City of Del Mar

Community Citizen Satisfaction Survey

June 2006

320-287

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI - Mexico City

City of Del Mar
Community Citizen Satisfaction Survey

Methodology

- 245 interviews were conducted by telephone at random among voters registered to vote in the City of Del Mar.
- The margin of error for the survey as a whole is plus or minus 6.2%. Sub-groups of the sample have larger margins of error as error margin increases as the size of the sample group decreases.
- Interviews were conducted between May 20-31, 2006, and each interview took 23 minutes to complete on averages.

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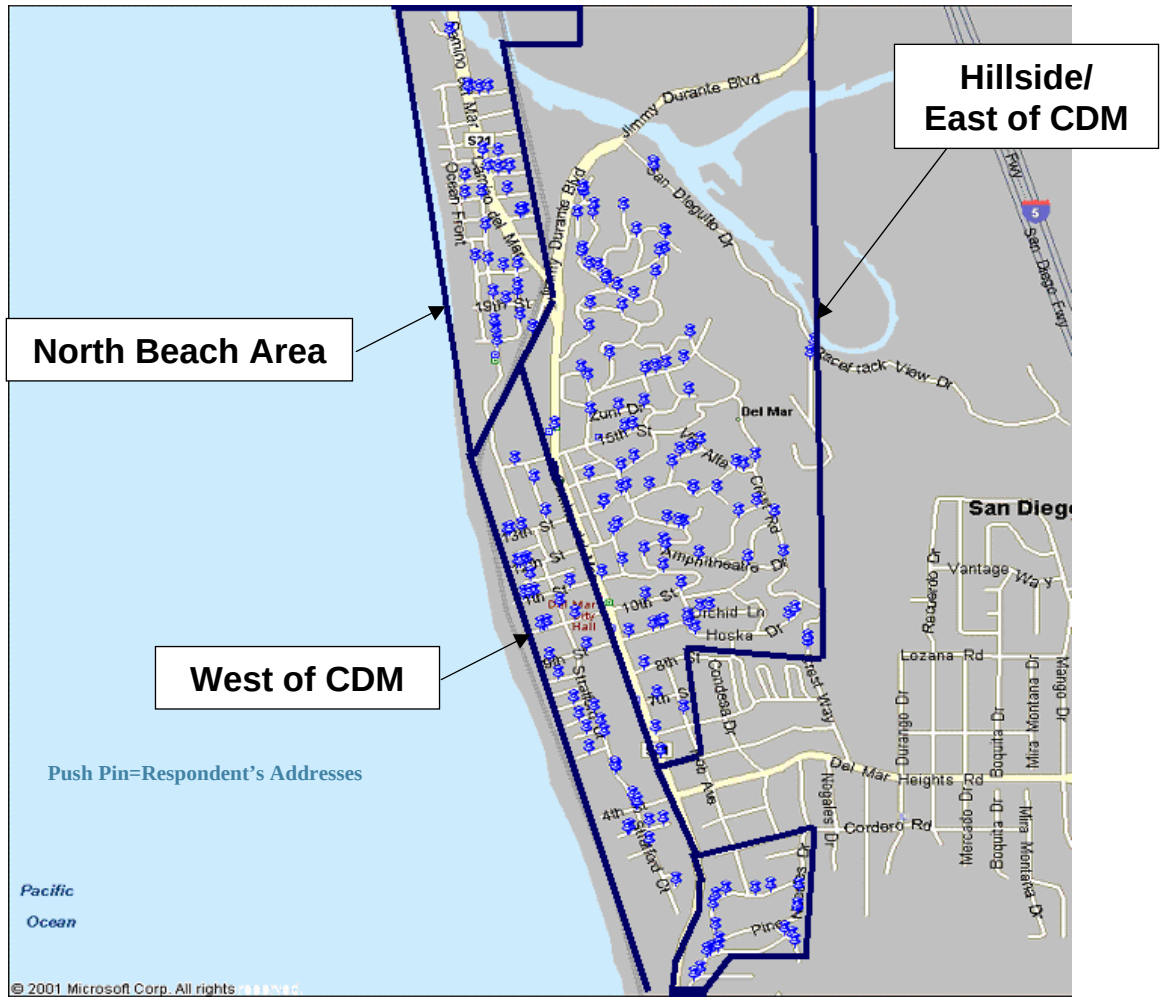
Community Citizen Satisfaction Survey

Survey Respondent Locations



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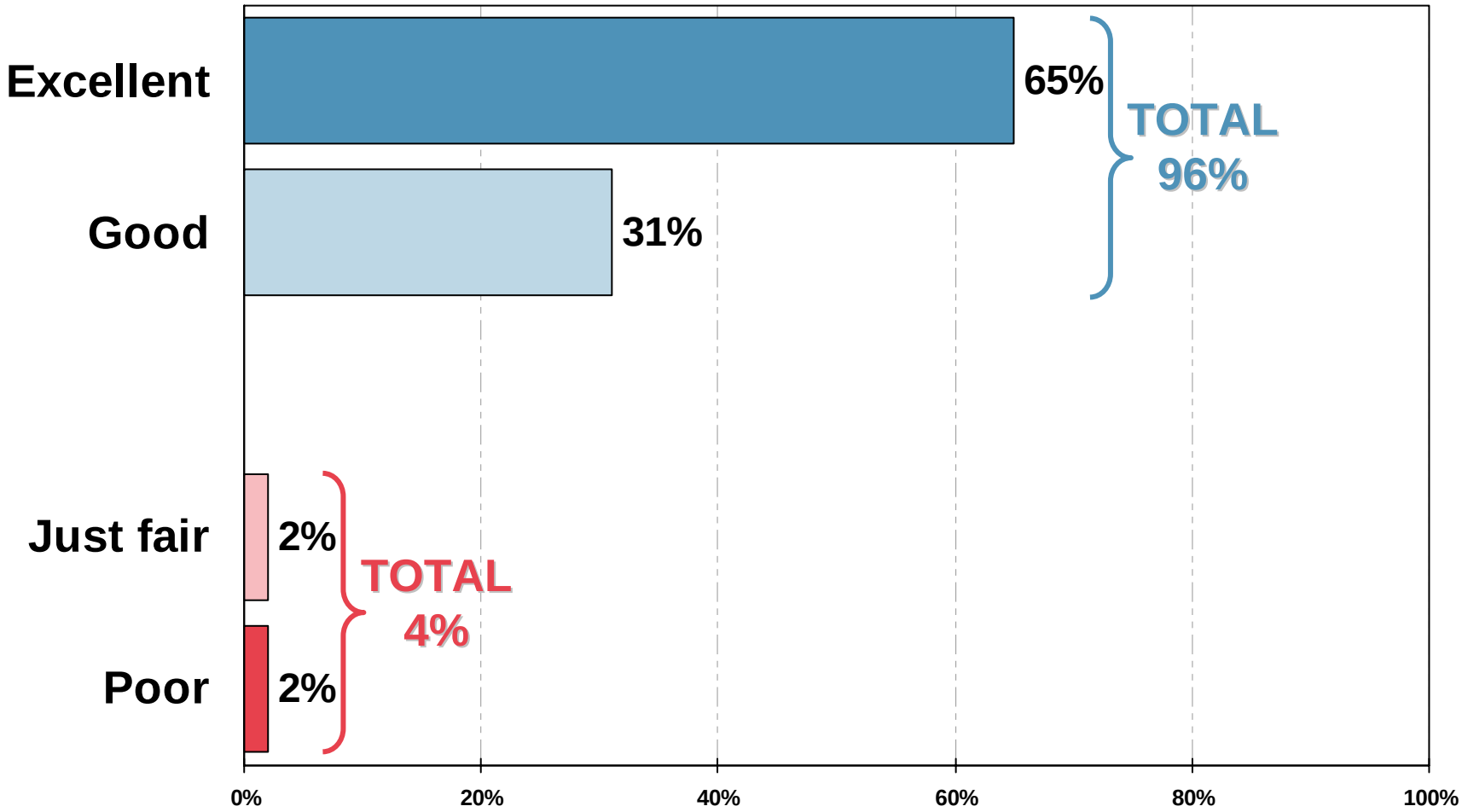
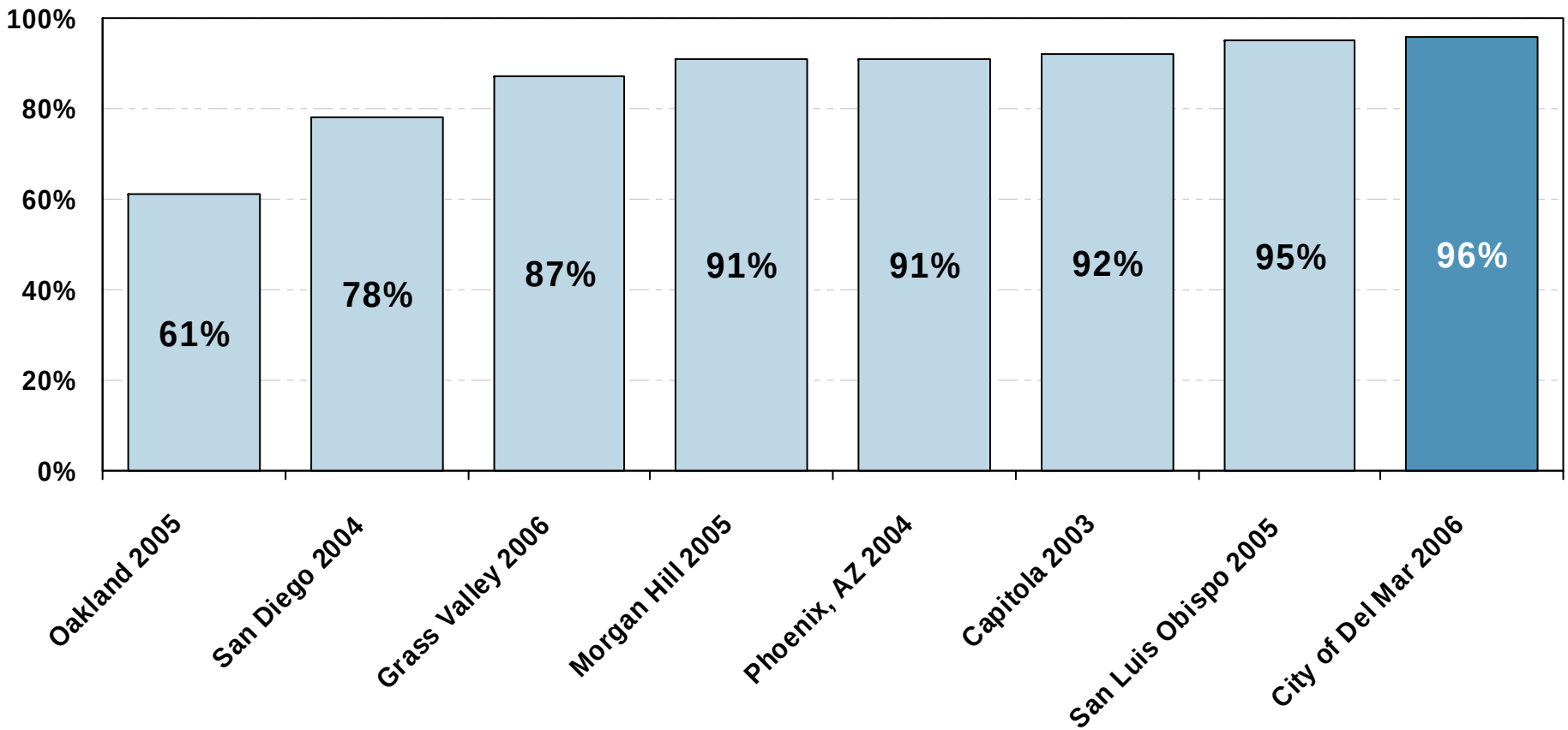
Community Citizen Satisfaction Survey

Perceptions of Quality of Life in Del Mar



City of Del Mar
Community Citizen Satisfaction Survey

Ratings of Quality of Life in Del Mar Compared to Other Cities



City of Del Mar
Community Citizen Satisfaction Survey

Most Important Issues Would Like to See Del Mar City Government Do Something About

(Top six; Open-end, Volunteered Responses)

Issue	%
Traffic congestion	24%
Parking	8%
Revitalizing areas that are rundown	6%
Government waste/inefficiency	5%
Jobs/keeping businesses	4%
Public recreation/parks/open spaces	4%

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Issues Facing Del Mar Residents Today

(Closed-end List; Mean score: +10=all respondents say "very serious problem;" +1= all respondents day "not serious at all.")

Problem	Very Ser.	S.W. Ser.	Not Too/ At All Ser.	DK/ No Op.	Mean Score
Traffic congestion on local streets	**42%**	39%	20%	0%	6.5
Red tape and complicated rules for building permits	**37%**	22%	30%	11%	5.4
The availability of parking in downtown Del Mar	**35%**	35%	28%	3%	5.9
The availability of beach parking	**26%**	41%	28%	4%	5.3
Too many professional offices and not enough retail stores in downtown Del Mar	**13%**	25%	61%	1%	3.8
The responsiveness of city government to local problems	**13%**	25%	49%	13%	3.5
The physical condition of Del Mar's streets and sidewalks	**11%**	30%	58%	1%	3.9
The overall cost of city services	**10%**	28%	51%	11%	3.6
Noise pollution	**9%**	24%	66%	0%	3.4
Dirty beaches	**8%**	20%	69%	2%	3.2
Dirty streets and walkways	**4%**	19%	72%	4%	2.8
The availability of lifeguards on city beaches	**4%**	13%	73%	10%	2.4
The cleanliness of local parks	**4%**	7%	88%	1%	2.2

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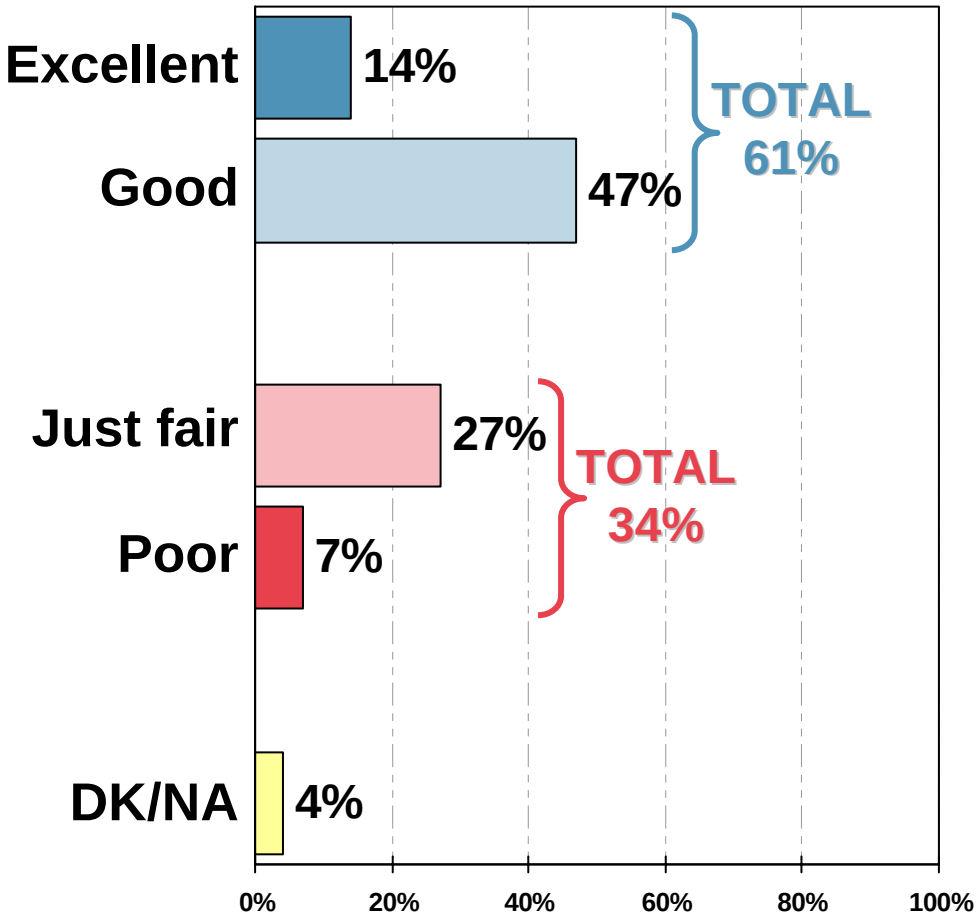
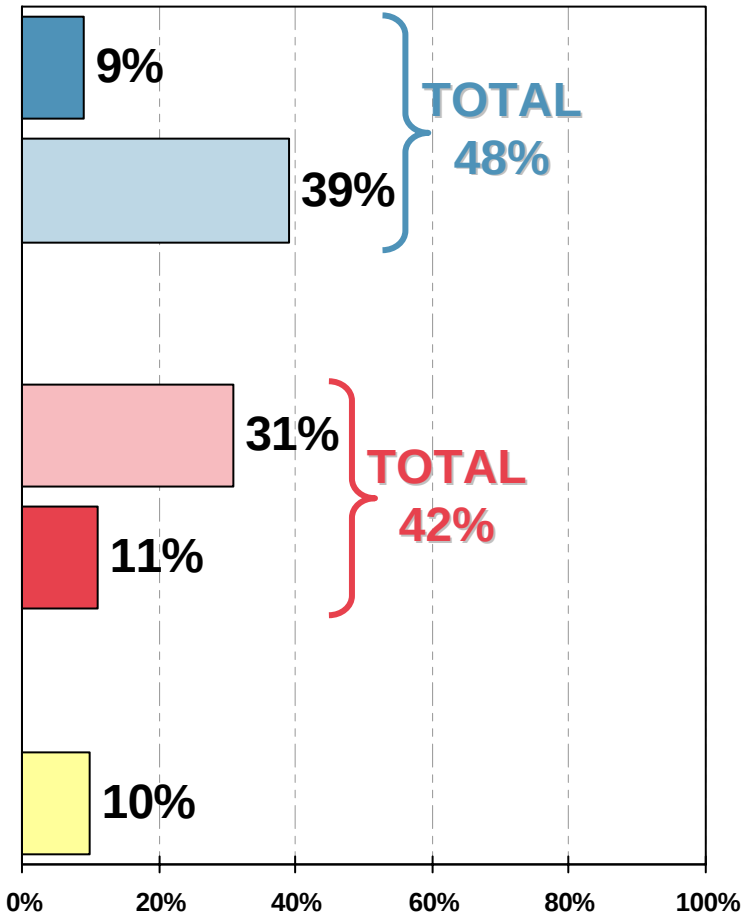
City of Del Mar
Community Citizen Satisfaction Survey

City of Del Mar Job Ratings

Overall Job in Providing Service



Managing City Funds



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Community Citizen Satisfaction Survey

Demographics:
City of Del Mar Overall Job Rating for Providing Services

Demographic Group	Excellent/Good	Fair/Poor
All Voters	100%	100%
Gender		
Men	50%	56%
Women	50%	44%
Income		
$0-$85K	23%	18%
$85K+	53%	64%
City Permit Required in Last Two Years		
Yes	15%	16%
No	82%	84%
Age		
18-49	42%	45%
50+	52%	54%

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Community Citizen Satisfaction Survey

Continued: Demographics:
City of Del Mar Overall Job Rating for Providing Services

Demographic Group	Excellent/Good	Fair/Poor
Children 18 years or less in Household		
Yes	21%	30%
No	78%	70%
Own/Rent Home		
Own	75%	72%
Rent	24%	24%
Home Type		
Single Family Detached House	73%	83%
Multi-Family Building/Condo	26%	17%
Job Location		
In/Near Del Mar	62%	76%
Not In/Near Del Mar	38%	24%
Contact with City Employees		
Yes	61%	52%
No	39%	47%

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Community Citizen Satisfaction Survey

Continued: Demographics:
City of Del Mar Overall Job Rating for Providing Services

Demographic Group	Excellent/Good	Fair/Poor
Education		
Some College or Less	13%	14%
College Graduate	45%	49%
Post-Graduate	40%	37%
Area		
North Beach	17%	19%
West of Camino del Mar	30%	21%
Hillside/East of Camino del Mar	50%	55%
Time in Del Mar		
<4 years	27%	35%
5-10 years	20%	21%
11-20 years	24%	21%
21+ years	28%	23%

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City of Del Mar
Community Citizen Satisfaction Survey

City Services and Features:
Importance for Del Mar Residents

(Mean Score: 1=Not at All Important; 7= Very Important)

Services/Features	Mean Score	% 5 - 7	Don't Know
Fire protection including paramedics	**6.4**	90%	1%
Maintenance of the local drinking water system	**6.2**	88%	3%
Maintenance of the local sewer and storm water drainage systems	**6.1**	86%	3%
Trash and recycling pick up	**6.0**	86%	1%
Police protection services	**5.9**	86%	1%
Park and beach maintenance	**5.8**	86%	0%
The provision of lifeguard services	**5.6**	79%	3%
Repair and maintenance of local streets and sidewalks	**5.4**	79%	1%
Having a city disaster and emergency preparedness plan	**5.4**	69%	5%

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City of Del Mar
Community Citizen Satisfaction Survey

Continued:
City Services and Features:
Importance for Del Mar Residents

(Mean Score: 1=Not at All Important; 7= Very Important)

Services/Features	Mean Score	% 5 - 7	Don't Know
Enforcement of local traffic regulations	**5.2**	70%	1%
Enforcement of the local city code	**5.2**	68%	9%
Building inspections and the issuance of building permits in accord with health and safety building standards	**5.2**	66%	8%
City government review of property development and remodeling plans	**5.1**	63%	7%
The junior lifeguard program	**4.8**	54%	12%
The enforcement of local parking regulations	**4.5**	59%	2%
Scheduling for use of the Powerhouse Community Center and local parks	**4.5**	50%	8%
Having a Del Mar city government website	**4.3**	50%	7%
Having a convenient method for paying local utility bills	**4.3**	46%	6%

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City of Del Mar
Community Citizen Satisfaction Survey

City Services and Features:
Satisfaction with Job Being Done by City Government

(Mean Score: 1=Not at All Satisfied; 7= Very Satisfied)

Services/Features	Mean Score	% 5 - 7	Don't Know
Fire protection including paramedics	**6.3**	81%	15%
Trash and recycling pick up	**6.0**	89%	0%
The provision of lifeguard services	**6.0**	81%	9%
Park and beach maintenance	**5.8**	85%	4%
Having a convenient method for paying local utility bills	**5.7**	70%	17%
Police protection services	**5.6**	73%	11%
The junior lifeguard program	**5.6**	53%	33%
Maintenance of the local drinking water system	**5.5**	67%	17%
Scheduling for use of the Powerhouse Community Center and local parks	**5.2**	48%	30%

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City of Del Mar
Community Citizen Satisfaction Survey

Continued:
City Services and Features:
Satisfaction with Job Being Done by City Government

(Mean Score: 1=Not at All Satisfied; 7= Very Satisfied)

Services/Features	Mean Score	% 5 - 7	Don't Know
The enforcement of local parking regulations	**5.0**	65%	2%
Maintenance of the local sewer and storm water drainage systems	**5.0**	63%	14%
Enforcement of local traffic regulations	**4.8**	64%	4%
Having a Del Mar city government website	**4.8**	42%	31%
Repair and maintenance of local streets and sidewalks	**4.7**	59%	1%
Enforcement of the local city code	**4.7**	53%	19%
Having a city disaster and emergency preparedness plan	**4.7**	40%	37%
Building inspections and the issuance of building permits in accord with health and safety building standards	**4.5**	43%	27%
City government review of property development and remodeling plans	**4.3**	44%	18%

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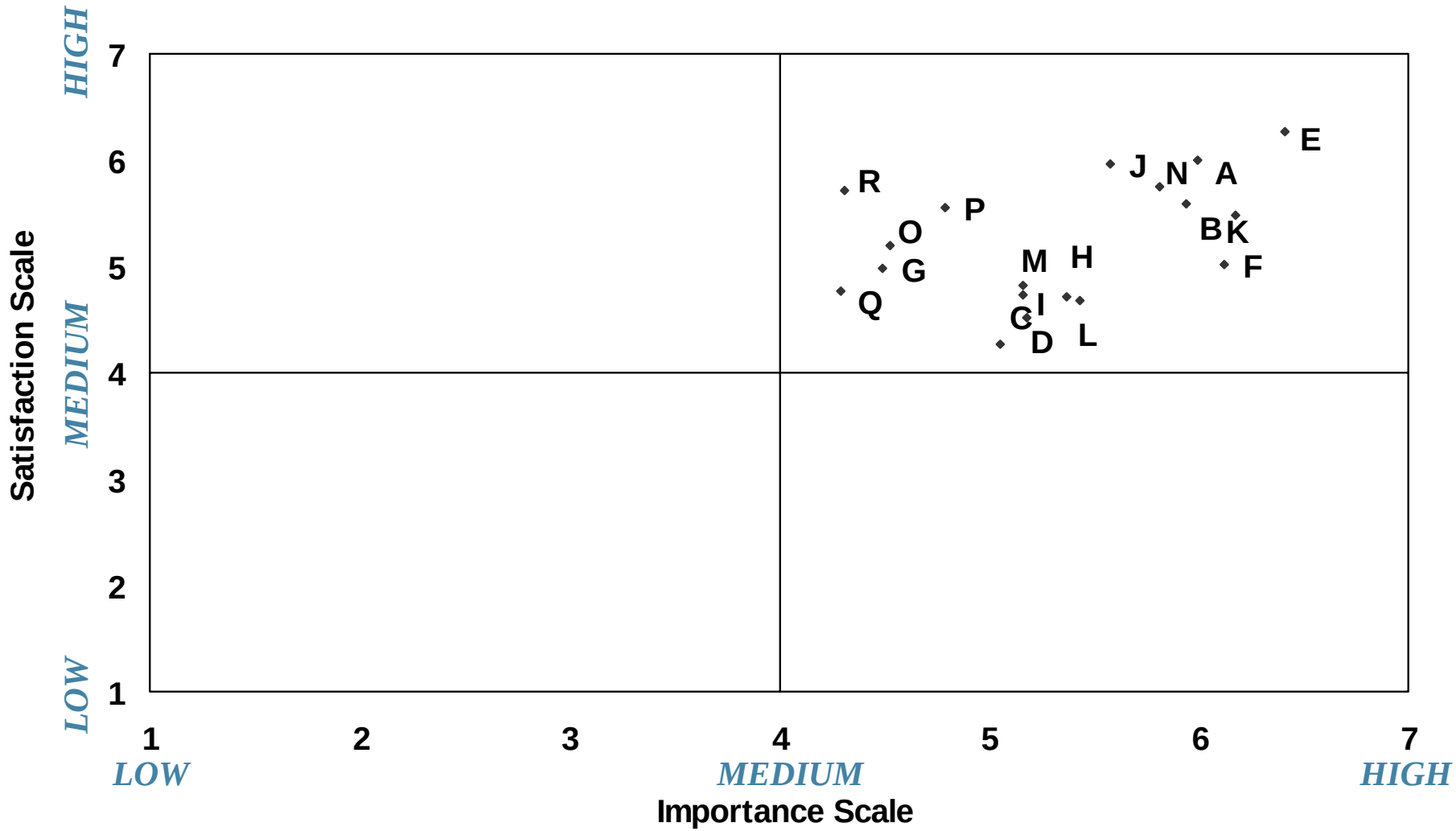
City Services and Features:
Full Scale Importance/Satisfaction Matrix



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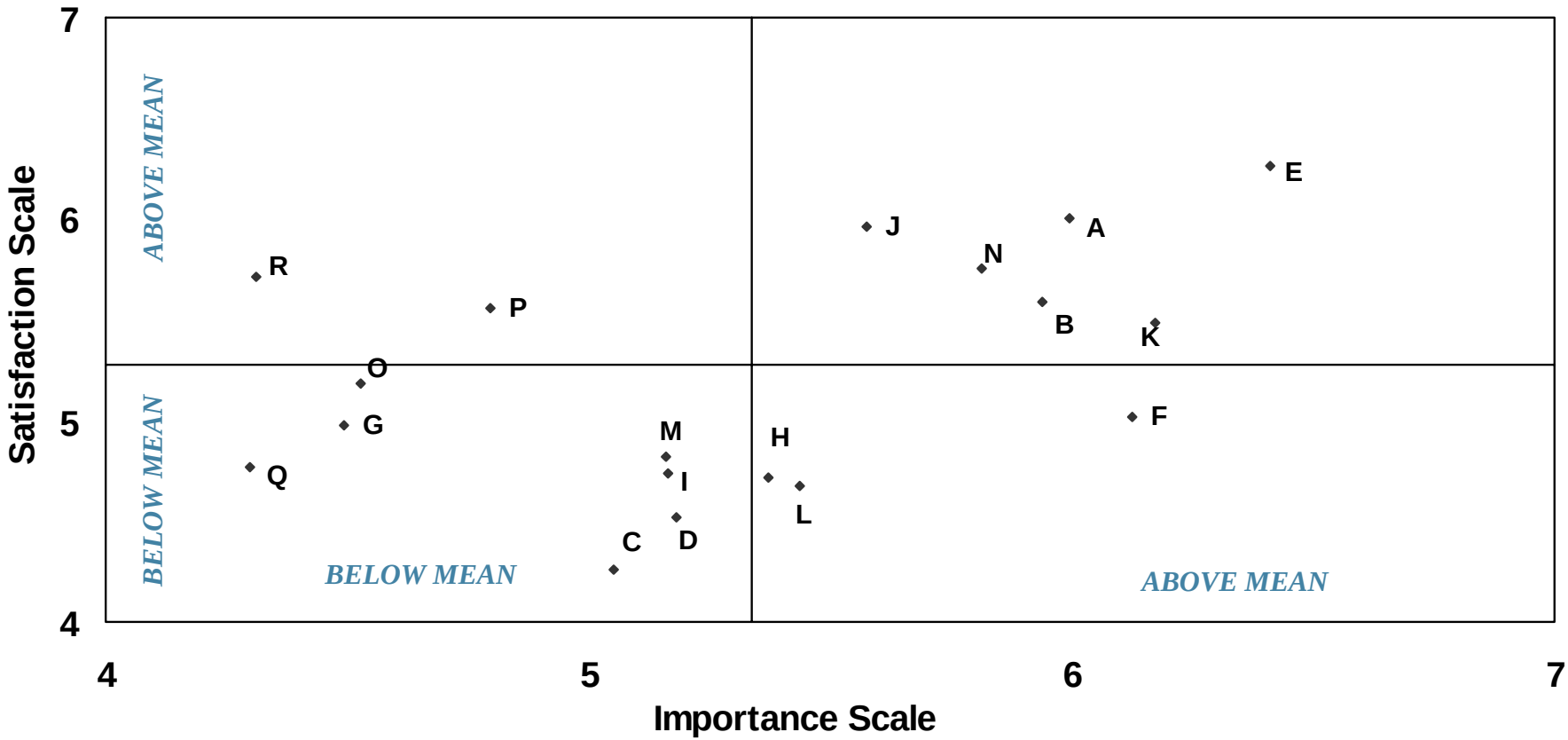
City of Del Mar
Community Citizen Satisfaction Survey

City Services and Features:
Relative Scale Importance/Satisfaction Matrix



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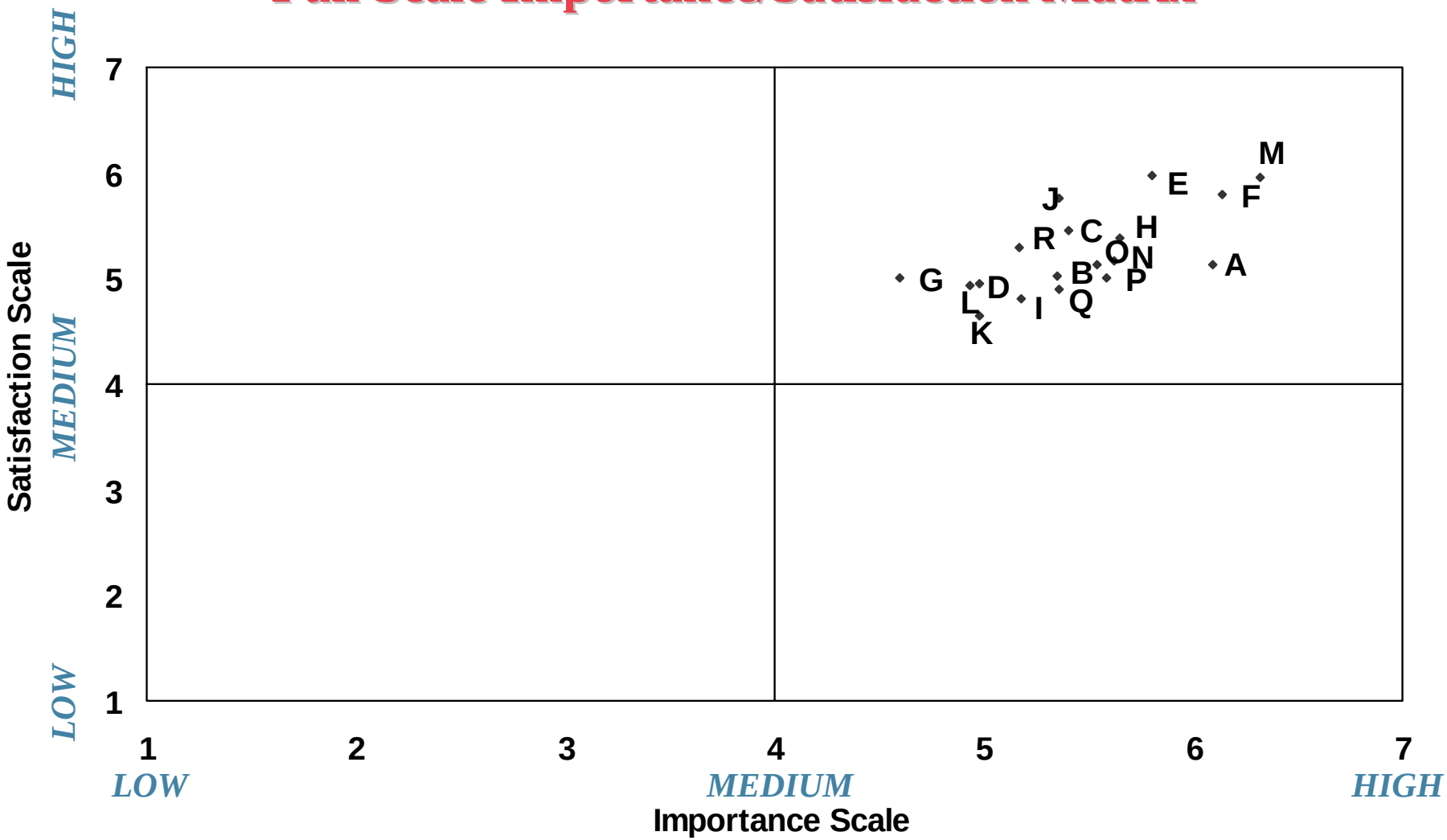
City of Del Mar
Community Citizen Satisfaction Survey

Rancho Palos Verdes City
Services and Features:
Full Scale Importance/Satisfaction Matrix



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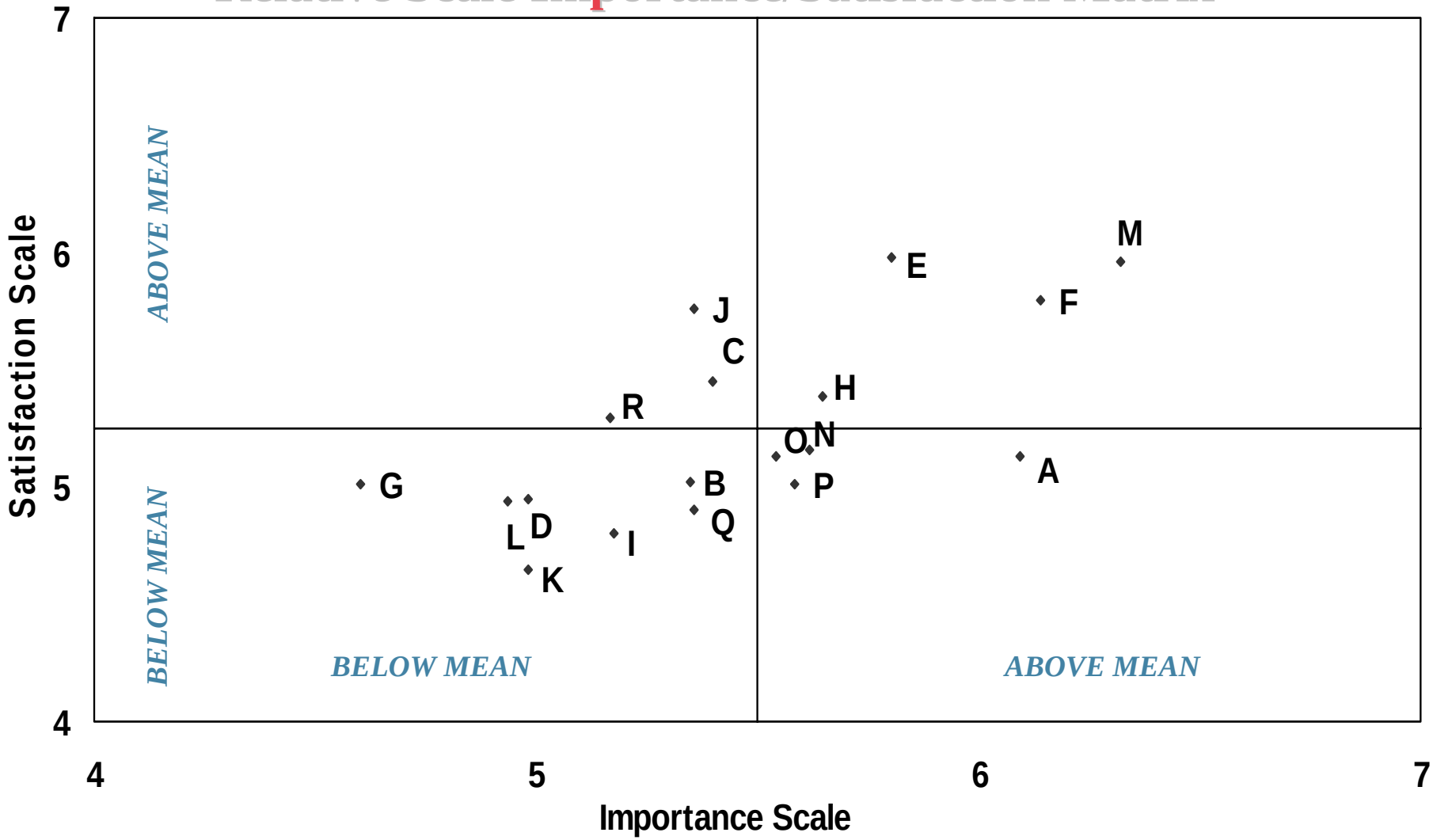
City of Del Mar
Community Citizen Satisfaction Survey

Rancho Palos Verdes City
Services and Features:
Relative Scale Importance/Satisfaction Matrix



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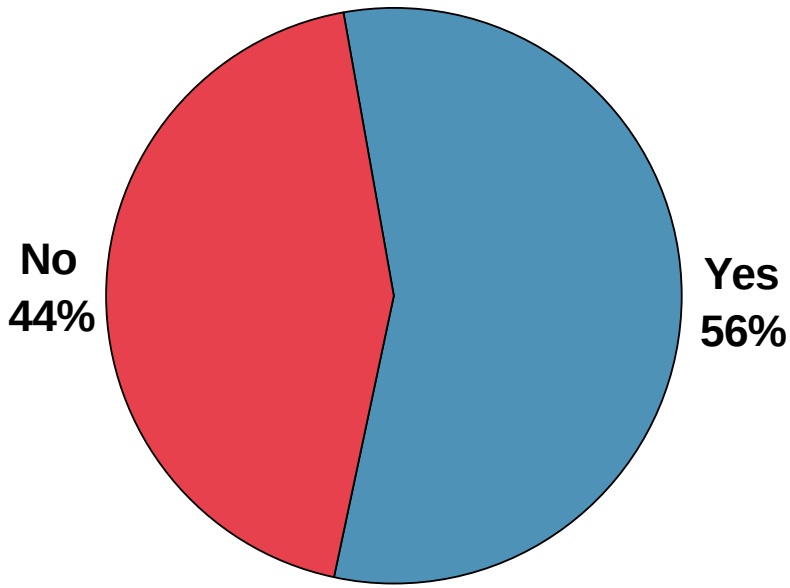
Community Citizen Satisfaction Survey

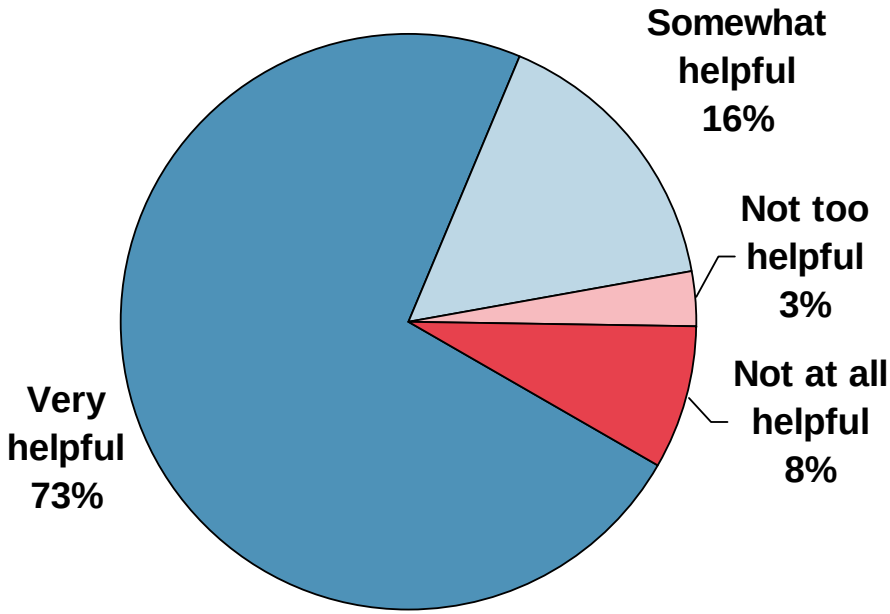
Direct Contact With Del Mar City Employee in Last Six Months

Contact with City Employees



Service Rating

(Asked of those reporting employee contact)



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Community Citizen Satisfaction Survey

Evaluation of Contact with City Departments

(Asked only of those reporting contact with city staff in last six months;
Mean score: +10=all respondents say "very helpful," +1= all respondents day "not at all helpful")

Departments	Mean Score	No Cont./ No Opin.
The Fire Department	9.7	64%
The City lifeguards	9.2	48%
The City's Finance Department	8.3	56%
The Public Works Department	8.3	47%
The City Clerk/Information Systems Department	7.9	57%
The City Engineering Department	7.6	68%
The City Manager's Office	7.5	55%
The Planning and Community Development Department	7.3	43%
Parking Enforcement personnel	7.1	59%
The Park Ranger	6.9	74%
The Sheriff's Department officers assigned to Del Mar	6.8	59%
The Building Department Plan Check and Inspection Services	6.1	57%
Code Enforcement personnel	6.0	55%

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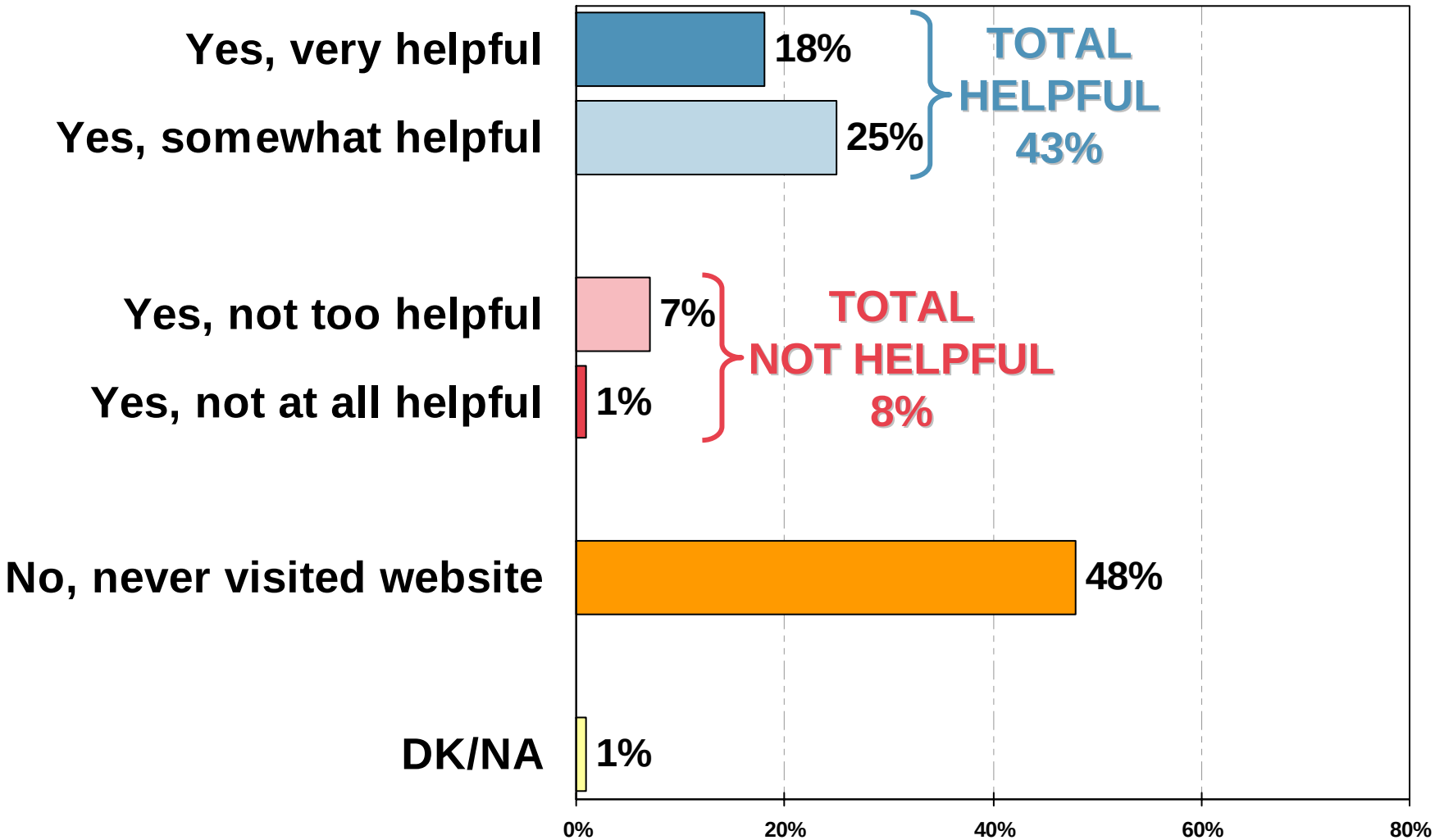
Visited City's Website



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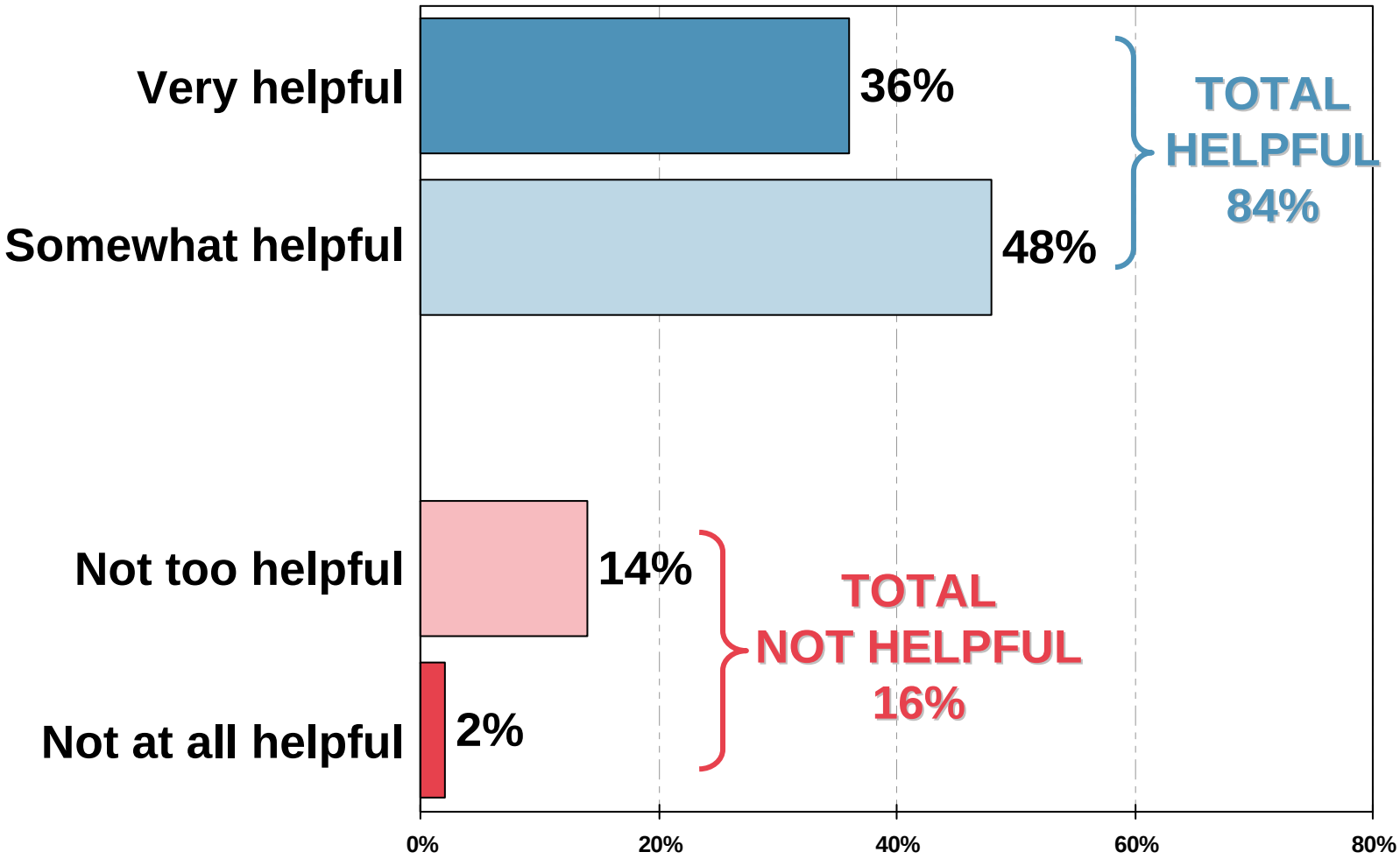
Evaluation Among Those Who Have Visited City's Website



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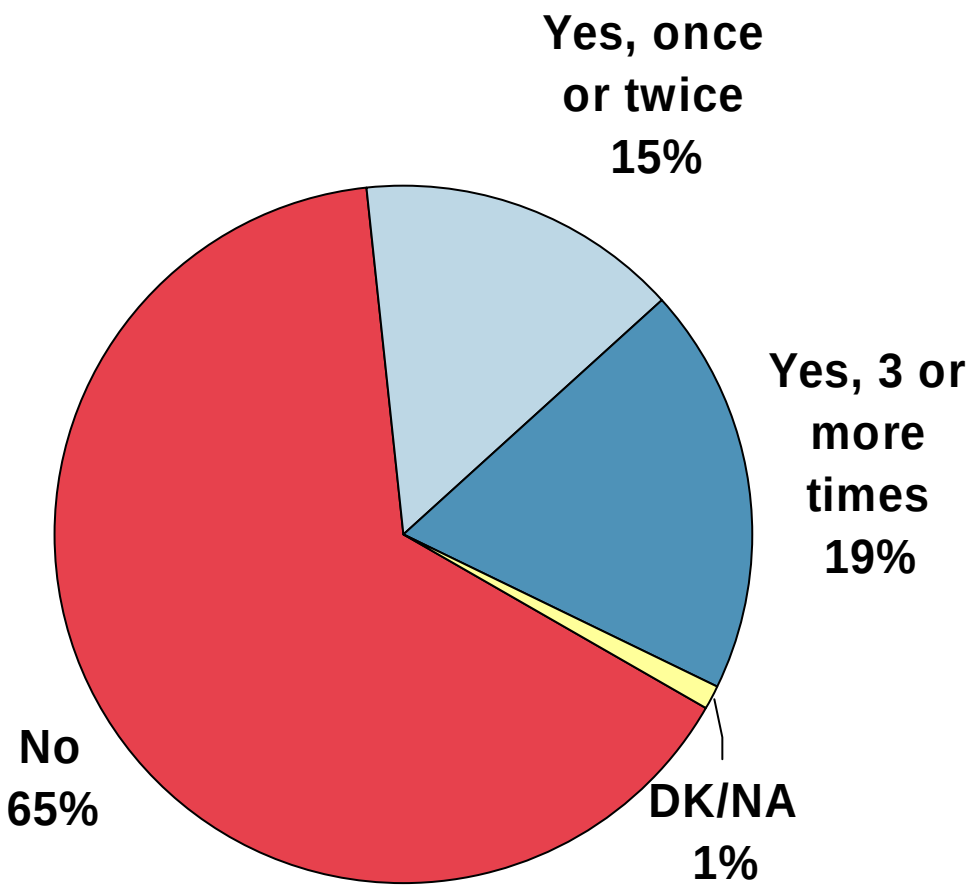
Attend Del Mar City Council Meeting in Person/View Web Cast of Council Meeting



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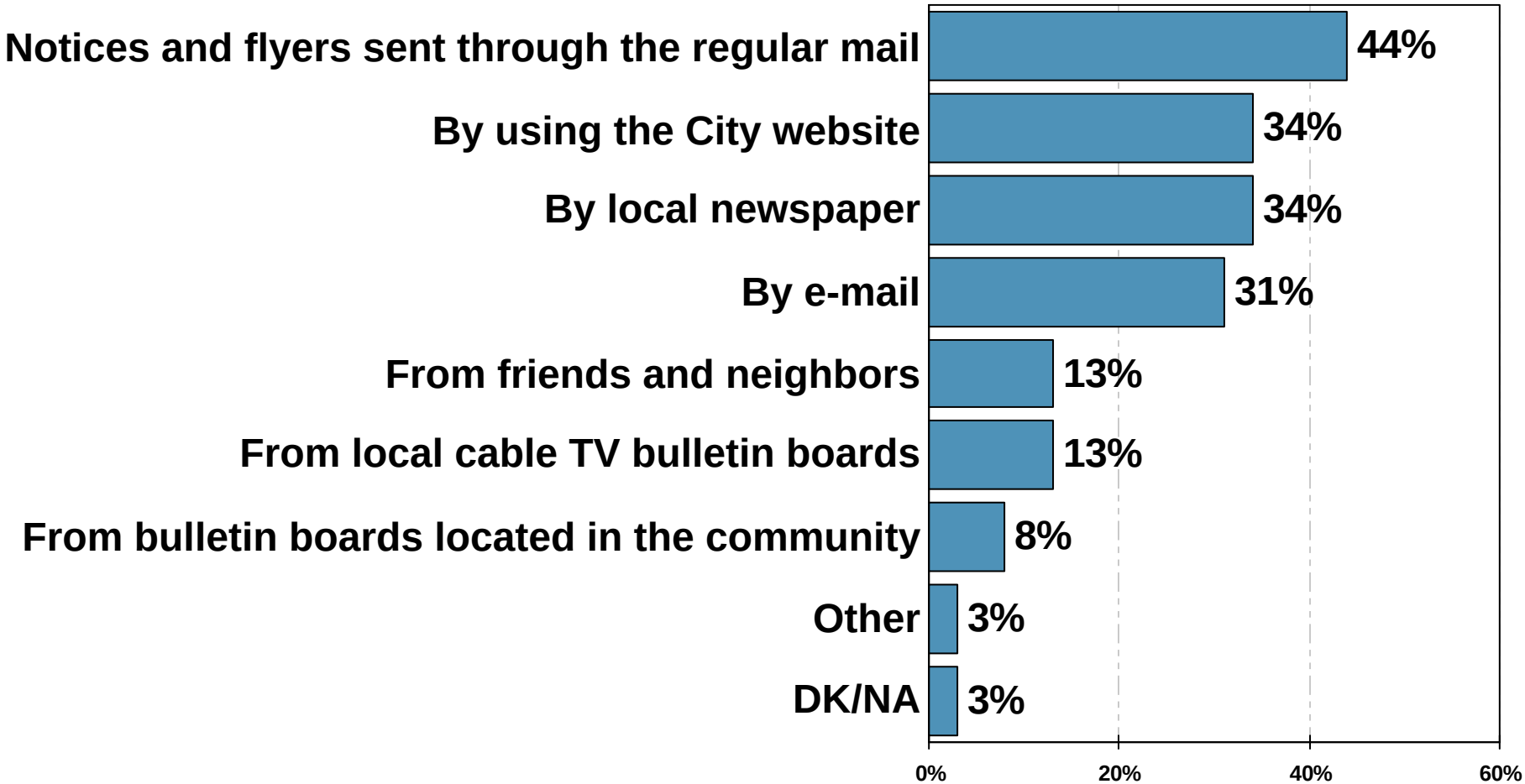
Preferences for Receiving Information About City Programs and Services

(Multiple Answers Allowed)



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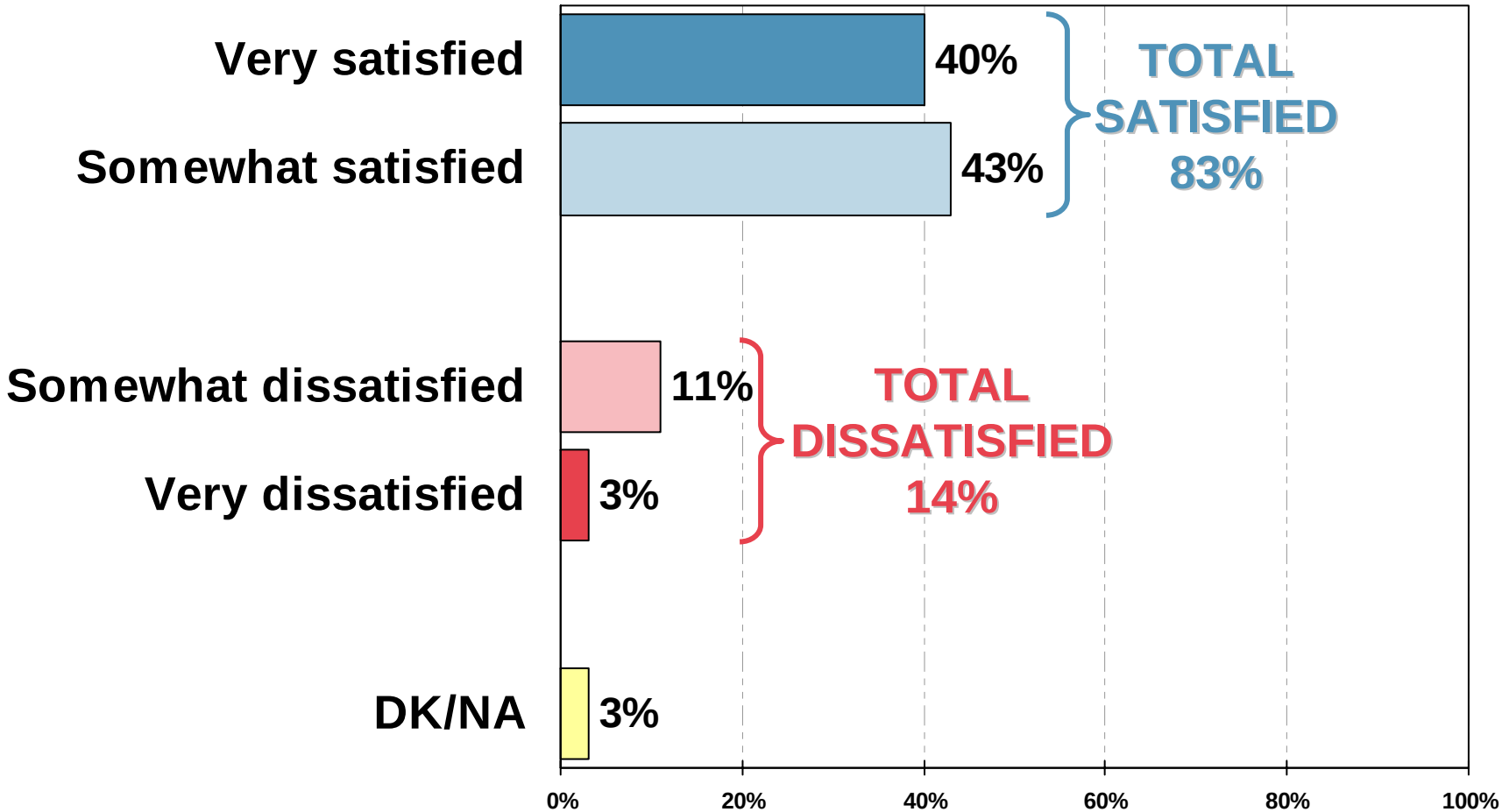
Satisfaction with City Efforts to Keep Residents Informed About Local Programs Services



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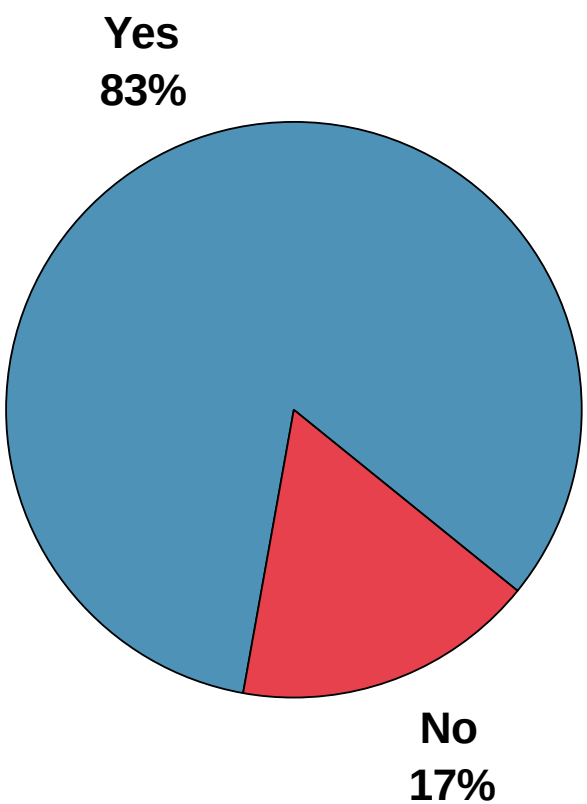
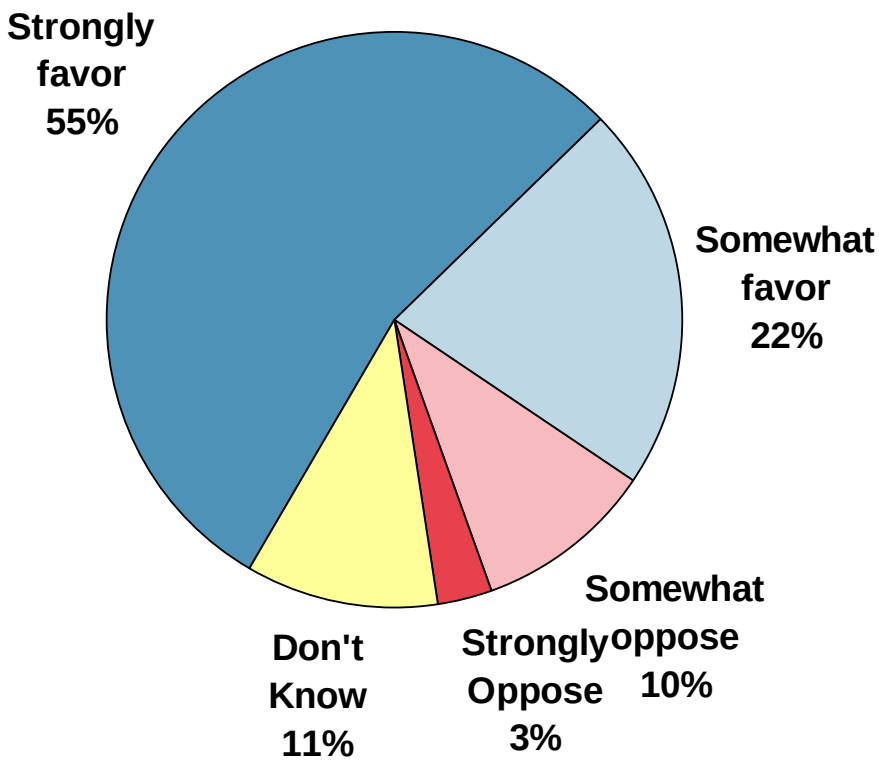
Proposed City Acquisition of Del Mar Shores Property

Familiar with Property



Favor/Oppose City Acquisition of Del Mar Shores Property



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What is the Most Important Thing the City of Del Mar Can Do to Improve the Quality of Life for Those that Live and/or Work in Del Mar?

(Open-end, Multiple Answers Allowed)

	%
Improve traffic/general traffic/speeders/pedestrians	21%
Better building permit regulations	12%
Control growth/maintain small town feel	10%
Lack of parking/general parking	7%
More trees/parks/open spaces	6%
City revenue efficiency/reduce overstaff	6%
Street/sidewalk maintenance/storm drain/street lights	4%
Cleanliness/clean beachfront	4%
Reduce expenses/housing/bills	2%
More sand	1%
Noise/barking dogs/leaf blowers/helicopters	1%
Transportation issues	1%
Nothing	5%
Other	16%
Don’t know	11%

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