

PACIFICA DISCUSSION

SURVEY RESPONSE ANALYSIS

Background

The City of Pacifica recently conducted a Community Survey in January 2024 to gather resident feedback on City service needs and budget priorities. Hundreds of residents participated, providing valuable insights for integration into the City's budgeting process. The survey highlighted the importance of community parks and beaches, recognizing Pacifica's parks, beaches, coastline, trails, and recreation opportunities as defining features of the city. Concerns were raised about the condition of local streets and roads, which are among the worst-rated in the Bay Area with a \$30 million backlog of repairs. The survey also identified key City service priorities, including maintaining storm drains to prevent flooding, maintaining 911 fire and emergency medical response times, repairing potholes, keeping beaches free from pollution, protecting coastal areas, and reducing the risk of flooding and mudslides.

Pacifica Discussion Survey

In early April 2024, the City launched a survey to gather more detailed insights from Pacifica residents on prioritizing city services identified in an earlier survey conducted this year. To reach as many residents as possible, the survey was mailed to 12,961 households in two separate mailings. Additionally, the City widely promoted the survey through social media over two months. By July 1, 2024, the City had received 403 online survey responses and 617 mail survey responses.

Survey Results

The below analysis looks at data from both the online and mailed in surveys.

Priority Rankings:

The survey asked respondents to rank the importance of the following City services from 1-6, with 1 being the most important.

- Maintaining storm drains to prevent flooding
- Maintaining 911 fire and emergency medical response times
- Repairing potholes, addressing the condition of City streets
- Keeping beaches free from pollution
- Protecting coastal areas and local beaches
- Reducing the risk of flooding and mudslides

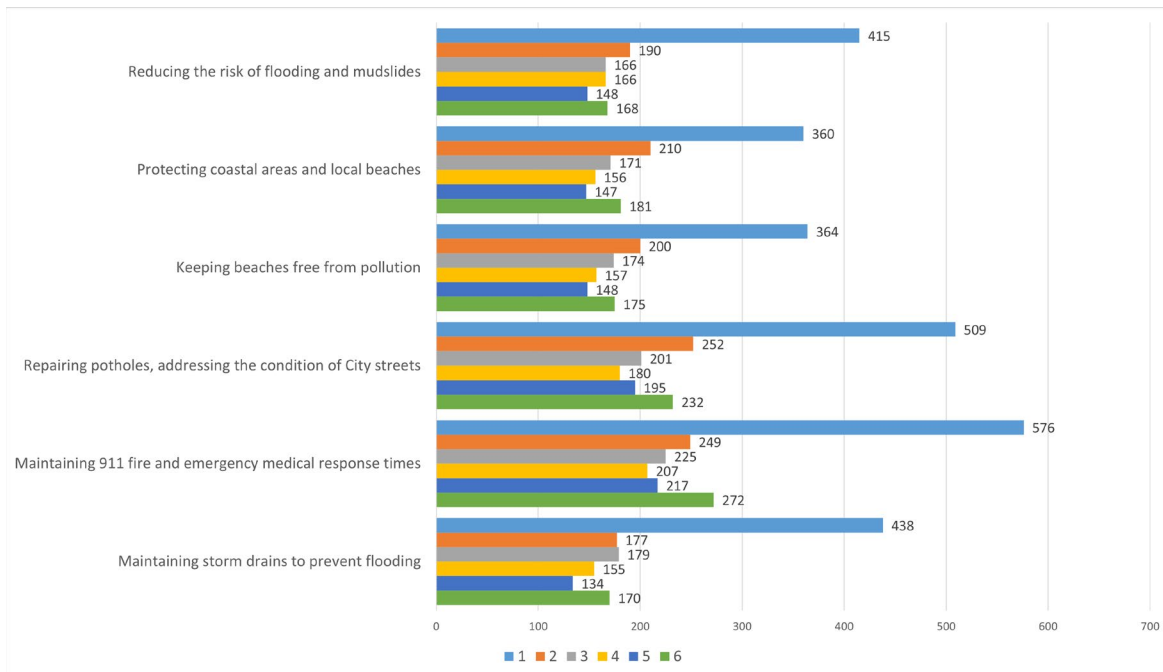


TABLE 1: PACIFICA DISCUSSION PRIORITY RANKINGS

Responses reveal the following patterns:

Highest Priority:

- **Topic 2: Maintaining 911 fire and emergency medical response times** received the highest priority with 576 votes for Rank 1.
- **Topic 3: Repairing potholes and addressing the condition of city streets** also ranked highly with 509 votes for Rank 1.

Moderate Priority:

- **Topic 1: Maintaining storm drains to prevent flooding** and **Topic 6: Reducing the risk of flooding and mudslides** had moderate importance.

Lower Priority:

- **Topic 4: Keeping beaches free from pollution** and **Topic 5: Protecting coastal areas and local beaches** were less frequently ranked as the top priority but still garnered significant attention.

From this data, it is evident that emergency response and infrastructure maintenance (roads and storm drains) are the top concerns for respondents. Environmental topics, while important, are not the primary focus for the majority.

"Comments / Questions"

An analysis of the 327 comments received highlight these major themes:

Budgeting and Resource Management:

- There were numerous concerns about how the city budgets for projects, with some respondents questioning the prioritization process.

Road Repair Delays:

- Delays in road repairs and maintenance projects were frequently mentioned, with respondents expressing frustration over prolonged timelines and lack of visible progress.

Community Involvement and Communication:

- Several comments expressed dissatisfaction with the ease of participating in council meetings and understanding the agenda, suggesting a need for better communication and more accessible information.

Survey Understanding:

- A few respondents expressed confusion about the survey itself, indicating a need for clearer communication.

These themes align with the issues identified in the priority rankings and other priorities, emphasizing infrastructure maintenance, efficient use of resources, and transparent communication.



FIGURE 2: WORD CLOUD OF "COMMENTS/QUESTIONS" RESPONSES

Summary of Themes

The combined analysis of the priority rankings and open-ended comments reveals consistent themes:

High Priority on Emergency and Infrastructure Services:

- The community's highest priorities are maintaining emergency services and infrastructure, particularly roads and storm drains. Many respondents highlighted specific areas needing urgent attention and expressed frustration over delays and inefficiencies.

Environmental and Safety Concerns:

- While not the top priority, maintaining greenery, keeping beaches clean, and ensuring community safety are still significant concerns. Comments reflect a desire for a balanced approach that does not neglect these areas.

Financial Transparency and Communication:

- A significant theme across comments is the desire for more transparency in the budgeting and project prioritization processes. Respondents want to understand how funds are allocated and ensure that projects are prioritized effectively. Additionally, there is a call for clearer communication and easier-to-understand council meetings and agendas.

Conclusion

Based on the survey responses, it is clear that the community places the highest priority on maintaining emergency services and infrastructure, particularly road maintenance and storm drain management. While environmental issues and safety are also important, they are seen as secondary to immediate infrastructure concerns. There is a strong desire for better communication and transparency regarding budgeting and project prioritization.