

N = 172

Time Began _____
 Time Ended _____
 Minutes _____

Sausalito Vision Study
 (FINAL)

Hello, I'm _____ from GBA, an opinion research firm. We're conducting a survey about issues that concern the residents of the City of Sausalito to help the City better serve the people who live here. All of your answers will be completely confidential. May I speak with someone in the household who is over the age of 18.

- 1a. First, I don't need to know your exact address, but please tell me in which zip code you live. 94965 ----- Continue
 All others ----- TERMINATE AND TALLY
- 1b. Do you live within the city limits of the City of Sausalito or outside the city limits? Within city limits ----- Continue
 Outside ----- TERMINATE AND TALLY
 DK/NA ----- TERMINATE AND TALLY

2. What do you feel are the two local changes or improvements that would most improve the quality of life for Sausalito residents? (PROBE AND CLARIFY)

Bring in small businesses, restaurants, etc. = 23%
 Better streets and roads = 17%
 Improve police and fire services = 17%

- 3. In general, how much need would you say there is to improve the local economy of the City of Sausalito: a great need, some need, a little need or no real need to improve Sausalito's economy?
 Great need ----- 15%
 Some need ----- 37%
 Little need ----- 20%
 No real need ----- 23%
 DK/NA ----- 5%
- 4. Would you agree or disagree that Sausalito currently has a good mix of businesses that can keep the economy vital and healthy for a long time? (IF AGREE/DISAGREE, ASK) Do you strongly or somewhat (agree/disagree)?
 Strongly agree ----- 30%
 Somewhat agree ----- 26%
 Somewhat disagree ----- 16%
 Strongly disagree ----- 22%
 DK/NA ----- 7%

5. Next, please tell me if you feel the City of Sausalito has a great need, some need, a little need, or no real need for each of the following. (ROTATE)

GREAT SOME LITTLE NO DON'T
NEED NEED NEED NEED KNOW

- a. More recreational opportunities in the City of Sausalito -----20%-----37%-----17%-----23%----- 3%
- b. A greater variety of shopping choices in the City of Sausalito-----35%-----26%-----13%-----26%----- 1%
- c. More facilities for people with boats to come to Sausalito -----11%-----22%-----22%-----33%-----12%
- d. More upscale shopping opportunities in the City -----15%-----16%-----16%-----53%----- 1%
- e. More non-retail employment opportunities in Sausalito -----32%-----27%-----12%-----21%----- 8%
- f. Improved street and road maintenance within the City -----46%-----19%-----19%-----16%----- 0%
- g. Better local public transportation within the City -----30%-----23%-----16%-----25%----- 7%

6. Now I am going to read a few ideas or proposals that have been made by some people who think each one would improve the quality of life for the people who live in Sausalito. Please tell me if you generally favor or oppose each idea. (IF FAVOR/OPPOSE, ASK): Do you strongly or somewhat (favor/oppose) this? **(ROTATE)**

	<u>STR.</u> <u>FAVOR</u>	<u>SMWT</u> <u>FAVOR</u>	<u>SMWT</u> <u>OPP.</u>	<u>STR.</u> <u>OPP.</u>	<u>DON'T</u> <u>KNOW</u>
a. A continuous pedestrian and bicycle pathway for the full length of Sausalito's waterfront-----	60%	20%	8%	10%	2%
b. Allowing cell phone companies to construct the facilities to improve cell phone service and reception in the city -----	37%	23%	15%	18%	7%
c. Building a pedestrian pier for fishing and where boats can dock -----	39%	26%	11%	18%	6%
d. The City modifying some zoning rules to allow for increases in the number of small or mid-size businesses such as design, advertising, marketing, digital arts, technology design, architecture, etc. to locate here -----	49%	27%	9%	9%	6%
e. Installing the facilities to enable wireless internet accessibility anywhere within the City -----	52%	22%	7%	11%	8%
f. The City establishing a program to attract the kinds of restaurants and shops that appeal to international tourists and upscale visitors-----	33%	21%	15%	27%	4%
g. The City attracting more maritime-related businesses -----	31%	23%	15%	20%	12%
h. Building a new guest docking facility to attract boaters to stay overnight-----	35%	24%	11%	19%	11%

7. Now I am going to read 4 types of business development that could occur in the City of Sausalito. After I have read the list, please tell me which one you would find most acceptable and most important for the city of Sausalito. If none are acceptable to you, tell me that, too. (READ LIST; RECORD #1) Which is second most acceptable and important? (RECORD #2) Third? Fourth? (RECORD #'s 3 and 4)

RECORD #1-4
MEAN SCORE

a. High-tech businesses-----	2.61
b. Upscale retail stores and restaurants-----	2.64
c. Small and mid-size businesses, like design, marketing, architecture, etc.-----	1.98
d. Maritime businesses, such as commercial fishing facilities, marine commercial service uses, boat maintenance and storage, and boat launching ramps-----	2.77
None are acceptable -----	4%
(DO NOT READ)DK/NA -----	7%

8. Next, the City's maritime industries are declining, including such industries as commercial fishing facilities, marine commercial service uses and boat maintenance facilities, boat storage, and boat launching ramps. How important would you say it is for the community to subsidize these industries so that they can continue to exist here in Sausalito: (READ CHOICES):

Very important -----	27%
Somewhat important -----	31%
Not too important-----	15%
Not at all important-----	22%
(DON'T READ)DK/NA-----	6%

9. In general, how much need would you say the City of Sausalito has for each of the following types of stores and businesses: a great need, some need, a little need, or no real need? (READ LIST; ROTATE)

	<u>GREAT NEED</u>	<u>SOME NEED</u>	<u>LITTLE NEED</u>	<u>NO NEED</u>	<u>DON'T KNOW</u>
a. Bookstores -----	42%	37%	10%	11%	1%
b. Upscale women's clothing stores -----	13%	18%	15%	48%	6%
c. Upscale men's clothing stores -----	11%	19%	17%	52%	2%
d. Gardening stores -----	12%	43%	16%	27%	2%
e. Gourmet kitchen and housewares stores -----	11%	33%	14%	40%	3%
f. Small, neighborhood markets or grocery stores -----	32%	34%	9%	23%	2%
g. Neighborhood cafes or delis -----	26%	39%	8%	23%	5%
h. Any others with a great need? (LIST) _____					

10. Would you favor or oppose expanding sidewalks in Sausalito to allow for more outside dining opportunities? (IF FAVOR/OPPOSE, ASK): Do you strongly or somewhat (favor/oppose) this?	Strongly Favor -----	53%
	Somewhat favor -----	27%
	Somewhat oppose -----	1%
	Strongly oppose -----	13%
	(DON'T READ)DK/NA -----	6%

11. Next, some people are also concerned about public transportation in Sausalito. Please tell me if you favor or oppose each of the following: (IF FAVOR/OPPOSE, ASK): Do you strongly or somewhat (favor/oppose) this?

	<u>STR. FAVOR</u>	<u>SMWT FAVOR</u>	<u>SMWT OPP.</u>	<u>STR. OPP.</u>	<u>DON'T KNOW</u>
a. The City providing some funding for a shuttle service to connect residents to buses, ferries, and nearby communities -----	45%	30%	9%	11%	4%
b. Providing water taxi services that people can use to go to and from Tiburon, Fort Baker, Angel Island and other nearby water-accessible locations -----	49%	25%	9%	12%	5%
c. Providing the funds to build the docking facilities necessary for these water taxi services -----	38%	26%	12%	18%	7%
d. Improving and expanding pedestrian facilities, such as sidewalks, stairs, and multi-use paths -----	51%	23%	7%	14%	5%
e. Improving and expanding bicycle facilities -----	42%	24%	8%	21%	5%

12. And if these were operational or available, how frequently would you probably use each one every month: frequently, occasionally, rarely, or never? (READ LIST)

	<u>FREQ.</u>	<u>OCC.</u>	<u>RARELY</u>	<u>NEVER</u>	<u>DON'T KNOW</u>
a. A shuttle service to connect residents to buses, ferries, and nearby communities -----	26%	35%	19%	18%	3%
b. Water taxi services that people can use to go to and from Tiburon, Fort Baker, Angel Island and other nearby water-accessible locations -----	19%	42%	18%	19%	3%
c. Improved and expanded pedestrian facilities, such as sidewalks, stairs, and multi-use paths -----	53%	22%	9%	12%	3%
d. Improved and expanded bicycle facilities -----	29%	22%	18%	27%	4%

Now for some background questions so we can be sure we have a good representation of the Sausalito population.

13. Do you own or rent your home?	Own home -----	53%
	Rent -----	46%
	(DON'T READ) Refused -----	1%

14. Are there any children under the age of 18 living in your household?
 Yes -----18%
 No -----82%
15. For about how long now have you lived in the City of Sausalito?
 Five years or less -----48%
 Six to ten years -----15%
 Eleven to twenty years-----17%
 More than 20 years-----20%
- 16a. Have you had any direct contact, either in person or by telephone, with Sausalito City government in the past two or three years?
 Yes------(ASK Q.16b)-----47%
 No------(SKIP TO Q.17) -----53%
- 16b. In general, how would you rate the service you received from the City employee or employees with whom you have spoken? Have they been: (READ CHOICES)
 Very courteous and helpful-----43%
 Somewhat courteous and helpful -----37%
 Somewhat discourteous and not too helpful -----12%
 Very discourteous and not too helpful----- 7%
 (DO NOT READ)DK/NA ----- 1%
17. What is the last level of school you completed? (READ CHOICES)
 Less than High School ----- 2%
 High school graduate----- 8%
 Business/vocational school ----- 1%
 Some college -----22%
 College graduate-----44%
 Post-Graduate work -----23%
 (DO NOT READ)Refused----- *
18. In what year were you born?
 1988-1982 (18-24) ----- 2%
 1981-1977 (25-29) -----11%
 1976-1972 (30-34) ----- 8%
 1971-1967 (35-39) -----12%
 1966-1962 (40-44) -----10%
 1961-1957 (45-49) -----11%
 1956-1952 (50-54) -----13%
 1951-1947 (55-59) ----- 8%
 1946-1942 (60-64) ----- 9%
 1941 or earlier (65 & over)-----12%
 Refused----- 5%

Gender: By observation

Male-----48%
 Female-----52%

Name_____

Phone #_____

Address_____

Date_____

Interviewer_____

Page #_____

Verified by_____

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