

# Attachment 2



## 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 La Palma. We're conducting a survey about important issues in La Palma 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 14 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?

*If needed:* Your responses to the survey will be confidential.

## Section 2: Quality of Life

To begin, I'd like to ask you a few questions about what it is like to live in La Palma.

Q1	How long have you lived in the City of La Palma?								
	1	Less than 1 year							2%
	2	1 to 4 years							8%
	3	5 to 9 years							9%
	4	10 to 14 years							6%
	5	15 years or longer							74%
	99	Prefer not to answer							0%
Q2	How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?								
	<i>Randomize A-D, always ask E last</i>		Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
A	La Palma as a place to raise a family		55%	37%	5%	1%	0%	1%	1%
B	La Palma as a place to work		11%	23%	16%	9%	2%	33%	6%
C	La Palma as a place to retire		34%	43%	14%	3%	1%	3%	1%
D	La Palma as a place to shop and dine		7%	23%	40%	20%	7%	1%	1%
E	The overall quality of life in La Palma		38%	50%	10%	1%	0%	0%	0%
Q3	What do you like most about La Palma that the city government should make sure to <u>preserve</u> in the future? Verbatim responses recorded and later grouped into categories shown below.								
	Have own police, fire department								24%
	Public safety, low crime rate								19%
	Not sure / Cannot think of anything specific								14%
	Parks, recreation areas, Central Park								13%

	Clean, well-maintained city, landscape, trees	12%
	Quiet, friendly, family oriented	11%
	Small town atmosphere	10%
	Community activities, events	7%
	Infrastructure, streets, sidewalks	4%
	Good schools	4%
	Open space areas, nature preserves	1%
	Public library	1%
	Community, Senior Center	1%
	Restaurants, shopping opportunities, small business	1%
	Maintaining city budget, fiscal responsibility	1%
	Need to address homeless issues	1%
Q4	If the city government could change one thing to make La Palma a better place to live, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	No changes needed	16%
	Not sure / Cannot think of anything	14%
	Provide better variety of restaurants, stores	10%
	Improve public safety, reduce crime, more police presence	9%
	Enforce city ordinances, codes	6%
	Improve education, schools, adjust District boundaries	6%
	Clean, maintain, beautify public areas	5%
	Improve economy, jobs, local businesses	5%
	Address parking issues	4%
	Limit growth, manage development	3%
	Improve transparency, communication	3%
	Add dog park	3%
	Reduce traffic congestion	2%
	Improve, maintain infrastructure, roads, streets	2%
	Reduce taxes, fees	2%
	Enforce traffic laws	2%
	Maintain, add more park, recreation facilities	2%
	Provide entertainment options for all ages	2%
	Provide more community events, programs	2%

Improve fiscal responsibility, better budgeting	2%
Provide more affordable housing	1%
Address homeless issues	1%
Add safer bike lanes, sidewalks	1%
Improve, add more libraries	1%
Improve, add public transportation	1%
Address diversity issues	1%
Address water issues	1%
Improve environmental efforts	1%

**Section 3: City Services**

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

<b>Q5</b>	Generally speaking, are you satisfied or dissatisfied with the job the City of La Palma 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	43%					
	2	Somewhat satisfied	44%					
	3	Somewhat dissatisfied	6%					
	4	Very dissatisfied	2%					
	98	Not sure	4%					
	99	Prefer not to answer	0%					
<b>Q6</b>	For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.							
	<i>Randomize.</i>		Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Providing police services		79%	17%	3%	1%	0%	0%
B	Addressing homelessness		46%	29%	16%	6%	2%	1%
C	Providing school safety programs		48%	32%	16%	3%	1%	0%
D	Providing fire protection and emergency medical services		79%	18%	2%	1%	0%	0%
E	Providing quality drinking water		77%	19%	3%	1%	0%	0%
F	Providing senior services		29%	38%	27%	5%	1%	0%
G	Managing traffic congestion in the city		40%	36%	18%	5%	0%	0%
H	Maintaining city streets and roads		65%	32%	3%	0%	0%	0%
I	Managing growth and development		42%	40%	16%	1%	1%	0%

J	Providing recreation programs for all ages	24%	39%	30%	7%	0%	0%
K	Maintaining parks and recreation areas	48%	41%	10%	1%	0%	0%
L	Providing cultural and performing arts	12%	26%	44%	17%	1%	0%
M	Promoting economic development for a healthy business community	39%	41%	17%	2%	1%	0%
N	Attracting businesses and good-paying jobs to the city	41%	35%	20%	3%	1%	0%
O	Maintaining public buildings and facilities	40%	43%	16%	1%	0%	0%
P	Providing special community events	17%	33%	40%	9%	1%	0%
Q	Managing the City's finances	75%	20%	3%	0%	1%	0%
Q7	<p>For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service.</p> <p>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></p>						
	<i>Randomize.</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide police services	63%	29%	5%	1%	2%	0%
B	Address homelessness	18%	34%	14%	5%	28%	2%
C	Provide school safety programs	25%	39%	4%	2%	28%	2%
D	Provide fire protection and emergency medical services	60%	31%	2%	0%	6%	0%
E	Provide quality drinking water	42%	40%	9%	4%	4%	1%
F	Provide senior services	17%	38%	9%	3%	32%	1%
G	Manage traffic congestion in the city	33%	49%	9%	4%	5%	0%
H	Maintain city streets and roads	41%	46%	9%	3%	1%	0%
I	Manage growth and development	17%	43%	17%	4%	18%	1%
J	Provide recreation programs for all ages	24%	47%	8%	3%	16%	1%
K	Maintain parks and recreation areas	37%	50%	7%	2%	4%	1%
L	Provide cultural and performing arts	15%	43%	9%	2%	27%	3%
M	Promote economic development for a healthy business community	13%	40%	17%	4%	25%	1%
N	Attract businesses and good-paying jobs to the city	11%	34%	20%	5%	28%	2%
O	Maintain public buildings and facilities	32%	51%	8%	0%	8%	0%
P	Provide special community events	22%	52%	8%	1%	16%	2%
Q	Manage the City's finances	21%	38%	14%	5%	21%	1%

Section 4: Customer Service							
Q8	In the past 12 months, have you been in contact with staff from the City of La Palma?						
	1	Yes	49%	Ask to Q9			
	2	No	47%	Skip to Q11			
	98	Not sure	3%	Skip to Q11			
	99	Prefer not to answer	1%	Skip to Q11			
Q9	In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. <i>Read one item at a time, continue until all items are read.</i>						
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful		66%	26%	6%	1%	1%
B	Professional		72%	25%	1%	1%	1%
C	Accessible		67%	27%	5%	1%	0%
<i>Ask Q10 if Q9A, Q9B, OR Q9C = 3.</i>							
Q10	Thinking of when you weren't pleased with the customer service you received, can you briefly describe the issue you contacted the City about?						
	Record verbatim response		Data on file for 16 respondents.				

Section 5: Economic Development							
There are several older, run-down commercial properties in the City that need to be revitalized. Redeveloping these properties would attract new types of businesses and improve the local economy. We're interested in the types of businesses you think are needed in La Palma.							
Q11	As I read the following types of businesses and amenities, please tell me whether you feel there is <u>currently</u> too much, about the right amount, or too little of this type of business or amenity in the City of La Palma.						
	<i>Randomize</i>		Too Much	About Right	Too Little	Not sure	Prefer not to answer
A	Hotels		6%	63%	15%	13%	3%
B	Venues for performing arts, concerts, and events		2%	42%	37%	15%	3%
C	Big box retail stores		5%	41%	39%	13%	2%
D	Smaller, boutique retail stores		5%	41%	43%	9%	2%
E	Movie theaters		2%	25%	46%	22%	5%
F	Entertainment options for children		1%	38%	36%	24%	2%
G	Entertainment options for adults		2%	28%	49%	18%	3%

H	Automobile showrooms	7%	34%	19%	32%	8%
I	Restaurants	1%	35%	60%	3%	1%
<i>Ask Q12 if Q11I = 3, Q11C = 3, or Q11D = 3.</i>						
77% of respondents received Q12.						
Q12	What are the names of one or two <b>stores or restaurants</b> you would <u>most</u> like to have located in La Palma? Verbatim responses recorded and later grouped into categories shown below.					
	Not sure / Cannot think of anything specific	27%				
	Specialty, organic foods stores (Whole Foods Market, Trader Joes, Sprouts)	22%				
	Small bakeries, cafes, tea stores (Starbuck's, Corner Bakery, Panera)	12%				
	Upper-scale restaurants, steakhouses (Yard House, Flemings, Cheesecake Factory)	11%				
	Family chain restaurants (Applebee's, CA Pizza Kitchen, Cracker Barrel)	9%				
	Fast food restaurants (In-N-Out Burger, Chick-fil-A)	9%				
	Greater variety of cuisines in general (Mexican, Italian, Japanese)	8%				
	Grocery stores (Food 4 Less, Stater Bros, Ralph's)	7%				
	Large department stores (Walmart, Kohl's, Target)	4%				
	Seafood restaurants (Red Lobster, Fish Co, Sushi)	3%				
	Discount stores (T.J.Maxx, Marshalls, Ross)	2%				
	Breweries, pubs (BJ's Restaurant & Brewhouse)	2%				
	Locally-owned, non-chain restaurants	2%				
	Home furniture stores (HomeGoods)	2%				
	Arts and crafts stores (Michaels)	1%				
	Electronics, computer stores (Fry's, Apple Store)	1%				
	Clothing stores (Tilly's, Urban Outfitters, Forever 21)	1%				
	Vegan, healthy restaurants	1%				
	Large wholesale stores (Costco)	1%				
	Upper-scale department stores (Macy's, Nordstrom)	1%				
	Breakfast, lunch restaurants (Denny's, IHOP)	1%				
	Home improvement stores (Ace Hardware)	1%				
	Movie Theater	1%				
<i>Ask Q13 if Q11F = 3 or Q11G = 3.</i>						
58% of respondents received Q13.						

Q13	Do you have any specific <b>entertainment</b> options that you'd like available in the City of La Palma? <i>If yes, ask: Please briefly describe them to me. Verbatim responses recorded and later grouped into categories shown below.</i>	
	Not sure / Cannot think of anything specific	47%
	Movie theater	20%
	Performing arts center (theatre, concerts, plays, comedy club)	8%
	Community, family entertainment center (arcade, mini golf, bowling, rock climbing)	7%
	Greater variety of restaurants	7%
	Competitive, spectator sports venue	4%
	More parks, pools with fun rec activities (water park, trampoline parks)	4%
	Bars, clubs, night life	3%
	Senior center	1%

**Section 6: Priorities**

The City of La Palma has limited financial resources to provide local services and projects desired by residents. Because it can't fund every service and project, the City must set priorities.

Q14 As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities. Here is the (first/next) one: \_\_\_\_\_. Should this item be a high, medium or low priority for the City - or should the City not spend any money on this item?

		High Priority	Medium Priority	Low Priority	Should not spend money	Not Sure	Prefer not to answer
	<i>Randomize</i>						
A	Improve street medians by installing drought-tolerant landscaping	25%	36%	26%	11%	2%	0%
B	Expand the services and programs offered to seniors	21%	46%	23%	5%	5%	0%
C	Create an off-leash dog park	12%	16%	29%	40%	2%	0%
D	Work with property owners to revitalize older, outdated commercial centers	43%	41%	9%	3%	3%	0%
E	Replace aging street banners	10%	30%	46%	12%	2%	0%
F	Offer more community events and festivals	11%	39%	37%	10%	3%	0%
G	Providing outdoor exercise equipment at Central Park	13%	28%	36%	20%	2%	0%

<i>Ask Q15 if Q14F = (1,2).</i>		
51% of respondents received Q15.		
Q15	Can you describe the type of community event or festival that you would <u>most</u> like to see offered by the City? <i>Verbatim responses recorded and later grouped into categories shown below.</i>	
	Not sure / Cannot think of anything specific	36%
	More variety of concerts at the park	15%
	Celebration of national holidays	13%
	Food festival, food trucks, Harvest Festival	12%
	La Palma Days	8%
	Cultural events	6%
	Parades	4%
	Summer, spring, events, festivals	4%
	Farmers markets	3%
	Community events to meet neighbors, City officials	3%
	Holiday carnivals	2%
	Races, marathons, active fundraisers	2%
	Family events	2%
	Movies at the park	1%

<i>Section 7: Communication</i>		
Q16	Overall, are you satisfied or dissatisfied with the City’s efforts to communicate with residents through newsletters, the Internet, local media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1 Very satisfied	51%
	2 Somewhat satisfied	39%
	3 Somewhat dissatisfied	7%
	4 Very dissatisfied	2%
	98 Not Sure	1%
	99 Prefer not to answer	0%
Q17	What information sources do you use to find out about City of La Palma news, information and programming? <i>Don’t read list. Record up to first 2 responses. If they say Internet or web, probe to see if a City website and - if yes - which one.</i>	
	1 The <i>Mosaic</i> - City Newsletter	18%
	2 E-Newsletter	25%
	3 The <i>Source</i> - Neighborhood Watch Newsletter	20%
	4 <i>Orange County Register</i> (paper)	0%





H	Town-hall style meetings	23%	52%	20%	6%
I	Nextdoor	17%	33%	18%	31%

Q19	How much attention do you pay to the issues, decisions and activities of your city government? Would you say that you are very attentive, somewhat attentive, slightly attentive, or not at all attentive?				
	1	Very attentive	25%		
	2	Somewhat attentive	52%		
	3	Slightly attentive	18%		
	4	Not at all attentive	4%		
	98	Not sure	0%		
	99	Prefer not to answer	1%		

**Section 8: Policy**

Next are a few policy-related questions.

Q20	Overall, would you say the City of La Palma is moving in the right direction?				
	1	Yes	52%		
	2	No	8%		
	98	Not sure	39%		
	99	Prefer not to answer	1%		

Q21	The City was able to fund school resource officers through grant funding. After the grant funding expires in two years, would you support or oppose the City continuing to fund the program?				
	1	Support	58%		
	2	Oppose	12%		
	98	Not sure	28%		
	99	Prefer not to answer	2%		

Q22	When it comes to electing city council members, which of the following do you prefer? _____ or _____? <i>Randomize order of options 1 and 2.</i>				
	1	All five council members represent the entire City and are elected by voters city-wide	69%		
	2	The City is divided into five geographic districts, with voters who live in each district electing a single council member	17%		
	98	Not sure/No preference	13%		
	99	Prefer not to answer	1%		

Section 9: 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 recoded into age groups below.	
	18 to 24	0%
	25 to 34	2%
	35 to 44	10%
	45 to 54	16%
	55 to 64	20%
	65 or older	34%
	Prefer not to answer	16%
D2	Do you own or rent your residence in La Palma?	
	1 Own	92%
	2 Rent	6%
	99 Prefer not to answer	2%
D3	Do you have one or more children under 18 years of age in your household?	
	1 Yes	29%
	2 No	69%
	99 Prefer not to answer	2%
D4	Do you have a dog in your household?	
	1 Yes	37%
	2 No	59%
	99 Prefer not to answer	4%

D5	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	47%
	2	Employed part-time	4%
	3	Student	0%
	4	Homemaker	3%
	5	Retired	40%
	6	In-between jobs	1%
	98	Not sure	0%
	99	Prefer not to answer	4%
D6	What is your gender? (record by voice if telephone interview)		
	1	Male	50%
	2	Female	42%
	99	Prefer not to answer	9%
D7	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
	1	Caucasian/White	45%
	2	Latino/Hispanic	8%
	3	African-American/Black	2%
	4	American Indian or Alaskan Native	0%
	<b>Asian - Probe if needed</b>		
	5	Korean	5%
	6	Japanese	8%
	7	Chinese	7%
	8	Vietnamese	1%
	9	Filipino	5%
	10	Indian	3%
	11	Other Asian	1%
	12	Middle Eastern	0%
	13	Mixed Heritage	2%
	14	Other	1%
	99	Prefer not to answer	13%
Thanks so much for participating in this important survey! This survey was conducted for the City of La Palma.			