



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: January 22, 2009
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs *ef*
Subject: Resident Satisfaction Survey Results
Attachments: 1. Survey Results

INTRODUCTION

The City commissioned its first-ever residential satisfaction survey in December 13-21, 2008 to assess community perceptions, priorities and concerns on a variety of issues. True North Research conducted this initiative, placing almost 20,000 phone calls to the community to yield 301 statistically-significant resident responses. The survey instrument was designed as a 21-minute survey, and is rated as having an overall margin of error: (plus/minus) 5.62.

True North Research is a full-service survey research firm that has designed and implemented more than 250 studies for California municipalities and public agencies. Most recently, True North Research designed and conducted a revenue measure feasibility study for the City of Beverly Hills.

With this new data, the City Council and City staff can proceed with more confidence when evaluating strategies in a variety of areas, including fiscal priorities, planning, policy evaluation and more.

DISCUSSION

Highlights from the survey include the following values, perceptions and concerns:

- 90% of residents rated the quality of life in the City as 'excellent' or 'good.'
- 91% of residents indicated satisfaction with the City's efforts in providing municipal services
- Public safety services (police/fire/paramedic) received the highest levels of satisfaction and were viewed as top priorities for City spending (98%)

- Preparing the City for emergencies (81%) and managing/reducing traffic congestion (74%) are high priorities for residents
- 83% of households visited a park or recreation facility in the past year
- 80% of residents indicated they were satisfied with the City's efforts to communicate with them
- 56% of residents had been in contact with staff in the past year

A copy of the survey and results are attached.

FISCAL IMPACT

Funding to conduct the residential satisfaction survey is included in the City's fiscal year budget.

STAFF RECOMMENDATION

Staff is recommending that the City Council review the survey results to guide policy-making as it relates to delivery of City services and receive and file this information.


Approved By



Section 1: Introduction to Study

Hello, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in Beverly Hills and we would like to get your opinions. This survey is not related to a political campaign.

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

If needed: The survey should take about 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 survey, thank them for their time, and terminate the interview.

Section 2: Quality of Life

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

Q1	How long have you lived in the City of Beverly Hills?		
	1	Less than 1 year	3%
	2	1 to 4 years	14%
	3	5 to 9 years	14%
	4	10 to 14 years	16%
	5	15 years or longer	53%
	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	44%
	2	Good	46%
	3	Fair	7%
	4	Poor	2%
	5	Very poor	1%
	98	Not sure	1%
	99	Refused	0%

Q3	If the City government could change one thing to make Beverly Hills a better place to live now and in the future, what change would you like to see?	
	Reduce traffic congestion	22%
	Improve parking	16%
	Not sure / Cannot think of anything	16%
	Improve planning, redevelopment	12%
	Improve gov process, Council	5%
	Improve availability, cost of housing	3%
	Improve education	3%
	Limit, reduce growth	3%
	Clean, maintain public areas	3%
	Improve public transportation	3%
	Improve public safety	2%
	No changes, everything is okay	2%
	Improve parks, recreation	2%
	Improve environment	2%
	Improve shopping opportunities	2%
	Reduce cost of living	2%
	Reduce taxes, fees	1%
	Repair, maintain streets	1%
	Address illegal immigration issues	1%
	Address homeless issue	1%
	Enforce codes	1%

Section 3: City Services

Next, I'm going to ask a series of questions about services provided by the City of Beverly Hills.

Q4	Generally speaking, are you satisfied or dissatisfied with the job the City is doing to provide city services? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		
	1	Very satisfied	58%
	2	Somewhat satisfied	33%
	3	Somewhat dissatisfied	4%
	4	Very dissatisfied	3%
	98	Not sure	1%
	99	Refused	0%

Q5 For each of the services I read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Refused
<i>Randomize</i>							
A	Provide police services	82%	13%	1%	2%	2%	0%
B	Provide fire protection and prevention services	74%	16%	0%	1%	9%	0%
C	Provide emergency paramedic services	78%	9%	1%	1%	12%	0%
D	Maintain and repair streets	52%	35%	5%	7%	1%	0%
E	Manage traffic congestion in the City	14%	35%	24%	27%	1%	0%
F	Maintain public landscapes and street medians	59%	29%	5%	5%	2%	0%
G	Provide library services	79%	15%	1%	0%	5%	0%
H	Maintain the right image and identity for Beverly Hills	50%	30%	8%	6%	6%	1%
I	Prepare the City for emergencies	44%	27%	6%	4%	19%	0%
J	Provide trash collection and recycling services	55%	29%	7%	8%	1%	0%
K	Maintain City parks and sports fields	55%	31%	5%	3%	6%	0%
L	Provide youth services including tutoring, teen programs, and after school recreation programs for children and teenagers	26%	27%	7%	4%	36%	1%
M	Provide senior services	36%	26%	2%	1%	35%	1%
N	Manage growth and development	25%	32%	15%	19%	9%	0%
O	Provide recreation programs for all ages	41%	33%	7%	2%	16%	0%
P	Bring a balanced mix of businesses into the City	31%	35%	16%	8%	10%	0%
Q	Market the City to tourists and visitors	47%	28%	6%	2%	17%	0%
R	Provide adequate public parking	26%	32%	20%	19%	2%	0%
S	Provide public art	36%	36%	9%	7%	13%	0%
T	Promote performing arts and theatre in the City	26%	32%	18%	8%	16%	0%
U	Maintain the small-town community feel of Beverly Hills	30%	33%	11%	17%	8%	1%

The City of Beverly Hills has the financial resources to provide some of the projects and programs desired by residents. Because it can not fund every project and program, however, the City must set priorities.

Q6 As I read each of the following items, I'd like you to indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future City spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

Here is the (first/next) one: _____. Should this item be a high, medium or low priority for the City, or should the City not spend any money on this item?

	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	No Opinion	Refused
A	Providing police services	90%	7%	2%	0%	0%	0%
B	Providing fire protection and prevention services	84%	14%	1%	0%	0%	0%
C	Providing emergency paramedic services	91%	7%	2%	0%	0%	0%
D	Maintaining and repairing streets	64%	30%	6%	0%	0%	0%
E	Managing traffic congestion in the City	74%	21%	5%	0%	0%	0%
F	Maintaining public landscapes and street medians	38%	46%	15%	0%	1%	0%
G	Providing library services	52%	40%	7%	1%	0%	0%
H	Maintaining the right image and identity for Beverly Hills	30%	41%	22%	5%	2%	0%
I	Preparing the City for emergencies	81%	17%	2%	0%	0%	0%
J	Providing trash collection and recycling services	68%	27%	5%	0%	0%	0%
K	Maintaining City parks and sports fields	46%	45%	8%	1%	0%	0%
L	Providing youth services including tutoring, teen programs, and after school recreation programs for children and teenagers	46%	38%	14%	1%	2%	0%
M	Providing senior services	40%	46%	12%	1%	1%	0%
N	Managing growth and development	46%	39%	10%	2%	2%	0%
O	Providing recreation programs for all ages	28%	55%	15%	1%	1%	0%
P	Bringing a balanced mix of businesses into the City	31%	48%	19%	1%	1%	0%
Q	Marketing the City to tourists and visitors	24%	47%	25%	3%	0%	0%
R	Providing adequate public parking	60%	33%	6%	0%	0%	0%
S	Providing public art	15%	40%	39%	6%	0%	0%
T	Promoting performing arts and theatre in the City	17%	47%	27%	7%	1%	0%
U	Maintaining the small-town community feel of Beverly Hills	41%	34%	19%	5%	1%	0%

Section 4: Parks & Recreation									
Q7	Have you or anyone else in your household visited a Beverly Hills park or recreation facility in the past 12 months?								
	1	Yes	83%		Ask Q8				
	2	No	17%		Skip to Q9				
	98	Not sure	1%		Skip to Q9				
	99	Refused	0%		Skip to Q9				
Q8	How frequently do you or other members of your household typically visit the parks and recreation facilities in Beverly Hills? 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	33%						
	2	2 to 3 times per month	19%						
	3	Once per month	23%						
	4	Less often than once per month	26%						
	98	Not sure	0%						
	99	Refused	0%						
Q9	How do you rate the: _____ Beverly Hills parks and recreation facilities? Would you say it is excellent, good, fair, poor or very poor?								
Randomize			Excellent	Good	Fair	Poor	Very Poor	Not Sure	Refused
A	Appearance and cleanliness of		40%	43%	11%	1%	0%	5%	0%
B	Amenities and equipment at		25%	43%	16%	5%	0%	11%	1%
C	Programs and classes that are offered at		19%	35%	9%	2%	0%	33%	2%
Q10	Thinking specifically of Roxbury Memorial Park and La Cienega (La See-n-ah-guh) Park, how would you rate their overall condition? Would you say it is excellent, good, fair, poor or very poor?								
	1	Excellent	31%						
	2	Good	43%						
	3	Fair	15%						
	4	Poor	3%						
	5	Very poor	1%						
	98	Not sure	7%						
	99	Refused	0%						

Q11	The City recently adopted a Parks Master Plan that would make improvements at both of these park sites. However, the City does not currently have the funding to complete the plan. In the next year or two, would you support or oppose a local bond measure to fund the completion of the Parks Master Plan?		
	1	Support	44%
	2	Oppose	38%
	3	Depends	10%
	98	Not sure	8%
	99	Refused	0%

Section 5: Greening Beverly Hills

Next, I'd like to ask your opinion about several environmental policies and actions the City is considering. Please note that some of these actions may involve additional costs for the City.

Q12	Overall, do you think the City of Beverly Hills should be more aggressive, less aggressive, or about the same as it is now in setting and enforcing policies that protect the environment?		
	1	More aggressive	47%
	2	Less aggressive	8%
	3	About the same	41%
	98	Not sure	4%
	99	Refused	1%

Q13	Would you support or oppose the City: _____? <i>Get answer. If 'support' or 'oppose', then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?</i>						
	<i>Randomize</i>	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Not sure	Refused
A	Offering financial incentives or loans to private home owners to encourage them to install solar panels.	41%	28%	7%	19%	5%	0%
B	Requiring businesses to stop using harmful products such as plastic bags and packaging when environmentally friendly alternatives are available.	53%	21%	11%	13%	2%	1%
C	Converting City vehicles to natural gas so they cause less pollution.	52%	31%	7%	6%	4%	0%
D	Providing home energy audits for residents to identify ways they can conserve energy.	41%	33%	11%	10%	4%	0%
E	Requiring that all new developments and remodeling projects follow environmentally-friendly design and building practices.	53%	28%	6%	9%	3%	0%
F	Making water conservation mandatory for residents and businesses.	37%	33%	12%	12%	5%	0%

Section 6: Disaster Preparedness			
Q14	In general, do you feel that you are adequately prepared to be self-sufficient in the event of a natural disaster or other city-wide emergency? By self-sufficient, I mean having the ability to take care of yourself and your family for 72 hours without the assistance of emergency personnel and without electricity, telephone service, running water or the ability to obtain additional supplies.		
	1	Yes	54%
	2	No	39%
	98	Not sure	7%
	99	Refused	0%

Section 7: Traffic											
Q15	Next, I'd like to ask you a few questions about traffic circulation. By traffic circulation, I mean the ability to drive around Beverly Hills without encountering long delays. Would you rate: _____ within the City as excellent, good, fair, poor or very poor?										
<i>Read in Order</i>					Excellent	Good	Fair	Poor	Very Poor	Not sure	Refused
A	Traffic circulation on major streets				5%	18%	37%	21%	18%	1%	1%
B	Traffic circulation in residential areas				15%	43%	24%	12%	6%	1%	0%
Q16	When compared to other cities in Los Angeles County, would you say that traffic circulation in Beverly Hills is better, worse or about the same?										
	1	Better						31%			
	2	Worse						20%			
	3	About same						43%			
	98	Not sure						5%			
	99	Refused						0%			
Q17	The City has taken actions to improve traffic circulation - including timing traffic signals and restricting parking on certain streets. Are there additional actions you think the City should be taking to improve traffic circulation? <i>If yes, ask:</i> Please describe them to me briefly.										
	Not sure / Cannot think of anything								49%		
	Increase parking availability								8%		
	Limit, reduce development, construction								7%		
	Timing of traffic lights								6%		
	Designate more one-way streets								6%		
	Widen roads / Add lanes								6%		
	Enforce traffic laws								4%		
	Improve availability of public transportation								3%		

Establish, enforce residential parking restrictions	3%
Investigate alternative traffic control devices	3%
Improve technology of traffic lights	2%
Provide traffic control officers in certain areas	2%
Establish, enforce parking permits	1%
Add traffic lights	1%
Add speed bumps, humps	1%

Section 8: Homeless Programs

Q18	Overall, how informed do you feel about the services provided by the City of Beverly Hills to assist people who are homeless in the City? Would you say you feel well informed, somewhat informed, slightly informed, or not at all informed?	
	1 Well informed	7%
	2 Somewhat informed	12%
	3 Slightly informed	16%
	4 Not at all informed	60%
	98 Not sure	4%
	99 Refused	0%
Q19	In general, do you think the City should do more, less, or about the same as it does now to assist the homeless population in Beverly Hills?	
	1 More	42%
	2 Less	7%
	3 About the same	29%
	98 Not sure	22%
	99 Refused	0%
Q20	In general, do you think the City should be more aggressive, less aggressive, or about the same as it is now in enforcing laws and policies related to homeless people in Beverly Hills?	
	1 More	35%
	2 Less	5%
	3 About the same	37%
	98 Not sure	22%
	99 Refused	2%

Section 9: Staff						
Q21 In the past 12 months, have you been in contact with City of Beverly Hills staff?						
	1	Yes	56%	Ask Q22		
	2	No	42%	Skip to Q23		
	98	Not sure	2%	Skip to Q23		
	99	Refused	0%	Skip to Q23		
Q22 In your opinion, is the staff at the City very _____, somewhat _____, or not at all _____?						
Randomize			Very	Somewhat	Not at all	Not sure
A	Courteous		60%	32%	6%	1%
B	Professional		56%	37%	6%	1%
C	Knowledgeable		50%	44%	4%	2%
D	Accessible		47%	46%	6%	1%

Section 10: City-Resident Communication			
Q23 Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>			
	1	Very satisfied	38%
	2	Somewhat satisfied	42%
	3	Somewhat dissatisfied	9%
	4	Very dissatisfied	7%
	98	Not sure	5%
	99	Refused	1%
Q24 What information sources do you use to find out about City of Beverly Hills news, information and programming? <i>Don't read list. Record up to first 3 responses.</i>			
	1	City Newsletter/ <i>In Focus</i> (mailed periodically)	15%
	2	<i>Beverly Hills Weekly</i> (weekly paper)	14%
	3	<i>Beverly Hills Courier</i> (weekly paper)	44%
	4	<i>Los Angeles Times/LA Times</i> (daily paper)	9%
	5	<i>New York Times</i> (daily paper)	0%
	6	<i>Wall Street Journal</i> (daily paper)	0%
	7	City Council Meetings (in person)	1%

8	City Council Meetings (televised)	2%	
9	District/community meetings with City Council members	0%	
10	Radio	1%	
11	Television (general)	9%	
12	City Government TV Channel/Channel 10	3%	
13	City's website	19%	
14	Internet in general	20%	
15	Flyers or brochures (mailed to house)	13%	
16	Flyers or brochures (sent with kids from school)	2%	
17	Street banners	1%	
18	Friends/Family/Associates	6%	
19	Famer's Market booths	0%	
20	Other (unique responses)	10%	
21	Do Not Receive Information about City	3%	
98	Not sure	3%	
99	Refused	0%	
Q25 Is there a particular topic or issue that you'd like to receive more information about from the City?			
1	Yes	34%	Ask Q26
2	No	63%	Skip to Q27
99	Refused	2%	Skip to Q27
Q26 Please briefly describe the topic. <i>Probe:</i> Any other topics?			
	Growth, development projects in City	21%	
	Environmental efforts, programs	17%	
	Road maintenance / Traffic reduction efforts	14%	
	Parking issues, efforts	10%	
	Programs / Classes / Recreation activities	9%	
	Emergency, disaster preparedness	8%	
	Assistance for seniors, disabled	8%	
	Government process / Council	6%	
	City budget, spending	3%	
	Library programs, information	2%	
	Public safety / Police reports	1%	

Q27 As I read the following ways that the City of Beverly Hills can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not an effective way for the City to communicate with you.						
	<i>Randomize</i>	Very Effective	Somewhat Effective	Not Effective	Not Sure	Refused
A	Email	46%	26%	24%	3%	1%
B	Newsletters	42%	41%	16%	0%	0%
C	Flyers, postcards and brochures available at public locations	17%	39%	42%	2%	0%
D	Notices inserted into utility bills	27%	29%	42%	1%	1%
E	City website	32%	31%	31%	5%	1%
F	Flyers, postcards or letters mailed to your home	48%	34%	17%	1%	0%
Q28 In the past 12 months, have you visited the City's website?						
	1	Yes	50%		Ask Q29	
	2	No	50%		Skip to Q30	
	98	Not sure	0%		Skip to Q30	
	99	Refused	0%		Skip to Q30	
Q29 Overall, are you satisfied or dissatisfied with the content and resources available on the City's website? Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?						
	1	Very satisfied	43%			
	2	Somewhat satisfied	45%			
	3	Somewhat dissatisfied	5%			
	4	Very dissatisfied	3%			
	98	Not sure	4%			
	99	Refused	0%			
Q30 The City of Beverly Hills offers a number of online features and services, and may be expanding its offerings in the future. As I read each of the following, please tell me whether you have an interest in using this online service.						
	<i>Randomize</i>	Yes (interest in use)	No (not interested)	Not sure	Refused	
A	Online ordering of Beverly Hills branded merchandise	25%	69%	6%	1%	
B	Online services for building permits and approvals	49%	43%	7%	1%	
C	Online registration for classes, camps, and recreation programs	64%	29%	6%	1%	

D	The ability to make payments online, such as for utility bills or business taxes	59%	35%	5%	1%
E	The ability to reserve or renew library books and read book reviews online	64%	30%	5%	1%

Section 11: Background & Demographics

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

D1	Do you currently have any children under the age of 18 living in your home?			
	1	Yes		25%
	2	No		73%
	99	Refused		3%
D2	Do you own or rent your residence in the City?			
	1	Own		46%
	2	Rent		50%
	99	Refused		5%
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		9%
	3	Student		6%
	4	Homemaker		8%
	5	Retired		19%
	6	In-between jobs		6%
	98	Not sure		3%
	99	Refused		49%

Thanks so much for participating in this important study. This survey was conducted for the City of Beverly Hills.

Post-Interview & Sample Items

S1	Gender			
	1	Male		49%
	2	Female		51%