

I. INTRODUCTION

This Executive Summary report presents the main findings from a telephone study conducted by Gene Bregman & Associates on behalf of the City of Sausalito, California. Using the random digit dialing methodology to maximize the number of people who could be reached, a total of 172 adults living in the City were interviewed from September 13-18, 2006.

Data have been weighted to be an accurate mirror of the known age and gender characteristics of the City, based on U.S. Census information. The survey has a margin of error ranging from +/- 4.4% to +/- 7.4%, depending on the response levels to a particular question. Summary charts and the questionnaire with results can be found attached to this Executive Summary report.

II. SUMMARY OF FINDINGS

1. **A majority of residents (52 percent) said there was either a “great need” or “some need to improve the local economy of the City of Sausalito”, although just 15 percent said this was a “great need.” Fewer people (43 percent) said there was either “a little need ” or “no real need” for improving Sausalito’s economy.**

More people said the local economy had at least some need for improvement among men under 50 years of age (63 percent), while women under 50 less often felt this was true (42 percent). In addition, those people who did not believe that the City had a good mix of businesses for a healthy economy more often said there was a need to improve the local economy (74 percent) than did those who said the business mix was a good one (41 percent).

(See Chart 1)

2. **On the other hand, 56 percent agreed that “Sausalito currently has a good mix of businesses that can keep the economy vital and healthy for a long time,” with 38 percent disagreeing with this statement.** Those residents who said there was little or no need to improve the City’s economy more often agreed with this statement (72 percent) while those who thought there was at least some need to improve the local economy were more likely to disagree (53 percent) than agree (44 percent) that Sausalito has a good mix of businesses. Men 50 and over were most apt to agree with the statement (76 percent) while men under 50 were least likely to agree with it (44 percent).

(See Chart 1)

3. **Among seven changes and improvements for the City, residents saw the greatest need to be for “improved street and road maintenance within the city” (Great Need = 46 percent). The next greatest needs were for three items: “a greater variety of shopping choices in the City of Sausalito” (35 percent); “more non-retail employment opportunities in Sausalito” (32 percent); and “better local public transportation within the city” (30 percent).**

Fewer people said there was a "great need" for "more recreational opportunities in the city" (20 percent), "more upscale shopping opportunities in the City" (15 percent), and "more facilities for people with boats to come to Sausalito" (11 percent). It is also interesting to note that a majority of people (53 percent) said there was "no real need" for more upscale shopping in Sausalito. No other item had a strong negative reaction from more than a third of the survey participants.

Those who said there was a great need to improve the local economy and those who said there was not a good mix of businesses in the City more often said there was a "great need" for most items.

While all residents under 50 were more apt to see a need for a greater variety of shopping choices, men under 50 were more likely than others to say there was a great need for more recreational opportunities. Men 50 and over were less likely to see a need for upscale shopping.

Those people who have lived in Sausalito for 5 years or less more often said there was a great need for a greater variety of shopping choices, but less likely to say there was a need for more facilities for people with boats to come to Sausalito.

(See Chart 2)

4. While a majority of Sausalito residents favored each of 8 proposals, support was exceptionally high for three:

- **A continuous pedestrian and bicycle pathway for the full length of Sausalito's waterfront (Favor = 80 percent)**
- **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 (Favor = 76 percent)**
- **Installing the facilities to enable wireless internet accessibility anywhere within the City (Favor = 74 percent)**

About six people in ten or more also favored three other proposals:

- Building a pedestrian pier for fishing and where boats can dock (65 percent)
- Allowing cell phone companies to construct the facilities to improve cell phone service and reception in the city (Favor = 60 percent)
- Building a new guest docking facility to attract boaters to stay overnight (Favor = 59 percent)

Fewer people, although still a majority, favored “the City establishing a program to attract the kinds of restaurants and shops that appeal to international tourists and upscale visitors” and “the City attracting more maritime-related businesses” (54 percent, each).

Among various population groups, larger proportions favored some of the proposals, as follows:

- Those who have lived in Sausalito for 5 years or less more often favored a pedestrian and bicycle pathway, facilities for internet accessibility, improved cell phone service, and restaurants and shops that appeal to international tourists and upscale visitors.
- Those under 50 years of age more often favored facilities for internet accessibility and improved cell phone service.
- Men under 50 more often favored a new guest docking facility, shops and restaurants that attract international tourists and upscale visitors, and more maritime related businesses; Men 50 and over more often favored building a pedestrian pier for fishing and where boats can dock.
- Renters more often favored a pedestrian and bicycle pathway, allowing more small or mid-size businesses, and facilities for internet accessibility.

(See Chart 3)

5. **Among “four types of business development that could occur in the City of Sausalito,” the most acceptable and most important for the City was “small and mid-size businesses, like design, marketing, architecture, etc.”** Survey participants ranked the four from #1 for most acceptable and important to #4 for least acceptable and important for the City. Therefore, with the lowest average or mean score rating indicating the most acceptable and important, this item led with a score of 1.98.

The other three items were rated about evenly, with mean scores ranging from 2.61 to 2.77. Furthermore, when looking at the proportions of people selecting each item #1, as “most important,” the virtually same order of preference occurred, as the table, below, illustrates:

	<u>Mean Score</u>	<u>Most Important</u>
Small and mid-size businesses, like design marketing, architecture, etc.	1.98	35%
High-tech businesses	2.61	19%
Upscale retail stores and restaurants	2.64	17%
Maritime businesses, such as commercial fishing facilities, maritime commercial service uses, boat maintenance and storage, and boat launching ramps	2.77	18%

Small and mid-size businesses was more often chosen as most important by those who said there was a great need or some need to improve the local economy.

High-tech businesses was more often chosen as most important by those who said there was not a good mix of businesses in Sausalito.

Maritime businesses received a better mean score rating from those who have lived in the City for more than 5 years, while those who have lived in the City for 5 years or less and renters were more likely to say maritime businesses were the least important of the four types in this question. Those who said there was a good mix of businesses in Sausalito more often said this was the most important item.

(See Chart 4)

6. **A majority of people (58 percent) said that it was either “very important” (27 percent) or “somewhat important” (31 percent) to subsidize the City’s maritime industries, such as “commercial fishing facilities, maritime commercial service uses and boat maintenance facilities, boat storage, and boat launching ramps...so that they can continue to exist here in Sausalito.”** Fewer people (37 percent) said this was either “not too important” (15 percent) or “not at all important” (22 percent).

Those who have lived in Sausalito for more than 5 years more often said it was “very important” to subsidize the maritime industries (5 years or less = 18 percent, More than 5 years = 35 percent).

(See Chart 5)

7. **When asked how much need Sausalito has for each of seven types of stores or businesses, the largest proportion (79 percent) said there was a need for “bookstores,” including 42 percent who said there was a “great need” for them. Many Sausalito residents also said there was a need for “small neighborhood markets or grocery stores” (Great need = 32 percent; Great need/some need = 66 percent) and “neighborhood cafes or delis” (Great need = 26 percent; Great need/some need = 65 percent).**

On the negative side, 52 percent said there was “no real need” for “upscale men’s clothing stores” and 48 percent said there was no need for “upscale women’s clothing stores.” There was some interest in “gardening stores” and “gourmet kitchen and housewares stores.”

Those people who felt there was a need to improve the local economy more often said there was a need for all of these types of stores except the upscale clothing stores.

Those who did not think there was a good mix of businesses in the City more often felt there was a need for neighborhood markets or grocery stores, neighborhood cafes or delis, and gardening stores.

Those people with children more often said there was a need for neighborhood cafes or delis while women more often said there was a need for gourmet kitchen and houseware stores.

Those with college degrees or more education more often said there was a great need for bookstores.

(See Chart 6)

- 8. Eight people in ten (80 percent) favored “expanding sidewalks in Sausalito to allow for more outside dining opportunities, including 53 percent who were strongly in favor of this.** Just 14 percent were opposed to this proposal. The proportions in favor were even higher among those with children in their households (94 percent) and those who have lived in the City for 5 years or less (91 percent).

(See Chart 7)

- 9. Strong majorities of Sausalito residents favored each of five transportation-related proposals, led by three that were favored by about three people in four:**

- The City providing some funding for a shuttle service to connect residents to buses, ferries, and nearby communities (Favor = 75 percent)
- Providing water taxi services that people can use to go to and from Tiburon, Fort Baker, Angel Island and other nearby water-accessible locations (Favor = 74 percent)
- Improving and expanding pedestrian facilities, such as sidewalks, stairs, and multi-use paths (Favor = 74 percent)

About two-thirds of the people favored the other two proposals, “Improving and expanding bicycle facilities” (Favor = 66 percent) and “Providing the funds to build the docking facilities necessary for these water taxi services” (Favor = 64 percent).

The water taxi service was more often favored by men under 50 years of age (92 percent) and those who said there was a need to improve the local economy (82 percent). Men under 50 were also most likely to favor providing the funding to build the docking facilities needed by the water taxi services (81 percent), although women under 50 (63 percent) more often favored this than did all residents over 50 (50 percent).

Improving and expanding pedestrian facilities was more often favored by those with children in their households (88 percent) and those under 50 (80 percent).

Improving and expanding bicycle facilities was more often favored by women under 50 (80 percent), those with children in their households (76 percent), and those who have lived in the City for 5 years or less (75 percent).

(See Chart 8)

- 10. When asked how often they would use each of these transportation-related facilities, the greatest proportion said they would use the improved pedestrian facilities (Frequently = 53 percent, Frequently or Occasionally = 75 percent).** While a majority said they would use each of the other three at least occasionally, frequent usage was more common for the bicycle facilities (29 percent) and shuttle service (26 percent) than for the water taxi service (19 percent).

Those with children in their households more often said they would frequently use the bicycle facilities (51 percent), shuttle service (40 percent) and water taxi service (33 percent).

All resident under 50 years of age more often said they would frequently use the pedestrian facilities (59 percent), while women under 50 would more frequently use the shuttle service (40 percent).

Those people who had lived in the city for fewer than 5 years more often said they would frequently use the pedestrian facilities (61 percent).

(See Chart 9)

- 11. Nearly half the survey participants (47 percent) said they had direct contact with Sausalito City government in the past two or three years, and of these, 80 percent said the service they received from City employees was courteous and helpful.** More people had contact with city government among those 50 years of age and older (60 percent), home owners (57 percent), and those with a college degree or more education (54 percent).

(See Chart 10)

IV. CONCLUSIONS

Sausalito residents do not have strong feelings one way or the other about the current overall business and economic situation in their city. Although a majority say there is a need to improve the local economy, just 15 percent say this is a great need. At the same time, a majority also agree that Sausalito has a good mix of businesses to keep the economy healthy for a long time, although just 30 percent strongly agree with this statement.

However, there are some needs that are more well-defined and several proposals to improve the quality of life in Sausalito that are widely supported. If we look at all the questions in the survey, about three-fourths or more of the people agreed with the following ideas:

- A continuous pedestrian and bicycle pathway for the full length of Sausalito's waterfront, as well as the related proposal that the City improve and expand pedestrian facilities, such as sidewalks, stairs, and multi-use paths
- Expanding sidewalks to allow for more outside dining opportunities
- 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
- Installing the facilities to enable wireless internet accessibility anywhere within the City
- More bookstores in the City
- The City providing some funding for a shuttle service to connect residents to buses, ferries, and nearby communities
- The City providing water taxi services that people can use to go to and from Tiburon, Fort Baker, Angel Island and other nearby water-accessible locations

In addition to the ideas and proposals listed above that were broadly supported, there were some other interesting results in the areas of shopping, transportation, employment and maritime businesses.

On shopping issues, 61 percent said there was a need for a greater variety of shopping choices in the City, with about two-thirds feeling there were needs for small, neighborhood markets or grocery stores and neighborhood cafes or delis. However, there was little interest in "upscale" shopping, especially upscale clothing stores, although a slight majority favored "a program to attract the kinds of restaurants and shops that appeal to international tourists and upscale visitors."

Although just 53 percent said there was a need for better local public transportation in Sausalito, as noted above, three-fourths of local residents favored a shuttle service, water taxi service, and improved pedestrian facilities. Further, about two-thirds also favored improving bicycle facilities and providing the funds to build docking facilities for the water taxis. A majority said they would at least occasionally use the water taxi and shuttle services, as well as the improved pedestrian and bicycle facilities.

On employment issues, while 59 percent said there was a need for more non-retail employment opportunities, as noted above, a large majority (76 percent) favored modifying zoning laws to allow for increases in the number of small and mid-size businesses. These businesses were also found to be more important than high-tech businesses, upscale stores and restaurants, and maritime businesses.

On maritime issues, a majority (58 percent) said it was important for the community to subsidize maritime industries that are currently in decline. Similar majorities favored the City building a new guest docking facility to attract boaters to stay overnight and the City attracting more maritime-related businesses.

Among various population groups a few differences are worth noting:

- Those people who have lived in the City for more than five years were more supportive of maritime industries than were those who have lived here for five years or less, including on issues of seeing a need for more facilities for people with boats to come to Sausalito, subsidizing maritime industries and in rating the importance of maritime business development.
- Those who have lived in the City for five years or less more often said there was a need for a greater variety of shopping choices; they more often favored a pedestrian and bicycle pathway, improving bicycle facilities, and they were more likely to say they would frequently use improved pedestrian facilities; they also more often favored facilities for internet accessibility, improved cell phone service, shops that appeal to international tourists and upscale visitors; and expanding sidewalks to

allow for more outside dining opportunities.

- Residents under 50 years of age more often saw a need for a greater variety of shopping choices, more often favored facilities for internet accessibility and improved cell phone service, improved pedestrian facilities, and the City providing the funds to build the docking facilities needed by the water taxi service; they more often said they would use the improved pedestrian facilities.
- Men under 50 years of age more often said there was a need to improve the local economy and less likely to say there was a good mix of businesses in Sausalito; they more often said there was a need for more recreational opportunities; they more often favored a new guest docking facility, shops and restaurants that attract international tourists and upscale visitors, the City attracting more maritime-related businesses, and the water taxi service.
- Women under 50 more often favored improving bicycle facilities and more often said they would frequently use the shuttle service.
- Men 50 and over more often said there was good mix of businesses in Sausalito, less often said there was a need for upscale shopping, more often favored building a pedestrian pier for fishing and where boats can dock.
- People with children in their households more often saw a need for neighborhood cafes or delis, were more likely to favor expanding sidewalks for increased outside dining opportunities, more often favored improving and expanding pedestrian and bicycle facilities, and more often said they would frequently use bicycle facilities, and shuttle and water taxi services.