



# COMMUNITY OPINION SURVEY SUMMARY REPORT

PREPARED FOR THE  
**CITY OF SAN MATEO**



FEBRUARY 2025



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## INTRODUCTION

Incorporated in 1894, the City of San Mateo encompasses 15.9 square miles in the San Francisco Bay Area and is currently home to an estimated 103,352 residents.<sup>1</sup> One of only two charter cities in San Mateo County, the City is governed by a five-member City Council, while the City's daily operations are managed by a dedicated team of employees that provide a full suite of services to residents and the local business community.

To monitor its progress in meeting residents' needs, the City engages residents on a daily basis and receives periodic *subjective* feedback regarding its performance and policies. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias. The City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be those who are either *very pleased* or *very displeased* with a particular service or policy, their collective opinions are not necessarily representative of the City's resident population as a whole.

**PURPOSE OF STUDY** The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a *statistically reliable* understanding of its residents' satisfaction, priorities, opinions, and concerns as they relate to city services, facilities, and policies. Ultimately, the survey results and analyses presented in this report will provide Council and staff with information that can be used to make sound, strategic decisions in a variety of areas including service improvements and enhancements, measuring and tracking internal performance, planning, budgeting, policy-making, and community outreach.

To assist in this effort, the City selected True North Research to design the research plan and conduct the survey. Broadly defined, the survey was designed to:

- Identify key issues of importance for residents, as well as their perceptions of the quality of life in San Mateo;
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on strategic priorities for the next two years;
- Determine satisfaction with (and perceived effectiveness of) the City's communication with residents; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

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1. Source: State of California, Department of Finance, E-1 City/County Population Estimates, January 2024.

**OVERVIEW OF METHODOLOGY** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 34). In brief, the survey was administered to a random sample of 750 adults who reside in the City of San Mateo. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between February 8 and February 12, 2025, the average interview lasted 18 minutes.

**STATISTICAL SIGNIFICANCE** This is not the first statistically reliable community survey conducted for the City of San Mateo. Similar studies were conducted by True North for the City in 2020 and 2022, and many of the questions included in the 2025 survey were purposely tracked from those studies. Because there is a natural interest in tracking the City's performance in meeting the evolving needs of its residents, where appropriate the results of the current study are compared with the results of identical questions in the prior surveys. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the most recent prior survey (2022) and the current (2025), as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2025.

**ORGANIZATION OF REPORT** This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 37), and a complete set of crosstabulations for the survey results is contained in Appendix A.

**ACKNOWLEDGEMENTS** True North thanks the City of San Mateo for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city representatives and staff improved the overall quality of the research presented here.

**DISCLAIMER** The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of San Mateo. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific

surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,500 survey research studies for public agencies—including more than 500 studies for California municipalities and special districts.



## KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of San Mateo with a statistically reliable understanding of its residents' satisfaction, opinions, and priorities as they relate to city services, facilities, and policies. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, planning, establishing budget priorities, and community engagement.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the survey results answer key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

*How well is the City performing in meeting the needs of San Mateo residents?*

The vast majority of San Mateo residents continue to be satisfied with the City's overall efforts to provide services and with the quality of life in their city. Moreover, as detailed on page 6, resident satisfaction improved significantly during the past three years in many service areas.

When asked to rate the City's overall performance in providing municipal services, seven-in-ten (71% of) residents surveyed in 2025 indicated they were satisfied with the City's overall efforts to provide municipal services, whereas 17% were dissatisfied and the remaining 12% were unsure or did not provide a response. Overall satisfaction has remained consistent since the first survey in 2020, ranging between 71% and 74% (see *Overall Satisfaction* on page 13).

The level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific services, with the highest satisfaction scores assigned to the City's efforts to provide library services (96% very or somewhat satisfied), provide fire protection, prevention, and emergency medical services (93%), maintain public buildings and facilities like City Hall, libraries, and parking garages (92%), provide special events like community festivals and holiday celebrations (87%), and provide parks, sports fields, and recreation facilities (84%) (see *Specific Services* on page 15).

The City's performance providing municipal services has also contributed to a high quality of life for residents. Consistent with the 2022 survey, 84% of residents surveyed in 2025 provided excellent or good ratings to the overall quality of life in San Mateo. The majority of residents also shared positive assessments regarding San Mateo as a place to shop and dine (76% excellent or good), as a place to raise a family (67%), as a place to recreate (62%), and as a place to work (58%). Additionally, this sentiment was widespread, with seven-in-ten residents in

every identified subgroup rating the quality of life in San Mateo as excellent or good (see *Overall Quality of Life* on page 8). When asked in an open-ended manner to describe the things they value most about living in San Mateo, parks and recreation facilities and opportunities topped the list (19%), followed by shopping and dining opportunities (16%) and the downtown area (12%) (see *What Do You Like Most About Living in San Mateo?* on page 9).

*Where should the City focus its efforts in the future?*

In addition to measuring the City's current performance, a key goal of this study is to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although resident satisfaction in San Mateo is generally high (see above), there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents' verbatim answers regarding what they feel city government could do to make San Mateo a better place to live (see *What Should Be Changed?* on page 11), the levels of satisfaction found in specific service areas (see *Specific Services* on page 15), and the services with the greatest differences in opinion between satisfied and dissatisfied residents (see *Differentiators of Opinion* on page 16), the top priorities are: facilitating the creation of more affordable housing, managing land use and development (including limiting growth/preserving open space), managing traffic congestion, addressing homelessness, and promoting economic development to attract new businesses and good paying jobs to the city.

Examining the manner in which residents prioritize among potential strategic goals for the City's attention over the next two years yielded additional opportunity areas. Upgrading and maintaining public infrastructure including streets, stormwater systems, parks, pools, fire stations, libraries, community centers, and other public facilities was viewed as a top area of focus (93% high or medium priority), followed by improving the City's preparedness for emergencies and natural disasters (88%) and stabilizing and balancing the City's long-term financial condition (86%). Although facilitating the development of more affordable housing for middle and low-income families ranked third from last (out of 12 total projects), it is important to point out that half (51%) of all residents viewed it as a *high* priority (see *Strategic Plan* on page 18).

With the recommendation that the City focus on these areas, it is equally important to stress that when it comes to improving satisfaction in service areas, the appropriate strategy is often a combination of better communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City's current plans to facilitate affordable housing in San Mateo, or the limits of what

a city can do to address homelessness. Choosing the appropriate balance of actual service improvements and efforts to raise awareness on these matters will be a key to maintaining and improving the community's overall satisfaction in the short- and long-term.

*What were the most notable changes in the survey results between 2022 and 2025?*

Most key performance metrics in 2025 remained consistent with the results of the most recent prior study (2022), including ratings of the overall quality of life in the City, views on San Mateo as a place to raise a family, recreate, shop and dine, work, and retire, the City's overall performance rating, and satisfaction ratings for the majority of specific services. There was, however, an eight percentage point improvement in satisfaction with city-resident communication from 2022 to 2025 (discussed in greater detail in the next section).

Turning to specific services, statistically significant changes in satisfaction were recorded for eight (8) of the 18 services presented to residents in both studies, with three times as many improvements as declines (6 vs. 2). Double-digit increases in satisfaction were recorded for the City's efforts to address homelessness (+17%), provide special events like community festivals and holiday celebrations (+13%), and clean up litter and trash that people dump along streets, sidewalks, and in public areas (+10%). Resident satisfaction with the City's efforts to maintain local streets and roads (+9%), facilitate the creation of affordable housing (+6%), and provide police and crime prevention services (+5%) were also significantly higher in 2025 than 2022. Meanwhile, satisfaction with the City's efforts to provide bicycle lanes and paths (-8%) and provide paths and trails for walking, jogging, and running (-6%) experienced statistically significant declines during this same period.

*How well is the City communicating with San Mateo residents?*

The importance of city communication with residents cannot be overstated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of San Mateo's efforts to enhance the information flow to the City to better understand the community's concerns, perceptions, and needs. Some of San Mateo's many efforts to communicate with its residents include its newsletters, timely press releases, its website, and social media posts.

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, resident preferences for information sources are also dynamic, subject to change as new services are made available while

others may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

Against this backdrop of declining satisfaction with public agency communications *in general*, the survey results indicate that the City of San Mateo has improved in this area over the past three years, fully recovering the dip recorded from 2020 to 2022. Seven-in-ten residents (70%) said they were satisfied with the City's efforts to communicate through newsletters, the Internet, social media, and other means in 2025, which is up significantly from 2022's 62% (and back to the level recorded in 2020). Along the same line, fewer respondents indicated a desire for more information on a particular topic from the City in 2025 (24% in 2025 vs. 30% in 2022). Among those seeking additional information, the City's future commercial and residential development plans, city planning/vision, road/infrastructure maintenance, and affordable housing were the most frequently mentioned topics of interest. Residents also reported that email (88% very or somewhat effective), direct mail (78%), the City's website (72%), and social media (68%) were their preferred methods of receiving city information in 2025.

Further, the survey results show that the majority of residents rely on city sources to find out about City of San Mateo news, events, and programming. While the *San Mateo Daily Journal* continues to be the top individual source for information (36%), the next three were all city sources: email notifications from the City (32%), letters, postcards, flyers, or brochures mailed to the home from the City (29%), and the City's website (18%). Other city sources included street banners or message signs (10%), flyers or QR codes placed at city facilities and around the City (5%), and City Council Meetings (2%).

Taken together, and after accounting for respondents who mentioned multiple sources, 62% of residents reported relying on city sources for information in 2025, which is higher than 2022's 57% (although just shy of the threshold for statistical significance). In True North's experience, a high level of satisfaction with a city's communication efforts is generally associated with and likely caused by a greater reliance among *city-sponsored* sources of information such as newsletters, websites, and related publications (see *Communication* on page 24).

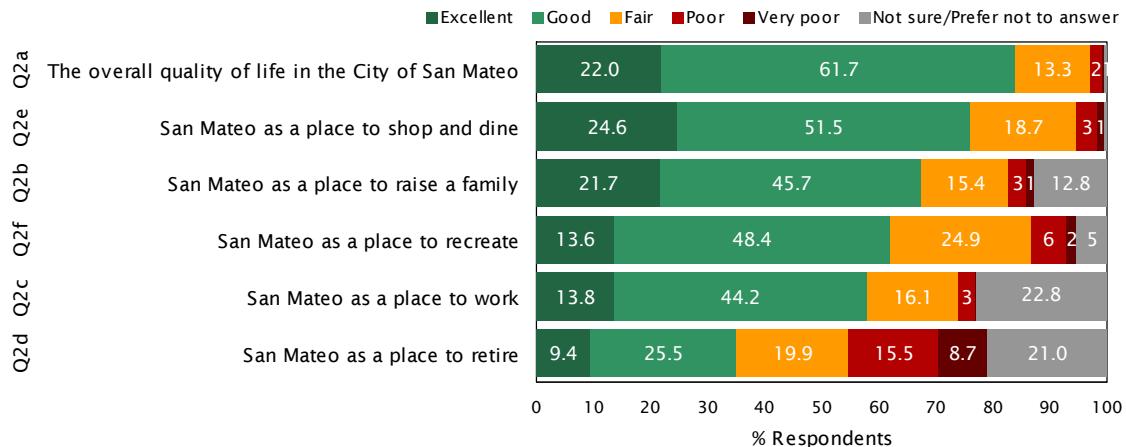
## QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in San Mateo, what they would most like to preserve about the City, as well as ways to improve the quality of life in San Mateo.

**OVERALL QUALITY OF LIFE** At the outset of the interview, respondents were asked to rate the City of San Mateo on a number of key dimensions—including overall quality of life, as a place to raise a family, and as a place to work—using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, the majority of residents shared favorable opinions of San Mateo on five of the six aspects tested, with the most positive ratings provided for the overall quality of life in the City (84% excellent or good), San Mateo as a place to shop and dine (76%), and as a place to raise a family (67%). Although still rated favorably by over half of respondents, residents provided somewhat softer ratings for San Mateo as a place to recreate (62%) and as a place to work (58%). Just over one-third of residents provided a favorable rating for San Mateo as a place to retire (35%), although approximately 21% held no opinion or did not provide a rating. It is worth noting that the percentage of residents who were unsure or unwilling to share their opinion ranged from a low of <1% for the overall quality of life to a high of 23% for San Mateo as a place to work.

**Question 2** *How would you rate: \_\_\_\_\_? Would you say it is excellent, good, fair, poor or very poor?*

**FIGURE 1 RATING CITY OF SAN MATEO**



As shown in Table 1 on the next page, the percentage of respondents who offered ratings of excellent or good in 2025 was statistically comparable to the levels recorded in 2022. Tables 2 through 5, meanwhile, show how the ratings for each dimension tested in Question 2 varied by length of residence, gender, age, presence and age(s) of children in the home, presence of a senior in the home, ethnicity, and home ownership. For ease of comparison, the top three ratings within each subgroup are highlighted green.

**TABLE 1 RATING CITY OF SAN MATEO BY STUDY YEAR**

	Study Year			Change in Excellent + Good
	2025	2022	2020	2022 to 2025
San Mateo as a place to recreate	62.0	59.2	56.3	+2.8
San Mateo as a place to raise a family	67.4	68.1	65.1	-0.6
Overall quality of life in San Mateo	83.8	85.0	80.9	-1.2
San Mateo as a place to shop and dine	76.0	77.4	71.6	-1.4
San Mateo as a place to retire	34.9	37.0	30.3	-2.2
San Mateo as a place to work	58.0	62.2	57.6	-4.2

**TABLE 2 RATING CITY OF SAN MATEO BY YEARS IN SAN MATEO & GENDER (SHOWING % EXCELLENT & GOOD)**

	Years in San Mateo (Q1)				Gender (QD2)	
	Less than 5	5 to 9	10 to 14	15 or longer	Male	Female
Overall quality of life in San Mateo	86.9	87.2	89.2	80.6	82.8	87.4
San Mateo as a place to shop and dine	84.5	76.7	76.8	71.5	74.4	78.5
San Mateo as a place to raise a family	60.9	65.3	74.2	70.9	65.0	72.3
San Mateo as a place to recreate	55.5	67.4	62.2	64.5	63.1	61.6
San Mateo as a place to work	48.4	59.0	74.4	60.5	60.2	57.0
San Mateo as a place to retire	25.7	33.4	36.4	40.2	33.2	36.7

**TABLE 3 RATING CITY OF SAN MATEO BY AGE (SHOWING % EXCELLENT & GOOD)**

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Overall quality of life in San Mateo	81.1	83.6	88.1	84.2	79.3	85.1
San Mateo as a place to shop and dine	81.5	87.0	73.4	78.0	63.6	70.6
San Mateo as a place to raise a family	76.9	60.6	63.3	74.9	71.1	66.0
San Mateo as a place to recreate	66.5	58.9	57.7	62.4	62.6	63.9
San Mateo as a place to work	68.2	51.0	54.0	68.4	65.5	49.9
San Mateo as a place to retire	42.8	27.9	18.2	25.3	33.4	63.6

**TABLE 4 RATING CITY OF SAN MATEO BY CHILD IN HSLD & ADULT OVER 65 IN HSLD (SHOWING % EXCELLENT & Good)**

	Child in Hsld (QD3,4)			Adult Over 65 in Hsld (QD5)	
	Yes, under 18	Yes, under 6	None	Yes	No
Overall quality of life in San Mateo	82.7	84.5	84.1	83.3	83.8
San Mateo as a place to shop and dine	73.6	74.8	77.8	70.5	79.1
San Mateo as a place to raise a family	79.3	80.9	63.8	63.7	69.3
San Mateo as a place to recreate	62.0	60.4	63.1	64.5	61.7
San Mateo as a place to work	60.0	51.6	57.9	50.9	61.7
San Mateo as a place to retire	22.6	16.9	39.6	51.7	27.6

**TABLE 5 RATING CITY OF SAN MATEO BY ETHNICITY & HOME OWNERSHIP STATUS (SHOWING % EXCELLENT & GOOD)**

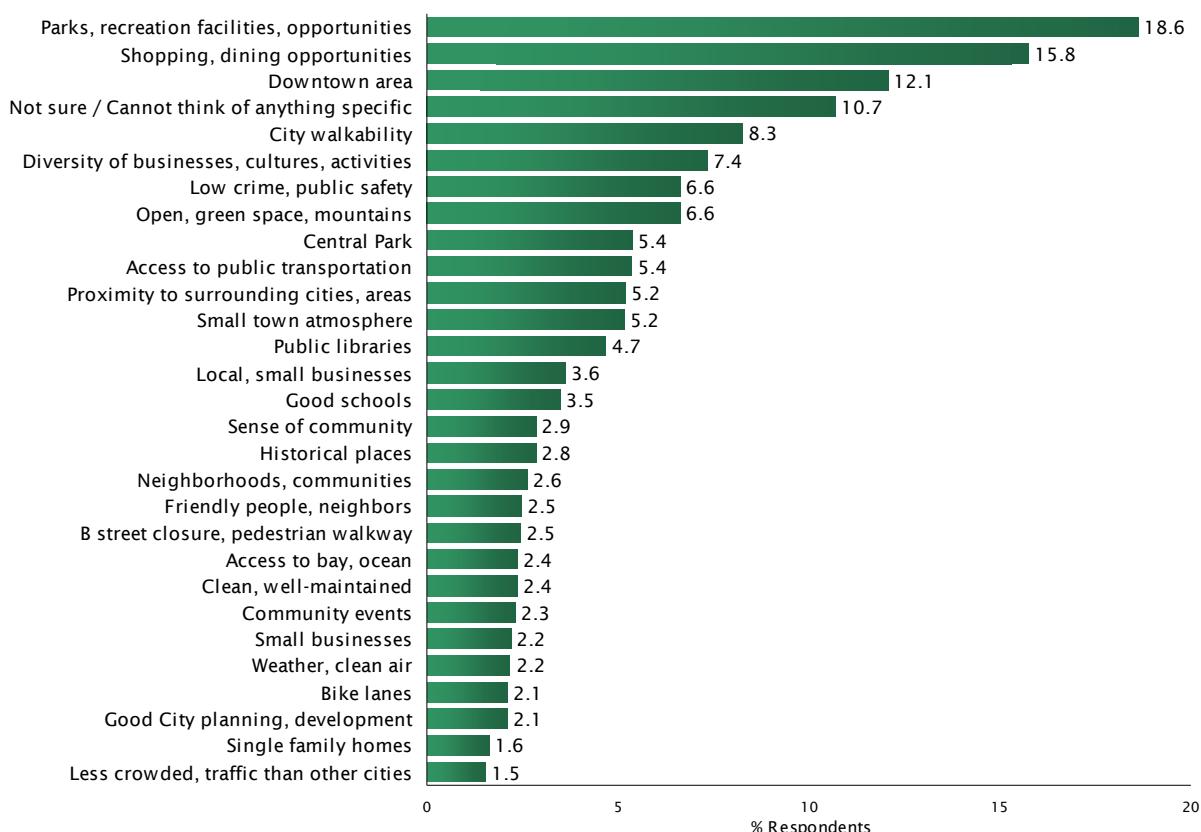
	Ethnicity (QD12)				Home Ownership Status (QD6)	
	Caucasian/ White	Asian American	Latino/ Hispanic	Mixed or other	Own	Rent
Overall quality of life in San Mateo	89.9	83.1	80.3	72.4	87.1	80.7
San Mateo as a place to shop and dine	78.0	80.7	71.8	69.1	72.3	80.1
San Mateo as a place to raise a family	66.3	70.6	68.5	62.8	72.7	62.8
San Mateo as a place to recreate	67.4	56.1	62.0	53.7	64.6	60.4
San Mateo as a place to work	60.0	57.5	56.2	58.3	59.3	59.2
San Mateo as a place to retire	37.8	34.3	34.4	25.1	38.7	30.4

**WHAT DO YOU LIKE MOST ABOUT LIVING IN SAN MATEO?** The next question in this series asked residents to identify what they like most about living in the City of San Mateo that city government should make sure to preserve in the future. Question 3 was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 2.

San Mateo residents were most apt to cite parks and recreation facilities and opportunities (19%) as what they like most about living in the City of San Mateo and would like to preserve, followed by shopping and dining opportunities (16%) and the downtown area (12%). Other specific attributes that were mentioned by more than 5% of respondents included San Mateo's walkability (8%), diversity of business, cultures, and activities (7%), low crime rate/public safety (7%), and the open/green spaces and mountains (7%). For the interested reader, Table 6 lists the top five responses to Question 3 by study year.

**Question 3** *What do you like most about the City of San Mateo that should be preserved in the future?*

**FIGURE 2** **LIKE MOST ABOUT SAN MATEO**



**TABLE 6** **LIKE MOST ABOUT SAN MATEO BY STUDY YEAR**

Study Year		
2025	2022	2020
Parks, recreation facilities, opportunities	Parks, recreation facilities, opportunities	Parks, recreation facilities, opportunities
Shopping, dining opportunities	Shopping, dining opportunities	Not sure / Cannot think of anything specific
Downtown area	Not sure / Cannot think of anything specific	Shopping, dining opportunities
Not sure / Cannot think of anything specific	Proximity to surrounding cities, areas	Small town atmosphere
City walkability	Open, green space, mountains	Proximity to surrounding cities, areas

**WHAT SHOULD BE CHANGED?** In an open-ended manner similar to that described for Question 3, all respondents were also asked to indicate the one thing that city government could *change* to make San Mateo a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 3. Among the specific changes desired, providing more affordable housing was the most common (15%), followed by limiting growth and preserving open space (10%), providing more bike lanes (8%), improving public transit (7%), reducing traffic congestion (7%), improving and maintaining roads (7%), and improving parking (7%). Approximately 12% could not think of a desired change (8%) or reported that no changes are needed (4%).

**Question 4** *If the city government could change one thing to make San Mateo a better place to live now and in the future, what change would you like to see?*

**FIGURE 3 CHANGES TO IMPROVE CITY**

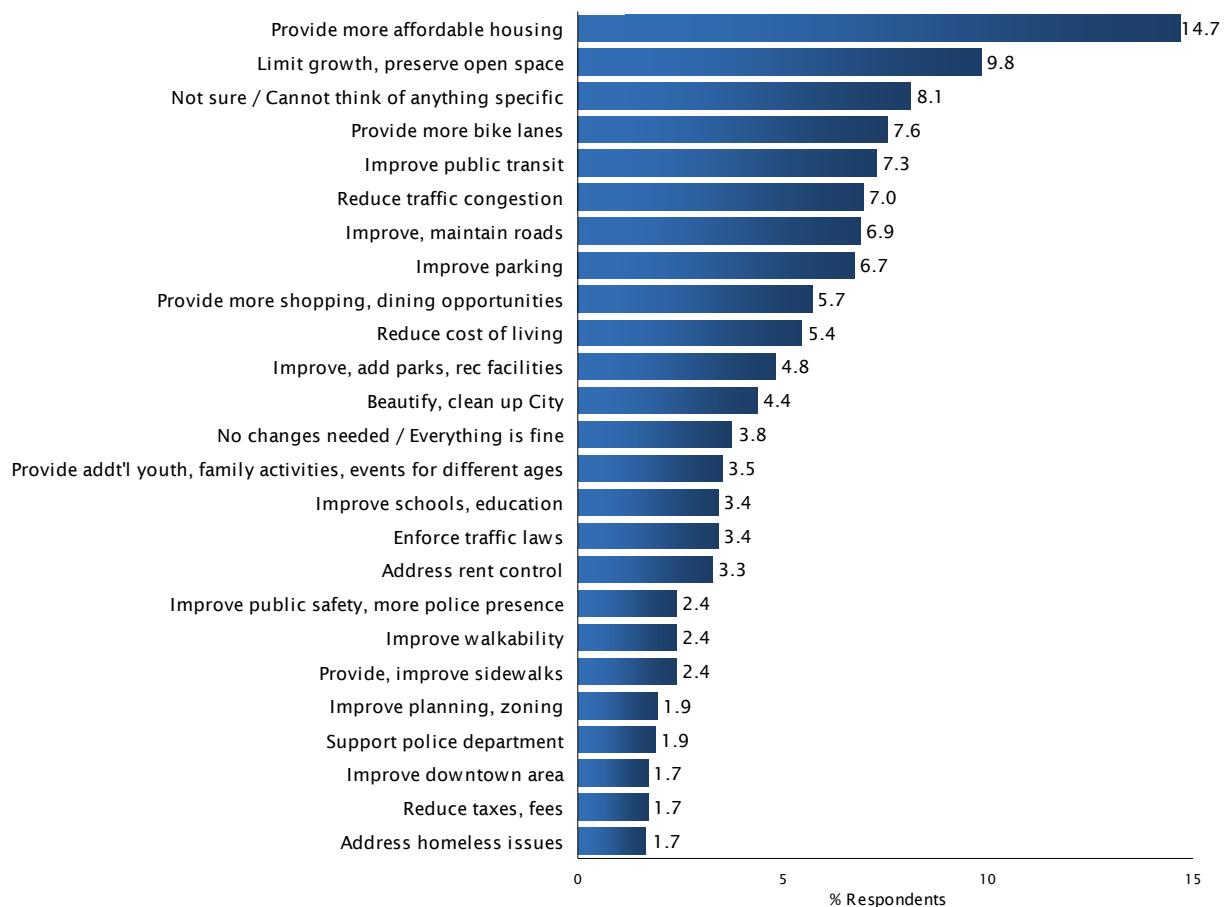


Table 7 on the next page displays the five most suggested improvements by study year and shows that the top three responses remained consistent from 2022 to 2025.

**TABLE 7 CHANGES TO IMPROVE CITY BY STUDY YEAR**

2025	Study Year	
	2022	2020
Provide more affordable housing	Provide more affordable housing	Provide more affordable housing
Limit growth, preserve open space	Limit growth, preserve open space	Reduce traffic congestion
Not sure / Cannot think of anything specific	Not sure / Cannot think of anything specific	Limit growth, preserve open space
Provide more bike lanes	Improve public safety, more police presence	Improve, maintain infrastructure, streets, roads
Improve public transit	Improve, maintain infrastructure, streets, roads	Improve parking

## CITY SERVICES

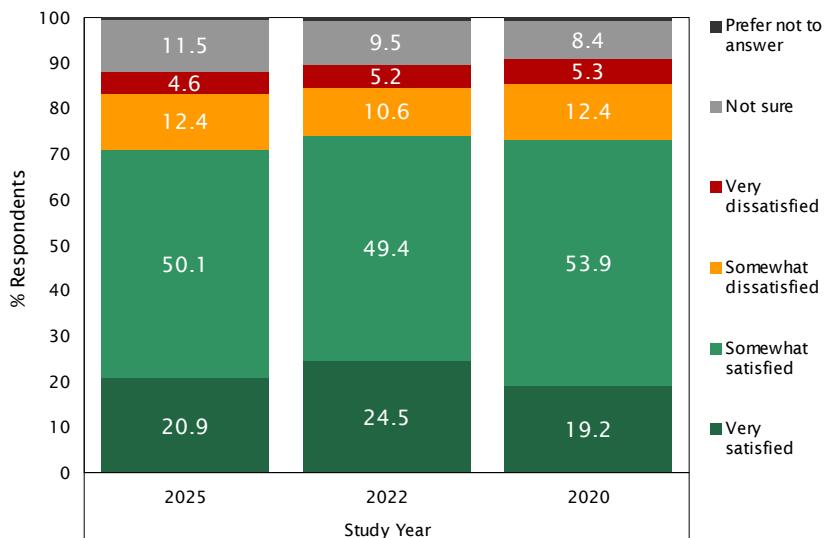
After measuring respondents' perceptions of the quality of life in San Mateo, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

**OVERALL SATISFACTION** The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of San Mateo is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

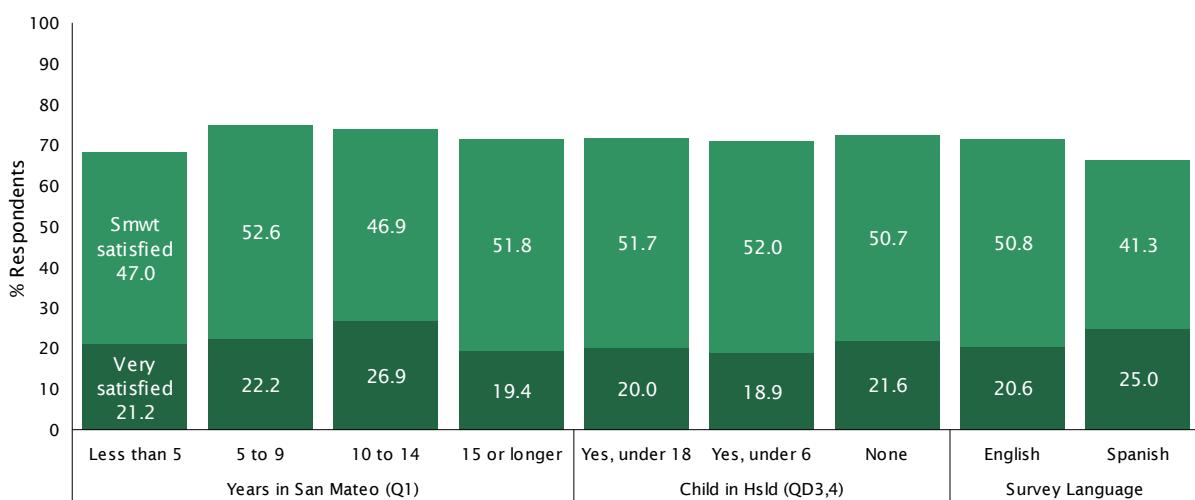
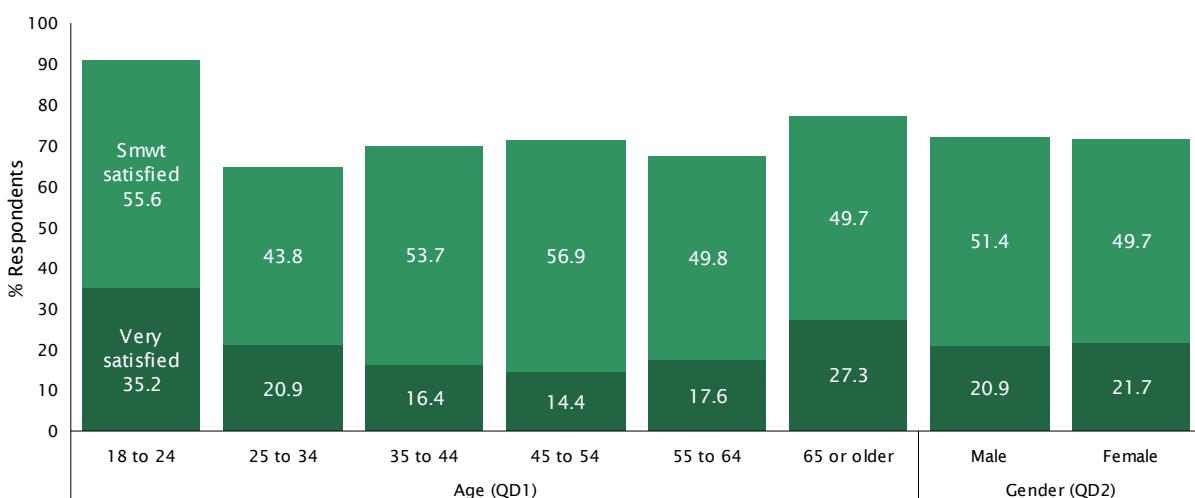
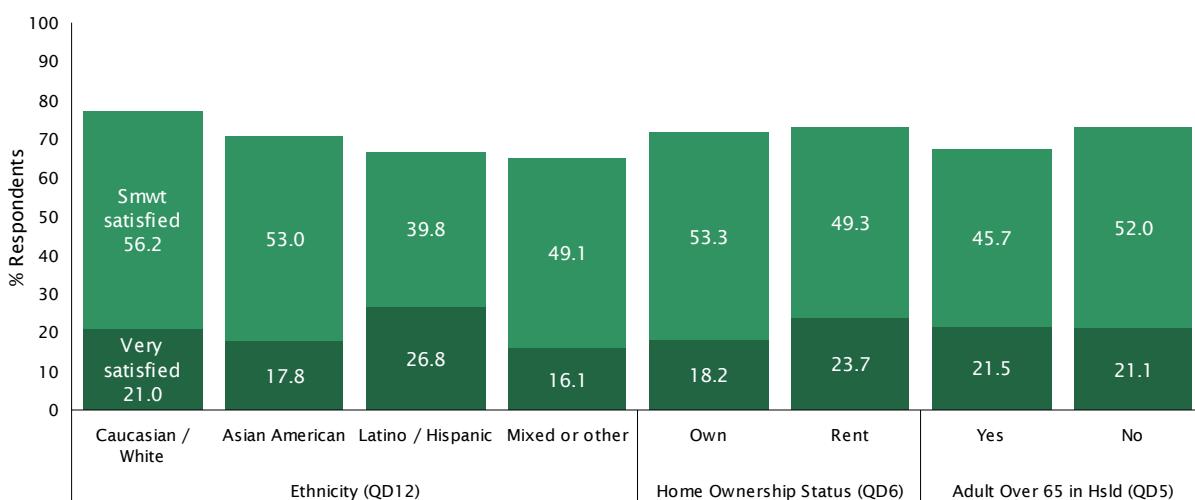
As shown in Figure 4, seven-in-ten (71% of San Mateo residents indicated they were either very (21%) or somewhat (50%) satisfied with the City's efforts to provide municipal services. Approximately 17% were very or somewhat dissatisfied, whereas 12% were unsure or unwilling to share their opinion. Overall satisfaction with the City's performance tracked very closely from 2022 to 2025, with no statistically significant changes.

**Question 5** *Next, I would like to ask a series of questions about services provided by the City of San Mateo. Generally speaking, are you satisfied or dissatisfied with the job the City of San Mateo is doing to provide city services?*

**FIGURE 4** OVERALL SATISFACTION BY STUDY YEAR



The next three figures display how residents' opinions about the City's overall performance in providing municipal services varied by years in San Mateo, presence and age(s) of children in the home, survey language, age of the respondent, gender, ethnicity, home ownership status, and presence of an adult 65 years and older in the household. The most striking pattern in the figures is that the solid levels of satisfaction exhibited by respondents as a whole (see Figure 4 above) were generally echoed across resident subgroups, with satisfaction ranging from a low of 65% to a high of 91%.

**FIGURE 5 OVERALL SATISFACTION BY YEARS IN SAN MATEO, CHILD IN HSLD & SURVEY LANGUAGE****FIGURE 6 OVERALL SATISFACTION BY AGE & GENDER****FIGURE 7 OVERALL SATISFACTION BY ETHNICITY, HOME OWNERSHIP STATUS & ADULT OVER 65 IN HSLD**

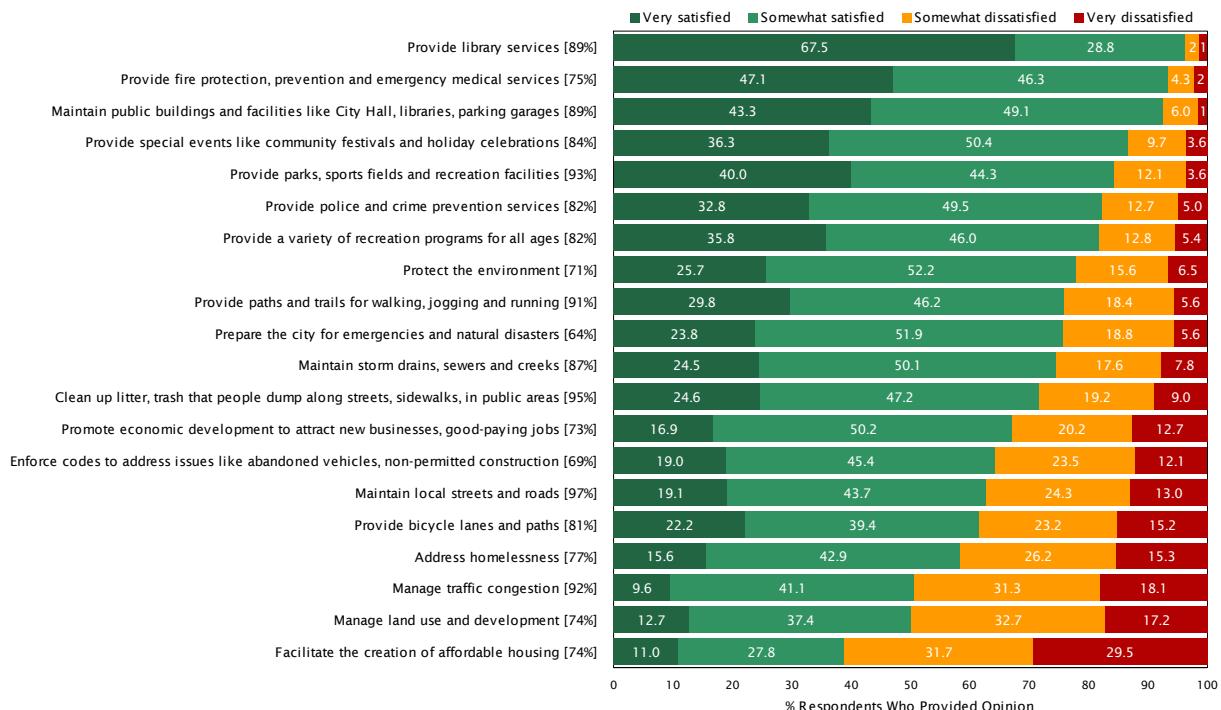
**SPECIFIC SERVICES** Whereas Question 5 addressed the City's *overall* performance, Question 6 asked residents to rate their level of satisfaction with each of the 20 specific service areas shown in Figure 8. The order in which the service areas were presented was randomized for each respondent to avoid a systematic position bias, although they have been sorted from high to low in Figure 8 according to the percentage of respondents who indicated they were satisfied with the City's performance in providing the service. For comparison purposes between the services, only respondents who held an opinion (satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis.<sup>2</sup>

At the top of the list, respondents were most satisfied with the City's efforts to provide library services (96% very or somewhat satisfied), followed by provide fire protection, prevention, and emergency medical services (93%), maintain public buildings and facilities like City Hall, libraries, and parking garages (92%), provide special events like community festivals and holiday celebrations (87%), and provide parks, sports fields, and recreation facilities (84%).

At the other end of the spectrum, respondents were less satisfied with the City's efforts to facilitate the creation of affordable housing (39%), manage land use development (50%), and manage traffic congestion (51%).

**Question 6** *For each of the services I read next, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service. Are you satisfied or dissatisfied with the city's efforts to: \_\_\_\_\_, or do you not have an opinion?*

**FIGURE 8 SATISFACTION WITH SERVICES**



2. The percentage who held an opinion for each service is shown to the right of the service label in brackets.

Table 8 displays the percentage of respondents who were satisfied with each service by study year, and the difference between 2022 and 2025 is shown in the far right column. When compared with the 2022 survey, statistically significant improvements were recorded in six service areas in 2025, while two areas experienced declines. The largest increases in satisfaction were found for the City's efforts to address homelessness (+17%), provide special events like community festivals and holiday celebrations (+13%), and clean up litter and trash that people dump along streets, sidewalks, and in public areas (+10%), while satisfaction with the City's efforts to provide bicycle lanes and paths (-8%) and provide paths and trails for walking, jogging, and running (-6%) experienced statistically significant declines.

**TABLE 8 SATISFACTION WITH SERVICES BY STUDY YEAR**

	Study Year			Change in Satisfaction 2022 to 2025
	2025	2022	2020	
Address homelessness	58.5	41.8	51.0	+16.7†
Provide special events like community festivals and holiday celebrations	86.7	74.2	82.5	+12.5†
Clean up litter, trash that people dump along streets, sidewalks, in public areas	71.8	61.8	N/A	+10.0†
Maintain local streets and roads	62.7	54.0	54.3	+8.7†
Facilitate the creation of affordable housing	38.8	32.9	N/A	+5.9†
Provide police and crime prevention services	82.4	77.3	82.7	+5.0†
Manage traffic congestion	50.7	47.9	30.3	+2.8
Protect the environment	77.9	75.2	N/A	+2.7
Maintain public buildings and facilities like City Hall, libraries, parking garages	92.5	91.3	91.5	+1.1
Provide a variety of recreation programs for all ages	81.8	80.7	84.6	+1.1
Promote economic development to attract new businesses, good-paying jobs	67.1	66.1	65.5	+0.9
Prepare the city for emergencies and natural disasters	75.6	75.3	73.8	+0.4
Provide fire protection, prevention and emergency medical services	93.4	93.9	95.9	-0.5
Maintain storm drains, sewers and creeks	74.6	75.3	75.1	-0.6
Enforce codes to address issues like abandoned vehicles, non-permitted construction	64.3	65.8	62.0	-1.4
Provide parks, sports fields and recreation facilities	84.3	86.9	88.6	-2.6
Provide paths and trails for walking, jogging and running	76.0	81.6	N/A	-5.6†
Provide bicycle lanes and paths	61.6	69.5	N/A	-7.9†
Provide library services	96.3	N/A	N/A	N/A
Manage land use and development	50.1	N/A	N/A	N/A

† Statistically significant change ( $p < 0.05$ ) between the 2022 and 2025 studies.

**DIFFERENTIATORS OF OPINION** For the interested reader, Table 9 on the next page shows how the level of satisfaction with each specific service tested in Question 6 varied according to residents' overall performance ratings for the City (see *Overall Satisfaction* on page 13). The table divides residents who were satisfied with the City's *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms of the percentage who indicated they were satisfied with the City's efforts to provide each service tested in Question 6 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared to their counterparts, those who were satisfied with the City's *overall performance* in providing city services were also more likely to express satisfaction with the City's efforts to provide each of the services tested in Question 6. That said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City's efforts to promote economic development to attract new businesses and good-paying jobs to the community, maintain local streets and roads, and manage land use and development.

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City's efforts to provide library services and maintain public buildings and facilities like City Hall, libraries, and parking garages.

**TABLE 9 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH CITY**

		Satisfaction With City's Overall Performance (Q5)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied With Each Service	Promote economic development to attract new businesses, good-paying jobs	78.5	27.6	50.9
	Maintain local streets and roads	71.6	25.0	46.7
	Manage land use and development	61.4	17.2	44.3
	Cleaning up litter, trash that people dump along streets, sidewalks, in public areas	79.5	39.9	39.6
	Prepare the city for emergencies and natural disasters	84.6	45.7	38.8
	Maintain storm drains, sewers and creeks	82.9	46.3	36.6
	Enforce codes to address issues like abandoned vehicles, non-permitted construction	72.1	36.2	35.9
	Provide parks, sports fields and recreation facilities	89.9	56.7	33.2
	Manage traffic congestion	57.4	27.5	29.9
	Protect the environment	83.1	53.8	29.3
	Provide a variety of recreation programs for all ages	87.0	59.1	27.8
	Provide paths and trails for walking, jogging and running	81.0	53.7	27.3
	Provide police and crime prevention services	88.7	64.1	24.6
	Provide fire protection, prevention and emergency medical services	98.4	74.3	24.1
	Address homelessness	64.1	41.5	22.6
	Facilitate the creation of affordable housing	44.8	22.5	22.4
	Provide bicycle lanes and paths	66.2	46.7	19.6
	Provide special events like community festivals and holiday celebrations	90.9	71.4	19.5
	Maintain public buildings and facilities like City Hall, libraries, parking garages	95.9	78.5	17.4
	Provide library services	98.1	87.3	10.9

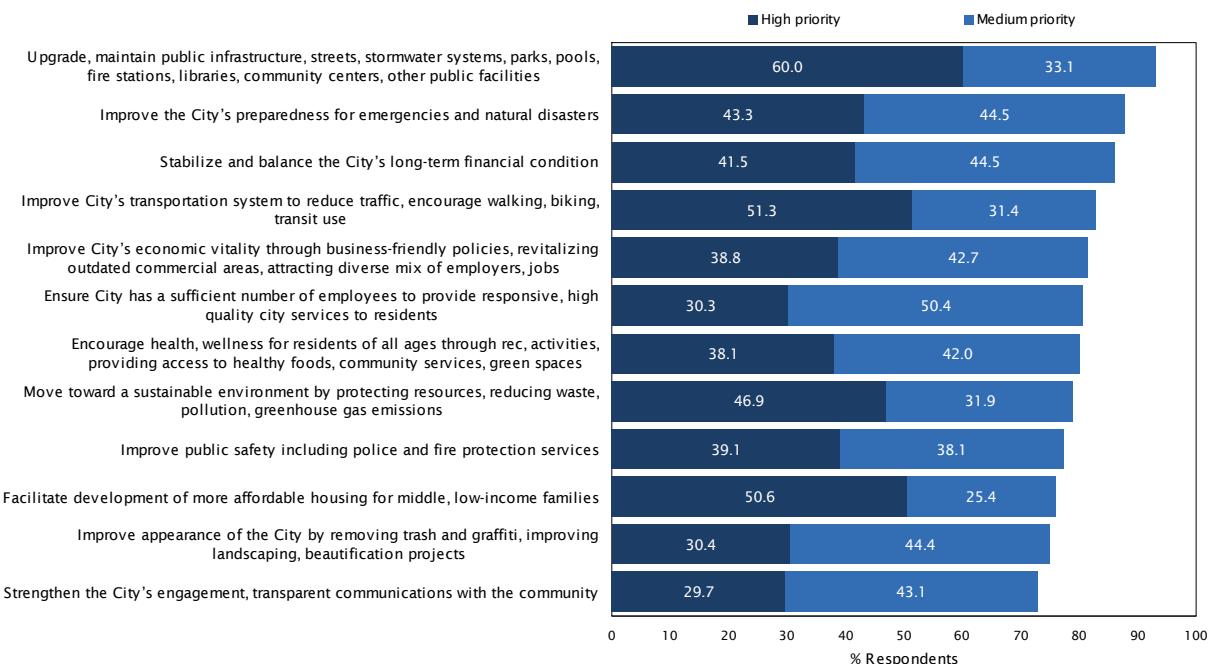
## STRATEGIC PLAN

The City of San Mateo is in the process of updating its Strategic Plan, which will guide the City's future decisions on a variety of topics that affect the quality of life in the City including economic development, public safety, housing, and transportation. To help inform the plan, the 2025 survey included a question series examining proposed priorities for the future of San Mateo.

The format of Question 7 was straightforward: respondents were asked whether each item shown in Figure 9 should be a high, medium, or low priority for San Mateo to accomplish in the next two years. To encourage a sense of competition, respondents were instructed that not all of the items could be high priorities. The items are sorted from high to low in the figure based on the percentage of respondents who indicated that an item was at least a *medium* priority.

**Question 7** *The City of San Mateo is in the process of updating its Strategic Plan. The Strategic Plan will guide the City's future decisions on a variety of topics that affect the quality of life in the city and set priorities for the next year. As I read each of the following items, please indicate whether you think the item should be a high priority, a medium priority, or a low priority for San Mateo to accomplish in the next two years. If you feel the item should not be a priority, just say so. Please keep in mind that not all of the items can be high priorities.*

**FIGURE 9 STRATEGIC PLAN PRIORITIES**



Among the items tested, upgrading and maintaining public infrastructure including streets, stormwater systems, parks, pools, fire stations, libraries, community centers, and other public facilities was viewed as the top priority (93% high or medium priority), followed by improving the City's preparedness for emergencies and natural disasters (88%) and stabilizing and balancing the City's long-term financial condition (86%). Although facilitating the development of more affordable housing for middle and low-income families ranked third from last in Figure 9, it is important to point out that half (51%) of all residents viewed it as a *high* priority.

For the interested reader, tables 10 through 13 show how the percentage of respondents that assigned *high* priority status to the objectives varied across subgroups of residents. For ease of comparison, the top three ratings within each subgroup are highlighted green.

**TABLE 10 STRATEGIC PLAN PRIORITIES BY YEARS IN SAN MATEO & GENDER (SHOWING % HIGH PRIORITY)**

	Years in San Mateo (Q1)				Gender (QD2)	
	Less than 5	5 to 9	10 to 14	15 or longer	Male	Female
Upgrade, maintain public infrastructure, streets, stormwater systems, parks, pools, fire stations, libraries, community centers, other public facilities	50.6	67.3	57.5	63.5	55.9	64.1
Improve City's transportation system to reduce traffic, encourage walking, biking, transit use	59.3	55.2	46.9	46.8	49.8	52.2
Facilitate development of more affordable housing for middle, low-income families	65.0	33.2	51.2	48.3	47.1	54.4
Move toward a sustainable environment by protecting resources, reducing waste, pollution, greenhouse gas emissions	58.8	41.7	41.1	43.4	36.0	58.5
Improve the City's preparedness for emergencies and natural disasters	39.7	37.3	45.4	46.8	36.7	51.5
Stabilize and balance the City's long-term financial condition	26.3	39.9	47.7	49.6	43.7	40.4
Improve public safety including police and fire protection services	29.5	33.1	37.3	46.6	37.9	39.7
Improve City's economic vitality through business-friendly policies, revitalizing outdated commercial areas, attracting diverse mix of employers, jobs	39.7	44.5	39.6	36.2	40.9	37.2
Encourage health, wellness for residents of all ages through rec, activities, providing access to healthy foods, community services, green spaces	41.1	44.2	33.2	35.7	32.8	43.3
Improve appearance of the City by removing trash and graffiti, improving landscaping, beautification projects	23.7	30.7	20.6	35.8	33.8	28.1
Ensure City has a sufficient number of employees to provide responsive, high quality city services to residents	28.1	21.8	27.8	34.7	24.8	37.8
Strengthen the City's engagement, transparent communications with the community	23.9	27.6	25.5	34.3	24.8	35.5

**TABLE 11 STRATEGIC PLAN PRIORITIES BY AGE (SHOWING % HIGH PRIORITY)**

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Upgrade, maintain public infrastructure, streets, stormwater systems, parks, pools, fire stations, libraries, community centers, other public facilities	38.7	53.0	60.0	62.6	69.7	73.2
Improve City's transportation system to reduce traffic, encourage walking, biking, transit use	49.8	64.1	57.2	42.8	49.5	39.8
Facilitate development of more affordable housing for middle, low-income families	69.3	67.8	42.0	41.4	40.2	45.7
Move toward a sustainable environment by protecting resources, reducing waste, pollution, greenhouse gas emissions	63.8	58.3	44.8	29.5	47.6	40.9
Improve the City's preparedness for emergencies and natural disasters	42.7	30.8	41.1	37.9	54.8	56.0
Stabilize and balance the City's long-term financial condition	40.5	19.3	43.5	45.5	47.9	58.4
Improve public safety including police and fire protection services	30.0	20.2	37.7	41.0	56.4	53.0
Improve City's economic vitality through business-friendly policies, revitalizing outdated commercial areas, attracting diverse mix of employers, jobs	32.0	36.6	49.6	36.9	43.3	35.2
Encourage health, wellness for residents of all ages through rec, activities, providing access to healthy foods, community services, green spaces	51.1	44.7	36.6	33.1	39.5	27.8
Improve appearance of the City by removing trash and graffiti, improving landscaping, beautification projects	15.1	19.6	32.9	30.5	41.4	39.4
Ensure City has a sufficient number of employees to provide responsive, high quality city services to residents	24.8	21.4	33.2	29.6	37.0	37.7
Strengthen the City's engagement, transparent communications with the community	31.5	20.6	29.9	29.0	35.3	34.1

**TABLE 12 STRATEGIC PLAN PRIORITIES BY HOME OWNERSHIP STATUS & ETHNICITY (SHOWING % HIGH PRIORITY)**

	Home Ownership Status (QD6)		Ethnicity (QD12)			
	Own	Rent	Caucasian/White	Asian American	Latino/Hispanic	Mixed or other
Upgrade, maintain public infrastructure, streets, stormwater systems, parks, pools, fire stations, libraries, community centers, other public facilities	64.7	56.1	60.3	60.4	64.6	42.7
Improve City's transportation system to reduce traffic, encourage walking, biking, transit use	51.5	51.8	54.2	53.8	46.4	43.0
Facilitate development of more affordable housing for middle, low-income families	33.8	68.0	49.3	48.3	55.0	60.8
Move toward a sustainable environment by protecting resources, reducing waste, pollution, greenhouse gas emissions	36.4	57.4	44.4	45.9	55.2	46.3
Improve the City's preparedness for emergencies and natural disasters	46.2	41.1	41.4	45.0	46.7	37.9
Stabilize and balance the City's long-term financial condition	46.8	37.0	44.9	37.8	39.8	38.6
Improve public safety including police and fire protection services	43.9	34.6	34.2	43.3	39.9	43.3
Improve City's economic vitality through business-friendly policies, revitalizing outdated commercial areas, attracting diverse mix of employers, jobs	40.2	37.5	38.3	40.2	41.0	30.2
Encourage health, wellness for residents of all ages through rec, activities, providing access to healthy foods, community services, green spaces	31.0	45.1	34.5	44.5	41.4	36.6
Improve appearance of the City by removing trash and graffiti, improving landscaping, beautification projects	33.3	27.8	34.1	26.3	27.0	30.3
Ensure City has a sufficient number of employees to provide responsive, high quality city services to residents	28.5	33.5	30.4	27.4	35.3	30.0
Strengthen the City's engagement, transparent communications with the community	29.9	29.3	25.4	28.3	38.4	24.0

**TABLE 13 STRATEGIC PLAN PRIORITIES BY CHILD IN HSLD, ADULT OVER 65 IN HSLD & SURVEY LANGUAGE (SHOWING % HIGH PRIORITY)**

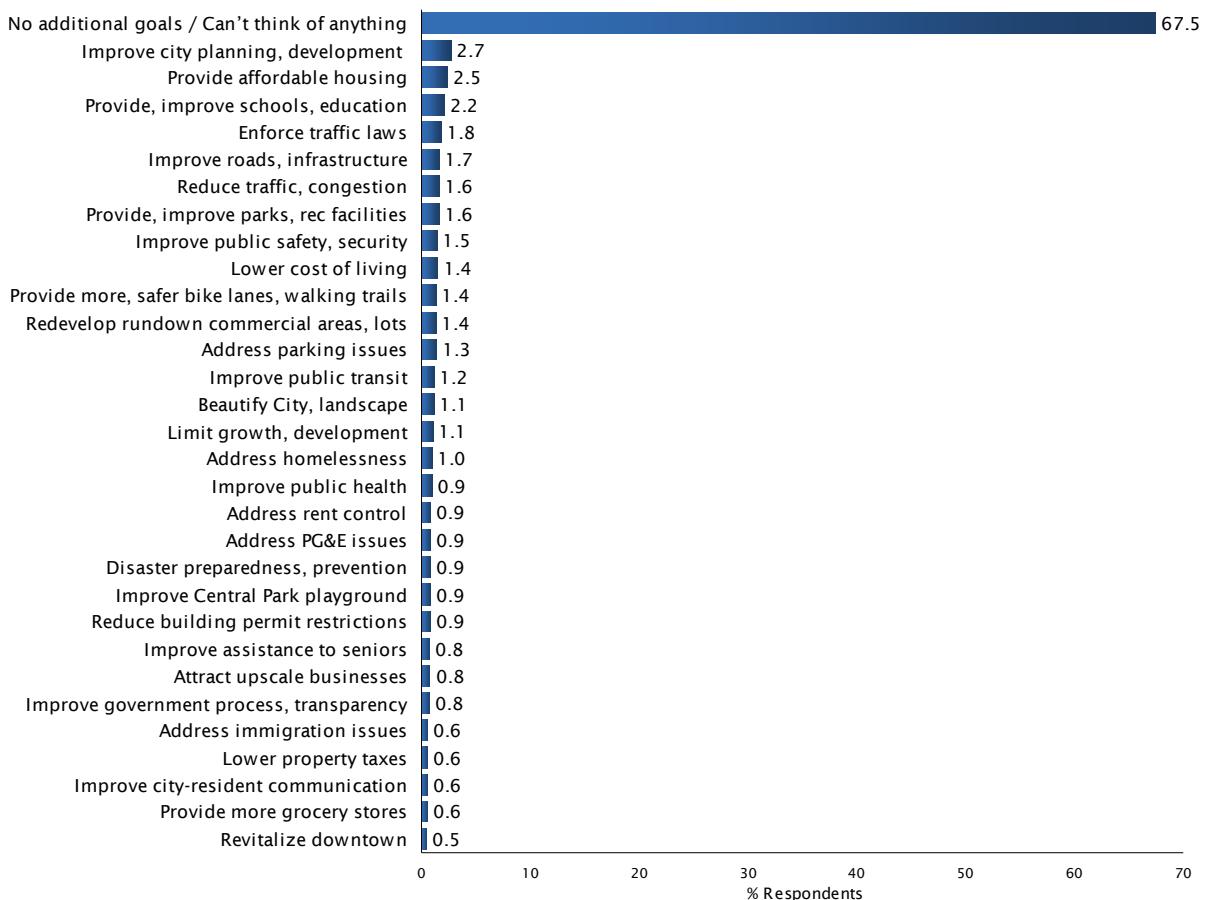
	Child in Hsld (QD3,4)			Adult Over 65 in Hsld (QD5)		Survey Language	
	Yes, under 18	Yes, under 6	None	Yes	No	English	Spanish
Upgrade, maintain public infrastructure, streets, stormwater systems, parks, pools, fire stations, libraries, community centers, other public facilities	66.0	65.5	58.3	69.1	56.6	60.0	60.8
Improve City's transportation system to reduce traffic, encourage walking, biking, transit use	51.2	50.8	51.7	45.4	53.8	51.6	48.2
Facilitate development of more affordable housing for middle, low-income families	42.3	35.9	55.3	48.2	52.1	49.8	59.6
Move toward a sustainable environment by protecting resources, reducing waste, pollution, greenhouse gas emissions	40.8	41.5	49.4	42.1	48.5	45.9	59.9
Improve the City's preparedness for emergencies and natural disasters	37.2	35.2	45.9	53.3	39.1	41.7	63.3
Stabilize and balance the City's long-term financial condition	43.3	40.7	40.5	51.6	37.3	42.6	28.4
Improve public safety including police and fire protection services	34.3	28.0	40.1	49.6	34.5	38.7	44.5
Improve City's economic vitality through business-friendly policies, revitalizing outdated commercial areas, attracting diverse mix of employers, jobs	43.2	48.2	37.7	34.9	40.5	38.7	39.6
Encourage health, wellness for residents of all ages through rec, activities, providing access to healthy foods, community services, green spaces	37.5	34.0	38.2	28.6	41.5	37.7	43.0
Improve appearance of the City by removing trash and graffiti, improving landscaping, beautification projects	28.7	27.4	31.0	37.0	28.2	30.1	34.3
Ensure City has a sufficient number of employees to provide responsive, high quality city services to residents	31.0	31.4	30.7	34.3	28.6	29.9	35.1
Strengthen the City's engagement, transparent communications with the community	31.4	31.9	29.1	31.9	28.6	28.6	43.6

**ADDITIONAL HIGH PRIORITIES?** As a follow-up to Question 7, all residents were next asked whether there was another item or goal not previously mentioned that they thought should be a high priority for the City over the next two years. This question was asked in an open-ended manner, allowing respondents to mention any project that came to mind without being prompted by or restricted to a list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 10.

Approximately two-thirds (68%) of residents did not have anything to add to the list of items and goals tested previously. Among the specific items that were mentioned, improving city planning and development (3%) providing affordable housing (3%), and improving schools and education (2%) were the top three responses.

**Question 8** *Is there a goal I didn't mention that you think should be a high priority for the City in the next two years?*

**FIGURE 10 ADDITIONAL HIGH PRIORITY GOALS**



## MOBILITY

One of the key challenges when planning for population growth and future housing is the issue of mobility. Accordingly, the survey explored how residents tend to travel within San Mateo. Figure 11 presents frequency of use for a variety of modes of travel, sorted by the percentage of weekly use.

As expected, the vast majority of residents (87%) indicated they use a personal vehicle on a weekly basis when traveling within the City of San Mateo, while 43% reported that they walk from their home to a local store or restaurant at least once per week. Less than one-in-five respondents indicated that they ride a bicycle or scooter (18%), use public transit such as a bus or train (14%), use Uber, Lyft, or a taxi (4%), or ride Paratransit (3%) at least once per week when traveling within the City of San Mateo.

**Question 9** When traveling within the City of San Mateo, how often do you: \_\_\_\_\_?

**FIGURE 11 FREQUENCY OF MODE USE WITHIN CITY**

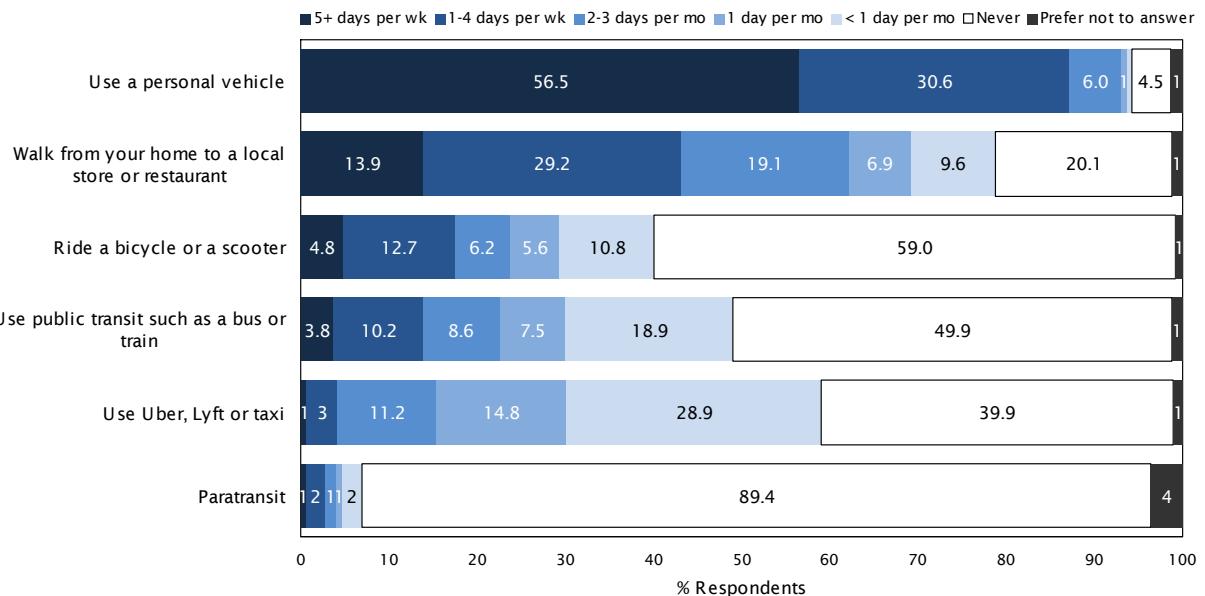


Table 14 displays total mode use by study year and shows that a significantly higher percentage of residents reported using public transit in 2025 than 2022 (+8%), while fewer reported riding a bike or scooter (-9%), walking from a store or restaurant (-5%), and using a personal vehicle (-3%) while traveling within San Mateo.

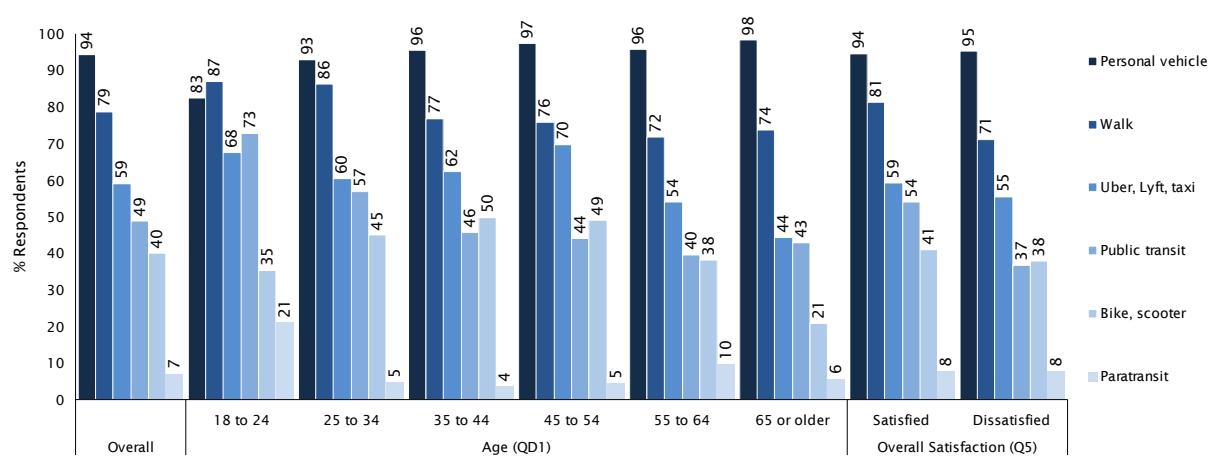
**TABLE 14 MODE USE WITHIN CITY BY STUDY YEAR**

	Study Year		Change in Use 2022 to 2025
	2025	2022	
Use public transit such as a bus or train	48.9	40.7	+8.2†
Use Uber, Lyft or taxi	59.0	56.9	+2.2
Use a personal vehicle	94.2	97.0	-2.8†
Walk from your home to a local store or restaurant	78.8	83.6	-4.9†
Ride a bicycle or a scooter	40.1	48.9	-8.7†
Paratransit	7.0	N/A	N/A

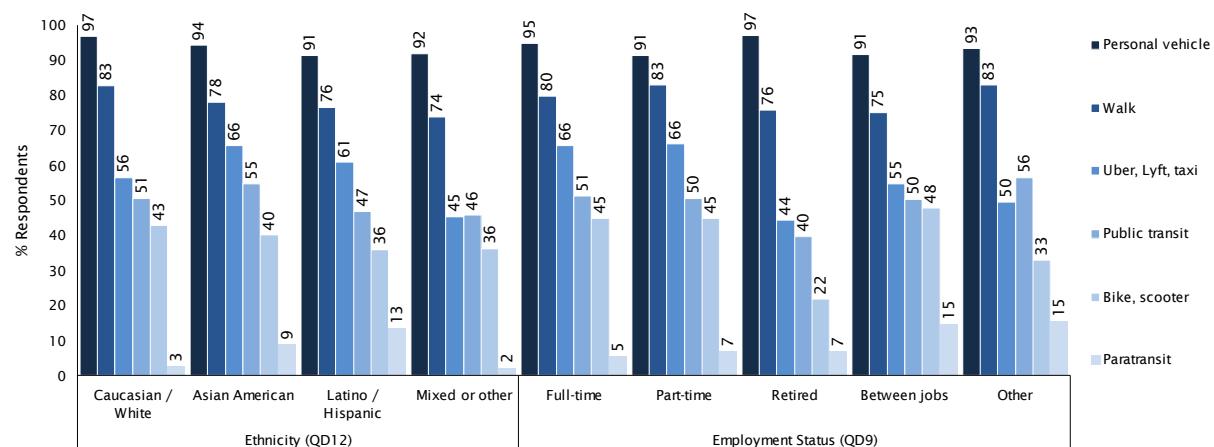
† Statistically significant change ( $p < 0.05$ ) between the 2022 and 2025 studies.

For the interested reader, figures 12 and 13 show how total reported mode use within the City of San Mateo varied by age, overall satisfaction with the City's efforts to provide municipal services, ethnicity, and employment status.

**FIGURE 12 MODE USE WITHIN CITY BY OVERALL, AGE & OVERALL SATISFACTION**



**FIGURE 13 MODE USE WITHIN CITY BY ETHNICITY & EMPLOYMENT STATUS**



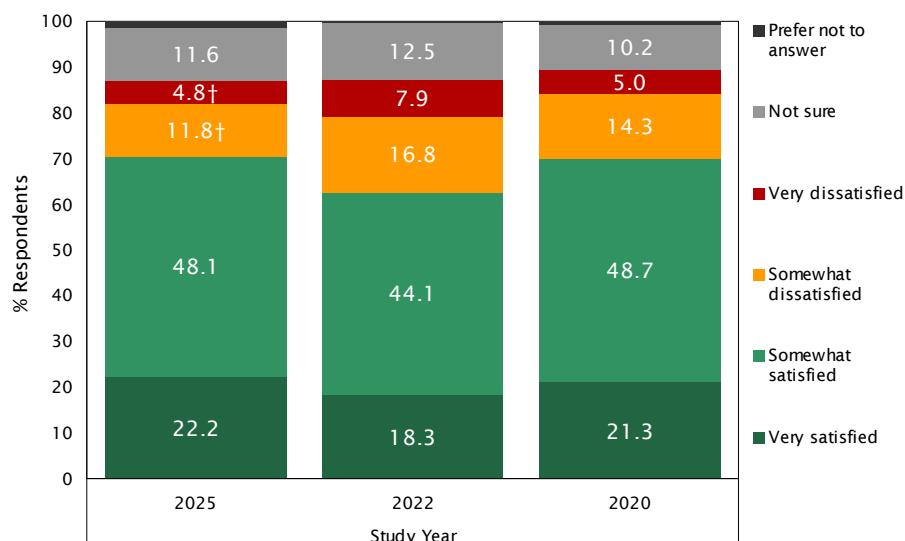
## COMMUNICATION

The importance of city communication with residents cannot be over-stated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of San Mateo's efforts to enhance the information flow to the City to better understand the community's concerns, perceptions, and needs. Some of San Mateo's many efforts to communicate with its residents include its newsletters, timely press releases, social media, and its website. In this section, we present the results of several communication-related questions.

**OVERALL SATISFACTION WITH COMMUNICATION** Question 10 asked San Mateo residents to report their satisfaction with city-resident communication. Overall, 70% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means in 2025. The remaining respondents were either dissatisfied with the City's efforts in this respect (17%) or unsure of their opinion (13%). When compared to 2022, there was a statistically significant increase in resident satisfaction with the City's communication efforts (+8%) which puts the levels back in line with those recorded in 2020.

**Question 10** *Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means?*

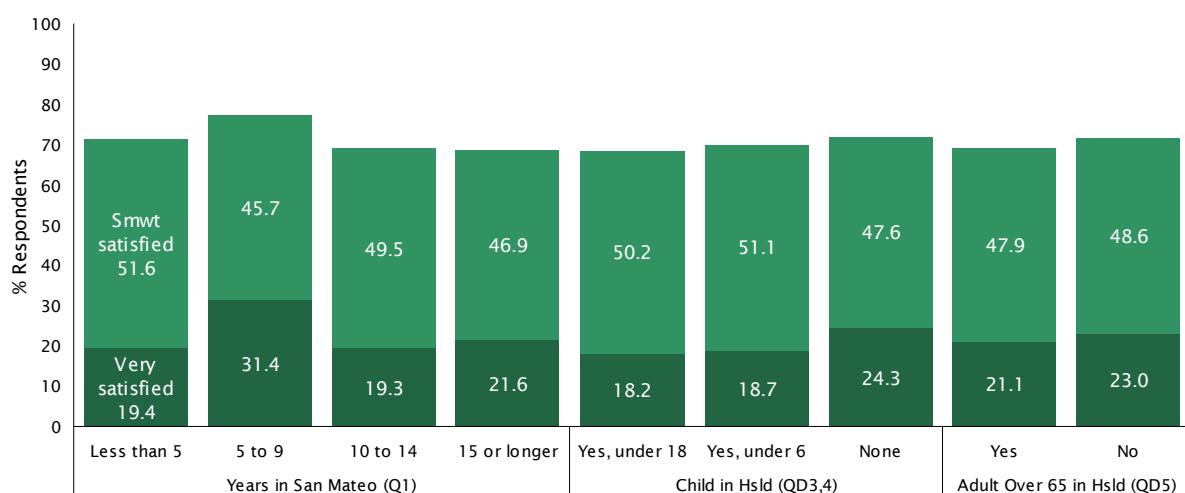
**FIGURE 14 SATISFACTION WITH COMMUNICATION BY STUDY YEAR**



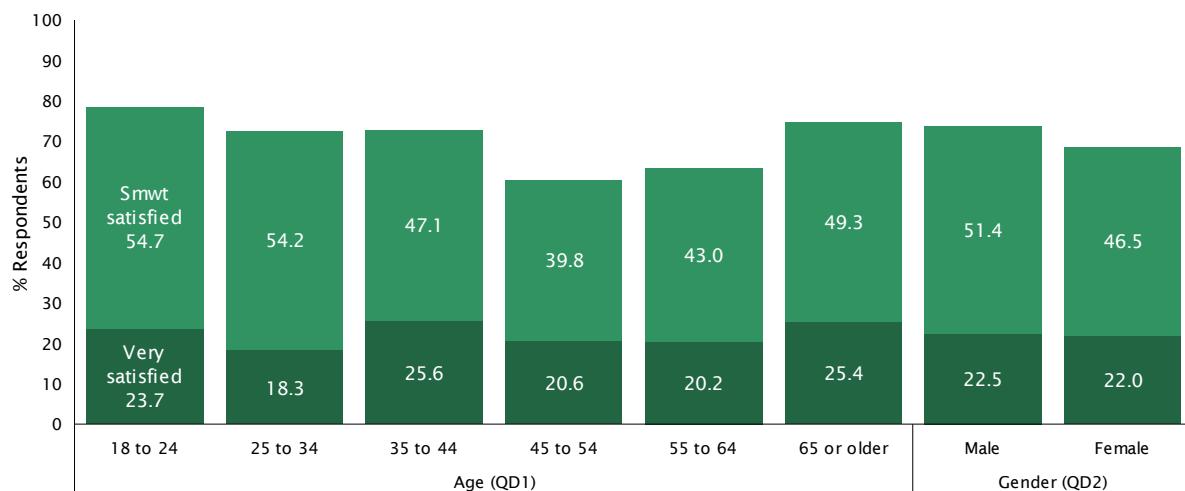
† Statistically significant change ( $p < 0.05$ ) between the 2022 and 2025 studies.

The next three figures display how satisfaction with the City's efforts to communicate with residents varied by length of residence, presence and age(s) of children in the home, presence of an adult 65 years and older in the household, age of the respondent, gender, ethnicity, satisfaction with the City's overall performance in providing services, home ownership status, and survey language. As is often the case, residents dissatisfied with the City's *overall* performance were also the least satisfied with the City's communication efforts, whereas those generally satisfied with the City were the among the most satisfied with city-resident communication.

**FIGURE 15 SATISFACTION WITH COMMUNICATION BY YEARS IN SAN MATEO, CHILD IN HSLD & ADULT OVER 65 IN HSLD**



**FIGURE 16 SATISFACTION WITH COMMUNICATION BY AGE & GENDER**



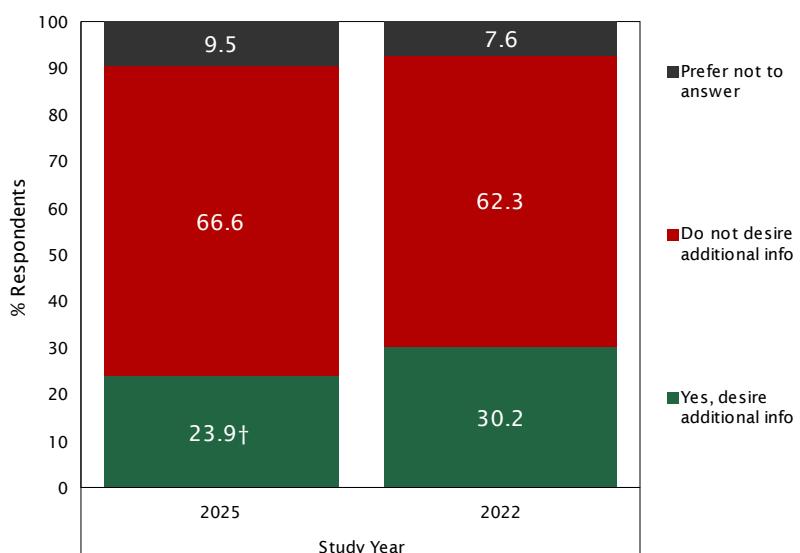
**FIGURE 17 SATISFACTION WITH COMMUNICATION BY ETHNICITY, OVERALL SATISFACTION, HOME OWNERSHIP STATUS & SURVEY LANGUAGE**



**TOPICS OF INTEREST** All respondents were next asked if there was a particular topic or issue about which they'd like to receive more information from the City (Question 11) and—if yes—to describe the topic (Question 12). As shown in figures 18-21, approximately one-quarter of respondents (24%) indicated that they were interested in receiving more information from the City (significantly lower than 2022's 30%), with those expressing dissatisfaction with the City's communication efforts and overall performance in providing municipal services being the most likely to desire additional information from the City.

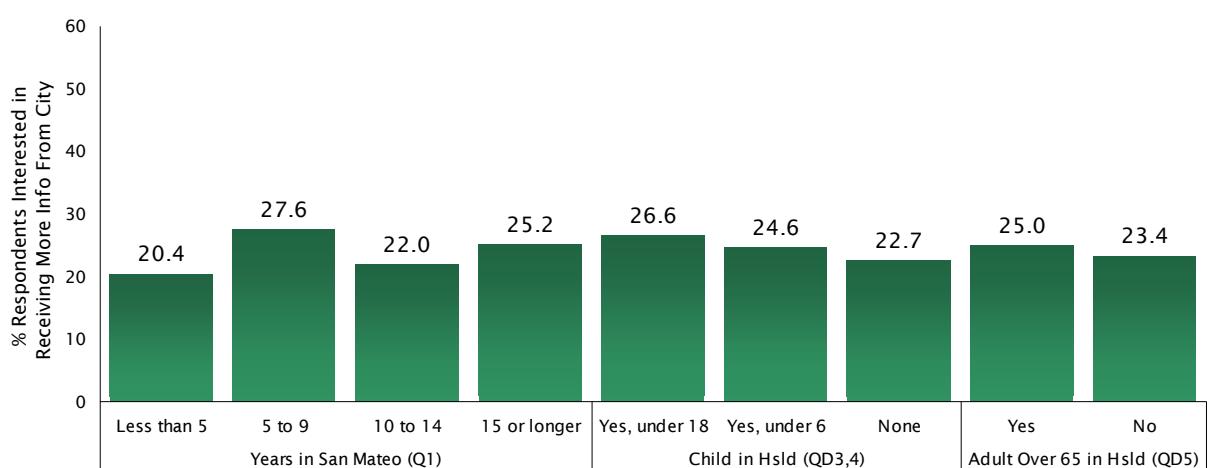
**Question 11** *Is there a particular topic or issue that you'd like to receive more information about from the City?*

**FIGURE 18** INTERESTED IN RECEIVING MORE INFORMATION ABOUT CITY BY STUDY YEAR

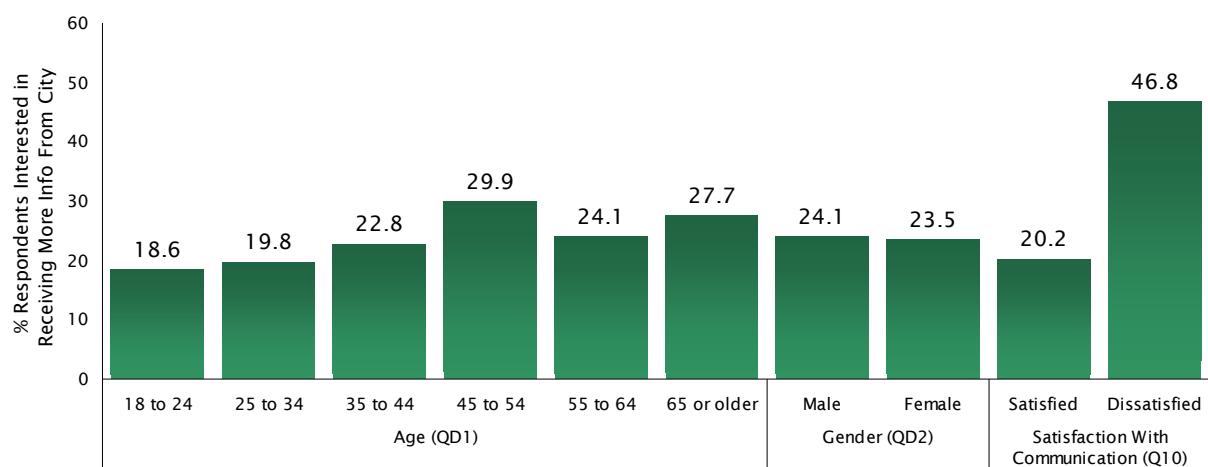


† Statistically significant change ( $p < 0.05$ ) between the 2022 and 2025 studies.

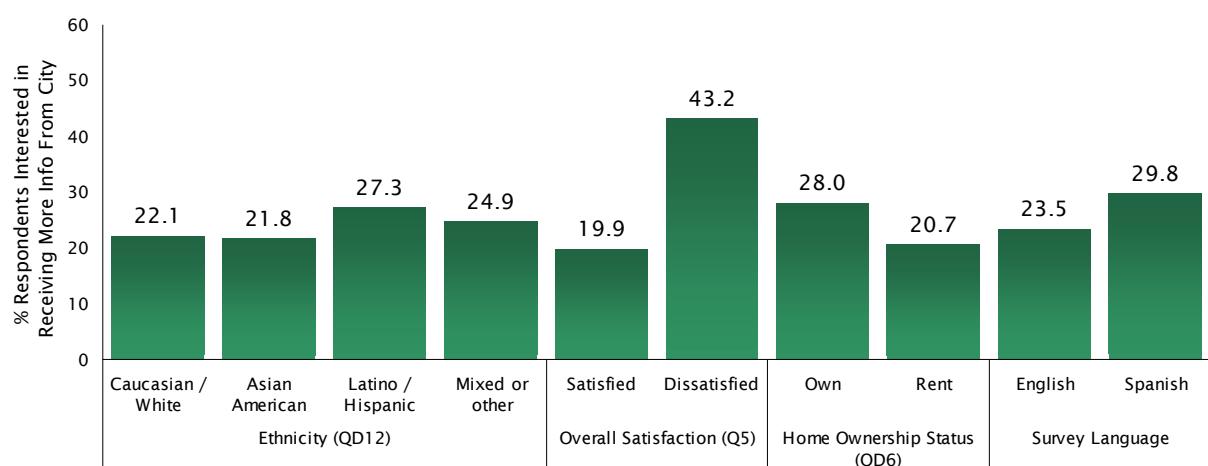
**FIGURE 19** INTERESTED IN RECEIVING MORE INFORMATION ABOUT CITY BY YEARS IN SAN MATEO, CHILD IN HSLD & ADULT OVER 65 IN HSLD



**FIGURE 20 INTERESTED IN RECEIVING MORE INFORMATION ABOUT CITY BY AGE, GENDER & SATISFACTION WITH COMMUNICATION**



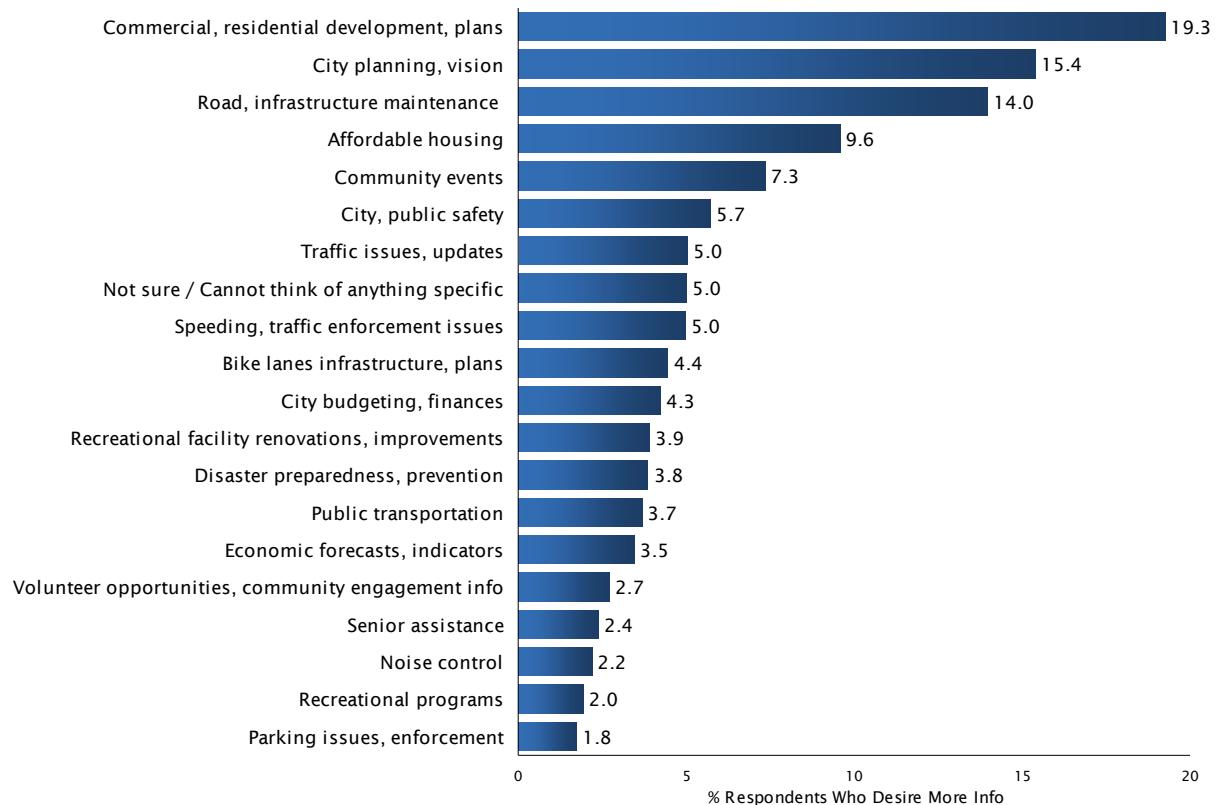
**FIGURE 21 INTERESTED IN RECEIVING MORE INFORMATION ABOUT CITY BY ETHNICITY, OVERALL SATISFACTION, HOME OWNERSHIP STATUS & SURVEY LANGUAGE**



As for the specific topics of interest to those seeking more information from the City (see Figure 22 on the next page), the most commonly mentioned topics of interest were information about the City's future commercial and residential development plans (19%), city planning/vision (15%), road and infrastructure maintenance (14%), affordable housing (10%), and community events (7%).

**Question 12** Please briefly describe the topic.

**FIGURE 22 INFORMATION TOPICS DESIRED**



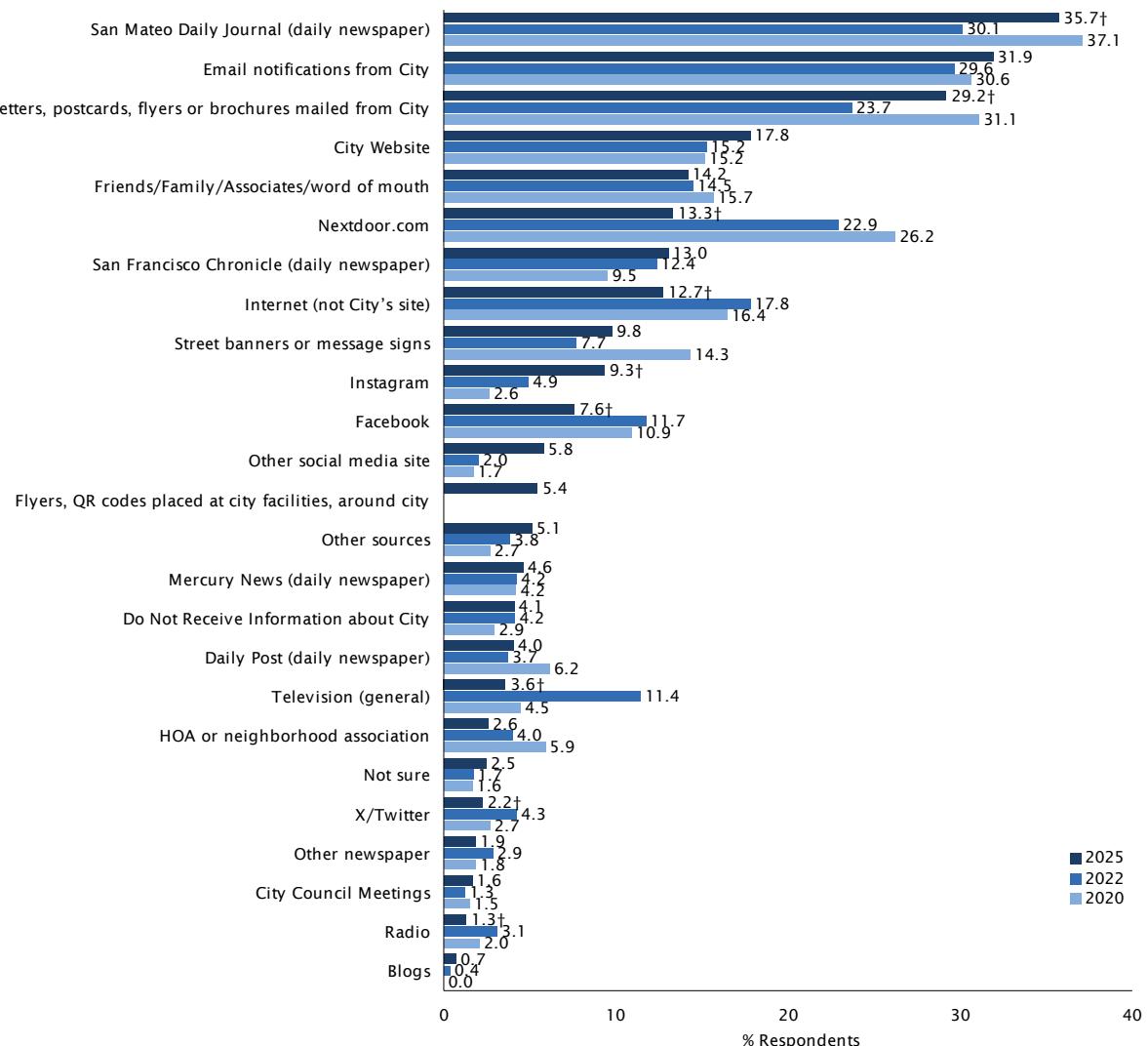
**SOURCES OF INFORMATION** To help the City identify the most effective means of communicating with residents, it is helpful to understand what information sources they currently rely on for this type of information. Question 13 asked respondents to identify the information sources they typically use to find out about City of San Mateo news, events, and programs. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 22 on the next page represent the percentage of residents who mentioned a particular source and thus sum to more than 100.

The three most frequently cited sources for city information in 2025 were the *San Mateo Daily Journal* (36%), email notifications from the City (32%), and letters, postcards, flyers, or brochures mailed to the home from the City (29%). These sources were followed by the City's website (18%), friends/family/associates/word of mouth (14%), Nextdoor (13%), the *San Francisco Chronicle* (13%), and the Internet not including the City's site (13%).

When compared to the 2022 survey results, the percentage who cited Nextdoor (-10%), television (-8%), the Internet in general (-5%), Facebook (-4%), X/Twitter (-2%), and radio (-2%) declined significantly, whereas mentions of the *San Mateo Daily Journal* (+6%), letters, postcards, flyers, or brochures mailed to the home by the City (+6%), and Instagram (+4%) increased significantly.

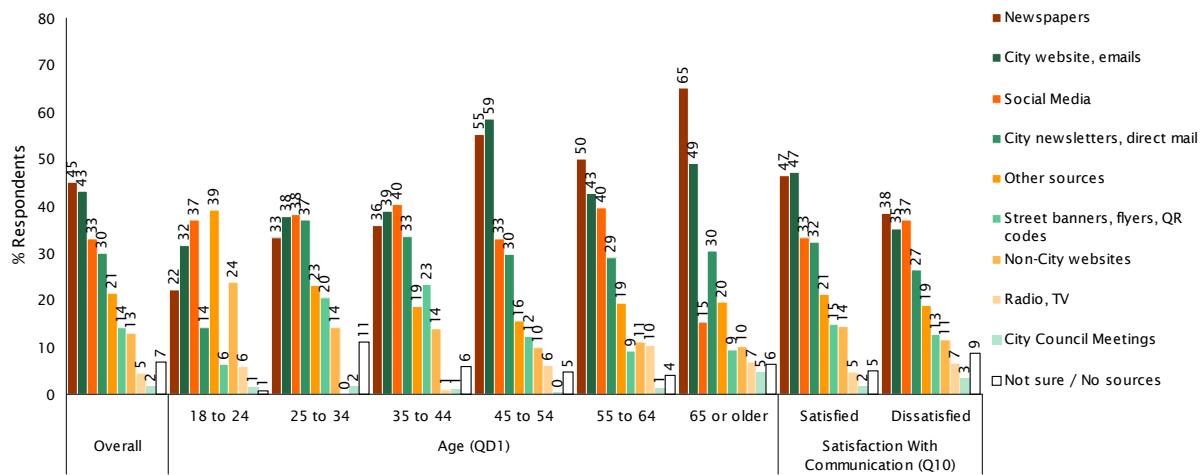
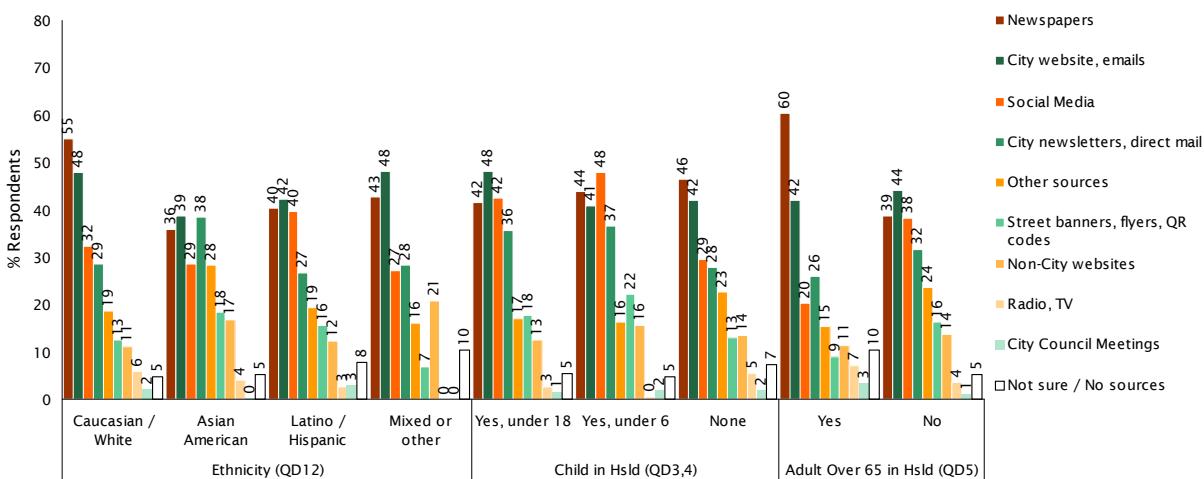
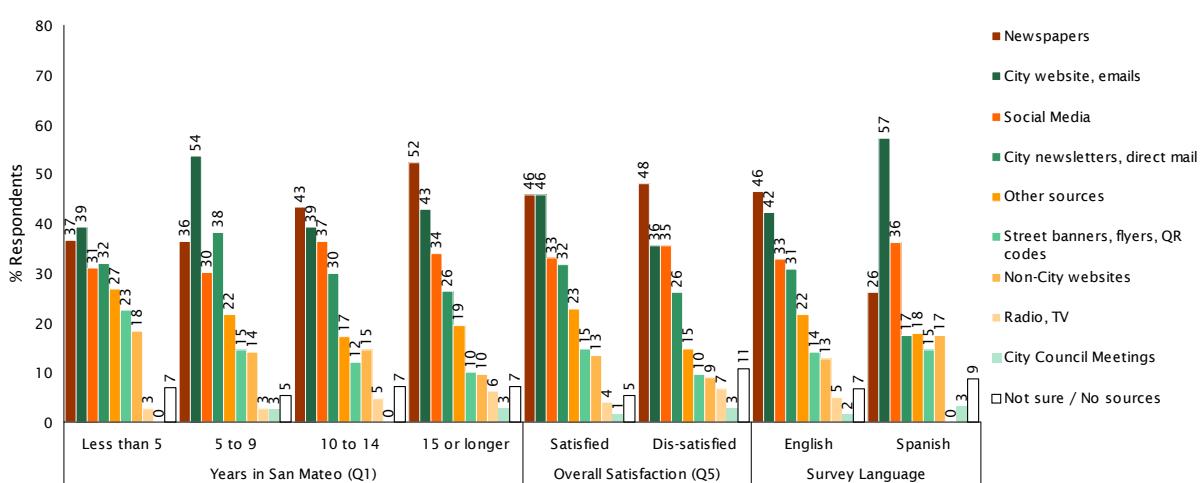
**Question 13** *What information sources do you use to find out about City of San Mateo news, events, and programs?*

**FIGURE 23 INFORMATION SOURCES BY STUDY YEAR**



† Statistically significant change ( $p < 0.05$ ) between the 2022 and 2025 studies.

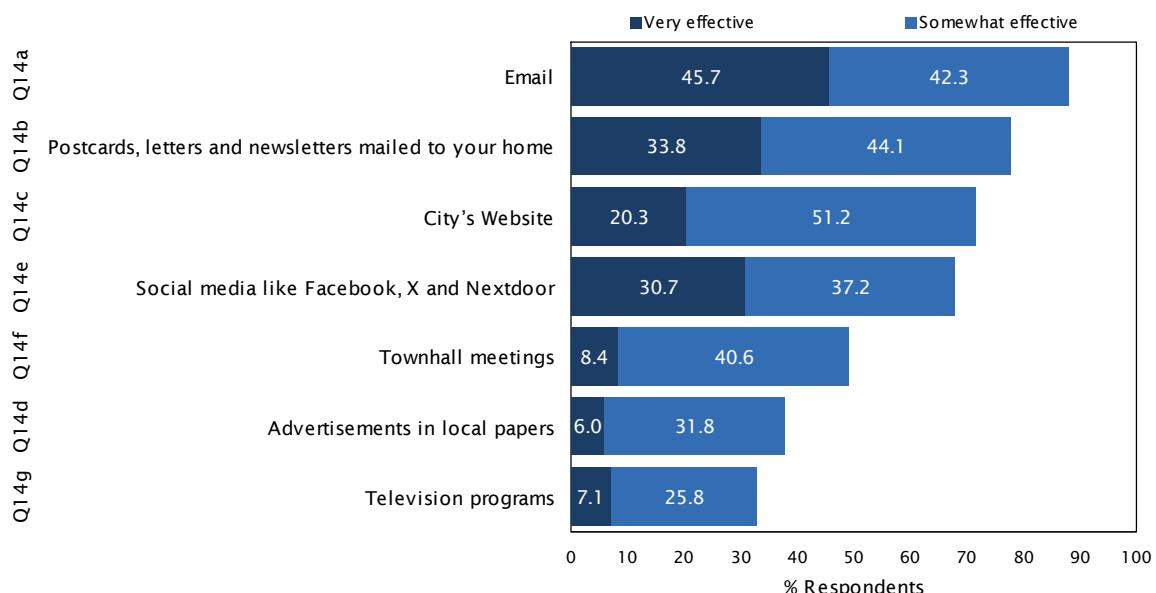
Figures 24-26 on the following pages present the information source categories by a number of key demographic traits. For ease of interpretation, the bars representing city-sponsored sources are displayed in shades of green, and non-city sources in shades of orange.

**FIGURE 24 INFORMATION SOURCES BY OVERALL, AGE & SATISFACTION WITH COMMUNICATION****FIGURE 25 INFORMATION SOURCES BY ETHNICITY, CHILD IN HSLD & ADULT OVER 65 IN HSLD****FIGURE 26 INFORMATION SOURCES BY YEARS IN SAN MATEO, OVERALL SATISFACTION & SURVEY LANGUAGE**

**COMMUNICATION PREFERENCES** The final substantive question of the survey presented residents with the methods shown to the left of Figure 27 and asked whether each would be an effective way for the City to communicate with them. Overall, respondents indicated that email was the most effective method (88% very or somewhat effective), followed by postcards, letters, and newsletters mailed to the home (i.e., direct mail, 78%), the City's website (72%) and social media like Facebook, Twitter, and Nextdoor (68%). Townhall meetings (49%), advertisements in local papers (38%), and television programs (33%) were generally viewed by residents as less effective ways for the City to communicate with them. When compared to 2022, the perceived effectiveness of email increased (+4%), while social media (-10%) and television programs (-8%) experienced statistically significant declines (see Table 15).

**Question 14** *As I read the following ways that the City of San Mateo can communicate with residents, I'd like to know if you think they would be very effective, somewhat effective, or not an effective way for the City to communicate with you.*

**FIGURE 27 EFFECTIVENESS OF COMMUNICATION METHODS**



**TABLE 15 EFFECTIVENESS OF COMMUNICATION METHODS BY STUDY YEAR**

	Study Year			Change in Very + Smwt Effective 2022 to 2025
	2025	2022	2020	
Email	88.0	83.7	87.9	+4.2†
Postcards, letters and newsletters mailed to your home	77.9	78.0	78.7	-0.1
City's Website	71.5	72.4	69.3	-0.9
Advertisements in local papers	37.8	40.3	43.4	-2.5
Townhall meetings	49.1	51.9	49.3	-2.8
Television programs	32.9	40.7	39.6	-7.8†
Social media like Facebook, X and Nextdoor	67.9	77.8	76.8	-9.9†

† Statistically significant change ( $p < 0.05$ ) between the 2022 and 2025 studies.

Tables 16-18 show how the percentage of residents that rated each communication method as *very effective* varied depending on their age, ethnicity, satisfaction with the City's overall efforts to provide municipal services, presence and age(s) of children in the home, satisfaction with city-resident communication, and survey language. For ease of comparison, the three most preferred methods within each subgroup are highlighted green.

**TABLE 16 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE (SHOWING % VERY EFFECTIVE)**

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Email	43.0	48.7	50.3	38.3	45.1	47.7
Postcards, letters and newsletters mailed to your home	24.8	44.5	41.9	33.3	24.0	27.5
Social media like Facebook, X and Nextdoor	48.9	38.0	34.9	32.0	26.6	11.2
City's Website	34.8	22.0	16.1	20.7	22.8	13.1
Townhall meetings	6.0	6.2	6.7	11.0	7.8	12.3
Television programs	18.6	7.6	4.6	4.0	11.4	1.9
Advertisements in local papers	12.5	4.7	4.2	2.6	7.5	7.3

**TABLE 17 EFFECTIVENESS OF COMMUNICATION METHODS BY ETHNICITY & OVERALL SATISFACTION (SHOWING % VERY EFFECTIVE)**

	Ethnicity (QD12)				Overall Satisfaction (Q5)	
	Caucasian/ White	Asian American	Latino/ Hispanic	Mixed or other	Satisfied	Dissatisfied
Email	47.2	45.3	42.3	60.3	47.0	49.6
Postcards, letters and newsletters mailed to your home	33.4	35.9	32.1	35.3	35.8	30.4
Social media like Facebook, X and Nextdoor	26.5	31.9	43.2	14.3	31.5	25.6
City's Website	19.3	12.4	26.8	31.3	23.0	11.3
Townhall meetings	8.2	6.7	11.4	7.2	9.4	5.3
Television programs	4.5	2.5	14.9	8.5	7.3	8.5
Advertisements in local papers	5.7	3.4	9.4	6.5	6.3	4.6

**TABLE 18 EFFECTIVENESS OF COMMUNICATION METHODS BY CHILD IN HSID, SATISFACTION WITH COMMUNICATION & SURVEY LANGUAGE (SHOWING % VERY EFFECTIVE)**

	Child in Hsld (QD3,4)			Satisfaction With Communication (Q10)		Survey Language	
	Yes, under 18	Yes, under 6	None	Satisfied	Dissatisfied	English	Spanish
Email	42.7	45.2	47.4	49.1	41.4	45.6	46.6
Postcards, letters and newsletters mailed to your home	33.4	40.5	34.6	37.3	26.6	33.8	33.8
Social media like Facebook, X and Nextdoor	37.8	35.0	29.4	33.2	29.8	29.8	41.9
City's Website	18.5	11.6	21.3	24.7	9.8	19.1	35.4
Townhall meetings	6.7	4.2	9.5	9.6	6.9	7.7	17.0
Television programs	4.3	3.2	8.5	7.4	9.5	6.0	21.0
Advertisements in local papers	3.6	2.6	7.0	6.0	10.5	5.1	16.9

## BACKGROUND &amp; DEMOGRAPHICS

TABLE 19 DEMOGRAPHICS OF SAMPLE

	Study Year		
	2025	2022	2020
<b>Total Respondents</b>	750	775	1,276
<b>Years in San Mateo (Q1)</b>			
Less than 1	5.9	5.7	5.8
1 to 4	20.9	16.7	18.5
5 to 9	15.3	14.8	12.8
10 to 14	8.9	10.8	10.1
15 or more	48.6	51.9	52.4
Prefer not to answer	0.5	0.1	0.4
<b>Age (QD1)</b>			
18 to 24	11.2	8.6	9.0
25 to 34	21.9	23.4	20.5
35 to 44	17.2	17.8	21.0
45 to 54	16.3	15.2	16.8
55 to 64	12.8	13.7	12.8
65 or older	17.3	16.8	15.7
Prefer not to answer	3.3	4.3	4.2
<b>Child in Hsld (QD3,4)</b>			
Yes, under 18	26.3	28.6	34.3
Yes, under 6	11.2	11.8	16.5
None	68.8	67.1	60.5
Prefer not to answer	4.9	4.4	5.2
<b>Adult Over 65 in Hsld (QD5)</b>			
Yes	28.5	29.2	32.1
No	67.8	66.2	63.0
Prefer not to answer	3.7	4.6	4.9
<b>Home Ownership Status (QD6)</b>			
Own	46.6	49.5	56.7
Rent	46.1	45.8	40.1
Prefer not to answer	7.3	4.7	3.2
<b>Home Type (QD7)</b>			
Single family	52.2	51.8	60.1
Townhome	7.8	7.5	8.4
Condo	10.7	10.9	9.6
Apartment	24.7	26.0	18.5
Prefer not to answer	4.6	3.9	3.3
<b>Anticipated Years in San Mateo (QD8)</b>			
Less than 5	21.7	20.5	20.0
5 to 10	29.7	29.6	25.2
11 to 15	11.0	9.2	10.5
16 or more	26.6	32.1	33.7
Prefer not to answer	11.0	8.6	10.5
<b>Employment Status (QD9)</b>			
Full-time	58.3	61.4	63.4
Part-time	8.7	5.8	5.3
Student	6.4	5.3	5.4
Homemaker	2.4	1.1	2.5
Retired	15.3	18.0	15.6
Between jobs	4.2	3.8	2.2
Prefer not to answer	4.7	4.6	5.5
<b>Ethnicity (QD12)</b>			
Caucasian / White	40.0	39.2	39.8
Asian American	23.9	21.6	18.3
Latino / Hispanic	26.6	27.4	23.5
Mixed or other	5.5	7.3	10.4
Prefer not to answer	4.0	4.5	8.0
<b>Gender (QD2)</b>			
Male	48.6	47.8	45.2
Female	46.2	46.1	50.5
Non-binary	0.9	0.2	0.6
Prefer not to answer	4.4	5.9	3.7

Table 19 presents the key demographic information collected during the survey. In addition to providing insights into how the results of the survey vary across demographic subgroups, the information is also used to ensure that the survey sample matches the profile of San Mateo's adult population on key characteristics based on the latest Census ACS estimates.

## METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with the City of San Mateo to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated they were interested in additional information from the City (Question 11) were subsequently asked to briefly describe their topics of interest (Question 12). The questionnaire included with this report (see *Questionnaire & Toplines* on page 37) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

**PROGRAMMING, PRE-TEST & TRANSLATION** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled households. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish according to the preference of the respondent.

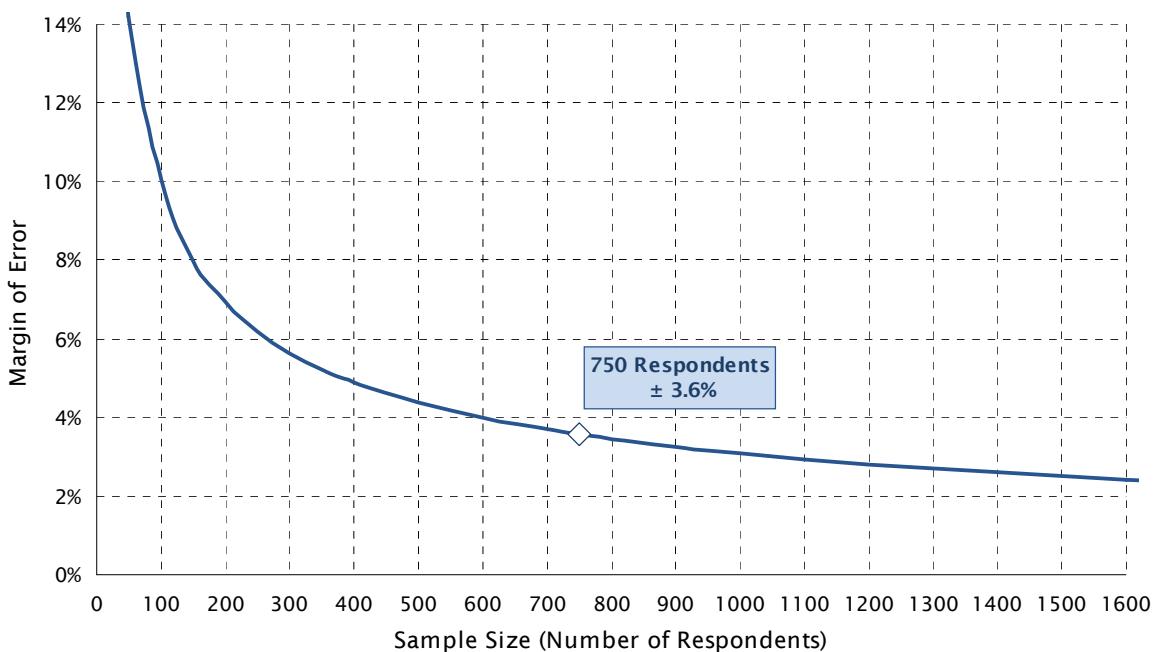
**SAMPLE, RECRUITING & DATA COLLECTION** A comprehensive database of households in the City of San Mateo was utilized for this study, ensuring that all households in San Mateo had the opportunity to be selected for the survey. After random selection, households were recruited to participate in the survey using a combination of email invitations, text invitations, and telephone calls to both land lines and mobile lines, as appropriate. The email and text invitations contained a unique passcode so that only those invited could access the secure survey site, and they could complete the survey one-time only. Following a period of online data collection, True North recruited by telephone to households that had yet to participate in the online survey in response to the email, and/or text invitations, or for which only telephone contact information was available.

Telephone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 750 completed surveys were gathered online and by telephone between February 8 and February 12, 2025.

**MARGIN OF ERROR DUE TO SAMPLING** The results of the survey can be used to estimate the opinions of all adult residents of the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 750 adult residents for a particular question and what would have been found if all of the estimated 84,400 adult residents<sup>3</sup> had been interviewed.

Figure 28 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is  $\pm 3.6\%$  for questions answered by all 750 respondents.

**FIGURE 28 MAXIMUM MARGIN OF ERROR**



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 28 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

**DATA PROCESSING & WEIGHTING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. Where appropriate, tests of statistical significance were conducted to evaluate changes in responses between the 2022 and 2025 studies. The final data were weighted to balance the sample by key demographics according to Census estimates.

3. Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates.

**ROUNDING** Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question. Due to rounding, some figures and narrative include numbers that add to more than or less than 100%.

# QUESTIONNAIRE & TOPLINES



**City of San Mateo**  
**Community Opinion Survey**  
**Final Toplines (n=750)**  
**February 2025**

## Section 1: Introduction to Study

Hi, may I please speak to: \_\_\_\_\_. Hi, my name is \_\_\_\_\_ and I'm calling from TNR on behalf of the City of San Mateo (Muh-TAY-O). The City is conducting a survey of residents about important issues and we would like to get your opinions.

*If needed:* This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

*If needed:* The survey should take about 12 minutes to complete.

*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

## Section 2: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of San Mateo.

Q1	How long have you lived in the City of San Mateo?															
	1	Less than 1 year								6%						
	2	1 to 4 years								21%						
	3	5 to 9 years								15%						
	4	10 to 14 years								9%						
	5	15 years or longer								49%						
	99	Not sure/Prefer not to answer								1%						
Q2	How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?															
	<i>Always ask A first, then randomize remaining items</i>															
A	The overall quality of life in the City of San Mateo								Excellent	22%	62%	13%	2%	1%	0%	0%
B	San Mateo as a place to raise a family								Good	22%	46%	15%	3%	1%	10%	3%
C	San Mateo as a place to work								Fair	14%	44%	16%	3%	0%	20%	3%
D	San Mateo as a place to retire								Poor	9%	26%	20%	16%	9%	20%	1%
E	San Mateo as a place to shop and dine								Very poor	25%	51%	19%	3%	1%	0%	0%
F	San Mateo as a place to recreate								Not sure	14%	48%	25%	6%	2%	5%	0%
									Prefer not to answer							

Q3	What do you like <b>most</b> about the City of San Mateo that should be preserved in the future? <b>Verbatim responses recorded and later grouped into categories shown below.</b>	
	Parks, recreation facilities, opportunities	19%
	Shopping, dining opportunities	16%
	Downtown area	12%
	Not sure / Cannot think of anything specific	11%
	City walkability	8%
	Open, green space, mountains	7%
	Low crime, public safety	7%
	Diversity of businesses, cultures, activities	7%
	Small town atmosphere	5%
	Proximity to surrounding cities, areas	5%
	Access to public transportation	5%
	Public libraries	5%
	Central Park	5%
	Historical places	3%
	Sense of community	3%
	Good schools	3%
	Neighborhoods, communities	3%
	Access to bay, ocean	2%
	Bike lanes	2%
	Weather, clean air	2%
	Friendly people, neighbors	2%
	Less crowded, traffic than other cities	2%
	Clean, well-maintained	2%
	Single family homes	2%
	B street closure, pedestrian walkway	2%
	Good City planning, development	2%
	Community events	2%
	Local, small businesses	2%
Q4	If the city government could <b>change</b> one thing to make San Mateo a better place to live now and in the future, what change would you like to see? <b>Verbatim responses recorded and later grouped into categories shown below.</b>	
	Provide more affordable housing	15%
	Limit growth, preserve open space	10%
	Provide more bike lanes	8%

Not sure / Cannot think of anything specific	8%
Improve, maintain roads	7%
Reduce traffic congestion	7%
Improve parking	7%
Improve public transit	7%
Provide more shopping, dining opportunities	6%
Improve, add parks, rec facilities	5%
Reduce cost of living	5%
Beautify, clean up City	4%
Provide additional youth, family activities, events for different ages	4%
No changes needed / Everything is fine	4%
Improve schools, education	3%
Enforce traffic laws	3%
Address rent control	3%
Improve public safety, more police presence	2%
Improve downtown area	2%
Address homeless issues	2%
Reduce taxes, fees	2%
Improve planning, zoning	2%
Support police department	2%
Provide, improve sidewalks	2%
Improve walkability	2%

### Section 3: City Services

Next, I would like to ask a series of questions about services provided by the City of San Mateo.

Q5	Generally speaking, are you satisfied or dissatisfied with the job the City of San Mateo is doing to provide city services? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?	
	1	Very satisfied
	2	Somewhat satisfied
	3	Somewhat dissatisfied
	4	Very dissatisfied
	98	Not sure
	99	Prefer not to answer

Q6	For each of the services I read next, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service.							
	Are you satisfied or dissatisfied with the city's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>							
	<i>Randomize</i>	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Not sure	Prefer not to answer	
A	Provide police and crime prevention services	27%	40%	10%	4%	16%	3%	
B	Promote economic development to attract new businesses and good-paying jobs to the community	12%	37%	15%	9%	24%	2%	
C	Prepare the city for emergencies and natural disasters	15%	33%	12%	4%	34%	1%	
D	Provide fire protection, prevention and emergency medical services	35%	35%	3%	2%	24%	1%	
E	Manage traffic congestion	9%	38%	29%	17%	7%	1%	
F	Address homelessness	12%	33%	20%	12%	22%	1%	
G	Maintain public buildings and facilities like City Hall, libraries and parking garages	39%	44%	5%	1%	10%	1%	
H	Maintain local streets and roads	18%	42%	23%	13%	3%	0%	
I	Maintain storm drains, sewers and creeks	21%	44%	15%	7%	12%	1%	
J	Provide parks, sports fields and recreation facilities	37%	41%	11%	3%	6%	1%	
K	Provide a variety of recreation programs for all ages	29%	38%	11%	4%	16%	2%	
L	Provide special events like community festivals and holiday celebrations	31%	42%	8%	3%	14%	2%	
M	Enforce code violations to address issues like abandoned vehicles, non-permitted construction, and yards not being properly maintained	13%	31%	16%	8%	28%	3%	
N	Protect the environment	18%	37%	11%	5%	27%	2%	
O	Provide paths and trails for walking, jogging, and running	27%	42%	17%	5%	8%	1%	
P	Provide bicycle lanes and paths	18%	32%	19%	12%	16%	3%	
Q	Clean up litter and trash that people dump along streets, sidewalks and in public areas	23%	45%	18%	8%	5%	1%	
R	Facilitate the creation of affordable housing	8%	21%	24%	22%	22%	4%	
S	Provide library services	60%	25%	2%	1%	11%	1%	
T	Manage land use and development	9%	28%	24%	13%	25%	2%	

**Section 4: Strategic Plan**

The City of San Mateo is in the process of updating its Strategic Plan. The Strategic Plan will guide the City's future decisions on a variety of topics that affect the quality of life in the city and set priorities for the next year.

Q7 As I read each of the following items, please indicate whether you think the item should be a high priority, a medium priority, or a low priority for San Mateo to accomplish in the next two years. If you feel the item should not be a priority, just say so. Please keep in mind that not all of the items can be high priorities.							
		High priority	Medium priority	Low priority	Not a priority	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Facilitate the development of more <b>affordable housing</b> for middle- and low-income families	51%	25%	11%	10%	1%	1%
B	Improve the City's <b>transportation system</b> to reduce traffic and encourage walking, biking and transit use	51%	31%	10%	5%	2%	1%
C	Move toward a <b>sustainable</b> environment by protecting resources and reducing waste, pollution, and greenhouse gas emissions	47%	32%	13%	7%	0%	1%
D	Improve the City's <b>economic vitality</b> through business-friendly policies, revitalizing outdated commercial areas, and attracting a diverse mix of employers and jobs to the city	39%	43%	13%	3%	2%	1%
E	Improve <b>public safety</b> including police and fire protection services	39%	38%	15%	5%	3%	0%
F	Improve the City's <b>preparedness for emergencies</b> and natural disasters	43%	44%	8%	2%	2%	0%
G	Upgrade and maintain <b>public infrastructure</b> including streets, stormwater systems, parks, pools, fire stations, libraries, community centers, and other public facilities	60%	33%	5%	1%	1%	0%
H	Strengthen the City's <b>engagement</b> and <b>transparent communications</b> with the community	30%	43%	18%	4%	5%	0%
I	Ensure the City has a sufficient number of <b>employees</b> to provide responsive, high quality city services to residents	30%	50%	11%	3%	4%	0%
J	Stabilize and balance the City's long-term <b>financial</b> condition	42%	45%	7%	1%	5%	1%
K	Improve the <b>appearance</b> of the City by removing trash and graffiti, improving landscaping, and beautification projects	30%	44%	19%	5%	1%	1%

L	Encourage <b>health and wellness</b> for residents of all ages through recreation, activities, and providing access to healthy foods, community services, and green spaces	38%	42%	14%	4%	1%	1%	
Q8	Is there a goal I <b>didn't</b> mention that you think should be a high priority for the City in the next two years? If yes, ask: Please briefly describe it to me. <b>Verbatim responses recorded and later grouped into categories shown below.</b>							
	No additional goals / Can't think of anything	67%						
	Improve city planning, development	3%						
	Provide, improve schools, education	2%						
	Enforce traffic laws	2%						
	Provide affordable housing	2%						
	Improve roads, infrastructure	2%						
	Reduce traffic, congestion	2%						
	Provide, improve parks, rec facilities	2%						
	Lower property taxes	1%						
	Improve Central Park playground	1%						
	Improve public safety, security	1%						
	Beautify City, landscape	1%						
	Lower cost of living	1%						
	Redevelop rundown commercial areas, lots	1%						
	Limit growth, development	1%						
	Provide more, safer bike lanes, walking trails	1%						
	Attract upscale businesses	1%						
	Address PG&E issues	1%						
	Address parking issues	1%						
	Address homelessness	1%						
	Provide more grocery stores	1%						
	Improve public transit	1%						
	Address rent control	1%						
	Revitalize downtown	1%						
	Improve assistance to seniors	1%						
	Reduce building permit restrictions	1%						
	Improve city-resident communication	1%						
	Disaster preparedness, prevention	1%						
	Address immigration issues	1%						
	Improve government process, transparency	1%						
	Improve public health	1%						

**Section 5: Mobility**

Q9	When traveling <i>within</i> the City of San Mateo, how often do you: _____? <i>Read options if needed: Five or more days per week, 1 to 4 days per week,...</i>	5+ days per week	1 to 4 days per week	2 to 3 days per month	1 day per month	Less than 1 day per month	Never	Prefer not to answer
A	Use a personal vehicle	57%	31%	6%	1%	0%	4%	1%
B	Use public transit such as a bus or train	4%	10%	9%	8%	19%	50%	1%
C	Use Uber, Lyft or taxi	1%	3%	11%	15%	29%	40%	1%
D	Walk from your home to a local store or restaurant	14%	29%	19%	7%	10%	20%	1%
E	Ride a bicycle or a scooter	5%	13%	6%	6%	11%	59%	1%
F	Paratransit	1%	2%	1%	1%	2%	89%	4%

**Section 6: Communications**

Q10	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?			
	1	Very satisfied	22%	
		2	Somewhat satisfied	48%
		3	Somewhat dissatisfied	12%
		4	Very dissatisfied	5%
		98	Not sure	12%
		99	Prefer not to answer	1%
Q11	Is there a particular topic or issue that you'd like to receive more information about from the City?			
	1	Yes	24%	<i>Ask Q12</i>
	2	No	67%	<i>Skip to Q13</i>
	99	Prefer not to answer	9%	<i>Skip to Q13</i>
Q12	Please briefly describe the topic. <i>Verbatim responses recorded and later grouped into categories shown below.</i>			
	Commercial, residential development, plans		19%	
	City planning, vision		15%	
	Road, infrastructure maintenance		14%	
	Affordable housing		10%	
	Community events		7%	

City, public safety	6%	
Traffic issues, updates	5%	
Speeding, traffic enforcement issues	5%	
Not sure / Cannot think of anything specific	5%	
Public transportation	4%	
City budgeting, finances	4%	
Bike lanes infrastructure, plans	4%	
Disaster preparedness, prevention	4%	
Recreational facility renovations, improvements	4%	
Economic forecasts, indicators	3%	
Volunteer opportunities, community engagement info	3%	
Recreational programs	2%	
Noise control	2%	
Senior assistance	2%	
Parking issues, enforcement	2%	
Q13	What information sources do you use to find out about City of San Mateo news, events, and programs? <i>Don't read list. Record up to first 3 responses.</i>	
<b>Newspapers</b>		
1	<i>San Francisco Chronicle</i> (daily newspaper)	13%
2	<i>Mercury News</i> (daily newspaper)	5%
3	<i>San Mateo Daily Journal</i> (daily newspaper)	36%
4	<i>Daily Post</i> (daily newspaper)	4%
5	<i>Other newspaper</i>	2%
<b>City Sources</b>		
6	City Website	18%
7	Email notifications from City	32%
8	Letters, postcards, flyers or brochures mailed from City to your home	29%
9	Flyers and QR codes placed at city facilities and around the city	5%
10	Street banners or message signs	10%
11	City Council Meetings	2%
<b>Internet &amp; Social Media</b>		
12	Internet (not City's site)	13%
13	Facebook	8%
14	X/Twitter	2%

15	Instagram	9%				
16	Other social media site	6%				
17	Nextdoor.com	13%				
18	Blogs	1%				
<b>Other</b>						
19	Television (general)	4%				
20	Radio	1%				
21	HOA or neighborhood association	3%				
22	Friends/Family/Associates/Word of mouth	14%				
23	Other	5%				
24	Do not receive information about City	4%				
98	Not sure	3%				
99	Prefer not to answer	2%				
Q14	As I read the following ways that the City of San Mateo can communicate with residents, I'd like to know if you think they would be very effective, somewhat effective, or not an effective way for the City to communicate with you.					
	<i>Randomize</i>	Very effective				
A	Email	46%	42%	7%	3%	1%
B	Postcards, letters and newsletters mailed to your home	34%	44%	17%	3%	1%
C	City's Website	20%	51%	19%	8%	1%
D	Advertisements in local papers	6%	32%	50%	11%	1%
E	Social media like Facebook, X and Nextdoor	31%	37%	20%	11%	2%
F	Townhall meetings	8%	41%	35%	14%	2%
G	Television programs	7%	26%	52%	14%	1%

#### Section 7: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born? Year recorded and grouped into categories shown below.
	18 to 24
	25 to 34
	35 to 44
	45 to 54
	55 to 64

	65 or older	17%	
	Prefer not to answer	3%	
D2	What is your gender?		
	1	Male	49%
	2	Female	46%
	3	Non-binary	1%
	99	Prefer not to answer	4%
D3	Do you have one or more children under the age of <b>18</b> living in your household?		
	1	Yes	26% <i>Ask D4</i>
	2	No	69% <i>Skip to D5</i>
	99	Prefer not to answer	5% <i>Skip to D5</i>
D4	Do you have one or more children under the age of <b>six</b> living in your household?		
	1	Yes	43%
	2	No	56%
	99	Prefer not to answer	1%
D5	Do you have one or more adults 65 years of age or older in your household?		
	1	Yes	28%
	2	No	68%
	99	Prefer not to answer	4%
D6	Do you own or rent your residence in San Mateo?		
	1	Own	47%
	2	Rent	46%
	99	Prefer not to answer	7%
D7	Which of the following best describes your current home?		
	1	Single family detached home	52%
	2	Townhome	8%
	3	Condominium	11%
	4	Apartment	25%
	99	Prefer not to answer	5%

D8	How many more years do you anticipate that you will be living in the City of San Mateo?		
	1	Less than 5 years	22%
	2	5 to 10 years	30%
	3	11 to 15 years	11%
	4	16 years or more	27%
	99	Prefer not to answer	11%
D9	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?		
	1	Employed full-time	58% <i>Ask D10</i>
	2	Employed part-time	9% <i>Ask D10</i>
	3	Student	6% <i>Skip to D12</i>
	4	Homemaker	2% <i>Skip to D12</i>
	5	Retired	15% <i>Skip to D12</i>
	6	In-between jobs	4% <i>Skip to D12</i>
	98	Not sure	5% <i>Skip to D12</i>
	99	Prefer not to answer	58% <i>Skip to D12</i>
D10	Are you currently working from home, commuting to a workplace outside of your home, or a mixture of both?		
	1	Working from home	16% <i>Ask D11</i>
	2	Commuting to a workplace outside home	44% <i>Skip to D12</i>
	3	Mixture of both	39% <i>Ask D11</i>
	99	Prefer not to answer	1% <i>Skip to D12</i>
D11	How many days do you <i>primarily</i> work from home in a typical week?		
	0	Zero	1%
	1	One	12%
	2	Two	24%
	3	Three	21%
	4	Four	12%
	5	Five or more	27%
	99	Prefer not to answer	2%
D12	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates.</i>		
	1	Caucasian/White	40%
	2	Asian -- Korean, Chinese, Vietnamese, Japanese, Filipino or other Asian	24%

3	Indian (India)	1%
4	Latino/Hispanic/Mexican	27%
5	African-American/Black	2%
6	Native American Indian or Alaskan Native	<1%
7	Pacific Islander	<1%
8	Mixed Heritage	2%
9	Other	1%
99	Prefer not to answer	4%

Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of San Mateo

*Post Interview Items*

S1 Survey Language		
1	English	93%
2	Spanish	7%