



**Hard-copy surveys must be returned to City Hall by Wednesday, May 17  
(Survey closes online on Tuesday, May 23)**

**Survey available online at [www.citygateassociates.com/sonora](http://www.citygateassociates.com/sonora)**

Thank you for taking the time to complete this important survey. The City of Sonora is currently in the process of conducting a Citywide organizational review including a strategic planning and public facilitation session to review and determine organizational goals, objectives, and priorities. While the City has goals for delivering the best services possible, we need to know what is important to our community.

This survey is being conducted by Citygate Associates, LLC, a consultancy hired by the City to assist with the development and facilitation of a strategic plan.

We ask that you fill out the survey based upon your experiences with the services provided by the City of Sonora. Your responses are valued and will help to identify which services are priorities to the public, which services are meeting expectations, and if there are any gaps between community expectations and the delivery of services.

All responses will be kept strictly confidential. No names or other identifying information are being collected to ensure complete anonymity.

**We thank you in advance for your input.**

### **BASIC INFORMATION**

**Please tell us a little about yourself. This information will help us to better understand your responses and respond to your concerns.**

<b>I own a home in the City of Sonora</b>	Yes	No
<b>I live in this home full-time</b>	Yes	No
<b>I live in this home part-time</b>	Yes	No
<b>I use this owned home for a rental property</b>	Yes	No
<b>This home is used for a short-term rental</b>	Yes	No
<b>I rent my residence in the City of Sonora</b>	Yes	No
<b>Please specify where you live:</b>		
<input type="checkbox"/> I live within the incorporated City of Sonora limits		
<input type="checkbox"/> I live in the unincorporated Sonora area within the 95370 zip code		
<input type="checkbox"/> I live in a different zip code		
<input type="checkbox"/> I am unsure		
<b>I have been living here for:</b>		
<input type="checkbox"/> Less than 1 year		
<input type="checkbox"/> 1 to 5 years		
<input type="checkbox"/> 5 to 10 years		
<input type="checkbox"/> More than 10 years		
<b>I own a business in the City of Sonora</b>	Yes	No
<b>I work in the City</b>	Yes	No

**I commute to work:**

- 24 miles or less
- 25 to 49 miles
- 50 to 69 miles
- More than 70 miles
- I do not commute

**QUALITY OF LIFE ISSUES**

Please rate your **LEVEL OF AGREEMENT** with the following statements from “Strongly Agree” to “Strongly Disagree” or “Don’t Know or N/A.”

Quality of Life Statements	5 Strongly Agree	4 Agree	3 Neither Agree nor Disagree	2 Disagree	1 Strongly Disagree	Don't Know or N/A
The overall quality of life in the City is good						
I feel a strong sense of community in the City						
The residential areas in the City are attractive						
The City has a vibrant downtown area						
The City has an ample number of choices for shopping						
The City has an ample number of restaurant options						
The City provides plenty of opportunities to enjoy the nightlife						
The commercial areas in the City are attractive						
The City draws good business investments						
The City's economy is sound						
There are adequate employment opportunities in the City						
There is good business and economic development planning within City government						
Retail shopping areas in the City are attractive						
The City is generally a safe place to live and/or work						
The City is a good place to raise children						
There are adequate parks and recreation amenities in the City						
There is good access to arts and cultural opportunities in the City						
The City is environmentally friendly						
The downtown has adequate parking						
The downtown has adequate parking for big events						
Vacant properties in the downtown should be a top priority						
The City needs to re-engage the community to discuss the General Plan and potential development and growth impacts						
The City has adequate internet options in City-owned public buildings						
The City is adequately prepared to respond in a disaster						
The City needs to make homelessness a top priority						
The City's police safety programs are adequate						
The City's infrastructure is sufficient						
The City is adequately marketed as a tourist destination						
The City supports its business community						

**PROVISION OF CITY SERVICES**

Please rate your **LEVEL OF SATISFACTION** with the following City services from “Very Satisfied” to “Very Dissatisfied” or “Don’t Know or N/A.”

City Services	5 Very Satisfied	4 Satisfied	3 Neither Satisfied nor Dissatisfied	2 Dissatisfied	1 Very Dissatisfied	Don't Know or N/A
Crime prevention						
Law enforcement emergency response						
Traffic enforcement						
Law enforcement public education programs						
Fire emergency response						
The City’s preparedness to support the community during disasters						
Fire prevention						
Animal control services						
Street maintenance						
Maintenance of sidewalks						
Street sweeping services						
Maintenance of street trees and landscaping						
Storm water drainage						
City building facilities						
Building and development permit process (i.e., assistance, application, plan review)						
Residential and commercial building inspection services						
Commercial vehicle enforcement						
Historic preservation efforts and services						
Code enforcement						
Long-range planning and development						
Park maintenance						
Special events sponsored by the City						
Children’s and teens’ recreation programs						
Senior Center						
Senior recreation programs						
Senior services						
Adult recreation programs						
Community housing programs						
Community redevelopment programs						
Organization and accessibility of City website						
Timeliness of information on City website						
City staff’s responsiveness to my concerns or comments						
Process of obtaining information I have requested						
Friendliness and welcoming nature of City staff						

## OVERALL CITYWIDE OPERATIONS

Please rate the following areas that address general, Citywide operations from “Very Good” to “Very Bad” or “Don’t Know or N/A.”

Citywide Operations	5 Very Good	4 Good	3 Neutral	2 Bad	1 Very Bad	Don't Know or N/A
Direction, guidance, and vision of City leaders						
Opportunities for community member and business owner input into City processes and decisions						
City communications that provide key information and issues to community members and business owners						
City government's overall ability to meet the City's needs now and in the future						
City as a well-run, efficient operation						
The level of City fees and taxes						
Overall, City's government services in meeting my expectations						
Overall, City services in comparison to services in other cities						

## HOMELESSNESS

**How concerned are you about the challenge of homelessness and its impact on the City of Sonora? (select only one)**

- Not at all concerned
- Somewhat concerned
- Quite concerned
- Very concerned

**On average, how often do you, your staff, and/or your constituents/customers/members interact with people experiencing homelessness? (select only one)**

- More than once per day
- Daily
- Weekly
- Two times per month
- Monthly
- Less frequently than monthly

**If you do have interactions with people who are experiencing homelessness, how would you describe the nature of the interactions? (check all that apply)**

- Cordial
- I get asked for money
- I clean up a mess that has been made
- I feel compassion
- Hostile
- Other (please describe) \_\_\_\_\_

**What do you think is the solution to the challenge of homelessness in Sonora? (select only one)**

- Reunite people with their family and support networks
- Build more affordable housing
- Increase mental health and addiction treatment
- Ignore it
- Other (please describe) \_\_\_\_\_

**Do you believe more education about homelessness would be beneficial?**

- Yes
- No
- No opinion or unsure

## **POPULATION AND GROWTH**

**How fast should the City's population grow?**

- Very fast
- Fast
- Moderate
- Slow
- Very slow
- Not at all
- No opinion or unsure

**Please evaluate the pace of the City's population growth:**

- City population is growing too fast
- City population is growing at an appropriate pace
- City population is growing too slowly
- No opinion or unsure

## **CITY COMMUNICATION AND UPDATES**

**I would prefer to receive information regarding operations of City government in the following way(s): (check all that apply)**

- Email newsletter
- Printed newsletter
- Facebook
- Twitter
- Nextdoor
- City website
- Attending City Council meetings
- Other (please describe) \_\_\_\_\_

[If "Email newsletter" was selected] Please feel free to provide your email address. This information will not be used to identify your response.

**How often would you like to be updated on City operations/announcements?**

- Monthly
- Quarterly
- Semi-annually
- Annually
- I do not wish to receive City announcements

**PRIORITIES AND FEEDBACK**

In your opinion, what are the top three *specific* priorities that should be focused on by the City in order of importance?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What do you like best about the City of Sonora?

What is your current biggest concern about the City of Sonora?

Thank you for your participation in this Community Survey for the City of Sonora!

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