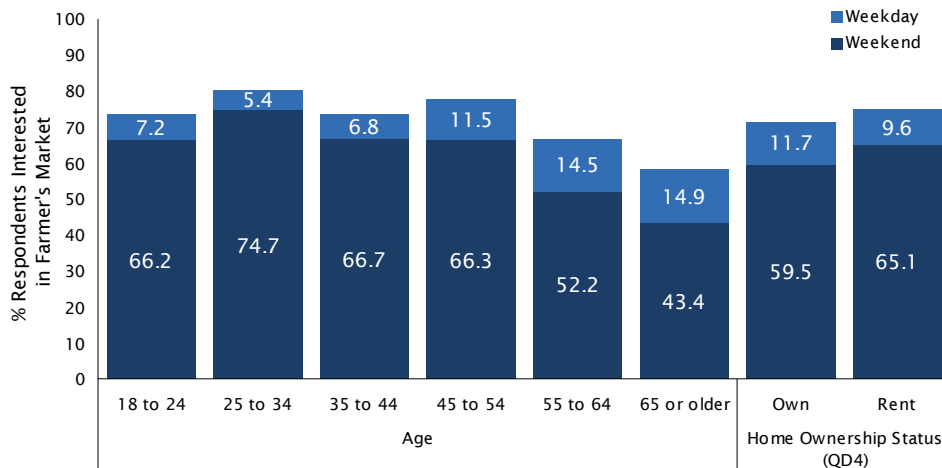


FIGURE 29 PREFERRED DAY FOR FARMERS' MARKET BY AGE & HOME OWNERSHIP STATUS



Question 13 *Would you prefer that the Farmer's Market be in the morning or evening, or do you have no preference?*

FIGURE 30 PREFERRED TIME FOR FARMERS' MARKET

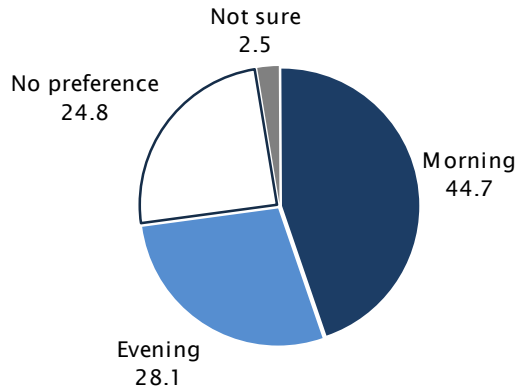


FIGURE 31 PREFERRED TIME FOR FARMERS' MARKET BY YEARS IN SAN GABRIEL, GENDER, CHILD IN HSLD & INTEREST IN VISITING FARMERS' MARKET

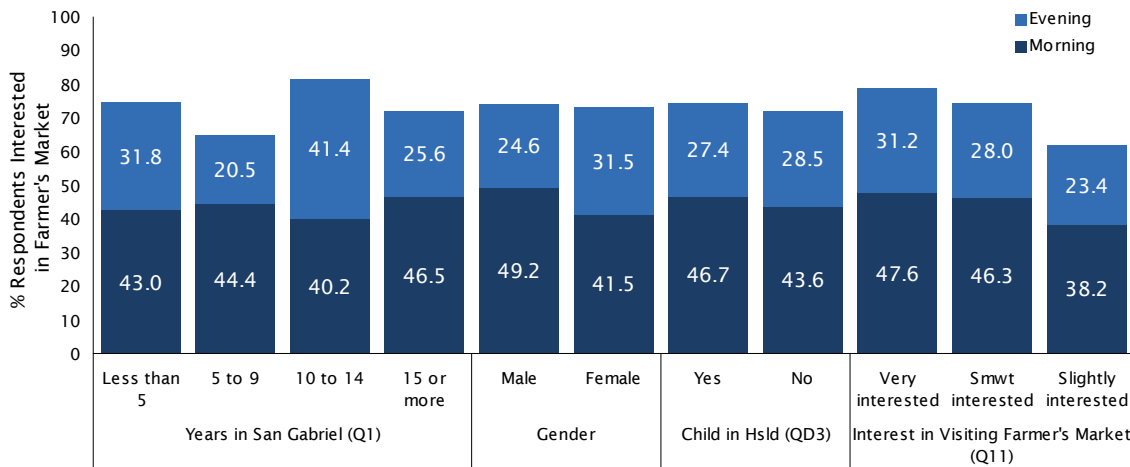


FIGURE 32 PREFERRED TIME FOR FARMERS' MARKET BY AGE & HOME OWNERSHIP STATUS

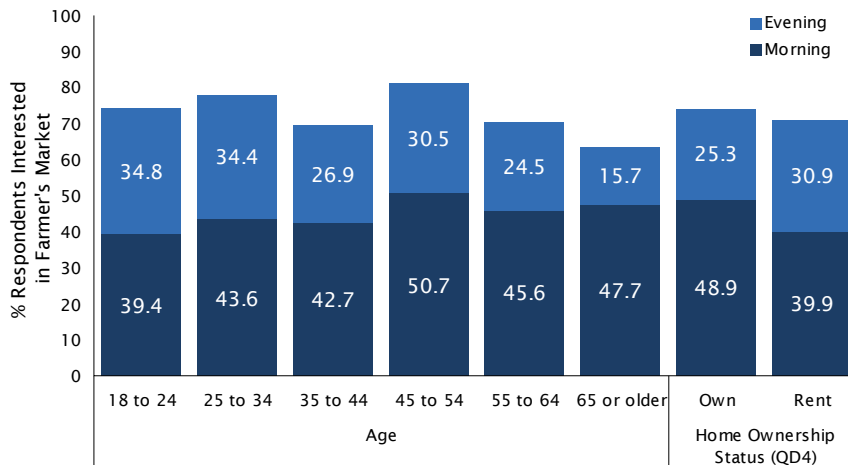
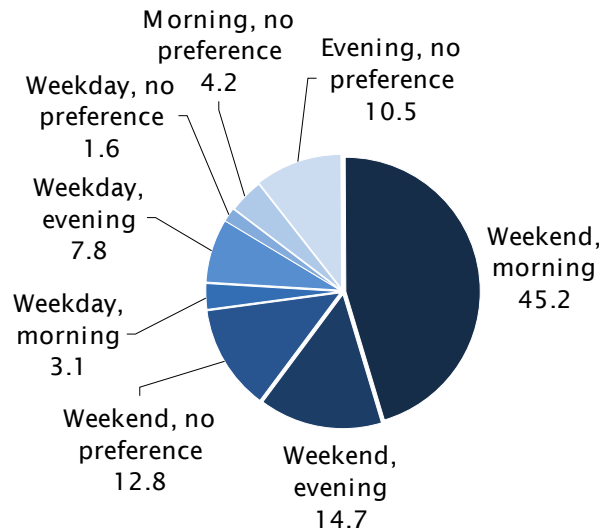


Figure 33 combines the responses to Questions 12 and 13 to categorize respondents' preferences according to combinations of day and time of day. Overall, 45% preferred that the Farmers' Market be held on a weekend morning, 15% a weekend evening, and 12% on a weekend with no time preference. Approximately 8% of San Gabriel residents preferred that the market be held on a weekday evening, 3% a weekday morning, and 2% a weekday with no time preference. Among those who did not have a day of week preference, 11% preferred that the market be held in the evening, whereas 4% preferred morning hours.

FIGURE 33 PREFERRED DAY AND TIME FOR FARMERS' MARKET

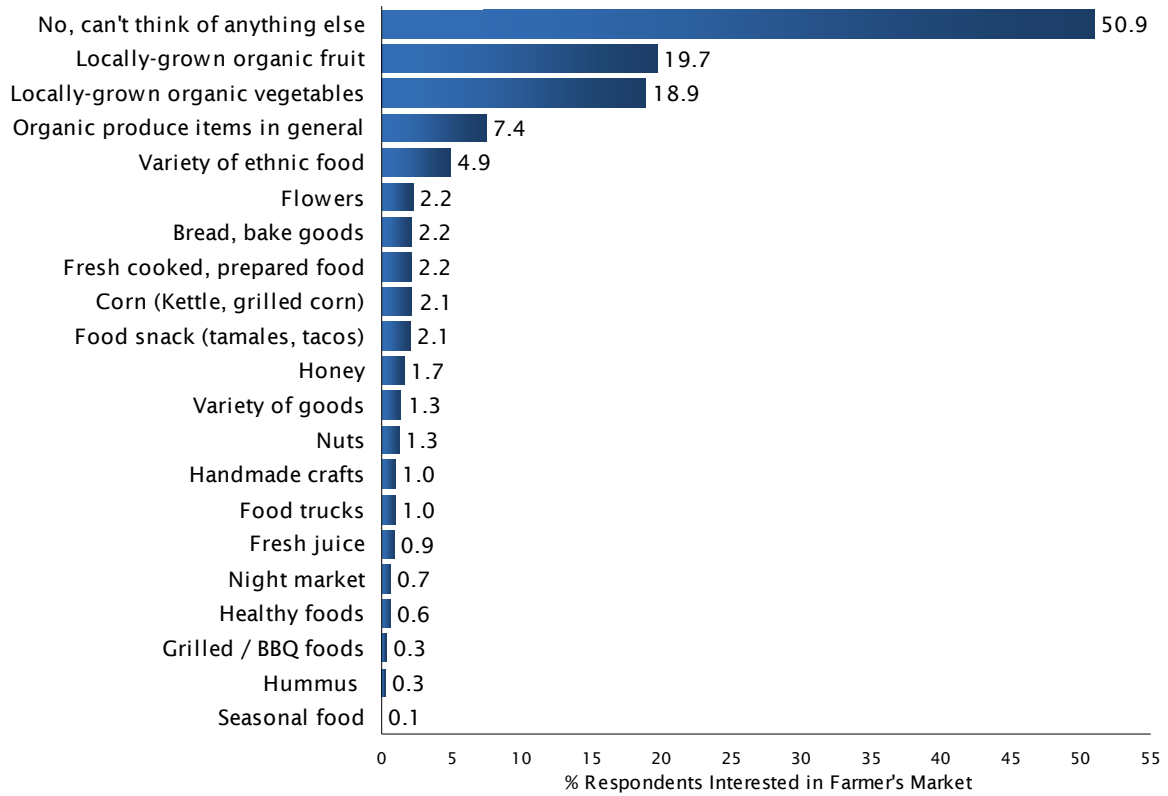


DESIRED ITEMS AND FOODS AT MARKET The final question in this series asked those who expressed interest in visiting the Farmers' Market if there were any specific items or foods they would like to be offered at the market. Question 14 was presented in an open-ended manner, allowing respondents the opportunity to mention any items or types of food that came to mind without being prompted by or restricted to a particular list. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 34 on the next page.

Just over half (51%) of respondents indicated that there were no specific items or foods that were of particular interest to them. Among the remaining respondents, locally-grown organic fruit (20%), locally-grown organic vegetables (19%), and organic produce in general (7%) were the most commonly mentioned items that San Gabriel residents would like to have offered at the Farmers' Market. Approximately 5% of respondents also indicated a desire for a variety of ethnic foods to be offered at the market.

Question 14 *Are there any specific items or foods that you would like to be offered at the Farmer's Market?*

FIGURE 34 FARMERS' MARKET FOOD PREFERENCE



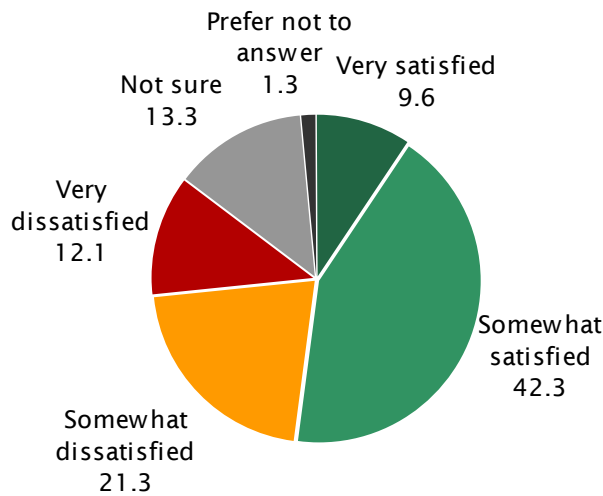
COMMUNICATIONS

The importance of City communication with residents cannot be over-stated. Much of a city’s success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of San Gabriel’s efforts to enhance the information flow *to* the City to better understand the community’s concerns, perceptions, and priorities. In this section, we present the results of several communication-related questions.

OVERALL SATISFACTION Question 15 of the survey asked residents to report their satisfaction with city-resident communication in the City of San Gabriel. Overall, 52% of respondents indicated they were satisfied with the City’s efforts to communicate with residents through the media, the Internet, television, and other means, whereas 33% were dissatisfied and 15% were unsure or unwilling to answer the question (Figure 35)

Question 15 *Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through the media, the Internet, television, and other means?*

FIGURE 35 SATISFACTION WITH CITY-RESIDENT COMMUNICATION EFFORTS



Figures 36 and 37 on the next page show how satisfaction with the City’s efforts to communicate with residents among those with an opinion varied across a host of demographic subgroups. The percentage of respondents who expressed satisfaction with the City’s communication efforts was reasonably consistent across subgroups, with the exception of seniors who were substantially more likely than their counterparts to indicate they were satisfied with the City’s communication efforts.

FIGURE 36 SATISFACTION WITH CITY-RESIDENT COMMUNICATION EFFORTS BY YEARS IN SAN GABRIEL, GENDER & CHILD IN HSLD

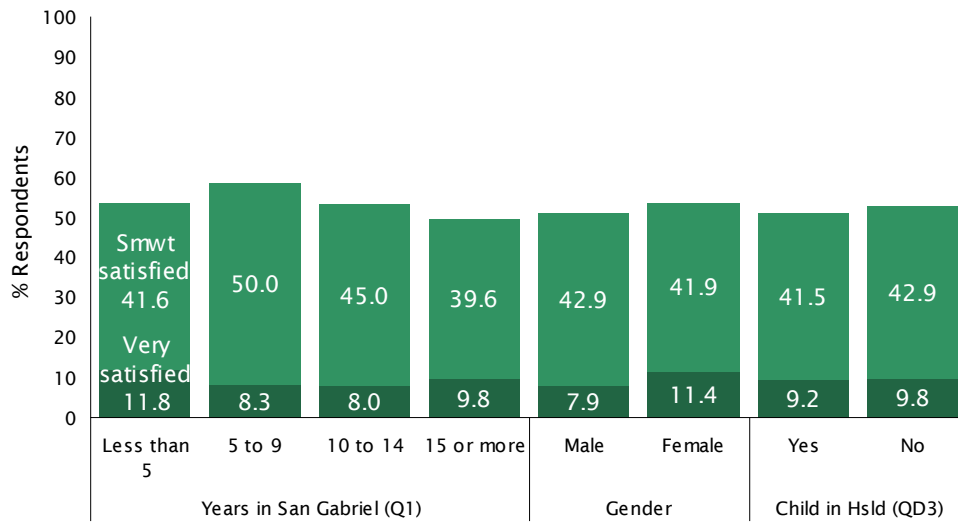
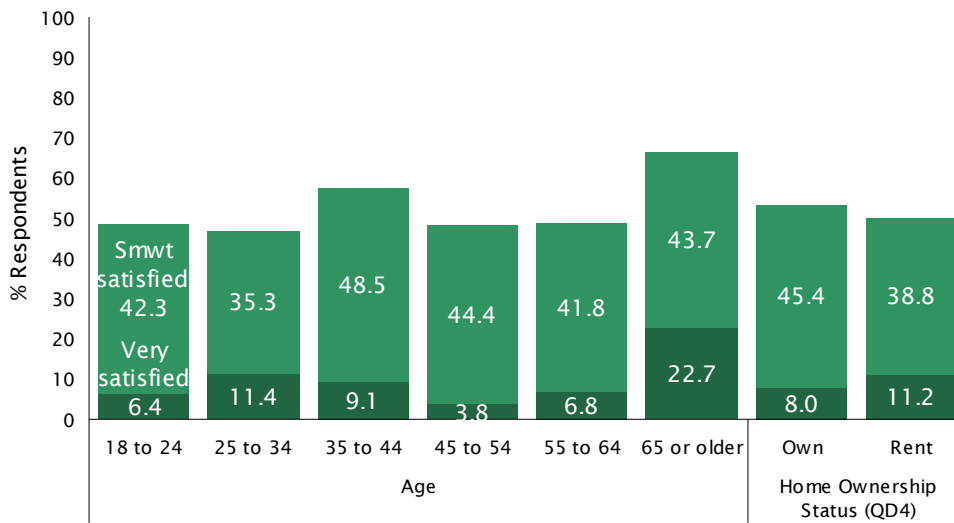


FIGURE 37 SATISFACTION WITH CITY-RESIDENT COMMUNICATION EFFORTS BY AGE & HOME OWNERSHIP STATUS



COMMUNICATION PREFERENCES To help the City identify the most effective means of communicating with residents, it is helpful to understand which methods of communication residents prefer. Accordingly, for each of the methods shown to the left of Figure 38, respondents were simply asked to indicate if it would be an effective way for the City to communicate with them. Overall, respondents indicated that email was the most effective method (83% very or somewhat effective), followed by newsletters mailed to their home (78%), electronic newsletters (78%), the City’s website (78%), and a smart phone application (71%). Both Facebook (57%) and townhall style meetings (56%) were also viewed by a majority of San Gabriel residents as an effective way for the City to communicate. At the other end of the spectrum, Twitter (40%) and advertisements in local papers (43%) were generally viewed by residents as less effective ways for the City to communicate. Table 4 shows how communication preferences varied by age and overall satisfaction with the City’s current communication efforts.

Question 16 *As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.*

FIGURE 38 EFFECTIVENESS OF CITY-RESIDENT COMMUNICATION

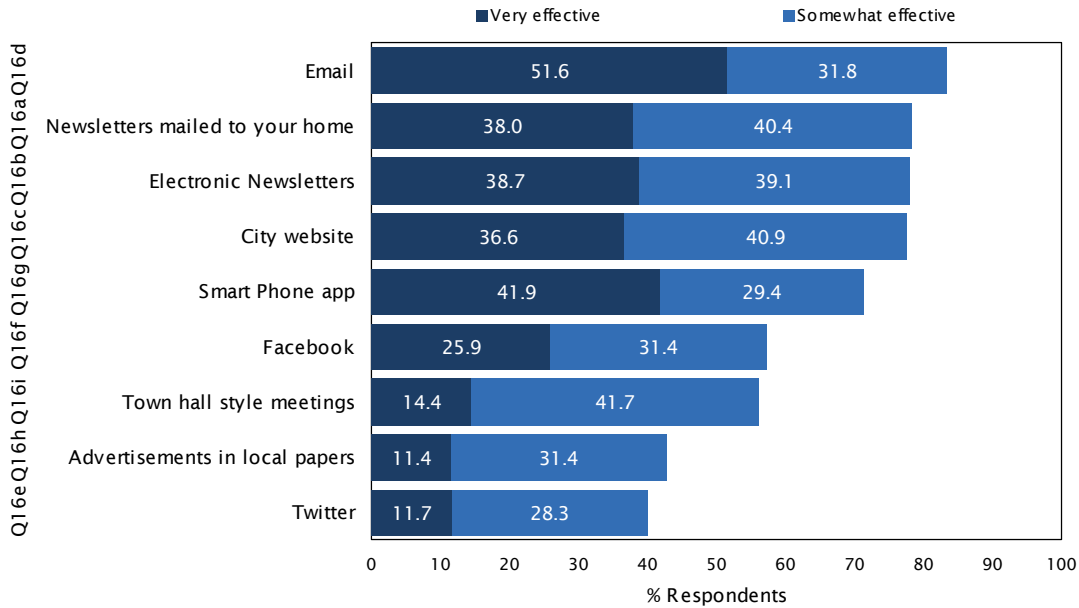


TABLE 4 EFFECTIVENESS OF CITY-RESIDENT COMMUNICATION BY AGE & SATISFACTION WITH COMMUNICATION (SHOWING % VERY EFFECTIVE)

	Age (QD2)						Satisfaction with Communication (Q15)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or Older	Yes	No
Email	44.7	55.4	55.1	54.0	45.8	52.6	55.5	49.5
Smart Phone app	47.2	43.3	54.1	43.6	36.7	25.8	45.5	40.5
Electronic Newsletters	35.1	38.3	41.5	42.8	37.2	37.9	42.2	35.5
Newsletters mailed to your home	30.1	34.4	40.0	38.8	34.8	48.5	42.3	38.2
City website	47.6	40.1	40.1	30.3	33.0	34.9	43.8	28.7
Facebook	47.8	38.1	29.9	19.7	16.4	9.1	25.4	26.1
Town hall style meetings	10.7	14.5	11.5	17.2	9.0	21.7	16.9	13.0
Twitter	31.0	9.9	14.2	11.5	8.2	0.0	13.6	9.8
Advertisements in local papers	9.0	14.8	9.5	8.9	14.3	12.8	15.1	10.4



BACKGROUND & DEMOGRAPHICS

TABLE 5 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	592
Years in San Gabriel (Q1)	
Less than 5	14.4
5 to 9	16.0
10 to 14	14.2
15 or more	55.4
Age (QD2)	
18 to 24	12.0
25 to 34	18.3
35 to 44	17.9
45 to 54	21.3
55 to 64	14.2
65 or older	14.6
Prefer not to answer	1.7
Child in Hsld (QD3)	
Yes	33.2
No	60.5
Prefer not to answer	6.3
Home Ownership Status (QD4)	
Own	51.8
Rent	42.9
Prefer not to answer	5.3
Gender	
Male	48.9
Female	48.8
Prefer not to answer	2.3

Table 5 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of adult residents in the City of San Gabriel. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of San Gabriel to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who were interested in the City establishing a weekly Farmers' Market (Question 11) were asked follow-up questions (Questions 12-14) regarding *when* they prefer that the Farmers' Market be held, and the types of food/items they would like made available at the market. The questionnaire included with this report (see *Questionnaire & Toplines* on page 38) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City of San Gabriel prior to formally beginning the survey. The final questionnaire was also professionally translated into Mandarin and Spanish to allow for data collection in English, Mandarin and Spanish.

SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of San Gabriel households was utilized to develop a random sample for this study, ensuring that all households in San Gabriel had the opportunity to participate in the survey. Households were recruited to participate in the survey through multiple recruiting methods. Using a combination of mailed and emailed invitations, households were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each household was assigned a unique passcode to ensure that only San Gabriel residents who received an invitation could access the online survey site. Following a seven day period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of households throughout the City that had yet to participate in the online survey as a result of the emailed or mailed invitation.

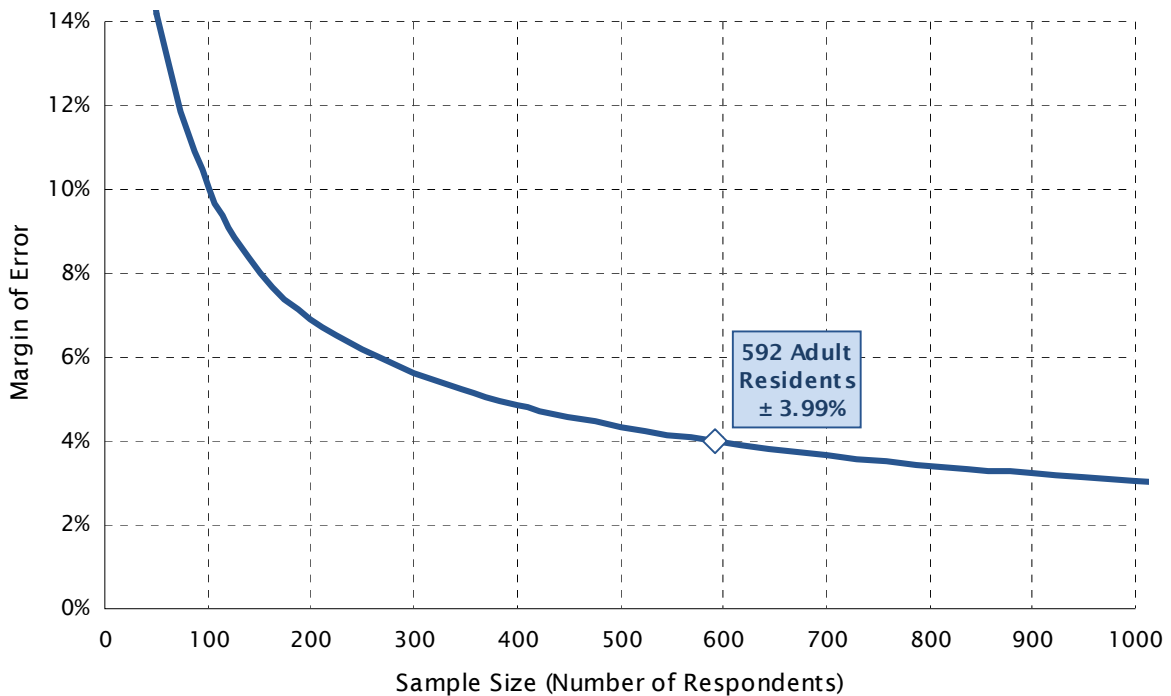
Telephone interviews averaged 16 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those

hours would bias the sample. A total of 592 completed surveys were gathered online and by telephone between February 27 and March 9, 2017.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents of the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 592 adult residents for a particular question and what would have been found if all of the estimated 32,339 adult residents⁴ had been interviewed.

Figure 39 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 3.99\%$ for questions answered by all 592 respondents.

FIGURE 39 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 39 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

4. Source: Estimated derived from the California Department of Finance City/County Population Estimate for 2016 and US Census age profile for San Gabriel, 2010.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by age according to Census estimates.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



City of San Gabriel
Community Opinion Survey
Final Toplines
March 21, 2017

Section 1: Introduction to Study

Standard Intro: Hi, may I please speak to: _____. Hi, my name is _____ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in San Gabriel (Gay-bree-ul) and we would like to get your opinions.

If Land Line, no name on file: Hi, my name is _____ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in San Gabriel (Gay-bree-ul) and we would like to get your opinions.

If needed: This is a survey about community issues in San Gabriel- I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to the measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion if Land Line & No Name

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *If there is no male currently at home that is at least 18 years of age, then ask:* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

If there is no adult currently available, then ask for a callback time.

NOTE: Adjust this screener as needed to match sample quotas on gender & age

If respondent asks why we want to speak to a particular demographic group, explain: Its important that the sample of people for the survey is representative of the adult population in the city for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

Section 3: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of San Gabriel.

Q1	How long have you lived in San Gabriel?		
1	Less than 1 year		3%
2	1 to 4 years		11%
3	5 to 9 years		16%
4	10 to 14 years		14%
5	15 years or longer		55%
6	Does not live in San Gabriel		0%
99	Prefer not to answer		0%

Q2		How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?						
<i>Randomize A-D, always ask E last</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	San Gabriel as a place to live	20%	50%	25%	4%	2%	0%	0%
B	San Gabriel as a place to raise a family	21%	46%	25%	4%	1%	2%	0%
C	San Gabriel as a place to work	6%	20%	29%	13%	5%	26%	1%
D	San Gabriel as a place to retire	15%	35%	28%	11%	4%	7%	1%
E	The overall quality of life in San Gabriel	13%	49%	33%	5%	1%	0%	0%
Q3		What are the one or two things that you like most about living in the City of San Gabriel? Verbatim responses recorded and later grouped into categories shown below.						
	Convenient layout, location							26%
	Variety of restaurants, food							18%
	Safe, low crime rate							13%
	Quiet, peaceful							11%
	Friendly people, neighbors							10%
	Not sure							9%
	Good schools							8%
	Diversity of cultures							6%
	Shopping opportunities							5%
	Clean, well-maintained							4%
	Variety of supermarkets, grocery stores							4%
	Small town atmosphere							3%
	Has a historical value							3%
	City services in general							2%
	Family, friends reside there							2%
	Positive comments in general							2%
	Affordable cost of living							2%
	Hometown, live here							2%
	Negative comments in general							2%
	The Mission							1%
	Community events, activities							1%
	Family oriented, nice place to raise a family							1%
	Beautiful landscapes, sites, mountains							1%

Q4	If the city government could change one thing to make San Gabriel a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Improve streets, roads	39%
	Improve shopping opportunities	9%
	Reduce traffic congestion	8%
	Reduce growth, development	7%
	Not sure, cannot think of anything	7%
	Improve public safety	6%
	Beautify, clean-up City	6%
	Improve parking	6%
	Improve economy, local jobs	6%
	Improve street lighting	5%
	Provide more restaurants	5%
	Reduce massage parlors	4%
	Provide additional parks, rec facilities	3%
	Improve government, leadership	3%
	Provide more cultural diversity	3%
	No changes needed / Everything is fine	3%
	Provide affordable housing	2%
	Synchronized traffic lights	2%
	Provide more English language signage, communication	2%
	Enforce traffic law codes	2%
	Improve quality of education, schools	1%
	Improve ordinance, code enforcement	1%
	Reduce taxes, fees	1%
	Improve public transit	1%
	Improve recycling programs	1%
	Address homeless issue	1%
	Provide more bike lanes	1%
	Overpopulation	1%
	Improve budgeting, spending	1%
	Provide more activities, programs for all ages	1%
	Provide more entertainment, nightlife	1%

Section 4: City Services								
Next, I would like to ask a series of questions about services provided by the City of San Gabriel.								
Q5	Generally speaking, are you satisfied or dissatisfied with the job the City of San Gabriel is doing to provide city services? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
	1	Very satisfied						11%
	2	Somewhat satisfied						47%
	3	Somewhat dissatisfied						23%
	4	Very dissatisfied						8%
	98	Not sure						10%
	99	Prefer not to answer						0%
Q6	For each of the following services I read, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service. Are you satisfied or dissatisfied with the city's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
		<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide police services		33%	41%	11%	5%	9%	1%
B	Prepare the City for emergencies		12%	30%	14%	6%	37%	1%
C	Provide fire protection, prevention and emergency medical services		36%	39%	5%	1%	17%	1%
D	Maintain streets and roads		5%	18%	26%	49%	1%	0%
E	Manage traffic congestion in the city		5%	27%	35%	27%	5%	1%
F	Provide trash collection and recycling services		28%	40%	16%	11%	4%	1%
G	Promote economic development to stimulate the local economy		9%	30%	24%	15%	20%	2%
H	Keep parks, public buildings and facilities well maintained		19%	50%	14%	6%	10%	1%
I	Provide a variety of recreation programs for all ages		14%	44%	16%	5%	19%	2%
J	Provide parks, sports fields and recreation facilities		18%	48%	20%	5%	8%	1%
K	Hold special community events like summer concerts and holiday celebrations		23%	43%	13%	5%	15%	2%
L	Protect the local environment		11%	39%	21%	8%	20%	1%
M	Provide public parking		15%	41%	19%	16%	9%	2%
N	Promote arts and cultural activities		15%	46%	16%	7%	14%	2%

Section 5: Budget Priorities							
The City of San Gabriel has the financial resources to provide some of the services, programs and projects desired by residents. Because it can't fund every project, however, the City must set priorities.							
Q7	As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.						
	Here is the (first/next) one: ----- Should this item be a high, medium, or low priority for the City - or should the City not spend any money on this item?						
	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Prefer not to answer
A	Pave, repair and maintain city streets	85%	11%	3%	0%	0%	0%
B	Repair and maintain the City's sewer system	52%	33%	9%	1%	5%	1%
C	Build a modern Police Headquarters & Emergency Communications Center	25%	34%	24%	10%	4%	2%
D	Revitalize older, outdated commercial areas in the city	33%	39%	21%	4%	2%	1%
E	Provide programs to improve the local economy and attract new employers and jobs to San Gabriel	40%	36%	16%	4%	2%	1%
F	Establish a regularly-scheduled Farmer's Market	15%	35%	32%	15%	3%	1%
G	Expand community events, outreach, communication, and civic engagement	16%	36%	37%	6%	4%	2%
H	Improve the overall appearance of public buildings and landscapes	21%	35%	35%	7%	1%	1%
I	Develop programs to conserve water, protect the environment, and preserve our natural resources	38%	33%	20%	5%	2%	1%
J	Create a local shuttle service that would provide transportation to key points throughout San Gabriel	19%	27%	33%	17%	3%	1%
K	Build a community garden	7%	22%	40%	24%	5%	2%
L	Improve existing parks, sports fields and children's play areas	25%	44%	25%	3%	2%	1%
M	Build additional community parks and sports fields	15%	27%	38%	15%	3%	1%
N	Create additional public parking	17%	29%	34%	14%	5%	1%

Q8 Is there a project, program or service I haven't mentioned already that you think should be a high priority for future city spending?			
	1	Yes	22%
	2	No	41%
	98	Not sure	35%
	99	Prefer not to answer	3%
Q9 Please briefly describe the project or service you think should be a high priority. Verbatim responses recorded and later grouped into categories shown below.			
		Improve infrastructure, roads, sidewalks	27%
		Provide more traditional markets, stores	13%
		Improve quality of education, schools	10%
		Improve public safety	8%
		Beautify city, landscape	6%
		Reduce traffic	5%
		Improve environmental efforts, recycling	5%
		Improve parking	5%
		Enforce yard, property codes	4%
		Provide more community activities, programs	4%
		Improve government, leadership	4%
		Provide more affordable housing	3%
		Provide extracurricular activities for youth	3%
		Address overpopulation	3%
		Provide more senior programs	3%
		Improve homeless programs	2%
		Improve public transportation	2%
		Provide more English language signage, communication	2%
		Reduce massage parlors	2%
		Improve animal control	2%
		Improve City development	2%
		Historical indigenous preservation	1%

Section 6: General Tax

In order to provide additional funding for priority projects and services, the City could present a ballot measure to local voters. Let me read you a summary of a measure.

Q10	To provide and improve general city services including:		
	<ul style="list-style-type: none"> ◇ Street maintenance and pothole repair ◇ Police patrols, gang, and crime prevention ◇ Fire, paramedic and 9-1-1 emergency response ◇ And maintenance of parks, public buildings, infrastructure, and other general city services 		
	shall the City of San Gabriel establish a one-half cent sales tax, providing an estimated 2 million dollars annually, and requiring citizen oversight, independent audits, and all funds controlled locally?		
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely yes	37%
	2	Probably yes	30%
	3	Probably no	10%
4	Definitely no	14%	
98	Not sure	7%	
99	Prefer not to answer	2%	

Section 7: Farmer's Market

Q11 If the City were to establish a weekly Farmer's Market, how interested would you be in visiting the market? Would you say you would be very interested, somewhat interested, slightly interested, or not interested?

Q11	1	Very interested	33%	Ask Q12
	2	Somewhat interested	26%	Ask Q12
	3	Slightly interested	21%	Ask Q12
	4	Not interested	19%	Skip to Q15
	98	Not sure	1%	Skip to Q15
	99	Prefer not to answer	0%	Skip to Q15
	Q12 Would you prefer that the Farmer's Market be held on a weekend or weekday, or do you have no preference?			
Q12	1	Weekend	62%	
	2	Weekday	10%	
	3	No preference	25%	
	98	Not sure	2%	
	99	Prefer not to answer	0%	

Q13	Would you prefer that the Farmer's Market be in the morning or evening, or do you have no preference?		
	1	Morning	45%
	2	Evening	28%
	3	No preference	25%
	98	Not sure	2%
	99	Prefer not to answer	0%
Q14	Are there any specific items or foods that you would like to be offered at the Farmer's Market? <i>If yes, ask: Please describe them to me. Verbatim responses recorded and later grouped into categories shown below.</i>		
		No, can't think of anything else	51%
		Locally-grown organic fruit	20%
		Locally-grown organic vegetables	19%
		Organic produce items in general	7%
		Variety of ethnic food	5%
		Bread, bake goods	2%
		Flowers	2%
		Fresh cooked, prepared food	2%
		Honey	2%
		Corn (Kettle, grilled corn)	2%
		Food snack (tamales, tacos)	2%
		Nuts	1%
		Fresh juice	1%
		Variety of goods	1%
		Handmade crafts	1%
		Healthy foods	1%
		Food trucks	1%
		Night market	1%

Section 8: Communications

Q15	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through the media, the Internet, television, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>					
	1	Very satisfied	10%			
	2	Somewhat satisfied	42%			
	3	Somewhat dissatisfied	21%			
	4	Very dissatisfied	12%			
	98	Not sure	13%			
	99	Prefer not to answer	1%			
Q16	As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.					
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure / Prefer not to answer
A	Newsletters mailed to your home		38%	40%	18%	4%
B	Electronic Newsletters		39%	39%	15%	7%
C	City website		37%	41%	18%	4%
D	Email		52%	32%	10%	6%
E	Twitter		12%	28%	49%	11%
F	Facebook		26%	31%	34%	9%
G	A Smart Phone application that would allow you to communicate with the City, report issues, and receive updates		42%	29%	21%	8%
H	Advertisements in local papers		11%	31%	51%	6%
I	Town hall style meetings		14%	42%	34%	10%

Section 9: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	What is your gender? (record by voice if telephone interview)			
	1	Male	49%	
	2	Female	49%	
	99	Prefer not to answer	2%	

D2	In what year were you born? Year recoded into age groups shown below.	
	18 to 24	12%
	25 to 34	18%
	35 to 44	18%
	45 to 54	21%
	55 to 64	14%
	65 or older	15%
	Refused	2%
D3	Do you have one or more children under the age of 18 living in your household?	
	1 Yes	33%
	2 No	61%
	99 Prefer not to answer	6%
D4	Do you own or rent your residence in San Gabriel?	
	1 Own	52%
	2 Rent	43%
	99 Prefer not to answer	5%
Thanks so much for participating in this important survey! This survey was conducted for the City of San Gabriel.		

