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INTRODUCTION

Located in Ventura County, the City of San Buenaventura (hereafter referred to as “Ventura”) is currently home to an estimated 105,415 residents.¹ Founded in 1782 and incorporated in 1866, the City’s team of full-time and part-time employees provides a full suite of services through 11 departments: City Attorney, City Manager, Community Development, Finance, Fire, Human Resources, Information Technology, Parks & Recreation, Police, Public Works, and Ventura Water.

To monitor its progress in meeting residents’ needs, the City of Ventura engages residents on a daily basis and receives periodic *subjective* feedback regarding its performance. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias—the City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be either very pleased or very displeased with the service they have received, their collective opinions are not necessarily representative of the City’s resident population as a whole.

PURPOSE OF STUDY The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a *statistically reliable* understanding of its residents’ satisfaction, priorities, and concerns as they relate to services, facilities, and policies 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.

In addition to gathering performance-related feedback, the survey was also designed to help inform the City’s General Plan update. Like most California cities, the City of Ventura relies on its General Plan to guide decisions with respect to land use, development, mobility, sustainability, and related policy matters. Accordingly, a portion of the survey was dedicated to understanding Ventura residents’ needs and opinions as they relate to issues that will be addressed in the General Plan, with a focus on land use and future housing.

To assist in this effort, the City selected True North Research to design the research plan and conduct the survey. Broadly defined, the survey was designed to:

- Gauge residents’ perceptions of quality of life issues in the City of Ventura;
- Measure 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 public safety, planning, local governance, funding priorities, and city-resident communication; *and*
- Collect additional background and demographic data that are relevant to understanding residents’ perceptions, needs, and interests.

1. California Department of Finance estimate, January 2021.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 41). In brief, the survey was administered to a random sample of 1,070 adults who reside within the City of Ventura. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between April 29 and May 8, 2022, the average interview lasted 17 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 who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 44), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City of Ventura 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 representatives and 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 and not necessarily those of the City of Ventura. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,200 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE

- When asked to rate the City of Ventura on a number of key dimensions, respondents shared the most favorable opinions for the overall quality of life in the City (81% excellent or good) and of Ventura as a place to recreate (73%). Nearly seven-in-ten residents surveyed (69%) used excellent or good when rating Ventura as a place to shop and dine and as a place to raise a family. Opinions were mixed regarding Ventura as a place to work, with 53% saying it is excellent or good, 25% saying it is fair, and 10% citing it as poor or very poor, with another 12% unsure.
- When asked what city government could do to make Ventura a better place to live, addressing homeless issues was the most commonly mentioned (26%), followed by providing more affordable housing (16%), limiting growth and preserving open space and farmland (15%), improving and maintaining roads (12%), and improving public safety (11%).

CITY SERVICES

- Two-thirds (67%) of Ventura residents indicated they were either very (14%) or somewhat (53%) satisfied with the City's efforts to provide municipal services. Approximately 28% were very or somewhat dissatisfied, whereas 6% were unsure or unwilling to share their opinion.
- Among 22 specific service areas tested, respondents were most satisfied with the City's efforts to provide fire protection and emergency medical services (87% very or somewhat satisfied), provide trash collection, recycling, and household hazardous waste services (86%), hold special community events like parades and holiday celebrations (83%), provide police services (78%), provide recreation programs for all ages (78%), and provide reliable water and wastewater services (76%).

PUBLIC SAFETY

- More than eight-in-ten residents (82%) rated Ventura as either very safe (25%) or somewhat safe (57%) as a place to live, with the remainder viewing the City as somewhat unsafe (15%) or very unsafe (3%).
- Respondents who indicated that Ventura is an unsafe place to live were asked whether there was a particular type of crime, activity, or issue that led to their rating. An overwhelming 62% of this subgroup indicated that homelessness and vagrancy made them feel that the City is unsafe, followed by robbery/burglary/theft (31%) and drug use/abuse (25%).
- Overall, 15% of Ventura residents surveyed indicated their household is well-prepared to be self-sufficient in the event of a natural disaster or other emergency, whereas 39% felt somewhat prepared, and 29% slightly prepared. Approximately 16% of respondents indicated that their household is not at all prepared to be self-sufficient if a natural disaster or other city-wide emergency were to occur, and 1% were either unsure or unwilling to share their opinion.

SPENDING PRIORITIES

- When asked to prioritize among seven services and projects that could receive funding in the future, addressing homelessness was assigned the highest priority (92% high or medium priority), followed by improving the maintenance and paving and city streets (87%) and improving fire protection and prevention services (86%).
- Overall, 52% of residents indicated that they would support the City establishing a \$100 per year tax increase to fund fire protection, fire prevention, and emergency medical services in the City of Ventura, whereas 38% stated that they would oppose the proposed measure, and approximately 10% were unsure or unwilling to share their vote choice.

GENERAL PLAN

- More than half of residents indicated that there is currently not enough affordable housing for middle-income families (70% too little), affordable housing for low-income families (60%), and good-paying jobs and employment opportunities (55%) available in Ventura. More than one-third also perceived a deficiency in the amount of public art (37%) and public transit options (35%). Only two building types—big box retail stores and commercial offices—had more respondents say there were too many (24% each) than too few (9% and 4%, respectively) in Ventura.
- Less than one-third of Ventura residents indicated they were aware of new State laws that require the City allow up to four units on single-family residential lots in certain cases (30%) and that housing projects that include a certain amount and type of affordable housing can ask for higher building heights, a greater number of units, and less parking (28%). Approximately two-in-ten residents (22%) were aware that the City must approve certain housing projects without a public hearing, whereas fewer still (15%) knew that the City cannot deny housing projects due to lack of water resources or drought prior to taking the survey.

LOCAL GOVERNANCE & CUSTOMER SERVICE

- On items of local governance, the City was rated highest for its performance in providing access to information (36% excellent or good), followed by engaging with residents to get their feedback (33%), being responsive to residents and businesses (25%), working through critical issues facing the City (25%), managing development and effectively planning for the future (23%), and spending tax dollars wisely (19%). It is worth noting that 31% to 33% of residents rated the City's performance on each item as *fair* and an additional 8% to 19% were unsure of their ratings.
- Just over one-third (34%) of respondents indicated that they had contacted Ventura staff at least once during the 12 months prior to the interview.
- At least 8 out of 10 residents who had contact with Ventura staff rated staff as professional (90%), accessible (83%), and helpful (80%).

COMMUNICATIONS

- Overall, 62% of respondents indicated they were satisfied with City's efforts to communicate with residents through newsletters, its website, social media, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (25%) or unsure of their opinion (13%).

- The most frequently-cited sources for City of Ventura news, information, and programming were social media (33%), the *Ventura County Star* newspaper (27%), Nextdoor (24%), the City's website (22%), and email notifications from the City (21%).
- Four-in-ten residents (41%) indicated that they would like to receive more information from the City on a particular topic or issue. The most frequently cited topic of interest among this subgroup was information on city development, growth, and construction plans (41%), followed by information about plans to address homelessness (18%), low-income housing and rent control (13%), utility services and providers (9%), crime/safety data/prevention/law enforcement (8%), and information about environmental efforts and waste/recycling (8%).



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Ventura with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services and facilities provided by the City. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, strategic planning, establishing budget priorities, and community engagement. 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 government agencies throughout the State.

How well is the City performing in meeting the needs of Ventura residents?

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

Against this turbulent backdrop, residents' opinions of their community and city government remained positive. Overall, 81% of residents rated the quality of life in Ventura as excellent or good. This sentiment was also widespread, with at least three-quarters of respondents in nearly every identified demographic subgroup providing a positive quality of life rating.

Two-thirds of residents (67%) also indicated they were satisfied with the City's efforts to provide municipal services. The solid level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific services, with the highest satisfaction scores assigned to the City's efforts to provide fire protection and emergency medical services (87% very or somewhat satisfied), provide trash collection, recycling, and household hazardous waste services (86%), hold special community events like parades and holiday celebrations (83%), provide police services (78%), provide recreation programs for all ages (78%), and provide reliable water and wastewater services (76%). Moreover, despite the pandemic and the challenges it created for city operations, it is encouraging

Where should the City focus its efforts in the future?

that staff received high marks for being professional (90%), accessible (83%), and helpful (80%) from those with whom they interacted.

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

Considering respondents' verbatim answers regarding what city government could do to make Ventura a better place to live (see *Changes to Improve Ventura* on page 10), satisfaction with specific services (see *Specific Services* on page 13), and the manner in which residents prioritize among potential funding areas (see *Spending Priorities* on page 20), the themes of addressing homelessness, facilitating the creation of more affordable housing, maintaining city streets and roads, and managing growth and development stood out as key areas of opportunity and interest for Ventura residents.

With the recommendation that the City focus on these areas, it is equally important to stress that when it comes to improving satisfaction in service areas, the appropriate strategy is often a combination of better communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City's ongoing infrastructure improvement efforts, or the limits of what a city can do to address homelessness. Choosing the appropriate balance of actual service improvements and efforts to raise awareness on these matters will be a key to maintaining and improving the community's overall satisfaction in the short- and long-term.

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

The importance of city communication with residents cannot be overstated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of Ventura's efforts to enhance the information flow *to* the City to better understand the community's concerns, perceptions, and needs. Some of Ventura's many efforts to communicate with its residents include its newsletters, timely press releases, website, and various social media accounts.

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to

become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, residents' preferences for information sources are also dynamic, subject to change as new services are made available while others may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

Although a clear majority of respondents were generally satisfied with the City's efforts to communicate with residents through newsletters, its website, social media, and other means, the survey did find a significant percentage of respondents who were either unsure (13%) or dissatisfied (25%) with the City's performance in this respect. Many residents also reported relying on secondary information sources such as the *Ventura County Star* (27%) and Nextdoor (24%) for City of Ventura news, information, and programming, rather than on city-sponsored sources (see *Communications* on page 33). The relationship between city-resident communication and perceptions of the City's overall performance in providing municipal services was also pronounced, with those satisfied with the City's communication efforts also being much more likely than their counterparts to be satisfied with the City's overall performance in providing municipal services.

It is important to recognize that the challenges associated with city-resident communication will continue to change (and may continue to grow) as secondary sources proliferate and technology changes. To stay ahead of the curve, Ventura, like other cities, should periodically conduct a careful review of its communications strategies and budget to ensure that both are evolving accordingly. With respect to the *content* of city communications, addressing the topics that residents identify as their priority areas of interest (e.g., managing growth and development and homelessness, see *Topics of Interest* on page 37) can also help improve resident satisfaction and clear-up misinformation that may circulate among secondary sources.

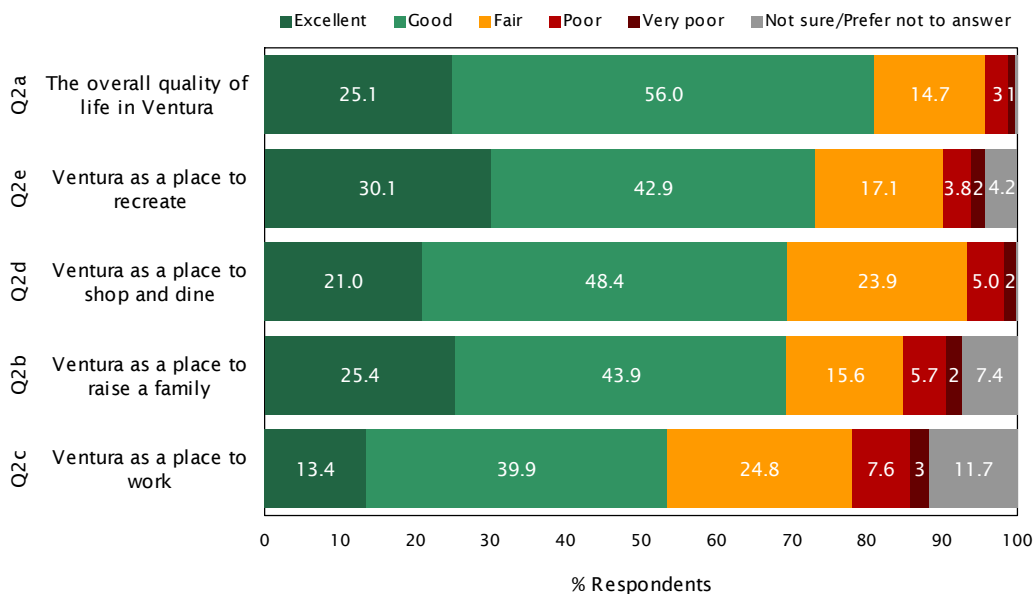
QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in the City of Ventura, which included rating general aspects of the community and thinking about changes that would make Ventura a better place to live.

OVERALL QUALITY OF LIFE At the outset of the survey, residents were asked to rate the City of Ventura 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 1, respondents shared the most favorable opinions for the overall quality of life in the City (81% excellent or good) and of Ventura as a place to recreate (73%). Nearly seven-in-ten residents surveyed (69%) used excellent or good when rating Ventura as a place to shop and dine and as a place to raise a family. Opinions were mixed regarding Ventura as a place to work, with 53% saying it is excellent or good, 25% noting it is fair, and 10% rating it as poor or very poor, with another 12% unsure.

Question 2 How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 1 RATING CITY OF VENTURA



Tables 1-5 on the next page show how ratings of *excellent* or *good* for each dimension varied by key demographic traits. Perceptions of the overall quality of life in the City were consistently positive by length of residence, age, gender, home ownership status, presence of a child in the household, survey language, and Council District, with ratings ranging from 75% to 90% for nearly every subgroup. Newer residents (less than 5 years) generally provided the most favorable ratings for each item. Additionally, younger residents (18-24 years) provided much higher than average ratings for Ventura as a place to shop and dine and as a place to raise a family, whereas older residents (65+) provided higher than average ratings for the overall quality of life and Ventura as a place to recreate. As one might expect, residents satisfied with the City's *overall perfor-*

mance provided much more favorable ratings than dissatisfied residents for each aspect tested in Question 2.

TABLE 1 RATING VENTURA BY YEARS IN VENTURA & OVERALL SATISFACTION (SHOWING % EXCELLENT & GOOD)

	Years in Ventura (Q1)					Overall Satisfaction (Q4)	
	Less than 1	1 to 4	5 to 9	10 to 19	20 or more	Satisfied	Dissatisfied
The overall quality of life in Ventura	85.2	83.9	80.4	80.9	80.3	89.3	61.5
Ventura as a place to recreate	82.9	76.4	75.7	70.9	71.7	80.9	55.6
Ventura as a place to shop and dine	84.0	76.8	71.0	71.6	66.5	76.8	51.7
Ventura as a place to raise a family	68.1	67.7	57.3	65.1	73.2	78.8	46.7
Ventura as a place to work	49.6	56.4	53.2	45.8	54.3	60.7	37.1

TABLE 2 RATING VENTURA BY AGE (SHOWING % EXCELLENT & GOOD)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
The overall quality of life in Ventura	81.3	78.3	74.5	78.3	81.1	90.3
Ventura as a place to recreate	73.1	68.3	67.6	70.6	76.3	81.6
Ventura as a place to shop and dine	77.8	74.6	65.0	64.8	68.0	72.9
Ventura as a place to raise a family	86.2	63.8	67.3	64.0	65.7	76.5
Ventura as a place to work	51.2	55.9	51.1	56.3	51.7	56.2

TABLE 3 RATING VENTURA BY GENDER, HOME OWNERSHIP STATUS & CHILD IN HSLD (SHOWING % EXCELLENT & GOOD)

	Gender (QD2)		Home Ownership Status (QD4)		Child in HslD (QD3)	
	Male	Female	Own	Rent	Yes	No
The overall quality of life in Ventura	81.5	81.4	83.7	78.9	76.6	83.4
Ventura as a place to recreate	72.6	74.7	75.2	70.3	69.8	75.2
Ventura as a place to shop and dine	72.7	68.5	66.4	72.5	66.2	72.6
Ventura as a place to raise a family	71.1	70.0	73.4	64.8	72.1	69.5
Ventura as a place to work	55.9	53.2	54.3	52.6	53.9	54.2

TABLE 4 RATING VENTURA BY ETHNICITY & SURVEY LANGUAGE (SHOWING % EXCELLENT & GOOD)

	Ethnicity (QD6)				Survey Language	
	Asian American	Caucasian /White	Latino/ Hispanic	Other ethnicity	English	Spanish
The overall quality of life in Ventura	78.4	84.2	78.1	68.5	81.0	80.8
Ventura as a place to recreate	75.6	76.2	70.4	59.2	73.2	71.2
Ventura as a place to shop and dine	59.0	72.1	68.4	67.1	69.7	64.0
Ventura as a place to raise a family	64.2	71.6	66.5	78.8	69.2	69.1
Ventura as a place to work	51.2	55.2	52.3	49.0	53.7	48.3

TABLE 5 RATING VENTURA BY COUNCIL DISTRICT (SHOWING % EXCELLENT & GOOD)

	Council District						
	One	Two	Three	Four	Five	Six	Seven
The overall quality of life in Ventura	83.1	86.0	79.5	82.2	76.8	78.3	81.2
Ventura as a place to recreate	78.2	74.3	68.8	71.7	69.2	77.1	72.2
Ventura as a place to shop and dine	73.8	66.1	63.5	69.6	72.5	68.2	72.0
Ventura as a place to raise a family	61.7	71.3	73.6	72.5	65.6	70.6	69.4
Ventura as a place to work	49.7	52.9	48.5	55.0	53.0	62.9	51.4

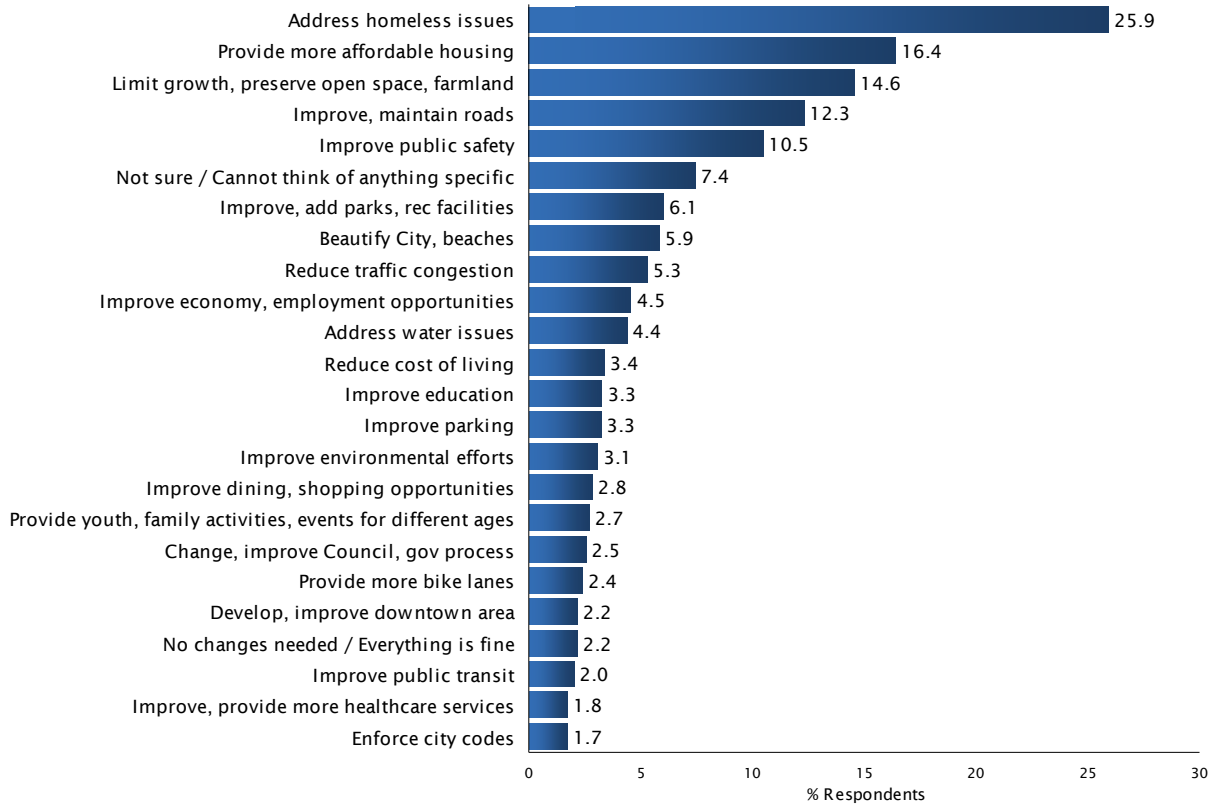
CHANGES TO IMPROVE VENTURA The next question in this series asked residents to indicate the one thing that city government could *change* to make Ventura a better place to live. Question 3 was presented in an open-ended manner, allowing residents to mention any aspect or attribute that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 2.

Among the specific changes desired to make Ventura a better place to live, addressing homeless issues was the most commonly mentioned (26%), followed by providing more affordable housing (16%), limiting growth and preserving open space and farmland (15%), improving and maintaining roads (12%), and improving public safety (11%).

Other desired changes mentioned by at least 5% of respondents included improving/adding parks and recreation facilities (6%), beautifying the City and its beaches (6%), and reducing traffic congestion (5%). Approximately one-in-ten respondents could not think of a desired change (7%) or stated flatly that no changes are needed (2%).

Question 3 *If the city government could change one thing to make Ventura a better place to live now and in the future, what change would you like to see?*

FIGURE 2 CHANGES TO IMPROVE CITY



CITY SERVICES

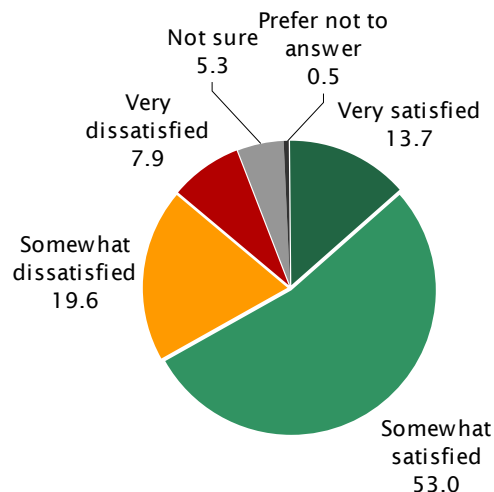
After measuring respondents' perceptions of the quality of life in Ventura, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

OVERALL SATISFACTION The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Ventura 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 3, two-thirds (67%) of Ventura residents indicated they were either very (14%) or somewhat (53%) satisfied with the City's efforts to provide municipal services. Approximately 28% were very or somewhat dissatisfied, whereas 6% were unsure or unwilling to share their opinion.

Question 4 *Next, I would like to ask a series of questions about services provided by the City of Ventura. Generally speaking, are you satisfied or dissatisfied with the job the City of Ventura is doing to provide city services?*

FIGURE 3 OVERALL SATISFACTION



Figures 4-5 on the next page display how residents' opinions about the City's overall performance in providing municipal services varied by years in Ventura, ethnicity, gender, Council District, and children in the household. The most striking pattern in the figures is that the solid levels of satisfaction exhibited by respondents as a whole (see Figure 3 above) were generally echoed across resident subgroups, with satisfaction ranging from a low of 57% to a high of 84%. The City's newest residents (less than 1 year) and Asian-American respondents provided the highest ratings overall.

FIGURE 4 OVERALL SATISFACTION BY YEARS IN VENTURA, ETHNICITY & GENDER

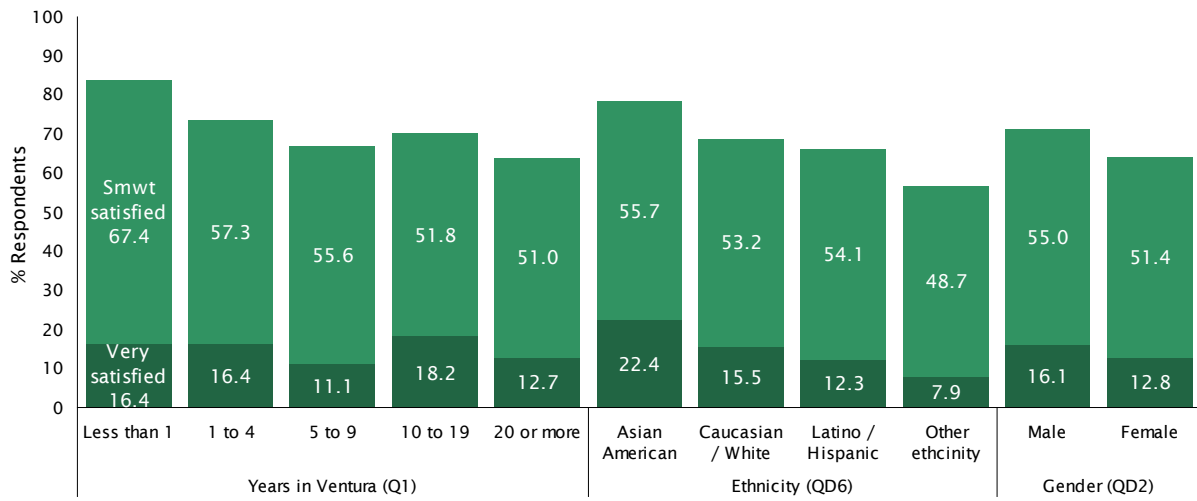
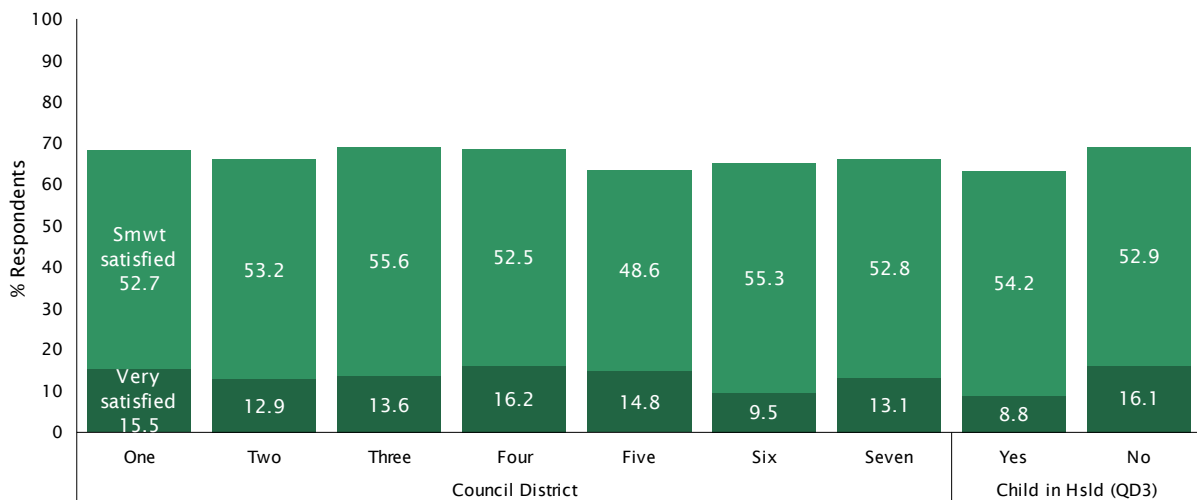


FIGURE 5 OVERALL SATISFACTION BY COUNCIL DISTRICT & CHILD IN HSLD

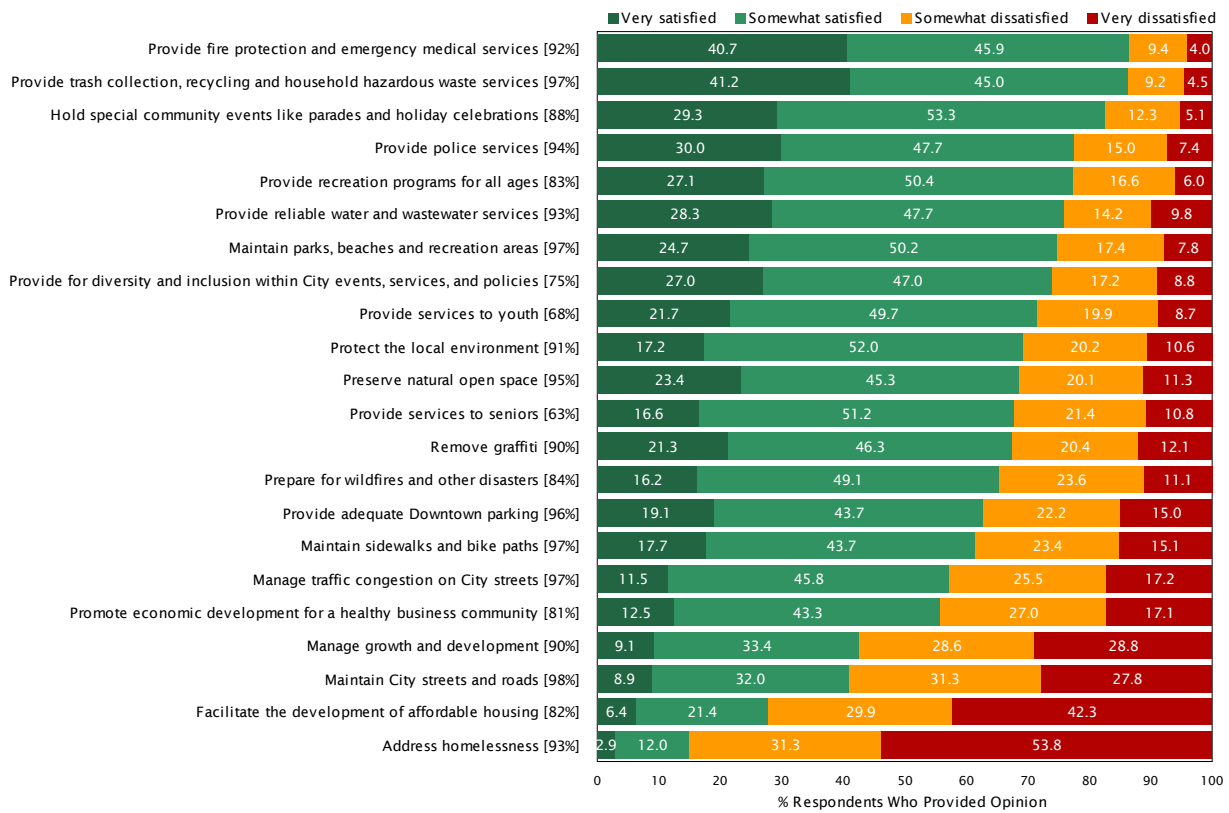


SPECIFIC SERVICES Whereas Question 4 addressed the City’s *overall* performance, Question 5 asked residents to rate their level of satisfaction with each of the 22 specific service areas shown in Figure 6 on the next page. The order in which the service areas were presented was randomized for each respondent to avoid a systematic position bias, although they have been sorted from high to low in Figure 6 according to the percentage of respondents who indicated they were satisfied with the City’s performance in providing 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 who shared an opinion is shown in the brackets next to the label for each service.

At the top of the list, respondents were most satisfied with the City’s efforts to provide fire protection and emergency medical services (87% very or somewhat satisfied), provide trash collection, recycling, and household hazardous waste services (86%), hold special community events like parades and holiday celebrations (83%), provide police services (78%), provide recreation programs for all ages (78%), and provide reliable water and wastewater services (76%). At the other end of the spectrum, respondents were less satisfied with the City’s efforts to address homelessness (15%), facilitate the development of affordable housing (28%), maintain city streets and roads (41%), and manage growth and development (43%).

Question 5 For each of the services I read, please 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 6 SATISFACTION WITH SERVICES



DIFFERENTIATORS OF OPINION For the interested reader, Table 6 on the next page shows how the level of satisfaction with each specific service tested in Question 5 varied according to residents’ overall performance ratings for the City (see *Overall Satisfaction* on page 12). 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 5 (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 to their counterparts, those who were satisfied with the City’s *overall* performance in providing city services were also more likely to express satisfaction with the City’s efforts to provide each of the services tested in Question 5. That said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City’s efforts to promote economic development for a healthy business community, provide reliable water and wastewater services, manage growth and development, and maintain city streets and roads. 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 facilitate the development of affordable housing, address homelessness, and provide fire protection and emergency medical services.

TABLE 6 SATISFACTION WITH CITY SERVICES BY OVERALL SATISFACTION WITH CITY

	City's Overall Performance (Q4)		Difference Between Groups For Each Service	
	Very or somewhat satisfied	Very or somewhat dissatisfied		
% Respondents Satisfied With Each Service	Promote economic development for a healthy business community	69.3	26.2	43.0
	Provide reliable water and wastewater services	86.8	46.9	40.0
	Manage growth and development	53.9	15.1	38.8
	Maintain City streets and roads	52.2	13.8	38.4
	Maintain sidewalks and bike paths	71.6	35.3	36.3
	Prepare for wildfires and other disasters	75.4	39.4	36.0
	Provide services to youth	81.7	46.0	35.7
	Remove graffiti	77.9	43.7	34.1
	Provide services to seniors	76.9	43.1	33.9
	Manage traffic congestion on City streets	66.8	33.5	33.4
	Provide recreation programs for all ages	86.5	55.1	31.5
	Preserve natural open space	77.5	46.3	31.2
	Protect the local environment	77.4	47.4	30.1
	Provide for diversity and inclusion within City events, services, and policies	82.6	52.7	29.9
	Provide adequate Downtown parking	71.1	41.2	29.9
	Maintain parks, beaches and recreation areas	83.1	53.3	29.7
	Provide police services	85.8	58.3	27.5
	Provide trash collection, recycling and household hazardous waste services	92.3	70.9	21.4
	Hold special community events like parades and holiday celebrations	88.0	67.9	20.1
	Provide fire protection and emergency medical services	91.6	73.2	18.4
Address homelessness	20.2	4.0	16.3	
Facilitate the development of affordable housing	33.2	17.8	15.4	

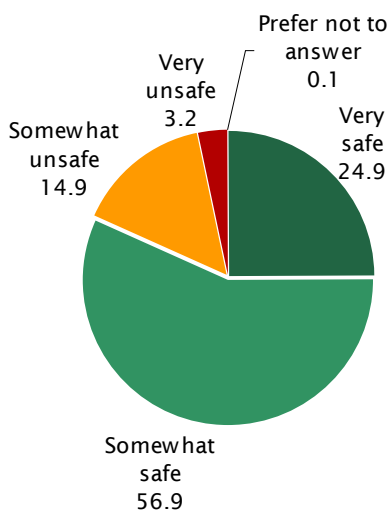
PUBLIC SAFETY

Ensuring the personal safety of residents is the most basic function of local government. It is important to keep in mind, of course, that public safety is as much a matter of perception as it is a matter of reality. Regardless of actual crime statistics, if residents don't *feel* safe then they will not enjoy the many cultural, recreational, and shopping opportunities available in the City of Ventura that will enhance their quality of life.

HOW SAFE IS VENTURA AS A PLACE TO LIVE? The first question in this series asked respondents to rate the overall safety of Ventura as a place to live. More than eight-in-ten residents (82%) rated Ventura as either very safe (25%) or somewhat safe (57%) as a place to live, with the remainder viewing the City as somewhat unsafe (15%) or very unsafe (3%).

Question 6 Overall, how safe is the City of Ventura as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?

FIGURE 7 PERCEPTION OF SAFETY IN CITY



Figures 8-10 display perceptions of safety by a host of demographic characteristics. Across nearly every subgroup, at least 75% of residents perceived Ventura to be a safe place to live. The most notable exception to this pattern occurred among those who were generally dissatisfied with the City's overall efforts to provide municipal services). Compared with their subgroup counterparts, residents who have lived in Ventura less than one year, male respondents, those in Council District 1, 2, 3, and 7, residents without children in the home, those 18 to 24 years of age or 65 years and older, respondents who took the survey in Spanish, and those generally satisfied with the City's efforts to provide services were the most likely to provide a positive rating.

FIGURE 8 PERCEPTION OF SAFETY IN CITY BY YEARS IN VENTURA, ETHNICITY & GENDER

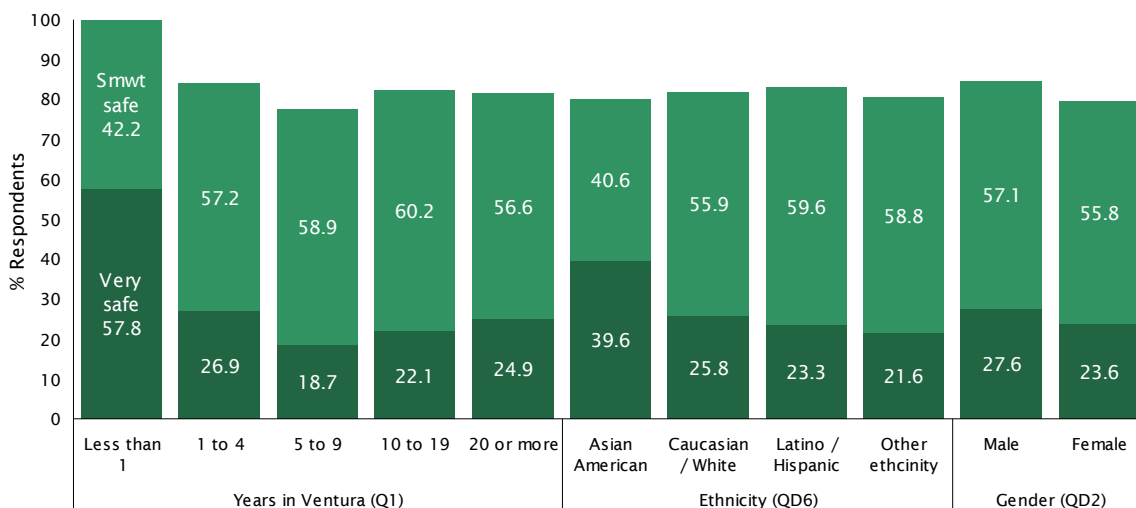


FIGURE 9 PERCEPTION OF SAFETY IN CITY BY COUNCIL DISTRICT & CHILD IN HSLD

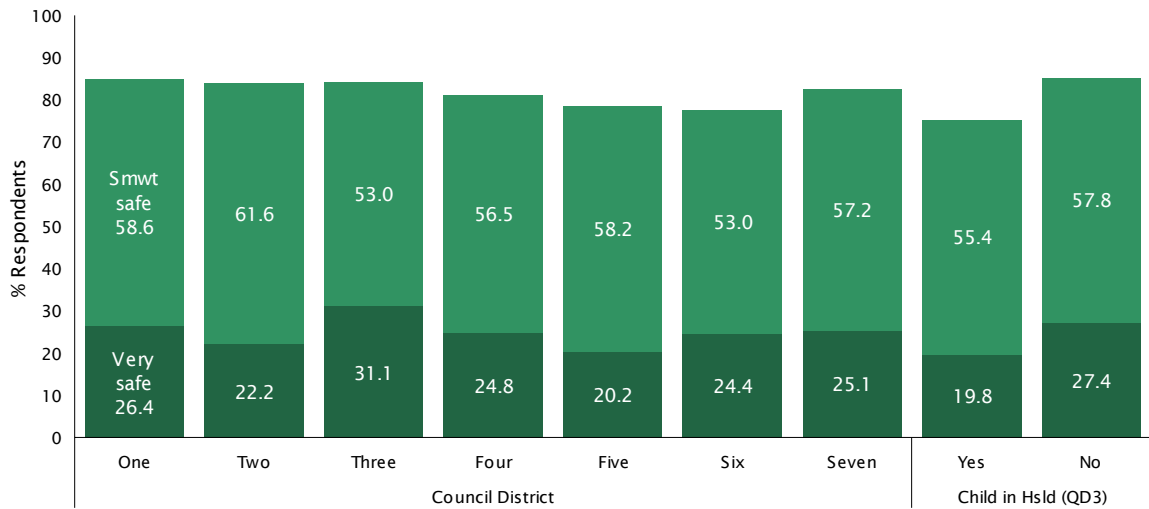
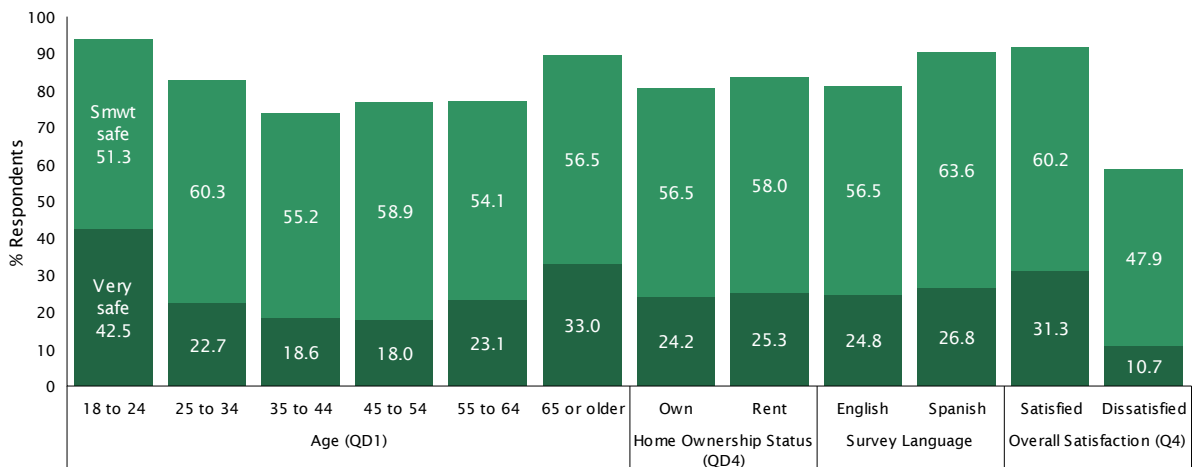


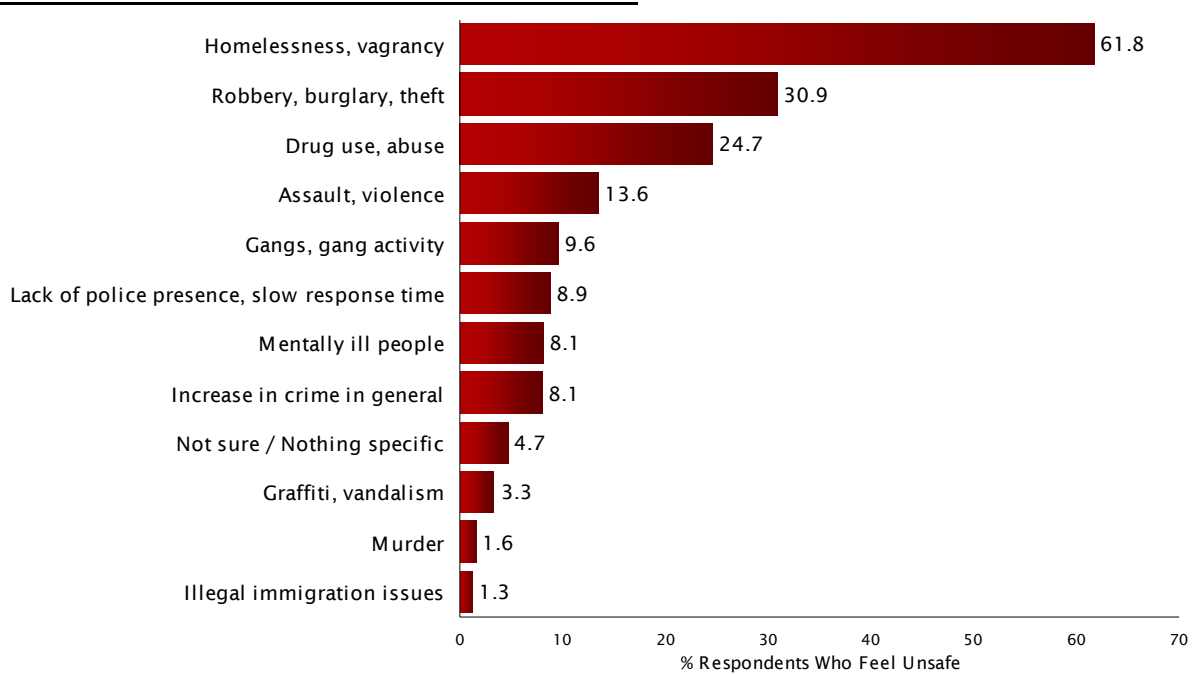
FIGURE 10 PERCEPTION OF SAFETY IN CITY BY AGE, HOME OWNERSHIP STATUS, SURVEY LANGUAGE & OVERALL SATISFACTION



As a follow-up, respondents who indicated that Ventura is an unsafe place to live were asked whether there was a particular type of crime, activity, or issue that led to their rating. As shown in Figure 11 on the next page, an overwhelming 62% of this subgroup indicated that homelessness and vagrancy made them feel that the City is unsafe, followed by robbery/burglary/theft (31%) and drug use/abuse (25%).

Question 7 *Is there a particular type of crime, activity, or issue that makes you feel the City is unsafe?*

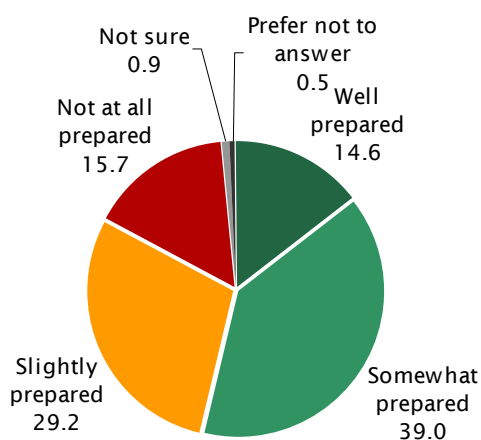
FIGURE 11 TYPE OF CRIME, ACTIVITY OR ISSUE



EMERGENCY PREPAREDNESS Continuing with the safety theme, all respondents were next asked to describe how prepared their household is to be self-sufficient in the event of a natural disaster or other city-wide emergency. Overall, 15% indicated their household is well-prepared to be self-sufficient in the event of a natural disaster or other emergency, whereas 39% felt somewhat prepared, and 29% slightly prepared. Approximately 16% of respondents indicated that their household is not at all prepared to be self-sufficient if a natural disaster or other city-wide emergency were to occur, and 1% were either unsure or unwilling to share their opinion.

Question 8 *How prepared would you say your household is to be self-sufficient in the event of a natural disaster or other city-wide emergency?*

FIGURE 12 HSLD PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER



Figures 13-15 on the next page show how prepared residents felt they were to be self-sufficient in the event of a natural disaster or other emergency by years in Ventura, ethnicity, gender, Council District, children in the household, perception of city safety, age, home ownership status, survey language, and overall satisfaction. When compared to their respective counterparts, males, those who feel the City is very safe, individuals over 55 years of age, home owners, and those who completed the survey in English were the most likely to feel at least somewhat prepared to be self-sufficient in an emergency.

FIGURE 13 HSLD PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER BY YEARS IN VENTURA, ETHNICITY & GENDER

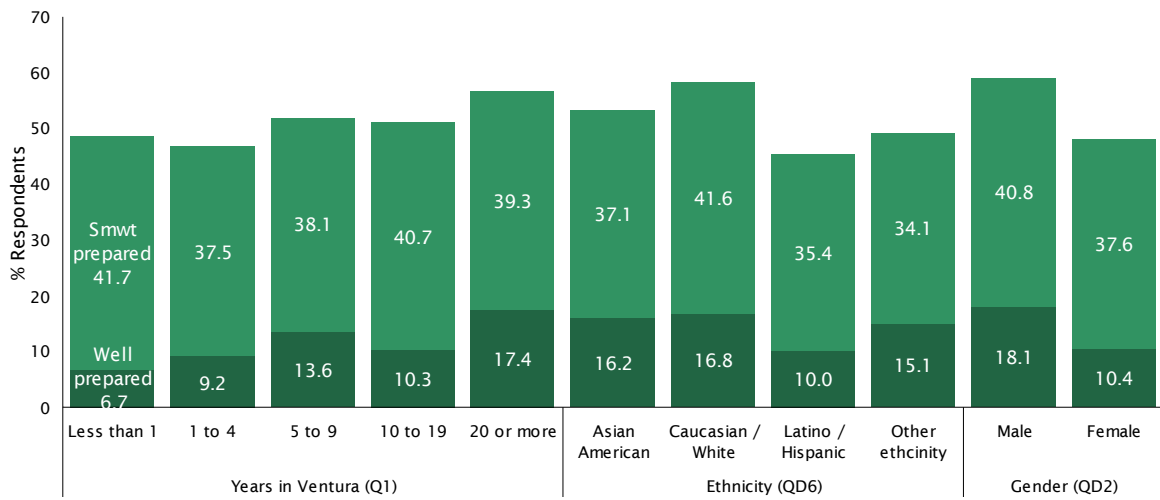


FIGURE 14 HSLD PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER BY COUNCIL DISTRICT, CHILD IN HSLD & PERCEPTION OF CITY SAFETY

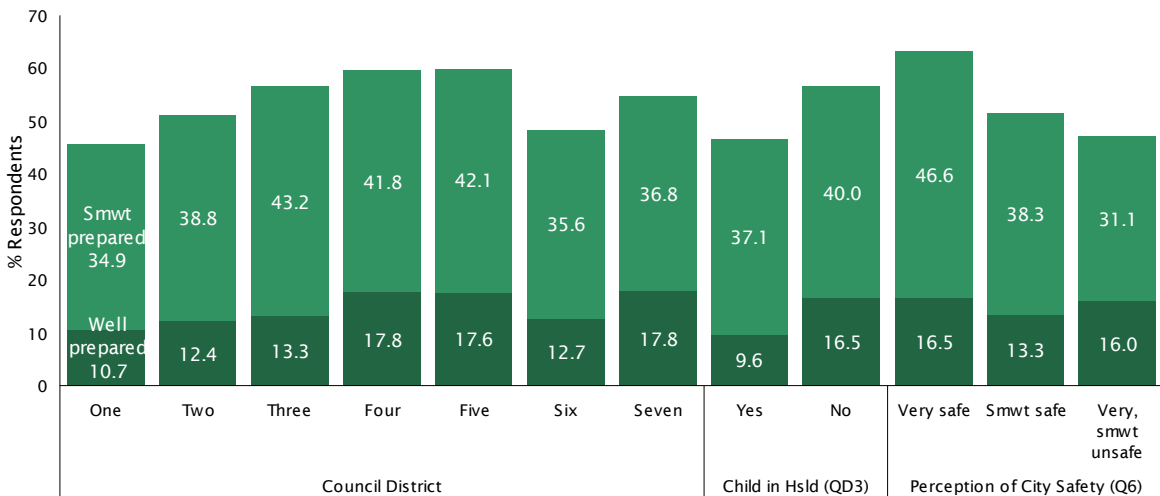
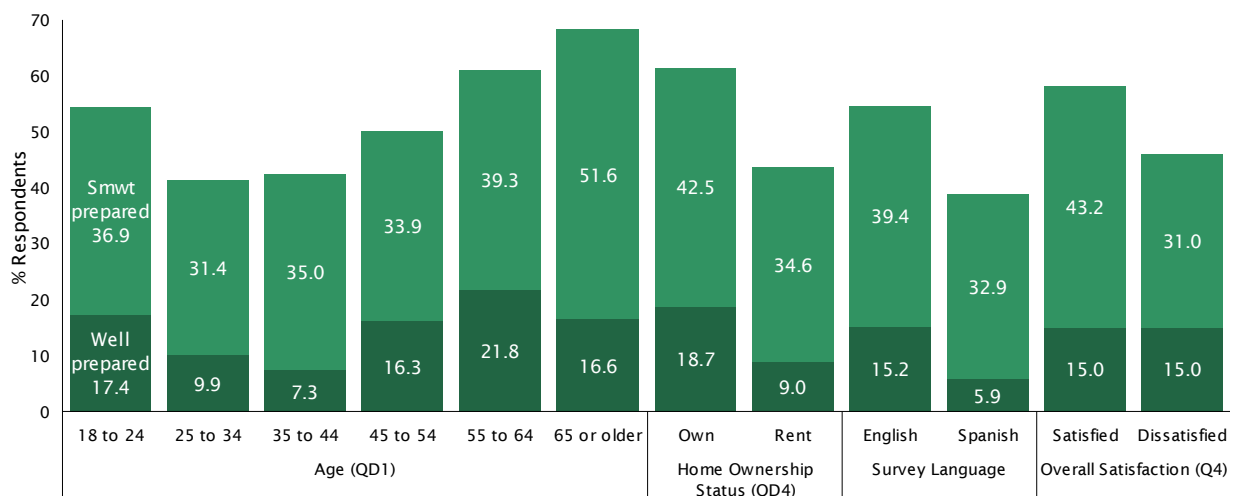


FIGURE 15 HSLD PREPARED TO BE SELF-SUFFICIENT IN NATURAL DISASTER BY AGE, HOME OWNERSHIP STATUS, SURVEY LANGUAGE & OVERALL SATISFACTION

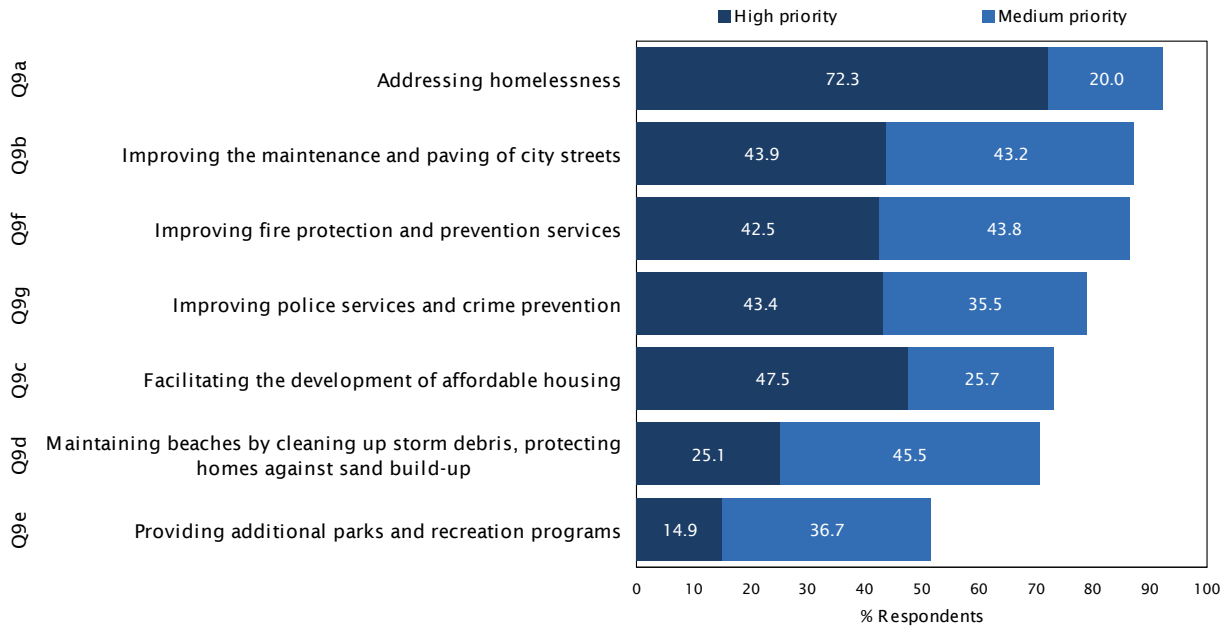


SPENDING PRIORITIES

It is often the case that residents’ desires for public facilities and programs exceed a city’s financial resources. In such cases, a city must prioritize projects and programs based upon a variety of factors, including the preferences and needs of residents. Question 9 was designed to provide Ventura with a reliable measure of how residents, as a whole, prioritize a variety of projects, programs, and improvements to which the City could allocate resources in the future. The format of the question was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the services and projects that may be desired by residents, respondents were asked whether each project shown in Figure 16 should be a high, medium, or low priority for future city spending—or if the City should not spend money on the project at all.

Question 9 *The City of Ventura has limited financial resources to provide the services and programs desired by residents. Because it can't fund every service, program and project, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities*

FIGURE 16 SPENDING PRIORITIES



The projects and programs are sorted in Figure 16 from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the projects tested, addressing homelessness was assigned the highest priority (92% high or medium priority), followed by improving the maintenance and paving and city streets (87%) and improving fire protection and prevention services (86%).

Tables 7-11 show how the percentage who rated each item a *high* priority varied across Ventura subgroups, with the top three items within each category highlighted in green to ease comparisons.

TABLE 7 SPENDING PRIORITIES BY YEARS IN VENTURA & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)

	Years in Ventura (Q1)					Overall Satisfaction (Q4)	
	Less than 1	1 to 4	5 to 9	10 to 19	20 or more	Satisfied	Dissatisfied
Addressing homelessness	53.6	78.6	77.8	71.5	70.5	70.1	76.9
Facilitating the development of affordable housing	49.6	57.2	50.7	42.9	44.9	48.9	43.2
Improving the maintenance and paving of city streets	38.1	37.7	39.6	37.6	47.9	41.5	52.7
Improving police services and crime prevention	31.7	32.7	44.5	38.8	47.4	39.5	52.0
Improving fire protection and prevention services	23.4	45.9	47.7	39.2	41.8	42.9	42.6
Maintaining beaches by cleaning up storm debris, protecting homes against sand build-up	21.9	29.5	30.7	25.9	22.7	27.5	20.4
Providing additional parks and recreation programs	21.0	15.8	11.8	22.3	13.8	16.4	10.4

TABLE 8 SPENDING PRIORITIES BY AGE (SHOWING % HIGH PRIORITY)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Addressing homelessness	72.1	78.7	76.8	77.8	72.2	60.7
Facilitating the development of affordable housing	77.2	64.4	44.6	38.0	37.6	39.6
Improving the maintenance and paving of city streets	33.2	34.7	44.8	39.7	47.0	53.9
Improving police services and crime prevention	21.5	34.2	43.7	45.7	52.9	50.2
Improving fire protection and prevention services	70.0	48.5	35.3	32.6	38.2	40.1
Maintaining beaches by cleaning up storm debris, protecting homes against sand build-up	26.0	25.2	26.6	26.6	23.4	24.8
Providing additional parks and recreation programs	12.3	25.4	17.3	14.5	6.8	11.7

TABLE 9 SPENDING PRIORITIES BY GENDER, HOME OWNERSHIP STATUS & CHILD IN HSLD (SHOWING % HIGH PRIORITY)

	Gender (QD2)		Home Ownership Status (QD4)		Child in HslD (QD3)	
	Male	Female	Own	Rent	Yes	No
Addressing homelessness	69.2	76.3	70.4	75.7	73.3	72.1
Facilitating the development of affordable housing	44.6	51.3	31.2	67.1	45.8	48.9
Improving the maintenance and paving of city streets	45.6	42.0	49.5	36.9	42.0	44.2
Improving police services and crime prevention	42.8	44.1	47.4	38.9	47.0	41.5
Improving fire protection and prevention services	38.5	47.3	37.9	48.4	41.5	43.5
Maintaining beaches by cleaning up storm debris, protecting homes against sand build-up	23.9	26.8	23.9	26.1	30.1	23.9
Providing additional parks and recreation programs	14.8	15.6	13.6	16.5	20.1	12.9

TABLE 10 SPENDING PRIORITIES BY ETHNICITY & SURVEY LANGUAGE (SHOWING % HIGH PRIORITY)

	Ethnicity (QD6)				Survey Language	
	Asian American	Caucasian /White	Latino/ Hispanic	Other ethnicity	English	Spanish
Addressing homelessness	71.9	71.8	71.9	87.1	72.5	68.8
Facilitating the development of affordable housing	40.4	44.5	53.8	60.8	46.2	68.9
Improving the maintenance and paving of city streets	48.1	43.8	42.4	54.4	44.6	33.0
Improving police services and crime prevention	32.0	42.1	45.5	45.9	43.4	43.8
Improving fire protection and prevention services	51.5	36.8	50.3	40.6	42.3	45.6
Maintaining beaches by cleaning up storm debris, protecting homes against sand build-up	35.6	24.3	25.8	28.3	25.3	22.3
Providing additional parks and recreation programs	9.3	14.8	14.7	24.9	14.4	21.5

TABLE 11 SPENDING PRIORITIES BY COUNCIL DISTRICT (SHOWING % HIGH PRIORITY)

	Council District						
	One	Two	Three	Four	Five	Six	Seven
Addressing homelessness	78.2	74.1	69.3	63.7	73.4	72.9	74.7
Facilitating the development of affordable housing	62.0	50.5	51.0	38.3	39.1	49.6	42.4
Improving the maintenance and paving of city streets	34.8	29.0	49.7	47.0	50.9	56.7	39.2
Improving police services and crime prevention	33.0	35.7	36.7	48.3	56.7	46.9	46.4
Improving fire protection and prevention services	45.6	44.8	32.3	47.2	46.3	41.2	40.3
Maintaining beaches by cleaning up storm debris, protecting homes against sand build-up	26.4	27.1	14.5	21.1	24.3	27.2	35.3
Providing additional parks and recreation programs	23.7	14.0	11.7	7.9	16.2	13.1	17.5

TAX INCREASE FOR PUBLIC SAFETY The final question in this series asked residents if they would support or oppose the City establishing a \$100 per year tax increase to fund fire protection, fire prevention, and emergency medical services in the City of Ventura, including improving 911 response times, increasing the number of firefighters and paramedics, repairing and replacing life-saving equipment and vehicles, and fixing older fire stations. To this end, Question 10 was designed to assess baseline support for the proposed tax measure.

Question 10 *In order to provide funding to improve fire protection, fire prevention, and emergency medical services in the City of Ventura, including improving 911 response times; increasing the number of firefighters and paramedics; repairing and replacing life-saving equipment and vehicles; and fixing older fire stations; would you support or oppose a \$100 per year tax increase?*

FIGURE 17 BALLOT TEST

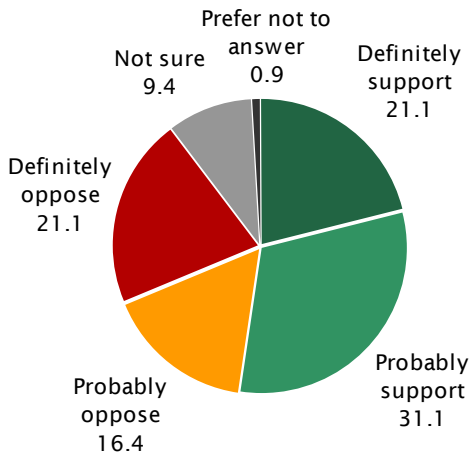


Figure 17 presents the results of the ballot test among all residents surveyed. Overall, 52% of residents indicated that they would support the proposed tax increase, whereas 38% stated that they would oppose the measure, and approximately 10% were unsure or unwilling to share their vote choice. For the interested reader, figures 18-20 display support for the proposed measure by a variety of demographic subgroups.

FIGURE 18 BALLOT TEST BY YEARS IN VENTURA, ETHNICITY & GENDER

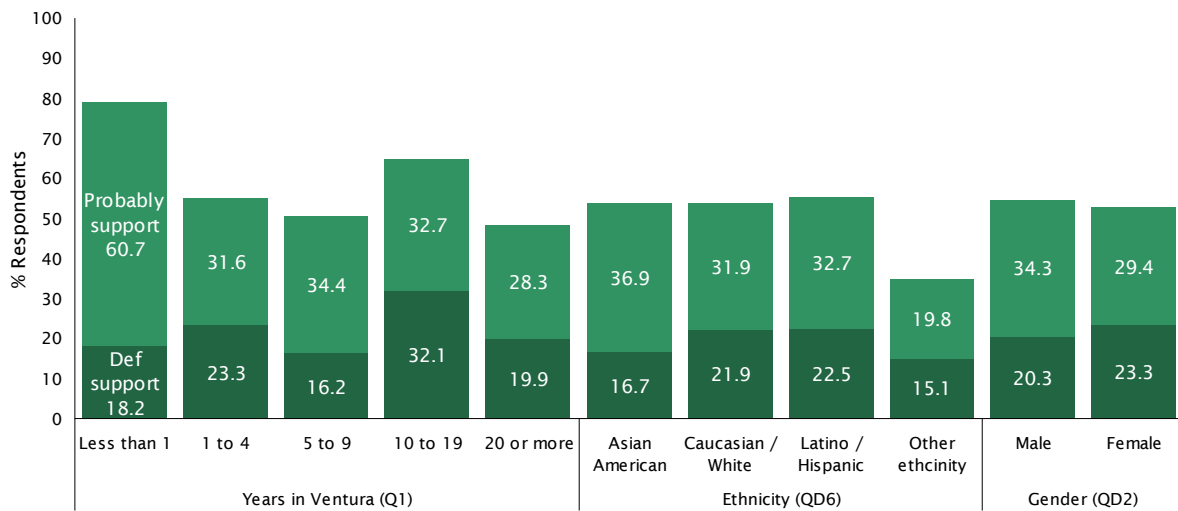


FIGURE 19 BALLOT TEST BY COUNCIL DISTRICT & CHILD IN HSLD

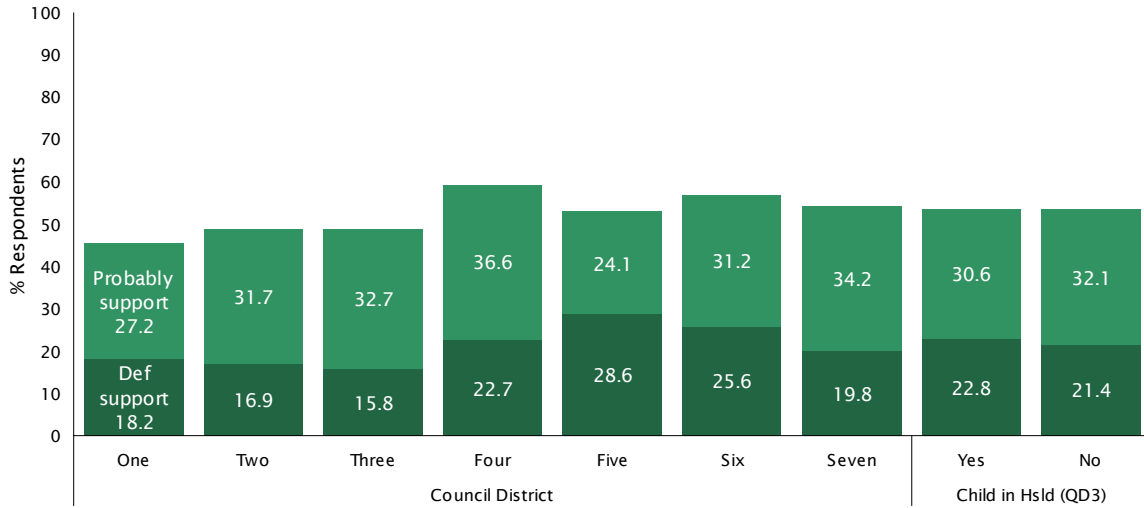
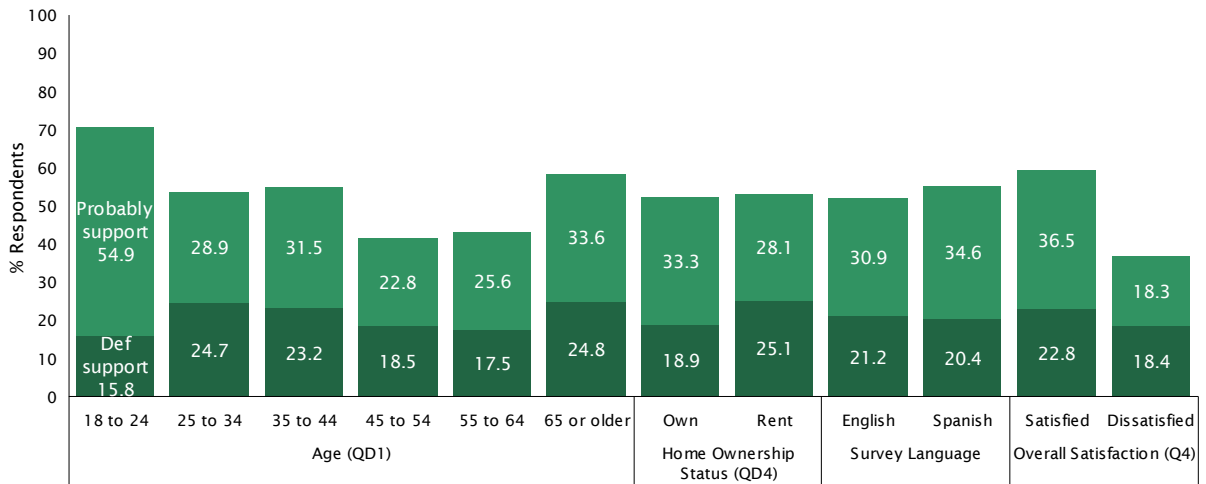


FIGURE 20 BALLOT TEST BY AGE, HOME OWNERSHIP STATUS, SURVEY LANGUAGE & OVERALL SATISFACTION



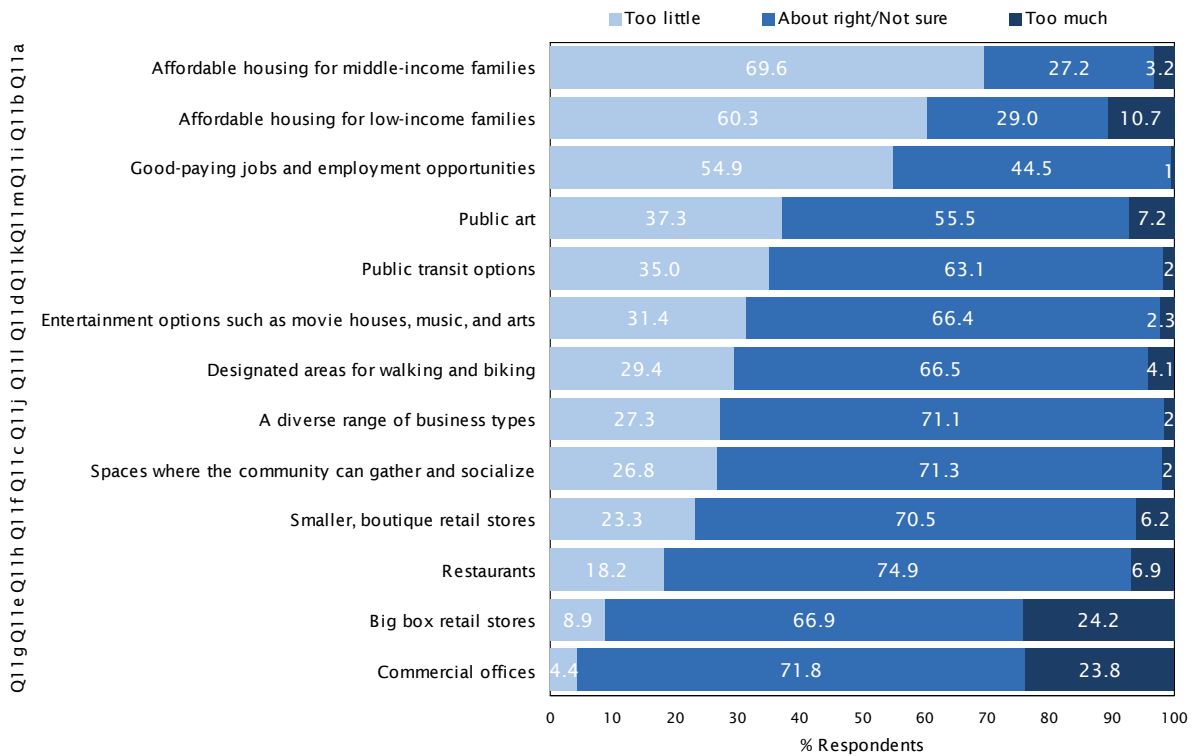
GENERAL PLAN

The General Plan will help shape the nature of Ventura’s future development and redevelopment—including the size, type, character, and location of new housing projects—as well as the pace at which these changes occur. To help inform the City’s General Plan update, the survey included questions related to land use, housing, and the types of businesses and community amenities available in Ventura, as well as awareness of a number of new California State laws pertaining to housing.

BUILDING TYPES The first question in this series sought to profile how residents view the availability of different types of buildings, businesses, and land uses in Ventura. Respondents were presented with the items shown on the left of Figure 21 and asked—for each one—whether there is currently too much, about the right amount, or too little in Ventura.

Question 11 *The City of Ventura is in the process of updating its General Plan. The General Plan will guide the City's future decisions on a variety of topics that affect the quality of life in the city including land use, housing, and the types of businesses and amenities that are available in Ventura. As I read the following list of items, please tell me whether you feel there is currently too much, about the right amount, or too little of this item in the City of Ventura.*

FIGURE 21 AVAILABILITY OF HOUSING, BUSINESS & AMENITIES IN CITY



As expected, residents expressed quite different opinions depending on the *type* of building, business, land use, or community amenity being considered. More than half of residents indicated that there is currently not enough affordable housing for middle-income families (70% too little), affordable housing for low-income families (60%), and good-paying jobs and employment

opportunities (55%) available in Ventura. More than one-third also perceived a deficiency in the amount of public art (37%) and public transit options (35%). Although the most common response for the remaining items was that the current amount is about right, there was still a tendency to view too little rather than too much of a particular type of development among those who felt the balance was not right. Only two building types—big box retail stores and commercial offices—had more respondents say there were too many (24% each) than too few (9% and 4%, respectively) in Ventura.

For the interested reader, tables 12-16 show how the percentage of residents who perceived too little of each type of development in Ventura varied by demographic groups. To ease comparisons, the building, business, and land use types with the highest percentage of respondents indicating there are too few in Ventura are highlighted in green for each subgroup.

TABLE 12 AVAILABILITY OF HOUSING, BUSINESS & AMENITIES IN CITY BY YEARS IN VENTURA & OVERALL SATISFACTION (SHOWING % TOO LITTLE)

	Years in Ventura (Q1)					Overall Satisfaction (Q4)	
	Less than 1	1 to 4	5 to 9	10 to 19	20 or more	Satisfied	Dissatisfied
Affordable housing for middle-income families	53.5	69.4	68.3	75.4	68.6	68.9	69.3
Affordable housing for low-income families	63.9	61.2	59.3	60.7	57.7	60.7	55.4
Good-paying jobs and employment opportunities	27.1	48.5	56.7	51.9	57.0	48.5	69.2
Public art	41.1	37.2	43.5	45.4	33.7	39.6	30.1
Public transit options	32.5	34.7	45.1	30.6	33.4	35.9	32.0
Entertainment options such as movie houses, music, and arts	44.3	33.9	26.6	36.2	30.0	29.6	33.0
Designated areas for walking and biking	32.2	33.3	28.3	36.3	27.5	28.3	31.2
A diverse range of business types	16.4	22.1	25.0	29.0	28.8	25.3	31.1
Spaces where the community can gather and socialize	23.2	27.3	25.6	25.3	27.4	26.0	28.2
Smaller, boutique retail stores	31.7	22.9	19.8	23.6	23.1	23.0	24.3
Restaurants	19.0	25.7	19.4	15.4	16.7	17.9	19.7
Big box retail stores	4.2	5.5	9.6	7.5	9.9	6.6	14.3
Commercial offices	0.0	7.1	3.5	1.4	4.7	3.5	7.4

TABLE 13 AVAILABILITY OF HOUSING, BUSINESS & AMENITIES IN CITY BY AGE (SHOWING % TOO LITTLE)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Affordable housing for middle-income families	67.8	77.4	74.9	68.4	65.3	60.4
Affordable housing for low-income families	88.1	66.1	50.2	51.2	55.6	57.3
Good-paying jobs and employment opportunities	58.4	58.0	65.9	56.2	55.0	39.6
Public art	65.7	51.8	39.1	26.0	27.1	27.5
Public transit options	49.3	41.6	38.5	32.5	31.7	25.8
Entertainment options such as movie houses, music, and arts	33.3	31.4	32.8	31.8	29.1	31.4
Designated areas for walking and biking	21.8	37.3	29.4	33.9	30.3	22.1
A diverse range of business types	22.4	25.8	30.5	28.0	31.0	21.9
Spaces where the community can gather and socialize	22.7	32.7	33.3	23.8	25.9	21.9
Smaller, boutique retail stores	12.6	27.4	25.7	26.1	20.0	20.5
Restaurants	1.9	15.0	20.0	22.7	22.1	20.0
Big box retail stores	10.7	3.6	12.1	10.2	12.5	7.3
Commercial offices	8.7	5.6	2.6	3.9	5.6	3.0

TABLE 14 AVAILABILITY OF HOUSING, BUSINESS & AMENITIES IN CITY BY GENDER, HOME OWNERSHIP STATUS & CHILD HSLD (SHOWING % TOO LITTLE)

	Gender (QD2)		Home Ownership Status (QD4)		Child in Hsld (QD3)	
	Male	Female	Own	Rent	Yes	No
Affordable housing for middle-income families	66.3	71.7	59.6	81.0	74.4	67.1
Affordable housing for low-income families	58.9	61.0	50.3	69.9	53.3	62.0
Good-paying jobs and employment opportunities	50.3	58.0	50.9	60.7	58.0	52.9
Public art	33.3	41.3	31.4	43.6	42.7	35.4
Public transit options	32.6	36.9	34.3	37.0	29.3	37.3
Entertainment options such as movie houses, music, and arts	28.5	34.0	31.0	32.2	32.5	30.9
Designated areas for walking and biking	29.8	28.8	30.6	28.3	33.9	27.1
A diverse range of business types	21.0	31.6	27.9	26.0	25.2	27.2
Spaces where the community can gather and socialize	24.7	28.2	23.6	29.1	33.4	23.5
Smaller, boutique retail stores	21.4	24.4	22.5	24.2	23.8	22.4
Restaurants	17.7	18.1	22.6	13.5	17.8	17.8
Big box retail stores	9.4	8.2	10.4	6.6	13.6	7.1
Commercial offices	5.7	2.9	3.3	6.1	3.2	4.9

TABLE 15 AVAILABILITY OF HOUSING, BUSINESS & AMENITIES IN CITY BY ETHNICITY & SURVEY LANGUAGE (SHOWING % TOO LITTLE)

	Ethnicity (QD6)				Survey Language	
	Asian American	Caucasian /White	Latino/ Hispanic	Other ethnicity	English	Spanish
Affordable housing for middle-income families	67.4	66.1	72.6	78.9	68.1	83.0
Affordable housing for low-income families	48.4	57.0	63.6	71.4	57.8	78.3
Good-paying jobs and employment opportunities	52.6	50.9	58.6	61.9	53.8	63.9
Public art	35.4	33.1	42.7	55.2	37.1	36.6
Public transit options	36.7	32.9	39.3	35.6	34.6	39.6
Entertainment options such as movie houses, music, and arts	45.8	26.8	36.0	41.7	31.4	28.3
Designated areas for walking and biking	35.2	26.7	32.8	36.3	28.5	42.4
A diverse range of business types	40.1	22.8	30.3	41.6	27.4	24.1
Spaces where the community can gather and socialize	35.0	22.4	31.2	37.2	26.0	38.2
Smaller, boutique retail stores	32.4	19.6	28.1	22.2	23.2	22.6
Restaurants	25.9	17.6	18.2	18.0	18.9	7.1
Big box retail stores	3.7	8.5	9.2	15.3	8.8	10.0
Commercial offices	11.4	3.8	5.2	2.6	4.4	3.9

TABLE 16 AVAILABILITY OF HOUSING, BUSINESS & AMENITIES IN CITY BY COUNCIL DISTRICT (SHOWING % TOO LITTLE)

	Council District						
	One	Two	Three	Four	Five	Six	Seven
Affordable housing for middle-income families	72.2	69.8	73.5	58.6	63.6	74.0	71.5
Affordable housing for low-income families	67.2	59.2	57.5	49.2	53.6	62.5	63.8
Good-paying jobs and employment opportunities	56.1	56.5	58.7	49.6	47.3	57.1	55.7
Public art	42.9	35.9	35.0	36.7	30.9	37.0	40.9
Public transit options	33.9	32.9	37.0	36.4	34.2	30.9	39.0
Entertainment options such as movie houses, music, and arts	21.6	25.9	36.3	34.8	32.6	34.9	32.7
Designated areas for walking and biking	31.1	24.6	34.9	28.7	23.0	27.9	35.4
A diverse range of business types	29.0	28.9	31.1	31.8	22.3	25.6	21.6
Spaces where the community can gather and socialize	29.9	20.8	28.2	24.3	28.9	31.8	22.9
Smaller, boutique retail stores	17.8	24.9	22.6	22.0	24.3	22.2	28.2
Restaurants	11.8	20.0	15.2	20.5	19.3	22.5	18.2
Big box retail stores	3.2	6.4	9.8	15.1	8.4	11.0	7.9
Commercial offices	4.7	3.5	9.0	2.5	3.0	4.0	4.1

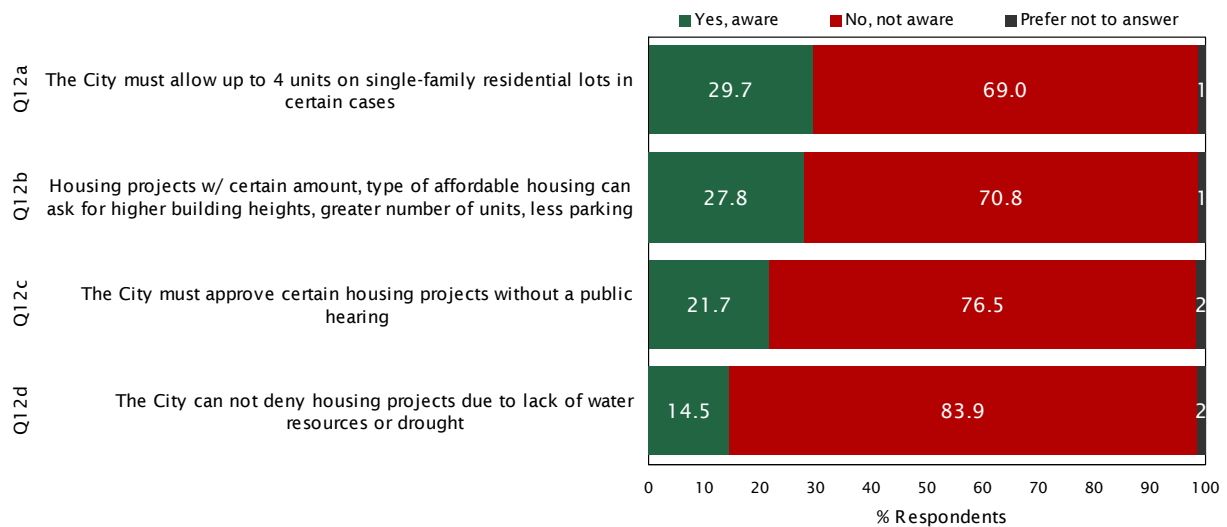
NEW STATE HOUSING LAWS The next question informed residents that there are several new California State laws that have been passed related to housing, and that these laws have changed what the City can require or limit on housing projects. After sharing the above information, Question 12 presented respondents with four California laws related to housing and simply asked respondents whether they were aware of each prior to taking the survey.

Figure 22 on the next page demonstrates that the vast majority of Ventura residents are unaware of the State’s new rules related to housing. Less than one-third of Ventura residents indicated they were aware that the City must allow up to four units on single-family residential lots in cer-

tain cases (30%) and that housing projects that include a certain amount and type of affordable housing can ask for higher building heights, a greater number of units, and less parking (28%). Just two-in-ten residents (22%) were aware that the City must approve certain housing projects without a public hearing, whereas fewer still (15%) knew that the City cannot deny housing projects due to lack of water resources or drought prior to taking the survey.

Question 12 *There are several new California State laws that have been passed related to housing. These laws have changed what the City can require or limit on housing projects. Prior to taking this survey, were you aware that according to California law: -----.*

FIGURE 22 AWARENESS OF NEW CALIFORNIA LAWS



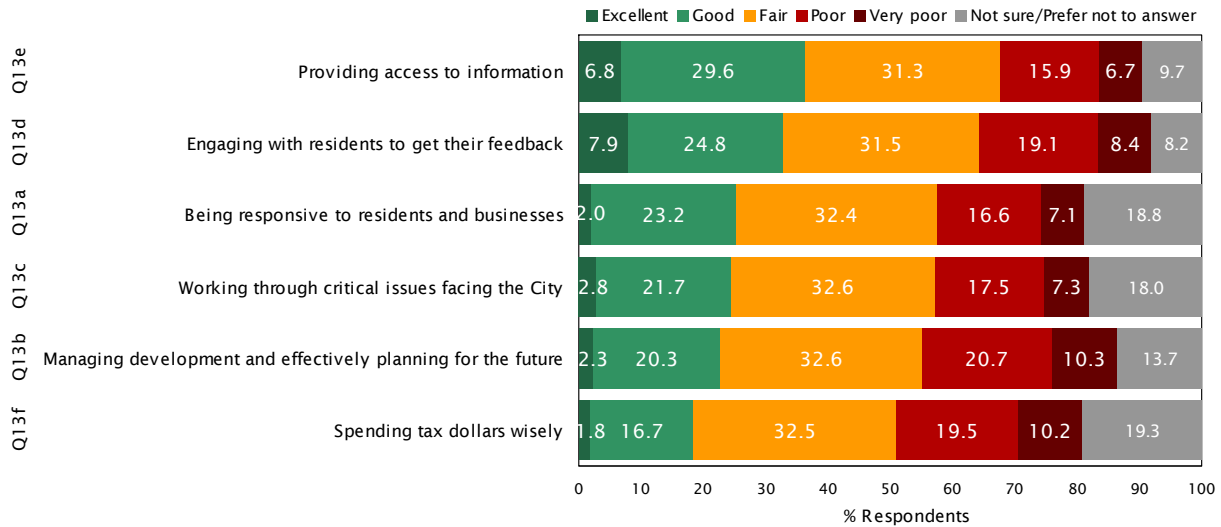
LOCAL GOVERNANCE & CUSTOMER SERVICE

Although much of the survey focused on residents’ satisfaction with the City’s efforts to provide specific services, as with other progressive cities Ventura recognizes there is more to good local governance than simply providing satisfactory services. Do residents perceive that the City is responsive to residents’ and businesses’ needs? How well is the City engaging with its residents? Do residents feel that the City is doing a good job managing development and effectively planning for the future? Answers to questions such as 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.

LOCAL GOVERNANCE The first question in this series was designed to measure how residents perceive the City on topics such as accessibility, responsiveness, fiscal accountability, and effectively planning for the City’s future. Respondents were presented with the items shown at the left of Figure 23 and were asked to rate the City’s performance on each item using a scale of excellent, good, fair, poor, or very poor.

Question 13 *For each of the items I read next, please tell me how good of a job you think the City of Ventura is doing.*

FIGURE 23 RATING ASPECTS OF CITY GOVERNANCE



The City was rated highest for its performance in providing access to information (36% excellent or good), followed by engaging with residents to get their feedback (33%), being responsive to residents and businesses (25%), working through critical issues facing the City (25%), managing development and effectively planning for the future (23%), and spending tax dollars wisely (19%). It is worth noting that 31% to 33% of residents rated the City’s performance on each item as *fair* and an additional 8% to 19% were unsure how to rate each item. For the interested reader, tables 17-20 display excellent and good ratings for each item by a host of demographic characteristics.

TABLE 17 RATING ASPECTS OF CITY GOVERNANCE BY YEARS IN VENTURA & OVERALL SATISFACTION (SHOWING % EXCELLENT & GOOD)

	Years in Ventura (Q1)					Overall Satisfaction (Q4)	
	Less than 1	1 to 4	5 to 9	10 to 19	20 or more	Satisfied	Dissatisfied
Providing access to information	46.4	42.5	31.9	37.1	35.1	45.1	17.0
Engaging with residents to get their feedback	60.4	39.7	34.6	35.3	29.0	41.0	14.4
Being responsive to residents and businesses	36.7	29.7	23.2	26.9	23.8	31.7	11.1
Working through critical issues facing the City	16.2	27.2	18.6	29.8	24.8	32.0	9.5
Managing development and effectively planning for the future	32.4	29.5	19.3	25.2	20.6	29.4	8.0
Spending tax dollars wisely	28.1	20.6	15.3	21.7	17.9	25.2	5.2

TABLE 18 RATING ASPECTS OF CITY GOVERNANCE BY AGE (SHOWING % EXCELLENT & GOOD)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Providing access to information	35.0	39.1	35.9	30.2	36.7	43.8
Engaging with residents to get their feedback	30.3	37.3	33.7	28.8	30.2	38.6
Being responsive to residents and businesses	26.0	24.6	25.4	20.9	25.8	32.4
Working through critical issues facing the City	32.2	22.9	24.5	16.3	24.9	31.2
Managing development and effectively planning for the future	31.1	25.2	19.8	15.7	23.8	25.3
Spending tax dollars wisely	17.0	14.8	15.9	14.4	21.0	27.7

TABLE 19 RATING ASPECTS OF CITY GOVERNANCE BY GENDER, HOME OWNERSHIP STATUS & CHILD IN HSLD (SHOWING % EXCELLENT & GOOD)

	Gender (QD2)		Home Ownership Status (QD4)		Child in HslD (QD3)	
	Male	Female	Own	Rent	Yes	No
	Providing access to information	39.4	35.6	36.0	38.9	32.7
Engaging with residents to get their feedback	34.9	33.5	31.5	35.5	33.3	33.6
Being responsive to residents and businesses	28.6	24.3	23.4	27.6	23.8	26.7
Working through critical issues facing the City	27.2	24.6	23.8	27.0	23.3	26.3
Managing development and effectively planning for the future	23.7	23.7	21.8	24.3	22.6	23.5
Spending tax dollars wisely	20.3	18.1	19.3	18.3	16.6	20.2

TABLE 20 RATING ASPECTS OF CITY GOVERNANCE BY ETHNICITY & SURVEY LANGUAGE (SHOWING % EXCELLENT & GOOD)

	Ethnicity (QD6)				Survey Language	
	Asian American	Caucasian /White	Latino/ Hispanic	Other ethnicity	English	Spanish
Providing access to information	65.0	39.6	32.6	26.4	36.6	32.2
Engaging with residents to get their feedback	42.4	36.4	30.0	25.0	32.9	30.4
Being responsive to residents and businesses	30.5	25.0	28.0	22.4	24.4	38.2
Working through critical issues facing the City	36.1	27.2	21.5	24.1	24.4	27.1
Managing development and effectively planning for the future	29.1	22.7	25.6	11.3	22.4	26.5
Spending tax dollars wisely	17.7	21.3	17.3	4.2	18.3	21.4

FIGURE 24 RATING ASPECTS OF CITY GOVERNANCE BY COUNCIL DISTRICT (SHOWING % EXCELLENT & GOOD)

	Council District						
	One	Two	Three	Four	Five	Six	Seven
Providing access to information	41.0	32.0	36.8	33.9	38.3	36.6	35.9
Engaging with residents to get their feedback	37.1	30.1	31.2	37.6	29.7	30.4	33.2
Being responsive to residents and businesses	38.2	19.3	22.2	20.5	21.2	29.5	25.6
Working through critical issues facing the City	30.5	17.9	27.6	24.1	27.3	22.8	21.9
Managing development and effectively planning for the future	27.2	13.9	19.0	19.0	25.3	29.1	25.1
Spending tax dollars wisely	18.0	15.2	20.0	20.6	18.9	18.8	18.1

STAFF CONTACT The staff at the City of Ventura is often the “face” of the City for residents who are using city facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. Just over one-third (34%) of respondents indicated that they had contacted Ventura staff at least once during the 12 months prior to the interview (Figure 25 on next page). Staff contact ranged between 25% and 38% for most resident subgroups (see figures 26-28). The most variation was evidenced by age, with 47% of residents in the 55 to 64 year age group reporting staff contact compared with just 11% of residents 18 to 24 years of

age. Similarly, those who own their home were much more likely to have interacted with city staff than renters.

Question 14 *In the past 12 months, have you been in contact with staff from the City of Ventura?*

FIGURE 25 CONTACT WITH STAFF IN PAST 12 MONTHS

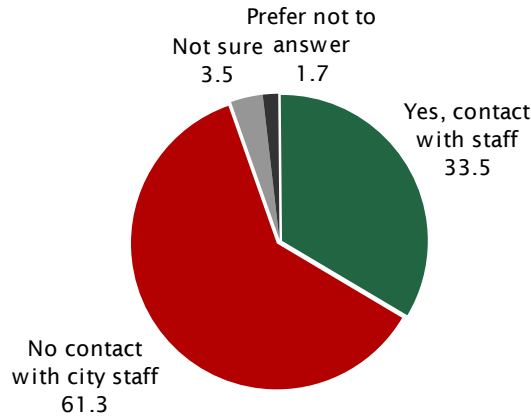


FIGURE 26 CONTACT WITH STAFF IN PAST 12 MONTHS BY YEARS IN VENTURA, ETHNICITY & GENDER

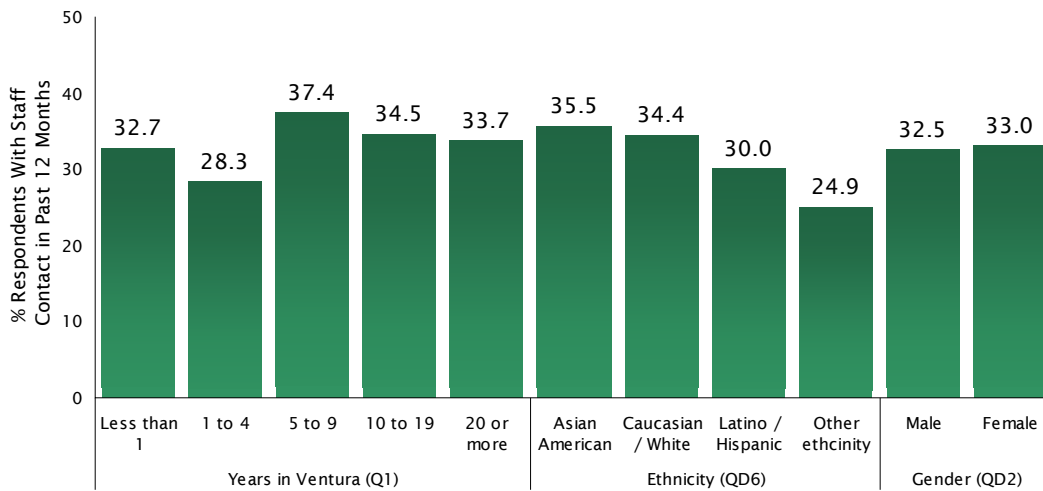


FIGURE 27 CONTACT WITH STAFF IN PAST 12 MONTHS BY COUNCIL DISTRICT, CHILD IN HSLD & SATISFACTION WITH COMMUNICATION

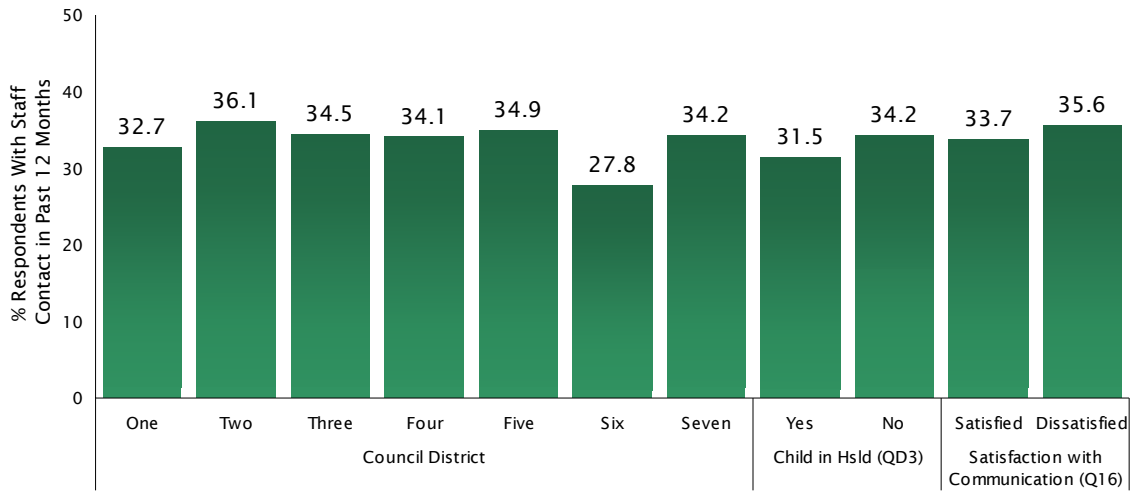
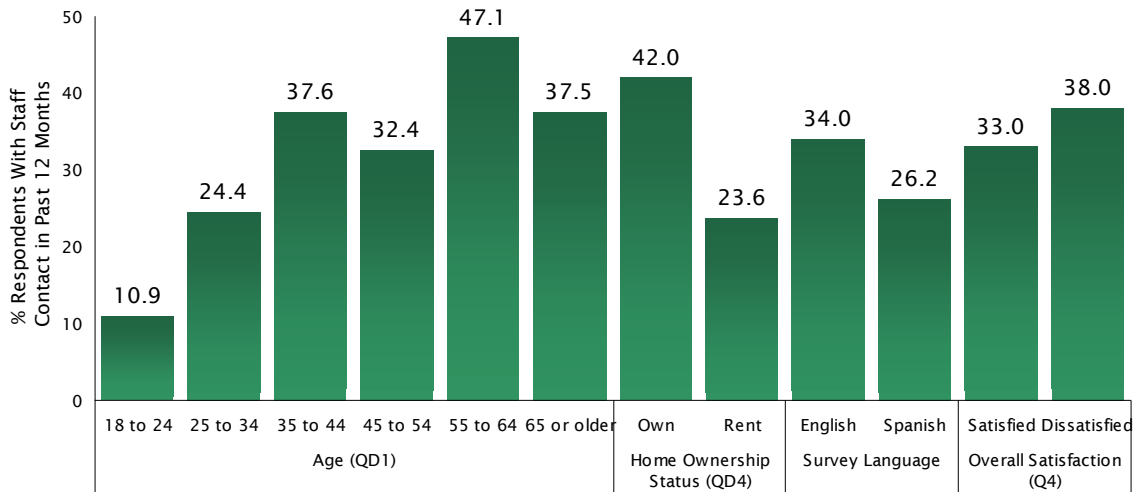


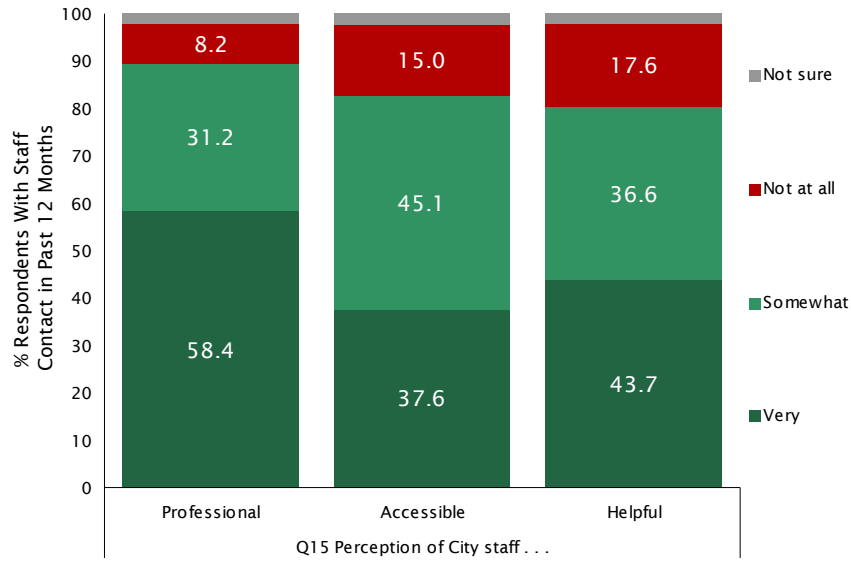
FIGURE 28 CONTACT WITH STAFF IN PAST 12 MONTHS BY AGE, HOME OWNERSHIP STATUS, SURVEY LANGUAGE & OVERALL SATISFACTION



ASSESSMENT OF CITY STAFF The final question in this section asked residents with recent staff contact to rate city staff on three dimensions: helpfulness, professionalism, and accessibility. Respondents provided high ratings for city staff on all three dimensions (Figure 29 on next page), with at least 8 out of 10 residents indicating that Ventura staff members are very or somewhat professional (90%), accessible (83%), and helpful (80%).

Question 15 *In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____.*

FIGURE 29 PERCEPTION OF CITY STAFF



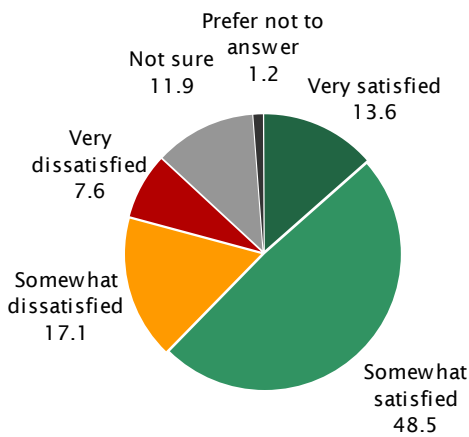
COMMUNICATIONS

The importance of city communication with residents cannot be overstated. Much of a city’s success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of Ventura’s efforts to enhance the information flow to the City to better understand citizens’ concerns, perceptions, and needs. In this section of the report, we present the results of several communication-related questions.

SATISFACTION WITH CITY-RESIDENT COMMUNICATION Question 16 of the survey asked residents to report their satisfaction with city-resident communication in the City. Overall, 62% of respondents indicated they were satisfied with City’s efforts to communicate with residents through newsletters, its website, social media, and other means (Figure 30). The remaining respondents were either dissatisfied with the City’s efforts in this respect (25%) or unsure of their opinion (13%).

Question 16 Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, its website, social media, and other means?

FIGURE 30 SATISFACTION WITH COMMUNICATION



For the interested reader, figures 31 to 33 display how satisfaction with the City’s efforts to communicate with residents varied across key resident sub-groups.

FIGURE 31 SATISFACTION WITH COMMUNICATION BY YEARS IN VENTURA, ETHNICITY & GENDER

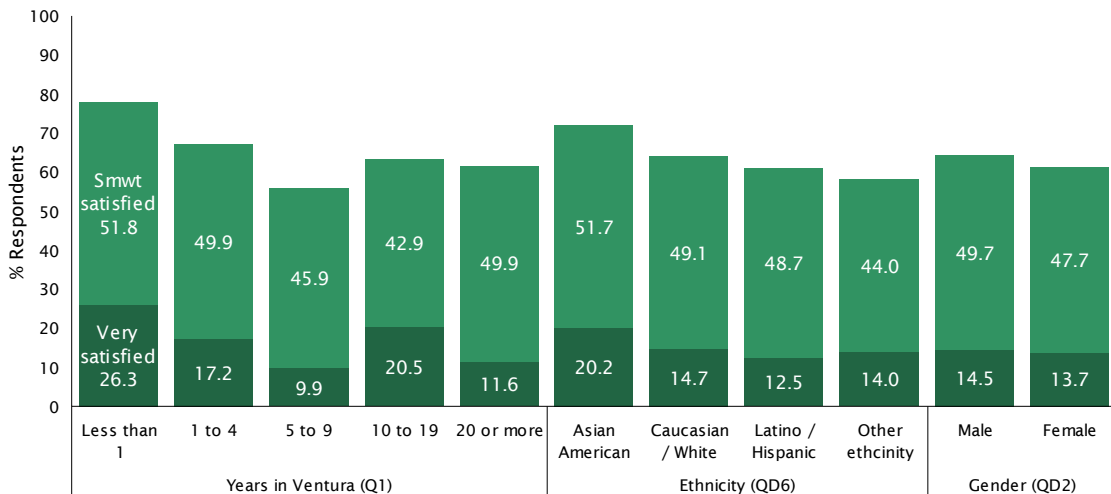


FIGURE 32 SATISFACTION WITH COMMUNICATION BY COUNCIL DISTRICT, CHILD IN HSLD & STAFF CONTACT IN PAST 12 MONTHS

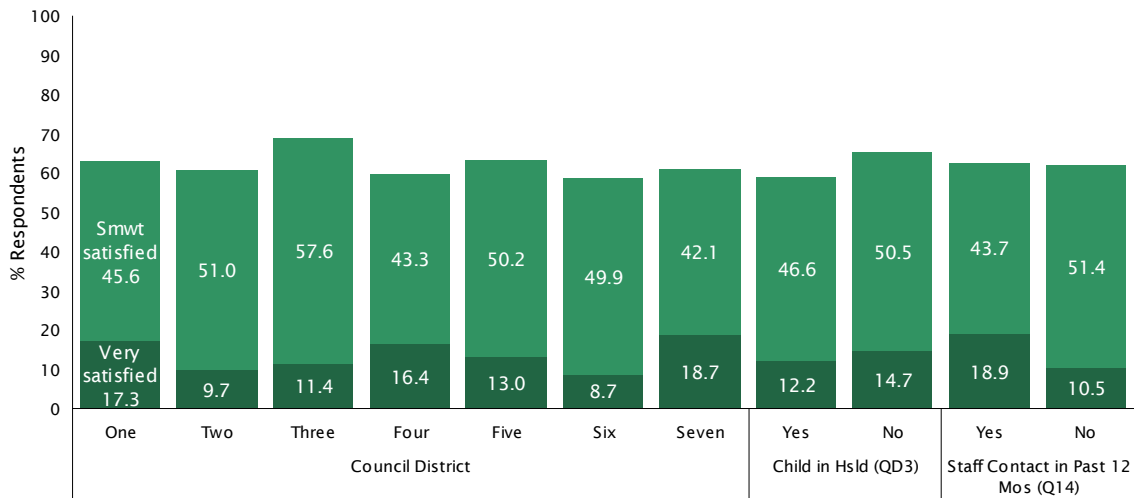
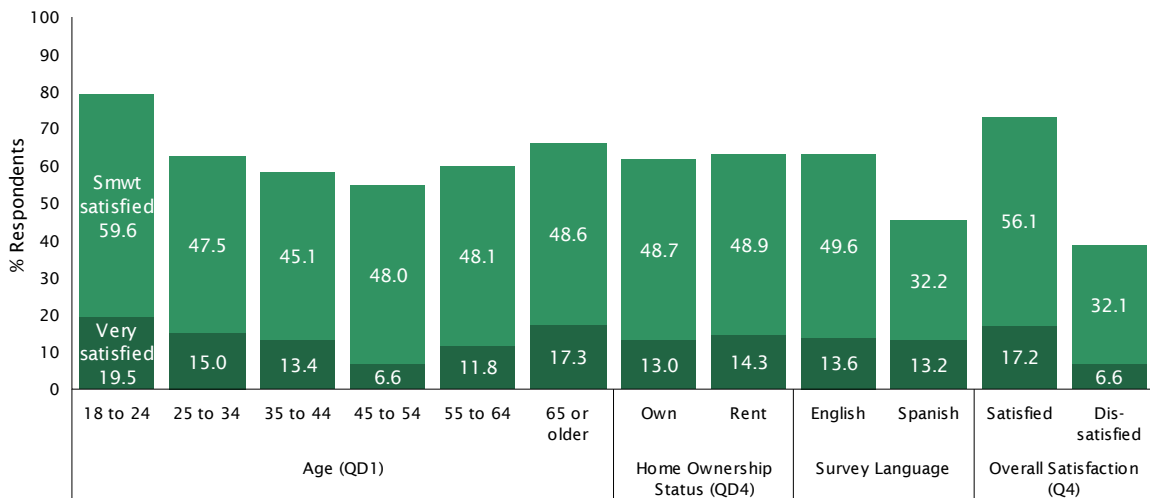


FIGURE 33 SATISFACTION WITH COMMUNICATION BY AGE, HOME OWNERSHIP STATUS, SURVEY LANGUAGE & OVERALL SATISFACTION

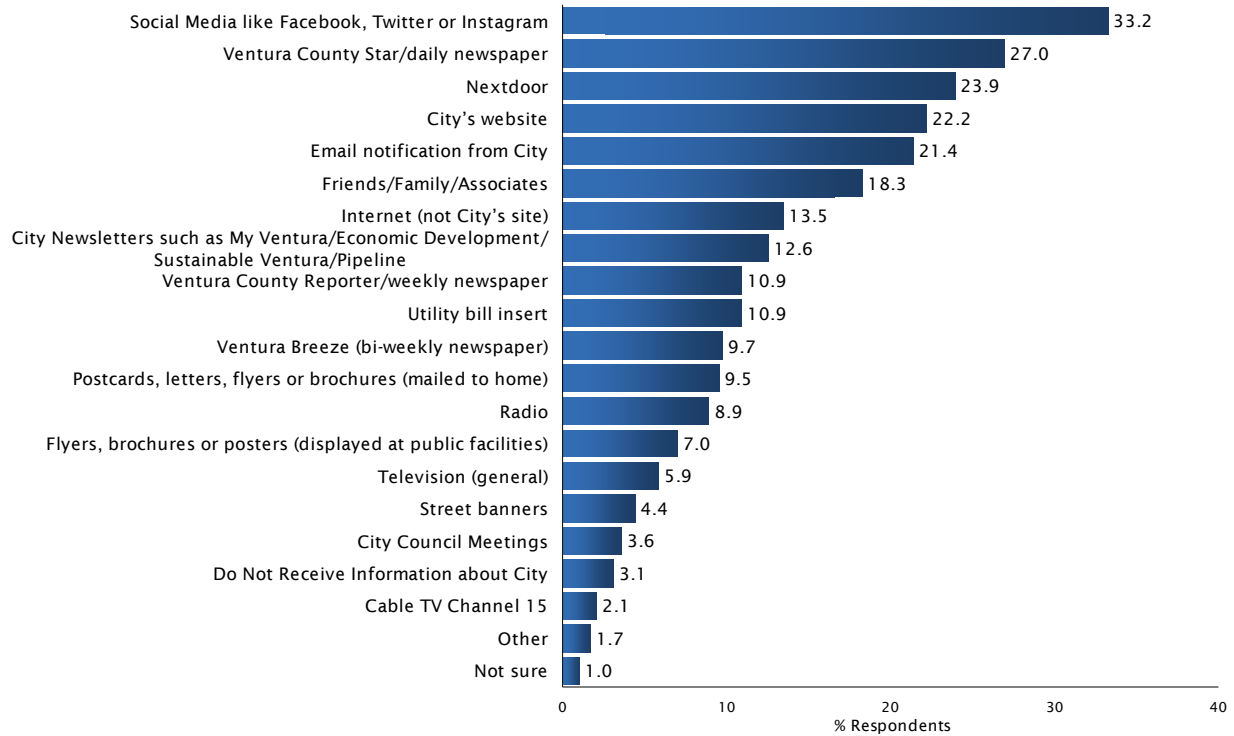


INFORMATION SOURCES To help the City identify the most effective means of communicating with residents, it is helpful to understand what information sources they currently rely on for this type of information. In an open-ended manner, residents were asked to list the information sources they typically use to find out about Ventura news, services, programs, and events. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 34 on the next page represent the percentage of residents who mentioned a particular source, and thus sum to more than 100.

The most frequently-cited source for city information was social media (33%), followed by the *Ventura County Star* newspaper (27%), Nextdoor (24%), the City’s website (22%), and email notifications from the City (21%). Other commonly mentioned sources included friends/family/associates (18%), the Internet in general (14%), city newsletters (13%), the *Ventura County Reporter* (11%), and utility bill inserts (11%).

Question 17 What information sources do you use to find out about City of Ventura news, services, programs and events?

FIGURE 34 INFORMATION SOURCES



For the interested reader, figures 35-38 show how the information sources cited by residents varied by age, satisfaction with the City's communication efforts, ethnicity, presence of a child in the household, years in Ventura, overall satisfaction with the City's performance, Council District, and survey language.

FIGURE 35 INFORMATION SOURCES BY OVERALL, AGE & SATISFACTION WITH COMMUNICATION

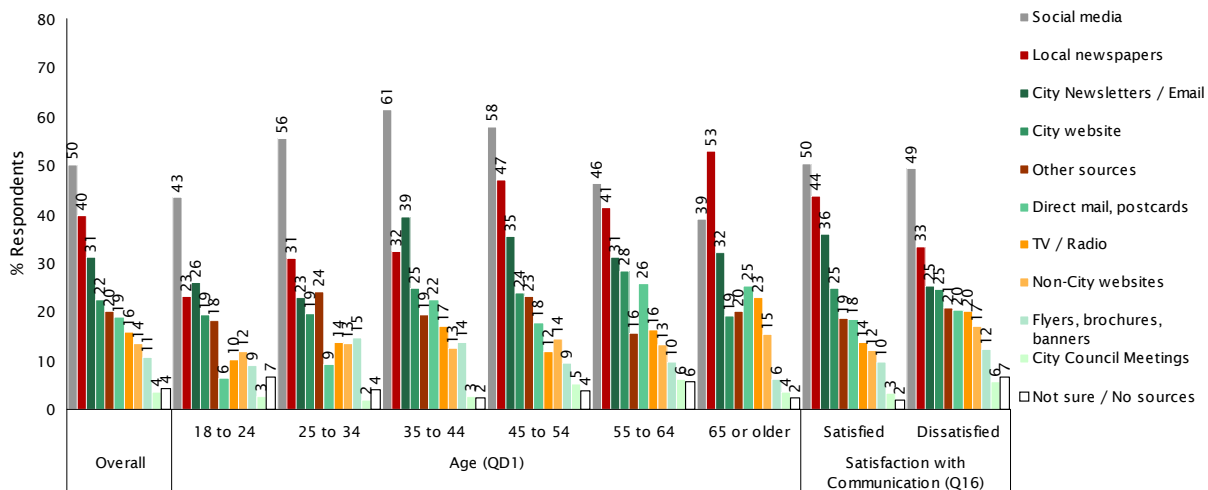


FIGURE 36 INFORMATION SOURCES BY ETHNICITY & CHILD IN HSLD

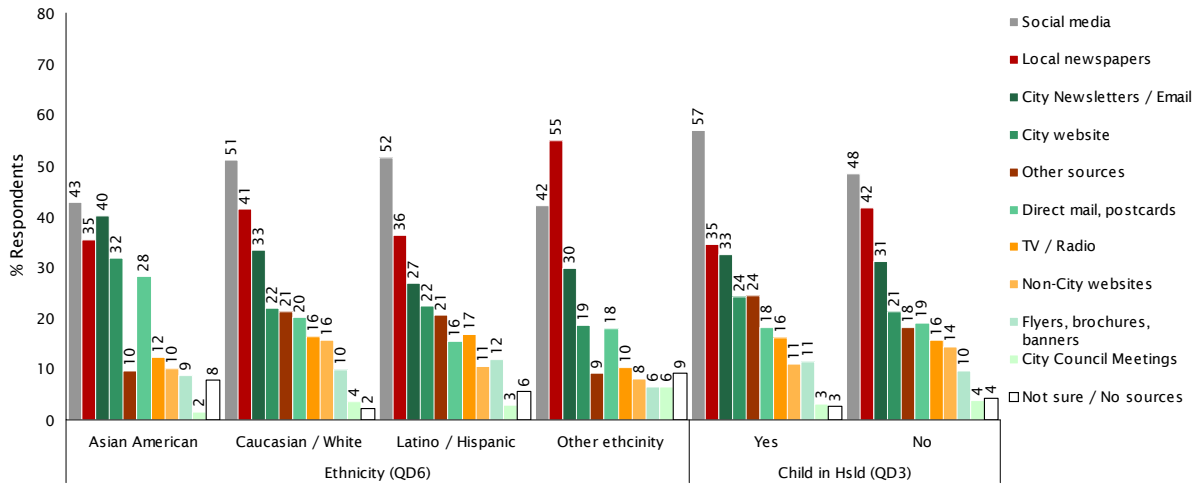


FIGURE 37 INFORMATION SOURCES BY YEARS IN VENTURA & OVERALL SATISFACTION

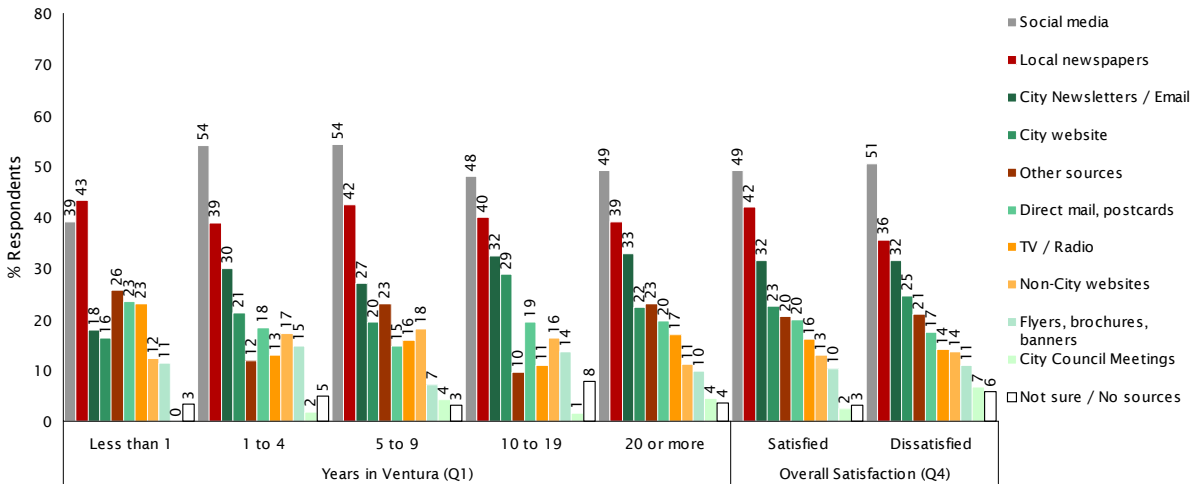
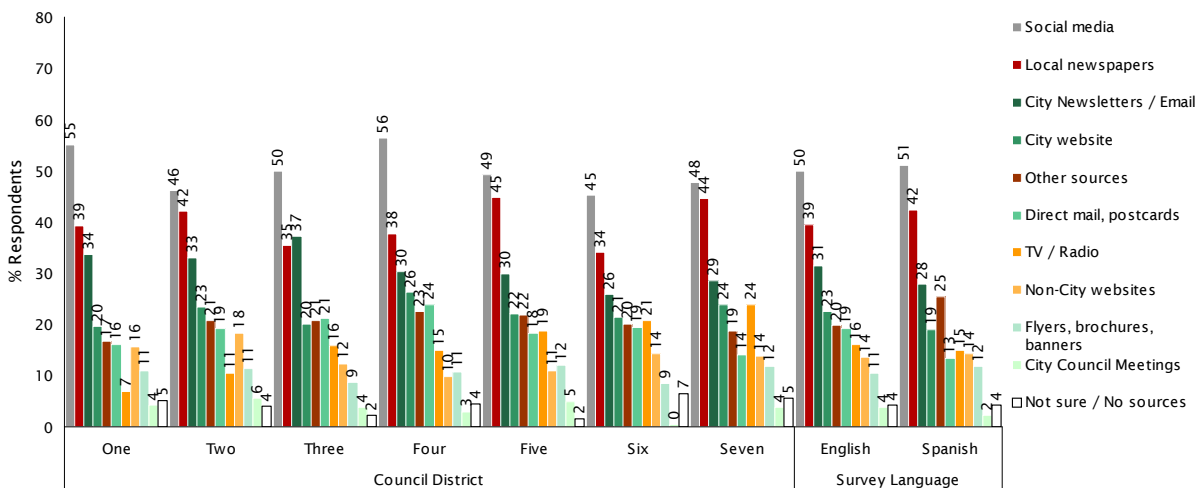


FIGURE 38 INFORMATION SOURCES COUNCIL DISTRICT & SURVEY LANGUAGE



TOPICS OF INTEREST Respondents were next asked if there was a particular topic or issue that they would like to receive more information about from the City. Four-in-ten residents (41%) answered Question 18 in the affirmative and indicated that they would like more information (Figure 39). As shown in figures 40 through 42, the desire for additional information from the City was highest among residents who have lived in Ventura between 5 and 19 years, those who reported their ethnicity as *Other*, residents dissatisfied with the City’s communication efforts, residents in Council Districts 5 and 7, those who reported contact with city staff over the past year, and respondents who were dissatisfied with the job the City is doing to provide services.

Question 18 *Is there a particular topic or issue that you'd like to receive more information about from the City?*

FIGURE 39 DESIRE ADDITIONAL INFORMATION

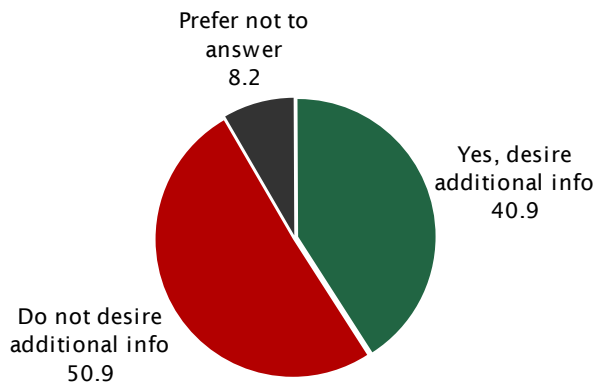


FIGURE 40 DESIRE ADDITIONAL INFORMATION BY YEARS IN VENTURA, ETHNICITY, GENDER & SATISFACTION WITH COMMUNICATION

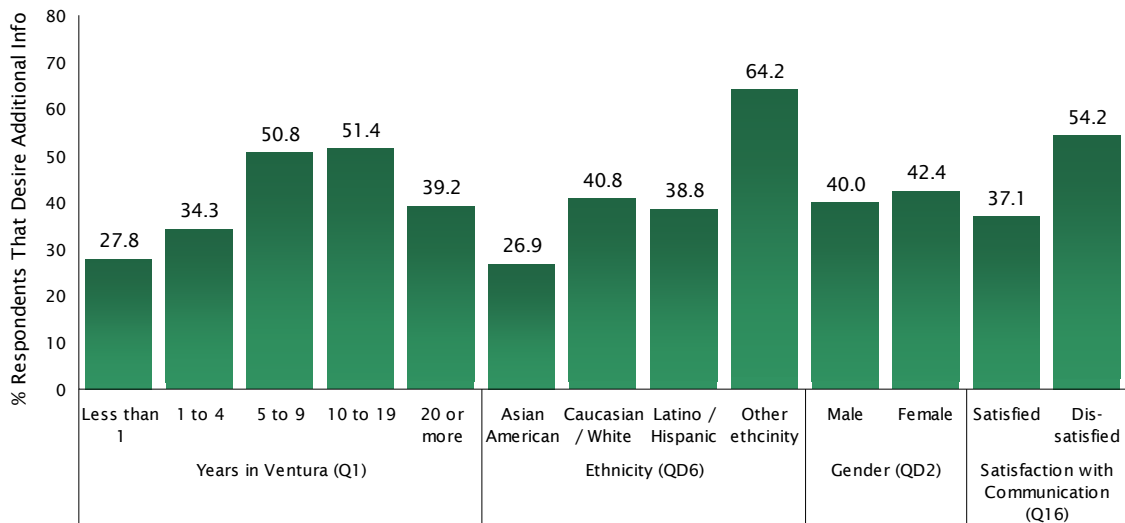


FIGURE 41 DESIRE ADDITIONAL INFORMATION BY COUNCIL DISTRICT, CHILD IN HSLD & STAFF CONTACT IN PAST 12 MONTHS

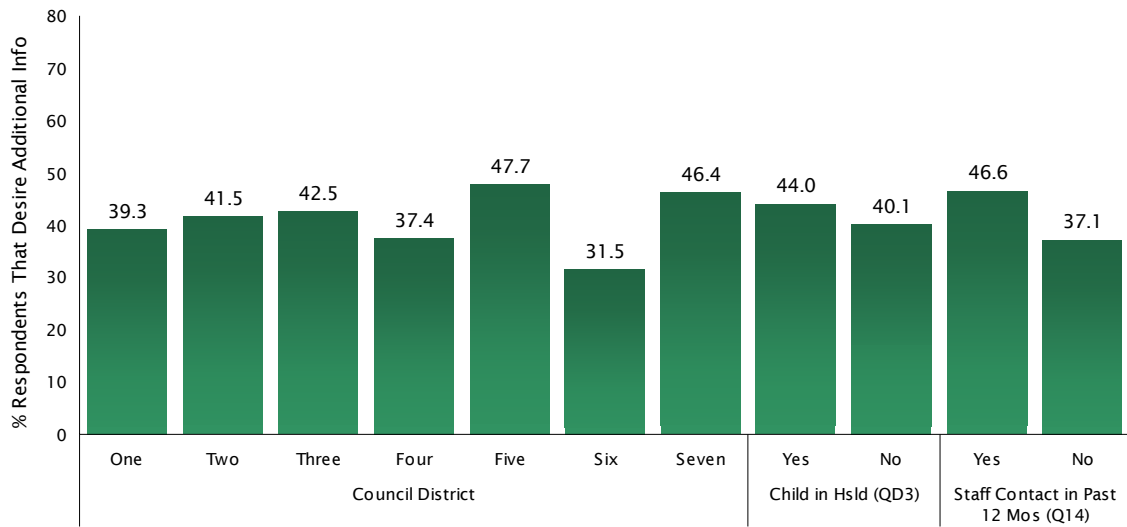
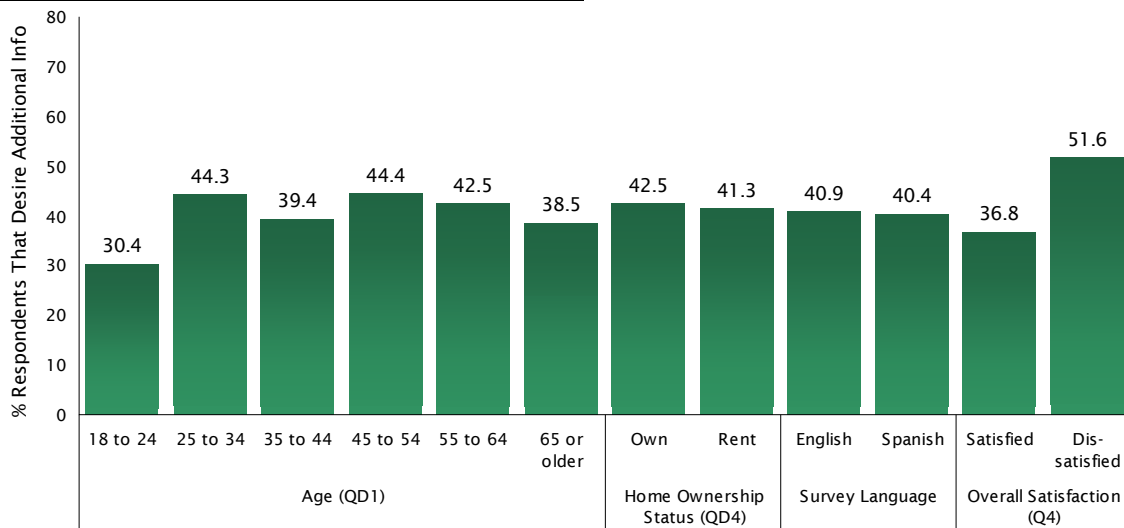


FIGURE 42 DESIRE ADDITIONAL INFORMATION BY AGE, HOME OWNERSHIP STATUS, SURVEY LANGUAGE & OVERALL SATISFACTION

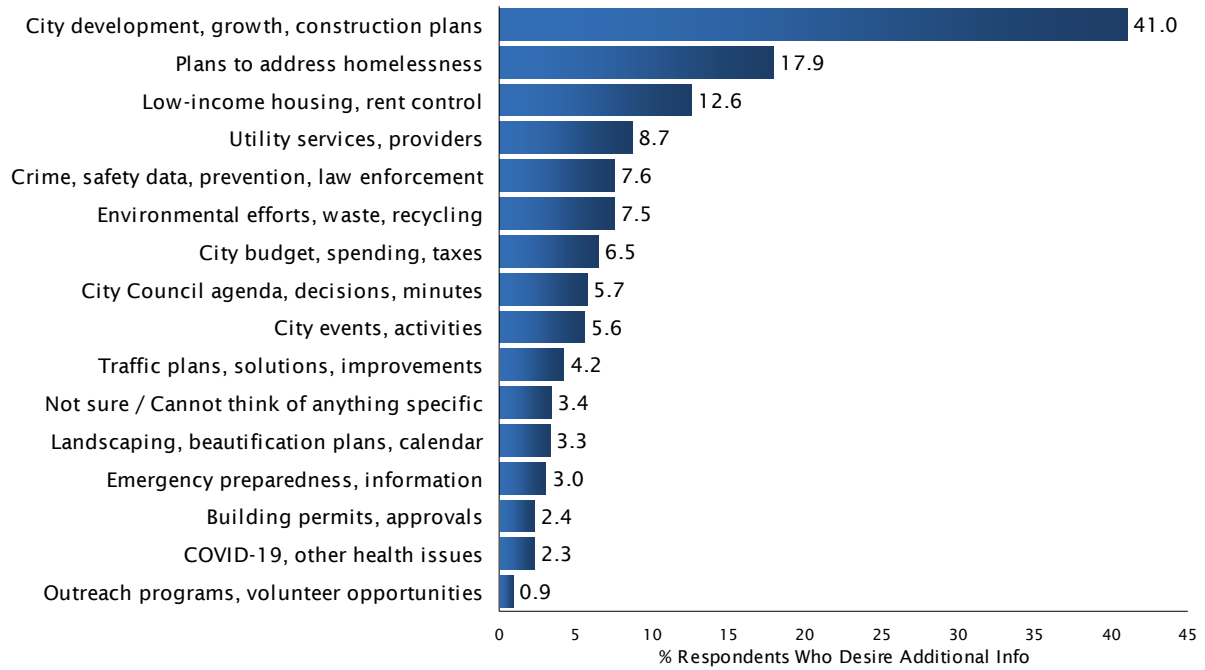


Residents who expressed interest in receiving additional information from the City were subsequently asked to describe their topic of interest. Question 19 was posed in an open-ended manner, meaning that respondents were at liberty to mention any topic that came to mind without being prompted by or restricted to a particular list of topics. The verbatim responses were later reviewed by True North and grouped into the categories shown in Figure 43 on the next page. Respondents were allowed to mention more than one topic, so the percentage results shown in the figure indicate the percentage of respondents who mentioned each topic.

As shown in the figure, the most frequently cited topic of interest was information on city development, growth, and construction plans (41%), followed by information about plans to address homelessness (18%), low-income housing and rent control (13%), utility services and providers (9%), crime/safety data/prevention/law enforcement (8%), and information about environmental efforts and waste/recycling (8%).

Question 19 Please briefly describe the topic.

FIGURE 43 TOPICS DESIRED





BACKGROUND & DEMOGRAPHICS

TABLE 21 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	<i>1,070</i>
Years in Ventura (Q1)	
Less than 1	2.8
1 to 4	14.5
5 to 9	13.4
10 to 19	10.6
20 or more	58.4
Prefer not to answer	0.4
Age (QD1)	
18 to 24	9.3
25 to 34	19.4
35 to 44	16.6
45 to 54	13.8
55 to 64	16.9
65 or older	19.6
Prefer not to answer	4.3
Gender (QD2)	
Male	46.0
Female	48.3
Prefer not to answer	5.7
Child in Hsld (QD3)	
Yes	27.1
No	68.9
Prefer not to answer	4.0
Home Ownership Status (QD4)	
Own	51.9
Rent	42.4
Prefer not to answer	5.7
Employment Status (QD5)	
Full time	53.9
Part time	8.6
Student	7.7
Home- maker	2.6
Retired	21.3
Prefer not to answer	5.9
Ethnicity (QD6)	
Asian American	3.6
Caucasian / White	53.1
Latino / Hispanic	34.3
Other ethnicity	4.5
Prefer not to answer	4.5
Council District	
One	14.3
Two	14.3
Three	14.3
Four	14.3
Five	14.3
Six	14.3
Seven	14.3
Survey Language	
English	94.0
Spanish	6.0

Table 21 presents the key demographic and background information that was collected during the survey. 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 Ventura's adult resident 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 Ventura to develop a questionnaire that covered the topics of interest and avoided the 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 indicated there is a topic or issue they'd like to receive more information about from the City (Question 18) were subsequently asked to describe their topic of interest (Question 19). The questionnaire included with this report (see *Questionnaire & Toplines* on page 44) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

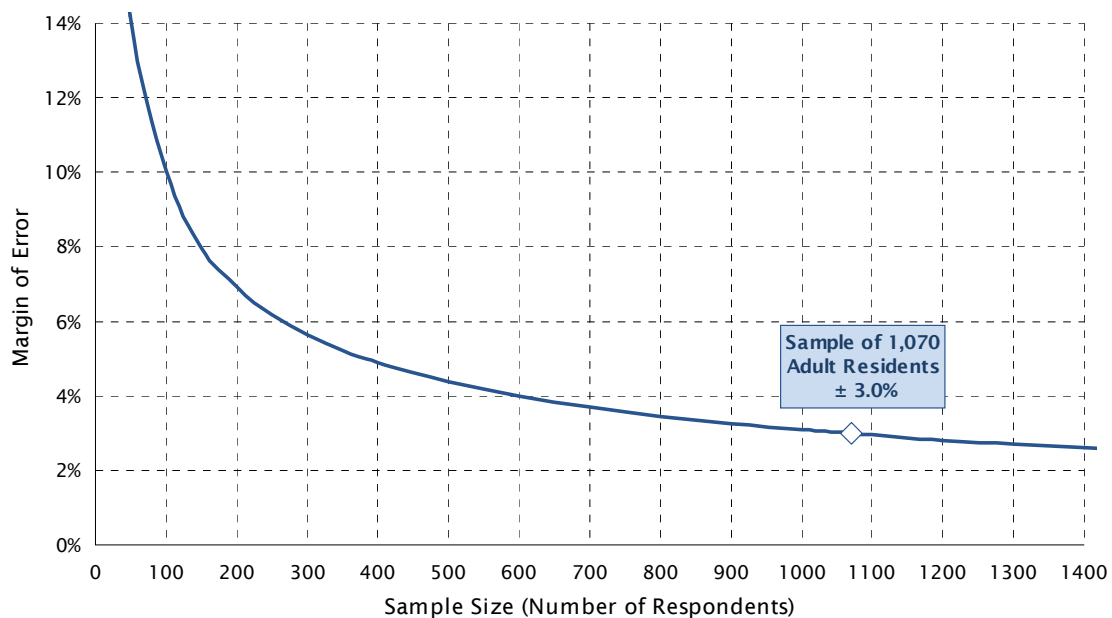
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Ventura households was utilized for this study, ensuring that all households in Ventura had the opportunity to be randomly selected for the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Ventura residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 17 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 1,070 completed surveys (1,005 English and 65 Spanish) were gathered online and by telephone between April 29 and May 8, 2022.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents of the City. Because not every adult resident of 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 1,070 adult residents for a particular question and what would have been found if all of the estimated 85,811 adult residents² had been interviewed.

Figure 44 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 3.0\%$ for questions answered by all 1,070 respondents.

FIGURE 44 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 44 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.

2. Source: Census ACS 2020 5-Year Estimates.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample according to Census estimates.

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.

QUESTIONNAIRE & TOPLINES



City of Ventura
Community Opinion Survey
Prelim Toplines (n=1,070)
May 2022

Section 1: Introduction to Study

Hi, may I please speak to: _____. Hi, my name is _____ and I'm calling from TNR on behalf of the City of Ventura (Ven-TERR-Uh). The City is conducting a survey of residents about important issues and 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: Your answers to the survey will be confidential.

If needed: The survey should take about 12 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: TNR is an independent public opinion research firm. TNR was hired by the City to design and conduct the survey.

Section 2: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of Ventura.

Q1	How long have you lived in the City of Ventura?								
	1	Less than 1 year							3%
	2	1 to 4 years							14%
	3	5 to 9 years							13%
	4	10 to 14 years							11%
	5	15 years or longer							58%
	99	Prefer not to answer							0%
Q2	How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?								
	<i>Always ask A first, then randomize remaining items</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	The overall quality of life in Ventura		25%	56%	15%	3%	1%	0%	0%
B	Ventura as a place to raise a family		25%	44%	16%	6%	2%	5%	2%
C	Ventura as a place to work		13%	40%	25%	8%	3%	9%	3%
D	Ventura as a place to shop and dine		21%	48%	24%	5%	2%	0%	0%
E	Ventura as a place to recreate		30%	43%	17%	4%	2%	3%	1%

Q3	If the city government could change one thing to make Ventura a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Address homeless issues	26%
	Provide more affordable housing	16%
	Limit growth, preserve open space, farmland	15%
	Improve, maintain roads	12%
	Improve public safety	10%
	Not sure / Cannot think of anything specific	7%
	Beautify City, beaches	6%
	Improve, add parks, rec facilities	6%
	Reduce traffic congestion	5%
	Improve economy, employment opportunities	5%
	Address water issues	4%
	Improve parking	3%
	Provide additional youth, family activities, events for different ages	3%
	Improve environmental efforts	3%
	Improve education	3%
	Reduce cost of living	3%
	Change, improve Council, gov process	3%
	Improve dining, shopping opportunities	3%
	Develop, improve downtown area	2%
	Improve public transit	2%
	Enforce city codes	2%
	Provide more bike lanes	2%
	Improve, provide more healthcare services	2%
	No changes needed / Everything is fine	2%

Section 3: City Services								
Next, I would like to ask a series of questions about services provided by the City of Ventura.								
Q4	Generally speaking, are you satisfied or dissatisfied with the job the City of Ventura is doing to provide city services? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
	1	Very satisfied						14%
	2	Somewhat satisfied						53%
	3	Somewhat dissatisfied						20%
	4	Very dissatisfied						8%
	98	Not sure						5%
	99	Prefer not to answer						1%
Q5	For each of the services I read, please 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:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
		<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide police services		28%	45%	14%	7%	5%	1%
B	Provide fire protection and emergency medical services		37%	42%	9%	4%	8%	0%
C	Prepare for wildfires and other disasters		14%	41%	20%	9%	15%	1%
D	Maintain City streets and roads		9%	31%	31%	27%	1%	1%
E	Manage traffic congestion on City streets		11%	44%	25%	17%	3%	1%
F	Maintain sidewalks and bike paths		17%	42%	23%	15%	3%	1%
G	Provide recreation programs for all ages		22%	42%	14%	5%	16%	2%
H	Maintain parks, beaches and recreation areas		24%	49%	17%	8%	2%	0%
I	Promote economic development for a healthy business community		10%	35%	22%	14%	17%	2%
J	Hold special community events like parades and holiday celebrations		26%	47%	11%	5%	9%	2%
K	Address homelessness		3%	11%	29%	50%	6%	1%
L	Provide trash collection, recycling and household hazardous waste services		40%	43%	9%	4%	3%	1%
M	Remove graffiti		19%	41%	18%	11%	9%	1%
N	Manage growth and development		8%	30%	26%	26%	9%	1%
O	Protect the local environment		16%	47%	18%	10%	7%	1%
P	Preserve natural open space		22%	43%	19%	11%	4%	1%

Q	Provide reliable water and wastewater services	26%	45%	13%	9%	6%	1%
R	Facilitate the development of affordable housing	5%	17%	24%	35%	15%	3%
S	Provide services to youth	15%	34%	14%	6%	29%	3%
T	Provide services to seniors	10%	32%	13%	7%	35%	2%
U	Provide for diversity and inclusion within City events, services, and policies	20%	35%	13%	7%	21%	5%
V	Provide adequate Downtown parking	18%	42%	21%	14%	3%	1%

Section 4: Public Safety

Q6	Overall, how safe is the City of Ventura as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?			
	1	Very safe	25%	Skip to Q8
	2	Somewhat safe	57%	Skip to Q8
	3	Somewhat unsafe	15%	Ask Q7
	4	Very unsafe	3%	Ask Q7
	99	Prefer not to answer	0%	Skip to Q8
Q7	Is there a particular type of crime, activity, or issue that makes you feel the City is unsafe? If yes, ask: Please describe it to me. Verbatim responses recorded and later grouped into categories shown below.			
	Homelessness, vagrancy		62%	
	Robbery, burglary, theft		31%	
	Drug use, abuse		25%	
	Assault, violence		14%	
	Gangs, gang activity		10%	
	Lack of police presence, slow response time		9%	
	Mentally ill people		8%	
	Increase in crime in general		8%	
	Not sure / Nothing specific		5%	
	Graffiti, vandalism		3%	
	Murder		2%	
	Illegal immigration issues		1%	

Q8	How prepared would you say your household is to be <i>self-sufficient</i> in the event of a natural disaster or other city-wide emergency? Would you say you are well prepared, somewhat prepared, slightly prepared, or not at all prepared?		
	1	Well prepared	15%
	2	Somewhat prepared	39%
	3	Slightly prepared	29%
	4	Not at all prepared	16%
	98	Not sure	1%
	99	Prefer not to answer	1%

Section 5: Spending Priorities

The City of Ventura has limited financial resources to provide the services and programs desired by residents. Because it can't fund every service, program and project, the City must set priorities.

Q9 As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

Here is the (first/next) one:..... Should this item be a high, medium or low priority for the City – or should the City not spend any money on this item?

		High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Addressing homelessness	72%	20%	4%	2%	1%	0%
B	Improving the maintenance and paving of city streets	44%	43%	12%	0%	0%	0%
C	Facilitating the development of affordable housing	48%	26%	14%	11%	2%	1%
D	Maintaining beaches by cleaning up storm debris and protecting nearby homes against sand build-up	25%	45%	25%	2%	1%	0%
E	Providing additional parks and recreation programs	15%	37%	40%	7%	1%	0%
F	Improving fire protection and prevention services	43%	44%	10%	2%	2%	0%
G	Improving police services and crime prevention	43%	35%	14%	5%	1%	0%

Q10	In order to provide funding to improve fire protection, fire prevention, and emergency medical services in the City of Ventura, including		
	<ul style="list-style-type: none"> ◇ improving 911 response times ◇ increasing the number of firefighters and paramedics ◇ repairing and replacing life-saving equipment and vehicles ◇ and fixing older fire stations 		
	would you support or oppose a \$100 per year tax increase? <i>Get answer, then ask:</i> Would that be definitely (support/oppose) or probably (support/oppose)?		
	1	Definitely support	21%
	2	Probably support	31%
	3	Probably oppose	16%
	4	Definitely oppose	21%
98	Not sure	9%	
99	Prefer not to answer	1%	

Section 6: General Plan

The City of Ventura is in the process of updating its General Plan. The General Plan will guide the City's future decisions on a variety of topics that affect the quality of life in the city including land use, housing, and the types of businesses and amenities that are available in Ventura.

Q11 As I read the following list of items, please tell me whether you feel there is currently too much, about the right amount, or too little of this item in the City of Ventura.

	<i>Randomize</i>	Too Much	About Right	Too Little	Not sure	Prefer not to answer
A	Affordable housing for middle- income families	3%	20%	69%	7%	1%
B	Affordable housing for low- income families	10%	15%	59%	13%	2%
C	Spaces where the community can gather and socialize	2%	66%	27%	5%	0%
D	Entertainment options such as movie houses, music, and arts	2%	63%	31%	3%	0%
E	Big box retail stores	24%	62%	9%	5%	0%
F	Smaller, boutique retail stores	6%	64%	23%	6%	0%
G	Commercial offices	24%	55%	4%	17%	0%
H	Restaurants	7%	73%	18%	2%	0%
I	Good-paying jobs and employment opportunities	1%	31%	54%	13%	1%
J	A diverse range of business types	2%	62%	27%	9%	1%
K	Public transit options	2%	50%	35%	13%	0%
L	Designated areas for walking and biking	4%	64%	29%	2%	0%

M	Public art	7%	47%	37%	8%	1%
Q12	There are several <i>new</i> California State laws that have been passed related to housing. These laws have changed what the City can require or limit on housing projects. Prior to taking this survey, were you aware that according to California law: _____.					
	<i>Randomize</i>	Yes, was aware	No, was not aware	Prefer not to answer		
A	The City must allow up to 4 units on single-family residential lots in certain cases	30%	69%	1%		
B	Housing projects that include a certain amount and type of affordable housing can ask for higher building heights, a greater number of units, and less parking	28%	71%	1%		
C	The City must approve certain housing projects without a public hearing	22%	76%	2%		
D	The City cannot deny housing projects due to lack of water resources or drought	15%	84%	2%		

Section 7: Local Governance & Customer Service

Q13	For each of the items I read next, please tell me how good of a job you think the City of Ventura is doing. Here is the (first/next) one: _____. Would you say the City does an excellent, good, fair, poor or very poor job in this area?							
	<i>Randomize</i>	Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	Being responsive to residents and businesses	2%	23%	32%	17%	7%	18%	0%
B	Managing development and effectively planning for the future	2%	20%	33%	21%	10%	13%	0%
C	Working through critical issues facing the City	3%	22%	33%	18%	7%	18%	0%
D	Engaging with residents to get their feedback	8%	25%	32%	19%	8%	8%	0%
E	Providing access to information	7%	30%	31%	16%	7%	9%	1%
F	Spending tax dollars wisely	2%	17%	32%	19%	10%	19%	0%
Q14	In the past 12 months, have you been in contact with staff from the City of Ventura?							
	1	Yes	33%			Ask Q15		
	2	No	61%			Skip to Q16		
	98	Not sure	3%			Skip to Q16		
	99	Prefer not to answer	2%			Skip to Q16		

Q15		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	44%	37%	18%	1%	1%
B	Professional	58%	31%	8%	1%	1%
C	Accessible	38%	45%	15%	2%	1%

Section 8: Communications

Q16		Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, its website, social media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
1	Very satisfied	14%	
2	Somewhat satisfied	49%	
3	Somewhat dissatisfied	17%	
4	Very dissatisfied	8%	
98	Not sure	12%	
99	Prefer not to answer	1%	
Q17		What information sources do you use to find out about City of Ventura news, services, programs and events? <i>Don't read list. Record up to first 3 responses.</i>	
1	City Newsletters such as <i>My Ventura/Economic Development/Sustainable Ventura/Pipeline</i>	13%	
2	<i>Ventura County Star</i> /(daily newspaper)	27%	
3	<i>Ventura County Reporter</i> /weekly newspaper	11%	
4	<i>Ventura Breeze</i> (bi-weekly newspaper)	10%	
5	Cable TV Channel 15	2%	
6	Television (general)	6%	
7	City Council Meetings	4%	
8	Radio	9%	
9	City's website	22%	
10	Internet (not City's site)	13%	
11	Social Media like Facebook, Twitter or Instagram	33%	
12	Nextdoor	24%	
13	Utility bill insert	11%	

14	Email notification from City	21%	
15	Flyers, brochures or posters (displayed at public facilities)	7%	
16	Postcards, letters, flyers or brochures (mailed to home)	10%	
17	Street banners	4%	
18	Friends/Family/Associates	18%	
19	Other	2%	
20	Do Not Receive Information about City	3%	
98	Not sure	1%	
99	Prefer not to answer	1%	
Q18	Is there a particular topic or issue that you'd like to receive more information about from the City?		
1	Yes	41%	Ask Q19
2	No	51%	Skip to D1
99	Prefer not to answer	8%	Skip to D1
Q19	Please briefly describe the topic. Verbatim responses recorded and later grouped into categories shown below.		
	City development, growth, construction plans	41%	
	Plans to address homelessness	18%	
	Low-income housing, rent control	13%	
	Utility services, providers	9%	
	Crime, safety data, prevention, law enforcement	8%	
	Environmental efforts, waste, recycling	8%	
	City events, activities	6%	
	City budget, spending, taxes	6%	
	City Council agenda, decisions, minutes	6%	
	Traffic plans, solutions, improvements	4%	
	Emergency preparedness, information	3%	
	Landscaping, beautification plans, calendar	3%	
	Not sure / Cannot think of anything specific	3%	
	COVID-19, other health issues	2%	
	Building permits, approvals	2%	
	Outreach programs, volunteer opportunities	1%	

Section 9: 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 24	9%
	25 to 34	19%
	35 to 44	17%
	45 to 54	14%
	55 to 64	17%
	65 or older	20%
	Prefer not to answer	4%
D2	What is your gender?	
	1 Male	46%
	2 Female	48%
	3 Non-binary	<1%
	99 Prefer not to answer	5%
D3	Do you have one or more children under the age of 18 living in your household?	
	1 Yes	27%
	2 No	69%
	99 Prefer not to answer	4%
D4	Do you own or rent your residence in Ventura?	
	1 Own	52%
	2 Rent	42%
	99 Prefer not to answer	6%

D5 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	54%
2	Employed part-time	9%
3	Student	8%
4	Homemaker	3%
5	Retired	21%
6	In-between jobs	2%
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	African-American/Black	2%
2	American Indian or Alaskan Native	<1%
3	Asian American -- Korean, Japanese, Chinese, Vietnamese, Filipino, or other Asian	4%
4	Caucasian/White	53%
5	Latino/Hispanic	34%
6	Middle Eastern	1%
7	Pacific Islander	<1%
8	Mixed heritage	1%
98	Other ethnicity/heritage	1%
99	Prefer not to answer	4%
Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of Ventura		

Post-Interview & Sample Items

S1 Council District		
One		14%
Two		14%
Three		14%
Four		14%
Five		14%
Six		14%
Seven		14%

S2	Survey language	
	English	94%
	Spanish	6%