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INTRODUCTION

Consistently recognized as one of Los Angeles County's best places to live for its high quality of life, strong safety record, and business friendly atmosphere, the City of Santa Clarita (City) is located 35 miles northwest of downtown Los Angeles and is home to an estimated 228,835 residents¹. Incorporated in 1987 as the union of the unincorporated communities of Canyon Country, Newhall, Saugus, and Valencia, the City has since annexed 40 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 36 parks, 100 miles of trails and paseos, nearly 11,000 acres of preserved open space, three libraries, two community centers, an aquatic center, and a skate park, as well as hundreds of sports and recreation programs.

As part of its commitment to provide high quality services and responsive local governance, the City engages residents on a daily basis and receives regular feedback on issue, policy, and performance matters. Although these informal feedback mechanisms are valuable sources of information for the City in that they provide timely and accurate information about the opinions of specific residents, they do not necessarily provide an accurate picture of the community as a whole. Informal feedback mechanisms typically rely on the resident to initiate the feedback, which creates a self-selection bias. The City receives feedback from only those residents motivated to initiate the feedback process. Because these residents tend to be either *very* pleased or *very* displeased regarding a particular topic, 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, and 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 and interaction with city staff;
- 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 relevant to understanding residents' perceptions, needs, and interests.

1. California Department of Finance estimate, January 2022.

This is not the first statistically reliable community survey conducted for the City. Similar studies were conducted in 2016, 2018, and 2020 and many of the questions included in the 2022 survey were tracked from prior studies. Because there is a natural interest in tracking the City's performance in meeting the evolving needs of its residents, where appropriate the results of the current study are compared with the results of identical questions included in the prior studies.

STATISTICAL SIGNIFICANCE Many figures and tables in this report present the results of questions asked in 2022 alongside the results found in the 2020 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the prior survey (2020) and the current (2022)—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2022.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 47). In brief, the survey was administered to a random sample of 1,203 registered voters who reside within the City. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, text, and phone) and multiple data collection methods (phone and online). Administered in English and Spanish between May 11 and May 22, 2022, the average interview lasted 18 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those 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 50), 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 those of the City, its City Council, or staff. 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 1,200 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.



JUST THE FACTS

This section provides a summary of the main findings from the survey. For the reader's convenience, it is organized according to the section titles used in the body of this report. Thus, to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE

- When asked to indicate the most important issue facing the Santa Clarita community, residents were most apt to cite public safety concerns (23%), followed by growth and development (20%), traffic congestion (19%), and homelessness (16%).
- Asked to rate the City on a variety of dimensions, 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 (86%), and the overall quality of life in the City (85%).
- Although still rated favorably by more than half of respondents, residents provided somewhat softer ratings for Santa Clarita as a place to retire (54%) and a place to work (55%).
- When asked to indicate the one thing that city government could *change* to make Santa Clarita a better place to live, approximately one-in-five respondents could not think of any desired changes (16%) or reported that no changes were needed (4%).
- Among specific changes desired, the most common were limiting growth and development (17%), reducing traffic congestion (10%), addressing homeless issues (7%), improving public safety (6%), providing more affordable housing (5%), and a desire for the City to have its own police department and additional police presence (5%).

CITY SERVICES

- The vast majority (86%) of Santa Clarita residents who provided an opinion indicated they were either very (35%) or somewhat (51%) satisfied with the City's efforts to provide municipal services, whereas approximately 14% were dissatisfied.
- Just over one-fifth (21%) of *satisfied* residents mentioned the City's appearance, such as its cleanliness, lack of graffiti, and well-landscaped public areas as the top reason for their satisfaction and another 10% referenced the City's high quality, responsive public services. Other specific reasons cited by at least 5% of satisfied respondents included public safety and the low crime rate (9%), parks and recreation facilities (8%), the City's new and/or well-maintained infrastructure (7%), and community events and activities (6%).
- Among residents generally *dissatisfied* with the City's performance, a perceived slow, inadequate response to residents' needs and requests was the top reason for their sentiment (14%), followed by traffic congestion (10%), a perceived imbalance of services and responsiveness across local communities (10%), homeless issues (9%), public safety/need for more emergency personnel and police (9%), and insufficient services and programs (8%).
- When asked to rate the importance of 19 different services, Santa Clarita residents rated providing fire protection and prevention services as the most important (97% extremely or very important), followed by preparing for and managing emergencies (93%), maintaining city streets and sidewalks (92%), managing traffic congestion (92%), and being fiscally responsible with the City's budget (90%).
- Asked about satisfaction with the same 19 services, residents were most satisfied with the City's efforts to provide trails and paseos for public use (95% very or somewhat satisfied), followed closely by efforts to provide parks and recreation facilities (94%), provide sports

and recreation programs (93%), provide library services (93%), and provide fire protection and prevention services (90%).

- Respondents were less satisfied with the City's efforts to manage traffic congestion (47%), provide homeless services (52%), and address youth drug use (66%).

CUSTOMER SERVICE & TRUST

- Twenty-eight percent (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 across all three dimensions, with approximately nine-in-ten respondents indicating that Santa Clarita staff members are professional (95%), accessible (92%), and helpful (86%).
- Eight-in-ten residents (80%) said that they strongly (26%) or somewhat (54%) trust the City of Santa Clarita. Approximately 17% indicated they distrust the City, whereas the remaining 3% were unsure or did not provide a response.
- Trust ratings were substantially lower for each of the other three government organizations tested, with 46% of respondents reporting that they trust the United States Federal Government and the State of California, and 45% indicating trust for the County of Los Angeles.

ECONOMIC DEVELOPMENT

- Sixty-four percent (64%) of residents surveyed indicated that there were retail stores and restaurants their household currently visits outside of the City that they would like to have available locally in Santa Clarita.
- When provided with an open-ended opportunity to identify the businesses that they would most like to have located in Santa Clarita, the most commonly mentioned types were small cafes offering coffee and baked goods (cited by 26% of respondents who desired additional businesses in the City), a variety of ethnic cuisine restaurants and supermarkets (15%), upper-scale restaurant chains (14%), and fast food restaurant chains (14%).

COMMUNICATION

- The most frequently cited source for city information was social media, mentioned by 29% of respondents, followed closely by the *Santa Clarita Valley Signal* (25%). The Internet (13%), KHTS-AM 1220 radio (10%), and word of mouth (10%) were also common mentions.
- Overall, 75% 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 the City's smart phone app as the most effective way for the City to communicate with them (86% very or somewhat effective), followed closely by the City's website (85%) and email (85%).
- Among residents who indicated that social media was at least a somewhat effective method for the City to communicate with them, Facebook was the site used most often (34%).
- Three-quarters (75%) of respondents indicated that their household had received the City's newsletter in the past year.
- Among all respondents, 34% indicated they always read *Seasons* when it arrives, 25% said sometimes, 11% rarely, and 5% confided that they recalled receiving the City's newsletter but never read it.



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?

The two years leading up to the *2022 Community Opinion Survey* were punctuated by difficult and dramatic events in Santa Clarita. The coronavirus pandemic that arrived in early 2020 has taken lives, threatened livelihoods, and forced dramatic changes in the way residents live, work, socialize, and play. Non-essential businesses were shuttered for weeks or months at a time to curb the spread of COVID-19, and the City's operations were also adjusted to protect public health and adhere to State and County guidelines. Services that could be effectively moved to an online format were able to continue in that form, whereas other programs and services were modified, curtailed, or canceled to protect the safety of the public and city employees. Many city facilities were also closed periodically to prevent the spread of COVID-19, including City Hall.

Against this turbulent backdrop, residents' opinions of their community and city government remained positive. The overwhelming majority of residents with an opinion (86%) indicated they were satisfied with the City's overall efforts to provide municipal services (which is statistically consistent with the 88% recorded in 2020), whereas just 14% were dissatisfied. Additionally, satisfaction was widespread among demographic subgroups, ranging from a low of 74% to a high of 91% (see *Overall Satisfaction* on page 16).

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 trails and paseos for public use, provide parks and recreation facilities, provide sports and recreation programs, provide library services, and provide fire protection and prevention services (see *Specific Services* on page 19). For 16 of the 19 services tested, the City is meeting the needs of at least two-thirds of its residents—and for the majority of services the City is meeting the needs of more than 80% of residents (see *Performance Needs & Priorities* on page 25).

Through this consistent high-quality provision of services and facilities, the City has secured the trust of the overwhelming majority of its residents—with 80% indicating that they trust the City of Santa Clarita in 2022. For perspective, the survey found that less than half of Santa Clarita residents trust the United States Federal Government and the State of California (46% each) and 45% trust the County of Los Angeles. Additionally, while the percentage of residents indicating that they trust the County of Los Angeles and State of California declined over the past two years, the percentage reporting trust for the City of Santa Clarita remained stable.

The City’s solid performance has also contributed to a high quality of life for residents. The vast majority (85%) of residents surveyed rated the overall quality of life in Santa Clarita as excellent or good, a figure that ticked up between 2020 and 2022 (although the change was not statistically significant). Further, almost nine-in-ten residents rated the City as an excellent or good place to raise a family (88%) and as a place to live (86%). These sentiments were widespread, with the percentage rating the quality of life as excellent or good ranging between 78% and 89% for all demographic subgroups (see *Overall Quality of Life* on page 11).

Another indicator of a well-managed city meeting its residents’ needs is that when asked to indicate one thing city government could do to make Santa Clarita a better place to live, the most common responses, cited by one-in-five residents surveyed, continue to be the request that the City continue what it is already doing, or a shrug of the shoulders.

Contributing to the high level of resident trust and positive ratings the City receives for specific service areas is the day-to-day customer service provided by city staff. Indeed, the staff at the City of Santa Clarita are often the “face” of the City for residents using city facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. Close to three-in-ten respondents said they had contact with Santa Clarita staff at least once during the 12 months prior to the interview, and approximately nine-in-ten indicated that staff members were professional (95%), accessible (92%), and helpful (86%).

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 resident satisfaction in Santa Clarita is high (see above), there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering residents’ verbatim answers regarding the most important issues facing the community (see *Most Important Issue Facing Santa*

Clarita on page 10), what city government could do to make Santa Clarita a better place to live (see *Changes to Improve Santa Clarita* on page 14), the list of services and their priority status for future attention (see *Performance Needs & Priorities* on page 25), and comparing the opinions of residents who are generally satisfied with the City's performance with those generally dissatisfied (see *Differentiators of Opinion* on page 23) the themes of managing growth and development, reducing traffic congestion, providing homeless services, addressing youth drug use, providing diversity and inclusion programs, ensuring public safety, and being fiscally responsible with the City's budget stood out as key areas of opportunity and interest for residents. Worth mentioning is that although providing diversity and inclusion programs was also a top priority in the 2020 study, resident satisfaction increased significantly in the past two years for this service area, up 5% in 2022.

Having identified these general themes as 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 ongoing infrastructure improvement efforts, or the limits of what a city can do to address homelessness. Choosing the appropriate balance of actual service improvements and efforts to raise awareness on these matters will be a key to maintaining and improving the community's overall satisfaction in the short- and long-term.

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 main takeaway from this 2022 study is that the City does many things very well, and emphasis should be on continuing to perform at that high level. The vast majority of residents are 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 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, website, various social media accounts, and multiple smart phone apps.

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, residents' preferences for information sources are also dynamic, subject to change as new services are made available while others may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

The present survey provides positive news with respect to city-resident communication. Three-quarters (75%) of residents said they were satisfied with the City's efforts to communicate through newsletters, the Internet, local media, social media, and other means—very similar to the 74% recorded in 2020. Even among the minority of residents displeased with the City's *overall* performance in providing municipal services, almost half (48%) said 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 respondents answered in the affirmative, with close to six-in-ten residents surveyed reporting that they always (34%) or sometimes (25%) read *Seasons* when it arrives.

Looking forward, the 2022 survey does provide some guidance as to the most effective ways that the City can communicate with residents, as well as how preferred methods of communication may vary based on factors such as age, ethnicity, and satisfaction with the City's performance (see *Communication Preferences* on page 39). It is important to recognize that the challenges associated with city-resident communication will continue to change (and may continue to grow) as secondary sources proliferate and technology changes. To stay ahead of the curve, Santa Clarita, like other cities, should periodically conduct a careful review of its communications strategies and budget to ensure that both are evolving accordingly.

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, perceived quality of life in the City, and their ideas for how city government could improve the 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, allowing residents to mention any issue that came to mind without being prompted by or restricted to a 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 public safety concerns as the most important issue facing the community (23%), followed by growth and development (20%), traffic congestion (19%), and homelessness (16%). Approximately 12% of residents were unsure or could not think of any important issues.

With the exception of COVID-19, which dropped off the list from 2020 to 2022, the top three *specific* issues cited by residents have remained consistent since 2018 (see Table 1 on next page). Public safety, which was the third most salient issue in 2018 and fourth in 2020, is top of mind for respondents in 2022.

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

FIGURE 1 MOST IMPORTANT ISSUE FACING COMMUNITY

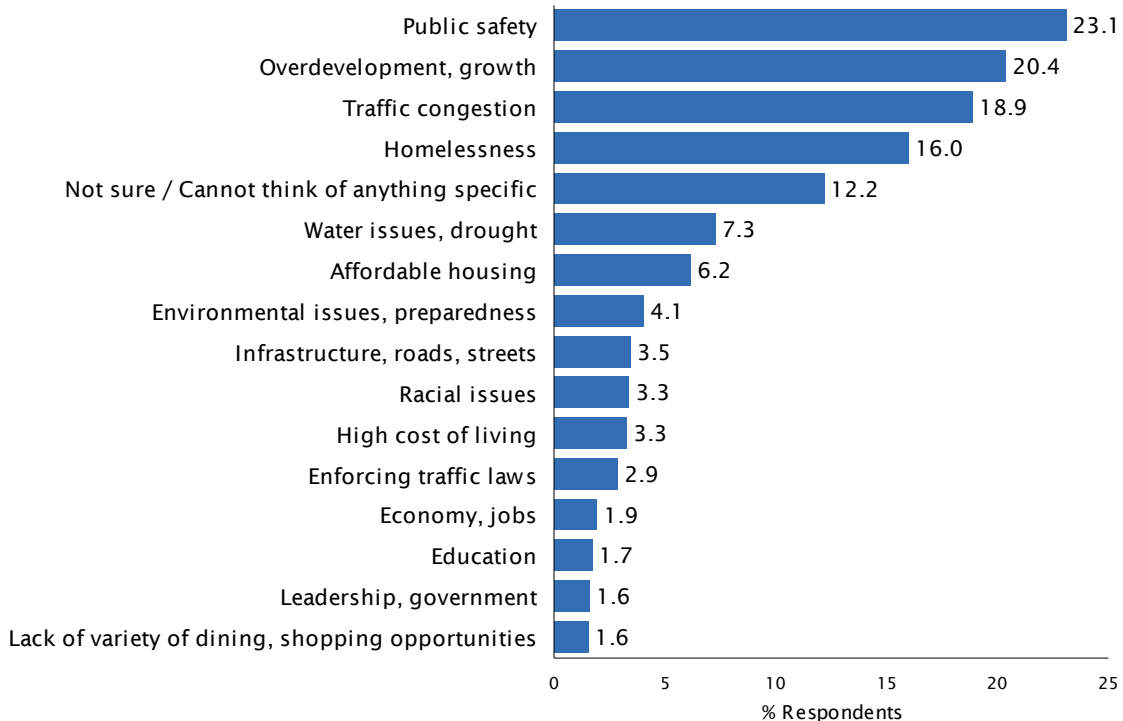


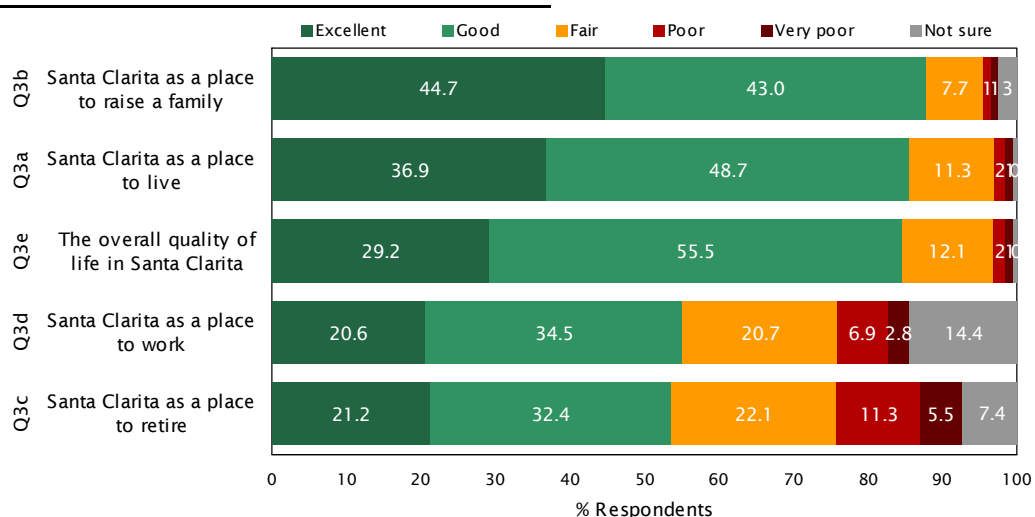
TABLE 1 MOST IMPORTANT ISSUE FACING COMMUNITY BY STUDY YEAR

Study Year			
2022	2020	2018	2016
Public safety	COVID-19 concerns, issues	Traffic congestion	Traffic congestion
Overdevelopment, growth	Traffic congestion	Overdevelopment, growth	Water issues, drought
Traffic congestion	Overdevelopment, growth	Public safety	Overdevelopment, growth
Homelessness	Not sure / Cannot think of anything specific	Not sure / Cannot think of anything specific	Jobs, economy
Not sure / Cannot think of anything specific	Public safety	Homelessness	Public safety
Water issues, drought	Racial inequality	Infrastructure, roads, streets	Education, local schools
Affordable housing	Homelessness	Affordable housing	Affordable housing
Environmental issues, preparedness	Environmental issues, preparedness	Water issues, drought	Nothing
Infrastructure, roads, streets	Economy, jobs	Enforcing traffic laws	Poverty, homeless
Racial issues	Police funding, reform, support concerns	Economy, jobs	Transportation issues

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, the majority of residents shared favorable opinions of the City 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 (86%), and the overall quality of life in the City (85%). Although still rated favorably by more than half of respondents, residents provided somewhat softer ratings for Santa Clarita as a place to retire (54%) and a place to work (55%).

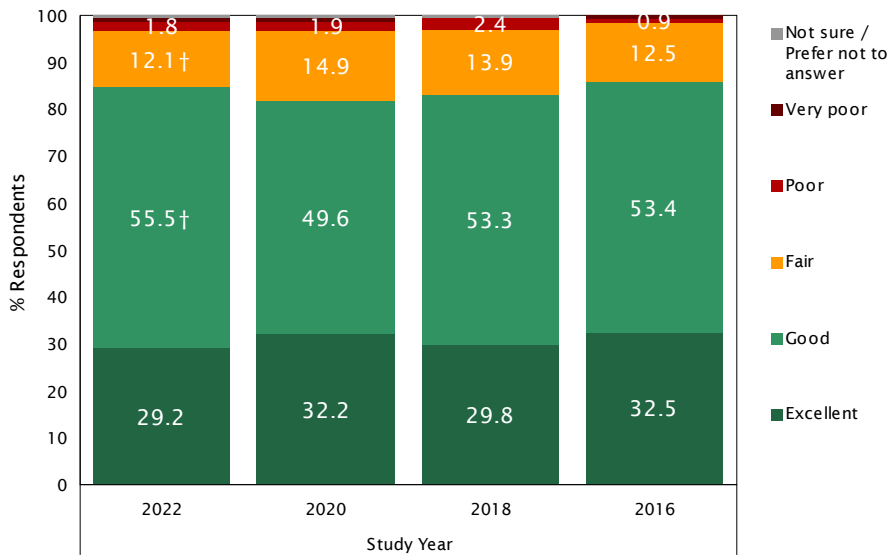
Question 3 *How would you rate: _? Would you say it is excellent, good, fair, poor, or very poor?*

FIGURE 2 RATING SANTA CLARITA



As shown in Figure 3, there was a statistically significant increase in the percentage of residents who rated the overall quality of life in Santa Clarita as good and a decrease in the percentage rating it as fair from 2020 to 2022. Although the overall quality of life rating (excellent or good) ticked up during the same time period, the change was not statistically significant.

FIGURE 3 OVERALL QUALITY OF LIFE BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2020 and 2022 studies.

Figures 4 through 6 on the next page show how quality of life ratings varied by years of residence, readership of the City newsletter, age of the respondent, gender, survey language, presence of a child in the home, ethnicity, community of residence, and homeownership status. Ratings ranged from a low of 78% excellent or good to a high of 89%. Compared with their respective counterparts, quality of life ratings were somewhat higher among newer residents (less than 5 years), those who always or sometimes read the City newsletter, residents who took the survey in English, those who identified their ethnicity as Caucasian or Asian American, respondents in the Valencia area, and homeowners.

FIGURE 4 OVERALL QUALITY OF LIFE BY YEARS IN SANTA CLARITA & CITY NEWSLETTER READERSHIP

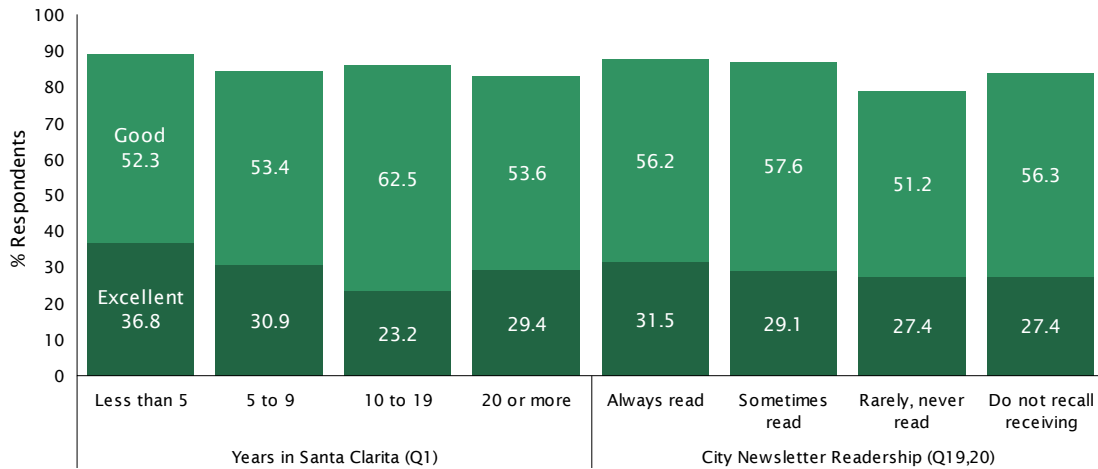


FIGURE 5 OVERALL QUALITY OF LIFE BY AGE, GENDER, SURVEY LANGUAGE & CHILD IN HSLD

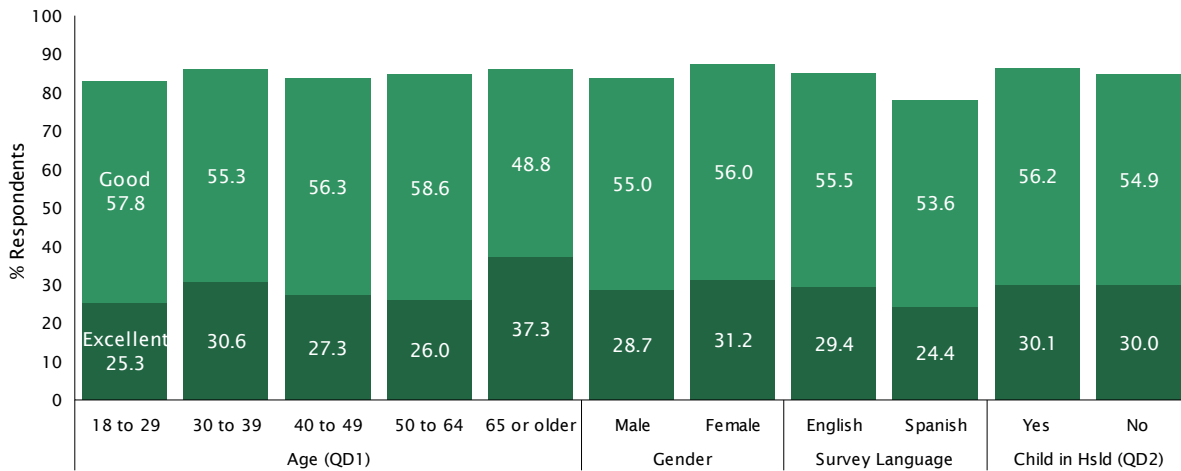
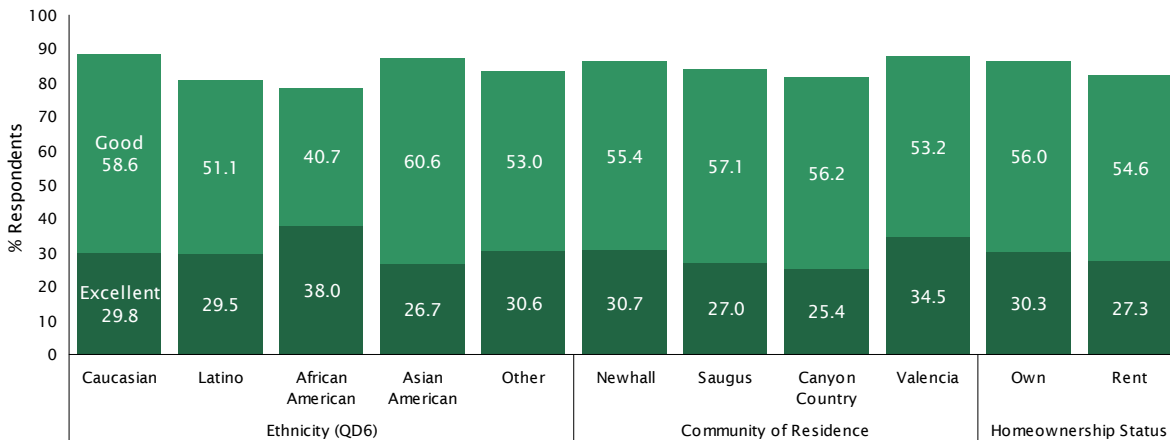


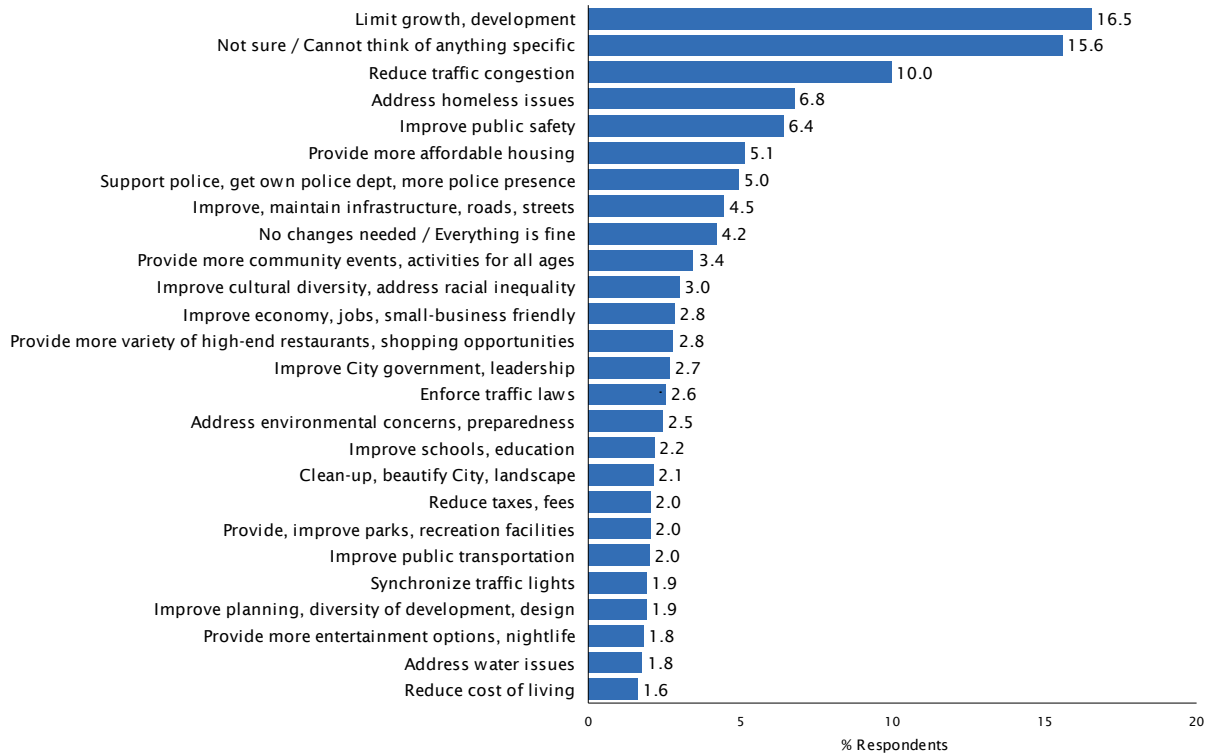
FIGURE 6 OVERALL QUALITY OF LIFE BY ETHNICITY, COMMUNITY OF RESIDENCE & HOMEOWNERSHIP STATUS



CHANGES TO IMPROVE SANTA CLARITA In an open-ended manner similar to that described previously 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 one-in-five respondents could not think of any desired changes (16%) or reported that no changes were needed (4%), both of which are indicative of a resident who does not perceive any pressing issues or problems in the City. Among specific changes desired, the most common were limiting growth and development (17%), reducing traffic congestion (10%), addressing homeless issues (7%), improving public safety (6%), providing more affordable housing (5%), and a desire for the City to have its own police department and additional police presence (5%). No other single issue was mentioned by at least 5% of respondents.

Table 2 on the next page provides the top ten responses to Question 4 over the past three surveys, and shows that the top three responses have remained consistent over time. Worth noting is the increased frequency with which respondents mentioned addressing homelessness as a top way to make Santa Clarita a better place to live.

TABLE 2 CHANGES TO IMPROVE SANTA CLARITA BY STUDY YEAR

2022	Study Year 2020	2018
Limit growth, development	Not sure / Cannot think of anything specific	Limit growth, development
Not sure / Cannot think of anything specific	Limit growth, development	Reduce traffic congestion
Reduce traffic congestion	Reduce traffic congestion	Not sure / Cannot think of anything specific
Address homeless issues	No changes needed	Provide more affordable housing
Improve public safety	Improve cultural diversity, address racial inequality	Improve, maintain infrastructure, roads, sidewalks
Provide more affordable housing	Improve public safety, more police presence	Improve public safety, more police presence
Support police, get own police dept, more police presence	Provide more affordable housing	Improve economy, jobs, business
Improve, maintain infrastructure, roads, streets	Improve City government, leadership	No changes needed
No changes needed / Everything is fine	Address COVID-19 issues, concerns	Address homeless issues
Provide more community events, activities for all ages	Improve, maintain infrastructure, roads, sidewalks	Reduce taxes, fees, Mello-Roos

CITY SERVICES

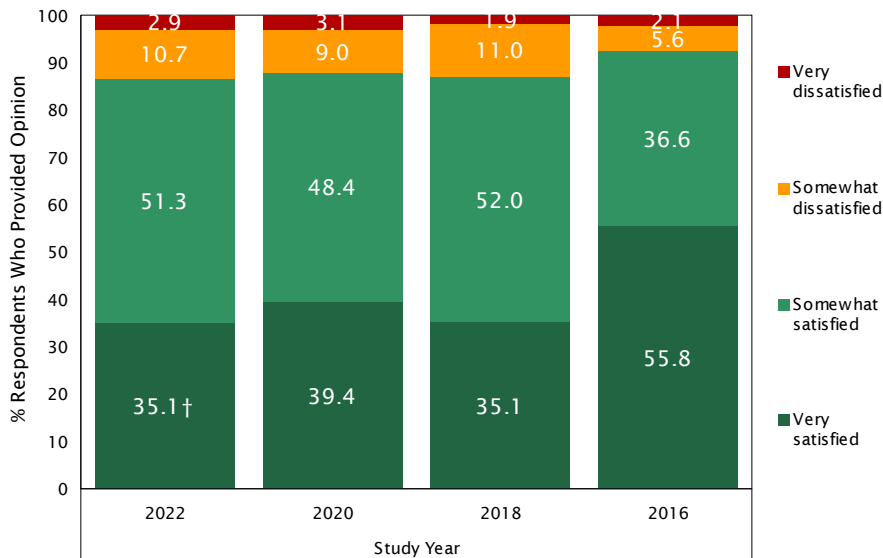
After measuring respondents' perceptions of the quality of life in Santa Clarita and the top overall issues facing the City, the survey next turned to assessing opinions about the City's performance in providing various municipal services.

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 (86%) of Santa Clarita residents who provided an opinion indicated they were either very (35%) or somewhat (51%) satisfied with the City's efforts to provide municipal services in 2022, whereas approximately 14% were dissatisfied. Compared with 2020 there was a statistically significant decrease in the percentage of respondents who said they were *very* satisfied, placing the results back in line with the 2018 survey results.

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



† Statistically significant change ($p < 0.05$) between the 2020 and 2022 studies.

The next three figures display how residents' opinions about the City's overall performance in providing municipal services varied across a host of demographic subgroups. 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 74% to a high of 91%.

FIGURE 9 OVERALL SATISFACTION BY YEARS IN SANTA CLARITA & CITY NEWSLETTER READERSHIP

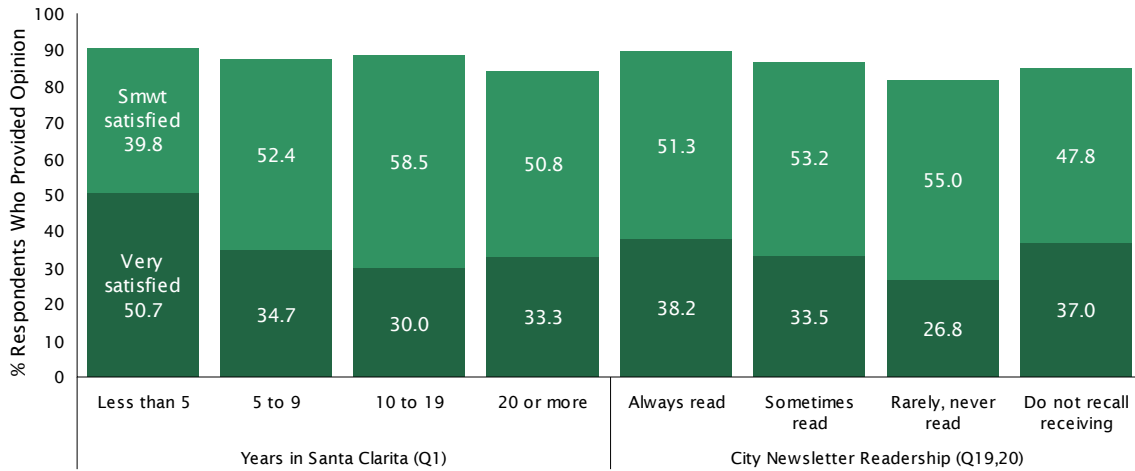


FIGURE 10 OVERALL SATISFACTION BY AGE, GENDER, SURVEY LANGUAGE & CHILD IN HSLD

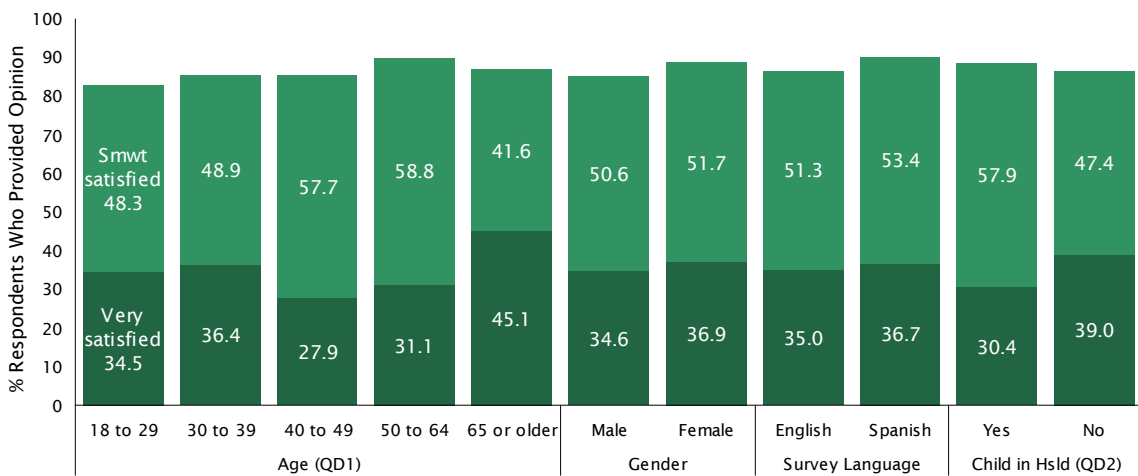
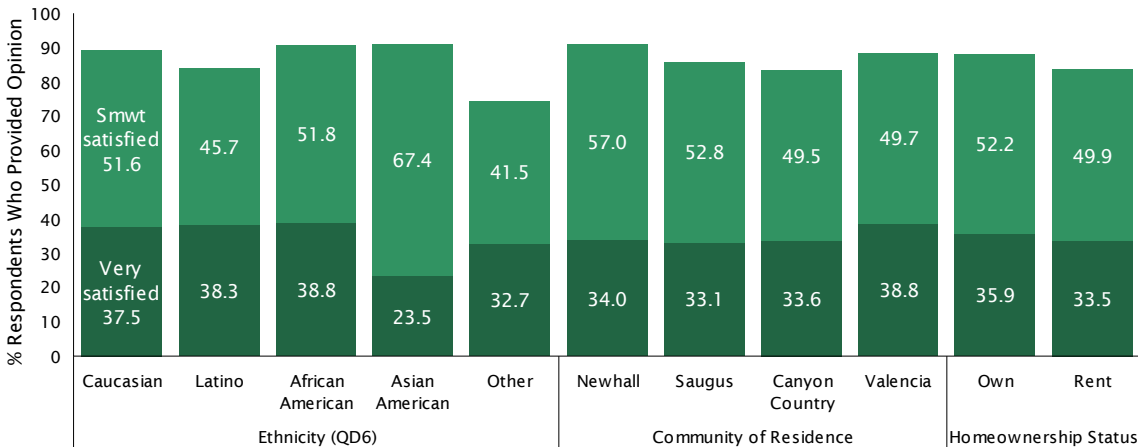


FIGURE 11 OVERALL SATISFACTION BY ETHNICITY, COMMUNITY OF RESIDENCE & HOMEOWNERSHIP STATUS

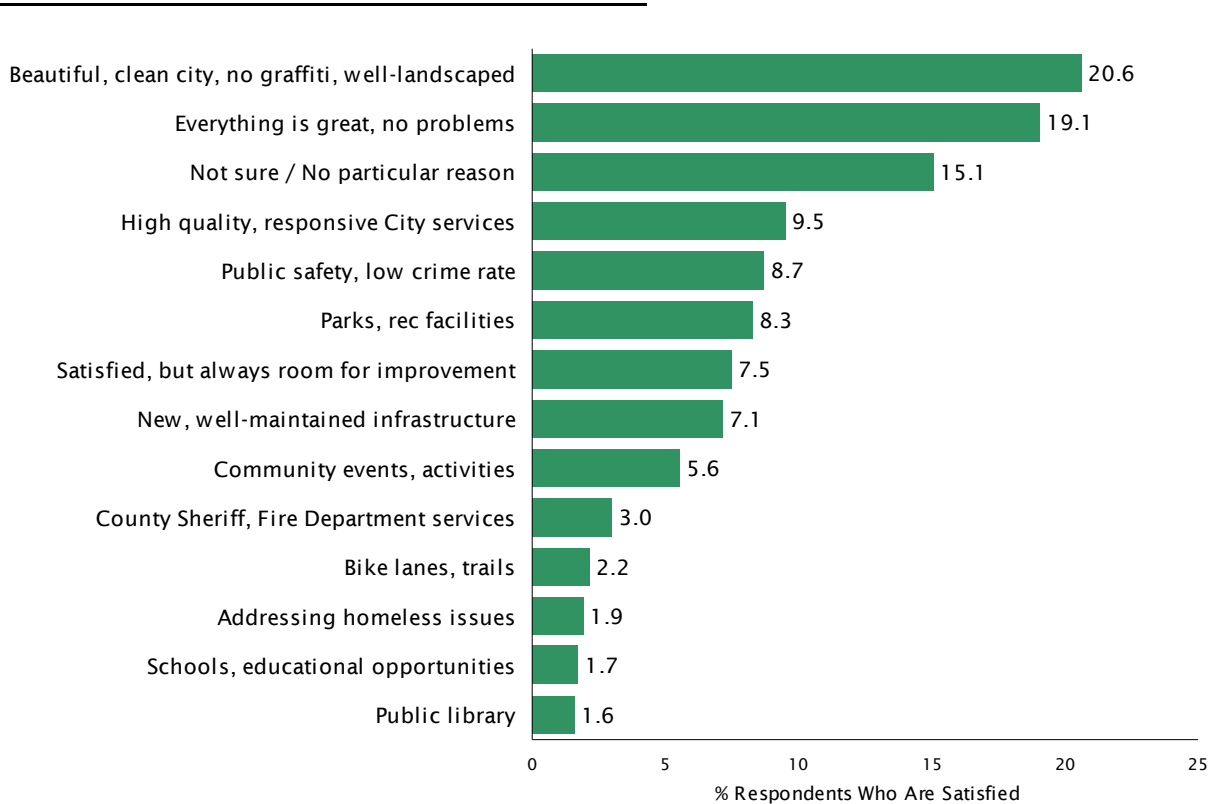


To better understand the reasons behind their ratings, residents were next asked a follow-up question based on whether they were satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city services. Both questions 6 and 7 were asked in an open-ended manner, which allowed respondents to describe the reasons for their opinion without being prompted by, or restricted to, a list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in figures 12 and 13.

When asked *why* they were satisfied with the City’s performance, over one-third of respondents indicated that everything is great (19%) or did not provide a specific reason for their satisfaction (15%). Just over one-fifth (21%) of satisfied residents mentioned the City’s appearance, such as its cleanliness, lack of graffiti, and well-landscaped public areas as the top reason for their satisfaction and another 10% referenced the City’s high quality, responsive public services (see Figure 12). Other specific reasons cited by at least 5% of satisfied respondents included public safety and the low crime rate (9%), parks and recreation facilities (8%), the City’s new and/or well-maintained infrastructure (7%), and community events and activities (6%).

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

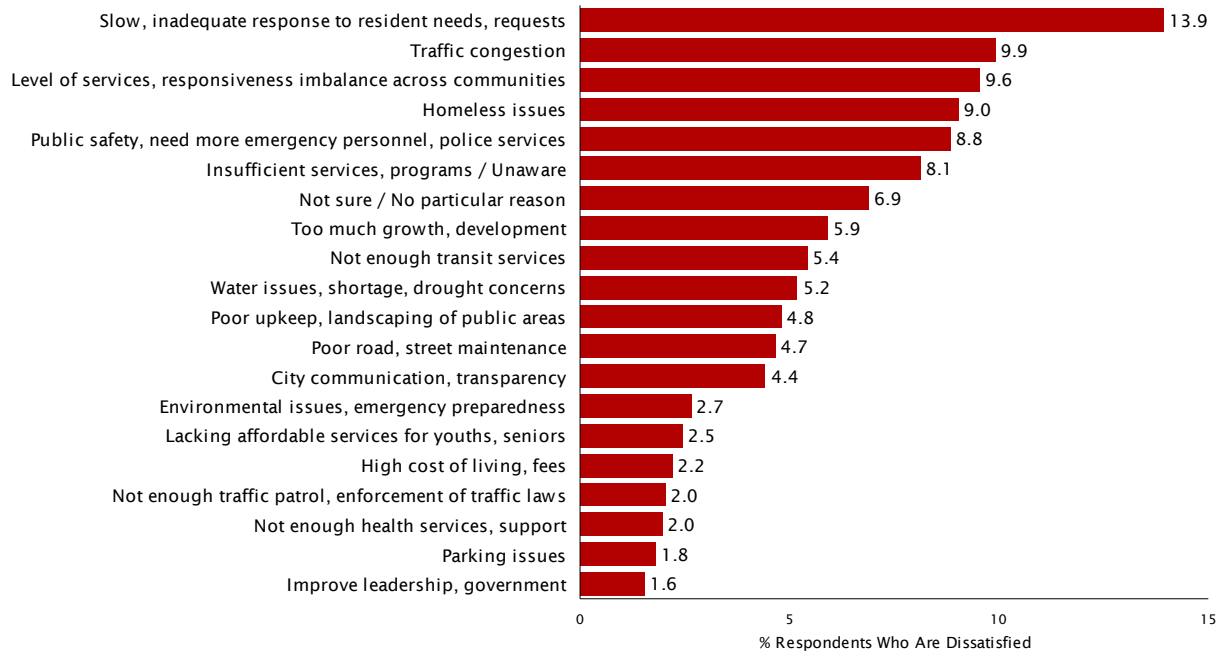
FIGURE 12 REASONS FOR SATISFACTION



Among residents generally *dissatisfied* with the City’s performance, a perceived slow, inadequate response to residents’ needs and requests was the top reason for their sentiment (14%), followed by traffic congestion (10%), a perceived imbalance of services and responsiveness across local communities (10%), homeless issues (9%), public safety/need for more emergency personnel and police (9%), and insufficient services and programs (8%) (see Figure 13). Other specific reasons mentioned by at least 5% of dissatisfied respondents included growth and development (6%), lack of transit services (5%), and water issues/shortage/drought (5%).

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



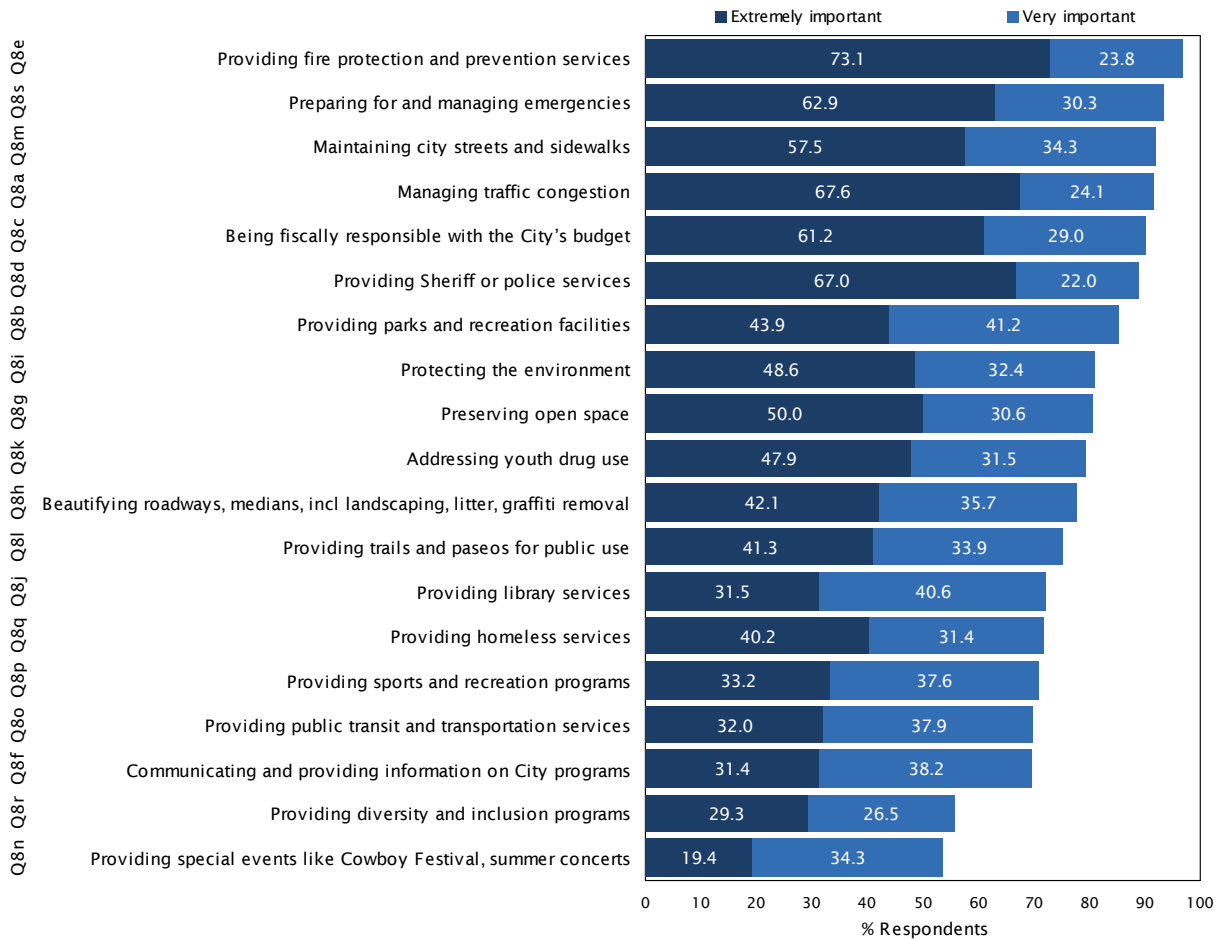
SPECIFIC SERVICES Whereas Question 5 addressed the City’s *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents 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 items was randomized for each respondent to avoid a systematic position bias.

Figure 14 on the next page presents the services sorted from high to low according to the percentage of respondents who rated a service as *at least* very important. Residents rated providing fire protection and prevention services as the most important (97% extremely or very important), followed by preparing for and managing emergencies (93%), maintaining city streets and sidewalks (92%), managing traffic congestion (92%), being fiscally responsible with the City’s budget (90%), and providing Sheriff or police services (89%).

At the other end of the spectrum, providing special events like the Cowboy Festival, summer concerts, Senses, and cultural events (54%) and providing diversity and inclusion programs (56%) were viewed as 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



As shown in Table 3 on the next page, there was a statistically significant increase in the importance assigned to providing homeless services (+6% extremely or very important), providing sheriff or police services (+6%), and managing traffic congestion (+3%) from 2020 to 2022. Conversely, there was a significant decrease in the importance assigned to communicating and providing information on city programs (-5%) and providing diversity and inclusion programs (-4%) during that same time period.

TABLE 3 IMPORTANCE OF SERVICES BY STUDY YEAR

	Study Year			Change in % Extremely + Very 2020 to 2022
	2022	2020	2018	
Providing homeless services	71.6	65.8	N/A	+5.8†
Providing Sheriff or police services	89.0	83.5	94.3	+5.5†
Managing traffic congestion	91.7	89.0	96.1	+2.7†
Beautifying roadways, medians, incl landscaping, litter, graffiti removal	77.8	76.0	75.2	+1.8
Addressing youth drug use	79.4	78.3	80.1	+1.2
Providing fire protection and prevention services	96.9	96.5	96.5	+0.3
Providing parks and recreation facilities	85.1	85.1	81.8	+0.0
Maintaining city streets and sidewalks	91.9	91.9	94.1	-0.1
Protecting the environment	81.1	81.3	79.9	-0.3
Providing special events like Cowboy Festival, summer concerts	53.6	54.0	49.7	-0.4
Preparing for and managing emergencies	93.2	93.8	N/A	-0.6
Providing public transit and transportation services	69.8	70.7	69.8	-0.9
Being fiscally responsible with the City's budget	90.2	91.5	93.5	-1.3
Preserving open space	80.6	82.0	81.3	-1.4
Providing sports and recreation programs	70.8	72.3	69.2	-1.5
Providing library services	72.1	73.7	66.8	-1.6
Providing trails and paseos for public use	75.2	77.4	71.6	-2.2
Providing diversity and inclusion programs	55.8	60.2	N/A	-4.4†
Communicating and providing information on City programs	69.6	74.4	69.1	-4.8†

† Statistically significant change (p < 0.05) between the 2020 and 2022 studies.

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 colored bars represent the answers of those with an opinion.

More than two-thirds of residents who provided an opinion indicated satisfaction with the City's performance in 16 of the 19 service areas tested. At the top of the list, respondents were most satisfied with the City's efforts to provide trails and paseos for public use (95% very or somewhat satisfied), followed closely by efforts to provide parks and recreation facilities (94%), provide sports and recreation programs (93%), provide library services (93%), and provide fire protection and prevention services (90%). Respondents were less satisfied with the City's efforts to manage traffic congestion (47%), provide homeless services (52%), and address youth drug use (66%).

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

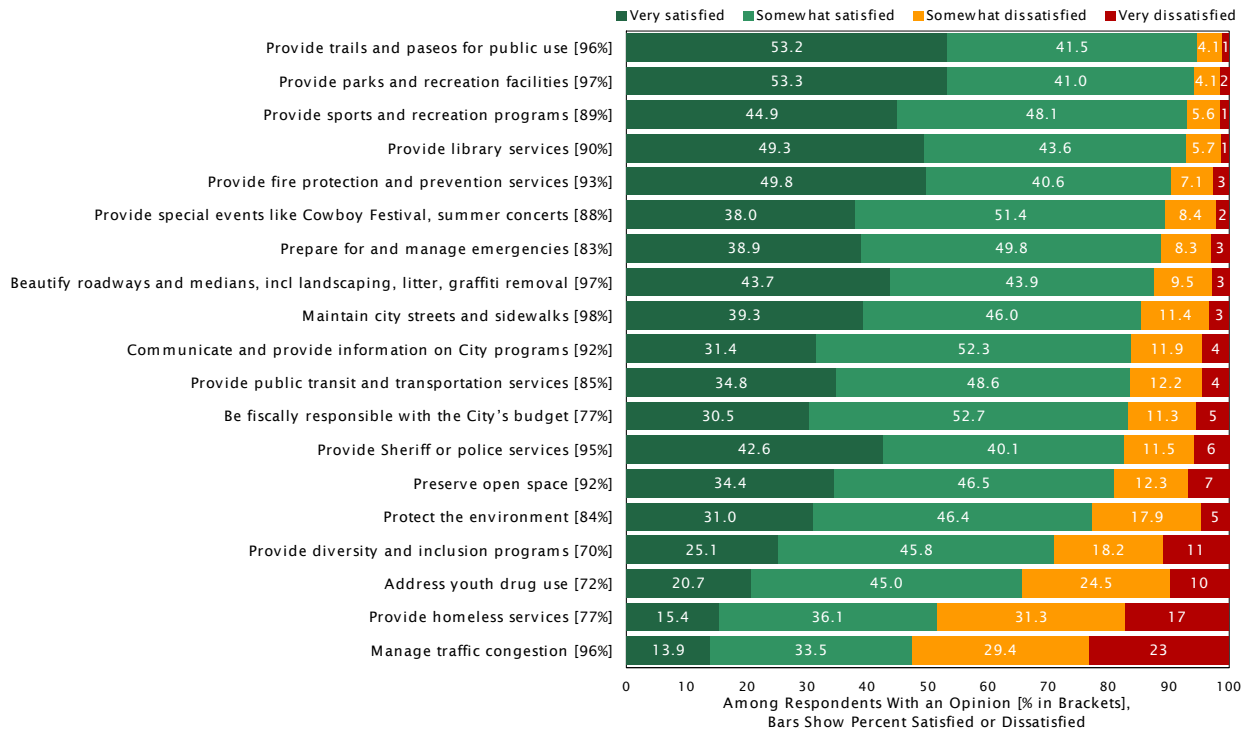


Table 4 on the next page shows the difference in the percentage of residents who reported being satisfied with the City's efforts to provide each service by study year. Most service areas experienced small changes in satisfaction ratings over the past two years, with only 3 of 19 service areas exhibiting a statistically significant change. From 2020 to 2022, there was a statistically significant increase in satisfaction with the City's efforts to provide diversity and inclusion programs (+5%) and declines in satisfaction with efforts to manage traffic congestion (-9%) and provide homeless services (-7%).

TABLE 4 SATISFACTION WITH SERVICES BY STUDY YEAR

	Study Year				Change in Satisfaction 2020 to 2022
	2022	2020	2018	2016	
Provide diversity and inclusion programs	70.9	66.3	N/A	N/A	+4.6†
Communicate and provide information on City programs	83.7	80.8	81.6	86.5	+2.9
Be fiscally responsible with the City's budget	83.2	80.8	80.8	84.9	+2.4
Provide sports and recreation programs	93.0	90.7	93.0	94.5	+2.3
Preserve open space	80.9	78.9	75.3	86.8	+2.0
Provide trails and paseos for public use	94.7	93.4	91.7	92.6	+1.4
Prepare for and manage emergencies	88.8	87.5	N/A	N/A	+1.3
Provide parks and recreation facilities	94.2	93.2	94.0	94.6	+1.0
Provide Sheriff or police services	82.7	81.7	87.3	87.2	+1.0
Provide library services	92.9	93.0	93.9	94.0	-0.1
Protect the environment	77.4	77.6	79.4	85.8	-0.2
Provide special events like Cowboy Festival, summer concerts	89.4	89.9	92.2	90.2	-0.4
Beautify roadways and medians, incl landscaping, litter, graffiti removal	87.6	88.7	88.0	90.1	-1.1
Maintain city streets and sidewalks	85.3	86.7	81.9	87.7	-1.4
Address youth drug use	65.7	67.1	67.5	64.6	-1.4
Provide public transit and transportation services	83.5	85.5	82.4	87.7	-2.0
Provide fire protection and prevention services	90.4	92.6	93.4	97.2	-2.2
Provide homeless services	51.5	58.2	N/A	N/A	-6.7†
Manage traffic congestion	47.4	56.0	39.5	N/A	-8.6†

† Statistically significant change (p < 0.05) between the 2020 and 2022 studies.

DIFFERENTIATORS OF OPINION For the interested reader, Table 5 on the next page displays how the level of satisfaction with each specific service tested in Question 9 varied according to residents’ overall performance ratings for the City (see *Overall Satisfaction* on page 16). The table divides residents who were satisfied with the City’s *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms of the percentage who indicated they were satisfied with the City’s efforts to provide each service tested in Question 9 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared with their counterparts, those satisfied with the City’s performance in providing services *overall* were also more likely to express satisfaction with the City’s efforts to provide each of the individual services tested in Question 9. With that said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City’s efforts to be fiscally responsible with the City’s budget, communicate and provide information on city programs, prepare for and manage emergencies, and address youth drug use.

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City’s efforts to provide trails and paseos for public use, provide parks and recreation facilities, and provide special events like the Cowboy Festival, summer concerts, Senses, and cultural events.

TABLE 5 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH CITY

	Satisfaction With City's Overall Performance (Q5)		Difference Between Groups For Each Service	
	Very or somewhat satisfied	Very or somewhat dissatisfied		
% Respondents Satisfied With Each Service	Be fiscally responsible with the City's budget	90.3	46.2	44.1
	Communicate and provide information on City programs	89.7	54.2	35.4
	Prepare for and manage emergencies	93.1	62.1	31.0
	Address youth drug use	71.7	41.5	30.2
	Provide diversity and inclusion programs	76.2	46.6	29.6
	Manage traffic congestion	52.9	23.5	29.4
	Provide Sheriff or police services	87.0	59.9	27.1
	Beautify roadways, medians, incl landscaping, litter, graffiti removal	91.4	64.7	26.7
	Protect the environment	82.0	56.2	25.8
	Maintain city streets and sidewalks	89.7	64.7	25.0
	Provide public transit and transportation services	86.9	63.1	23.8
	Provide library services	96.1	72.5	23.5
	Provide fire protection and prevention services	93.8	71.4	22.5
	Preserve open space	84.9	63.9	21.0
	Provide homeless services	55.7	35.3	20.5
	Provide sports and recreation programs	95.9	75.7	20.2
	Provide special events like Cowboy Festival, summer concerts	92.5	73.1	19.4
	Provide parks and recreation facilities	96.7	79.9	16.8
Provide trails and paseos for public use	96.5	84.8	11.7	



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.² Table 6 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 as 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 very important.

2. 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 6 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX

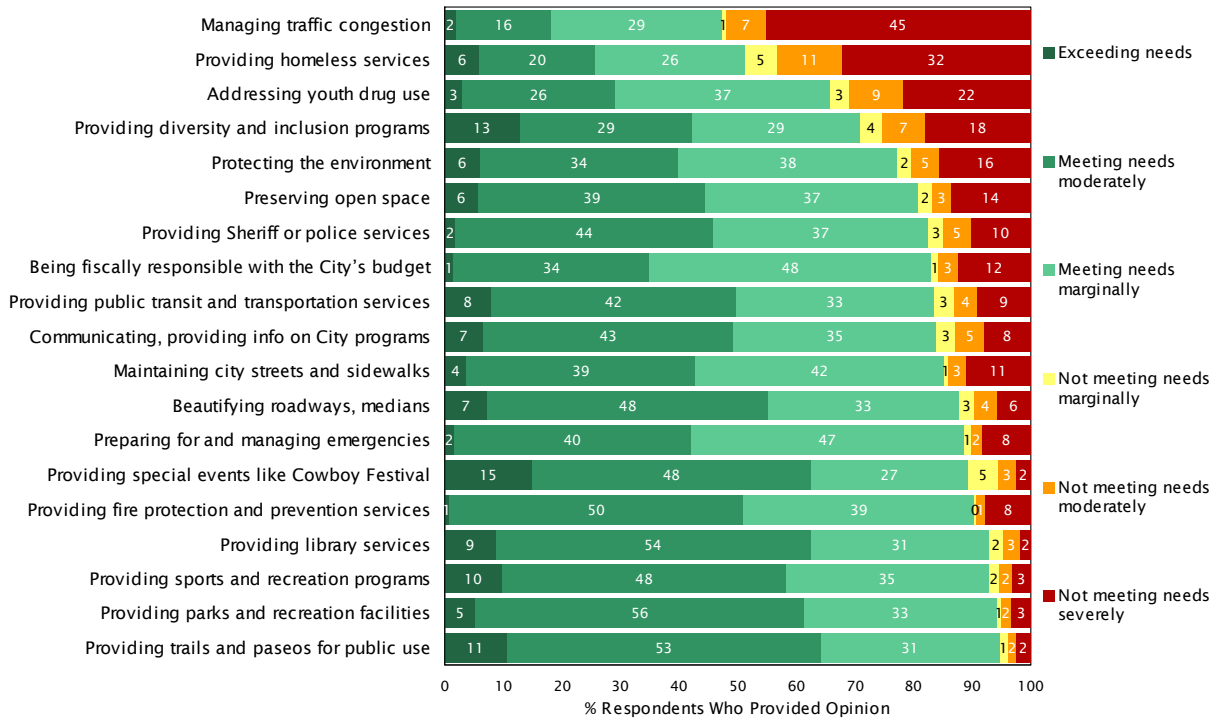
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs,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

Using this framework, True North categorized respondents individually for each of the 19 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., providing homeless services) 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 19 services tested, along with the percentage of respondents 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 6. For example, in the service area of managing traffic congestion, the City is exceeding the needs of 2% of respondents, moderately meeting the needs of 16% of respondents, marginally meeting the needs of 29% of respondents, marginally not meeting the needs of 1% of respondents, moderately not meeting the needs of 7% of respondents, and severely not meeting the needs of 45% of respondents.

Overall, the City is meeting the needs of at least two-thirds of residents for 16 of the 19 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 providing homeless services, addressing youth drug use, and providing diversity and inclusion programs.

FIGURE 16 RESIDENT SERVICE NEEDS



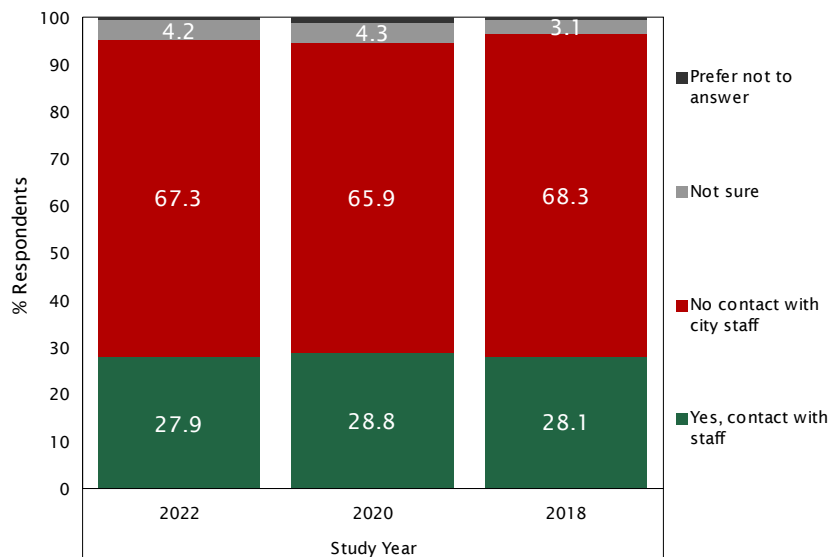
CUSTOMER SERVICE & TRUST

Although much of the survey focused on residents' perceptions of the quality of life in Santa Clarita and 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 to residents? 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 17 provides the findings of this question and shows that 28% of residents had contact with city staff in the year prior to the interview, which is consistent with the results of the past two studies.

Question 10 *In the past 12 months, have you been in contact with staff from the City of Santa Clarita?*

FIGURE 17 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY STUDY YEAR



Figures 18 through 20 on the next page show how contact with city staff in the past 12 months differed across a variety of resident subgroups. Interaction with staff was most commonly reported by residents who have lived in the City for at least 10 years, those with a child in the household, homeowners, residents between the ages of 40 and 49, those who took the survey in English, residents with an ethnicity other than Asian American, and respondents living in Saugus or Valencia.

FIGURE 18 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY YEARS IN SANTA CLARITA, CHILD IN HSLD & HOMEOWNERSHIP STATUS

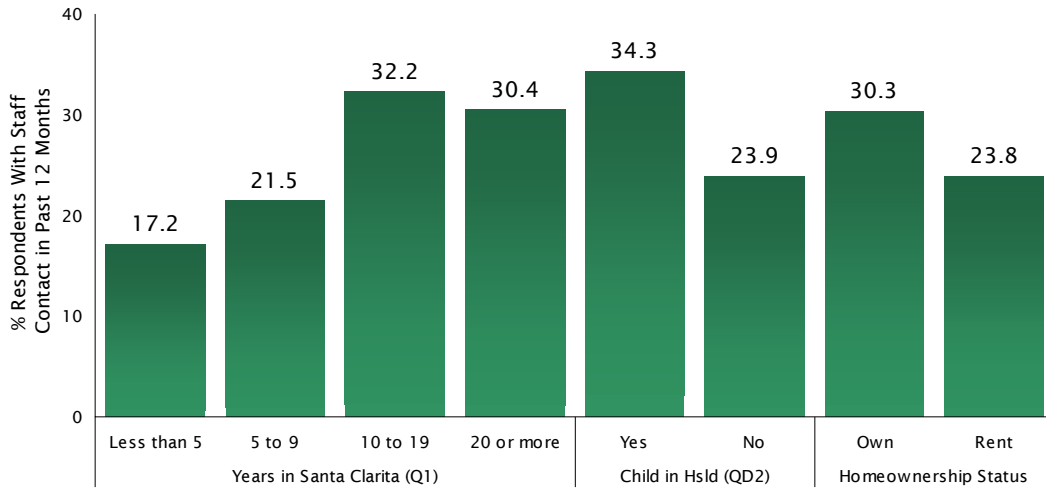


FIGURE 19 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY AGE, GENDER & SURVEY LANGUAGE

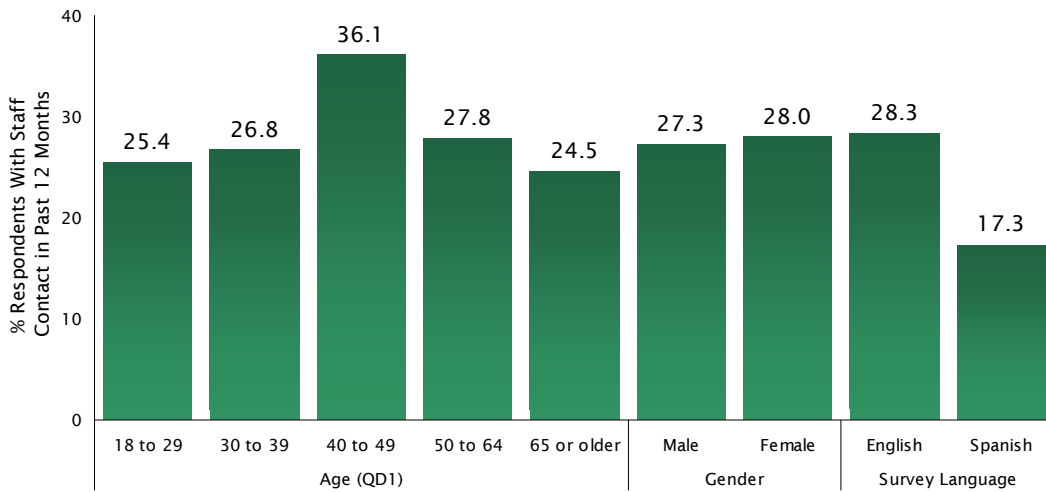
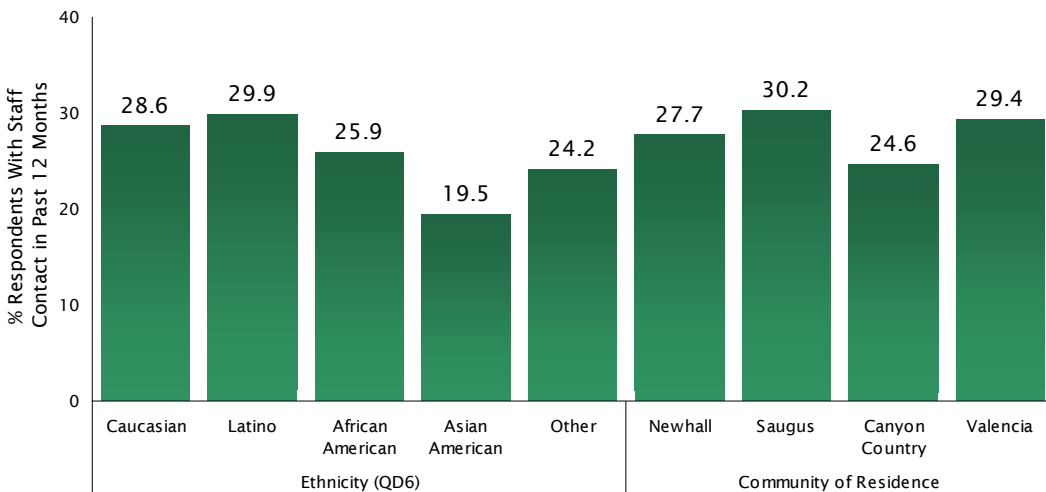


FIGURE 20 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY ETHNICITY & COMMUNITY OF RESIDENCE



ASSESSMENT OF CITY STAFF Residents who had contact with city staff in the past 12 months were asked to rate staff on three dimensions: professionalism, accessibility, and helpfulness. Respondents provided high ratings for staff across all three dimensions (see Figure 21), with approximately nine-in-ten respondents indicating that Santa Clarita staff members are professional (95%), accessible (92%), and helpful (86%).

Question 11 *In your opinion, was the staff at the City very ____, somewhat ____, or not at all ____.*

FIGURE 21 PERCEPTION OF CITY STAFF

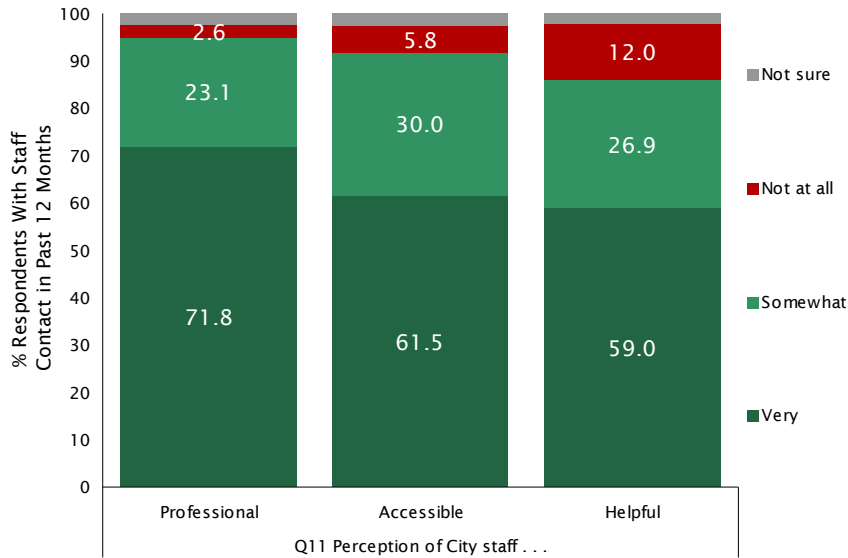


Table 7 shows that the percentage of respondents who rated city staff as *very* professional, *very* accessible, and *very* helpful remained statistically consistent from 2020 to 2022.

TABLE 7 PERCEPTION OF CITY STAFF BY STUDY YEAR

	Study Year			Change in % Very 2020 to 2022
	2022	2020	2018	
Professional	71.8	71.8	70.9	-0.0
Accessible	61.5	62.0	56.9	-0.5
Helpful	59.0	61.5	59.2	-2.5

TRUST IN GOVERNMENT The final question in this series was designed to profile how much residents trust government, from the local to national level. For each of the four government organizations shown on the left of Figure 22 on the next page, respondents were asked to detail the degree in which they trusted or did not trust each entity.

Overall, respondents expressed the highest level of trust for the City of Santa Clarita, with 80% of residents saying they strongly (26%) or somewhat (54%) trust the City. Approximately 17% indicated they distrust the City, whereas the remaining 3% were unsure or did not provide a response. Trust ratings were substantially lower for each of the other three government organizations tested, with 46% of respondents reporting that they trust the United States Federal Government and the State of California, and 45% indicating trust for the County of Los Angeles.

Question 12 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 22 TRUST IN GOVERNMENT



Table 8 displays the percentage of respondents who said they trusted each entity in the 2022 study along with the prior three studies. Trust in the County of Los Angeles (-6% strongly or somewhat) and the State of California (-5%) both exhibited statistically significant declines from the levels reported in 2020.

TABLE 8 TRUST IN GOVERNMENT BY STUDY YEAR

	Study Year				Change in Trust 2020 to 2022
	2022	2020	2018	2016	
The United States Federal Government	46.1	42.8	45.3	50.7	+3.2
The City of Santa Clarita	80.1	80.6	79.0	82.9	-0.6
The State of California	45.5	50.6	45.1	56.1	-5.0†
The County of Los Angeles	45.1	51.2	50.9	55.2	-6.1†

† Statistically significant change (p < 0.05) between the 2020 and 2022 studies.

Figures 23 through 25 on the next page show how trust in the City of Santa Clarita varied across resident subgroups in 2022. With the exception of respondents who were dissatisfied with the City’s overall performance and those currently between jobs, the vast majority of residents in every subgroup indicated that they trust the City of Santa Clarita.

FIGURE 23 TRUST SANTA CLARITA BY YEARS IN SANTA CLARITA, HOMEOWNERSHIP STATUS, CHILD IN HSLD, MARITAL STATUS & OVERALL SATISFACTION

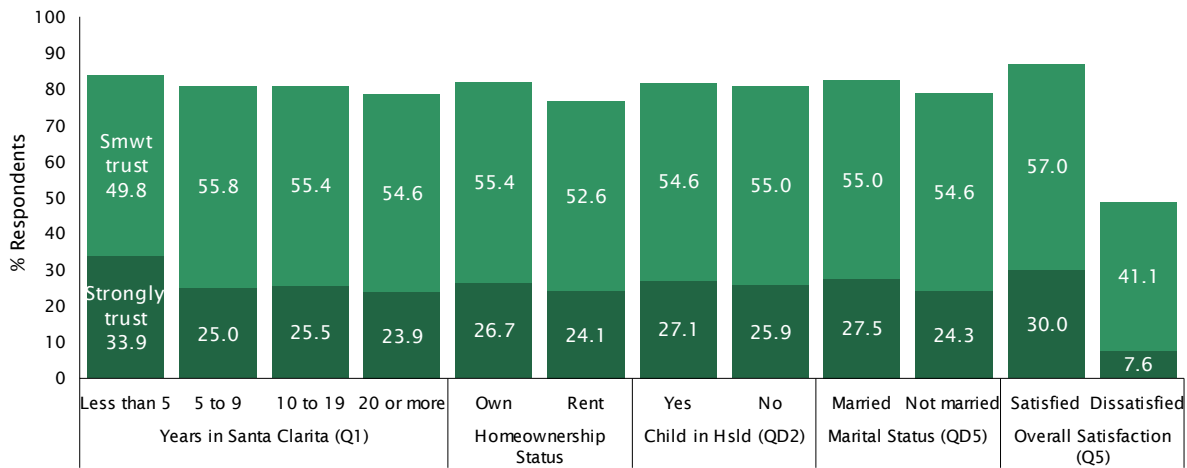


FIGURE 24 TRUST SANTA CLARITA BY COMMUNITY OF RESIDENCE & EMPLOYMENT STATUS

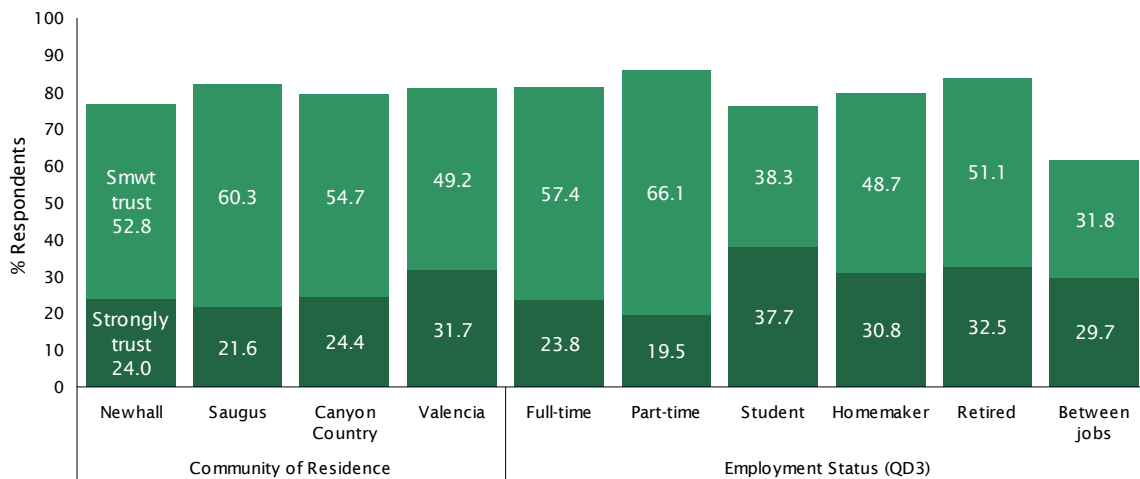
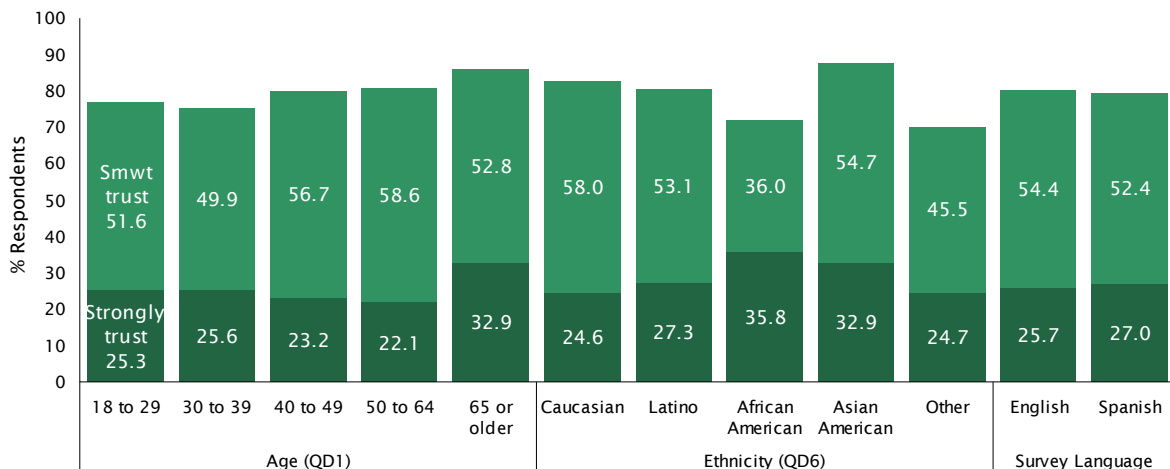


FIGURE 25 TRUST SANTA CLARITA BY AGE, ETHNICITY & SURVEY LANGUAGE



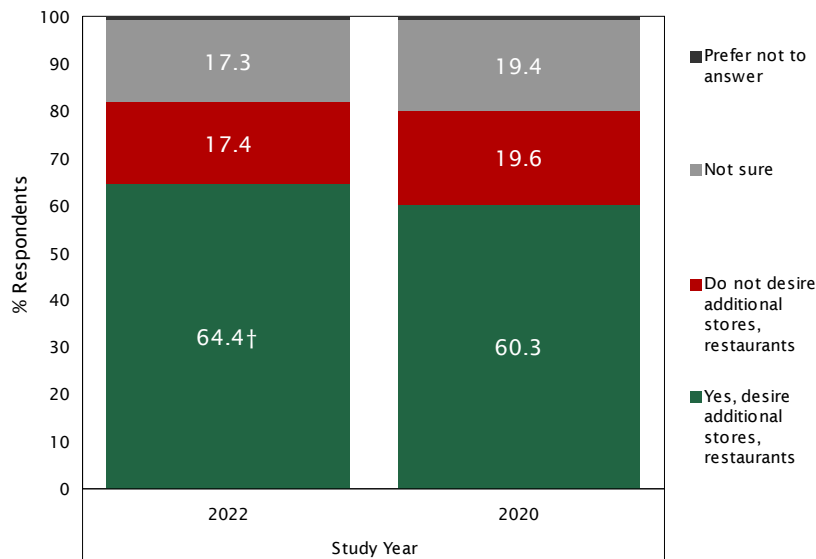
ECONOMIC DEVELOPMENT

One of the challenges for any city is to create sustainable economic development initiatives that will support the tax base required for current and future needs. Naturally, the success and sustainability of future retail economic initiatives will depend in part on the shopping behaviors and preferences of Santa Clarita residents. Businesses that meet these preferences will thrive, whereas those that do not will not succeed. Accordingly, the survey included two questions designed to identify residents' desire for new shopping and dining opportunities.

All residents were first asked to indicate whether, among retail stores and restaurants their household currently visits outside of the City, there are any they would like to have available in Santa Clarita. Sixty-four percent (64%) of respondents answered this question in the affirmative, which represents a significant increase over the percentage recorded in 2020 (see Figure 26).

Question 13 *Thinking of the retail stores and restaurants that your household visits outside of the City, are there any that you would like to have available in Santa Clarita?*

FIGURE 26 DESIRE ADDITIONAL STORES, RESTAURANTS IN CITY BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2020 and 2022 studies.

Interest in additional retail stores and restaurants was notably higher among those who have lived in the City less than 5 years or between 10 to 19 years, those with children at home, those between 30 and 64 years of age, women, respondents who took the survey in English, Latino and Asian-American residents, and employed respondents (see figures 27 through 29 on the next page).

FIGURE 27 DESIRE ADDITIONAL STORES, RESTAURANTS BY YEARS IN SANTA CLARITA, CHILD IN HSLD, HOMEOWNERSHIP STATUS & OVERALL SATISFACTION

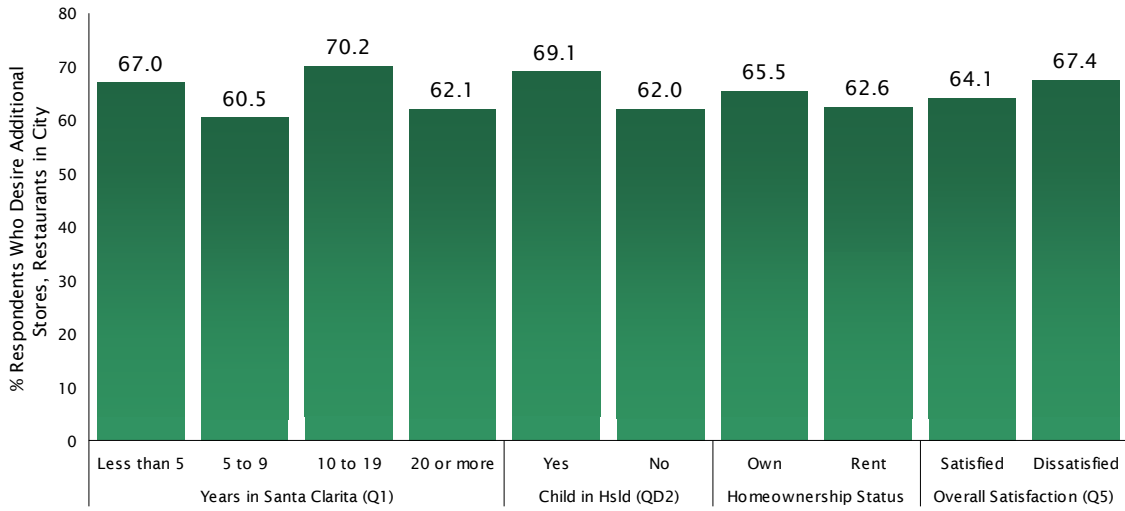


FIGURE 28 DESIRE ADDITIONAL STORES, RESTAURANTS BY AGE, GENDER & SURVEY LANGUAGE

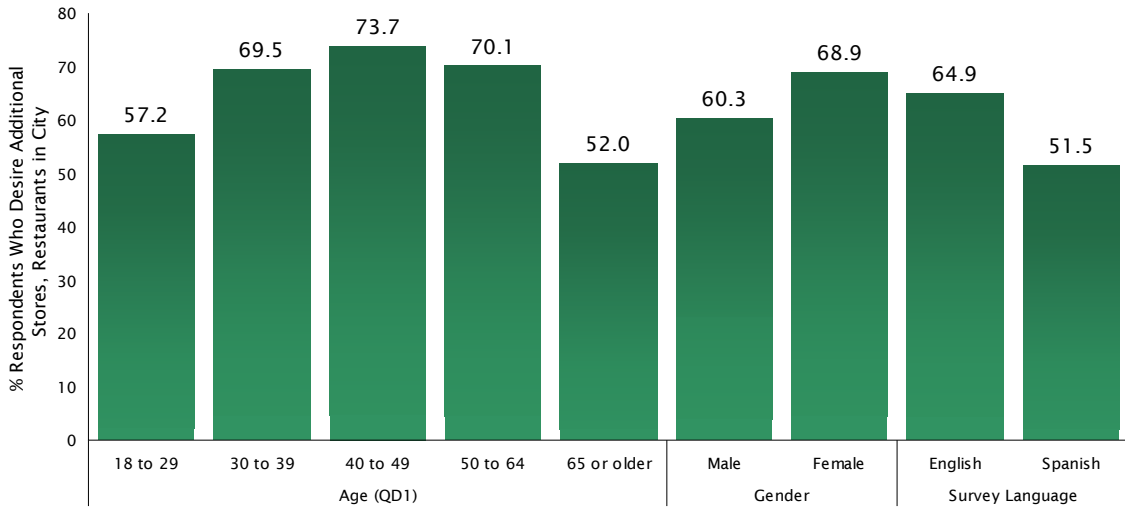
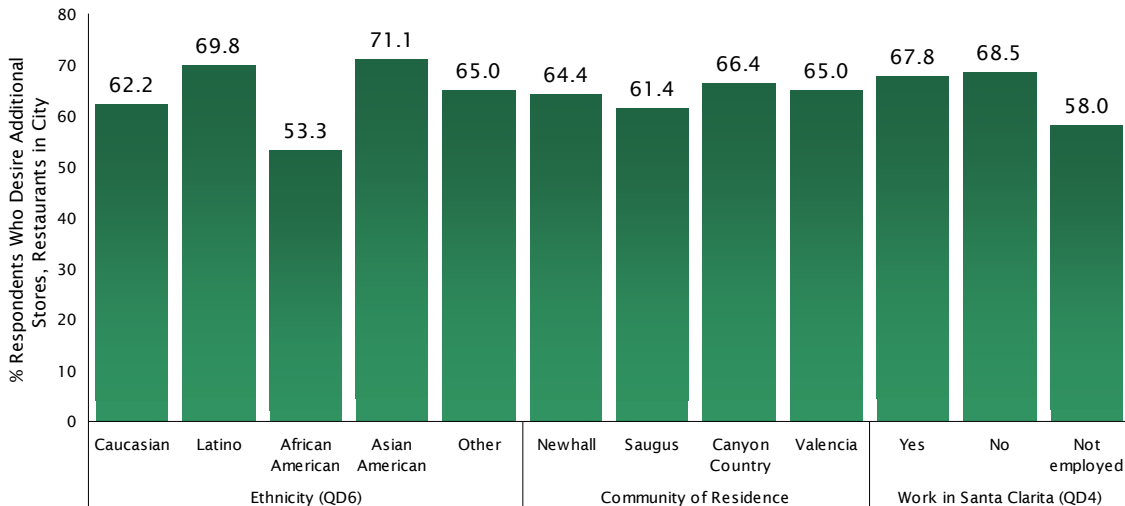


FIGURE 29 DESIRE ADDITIONAL STORES, RESTAURANTS BY ETHNICITY, COMMUNITY & WORK IN SANTA CLARITA

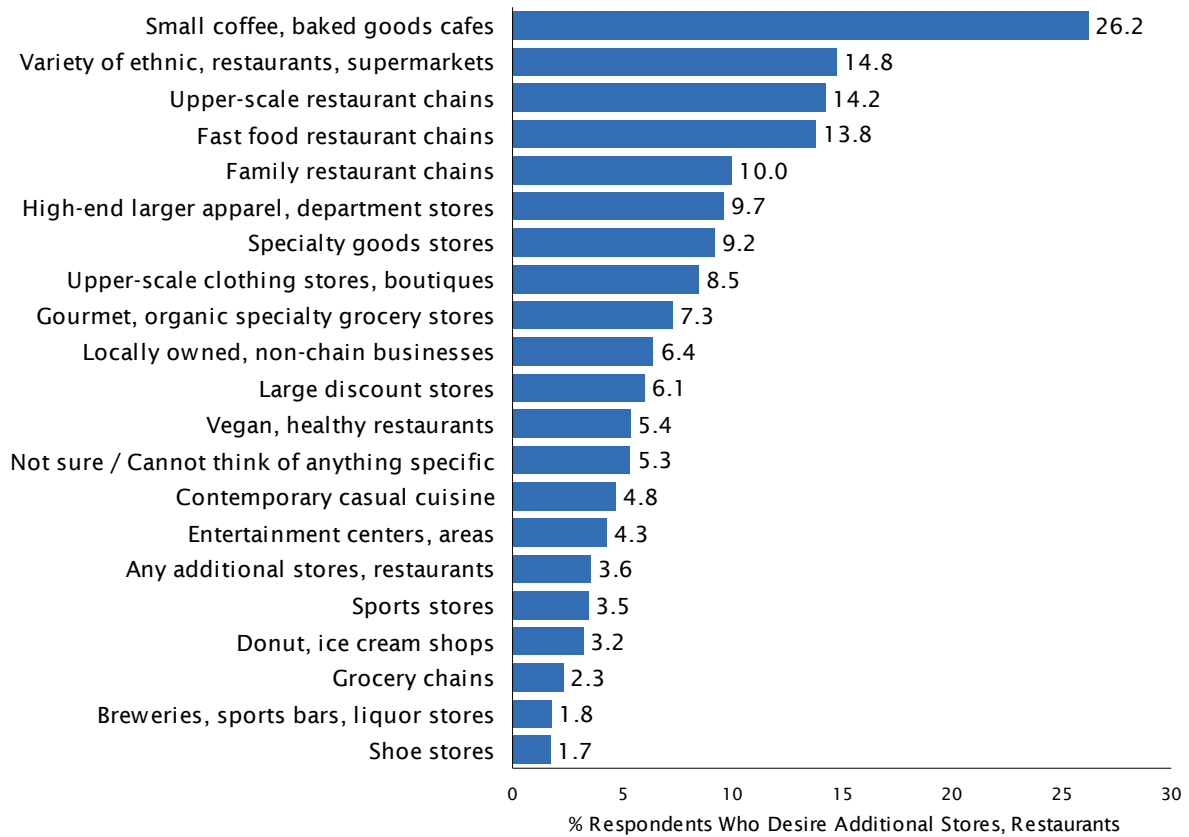


Respondents who were interested in new businesses in the City were next asked to provide the names of retail stores or restaurants they were most interested in having located in Santa Clarita. This question was asked in an open-ended manner, allowing respondents to name any business that came to mind without being limited to a list of options. True North later reviewed the verbatim responses and grouped them into the broader categories shown in Figure 30.

The most commonly mentioned type of store or restaurant was small cafes offering coffee and baked goods (cited by 26% of respondents who desired additional businesses in the City), followed by a variety of ethnic cuisine restaurants and supermarkets (15%), upper-scale restaurant chains (14%), and fast food restaurant chains (14%).

Question 14 *What are the names of the retail stores or restaurants you would most like to have located in Santa Clarita?*

FIGURE 30 ADDITIONAL STORES, RESTAURANTS IN CITY



COMMUNICATION

The importance of city communication with residents cannot be overstated. Much of a city’s success is shaped by the quality of information 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, smart phone apps, 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 31 represent the percentage of residents who mentioned a source.

The most frequently cited source for city information was social media, mentioned by 29% of respondents, followed closely by the *Santa Clarita Valley Signal* (25%). The Internet (13%), KHTS-AM 1220 radio (10%), and word of mouth (10%) were also common mentions. A combined 17% of respondents indicated that they either do not receive information about city news and issues (10%) or were unsure (7%).

Question 15 *Where do you get your information about news and issues facing Santa Clarita?*

FIGURE 31 INFORMATION SOURCES

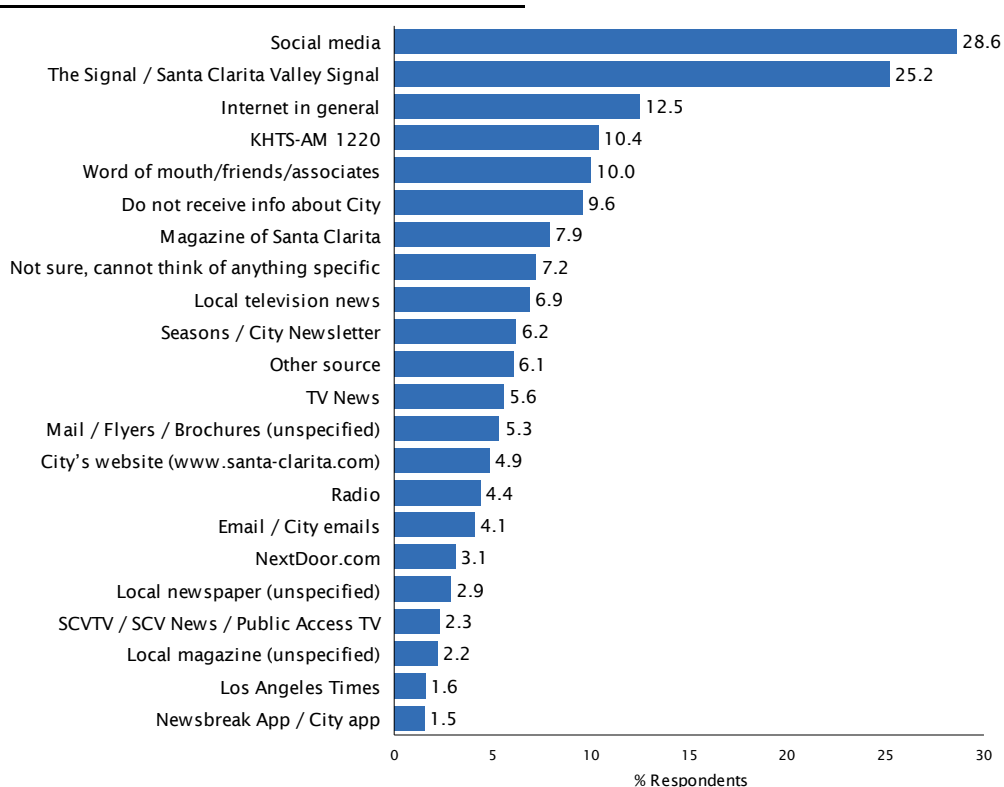


TABLE 9 INFORMATION SOURCES BY STUDY YEAR

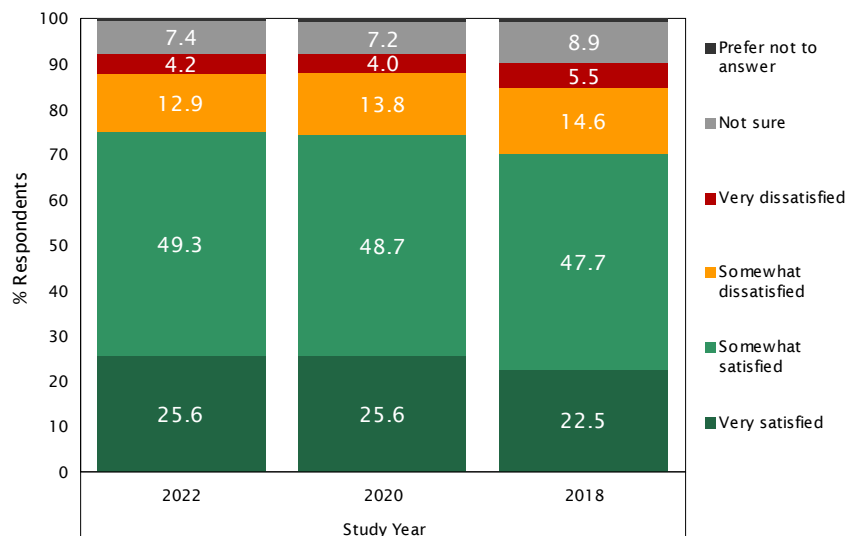
Study Year			
2022	2020	2018	2016
Social media	The Signal / Santa Clarita Valley Signal	The Signal / Santa Clarita Valley Signal	Local television news
The Signal / Santa Clarita Valley Signal	Social media	Social media	The Signal / Santa Clarita Valley Signal
Internet in general	Internet in general	Internet in general	Social media
KHTS-AM 1220	Local television news	KHTS-AM 1220	Magazine of Santa Clarita
Word of mouth / friends / associates	KHTS-AM 1220	Word of mouth / friends / associates	Word of mouth / friends / associates
Do not receive info about City	Word of mouth / friends / associates	Local television news	City's website
Magazine of Santa Clarita	Do not receive info about City	Do not receive info about City	Seasons / City Newsletter
Not sure, cannot think of anything specific	Not sure, cannot think of anything specific	Other source	KHTS-AM 1220
Local television news	Magazine of Santa Clarita	Newspapers in general	Inside SCV magazine
Seasons / City Newsletter	Other source	Not sure, cannot think of anything specific	Community website, newsletter, or blog

Table 9 presents the rank ordering of information sources by study year. Social media, the Signal, and the Internet were the top-three sources mentioned since 2018.

SATISFACTION WITH COMMUNICATION Question 16 asked respondents to report their satisfaction with city-resident communication. Consistent with 2020, 75% of respondents in 2022 said 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 (17%) or unsure of their opinion (8%).

Question 16 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 32 SATISFACTION WITH COMMUNICATION BY STUDY YEAR



Figures 33 through 35 display how satisfaction with the City’s efforts to communicate with residents differed by a variety of demographic subgroups. Satisfaction with the City’s communication efforts was widespread, with the vast majority of nearly all subgroups indicating they were satisfied. Worth noting is that those who *always* or *sometimes* read the City Newsletter were considerably more likely than their counterparts to indicate satisfaction with the City’s communication efforts. And, as might be expected, residents dissatisfied with the City’s overall performance also tended to be less satisfied with communication when compared with those generally satisfied with the City (48% vs. 82%).

FIGURE 33 SATISFACTION WITH COMMUNICATION BY YEARS IN SANTA CLARITA, CITY NEWSLETTER READERSHIP & HOMEOWNERSHIP STATUS

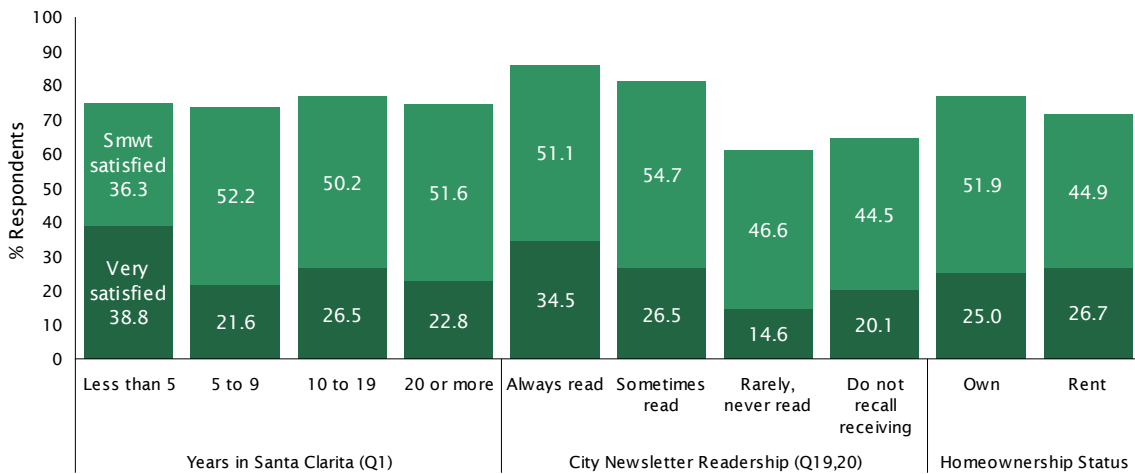


FIGURE 34 SATISFACTION WITH COMMUNICATION BY AGE, GENDER, SURVEY LANGUAGE & OVERALL SATISFACTION

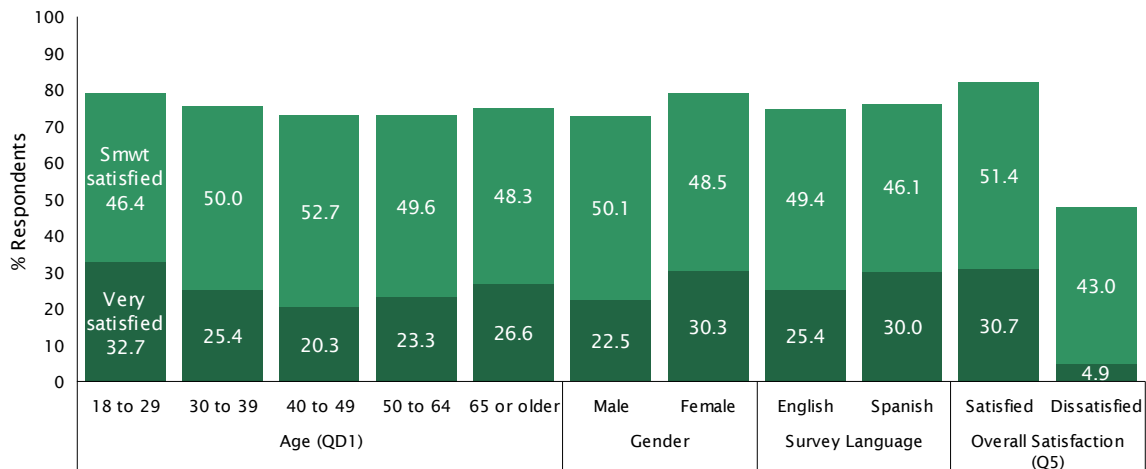
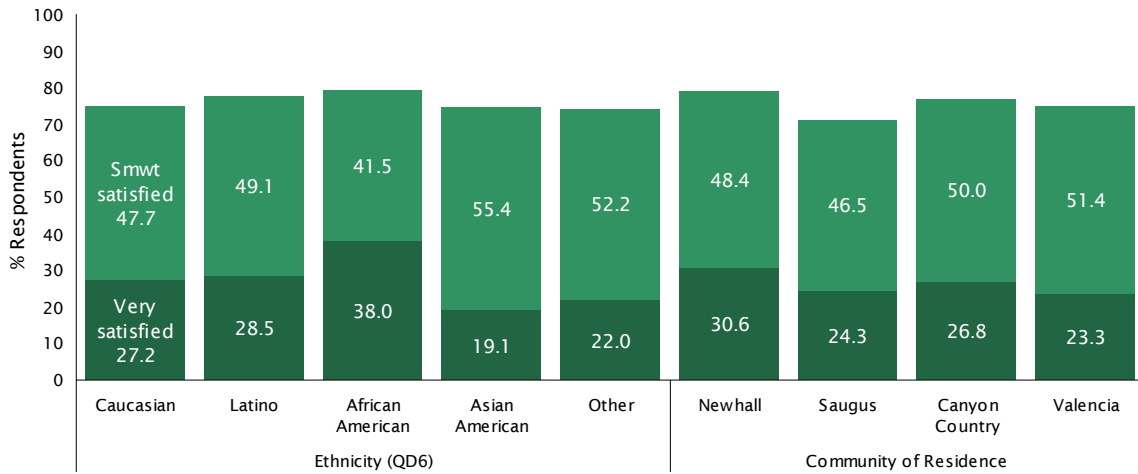


FIGURE 35 SATISFACTION WITH COMMUNICATION BY ETHNICITY & COMMUNITY OF RESIDENCE



COMMUNICATION PREFERENCES The next communication-related question presented residents with the methods shown on the left side of Figure 36 and asked whether each would be an effective way for the City to communicate with them. Overall, respondents cited the City’s smart phone app as the most effective method (86% very or somewhat effective), followed closely by the City’s website (85%) and email (85%). Although still rated as effective by a majority of residents, advertisements in local papers (55%), public service announcements on local radio stations (61%), and town hall style meetings (66%) were perceived as less effective methods.

Question 17 *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 36 EFFECTIVENESS OF COMMUNICATION EFFORTS

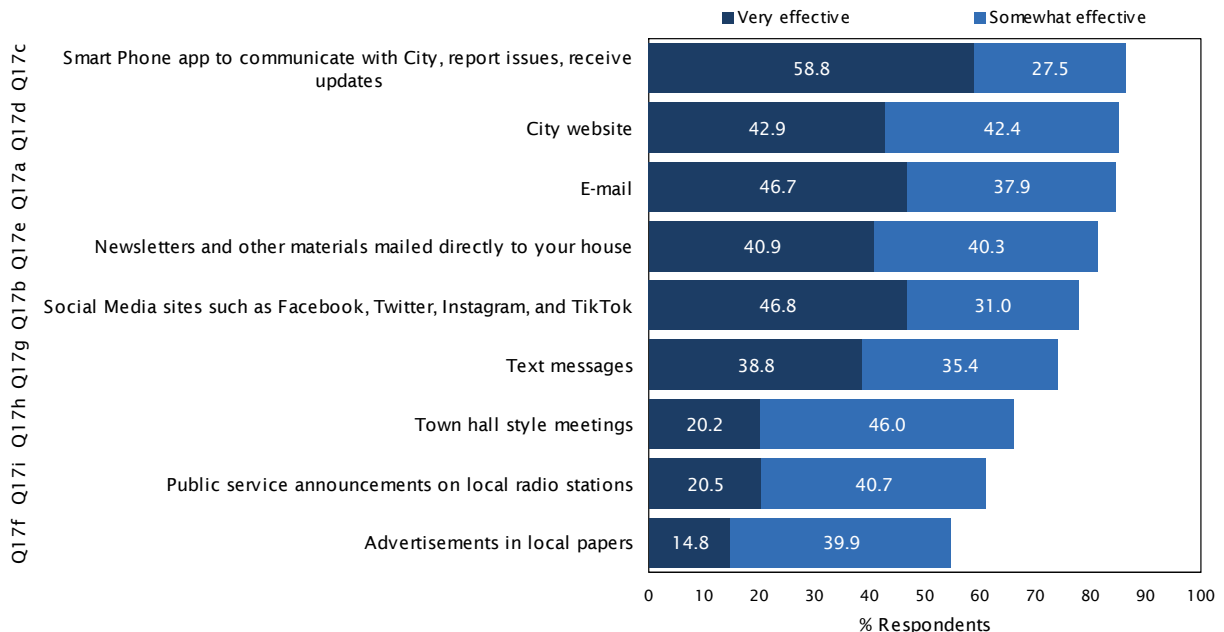


Table 10 displays the percentage of respondents that considered each of the communication methods as *very effective* by study year. Over the past two years, there was a statistically significant decline (-4%) in the percentage citing the City’s website as a very effective method of communication.

TABLE 10 EFFECTIVENESS OF COMMUNICATION EFFORTS BY STUDY YEAR (SHOWING % VERY EFFECTIVE)

	Study Year			Change in % Very 2020 to 2022
	2022	2020	2018	
Newsletters and other materials mailed directly to your house	40.9	40.0	34.3	+1.0
Public service announcements on local radio stations	20.5	20.1	18.7	+0.4
Town hall style meetings	20.2	20.0	14.3	+0.2
Advertisements in local papers	14.8	15.3	14.9	-0.4
Text messages	38.8	40.3	38.4	-1.5
Smart Phone app to communicate with City, report issues, receive updates	58.8	60.7	59.5	-1.8
Social Media sites such as Facebook, Twitter, Instagram, and TikTok	46.8	49.1	47.2	-2.3
E-mail	46.7	49.3	47.6	-2.6
City website	42.9	47.1	36.8	-4.2†

† Statistically significant change (p < 0.05) between the 2020 and 2022 studies.

For the interested reader, tables 11-13 display the percentage of respondents who perceived each proposed communication method as *very effective* by a host of demographic subgroups, with the top three most effective methods within each subgroup highlighted in green to ease comparisons.

TABLE 11 EFFECTIVENESS OF COMMUNICATION EFFORTS BY OVERALL SATISFACTION, SATISFACTION WITH COMMUNICATION & CHILD IN HSLD (SHOWING % VERY EFFECTIVE)

	Overall Satisfaction (Q5)		Satisfaction With Communication (Q16)		Child in HslD (QD2)	
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Yes	No
Smart Phone app to communicate with City, report issues, receive updates	60.6	50.9	60.5	55.6	65.8	56.3
Social Media sites such as Facebook, Twitter, Instagram, and TikTok	47.7	43.8	48.9	42.1	54.7	43.2
E-mail	49.4	35.1	48.4	41.8	46.5	47.6
City website	45.0	31.8	47.0	31.2	42.6	43.1
Newsletters and other materials mailed directly to your house	42.9	37.2	43.3	40.6	41.9	41.4
Text messages	39.3	35.3	40.5	31.7	41.2	38.7
Public service announcements on local radio stations	19.6	26.6	20.9	21.6	19.2	21.6
Town hall style meetings	19.3	26.6	19.9	23.9	19.5	21.0
Advertisements in local papers	14.6	15.6	16.1	10.9	13.1	15.7

TABLE 12 EFFECTIVENESS OF COMMUNICATION EFFORTS BY AGE (SHOWING % VERY EFFECTIVE)

	Age (QD1)				
	18 to 29	30 to 39	40 to 49	50 to 64	65 or older
Smart Phone app to communicate with City, report issues, receive updates	50.6	62.4	67.6	66.0	47.3
Social Media sites such as Facebook, Twitter, Instagram, and TikTok	56.9	61.2	53.4	43.5	25.2
E-mail	41.2	39.6	50.1	51.9	47.7
City website	28.6	38.0	51.6	49.4	44.4
Newsletters and other materials mailed directly to your house	29.7	40.4	40.1	44.9	47.1
Text messages	40.2	42.1	42.9	38.5	32.0
Public service announcements on local radio stations	15.9	19.2	23.6	19.9	23.7
Town hall style meetings	22.3	18.8	19.4	21.6	18.0
Advertisements in local papers	13.8	13.9	13.9	14.7	17.4

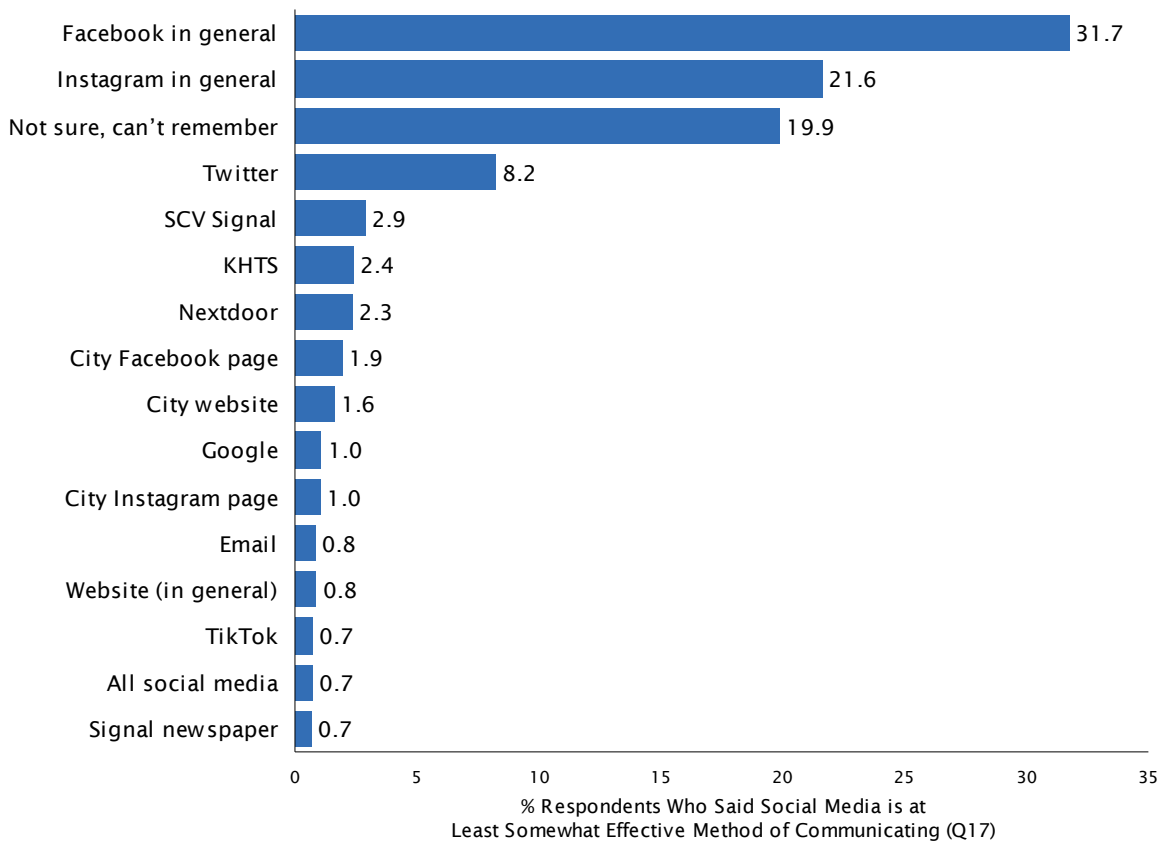
TABLE 13 EFFECTIVENESS OF COMMUNICATION EFFORTS BY ETHNICITY & SURVEY LANGUAGE (SHOWING % VERY EFFECTIVE)

	Ethnicity (QD6)					Survey Language	
	Caucasian	Latino	African American	Asian American	Other	English	Spanish
Smart Phone app to communicate with City, report issues, receive updates	57.4	65.4	70.8	55.8	64.9	58.6	64.7
Social Media sites such as Facebook, Twitter, Instagram, and TikTok	41.5	57.2	54.8	50.1	56.8	46.7	48.9
E-mail	46.8	48.8	54.0	52.0	40.3	46.4	53.0
City website	40.9	48.5	60.6	40.1	34.6	42.8	46.7
Newsletters and other materials mailed directly to your house	41.1	42.7	23.7	43.1	41.3	41.1	35.7
Text messages	36.1	49.3	48.8	35.7	34.9	38.2	53.6
Public service announcements on local radio stations	20.5	23.5	19.1	17.7	19.7	20.8	12.8
Town hall style meetings	19.0	22.9	22.6	14.2	29.1	20.2	17.9
Advertisements in local papers	13.7	20.1	7.4	12.0	13.8	15.0	10.7

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. As shown in Figure 37, Facebook was the dominant choice, mentioned by 34% of respondents as the social media site they use most often, with 32% generally referencing Facebook and another 2% specifically citing the City’s Facebook page. The next most frequently mentioned sites were Instagram (22%) and Twitter (8%). Twenty percent (20%) of respondents who rated social media as at least a somewhat effective method for the City to communicate were unsure or could not remember the name of their preferred platform.

Question 18 *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?*

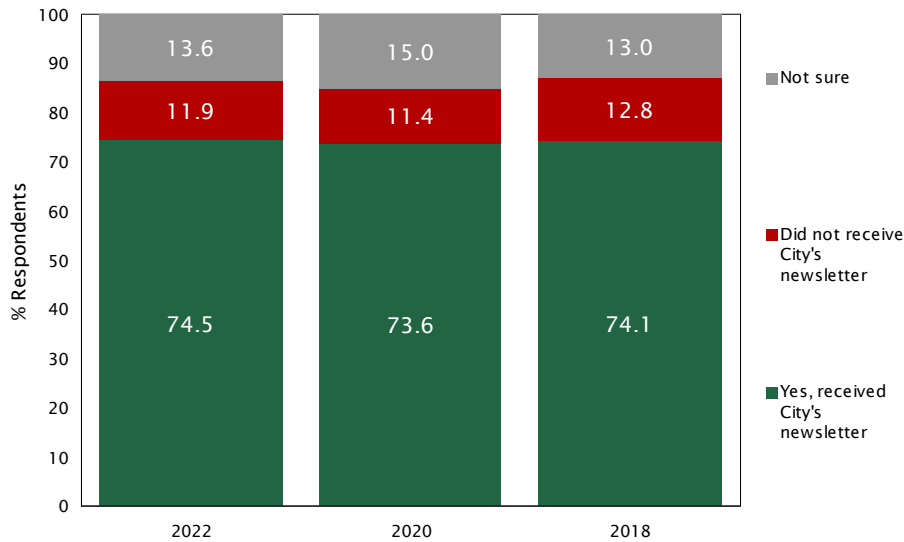
FIGURE 37 PREFERRED SOCIAL MEDIA SITE



SEASONS NEWSLETTER The communication series concluded by asking residents about the City’s newsletter, *Seasons*. Residents were first asked whether or not their household recalled receiving *Seasons* in the past year. As shown in Figure 38 on the next page, approximately three-quarters (75%) of respondents indicated that their household had received the City’s newsletter in the past year, similar to the findings in 2018 and 2020.

Question 19 In the past year, did your household receive the City's newsletter, called Seasons?

FIGURE 38 RECEIVED SEASONS NEWSLETTER IN PAST YEAR BY STUDY YEAR



Figures 39 through 41 show the percentage of households that recalled receiving the *Seasons* newsletter by a variety of demographics. Long-time residents, homeowners, those generally satisfied with the City’s communication efforts, residents between 50 and 64 years of age, women, and Caucasian respondents and those of ‘other’ ethnicities were the most likely to recall receiving *Seasons* over the past year.

FIGURE 39 RECEIVED SEASONS NEWSLETTER BY YEARS IN SANTA CLARITA, CHILD IN HSLD, HOMEOWNERSHIP STATUS & SATISFACTION WITH COMMUNICATION

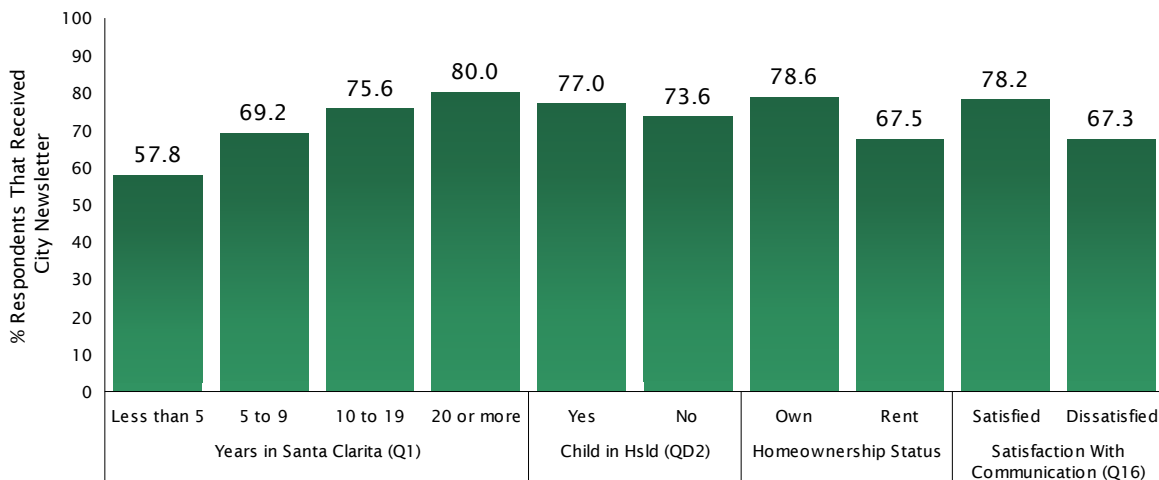


FIGURE 40 RECEIVED SEASONS NEWSLETTER BY AGE, GENDER, SURVEY LANGUAGE & OVERALL SATISFACTION

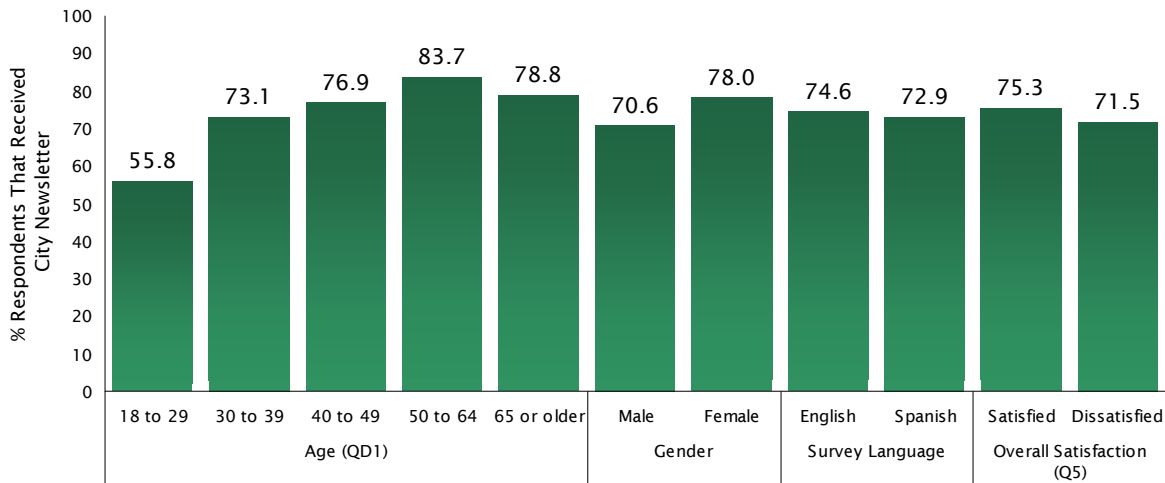
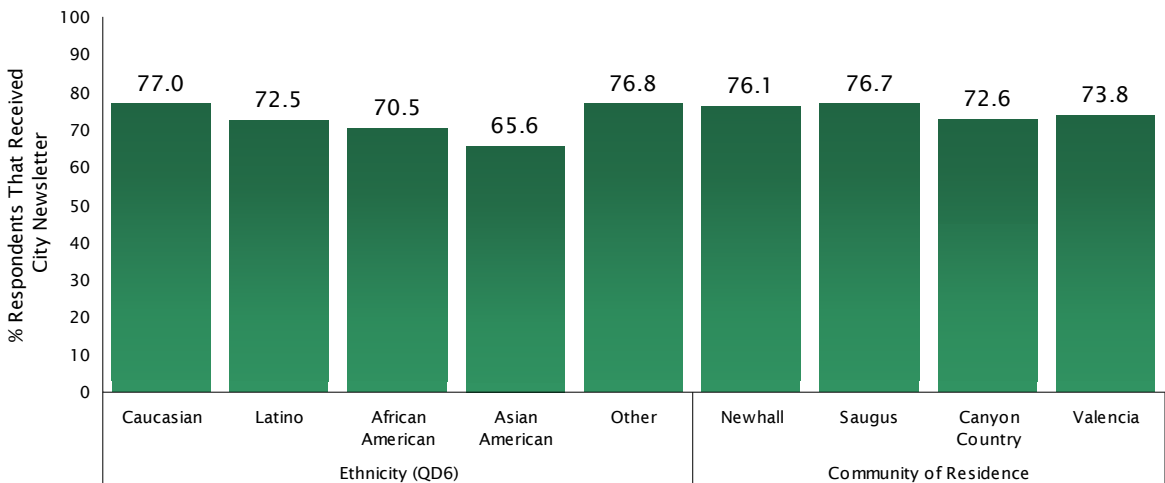


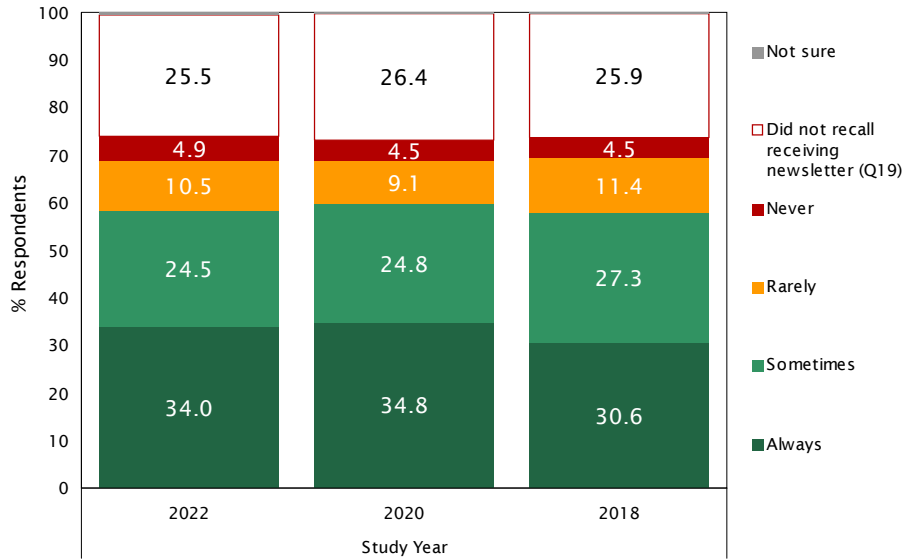
FIGURE 41 RECEIVED SEASONS NEWSLETTER BY ETHNICITY & COMMUNITY OF RESIDENCE



SEASONS READERSHIP Respondents who indicated that their household had received *Seasons* in the past year were subsequently asked how often they read the City’s newsletter when it arrives. Figure 42 on the next page presents the results of Question 20 in the context of *all* respondents. Among all respondents, 34% indicated they always read *Seasons* when it arrives (statistically unchanged from 2020), 25% said sometimes, 11% rarely, and 5% 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 20 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 BY STUDY YEAR



Figures 43 through 45 show that *Seasons* readership varied across Santa Clarita subgroups, with long time residents, homeowners, residents satisfied with the City’s communication efforts, residents 65 years and older, respondents who took the survey in Spanish, and residents generally satisfied with the City being the most likely subgroups to receive and *always* read *Seasons* when it arrives.

FIGURE 43 FREQUENCY OF READING SEASONS NEWSLETTER BY YEARS IN SANTA CLARITA, CHILD IN HSLD, HOMEOWNERSHIP STATUS & SATISFACTION WITH COMMUNICATION

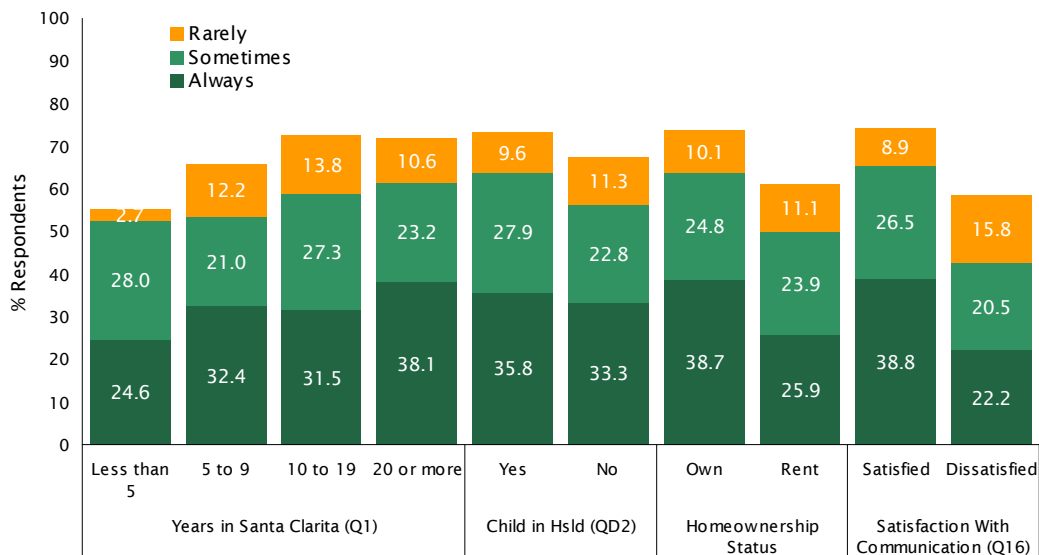


FIGURE 44 FREQUENCY OF READING SEASONS NEWSLETTER BY AGE, GENDER, SURVEY LANGUAGE & OVERALL SATISFACTION

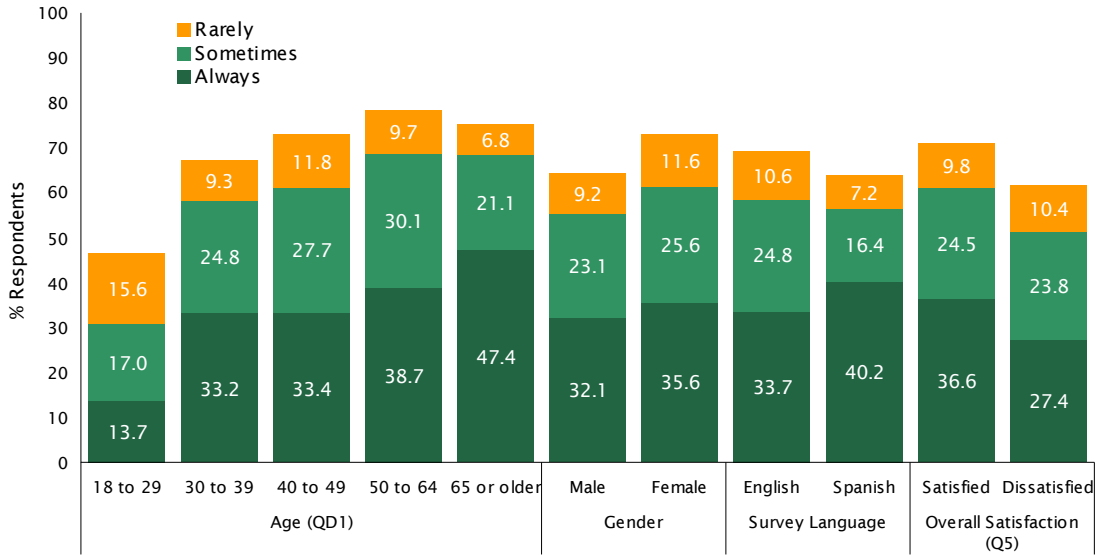
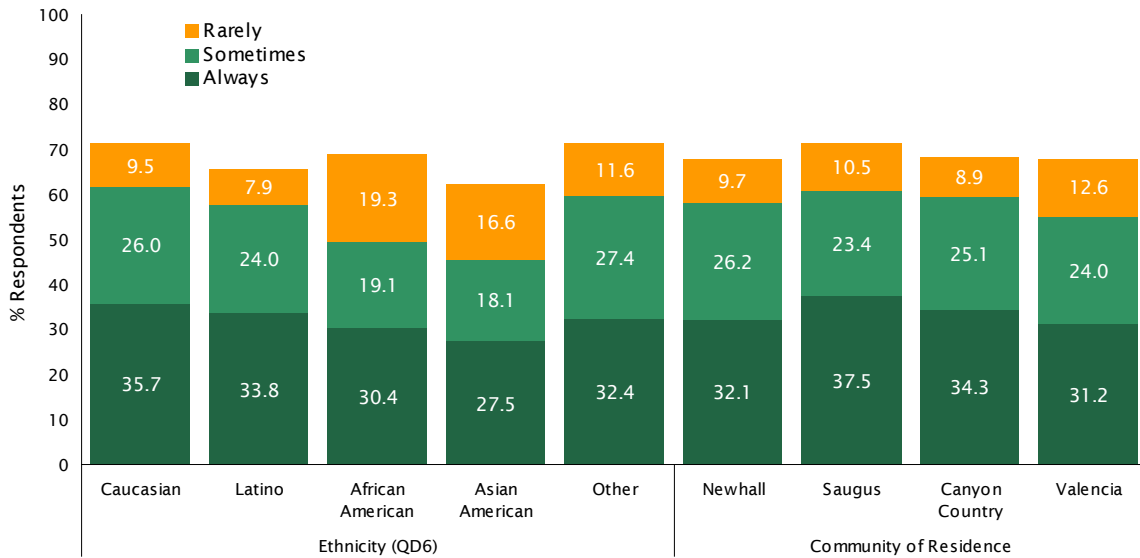


FIGURE 45 FREQUENCY OF READING SEASONS NEWSLETTER BY ETHNICITY & COMMUNITY OF RESIDENCE



BACKGROUND & DEMOGRAPHICS

Table 14 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.

TABLE 14 DEMOGRAPHICS OF SAMPLE BY SURVEY YEAR

	Study Year			
	2022	2020	2018	2016
<i>Total Respondents</i>	1,203	1,248	968	570
Years in Santa Clarita (Q1)	%	%	%	%
Less than 5	13.3	12.7	18.6	12.1
5 to 9	13.9	12.4	10.4	12.2
10 to 19	22.7	25.2	23.8	32.8
20 or more	50.0	49.5	46.9	41.8
Prefer not to answer	0.1	0.2	0.2	1.0
Age (QD1)				
18 to 29	19.0	18.4	19.0	21.3
30 to 39	16.4	15.2	16.5	17.3
40 to 49	16.8	16.4	17.7	19.9
50 to 64	26.9	27.6	28.7	26.4
65 or older	20.8	18.7	18.1	14.3
Prefer not to answer	0.0	3.7	0.0	0.9
Child in Hsld (QD2)				
Yes	35.9	35.4	36.1	35.5
No	60.2	60.9	60.3	64.0
Prefer not to answer	3.9	3.7	3.6	0.5
Employment Status (QD3)				
Employed full-time	54.7	51.8	55.9	NA
Employed part-time	8.7	7.9	8.8	NA
Retired	19.9	21.1	18.1	NA
Other	11.2	13.0	13.5	NA
Prefer not to answer	5.4	6.1	3.7	NA
Work in Santa Clarita (QD4)				
Yes	25.3	23.6	22.3	31.1
No / Not employed / Retired	73.6	75.9	76.2	68.9
Prefer not to answer	1.1	0.4	1.5	0.0
Marital Status (QD5)				
Married	60.8	61.6	60.2	64.0
Not married	34.3	34.0	35.0	34.5
Prefer not to answer	4.9	4.4	4.8	1.5
Ethnicity (QD6)				
Caucasian / White	46.7	50.3	60.5	52.3
Latino / Hispanic	24.4	23.2	18.8	31.3
Asian American	9.5	10.4	5.9	9.3
Other / Mixed	11.1	11.1	8.0	4.4
Prefer not to answer	8.3	5.1	6.8	2.7
Homeownership Status				
Own	62.9	66.0	62.5	62.1
Rent	37.1	34.0	37.5	37.9
Gender				
Male	48.4	47.7	47.8	48.9
Female	48.5	49.0	47.5	51.1
Prefer not to answer	3.1	3.2	4.8	0.0
Community of Residence				
Newhall	12.8	13.1	11.3	16.2
Saugus	26.4	26.3	24.6	22.0
Canyon Country	31.6	30.8	30.6	36.0
Valencia	29.2	29.8	33.4	25.9



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 interacted with city staff in the past 12 months were asked about their interactions with staff. The questionnaire included with this report (see *Questionnaire & Toplines* on page 50) identifies skip patterns used during the interview to ensure that each respondent received the appropriate questions. It is also worth noting that most of the questions asked in the 2022 survey were tracked directly from the 2020 survey to allow the City to reliably assess its performance over time.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted phone Interviewing) programmed to assist interviewers when conducting the phone interviews. The CATI program automatically navigates 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 combinations of age, gender, partisanship, household party type, and area of the City. Based on this profile, individuals were then randomly selected 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.

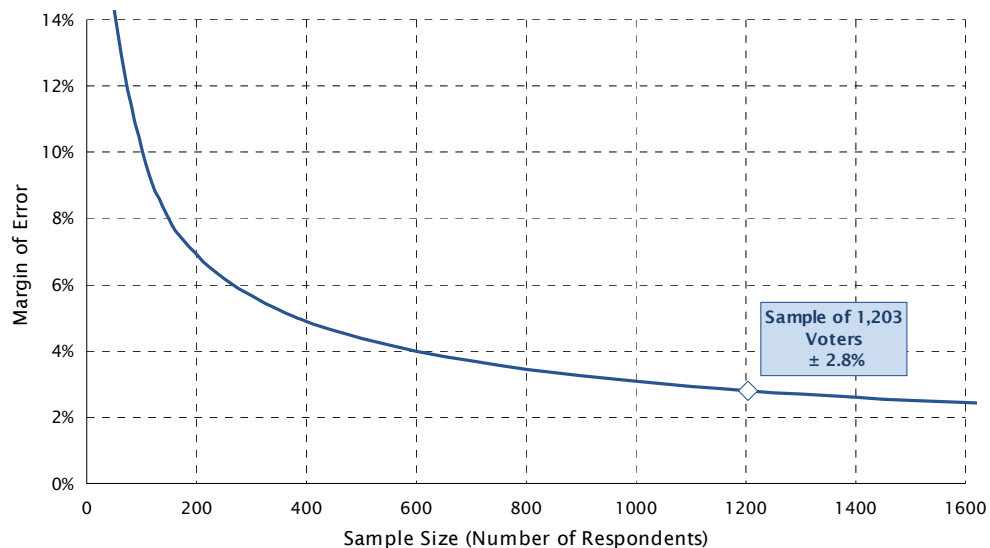
Residents were recruited to participate in the survey through multiple recruiting methods. Using a combination of mailed, emailed, and texted invitations, a random selection of individuals was initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted 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 phone calls to land lines and cell phone numbers of households that had yet to participate in the online survey as a result of the invitations.

Phone 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 1,203 completed surveys were gathered online and by phone in English and Spanish between May 11 and May 22, 2022.

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 1,203 voters for a particular question and what would have been found if all of the estimated 142,880 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 $\pm 2.8\%$ for questions answered by all 1,203 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 crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question. Due to rounding, some figures and narrative include numbers that add to more than or less than 100%.

QUESTIONNAIRE & TOPLINES



*City of Santa Clarita
Community Opinion Survey
Final Toplines (n=1,203)
May 2022*

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	3%
2	1 to 4 years	11%
3	5 to 9 years	14%
4	10 to 19 years	23%
5	20 years or longer	50%
99	Prefer not to answer	0%

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.

Public safety	23%
Overdevelopment, growth	20%
Traffic congestion	19%
Homelessness	16%
Not sure / Cannot think of anything specific	12%
Water issues, drought	7%
Affordable housing	6%
Environmental issues, preparedness	4%
Racial issues	3%
High cost of living	3%
Infrastructure, roads, streets	3%
Enforcing traffic laws	3%
Economy, jobs	2%
Education	2%

	Leadership, government	2%						
	Lack of variety of dining, shopping opportunities	2%						
Q3	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%	11%	2%	1%	0%	0%
B	Santa Clarita as a place to raise a family	45%	43%	8%	1%	1%	2%	1%
C	Santa Clarita as a place to retire	21%	32%	22%	11%	6%	7%	1%
D	Santa Clarita as a place to work	21%	35%	21%	7%	3%	13%	2%
E	The overall quality of life in Santa Clarita	29%	55%	12%	2%	1%	0%	0%
Q4	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	17%						
	Not sure / Cannot think of anything specific	16%						
	Reduce traffic congestion	10%						
	Address homeless issues	7%						
	Improve public safety	6%						
	Provide more affordable housing	5%						
	Support police, get own police dept, more police presence	5%						
	Improve, maintain infrastructure, roads, streets	4%						
	No changes needed / Everything is fine	4%						
	Improve City government, leadership	3%						
	Improve cultural diversity, address racial inequality	3%						
	Provide more community events, activities for all ages	3%						
	Enforce traffic laws	3%						
	Provide more variety of high-end restaurants, shopping opportunities	3%						
	Improve economy, jobs, small-business friendly	3%						
	Improve schools, education	2%						
	Reduce taxes, fees	2%						
	Provide more entertainment options, nightlife	2%						
	Provide, improve parks, recreation facilities	2%						

Clean-up, beautify City, landscape	2%
Synchronize traffic lights	2%
Improve planning, diversity of development, design	2%
Address environmental concerns, preparedness	2%
Reduce cost of living	2%
Improve public transportation	2%
Address water issues	2%

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? *Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?*

1	Very satisfied	32%
2	Somewhat satisfied	48%
3	Somewhat dissatisfied	10%
4	Very dissatisfied	3%
98	Not sure	7%
99	Prefer not to answer	0%

Ask Q6 if Q5 = (1,2).

Q6 Why would you say you are **satisfied** with the job the City of Santa Clarita is doing providing city services? *Verbatim responses recorded and later grouped into categories shown below.*

Beautiful, clean city, no graffiti, well-landscaped	21%
Everything is great, no problems	19%
Not sure / No particular reason	15%
High quality, responsive City services	10%
Public safety, low crime rate	9%
Parks, rec facilities	8%
New, well-maintained infrastructure	7%
Satisfied, but always room for improvement	7%
Community events, activities	6%
County Sheriff, Fire Department services	3%
Bike lanes, trails	2%
Public library	2%
Schools, educational opportunities	2%
Addressing homeless issues	2%

<i>Ask Q7 if Q5 = (3,4).</i>							
Q7	Why would you say you are dissatisfied with the job the City of Santa Clarita is doing providing city services? Verbatim responses recorded and later grouped into categories shown below.						
	Slow, inadequate response to resident needs, requests	14%					
	Traffic congestion	10%					
	Level of services, responsiveness imbalance across communities	10%					
	Homeless issues	9%					
	Public safety, need more emergency personnel, police services	9%					
	Insufficient services, programs / Unaware	8%					
	Not sure / No particular reason	7%					
	Too much growth, development	6%					
	Poor upkeep, landscaping of public areas	5%					
	Poor road, street maintenance	5%					
	Not enough transit services	5%					
	Water issues, shortage, drought concerns	5%					
	City communication, transparency	4%					
	Environmental issues, emergency preparedness	3%					
	Lacking affordable services for youths, seniors	2%					
	Not enough health services, support	2%					
	High cost of living, fees	2%					
	Parking issues	2%					
	Improve leadership, government	2%					
	Not enough traffic patrol, enforcement of traffic laws	2%					
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.						
	<i>Randomize.</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Managing traffic congestion	68%	24%	7%	1%	0%	0%
B	Providing parks and recreation facilities	44%	41%	14%	0%	0%	0%
C	Being fiscally responsible with the City's budget	61%	29%	7%	1%	2%	0%
D	Providing Sheriff or police services	67%	22%	7%	3%	0%	0%

E	Providing fire protection and prevention services	73%	24%	2%	0%	1%	0%
F	Communicating and providing information on City programs	31%	38%	27%	2%	0%	0%
G	Preserving open space	50%	31%	17%	2%	0%	0%
H	Beautifying roadways and medians, including landscaping, litter removal, and graffiti removal	42%	36%	19%	2%	0%	0%
I	Protecting the environment	49%	32%	15%	3%	1%	0%
J	Providing library services	31%	41%	22%	5%	0%	0%
K	Addressing youth drug use	48%	32%	16%	3%	1%	0%
L	Providing trails and paseos (puh-SAY-ohs) for public use	41%	34%	22%	2%	1%	0%
M	Maintaining city streets and sidewalks	58%	34%	7%	1%	0%	0%
N	Providing special events like the Cowboy Festival, summer concerts, Senses, and cultural events	19%	34%	35%	11%	1%	0%
O	Providing public transit and transportation services	32%	38%	24%	6%	1%	0%
P	Providing sports and recreation programs	33%	38%	25%	4%	0%	0%
Q	Providing homeless services	40%	31%	18%	9%	1%	1%
R	Providing diversity and inclusion programs	29%	26%	23%	19%	1%	1%
S	Preparing for and managing emergencies	63%	30%	5%	0%	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	13%	32%	28%	22%	3%	1%
B	Provide parks and recreation facilities	52%	40%	4%	2%	2%	0%
C	Be fiscally responsible with the City's budget	24%	41%	9%	4%	21%	2%
D	Provide Sheriff or police services	41%	38%	11%	6%	4%	1%
E	Provide fire protection and prevention services	46%	38%	7%	2%	6%	1%
F	Communicate and provide information on City programs	29%	48%	11%	4%	7%	1%
G	Preserve open space	32%	43%	11%	6%	8%	1%

H	Beautify roadways and medians, including landscaping, litter removal, and graffiti removal	42%	43%	9%	3%	2%	1%
I	Protect the environment	26%	39%	15%	4%	14%	2%
J	Provide library services	44%	39%	5%	1%	9%	1%
K	Address youth drug use	15%	32%	18%	7%	26%	3%
L	Provide trails and paseos for public use	51%	40%	4%	1%	3%	1%
M	Maintain city streets and sidewalks	38%	45%	11%	3%	2%	1%
N	Provide special events like the Cowboy Festival, summer concerts, Senses, and cultural events	34%	45%	7%	2%	10%	2%
O	Provide public transit and transportation services	30%	41%	10%	4%	14%	1%
P	Provide sports and recreation programs	40%	43%	5%	1%	9%	2%
Q	Provide homeless services	12%	28%	24%	13%	20%	3%
R	Provide diversity and inclusion programs	18%	32%	13%	8%	24%	7%
S	Prepare for and manage emergencies	32%	41%	7%	2%	15%	1%

Section 4: Customer Service & Trust

Q10	In the past 12 months, have you been in contact with staff from the City of Santa Clarita?					
	1	Yes	28%		Ask Q11	
	2	No	67%		Skip to Q12	
	98	Not sure	4%		Skip to Q12	
	99	Prefer not to answer	1%		Skip to Q12	
Q11	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%	27%	12%	1%
B		Professional	72%	23%	3%	1%
C		Accessible	62%	30%	6%	2%

Q12	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.					
	Here is the (first/next) one: _____. Do you trust or not trust 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	26%	54%	11%	5%	3%
B	The State of California	14%	32%	17%	33%	4%
C	The County of Los Angeles	10%	35%	23%	27%	4%
D	The United States Federal Government	11%	36%	21%	29%	5%

Section 5: Economic Development			
Q13	Thinking of the retail stores and restaurants that your household visits <u>outside</u> of the City, are there any that you would like to have available in Santa Clarita?		
	1	Yes	64%
	2	No	17%
	98	Not Sure	17%
	99	Prefer not to answer	1%
Q14	What are the names of the retail stores or restaurants you would most like to have located in Santa Clarita? <i>Verbatim responses recorded and later grouped into categories shown below.</i>		
	Small coffee, baked goods cafes		26%
	Variety of ethnic, restaurants, supermarkets		15%
	Fast food restaurant chains		14%
	Upper-scale restaurant chains		14%
	High-end larger apparel, department stores		10%
	Family restaurant chains		10%
	Specialty goods stores		9%
	Upper-scale clothing stores, boutiques		8%
	Gourmet, organic specialty grocery stores		7%
	Large discount stores		6%
	Locally owned, non-chain businesses		6%
	Contemporary casual cuisine		5%
	Vegan, healthy restaurants		5%
	Not sure / Cannot think of anything specific		5%

Entertainment centers, areas	4%
Any additional stores, restaurants	4%
Sports stores	3%
Donut, ice cream shops	3%
Grocery chains	2%
Breweries, sports bars, liquor stores	2%
Shoe stores	2%

Section 6: Communication

Q15 Where do you get your information about news and issues facing Santa Clarita? *Don't read list. Record up to first 3 responses.*

Social Media	29%
The Signal / Santa Clarita Valley Signal	25%
Internet in general	12%
KHTS-AM 1220	10%
Word of mouth/friends/associates	10%
Do not receive info about City	10%
Magazine of Santa Clarita	8%
Local television news	7%
Not sure, cannot think of anything specific	7%
Seasons / City Newsletter	6%
Other source	6%
TV News	6%
City's website (www.santa-clarita.com)	5%
Mail / Flyers / Brochures (unspecified)	5%
Radio	4%
Email / City emails	4%
NextDoor.com	3%
Local newspaper (unspecified)	3%
Los Angeles Times	2%
SCVTV / SCV News / Public Access TV	2%
Newsbreak App / City app	2%
Local magazine (unspecified)	2%

Q16		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	26%			
	2	Somewhat satisfied	49%			
	3	Somewhat dissatisfied	13%			
	4	Very dissatisfied	4%			
	98	Not sure	7%			
	99	Prefer not to answer	1%			
Q17		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	E-mail		47%	38%	12%	4%
B	Social Media sites such as Facebook, Twitter, Instagram, and TikTok		47%	31%	18%	4%
C	A Smart Phone application that would allow you to communicate with the City, report issues, and receive updates		59%	27%	9%	4%
D	City website		43%	42%	12%	3%
E	Newsletters and other materials mailed directly to your house		41%	40%	15%	3%
F	Advertisements in local papers		15%	40%	41%	5%
G	Text messages		39%	35%	21%	5%
H	Town hall style meetings		20%	46%	27%	7%
I	Public service announcements on local radio stations		20%	41%	34%	5%
<i>Ask Q18 if Q17b = (1,2).</i>						
Q18		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? <i>Verbatim responses recorded and later grouped into categories shown below.</i>				
	Facebook in general		32%			
	Instagram in general		22%			
	Not sure, can't remember		20%			
	Twitter		8%			
	SCV Signal		3%			
	City Facebook page		2%			
	City website		2%			

	KHTS		2%
	Nextdoor		2%
	Email		1%
	Google		1%
	YouTube		1%
	Signal newspaper		1%
	Website (in general)		1%
	City Instagram page		1%
	All social media		1%
	TikTok		1%
Q19	In the past year, did your household receive the City's newsletter, called <i>Seasons</i> ?		
	1	Yes	75% Ask Q20
	2	No	12% Skip to D1
	98	Not sure	13% Skip to D1
	99	Prefer not to answer	0% Skip to D1
Q20	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	46%
	2	Sometimes	33%
	3	Rarely	14%
	4	Never	7%
	98	Not sure	1%
	99	Prefer not to answer	0%

Section 7: 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	17%
	50 to 64	27%
	65 or older	21%

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	55% Ask D4
	2	Employed part-time	9% Ask D4
	3	Student	5% Skip to D5
	4	Homemaker	4% Skip to D5
	5	Retired	20% Skip to D5
	6	In-between jobs	3% Skip to D5
	98	Not sure	0% Skip to D5
	99	Prefer not to answer	5% Skip to D5
D4	Do you work in the City of Santa Clarita?		
	1	Yes	40%
	2	No	58%
	99	Prefer not to answer	2%
D5	Are you married?		
	1	Yes	61%
	2	No	34%
	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	47%
	2	Latino/Hispanic	24%
	3	African-American/Black	4%
	4	American Indian or Alaskan Native	<1%
	5	Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	10%
	6	Pacific Islander	1%
	7	Middle Eastern	1%
	8	Mixed Heritage	4%
	98	Other	1%
	99	Prefer not to answer	8%
Thanks so much for participating in this important survey! This survey was conducted for the City of Santa Clarita.			

Variables from Sample			
S1	Gender		
	1	Male	48%
	2	Female	48%
	3	Prefer not to answer	3%
S2	Homeownership Status		
	1	Own	63%
	2	Rent	37%
S3	Community of Residence		
	1	Newhall	13%
	2	Saugus	26%
	3	Canyon Country	32%
	4	Valencia	29%
S4	Survey Language		
	1	English	96%
	2	Spanish	4%