



MEMORANDUM

TO: City Council

FROM: Matthew Downing, City Manager

BY: Jessica Matson, Legislative & Information Services Director/City Clerk
Nicole Valentine, Administrative Services Director

SUBJECT: Consider Results of Community Survey for a Potential Future Revenue Measure

DATE: April 23, 2024

SUMMARY OF ACTION:

Review of the results of the community survey, which took place March-April 2024.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

Approximately \$26,700 was spent on design, printing, postage of the mailer; video and still ad design and editing; and digital ad buys.

RECOMMENDATION:

Review and file the Community Survey Results Summary.

BACKGROUND:

On [June 13, 2023](#), the City Council authorized the publishing of a Request for Proposals (RFP) for Voter Opinion Polling and Public Education and Outreach Services. On [August 22, 2023](#), the City Council approved a professional services agreement with Clifford Moss and True North Research for these services. On [January 9, 2024](#), the City Council reviewed the polling results summary report from True North Research and directed staff to continue working with the consultant on a potential future revenue measure.

As part of the City's efforts to listen to the community regarding their priorities for Arroyo Grande, a Community Survey (Attachment 1) was mailed to all Arroyo Grande residents on February 22, 2024. The mailer included a tear-off response option as well as an online option for completing the survey. To encourage residents' participation, video and still ads were developed and placed on various online platforms driving viewers to the online version of the survey. Additionally, the survey was, and continues to be, available on the City's website.

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ANALYSIS OF ISSUES:

In addition to the dozens of direct face-to-face conversations with Arroyo Grande stakeholders, the City received a large response to the survey.

As of the date of this report the City has received 1,444 responses to the Community Survey – 477 written and 967 online. Over 400 personal comments were also provided with the responses.

The City's consultant has prepared a summary of the survey results, including a ranked average, priorities receiving the most number 1-9 rankings (*1 = most important and 9 = less important*), and a word cloud of the most commonly used words in the "other priorities" section of the survey (Attachment 2).

On average, the top 3 priorities, as ranked by Arroyo Grande residents responding to the survey, were as follows:

1. "Maintain lifesaving fire protection and paramedic services;"
2. "Maintain 911 rapid-response and emergency police services;" and
3. "Repair/Pave and maintain Arroyo Grande's 73 miles of roads; fix potholes and damaged sidewalks."

This was calculated by taking the sum of each section and dividing it by the number of responses received for that category. Categories with the lowest averages reflect the more important issues to the community members who responded.

The top three "1st place" priorities, by a significant margin, were as follows:

1. "Repair/Pave and maintain Arroyo Grande's 73 miles of roads; fix potholes and damaged sidewalks;"
2. "Maintain 911 rapid-response and emergency police services;" and
3. "Maintain lifesaving fire protection and paramedic services."

This was calculated by adding up how many rankings of "1" each category received.

Additional findings are outlined in the attached summary report.

Next Steps

To continue the efforts of listening to residents and their priorities, the following activities will take place over the next several weeks:

1. A follow-up mailer will be sent to all Arroyo Grande residents with results of the survey and information regarding the City's ongoing efforts to listen to residents;
2. Continued public outreach on the City's needs and results of the community survey including presentations to service organizations and conversations with community stakeholders will continue to occur throughout April and early May; and

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3. Staff will return an item for the City Council's consideration of funding options for City services and a potential revenue ballot measure.

The online survey will remain open until late May to capture any additional resident responses.

ALTERNATIVES:

The following alternatives are provided for the City Council's consideration:

1. Review and file the Community Survey results summary; or
2. Provide other direction to staff.

ADVANTAGES:

Receiving results of the community survey will inform the City Council and public on what a sample of the community deems a priority for the City to address.

DISADVANTAGES:

No disadvantages to receiving the results summary have been identified.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

ATTACHMENTS:

1. Community Survey Mailer
2. Community Survey Results Summary