



Memorandum

**TO: HONORABLE MAYOR
AND CITY COUNCIL**

FROM: Tom Manheim

**SUBJECT: 2009 COMMUNITY
SATISFACTION SURVEY**

DATE: January 20, 2010

Approved

Date

1/20/10

RECOMMENDATION

Accept the report of survey results from the 2009 Community Satisfaction Survey.

BACKGROUND

Since 2000, the City has gathered customer satisfaction data through a biennial survey of San Jose residents. The 2009 Community Survey is our sixth such survey, building on the benchmark information provided by previous surveys conducted in 2000, 2001, 2003, 2005, and 2007. Because many of the questions have been asked in each of the previous surveys, the data reveals both a snapshot of current satisfaction levels, as well as information about how those satisfaction levels have changed over time.

ANALYSIS

Survey Methodology

The survey was conducted by the firm of Fairbank, Maslin, Maullin, Metz & Associates (FM3), building on its previous survey work for the City. The majority of questions in this survey remain unchanged from previous surveys to maintain consistency and provide data that shows trends over time. However, some questions were updated through consultation with Departments. The methodology was also expanded this year for the first time to include residents who use cellular phones as their primary telephone. To keep costs at contracted levels while including cell phone users, the total number of residents surveyed was 909, a reduction of approximately 100 residents from previous years. This change results in a slightly higher margin of error on the 2009 survey than in previous years ($\pm 3.3\%$ in 2009 versus $\pm 3.1\%$ in 2007).

Telephone interviews were conducted with San Jose residents from November 18 to December 1, 2009, using randomly selected phone numbers. The survey was administered in English, Spanish

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and Vietnamese. While the overall margin of error for the survey is $\pm 3.3\%$, any smaller subgroups of the sample (e.g., by age, income level, etc.) have higher margins of error, and as a result are somewhat less reliable. The survey results continue to reflect overall positive perceptions about San Jose and the services the City provides. At the same time, the 2009 survey does show some changing trends in what concerns our residents. A complete review of the most significant findings can be found in the *City of San José 2009 Community Survey, Report of Findings* (Attachment A).

The lead consultant from FM3 will present the key findings to the Council at the February 2nd meeting.



TOM MANHEIM
Communications Director

Attachment