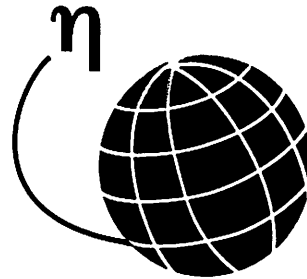


Godbe Research & Analysis



DRAFT

Survey of Voters

**Conducted for
the City of Clayton**

April 2001

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Introduction

Godbe Research & Analysis (GRA) is pleased to present the results of a public opinion research project conducted for the City of Clayton. This report is organized into the following sections:

Executive Summary

The *Executive Summary* includes key findings from the survey and a *Conclusions & Recommendations* section, which details our recommended course of action based on the survey results.

Methodology

The *Methodology* section explains the methodology used to conduct this type of survey research. This section also explains how to use the detailed crosstabulation tables in Appendix B.

Summary of Results

In the body of the report we present a question-by-question analysis of the survey. The discussion is organized into the following sections:

- City Satisfaction
- City Services
- Importance/Satisfaction Matrix
- Park Proposal - First Ballot Test
- Arguments Surrounding Park Proposal
- Size of Proposed Park
- Park Proposal - Second Ballot Test
- GHAD Proposal
- City-Resident Communication
- Other Issues
- Demographic Information

Appendices

We have included the following three appendices:

- *Appendix A*, which presents the questionnaire and topline data.
- *Appendix B*, which presents the computer-generated crosstabulations.
- *Appendix C*, which presents the verbatim responses to open end questions.

Executive Summary

Key Findings

Based on an analysis of the survey data, GRA offers the of Clayton the following key findings:

City Satisfaction

Eighty-eight percent of Clayton residents surveyed indicated that they were either 'very satisfied' (49%) or 'somewhat satisfied' (39%) with the job the City of Clayton is doing to provide municipal services and maintaining public facilities. The remaining 12 percent were either 'somewhat dissatisfied' (5%), 'very dissatisfied' (3%), or undecided or declined to state their opinions (4%).

City Services

'Providing trash services' and 'Maintaining major streets' were rated as the most important City services, followed by 'Maintaining residential streets', 'Reducing crime', and 'Keeping streets clean'. The City service that received the lowest importance ranking was 'Increasing library hours'. However, it is important to note that all the services received importance ranking of 1.98 and higher, thus indicating, that, overall, respondents perceived all the services as ranging from somewhat to very important.

Voters were most satisfied with the City's efforts to 'Reduce crime'. They were also more than 'somewhat satisfied' with the City's efforts to 'Keep streets clean', 'Improve street landscaping', and 'Provide trash services'. Of the services tested, voters were least satisfied with the City's efforts to 'Increase library hours', 'Prevent tax increases', and 'Develop recreational programs'.

Based on the comparison between the importance and satisfaction ratings for the following resources, programs, and services, the following represent the greatest opportunity for improvement: 'Maintaining local streets', 'Providing trash services', 'Maintaining residential streets', 'Preventing tax increases', 'Preventing storm and landslide damage', and 'Providing storm and landslide damage'. Although both 'Maintaining local streets' and 'Providing trash services' were above average in both importance and satisfaction, we believe that these services also represent an good opportunity for improvement for two reasons. One, there was lower satisfaction levels for these services compared to the other items with above average importance and two, these areas also contributed to respondents' general satisfaction with the City of Clayton (Q3).

Examining the importance and satisfaction scores also affords an opportunity to identify which City services should at least be maintained at the level they are at now (i.e., those services that received high importance *and* high satisfaction scores). These services included 'Reducing crime' and 'Keeping streets clean'

Park Proposal - First Ballot Test

Approximately 38 percent of respondents indicated that they support leaving the Grove property as it is ('definitely support': 20% and 'probably support': 18%). Alternatively, 56 percent of respondents opposed leaving the Grove property as it is ('definitely oppose': 37% and 'probably oppose': 19%). It is important to note that an almost equal percent of respondents indicated that they would 'definitely oppose' leaving the property as it is compared to the percentage of respondents that either definitely or probably supported leaving the property as is ('definitely oppose': 37% and 'definitely support' *and* 'probably support': 38%).

The majority of respondents supported building a park on at least half of the Grove property and to have the other portion developed into retail and commercial buildings to generate the money needed to maintain the park ('definitely support': 27% and 'probably support': 34%). At this point in the survey, respondents were more supportive of the plan to build a park and retail/commercial buildings on the Grove property than the plan to leave the Grove property as it is.

Arguments Surrounding Park Proposal

The arguments that had the greatest positive impact on respondents' support for the proposal to build a park on half the Grove property and developing commercial retail buildings on the rest of the property were 'The architectural design of the commercial buildings will be restricted to reserve the traditional appearance of the downtown area' (0.90), 'The park portion will still have a gazebo, public restrooms, a water feature, pathways, picnic tables, and trees' (0.73), and 'The park and commercial facilities will bring people to the downtown area, which may increase local business' (0.70). The arguments that had a negative impact on support for the park proposal were 'Using a portion of the property for commercial retail will critically limit the space available for a park' (-0.43) and 'Using part of the property for commercial retail will increase traffic congestion in Downtown Clayton' (-0.29).

Size of Proposed Park

An inverse relationship emerged between percentage of commercial retail space and support for the plan. In other words, support for the proposal increased as the size of the commercial retail space decreased. Specifically, 60 percent supported the proposal at 30 percent, 56 percent supported the proposal at 40 percent, and 53 percent supported the proposal at 50 percent.

Park Proposal - Second Ballot Test

Approximately 39 percent of respondents supported the plan to leave the property as it is ('definitely support': 24% and 'probably support': 16%). However, the majority of respondents continued to oppose this option ('definitely oppose': 37% and 'probably oppose': 20%).

The majority of respondents continued to be supportive of the proposal to develop a park and commercial/retail buildings at the Grove property ('definitely support': 34% and 'probably support': 26%). Alternatively, 26 percent definitely opposed the plan and 10 percent probably opposed the plan.

GHAD Proposal

Almost 38 percent of Oakhurst respondents had a high level of concern, 23 percent had a medium level of concern and 38 percent had a low level of concern that a landslide and/or soil movement will occur in their neighborhood in the next five years.

Forty six percent of respondents support an GHAD assessment increase and 42 percent oppose the assessment. In addition, a larger percentage of respondents indicated that they would 'definitely oppose' the GHAD assessment increase compared to the percentage of respondents who would 'definitely support' the GHAD assessment increase. Emphasizing that the problem of landslide/soil movement still could occur in any Oakhurst neighborhood had a positive impact on support for the GHAD assessment increase. Specifically, support for the GHAD assessment increased nine percentage points from 46 to 55 percent after the fact that the problem still exists was emphasized. The greatest movement occurred out of the definitely oppose and the 'Don't Know' category (i.e., 5-6%).

City-Resident Communication

The vast majority of respondents were satisfied with the City's communication efforts ('very satisfied': 46% and 'somewhat satisfied': 39%). Approximately eight percent were 'somewhat dissatisfied' and another four percent were 'very dissatisfied' with the City's efforts to communicate with Clayton residents.

The *Clayton Pioneer* was the predominant source that respondents used to find out about local news and programming (59%), followed by the City newsletter (48%) and the *Contra Costa Times* (26%). A smaller number of respondents reported using the *Concord Transcript* (8%) and 'Friends/Acquaintances' (7%). In addition, a very large percentage of reported having Internet and over half of them would be interested in reading the City's newsletter on the Internet

Other Issues

Respondents were most supportive of building a restaurant on the vacant property across from the new fire station at Clayton Road and Center Street, followed by building commercial retail space. Conversely, respondents were least supportive of building a full service gas station with a convenience store and mechanic shop.

Conclusions & Recommendations

Based on the research objectives for this study and the findings of the analyses, GRA is pleased to offer the following conclusions and recommendations:

City Satisfaction

In general, respondents were very satisfied with the City of Clayton's overall efforts to provide municipal services and maintain public facilities. A combined 88 percent stated they were either 'very satisfied' or 'somewhat satisfied' with the City's performance in general. This result is comparable to the results of a similar question asked in a 1999 citizen survey conducted by the City.

Approximately 41 percent of respondents either provided a general positive comment or did not provide a specific reason for their satisfaction. However, the specific reason offered by the largest percentage of respondents for their satisfaction with Clayton was related to the responsiveness and effectiveness of City government. The other reasons given were primarily related to City services including maintenance of roads, cleanliness of City, landscaping, and maintenance of parks and recreation facilities. In other words, residents were aware and were appreciative of the City's efforts in these areas. Respondents who were dissatisfied with the City's efforts to provide services and maintain public facilities were also asked to elaborate on the source of their dissatisfaction. The most frequently reported reason for dissatisfaction was that the City should make better use of their resources. It is important however to keep in mind that only eight percent of respondents (i.e., 25 respondents) indicated that they were dissatisfied.

Even with a high level of overall satisfaction, the survey provides information that the City can use in the upcoming months and years to continue to satisfy its citizens and possibly boost performance even higher. By providing their perceived importance of, as well as their level of satisfaction with municipal services, Clayton voters identified several areas where the City has an opportunity to improve specific services. The areas that represented the greatest opportunity for improvement included maintaining major and residential streets, providing trash and recycling services, preventing storm and landslide damage, and preventing tax increases. Examining the importance and satisfaction scores also affords an opportunity to identify which City services should at least be maintained at the level they are at now (i.e., those services that received high importance *and* high satisfaction scores). These services included reducing crime and keeping streets clean.

Park Proposal

Overall, the majority of respondents support the proposal to build a park and developing half the Grove property into commercial retail buildings to pay for the development and maintenance of the park at the Grove property (park proposal). There was greater support for the park proposal than there was support for leaving the Grove property as it is. Despite the greater support for the park proposal compared to leaving the Grove property as is, there was a decrease in support for the park proposal at the second ballot test among some groups that

initially supported the park proposal (i.e., at first ballot test). Specifically, respondents with children less than six years old were the most supportive of the park proposal at the first ballot test. At the second ballot, not only did this group experience a decrease in support between ballot tests, they were no longer the most supportive. Moreover, there was increase in support for leaving the Grove property as it is at the second ballot test among respondents with children under 19. In fact, support for leaving the Grove property as it is was greater among some respondents with children compared to the support among respondents without children.

The decrease in support among groups that were originally in favor of the park proposal could be a result of having the negative impact of the commercial space on the park space emphasized. Specifically, the argument that 'using portion of the property for commercial retail will critically limit the space available for a park' had a greater negative impact on respondents with children compared to respondents without children. Therefore it is important to communicate the benefits of the park (regardless of the size) as well as the commercial development to residents.

The combined results from the survey also provided insight regarding respondents' general opinions of parks and development in the City of Clayton. Overall, respondents perceived the park situation in Clayton favorably. Specifically, improving parks and recreation facilities was perceived as below average in importance and a little above average in satisfaction compared to other City services. In addition, some respondents were satisfied with Clayton *because* of the parks in Clayton and one respondent felt that Clayton worries too much about parks. With respect to development, respondents appreciated Clayton's small town look and feel. Some respondents were satisfied with Clayton *because* of the manner Clayton is handling development. In fact, one respondent indicated he was satisfied because the City is 'having new development blend with old development'. These results suggest a tolerance for development as long as the development does not compromise the character of Clayton. This is consistent with the positive impact of the argument that the 'architectural design of the commercial buildings will be restricted to preserve the appearance of the downtown area' on support for the park proposal.

Overall, it is important to communicate the benefits of the park (regardless of size) and the commercial development to residents. Specifically, the information should inform residents how the park and the buildings will enhance the small town feeling of Clayton and not detract from it.

GHAD Assessment Increase

There was limited support among Oakhurst residents for the GHAD assessment increase. The support levels increased when the fact that the problem of landslides/soil movements still exists and could occur in any part of Oakhurst was emphasized to respondents. Therefore, explaining the extent of the problem to respondents has a positive effect.

For this particular issue, the timing of the survey is important. First, data collection occurred soon after the GHAD newsletter was delivered to Oakhurst residents. Second, there was less than average precipitation levels this year. Despite the timing of the newsletter in relation to data collection, the problem of landslides/soil movement may not have been too salient to individuals. Therefore, in this context, it is going to take an additional effort to increase awareness of the current landslide/soil movement situation and the need for a GHAD assessment increase.

*The Importance of City - Resident
Communication*

Clayton voters expressed a high level of satisfaction with the City's efforts to communicate with its residents with approximately 85 percent indicating that they were satisfied. The most commonly used media sources that Clayton voters used to find out about local news and programming were the *Clayton Pioneer*, City Newsletter, and the *Contra Costa Times*. The survey also found that the vast majority of Clayton voters have access to the Internet and that over half would be interested in reading the City newsletter on the Internet. Given the high Internet access and the interest in reading about local news and programming on the Internet, the Internet represents another medium by which the City of Clayton can communicate with residents. It is our understanding that the City of Clayton's website is currently under construction. It has been our experience that lack of public usage is not a factor of content, but of awareness. Therefore, the completion of the City website represents an opportunity to increase awareness of the City's new and improved website. Specifically, GRA recommends that the City publish the URL of the web site in its local newspapers, City newsletters, and on local television channels providing examples of the information available there and inviting residents to visit the City's new website.

Methodology

Research Objectives

At the outset of this project, the City of Clayton and GRA identified several research objectives for this study. Viewed broadly, the City of Clayton was interested in using survey research to:

- determine voters' overall satisfaction with the City's efforts to provide municipal services and their impression of various issues in the City;
- ascertain both the level of importance and the degree of satisfaction voters assign to City services;
- assess support for different proposals for the Grove property and a GHAD assessment increase
- identify what voters' support for different types of development on City owned property
- determine the effectiveness of the City's communication with citizens *and*
- profile the demographic, attitudinal, and behavioral characteristics of voters in the City of Clayton.

Sample Description

Table 1 briefly outlines the methodology employed in this project. A total of 300 registered voters completed the survey, representing a total universe of 7,411 registered voters in the City of Clayton¹. Interviews were conducted April 24 through April 29, 2001, and each interview typically lasted 15 minutes..

Table 1. Methodology

| | |
|------------------|--|
| Technique | Telephone Interviewing |
| Interview Length | 15 Minutes |
| Universe | Registered voters in the City of Clayton |
| Field Dates | April 24 through 29, 2001 |
| Sample Size | 300 |

¹Throughout the report, respondents are identified as residents or voters.

Naming Conventions

The following naming and abbreviation conventions are referred to frequently in the body of the report:

Table 2. Naming and Abbreviation Conventions

| | |
|-----------------------|---|
| Length of Residence | Residents indicated the number of years they have lived in Clayton, '<1 year', '1 to <5 years', '5 to <10 years', '10 to <15 years', or '15+ years'. |
| Children Under Age 18 | Respondents were classified according to ages of children under 18 in their households, '< 6 years', '6-10 years', '11-13 years', '14-17 years', or 'none'. |
| Gender | Male and female respondents are identified by their appropriate labels. |
| Age | Individuals were grouped into one of the following age brackets: '18 - 29 years', '30 - 39 years', '40 - 49 years', '50 - 64 years', and '65+ years'. |
| Neighborhood | Individuals were grouped according to whether they live in Oakhurst ('Oakhurst') or in another part of Clayton ('Other'). |
| Party | Individuals were placed into their affiliated political party: Democrat, Republican, Other, or DTS (Declined to State). |
| Times Voted | Individuals were grouped based on how many times they had voted in the last eight major elections since 1994. |
| Times Voted Absentee | Individuals were grouped based on how many times they had voted by mail in the last eight major elections since 1994. |
| Household Party Type | Individuals were grouped into the following household party types: 'Dem (1)'--one Democrat in the household, 'Dem (2+)'--two or more Democrats, 'Rep (1)'--one Republican, 'Rep (2+)'--two or more Republicans, 'Other'--Other partisans, 'Dem and Rep' --both a Democrat and a Republican, or 'Mixed' -- household members who differ in their partisanship. |

Randomization of Questions

To avoid the problem of systematic position bias -- where the order in which a series of questions is asked systematically influences the answers to some of the questions -- several of the questions in this survey were randomized such that respondents were not consistently asked the questions in the same order. The series of items in Questions 5, 6, 8, and 11 were randomized to avoid the systematic position bias.

Understanding the 'Margin of Error'

Because a survey typically interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some difference between a sample and the population from which it was drawn. For example, researchers might collect information from 400 adults in a town of 15,000 people. Because not all people in the population were surveyed, there are bound to be differences between the results obtained from interviewing the sample respondents and the results that would be obtained if

all people in the population were interviewed. These differences are known as ‘sampling error’, and they are to be expected to occur regardless of how scientifically the sample has been selected. Sampling error is determined by four factors: the size of the population, the chosen sample size, a confidence level and the dispersion of responses to a survey.

The following table shows the possible sampling variation that applies to a percentage result reported from a probability type sample. If a sample of 300 residents is drawn from all registered voters in the City of Clayton, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained if the interviews had been conducted with all persons in the universe represented in the sample.

Table 3. Guide to Statistical Significance

| n | Distribution of Responses | | | | |
|------|---------------------------|-----------|-----------|-----------|-----------|
| | 90% / 10% | 80% / 20% | 70% / 30% | 60% / 40% | 50% / 50% |
| 1000 | 1.73% | 2.30% | 2.64% | 2.82% | 2.88% |
| 900 | 1.83% | 2.44% | 2.80% | 2.99% | 3.06% |
| 800 | 1.96% | 2.61% | 2.99% | 3.20% | 3.27% |
| 700 | 2.11% | 2.82% | 3.23% | 3.45% | 3.52% |
| 600 | 2.30% | 3.06% | 3.51% | 3.75% | 3.83% |
| 500 | 2.54% | 3.38% | 3.88% | 4.14% | 4.23% |
| 400 | 2.86% | 3.81% | 4.36% | 4.67% | 4.76% |
| 300 | 3.32% | 4.43% | 5.08% | 5.43% | 5.54% |
| 200 | 4.10% | 5.47% | 6.26% | 6.70% | 6.83% |
| 100 | 5.84% | 7.79% | 8.92% | 9.54% | 9.73% |
| 50 | 8.29% | 11.05% | 12.66% | 13.53% | 13.81% |

As the table indicates, the maximum margin of error for all topline responses is between 3.32 and 5.54 percent for survey. This means that for a given question with dichotomous response options answered by all 300 respondents in the City of Clayton, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the total population is no greater than 5.52 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 44.48 percent and 55.52 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The 5.54 percent number refers to dichotomous questions, such as yes/no questions, where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a

response in which 10 percent of respondents say yes and 90 percent say no, then the margin of error would be no greater than *3.32 percent*. As the number of respondents in a particular subgroup (e.g., gender) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, GRA cautions against generalizing the results for subgroups that are composed of 30 or fewer respondents.

How to Read a Crosstabulation Table

The questions discussed and analyzed in this report comprise a subset of the various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix C. These crosstabulation tables provide detailed information on the responses to each question by all demographic groups that were assessed in the survey. A typical crosstabulation table looks like this:

Table 4. General City Satisfaction by Gender

| | Overall | Gender | |
|-----------------------|--------------|-------------|-------------|
| | | Male | Female |
| Base | 307 | 148 | 159 |
| Very satisfied | 150 49.0% | 67 45.6% | 83 52.1% |
| Somewhat satisfied | 120 39.0% | 60 40.4% | 60 37.8% |
| Somewhat dissatisfied | 15 5.0% | 10 6.7% | 6 3.5% |
| Very dissatisfied | 10 3.4% | 5 3.3% | 6 3.5% |
| DK/NA | 11 3.6% | 6 4.0% | 5 3.1% |

A short description of the item appears at the top of the table. The sample size (in this case n=307) is presented in the first column of data under 'Overall'. The results to each possible answer choice of all respondents are also presented in the first column of data under 'Overall'. The aggregate number of respondents in each answer category is presented as a whole number, and the percentage of the entire sample that this number represents is just below the whole number. For example, among overall respondents, 150 people indicated that they were very satisfied with the job the City of Clayton is doing, and 150 represents 49.0 percent of the total sample size of 307. Next to the 'Overall' column are other columns representing opinions of males and females. The data from these columns are read in exactly the same fashion as the data in the 'Overall' column, although each group makes up a smaller percentage of the entire sample.

Understanding a 'Mean'

In addition to analysis of response percentages, many results will be discussed with respect to a descriptive 'mean'. 'Means' can be thought of as 'averages'. To derive a mean that represents perceived importance of City services (Q5), for example, a number value is first

assigned to each response category (e.g., 'very important' = +3, 'somewhat important' = +2, 'not too important' = +1, and 'not at all important' = 0). The answer of each respondent is then assigned the corresponding number (from 0 to +3 in this example). Finally, all respondents' answers are averaged to produce a final number that reflects average perceived importance of public safety services. The resulting mean makes interpretation of the data considerably easier.

How to Read a 'Means' Table

In tables and charts for Questions 5, 6, and 8 in the survey, the reader will find mean scores that represent answers given by the respondent. The mean score represents the average response of each group. The table below shows the scales for each corresponding question. Responses of 'don't know' and 'no answer' are not included in calculating the means for any question.

Table 5. 'Means' Questions and Corresponding Scales

| Question | Measure | Scale | Values |
|----------|---------------------------------|----------|---|
| 5 | Importance of city services | 0 to +3 | 0 = not at all important +1 = not too important +2 = somewhat important +3 = very important |
| 6 | Satisfaction with city services | -2 to +2 | -2 = very dissatisfied -1 = somewhat dissatisfied +1 = somewhat satisfied +2 = very satisfied |
| 8 | Likelihood of support | -2 to +2 | -2 = much less likely -1 = somewhat less likely 0 = no effect +1 = somewhat more likely +2 = much more likely |

A Note on the Tables

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. For the purposes of discussion, however, conventional rounding rules are applied, with numbers that include .5 or higher rounded to the next highest whole number and numbers that include .4 or lower rounded to the next lowest whole number. Because of this rounding, the reader may notice that percentages in the discussion may not sum to 100 percent. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to software requirements that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.

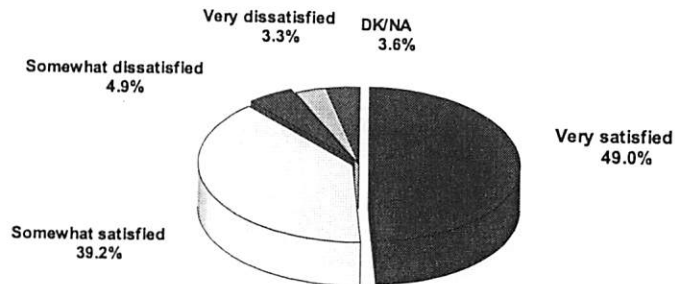
City Satisfaction

The first substantive question of the survey asked respondents to indicate whether they were satisfied or dissatisfied with the overall job the City of Clayton is doing to provide city services and maintain public facilities. Because this question did not reference a specific municipal program or service and requested that the respondent consider the City's performance in general, the responses to the question can be viewed as an overall performance rating for the City.

Q2. Overall, are you satisfied or dissatisfied with the job the City of Clayton is doing to provide City services and maintain public facilities?

As shown in Figure 1, 88 percent of Clayton residents surveyed indicated that they were either 'very satisfied' (49%) or 'somewhat satisfied' (39%) with the job the City of Clayton is doing to provide municipal services and maintain public facilities. The remaining 12 percent were either 'somewhat dissatisfied' (5%), 'very dissatisfied' (3%), or undecided or declined to state their opinions (4%). These results are comparable to the results of a similar question asked in a 1999 survey conducted by the City.

Figure 1. General City Satisfaction



As shown in Table 6, a clear relationship did not emerge between length of residence and satisfaction with the City.

Table 6. General City Satisfaction by Years Living in Clayton

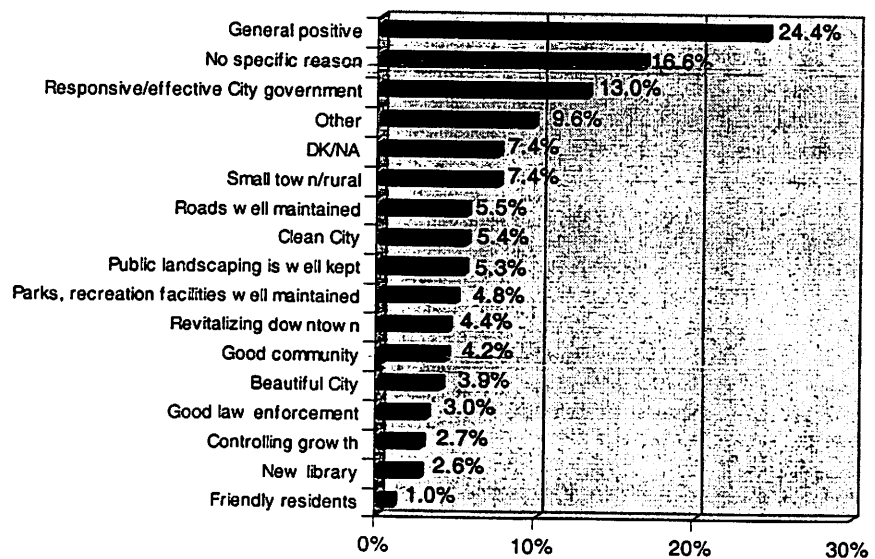
| | Overall | Length of Residence | | | | |
|-----------------------|--------------|---------------------|----------------|-----------------|------------------|-------------|
| | | < 1 year | 1 to < 5 years | 5 to < 10 years | 10 to < 15 years | 15 + years |
| Base | 307 | 16 | 94 | 76 | 43 | 78 |
| Very satisfied | 150 49.0% | 7 43.3% | 49 51.9% | 41 54.2% | 17 39.9% | 36 46.6% |
| Somewhat satisfied | 120 39.0% | 7 42.1% | 34 36.6% | 31 40.5% | 20 45.5% | 28 36.2% |
| Somewhat dissatisfied | 15 5.0% | 1 7.3% | 4 4.1% | 3 4.1% | 4 9.3% | 3 4.2% |
| Very dissatisfied | 10 3.4% | - | 2 2.0% | - | 2 5.3% | 6 8.0% |
| DK/NA | 11 3.6% | 1 7.3% | 5 5.4% | 1 1.2% | - | 4 5.0% |

Respondents were next asked their specific reason for either their satisfaction or dissatisfaction with the job the City of Clayton is doing to provide City services and maintain public facilities (based on responses to Q2). These questions were presented in an open-ended format, which means that respondents were free to mention any attribute without being constrained to choose from a list. Asking these questions in an open-ended format is also a useful way to assess the salience of the attribute to the respondent. Asking questions of this type early in the questionnaire also avoided influencing respondents' answer with the line of questions that might have preceded it. Once data collection was completed, responses were coded into logical categories. These categories and the percentage of responses given that are contained within each category are presented in the following two figures. The verbatim responses to these questions are presented in Appendix C. Finally, it is worth noting that these questions allowed respondents to provide two responses; therefore, the total percentage of responses to this question exceeds 100 percent.

Q3. Is there a specific reason why you are satisfied with the job the City of Clayton is doing to provide City services and maintain public facilities?

As shown in Figure 2, 41 percent of respondents either offered a general positive comment regarding the City of Clayton or did not provide a specific reason for their satisfaction with the job the City of Clayton is doing to provide services and maintain public facilities (24% and 17%, respectively). The most frequent specific reasons were 'Responsive/effective City government' (13%), 'Small town/rural' (7%), and 'Roads well maintained' (6%). The appearance of the City was also related to overall satisfaction for approximately 15 percent of respondents. Specifically, five percent of respondents cited the cleanliness of the City as the reason for their satisfaction, five person mentioned the fact that the 'Public landscaping is well kept', and four percent commented that Clayton is a 'Beautiful City'.

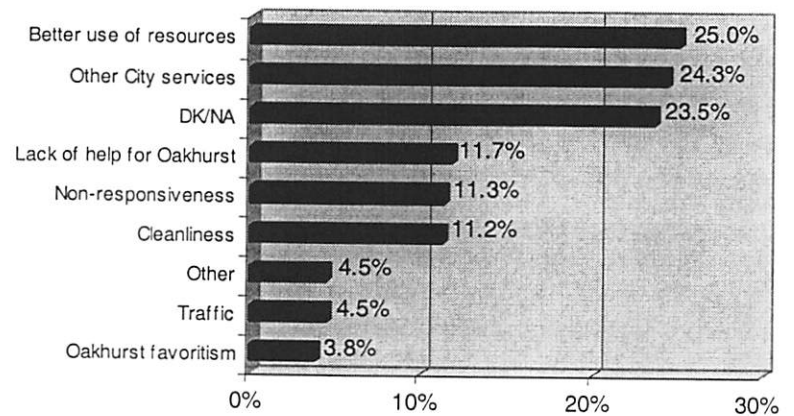
Figure 2. Reasons for Satisfaction with City Services and Maintenance of Public Facilities



Q4. Is there a specific reason why you are dissatisfied with the job the City of Clayton is doing to provide City services and maintain public facilities?

The reasons given by respondents for their dissatisfaction with the way the City of Clayton is providing City services and maintaining public facilities included the need for the City to use their current resources better (25%), comments about specific City resources (24%), 'Lack of help for Oakhurst' (12%), the City's 'Non-responsiveness' (11%), and 'Cleanliness' (11%). When examining the percentage of respondents who offered each reason for their satisfaction it is important to keep in mind that only 25 respondents answered this question.

Figure 3. Reasons for Dissatisfaction with City Services and Maintenance of Public Facilities



City Services

The next two questions in the survey asked respondents to rate the importance of specific services offered by the City and their level of satisfaction with the City's efforts to provide the services. For each service respondents were first asked whether they thought it was 'very important', 'somewhat important', 'not too important', or 'not at all important'. The responses to these questions were coded according to an importance scale of 'very important' = +3, 'somewhat important' = +2, 'not too important' = +1, and 'not at all important' = 0. Their responses were then aggregated to form a mean of importance. A mean score of +2, for instance, indicates that Clayton voters, as a group, considered a service 'somewhat important'. The order in which each item was read to respondents was randomized to avoid a position bias.

Q5. Next, I'm going to ask you about a number of specific services provided by the City of Clayton. For each service I read, please tell me whether the service is very important, somewhat important, not too important, or not at all important.

Figures 4 and 5 display the importance mean scores assigned to each of the services. 'Providing trash services' (2.67) and 'Maintaining major streets' (2.66) were rated as the most important City services, followed by 'Maintaining residential streets' (2.61), 'Reducing crime' (2.54), and 'Keeping streets clean' (2.42). The City service that received the lowest importance ranking was 'Increasing library hours'. However, it is important to note that each services received an importance ranking of 1.98 and higher, thus indicating, that, overall, respondents perceived all the services as ranging from somewhat to very important.

Figure 4. Importance of City Services (Tier I)

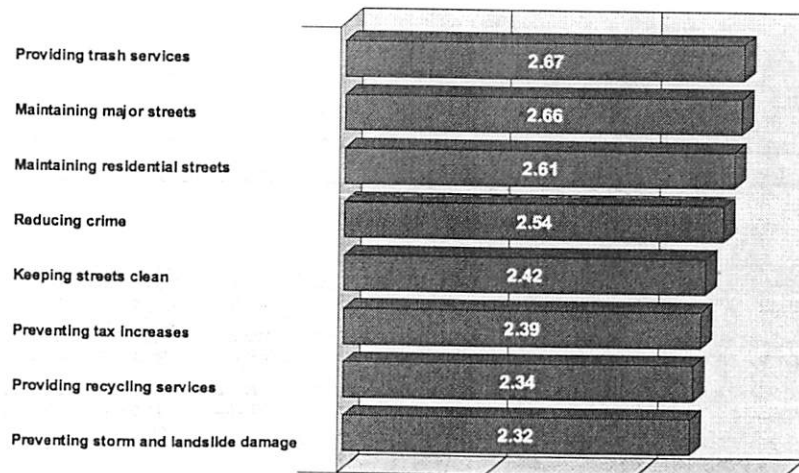
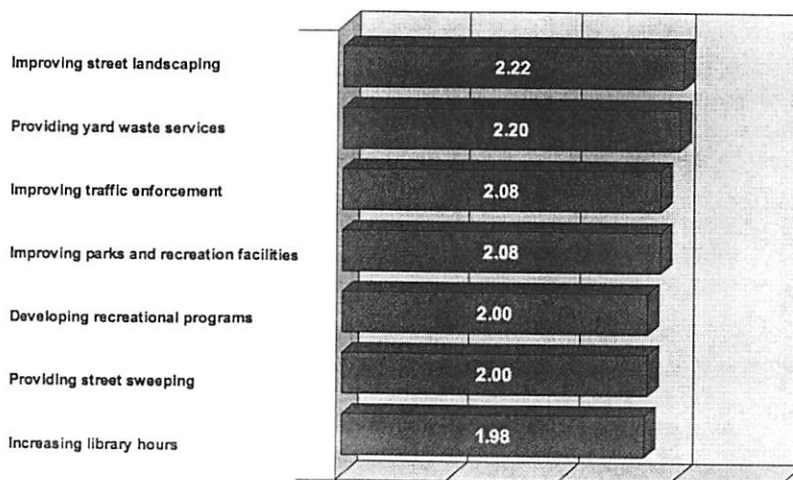


Figure 5. Importance of City Services (Tier II)



Q6. For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service. Would you say you are satisfied or dissatisfied with the City's efforts to _____?

Respondents were next asked to identify their level of satisfaction with the City's efforts to provide the services. Responses to this question were coded according to the following scale: 'very satisfied' = +2, 'somewhat satisfied' = +1, 'somewhat dissatisfied' = -1, and 'very dissatisfied' = -2. The responses were then aggregated to form a mean for importance and satisfaction for each service tested. The order in which the items were read was randomized to avoid a systematic position bias.

Figures 6 and 7 show that most of the services tested received a satisfaction rating of higher than 1.00, indicating that, overall, respondents were *more than* 'somewhat satisfied' with the City's job in providing these services. Specifically, voters were most satisfied with the City's efforts to 'Reduce crime' (1.55). They were also more than 'somewhat satisfied' with the City's efforts to 'Keep streets clean' (1.45), 'Improve street landscaping' (1.37), and 'Provide trash services' (1.36). Of the services tested, voters were least satisfied with the City's efforts to

'Increase library hours' (0.70), 'Prevent tax increases' (0.73), and 'Develop recreational programs' (0.76).

Figure 6. Satisfaction with City Services (Tier I)

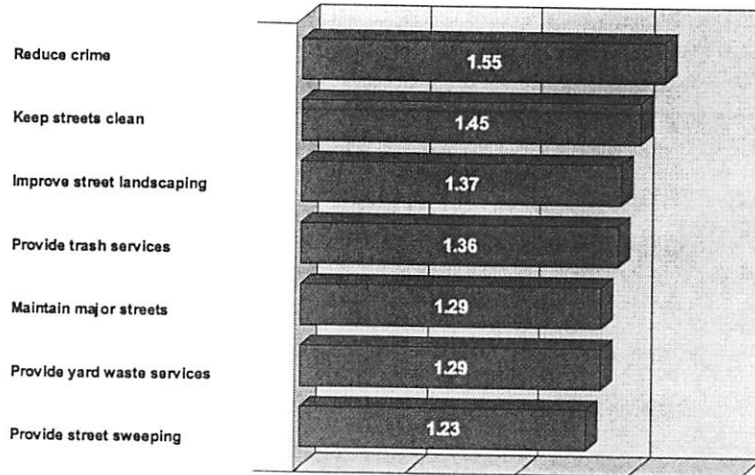
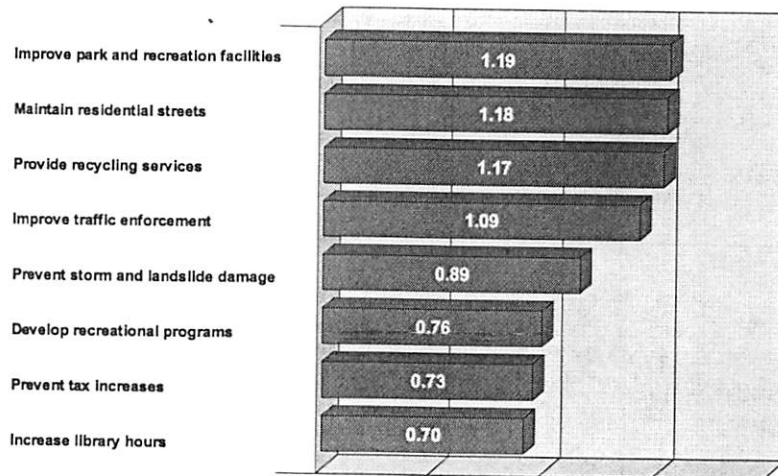


Figure 7. Satisfaction with City Services (Tier II)



Tables 7 through 9 show satisfaction with City services across several demographic groups.

Table 7. Satisfaction with City Services by Gender and Length of Residence

| | Overall | Length of Residence | | | | |
|--|---------|---------------------|--------------|---------------|----------------|-----------|
| | | < 1 year | 1 to 5 years | 6 to 10 years | 10 to 15 years | 15+ years |
| Base | 1.18 | 1.27 | 1.17 | 1.16 | 1.17 | 1.14 |
| Reduce crime | 1.55 | 1.33 | 1.60 | 1.57 | 1.50 | 1.54 |
| Keep streets clean | 1.45 | 1.65 | 1.52 | 1.42 | 1.58 | 1.29 |
| Improve street landscaping | 1.37 | 1.52 | 1.42 | 1.40 | 1.21 | 1.33 |
| Provide trash services | 1.36 | 1.29 | 1.29 | 1.31 | 1.52 | 1.40 |
| Maintain major streets | 1.29 | 1.36 | 1.32 | 1.34 | 1.43 | 1.13 |
| Provide yard waste services | 1.29 | 1.51 | 1.29 | 1.14 | 1.56 | 1.23 |
| Provide street sweeping | 1.23 | 1.26 | 1.29 | 1.14 | 1.20 | 1.25 |
| Improve park and recreation facilities | 1.19 | 1.26 | 1.18 | 1.06 | 1.09 | 1.39 |
| Maintain residential streets | 1.18 | 1.33 | 1.38 | 1.21 | 1.09 | 0.92 |
| Provide recycling services | 1.17 | 1.09 | 0.89 | 1.39 | 1.38 | 1.21 |
| Improve traffic enforcement | 1.09 | 1.41 | 1.07 | 1.19 | 0.83 | 1.10 |
| Prevent storm and landslide damage | 0.89 | 1.17 | 0.80 | 0.86 | 0.98 | 0.93 |
| Develop recreational programs | 0.76 | 1.12 | 0.69 | 0.73 | 0.69 | 0.87 |
| Prevent tax increases | 0.73 | 1.11 | 0.77 | 0.71 | 0.60 | 0.75 |
| Increase library hours | 0.70 | 0.47 | 0.67 | 0.77 | 0.69 | 0.72 |

Table 8. Satisfaction with City Services by Age of Children and Gender

| | Overall | Age of Children | | | | | Gender | |
|--|---------|-----------------|------|-------|-------|-------------|--------|--------|
| | | < 6 | 6-10 | 11-13 | 14-17 | No children | Male | Female |
| Base | 1.16 | 1.18 | 1.17 | 0.90 | 1.02 | 1.21 | 1.12 | 1.21 |
| Reduce crime | 1.55 | 1.57 | 1.66 | 1.50 | 1.31 | 1.59 | 1.46 | 1.63 |
| Keep streets clean | 1.45 | 1.62 | 1.62 | 1.20 | 1.27 | 1.42 | 1.41 | 1.50 |
| Improve street landscaping | 1.37 | 1.52 | 1.41 | 1.10 | 1.03 | 1.42 | 1.33 | 1.40 |
| Provide trash services | 1.36 | 1.37 | 1.31 | 1.09 | 1.24 | 1.38 | 1.29 | 1.42 |
| Maintain major streets | 1.29 | 1.31 | 1.25 | 0.91 | 1.04 | 1.35 | 1.24 | 1.35 |
| Provide yard waste services | 1.29 | 1.45 | 1.35 | 0.98 | 1.24 | 1.24 | 1.15 | 1.43 |
| Provide street sweeping | 1.23 | 1.37 | 1.19 | 0.73 | 0.86 | 1.31 | 1.22 | 1.24 |
| Improve park and recreation facilities | 1.19 | 1.27 | 1.45 | 0.83 | 0.97 | 1.21 | 1.18 | 1.20 |
| Maintain residential streets | 1.18 | 1.33 | 1.25 | 0.88 | 0.93 | 1.21 | 1.05 | 1.30 |
| Provide recycling services | 1.17 | 1.04 | 1.19 | 0.92 | 1.18 | 1.19 | 1.09 | 1.25 |
| Improve traffic enforcement | 1.09 | 0.97 | 1.10 | 1.12 | 1.24 | 1.11 | 1.10 | 1.08 |
| Prevent storm and landslide damage | 0.89 | 0.75 | 0.58 | 0.89 | 1.04 | 0.96 | 0.84 | 0.95 |
| Develop recreational programs | 0.76 | 0.44 | 0.53 | -0.01 | 0.41 | 1.02 | 0.81 | 0.71 |
| Prevent tax increases | 0.73 | 0.87 | 0.71 | 0.63 | 0.65 | 0.74 | 0.69 | 0.78 |
| Increase library hours | 0.70 | 0.44 | 0.69 | 0.72 | 0.73 | 0.71 | 0.85 | 0.56 |

Table 9. Satisfaction with City Services by Age and Neighborhood

| | Overall | Age | | | | | Neighborhood | |
|--|---------|-------|-------|-------|-------|------|--------------|-------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Oakhurst | Other |
| Base | 1.16 | 1.17 | 1.19 | 1.10 | 1.18 | 1.28 | 1.15 | 1.17 |
| Reduce crime | 1.55 | 1.66 | 1.49 | 1.57 | 1.53 | 1.53 | 1.62 | 1.52 |
| Keep streets clean | 1.45 | 1.44 | 1.61 | 1.36 | 1.45 | 1.40 | 1.52 | 1.42 |
| Improve street landscaping | 1.37 | 1.49 | 1.36 | 1.28 | 1.38 | 1.49 | 1.30 | 1.40 |
| Provide trash services | 1.36 | 1.27 | 1.35 | 1.33 | 1.41 | 1.40 | 1.33 | 1.37 |
| Maintain major streets | 1.29 | 1.28 | 1.24 | 1.31 | 1.29 | 1.41 | 1.36 | 1.26 |
| Provide yard waste services | 1.29 | 0.99 | 1.37 | 1.23 | 1.39 | 1.34 | 1.32 | 1.27 |
| Provide street sweeping | 1.23 | 1.20 | 1.28 | 1.10 | 1.30 | 1.37 | 1.21 | 1.24 |
| Improve park and recreation facilities | 1.19 | 1.14 | 1.22 | 1.10 | 1.27 | 1.25 | 1.10 | 1.24 |
| Maintain residential streets | 1.18 | 1.28 | 1.33 | 1.11 | 1.12 | 1.14 | 1.22 | 1.16 |
| Provide recycling services | 1.17 | 0.94 | 1.09 | 1.18 | 1.26 | 1.37 | 1.05 | 1.24 |
| Improve traffic enforcement | 1.09 | 1.40 | 0.84 | 1.27 | 0.90 | 1.41 | 1.13 | 1.07 |
| Prevent storm and landslide damage | 0.89 | 1.14 | 0.94 | 0.63 | 0.95 | 1.15 | 0.62 | 1.04 |
| Develop recreational programs | 0.76 | 0.50 | 0.53 | 0.60 | 1.10 | 1.07 | 0.82 | 0.73 |
| Prevent tax increases | 0.73 | 0.92 | 1.02 | 0.70 | 0.53 | 0.75 | 0.68 | 0.76 |
| Increase library hours | 0.70 | 0.63 | 0.86 | 0.56 | 0.71 | 0.96 | 0.78 | 0.66 |

Importance / Satisfaction Matrix

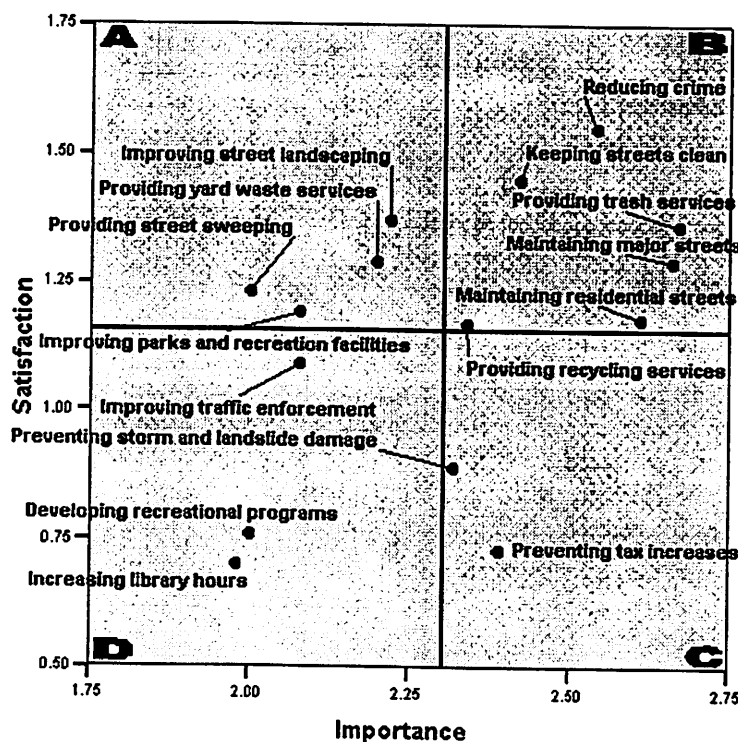
Having a measure of the importance of a service to each respondent as well as a measure of the respondent's satisfaction with the City's efforts to provide that service enables GRA to examine the relationship between these two measures and determine the areas where the City has the greatest opportunity, as well as the greatest need, to improve its services. A *Satisfaction / Importance Matrix* plots the services tested on two dimensions, or axes. The scale along the x-axis (horizontal) corresponds to the overall mean the service was assigned with respect to its importance. The scale along the y-axis (vertical) corresponds to the overall mean the service was given in terms of satisfaction. The higher the mean, the higher the overall level of importance or satisfaction offered by respondents for a given service.

The Satisfaction - Importance Matrix in Figure 8 shows in detail how the various City services tested among Clayton residents in both importance and level of satisfaction. GRA also examined the importance and satisfaction rating of each service relative to the *overall* average importance and satisfaction ratings of *all* services. Based on the difference between the *overall* average importance and satisfaction ratings and those received by each service, GRA divided the matrix into four quadrants, as shown in the figure. Quadrant A includes services whose importance level was below average but satisfaction rating was above average. Quadrant B includes services whose satisfaction and importance ratings were both above the average. Quadrant C includes the services whose importance level was above the overall average of all services but satisfaction level was below the average of all services. Quadrant D includes services whose satisfaction and importance ratings were both below the average.

As shown in Figure 8, respondents were relatively satisfied with the following services that they also considered relatively important: 'Reducing crime', 'Keeping streets clean', 'Providing trash services', and 'Maintaining major streets'. However, for other services that were also considered relatively more important (i.e., above average importance), respondents' level of satisfaction was at or below average. These services included: 'Maintaining residential

streets', 'Preventing tax increases', 'Providing recycling services', and 'Preventing storm and landslide damage'.

Figure 8. Satisfaction-Importance Matrix



In Table 10, the actual importance and satisfaction scores are presented to facilitate a more specific comparison between these metrics for all the tested City services. Based on the comparison between the importance and satisfaction ratings, the following areas the greatest opportunity for improvement: 'Maintaining major streets', 'Providing trash services', 'Maintaining residential streets', 'Preventing tax increases', 'Providing recycling services', and 'Providing storm and landslide damage'. Although both 'Maintaining major streets' and 'Providing trash services' were above average in both importance and satisfaction, we believe that these services also represent a good opportunity for improvement for two reasons. One, there was lower satisfaction levels for these services compared to the other items with above average importance and two, these areas also contributed to respondents' general satisfaction with the City of Clayton (Q3).

Examining the importance and satisfaction scores also affords an opportunity to identify which City services should at least be maintained at the level they are at now (i.e., those services that received high importance *and* high satisfaction scores). These services included 'Reducing crime' and 'Keeping streets clean'.

Table 10. Satisfaction-Importance Ratings

| Service | Importance | Satisfaction |
|---|------------|--------------|
| Providing trash services | 2.67 | 1.36 |
| Maintaining major streets | 2.66 | 1.29 |
| Maintaining residential streets | 2.61 | 1.18 |
| Reducing crime | 2.54 | 1.55 |
| Keeping streets clean | 2.42 | 1.45 |
| Preventing tax increases | 2.39 | 0.73 |
| Providing recycling services | 2.34 | 1.17 |
| Preventing storm and landslide damage | 2.32 | 0.89 |
| Improving street landscaping | 2.22 | 1.37 |
| Providing yard waste services | 2.20 | 1.29 |
| Improving traffic enforcement | 2.08 | 1.09 |
| Improving parks and recreation facilities | 2.08 | 1.19 |
| Developing recreational programs | 2.00 | 0.76 |
| Providing street sweeping | 2.00 | 1.23 |
| Increasing library hours | 1.98 | 0.70 |

Park Proposal - First Ballot Test

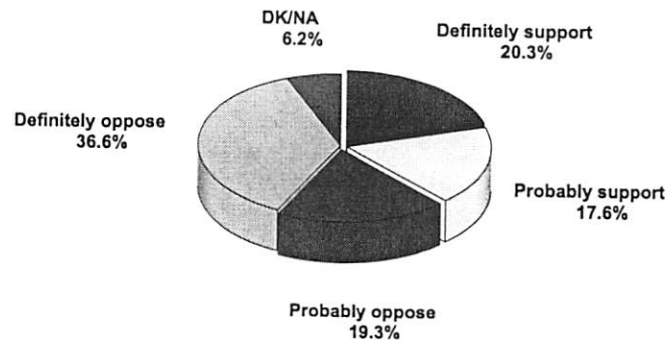
Q7. The City of Clayton currently owns the one acre vacant parcel downtown on Marsh Creek Road between Main and Center Streets also known as the Grove. The City does not currently have the funds to develop a park on this property, nor does it have the money needed to maintain the entire property as a park. Therefore the City is considering two options:

Q7A. To leave the property as it is.

One of the objectives of this research was to assess support for developing a park on the Grove property in downtown Clayton. Specifically, participants were told that the City owns the Grove property which is a one-acre vacant parcel downtown. However, because the City does not currently have the funds to develop a park on this property, nor does it have the money needed to maintain the entire property, the City is considering two options: leaving the property as it is (Q7A) or to build a park on at least half of the property and to have the other portion developed into retail and commercial buildings (Q7B). These two options were presented to all respondents in an alternating order to avoid a systematic position bias. In other words, half the respondents were presented with the Q7A first, and the other half of respondents were presented with Q7B first.

As shown in Figure 9, approximately 38 percent of respondents indicated that they support leaving the property as it is ('definitely support': 20% and 'probably support': 18%). Alternatively, 56 percent of respondents opposed leaving the Grove property as it is ('definitely oppose': 37% and 'probably oppose': 19%). It is important to note that an almost equal percent of respondents indicated that they would 'definitely oppose' leaving the property as it is compared to the combined percentage of respondents that either definitely or probably supported leaving the property as is ('definitely oppose': 37% and 'definitely support' and 'probably support': 38%).

Figure 9. Support Not Changing Grove Property - First Ballot Test



Tables 11 through 13 show support for leaving the Grove property as it is by a variety of subgroups. There was no difference in support for leaving the Grove property as is between genders and neighborhoods. There was, however, an age difference. Specifically, 40 to 49 year old respondents were the most supportive of leaving the Grove property as is compared to the other age groups. In addition, respondents without children were more supportive of leaving the Grove property as is com-

pared to respondents with children. Moreover, residents with children between the ages of 6 and 17 were more supportive of not changing the Grove property compared to respondents with children less than six years old.

Table 11. Support Not Changing Grove Property by Gender and Neighborhood - First Ballot Test

| | Overall | Gender | | Neighborhood | |
|--------------------|--------------|-------------|-------------|--------------|-------------|
| | | Male | Female | Oakhurst | Other |
| Base | 307 | 148 | 159 | 103 | 203 |
| Definitely support | 62 20.1% | 29 19.5% | 33 20.8% | 19 18.6% | 43 21.0% |
| Probably support | 54 17.7% | 25 16.8% | 29 18.4% | 20 19.4% | 34 16.8% |
| Probably oppose | 59 19.4% | 31 20.9% | 29 18.0% | 20 19.7% | 39 19.2% |
| Definitely oppose | 112 36.7% | 57 38.9% | 55 34.6% | 35 34.4% | 77 37.8% |
| DK/NA | 19 6.1% | 6 4.0% | 13 8.1% | 8 7.9% | 11 5.2% |

Table 12. Support Not Changing Grove Property by Age - First Ballot Test

| | Overall | Age | | | | |
|--------------------|--------------|-------------|-------------|-------------|-------------|-------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ |
| Base | 307 | 34 | 63 | 90 | 94 | 26 |
| Definitely support | 62 20.1% | 4 11.9% | 11 17.9% | 21 23.4% | 23 23.9% | 3 11.6% |
| Probably support | 54 17.7% | 9 25.6% | 9 14.4% | 18 19.7% | 13 13.5% | 6 23.3% |
| Probably oppose | 59 19.4% | 6 18.1% | 15 23.2% | 16 17.4% | 20 21.3% | 3 11.6% |
| Definitely oppose | 112 36.7% | 13 37.5% | 25 39.5% | 30 33.9% | 34 36.4% | 10 39.5% |
| DK/NA | 19 6.1% | 2 6.8% | 3 5.1% | 5 5.7% | 5 4.9% | 4 14.1% |

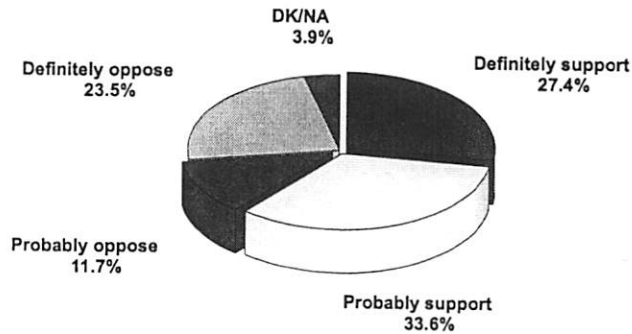
Table 13. Support Not Changing Grove Property by Age of Children - First Ballot Test

| | Overall | Age of Children | | | | |
|--------------------|--------------|-----------------|-------------|-------------|-------------|-------------|
| | | < 6 | 6-10 | 11-13 | 14-17 | No children |
| Base | 307 | 62 | 48 | 29 | 53 | 169 |
| Definitely support | 62 20.1% | 9 15.0% | 13 28.3% | 8 28.8% | 10 18.9% | 36 21.3% |
| Probably support | 54 17.7% | 7 11.1% | 4 8.0% | 2 7.5% | 9 17.9% | 34 20.2% |
| Probably oppose | 59 19.4% | 15 24.1% | 8 16.5% | 5 16.7% | 11 19.9% | 30 17.9% |
| Definitely oppose | 112 36.7% | 27 43.2% | 20 42.7% | 14 47.0% | 20 37.0% | 57 33.8% |
| DK/NA | 19 6.1% | 4 6.6% | 2 4.5% | - | 3 6.2% | 11 6.8% |

Q7B. To build a park on at least half of the property and to have the other portion developed into retail and commercial buildings which would generate the money needed to maintain the park.

As shown in Figure 10, the majority of respondents supported building a park on at least half of the Grove property and to have the other portion developed into retail and commercial buildings to generate the money needed to maintain the park ('definitely support': 27% and 'probably support': 34%). At this point in the survey, respondents were more supportive of the plan to build a park and retail/commercial buildings on the Grove property than they were of the plan to leave the Grove property as it is (61% versus 38%, respectively).

Figure 10. Support for a Park on Half the Grove Property - First Ballot Test



Generally, respondents that opposed leaving the Grove property as is (Q7A) were most likely to support the park proposal (Q7B). Conversely, respondents that supported leaving the Grove property as is were most likely to oppose the park proposal. However, there was larger percentage of individuals who supported keeping the Grove property as it is that also supported the park proposal compared to the percentage of respondents who opposed keeping the Grove property as it but also opposed the park proposal (42% and 25%, respectively).

Table 14. Support for a Park on Half the Grove Property by Support for Not Changing Grove Property - First Ballot Test

| | Overall | First Ballot Test- No Change | | |
|--------------------|--------------|------------------------------|-------------|-------------|
| | | Support | Oppose | DK/NA |
| Base | 307 | 116 | 172 | 19 |
| Definitely support | 84 27.4% | 24 21.0% | 59 34.2% | 1 5.2% |
| Probably support | 103 33.7% | 24 21.0% | 69 40.2% | 10 52.5% |
| Probably oppose | 36 11.7% | 18 15.8% | 16 9.5% | 1 6.2% |
| Definitely oppose | 72 23.4% | 45 38.7% | 26 15.1% | 1 5.2% |
| DK/NA | 12 3.8% | 4 3.5% | 2 1.1% | 6 31.0% |

Tables 15 through 17 show support for the park and building plan by several Clayton voter demographic groups. Female respondents and respondents living in Oakhurst were more supportive of the park proposal compared to their respective counterparts. In addition, younger respondents tended to be more supportive of the park proposal compared to older respondents. Finally, respondents with 10 or younger children and respondents without children were more supportive of the park proposal than were respondents with children between the ages of 11 and 17.

Table 15. Support for a Park on Half the Grove Property by Gender and Neighborhood - First Ballot Test

| | Overall | Gender | | Neighborhood | |
|--------------------|--------------|-------------|-------------|--------------|-------------|
| | | Male | Female | Oakhurst | Other |
| Base | 307 | 148 | 159 | 103 | 203 |
| Definitely support | 84 27.4% | 38 25.7% | 46 29.0% | 41 39.4% | 43 21.3% |
| Probably support | 103 33.7% | 48 32.3% | 55 34.9% | 34 32.7% | 70 34.2% |
| Probably oppose | 36 11.7% | 20 13.3% | 16 10.1% | 9 8.3% | 27 13.3% |
| Definitely oppose | 72 23.4% | 39 26.7% | 32 20.3% | 14 13.4% | 58 28.5% |
| DK/NA | 12 3.8% | 3 2.0% | 9 5.6% | 6 6.2% | 5 2.7% |

Table 16. Support for a Park on Half the Grove Property by Age - First Ballot Test

| | Overall | Age | | | | |
|--------------------|--------------|-------------|-------------|-------------|-------------|------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ |
| Base | 307 | 34 | 63 | 90 | 94 | 26 |
| Definitely support | 84 27.4% | 10 30.1% | 13 21.5% | 26 29.5% | 26 27.5% | 8 30.7% |
| Probably support | 103 33.7% | 13 36.9% | 27 42.5% | 26 28.8% | 32 34.0% | 6 23.7% |
| Probably oppose | 36 11.7% | 4 11.7% | 5 8.0% | 11 12.6% | 14 14.4% | 2 7.2% |
| Definitely oppose | 72 23.4% | 5 15.3% | 17 26.3% | 23 25.8% | 21 22.0% | 6 23.9% |
| DK/NA | 12 3.8% | 2 6.0% | 1 1.7% | 3 3.3% | 2 2.2% | 4 14.4% |

Table 17. Support for a Park on Half the Grove Property by Age of Children - First Ballot Test

| | Overall | Age of Children | | | | |
|--------------------|--------------|-----------------|-------------|-------------|-------------|-------------|
| | | < 6 | 6-10 | 11-13 | 14-17 | No children |
| Base | 307 | 62 | 48 | 29 | 53 | 169 |
| Definitely support | 84 27.4% | 11 18.4% | 13 27.2% | 5 17.8% | 11 20.9% | 54 32.2% |
| Probably support | 103 33.7% | 29 47.2% | 17 34.8% | 11 35.8% | 15 29.3% | 53 31.2% |
| Probably oppose | 36 11.7% | 5 8.0% | 3 6.5% | 5 17.1% | 9 17.6% | 20 11.7% |
| Definitely oppose | 72 23.4% | 14 23.3% | 13 27.8% | 9 29.4% | 16 30.1% | 35 20.9% |
| DK/NA | 12 3.8% | 2 3.1% | 2 3.7% | - | 1 2.2% | 7 4.1% |

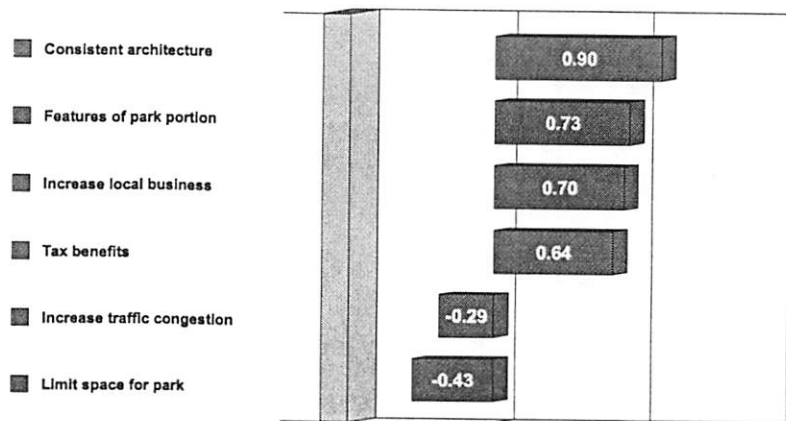
Arguments Surrounding Park Proposal

Q8. Now I would like to focus on the option that includes developing a park and commercial retail buildings on the one acre vacant parcel downtown on Marsh Creek Road between Main and Center Streets also known as the Grove. If you heard that: _____, would you be more or less likely to support the plan to develop a park and commercial retail buildings on the Grove property downtown, or would the information have no effect on your decision?

Question 8 presented respondents with arguments both for and against the proposal to develop commercial retail buildings on the Grove property to pay for the development and maintenance of the park. Specifically, respondents were asked to indicate whether they would be more or less likely to support the proposal for a park on half the Grove property after hearing each argument. Again, respondents' answers were coded on the scale of 'much more likely' = +2, 'somewhat less likely' = +1, 'no effect' = 0, 'somewhat less likely' = -1, and 'much less likely' = -2. The responses were then aggregated to form a support likelihood mean. A likelihood mean score of +1 indicates that respondents, overall, were 'somewhat more likely' to support the proposal to develop a park and commercial retail buildings on the Grove property downtown.

The arguments that had the greatest positive impact on respondents' support for the proposal to build a park on half the Grove property and developing commercial retail buildings on the rest of the property were 'The architectural design of the commercial buildings will be restricted to reserve the traditional appearance of the downtown area' (0.90), 'The park portion will still have a gazebo, public restrooms, a water feature, pathways, picnic tables, and trees' (0.73), and 'The park and commercial facilities will bring people to the downtown area, which may increase local business' (0.70). The arguments that had a negative impact on support for the park proposal were 'Using a portion of the property for commercial retail will critically limit the space available for a park' (-0.43) and 'Using part of the property for commercial retail will increase traffic congestion in Downtown Clayton' (-0.29).

Figure 11. Arguments Surrounding Park Proposal



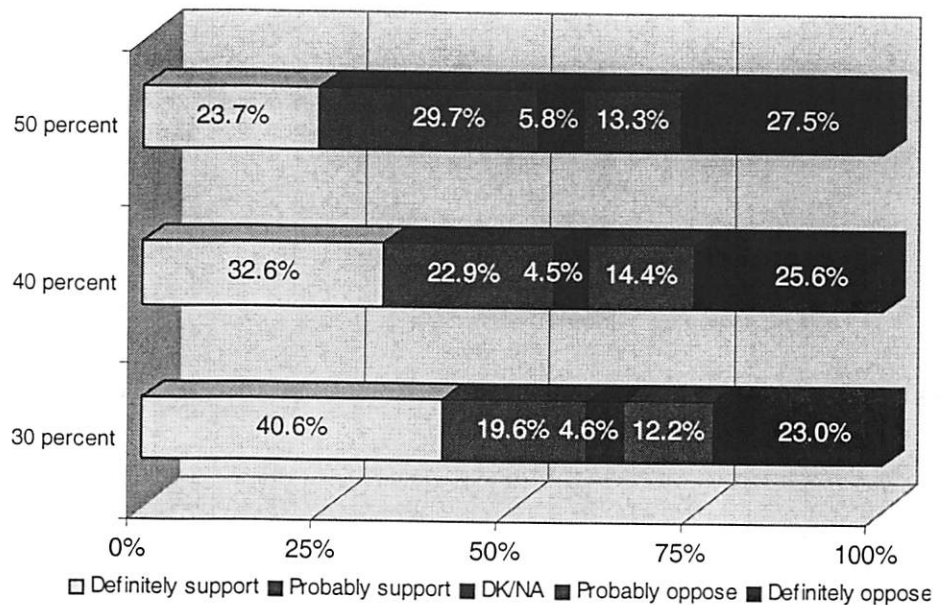
Size of Proposed Park

Q9. The percentage of the property to be developed as commercial retail on the one acre vacant parcel downtown on Marsh Creek Road between Main and Center Streets also known as the Grove has not been decided yet. If you heard that _____ of the Grove property would be developed as commercial retail, would you support or oppose this plan?

In the next question set, respondents were told that the actual percentage of the property that would be dedicated to commercial retail buildings had not been decided and then they were asked if they would support or oppose the park proposal after hearing the different possible sizes of the commercial retail space.

As shown in the figure, an inverse relationship emerged between percentage of commercial retail space and support for the park proposal. In other words, support for the park proposal increased as the size of the commercial retail space decreased. Specifically, 60 percent supported the proposal at 30 percent, 56 percent supported the proposal at 40 percent, and 53 percent supported the proposal at 50 percent.

Figure 12. Proposed Size of Park



Park Proposal - Second Ballot Test

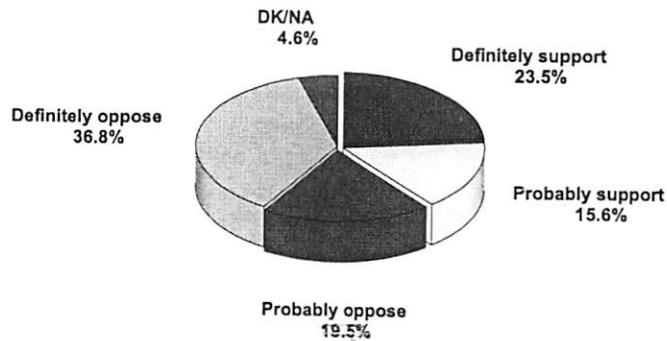
Q10. The City of Clayton currently owns the one acre vacant parcel downtown on Marsh Creek Road between Main and Center Streets also known as the Grove. The City does not currently have the funds to develop a park on this property, nor does it have the money needed to maintain the entire property as a park. Therefore the City is considering two options:

Q10A. To leave the property as it is.

After hearing more information about the proposal regarding the Grove property including benefits, drawbacks, and different sizes of the commercial/retail development, respondents were again asked to indicate their support levels for the two options currently being considered by the City: to leave the property as it is (Q7A and Q10A) or to build a park on at least half of the property and to have the other portion developed into retail and commercial buildings (Q7B and Q10B). Again, these two options were presented in an alternating order to avoid a position bias.

As shown in Figure 13, approximately 39 percent of respondents supported the plan to leave the Grove property as it is ('definitely support': 24% and 'probably support': 16%). However, the majority of respondents continued to oppose this option ('definitely oppose': 37% and 'probably oppose': 20%).

Figure 13. Support Not Changing Grove Property - Second Ballot Test



Tables 18 through 20 show support for leaving the property as it is by the same sub-groups as the first ballot test. Whereas at the first ballot test, there were no differences between genders and neighborhoods with respect to support for leaving the Grove property as it is, at the second ballot test male respondents and non-Oakhurst respondents tended to be more supportive of leaving the Grove property as it is compared to their respective counterparts. In addition, 30 to 64 year old respondents and respondents with six to 10 year old children were more supportive of leaving the Grove property as is compared to their respective counterparts.

Table 18. Support Not Changing Grove Property by Gender and Neighborhood - Second Ballot Test

| | Overall | Gender | | Neighborhood | |
|--------------------|--------------|-------------|-------------|--------------|-------------|
| | | Male | Female | Oakhurst | Other |
| Base | 307 | 148 | 159 | 103 | 203 |
| Definitely support | 72 23.4% | 36 24.3% | 36 22.6% | 23 21.9% | 49 24.2% |
| Probably support | 48 15.6% | 25 16.7% | 23 14.6% | 14 13.8% | 34 16.5% |
| Probably oppose | 60 19.6% | 29 19.6% | 31 19.5% | 25 24.2% | 35 17.2% |
| Definitely oppose | 113 36.8% | 55 37.4% | 58 36.3% | 34 32.9% | 79 38.8% |
| DK/NA | 14 4.6% | 3 2.1% | 11 7.0% | 7 7.2% | 7 3.3% |

Table 19. Support Not Changing Grove Property by Age - Second Ballot Test

| | Overall | Age | | | | |
|--------------------|--------------|-------------|-------------|-------------|-------------|------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ |
| Base | 307 | 34 | 63 | 90 | 94 | 26 |
| Definitely support | 72 23.4% | 4 11.7% | 9 15.0% | 29 32.0% | 23 24.0% | 7 27.3% |
| Probably support | 48 15.6% | 6 17.1% | 15 23.5% | 10 11.5% | 17 17.9% | - |
| Probably oppose | 60 19.6% | 10 30.2% | 14 22.1% | 15 17.3% | 16 17.3% | 4 15.6% |
| Definitely oppose | 113 36.8% | 13 37.5% | 23 36.4% | 33 36.9% | 35 37.4% | 9 34.4% |
| DK/NA | 14 4.6% | 1 3.4% | 2 3.1% | 2 2.3% | 3 3.4% | 6 22.7% |

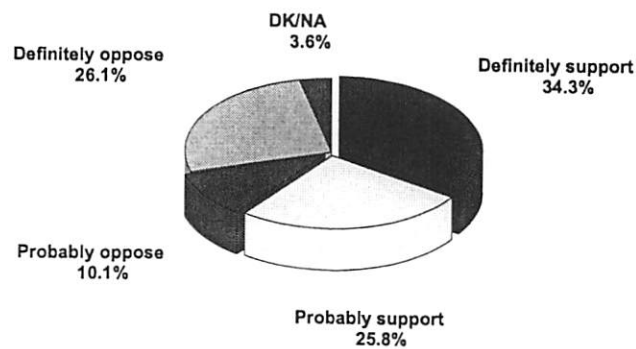
Table 20. Support Not Changing Grove Property by Age of Children - Second Ballot Test

| | Overall | Age of Children | | | | |
|--------------------|--------------|-----------------|-------------|-------------|-------------|-------------|
| | | < 6 | 6-10 | 11-13 | 14-17 | No children |
| Base | 307 | 62 | 48 | 29 | 53 | 169 |
| Definitely support | 72 23.4% | 13 21.8% | 10 22.0% | 7 22.8% | 13 23.8% | 40 23.9% |
| Probably support | 48 15.6% | 8 13.8% | 11 23.2% | 5 17.3% | 9 17.6% | 25 14.8% |
| Probably oppose | 60 19.6% | 15 24.8% | 8 17.1% | 5 17.4% | 12 22.1% | 28 16.7% |
| Definitely oppose | 113 36.8% | 23 37.9% | 18 37.7% | 12 39.5% | 17 32.6% | 64 38.0% |
| DK/NA | 14 4.6% | 1 1.7% | - | 1 3.0% | 2 3.9% | 11 6.6% |

Q10B. To build a park on at least half of the property and to have the other portion developed into retail and commercial buildings which would generate the money needed to maintain the park.

The majority of respondents continued to be supportive of the proposal to develop a park and commercial/retail buildings at the Grove property ('definitely support': 34% and 'probably support': 26%). Alternatively, 26 percent definitely opposed the plan and 10 percent probably opposed the plan. There was not a significant increase in support from the first to second ballot test. However, respondents remained more supportive of the park proposal than they were of leaving the Grove property as it is.

Figure 14. Support for a Park on Half the Grove Property - Second Ballot Test



Similar to the first ballot tests, respondents who opposed leaving the Grove property as is generally supported the park proposal (79%) and respondents who supported leaving the Grove property as is generally opposed the park proposal (65%). Finally, a larger percentage of respondents who supported leaving the Grove property as it is also supported the park proposal compared to the percentage of respondents who opposed leaving the Grove property but also opposed the park proposal (34% and 19%, respectively).

Table 21. Support for a Park on Half the Grove Property by Support for Not Changing Grove Property - Second Ballot Test

| | Overall | Second Ballot Test- No Change | | |
|--------------------|--------------|-------------------------------|-------------|------------|
| | | Support | Oppose | DK/NA |
| Base | 307 | 120 | 173 | 14 |
| Definitely support | 105 34.2% | 17 14.3% | 85 48.9% | 3 22.6% |
| Probably support | 79 25.8% | 23 19.2% | 51 29.6% | 5 35.4% |
| Probably oppose | 31 10.3% | 22 18.3% | 9 5.0% | 1 6.3% |
| Definitely oppose | 80 26.1% | 55 46.4% | 23 13.6% | 1 8.2% |
| DK/NA | 11 3.6% | 2 1.8% | 5 2.9% | 4 27.6% |

The following tables show support levels for the park proposal by a variety of sub-groups. Female respondents and Oakhurst respondents continued to be the most supportive of the park proposal compared to male respondents and respondents not living in Oakhurst, respectively. In addition, 50 to 64 year old respondents, respondents with six to 10 year old children, and respondents without children were the most supportive of the park proposal compared to their respective counterparts.

Table 22. Support for a Park on Half the Grove Property by Gender and Neighborhood - Second Ballot Test

| | Overall | Gender | | Neighborhood | |
|--------------------|--------------|-------------|-------------|--------------|-------------|
| | | Male | Female | Oakhurst | Other |
| Base | 307 | 148 | 159 | 103 | 203 |
| Definitely support | 105 34.2% | 48 32.3% | 57 36.0% | 42 41.1% | 62 30.7% |
| Probably support | 79 25.8% | 34 23.1% | 45 28.3% | 29 28.2% | 50 24.6% |
| Probably oppose | 31 10.3% | 21 13.9% | 11 6.8% | 9 9.1% | 22 10.9% |
| Definitely oppose | 80 26.1% | 38 26.0% | 42 26.2% | 17 16.8% | 63 30.9% |
| DK/NA | 11 3.6% | 7 4.7% | 4 2.6% | 5 4.7% | 6 3.0% |

Table 23. Support for a Park on Half the Grove Property by Age - Second Ballot Test

| | Overall | Age | | | | |
|--------------------|--------------|-------------|-------------|-------------|-------------|------------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ |
| Base | 307 | 34 | 63 | 90 | 94 | 26 |
| Definitely support | 105 34.2% | 11 31.3% | 17 27.8% | 31 34.3% | 38 40.2% | 8 31.2% |
| Probably support | 79 25.8% | 9 27.2% | 20 32.2% | 18 20.1% | 25 26.1% | 7 27.0% |
| Probably oppose | 31 10.3% | 7 20.4% | 8 12.0% | 9 10.1% | 6 6.4% | 2 7.5% |
| Definitely oppose | 80 26.1% | 6 17.7% | 14 21.6% | 31 34.3% | 25 26.1% | 5 19.8% |
| DK/NA | 11 3.6% | 1 3.4% | 4 6.4% | 1 1.2% | 1 1.2% | 4 14.4% |

Table 24. Support for a Park on Half the Grove Property by Age of Children - Second Ballot Test

| | Overall | Age of Children | | | | |
|--------------------|--------------|-----------------|-------------|-------------|-------------|-------------|
| | | < 6 | 6-10 | 11-13 | 14-17 | No children |
| Base | 307 | 62 | 48 | 29 | 53 | 169 |
| Definitely support | 105 34.2% | 15 24.6% | 17 35.8% | 10 32.9% | 17 32.3% | 63 37.4% |
| Probably support | 79 25.8% | 20 31.8% | 12 25.8% | 7 24.9% | 8 15.9% | 44 26.1% |
| Probably oppose | 31 10.3% | 7 10.8% | 5 9.9% | 5 16.6% | 9 17.1% | 15 8.8% |
| Definitely oppose | 80 26.1% | 16 26.4% | 11 22.3% | 7 22.1% | 17 32.6% | 42 24.7% |
| DK/NA | 11 3.6% | 4 6.5% | 3 6.3% | 1 3.5% | 1 2.2% | 5 2.9% |

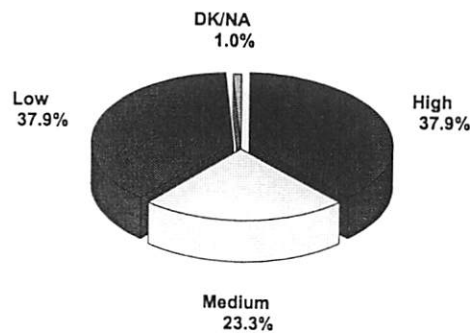
GHAD Proposal

Q12. What is your level of concern for landslides and/or soil movement in your neighborhood? Would you say you have a high, medium, or low level of concern that a major landslide and/or soil movement will occur in your neighborhood in the next five years?

In this section, the results from the series of questions *only asked of Oakhurst residents* regarding the possible GHAD assessment increase are presented. The first question in this series asked respondents about their level of concern for landslides and/or soil movement in their neighborhood.

As shown in Figure 15, almost 38 percent of Oakhurst respondents had a high level of concern, 23 percent had a medium level of concern and 38 percent had a low level of concern that a landslide and/or soil movement will occur in their neighborhood in the next five years.

Figure 15. Likelihood of Landslide/Soil Movement



As shown in Table 25, a consistent pattern did not emerge between level of concern for a landslide/soil movement and length of residence.

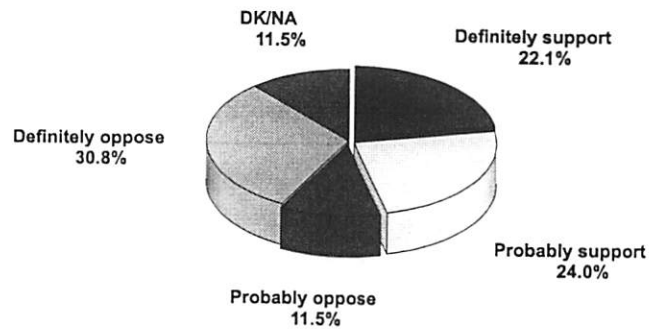
Table 25. Likelihood of Landslide/Soil Movement by Length of Residence

| | Overall | Length of Residence | | | | |
|--------|-------------|---------------------|----------------|-----------------|------------------|------------|
| | | < 1 year | 1 to < 5 years | 5 to < 10 years | 10 to < 15 years | 15 + years |
| Base | 103 | 8 | 53 | 28 | 11 | 4 |
| High | 39 38.1% | 2 23.5% | 22 40.8% | 11 39.8% | 3 26.4% | 2 50.0% |
| Medium | 24 23.3% | 2 25.5% | 10 18.3% | 11 37.2% | 2 18.1% | - |
| Low | 39 37.6% | 4 51.0% | 22 40.9% | 7 23.0% | 5 45.8% | 2 50.0% |
| DK/NA | 1 1.0% | - | - | - | 1 9.7% | - |

Q13. All property owners in the Oakhurst area are part of a geological hazard abatement district, also known as GHAD. In order to help repair the landslide and/or soil movement damage caused by past storms and reduce the risk future landslides and/or soil movement, Oakhurst residents have been discussing a proposal to have the property owners in Oakhurst increase their yearly GHAD assessment. The amount of the assessment increase will vary depending on the location of the parcel and lot size, but the increase in amount will likely range between \$65 and \$180 per parcel per year. Would you support this proposal?

After describing the GHAD assessment briefly, Question 13 asked respondents to indicate their support for increasing their GHAD assessment. As shown in Figure 16, 46 percent of respondents supported an GHAD assessment increase and 42 percent opposed the assessment. In addition, a larger percentage of respondents indicated that they would definitely oppose the GHAD assessment increase compared to the percentage of respondents who would 'definitely support' the GHAD assessment increase.

Figure 16. Support for GHAD Assessment Increase



Concern for a landslide/soil movement is related to support for a GHAD assessment increase. Specifically, respondents who had a high concern for a landslide/soil movement were most likely to indicate that they would definitely support a GHAD assessment increase. Conversely, respondents who reported a low concern for a landslide/soil movement were most likely to indicate that they would definitely oppose a GHAD assessment increase. Finally, respondents who had a medium concern for a landslide/soil movement were most likely to indicate that they would 'probably support' or 'definitely oppose' a GHAD assessment increase.

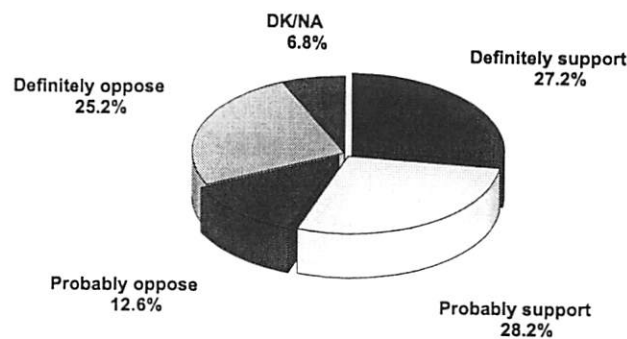
Table 26. Support for GHAD Assessment Increase by Concern for Landslide/Soil Movement

| | Overall | Concern for Landslide/Soil Movement | | |
|--------------------|-------------|-------------------------------------|------------|-------------|
| | | High | Medium | Low |
| Base | 103 | 39 | 24 | 39 |
| Definitely support | 23 22.0% | 14 35.5% | 2 7.4% | 7 18.0% |
| Probably support | 25 23.9% | 8 21.1% | 9 35.8% | 8 19.9% |
| Probably oppose | 12 11.2% | 8 19.2% | 2 8.6% | 2 5.0% |
| Definitely oppose | 32 31.1% | 7 17.0% | 8 32.1% | 17 42.9% |
| DK/NA | 12 11.8% | 3 7.2% | 4 16.0% | 5 14.2% |

Q14. If you knew that the landslide and/or soil movement problem still exists and could occur in any part of Oakhurst, would you support or oppose this proposal?

In the next question, respondents were asked again about their support for the GHAD assessment increase after it was emphasized that the problem of landslides and/or soil movement still exists and could occur in any part of Oakhurst. As shown in Figure 17, emphasizing that the problem of landslide/soil movement still could occur in any Oakhurst neighborhood had a positive impact on support for the GHAD assessment increase. Specifically, support for the GHAD assessment increased nine percentage points from 46 to 55 percent after the fact that the problem still exists was emphasized. The greatest movement occurred out of the definitely oppose and the 'Don't Know' category (i.e., 5-6%).

Figure 17. Support for GHAD Assessment Increase: Emphasis



The following tables examine support for a GHAD assessment increase after emphasizing that landslides/soil movement could occur in any part of Oakhurst by initial concern for landslides/soil movement and initial support for a GHAD assessment increase. After it was emphasized that landslides/soil movement could occur in any part of Oakhurst, respondents who had a high concern for landslides/soil movements were even more supportive of the GHAD assessment increase (73% and 57%, respectively). Although explicitly telling respondents that landslides/soil movement could occur in any part of Oakhurst had an effect, it did not have the same effect on all respondents. Specifically, a lower percentage of respondents who reported having a medium or low concern for a landslide/soil movement would definitely oppose the measure after the potential for landslides/soil movement was emphasized compared to before this emphasis (medium concern: 32% and 24%, respectively; low concern: 43% and 36%, respectively). However, there was still differences in support for the GHAD assessment increase according to initial levels of concern.

Table 27. Support for GHAD Assessment Increase: Emphasis by Concern for Landslide/Soil Movement

| | Overall | Concern for Landslide/Soil Movement | | |
|--------------------|-------------|-------------------------------------|------------|-------------|
| | | High | Medium | Low |
| Base | 103 | 39 | 24 | 39 |
| Definitely support | 28 27.5% | 17 42.6% | 3 11.7% | 9 22.6% |
| Probably support | 29 28.3% | 12 30.2% | 8 32.1% | 10 24.9% |
| Probably oppose | 13 12.4% | 5 12.5% | 6 25.3% | 2 4.6% |
| Definitely oppose | 26 25.5% | 6 14.7% | 6 23.5% | 14 35.6% |
| DK/NA | 7 6.3% | - | 2 7.4% | 5 12.3% |

Table 28. Support for GHAD Assessment Increase: Emphasis by Support for GHAD Assessment Increase (Q13)

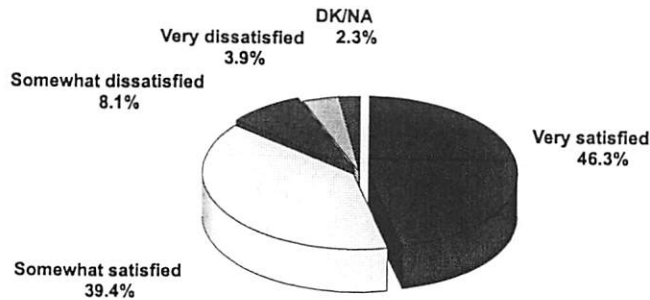
| | Overall | GHAD assessment | | | | |
|--------------------|-------------|--------------------|------------------|-----------------|-------------------|------------|
| | | Definitely support | Probably support | Probably oppose | Definitely oppose | DK/NA |
| Base | 103 | 23 | 25 | 12 | 32 | 12 |
| Definitely support | 28 27.5% | 21 91.5% | 3 11.4% | 1 7.7% | 2 6.0% | 2 15.9% |
| Probably support | 29 28.3% | 2 8.5% | 18 72.9% | 5 41.0% | 1 2.8% | 4 30.5% |
| Probably oppose | 13 12.4% | - | 2 7.8% | 6 51.3% | 4 12.0% | 1 8.5% |
| Definitely oppose | 26 25.5% | - | 1 4.2% | - | 24 75.9% | 1 7.3% |
| DK/NA | 7 6.3% | - | 1 3.6% | - | 1 3.2% | 5 37.8% |

City-Resident Communication

Q15. Thinking about City events and news, are you generally satisfied or dissatisfied with the City's efforts to communicate with Clayton residents?

Question 15 was the first of a series of questions designed to assess the effectiveness of the City's efforts to communicate with its residents. It asked respondents whether they were satisfied or dissatisfied with the City's efforts to communicate with Clayton residents. As shown in Figure 18, the vast majority of respondents were satisfied with the City's communication efforts ('very satisfied': 46% and 'somewhat satisfied': 39%). Approximately eight percent were 'somewhat dissatisfied' and another four percent were 'very dissatisfied' with the City's efforts to communicate with Clayton residents. Finally, two percent did not know their level of satisfaction with the City's efforts to communicate with Clayton residents.

Figure 18. Satisfaction with City's Communication Efforts

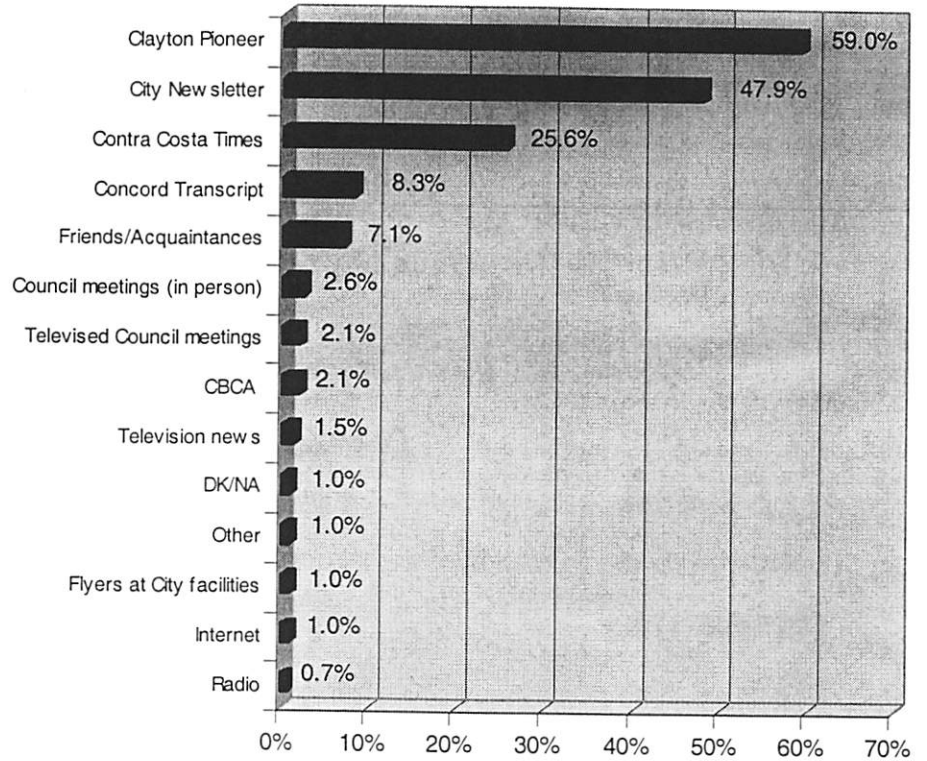


Q16. What information sources do you use to find out about City news, information and programming?

Respondents were next asked to indicate the information sources they used to find out about City news, local information, and programming. It is important to note that respondents were allowed to provide multiple responses. The total percentage of responses shown below, therefore, exceeds 100 percent.

As shown in Figure 19, the *Clayton Pioneer* was the predominant source that respondents used to find out about local news and programming (59%), followed by the City Newsletter (48%) and the *Contra Costa Times* (26%). A smaller number of respondents reported using the *Concord Transcript* (8%) and 'Friends/Acquaintances' (7%).

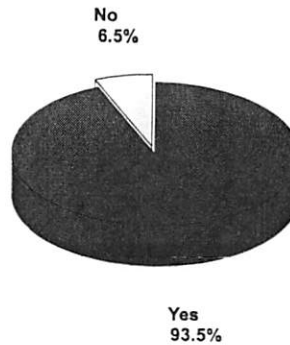
Figure 19. Ranking of Information Sources



Q17. Do you currently have access to the Internet?

Respondents were next asked if they or members of their household had access to the Internet. As shown in the figure below, 94 percent of respondents reported having access to the Internet and seven percent did not have access to the Internet.

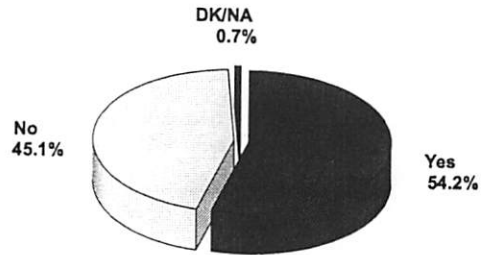
Figure 20. Internet Access



Q18. Would you be interested in reading the City's newsletter on the Internet?

The follow-up questions asked respondents with Internet access whether they would be interested in reading the City's newsletter on the Internet. As shown in Figure 21, 54 percent had an interest in reading the City's newsletter on the Internet.

Figure 21. Interest in Online City Newsletter



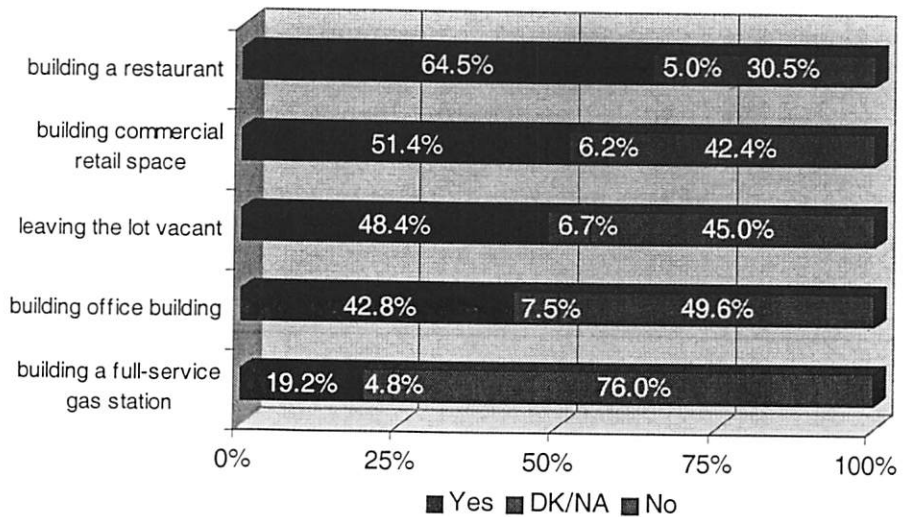
Other Issues

Q11. Next, I would like to ask you a few questions about a different property. The City of Clayton owns a vacant property across from the new fire station at Clayton Road and Center Street that is zoned for commercial use. The City has considered selling the property to raise money for other services. We'd like to know what types of development you would support on this property. Would you support: _____?

Respondents were also asked their opinion regarding what type of development they would support on another City owned vacant property. Respondents were asked whether they would support six different options. Again the options were presented in a random order to avoid a systematic position bias.

As shown in Figure 22, respondents were most supportive of building a restaurant on the vacant property across from the new fire station at Clayton Road and Center Street (65%), followed by building commercial retail space (51%). Conversely, respondents were least supportive of building a full service gas station with a convenience store and mechanic shop (19%).

Figure 22. Support for Different Development Options

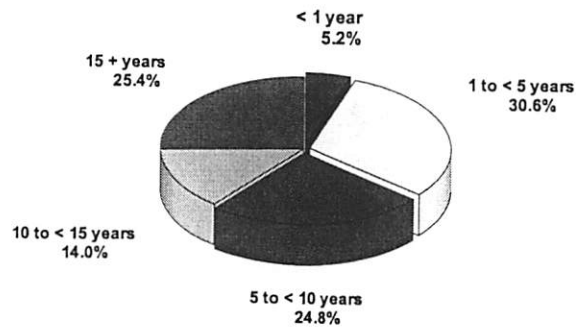


Demographic Information

Figures 23 through 30 graphically present the demographic and behavioral information collected in the survey. Some of the information was gathered by directly asking respondents in the survey (e.g., age of children), whereas other information was collected from the California voter file (e.g., age, partisanship, household party type). Although the primary motivation for collecting the demographic and behavioral information was to provide a better insight into how responses to the substantive questions of the survey vary across various voter subgroups, the information is also useful for better understanding the profile of the City of Clayton electorate.

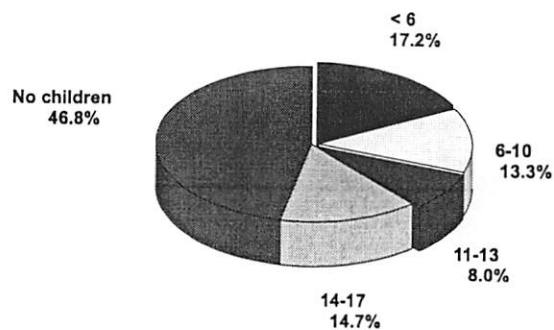
Q1. How long you have lived in the City of Clayton?

Figure 23. Length of Residence



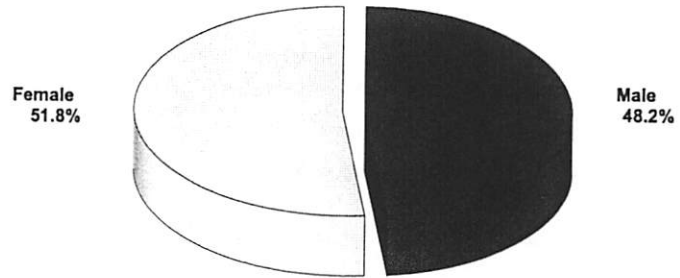
QA. Do you have any children living in your household?

Figure 24. Age of Children



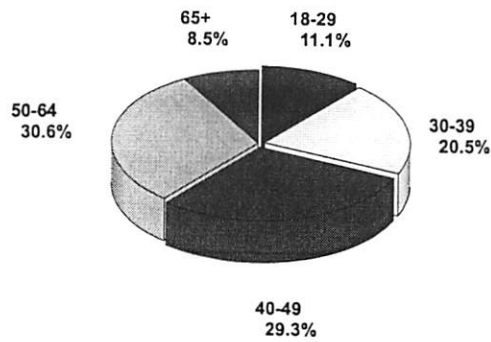
QB. Gender

Figure 25. Gender



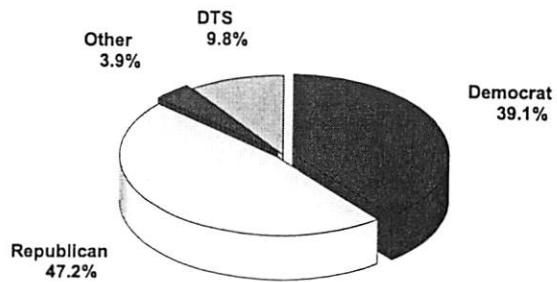
QC. Age

Figure 26. Age



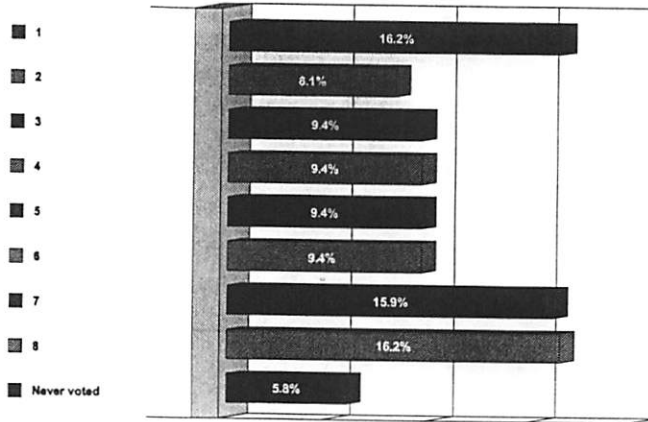
QD. Party

Figure 27. Party



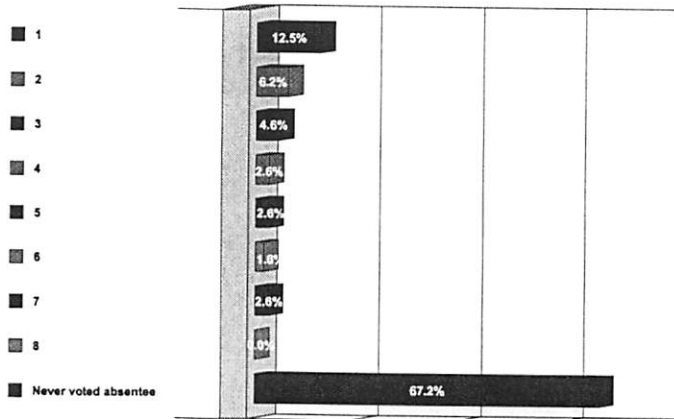
QF. Times Voted (in last eight elections)

Figure 28. Times Voted



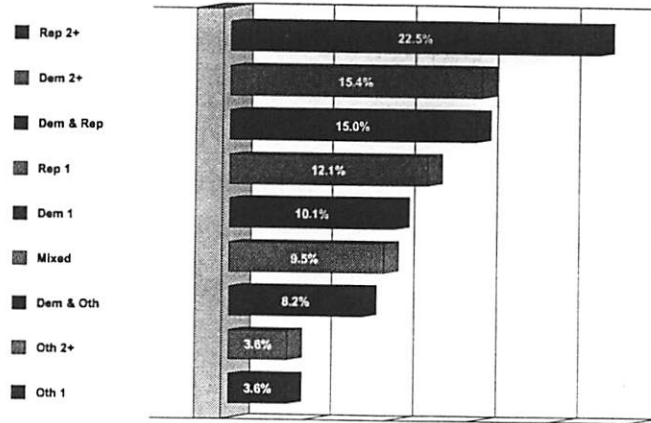
QG. Absentee Voter (in last eight elections)

Figure 29. Absentee Voter



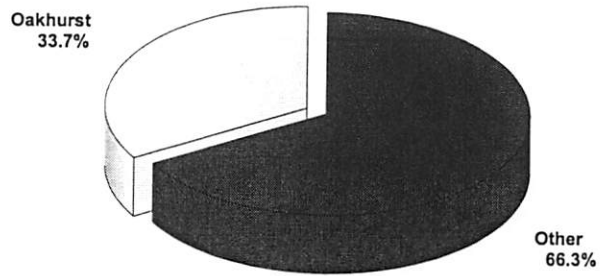
QH. Household Party Type

Figure 30. Household Party Type



QI. Neighborhood

Figure 31. Neighborhood



CITY OF CLAYTON VOTER SURVEY

Hello. May I speak with _____. Hello, my name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning some important issues the voters in your area may be facing and we'd like to get your opinions, it should just take a few minutes of your time.

(IF NEEDED) This is a survey only and I am not selling anything.

(IF THE PERSON ASKS WHY YOU ONLY WANT TO TALK TO THE INDIVIDUAL LISTED ON THE SAMPLE, OR ASKS IF THEY ARE ABLE TO PARTICIPATE INSTEAD OF THE INDIVIDUAL, THEN SAY: "I'm sorry, but for statistical purposes this survey must only be completed by this particular individual")

~~~~~

1. How many years have you been living in the City of Clayton?

- Less than 1 year----- 5%
- 1 year, less than 5 years ----- 31%
- 5 years, less than 10 years ----- 25%
- 10 years, less than 15 years ----- 14%
- 15 years or more ----- 25%
- DK/NA ----- 0%

2. Overall, are you satisfied or dissatisfied with the job the City of Clayton is doing to provide City services and maintain public facilities? (GET ANSWER, THEN ASK:)  
Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

- Very satisfied ----- 49% (Ask Q3, then Q5)
- Somewhat satisfied ----- 39% (Ask Q3, then Q5)
- Somewhat dissatisfied ----- 5% (Ask Q4, then Q5)
- Very dissatisfied ----- 3% (Ask Q4, then Q5)
- (DON'T READ) DK/NA ----- 4% (Skip to Q5)

3. Is there a specific reason why you are satisfied with the job the City of Clayton is doing to provide City services and maintain public facilities? (RECORD FIRST TWO RESPONSES)

|                                                  |     |
|--------------------------------------------------|-----|
| Good law enforcement-----                        | 3%  |
| Responsive/effective City government -----       | 13% |
| Good community -----                             | 4%  |
| Friendly residents -----                         | 1%  |
| Small town/rural-----                            | 7%  |
| Controlling growth-----                          | 3%  |
| Roads well maintained-----                       | 6%  |
| Parks, recreation facilities well maintained --- | 5%  |
| Clean City -----                                 | 5%  |
| Beautiful City -----                             | 4%  |
| Public landscaping is well kept -----            | 5%  |
| Revitalizing downtown -----                      | 4%  |
| New library -----                                | 3%  |
| General positive -----                           | 24% |
| No specific reason -----                         | 17% |
| Other-----                                       | 10% |
| DK/NA -----                                      | 7%  |

4. Is there a specific reason why you are dissatisfied with the job the City of Clayton is doing to provide City services and maintain public facilities? (RECORD FIRST TWO RESPONSES)

|                                 |     |
|---------------------------------|-----|
| Oakhurst favoritism -----       | 4%  |
| Better use of resources -----   | 25% |
| Cleanliness-----                | 11% |
| Non-responsiveness-----         | 11% |
| Other City services-----        | 24% |
| Traffic-----                    | 5%  |
| Lack of help for Oakhurst ----- | 12% |
| Other-----                      | 5%  |
| DK/NA -----                     | 24% |

5. Next, I'm going to ask you about a number of specific services provided by the City of Clayton. For each service I read, please tell me whether the service is very important to you, somewhat important, not too important, or not at all important.

Here's the (first/next) one: \_\_\_\_\_. (READ FIRST RANDOMLY SELECTED ITEM) Do you think this service is very important, somewhat important, not too important, or not at all important? (CONTINUE IN RANDOM ORDER UNTIL ALL ITEMS ARE READ)

| <b>RANDOMIZE</b>                                                                       | <b>Very<br/>Imp</b> | <b>Sw<br/>Imp</b> | <b>Not<br/>Too<br/>Imp</b> | <b>Not<br/>At All<br/>Imp</b> | <b>(DON'T<br/>READ)<br/>DK/NA</b> |
|----------------------------------------------------------------------------------------|---------------------|-------------------|----------------------------|-------------------------------|-----------------------------------|
| ( )A. Reducing crime-----                                                              | 66%                 | 24%               | 7%                         | 2%                            | <1%                               |
| ( )B. Keeping the streets clean -----                                                  | 52%                 | 40%               | 5%                         | 3%                            | <1%                               |
| ( )C. Developing recreational<br>programs -----                                        | 32%                 | 44%               | 15%                        | 9%                            | 1%                                |
| ( )D. Improving traffic enforcement ---                                                | 39%                 | 36%               | 18%                        | 7%                            | 1%                                |
| ( )E. Improving the appearance of street<br>and median landscaping-----                | 41%                 | 43%               | 11%                        | 4%                            | <1%                               |
| ( )F. Maintaining the major streets in<br>Clayton-----                                 | 70%                 | 26%               | 3%                         | 1%                            | 1%                                |
| ( )G. Providing trash services-----                                                    | 76%                 | 16%               | 3%                         | 4%                            | 1%                                |
| ( )H. Increasing the number of hours<br>the Clayton Community Library<br>is open ----- | 32%                 | 41%               | 16%                        | 9%                            | 2%                                |
| ( )I. Providing yard waste services---                                                 | 43%                 | 39%               | 9%                         | 7%                            | 2%                                |
| ( )J. Preventing local tax increases --                                                | 54%                 | 32%               | 7%                         | 5%                            | 2%                                |
| ( )K. Maintaining streets in residential<br>neighborhoods -----                        | 63%                 | 33%               | 2%                         | <1%                           | 1%                                |
| ( )L. Providing recycling services ----                                                | 53%                 | 32%               | 9%                         | 5%                            | 1%                                |
| ( )M. Preventing local storm and landslide<br>damage -----                             | 54%                 | 30%               | 8%                         | 7%                            | 1%                                |
| ( )N. Improving existing park and<br>recreation facilities -----                       | 36%                 | 43%               | 12%                        | 8%                            | 1%                                |
| ( )O. Providing street sweeping<br>services -----                                      | 31%                 | 45%               | 16%                        | 7%                            | 1%                                |

6. For the same list of services I just read I'd like you to tell me how satisfied you are with the job the City is doing to provide the service.

Would you say that you are satisfied or dissatisfied with the City's efforts to \_\_\_\_\_?  
 (READ RANDOMLY SELECTED ITEM FIRST:) Would that be very  
 (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? (REPEAT IN RANDOM  
 ORDER UNTIL ALL ITEMS ARE READ)

| RANDOMIZE                                                                            | <u>Very<br/>Satis.</u> | <u>Swt<br/>Satis.</u> | <u>Swt<br/>Dissat.</u> | <u>Very<br/>Dissat.</u> | <u>(DON'T<br/>READ)<br/>DK/NA</u> |
|--------------------------------------------------------------------------------------|------------------------|-----------------------|------------------------|-------------------------|-----------------------------------|
| ( )A. Reduce crime -----                                                             | 60%                    | 32%                   | 2%                     | 1%                      | 5%                                |
| ( )B. Keep the streets clean-----                                                    | 55%                    | 38%                   | 2%                     | 3%                      | 3%                                |
| ( )C. Develop recreational programs -                                                | 21%                    | 39%                   | 15%                    | 3%                      | 21%                               |
| ( )D. Improve traffic enforcement-----                                               | 38%                    | 43%                   | 8%                     | 5%                      | 6%                                |
| ( )E. Improve the appearance of street<br>and median landscaping -----               | 54%                    | 36%                   | 3%                     | 4%                      | 2%                                |
| ( )F. Maintain the major streets in<br>Clayton-----                                  | 52%                    | 38%                   | 7%                     | 3%                      | 1%                                |
| ( )G. Provide trash services -----                                                   | 52%                    | 35%                   | 4%                     | 4%                      | 5%                                |
| ( )H. Increase the number of hours<br>the Clayton Community Library<br>is open ----- | 21%                    | 41%                   | 13%                    | 6%                      | 19%                               |
| ( )I. Provide yard waste services -----                                              | 46%                    | 39%                   | 7%                     | 2%                      | 7%                                |
| ( )J. Prevent local tax increases-----                                               | 22%                    | 47%                   | 13%                    | 7%                      | 12%                               |
| ( )K. Maintain streets in residential<br>neighborhoods -----                         | 45%                    | 41%                   | 7%                     | 5%                      | 3%                                |
| ( )L. Provide recycling services-----                                                | 45%                    | 36%                   | 8%                     | 5%                      | 6%                                |
| ( )M. Prevent local storm and landslide<br>damage -----                              | 25%                    | 44%                   | 9%                     | 5%                      | 17%                               |
| ( )N. Improve existing park and<br>recreation facilities -----                       | 41%                    | 41%                   | 8%                     | 2%                      | 8%                                |
| ( )O. Provide street sweeping<br>services -----                                      | 43%                    | 43%                   | 2%                     | 6%                      | 6%                                |

Residents in the City of Clayton have been discussing a variety of proposals related to City facilities and services. For the next few minutes, I'd like to ask you some questions about some of these proposals.

7. The City of Clayton currently owns the one-acre vacant parcel downtown on Marsh Creek Road between Main and Center streets also known as the Grove. The City does not currently have the funds needed to develop a park on this property, nor does it have the money needed to maintain the entire property as a park. Therefore the City is considering two options. For each option I read, please tell me whether you would support or oppose it. Here is the (first/next) proposal:

**RANDOMIZE**

( )A.To leave this property as it is. If asked to vote on this proposal today, would you support or oppose this proposal? (GET ANSWER, THEN ASK:) Would that be definitely (support/oppose) or probably (support/oppose)?

|                         |     |
|-------------------------|-----|
| Definitely support----- | 20% |
| Probably support -----  | 18% |
| Probably oppose-----    | 19% |
| Definitely oppose ----- | 37% |
| (DON'T READ) DK/NA----- | 6%  |

( )B.To build a park on at least half of the property and to have the other portion developed into commercial and retail buildings which would generate the money needed to maintain the park. If asked to vote on this proposal today, would you support or oppose this proposal? (GET ANSWER, THEN ASK:) Would that be definitely (support/oppose) or probably (support/oppose)?

|                         |     |
|-------------------------|-----|
| Definitely support----- | 27% |
| Probably support -----  | 34% |
| Probably oppose-----    | 12% |
| Definitely oppose ----- | 23% |
| (DON'T READ) DK/NA----- | 4%  |

8. Now, I would like to focus on the option that includes developing a park and commercial retail buildings on the one acre vacant parcel downtown on Marsh Creek Road between Main and Center streets also known as the Grove.

If you heard that: \_\_\_\_\_, (READ RANDOMLY SELECTED ITEM FIRST, THEN ASK:) would you be more or less likely to support the plan to develop a park and commercial retail buildings on the Grove property downtown, or would the information have no effect on your decision? (GET ANSWER, THEN ASK:) Would that be much (more likely/ less likely) or somewhat (more likely/less likely)? (CONTINUE IN RANDOM ORDER UNTIL ALL ITEMS ARE READ)

**RANDOMIZE**

|                                                                                                                                           | <u>Much<br/>More<br/>Likely</u> | <u>Swt<br/>More<br/>Likely</u> | <u>Swt<br/>Less<br/>Likely</u> | <u>Much<br/>Less<br/>Likely</u> | <u>No<br/>Effect</u> | <u>DK/<br/>NA</u> |
|-------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|--------------------------------|--------------------------------|---------------------------------|----------------------|-------------------|
| ( )A. The park portion will still have a gazebo, public restrooms, a water feature, pathways, picnic tables, and trees                    | 36%                             | 25%                            | 5%                             | 10%                             | 23%                  | 2%                |
| ( )B. By developing a portion of the property for commercial retail use, the City will receive sales and property tax revenues            | 32%                             | 28%                            | 8%                             | 10%                             | 20%                  | 3%                |
| ( )C. The park and commercial facilities will bring people to the downtown area, which may increase local business                        | 35%                             | 27%                            | 9%                             | 10%                             | 17%                  | 2%                |
| ( )D. Using part of the property for commercial retail will increase traffic congestion in Downtown Clayton                               | 12%                             | 13%                            | 14%                            | 26%                             | 33%                  | 2%                |
| ( )E. The architectural design of the commercial buildings will be restricted to preserve the traditional appearance of the downtown area | 42%                             | 26%                            | 5%                             | 8%                              | 17%                  | 1%                |
| ( )F. Using a portion of the property for commercial retail will critically limit the space available for a park                          | 14%                             | 11%                            | 19%                            | 31%                             | 22%                  | 3%                |

9. The percentage of the property to be developed as commercial retail on the one acre vacant parcel downtown on Marsh Creek Road between Main and Center streets also known as the Grove has not been decided yet.

If you heard that \_\_\_\_\_ (READ ITEM A FIRST) of the Grove property would be developed as commercial retail, would you support or oppose this plan? (GET ANSWER, THEN ASK:) Would that be definitely (support/oppose) or probably (support/oppose)

| <b>DO NOT RANDOMIZE</b> | <b>Definitely<br/><u>support</u></b> | <b>Probably<br/><u>support</u></b> | <b>Probably<br/><u>oppose</u></b> | <b>Definitely<br/><u>oppose</u></b> | <b>(DON'T READ)<br/><u>DK/NA</u></b> |
|-------------------------|--------------------------------------|------------------------------------|-----------------------------------|-------------------------------------|--------------------------------------|
| A. 50 percent-----      | 24%-----                             | 30%-----                           | 13%-----                          | 28%-----                            | 6%                                   |
| B. 40 percent-----      | 33%-----                             | 23%-----                           | 14%-----                          | 26%-----                            | 5%                                   |
| C. 30 percent-----      | 41%-----                             | 20%-----                           | 12%-----                          | 23%-----                            | 5%                                   |

Now that you have heard more about the options, I'd like to read them to you again:

10. The City of Clayton currently owns the one-acre vacant parcel downtown on Marsh Creek Road between Main and Center streets also known as the Grove. The City does not currently have the funds needed to develop a park on this property, nor does it have the money needed to maintain the entire property as a park. Therefore the City is considering two options. For each option I read, please tell me whether you would support or oppose it. Here is the (first/next) proposal:

**RANDOMIZE**

( )A.To leave this property as it is. If asked to vote on this proposal today, would you support or oppose this proposal? (GET ANSWER, THEN ASK:) Would that be definitely (support/oppose) or probably (support/oppose)?

|                         |     |
|-------------------------|-----|
| Definitely support----- | 23% |
| Probably support -----  | 16% |
| Probably oppose-----    | 20% |
| Definitely oppose ----- | 37% |
| (DON'T READ) DK/NA----- | 5%  |



( )B.To build a park on at least half of the property and to have the other portion developed into commercial and retail buildings which would generate the money needed to maintain the park. If asked to vote on this proposal today, would you support or oppose this proposal? (GET ANSWER, THEN ASK:) Would that be definitely (support/oppose) or probably (support/oppose)?

Definitely support----- 34%  
 Probably support ----- 26%  
 Probably oppose----- 10%  
 Definitely oppose ----- 26%  
 (DON'T READ) DK/NA----- 4%

11. Next I'd like to ask you a few questions about a different property. The City of Clayton owns a vacant property across from the new fire station at Clayton Road and Center Street that is zoned for commercial use. The City has considered selling the property to raise money for other services. We'd like to know what types of development you would support on this property.

Would you support:\_\_\_\_\_? (RANDOMIZE ITEMS)

|                                                                                                 | <u>Yes</u> | <u>No</u> | <u>DK/NA</u> |
|-------------------------------------------------------------------------------------------------|------------|-----------|--------------|
| ( )A. leaving the lot vacant -----                                                              | 48%        | 45%       | 7%           |
| ( )B. building office space -----                                                               | 43%        | 50%       | 8%           |
| ( )C. building commercial retail space-----                                                     | 51%        | 42%       | 6%           |
| ( )D. building a restaurant -----                                                               | 65%        | 31%       | 5%           |
| ( )E. building a full-service gas station with<br>a convenience store and mechanic<br>shop----- | 19%        | 76%       | 5%           |

**(ASK Q'S 12, 13 AND 14 OF OAKHURST VOTERS ONLY)**

12. What is your level of concern for landslides and/or soil movement in your neighborhood? Would you say you have a high, medium, or low level of concern that a major landslide and/or soil movement will occur in your neighborhood in the next five years?

High concern ----- 38%  
 Medium concern ----- 23%  
 Low concern ----- 38%  
 (DON'T READ) DK/NA----- 1%

13. All property owners in the Oakhurst area are part of a geological hazard abatement district, also know as GHAD (G-HAD). In order to help repair the landslide and/or soil movement damage caused by past storms and reduce the risk of future landslides and/or soil movement, Oakhurst residents have been discussing a proposal to have the property owners in Oakhurst increase their yearly GHAD assessment. The amount of the assessment increase will vary depending on the location of the parcel and the lot size, but the increase amount will likely range between \$65 and \$180 per parcel per year.

Would you support or oppose this proposal? (GET ANSWER, THEN ASK:) Would that be definitely (support/oppose) or probably (support/oppose)?

Definitely support ----- 22%  
 Probably support ----- 24%  
 Probably oppose ----- 11%  
 Definitely oppose ----- 31%  
 (DON'T READ) DK/NA ----- 12%

14. If you knew that the landslide and/or soil movement problem still exists and could occur in any part of Oakhurst, would you support or oppose this proposal? (GET ANSWER, THEN ASK:) Would that be definitely (support/oppose) or probably (support/oppose)?

Definitely support ----- 28%  
 Probably support ----- 28%  
 Probably oppose ----- 12%  
 Definitely oppose ----- 26%  
 (DON'T READ) DK/NA ----- 6%

15. Thinking about City events and news, are you generally satisfied or dissatisfied with the City's efforts to communicate with Clayton residents? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied ----- 46%  
 Somewhat satisfied ----- 40%  
 Somewhat dissatisfied ----- 8%  
 Very dissatisfied ----- 4%  
 (DON'T READ) DK/NA ----- 2%

16. What information sources do you use to find out about City news, information and programming? (DON'T READ LIST, RECORD FIRST TWO RESPONSES)

Contra Costa Times ----- 26%  
 City Newsletter ----- 48%  
 Concord Transcript ----- 8%  
 Clayton Pioneer ----- 59%  
 Friends/Acquaintances ----- 7%  
 City Council Meetings (in person) ----- 3%  
 Televised City Council Meetings ----- 2%  
 Radio ----- 1%  
 Television News ----- 2%  
 (CBCA) Clayton Business and County  
 Association ----- 2%  
 Internet ----- 1%  
 Flyers at City Facilities ----- 1%  
 Other (Do not specify) ----- 1%  
 (DON'T READ) DK/NA ----- 1%

17. Do you currently have access to the Internet?

Yes ----- 94% (Ask Q18)  
 No ----- 7% (Skip to QA)  
 DK/NA ----- 0% (Skip to QA)

18. Would you be interested in reading the City's newsletter on the Internet?

Yes ----- 54%  
 No ----- 45%  
 (DON'T READ) DK/NA ----- 1%

**Now, just a few questions for background purposes.**

A. Do you have any children \_\_\_\_\_ (READ FIRST ITEM) living in your household?  
 (CONTINUE UNTIL ALL ITEMS ARE READ)

|                                | <u>Yes</u> | <u>No</u> |
|--------------------------------|------------|-----------|
| (a) under the age of six ----- | 20% -----  | 80%       |
| (b) between six and 10 -----   | 16% -----  | 85%       |
| (c) between 11 and 13 -----    | 10% -----  | 90%       |
| (d) between 14 and 17 -----    | 17% -----  | 83%       |

**That's all I have. This survey is being conducted for the City of Clayton. Thanks for participating.**

**B. Gender:**

Male----- 48%  
 Female ----- 52%

**FROM SAMPLE SHEET**

**C. Age:**

18-29 years ----- 11%  
 30-39 years ----- 21%  
 40-49 years ----- 29%  
 50-64 years ----- 31%  
 65+ years ----- 8%  
 Not coded----- 0%

**D. Party:**

Democrat ----- 39%  
 Republican ----- 47%  
 Other----- 4%  
 DTS ----- 10%

**E. Voting History:**

|                  | <u>Voted</u> | <u>Not Voted</u> |
|------------------|--------------|------------------|
| Voted 6/94-----  | 29%          | 71%              |
| Voted 11/94----- | 50%          | 50%              |
| Voted 3/96-----  | 38%          | 62%              |
| Voted 11/96----- | 57%          | 43%              |
| Voted 6/98-----  | 50%          | 50%              |
| Voted 11/98----- | 63%          | 37%              |
| Voted 3/00-----  | 66%          | 34%              |
| Voted 11/00----- | 92%          | 8%               |

**INTERVIEWERS: PLEASE COUNT THE NUMBER OF TIMES VOTED IN E.**

**F. Times Voted:**

1 of 8----- 16%  
 2 of 8----- 8%  
 3 of 8----- 9%  
 4 of 8----- 9%  
 5 of 8----- 9%  
 6 of 8----- 9%  
 7 of 8----- 16%  
 8 of 8----- 16%  
 Never voted ----- 6%

G. Absentee Voter:

|                           |     |
|---------------------------|-----|
| Voted in 1 of 8-----      | 12% |
| Voted in 2 of 8-----      | 6%  |
| Voted in 3 of 8-----      | 5%  |
| Voted in 4 of 8-----      | 3%  |
| Voted in 5 of 8-----      | 3%  |
| Voted in 6 of 8-----      | 2%  |
| Voted in 7 of 8-----      | 3%  |
| Voted in 8 of 8-----      | 0%  |
| Never voted absentee----- | 67% |

H. Hsld. Party Type:

|                            |     |
|----------------------------|-----|
| Democrat (1)-----          | 10% |
| Democrat (2+)-----         | 15% |
| Republican (1)-----        | 12% |
| Republican (2+)-----       | 23% |
| Other (1)-----             | 4%  |
| Other (2)-----             | 4%  |
| Democrat & Republican----- | 15% |
| Democrat & Other-----      | 8%  |
| Mixed-----                 | 10% |

I. Neighborhood

|                                |     |
|--------------------------------|-----|
| Neighborhood 1-----            | 66% |
| Neighborhood 2 (Oakhurst)----- | 34% |

J. ZIP CODE (REQUIRED) \_\_\_\_\_

K. PRECINCT NUMBERS (REQUIRED) \_\_\_\_\_

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

DATE OF INTERVIEW \_\_\_\_\_ VALIDATED BY \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ NUMBER: \_\_\_\_\_

**DRAFT**



## **City of Clayton Survey of Voters**

May 22, 2001

**Godbe Research & Analysis**

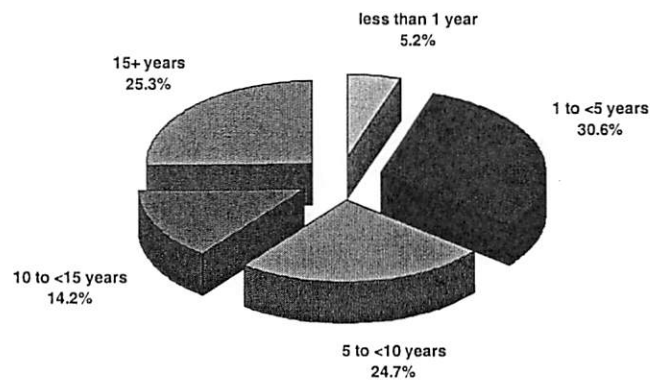
### **Methodology**

- Data Collection Telephone interviewing
- Universe Registered voters
- Interview dates April 24 through 29, 2001
- Interview length 15 minutes
- Sample size 300
- Margin of Error +/- 5.54%

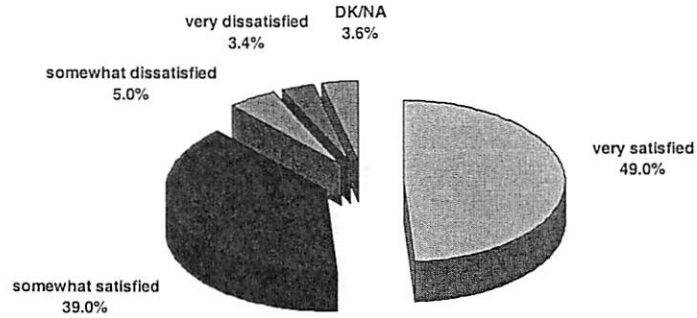
## Objectives

- determine voters' overall satisfaction with the City's efforts to provide municipal services and their impression of various issues in the City
- ascertain both the level of importance and the degree of satisfaction voters assign to services related to City services
- assess support for different proposals for the Grove property and a GHAD assessment increase
- identify what voters' support for different types of development on City owned property
- determine the effectiveness of the City's communication with citizens

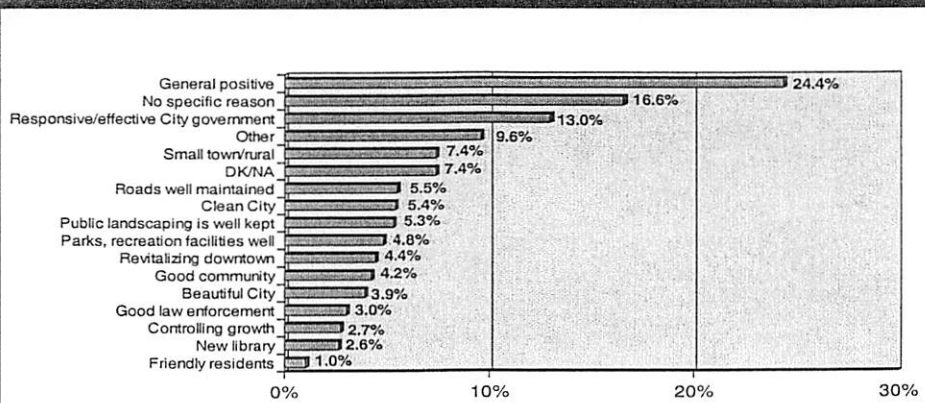
## Years Living in Clayton



## Overall Satisfaction with Services

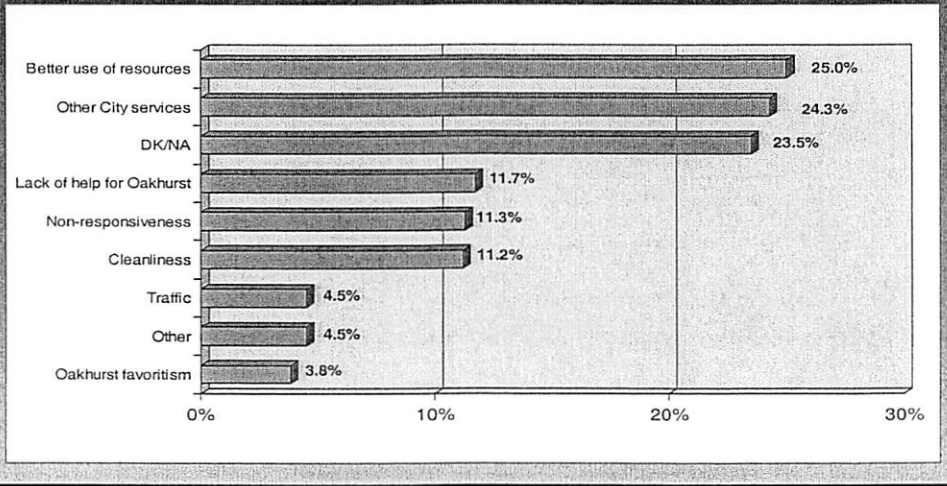


## Reason for Satisfaction

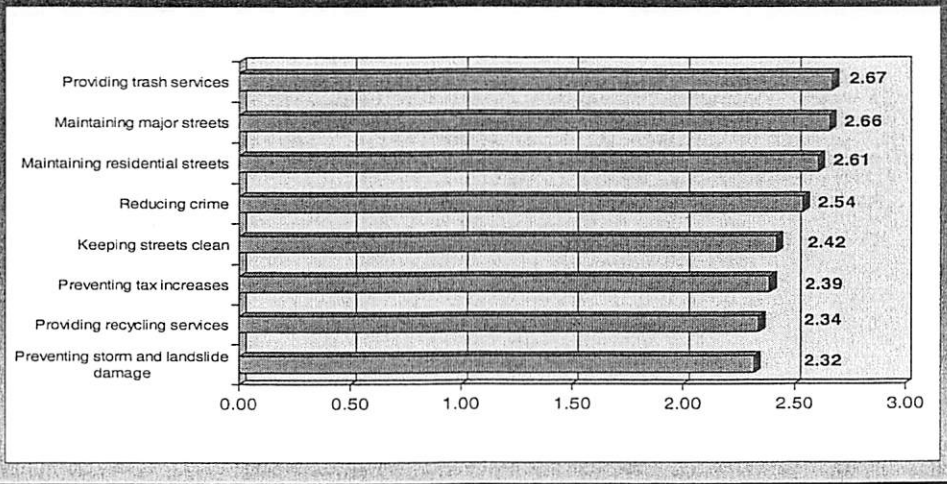




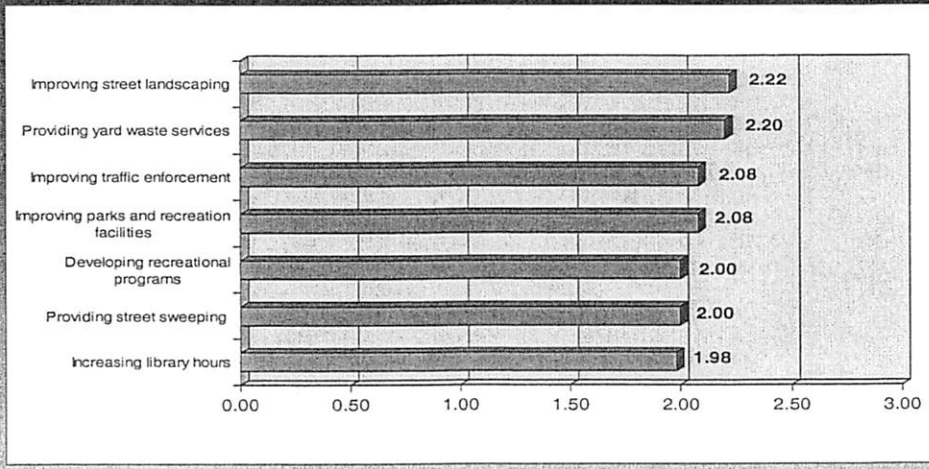
## Reason for Dissatisfaction



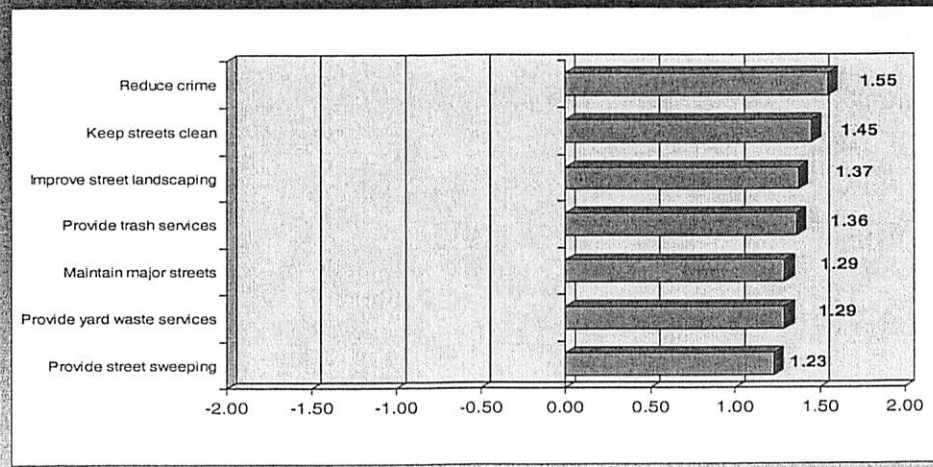
## Importance of Service (Tier I)



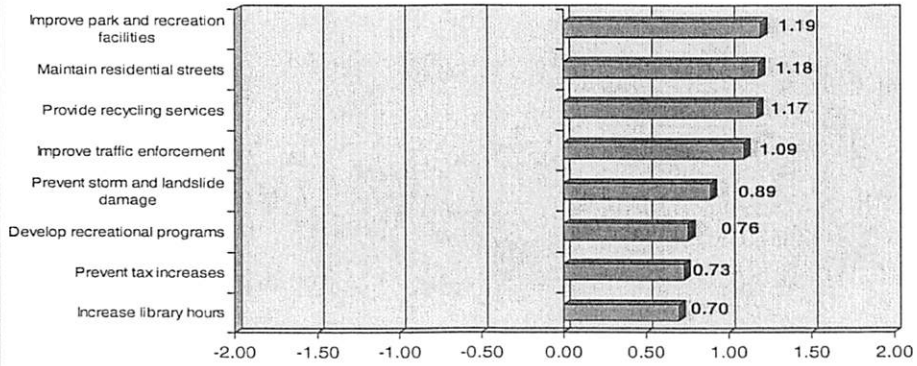
## Importance of Service (Tier II)



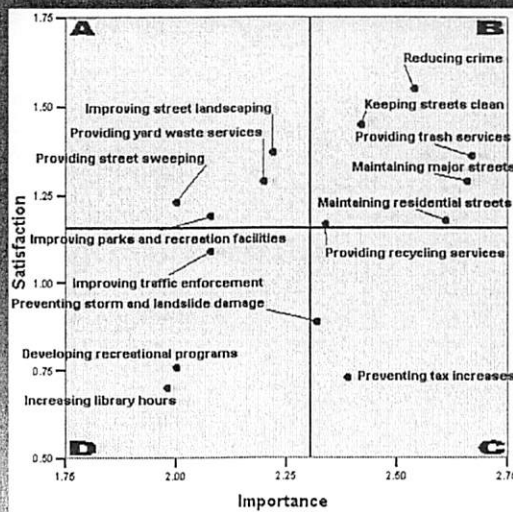
## Satisfaction with Services (Tier I)



## Satisfaction with Services (Tier II)



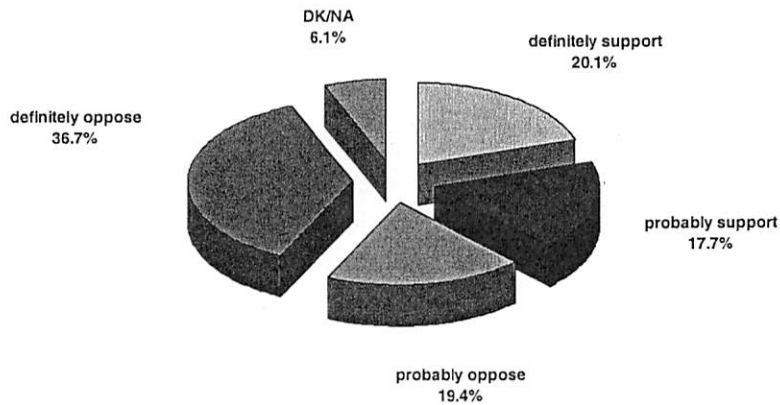
## Importance-Satisfaction Matrix



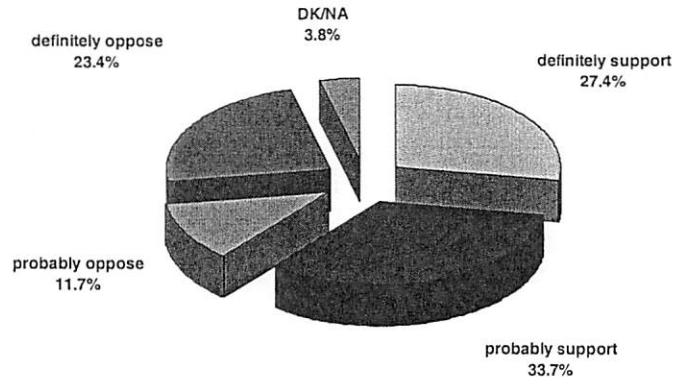
## Satisfaction - Importance Ratings

| Service                                   | Importance | Satisfaction |
|-------------------------------------------|------------|--------------|
| Providing trash services                  | 2.67       | 1.36         |
| Maintaining major streets                 | 2.66       | 1.29         |
| Maintaining residential streets           | 2.61       | 1.18         |
| Reducing crime                            | 2.54       | 1.55         |
| Keeping streets clean                     | 2.42       | 1.45         |
| Preventing tax increases                  | 2.39       | 0.73         |
| Providing recycling services              | 2.34       | 1.17         |
| Preventing storm and landslide damage     | 2.32       | 0.89         |
| Improving street landscaping              | 2.22       | 1.37         |
| Providing yard waste services             | 2.20       | 1.29         |
| Improving parks and recreation facilities | 2.08       | 1.19         |
| Improving traffic enforcement             | 2.08       | 1.09         |
| Providing street sweeping                 | 2.00       | 1.23         |
| Developing recreational programs          | 2.00       | 0.76         |
| Increasing library hours                  | 1.98       | 0.70         |

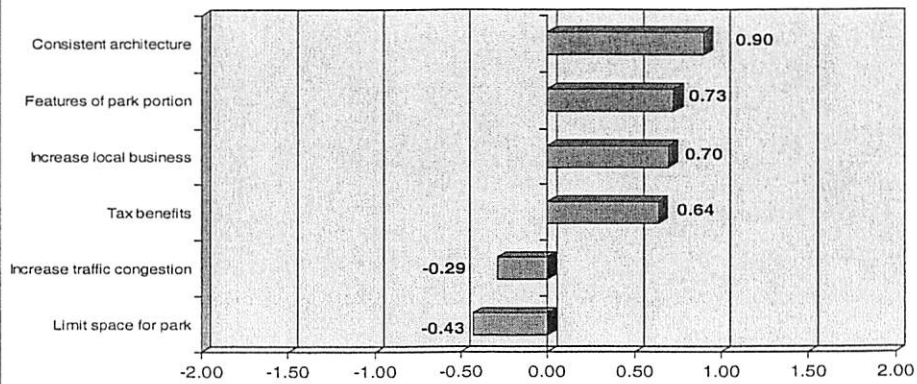
## First Ballot Test: Support for Leaving the Grove as it is



## First Ballot Test: Support for Developing a Park and Commercial Retail at the Grove

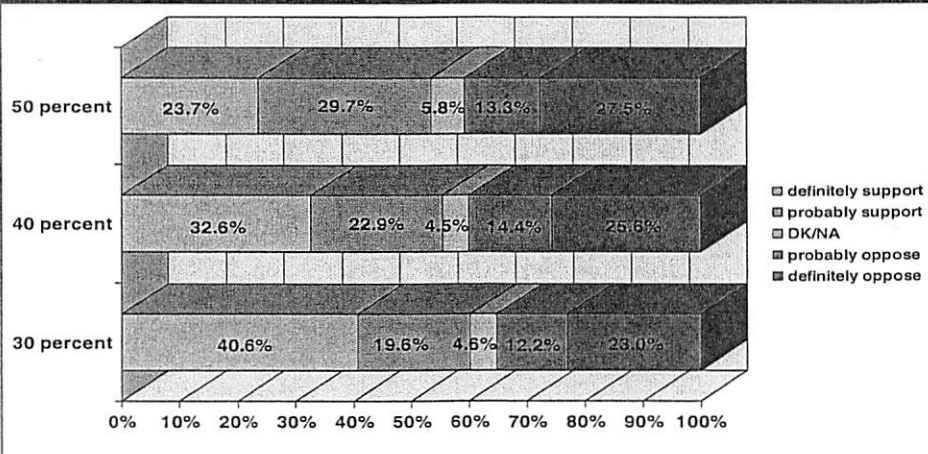


## Park and Commercial Retail Development Arguments

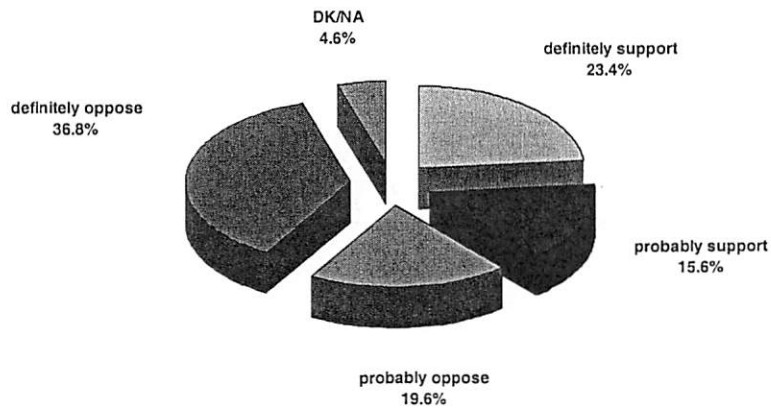




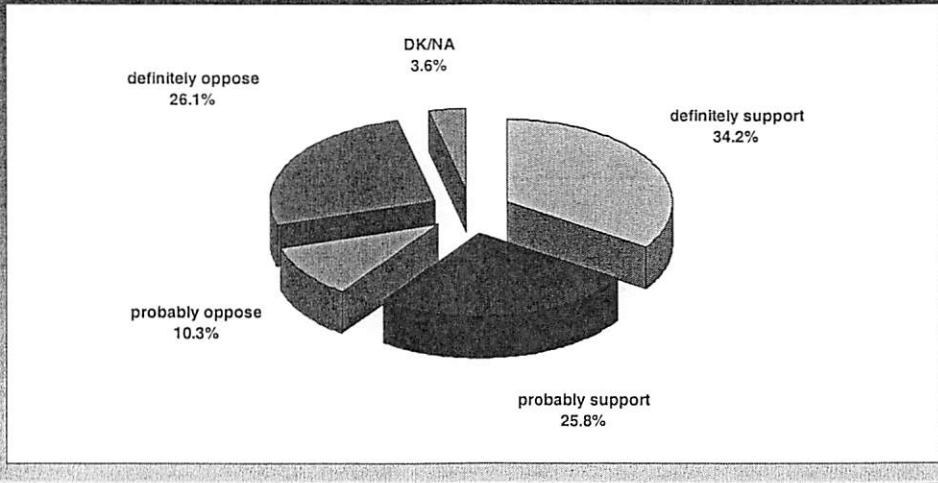
## Percentage Commercial Retail Development at the Grove



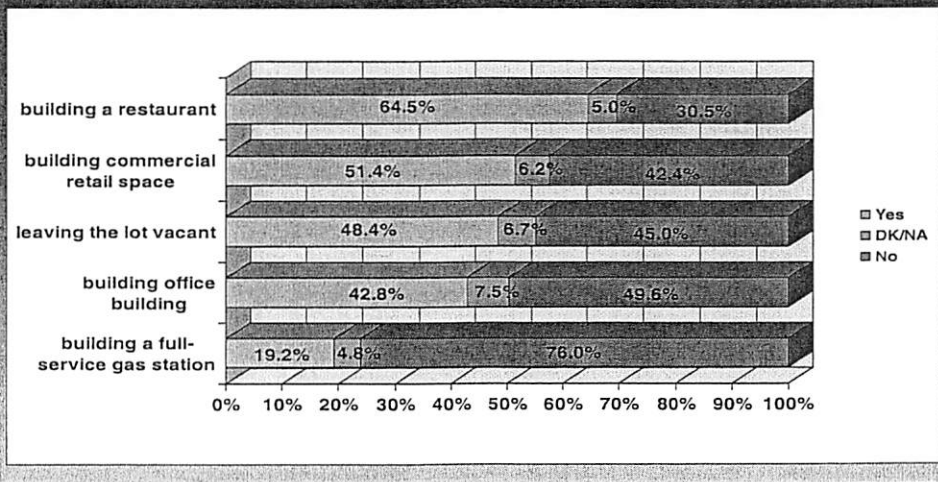
## Second Ballot Test: Support for Leaving the Grove as it is



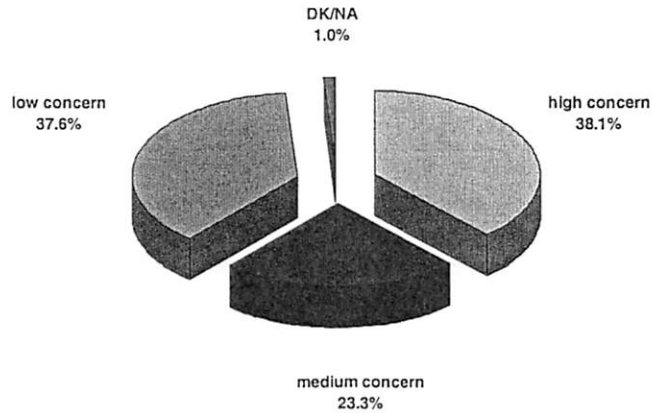
## Second Ballot Test: Support for Developing a Park and Commercial Retail at the Grove



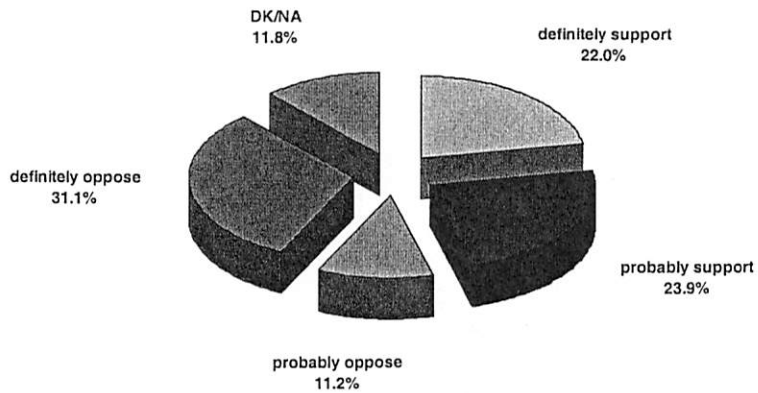
## Vacant Lot at Clayton Road and Center Street



## Oakhurst: Concern For Landslides and/or Soil Movement

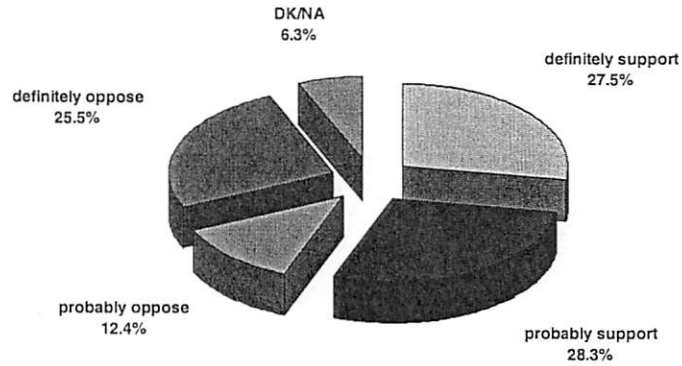


## Oakhurst: Support For GHAD Assessment Increase

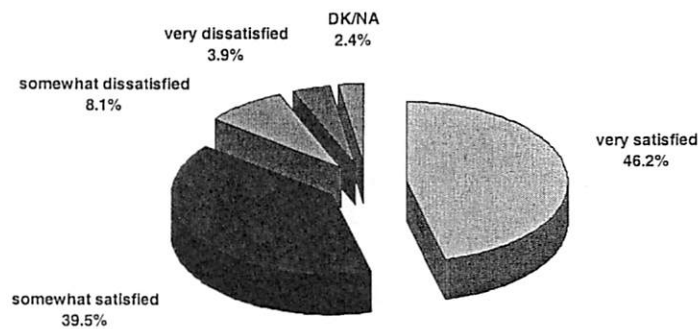




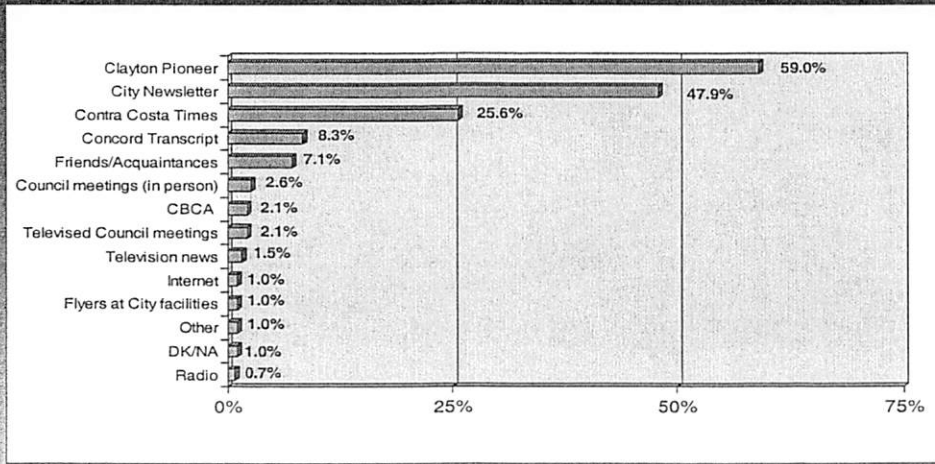
## Oakhurst: Support For GHAD Assessment Increase With Knowledge Problem Still Exists



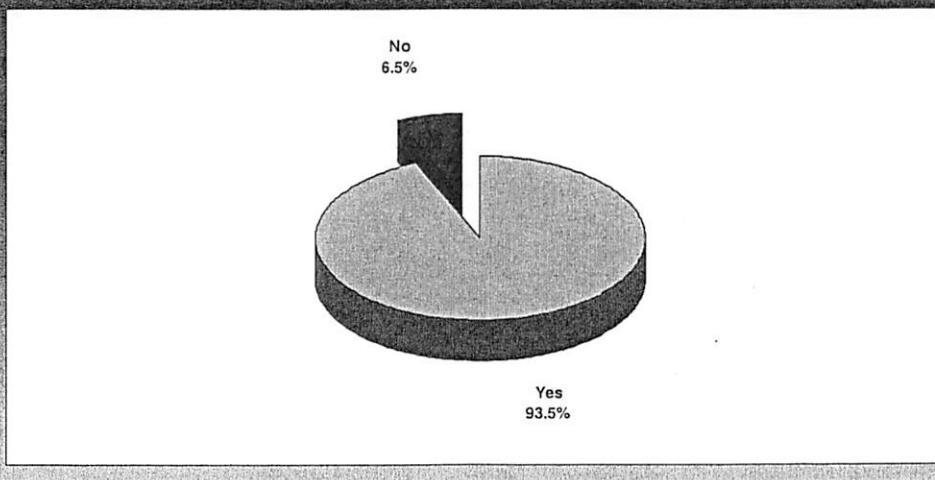
## Satisfaction With City Communication



## Sources of News, Information, and Programming



## Access to The Internet



## Interest in Reading The City's Newsletter on The Internet

