Santa Barbara County
2006 Resident Survey
RESULTS

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Assistant CEO

If you can’t measure it, you can’t manage it!

Presentation Purpose

- Describe the survey findings
- Receive and incorporate comments
- Update the Board on action plan

Why Conduct a Survey?

Benefits of a Survey

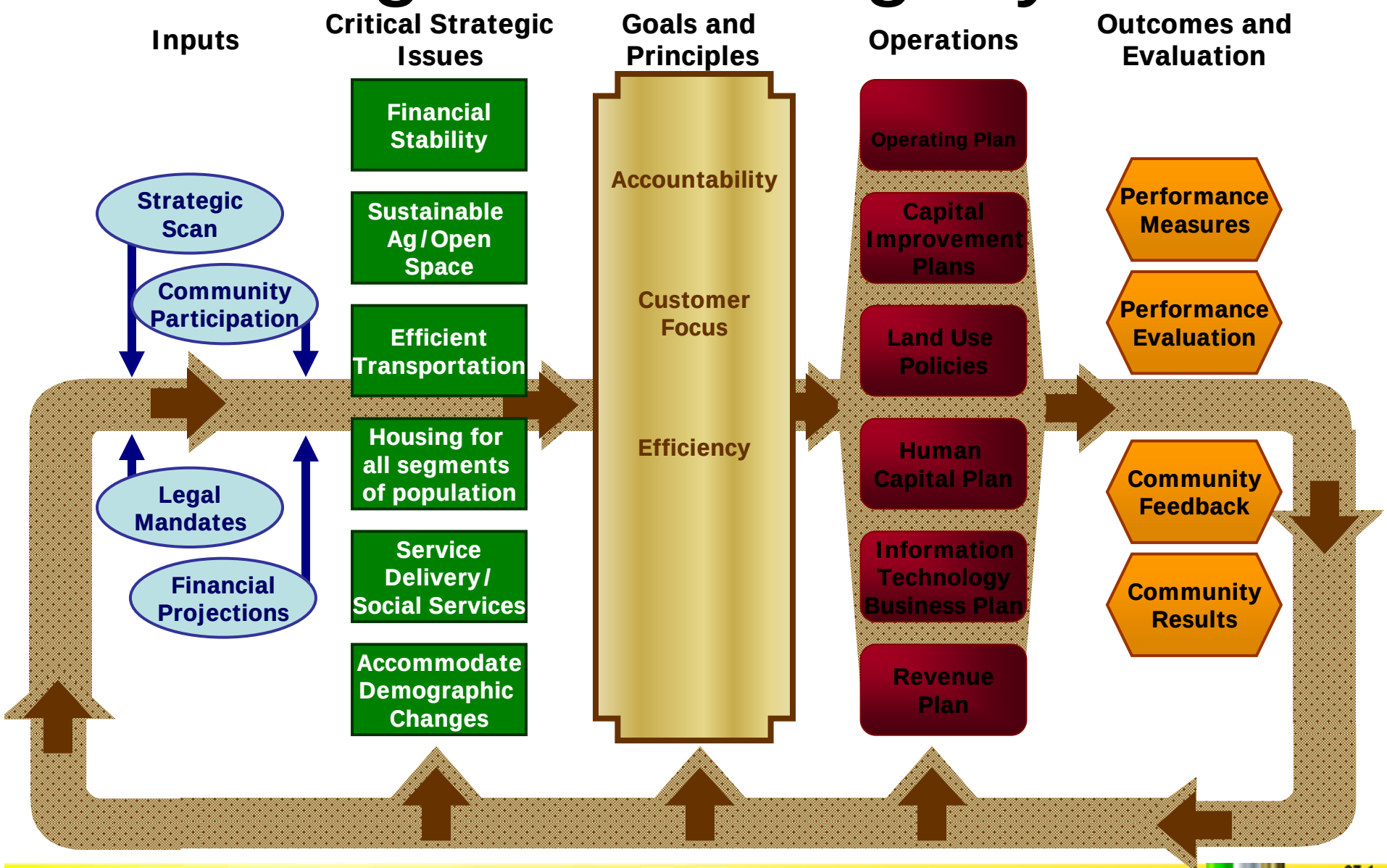
- **Opinions gathered from a randomly selected, broad base of residents in a statistically valid manner (i.e. not just from one interest group or popular opinion)**
- **Unfiltered information from the public's perspective**
- **Assess community needs and validates assumptions made by policy-makers and service providers**
- **Evaluates satisfaction with current service levels**
- **Sets a standard or benchmark so that improvement (or decline) can be gauged**

Why Conduct a Survey?

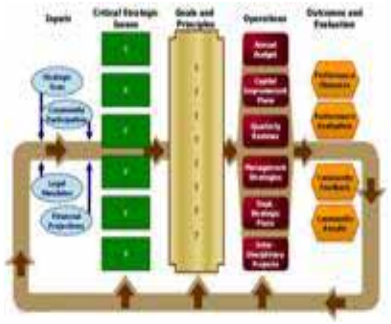
Enhances Existing Efforts

- **A**ccountability, **C**ustomer-Focus and **E**fficiency
  - Held accountable to the ultimate customer– the residents of the County
  - Can service delivery be more efficient and customer focused?
- Strategic Scan
  - Identify needs from the residents' perspective
  - Residents' opinions on policy plans
- Performance Management
  - Tool to provide measurement data

Strategic Planning System



Santa Barbara Strategic Scan



Santa Barbara County Policy Model

Scan → Identifies needs, conditions, and trends

County Plan Priorities → Legislative policy direction

Structure

Organizational Governance Structure

1. accountability
2. responsibility
3. systematic decision making
4. authority

Systems

Performance Management Systems

1. performance measures
2. project reporting
3. process improvement
4. professional ethics
5. effective communication

Structure and systems enable executive oversight and implementation

Policy Plans

- **Operating Plan**
- **Capital Improvement Plan**
- **Land Use Policies**
- **Human Capital Plan**
- **Information Technology Business Plan**
- **Revenue Plan**

Core Business Areas

People (staff, customers, clients, residents)

How? Survey Administration

Process:

- Mailed out 3,000 surveys
- ~800 returned
- Response rate of 29% (Range is 25% to 40%)
- MOE of 95% confidence, +/-3 percentage points

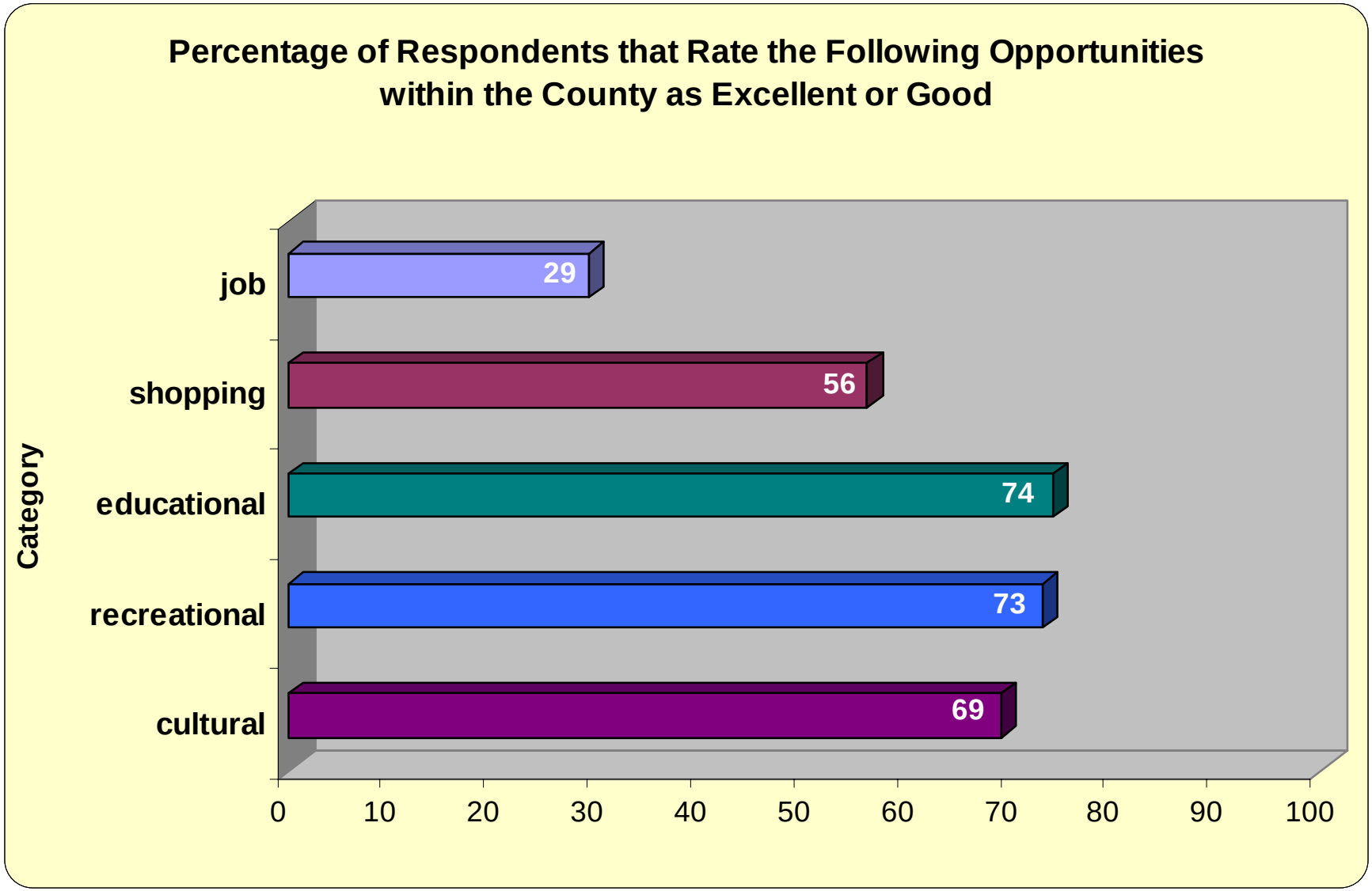
Key Results: Great Place to Live

Key Results: What Did We Learn?

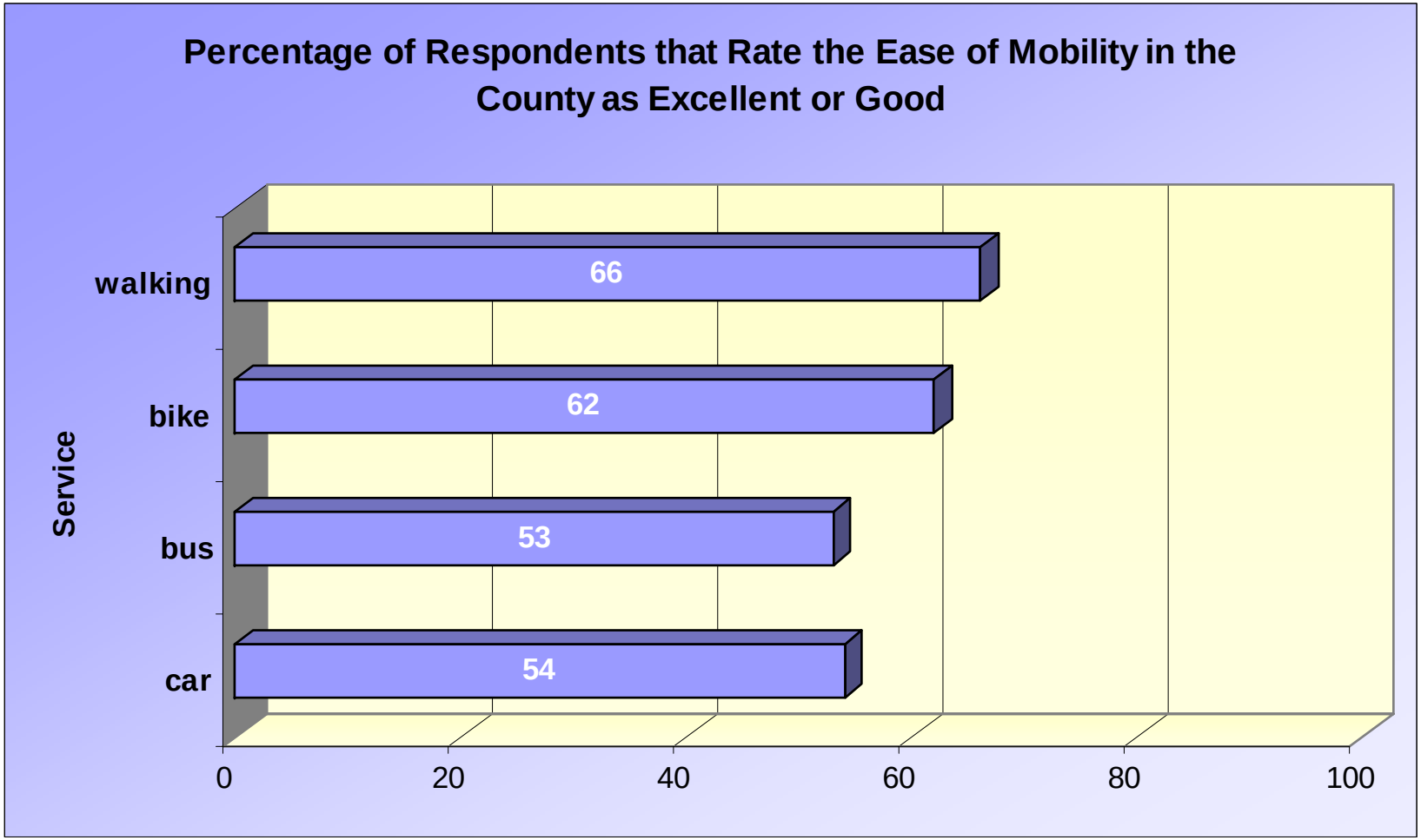
- Residents' quality of life is positive and rated more favorably than other places.
- Ranked in the 82nd Percentile as a Place to Live
- Some potential reasons for the high quality of life ratings:
  - Overall image/reputation (83rd percentile)
  - Appearance of the County (84th percentile)
  - Air quality (89th percentile)
  - Recreational opportunities (83rd percentile)
  - Educational opportunities (74th percentile)
  - Ease of Travel & Perceptions of Safety (i.e. feeling safe)

Key Results: Recreational Opportunities

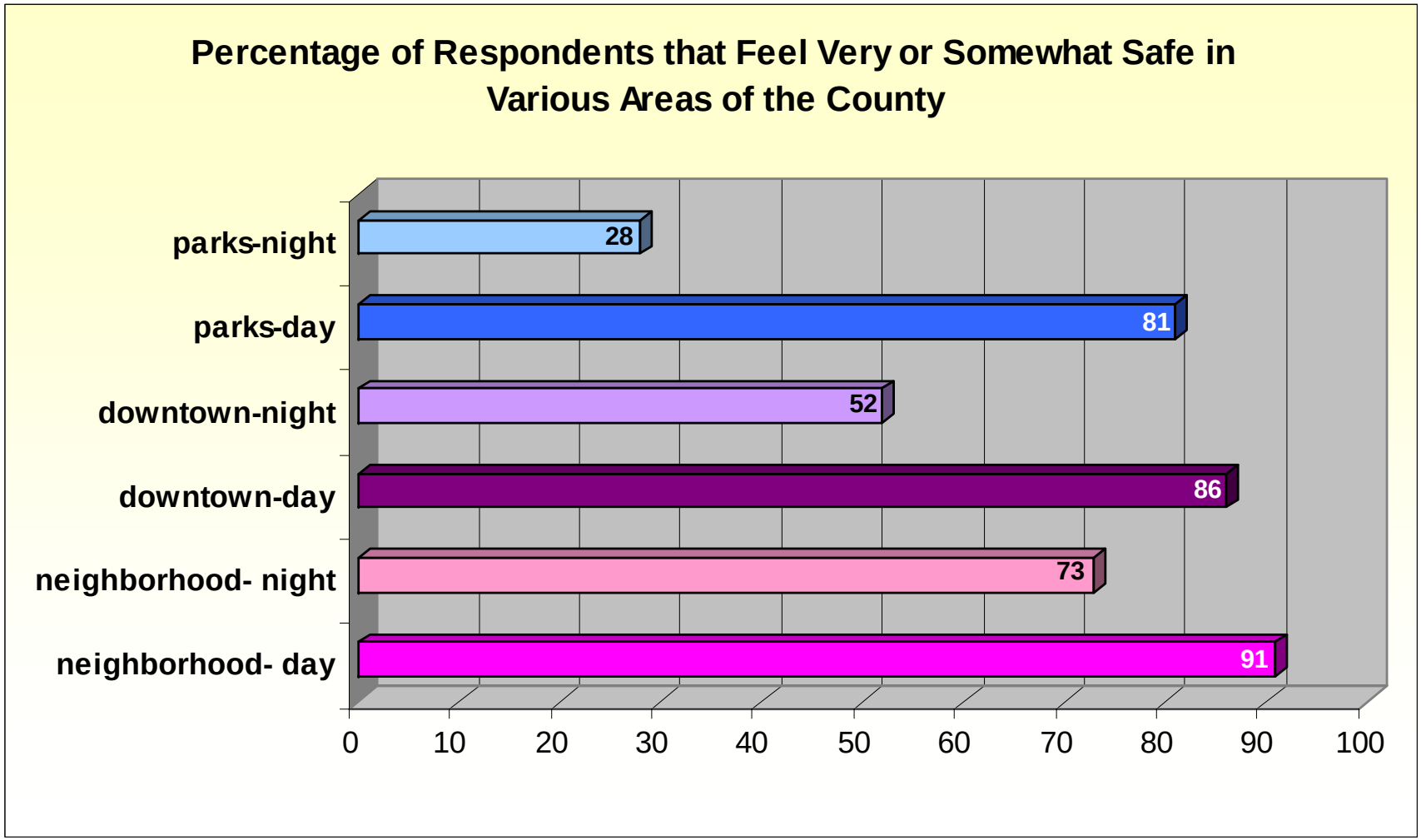
Key Results: Opportunities



Key Results: Mobility



Key Results: Safety



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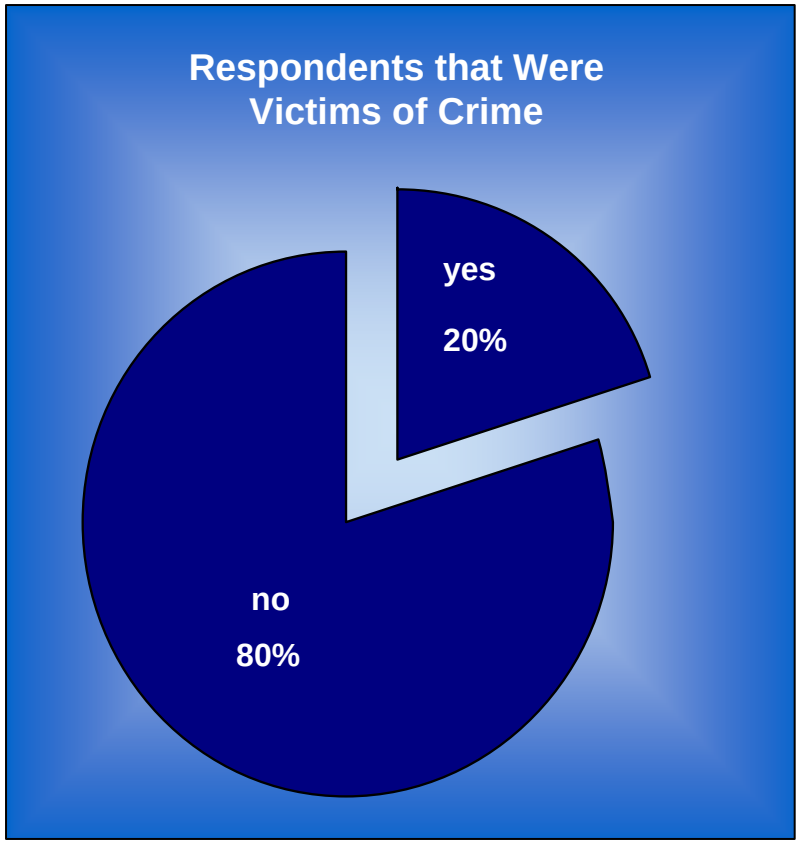
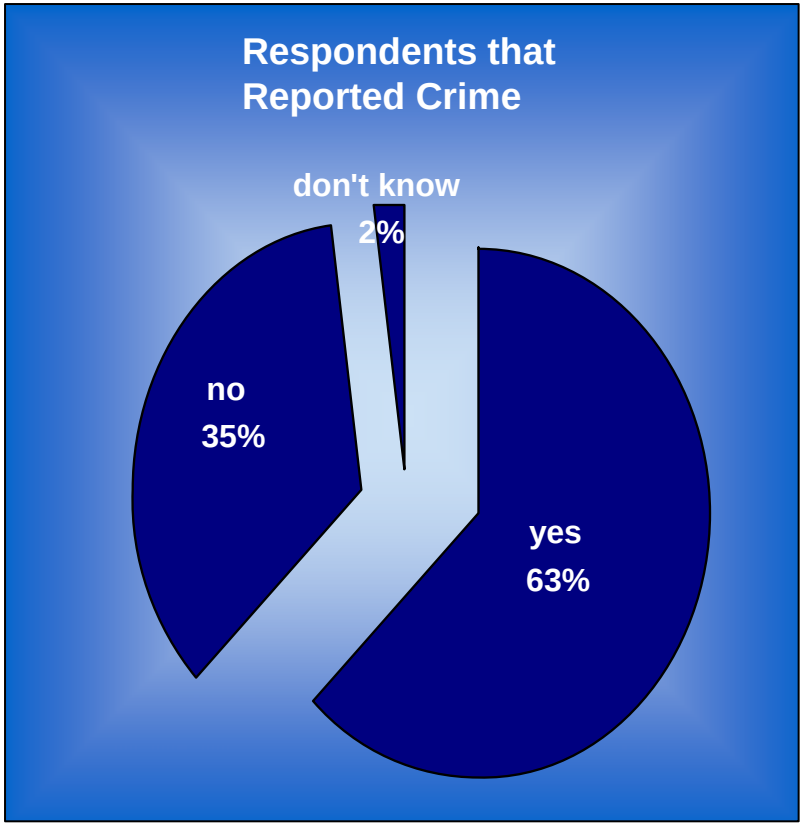
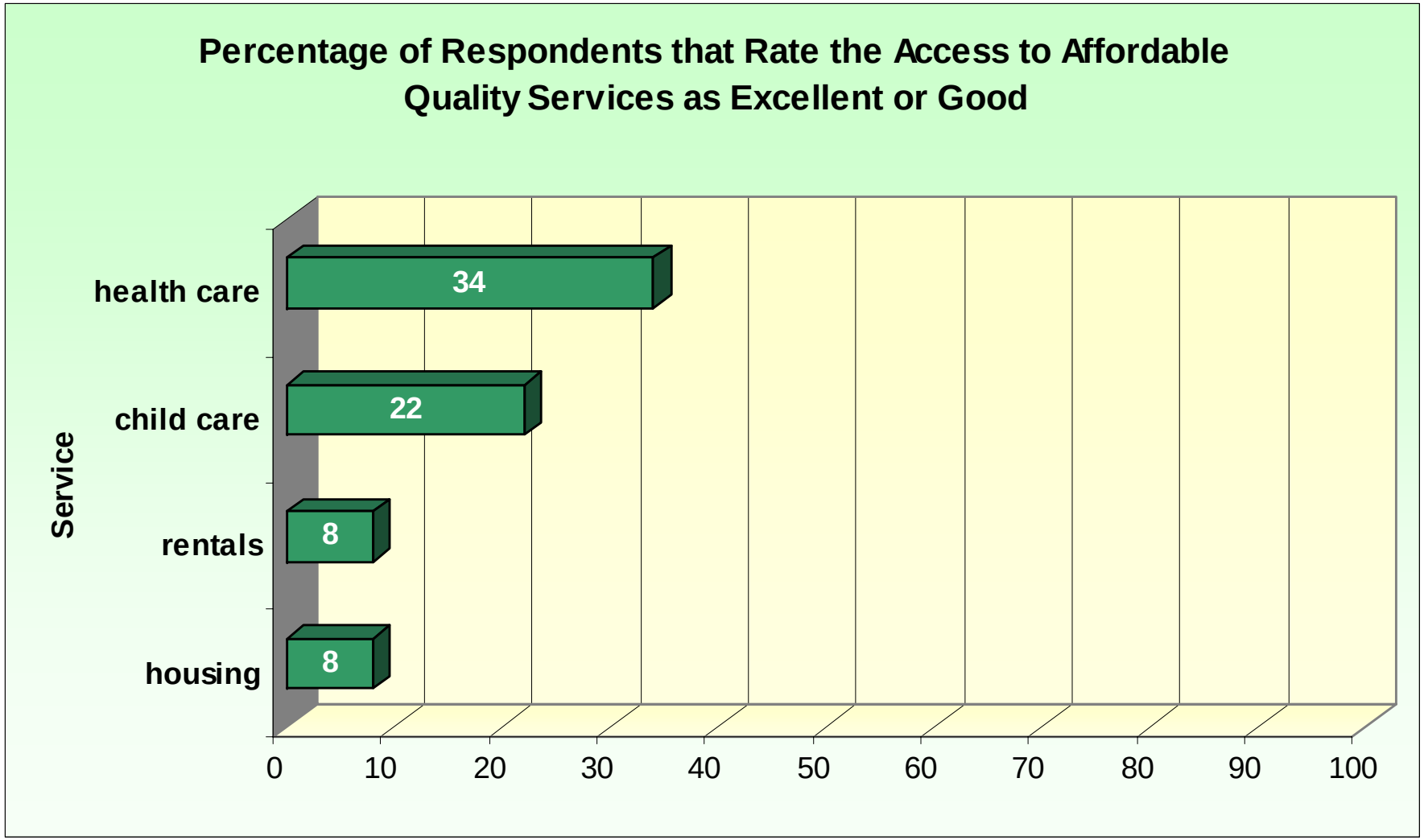




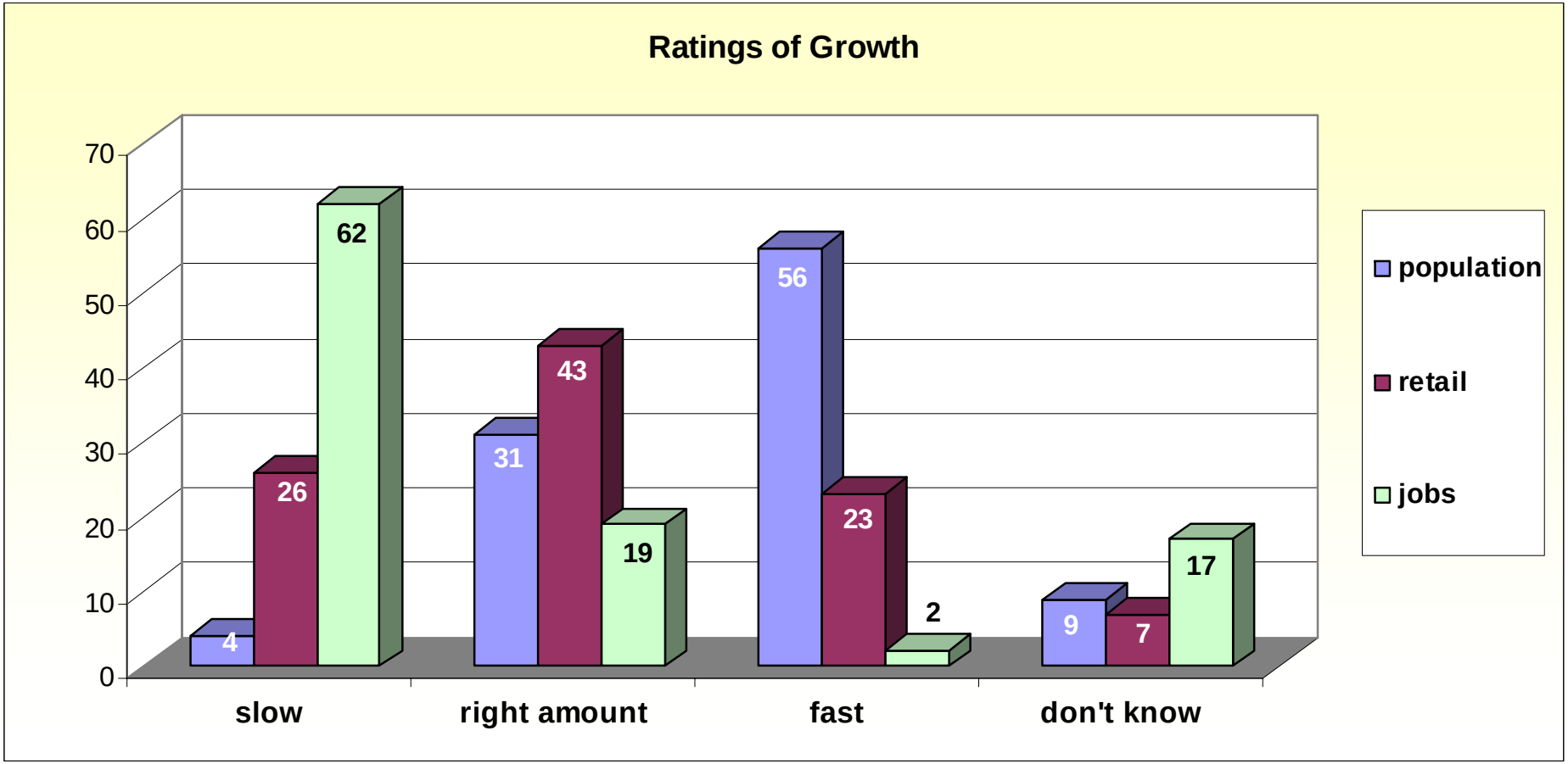
Key Results: What Did We Learn?

- Some quality of life characteristics---access to affordable quality housing, child care and health care---need improvement.
- Issues Facing the County:
  - Affordable housing
  - Traffic
  - Jobs/Economic Growth
- Opinions on growth are mixed.
- 50% rated the overall quality of services as good.
- Services ratings are varied.

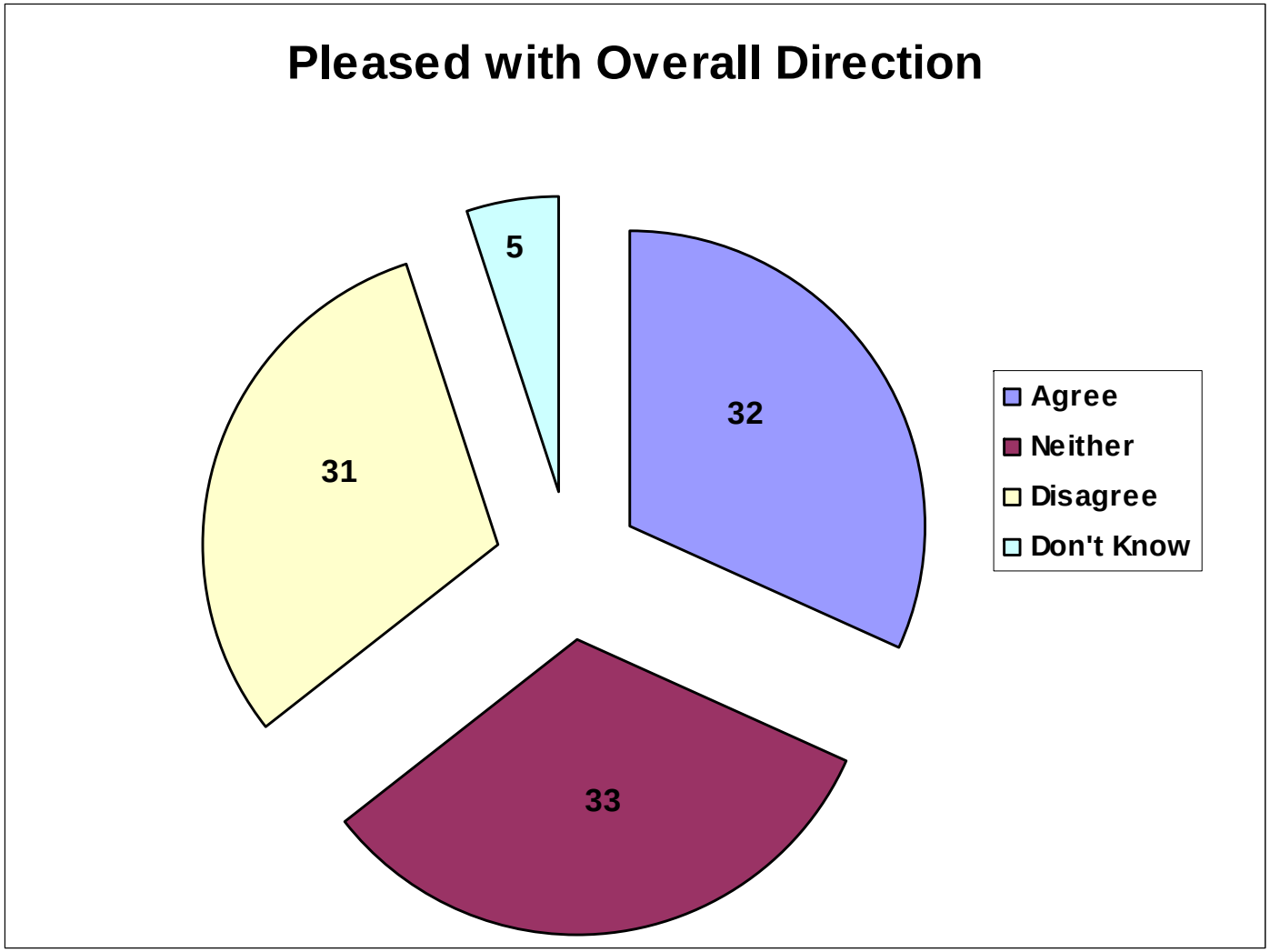
Key Results: Access



Key Results: Growth



Key Results: Communication



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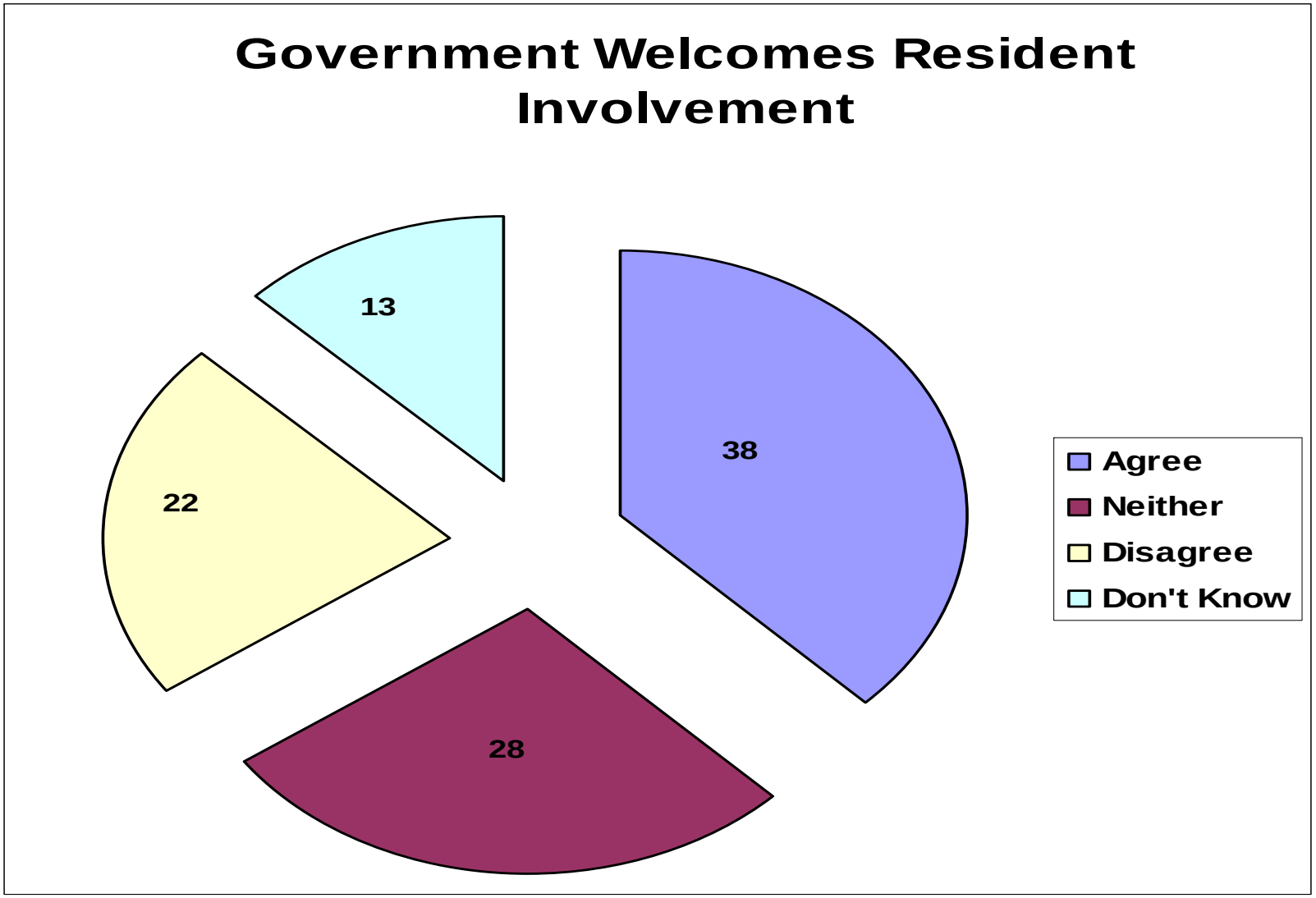

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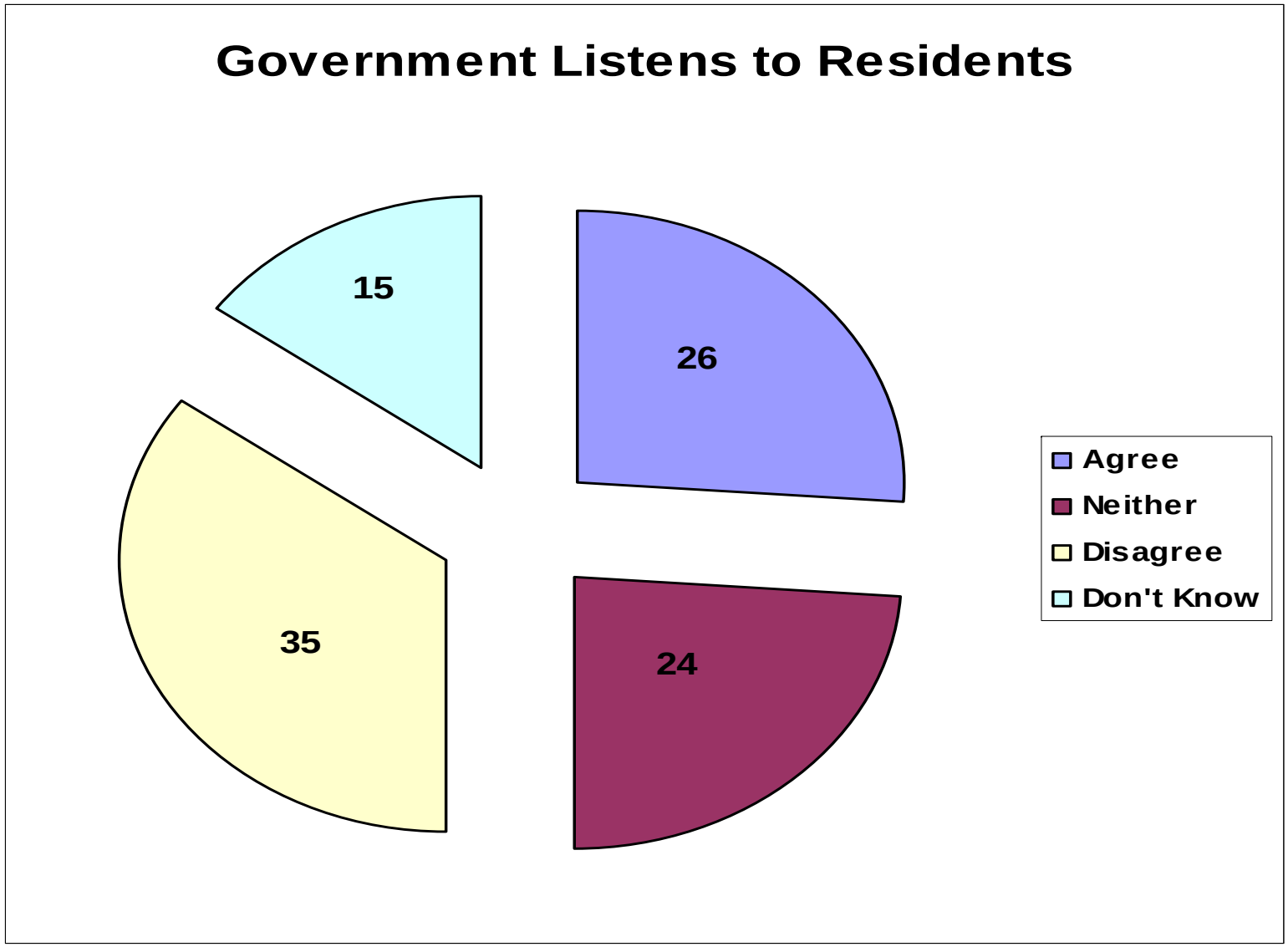

Key Results: Issues

Affordable Housing	54
Traffic/101 Widening	42
Jobs/Economic growth	25
Controlled Growth/Zoning/Planning	20
Crime/Drugs/Gangs	16
Agriculture/Environmental	14
Illegal Immigration	8
Mass Transit	7
Homelessness	7

Scan: Critical Issues

- Housing
- Efficient Transportation
- Sustainable Ag/Open Space
- Financial Stability
- Service Delivery/Social Services
- Accommodate Demographic Change

Key Results: Services

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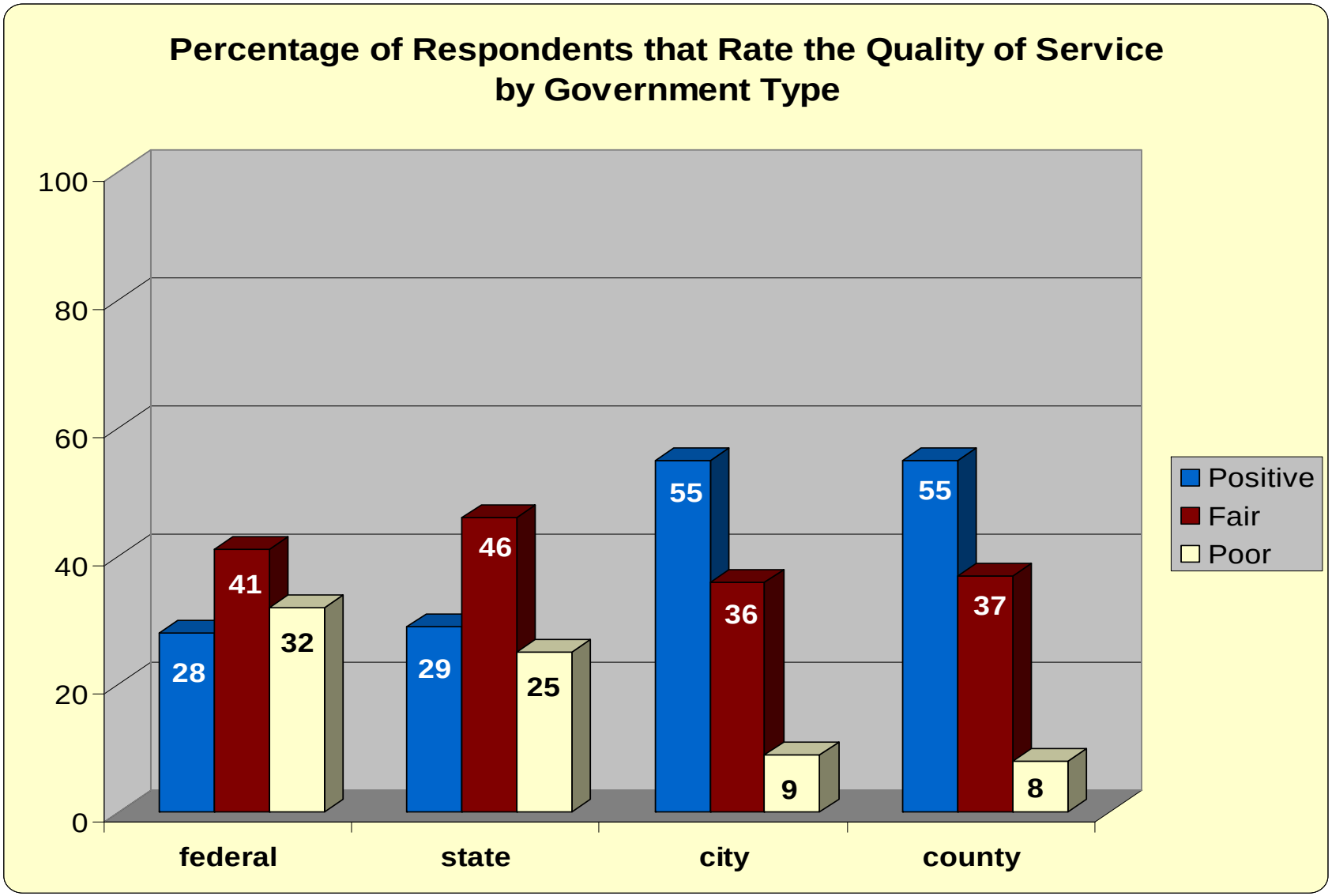


Key Results: Services

The services with the most positive (excellent + good) ratings were:

- Library: 65%, Below the Norm
- Ambulance/EMS: 61%, Similar to Norm
- Arts & Cultural Events: 61%, No Comparison
- Conducting Elections: 58%, No Comparison
- Fire Prevention/Education: 58%, Below the Norm
- Animal Control: 55%, Above the Norm

Key Results: Services

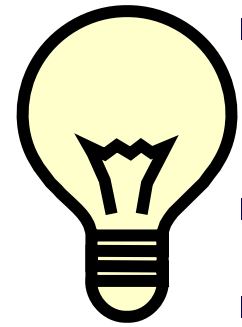
The services that were rated poor:

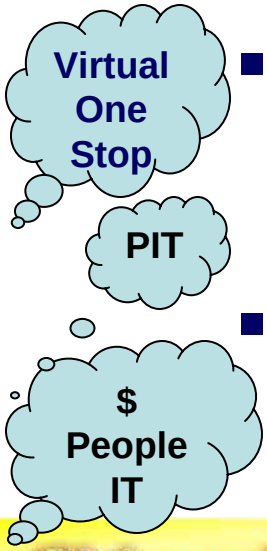
- Affordable housing: 64%, No Comparison
- Building & Planning Permits: 26%, No Comparison
- Street Repair: 26%, Below the Norm
- Land Use, Planning & Zoning: 21%, Below the Norm
- Services to Low-Income People: 20%, Similar to the Norm

Example: Service Decision

Land use, planning and zoning

- 4% Excellent, 19% Good, 36% Fair, 21% Poor, 21% Don't Know
- Composite Ranking of 35 (Scale 0-100) or "Fair"
- Ranked in the 24th percentile (Below the norm)
- Action Plans to Improve Services
- Cognizant of user bias--- Is this a service that people will be unhappy with no matter what improvements are made?
- Compare ratings on the next survey to gauge improvement





Key Results: Services

County Parks

- 22% Excellent, 48% Good, 22% Fair, 3% Poor, 5% Don't Know
- Composite Ranking of 65 (Scale 0-100) or "Good"
- Is good an acceptable rating or should more be done to increase the rating?

Key Results: Customer Service

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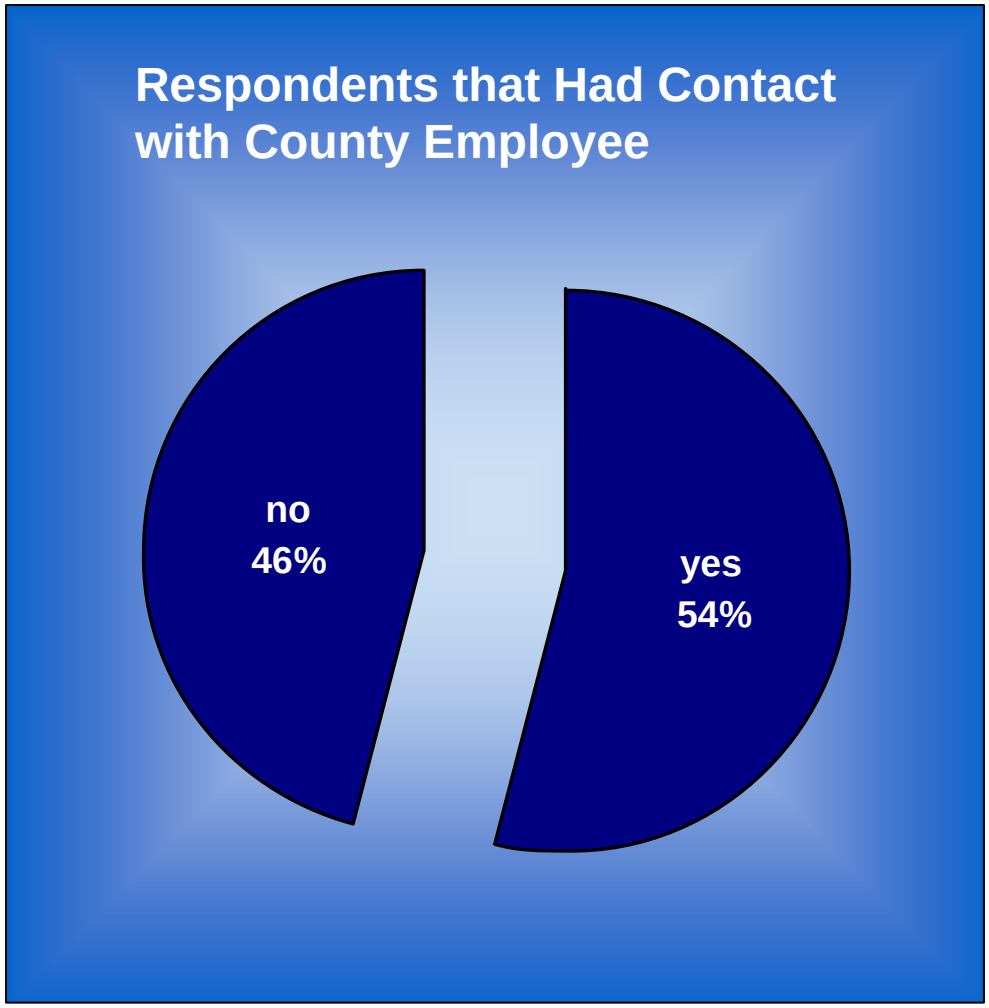

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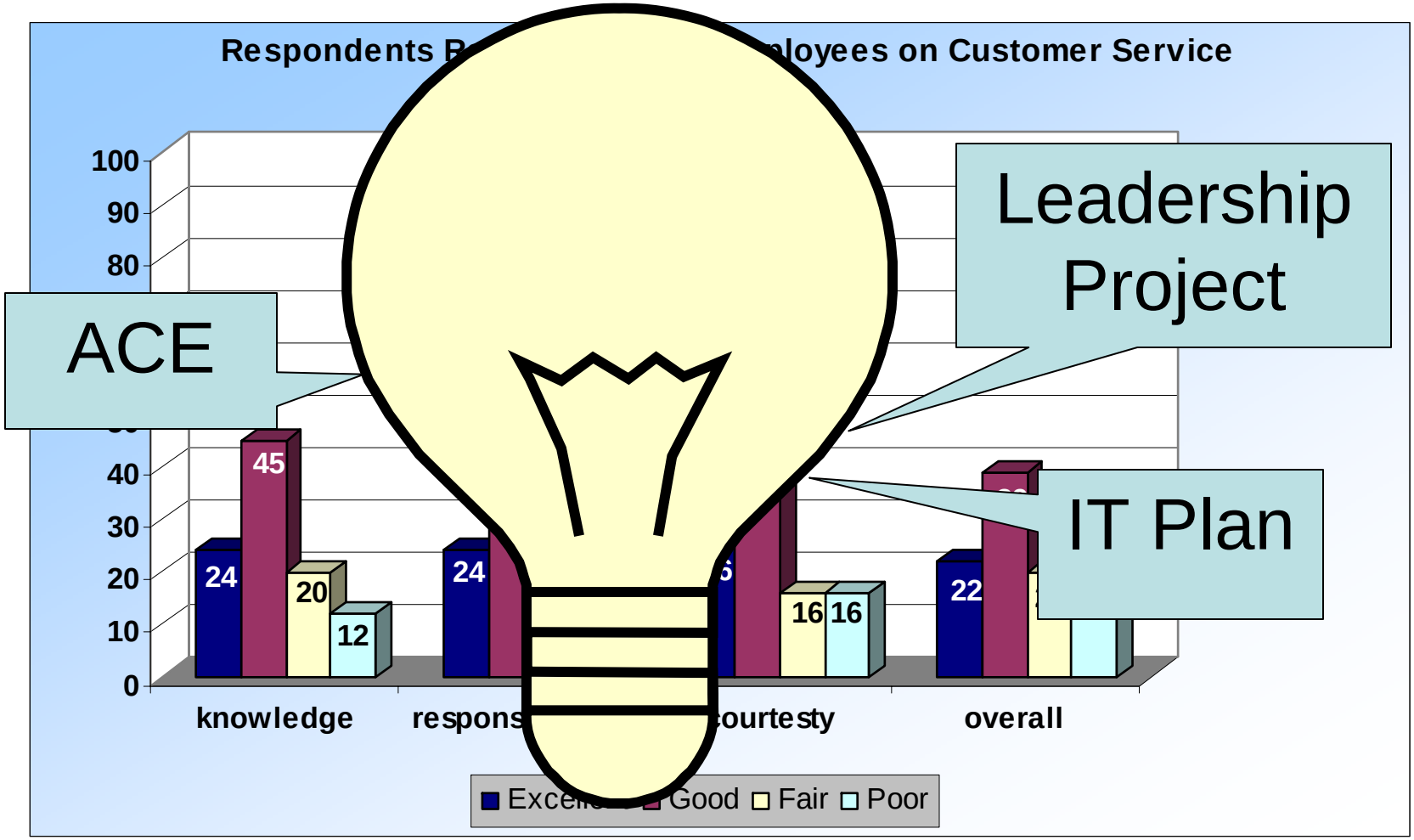
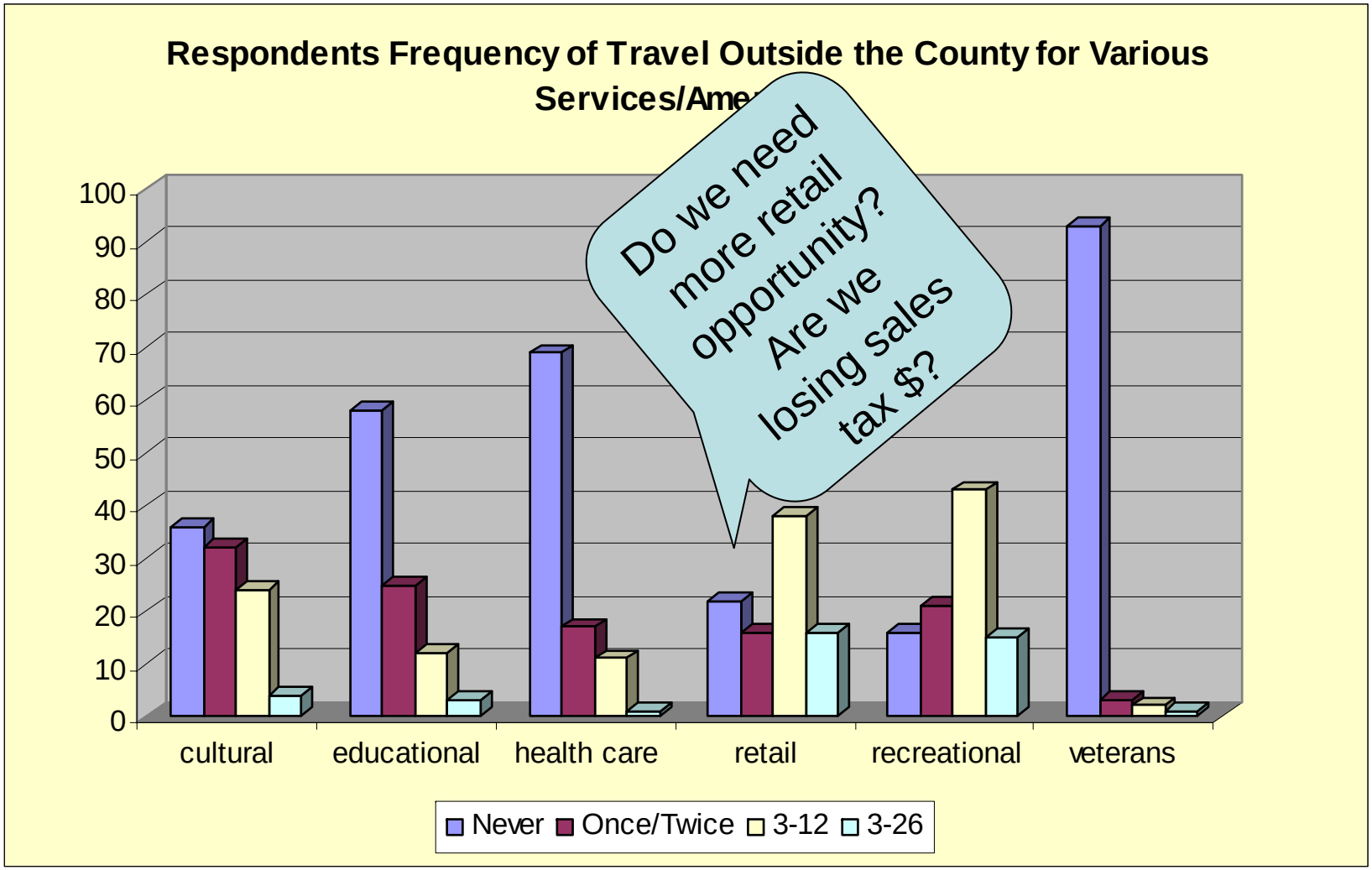


Key Results: Policy



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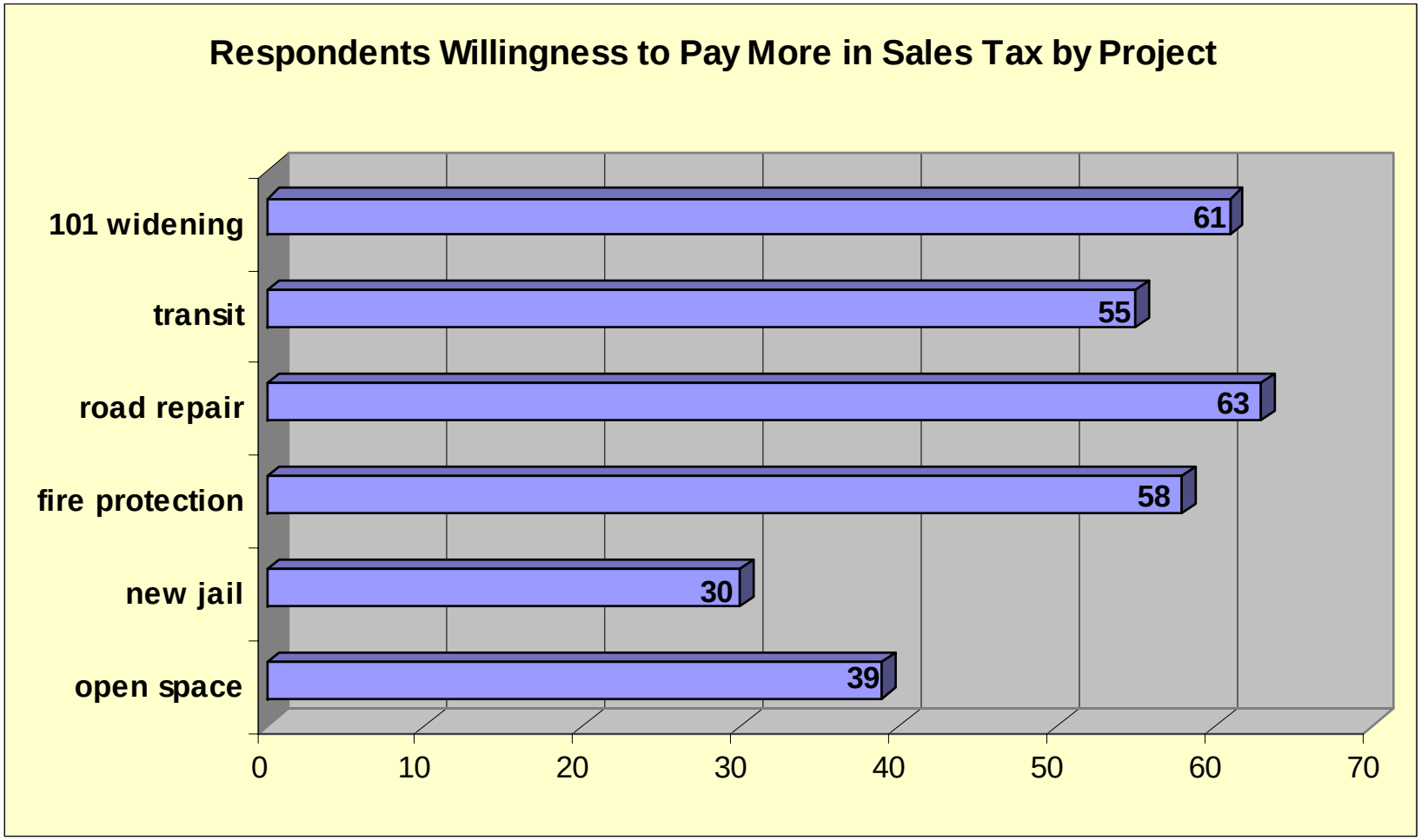

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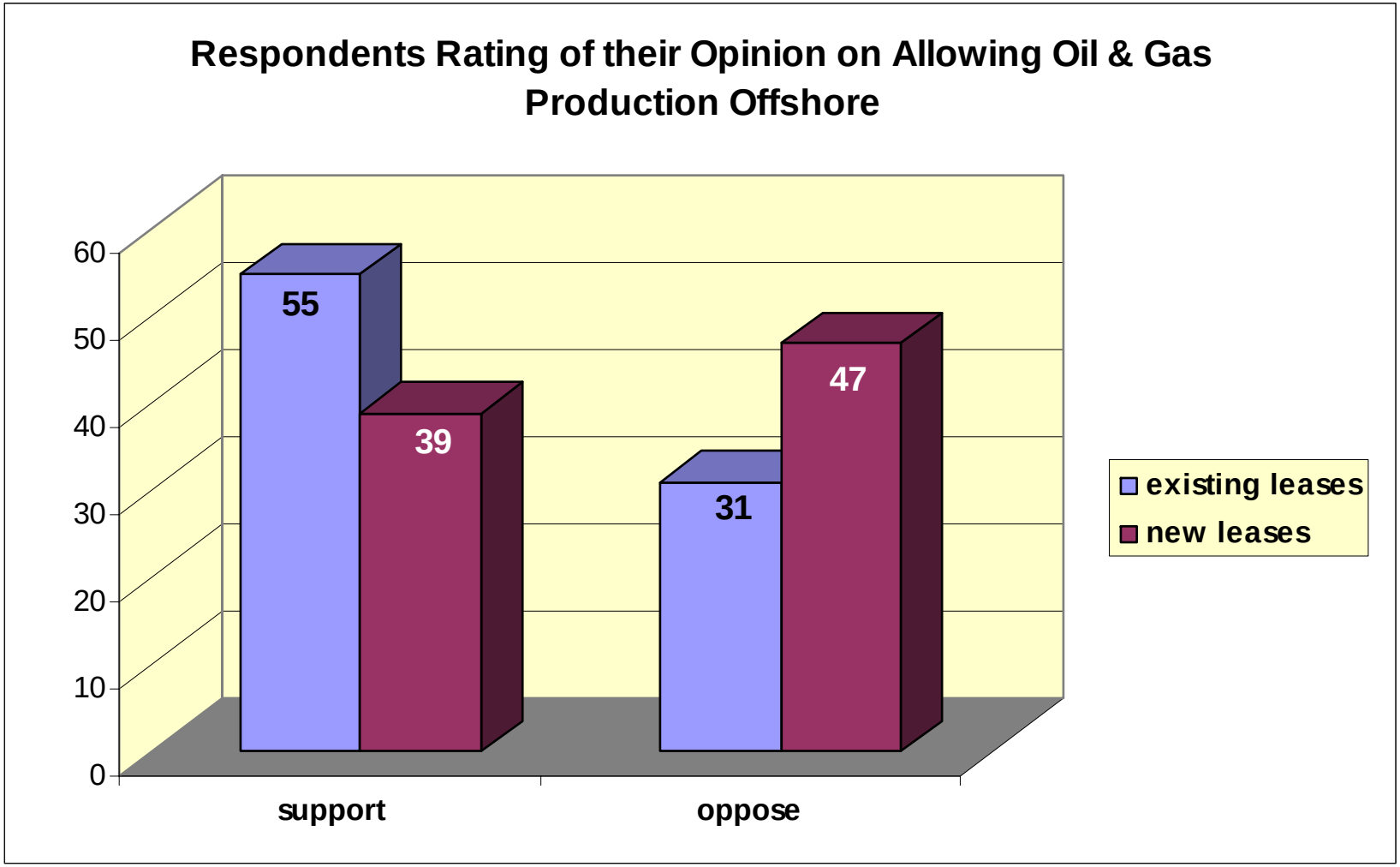

Action Plan

- Assess What We Have Learned and Determine Where to Go from Here
- Work With Departments to Interpret Findings, Develop Strategies, Allocate Resources As Needed and Measure Over Time
- Use Results to Confirm Critical Issues and Explore Strategies
- Tie to Leadership/Competency Plan for Executives
- Focus on Areas As Determined By The Board

Conclusion

Thank you for your time, consideration and comments.

Questions

Any questions?