



MEMORANDUM

November 18, 2016

TO: City of Burlingame

FROM: Bryan Godbe
President
Godbe Research

RE: 2016 Community Satisfaction and Priorities Survey – Summary of the Results

Introduction:

Consistent with the City's community engagement goals to understand resident satisfaction and service priorities, the City of Burlingame commissioned Godbe Research to conduct a telephone survey to assess resident satisfaction and priorities for City services.

The results show constituents are extremely satisfied with their quality of life and the services the City provides. An overwhelming majority of 93% of respondents rate Burlingame's quality of life as "excellent" or "good." And among several other very positive findings, 89% rate Burlingame "excellent" or "good" as a place to live.

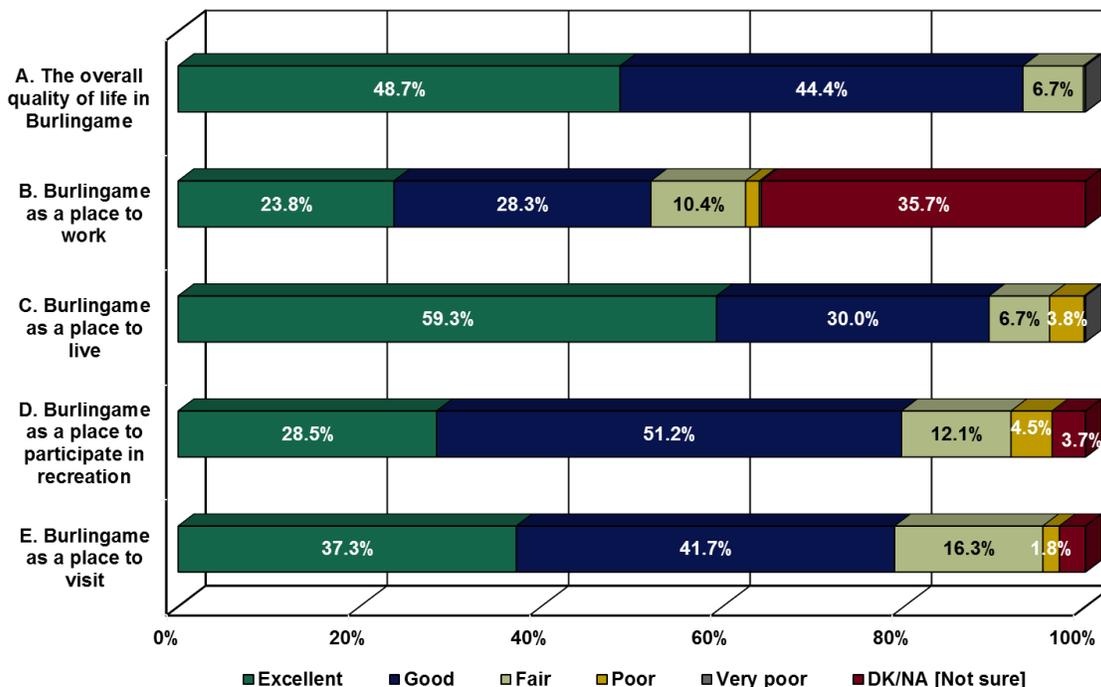
Among other findings, the survey also indicates that respondents are interested in a local revenue measure to maintain essential city services well above the required simple majority vote threshold.

Methodology Overview:

Interviews were conducted from July 28 to August 7, 2016, and the average phone interview time was approximately 20 minutes. A total of 363 City of Burlingame respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 5.04 percent.

Quality of Life:

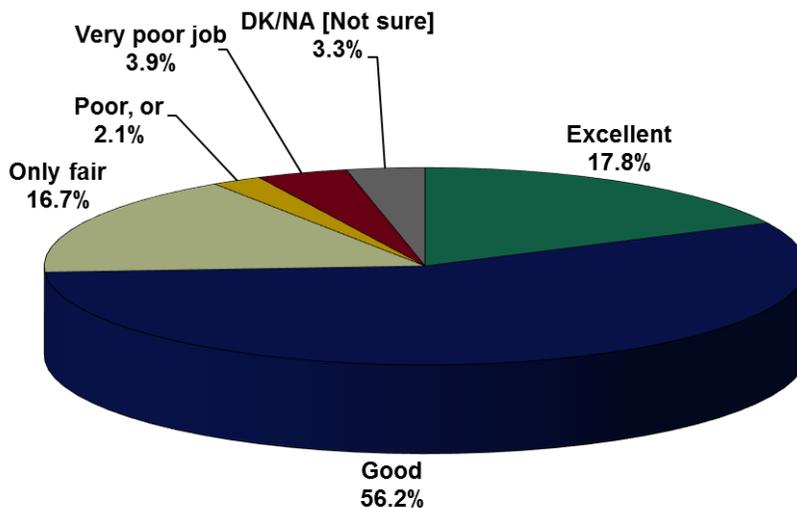
Survey respondents have a strong perception of the quality of life in the City of Burlingame with 93% indicating that the quality of life was excellent or good.



And, respondents also provided similarly high rankings for the “Burlingame as a place to live” (89%).

Satisfaction the City of Burlingame’s Job Performance:

Seventy-four percent of survey respondents indicated that the City was doing an excellent or good job providing city services. This is an excellent/good to poor ratio of 12.3 to 1.



Respondents Identified Key Service Priorities – Rapid 9-1-1 Response and Maintaining Streets, Sidewalks and Repairing Potholes are most important:

Survey respondents were presented with a variety of services to determine their importance. The survey results suggest clear priorities including maintaining rapid 9-1-1 emergency response, maintaining city streets, sidewalks and repairing potholes, maintaining safe routes to schools, and maintaining crime prevention and investigation programs.

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| 4F. Rapidly responding to 9-1-1 emergency calls | 2.73 |
| 4H. Maintaining city streets, sidewalks and repairing potholes | 2.41 |
| 4C. Maintaining safe routes to schools | 2.31 |
| 4E. Maintaining crime prevention and investigation programs | 2.29 |
| 4A. Maintaining the number of Police officers on neighborhood patrols | 2.23 |
| 4K. Maintaining healthy trees on city streets | 2.08 |
| 4D. Providing adequate park and recreation facilities | 2.04 |
| 4J. Maintaining recreation programs and facilities for youth and teens | 2.00 |
| 4V. Maintaining athletic and sports fields | 1.91 |
| 4B. Reducing traffic congestion on City streets | 1.87 |
| 4G. Maintaining recreation programs and facilities for seniors | 1.85 |
| 4R. Updating park irrigation systems to conserve water | 1.84 |
| 4P. Providing a variety of housing types for people of all ages | 1.78 |
| 4O. Providing additional parking downtown | 1.69 |
| 4I. Improving the Broadway Burlingame business district | 1.68 |
| 4Q. Maintaining city buildings | 1.62 |
| 4T. Providing family restrooms at the recreation center | 1.57 |
| 4N. Resurfacing playgrounds and repairing fencing | 1.57 |
| 4L. Replacing the seismically unsafe recreation center | 1.51 |
| 4W. Providing a separated North-South bike path | 1.36 |
| 4M. Installing Railroad Quiet Zones | 1.32 |
| 4S. Closing gaps in the Bay Trail | 1.25 |
| 4U. Installing synthetic turf on city playfields | 0.88 |

Respondents Identified Broad Satisfaction with City Service Areas:

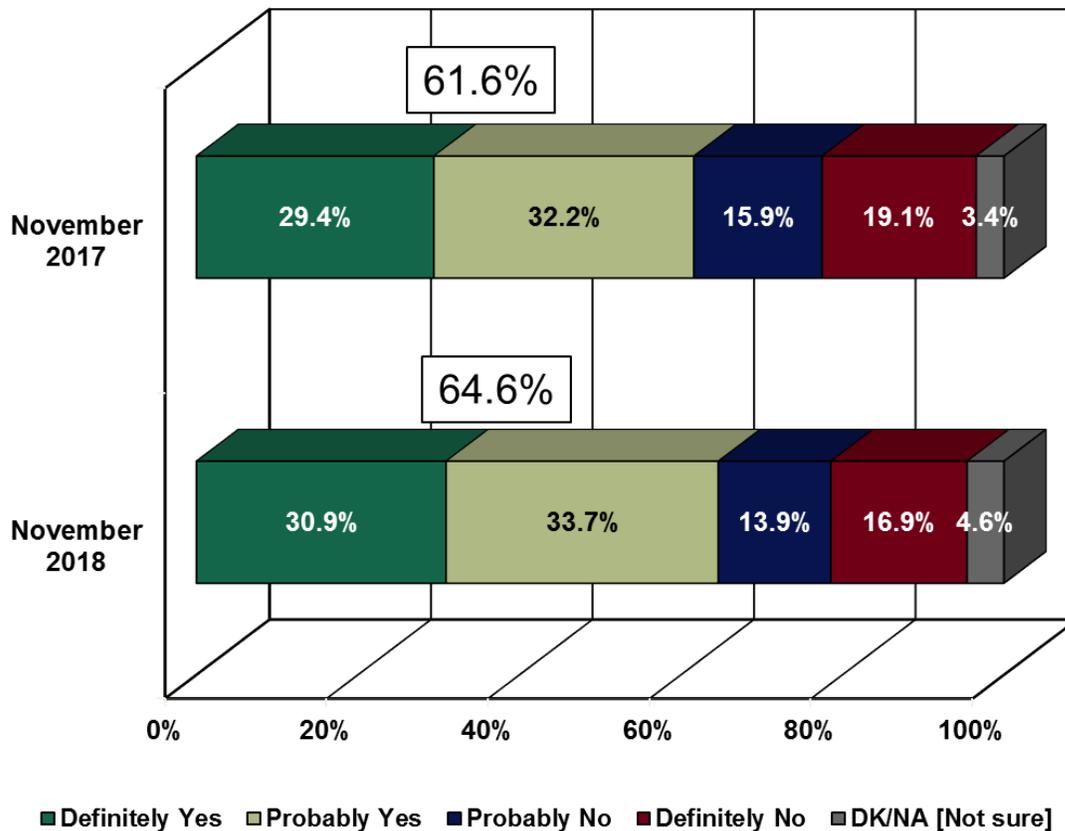
Survey respondents were also asked to indicate their satisfaction with categories of city services. The table below shows that they are most satisfied with a wide variety of services including rapid response to 9-1-1 emergency calls, adequate park and recreation facilities, maintaining city buildings, and maintaining recreation programs and facilities for youth and teens.

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| 5F. Rapidly respond to 9-1-1 emergency calls | 1.33 |
| 5D. Provide adequate park and recreation facilities | 1.03 |

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| 5Q. Maintain city buildings | 0.91 |
| 5J. Maintain recreation programs and facilities for youth and teens | 0.82 |
| 5V. Maintain athletic and sports fields | 0.79 |
| 5R. Update park irrigation systems to conserve water | 0.65 |
| 5K. Maintain healthy trees on city streets | 0.77 |
| 5E. Maintain crime prevention and investigation programs | 0.76 |
| 5C. Maintain safe routes to schools | 0.72 |
| 5A. Maintain the number of Police officers on neighborhood patrols | 0.71 |
| 5N. Resurface playgrounds and repair fencing | 0.70 |
| 5T. Provide family restrooms at the recreation center | 0.70 |
| 5G. Maintain recreation programs and facilities for seniors | 0.66 |
| 5I. Improve the Broadway Burlingame business district | 0.29 |
| 5L. Replace the seismically unsafe recreation center | 0.30 |
| 5S. Close gaps in the Bay Trail | 0.24 |
| 5H. Maintain city streets, sidewalks and repairing potholes | 0.29 |
| 5U. Install synthetic turf on city playfields | 0.22 |
| 5M. Install Railroad Quiet Zones | 0.10 |
| 5B. Reduce traffic congestion on City streets | 0.03 |
| 5P. Provide a variety of housing types for people of all ages | 0.04 |
| 5O. Provide additional parking downtown | 0.02 |
| 5W. Provide a separated North-South bike path | 0.03 |

The Survey Results Indicate Potential Interest in a Hypothetical Measure to Maintain City Services Among Likely November 2017 or November 2018 Voters.

After hearing a summary of a measure to provide funding to maintain local city services, 61.6% of likely November 2017 voters indicated support and 64.6% of likely November 2018 voters indicated support. If placed on the ballot, this type of measure requires a simple majority threshold to pass.



Summary:

Residents in the City of Burlingame are highly satisfied with the quality of life the City provides. Specifically, 93% of respondents rated Burlingame’s quality of life as “excellent” or “good”. And, respondents were very satisfied with the job the City is doing to provide services and are interested in a local measure to maintain essential services and facilities.