



TABLE OF CONTENTS

Table of Contents	i
List of Tables	iii
List of Figures	iv
Introduction	1
Purpose of Study	1
Statistical Significance	2
Overview of Methodology.....	2
Organization of Report.....	2
Acknowledgements	2
Disclaimer	2
About True North.....	3
Just the Facts	4
Quality of Life.....	4
City Services.....	4
Customer Service & Trust.....	5
Economic Development	5
Communication	5
Conclusions	6
Quality of Life	10
Most Important Issue Facing Santa Clarita	10
Question 2	10
Overall Quality of Life.....	11
Question 3	11
Changes to Improve Santa Clarita.....	13
Question 4	13
City Services	15
Overall Satisfaction.....	15
Question 5	15
Question 6	17
Question 7	18
Specific Services.....	18
Question 8	19
Question 9	21
Differentiators of Opinion	22
Performance Needs & Priorities	23
Customer Service & Trust	26
Contact with City Staff	26
Question 10	26
Assessment of City Staff.....	28
Question 11	28
Trust in Government	28
Question 12	28
Economic Development	31
Question 13	31
Question 14	33
Communication	34
Information Sources.....	34
Question 15	34
Satisfaction With Communication	35
Question 16	35
Communication Preferences.....	37
Question 17	37

Preferred Social Media Site 39
 Question 18 39
 Seasons Newsletter 40
 Question 19 40
 Seasons Readership 41
 Question 20 42
Background & Demographics 44
Methodology 45
 Questionnaire Development 45
 Programming, Pre-Test & Translation 45
 Sample, Recruiting & Data Collection 45
 Margin of Error due to Sampling 46
 Data Processing & Weighting 46
 Rounding 47
Questionnaire & Toplines 48



LIST OF TABLES

Table 1	Changes to Improve Santa Clarita by Study Year	14
Table 2	Importance of Services by Study Year	20
Table 3	Satisfaction With Services by Study Year	21
Table 4	Satisfaction With Services by Overall Satisfaction With City	22
Table 5	Resident Service Needs & Priorities Matrix.	24
Table 6	Trust in Government by Study Year	29
Table 7	Information Sources by Study Year	35
Table 8	Effectiveness of Communication Efforts by Study Year (Showing % Very Effective) .	38
Table 9	Effectiveness of Communication Efforts by Overall Satisfaction & Satisfaction With Communication (Showing % Very Effective)	38
Table 10	Effectiveness of Communication Efforts by Age & Child in Hsld (Showing % Very Effective)	38
Table 11	Demographics of Sample by Survey Year.	44



LIST OF FIGURES

Figure 1	Most Important Issue Facing Community	10
Figure 2	Rating Santa Clarita	11
Figure 3	Overall Quality of Life by Study Year	11
Figure 4	Overall Quality of Life by Years in Santa Clarita & City Newsletter Readership	12
Figure 5	Overall Quality of Life by Age, Gender, Survey Language & Child in Hsld	12
Figure 6	Overall Quality of Life by Ethnicity, Community of Residence & Homeownership Status	13
Figure 7	Changes to Improve Santa Clarita	13
Figure 8	Overall Satisfaction by Study Year	15
Figure 9	Overall Satisfaction by Years in Santa Clarita & City Newsletter Readership	16
Figure 10	Overall Satisfaction by Age, Gender, Survey Language & Child in Hsld	16
Figure 11	Overall Satisfaction by Ethnicity, Community of Residence & Homeownership Status	16
Figure 12	Reasons for Satisfaction	17
Figure 13	Reasons for Dissatisfaction	18
Figure 14	Importance of Services	19
Figure 15	Satisfaction With Services	21
Figure 16	Resident Service Needs	24
Figure 17	Contact With City Staff in Past 12 Months by Study Year	26
Figure 18	Contact With City Staff in Past 12 Months by Years in Santa Clarita, Child in Hsld & Homeownership Status	27
Figure 19	Contact With City Staff in Past 12 Months by Age, Gender & Survey Language	27
Figure 20	Contact With City Staff in Past 12 Months by Ethnicity & Community of Residence	27
Figure 21	Perception of City Staff	28
Figure 22	Trust in Government	28
Figure 23	Trust Santa Clarita by Years in Santa Clarita, Homeownership Status & Overall Satisfaction	29
Figure 24	Trust Santa Clarita by Community of Residence & Employment Status	30
Figure 25	Trust Santa Clarita by Age, Marital Status & Survey Language	30
Figure 26	Desire Additional Stores, Restaurants in City	31
Figure 27	Desire Additional Stores, Restaurants in City by Years in Santa Clarita, Child in Hsld, Homeownership Status & Overall Satisfaction	31
Figure 28	Desire Additional Stores, Restaurants in City by Age, Gender & Survey Language	32
Figure 29	Desire Additional Stores, Restaurants in City by Ethnicity, Community of Residence & Work in Santa Clarita	32
Figure 30	Additional Stores, Restaurants in City	33
Figure 31	Information Sources	34
Figure 32	Satisfaction With Communication by Study Year	35
Figure 33	Satisfaction With Communication by Years in Santa Clarita, City Newsletter Readership & Homeownership Status	36
Figure 34	Satisfaction With Communication by Age, Gender, Survey Language & Overall Satisfaction	36
Figure 35	Satisfaction With Communication by Ethnicity & Community of Residence	37
Figure 36	Effectiveness of Communication Efforts	37
Figure 37	Preferred Social Media Site	39
Figure 38	Received Seasons Newsletter in Past Year by Study Year	40
Figure 39	Received Seasons Newsletter by Years in Santa Clarita, Child in Hsld, Homeownership Status & Satisfaction With Communication	40
Figure 40	Received Seasons Newsletter by Age, Gender, Survey Language & Overall Satisfaction	41
Figure 41	Received Seasons Newsletter by Ethnicity & Community of Residence	41

Figure 42 Frequency of Reading Seasons Newsletter by Study Year 42

Figure 43 Frequency of Reading Seasons Newsletter by Years in Santa Clarita, Child in
Hsld, Homeownership Status & Satisfaction With Communication 42

Figure 44 Frequency of Reading Seasons Newsletter by Age, Gender, Survey Language &
Overall Satisfaction 43

Figure 45 Frequency of Reading Seasons Newsletter by Ethnicity & Community of
Residence 43

Figure 46 Maximum Margin of Error 46





INTRODUCTION

Listed by CNN Money as one of the “Best Places to Live”¹, the City of Santa Clarita (City) is located 35 miles northwest of downtown Los Angeles and is home to an estimated 221,932 residents². 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 35 parks, 100 miles of trails and paseos, nearly 9,000 acres of preserved open space, three libraries, two community centers, the Aquatic Center, and a skate park, as well as hundreds of sports and recreation programs.

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. MONEY Magazine: Best places to live 2006: Top 100 1-25. (n.d.). Retrieved from <https://money.cnn.com/magazines/moneymag/bplive/2006/top100/>
2. California Department of Finance estimate, May 2020.

This is not the first statistically reliable community survey conducted for the City. Similar studies were conducted in 2016 and 2018, and many of the questions included in the 2020 survey were tracked from those 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 two studies.

STATISTICAL SIGNIFICANCE Many figures and tables in this report present the results of questions asked in 2020 alongside the results found in the 2018 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 (2018) and the current (2020)—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 2020.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 45). In brief, the survey was administered to a random sample of 1,248 registered voters who reside within the City. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, and phone) and multiple data collection methods (phone and online). Administered in English and Spanish between July 23 and August 8, 2020, 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 48), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City 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 Founded in 2002, 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, organizational development, establishing fiscal priorities, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies, including more than 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 COVID-19 issues and concerns (19%), followed by traffic congestion (16%), growth and development (16%), public safety concerns (13%), racial inequality (9%), and homelessness (5%).
- 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 (86% excellent or good), as a place to live (85%), and the overall quality of life in the City (82%).
- Although still rated favorably by more than half of respondents, residents provided somewhat softer ratings for Santa Clarita as a place to retire (52%) and a place to work (57%).
- When asked to indicate the one thing that city government could *change* to make Santa Clarita a better place to live, approximately one-quarter of respondents could not think of any desired changes (19%) or reported that no changes are needed (6%).
- Among specific changes desired, the most common were limiting growth and development (13%), reducing traffic congestion (7%), improving cultural diversity and addressing racial inequality (5%), and improving public safety (5%), and providing more affordable housing (5%).

CITY SERVICES

- The vast majority (88%) of Santa Clarita residents who provided an opinion indicated they were either very (39%) or somewhat (48%) satisfied with the City's efforts to provide municipal services, whereas approximately 12% were dissatisfied.
- Approximately one-quarter (25%) 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 19% referenced the City's high quality, responsive public services. Other specific reasons included the City's new and/or well-maintained infrastructure (9%), parks and recreation facilities (9%), public safety and low crime rate (8%), community events and activities (7%), and the County Sheriff and/or Fire Department services (6%).
- Among residents generally *dissatisfied* with the City's performance, a perceived imbalance of services and responsiveness across local communities (11%), growth and development (9%), upkeep and landscaping of public areas (9%), homelessness (8%), and concerns with racial and cultural diversity (8%) were the top reasons cited for being dissatisfied.
- 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 (94%) maintaining city streets and sidewalks (92%), being fiscally responsible with the City's budget (92%), and managing traffic congestion (89%).
- Asked about satisfaction with the same 19 services, residents were most satisfied with the City's efforts to provide library services, maintain city streets and sidewalks, provide fire protection and prevention services, and provide trails and paseos for public use (each 93% very or somewhat satisfied), followed closely by provide Sheriff or police services (91%).

- Respondents were less satisfied with the City's efforts to manage traffic congestion (56%), provide homeless services (58%), provide diversity and inclusion programs (66%), and communicate and provide information on City programs (67%).

CUSTOMER SERVICE & TRUST

- Twenty-nine percent (29%) 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 are professional (93%), accessible (91%), and helpful (86%).
- Eight-in-ten (81% of) residents said that they strongly (27%) or somewhat (54%) trust the City of Santa Clarita. Approximately 16% indicated they somewhat or strongly distrust the City, whereas the remaining 3% were unsure or did not provide a response.
- Trust ratings were substantially lower for each of three other government organizations tested, with 51% of respondents reporting that they trust the County of Los Angeles and the State of California, and 43% indicating trust for the United States Federal Government.

ECONOMIC DEVELOPMENT

- Six-in-ten (60% 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 businesses they would most like to have located in Santa Clarita, the most commonly mentioned types were small coffee and baked goods cafes (cited by 25% of respondents who desired additional businesses in the City), fast food restaurant chains (18%), high-end apparel and department stores (16%), a variety of ethnic cuisine restaurants and supermarkets (15%), and upper-scale restaurant chains (12%).

COMMUNICATION

- The most frequently cited source for city information was the Santa Clarita Valley Signal, mentioned by 33% of respondents, followed closely by social media (30%). The Internet (15%), local television news (12%), KHTS-AM 1220/radio (12%), and word of mouth (9%) were also common mentions.
- Overall, 74% 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 website as the most effective way for the City to communicate with them (87% very or somewhat effective), followed closely by email (86%) and a smart phone app (86%).
- 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 (41%).
- Close to three-quarters (74%) of respondents indicated that their household had received the City's newsletter in the past year.
- Among all respondents, 35% indicated they always read *Seasons* when it arrives, 25% said sometimes, 9% 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 period of time between the 2018 Community Opinion Survey and the current study was punctuated by difficult and dramatic events in Santa Clarita, including large-scale wildfires, the COVID-19 pandemic, and the shuttering of non-essential businesses to curb the spread of the disease. Against this turbulent backdrop, residents' opinions of their community and city government remained remarkably stable. Santa Clarita residents continue to be considerably satisfied with the City's efforts to provide municipal services and facilities, and the quality of life in the City.

Nearly nine-in-ten (88% of) residents with an opinion indicated they were satisfied with the City's overall efforts to provide municipal services in 2020, virtually identical to the figure recorded in 2018 (87%)—although the *intensity* of satisfaction was significantly higher in the current study (39% vs. 35% very satisfied). This 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 specific services. For 17 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 85% of residents (see *Performance Needs & Priorities* on page 23).

Through this consistent high-quality provision of services and facilities, the City has secured the trust of the overwhelming majority of its residents—with 81% indicating that they trust the City of Santa Clarita in 2020. For perspective, compare this finding with resident trust levels for other government organizations tested in this study, and we find that just over half of Santa Clarita residents trust the County of Los Angeles and the State of California (51% each), whereas only 43% trust the US Federal Government.

The City's solid performance has also contributed to a high quality of life for residents. The vast majority (82%) of residents surveyed rated the overall quality of life in Santa Clarita as excellent or good, a figure that

also remained steady between 2018 and 2020. Further, almost nine-in-ten respondents rated the City as an excellent or good place to raise a family (86%) and place to live (85%). These sentiments were widespread, with the percentage who rated the quality of life as excellent or good ranging from 66% and 87% across all resident 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-quarter of residents surveyed, were 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. Just under one-third of 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 were professional (93%), accessible (91%), 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 13), the list of services and their priority status for future attention (see *Performance Needs & Priorities* on page 23), 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 22) the themes of managing growth and development, reducing traffic congestion, preserving open space and protecting the environment, upkeep and beautification of roadways, medians, and public areas, addressing homelessness, and providing diversity and inclusion programs stood out as key areas of opportunity and interest for residents. Worth mentioning is that although reducing traffic congestion was also a top priority in the 2018 study, resident satisfaction has increased significantly in the past two years for this service area, up 17 percentage points in 2020.

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 some residents are simply unaware of elements of the City's General Plan that provide guidance on open space preservation, circulation, land use, and housing objectives and requirements. Choosing the appropriate balance of actual service improvements and efforts to raise public awareness on these matters will be key to maintaining and improving residents' overall satisfaction in the future.

It is also important to keep in mind that although these areas represent opportunities to improve resident satisfaction, the City should not oversteer. Indeed, the primary takeaway from this 2020 study is that the City does many things very well, and the emphasis should be on continuing to perform at that high level in those areas. The vast majority of residents were pleased with the City's efforts to provide services, programs, and facilities and have a favorable opinion of the City's performance in most areas. The *top priority* for the City should thus be to do what it takes to maintain the high quality of services that it currently provides.

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

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

Against this backdrop of declining satisfaction with public agency communications in general, the 2020 survey results indicate that the City of Santa Clarita is doing an admirable job communicating with its residents. Approximately three-quarters (74%) of residents said they were satisfied with the City's efforts to communicate through newsletters, the Internet, local media, social media, and other means—up from 70% in 2018. Even among the minority of residents displeased with the City's *overall* performance in providing municipal services, almost half (46%) 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 six-in-ten residents surveyed reporting that they always (35%) or sometimes (25%) read *Seasons* when it arrives.

Looking to the future, there are a variety of communication methods that residents generally viewed as being effective ways for the City to communicate with them (see *Communication Preferences* on page 37). Some of these methods the City appears to already be using effectively, including the City’s website and email. Others, such as Smart Phone applications—e.g., the Resident Service Center app—may require additional and ongoing investments from the City, but were widely noted by residents as being an effective means for the City to communicate with them.

Finally, as mentioned in the opening paragraph of this section, it is worth noting that communication preferences undoubtedly vary according to the topic at hand and the particular demographic of interest. For example, when communicating information that pertains to the community as a whole, such as managing traffic congestion, mediums that reach and appeal to the broadest range of residents will likely be the most effective methods (such as email and direct mail). However, as the topic becomes more specifically targeted, so too should the method of dissemination. For example, informing residents about a recreation or community event focused on younger adult residents or those with young children in the home, such as the SCV Arts Run, might be best accomplished via smart phone apps and social media (see tables 9 and 10 on page 38 for examples of how communication preferences differ between demographic subgroups).

QUALITY OF LIFE

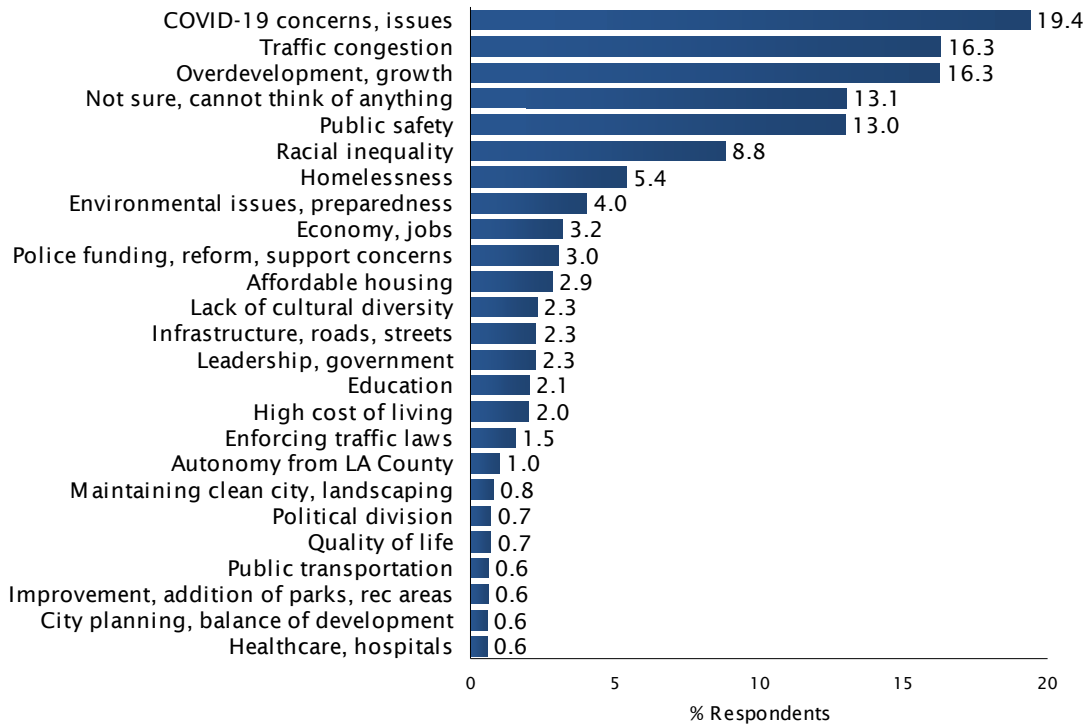
The opening series of questions in the survey was designed to assess residents' top of mind opinions about the most important issues facing Santa Clarita, perceived quality of life in the City, and ways the city government could improve the overall quality of life in the community.

MOST IMPORTANT ISSUE FACING SANTA CLARITA At the outset of the interview, respondents were asked to indicate the most important issue facing the Santa Clarita community. Question 2 was posed in an open-ended manner, 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 COVID-19 issues and concerns as the most important issue facing the community (19%), followed by traffic congestion (16%), growth and development (16%), public safety concerns (13%), racial inequality (9%), and homelessness (5%). Approximately 13% of residents were unsure/could not think of any important issues. Worth mentioning is that the top three issues in the 2018 study were traffic congestion, growth, and public safety—similar to 2020 with the exception of COVID-19, which has taken over as the most important issue.

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

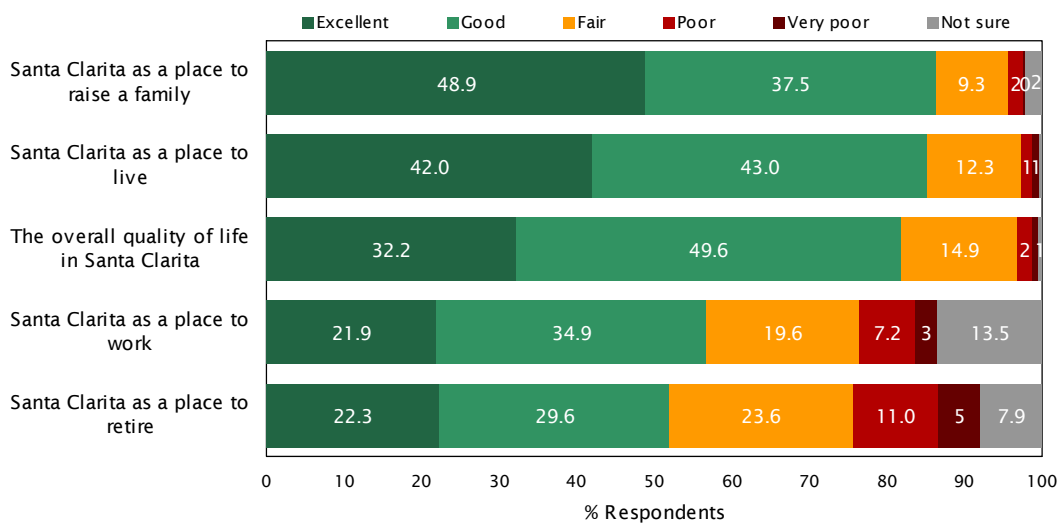
FIGURE 1 MOST IMPORTANT ISSUE FACING COMMUNITY



OVERALL QUALITY OF LIFE Santa Clarita residents were next asked to rate the City on a number of key dimensions, including overall quality of life, as a place to raise a family, and as a place to work, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 2, 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 (86% excellent or good), as a place to live (85%), and the overall quality of life in the City (82%). Although still rated favorably by more than half of respondents, residents provided somewhat softer ratings for Santa Clarita as a place to retire (52%) and a place to work (57%).

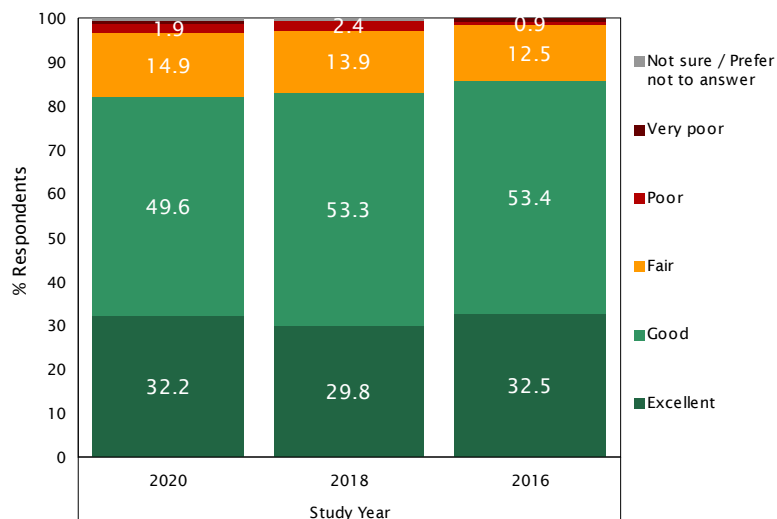
Question 3 How would you rate: _____? Would you say it is excellent, good, fair, poor, or very poor?

FIGURE 2 RATING SANTA CLARITA



As shown in Figure 3, the percentage of residents who rated the overall quality of life in Santa Clarita as excellent or good has changed very little since 2016.

FIGURE 3 OVERALL QUALITY OF LIFE BY STUDY YEAR



Figures 4 through 6 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 66% excellent or good to a high of 87%. Compared with their respective counterparts, quality of life ratings were somewhat higher among residents who had lived in the City less than 5 years, those who always or sometimes read the City newsletter, those 30 years of age and older, residents who took the survey in English, those who identified their ethnicity as Asian American and those of some 'other' ethnicity, respondents in the Valencia area, and homeowners.

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

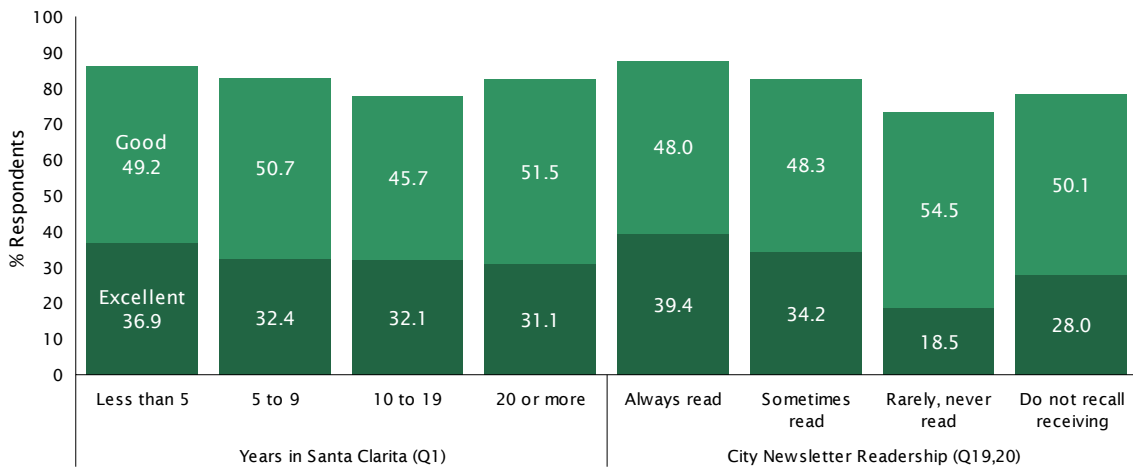


FIGURE 5 OVERALL QUALITY OF LIFE BY AGE, GENDER, SURVEY LANGUAGE & CHILD IN HSLD

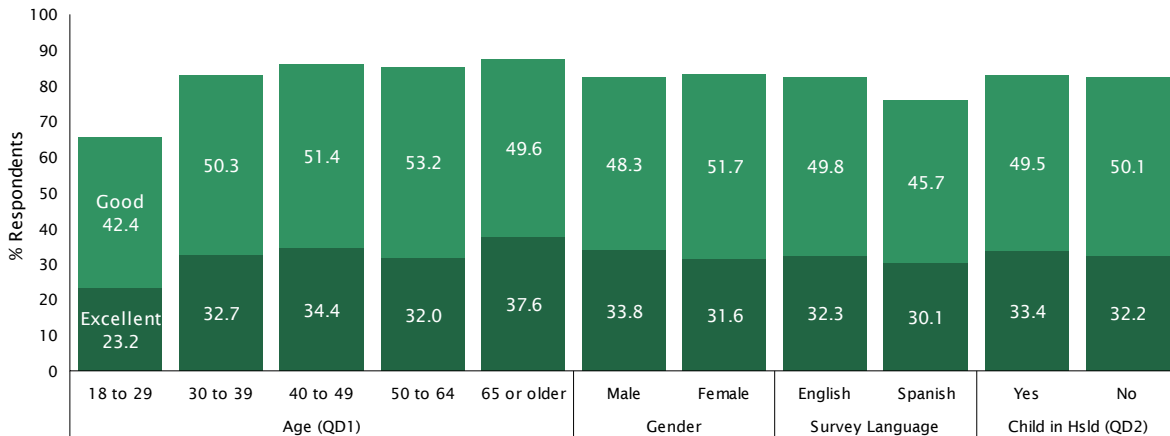
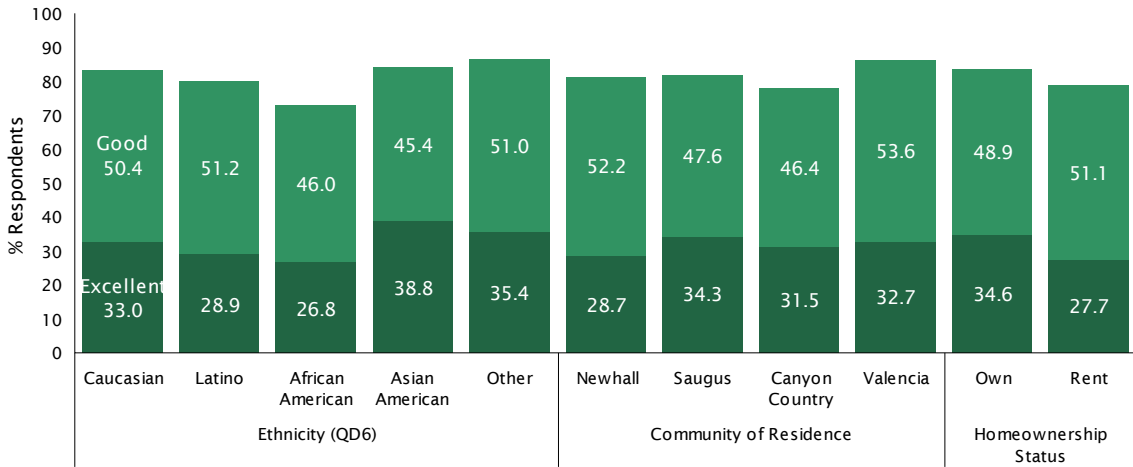


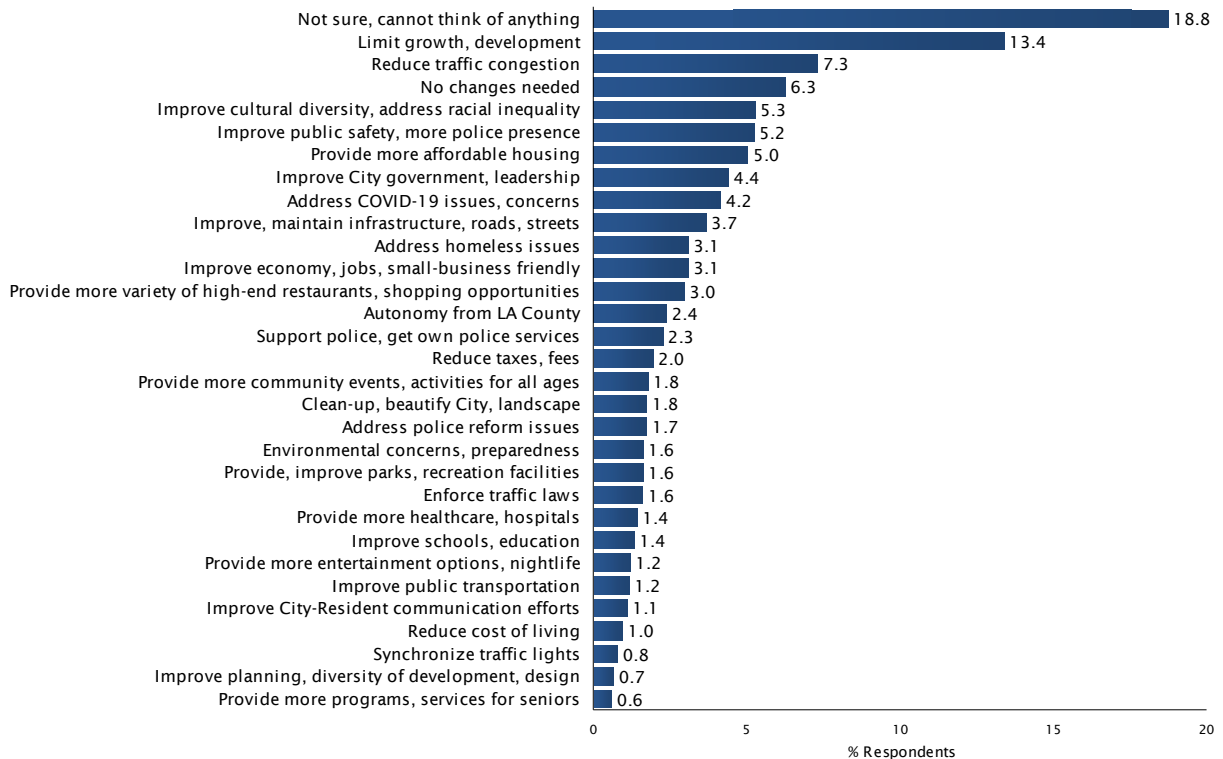
FIGURE 6 OVERALL QUALITY OF LIFE BY ETHNICITY, COMMUNITY OF RESIDENCE & HOMEOWNERSHIP STATUS



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-quarter of respondents could not think of any desired changes (19%) or reported that no changes were needed (6%), 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 (13%), reducing traffic congestion (7%), improving cultural diversity and addressing racial inequality (5%), and improving public safety, including increased police presence (5%), and providing more affordable housing (5%). No other single issue was mentioned by at least 5% of respondents. Worth noting is that although COVID-19 was the most frequently-cited top issue (see *Most Important Issue Facing Santa Clarita* on page 10), only 4% of respondents mentioned addressing COVID-19 issues and concerns as a change for local government to make the City a better place to live.

Table 1 provides the top ten responses to Question 4 in the 2020 and 2018 surveys. Limiting growth and development, reducing traffic congestion, improving public safety, and providing more affordable housing remained among the top-five specific changes requested in 2020, whereas mentions of addressing COVID-19 concerns and improving cultural diversity and addressing racial inequality were new to the list in the current study.

TABLE 1 CHANGES TO IMPROVE SANTA CLARITA BY STUDY YEAR

Study Year	
2020	2018
Not sure, cannot think of anything	Limit growth, development
Limit growth, development	Reduce traffic congestion
Reduce traffic congestion	Not sure, cannot think of anything
No changes needed	Provide more affordable housing
Improve cultural diversity, address racial inequality	Improve, maintain infrastructure, roads, sidewalks
Improve public safety, more police presence	Improve public safety, more police presence
Provide more affordable housing	Improve economy, jobs, business
Improve City government, leadership	No changes needed
Address COVID-19 issues, concerns	Address homeless issues
Improve, maintain infrastructure, roads, sidewalks	Reduce taxes, fees, Mello-Roos

CITY SERVICES

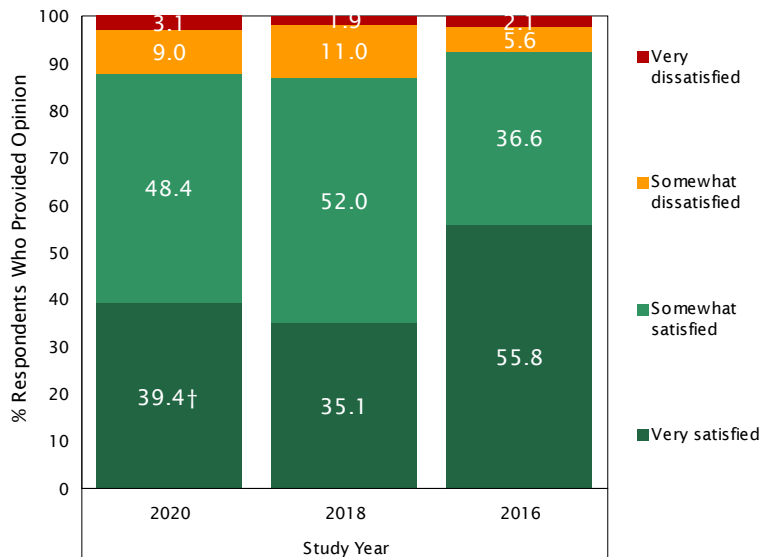
After measuring respondents’ perceptions of the quality of life in Santa Clarita and overall top issues facing the City, the survey next turned to assessing opinions about the City’s performance in providing various municipal services.

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 (88%) of Santa Clarita residents who provided an opinion indicated they were either very (39%) or somewhat (48%) satisfied with the City’s efforts to provide municipal services in 2020, whereas approximately 12% were dissatisfied. Compared with 2018 there was a statistically significant increase in the percentage of respondents who said they were *very* satisfied.

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 2018 and 2020 studies.

The next three figures display how residents’ opinions about the City’s overall performance in providing municipal services varied across a variety 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 75% to a high of 93%.

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

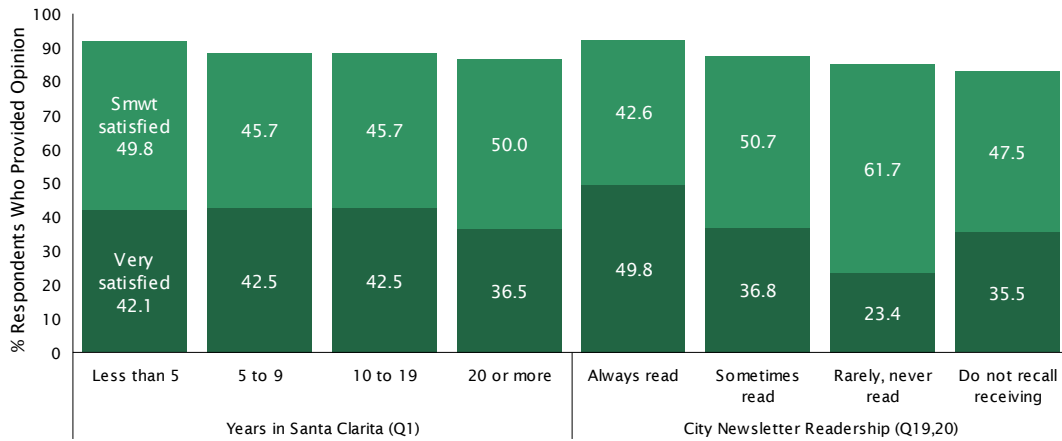


FIGURE 10 OVERALL SATISFACTION BY AGE, GENDER, SURVEY LANGUAGE & CHILD IN HSLD

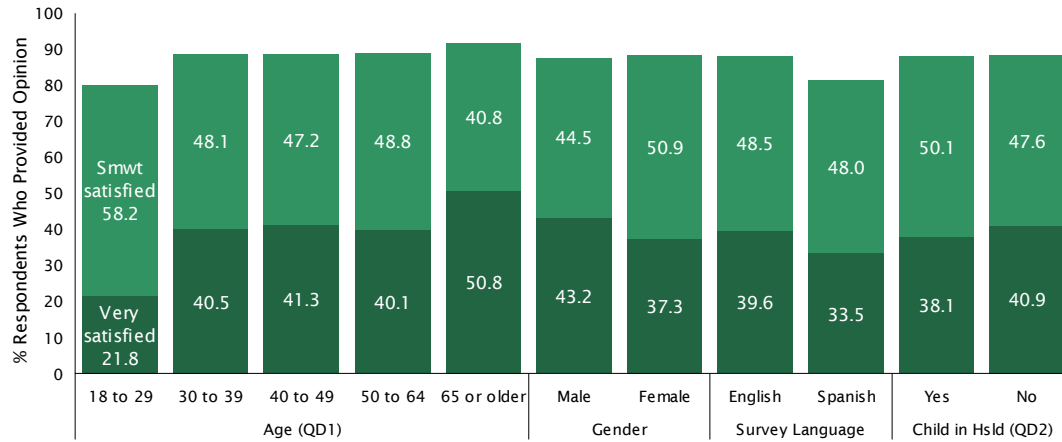
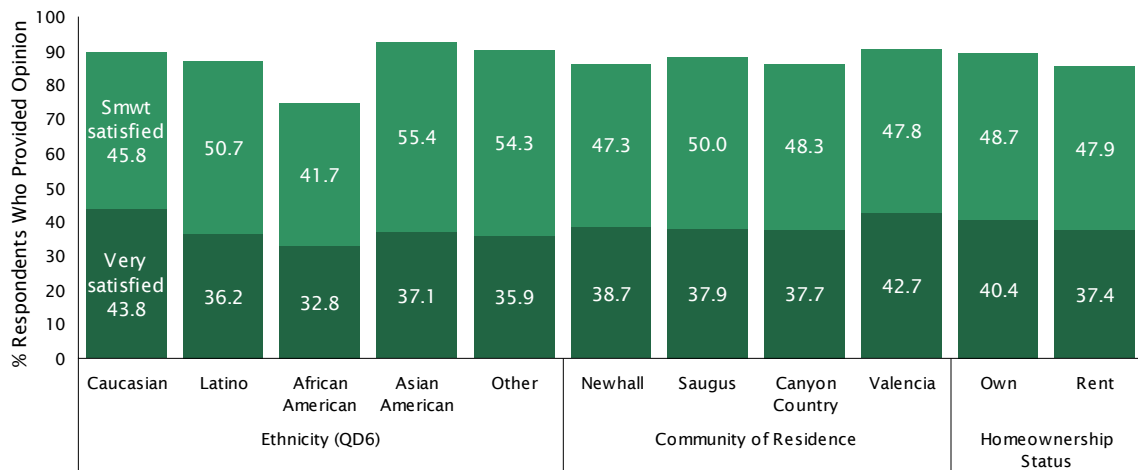


FIGURE 11 OVERALL SATISFACTION BY ETHNICITY, COMMUNITY OF RESIDENCE & HOMEOWNERSHIP STATUS

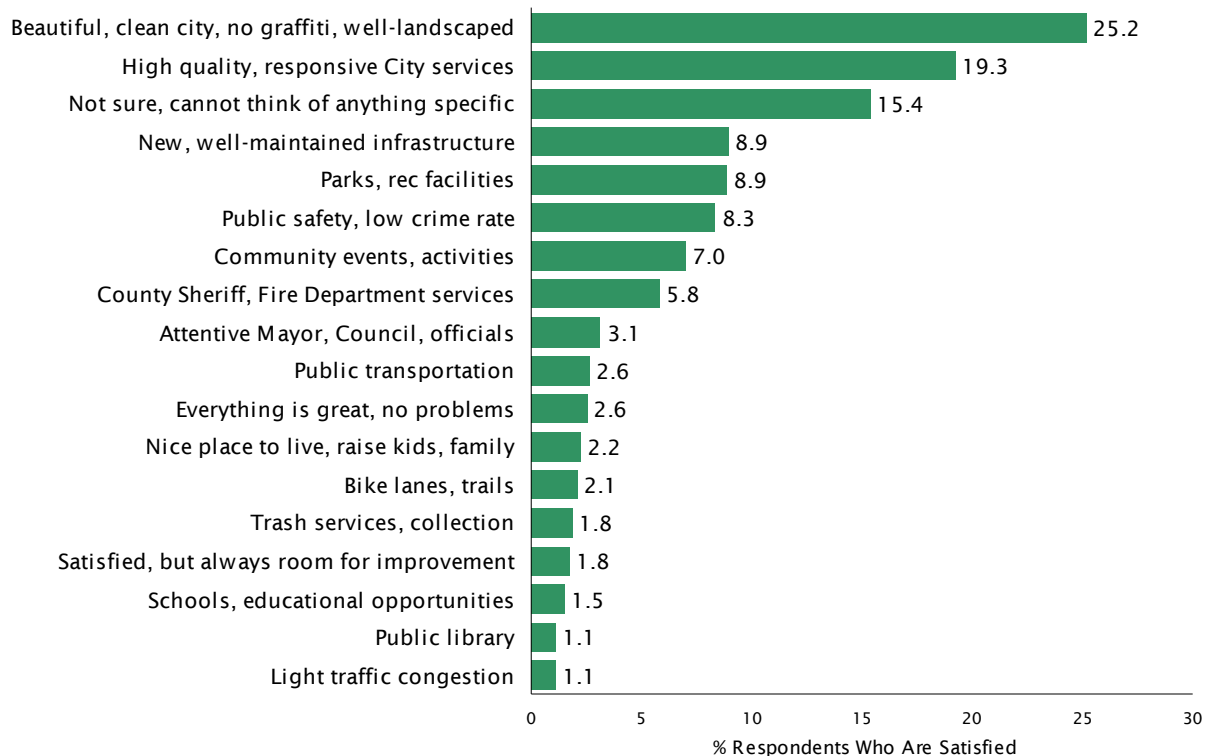


To better understand the reasons behind their ratings, residents were next asked a follow-up question based on whether they were satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city services. Both questions 6 and 7 were asked in an open-ended manner, which allowed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

Approximately one-quarter (25%) 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 19% referenced the City’s high quality, responsive public services (see Figure 12). Other specific reasons cited by at least 5% of satisfied respondents included the City’s new and/or well-maintained infrastructure (9%), parks and recreation facilities (9%), public safety and low crime rate (8%), community events and activities (7%), and the County Sheriff and/or Fire Department services (6%). Approximately 15% of respondents could not provide a specific reason for their satisfaction.

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

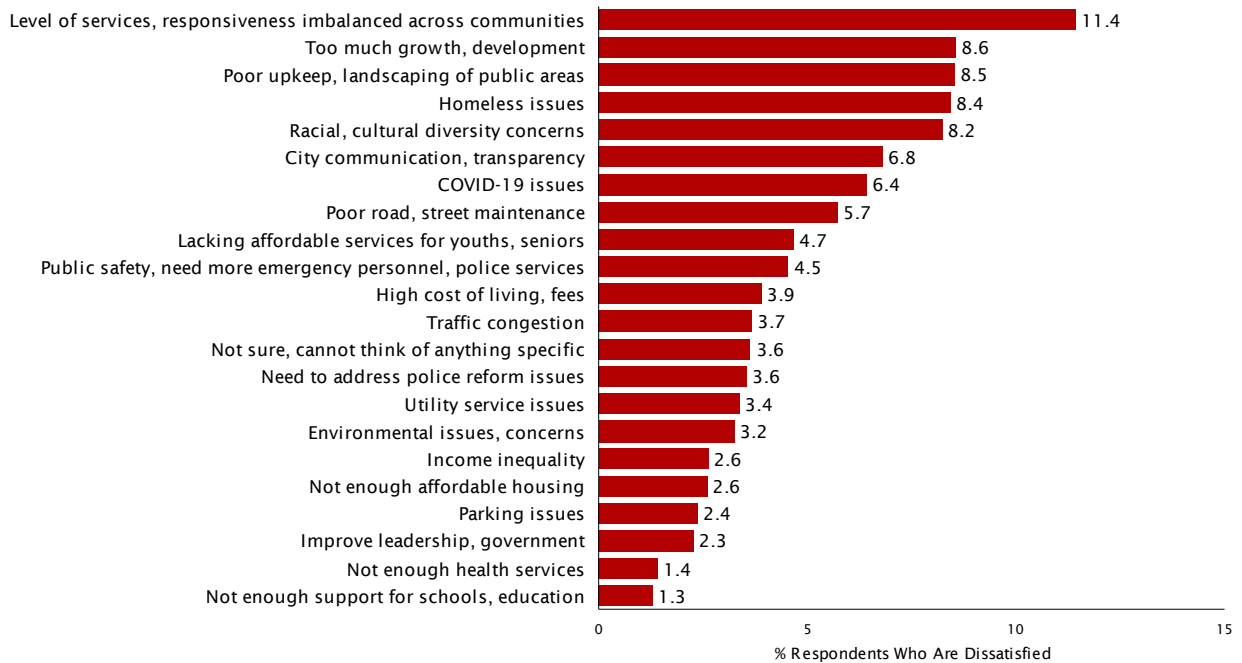
FIGURE 12 REASONS FOR SATISFACTION



Among residents generally *dissatisfied* with the City’s performance, a perceived imbalance of services and responsiveness across local communities (11%), growth and development (9%), upkeep and landscaping of public areas (9%), homelessness (8%), and concerns with racial and cultural diversity (8%) were the top reasons cited for being dissatisfied (see Figure 13). Other specific reasons mentioned by at least 5% of dissatisfied respondents included the City’s communication and/or lack of transparency (7%), COVID-19 issues (6%), and street and road maintenance (6%).

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



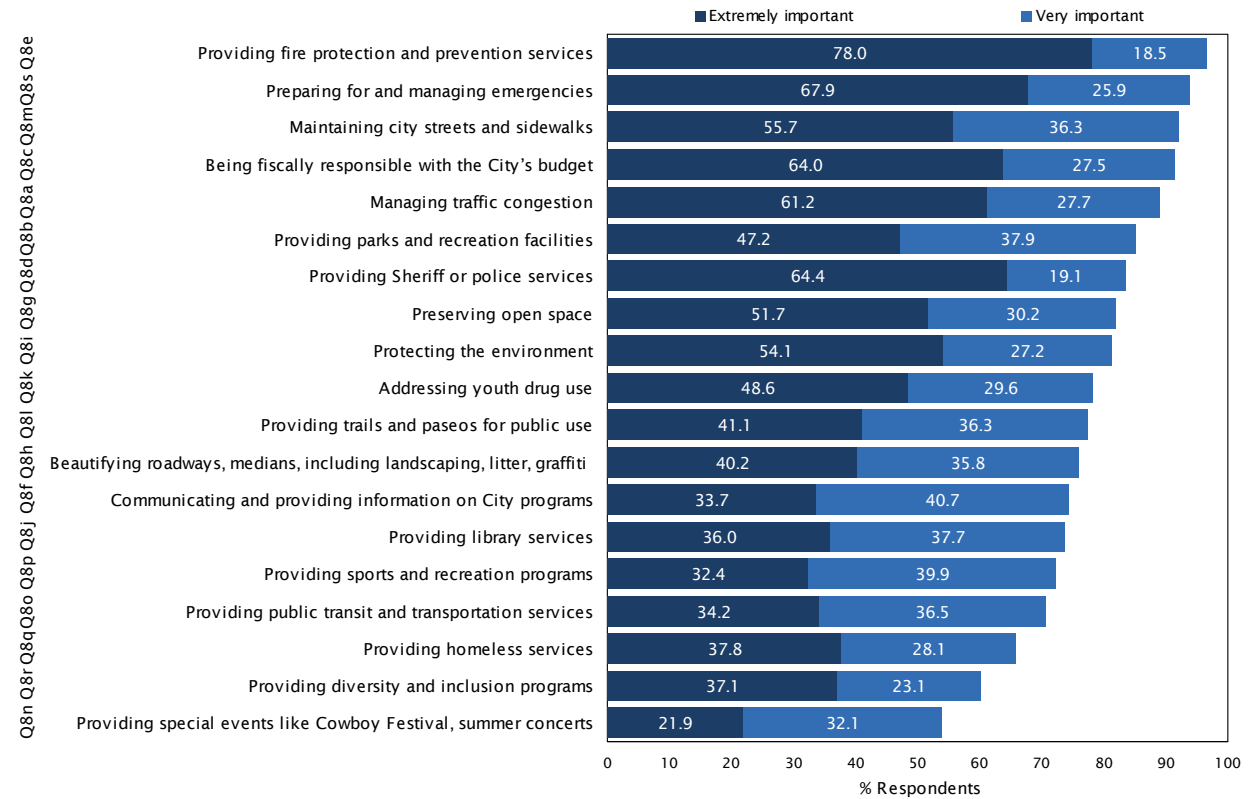
SPECIFIC SERVICES Whereas Question 5 addressed the City’s *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents 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 by order of importance by 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 (94%) maintaining city streets and sidewalks (92%), being fiscally responsible with the City's budget (92%), and managing traffic congestion (89%).

At the other end of the spectrum, providing special events like the Cowboy Festival, summer concerts, Thursday's at Newhall, Senses, and marathon (54%), providing diversity and inclusion programs (60%), and providing homeless services (66%) 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 2 on the next page, compared with 2018, there was a considerable shift in the importance assigned to various services, with statistically significant changes in 8 of the 16 items tested in both studies. Notably, there was a significant increase in the importance assigned to most of the community and parks and recreation services tested, including providing library services (+7% extremely or very important), providing trails and paseos for public use (+6%), and providing special events (+4%). Among the three statistically significant decreases in perceived importance were providing Sheriff or police services (-11%) and managing traffic congestion (-7%).

TABLE 2 IMPORTANCE OF SERVICES BY STUDY YEAR

	Study Year		Change in % Extremely + Very 2018 to 2020
	2020	2018	
Providing library services	73.7	66.8	+6.9†
Providing trails and paseos for public use	77.4	71.6	+5.7†
Communicating and providing information on City programs	74.4	69.1	+5.3†
Providing special events like Cowboy Festival, summer concerts	54.0	49.7	+4.3†
Providing parks and recreation facilities	85.1	81.8	+3.3†
Providing sports and recreation programs	72.3	69.2	+3.0
Protecting the environment	81.3	79.9	+1.4
Providing public transit and transportation services	70.7	69.8	+0.9
Beautifying roadways, medians, including landscaping, litter, graffiti	76.0	75.2	+0.7
Preserving open space	82.0	81.3	+0.6
Providing fire protection and prevention services	96.5	96.5	+0.0
Addressing youth drug use	78.3	80.1	-1.8
Being fiscally responsible with the City's budget	91.5	93.5	-2.0
Maintaining city streets and sidewalks	91.9	94.1	-2.2†
Managing traffic congestion	89.0	96.1	-7.2†
Providing Sheriff or police services	83.5	94.3	-10.8†

† Statistically significant change ($p < 0.05$) between the 2018 and 2020 studies.

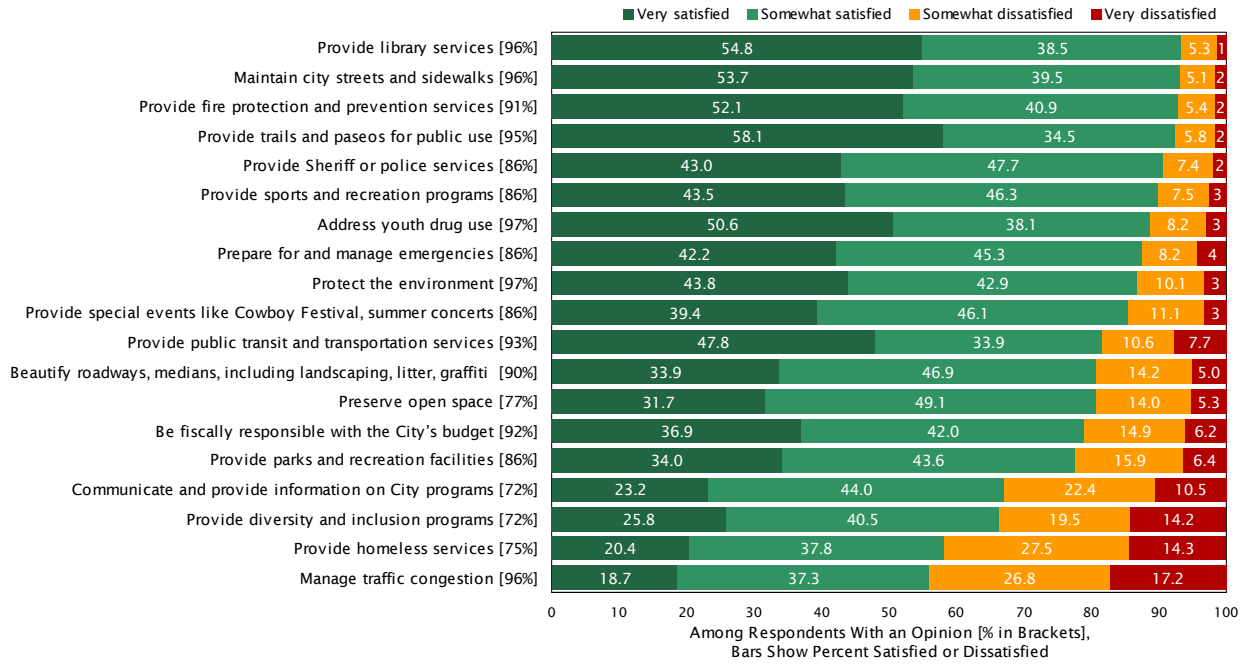
Turning to the satisfaction component, Figure 15 on the next page sorts the same list of services according to the percentage of respondents who indicated they were either very or somewhat satisfied with the City's efforts to provide the service. For comparison purposes between the services, only respondents 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 library services, maintain city streets and sidewalks, provide fire protection and prevention services, and provide trails and paseos for public use (each 93% very or somewhat satisfied), followed closely by provide Sheriff or police services (91%).

Respondents were less satisfied with the City's efforts to manage traffic congestion (56%), provide homeless services (58%), provide diversity and inclusion programs (66%), and communicate and provide information on City programs (67%).

Question 9 For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion?

FIGURE 15 SATISFACTION WITH SERVICES



For items comparably worded in both the 2018 and 2020 surveys, Table 3 shows the difference in the percentage of residents who reported being satisfied with the City's efforts to provide the service. Most service areas experienced small changes in satisfaction ratings during the past two years, although there were three statistically significant changes found in satisfaction with the City's efforts to manage traffic congestion (+17%), maintain city streets and sidewalks (+5%), and provide Sheriff or police services (-6%).

TABLE 3 SATISFACTION WITH SERVICES BY STUDY YEAR³

	Study Year			Change in Satisfaction 2018 to 2020
	2020	2018	2016	
Manage traffic congestion	56.0	39.5	NA	+16.5†
Maintain city streets and sidewalks	86.7	81.9	87.7	+4.9†
Preserve open space	78.9	75.3	86.8	+3.6
Provide public transit and transportation services	85.5	82.4	87.7	+3.1
Provide trails and paseos for public use	93.4	91.7	92.6	+1.7
Beautify roadways, medians, including landscaping, litter, graffiti	88.7	88.0	90.1	+0.8
Be fiscally responsible with the City's budget	80.8	80.8	84.9	-0.0
Address youth drug use	67.1	67.5	64.6	-0.4
Provide parks and recreation facilities	93.2	94.0	94.6	-0.8
Provide fire protection and prevention services	92.6	93.4	97.2	-0.8
Communicate and provide information on City programs	80.8	81.6	86.5	-0.8
Provide library services	93.0	93.9	94.0	-0.8
Protect the environment	77.6	79.4	85.8	-1.8
Provide sports and recreation programs	90.7	93.0	94.5	-2.3
Provide special events like Cowboy Festival, summer concerts	89.9	92.2	90.2	-2.3
Provide Sheriff or police services	81.7	87.3	87.2	-5.7†

† Statistically significant change (p < 0.05) between the 2018 and 2020 studies.

3. Table 3 displays only those services that had comparable wording in the 2018 and 2020 surveys, and the percentages shown are among those who provided an opinion.

DIFFERENTIATORS OF OPINION For the interested reader, Table 4 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 15). 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 preserve open space, beautify roadways and medians, including landscaping, litter removal, and graffiti removal, provide public transit and transportation services, provide diversity and inclusion programs, and provide parks and recreation facilities.

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 fire protection and prevention services, and maintain city streets and sidewalks.

TABLE 4 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	Preserving open space	87.9	40.3	47.5
	Beautifying roadways, medians, including landscaping, litter, graffiti	85.7	45.9	39.7
	Providing public transit and transportation services	87.0	47.9	39.1
	Providing diversity and inclusion programs	71.4	34.0	37.5
	Providing parks and recreation facilities	82.7	46.2	36.4
	Providing homeless services	63.0	31.2	31.8
	Preparing for and managing emergencies	91.3	60.5	30.8
	Managing traffic congestion	60.5	31.3	29.1
	Addressing youth drug use	92.5	67.7	24.8
	Communicating and providing information on City programs	71.0	47.2	23.8
	Protecting the environment	90.1	67.2	22.9
	Being fiscally responsible with the City’s budget	82.7	62.1	20.6
	Providing sports and recreation programs	92.0	74.0	18.0
	Providing special events like Cowboy Festival, summer concerts	87.6	70.1	17.6
	Providing library services	95.4	79.0	16.5
	Providing Sheriff or police services	93.3	78.0	15.2
	Maintaining city streets and sidewalks	95.0	81.2	13.8
	Providing fire protection and prevention services	94.4	81.6	12.9
	Providing trails and paseos for public use	94.4	82.2	12.2



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.⁴ Table 5 on the next page presents a grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* options, and the vertical scale corresponds to the four *satisfaction* options. The 16 cells within the grid are grouped into one of six categories based on how well the City is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

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

4. 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.

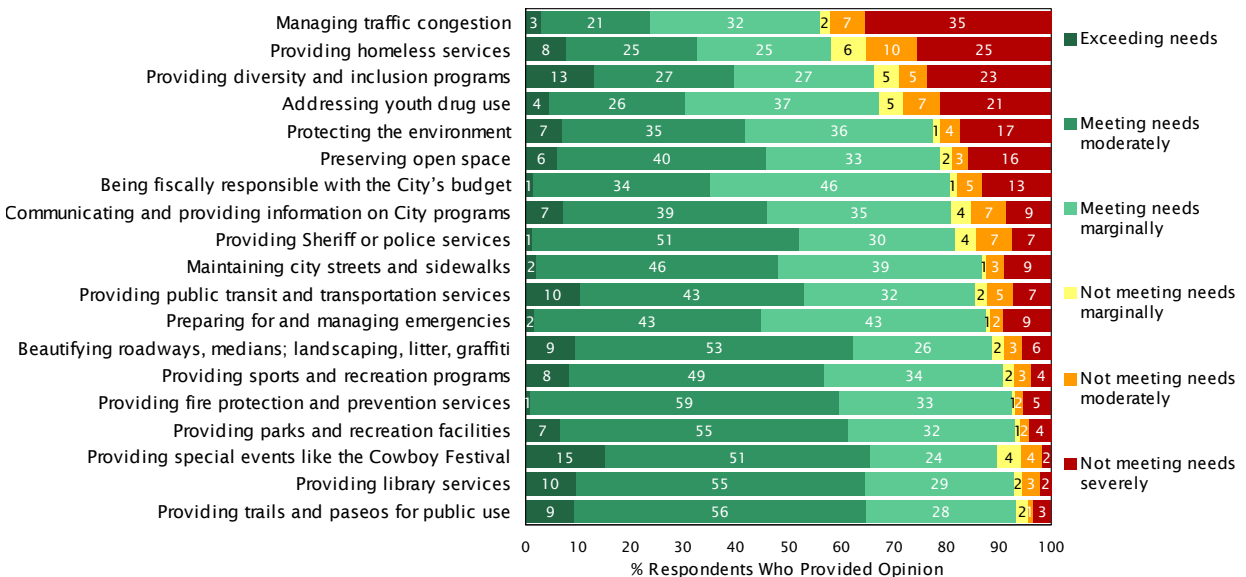
TABLE 5 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX

		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 5. For example, in the service area of managing traffic congestion, the City is exceeding the needs of 3% of respondents, moderately meeting the needs of 21% of respondents, marginally meeting the needs of 32% of respondents, marginally not meeting the needs of 2% of respondents, moderately not meeting the needs of 7% of respondents, and severely not meeting the needs of 35% of respondents.

FIGURE 16 RESIDENT SERVICE NEEDS



As shown in the figure on the previous page, the City is meeting the needs of at least two-thirds of residents for 17 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, providing diversity and inclusion programs, addressing youth drug use, and protecting the environment.

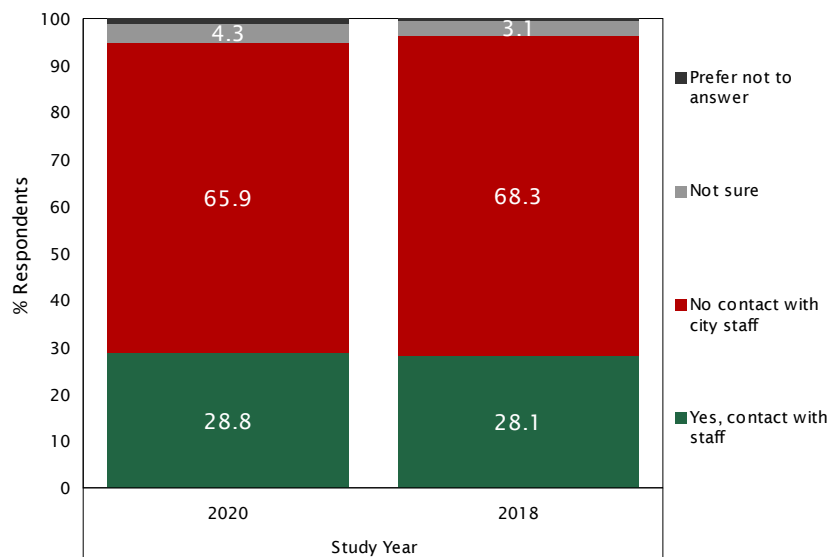
CUSTOMER SERVICE & TRUST

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 29% of residents had contact with city staff in the year prior to the interview, virtually unchanged from the results of the 2018 study.

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 five or more years, those with a child in the household, homeowners, those between the ages of 40 and 64, and African American residents and those of 'other' ethnicities.

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

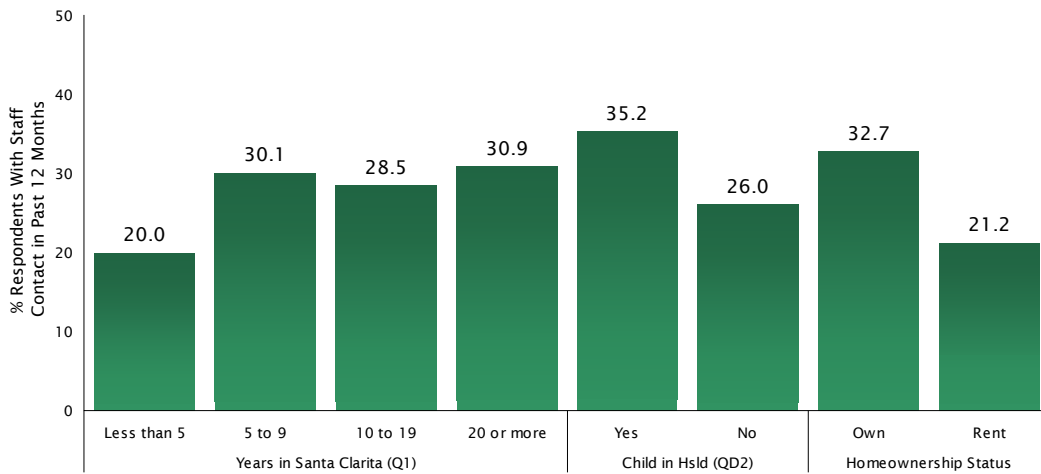


FIGURE 19 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY AGE, GENDER & SURVEY LANGUAGE

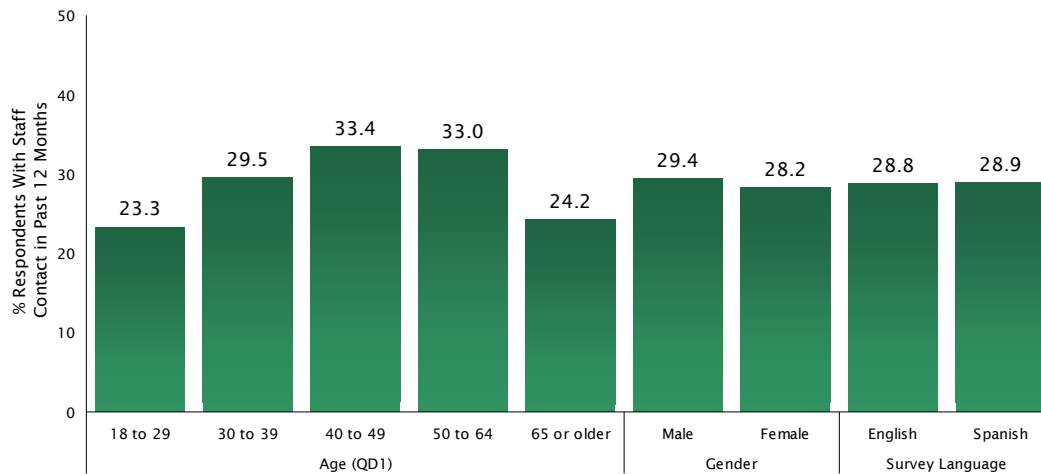
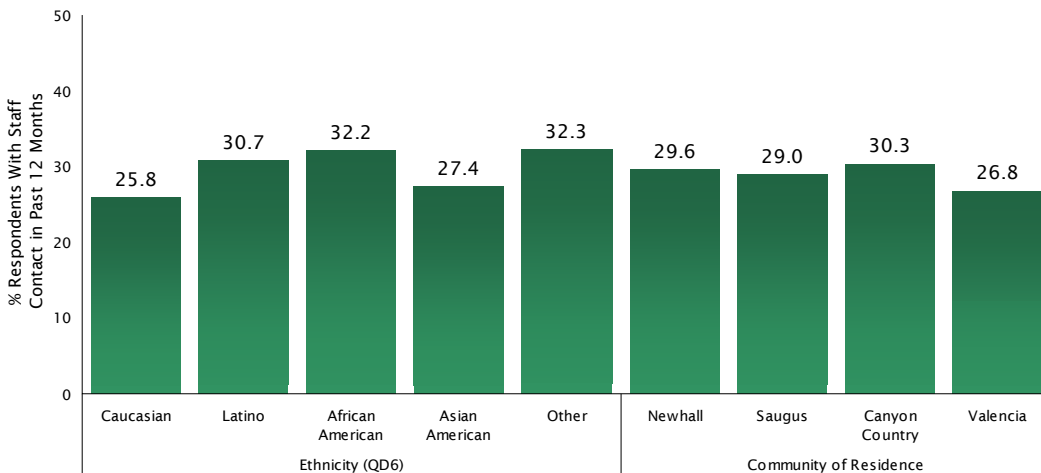


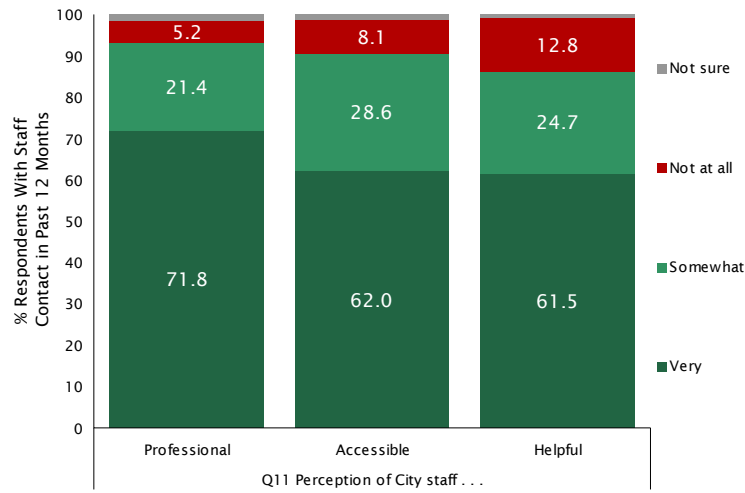
FIGURE 20 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY ETHNICITY & COMMUNITY OF RESIDENCE



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 are professional (93%), accessible (91%), and helpful (86%).

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

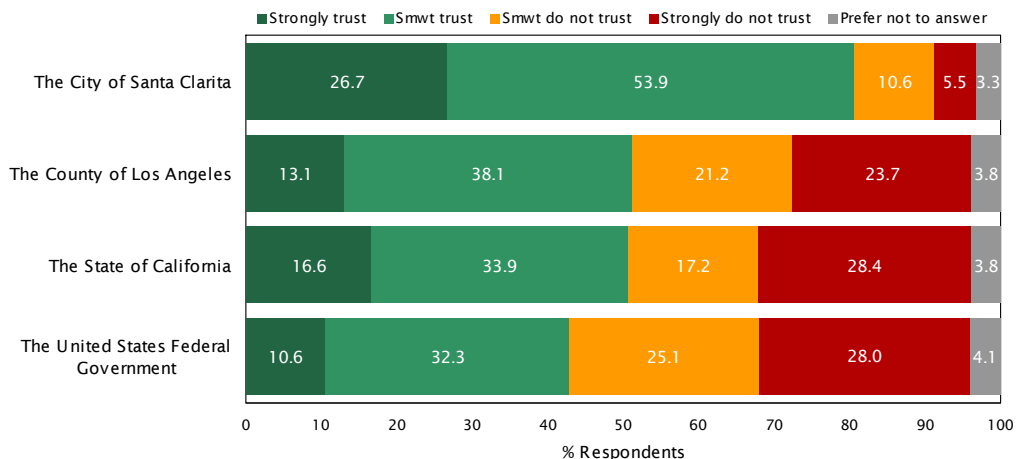
FIGURE 21 PERCEPTION OF CITY STAFF



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, respondents were asked to detail the degree in which they trusted or did not trust each entity.

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



Overall, respondents expressed the highest level of trust for the City of Santa Clarita, with 81% of residents saying they strongly (27%) or somewhat (54%) trust the City. Approximately 16% 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 51% of respondents reporting that they trust the County of Los Angeles and the State of California, and 43% indicating trust for the United States Federal Government.

Table 6 displays the percentage of respondents who said they trusted each entity in the 2020 study and prior two studies. Trust in the State of California partially rebounded from the considerable drop recorded in 2018 and was up five percentage points in 2020, a statistically significant increase. Resident trust in the City of Santa Clarita trended upward since 2018, although the change was not statistically significant. Meanwhile, trust in the United States Federal Government continued a steady downward trend from the level recorded in 2016.

TABLE 6 TRUST IN GOVERNMENT BY STUDY YEAR

	Study Year			Change in Trust 2018 to 2020
	2020	2018	2016	
The State of California	50.6	45.1	56.1	+5.4†
The City of Santa Clarita	80.6	79.0	82.9	+1.6
The County of Los Angeles	51.2	50.9	55.2	+0.3
The United States Federal Government	42.8	45.3	50.7	-2.4

† Statistically significant change ($p < 0.05$) between the 2018 and 2020 studies.

Figures 23 through 25 show how trust in the City of Santa Clarita varied across resident subgroups in 2020. With the exception of respondents who were dissatisfied with the City’s overall performance, 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 & OVERALL SATISFACTION

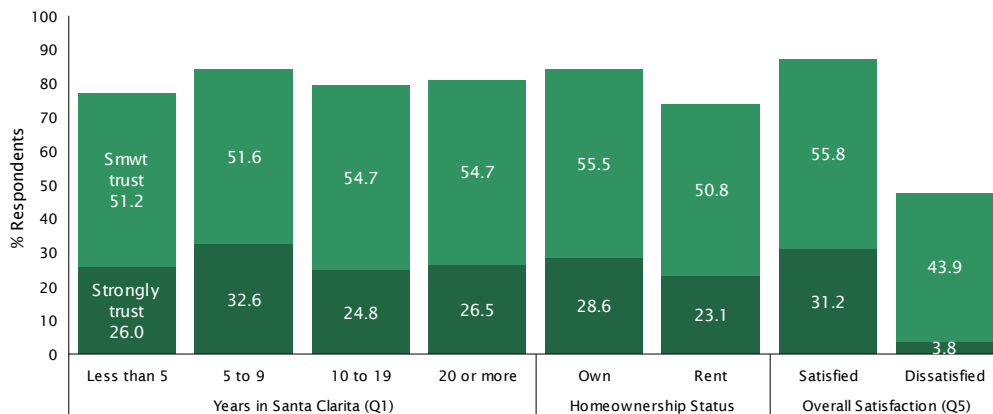


FIGURE 24 TRUST SANTA CLARITA BY COMMUNITY OF RESIDENCE & EMPLOYMENT STATUS

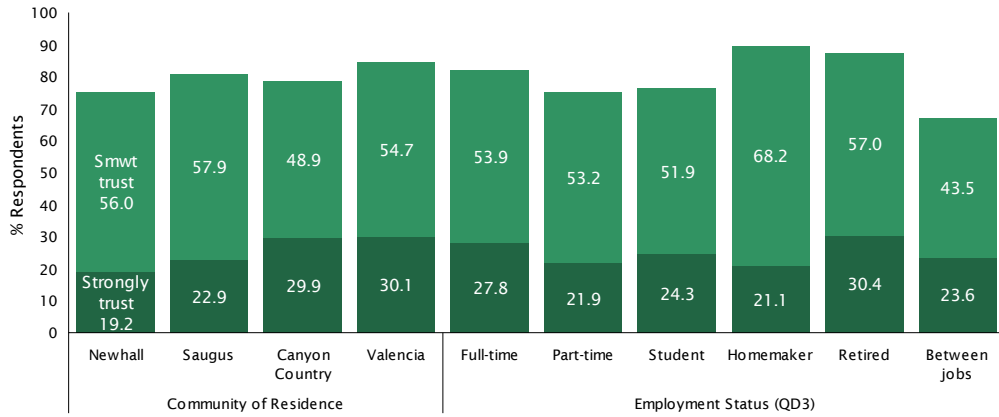
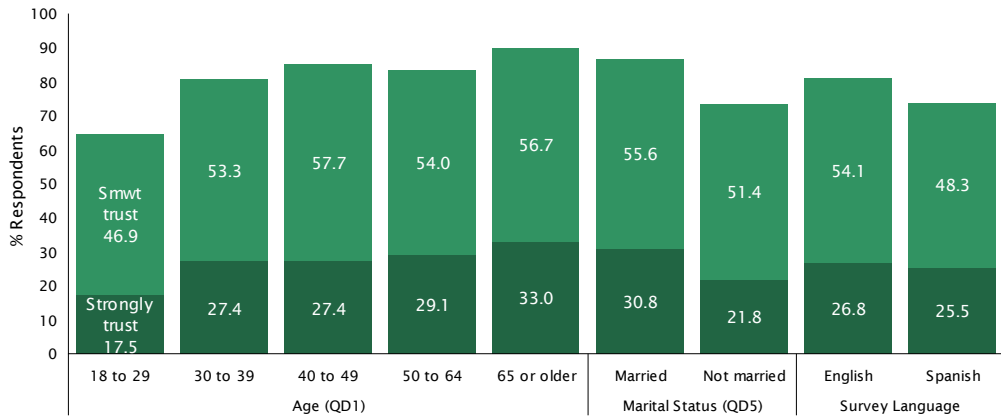


FIGURE 25 TRUST SANTA CLARITA BY AGE, MARITAL STATUS & SURVEY LANGUAGE



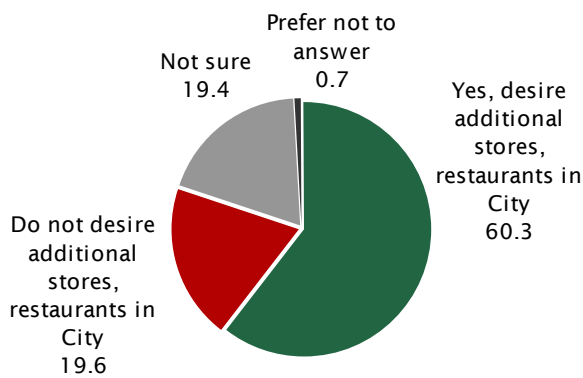
ECONOMIC DEVELOPMENT

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. Six-in-ten (60% of) respondents answered this question in the affirmative (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



Interest in additional retail stores and restaurants was notably higher among those who have lived in the City five to nine years, those with children at home, residents generally dissatisfied with the City's overall performance, those between 30 and 49 years of age, women, respondents who took the survey in Spanish, Asian American residents, and those who reside in the Saugus area of the City (see figures 27 through 29).

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

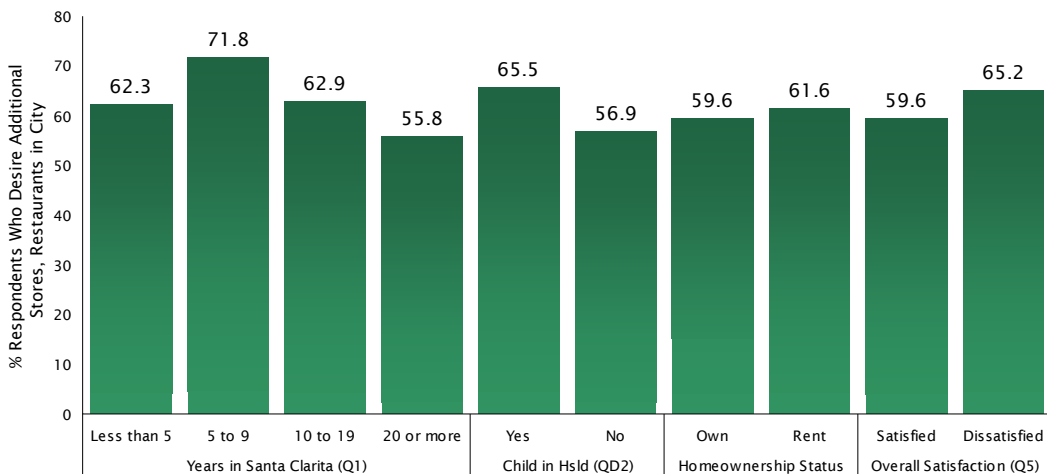


FIGURE 28 DESIRE ADDITIONAL STORES, RESTAURANTS IN CITY BY AGE, GENDER & SURVEY LANGUAGE

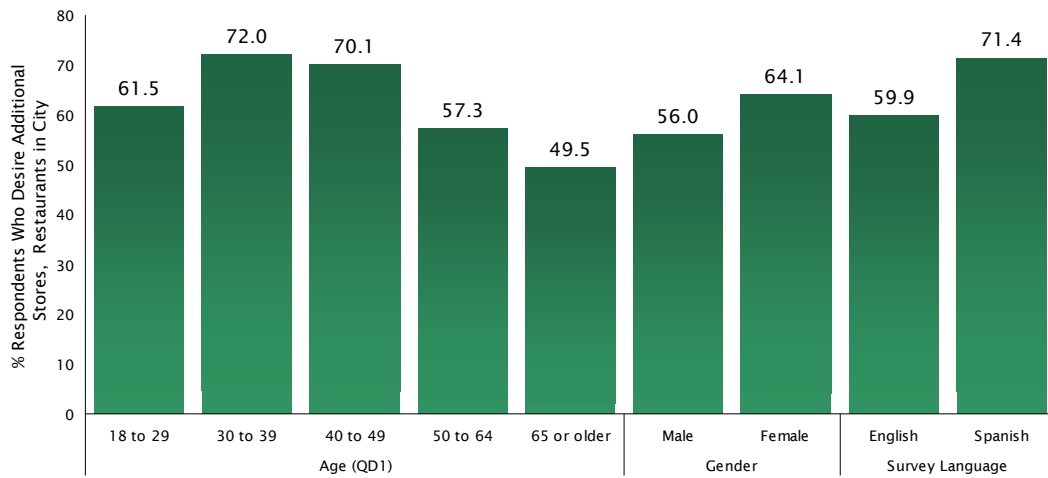
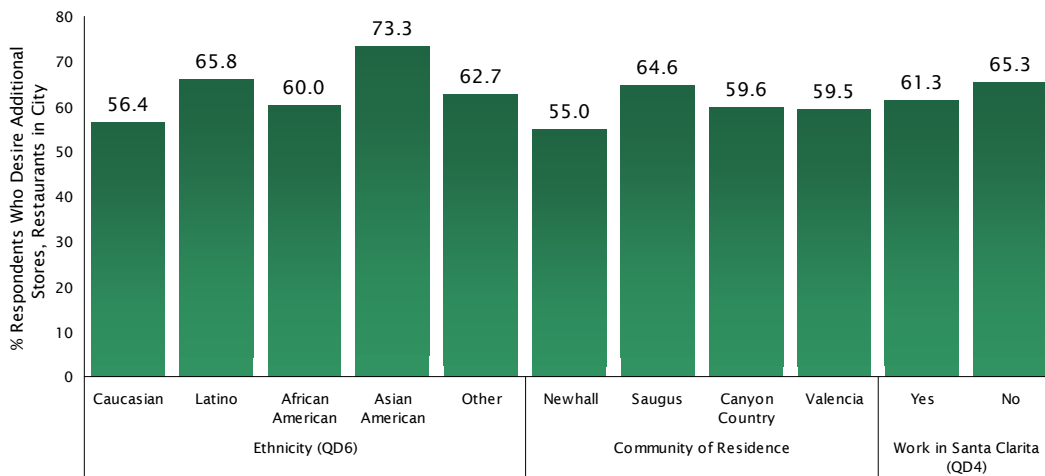


FIGURE 29 DESIRE ADDITIONAL STORES, RESTAURANTS IN CITY BY ETHNICITY, COMMUNITY OF RESIDENCE & WORK IN SANTA CLARITA

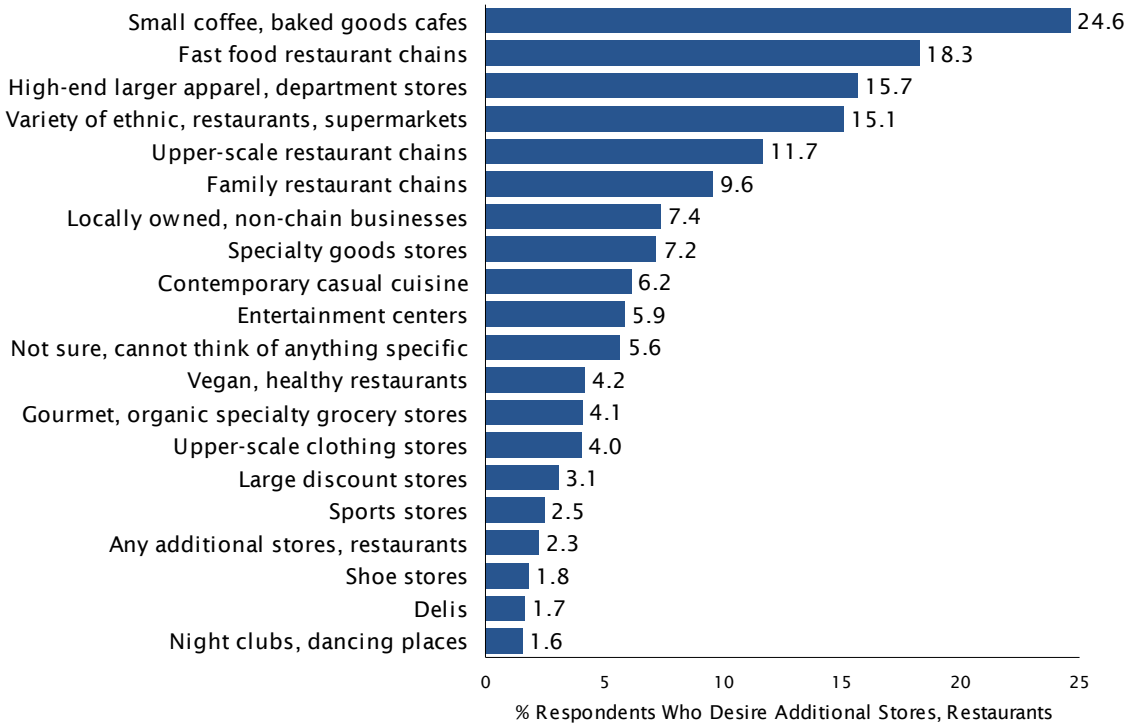


Those who were interested in new businesses in the City were next asked to provide the names of retail stores or restaurants they were most interested in having located in Santa Clarita. This question was asked in an open-ended manner, allowing respondents to name any business that came to mind without 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 on the next page.

The most commonly mentioned type of businesses that residents would like to have located in the City were small coffee and baked goods cafes (cited by 25% of respondents who desired additional businesses in the City), fast food restaurant chains (18%), high-end apparel and department stores (16%), a variety of ethnic cuisine restaurants and supermarkets (15%), and upper-scale restaurant chains (12%).

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, 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 the Santa Clarita Valley Signal, mentioned by 33% of respondents, followed closely by social media (30%). The Internet (15%), local television news (12%), KHTS-AM 1220/radio (12%), and word of mouth (9%) were also common mentions. A combined 14% of respondents indicated that they either do not receive information about city news and issues (7%) or were unsure (6%).

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

FIGURE 31 INFORMATION SOURCES

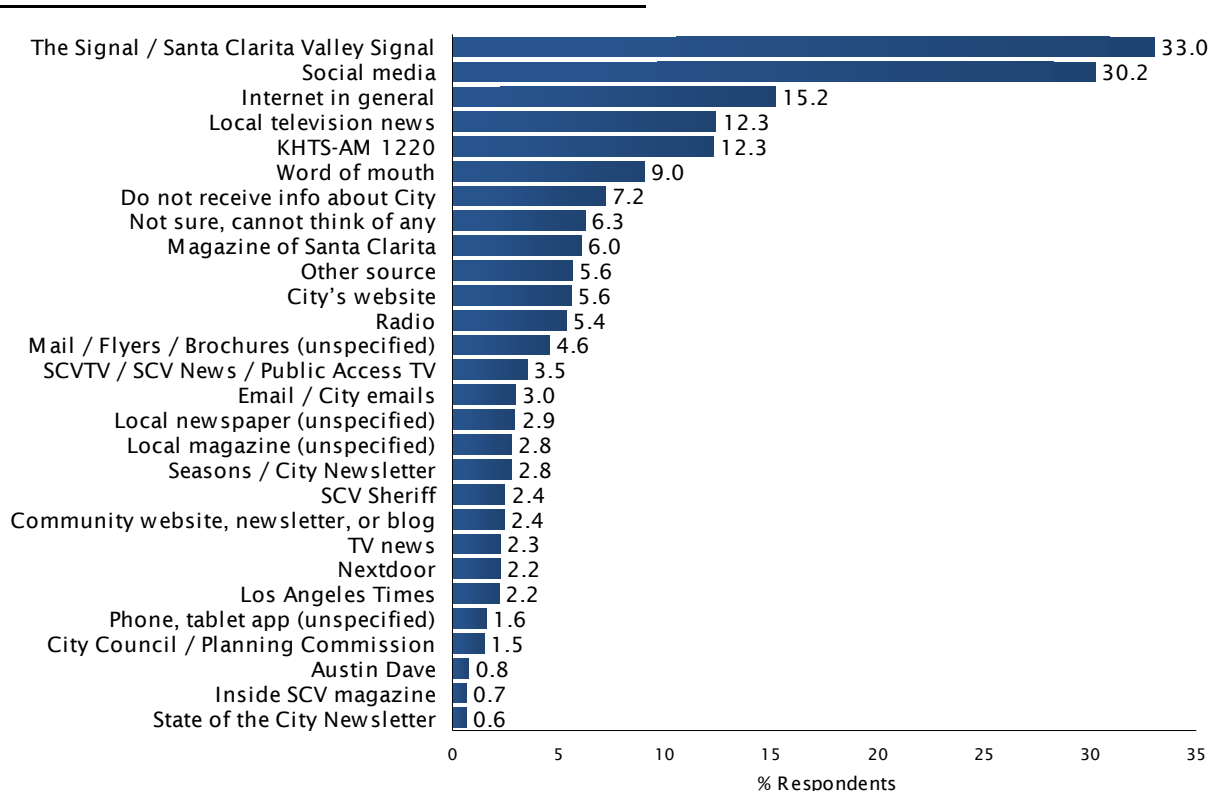


TABLE 7 INFORMATION SOURCES BY STUDY YEAR

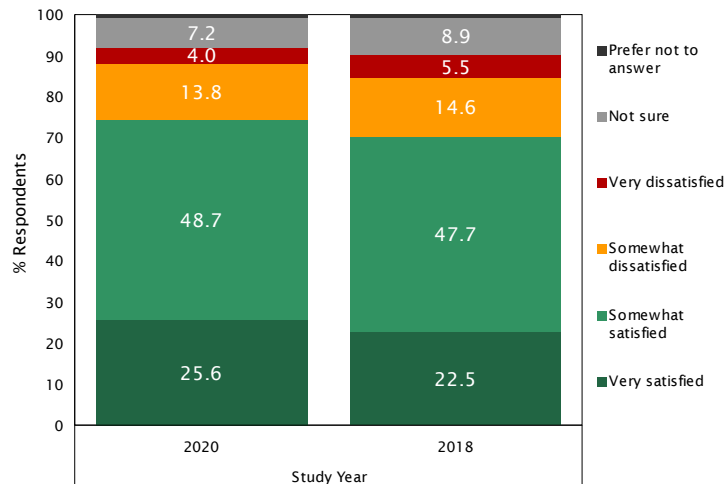
Study Year		
2020	2018	2016
The Signal / Santa Clarita Valley Signal	The Signal / Santa Clarita Valley Signal	Local television news
Social media (Facebook, Twitter, Instagram)	Social media (Facebook, Twitter, Instagram)	The Signal / Santa Clarita Valley Signal
Internet in general	Internet in general	Social media (Facebook, Twitter, Instagram)
Local television news	Radio/KHTS-AM 1220	Magazine of Santa Clarita
Radio/KHTS-AM 1220	Word of mouth / friends / associates	Word of mouth / friends / associates
Word of mouth / friends / associates	Local television news	City's website (www.santa-clarita.com)
Do not receive info about City	Do not receive info about City	Seasons / City Newsletter
Not sure, cannot think of any	Other source	Radio/KHTS-AM 1220
Magazine of Santa Clarita	Newspapers in general	Inside SCV magazine
Other source	Not sure, cannot think of any	Community website, newsletter, or blog

Table 7 presents the rank ordering of information sources by study year. The Signal, social media, Internet, and radio were among the top-five sources mentioned in both 2018 and 2020.

SATISFACTION WITH COMMUNICATION Question 16 asked respondents to report their satisfaction with city-resident communication. Overall, 74% of respondents 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 (18%) or unsure of their opinion (7%). Satisfaction trended in a positive direction from the 2018 study, although the change did not reach statistical significance.

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 near all subgroups indicating they were either very or somewhat 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 (45% vs. 79%).

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

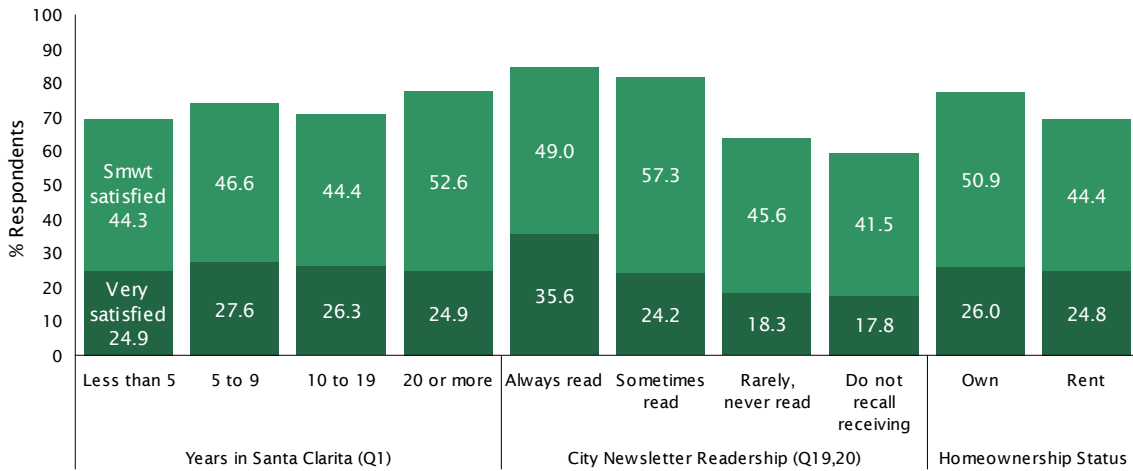


FIGURE 34 SATISFACTION WITH COMMUNICATION BY AGE, GENDER, SURVEY LANGUAGE & OVERALL SATISFACTION

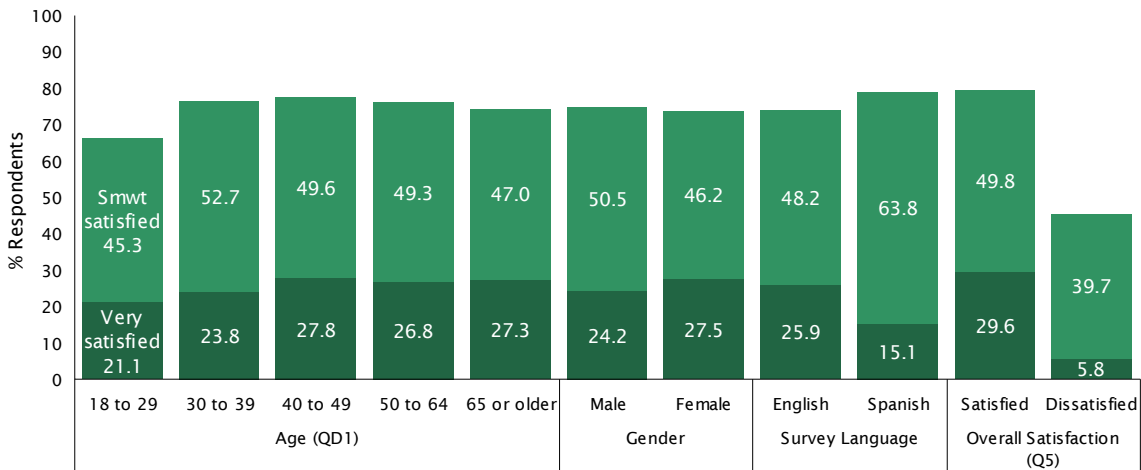
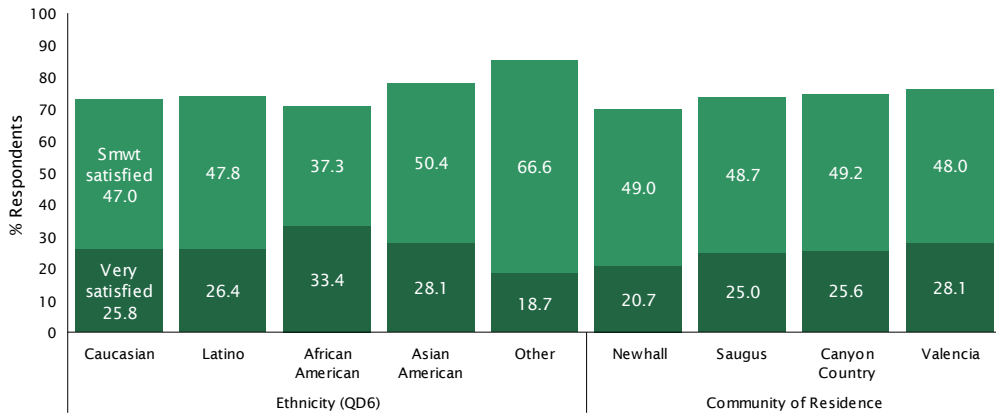


FIGURE 35 SATISFACTION WITH COMMUNICATION BY ETHNICITY & COMMUNITY OF RESIDENCE



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 website as the most effective method (87% very or somewhat effective), followed closely by email (86%) and a smart phone app (86%). Although still rated as effective by a majority of residents, advertisements in local papers (53%), public service announcements on local radio stations (62%), and town hall style meetings (69%) were perceived as less effective ways for the City to communicate with them.

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

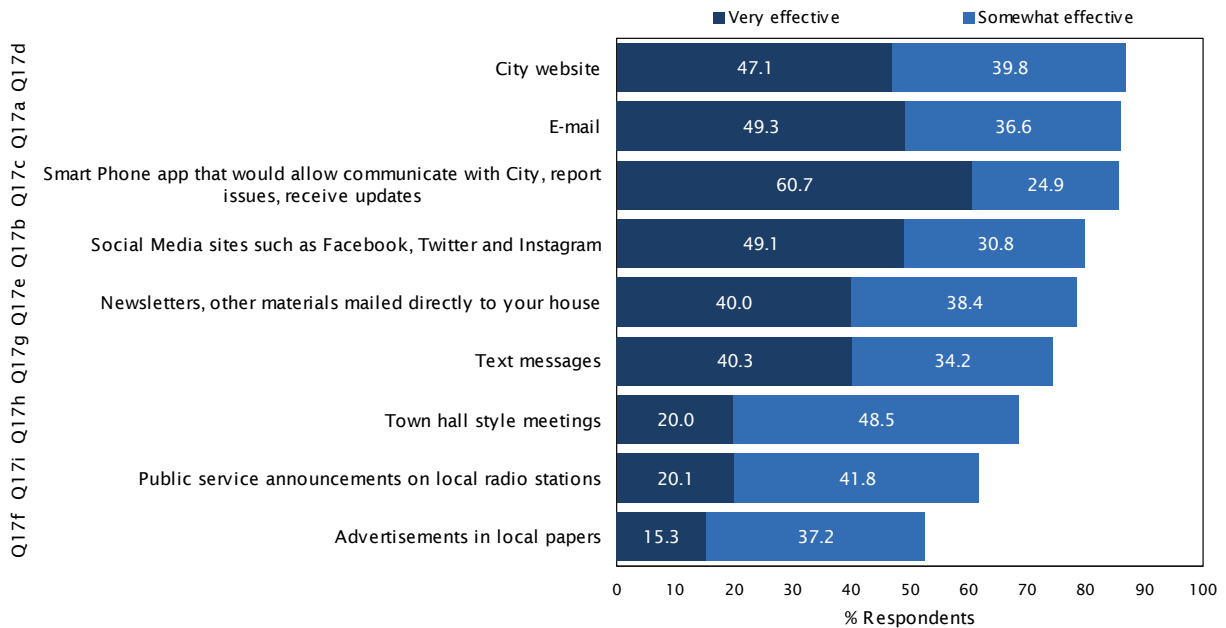


Table 8 displays the percentage of respondents that considered each of the communication methods *very effective* in 2020 compared with 2018. There was a general positive trend in the perceived effectiveness of all methods tested, with statistically significant increases found for the City’s website (+10% very effective), newsletters (+6%), and town hall meetings (+6%).

TABLE 8 EFFECTIVENESS OF COMMUNICATION EFFORTS BY STUDY YEAR (SHOWING % VERY EFFECTIVE)

	Study Year		Change in % Very 2018 to 2020
	2020	2018	
City website	47.1	36.8	+10.3†
Newsletters, other materials mailed directly to your house	40.0	34.3	+5.7†
Town hall style meetings	20.0	14.3	+5.6†
Social Media sites such as Facebook, Twitter and Instagram	49.1	47.2	+1.9
Text messages	40.3	38.4	+1.8
E-mail	49.3	47.6	+1.7
Public service announcements on local radio stations	20.1	18.7	+1.4
Smart Phone app that would allow communicate with City, report issues, receive updates	60.7	59.5	+1.1
Advertisements in local papers	15.3	14.9	+0.4

For the interested reader, tables 9 and 10 display the percentage of respondents who perceived each proposed communication method as *very effective* by their overall satisfaction with the City’s performance, satisfaction with the City’s communication, age, and presence of a child in the home, with the top three most effective methods within each subgroup highlighted in green to ease comparisons.

TABLE 9 EFFECTIVENESS OF COMMUNICATION EFFORTS BY OVERALL SATISFACTION & SATISFACTION WITH COMMUNICATION (SHOWING % VERY EFFECTIVE)

	Overall Satisfaction (Q5)		Satisfaction With Communication (Q16)		
	Satisfied	Dissatisfied	Satisfied	Dissatisfied	Not sure
Smart Phone app to communicate with City, report issues, receive updates	62.2	52.2	61.6	61.8	50.3
E-mail	51.0	40.5	51.2	49.9	31.4
Social Media sites such as Facebook, Twitter and Instagram	49.7	43.3	52.0	46.1	28.6
City website	48.6	36.8	49.9	44.7	24.7
Text messages	40.9	36.5	41.5	39.6	31.5
Newsletters, other materials mailed directly to your house	41.1	31.3	41.0	39.8	34.0
Public service announcements on local radio stations	20.6	14.6	21.3	16.6	18.3
Town hall style meetings	18.2	25.6	18.5	25.5	21.8
Advertisements in local papers	15.5	12.8	16.4	14.9	5.4

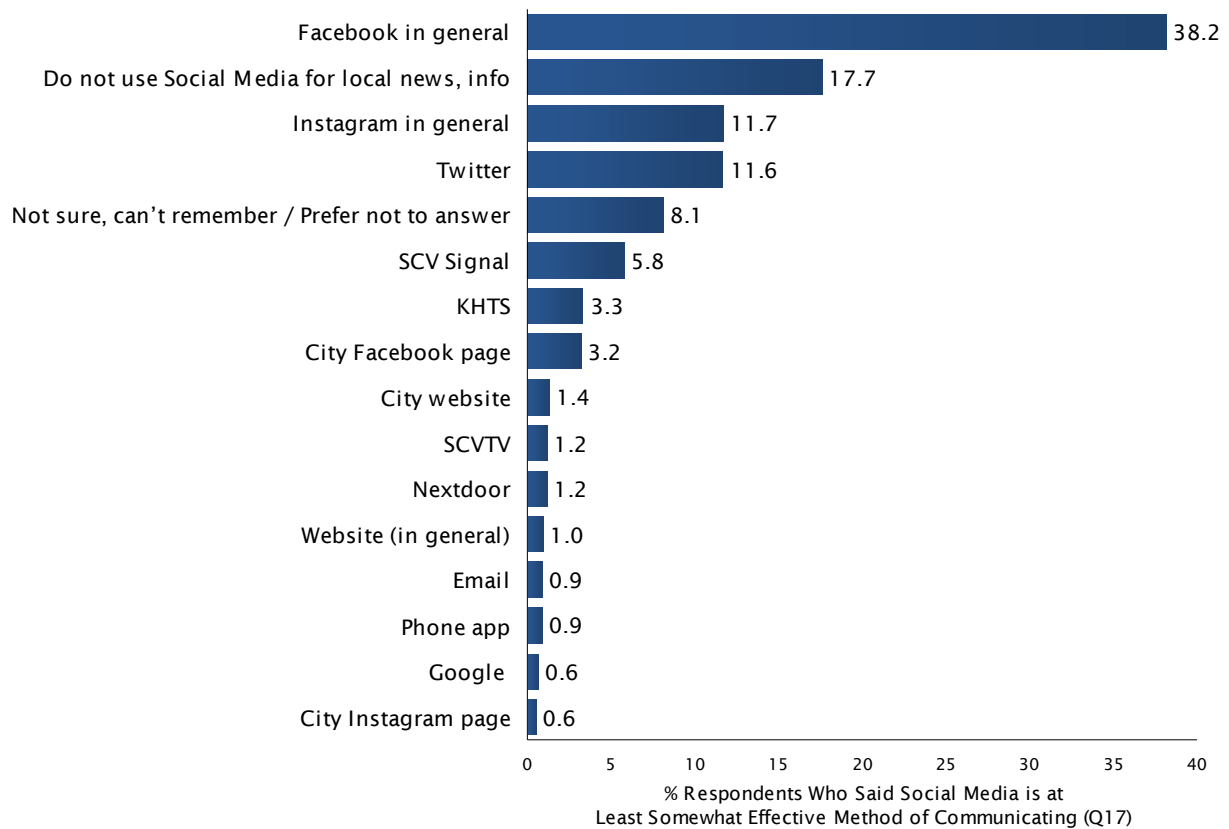
TABLE 10 EFFECTIVENESS OF COMMUNICATION EFFORTS BY AGE & CHILD IN HSLD (SHOWING % VERY EFFECTIVE)

	Age (QD1)					Child in Hsld (QD2)	
	18 to 29	30 to 39	40 to 49	50 to 64	65 or older	Yes	No
Smart Phone app to communicate with City, report issues, receive updates	61.8	73.1	69.2	61.4	44.5	69.0	56.7
E-mail	46.0	51.8	51.4	51.0	47.7	50.5	49.9
Social Media sites such as Facebook, Twitter and Instagram	64.3	70.0	57.3	41.4	26.6	59.3	44.4
City website	43.0	43.7	47.5	50.9	48.6	44.4	49.4
Text messages	39.1	49.3	46.7	40.0	33.0	44.9	38.9
Newsletters, other materials mailed directly to your house	26.3	42.2	41.7	40.2	49.4	39.5	40.8
Public service announcements on local radio stations	17.9	19.0	20.2	23.2	19.6	20.6	19.5
Town hall style meetings	21.2	16.3	23.7	21.9	16.7	20.3	19.4
Advertisements in local papers	9.6	14.2	18.0	12.2	23.0	12.2	17.0

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 41% of respondents as the social media site they use most often, with 38% generally referencing Facebook and another 3% specifically citing the City’s Facebook page. The next most frequently mentioned sites were Instagram (12%) and Twitter (12%). Eighteen percent (18%) of respondents who rated social media as at least a somewhat effective method for the City to communicate with them indicated that they do not currently use social media to find out about Santa Clarita news and information.

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?*

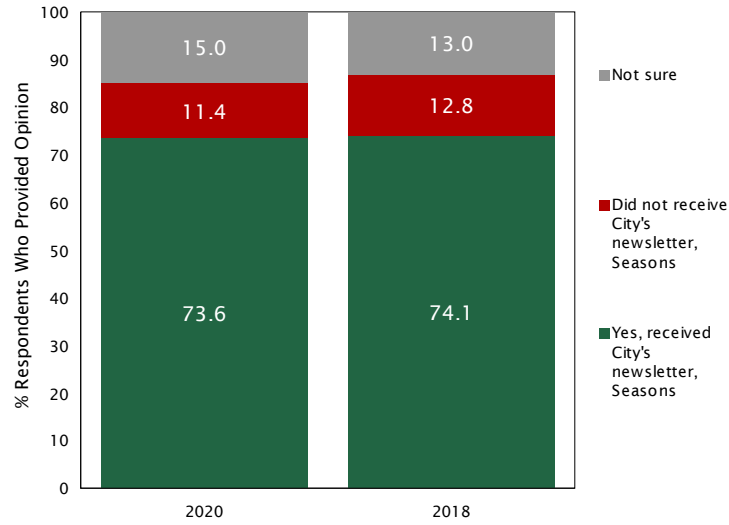
FIGURE 37 PREFERRED SOCIAL MEDIA SITE



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, close to three-quarters (74%) of respondents indicated that their household had received the City’s newsletter in the past year, virtually identical to the finding from 2018.

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 40 and 49 years of age, respondents who took the survey in English, and those satisfied with the City overall were the most likely to report receiving *Seasons* over the past year.

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

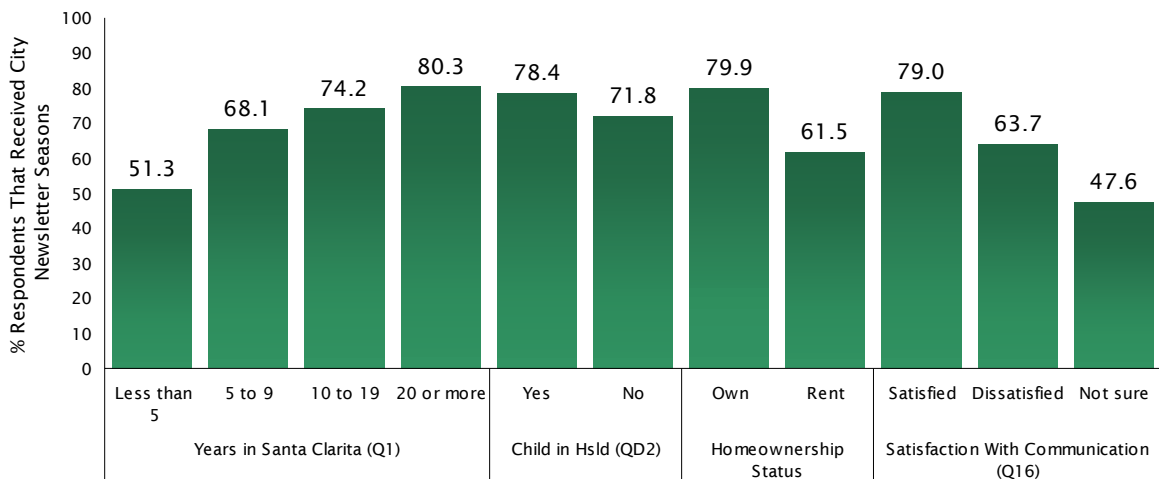


FIGURE 40 RECEIVED SEASONS NEWSLETTER BY AGE, GENDER, SURVEY LANGUAGE & OVERALL SATISFACTION

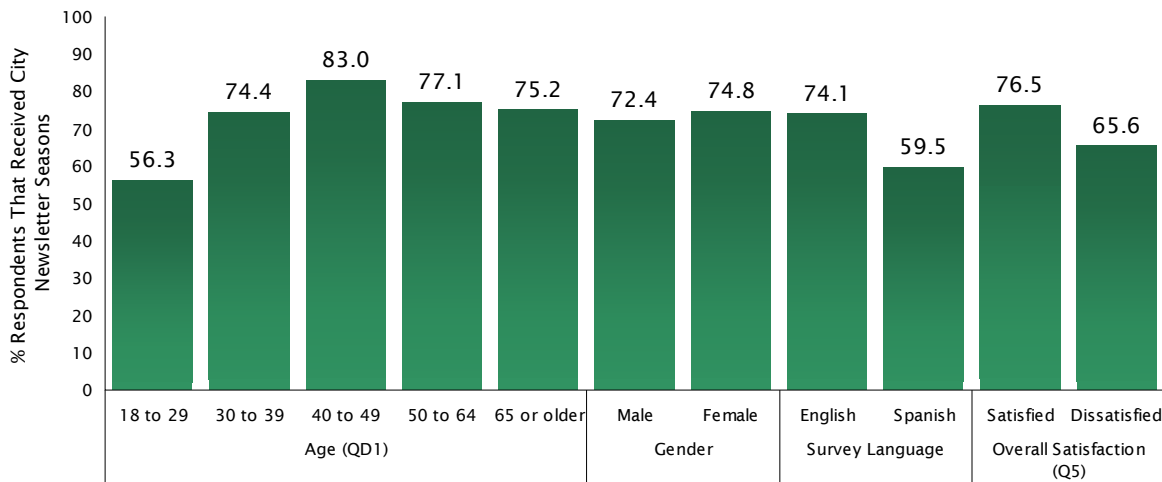
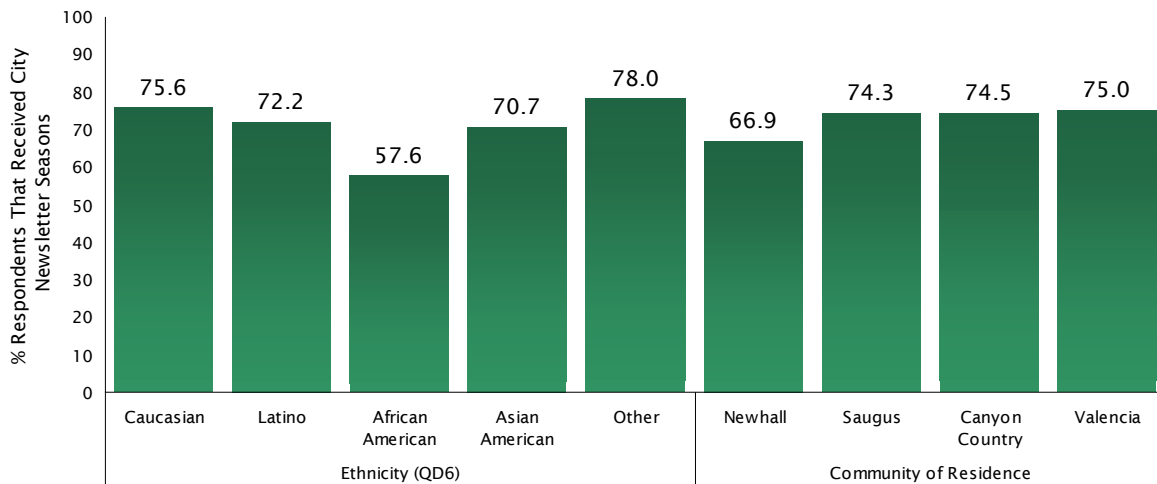


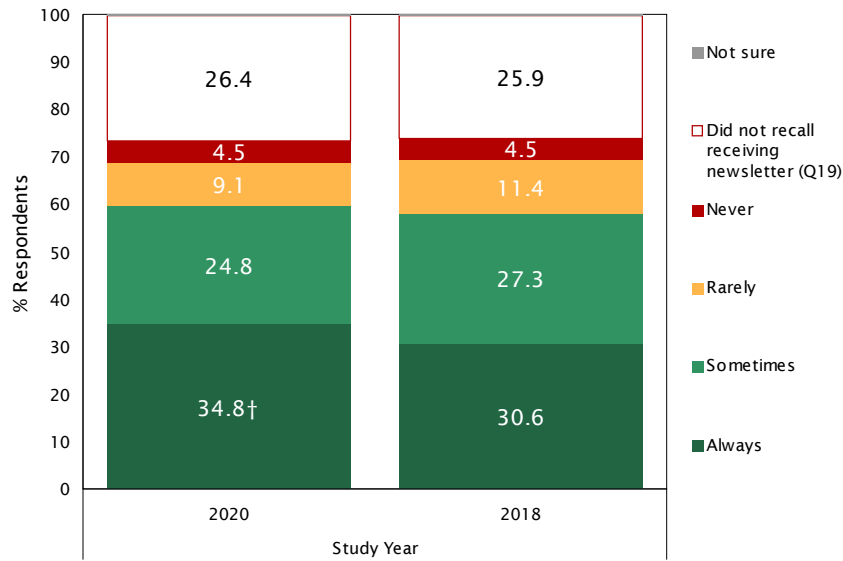
FIGURE 41 RECEIVED SEASONS NEWSLETTER BY ETHNICITY & COMMUNITY OF RESIDENCE



SEASONS READERSHIP Respondents who indicated that their household had received *Seasons* in the past year were 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, 35% indicated they always read *Seasons* when it arrives (a statistically significant increase from 2018), 25% said sometimes, 9% 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, those with a child in the home, homeowners, residents satisfied with the City's communication efforts, residents 40 years of age and older, women, respondents who took the survey in English, residents generally satisfied with the City, those of 'other' ethnicities, and Saugus area residents 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

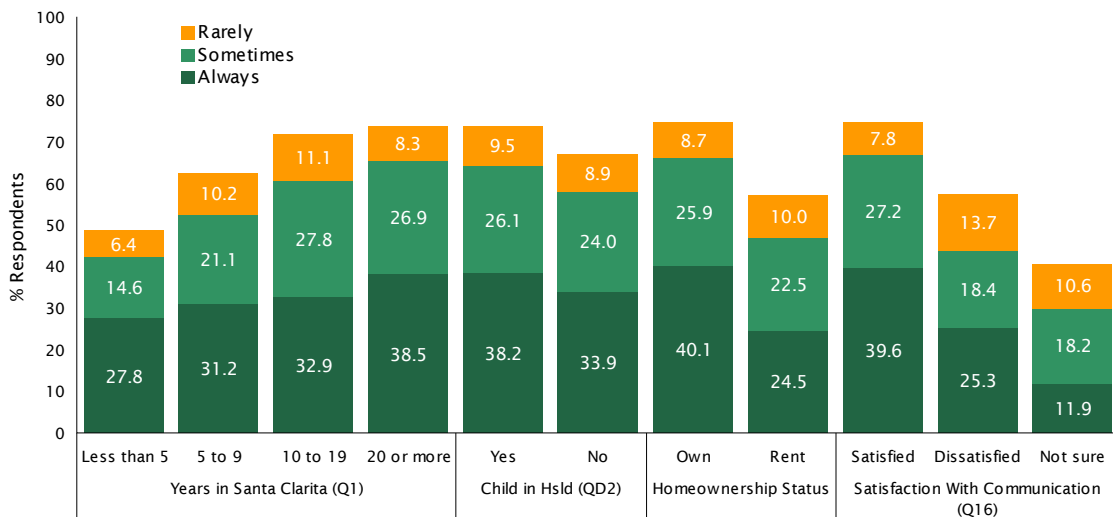


FIGURE 44 FREQUENCY OF READING SEASONS NEWSLETTER BY AGE, GENDER, SURVEY LANGUAGE & OVERALL SATISFACTION

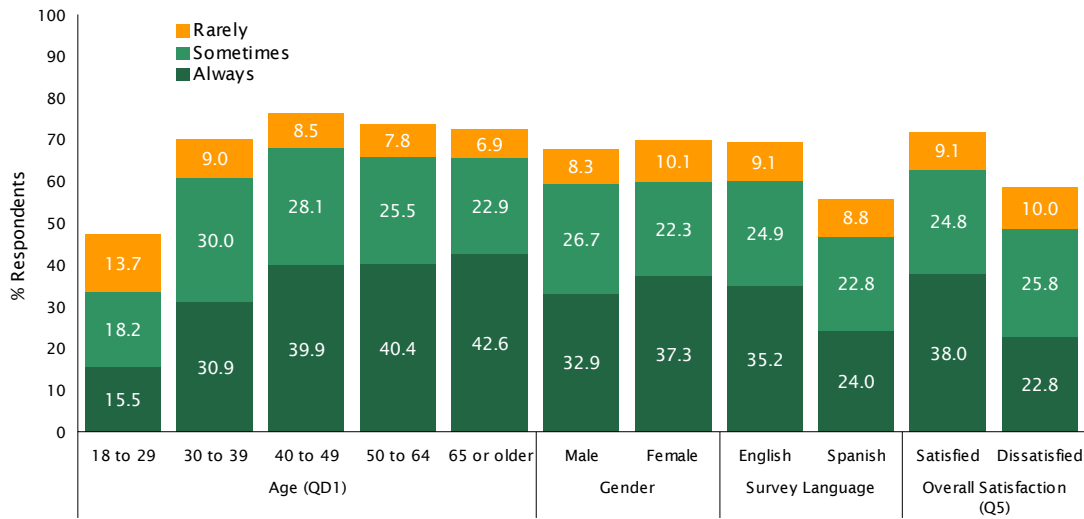
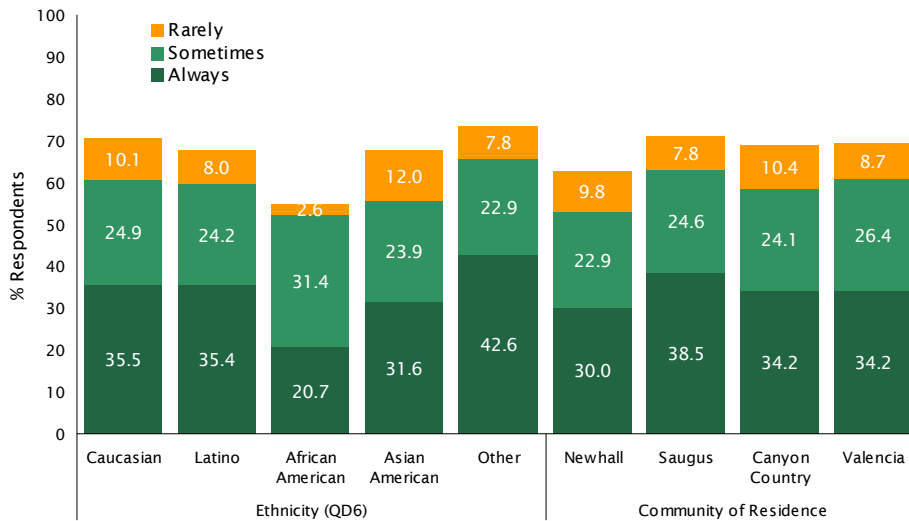


FIGURE 45 FREQUENCY OF READING SEASONS NEWSLETTER BY ETHNICITY & COMMUNITY OF RESIDENCE





BACKGROUND & DEMOGRAPHICS

TABLE 11 DEMOGRAPHICS OF SAMPLE BY SURVEY YEAR

	Study Year		
	2020	2018	2016
Total Respondents	1,248	968	570
Years in Santa Clarita (Q1)	%	%	%
Less than 5	12.7	18.6	12.1
5 to 9	12.4	10.4	12.2
10 to 19	25.2	23.8	32.8
20 or more	49.5	46.9	41.8
Prefer not to answer	0.2	0.2	1.0
Age (QD1)			
18 to 29	18.4	19.0	21.3
30 to 39	15.2	16.5	17.3
40 to 49	16.4	17.7	19.9
50 to 64	27.6	28.7	26.4
65 or older	18.7	18.1	14.3
Prefer not to answer	3.7	0.0	0.9
Child in Hsld (QD2)			
Yes	35.4	36.1	35.5
No	60.9	60.3	64.0
Prefer not to answer	3.7	3.6	0.5
Employment Status (QD3)			
Employed full-time	51.8	55.9	NA
Employed part-time	7.9	8.8	NA
Retired	21.1	18.1	NA
Other	13.0	13.5	NA
Prefer not to answer	6.1	3.7	NA
Work in Santa Clarita (QD4)			
Yes	23.6	22.3	31.1
No / Not employed / Retired	75.9	76.2	68.9
Prefer not to answer	0.4	1.5	0.0
Marital Status (QD5)			
Married	61.6	60.2	64.0
Not married	34.0	35.0	34.5
Prefer not to answer	4.4	4.8	1.5
Ethnicity (QD6)			
Caucasian / White	50.3	60.5	52.3
Latino / Hispanic	23.2	18.8	31.3
Asian American	10.4	5.9	9.3
Other / Mixed	8.6	8.0	4.4
Prefer not to answer	7.6	6.8	2.7
Homeownership Status			
Own	66.0	62.5	62.1
Rent	34.0	37.5	37.9
Gender			
Male	47.7	47.8	48.9
Female	49.0	47.5	51.1
Prefer not to answer	3.2	4.8	0.0
Community of Residence			
Newhall	13.1	11.3	16.2
Saugus	26.3	24.6	22.0
Canyon Country	30.8	30.6	36.0
Valencia	29.8	33.4	25.9

Table 11 presents the key demographic information collected during the survey by study year. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, and ensure that the resulting sample matched the profile of Santa Clarita's voter population on key characteristics.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Santa Clarita to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who had 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 48) 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 2020 survey were tracked directly from the 2018 survey to allow the City to reliably track 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.

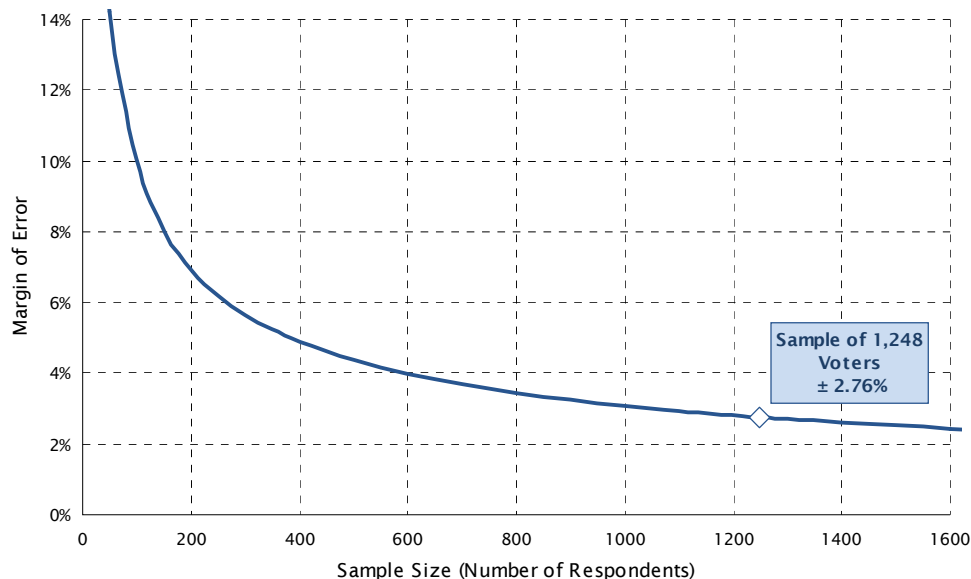
Residents were recruited to participate in the survey through multiple recruiting methods. Using a combination of mailed and emailed invitations, a random selection of individuals was initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by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

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 1,248 completed surveys were gathered online and by phone in English and Spanish between July 23 and August 8, 2020.

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 1,248 voters for a particular question and what would have been found if all of the estimated 137,254 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 $\pm 2.76\%$ for questions answered by all 1,248 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 = 1,248)
August 2020

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	2%
2	1 to 4 years	11%
3	5 to 9 years	12%
4	10 to 19 years	25%
5	20 years or longer	49%
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.

COVID-19 concerns, issues	19%
Overdevelopment, growth	16%
Traffic congestion	16%
Public safety	13%
Not sure, cannot think of anything	13%
Racial inequality	9%
Homelessness	5%
Environmental issues, preparedness	4%
Affordable housing	3%
Economy, jobs	3%
Police funding, reform, support concerns	3%
High cost of living	2%
Infrastructure, roads, streets	2%
Education	2%

	Leadership, government	2%						
	Lack of cultural diversity	2%						
	Enforcing traffic laws	2%						
	Healthcare, hospitals	1%						
	Public transportation	1%						
	Political division	1%						
	Autonomy from LA County	1%						
	City planning, balance of development	1%						
	Improvement, addition of parks, rec areas	1%						
	Maintaining clean, landscaping	1%						
	Quality of life	1%						
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	42%	43%	12%	1%	1%	0%	0%
B	Santa Clarita as a place to raise a family	49%	37%	9%	2%	0%	1%	1%
C	Santa Clarita as a place to retire	22%	30%	24%	11%	5%	7%	1%
D	Santa Clarita as a place to work	22%	35%	20%	7%	3%	12%	2%
E	The overall quality of life in Santa Clarita	32%	50%	15%	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.							
	Not sure, cannot think of anything	19%						
	Limit growth, development	13%						
	Reduce traffic congestion	7%						
	No changes needed	6%						
	Provide more affordable housing	5%						
	Improve public safety, more police presence	5%						
	Improve cultural diversity, address racial inequality	5%						
	Improve, maintain infrastructure, roads, streets	4%						
	Improve City government, leadership	4%						
	Address COVID-19 issues, concerns	4%						
	Address homeless issues	3%						

Provide more variety of high-end restaurants, shopping opportunities	3%
Improve economy, jobs, small-business friendly	3%
Address police reform issues	2%
Reduce taxes, fees	2%
Provide more community events, activities for all ages	2%
Provide, improve parks, recreation facilities	2%
Enforce traffic laws	2%
Clean-up, beautify City, landscape	2%
Support police, get own police services	2%
Autonomy from LA County	2%
Environmental concerns, preparedness	2%
Improve schools, education	1%
Provide more healthcare, hospitals	1%
Provide more entertainment options, nightlife	1%
Synchronize traffic lights	1%
Improve planning, diversity of development, design	1%
Reduce cost of living	1%
Improve public transportation	1%
Improve City-Resident communication efforts	1%
Provide more programs, services for seniors	1%

Section 3: City Services

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

Q5 In general, are you satisfied or dissatisfied with the job the City of Santa Clarita is doing to provide city services? *Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?*

1	Very satisfied	37%
2	Somewhat satisfied	45%
3	Somewhat dissatisfied	8%
4	Very dissatisfied	3%
98	Not sure	7%
99	Prefer not to answer	1%

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 the categories below. Categories mentioned by at least 2% of respondents shown.	
	Beautiful, clean city, no graffiti, well-landscaped	25%
	High quality, responsive City services	19%
	Not sure, cannot think of anything specific	15%
	New, well-maintained infrastructure	9%
	Parks, rec facilities	9%
	Public safety, low crime rate	8%
	Community events, activities	7%
	County Sheriff, Fire Department services	6%
	Public transportation	3%
	Attentive Mayor, Council, officials	3%
	Everything is great, no problems	3%
	Bike lanes, trails	2%
	Nice place to live, raise kids, family	2%
	Schools, educational opportunities	2%
	Trash services, collection	2%
	Satisfied, but always room for improvement	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 the categories below. Categories mentioned by at least 2% of respondents shown.	
	Level of services, responsiveness imbalanced across communities	11%
	Poor upkeep, landscaping of public areas	9%
	Too much growth, development	9%
	Homeless issues	8%
	Racial, cultural diversity concerns	8%
	City communication, transparency	7%
	COVID-19 issues	6%
	Poor road, street maintenance	6%
	Lacking affordable services for youths, seniors	5%
	Public safety, need more emergency personnel, police services	5%
	High cost of living, fees	4%
	Need to address police reform issues	4%
	Traffic congestion	4%
	Not sure, cannot think of anything specific	4%

	Not enough affordable housing	3%					
	Utility service issues	3%					
	Income inequality	3%					
	Environmental issues, concerns	3%					
	Parking issues	2%					
	Improve leadership, government	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	61%	28%	10%	1%	0%	0%
B	Providing parks and recreation facilities	47%	38%	13%	2%	0%	0%
C	Being fiscally responsible with the City's budget	64%	28%	6%	1%	1%	0%
D	Providing Sheriff or police services	64%	19%	10%	6%	0%	0%
E	Providing fire protection and prevention services	78%	19%	3%	0%	0%	0%
F	Communicating and providing information on City programs	34%	41%	22%	3%	0%	0%
G	Preserving open space	52%	30%	15%	2%	1%	0%
H	Beautifying roadways and medians, including landscaping, litter removal, and graffiti removal	40%	36%	20%	4%	0%	0%
I	Protecting the environment	54%	27%	16%	3%	0%	0%
J	Providing library services	36%	38%	21%	5%	0%	0%
K	Addressing youth drug use	49%	30%	16%	4%	1%	0%
L	Providing trails and paseos for public use	41%	36%	19%	3%	0%	0%
M	Maintaining city streets and sidewalks	56%	36%	8%	0%	0%	0%
N	Providing special events like the Cowboy Festival, summer concerts, Thursday's at Newhall, Senses, and marathon	22%	32%	33%	12%	1%	0%
O	Providing public transit and transportation services	34%	36%	21%	7%	1%	0%
P	Providing sports and recreation programs	32%	40%	22%	5%	1%	0%
Q	Providing homeless services	38%	28%	22%	9%	2%	1%
R	Providing diversity and inclusion programs	37%	23%	23%	14%	2%	1%
S	Preparing for and managing emergencies	68%	26%	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	18%	36%	26%	17%	3%	1%
B	Provide parks and recreation facilities	52%	38%	5%	2%	3%	1%
C	Be fiscally responsible with the City's budget	24%	38%	11%	4%	22%	1%
D	Provide Sheriff or police services	45%	31%	10%	7%	5%	2%
E	Provide fire protection and prevention services	55%	33%	6%	2%	4%	1%
F	Communicate and provide information on City programs	30%	42%	13%	5%	9%	2%
G	Preserve open space	34%	39%	14%	6%	7%	1%
H	Beautify roadways and medians, including landscaping, litter removal, and graffiti removal	49%	37%	8%	3%	2%	1%
I	Protect the environment	29%	37%	14%	6%	13%	2%
J	Provide library services	47%	37%	5%	1%	8%	1%
K	Address youth drug use	17%	32%	16%	8%	26%	3%
L	Provide trails and paseos for public use	53%	37%	5%	1%	4%	1%
M	Maintain city streets and sidewalks	43%	42%	10%	3%	2%	1%
N	Provide special events like the Cowboy Festival, summer concerts, Thursday's at Newhall, Senses, and marathon	38%	40%	6%	2%	11%	3%
O	Provide public transit and transportation services	34%	40%	10%	3%	12%	2%
P	Provide sports and recreation programs	37%	41%	6%	2%	12%	1%
Q	Provide homeless services	15%	28%	21%	11%	22%	3%
R	Provide diversity and inclusion programs	18%	29%	14%	10%	24%	5%
S	Prepare for and manage emergencies	36%	39%	7%	4%	13%	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	29%	Ask Q11			
	2	No	66%	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		62%	25%	13%	1%	0%
B	Professional		72%	21%	5%	1%	0%
C	Accessible		62%	29%	8%	1%	0%
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: Would you say you strongly (trust/do not trust) or somewhat (trust/do not trust) this organization?</i>						
	<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		27%	54%	11%	5%	3%
B	The State of California		17%	34%	17%	28%	4%
C	The County of Los Angeles		13%	38%	21%	24%	4%
D	The United States Federal Government		11%	32%	25%	28%	4%
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	60%	Ask Q14			
	2	No	20%	Skip to Q15			
	98	Not Sure	19%	Skip to Q15			
	99	Prefer not to answer	1%	Skip to Q15			

Q14	What are the names of the retail stores or restaurants you would most like to have located in Santa Clarita? Verbatim responses recorded and later grouped into the categories below. Categories mentioned by at least 2% of respondents shown.	
	Small coffee, baked goods cafes	25%
	Fast food restaurant chains	18%
	High-end larger apparel, department stores	16%
	Variety of ethnic, restaurants, supermarkets	15%
	Upper-scale restaurant chains	12%
	Family restaurant chains	10%
	Specialty goods stores	7%
	Locally owned, non-chain businesses	7%
	Contemporary casual cuisine	6%
	Entertainment centers	6%
	Not sure, cannot think of anything specific	6%
	Gourmet, organic specialty grocery stores	4%
	Upper-scale clothing stores	4%
	Vegan, healthy restaurants	4%
	Large discount stores	3%
	Sports stores	2%
	Night clubs, dancing places	2%
	Any additional stores, restaurants	2%
	Delis	2%
	Shoe stores	2%

Section 6: Communication

Q15	Where do you get your information about news and issues facing Santa Clarita? <i>Don't read list. Record up to first 3 responses.</i>	
	The Signal / Santa Clarita Valley Signal	33%
	Social media	30%
	Internet in general	15%
	Local television news	12%
	KHTS-AM 1220	12%
	Word of mouth	9%
	Magazine of Santa Clarita	6%
	City's website	6%
	Radio	5%
	Mail / Flyers / Brochures (unspecified)	5%

	SCVTV / SCV News / Public Access TV	4%
	Email / City emails	3%
	Local newspaper (unspecified)	3%
	Local magazine (unspecified)	3%
	Seasons / City Newsletter	3%
	SCV Sheriff	2%
	Community website, newsletter, or blog	2%
	TV news	2%
	Nextdoor	2%
	Los Angeles Times	2%
	Phone, tablet app (unspecified)	2%
	Other source	6%
	Do not receive info about City	7%
	Not sure, cannot think of any	6%
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:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?	
	1 Very satisfied	26%
	2 Somewhat satisfied	49%
	3 Somewhat dissatisfied	14%
	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	49%
B	Social Media sites such as Facebook, Twitter and Instagram	49%
C	A Smart Phone application that would allow you to communicate with the City, report issues, and receive updates	61%
D	City website	47%
E	Newsletters and other materials mailed directly to your house	40%
F	Advertisements in local papers	15%

City of Santa Clarita Community Survey

August 2020

G	Text messages	40%	34%	21%	5%
H	Town hall style meetings	20%	49%	26%	5%
I	Public service announcements on local radio stations	20%	42%	34%	4%
<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? Verbatim responses recorded and later grouped into categories shown below.				
	Facebook in general			38%	
	Do not use Social Media for local news, info			18%	
	Instagram in general			12%	
	Twitter			12%	
	Not sure, can't remember / Prefer not to answer			8%	
	SCV Signal			6%	
	City Facebook page			3%	
	KHTS			3%	
	Email			1%	
	City website			1%	
	Nextdoor			1%	
	SCVTV			1%	
	Google			1%	
	Website (in general)			1%	
	City Instagram page			1%	
	Phone app			1%	
Q19	In the past year, did your household receive the City's newsletter, called <i>Seasons</i> ?				
	1	Yes		74%	<i>Ask Q20</i>
	2	No		11%	<i>Skip to D1</i>
	98	Not sure		15%	<i>Skip to D1</i>
	99	Prefer not to answer		0%	<i>Skip to D1</i>

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	47%
	2	Sometimes	34%
	3	Rarely	12%
	4	Never	6%
	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	18%		
	30 to 39	15%		
	40 to 49	16%		
	50 to 64	28%		
	65 or older	19%		
	Prefer not to answer	4%		
D2	Do you have children under the age of 18 in your household?			
	1	Yes	35%	
	2	No	61%	
	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	52%	Ask D4
	2	Employed part-time	8%	Ask D4
	3	Student	4%	Skip to D5
	4	Homemaker	5%	Skip to D5
	5	Retired	21%	Skip to D5
	6	In-between jobs	4%	Skip to D5
	98	Don't Know	1%	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	60%
99	Prefer not to answer	1%
D5 Are you married?		
1	Yes	62%
2	No	34%
99	Prefer not to answer	4%
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	50%
2	Latino/Hispanic	23%
3	African-American/Black	4%
4	American Indian or Alaskan Native	0%
5	Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	10%
6	Pacific Islander	0%
7	Middle Eastern	1%
8	Mixed Heritage	3%
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	49%
3	Prefer not to answer	3%
S2 Homeowner		
1	Own	66%
2	Rent	34%

S3	Community of Residence		
	1	Newhall	13%
	2	Saugus	26%
	3	Canyon Country	31%
	4	Valencia	30%