

Submitted by Laura Schwartz
at Board Hearing of 8/14/07 1
60

Methodology Overview

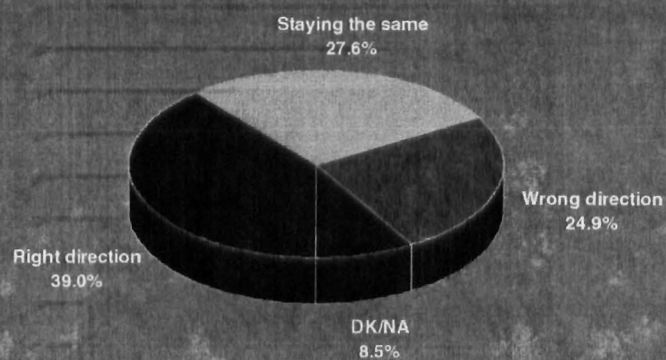
GODBE RESEARCH
Gain insight

- Data Collection Telephone interviewing
- Universe 135,502 El Dorado County adult residents
- Fielding Dates April 17 to April 19, 2007
- Interview Length 18 minutes
- Sample Size 600
- Margin of Error ± 4.0

Direction of El Dorado County

GODBE RESEARCH
Gain insight

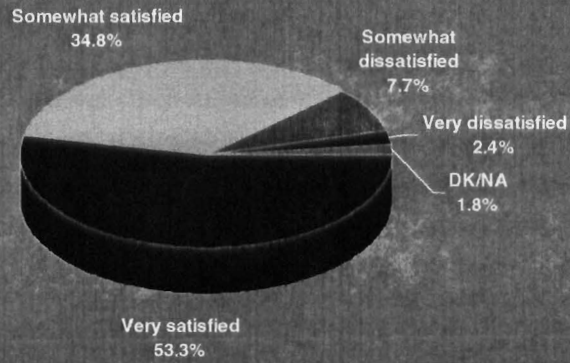
1. Overall do you believe that things in El Dorado County are going in the right direction, wrong direction, or staying the same?



Overall Quality of Life

GODBE RESEARCH
Gain Insight

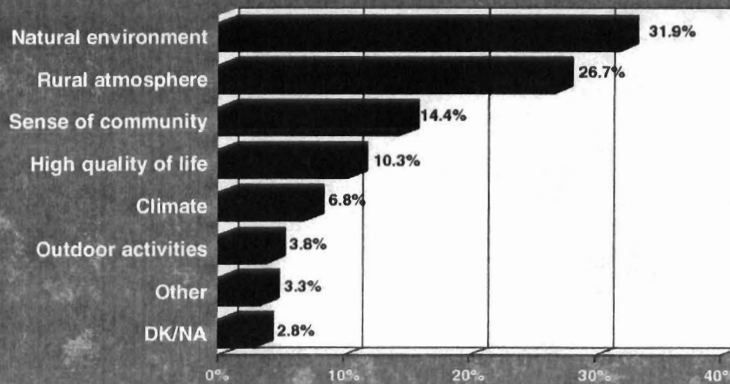
2. I'd like to get your overall opinion of living in El Dorado County. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in El Dorado County?



Most Liked Feature of the County

GODBE RESEARCH
Gain Insight

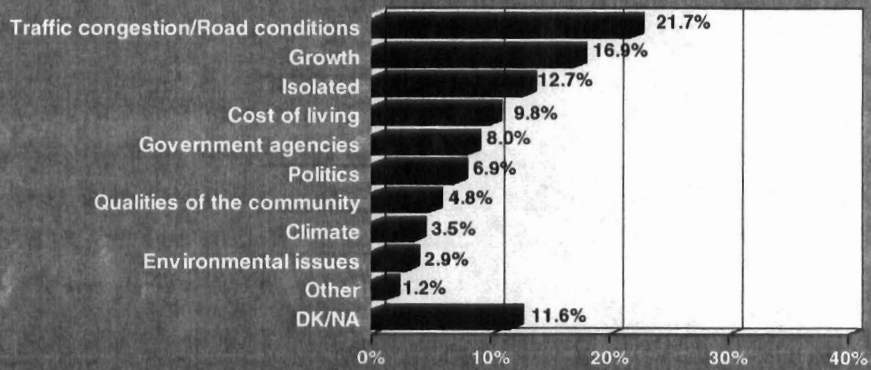
3. What one thing do you like most about living in El Dorado County? Please only name the one feature you like most.



Least Liked Feature of the County

GODBE RESEARCH
Gain Insight

4. What one thing do you like least about living in El Dorado County? Again, please only name the one feature you like least.

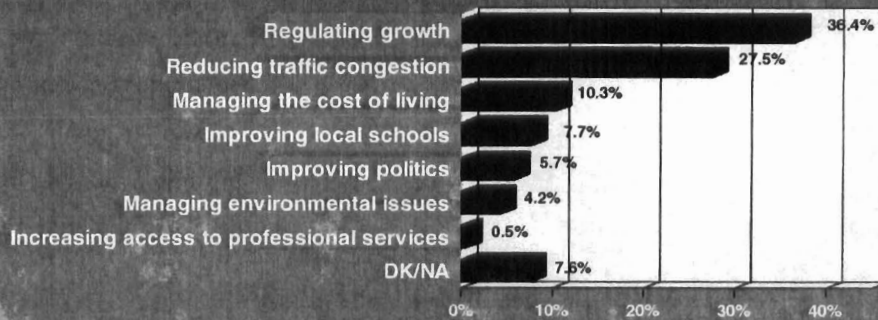


Most Important Issues in Next Five Years

GODBE RESEARCH
Gain Insight

5. Do you believe what you just raised is the most important issue facing El Dorado County in the next five years?

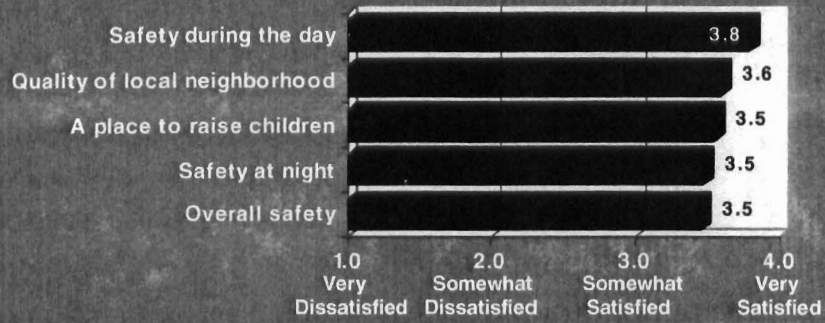
6. In your opinion, what is the single, most important issue facing El Dorado County in the next five years? Please name only one issue. (n = 174)



Higher Rated Qualities of the County

GODBE RESEARCH
Gain Insight

7. Next, I'm going to read you a list of items related to living in El Dorado County. With each item, please tell me whether you are overall satisfied or dissatisfied.



Lower Rated Qualities of the County

GODBE RESEARCH
Gain Insight

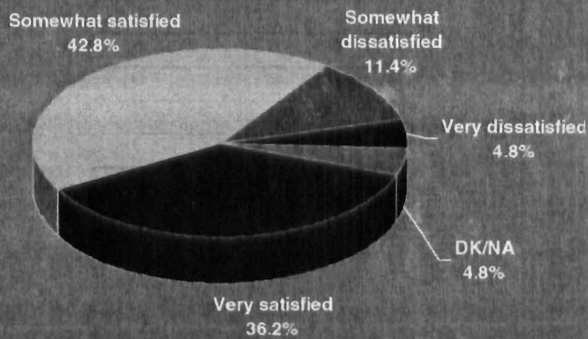
7. Next, I'm going to read you a list of items related to living in El Dorado County. With each item, please tell me whether you are overall satisfied or dissatisfied.



Overall Satisfaction with County Services

GODBE RESEARCH
Gain Insight

8. Generally speaking, are you satisfied or dissatisfied with the overall job El Dorado County is doing to provide County services?



Satisfaction with County Services I

GODBE RESEARCH
Gain Insight

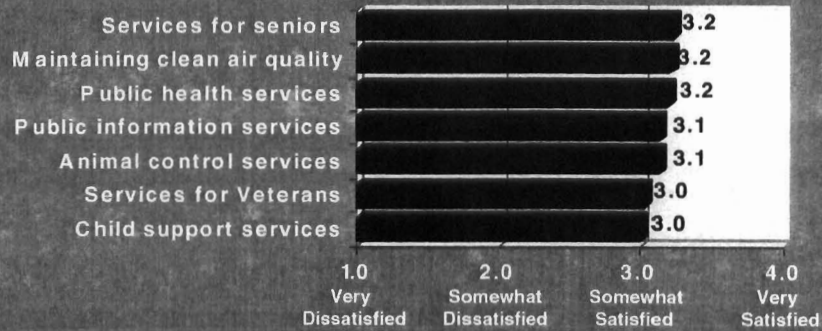
9. I'm going to read you a list of County services. For each, please tell me whether you are generally satisfied or dissatisfied with the County's performance in this area.



Satisfaction with County Services II

GODBE RESEARCH
Gain Insight

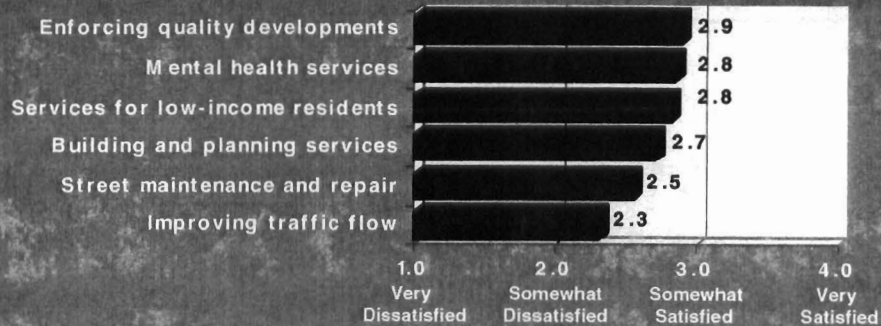
9. I'm going to read you a list of County services. For each, please tell me whether you are generally satisfied or dissatisfied with the County's performance in this area.



Satisfaction with County Services III

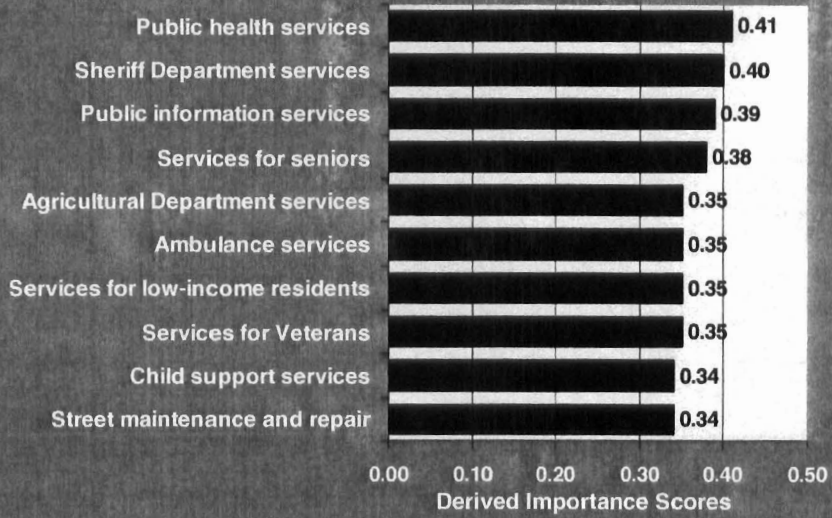
GODBE RESEARCH
Gain Insight

9. I'm going to read you a list of County services. For each, please tell me whether you are generally satisfied or dissatisfied with the County's performance in this area.



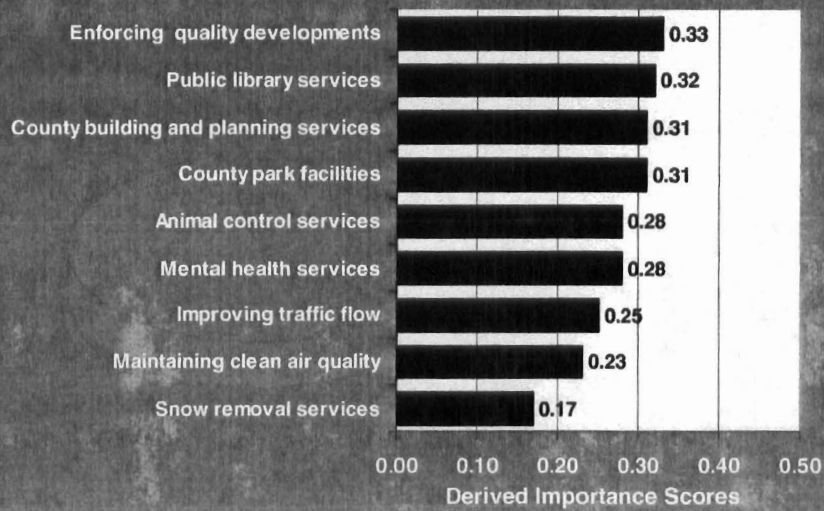
Derived Importance of County Services I

GODBE RESEARCH
Gain Insight



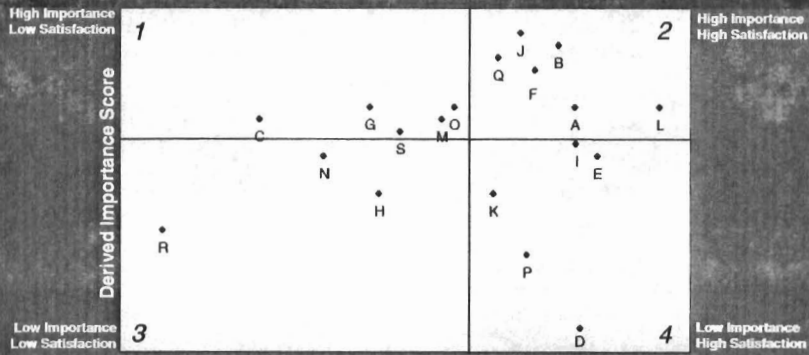
Derived Importance of County Services II

GODBE RESEARCH
Gain Insight



Priorities for Action Matrix

GODBE RESEARCH
Gain Insight



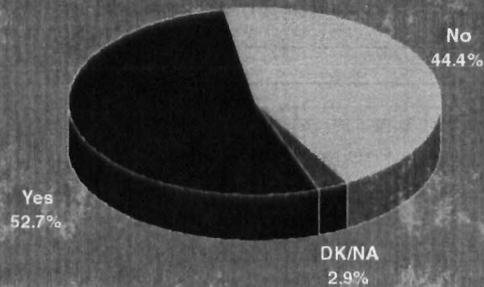
Satisfaction Ratings

- | | |
|--------------------------------------|---|
| A. Agricultural Department services | K. Animal control services |
| B. Sheriff Department services | L. Ambulance services |
| C. Street maintenance and repair | M. Child support services |
| D. Snow removal services | N. County building and planning services |
| E. County park facilities | O. Services for Veterans |
| F. Services for seniors | P. Maintaining clean air quality |
| G. Services for low-income residents | Q. Public information services about El Dorado County programs and services |
| H. Mental health services | R. Improving traffic flow |
| I. Public library services | S. Enforcing codes and guidelines for quality and safe developments |
| J. Public health services | |

Interaction with County Departments - I

GODBE RESEARCH
Gain Insight

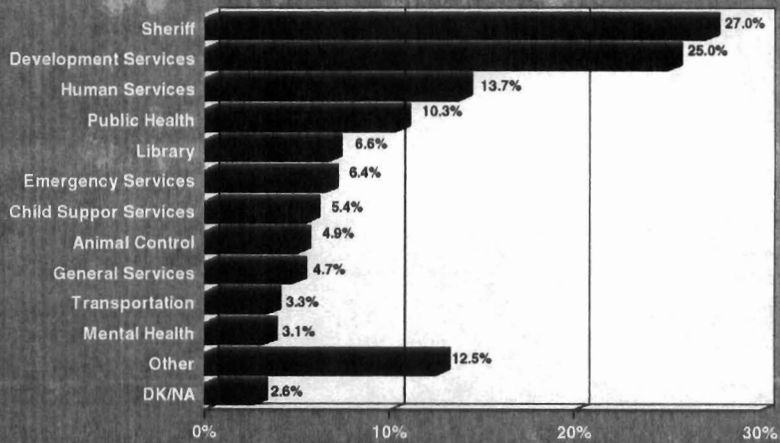
10. In the past 12 months, have you, or any member of your household, interacted with an El Dorado County department or agency for service?



Interaction with County Departments II

GODBE RESEARCH
Gain Insight

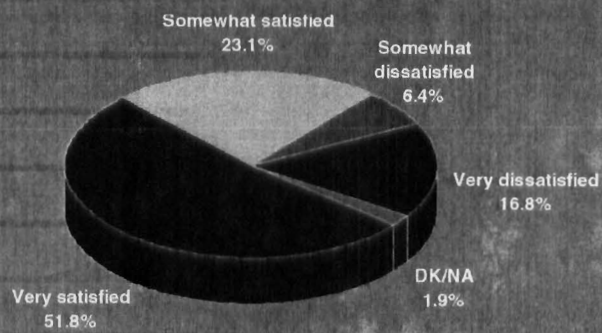
11. Which County department or agency did you, or your household member, interact with? (n = 316)



Satisfaction with Interaction

GODBE RESEARCH
Gain Insight

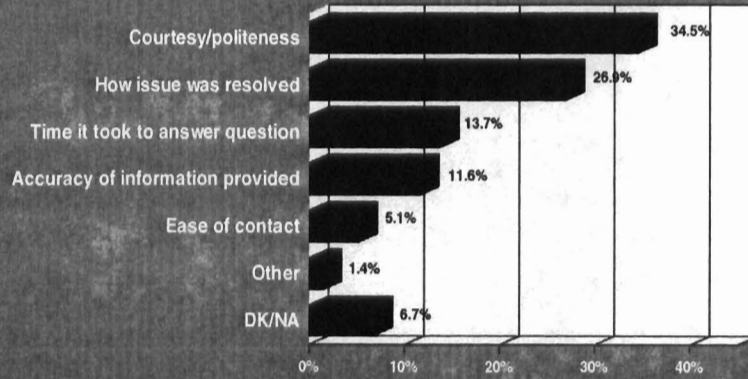
12. Were you, or your household member, satisfied or dissatisfied with your interaction with that department or agency? (n = 316)



Reason for Satisfaction with Interaction

GODBE RESEARCH
Gain Insight

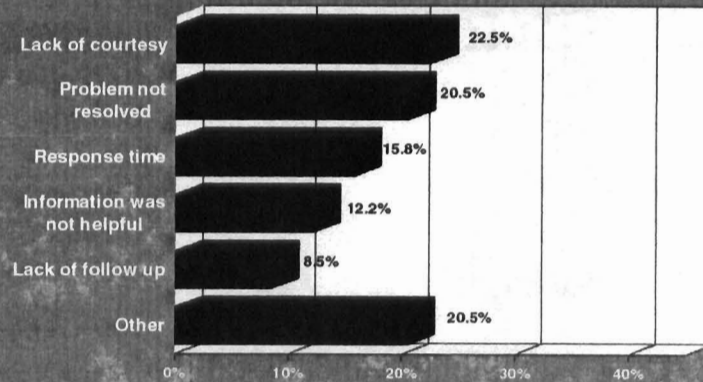
13. What is the single most important reason you were <ANSWER FROM Q12> with your interaction with that/those County department(s) or agency/agencies? (n = 237)



Reason for Dissatisfaction with Interaction

GODBE RESEARCH
Gain Insight

14. What is the single most important reason you were <ANSWER FROM Q12> with your interaction with that/those County department(s) or agency/agencies? (n = 73)



Summary – Overall Perceptions

GODBE RESEARCH
Gain Insight

- Overall, residents have positive quality of life perceptions:
 - 88 percent report being somewhat or very satisfied with the overall quality of life.
 - *Most liked features:* natural environment and rural atmosphere;
Least liked features: traffic congestion, growth, and isolation.
 - *Most satisfied:* safety and quality of local neighborhoods;
Least satisfied: rate of population growth.
- Residents are also satisfied with County services:
 - 8 out of 10 residents are satisfied with the overall job the County is doing to provide services.
 - *Most satisfied:* Ambulance services and County park facilities;
Least satisfied: street maintenance/repair and traffic flow.

Summary – Interactions with County

GODBE RESEARCH
Gain Insight

- 53 percent of the residents have interacted with a County department in the past 12 months:
 - Sheriff, Development Services, Human Services, and Public Health Services were the most frequently mentioned.
 - Approximately 75% of residents were satisfied with their interaction.
 - Courtesy of department staff and the manner in which an issue is resolved largely influence the satisfaction of interactions.

Summary – Important Services

GODBE RESEARCH
Gain Insight

Maintain the following important services with high resident satisfaction:

- Public information services about County programs and services
- Public health services
- Services for seniors
- Sheriff Department services
- Agricultural Department services
- Ambulance services

Consider improving on the following important services with lower resident satisfaction ratings:

- Street maintenance and repair
- Services for low income residents
- Enforcing codes and guidelines for quality and safe developments
- Child support services
- Services for Veterans

