



STAFF REPORT

Meeting Date: December 5, 2013
To: Honorable Mayor & City Council
From: Michelle Tse, Senior Management Analyst
Subject: Summary of 2013 Resident and Business Satisfaction Survey Results

Attachments:

1. 2013 Resident Survey Results
2. 2013 Business Survey Results
3. 2009 Resident Survey Results

INTRODUCTION

As highlighted on the October 15, 2013 Study Session agenda, the City contracted with survey research firm True North Research to conduct a resident and business satisfaction survey to receive current data regarding perceptions, priorities, and concerns of residents and businesses in the community. Surveys are useful tools for cities to develop appropriate benchmarks to objectively measure performance.

True North Research is a full-service survey research firm which specializes in survey research for municipalities and has conducted surveys for several cities including Long Beach, Los Angeles, San Diego, and Santa Monica.

The surveys took place between mid-October to early November 2013. The consultant utilized a two-pronged strategy of mailed letters and telephone calls to recruit a random sample for the resident survey, yielding a sample size of 3,750 residents. The business survey relied on mailed letters and email invitations to 3,200 businesses for participation in the online survey. Participation rate was 326 residents and 102 businesses. The unbiased survey results are considered statistically reliable.

This new data, which builds upon previous survey results, can be used to evaluate strategies in a variety of areas, including fiscal priorities, policy evaluation and more.

DISCUSSION

Highlights from the 2013 resident survey include the following values, perceptions and concerns:

- 88% of residents rate the overall quality of life in Beverly Hills as 'excellent' or 'good.'
- 87% of residents indicated they are satisfied with the City's overall performance in providing municipal services.

- Public safety services (police/fire/paramedic) received the highest levels of satisfaction and were viewed as top priorities for City spending (90%).
- Preparing the City for emergencies (78%), maintaining/repairing streets (74%), providing trash collection/recycling services (72%) and managing traffic congestion (71%) were also ranked as high priorities for residents.
- 84% of households visited a park or recreation facility in the past 12 months.
- There is a slight advantage (49%) in those who prefer to keep the 3 to 5 feet of green space along Santa Monica Blvd. rather than add bike lines (44%).
- 57% of residents support a policy to reduce plastic bags by compelling stores to offer reusable bags or charge 10 cents per plastic bag.
- It is a statistical tie between keeping South/Little Santa Monica as the street name (36%) and changing it to Burton Way (37%).
- 64% of residents have visited the City's website in the past 12 months.

The highlighted 2013 resident results are generally consistent with results from the 2009 resident survey:

	2013 Resident Survey	2009 Resident Survey
• Overall quality of life as 'Excellent' or 'Good'	88%	90%
• City's overall performance in providing municipal services	87%	91%
• Public safety (police/fire/paramedics) received the highest level of satisfaction and viewed as top priorities for City spending	90%	88%
• Top three changes to make Beverly Hills a better place to live now and in the future	<ol style="list-style-type: none"> 1. Improve parking 2. Reduce traffic 3. Not sure, cannot think of anything 	<ol style="list-style-type: none"> 1. Reduce traffic congestion 2. Improve parking 3. Not sure, cannot think of anything

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

- Overall, 62% of local businesses rate the business climate in Beverly Hills as 'excellent' or 'good' compared to other cities in the area. An additional 20% rated it as 'fair.'
- 64% of businesses indicated that there is a particular aspect or feature of Beverly Hills that is beneficial to their business, with the top three specific features being that Beverly Hills is well known/prestigious, conveniently located, and has wealthier clients/residents.
- Overall 74% of local businesses indicated that they are satisfied with the City of Beverly Hills's efforts to provide municipal services, 15% were dissatisfied, and 11% were unsure.
- Providing adequate parking is the most important service to local businesses and having among the lowest satisfaction scores overall.

- Businesses were overwhelmingly in favor (68%) of the City being more aggressive in enforcing laws and policies relating to panhandling, with an additional 14% preferring the City's current approach.
- 59% of local businesses support the proposed policy regarding retail businesses offering reusable bags or charging for plastic bags.

A copy of both surveys and results are attached, along with the survey results (residents only) from 2009. The consultant will also be available during the December 5, 2013 Study Session to address any questions regarding the survey.

FISCAL IMPACT

Funding for the cost of the two surveys were included in the FY2013-14 Policy and Management budget.

RECOMMENDATION

That the City Council be aware of the resident and business satisfaction survey results. Please also note that a discussion on the plastic bag ban has been scheduled for the January 7, 2014 City Council Study Session.

Cheryl Friedling
Approved By



Attachment 1



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	3%
	2	1 to 4 years	18%
	3	5 to 9 years	15%
	4	10 to 14 years	13%
	5	15 years or longer	51%
	99	Prefer not to answer	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	43%
	2	Good	45%
	3	Fair	10%
	4	Poor	2%
	5	Very Poor	0%
	98	Not sure	0%
	99	Prefer not to answer	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? Verbatim responses recorded and later grouped into categories shown below.		
	Improve parking		23%
	Reduce traffic		13%
	Not sure / Cannot think of anything		12%

Improve schools, education	6%
Clean up, beautify City	5%
Improve public safety	5%
Improve streets, roads	4%
Provide additional rec facilities	4%
Enforce traffic laws	3%
Reduce utility rates	3%
Reduce taxes	3%
Improve public transportation	3%
Limit growth, development	3%
Increase responsiveness, attention to residents	3%
Enforce residential codes	2%
Provide more community events, activities	2%
Enforce noise restrictions	2%
Preserve original structures	2%
Limit, reduce tour buses	2%
Improve evening entertainment options	2%
Improve communication with residents	2%
Improve budgeting	2%
Provide more affordable housing	2%
Provide Citywide wifi	1%
Reduce City staff, benefits	1%
Address homeless issue	1%
Improve leadership, governance	1%
Do not block off Crescent Drive	1%
Allow more development	1%
No changes / Everything is okay	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						41%
	2	Somewhat satisfied						46%
	3	Somewhat dissatisfied						7%
	4	Very dissatisfied						3%
	98	Not sure						2%
	99	Prefer not to answer						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>							
	Randomize		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Prefer not to answer
A	Provide police services		79%	14%	3%	2%	2%	0%
B	Provide fire protection and prevention services		74%	14%	3%	0%	9%	1%
C	Provide emergency paramedic services		71%	8%	2%	1%	16%	2%
D	Maintain and repair streets		48%	33%	9%	8%	1%	0%
E	Manage traffic congestion in the City		18%	29%	27%	22%	5%	0%
F	Maintain public landscapes and street medians		57%	30%	5%	4%	4%	0%
G	Provide library services		69%	18%	3%	0%	8%	1%
H	Maintain the right image and identity for Beverly Hills		50%	29%	9%	3%	9%	0%
I	Prepare the City for emergencies		43%	29%	4%	0%	23%	1%
J	Provide trash collection and recycling services		48%	30%	13%	6%	2%	0%
K	Maintain City parks and sports fields		58%	25%	6%	2%	8%	1%
L	Provide youth services including tutoring, teen programs, and after school recreation programs for children and teenagers		29%	21%	5%	1%	38%	5%
M	Provide senior services		28%	19%	3%	1%	45%	4%
N	Manage growth and development		28%	41%	13%	8%	9%	1%

O	Provide recreation programs for all ages	36%	28%	10%	2%	22%	1%
P	Bring a balanced mix of businesses into the City	34%	37%	14%	6%	10%	1%
Q	Market the City to tourists and visitors	49%	26%	5%	3%	17%	1%
R	Provide adequate public parking	32%	35%	15%	16%	1%	0%
S	Provide public art	40%	30%	9%	3%	15%	2%
T	Promote performing arts and theatre in the City	39%	30%	13%	2%	14%	1%
U	Maintain the small-town community feel of Beverly Hills	39%	29%	19%	9%	4%	0%
V	Provide water and sewer services	50%	36%	7%	2%	4%	0%
W	Provide code enforcement services	30%	27%	13%	8%	21%	2%

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

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

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

	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	No Opinion	Prefer not to answer
A	Providing police services	89%	8%	1%	0%	0%	1%
B	Providing fire protection and prevention services	89%	8%	1%	1%	1%	1%
C	Providing emergency paramedic services	91%	6%	1%	0%	1%	1%
D	Maintaining and repairing streets	74%	22%	3%	0%	0%	1%
E	Managing traffic congestion in the City	71%	21%	6%	1%	1%	1%
F	Maintaining public landscapes and street medians	49%	37%	8%	2%	3%	1%
G	Providing library services	51%	35%	8%	2%	2%	1%
H	Maintaining the right image and identity for Beverly Hills	29%	33%	23%	12%	2%	1%
I	Preparing the City for emergencies	78%	17%	1%	1%	2%	1%
J	Providing trash collection and recycling services	72%	24%	1%	1%	1%	1%
K	Maintaining City parks and sports fields	52%	42%	4%	0%	1%	1%
L	Providing youth services including tutoring, teen programs, and after school recreation programs for children and teenagers	38%	33%	15%	5%	7%	1%
M	Providing senior services	31%	45%	11%	2%	10%	1%

N	Managing growth and development	51%	36%	10%	1%	1%	1%
O	Providing recreation <u>programs</u> for all ages	28%	43%	19%	3%	5%	1%
P	Bringing a balanced mix of businesses into the City	35%	42%	17%	4%	2%	1%
Q	Marketing the City to tourists and visitors	18%	38%	30%	9%	3%	1%
R	Providing adequate public parking	66%	28%	3%	1%	1%	1%
S	Providing public art	14%	37%	34%	12%	3%	1%
T	Promoting performing arts and theatre in the City	22%	44%	24%	8%	1%	1%
U	Maintaining the small-town community feel of Beverly Hills	37%	38%	16%	7%	2%	0%
V	Providing water and sewer services	81%	14%	2%	1%	2%	1%
W	Providing code enforcement services	41%	34%	12%	1%	11%	2%

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	84%		Ask Q8				
	2	No	15%		Skip to Q9				
	98	Not sure	0%		Skip to Q9				
	99	Prefer not to answer	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	41%						
	2	2 to 3 times per month	16%						
	3	Once per month	16%						
	4	Less often than once per month	26%						
	98	Not sure	1%						
	99	Prefer not to answer	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?							
<i>Randomize</i>			Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
A	Appearance and cleanliness of		36%	37%	10%	3%	1%	11%	1%
B	Amenities and equipment at		20%	35%	17%	3%	2%	21%	2%
C	Programs and classes that are offered at		17%	32%	12%	4%	1%	33%	1%

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		38%
	2	Less aggressive		8%
	3	About same		48%
	98	Not sure		6%
	99	Prefer not to answer		1%
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		57%
	2	Oppose		37%
	98	Not sure		5%
	99	Prefer not to answer		1%

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		44%
	2	No		38%
	98	Not sure		18%
	99	Prefer not to answer		0%

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. Verbatim responses recorded and later grouped into categories shown below.</i>			
	No additional actions			22%
	Not sure / Cannot think of any			18%
	Improve traffic circulation in general			15%
	Parking suggestions in general			11%
	Improve traffic signals, timing			10%
	Improve police presence			8%
	Address pedestrian issues, walkability			4%
	Add stop signs			3%

Implement No Left Turns	2%
Limit buses	2%
Increase number of one-way streets	2%
Enforce speed limits	2%
Build tunnels, subway	2%
Enforce handicap parking	2%
Monitor, limit construction	2%
Reduce density of parking	1%
Improve bicycle lanes	1%
Add speed bumps, humps	1%
Encourage use of public transit	1%
Encourage safe driving	1%
Encourage walking, biking	1%
Remove traffic cameras	1%
Do not close certain streets (Crescent)	1%
Widen roads	1%
Improve school pick-up zones	1%
Limit non-resident access, parking	1%
Concerns with specific intersections	1%
No problem with traffic, parking	1%

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	44%
2	No, don't add bike lanes/keep green space	49%
98	Not sure	7%
99	Prefer not to answer	1%

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	36%	
2	Change street name back to Burton Way	37%	
3	Combine street names so it will be Burton Way/S. Little Santa Monica	11%	
98	Not sure	15%	
99	Prefer not to answer	1%	

Section 9: Staff

Q16	In the past 12 months, have you been in contact with City of Beverly Hills staff?			
1	Yes	66%	Ask Q17	
2	No	31%	Skip to Q18	
98	Not sure	4%	Skip to Q18	
99	Prefer not to answer	0%	Skip to Q18	

Q17 In your opinion, is the staff at the City very _____, somewhat _____, or not at all _____?

Randomize		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Courteous	64%	25%	9%	2%	1%
B	Professional	63%	26%	10%	0%	0%
C	Knowledgeable	56%	34%	6%	3%	1%
D	Accessible	54%	34%	10%	0%	1%

Section 10: Communication

Q18	What information sources do you use to find out about current events and news? Don't read list. Record up to first 3 responses.		
1	Los Angeles Times/LA Times (daily paper)	43%	
2	New York Times (daily paper)	13%	
3	Wall Street Journal (daily paper)	8%	
4	Beverly Hills Courier (weekly paper)	35%	
5	Beverly Hills Patch (online)	5%	
6	Beverly Hills Weekly (weekly paper)	11%	

	7	Television News program	30%	
	8	Radio News program	16%	
	9	Google	22%	
	10	Yahoo	8%	
	11	Facebook/Twitter	14%	
	12	Other Social Media	3%	
	13	Internet News Site	21%	
	14	Other	14%	
	15	Do Not Pay Attention to News/Current Events	1%	
	98	Not sure	2%	
	99	Prefer not to answer	0%	
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	27%	
	2	Somewhat satisfied	42%	
	3	Somewhat dissatisfied	9%	
	4	Very dissatisfied	7%	
	98	Not sure	14%	
	99	Prefer not to answer	0%	
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?			
	1	At least once per week	4%	
	2	Two to three times per month	4%	
	3	Once per month	6%	
	4	Less often than once per month	18%	
	5	Never	66%	
	98	Not sure	1%	
	99	Prefer not to answer	1%	
Q21	Is there a particular topic or issue that you'd like to receive more information about from the City?			
	1	Yes	44%	Ask Q22
	2	No	31%	Skip to Q23
	98	Not sure	26%	Skip to Q23
	99	Prefer not to answer	0%	Skip to Q23

Q22	Please briefly describe the topic. <i>Probe:</i> Any other topics? Verbatim responses recorded and later grouped into categories shown below.	
	Construction updates	18%
	Parking	14%
	Community events	12%
	General City news, updates	11%
	Traffic / Road closures	10%
	Emergency preparedness	7%
	Fiscal issues / Budgeting	5%
	Employment / Local economy	5%
	City Council meetings, updates	5%
	Taxes	4%
	Schools, education	3%
	Public safety / Crime statistics	3%
	Trash, recycling	3%
	Prefer email communication	3%
	Bicycle lanes, facilities	3%
	Park and rec facilities	3%
	Building codes	3%
	Not sure / Cannot think of anything	3%
	Utility rates	2%
	Oil drilling	2%
	Activities, services for seniors	1%
	Government TV channel	1%
	Street trees, greenscapes	1%

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.				
	Randomize	Very Effective	Somewhat Effective	Not Effective	Not Sure	Prefer not to answer
A	E-mail	60%	20%	15%	5%	0%
B	City of Beverly Hills' Community Services Quarterly Brochure	33%	32%	26%	9%	0%
C	Flyers, postcards and documents available at public locations	16%	34%	43%	7%	0%
D	Notices inserted into utility bills	24%	25%	45%	6%	0%
E	City's Website	22%	41%	33%	5%	0%
F	Flyers, postcards or letters mailed to your home	64%	23%	9%	4%	0%
G	Social media like Facebook or Twitter	23%	19%	49%	8%	2%
H	Advertisements in local newspapers	18%	35%	41%	6%	0%
Q24		In the past 12 months, have you visited the City's website?				
	1	Yes	64%		Ask Q25	
	2	No	34%		Skip to D1	
	98	Not sure	2%		Skip to D1	
	99	Prefer not to answer	0%		Skip to D1	
Q25		Overall, are you satisfied or dissatisfied with the content and resources available on the City's website? Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?				
	1	Very satisfied	34%			
	2	Somewhat satisfied	45%			
	3	Somewhat dissatisfied	16%			
	4	Very dissatisfied	3%			
	98	Not sure	2%			
	99	Prefer not to answer	0%			

Section 11: Background & Demographics

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

D1	In what year were you born?	
	18 to 24	8%
	25 to 34	15%
	35 to 44	14%
	45 to 54	18%
	55 to 64	15%
	65 and over	22%
	Prefer not to answer	8%
D2	Please indicate your gender.	
	1 Male	43%
	2 Female	55%
	99 Prefer not to answer	3%
D3	Do you currently have any children under the age of 18 living in your home?	
	1 Yes	25%
	2 No	72%
	99 Prefer not to answer	3%
D4	Do you own or rent your residence in the City?	
	1 Own	49%
	2 Rent	49%
	99 Prefer not to answer	2%

D5 If you have an Internet connection at your house, what type is it?		
1	Dial-up	1%
2	DSL	31%
3	Cable	47%
4	Fiber-optic	4%
5	Satellite	3%
6	Mobile broadband	2%
7	Other	3%
8	No Internet Connection	2%
98	Not sure	6%
99	Prefer not to answer	2%

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	54%
2	Employed part-time	9%
3	Student	4%
4	Homemaker	9%
5	Retired	13%
6	In-between jobs	4%
98	Not sure	1%
99	Prefer not to answer	6%

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	9%
2	\$50,000 to \$99,999	14%
3	\$100,000 to \$149,999	9%
4	\$150,000 to \$199,999	9%
5	\$200,000 to \$249,999	5%
6	\$250,000 or more	23%
98	Not sure	2%
99	Prefer not to answer	29%

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

Attachment 2



Section 1: Welcome Page

Welcome to the City of Beverly Hills' survey of local businesses. Your individual responses will be kept strictly CONFIDENTIAL and will go directly to True North Research, the independent research firm hired to design and conduct the survey.

Survey Instructions:

During the survey, please do not use your browser's 'Forward' and 'Back' buttons. To move through the survey, use the 'Back' and 'Next' buttons at the bottom of each page.

When you have finished the survey click the 'Done' button to submit your survey.

To see the survey most clearly, MAXIMIZE this browser screen.

To start the survey, please enter in the box below the password that was provided in the letter you received and then push the 'begin' button.

Section 2: Perceptions of Beverly Hills as Place to do Business

The first set of questions in the survey focus on what it is like to conduct business in the City of Beverly Hills.

Q1	First, how long has your business operated in the City of Beverly Hills?			
	1	Less than 5 years	27%	
	2	5 years to less than 10 years	18%	
	3	10 years to less than 15 years	11%	
	4	15 or more years	42%	
	99	Prefer not to answer	2%	
Q2	How would you rate the business climate in the City of Beverly Hills compared to other cities in the area?			
	1	Excellent	18%	
	2	Good	44%	
	3	Fair	20%	
	4	Poor	9%	
	5	Very poor	3%	
	98	Not sure	7%	
	99	Prefer not to answer	0%	
Q3	Is there a particular aspect or feature of Beverly Hills that is beneficial to your business?			
	1	Yes	64%	Ask Q4
	2	No	18%	Skip to Q5
	3	Not sure	16%	Skip to Q5
	99	Prefer not to answer	3%	Skip to Q5

Q4	Please briefly describe the aspect or feature of Beverly Hills that most benefits your business. <i>Please type your response in the text box below.</i> Verbatim responses recorded and later grouped into categories shown below.		
	Beverly Hills is well know, prestigious		39%
	Convenient, central location		26%
	Wealthier clients, residents		22%
	Good public safety services		11%
	Affordable, accessible parking		9%
	Agreeable tax rates, fees		3%
	Prefer not to answer		3%
Q5	Are there any particular challenges associated with doing business in Beverly Hills?		
	1	Yes	67% Ask Q6
	2	No	26% Skip to Q7
	3	Not sure	6% Skip to Q7
	99	Prefer not to answer	1% Skip to Q7
Q6	Please briefly describe the particular challenges associated with doing business in Beverly Hills. <i>Please type your response in the text box below.</i> Verbatim responses recorded and later grouped into categories shown below.		
	Parking concerns		37%
	Traffic congestion		18%
	Red tape, bureaucracy		12%
	Lack of support from City		10%
	Costly rent, lease		9%
	Difficult permitting process		9%
	High costs of goods, services		9%
	High taxes		6%
	Concerns with landlord		4%
	Difficult inspection process		4%
	Limited hours of business		4%
	Prefer not to answer		4%
Q7	Does your business have additional offices, stores or locations outside of Beverly Hills?		
	1	Yes	39% Ask Q8
	2	No	57% Skip to Q10
	99	Prefer not to answer	4% Skip to Q10

Q8	How successful/profitable is your Beverly Hills business location when compared to your other business sites?		
	1	Much more successful/profitable	13% Ask Q9
	2	Somewhat more successful/profitable	23% Ask Q9
	3	About the same	25% Skip to Q10
	4	Somewhat less successful/profitable	13% Skip to Q10
	5	Much less successful/profitable	10% Skip to Q10
	98	Not Sure	13% Skip to Q10
	99	Prefer not to answer	5% Skip to Q10
Q9	To what do you attribute the greater success/profitability of your Beverly Hills business location? Please type your response in the text box below or check the appropriate box. Verbatim responses provided below.		
	<i>Open here more hours, easier access from other parts of LA region.</i>		
	<i>Types of buildings and businesses.</i>		
	<i>Hard work and keeping a pride of ownership property.</i>		
	<i>Prestige of the name Beverly Hills.</i>		
	<i>The clientele.</i>		
	<i>Higher rents.</i>		
	<i>Location, tourist traffic.</i>		
	<i>Less conservative.</i>		
	<i>Size of location, years of being in the community, clientele.</i>		
	<i>Simply better business opportunities here.</i>		
	<i>Networking.</i>		
	<i>People's perception of Beverly Hills as a posh, glamorous, star-studded city, exciting place to come to.</i>		
	<i>The Beverly Hills name.</i>		
	<i>Location, demographics.</i>		
Q10	If the city government could do one thing to improve the business climate in Beverly Hills, what would you like to see? Please type your response in the text box below or check the appropriate box.		
	Not sure / Cannot think of anything		32%
	Improve parking		16%
	Be more business-friendly		13%
	No changes needed		11%
	Reduce traffic congestion		10%
	Reduce taxes, fees		6%
	Promote, improve City brand		4%
	Provide more medical space		3%

Work collaboratively with Chamber	3%
Modify zoning, ordinances	2%
Improve permitting process	2%
Prefer not to answer	2%

Section 3: City Services

Next are a few questions about services provided by the City of Beverly Hills to local businesses.

Q11	Generally speaking, are you satisfied or dissatisfied with the job the City of Beverly Hills is doing to provide city services?		
	1	Very satisfied	28%
	2	Somewhat satisfied	46%
	3	Somewhat dissatisfied	10%
	4	Very dissatisfied	5%
	98	Not sure	11%
	99	Refused	0%

Q12 For the following list of services provided by the City of Beverly Hills, please indicate how important the service is to your business.

<i>Randomize</i>		Extremely Important	Very Important	Somewhat Important	Not too Important	No Opinion	Prefer not to answer
A	Providing police services	56%	29%	10%	3%	2%	0%
B	Providing fire protection services	57%	25%	13%	4%	1%	0%
C	Reducing traffic congestion	55%	22%	15%	8%	1%	0%
D	Providing building permit services	31%	28%	18%	15%	8%	0%
E	Providing building inspection services	30%	25%	21%	19%	6%	0%
F	Promoting economic development	33%	37%	14%	13%	3%	0%
G	Revitalizing outdated areas in the City	25%	35%	24%	13%	4%	0%
H	Preparing businesses for emergencies and disasters	25%	32%	34%	6%	3%	0%
I	Promoting tourism and marketing efforts	29%	25%	18%	25%	3%	0%
J	Keeping sidewalks clean and well-maintained	55%	30%	11%	3%	1%	0%
K	Providing free parking	59%	19%	10%	11%	2%	0%
L	Providing a business friendly environment	59%	29%	8%	2%	2%	0%
M	Providing an adequate amount of parking	68%	24%	4%	5%	0%	0%

Q13		For the same list of services, please indicate how satisfied you are with the City's efforts to provide the service.					
Randomize		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Prefer not to answer
A	Provide police services	62%	24%	6%	1%	8%	0%
B	Provide fire protection services	60%	24%	3%	0%	14%	0%
C	Reduce traffic congestion	11%	22%	33%	25%	10%	0%
D	Provide building permit services	15%	30%	14%	6%	34%	1%
E	Provide building inspection services	14%	30%	12%	8%	36%	0%
F	Promote economic development	12%	37%	19%	9%	23%	1%
G	Revitalize outdated areas in the City	10%	34%	20%	7%	29%	0%
H	Prepare businesses for emergencies and disasters	17%	38%	12%	2%	31%	0%
I	Promote tourism and marketing efforts	19%	46%	9%	3%	22%	2%
J	Keep sidewalks clean and well-maintained	27%	46%	15%	6%	6%	0%
K	Provide free parking	14%	35%	21%	23%	8%	0%
L	Provide a business friendly environment	15%	39%	26%	13%	7%	0%
M	Provide an adequate amount of parking	11%	41%	22%	19%	8%	0%

Section 4: Communication		
Q14 Are you satisfied or dissatisfied with the City's efforts to communicate with Beverly Hills' businesses through the City's website, advertisements/announcements in local papers, the Internet, social media, direct mail, and other means?		
1	Very satisfied	10%
2	Somewhat satisfied	36%
3	Somewhat dissatisfied	9%
4	Very dissatisfied	9%
98	Not sure	36%
99	Refused	0%

Section 5: Parking			
Q15	Based on feedback you may have received from your customers, how easy or difficult is it for them to find parking near your business?		
	1	Very easy	8% <i>Skip to Q17</i>
	2	Somewhat easy	25% <i>Skip to Q17</i>
	3	Somewhat difficult	35% <i>Ask Q16</i>
	4	Very difficult	21% <i>Ask Q16</i>
	98	Not sure	12% <i>Skip to Q17</i>
	99	Prefer not to answer	0% <i>Skip to Q17</i>
Q16	What aspects of parking do your customers identify as being a problem?		
	1	Lack of available parking	48%
	2	Cost of parking	28%
	3	Location of parking	14%
	4	Condition of parking lot	4%
	5	Other	5%
	98	Not sure	2%
	99	Prefer not to answer	0%
Q17	Based on feedback you may have received from your employees, how easy or difficult is it for them to find adequate parking?		
	1	Very easy	10% <i>Skip to Q19</i>
	2	Somewhat easy	19% <i>Skip to Q19</i>
	3	Somewhat difficult	29% <i>Ask Q18</i>
	4	Very difficult	19% <i>Ask Q18</i>
	98	Not sure	23% <i>Skip to Q19</i>
	99	Prefer not to answer	1% <i>Skip to Q19</i>
Q18	What aspects of parking do your employees identify as being a problem?		
	1	Lack of available parking	14%
	2	Cost of parking	51%
	3	Location of parking	14%
	4	Condition of parking lot	2%
	5	Other	14%
	98	Not sure	4%
	99	Prefer not to answer	0%

Q19	Please check the option that best describe how your business manages employee parking.		
	1	We have no policies regarding employee parking	22%
	2	We set informal policies regarding parking	17%
	3	We have formal policies regarding parking	30%
	98	Not sure	27%
	99	Prefer not to answer	4%
Q20	Does your business subsidize employee parking costs?		
	1	Yes, business provides a full subsidy	38%
	2	Yes, business provides a partial subsidy	10%
	3	No parking subsidy is provided	36%
	98	Not sure	13%
	99	Prefer not to answer	3%

Section 6: Miscellaneous Issues

Next are questions about a variety of planning and policy issues in Beverly Hills.

Q21	We are interested in how prepared your business is to be self-sufficient in the event of a natural disaster or other city-wide emergency. Does your business have: _____?				
	<i>Read in Order</i>	Yes	No	Don't know	Prefer not to answer
A	A 48-hour supply of emergency food, water and supplies to sustain your employees	28%	63%	3%	6%
B	A life safety and evacuation plan	50%	41%	3%	6%
C	A general awareness among staff regarding what to do before, during and after an emergency	59%	32%	3%	6%
D	A business continuity plan	38%	48%	7%	7%

Q22	Overall, how informed do you feel about the panhandling ordinance used to discourage aggressive panhandling?	
	1	Well informed 3%
	2	Somewhat informed 18%
	3	Slightly informed 13%
	4	Not informed 60%
	98	Not sure 6%
	99	Prefer not to answer 1%
Q23	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 panhandling in Beverly Hills?	
	1	Much more aggressive 42%
	2	Somewhat more aggressive 26%
	3	About same as now 14%
	4	Somewhat less aggressive 3%
	5	Much less aggressive 2%
	98	Not sure 13%
	99	Prefer not to answer 0%
Q24	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 33%
	2	Less aggressive 5%
	3	About same 48%
	98	Not sure 14%
	99	Prefer not to answer 0%
Q25	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 59%
	2	Oppose 35%
	98	Not sure 5%
	99	Prefer not to answer 1%

Q26	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	31%
	2	Change street name back to Burton Way	39%
	3	Combine street names so it will be Burton Way/S. Little Santa Monica	6%
	98	Not sure	24%
	99	Prefer not to answer	0%
Q27	The City is considering providing Internet service to the business community. Which of the following categories best describes the bandwidth/Internet connectivity at your business?		
	1	5 gigabytes per second (Gb/s)	8%
	2	10 Gb/s	7%
	3	30 Gb/s	12%
	4	100 Gb/s	8%
	5	More than 100 Gb/s	12%
	6	No Internet connection at business	7%
	7	Not sure	46%
	99	Prefer not to answer	0%

Section 7: Business Information

Thank you so much for your participation - this final section of questions collects background information for statistical purposes.

Q28	Which of the following categories best describes your business in Beverly Hills?		
	1	Retail oriented	10% Ask Q29
	2	Restaurant/Food Service	5% Ask Q29
	3	Entertainment oriented	4% Ask Q29
	4	Office oriented	15% Skip to Q30
	5	Technology oriented	1% Skip to Q30
	6	Medical	17% Ask Q29
	7	Corporate headquarters	6% Skip to Q30
	8	Light industrial/manufacturing oriented	1% Skip to Q30
	9	Warehouse/distribution	1% Skip to Q30
	10	Other	37% Skip to Q30
	99	Prefer not to answer	4% Skip to Q30

Q29	Approximately what percentage of your customers are: _____? Average % shown below for each category.			
	1	Beverly Hills residents	26%	
	2	Residents from other southern California cities	61%	
	3	Tourists from United States who live outside southern California	6%	
	4	International tourists	6%	
Q30	How many people are currently employed at your worksite in the City of Beverly Hills?			
	1 to 5		66%	
	6 to 10		13%	
	11 to 20		5%	
	21 to 50		4%	
	More than 50		7%	
	Not sure		1%	
	Prefer not to answer		5%	
Q31	Does your business own or lease your space in the City of Beverly Hills?			
	1	Own	23%	
	2	Lease	64%	
	98	Not sure	5%	
	99	Refused	9%	
Q32	Does your company plan to expand in the next three years?			
	1	Yes	40%	<i>Ask Q33</i>
	2	No	37%	<i>Skip to Q34</i>
	98	Not sure	22%	<i>Skip to Q34</i>
	99	Prefer not to answer	1%	<i>Skip to Q34</i>
Q33	Approximately how many additional jobs will be created at your business location in Beverly Hills due to your company's expansion?			
	1 to 5		22%	
	6 to 10		42%	
	11 to 20		17%	
	21 or more		5%	
	Not sure		15%	
	Prefer not to answer		0%	

Q34 In the next 12 months, do you anticipate relocating your business?			
1	Yes	9%	Ask Q35
2	No	78%	Skip to end
98	Not sure	12%	Skip to end
99	Prefer not to answer	1%	Skip to end
Q35 Will you be relocating your business within Beverly Hills or to another community?			
1	Within Beverly Hills	22%	Skip to end
2	To another community	44%	Ask Q36
98	Not sure	33%	Skip to end
99	Prefer not to answer	0%	Skip to end
Q36 Is there a particular reason why your business plans to leave Beverly Hills? Please type response in text box below <u>or</u> check the appropriate box. Verbatim responses provided below.			
<i>Bad police department. Bad City building enforcement.</i>			
<i>Larger, better priced, corporate office space available in Century City with amenities (gym, cafes) for staff access.</i>			
<i>The City of Los Angeles is much more business-friendly.</i>			
<i>Too crowded. Parking. Tourist busses. Traffic.</i>			
Thank you for sharing your opinions with us! Please click the button below to submit your survey.			

Attachment 3



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.					
Q5		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?						
	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	No Opinion	Refused
A	Providing police services	90%	7%	2%	0%	0%	0%
B	Providing fire protection and prevention services	84%	14%	1%	0%	0%	0%
C	Providing emergency paramedic services	91%	7%	2%	0%	0%	0%
D	Maintaining and repairing streets	64%	30%	6%	0%	0%	0%
E	Managing traffic congestion in the City	74%	21%	5%	0%	0%	0%
F	Maintaining public landscapes and street medians	38%	46%	15%	0%	1%	0%
G	Providing library services	52%	40%	7%	1%	0%	0%
H	Maintaining the right image and identity for Beverly Hills	30%	41%	22%	5%	2%	0%
I	Preparing the City for emergencies	81%	17%	2%	0%	0%	0%
J	Providing trash collection and recycling services	68%	27%	5%	0%	0%	0%
K	Maintaining City parks and sports fields	46%	45%	8%	1%	0%	0%
L	Providing youth services including tutoring, teen programs, and after school recreation programs for children and teenagers	46%	38%	14%	1%	2%	0%
M	Providing senior services	40%	46%	12%	1%	1%	0%
N	Managing growth and development	46%	39%	10%	2%	2%	0%
O	Providing recreation programs for all ages	28%	55%	15%	1%	1%	0%
P	Bringing a balanced mix of businesses into the City	31%	48%	19%	1%	1%	0%
Q	Marketing the City to tourists and visitors	24%	47%	25%	3%	0%	0%
R	Providing adequate public parking	60%	33%	6%	0%	0%	0%
S	Providing public art	15%	40%	39%	6%	0%	0%
T	Promoting performing arts and theatre in the City	17%	47%	27%	7%	1%	0%
U	Maintaining the small-town community feel of Beverly Hills	41%	34%	19%	5%	1%	0%

Section 4: Parks & Recreation									
Q7	Have you or anyone else in your household visited a Beverly Hills park or recreation facility in the past 12 months?								
	1	Yes	83%		Ask Q8				
	2	No	17%		Skip to Q9				
	98	Not sure	1%		Skip to Q9				
	99	Refused	0%		Skip to Q9				
Q8	How frequently do you or other members of your household typically visit the parks and recreation facilities in Beverly Hills? At least once per week, two to three times per month, once per month, or less often than once per month?								
	1	At least once per week	33%						
	2	2 to 3 times per month	19%						
	3	Once per month	23%						
	4	Less often than once per month	26%						
	98	Not sure	0%						
	99	Refused	0%						
Q9	How do you rate the: _____ Beverly Hills parks and recreation facilities? Would you say it is excellent, good, fair, poor or very poor?								
Randomize			Excellent	Good	Fair	Poor	Very Poor	Not Sure	Refused
A	Appearance and cleanliness of		40%	43%	11%	1%	0%	5%	0%
B	Amenities and equipment at		25%	43%	16%	5%	0%	11%	1%
C	Programs and classes that are offered at		19%	35%	9%	2%	0%	33%	2%
Q10	Thinking specifically of Roxbury Memorial Park and La 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: _____? *Get answer. If 'support' or 'oppose', then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?*

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

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

Section 7: Traffic								
Q15	Next, I'd like to ask you a few questions about traffic circulation. By traffic circulation, I mean the ability to drive around Beverly Hills without encountering long delays. Would you rate: _____ within the City as excellent, good, fair, poor or very poor?							
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> /LA Times (daily paper)	9%			
	5	<i>New York Times</i> (daily paper)	0%			
	6	<i>Wall Street Journal</i> (daily paper)	0%			
	7	City Council Meetings (in person)	1%			

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

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

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

Section 11: Background & Demographics

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

D1	Do you currently have any children under the age of 18 living in your home?			
	1	Yes		25%
	2	No		73%
	99	Refused		3%
D2	Do you own or rent your residence in the City?			
	1	Own		46%
	2	Rent		50%
	99	Refused		5%
D3	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?			
	1	Employed full-time		49%
	2	Employed part-time		9%
	3	Student		6%
	4	Homemaker		8%
	5	Retired		19%
	6	In-between jobs		6%
	98	Not sure		3%
	99	Refused		49%

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

Post-Interview & Sample Items

S1	Gender			
	1	Male		49%
	2	Female		51%