METHODOLOGY OF STUDY

- Conducted July 26\textsuperscript{th} to August 13\textsuperscript{th}, 2018
- Mixed Methodology
  - Recruited via mail, email, and phone
  - Online and telephone data collection
  - English & Spanish
- Random sample of 451 residents
  - Balanced proportionally across quadrants of City
- Average interview length: 18 minutes
- Overall margin of error of ± 4.57%
The overall quality of life in Goleta:
- Excellent: 35.3%
- Good: 51.4%
- Fair: 10.6%
- Poor: 3.1%
- Very poor: 1.1%
- Not sure / Prefer not to answer: 11.4%

Goleta as a place to live:
- Excellent: 44.1%
- Good: 42.3%
- Fair: 11.4%
- Poor: 1.1%
- Very poor: 8.1%
- Not sure / Prefer not to answer: 6.9%

Goleta as a place to raise a family:
- Excellent: 43.5%
- Good: 38.4%
- Fair: 8.1%
- Poor: 3.1%
- Very poor: 31.6%
- Not sure / Prefer not to answer: 6.9%

Goleta as a place to work:
- Excellent: 23.2%
- Good: 45.5%
- Fair: 19.1%
- Poor: 11.0%
- Very poor: 9.4%
- Not sure / Prefer not to answer: 1.1%

Goleta as a place to retire:
- Excellent: 32.5%
- Good: 33.0%
- Fair: 14.8%
- Poor: 6.8%
- Very poor: 1.1%
- Not sure / Prefer not to answer: 11.8%
LIKE MOST ABOUT GOLETA

- Open space areas, nature preserves: 41.0%
- Small town, rural atmosphere: 15.7%
- Parks, recreation areas: 13.7%
- Beaches, ocean: 11.8%
- Not sure, can't think of anything specific: 9.2%
- Public safety, low crime: 6.0%
- Minimal traffic congestion: 5.3%
- Environment, weather: 4.2%
- Restaurants, shopping, small businesses: 3.7%
- Old Town, historic buildings: 3.1%
- Agriculture, farms: 3.1%
- Infrastructure, streets, sidewalks: 2.4%
- Everything, preserve it as-is: 2.2%
- Affordable housing: 2.2%
- Free, accessible parking: 2.0%
- Good schools: 2.0%
- Quality of life: 1.3%
- Clean, well-maintained city: 1.1%
- Public library: 0.8%
CHANGES TO IMPROVE GOLETA

- Preserve open spaces, limit growth, development: 20.2%
- Provide more affordable housing: 15.6%
- Reduce traffic congestion: 12.3%
- Improve, maintain infrastructure, roads, sidewalks: 10.2%
- Not sure, can't think of any: 7.4%
- No changes needed, everything is okay: 5.4%
- Beautify, maintain Old Town: 4.2%
- Clean, beautify beaches, ocean, parks, public areas: 3.9%
- Improve economy, jobs, business: 3.5%
- Better planning, development: 3.4%
- Improve bike lane, sidewalk safety, accessibility: 3.2%
- Improve, provide more public transportation: 3.2%
- Reduce taxes, fees: 3.2%
- Address homeless issues: 2.4%
- Address parking issues: 2.3%
- Improve, protect water supply: 2.2%
- Attract more restaurants, stores: 2.2%
- Enforce city laws: 1.9%
- Provide more events, entertainment for different ages: 1.7%
- Add more parks, rec facilities: 1.6%
- Improve public safety: 1.1%
- Improve disaster preparedness, alerts: 0.7%
- Improve budgeting, spending: 0.7%

% Respondents
OVERALL SATISFACTION

- Very satisfied: 30.7%
- Somewhat satisfied: 51.2%
- Somewhat dissatisfied: 7.3%
- Very dissatisfied: 3.4%
- Not sure: 7.1%
- Prefer not to answer: 0.2%
## SATISFACTION WITH SPECIFIC SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address homelessness</td>
<td>10.3</td>
<td>36.6</td>
<td>33.9</td>
<td>19.3</td>
</tr>
<tr>
<td>Manage traffic congestion in the City</td>
<td>15.7</td>
<td>37.5</td>
<td>27.1</td>
<td>19.7</td>
</tr>
<tr>
<td>Manage growth and development</td>
<td>17.3</td>
<td>39.6</td>
<td>18.7</td>
<td>24.4</td>
</tr>
<tr>
<td>Maintain city streets and roads</td>
<td>23.9</td>
<td>45.4</td>
<td>21.6</td>
<td>9.1</td>
</tr>
<tr>
<td>Maintain parks and recreation areas</td>
<td>30.6</td>
<td>47.7</td>
<td>18.0</td>
<td>4.4</td>
</tr>
<tr>
<td>Promote cultural and performing arts</td>
<td>24.9</td>
<td>49.2</td>
<td>23.0</td>
<td>3.3</td>
</tr>
<tr>
<td>Promote tourism</td>
<td>28.3</td>
<td>44.5</td>
<td>17.0</td>
<td>10.3</td>
</tr>
<tr>
<td>Promote environmental sustainability</td>
<td>23.1</td>
<td>56.7</td>
<td>15.0</td>
<td>5.3</td>
</tr>
<tr>
<td>Promote economic development for a healthy business community</td>
<td>25.1</td>
<td>54.1</td>
<td>14.9</td>
<td>5.9</td>
</tr>
<tr>
<td>Preserve and protect open space</td>
<td>27.8</td>
<td>42.4</td>
<td>20.4</td>
<td>9.4</td>
</tr>
<tr>
<td>Preserving community character, appearance through building, planning permits, inspections, code enforcement</td>
<td>23.9</td>
<td>45.4</td>
<td>21.6</td>
<td>9.1</td>
</tr>
<tr>
<td>Provide fire protection and prevention services</td>
<td>67.4</td>
<td>28.0</td>
<td>3.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Provide library services</td>
<td>51.1</td>
<td>43.2</td>
<td>5.2</td>
<td>1.2</td>
</tr>
<tr>
<td>Provide police and crime prevention services</td>
<td>51.2</td>
<td>42.6</td>
<td>4.6</td>
<td>1.2</td>
</tr>
<tr>
<td>Provide trash and recycling services</td>
<td>57.5</td>
<td>35.8</td>
<td>5.1</td>
<td>1.2</td>
</tr>
<tr>
<td>Provide animal control services</td>
<td>39.2</td>
<td>52.6</td>
<td>6.9</td>
<td>1.1</td>
</tr>
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<td>Provide recreation programs for all ages</td>
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<td>18.7</td>
<td>24.4</td>
</tr>
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<td>Sponsor special community events like summer concerts in the park and holiday celebrations</td>
<td>15.7</td>
<td>37.5</td>
<td>27.1</td>
<td>19.7</td>
</tr>
</tbody>
</table>
FREQUENCY OF VISITS TO OLD TOWN GOLETA

- 1-5 days per week: 35.3%
- 6-7 days per week: 14.2%
- 1-3 days per month: 30.8%
- Once every few months: 9.6%
- A few times per year: 5.2%
- Never visit Old Town: 3.8%
- Prefer not to answer: 1.2%

Source: True North Research
## PURPOSE OF OLD TOWN GOLETA VISITS

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Yes, true</th>
<th>No, false</th>
<th>Prefer not to answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go there to shop, dine, or use services</td>
<td>82.4</td>
<td>17.1</td>
<td></td>
</tr>
<tr>
<td>Visit friends and family there</td>
<td>20.1</td>
<td>79.2</td>
<td></td>
</tr>
<tr>
<td>Recreate there</td>
<td>18.9</td>
<td>78.8</td>
<td></td>
</tr>
<tr>
<td>Live there</td>
<td>10.6</td>
<td>88.1</td>
<td></td>
</tr>
<tr>
<td>Work there</td>
<td>9.8</td>
<td>88.7</td>
<td></td>
</tr>
</tbody>
</table>

% Respondents
OLD TOWN APPEARANCE

- Excellent: 2.6
- Good: 17.3
- Fair: 36.1
- Poor: 28.2
- Very poor: 15.3
- Not sure: 0.4
AREAS IN OLD TOWN IN NEED OF UPGRADES?

- Yes, Old Town needs upgrades: 88.6%
- Old Town does not need upgrades: 8.3%
- Prefer not to answer: 3.1%
# SUPPORT CHANGES TO OLD TOWN GOLETA

<table>
<thead>
<tr>
<th>Description</th>
<th>Strongly support</th>
<th>Smwt support</th>
<th>Smwt oppose</th>
<th>Strongly oppose</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upgrading the appearance of older, outdated buildings while keeping</td>
<td>61.4</td>
<td>27.9</td>
<td>4</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>with the ‘Old Town’ feel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improving the availability of parking</td>
<td>51.9</td>
<td>34.9</td>
<td>3</td>
<td>8.2</td>
<td></td>
</tr>
<tr>
<td>Making it more pedestrian and bike-friendly</td>
<td>53.9</td>
<td>30.4</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Attracting new businesses and retail stores</td>
<td>46.0</td>
<td>37.9</td>
<td>5</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Limiting parking to a two-hour maximum, which will make more parking</td>
<td>27.3</td>
<td>14.6</td>
<td>14.3</td>
<td>10.4</td>
<td></td>
</tr>
<tr>
<td>available</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Strongly support
- Smwt support
- Smwt oppose
- Strongly oppose
- DK/NA

- Limiting parking to a two-hour maximum, which will make more parking available:**

\[
\begin{array}{c|c|c|c|c|c}
\text{Limiting parking to a two-hour maximum, which will make more parking available} & \text{Strongly support} & \text{Smwt support} & \text{Smwt oppose} & \text{Strongly oppose} & \text{DK/NA} \\
\hline
61.4 & 27.9 & 4 & 3 & 3 \\
51.9 & 34.9 & 3 & 8.2 & 61.4 & 34.9 & 3 & 8.2 \\
53.9 & 30.4 & 4 & 5 & 46.0 & 37.9 & 5 & 4 \\
46.0 & 37.9 & 7.2 & 5 & 10.4 & 14.6 & 14.3 & 10.4 \\
\end{array}
\]
FUNDING PRIORITIES

- Improve the City’s ability to operate in an environmentally sustainable way: 43.7% High priority, 34.6% Medium priority
- Fund programs to reduce homelessness: 35.5% High priority, 39.3% Medium priority
- Support the development of affordable housing: 45.7% High priority, 25.6% Medium priority
- Make the City more bike and pedestrian-friendly: 31.1% High priority, 38.9% Medium priority
- Improve local library services: 20.0% High priority, 35.7% Medium priority
- Increase the variety of recreational programs offered to residents: 19.2% High priority, 36.0% Medium priority
- Renovate the Community Center: 14.8% High priority, 38.5% Medium priority
- Build an Aquatics Center: 13.1% High priority, 18.4% Medium priority
- Build a permanent City Hall: 10.8% High priority, 19.8% Medium priority
Q15 Perception of city staff...
SATISFACTION WITH CITY COMMUNICATION

- Very satisfied: 32.5
- Somewhat satisfied: 46.9
- Somewhat dissatisfied: 7.9
- Very dissatisfied: 3.9
- Prefer not to answer: 0.5
- Not sure: 8.3
<table>
<thead>
<tr>
<th>Method</th>
<th>% Very effective</th>
<th>% Somewhat effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email &amp; electronic newsletters</td>
<td>58.1</td>
<td>31.5</td>
</tr>
<tr>
<td>City website</td>
<td>37.6</td>
<td>47.8</td>
</tr>
<tr>
<td>Materials mailed directly to your house</td>
<td>33.0</td>
<td>46.3</td>
</tr>
<tr>
<td>Text messages</td>
<td>41.9</td>
<td>33.7</td>
</tr>
<tr>
<td>A smart phone application that would allow you to communicate with the City, report issues, and receive updates</td>
<td>45.6</td>
<td>28.9</td>
</tr>
<tr>
<td>Social media sites such as Facebook, Twitter, and Instagram</td>
<td>33.7</td>
<td>32.7</td>
</tr>
<tr>
<td>Town-hall style meetings</td>
<td>19.2</td>
<td>45.5</td>
</tr>
<tr>
<td>Nextdoor</td>
<td>23.0</td>
<td>26.9</td>
</tr>
<tr>
<td>Advertisements in local papers</td>
<td>9.1</td>
<td>37.0</td>
</tr>
<tr>
<td>Channel 19 - Government Access Channel</td>
<td>9.9</td>
<td>29.8</td>
</tr>
</tbody>
</table>
KEY CONCLUSIONS

- High levels of satisfaction with Goleta and the City’s performance
  - Overall quality of life
  - Overall performance in providing municipal services
  - Specific service areas
  - Resident communication
  - Customer service provided by staff

- Widespread perceived need & support for upgrading Old Town
  - Upgrading the appearance while keeping with the ‘Old Town’ feel
  - Improving parking
  - Pedestrian and bike-friendly
  - Attracting new businesses & stores
KEY CONCLUSIONS, CONTINUED

- Community priorities & opportunities:
  - Preserving open spaces & natural preserves
  - Managing growth and development
  - Reducing traffic congestion
  - Addressing homelessness
  - Providing affordable housing
  - Preserving the community character of the City