

City of Ventura citizen survey results presented to community, online survey available for interested residents

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01/28/2015

For Immediate Release

January 28, 2015

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In November 2014 the City of Ventura conducted a citizen survey to measure resident satisfaction. Research firm Fairbank, Maslin, Maullin, Metz & Associates (FM3) developed the survey in consultation with city staff, and interviews were made by telephone with a sample of 400 city of Ventura registered voters. Survey results are available online at www.cityofventura.net/involved/engagement.

The survey posed questions about the quality of life in Ventura, the effectiveness of local government, the city's customer service, how residents get their information about the city, and the relative importance and satisfaction of select city-provided services.

Survey results showed that Ventura residents are generally happy with the direction the city is taking, feel that the quality of life in Ventura is excellent, support city government, and feel that the city provides good customer service. Most respondents said they trust the city to use their tax dollars wisely and rate the overall job the city government does in providing services to Ventura's residents as excellent or good.

However, the results also reflect that Ventura residents are interested in increased levels of service in specific areas, such as programs to prevent homelessness, crime prevention, water conservation, jobs creation, and street maintenance.

Mayor Cheryl Heitmann said, "This resident survey allows us to hear what community members identify as city priorities, and gives us another tool to measure the level of importance and satisfaction in our delivery of city services. The results of the survey will help us as we start our budgeting process for next year and ensure that our council goals are meeting the needs of our residents."

City of Ventura residents who would like to participate in a brief, online version of the citizens' survey may access it at www.cityofventura.net/involved/engagement before March 2, 2015.

This release is available on the City of Ventura website www.cityofventura.net. --###--