



East Palo Alto 2023 Community Survey Highlights


Key Findings of Survey Conducted April 27-May 21, 2023



OPINION
RESEARCH
& STRATEGY



Introduction of Subject Matter Experts

- **The Lew Edwards Group:** Nationally recognized, award-winning Black/Native American, AAPI and woman owned firm specializing in cutting edge communications and engagement, as well as revenue generation
 - **FM3 Research:** One of the top California firms providing quantitative opinion research services to local communities to hear from residents on views/priorities
 - **Public Dialogue Consortium:** A renowned nonprofit organization specializing in qualitative influencer, stakeholder and community engagement
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Project Objectives

1

Conduct updated East Palo Alto Community Survey to assist with City Council goal-setting and long-term service delivery planning

2

Gather statistically reliable information on community priorities and views

3

Report back on results

4

Utilize results as the foundation for additional community engagement/input







Key Survey Highlights

- The Survey results show **East Palo Alto residents highly value their Quality of Life and the job the City is doing** to provide City services – great work!
- **Priorities important to the community:** safe/clean drinking water, storm drains, traffic safety and 911/emergency/medical and disaster preparations; and housing, infrastructure/street repair for new funding
- Respondents **strongly support the City of East Palo Alto assuming management of the community's sewer and wastewater services**



Key Survey Highlights & Methodology

Survey Specifics and Methodology

Dates	April 27-May 19, 2023
Survey Type	Multi-modal Resident Survey
Research Population	East Palo Alto Residents Ages 18+
Total Interviews	402
Margin of Sampling Error	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations  Postcard Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	Selected Comparisons to Voter Research Conducted December 2015
Languages	Survey was available in English, Spanish and Tongan

(Note: Not All Results Will Sum to 100% Due to Rounding)



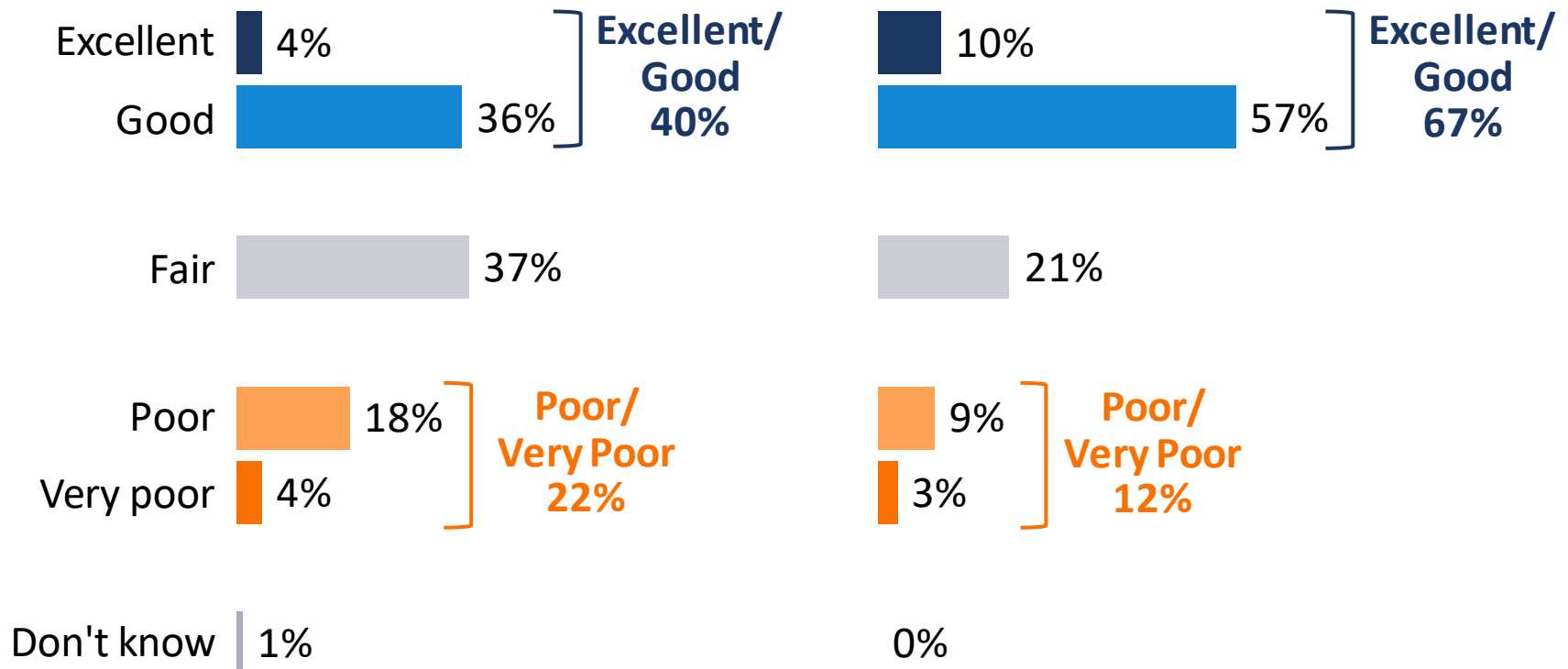
General Views of Life in East Palo Alto

Two-thirds of residents see East Palo Alto's quality of life as "excellent" or "good."

*How would you rate the overall quality of life in East Palo Alto?
Would you say it is excellent, good, fair, poor, or very poor?*

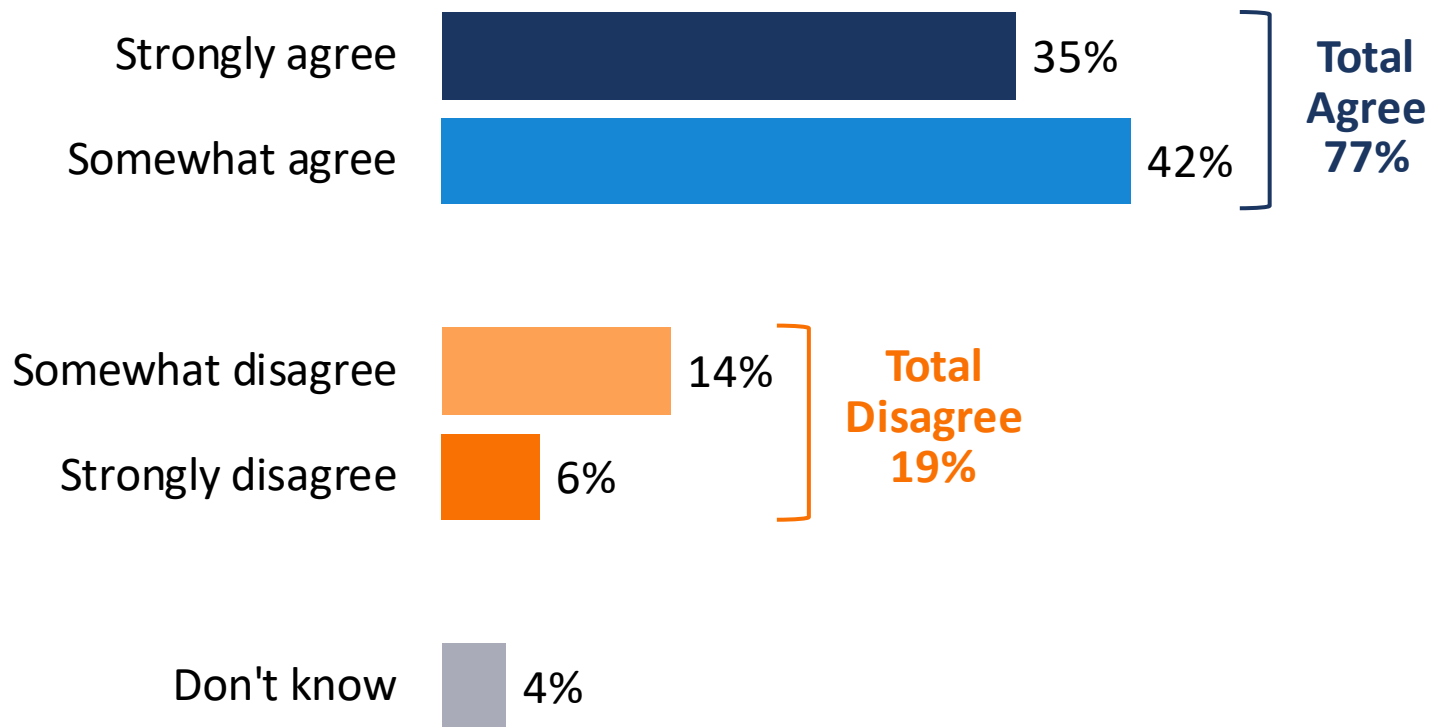
***December 2015**

April/May 2023

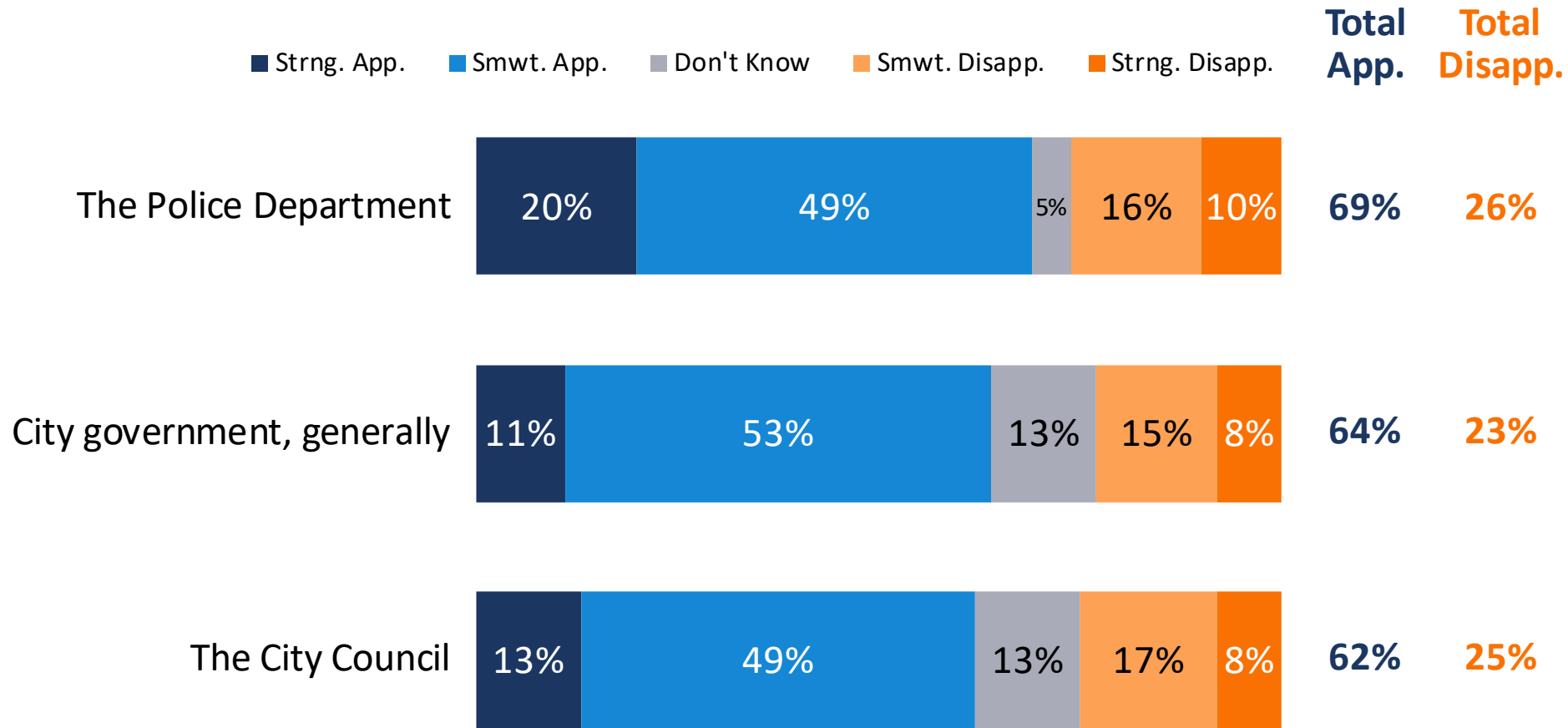


And three-quarters of residents feel “proud” to live in the City.

I am proud to live in East Palo Alto



Majorities approve of City government generally, as well as of Council and Police Department.



FM3 I'm going to read you a short list of public institutions in East Palo Alto. Please tell me whether, overall, you approve of the job they are doing, or disapprove of the job they are doing.

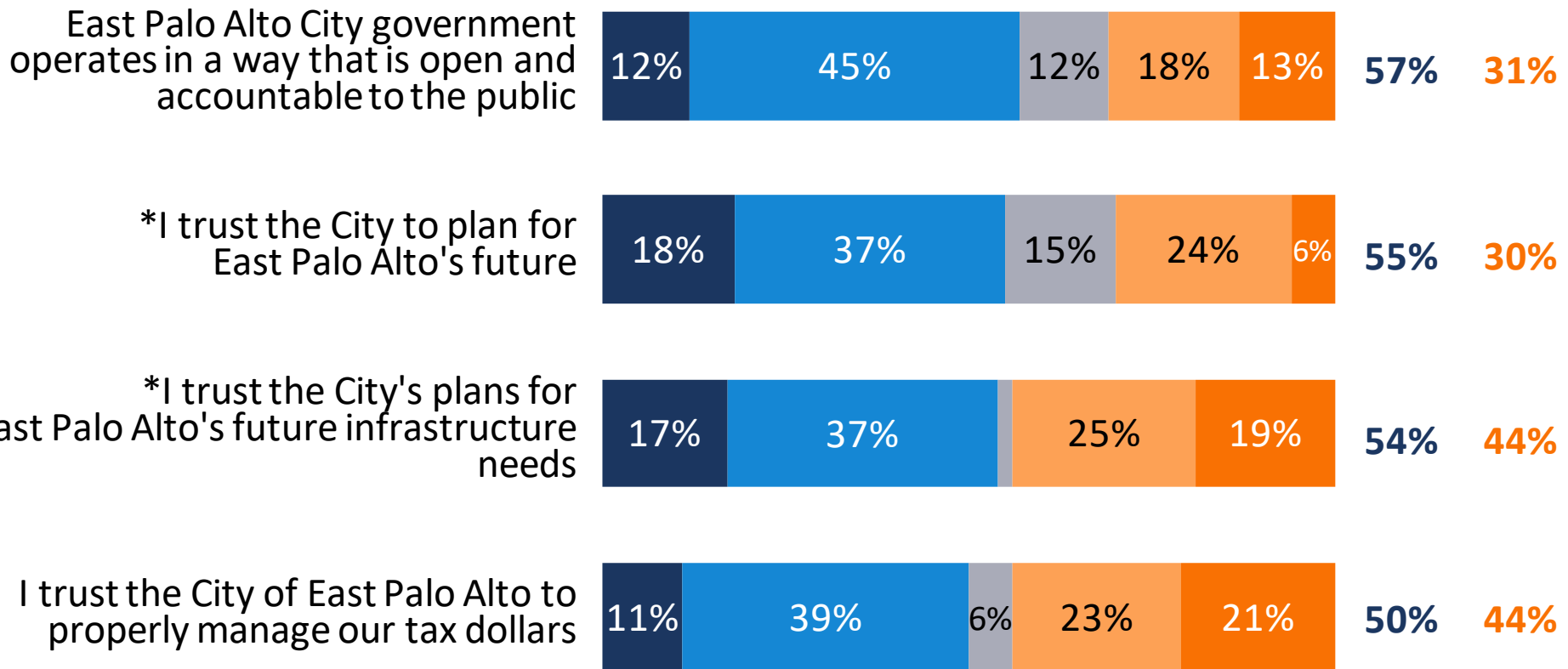
Compared with the voter survey eight years ago, these views are more positive.

Total Approve

Public Institution	*December 2015	April/May 2023	Difference
The City Council	45%	62%	+17%
City government, generally	50%	64%	+14%
The Police Department	63%	69%	+6%

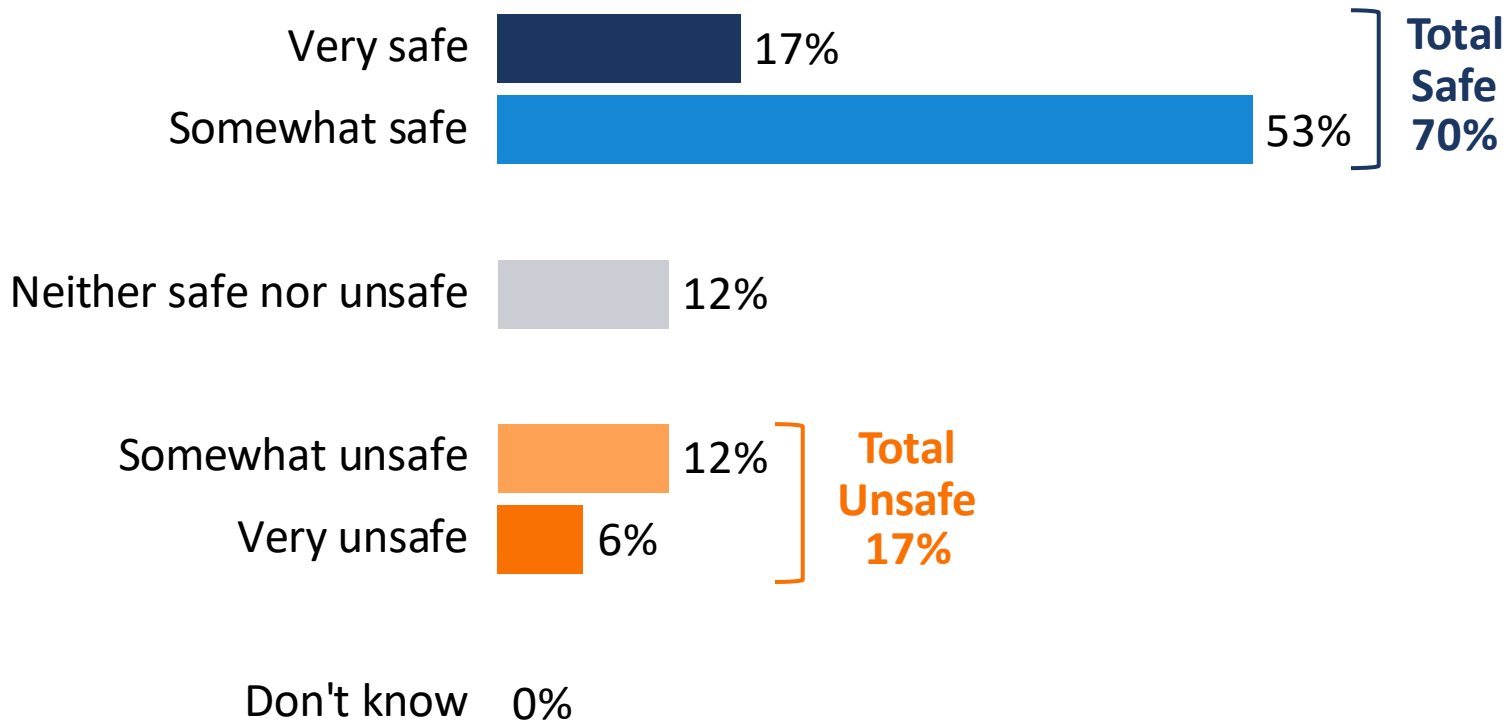
To varying degrees, majorities trust the City's future plans and financial management.

■ Strng. Agr.
 ■ Smwt. Agr.
 ■ Don't Know
 ■ Smwt. Disagr.
 ■ Strng. Disagr.
 Total Agr.
 Total Disagr.



Seven in ten say they feel safe in East Palo Alto.

*Can you tell me how safe you feel in East Palo Alto, in general?
Do you feel safe, unsafe, or neither safe nor unsafe?*





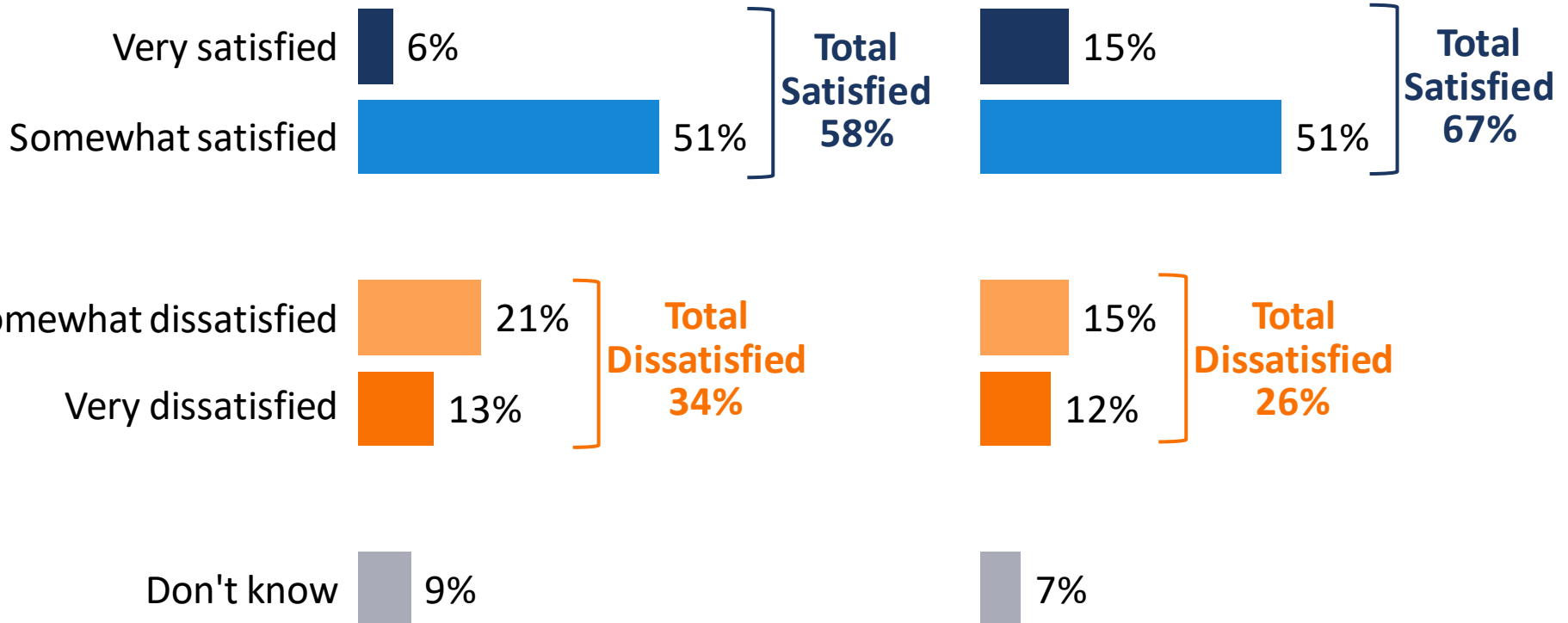
Satisfaction with City Services

Two-thirds say they are broadly satisfied with City services.

*Generally speaking, are you satisfied or dissatisfied with the job the City is doing providing City services?**

***December 2015**

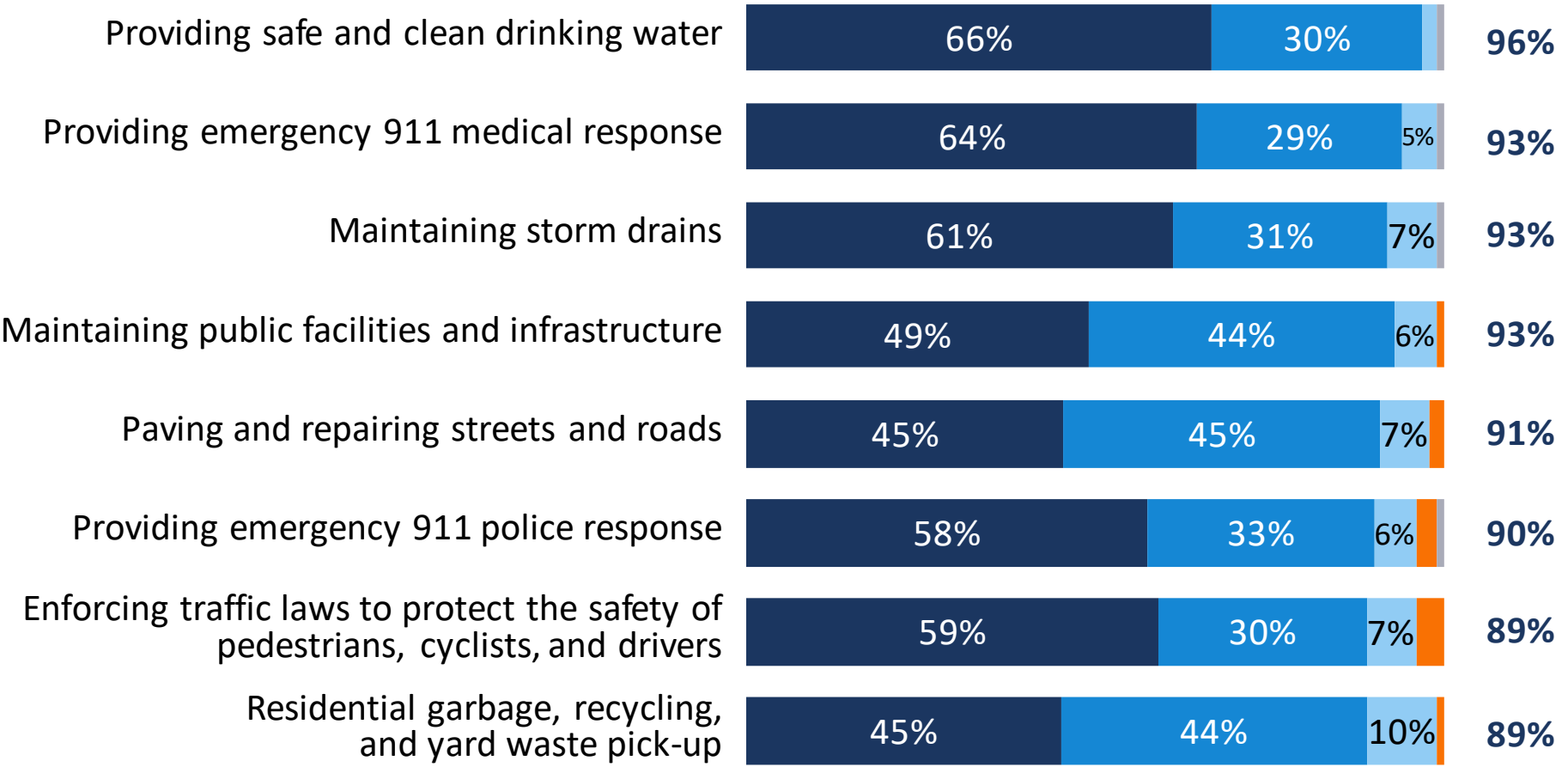
April/May 2023



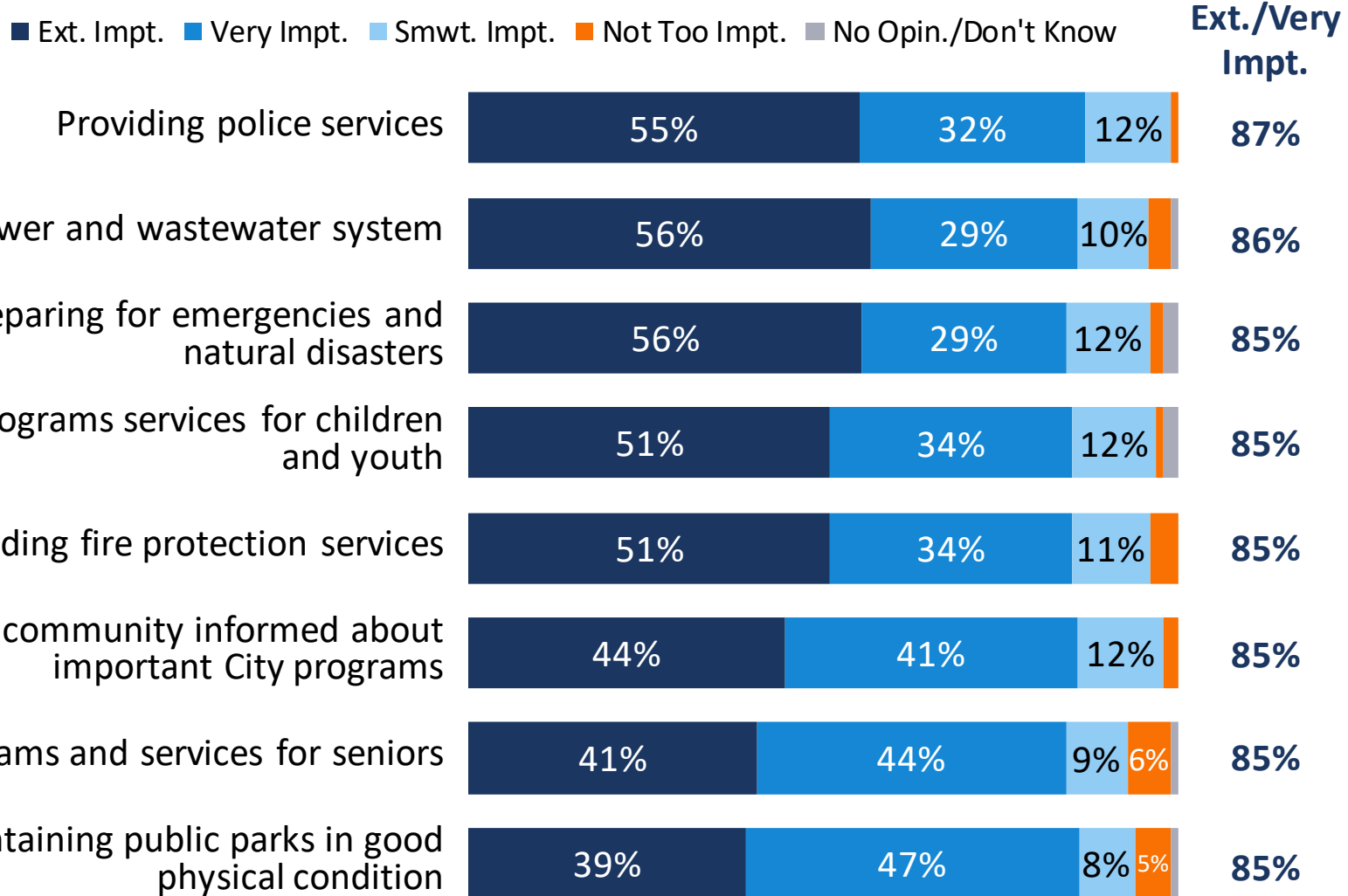
**Next, how residents rate the
importance of specific services...**

Residents value clean drinking water, emergency response, and infrastructure extremely highly.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./Don't Know **Ext./Very Impt.**

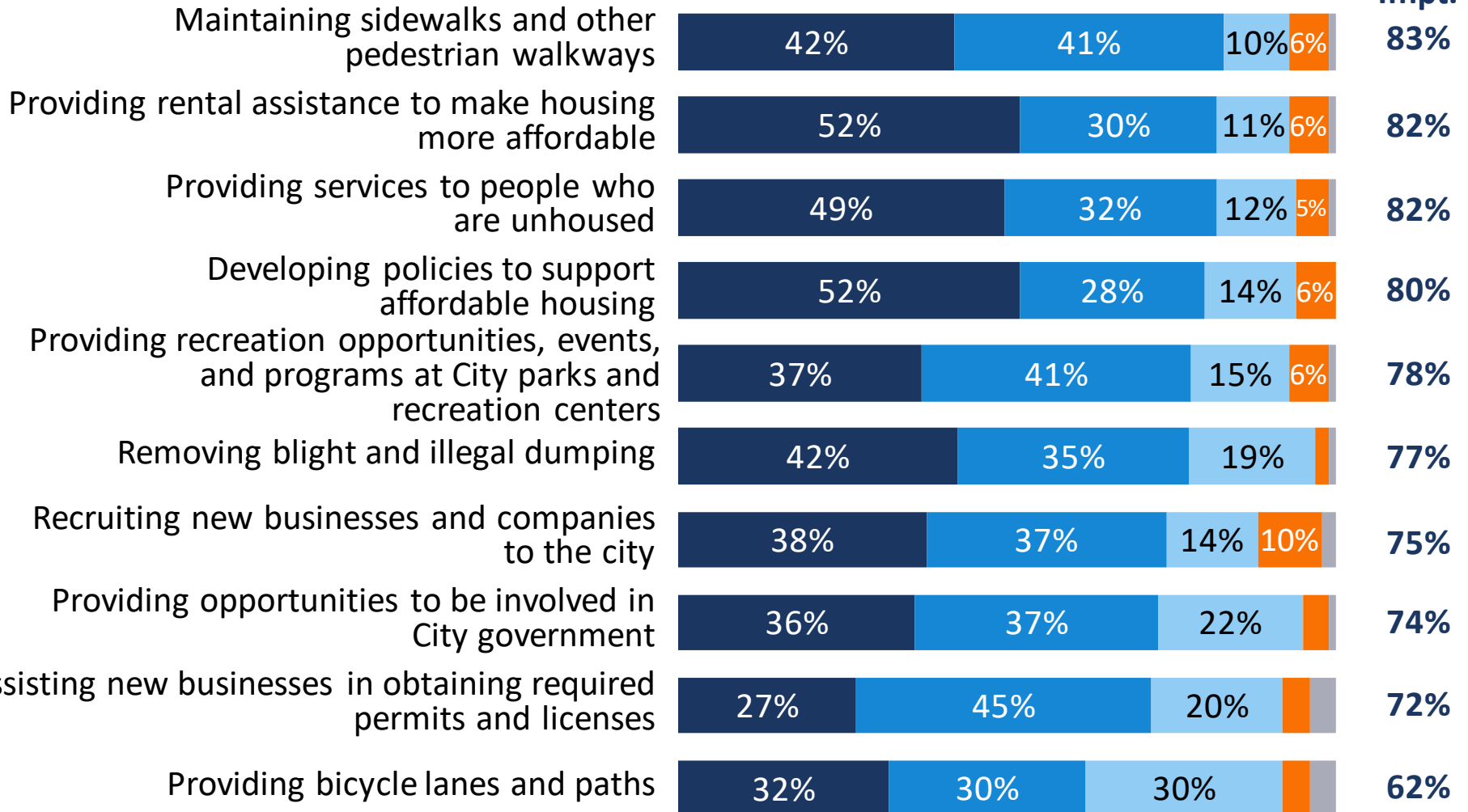


Police and fire protection are also highly valued services.



Broad majorities also value housing services.

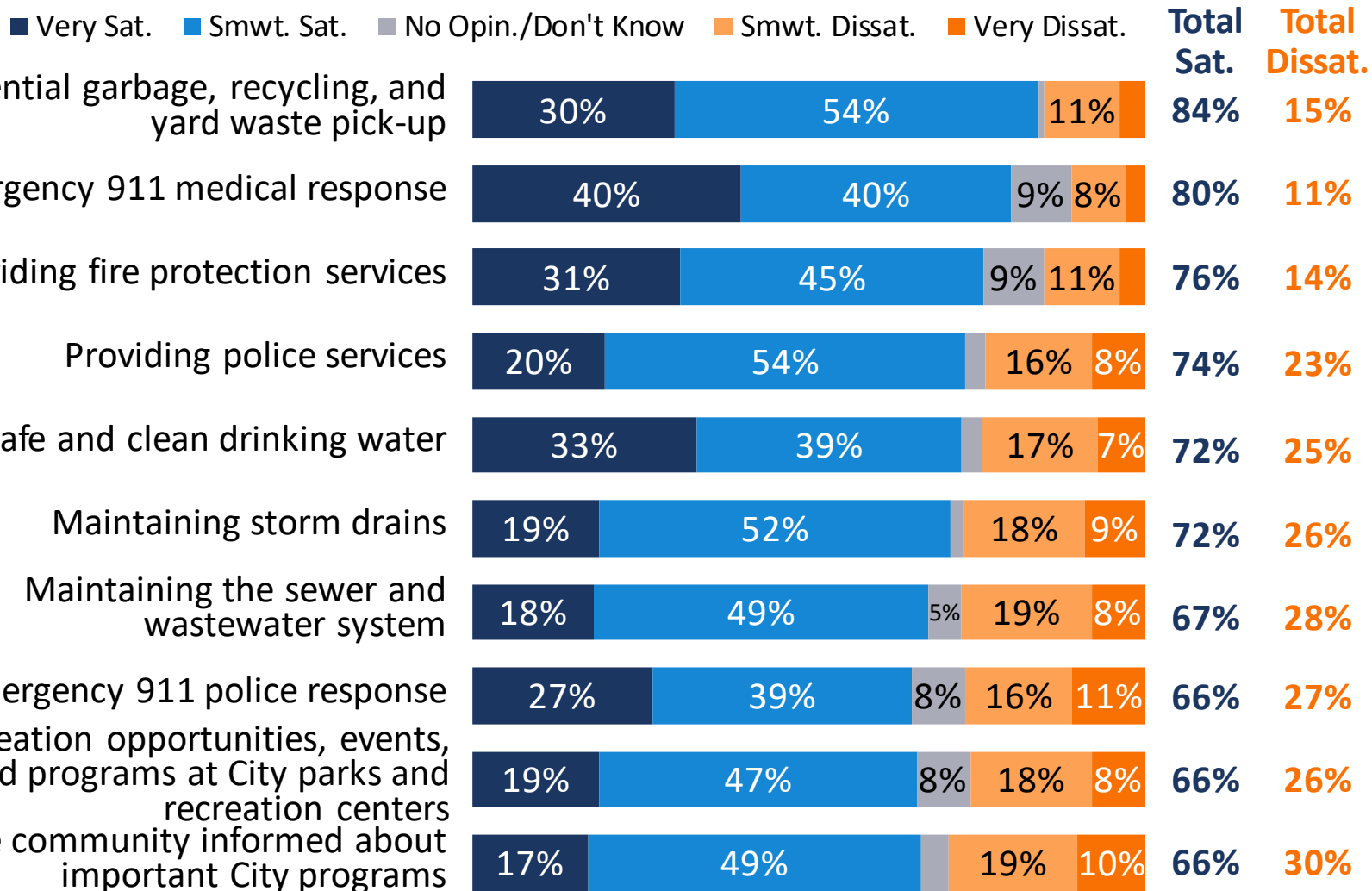
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./Don't Know **Ext./Very Impt.**



Let me ask you about some specific services provided to East Palo Alto residents. Please tell me, in your opinion, how important each service is to making East Palo Alto a good place to live: extremely important, very important, somewhat important, or not too important. Split Sample

**Next, how satisfied residents
are with specific services...**

When it comes to satisfaction, waste pick-up and emergency, police and fire response rate highly.

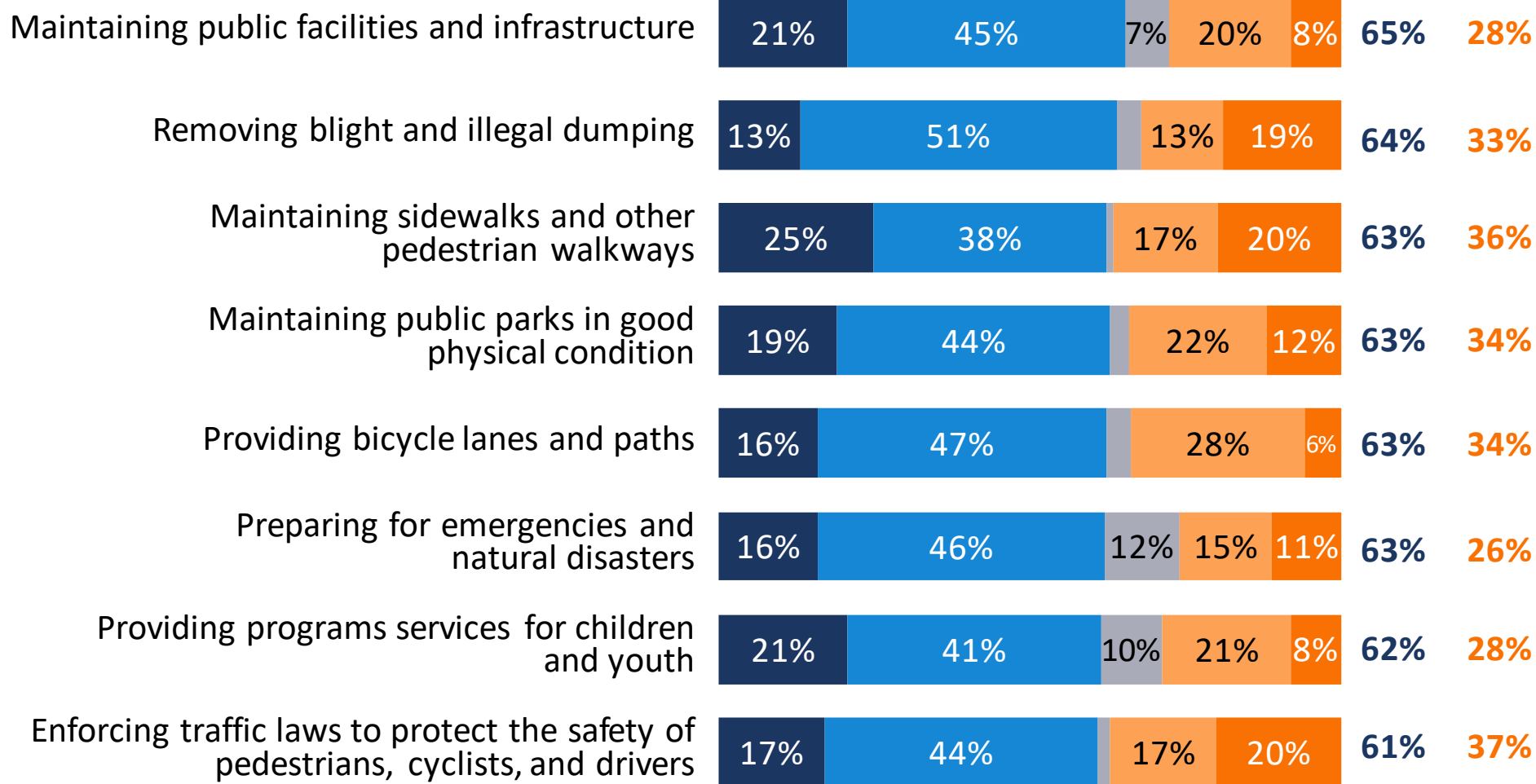


I am going to read you the same list of services provided to East Palo Alto residents. Please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample

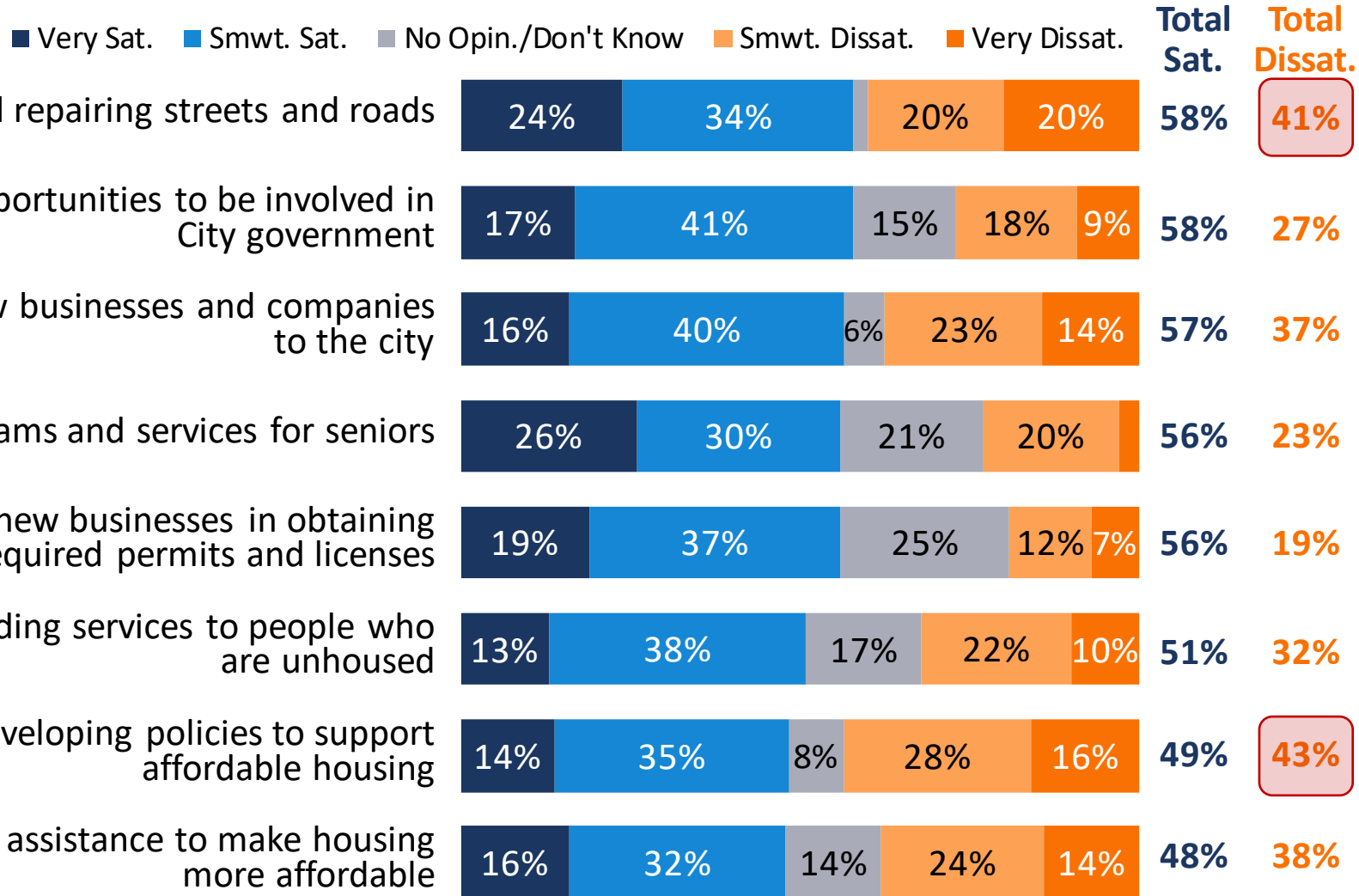
Significant shares are satisfied with public infrastructure, sidewalks and parks.

■ Very Sat.
 ■ Smwt. Sat.
 ■ No Opin./Don't Know
 ■ Smwt. Dissat.
 ■ Very Dissat.

Total Sat. **Total Dissat.**



There is some dissatisfaction with policies to support affordable housing.



I am going to read you the same list of services provided to East Palo Alto residents. Please tell me how satisfied you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Split Sample



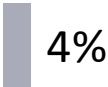
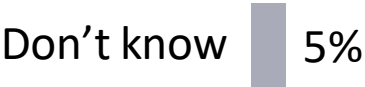
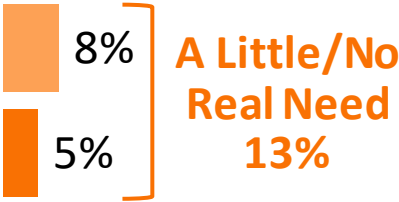
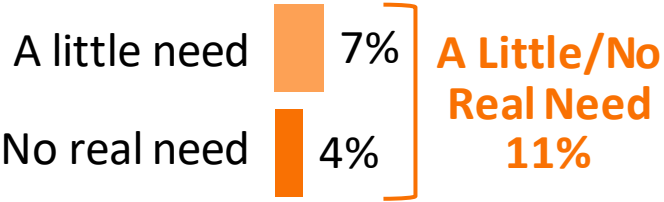
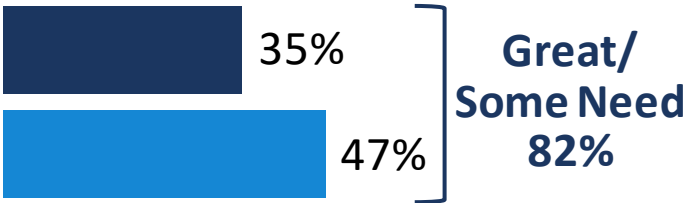
Views of City Funding Levels and Needs

Four in five see “a great need” or “some need” for additional funding for services and infrastructure.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of (SPLIT SAMPLE: City services) (SPLIT SAMPLE: public infrastructure) that residents of the City of East Palo Alto need and want?

City Services

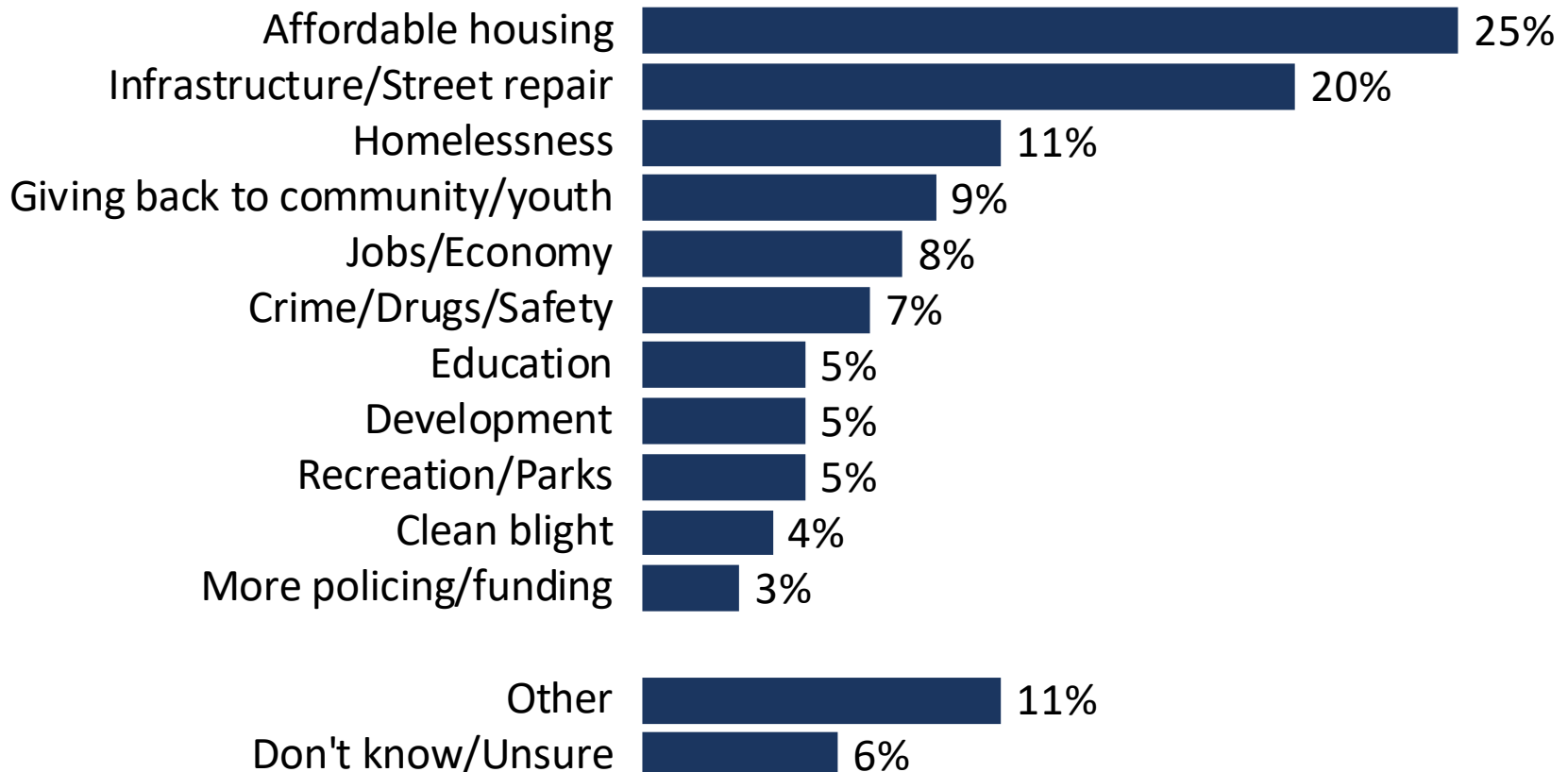
Public Infrastructure



Housing is residents' top priority, followed by improvements to infrastructure and streets.

What do you feel is the most important thing the City of East Palo Alto should do with any additional funds it has in the future?

(Open-ended; Asked of Yes Voters Only)



Verbatim Responses from Residents

Clean streets, no graffiti, better housing options by encouraging developers to renovate/rebuild.

Funding affordable housing and mental health support for the homeless.

Programs for children, improving the sewer system, expanding the library.

Stop blocking development.

A deep investment in updating and maintaining existing infrastructure and city property.

Provide everyone with clean drinking water.

Adding speed bumps and sidewalks. Bringing in more business including restaurants and a Safeway.

Support and fund the police department.

Helping homeless people find shelter.

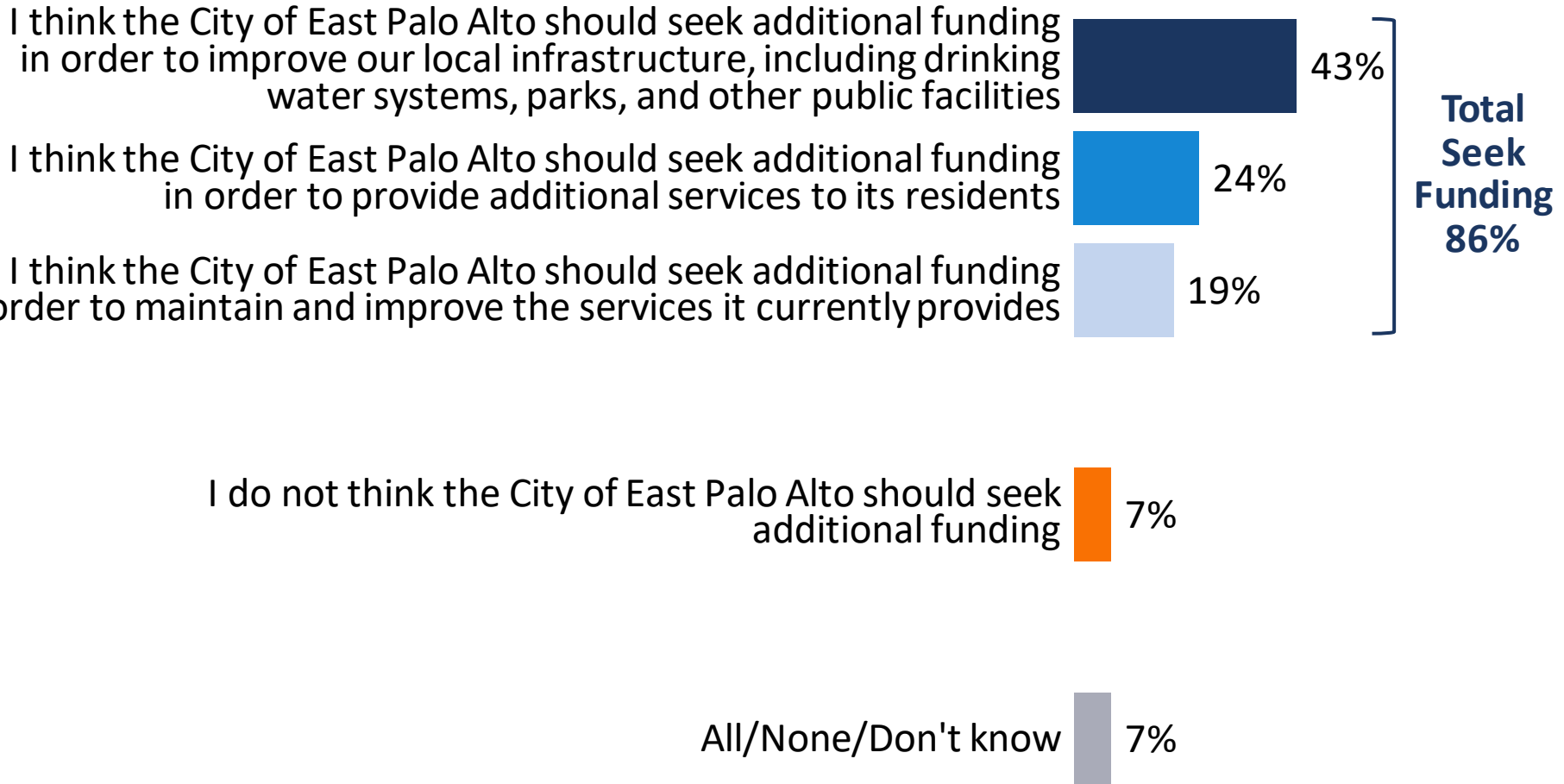
Safety for the community. Clean up blight and fix roads and sidewalks. Reform the water company.

Prompt removal of garbage on the streets, making East Palo Alto a safe place to live.

Additional funding needs to be allocate to weekend and summer recreational activities for the youth.

Four in five support the City seeking additional funding, with a preference for infrastructure improvements.

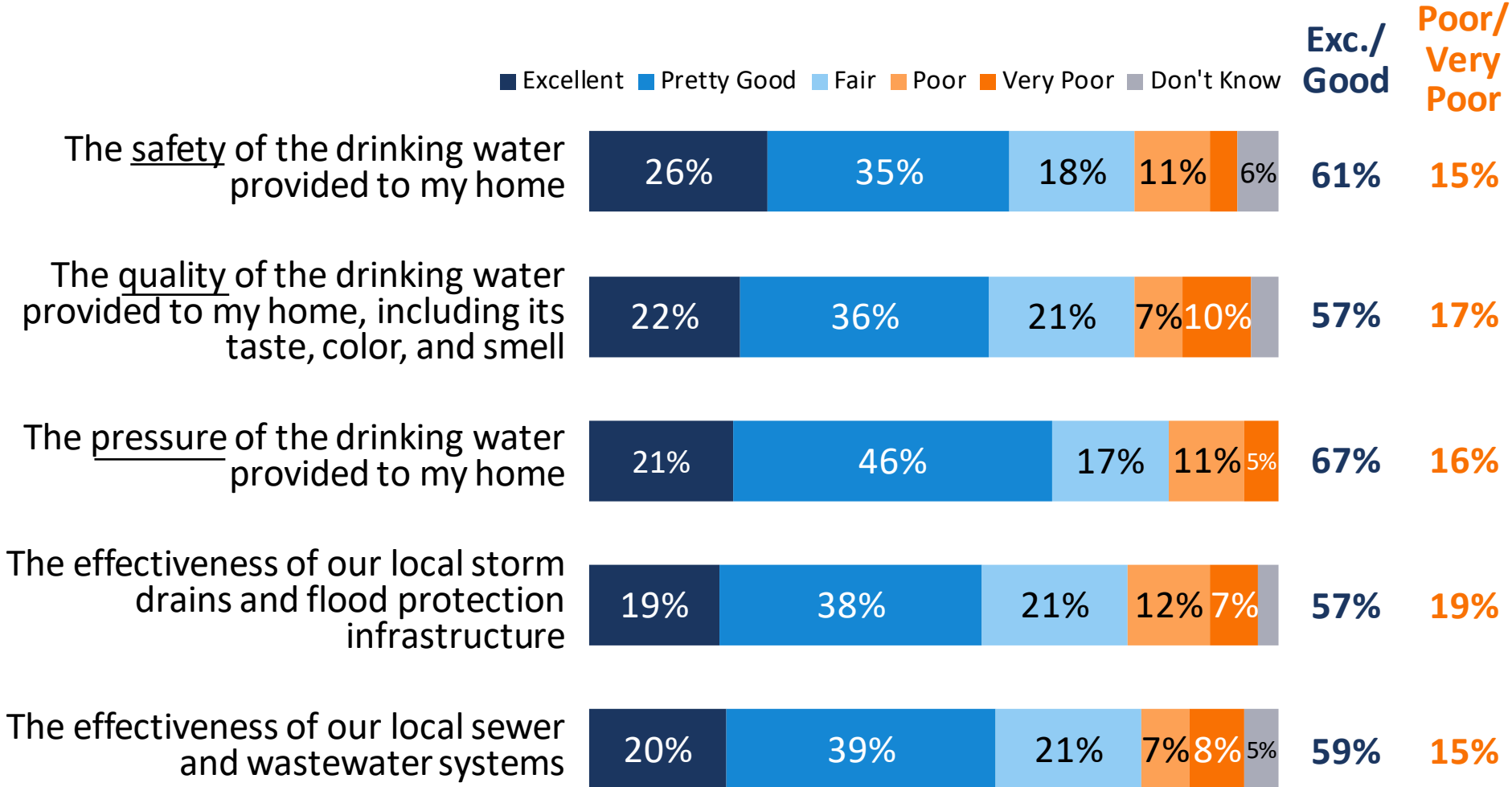
Which of the following four statements comes closest to your personal opinion?





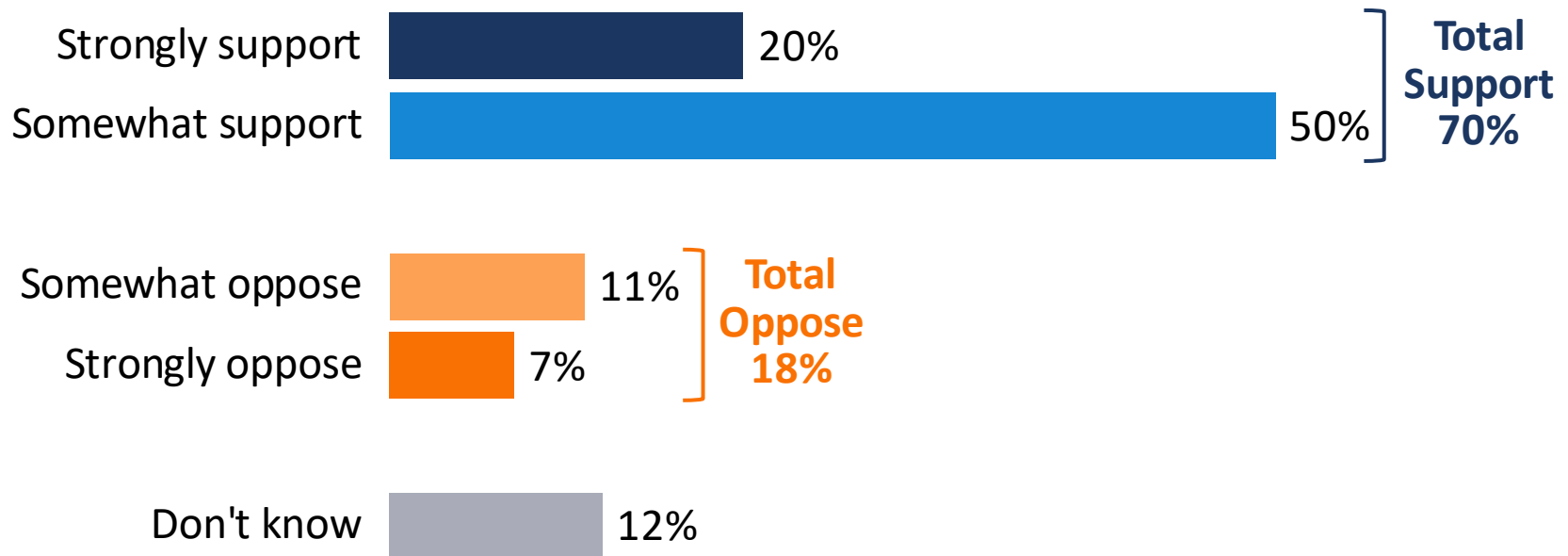
Sewer and Water Services

Residents are broadly satisfied with the safety, quality and pressure of their drinking water.

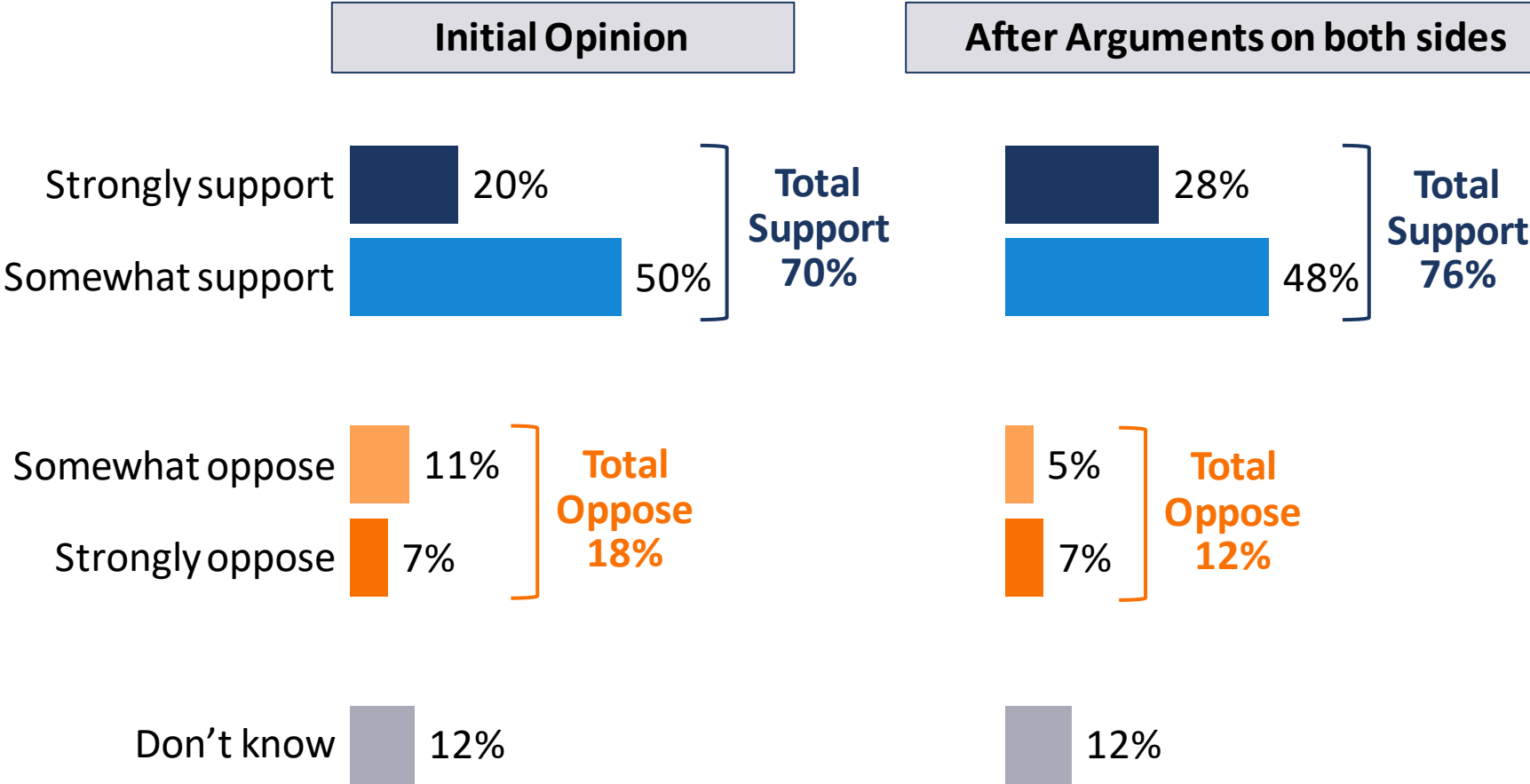


Seven in ten support the City operation of the Sanitary District given a brief explanation.

The majority of East Palo Alto residents are provided with sewer and wastewater services by the East Palo Alto Sanitary District, which is an independent government agency and separate from the City. The City has recently started the process to assume operation of the Sanitary District and functionally absorb it into the City. While many of the details of this proposal are still undergoing study, in general, does this sound like something you would support or oppose?



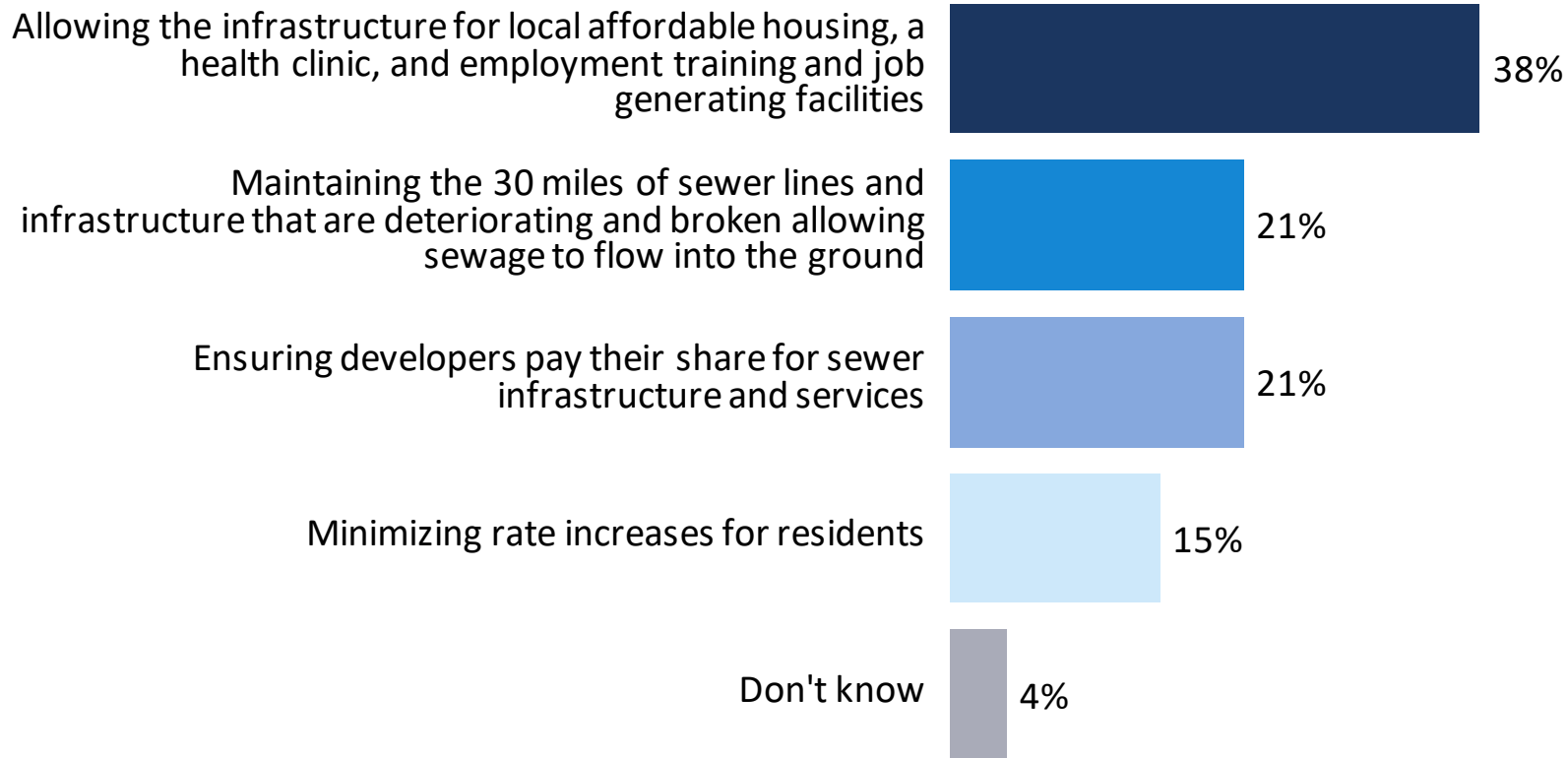
After hearing information on all sides of the issue, three-quarters expressed support for the City's assuming responsibility of wastewater/sewer services.



While many of the details of this proposal are still undergoing study, in general, does this sound like something you would support or oppose?
 Having heard these statements, does the proposal for the City of East Palo Alto to assume operation of the East Palo Alto Sanitary District sound like something you would support or oppose?

Residents' top priority for the City assuming oversight over wastewater/sewer services, is to enable better infrastructure for future development.

When thinking about this issue, please select which of the following you feel is the most important one to consider.

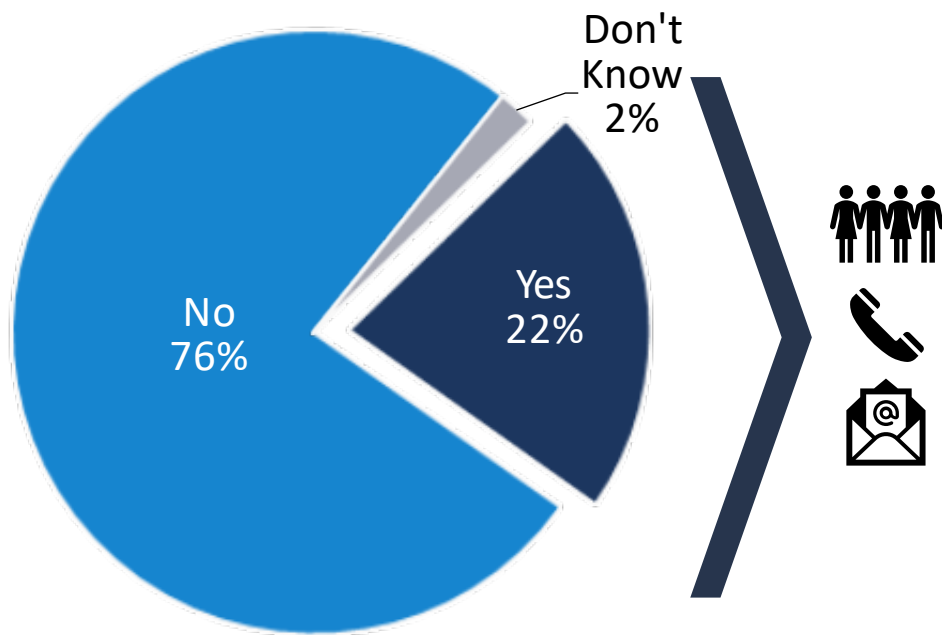




Satisfaction with City Staff Service and Next Steps

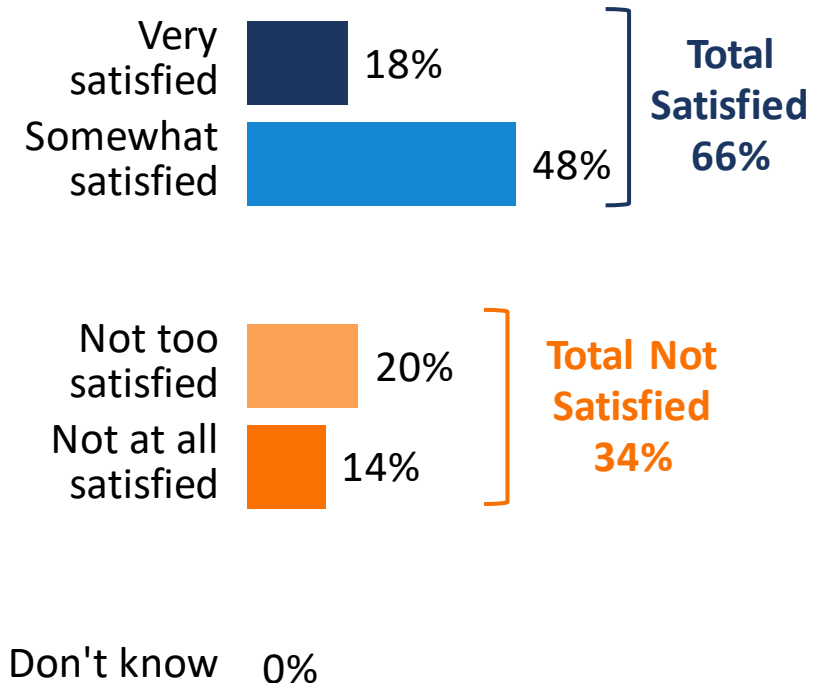
About one in five residents have had contact with City staff, and 2/3s were satisfied with customer service they received.

Over the last 2 years, have you had contact with a City department or agency in person, on the phone, or via email?



And would you say that you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with the overall level of customer service you received?

(Asked of Those Who Had Contact, n=90)



Conclusions and Next Steps

- East Palo Alto residents are satisfied with the quality of life you provide and are proud to live in the City—kudos!
- Two-thirds are satisfied with City services and are the most highly satisfied with emergency response, police, and fire protection.
- The community would like to see more focus on improving efforts housing affordability, road conditions, and local economic development.
- With the conclusion of this quantitative research, our team will use these findings to build on:
 - Communicating about management of sewer/water operations
 - Creating qualitative community engagement sessions

2023 Engagement/Communications Toolkit

July:

- Thank community/inform on sewer & water issues
- Finalize 2023 Engagement Schedule

August: Create Engagement Messaging Toolkit

September-November: Conduct qualitative Engagement

- Multi-lingual Citywide interactive mail
- City Visioning/Input Presentation
- Key Influential, Stakeholder and Community Focus Groups

December:

- Assess 2023 efforts
- Make recommendations for 2024 Visioning, Engagement
- Report back to Council on visioning efforts/recommended 2024 Fiscal Sustainability planning

2023 Community & Stakeholder Engagement

- Public Dialogue Consortium (PDC) will conduct 2-3 qualitative Community and/or Stakeholder Focus Groups
- These sessions will build on these community survey results in facilitated, dynamic small group roundtable discussions
- In consultation with City staff and LEG, PDC will develop:
 - Focus Group agendas and informational presentation
 - Recruitment targets for each session
 - A qualitative online survey to continue input momentum
 - Highlight notes of each session





Questions & Discussion



OPINION
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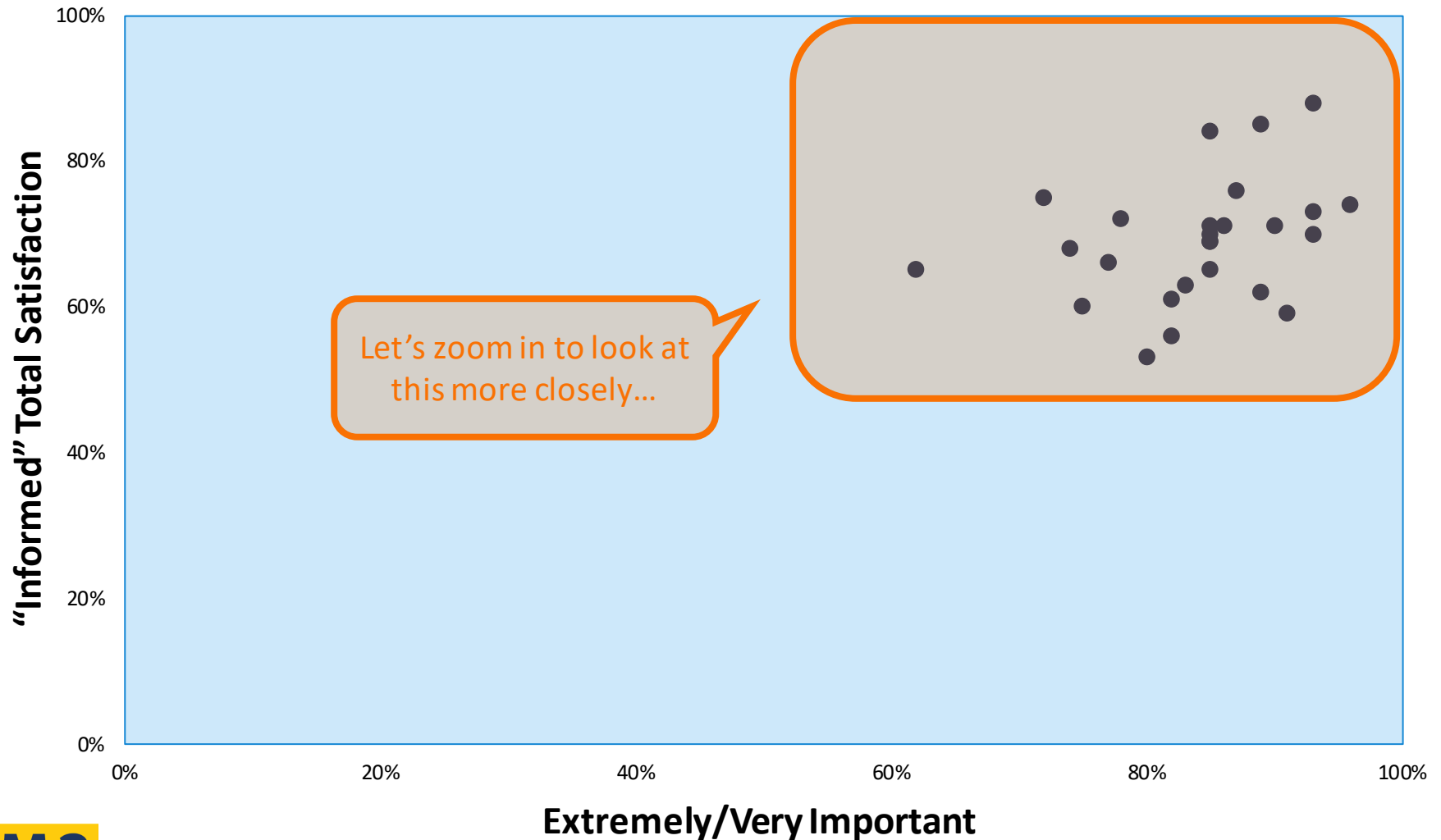
Appendix

Removing those unable to rate a service, provides residents' "informed" satisfaction levels.

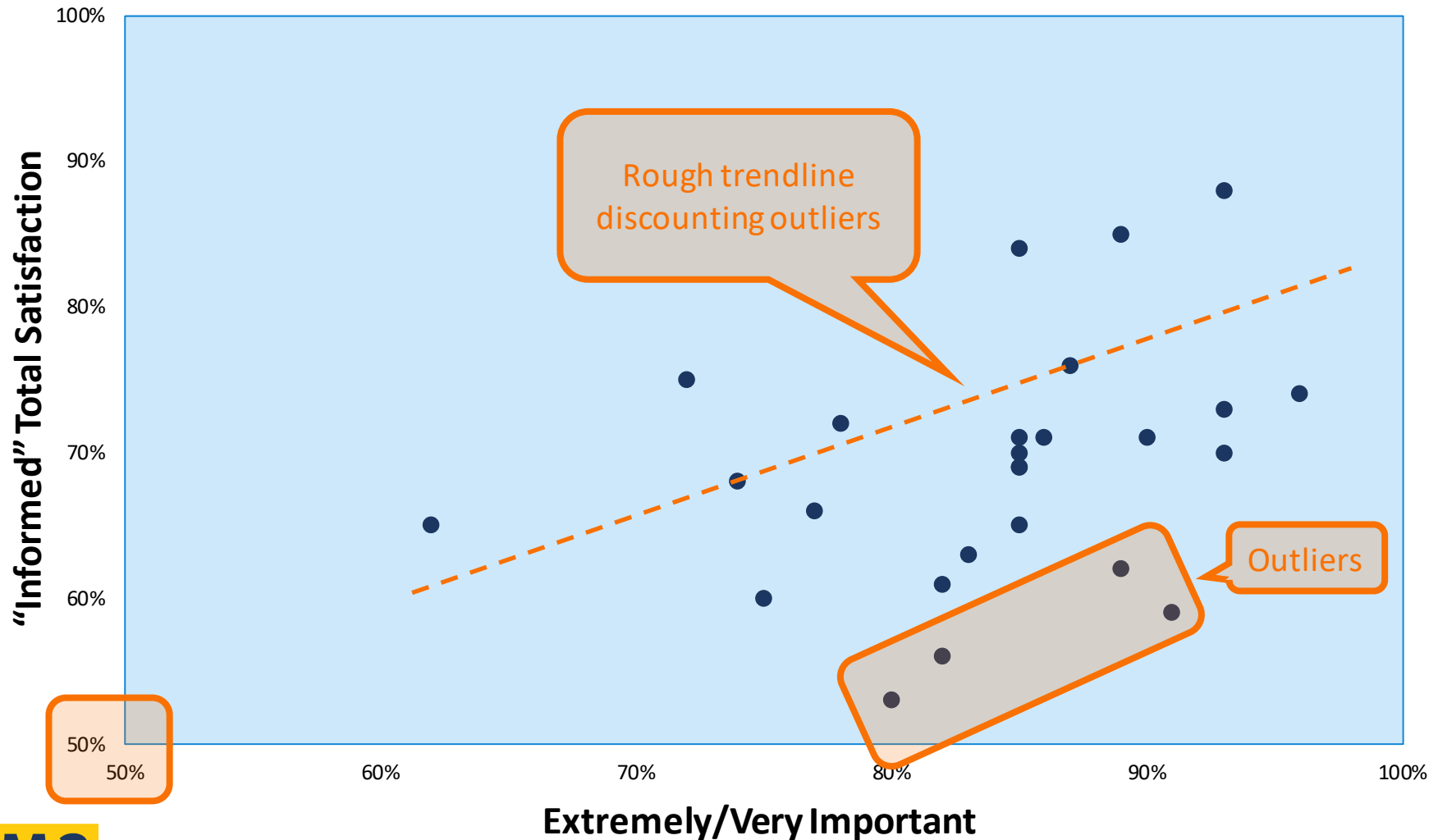
Service	Total Sat.	Total Dissat.
Providing emergency 911 medical response	88%	12%
Residential garbage, recycling, and yard waste pick-up	85%	15%
Providing fire protection services	84%	16%
Providing police services	76%	24%
Assisting new businesses in obtaining required permits and licenses	75%	25%
Providing safe and clean drinking water	74%	26%
Maintaining storm drains	73%	27%
Providing recreation opportunities, events, and programs at City parks and recreation centers	72%	28%
Preparing for emergencies and natural disasters	71%	29%
Maintaining the sewer and wastewater system	71%	29%
Providing emergency 911 police response	71%	29%
Maintaining public facilities and infrastructure	70%	30%
Providing programs and services for seniors	70%	30%

Service	Total Sat.	Total Dissat.
Keeping the community informed about important City programs	69%	31%
Providing programs services for children and youth	69%	31%
Providing opportunities to be involved in City government	68%	32%
Removing blight and illegal dumping	66%	34%
Providing bicycle lanes and paths	65%	35%
Maintaining public parks in good physical condition	65%	35%
Maintaining sidewalks and other pedestrian walkways	63%	37%
Enforcing traffic laws to protect the safety of pedestrians, cyclists, and drivers	62%	38%
Providing services to people who are unhoused	61%	39%
Recruiting new businesses and companies to the city	60%	40%
Paving and repairing streets and roads	59%	41%
Providing rental assistance to make housing more affordable	56%	44%
Developing policies to support affordable housing	53%	47%

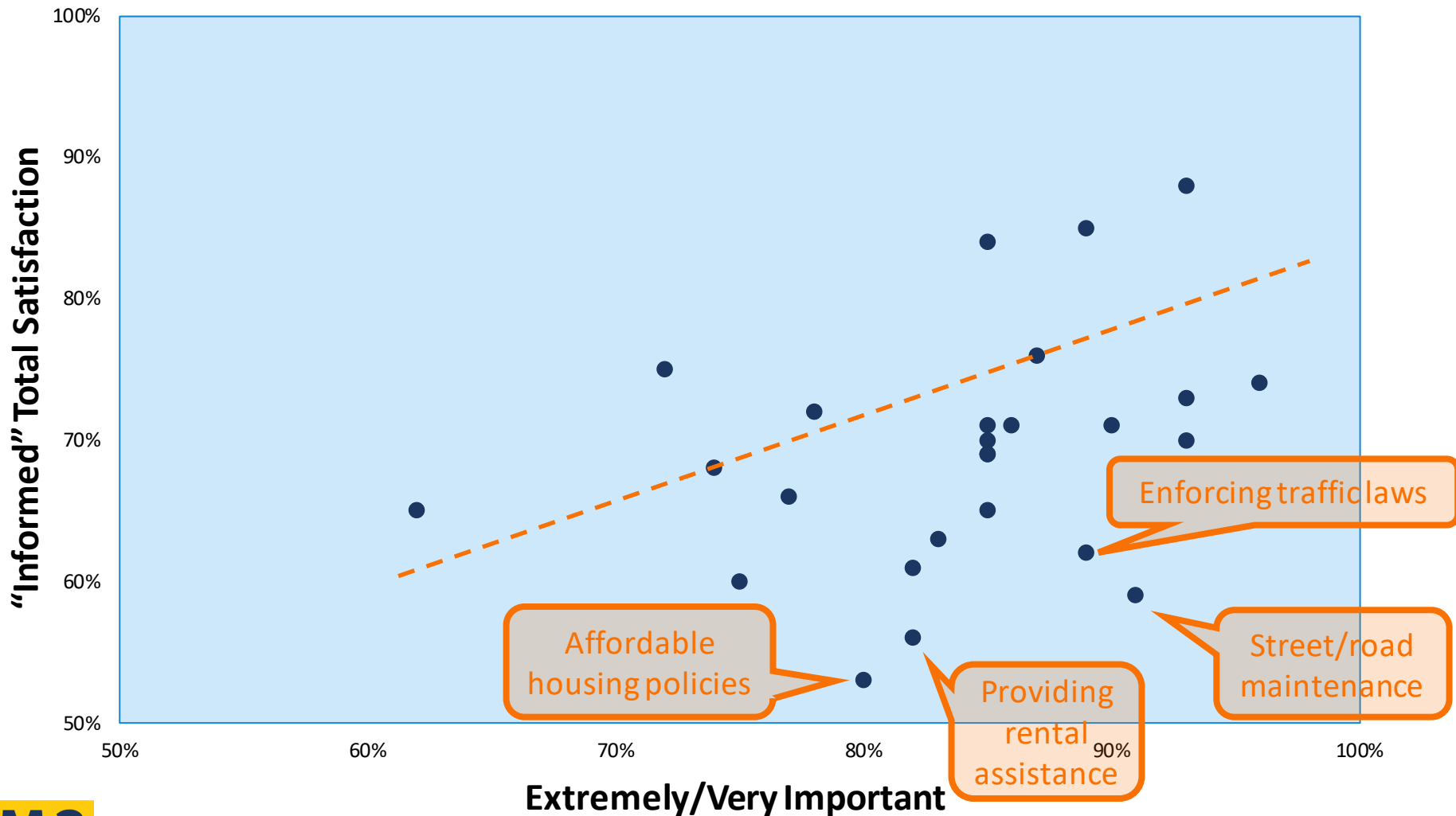
In general, there is a correlation between the “informed” satisfaction levels with city services and how important residents view them.



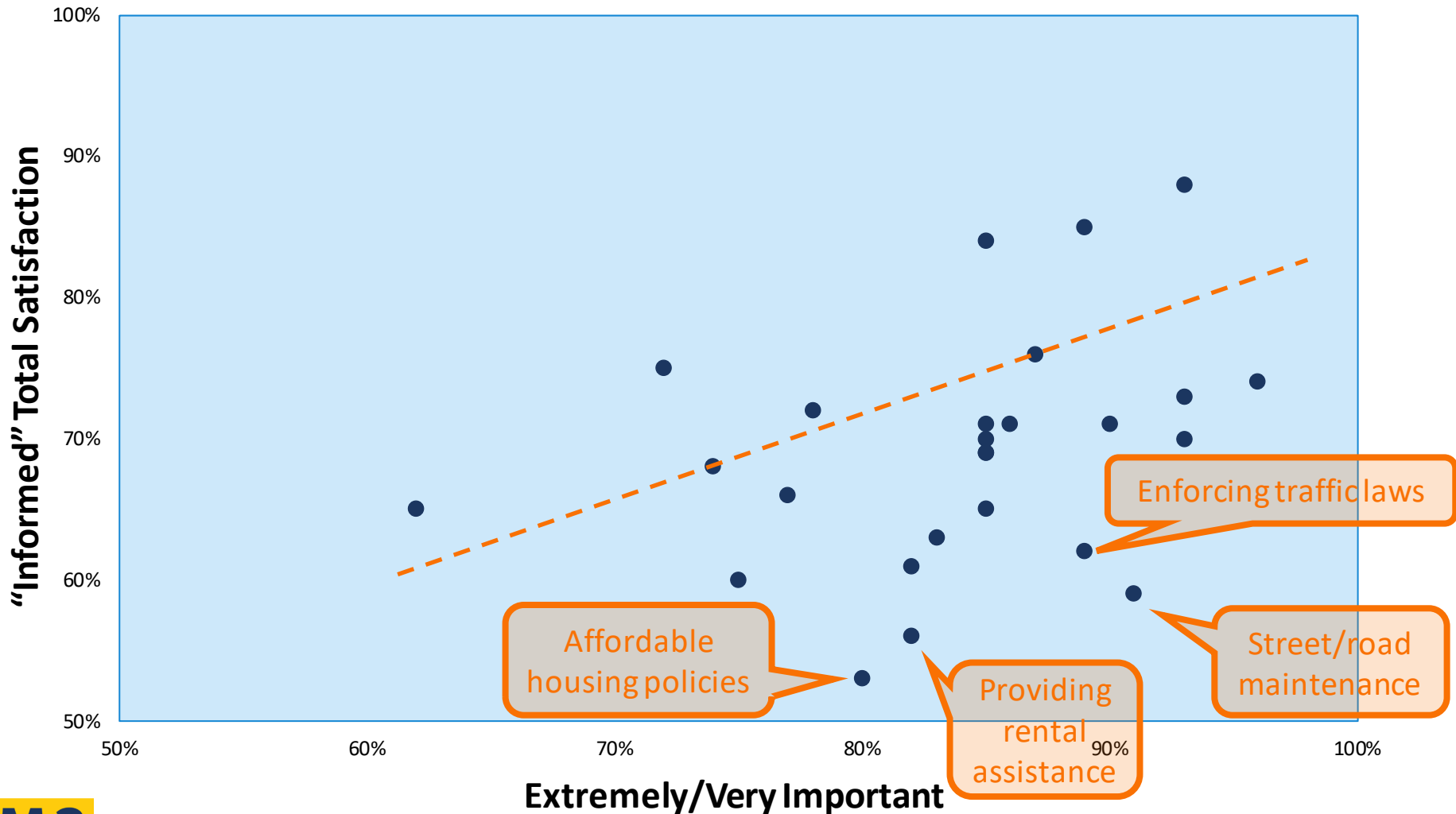
Zooming in allows us to better visualize the relationship between increased importance and increased satisfaction, though there are a few outliers.



Housing affordability, traffic law enforcement, and street maintenance are services where importance outpaces “informed” satisfaction levels.



Housing affordability, traffic law enforcement, and street maintenance are services where importance outpaces “informed” satisfaction levels.



A TOT measure appears viable, and an infrastructure bond also shows potential. While a parcel tax enjoys majority support, it is less than its two-thirds vote threshold.

The City of East Palo Alto is exploring different options for generating additional revenue for City services. Some of these options would require voter approval. While no decisions have been made, I would like to get your general reactions to some of these alternatives, understanding that these are just concepts at this point in time, and should the City more seriously consider any of these, more details would be provided at a later date. With this in mind, please indicate whether you would strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following potential ballot measure concepts.

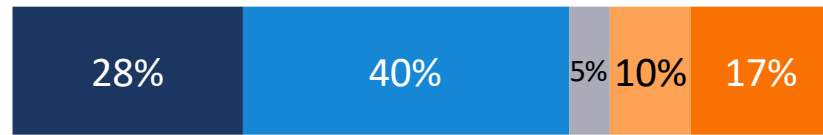
■ Strng. Supp. ■ Smwt. Supp. ■ Don't Know ■ Smwt. Opp. ■ Strng. Opp. **Total Supp.** **Total Opp.**

Increasing the City's hotel tax paid only by hotel and short-term rental guests from 12% to 14% to maintain core City services, such as public safety, street and pothole repair, and public infrastructure



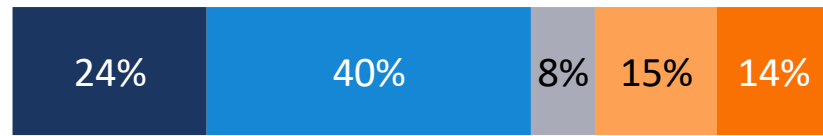
76% **18%**

Enacting a \$90 million bond measure paid only by property owners to properly repair and improve deteriorating streets, water infrastructure, and other public facilities



68% **27%**

Establishing a \$95 per year parcel tax paid only by property owners to maintain City infrastructure, including streets, parks, drinking water systems, and litter and graffiti removal



63% **29%**