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City of Concord

2014 Community Priorities Survey

March 2014

Methodology Overview

- Data Collection Telephone Interviewing
- Universe Approximately 95,087 adult residents in Concord (from the 2008-2012 ACS)
- Fielding Dates February 9 through February 13, 2014
- Interview Length 20.7 minutes
- Interview Languages English (n=486) and Spanish (n=18)
- Sample Size 504
- Margin of Error $\pm 4.4\%$



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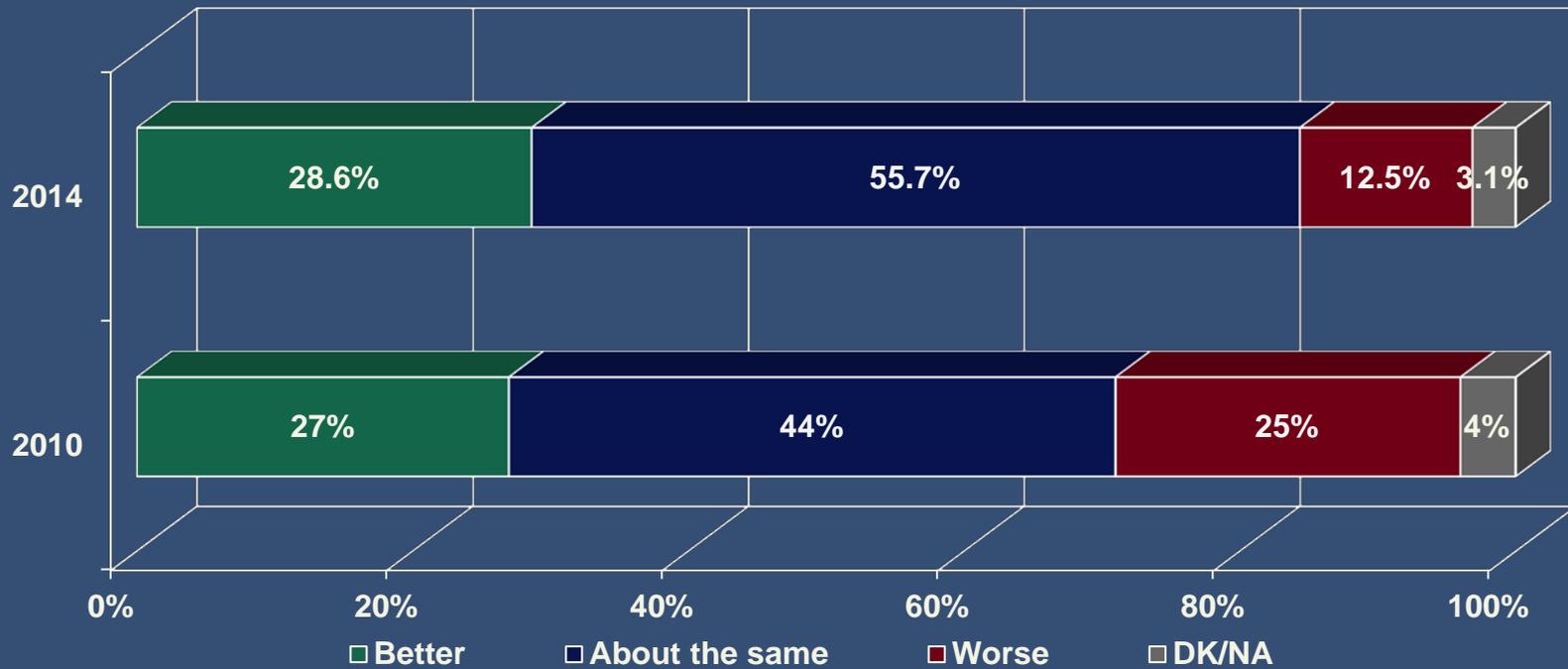


Living in Concord

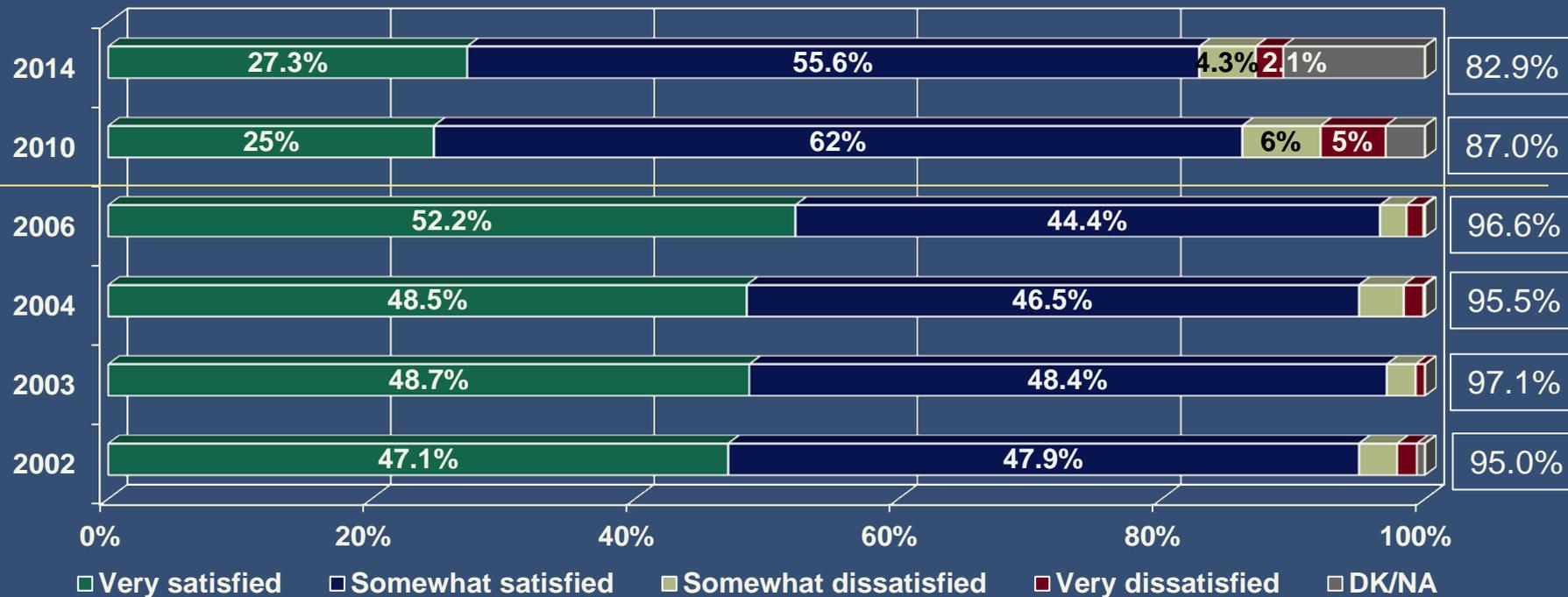
Q1. Quality of Life Ratings



Q2. Future Quality of Life



Q3. Satisfaction with City Services



Note: Scales for 2006 and earlier were “Extremely Satisfied”, “Very Satisfied”, “Somewhat Satisfied”, “Not too Satisfied” and “Not at all Satisfied” which makes “Somewhat Satisfied” the midpoint and inflates the scores in the comparison.

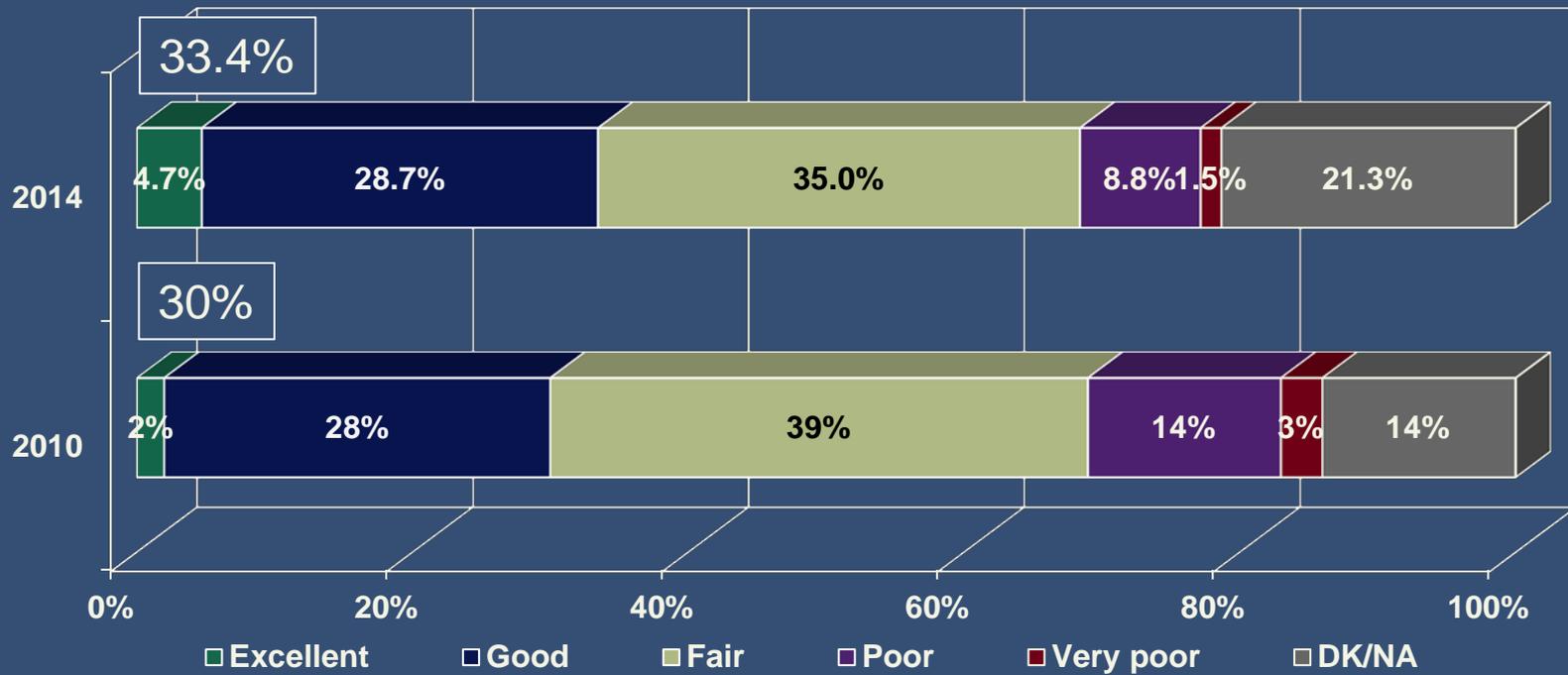


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City's Financial Situation

Q4. Financial Situation Ratings



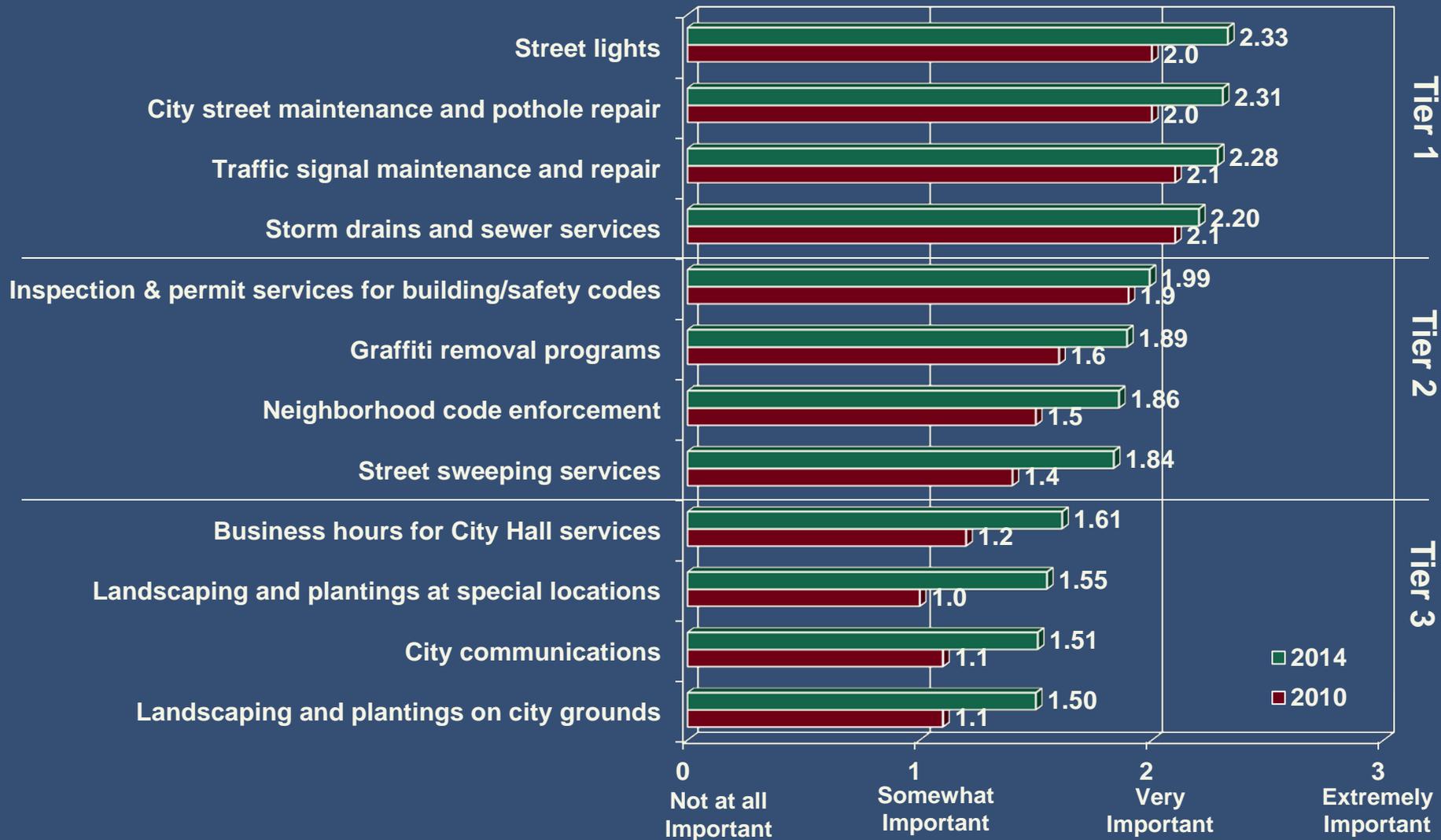


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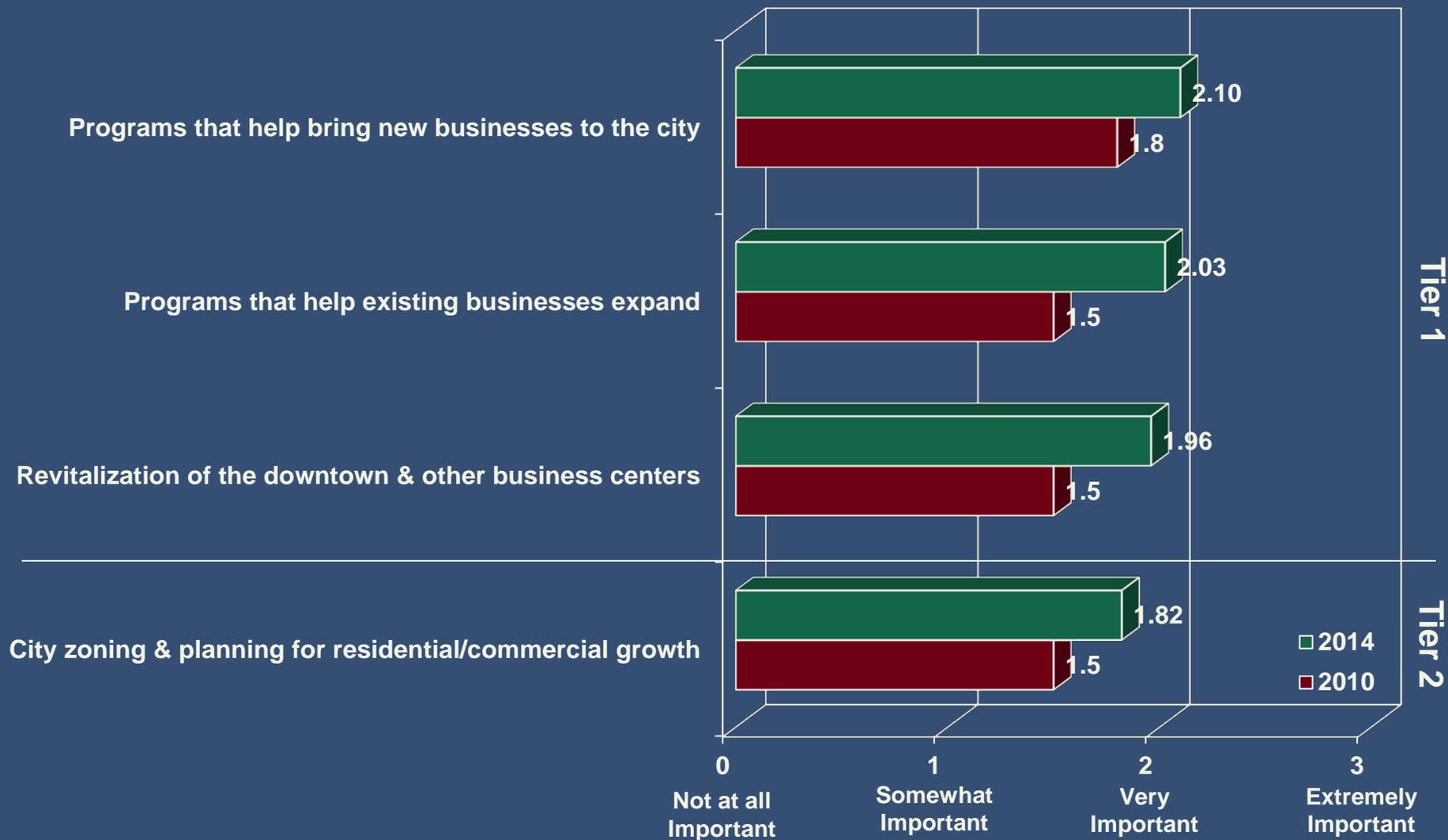
Importance and Satisfaction of City Services

Q5. Importance of General City Services



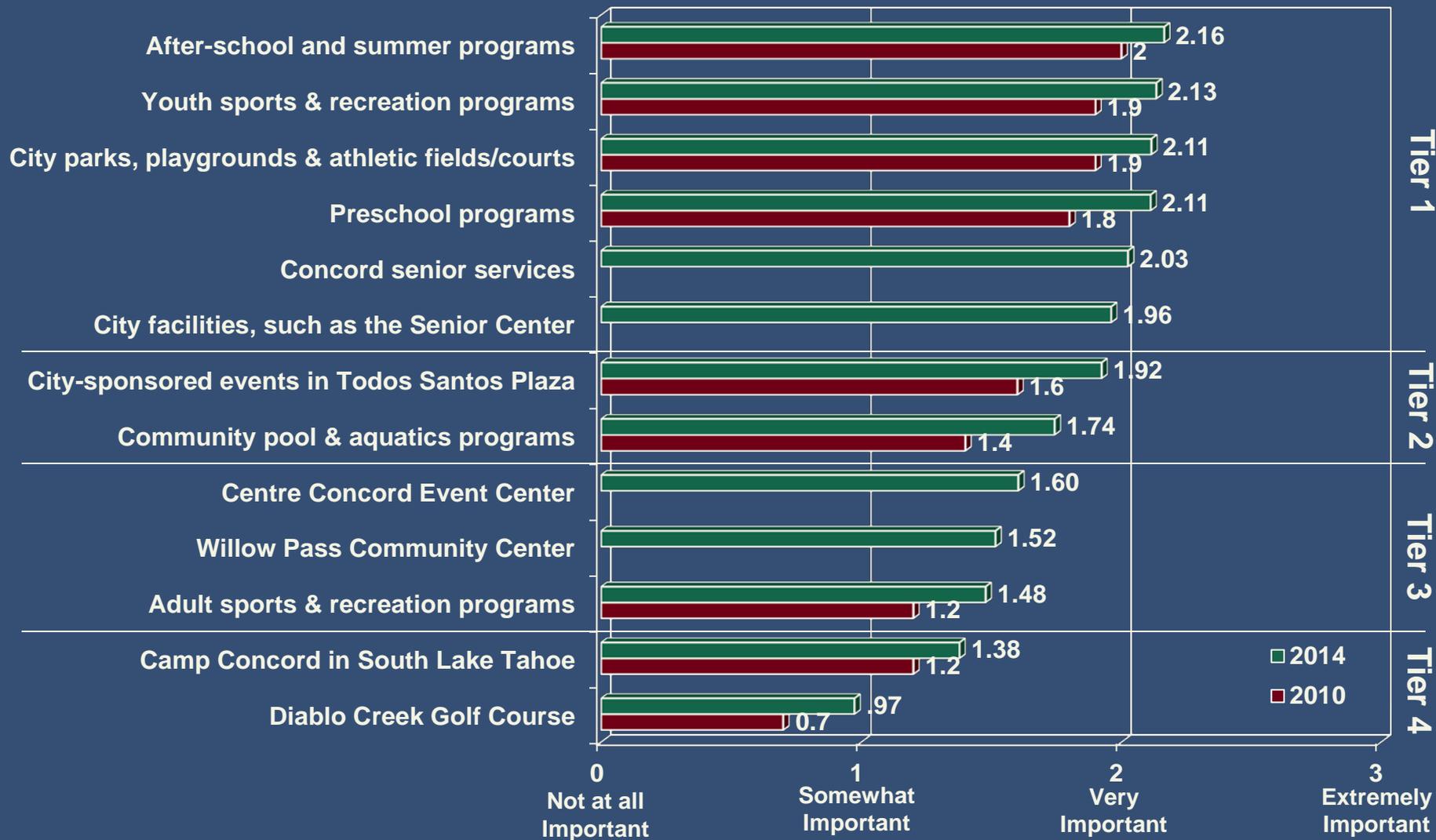
Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1 and "Not at all Important" = 0.

Q6. Importance of Planning and Economic Development Services

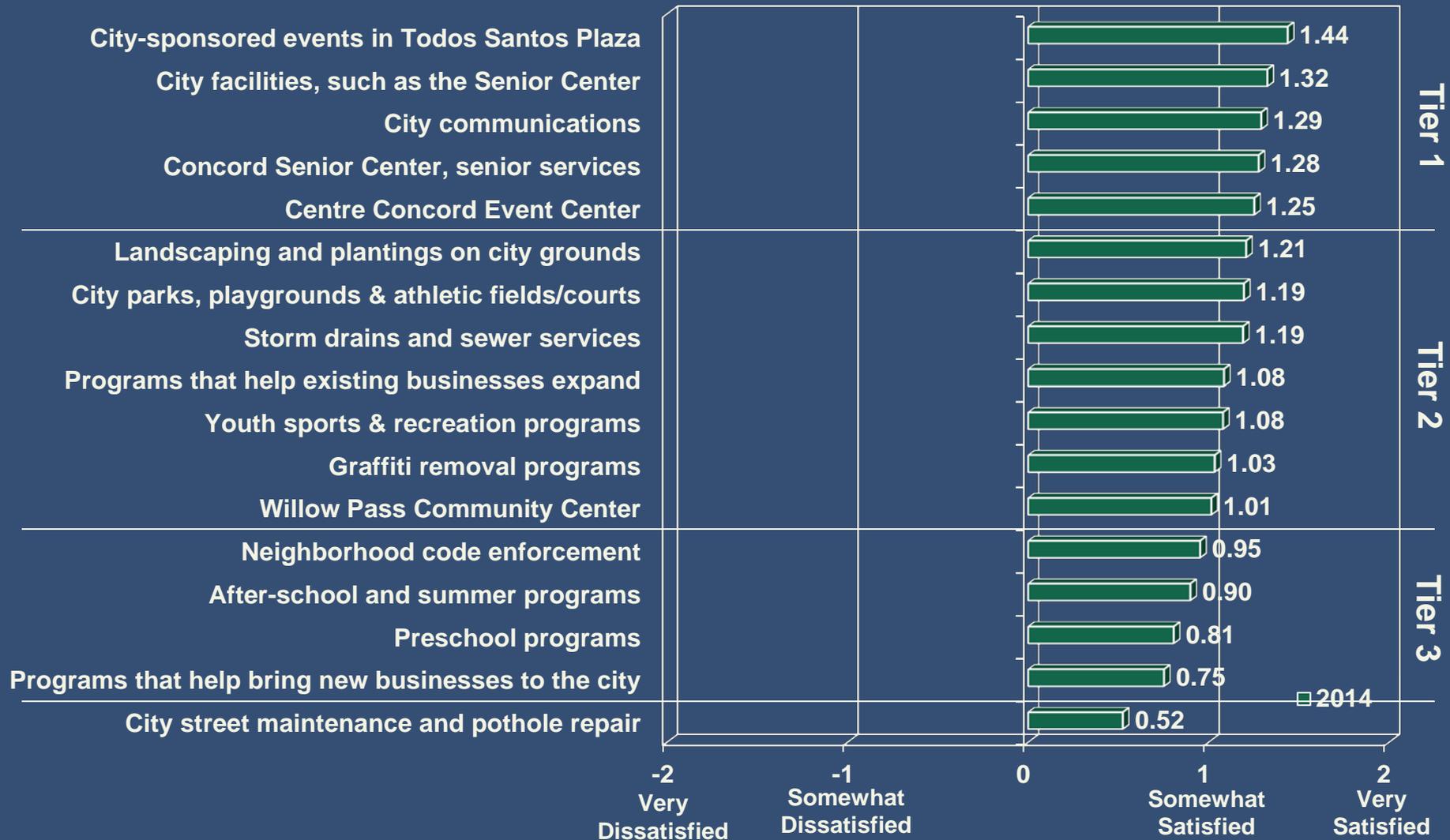


Note: The above rating questions have been abbreviated for charting purposes. The responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1 and "Not at all Important" = 0.

Q7. Importance of Recreation Services and Facilities



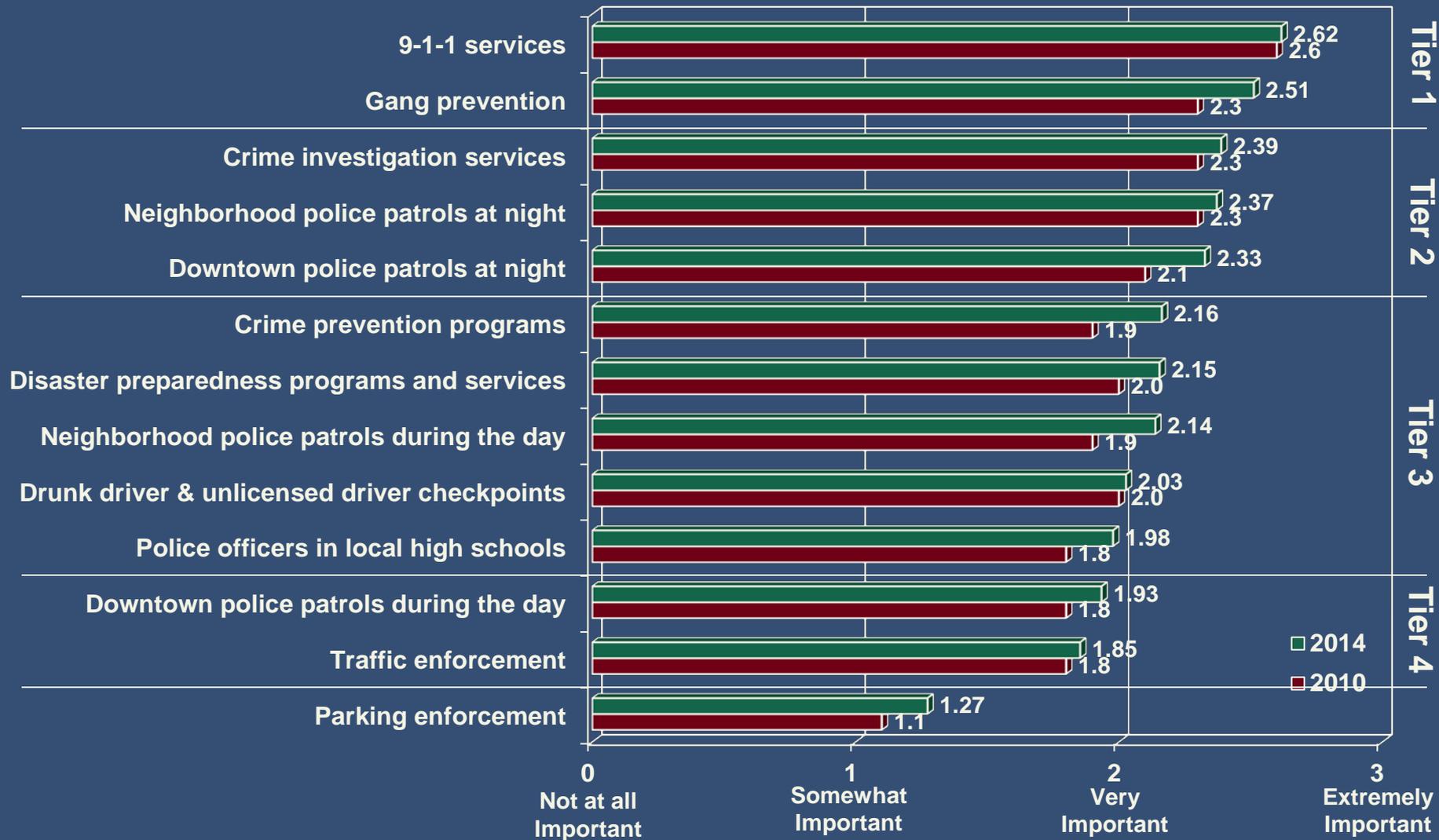
Q8. Satisfaction with City Services and Facilities



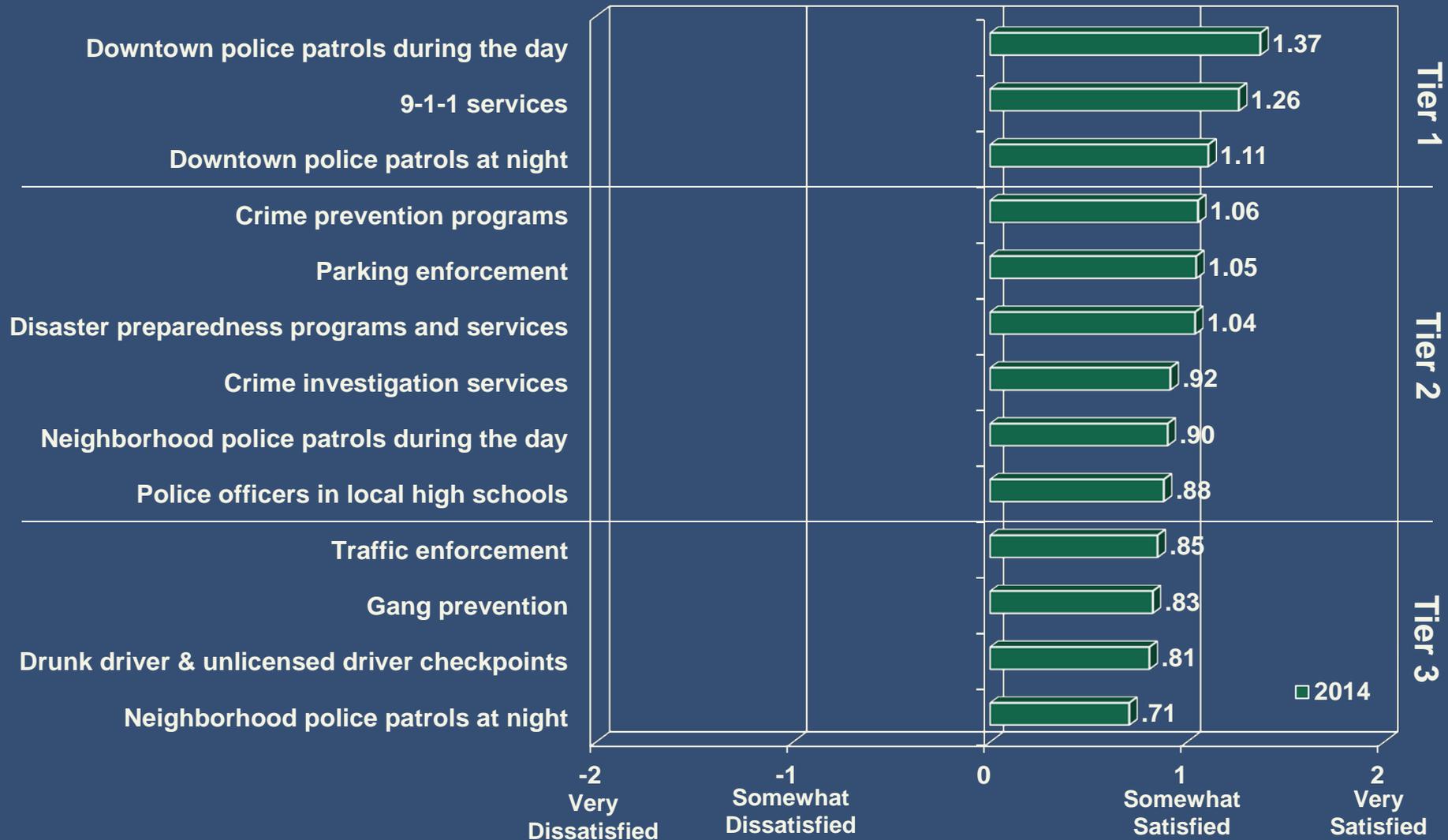
Importance and Satisfaction of Selected City Services and Facilities

	Importance	Satisfaction	
City street maintenance and pothole repair	2.31	0.52	Tier 1
Storm drains and sewer services	2.20	1.19	
After-school and summer programs	2.16	0.90	
Youth sports & recreation programs	2.13	1.08	
Preschool programs	2.11	0.81	
City parks, playgrounds & athletic fields/courts	2.11	1.19	
Programs that help bring new businesses to the city	2.10	0.75	Tier 2
Programs that help existing businesses expand	2.03	1.08	
Concord Senior Center, senior services	2.03	1.28	
City facilities, such as the Senior Center	1.96	1.32	
City-sponsored events in Todos Santos Plaza	1.92	1.44	Tier 3
Graffiti removal programs	1.89	1.03	
Neighborhood code enforcement	1.86	0.95	
Centre Concord Event Center	1.60	1.25	Tier 4
Willow Pass Community Center	1.52	1.01	
City communications	1.51	1.29	
Landscaping and plantings on city grounds	1.50	1.21	

Q9. Importance of Public Safety Services and Facilities



Q9. Satisfaction with Public Safety Services and Facilities



Note: The above rating questions have been abbreviated for charting purposes. The responses were recorded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "Somewhat Dissatisfied" = -1 and "Very Dissatisfied" = -2.

Importance and Satisfaction of Public Safety

	Importance	Satisfaction	
9-1-1 services	2.62	1.26	Tier 1
Gang prevention	2.51	0.83	
Crime investigation services	2.39	0.92	Tier 2
Neighborhood police patrols at night	2.37	0.71	
Downtown police patrols at night	2.33	1.11	
Crime prevention programs	2.16	1.06	Tier 3
Disaster preparedness programs and services	2.15	1.04	
Neighborhood police patrols during the day	2.14	0.90	
Drunk driver & unlicensed driver checkpoints	2.03	0.81	
Police officers in local high schools	1.98	0.88	Tier 4
Downtown police patrols during the day	1.93	1.37	
Traffic enforcement	1.85	0.85	
Parking enforcement	1.27	1.05	

- On the whole, residents continue to view their quality of life in the city positively.
 - Similar to the 2010 survey results, nearly 4 out of 5 residents rated their quality of life in Concord as “excellent” (15.2%) or “good” (64.0%).
 - Additionally, Concord residents are more optimistic about their future quality of life, with 28.6 percent expecting it to be “better” and 55.7 percent expecting it to be “about the same” in the next 5 years.
- Eighty-three percent residents were “very satisfied” (27.3%) or “somewhat satisfied” (55.6%) with the job the City of Concord is doing to provide city services, numerically but not statistically different from 2010 data.
- Results indicate that residents continue to be moderately aware of the city’s financial situation.
 - Just 10.3 percent of the residents rated the city’s financial situation as “poor” (8.8%) or “very poor” (1.5%). In comparison, 33.4 percent rated it as “excellent” (4.7%) or “good” (28.7%).

- Residents generally rated City services between “somewhat important” and “very important,” with several, particularly public safety, rating above “very important.”
- The following public safety services were identified as Tier 1 and 2 priorities for improvement.
 - Gang prevention.
 - Neighborhood police patrols at night.
- The following non-public safety services were identified as Tier 1 and 2 priorities for improvement.
 - City street maintenance and pothole repair.
 - After-school and summer programs.
 - Preschool programs.
 - Programs that help bring new businesses to the City.



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