

STAFF REPORT

DATE: July 5, 2022
TO: City Council
FROM: Mike Webb, City Manager
Jenny Tan, Director of Community Engagement
SUBJECT: Results of 2022 Resident Satisfaction Survey

Recommendation

Staff recommends that the City Council take the following actions:

- Receive the report on the results of the survey as presented during the meeting
- Provide direction to staff on next steps based on the survey results

Fiscal Impact

The City budgeted \$41,000 from the General Fund for this survey in the FY22 budget, which was conducted by EMC Research.

Council Goal(s)

Ensure a Safe, Healthy, Equitable Community
Foster Excellence in City Services

Commission Input

This effort is a direct effort of the City Council.

Background and Analysis

Every few years, the City completes a scientifically valid survey of Davis residents to gather information about current views and perceptions of City services, programs and efforts. This year, EMC Research conducted the survey of 500 Davis residents from April 12 - 19, 2022 by telephone, text- and email-to-web methods. Telephone interviews were conducted by trained, professional interviewers in English and Spanish and included landlines and mobile phones. There were a total of 47 questions in the survey, some of which provided demographic data. This survey included several of the same questions from past surveys to progressively track satisfaction and performance over time, and are included in the presentation. The margin of error for this sample size was +/- 4.37 percentage points. The last survey in 2019 was also conducted by EMC Research and had the same number of respondents.

This year's survey had a few changes. Previous surveys included registered voters only. This year, to be as inclusive as possible, the sample was drawn from a combination of sources including registered voters as well as non-registered voters. Data is weighted to be as representative as possible of the Davis adult population. In the report, results that are compared over time are shown among registered voters only.

In addition, this year's survey included some minor methodological adjustments reflecting evolving industry standards in data collection for mixed-mode surveys.

The survey was conducted to provide a current snapshot of the pulse and perspectives of Davis residents in three areas:

- Resident Satisfaction – How do residents perceive their quality of life? What is most valued and what are areas of concern?
- Public Safety – What is the community's sentiment regarding public safety, specifically law enforcement, and what specific issues are they concerned about?
- City Communications – What sources of information do residents use, what is their preferred method of communication and how well is citywide communications doing?

Some key takeaways from the survey include: more than two-thirds of residents are optimistic about the direction of the City; more than 75% are satisfied with City services; affordable housing, homelessness and public safety are the top three areas of concern for residents; and social media platforms and communications from the City are gaining popularity as a source of local news; among others.

The consultant from EMC Research, Jessica Polsky-Sanchez, will present the results of the survey, answer questions from Council members and be available for discussion. The presentation materials will be posted on the City's website after the presentation.

Conclusion

Next steps will include the City Manager working with department heads and staff to assess the results and determine the best ways to incorporate the outcomes and City Council recommendations to improve services and programs. The survey results may also inform future Council action.