



GODBE RESEARCH
Gain Insight

CITY OF SANTA CLARITA

2016 Strategic Assessment Survey

Topline Report (Questionnaire with Responses)

Sample Size: n=570 (234 online/336 phone)

Survey Length: 18-minutes

Sample Universe: Adults 18+

Hybrid Landline / Cell / Online
English and Spanish Interviewing

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OVERALL CLIMATE

1. What is the most important issue facing the Santa Clarita community today?

Traffic/congestion -----	19.1%
Water availability/drought -----	15.8%
Growth/development -----	10.6%
Jobs or economy -----	9.4%
Public safety -----	8.3%
Education/local schools -----	8.2%
Affordable housing -----	6.5%
Nothing -----	3.8%
Poverty/homelessness -----	3.0%
Transportation issues -----	1.7%
Traffic enforcement -----	1.0%
Government -----	1.0%
Environmental issues -----	0.6%
Other [SPECIFY: _____] -----	5.2%
[INTERNET] Not sure /	
[PHONE DON'T READ] DK/NA -----	5.7%

2. Next, we would like to know about who you trust when it comes to government organizations.

[INTERNET:] Below is a list of several government organizations. For each organization, please indicate whether you strongly trust, somewhat trust, somewhat do not trust, OR strongly do not trust that specific organization.

[PHONE:] I am going to read you a list of several government organizations. For each organization, please indicate whether you trust or do not trust that organization.

Here is the <first/next> organization. [READ FROM LIST BELOW]: _____.
 [GET ANSWER, THEN ASK IF TRUST OR DO NOT TRUST:] Would you say you strongly (trust/do not trust) or somewhat (trust/do not trust) this organization?

	<u>STR</u> <u>TRUST</u>	<u>SWT</u> <u>TRUST</u>	<u>SWT</u> <u>DNT</u>	<u>STR</u> <u>DNT</u>	[INT: Not Sure] [PHONE: DON'T READ] <u>DK/NA</u>
A. The City of Santa Clarita	35.7%	47.2%	8.0%	5.6%	3.5%
B. The State of California	15.4%	40.7%	17.8%	22.0%	4.1%
C. The County of Los Angeles	13.2%	42.0%	21.8%	18.7%	4.2%
D. The United States Federal Government	16.0%	34.7%	21.5%	23.3%	4.5%

3. Regardless of how you may feel about any particular person or department in City of Santa Clarita government, in general, do you think that the City of Santa Clarita is on the right track or wrong track?

Right track ----- 77.6%
 Wrong track----- 12.1%
 [INTERNET] Not sure /
 [PHONE DON'T READ] DK/NA ----- 10.2%

4. Why would you say that the City of Santa Clarita is on the right track? [ONLY IF Q3 = RIGHT TRACK / MULTIPLE RESPONSES ACCEPTED]

Quality of life----- 35.6%
 Clean community ----- 13.0%
 No problems/issues-----8.2%
 Quality of schools ----- 7.7%
 Active/caring/good City Council/City
 government----- 7.1%
 Growing community-----4.7%
 Business friendly -----3.7%
 Money stays in City/fiscal responsibility -----3.3%
 Quality of parks/facilities-----2.8%
 Roads/road improvements-----2.3%
 City engages community for planning
 decisions -----2.3%
 Maintains open spaces -----2.1%
 Good employment opportunities/jobs -----1.8%
 Improving housing-----1.0%
 Quality of transportation -----0.0%
 Other [SPECIFY: _____] -----2.7%
 [INTERNET] Not sure /
 [PHONE DON'T READ] DK/NA -----1.8%

5. Why would you say that the City of Santa Clarita is on the wrong track? [ONLY IF Q3 = RIGHT TRACK / MULTIPLE RESPONSES ACCEPTED]

Overdevelopment/Too much growth ----- 40.1%
 Hard to open a business/City is not business
 friendly ----- 12.5%
 Don't trust City government----- 11.3%
 Poor fiscal management-----8.5%
 City is out of touch with residents -----8.3%
 Nothing is being done -----5.5%
 Not spending funds on needed infrastructure--4.3%
 Law enforcement/public safety issues -----2.5%
 Other [SPECIFY: _____] -----5.5%
 [INTERNET] Not sure /
 [PHONE DON'T READ] DK/NA ----- 1.5%

6. How would you rate the overall quality of life in the City of Santa Clarita? Is it excellent, good, fair, poor or very poor?

Excellent -----	32.5%
Good -----	53.4%
Fair -----	12.5%
Poor -----	0.9%
Very poor -----	0.6%
[INTERNET] Not sure	
[PHONE DON'T READ] DK/NA -----	0.0%

7. [INTERNET:] In general, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job the City of Santa Clarita is doing to provide City services?

[PHONE:] In general, are you satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide City services? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Very satisfied -----	54.0%
Somewhat satisfied -----	35.4%
Somewhat dissatisfied -----	5.4%
Very dissatisfied -----	2.0%
[INTERNET] Not sure /	
[PHONE DON'T READ] DK/NA -----	3.2%

8. Why would you say you are satisfied with the job the City of Santa Clarita is doing providing City services? [ONLY IF Q7 = VERY SATISFIED OR SOMEWHAT SATISFIED]

City is clean/well maintained -----	23.8%
Santa Clarita is a good place to live -----	20.4%
No problems/issues -----	12.0%
City is proactive in addressing needs -----	11.6%
City provided good/quality services -----	7.4%
Quality of law enforcement/public safety services -----	4.1%
Roads/traffic has improved recently -----	3.3%
Quality of parks and recreation -----	3.0%
Quality of schools -----	2.8%
City's approach to fiscal management/budgeting -----	1.9%
Quality of youth services/programs -----	1.5%
City maintenance of open spaces -----	1.3%
Quality of senior services/programs -----	1.1%
Quality of transportation -----	0.6%
City's approach to homelessness -----	0.4%
Quality of hospitals/medical services -----	0.0%
Other [SPECIFY: _____] -----	1.6%
[INTERNET] Not sure /	
[PHONE DON'T READ] DK/NA -----	3.3%

9. Why would you say you are dissatisfied with the job the City of Santa Clarita is doing providing City services? [ONLY IF Q7 = VERY DISSATISFIED OR SOMEWHAT DISSATISFIED]

Overdevelopment/too much growth -----	25.6%
Distrust of City government in general-----	20.2%
Fiscal management/budget issues-----	13.3%
Law enforcement/public safety issues -----	10.8%
Water regulations/drought restrictions -----	7.5%
Dirty streets/landscaping issues-----	7.2%
Not enough jobs -----	4.7%
Other [SPECIFY: _____] -----	9.4%
[INTERNET] Not sure /	
[PHONE DON'T READ] DK/NA -----	1.4%

IMPORTANCE/SATISFACTION WITH CITY ISSUES & SERVICES

10. Now, here is a list of several services provided by the City to the Santa Clarita community.

[INTERNET:] For each service listed below, are you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the job the City is doing to provide this specific service?

[PHONE:] Here's the (first/next) service: _____. [READ ITEM AND ASK:] Would you say you are satisfied or dissatisfied with job the City is doing with: _____?

[GET ANSWER AND THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

[RANDOMIZE]

	<u>Very Satisfied</u>	<u>Swt. Satisfied</u>	<u>Swt. Dissat.</u>	<u>Very Dissat.</u>	[INTERNET:] Not Sure / PHONE: (DON'T READ) DK/NA
A. Traffic improvements	26.7%	39.2%	18%	13.5%	2.6%
B. Parks facilities	61.1%	29.9%	4.5%	0.7%	3.7%
C. Fiscal responsibility, City finance and budgeting	29.1%	36.6%	9.9%	1.8%	22.5%
D. Sheriff or police services	48.8%	34.7%	8.0%	4.3%	4.2%
E. Fire protection and prevention services	67.1%	22.8%	2.0%	0.6%	7.5%
F. Providing information on City programs/ City communications	44.5%	36.2%	10.3%	2.3%	6.7%
G. Open space preservation	44.5%	37.2%	7.7%	4.7%	5.9%
H. Beautification of roadways and medians (landscaping, litter and graffiti removal)	57.3%	31.8%	7.0%	2.8%	1.1%
I. Protecting the environment	39.2%	38.5%	8.0%	4.9%	9.3%
J. Library services	56.5%	22.5%	3.4%	1.6%	15.9%
K. Addressing youth drug use	16.6%	21.2%	12.4%	8.3%	41.4%
L. Trails and paseos for public use	61.3%	23.4%	4.8%	2.0%	8.5%
M. Maintenance of City streets and sidewalks	51.5%	35.1%	7.5%	4.7%	1.1%
N. Special events (Cowboy Festival, summer concerts, marathon, etc.)	55.4%	26.1%	8.3%	0.6%	9.6%
O. Public transit/transportation services	36.8%	30.7%	7.7%	1.8%	22.9%
P. Sports and recreation programs	55.0%	29.1%	2.9%	2.0%	10.9%

11. Now, here is a list of several issues facing the Santa Clarita community, or services and facilities provided by the City.

[INTERNET] For each issue or service/facility listed below, please indicate if it is extremely important, very important, somewhat important, or not important at all to you personally.

[PHONE:] Here's the (first/next) issue or service/facility _____. [READ ITEM AND ASK:] Would you say that this issue is extremely important, very important, somewhat important, or not important at all to you personally?

	<u>Extremely Important</u>	<u>Very Important</u>	<u>Sw. Important</u>	<u>Not at all Important</u>	[Internet: Not Sure Phone: DON'T READ] DK/NA
A. Traffic enforcement	27.5%	39.9%	25.2%	5.0%	2.4%
B. Traffic/congestion	44.1%	39.8%	14.3%	1.1%	0.7%
C. Attracting and retaining businesses	40.9%	40.5%	16.1%	1.3%	1.2%
D. Youth and teen facilities and programs	27.4%	43.3%	20.1%	5.9%	3.4%
E. Canyon Country Community Center facility	12.9%	22.1%	31.4%	13.3%	20.3%
F. Road and traffic enhancements/improvements	41.9%	42.8%	13.3%	1.0%	1.0%
G. Public safety facilities	32.7%	47.2%	14.5%	1.7%	3.9%
H. Library programs, services, and facilities	24.5%	40.1%	24.4%	7.4%	3.6%
I. Providing senior resources and services	24.8%	44.7%	22.6%	3.8%	4.1%
J. Newhall Community Center facility	11.7%	27.9%	31.7%	13.5%	15.2%
K. Providing more opportunities for arts and cultural events	24.0%	32.4%	33.2%	8.8%	1.6%
L. Cleanliness of the City	51.7%	41.3%	6.4%	0.5%	0.2%
M. Creating more parks and sports fields	18.8%	37.5%	31.3%	10.1%	2.3%
N. Homelessness issues	37.1%	32.0%	23.6%	3.7%	3.6%
O. Water conservation by City residents	41.2%	39.1%	14.8%	3.6%	1.3%
P. Public access television opportunities	9.0%	19.3%	34.2%	28.9%	8.6%
Q. Opening more community centers	14.7%	23.1%	41.0%	14.1%	7.2%
R. Access to open space and trails	20.6%	42.1%	29.1%	6.1%	2.1%
S. Creating more jobs in Santa Clarita	46.9%	38.4%	11.2%	2.5%	1.1%
T. Water conservation by City government	46.6%	33.0%	15.0%	4.5%	0.9%

ECONOMIC DEVELOPMENT

12. When you need or prefer to leave the Santa Clarita community, why is this? [MULTIPLE RESOPNSES ACCEPTED]

To go to work or school -----	44.4%
Access beaches/ocean -----	40.9%
Entertainment -----	35.0%
Dining choices-----	26.0%
Retail shopping choices -----	20.6%
Access medical services or facilities -----	19.6%
Upscale shopping choices -----	15.1%
Access parks, trails, or open space-----	9.6%
Visit family/friends -----	5.9%
Access library services or programs-----	5.1%
Travel/Vacation -----	1.7%
Other [SPECIFY: _____] -----	4.9%
[INTERNET] Not sure /	
[PHONE DON'T READ] DK/NA -----	2.6%

13. Do you work in the City of Santa Clarita?

Yes -----	31.1%
No -----	56.1%
I do not work or am retired -----	12.8%
[INTERNET] Not sure /	
[PHONE DON'T READ] DK/NA -----	0.0%

14. Why did you move to the City of Santa Clarita?

Family lives here-----	17.5%
Quality of life-----	14.7%
Good schools-----	10.6%
Better environment-----	10.0%
I was born in Santa Clarita -----	9.2%
Affordable housing/housing choices-----	8.6%
Family friendly-----	6.8%
Job/business opportunities-----	4.6%
Safety of the Santa Clarita community-----	4.4%
Commute/close to my work or school-----	2.8%
Availability of new homes -----	2.5%
Lower cost of living-----	1.6%
Proximity to Los Angeles/Valley -----	1.3%
Parks and open space amenities-----	1.1%
Less traffic/congestion -----	0.3%
Good services -----	0.1%
Other [SPECIFY: _____] -----	2.9%
[INTERNET] Not sure /	
[PHONE DON'T READ] DK/NA -----	1.1%

CITY COMMUNICATIONS

15. Where do you get your information about news and issues facing Santa Clarita?
[MULTIPLE RESPONSES ACCEPTED]

Local television news-----	32.8%
The Signal-----	28.2%
Social Media (Twitter, Facebook, Instagram)-----	26.3%
Magazine of Santa Clarita-----	20.7%
Word of mouth -----	19.9%
The City's website (www.santa-clarita.com)--	19.5%
Seasons Magazine-----	13.5%
KHTS-AM 1220 -----	10.9%
Inside SCV -----	10.8%
A community website, newsgroup, or blog-----	9.9%
The State of the City Newsletter-----	8.9%
Los Angeles Times-----	8.1%
Elite Magazine -----	5.6%
Public access television -----	5.0%
The SCV Reader -----	4.3%
The Gazette-----	3.7%
NextDoor.com -----	1.8%
The City Council or a City Commission-----	1.6%
Other [SPECIFY: _____] -----	1.4%
[INTERNET] Not sure /	
[PHONE DON'T READ] DK/NA -----	2.4%

DEMOGRAPHICS

Now for some background questions for comparison purposes.

A. What is your age

18-29 years -----	21.3%
30-39 years -----	17.3%
40-49 years -----	19.9%
50-64 years -----	26.4%
65+ years -----	14.3%
[INTERNET] Not sure / Prefer not to answer [PHONE DON'T READ] DK/NA/Prefer not to answer -----	0.9%

B. Which best describes your marital status?

Married -----	64.0%
Single -----	34.5%
[INTERNET] Not sure / Prefer not to answer [PHONE DON'T READ] DK/NA/Prefer not to answer -----	1.5%

C. How many children 18 years old or younger do you currently have living at home?

One or two -----	28.6%
Three or four -----	6.8%
More than four -----	0.1%
None -----	64.0%
[INTERNET] Not sure / Prefer not to answer [PHONE DON'T READ] DK/NA/Prefer not to answer -----	0.5%

D. How long have you lived in Santa Clarita?

Less than five years -----	12.1%
Five to less than ten years -----	12.2%
Ten to less than twenty years -----	32.8%
Twenty years or more -----	41.8%
[INTERNET] Not sure / Prefer not to answer [PHONE DON'T READ] DK/NA/Prefer not to answer -----	1.0%

E. What ethnic group do you consider yourself a part of or feel closest to?

Asian-----	9.3%
African American or Black-----	22.3%
Latino or Hispanic-----	31.3%
Pacific Islander-----	0.3%
White/Caucasian-----	52.3%
Other-----	1.8%
[INTERNET] Not sure / Prefer not to answer [PHONE DON'T READ] DK/NA/Prefer not to answer-----	2.7%

F. Respondent's Gender [INTERNET: ASK / PHONE: DON'T ASK]

Female-----	51.1%
Male-----	48.9%

Those are all the questions. Thank you very much for participating.

Demographics from sample.

G. Zip Code:

91321(Newhall)-----	16.2%
91350 (Saugus)-----	14.5%
91351 (Canyon Country)-----	11.0%
91354 (Valencia)-----	10.8%
91355 (Valencia)-----	15.1%
91387 (Canyon Country)-----	25.0%
91390 (Saugus)-----	7.5%
Other-----	0.0%
Not coded-----	0.0%

H. Neighborhood: [CODE FROM QG]

Newhall-----	16.2%
Saugus-----	22.0%
Canyon Country-----	36.0%
Valencia-----	25.9%
Not coded-----	0.0%

I. Homeownership Status

Owner-----	62.1%
Renter-----	37.9%