



City of Vallejo 2018 Community Survey

Survey Conducted February 2-27, 2018



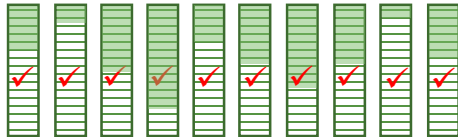
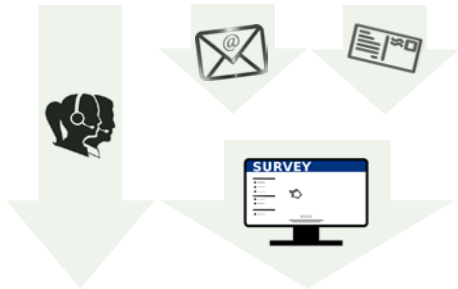
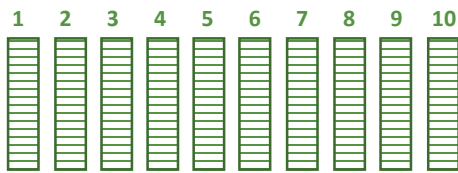
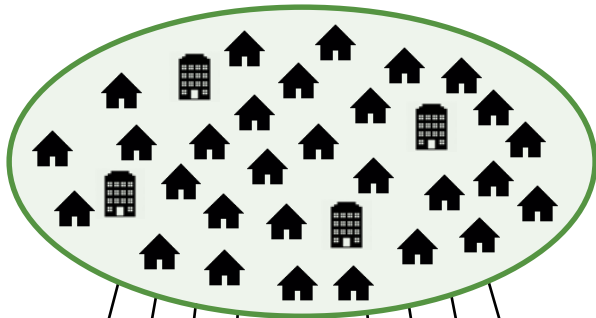
OPINION
RESEARCH
& STRATEGY

Survey Methodology

- ✓ 820 interviews with adult Vallejo residents employing an “address-based” methodology
- ✓ Interviews conducted February 7-27, 2018
- ✓ Interviews conducted online and via telephone (landline and wireless)
 - Telephone interviews offered in English, Spanish, and Tagalog
- ✓ Respondents were invited to participate via phone, email, and postcard.
- ✓ Margin of sampling error of +/- 4.0% at the 95% confidence level
- ✓ Some percentages may not sum to 100% due to rounding
- ✓ Select tracks from past voter surveys.

Address-Based Sampling Survey

(10-Interview Example)



FM3 identifies universe of residential addresses.

FM3 pulls a random sample of 10 stratified clusters; each cluster contains residences with similar geographic characteristics (e.g., postal carrier route, zip code, city council district, etc.). Publicly and commercially available databases are used to match phone numbers and email addresses to residents living at the addresses.

FM3 contacts residents by phone, email and postcard, completing phone interviews, and inviting email/postcard recipients to take the survey online.

FM3 completes one interview in each cluster and uses US Census-derived demographic quotas to ensure the sample reflects the overall universe.

Comparison with Prior City Surveys

- ✓ Prior surveys conducted by FM3 for the City looked at electoral issues and potential ballot measures, as well as general impressions of life in Vallejo and City government.
- ✓ Those surveys collected interviews from likely voter universes and did not include interviews with those not registered to vote or registered, but not likely to participate in the contemplated election.
- ✓ Consequently, comparisons with prior surveys are not “apples-to-apples,” but still may provide general insights into changing opinions.

Demographic Comparison to the 2016 Voter Survey

Demographic Groups	2018 Resident	2016 Voter Survey
Ethnicity		
Latinos	17%	10%
African-Americans	20%	20%
Whites	28%	51%
Asian/Pacific Islanders	23%	7%
All People of color	65%	40%
Age		
18-29	19%	12%
30-39	17%	13%
40-49	17%	14%
50-64	27%	32%
65+	18%	27%

Big Picture Takeaways

Residents hold a wide range of views on life in Vallejo

- Survey respondents expressed a mixture of positive and negative views about life in Vallejo, but there were glimmers of optimism for the future.

These views extended to City government

- Views of overall City government were similarly mixed, but respondents gave a number of specific departments and services high marks.

Residents feel the City needs additional funding

- Many respondents expressed a desire for more effective management City finances, but solid majorities said the City needs additional funding and would be willing to support specific tax increases, despite any general misgivings.



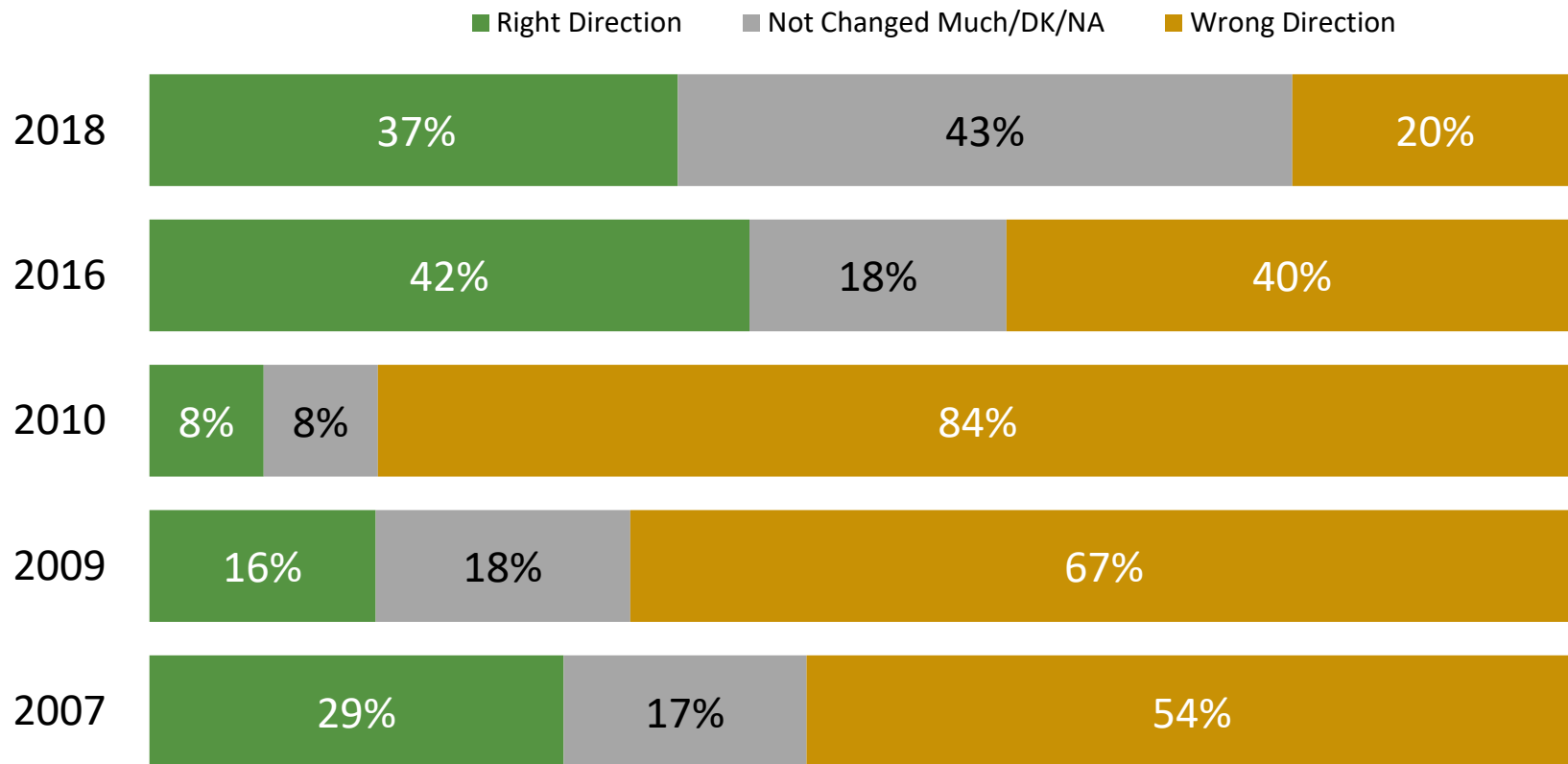
Perspectives on Life in Vallejo

In this section...

- Direction of the City
- Words that best describe Vallejo
- Vallejo's quality of life
- Raising a family in Vallejo
- Top problems facing Vallejo
- Economic impressions
- Growth and development
- Personal safety

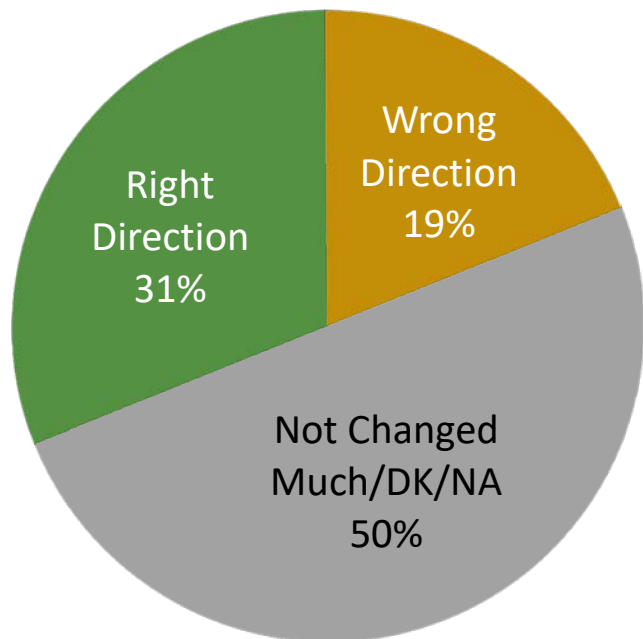
Respondents to this survey were much less pessimistic than in prior years.

Would you say that things in The City of Vallejo have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?



Half say not much has changed in their neighborhood in the last two years.

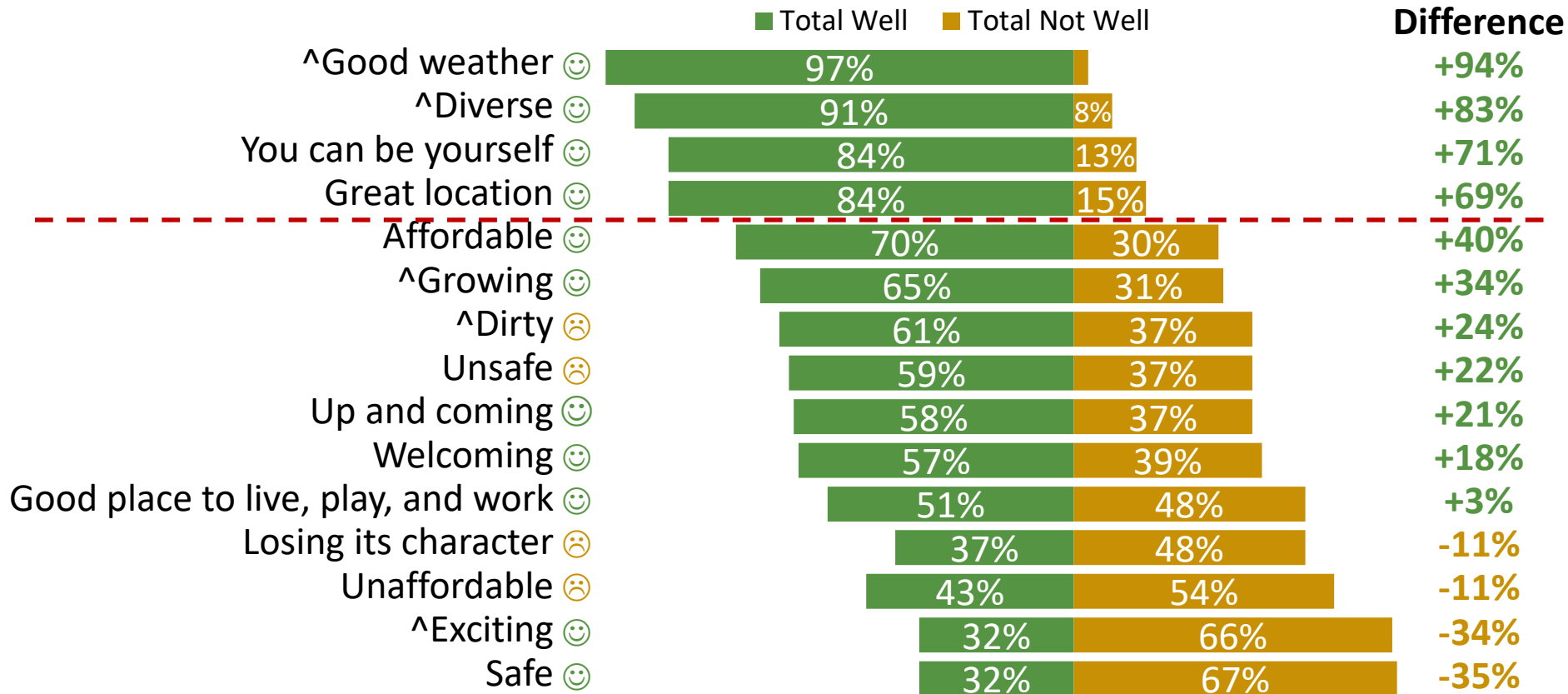
Would you say that things in your local neighborhood have been moving in the right direction, in the wrong direction, or have not changed much over the last two years?



Demographic Group	Right Direction	Wrong Direction	Δ
Ethnicity			
Latinos	33%	18%	+15%
African-Americans	32%	27%	+5%
Whites	33%	17%	+16%
Filipinos	30%	6%	+24%
All Residents of color	31%	19%	+12%
ZIP Code			
94589	30%	23%	+7%
94590	30%	21%	+9%
94591	31%	16%	+15%
Length of Residence			
0-4 Years	33%	15%	+18%
5-10 Years	35%	19%	+16%
11-20 Years	29%	24%	+5%
21+ Years	27%	19%	+8%
Children			
Have Children	32%	19%	+13%
Do Not Have Children	31%	19%	+12%

Vallejo residents feel the City has good weather, is diverse, allows them to be themselves, and has a great location.

I am going to read you some words and phrases that might describe Vallejo. Please tell me whether you think each of the phrases below describes Vallejo very well, somewhat well, not too well, or not at all well. If you don't know, you can tell me that, too.



Perceptions of the quality of life are comparable to past years.

The overall quality of life in Vallejo

Year	Excellent/ Good	Only Fair	Poor
2018	42%	45%	12%
2016	47%	40%	13%
2009	40%	43%	16%

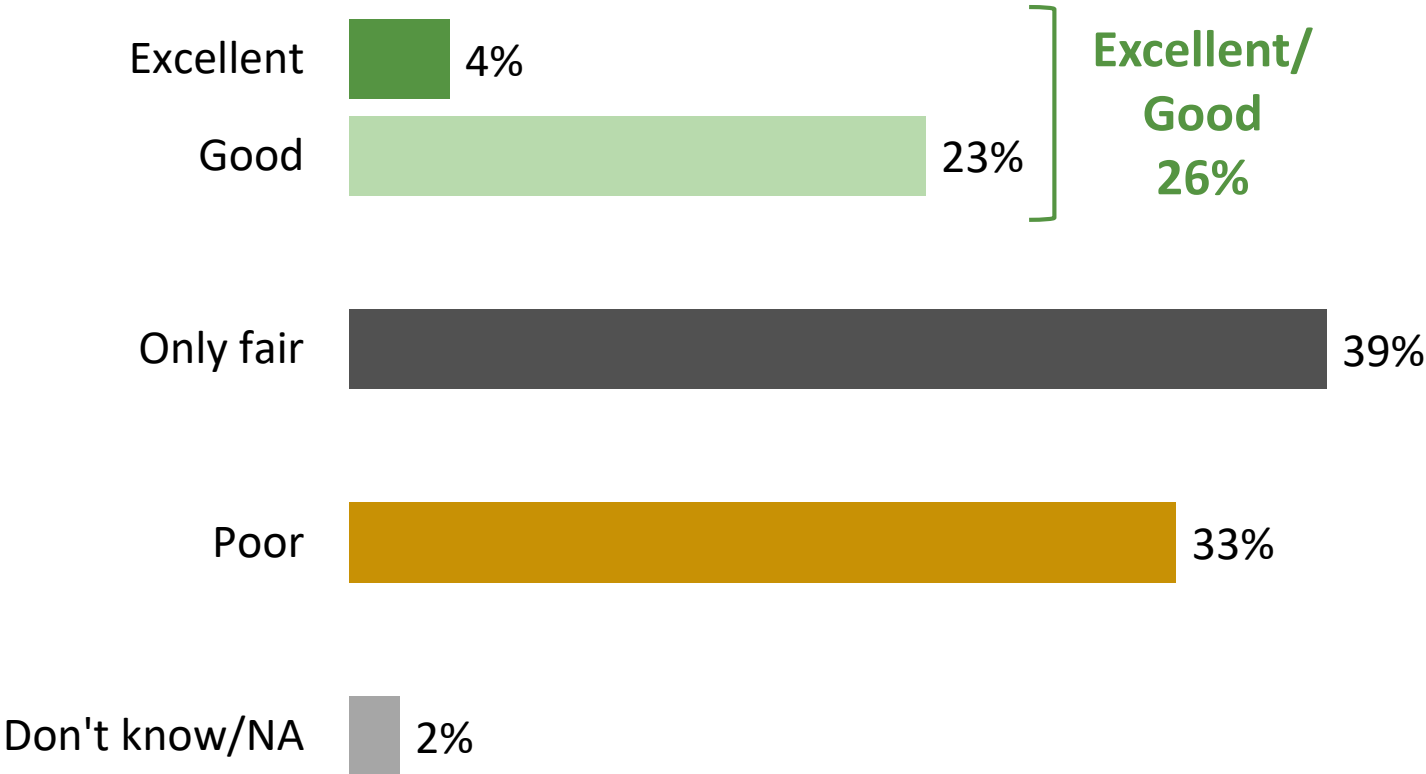
Perceived Quality of Life by Subgroup

The overall quality of life in Vallejo

Demographic Group	Excellent/Good	Only Fair	Poor
Ethnicity			
Latinos	42%	45%	13%
African-Americans	40%	44%	13%
Whites	51%	37%	12%
Filipinos	46%	50%	5%
All Residents of color	40%	48%	11%
Length of Residence			
0-4 Years	49%	44%	6%
5-10 Years	45%	42%	13%
11-20 Years	42%	44%	13%
21+ Years	36%	48%	14%
Children			
Have Children	44%	45%	10%
Do Not Have Children	41%	44%	14%

Opinions are more divided as to whether the City is a good place to raise a family.

Using a scale of excellent, good, only fair, or poor, please rate Vallejo as a place to raise a family.

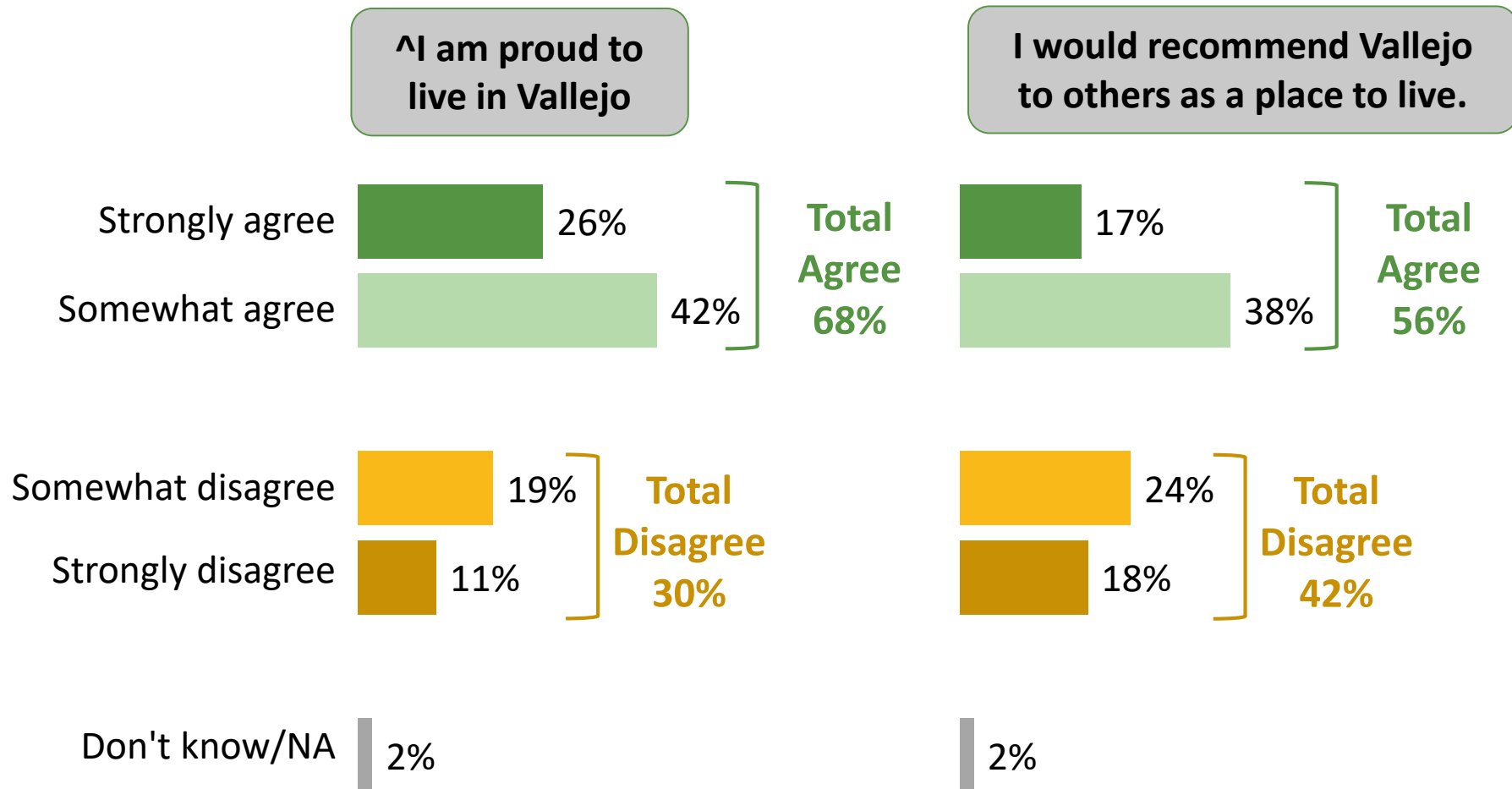


Raising a Family in Vallejo by Subgroup

Vallejo as a place to raise a family

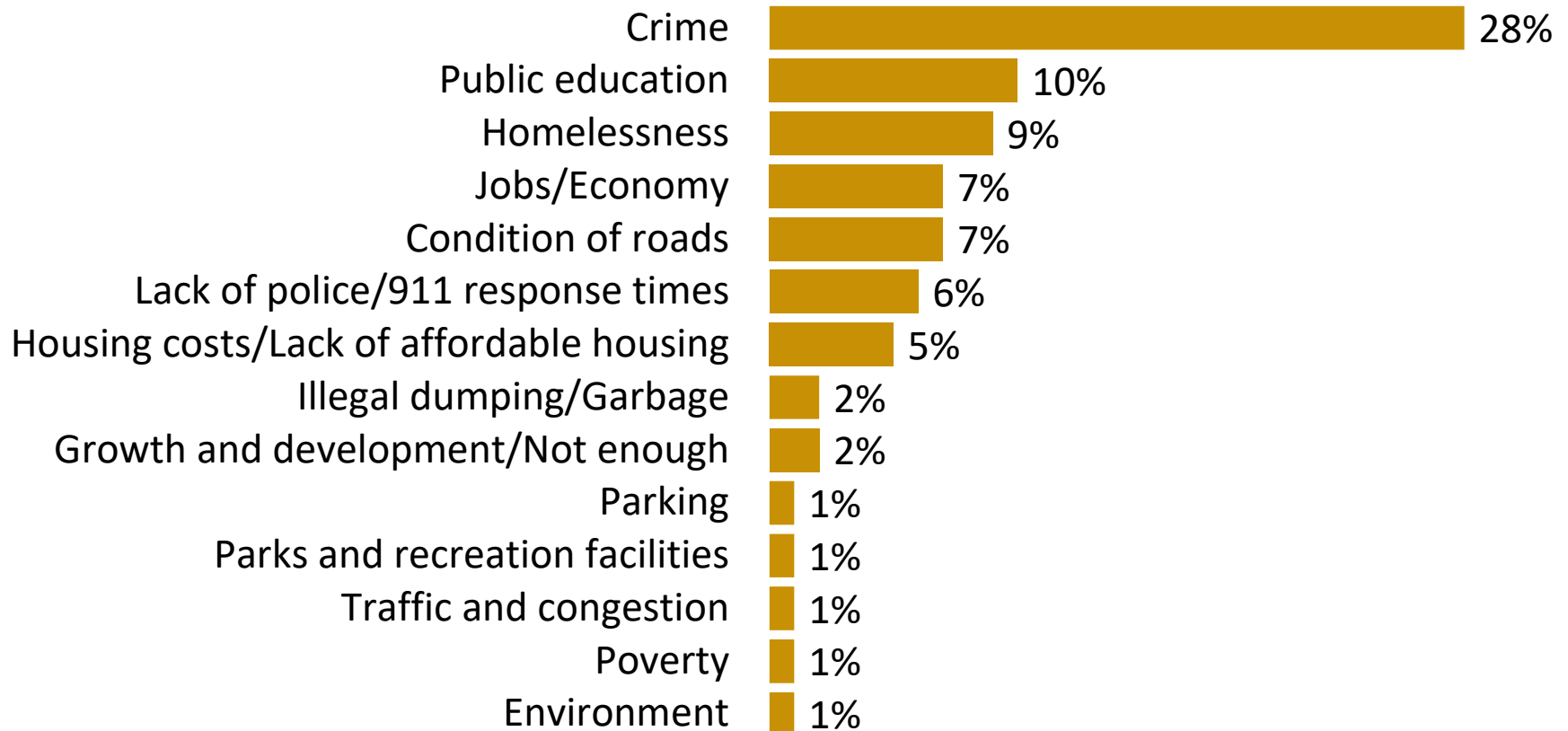
Demographic Group	Excellent/Good	Only Fair	Poor
Ethnicity			
Latinos	21%	42%	36%
African-Americans	31%	39%	28%
Whites	25%	36%	35%
Filipinos	34%	45%	21%
All Residents of color	27%	41%	31%
Length of Residence			
0-4 Years	26%	41%	30%
5-10 Years	25%	36%	37%
11-20 Years	26%	43%	30%
21+ Years	27%	37%	35%
Children			
Have Children	26%	41%	31%
Do Not Have Children	27%	36%	35%

However, majorities say they are proud to live in Vallejo and would recommend it to others.



In their own words, crime is the one of the top problems residents want to see addressed.

*What do you think is the most serious problem facing the residents of Vallejo that you would like to see addressed?
(Open-Ended; 1% and Above Shown)*



Verbatim Comments Describing Problems Facing Vallejo

They need to bring in some sort of business; some sort of commerce.

Lack of emergency personnel, including cops. They have been doing a good job but need more.

The increase in crime, vandalism and homelessness.

Crumbling water infrastructure.

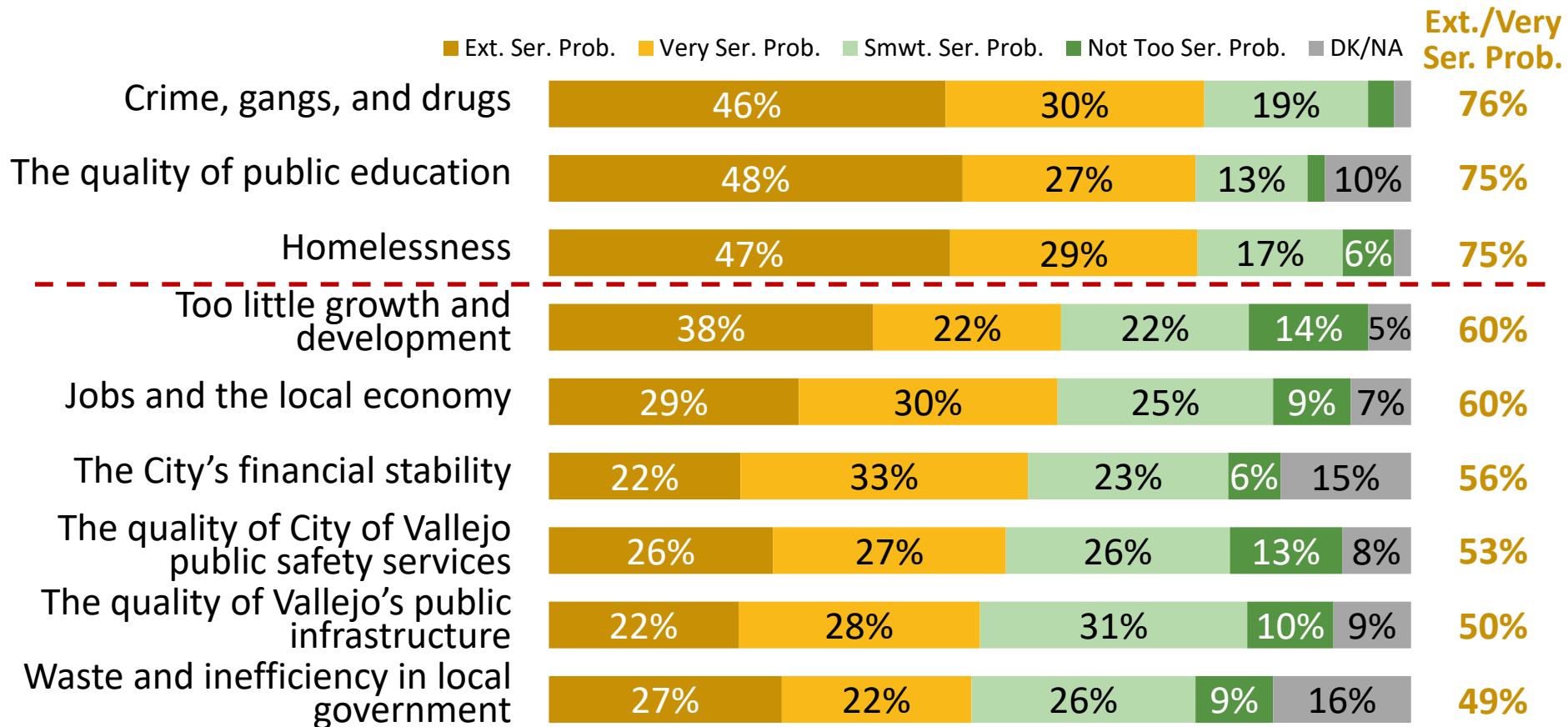
More cops on the streets. One of my friends called the cops and 4 hours later cops called and asked if they still needed help.

I think they need to do something about the school system; they're really a mess. The surface of the streets are terrible.

Gun violence

When asked to rank a list of potential problems, residents pointed to crime, education and homelessness as the biggest issues.

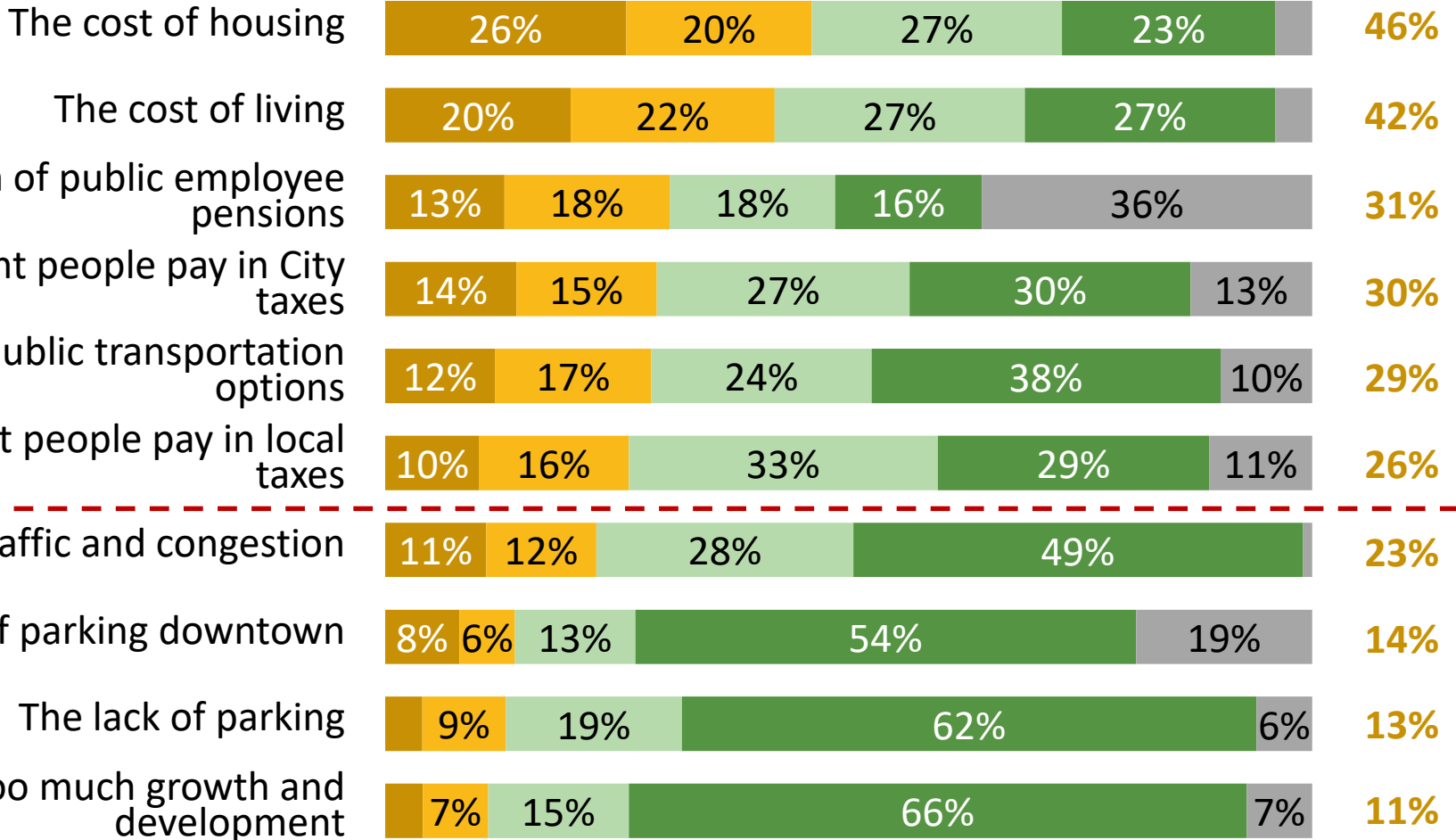
I'd like to read you some problems facing the City of Vallejo that other people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in Vallejo.



Traffic, parking, and fast development are not major concerns.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ DK/NA

Ext./Very Ser. Prob.



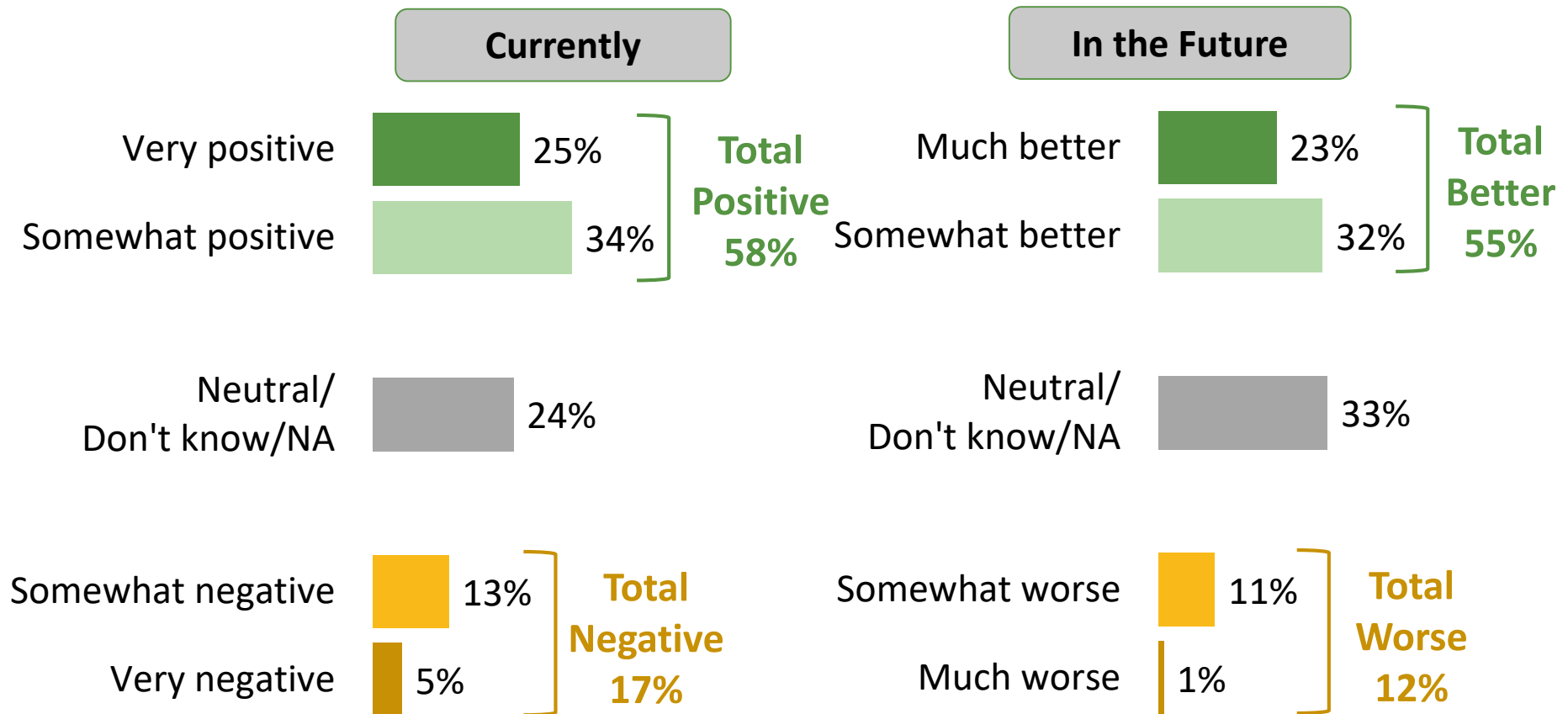
Perceptions of the local economy, government waste, and the City tax burden have all improved in recent years.

(Extremely/Very Serious Problem)

Problems	2009	2010	2016	2018
Crime, gangs, and drugs	--	82%	74%	76%
Jobs and the local economy	88%	87%	71%	60%
The quality of City of Vallejo public safety services	--	55%	47%	53%
Waste and inefficiency in local government	65%	74%	48%	49%
The amount people pay in City taxes	52%	47%	30%	30%

Majorities feel positive about their personal financial situation and its future prospects.

Your personal financial situation

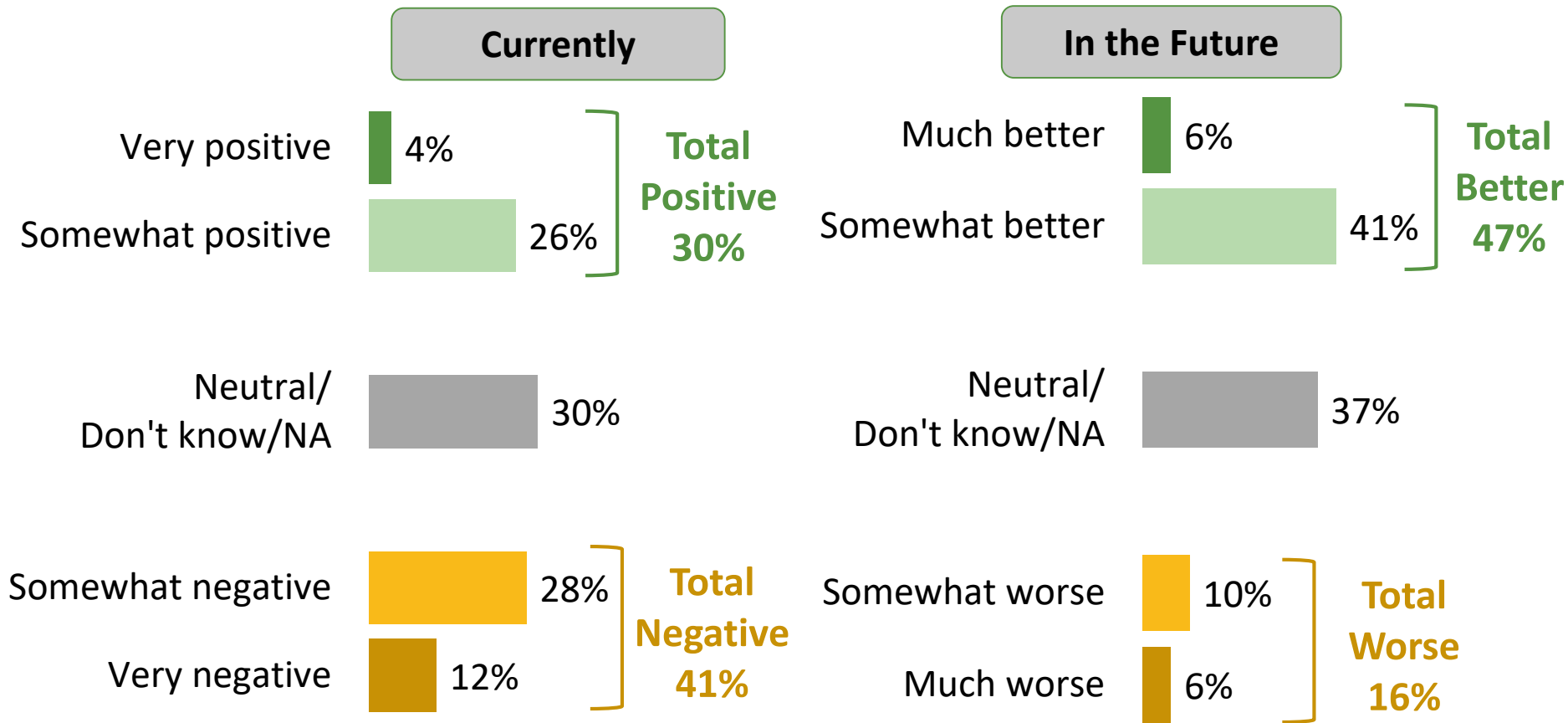


Q8a. I am going to read you a list of different aspects of life in Vallejo. Please tell me whether you currently have a generally positive or generally negative feeling about that item.

Q9a. I am going to read you a list of different aspects of life in Vallejo. Please tell me if you expect that item to be better or worse twelve months from now. Split Sample

Residents are mixed on the local economy's current status, but are generally optimistic for the future.

The local economy

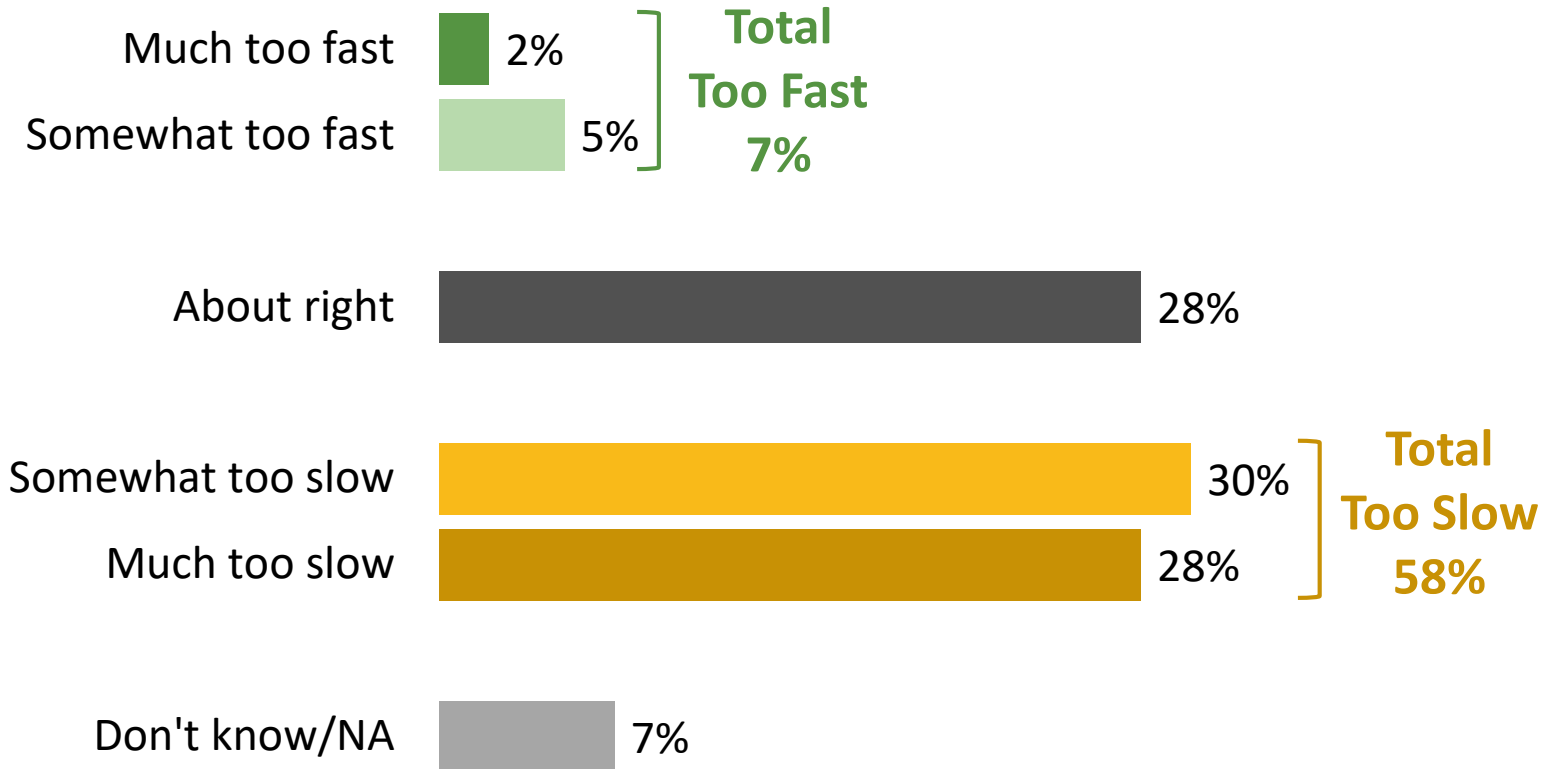


Q8b. I am going to read you a list of different aspects of life in Vallejo. Please tell me whether you currently have a generally positive or generally negative feeling about that item.

Q9b. I am going to read you a list of different aspects of life in Vallejo. Please tell me if you expect that item to be better or worse twelve months from now. Split Sample

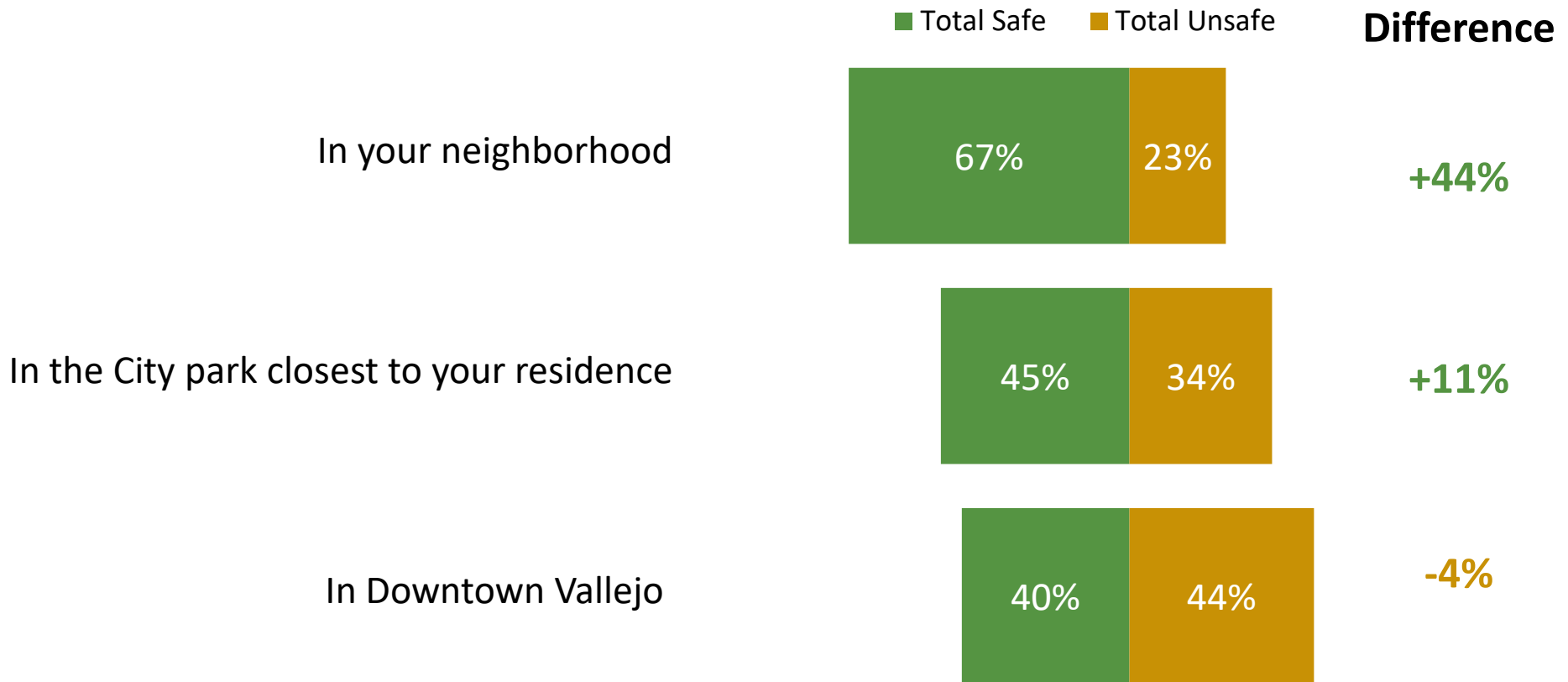
A majority would like to see more growth and development in Vallejo.

Do you think the rate of growth and development in general in Vallejo is too fast, about right, or too slow?



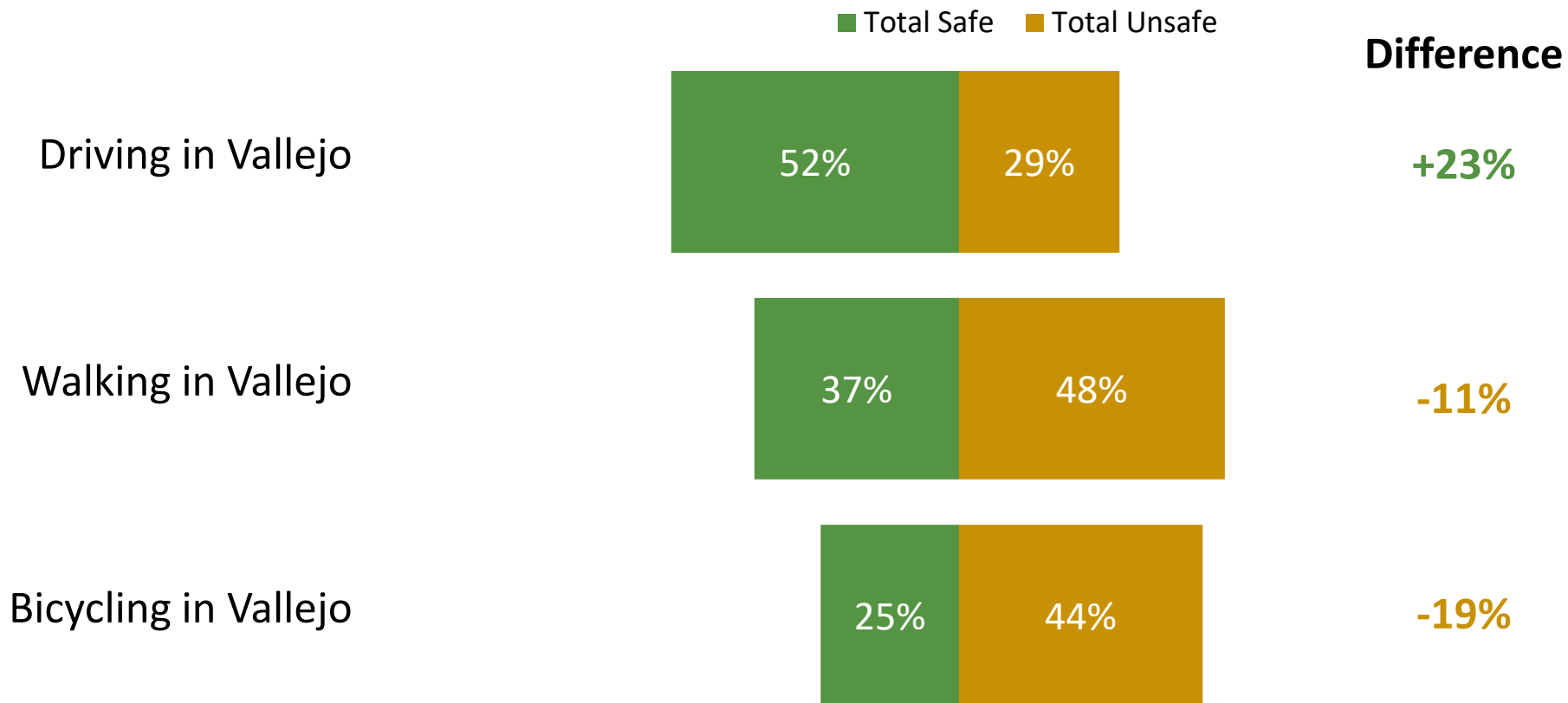
Residents feel safest in their neighborhoods, but are more divided on how safe they feel in their local parks and in Downtown.

*Can you tell me how safe you feel _____?
Do you feel safe, unsafe, or neither safe nor unsafe?*



Residents generally feel safe driving in the City, but many are concerned about walking or bicycling.

*Can you tell me how safe you feel _____?
Do you feel safe, unsafe, or neither safe nor unsafe?*





Views of City Government and Its Finances

In this section...



General views of City Government



Job ratings for various levels of City Government



Government transparency and accountability



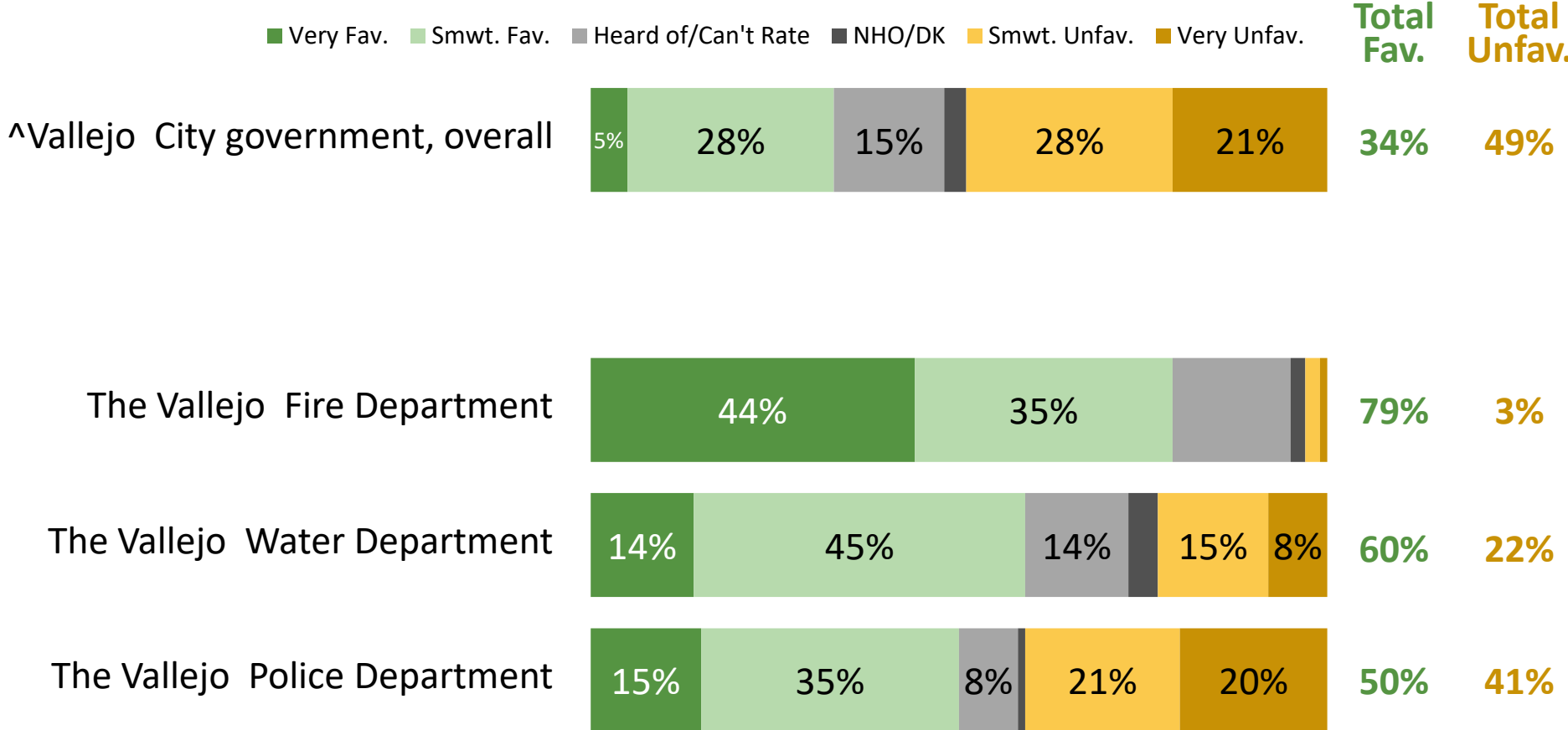
The City's budget and financial management



Planning for Vallejo's future

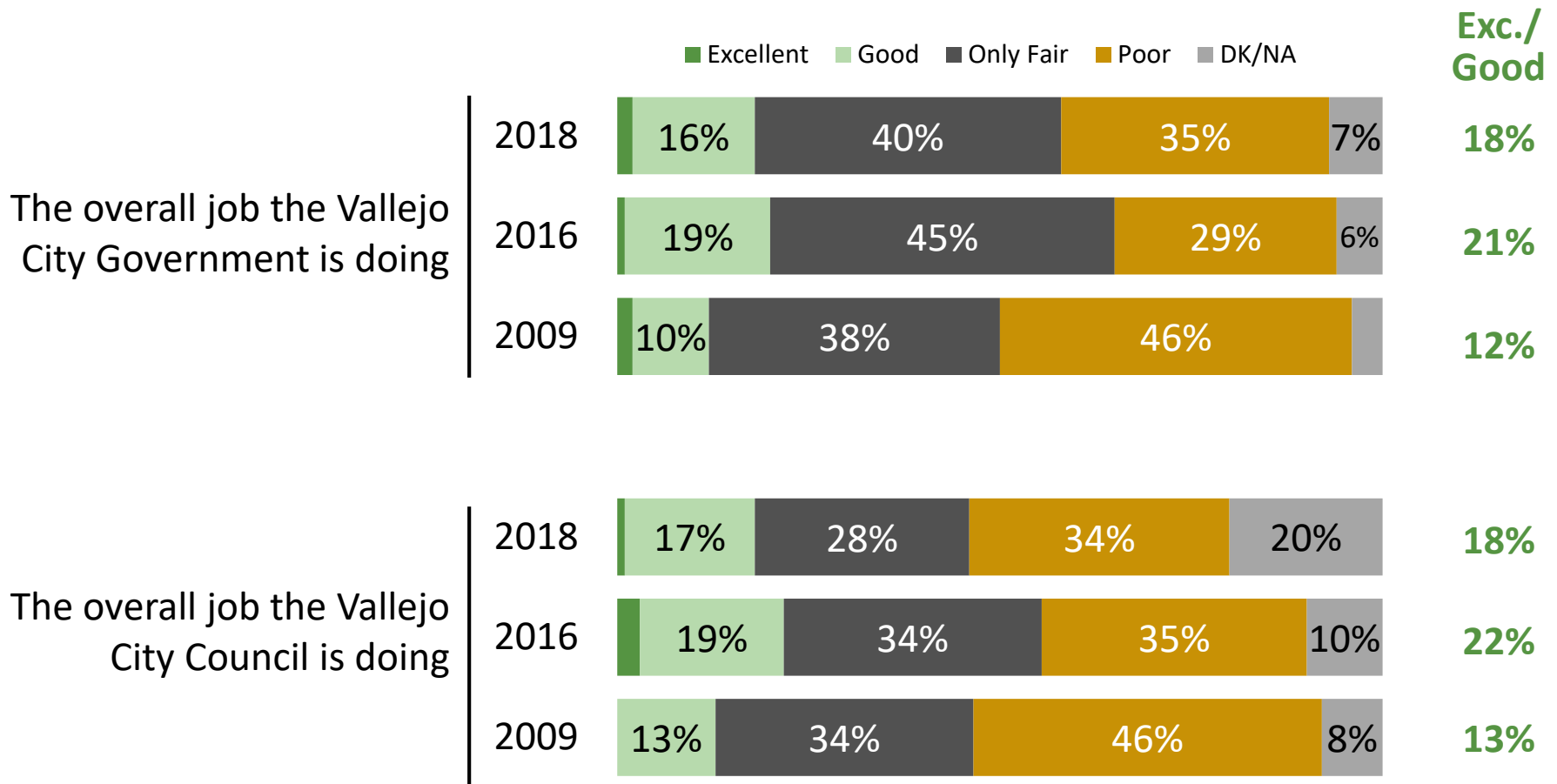
A plurality views overall City government negatively, but many departments are viewed favorably.

I would like to ask your impressions of some organizations in public life. Please tell me whether your impression of that organization is generally favorable or unfavorable.



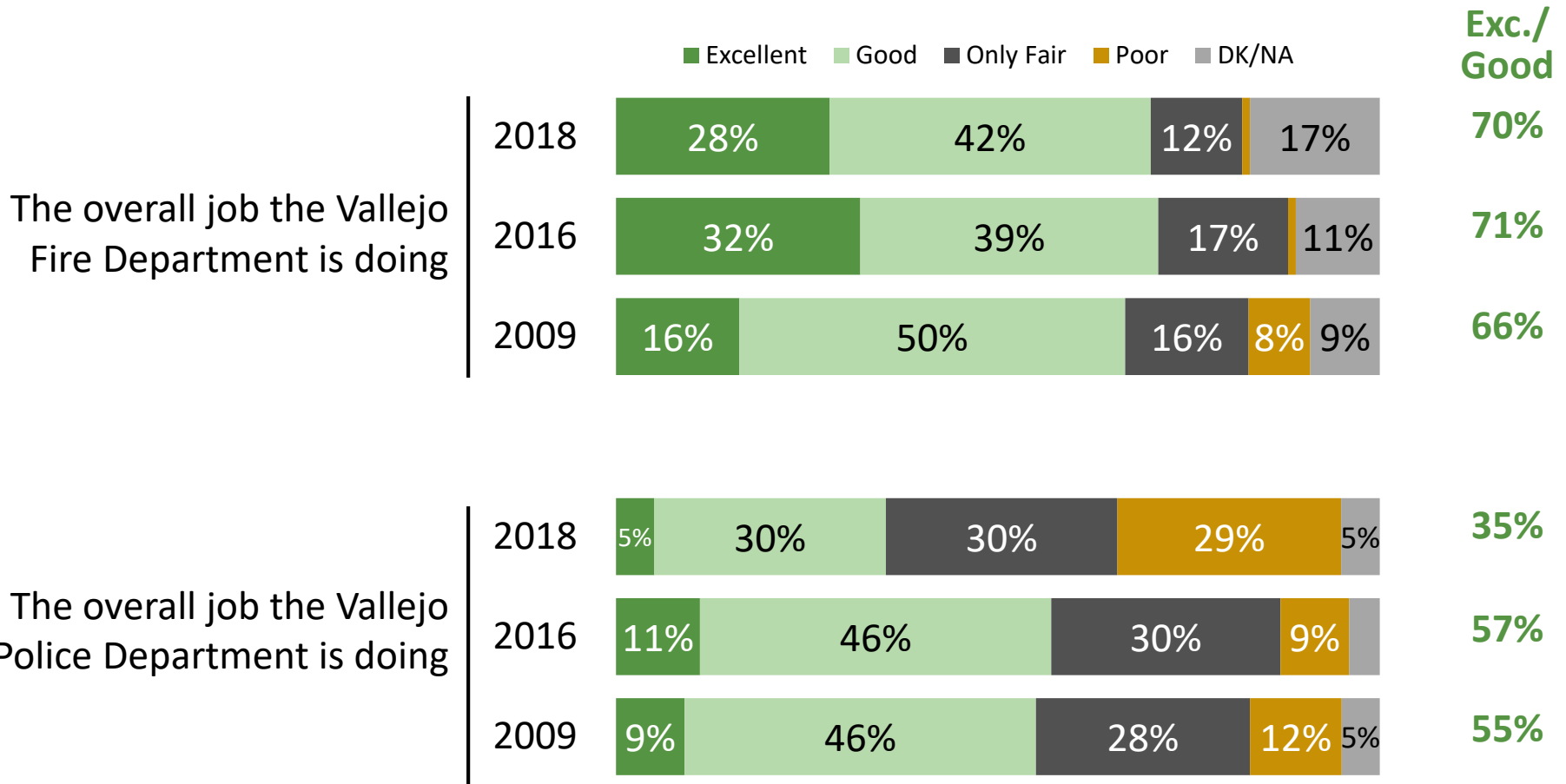
Most give City government and the City Council positive to neutral marks; however, about one-third hold negative impressions.

Using a scale of excellent, good, only fair, or poor, please rate each of the following.



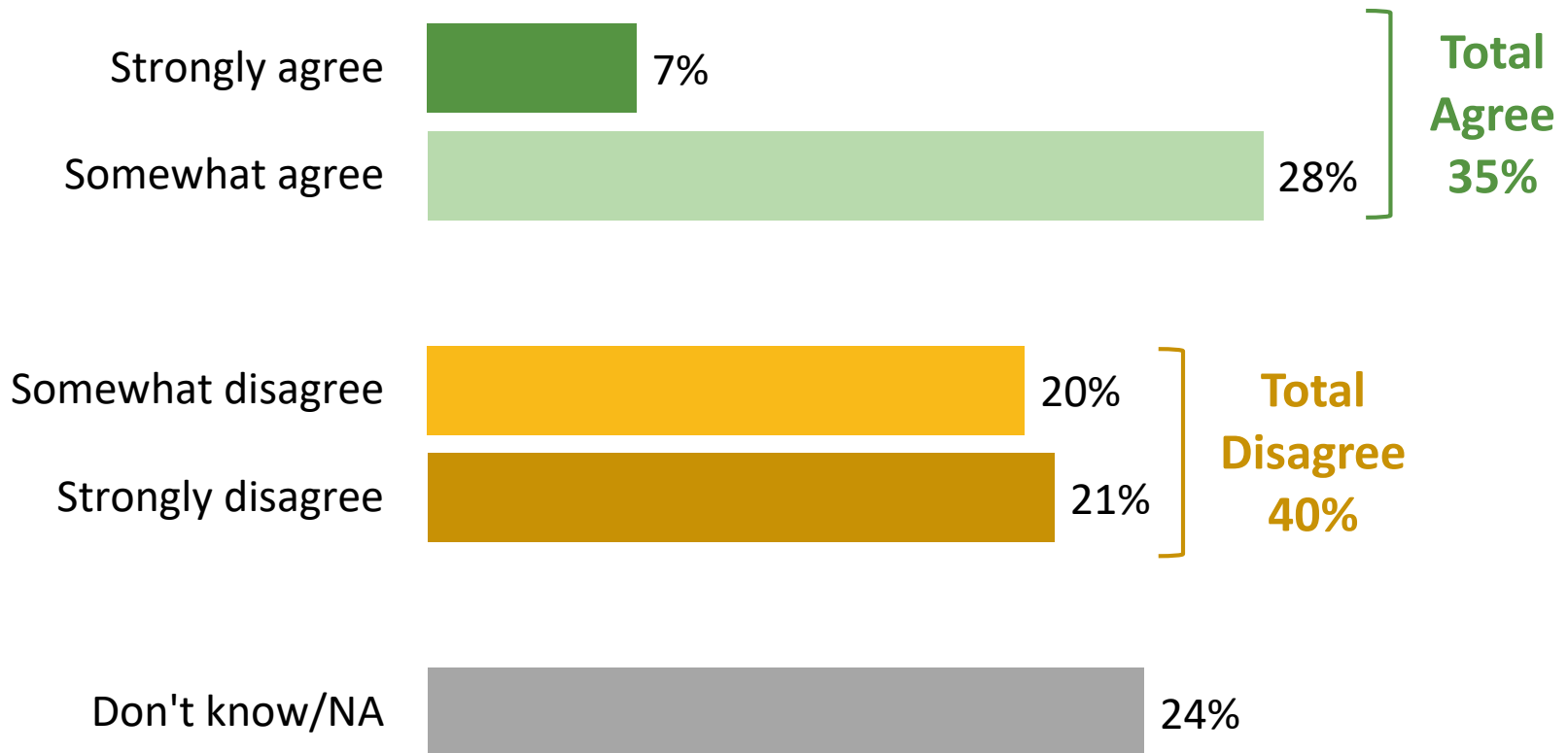
Ratings for the Fire Department continue to be high; Police impressions have slipped.

Using a scale of excellent, good, only fair, or poor, please rate each of the following.



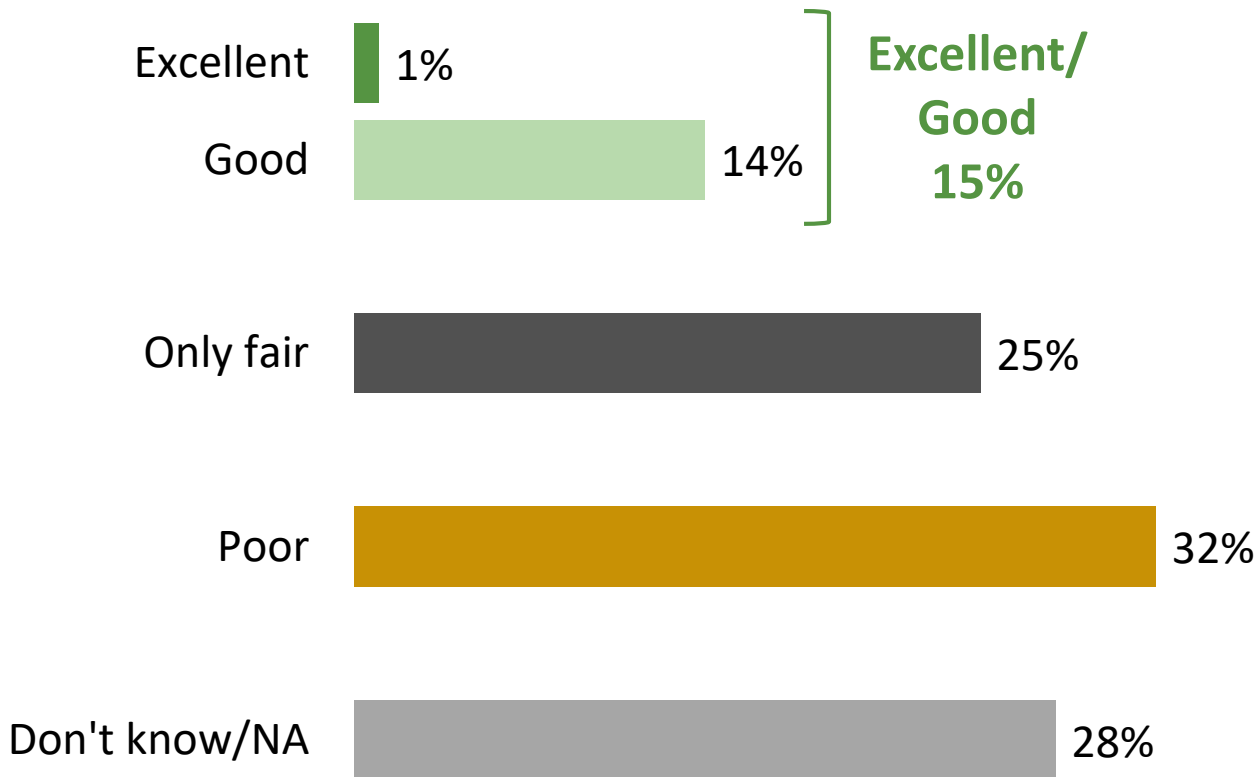
Residents are divided as to whether they feel City government operates in an open and accountable manner.

Vallejo City government operates in a way that is open and accountable to the public.



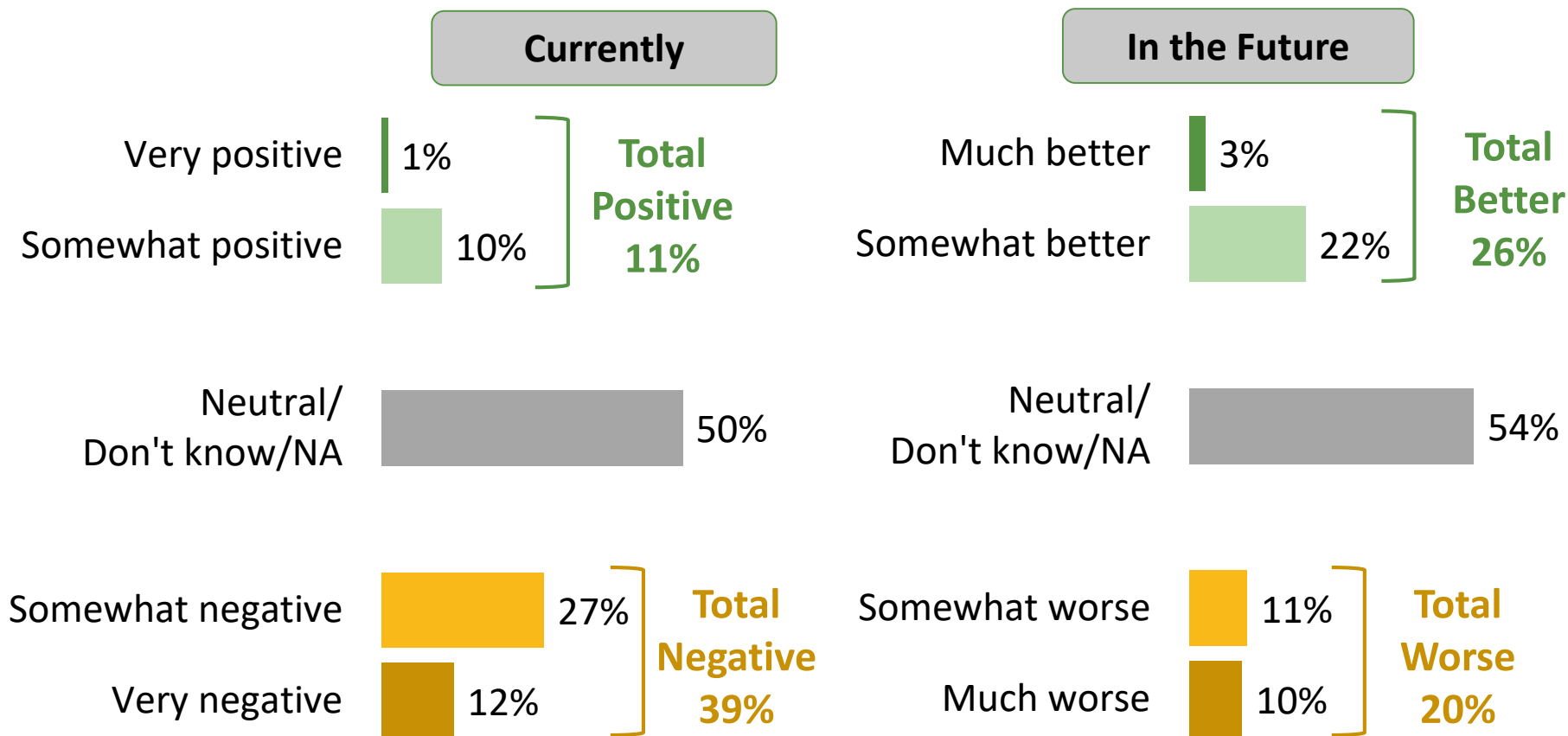
A slim plurality of residents doesn't feel good about the City's financial management, but many are simply unsure.

Using a scale of excellent, good, only fair, or poor, please rate management of the City budget.



Though many harbor present concerns, residents appear marginally more optimistic about the City's financial future

The City's budget



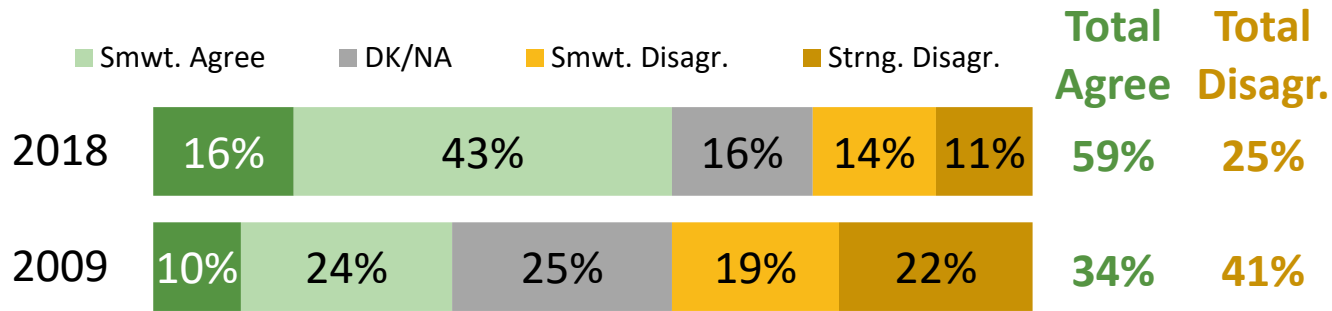
Q8c. I am going to read you a list of different aspects of life in Vallejo . Please tell me whether you currently have a generally positive or generally negative feeling about that item.

Q9c. I am going to read you a list of different aspects of life in Vallejo . Please tell me if you expect that item to be better or worse twelve months from now. Split Sample

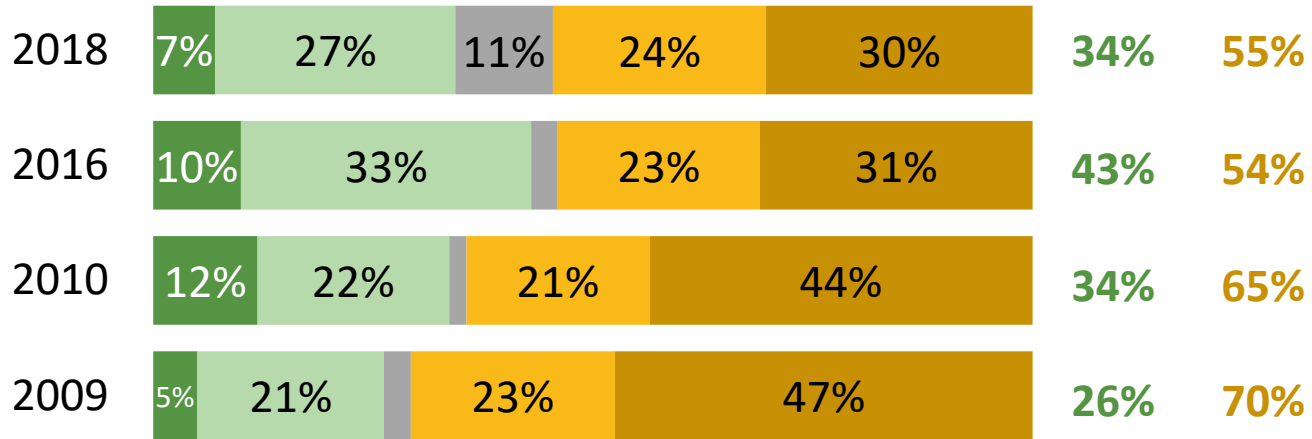
Majorities agree the City's financial situation has improved since declaring bankruptcy, but trust in the City's financial management has lagged.

■ Strng. Agree
 ■ Smwt. Agree
 ■ DK/NA
 ■ Smwt. Disagr.
 ■ Strng. Disagr.

Since Vallejo declared bankruptcy, the City has been improving its financial situation.

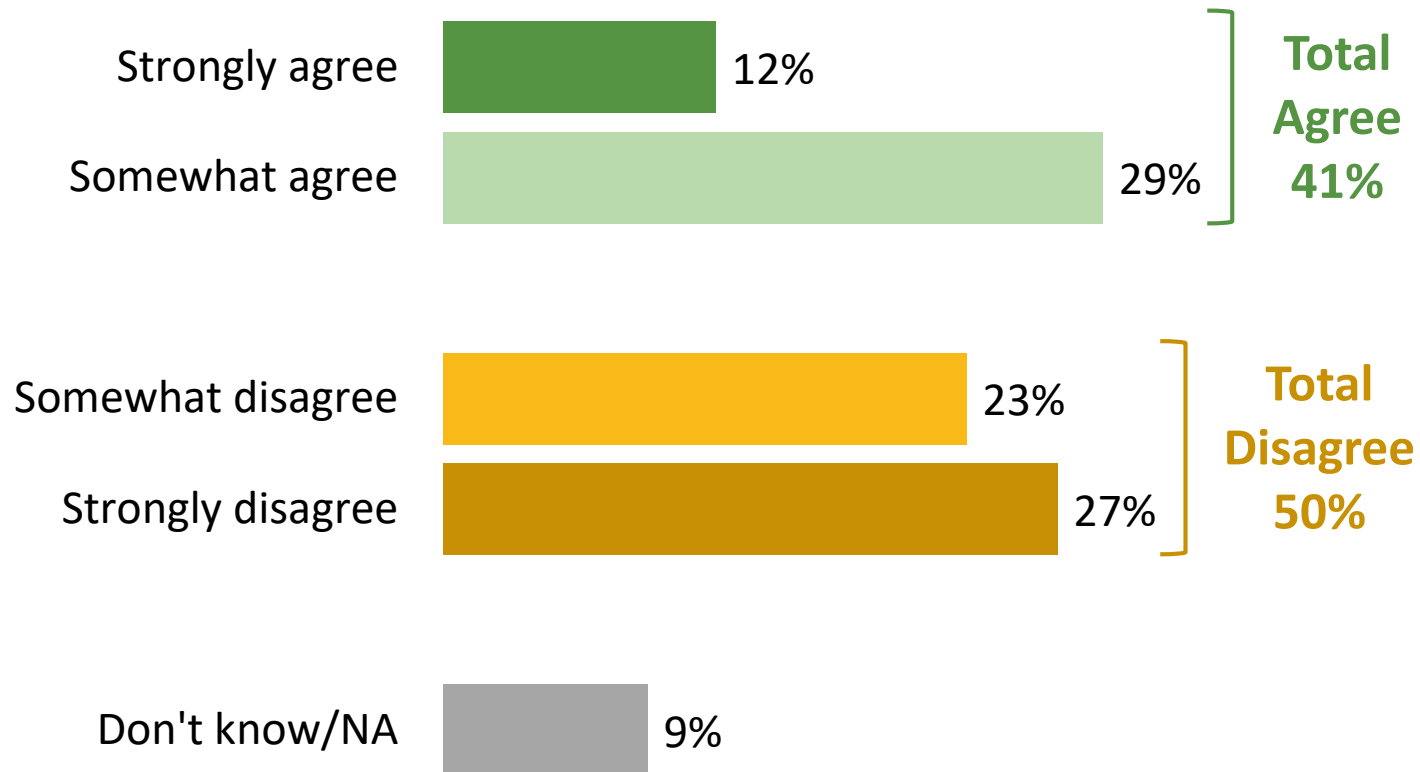


I trust the City of Vallejo to properly manage our tax dollars.



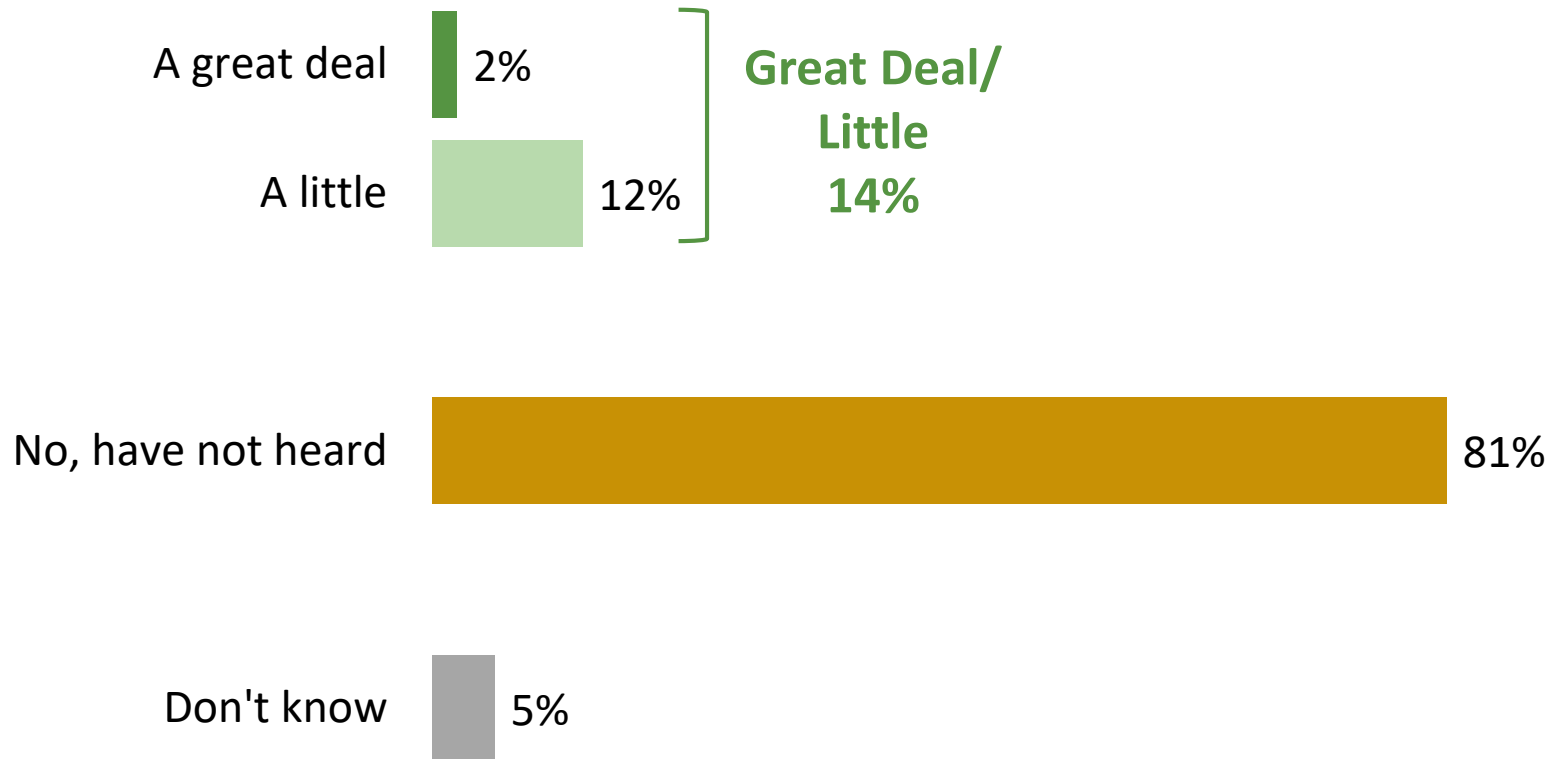
There is broad disagreement as to whether residents trust the City's ability to plan for Vallejo's future...

I trust the City to plan for Vallejo's future.



...perhaps at least partially related to the fact that four in five have not heard of the Vallejo General Plan 2040.

Have you seen, heard, or read about the Vallejo General Plan 2040?





Views of City Services

In this section...



The overall quality of City services



Job ratings for providing City services



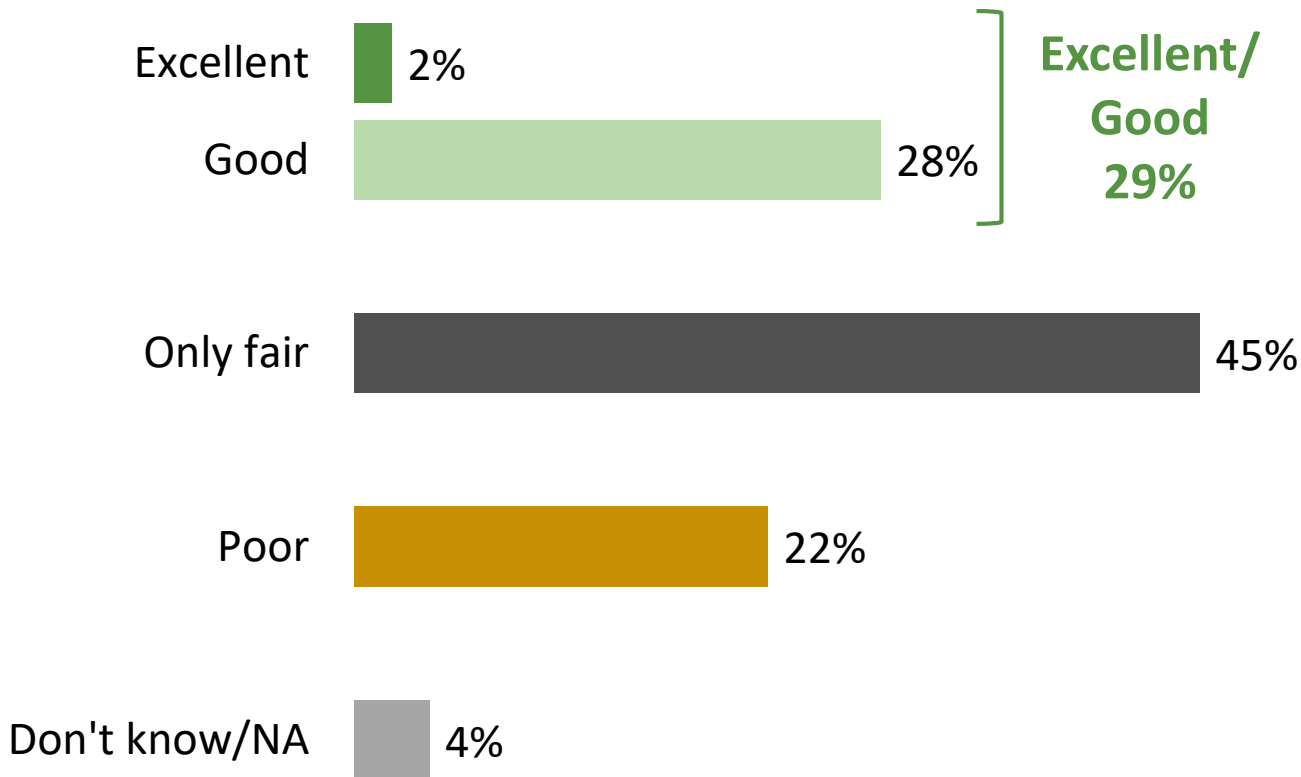
Importance of individual services



Satisfaction with individual services

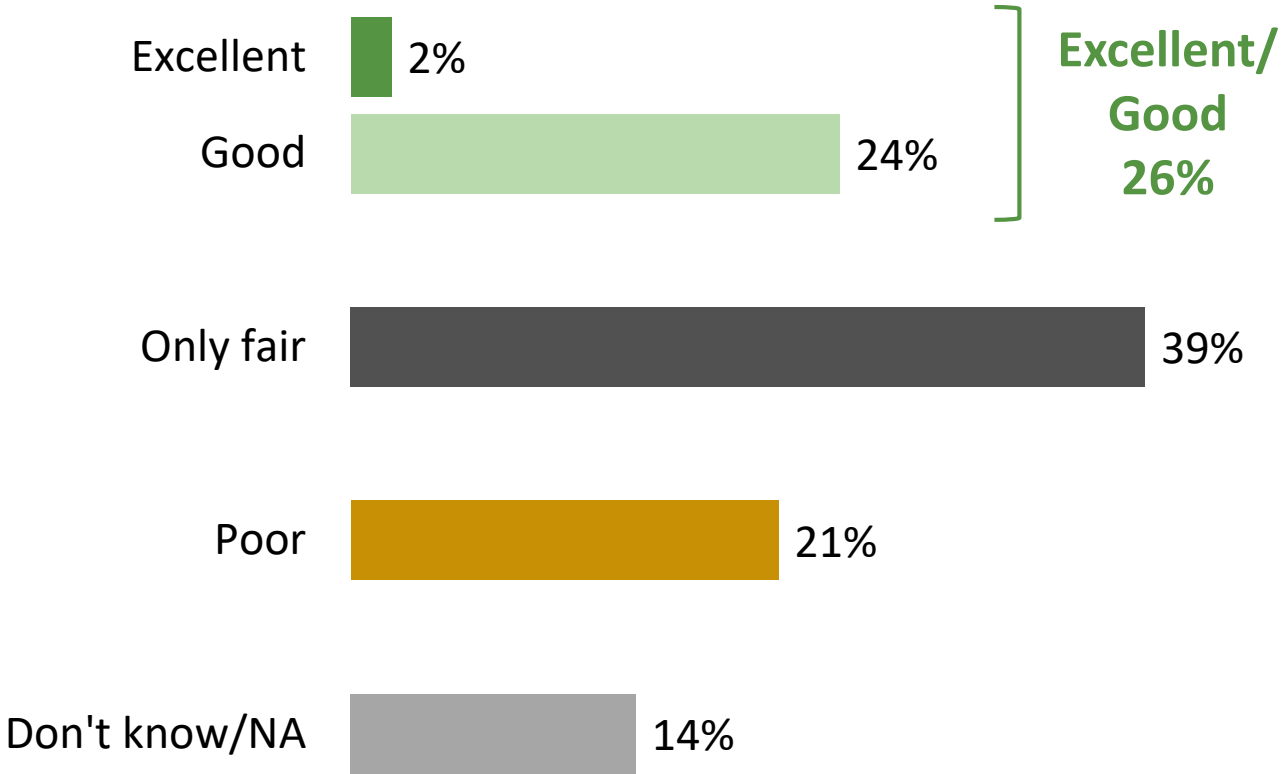
A plurality of residents think the quality of City services is “only fair.”

Using a scale of excellent, good, only fair, or poor, please rate the overall quality of City services.



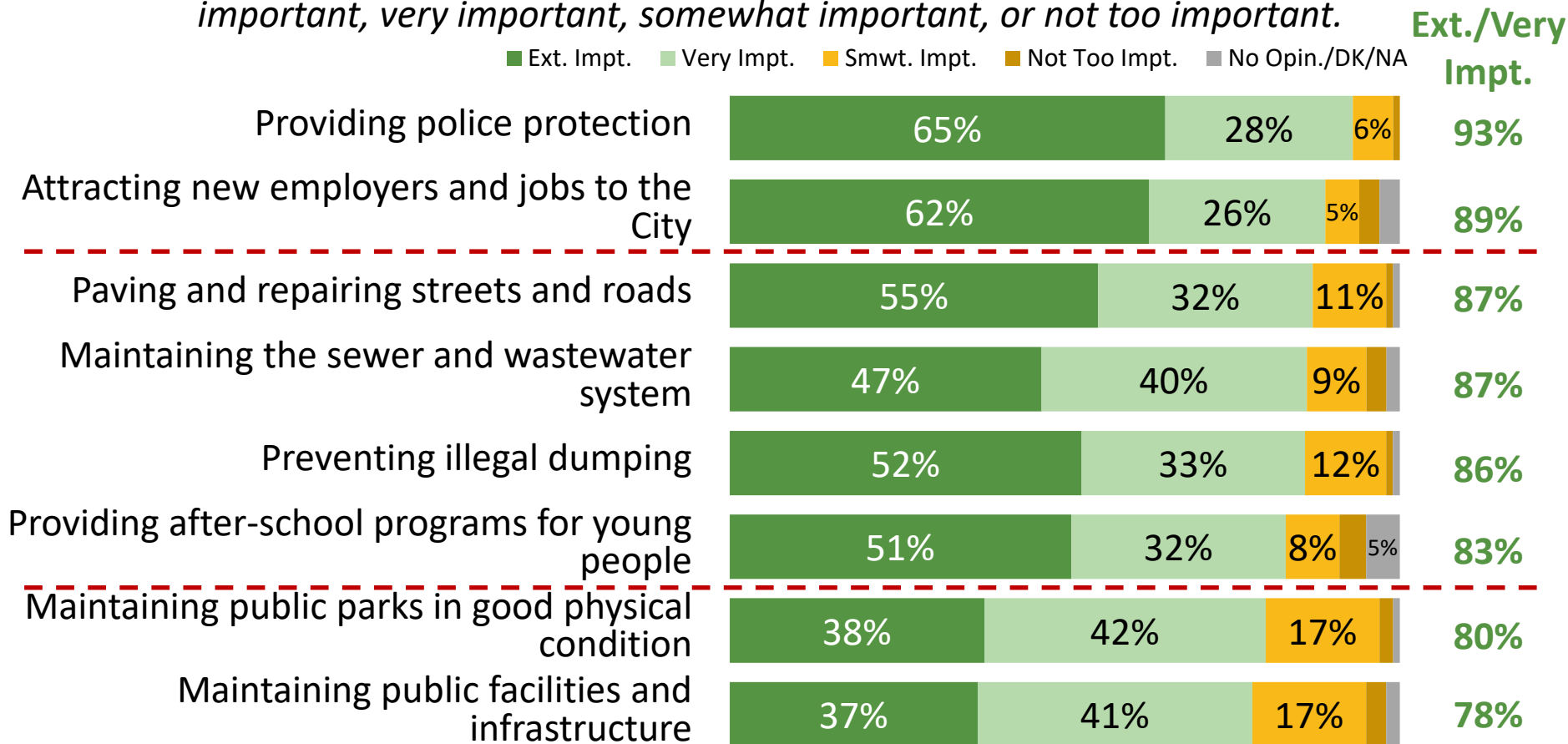
Residents give the City similar overall job ratings for providing services.

How would you rate the overall job being done by Vallejo City government in providing services to the City's residents?



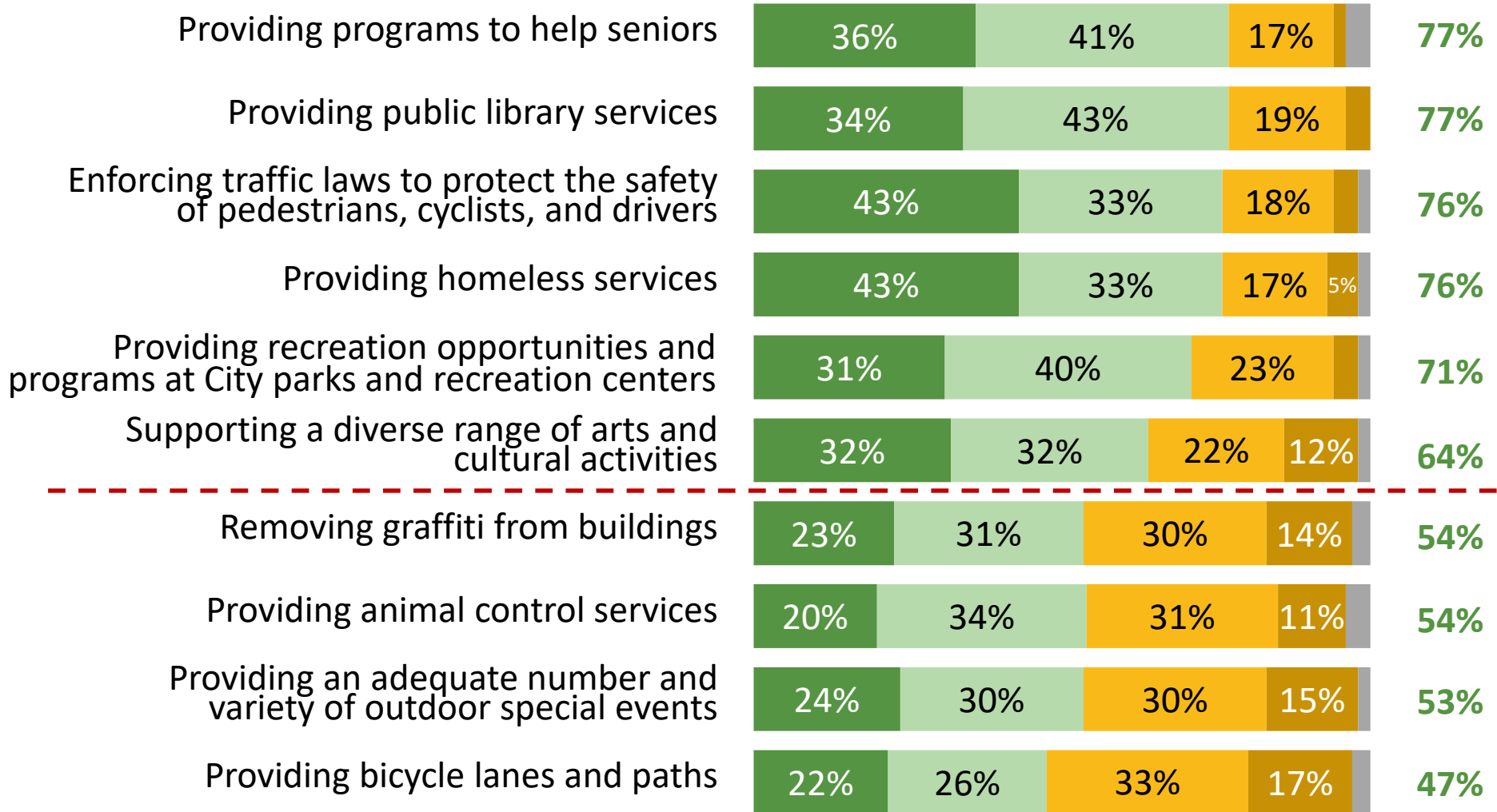
Police protection and attracting employers are residents' top priorities, closely followed by streets, sewers, illegal dumping, and after-school programs.

Let me ask you about some specific City services provided to Vallejo residents. Please tell me how important each service is to making Vallejo a good place to live: extremely important, very important, somewhat important, or not too important.



Graffiti removal, animal control, outdoor events, and bike lanes are seen as less critical.

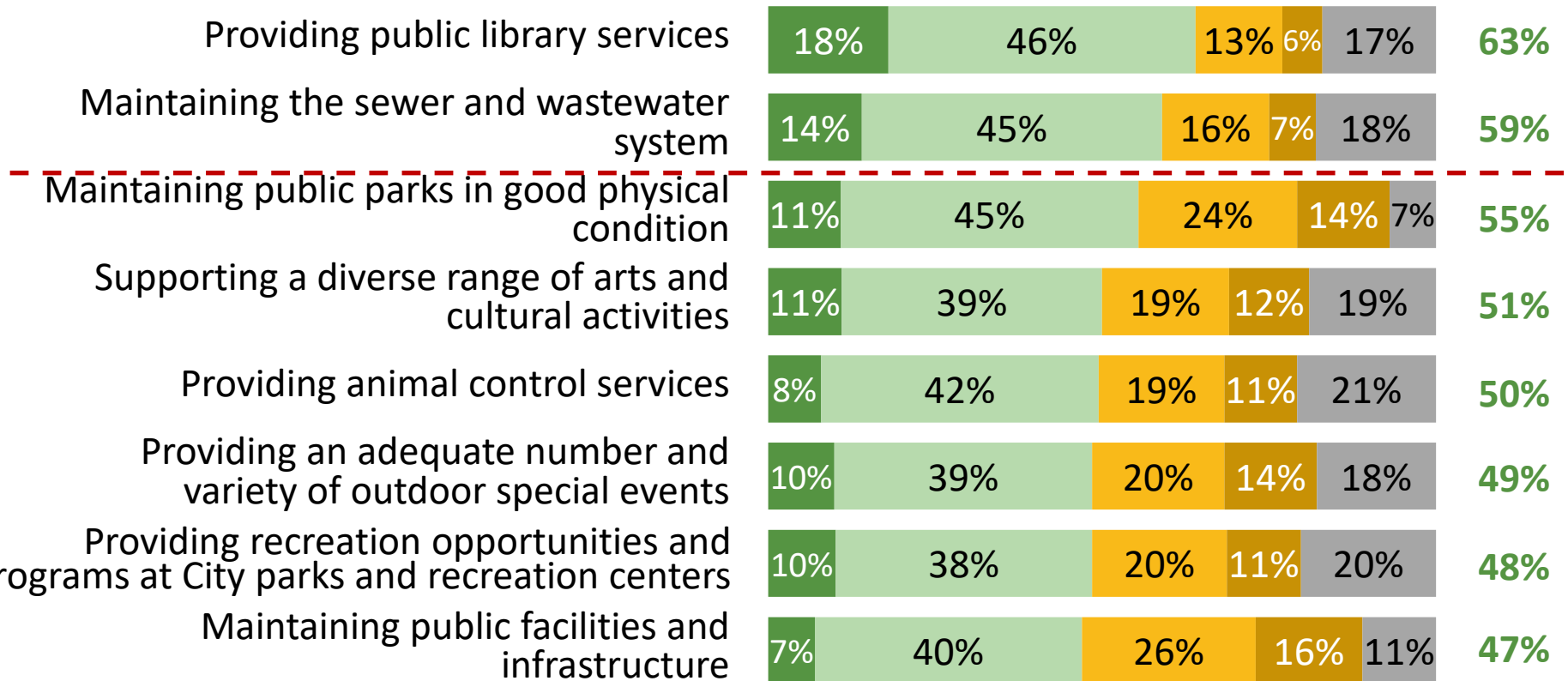
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./DK/NA **Ext./Very Impt.**



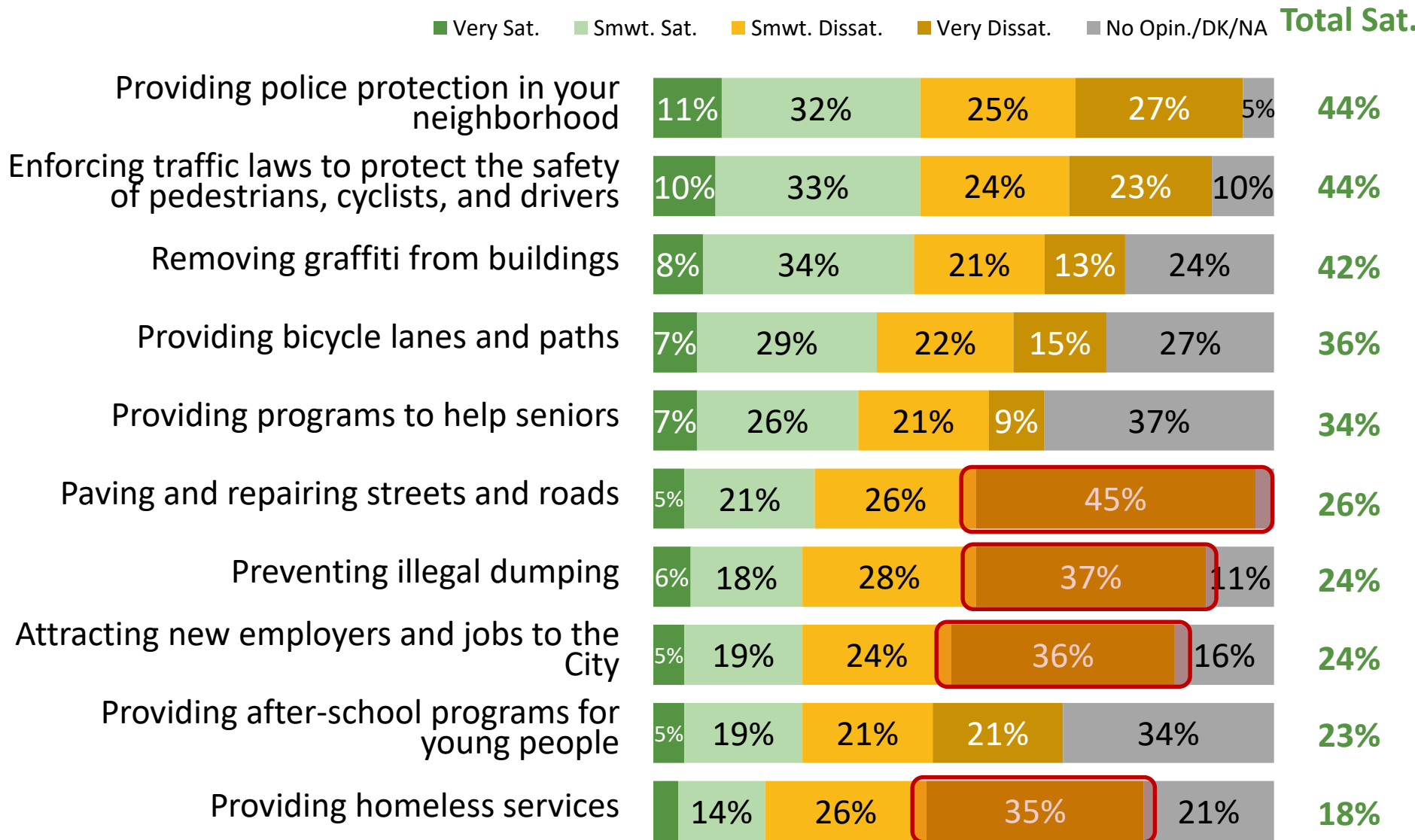
Residents are most satisfied with public library services and the wastewater system.

I am going to read you the same list of services provided to residents. This time, after I mention each one, please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

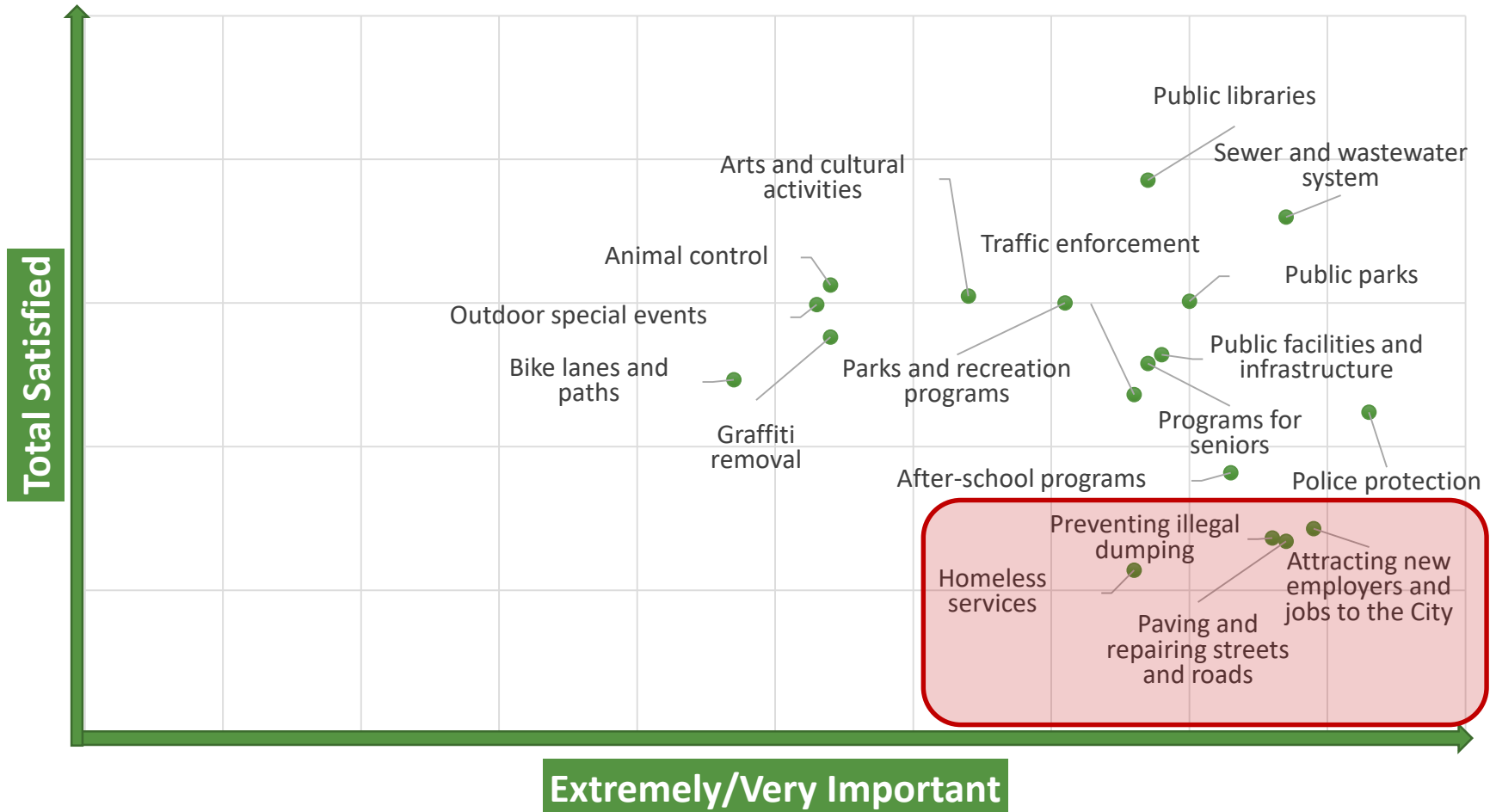
■ Very Sat. ■ Smwt. Sat. ■ Smwt. Dissat. ■ Very Dissat. ■ No Opin./DK/NA **Total Sat.**



Dissatisfaction levels are most intense for streets, illegal dumping, attracting jobs, and homeless services.



Residents are least satisfied with several of the items they identify as most important.



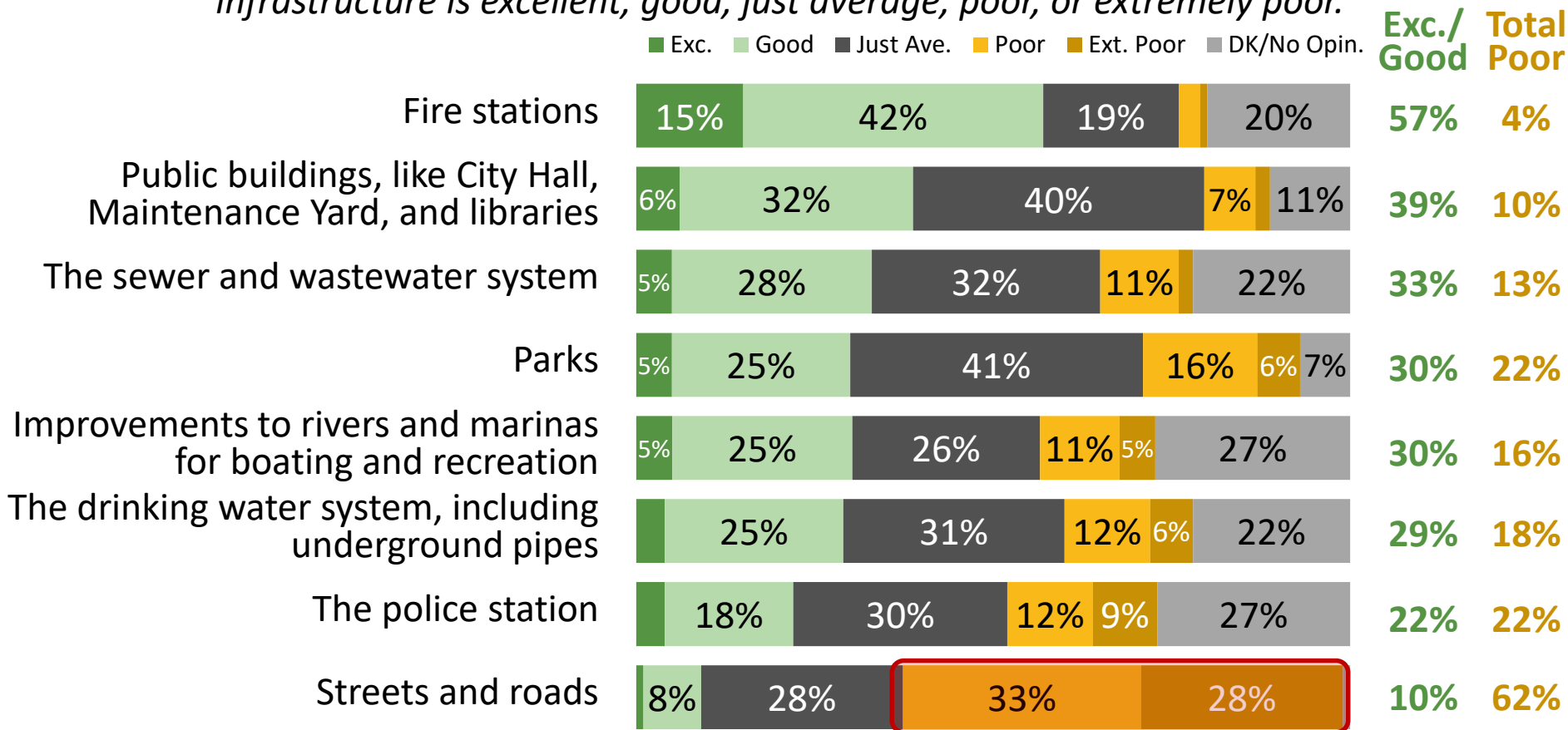
Data for satisfaction shown does not include those who said "don't know" and could not express an opinion on a given City service.



Attitudes Toward City Infrastructure

Only streets/roads are viewed particularly negatively, with few strongly held opinions about the quality of most aspects of the City's infrastructure.

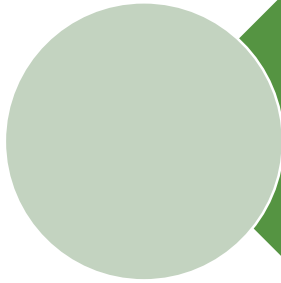
I am going to mention some different elements of Vallejo's public infrastructure. Please tell me whether you think the condition of that part of the City's infrastructure is excellent, good, just average, poor, or extremely poor.



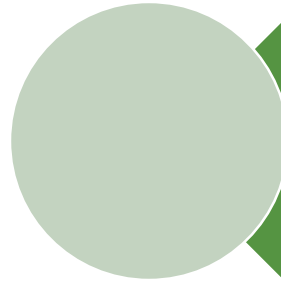


Attitudes Toward Funding City Services

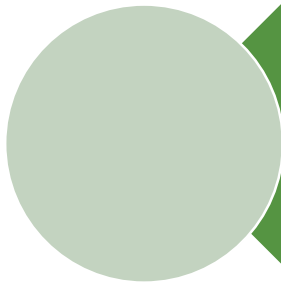
In this section...



Views on City spending and new taxes, in general

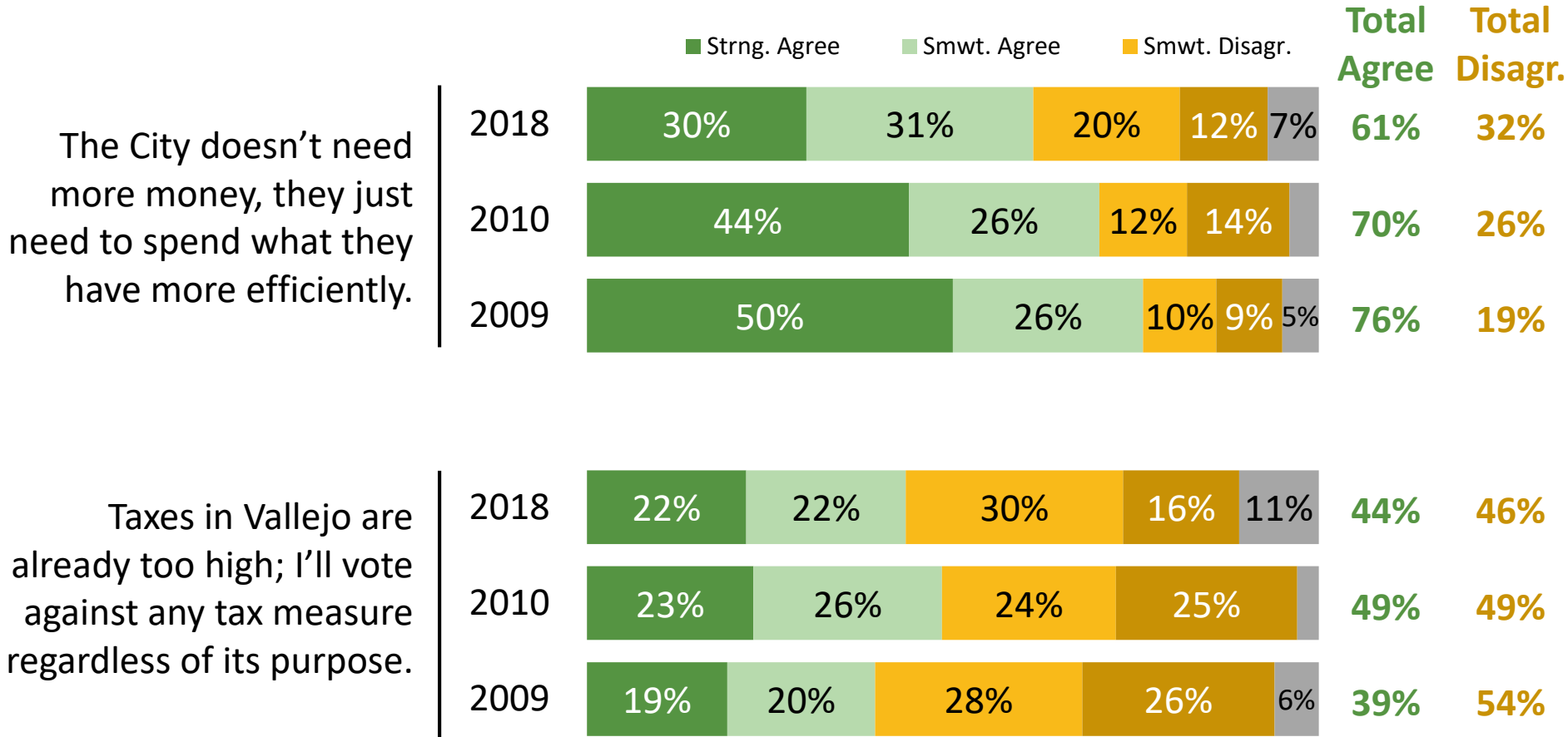


Perceptions on the need for additional funding



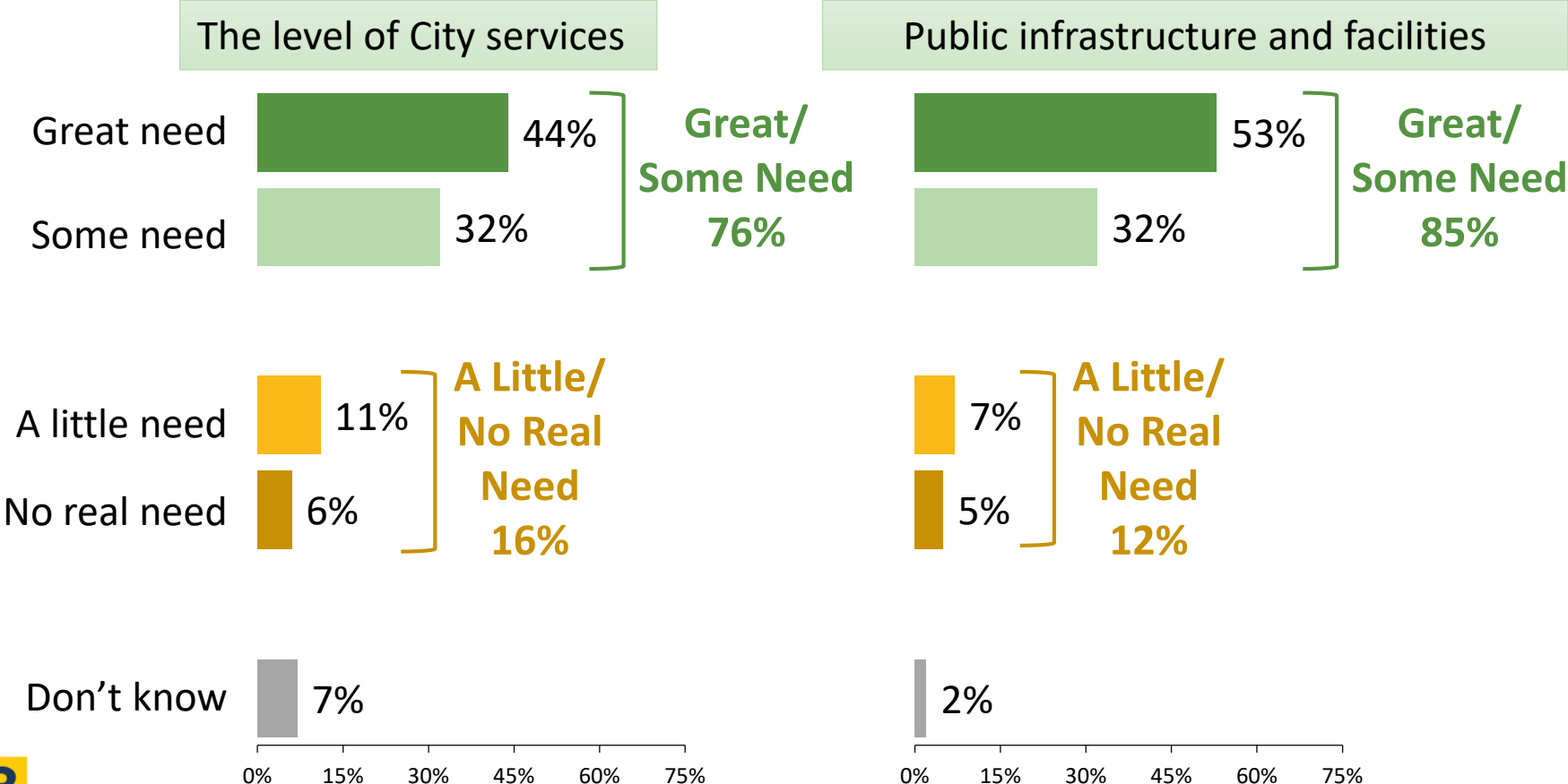
Views on new taxes specifically for public safety and infrastructure

Three in five think the City should spend its money more effectively, although residents are divided on whether taxes are too high.



However, residents see a great need in investments in City services and public infrastructure.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide _____ that Vallejo residents need and want?



Perceived Funding Need by Subgroup

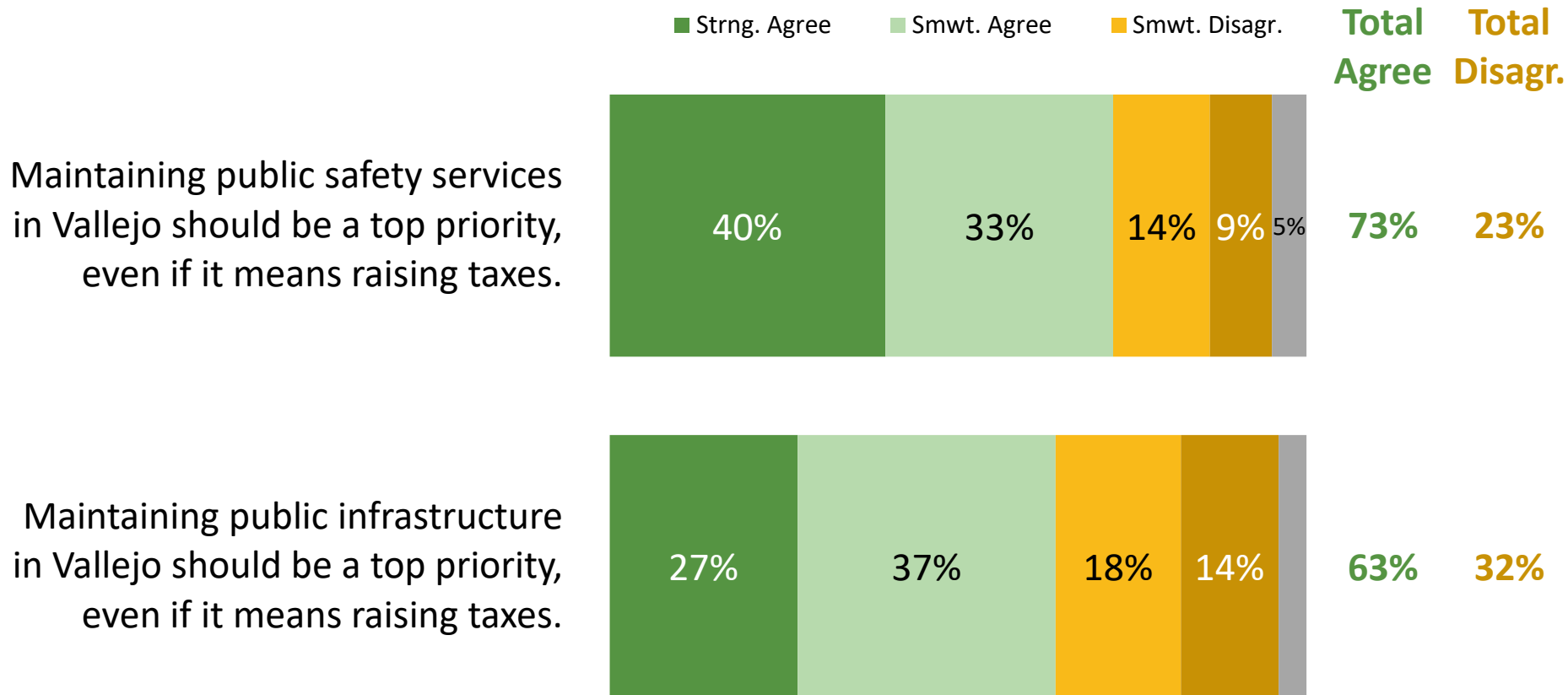
(Great Need)

Demographic Groups	City Services Funding Need	Infrastructure Funding Need
Ethnicity		
Latinos	49%	52%
African-Americans	60%	69%
Whites	33%	48%
Filipinos	36%	49%
All Residents of color	49%	55%
ZIP Code		
94589	46%	55%
94590	47%	59%
94591	40%	48%
Length of Residence		
0-4 Years	42%	53%
5-10 Years	46%	55%
11-20 Years	49%	50%
21+ Years	40%	54%
Residence		
Homeowners	38%	50%
Renters	53%	58%

Q13. In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of City services that Vallejo residents need and want?

Q14. In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to upgrade public infrastructure and facilities, like City buildings, streets and roads, and drinking water and sewer systems in Vallejo?

Majorities would support raising taxes for public safety and public infrastructure.





Conclusions

Conclusions: Life in Vallejo

- ✓ Vallejo residents are somewhat mixed on the direction of the City, holding only modestly positive views of the overall quality of life in the community, but still feeling a strong sense of pride.
- ✓ The biggest issues facing the City are seen as crime, the quality of public education, and homelessness, and many want to see more growth and development.
- ✓ Despite this, many appreciate that the City is diverse, has good weather, allows them to be themselves, and is ideally located.
- ✓ Residents also feel safe in their neighborhoods and feel optimistic about their personal financial situations.
- ✓ Majorities would recommend living in and visiting Vallejo to others, but feelings are more mixed about raising a family here.

Conclusions: City Government and Services

- ✓ Residents are more likely to hold negative-to-neutral impressions than positive impressions of City government overall and its provision of City services.
- ✓ The greatest disconnect between the importance of a service and residents' satisfactions levels with that service are street/road conditions, attracting jobs, and addressing illegal dumping.
- ✓ Furthermore, residents perceive streets and roads as the element of the City's infrastructure in most need of improvements.

Conclusions: Financial Management

- ✓ While perceptions are improved from the bankruptcy window, residents clearly feel the City has much room for improvement in its financial management.
- ✓ Furthermore, many feel the City should spend what it has more effectively and are divided on the general idea of raising taxes.
- ✓ However, large majorities feel the City needs additional revenues to provide quality services and to maintain its infrastructure.
- ✓ Majorities appear willing to overcome their misgivings and offer conceptual support for raising taxes to address public safety and infrastructure issues.



Appendix

Relevant Survey Outreach Metrics

- FM3 conducted an address-based data collection survey with interviews both online and via telephone (landlines and cell phones).
- Residents were contacted via telephone, email and postcard.
- FM3 tracked the below outcome rates for each data collection mode.

Online Data Collection
(8,882 Emailed/Mailed)
(570 Surveys Completed)

Outcome Metric	%
Response Rate	6%
Cooperation Rate	66%

Telephone Data Collection
(6,475 Called)
(250 Surveys Completed)

Outcome Metric	%
Response Rate	4%
Cooperation Rate	27%
Refusal Rate	3%