

City of Monterey
Annual Community Survey
2006

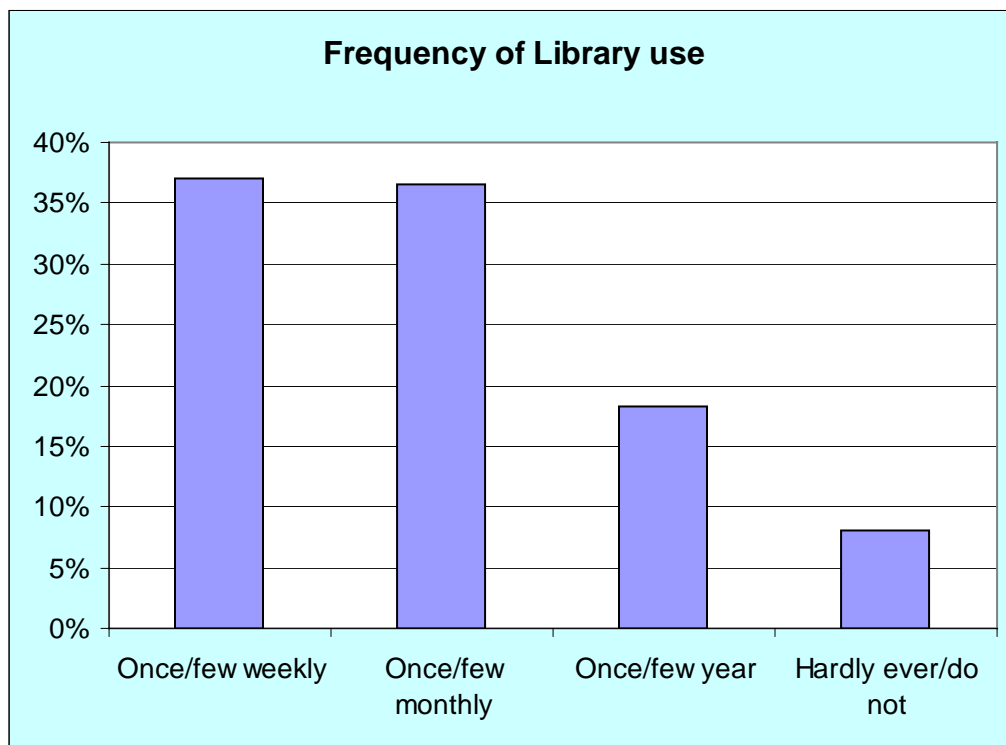
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City of Monterey Annual Citizen Survey: 2006

A total of 251 surveys were returned this year. The margin of error is 5% points or less, except as noted. The major focus of the survey featured the Monterey Public Library, its services, Web site, and other aspects. Also included was a section on knowledge about Stormwater Management, a topic previously covered in 2001 and 2003. A section on City TV (cable Ch. 25) was included for the first time. As always, written comments were typed, organized, presented to the appropriate parties, and summarized at the end of this report.

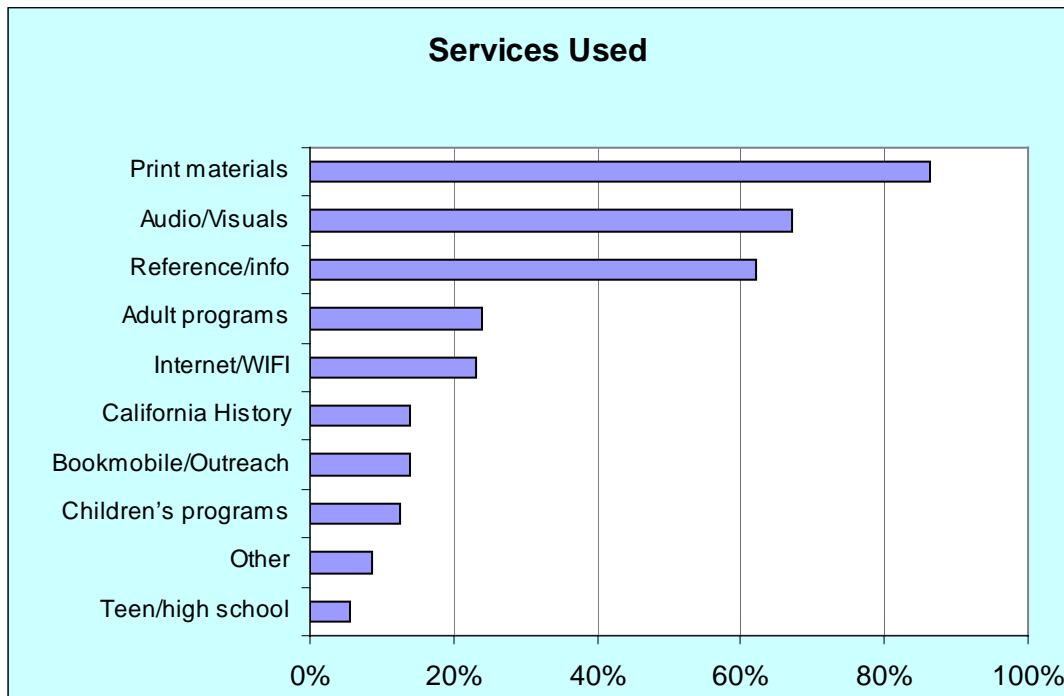
Monterey Public Library Services

Citizens were first asked how often, on average, they visit the Library or use its services. The distribution of responses is shown below, indicating that most of the respondents are fairly regular users of the Library.



Services

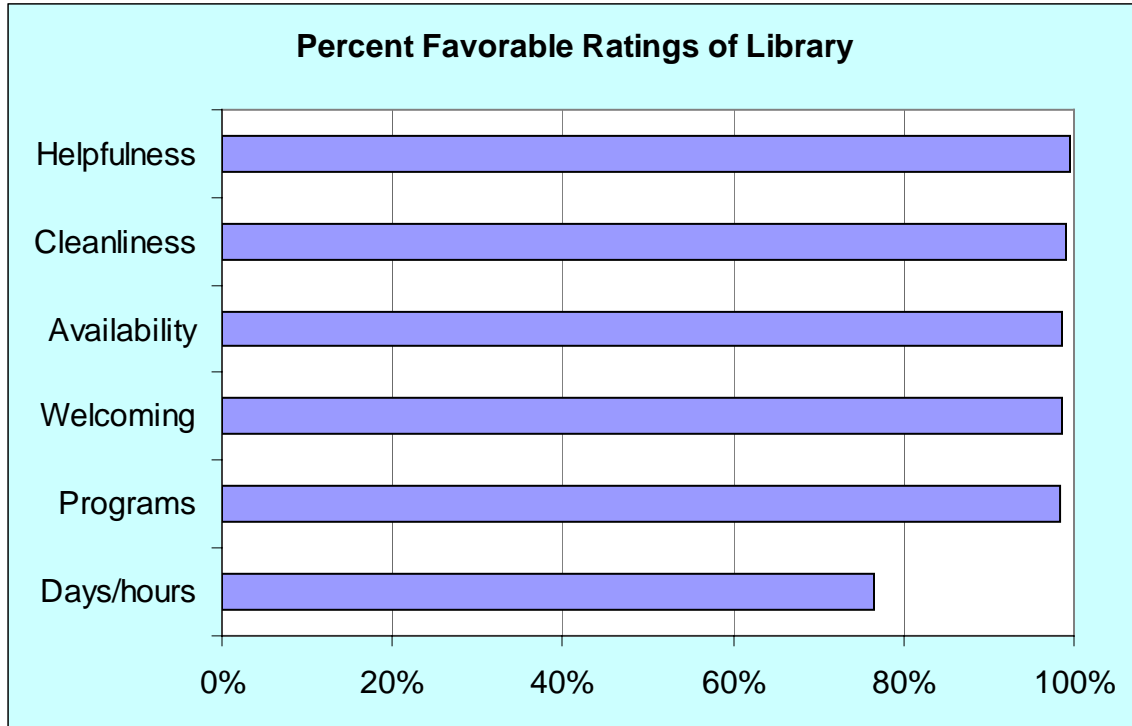
Next, respondents were asked to indicate the services that they have used over the past year. Not surprisingly, print materials, such as books, magazines, and newspapers, was the most frequent response. Audio-visual materials, such as cassettes, videos, CDs and DVDs, were the second most frequently used, followed by reference and information services. Adult programs were cited twice as often as children's programs, which in turn, were cited twice as often as teen and high school programs.



In addition to those services listed, a number of "other" services were mentioned: community meeting rooms, copy machines, tax information, returning books from Pacific Grove, the book sales, large print books, and books by mail.

Evaluations

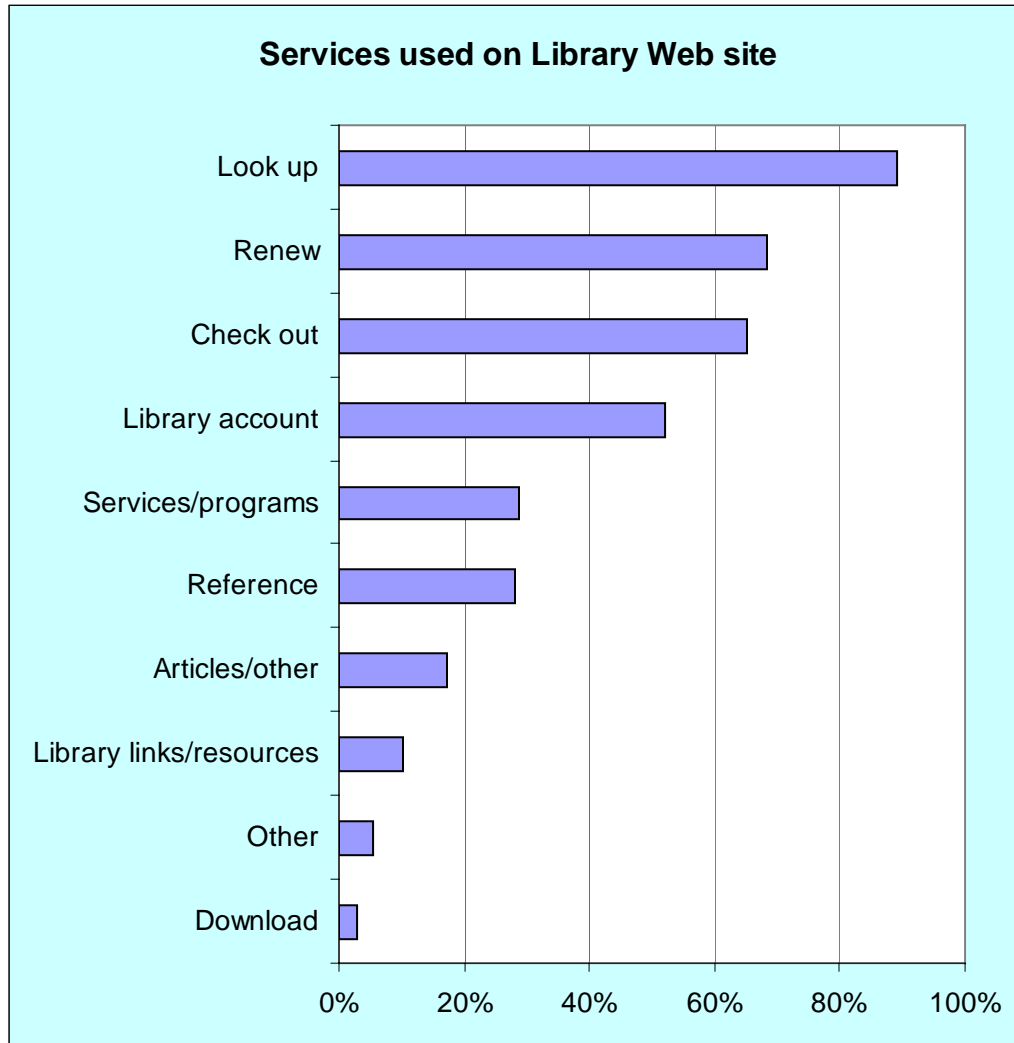
Respondents were also asked to rate various aspects of the Library and its services. The percent of favorable ratings (average to excellent) are shown next, and are exceptionally high.



Helpfulness of staff, welcoming atmosphere, and cleanliness of facilities received "Excellent" ratings from 61 to 69% of the respondents. The written comments were overwhelmingly positive, referring to our Library as a "five star gem," "wonderful," "a jewel," and "one of our best assets." Thanks to specific persons and areas of service were frequent.

Web site

For those who have used the Library Web site (www.monterey.org/library) or the PALS Catalog in the past year (59% of respondents), they were asked to indicate which particular services they used (margin of error of 6%). Looking up books, audio-books, CDs and DVDs was the most frequently used service, followed by renewing an item and requesting an item to check out, and checking one's Library account.



Areas for improvement

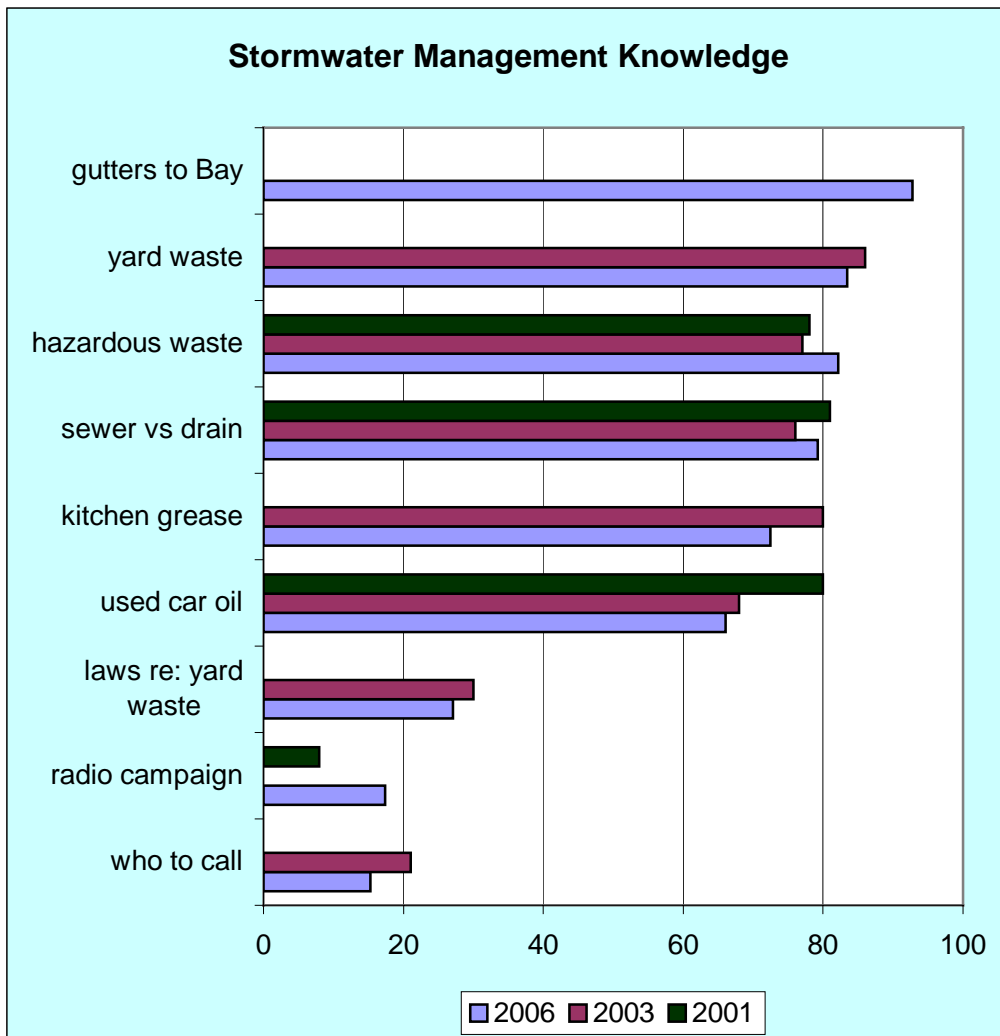
Citizens were also asked to suggest areas for improvement. Comments usually began with “more” and were followed by a variety of options: mostly hours, particularly on weekends, followed by more CDs, DVDs, computers, books, best sellers, services for adults, teens, children, and one request for newspapers from other (specific) cities. Other comments requested access to other library catalogs and to be able to put books on hold or be on a waiting list.

The adult storytelling series was one of the most praised of the singled-out services. Finally, some citizens recognized in their comments the severe budget cuts the City has had and appreciate the excellent services already provided, given the resources, whereas another thought further cuts to library hours would save taxpayer money.

Stormwater Management

Eight of the items in this section had been asked in past issues and one new item was added, regarding knowledge that gutter water flows into Monterey Bay. This item was the most frequently “known” topic on the list, with 93% indicating that they knew that. Similar to the past, the next most frequently known topics were: how to properly dispose of yard waste, household hazardous waste, kitchen grease and used car oil, and most know the difference between sewers and storm drains.

A little more than one in four respondents said they know the laws regarding the blowing of yard waste into the street. Few know whom to call if they see someone breaking the storm drain laws, even less than three years ago. Few have heard the “dirty words” radio campaign, but twice as many as indicated five years ago. The only significant change (e.g., greater than the 5% error margin of these results) was the decline (8%) in knowledge of how to dispose of kitchen grease. Knowledge of how to properly dispose of used car oil remains significantly lower than in 2001.

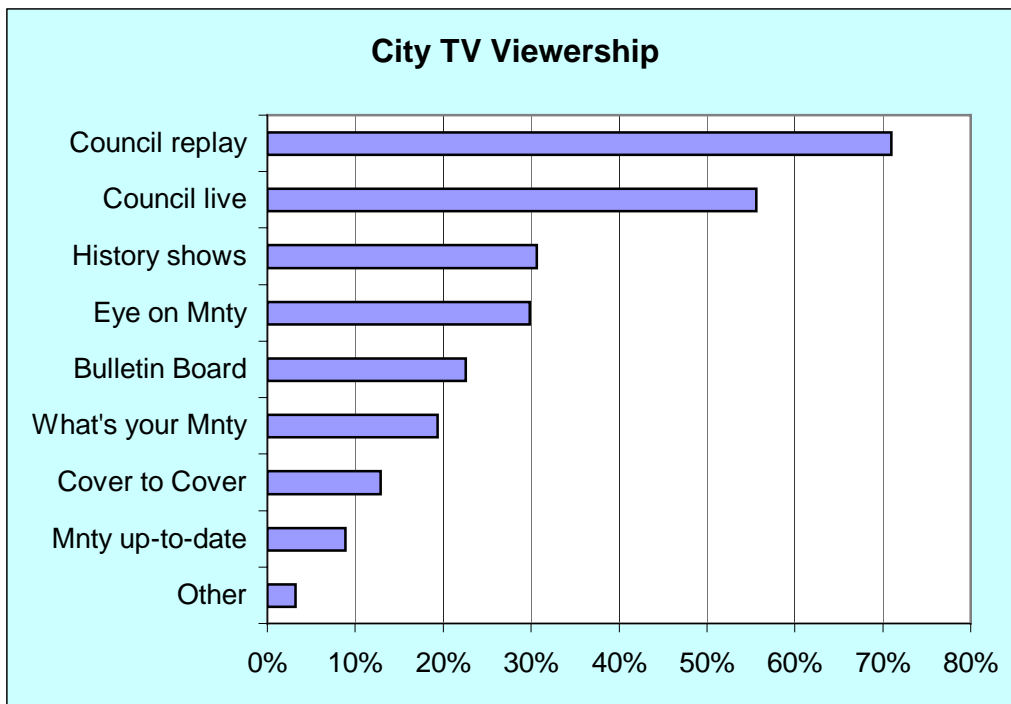


Stormwater Management – continued

A variety of comments were offered, relative to stormwater management. A frequent type of comment, also found with the Library and City TV, is an interest in learning more. In addition to collecting feedback from citizens, the survey also communicates about a variety of programs, many of which were not known before. Citizens asked for more information on the topics mentioned in these items. There were a number of specific questions about how to, where, and what if. Citizens were grateful to see the information already provided, such as in the *City Focus*. Other comments addressed leaf-blowers. The radio commercials were described as “distasteful” as well as loved by someone and their children.

City TV

A new topic was addressed in this year’s survey: the City’s cable TV programming on Channel 25. A variety of programs were included (margin of error of 7%).



Half of the respondents to the survey indicated that they watched at least one program on City TV, Channel 25. Of those who have watched City TV, most frequently it has been the City Council meetings, with more of these viewed during replays rather than live, though both were quite high. Next in frequency of viewing are the History programs and *Eye on Monterey* series.

City TV – continued

“Other” items included the Leon Panetta lecture series, volunteer notices, and information on sex offenders. Citizens were asked to suggest topics for programs, which many of them did, such as Monterey history and art, California history, a fitness show, and shows about rent control, invasive weeds, cheap eats, places to go, local school events and achievements, and televising neighborhood meetings. Another category of comments in this section addressed more general issues, such as removing telecom (above ground) wires that block views and broadcasting on a local channel rather than cable.

General Comments

In all the annual surveys, space is provided at the end for comments on any topic. These are typed so that relevant City offices can follow up as needed. The most frequent topics in this section were, in order:

1. Library
2. Traffic issues
3. Trader Joe’s and Monterey Bay Kayaks
4. Housing and neighborhood parking
5. Street conditions
6. Thanks to the City, its personnel or services
7. Cleanliness of the City
8. Speeding
9. Recycling

The Library is not usually on the list of top topics, however, as it was the feature of this year’s survey, it is not surprising that citizens continued their comments on the Library. It is also unusual to have a specific business become the center of attention, however, both Trader Joe’s and Monterey Bay Kayaks have been topics of much community interest. The section on stormwater management may also have stirred more comments than usual on recycling.

The other topics are those that are frequently raised in each survey: traffic, housing, parking, streets, speeding, cleanliness, as well as thanks and appreciation. There are also comments each year on the condition of the schools in the area, though the City and MPUSD are independent entities.

Summary

About 75% of this year's respondents are frequent Monterey Public Library users, that is, they use the services at least once a month. Print materials, audio-visual materials, and reference information are the most frequently used services by patrons. The staff, atmosphere and services of the Library were rated extremely high. The reduced hours were not rated as highly, and expanded hours was the most frequently written request for improvement. The majority who use the Library Web site do so to look up items, renew them, check them out, or to review their Library account. There was also a large number of positive comments indicating what a "gem" the Library is for the City of Monterey.

The repeated items on Stormwater Management indicate relatively little change – most people understand some basic issues, such as the difference between sewers and storm drains, yet very few know who to call if they see someone violating storm drain laws or know the laws regarding yard waste and drains. Comments indicate that citizens want to learn more about these issues and the "how to's" of specific topics.

Half of the respondents have viewed the City TV Channel 25, most of them viewing the City Council meetings. Also popular are the History shows and *Eye on Monterey* series. Most of the comments were supportive and offered a variety of suggestions for further expansion of this medium.