

**CITY OF SANTA BARBARA GENERAL PLAN UPDATE SURVEY**  
**320-371**  
**WFT N = 400**

Hello, I'm \_\_\_\_\_ from FMA, a public opinion research company. We're conducting a public opinion survey about issues that interest residents of the City of Santa Barbara. We are definitely not trying to sell anything, and we are only interested in your opinions. If we are calling you on your cellular phone, please make sure you are in a safe place to talk. May I speak with the youngest adult in the household who is 18 years of age or older? **(IF NOT AVAILABLE, ASK:)** "May I speak to another adult in the household?"

A. Are you a resident of the City of Santa Barbara or a student living in the City of Santa Barbara?

Yes-----100%  
 No----- **TERMINATE**  
**(DON'T KNOW/NA)**----- **TERMINATE**

**(RESUME ASKING ALL RESPONDENTS)**

1. Let me ask you, thinking about the City of Santa Barbara in general, would you say things are going in the right direction or would you say they are off on the wrong track?

Right direction----- 53%  
 Wrong track----- 37%  
**(DON'T KNOW/NA)**----- 10%

2. Next, I am going to mention the names of some groups that are active in the City of Santa Barbara. For each one, please tell me if they are doing an excellent job, a good job, only a fair job, or a poor job. If you have never heard of the group, or if you do not know enough about them to rate their job performance you can tell me that too.

	<u>EXC</u>	<u>GOOD</u>	<u>ONLY FAIR</u>	<u>POOR</u>	<u>NEVER HEARD OF</u>	<u>DK/ CAN'T RATE</u>
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**(ALWAYS ASK ITEM A FIRST)**

a. The City of Santa Barbara government overall-----	3%	39%	36%	16%	0%	7%
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**(ROTATE ITEMS B-F)**

[ ]b. The Santa Barbara City Council-----	3%	33%	32%	20%	1%	10%
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**(SPLIT SAMPLE A ONLY)**

[ ]c. The City of Santa Barbara Architectural Board of Review-----	6%	25%	30%	17%	5%	17%
[ ]d. The City of Santa Barbara Planning Commission-----	3%	29%	32%	20%	2%	15%

	<u>EXC</u>	<u>GOOD</u>	<u>ONLY FAIR</u>	<u>POOR</u>	<u>NEVER HEARD OF</u>	<u>DK/ CAN'T RATE</u>
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]e. The City of Santa Barbara Historic Landmarks Commission-----	10%	31%	21%	4%	7%	25%
[ ]f. The City of Santa Barbara Transportation and Circulation Committee-----	11%	33%	28%	11%	3%	14%
[ ]g. The City of Santa Barbara Housing Authority Commission-----	2%	32%	27%	19%	4%	16%

**(RESUME ASKING ALL RESPONDENTS)**

3. Next, I would like you to rate the job the City of Santa Barbara is doing on issues important to residents. For each one, please tell me if you think City government is doing an excellent job, a good job, only a fair job, or a poor job on that particular issue. **(ROTATE)**

	<u>EXC</u>	<u>GOOD</u>	<u>ONLY FAIR</u>	<u>POOR</u>	<u>(DK/NA)</u>
[ ]a. Managing growth and development -----	7%	32%	35%	24%	3%
[ ]b. Limiting traffic congestion -----	2%	23%	37%	35%	3%
[ ]c. Providing housing affordable for low and moderate income families -----	5%	23%	30%	36%	7%
[ ]d. Programs to make Santa Barbara more energy efficient, increase resource conservation and promote environmentally friendly policies-----	11%	35%	36%	12%	6%
[ ]e. Providing public safety services, including police, fire and 9-1-1 emergency response-----	17%	54%	19%	8%	2%
[ ]f. Maintaining the City's character -----	17%	46%	21%	13%	3%
[ ]g. Preserving Santa Barbara's historic buildings-----	24%	45%	21%	5%	5%

**(RESUME ASKING ALL RESPONDENTS)**

4. I am now going to read you a list of issues that the City of Santa Barbara government will have to address in the future. For each one I mention, please use a scale from one to seven, where one means you think it is **NOT AT A PRIORITY** and seven means you think it is **A TOP PRIORITY** that City government must consider as it plans for the future of Santa Barbara.

	<u>NOT A PRIORITY</u>							<u>TOP PRIORITY</u>		<u>MEAN</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>(DK)</u>		
<b>(ROTATE)</b>										
[ ]a. Managing growth, which includes renovating existing buildings and new construction of retail, commercial and residential buildings-----	3%	5%	6%	17%	29%	15%	23%	2%	5.0	
[ ]b. Reducing congestion by improving traffic flow and public transportation services -----	2%	3%	8%	10%	21%	21%	34%	1%	5.4	
[ ]c. Maintaining Santa Barbara's character by preserving historic buildings and sites-----	4%	7%	8%	14%	19%	19%	28%	2%	5.1	

	NOT A PRIORITY					TOP PRIORITY		MEAN	
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u> (DK)		
[ ]d. Increasing the availability of housing for middle income families earning up to 106 thousand dollars a year -----	7%	6%	11%	16%	17%	11%	29%	3%	4.9

5. Thinking for a moment about the planning process for managing growth and development in the City of Santa Barbara, in general how familiar are you with the City’s planning process? Would you say you are very familiar, somewhat familiar, not too familiar or not familiar at all with the City’s planning process for managing growth and development?

Very familiar ----- 15%  
 Somewhat familiar----- 44%  
 Not too familiar ----- 24%  
 Not at all familiar ----- 18%  
 (DON'T READ) DK/NA----- 0%

6. When it comes to managing growth and development in the City of Santa Barbara, would you say City government listens to residents’ opinions and concerns a great deal, some, a little or does not listen to residents’ opinions and concerns at all?

A great deal ----- 15%  
 Some----- 41%  
 A little----- 24%  
 Not at all ----- 15%  
 (DON'T KNOW/NA)----- 5%

7. Next, I’m going to ask you about different types of buildings in Santa Barbara. After I read each one, please tell me whether you think over the next ten to twenty years the City of Santa Barbara will need a lot more, some more, a little more, or no more of that type of building. (ROTATE)

	<u>A LOT MORE</u>	<u>SOME MORE</u>	<u>A LITTLE MORE</u>	<u>NO MORE</u>	(DON'T READ) (DK/NA)
[ ]a. Single-family residential housing -----	33%	33%	19%	11%	4%

**(SPLIT SAMPLE A ONLY)**

[ ]b. Multi-family residential housing, such as condominiums-----	29%	30%	21%	17%	2%
[ ]c. Housing middle-income couples earning up to 80 thousand dollars a year can afford-----	35%	38%	14%	12%	1%
[ ]d. Renovating and upgrading existing commercial and retail buildings-----	20%	36%	22%	20%	3%

	<u>A LOT MORE</u>	<u>SOME MORE</u>	<u>A LITTLE MORE</u>	<u>NO MORE</u>	<u>(DON'T READ) (DK/NA)</u>
<b>(SPLIT SAMPLE B ONLY)</b>					
[ ] e. Multi-family residential housing, such as apartments	29%	36%	21%	14%	0%
[ ] f. Housing low-income couples earning up to 50 thousand dollars a year can afford	44%	27%	15%	7%	6%
[ ] g. Construction of new commercial and retail buildings	11%	20%	34%	35%	1%

**(RESUME ASKING ALL RESPONDENTS)**

8. Now I'm going to read you a list of statements. After I read each one, I'd like you to tell me whether you generally agree or disagree with the statement. **(IF AGREE/DISAGREE, ASK: "Is that strongly (AGREE/DISAGREE) or just somewhat?")**

	<u>STR. AGREE</u>	<u>S.W. AGREE</u>	<u>S.W. DISAG.</u>	<u>STR. DISAG.</u>	<u>(DK/ NA)</u>
<b>(SPLIT SAMPLE A ONLY)</b>					
[ ] a. The lack of affordable housing is affecting the social and economic diversity of the City's population	49%	25%	15%	8%	3%
[ ] b. The character of the City of Santa Barbara is being changed due to too much growth and development in recent years	33%	32%	23%	11%	1%
[ ] c. The City has done a poor job of controlling development	31%	26%	26%	15%	3%

**(SPLIT SAMPLE B ONLY)**

[ ] d. The lack of affordable housing is affecting commute patterns in the City of Santa Barbara	54%	29%	7%	7%	4%
[ ] e. Santa Barbara has maintained its character as a small and historic City	37%	32%	15%	13%	2%
[ ] f. The City has done a poor job of enforcing current land use regulations	21%	28%	20%	12%	19%

**(RESUME ASKING ALL RESPONDENTS)**

10. Next, have you seen or heard anything recently about a program called Plan Santa Barbara? **(IF YES, ASK: "Have you heard a great deal, something, or very little about it?")**

Yes, a great deal	7%
Yes, something	13%
Yes, very little	15%
No, haven't heard anything	64%
<b>(DON'T READ) Don't know</b>	2%

11. Have you gone to the website, "You Plan S-B" to review information about Plan Santa Barbara? **(IF YES, ASK:)** "Would you say visit this website frequently, occasionally, hardly ever or have you only gone to the website once?"

Yes, frequently----- 3%  
 Yes, occasionally ----- 4%  
 Yes, hardly ever ----- 2%  
 Yes, only once ----- 1%  
 No, never been to the website ----- 89%  
**(DON'T READ)** Don't know ----- 2%

12. Have you attended or participated in any of the following as part of the Plan Santa Barbara Program?

	<u>YES</u>	<u>NO</u>	<u>(DK/NA)</u>
<b>(ROTATE)</b>			
[ ]a. A community workshop held at various locations throughout the City, including the Santa Barbara library, La Casa de la Raza, and Hope School -----	13%	83%	4%
[ ]b. A meeting sponsored by a community group, such as the Chamber of Commerce, League of Women Voters, a local nonprofit organization or religious group -----	14%	81%	5%
[ ]c. A City Planning Commission meeting -----	12%	83%	5%
[ ]d. A City Council meeting-----	14%	81%	5%

**(RESUME ASKING ALL RESPONDENTS)**

13. Based on what you have seen or heard or just my mentioning it, would you say you generally have a favorable or unfavorable opinion of the program Plan Santa Barbara? **(IF FAVORABLE/ UNFAVORABLE, ASK: "Is that very FAVORABLE/UNFAVORABLE or just somewhat?")**

Very favorable ----- 12%  
 Somewhat favorable----- 23%  
 Somewhat unfavorable ----- 5%  
 Very unfavorable----- 3%  
**(DON'T READ)** Don't know/Can't rate ----- 56%

**LET ME GIVE YOU A LITTLE MORE INFORMATION ABOUT PLAN SANTA BARBARA. PLAN SANTA BARBARA IS A MULTI-YEAR PROGRAM ORGANIZED BY THE CITY PLANNING DEPARTMENT TO ENGAGE SANTA BARBARA RESIDENTS, COMMUNITY ORGANIZATIONS AND LOCAL BUSINESSES TO UPDATE THE CITY'S GENERAL PLAN TO DEVELOP HOUSING, TRANSPORTATION, AND ENVIRONMENTAL POLICIES TO BEST MEET THE CITY OF SANTA BARBARA'S NEEDS NOW AND IN THE FUTURE. AS PART OF PLAN SANTA BARBARA, THE CITY HAS BEEN CONDUCTING PUBLIC FORUMS AND WORKSHOPS TO ALLOW COMMUNITY MEMBERS TO SHARE THEIR OPINIONS, CONCERNS, PRIORITIES, AND ALLOW THE PUBLIC TO PROVIDE INPUT ON UPDATING THE CITY'S GENERAL PLAN TO BETTER MANAGE GROWTH AND DEVELOPMENT IN SANTA BARBARA.**

14. Based on the findings of Plan Santa Barbara program, the City is likely to adopt a series of policies to update the City’s General Plan and better manage growth and development within Santa Barbara. Next, I am going to mention some of the possible proposals the City could adopt. After I read each one, please tell me whether you support or oppose that policy. **(IF SUPPORT/OPOSE, ASK: “Is that strongly SUPPPORT/OPOSE or just somewhat?”) (ROTATE)**

	<u>STR.</u> <u>SUPP.</u>	<u>S.W.</u> <u>SUPP.</u>	<u>S.W.</u> <u>OPP.</u>	<u>STR.</u> <u>OPP.</u>	<u>(DK/NA)</u>
<b>(SPLIT SAMPLE A ONLY)</b>					
[ ]a. Limiting new commercial and business growth in the City over the next 20 years-----	34%	29%	17%	18%	3%
[ ]b. Promoting new commercial and business development projects to create jobs and provide cultural and educational opportunities, health care services, and programs to serve local youth-----	50%	32%	8%	6%	3%
[ ]c. Encouraging new multi-unit projects to provide housing affordable for low, moderate and middle income households-----	51%	20%	13%	10%	6%
[ ]d. Promoting new multi-unit residential development projects to provide housing for essential local workers, such as nurses, firefighters, police officers and teachers-----	50%	31%	13%	4%	1%
[ ]e. Encouraging mixed-used projects, which combine commercial and residential uses in the same building, that provide community amenities, including plazas and providing access to open spaces-----	37%	36%	11%	11%	6%
[ ]f. Preserving local open-space and natural resources, including wetlands, creeks, community gardens, and nature trails-----	62%	22%	10%	3%	3%
[ ]g. Alleviating traffic congestion and reducing the need for parking in downtown Santa Barbara by expanding transit and encouraging people to bike and walk-----	58%	22%	9%	6%	4%

<b>(SPLIT SAMPLE B ONLY)</b>					
[ ]h. Promoting mixed-use projects, which combine commercial and residential uses in the same building, to be built near major transportation corridors to reduce commutes and traffic congestion-----	40%	35%	7%	10%	7%
[ ]i. Limiting the number of parking spaces allowed in new commercial and multi-unit residential buildings to reduce traffic congestion and increase usage of transit, car sharing, bicycling and walking-----	27%	32%	15%	18%	8%
[ ]j. Creating more dedicated bike lanes to encourage bike usage and promote safety-----	48%	32%	9%	4%	7%
[ ]k. Reducing carbon emissions by increasing the use of renewable resources, such as wind and solar power-----	61%	24%	5%	4%	6%

STR.    S.W.    S.W.    STR.  
SUPP.   SUPP.   OPP.   OPP.   (DK/NA)

**(SPLIT SAMPLE B CON'T)**

- [ ]l. Promoting mixed-use projects, which combine commercial and residential uses in the same building, to create complete neighborhoods that provide residents access to community services, parks and recreational areas-----48% ---- 32% -----5% ----- 8% -----6%
- [ ]m. Avoiding new building projects from severely obstructing existing views -----52% ---- 23% -----6% ----- 10% -----8%

**(RESUME ASKING ALL RESPONDENTS)**

15. I would like to change topics slightly and ask you about a related issue. As far as you know, does the City of Santa Barbara currently have a height restriction for buildings in areas zoned for business and commercial use in downtown Santa Barbara? **(IF YES, ASK:)** "Do you think the height restriction for business and commercial buildings in downtown Santa Barbara is three to four stories, up to 45 feet; four stories or 60 feet; five stories or 75 feet, or do you think the height restriction on downtown business and commercial buildings is higher than five stories or more than 75 feet?"

Yes, three to four stories, up to 45 feet----- 37%  
 Yes, four stories, 60 feet ----- 27%  
 Yes, five stories, 75 feet----- 6%  
 Yes, higher than five stories, more than 75 feet----- 2%  
 No, no height restriction----- 7%  
**(DON'T KNOW/NA)** ----- 21%

**LET ME TELL YOU THAT IN FACT THE CITY OF SANTA BARBARA DOES RESTRICT THE HEIGHT OF BUILDINGS. SPECIFICALLY, THE HEIGHT RESTRICTION FOR BUILDINGS IN RESIDENTIAL COMMUNITIES IS 30 FEET, OR TWO TO THREE STORIES. THERE IS A 45 FOOT, THREE STORIES, HEIGHT RESTRICTION ON MULTI-FAMILY RESIDENTIAL AND COMMERCIAL BUILDINGS IN CERTAIN NEIGHBORHOODS, AND A 45 FOOT HEIGHT RESTRICTION ON BUILDINGS ALONG THE CITY'S WATERFRONT. THERE IS ALSO A 60 FOOT, FOUR STORIES, HEIGHT RESTRICTION ON BUILDINGS IN DOWNTOWN SANTA BARBARA AND AREAS ZONED FOR COMMERCIAL MANUFACTURING. FOR EXAMPLE, THE NEW HOTEL ON THE CORNER OF CORRILLO AND CHAPALA STREETS IS SIXTY FEET.**

16. Having heard this information, let me ask you, do you think the height restriction for only buildings in downtown Santa Barbara should be decreased, stay the same or increased? **(IF DECREASED/INCREASED, ASK:)** "Is that definitely **(DECREASED/INCREASED)** or just probably?"

Definitely decrease ----- 16%  
 Probably decrease ----- 11%  
 Stay the same----- 56%  
 Probably increase ----- 6%  
 Definitely increase ----- 5%  
**(DON'T KNOW/NA)** ----- 6%

17. Next, I am going to read two policy options being proposed regarding the height of buildings in downtown Santa Barbara. After I read each one please tell me which one best represents your way of thinking on this issue. (ROTATE STATEMENTS)

[ ] The City of Santa Barbara should retain the current sixty feet, four stories, height limit for the downtown area, but lower the height limit on development projects that are adjacent to historic structures and nearby residential neighborhoods. ----- 44%

OR

[ ] The City of Santa Barbara should lower the building height limit to forty feet in the El Pueblo Viejo historic downtown district and lower the building height limit to 45 feet, four stories for all commercially zoned areas in the City. ----- 30%

(DON'T READ) Neither ----- 6%
(DON'T READ) Both ----- 7%
(DON'T READ) Need more information ----- 10%
(DON'T READ) DK/NA ----- 3%

18. Next, I am going to read several pairs of statements in response to the two policy options being considered regarding the height of buildings in downtown Santa Barbara. After I read each one please tell me which one comes closest to your opinion. (ROTATE STATEMENTS WITHIN EACH PAIR BUT DO NOT ROTATE ITEMS)

(SPLIT SAMPLE A ONLY)

a. [ ] The sixty feet, four story height limit should be maintained because allowing new multi-unit residential housing can create more housing that middle-income families of four earning up to 106 thousand dollars per year can afford. ----- 34%

OR

[ ] The sixty feet, four story height limit should be lowered because the small town character of the City needs to be protected. ----- 41%

(DON'T READ) DK/NA ----- 8%
(DON'T READ) Neither ----- 9%
(DON'T READ) Both ----- 8%

**(SPLIT SAMPLE B ONLY)**

b.  The sixty feet, four story height limit should be maintained because it provides more mixed use opportunities adjacent to transit and walk able access to commercial services. ----- 43%

**OR**

The sixty feet, four story height limit should be lowered to preserve Santa Barbara’s unique character and historic sites that are critical to residents quality of life. ----- 43%

**(DON’T READ) DK/NA**----- 6%

**(DON’T READ) Neither** ----- 3%

**(DON’T READ) Both**----- 5%

**(RESUME ASKING ALL RESPONDENTS)**

c.  California coastal cities, like Santa Barbara, always have a high demand for affordable housing. The City cannot control the local housing market and it is not the responsibility of City government to create more residential units for certain incomes levels.----- 30%

**OR**

The City should adopt policies that will encourage the building of more housing that low and moderate income couples and families can afford. This will promote greater social and economic diversity in the City and enable teachers, firefighters, police officers and nurses who work in Santa Barbara to live here. ----- 53%

**(DON’T READ) DK/NA**----- 6%

**(DON’T READ) Neither** ----- 4%

**(DON’T READ) Both**----- 7%

**WE'RE JUST ABOUT DONE. I'M ONLY GOING TO ASK YOU A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES.**

19. Do you ... **(READ LIST)**

Own a single family home ----- 53%

Own a condominium ----- 7%

Rent an apartment or home ----- 39%

**(DON’T READ) DK/NA/REFUSED** ----- 1%

20. What was the last level of school you completed?

Grades 1-8 ----- 2%  
 Grades 9-11 ----- 2%  
 High school graduate (12) ----- 18%  
 Some college/vocational school----- 24%  
 College graduate (4 years) ----- 37%  
 Post-graduate work ----- 17%  
**(DON'T READ) DK/NA/REFUSED ----- 0%**

21. Do you currently have any school-aged children under age 19 living at home?

Yes----- 27%  
 No----- 71%  
**(DON'T KNOW/NA)----- 2%**

22. With which racial or ethnic group do you identify yourself? **(READ RESPONSES)**

Hispanic or Latino----- 26%  
 African-American or Black ----- 2%  
 Anglo/White----- 60%  
 Asian ----- 5%  
 Something else ----- 4%  
**(DON'T READ) Refused/NA----- 3%**

23. In what year were you born?

1990-1984 (18-24) ----- 10%  
 1983-1979 (25-29) ----- 2%  
 1978-1974 (30-34) ----- 6%  
 1973-1969 (35-39) ----- 7%  
 1968-1964 (40-44) ----- 9%  
 1963-1959 (45-49) ----- 9%  
 1958-1954 (50-54) ----- 10%  
 1953-1949 (55-59) ----- 11%  
 1948-1944 (60-64) ----- 8%  
 1943-1934 (65-74) ----- 12%  
 1933 or earlier (75 & over) ----- 11%  
**(REFUSED/DK/NA)----- 5%**

24. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2007?

\$30,000 and under----- 15%  
 \$30,001 - \$60,000 ----- 21%  
 \$60,001 - \$90,000 ----- 16%  
 \$90,001 - \$120,000 ----- 10%  
 More than \$120,000 ----- 16%  
**(DON'T READ) Refused ----- 22%**

THANK AND TERMINATE

Gender by observation:

Male ----- 49%  
Female ----- 51%

Phone # \_\_\_\_\_

Date \_\_\_\_\_

ZIP \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

Interviewer \_\_\_\_\_

Cluster # \_\_\_\_\_

Verified by \_\_\_\_\_

Page # \_\_\_\_\_

**PHONE**

Landline ----- 84%

Cell ----- 16%