



MEMORANDUM

May 27, 2014

TO: City of Belmont

FROM: Bryan Godbe
President
Godbe Research

RE: 2014 City Survey – Summary of the Results

The City of Belmont commissioned Godbe Research to conduct a telephone survey to assess resident priorities for city services. Interviews were conducted from May 6 through May 11, 2014, and the average interview time was approximately 18 minutes. A total of 304 likely November 2014 voters participated in the survey. The study parameters resulted in a margin of error of plus or minus 5.5 percent. The survey sample is representative of likely November 2014 voters in Belmont in terms of gender, age, partisanship and other demographics.

Respondents have favorable opinion of the quality of city services in Belmont:

A total of 70 percent of respondents indicated they had a very or somewhat favorable opinion of the quality of city services in Belmont, while only 18.5 percent had an unfavorable opinion. A favorable to unfavorable ratio of 3.8 to 1.

Survey results indicate residents are interested in a general utility users tax measure to maintain City services, facilities and programs.

After hearing an initial summary of a general utility users tax measure, 55.8 percent of likely November 2014 voters surveyed indicated support, exceeding the simple majority required for voter approval by nearly 6 percent.

The survey identified the most important service priorities.

The survey tested a variety of city services and the respondents' priorities are shown below in descending order of importance:

- Maintain 9-1-1 emergency response times
- Fix potholes and repairing streets, sidewalks and storm drains
- Maintain parks, open space, and sports fields
- Maintain after-school programs for children and teens

- Maintain senior services including health, nutrition and transportation programs
- Maintain water quality in creeks and the Bay
- Reduce congestion and improve safety on streets including Alameda and Ralston
- Maintain crime prevention and investigation resources
- Maintain neighborhood police patrols
- Maintain youth, gang, drug, and crime prevention programs
- Create a vibrant downtown.

The survey also found strong support for the accountability requirements.

- The measure requires mandatory financial audits, and yearly reports to the community to ensure that all funds are spent as promised
- The measure will give Belmont local control over local funds for local needs. No funds can be taken by Sacramento.

Conclusion.

Given the 56 percent base of support among voters for a City Service Maintenance Measure, we believe that the City of Belmont should continue the process of analyzing the details of a funding measure, and reaching out to the community in order to identify and meet the community's priorities.