

**COMMUNITY OPINION SURVEY**  
SUMMARY REPORT

PREPARED FOR THE  
**CITY OF SANTA CLARITA**



NOVEMBER 6, 2018



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## INTRODUCTION

Listed by CNN Money as one of the “Best Places to Live”<sup>1</sup>, the City of Santa Clarita is located 35 miles northwest of downtown Los Angeles and is home to an estimated 216,589 residents<sup>2</sup>. Incorporated in 1987 as the union of the unincorporated communities of Canyon Country, Newhall, Saugus, and Valencia, the City has since annexed more than 30 additional neighborhoods, now encompassing over 60 square miles and making it the third largest city in Los Angeles County. Today, the City proudly provides a vast range of facilities, programs, and services to its residents including 34 parks, 85 miles of trails, nearly 9,000 acres of preserved open space, three libraries, two community centers, the Aquatic Center, and a skate park, as well as hundreds of sports and recreation programs.<sup>3</sup>

To monitor its progress in meeting residents’ needs, the City of Santa Clarita engages residents on a daily basis and receives periodic *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 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 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.

**PURPOSE OF STUDY** 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 provide City 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, planning, and community engagement.

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 residents’ perceptions of the most salient and important issues facing Santa Clarita;
- Measure perceived quality of life in the City, as well as residents’ ideas for how the City could improve the quality of life through services, policies, or capital improvements;
- Assess residents’ overall satisfaction with the City’s efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on topics such as economic development, interaction with city staff, and funding priorities;

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1. MONEY Magazine: Best places to live 2006: Top 100 1-25. (n.d.). Retrieved from <https://money.cnn.com/magazines/moneymag/bplive/2006/top100/>  
 2. California Department of Finance estimate, January 2018.  
 3. 30 and Thriving. (n.d.). Retrieved from <https://www.santa-clarita.com/city-hall/30th-anniversary>



- Explore residents' media and communications' preferences, as well as the most effective ways for the City to communicate with residents; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

**OVERVIEW OF METHODOLOGY & YEAR-TO-YEAR COMPARISONS** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 44). In brief, the survey was administered to a random sample of 968 registered voters who reside within the City of Santa Clarita. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between October 15 and October 28, the average interview lasted 18 minutes.

When compared to the 2016 survey conducted for the City by a different firm, there were several changes in the way the 2018 study was administered. For recruiting, the 2018 study expanded the methods to include mailed invitations, which enhanced the participation rate and resulted in a much larger overall sample than in previous years. Several of the questions were also adjusted in terms of the response options offered to participants, or the manner in which they were administered (open-end vs. pre-coded open end). Although each of these changes was made to improve the overall reliability and comparability of the City's resident survey moving forward, it does create a methodological break in the time series of studies. For this reason, although comparisons between the 2018 and 2016 surveys are provided in this report where appropriate, it's important to keep in mind that a difference in the survey results could be caused by a change in public opinion, be an artifact of a change in the methodology, or a mixture of both.

**ORGANIZATION OF REPORT** 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 (see *Questionnaire & Toplines* on page 47), and a complete set of crosstabulations for the survey results is contained in Appendix A.

**ACKNOWLEDGEMENTS** True North thanks the City of Santa Clarita for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city staff improved the overall quality of the research presented here.

**DISCLAIMER** 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 Santa Clarita. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** 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, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies—including more than 350 studies for California municipalities and special districts.



## JUST THE FACTS

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, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

### QUALITY OF LIFE

- When asked to indicate the most important issue facing the Santa Clarita community, residents were most apt to cite traffic congestion (37%), followed by growth and development (26%) and public safety/crime/drugs (17%).
- Residents provided the most positive ratings for Santa Clarita as a place to raise a family (88% excellent or good), as a place to live (85%), and the overall quality of life in the City (83%).
- Although still rated favorably by approximately half of respondents, residents provided somewhat softer ratings for Santa Clarita as a place to work (53%) and as a place to retire (49%).
- When asked to indicate the one thing that city government could *change* to make Santa Clarita a better place to live, the most common changes desired were limiting growth and development (21%), reducing traffic congestion (15%), providing affordable housing (8%), and improving/maintaining infrastructure, roads, and sidewalks (6%).

### CITY SERVICES

- The vast majority (87%) of Santa Clarita residents who provided an opinion indicated that they were either very (35%) or somewhat (52%) satisfied with the City's efforts to provide municipal services.
- Satisfied residents were most likely to report general positive comments such as no problems/City is doing a good job/operating as it should (22%) and nice/clean/well-maintained city (19%) as the top reasons for their satisfaction.
- Among dissatisfied residents, road/street maintenance (17%) and traffic congestion (16%) were the top reasons cited for being dissatisfied with the job the City of Santa Clarita is doing to provide city services.
- When asked to rate the importance of 16 different services, Santa Clarita residents rated providing fire protection and prevention services as the most important (97% extremely or very important), followed by managing traffic congestion (96%), providing Sheriff or police services (94%), maintaining city streets and sidewalks (94%), and being fiscally responsible with the City's budget (93%).
- The survey also asked about satisfaction with the same 16 services. Respondents were most satisfied with the City's efforts to provide parks and recreation facilities and library services (both 94% very or somewhat satisfied), followed by fire protection and prevention services (93%), sports and recreation programs (93%), special events (92%), and trails and paseos for public use (92%).

## FUNDING PRIORITIES

- When asked to prioritize among five projects and services that could receive funding in the future, approximately nine-in-ten residents viewed improving the maintenance of streets and roads (93%) and attracting new businesses and jobs to the City (84%) as a high or medium priority.
- The majority of residents (51%) were unsure or unwilling to share their opinion when asked whether they support forming a Community Choice Aggregation (CCA) program whereby the City of Santa Clarita would assume the role of purchasing electricity on behalf of its residents and businesses. The remainder of respondents were evenly split in support (24%) and opposition (25%) to the CCA concept.

## CUSTOMER SERVICE & TRUST

- Overall, 28% of residents had contact with Santa Clarita staff in the 12 months prior to the interview.
- Residents who had contact with city staff in the past 12 months provided high ratings for staff, with more than eight-in-ten indicating that Santa Clarita staff are professional (94%), accessible (92%), and helpful (87%).
- Nearly eight-in-ten residents (79%) said that they strongly (24%) or somewhat (55%) trust the City of Santa Clarita. Approximately 16% indicated they somewhat or strongly distrust the City, whereas the remaining 5% were unsure or did not provide a response.
- Trust ratings were much lower for each of the other three government organizations tested, with 51% of respondents reporting that they trust the County of Los Angeles, and 45% indicating trust for the United States Federal Government and the State of California, respectively.

## ECONOMIC DEVELOPMENT

- When asked their reasons for occasionally leaving the Santa Clarita community, residents were most apt to cite work (26%), better entertainment options (19%), better dining options (11%), visiting family/friends (10%), and better shopping options (9%) as the top reasons.

## COMMUNICATION

- The most frequently cited source for city information was the Santa Clarita Valley Signal, mentioned by 30% of respondents. The Signal was followed by social media (24%), the Internet (18%), radio (13%), word of mouth (13%), and local television news (12%).
- Overall, 70% of residents were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means.
- Respondents cited email as the most effective way for the City to communicate with them (87% very or somewhat effective), followed by a smart phone app (86%), the City's website (83%), newsletters and direct mail (76%), social media (76%), and text messages (74%).
- Among residents who indicated that social media was at least a somewhat effective method for the City to communicate with them, Facebook was the social media site used most often (43%).
- Approximately three-quarters of respondents (74%) indicated that their household had received the City's newsletter, *Seasons*, in the past year.

- Among all respondents, 31% indicated they always read *Seasons* when it arrives, 27% said sometimes, 11% rarely, and 4% confided that they recalled receiving the City's newsletter but never read it. An additional 26% of respondents did not recall receiving the newsletter.



## CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Santa Clarita with a reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to city services and facilities. 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 results of the survey answer some of the key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for municipalities throughout the State.

*How well is the City performing in meeting the needs of Santa Clarita residents?*

Santa Clarita residents are generally quite satisfied with the City's efforts to provide municipal services and facilities, as well as the quality of life in the City.

Nearly nine-in-ten residents with an opinion (87%) indicated they were satisfied with the City's overall efforts to provide municipal services, whereas just 13% were dissatisfied. 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 providing most specific services, with the highest satisfaction scores assigned to the City's efforts to provide parks and recreation facilities (94% very or somewhat satisfied), library services (94%), fire protection and prevention services (93%), sports and recreation programs (93%), special events (92%), and trails and paseos for public use (92%) (see *City Services* on page 15). For all but one of the 16 service areas tested, the City is meeting or exceeding the needs and expectations of at least two-thirds of its residents—and for the majority of services the City is meeting the needs of at least 80% of residents (see *Performance Needs & Priorities* on page 21).

The City's performance in providing municipal services has also contributed to a high quality of life for residents. The vast majority of residents surveyed (83%) rated the overall quality of life in Santa Clarita as excellent or good, with 88% rating it as an excellent or good place to raise a family. This sentiment was also widespread, with the percentage who rated the quality of life as excellent or good ranging between 74% and 89% across all resident subgroups (see *Overall Quality of Life* on page 11).

Additional indicators of a well-managed city meeting its residents' needs are the comparatively high levels of trust residents have for the City of Santa Clarita as an organization, and that when those who had contact with city staff in the past year were asked to comment on staff's performance, approximately nine-in-ten respondents indicated that Santa Clarita staff are professional (94%), accessible (92%), and helpful (87%).

*Where should the City focus its efforts in the future?*

In addition to measuring the City's current performance, a primary goal of this study is to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although residents are generally satisfied with the City's performance, there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents' verbatim answers regarding the most important issues facing the community (see *Most Important Issue Facing Santa Clarita* on page 10) and what city government could do to make Santa Clarita a better place to live (see *Changes to Improve Santa Clarita* on page 13), the list of services and their respective priority status for future attention (see *Performance Needs & Priorities* on page 21), and the manner in which residents prioritize among potential funding areas (see *Funding Priorities* on page 24), the themes of managing growth and development, reducing traffic congestion, preserving open space, maintaining streets and roads, providing affordable housing, and economic development stood out as key areas of opportunity and interest for Santa Clarita residents.

That the related issues of growth and development, traffic congestion, and preserving open space are top-of-mind for Santa Clarita residents is not surprising. Nor is it a pattern unique to Santa Clarita. Prior to the recession, the dominant issues of concern for residents in many southern California communities were growth, development, open space protection, and traffic congestion. As the economy soured in 2008 and fell into a deep recession, concerns about the economy, jobs market, and economic development quickly overshadowed other issues in the minds of many residents. The recession was also associated with lighter peak-period traffic conditions in many areas due to higher unemployment, as well as a virtual halt to new construction.

With the economy now in full recovery, low unemployment, and construction regaining traction, concerns about growth, development, loss of open space, and traffic congestion have begun to return to their pre-recession levels in many communities.

Having identified these themes as being the key focus areas for residents and potential opportunities to further enhance resident satisfaction, it is also important to stress that the appropriate strategy is often a combination of communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City's housing, infrastructure, economic development, and/or community improvement objectives. Choosing the appropriate balance of actual service improvements and efforts to raise public awareness on these matters will be key

to maintaining and improving residents' overall satisfaction in the future.

It is also important to keep in mind that although these areas represent opportunities to improve resident satisfaction, the City should not oversteer. Indeed, the primary takeaway from this study is that the City does many things very well, and the emphasis should be on continuing to perform at that high level in those areas. The vast majority of residents were pleased with the City's efforts to provide services, programs, 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.

*How well is the City communicating with Santa Clarita residents, and what are some of the main challenges?*

The public's preferences for communication are growing increasingly diverse. Whereas older and long-time residents continue to rely on newsletters and printed forms of communication, younger and often newer residents generally show greater interest and reliance in digital forms of communication including social media, text, and smart phone apps. This pattern makes the challenge of city-resident communication more difficult than in the past, when the sources residents relied on for information were fewer and more consistent across demographic subgroups. In turn, satisfaction with public agency communications has generally declined over the past few years.

Against this backdrop of declining satisfaction with public agency communications in general, the survey results suggest the City of Santa Clarita is doing a solid job communicating with its residents. Overall, seven-in-ten respondents said they were satisfied with the City's efforts to communicate through newsletters, the Internet, local media, social media, and other means. Even among the small minority of residents who were displeased with the City's *overall* performance in providing municipal services, nearly half (48%) nevertheless indicated they were satisfied with the City's *communication* efforts. Moreover, when asked specifically if they recalled receiving the City's newsletter (*Seasons*), three-quarters of all respondents answered in the affirmative, and more than half reported that they always (31%) or sometimes (27%) read *Seasons* when it arrives.

Looking to the future, there are a variety of communication methods that residents generally viewed as being effective ways for the City to communicate with them (see *Communication Preferences* on page 37). Some of these methods the City appears to already be using effectively, including the City's website and direct mail newsletters. Others—including a Smart Phone application—may require additional investment on the part of the City, but were widely noted by residents as being an effective means for the City to communicate with them.



# QUALITY OF LIFE

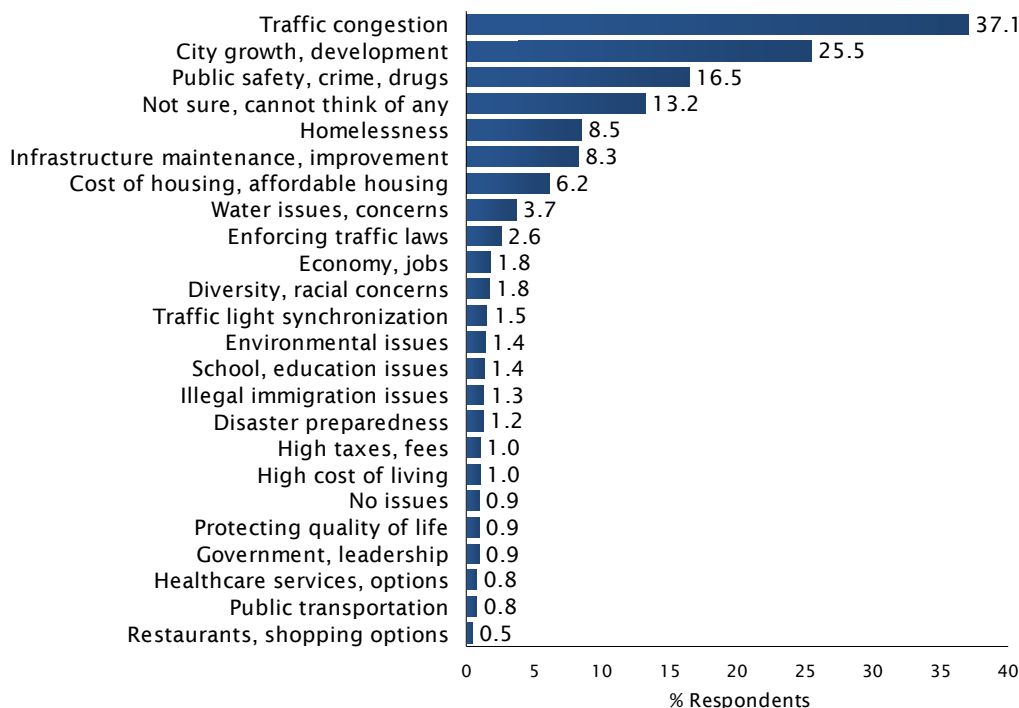
The opening series of questions in the survey was designed to assess residents' top of mind opinions about the most important issues facing Santa Clarita, the perceived quality of life in the City, as well as ways the city government could improve the overall quality of life in the community.

**MOST IMPORTANT ISSUE FACING SANTA CLARITA** At the outset of the interview, respondents were asked to indicate the most important issue facing the Santa Clarita community. Question 2 was posed in an open-ended manner, thereby allowing residents to mention any issue 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 in Figure 1.

Santa Clarita residents were most apt to cite traffic congestion (37%) as the most important issue facing the community, followed by growth and development (26%) and public safety/crime/drugs (17%). Other specific issues that were mentioned by at least 5% of respondents included homelessness (9%), infrastructure maintenance and improvement (8%), and cost of housing/affordable housing (6%). Approximately 14% of residents were unsure/could not think of any important issues (13%) or stated that there were no issues facing the community (1%). When compared to the 2016 study, traffic congestion and concerns about growth/development remained in the top three responses, whereas concerns about the drought (a top three issue in 2016) have been replaced with mentions of public safety/crime/drugs.

**Question 2** *What would you say is the most important issue facing the Santa Clarita community today?*

**FIGURE 1 MOST IMPORTANT ISSUE FACING COMMUNITY**



**OVERALL QUALITY OF LIFE** Santa Clarita residents were next asked to rate the City on a number of key dimensions—including overall quality of life, as a place to raise a family, and as a place to work—using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 2, residents shared generally favorable opinions of Santa Clarita on each aspect tested, with the most positive ratings provided for Santa Clarita as a place to raise a family (88% excellent or good), as a place to live (85%), and the overall quality of life in the City (83%). Although still rated favorably by approximately half of respondents, residents provided somewhat softer ratings for Santa Clarita as a place to work (53%) and as a place to retire (49%).

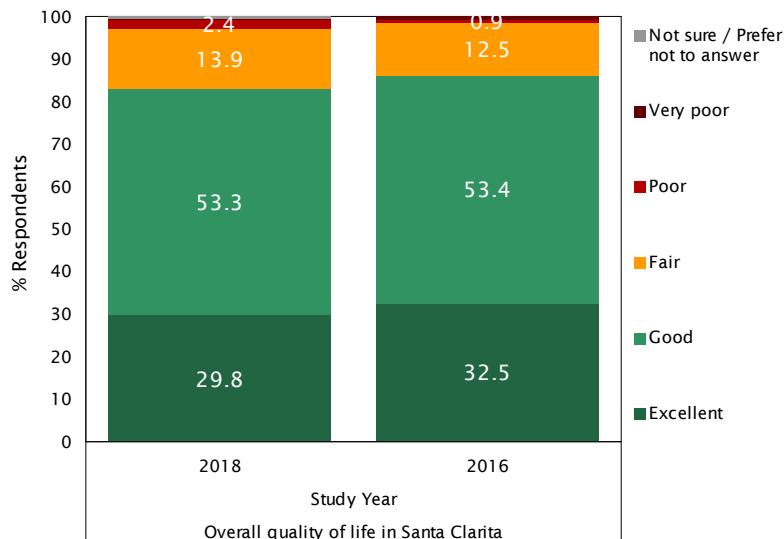
**Question 3** *How would you rate: \_\_\_\_\_? Would you say it is excellent, good, fair, poor, or very poor?*

**FIGURE 2 RATING SANTA CLARITA**



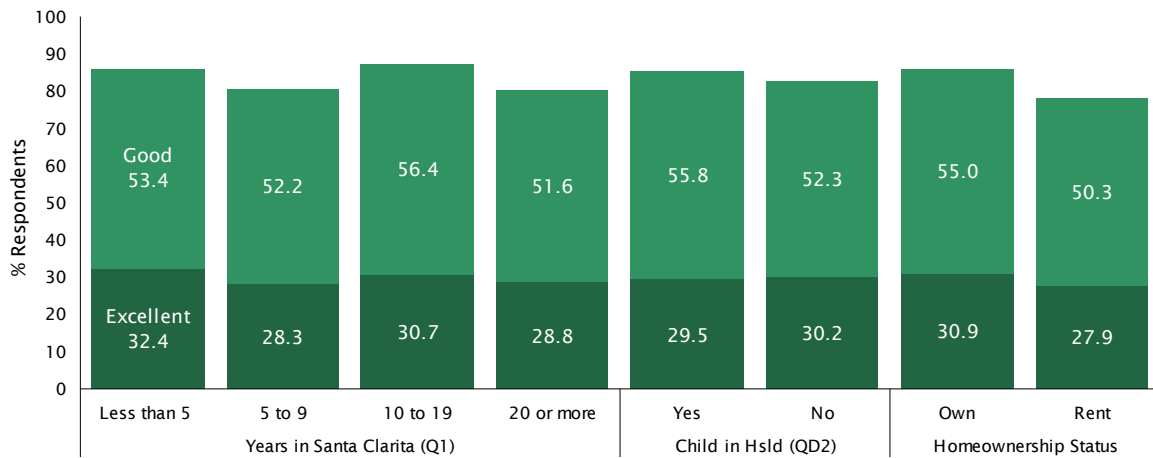
As shown in Figure 3, the percentage of residents who rated the overall quality of life in Santa Clarita as excellent or good changed little between the 2016 and 2018 surveys.

**FIGURE 3 OVERALL QUALITY OF LIFE BY STUDY YEAR**

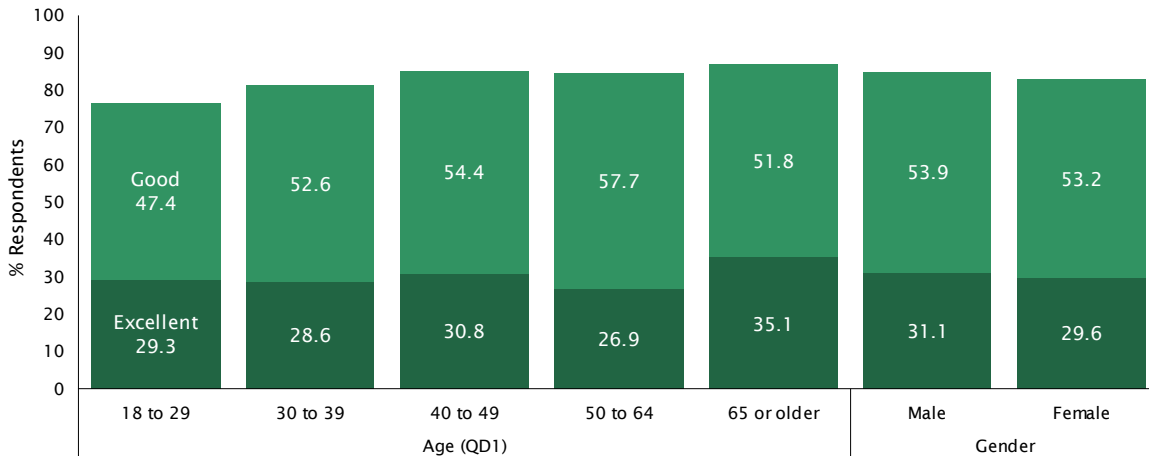


For the interested reader, figures 4 to 6 show how quality of life ratings varied by years of residence, presence of a child in the household, homeownership status, age of the respondent, gender, ethnicity, community of residence, and survey language, with ratings ranging from a low of 74% excellent or good to a high of 89%. When compared to their respective counterparts, quality of life ratings were higher among residents who have lived in the City 10 to 19 years or fewer than five years, residents who own their home, those 40 years and older, residents who identified their ethnicity as Asian American or Caucasian/White, respondents in Valencia, Saugus, or Newhall, and those who took the survey in English.

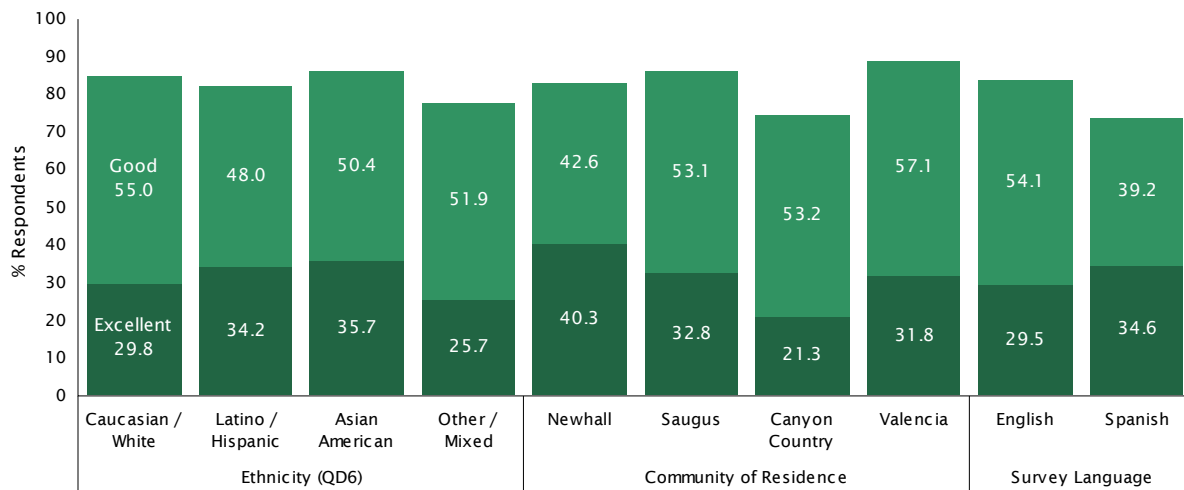
**FIGURE 4 OVERALL QUALITY OF LIFE BY YEARS IN SANTA CLARITA, CHILD IN HSLD & HOMEOWNERSHIP STATUS**



**FIGURE 5 OVERALL QUALITY OF LIFE BY AGE & GENDER**



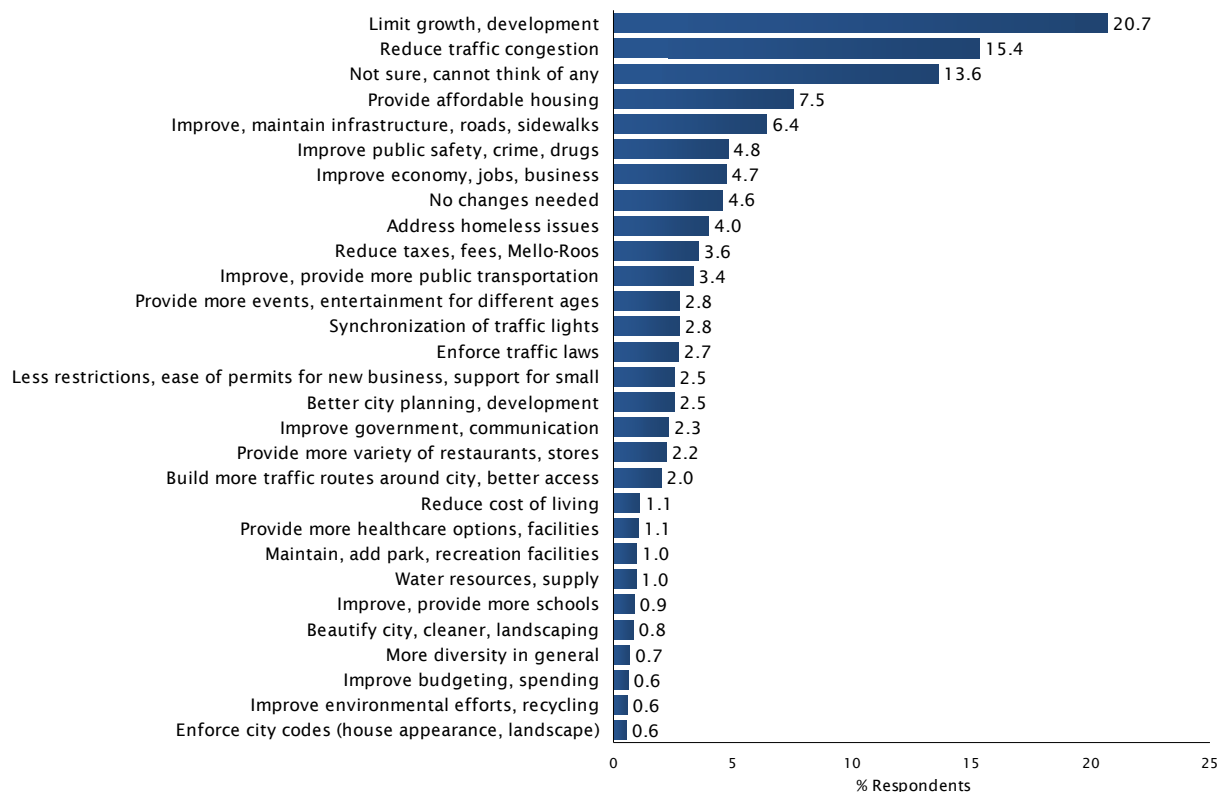
**FIGURE 6 OVERALL QUALITY OF LIFE BY ETHNICITY, COMMUNITY OF RESIDENCE & SURVEY LANGUAGE**



**CHANGES TO IMPROVE SANTA CLARITA** In an open-ended manner similar to that described earlier for Question 2, all respondents were asked to indicate the one thing that city government could *change* to make Santa Clarita a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 7.

**Question 4** *If the city government could change one thing to make Santa Clarita a better place to live, what change would you like to see?*

**FIGURE 7 CHANGES TO IMPROVE SANTA CLARITA**



Approximately 18% of respondents could not think of any desired changes (14%) or reported that no changes are needed (5%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in the City. Among the specific changes desired, the most common were limiting growth and development (21%), reducing traffic congestion (15%), providing affordable housing (8%), and improving/maintaining infrastructure, roads, and sidewalks (6%).

## CITY SERVICES

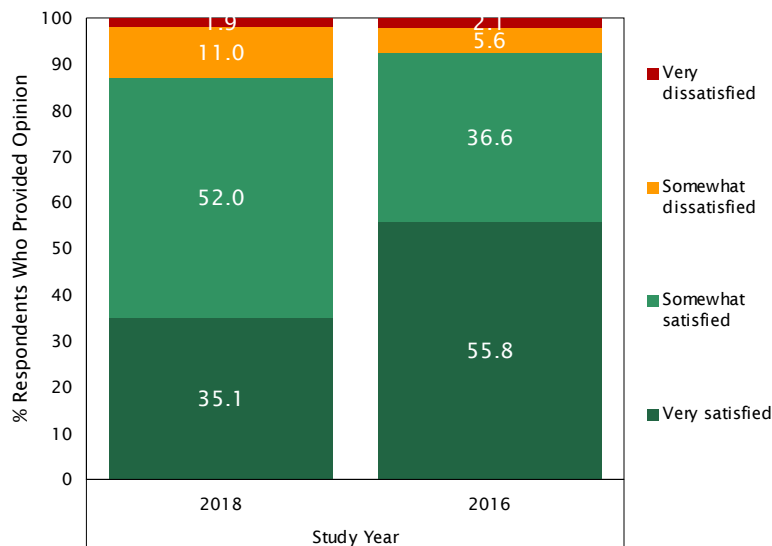
After measuring respondents' perceptions of the quality of life in Santa Clarita, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

**OVERALL SATISFACTION** The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city 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 8, the vast majority (87%) of Santa Clarita residents who provided an opinion indicated they were either very (35%) or somewhat (52%) satisfied with the City's efforts to provide municipal services in 2018, whereas approximately 13% were dissatisfied. Although the *intensity* of satisfaction declined between the 2016 and 2018 surveys, the percentage of respondents who were satisfied overall in 2018 (87%) was reasonably similar to that found in 2016 (92%).

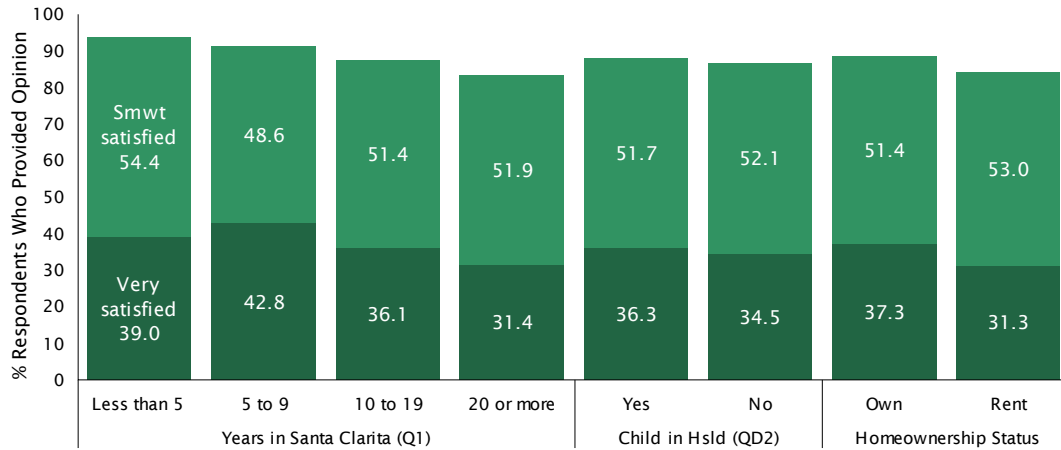
**Question 5** *Next, I would like to ask a series of questions about services provided by the City of Santa Clarita. In general, are you satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city services?*

**FIGURE 8 OVERALL SATISFACTION BY STUDY YEAR**

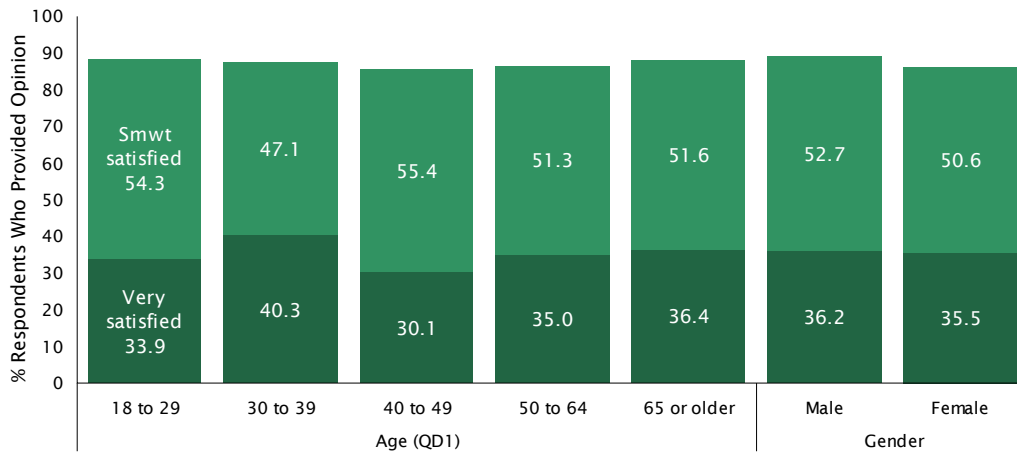


The next three figures display how residents' opinions about the City's overall performance in providing municipal services varied across demographic groups. The most striking pattern in the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 8 above) were generally echoed across resident subgroups, with satisfaction ranging from a low of 77% to a high of 93%.

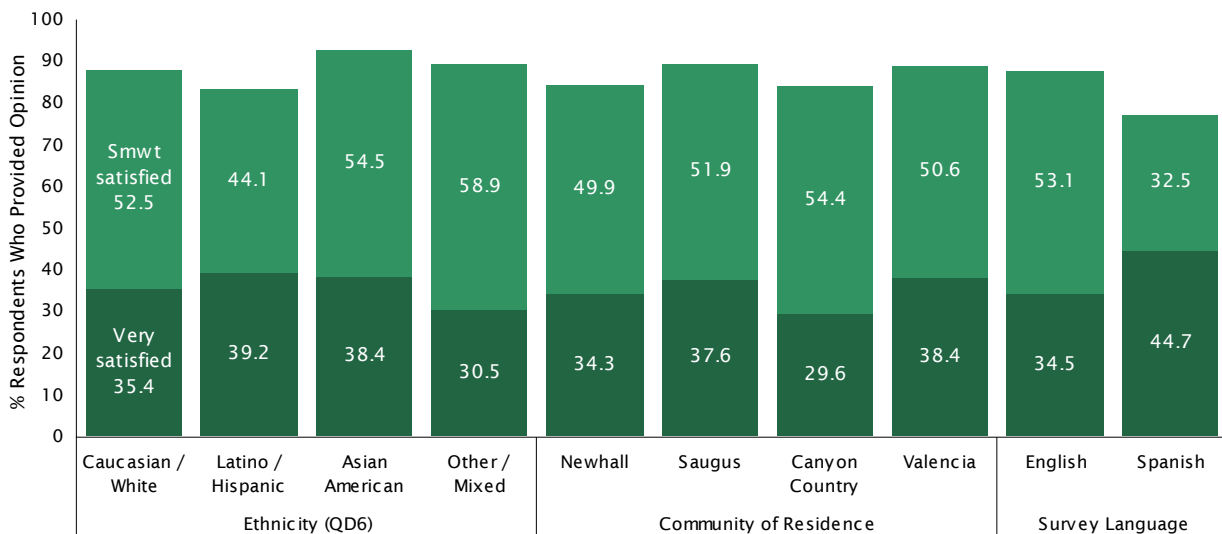
**FIGURE 9 OVERALL SATISFACTION BY YEARS IN SANTA CLARITA, CHILD IN HSLD & HOMEOWNERSHIP STATUS**



**FIGURE 10 OVERALL SATISFACTION BY AGE & GENDER**



**FIGURE 11 OVERALL SATISFACTION BY ETHNICITY, COMMUNITY OF RESIDENCE & SURVEY LANGUAGE**

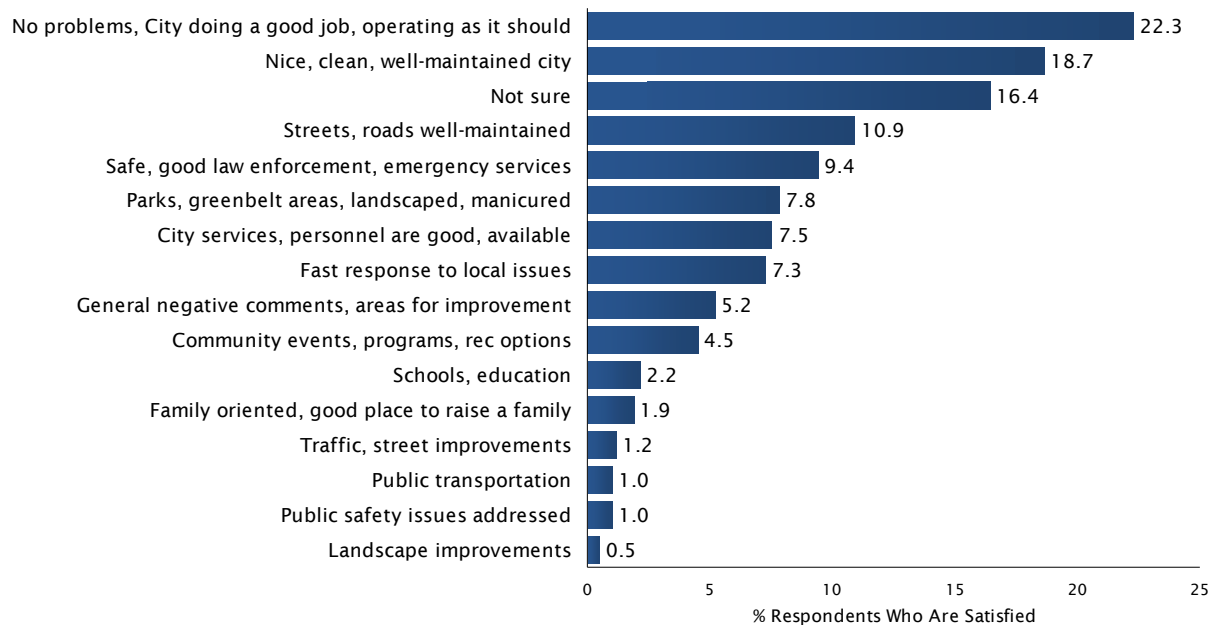


To better understand the reasons behind the ratings, residents were next asked a follow-up question based on whether they were satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city services. Both questions 6 and 7 were asked in an open-ended manner, which allowed respondents to describe the reasons for their opinion 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 in the figures 12 and 13.

As was also the case in 2016, *satisfied* residents were most likely to provide general positive comments such as no problems/City is doing a good job/operating as it should (22%) and nice/clean/well-maintained city (19%) as the top reasons for their satisfaction (Figure 12). Other specific reasons cited by at least 8% of satisfied respondents included Santa Clarita’s well-maintained streets and roads (11%) and safe/good law enforcement and emergency services (9%). Approximately 16% of respondents could not provide a specific reason for their satisfaction.

**Question 6** Why would you say you are *satisfied* with the job the City of Santa Clarita is doing providing city services?

**FIGURE 12 REASONS FOR SATISFACTION**

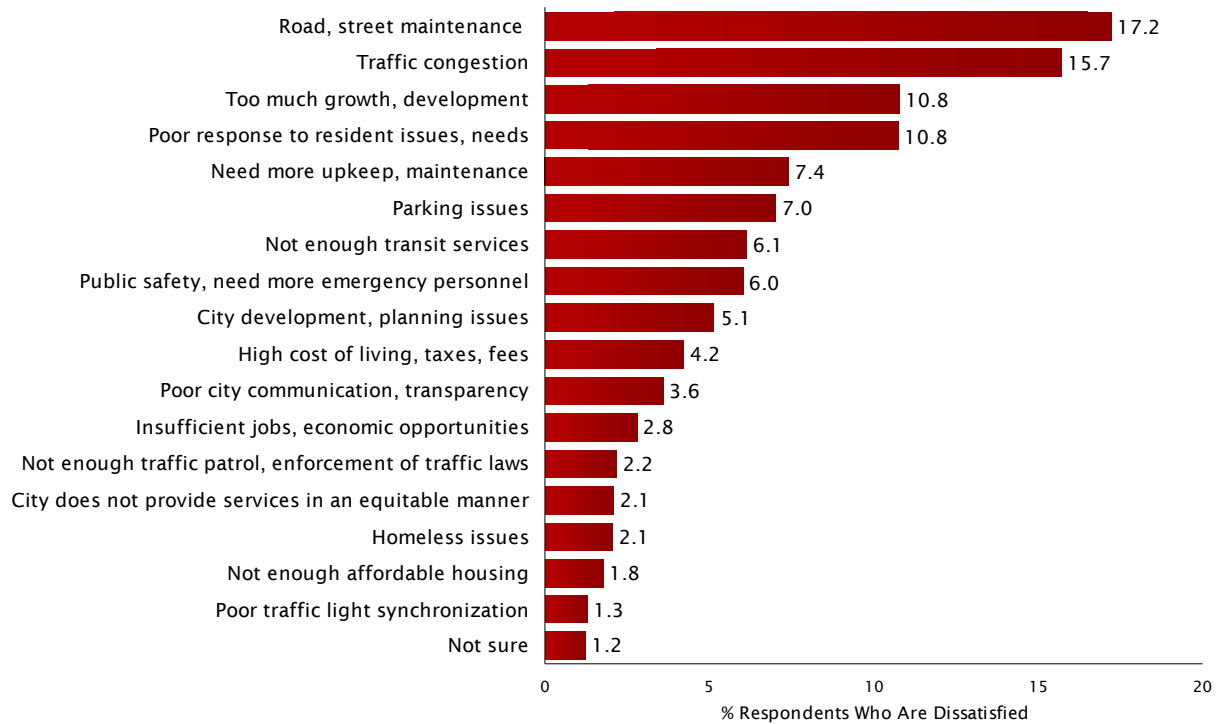


Among residents who were generally *dissatisfied* with the City’s performance, road/street maintenance (17%) and traffic congestion (16%) were the top reasons cited for being dissatisfied (see Figure 13). Other specific reasons mentioned by at least 8% of dissatisfied respondents included too much growth/development (11%) and concerns about the City’s response to resident issues/needs (11%). When compared to the 2016 survey results, concerns about growth and development in general remained among the top reasons for being dissatisfied, with specific concerns about street/road maintenance and traffic congestion appearing to be more prevalent.



**Question 7** Why would you say you are *dissatisfied* with the job the City of Santa Clarita is doing providing city services?

**FIGURE 13 REASONS FOR DISSATISFACTION**



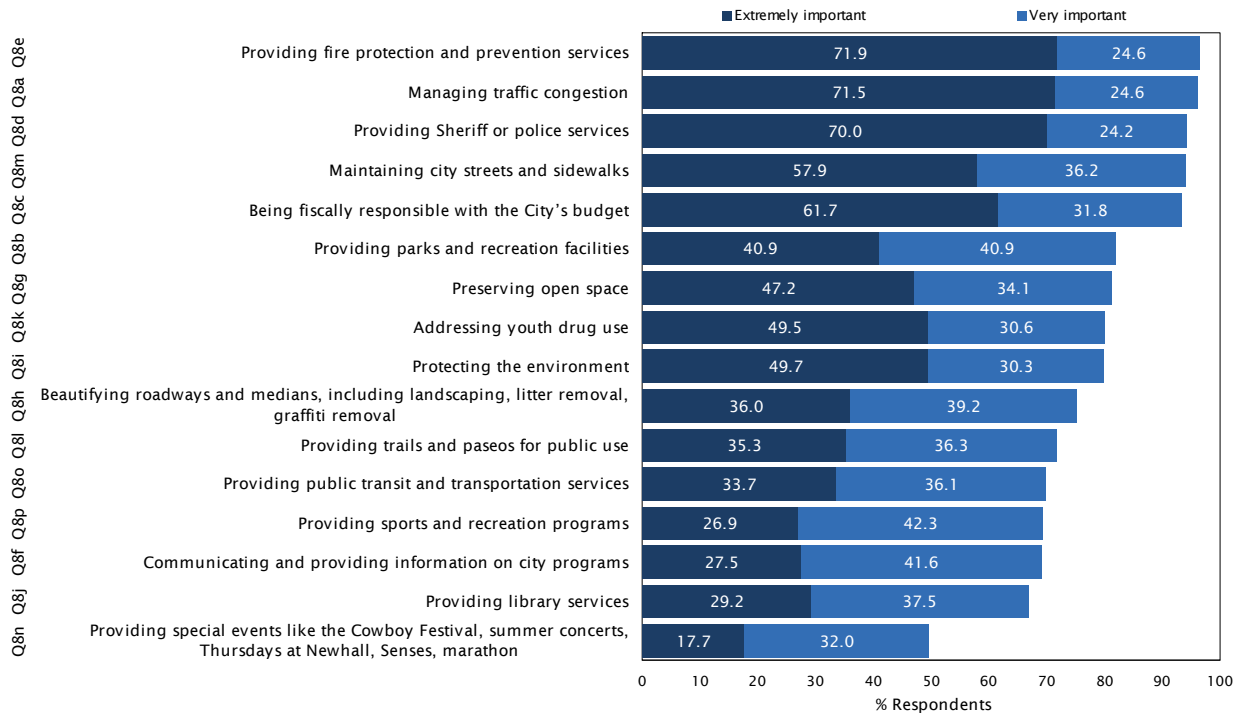
**SPECIFIC SERVICES** Whereas Question 5 addressed the City’s *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were first asked whether they thought a service was extremely important, very important, somewhat important, or not at all important. Respondents were then asked about their level of satisfaction with these same services. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figure 14 on the next page presents the services in rank order of importance according to the proportion of respondents who rated a service as *at least* very important. In general, Santa Clarita residents rated public safety and public works as the most important. More specifically, providing fire protection and prevention services (97% extremely or very important), managing traffic congestion (96%), providing Sheriff or police services (94%), and maintaining city streets and sidewalks (94%) received the highest importance ratings from residents.

At the other end of the spectrum, providing special events like the Cowboy Festival, summer concerts, Thursdays at Newhall, Senses, and marathon (50%), providing library services (67%), communicating and providing information on city programs (69%), and providing sports and recreation programs (69%) were viewed as somewhat less important.

**Question 8** Next, I'm going to read a list of city services. For each, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.

**FIGURE 14 IMPORTANCE OF SERVICES**



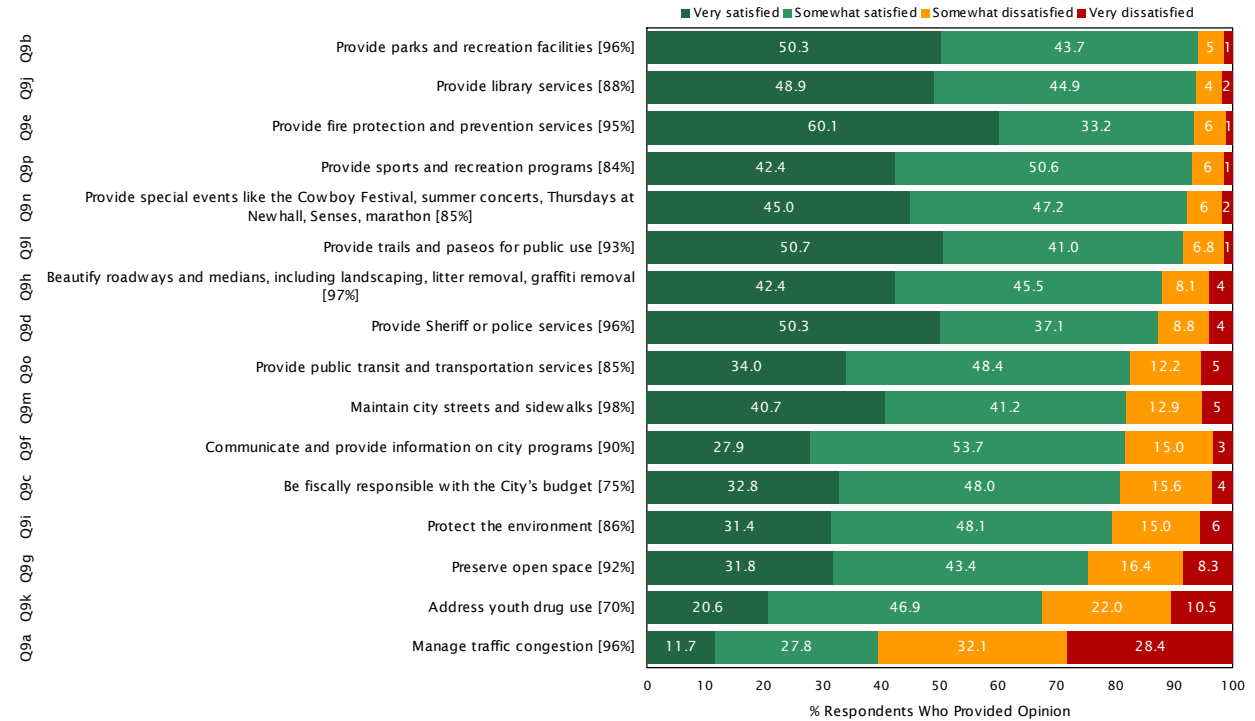
Turning to the satisfaction component, Figure 15 on the next page sorts the same list of services according to the percentage of respondents who indicated they were either very or somewhat satisfied with the City's efforts to provide the service. For comparison purposes between the services, only respondents who held an opinion (satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (satisfied or dissatisfied) is presented in brackets beside the service label in the figure, while the bars represent the answers of those with an opinion.

At the top of the list, respondents were most satisfied with the City's efforts to provide parks and recreation facilities and library services (both 94% very or somewhat satisfied), followed by fire protection and prevention services (93%), sports and recreation programs (93%), special events (92%), and trails and paseos for public use (92%).

Respondents were notably less satisfied with the City's efforts to manage traffic congestion (40%) and address youth drug use (68%). It is important to note, however, that more than two-thirds of respondents indicated they were satisfied with the City's performance in 15 of the 16 service areas tested.

**Question 9** For the same list of services I just 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 15 SATISFACTION WITH SERVICES**



For those items that were comparably worded in both the 2016 and 2018 surveys, Table 1 shows the difference in the percentage of residents who reported being satisfied with the City's efforts to provide the service. Most of the service areas experienced small changes in satisfaction ratings during the past two years (less than +/- 5%), although efforts to preserve open space (-12%) and protect the environment (-6%) witnessed somewhat larger changes.

**TABLE 1 SATISFACTION WITH SERVICES BY STUDY YEAR<sup>4</sup>**

	Study Year		Change in Satisfaction 2016 to 2018
	2018	2016	
Address youth drug use	67.5	64.6	+2.9
Provide special events like the Cowboy Festival, summer concerts, Thursdays at Newhall, Senses, marathon	92.2	90.2	+2.0
Provide Sheriff or police services	87.3	87.2	+0.2
Provide library services	93.9	94.0	-0.2
Provide parks and recreation facilities	94.0	94.6	-0.6
Provide trails and paseos for public use	91.7	92.6	-0.9
Provide sports and recreation programs	93.0	94.5	-1.5
Beautify roadways and medians, including landscaping, litter removal, graffiti removal	88.0	90.1	-2.1
Provide fire protection and prevention services	93.4	97.2	-3.8
Be fiscally responsible with the City's budget	80.8	84.9	-4.1
Communicate and provide information on City programs	81.6	86.5	-4.9
Provide public transit and transportation services	82.4	87.7	-5.2
Maintain city streets and sidewalks	81.9	87.7	-5.8
Protect the environment	79.4	85.8	-6.3
Preserve open space	75.3	86.8	-11.6



## PERFORMANCE NEEDS & PRIORITIES

With a measure of the importance of a service to residents as well as a measure of satisfaction with the City's efforts to provide the service, True North is able to examine the relationship between these two dimensions and identify areas where the City has the greatest opportunities to improve resident satisfaction—and identify for which services the City is meeting, and even exceeding, the majority of residents' needs.

Rather than rely on *averages* to conduct this analysis, True North has developed an *individualized* approach to identifying priorities. This approach is built on the recognition that opinions will vary from resident to resident and that understanding this variation is required for assessing how well the City is meeting residents' needs.<sup>5</sup> Table 2 on the next page presents a grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* options, and the vertical scale corresponds to the four *satisfaction* options. The 16 cells within the grid are grouped into one of six categories based on how well the City is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

<i>Exceeding Needs</i>	The City is exceeding a respondent's needs if a respondent is satisfied and the level of expressed satisfaction is higher than the importance that the respondent assigned to the service.
<i>Meeting Needs, Moderately</i>	The City is moderately meeting a respondent's needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service.
<i>Meeting Needs, Marginally</i>	The City is marginally meeting a respondent's needs if the respondent is satisfied with the City's efforts to provide the service, but their level of satisfaction is lower than the level of importance assigned to the service.
<i>Not Meeting Needs, Marginally</i>	The City is marginally <i>not</i> meeting a respondent's needs if the respondent is somewhat dissatisfied, but the service is also viewed as just somewhat or not at all important.
<i>Not Meeting Needs, Moderately</i>	The City is moderately <i>not</i> meeting a respondent's needs if A) a respondent is very dissatisfied with the City's efforts to provide the service, but the service is viewed somewhat or not at all important, or B) a respondent is somewhat dissatisfied and the service is very important.
<i>Not Meeting Needs, Severely</i>	The City is severely <i>not</i> meeting a respondent's needs if A) a respondent is dissatisfied and the service is viewed as extremely important, or B) a respondent is very dissatisfied and the service is viewed as very important.

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5. Any tool that relies on the opinions of the average respondent will provide a limited and occasionally distorted picture of how well an agency is performing. The simple fact is that a city is not comprised of average residents—it is comprised of unique individuals who vary substantially in their opinions of the City's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among residents, and it is this variation that is critical for truly assessing how well the City is meeting the needs of its residents.

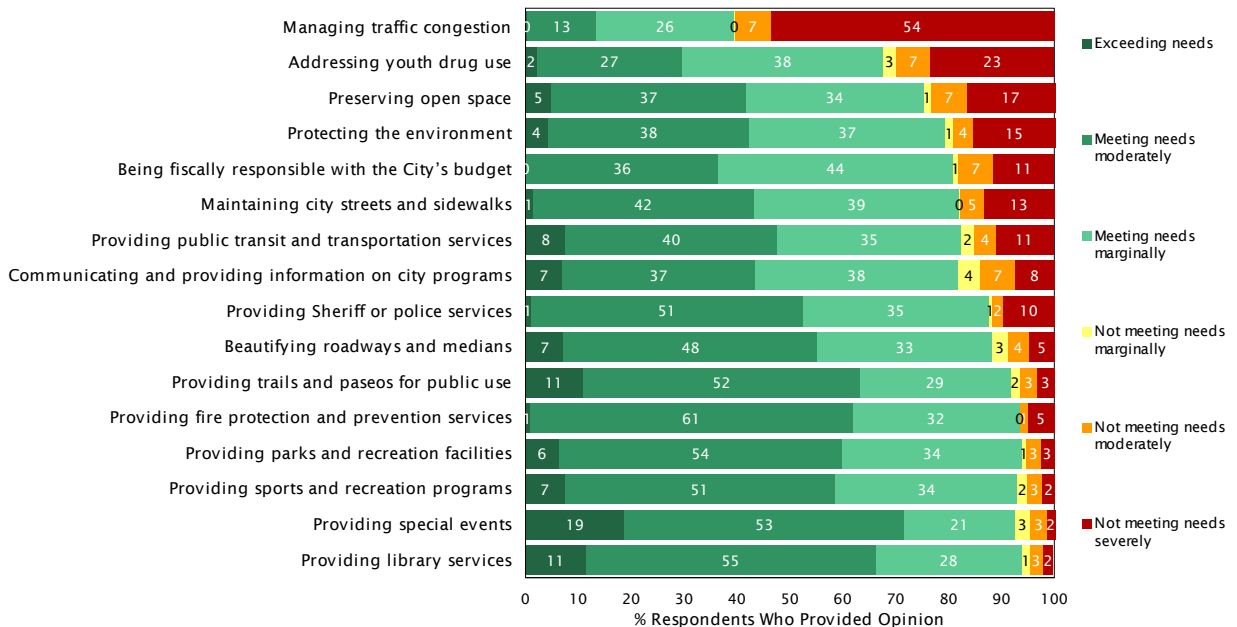
**TABLE 2 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX**

		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs	Meeting needs
	Somewhat satisfied	Exceeding needs	Meeting needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat dissatisfied	Not meeting needs, moderately	Not meeting needs, moderately	Not meeting needs	Not meeting needs, severely
	Very dissatisfied	Not meeting needs	Not meeting needs	Not meeting needs, severely	Not meeting needs, severely

Using this framework, True North categorized respondents individually for each of the 16 services tested in the study. Thus, for example, a respondent who indicated that managing traffic congestion was somewhat important and they were very satisfied with the City’s efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service (e.g., addressing youth drug use) if they were somewhat dissatisfied with the City’s efforts to provide the service, but the service was viewed as only somewhat important.

Figure 16 presents the 16 services tested, along with the percentage of respondents who were grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 16 is consistent with that presented in Table 2. Thus, for example, in the service area of managing traffic congestion, the City is exceeding the needs of 0.4% of respondents, moderately meeting the needs of 13% of respondents, moderately meeting the needs of 26% of respondents, marginally meeting the needs of 38% of respondents, marginally not meeting the needs of 0.7% of respondents, moderately not meeting the needs of 7% of respondents, and severely not meeting the needs of 54% of respondents.

**FIGURE 16 RESIDENT SERVICE NEEDS**



As shown in the figure, the City is meeting the needs of at least two-thirds of residents for 15 of the 16 services tested. Operating from the management philosophy that, all other things being equal, the City should focus on improving those services that have the highest percentage of residents for which the City is currently *not* meeting their needs, the services have been sorted by order of priority. Thus, managing traffic congestion is the top priority, followed by addressing youth drug use, preserving open space, and protecting the environment.

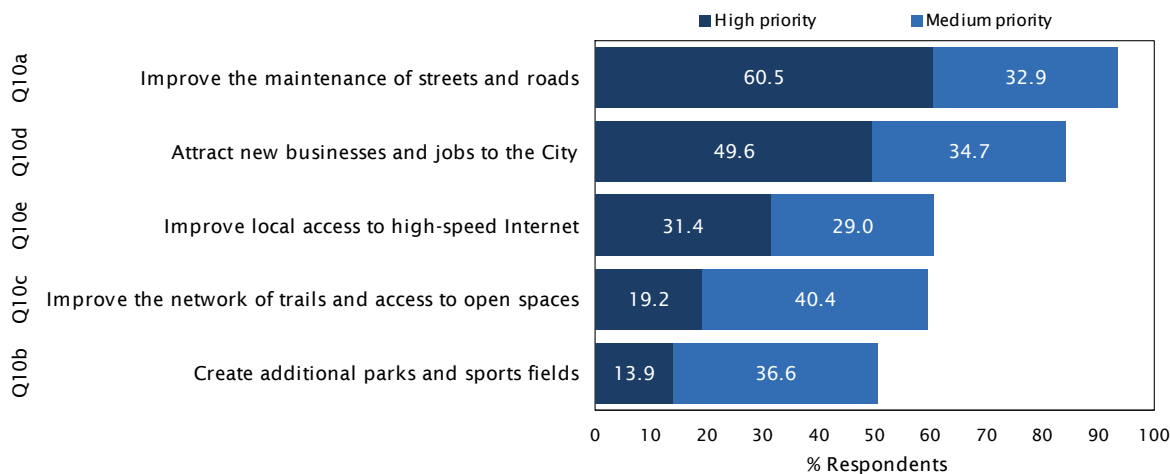
## FUNDING PRIORITIES

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.

Question 10 was designed to provide Santa Clarita with a reliable measure of how residents, as a whole, prioritize a variety of projects and programs to which the City could allocate future resources. The format of the question was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the services and projects that may be desired by residents, respondents were asked whether each project or service shown in Figure 17 should be a high, medium, or low priority for future city spending—or if the City should not spend money on the project at all. To encourage a sense of competition, respondents were instructed that not all of the projects and services could be high priorities.

**Question 10** *The City of Santa Clarita has limited financial resources to provide local services and projects desired by residents. Because it can't fund every service and project, the City must set priorities. As I read each of the following items, please 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 17 FUNDING PRIORITIES



The five projects and services are sorted in Figure 17 from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the projects and services tested, more than eight-in-ten residents viewed improving the maintenance of streets and roads (93%) and attracting new businesses and jobs to the City (84%) as a high or medium priority. Although still viewed as a priority by the majority of residents, improving local access to high-speed Internet (60%), improving the network of trails and access to open spaces (60%), and creating additional parks and sports fields (51%) were considered somewhat lower priorities.

For the interested reader, the next two tables provide the percentage of respondents who considered each proposed improvement a *high priority* by their overall satisfaction with the City’s performance, years in Santa Clarita, and community of residence. The top three priorities within each subgroup are highlighted in green to ease comparisons. As shown in the tables, the rank ordering of *high priorities* among the subgroups generally mirrored the overall results.

**TABLE 3 FUNDING PRIORITIES BY SATISFACTION WITH CITY & YEARS IN SANTA CLARITA (SHOWING % HIGH PRIORITY)**

	Satisfaction With City (Q5)		Years in Santa Clarita (Q1)			
	Satisfied	Dissatisfied	Less than 5	5 to 9	10 to 19	20 or more
Improve the maintenance of streets and roads	60.0	67.8	54.1	55.7	61.8	63.7
Attract new businesses and jobs to the City	51.7	39.5	55.2	54.7	57.4	42.5
Improve local access to high-speed Internet	31.0	29.6	35.8	29.5	37.9	26.5
Improve the network of trails and access to open spaces	19.4	17.7	20.2	12.8	17.1	21.4
Create additional parks and sports fields	13.9	11.4	16.3	8.3	10.8	15.9

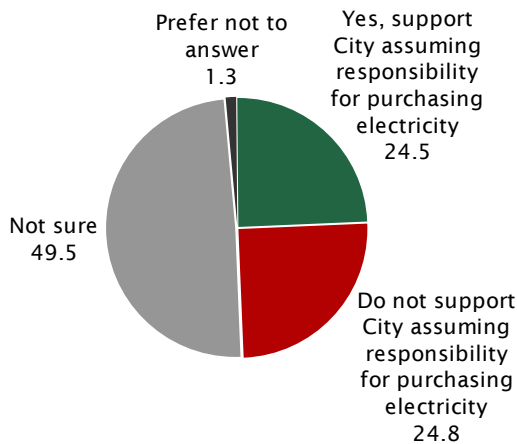
**TABLE 4 FUNDING PRIORITIES BY COMMUNITY OF RESIDENCE (SHOWING % HIGH PRIORITY)**

	Community of Residence			
	Newhall	Saugus	Canyon Country	Valencia
Improve the maintenance of streets and roads	65.9	60.0	60.0	59.5
Attract new businesses and jobs to the City	58.1	47.9	44.3	52.7
Improve local access to high-speed Internet	33.7	30.8	26.0	36.2
Improve the network of trails and access to open spaces	15.6	17.6	22.7	18.5
Create additional parks and sports fields	15.0	17.2	12.2	12.7

**COMMUNITY CHOICE AGGREGATION** Switching gears, the next question of the survey asked respondents whether or not they would support the City assuming responsibility for purchasing electricity on behalf of its residents and businesses through a Community Choice Aggregation (CCA) program.

**Question 11** *Community Choice Aggregation (CCA) programs allow local jurisdictions to assume the responsibility for purchasing electricity on behalf of their residents and businesses. Southern California Edison would continue to deliver power, send the bills, and be responsible for resolving any electricity service issues. Would you support the City of Santa Clarita assuming responsibility for purchasing electricity on behalf of its residents and businesses?*

**FIGURE 18 SUPPORT CCA PROGRAM**

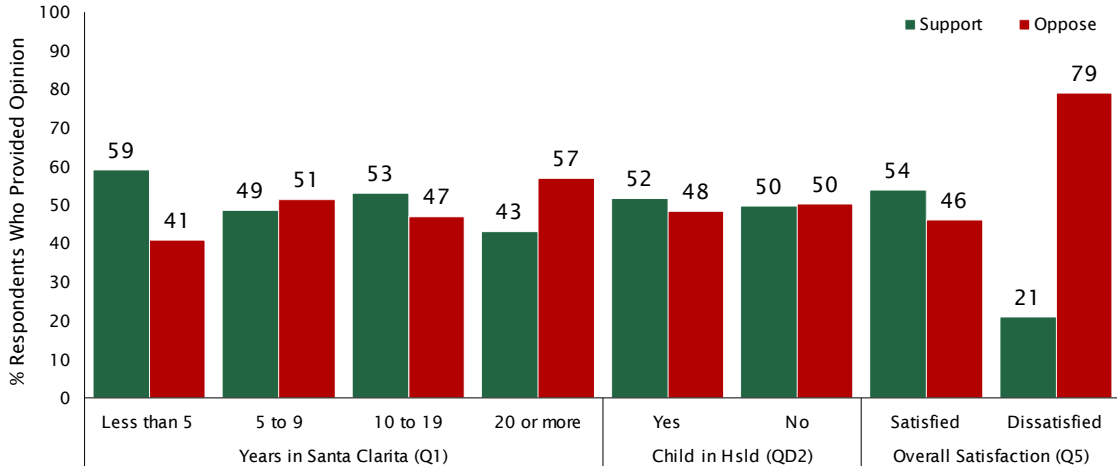


After being informed that Southern California Edison would continue to deliver power, send the bills, and be responsible for resolving any electricity service issues, residents were simply asked whether they supported the City of Santa Clarita taking on the role of purchasing electricity on behalf of residents and businesses. The majority of residents (51%) were either unsure or unwilling to share their stance on the topic. The remainder of respondents were evenly split in support (24%) and opposition (25%) to the Community Choice Aggregation concept. Figures 19 through 21 show how support and opposition for the CCA program among respondents who

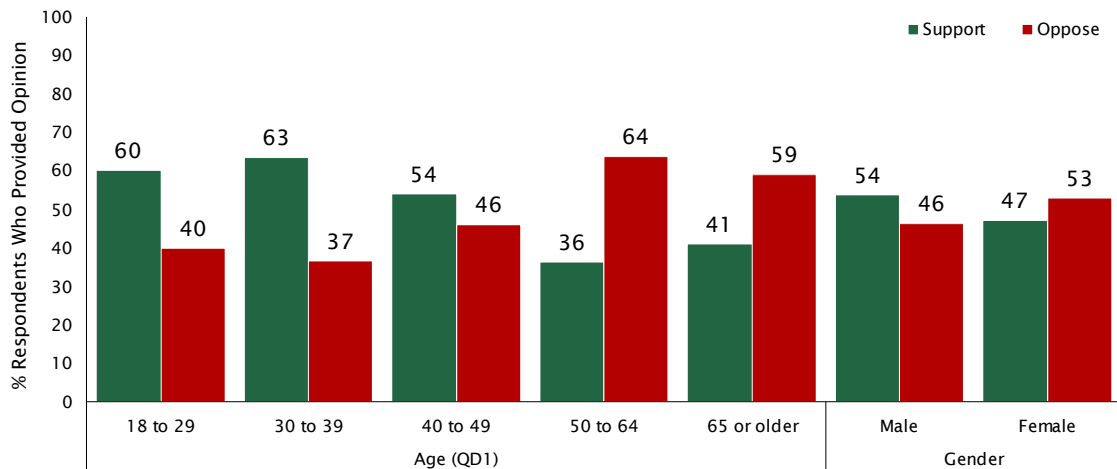


provided an opinion varied across demographic subgroups. In general, newer residents (less than five years), younger respondents (under 50 years of age), Latinos, Asians, and Newhall residents expressed the most support for the CCA concept, whereas long-time residents (20+ years), those dissatisfied with the City’s performance in general, older residents (50+), and those living in Canyon Country were more likely to oppose Community Choice Aggregation.

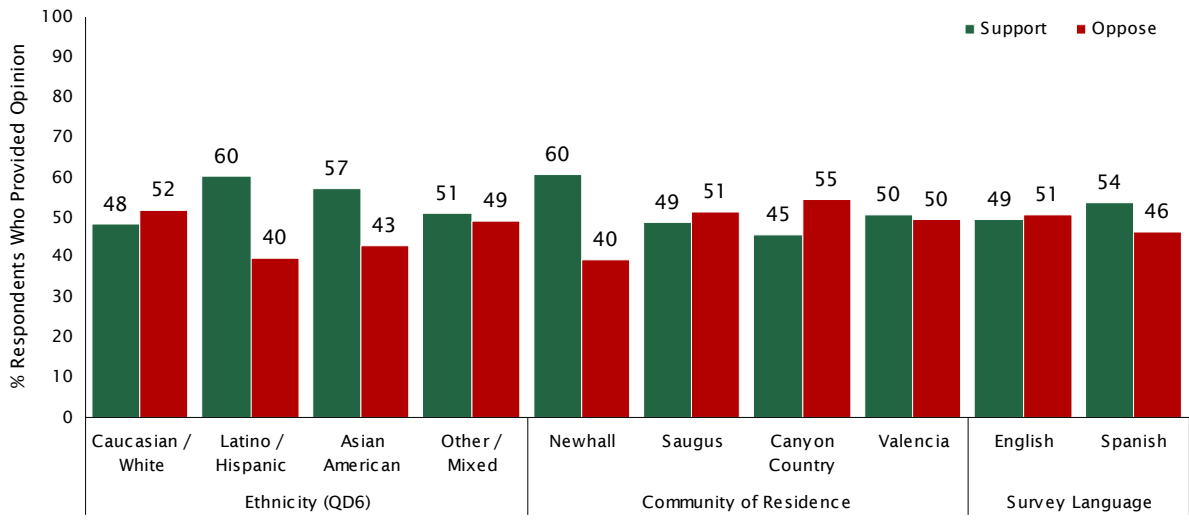
**FIGURE 19 SUPPORT CCA PROGRAM BY YEARS IN SANTA CLARITA, CHILD IN HSLD & OVERALL SATISFACTION**



**FIGURE 20 SUPPORT CCA PROGRAM BY AGE & GENDER**



**FIGURE 21 SUPPORT CCA PROGRAM BY ETHNICITY, COMMUNITY OF RESIDENCE & SURVEY LANGUAGE**



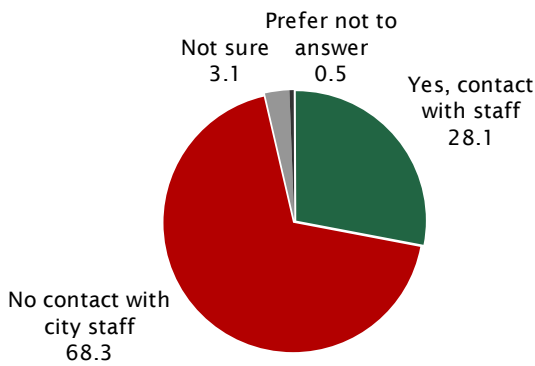
## CUSTOMER SERVICE & TRUST

Although much of the survey focused on residents' perceptions of the quality of life in Santa Clarita and their satisfaction with the City's efforts to provide specific services, like other progressive cities Santa Clarita recognizes there is more to good local governance than simply providing satisfactory services. Do residents perceive that the City is accessible and responsive to residents' needs? Do residents feel that staff serves their needs in a professional manner? How well do residents trust the City? Answers to questions like these are as important as service-related questions in measuring the City's performance in meeting residents' needs. Accordingly, they were the focus of the next section of the interview.

**CONTACT WITH CITY STAFF** Residents were first asked if they had been in contact with City of Santa Clarita staff in the past 12 months. Figure 22 provides the findings of this question and shows that 28% of residents had contact with city staff in the year prior to the interview.

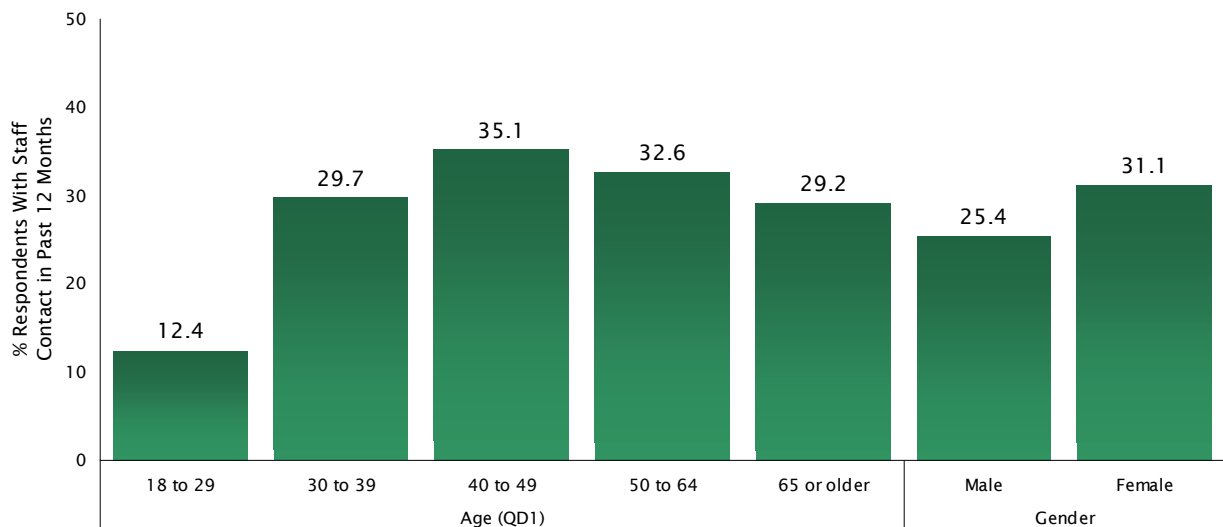
**Question 12** *In the past 12 months, have you been in contact with staff from the City of Santa Clarita?*

**FIGURE 22 CONTACT WITH CITY STAFF IN PAST 12 MONTHS**

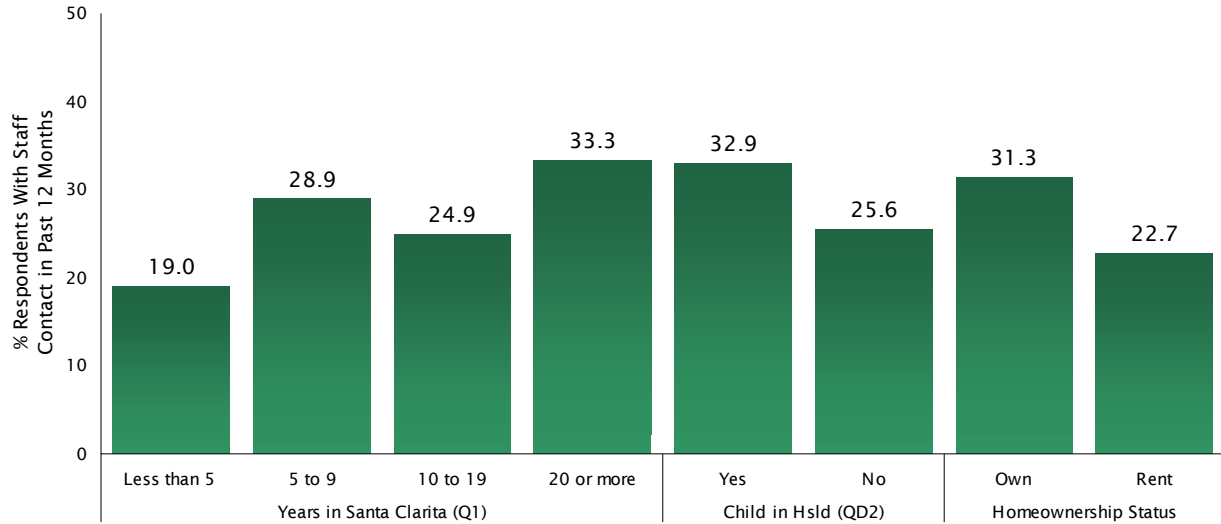


Figures 23 to 25 show how contact with City staff in the past 12 months differed across a variety of resident subgroups. Interaction with city staff was most commonly reported by residents 30 years and older, female respondents, long-time residents (20 years or more), those with a child in the household, homeowners, Caucasian/White respondents, Saugus residents, and those who took the survey in English.

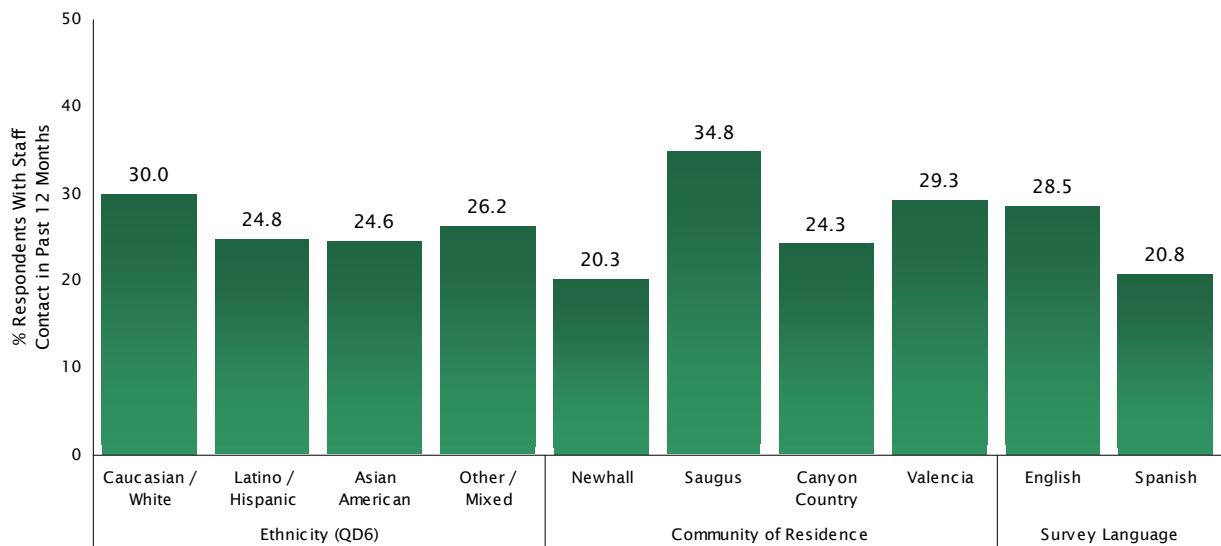
**FIGURE 23 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY AGE & GENDER**



**FIGURE 24 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY YEARS IN SANTA CLARITA, CHILD IN HSLD & HOMEOWNERSHIP STATUS**



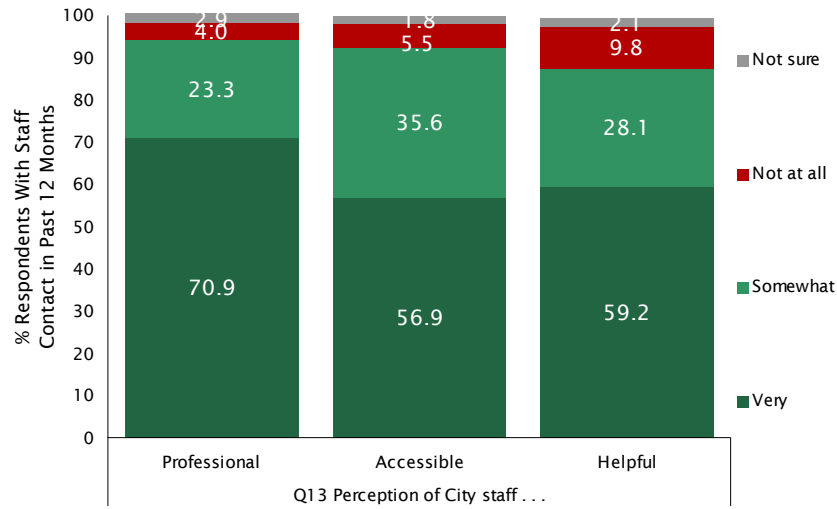
**FIGURE 25 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY ETHNICITY, COMMUNITY OF RESIDENCE & SURVEY LANGUAGE**



**ASSESSMENT OF CITY STAFF** Residents who had contact with city staff in the past 12 months were next asked to rate staff on three dimensions: accessibility, professionalism, and helpfulness. Respondents provided high ratings for staff across all three dimensions (see Figure 26), with approximately nine-in-ten respondents indicating that Santa Clarita staff are professional (94%), accessible (92%), and helpful (87%).

**Question 13** *In your opinion, was the staff at the City very \_\_\_\_\_, somewhat \_\_\_\_\_, or not at all \_\_\_\_\_*

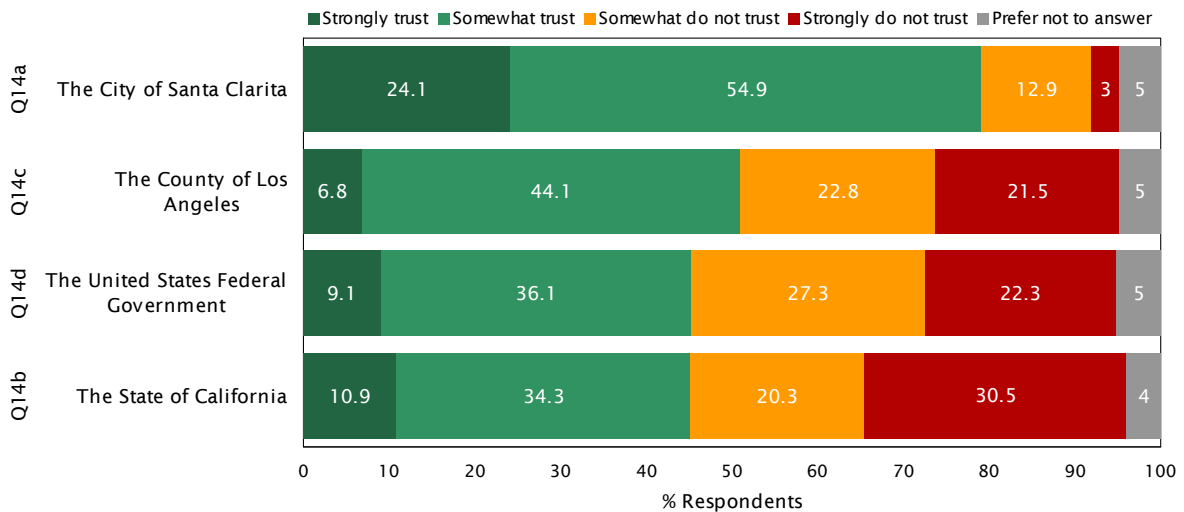
**FIGURE 26 PERCEPTION OF CITY STAFF**



**TRUST IN GOVERNMENT** The final question in this series was designed to profile how much respondents trust government, from the local to national level. For each of the four government organizations shown on the left of Figure 27, respondents were asked to detail the degree in which they trusted or did not trust each entity.

**Question 14** *Next, I would like to know about who you trust when it comes to government organizations. As I read a short list of government organizations, please indicate whether you trust or do not trust the organization.*

**FIGURE 27 TRUST IN GOVERNMENT**



Overall, respondents expressed the highest level of trust for the City of Santa Clarita, with 79% of residents stating that they strongly (24%) or somewhat (55%) trust the City. Approximately 16% indicated they distrust the City, whereas the remaining 5% were unsure or did not provide a response. Trust ratings were much lower for each of the other three government organizations tested, with 51% of respondents reporting that they trust the County of Los Angeles and 45% indicating trust for the United States Federal Government and the State of California, respectively.

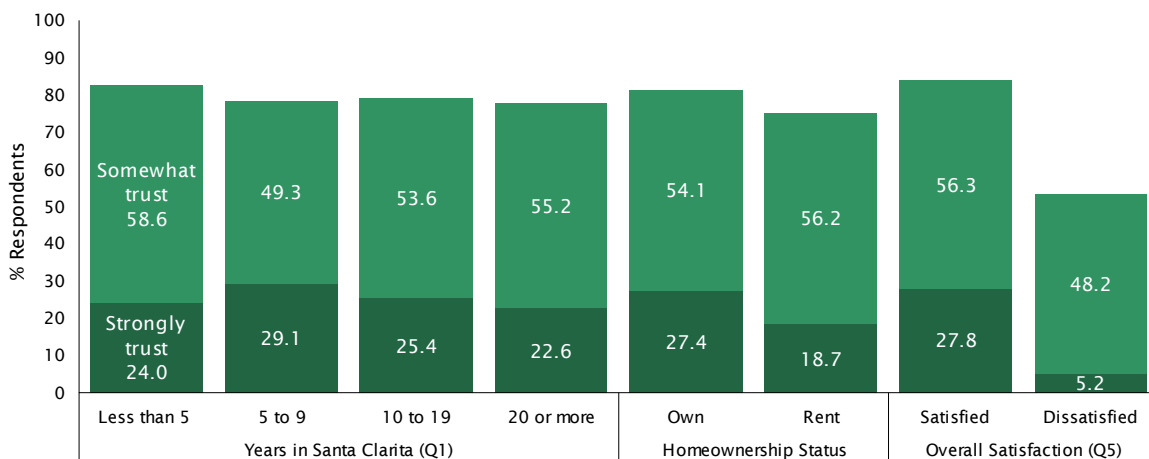
Table 5 displays the percentage of respondents who indicated they trusted each entity in the 2016 and 2018 studies. Although trust trended downward for each government organization during this period, only one—trust in the State of California—exceeded a five percent difference (-11%).

**TABLE 5 TRUST IN GOVERNMENT BY STUDY YEAR**

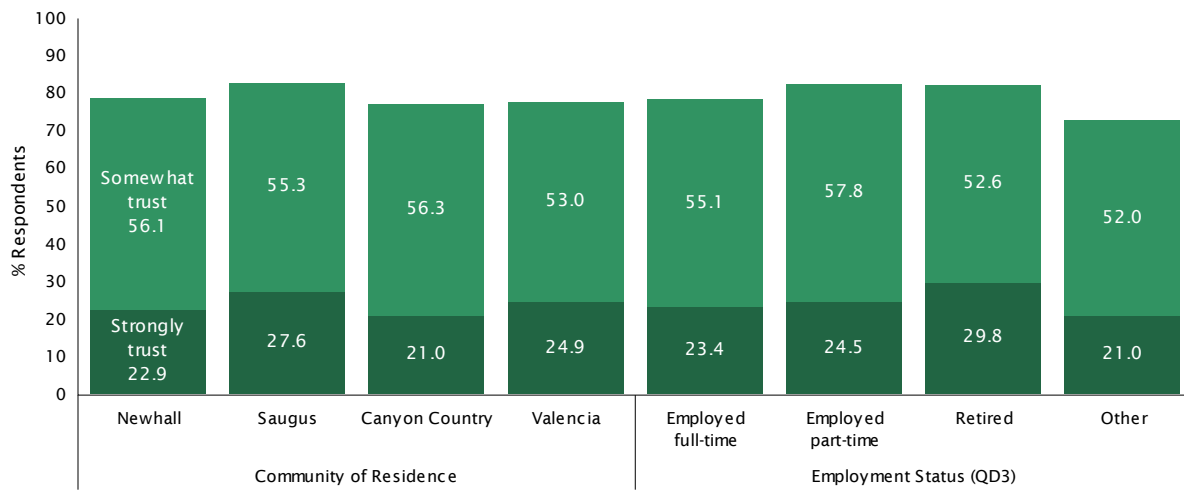
	Study Year		Change in Trust 2016 to 2018
	2018	2016	
The City of Santa Clarita	79.0	82.9	-3.9
The County of Los Angeles	50.9	55.2	-4.3
The United States Federal Government	45.3	50.7	-5.4
The State of California	45.1	56.1	-11.0

Figures 28 to 30 show how trust in the City of Santa Clarita varied across resident subgroups in 2018. With the exception of respondents who were dissatisfied with the City’s overall performance, at least two-thirds of residents in every subgroup indicated that they trust the City of Santa Clarita.

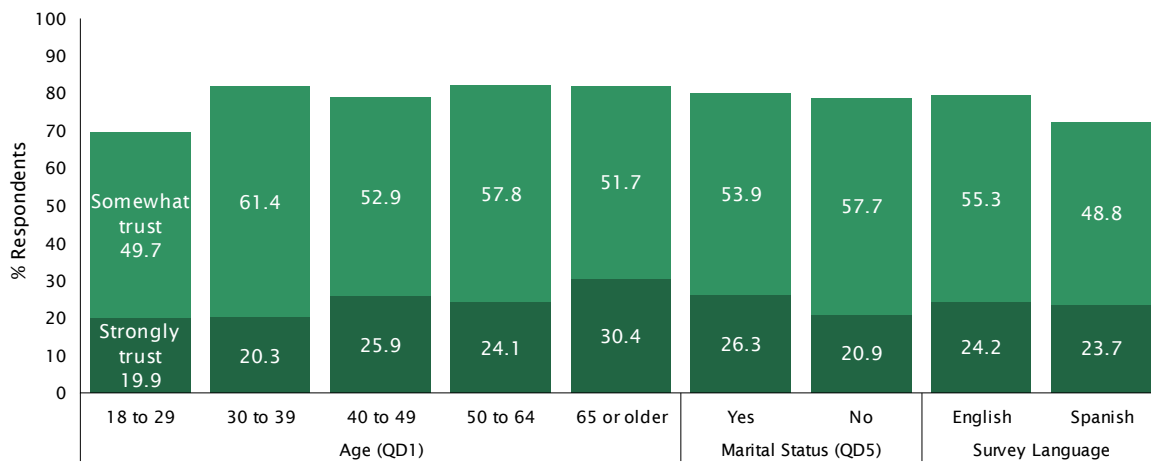
**FIGURE 28 TRUST SANTA CLARITA BY YEARS IN SANTA CLARITA, HOMEOWNERSHIP STATUS & OVERALL SATISFACTION**



**FIGURE 29 TRUST SANTA CLARITA BY COMMUNITY OF RESIDENCE & EMPLOYMENT STATUS**



**FIGURE 30 TRUST SANTA CLARITA BY AGE, MARITAL STATUS & SURVEY LANGUAGE**

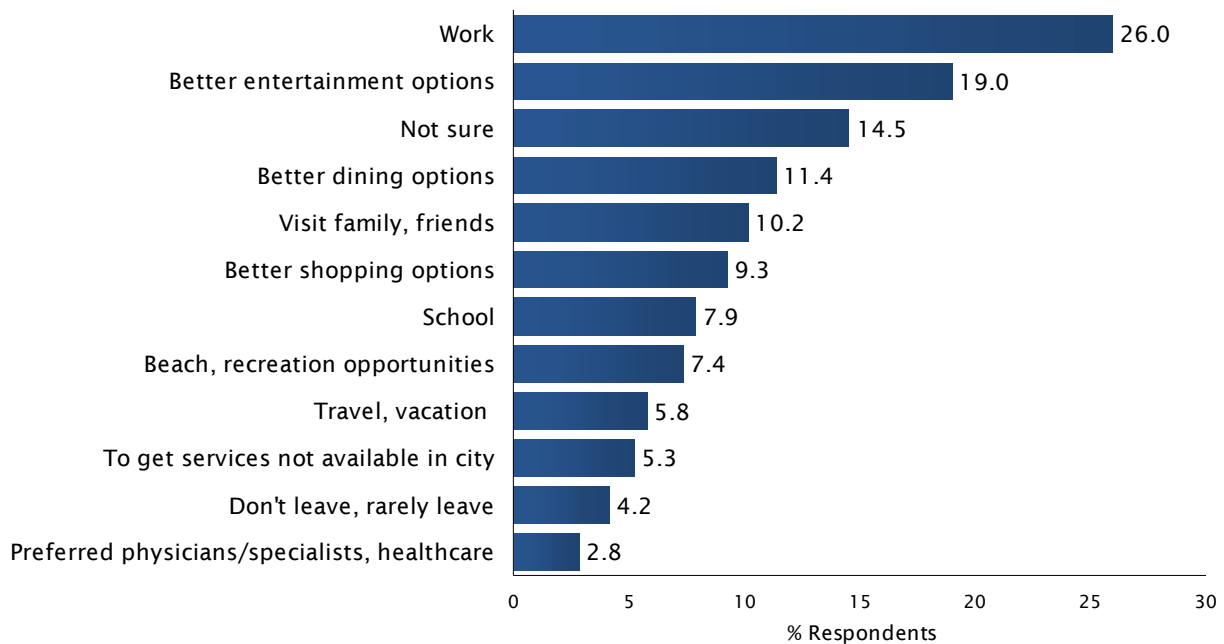


## ECONOMIC DEVELOPMENT

One of the strategic goals for many cities is improving economic development, which can be described as supporting local businesses through business-friendly policies, revitalizing outdated commercial areas, marketing the city as a good place to shop, dine, and do business, and ultimately creating a place where residents not only prefer to live, but also work, shop, and play. With this in mind, Question 15 of the survey asked residents in an open-ended manner to describe their reasons for leaving the Santa Clarita community, when they need or prefer to do so. Respondents were free to mention any reason 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 in Figure 31.

### Question 15 *When you need or prefer to leave the Santa Clarita community, why is this?*

FIGURE 31 REASONS FOR LEAVING SANTA CLARITA



Santa Clarita residents were most apt to cite work (26%), better entertainment options (19%), better dining options (11%), visiting family/friends (10%), and better shopping options (9%) as their reasons for occasionally leaving the Santa Clarita community. An additional 15% of respondents indicated they were unsure, while 4% of residents revealed that they never or rarely leave the City. Although the percentage results were different for 2018 when compared to the 2016 survey, it is noteworthy that the top reason for occasionally leaving Santa Clarita was the same: to go to work.<sup>6</sup>

6. It appears that the 2016 survey presented the question in an open-ended manner to telephone respondents, but as a pre-coded list to those participating online. For the 2018 survey, True North structured the question as an open-ended question for *both* the telephone and online surveys to maintain consistency across data collection modes. This change in methodology resulted in substantially fewer respondents mentioning certain reasons for leaving Santa Clarita, especially beach/recreation opportunities and medical/healthcare.



## COMMUNICATION

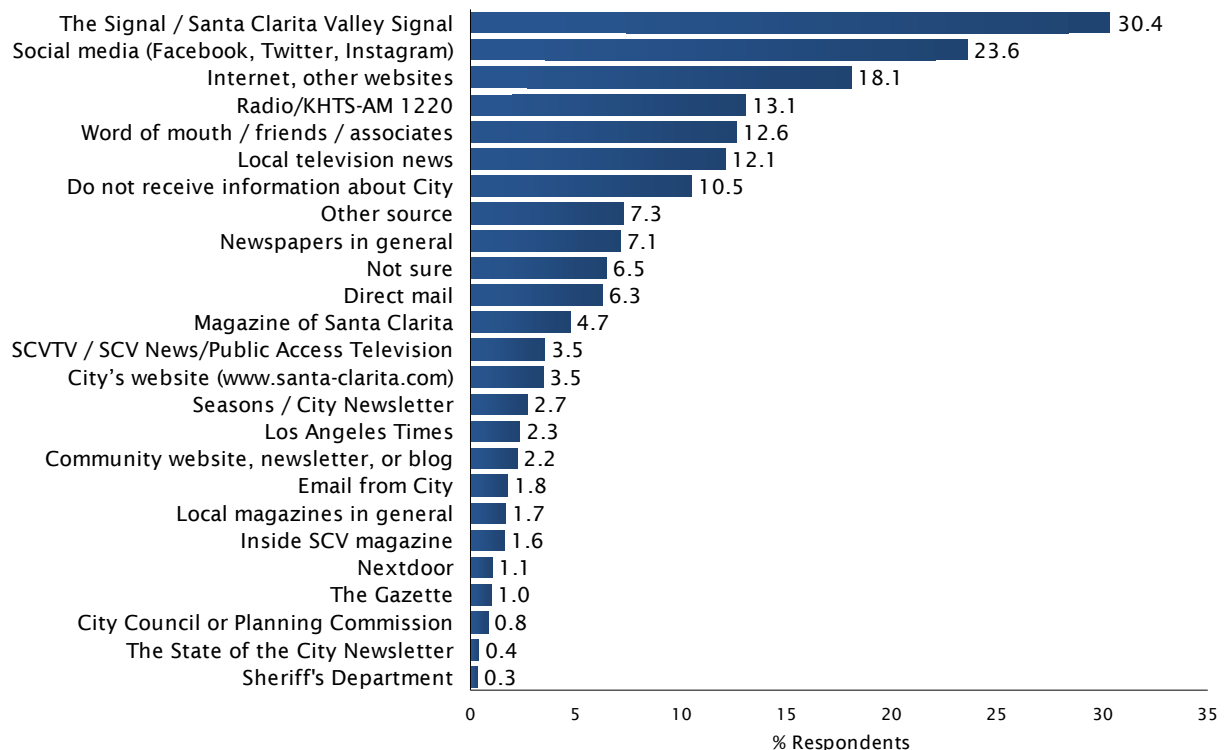
The importance of city communication with residents cannot be overstated. Much of a city’s success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of Santa Clarita’s efforts to enhance the information flow to the City to better understand the community’s concerns, perceptions, and needs. Some of Santa Clarita’s many efforts to communicate with its residents include its newsletters, timely press releases, and its website. In this section, we present the results of several communication-related questions.

**INFORMATION SOURCES** To help the City identify the most effective means of communicating with residents, it is helpful to understand what sources they currently rely on for this type of information. In an open-ended manner, residents were asked to list the sources they typically use to find out about City of Santa Clarita news and issues. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 32 represent the percentage of residents who mentioned a source.

The most frequently cited source for city information was the Santa Clarita Valley Signal, mentioned by 30% of respondents. The Signal was followed by social media (24%), the Internet (18%), radio (13%), word of mouth (13%), and local television news (12%). A combined 17% of respondents indicated that they either do not receive information about city news and issues (11%) or were unsure (6%).

### Question 16 *Where do you get your information about news and issues facing Santa Clarita?*

FIGURE 32 INFORMATION SOURCES



**TABLE 6 INFORMATION SOURCES BY STUDY YEAR**

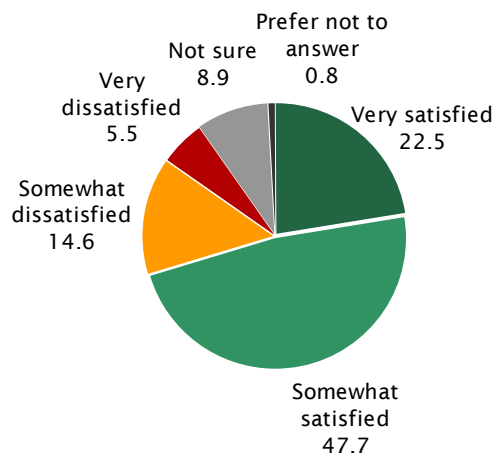
Study Year	
2018	2016
The Signal / Santa Clarita Valley Signal	Local television news
Social media (Facebook, Twitter, Instagram)	The Signal / Santa Clarita Valley Signal
Internet, other websites	Social media (Facebook, Twitter, Instagram)
Radio/KHTS-AM 1220	Magazine of Santa Clarita
Word of mouth / friends / associates	Word of mouth / friends / associates
Local television news	City's website (www.santa-clarita.com)
Do not receive information about City	Seasons / City Newsletter
Other source	Radio/KHTS-AM 1220
Newspapers in general	Inside SCV magazine
Not sure	Community website, newsletter, or blog

Table 6 presents the rank ordering of information sources by study year. The Signal and social media were top sources in both 2016 and 2018, whereas local television news was replaced by the Internet as one of the top three sources for information between 2016 and 2018.

**SATISFACTION WITH COMMUNICATION** Question 17 asked Santa Clarita residents to report their satisfaction with city-resident communication. Overall, 70% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (20%) or unsure of their opinion (10%).

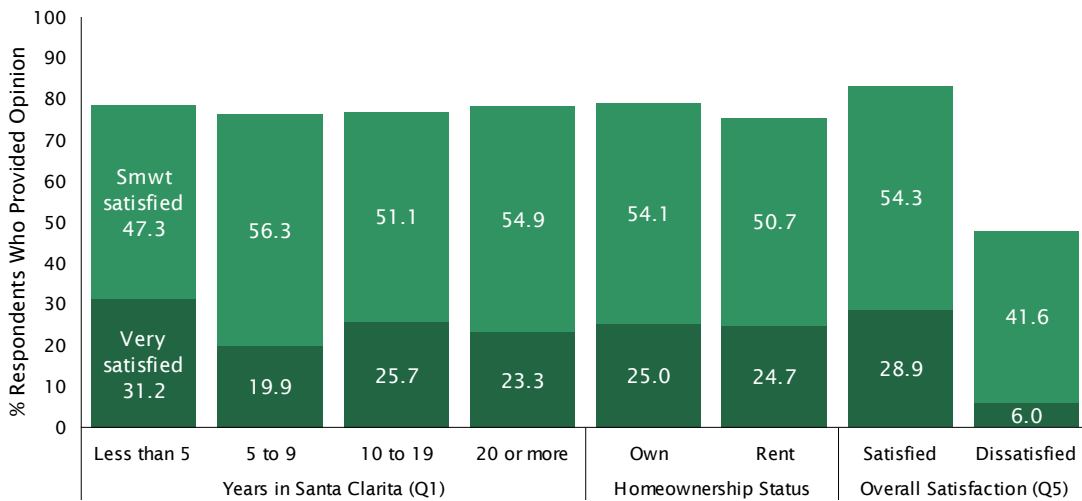
**Question 17** Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means?

**FIGURE 33 SATISFACTION WITH COMMUNICATION**

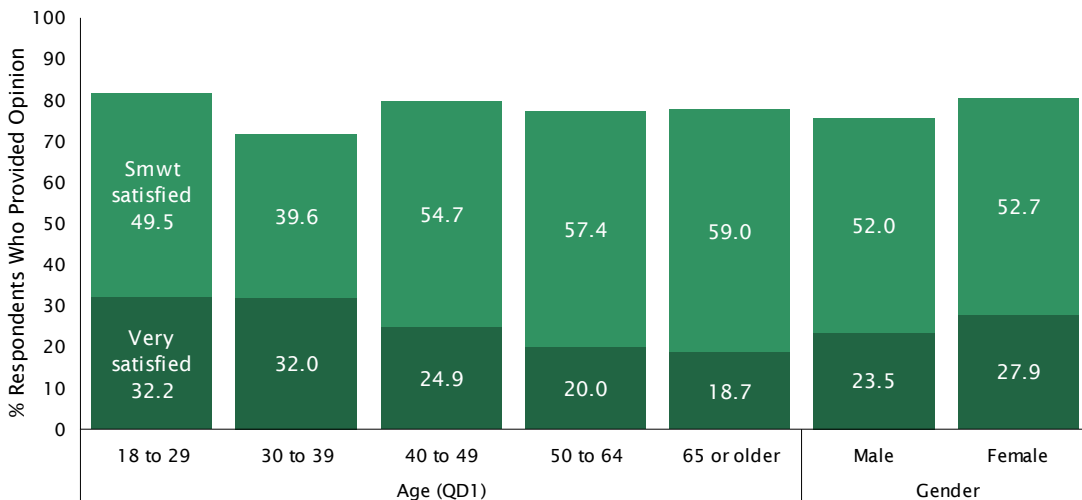


Figures 34 through 36 display how satisfaction with the City’s efforts to communicate with residents varied by years in Santa Clarita, homeownership status, overall satisfaction, age, gender, ethnicity, community of residence, and survey language. Satisfaction with the City’s communication efforts was widespread, with at least 70% of respondents in all but one subgroup reporting they were either very or somewhat satisfied. As might be expected, residents dissatisfied with the City’s overall performance also tended to be less satisfied with the City’s communication efforts when compared with those who were generally satisfied with the City (48% vs. 83%).

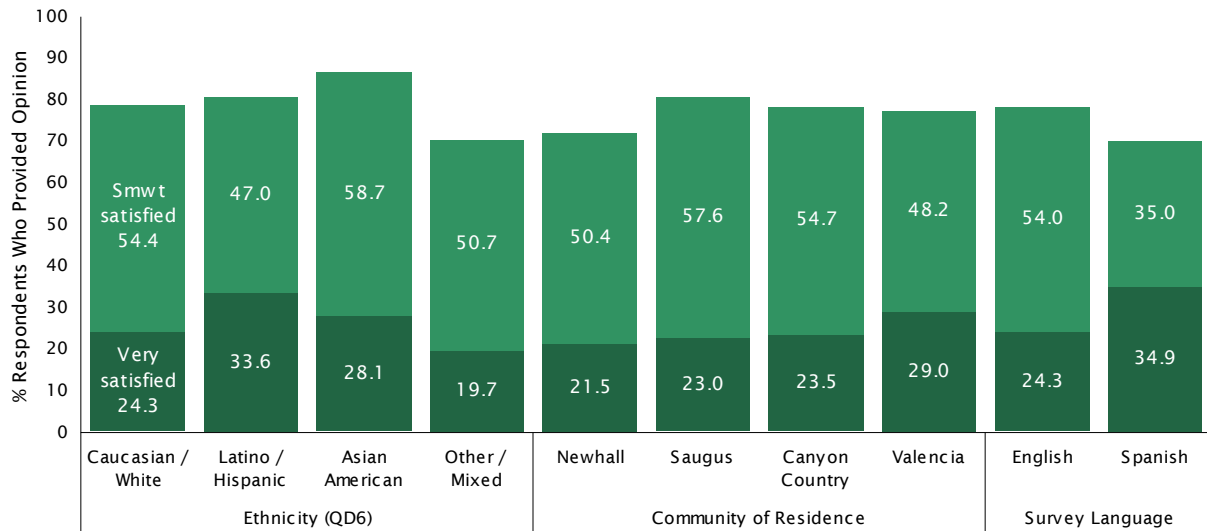
**FIGURE 34 SATISFACTION WITH COMMUNICATION BY YEARS IN SANTA CLARITA, HOMEOWNERSHIP STATUS & OVERALL SATISFACTION**



**FIGURE 35 SATISFACTION WITH COMMUNICATION BY AGE & GENDER**



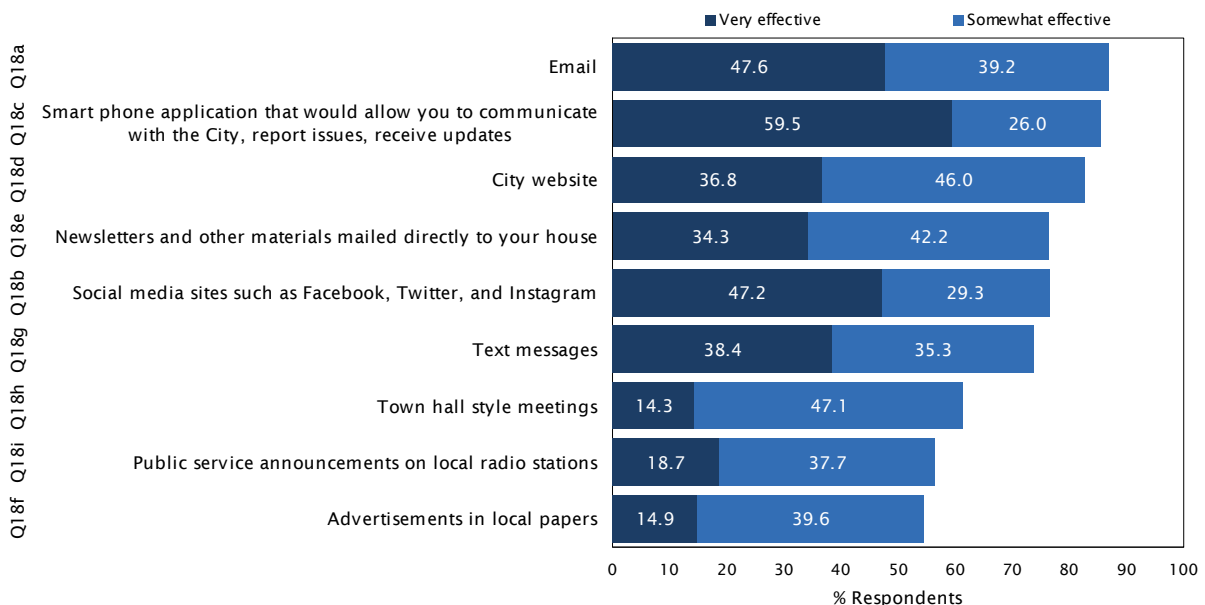
**FIGURE 36 SATISFACTION WITH COMMUNICATION BY ETHNICITY, COMMUNITY OF RESIDENCE & SURVEY LANGUAGE**



**COMMUNICATION PREFERENCES** The next communication-related question presented residents with the methods shown to the left of Figure 37 and asked whether each would be an effective way for the City to communicate with them. Overall, respondents cited email as the most effective method (87% very or somewhat effective), followed by a smart phone app (86%), the City’s website (83%), newsletters and direct mail (76%), social media (76%), and text messages (74%). Although still rated as effective by a majority of residents, town hall style meetings (61%), public service announcements on local radio stations (56%), and advertisements in local papers (46%) were perceived as less effective ways for the City to communicate with them.

**Question 18** *As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.*

**FIGURE 37 EFFECTIVENESS OF COMMUNICATION EFFORTS**



For the interested reader, Table 7 on the next page displays the percentage of respondents who perceived each proposed communication method as *very effective* by their overall satisfaction with the City’s performance and age, with the top three most effective methods within each sub-group highlighted in green to ease comparisons.

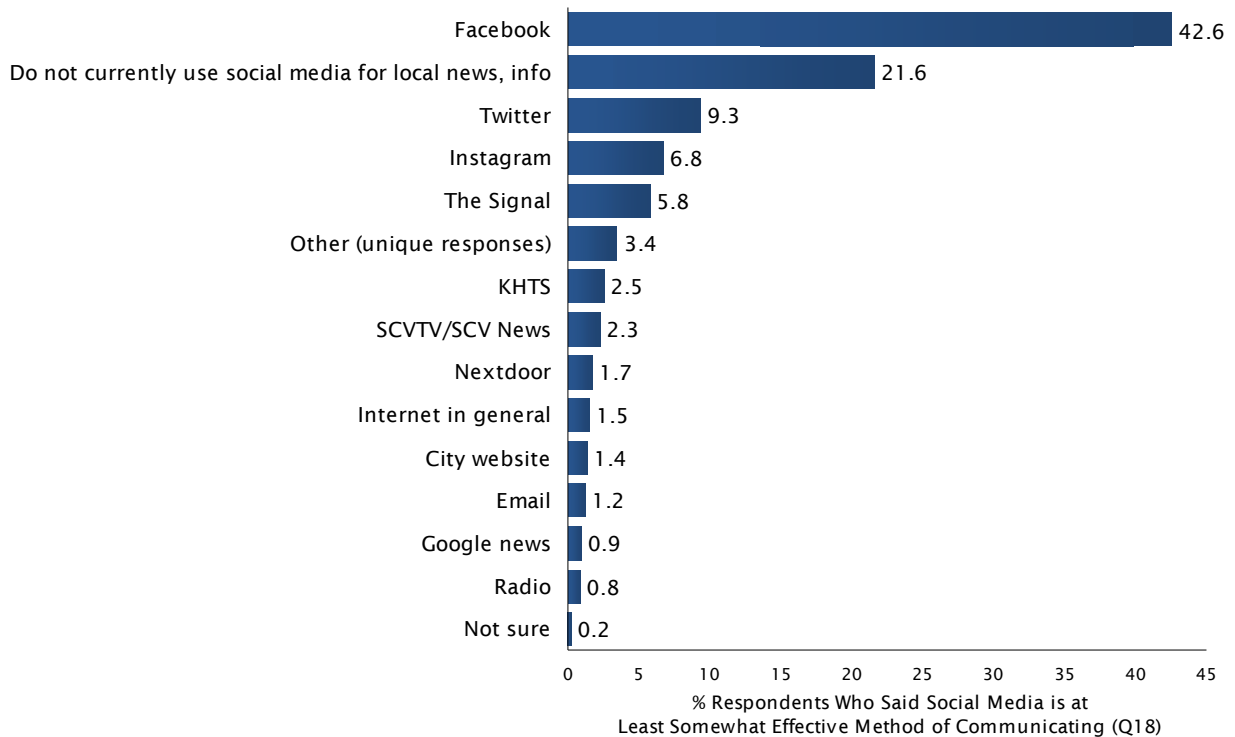
**TABLE 7 EFFECTIVENESS OF COMMUNICATION EFFORTS BY OVERALL SATISFACTION & AGE (% VERY EFFECTIVE)**

	Overall Satisfaction (Q5)		Age (QD1)				
	Satisfied	Dissatisfied	18 to 34	35 to 44	45 to 54	55 to 64	65 or over
Smart phone application	59.4	55.7	62.1	76.8	69.8	57.4	34.5
Email	47.5	46.2	39.4	49.7	50.1	47.7	51.7
Social media sites such as Facebook, Twitter and Instagram	48.0	41.4	66.7	61.4	56.4	37.2	20.6
Text messages	39.3	32.8	41.8	39.9	40.7	42.8	24.4
City website	37.9	29.8	40.6	36.5	34.7	39.0	31.3
Newsletters and other materials mailed directly to your house	35.1	28.7	24.2	32.0	33.2	35.8	45.6
Public service announcements on local radio stations	19.7	10.3	26.2	20.2	16.8	16.3	14.8
Advertisements in local papers	15.5	13.6	19.6	13.2	12.4	10.6	20.7
Town hall style meetings	14.3	17.2	12.1	12.5	11.8	18.1	14.9

**PREFERRED SOCIAL MEDIA SITE** Santa Clarita residents who indicated that social media was at least a somewhat effective method for the City to communicate with them were next asked, in an open-ended manner, to identify the social media site that they use most often.

**Question 19** *What is your preferred social media site for Santa Clarita news and information - the one you currently use most often for local news and information?*

**FIGURE 38 PREFERRED SOCIAL MEDIA SITE**

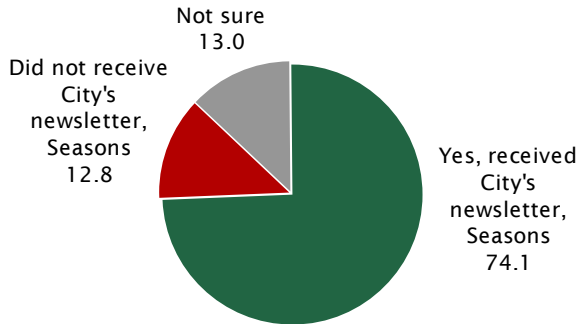


As shown in Figure 38 on the prior page, Facebook was the dominant choice, being mentioned by 43% of respondents as the social media site they use most often. The next most frequently mentioned sites were Twitter (9%) and Instagram (7%). Overall, 22% of respondents who rated social media as at least a somewhat effective method for the City to communicate with them indicated that they do not currently use social media to find out about Santa Clarita news and information.

**SEASONS NEWSLETTER** The communication series concluded by asking residents about the City’s newsletter, called *Seasons*. Residents were first asked whether or not their household recalled receiving *Seasons* in the past year. As shown in Figure 39, close to three-quarters (74%) of respondents indicated that their household had received the City’s newsletter in the past year.

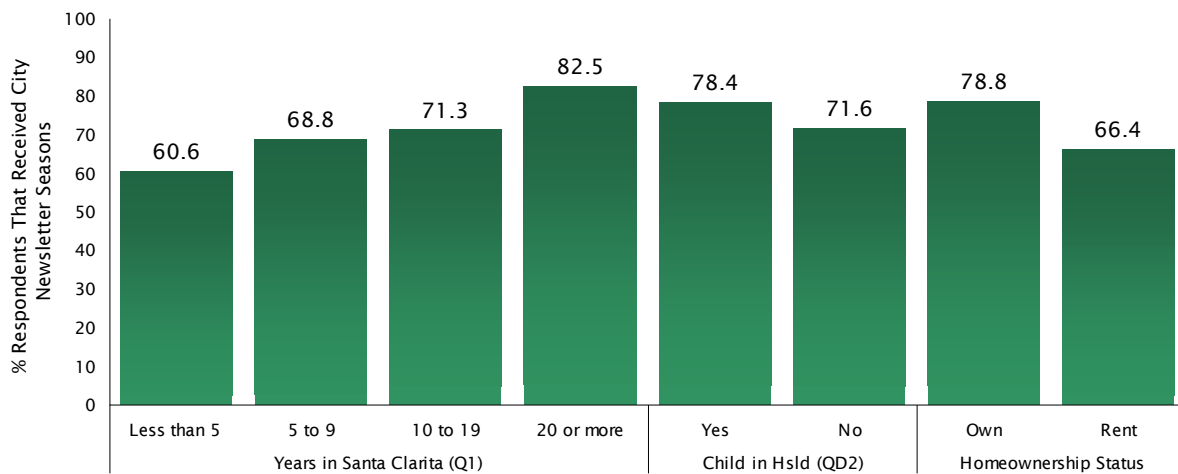
**Question 20** *In the past year, did your household receive the City's newsletter, called Seasons?*

**FIGURE 39 RECEIVED SEASONS NEWSLETTER IN PAST YEAR**

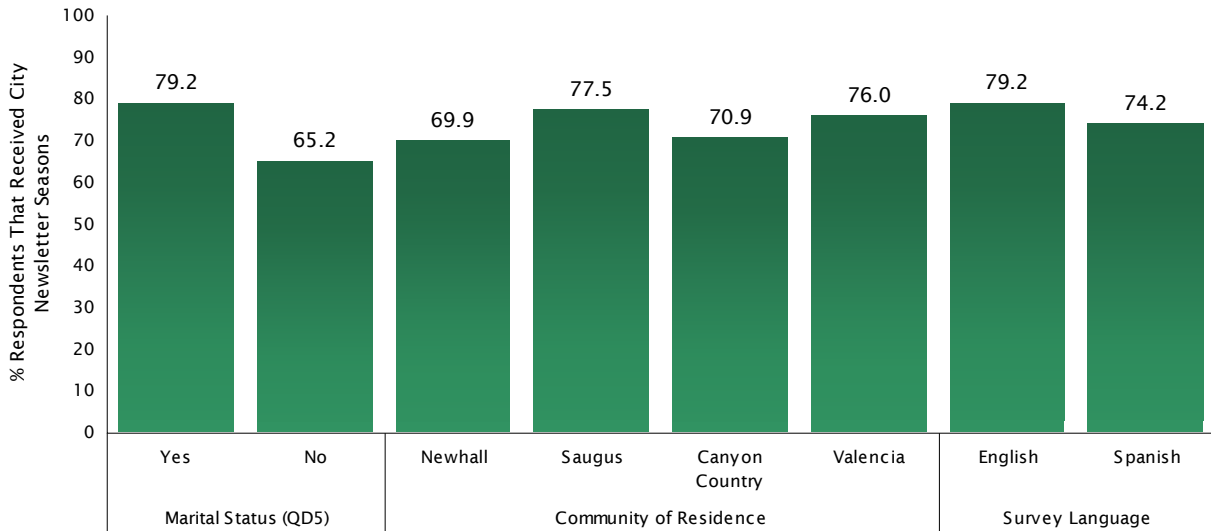


Figures 40 and 41 show the percentage of households that recalled receiving the *Seasons* newsletter by years in Santa Clarita, child in the household, homeownership status, marital status, community of residence, and survey language. In general, long-time residents (20 years or more), those with a child in the household, homeowners, married households, those in Saugus or Valencia, and respondents who took the survey in English were the most likely to report receiving *Seasons* over the past year.

**FIGURE 40 RECEIVED SEASONS NEWSLETTER BY YEARS IN SANTA CLARITA, CHILD IN HSLD & HOMEOWNERSHIP STATUS**



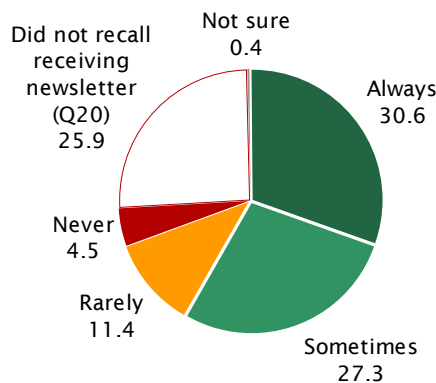
**FIGURE 41 RECEIVED SEASONS NEWSLETTER BY MARITAL STATUS, COMMUNITY OF RESIDENCE & SURVEY LANGUAGE**



**SEASONS READERSHIP** As a follow-up, respondents who indicated that their household had received *Seasons* in the past year were asked how often they read the City’s newsletter when it arrives. Figure 42 presents the results of Question 21 in the context of *all* respondents. Among all respondents, 31% indicated they always read *Seasons* when it arrives, 27% said sometimes, 11% rarely, and 4% confided that they recalled receiving the City’s newsletter but never read it. An additional 26% of respondents did not recall receiving the newsletter.

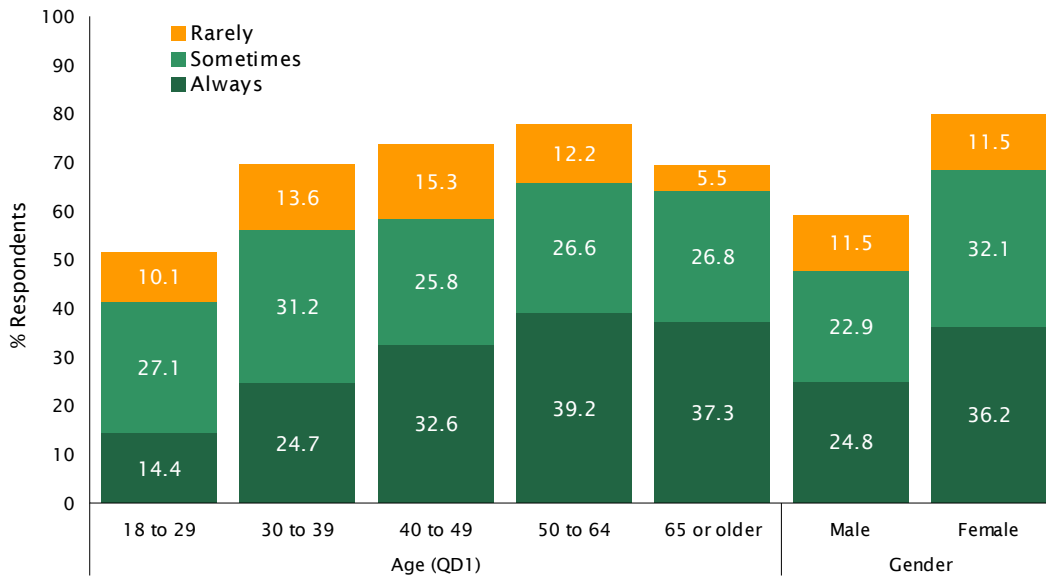
**Question 21** *How often would you say that you read the City's newsletter when it arrives? Would you say that you always read it, sometimes read it, rarely read it, or never read it?*

**FIGURE 42 FREQUENCY OF READING SEASONS NEWSLETTER**

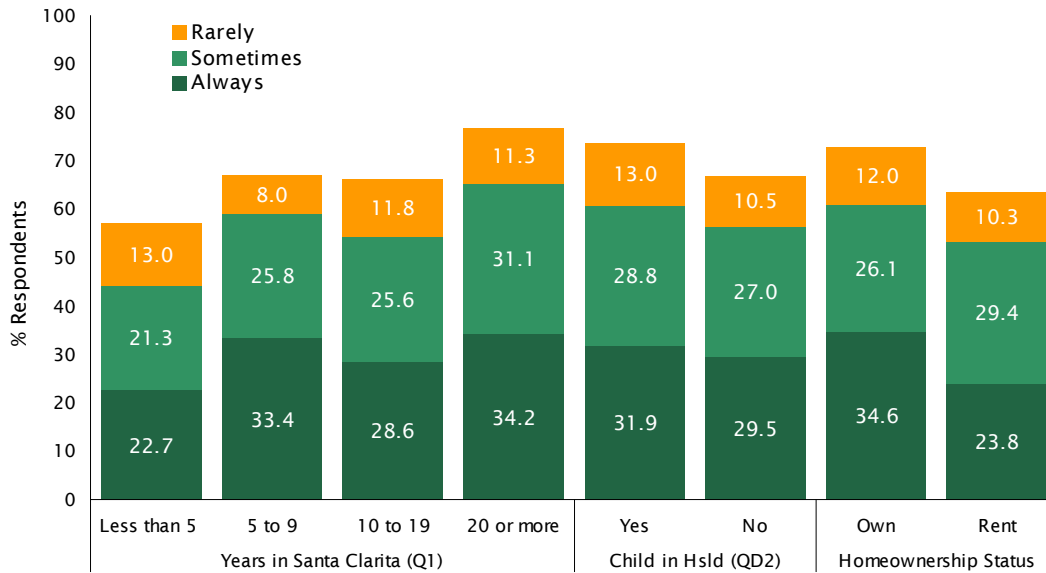


Figures 43 through 45 on the following pages show that *Seasons* readership varied somewhat across Santa Clarita subgroups, with those over 40 years of age, females, those who have lived in the community at least five years, home owners, and Asians being the most likely to report that they always read *Seasons* when it arrives.

**FIGURE 43 FREQUENCY OF READING SEASONS NEWSLETTER BY AGE & GENDER**

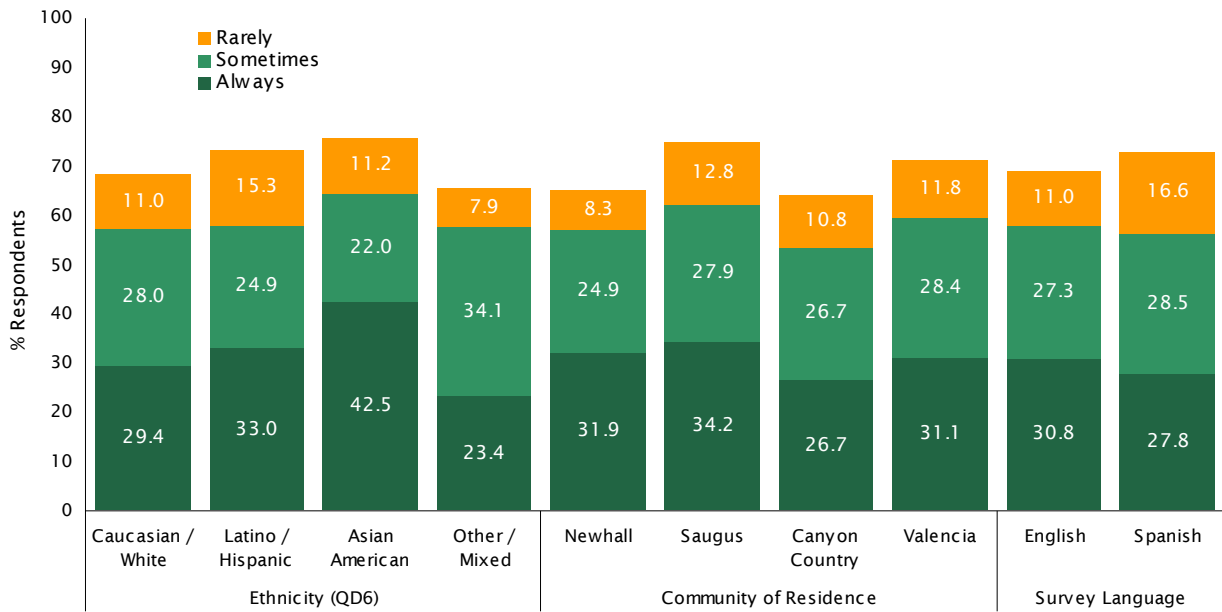


**FIGURE 44 FREQUENCY OF READING SEASONS NEWSLETTER BY YEARS IN SANTA CLARITA, CHILD IN HSLD & HOMEOWNERSHIP STATUS**





**FIGURE 45 FREQUENCY OF READING SEASONS NEWSLETTER BY ETHNICITY, COMMUNITY OF RESIDENCE & SURVEY LANGUAGE**





## BACKGROUND & DEMOGRAPHICS

**TABLE 8 DEMOGRAPHICS OF SAMPLE BY SURVEY YEAR**

	Study Year	
	2018	2016
<i>Total Respondents</i>	968	570
<b>Q1 Years in Santa Clarita</b>	%	%
Less than 5	18.6	12.1
5 to 9	10.4	12.2
10 to 19	23.8	32.8
20 or more	46.9	41.8
Prefer not to answer	0.2	1.0
<b>QD1 Age</b>		
18 to 29	19.0	21.3
30 to 39	16.5	17.3
40 to 49	17.7	19.9
50 to 64	28.7	26.4
65 or older	18.1	14.3
Prefer not to answer	0.0	0.9
<b>QD2 Child in Household</b>		
Yes	36.1	35.5
No	60.3	64.0
Prefer not to answer	3.6	0.5
<b>QD3 Employment Status</b>		
Employed full-time	55.9	
Employed part-time	8.8	
Retired	18.1	
Other	13.5	
Prefer not to answer	3.7	
<b>QD4 Work in Santa Clarita</b>		
Yes	22.3	31.1
No / Not employed / Retired	76.2	68.9
Prefer not to answer	1.5	0.0
<b>QD5 Marital Status</b>		
Married	60.2	64.0
Not married	35.0	34.5
Prefer not to answer	4.8	1.5
<b>QD6 Ethnicity</b>		
Caucasian / White	60.5	52.3
Latino / Hispanic	18.8	31.3
Asian American	5.9	9.3
Other / Mixed	8.0	4.4
Prefer not to answer	6.8	2.7
<b>Homeownership Status</b>		
Own	62.5	62.1
Rent	37.5	37.9
<b>Gender</b>		
Male	47.8	48.9
Female	47.5	51.1
Prefer not to answer	4.8	0.0
<b>Community of Residence</b>		
Newhall	11.3	16.2
Saugus	24.6	22.0
Canyon Country	30.6	36.0
Valencia	33.4	25.9

Table 8 presents the key demographic information collected during the survey by study year. 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, and ensure that the resulting sample matched the profile of Santa Clarita's voter population on key characteristics.



## 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 Santa Clarita to develop a questionnaire that covered the topics of interest and avoided 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 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 questions asked in this study were presented only to a subset of respondents. For example, only respondents who had been in contact with city staff in the past 12 months (Question 12) were asked to rate aspects of their experience with staff (Question 13). The questionnaire included with this report (see *Questionnaire & Toplines* on page 47) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

**PROGRAMMING, PRE-TEST & TRANSLATION** 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 interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

**SAMPLE, RECRUITING & DATA COLLECTION** The survey was conducted using a sample of individuals drawn from the universe of registered voters in the City. Consistent with the profile of this universe, the sample was stratified and sets of clusters were defined to represent particular combinations of age, gender, partisanship, household party type, and geographic location within the City. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile. It also ensures that the final sample closely mirrors the demographic profile of the universe of registered voters in the City.

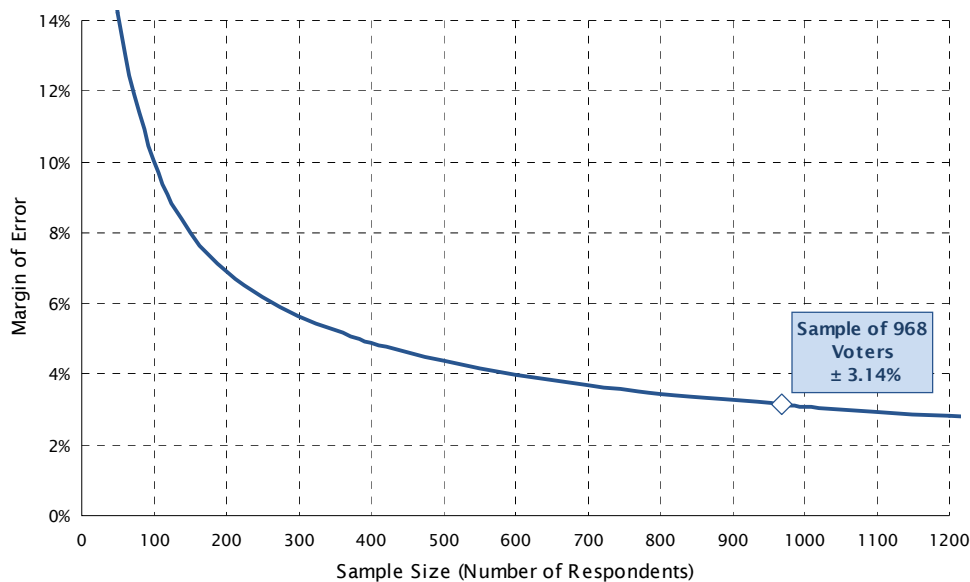
Residents were recruited to participate in the survey through multiple recruiting methods. Using a combination of mailed and emailed invitations, a random selection of individuals was initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each voter was assigned a unique passcode to ensure that only Santa Clarita residents who received an invitation could access the online survey, and that the survey could be completed only one time per passcode. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of households that had yet to participate in the online survey as a result of the emailed or mailed invitation.

Telephone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). 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. A total of 968 completed surveys were gathered online and by telephone between October 15 and October 28, 2018.

**MARGIN OF ERROR DUE TO SAMPLING** The results of the survey can be used to estimate the opinions of all registered voters in the City. Because not every registered voter 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 the survey of 968 voters for a particular question and what would have been found if all of the estimated 123,943 registered voters had been interviewed.

Figure 46 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. For this survey, the maximum margin of error is  $\pm 3.14\%$  for questions answered by all 968 respondents.

**FIGURE 46 MAXIMUM MARGIN OF ERROR**



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 46 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.

**DATA PROCESSING & WEIGHTING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations.

**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 &amp; TOPLINES



City of Santa Clarita  
Community Opinion Survey  
Final Toplines (n=968)  
November 2018

#### Section 1: Introduction to Study

Hi, may I please speak to \_\_\_\_\_? Hi, my name is \_\_\_\_\_ and I'm calling from TNR on behalf of the City of Santa Clarita (Kluh-REE-tuh). We're conducting a survey about important issues in Santa Clarita and we would like to get your opinions.

*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 14 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 needed:* Your responses to the survey will be confidential.

#### Section 2: Quality of Life

To begin, I'd like to ask you a few questions about what it is like to live in Santa Clarita.

Q1 How long have you lived in the City of Santa Clarita?

1	Less than 1 year	1%	
2	1 to 4 years	17%	
3	5 to 9 years	10%	
4	10 to 19 years	24%	
5	20 years or longer	47%	
6	Doesn't live in Santa Clarita	0%	<i>Terminate</i>
99	Prefer not to answer	1%	

Q2 What would you say is the most important issue facing the Santa Clarita community today? Verbatim responses recorded and later grouped into categories shown below.

Traffic congestion	37%
City growth, development	25%
Public safety, crime, drugs	16%
Not sure, cannot think of any	13%
Homelessness	8%
Infrastructure maintenance, improvement	8%
Cost of housing, affordable housing	6%
Water issues, concerns	4%
Enforcing traffic laws	3%
Diversity, racial concerns	2%
Economy, jobs	2%
Traffic light synchronization	2%
High taxes, fees	1%

	Disaster preparedness	1%						
	High cost of living	1%						
	Illegal immigration issues	1%						
	School, education issues	1%						
	Environmental issues	1%						
	Healthcare services, options	1%						
	Public transportation	1%						
	Restaurants, shopping options	1%						
	Government, leadership	1%						
	Protecting quality of life	1%						
	Non issues	1%						
<b>Q3</b>	How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?							
	<i>Randomize A-D, always ask E last</i>	Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
A	Santa Clarita as a place to live	37%	49%	12%	2%	0%	0%	0%
B	Santa Clarita as a place to raise a family	49%	40%	8%	1%	1%	2%	0%
C	Santa Clarita as a place to retire	20%	29%	25%	13%	6%	6%	1%
D	Santa Clarita as a place to work	20%	34%	19%	7%	3%	16%	2%
E	The overall quality of life in Santa Clarita	30%	53%	14%	2%	0%	0%	0%
<b>Q4</b>	If the city government could change one thing to make Santa Clarita a better place to live, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.							
	Limit growth, development	21%						
	Reduce traffic congestion	15%						
	Not sure, cannot think of any	14%						
	Provide affordable housing	8%						
	Improve, maintain infrastructure, roads, sidewalks	6%						
	Improve public safety, crime, drugs	5%						
	Improve economy, jobs, business	5%						
	No changes needed	5%						
	Address homeless issues	4%						
	Reduce taxes, fees, Mello-Roos	4%						
	Improve, provide more public transportation	3%						
	Better city planning, development	3%						

Enforce traffic laws	3%
Provide more events, entertainment for different ages	3%
Synchronization of traffic lights	3%
Less restrictions, ease of permits, for new business, support for small business	3%
Improve government, communication	2%
Provide more variety of restaurants, stores	2%
Build more traffic routes around city, better access	2%
Reduce cost of living	1%
Improve, provide more schools	1%
Beautify city, cleaner, landscaping	1%
Water resources, supply	1%
Provide more healthcare options, facilities	1%
Maintain, add park, recreation facilities	1%
More diversity in general	1%
Improve budgeting, spending	1%
Improve environmental efforts, recycling	1%
Enforce city codes (house appearance, landscape)	1%

### Section 3: City Services

Next, I would like to ask a series of questions about services provided by the City of Santa Clarita.

Q5	In general, are you satisfied or dissatisfied with the job the City of Santa Clarita 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	33%
2	Somewhat satisfied	49%
3	Somewhat dissatisfied	10%
4	Very dissatisfied	2%
98	Not sure	6%
99	Prefer not to answer	0%

*Ask Q6 if Q5 = (1,2).*



Q6	Why would you say you are <b>satisfied</b> with the job the City of Santa Clarita is doing providing city services? Verbatim responses recorded and later grouped into categories shown below.	
	No problems, City doing a good job, operating as it should	22%
	Nice, clean, well-maintained City	19%
	Not sure	16%
	Streets, roads well-maintained	11%
	Safe, good law enforcement, emergency services	9%
	City services, personnel are good, available	8%
	Parks, greenbelt areas, landscaped, manicured	8%
	Fast response to local issues	7%
	General negative comments, areas for improvement	5%
	Community events, programs, rec options	4%
	Schools, education	2%
	Family oriented, good place to raise a family	2%
	Public transportation	1%
	Traffic, street improvements	1%
	Landscape improvements	1%
	Public safety issues addressed	1%
	<i>Ask Q7 if Q5 = (3,4).</i>	
Q7	Why would you say you are <b>dissatisfied</b> with the job the City of Santa Clarita is doing providing city services? Verbatim responses recorded and later grouped into categories shown below.	
	Road, street maintenance	17%
	Traffic congestion	16%
	Too much growth, development	11%
	Poor response to resident issues, needs	11%
	Other (unique responses)	10%
	Need more upkeep, maintenance	7%
	Parking issues	7%
	Not enough transit services	6%
	Public safety, need more emergency personnel	6%
	City development, planning issues	5%
	High cost of living, taxes, fees	4%
	Poor city communication, transparency	4%

	Insufficient jobs, economic opportunities	3%					
	Not enough traffic patrol, enforcement of traffic laws	2%					
	City does not provide services in an equitable manner	2%					
	Homeless issues	2%					
	Not enough affordable housing	2%					
	Poor traffic light synchronization	1%					
Q8	Next, I'm going to read a list of city services. For each, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.						
	<b>Make sure respondent understands the 4 point scale.</b>						
	<i>Randomize.</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Managing traffic congestion	72%	25%	3%	0%	0%	0%
B	Providing parks and recreation facilities	41%	41%	16%	1%	0%	0%
C	Being fiscally responsible with the City's budget	62%	32%	5%	0%	1%	0%
D	Providing Sheriff or police services	70%	24%	4%	1%	1%	0%
E	Providing fire protection and prevention services	72%	25%	3%	0%	0%	0%
F	Communicating and providing information on City programs	28%	42%	27%	3%	0%	0%
G	Preserving open space	47%	34%	16%	2%	0%	0%
H	Beautifying roadways and medians, including landscaping, litter removal, and graffiti removal	36%	39%	20%	4%	0%	0%
I	Protecting the environment	50%	30%	17%	2%	0%	0%
J	Providing library services	29%	38%	25%	7%	0%	0%
K	Addressing youth drug use	49%	31%	15%	4%	1%	0%
L	Providing trails and paseos (puh-SAY-ohs) for public use	35%	36%	24%	4%	0%	0%
M	Maintaining city streets and sidewalks	58%	36%	5%	0%	0%	0%
N	Providing special events like the Cowboy Festival, summer concerts, Thursday's at Newhall, Senses, and marathon	18%	32%	36%	13%	1%	0%
O	Providing public transit and transportation services	34%	36%	23%	6%	1%	0%
P	Providing sports and recreation programs	27%	42%	24%	6%	0%	0%

Q9 For the same list of services I just 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	Not sure	Prefer not to answer
A	Manage traffic congestion	11%	27%	31%	27%	3%	1%
B	Provide parks and recreation facilities	48%	42%	4%	1%	4%	1%
C	Be fiscally responsible with the City's budget	25%	36%	12%	3%	23%	2%
D	Provide Sheriff or police services	48%	36%	8%	4%	4%	1%
E	Provide fire protection and prevention services	57%	31%	5%	1%	5%	1%
F	Communicate and provide information on City programs	25%	48%	13%	3%	9%	1%
G	Preserve open space	29%	40%	15%	8%	7%	1%
H	Beautify roadways and medians, including landscaping, litter removal, and graffiti removal	41%	44%	8%	4%	2%	1%
I	Protect the environment	27%	41%	13%	5%	13%	1%
J	Provide library services	43%	40%	4%	1%	10%	2%
K	Address youth drug use	15%	33%	15%	7%	28%	2%
L	Provide trails and paseos (puh-SAY-ohs) for public use	47%	38%	6%	1%	5%	1%
M	Maintain city streets and sidewalks	40%	40%	13%	5%	2%	1%
N	Provide special events like the Cowboy Festival, summer concerts, Thursday's at Newhall, Senses, and marathon	38%	40%	5%	1%	13%	2%
O	Provide public transit and transportation services	29%	41%	10%	5%	13%	2%
P	Provide sports and recreation programs	36%	42%	5%	1%	14%	2%

Section 4: Priorities							
The City of Santa Clarita has limited financial resources to provide local services and projects desired by residents. Because it can't fund every service and project, the City must set priorities.							
Q10	As I read each of the following items, please 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	Not Sure	Prefer not to answer
A	Improve the maintenance of streets and roads	61%	33%	6%	1%	0%	0%
B	Create additional parks and sports fields	14%	37%	36%	13%	1%	0%
C	Improve the network of trails and access to open spaces	19%	40%	32%	7%	1%	0%
D	Attract new businesses and jobs to the City	50%	35%	10%	4%	1%	0%
E	Improve local access to high-speed Internet	31%	29%	25%	13%	2%	0%
Q11	Community Choice Aggregation (CCA) programs allow local jurisdictions to assume the responsibility for purchasing electricity on behalf of their residents and businesses. Southern California Edison would continue to deliver power, send the bills, and be responsible for resolving any electricity service issues.  Would you support the City of Santa Clarita assuming responsibility for purchasing electricity on behalf of its residents and businesses?						
	1	Yes			24%		
	2	No			25%		
	98	Not sure			49%		
	99	Prefer not to answer			1%		

Section 5: Customer Service & Trust				
Q12	In the past 12 months, have you been in contact with staff from the City of Santa Clarita?			
	1	Yes	28%	Ask Q13
	2	No	68%	Skip to Q14
	98	Not sure	3%	Skip to Q14
	99	Prefer not to answer	0%	Skip to Q14

Q13		In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. <i>Read one item at a time, continue until all items are read.</i>				
<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful	59%	28%	10%	2%	1%
B	Professional	71%	23%	4%	0%	2%
C	Accessible	57%	36%	6%	1%	1%
Q14		Next, I would like to know about who you <b>trust</b> when it comes to government organizations. As I read a short list of government organizations, please indicate whether you trust or do not trust the organization. Here is the (first/next) one: _____. Do you <b>trust</b> or <b>not trust</b> this organization? <i>Get answer, then ask:</i> Would you say you strongly (trust/do not trust) or somewhat (trust/do not trust) this organization?				
<i>Randomize</i>		Strongly trust	Somewhat trust	Somewhat do NOT trust	Strongly do NOT trust	Prefer not to answer
A	The City of Santa Clarita	24%	55%	13%	3%	5%
B	The State of California	11%	34%	20%	31%	4%
C	The County of Los Angeles	7%	44%	23%	21%	5%
D	The United States Federal Government	9%	36%	27%	22%	5%

<i>Section 6: Economic Development</i>	
Q15 When you need or prefer to leave the Santa Clarita community, why is this? <i>Probe:</i> any other reasons? Verbatim responses recorded and later grouped into categories shown below.	
	Work 26%
	Better entertainment options 19%
	Not sure 15%
	Better dining options 11%
	Visit family, friends 10%
	Better shopping options 9%
	School 8%
	Beach, recreation opportunities 7%
	Travel, vacation 6%
	To get services not available in city 5%
	Other (unique responses) 4%
	Don't leave, rarely leave 4%
	Preferred physicians/specialists, healthcare 3%

Section 7: Communication		
Q16	Where do you get your information about news and issues facing Santa Clarita? <i>Don't read list. Record up to first 3 responses.</i>	
	The Signal / Santa Clarita Valley Signal	30%
	Social Media (Facebook, Twitter, Instagram)	24%
	Internet, other websites	18%
	Radio/KHTS-AM 1220	13%
	Word of mouth / friends / associates	13%
	Local television news	12%
	Newspapers in general	7%
	Direct mail	6%
	Magazine of Santa Clarita	5%
	SCVTV / SCV News/Public Access Television	4%
	City's website (www.santa-clarita.com)	3%
	Seasons / City Newsletter	3%
	Los Angeles Times	2%
	Community website, newsletter, or blog	2%
	Email from City	2%
	Local magazines in general	2%
	Inside SCV magazine	2%
	Nextdoor	1%
	The Gazette	1%
	City Council or Planning Commission	1%
	Other source	7%
	Do not receive information about City	11%
	Not sure	6%
Q17	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, local media, social media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1 Very satisfied	23%
	2 Somewhat satisfied	48%
	3 Somewhat dissatisfied	15%
	4 Very dissatisfied	5%
	98 Not sure	9%
	99 Prefer not to answer	1%

Q18		As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.			
	<i>Randomize</i>	Very	Somewhat	Not at all	Not sure / Prefer not to answer
A	Email	48%	39%	10%	3%
B	Social Media sites such as Facebook, Twitter and Instagram	47%	29%	19%	4%
C	A Smart Phone application that would allow you to communicate with the City, report issues, and receive updates	60%	26%	10%	5%
D	City website	37%	46%	14%	4%
E	Newsletters and other materials mailed directly to your house	34%	42%	21%	3%
F	Advertisements in local papers	15%	40%	42%	4%
G	Text messages	38%	35%	19%	7%
H	Town hall style meetings	14%	47%	33%	6%
I	Public service announcements on local radio stations	19%	38%	39%	5%
<i>Ask Q19 if Q18b = (1,2).</i>					
Q19		What is your <i>preferred</i> Social Media site for Santa Clarita news and information - the one you currently use most often for local news and information? Verbatim responses recorded and later grouped into categories shown below.			
	Facebook	43%			
	Do not currently use Social Media for local news, info	22%			
	Twitter	9%			
	Instagram	7%			
	The Signal	6%			
	KHTS	3%			
	Other (unique responses)	3%			
	Internet in general	2%			
	NextDoor	2%			
	SCVTV/SCV News	2%			
	City website	1%			
	Email	1%			
	Google news	1%			
	Radio	1%			

Q20	In the past year, did your household receive the City's newsletter, called <i>Seasons</i> ?			
	1	Yes	74%	Ask Q21
	2	No	13%	Skip to D1
	98	Not sure	13%	Skip to D1
	99	Prefer not to answer	0%	Skip to D1
Q21	How often would you say that you read the City's newsletter when it arrives? Would you say that you always read it, sometimes read it, rarely read it, or never read it?			
	1	Always	41%	
	2	Sometimes	37%	
	3	Rarely	15%	
	4	Never	6%	
	98	Not sure	1%	
	99	Prefer not to answer	0%	

#### Section 8: 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? Year recoded into age groups shown below.		
	18 to 29		19%
	30 to 39		16%
	40 to 49		18%
	50 to 64		29%
	65 or older		18%
	Prefer not to answer		0%
D2	Do you have children under the age of 18 in your household?		
	1	Yes	36%
	2	No	60%
	99	Prefer not to answer	4%



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	56%
	2	Employed part-time	9%
	3	Student	7%
	4	Homemaker	5%
	5	Retired	18%
	6	In-between jobs	2%
	98	Not sure	0%
	99	Prefer not to answer	4%
D4	Do you work in the City of Santa Clarita?		
	1	Yes	35%
	2	No	63%
	99	Prefer not to answer	2%
D5	Are you married?		
	1	Yes	60%
	2	No	35%
	99	Prefer not to answer	5%
D6	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
	1	Caucasian/White	61%
	2	Latino/Hispanic	19%
	3	African-American/Black	2%
	4	American Indian or Alaskan Native	0%
	5	Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	6%
	6	Pacific Islander	0%
	7	Middle Eastern	1%
	8	Mixed Heritage	4%
	98	Other	1%
	99	Prefer not to answer	7%
Thanks so much for participating in this important survey! This survey was conducted for the City of Santa Clarita.			

<i>Variables from Sample</i>			
<b>S1</b>	<b>Gender</b>		
	1	Male	48%
	2	Female	47%
	3	Prefer not to answer	5%
<b>S2</b>	<b>Homeowner</b>		
	1	Yes	63%
	2	No	37%
<b>S3</b>	<b>ZIP Code &amp; Community</b>		
	1	91321 (Newhall)	11%
	2	91350 (Saugus)	17%
	3	91351 (Canyon Country)	11%
	4	91354 (Valencia)	15%
	5	91355 (Valencia)	19%
	6	91387 (Canyon Country)	20%
	7	91390 (Saugus)	8%