



**BOARD OF SUPERVISORS
AGENDA LETTER**

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: County Executive Office
Department No.: 012
For Agenda Of: 10/24/2006
Placement: Departmental
Estimate Time: 60 minutes
Continued Item: NO
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Director(s) Michael F. Brown, CEO
Contact Info: Terri Maus Nisich, Assistant CEO, 568-3400
SUBJECT: Countywide Resident Survey Results, All Supervisorial Districts

County Counsel Concurrence:

As to form: Yes No N/A

Auditor-Controller Concurrence:

As to form: Yes No N/A

Other Concurrence: N/A

As to form: Yes No N/A

Recommended Action(s):

That the Board of Supervisors receive the report on the results of the Countywide Resident Survey and provide direction to staff as appropriate.

Summary:

This item is on the agenda in order to provide the Board with the results of the Countywide Resident Survey. In fall of 2005, the Board of Supervisors directed the County Executive Officer to administer a resident survey utilizing the National Citizen Survey, a survey developed by the National Research Center, Inc. and the International City/County Management Association.

Survey instruments of this nature provide organizations with a performance management tool to evaluate County operations, measure progress towards stated goals and objectives and ultimately enhance program and service delivery. In addition this tool provides a point of view from a resident's perspective regarding many of the critical issues facing the County and may also provide additional insight into emerging trends or preferences for service that may not have been gathered via other mechanisms. During the period of February 13- March 20, 2006, 3,000 surveys and reminder postcards were mailed to randomly selected households throughout the County. The response rate for the survey was 29%, which is in line with the 25-40% response rate usually obtained from mailed resident surveys.

The survey included questions about the quality of life in the communities, characteristics of the communities, perceptions of safety, satisfaction with County employees and services and major policy issues facing the County. For most questions, respondents were asked to use a scale of

“excellent,” “good,” “fair” and “poor.” In some cases, the survey firm converted these responses to a numerical scale ranging from 0 (“poor”) to 100 (“excellent”). On this scale, 0 is “poor”, 33 is “fair”, 67 is “good” and 100 is “excellent.”

One benefit of using the National Citizen Survey is the ability to benchmark with other jurisdictions across the country. As such, for many questions, the County is able to compare itself with others and determine if it is “above the norm”, “similar to norm” or “below the norm”.

Key Results

The profile of County residents, as assessed by the survey, indicated that 45% of residents have lived in the community for more than 20 years; 61% are over the age of 34; 16% are over the age of 64; 75% are currently employed; 46% rent; 84% have at least some college; 38% have annual household incomes over \$50,000; 69% identify themselves as White/Caucasian and 34% as Spanish/Hispanic/Latino.

Survey respondents are satisfied with many aspects that contribute to the quality of life within the County. It is considered to be “above the norm” as a place to live and a place to retire. The highest rated characteristics of the County were air quality, overall image/reputation, overall appearance, recreational opportunities and educational opportunities (all considered to be “above the norm”). Homelessness (39%), drugs (37%) and traffic congestion (34%) were considered to be “major problems” based on a standard list of common problems that face communities. When asked to name the three biggest issues facing the County in the next three years (open-ended question), the top issues were affordable housing (54%), traffic (42%) and jobs/economic growth (25%).

When asked how safe a resident felt from violent crime (e.g. rape, assault, robbery) from occurring to him/her in the County, 63% felt “very safe” or “somewhat safe,” which is below the norm. However, 84% of respondents felt safe downtown during the day and 51% feel safe downtown after dark (“similar to the norm”). Residents also reported feeling safe in their neighborhoods in the day (91%) and after dark (73%), which is “similar to the norm”.

Satisfaction with the quality of services was quite varied, with County parks, public library services, ambulance/emergency medical services and providing local arts and cultural events and facilities receiving the highest “positive” rating, which is the sum of “excellent” and “good” ratings. The services rated “poor” included providing affordable housing, providing building and planning permits, street repair and land use, planning and zoning. However, many survey respondents did not know how to rate the quality of services, which is not surprising since the survey is considered a general perception survey of randomly selected residents, rather than a *specific user survey*. Even with differing satisfaction ratings on services, 43% of respondents agreed that they received a good value for the taxes they paid.

54% of respondents had contact with County employees within the past 12 months. In terms of customer service, employees were rated on knowledge (60), responsiveness (56), courtesy (60) and overall impression (50). The ratings, which ranged from 50 to 60 on a 100 point scale, would be considered just slightly under “good” (a rating of 67 and above is considered “good”). When compared to other jurisdictions, the ratings of employees were “below the norm”.

The survey was customized to ask residents about several policy issues facing the County. Residents were asked how often they traveled outside of the County for certain amenities. The percentage that never traveled outside of the County to receive services and amenities were as follows: cultural 36%, educational 58%, health care 69%, retail 22%, recreational 16% and veteran services 93%. Retail and

Countywide **Resident Survey Results, All Supervisorial Districts**

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recreational services and amenities had the most frequency in terms of visits outside of the County. Residents were also asked to gauge their willingness to pay more in sales tax for several projects.

Projects related to relieving traffic congestion (which was identified as one of the three biggest challenges facing the County) received the most support. Building a new jail received the least support. 55% of respondents supported allowing oil and gas production offshore on existing leases. The support dropped to 39% for new leases.

Background:

This item is on the Board's agenda at this time so that the Board may receive the results of the resident survey and use this information to assist in further decisions related to the operating plan (budget), service delivery and the critical issues identified in the scan. The resident survey fits into all several aspects of the strategic planning system chart (Attachment 1). The community was asked to participate and provide opinions on quality of life, services, and critical issues. When asked about the biggest challenges facing the County, respondents reported affordable housing, traffic and jobs/economic growth, which largely align with the issues identified in the scan. The survey is a mechanism to help County employees achieve the goals and principles of accountability, customer focus and efficiency. The information from the survey can also be used to guide operations. Residents' ratings of services can influence the operating plan as departments may shift resources to accommodate weaknesses in service ratings. Customer service ratings can be used as a benchmark to promote better accountability and customer focus among front-line staff and to develop the human capital plan and IT plan. Finally, the survey is the hallmark of outcomes and evaluations. It is a tool to evaluate satisfaction with current service levels, assess community needs and enhance services provided to residents. The outcomes and evaluation stage of the planning system identifies how the County is currently performing and sets a baseline of performance and suggests how the County may direct its efforts in the future. This stage directly feeds back into the inputs or the start of the planning system. Once the County embraces strategies to address the critical issues and makes potential changes to service delivery, residents can be surveyed again to evaluate the strategies.

Department Directors received the results of the survey several months ago and they will receive instructions as part of the budget development cycle to focus the upcoming year's activities and resources on addressing critical issues and enhancing service delivery. As departments develop their budgets for fiscal year 2007-2008, they will examine the results of the survey and consider in service delivery as appropriate.

Fiscal and Facilities Impacts:

Budgeted: Yes No

Fiscal Analysis:

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<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized</u> <u>On-going Cost:</u>	<u>Total One-Time</u> <u>Project Cost</u>
General Fund			\$ 19,950.00
State			
Federal			
Fees			
Other:			
Total	\$ -	\$ -	\$ 19,950.00

Narrative:

The Board authorized the CEO to spend up to \$30,000 for a contract with National Research Center, Inc. for this survey. Actual contract costs of developing the survey, administering the survey and analyzing the results cost \$19,950. Staff time for oversight of the survey and presentation of the findings is included as part of regular job responsibilities.

Staffing Impact(s):

<u>Legal Positions:</u>	<u>FTEs:</u>
0	0

Special Instructions:

Attachments:

Attachment 1: Strategic Planning System

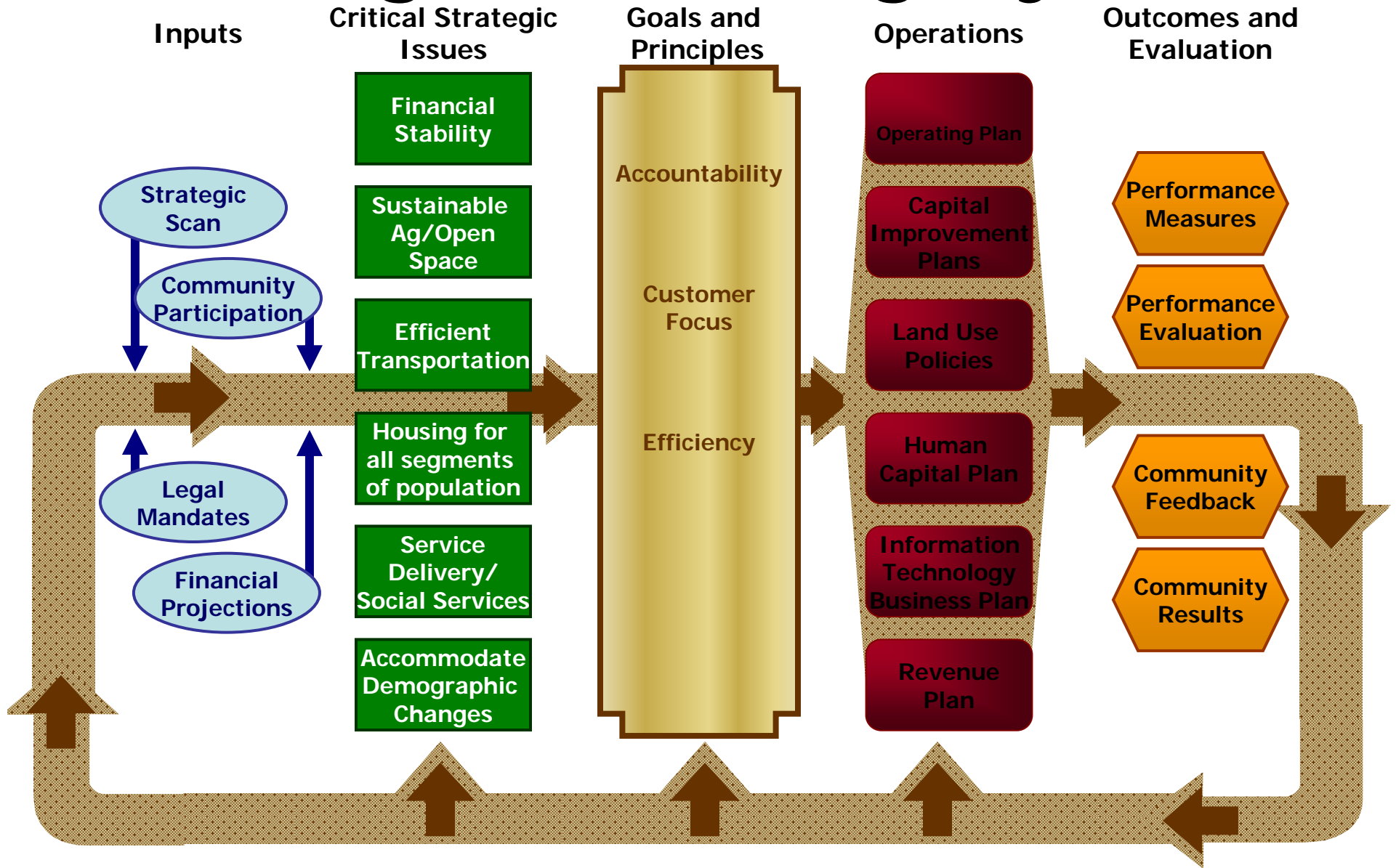
Attachment 2: Report of Results

Authored by:

Sharon Friedrichsen, CEO, 568-3107

cc:

Strategic Planning System





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Santa Barbara County, California

Report of Results 2006



National Research Center, Inc.

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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. Santa Barbara County staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Santa Barbara County staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 275 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 791 residents, for a response rate of 29%. Typically, the response rates obtained on resident surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 3,000 residents is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in Santa Barbara County. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.

4. Selecting the respondent within the household using an unbiased sampling procedure¹.
5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by County officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to re-weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included

in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Santa Barbara County. They also evaluated characteristics of the community, and gave their perceptions of safety in Santa Barbara County. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Santa Barbara County.

Quality of Life

When asked to rate the overall quality of life in Santa Barbara County, 25% of respondents thought it was “excellent.” Only 2% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Santa Barbara County are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Santa Barbara County

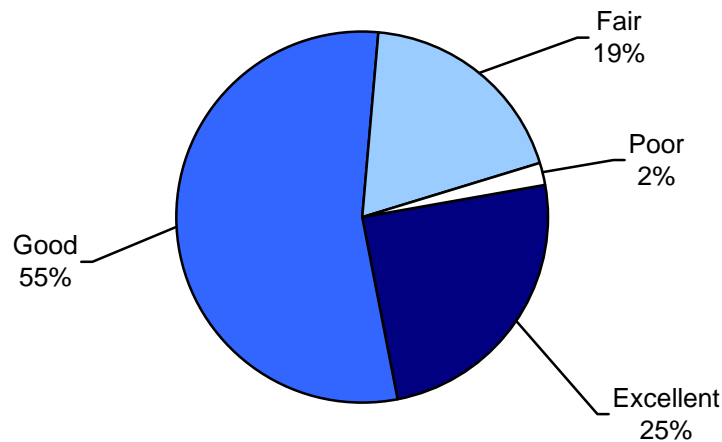
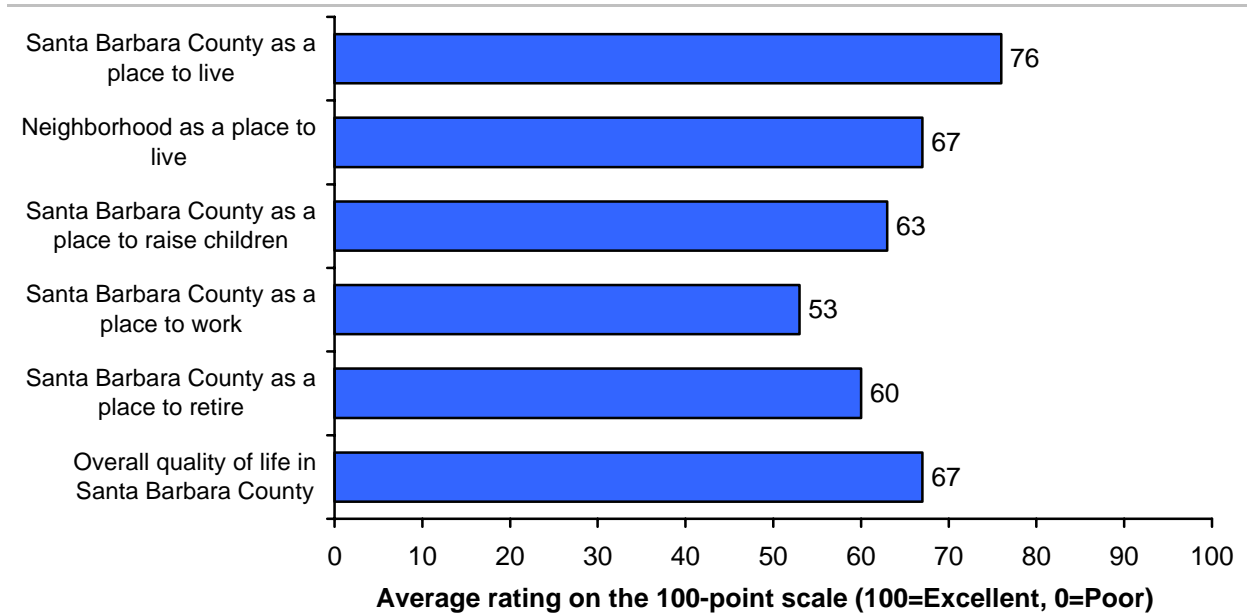


Figure 2: Quality of Life Ratings



Quality of Life Ratings

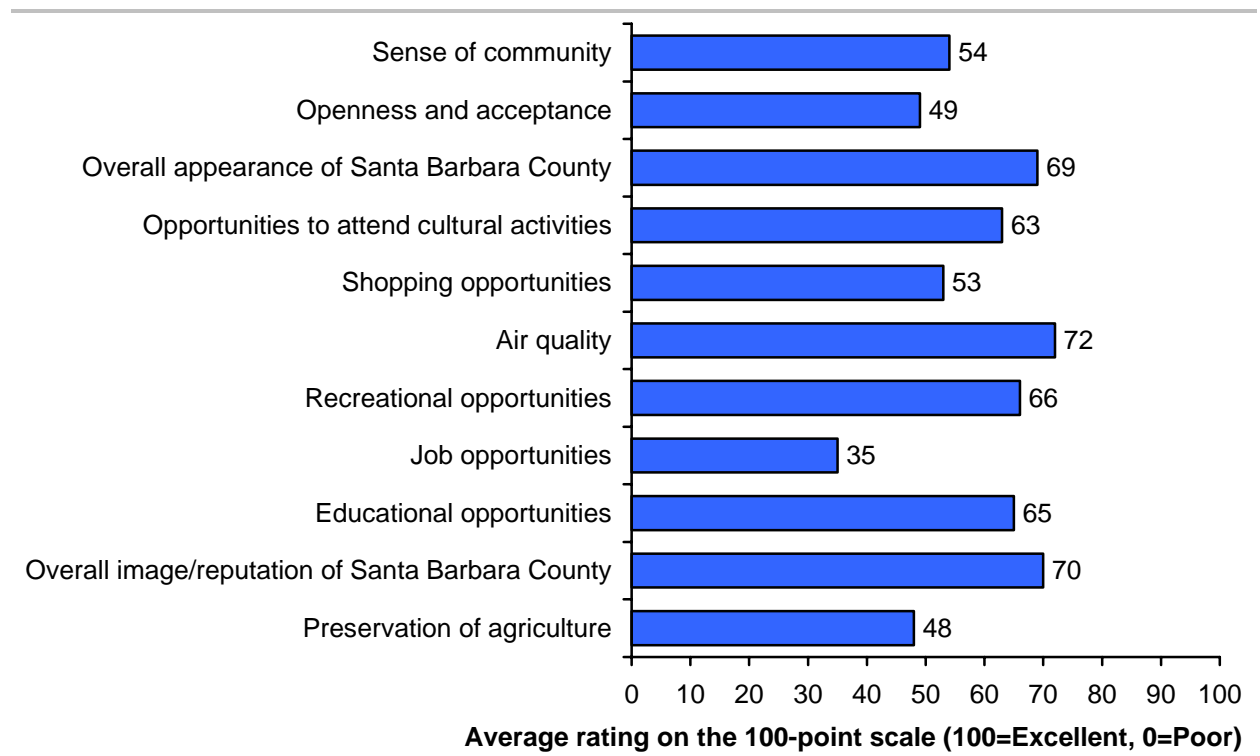
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Santa Barbara County as a place to live?	40%	49%	9%	1%	100%	76
How do you rate your neighborhood as a place to live?	31%	44%	20%	5%	100%	67
How do you rate Santa Barbara County as a place to raise children?	23%	51%	20%	6%	100%	63
How do you rate Santa Barbara County as a place to work?	13%	46%	29%	12%	100%	53
How do you rate Santa Barbara County as a place to retire?	29%	36%	20%	15%	100%	60
How do you rate the overall quality of life in Santa Barbara County?	25%	55%	19%	2%	100%	67

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Santa Barbara County

The highest rated characteristics of Santa Barbara County were air quality, overall image/reputation, and overall appearance. When asked about potential problems in Santa Barbara County, the three concerns rated by the highest proportion of respondents as a “major problem” were homelessness, drugs, and traffic congestion. The rate of population growth in Santa Barbara County was viewed as “too fast” by 61% of respondents, while 5% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities



Characteristics of the Community: General and Opportunities

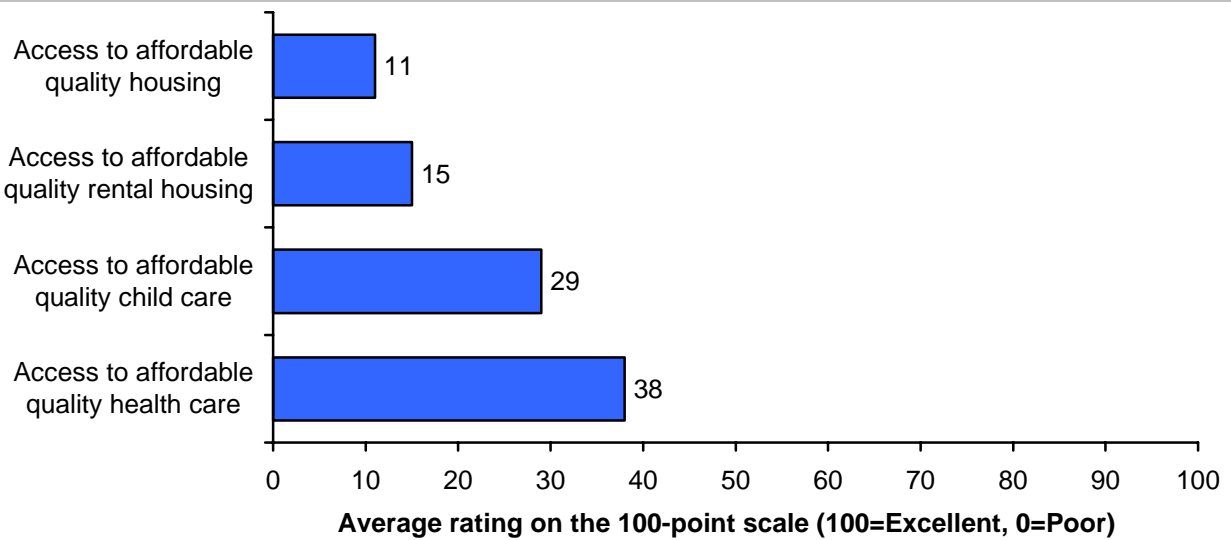
Please rate each of the following characteristics as they relate to Santa Barbara County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Sense of community	11%	49%	33%	8%	100%	54
Openness and acceptance of the community towards people of diverse backgrounds	11%	39%	38%	12%	100%	49
Overall appearance of Santa Barbara County	30%	51%	17%	2%	100%	69

Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Santa Barbara County as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Opportunities to attend cultural activities	27%	42%	26%	6%	100%	63
Shopping opportunities	20%	36%	29%	15%	100%	53
Air quality	33%	49%	16%	1%	100%	72
Recreational opportunities	34%	39%	20%	8%	100%	66
Job opportunities	5%	24%	42%	29%	100%	35
Educational opportunities	25%	49%	21%	4%	100%	65
Overall image/reputation of Santa Barbara County	29%	54%	14%	2%	100%	70
Preservation of agriculture	13%	37%	30%	19%	100%	48

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

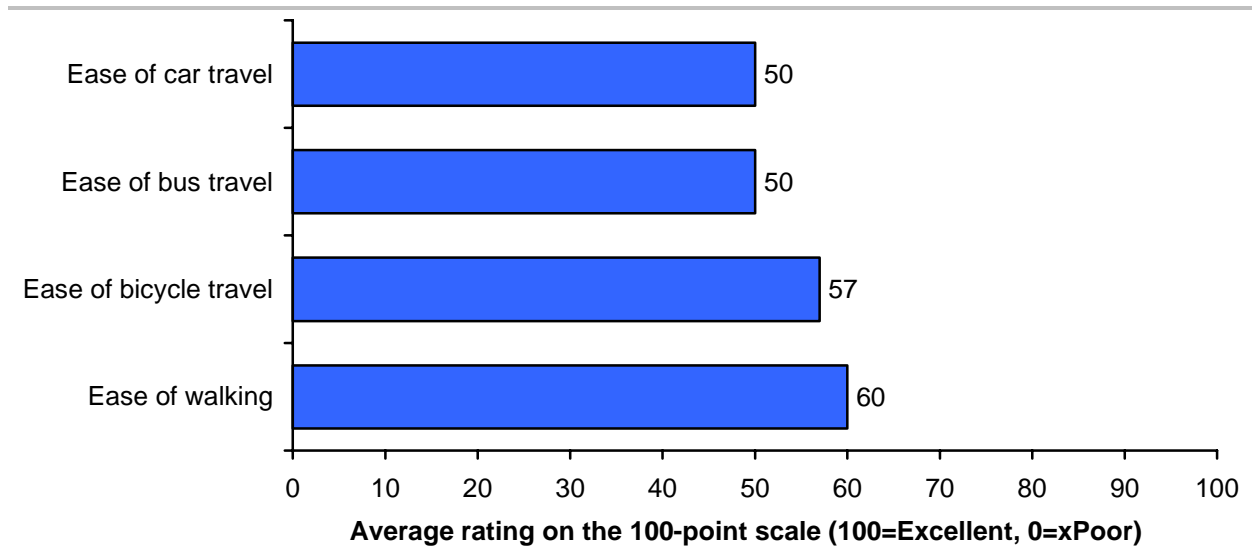


Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Santa Barbara County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	2%	6%	17%	75%	100%	11
Access to affordable quality rental housing	1%	7%	28%	64%	100%	15
Access to affordable quality child care	2%	20%	39%	38%	100%	29
Access to affordable quality health care	7%	27%	37%	28%	100%	38

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Santa Barbara County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Santa Barbara County	6%	48%	34%	12%	100%	50
Ease of bus travel in Santa Barbara County	8%	45%	34%	13%	100%	50
Ease of bicycle travel in Santa Barbara County	17%	45%	32%	7%	100%	57
Ease of walking in Santa Barbara County	17%	49%	29%	5%	100%	60

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Santa Barbara County

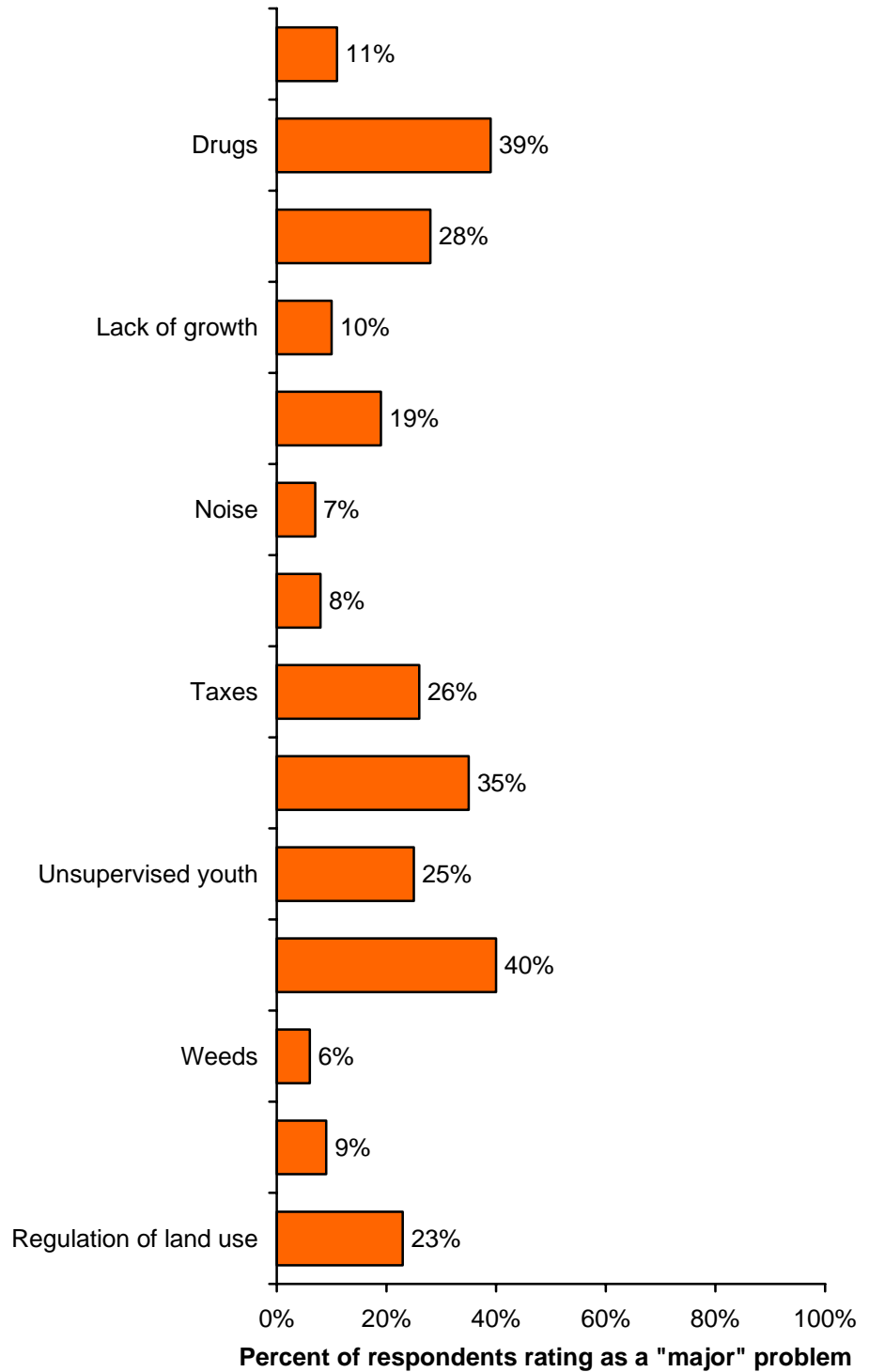
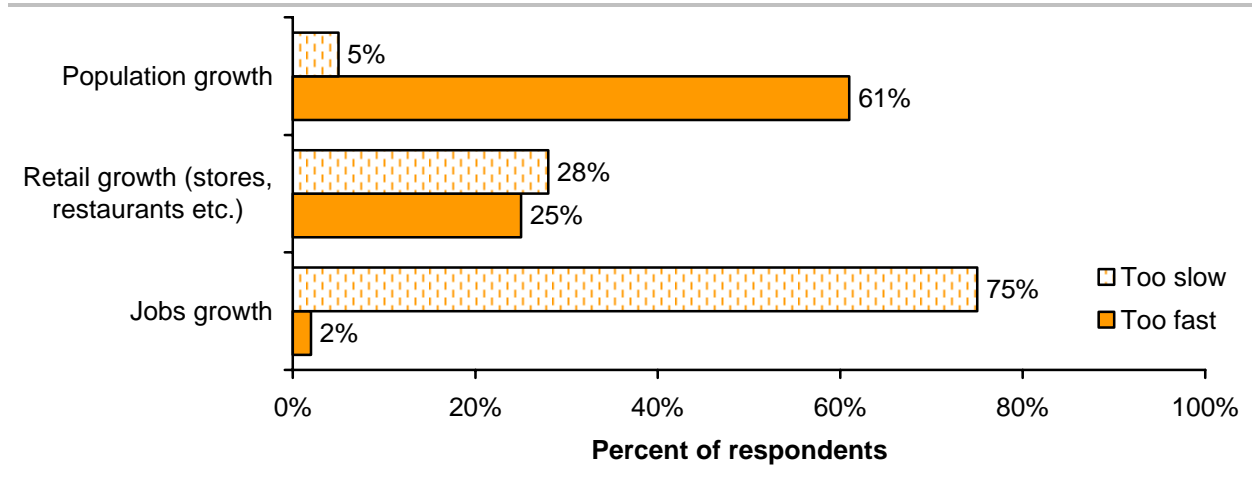


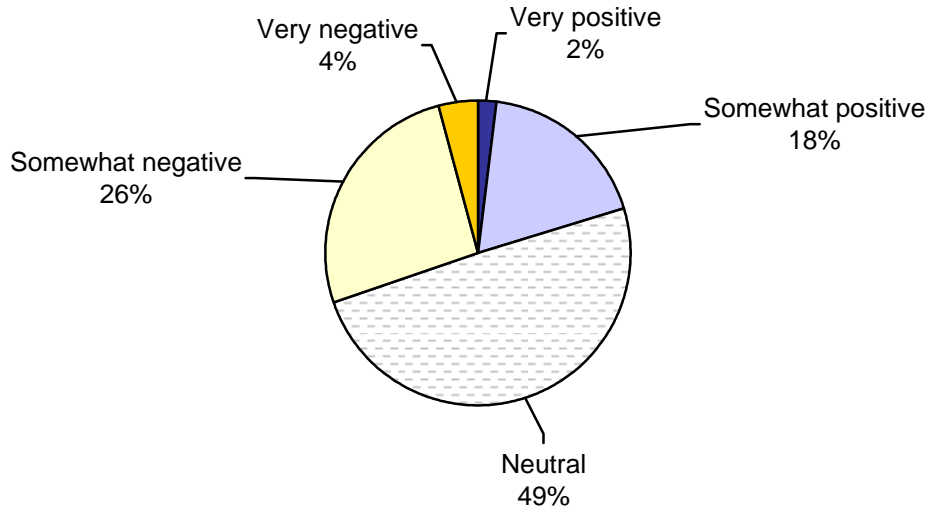
Figure 7: Ratings of Rates of Growth in Santa Barbara County



Twenty percent of Santa Barbara County residents expected that the coming six months would have a somewhat or very positive impact on their family, while 30% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be...



Perceptions of Safety

When evaluating safety in the community, 63% of respondents felt “somewhat” or “very safe” from violent crimes in Santa Barbara County. In their neighborhood after dark, 73% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 20% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 62% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Santa Barbara County

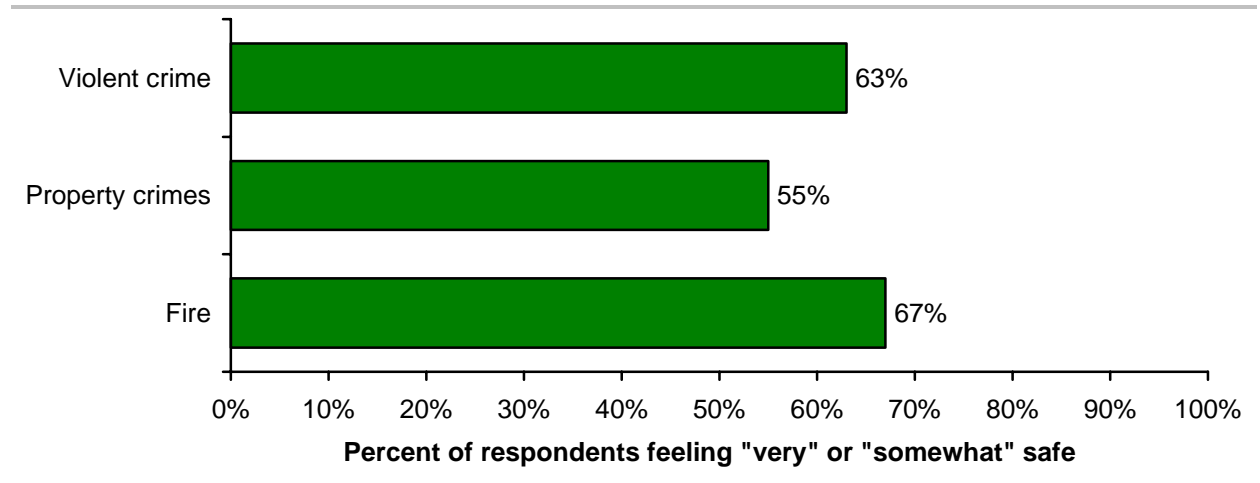


Figure 10: Ratings of Safety in Various Areas in Santa Barbara County

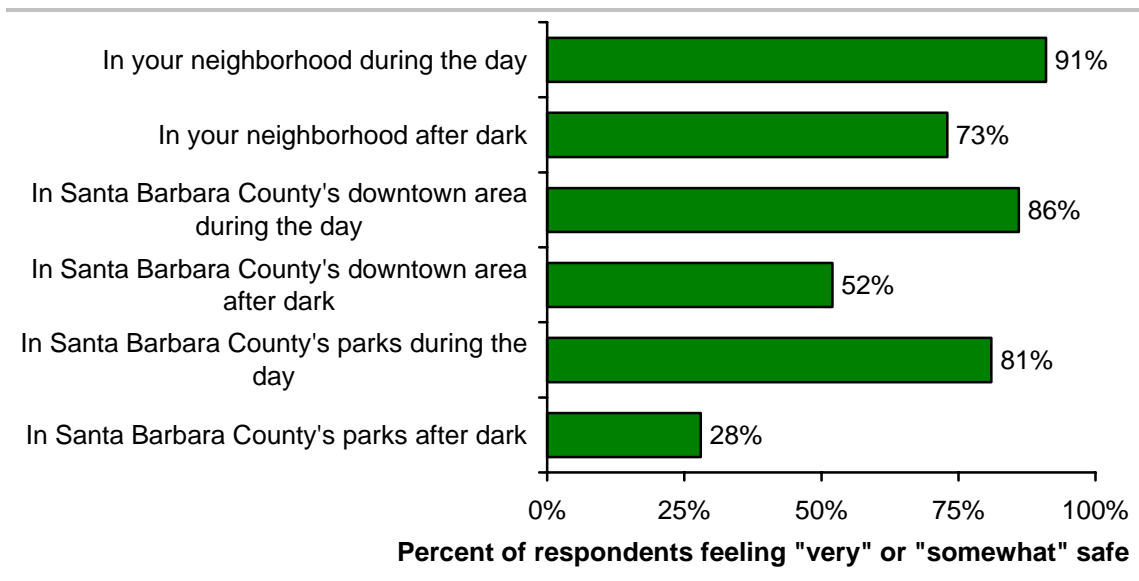


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

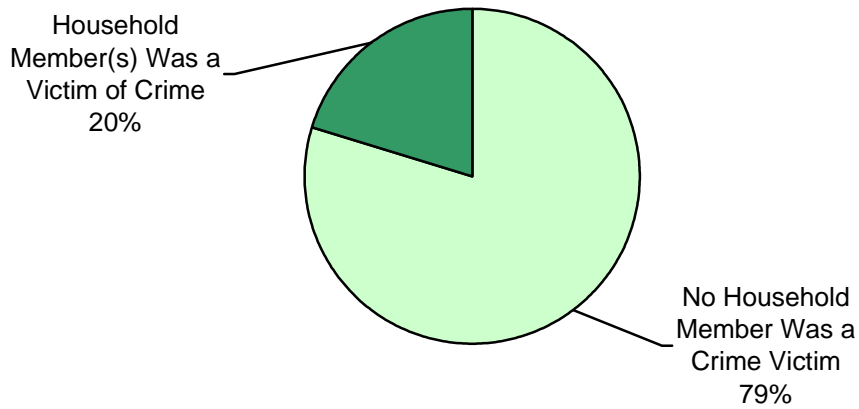
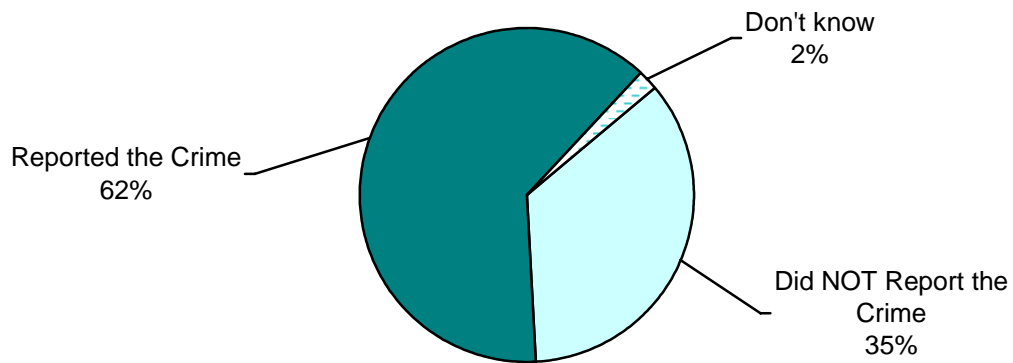


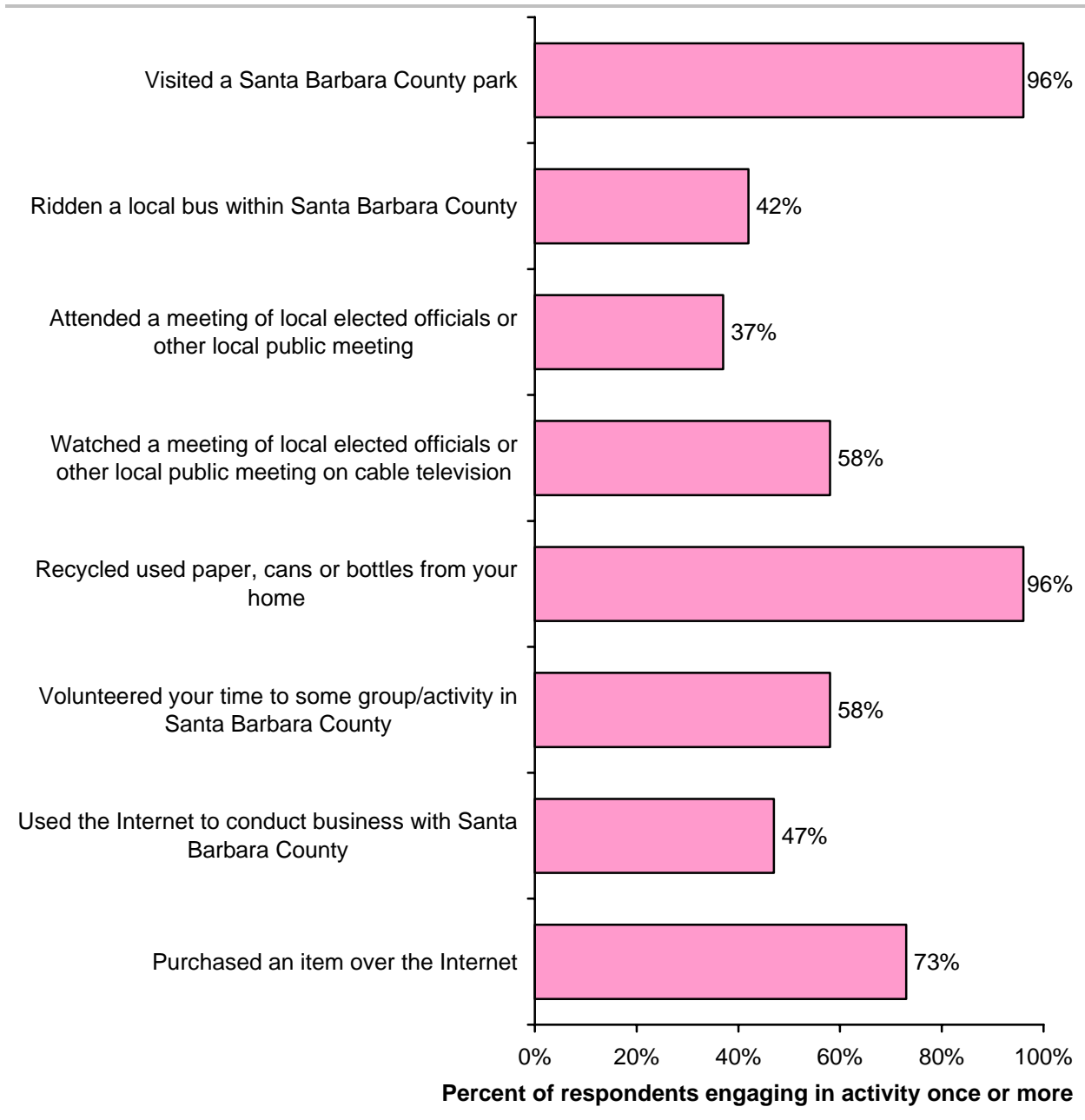
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

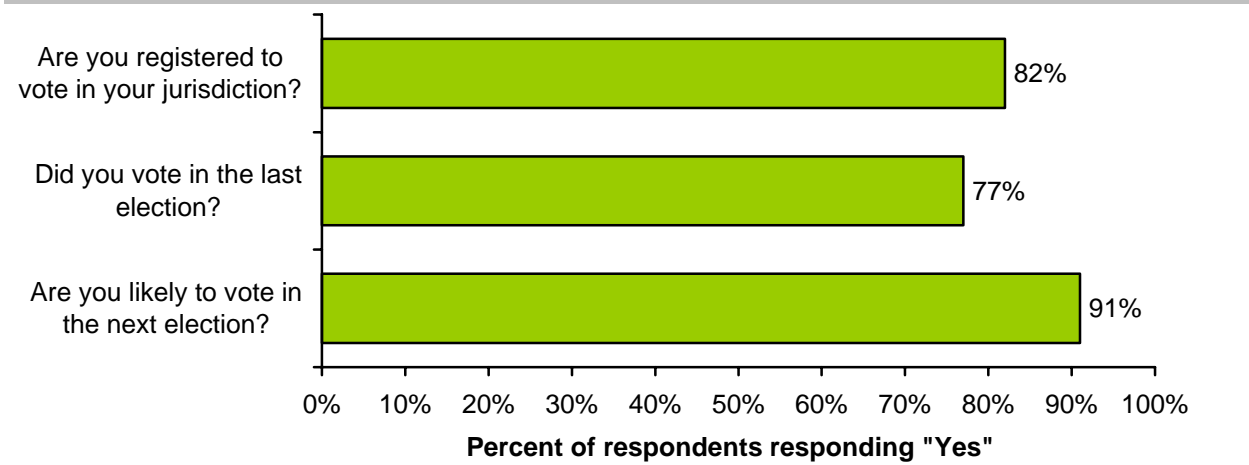
Participation in the civic, social and economic life of Santa Barbara County during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 96% reported visiting a park in Santa Barbara County in the past year and 37% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Santa Barbara County in the Past Year



Voter status was also estimated,² with 77% saying that they had voted in the last election.

Figure 14: Voter Status and Activity



Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	18%	82%	100%
Did you vote in the last election?	23%	77%	100%
Are you likely to vote in the next election?	9%	91%	100%

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

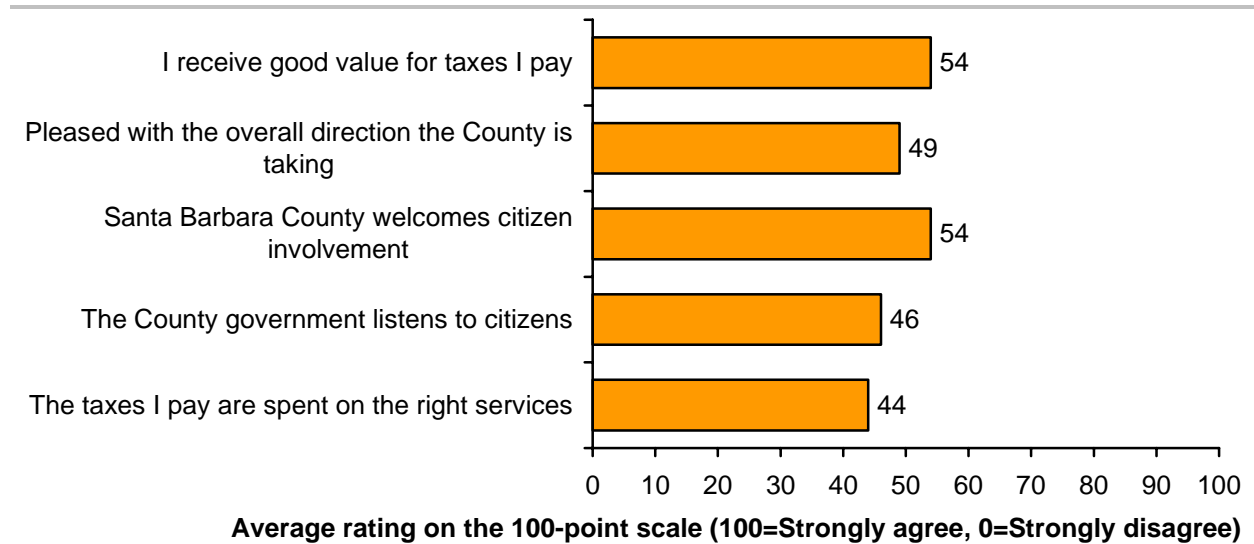
LOCAL GOVERNMENT

Several aspects of the government of Santa Barbara County were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from Santa Barbara County. Those who had any contact with a Santa Barbara County employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 54 on a 100-point scale.

Figure 15: Ratings of Public Trust



Ratings of Public Trust

Please rate the following statements:						Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree		
I receive good value for the Santa Barbara County taxes I pay	8%	35%	30%	18%	9%	100%	54

Santa Barbara County Resident Survey

Local Government

Ratings of Public Trust

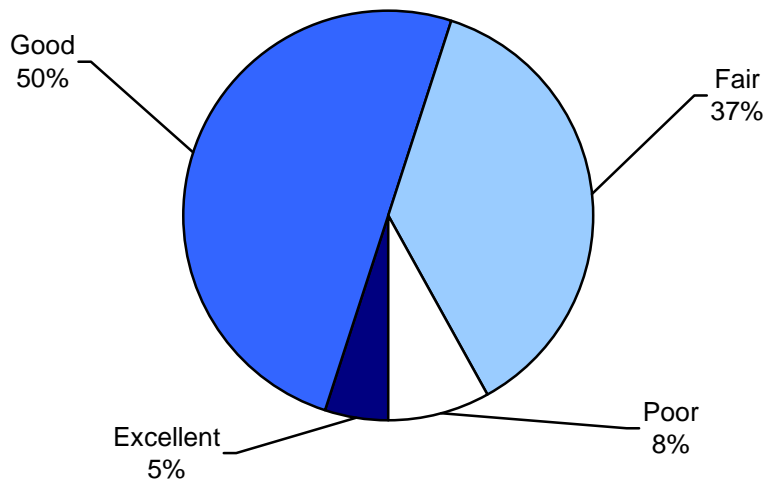
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I am pleased with the overall direction that Santa Barbara County is taking	5%	28%	35%	22%	10%	100%	49
Santa Barbara County government welcomes resident involvement	7%	37%	32%	17%	8%	100%	54
Santa Barbara County government listens to residents	4%	27%	28%	32%	10%	100%	46
The taxes I pay are spent on the right services	3%	24%	31%	28%	13%	100%	44

Note: "don't know" responses have been removed.

Service Provided by Santa Barbara County

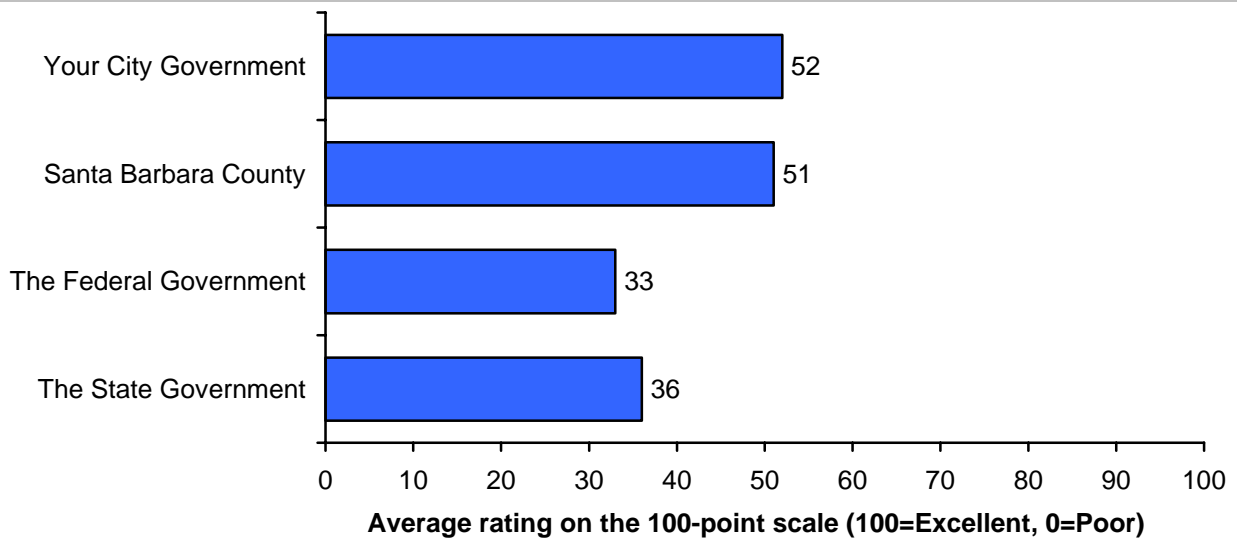
The responses of residents with an opinion about the overall quality of services provided by Santa Barbara County are shown in Figure 16 below. These responses result in an average rating of 51 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by Santa Barbara County



On average, residents of Santa Barbara County gave the highest evaluations to their own local governments and the lowest average rating to the federal government.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government

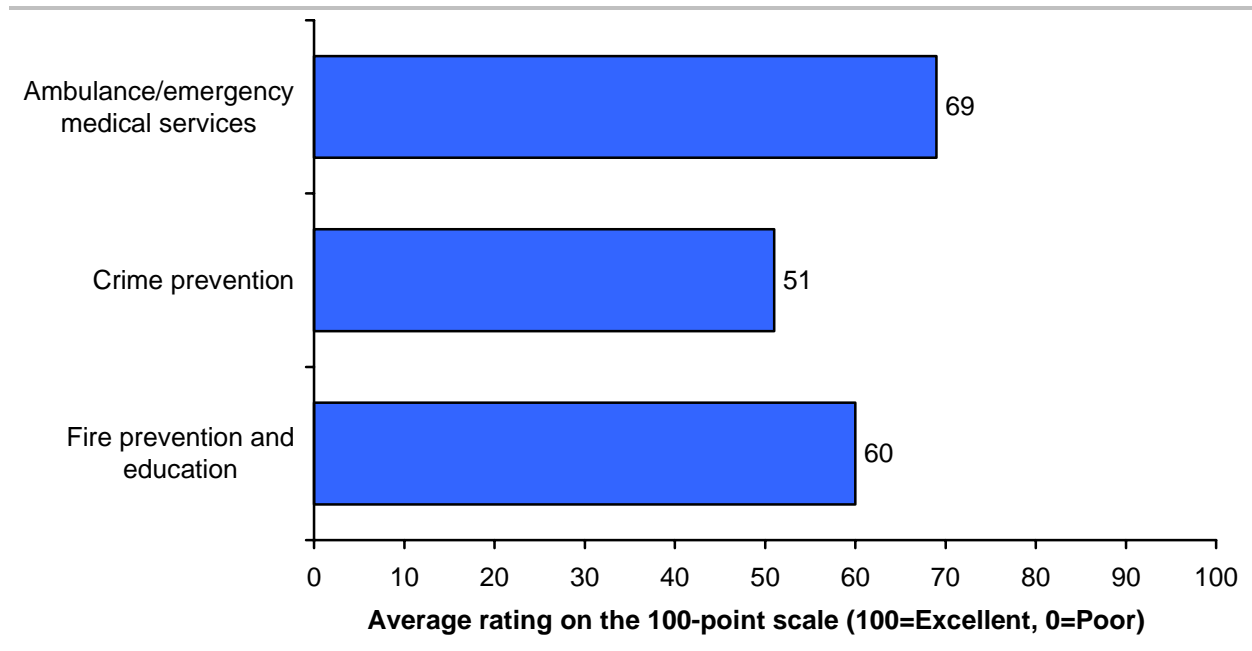


Overall Quality of Services: Santa Barbara County, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Your City Government	8%	47%	36%	9%	100%	52
Santa Barbara County	5%	50%	37%	8%	100%	51
The Federal Government	3%	25%	41%	32%	100%	33
The State Government	3%	26%	46%	25%	100%	36

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services

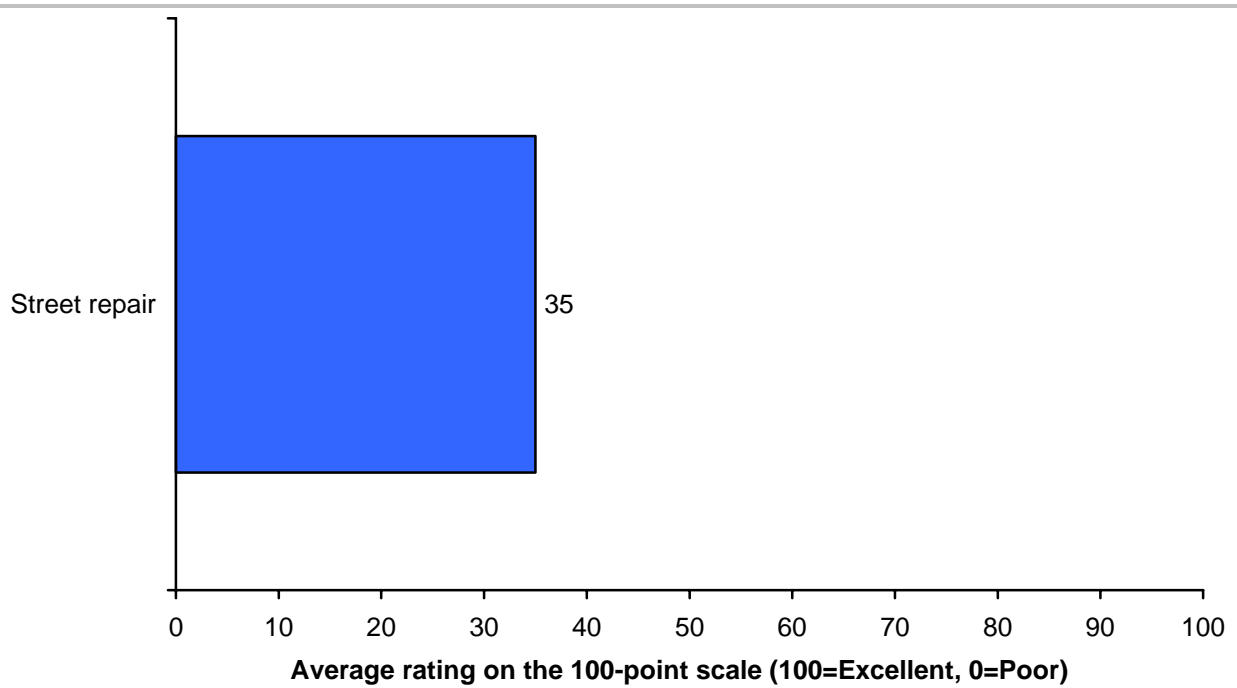


Quality of Public Safety Services

How do you rate the quality of each of the following services?	Quality of Public Safety Services					Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ambulance/emergency medical services	32%	48%	15%	4%	100%	69
Crime prevention	8%	46%	35%	11%	100%	51
Fire prevention and education	16%	53%	28%	4%	100%	60

Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services

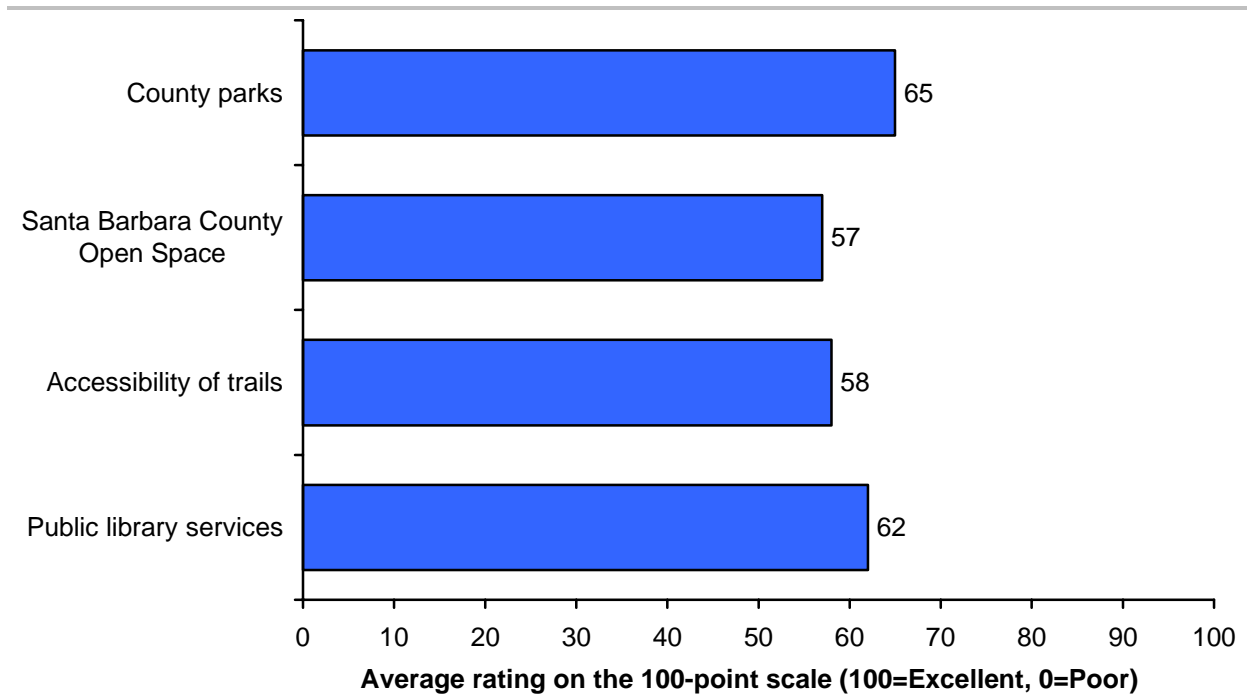


Quality of Transportation Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Street repair	4%	22%	48%	26%	100%	35

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services

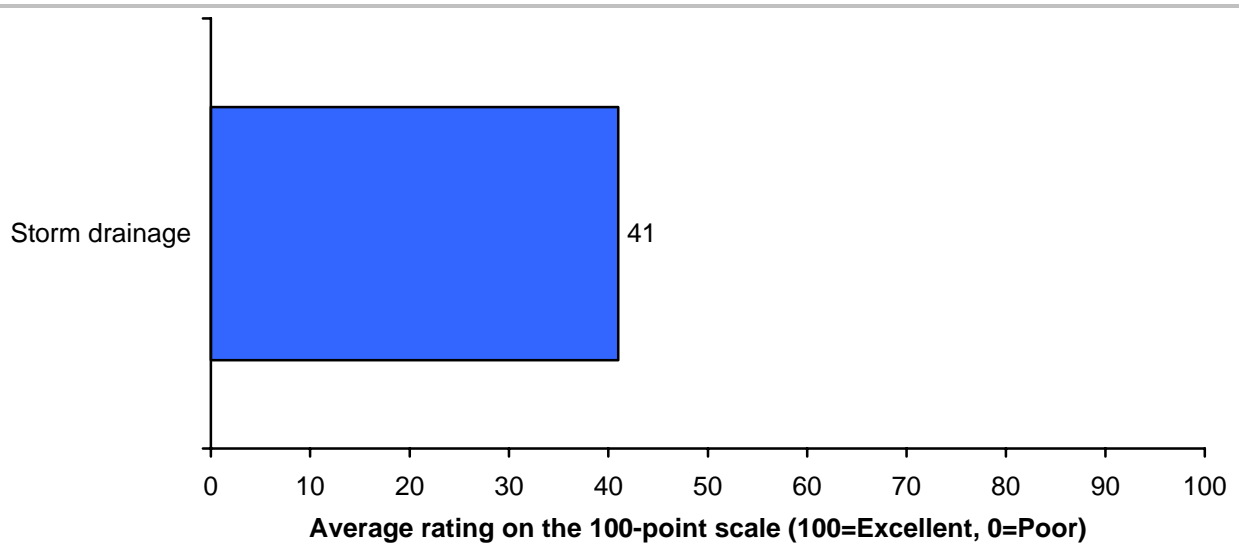


Quality of Leisure Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
County parks	23%	51%	23%	3%	100%	65
Santa Barbara County Open Space	18%	43%	33%	7%	100%	57
Accessibility of trails	18%	45%	30%	7%	100%	58
Public library services	20%	51%	23%	5%	100%	62

Note: "don't know" responses have been removed.

Figure 21: Quality of Utility Services

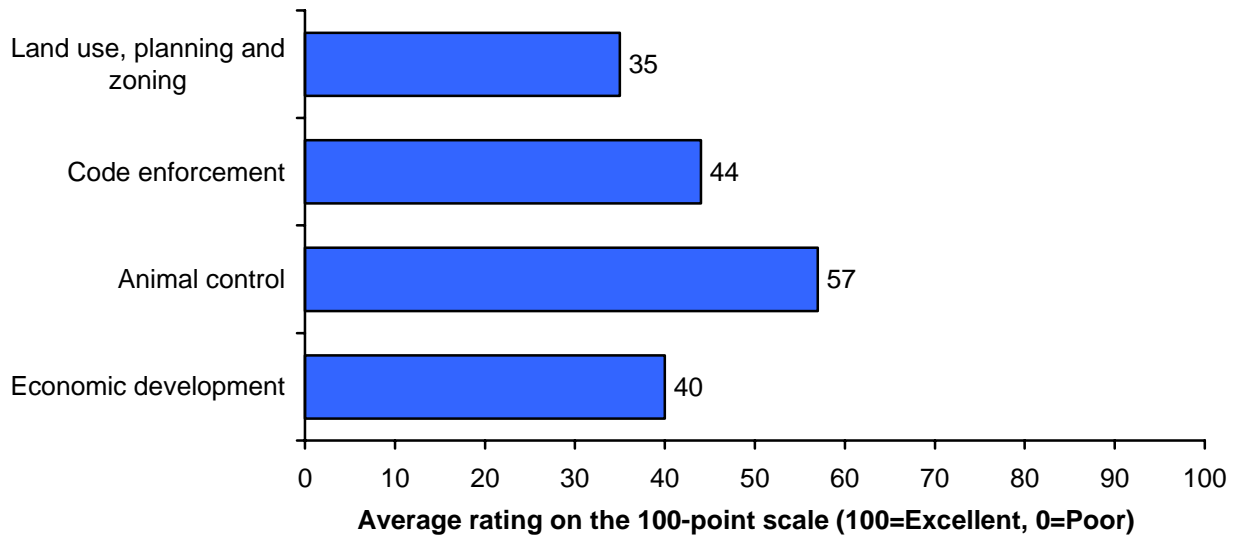


Quality of Utility Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Storm drainage	4%	35%	43%	18%	100%	41

Note: "don't know" responses have been removed.

Figure 22: Quality of Planning and Code Enforcement Services

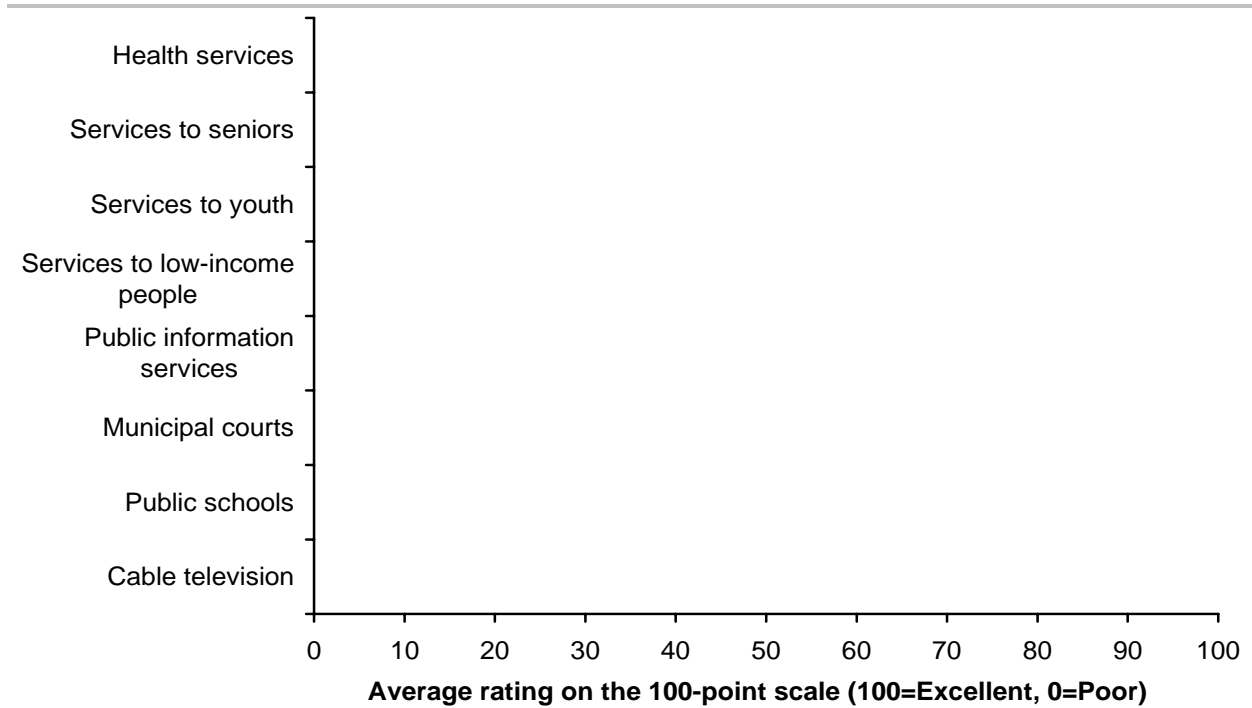


Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	4%	24%	45%	27%	100%	35
Code enforcement (weeds, abandoned buildings, etc)	4%	40%	43%	14%	100%	44
Animal control	12%	52%	30%	6%	100%	57
Economic development	4%	32%	46%	19%	100%	40

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services

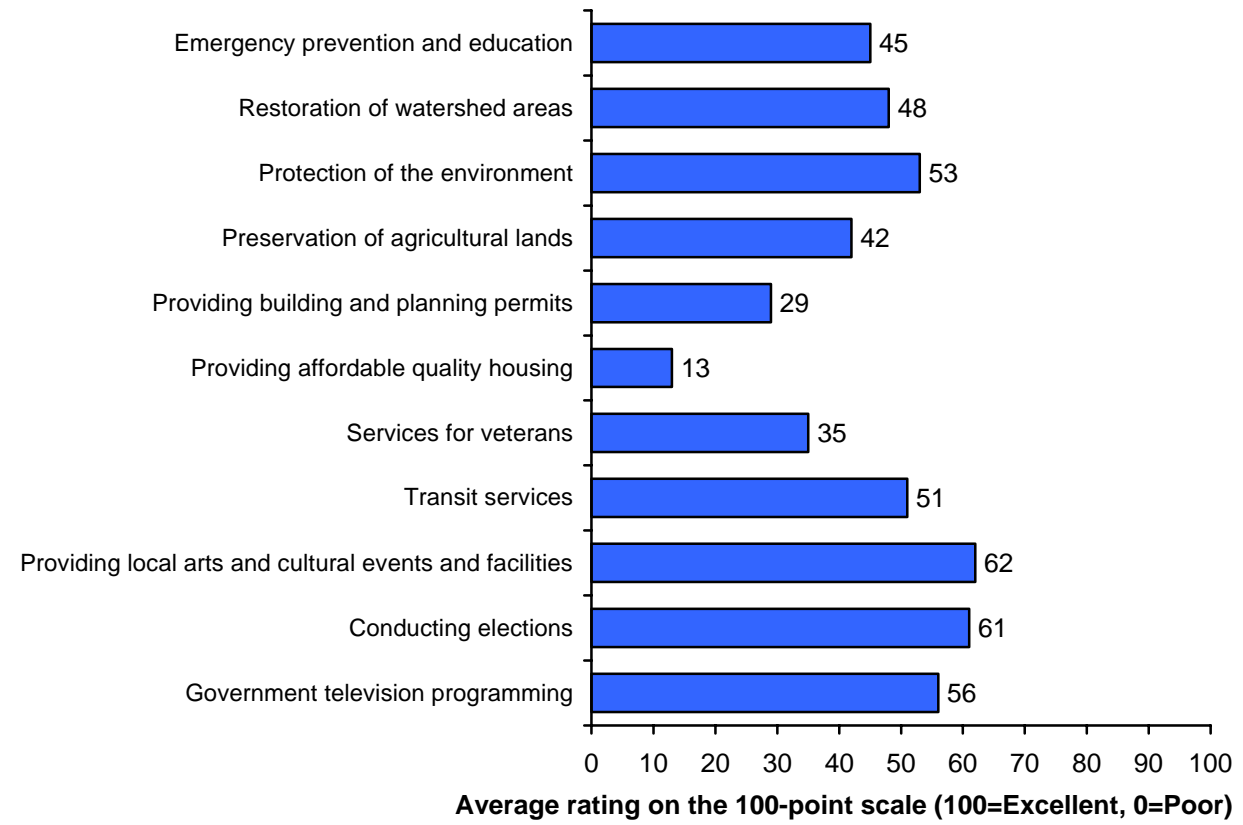


Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				
	Excellent	Good	Fair	Poor	Total
Health services	10%	41%	34%	15%	100%
Services to seniors	11%	40%	36%	13%	100%
Services to adolescents/teens	4%	26%	43%	26%	100%
Services to children (age 0-12)	8%	32%	41%	19%	100%
Services to low-income people	11%	25%	32%	32%	100%
Municipal courts	11%	50%	31%	7%	100%
Mental Health services	7%	36%	31%	26%	100%
Drug and Alcohol services	8%	33%	33%	26%	100%
Adult protective services	8%	36%	40%	15%	100%
Agricultural/Farm advisor	10%	38%	40%	12%	100%

Note: "don't know" responses have been removed.

Figure 4: Quality of Services Specific to Santa Barbara County



Quality of Services Specific to Santa Barbara County

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Emergency prevention and education	7%	37%	41%	15%	100%	45
Restoration of watershed areas	8%	37%	44%	11%	100%	48
Protection of the environment	11%	46%	32%	10%	100%	53
Preservation of agricultural lands	9%	33%	35%	23%	100%	42
Providing building and planning permits	3%	21%	36%	40%	100%	29
Providing affordable quality housing	2%	8%	18%	72%	100%	13
Services for veterans	5%	25%	38%	31%	100%	35
Transit services	12%	40%	37%	12%	100%	51

Quality of Services Specific to Santa Barbara County

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Providing local arts and cultural events and facilities	23%	45%	27%	5%	100%	62
Conducting elections	17%	53%	26%	4%	100%	61
Government television programming	13%	46%	37%	4%	100%	56

Note: "don't know" responses have been removed.

Santa Barbara County Employees

Impressions of Santa Barbara County employees were assessed on the questionnaire. Those who had been in contact with a Santa Barbara County employee in the past year (54%) rated their overall impression as 55 on a 100-point scale.

Figure 25: Percent of Respondents Who Had Contact with a Santa Barbara County Employee

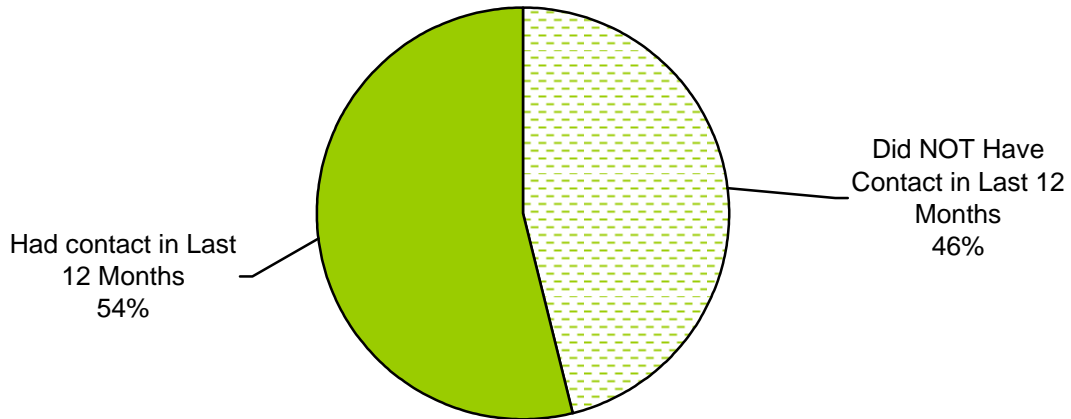
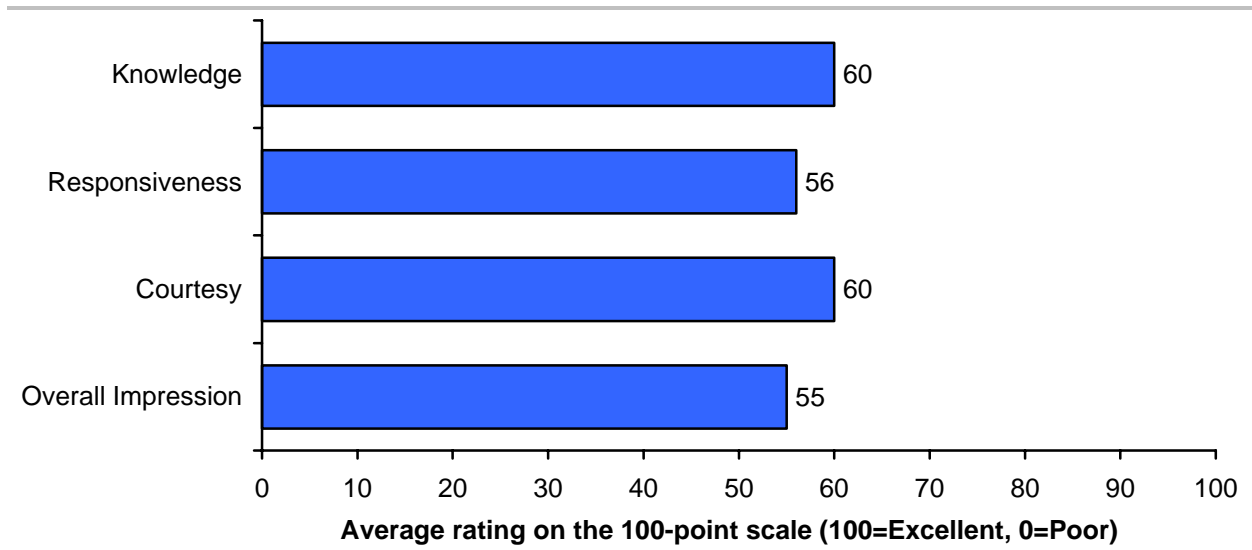


Figure 26: Ratings of Contact with Santa Barbara County Employees



Ratings of Contact with Santa Barbara County Employees

What was your impression of employees of Santa Barbara County in your most recent contact?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Knowledge	24%	45%	20%	12%	100%	60
Responsiveness	24%	39%	20%	18%	100%	56
Courtesy	26%	42%	16%	16%	100%	60
Overall Impression	22%	39%	20%	19%	100%	55

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Six additional questions were asked by Santa Barbara County. The results for these questions are displayed below. Open-ended results can be found under a separate cover.

Policy Question #1

In the last 12 months, how often did you travel outside Santa Barbara County for the following services and amenities?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Cultural	36%	32%	27%	4%	2%	100%
Educational	58%	25%	12%	3%	1%	100%
Health care services	69%	17%	11%	1%	1%	100%
Retail	22%	16%	38%	16%	8%	100%
Recreational	16%	21%	43%	15%	5%	100%
Veteran services	93%	3%	2%	1%	1%	100%

Policy Question #2

How willing or unwilling would you be to pay more in sales tax for the following projects?	Very willing	Somewhat willing	Somewhat unwilling	Very unwilling	Don't know	Total
Acquisition and maintenance of open space	13%	26%	21%	29%	11%	100%
Building a new County jail	9%	21%	25%	38%	6%	100%
Fire protection/suppression	16%	42%	22%	16%	4%	100%
Road maintenance and repair	20%	43%	20%	13%	4%	100%
Alternative transportation/public transit/commuter trains	23%	32%	18%	22%	5%	100%
Widening of Highway 101	31%	30%	12%	23%	4%	100%

Note: "don't know" responses have been removed.

Policy Question #3

To what extent do you support or oppose allowing oil and gas production offshore of the County's coast?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
On existing leases	26%	29%	12%	19%	14%	100%
For new leases	19%	20%	13%	34%	14%	100%

Note: "don't know" responses have been removed.

Policy Question #4

How familiar are you with the proposed County split?

Very familiar	17%
Somewhat familiar	52%
Somewhat unfamiliar	15%
Very unfamiliar	16%
Total	100%

Policy Question #5

Based on your current knowledge of the County split, to what extent do you support or oppose the split?

Strongly support	11%
Somewhat support	22%
Somewhat oppose	32%
Strongly oppose	35%
Total	100%

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question 1: Quality of Life Ratings

	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Santa Barbara County as a place to live?	40%	49%	9%	1%	0%	100%
How do you rate your neighborhood as a place to live?	31%	44%	20%	5%	0%	100%
How do you rate Santa Barbara County as a place to raise children?	21%	47%	18%	6%	8%	100%
How do you rate Santa Barbara County as a place to work?	12%	44%	28%	12%	4%	100%
How do you rate Santa Barbara County as a place to retire?	27%	34%	19%	14%	6%	100%
How do you rate the overall quality of life in Santa Barbara County?	24%	54%	19%	2%	0%	100%

Question 2: Please rate each of the following characteristics as they relate to Santa Barbara County as a whole

	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	10%	48%	32%	8%	2%	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	38%	37%	12%	3%	100%
Overall appearance of Santa Barbara County	30%	51%	17%	2%	0%	100%
Opportunities to attend cultural activities	26%	41%	25%	6%	2%	100%
Shopping opportunities	19%	36%	29%	15%	1%	100%
Air quality	33%	49%	16%	1%	1%	100%
Recreational opportunities	33%	38%	20%	8%	1%	100%
Job opportunities	4%	22%	40%	27%	6%	100%
Access to affordable quality housing	1%	6%	16%	71%	5%	100%
Access to affordable quality child care	2%	13%	26%	25%	34%	100%
Access to affordable quality health care	7%	25%	34%	25%	10%	100%
Ease of car travel in Santa Barbara County	6%	47%	34%	11%	2%	100%
Ease of bus travel in Santa Barbara County	6%	32%	24%	9%	28%	100%
Ease of bicycle travel in Santa Barbara County	14%	37%	26%	5%	18%	100%
Ease of walking in Santa Barbara County	17%	48%	28%	5%	3%	100%
Educational opportunities	24%	48%	21%	4%	3%	100%
Overall image/reputation of Santa Barbara County	29%	54%	14%	2%	1%	100%
Preservation of agriculture	12%	33%	27%	17%	12%	100%
Access to affordable quality rental housing	1%	6%	25%	57%	11%	100%

Question 3: Please rate the speed of growth in the following categories in Santa Barbara County over the past two years

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	1%	3%	31%	35%	21%	9%	100%
Retail growth (stores, restaurants etc.)	7%	19%	43%	17%	6%	7%	100%
Jobs growth	19%	43%	19%	2%	0%	17%	100%

Question 4: To what degree are the following problems in Santa Barbara County						
	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	6%	30%	51%	10%	3%	100%
Drugs	3%	15%	38%	37%	7%	100%
Too much growth	14%	21%	32%	26%	6%	100%
Lack of growth	47%	21%	14%	9%	9%	100%
Graffiti	7%	39%	33%	18%	4%	100%
Noise	24%	41%	28%	7%	1%	100%
Run down buildings, weed lots, or junk vehicles	17%	44%	29%	8%	1%	100%
Taxes	11%	25%	33%	24%	7%	100%
Traffic congestion	5%	23%	37%	34%	0%	100%
Unsupervised youth	8%	30%	28%	22%	12%	100%
Homelessness	2%	21%	35%	39%	3%	100%
Weeds	22%	40%	27%	6%	5%	100%
Absence of communications from Santa Barbara County translated into languages other than English	34%	16%	13%	7%	30%	100%
Regulation of land use	12%	20%	27%	17%	24%	100%

Question 5: Please rate how safe you feel from the following occurring to you in Santa Barbara County							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	23%	39%	20%	14%	3%	1%	100%
Property crimes (e.g., burglary, theft)	12%	43%	21%	19%	5%	1%	100%
Fire	25%	41%	22%	8%	2%	3%	100%

Santa Barbara County Resident Survey

Appendix A: Survey Frequencies

Question 6: Please rate how safe you feel:							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	65%	26%	5%	2%	1%	0%	100%
In your neighborhood after dark	32%	41%	10%	13%	4%	0%	100%
In Santa Barbara County's downtown area during the day	48%	36%	9%	4%	1%	2%	100%
In Santa Barbara County's downtown area after dark	12%	39%	17%	23%	6%	3%	100%
In Santa Barbara County's parks during the day	39%	39%	14%	4%	1%	4%	100%
In Santa Barbara County's parks after dark	5%	20%	17%	29%	17%	12%	100%

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	79%	20%	0%	100%

Question 8: If yes, was this crime (these crimes) reported to the police?

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	35%	62%	2%	100%

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in Santa Barbara County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Visited a Santa Barbara County park	4%	25%	42%	14%	14%	100%
Ridden a local bus within Santa Barbara County	58%	19%	9%	4%	9%	100%
Attended a meeting of local elected officials or other local public meeting	63%	24%	10%	3%	1%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	42%	31%	20%	5%	2%	100%
Recycled used paper, cans or bottles from your home	4%	7%	12%	11%	66%	100%
Volunteered your time to some group/activity in Santa Barbara County	42%	23%	18%	8%	10%	100%
Used the Internet to conduct business with Santa Barbara County	53%	22%	11%	5%	9%	100%
Purchased an item over the Internet	27%	15%	26%	15%	17%	100%

Question 10: How do you rate the quality of each of the following services in Santa Barbara County?

	Excellent	Good	Fair	Poor	Don't know	Total
Ambulance/emergency medical services	24%	37%	11%	3%	24%	100%
Crime prevention	7%	42%	31%	10%	10%	100%
Fire prevention and education	13%	45%	24%	3%	15%	100%
Street repair	4%	22%	47%	26%	2%	100%
Storm drainage	4%	33%	41%	17%	5%	100%
County parks	22%	48%	22%	3%	5%	100%
Santa Barbara County Open Space	15%	36%	27%	6%	16%	100%
Accessibility of trails	15%	38%	26%	6%	16%	100%
Land use, planning and zoning	4%	19%	36%	21%	21%	100%
Code enforcement (weeds, abandoned buildings, etc)	3%	31%	33%	11%	22%	100%
Animal control	11%	44%	25%	5%	15%	100%
Economic development	3%	26%	37%	16%	19%	100%
Health services	8%	36%	30%	14%	12%	100%
Services to seniors	6%	24%	21%	8%	41%	100%
Services to adolescents/teens	3%	16%	26%	16%	39%	100%
Services to children (age 0-12)	5%	19%	24%	11%	42%	100%
Services to low-income people	7%	16%	20%	20%	37%	100%
Public library services	18%	47%	21%	5%	9%	100%
Municipal courts	8%	36%	22%	5%	28%	100%
Mental Health services	4%	18%	15%	13%	51%	100%
Drug and Alcohol services	4%	18%	18%	14%	46%	100%
Adult protective services	4%	16%	17%	7%	57%	100%
Agricultural/Farm advisor	4%	14%	15%	5%	63%	100%
Emergency prevention and education	4%	22%	24%	9%	41%	100%
Restoration of watershed areas	4%	18%	22%	5%	51%	100%
Protection of the environment	9%	37%	26%	8%	21%	100%
Preservation of agricultural lands	6%	24%	26%	17%	27%	100%
Providing building and planning permits	2%	14%	24%	26%	34%	100%
Providing affordable quality housing	2%	7%	17%	64%	10%	100%
Services for veterans	2%	10%	15%	12%	62%	100%
Transit services	9%	31%	28%	9%	24%	100%

Question 10: How do you rate the quality of each of the following services in Santa Barbara County?

	Excellent	Good	Fair	Poor	Don't know	Total
Providing local arts and cultural events and facilities	21%	40%	24%	5%	11%	100%
Conducting elections	14%	44%	22%	3%	18%	100%
Government television programming	8%	30%	24%	3%	35%	100%

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent	Good	Fair	Poor	Don't know	Total
Your City Government	8%	42%	32%	8%	10%	100%
Santa Barbara County	5%	47%	34%	8%	6%	100%
The Federal Government	3%	23%	38%	30%	7%	100%
The State Government	3%	24%	43%	23%	7%	100%

Question 12: Have you had any in-person or phone contact with an employee of Santa Barbara County within the last 12 months?

	No	Yes	Total
Have you had any in-person or phone contact with an employee of Santa Barbara County within the last 12 months?	46%	54%	100%

Question 13: What was your impression of the employees of Santa Barbara County in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	23%	44%	19%	12%	2%	100%
Responsiveness	23%	38%	20%	18%	1%	100%
Courtesy	26%	42%	16%	16%	1%	100%
Overall Impression	22%	38%	20%	19%	1%	100%

Santa Barbara County Resident Survey

Appendix A: Survey Frequencies

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the Santa Barbara County taxes I pay	8%	32%	28%	17%	8%	7%	100%
I am pleased with the overall direction that Santa Barbara County is taking	5%	27%	33%	21%	10%	5%	100%
Santa Barbara County government welcomes resident involvement	6%	32%	28%	15%	7%	13%	100%
Santa Barbara County government listens to residents	3%	23%	24%	27%	8%	15%	100%
The taxes I pay are spent on the right services	2%	21%	26%	24%	11%	16%	100%

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	2%	18%	49%	26%	4%	100%

Question 16a: Policy Question 1

In the last 12 months, how often did you travel outside Santa Barbara County for the following services and amenities?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Cultural	36%	32%	27%	4%	2%	100%
Educational	58%	25%	12%	3%	1%	100%
Health care services	69%	17%	11%	1%	1%	100%
Retail	22%	16%	38%	16%	8%	100%
Recreational	16%	21%	43%	15%	5%	100%
Veteran services	93%	3%	2%	1%	1%	100%

Question 16b: Policy Question 2

How willing or unwilling would you be to pay more in sales tax for the following projects?	Very willing	Somewhat willing	Somewhat unwilling	Very unwilling	Don't know	Total
Acquisition and maintenance of open space	13%	26%	21%	29%	11%	100%
Building a new County jail	9%	21%	25%	38%	6%	100%
Fire protection/suppression	16%	42%	22%	16%	4%	100%
Road maintenance and repair	20%	43%	20%	13%	4%	100%
Alternative transportation/public transit/commuter trains	23%	32%	18%	22%	5%	100%
Widening of Highway 101	31%	30%	12%	23%	4%	100%

Note: "don't know" responses have been removed.

Question 16c: Policy Question 3

To what extent do you support or oppose allowing oil and gas production offshore of the County's coast?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
On existing leases	26%	29%	12%	19%	14%	100%
For new leases	19%	20%	13%	34%	14%	100%

Note: "don't know" responses have been removed.

Question 16d: Policy Question 4					
	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Total
How familiar are you with the proposed County split?	17%	52%	15%	16%	100%

Question 16e: Policy Question 5					
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Based on your current knowledge of the County split, to what extent do you support or oppose the split?	11%	22%	32%	35%	100%

Question 17: Do you live within the County limits of Santa Barbara County?

	No	Yes	Total
Do you live within the limits of Santa Barbara County?	4%	96%	100%

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	25%	75%	100%

Question 18a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

Motorized vehicle	82%
Bus, Rail, Subway, or other public transportation	4%
Walk	4%
Work at home	5%
Other	4%
Total	100%

Question 18b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	77%	23%	100%

Usual Mode of Transportation to Work, Including Carpooling

	Usual mode of transportation to work
Motorized vehicle, no others (SOV)	64%
Motorized vehicle, with others (MOV)	18%
Bus, rail, subway, or other public transportation	4%
Walk	4%
Work at home	5%
Other	4%
Total	100%

Question 19: Length of Residency

How many years have you lived in Santa Barbara County?

Less than 2 years	10%
2 to 5 years	10%
6 to 10 years	15%
11 to 20 years	20%
More than 20 years	45%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?

One family house detached from any other houses	51%
One family house attached to one or more houses	12%
Building with two or more apartments or condominiums	31%
Mobile home	5%
Other	2%
Total	100%

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	46%	54%	100%

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	73%	27%	100%
Do any teenagers ages 13 through 17 live in your household?	83%	17%	100%
Are you or any other members of your household aged 65 or older?	78%	22%	100%
Does any member of your household have a physical handicap or is anyone disabled?	87%	13%	100%

Question 26: Education

What is the highest degree or level of school you have completed?

12th Grade or less, no diploma	6%
High school diploma	10%
Some college, no degree	29%
Associate's degree (e.g. AA, AS)	11%
Bachelor's degree (e.g. BA, AB, BS)	20%
Graduate degree or professional degree	25%
Total	100%

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than \$24,999	15%
\$25,000 to \$49,999	28%
\$50,000 to \$99,999	33%
\$100,000 or more	25%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	66%	34%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	4%
Asian or Pacific Islander	5%
Black, African American	2%
White/Caucasian	69%
Other	25%

Total may exceed 100% as respondents could select more than one category.

Question 30: Age

In which category is your age?

18 to 24 years	8%
25 to 34 years	31%
35 to 44 years	13%
45 to 54 years	23%
55 to 64 years	10%
65 to 74 years	8%
75 years or older	8%
Total	100%

Question 31: Gender

	Female	Male	Total
What is your gender?	48%	52%	100%

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	17%	80%	3%	100%
Did you vote in the last election?	23%	76%	1%	100%
Are you likely to vote in the next election?	9%	83%	9%	100%

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Sampling

Approximately 3,000 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

Survey Administration

Selected households received three mailings, one week apart, beginning February 6, 2006. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the county executive officer inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following 6 weeks.

Response Rate and Confidence Intervals

Of the 2,725 eligible households, 791 completed the survey providing a response rate of 29%. Approximately 275 addresses sampled were "vacant" or "not found."⁵ In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

⁵ "Eligible" households refer to addresses that belong to residences that are not vacant within Santa Barbara County.

United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 3 percentage points in either direction from what would have been obtained had responses been collected from all Santa Barbara County adults. This difference is also called a “margin of error.”⁶ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of Santa Barbara County as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The socioeconomic characteristics that were used to weight the survey results were gender/age, tenure and ethnicity. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root } (0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

Weighting Scheme for the Santa Barbara County Resident Survey			
Respondent Characteristics	Population Norm⁷	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	44%	33%	46%
Own Home	56%	67%	54%
Type of Housing Unit			
Single-Family Detached	58%	65%	55%
Attached	42%	35%	45%
Ethnicity			
Non-Hispanic	66%	86%	66%
Hispanic	34%	14%	34%
Race			
White/Caucasian	73%	83%	66%
Non-White	27%	17%	34%
Gender			
Female	50%	56%	48%
Male	50%	44%	52%
Age			
18-34	36%	15%	39%
35-54	37%	32%	36%
55+	27%	53%	25%
Gender and Age			
Females 18-34	17%	10%	18%
Females 35-54	18%	16%	17%
Females 55+	15%	30%	13%
Males 18-34	19%	6%	21%
Males 35-54	19%	16%	19%
Males 55+	12%	22%	11%

⁷ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within Santa Barbara County. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



Office of the County Executive
105 E. Anapamu St., Room 406
Santa Barbara, CA 93101

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Permit NO. 94

Dear Santa Barbara County Resident,

Your household has been randomly selected to participate in a resident survey about Santa Barbara County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Michael F. Brown
County Executive Officer/ Oficial Ejecutivo del Condado

Estimado residente del Condado de Santa Barbara,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre el Condado de Santa Barbara. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear Santa Barbara County Resident,

Your household has been randomly selected to participate in a resident survey about Santa Barbara County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



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Atentamente,



January 2006

Dear Santa Barbara Resident:

Santa Barbara County wants to know what you think about our community and our County government. Therefore, you have been randomly selected to participate in the County's 2006 Resident Survey.

En este documento el Condado de Santa Barbara le dara una oportunidad importante para decirnos lo que piensa de los servicios del Condado, y su opinión de la calidad de vida aquí en Santa Barbara. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número 805-568-3400 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Resident Survey. Your answers will help the Santa Barbara Board of Supervisors make decisions that affect our community. I hope you find the questions interesting as we will definitely find your answers useful. Please participate!

To get a representative sample of Santa Barbara County residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. The year of birth of the adult does not matter.

Please have the appropriate member of the household spend the few minutes to answer all of the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Resident Survey please call 805-568-3107.

Please help us shape the future of Santa Barbara County. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael F. Brown", written in a cursive style.

Michael F. Brown
County Executive Officer



February 2006

Dear Santa Barbara Resident:

About one week ago, you should have received a copy of the enclosed survey. If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice. If you have not had a chance to complete the survey, we would appreciate your response. Santa Barbara County wants to know what you think about our community and County government. You have been randomly selected to participate in the Santa Barbara County Resident Survey.

En este documento el Condado de Santa Barbara dara usted una oportunidad importante para decirnos lo que piensa de los servicios del Condado, y su opinión de la calidad de vida aquí en Santa Barbara. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número 805-568-3400 para pedir una copia de la encuesta en español. Todos sus respuestas se quedarán completamente anónimos. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

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Sincerely,

A handwritten signature in black ink, appearing to read "Michael F. Brown", written in a cursive style.

Michael F. Brown
County Executive Officer

SANTA BARBARA COUNTY 2006 RESIDENT SURVEY

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Santa Barbara County as a place to live?.....	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Santa Barbara County as a place to raise children?..	1	2	3	4	5
How do you rate Santa Barbara County as a place to work?	1	2	3	4	5
How do you rate Santa Barbara County as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Santa Barbara County? ...	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Santa Barbara County as a whole:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Santa Barbara County	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care.....	1	2	3	4	5
Ease of car travel in Santa Barbara County	1	2	3	4	5
Ease of bus travel in Santa Barbara County	1	2	3	4	5
Ease of bicycle travel in Santa Barbara County	1	2	3	4	5
Ease of walking in Santa Barbara County.....	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Overall image/reputation of Santa Barbara County.....	1	2	3	4	5
Preservation of agriculture.....	1	2	3	4	5
Access to affordable quality rental housing.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Santa Barbara County over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants etc.).....	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Santa Barbara County:

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise.....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds.....	1	2	3	4	5
Absence of communications from Santa Barbara County translated into languages other than English.....	1	2	3	4	5
Regulation of land use.....	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Santa Barbara County:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Santa Barbara County's downtown area(s) during the day.....	1	2	3	4	5	6
In Santa Barbara County's downtown area(s) after dark	1	2	3	4	5	6
In Santa Barbara County's parks during the day.....	1	2	3	4	5	6
In Santa Barbara County's parks after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- No → Go to question #9 Yes → Go to question #8 Don't know

8. If yes, was this crime (these crimes) reported to the police/sheriff?

- No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Santa Barbara County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Visited a neighborhood or County park	1	2	3	4	5
Ridden a local bus within Santa Barbara County	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television.....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group/activity in Santa Barbara County	1	2	3	4	5
Used the Internet to conduct business with Santa Barbara County	1	2	3	4	5
Purchased an item over the Internet	1	2	3	4	5

10. How do you rate the quality of each of the following services in Santa Barbara County?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Ambulance/emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Street repair	1	2	3	4	5
Storm drainage	1	2	3	4	5
County parks.....	1	2	3	4	5
Santa Barbara County Open Space	1	2	3	4	5
Accessibility of trails.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to adolescents/teens.....	1	2	3	4	5
Services to children (age 0-12).....	1	2	3	4	5
Services to low-income people.....	1	2	3	4	5
Public library services	1	2	3	4	5
Municipal courts	1	2	3	4	5
Mental Health Services.....	1	2	3	4	5
Drug and Alcohol services.....	1	2	3	4	5
Adult protective services.....	1	2	3	4	5
Agricultural/Farm advisor.....	1	2	3	4	5
Emergency prevention and education.....	1	2	3	4	5
Restoration of watershed areas.....	1	2	3	4	5
Protection of the environment.....	1	2	3	4	5
Preservation of agricultural lands	1	2	3	4	5
Providing building and planning permits.....	1	2	3	4	5
Providing affordable quality housing.....	1	2	3	4	5
Services for veterans	1	2	3	4	5
Transit services.....	1	2	3	4	5
Providing local arts and cultural events and facilities	1	2	3	4	5
Conducting elections	1	2	3	4	5
Government television programming.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by...

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Your City Government?	1	2	3	4	5
Santa Barbara County?	1	2	3	4	5
The Federal Government?	1	2	3	4	5
The State Government?	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of Santa Barbara County within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to question #14 Yes → Go to question #13

13. What was your impression of employees of Santa Barbara County in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the Santa Barbara County taxes I pay.....	1	2	3	4	5	6
I am pleased with the overall direction that Santa Barbara County is taking.....	1	2	3	4	5	6
Santa Barbara County government welcomes resident involvement.....	1	2	3	4	5	6
Santa Barbara County government listens to residents..	1	2	3	4	5	6
The taxes I pay are spent on the right services.....	1	2	3	4	5	6

15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

16a. In the last 12 months, how often did you travel outside Santa Barbara County for the following services and amenities?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Cultural.....	1	2	3	4	5
Educational.....	1	2	3	4	5
Health care services.....	1	2	3	4	5
Retail.....	1	2	3	4	5
Recreational.....	1	2	3	4	5
Veteran services.....	1	2	3	4	5

16b. How willing or unwilling would you be to pay more in sales tax for the following projects?

	Very Willing	Somewhat Willing	Somewhat Unwilling	Very Unwilling	Don't Know
Acquisition and maintenance of open space.....	1	2	3	4	5
Building a new County jail.....	1	2	3	4	5
Fire protection/suppression.....	1	2	3	4	5
Road maintenance and repair.....	1	2	3	4	5
Alternative transportation/public transit/commuter trains.....	1	2	3	4	5
Widening of Highway 101.....	1	2	3	4	5

16c. To what extent do you support or oppose allowing oil and gas production offshore of the County's coast?

	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't Know
On existing leases.....	1	2	3	4	5
For new leases.....	1	2	3	4	5

16d. How familiar are you with the proposed County split?

- Very familiar
 Somewhat familiar
 Somewhat unfamiliar
 Very unfamiliar

16e. Based on your current knowledge of the County split, to what extent do you support or oppose the split?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose

16f. What do you see as the three biggest issues facing the County in the next 3 years?

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

17. Do you live within the County limits of Santa Barbara County?

- No Yes

18. Are you currently employed?

- No → Go to question #19
 Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Bus, Rail, Subway, or other public transportation
 Walk
 Work at home
 Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- No Yes

19. How many years have you lived in Santa Barbara County?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

20. Which best describes the building you live in?

- One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condominiums
 Mobile home
 Other

21. Is this house, apartment, or mobile home...

- Rented for cash or occupied without cash payment?
 Owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- No Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- No Yes

24. Are you or any other members of your household aged 65 or older?

- No Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- No Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g. AA, AS)
 Bachelor's degree (e.g. BA, AB, BS)
 Graduate degree or professional degree

27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- No Yes

29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

30. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

31. What is your sex?

- Female Male

32. Are you registered to vote in your jurisdiction?

- No Yes Don't know

33. Did you vote in the last election?

- No Yes Don't know

34. Are you likely to vote in the next election?

- No Yes Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



Enero de 2006

Estimado Residente de Santa Barbara:

El Condado de Santa Barbara desea saber lo que usted piensa del gobierno de nuestra comunidad y municipalidad. Usted ha sido seleccionado al azar para participar en la Encuesta Residencial del 2006 del Condado de Santa Barbara.

Por favor tómese unos minutos para contestar la Encuesta Residencial adjunta. Sus respuestas ayudarán al Tablero de Supervisores a tomar decisiones que afectarán nuestra comunidad. Usted encontrará que las preguntas son interesantes y sus respuestas nos serán de mucha ayuda. Por favor participe.

Para obtener un modelo representativo de los residentes de Santa Barbara, el adulto (alguien mayor de 18 años) de su casa que haya celebrado más recientemente su cumpleaños, es quien debe contestar esta encuesta. El año de nacimiento del adulto no importa.

Por favor solicite a la persona indicada de su casa que se tome unos minutos para contestar todas las preguntas y regrese la encuesta en el sobre prepago adjunto. **Sus respuestas se mantendrán completamente anónimas.**

Su participación en esta encuesta es muy importante – sobretodo porque su casa es una de las pocas seleccionadas para completar esta encuesta. Si usted tiene cualquier pregunta sobre la Encuesta Residencial, por favor llame al teléfono 805-568-3400.

Por favor ayúdenos a moldear el futuro de Santa Barbara. Gracias por su tiempo y participación.

Atentamente,

Michael F. Brown
Oficial Ejecutivo del Condado

ENCUESTA RESIDENCIAL DEL 2006 DEL CONDADO DE SANTA BARBARA

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor haga un círculo en el número que mejor represente su opinión para cada una de las siguientes preguntas:

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
¿Cómo evalúa a Santa Barbara como lugar de residencia?.....	1	2	3	4	5
¿Cómo evalúa su vecindario como lugar de residencia?.....	1	2	3	4	5
¿Cómo evalúa el Condado de Santa Barbara como lugar para criar a sus hijos?	1	2	3	4	5
¿De qué manera clasifica Santa Barbara como lugar de trabajo?	1	2	3	4	5
¿Cómo evalúa el Condado de Santa Barbara como lugar para retirarse?	1	2	3	4	5
¿Cómo evalúa el Condado de vida en general en el Condado de Santa Barbara?	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con el Condado de Santa Barbara:

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Sentido de cooperación comunitaria	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general del Condado de Santa Barbara.....	1	2	3	4	5
Oportunidades para asistir a actividades culturales.....	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Calidad del medio ambiente (aire).....	1	2	3	4	5
Oportunidades de recreación	1	2	3	4	5
Oportunidades de empleo	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles.....	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles	1	2	3	4	5
Facilidad para andar en carro.....	1	2	3	4	5
Facilidad para andar en bus	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Imagen/reputación general de Santa Barbara	1	2	3	4	5
Calidad general de desarrollo nuevo en Santa Barbara	1	2	3	4	5
Preservación de agricultura.....	1	2	3	4	5
Acceso a alquiler de vivienda de calidad y precio cómodo.....	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<u>demasiado lento</u>	<u>un poco lento</u>	<u>cantidad apropiada</u>	<u>un poco rápido</u>	<u>muy rápido</u>	<u>no sé</u>
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)...	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. ¿A que nivel, si es que existe alguno, se encuentran los siguientes problemas en Condado de Santa Barbara?:

	<u>no hay problema</u>	<u>problema menor</u>	<u>problema moderado</u>	<u>gran problema</u>	<u>no sé</u>
Crímen	1	2	3	4	5
Drogas	1	2	3	4	5
Demasiado crecimiento	1	2	3	4	5
Falta de crecimiento	1	2	3	4	5
Graffiti	1	2	3	4	5
Ruido	1	2	3	4	5
Edificios sin mantenimiento, terrenos con mala hierba, vehículos abandonados	1	2	3	4	5
Impuestos	1	2	3	4	5
Congestión de tránsito.....	1	2	3	4	5
Juventud sin supervisión	1	2	3	4	5
Indigencia	1	2	3	4	5
Mala hierba / maleza	1	2	3	4	5
Ausencia de comunicaciones del Condado de Santa Barbara traducidas a idiomas excepto el inglés	1	2	3	4	5
Negocios locales no deseados.....	1	2	3	4	5
Desecho tóxico u otro(s) peligro(s) ambiental(es).....	1	2	3	4	5
Regulación del uso de terreno.....	1	2	3	4	5

5. Por favor indique que tan seguro se siente contra las cosas que podrían ocurrirle a usted en Santa Barbara:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
Crímenes violentos (Ej. violación, asalto, robo)	1	2	3	4	5	6
Delitos contra su propiedad (Ej. asalto, robo)	1	2	3	4	5	6
Incendios	1	2	3	4	5	6

6. Por favor indique que tan seguro se siente:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la ciudad durante el día.....	1	2	3	4	5	6
En el centro de la ciudad durante la noche	1	2	3	4	5	6
En los parques durante el día.....	1	2	3	4	5	6
En los parques durante la noche.....	1	2	3	4	5	6

7. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen

- No → Vaya a la pregunta #9 Sí → Vaya a la pregunta #8 No sé

8. ¿Si usted marcó sí, denunció esos crímenes a la policía?

- No Sí No sé

9. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en Condado de Santa Barbara?

	<u>Nunca</u>	<u>1 ó 2 veces</u>	<u>3 a 12 veces</u>	<u>13 a 26 veces</u>	<u>más de 26 veces</u>
Visitó un parque del vecindario o de la ciudad.....	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública ...	1	2	3	4	5
Vio por cable (TV) una reunión de autoridades locales u otra reunión pública.....	1	2	3	4	5
Recicló papel, latas o botellas en su casa	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad	1	2	3	4	5
Utilizó la Internet para hacer negocios con la ciudad de Santa Barbara	1	2	3	4	5

10. ¿Cómo evalúa la calidad de cada uno de los siguientes servicios en Condado de Santa Barbara?

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Servicios de Ambulancia / Médicos de Emergencia.....	1	2	3	4	5
Prevención de Crímenes.....	1	2	3	4	5
Educación y Prevención contra Incendios.....	1	2	3	4	5
Reparación de Calles.....	1	2	3	4	5
Drenajes.....	1	2	3	4	5
Parques.....	1	2	3	4	5
Espacios Abiertos.....	1	2	3	4	5
Accesibilidad a Caminos o Sendas.....	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Servicio para Animales.....	1	2	3	4	5
Desarrollo Económico.....	1	2	3	4	5
Servicios de Salud.....	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, residentes de oro, "seniors").....	1	2	3	4	5
Servicios para Adolescentes.....	1	2	3	4	5
Servicios para Niños (0-12 años).....	1	2	3	4	5
Servicios para Personas de Bajos Recursos.....	1	2	3	4	5
Servicios de Bibliotecas Públicas.....	1	2	3	4	5
Cortes Municipales.....	1	2	3	4	5
Servicios para la Salud Mental.....	1	2	3	4	5
Servicios contra las Drogas y el Alcohol.....	1	2	3	4	5
Servicios de Protección de Adultos.....	1	2	3	4	5
Asistencia de Agricultura y Granja.....	1	2	3	4	5
Prevención y educación de emergencia.....	1	2	3	4	5
Restauración de áreas de divisorias de aguas.....	1	2	3	4	5
Protección del ambiente.....	1	2	3	4	5
Preservación de tierras agrícolas.....	1	2	3	4	5
Proporcionar permisos de construcción y planificación.....	1	2	3	4	5
Proporcionar vivienda de calidad y precio cómodo.....	1	2	3	4	5
Servicios para veteranos.....	1	2	3	4	5
Servicios de tránsito.....	1	2	3	4	5
Proporcionar eventos y servicios locales culturales y de arte.....	1	2	3	4	5
Conducir elecciones.....	1	2	3	4	5
Programación de televisión de gobierno.....	1	2	3	4	5

11. En general, ¿cómo evalúa usted los servicios suministrados por...

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Su Gobierno de la Ciudad?.....	1	2	3	4	5
el Condado de Santa Barbara.....	1	2	3	4	5
el Gobierno Federal.....	1	2	3	4	5
el Gobierno Estatal.....	1	2	3	4	5

12. ¿Ha tenido contacto personal o por teléfono con algún empleado del condado de Santa Barbara durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

- No → Vaya a la pregunta #14 Sí → Vaya a la pregunta #13

13. ¿Cuál fue su impresión de los empleados del condado de Santa Barbara en su más reciente contacto? (Evalúe cada característica abajo.)

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Conocimiento.....	1	2	3	4	5
Simpatía.....	1	2	3	4	5
Cortesía.....	1	2	3	4	5
Impresión General.....	1	2	3	4	5

14. Por favor evalúe las siguientes declaraciones haciendo un círculo en el número que represente mejor su opinión:

	Completamente de acuerdo	Más o menos de acuerdo	Ni de acuerdo ni en desacuerdo	Más o menos en desacuerdo	Completamente en desacuerdo	No sé
Recibo un valor bueno por los Condadode los impuestos de Santa Barbara que pago	1	2	3	4	5	6
Estoy satisfecho con la dirección general que los Condado de Santa Barbara						
El gobierno Condado de Santa Barbara promueve la participación ciudadana	1	2	3	4	5	6
El gobierno Condado de Santa Barbara escucha a los residentes.....	1	2	3	4	5	6

15. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo Más o menos positivo Neutral Más o menos negativo Muy negativo

16a. En los últimos 12 meses, ¿qué tan a menudo viajó fuera del Condado de Santa Barbara para los servicios y las comodidades siguientes?

	Nunca	Una o dos veces	de 3 a 12 veces	13 a 26 veces	Más de 26 veces
Culturales	1	2	3	4	5
Educativos.....	1	2	3	4	5
Servicios de cuidado de salud	1	2	3	4	5
Venta al por menor.....	1	2	3	4	5
Recreativos	1	2	3	4	5
Servicios para Veteranos	1	2	3	4	5

16b. ¿Qué tan dispuesto o no dispuesto estaría usted a pagar más en impuestos de ventas para los siguientes proyectos?

	Muy Dispuesto	Algo Dispuesto	Algo No dispuesto	Muy No dispuesto	No Sabe
Adquisición y mantenimiento de espacio abierto.....	1	2	3	4	5
Construir una nueva cárcel para el Condado	1	2	3	4	5
Protección/supresión de incendio	1	2	3	4	5
Mantenimiento y reparo de carretera.....	1	2	3	4	5
Trenes alternativos de transporte/tránsito público/conmutador.....	1	2	3	4	5
Ampliamiento de la Carretera Principal 101	1	2	3	4	5

16c. ¿Qué tanto apoya o se opone a permitir la producción de aceite y gasolina mar adentro de la costa del Condado?

	Fuertemente Apoya	Algo Apoya	Algo se Opone	Fuertemente se Opone	No Sabe
Bajo arriendos existentes.....	1	2	3	4	5
Por nuevos arriendos.....	1	2	3	4	5

16d. ¿Qué tan familiarizado está usted con la división propuesta del Condado?

- Muy familiarizado Algo familiarizado Algo no familiarizado Muy no familiarizado

16e. Con base en su conocimiento actual de la división del Condado, ¿qué tanto apoya o se opone a dicha división?

- Fuertemente apoya Algo apoya Algo se opone Fuertemente se opone

16f. ¿Qué considera usted son los tres asuntos más grandes enfrentando el Condado en los próximos 3 años?

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

17. ¿Vive dentro de los límites del Condado de Santa Barbara?

- No Sí

18. ¿Está actualmente empleado?

- No → Vaya a la pregunta #19
 Sí → Vaya a la pregunta #18a

18a. ¿Qué tipo de transporte utiliza usualmente (para la parte más larga de su viaje) para ir al trabajo?

- Vehículo motorizado (Ej. carro, camioneta, van, motocicleta, etc...)
 Autobús, tren, metro, u otro servicio público de transporte
 Camina
 Trabaja en la casa
 Otro

18b. Si marcó la pregunta 18a de vehículo motorizado (Ej. carro, camioneta, van, motocicleta), ¿hay otro familiar (adultos o niños) que usualmente viaja con usted a o del trabajo?

- No Sí

19. ¿Cuántos años tiene usted viviendo en Santa Barbara?

- Menos de 2 años 11-20 años
 2-5 años Más de 20 años
 6-10 años

20. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?

- Casa familiar separada de cualquier otra casa
 Casa unida a una o más casas (Ej. duplex, townhome)
 Edificio con 2 o más apartamentos o condominios
 Casa rodante / trailer
 Otro

21. ¿Es esta casa, apartamento o casa rodante / trailer es...

- Alquilada o la ocupa sin pago?
 Propia, o alguno de su familia la paga con hipoteca o ya está paga?

22. ¿Hay niños de 12 años o menores que viven en su casa?

- No Sí

23. ¿Hay adolescentes de edades comprendidas entre 13-17 que viven en su casa?

- No Sí

24. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- No Sí

25. ¿Hay algún miembro de su familia que tenga incapacidad física o que esté inhabilitado?

- No Sí

26. ¿Cuál es el nivel de estudio más alto que usted alcanzó? (marque solo uno)

- Grado 12 ó menos, sin diploma
 Diploma de preparatoria / secundaria
 Algo de universidad, sin título
 Grado asociado (Ej. técnico en artes o ciencias)
 Licenciatura (Ej. ciencias y artes)
 Grado profesional (master, doctorado)

27. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)

- Menos de \$24,999
 \$25,000 a \$49,999
 \$50,000 a \$99,999
 \$100,000 o más

28. ¿Es usted Hispano / Latino?

- No Sí

29. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Otro

30. ¿En que categoría está su edad?

- 18-24 años 55-64 años
 25-34 años 65-74 años
 35-44 años 75 años o más
 45-54 años

31. ¿Cuál es su sexo?

- Femenino Masculino

32. ¿Está registrado para votar en su jurisdicción?

- No Sí No sé

33. ¿Votó en las últimas elecciones?

- No Sí No sé

34. ¿Cree que votará en las próximas elecciones?

- No Sí No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



Office of the County Executive
105 E. Anapamu St., Room 406
Santa Barbara, CA 93101

Information for Spanish
speakers enclosed.

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