

# 2008 COMMUNITY SURVEY

## CITY OF MONTEREY

Prepared by:  
Hugh Jordan Harrington, Ph.D.  
Lighthouse Research  
222 B Cypress Avenue  
Pacific Grove, CA  
831-649-8336

## 2008 COMMUNITY SURVEY

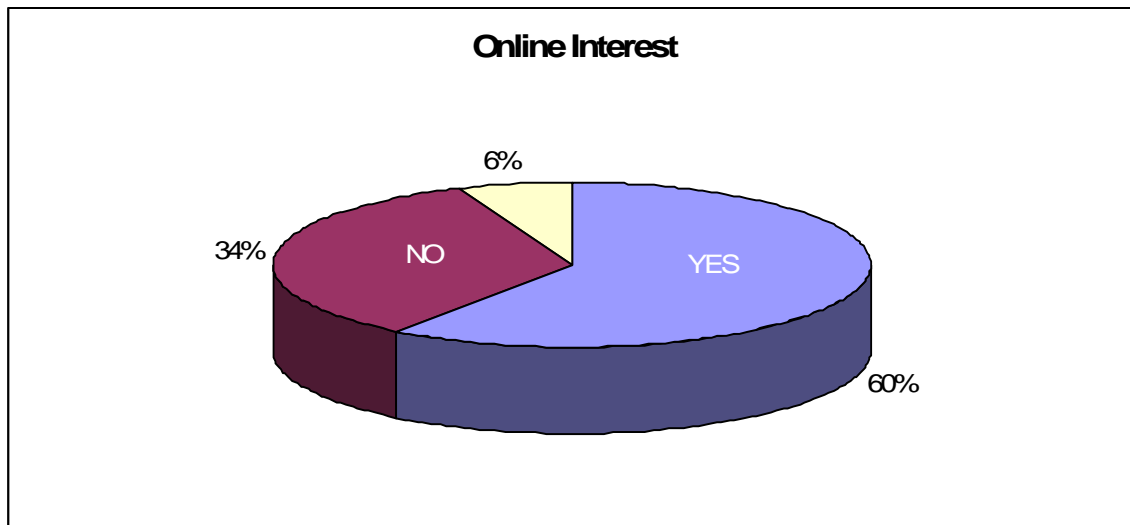
The spring issue of *City Focus* contained the 2008 Community Survey. This year's survey focused on three issues: e-commerce, emergency preparedness, and pet cemetery services. The survey was designed to gauge citizen interest in doing business with the City online; citizen readiness in the event of an emergency; and citizen interest in pet cemetery services. More than 420 people returned surveys.

In summary, the survey revealed that nearly two-thirds (60%) of the people who responded are interested in doing business with the City online through its Web site. Three-quarters (77%) of respondents said they are prepared to be self-sufficient for 72 hours in an emergency. And less than one-third (28%) of those who returned the survey expressed interest in pet cemetery services.

Citizens were encouraged to express their opinions in a section of the survey reserved for written comments. All of the written comments are included in Appendix A in this report. A summary of the types of comments citizens made is addressed in the last section of this report.

### E-Commerce

The City of Monterey wanted to find out the level of interest among citizens in online services and transactions. Nearly two-thirds (60%) of the people who responded to the survey said they would do business online through the City's Web site.

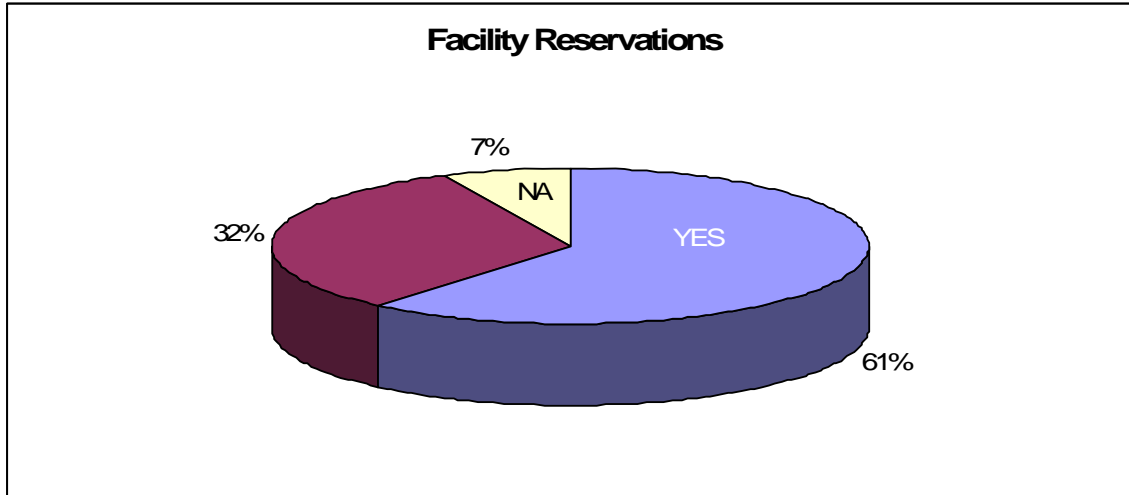


Question: Would you do business online with the City through its Web site?

The survey found similar citizen interest levels for specific online City services and transactions, and asked citizens to select the types of things they would like to do online.

*Facility Reservations*

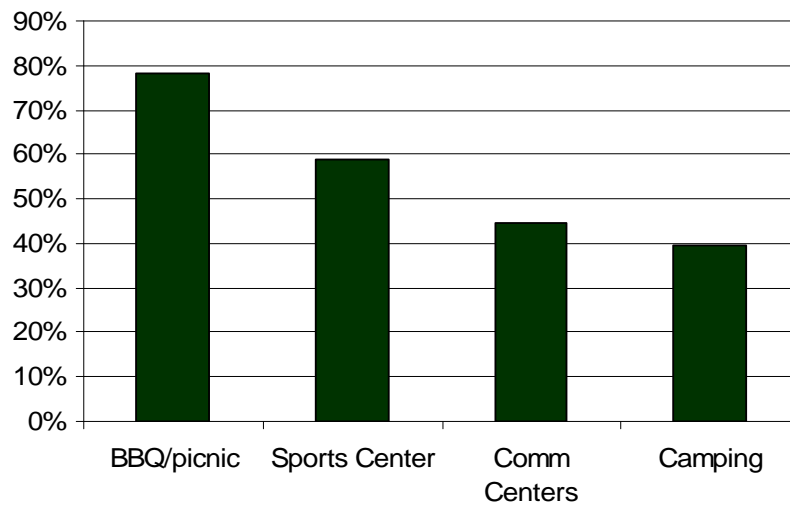
Nearly two-thirds (61%) of respondents said they would like to apply for facility reservations online.



Question: Would you like the ability to apply for a Facility Reservation online?

The respondents who said that they would like to reserve facilities online also indicated their preferences for the type of facility they would reserve electronically. These were: barbeques and picnics (78%), the Monterey Sports Center (59%), Community Centers (45%), and camping (40%). On average, those who would use online reservations would do so for at least two types of facility (2.2).

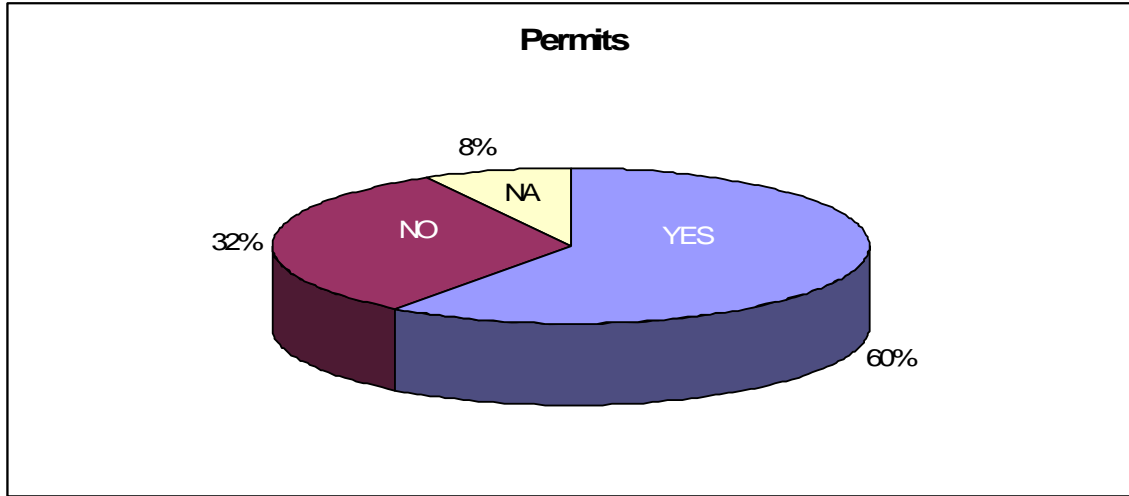
Types of Online Facility Reservations



Question: What type of facility would you reserve online?

*Permits*

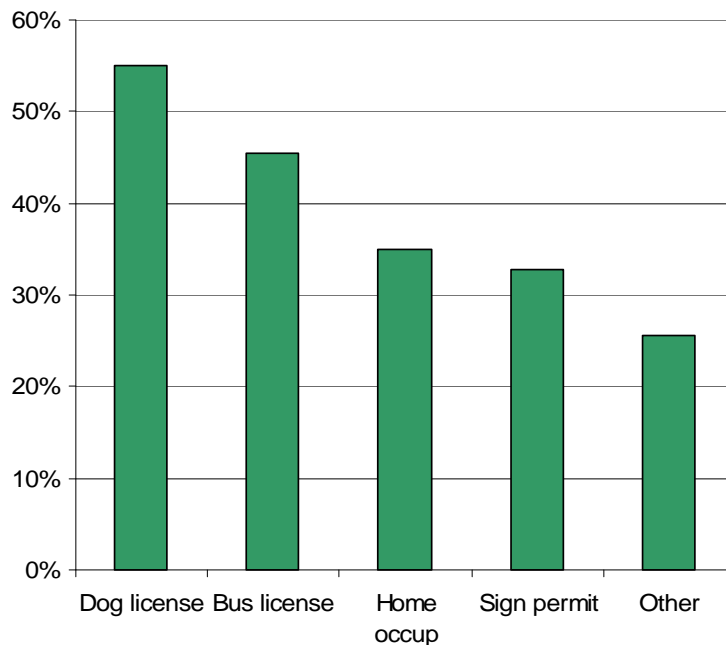
When asked if they would like to pay for permits online, nearly two-thirds (60%) of the people who responded to the survey said “yes” and offered their preferences about the types of permits they would like to pay online.



Question: Would you like to pay for permits online?

The people who said they would like to pay for permits online cited the types of permits they preferred online as: dog licenses (55%), business licenses (45%), home occupation permits (35%), and sign permits (33%). Another 25% indicated “other,” such as permits for parking and building/construction. On average, those who indicated that they would use online services to pay for permits checked or listed nearly two services each (1.9).

Types of Online Permits



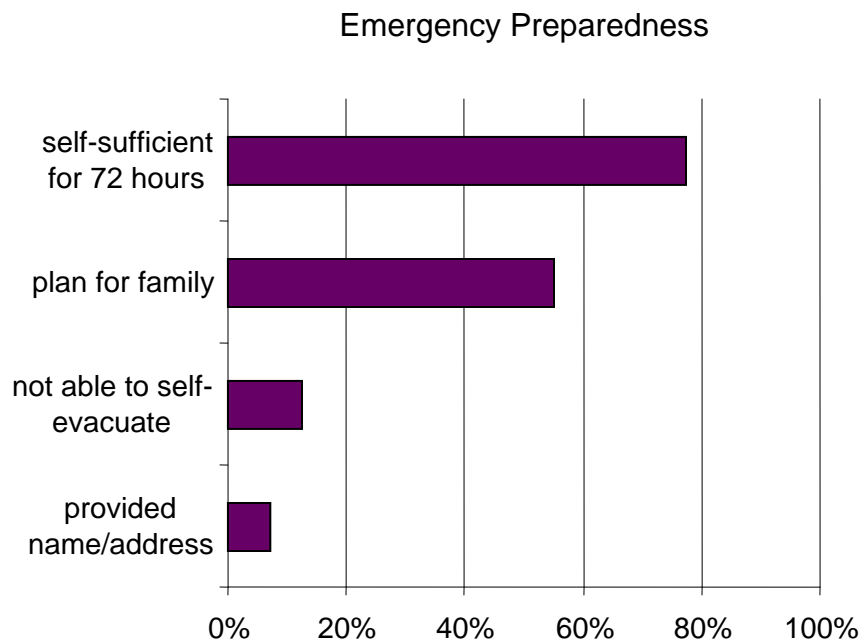
### *Recreation Accounts*

More half of the people who returned the survey (57%) indicated they would be more inclined to set up an online recreation account if they did not have to go to the Recreation Office. Very few respondents (8%) said they currently register and pay for recreation classes online. The small percentage may be attributable to current City policy which requires online registrants to also appear in person at the Recreation Office.

### **Emergency Preparedness**

The survey posed a short series of questions about citizen preparedness in the event of an emergency. Three out of four (77%) respondents indicated that their household is prepared to be self-sufficient for 72 hours. Over half (55%) said that they had an emergency preparedness plan for their family. One in eight (13%) indicated that they had members of the household who may not be able to self-evacuate in the event of an emergency.

Of those who did have members of the household who could not self-evacuate, a few dozen provided the names, addresses, and phone numbers of those persons as part of a Monterey Fire Department preliminary process to identify residents who may need assistance in the event of an emergency evacuation.



### **Pet Cemetery**

The final topic in this year's survey assessed attitudes toward a pet cemetery. Over half (54%) of the respondents said they have a pet, and less than one-third (28%) indicated

that they would be interested in using pet cemetery services in Monterey if they were available. It should be noted that written comments strongly opposed the City becoming involved in such a venture. Many of the comments said a pet cemetery would be an inappropriate use of City land and tax dollars.

### **Written Comments**

Citizens were given space in the survey to write comments on any topic. The comments covered a wide range of issues, however, the most frequent themes were:

- traffic / speeding
- street conditions
- police / safety
- parking
- planning
- *City Focus*
- parks / beaches
- thanks
- recycling / clean
- utilities (underground)

Most of the comment categories are on the most frequent comments list every year: traffic congestion, speeding vehicles, street conditions, parking, *City Focus*, and thanks in a variety of ways. New to the list of most frequent comments this year: police presence and citizen safety; efforts at recycling and keeping the City clean; and putting utility lines underground.

Topics in the survey itself, in this case, e-commerce, emergency preparedness and pet cemetery services also were frequently mentioned in the written comments. Other topics and regulars on the list of topics include: the infrastructure of the City, City Council, homelessness, the Sports Center, and recreation opportunities.

The full list of citizen comments is attached as Appendix A.