



CITY OF CALISTOGA

STAFF REPORT

TO: Honorable Mayor and City Council
FROM: Zach Tusinger, Senior Planner/Assistant to the City Manager
DATE: October 15, 2019
SUBJECT: Follow-up Report on Planned Community Survey

Approved by

Michael Kirn, City Manager

DESCRIPTION:

This is an informational item providing the City Council an opportunity to review the draft Calistoga Community Survey.

RECOMMENDATION:

Receive report and provide feedback to staff regarding proposed survey questions.

BACKGROUND:

At its October 1, 2019 meeting, the Council suggested several changes to the draft survey and directed staff to bring the survey back for final review.

ANALYSIS:

During the goal setting and budgeting process earlier this calendar year, the City Council directed staff to develop a community survey for the purpose of gathering information and feedback from residents.

Community surveys are increasingly used by cities to solicit feedback from residents on a wide variety of topics including community perception, community priorities or concerns, and staff performance. The information generated by these types of surveys is useful in setting goals, developing future budgets, planning capital projects, and identifying improvements to city programs. Surveys such as this should be conducted periodically, either annually or every other year, so that results to certain questions can be compared to see trends over time.

Concerns expressed by residents through the survey can be addressed, and new concerns can be noted for possible future action by the city. As new issues arise or are

identified, additional questions can be added to (or removed from) the survey each time it is distributed.

As drafted the survey features a variety of questions related to quality of life issues and community perceptions, infrastructure, downtown, and recreation services. There are also optional demographics questions to help measure response rates from different demographics. It is important to note that the survey is completely anonymous.

Based on feedback received from the City Council at its October 1, 2019 meeting, staff has made several edits to the draft survey which include eliminating or rewording several questions, and adding survey questions pertaining to Nixle Alerts and climate change. The multiple-choice answers for several questions were also altered or simplified based on Council suggestions.

The quality of the data generated by community surveys such as this one relies heavily on a good response rate across all the city's demographics. With that in mind, the survey will be conducted primarily online in English and in Spanish with a paper option available as well. Staff will alert residents to the availability of the survey through postcards sent through the mail, links on the city's website, eNotify, the newspaper, social media, flyers, and outreach to various community groups.

If the Council approves the amended survey questions (Attachment 1), the survey would go live in mid to late October and be open through mid-November. This should maximize the opportunity for responses before the holidays, but also give staff adequate time to analyze the data before the end of the calendar year. Staff will share the survey results with the City Council and the community via a report and presentation at a future City Council meeting.

FINANCIAL IMPACT:

The survey will be conducted for less than \$2,000 using budgeted funds from Account Number 01-4114-4415, where sufficient appropriations for the purposes of this survey were put in the FY 19-20 budget. Funds will be spent on online survey software, printing, and mailing.

ATTACHMENTS:

1. Draft Community Survey Questions with Redlines Based on Suggested Edits

Demographics (anonymous)

1. How did you hear about this survey (select all that apply)

- City Website
- Social Media
- Email/[eNotify](#)
- Newspaper
- Flyer
- Word of mouth
- City Council or Planning Commission meeting
- [Utility Bill](#)/Mailer
- Television Channel 28
- Other

2. Please select your age range (select one)

- Under 25
- 26-35
- 36-50
- 51-65
- Over 65
- Choose not to answer

3. How big is your household? (select one)

- 1
- 2
- 3
- 4
- 5
- 6+
- Choose not to answer

4. Please select the range that includes your approximate gross annual household income. (select one)

- Under \$50,000
- \$50,000 to \$75,000
- \$75,000 to \$100,000
- \$100,000 to \$150,000
- \$150,000 to \$200,000
- Over \$200,000
- Choose not to answer

5. How many years have you lived in Calistoga? (select one)

- 5 or less
- 6-10
- 11-20

21-30

More than 30

I don't live in the Calistoga city limits

I don't live in the Calistoga city limits but I own property in Calistoga

I don't live in the Calistoga city limits but I work in Calistoga

6. To make sure we are hearing from a representative group of Calistoga residents, with which racial or ethnic background do you identify yourself? (select one)

Latino/Hispanic

African American/Black

Caucasian/White

Asian/Pacific Islander

Mixed Race

Other

Choose not to answer

7. What is your Calistoga residence? (select one that most closely fits)

Single-family home that I own in Calistoga

Single-family home that I rent in Calistoga

Apartment in Calistoga

Mobile home park in Calistoga

I don't live in the Calistoga city limits

~~I don't live in the Calistoga city limits but I own property in Calistoga~~

~~I don't live in the Calistoga city limits but I work in Calistoga~~

Choose not to answer

General Questions

8. Would you say things in Calistoga are generally headed in the right direction? (select one)

Heading in the right direction

Heading mostly in the right direction

Somewhat on the wrong track

Things are on the wrong track

Unsure

9. Do you feel a sense of community in Calistoga? (select one)

Yes, very much

Yes, somewhat

Not too much

Not at all

10. How do you rate the overall quality of life in Calistoga? (select one)

Excellent

Good
Fair
Poor

11. Do you feel safe in Calistoga? (select one)

Very safe
Somewhat safe
Somewhat unsafe
Very unsafe

12. Please rate your perception of City employees' courteousness and responsiveness in your most recent interaction. (select one)

Very Good
Satisfactory
Poor
Excellent
~~Good~~
Fair
~~Poor~~

Not applicable (no recent interactions)

13. Overall, how would you rate the job being done by the City of Calistoga in providing services to Calistoga residents? (select one)

Very Good
Satisfactory
Poor
Excellent
~~Good~~
Average
~~Poor~~

Don't know

14. If Calistoga could do one thing differently to improve, what would it be?

(open question to be coded)

15. What do you think is the one most serious problem facing Calistoga?

(open question to be coded)

16. How do you keep informed of local government activities (City Council, Planning Commission)? (select all that apply)

I have signed up for eNotify and get regular updates from the City
I visit the City's website
I read the local newspaper
I use social media
Word of mouth
I don't keep informed

17. How would you rate the City's efforts to address climate change? (select one)

Doing too much

Just right

Not doing enough

Not sure

I don't believe in climate change

18. As additional revenue is generated from new resorts, what should the City spend more on? (select one)

Reduction of debt

New infrastructure

New facilities

Expanded services

19. Are you signed up for Nixle Alerts? (select one)

Yes

No

(provide link to Nixle Alert sign up)

Streets Questions

2016. Describe your overall rating of the pavement condition of city streets. (select one)

Excellent

Very Good

Fair Satisfactory

Poor

2147. If given a choice between bike lanes or on-street parking, which is most important to you? (select one)

Bike lanes

On-street parking

2248. Describe your rating of traffic enforcement (speeding, stop sign violations, etc) in Calistoga. (select one)

Excellent

Very Good

Fair Satisfactory

Poor

2319. Describe your rating of the condition of sidewalks in Calistoga. (select one)

Excellent

Very Good

Fair Satisfactory

Poor

Community Development Questions

240. How satisfied are you with your current housing in Calistoga? (select one)

- Very Satisfied
- Somewhat Satisfied
- Unsatisfied
- ~~Very Unsatisfied~~
- Not applicable

251. What do you wish was available in terms of housing in Calistoga? (rank)

- More opportunities to own a home
- More available apartments
- Larger living units
- More affordable living units
- More living units closer to downtown
- ~~Nothing. Calistoga is fine the way it is~~
- Not applicable

262. Please complete this sentence: “The cost of housing in Calistoga is....” (select one)

- A serious problem.
- A problem.
- Not a problem.

~~**23. How satisfied are you with the current selection of local-serving businesses in Calistoga? (select one)**~~

- ~~Very Satisfied~~
- ~~Somewhat Satisfied~~
- ~~Unsatisfied~~
- ~~Very Unsatisfied~~
- ~~Unsure~~

274. What additional businesses else would you like to see in Calistoga?

(open question to be coded)

285. How satisfied are you with Calistoga’s downtown? (select one)

- Very Satisfied
- Somewhat Satisfied
- Unsatisfied
- ~~Very Unsatisfied~~
- Unsure

296. What are your top 3 priorities for improving the downtown? (rank 1-3)

- More landscaping and trees
- A plaza

Improved sidewalks
More parking
More seating
Fewer empty storefronts
Lighting
Remove the arcade (roof over sidewalk)
Nothing needs to be changed, it is fine the way it is
Other

Recreation Questions

3027. What activities do you or your family currently participate in in Calistoga? (select all that apply)

Basketball
Soccer
Volleyball
Tennis
Lap Swim
Aqua Aerobics
Swim Lessons
Recreational Swimming
Exercise Classes
Lengthen and Strengthen
Lunch and Learn
Youth Summer Camps

3128. Are there any new programs that you would like to see offered in Calistoga? (pick top 3)

Before and After School Programs
Arts, Drama, and/or music classes
Fitness programs; please specify
Senior focused exercise classes
New Youth Sports Programs; please specify
Outdoor and environmental education programs
Culturally Immersive programs
Running, hiking, or walking groups
Safety Courses
Special Events (festivals, movies, excursions, etc.)
Other

3229. From the list below, please rank your overall preferred recreation improvements needed to serve Calistoga: (pick top 3)

Physically upgrade existing parks, recreation facilities, paths and open spaces
Concentrate on maintaining existing parks and facilities only

Acquire more land for future parks
Develop a multi-purpose indoor recreation center
Develop more sports fields
Develop more trails and walking paths
Develop off-leash dog park
Other

330. Which of the following specific recreation facilities would you like to see? (pick top 3)

Multi-purpose indoor community/recreation/senior center
Multi-use sports fields (soccer, football, baseball, softball)
Skate park
Off leash dog park
Bocce Ball courts
A river walk (pathway along the Napa River)
A multi-purpose downtown plaza
Paved walking and biking paths
Playgrounds
Covered group picnic shelters

341. How do you find out about recreational activities for you or your family? (select all that apply)

Newspaper
School Flyers
Social media
City Website
Recreation Guide
Flyers around town
Other

352. Which of the following improvements to the Calistoga Community Pool would you most like to see? (choose one)

More shade
More landscaping
Improved locker rooms
More or improved seating or tables
More concrete and paved areas
The pool is fine how it is.
Other

363. Which of the following improvements to Pioneer Park, would you like to see? (pic top 3)

More shade structures
Improved restrooms
More or improved seating
More tables

More BBQs
Improved concrete and paved areas
Improved playground equipment
Pioneer Park is fine how it is.
Other

374. Which of the following improvements to Logvy Park, would you like to see? (pick top 3)

More shade
Bocce ball
Fencing
More or improved seating
More tables
BBQs
Improved concrete and paved areas
Playground equipment
Perimeter concrete pathway
Logvy Park is fine how it is.
Other

385. Which of the following facilities do you most visit or use? (pick top 3)

Community Pool
Pioneer Park
Logvy Park
Heather Oaks Park
Tedeschi Field
Community Center
Vine Trail
Oat Hill Mine Trail

369. Which facilities do you use or visit during the year (select all that apply)

Community Pool
Pioneer Park
Heather Oaks Park
Logvy Park
Community Center
Tedeschi Field
Vine Trail
Oat Hill Mine Trail

Other

40. Is there anything else important to you that we did not ask about? Please share below.
(open field to be coded)