

Attachment 4



Section 1: Introduction to Study

Hello, may I please speak to _____. Hi, 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
	2	1 to 4 years
	3	5 to 9 years
	4	10 to 14 years
	5	15 years or longer
	99	Prefer not to answer
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
	2	Good
	3	Fair
	4	Poor
	5	Very Poor
	98	Not sure
	99	Prefer not to answer
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?	
	<i>Record Verbatim Response - Record first responses only.</i>	
	98	Not sure / Refused
	99	Prefer not to answer

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						
	2	Somewhat satisfied						
	3	Somewhat dissatisfied						
	4	Very dissatisfied						
	98	Not sure						
	99	Prefer not to answer						
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	Prefer not to answer
A	Provide police services		1	2	3	4	98	99
B	Provide fire protection and prevention services		1	2	3	4	98	99
C	Provide emergency paramedic services		1	2	3	4	98	99
D	Maintain and repair streets		1	2	3	4	98	99
E	Manage traffic congestion in the City		1	2	3	4	98	99
F	Maintain public landscapes and street medians		1	2	3	4	98	99
G	Provide library services		1	2	3	4	98	99
H	Maintain the right image and identity for Beverly Hills		1	2	3	4	98	99
I	Prepare the City for emergencies		1	2	3	4	98	99
J	Provide trash collection and recycling services		1	2	3	4	98	99
K	Maintain City parks and sports fields		1	2	3	4	98	99
L	Provide youth services including tutoring, teen programs, and after school recreation programs for children and teenagers		1	2	3	4	98	99
M	Provide senior services		1	2	3	4	98	99

N	Manage growth and development	1	2	3	4	98	99
O	Provide recreation <u>programs</u> for all ages	1	2	3	4	98	99
P	Bring a balanced mix of businesses into the City	1	2	3	4	98	99
Q	Market the City to tourists and visitors	1	2	3	4	98	99
R	Provide adequate public parking	1	2	3	4	98	99
S	Provide public art	1	2	3	4	98	99
T	Promote performing arts and theatre in the City	1	2	3	4	98	99
U	Maintain the small-town community feel of Beverly Hills	1	2	3	4	98	99
V	Provide water and sewer services	1	2	3	4	98	99
W	Provide code enforcement services	1	2	3	4	98	99
Q6	<p>The City of Beverly Hills has the financial resources to provide some of the projects and programs desired by residents. Because it can't fund every project and program, however, the City must set priorities.</p> <p>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.</p> <p>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?</p>						
	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	No Opinion	Prefer not to answer
A	Providing police services	1	2	3	4	98	99
B	Providing fire protection and prevention services	1	2	3	4	98	99
C	Providing emergency paramedic services	1	2	3	4	98	99
D	Maintaining and repairing streets	1	2	3	4	98	99
E	Managing traffic congestion in the City	1	2	3	4	98	99
F	Maintaining public landscapes and street medians	1	2	3	4	98	99
G	Providing library services	1	2	3	4	98	99
H	Maintaining the right image and identity for Beverly Hills	1	2	3	4	98	99
I	Preparing the City for emergencies	1	2	3	4	98	99
J	Providing trash collection and recycling services	1	2	3	4	98	99

K	Maintaining City parks and sports fields	1	2	3	4	98	99
L	Providing youth services including tutoring, teen programs, and after school recreation programs for children and teenagers	1	2	3	4	98	99
M	Providing senior services	1	2	3	4	98	99
N	Managing growth and development	1	2	3	4	98	99
O	Providing recreation programs for all ages	1	2	3	4	98	99
P	Bringing a balanced mix of businesses into the City	1	2	3	4	98	99
Q	Marketing the City to tourists and visitors	1	2	3	4	98	99
R	Providing adequate public parking	1	2	3	4	98	99
S	Providing public art	1	2	3	4	98	99
T	Promoting performing arts and theatre in the City	1	2	3	4	98	99
U	Maintaining the small-town community feel of Beverly Hills	1	2	3	4	98	99
V	Providing water and sewer services	1	2	3	4	98	99
W	Providing code enforcement services	1	2	3	4	98	99

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 <i>Ask Q8</i>
	2	No <i>Skip to Q9</i>
	98	Don't Know/No opinion <i>Skip to Q9</i>
	99	Prefer not to answer <i>Skip to Q9</i>
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
	2	2 to 3 times per month
	3	Once per month
	4	Less often than once per month
	98	Don't Know/No opinion
	99	Prefer not to answer

Q9	How do you rate the: _____ Beverly Hills parks and recreation facilities? Would you say it is excellent, good, fair, poor or very poor?							
<i>Randomize</i>		Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
A	Appearance and cleanliness of	1	2	3	4	5	98	99
B	Amenities and equipment at	1	2	3	4	5	98	99
C	Programs and classes that are offered at	1	2	3	4	5	98	99

Section 5: Greening Beverly Hills

Q10	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						
	2	Less aggressive						
	3	About same						
	98	Not sure						
	99	Prefer not to answer						
Q11	In order to reduce the use of plastic bags which are harmful to the environment, would you support or oppose a policy that required supermarkets and retail stores in Beverly Hills to provide reusable bags or charge customers 10 cents per plastic bag.							
	1	Support						
	2	Oppose						
	98	Not sure						
	99	Prefer not to answer						

Section 6: Disaster Preparedness

Q12	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						
	2	No						
	98	No Opinion/Not Sure						
	99	Prefer not to answer						

Section 7: Traffic		
Q13	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>	
		<i>Record Verbatim Response - Record first 2 responses only.</i>
	2	No/No additional actions come to mind
	98	Not Sure/No opinion
	99	Prefer not to answer

Section 8: Miscellaneous issues		
Q14	In the near future, the section of Santa Monica Boulevard that runs through Beverly Hills will be reconstructed. Would you support adding bikes lanes to Santa Monica Boulevard if it requires removing 3 to 5 feet of green space along Beverly Gardens Park?	
	1	Yes, add bike lanes
	2	No, don't add bike lanes/keep green space
	98	Not sure
	99	Prefer not to answer
Q15	At one point the street "Burton Way" was renamed "South/Little Santa Monica", although some have suggested it should be changed back. Which of the following options would you prefer:	
	1	Keep street name as South/Little Santa Monica
	2	Change street name back to Burton Way
	3	Combine street names so it will be Burton Way/S. Little Santa Monica
	98	No Opinion
	99	Prefer not to answer

Section 9: Staff		
Q16	In the past 12 months, have you been in contact with City of Beverly Hills staff?	
	1	Yes <i>Ask Q17</i>
	2	No <i>Skip to Q18</i>
	98	Not sure <i>Skip to Q18</i>
	99	Prefer not to answer <i>Skip to Q18</i>

Q17		In your opinion, is the staff at the City very _____, somewhat _____, or not at all _____?				
<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Courteous	1	2	3	98	99
B	Professional	1	2	3	98	99
C	Knowledgeable	1	2	3	98	99
D	Accessible	1	2	3	98	99

Section 10: Communication		
Q18		What information sources do you use to find out about current events and news? <i>Don't read list. Record up to first 3 responses.</i>
1	<i>Los Angeles Times/LA Times</i> (daily paper)	
2	<i>New York Times</i> (daily paper)	
3	<i>Wall Street Journal</i> (daily paper)	
4	<i>Beverly Hills Courier</i> (weekly paper)	
5	<i>Beverly Hills Patch</i> (online)	
6	<i>Beverly Hills Weekly</i> (weekly paper)	
7	Television News program	
8	Radio News program	
9	Google	
10	Yahoo	
11	Facebook/Twitter	
12	Other Social Media	
13	Internet News Site	
14	Other	<i>specify</i>
15	Do Not Pay Attention to News/Current Events	
98	Not sure	
99	Prefer not to answer	

Q19	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through its website, advertisements and announcements in local papers, the Internet, social media, direct mail and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1	Very satisfied
	2	Somewhat satisfied
	3	Somewhat dissatisfied
	4	Very dissatisfied
	98	No Opinion/Not Sure
	99	Prefer not to answer
Q20	How often do you watch Beverly Hills TV (BHTV) on cable TV, which includes televised City Council meetings, commission meetings, and original city programming? Would you say you watch it once per week, two to three times per month, once per month, less often than once per month, or do you never watch BHTV?	
	1	At least once per week
	2	Two to three times per month
	3	Once per month
	4	Less often than once per month
	5	Never
	98	Not Sure
	99	Prefer not to answer
Q21	Is there a particular topic or issue that you'd like to receive more information about from the City?	
	1	Yes <i>Ask Q22</i>
	2	No <i>Skip to Q23</i>
	98	Don't Know/No opinion <i>Skip to Q23</i>
	99	Prefer not to answer <i>Skip to Q23</i>
Q22	Please briefly describe the topic. <i>Probe: Any other topics?</i>	
	<i>Record Verbatim Response - Record first 2 responses only.</i>	
	98	No Opinion/Not Sure
	99	Prefer not to answer

Q23	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	Prefer not to answer
A	E-mail	1	2	3	98	99
B	City of Beverly Hills' Community Services Quarterly Brochure	1	2	3	98	99
C	Flyers, postcards and documents available at public locations	1	2	3	98	99
D	Notices inserted into utility bills	1	2	3	98	99
E	City's Website	1	2	3	98	99
F	Flyers, postcards or letters mailed to your home	1	2	3	98	99
G	Social media like Facebook or Twitter	1	2	3	98	99
H	Advertisements in local newspapers	1	2	3	98	99
Q24	In the past 12 months, have you visited the City's website?					
	1	Yes	Ask Q25			
	2	No	Skip to intro preceding D1			
	98	Not sure	Skip to intro preceding D1			
	99	Prefer not to answer	Skip to intro preceding D1			
Q25	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				
	2	Somewhat satisfied				
	3	Somewhat dissatisfied				
	4	Very dissatisfied				
	98	Don't Know				
	99	Prefer not to answer				

Section 11: Background/Demographics		
Thank you so much for your participation. I have just a few background questions for statistical purposes.		
D1	In what year were you born?	
	<i>Record two-digit year</i>	
	99	Refused
This gender version appears online only		
D3	Do you currently have any children under the age of 18 living in your home?	
	1	Yes
	2	No
	99	Prefer not to answer
D4	Do you own or rent your residence in the City?	
	1	Own
	2	Rent
	99	Prefer not to answer
D5	If you have an Internet connection at your house, what type is it? <i>If hesitates, read list.</i>	
	1	Dial-up
	2	DSL
	3	Cable
	4	Fiber-optic
	5	Satellite
	6	Mobile broadband
	7	Other <i>Please specify</i>
	8	No Internet Connection
	98	Not sure
	99	Prefer not to answer

D6	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
	2	Employed part-time
	3	Student
	4	Homemaker
	5	Retired
	6	In-between jobs
	98	Not sure
	99	Prefer not to answer
D7	This last question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.	
	1	Less than \$50,000
	2	\$50,000 to \$99,999
	3	\$100,000 to \$149,999
	4	\$150,000 to \$199,999
	5	\$200,000 to \$249,999
	6	\$250,000 or more
	98	Not sure
	99	Prefer not to answer

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
	2	Female