

Attachment 1

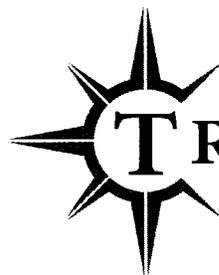
RESIDENT SATISFACTION STUDY

DRAFT SURVEY REPORT

CONDUCTED FOR THE

CITY OF BEVERLY HILLS

FEBRUARY 4, 2009



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TABLE OF CONTENTS

Table of Contents	i
List of Tables	iii
List of Figures	iv
Introduction	1
Purpose of Study	1
Overview of Methodology.....	2
Organization of Report.....	2
Acknowledgements	2
Disclaimer	2
About True North.....	2
Just the Facts	3
Quality of Life.....	3
City Services.....	3
Parks and Recreation	3
Greening Beverly Hills.....	4
Disaster Preparedness	4
Traffic	4
Homeless Programs	5
Staff.....	5
City-Resident Communication.....	5
Conclusions	6
Quality of Life	9
Overall Quality of Life.....	9
Question 2	9
Ways to Improve Quality of Life	10
Question 3	10
City Services	11
Overall Satisfaction.....	11
Question 4	11
Satisfaction With Specific Services.....	12
Question 5	13
Spending Priorities	13
Question 6	14
Parks & Recreation	15
Household Park or Recreation Facility Visits	15
Question 7	15
Question 8	16
Parks and Recreation Facility Ratings	16
Question 9	17
Beverly Hills Parks Master Plan	17
Question 10	18
Question 11	19
Greening Beverly Hills	20
Environmental Policies	20
Question 12	20
Question 13	21
Disaster Preparedness	22
Question 14	22
Traffic	23
Traffic Circulation	23
Question 15	23
Question 16	24

Question 17	25
Homeless Programs.	26
Question 18	26
Question 19	27
Question 20	28
Staff.	29
Question 21	29
Question 22	30
City-Resident Communication	31
Overall Satisfaction	31
Question 23	31
Information Sources	32
Question 24	32
Topics of Interest	33
Question 25	33
Question 26	34
Communication Preferences	34
Question 27	34
City Website	35
Question 28	35
Question 29	36
Question 30	37
Background & Demographics	38
Methodology	39
Questionnaire Development	39
Programming & Pre-Test.	39
Sample	39
Margin of Error due to Sampling	39
Data Collection	41
Data Processing	41
Rounding	41
Questionnaire & Toplines	42



LIST OF TABLES

Table 1 Demographics of Sample 38



LIST OF FIGURES

Figure 1	Overall Quality of Life	9
Figure 2	Overall Quality of Life by Years in Beverly Hills & Employment Status	9
Figure 3	Changes to Improve Beverly Hills	10
Figure 4	Overall Satisfaction	11
Figure 5	Overall Satisfaction by Years in Beverly Hills & Employment Status	12
Figure 6	Overall Satisfaction by Child in Hsld, Home Ownership Status & Gender	12
Figure 7	Satisfaction With Services	13
Figure 8	Spending Priorities	14
Figure 9	Household Park or Recreation Facility Visit in Past 12 Months	15
Figure 10	Household Park or Recreation Facility Visit in Past 12 Months by Years in Beverly Hills, Child in Hsld & Home Ownership Status	15
Figure 11	Frequency of Household Park or Recreation Facility Visit	16
Figure 12	Frequency of Household Park or Recreation Facility Visit by Years in Beverly Hills, Child in Hsld & Home Ownership Status	16
Figure 13	Aspects of Parks and Recreation Facilities	17
Figure 14	Overall Condition of Roxbury Memorial Park and La Cienaga Park	18
Figure 15	Overall Condition of Roxbury Memorial Park and La Cienaga Park by Years in Beverly Hills, Hsld Park or Rec Use, Child in Hsld, Home Ownership Status & Gender	18
Figure 16	Support for Parks Master Plan Bond Measure	19
Figure 17	Support for Parks Master Plan Bond Measure by Years in Beverly Hills, Hsld Park or Rec Use, Child in Hsld, Home Ownership Status & Gender	19
Figure 18	Opinion of City's Environmental Protection Efforts	20
Figure 19	Opinion of City's Environmental Protection Efforts by Years in Beverly Hills, Child in Hsld, Home Ownership Status & Gender	20
Figure 20	Support for Environmental Proposals	21
Figure 21	Disaster Preparedness	22
Figure 22	Disaster Preparedness by Years in Beverly Hills, Employment Status & Gender	22
Figure 23	Traffic Circulation	23
Figure 24	Traffic Circulation on Major Streets by Years in Beverly Hills	24
Figure 25	Traffic Circulation in Beverly Hills Compared With Other LA Cities	24
Figure 26	Suggestions for Reducing Traffic Congestion	25
Figure 27	How Informed About Homeless Assistance	26
Figure 28	How Informed About Homeless Assistance by Years in Beverly Hills & Visited City Website	26
Figure 29	Opinion of City's Efforts to Assist Homeless	27
Figure 30	Opinion of City's Efforts to Assist Homeless by Homeless Assistance Program Awareness, Years in Beverly Hills & Visited City Website	27
Figure 31	Opinion of City's Efforts in Enforcing Homeless Laws	28
Figure 32	Opinion of City's Efforts in Enforcing Homeless Laws by Homeless Assistance Program Awareness, Years in Beverly Hills & Visited City Website	28
Figure 33	Staff Contact in Past 12 Months	29
Figure 34	Staff Contact in Past 12 Months by Years in Beverly Hills, Employment Status & Home Ownership Status	29
Figure 35	Opinion of Staff	30
Figure 36	Satisfaction With Communication	31
Figure 37	Satisfaction With Communication by Years in Beverly Hills & Employment Status	31
Figure 38	Satisfaction With Communication by Child in Hsld, Home Ownership Status & Gender	32
Figure 39	Sources for City Information	32
Figure 40	Desire Additional Info From City	33
Figure 41	Additional Topics Desired	34

Figure 42	Effectiveness of Communication Methods	34
Figure 43	City Website Visit in Past 12 Months	35
Figure 44	City Website Visit in Past 12 Months by Years in Beverly Hills, Hsld Park or Rec Use & Child in Home	35
Figure 45	City Website Visit in Past 12 Months by Employment Status, Home Ownership Status & Gender	36
Figure 46	Satisfaction With Website	36
Figure 47	Interest in Proposed Online Services	37
Figure 48	Interest in Proposed Online Services by City Website Visit	37
Figure 49	Maximum Margin of Error	40



I N T R O D U C T I O N

Located in Los Angeles County, the City of Beverly Hills is currently home to an estimated 35,983 residents¹ and a vibrant business and commercial base. Incorporated in 1914, today the City's team of full-time and part-time employees provides a full suite of nationally recognized municipal programs and services through multiple departments and divisions, including Police, Fire, Community Development, Community Services, Public Works, Information Technology, and Administrative Services.

To monitor its progress in meeting residents' needs, the City engages its residents on a daily basis and receives constant *subjective* feedback regarding its performance. 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.

The motivation for the current study 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. 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, measuring and tracking internal performance, budgeting, policy-making, and planning.

To assist 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, and their satisfaction with a variety of specific services.
- Evaluate the use and perceptions of a variety of parks and recreation facilities.
- Gather perceptions of local issues such as traffic, environmental efforts, and homeless assistance programs.
- Determine the effectiveness of the City's communication with residents.
- Collect additional background and demographic data that is relevant to understanding residents' perceptions, needs, and interests.

1. California Department of Finance estimate, January 2008.

A full description of the methodology used for this study is included later in this report (see *Methodology* on page 39). In brief, a total of 301 randomly selected adult residents participated in the survey between December 13 and December 21, 2008. The telephone interviews averaged 21 minutes in length.

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, and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

True North thanks Cheryl Friedling (Deputy City Manager at the City of Beverly Hills) and other staff members for contributing valuable input during the design stage of this study. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

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 Beverly Hills. Any errors and omissions are the responsibility of the authors.

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 500 survey research studies for public agencies, including more than 250 studies for California municipalities and special districts.

J U S T T H E F A C T S

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, to learn more about a particular finding, simply turn to the appropriate report section.

- The overwhelming majority (90%) of respondents shared favorable opinions of the quality of life in Beverly Hills, with 44% reporting it is excellent and 46% stating it is good. Seven percent (7%) of residents indicated that the quality of life in the City is fair, and only 2% of residents used poor or very poor to describe the quality of life in the City.
- When asked what one thing the City could change to make Beverly Hills a better place to live—now and in the future—reducing traffic congestion and improving parking were the most frequently-cited improvements, mentioned by 22% and 16% of respondents, respectively. Approximately 18% of respondents were either unsure of a change that would make Beverly Hills a better place to live or indicated they desired no changes from the City. Improving planning and redevelopment efforts (12%) was the only other suggestion mentioned by at least 10% of respondents.

- The vast majority (91%) of Beverly Hills residents indicated they were either very satisfied (58%) or somewhat satisfied (33%) with the City's efforts to provide municipal services. Only a small portion of residents (8%) reported that they were dissatisfied, and 1% were unsure.
- Residents were asked to rate their satisfaction with 21 specific services provided by the City of Beverly Hills. Overall, respondents were most satisfied with the City's efforts to provide library services (99% very or somewhat satisfied), followed by provide fire protection and prevention services (99%), provide emergency paramedic services (98%), and provide police services (97%).
- When asked to prioritize the same list of 21 services in terms of their status for receiving funding from the City, providing emergency paramedic services was assigned the highest priority (91% high priority), followed by providing police services (90%), providing fire protection and prevention services (84%), and preparing the City for emergencies (81%).
- Eighty-three percent (83%) of respondents indicated that they or someone in their household had visited a Beverly Hills park or recreation facility in the past year.
- More than one-quarter (27%) of all Beverly Hills households reported visiting a park or recreation facility at least once per week during the past year. Sixty-one percent (61%) of households surveyed had visited a park or recreation facility in the City at least once per month during the period of interest.
- More than three-quarters of all respondents with an opinion rated the appearance and cleanliness (87%), amenities and equipment (77%), and programs and classes (83%) offered at the City's parks and recreation facilities as excellent or good.

- When asked to rate the overall condition of Roxbury Memorial Park and La Cienaga Park, approximately three-quarters (74%) of residents felt the overall condition of these parks was either excellent (31%) or good (43%). Fifteen percent (15%) felt their condition was fair, and 4% said poor or very poor. An additional 7% were not sure and did not provide an opinion.
- Less than half (45%) of residents surveyed indicated that they would support a bond measure to complete the City's Parks Master Plan. Thirty-eight percent (38%) opposed the proposed measure, whereas 18% were either unsure (8%) or indicated their opinion depended on additional details (10%).
- Almost half (47%) of respondents felt the City should be *more* aggressive in setting and enforcing policies that protect the environment, compared with only 8% who felt the City should be *less* aggressive. Forty-one percent (41%) indicated that the City should proceed in a manner similar to its current approach, whereas 4% was unsure of their position on the topic.
- With respect to specific initiatives, support was greatest for the City converting city vehicles to natural gas so they cause less pollution (83% strongly or somewhat favor) and requiring that all new developments and remodeling projects follow environmentally-friendly design and building practices (82%).
- Other policies that found broad support among Beverly Hills residents included providing home energy audits for residents to identify ways they can conserve energy (74%), requiring businesses to stop using harmful products such as plastic bags and packaging when environmentally friendly alternatives are available (74%), making water conservation mandatory for residents and businesses (71%), and offering financial incentives or loans to private home owners to encourage them to install solar panels (69%).
- Just over half (54%) of respondents indicated they feel adequately prepared to be self-sufficient in an emergency,² compared with 39% who stated they do *not* feel adequately prepared. An additional 7% were unsure if they were adequately prepared.
- More than half (58%) of residents rated traffic circulation in residential areas of Beverly Hills as excellent or good, 24% said it was fair, and 17% perceived it to be poor or very poor.
- Perceptions of circulation on major streets in the City were less positive, with 23% rating it as excellent or good, 37% fair, and 39% of residents citing it as poor or very poor.
- Most (75%) residents felt that traffic circulation in Beverly Hills is either comparable to (44%) or better (31%) than that in neighboring Los Angeles County cities. One-fifth (20%) of respondents perceived that circulation is comparatively worse in Beverly Hills.
- When asked what additional measures the City could take to improve traffic circulation, almost half (49%) of respondents were unsure or could not think of any additional measures to suggest. Increasing parking availability (8%), limiting or reducing new developments and construction projects (7%), timing traffic signals (6%), and designating additional one-way streets in the City (6%) were the most popular suggestions.

2. Self-sufficient was defined for the respondent as having the ability to take care of one's self and one's family for 72 hours without the assistance of emergency personnel and without electricity, telephone service, running water, or the ability to obtain additional supplies.

- The vast majority (76%) of residents considered themselves *not at all* or only *slightly* informed regarding homeless assistance programs offered by the City of Beverly Hills, compared with 20% who felt they were *well* or *somewhat* informed.
- Overall, 42% of respondents felt the City should do more to assist the homeless, 7% felt it should do less, and 29% felt the City should continue its current level of assistance.
- Just over one-third (37%) of respondents felt the City should continue with its current level of effort in enforcing laws and policies related to homeless people in the City, a similar percentage (35%) felt it should be more aggressive, whereas just 5% felt the City should be less aggressive in this respect. Approximately one-quarter (24%) of those surveyed were unsure or did not share their opinion on this matter.
- More than half (56%) of residents indicated they had contact with City staff in the 12 months prior to the interview.
- City staff received very high marks on each dimension of customer service tested including being courteous, professional, knowledgeable, and accessible.

City of Beverly Hills Website

- Overall, 79% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, or other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (16%) or did not share their opinion (5%).
- The most frequently-cited source for city information was the *Beverly Hills Courier*, mentioned by 44% of residents. The Internet in general (20%), the City website (19%), the City Newsletter (15%), Beverly Hills Weekly (14%), and direct mail pieces (13%) were also mentioned by at least 10% of respondents.
- Approximately one-third (34%) of residents indicated that there was a particular topic or issue that they'd like to receive more information about from the City.
- The most commonly-mentioned topic was information regarding growth and future development plans in the City (cited by 21% of respondents). Environmental efforts and programs (17%), as well as street maintenance and traffic reduction efforts (14%) were also mentioned by at least 10% of respondents.
- Overall, respondents indicated that newsletters were the most effective (83% very or somewhat effective) means for the City to communicate with them, followed by flyers, postcards, or letters mailed to home (82%), and email (72%).
- Half (50%) of those surveyed had visited the City of Beverly Hills' website in the past 12 months.
- Eighty-eight percent (88%) of visitors indicated that they were satisfied with the content and resources available on the City's website.
- The level of interest expressed by respondents in using the City's website to register for classes, camps, and recreation programs (64%) was identical to the level of interest in the ability to reserve or renew library books and read book reviews online (64%). The ability to make payments online (59%) and receive building permit services (50%) also generated a large amount of interest among those surveyed.

C O N C L U S I O N S

As noted in the *Introduction*, this study was designed to provide the City of Beverly Hills with a statistically reliable understanding of its residents' 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, budgeting, 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 study.

The following conclusions are based on the True North's interpretations of the results, as well as the firm's collective experience conducting similar studies for government agencies throughout the State.

How well is the City performing in meeting the needs of Beverly Hills residents?

Beverly Hills residents are one of the most satisfied resident groups that True North has encountered.

An overwhelming majority (91%) of Beverly Hills residents reported being satisfied with the City's overall performance in providing municipal services. The high level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in 21 specific service areas. For nearly all services tested, the City is meeting the needs and expectations of at least 80% of its residents. City staff also received very high marks for their courteousness, professionalism, knowledge, and accessibility.

The City's performance in providing municipal services has contributed to a high quality of life in the City. Nine out of ten residents surveyed (90%) rated the quality of the life in the City as excellent or good. Moreover, when asked about a change to improve the City, a substantial percentage (18%) of residents could think of nothing to improve or indicated that no changes are needed.

In sum, to the extent that the survey results can be viewed as a report card on the City's performance, the City receives straight A's for all but a few service areas. When compared with more than 200 similar studies for California municipalities conducted by the Principals at True North, the results found in this study place the City of Beverly Hills comfortably within the top tier in terms of service performance and overall quality of life.

It should be noted, moreover, that the City of Beverly Hills' performance in meeting the needs of its residents is particularly impressive when one considers that residents of affluent, prestigious communities such as Beverly Hills tend to have higher expectations of their local government

when compared to residents of California cities in general. Put simply, the higher a residents' expectations, the more difficult they are to satisfy.³

Where could the City focus its efforts in the future?

Perhaps the most important recommendation, and one that is occasionally overlooked in customer satisfaction research, is for the City to recognize the many things that it does exceptionally 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 favorable 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.

However, as the City continues to strive for improvement, the results of this study do suggest opportunities to further bolster resident satisfaction. Considering residents' satisfaction levels with specific service areas (see Figure 7 on page 13), as well as respondents' open-ended responses about ways the City can be improved (see Figure 3 on page 10), the top candidates for improvement are the three related issues of managing traffic congestion on city streets, improving public parking, and managing growth and development.

Having noted that these service areas represent the best opportunities for improving resident satisfaction, we feel it is equally important to stress that the appropriate strategy for doing so would likely be a combination of focused communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City's traffic management plans or future improvement projects that will improve traffic circulation, or its plans for managing the impacts of future developments. Consistent with this explanation, the issues of managing development and traffic were among the most frequently cited topics about which respondents desired additional information from the City (see *Topics of Interest* on page 33). Choosing the appropriate balance of actual service improvements and efforts to raise public awareness on these matters will thus be a key to maintaining and improving residents' overall satisfaction in the short- and long-term.

Does the survey reveal policy opportunities for the City?

Yes. It is clear that Beverly Hills residents support the City implementing a variety of initiatives designed to protect the environment, conserve energy, and promote sustainability at the local level. Recognizing that it may cost additional city resources, more than eight out of ten residents favored converting city vehicles to natural gas so they cause less pollu-

3. One indication that Beverly Hills' residents have higher expectations (and are more demanding) of their local governments is that more than half (56%) of residents had contacted a City staff member in the year prior to the interview. This is the highest rate of staff-resident interaction that True North has ever witnessed.

tion (83%) and requiring that all new developments and remodeling projects follow environmentally-friendly design and building practices (82%). Other policies that found broad support among Beverly Hills residents included providing home energy audits for residents to identify ways they can conserve energy (74%), requiring businesses to stop using harmful products such as plastic bags and packaging when environmentally friendly alternatives are available (74%), making water conservation mandatory for residents and businesses (71%), and offering financial incentives or loans to private home owners to encourage them to install solar panels (69%).

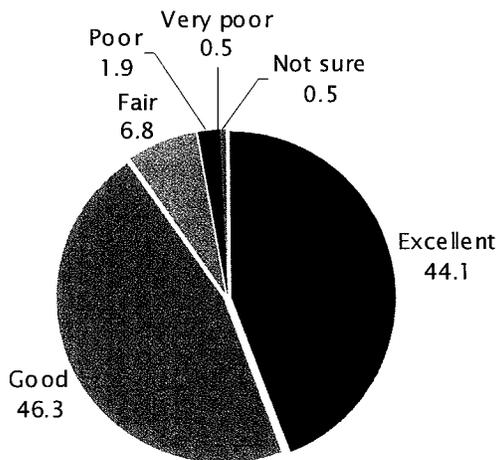
QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' perceptions of the quality of life in Beverly Hills, as well as what the city government could do to improve the quality of life in the City, now and in the future.

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 (90%) of respondents shared favorable opinions of the quality of life in Beverly Hills, with 44% reporting it is excellent and 46% stating it is good. Seven percent (7%) of residents indicated that the quality of life in the City is fair, and only 2% of residents used poor or very poor to describe the quality of life in the City.

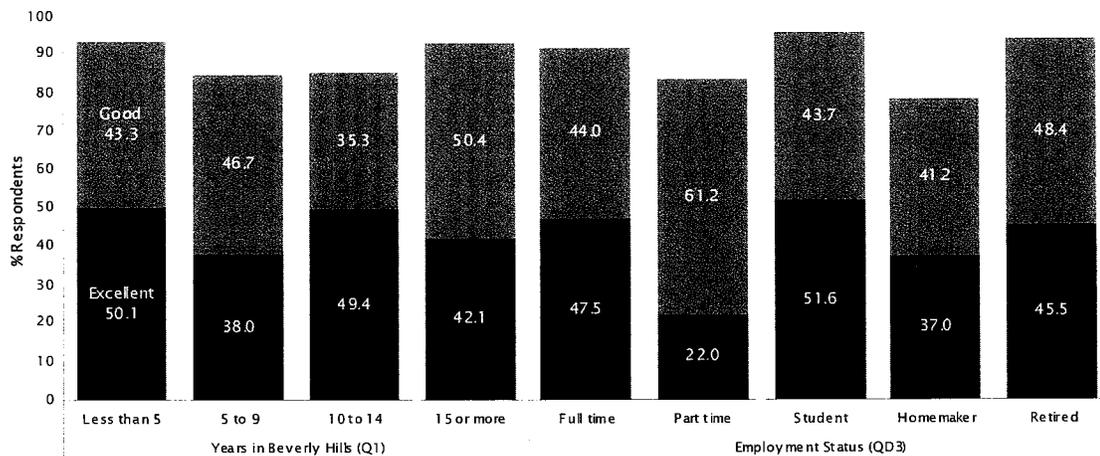
Question 2 *How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 OVERALL QUALITY OF LIFE



For the interested reader, Figure 2 below shows how ratings of the quality of life in the City varied by years of residence in the City and the employment status of the respondent.

FIGURE 2 OVERALL QUALITY OF LIFE BY YEARS IN BEVERLY HILLS & EMPLOYMENT STATUS

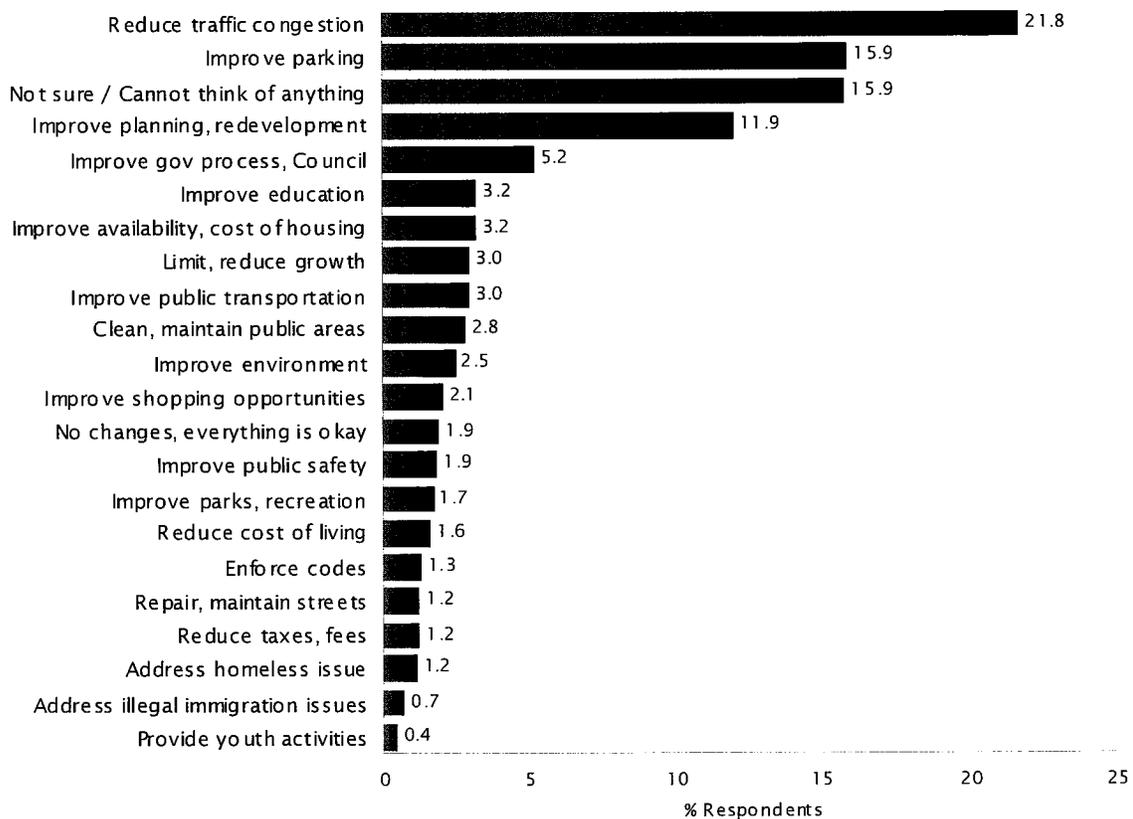


Respondents were next asked to indicate one thing the City could change to make Beverly Hills a better place to live, now and in the future. This question was asked in an open-ended manner, which allowed respondents to mention any improvement that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown below in Figure 3.

Reducing traffic congestion and improving parking were the most frequently-cited improvements, mentioned by 22% and 16% of respondents, respectively. Approximately 18% of respondents were either unsure of a change that would make Beverly Hills a better place to live or indicated they desired no changes from the City. Improving planning and redevelopment efforts (12%) was the only other suggestion mentioned by at least 10% of respondents.

Question 3 *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?*

FIGURE 3 CHANGES TO IMPROVE BEVERLY HILLS



CITY SERVICES

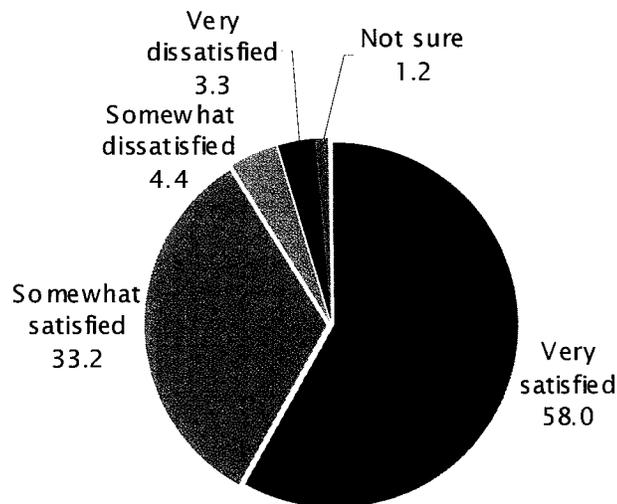
After measuring respondents' perceptions of the quality of life in Beverly Hills, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Beverly Hills is doing to provide municipal 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.

As shown in Figure 4, the vast majority (91%) of Beverly Hills residents indicated they were either very satisfied (58%) or somewhat satisfied (33%) with the City's efforts to provide municipal services. With greater than 9-in-10 respondents reporting that they were satisfied with the City's efforts, Beverly Hills finds itself among the top California cities True North has worked with in the past five years with respect to *overall* performance. Only a small portion of residents (8%) reported that they were dissatisfied, and 1% were unsure.

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

FIGURE 4 OVERALL SATISFACTION



For the interested reader, figures 5 and 6 on the next page show how ratings of satisfaction varied by years of residence, employment status, presence of a child in the home, home ownership status, and gender. Overall satisfaction levels were fairly consistent across the groups, with all but one sub-group (those who consider themselves homemakers) above 85% very or somewhat satisfied.

FIGURE 5 OVERALL SATISFACTION BY YEARS IN BEVERLY HILLS & EMPLOYMENT STATUS

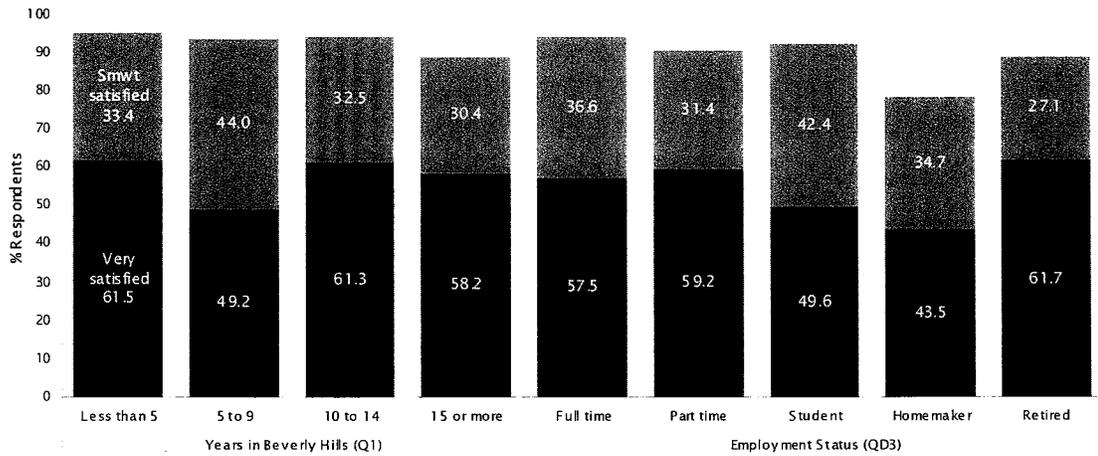
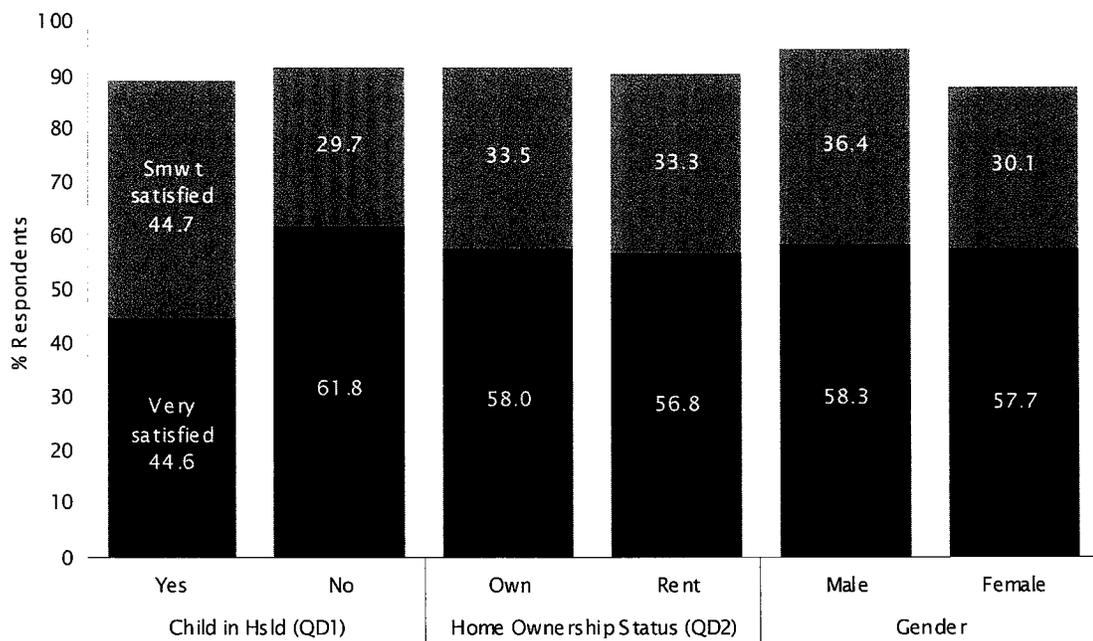


FIGURE 6 OVERALL SATISFACTION BY CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER



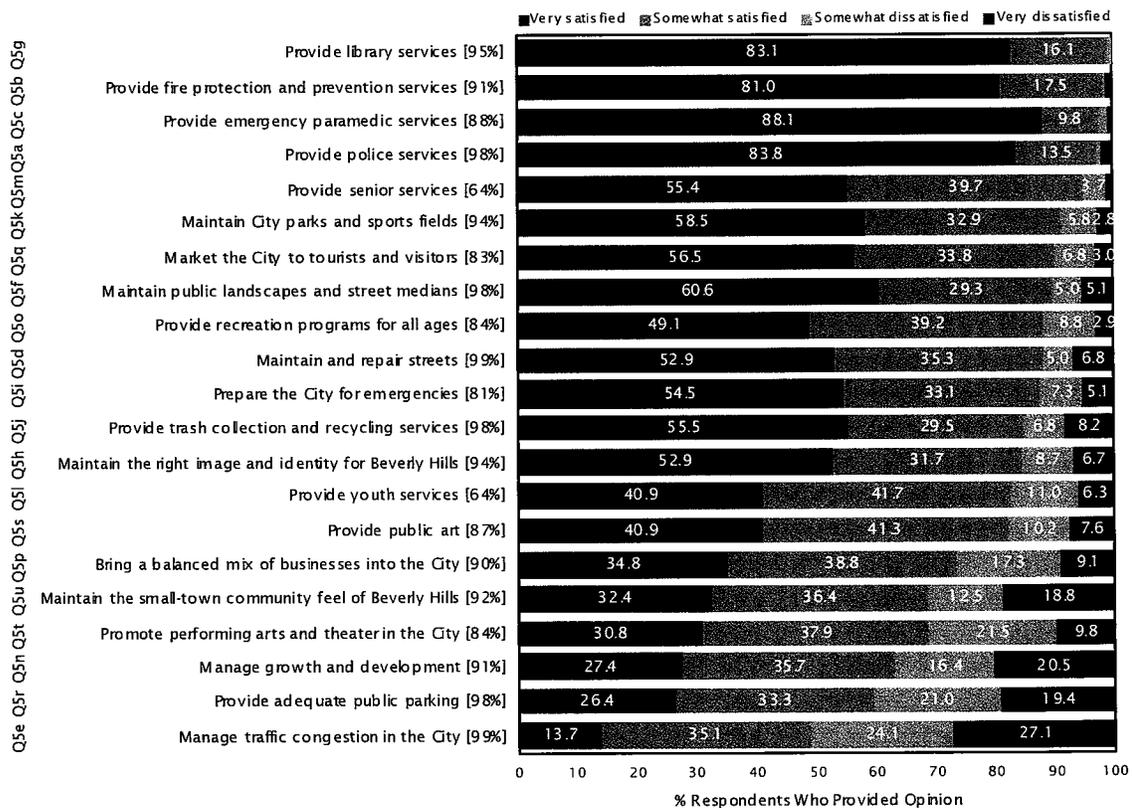
Whereas Question 4 addressed the City's overall performance, the next two questions asked respondents to rate the satisfaction with specific services offered by the City, as well as their perceived spending priorities given that same list of services. Respondents were first asked, for each service, whether they were satisfied or dissatisfied with the City's efforts to provide the service. The interviewer then asked the respondent to clarify the response as very or somewhat satisfied or dissatisfied. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figure 7 presents the services sorted by order of satisfaction. For comparison purposes between the services, only respondents who held an opinion (either satisfied or dissatisfied) are included in the figures. Those who did not have an opinion were removed from this analysis.⁴

At the top of the list, respondents were most satisfied with the City's efforts to provide library services (99% very or somewhat satisfied), followed by provide fire protection and prevention services (99%), provide emergency paramedic services (98%), and provide police services (97%). Respondents were comparatively less satisfied with the City's efforts to manage traffic congestion in the City (49%), provide adequate public parking (60%), and manage growth and development (63%).

Question 5 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?

FIGURE 7 SATISFACTION WITH SERVICES



It is often the case that residents' desires for public facilities and programs exceed a City's financial resources. In such cases, a City must prioritize projects and programs based upon a variety of factors, including the preferences and needs of residents.

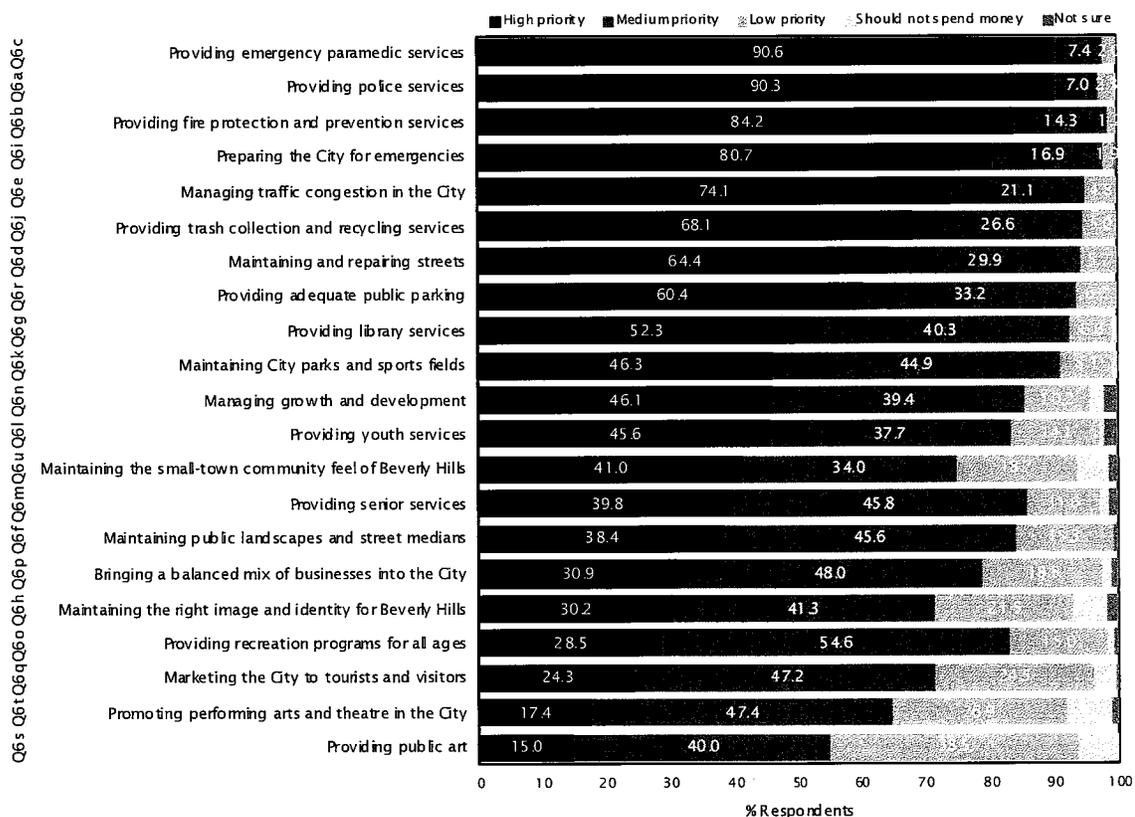
4. The percentage of respondents who provided an opinion (either satisfied or dissatisfied) is presented in brackets beside the service label in the figure.

Question 6 was designed to provide Beverly Hills with a reliable measure of how residents as a whole prioritize a variety of projects, programs, and improvements to which the City could allocate resources in the future. The format of the question was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the things that may be desired by residents, respondents were asked whether each service, project, or program shown in Figure 8 should be a high, medium, or low priority for future City spending, or if the City should not spend money on it at all.

The services, projects, and programs tested⁵ are sorted in Figure 8 from high to low based on the proportion of respondents who indicated that an item was a *high* priority for future City spending. Providing emergency paramedic services was assigned the highest priority (91% high priority), followed by providing police services (90%), providing fire protection and prevention services (84%), and preparing the City for emergencies (81%).

Question 6 *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. 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.*

FIGURE 8 SPENDING PRIORITIES



5. The same list of services, projects, and programs was presented in the prior satisfaction question (Question 5 of the survey).

PARKS & RECREATION

By providing areas and opportunities to recreate, relax, and play, the City of Beverly Hills's parks, recreation facilities, and scheduled activities, classes, and special events help to promote a sense of community in the City, improve property values, enhance the business climate and local economy, and generally contribute to a higher quality of life for residents and visitors. The next five questions of the survey sought to profile residents' use and perceptions of community parks and recreational facilities and their support for funding to complete the Parks Master Plan.

The first question in this series inquired about household visits to a Beverly Hills park or recreation facility in the prior 12 months. As shown in Figure 9, 83% of respondents indicated that they or someone in their household had visited a Beverly Hills park or recreation facility in the past year.

Question 7 *Have you or anyone else in your household visited a Beverly Hills park or recreation facility in the past 12 months?*

FIGURE 9 HOUSEHOLD PARK OR RECREATION FACILITY VISIT IN PAST 12 MONTHS

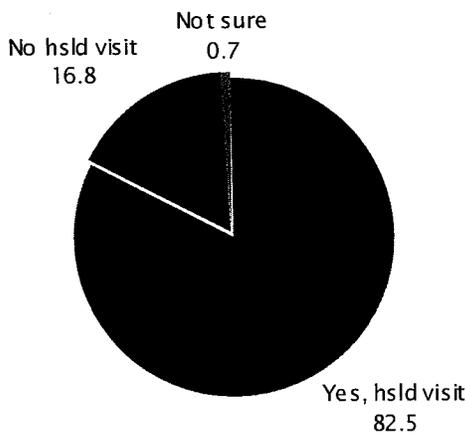
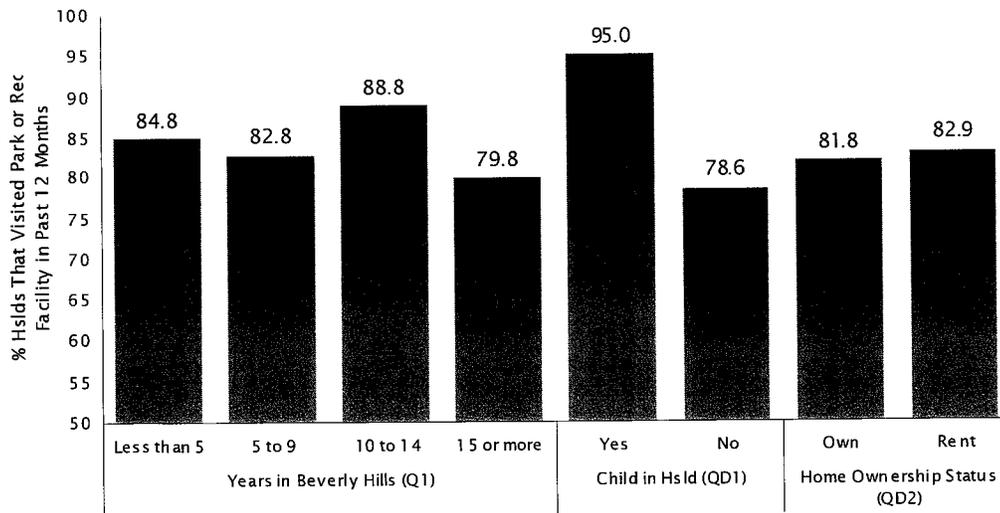


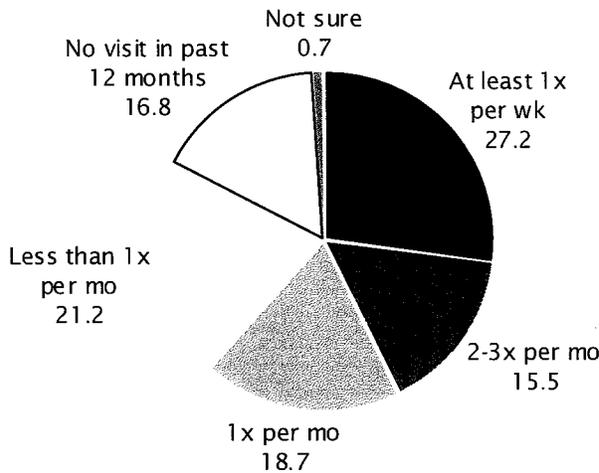
Figure 10 below examines the responses to Question 7 by length of residence in Beverly Hills, presence of a child in the home, and home ownership status. Those with a child in the home were by far the most likely subgroup to have visited a park or recreation facility in the past 12 months (95%).

FIGURE 10 HOUSEHOLD PARK OR RECREATION FACILITY VISIT IN PAST 12 MONTHS BY YEARS IN BEVERLY HILLS, CHILD IN HSLD & HOME OWNERSHIP STATUS



The next question asked those in households that had visited a park and recreation facility how often they do so. Figure 11 presents the findings of this question factoring in those who had not visited in the past 12 months, so the numbers reflect the percentage of *all* households. As shown in the figure, 27% of all Beverly Hills households reported visiting a park or recreation facility at least once per week. Combining categories, we see that 61% of households surveyed had visited a park or recreation facility at least once per month during the period of interest.

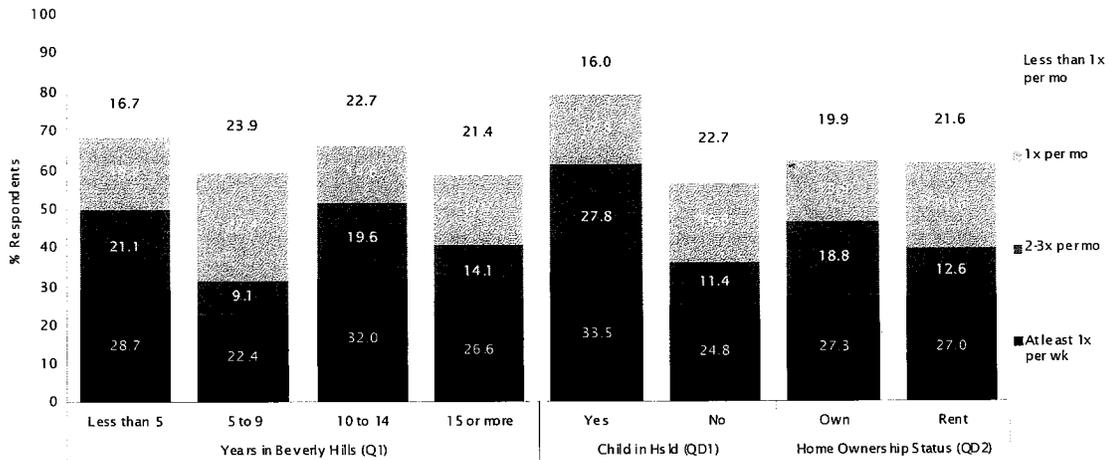
FIGURE 11 FREQUENCY OF HOUSEHOLD PARK OR RECREATION FACILITY VISIT



Question 8 *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?*

For the interested reader, Figure 12 displays the results of Question 8 by length of residence in Beverly Hills, presence of a child in the home, and home ownership status

FIGURE 12 FREQUENCY OF HOUSEHOLD PARK OR RECREATION FACILITY VISIT BY YEARS IN BEVERLY HILLS, CHILD IN HSLD & HOME OWNERSHIP STATUS

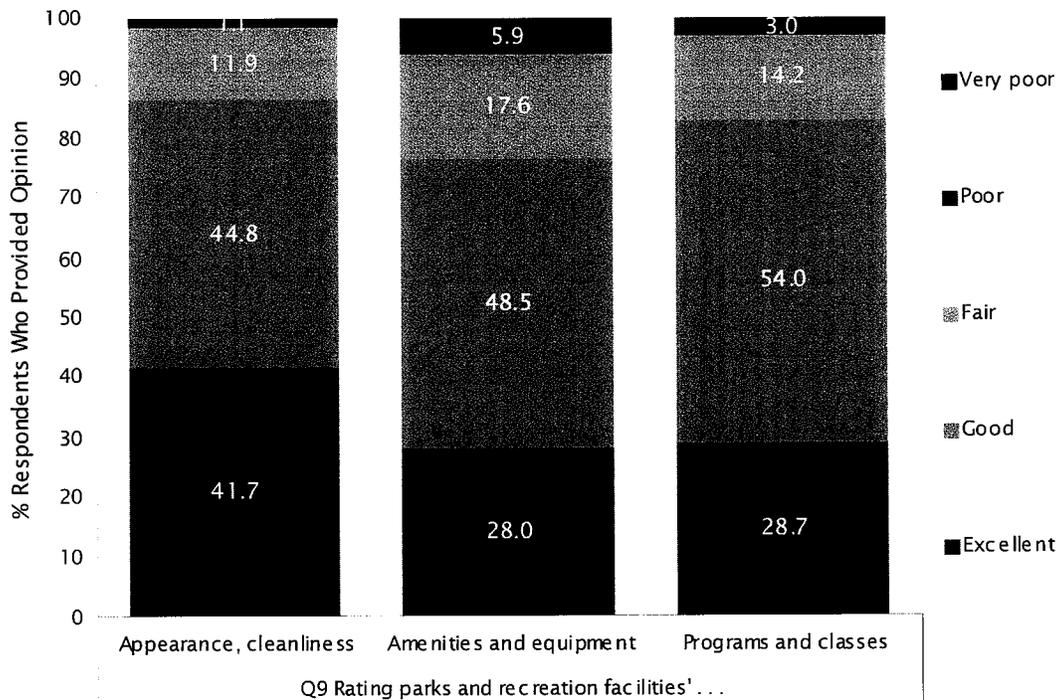


All respondents, regardless of personal or household visits identified in Question 7, were next asked to rate the appearance and cleanliness, amenities and equipment, and programs and classes offer at the City's parks and recreation facilities using a using a five-point scale of excellent, good, fair, poor, or very poor.

Figure 13 presents the findings of Question 9, showing the responses of those residents who provided an opinion. As seen in the figure, more than three-quarters of all respondents rated the parks and recreation facilities as excellent or good on each of the three aspects tested.

Question 9 How do you rate the: _____ Beverly Hills parks and recreation facilities? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 13 ASPECTS OF PARKS AND RECREATION FACILITIES



Through public forums, focus groups, and surveys, the City has gathered feedback from the community on its needs and preferences for parks and recreation facilities. The City utilized this information to develop a Parks Master Plan, which outlines the steps required to address the current preferences and future vision of residents for their recreation amenities. Two specific areas of interest cited in the Plan are the Roxbury Memorial Park and La Cienaga Park, which include proposed improvements such as an upgraded community center, enlarged picnic facilities and a snack bar, and increased on-site parking. To assess residents' current opinions of Roxbury Memorial Park and La Cienaga Park, Question 10 of the survey asked them to rate the overall condition of these parks using a five-point scale of excellent, good, fair, poor, or very poor.

As presented in Figure 14 on the next page, approximately three-quarters (74%) of residents felt the overall condition of these parks was either excellent (31%) or good (43%). Fifteen percent (15%) felt their condition was fair, and 4% said poor or very poor. An additional 7% were not sure and did not provide an opinion.

Question 10 Thinking specifically of Roxbury Memorial Park and La Cienaga Park, how would you rate their overall condition? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 14 OVERALL CONDITION OF ROXBURY MEMORIAL PARK AND LA CIENAGA PARK

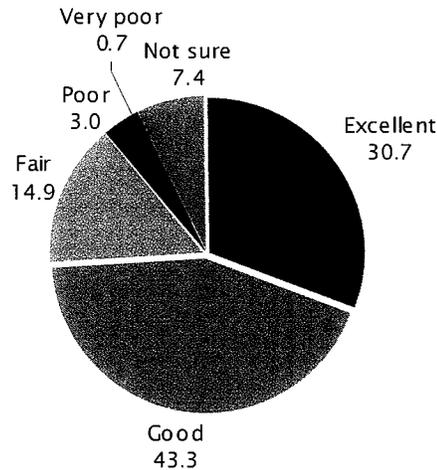
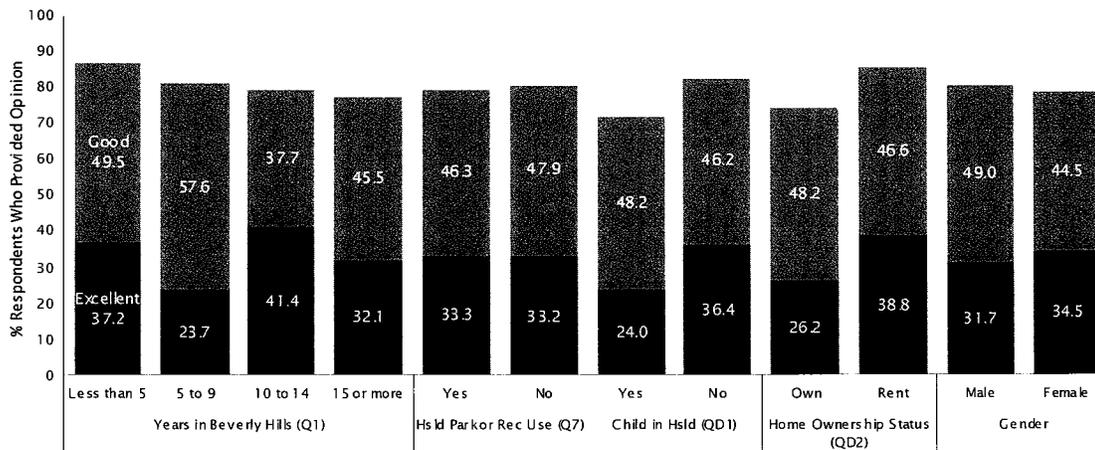


Figure 15 below displays the responses to Question 10 by several demographic variables, showing only those respondents who provided an opinion. Responses varied somewhat between the subgroups, although it should be noted that opinions of the parks' conditions were nearly identical between those in households that had visited a park or recreation facility in the past 12 months, and those that had not.

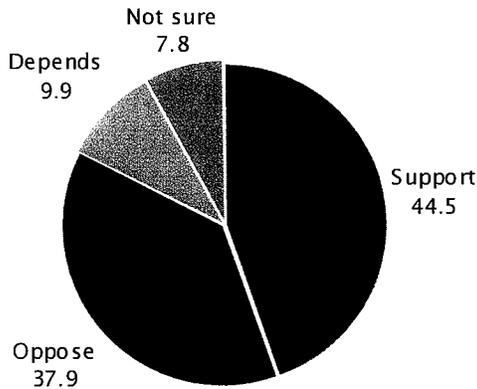
FIGURE 15 OVERALL CONDITION OF ROXBURY MEMORIAL PARK AND LA CIENAGA PARK BY YEARS IN BEVERLY HILLS, HSLD PARK OR REC USE, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER



The Parks Master Plan outlines a capital improvement program for Roxbury Memorial Park, La Cienaga Park, and other sites and facilities in Beverly Hills. However, the City does not currently have the funding to complete the plan. After informing respondents of these facts, Question 11 asked whether -- in the next year or two -- they would support or oppose a bond measure to fund the completion of the City's Parks Master Plan.

As shown in Figure 16, opinions about a Parks Master Plan bond measure were divided. Less than half (45%) of residents surveyed supported the measure with the limited information provided in the question. Thirty-eight percent (38%) opposed the proposed measure, whereas 18% were either unsure (8%) or indicated their opinion depended on additional details (10%).

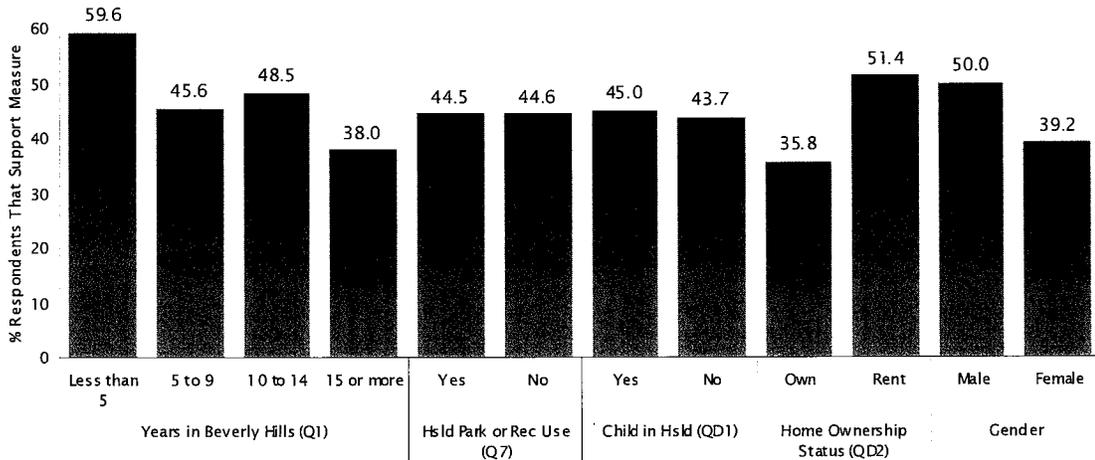
FIGURE 16 SUPPORT FOR PARKS MASTER PLAN BOND MEASURE



Question 11 *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?*

The next figure below looks at support for a Parks Master Plan bond measure by several demographic variables. Support varied considerably across sub-groups, with a notable trend for newer residents to be more likely to support the proposed measure when compared to long-time residents

FIGURE 17 SUPPORT FOR PARKS MASTER PLAN BOND MEASURE BY YEARS IN BEVERLY HILLS, HSLD PARK OR REC USE, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

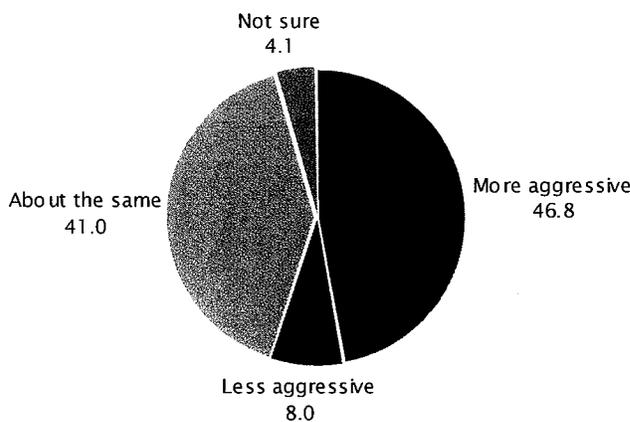


GREENING BEVERLY HILLS

One of the issues that has come to the forefront of media, public, and government attention during the past few years is the reality of climate change and the need to set policies that promote conservation, increase sustainability, and reduce pollution. Accordingly, the survey included a series of questions that focused on residents' opinions as they relate to environmental policies at the local level, as well as their support for enacting and enforcing specific proposed environmental policies.

The first question in this series sought to profile residents' opinions regarding the City's current environmental efforts. Figure 18 below shows that almost half (47%) of respondents felt the City should be *more aggressive* in setting and enforcing policies that protect the environment, compared with only 8% who felt the City should be *less aggressive*. Forty-one percent (41%) indicated that the City should proceed in a manner similar to its current approach, whereas 4% was unsure of their position on the topic.

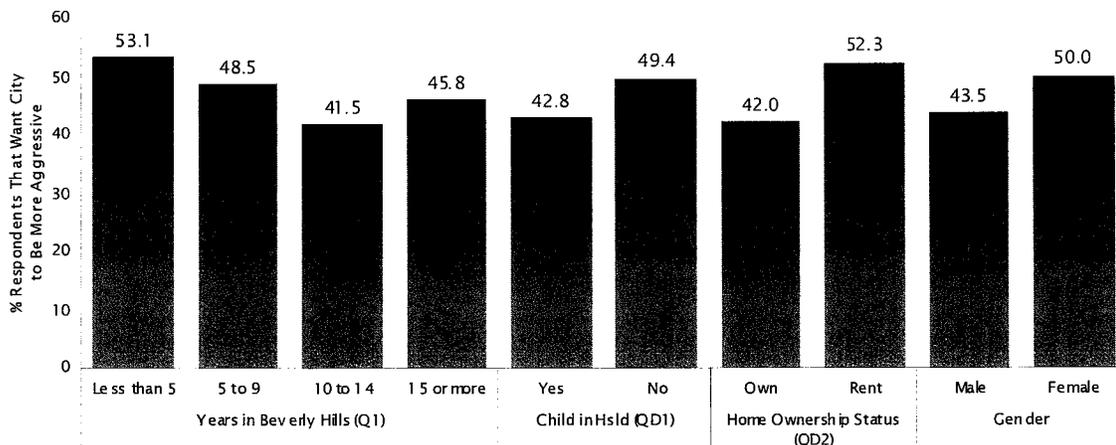
FIGURE 18 OPINION OF CITY'S ENVIRONMENTAL PROTECTION EFFORTS



Question 12 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?

For the interested reader, Figure 19 presents the responses to Question 12 by length of residence, presence of a child in the home, home ownership status, and gender.

FIGURE 19 OPINION OF CITY'S ENVIRONMENTAL PROTECTION EFFORTS BY YEARS IN BEVERLY HILLS, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

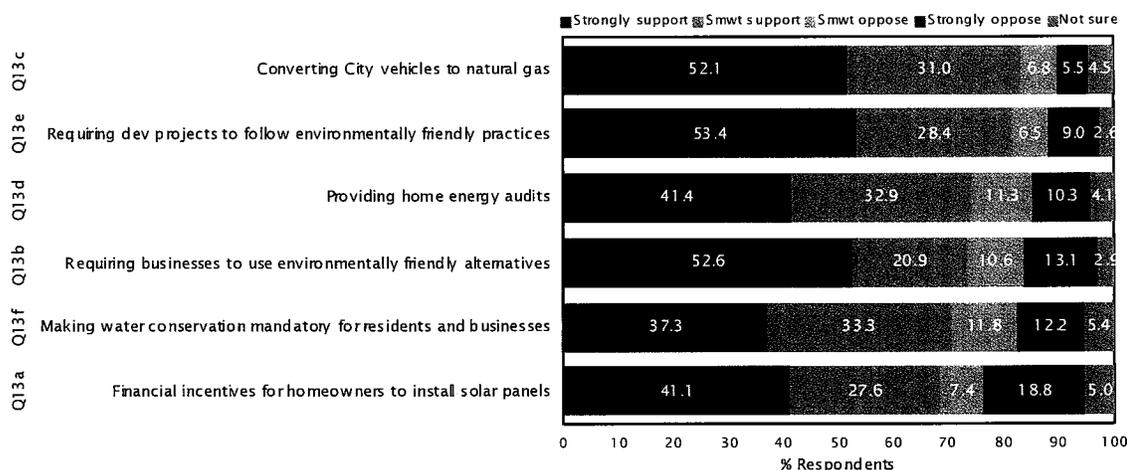


The goal of the next question in this series was to profile resident support for several environmental initiatives that the City of Beverly Hills could consider. For each of the actions shown on the left of Figure 13, respondents were asked the degree to which they would support or oppose the City taking the action.

As shown in Figure 13, more than two-thirds of residents supported each of the actions tested in Question 13. Support was greatest for the City converting City vehicles to natural gas so they cause less pollution (83% strongly or somewhat favor) and requiring that all new developments and remodeling projects follow environmentally-friendly design and building practices (82%).

Question 13 *Would you support or oppose the City: -----?*

FIGURE 20 SUPPORT FOR ENVIRONMENTAL PROPOSALS

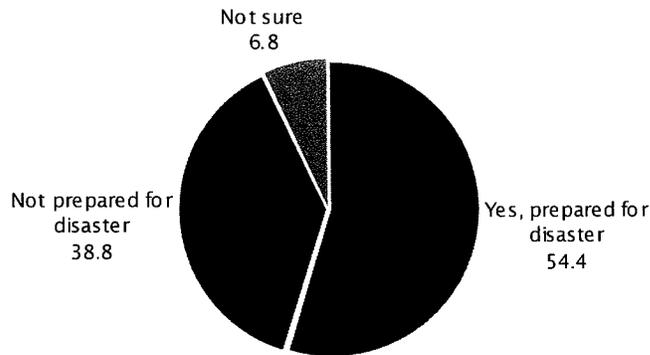


DISASTER PREPAREDNESS

In the event of a natural disaster or other emergency that affects a large percentage of the Beverly Hills population, police, fire, and other emergency services will not be available to immediately tend to all residents. It is important, therefore, that residents are prepared to be self-sufficient for some time after the event. The survey asked respondents whether they felt adequately prepared to be self-sufficient in the event of a natural disaster or other emergency. Self-sufficient was defined for the respondent as having the ability to take care of one's self and one's family for 72 hours without the assistance of emergency personnel and without electricity, telephone service, running water, or the ability to obtain additional supplies.

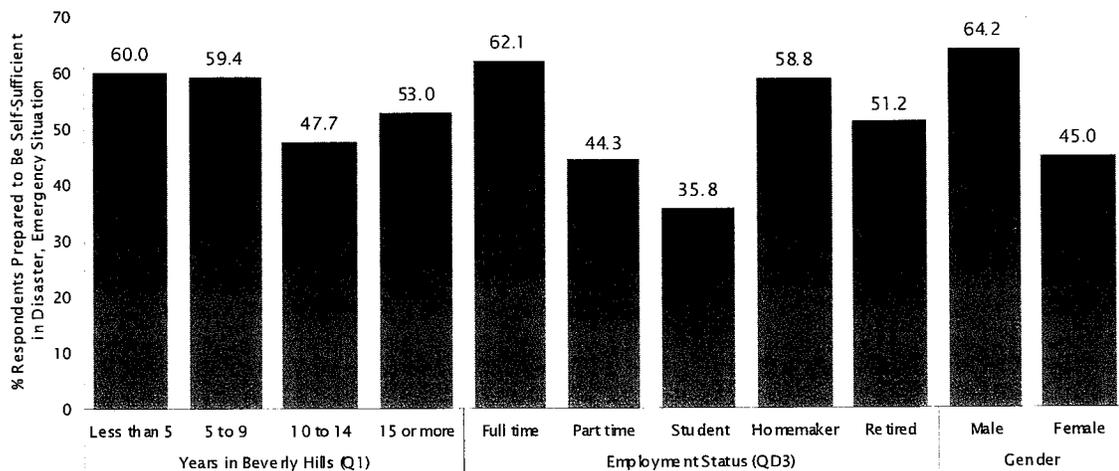
Overall, just over half (54%) of respondents indicated they feel adequately prepared to be self-sufficient in an emergency, compared with 39% who stated they do *not* feel adequately prepared. An additional 7% were unsure if they were adequately prepared (Figure 21). For the interested reader, Figure 22 presents the responses to this question by length of residence, employment status, and gender.

FIGURE 21 DISASTER PREPAREDNESS



Question 14 *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.*

FIGURE 22 DISASTER PREPAREDNESS BY YEARS IN BEVERLY HILLS, EMPLOYMENT STATUS & GENDER



T R A F F I C

In most California cities, traffic congestion ranks among the most pressing problems that residents would like local and regional governments to solve. As noted previously (see *Ways to Improve Quality of Life* on page 10), reducing traffic congestion was the most popular suggestion for things the city government could change to make Beverly Hills a better place to live.

To drill deeper on this issue and to establish a benchmark for future surveys, the survey measured residents' perceptions of traffic circulation on major streets and in residential areas. As shown in Figure 23, 58% of residents rated traffic circulation in residential areas as excellent or good, and 24% said it was fair. Perceptions of circulation on major streets were considerably less positive, with 39% of residents citing it as poor or very poor.

Question 15 *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?*

FIGURE 23 TRAFFIC CIRCULATION

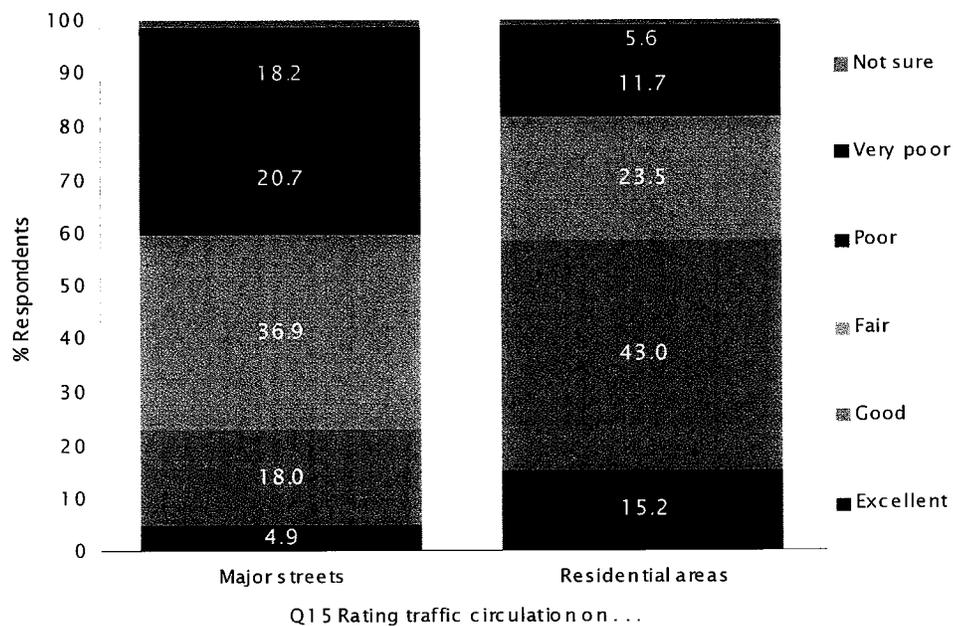
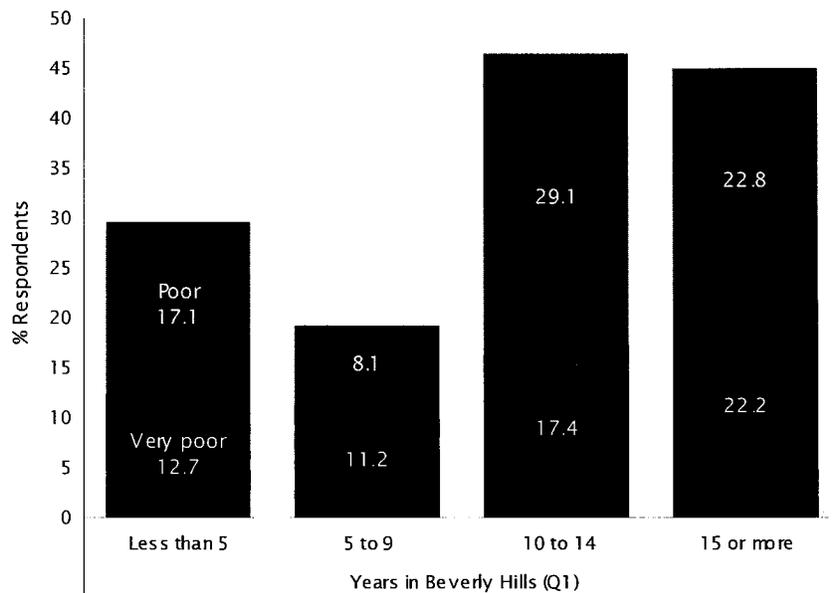


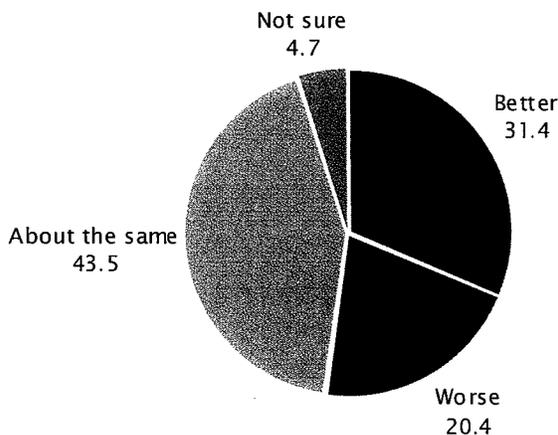
Figure 24 on the next page displays the results of Question 15 by length of residence, showing the percentage of respondents who felt traffic circulation on major streets was poor or very poor. Long-time residents were considerably more likely than newer residents to harbor an unfavorable opinion of traffic on major streets.

FIGURE 24 TRAFFIC CIRCULATION ON MAJOR STREETS BY YEARS IN BEVERLY HILLS



As a follow-up to Question 15, residents were asked to compare traffic circulation in Beverly Hills with that in other cities in Los Angeles County. As shown in Figure 25 below, most (75%) residents felt that traffic circulation in Beverly Hills is either comparable to (44%) or better (31%) than neighboring Los Angeles County cities. One-fifth (20%) of respondents perceived that circulation is comparatively worse in Beverly Hills.

FIGURE 25 TRAFFIC CIRCULATION IN BEVERLY HILLS COMPARED WITH OTHER LA CITIES



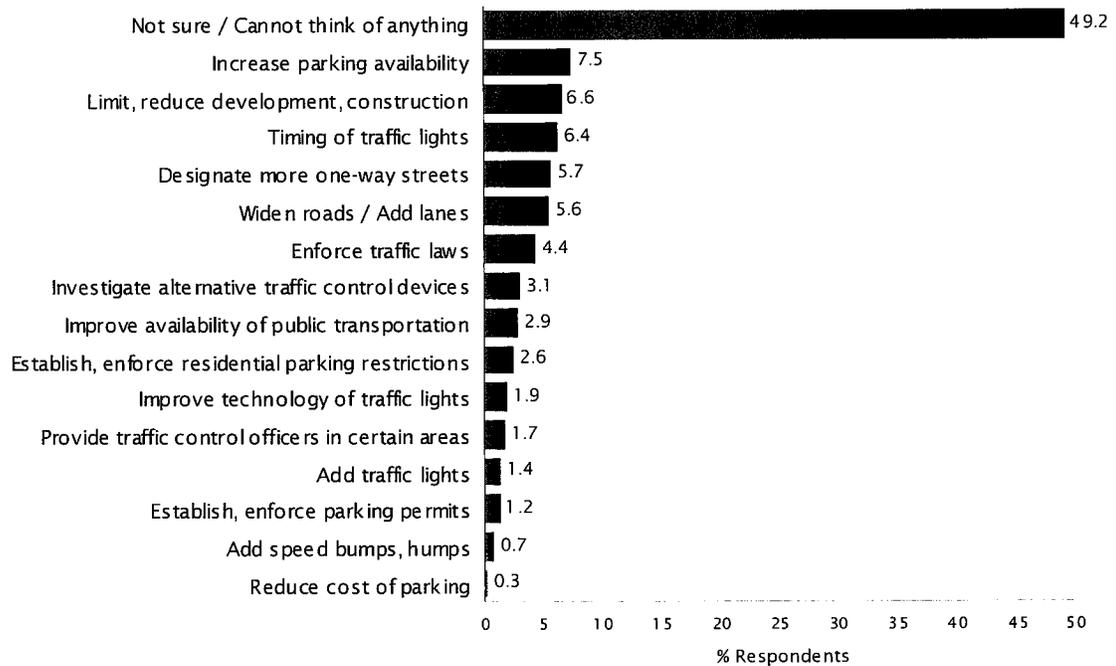
Question 16 When compared with other cities in Los Angeles County, would you say that traffic circulation in Beverly Hills is better, worse or about the same?

The final question of this series asked residents if, in addition to timing traffic signals and restricting parking on certain streets, they felt the City should be taking any additional actions to improve traffic circulation. This question was asked in an open-ended manner, which allowed respondents to mention any action that came to mind without being prompted by or restricted to a particular list of options. The responses were later grouped into the categories presented in Figure 26 on the next page.

Almost half (49%) of respondents were unsure or could not think of any additional traffic-improving measures. Increasing parking availability (8%), limiting or reducing new developments and construction projects (7%), timing traffic signals (6%), and designating additional one-way streets in the City (6%) were the most popular suggestions.

Question 17 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?

FIGURE 26 SUGGESTIONS FOR REDUCING TRAFFIC CONGESTION

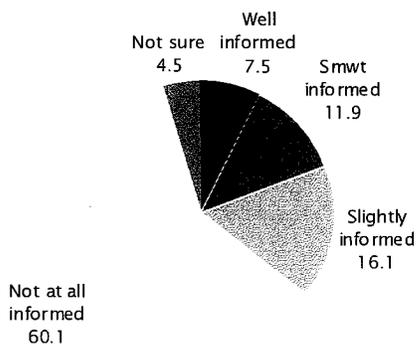


HOMELESS PROGRAMS

Homelessness is an issue of concern in urban and rural communities throughout the United States. The 2005 Greater Los Angeles Homeless Count estimated that 88,000 men, women, and children live on the streets and in the homeless shelters of Los Angeles County on any given night. Although federal, state, and local governments provide funding to assist the homeless, the problem persists. As with any issue, there exists a component of educating the public about aspects of the issue itself, as well as current efforts made to address it. Beverly Hills takes a proactive approach to the problem of homelessness by working with neighboring cities and non-profit agencies to reduce homelessness in the region. Through the work of the City's Human Relations Commission, its partnerships with regional shelters, and a variety of volunteer programs, Beverly Hills leads by example in its efforts to aid and assist the homeless population.

To assess residents' knowledge and perceptions of the homeless issue, the survey presented three questions on the topic. Respondents were first asked how informed they feel about the City's homeless assistance efforts in general. As shown in Figure 27, the vast majority (76%) of residents considered themselves *not at all* or only *slightly* informed on homeless assistance programs in Beverly Hills, compared with 20% who felt they were *well* or *somewhat* informed.

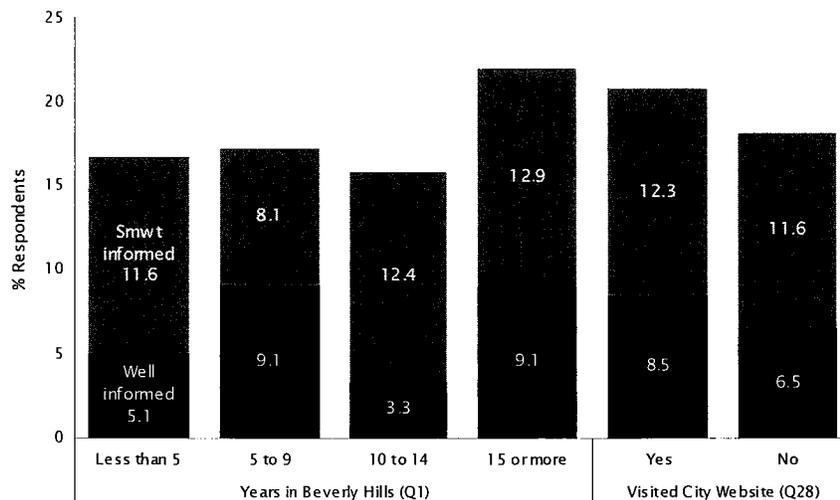
FIGURE 27 HOW INFORMED ABOUT HOMELESS ASSISTANCE



Question 18 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?

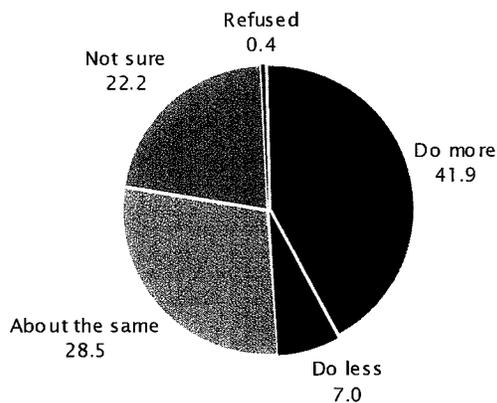
Figure 28 below shows that long-time residents and those who had visited the City's website in the past 12 months felt more informed than their counterparts.

FIGURE 28 HOW INFORMED ABOUT HOMELESS ASSISTANCE BY YEARS IN BEVERLY HILLS & VISITED CITY WEBSITE



The next two questions of the survey addressed residents' perceptions of the City's efforts to assist the homeless population, as well as enforce laws and policies that pertain to the homeless. Question 19 asked respondents if they felt the City should do more, less, or about the same as it currently does to assist the homeless population of Beverly Hills. Overall, 42% of respondents felt the City should do more, 7% felt it should do less, and 29% felt the City should continue its current level of assistance to the homeless. Almost one-quarter (23%) of those surveyed were not sure or did not provide an opinion on this matter (Figure 29).

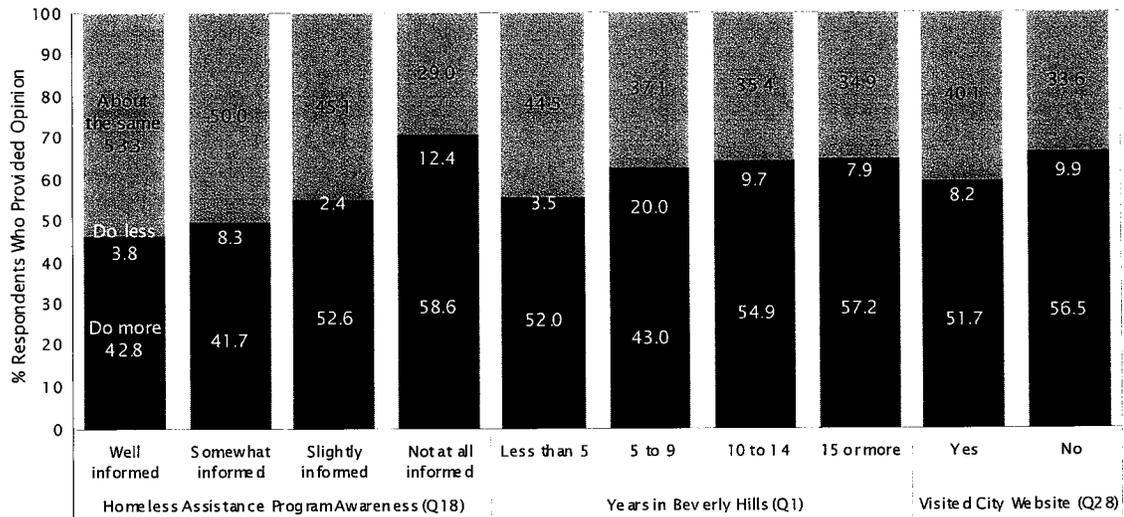
FIGURE 29 OPINION OF CITY'S EFFORTS TO ASSIST HOMELESS



Question 19 *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?*

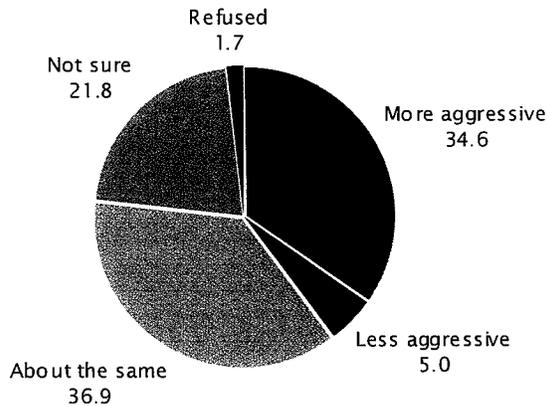
Figure 30 below presents the findings of this question by several demographic variables, showing only those respondents who provided an opinion. Notably, respondents who felt they were well informed on the topic of homelessness were the most likely subgroup to feel the City should continue its current assistance efforts.

FIGURE 30 OPINION OF CITY'S EFFORTS TO ASSIST HOMELESS BY HOMELESS ASSISTANCE PROGRAM AWARENESS, YEARS IN BEVERLY HILLS & VISITED CITY WEBSITE



Turning to the enforcement component, Question 20 asked respondents if they thought 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. As shown in Figure 31, 37% of respondents felt the City should continue with its current level of enforcement, and a similar percentage (35%) felt it should be more aggressive. Only 5% felt the City should be less aggressive, and approximately one-quarter (24%) were unsure or did not share their opinion.

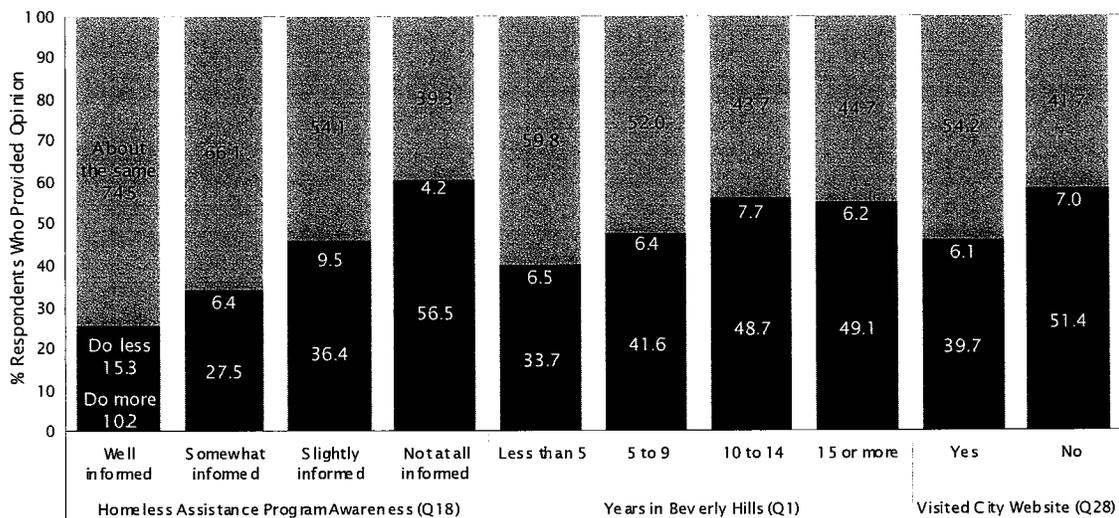
FIGURE 31 OPINION OF CITY'S EFFORTS IN ENFORCING HOMELESS LAWS



Question 20 *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?*

Figure 32 below presents the findings of this question by several demographic variables, showing only those respondents who provided their opinion. As with the findings of the prior question, opinions of the City's enforcement efforts were strongly related to how informed the respondents considered themselves regarding the City's homeless programs.

FIGURE 32 OPINION OF CITY'S EFFORTS IN ENFORCING HOMELESS LAWS BY HOMELESS ASSISTANCE PROGRAM AWARENESS, YEARS IN BEVERLY HILLS & VISITED CITY WEBSITE

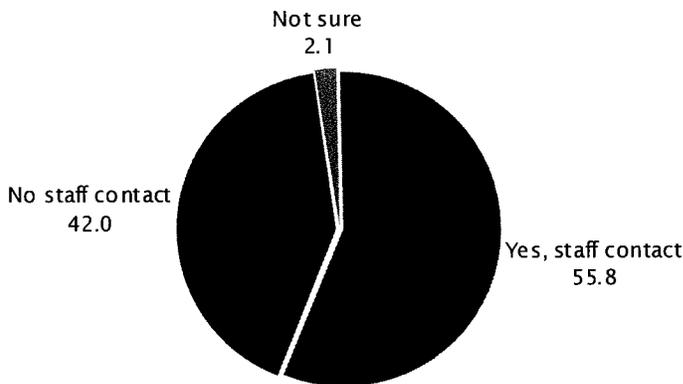


S T A F F

Although the majority of the survey focused on residents' satisfaction and experiences with the City's efforts to provide specific services, facilities, and programs, at this point the survey turned to measuring residents' interaction with City staff and their perceptions of its customer service.

All respondents were first asked if they had been in contact with City of Beverly Hills staff in the past 12 months. Figure 33 provides the findings of this question and shows that more than half (56%) of residents indicated they had contact with City staff in the 12 months prior to the interview, which is one of the highest staff-resident interaction rates True North has found in its work with California cities over the past seven years.

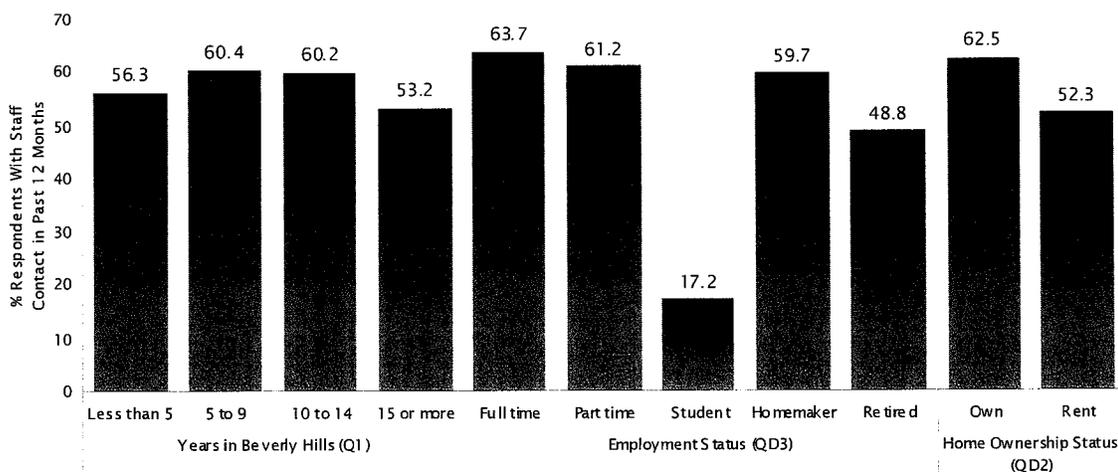
FIGURE 33 STAFF CONTACT IN PAST 12 MONTHS



Question 21 In the past 12 months, have you been in contact with City of Beverly Hills staff?

Figure 34 below displays the responses to Question 21 by years of residence, employment status, and home ownership status. Interaction with City staff in the past 12 months was high (i.e., near or greater than 50%) for all subgroups except students.

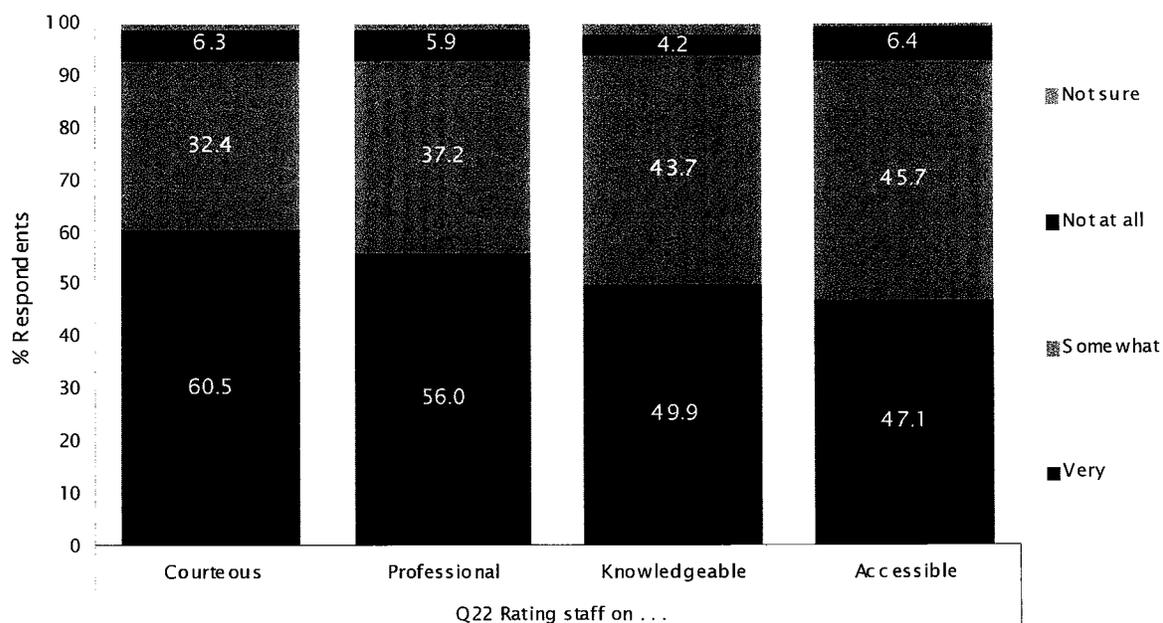
FIGURE 34 STAFF CONTACT IN PAST 12 MONTHS BY YEARS IN BEVERLY HILLS, EMPLOYMENT STATUS & HOME OWNERSHIP STATUS



Presented only to residents who had been in contact with City staff in the past 12 months, Question 22 asked respondents to rate staff on four dimensions: courteousness, professionalism, knowledge, and accessibility. The findings of this question are presented below in Figure 35. As shown in the figure, City staff received very high marks on each dimension of customer service tested -- with the highest scores received for being courteous and professional.

Question 22 *In your opinion, is the staff at the City very _____, somewhat _____, or not at all _____?*

FIGURE 35 OPINION OF STAFF

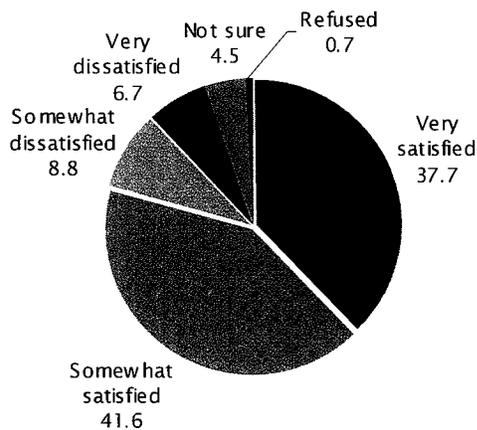


CITY - RESIDENT COMMUNICATION

The importance of City-resident communication cannot be overstated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the city to its residents and vice-versa. This study is just one example of Beverly Hill's efforts to enhance the information flow to the City to better understand citizens' concerns, perceptions, and needs. In this section of the report, we present the results of several communication-related questions.

Question 23 of the survey asked residents to report their satisfaction with City-resident communication in the City of Beverly Hills. Overall, 79% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, or other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (16%) or did not share their opinion (5%).

FIGURE 36 SATISFACTION WITH COMMUNICATION



Question 23 Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means?

For the interested reader, figures 37 and 38 display how overall satisfaction with the City's efforts to communicate with residents varied by a variety of demographic variables.

FIGURE 37 SATISFACTION WITH COMMUNICATION BY YEARS IN BEVERLY HILLS & EMPLOYMENT STATUS

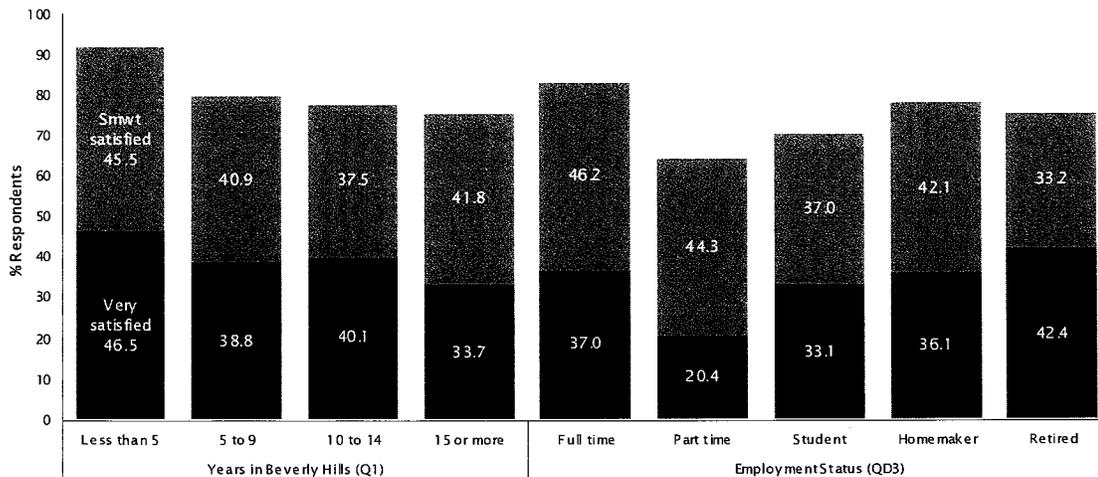
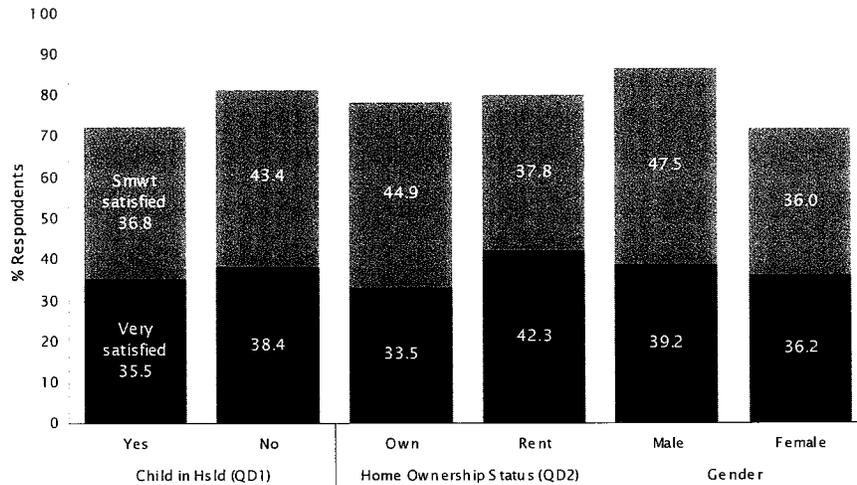


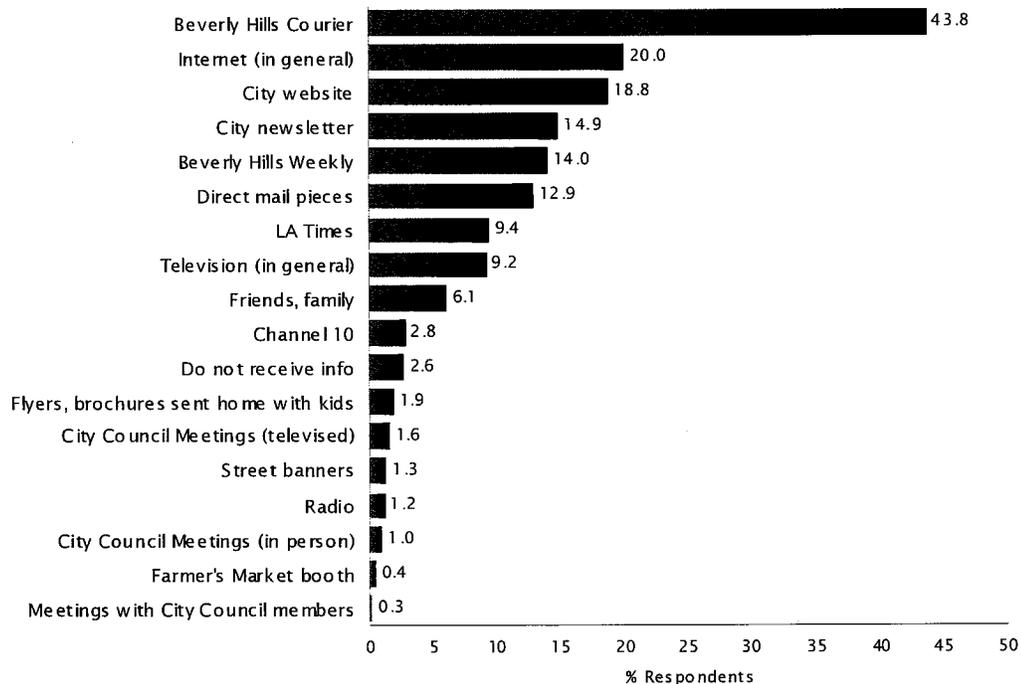
FIGURE 38 SATISFACTION WITH COMMUNICATION BY CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER



To help the City identify the most effective means of communicating with residents, it is helpful to understand what information sources they currently rely on for this type of information. In an open-ended manner, residents were asked to list the information sources they typically use to find out about Beverly Hills news, information, and programming. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 39 represent the percentage of residents who mentioned a particular source, and thus sum to more than 100.

Question 24 *What information sources do you use to find out about City of Beverly Hills news, information and programming?*

FIGURE 39 SOURCES FOR CITY INFORMATION

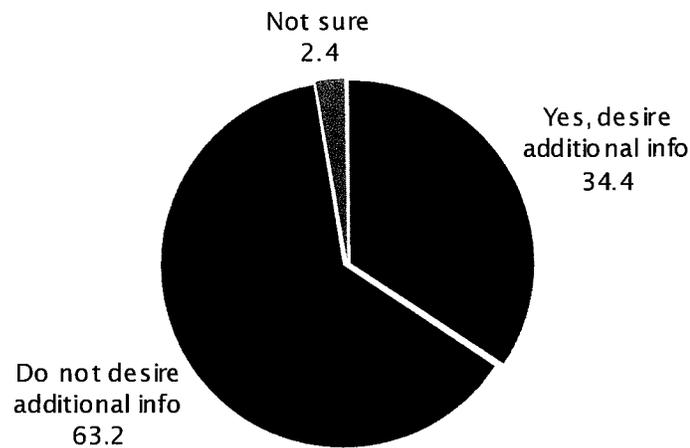


The most frequently-cited source for City information was the *Beverly Hills Courier*, mentioned by 44% of residents. The Internet in general (20%), the City website (19%), the City Newsletter (15%), Beverly Hills Weekly (14%), and direct mail pieces (13%) were also mentioned by at least 10% of respondents.

Respondents were next asked if there was a particular topic or issue that they'd like to receive more information about from the City. Approximately one-third (34%) of residents answered Question 25 in the affirmative (Figure 34).

Question 25 *Is there a particular topic or issue that you'd like to receive more information about from the City?*

FIGURE 40 DESIRE ADDITIONAL INFO FROM CITY

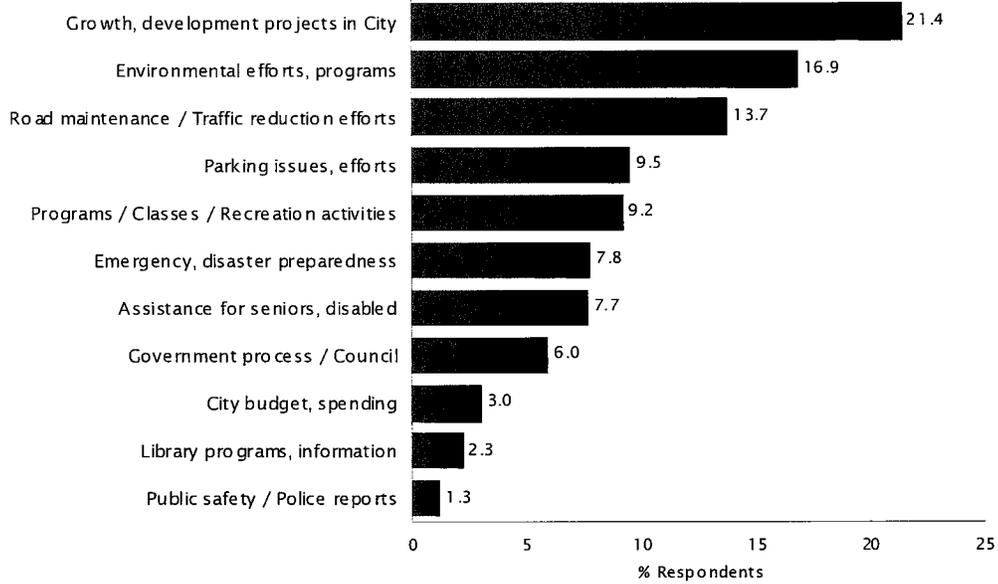


Respondents who expressed interest in receiving additional information from the City were subsequently asked to briefly describe the topic. Similar to previous questions in the survey, this question was posed in an open-ended manner, allowing respondents to mention whatever topic or issue came to mind. Verbatim responses were later grouped into the categories shown on the next page in Figure 41.

The most commonly-mentioned topic was information regarding growth and future development plans in the City (cited by 21% of respondents). Environmental efforts and programs (17%), as well as street maintenance and traffic reduction efforts (14%) were also mentioned by at least 10% of respondents.

Question 26 Please briefly describe the topic [you'd like to receive more information about from the City].

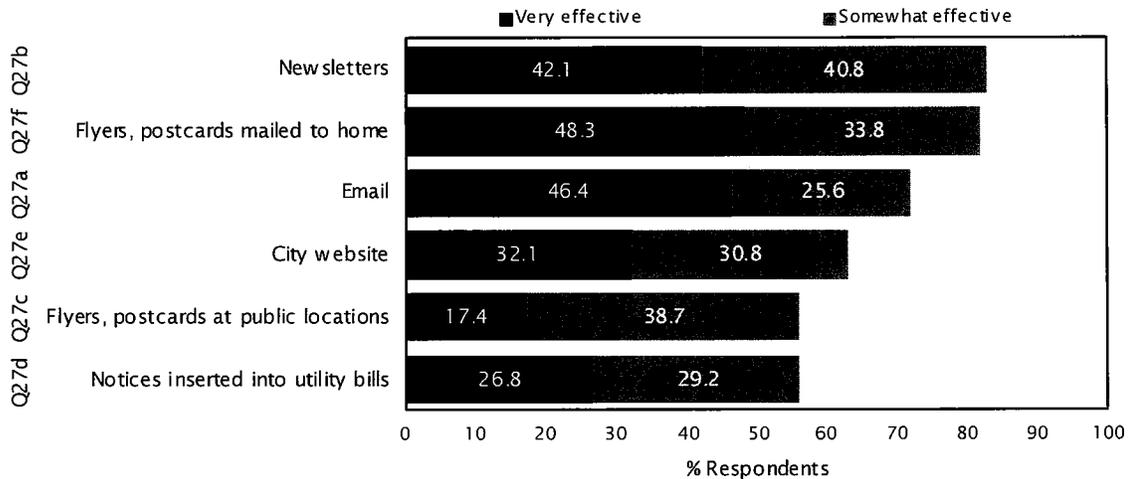
FIGURE 41 ADDITIONAL TOPICS DESIRED



The next communication-related question presented respondents with each of the methods shown at the left of Figure 42 and asked, for each, whether it would be an effective way for the City to communicate with them. Overall, respondents indicated that newsletters were the most effective (83% very or somewhat effective), followed by flyers, postcards, or letters mailed to home (82%), and email (72%).

Question 27 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.

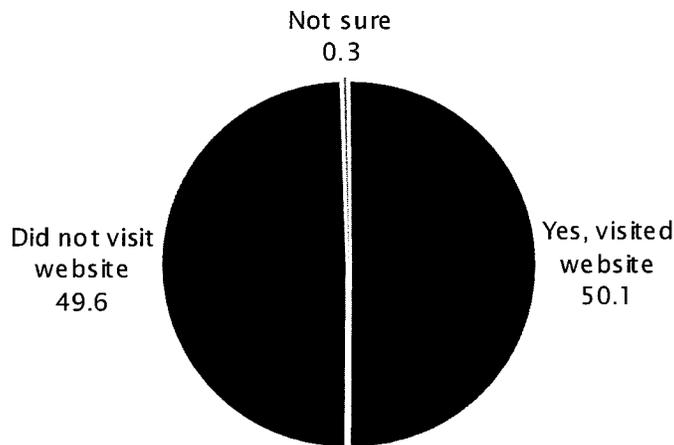
FIGURE 42 EFFECTIVENESS OF COMMUNICATION METHODS



The series of questions regarding communication concluded by asking about the City's website and proposed online services. As presented in Figure 43, when asked if they had visited the City of Beverly Hill's website in the past 12 months, half (50%) of all respondents answered in the affirmative.

Question 28 *In the past 12 months, have you visited the City's website?*

FIGURE 43 CITY WEBSITE VISIT IN PAST 12 MONTHS



As seen in the next two figures, visiting the City's website was related to several resident characteristics. Most notably, newer residents, those in households with a park or recreation facility visit, those with a child in the home, employed individuals, renters, and male respondents were more likely than their counterparts to have visited the website in the past 12 months.

FIGURE 44 CITY WEBSITE VISIT IN PAST 12 MONTHS BY YEARS IN BEVERLY HILLS, HSLD PARK OR REC USE & CHILD IN HOME

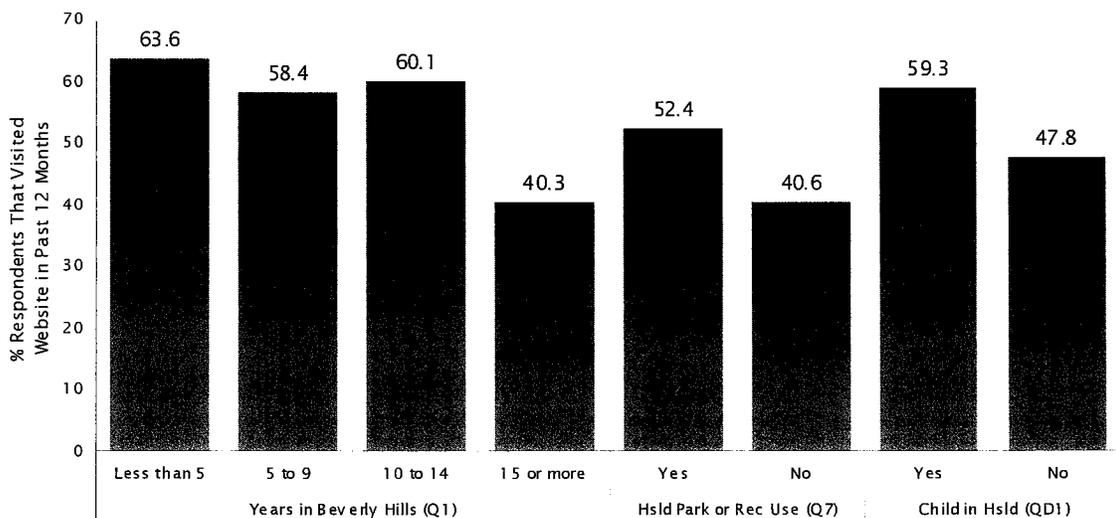
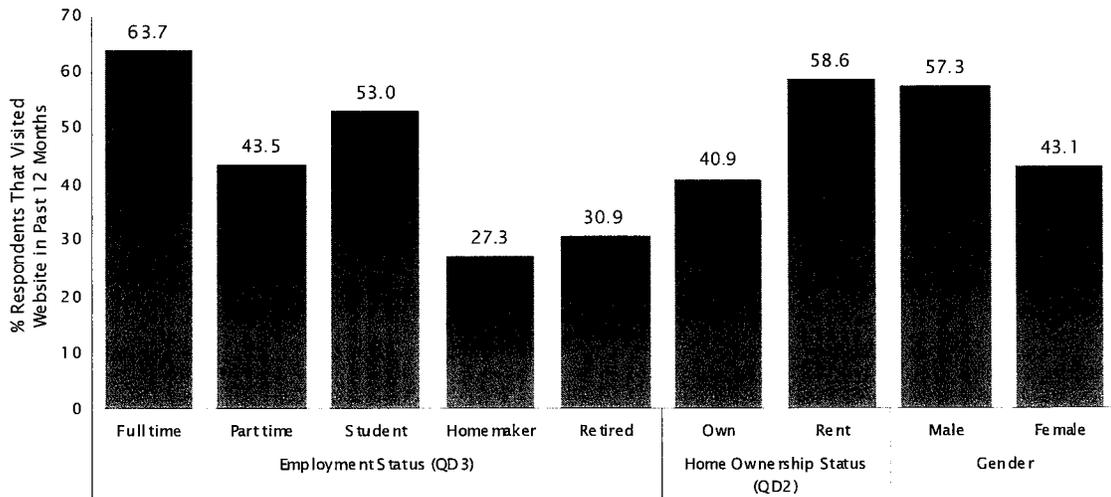


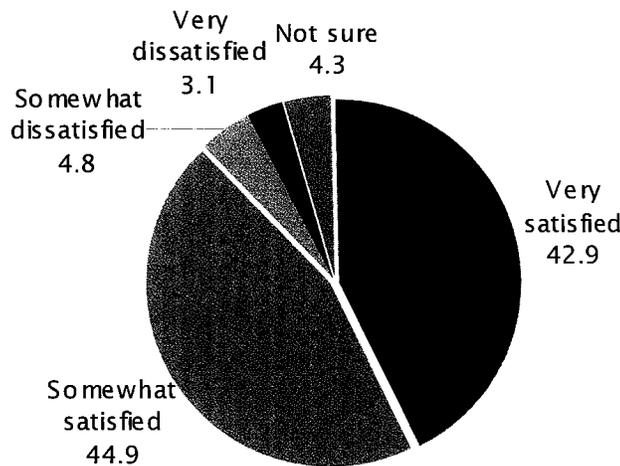
FIGURE 45 CITY WEBSITE VISIT IN PAST 12 MONTHS BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & GENDER



Respondents who had visited the City's website in the past 12 months were next asked to rate their level of satisfaction with the content and resources available on the website. Overall, visitors expressed high levels of satisfaction with the City's website, with 88% indicating that they were satisfied.

Question 29 *Overall, are you satisfied or dissatisfied with the content and resources available on the City's website?*

FIGURE 46 SATISFACTION WITH WEBSITE



The final substantive question the survey presented all respondents with five proposed online services and asked, for each, if they were interested in using the service. Figure 47 presents the findings of this question and shows that the level of interest in online registration for classes, camps, and recreation programs (64%) was identical to the level of interest in the ability to reserve or renew library books and read book reviews online (64%). The ability to make payments

online (59%) and receive building permit services (50%) also generated a large amount of interest among those surveyed.

Question 30 *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.*

FIGURE 47 INTEREST IN PROPOSED ONLINE SERVICES

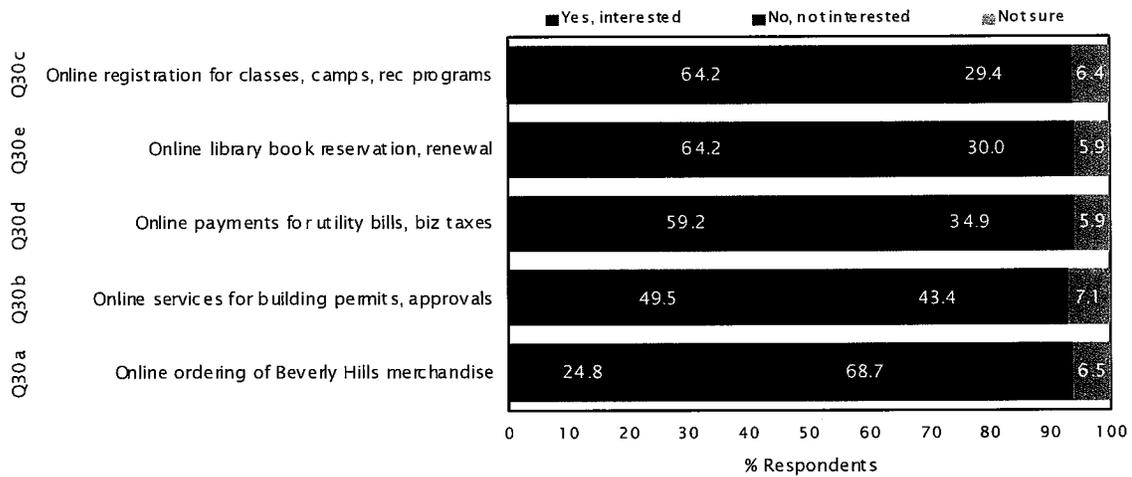
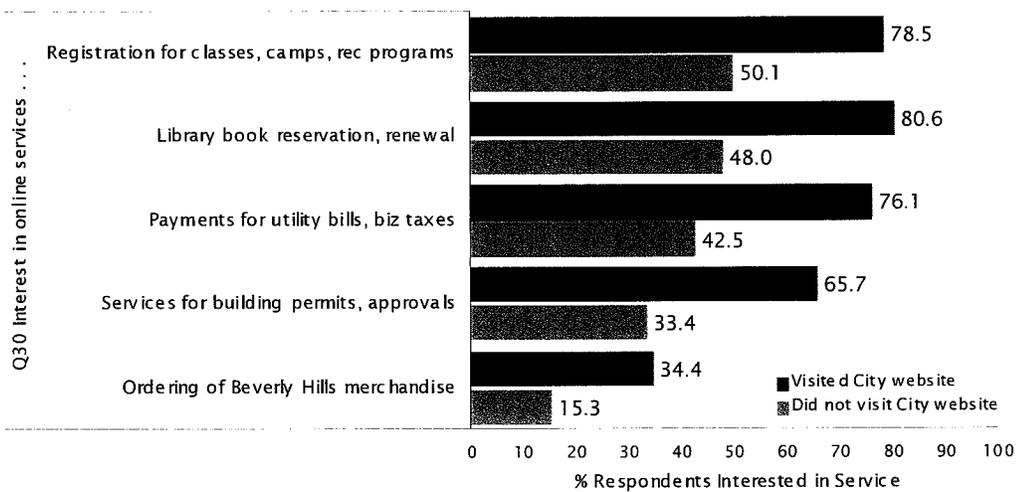


Figure 48 displays the percentage of respondents who were interested in each service by whether the respondent had visited the City’s website in the past year. Those who had visited the website were more likely to show interest in each of the proposed services when compared to those who had not visited the website, although the ranked order of interest in the services was nearly identical between the two groups.

FIGURE 48 INTEREST IN PROPOSED ONLINE SERVICES BY CITY WEBSITE VISIT



BACKGROUND & DEMOGRAPHICS

TABLE 1 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	301
Q1 Years in Beverly Hills	
Less than 5	17.6
5 to 9	14.3
10 to 14	15.6
15 or more	52.6
QD1 Child in home	
Yes	24.6
No	72.8
Refused	2.6
QD2 Home ownership status	
Own	45.8
Rent	49.6
Refused	4.7
QD3 Employment status	
Full time	48.9
Part time	9.5
Student	5.6
Homemaker	8.0
Retired	19.0
Between jobs	5.7
Refused	3.3
S1 Gender	
Male	48.9
Female	51.1

Table 1 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of adult residents in the City of Beverly Hills. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).

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 Dr. McLarney of True North Research worked closely with the City of Beverly Hills 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.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who had visited the City of Beverly Hills' website in the past year were asked about their satisfaction with the resources available on the site. The questionnaire included with this report (see *Questionnaire & Toplines* on page 42) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

Computer Assisted Telephone Interviewing Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. 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 Beverly Hills prior to formally beginning the survey.

Sampling The survey was conducted using a hybrid listed sample⁶ of 301 adult residents drawn at random from the universe of households in the City. Consistent with the profile of this universe, the sample was stratified on household characteristics and a total of 301 clusters were defined, each representing a particular combination of household party-type and geographic location within the City. Once a household was randomly contacted, potential respondents were then screened for inclusion in the study based on their age and gender. This method helped to ensure a balanced sample profile that matches that of the City's adult population within certain tolerances. Note that a respondent who was contacted at a registered household did not need to be a registered voter to participate in the study.

Monitoring Sample Characteristics By using a stratified and clustered sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of adults in the City of Beverly Hills. 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

6. The sample was created by merging the City's voter file with several proprietary listed databases.

the survey of 301 adults for a particular question and what would have been found if all of the estimated 27,811 adults in the City had been interviewed.

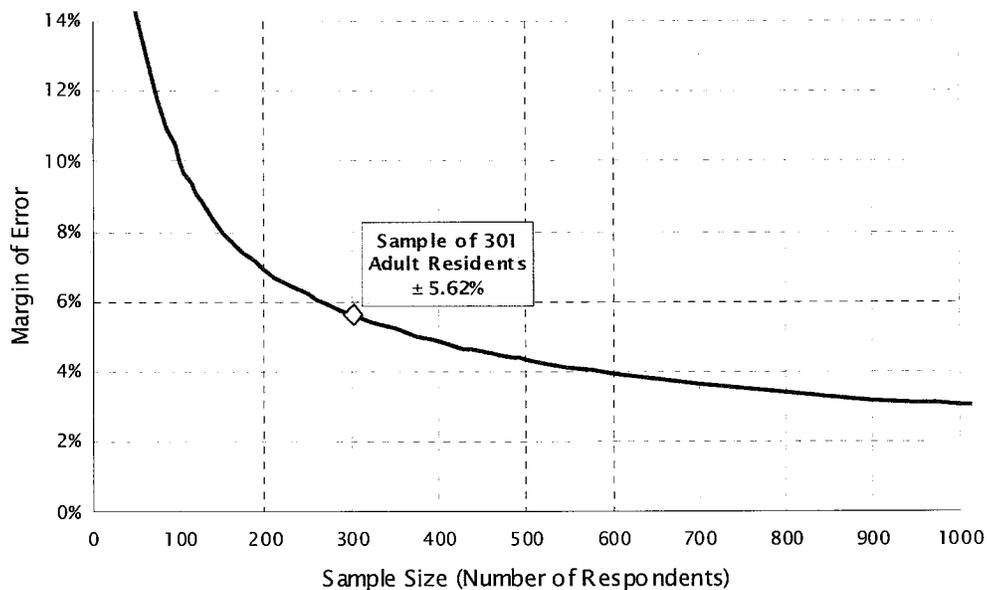
For example, in estimating the percentage of adults in households that have visited a Beverly Hills park or recreation facility in the past 12 months (Question 7), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the 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 adults who said they or someone in their household visited a park or recreation facility (0.83 for 83% in this example), N is the population size of all adults (27,811), n is the sample size that received the question (301), 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 reveals a margin of error of $\pm 4.23\%$. This means that with 83% of respondents indicating that they or someone in their household had visited a park or recreation facility in the past 12 months, we can be 95 percent confident that the actual percentage of all adults in a household that visited a park or recreation facility in that time period is between 79% and 87%.

Figure 49 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 $\pm 5.62\%$ for questions answered by all 301 respondents.

FIGURE 49 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as the number of years he or she had lived in Beverly Hills. Figure 49 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.

Method of Data Collection The 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 13 and December 21, 2008. 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. The interviews averaged 21 minutes in length.

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 crosstabulations.

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 Beverly Hills
Resident Satisfaction Survey
Final Toplines
January 2009

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>							
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Refused
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?

	Randomize	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 Cienaga (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>	<table border="1"> <thead> <tr> <th></th> <th>Strongly Support</th> <th>Somewhat Support</th> <th>Somewhat Oppose</th> <th>Strongly Oppose</th> <th>Not sure</th> <th>Refused</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>Offering financial incentives or loans to private home owners to encourage them to install solar panels.</td> <td>41%</td> <td>28%</td> <td>7%</td> <td>19%</td> <td>5%</td> <td>0%</td> </tr> <tr> <td>B</td> <td>Requiring businesses to stop using harmful products such as plastic bags and packaging when environmentally friendly alternatives are available.</td> <td>53%</td> <td>21%</td> <td>11%</td> <td>13%</td> <td>2%</td> <td>1%</td> </tr> <tr> <td>C</td> <td>Converting City vehicles to natural gas so they cause less pollution.</td> <td>52%</td> <td>31%</td> <td>7%</td> <td>6%</td> <td>4%</td> <td>0%</td> </tr> <tr> <td>D</td> <td>Providing home energy audits for residents to identify ways they can conserve energy.</td> <td>41%</td> <td>33%</td> <td>11%</td> <td>10%</td> <td>4%</td> <td>0%</td> </tr> <tr> <td>E</td> <td>Requiring that all new developments and remodeling projects follow environmentally-friendly design and building practices.</td> <td>53%</td> <td>28%</td> <td>6%</td> <td>9%</td> <td>3%</td> <td>0%</td> </tr> <tr> <td>F</td> <td>Making water conservation mandatory for residents and businesses.</td> <td>37%</td> <td>33%</td> <td>12%</td> <td>12%</td> <td>5%</td> <td>0%</td> </tr> </tbody> </table>		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%
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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?							
	Read in Order	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: Please describe them to me briefly.</i>							
	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	Refused
A	Courteous		60%	32%	6%	1%	0%
B	Professional		56%	37%	6%	1%	0%
C	Knowledgeable		50%	44%	4%	2%	0%
D	Accessible		47%	46%	6%	0%	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</i> / <i>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. Probe: 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? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>						
	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%