



MEMORANDUM

Agenda Item #: 9
Meeting Date: 10/25/2016

TO: HONORABLE MAYOR AND CITY COUNCIL

THRU: ANTON DAHLERBRUCH, CITY MANAGER /S/

FROM: JACQUELINE WU, ADMINISTRATIVE ANALYST /S/

SUBJECT: RESPONSES TO COMMUNITY SATISFACTION AND PRIORITIES SURVEY

DATE: OCTOBER 25, 2016

At its July 12, 2016 meeting, the City Council approved an agreement with Fairbank, Maslin, Maullin, Metz & Associates (FM3), a public opinion research firm, to conduct a formal, statistically valid community-wide survey. Prior to this survey, the City has not conducted a statistically significant community-wide survey to have a clear and formal understanding of resident priorities, opinions, and satisfaction levels. In turn, the intent of the survey was to assess resident priorities, satisfaction, and interests related to the City's current and future services and programs. The Mayor and Mayor Pro Tem were also designated as an Ad Hoc Committee to work with the consultant to develop the survey instrument.

Residents were notified of the community-wide survey through the Fall Newsletter that is mailed to every residence in Palos Verdes Estates, the City website, the City's e-Notification system, and through the City's accounts on social media platforms such as NextDoor, Facebook, and Twitter.

Methodology

FM3 administered the community-wide survey to a statistically significant sample of residents between the dates of September 12 to September 22, 2016. The sample was based on the Los Angeles County Registrar of Voters' list of residents who are registered to vote in Palos Verdes Estates. The survey was first launched online with email invitations to randomly selected residents whose email addresses were available from the voter registration database. After FM3 exhausted the list of respondents with email addresses, the firm conducted phone surveys to ensure the surveyed residents are demographically representative of the overall voter population in the City.

Consistent with industry practices for sampling, a total of 331 completed surveys were received by FM3, which allows for an overall margin of error at +/- 5.4% at the 95% confidence interval.

Presentation of Survey Results and Findings

A summary presentation of results from the survey will be provided by FM3 at the City Council meeting on October 25, 2016. The presentation material and raw data collected from the can be viewed on the City's website at: <http://www.pvestates.org/community/2016-community-survey>.

Recommendations

As the City Council considers upcoming budget discussions for the allocation of available resources, the organizational work plan and both short- and long-term projects, and future goals and objectives, there are opportunities for the City Council to address resident priorities, satisfaction levels, and opinions as presented by the survey results. It is further recommended that the survey be repeated approximately every two years to measure trends, changes and progress.

While the survey stands to represent a statistically significant sampling of resident's opinions, the City has provided it on-line on its website for general public participation. In that it is available to all interested parties and it is available for same IP address to submit input multiple times (for residents with one computer), the results may reflect general sentiment but may not reflect reliable conclusions. The website survey will be on the City's website through November 4 and then tallied for the City Council's information. The availability of this public survey was advertised through the City website, the City's e-Notification system, and through City's accounts on social media platforms such as NextDoor, Facebook, and Twitter. Hard copies are available to the public upon request.

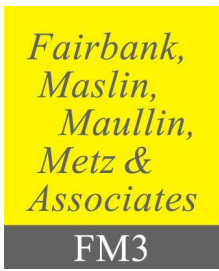
Attachments

Attachment A: Survey Results

Attachment B: Presentation Slides

Attachment C: Public Correspondence

September 12-22, 2016



CITY OF PALOS VERDES ESTATES COMMUNITY ISSUES SURVEY
320-706-WT
N=331
MARGIN OF SAMPLING ERROR ±5.4% (95% CONFIDENCE INTERVAL)
CLIENT EXECUTION DRAFT
CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION. CA GOVT CODE 6254.

Hello, I'm _____ from _____, a public opinion research company. I am definitely NOT trying to sell you anything. We are conducting an opinion survey about issues that interest people living in the City of Palos Verdes Estates, and we are only interested in your opinions. May I speak to _____? (MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.) (IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.)

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? (IF NOT ON A CELL PHONE, ASK: Do you own a cell phone?)

- Yes, cell and can talk safely----- 69%
Yes, cell but cannot talk safely ----- TERMINATE
No, not on cell, but own one----- 29%
No, not on cell and do not own one-----2%
(DON'T READ) DK/NA/REFUSED --- TERMINATE

FIRST I WOULD LIKE TO ASK YOU SOME GENERAL QUESTIONS ABOUT LIVING IN PALOS VERDES ESTATES.

1. How would you rate the overall quality of life in Palos Verdes Estates? Would you say it is excellent, good, fair, poor, or very poor?

- EXCELLENT/GOOD----- 96%
Excellent ----- 69%
Good ----- 27%
Fair-----3%
TOTAL POOR-----0%
Poor -----0%
Very Poor -----0%
(DON'T KNOW/NA)-----1%

2. In the last few years, do you think things in Palos Verdes Estates have gotten better, gotten worse, or stayed about the same? (IF BETTER/WORSE, ASK:) “Is that much BETTER/WORSE or somewhat BETTER/WORSE?”)

TOTAL BETTER ----- 14%
 Much better -----3%
 Somewhat better ----- 10%

Stayed about the same ----- 60%

TOTAL WORSE ----- 21%
 Somewhat worse ----- 19%
 Much worse -----3%

(DON'T KNOW/NA) -----5%

3. In a few of your own words, please describe to me why you choose to live in the City of Palos Verdes Estates. **(OPEN END; RECORD VERBATIM RESPONSE; PROBE FOR SPECIFICS)**

Schools-----	36%
Beautiful/scenery/views-----	32%
Safe-----	22%
Peaceful/quiet-----	20%
Near the beach/ocean-----	11%
Small town atmosphere/rural-----	10%
People/friendly/community/neighbors-----	9%
Location-----	9%
Climate/weather-----	8%
Grew up here/family lives here-----	8%
Good city services (fire, police, government, etc)-----	6%
Open/Green spaces/parks/hiking trails-----	6%
Family oriented-----	5%
Size of property/property values-----	5%
Clean/nice-----	5%
Landscaping/homes/neighborhoods-----	5%
Quality of life-----	4%
For work-----	4%
Less traffic/lack of street lights-----	3%
Not crowded/low population-----	1%
General positive-----	3%
Negative mentions-----	4%
Other-----	5%
DK/NA/Refused-----	1%

4. Next, I would like you to picture in your mind the neighborhood in Palos Verdes Estates where you live. Would you say that the overall physical condition of your neighborhood – that is, the physical condition of the homes, front and back yards and streets – is generally **(READ RESPONSES)**

EXCELLENT/GOOD-----	90%
Excellent-----	36%
Good-----	53%
Just average-----	7%
TOTAL POOR-----	3%
Poor, or-----	2%
Extremely poor-----	1%
(DON'T KNOW)-----	0%
(NO ANSWER)-----	0%

5. Next, what do you think is the most serious issue facing the residents of Palos Verdes Estates that you would like to see City government do something about? (OPEN-END; RECORD VERBATIM RESPONSE; PROBE FOR SPECIFICS; ACCEPT UP TO TWO RESPONSES)

Traffic/lights/safety/speed -----	16%
Crime/burglaries/safety/police-----	15%
Bicycle safety/issues -----	14%
Tree trimming/removal/height-----	8%
Local government/transparency/abuse -----	6%
Yard/property maintenance-----	5%
Building/planning -----	5%
Large houses/mansions-----	5%
Lunada Bay-----	5%
Street maintenance/repair/cleanliness-----	5%
Lack of water/water use -----	4%
Parkland preservation/trails -----	4%
Peacocks/coyotes -----	4%
Cell phone coverage/wireless -----	3%
Art Jury -----	3%
Community/small town feel-----	3%
Vacant/poor housing conditions -----	2%
Protect the views -----	2%
Parking-----	2%
Cell phone towers/poles-----	2%
Racial profiling/harassment -----	2%
Noise -----	2%
Taxes -----	1%
Coastline safety/preservation-----	1%
More business/shopping/entertainment/restaurants -----	1%
Demographics/lack of diversity-----	1%
Pedestrian safety -----	0%
No/none/nothing -----	6%
Other -----	10%
DK/NA/Reused-----	4%

6. I am now going to mention some organizations that are active in the City of Palos Verdes Estates. After each one you hear, please tell me how you would rate the job performance being done by that organization. Is it excellent, good, fair or poor?

	<u>EXCEL</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	(DON'T READ) DK/NA	<u>EXCEL/ GOOD</u>	<u>FAIR/ POOR</u>
(ALWAYS ASK ITEM a FIRST)							
a. Palos Verdes Estates City government in general -----	12%	43%	27%	6%	11%	55%	33%
(RANDOMIZE b THRU g)							
b. Palos Verdes Estates City Council -----	10%	33%	30%	9%	18%	43%	39%
c. The Palos Verdes Estates Police Department-----	43%	37%	11%	7%	2%	80%	19%
d. Your neighborhood homeowners' association-----	14%	33%	19%	10%	23%	48%	29%
e. Disaster District Preparedness, also known as D-D-P-----	13%	33%	11%	1%	42%	46%	12%
f. Neighborhood Watch-----	21%	43%	12%	5%	18%	65%	17%
g. The Palos Verdes Estates Public Works Department, which is responsible for maintaining city streets-----	27%	46%	17%	5%	5%	74%	21%

7. Generally speaking, are you satisfied or dissatisfied with the job the City of Palos Verdes Estates is doing to provide city services? **(IF SATISFIED/DISSATISFIED, ASK:)** "Is that very **(SATISFIED/DISSATISFIED)** or somewhat **(SATISFIED/DISSATISFIED)**?"

TOTAL SATISFIED ----- 82%
 Very satisfied----- 37%
 Somewhat satisfied ----- 44%

TOTAL DISSATISFIED ----- 14%
 Somewhat dissatisfied----- 11%
 Very dissatisfied -----3%

(DON'T READ) Don't know/NA-----5%

8. In thinking about the services provided by City of Palos Verdes Estates, do you think the city provides too much, too little or about the right amount of services to residents?

Too much -----**(ASK Q9)**--2%
 Too little ----- 14%
 About the right amount ----- 72%
(DON'T READ) Don't know/NA----- 12%

(ASK Q9 ONLY IF CODE 1 "TOO MUCH" IN Q8)

9. In particular, what services do you think the City should not provide? (OPEN END; RECORD VERBATIM RESPONSE; PROBE FOR SPECIFICS)

Fewer school administrators -----	18%
Tree service -----	13%
City Attorney -----	13%
City Council-----	13%
Landscape cost-----	13%
Help with flood control -----	13%
Services to non-residence-----	13%
Architectural review -----	11%
Volunteer police services -----	11%
Planning commission-----	11%
Too much red tape -----	8%
DK/NA/Refused-----	13%

(RESUME ASKING ALL RESPONDENTS)

10. Now I am going to mention a list of issues people in the City of Palos Verdes Estates may be concerned about. After you hear each issue, please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem at all for people who live in the City of Palos Verdes Estates. **(RANDOMIZE)**

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT A PROB</u>	<u>(DON'T READ) DK/NA</u>	<u>EXT/ VERY SER</u>
[]a. The condition of local streets and roads-----	3%	5%	20%	70%	3%	7%
[]b. Crime-----	10%	14%	38%	33%	5%	24%
[]c. Pollution that flows through storm drains and empties into local coastal waters and onto local beaches -----	10%	16%	34%	23%	17%	26%
[]d. The loss of a small town feel in Palos Verdes Estates-----	12%	11%	26%	48%	2%	24%
[]e. The amount of traffic on City of Palos Verdes Estates streets and roads-----	10%	13%	35%	42%	1%	23%
[]f. The lack of open green spaces for community use-----	4%	7%	20%	65%	4%	12%
[]g. Drivers, pedestrians and cyclists sharing local roads -----	25%	19%	29%	26%	1%	44%
[]h. The building of cell phone facility in your neighborhood -----	10%	7%	18%	54%	12%	16%

(ASK SPLIT SAMPLE A ONLY)

[]i. Palos Verdes Beach Club not being fully used despite high demand for membership -----	9%	12%	20%	40%	20%	21%
[]j. The condition of commercial areas -----	3%	3%	21%	68%	5%	6%
[]k. A lack of dedicated bicycle lanes on local streets and roads-----	12%	12%	22%	49%	4%	24%
[]l. A lack of reliable, high-speed Internet service-----	20%	23%	25%	29%	3%	43%
[]m. Not enough community gathering spaces -----	3%	3%	17%	72%	5%	6%
[]n. Traffic congestion around local schools-----	7%	16%	43%	25%	9%	23%

(ASK SPLIT SAMPLE B ONLY)

[]o. The length of time it takes to become a member of the Palos Verdes Beach Club -----	14%	12%	17%	38%	19%	26%
[]p. Waste and inefficiency in city government -----	8%	8%	26%	26%	31%	17%
[]q. Residents access to and ability to communicate with City officials-----	6%	4%	21%	50%	19%	10%
[]r. The lack of reliable, high-quality cell phone service-----	21%	23%	29%	27%	1%	44%
[]s. The number of restaurants and shops in the City -----	8%	11%	24%	57%	1%	18%
[]t. Traffic congestion around Malaga Cove -----	15%	19%	39%	26%	2%	33%

(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU SOME MORE QUESTIONS ABOUT THE SERVICES PROVIDED BY PALOS VERDES ESTATES'S CITY GOVERNMENT.

11. I would like to read you a list of specific services provided by Palos Verdes Estates City government to residents of the City. For each one that I mention, please tell me how important you think that service is. We will use a scale of one to ten, where one means **NOT AT ALL IMPORTANT** and ten means **VERY IMPORTANT**. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>NOT AT ALL IMPORTANT</u>									<u>VERY IMPORTANT</u>			<u>DK</u>	<u>MEAN</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>			
[]a. Paving, repairing and maintaining city streets and roads-----	2%	0%	1%	1%	1%	6%	12%	20%	10%	47%	1%		8.6	
[]b. Protecting and preserving open space and natural areas ---	2%	0%	1%	1%	2%	4%	10%	15%	9%	54%	2%		8.7	
[]c. Protecting views and sightlines-----	2%	1%	2%	0%	3%	8%	11%	14%	8%	49%	2%		8.4	
[]d. Police protection services-----	1%	0%	1%	0%	2%	4%	4%	8%	5%	72%	3%		9.2	
[]e. Conducting oversight of the Palos Verdes Beach Club -----	19%	5%	7%	4%	11%	14%	7%	7%	3%	11%	14%		5.1	
[]f. Maintaining storm drains -----	1%	1%	1%	0%	2%	5%	13%	19%	9%	47%	3%		8.6	
[]g. Conducting oversight of the Palos Verdes Golf Club -----	16%	3%	8%	7%	12%	11%	10%	7%	3%	8%	15%		5.0	
[]h. Conducting oversight of the Palos Verdes Tennis Club -----	19%	6%	7%	6%	14%	10%	4%	6%	2%	7%	19%		4.5	
[]i. Conducting oversight of the Palos Verdes Stables-----	17%	6%	8%	4%	14%	10%	5%	5%	2%	8%	22%		4.7	
[]j. Tree maintenance services, including trimming and replacing aging trees-----	1%	0%	1%	2%	5%	7%	12%	15%	9%	47%	2%		8.4	
[]k. Maintaining city laws to protect neighborhood character and integrity-----	2%	1%	2%	1%	5%	5%	9%	18%	9%	47%	2%		8.4	
[]l. Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians -----	4%	0%	0%	1%	4%	5%	13%	13%	7%	50%	3%		8.4	
[]m. Protecting beaches and the ocean from pollution-----	3%	0%	1%	1%	3%	7%	10%	11%	8%	53%	2%		8.5	
[]n. Communicating with residents through newsletters, the Internet, and other means -----	5%	0%	1%	1%	8%	12%	8%	16%	6%	40%	2%		7.9	
[]o. Enforcing laws to prevent nuisances such as construction, noise, and illegal parking-----	4%	1%	2%	2%	9%	8%	8%	17%	6%	41%	2%		7.9	

	NOT AT ALL IMPORTANT							VERY IMPORTANT			DK	MEAN
	1	2	3	4	5	6	7	8	9	10		
[]p. Maintaining local parkland, hiking trails and bluff tops-----	1%	0%	1%	2%	6%	7%	10%	16%	9%	46%	2%	8.4
[]q. The process for evaluating and permitting remodeling of homes and building new homes -----	4%	1%	2%	3%	7%	8%	13%	15%	6%	35%	6%	7.7

12. Next, I am going to mention each service again. This time I would like you to tell me how satisfied you are personally with the job that Palos Verdes Estates’s City government is doing in providing that service for the City’s residents. Again, we will use a scale of one to ten, where one means you are **NOT AT ALL SATISFIED** with the service and ten means you are **VERY SATISFIED** with the service. If you have no opinion or don't know about a service or feature I mention, you can tell me that too. Here is the first one... (RANDOMIZE)

	NOT AT ALL SATISFIED							VERY SATISFIED			DK	MEAN
	1	2	3	4	5	6	7	8	9	10		
[]a. Paving, repairing and maintaining city streets and roads-----	2%	1%	2%	1%	7%	9%	18%	19%	10%	26%	5%	7.7
[]b. Protecting and preserving open space and natural areas ---	3%	1%	2%	2%	6%	11%	16%	19%	9%	21%	9%	7.5
[]c. Protecting views and sightlines-----	6%	2%	2%	5%	9%	9%	18%	13%	8%	17%	11%	6.9
[]d. Police protection services-----	3%	2%	1%	2%	4%	5%	10%	17%	12%	39%	4%	8.2
[]e. Conducting oversight of the Palos Verdes Beach Club -----	10%	3%	3%	3%	8%	6%	6%	4%	3%	10%	43%	5.6
[]f. Maintaining storm drains -----	2%	0%	0%	2%	4%	10%	12%	17%	8%	19%	26%	7.7
[]g. Conducting oversight of the Palos Verdes Golf Club -----	4%	1%	2%	2%	7%	7%	7%	7%	3%	12%	47%	6.7
[]h. Conducting oversight of the Palos Verdes Tennis Club -----	3%	1%	2%	1%	8%	6%	7%	5%	2%	11%	55%	6.8
[]i. Conducting oversight of the Palos Verdes Stables-----	2%	0%	2%	1%	7%	6%	6%	4%	2%	8%	62%	6.6
[]j. Tree maintenance services, including trimming and replacing aging trees-----	8%	2%	5%	5%	7%	9%	14%	16%	10%	20%	5%	6.8
[]k. Maintaining city laws to protect neighborhood character and integrity-----	6%	1%	3%	3%	7%	13%	13%	15%	8%	19%	11%	7.0
[]l. Enforcing traffic laws to protect the safety of drivers, bikers, and pedestrians -----	12%	2%	5%	7%	7%	13%	12%	11%	6%	19%	6%	6.3
[]m. Protecting beaches and the ocean from pollution-----	2%	0%	2%	2%	7%	9%	17%	10%	6%	16%	28%	7.3

	NOT AT ALL										VERY			DK	MEAN
	SATISFIED			1	2	3	4	5	6	7	SATISFIED				
[]n. Communicating with residents through newsletters, the Internet, and other means	2%	1%	3%	5%	9%	10%	16%	16%	8%	24%	7%			7.4	
[]o. Enforcing laws to prevent nuisances such as construction, noise, and illegal parking	3%	1%	3%	5%	11%	11%	15%	12%	10%	16%	12%			6.9	
[]p. Maintaining local parkland, hiking trails and bluff tops	4%	1%	2%	2%	6%	12%	15%	20%	8%	22%	9%			7.4	
[]q. The process for evaluating and permitting remodeling of homes and building new homes	12%	4%	5%	5%	11%	10%	11%	11%	7%	11%	13%			5.9	

13. Next, I am going to read you a short list of services provided by city government. After hearing each one, please tell me which area you think should be the top priority for the city. **(READ LIST AND RANDOMIZE)** **(FOLLOW BY ASKING:)** “What would be your second choice?” **(RE-READ OPTIONS IF ASKED)**

	<u>FIRST CHOICE</u>	<u>SECOND CHOICE</u>
(RANDOMIZE)		
[] Upgrading infrastructure, such as streets and storm drains to prevent urban runoff from contaminating local groundwater supplies and coastal waters	14%	34%
[] Upgrading parkland, open space, hiking trails and bluff tops	6%	15%
[] Maintaining police protection services	44%	14%
[] Building new infrastructure to increase water recycling	8%	16%
[] Improving City landscaping and tree maintenance services	8%	18%
[] Improving community meeting space	2%	2%
(DON'T READ) All equally	12%	0%
(DON'T READ) None	2%	1%
(DON'T READ) DK/NA	3%	0%

14. In a few of your own words, please describe what project or service you personally believe should be the top priority for Palos Verdes Estates City government? **(OPEN END; RECORD VERBATIM REPOSE BELOW)**

Police/fire services-----	17%
Crime/safety -----	17%
Bicycle issue/safety -----	12%
Traffic issues/safety/speeding-----	12%
Preserve views/maintain beauty -----	7%
Tree maintenance/trimming -----	7%
Open space/parkland preservation/walking trails-----	6%
Planning/building/housing/Art Jury-----	6%
Road maintenance/infrastructure -----	6%
Water use/recycling-----	5%
Better government officials-----	3%
Reliable cell/internet/TV service-----	3%
Maintain character/environment-----	3%
Community/family meeting space-----	2%
Cell tower/power pole placement -----	2%
Access to beach/golf club-----	2%
Protect ocean/beaches (runoff)-----	2%
Coyotes/peacock population-----	1%
Traffic/law enforcement around schools-----	1%
Kids need a place to play -----	1%
Home landscaping-----	1%
Schools-----	1%
Pedestrian safety -----	0%
All of them -----	1%
No/none/nothing (things are fine)-----	2%
Other -----	7%
DK/NA/Reused-----	10%

15. Next, I am going to mention these same services again. This time I would like you to tell me how willing you are to pay some additional city taxes to improve that particular City of Palos Verdes Estates service. We will use a scale of one to ten, where one means you are **NOT AT ALL WILLING** and ten means you are **VERY WILLING** to pay some additional taxes to the City of Palos Verdes Estates to improve that service. If you have no opinion or don't know, you can tell me that too. Here is the first one... **(RANDOMIZE)**

	<u>NOT AT ALL</u> <u>WILLING</u>								<u>VERY</u> <u>WILLING</u>		<u>DK</u>	<u>MEAN</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	
[]a. Upgrading infrastructure, such as streets and storm drains to prevent urban runoff from contaminating local groundwater supplies and coastal waters	21%	4%	7%	5%	8%	10%	9%	12%	4%	14%	6%	5.4
[]b. Upgrading parkland, open space, hiking trails and bluff tops	27%	5%	7%	8%	10%	8%	8%	7%	2%	13%	5%	4.8
[]c. Providing quality police protection services	17%	2%	3%	4%	8%	5%	7%	12%	5%	32%	5%	6.6
[]d. Building new infrastructure to increase water recycling	23%	5%	8%	7%	8%	9%	8%	8%	5%	11%	7%	5.0
[]e. Improving City landscaping and tree maintenance services	21%	7%	7%	5%	12%	11%	6%	8%	4%	14%	6%	5.1
[]f. Improving community meeting space	51%	8%	9%	5%	9%	4%	1%	3%	0%	5%	6%	2.8

CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION. CA GOVT CODE 6254.

16. Now I would like to read you some statements about the City of Palos Verdes Estates. After you hear each one, please tell me whether you agree or disagree with the statement. **(IF AGREE/DISAGREE, ASK: “Is that strongly (AGREE/DISAGREE) or somewhat?”) (RANDOMIZE)**

	<u>STRG</u>	<u>SMWT</u>	<u>SMWT</u>	<u>STRG</u>	(DON'T <u>READ</u>)	<u>TOTAL</u>	<u>TOTAL</u>
	<u>AGREE</u>	<u>AGREE</u>	<u>DISAG</u>	<u>DISAG</u>	<u>DK/NA</u>	<u>AGREE</u>	<u>DISAG</u>
[]a. Many people choose to live in Palos Verdes Estates because the City has a local police department-----	35 %	28 %	10 %	9 %	19 %	63 %	18 %
[]b. The Palos Verdes Estates City Council listens to residents when making important decisions -----	12 %	34 %	19 %	15 %	21 %	46 %	33 %
[]c. I trust the Palos Verdes Estates City Council to use my tax dollars wisely -----	12 %	40 %	21 %	12 %	14 %	52 %	34 %
[]d. Palos Verdes Estates City government operates in a way that is open and accountable to the public-----	15 %	34 %	20 %	11 %	20 %	49 %	31 %
[]e. To improve local cell phone service and increase access to Wi-Fi internet service, I would be willing to have a cell phone facility in my neighborhood -----	34 %	36 %	7 %	15 %	8 %	71 %	22 %
[]f. Palos Verdes Estates residents pay a local parcel tax to fund fire protection and 9-1-1 paramedic emergency response services-----	30 %	30 %	6 %	6 %	28 %	60 %	12 %
[]g. City government provides opportunities for residents to give input on major decisions affecting the City -----	17 %	40 %	16 %	11 %	16 %	57 %	27 %
[]h. I would be willing to pay more to get more services from Palos Verdes Estates city government-----	8 %	33 %	21 %	24 %	14 %	41 %	44 %

17. Next, I am going to mention several Palos Verdes Estates Clubs. After each one please tell me whether or not you are a member of that club. **(IF NO, ASK: “Even though you are not a member, do you use that club?”) (RANDOMIZE)**

	<u>YES, AM</u>	<u>NO,</u>	<u>NO, DON'T</u>	
	<u>MEMBER</u>	<u>USE</u>	<u>USE</u>	<u>(DK/NA)</u>
[]a. The Palos Verdes Golf Club -----	13 %	17 %	66 %	4 %
[]b. The Palos Verdes Beach and Athletic Club-----	15 %	11 %	70 %	5 %
[]c. The Palos Verdes Tennis Club-----	10 %	6 %	80 %	4 %
[]d. The Palos Verdes Stables -----	1 %	3 %	91 %	5 %

(ASK Q17a ONLY IF CODED 1 ‘YES’ IN Q17a)

17a. In your own words, please tell me why you decided to become a member of the Palos Verdes Golf Club. **(OPEN END; RECORD VERBATIM RESPONSE)**

I/wife/husband/family love golf -----	54%
Social-----	33%
Location-----	30%
Great golf-----	23%
Beauty-----	10%
Focus on family-----	8%
Value/affordable-----	5%
Gym-----	2%
Scholarship program-----	2%
Other-----	2%

(ASK Q17b ONLY IF CODED 1 ‘YES’ IN Q17b)

17b. In your own words, please tell me why you decided to become a member of the Palos Verdes Beach and Athletic Club. **(OPEN END; RECORD VERBATIM RESPONSE)**

Beautiful facility/views-----	38%
Pool-----	37%
For my kids/family-----	21%
Semi-private/not overcrowded/low membership-----	15%
Social aspect-----	14%
Location-----	13%
Amenities/services-----	10%
Gym/workout-----	9%
Nice place-----	4%
Recreational facility-----	4%
Beach access-----	3%
Parents are members-----	3%
Well run-----	2%
Healthy activities-----	1%
On committee-----	1%
Other-----	4%

(ASK Q17c ONLY IF CODED 1 ‘YES’ IN Q17c)

17c. In your own words, please tell me why you decided to become a member of the Palos Verdes Tennis Club. **(OPEN END; RECORD VERBATIM RESPONSE)**

Affordable -----	35%
I/family play tennis -----	35%
Great facility/club -----	16%
Location/local -----	11%
Marine league -----	10%
Good atmosphere/social -----	8%
Family -----	6%
Activity -----	5%
Nice courts -----	3%
Not crowded -----	3%
Well run -----	3%

(RESUME ASKING ALL RESPONDENTS)

18. Regardless of whether or not you are a member, please tell me whether you regard the fees for that particular club to be too high, too low or about right. **(IF TOO HIGH/TOO LOW, ASK: “Is that much too (HIGH/LOW) or just somewhat?”) (RANDOMIZE)**

	<u>MUCH TOO HIGH</u>	<u>SMWT TOO HIGH</u>	<u>ABOUT RIGHT</u>	<u>SMWT TOO LOW</u>	<u>MUCH TOO LOW</u>	<u>(DK/NA)</u>	<u>TOTAL TOO HIGH</u>	<u>TOTAL TOO LOW</u>
[]a. The Palos Verdes Golf Club	15%	12%	22%	1%	1%	48%	28%	2%
[]b. The Palos Verdes Beach and Athletic Club	21%	12%	23%	1%	1%	42%	33%	2%
[]c. The Palos Verdes Tennis Club	5%	6%	25%	1%	1%	61%	11%	2%
[]d. The Palos Verdes Stables	5%	3%	12%	1%	1%	78%	8%	1%

19. Thinking about the last few years, do you think _____ in the City of Palos Verdes Estates has increased, stayed the same, or decreased? **(IF INCREASED/DECREASED, ASK:) “Has it INCREASED / DECREASED a lot or just a little?”**

	<u>INCR A LOT</u>	<u>INCR LITTLE</u>	<u>SAME</u>	<u>DECR LITTLE</u>	<u>DECR A LOT</u>	<u>(DON'T READ) (DK/NA)</u>	<u>TOTAL INCR</u>	<u>TOTAL DECR</u>
(ALWAYS ASK a FIRST, ROTATE b & c)								
[]a. Crime in general	31%	32%	23%	4%	1%	9%	64%	5%
[]b. The amount of home burglaries	38%	34%	15%	1%	1%	11%	72%	1%
[]c. Car break-ins and theft	33%	30%	20%	1%	1%	16%	62%	2%

NOW I WOULD LIKE TO ASK SOME QUESTIONS ABOUT YOUR COMMUNICATION WITH THE CITY.

20. In the past 12 months have you been in contact with City of Palos Verdes Estates staff?

Yes ----- **(ASK Q21 AND Q22)**--51%
 No -----**(SKIP TO Q23)**--46%
(DON'T READ) DK/NA -----**(SKIP TO Q23)**3%

(ASK Q21, IF “YES” IN Q20)

21. I am going to mention a list of ways some people have contact with the City. After each, please tell me whether you have used this method to contact the City in the last two years.

	<u>YES</u>	<u>NO</u>	<u>(DON'T READ) DK/NA</u>
[]a. By telephone	74%	26%	0%
[]b. Through e-mail	44%	55%	1%
[]c. In-person	76%	24%	0%
[]d. Through the City’s website	23%	77%	0%

(ASK Q22, IF ANY “YES” IN Q20)

22. Please rate the following aspects of the service provided by the City staff you have dealt with. Would you rate their _____ as excellent, good, fair, poor, or very poor? **(RANDOMIZE)**

	<u>EXCLT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY POOR</u>	(DON'T READ) <u>(DK/NA)</u>	<u>EXCLT/GOOD</u>	<u>TOTAL POOR</u>
[]a. Courteousness-----	33%	44%	17%	2%	2%	4%	77%	3%
[]b. Timeliness-----	26%	40%	22%	8%	1%	3%	66%	9%
[]c. Knowledge-----	26%	49%	14%	4%	1%	6%	75%	5%
[]d. Helpfulness-----	27%	42%	21%	5%	2%	4%	68%	7%

(RESUME ASKING ALL RESPONDENTS)

23. Overall, are you satisfied or dissatisfied with the City’s efforts to communicate with residents through the Internet, community meetings and other means? **(IF SATISFIED/DISSATISFIED, ASK: “Is that very (SATISFIED/DISSATISFIED) or just somewhat?”)**

TOTAL SATISFIED ----- 66%
 Very satisfied----- 26%
 Somewhat satisfied ----- 40%

TOTAL DISSATISFIED ----- 19%
 Somewhat dissatisfied----- 13%
 Very dissatisfied -----6%

(DON'T READ) DK/NA ----- 15%

24. Now, I'm going to mention some information sources from which people learn about news and issues affecting the Palos Verdes Estates community. For each I mention, please tell me how often you use that particular information source. Is it frequently, just occasionally, very rarely, or never? **(RANDOMIZE)**

	<u>JUST FREQ</u>	<u>VERY OCCAS</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DON'T READ) DK/NA</u>	<u>FREQ/ OCCAS</u>	<u>RARE/ NEVER</u>
[]a. Print and/or online editions of the <u>Los Angeles Times</u> -----	24%	19%	18%	33%	6%	43%	51%
[]b. Print and/or online editions of the <u>Daily Breeze</u> -----	23%	27%	18%	27%	5%	50%	45%
[]c. Print and/or online editions of the <u>Peninsula News</u> -----	33%	31%	14%	17%	5%	64%	31%
[]d. The City of Palos Verdes Estates' official website-----	8%	30%	31%	25%	6%	38%	56%
[]e. Conversation with family, friends and neighbors-----	51%	34%	7%	4%	4%	85%	11%
[]f. Social media, such as Twitter, Facebook, and Nixle-----	20%	20%	16%	38%	6%	40%	54%
[]g. Community meetings-----	5%	21%	31%	35%	8%	26%	66%
[]h. City Council meetings-----	4%	21%	32%	37%	7%	25%	69%
[]i. Next-door-dot-com and other websites-----	31%	15%	11%	36%	6%	46%	48%

(RESUME ASKING ALL RESPONDENTS)

HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.

25. How long have you lived in the City of Palos Verdes Estates? **(READ LIST)**

- Less than one year-----3%
- One to three years----- 10%
- Four to five years-----5%
- Six to 10 years----- 10%
- 11 to 20 years----- 25%
- 21 to 30 years----- 20%
- More than 30 years----- 28%
- (DON'T READ)** Don't know/Refused --1%

26. Do you have children? **(IF YES, ASK: "Are any of them under the age of 19 and living at home?")**

- Yes, children under 19 at home----- 34%
- Yes, no children under 19 at home----- 40%
- No, no children----- 26%
- (DON'T READ)** DK/NA/Refused-----1%

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

- Grades 1-8 -----2%
- Grades 9-11 -----1%
- High school graduate (12)-----3%
- Some college ----- 10%
- Business/vocational school -----1%
- College graduate (4)----- 36%
- Post-graduate work/professional school ----- 44%
- (DON'T READ) DK/Refused**-----2%

28. What area of Palos Verdes Estates would you say you live in? Is it: **(RANDOMIZE)**

- Valmonte----- 17%
- Montemalaga ----- 15%
- Malaga Cove ----- 17%
- Lunada Bay ----- 35%
- (OTHER - SPECIFY)**_____ 15%
- (DON'T READ) DK/Refused** -----2%

THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.

Gender by observation:

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

Party: From file

Democrat----- 26%
 Republican----- 50%
 No Party Preference----- 21%
 Other party----- 3%

OWN/RENT

Homeowners ----- 79%
 Renters ----- 21%

AGE

18-29 ----- 12%
 30-39 ----- 6%
 40-49 ----- 15%
 50-54 ----- 12%
 55-59 ----- 11%
 60-64 ----- 8%
 65-74 ----- 20%
 75+ ----- 15%

CA FLAGS - VOTE HISTORY

P08----- 28%
 G08 ----- 71%
 P10----- 41%
 G10 ----- 64%
 P12----- 40%
 G12 ----- 72%
 P14----- 36%
 G14 ----- 59%
 P16----- 61%
 BLANK ----- 10%

MUNICIPAL FLAGS

March 2005 ----- 6%
 March 2007 ----- 20%
 March 2009 ----- 26%
 March 2011 ----- 15%
 BLANK ----- 63%

VOTE BY MAIL

1 ----- 17%
 2 ----- 7%
 3+ ----- 31%
 Blank----- 45%

PERMANENT ABSENTEE

Yes ----- 58%
 No ----- 42%

SPLIT SAMPLE

Split A ----- 50%
 Split B ----- 50%

HOUSEHOLD PARTY

1 DEM----- 10%
 2+ DEMS ----- 8%
 1 REP----- 13%
 2+ REPS ----- 23%
 1 INDEPENDENT ----- 13%
 MIXED----- 33%

MODE OF INTERVIEW

Phone ----- 17%
 Online----- 83%

PALOS VERDES ESTATES RESIDENT PRIORITIES AND SATISFACTION SURVEY

*Survey Conducted:
September 12-22, 2016*

CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION. CA GOVT CODE 6254.

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Summary of Key Findings

- ✓ The vast majority of Palos Verdes Estates residents think the city offers a high quality of life, in particular local schools, a safe community and good neighborhoods were identified as key reasons for their satisfaction.
- ✓ More than eight in ten are satisfied with the quality of services the City provides, and a majority rated City government as doing an “excellent” or “good” job.
- ✓ Public safety is clearly residents’ top priority, the PVE Police Department is rated very highly, and are highly satisfied with local police protection services.
- ✓ However, two-thirds believe “crime in general” has increased in the City, and more than seven in ten say home burglaries are on the rise.
- ✓ Issues related to traffic/street safety, including the interaction of motorists, pedestrians and cyclists on local roads was the top concern of residents’, but fewer than half regard it be an “extremely” or “very” serious problem.
- ✓ Underscoring this mindset was the finding that among City services tested, traffic safety scored higher than average on importance but lower than average on satisfaction.
- ✓ About half of PVE residents have contacted City staff within the past 12 months, and most have had positive interactions and rate staff highly.
- ✓ Two-thirds are satisfied with the City’s outreach to keep residents informed; most get information about local issues through friends/neighbors or the *Peninsula News*.

Methodology

- ✓ Survey of 331 City of Palos Verdes Estates registered voters
- ✓ Interviews were conducted via landline and cell phones, and online
- ✓ Survey was conducted September 12-22, 2016
- ✓ The margin of sampling error is +/- 5.4% at the 95% confidence level
- ✓ Margins of error for population subgroups will be higher
- ✓ Some percentages do not sum to 100% due to rounding

Survey Respondent Demographics

Demographic Group	Percentage
Gender	
Men	49%
Women	51%
Age	
18-59	56%
60+	43%
Neighborhood	
Valmonte	17%
Montemalaga	15%
Malaga Cove	17%
Lunada Bay	35%
Other	17%
Years Living in PVE	
0-10 Years	28%
11-20 Years	25%
21-30 Years	20%
31+ Years	28%

Survey Respondent Demographics, continued

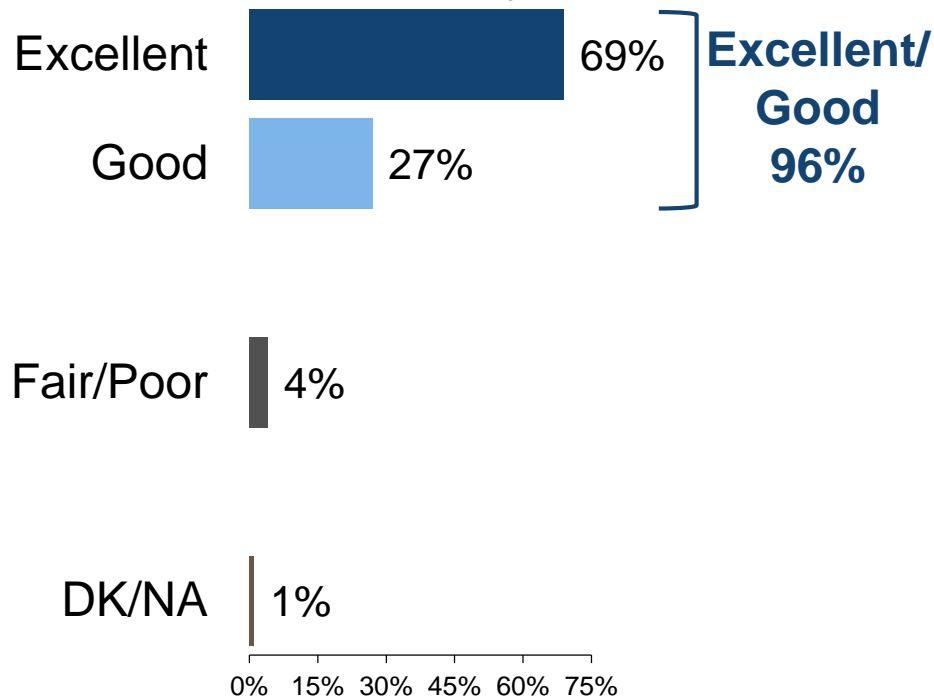
Demographic Group	Percentage
Own/Rent Home	
Homeowners	79%
Renters	21%
Level of Education	
Less than a College Degree	16%
4-Year College Degree	36%
Post-Graduate Degree	44%
Children/Family Type	
Children under 19 in home	34%
Older children not in home	40%
No Children	26%

The Overall Mood of Palos Verdes Residents

Overwhelmingly, residents are quite pleased with their quality of life in Palos Verdes Estates, including seven in ten who rate it to be “excellent.”

How would you rate the overall quality of life in Palos Verdes Estates?

Would you say it is excellent, good, fair, poor, or very poor?



Demographic Group	Exc./ Good	Fair/ Poor	DK/NA
Gender			
Men	95%	4%	1%
Women	96%	3%	1%
Age			
18-59	95%	5%	1%
60+	97%	2%	1%
Neighborhood			
Valmonte	93%	5%	2%
Montemalaga	100%	0%	0%
Malaga Cove	97%	3%	0%
Lunada Bay	96%	4%	0%
Other	95%	5%	0%
Years Living in the City			
0-10 Years	95%	3%	1%
11-20 Years	95%	5%	0%
21-30 Years	93%	5%	2%
31+ Years	98%	2%	0%

CONSULTANT WORKING DRAFT

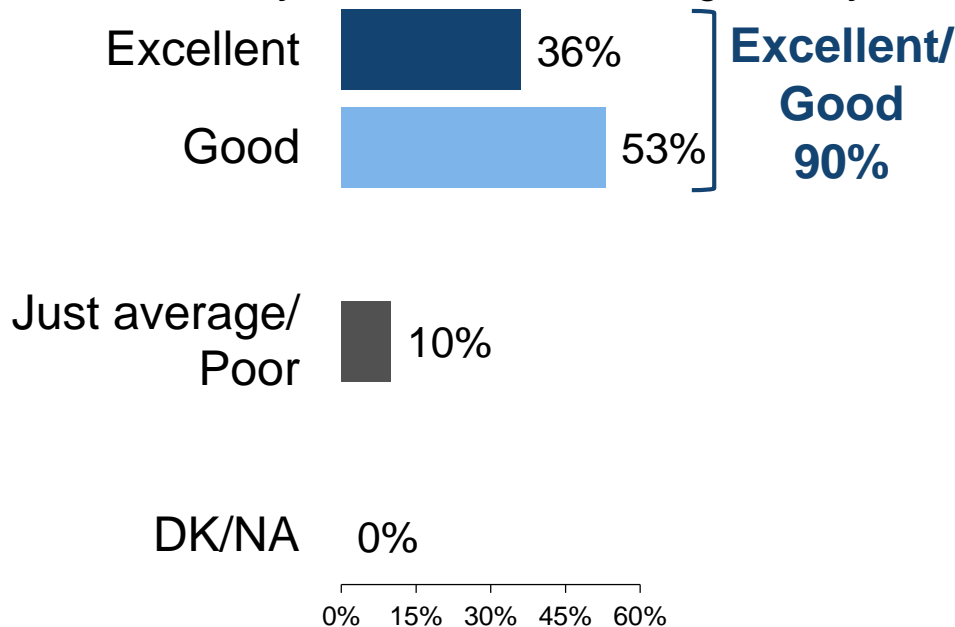
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The quality of schools, good neighborhoods and a safe community are the primary reasons for living in Palos Verdes Estates.



Nine in ten also give their own neighborhoods a positive rating, with slightly more than a third considering them to be “excellent.”

I would like you to picture in your mind the neighborhood in Palos Verdes Estates where you live. Would you say that the overall physical condition of your neighborhood – that is, the physical condition of the homes, front and back yards and streets – is generally



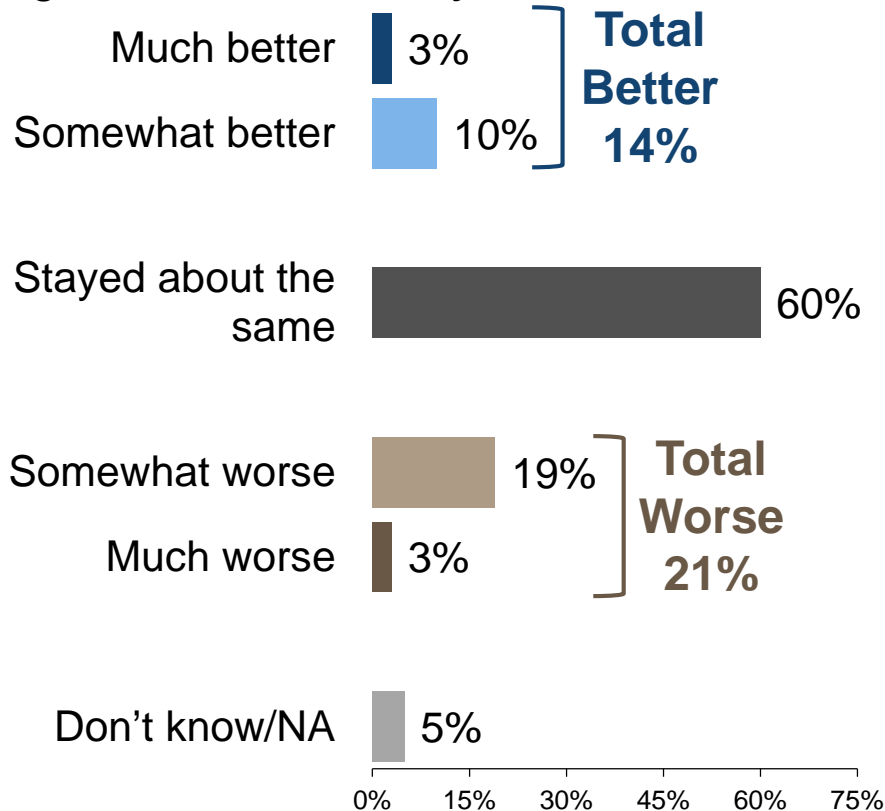
Demographic Group	Exc./ Good	Just Average/ Poor	DK/NA
Gender			
Men	92%	8%	0%
Women	88%	11%	1%
Age			
18-59	89%	11%	0%
60+	90%	9%	1%
Neighborhood			
Valmonte	93%	7%	0%
Montemalaga	82%	18%	0%
Malaga Cove	96%	4%	0%
Lunada Bay	90%	10%	0%
Other	86%	14%	0%
Years Living in the City			
0-10 Years	92%	8%	0%
11-20 Years	91%	9%	0%
21-30 Years	89%	9%	2%
31+ Years	87%	13%	0%

CONSULTANT WORKING DRAFT

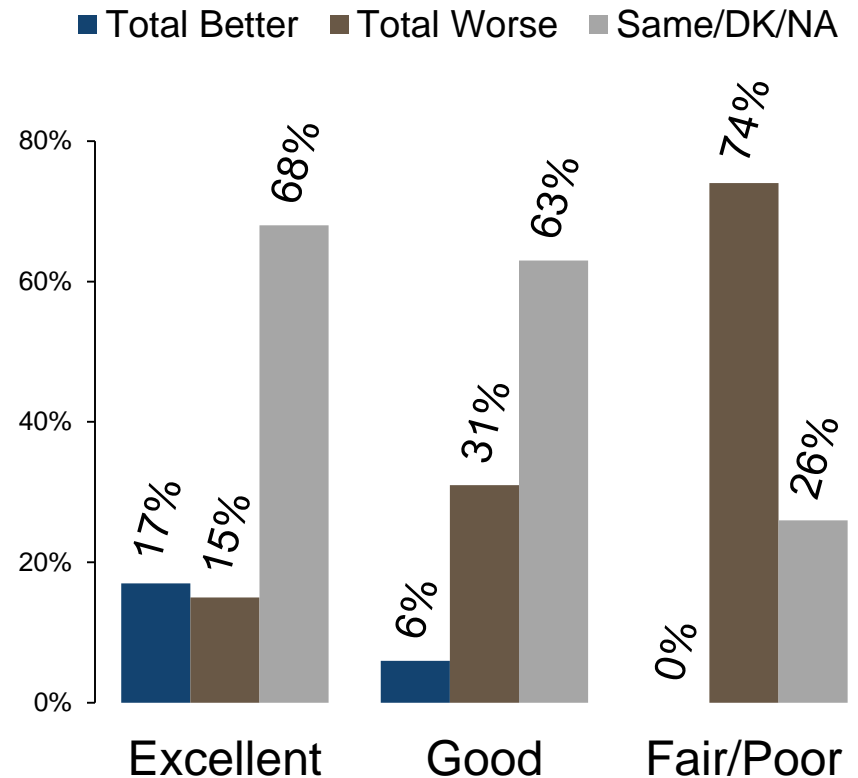
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Six in ten think the City has not changed over the past few years, but two in ten do think things have “gotten worse.”

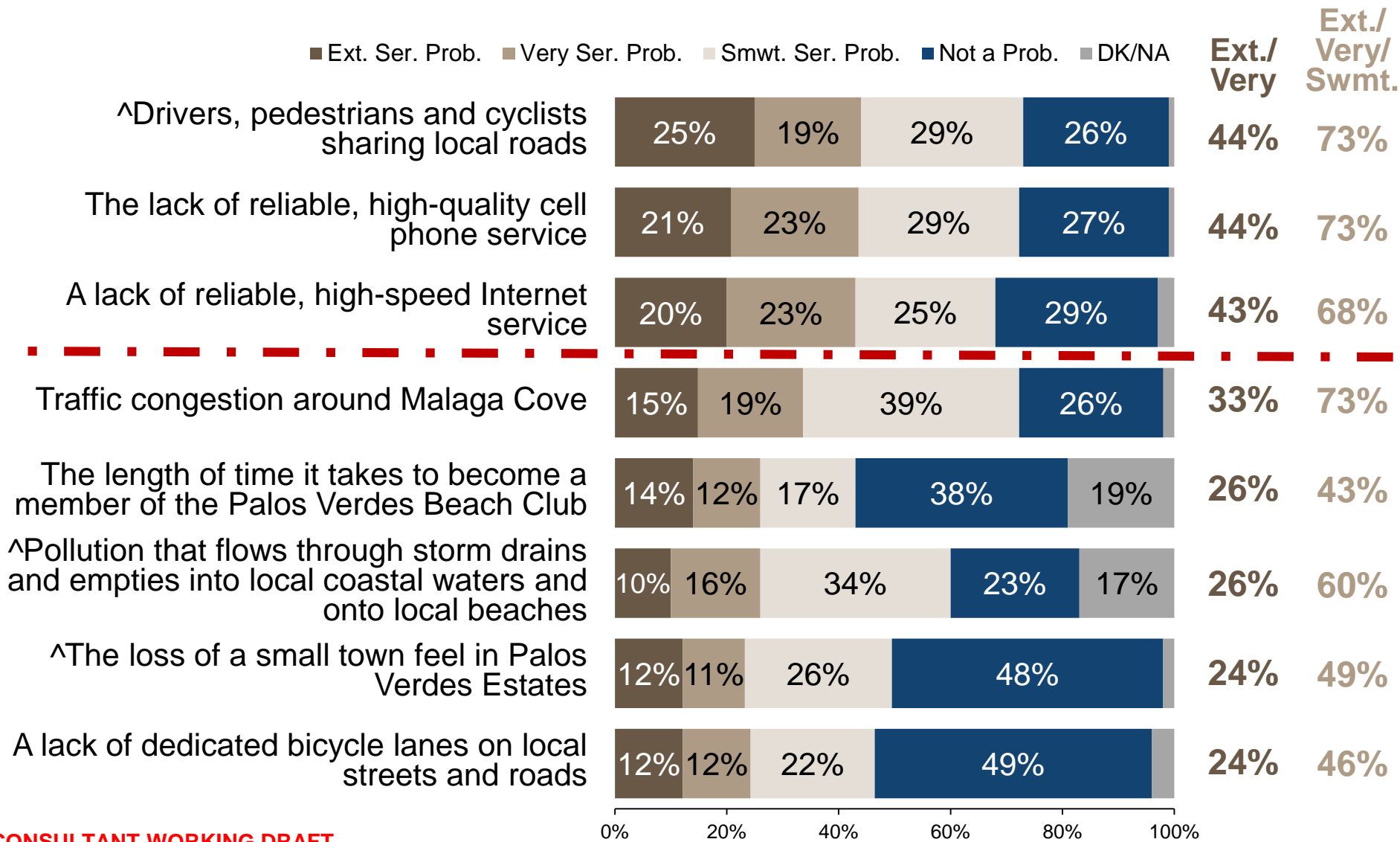
In the last few years, do you think things in Palos Verdes Estates have gotten better, gotten worse, or stayed about the same?



Perception of Palos Verdes Estates by Quality of Life



Traffic safety and wireless services are the most serious concerns.



CONSULTANT WORKING DRAFT

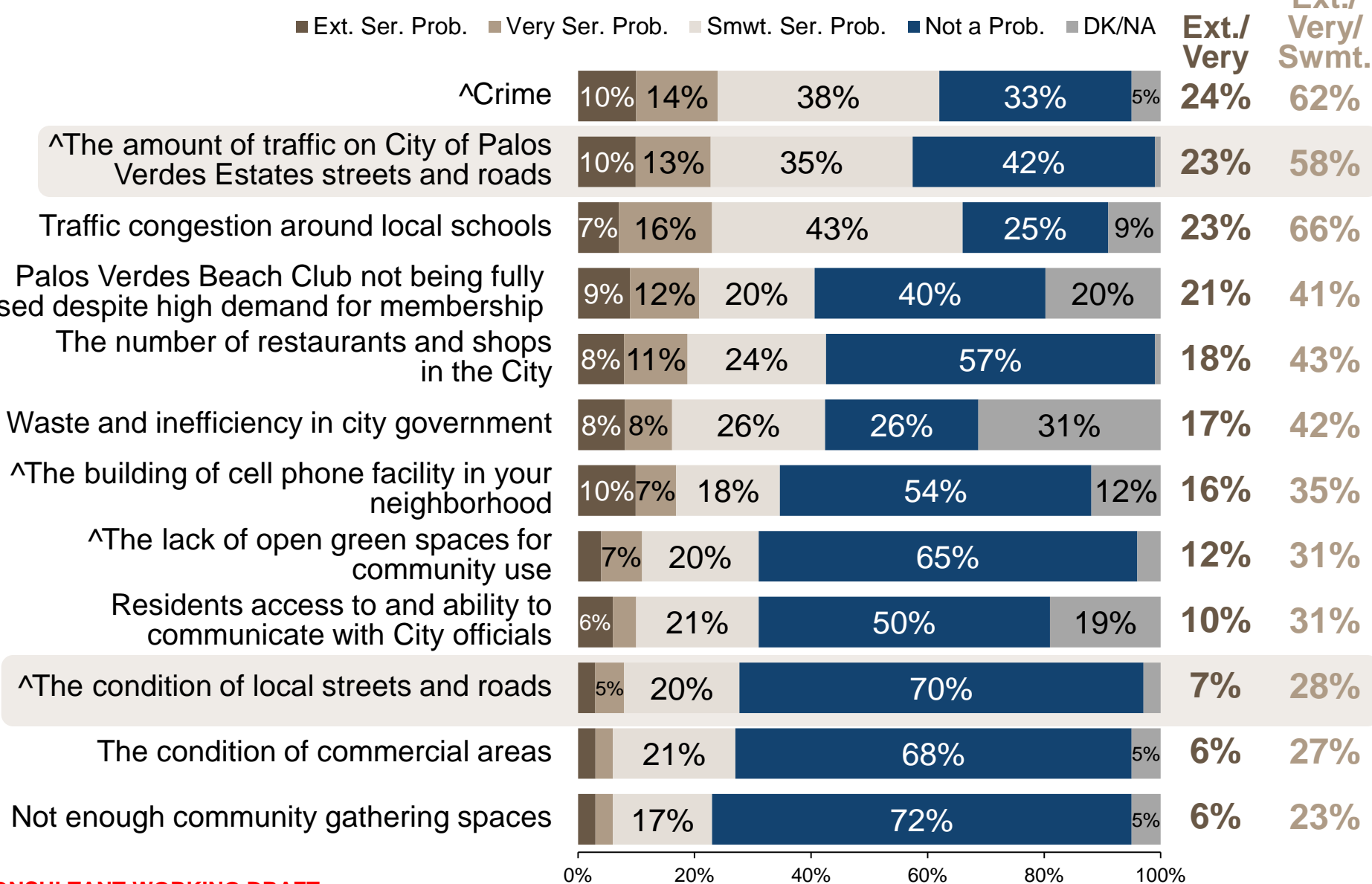
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PUBLIC OPINION RESEARCH & STRATEGY

Q10. I am going to mention a list of issues people in the City of Palos Verdes Estates may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem at all for people who live in the City of Palos Verdes Estates. ^Not Part of Split Sample

Level of Concern about Local Issues, cont.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not a Prob. ■ DK/NA



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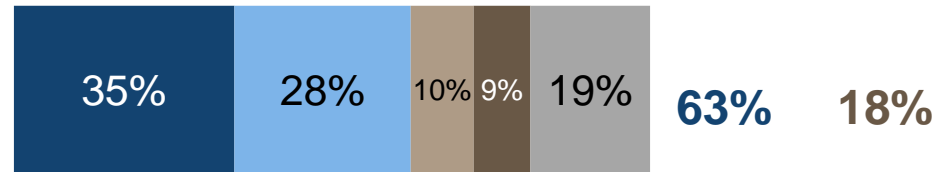
PUBLIC OPINION RESEARCH & STRATEGY

Q10. I am going to mention a list of issues people in the City of Palos Verdes Estates may be concerned about. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem at all for people who live in the City of Palos Verdes Estates. ^Not Part of Split Sample

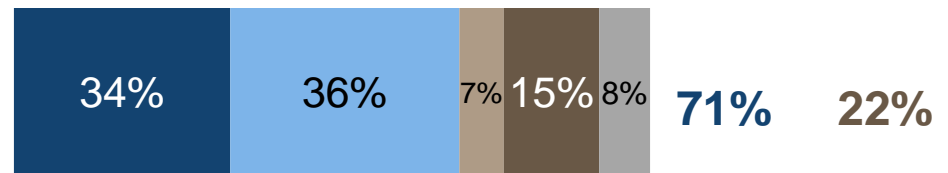
Seven in ten would accept a cell phone facility in their neighborhoods to improve wireless service, and most think the city includes residents in major issues.

■ Strng. Agree
 ■ Smwt. Agree
 ■ Smwt. Disagree
 ■ Strng. Disagree
 ■ DK/NA
Total Agree
Total Disagree

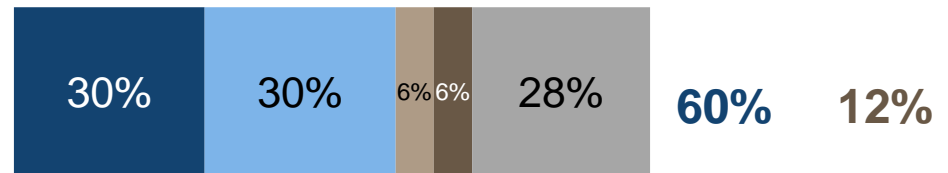
Many people choose to live in Palos Verdes Estates because the City has a local police department



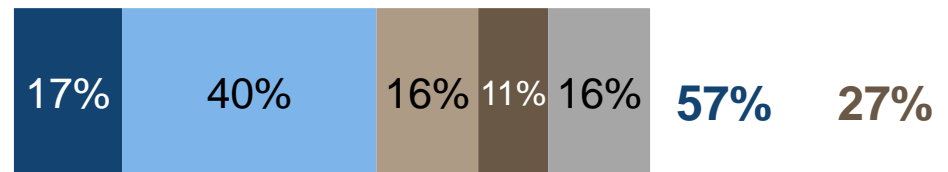
To improve local cell phone service and increase access to Wi-Fi internet service, I would be willing to have a cell phone facility in my neighborhood



Palos Verdes Estates residents pay a local parcel tax to fund fire protection and 911 paramedic emergency response services



City government provides opportunities for residents to give input on major decisions affecting the City



0% 20% 40% 60% 80% 100%

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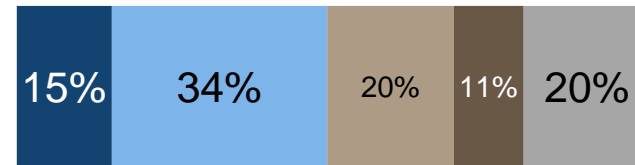
PUBLIC OPINION RESEARCH & STRATEGY

Q16. I would like to read you some statements about the City of Palos Verdes Estates. Please tell me whether you agree or disagree with the statement.

About half think City government operates with transparency and is fiscally responsible, and a plurality does not want to pay more to increase city services.

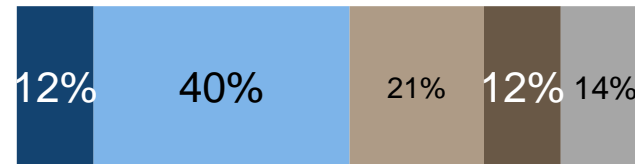
■ Strng. Agree
 ■ Smwt. Agree
 ■ Smwt. Disagree
 ■ Strng. Disagree
 ■ DK/NA
 Total Agree **Total Disagree**

Palos Verdes Estates City government operates in a way that is open and accountable to the public



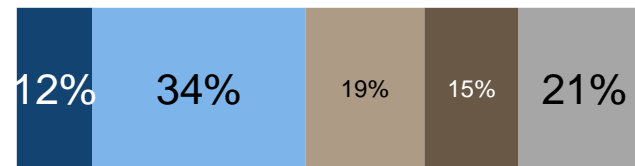
49% **31%**

I trust the Palos Verdes Estates City Council to use my tax dollars wisely



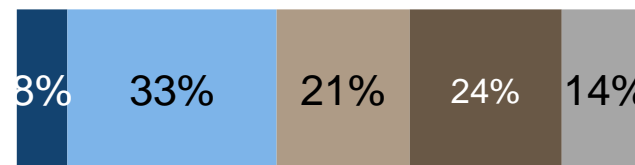
52% **34%**

The Palos Verdes Estates City Council listens to residents when making important decisions



46% **33%**

I would be willing to pay more to get more services from Palos Verdes Estates city government



41% **44%**

0% 20% 40% 60% 80% 100%

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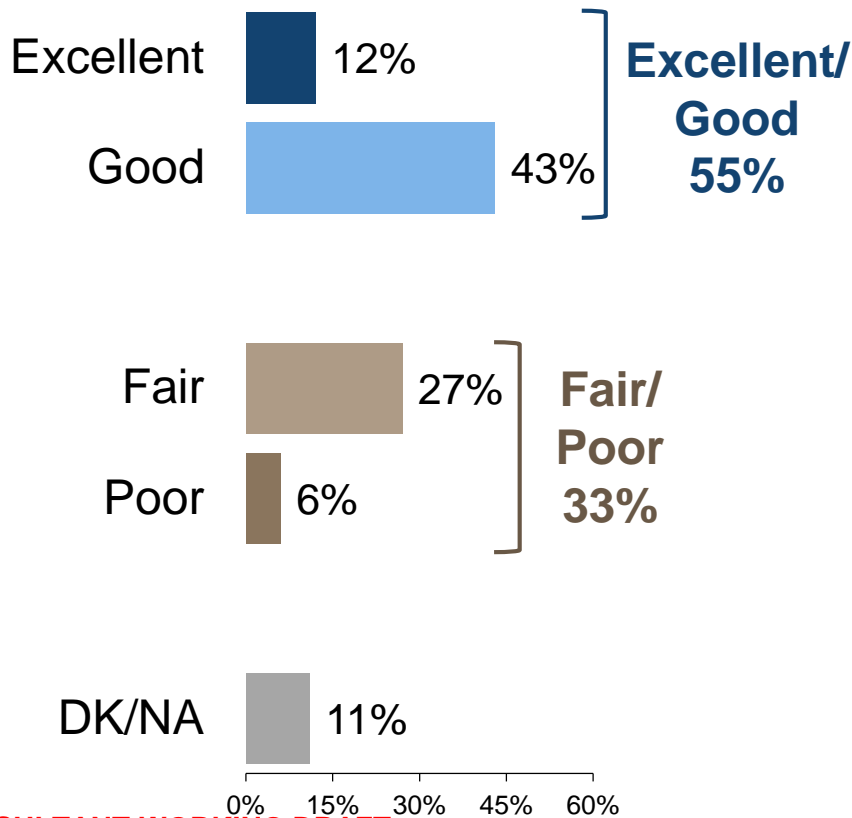
PUBLIC OPINION RESEARCH & STRATEGY

Q16. I would like to read you some statements about the City of Palos Verdes Estates. Please tell me whether you agree or disagree with the statement.

Rating Palos Verdes City Government & City Services

A majority of residents give City government a positive job rating, and fewer than one in ten think it is performing poorly.

Palos Verdes Estates City government in general



Demographic Group	Exc./ Good	Fair/ Poor	DK/NA
Gender			
Men	54%	36%	10%
Women	57%	31%	12%
Age			
18-59	51%	36%	13%
60+	61%	30%	9%
Neighborhood			
Valmonte	58%	34%	8%
Montemalaga	63%	20%	17%
Malaga Cove	58%	31%	11%
Lunada Bay	57%	33%	10%
Other	41%	51%	7%
Years Living in the City			
0-10 Years	47%	37%	15%
11-20 Years	57%	36%	7%
21-30 Years	50%	36%	14%
31+ Years	66%	26%	8%

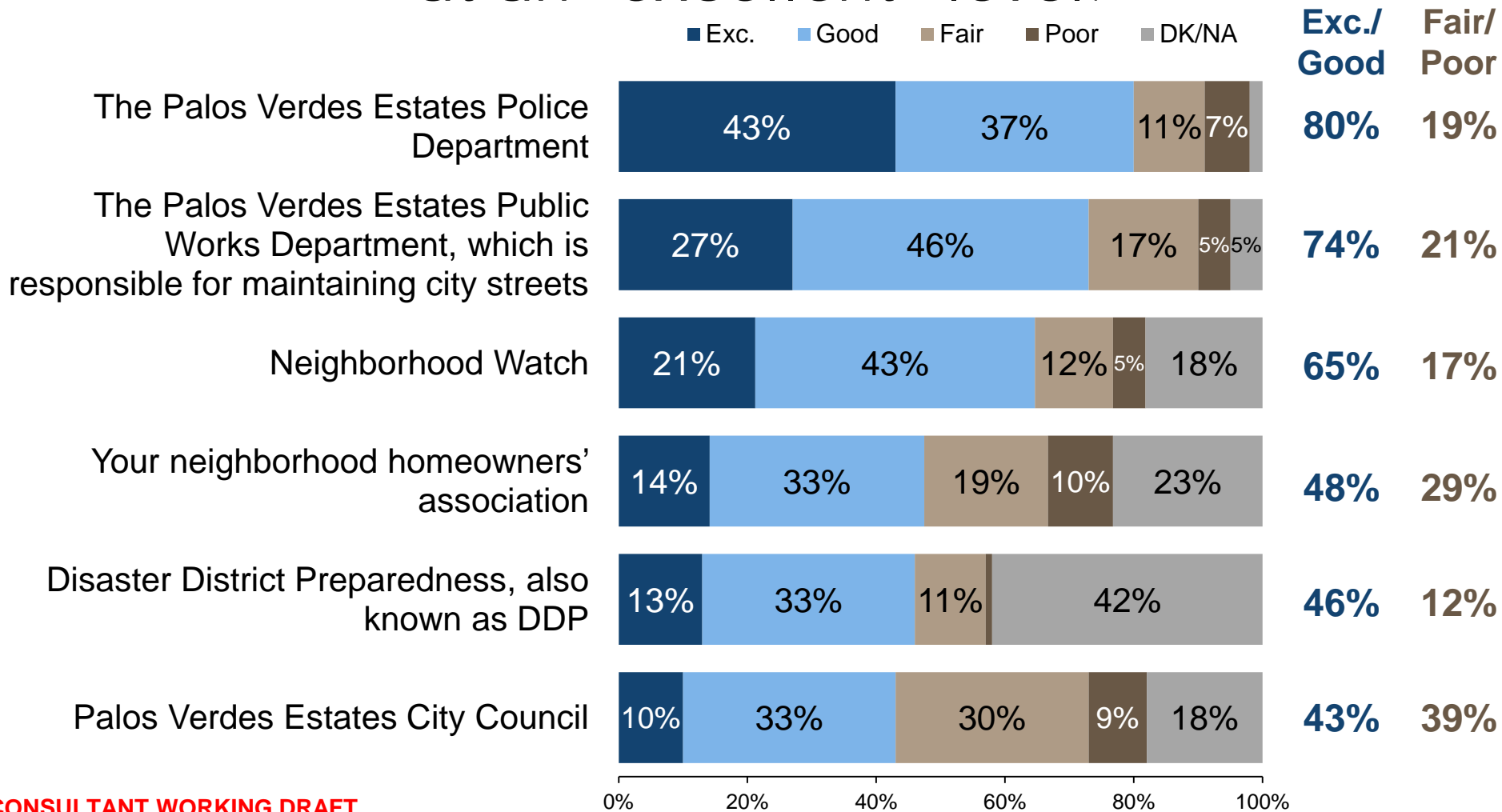
CONSULTANT WORKING DRAFT

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PUBLIC OPINION RESEARCH & STRATEGY

Q6a. I am now going to mention some organizations that are active in the City of Palos Verdes Estates. Please tell me how you would rate the job performance being done by that organization. Is it excellent, good, fair or poor?

The PVE Police Department receives a particularly high job rating as more than four in ten residents say it is performing at an “excellent” level.



CONSULTANT WORKING DRAFT

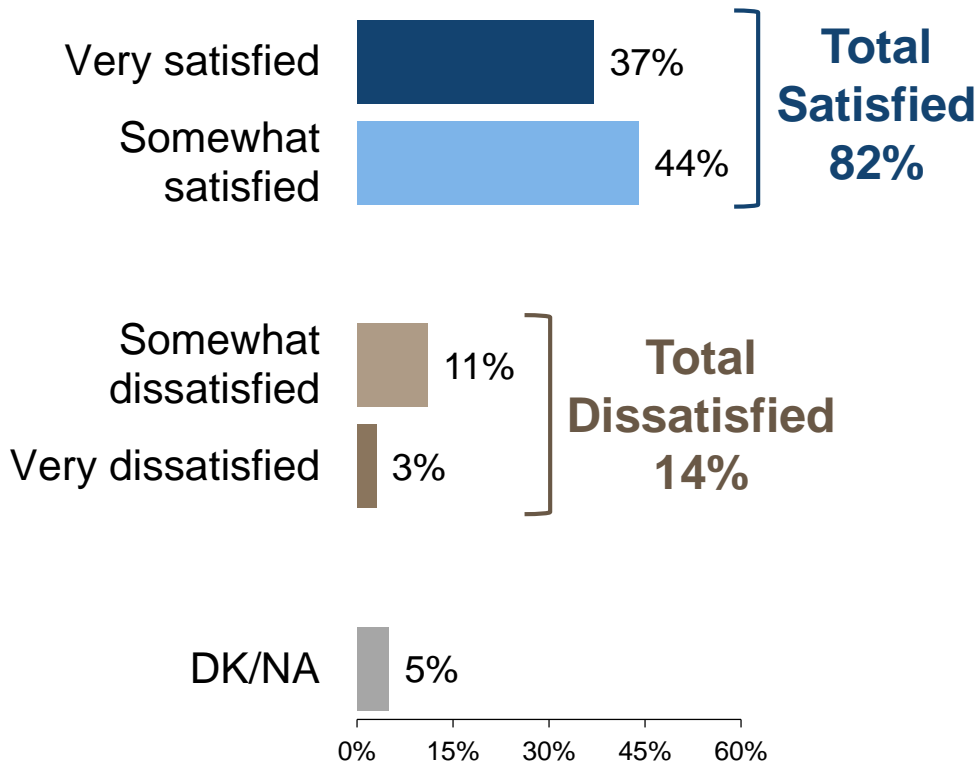
Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Q6 b-g. I am now going to mention some organizations that are active in the City of Palos Verdes Estates. After each one you hear, please tell me how you would rate the job performance being done by that organization. Is it excellent, good, fair or poor?

The vast majority of residents are satisfied with the services provided by the City, with nearly four in ten reporting “high” satisfaction and only 14% dissatisfied...

Generally speaking, are you satisfied or dissatisfied with the job the City of Palos Verdes Estates is doing to provide city services?



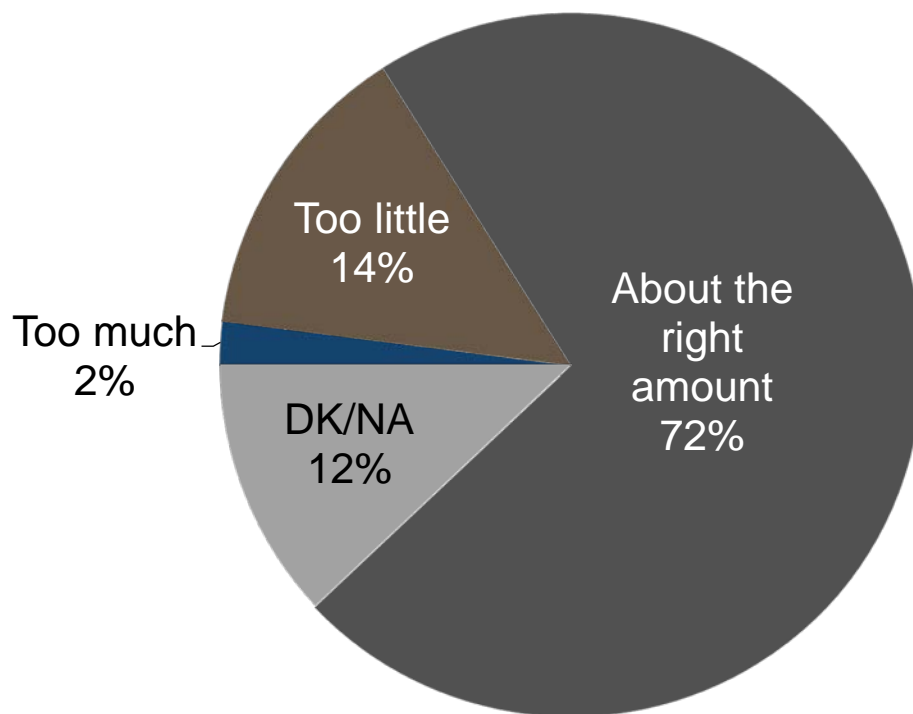
Demographic Group	Total Sat.	Total Dissat.	DK/NA
Gender			
Men	80%	15%	5%
Women	83%	13%	4%
Age			
18-59	80%	15%	5%
60+	84%	12%	5%
Neighborhood			
Valmonte	85%	15%	0%
Montemalaga	78%	12%	10%
Malaga Cove	83%	14%	3%
Lunada Bay	82%	14%	3%
Other	80%	13%	7%
Years Living in the City			
0-10 Years	85%	10%	5%
11-20 Years	77%	20%	3%
21-30 Years	75%	18%	7%
31+ Years	87%	9%	4%

CONSULTANT WORKING DRAFT

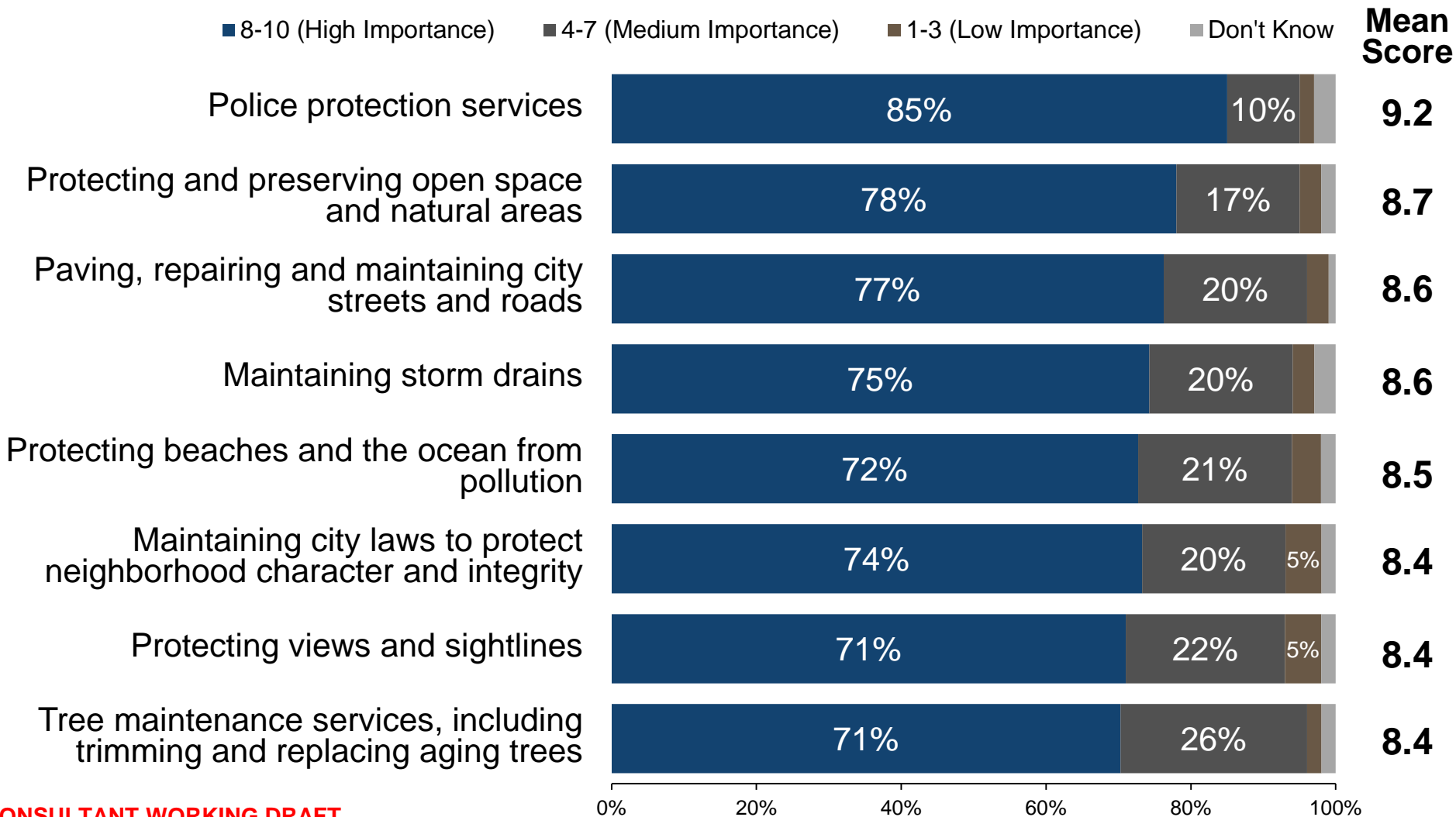
Fairbank, Maslin, Maullin, Metz & Associates – FM3

...and seven in ten residents believe the City of Palos Verdes Estates provides the “right amount of services” to the community.

In thinking about the services provided by City of Palos Verdes Estates, do you think the City provides too much, too little or about the right amount of services to residents?



Public safety is clearly a critically important to Palos Verdes Estates residents.



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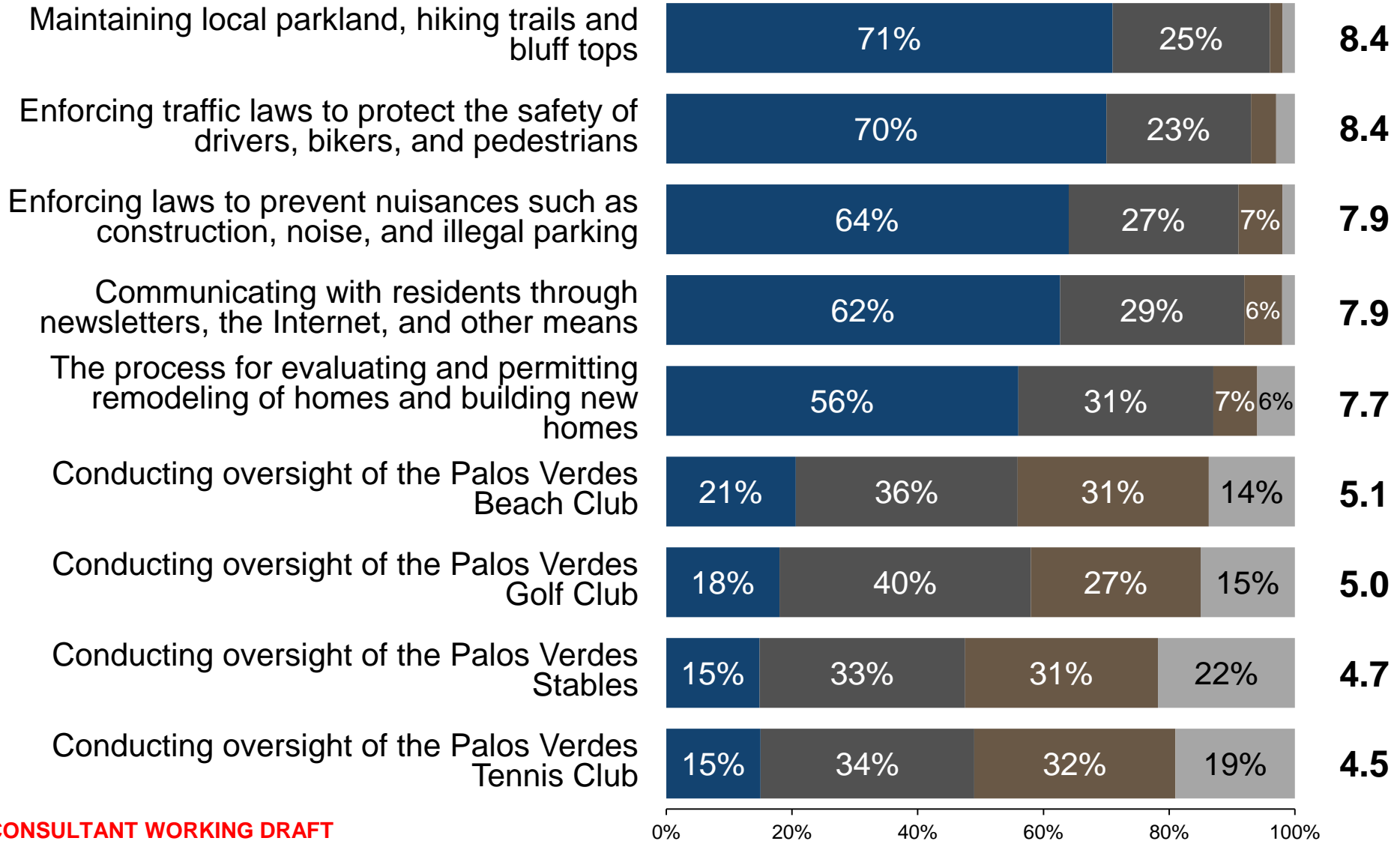
PUBLIC OPINION RESEARCH & STRATEGY

Q11. I would like to read you a list of specific services provided by Palos Verdes Estates City government to residents of the City. Please tell me how important you think that service is. We will use a scale of one to ten, where one means **NOT AT ALL IMPORTANT** and ten means **VERY IMPORTANT**. If you have no opinion or don't know about a service I mention to you, you can tell me that too.

Importance of City Services, Continued

■ 8-10 (High Importance) ■ 4-7 (Medium Importance) ■ 1-3 (Low Importance) ■ Don't Know

Mean Score



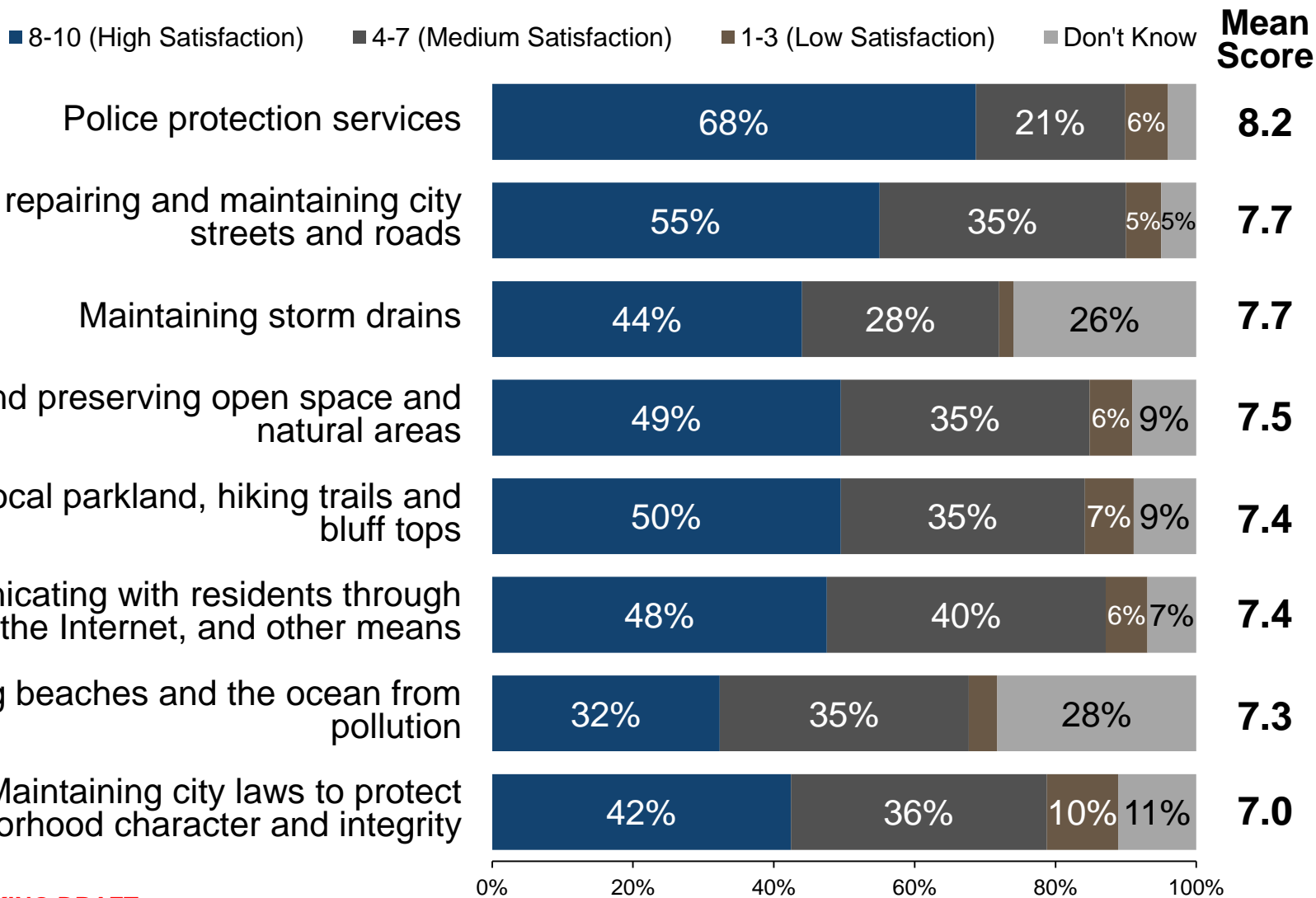
CONSULTANT WORKING DRAFT

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PUBLIC OPINION RESEARCH & STRATEGY

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Residents express their highest level of satisfaction with police services.



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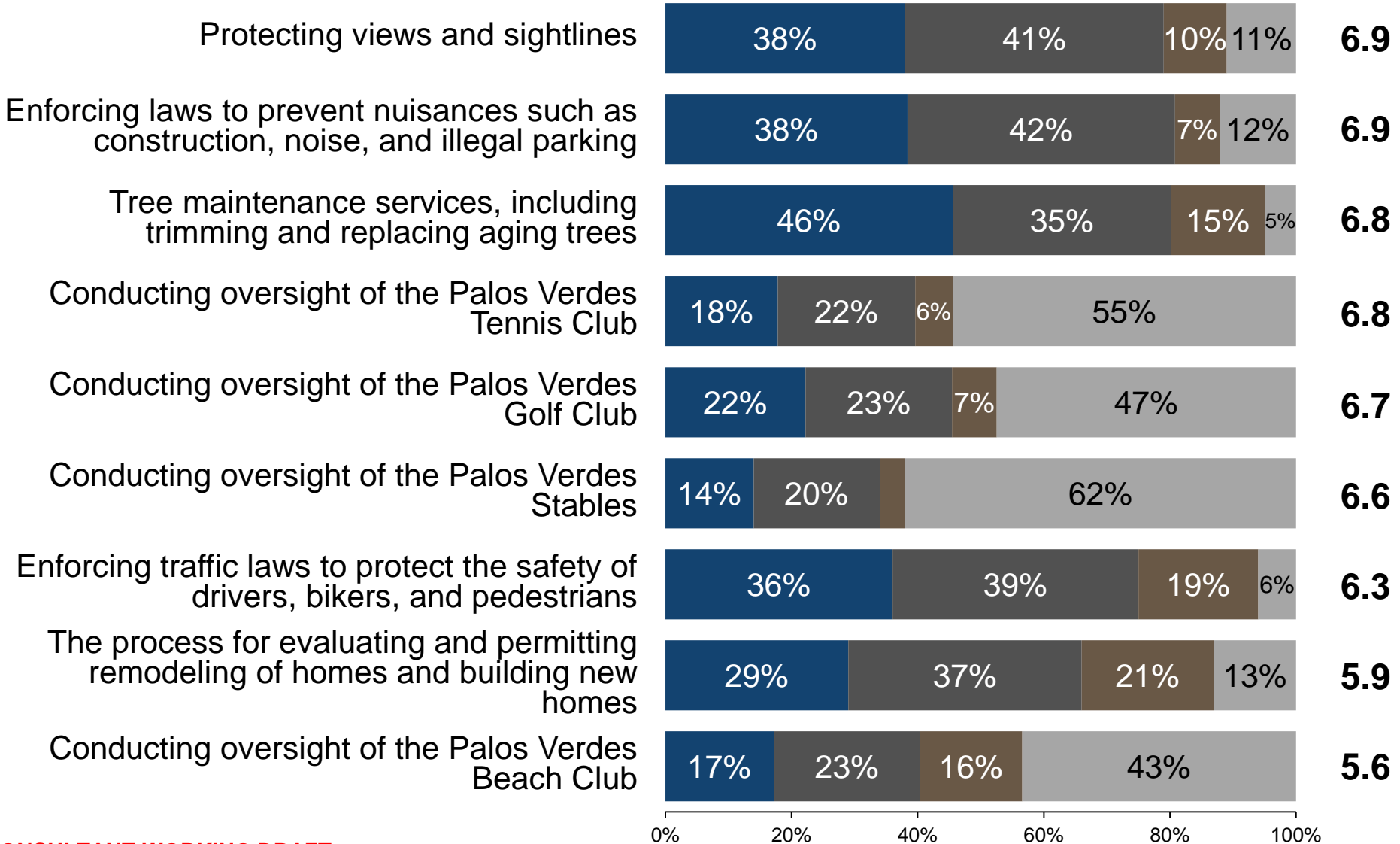
PUBLIC OPINION RESEARCH & STRATEGY

Q12. I am going to mention each service again. This time I would like you to tell me how satisfied you are personally with the job that Palos Verdes Estates's City government is doing in providing that service for the City's residents. Again, we will use a scale of one to ten, where one means you are **NOT AT ALL SATISFIED** with the service and ten means you are **VERY SATISFIED** with the service. If you have no opinion or don't know about a service or feature I mention, you can tell me that too.

Satisfaction with City Services, Continued

■ 8-10 (High Satisfaction) ■ 4-7 (Medium Satisfaction) ■ 1-3 (Low Satisfaction) ■ Don't Know

Mean Score



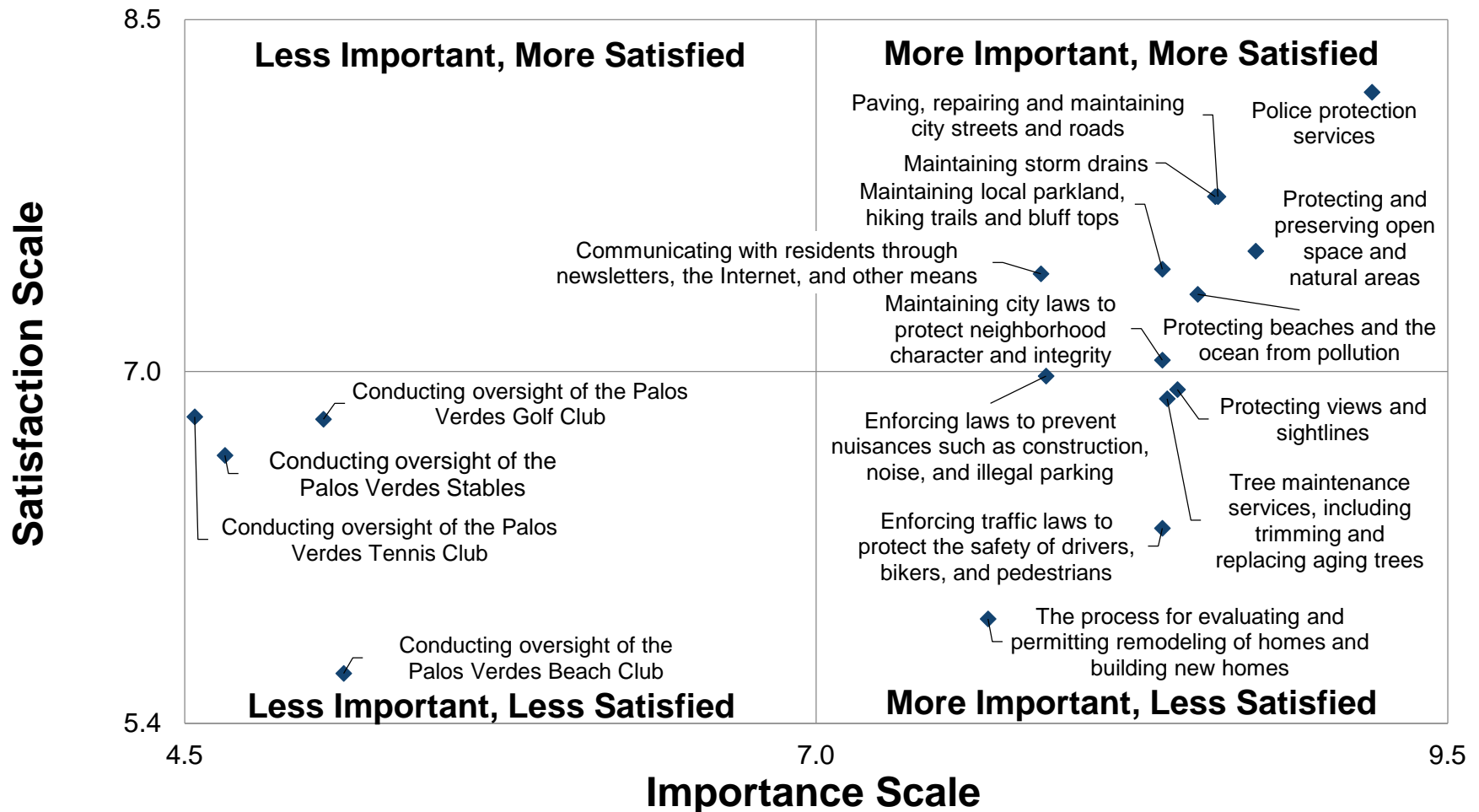
CONSULTANT WORKING DRAFT

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PUBLIC OPINION RESEARCH & STRATEGY

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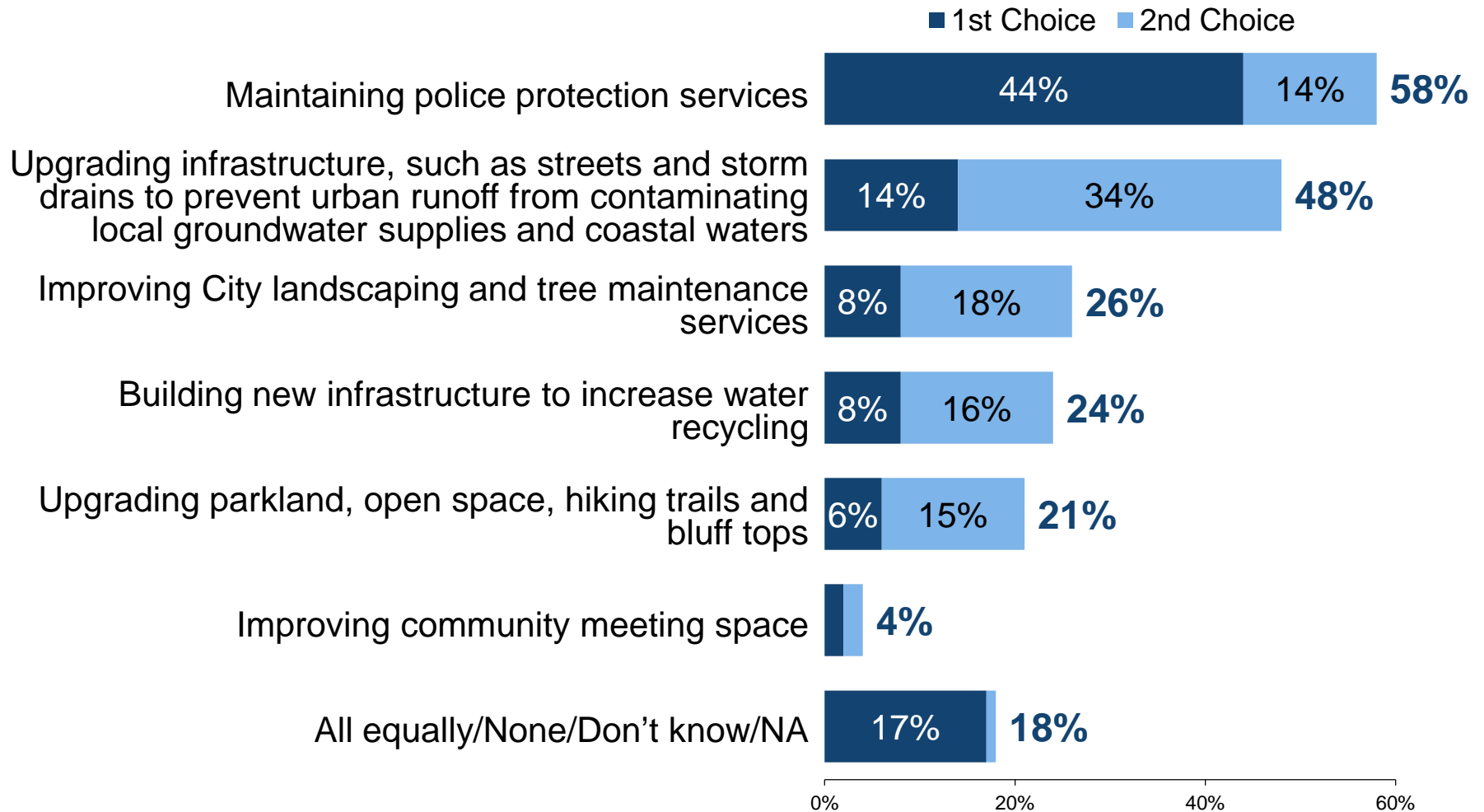
Importance/Satisfaction Matrix



Q11. I would like to read you a list of specific services provided by Palos Verdes Estates City government to residents of the City. Please tell me how important you think that service is. We will use a scale of one to ten, where one means **NOT AT ALL IMPORTANT** and ten means **VERY IMPORTANT**.

Q12. I am going to mention each service again. This time I would like you to tell me how satisfied you are personally with the job that Palos Verdes Estates's City government is doing in providing that service for the City's residents. Again, we will use a scale of one to ten, where one means you are **NOT AT ALL SATISFIED** with the service and ten means you are **VERY SATISFIED** with the service.

Maintaining high-quality public safety services is clearly a top priority, and nearly half identified upgrading infrastructure as an issue that they would like the City to address.



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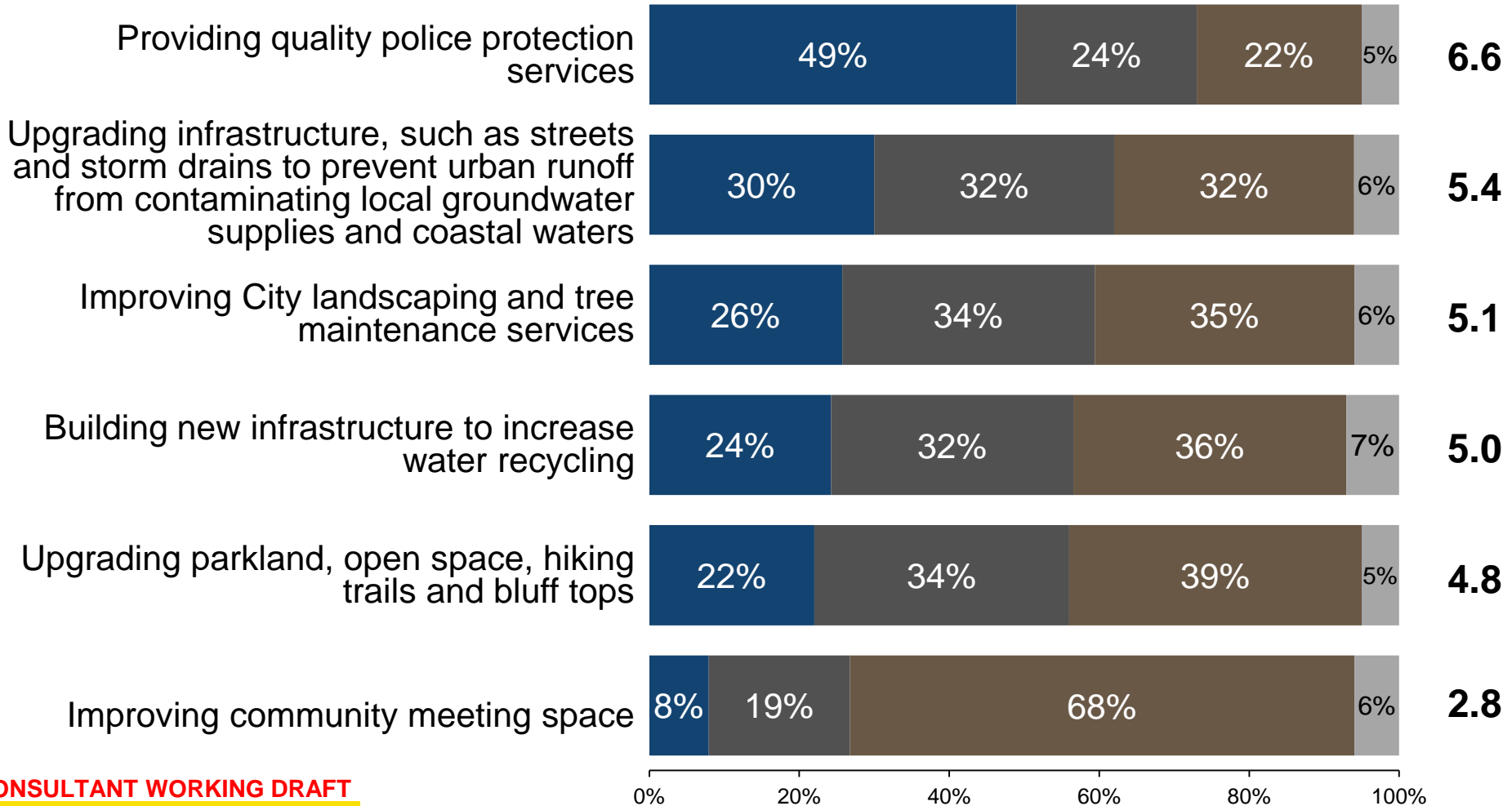
PUBLIC OPINION RESEARCH & STRATEGY

Q13. I am going to read you a short list of services provided by City government. Please tell me which area you think should be the top priority for the city.

Residents express only a modest level of willingness to pay additional costs to improve police services.

■ 8-10 (High Willingness) ■ 4-7 (Medium Willingness) ■ 1-3 (Low Willingness) ■ DK/NA

Mean Score



CONSULTANT WORKING DRAFT

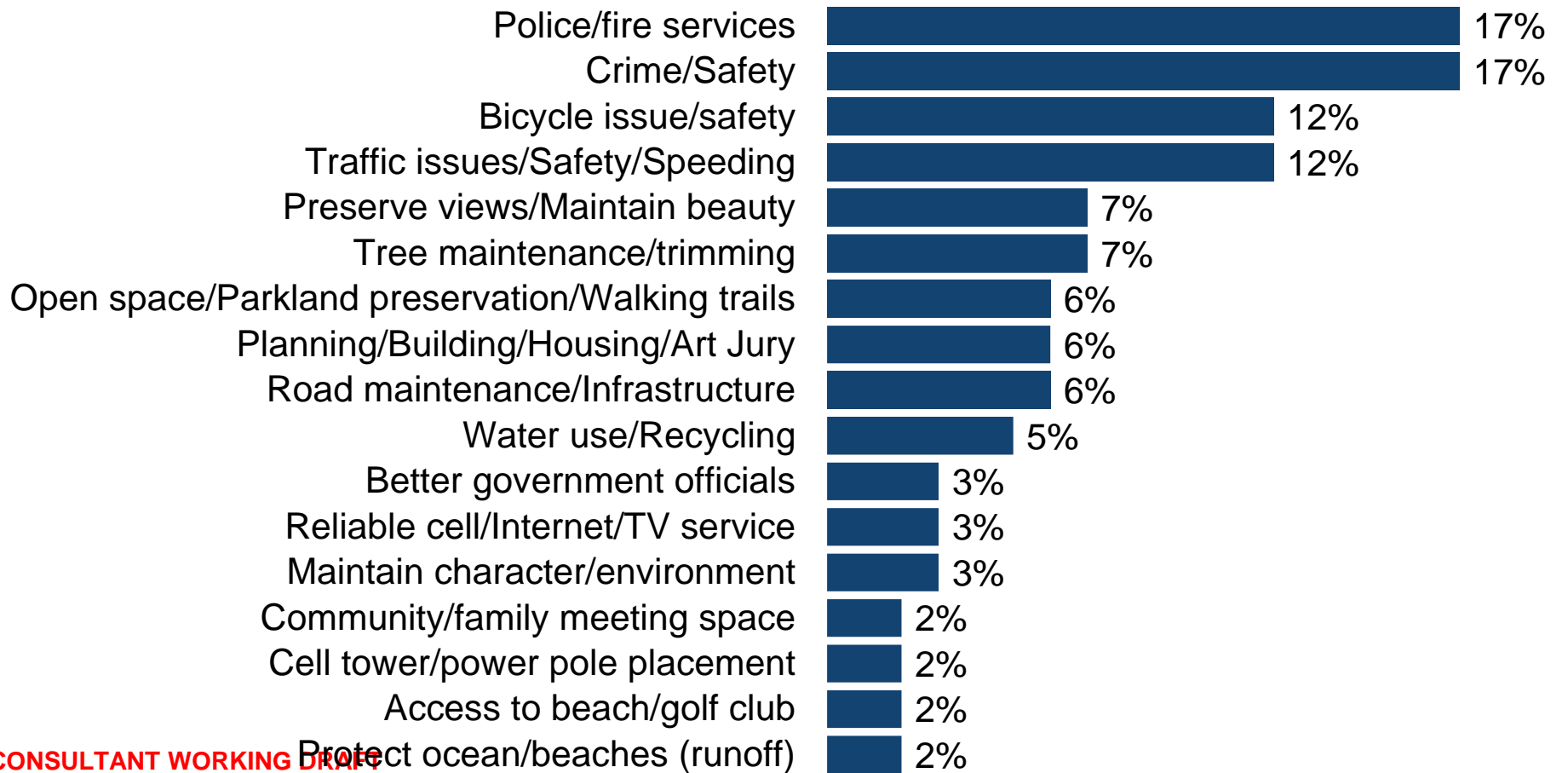
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PUBLIC OPINION RESEARCH & STRATEGY

Q15. I am going to mention these same services again. This time I would like you to tell me how willing you are to pay some additional City taxes to improve that particular City of Palos Verdes Estates service. We will use a scale of one to ten, where one means you are **NOT AT ALL WILLING** and ten means you are **VERY WILLING** to pay some additional taxes to the City of Palos Verdes Estates to improve that service.

Aside from public safety, one in four residents would like to see the city address street safety and traffic issues.

In a few of your own words, please describe what project or service you personally believe should be the top priority for Palos Verdes Estates City government?



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Nearly-two thirds think crime in the City is on the rise, and three in four say the number of home burglaries has increased in recent years.

Crime	Change	All Voters	Neighborhood				
			Valmonte	Monte-malaga	Malaga Cove	Lunada Bay	Other
The amount of home burglaries	Total Increase	72%	73%	70%	70%	77%	73%
	Same	15%	20%	13%	13%	15%	11%
	Total Decrease	1%	3%	0%	2%	1%	0%
	DK/NA	11%	4%	17%	15%	7%	16%
Crime in general	Total Increase	64%	68%	67%	61%	65%	61%
	Same	23%	21%	19%	24%	24%	17%
	Total Decrease	5%	9%	4%	6%	3%	3%
	DK/NA	9%	2%	9%	9%	8%	19%
Car break-ins and theft	Total Increase	62%	77%	67%	58%	60%	56%
	Same	20%	16%	12%	22%	22%	20%
	Total Decrease	2%	3%	3%	2%	2%	1%
	DK/NA	16%	4%	18%	18%	16%	23%

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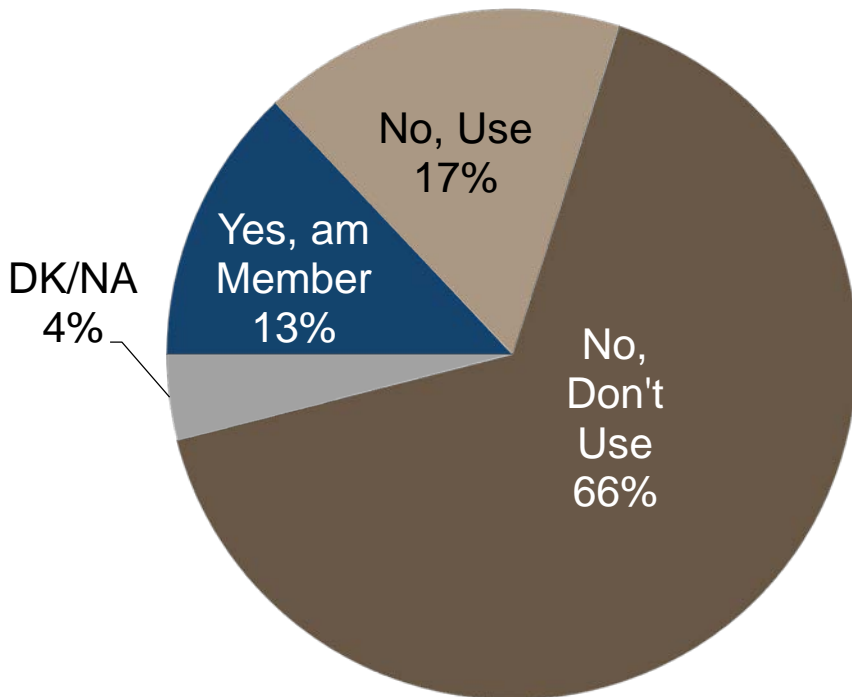
PUBLIC OPINION RESEARCH & STRATEGY

Q19. Thinking about the last few years, do you think _____ in the City of Palos Verdes Estates has increased, stayed the same, or decreased?

Usage & Opinions of Palos Verdes Estates' Clubs

Three in ten residents use the Palos Verdes Golf Club...

The Palos Verdes Golf Club



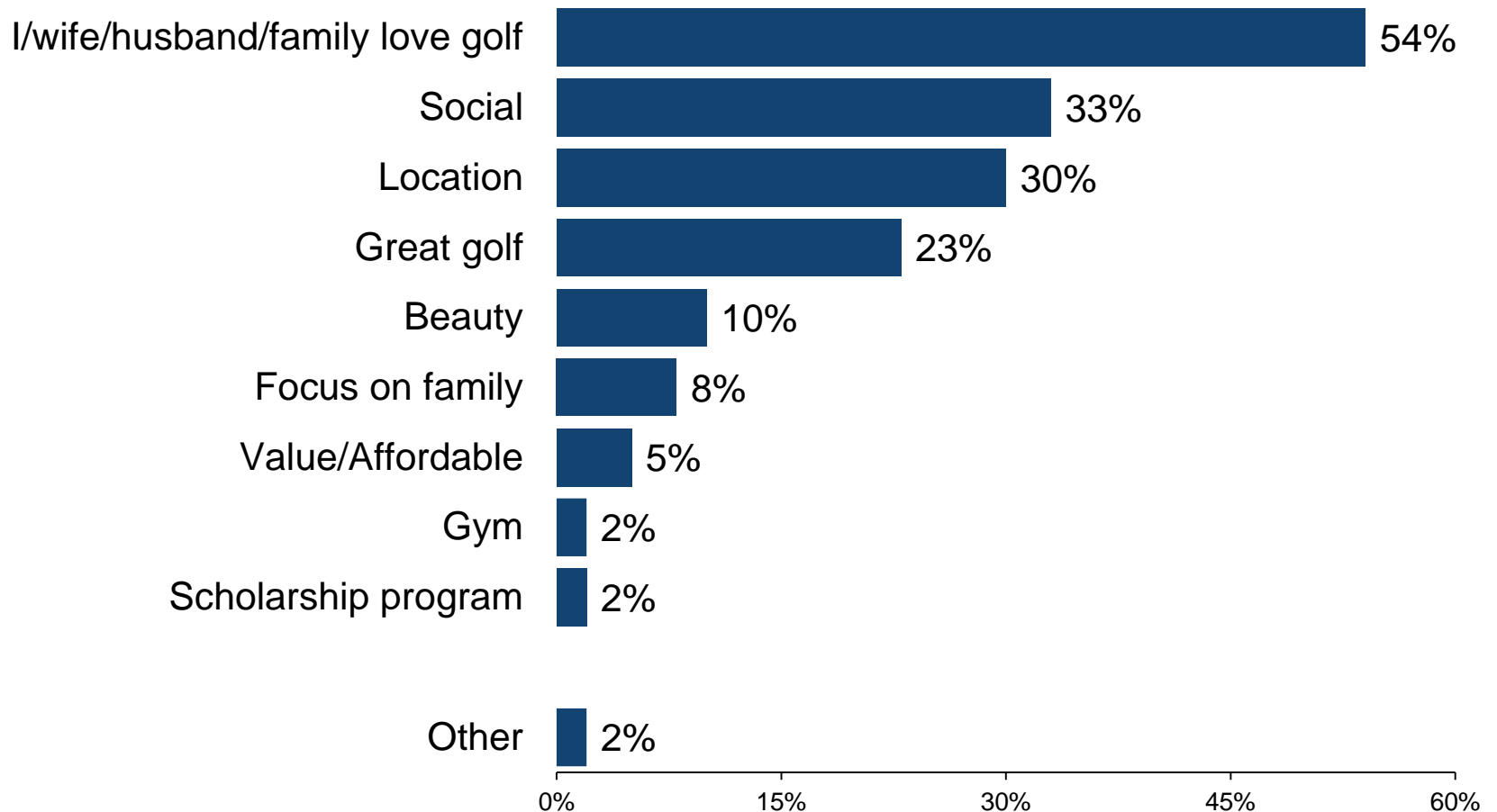
Perception of Fees	All Voters	Members	Not Member/Use	Don't Use
Total Too High	28%	31%	36%	27%
About Right	22%	60%	3%	14%
Don't Know/NA	48%	6%	61%	58%

Q17a. I am going to mention several Palos Verdes Estates Clubs. After each one please tell me whether or not you are a member of that club.

Q18a. Regardless of whether or not you are a member, please tell me whether you regard the fees for that particular club to be too high, too low or about right.

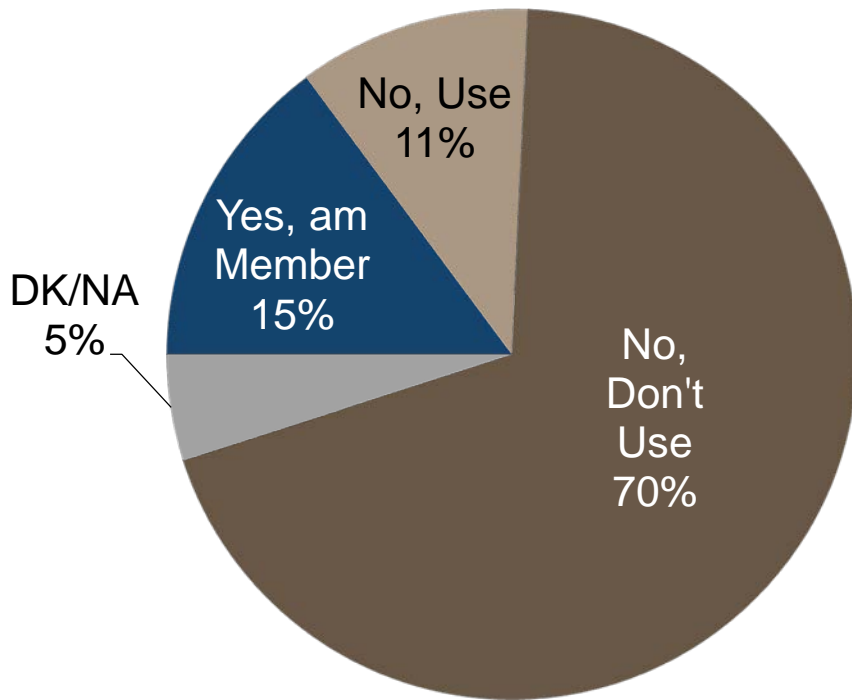
...members say they joined to play golf and social benefits of the club.

In your own words, please tell me why you decided to become a member of the Palos Verdes Golf Club.



About one in four residents use the Palos Verdes Beach and Athletic Club...

The Palos Verdes Beach and Athletic Club



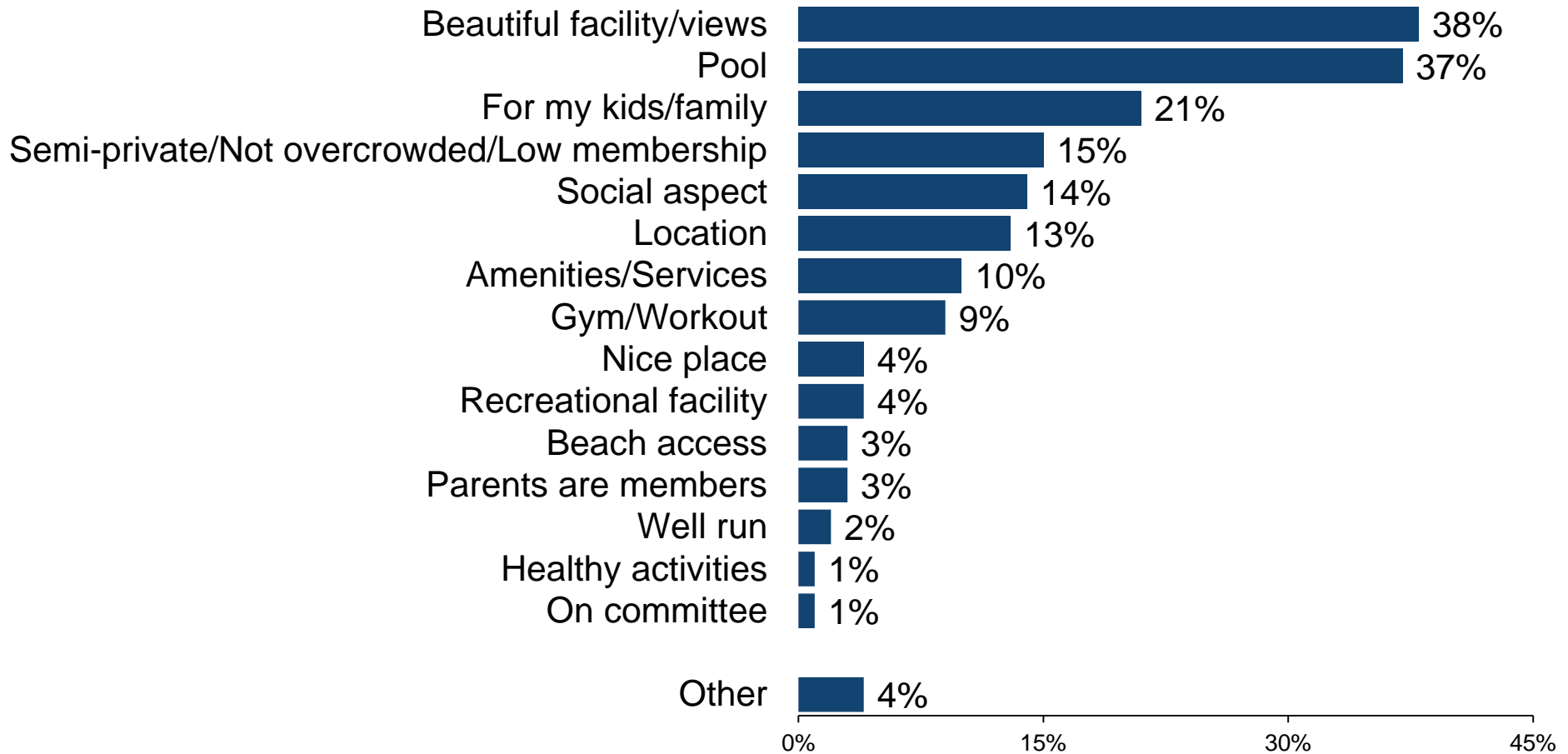
Perception of Fees	All Voters	Members	Not Member/Use	Don't Use
Total Too High	33%	22%	56%	33%
About Right	23%	74%	35%	11%
Don't Know/NA	42%	0%	7%	53%

Q17b. I am going to mention several Palos Verdes Estates Clubs. After each one please tell me whether or not you are a member of that club.

Q18b. Regardless of whether or not you are a member, please tell me whether you regard the fees for that particular club to be too high, too low or about right.

...members identify the views and quality of the pool as the reasons they joined.

In your own words, please tell me why you decided to become a member of the Palos Verdes Beach and Athletic Club.



CONSULTANT WORKING DRAFT

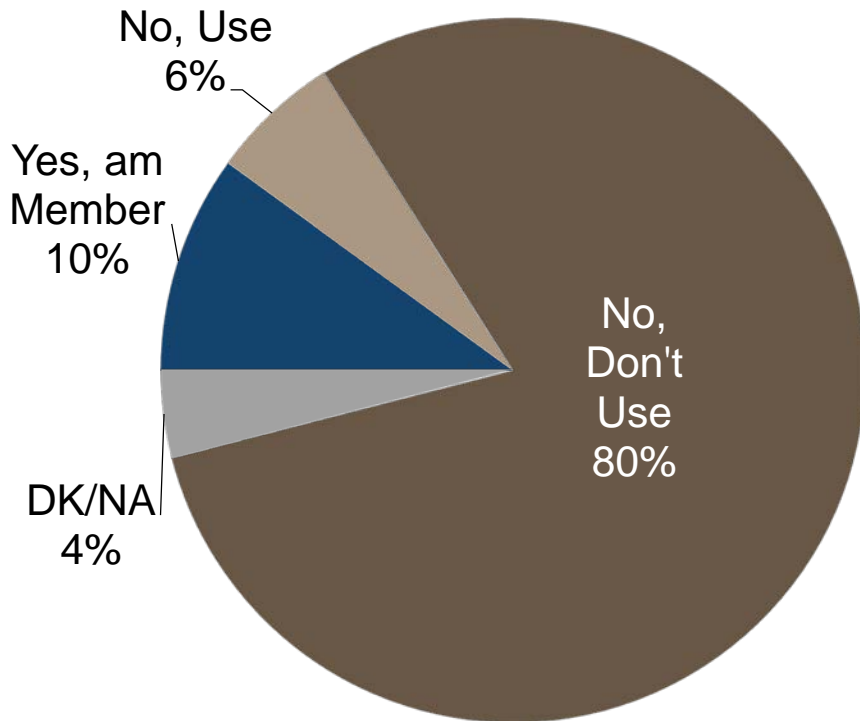
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PUBLIC OPINION RESEARCH & STRATEGY

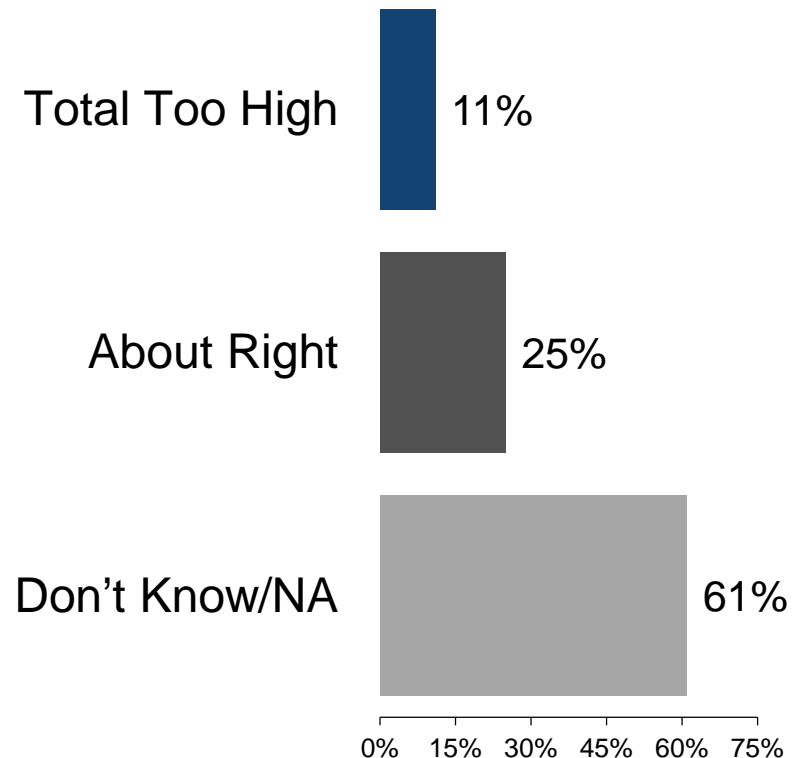
Q17bb. Open-Ended; Asked Only of Palos Verdes Beach and Athletic Club Members

Two in ten use the Palos Verdes Tennis Club...

The Palos Verdes Tennis Club



Perception of Fees

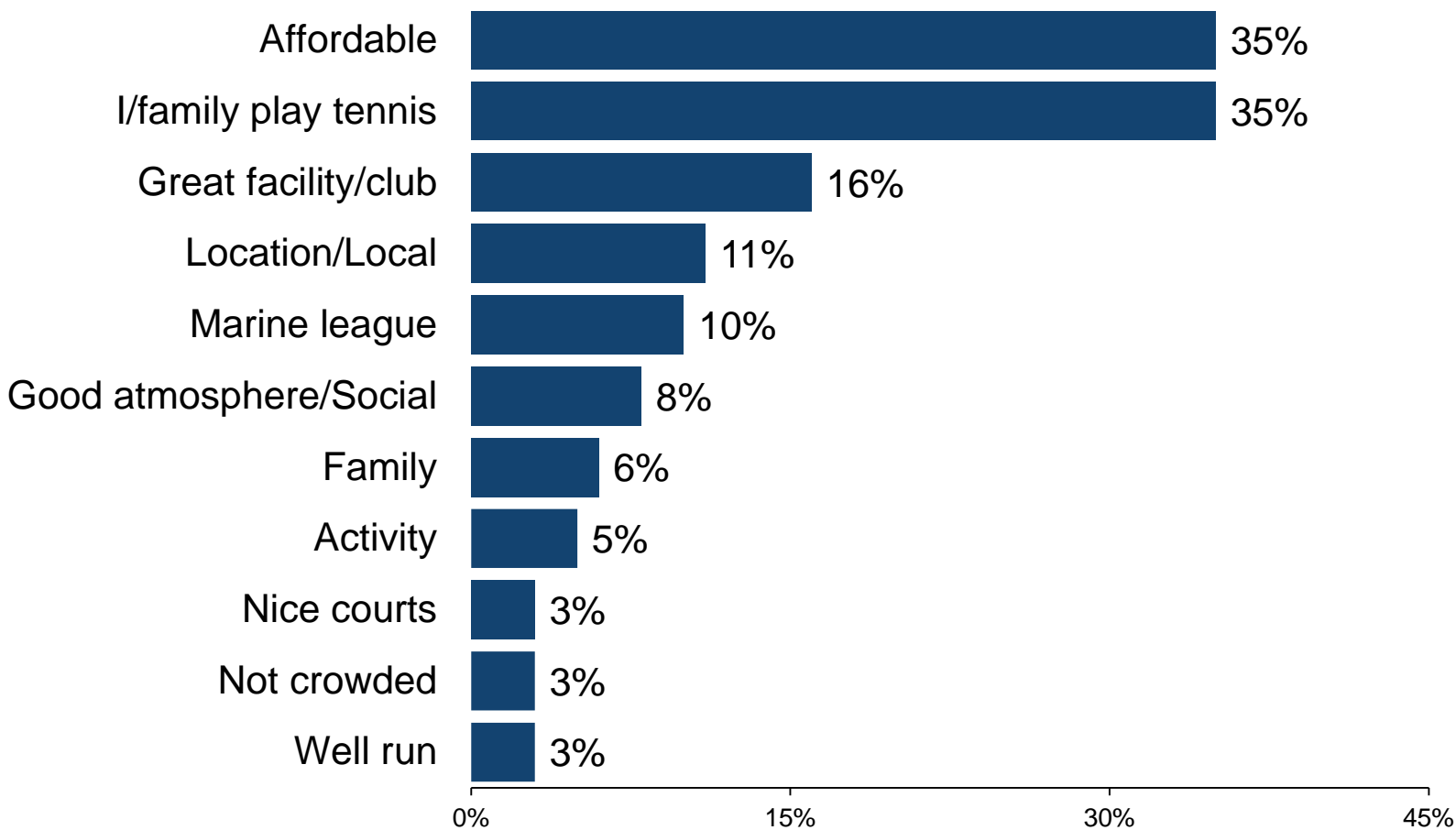


Q17c. I am going to mention several Palos Verdes Estates Clubs. After each one please tell me whether or not you are a member of that club.

Q18c. Regardless of whether or not you are a member, please tell me whether you regard the fees for that particular club to be too high, too low or about right.

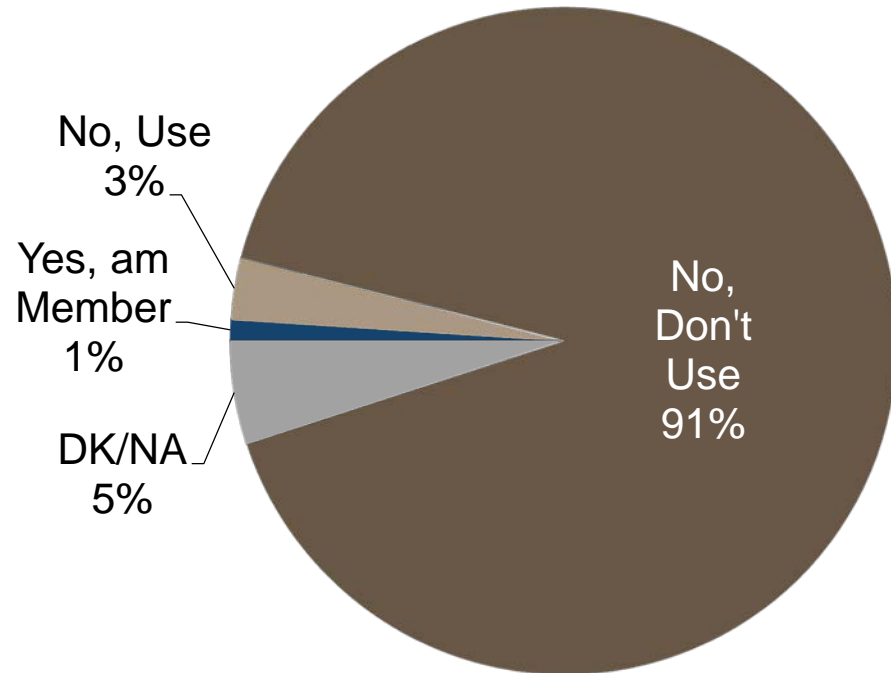
...members say they joined because it is affordable and to play tennis.

In your own words, please tell me why you decided to become a member of the Palos Verdes Tennis Club.

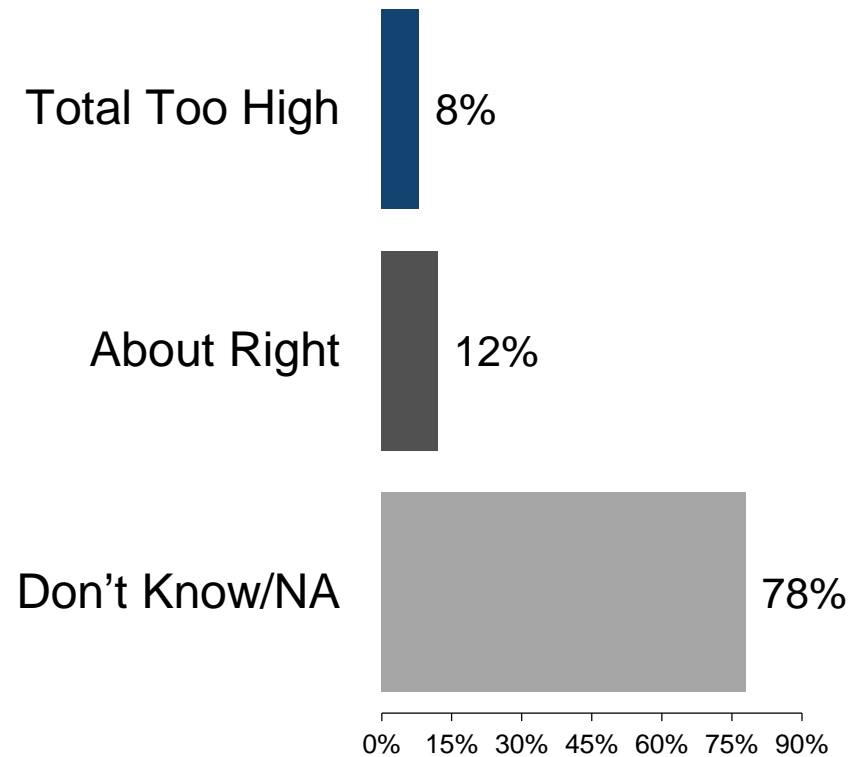


Fewer than one in ten residents use the Palos Verdes Stables.

The Palos Verdes Stables



Perception of Fees



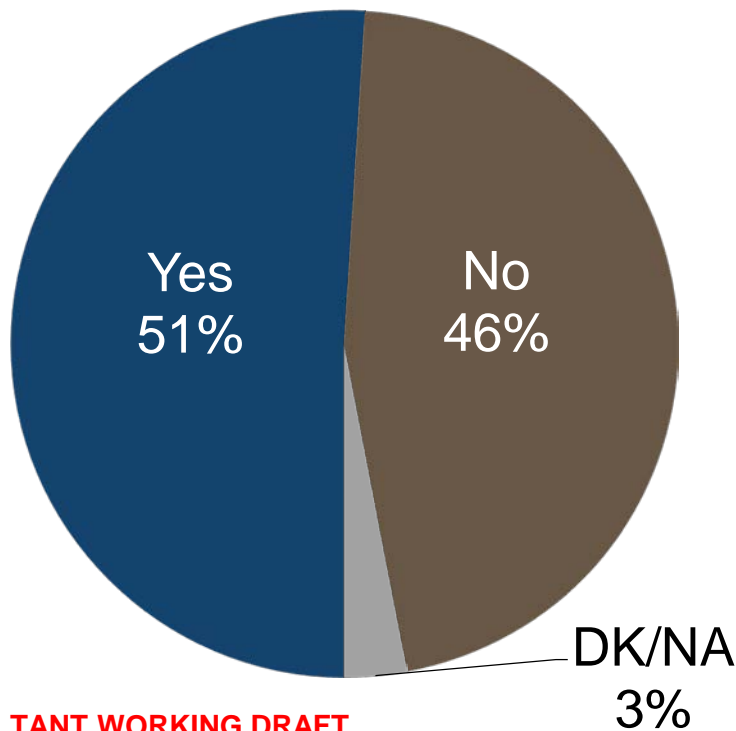
Q17d. I am going to mention several Palos Verdes Estates Clubs. After each one please tell me whether or not you are a member of that club.

Q18d. Regardless of whether or not you are a member, please tell me whether you regard the fees for that particular club to be too high, too low or about right.

Communications between the City & Residents

Half report having been in contact with City staff within the past 12 months, with phone calls and in-person visits as the most frequent forms of contact...

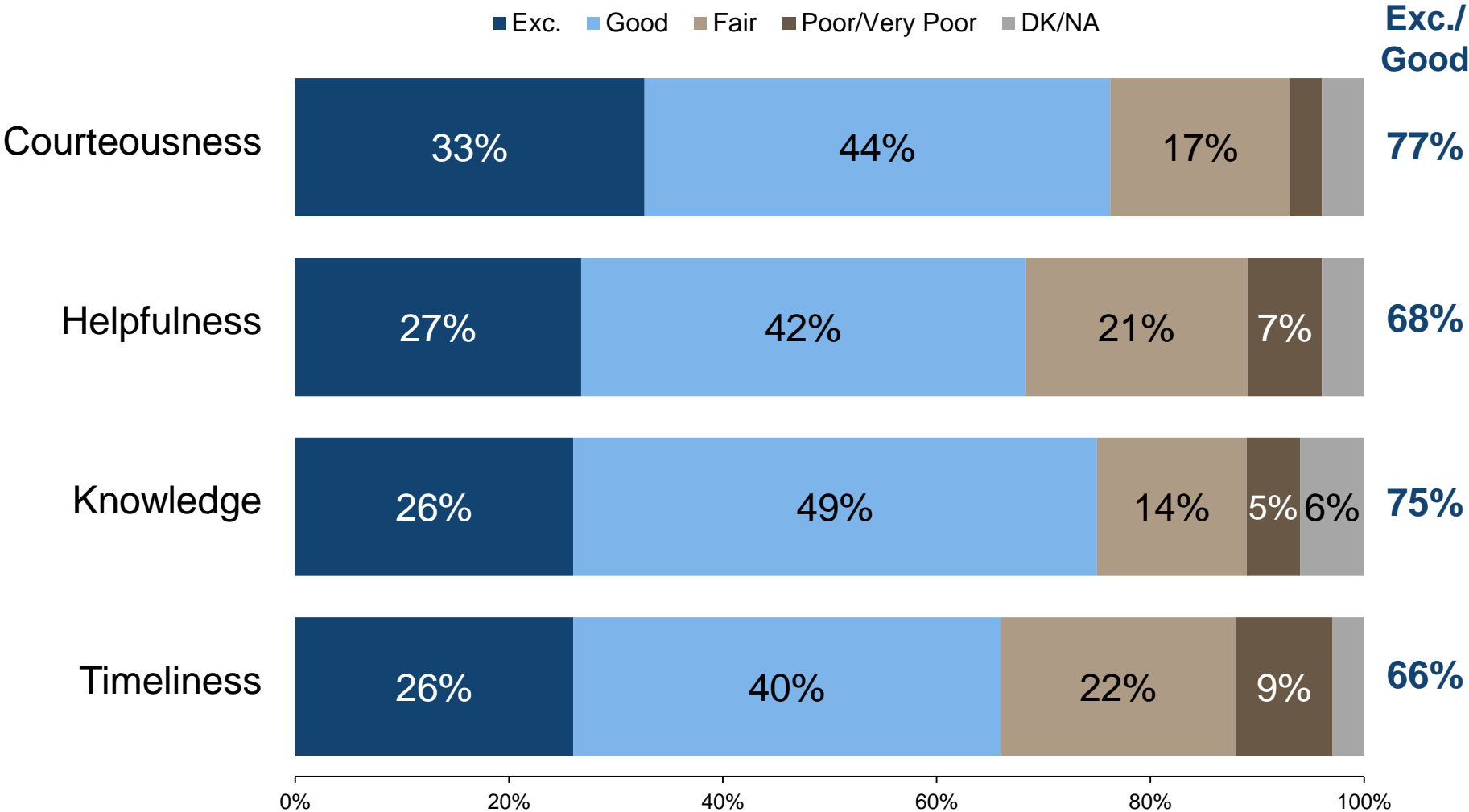
In the past 12 months have you been in contact with City of Palos Verdes Estates staff?



I am going to mention a list of ways some people have contact with the City. Please tell me whether you have used this method to contact the City in the last two years.

Mode of Contact	Yes	No	DK/NA
In-person	76%	24%	0%
By telephone	74%	26%	0%
Through e-mail	44%	55%	1%
Through the City's website	23%	77%	0%

...and most residents have had positive interactions with City staff and rate their service highly.



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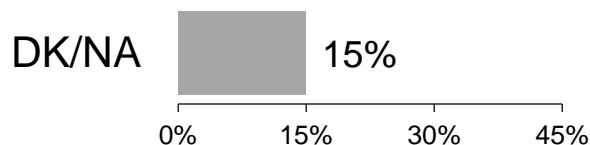
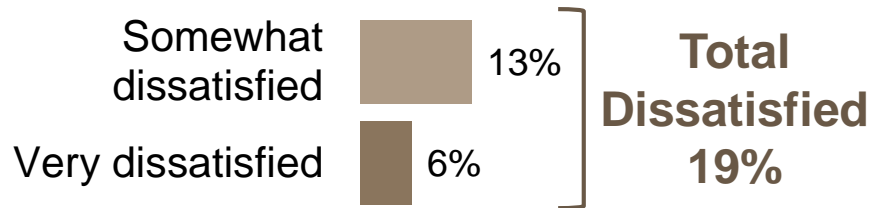
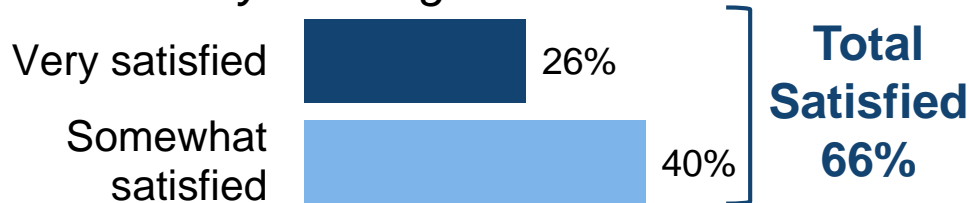
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PUBLIC OPINION RESEARCH & STRATEGY

Q22. Please rate the following aspects of the service provided by the City staff you have dealt with. Would you rate their _____ as excellent, good, fair, poor, or very poor? Asked of Those Who Have Had Contact with Palos Verdes Estates Staff

By a three-to-one margin, residents are satisfied with the City's efforts to keep the community informed about local issues...

Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through the Internet, community meetings and other means?

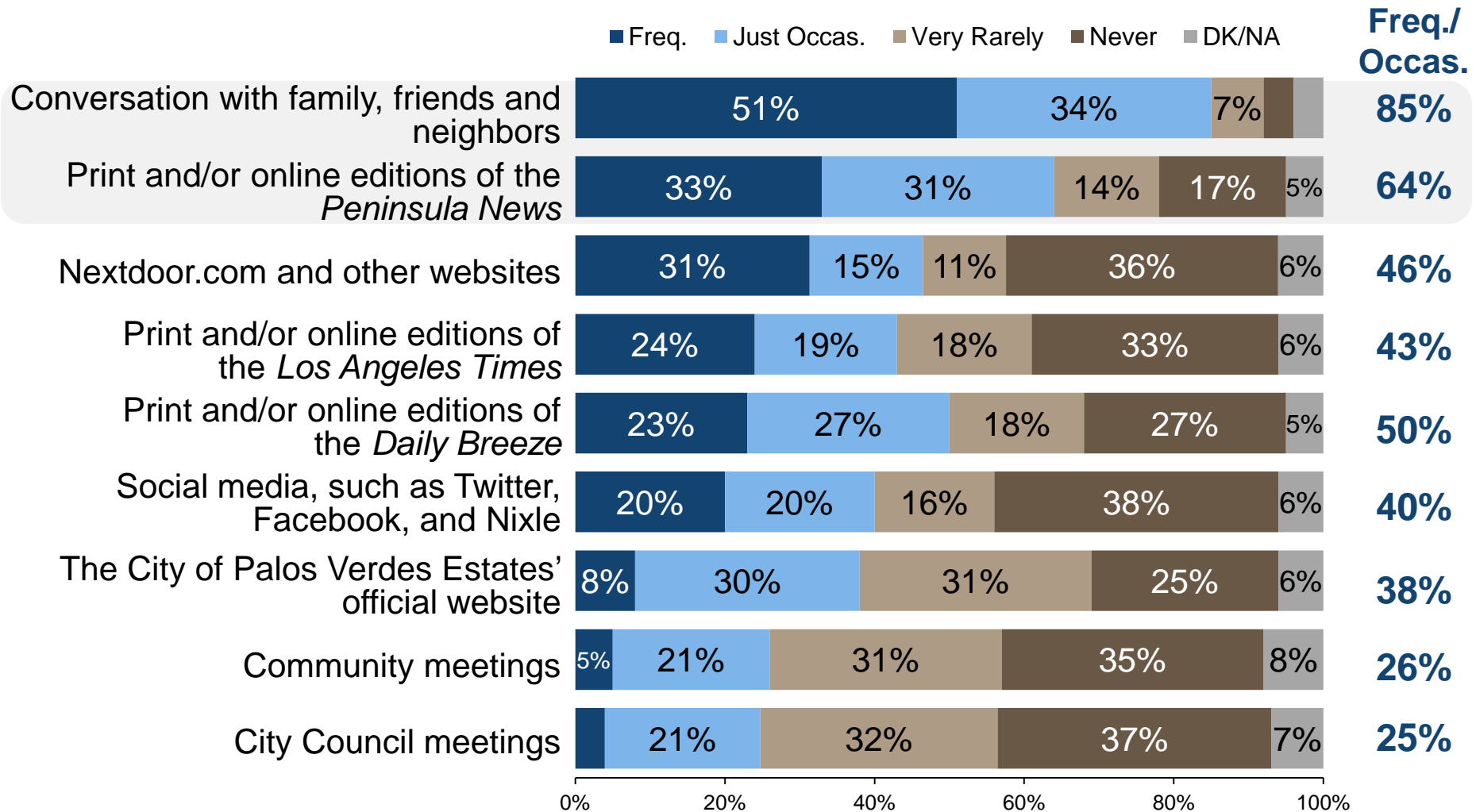


Demographic Group	Total Sat.	Total Dissat.	DK/NA
Gender			
Men	64%	19%	17%
Women	68%	19%	13%
Age			
18-59	61%	24%	15%
60+	72%	13%	15%
Neighborhood			
Valmonte	68%	21%	11%
Montemalaga	65%	21%	15%
Malaga Cove	65%	18%	17%
Lunada Bay	66%	17%	17%
Other	62%	23%	16%
Years Living in the City			
0-10 Years	61%	24%	15%
11-20 Years	67%	21%	11%
21-30 Years	49%	26%	25%
31+ Years	81%	8%	12%

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...most residents get information about the city through word of mouth or by reading the *Peninsula News*.



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PUBLIC OPINION RESEARCH & STRATEGY

Q24. I'm going to mention some information sources from which people learn about news and issues affecting the Palos Verdes Estates community. Please tell me how often you use that particular information source. Is it frequently, just occasionally, very rarely, or never?

PALOS VERDES ESTATES RESIDENT PRIORITIES AND SATISFACTION SURVEY

*Survey Conducted:
September 12-22, 2016*

CONSULTANT WORKING DRAFT. NOT FOR PUBLICATION. CA GOVT CODE 6254.

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

From: Carol Dygean
Sent: Monday, September 12, 2016 10:19 AM
To: Jennifer King
Subject: survey

I forwarded my concerns but didn't take the survey. The survey said our results would be confidential, so I'm not sure the point of a survey.
I would appreciate the concerns I brought forward to be discussed and don't mind whether or not my identify is confidential or not.
Thank you.

Carol Dygean

From: Carol Dygean
Sent: Monday, September 12, 2016 10:17 AM
To: Jennifer King
Subject: Input about some issues

Dear Ms. King,
I do have some things that I wanted to express. First, it really concerns me about the direction the traffic committee is going in. Essentially, there is the placement of signs being decided on. We have resided in PVE for 16 years and prior to that rode bikes and ran as well in the area. I think that the situation really needs to be looked at in a very practical way. The places where signs are proposed are the "freeways" of Palos Verdes Estates. I think it potentially puts more lives at risk rather than helps. We wouldn't expect young children, the elderly or families to "take the full lane" in areas where the signage is proposed and those are some of the cyclists that our city should be concerned about. We need to look at what the rules were at the time our roads were constructed and what, if any, resources are available to cities from the State level to deal with a law that doesn't take into account the existing roadways.

I don't agree with the "spraying" of the grass to create color. I voiced opposition prior.

I would like to see the city address aquatic centers in the city. I think children, families and the elderly can all benefit and I think there is available land and resources to explore this. Let's not put unbearable weight on the PV Beach and Athletic Club to bear all the needs for this. (I am a member of PV Beach and Athletic club and our family waited 11 years to get in. We paid a large amount to join and monthly fees. There is seasonal overcrowding and weekend overcrowding with the existing membership.)

I would like to see the City of PVE support the arts.

Also, when an important measure is up for a hearing, please know that those of us with families have difficulty making a 7 p.m. meeting on a weeknight. The city should explore offering alternatives so that citizens could participate.

Carol Dygean