

RESIDENT SATISFACTION & CIVIC ENGAGEMENT

FINAL SURVEY REPORT

DESIGNED AND CONDUCTED FOR THE
CITY OF VENTURA

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INTRODUCTION

Located in Ventura County, the City of San Buenaventura (hereafter referred to as “Ventura”) is currently home to an estimated 107,490 residents.¹ Founded in 1782 and incorporated in 1866, the City’s team of full-time and part-time employees provides a full suite of services through nine departments—City Attorney, City Manager, Community Development, Community Services, Finance & Technology, Fire/Inspection Services, Human Resources, Police, and Public Works.

As part of its commitment to provide high quality services that meet the varied needs of its residents, the City of Ventura engages its residents on a daily basis and receives constant feedback on issue, policy and performance matters. 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 the 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 the service they have received, their collective opinions are not necessarily representative of the City’s resident population as a whole.

PURPOSE OF STUDY The primary motivation for the current study was two-fold. The first 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 and concerns as they relate to services and facilities provided by the City. The City of Ventura also recognized, however, that there is much more to good local governance than simply providing satisfactory services. Do residents view Council and/or staff as trustworthy? Wasteful? Accountable? Responsive? Fiscally responsible? Do residents perceive that City leaders have a vision for the future of Ventura and are providing the necessary leadership to realize the vision? In what areas do residents feel that Council and/or staff can improve the way they engage and serve the community? Answers to questions like these are just as important as service or policy-related questions to helping the City understand how it can best meet the community’s existing and emerging needs and expectations. Accordingly, they formed the second main research interest for the survey.

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, civic engagement, measuring and tracking internal performance, budgeting, policy and planning.

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

- Identify key issues of concern for residents, as well as their perceptions of the City.
- Measure residents’ overall satisfaction with the City’s efforts to provide municipal services, as well as their satisfaction with a variety of specific services.

1. California Department of Finance estimate, January 2007.

- Assess perceptions of public safety and neighborhood issues.
- Gauge residents' past experiences and current opinions about parks, recreation and beaches.
- Profile residents' opinions and behaviors as they relate to a variety of topics including the library, transit, parking, and panhandling.
- Evaluate perceptions of local government and attitudes concerning community involvement.
- Collect additional background and demographic data that is relevant to understanding residents' perceptions, needs, and interests.

It should be noted that this is not the first statistically reliable resident 'satisfaction' study conducted for the City. Similar studies were conducted in 2005 and 2006.² 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 used in the prior surveys.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 65). In brief, a total of 400 randomly selected adult residents participated in the survey between December 14 and December 23, 2007. The interviews, which were administered to randomly selected residents via telephone and the Internet, averaged 22 minutes in length.

STATISTICAL SIGNIFICANCE Many of the figures and tables in this report present the results of questions asked in 2007 alongside the results found in the prior 2005 and 2006 surveys for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion during this period—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 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 2007.

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 sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. 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, a complete set of crosstabulations for the survey results is contained in Appendix A, and verbatim responses to select open-ended questions are contained in Appendix B. Both appendices are bound separately.

2. See *Resident Satisfaction & Civic Engagement*, reports prepared in 2006 and 2007 for the City of Ventura by True North Research.

ACKNOWLEDGEMENTS True North thanks the staff at the City of Ventura who contributed their valuable input during the design stage of this study. Their collective experience, local knowledge, and insight 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 Ventura. 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, organizational development, establishing fiscal priorities, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 400 survey research studies for public agencies—including more than 250 studies for California municipalities and special districts.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

GENERAL PERCEPTIONS OF CITY

- The overwhelming majority of respondents shared favorable opinions of the quality of life in Ventura in 2007, with 39% reporting it is 'excellent' and 50% stating it is 'good'. An additional 9% of residents indicated that the quality of life in the City is 'fair', and just 1% used 'poor' or 'very poor' to describe the quality of life in the City.
- When asked what one change the City could take to make Ventura a better place to live, now and in the future, the most common response to this question was 'not sure' (15%), followed by improving public safety (10%), providing more affordable housing (9%), limiting growth/preserving open space (8%), and reducing traffic congestion (7%).

CITY SERVICES

- The vast majority (91%) of Ventura residents indicated that they were satisfied with the City's efforts to provide municipal services in 2007, with 39% stating that they were *very* satisfied. A small portion of residents (7%) reported that they were dissatisfied, whereas 2% were unsure or unwilling to state their opinion.
- Residents were asked to rate the importance of 31 specific services provided by the City. Overall, residents ranked public safety services as the most important among those tested, including providing emergency medical services, providing fire protection services, and maintaining a low crime rate.
- The survey also asked about satisfaction with the City's efforts to provide the same 31 services. Although residents were generally satisfied with every service tested, they were most satisfied with the City's efforts to provide emergency paramedic services and recreation programs for seniors, prevent flooding, and provide fire protection and prevention services.

PUBLIC SAFETY & NEIGHBORHOOD ISSUES

- Almost all residents (96%) indicated they feel safe while walking alone in commercial and retail areas of Ventura during the day, 74% feel safe walking alone in commercial and retail areas of Ventura after dark, and 81% indicated that they feel safe walking alone in their neighborhood after dark.
- Two-thirds (70%) of residents felt that Ventura is as safe today as it was three years ago, whereas 12% felt that the City is safer today and 16% indicated it is less safe.
- Respondents felt quite safe in their neighborhoods and were generally not concerned with being a victim of any of the violent and non-violent crimes tested in the survey. It is worth noting, however, that several crimes did concern a sizeable minority of respondents—particularly car theft/vandalism.

- When asked to identify the relative priority that the Ventura Police Department should place on addressing specific crimes and services, residents identified gang enforcement as the top priority, then follow-up investigation of crimes, and drug/narcotics enforcement.
- When asked whether funding for public safety services in the City of Ventura is currently above what is needed, about right, or below what is needed, the most common response to this question in 2007 was that public safety services are currently receiving about the right level of funding (53%), whereas 40% indicated that current funding levels are below what is needed. Just 7% of residents felt that funding for public safety is above what is needed.
- Initial support for establishing a fee of \$1.75 per month on business, cellular and residential phone lines in the City in order to help improve public safety in the City of Ventura could be found among nearly two-thirds (66%) of residents. Less than one-third (30%) of respondents opposed the fee at this point in the survey, whereas 4% were unsure or unwilling to state their opinion.
- Upon learning more about the financial need for the fee and the service improvements it would bring, support for the proposed fee increased to 71% of respondents.
- One-third (31)% of respondents did not have an opinion regarding the City's code enforcement efforts. Among those who did, however, opinions were decidedly favorable, with 78% of residents indicating that they were satisfied with the City's performance in this area.
- Of those who were dissatisfied with the City's code enforcement efforts, more than one-quarter (28%) were unable to point to a specific reason or issue that led to their dissatisfaction. Among the specific issues mentioned, illegally-parked cars was the most often cited (24%), followed by abandoned vehicles (17%) and unkempt yards or neighborhoods (16%).

PANHANDLING

- More than two-thirds (70%) of Ventura residents reported that they had been approached by a panhandler in the City during the prior six months.
- Responses to panhandlers were mixed, with 32% reporting that they gave money or other items of value, and 38% stating that they were approached but refused the solicitation.

PARKS, RECREATION & BEACHES

- Eighty-six (86%) of respondents reported that at least one member of their household had visited a City park in the 12 months prior to the interview.
- Thirty-four percent (34%) of residents reported that they're household visits a park at least once per week, and an additional 15% stated that they visit a park two to three times per month.
- Overall, Ventura's parks were rated favorably. More than 79% of respondents chose 'excellent' or 'good' to describe the parks' overall quality, appearance and safety, respectively.
- Thirty-five percent (35%) of respondents' households had participated in one or more recreational or cultural programs offered by the City of Ventura in the 12 months prior to the interview.
- Programs for children and adults were the most commonly attended, followed by programs designed for families, seniors, and teens.

- Among those who had participated in a recreational or cultural program offered by the City, 94% rated the quality as either excellent (39%) or good (55%).
- Nearly 9 out of 10 households (89%) reported that at least one member had visited a Ventura area beach in the 12 months prior to the survey.
- When asked to rate several aspects of local beaches, the most positive ratings were provided for the natural condition (60% excellent or good) and cleanliness (60%) of local beaches, followed by the presence of lifeguards (55%). Residents were slightly less positive about local beaches in terms of them being dog friendly (53%) and the availability of free or low-cost parking (49%).
- When asked to identify which factor —cleanliness, natural condition, presence of life-guards, or being dog friendly—has the *most* impact on which beach they choose to visit, by far the most common response was cleanliness (47%). Being dog-friendly was most important to approximately 20% of respondents, whereas the natural condition of the beach and the presence of life-guards were identified as most important by 14% and 10% of respondents, respectively.

PERCEPTIONS OF VENTURA

- More than three-quarters of residents agreed that Ventura is a city that embraces the cultural arts (91%) and has many opportunities in the City to further one's education (83%).
- In terms of the City government and Council, better than three-quarters of residents agreed that the City is trustworthy (80%), is responsive to residents' needs (78%), and is accountable to residents (75%).
- At least two-thirds of residents also agreed that City leaders can be counted on to make the right decisions on matters of local government (73%), and that the City listens to residents when making important decisions (69%).
- A dichotomy of sorts arises, however, on fiscal topics. Although 76% agreed that the City is fiscally responsible, 64% also agreed that too often the City wastes taxpayers' money or spends it on its own pet projects.
- Although approximately one-third of residents were not sure, among those with an opinion the vast majority (73%) correctly believed that most of the property taxes that residents pay go to the State and schools rather than the City.
- More than half (53%) of respondents reported that they had volunteered time and/or resources to a community cause during the past three years.
- When asked how much attention they pay to the issues, decisions and activities of Ventura's City government, 17% of respondents claimed that they are very attentive, 49% somewhat attentive, and 21% slightly attentive. An additional 12% of respondents stated that they do not pay any attention to the decisions and activities of the City of Ventura.

TRANSPORTATION & PARKING

- Nearly one-quarter (23%) of respondents indicated that they had used public transportation in the City of Ventura in the six months prior to the interview.
- When riders were asked what types of public transportation they have used in the City, the local SCAT bus was by far the most common response (69%), followed by the regional Vista bus (19%), and the train (17%).

- With respect to frequency, 28% of riders indicated that they ride transit at least once per week, 16% do so two to three times per month, 15% indicated that they ride transit once per month, and 40% reported that they ride transit in Ventura less frequently than once per month.
- Overall, the beach front area presented respondents with the greatest amount of difficulty finding a parking space in 2007, with 54% reporting that they typically have a difficult time finding parking at this location. Parking was also comparatively difficult to find Downtown (49%) and in the Hospital area (42%), whereas respondents indicated it is generally easier to find parking on the Westside (24%) and in Midtown (22%).

LIBRARY

- Overall, 57% of respondents indicated that at least one member of their household had visited a public library in the City of Ventura during the 12 months prior to the interview.
- Among all residents, 7% visited the library weekly, 15% visited two to three times per month, and an additional 17% indicated that they frequented the library once per month.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Ventura with a statistically reliable understanding of its residents' perceptions of local government, as well as their satisfaction, priorities and needs as they relate to services and facilities provided by the City. As such, it can provide the City with information needed to make sound, strategic decisions in a variety of areas—including service improvements and enhancements, measuring and tracking internal performance, civic engagement, budgeting, policy development and planning. 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 collective results of the survey answer some of the key questions that motivated the research.

The following conclusions are based on the 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 Ventura residents?

Ventura residents are generally satisfied with the City's efforts to provide municipal services and facilities, as well as the quality of life in the City. Moreover, the results of the 2007 study indicate that the City of Ventura has made significant gains during the past two years in meeting the community's needs and expectations.

In 2005, 84% of residents indicated that they were generally satisfied with the job the City of Ventura is doing to provide municipal services, with 33% reporting that they were *very* satisfied. By 2007, both the overall level of satisfaction and the intensity of satisfaction were notably higher. Overall, 91% of residents indicated that they were satisfied with the City's performance in 2007, with 39% stating that they were very satisfied.

The high level of satisfaction expressed with the City's performance in general was in almost all cases echoed when residents were asked to comment on the City's efforts to provide 31 specific services. For every service tested, the City is meeting the needs of at least 64% of residents, and for most of the services the City is meeting the needs of more than 85% of residents. This is another area that has shown consistent improvement, as the corresponding figures in 2005 were 60% and 80%, respectively.

To the extent that the survey results can be viewed as a report card on the City's performance, the City receives A's and B's for all service areas. When compared to similar studies that True North's research team has conducted for California municipalities, the scores found in this study place the City of Ventura comfortably within the top 25% of municipalities in terms of service performance.

Where should the City focus its efforts in the future?

The most important recommendation—one that is occasionally overlooked in customer satisfaction research—is for the City to recognize the many things that it does well and to focus on continuing to perform at a high level in these areas. As noted throughout this report, residents were generally pleased with the City’s efforts to provide services and facilities, and have a high opinion of the City’s performance in most areas. The top priority for the City should thus be to do what it takes to maintain the high quality of services that it currently provides.

Nevertheless, in the spirit of constant improvement, the results of the survey do suggest several opportunities to increase resident satisfaction even further. Considering the detailed list of services and their respective priority status for future City attention provided in the body of this report (see *Performance Needs & Priorities* on page 22), as well as residents’ open-ended responses about ways that the City can improve the quality of life in the City (see Figure 5 on page 13), the top priorities are: reducing traffic congestion on local streets and roads, managing growth and development, maintaining local streets and roads, improving public safety, providing additional affordable housing, and promoting economic development. Considering the perceived importance of these service areas to residents, they are among the best candidates for the City’s attention as they represent the best opportunities for increasing residents’ overall satisfaction in the short and long-term. It is worth noting, moreover, that the list of top priorities in 2007 is quite similar to those identified by residents in 2006—although the perceived need to improve economic development efforts has clearly increased in the past year.

Having recommended that the City focus on these service areas, we feel it is equally important to stress that the appropriate strategy for improving resident satisfaction in these areas would likely be 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 affordable housing programs—which may be why they rated this service area as being an area in need of improvement. Choosing the appropriate balance of actual service improvements and efforts to raise public awareness on these matters will be a key to maintaining and improving residents’ overall satisfaction in the future.

Do residents support establishing a fee on cellular, business and residential phone lines for the purpose of improving public safety?

Yes. Although the City has devoted additional resources to public safety in recent years, many residents recognize that Ventura’s public safety services remain underfunded. Reflecting this fact—as well as the perceived importance of public safety services to the quality of life in the City—nearly two-thirds (66%) of residents initially indicated that they would support an additional fee of \$1.75 per month on cellular, business and residential phone lines to improve public safety services in the City. Support climbed to 71% once residents were informed of the financial

need for the fee and the specific service enhancements that would be funded.

How is City government perceived, and how can it impact civic engagement?

As noted in the *Introduction*, the City of Ventura recognizes that there is much more to good local governance than simply providing satisfactory services. Do residents view Council and/or staff as trustworthy? Wasteful? Accountable? Responsive? Fiscally responsible? Do residents perceive that City leaders have a vision for the future of Ventura and are providing the necessary leadership to realize the vision? Answers to questions like these are just as important as service or policy-related questions to helping the City understand how it can best meet the community's existing and emerging needs and expectations.

On the positive side, residents continue to hold quite favorable opinions of the City on many of the dimensions that define good local governance, including responsiveness, accountability and trustworthiness. Thus, it does not appear that frustration with the City or lack of access is a cause for current levels of engagement—which were found to be modest. In fact, when asked in 2005 why they do not pay more attention to the issues, decisions and activities of City government, the most common reason was simply lack of time.

Nevertheless, most residents who were not very attentive to matters of local government in past surveys did express an interest in becoming more engaged civically—and they noted that the City could improve their level of engagement by increasing outreach efforts, improving the frequency and content of direct mail materials/newsletters, and increasing the frequency and accessibility of City meetings. City-managed communication appears to be a key to not only improving the amount and quality of information residents' have about the City, but also inspiring a greater level of engagement on their part in the affairs of City government.

Although there is a tendency to focus on *methods* of communication when attempting to improve civic engagement and communication, message *content* is arguably an even more important factor in shaping a City's success in this respect. Put simply, in an age of information overload and limited time, the challenge is less about how to get a message to an audience than it is about how to peak their interest so that they choose to read/view/listen to the message. Focusing on topics that are relevant to residents is arguably the single most effective strategy for improving city-resident communication. Based on the current survey as well as those conducted in the past, residents are chiefly interested in topics that they view as being particularly important to the quality of life in the City, including public safety, growth and development, housing, environmental issues, and economic development

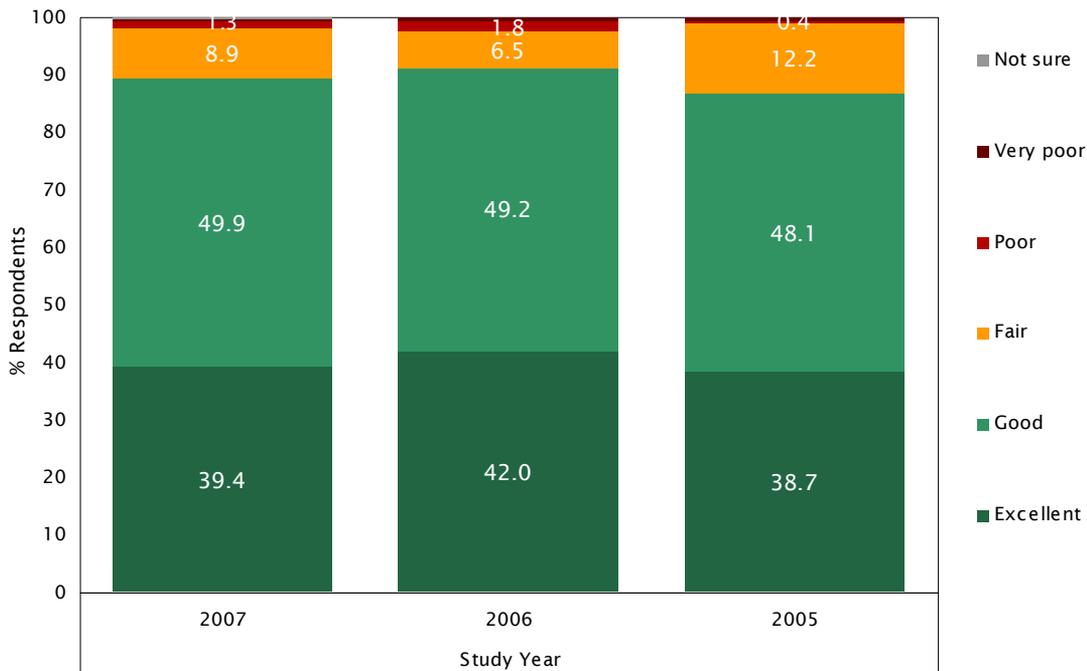
GENERAL PERCEPTIONS OF CITY

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in Ventura, as well as what the city government could do to improve the quality of life in Ventura—now and in the future.

QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the quality of life in the City, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, the overwhelming majority of respondents shared favorable opinions of the quality of life in Ventura in 2007, with 39% reporting it is 'excellent' and 50% stating it is 'good'. An additional 9% of residents indicated that the quality of life in the City is 'fair', and just 1% used 'poor' or 'very poor' to describe the quality of life in the City. When compared to the 2006 results, assessments of the quality of life in the City have remained stable.

Question 2 *How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 OVERALL QUALITY OF LIFE: 2005 ~ 2007



For the interested reader, Figures 2-4 show how ratings of the quality of life in the City varied by length of residence, age, the presence of a child in the home, employment status, gender, neighborhood, and ethnicity. Although there was some variation in opinion—e.g., long-time residents were more likely than those who have lived in the City less than 10 years to view the quality of life as excellent—the most striking pattern in these figures is the consistency of opinion. Regardless of subgroup category, respondents generally held a very positive assessment of the quality of life in the City. Better than 75% of residents in *every* subgroup rated the quality of life as excellent or good.

FIGURE 2 OVERALL QUALITY OF LIFE BY YEARS IN VENTURA & AGE

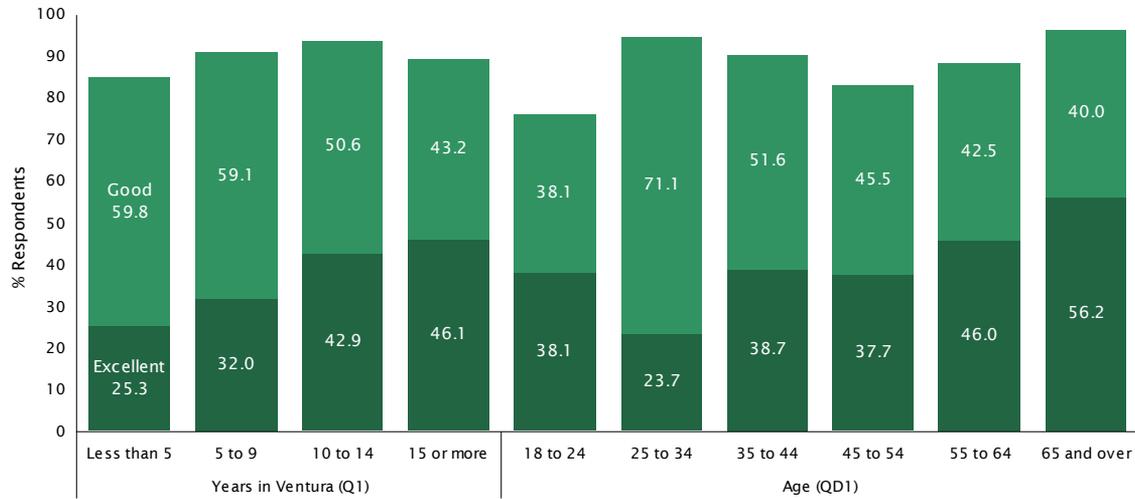


FIGURE 3 OVERALL QUALITY OF LIFE BY CHILD IN HOME, EMPLOYMENT STATUS & GENDER

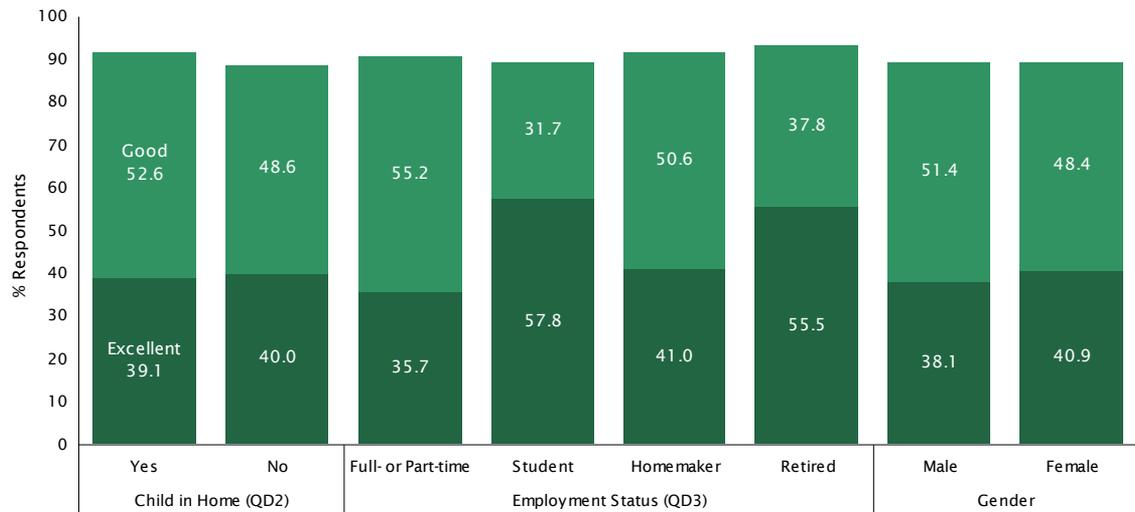
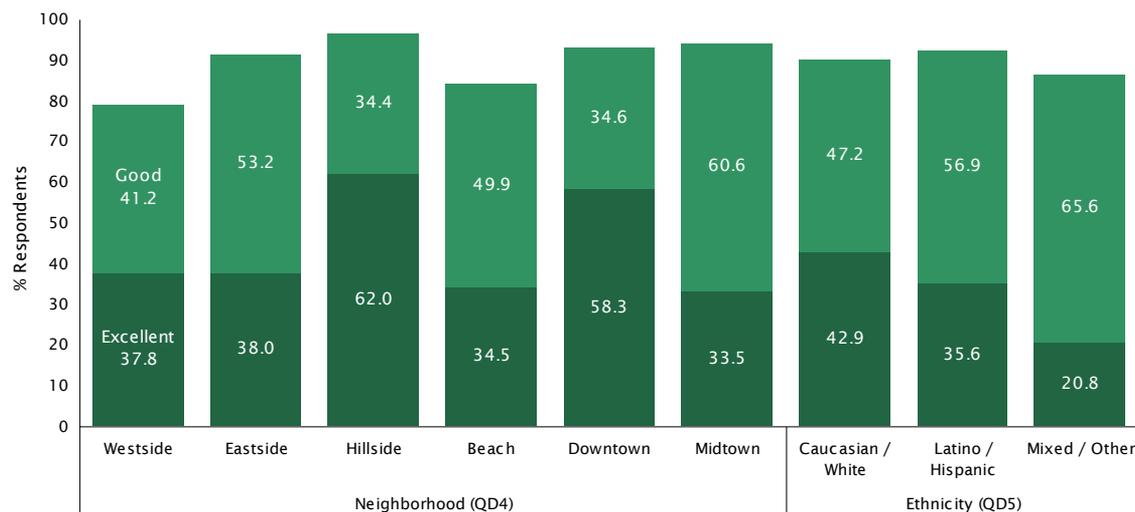


FIGURE 4 OVERALL QUALITY OF LIFE BY NEIGHBORHOOD & ETHNICITY



WAYS TO IMPROVE QUALITY OF LIFE Respondents were next asked to indicate the one thing that the City could change to make Ventura a better place to live—now and in the future. Question 3 was asked in an open-ended manner, which allowed respondents to mention any change that came to mind without be 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 5. The most common response to this question was ‘not sure’ (15%), followed by improving public safety (10%), providing more affordable housing (9%), limiting growth/preserving open space (8%), and reducing traffic congestion (7%). It is worth noting that not only were the top requested changes in 2007 the same as in 2006 (see Table 1), the percentage of respondents who mentioned each issue were also quite similar.

Question 3 *If the City government could change one thing to make Ventura a better place to live now and in the future, what change would you like to see?*

FIGURE 5 ONE CHANGE TO IMPROVE VENTURA

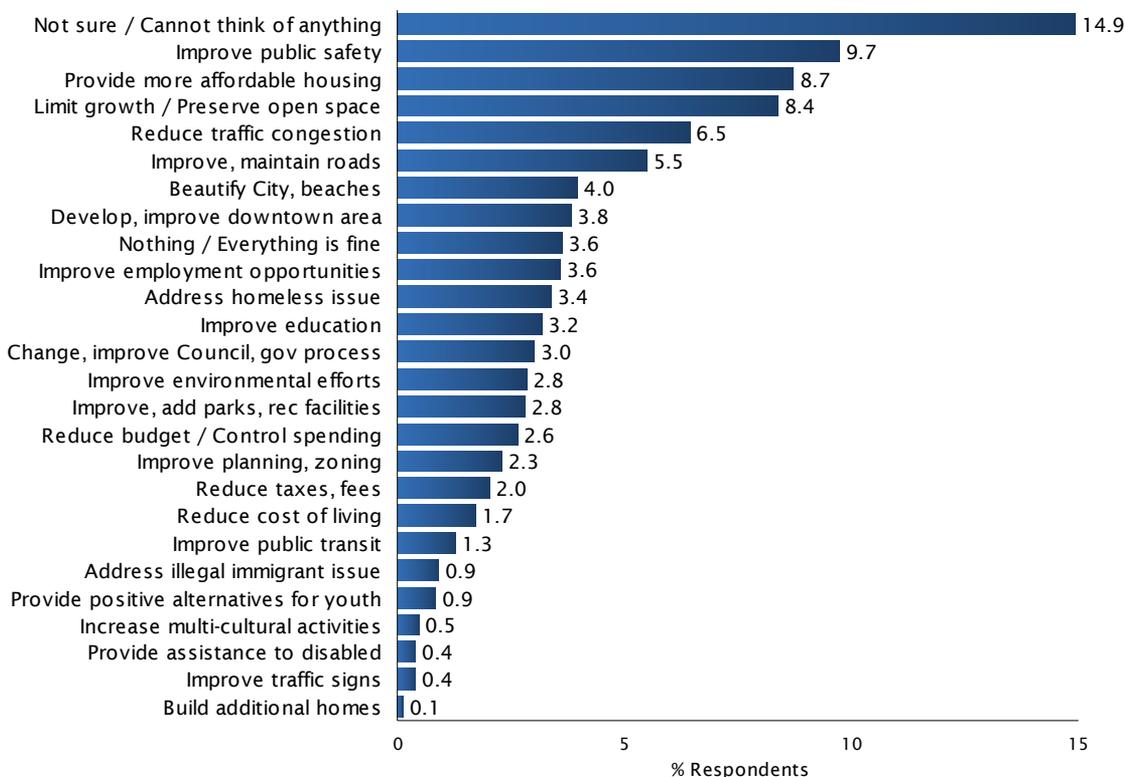


TABLE 1 ONE CHANGE TO IMPROVE VENTURA (TOP 10 MENTIONS): 2005 ~ 2007

	Study Year		
	2007	2006	2005
Top 10 Responses	Not sure / Cannot think of anything Improve public safety Provide more affordable housing Limit growth / Preserve open space Reduce traffic congestion Improve, maintain roads Beautify City, beaches Develop, improve downtown area Nothing / Everything is fine Improve employment opportunities	Not sure / Cannot think of anything Improve public safety Provide more affordable housing Reduce traffic congestion Limit growth / Preserve open space Beautify City, beaches Improve, maintain roads Change, improve Council, gov process Develop, improve downtown area Improve education	Not sure / Cannot think of anything Provide more affordable housing Reduce cost of living Beautify City, beaches Reduce traffic congestion Improve, maintain roads Address homeless issue Improve public safety Develop, improve downtown area Change, improve Council, gov process

CITY SERVICES

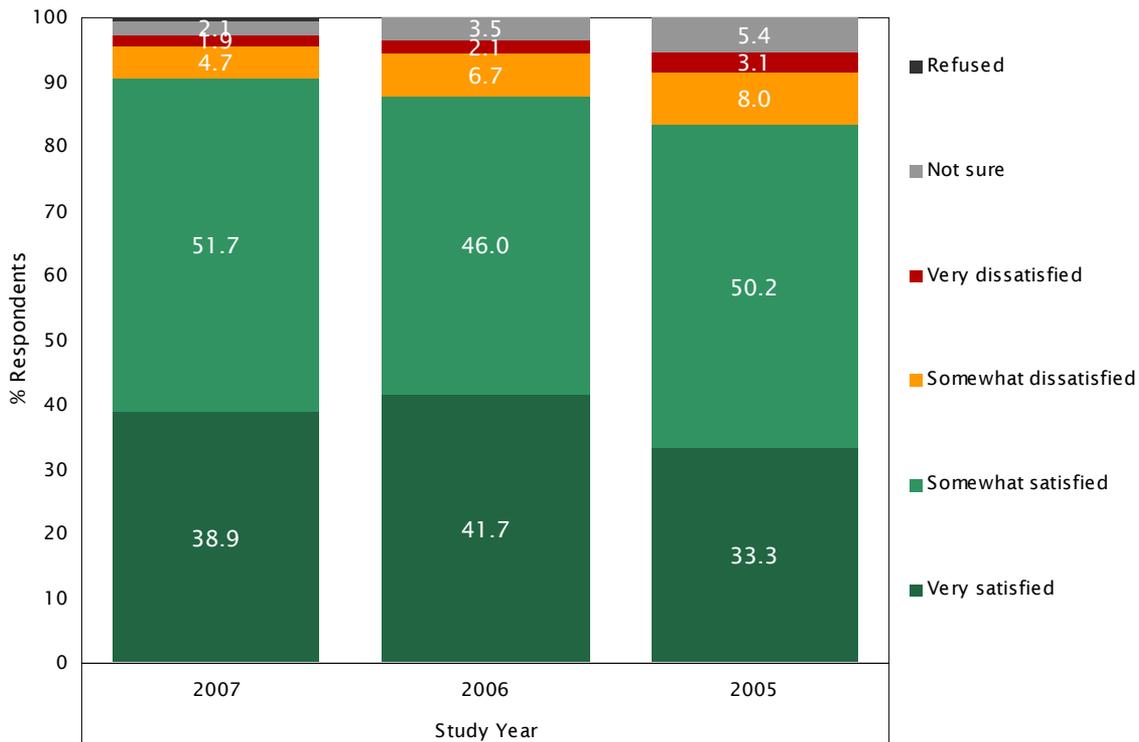
Having measured respondents' perceptions of the quality of life in Ventura, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

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 Ventura 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.

Figure 6 presents the results to this question for 2007 alongside the results from the 2006 and 2005 resident surveys. As shown in the figure, the vast majority (91%) of Ventura residents indicated that they were satisfied with the City's efforts to provide municipal services in 2007, with 39% stating that they were *very* satisfied. A small portion of residents (7%) reported that they were dissatisfied, whereas 2% were unsure or unwilling to state their opinion. When compared to the baseline study in 2005, both overall satisfaction and the *intensity* of resident satisfaction with the City's performance has increased. Overall satisfaction has risen 7%, whereas the proportion who indicated that they were *very* satisfied has climbed approximately 6%.

Question 4 *Generally speaking, are you satisfied or dissatisfied with the job the City of Ventura is doing to provide city services?*

FIGURE 6 OVERALL SATISFACTION: 2005 ~ 2007



The next three figures display how residents' opinions about the City's overall performance in providing municipal services varied across key subgroups. The most striking pattern in all of the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 6) are also shared by every subcategory of resident.

FIGURE 7 OVERALL SATISFACTION BY YEARS IN VENTURA & AGE

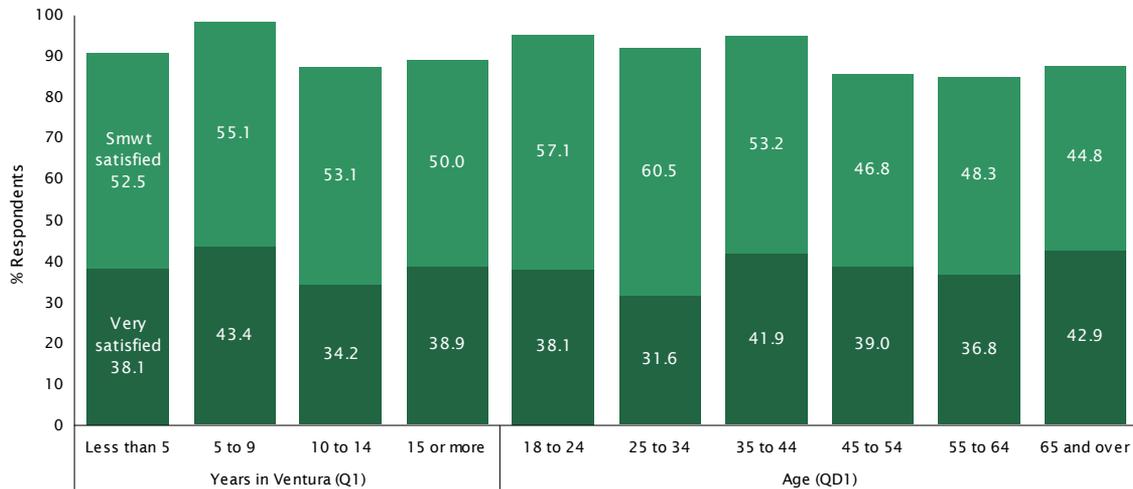


FIGURE 8 OVERALL SATISFACTION BY CHILD IN HOME, EMPLOYMENT STATUS & GENDER

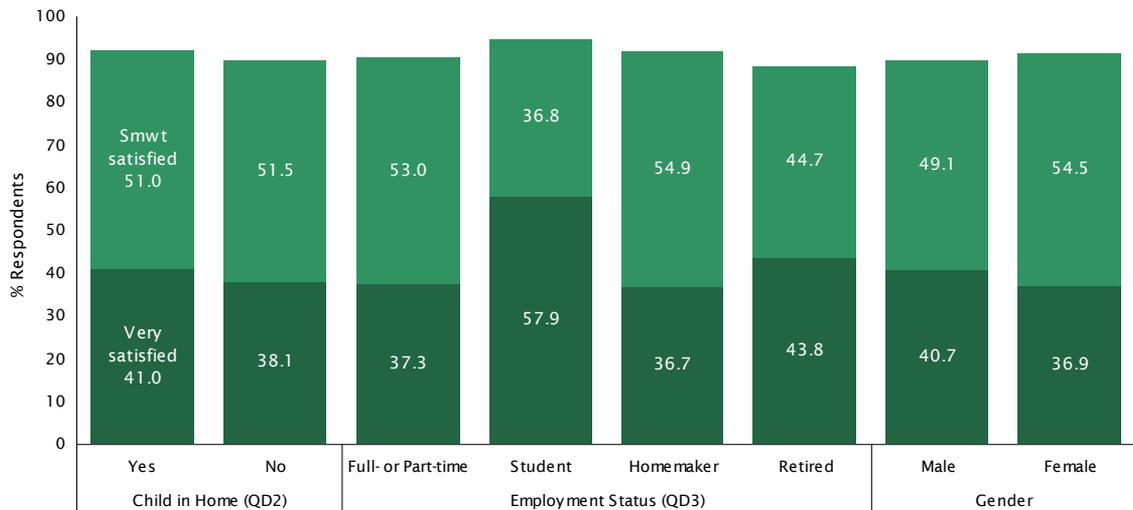
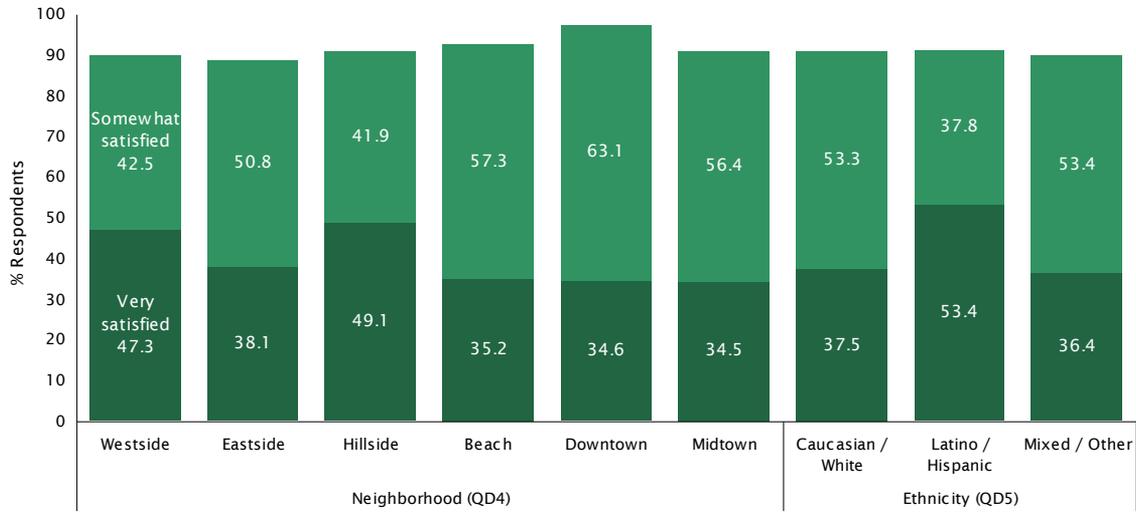


FIGURE 9 OVERALL SATISFACTION BY NEIGHBORHOOD & ETHNICITY



SPECIFIC SERVICES Whereas Question 4 addressed the City’s *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. To minimize respondent fatigue that can occur with lengthy lists in a survey, the services were divided into two sets of 15 and 16 items, respectively, with half of the respondents receiving one set and half receiving the other. The order of the items was randomized for each respondent to avoid a systematic position bias.

For each service, respondents were first asked whether they thought a service was extremely important, very important, somewhat important or not at all important. Respondents were then asked about their level of satisfaction with these same services.

Figures 10 and 11 present the services in rank order of importance according to the proportion of respondents who rated a service as *at least* very important. Overall, public safety services were ranked as the most important among those tested, including providing emergency medical services (92% extremely or very important), providing fire protection services (91%), and maintaining a low crime rate (90%). At the other end of the spectrum (see Figure 11), providing art in public places (28%), enforcing parking laws (34%), and providing recreational programs for adults (35%) were viewed as comparatively less important.

Questions 5 & 7 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.

FIGURE 10 IMPORTANCE OF SERVICES: FIRST TIER

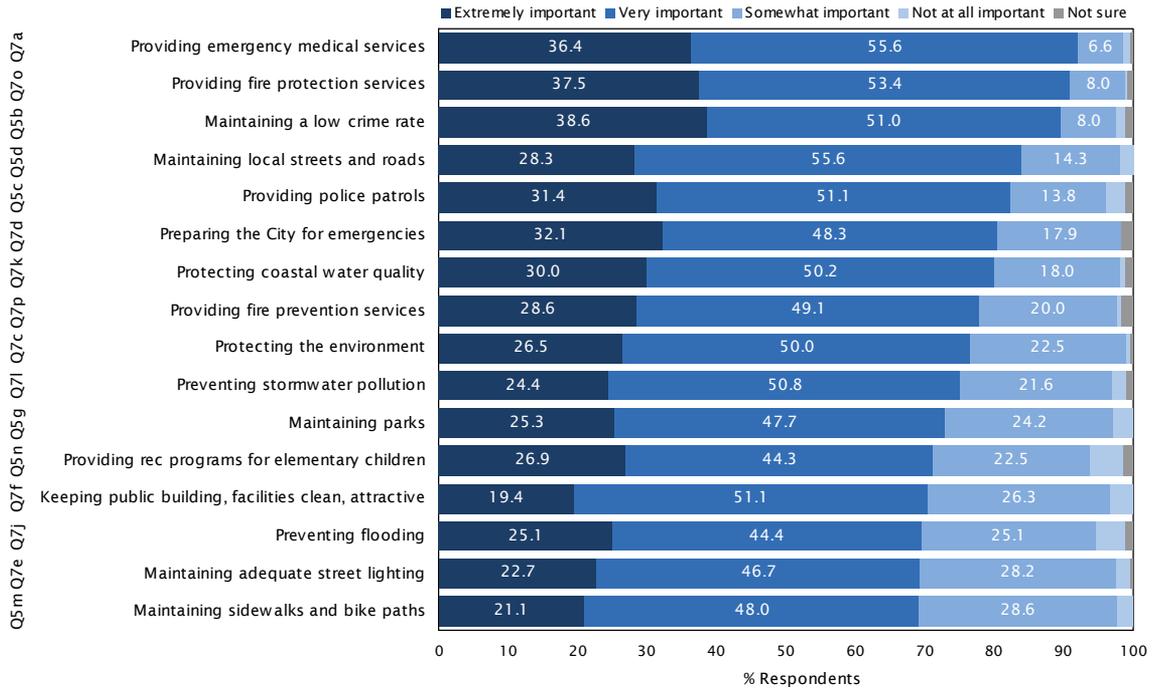
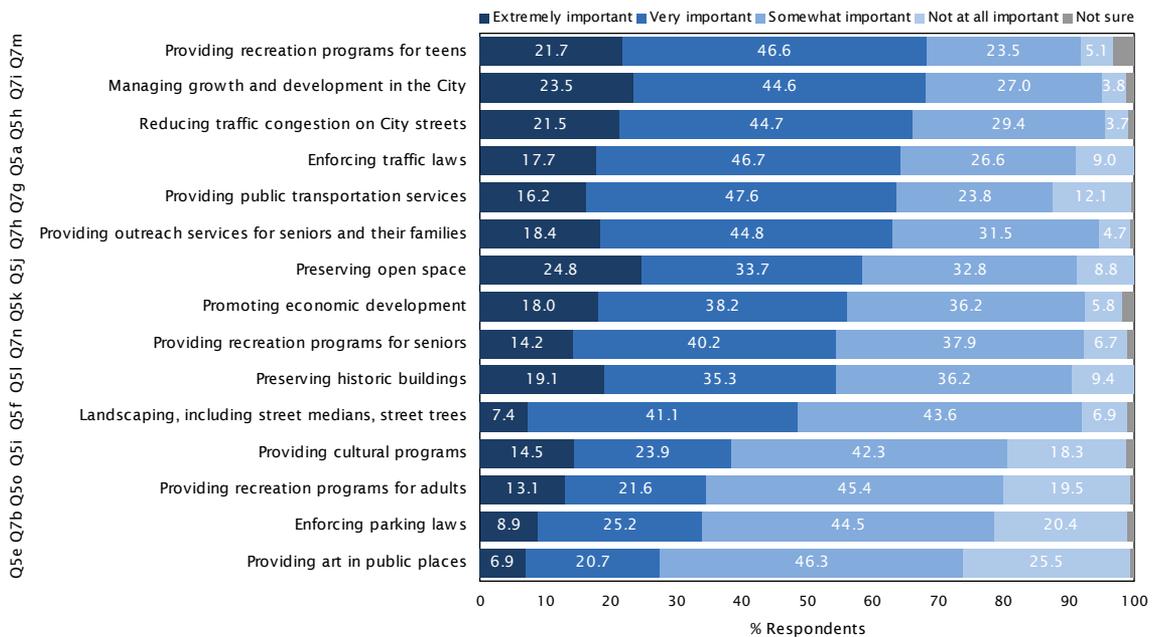


FIGURE 11 IMPORTANCE OF SERVICES: SECOND TIER

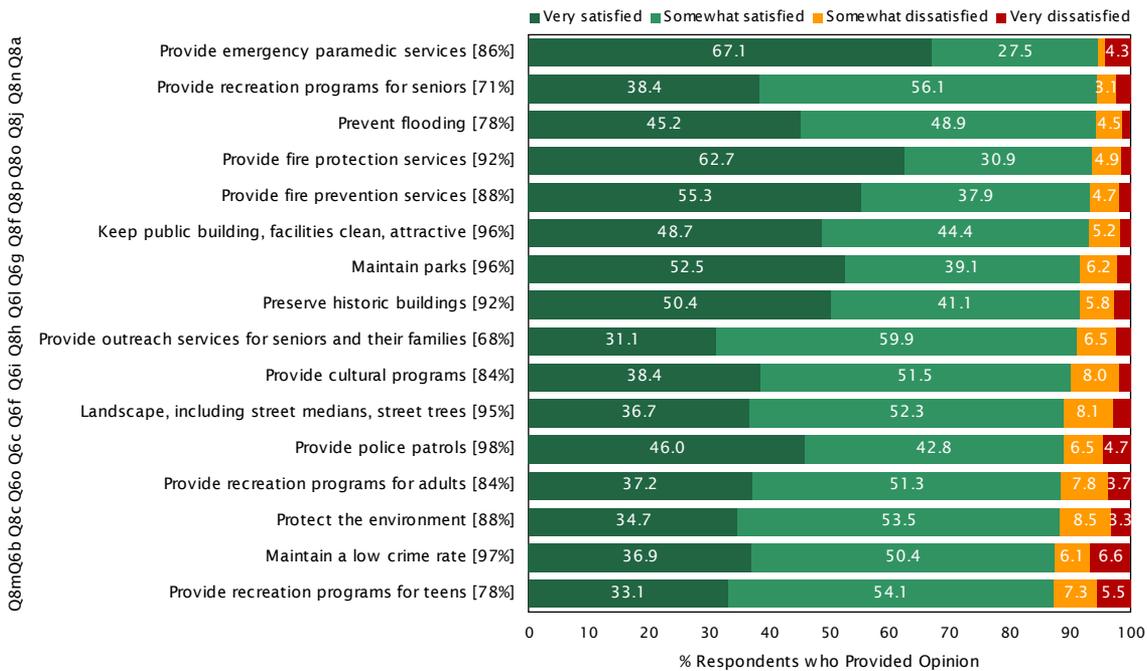


Turning to the satisfaction component, Figures 12 and 13 sort the same list of services according to the proportion of respondents who indicated that they were either very or somewhat satisfied with the City’s efforts to provide the service.³ Overall, respondents were most satisfied with the City’s efforts to provide emergency paramedic services (95%) and recreation programs for seniors (95%), prevent flooding (94%), and provide fire protection (94%) and prevention (93%) services.

Although respondents were comparatively less satisfied with the City’s efforts to reduce traffic congestion on City streets (64%), manage growth and development (72%) and promote economic development (72%), even these services received positive satisfaction ratings from a large majority of respondents (see Figure 13).

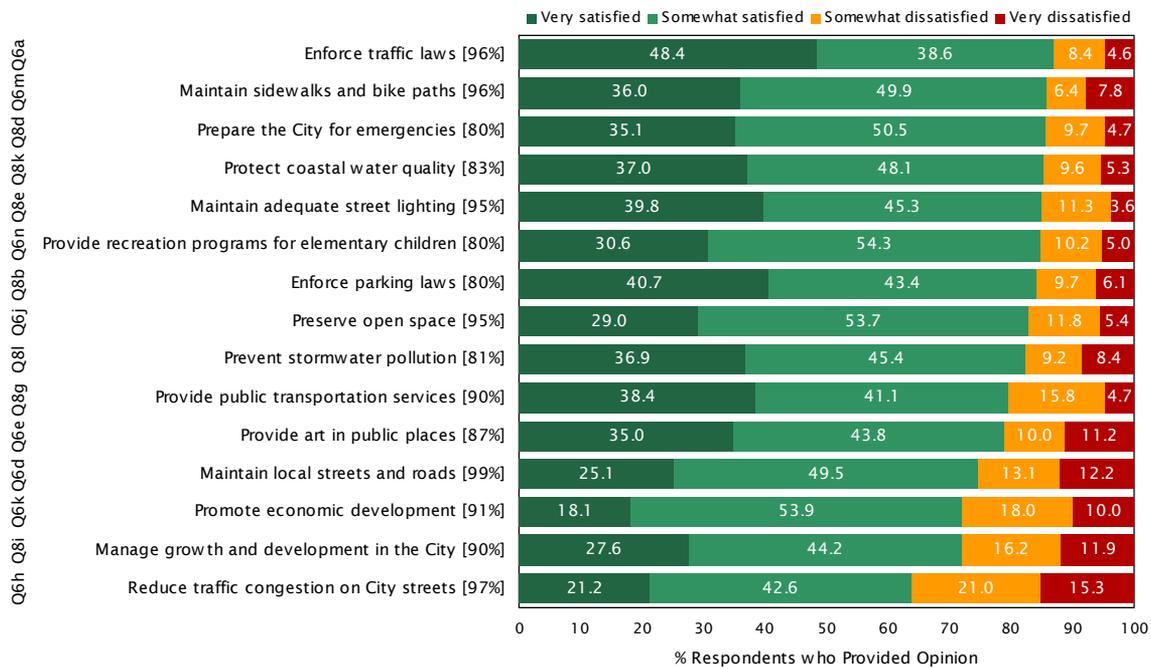
Questions 6 & 8 *For the same list of services I just read I'd like you to tell me how satisfied you are with the job the City of Ventura is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion?*

FIGURE 12 SATISFACTION WITH SERVICES: FIRST TIER



3. Note that to allow for an apples-to-apples comparison of the satisfaction ratings, only respondents who held an opinion (either satisfied or dissatisfied) were included in the figures. Those who did not have an opinion were removed from this analysis. The percentage who held an opinion for each service is shown to the right of the service label in parentheses.

FIGURE 13 SATISFACTION WITH SERVICES: SECOND TIER



For the interested reader, Table 2 lists each of the services tested in 2007 along with the proportion of residents who indicated that they were satisfied with the City’s efforts to provide the service in 2007, 2006 and 2005, respectively. The services are sorted from high to low based on the magnitude of the increase in satisfaction during the past year. The most striking pattern in the table is that resident satisfaction increased for most of the services tested, although the only statistically significant change was declining satisfaction with the City’s efforts to promote economic development.

TABLE 2 SATISFACTION WITH SERVICES: 2005 ~ 2007

	Study Year			Difference in Satisfaction 2006 to 2007
	2007	2006	2005	
Provide rec programs for teens	87.2	80.4	71.1	+6.9
Prepare the City for emergencies	85.6	80.9	80.9	+4.7
Provide cultural programs	89.9	85.9	83.5	+4.0
Keep public building and facilities clean and attractive	93.1	90.0	88.1	+3.1
Landscape, including street medians and street trees	89.0	86.1	85.9	+2.9
Maintain sidewalks and bike paths	85.8	82.9	81.2	+2.9
Manage growth and development in the City	71.9	69.5	61.7	+2.4
Protect coastal water quality	85.1	82.7	N/A	+2.4
Provide police patrols	88.8	86.5	91.0	+2.3
Preserve open space	82.7	80.4	76.6	+2.3
Provide rec programs for elementary school children	84.8	82.8	80.5	+2.1
Provide outreach services for seniors and their families	91.0	89.5	84.3	+1.5
Maintain a low crime rate	87.3	86.0	89.8	+1.2
Provide emergency paramedic services	94.6	93.4	94.1	+1.2
Provide rec programs for seniors	94.5	93.6	85.0	+0.9
Provide fire prevention services	93.2	92.8	N/A	+0.4
Provide art in public places	78.8	78.6	80.9	+0.2
Protect the environment	88.2	88.0	82.3	+0.2
Prevent flooding	94.1	93.9	84.1	+0.2
Provide rec programs for adults	88.5	89.5	85.2	-1.1
Enforce traffic laws	87.0	88.2	89.4	-1.2
Preserve historic buildings	91.5	92.7	93.4	-1.2
Maintain local streets and roads	74.6	75.9	67.7	-1.3
Reduce traffic congestion on City streets	63.8	65.5	61.2	-1.8
Enforce parking laws	84.1	86.0	80.4	-1.9
Maintain adequate street lighting	85.1	87.9	81.0	-2.9
Maintain parks	91.6	94.8	93.6	-3.2
Provide fire protection services	93.6	96.9	97.8	-3.3
Provide public transportation services	79.5	83.1	80.6	-3.5
Prevent stormwater pollution	82.4	86.2	75.2	-3.8
Promote economic development	72.0	81.0	76.8	-9.0†

† Statistically significant change (p < 0.05) between the 2006 and 2007 studies.



PERFORMANCE NEEDS & PRIORITIES

With a measure of the importance of a service to residents as well as a measure of residents' satisfaction with the City's efforts to provide the service, True North is able to examine the relationship between these two dimensions and identify service areas where the City has the greatest opportunities to improve overall resident satisfaction—as well as identify for which services the City is meeting, and even exceeding, the vast majority of residents' needs.

Rather than rely on sample *averages* to conduct this analysis, True North has developed and refined an *individualized* approach to identifying priorities that is built on the recognition that opinions will vary from resident to resident, and that understanding this variation is required for assessing how well the City is meeting the needs of its residents.⁴ Figure 14 presents a two-dimensional space, or grid, based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* response options, whereas the vertical scale corresponds to the four *satisfaction* response options. The 16 cells within the grid are grouped into one of six categories based on how well the City is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

<i>Exceeding Needs</i>	The City is exceeding a respondent's needs if a respondent is satisfied and the level of expressed satisfaction is higher than the importance the respondent assigned to the service.
<i>Meeting Needs, Moderately</i>	The City is moderately meeting a respondent's needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service.
<i>Meeting Needs, Marginally</i>	The City is marginally meeting a respondent's needs if the respondent is satisfied with the City's efforts to provide the service, but their level of satisfaction is lower than the level of importance assigned to the service.
<i>Not Meeting Needs, Marginally</i>	The City is marginally <i>not</i> meeting a respondent's needs if the respondent is somewhat dissatisfied, but the service is also viewed as just somewhat or not at all important.
<i>Not Meeting Needs, Moderately</i>	The City is moderately <i>not</i> meeting a respondent's needs if a) a respondent is very dissatisfied with the City's efforts to provide the service, but the service is viewed just somewhat or not at all important, or b) a respondent is somewhat dissatisfied and the service is viewed as very important.

4. Any tool that relies solely on the opinions of the average respondent will provide a limited and occasionally somewhat distorted picture of how well an agency is performing. The simple fact is that a city is not comprised of *average* residents—it is comprised of unique individuals who will vary substantially in their opinions of the City's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among residents, and it is this variation that is critical for truly assessing how well the City is meeting the needs of its residents. This is why True North conducts the priority analysis at the individual respondent level, rather than at an aggregated level using the *average* of respondents' opinions.

Not Meeting Needs, Severely

The City is severely *not* meeting a respondent’s needs if a) a respondent is dissatisfied and the service is viewed as extremely important, or b) a respondent is very dissatisfied and the service is viewed as very important.

FIGURE 14 NEEDS & PRIORITY MATRIX

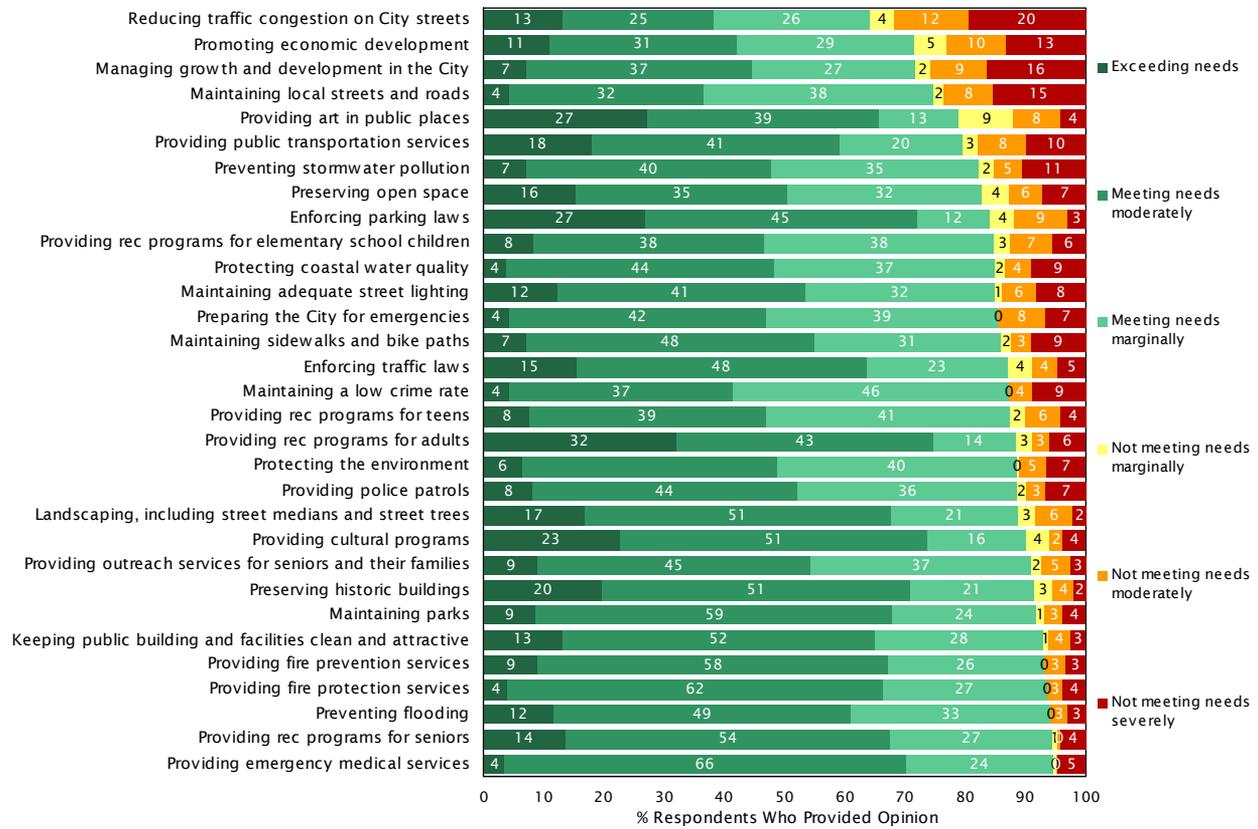
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs, marginally
	Somewhat dissatisfied	Not meeting needs, marginally	Not meeting needs, marginally	Not meeting needs, moderately	Not meeting needs, severely
	Very dissatisfied	Not meeting needs, moderately	Not meeting needs, moderately	Not meeting needs, severely	Not meeting needs, severely

Using this framework, True North categorized each respondent *individually* for *each* of the 31 services tested in the study. Thus, for example, a respondent who indicated that maintaining local streets and roads was somewhat important and they were very satisfied with the City’s efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service—e.g., preparing the City for emergencies—if they were somewhat dissatisfied with the City’s efforts to provide the service, but the service was viewed as only somewhat important.

Figure 15 presents each of the 31 services tested, along with the percentage of respondents who were grouped into each of the six possible categories. For ease of interpretation, the color-coding in the figure is consistent with that employed in Figure 14. Thus, for example, in the service area of reducing traffic congestion on local streets (Figure 15), the City is exceeding the needs of 13% of respondents, moderately meeting the needs of 25% of respondents, marginally meeting the needs of 26% of respondents, marginally not meeting the needs of 4% of respondents, moderately not meeting the needs of 12% of respondents, and severely not meeting the needs of 20% of respondents.

Perhaps the most important pattern that is shown in Figure 15 is that—for every service tested—the City is meeting the needs of at least 64% of residents. For most of the services tested, the City is meeting the needs of more than 85% of residents. Moreover, the City has improved its performance in meeting residents’ needs in the past two years, as the corresponding figures for 2005 were 60% and 80%, respectively.

FIGURE 15 RESIDENT SERVICE NEEDS



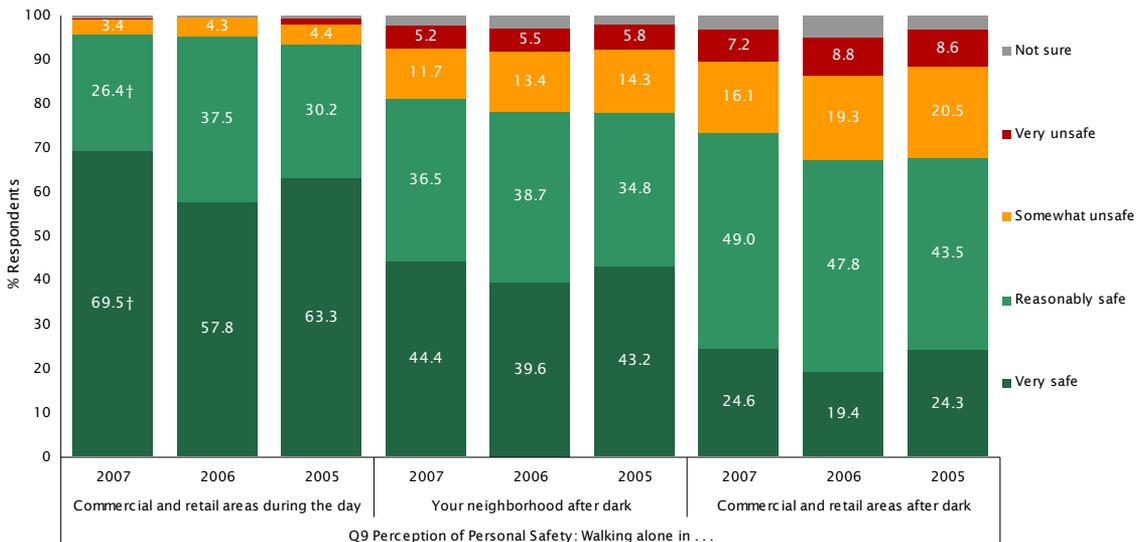
PUBLIC SAFETY & NEIGHBORHOOD ISSUES

Ensuring the personal safety of residents is the most basic function of local government. It is important to keep in mind, of course, that public safety is as much a matter of perceptions as it is a matter of reality. Regardless of actual crime statistics, if residents don't *feel* safe then they will not enjoy the many cultural, recreational and shopping opportunities available in the City of Ventura that will enhance their quality of life.

PERCEIVED SAFETY The survey included several questions designed to measure respondents' perceptions of safety and potential neighborhood issues. The first of these questions presented respondents with the three scenarios described at the bottom of Figure 16 and asked them to rate how safe they feel in each scenario according to the scale shown to the right of the figure. As shown in the figure, residents' feelings of safety varied considerably depending on the setting. In 2007, nearly all (96%) residents indicated that they felt safe walking alone in commercial and retail areas of Ventura during the day, although the percentage drops to 74% when walking alone in commercial and retail areas after dark. Better than 80% of respondents stated that they feel safe walking alone in their neighborhood after dark. When compared to 2006, the proportion of residents in 2007 who felt *very* safe walking alone in commercial and retail areas during the day increased significantly.

Question 9 *Next, I'd like to ask a few questions about personal safety and security in the City of Ventura. When you are _____, would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?*

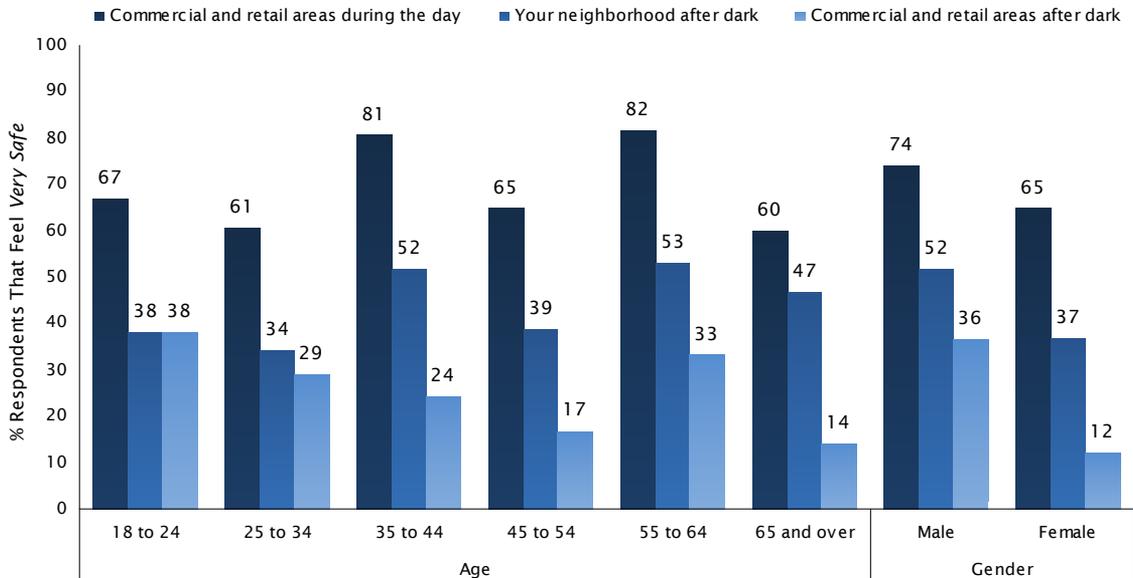
FIGURE 16 PERCEPTION OF PUBLIC SAFETY: 2005 ~ 2007



† Statistically significant change (p < 0.05) between the 2006 and 2007 studies.

As one might expect, feelings of safety were related to respondent age and gender. Figure 17 presents the percentage of respondents who indicated that they felt ‘very safe’ in each scenario by their age and gender group. Women were consistently less likely than their male counterparts to feel very safe in each of the three settings, whereas seniors were the least likely to feel very safe in two of the three scenarios tested.

FIGURE 17 PERCEPTION OF PUBLIC SAFETY BY AGE & GENDER



Respondents who had lived in the City at least three years were next asked to compare the safety of Ventura today to that of three years ago. As shown in Figure 18, two-thirds (70%) indicated that things have not changed during that past three years—that is, Ventura is as safe today as it was three years ago. Among those who perceived a change in safety during this period, opinions were split between those who felt that the City has become more safe (12%) and those who felt that the City is comparatively less safe now (16%). The findings in 2007 for this question were statistically similar to those of 2006 and 2005.

Figures 19-21 display how responses to Question 10 varied by length of residence, age, the presence of a child in the home, whether the household had visited a park in the past 12 months, whether the household had participated in a recreation program offered by the City during this period, gender, neighborhood, and ethnicity. When compared to their respective counterparts, those who had resided in the City between 5 and 9 years, residents between the ages of 25 and 34, households without children, those whose household had visited a city park in the past 12 months, those whose household had participated in a recreation program offered by the City in the past 12 months, males, residents of the Beach neighborhood, and residents of mixed/other ethnicities were the *most* likely to perceive that the City had become safer during the past three years.

Question 10 When compared to three years ago, would you say that the City of Ventura is safer now, is less safe, or is about the same as it was before?

FIGURE 18 PERCEPTION OF SAFETY IN PAST THREE YEARS: 2005 ~ 2007

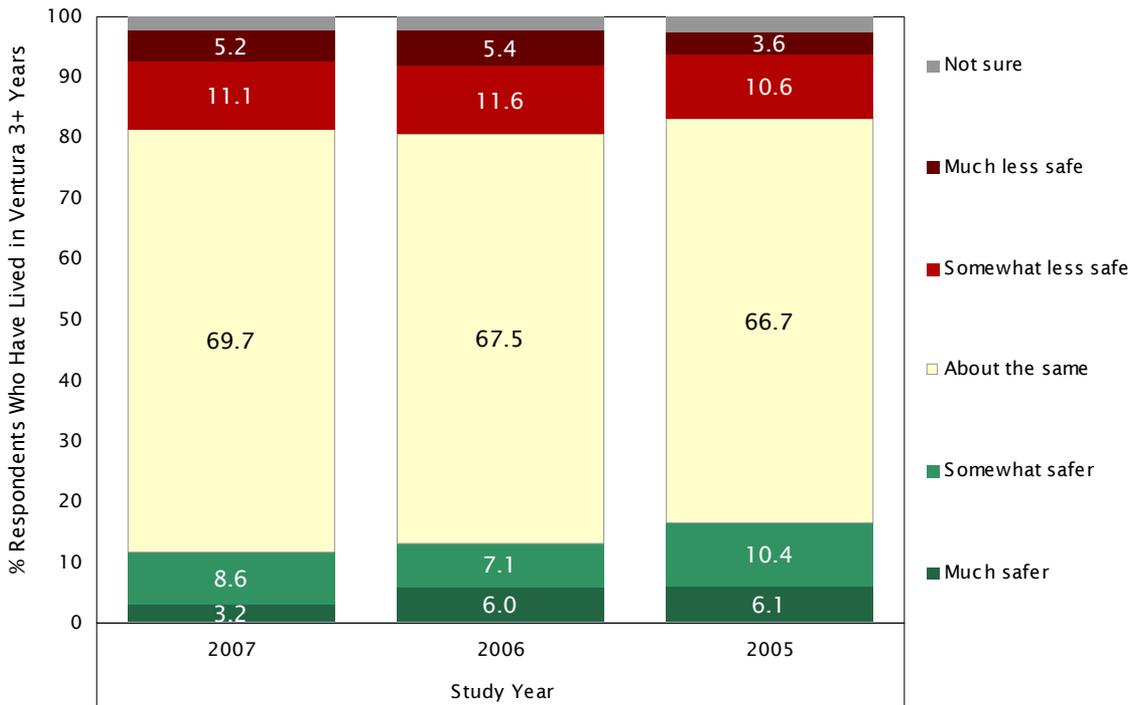


FIGURE 19 PERCEPTION OF SAFETY IN PAST THREE YEARS BY YEARS IN VENTURA & AGE

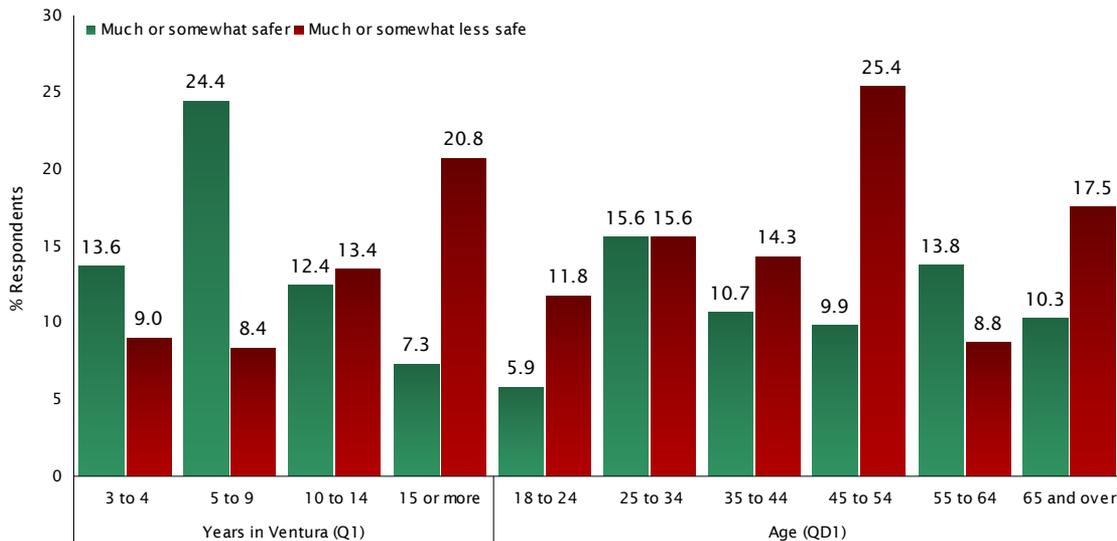


FIGURE 20 PERCEPTION OF SAFETY IN PAST THREE YEARS BY CHILD IN HOME, HOUSEHOLD PARK VISIT, HOUSEHOLD PROGRAM PARTICIPATION & GENDER

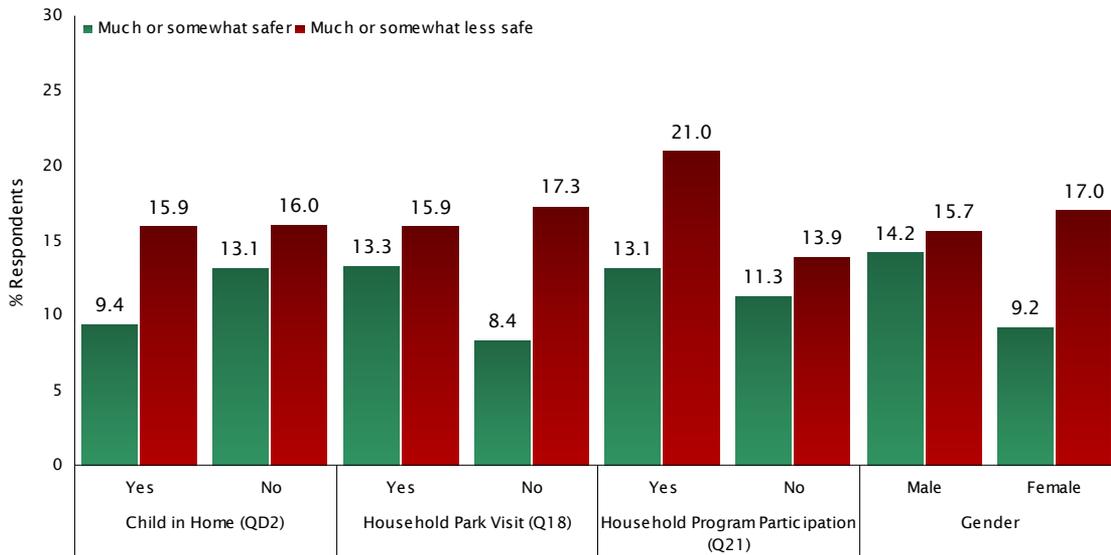
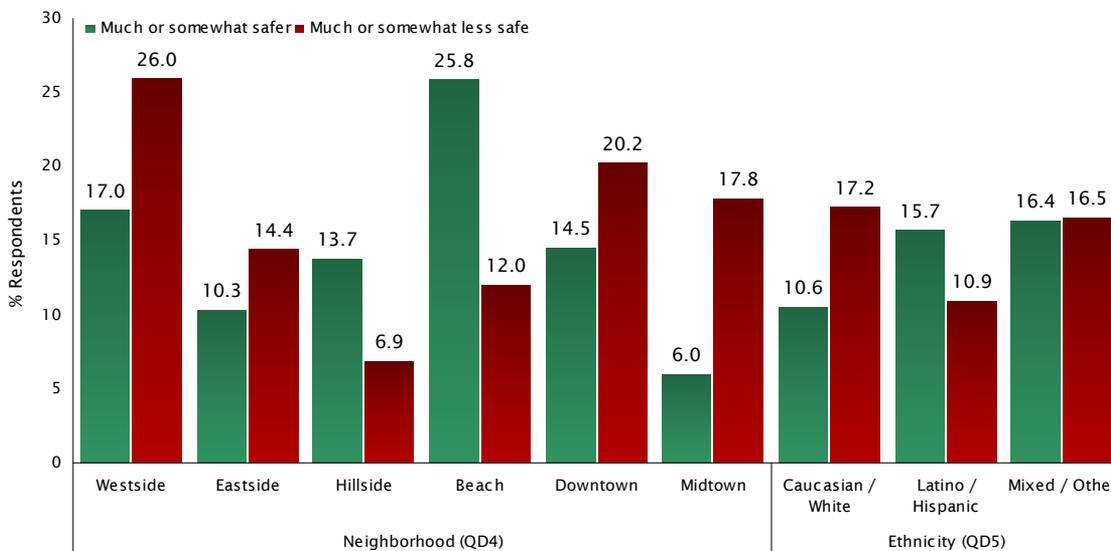


FIGURE 21 PERCEPTION OF SAFETY IN PAST THREE YEARS BY NEIGHBORHOOD & ETHNICITY



CONCERNS ABOUT BEING VICTIMIZED All respondents were next asked to rate their level of concern about being victimized in various ways, including both violent and non-violent crimes. The seven crimes tested are shown at the bottom of Figure 22, and respondents' level of concern is expressed as the degree to which they agreed with each statement. The higher the level of agreement, the greater their level of concern.

Overall, respondents felt quite safe in their neighborhoods and were generally not concerned with being a victim of the crimes tested in Question 11. It is worth noting, however, that several crimes did concern a sizeable minority of respondents—particularly car theft. It should be noted, however, that when compared to 2006 the proportion of residents surveyed who indicated that they were concerned about each crime decreased for each crime tested with the exception of robbery or personal theft (see Figure 23).

Question 11 *As I read each of the following statements, please indicate whether you agree or disagree with the statement. In my neighborhood, I am concerned that: _____. Do you agree or disagree?*

FIGURE 22 AGREEMENT WITH STATEMENTS ABOUT NEIGHBORHOOD SAFETY

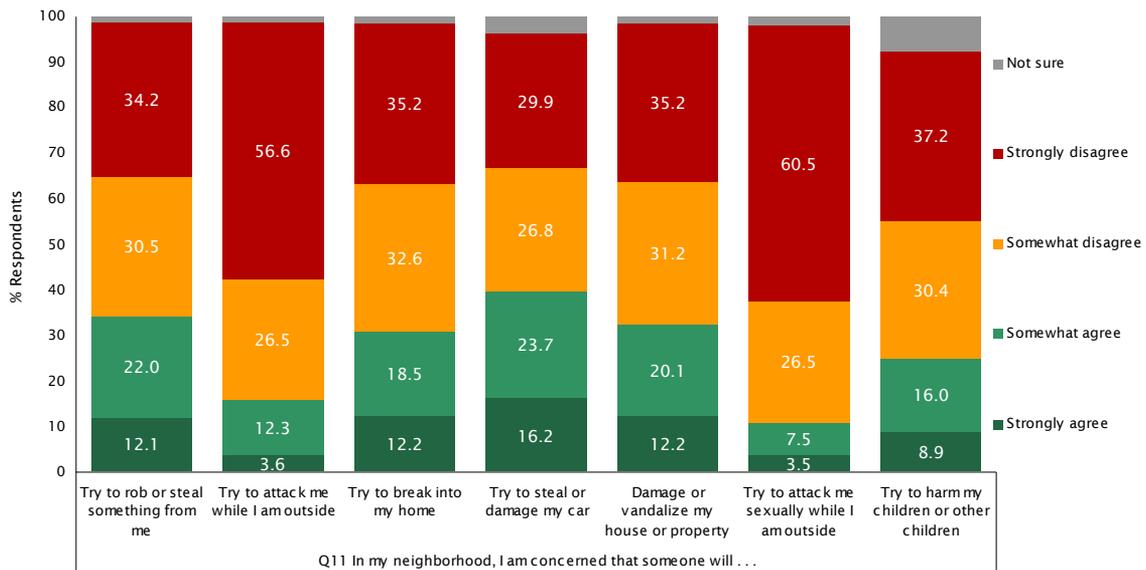


FIGURE 23 AGREEMENT WITH STATEMENTS ABOUT NEIGHBORHOOD SAFETY: 2005 ~ 2007

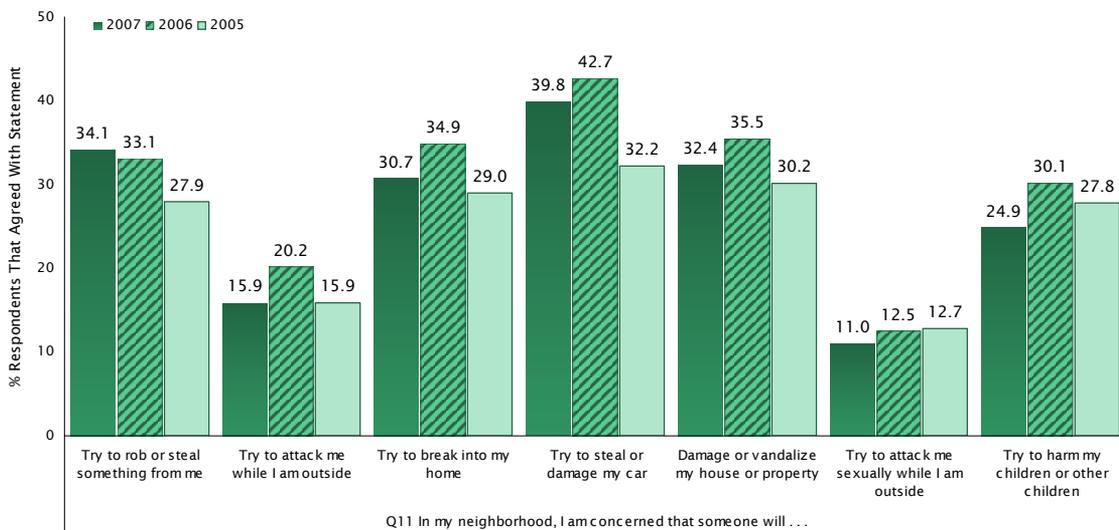
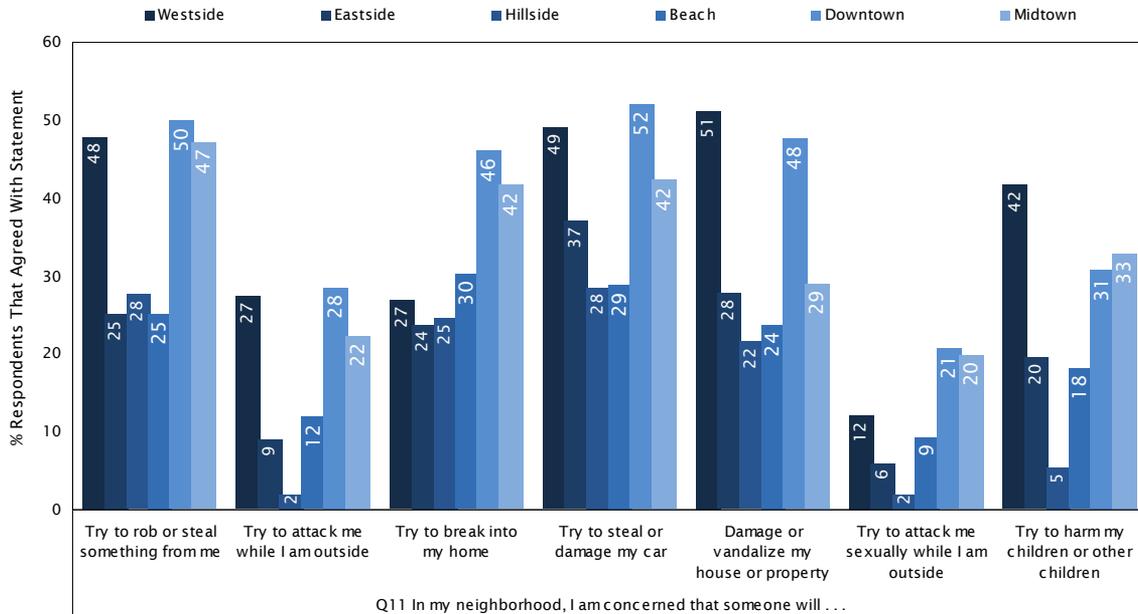


Figure 24 displays how concern about being a victim of a crime varied by the type of crime and the neighborhood in which a respondent lived. Concern about victimization was generally highest in the Westside or Downtown neighborhoods, especially for the crimes of robbery/burglary, car theft/vandalism, vandalism in general, and crimes against children.

FIGURE 24 AGREEMENT WITH STATEMENTS ABOUT NEIGHBORHOOD SAFETY BY NEIGHBORHOOD



POLICE DEPARTMENT PRIORITIES The next question in this series was designed to measure respondents’ opinions about the priority that the Ventura Police Department should place on addressing specific crimes and services. Respondents were first instructed that the Police Department has a limited budget and staff, so the Department must prioritize the services that it offers. For each of the services shown on the left of Figure 25, respondents were then asked to indicate whether the service should be a high, medium or low priority for the Department—or if the Department should not spend any resources on the service.

Figure 25 presents the services in rank order of priority based on the percentage of respondents who indicated that they service should be a *high* priority for the Department. At the top of the list was gang enforcement (82%), then follow-up investigation of crimes (70%), and drug/narcotics enforcement (65%). At the other end of the spectrum, respondents felt that police storefronts (22%), enforcing traffic laws (24%), and foot patrols (26%) were lower priorities. Table 3 on the next page shows how the percentage of respondents who indicated that each service is a high priority changed between 2006 and 2007.

Question 12 *The City of Ventura's Police Department has a limited budget and staff, so the Department must prioritize the services that it offers. As I read each of the following services provided by the Department, please indicate whether you think the Department should make the service a high, medium or low priority. If you feel the Department should not spend any resources on a service, just say so. Please keep in mind that not all of the services can be high priorities.*

FIGURE 25 SPENDING PRIORITIES

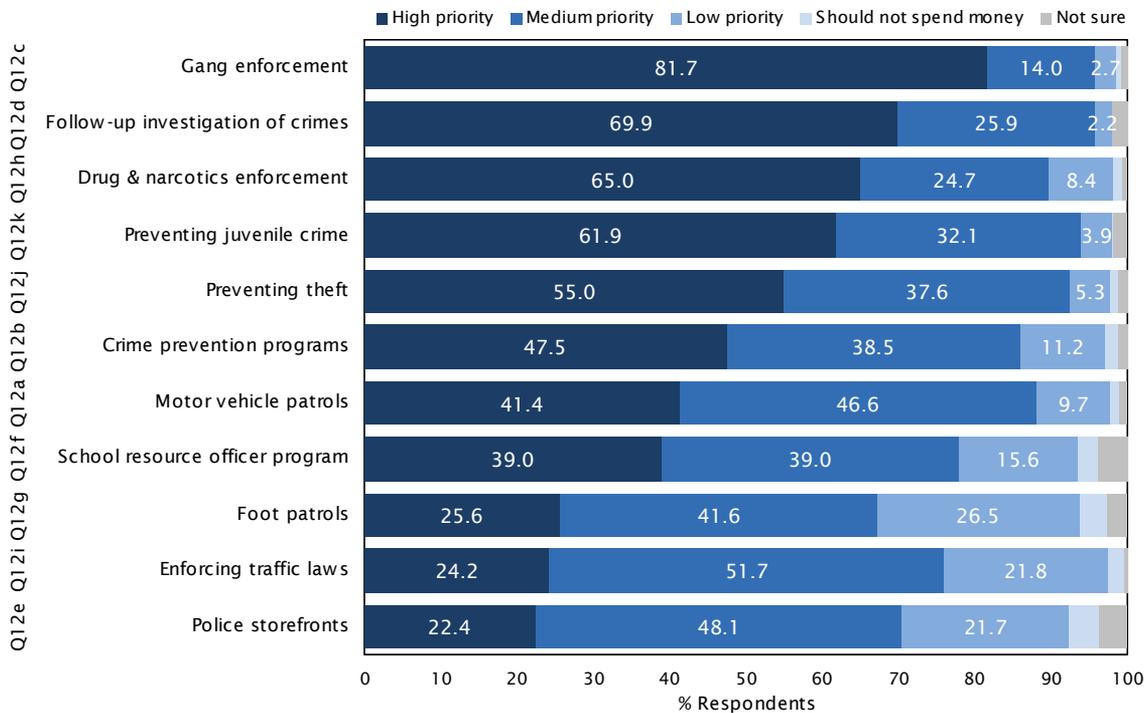


TABLE 3 SPENDING PRIORITIES (SHOWING % HIGH): 2005 ~ 2007

	Study Year			Difference in % High Priority
	2007	2006	2005	
School resource officer program	39.0	35.9	43.1	+3.0
Drug & narcotics enforcement	65.0	63.7	70.3	+1.3
Crime prevention programs	47.5	46.6	47.7	+0.9
Gang enforcement	81.7	81.4	82.6	+0.3
Foot patrols	25.6	26.8	28.2	-1.2
Motor vehicle patrols	41.4	43.3	43.1	-1.8
Preventing theft	55.0	57.2	56.3	-2.2
Follow-up investigation of crimes	69.9	73.6	69.8	-3.7
Police storefronts	22.4	27.2	25.9	-4.8
Preventing juvenile crime	61.9	67.1	68.6	-5.3
Enforcing traffic laws	24.2	30.6	31.1	-6.4†

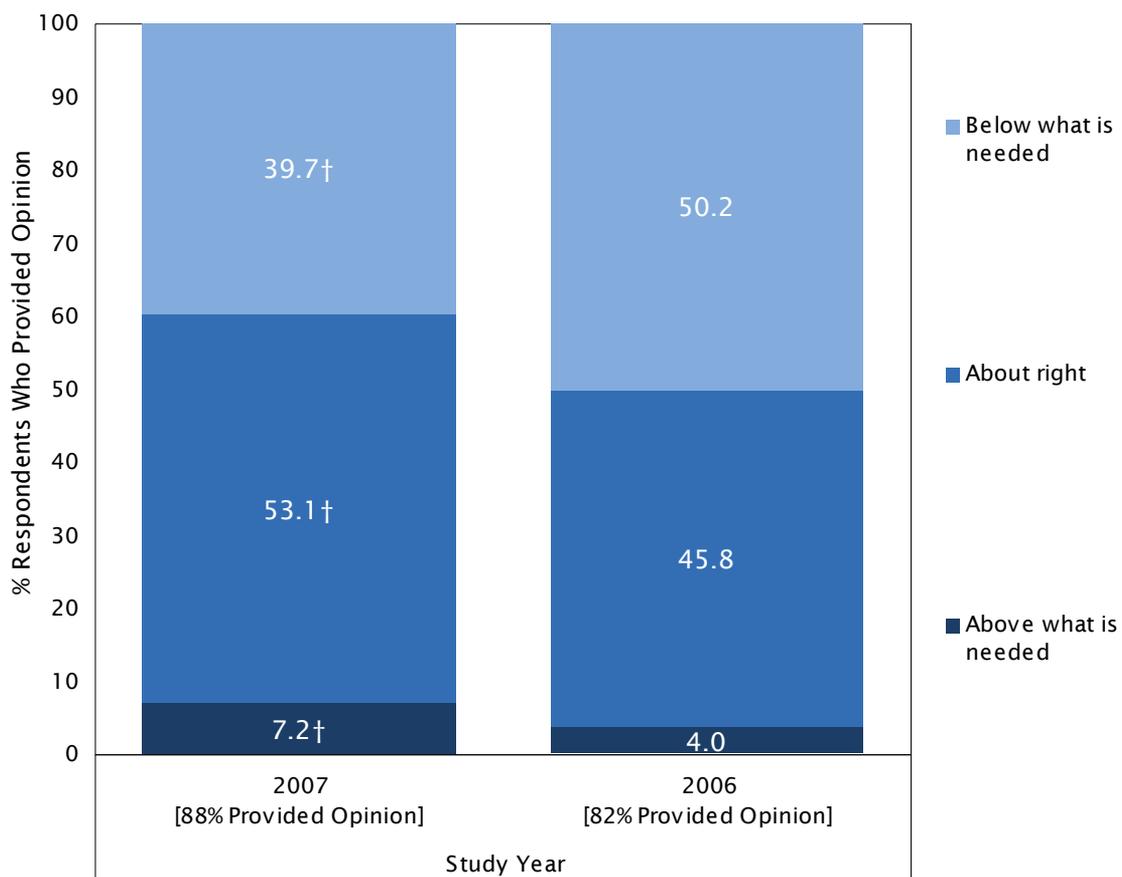
† Statistically significant change (p < 0.05) between the 2006 and 2007 studies.

PUBLIC SAFETY FUNDING Question 13 asked all respondents whether, in their opinion, funding for public safety services in the City of Ventura is currently above what is needed, about right, or below what is needed. The most common response to this question in 2007 was that public safety services are currently receiving about the right level of funding (53%), whereas 40% indicated that current funding levels are below what is needed (Figure 26). Just 7% of residents felt that funding for public safety is above what is needed.

When compared to 2006, there has been a significant shift in resident opinions on this matter that likely reflects the City devoting additional resources to public safety during this period. As shown in Figure 26, the proportion of residents who felt that public safety services are underfunded declined significantly in the past year, whereas the proportion who felt that funding levels are about right or are too high increased significantly.

Question 13 *Do you think the level of funding for public safety services in the City of Ventura is currently above what is needed, about right, or below what is needed?*

FIGURE 26 PERCEPTION OF PUBLIC SAFETY FUNDING LEVEL



† Statistically significant change ($p < 0.05$) between the 2006 and 2007 studies.

When compared to their respective counterparts, the perception that public safety services are underfunded was most common among residents between 35 and 44 years age, those with children in the home, females, and residents of the Eastside neighborhood (see Figures 27 and 28).

FIGURE 27 PERCEPTION OF PUBLIC SAFETY FUNDING LEVEL BY AGE & CHILD IN HOME

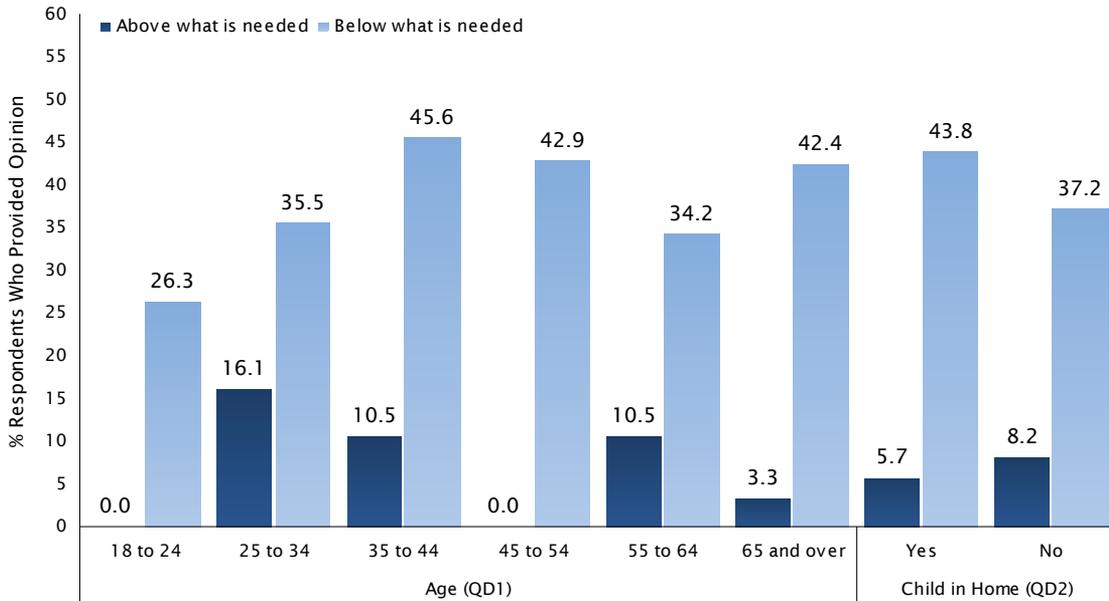
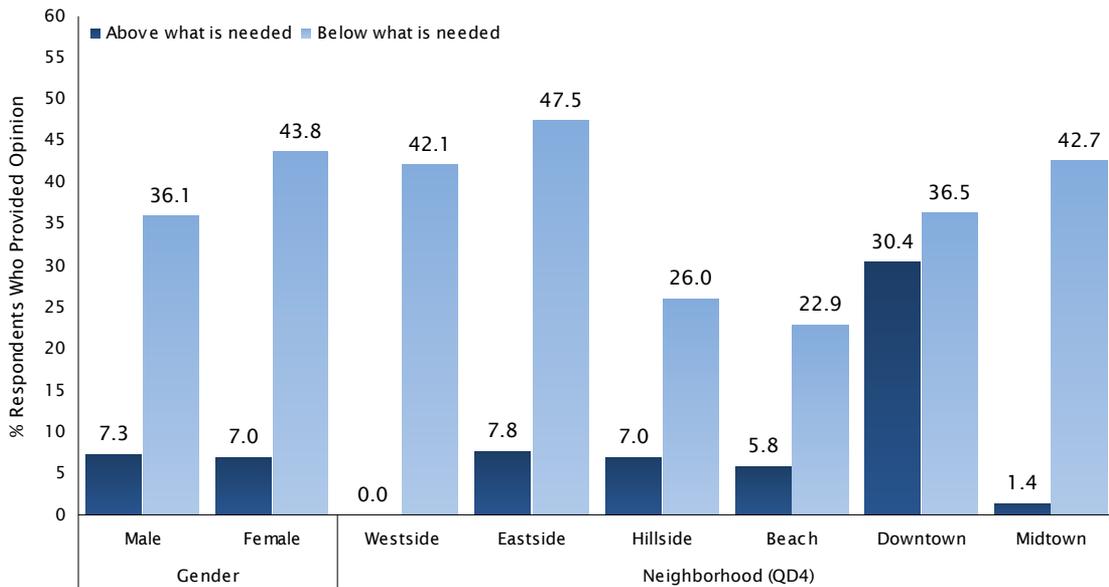


FIGURE 28 PERCEPTION OF PUBLIC SAFETY FUNDING LEVEL BY GENDER & NEIGHBORHOOD



Regardless of their opinion about current funding levels for public safety, the survey next asked respondents whether they would support or oppose establishing a fee of \$1.75 per month on business, cellular and residential phone lines in the City in order to help improve public safety in the City of Ventura. As shown in Figure 29, initial support for the proposed fee was found among nearly two-thirds (66%) of residents, with 41% indicating that *definitely* supported the fee. Less than one-third (30%) of respondents opposed the fee at this point in the survey, whereas 4% were unsure or unwilling to state their opinion. Figures 30-32 display how initial support for the proposed fee varied across a variety of demographic subgroups.

Question 14 *To help improve public safety in the City of Ventura, including hiring six additional police officers; hiring three additional firefighter paramedics; ensuring faster response times to emergencies; and improving 911 services, would you support or oppose a fee of \$1.75 per month on business, cellular, and residential phone lines in the City?*

FIGURE 29 INITIAL SUPPORT FOR FUNDING PUBLIC SAFETY IMPROVEMENTS

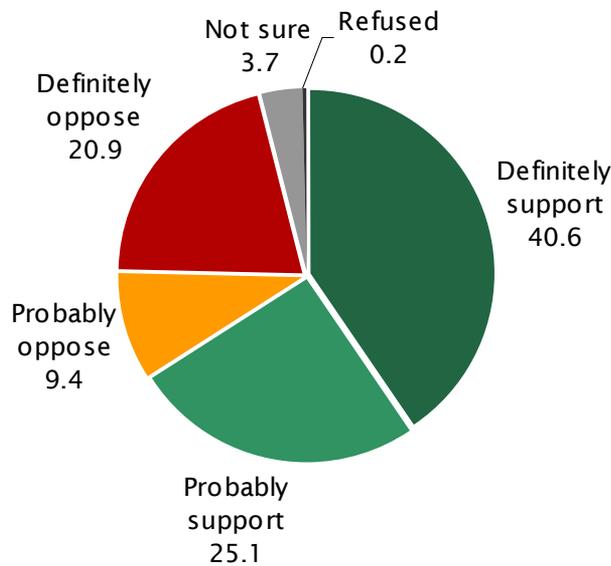


FIGURE 30 INITIAL SUPPORT FOR FUNDING PUBLIC SAFETY IMPROVEMENTS BY YEARS IN VENTURA & AGE

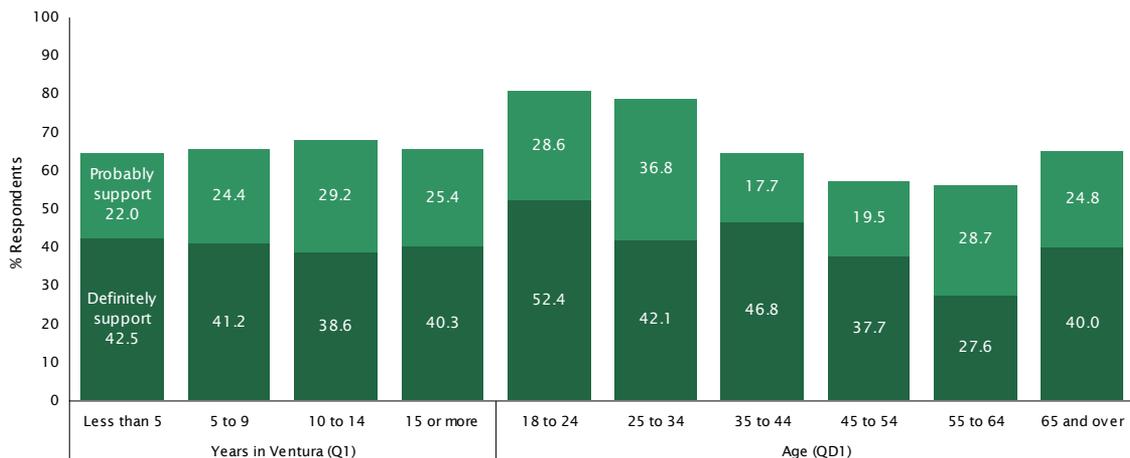


FIGURE 31 INITIAL SUPPORT FOR FUNDING PUBLIC SAFETY IMPROVEMENTS BY CHILD IN HOME, EMPLOYMENT STATUS, GENDER & OPINION OF PUBLIC SAFETY FUNDING

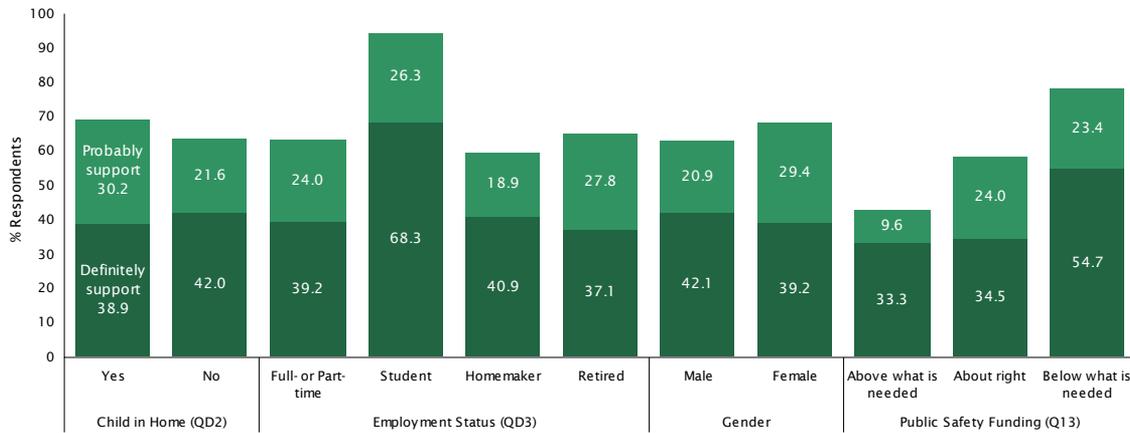
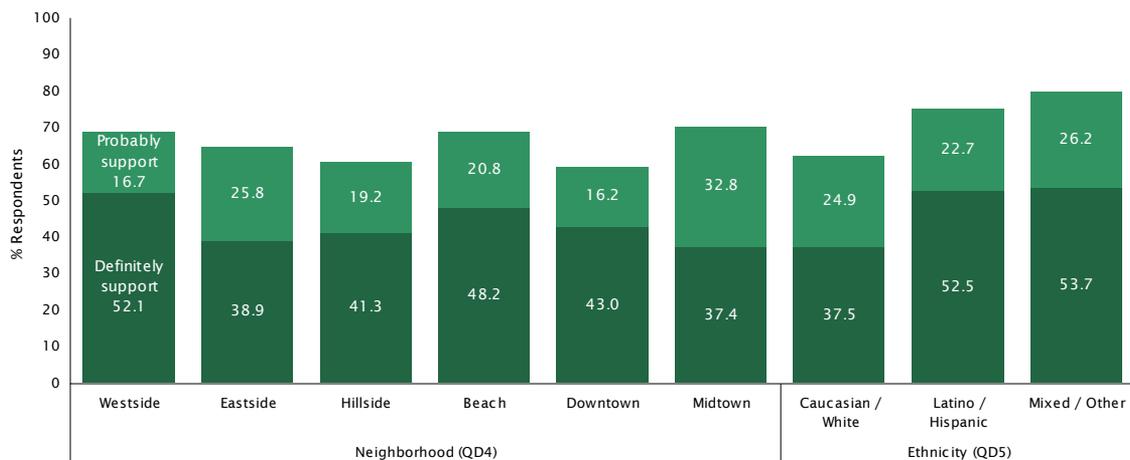


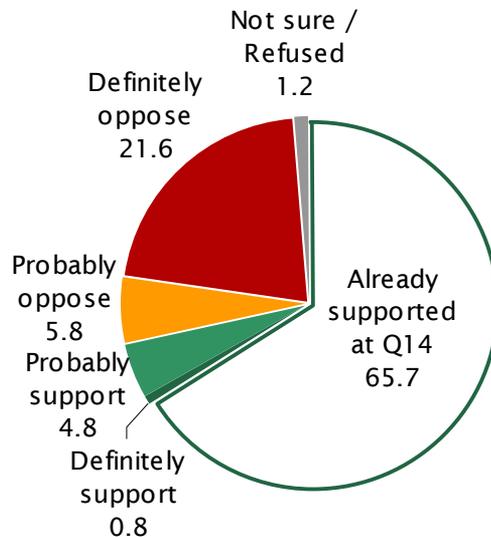
FIGURE 32 INITIAL SUPPORT FOR FUNDING PUBLIC SAFETY IMPROVEMENTS BY NEIGHBORHOOD & ETHNICITY



For residents who initially opposed the public safety fee at Question 14, the survey followed-up with Question 15 which was designed to provide them with additional information about both the need for the fee and the specific types of enhancements that it would fund—including additional police officers and firefighters, reductions in gang activity, and improved emergency response. With this additional information, support for the proposed fee increased by approximately 6% to 71% of residents overall (see Figure 33).

Question 15 *If you knew that because of falling home prices, there is no other way to add police and firefighters without cutting other city services, and the additional police officers and firefighters will help reduce gang activity in Ventura and improve the City's ability to respond quickly to a major emergency or natural disaster, would you support or oppose a fee of \$1.75 per month on business, cellular, and residential phone lines in the City?*

FIGURE 33 INFORMED SUPPORT FOR FUNDING PUBLIC SAFETY IMPROVEMENTS



CODE ENFORCEMENT Respondents were next informed that the City has created codes to address and prevent a variety of issues that can affect a neighborhood, including illegal parking, abandoned vehicles, non-permitted construction, illegal signs, junk storage and properties not being properly maintained. They were then asked if, in general, they are satisfied or dissatisfied with the City's efforts to *enforce* code violations, or if they do not have an opinion on the matter.

Overall, nearly one-third (31)% of respondents in 2007 did not have an opinion regarding the City's code enforcement efforts (see Figure 34). Among those who did, however, opinions were decidedly favorable, with 78% of residents indicating that they were satisfied with the City's performance in this area. The results were strikingly similar in 2006.

For the interested reader, Figures 35-37 show the levels of satisfaction among respondents who held an opinion about the City's code enforcement efforts, by subgroup. New residents (less than 5 years), those under 25 years of age, and Latinos/Hispanics displayed the largest positive differences in satisfaction when compared to their respective counterparts.

Question 16 *The City of Ventura has created codes to address a variety of issues that can affect a neighborhood, such as illegal parking, abandoned vehicles, non-permitted construction, illegal signs, junk storage and properties not being properly maintained. Overall, are you satisfied or dissatisfied with the City's efforts to enforce code violations, or do you not have an opinion?*

FIGURE 34 SATISFACTION WITH CODE ENFORCEMENT

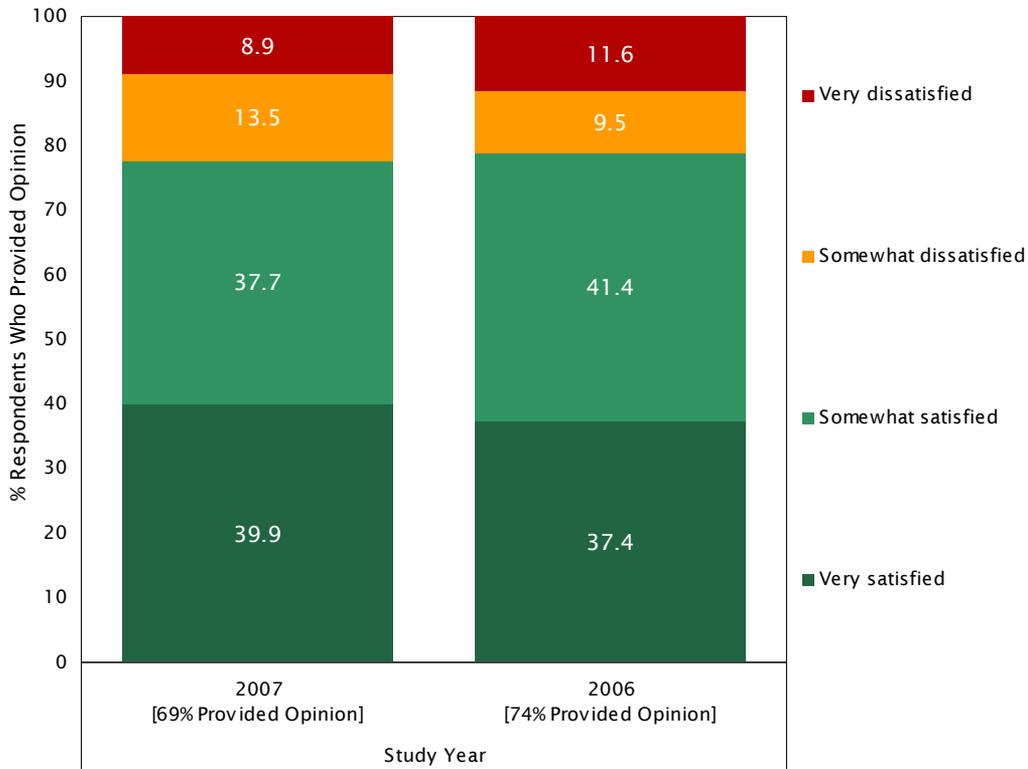


FIGURE 35 SATISFACTION WITH CODE ENFORCEMENT BY YEARS IN VENTURA & AGE

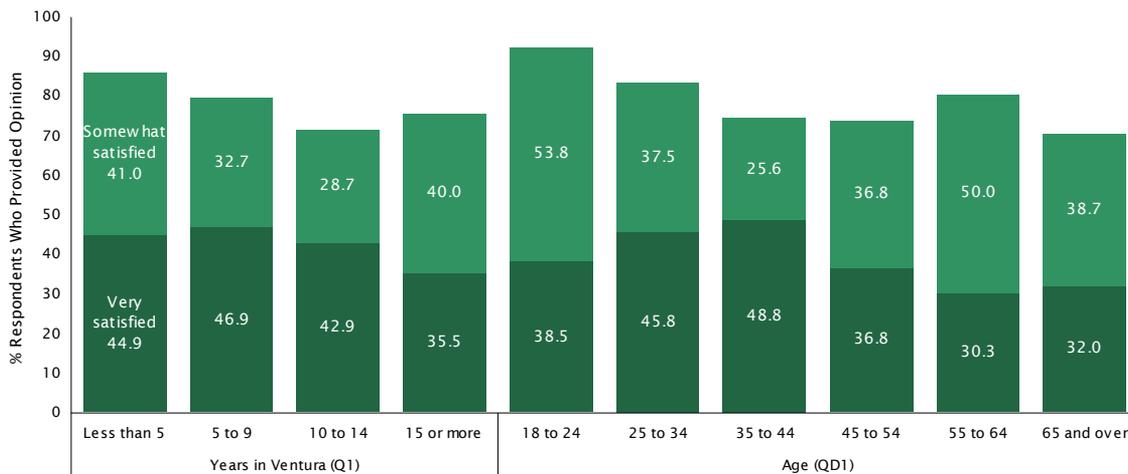


FIGURE 36 SATISFACTION WITH CODE ENFORCEMENT BY CHILD IN HOME, EMPLOYMENT STATUS & GENDER

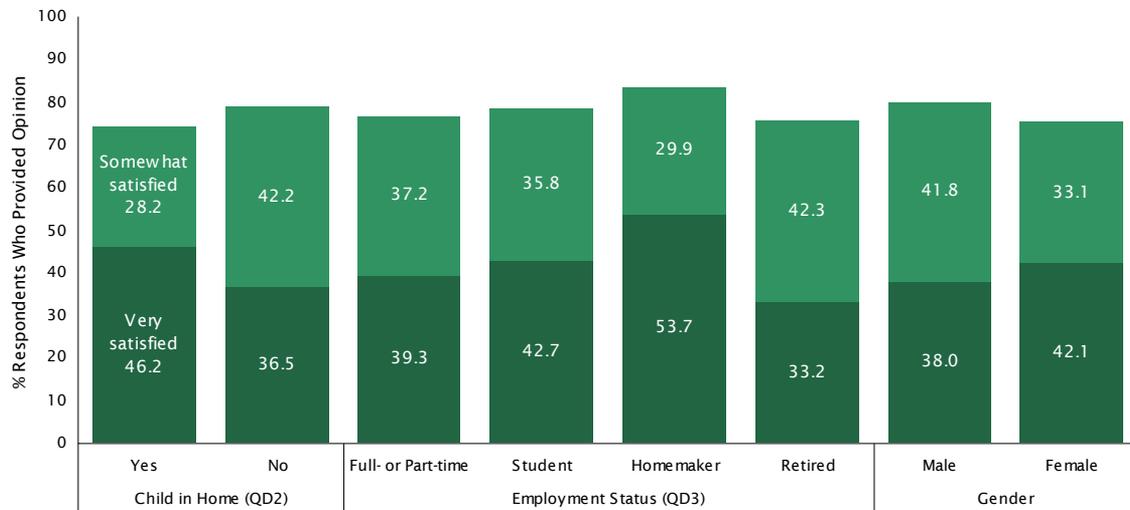
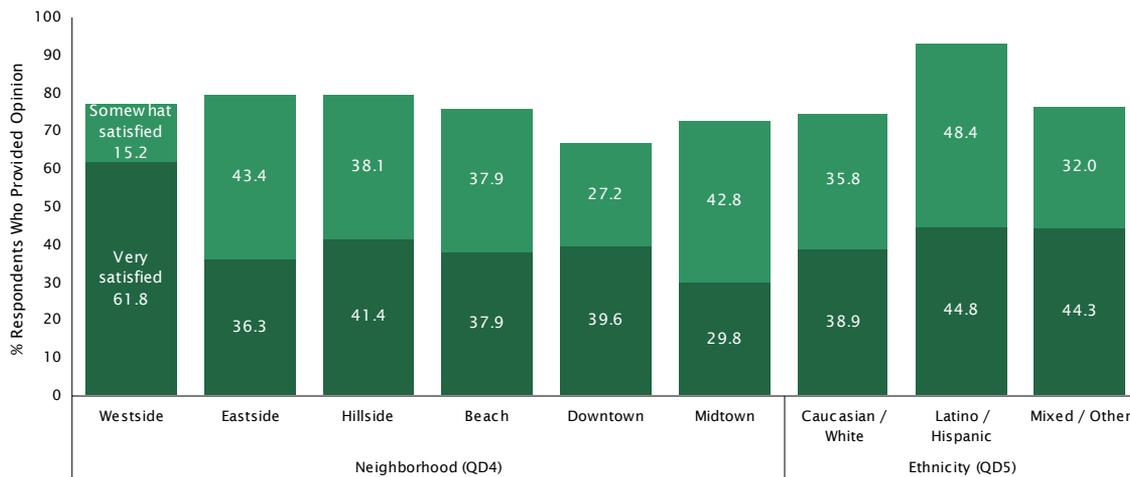


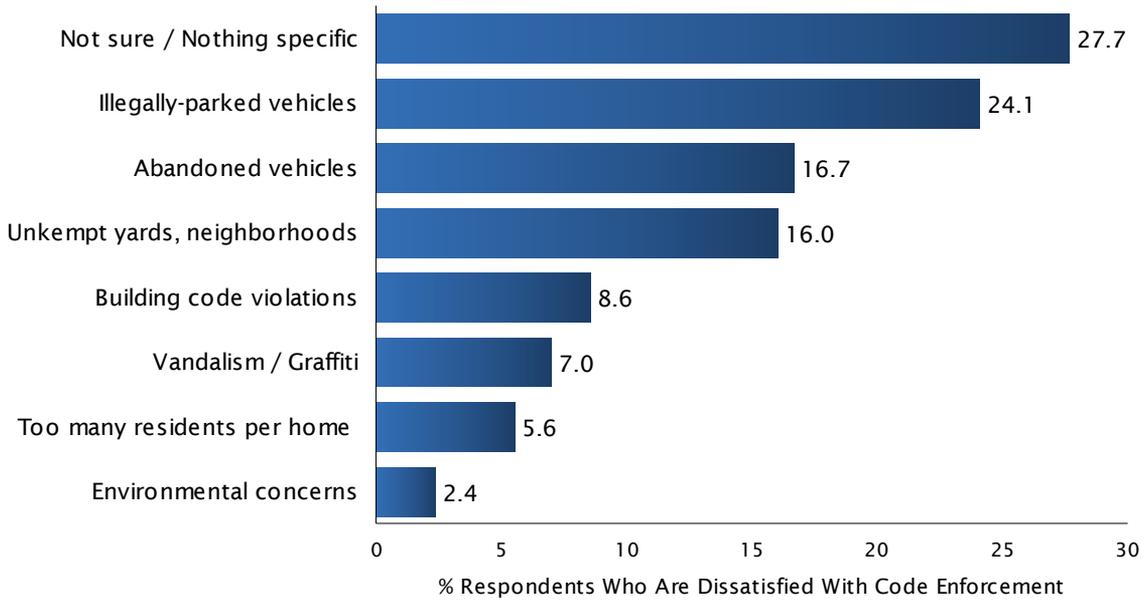
FIGURE 37 SATISFACTION WITH CODE ENFORCEMENT BY NEIGHBORHOOD & ETHNICITY



For the small percentage of respondents who expressed dissatisfaction with the City’s code enforcement efforts, the survey provided an open-ended opportunity (Question 17) to describe the particular issue or code violation that the City isn’t addressing that is the cause of their dissatisfaction (see Figure 38). The most common response to this question was that they weren’t sure/nothing specific (28%). Among the specific issues mentioned, illegally-parked cars was the most often cited (24%), followed by abandoned vehicles (17%) and unkempt yards or neighborhoods (16%).

Question 17 *Is there a particular issue or code violation that the City isn't addressing that leads you to be dissatisfied?*

FIGURE 38 ISSUE OR CODE VIOLATION CAUSING DISSATISFACTION



PANHANDLING

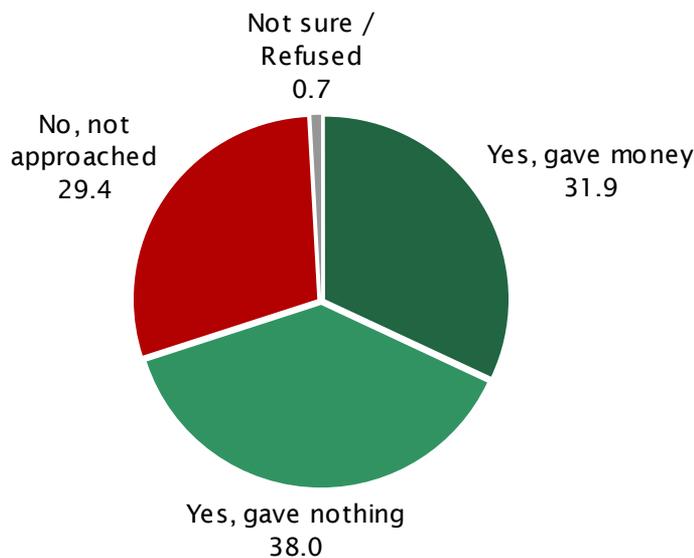
One of the question series that was new to the 2008 survey concerned residents' experiences with people asking them for a hand-out on the streets of Ventura, also known as panhandling. The survey sought to gauge the extent to which residents have experienced panhandling, as well as their response.

The first question in this series simply asked respondents whether, in the prior six months, they had been approached in the City by a person asking for a hand-out. Respondents who indicated that they had been approached were subsequently asked whether (or not) they gave money or other items of value to the panhandler. The response to both of these questions are combined below in Figure 39.

Question 18 *At any time in the past six months have you been approached in the City of Ventura by a person asking for a hand-out, also known as panhandling?*

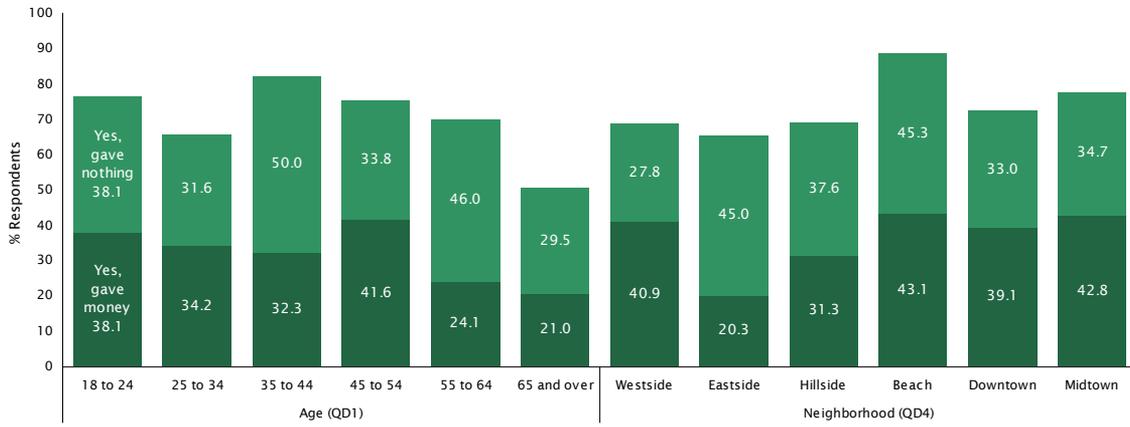
Question 19 *At any time in the past six months did you give money or other items of value to a panhandler?*

FIGURE 39 EXPERIENCE WITH PANHANDLER IN PAST SIX MONTHS



More than two-thirds (70%) of Ventura residents reported that they had been approached by a panhandler in the City during the prior six months. Responses to panhandlers were mixed, with 32% reporting that they gave money or other items of value, and 38% stating that they refused the solicitation. For the interested reader, Figure 40 displays how residents' exposure and response to panhandlers within the City varied by respondent age and neighborhood of residence.

FIGURE 40 EXPERIENCE WITH PANHANDLER IN PAST SIX MONTHS BY AGE & NEIGHBORHOOD



PARKS, RECREATION & BEACHES

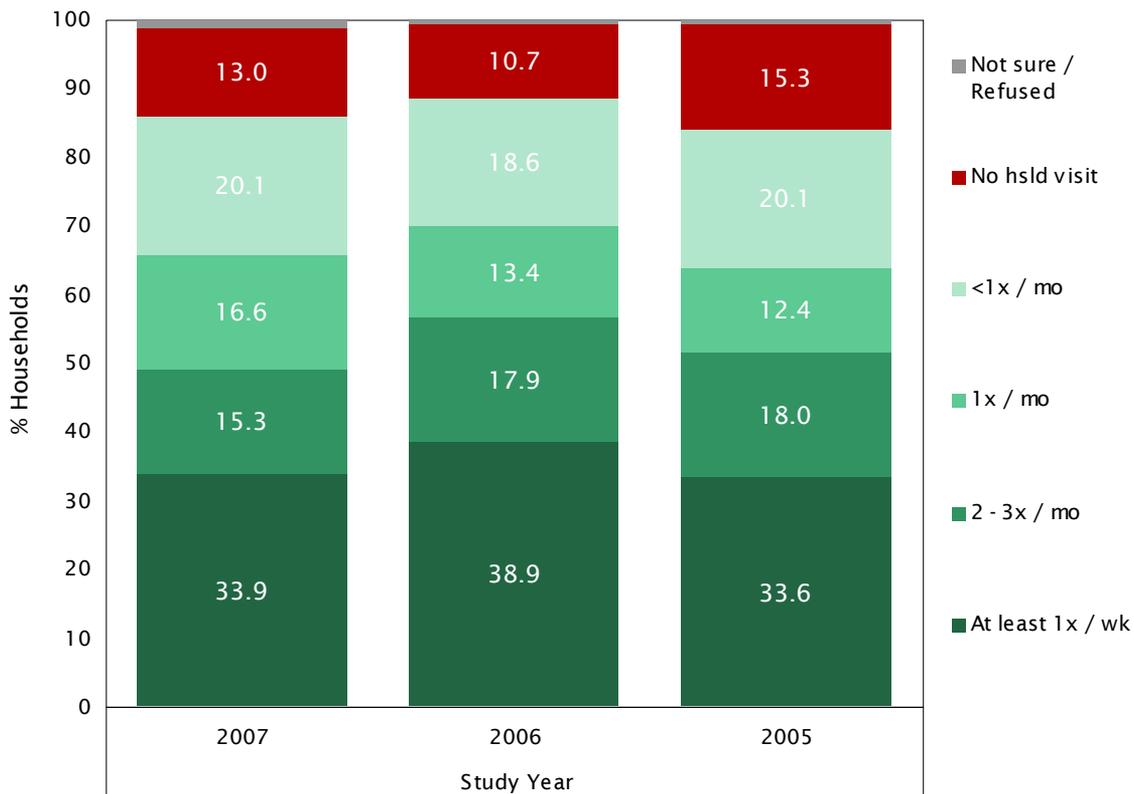
This section of the report presents the results of several questions that addressed residents' perceptions and use of parks and recreation programs in the City of Ventura, as well as their opinions and visitation patterns with respect to local beaches.

PARKS The first two questions in this series were designed to measure household use of Ventura parks. Respondents were asked whether one or more members of their household had visited a City of Ventura park in the 12 months prior to the interview and—if yes—how frequently their household typically visits a Ventura park. The answers to both of these questions are combined in Figure 41. Overall, 86% of respondents in 2007 reported that at least one member of their household had visited a city park in the 12 months prior to the interview. Moreover, the frequency of visits was high. Thirty-four percent (34%) of residents reported that they visit a park at least once per week, and an additional 15% stated that they visit a park two to three times per month. When compared to the patterns found in 2006, there were no statistically significant changes in 2007.

Question 20 *Have you or anyone else in your household visited a City of Ventura park in the past 12 months?*

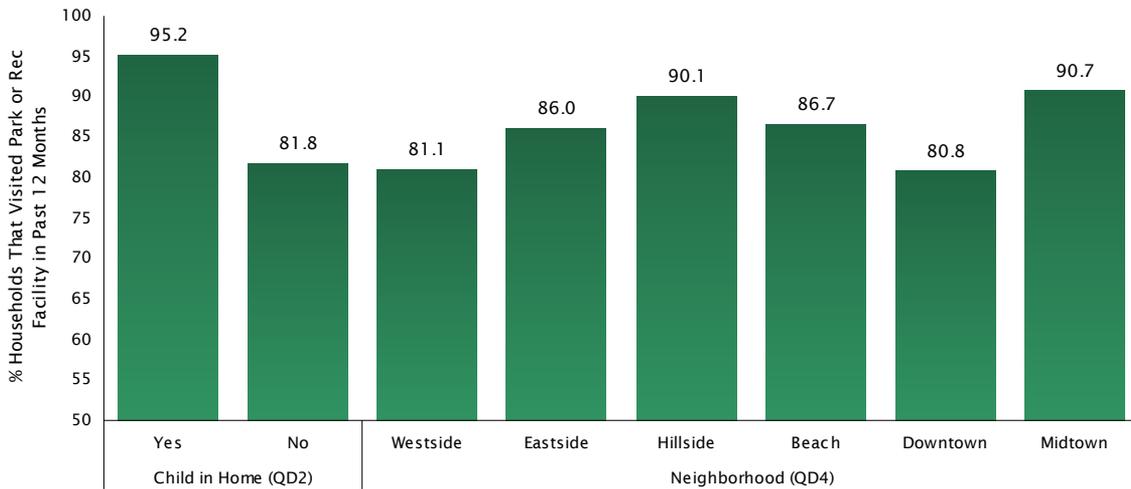
Question 21 *How frequently do you or other members of your household typically visit the parks in Ventura? At least once per week, two to three times per month, once per month, or less often than once per month?*

FIGURE 41 HOUSEHOLD PARK VISITS IN PAST 12 MONTHS: 2005 ~ 2007



As expected, households with children were substantially more likely (95%) to have visited a city park in the prior year when compared to their counterparts without children (82%). Across the various neighborhoods in the City, residents of Midtown and Hillside reported the highest rate of park usage (see Figure 42).

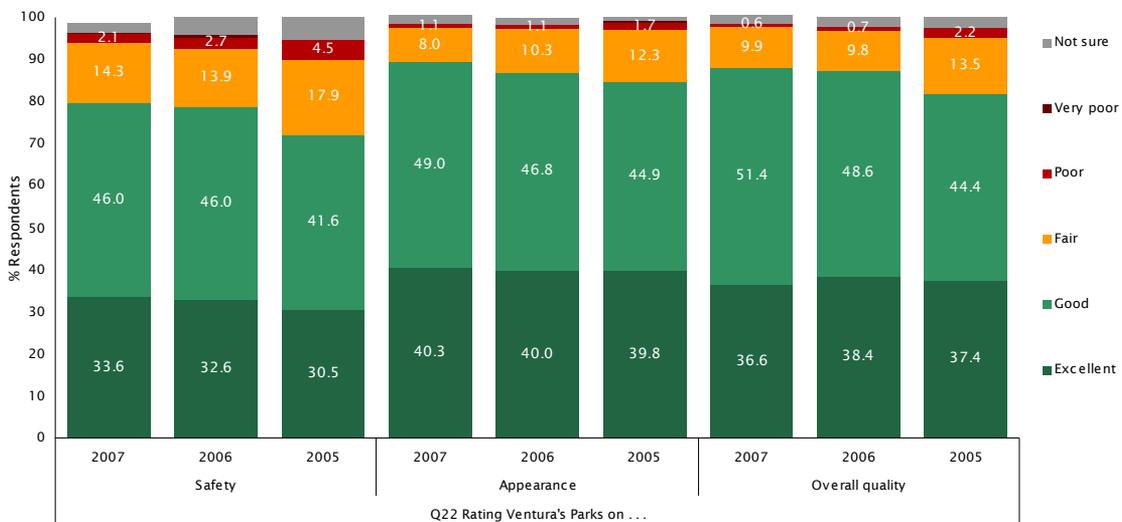
FIGURE 42 HOUSEHOLD PARK VISIT BY CHILD IN HOME & NEIGHBORHOOD



Respondents were next asked to rate the overall quality, safety and appearance of Ventura’s parks using a five-point scale of excellent, good, fair, poor, or very poor. Figure 43 presents the results for 2007 alongside those for 2006 and 2005 for each aspect tested.

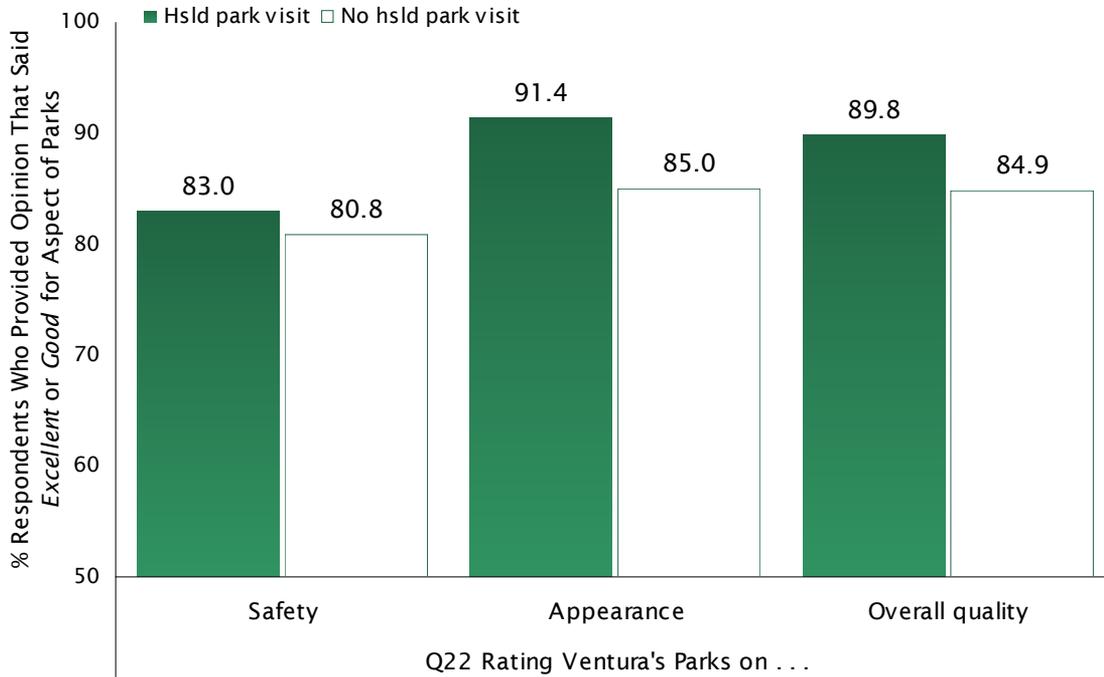
Question 22 How do you rate the: _____ of Ventura parks? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 43 PERCEPTION OF VENTURA PARKS: 2005 ~ 2007



As shown in the figure, better than 79% of respondents provided a rating of excellent or good for each aspect tested in 2007. These results are statistically similar to those found in 2006. It is worth noting, moreover, that opinions varied depending on whether one had actually visited a park in the 12 months prior to the interview (see Figure 44). Those who had visited a park during this period were more likely to provide a rating of excellent or good for each aspect.

FIGURE 44 PERCEPTION OF VENTURA PARKS BY HOUSEHOLD VISIT TO PARK



PROGRAMS At this point, the survey switched from facilities to programming. Respondents were first asked whether one or more members of their household had participated in a recreational or cultural program offered by the City in the 12 months prior to the interview. Figure 45 presents the results to this question for 2007 alongside the results from 2006 and 2005. Overall, 35% of respondents reported that at least one member of their household had participated in a recreational or cultural program during the past year. Participation in a recreation program was most commonly reported by households with children and by residents of the Hillside neighborhood (see Figure 46).

Question 23 *In the past 12 months, have you or any member of your household participated in a recreational or cultural program offered by the City of Ventura?*

FIGURE 45 HOUSEHOLD PARTICIPATION IN RECREATION OR CULTURAL PROGRAM IN PAST 12 MONTHS: 2005 ~ 2007

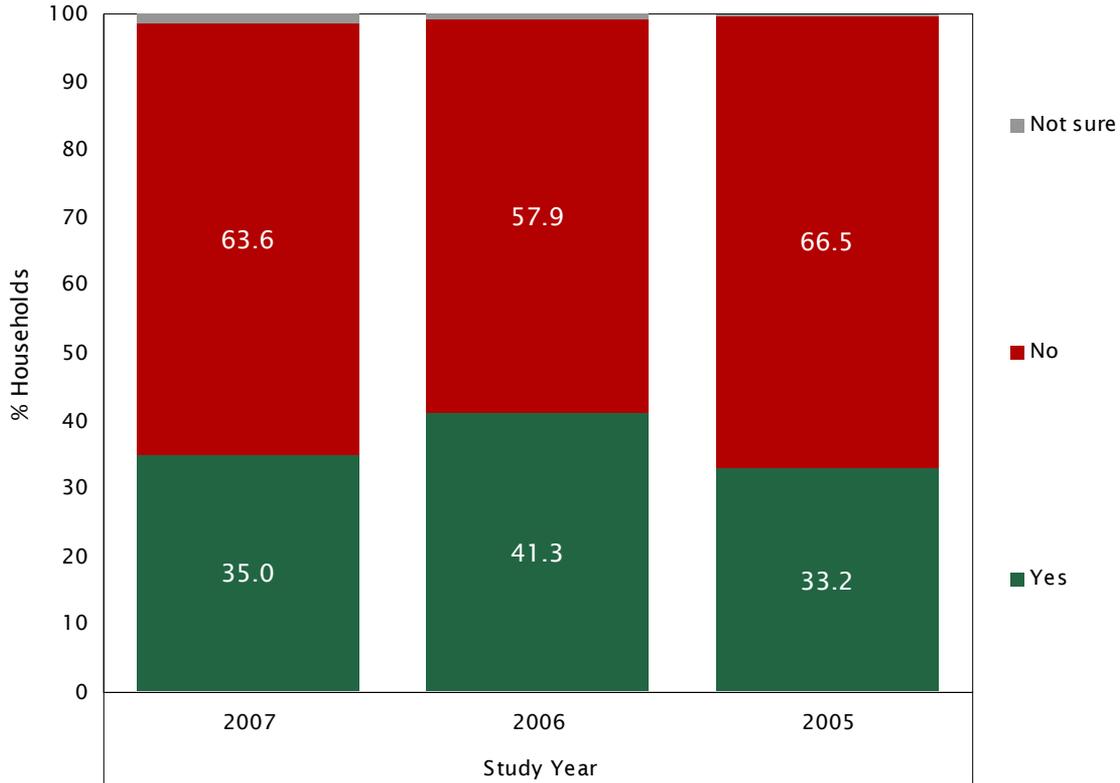
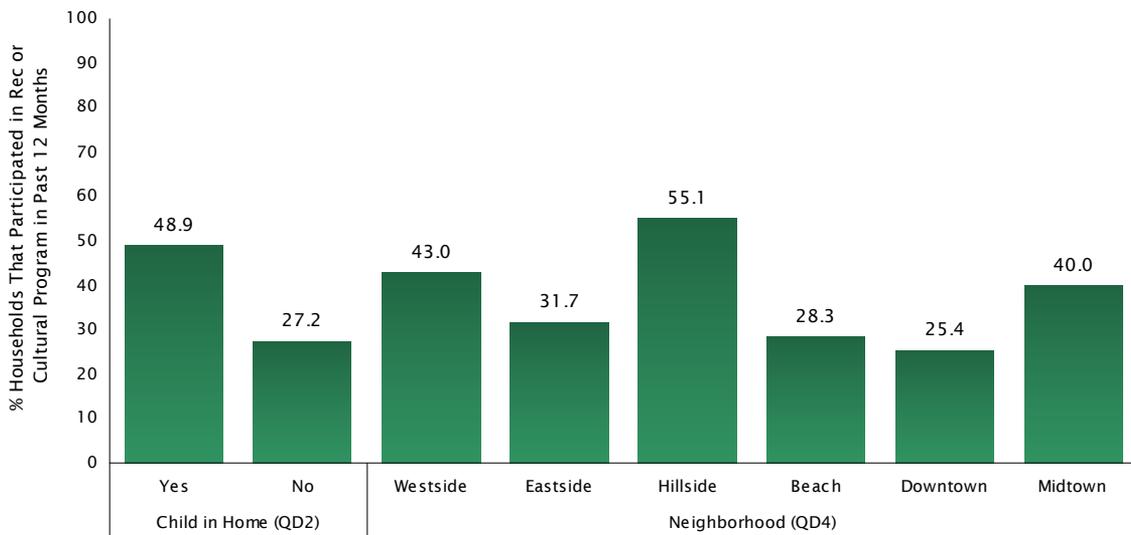


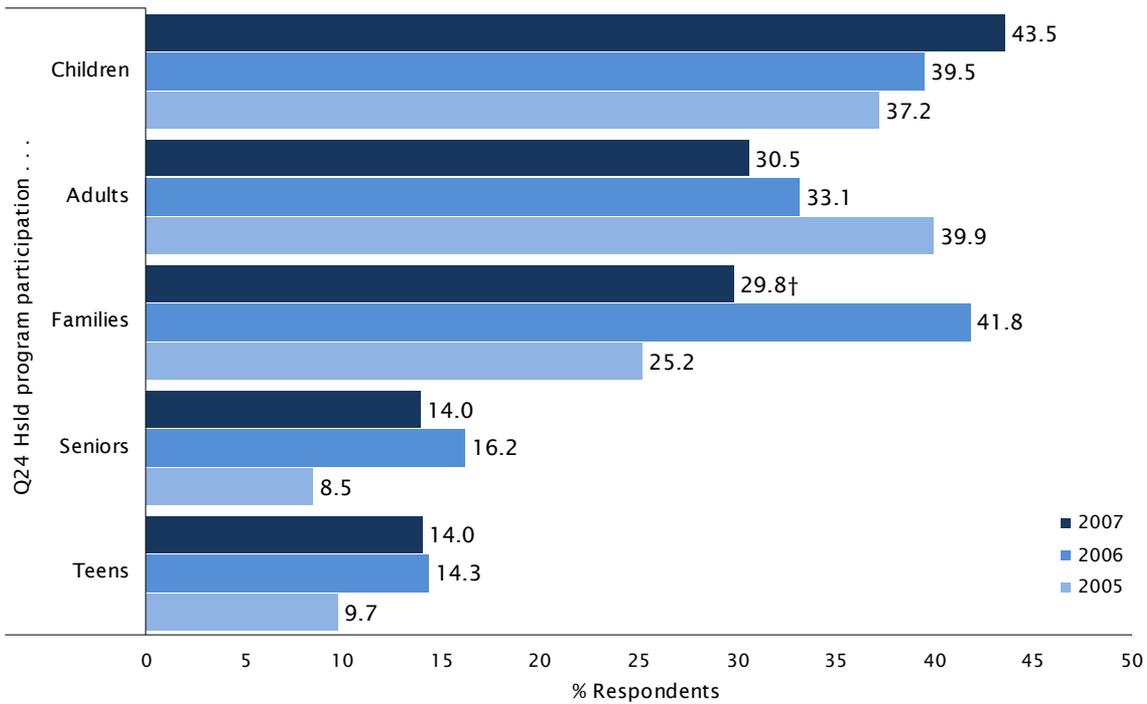
FIGURE 46 HOUSEHOLD PARTICIPATION IN RECREATION OR CULTURAL PROGRAM IN PAST 12 MONTHS BY CHILD IN HOME & NEIGHBORHOOD



Households that had participated in a recreational program(s) offered by the City were asked two follow-up questions to identify the type of program(s) that they participated in, as well as how they would rate the overall quality of the program(s). Programs for children (44%) and adults (31%) were the most commonly mentioned type in 2007 (Figure 47), followed by programs designed for families (30%), seniors (14%) and teens (14%).

Question 24 *Was the program or programs that your household participated in designed for children, teens, adults, seniors or families?*

FIGURE 47 HOUSEHOLD PARTICIPATION IN SPECIFIC PROGRAMS IN PAST 12 MONTHS: 2005 ~ 2007

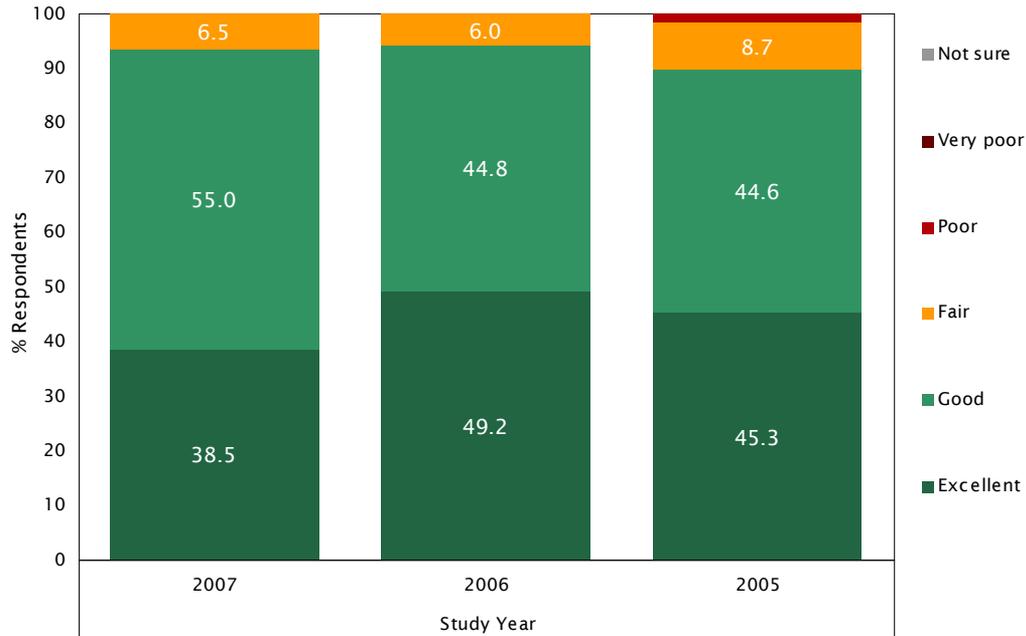


† Statistically significant change ($p < 0.05$) between the 2006 and 2007 studies.

Figure 48 on the next page shows that program participants generally held very favorable opinions of the quality of the programs, with 94% stating that they were either excellent (39%) or good (55%). An additional 7% rated the overall quality of the programs as fair, and no respondents rated the programs as either poor or very poor. Once again, these results are statistically similar to those found in 2006.

Question 25 Overall, how would you rate the quality of Ventura's recreational and cultural programs that your household participated in? Would you say it was excellent, good, fair, poor or very poor?

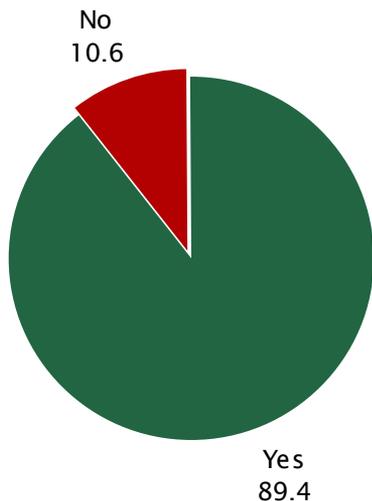
FIGURE 48 QUALITY OF RECREATION AND CULTURAL PROGRAMS: 2005 ~ 2007



BEACHES Having measured respondents' attitudes and behaviors with respect to parks and recreation programming, the survey next turned to local beaches. The first question in this series simply asked whether the respondent or anyone in their household had visited a Ventura area beach in the past 12 months.

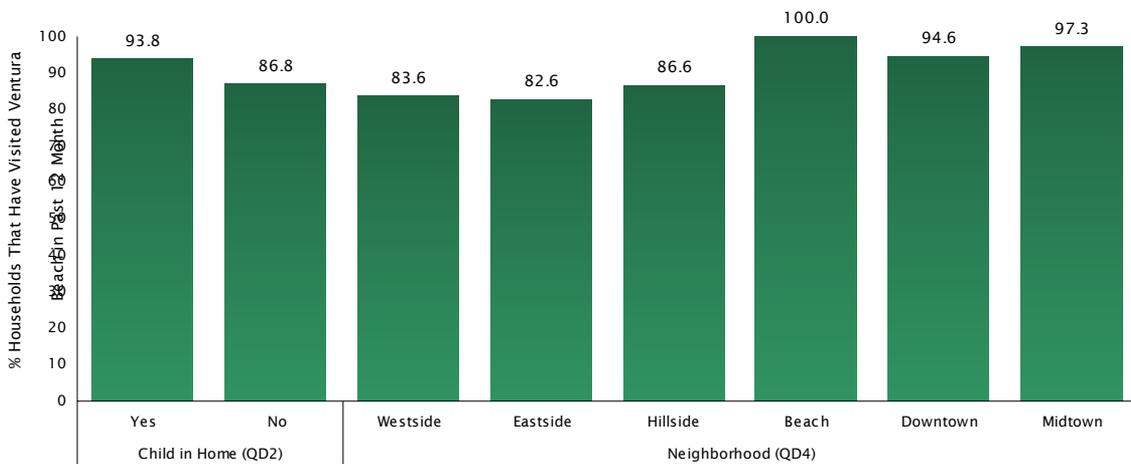
Question 26 Have you or anyone else in your household visited a Ventura area beach in the past 12 months?

FIGURE 49 HOUSEHOLD VENTURA BEACH VISIT IN PAST 12 MONTHS



Overall, nearly 9 out of 10 households (89%) reported that at least one member had visited a Ventura area beach in the 12 months prior to the survey (Figure 49). Although visits to a local beach were common for all subgroups, they were most common among households with children and those located in the Beach neighborhood (see Figure 50).

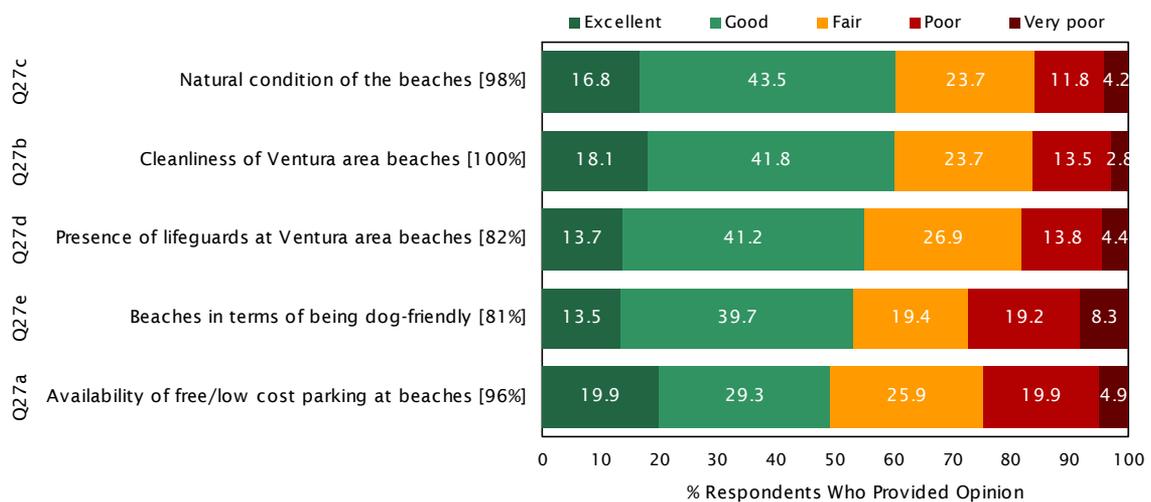
FIGURE 50 HOUSEHOLD VENTURA BEACH VISIT IN PAST 12 MONTHS BY CHILD IN HOME & NEIGHBORHOOD



Respondents were next asked to rate several aspects of local beaches using a five-point scale of excellent, good, fair, poor, or very poor. Figure 51 presents each aspect tested, along with the ratings provided by respondents who held an opinion.⁵ The most positive ratings were provided for the natural condition (60% excellent or good) and cleanliness (60%) of local beaches, followed by the presence of lifeguards (55%). Residents were slightly less positive about local beaches in terms of them being dog friendly (53%) and the availability of free or low-cost parking (49%).

Question 27 How do you rate the: _____? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 51 PERCEPTION OF VENTURA BEACHES



5. The percentage of respondents who expressed an opinion is shown in the brackets to the right of each aspect description.

The final question in this series (Question 28) sought to profile the relative importance of various factors in shaping which beach residents choose to visit. When asked to identify which factor—cleanliness, natural condition, presence of life-guards, or being dog friendly—has the *most* impact on which beach they choose to visit, by far the most common response was cleanliness (47%). Being dog-friendly was most important to approximately 20% of respondents, whereas the natural condition of the beach and the presence of life-guards were identified as most important by 14% and 10% of respondents, respectively (Figure 52). For the interested reader, Figure 53 shows how the answers to Question 28 varied by neighborhood.

Question 28 *Of the factors I just mentioned—cleanliness, natural condition, presence of life-guards, and being dog friendly—which factor has the greatest impact on which beach you choose to go to?*

FIGURE 52 MOST IMPORTANT FACTOR IN CHOOSING VENTURA BEACH FOR VISIT

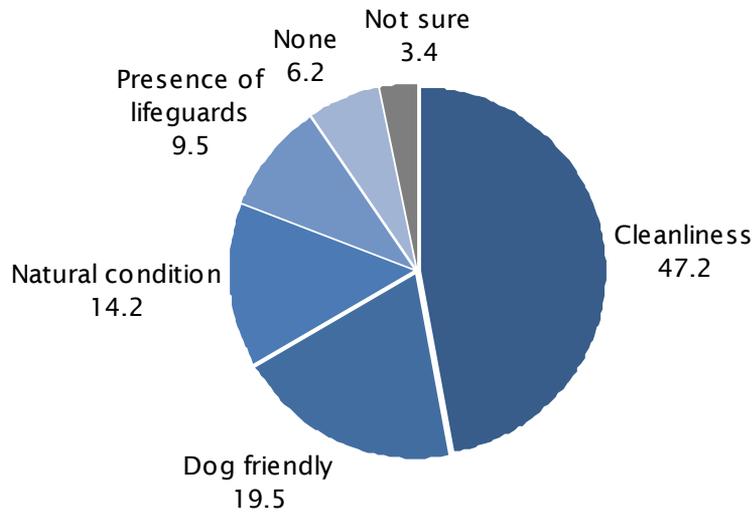
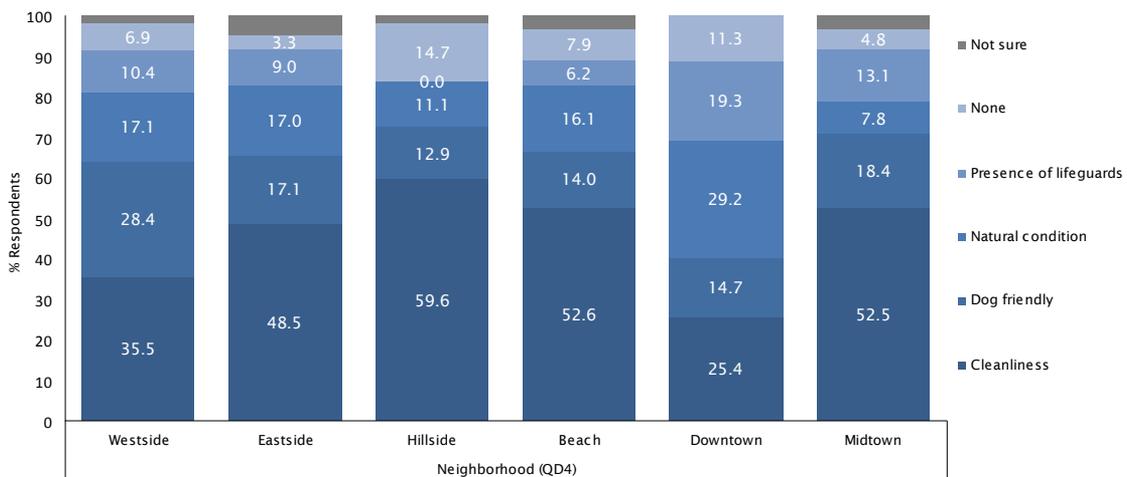


FIGURE 53 MOST IMPORTANT FACTOR IN CHOOSING VENTURA BEACH FOR VISIT BY NEIGHBORHOOD



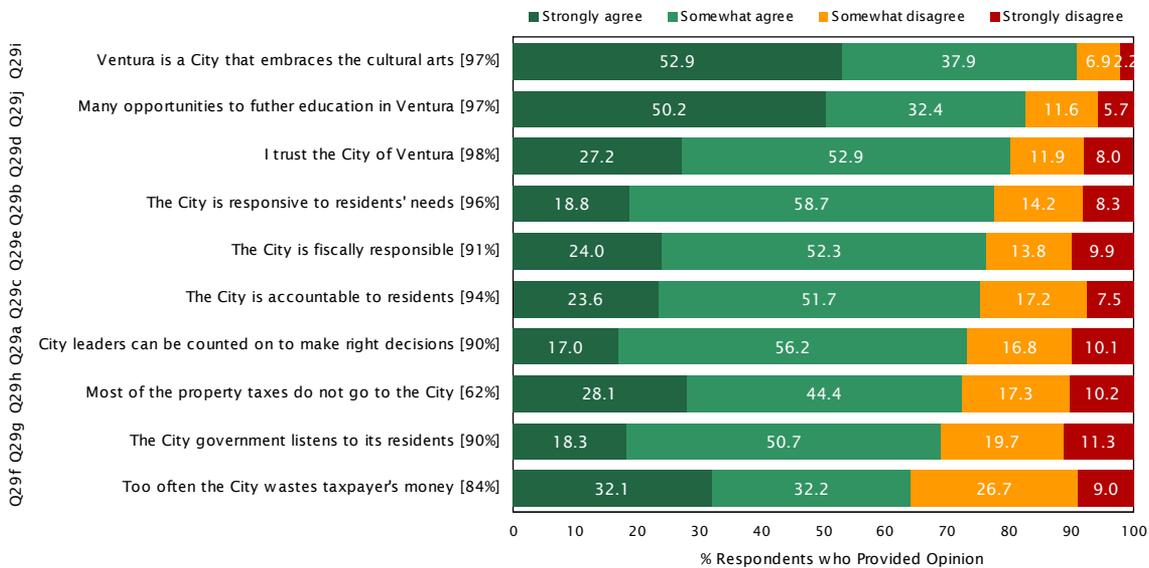
PERCEPTIONS OF VENTURA

Although much of the community survey focused on residents' satisfaction with the City's efforts to provide specific services, as mentioned in the *Introduction* the City of Ventura recognizes that there is much more to good local governance than simply providing satisfactory services. Do residents perceive that the City is accessible and responsive to residents' needs when making decisions? Do residents feel that the City does what it says it is going to do and is accountable to residents? Answers to questions like these are just as important as service or policy-related questions in measuring the City's performance in meeting the needs and expectations of residents. Accordingly, they were a focus of the latter part of the interview.

PERCEPTIONS OF CITY GOVERNMENT The first question in this series was designed to profile respondents' perceptions of the City of Ventura on a variety of dimensions, including accountability, accessibility and management of city funds. For each of the statements shown in truncated form on the left of Figure 54, respondents were simply asked whether they agreed or disagreed with the statement—or if they had no opinion. The percentages shown in the figure are among those who held an opinion.⁶

Question 29 *Next, I'm going to read you a series of statements about Ventura. For each, I'd like you to tell me whether you agree or disagree with the statement.*

FIGURE 54 AGREEMENT WITH STATEMENTS ABOUT VENTURA



Overall, more than three-quarters of residents agreed that Ventura is a city that embraces the cultural arts (91%) and has many opportunities in the City to further one's education (83%). In terms of the City government and Council, better than three-quarters of residents agreed that the City is trustworthy (80%), is responsive to residents' needs (78%), and is accountable to resi-

6. The percentage who held an opinion for each statement is shown to the right of the statement in parentheses. The percentages shown in the bars are among those with an opinion, which allows for a more direct and meaningful comparison of responses across the 10 statements tested.

dents (75%). At least two-thirds of residents also agreed that City leaders can be counted on to make the right decisions on matters of local government (73%), and that the City listens to residents when making important decisions (69%). A dichotomy of sorts arises, however, on fiscal topics. Although 76% agreed that the City is fiscally responsible, 64% also agreed that too often the City wastes taxpayers' money or spends it on its own pet projects. It is also worth noting that although approximately one-third of residents were not sure, among those with an opinion the vast majority (73%) correctly believed that most of the property taxes that residents pay go to the State and schools rather than the City.

Table 4 presents the percentage of respondents who agreed with each statement tested in 2007, along with the corresponding percentages in 2006 and 2005 where applicable. The difference in the results between 2007 and 2006 is presented in the far right column for each statement tested in both studies. When compared to 2006, there was a statistically significant decrease in the percentage of respondents who indicated that they trusted the City and perceived that the City is accountable to residents.

TABLE 4 AGREEMENT WITH STATEMENTS ABOUT VENTURA: 2005 ~ 2007

	Study Year			Difference in Agreement
	2007	2006	2005	
Most of the property taxes do not go to the City	72.5	68.4	N/A	+4.0
Too often the City wastes taxpayer's money	64.3	61.0	58.8	+3.2
Many opportunities to further education in Ventura	82.6	80.1	N/A	+2.6
Ventura is a City that embraces the cultural arts	90.8	89.6	N/A	+1.3
City leaders can be counted on to make right decisions	73.1	72.8	67.6	+0.3
The City is responsive to residents' needs	77.5	78.5	77.0	-1.0
The City is fiscally responsible	76.2	77.4	81.5	-1.2
The City government listens to its residents	69.0	71.3	69.7	-2.3
I trust the City of Ventura	80.1	86.6	82.0	-6.5†
The City is accountable to residents	75.3	82.1	76.5	-6.7†

† Statistically significant change (p < 0.05) between the 2006 and 2007 studies.

Question 30 *Is there a particular reason why you think the City is not accountable to residents?*

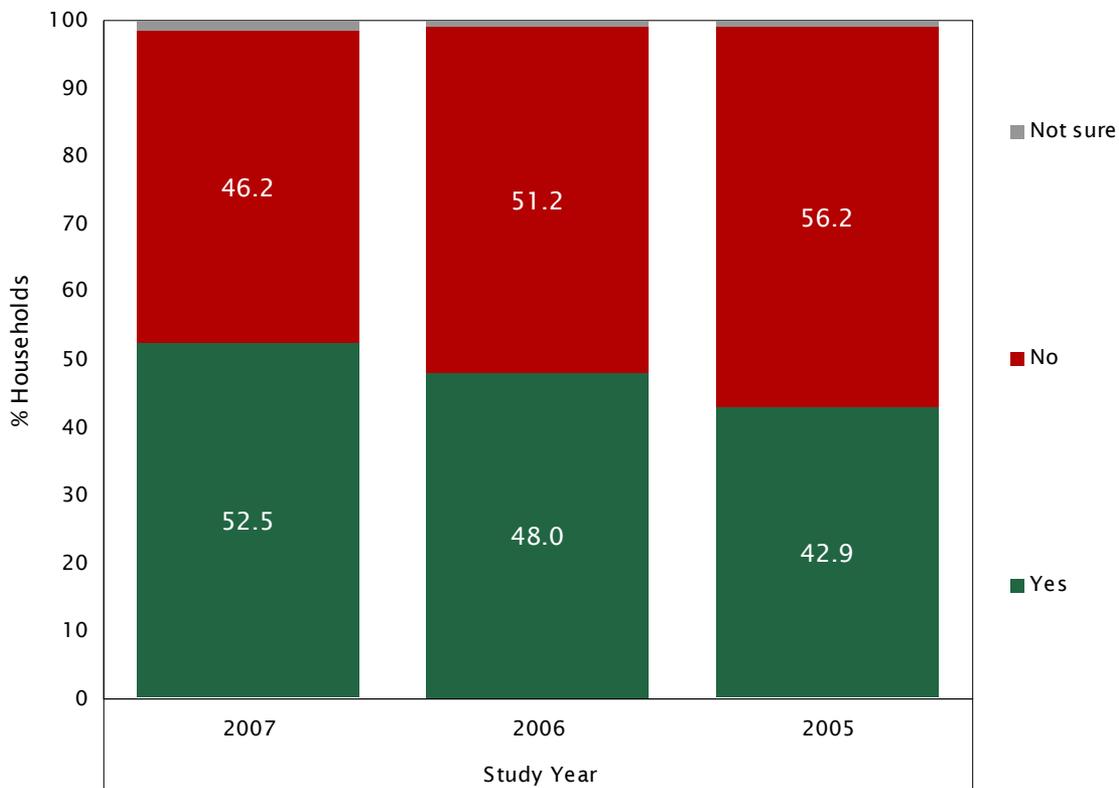
Question 31 *Is there a particular reason why you do not trust the City?*

The minority of respondents who perceived that the City is not accountable to residents or who indicated that they do not trust the City were asked in an open-ended manner if there was a particular reason that they felt that way. Although a complete list of responses is presented in Appendix B, topics with respect to accountability included that the City does not listen to residents' requests, that officials have their own agenda and/or wrong priorities, accusations of poor leadership, and concerns about development, mismanagement of funds, and taxes being too high. Mentions with respect to trustworthiness included allegations of incompetence, officials not addressing residents' concerns, fiscal irresponsibility, being too political and/or bureaucratic, and lacking leadership or direction.

COMMUNITY & CIVIC INVOLVEMENT All respondents were next asked a series of questions about their involvement in the community and local government affairs. The first of these questions simply asked whether, in the past three years, the respondent had volunteered time or resources to assist a community cause. Figure 55 presents the results of this question in 2007 alongside those for 2006 and 2005. Overall, more than half (53%) of respondents reported in 2007 that they had volunteered time and/or resources to a community cause during this period, which is higher than in 2006 and 2005.⁷ For the interested reader, Figures 56-58 illustrate how self-reported volunteer activities varied by resident subgroups.

Question 32 *During the past three years, have you volunteered your time or resources to assist with a community cause?*

FIGURE 55 VOLUNTEERED TO ASSIST WITH COMMUNITY CAUSE IN PAST THREE YEARS: 2005 ~ 2007



7. Although the year to year increase in volunteer behavior is not statistically significant, the increase over the past two years (between 2007 and 2005) is statistically significant.

FIGURE 56 VOLUNTEERED TO ASSIST WITH COMMUNITY CAUSE IN PAST THREE YEARS BY YEARS IN VENTURA & AGE

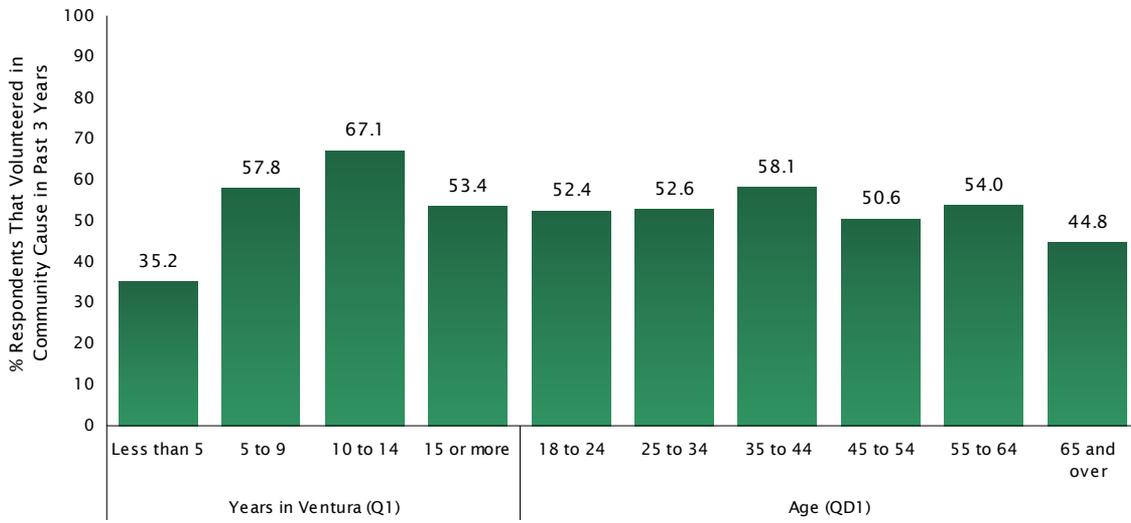


FIGURE 57 VOLUNTEERED TO ASSIST WITH COMMUNITY CAUSE IN PAST THREE YEARS BY CHILD IN HOME, EMPLOYMENT STATUS & GENDER

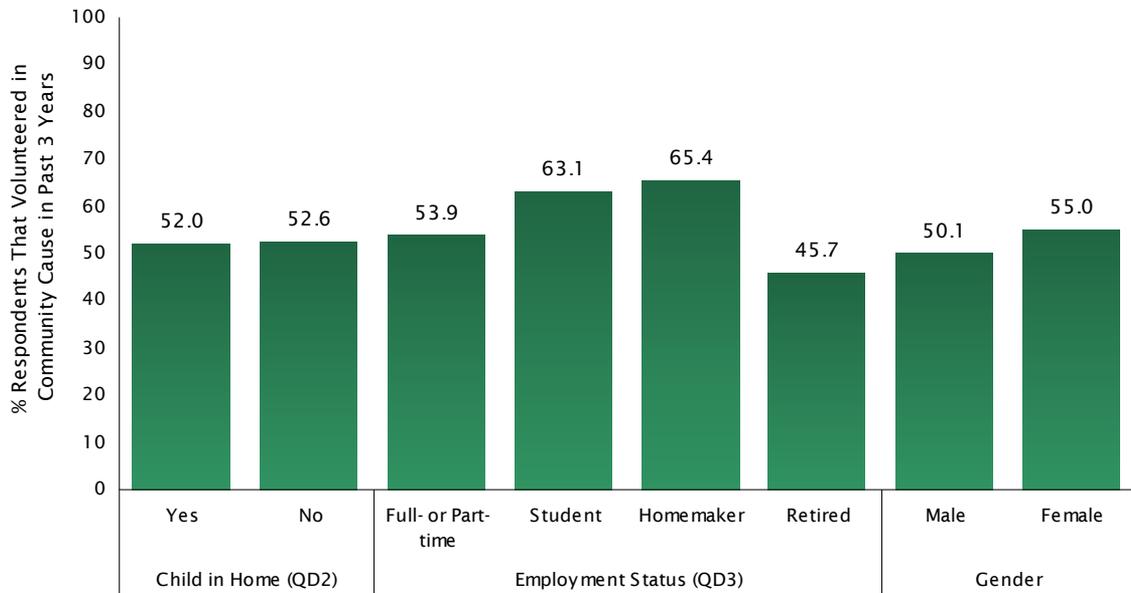
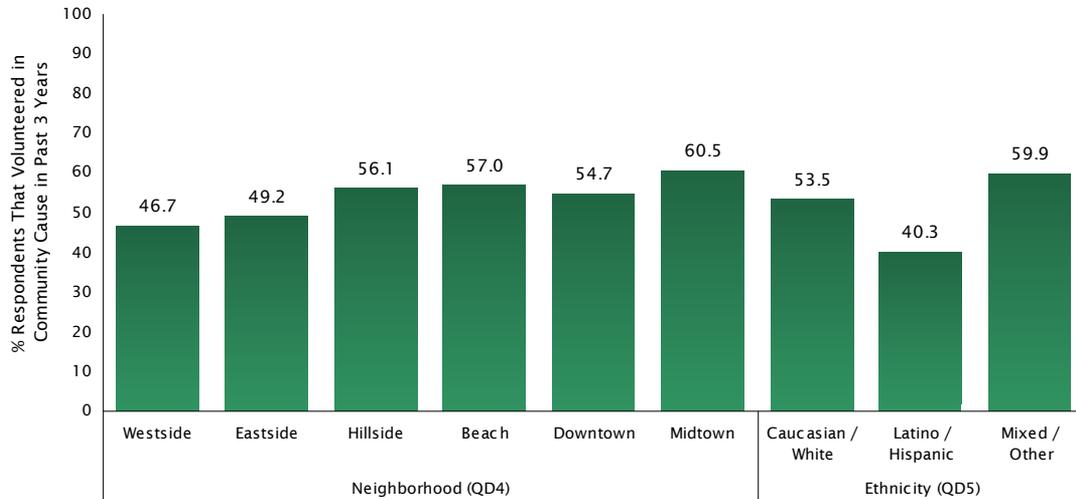


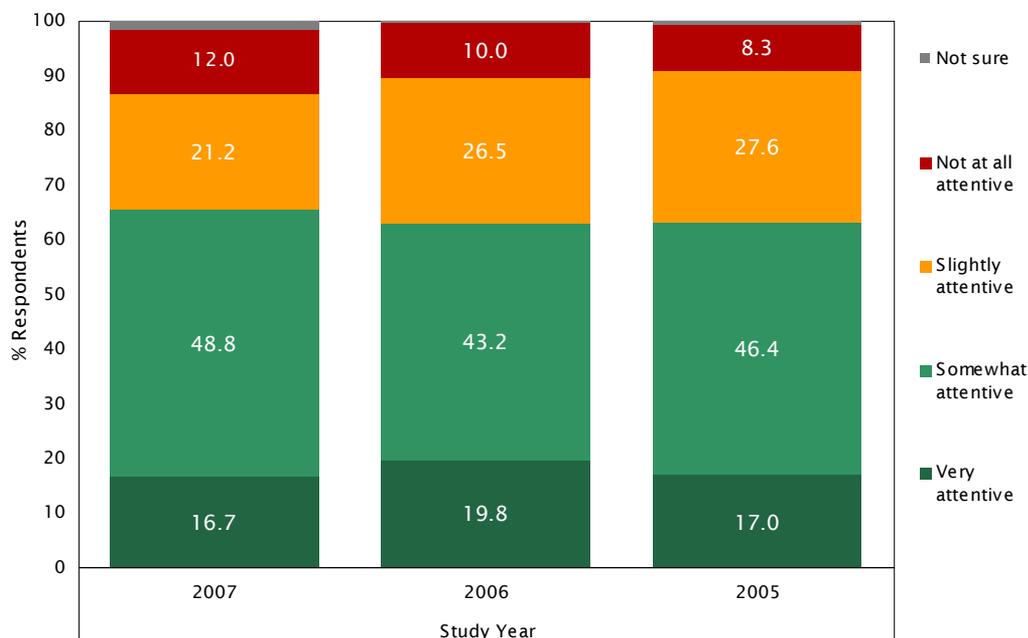
FIGURE 58 VOLUNTEERED TO ASSIST WITH COMMUNITY CAUSE IN PAST THREE YEARS BY NEIGHBORHOOD & ETHNICITY



Shifting to matters of local government, the survey next asked respondents to rate how attentive they are to the issues, decisions and activities of the City of Ventura using a scale of very attentive, somewhat attentive, slightly attentive, or not at all attentive. Overall, 17% of respondents claimed that they are very attentive to matters of local government, 49% somewhat attentive, and 21% slightly attentive. An additional 12% of respondents stated that they do not pay any attention to the decisions and activities of the City of Ventura. These results are statistically comparable to those recorded in 2006 for the same question.

Question 33 *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?*

FIGURE 59 ATTENTIVENESS TO LOCAL GOVERNMENT: 2005 ~ 2007



Figures 60-62 show how self-reported attentiveness to the issues, decisions and activities of the City of Ventura varied by length of residence, age, presence of children in the home, employment status, gender, neighborhood, and ethnicity.

FIGURE 60 ATTENTIVENESS TO LOCAL GOVERNMENT BY YEARS IN VENTURA & AGE

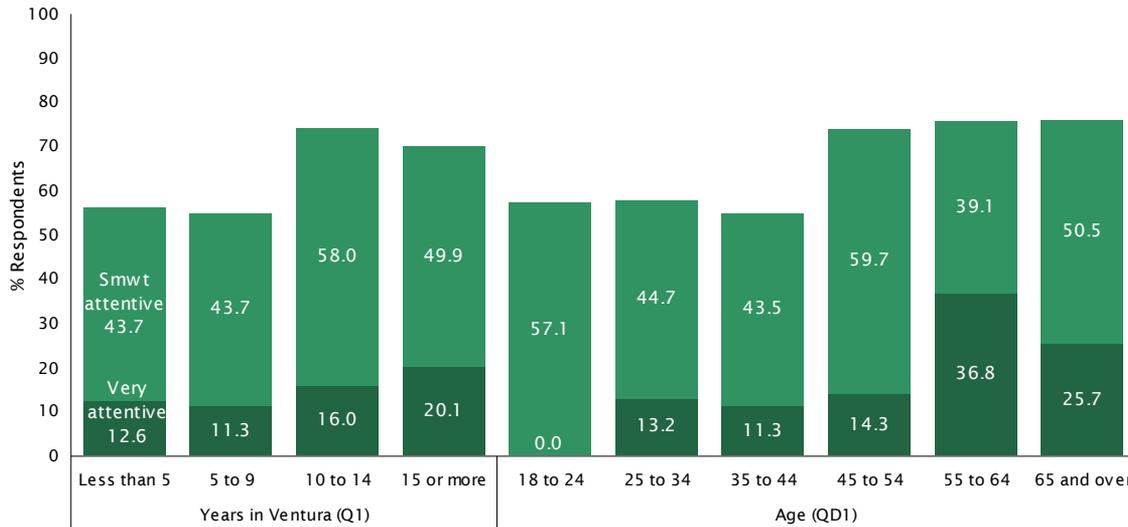


FIGURE 61 ATTENTIVENESS TO LOCAL GOVERNMENT BY CHILD IN HOME, EMPLOYMENT STATUS & GENDER

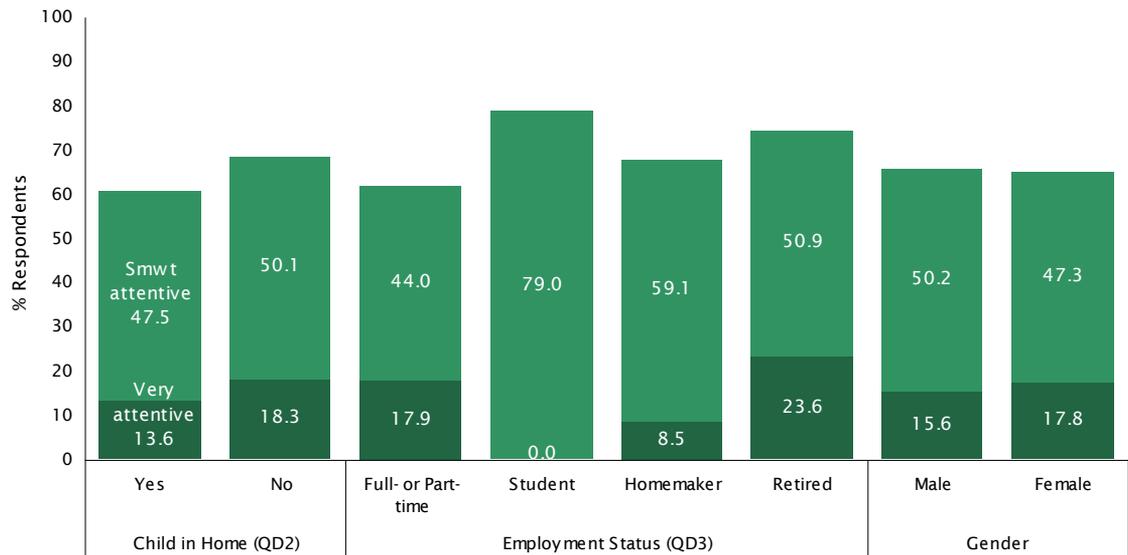
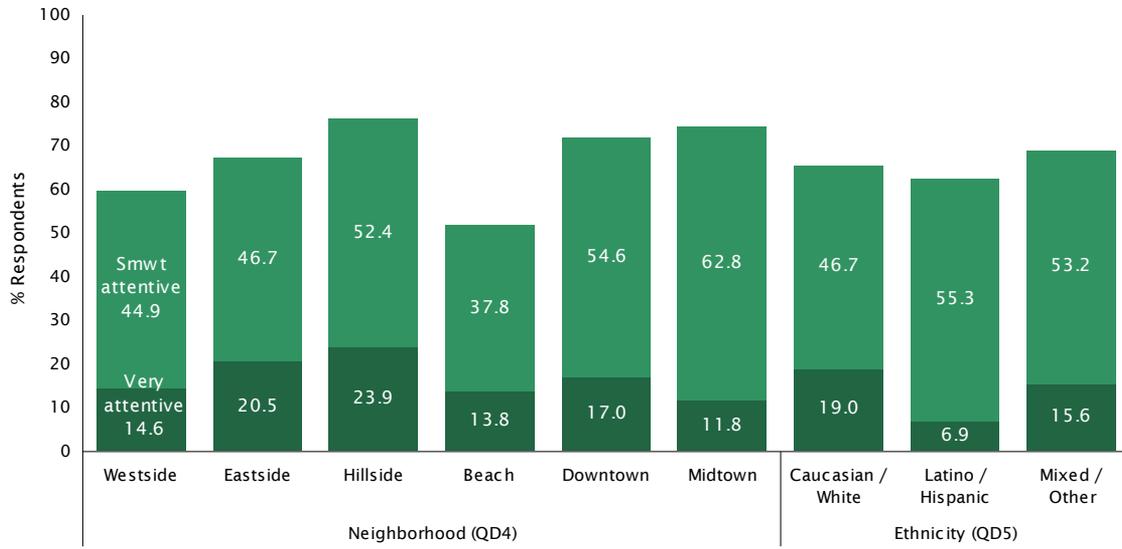


FIGURE 62 ATTENTIVENESS TO LOCAL GOVERNMENT BY NEIGHBORHOOD & ETHNICITY



TRANSPORTATION & PARKING

This section of the report presents the results of several questions that were first introduced in the 2006 survey regarding use of public transportation and parking in the City of Ventura.

USE OF PUBLIC TRANSIT All respondents were asked whether they had used public transportation in the City of Ventura in the six months prior to the interview. As shown in Figure 63, approximately one-quarter (23%) of respondents answered this question in the affirmative, which is nearly identical to the percentage recorded in 2006. Moreover, as shown in Figures 64-66, use of transit in the City of Ventura was strongly related to certain variables, including length of residence in the City, age, presence of children in the home, employment status, neighborhood, and ethnicity. When compared to their respective counterparts, reported use of transit was highest among those who have lived in the City less than 10 years, those under the age of 25, people from households without children, students, residents of the Westside and Downtown neighborhoods, and Latinos.

Question 34 *In the past six months, have you used public transportation in the City of Ventura?*

FIGURE 63 USED VENTURA PUBLIC TRANSIT IN PAST SIX MONTHS: 2006 & 2007

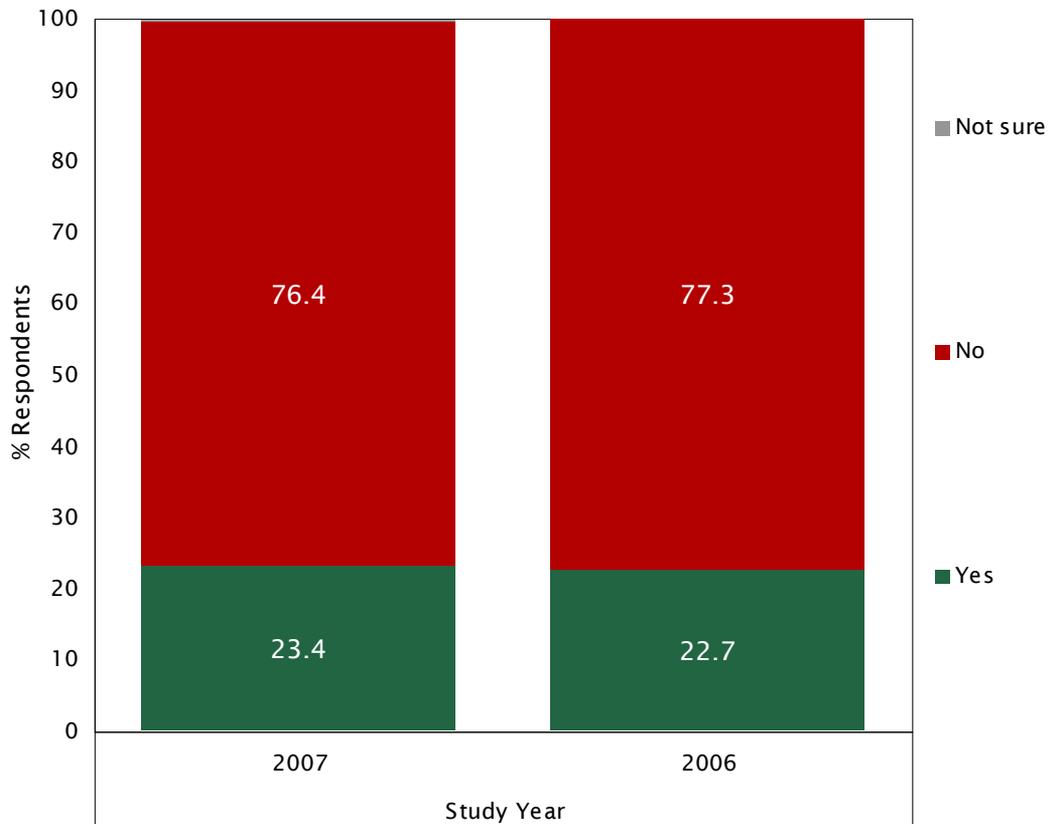


FIGURE 64 USED VENTURA PUBLIC TRANSIT IN PAST SIX MONTHS BY YEARS IN VENTURA & AGE

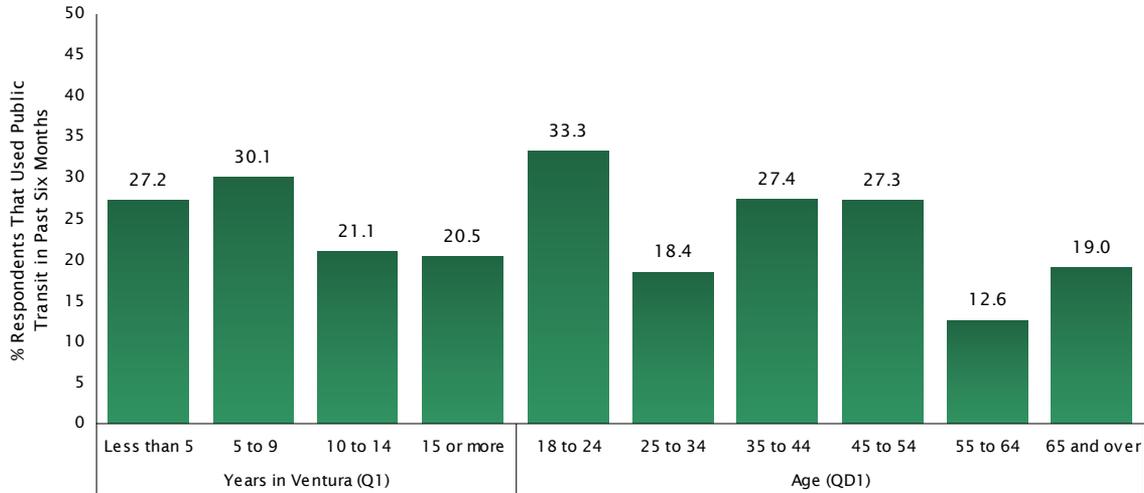


FIGURE 65 USED VENTURA PUBLIC TRANSIT IN PAST SIX MONTHS BY CHILD IN HOME, EMPLOYMENT STATUS & GENDER

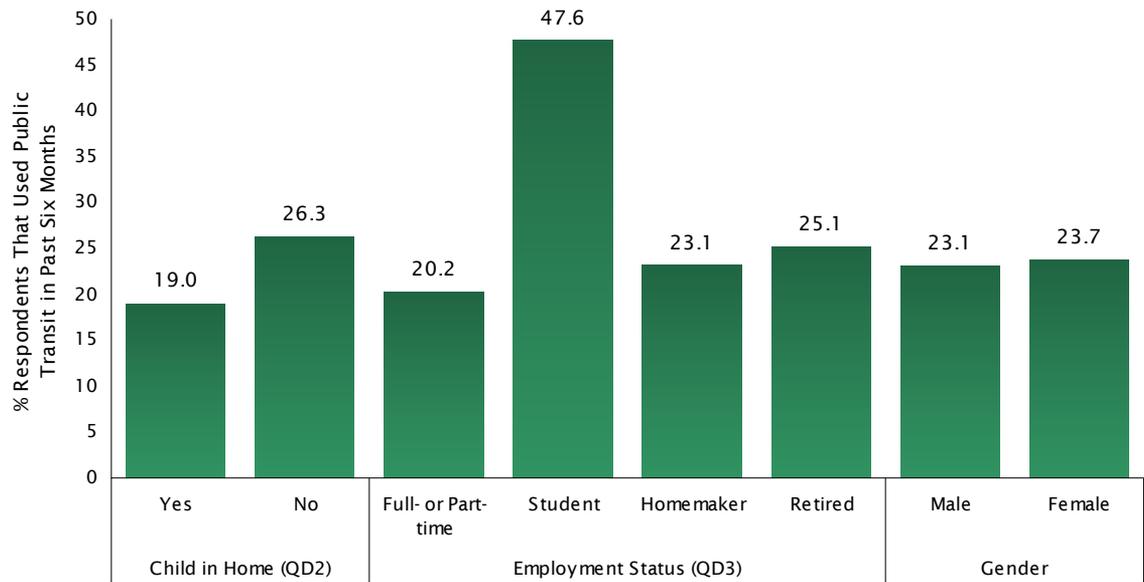
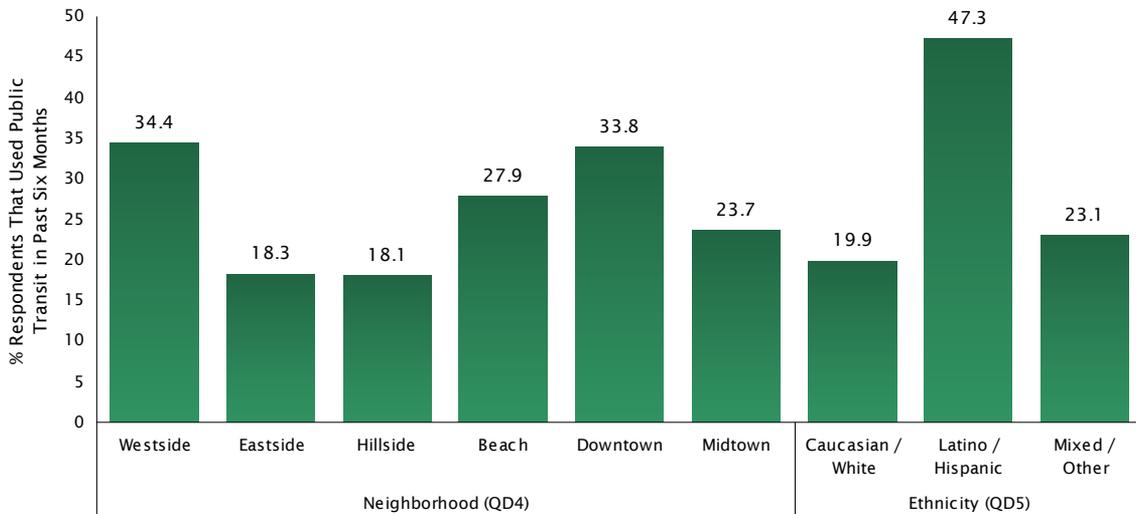


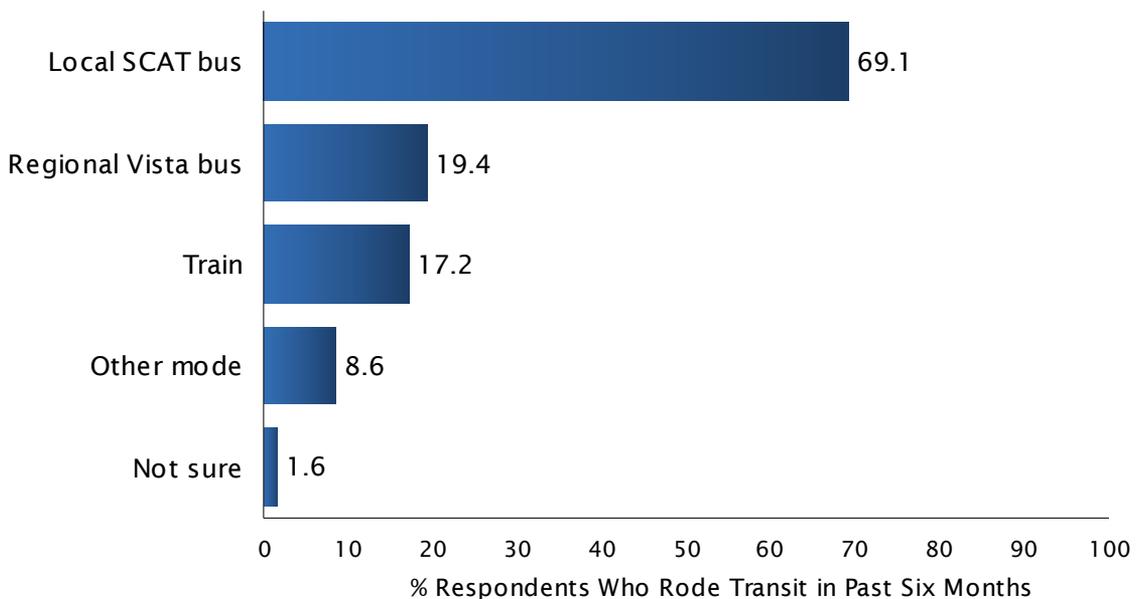
FIGURE 66 USED VENTURA PUBLIC TRANSIT IN PAST SIX MONTHS BY NEIGHBORHOOD & ETHNICITY



When asked what types of public transportation they have used, the local SCAT bus was by far the most common response (69%), followed by the regional Vista bus (19%), the train (17%), and other singular forms that do not warrant a separate category (9%)—see Figure 67. With respect to frequency, 28% of riders indicated that they ride transit at least once per week (see Figure 68), 16% do so two to three times per month, 15% indicated that they ride transit once per month, and 40% reported that they ride transit in Ventura less frequently than once per month.

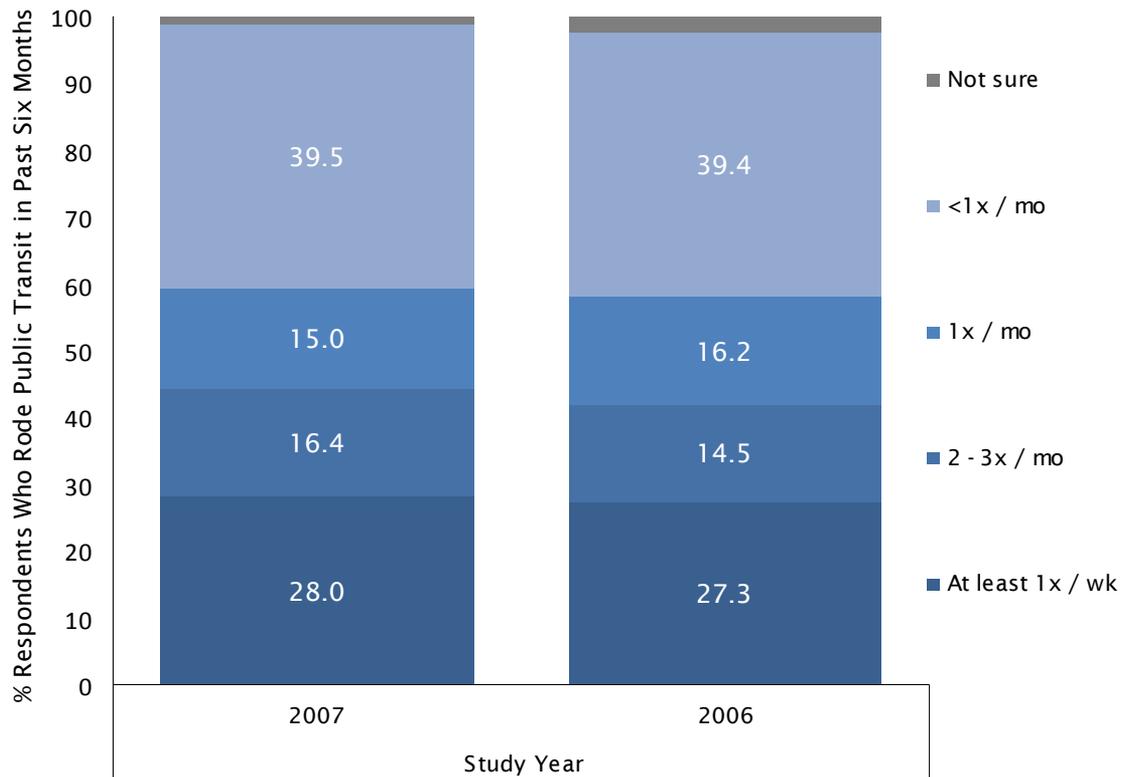
Question 35 *What types of public transportation have you used?*

FIGURE 67 TYPES OF PUBLIC TRANSIT USED IN PAST SIX MONTHS



Question 36 How frequently have you used public transportation in Ventura in the past six months? Every week, two to three times per month, once per month, or less frequently than once per month?

FIGURE 68 FREQUENCY OF PUBLIC TRANSIT USE AMONG RIDERS: 2006 & 2007



PARKING Shifting gears, the survey next asked all respondents if they typically have a difficult time finding a parking space when they visit (by car) each of the locations shown to the left of Figure 69. To allow for an apples-to-apples comparison between the locations, those who indicated that they don't visit an area and/or were not sure were removed from the analysis.

Overall, the beach front area presented respondents with the greatest amount of difficulty finding a parking space in 2007, with 54% reporting that they typically have a difficult time finding parking at this location. Parking was also comparatively difficult to find Downtown (49%) and in the Hospital area (42%), whereas respondents indicated it is generally easier to find parking on the Westside (24%) and in Midtown (22%). When compared to the 2006 results, there was a statistically significant increase of 11% in the percentage of respondents who indicated that they have difficulty finding parking at the beach front area (see Table 5).

Question 37 For each of the areas I mention, please tell me if you typically have a difficult time finding a parking space when you visit the area by car. If you don't visit the area by car, just say so.

FIGURE 69 DIFFICULTY OF PARKING AT VARIOUS LOCATIONS IN VENTURA

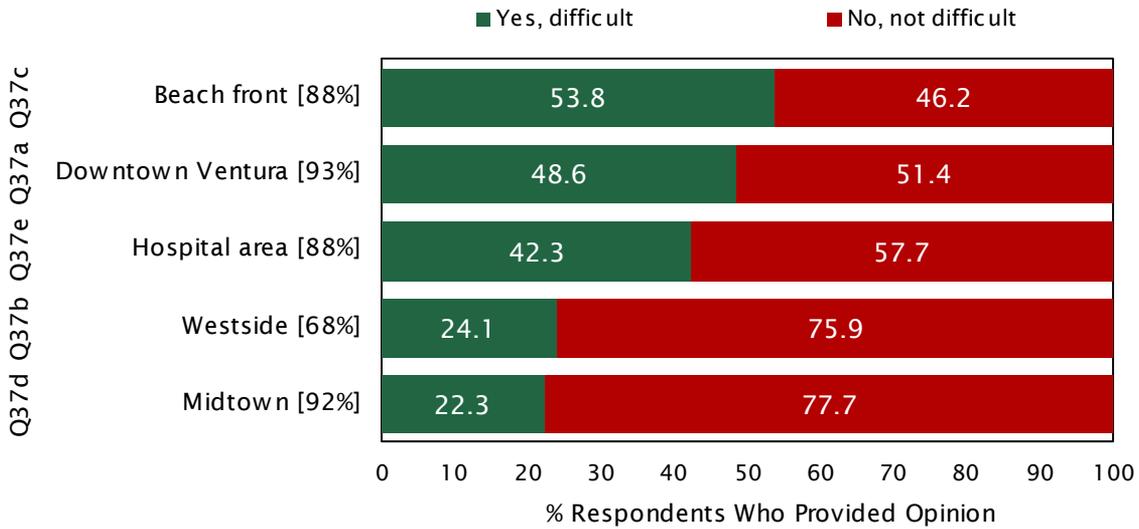


TABLE 5 DIFFICULTY OF PARKING AT VARIOUS LOCATIONS IN VENTURA: 2006 & 2007

	Study Year		Difference in % Parking Difficulty
	2007	2006	
Beach front	53.8	42.3	+11.5†
Midtown	22.3	19.3	+3.1
Hospital area	42.3	41.5	+0.8
Downtown Ventura	48.6	48.7	-0.1
Westside	24.1	27.3	-3.2

† Statistically significant change ($p < 0.05$) between the 2006 and 2007 studies.

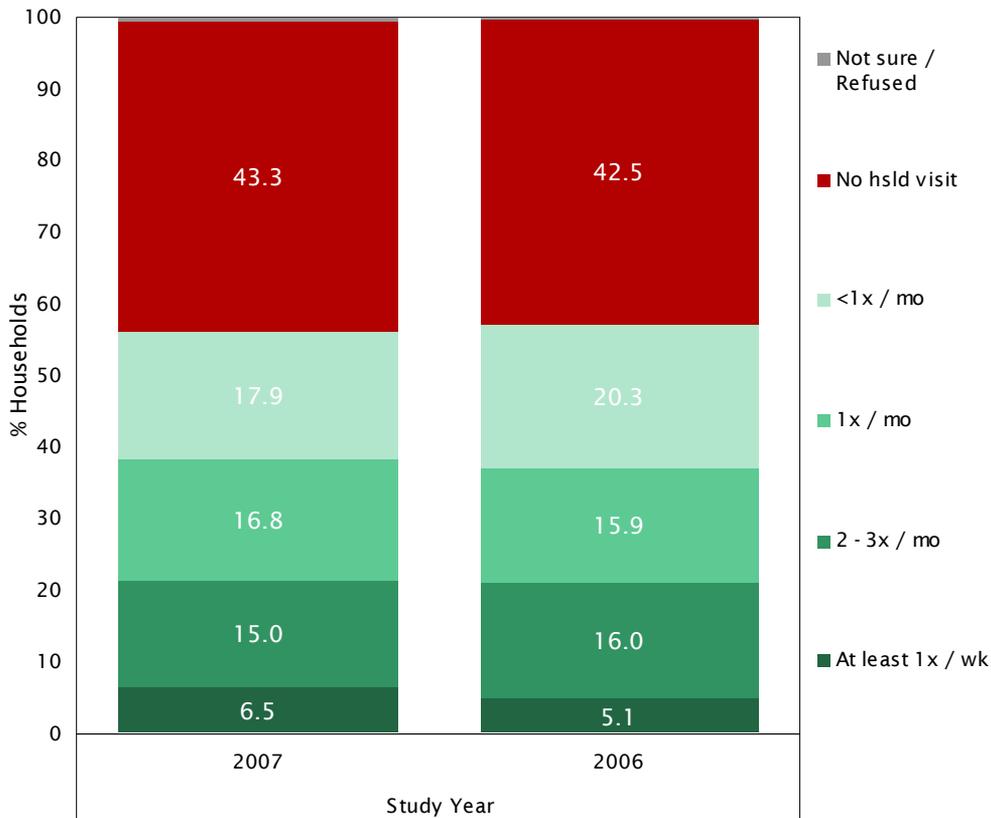
LIBRARY

The final substantive section of the 2007 resident ‘satisfaction’ survey presented respondents with two questions about the public library in the City of Ventura. Respondents were asked whether they or another member of their household had visited a public library in the City of Ventura in the six months prior to the interview and—if yes—how often their household typically visits the library. The answers to both questions are combined in Figure 70. Overall, 57% of respondents indicated that at least one member of their household had visited a public library in the City of Ventura during the period of interest. Of these respondents, 7% visited weekly, 15% visited two to three times per month, and an additional 17% indicated that they frequented the library once per month. The patterns of visitation reported in 2007 were nearly identical to those recorded in 2006.

Question 38 *In the past six months, have you or another member of your household visited a public library in the City of Ventura?*

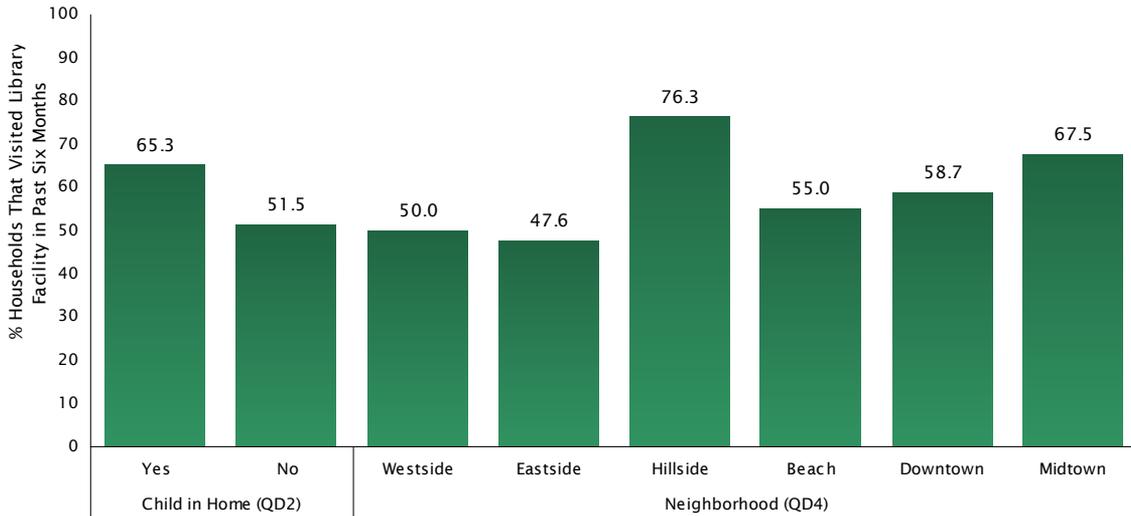
Question 39 *On average, how often would you say that you or another member of your household visits a public library in Ventura—every week, two to three times per month, once per month, or less frequently than once per month?*

FIGURE 70 HOUSEHOLD LIBRARY VISITS IN PAST 12 MONTHS: 2006 & 2007



When compared to their respective counterparts, household visitation to a public library in Ventura was most commonly reported by households with children and those in the Hillside neighborhood (Figure 71).

FIGURE 71 HOUSEHOLD LIBRARY VISIT IN PAST 12 MONTHS BY CHILD IN HOME & NEIGHBORHOOD





BACKGROUND & DEMOGRAPHICS

TABLE 6 DEMOGRAPHICS OF SAMPLE

Study Year	2007	2006	2005
Respondents	400	400	400
QD1 Age			
18 to 24	10.1	9.9	10.3
25 to 34	18.3	17.9	18.7
35 to 44	22.7	22.2	23.1
45 to 54	18.9	18.6	19.3
55 to 64	10.8	10.5	11.0
65 and over	16.7	16.3	17.0
Refused	2.5	4.5	0.5
QD2 Child in home			
Yes	35.1	34.8	39.1
No	63.6	63.0	60.9
Refused	1.2	2.3	0.0
QD3 Employment status			
Employed full-time	49.4	43.3	52.7
Employed part-time	12.1	11.9	10.1
Student	4.6	6.8	5.9
Homemaker	5.7	10.4	6.3
Retired	20.5	19.0	19.9
In-between jobs	3.5	4.3	4.6
Refused	4.2	4.2	0.6
QD4 Neighborhood			
Westside	11.1	11.6	12.0
Eastside	36.6	38.7	34.8
Hillside	8.1	8.8	8.1
Beach	12.5	9.9	12.1
Downtown	5.3	8.3	7.5
Midtown	19.3	18.0	21.0
Not sure	7.2	4.8	4.5
QD5 Ethnicity			
Caucasian / White	71.2	68.1	70.9
Latino / Hispanic	12.9	13.7	17.7
Af American / Black	0.5	0.7	0.7
American Indian	1.7	1.9	2.0
Asian	2.1	0.9	2.0
Pacific Islander	0.0	1.0	0.2
Mixed	4.8	4.8	1.7
Other	2.8	2.8	3.4
Refused	4.0	6.1	1.3
QD6 Interest in small group discussion participation			
Yes	58.4	64.1	66.6
No	34.1	27.8	26.7
Not sure	7.6	8.1	6.8
QD7 Gender			
Male	51.2	44.4	50.2
Female	48.8	55.6	49.8

Table 6 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in creating the sample, the results shown are representative of the universe of adults within the City of Ventura. The primary motivations for collecting the background and demographic information were to manage the sampling process and provide insight into how the results of the substantive questions of the survey vary by demographic characteristics (see crosstabulations in Appendix A for a full breakdown of each question).



M E T H O D O L O G Y

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

QUESTIONNAIRE DEVELOPMENT & TRANSLATION Dr. McLarney of True North Research worked closely with the City of Ventura to develop a questionnaire that covered the topics of interest and avoided the 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 the 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.

Many of the questions asked in the 2007 survey were tracked directly from the 2005 and 2006 surveys to allow the City to reliably track its performance over time. Once the survey was finalized, it was professionally translated into Spanish to allow individuals who preferred to take the interview in Spanish the opportunity to do so.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the live interviewers when conducting the telephone interviews, as well as programmed to allow participation via the Internet among selected respondents who preferred to participate online. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City of Ventura prior to formally beginning the survey.

SAMPLE Households within the City of Ventura were chosen for this study using a random digit dial (RDD) sampling method. An RDD sample is drawn by first selecting all of the active phone exchanges (first three digits in a seven digit phone number) and working blocks that service the City. After estimating the number of listed households within each phone exchange that are located within the City, a sample of randomly selected phone numbers is generated with the number of phone numbers per exchange being proportional to the estimated number of households within each exchange in the City. This method ensures that both listed and unlisted households are included in the sample. It also ensures that new residents and new developments have an opportunity to participate in the study, which is not true if the sample were based on a telephone directory.

Although the RDD method is widely used for community surveys, the method also has several known limitations that must be adjusted for to ensure representative data. Research has shown, for example, that individuals with certain demographic profiles (e.g., older women) are more likely to be at home and are more likely to answer the phone even when other members of the household are available. If this tendency is not adjusted for, the RDD sampling method will produce a survey that is biased in favor of women—particularly older women. To adjust for this behavioral tendency, the survey included a screening question which initially asked to speak to the youngest male available in the home. If a male was not available, then the interviewer was instructed to speak to the youngest female currently available. This protocol was followed—to

the extent needed—to ensure a representative sample. In addition to following this protocol, the sample demographics were monitored as the interviewing proceeded to make sure they were within certain tolerances.

Additionally, because the City of Ventura shares phone exchanges with neighboring communities, potential respondents were initially asked the ZIP code of their residence (Question SC1). All adults in ZIP codes 93001, 93002, 93003, 93004, 93005, 93006, 93007, 93009 who lived in the City of Ventura were eligible to participate.

MARGIN OF ERROR DUE TO SAMPLING By using an RDD probability-based sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the resulting sample was representative of adults in the City of Ventura. The results of the sample can thus be used to estimate the opinions of *all* adults in the City. Because not every adult in 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 400 adults for a particular question and what would have been found if all of the estimated 80,618 adults in the City had been interviewed.

For example, in estimating the percentage of adult residents who have used public transportation in the City of Ventura in the past six months (Question 34), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below:

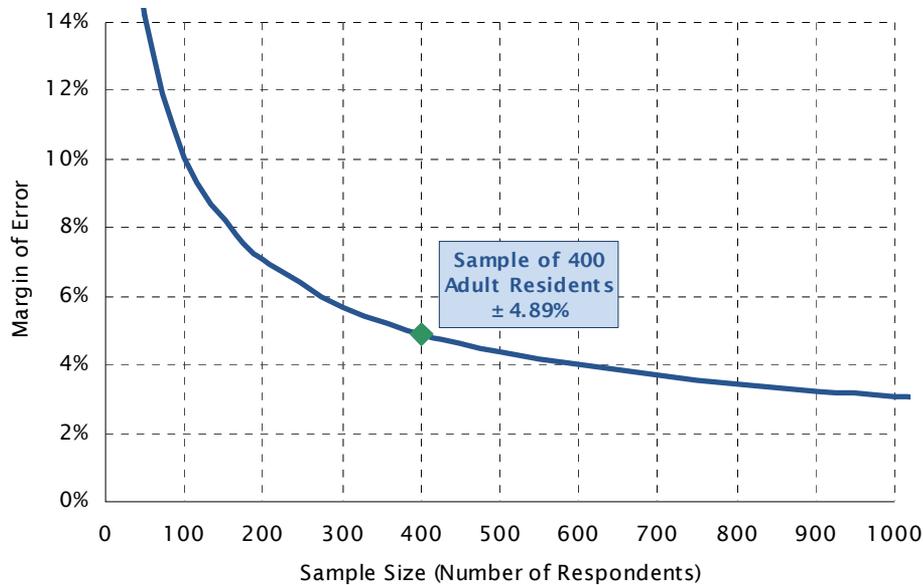
$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where \hat{p} is the proportion of adult residents of have used public transportation in the City of Ventura in the past six months (0.23 for 23%, for example), N is the population size of all adult residents (80,618), n is the sample size that received the question (400), and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving this equation using these values reveals a margin of error of $\pm 4.12\%$. This means that with 23% of adult residents indicating they had used public transportation in the City of Ventura in the past six months, we can be 95% confident that the actual percentage of all adult residents who used public transportation in the City during this period is between 19% and 27%.

Figure 72 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 (i.e., $\hat{p} = 0.5$). For this survey, the maximum margin of error is $\pm 4.89\%$ for questions answered by all 400 respondents.

Within this report, figures and tables show how responses to certain questions varied by subgroups such as years living in Ventura, age of the respondent, and neighborhood of residence. Figure 72 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.

FIGURE 72 MAXIMUM MARGIN OF ERROR



DATA COLLECTION The primary method of data collection for this study was telephone interviewing. Interviews were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between December 14 and December 23, 2007. 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. Telephone interviews averaged 22 minutes in length. Additionally, respondents who preferred to take the survey online were allowed to do so via a secure, password protected website.

DATA PROCESSING 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 whether a change in responses between the 2006 and 2007 studies was due to an actual change in opinions or was likely an artifact of independently drawn cross-sectional samples.

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 charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



City of Ventura
Resident Satisfaction Survey
Final Toplines
February 2008

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, a public opinion research company. We're conducting a survey about issues in your community and we would like to get your opinions.

If needed: This is a survey about important issues in Ventura (Ven-Ter-Uh). I'm NOT trying to sell anything.

If needed: The survey should take around 15 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 the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *(if there is no male currently at home that is at least 18 years of age, then ask):* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

(If there is no adult currently available, then ask for a callback time.)

NOTE: Adjust this screener as needed to match sample quotas on gender & age

SC1 What is the zip code at your residence? *(Read zip code back to them to confirm correct)*

1	93001, 93002, 93003, 93004, 93005, 93006, 93007, 93009	100%	Continue
2	Other	0%	Terminate

If SC1 = 93001 or 93004, ask SC2. Otherwise, skip to Section 3.

SC2 Do you live within the City of Ventura (Ven-Ter-Uh), or do you live just outside of the City in an area that is governed by the County?

1	Within City of Ventura	100%	Continue
2	Outside / Governed by County	0%	Terminate
99	Not sure / Refused	0%	Terminate

Section 3: General Perceptions of City

I'd like to begin by asking you a few questions about what it is like to live in the City of Ventura (Ven-Ter-Uh).

Q1	How long have you lived in the City of Ventura (Ven-Ter-Uh)?		
	1	Less than 1 year	3%
	2	1 to 2 years	8%
	3	3 to 4 years	8%
	4	5 to 9 years	16%
	5	10 to 14 years	13%
	6	15 years or longer	51%
	99	Refused	0%
Q2	How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	39%
	2	Good	50%
	3	Fair	9%
	4	Poor	1%
	5	Very Poor	0%
	98	Not sure	0%
	99	Refused	0%
Q3	If the City government could change one thing to make Ventura (Ven-Ter-Uh) a better place to live now and in the future, what change would you like to see?		
	Not sure / Cannot think of anything		15%
	Improve public safety		10%
	Provide more affordable housing		9%
	Limit growth / Preserve open space		8%
	Reduce traffic congestion		6%
	Improve, maintain roads		6%
	Beautify City, beaches		4%
	Develop, improve downtown area		4%
	Nothing / Everything is fine		4%
	Improve employment opportunities		4%
	Address homeless issue		3%
	Change, improve Council, gov process		3%

Improve, add parks, rec facilities	3%
Improve education	3%
Reduce budget / Control spending	3%
Improve environmental efforts	3%
Reduce cost of living	2%
Improve planning, zoning	2%
Reduce taxes, fees	2%
Provide positive alternatives for youth	1%
Improve public transit	1%
Address illegal immigrant issue	1%

Section 4: City Services

Next, I'm going to ask a series of questions about services provided by the City of Ventura (Ven-Ter-Uh).

Q4 Generally speaking, are you satisfied or dissatisfied with the job the City of Ventura (Ven-Ter-Uh) is doing to provide city services? (*get answer, then ask*): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

1	Very satisfied	39%
2	Somewhat satisfied	52%
3	Somewhat dissatisfied	5%
4	Very dissatisfied	2%
98	Not sure	2%
99	Refused	1%

Split Sample. Half of the sample gets Q5 & Q6 together. Other half gets Q7 & Q8 together

Q5 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.

Make sure respondent understands the 4 point scale.

	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
A	Enforcing traffic laws	18%	47%	27%	9%	0%	0%
B	Maintaining a low crime rate	39%	51%	8%	1%	1%	0%
C	Providing police patrols	31%	51%	14%	3%	1%	0%
D	Maintaining local streets and roads	28%	56%	14%	2%	0%	0%
E	Providing art in public places	7%	21%	46%	25%	1%	0%
F	Landscaping, including street medians and street trees	7%	41%	44%	7%	1%	0%
G	Maintaining parks	25%	48%	24%	3%	0%	0%

H	Reducing traffic congestion on City streets	21%	45%	29%	4%	1%	0%
I	Providing cultural programs	14%	24%	42%	18%	1%	0%
J	Preserving open space	25%	34%	33%	9%	0%	0%
K	Promoting economic development	18%	38%	36%	6%	0%	1%
L	Preserving historic buildings	19%	35%	36%	9%	0%	0%
M	Maintaining sidewalks and bike paths	21%	48%	29%	2%	0%	0%
N	Providing recreation programs for elementary school children	27%	44%	23%	5%	1%	0%
O	Providing recreation programs for adults	13%	22%	45%	19%	1%	0%
Q6	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 of Ventura (Ven-Ter-Uh) is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? (Get answer. If 'satisfied' or 'dissatisfied', then ask): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?						
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Refused
A	Enforce traffic laws	47%	37%	8%	4%	4%	0%
B	Maintain a low crime rate	36%	49%	6%	6%	3%	0%
C	Provide police patrols	45%	42%	6%	5%	2%	0%
D	Maintain local streets and roads	25%	49%	13%	12%	1%	0%
E	Provide art in public places	30%	38%	9%	10%	13%	0%
F	Landscape, including street medians and street trees	35%	50%	8%	3%	5%	0%
G	Maintain parks	50%	38%	6%	2%	4%	0%
H	Reduce traffic congestion on City streets	20%	41%	20%	15%	3%	0%
I	Provide cultural programs	32%	43%	7%	2%	16%	0%
J	Preserve open space	27%	51%	11%	5%	5%	0%
K	Promote economic development	16%	49%	16%	9%	9%	0%
L	Preserve historic buildings	46%	38%	5%	2%	8%	0%
M	Maintain sidewalks and bike paths	35%	48%	6%	7%	4%	0%
N	Provide recreation programs for elementary school children	24%	43%	8%	4%	20%	0%
O	Provide recreation programs for adults	31%	43%	7%	3%	16%	0%

Q7							
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>Make sure respondent understands the 4 point scale.</i>							
	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
A	Providing emergency medical services	36%	56%	7%	1%	0%	0%
B	Enforcing parking laws	9%	25%	45%	20%	1%	0%
C	Protecting the environment	27%	50%	23%	1%	0%	0%
D	Preparing the City for emergencies	32%	48%	18%	0%	2%	0%
E	Maintaining adequate street lighting	23%	47%	28%	2%	0%	0%
F	Keeping public building and facilities clean and attractive	19%	51%	26%	3%	0%	0%
G	Providing public transportation services	16%	48%	24%	12%	0%	0%
H	Providing outreach services for seniors and their families	18%	45%	32%	5%	1%	0%
I	Managing growth and development in the City	24%	45%	27%	4%	1%	1%
J	Preventing flooding	25%	44%	25%	4%	1%	0%
K	Protecting coastal water quality	30%	50%	18%	1%	1%	0%
L	Preventing stormwater pollution	24%	51%	22%	2%	1%	0%
M	Providing recreation programs for teens	22%	47%	24%	5%	3%	0%
N	Providing recreation programs for seniors	14%	40%	38%	7%	1%	0%
O	Providing fire protection services	37%	53%	8%	0%	1%	0%
P	Providing fire prevention services	29%	49%	20%	1%	2%	0%
Q8							
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 of Ventura (Ven-Ter-Uh) is doing to provide the service.							
Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? (Get answer. If 'satisfied' or 'dissatisfied', then ask): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Refused
A	Provide emergency paramedic services	58%	24%	1%	4%	14%	0%
B	Enforce parking laws	33%	35%	8%	5%	20%	0%
C	Protect the environment	30%	47%	7%	3%	12%	0%
D	Prepare the City for emergencies	28%	40%	8%	4%	20%	0%

E	Maintain adequate street lighting	38%	43%	11%	3%	5%	0%
F	Keep public building and facilities clean and attractive	47%	43%	5%	2%	4%	0%
G	Provide public transportation services	35%	37%	14%	4%	10%	0%
H	Provide outreach services for seniors and their families	21%	41%	4%	2%	32%	0%
I	Manage growth and development in the City	25%	40%	15%	11%	10%	0%
J	Prevent flooding	35%	38%	3%	1%	22%	1%
K	Protect coastal water quality	31%	40%	8%	4%	16%	0%
L	Prevent stormwater pollution	30%	37%	7%	7%	19%	0%
M	Provide recreation programs for teens	26%	42%	6%	4%	22%	0%
N	Provide recreation programs for seniors	27%	40%	2%	2%	29%	0%
O	Provide fire protection services	57%	28%	4%	1%	8%	0%
P	Provide fire prevention services	49%	33%	4%	2%	12%	0%

Section 5: Public Safety & Neighborhood Issues

Q9	Next, I'd like to ask a few questions about personal safety and security in the City of Ventura (Ven-Ter-Uh). When you are _____, would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?						
	<i>Randomize</i>	Very Safe	Reasonably Safe	Somewhat Unsafe	Very Unsafe	Not sure	Refused
A	Walking alone in your neighborhood after dark	44%	37%	12%	5%	2%	0%
B	Walking alone in commercial and retail areas during the day	69%	26%	3%	0%	0%	0%
C	Walking alone in commercial and retail areas after dark	25%	49%	16%	7%	3%	0%
<i>Only ask Q10 if Q1 = (3,4,5,6). Otherwise, skip to Q11</i>							
Q10	When compared to three years ago, would you say that the City of Ventura (Ven-Ter-Uh) is safer now, is less safe, or is about the same as it was before? <i>If safer or less safe, ask: Would that be much (safer/less safe) or somewhat (safer/less safe)?</i>						
	1	Much safer					3%
	2	Somewhat safer					9%
	3	About the same					70%
	4	Somewhat less safe					11%
	5	Much less safe					5%
	98	Not sure					2%
	99	Refused					0%

Q11							
As I read each of the following statements, please indicate whether you agree or disagree with the statement.							
In my neighborhood, I am concerned that: _____. Do you agree or disagree? Would that be strongly (agree/disagree) or somewhat (agree/disagree)?							
	<i>Randomize</i>	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Refused
A	Someone will try to rob or steal something from me	12%	22%	30%	34%	1%	0%
B	Someone will try to attack me while I am outside	4%	12%	26%	57%	1%	0%
C	Someone will try to break into my home	12%	19%	33%	35%	1%	0%
D	Someone will try to steal or damage my car	16%	24%	27%	30%	3%	1%
E	Someone will damage or vandalize my house or property	12%	20%	31%	35%	1%	0%
F	Someone will try to attack me sexually while I am outside	4%	8%	27%	60%	1%	0%
G	Someone will try to harm my children or other children	9%	16%	30%	37%	7%	1%
Q12							
The City of Ventura's (Ven-Terr-Uhz) Police Department has a limited budget and staff, so the Department must prioritize the services that it offers.							
As I read each of the following services provided by the Department, please indicate whether you think the Department should make the service a high, medium or low priority. If you feel the Department should not spend any resources on a service, just say so. Please keep in mind that not all of the services can be high priorities.							
Here is the (first/next) one: _____. Should this service be a high, medium or low priority for the Department, or should the Department not spend any resources on this service?							
	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend resources	Not sure	Refused
A	Motor vehicle patrols	41%	47%	10%	1%	1%	0%
B	Crime prevention programs like neighborhood watch	48%	38%	11%	2%	1%	0%
C	Gang enforcement	82%	14%	3%	1%	1%	0%
D	Follow-up investigation of crimes	70%	26%	2%	0%	2%	0%
E	Police storefronts	22%	48%	22%	4%	3%	0%
F	School resource officer program	39%	39%	16%	3%	4%	0%
G	Foot patrols	26%	42%	27%	4%	3%	0%
H	Drug and narcotics enforcement	65%	25%	8%	1%	0%	0%
I	Enforcing traffic laws	24%	52%	22%	2%	0%	0%

J	Preventing theft	55%	38%	5%	1%	1%	0%	
K	Preventing juvenile crime	62%	32%	4%	0%	2%	0%	
Q13	Do you think the level of funding for public safety services in the City of Ventura is currently above what is needed, about right, or below what is needed?							
	1	Above what is needed						6%
	2	About right						47%
	3	Below what is needed						35%
	98	Not sure						11%
	99	Refused						0%
Q14	<p>To help improve public safety in the City of Ventura, including:</p> <ul style="list-style-type: none"> Hiring six additional police officers Hiring three additional firefighter paramedics Ensuring faster response times to emergencies And improving 911 services <p>Would you support or oppose a fee of \$1.75 (one dollar and seventy-five cents) per month on business, cellular, and residential phone lines in the City? <i>Get answer, then ask: Would that be definitely (support/oppose) or probably (support/oppose)?</i></p>							
	1	Definitely support					41%	<i>Skip to Q16</i>
	2	Probably support					25%	<i>Skip to Q16</i>
	3	Probably oppose					9%	<i>Ask Q15</i>
	4	Definitely oppose					21%	<i>Ask Q15</i>
	98	Not sure					4%	<i>Ask Q15</i>
	99	Refused					0%	<i>Skip to Q16</i>
Q15	<p>If you knew that:</p> <ul style="list-style-type: none"> Because of falling home prices, there is no other way to add police and firefighters without cutting other city services And the additional police officers and firefighters will help reduce gang activity in Ventura and improve the City's ability to respond quickly to a major emergency or natural disaster <p>Would you support or oppose a fee of \$1.75 (one dollar and seventy-five cents) per month on business, cellular, and residential phone lines in the City? <i>Get answer, then ask: Would that be definitely (support/oppose) or probably (support/oppose)?</i> Percentages shown below are of all respondents—only those who opposed or were unsure at Q14 received the question.</p>							
	1	Definitely support						1%
	2	Probably support						5%
	3	Probably oppose						6%
	4	Definitely oppose						22%
	98	Not sure						1%
	99	Refused						0%

Q16	The City of Ventura (Ven-Terr-Uh) has created codes to address a variety of issues that can affect a neighborhood, such as illegal parking, abandoned vehicles, non-permitted construction, illegal signs, junk storage and properties not being properly maintained.		
	Overall, are you satisfied or dissatisfied with the City's efforts to enforce code violations, 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>		
	1	Very satisfied	28%
	2	Somewhat satisfied	26%
	3	Somewhat dissatisfied	9%
	4	Very dissatisfied	6%
	98	No Opinion	30%
99	Refused	1%	
Q17	Is there a particular issue or code violation that the City isn't addressing that leads you to be dissatisfied? <i>If yes, ask: Please briefly describe it to me.</i>		
		Not sure	28%
		Illegal parking / Parking issues	24%
		Abandoned vehicles	17%
		Unkempt yards, neighborhoods	16%
		Building code violations	9%
		Vandalism, graffiti	7%
		Illegal garages	6%
		Environmental issues	2%

Section 6: Panhandling

Q18	At any time in the past six months have you been approached in the City of Ventura by a person asking for a hand-out, also known as panhandling?		
	1	Yes	71%
	2	No	29%
	99	Refused	0%
Q19	At any time in the past six months did you give money or other items of value to a panhandler?		
	1	Yes	45%
	2	No	54%
	99	Refused	1%

Section 7: Park, Recreation & Beaches									
Q20	Have you or anyone else in your household visited a City of Ventura (Ven-Ter-Uh) park in the past 12 months?								
	1	Yes	87%			Ask Q21			
	2	No	13%			Skip to Q22			
	98	Not sure	0%			Skip to Q22			
	99	Refused	0%			Skip to Q22			
Q21	How frequently do you or other members of your household typically visit the parks in Ventura (Ven-Ter-Uh)? At least once per week, two to three times per month, once per month, or less often than once per month?								
	1	At least once per week	39%						
	2	2 to 3 times per month	18%						
	3	Once per month	19%						
	4	Less often than once per month	23%						
	98	Not sure	1%						
	99	Refused	0%						
Q22	How do you rate the: _____ of Ventura (Ven-Ter-Uh) parks? Would you say it is excellent, good, fair, poor or very poor?								
	<i>Randomize</i>		Excellent	Good	Fair	Poor	Very Poor	Not Sure	Refused
A	Safety		34%	46%	14%	2%	0%	4%	0%
B	Appearance		40%	49%	8%	1%	0%	1%	0%
C	Overall quality		37%	51%	10%	1%	0%	1%	0%
Q23	In the past 12 months, have you or any member of your household participated in a recreational or cultural program offered by the City of Ventura (Ven-Ter-Uh)?								
	1	Yes	35%			Ask Q24			
	2	No	64%			Skip to Q26			
	98	No Opinion/Not Sure	1%			Skip to Q26			
	99	Prefer not to answer	0%			Skip to Q26			

Q24		Was the program or programs that your household participated in designed for children, teens, adults, seniors or families? <i>(Multiple response permitted)</i>							
	1	Children					44%		
	2	Teens					14%		
	3	Adults					31%		
	4	Seniors					14%		
	5	Families					30%		
	98	No Opinion/Not Sure					2%		
	99	Prefer not to answer					0%		
Q25		Overall, how would you rate the quality of Ventura's (Ven-Ter-Uhs) recreational and cultural programs that your household participated in? Would you say it was excellent, good, fair, poor or very poor?							
	1	Excellent					39%		
	2	Good					55%		
	3	Fair					6%		
	4	Poor					0%		
	5	Very Poor					0%		
	98	Not sure					0%		
	99	Refused					0%		
Q26		Have you or anyone else in your household visited a Ventura (Ven-Ter-Uh) area beach in the past 12 months?							
	1	Yes	89%		Ask Q27				
	2	No	11%		Skip to Q29				
	98	Not sure	0%		Skip to Q29				
	99	Refused	0%		Skip to Q29				
Q27		How do you rate the: _____? Would you say it is excellent, good, fair, poor or very poor?							
<i>Read in Order</i>			Excellent	Good	Fair	Poor	Very Poor	Not Sure	Refused
A	Availability of free or low cost parking at Ventura (Ven-Ter-Uh) area beaches		19%	28%	25%	19%	5%	4%	0%
B	Cleanliness of Ventura (Ven-Ter-Uh) area beaches		18%	42%	24%	13%	3%	0%	0%
C	Natural condition of the beaches, including presence of drift wood and shells		17%	43%	23%	12%	4%	2%	0%
D	Presence of lifeguards at Ventura (Ven-Ter-Uh) area beaches		11%	34%	22%	11%	4%	17%	1%
E	Beaches in terms of being dog-friendly		11%	32%	16%	16%	7%	17%	2%

Q28	Of the factors I just mentioned—cleanliness, natural condition, presence of lifeguards, and being dog friendly—which factor has the greatest impact on which beach you choose to go to?		
	1	Cleanliness	47%
	2	Natural condition of the beaches	14%
	3	Presence of lifeguards	10%
	4	Dog friendly	20%
	5	None/Don't consider these factors	6%
	98	Not sure	3%
	99	Refused	0%

Section 8: Perceptions of Ventura

Q29	Next, I'm going to read you a series of statements about Ventura (Ven-Ter-Uh). For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: ----- Do you agree or disagree? Would that be strongly (agree/disagree) or somewhat (agree/disagree)?						
	<i>Randomize</i>	Strongly Agree	Smwht Agree	Smwht Disagree	Strongly Disagree	Not sure	Refused
A	City leaders can be counted on to make the right decisions on matters of local government	15%	50%	15%	9%	10%	1%
B	The City is responsive to residents' needs	18%	56%	14%	8%	3%	1%
C	The City is accountable to residents	22%	48%	16%	7%	5%	1%
D	I trust the City of Ventura	27%	52%	12%	8%	1%	1%
E	The City is fiscally responsible	22%	47%	13%	9%	9%	1%
F	Too often the City wastes taxpayer's money or spends it on their own pet projects	27%	27%	22%	8%	15%	0%
G	The City government listens to its residents when making important decisions	17%	46%	18%	10%	9%	0%
H	Most of the property taxes that residents pay do not go to the City, the money goes to the State and to schools	17%	27%	11%	6%	37%	1%
I	Ventura is a City that embraces the cultural arts, including music, theatre and museums.	52%	37%	7%	2%	2%	1%
J	If a person wants to continue their education, there are a lot of opportunities in Ventura	49%	31%	11%	6%	3%	0%

<i>Only ask Q30 if Q29C = (3,4).</i>		
Q30	Is there a particular reason why you think the City is not accountable to residents?	
	Not sure	30%
	Officials do not listen to residents	27%
	Officials have own agenda	8%
	Poor leadership	7%
	Address wrong priorities	5%
	Too much development	5%
	Mismanagement of funds	3%
	Taxes too high	2%
	Past experiences with City	2%
<i>Only ask Q31 if Q29D = (3,4).</i>		
Q31	Is there a particular reason why you do not trust the City?	
	Not sure	29%
	Officials not capable of doing right thing	27%
	Officials not addressing resident concerns	24%
	Fiscal irresponsibility	6%
	Too political, bureaucratic	6%
	Need improved leadership, direction	4%
Q32	During the past three years, have you volunteered your time or resources to assist with a community cause?	
	1 Yes	52%
	2 No	46%
	98 Not sure	1%
	99 Refused	0%
Q33	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	17%
	2 Somewhat attentive	49%
	3 Slightly attentive	21%
	4 Not at all attentive	12%
	98 Not sure	1%
	99 Refused	0%

Section 9: Transportation & Parking						
Q34	In the past six months, have you used public transportation in the City of Ventura?					
	1	Yes	23%	Ask Q35		
	2	No	76%	Skip to Q37		
	99	Refused	0%	Skip to Q37		
Q35	What types of public transportation have you used? <i>If they say 'bus', clarify: Did you ride a local SCAT bus, or a regional Vista bus, or both?</i>					
	1	Local SCAT bus	62%			
	2	Regional Vista bus	16%			
	3	Train	12%			
	4	Other form of public transportation	9%			
	98	Not sure	2%			
	99	Refused	0%			
Q36	How frequently have you used public transportation in Ventura in the past six months? Every week, two to three times per month, once per month, or less frequently than once per month?					
	1	Every week	28%			
	2	Two to three times per month	16%			
	3	Once per month	15%			
	4	Less frequently than once per month	40%			
	98	Not sure	1%			
	99	Refused	0%			
Q37	For each of the areas I mention, please tell me if you typically have a difficult time finding a parking space when you visit the area by car. If you don't visit the area by car, just say so.					
		<i>Ask in Order</i>	Yes (have difficulty)	No (do not have difficulty)	Doesn't apply/ Don't visit	Refused
A	Downtown Ventura (Ven-Terr-Uh)		45%	48%	7%	0%
B	Westside		16%	51%	30%	2%
C	Beach front		47%	40%	12%	0%
D	Midtown		21%	72%	7%	0%
E	The Hospital area		37%	51%	12%	0%

Section 10: Library			
Q38	In the past six months, have you or another member of your household visited a public library in the City of Ventura?		
	1	Yes	56%
	2	No	43%
	99	Refused	0%
Q39	On average, how often would you say that you or another member of your household visits a public library in Ventura (Ven-Terr-Uh) – every week, two to three times per month, once per month, or less frequently than once per month?		
	1	Every week	11%
	2	Two to three times per month	27%
	3	Once per month	30%
	4	Less often than once per month	32%
	98	Not sure	0%
	99	Refused	0%

Section 11: 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?		
	18 to 24		10%
	25 to 34		18%
	35 to 44		23%
	45 to 54		19%
	55 to 64		11%
	65 and over		17%
	Refused		2%
D2	Do you currently have any children under the age of 18 living in your home?		
	1	Yes	35%
	2	No	64%
	99	Refused	1%

D3	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	49%
	2	Employed part-time	12%
	3	Student	5%
	4	Homemaker	6%
	5	Retired	20%
	6	In-between jobs	4%
	98	Not sure	4%
	99	Refused	49%
D4	Which of the following neighborhoods is closest to where you live? <i>Read list.</i>		
	1	Westside	11%
	2	Eastside	37%
	3	Hillside	8%
	4	Beach	13%
	5	Downtown	5%
	6	Midtown	19%
	98	Not sure	6%
	99	Refused	1%
D5	What ethnic group do you consider yourself a part of or feel closest to? (<i>Read list if respondent hesitates</i>)		
	1	Caucasian/White	71%
	2	Latino/Hispanic	13%
	3	African-American/Black	1%
	4	American Indian or Alaskan Native	2%
	5	Asian: Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	2%
	6	Pacific Islander	0%
	7	Mixed Heritage	5%
	98	Other	3%
	99	Refused	4%

D6	Last question. The City of Ventura (Ven-Ter-Uh) may be conducting small group discussions with residents in the future about the City and civic participation. Would you be willing to participate in one of these discussions?	
	1	Yes 58%
	2	No 34%
	98	Not sure 6%
	99	Refused 1%

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 Ventura (Ven-Ter-Uh).

Post-Interview Items

D7	Gender	
	1	Male 51%
	2	Female 49%
D8	Interview language	
	1	English 97%
	2	Spanish 3%