

CITIZEN OPINION SURVEY

CONDUCTED FOR THE
CITY OF LA PALMA

PRESENTED BY
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3/5/2019



PURPOSE OF STUDY

- Measure community needs with respect to city services and facilities
- Measure City's performance in meeting residents' needs
- Assess opinions on variety of topics such as economic development, funding priorities, and policy issues
- Determine effectiveness of city-resident communication



METHODOLOGY OF STUDY

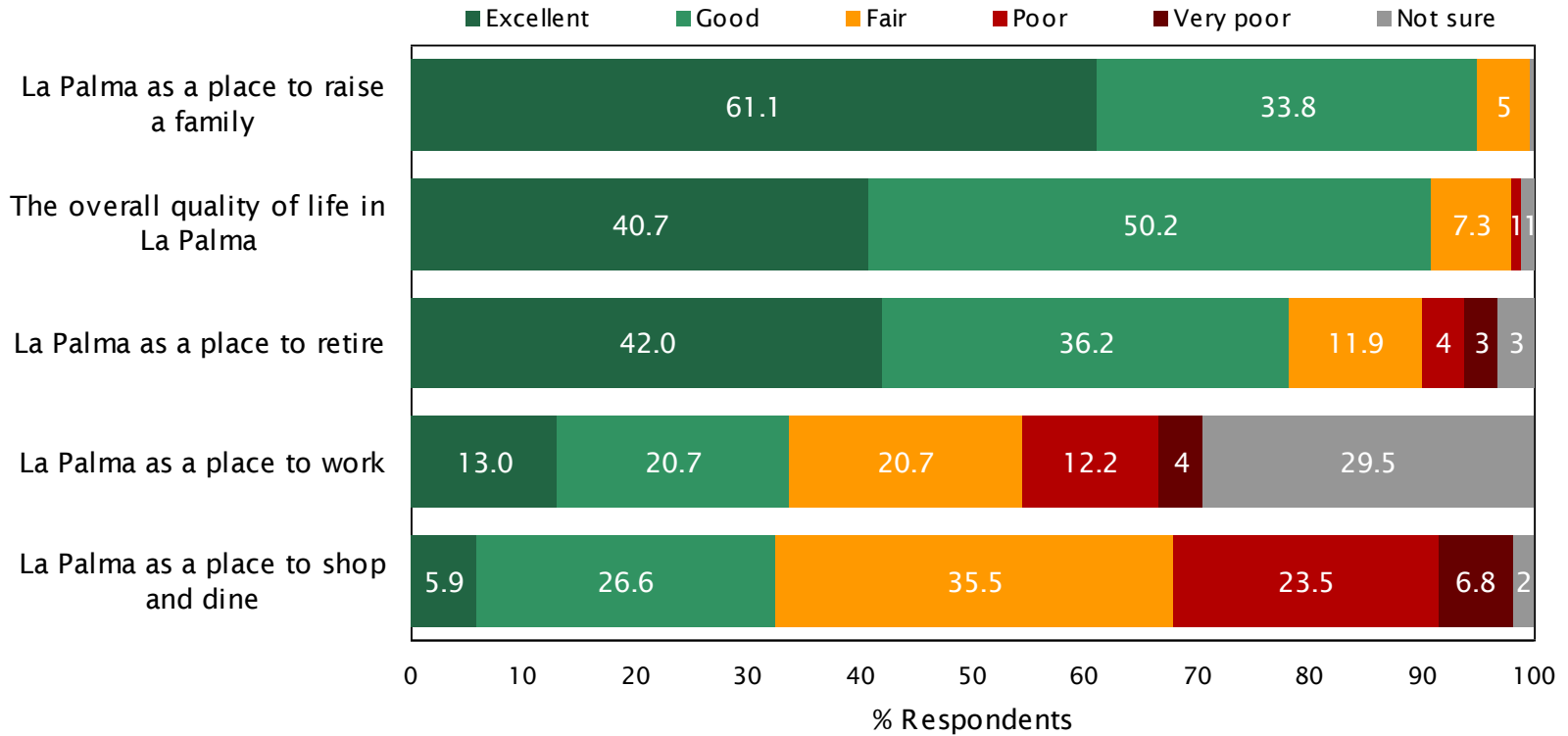
PHASE 1: Statistically Reliable Survey

- Conducted November 28th to December 16th, 2018
- Mixed Methodology
 - Recruited via mail, email, and phone
 - Online and telephone data collection
 - English, Spanish & Korean
- Random sample of 336 residents
- Average interview length: 18 minutes
- Overall margin of error of $\pm 5.28\%$

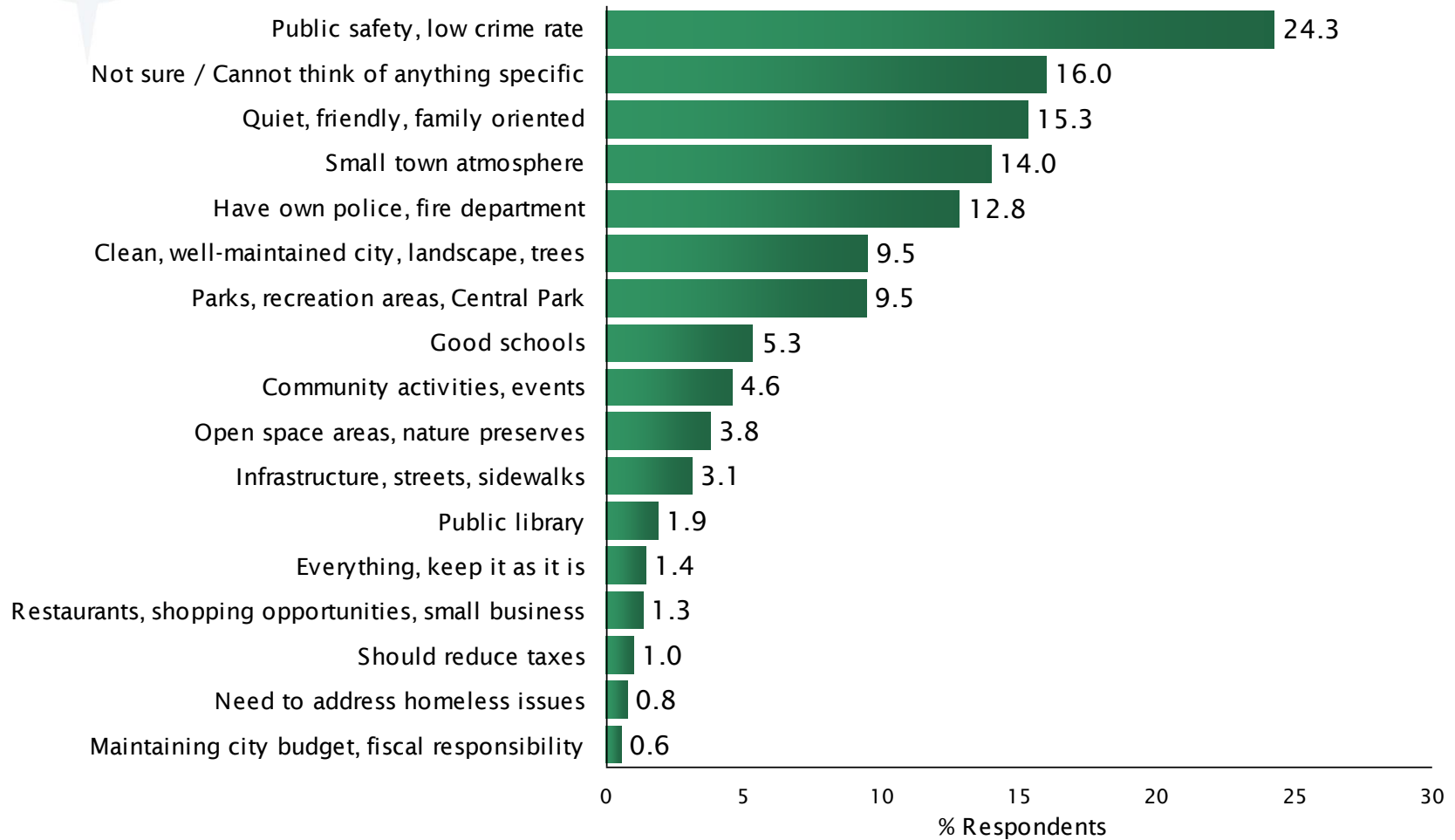
PHASE 2: Supplemental Data Collection

- Postcards to all La Palma Households (not random selection)
- 492 additional completed surveys

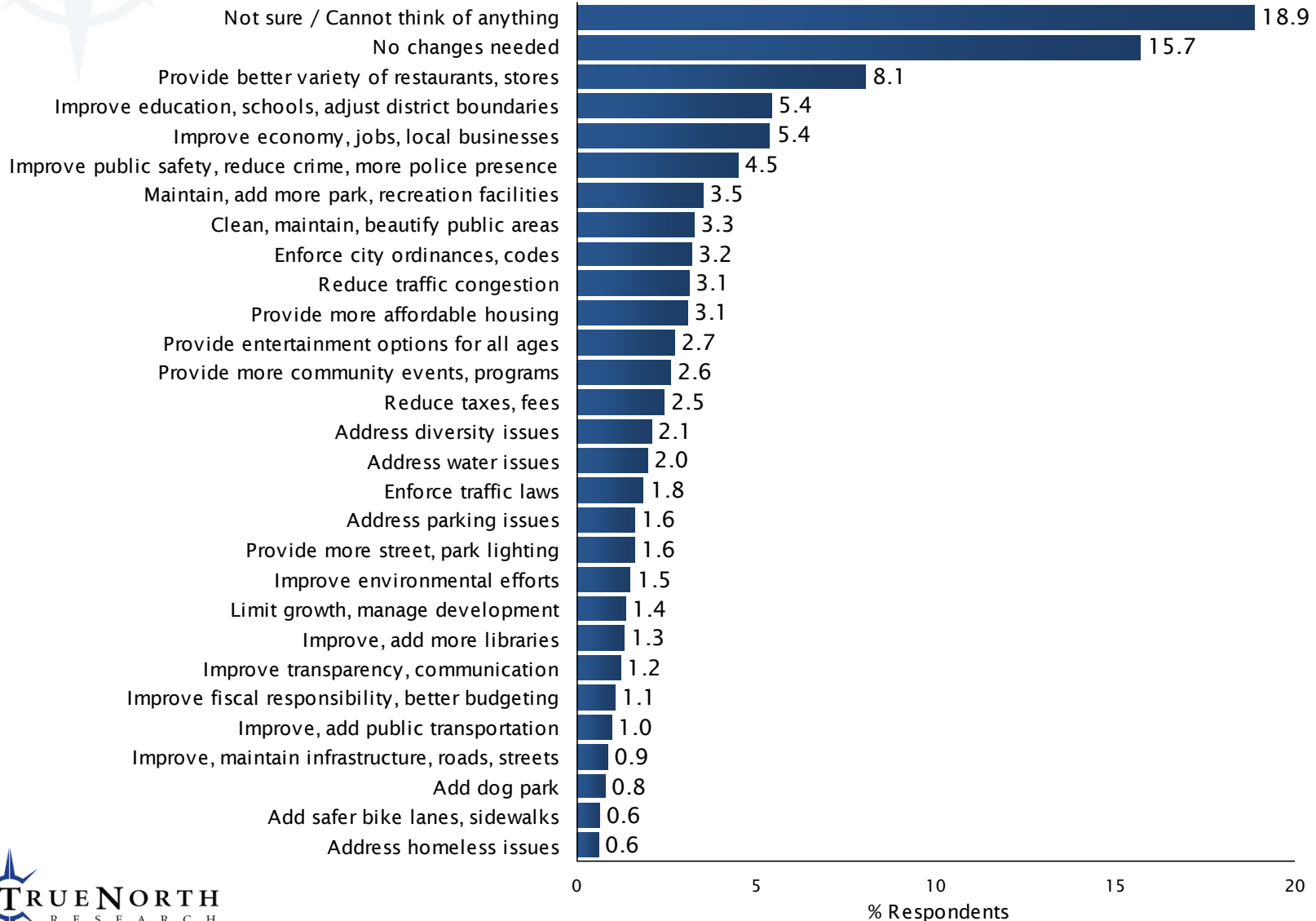
RATING LA PALMA



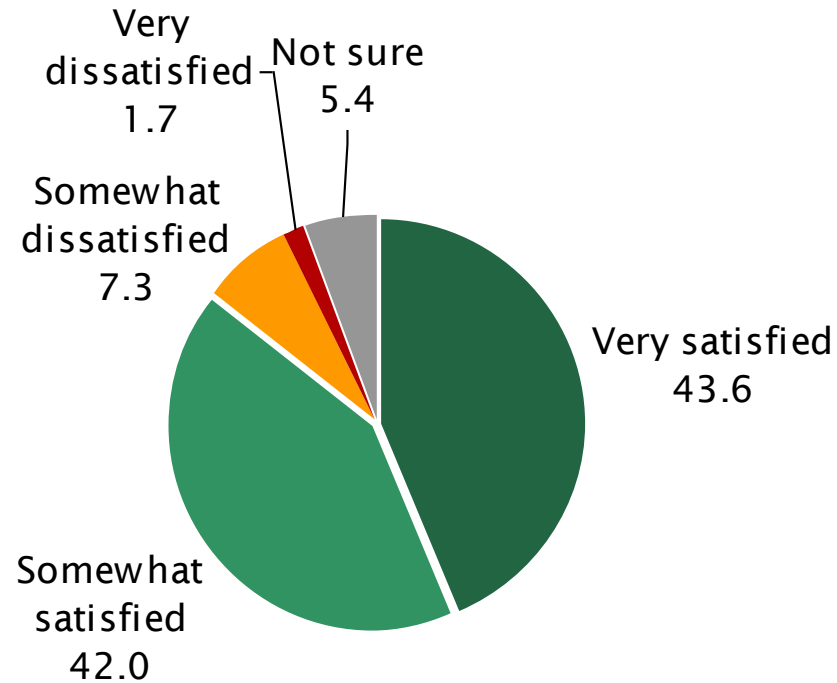
LIKE MOST ABOUT LA PALMA



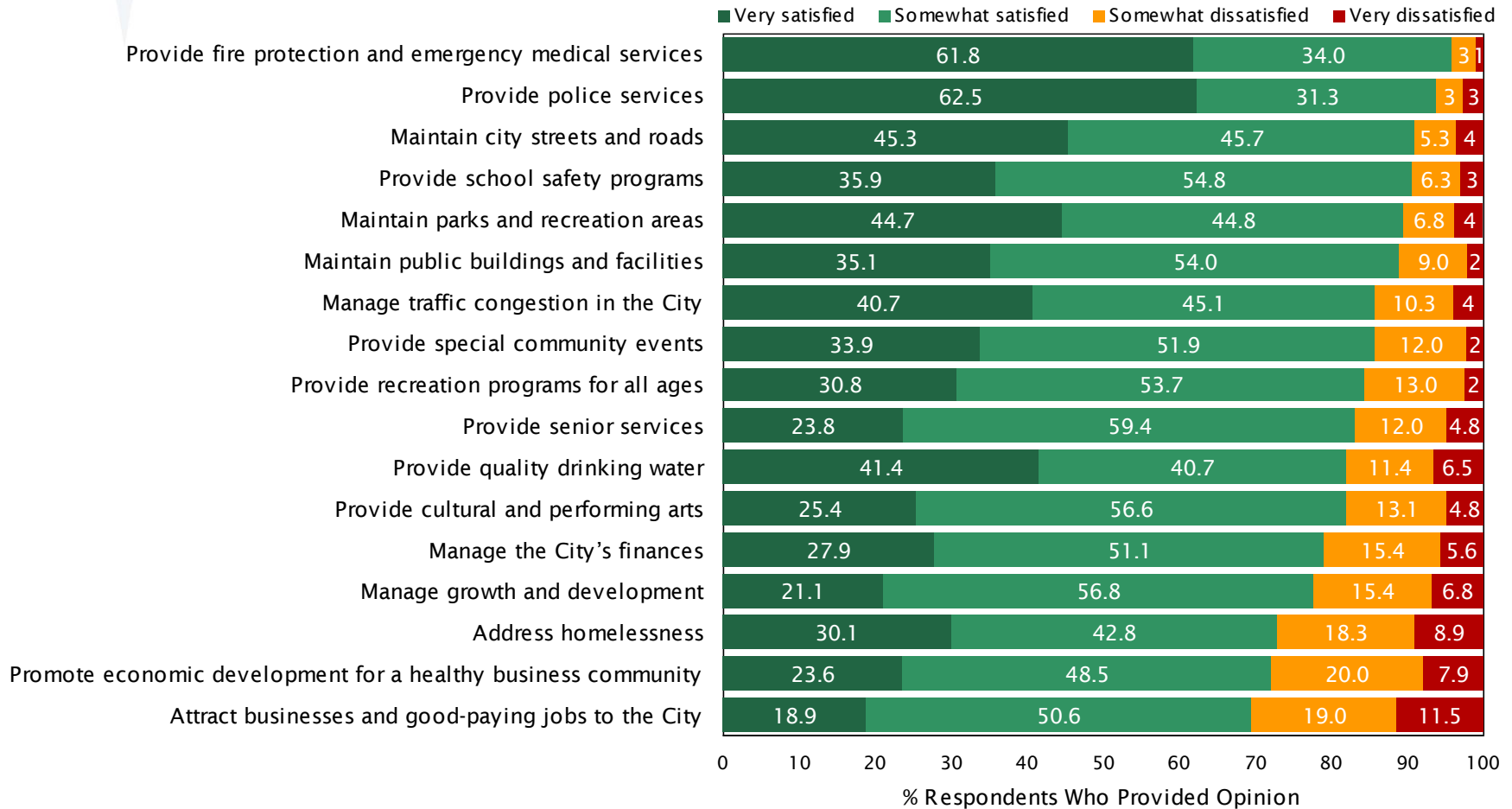
CHANGES TO IMPROVE LA PALMA



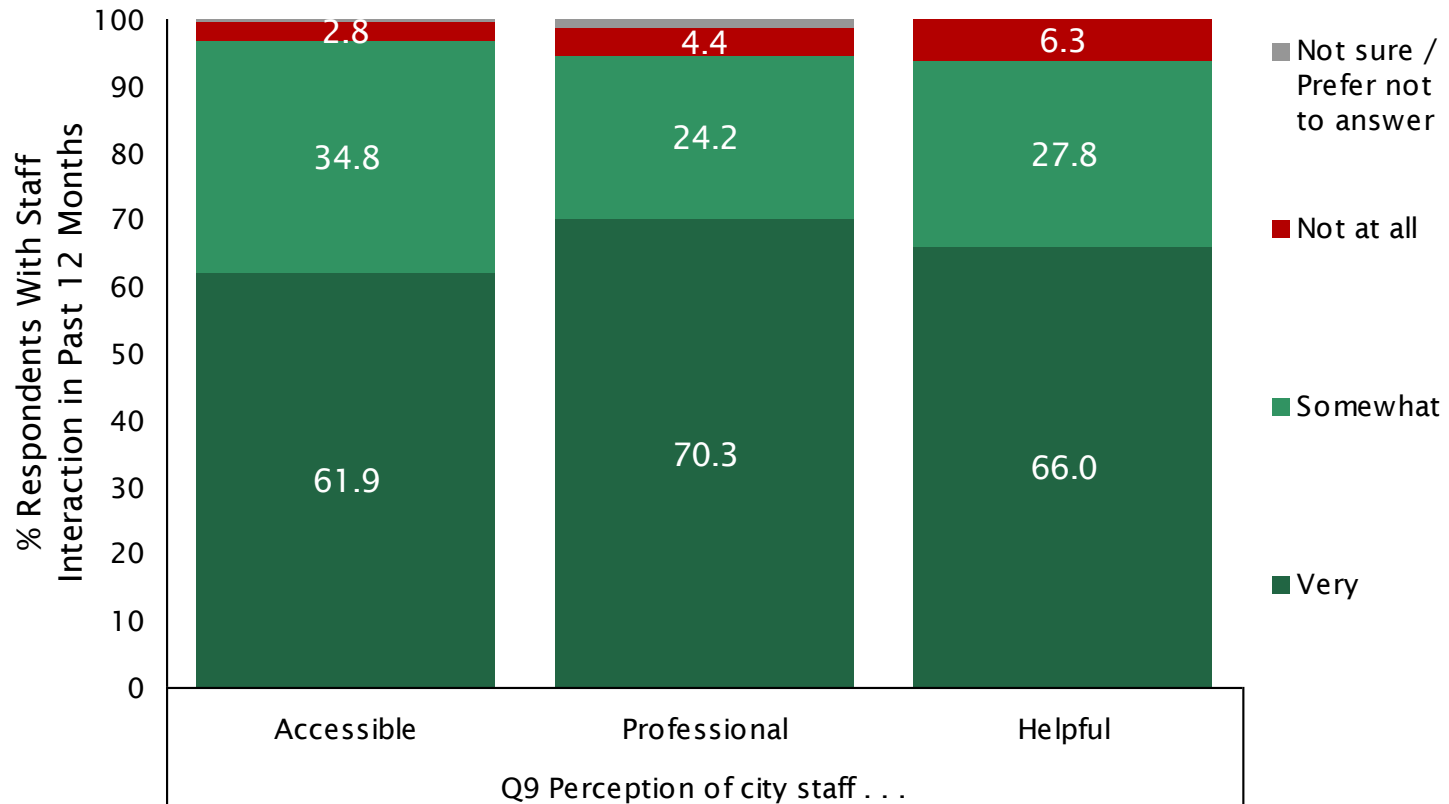
OVERALL SATISFACTION WITH CITY SERVICES



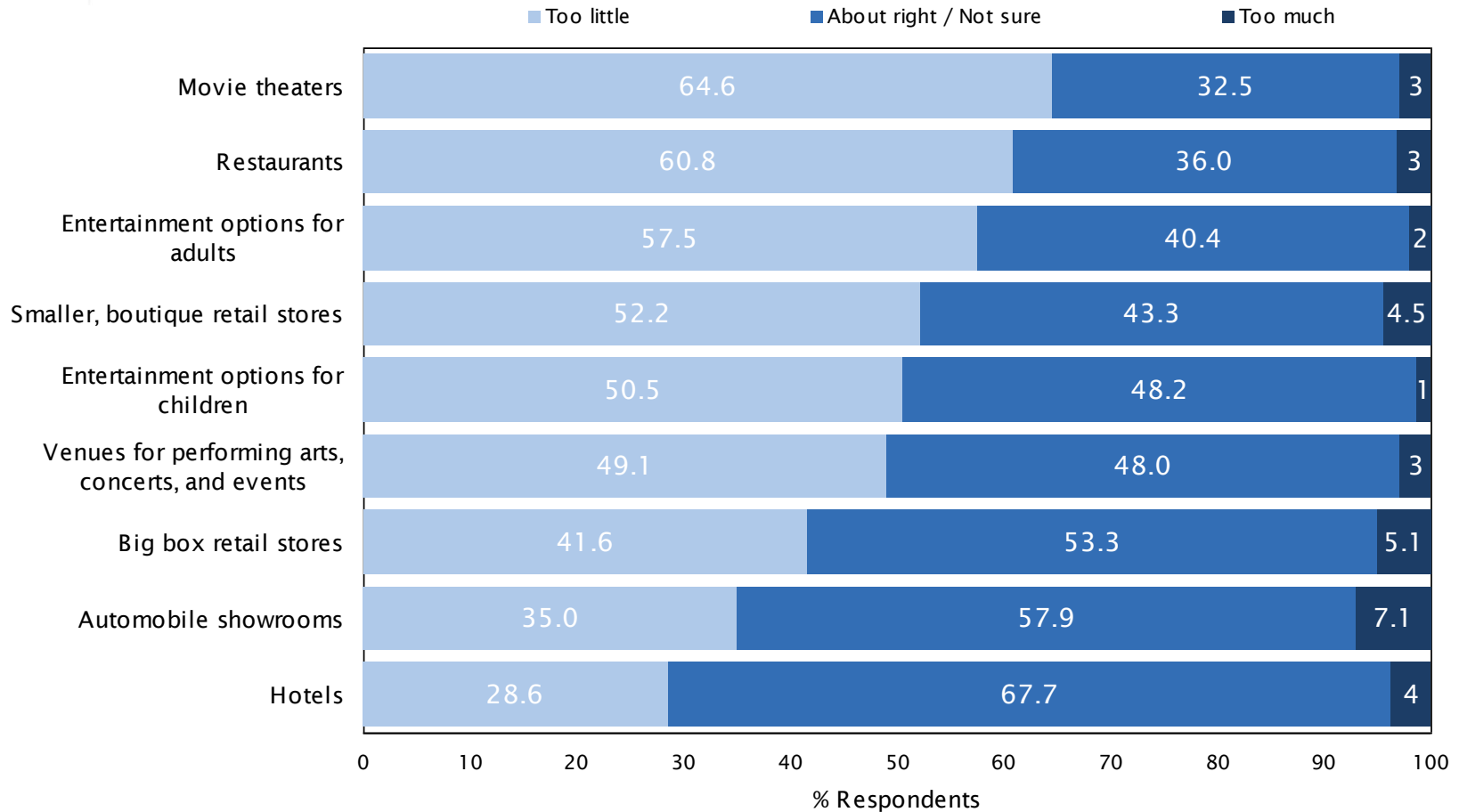
SATISFACTION WITH SPECIFIC SERVICES



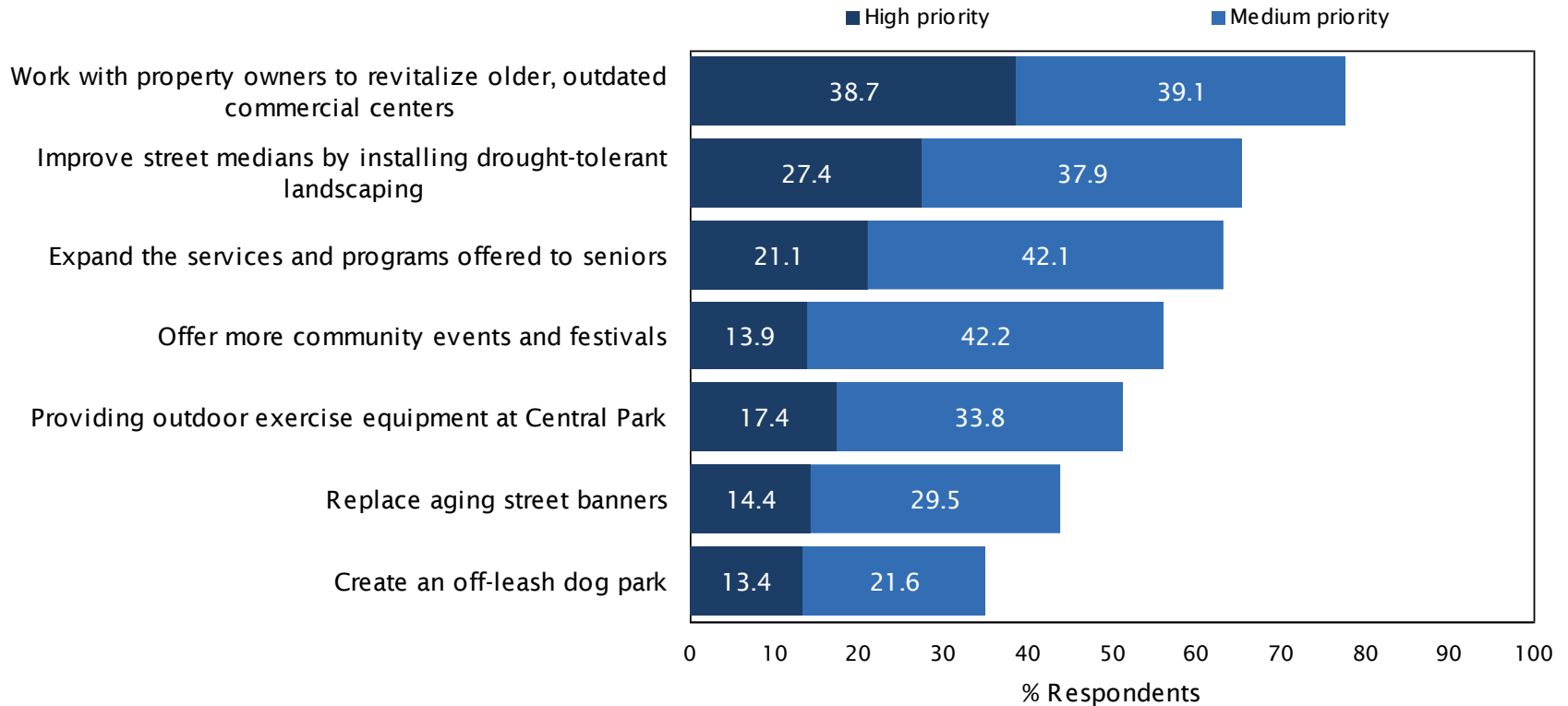
CUSTOMER SERVICE PROVIDED BY STAFF



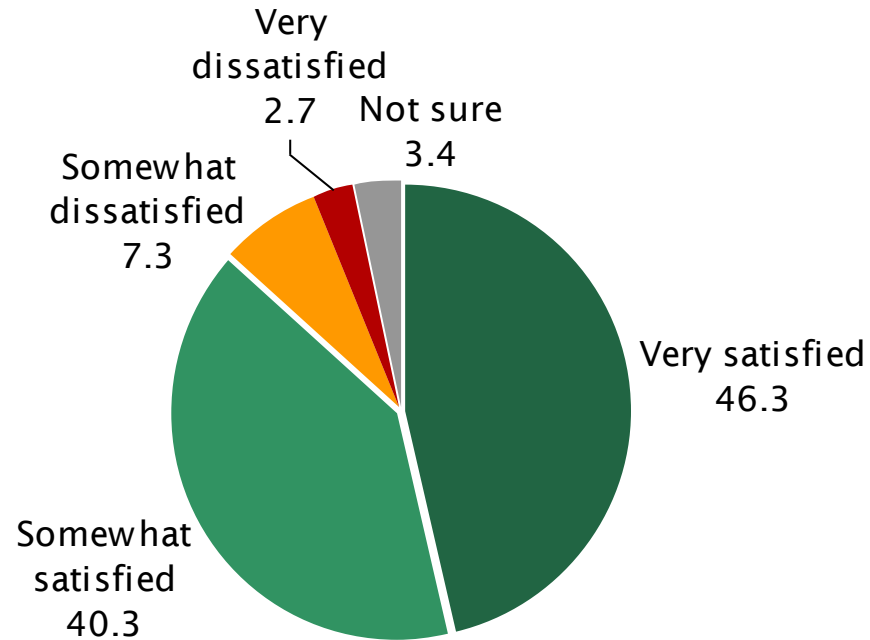
CURRENT AMOUNT OF BUSINESS TYPES



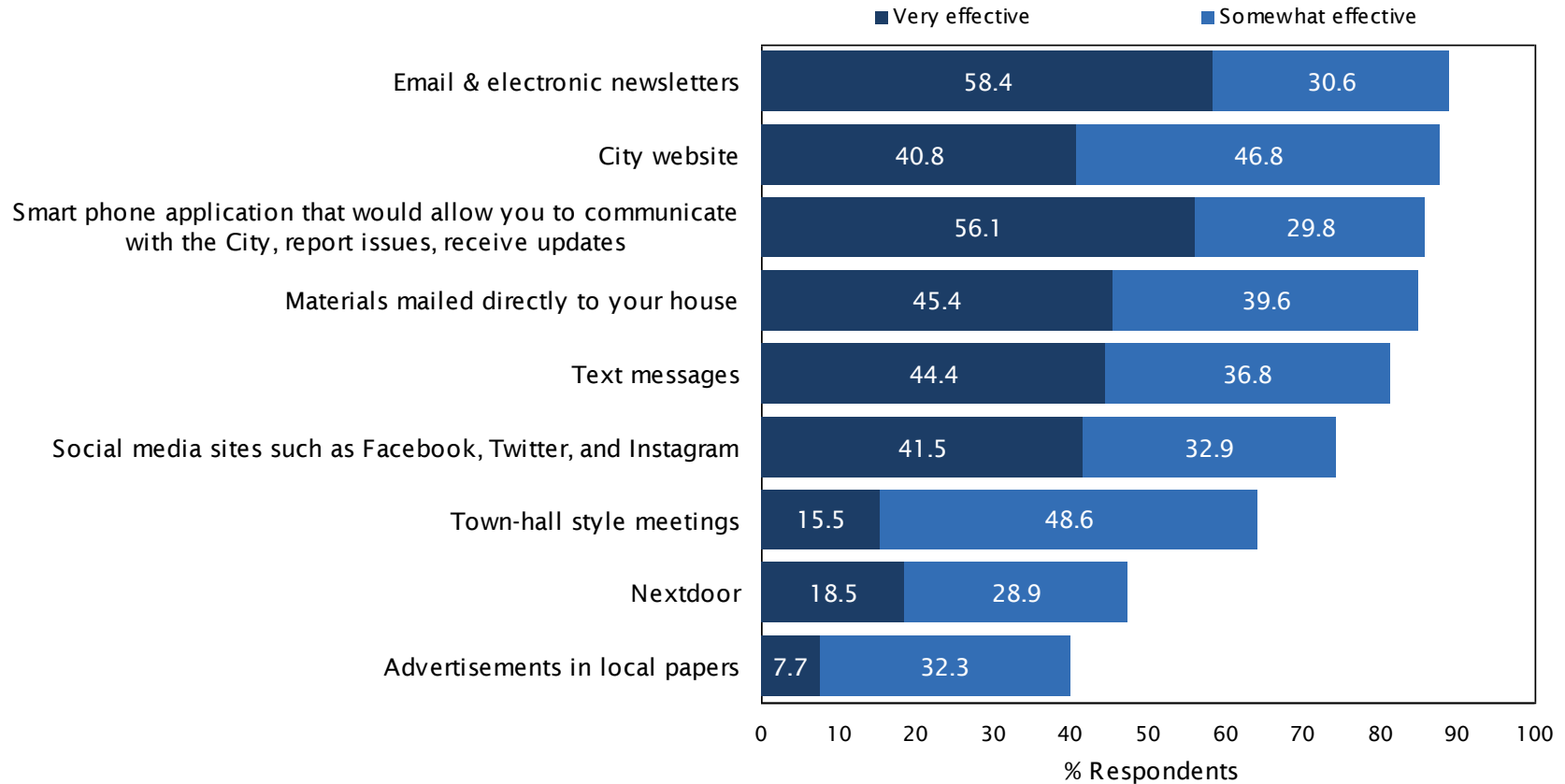
FUNDING PRIORITIES



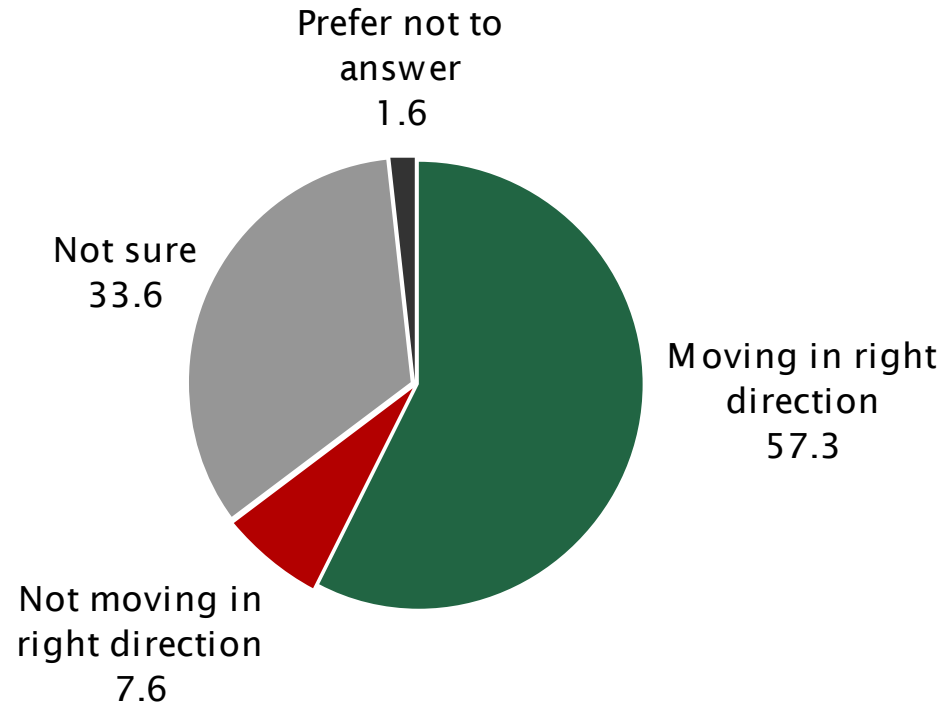
SATISFACTION WITH CITY-RESIDENT COMMUNICATION



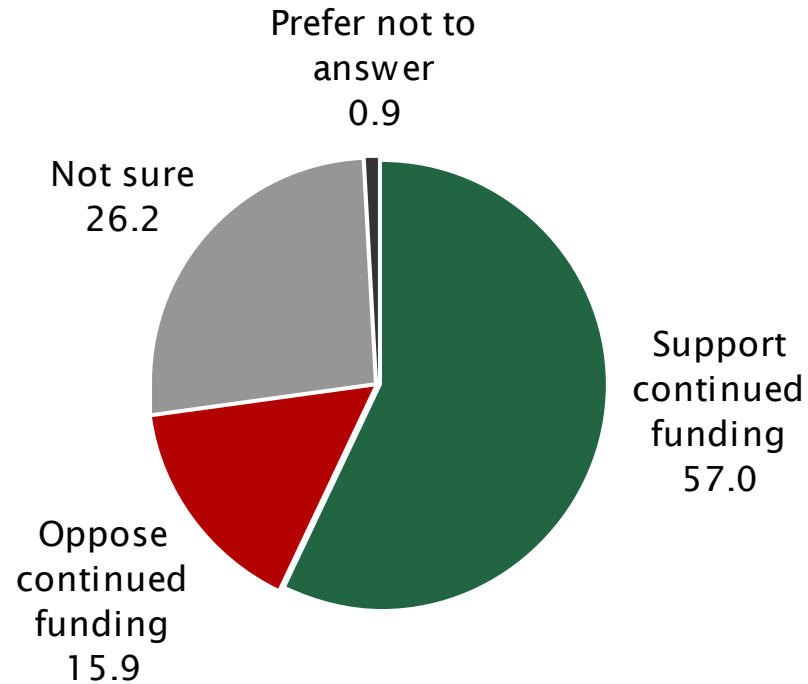
EFFECTIVENESS OF COMMUNICATION METHODS



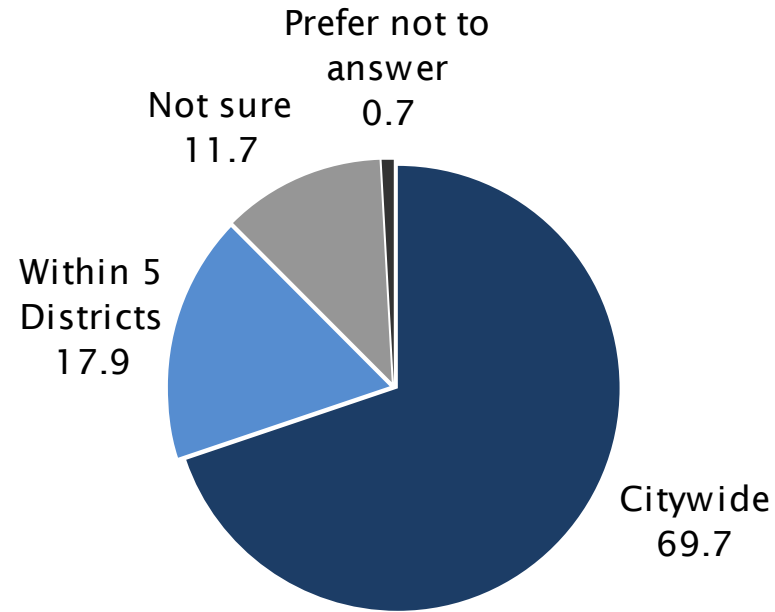
CITY MOVING IN RIGHT DIRECTION



CONTINUE FUNDING SCHOOL RESOURCE OFFICERS



PREFERRED METHOD OF ELECTING COUNCIL





KEY CONCLUSIONS

- High levels of satisfaction with La Palma and the City's performance
 - Overall quality of life
 - Overall performance in providing municipal services
 - Specific service areas
 - City-resident communication
 - Customer service provided by staff
- Opportunity Areas
 - Promoting economic development
 - Addressing homelessness
 - Improving public safety
 - Managing growth and development