

COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF VENTURA

PRESENTED BY
TIMOTHY McLARNEY PH.D.

7/22/2022





PURPOSE OF STUDY

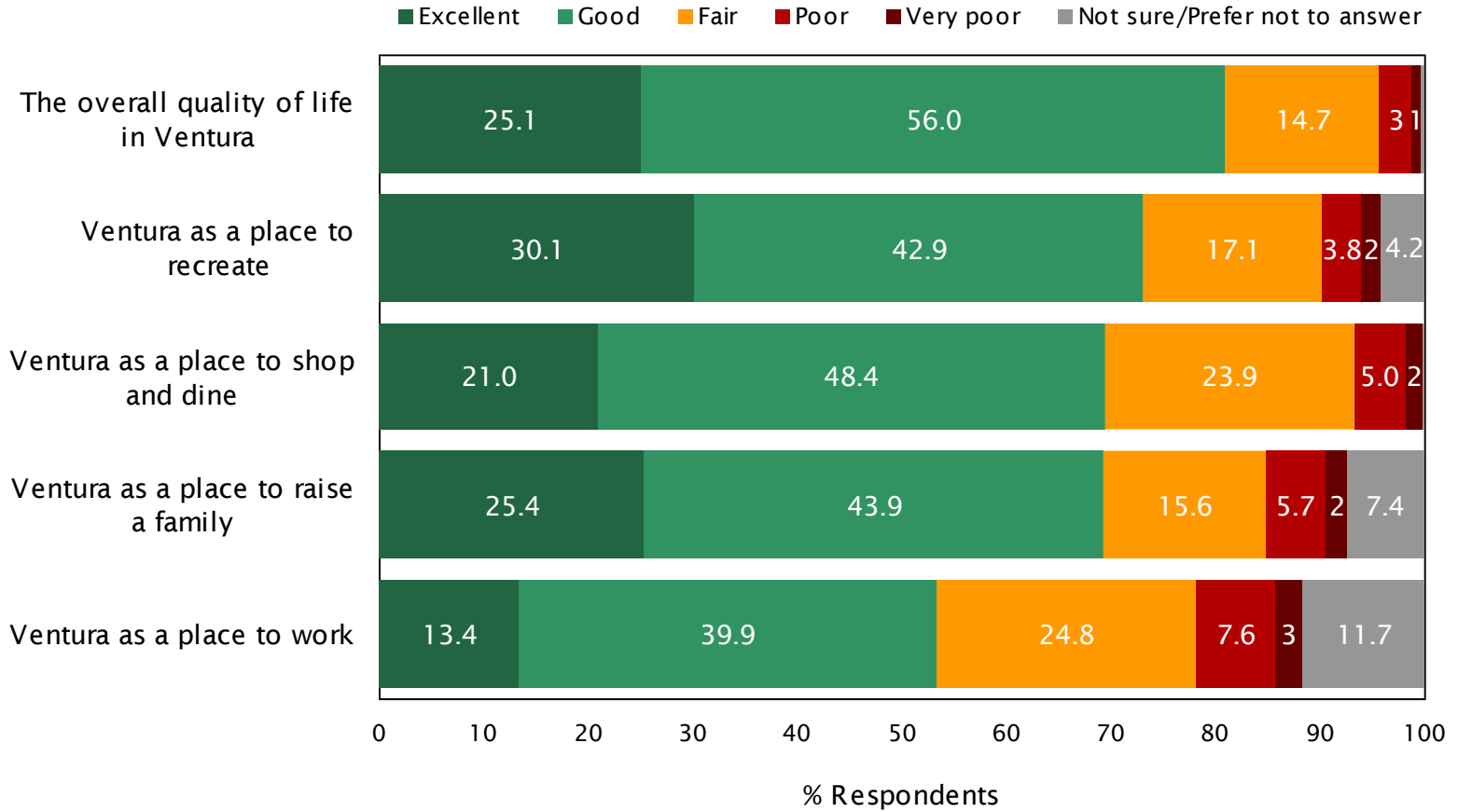
- Gauge perceptions of quality of life in Ventura
- Measure resident satisfaction with municipal services overall, as well as in specific service areas
- Gather opinions on topics including public safety, housing, spending priorities, and customer service
- Inform the City's communication strategies



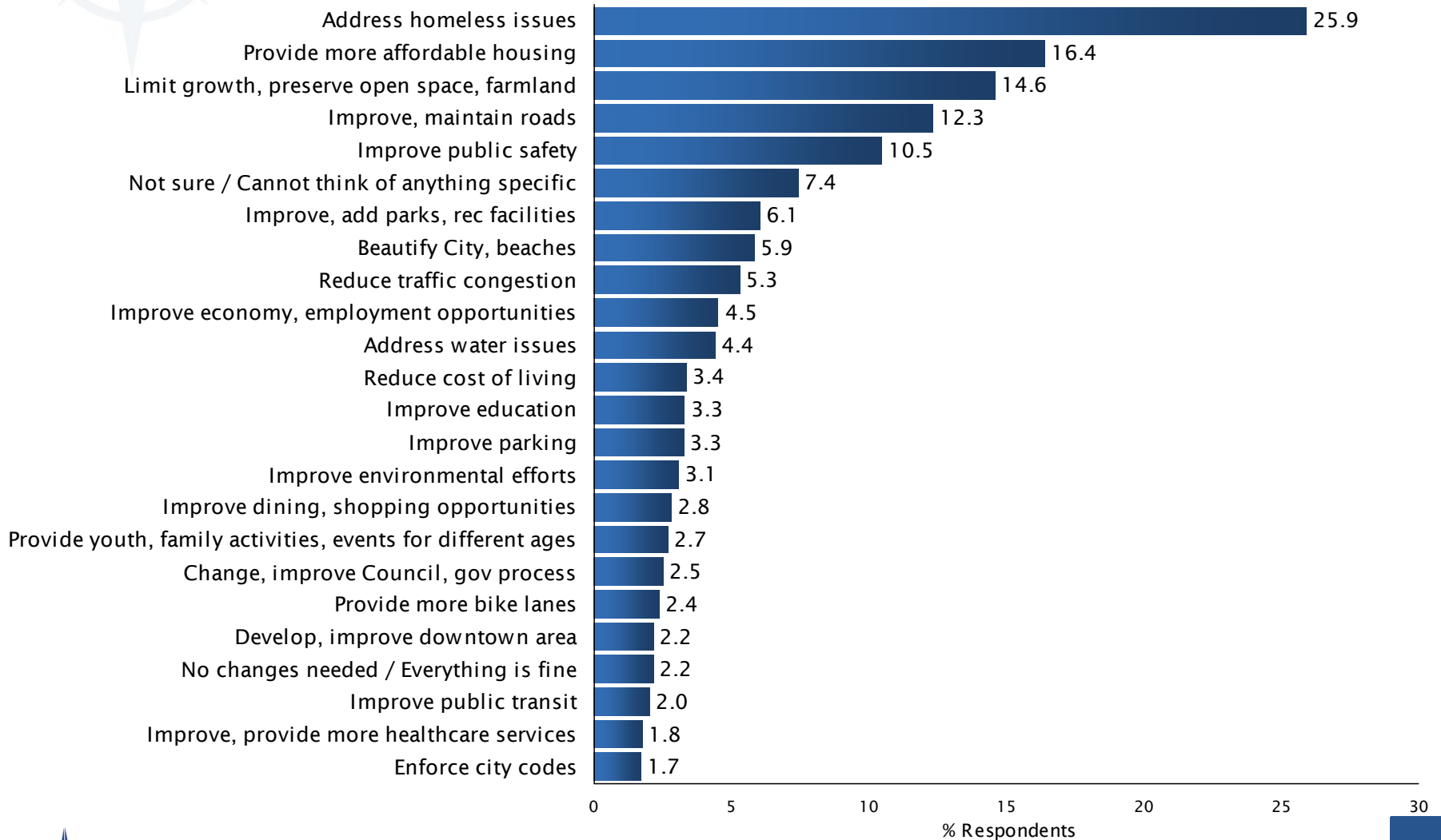
METHODOLOGY OF STUDY

- Conducted April 29th to May 8th, 2022
- Mixed Methodology
 - Email, Text & Telephone Recruiting
 - Online & Telephone Interviews (average of 17 minutes)
 - English & Spanish
- 1,070 adult residents selected using stratified random sampling
- Overall margin of error of $\pm 3.0\%$

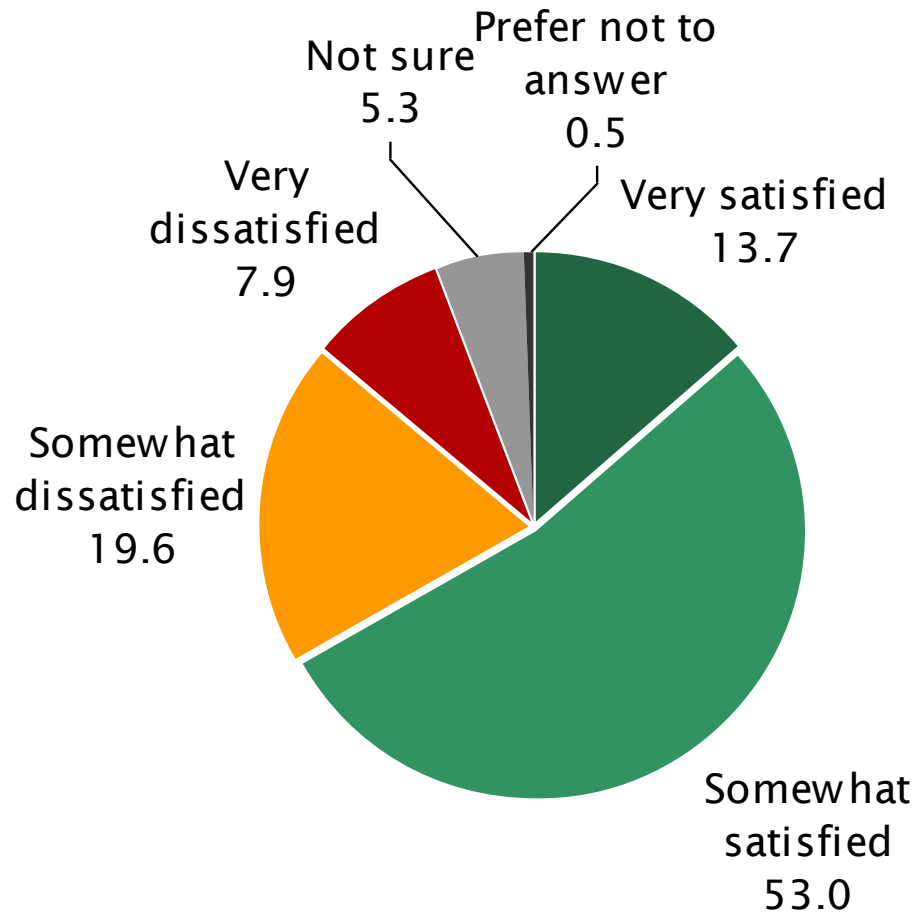
RATING CITY OF VENTURA



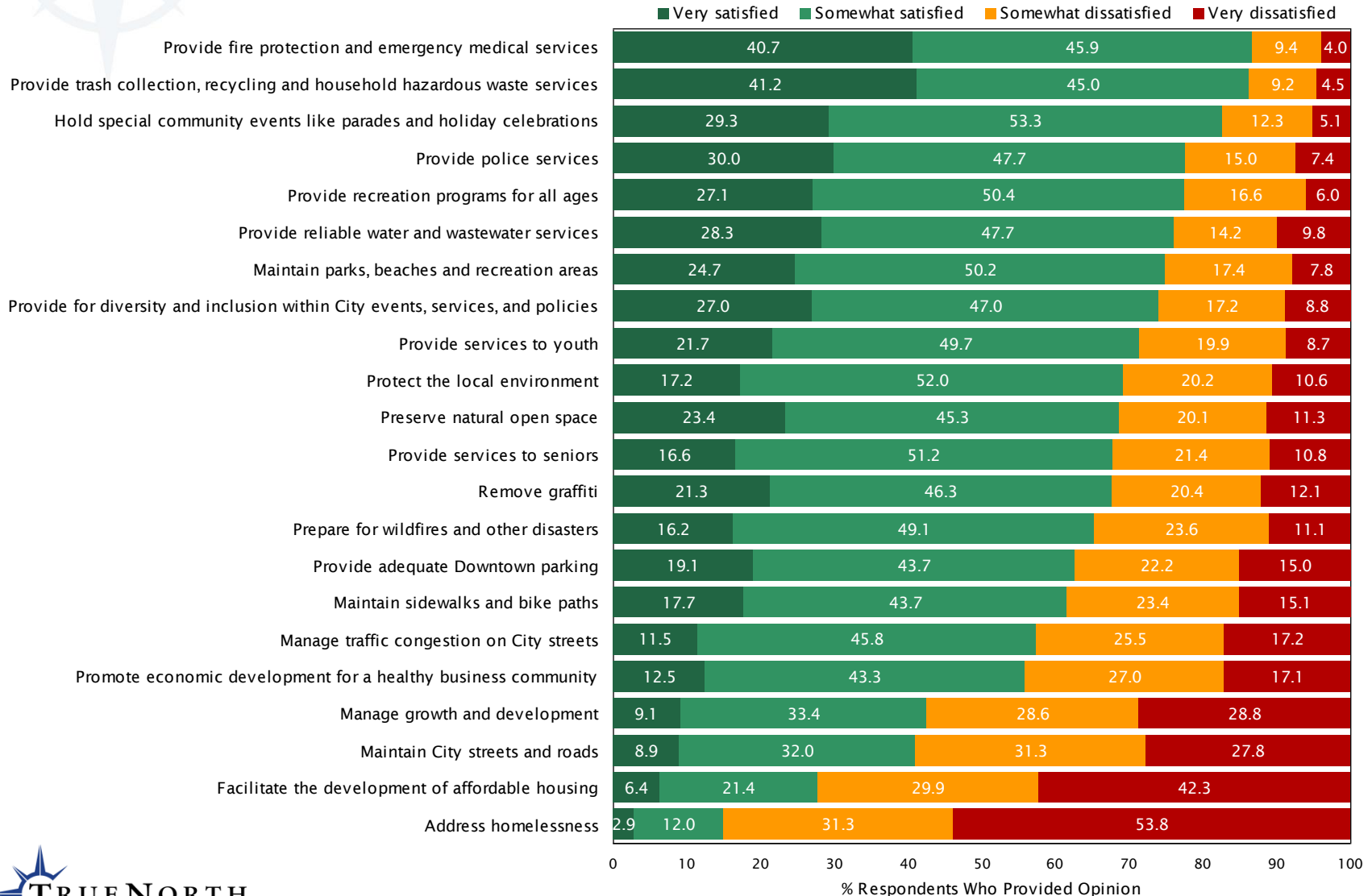
CHANGES TO IMPROVE CITY



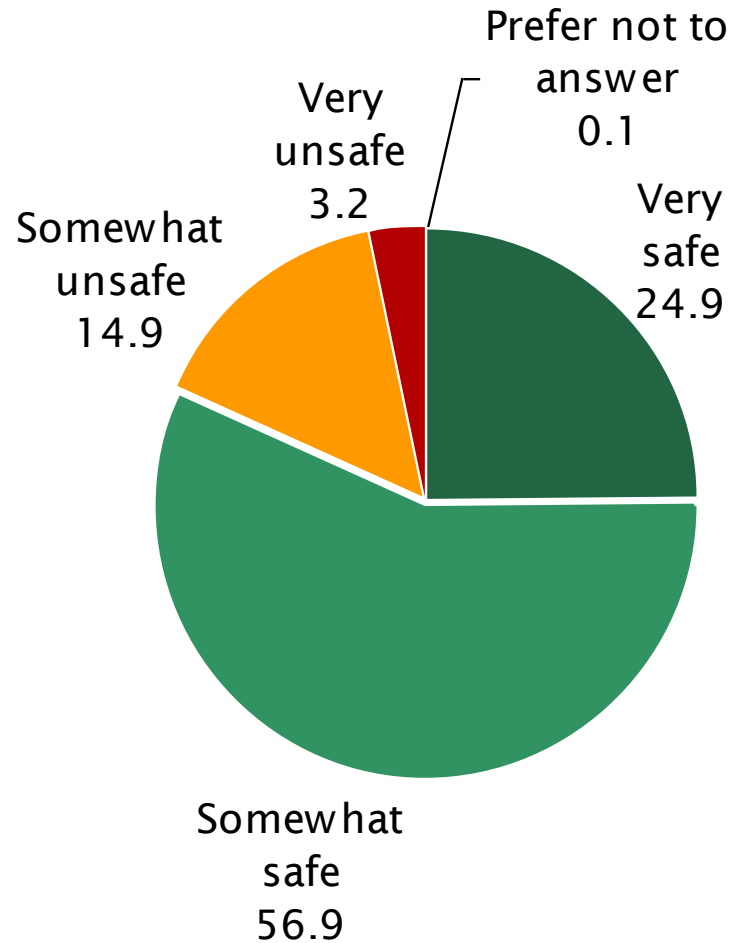
SATISFACTION WITH CITY SERVICES



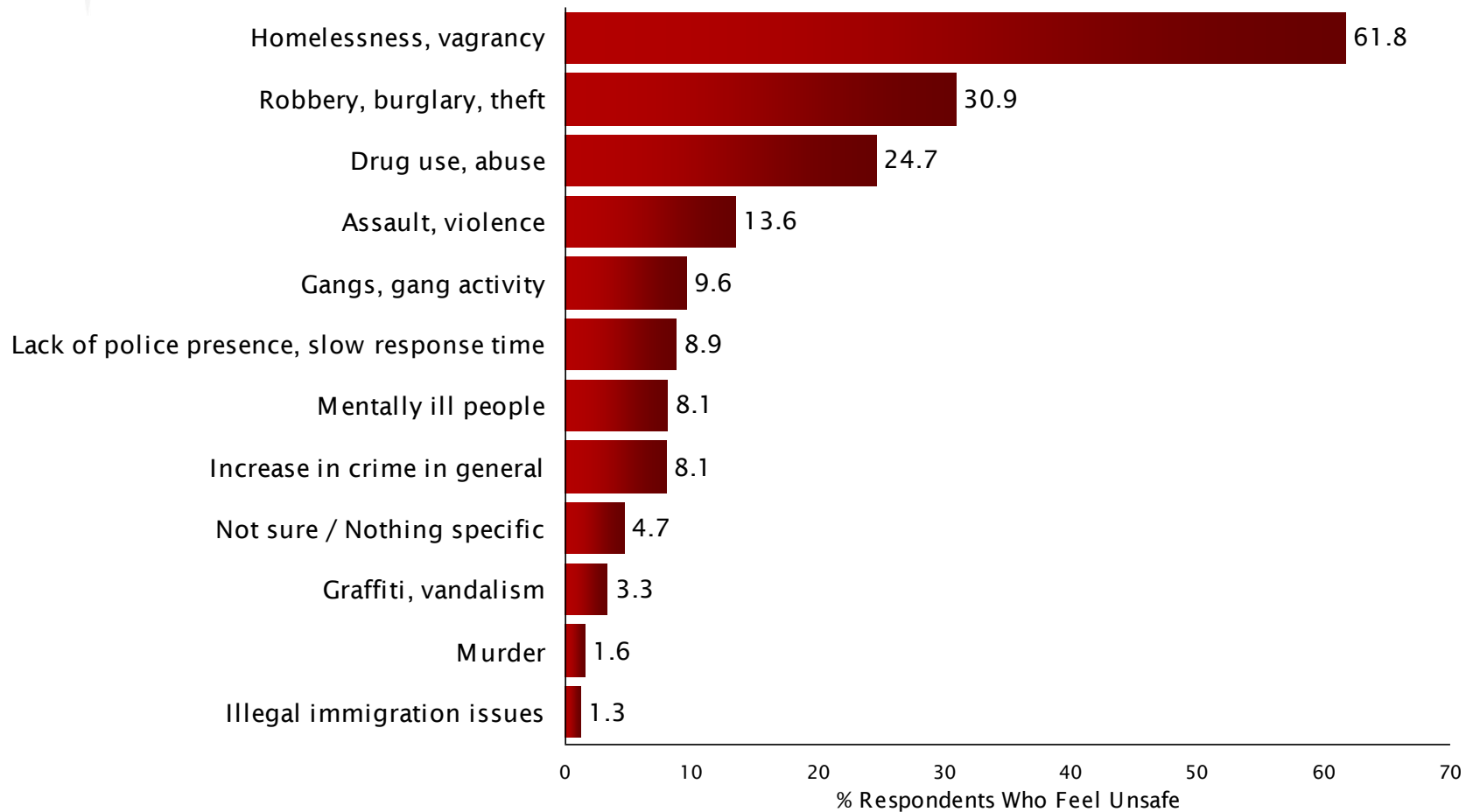
SATISFACTION WITH SERVICES



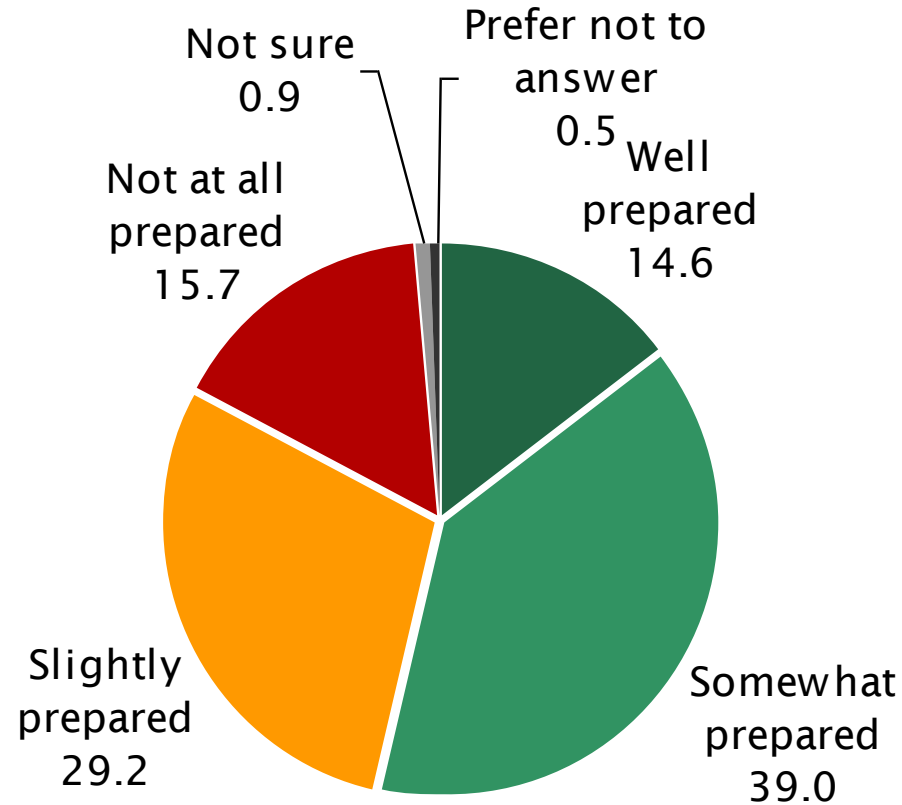
HOW SAFE IS THE CITY OF VENTURA?



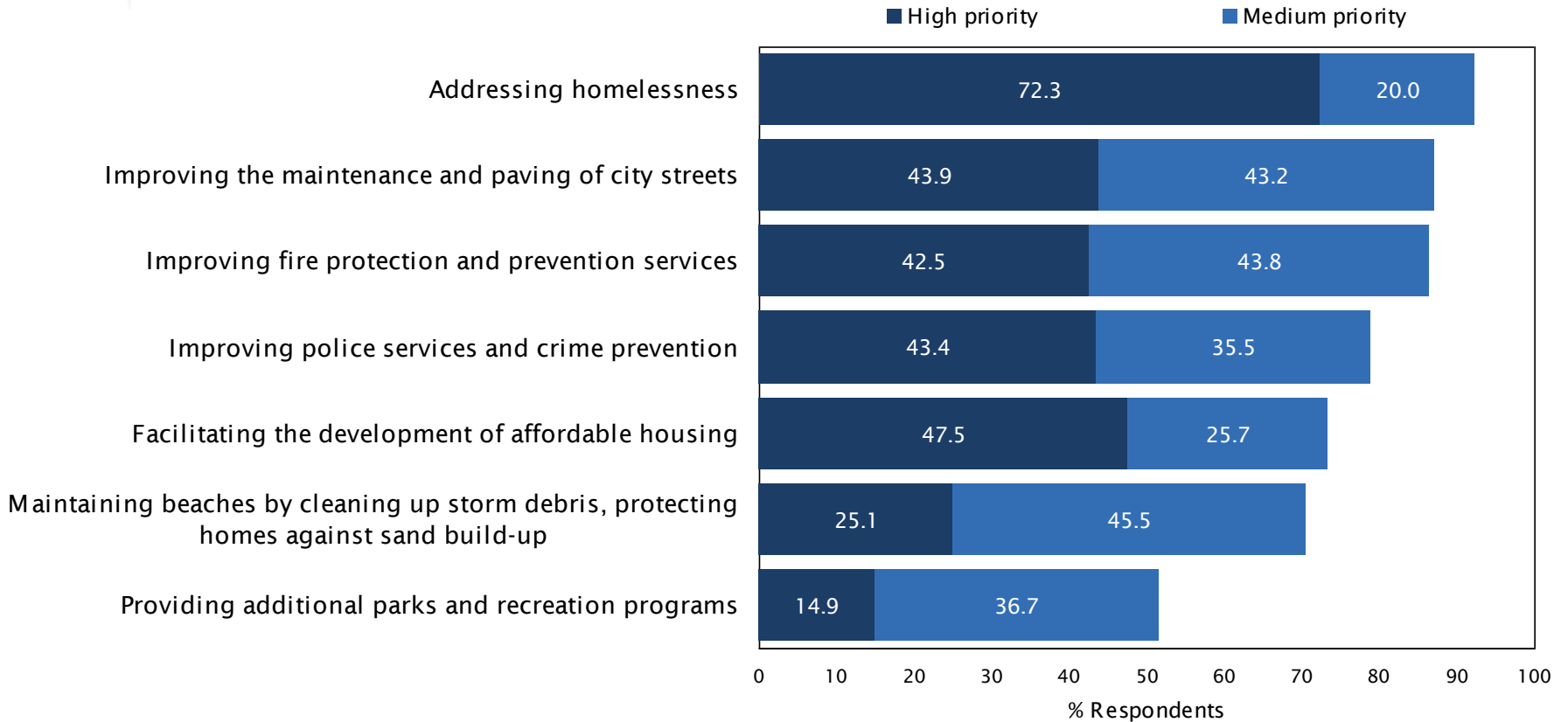
CRIME, ACTIVITY OR ISSUES OF CONCERN



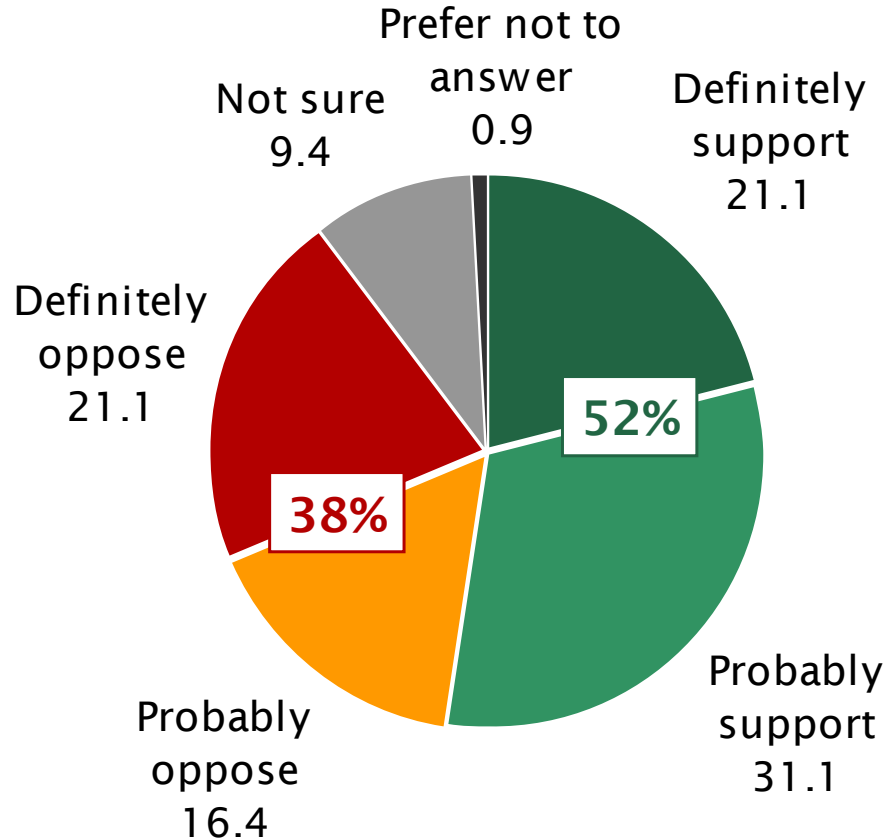
PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER?



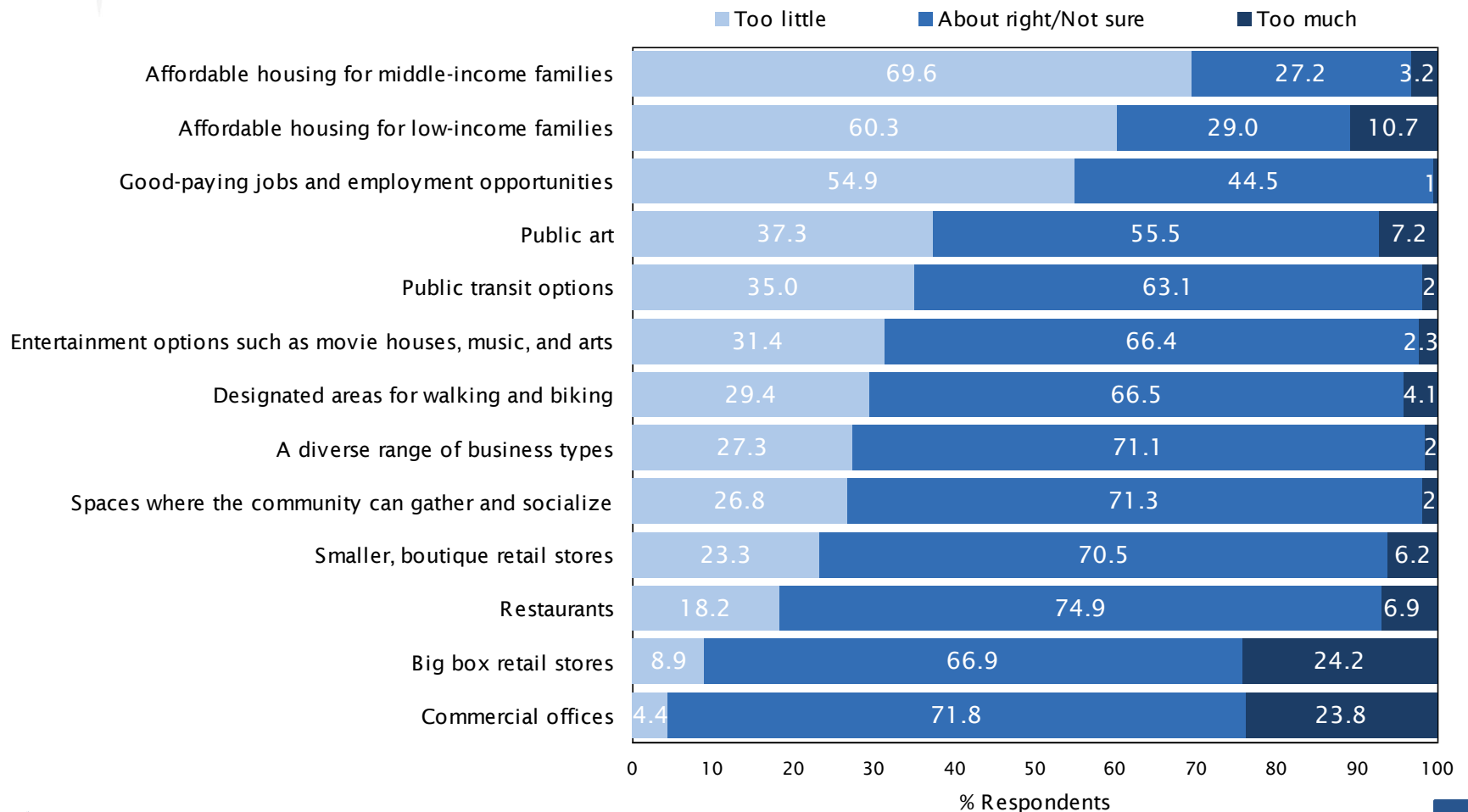
SPENDING PRIORITIES



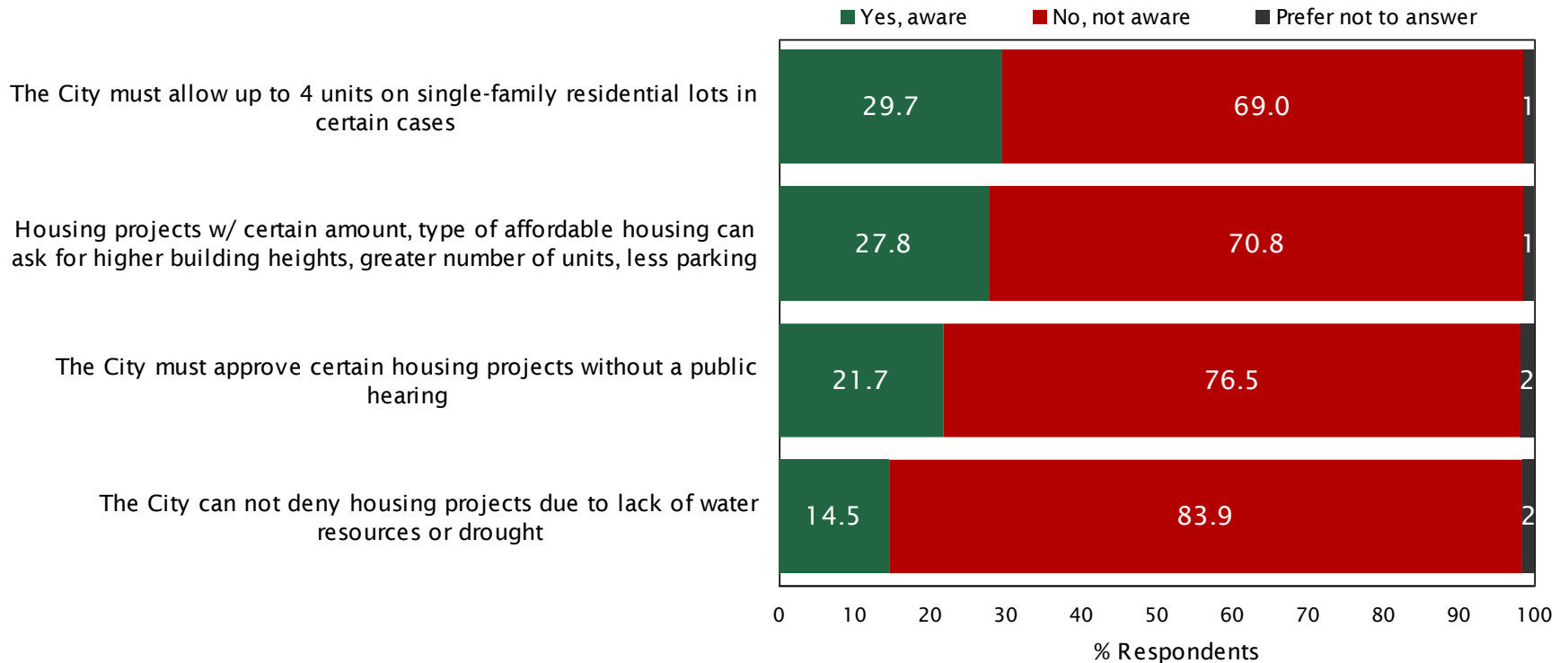
\$100 TAX FOR FIRE PROTECTION & EMS



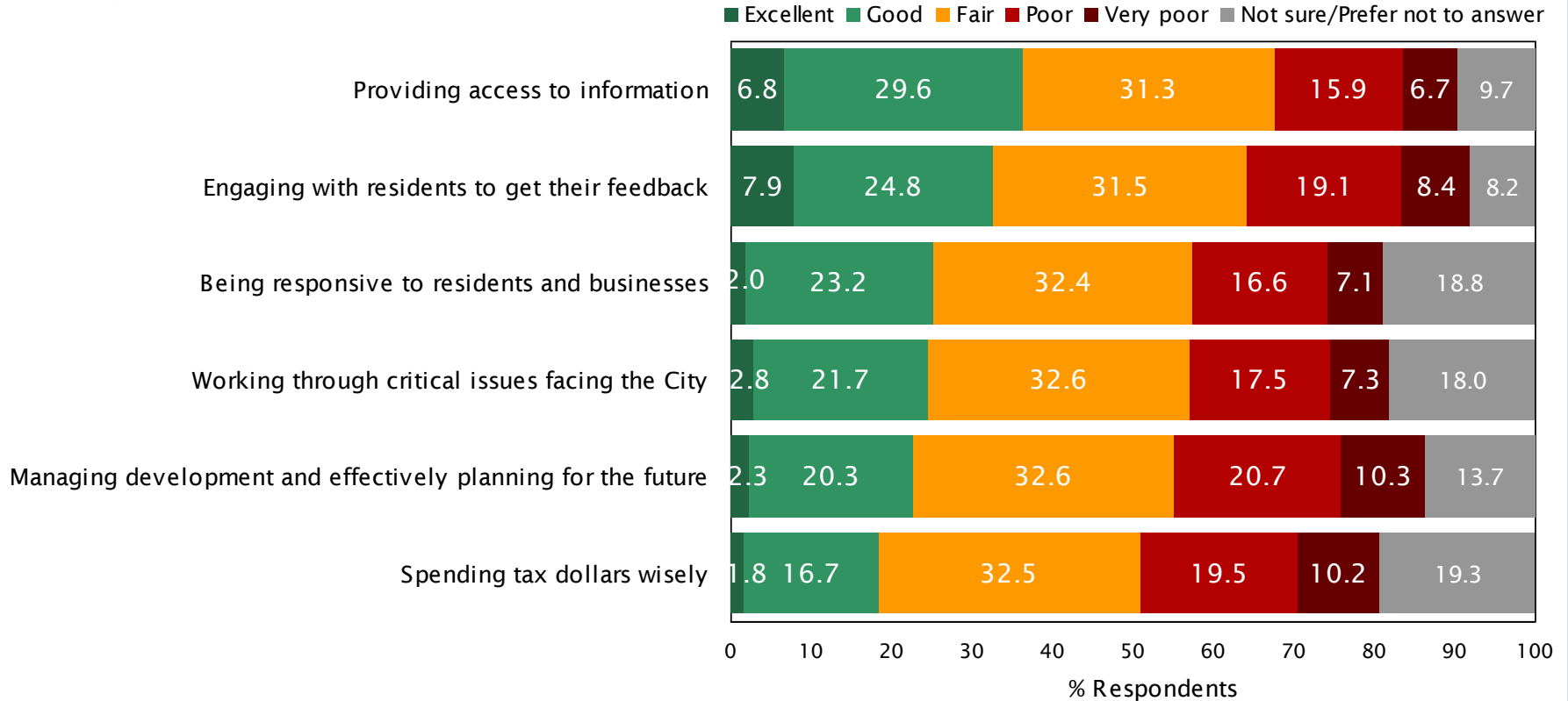
AVAILABILITY OF HOUSING, BUSINESSES & AMENITIES IN CITY



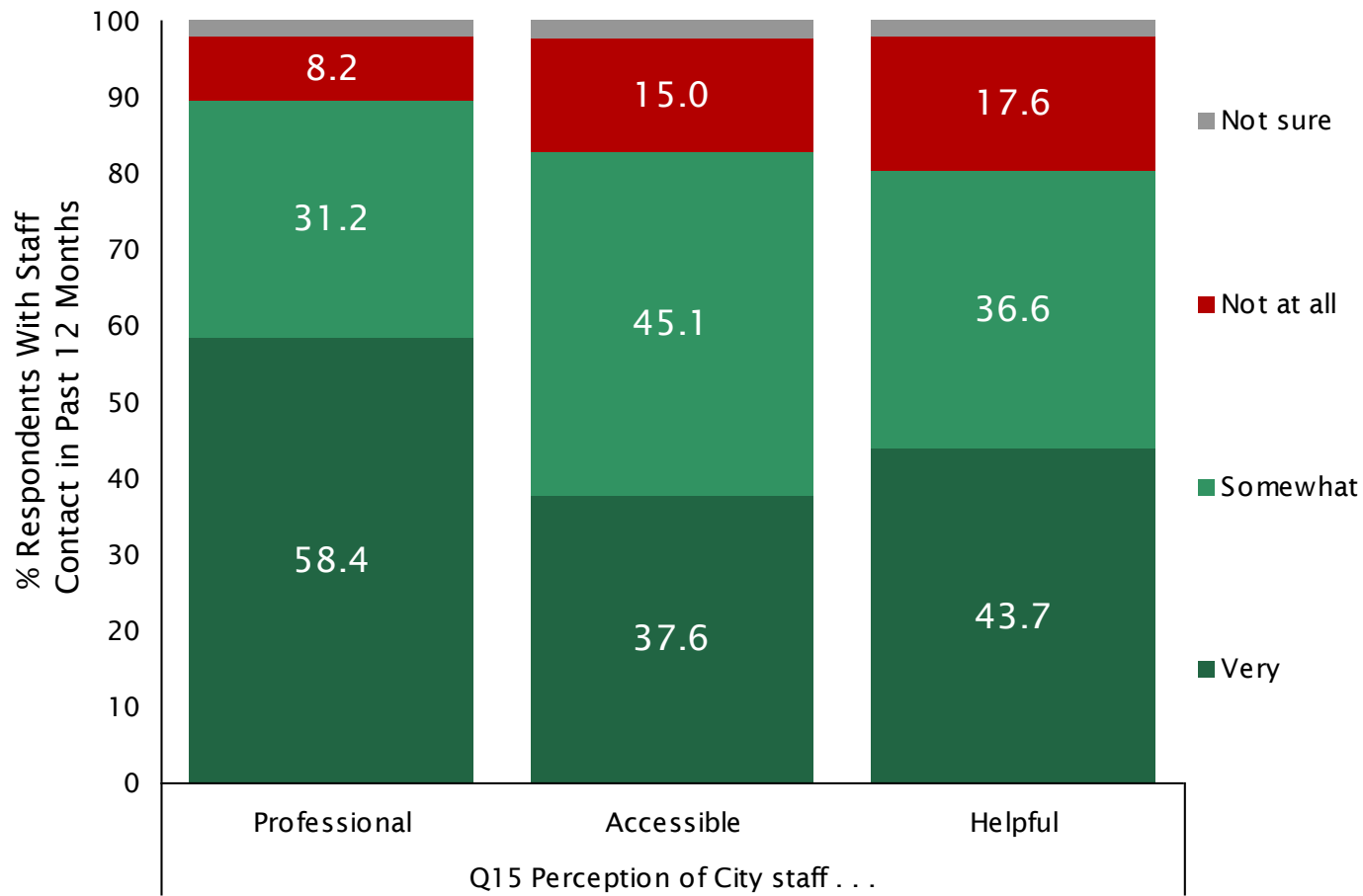
AWARENESS OF STATE HOUSING LAWS



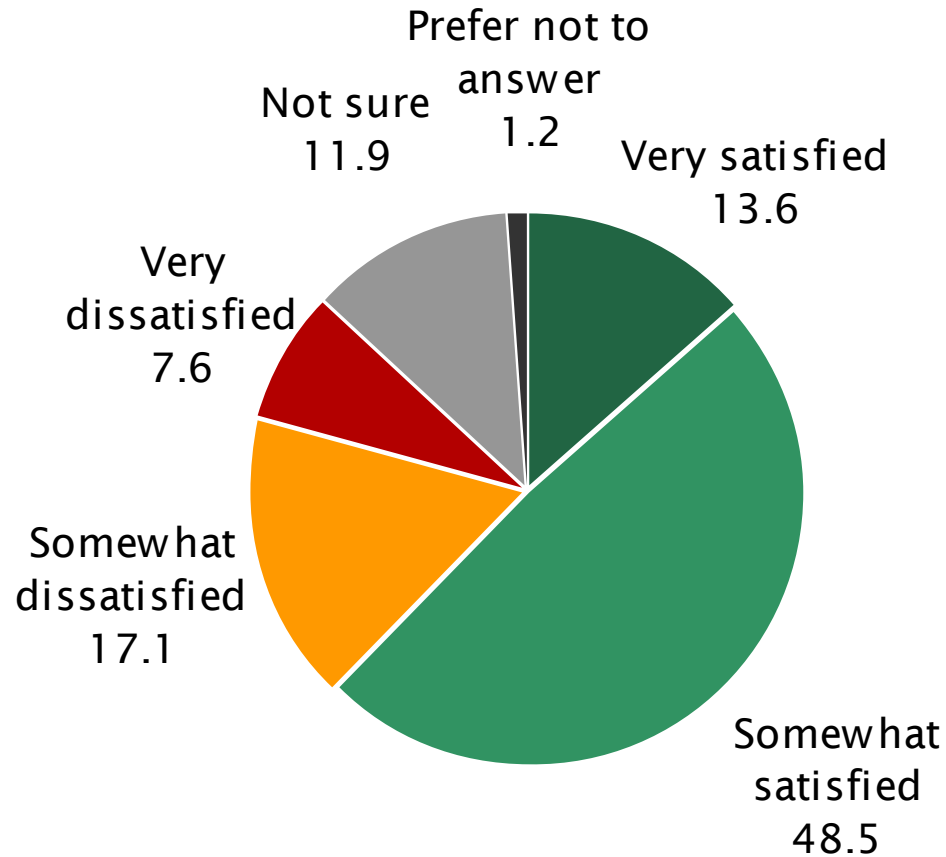
RATING CITY'S PERFORMANCE



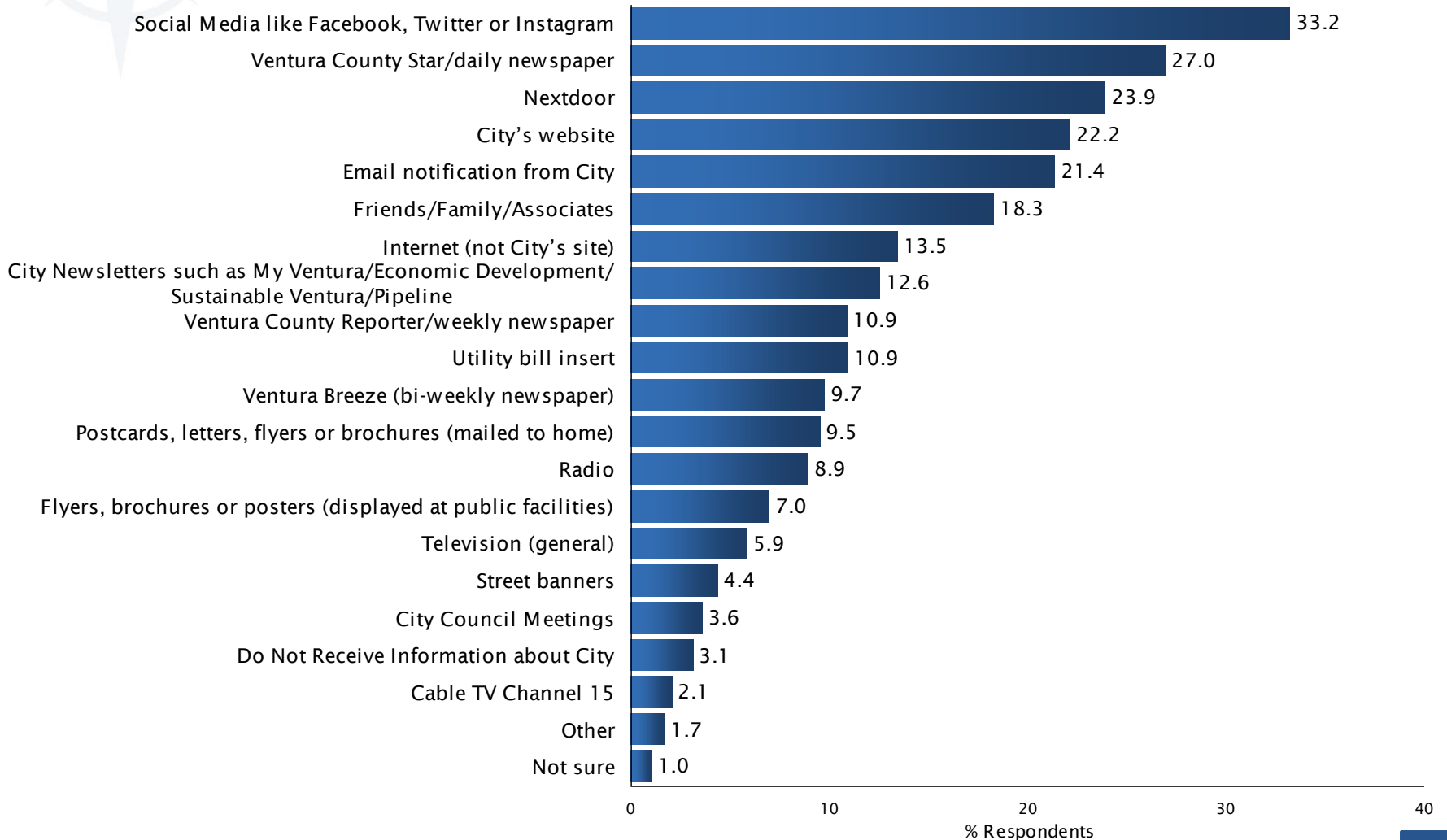
PERCEPTIONS OF CITY STAFF



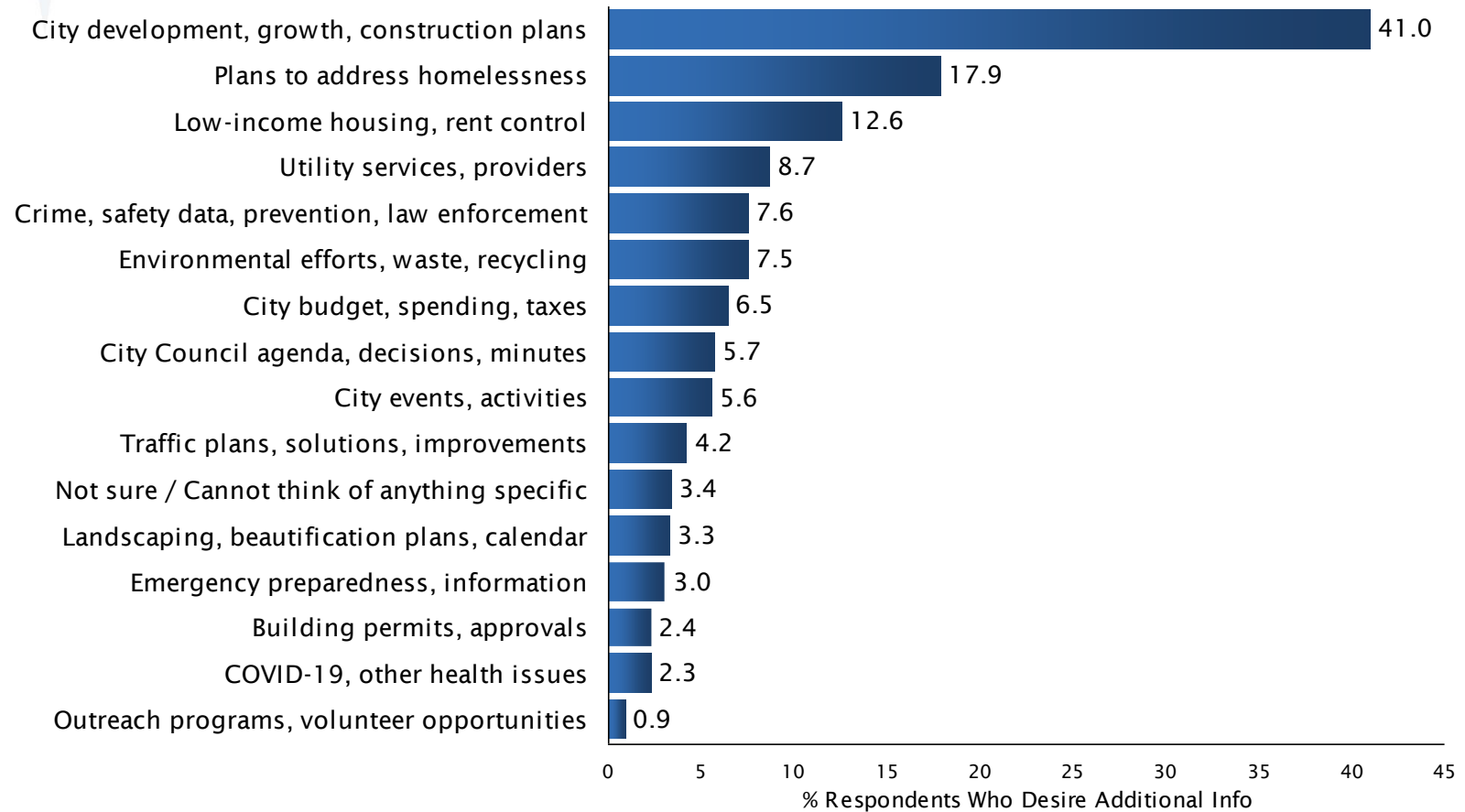
SATISFACTION WITH COMMUNICATION



VENTURA INFORMATION SOURCES



COMMUNICATION TOPICS OF INTEREST





KEY CONCLUSIONS

Despite the pandemic and challenges of the past two years, residents are generally satisfied

- Quality of Life
- City's Overall Performance
- Specific Services – especially fire protection/EMS, trash/recycling, special events, police, and recreation
- Customer Service

Opportunity Areas:

- Address homelessness
- Affordable housing for low- and middle-income families
- Street repair & maintenance
- Managing growth & development
- Economic development
- Communication