

# City of Citrus Heights



## Resident Survey

**Presented to the  
City of Citrus Heights**

**November 8, 2007**

# Research Objectives



- Assess residents' perceptions regarding city satisfaction, quality of life, sense of community, safety, and city-resident communication
- Evaluate the perceived importance of, as well as residents' satisfaction with, a number of specific local issues
- Assess support for a potential revenue measure as well as identify the preferred funding mechanism and the projects that voters are most likely to support
- Identify any relevant changes from the 2002 study



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# Methodology

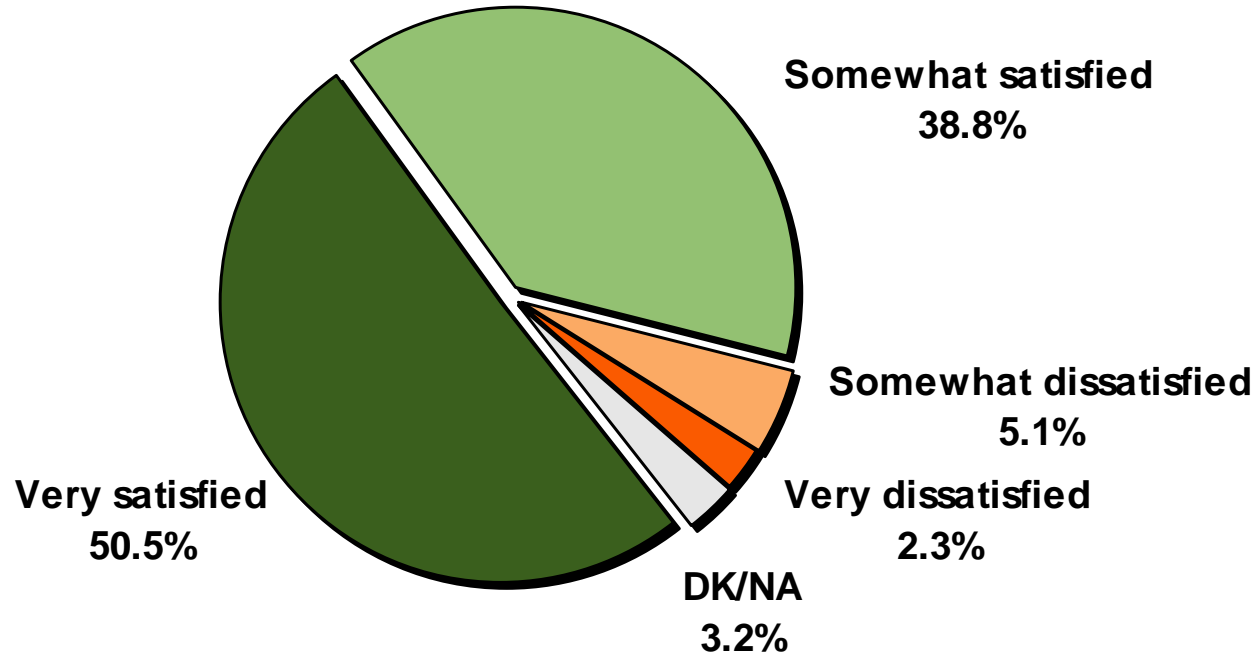


- Telephone Survey of 603 Residents
  - Fielded: October 1 – 11, 2007
  - Average length: 15 minutes
  - Statistically representative sample
  - Universe: 62,178 residents 18 years and older
  - Margin of error +/- 4.0%

# City Satisfaction



89% of residents are either Very (51%) or Somewhat Satisfied (39%) with the job the City is doing to provide services

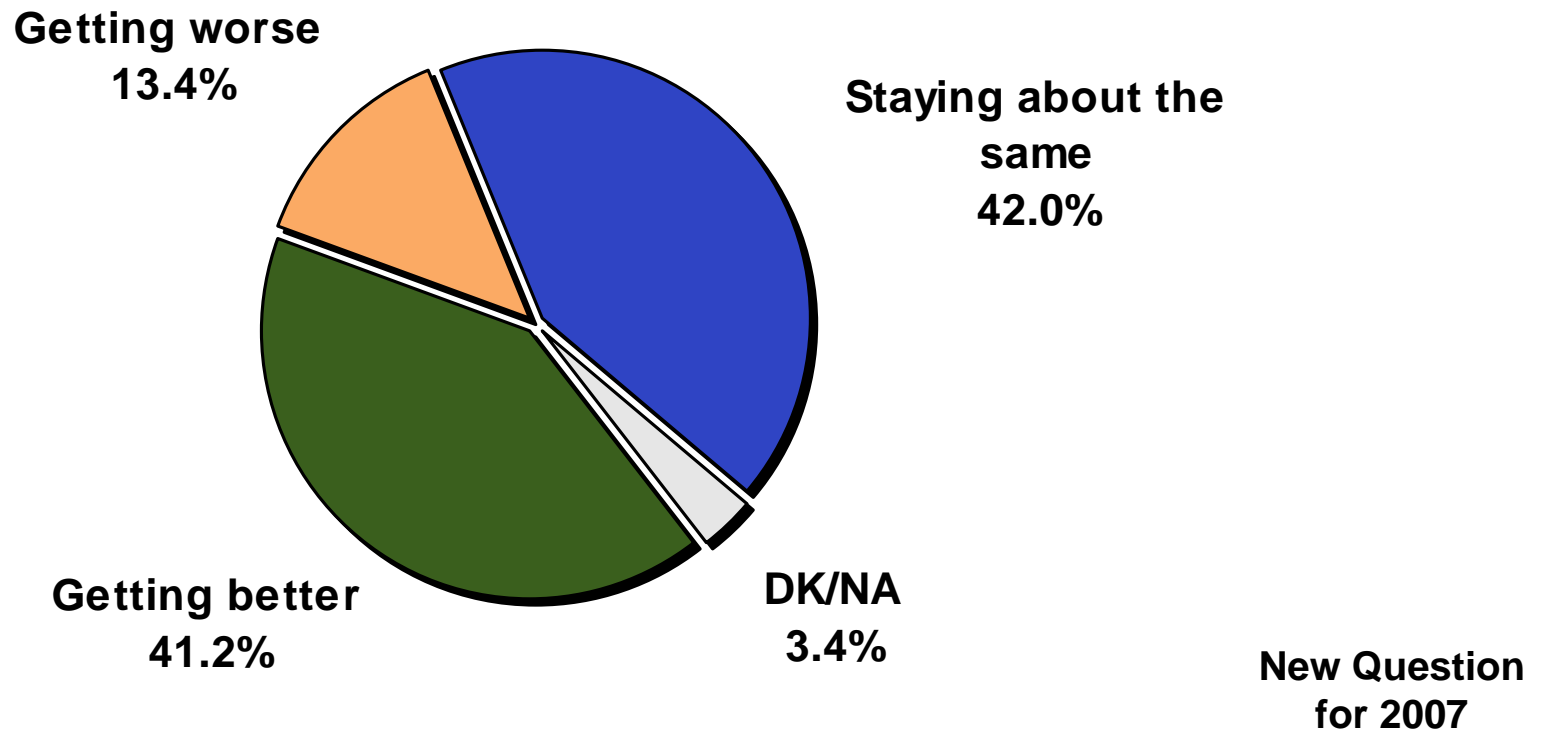


New Question  
for 2007

# Quality of Life



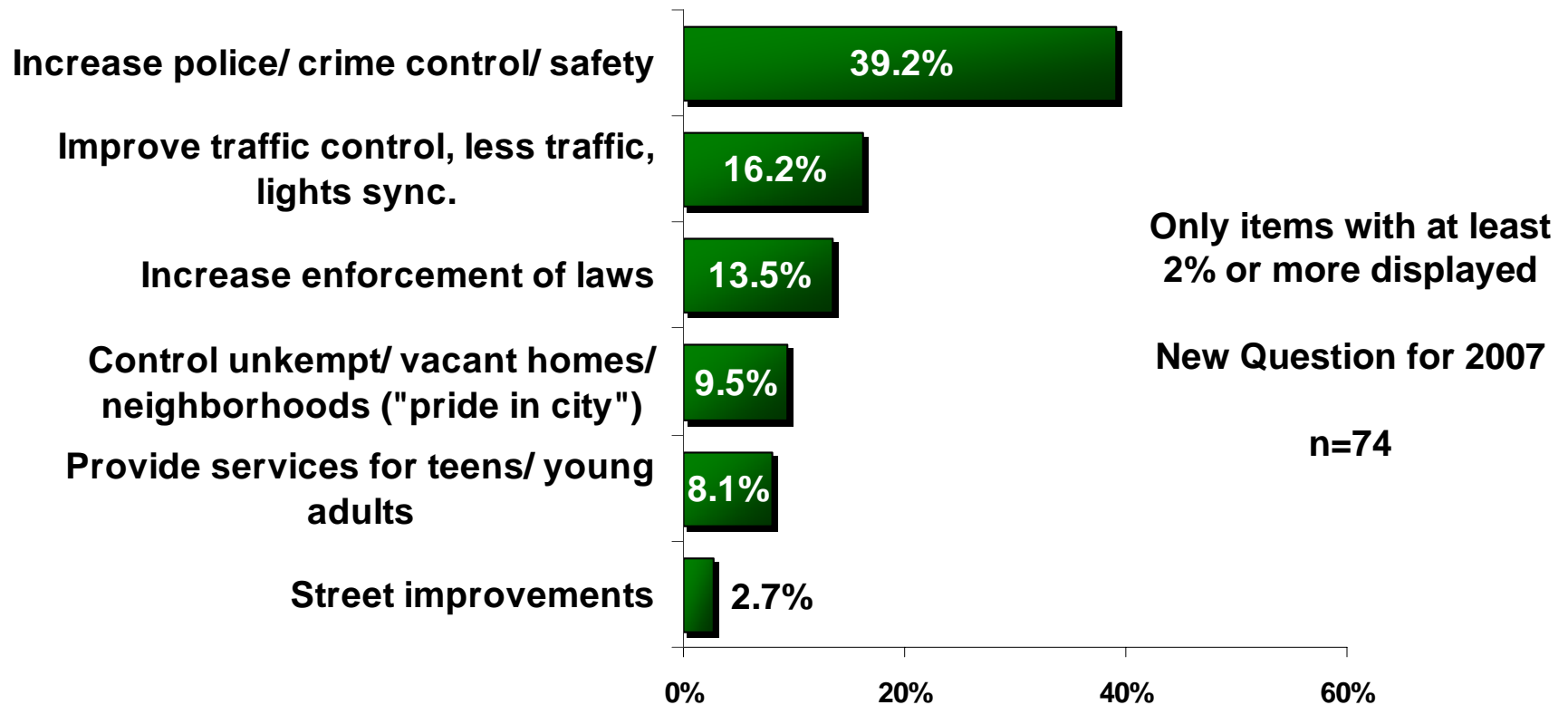
83% of residents feel the quality of life in Citrus Heights is “Getting Better” (41%) or “Staying about the Same” (42%)



# Follow-Up Question: Quality of Life



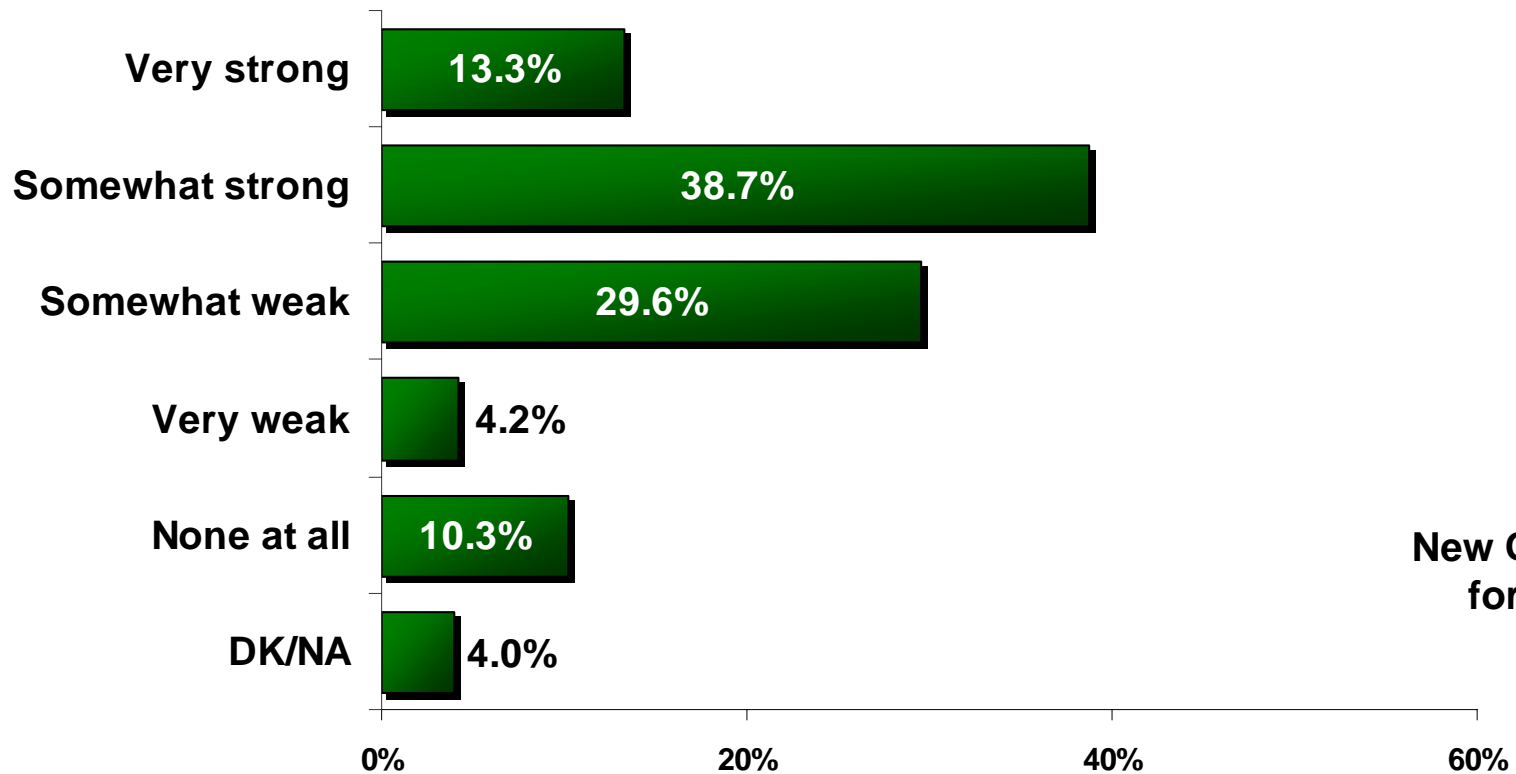
Of the 13% of residents who feel the quality of life is getting worse, 39% cited increasing police, crime control, or safety as the number one way to improve



# Sense of Community

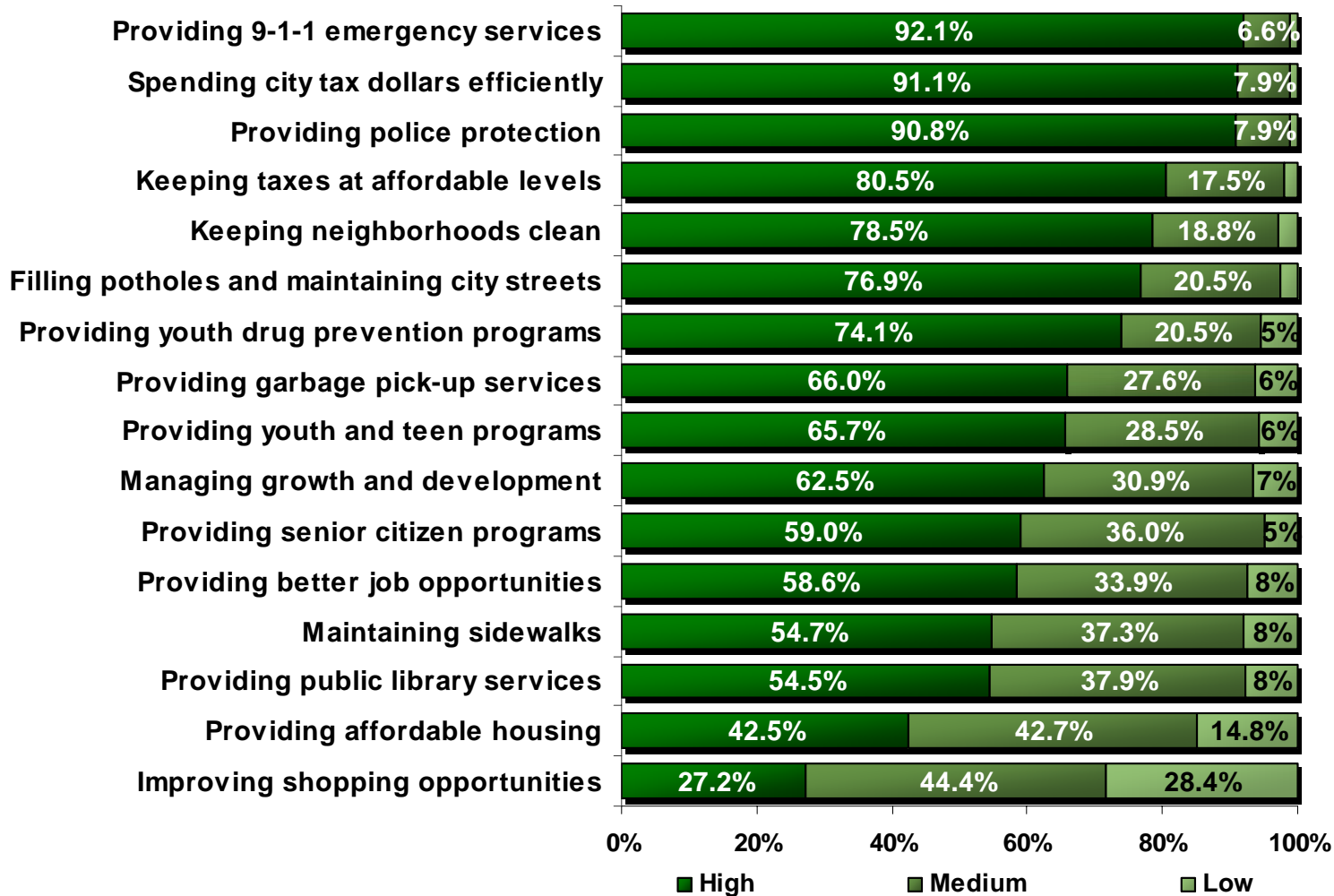


The majority of residents (52%) feel a strong sense of community living in Citrus Heights



New Question  
for 2007

# Prioritization of Local Issues for City Council



**Analysis Excludes Responses of Don't Know/ No Answer**

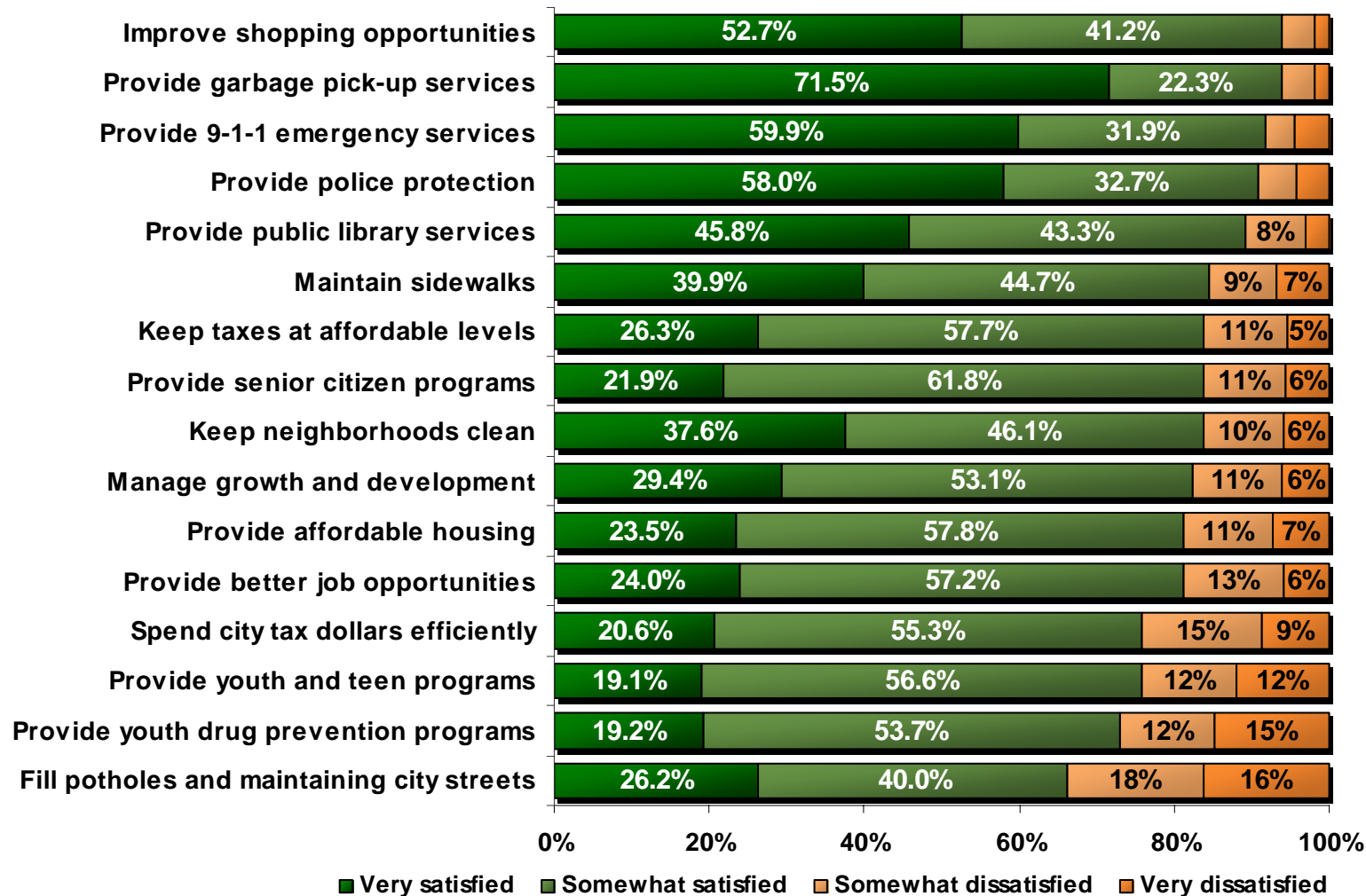
# Prioritization of Local Issues: 2007 vs. 2002



	2007		2002		% Diff	Rank Diff
	% High Priority	Rank	% High Priority	Rank		
Providing 9-1-1 emergency services	92%	1	81%	2	11%	1
Spending city tax dollars efficiently	91%	2	75%	3	16%	1
Providing police protection	91%	3	83%	1	8%	-2
Keeping taxes at affordable levels	80%	4	71%	4	9%	0
Keeping neighborhoods clean	78%	5	65%	5	13%	0
Filling potholes and maintaining city streets	77%	6	61%	7	16%	1
Providing youth drug prevention programs	74%	7	64%	6	10%	-1
Providing garbage pick-up services	66%	8	55%	8	11%	0
Providing youth and teen programs	66%	9	55%	9	11%	0
Managing growth and development	62%	10	55%	10	7%	0
Providing senior citizen programs	59%	11	44%	13	15%	2
Providing better job opportunities	59%	12	47%	11	12%	-1
Maintaining sidewalks	55%	13	31%	15	24%	2
Providing public library services	54%	14	46%	12	8%	-2
Providing affordable housing	43%	15	43%	14	0%	-1
Improving shopping opportunities	27%	16	24%	16	3%	0
Average Across Items	67%		56%		11%	

Note: 2007 study includes voters and non-voters; 2002 was voter only

# Satisfaction with City's Efforts



Analysis Excludes Responses of Don't Know/ No Answer

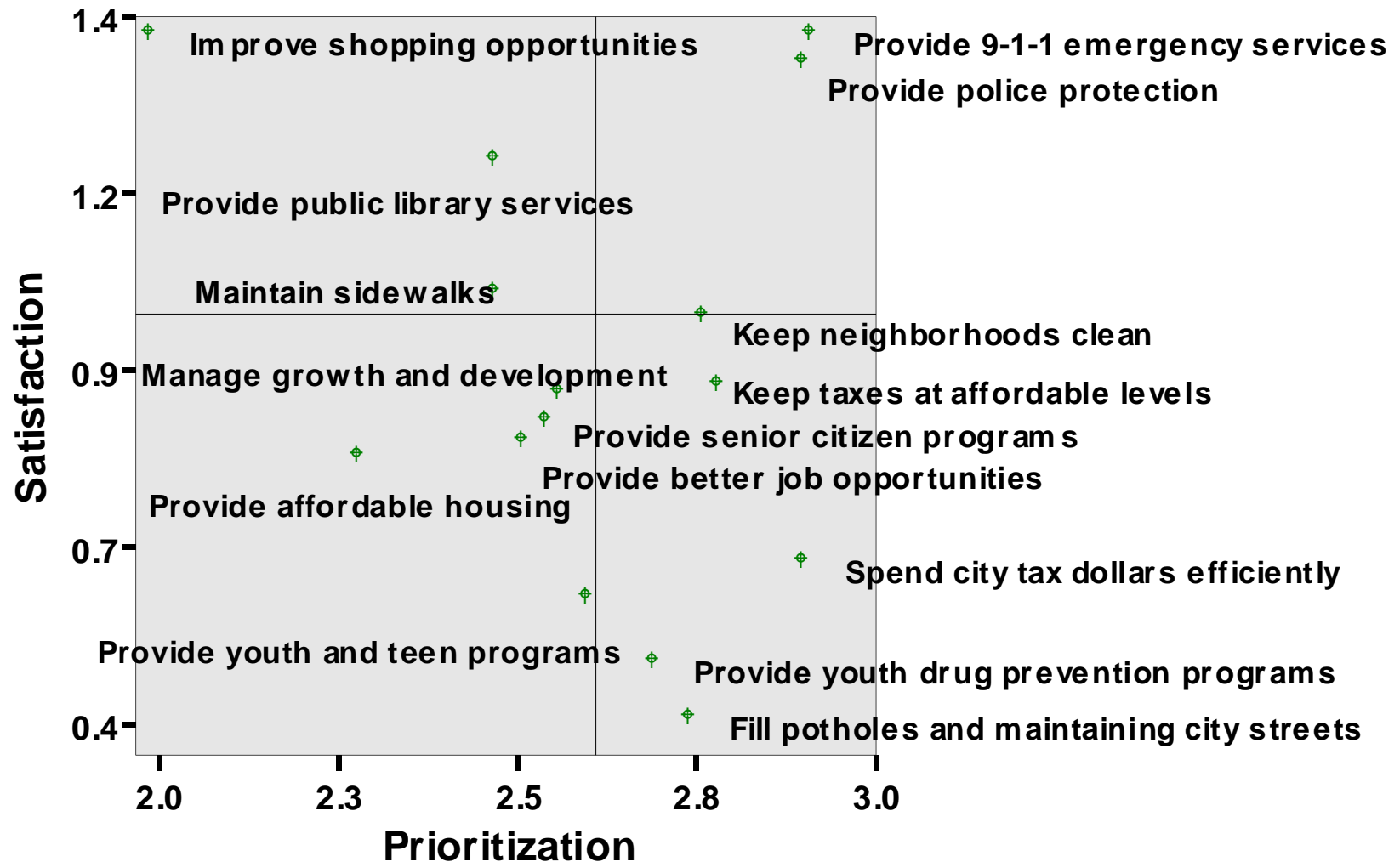
# Satisfaction with Efforts: 2007 vs. 2002



	2007		2002		% Diff	Rank Diff
	% Satisfied	Rank	% Satisfied	Rank		
Q7i Improve shopping opportunities	94%	1	90%	2	4%	1
Q7l Provide garbage pick-up services	94%	2	93%	1	1%	-1
Q7b Provide 9-1-1 emergency services	92%	3	83%	4	9%	1
Q7a Provide police protection	91%	4	84%	3	7%	-1
Q7m Provide public library services	89%	5	75%	8	14%	3
Q7k Maintain sidewalks	85%	6	79%	6	6%	0
Q7d Keep taxes at affordable levels	84%	7	70%	11	14%	4
Q7p Provide senior citizen programs	84%	8	75%	7	9%	-1
Q7g Keep neighborhoods clean	84%	9	79%	5	4%	-4
Q7h Manage growth and development	82%	10	71%	9	11%	-1
Q7e Provide affordable housing	81%	11	62%	14	19%	3
Q7f Provide better job opportunities	81%	12	71%	10	10%	-2
Q7c Spend city tax dollars efficiently	76%	13	64%	12	12%	-1
Q7n Provide youth and teen programs	76%	14	62%	13	13%	-1
Q7o Provide youth drug prevention programs	73%	15	60%	15	13%	0
Q7j Fill potholes and maintaining city streets	66%	16	52%	16	14%	0
Average Across Items	83%		73%		10%	

Note: 2007 study includes voters and non-voters; 2002 was voter only

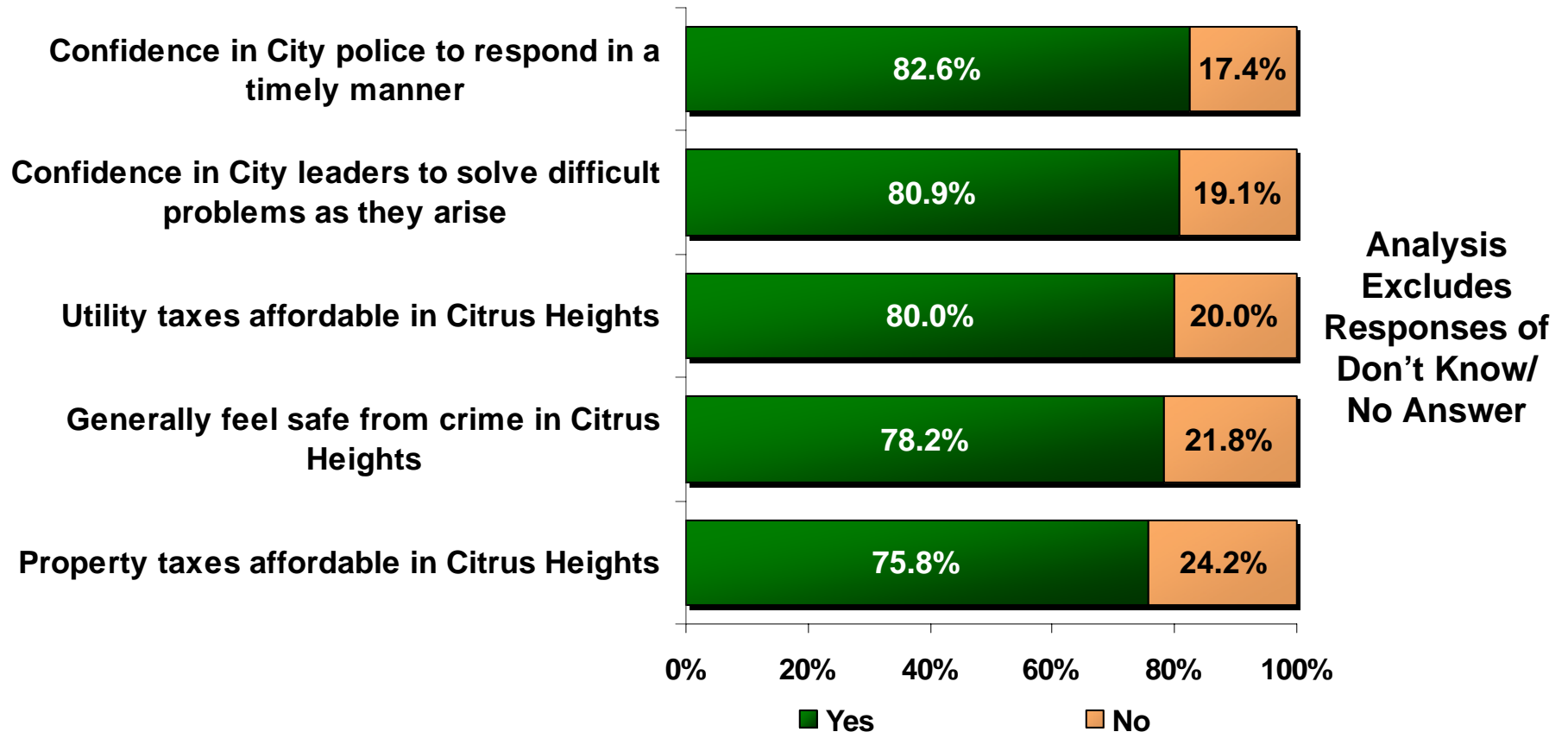
# Satisfaction-Prioritization Matrix



# Agreement with Statements



Over three-fourths of residents agreed with each statement



# Agreement with Statements: 2007 vs. 2002



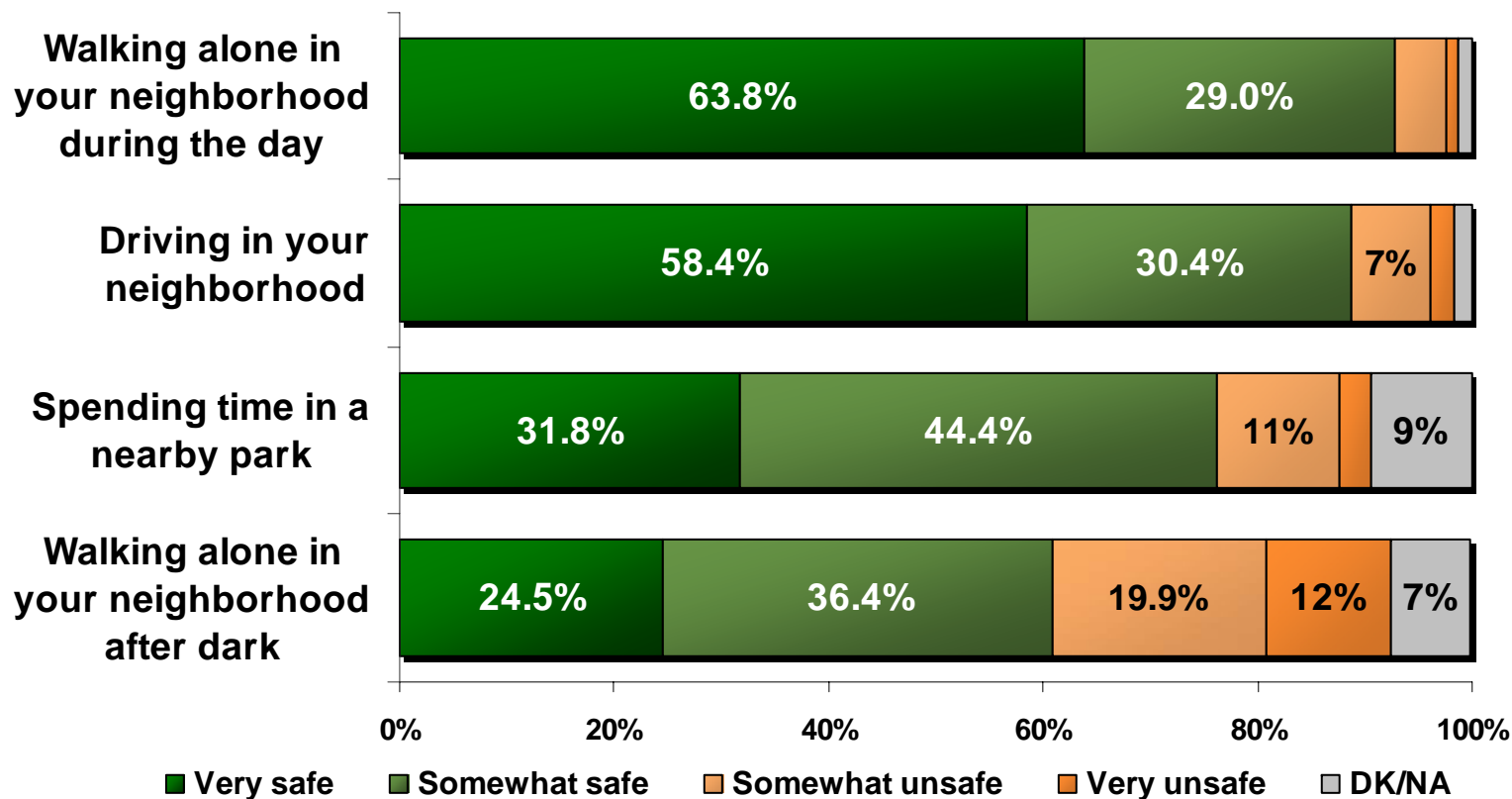
	2007	2002	% Diff
	% Agree	% Agree	
<b>Confidence in City leaders to solve difficult problems as they arise</b>	81%	84%	-3%
<b>Generally feel safe from crime in Citrus Heights</b>	78%	84%	-5%
<b>Property taxes affordable in Citrus Heights</b>	76%	93%	-17%
<b>Average Aross Items</b>	78%	87%	-9%

**Note: 2007 study includes voters and non-voters; 2002 was voter only**

# Safety in Citrus Heights



93% of residents feel safe walking alone in their neighborhood during the day; 61% at night

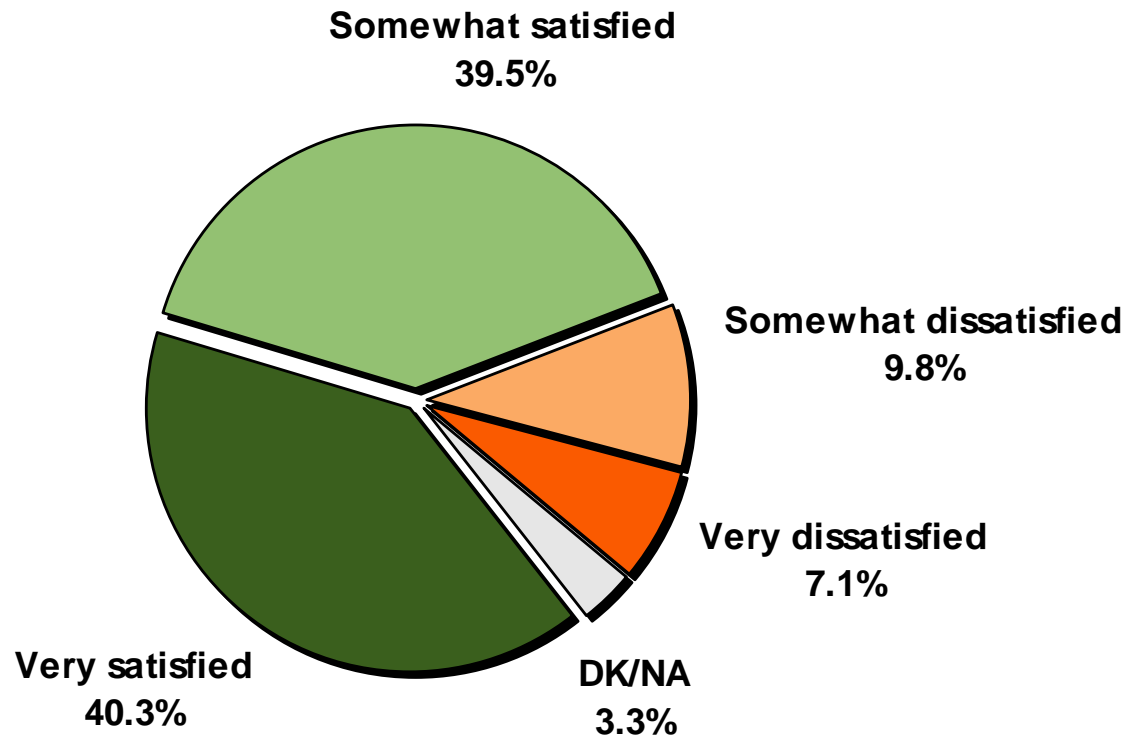


New Question for 2007

# Satisfaction: City-Resident Communication



80% of residents are either Very (40%) or Somewhat Satisfied (40%) with the City's efforts to communicate with residents

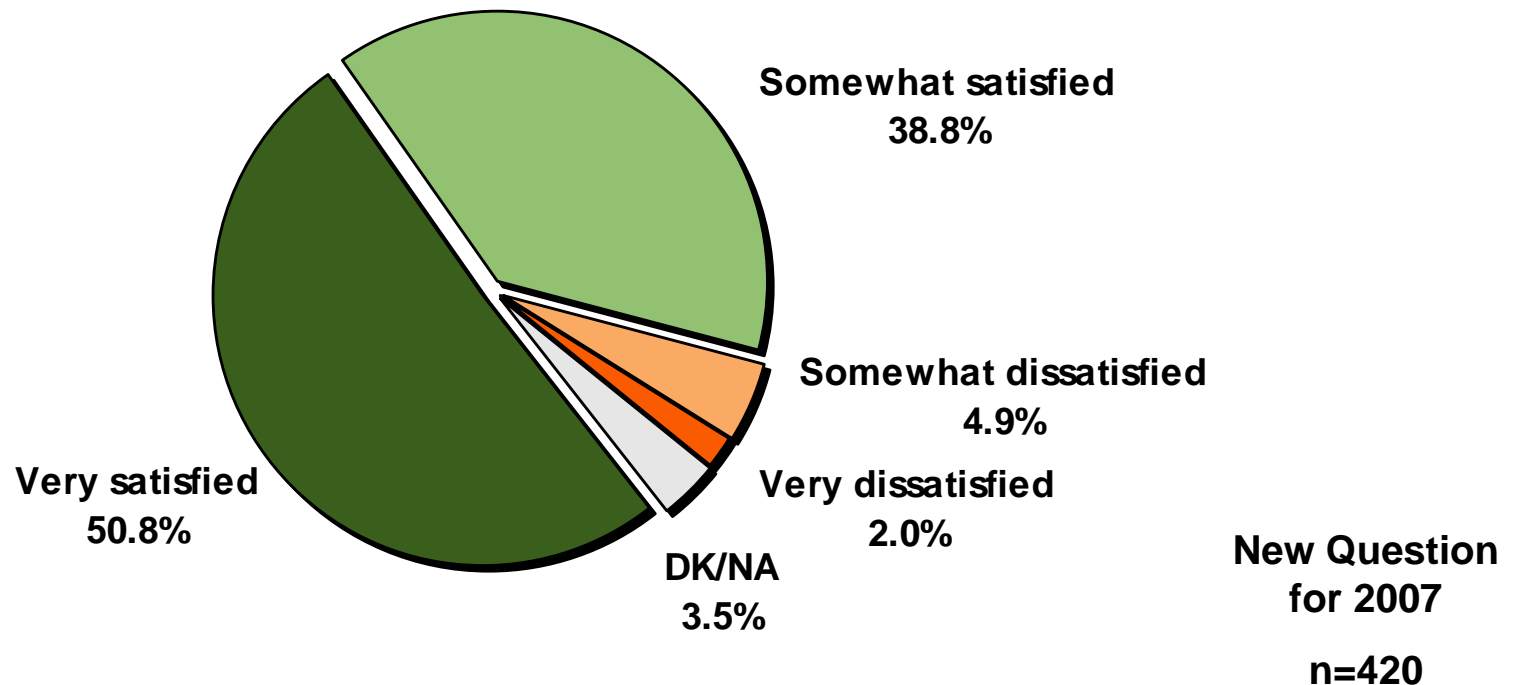


New Question  
for 2007

# Satisfaction: City Newsletter “Connections”



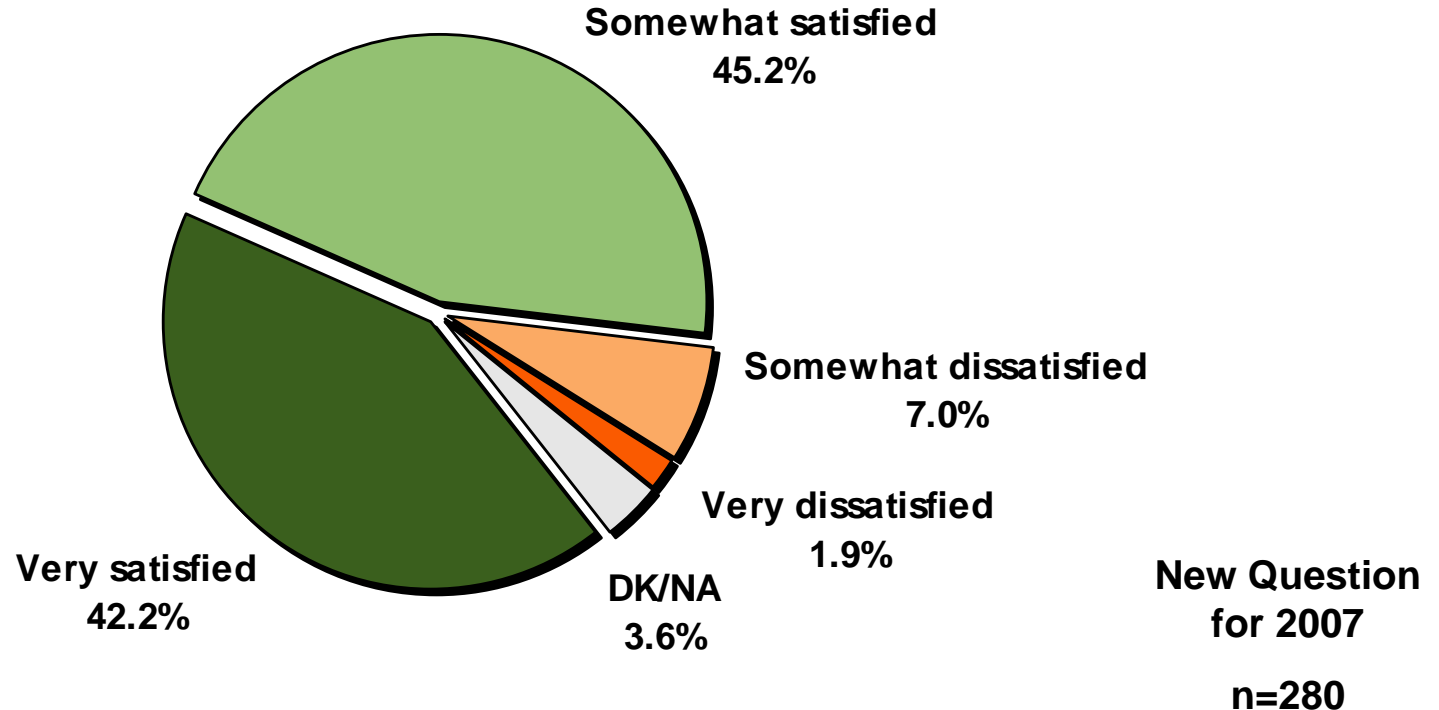
Overall, 70% of residents have seen or read “Connections” in the last 12 months. Of those, 90% were satisfied



# Satisfaction: City's Website



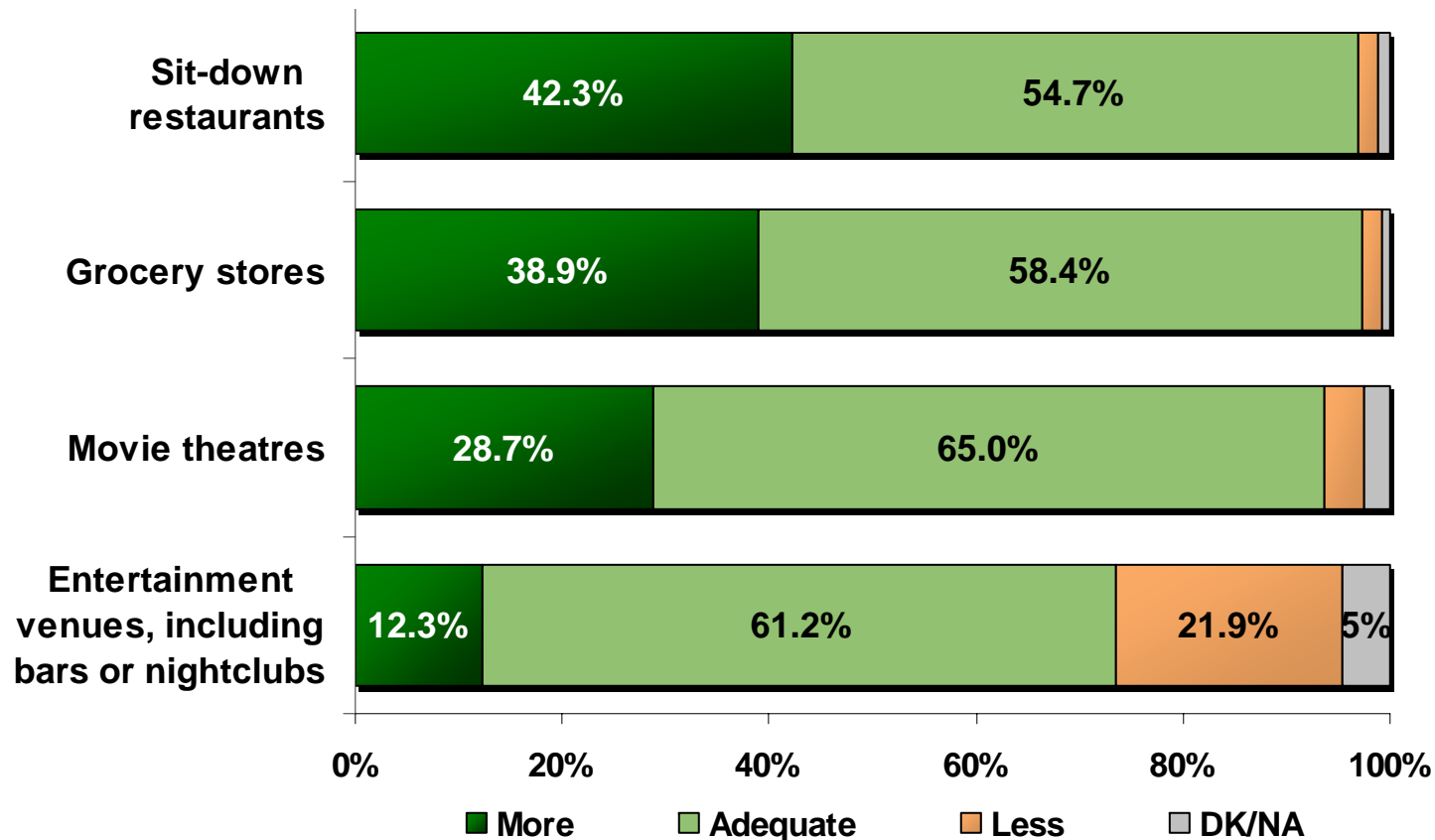
Overall, 46% of residents have visited the City's website in the last 12 months. Of those, 87% reported satisfaction



# Economic Development



Residents would like to see more sit-down restaurants and grocery stores in Citrus Heights



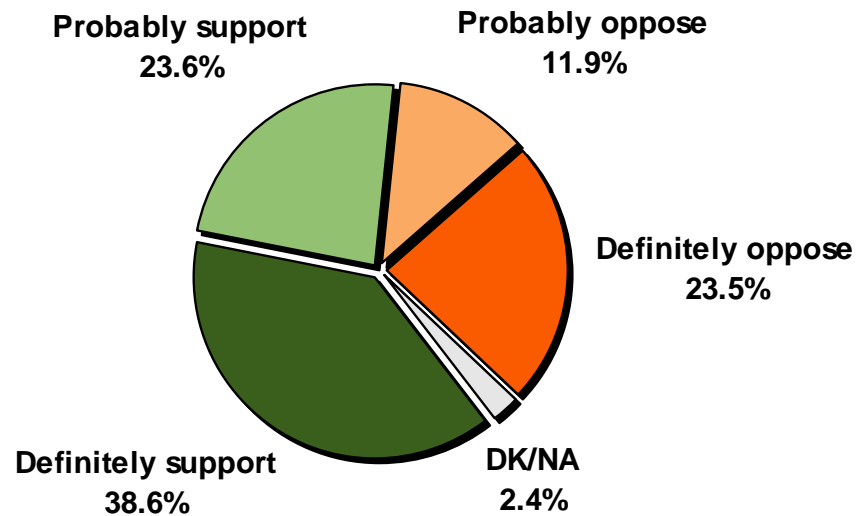
New Question for 2007

# Support for Potential Revenue Measure

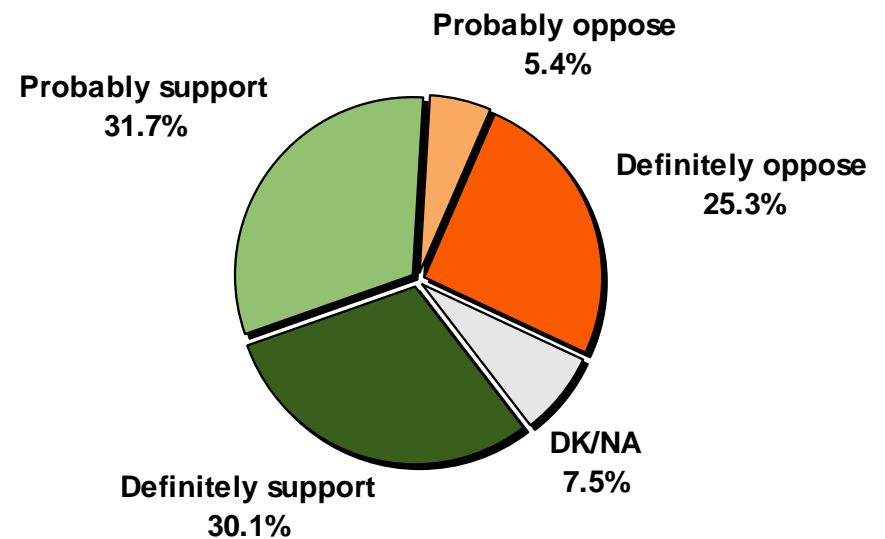


Approximately 62% of voters would support a revenue measure to build a community center and improve streets, sidewalks, and street lights

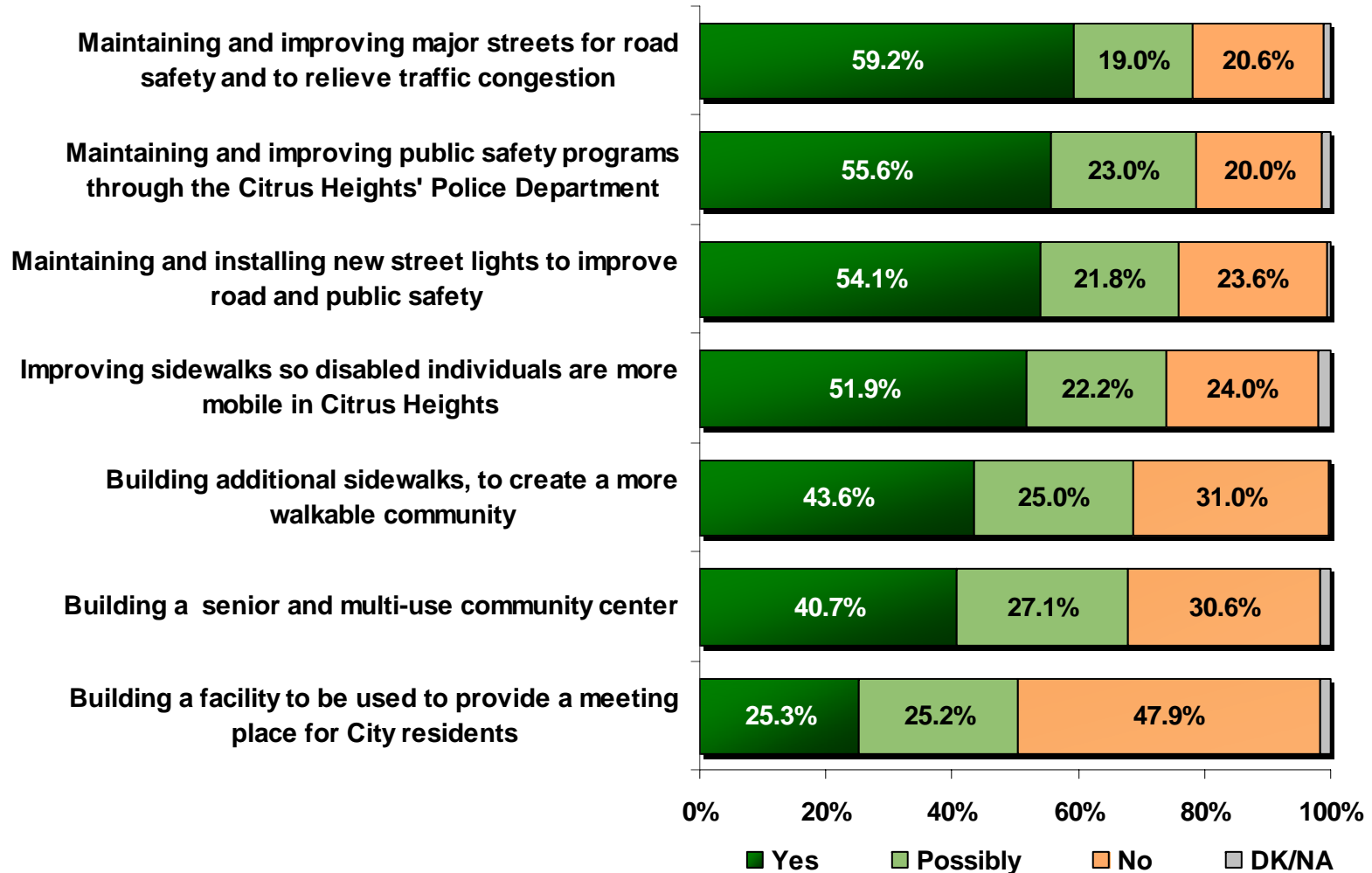
### Property Tax Increase: \$50 year



### Utility Tax Increase: \$4 month



# Voter Support: Revenue Measure Projects



# Conclusions



- Overall satisfaction with the City of Citrus Heights is very high (89%, with 51% very satisfied)
  - This level of satisfaction is in the top 10% among comparable resident satisfaction research
  - Three times as many residents feel the quality of life in the city is getting better compared to those who think it is getting worse
  - While overall satisfaction with the City was high, the sense of community was relatively low



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# Conclusions



- The City is effectively communicating with residents
  - 4 out of 5 residents are satisfied with the City's communication efforts and half of those are very satisfied
  - Almost half (46%) of residents have visited the City's website in the last 12 months
  - 70% of residents have read 'Connections' and of those that have read it 90% are satisfied. It also received the highest percentage for providing local information (45%), even above the Bee.

# Conclusions



- The City should consider placing a revenue measure on the ballot
  - Voter support for a parcel tax or UUT is close to the 2/3rds required by a special tax
  - The current utility tax is perceived as more affordable than property taxes, however voters still were more likely to definitely support a parcel tax and definitely oppose an increase in the UUT.
  - Improving streets and roads and supporting public safety programs through the police department were the most influential programs evaluated