Santa Barbara County
2006 Resident Survey
RESULTS

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Assistant CEO
If you can’t measure it, you can’t manage it!
presentation purpose

- describe the survey findings
- receive and incorporate comments
- update the board on action plan
Why Conduct a Survey?

Benefits of a Survey

- Opinions gathered from a randomly selected, broad base of residents in a statistically valid manner (i.e. not just from one interest group or popular opinion)
- Unfiltered information from the public’s perspective
- Assess community needs and validates assumptions made by policy-makers and service providers
- Evaluates satisfaction with current service levels
- Sets a standard or benchmark so that improvement (or decline) can be gauged
Why Conduct a Survey?

Enhances Existing Efforts

- **Accountability, Customer-Focus and Efficiency**
  - Held accountable to the ultimate customer—the residents of the County
  - Can service delivery be more efficient and customer focused?

- **Strategic Scan**
  - Identify needs from the residents’ perspective
  - Residents’ opinions on policy plans

- **Performance Management**
  - Tool to provide measurement data
Strategic Planning System

Inputs
- Strategic Scan
- Community Participation
- Legal Mandates
- Financial Projections

Critical Strategic Issues
- Financial Stability
- Sustainable Ag/ Open Space
- Efficient Transportation
- Housing for all segments of population
- Service Delivery/ Social Services
- Accommodate Demographic Changes

Goals and Principles
- Accountability
- Customer Focus
- Efficiency

Operations
- Operating Plan
- Capital Improvement Plans
- Land Use Policies
- Human Capital Plan
- Information Technology Business Plan
- Revenue Plan

Outcomes and Evaluation
- Performance Measures
- Performance Evaluation
- Community Feedback
- Community Results

Citizen Survey

Graph with data points from 1999 to 2021
Santa Barbara Strategic Scan

Santa Barbara County Policy Model

- **Scan**
  - Identifies needs, conditions, and trends

- **County Plan Priorities**
  - Legislative policy direction

- **Structure**
  - Organizational Governance Structure
    - 1. accountability
    - 2. responsibility
    - 3. systematic decision making
    - 4. authority

- **Systems**
  - Performance Management Systems
    - 1. performance measures
    - 2. project reporting
    - 3. process improvement
    - 4. professional ethics
    - 5. effective communication

- **Policy Plans**
  - Operating Plan
  - Capital Improvement Plan
  - Land Use Policies
  - Human Capital Plan
  - Information Technology Business Plan
  - Revenue Plan

- **Core Business Areas**

- **People**
  - (staff, customers, clients, residents)
Process:

- Mailed out 3,000 surveys
- ~800 returned
- Response rate of 29% (Range is 25% to 40%)
- MOE of 95% confidence, +/-3 percentage points
Key Results: Great Place to Live

Santa Maria City Hall

Carpinteria Bluffs

Lompoc Flowers

Goleta Valley

La Purisima Mission

Santa Barbara

Santa Maria City Hall
Key Results: What Did We Learn?

- Residents’ quality of life is positive and rated more favorably than other places.
- Ranked in the 82nd Percentile as a Place to Live
- Some potential reasons for the high quality of life ratings:
  - Overall image/reputation (83rd percentile)
  - Appearance of the County (84th percentile)
  - Air quality (89th percentile)
  - Recreational opportunities (83rd percentile)
  - Educational opportunities (74th percentile)
  - Ease of Travel & Perceptions of Safety (i.e. feeling safe)
Key Results: Recreational Opportunities
Key Results: Opportunities

Percentage of Respondents that Rate the Following Opportunities within the County as Excellent or Good

- **job**: 29%
- **shopping**: 56%
- **educational**: 74%
- **recreational**: 73%
- **cultural**: 69%
Key Results: Mobility

Percentage of Respondents that Rate the Ease of Mobility in the County as Excellent or Good

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>walking</td>
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<td>bus</td>
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</tr>
<tr>
<td>car</td>
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</table>
Key Results: Safety

Percentage of Respondents that Feel Very or Somewhat Safe in Various Areas of the County

- **Parks-night**: 28%
- **Parks-day**: 81%
- **Downtown-night**: 52%
- **Downtown-day**: 86%
- **Neighborhood-night**: 73%
- **Neighborhood-day**: 91%

"Citizen Survey"
Key Results: Safety

Respondents that Were Victims of Crime

- yes: 20%
- no: 80%

Respondents that Reported Crime

- yes: 63%
- no: 35%
- don't know: 2%
Key Results: What Did We Learn?

• Some quality of life characteristics---access to affordable quality housing, child care and health care---need improvement.
• Issues Facing the County:
  • Affordable housing
  • Traffic
  • Jobs/Economic Growth
• Opinions on growth are mixed.
• 50% rated the overall quality of services as good.
• Services ratings are varied.
Key Results: Access

Percentage of Respondents that Rate the Access to Affordable Quality Services as Excellent or Good

- **Health care**: 34%
- **Child care**: 22%
- **Rentals**: 8%
- **Housing**: 8%
Key Results: Growth

Ratings of Growth

- slow: population 4, retail 26, jobs 62
- right amount: population 31, retail 43, jobs 19
- fast: population 23, retail 2, jobs 56
- don't know: population 9, retail 7, jobs 17

Citizen Survey
Key Results: Communication

Pleased with Overall Direction

- Agree: 32
- Neither: 33
- Disagree: 31
- Don't Know: 5
Key Results: Communication

Government Welcomes Resident Involvement

- 38: Agree
- 28: Disagree
- 22: Neither
- 13: Don’t Know
Key Results: Communication

Government Listens to Residents

- Agree: 15
- Neither: 26
- Disagree: 35
- Don't Know: 24
Key Results: Issues

Affordable Housing 54
Traffic/101 Widening 42
Jobs/Economic growth 25
Controlled Growth/Zoning/Planning 20
Crime/Drugs/Gangs 16
Agriculture/Environmental 14
Illegal Immigration 8
Mass Transit 7
Homelessness 7
Scan: Critical Issues

- Housing
- Efficient Transportation
- Sustainable Ag/Open Space
- Financial Stability
- Service Delivery/Social Services
- Accommodate Demographic Change
Key Results: Services
Key Results: Services

Percentage of Respondents that Rate the Quality of Service by Government Type

<table>
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<th>Positive</th>
<th>Fair</th>
<th>Poor</th>
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<tbody>
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<tr>
<td>county</td>
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<td>37</td>
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Citizen Survey
Key Results: Services

The services with the most positive (excellent + good) ratings were:

- Library: 65%, Below the Norm
- Ambulance/EMS: 61%, Similar to Norm
- Arts & Cultural Events: 61%, No Comparison
- Conducting Elections: 58%, No Comparison
- Fire Prevention/Education: 58%, Below the Norm
- Animal Control: 55%, Above the Norm
Key Results: Services

The services that were rated poor:

- Affordable housing: 64%, No Comparison
- Building & Planning Permits: 26%, No Comparison
- Street Repair: 26%, Below the Norm
- Land Use, Planning & Zoning: 21%, Below the Norm
- Services to Low-Income People: 20%, Similar to the Norm
Example: Service Decision

Land use, planning and zoning

- 4% Excellent, 19% Good, 36% Fair, 21% Poor, 21% Don’t Know
- Composite Ranking of 35 (Scale 0-100) or “Fair”
- Ranked in the 24th percentile (Below the norm)
- Action Plans to Improve Services
- Cognizant of user bias--- Is this a service that people will be unhappy with no matter what improvements are made?
- Compare ratings on the next survey to gauge improvement

Citizen Survey
Key Results: Services

County Parks

- 22% Excellent, 48% Good, 22% Fair, 3% Poor, 5% Don’t Know
- Composite Ranking of 65 (Scale 0-100) or “Good”
- Is good an acceptable rating or should more be done to increase the rating?
Key Results: Customer Service
Key Results: Customer Service

Respondents that Had Contact with County Employee

- yes: 54%
- no: 46%
Key Results: Customer Service

Respondents Rating of County Employees on Customer Service

Leadership
Project

ACE

IT Plan

Citizen Survey
Key Results: Policy

Respondents Frequency of Travel Outside the County for Various Services/Amenities

- Cultural
- Educational
- Health Care
- Retail
- Recreational
- Veterans

Questions:
- Do we need more retail opportunity?
- Are we losing sales tax $?

 Citizen Survey
Key Results: Policy

Respondents Willingness to Pay More in Sales Tax by Project

- 101 widening: 61
- Transit: 55
- Road repair: 63
- Fire protection: 58
- New jail: 30
- Open space: 39
Key Results: Policy

Respondents Rating of their Opinion on Allowing Oil & Gas Production Offshore

- Support: 55
- Oppose: 47

Existing leases:
- Support: 39
- Oppose: 31

New leases:
Action Plan

- Assess What We Have Learned and Determine Where to Go from Here
- Work With Departments to Interpret Findings, Develop Strategies, Allocate Resources As Needed and Measure Over Time
- Use Results to Confirm Critical Issues and Explore Strategies
- Tie to Leadership/Competency Plan for Executives
- Focus on Areas As Determined By The Board
Conclusion

Thank you for your time, consideration and comments.
Any questions?