



# CITY OF LAGUNA BEACH, CA 2012



2955 Valmont Road, Suite 300  
Boulder, CO 80301  
[www.n-r-c.com](http://www.n-r-c.com) • 303-444-7863



777 North Capitol Street NE, Suite 500  
Washington, DC 20002  
[www.icma.org](http://www.icma.org) • 202-289-ICMA

**C O N T E N T S**

Survey Background..... 1  
     About The National Citizen Survey™ ..... 1  
     Understanding the Results ..... 3

Executive Summary ..... 5

Community Ratings ..... 7  
     Overall Community Quality ..... 7  
     Community Design ..... 9  
         Transportation ..... 9  
         Housing ..... 13  
         Land Use and Zoning ..... 15  
     Economic Sustainability..... 18  
     Public Safety ..... 21  
     Environmental Sustainability..... 27  
     Recreation and Wellness ..... 30  
         Parks and Recreation ..... 30  
         Culture, Arts and Education ..... 32  
         Health and Wellness ..... 34  
     Community Inclusiveness..... 35  
     Civic Engagement..... 38  
         Civic Activity..... 38  
         Information and Awareness ..... 41  
         Social Engagement ..... 42  
     Public Trust..... 44  
         City of Laguna Beach Employees ..... 47

From Data to Action ..... 49  
     Resident Priorities ..... 49  
     City of Laguna Beach Action Chart ..... 50  
         Using Your Action Chart™ ..... 52

Custom Questions ..... 54

Appendix A: Complete Survey Frequencies ..... 55  
     Frequencies Excluding “Don’t Know” Responses ..... 55  
     Frequencies Including “Don’t Know” Responses..... 67

Appendix B: Survey Methodology ..... 83

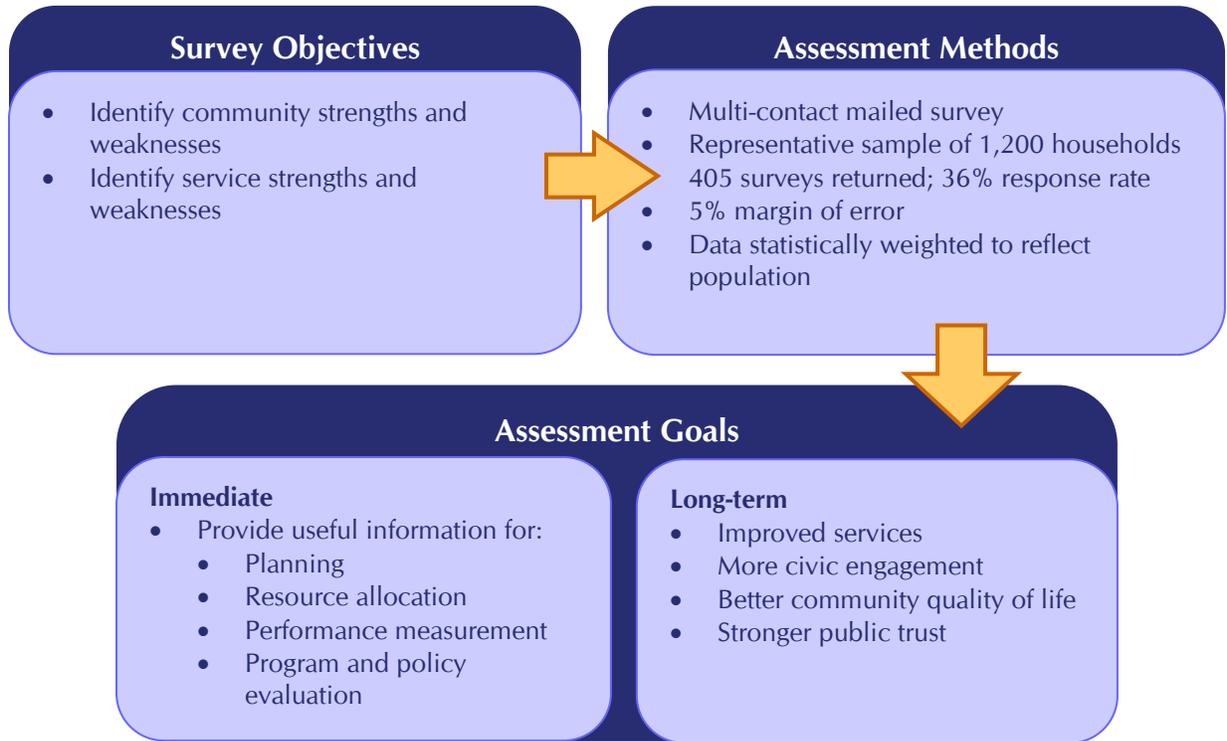
Appendix C: Survey Materials..... 93

## SURVEY BACKGROUND

### ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 405 completed surveys were obtained, providing an overall response rate of 36%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Laguna Beach was developed in close cooperation with local jurisdiction staff. Laguna Beach staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Laguna Beach staff also augmented The National Citizen Survey™ basic service through a variety of options including several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the City of Laguna Beach Survey (405 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Laguna Beach, but from City of Laguna Beach services to services like them provided by other jurisdictions.

### Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Laguna Beach chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Laguna Beach survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Laguna Beach results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Laguna Beach's rating to the benchmark.

### **“Don’t Know” Responses and Rounding**

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the City of Laguna Beach survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Almost all experienced a good quality of life in the City of Laguna Beach and believed the City was a good place to live. The overall quality of life in the City of Laguna Beach was rated as “excellent” or “good” by 97% of respondents. Almost all reported they plan on staying in the City of Laguna Beach for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The four characteristics receiving the most favorable ratings were the overall image or reputation of Laguna Beach, quality of overall natural environment, overall appearance and cleanliness of Laguna Beach. The four characteristics receiving the least positive ratings were the amount of public parking, ease of car travel, traffic flow on major streets and the availability of affordable quality housing.

Ratings of community characteristics were compared to the benchmark database. Of the 27 characteristics for which comparisons were available, 17 were above the national benchmark comparison, two were similar to the national benchmark comparison and eight were below.

Residents in the City of Laguna Beach were very civically engaged. While 35% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 97% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Laguna Beach, which was higher than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Laguna Beach as “good” or “excellent.” This was higher than the benchmark. Those residents who had interacted with an employee of the City of Laguna Beach in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

On average, residents gave generally favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 35 services for which comparisons were available, 29 were above the benchmark comparison, six were similar to the benchmark comparison and none were below.

Respondents were asked to rate how frequently they participated in various activities in Laguna Beach. The most popular activities included providing help to a friend or neighbor, recycling and visiting a neighborhood park or City park; while the least popular activities were attending or watching a meeting of local elected officials or other public meeting and participating in religious or spiritual activities. Generally, participation rates in the various activities in the community were higher than other communities.

A Key Driver Analysis was conducted for the City of Laguna Beach which examined the relationships between ratings of each service and ratings of the City of Laguna Beach's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Laguna Beach can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Economic development
- Police services

For both key driver services, the City of Laguna Beach was above the benchmark and should continue to ensure high quality performance.

## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Laguna Beach – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Laguna Beach. Residents were asked whether they planned to move soon or if they would recommend the City of Laguna Beach to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Laguna Beach offers services and amenities that work.

Almost all of the City of Laguna Beach’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, almost all reported they would recommend the community to others and plan to stay for the next five years. The ratings were stable over time.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

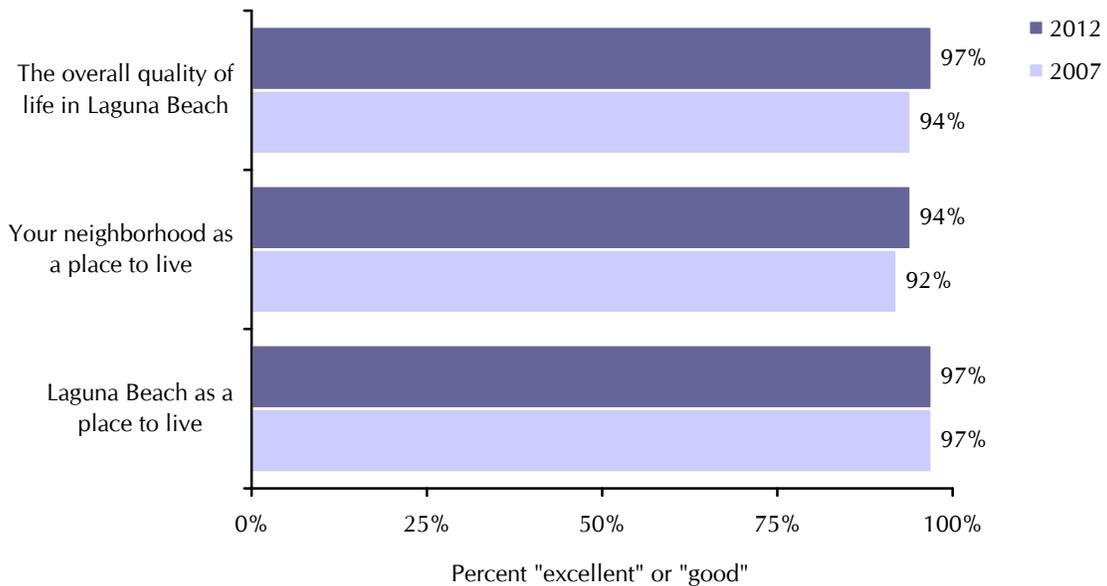


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

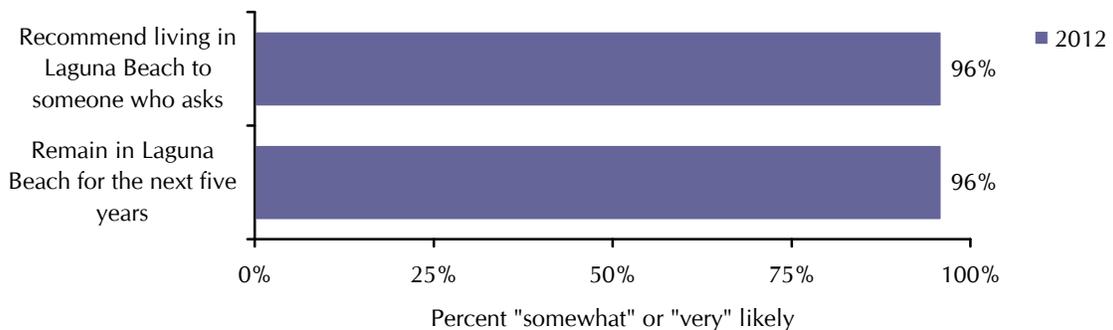


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Laguna Beach	Much above
Your neighborhood as place to live	Much above
Laguna Beach as a place to live	Much above
Recommend living in Laguna Beach to someone who asks	Much above
Remain in Laguna Beach for the next five years	Much above

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking and the availability of paths and walking trails were given the most positive rating, followed by ease of bus travel. These ratings were much higher than the benchmarks, however, ease of car travel, bicycle travel, and traffic flow on major streets were much below the benchmarks. When compared, most ratings were similar to 2007 ratings, however ease of car and bicycle travel improved.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

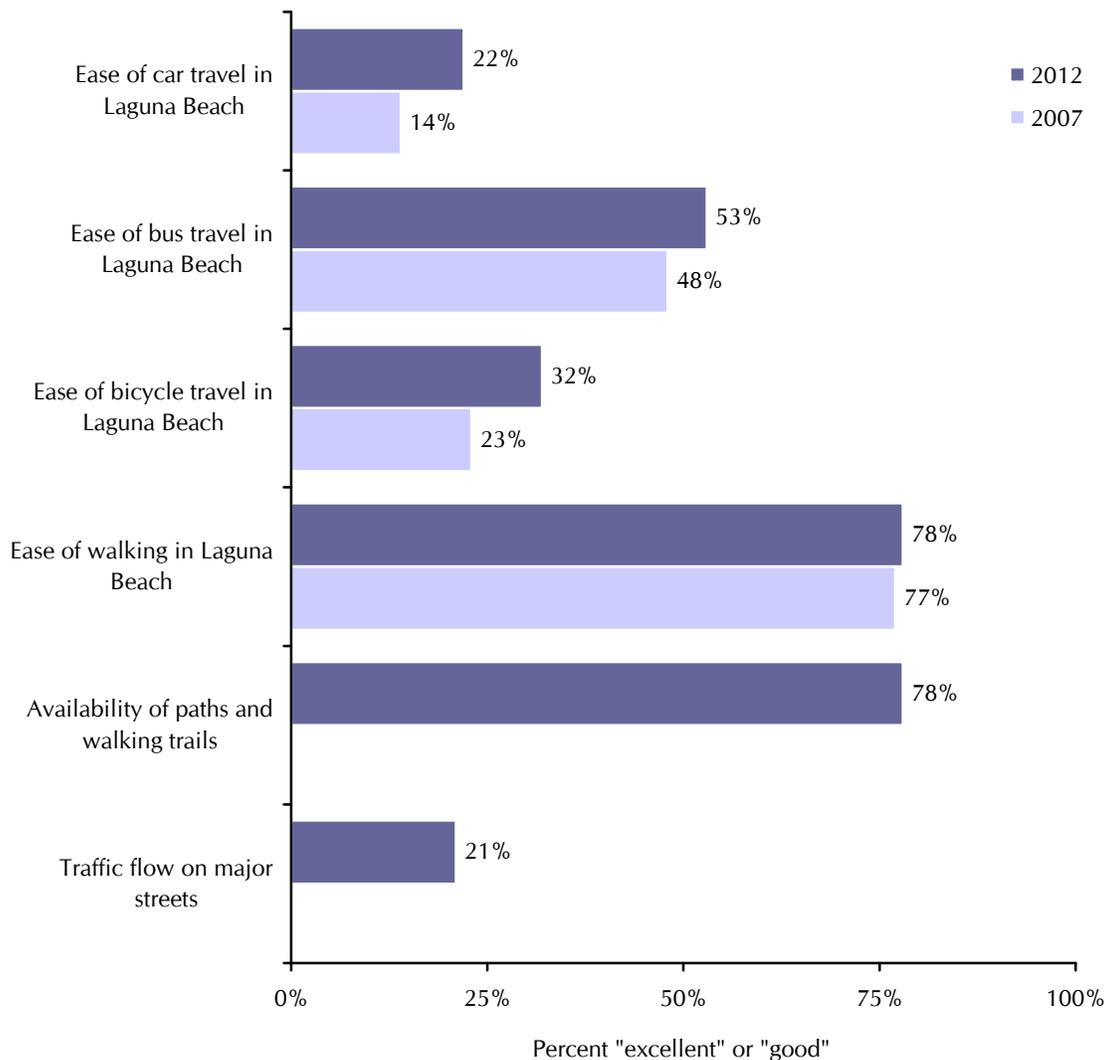


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Laguna Beach	Much below
Ease of bus travel in Laguna Beach	Much above
Ease of bicycle travel in Laguna Beach	Much below
Ease of walking in Laguna Beach	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much below

Seven transportation services were rated in Laguna Beach. When compared to most communities across America, ratings tended to be favorable. Most ratings were much above the benchmark, the amount of public parking was below the benchmark and traffic signal timing was similar to the benchmark. Most of these ratings had increased over time.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

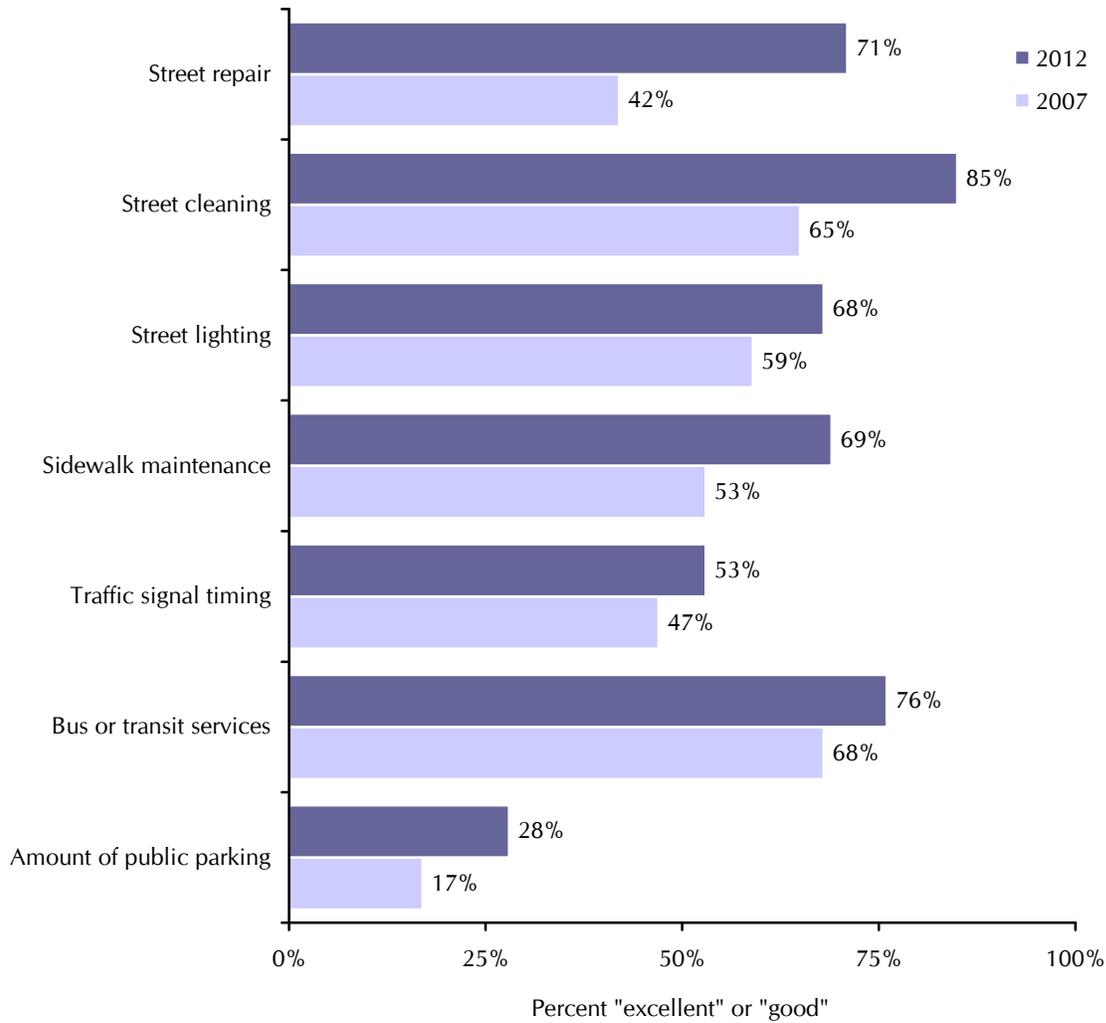


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Much above
Sidewalk maintenance	Much above
Traffic signal timing	Similar
Bus or transit services	Much above
Amount of public parking	Much below

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

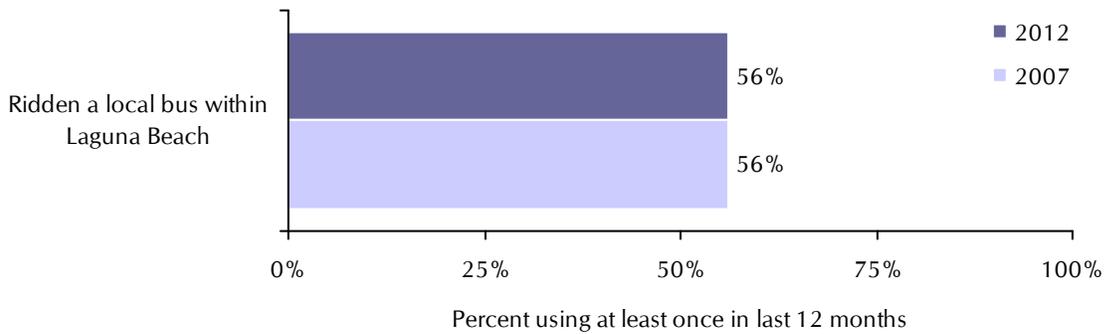


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Laguna Beach	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

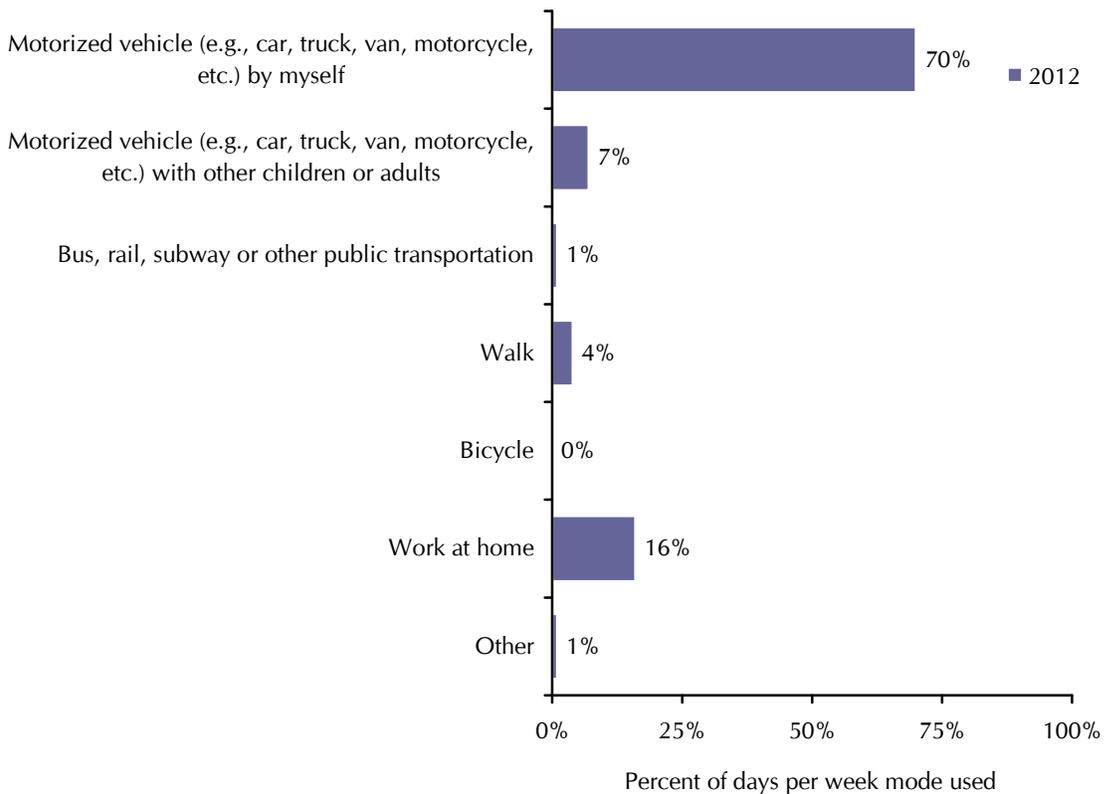


FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Less

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Laguna Beach residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 15% of respondents, while the variety of housing options was rated as “excellent” or “good” by 41% of respondents. The rating of perceived affordable housing availability was worse in the City of Laguna Beach than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

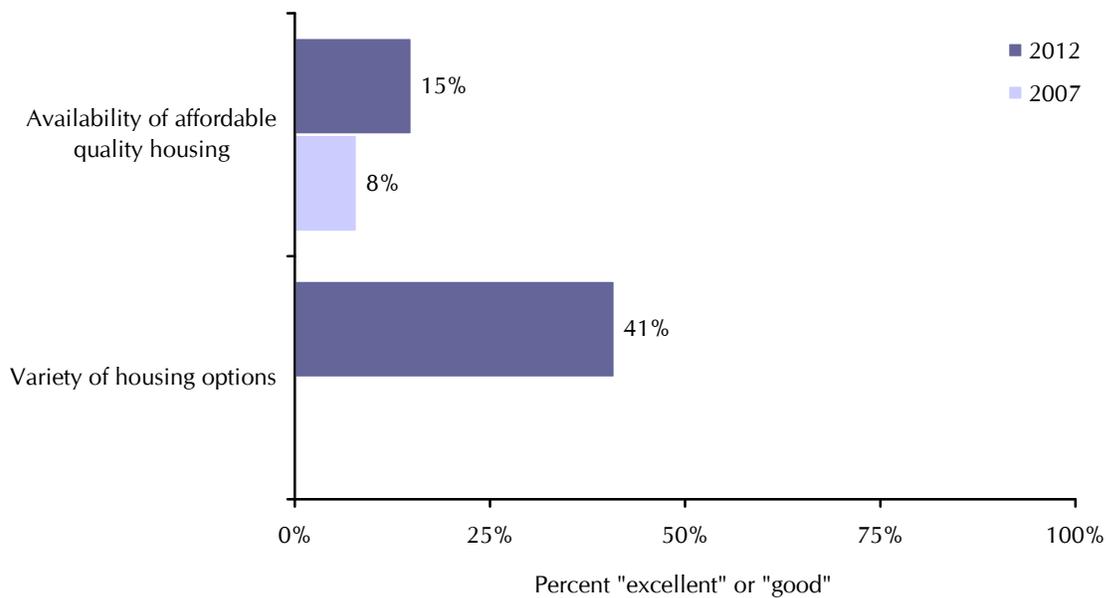


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below
Variety of housing options	Much below

To augment the perceptions of affordable housing in Laguna Beach, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Laguna Beach experiencing housing cost stress. About a third of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS

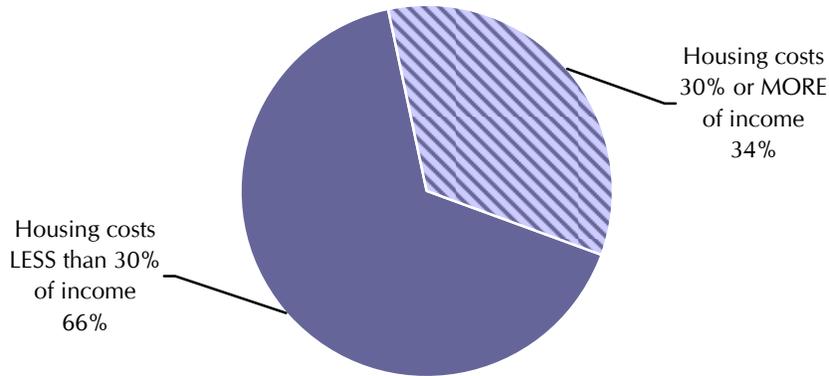


FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Similar

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Laguna Beach and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Laguna Beach was rated as "excellent" or "good" by 64% of respondents. The overall appearance of Laguna Beach was rated as "excellent" or "good" by 93% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Laguna Beach, 2% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated much above the benchmark. Ratings showed an upward trend when compared to 2007 data.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

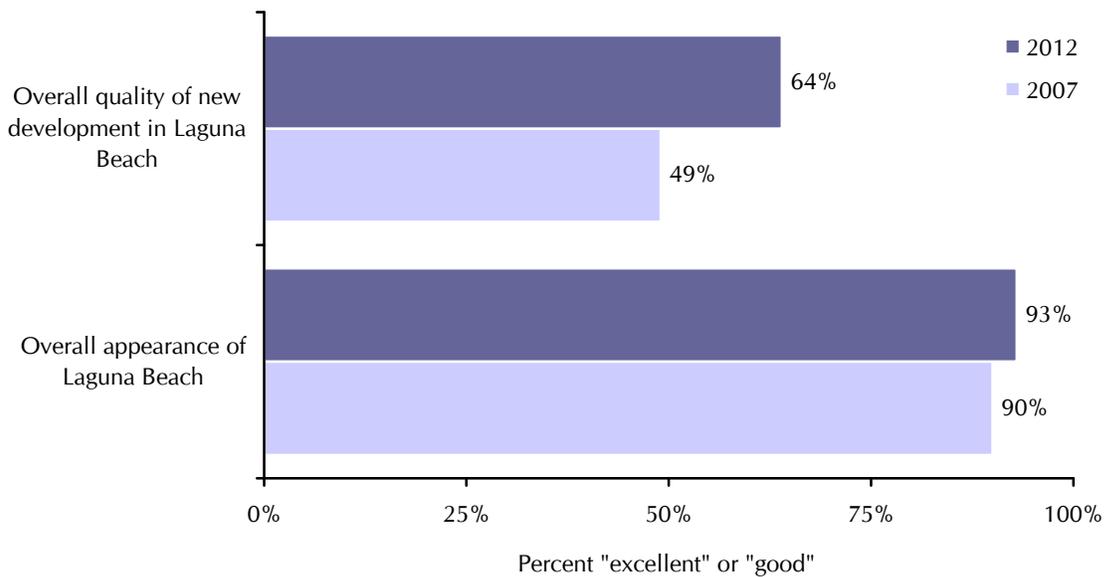


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Laguna Beach	Above
Overall appearance of Laguna Beach	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

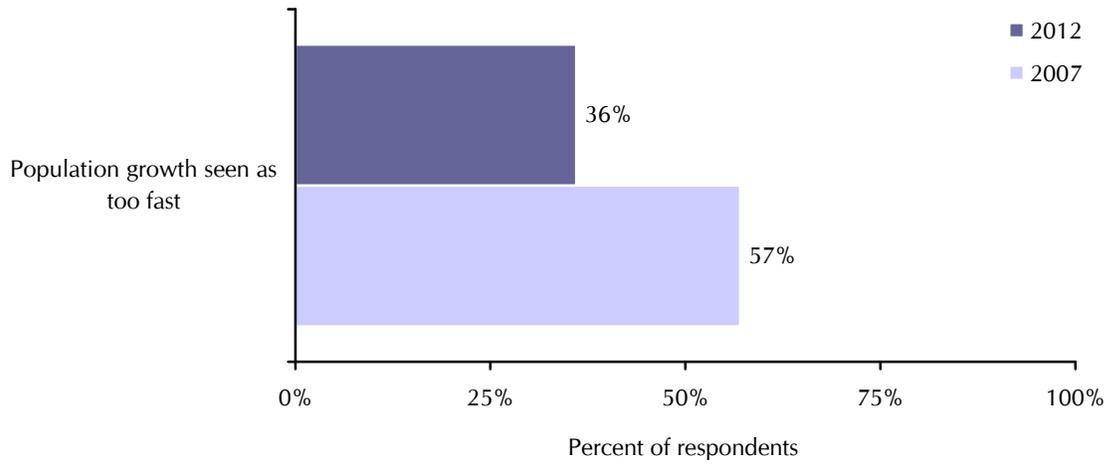


FIGURE 21: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

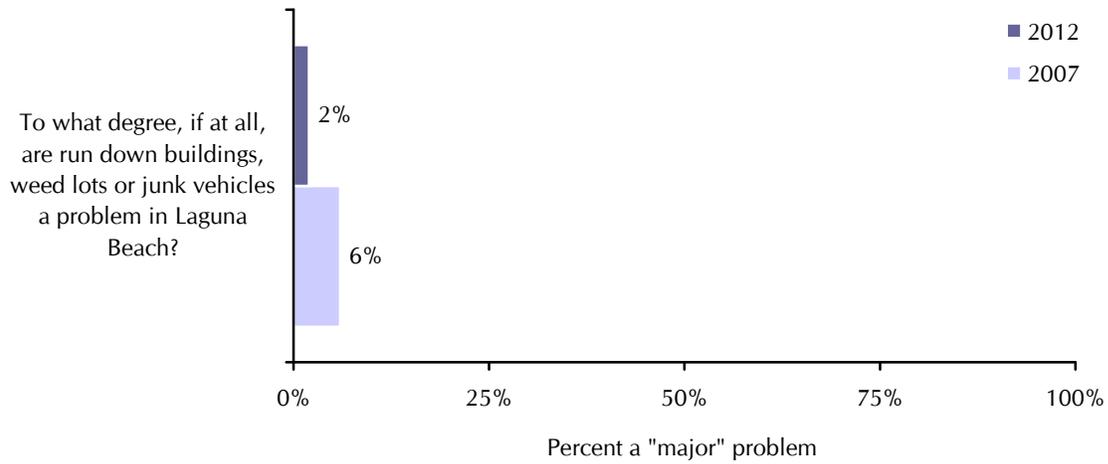


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

Comparison to benchmark	
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

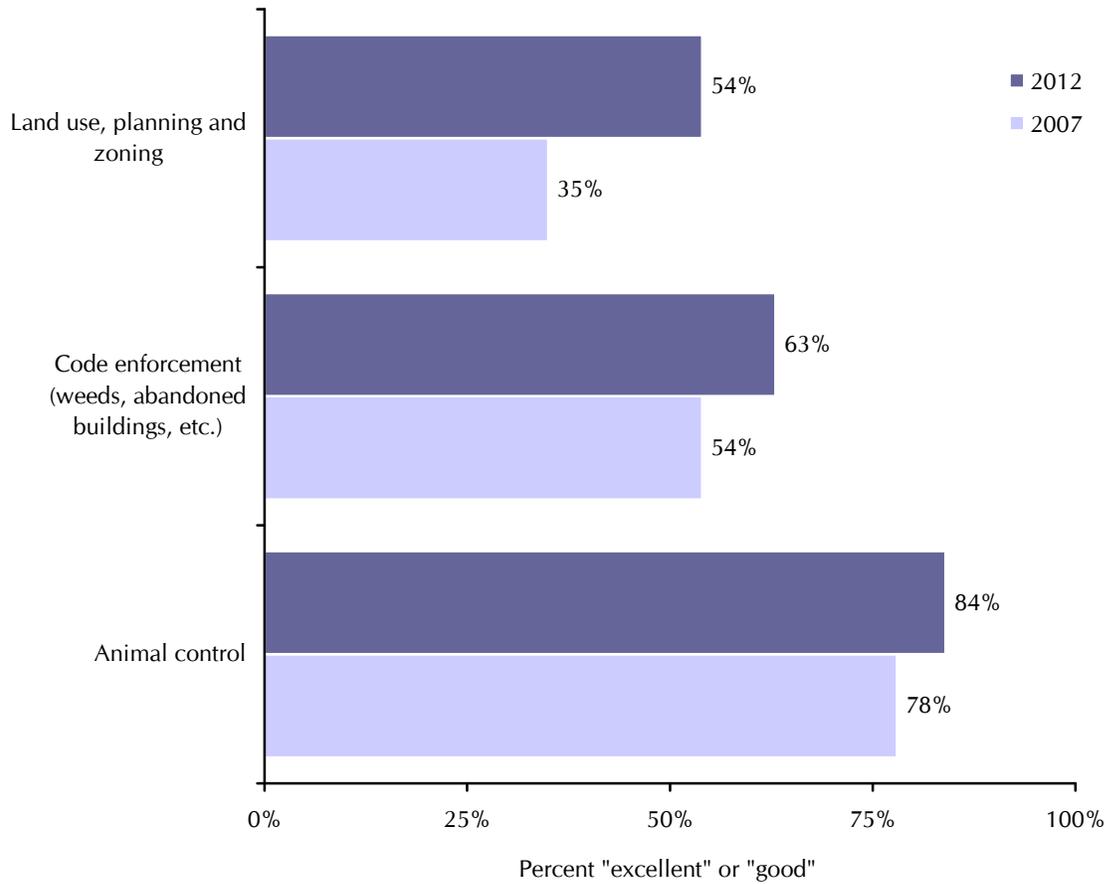


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Much above

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were the overall quality of business and service establishments and Laguna Beach as a place to work. Receiving the lowest rating was shopping opportunities. When compared, ratings stayed steady over time.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

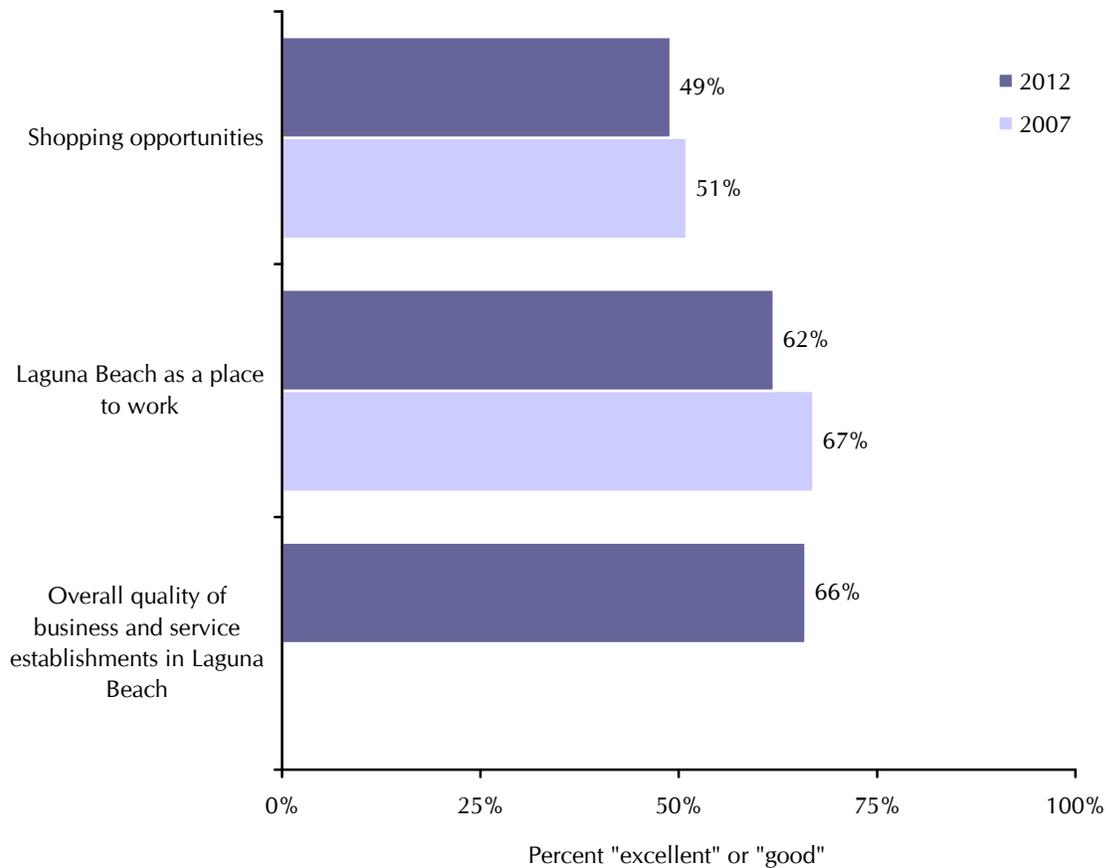


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Shopping opportunities	Similar
Laguna Beach as a place to work	Much above
Overall quality of business and service establishments in Laguna Beach	Similar

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Laguna Beach, 72% responded that it was “too slow,” while 31% reported retail growth as “too slow.” Fewer residents in Laguna Beach compared to other jurisdictions believed that retail growth and jobs growth were too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

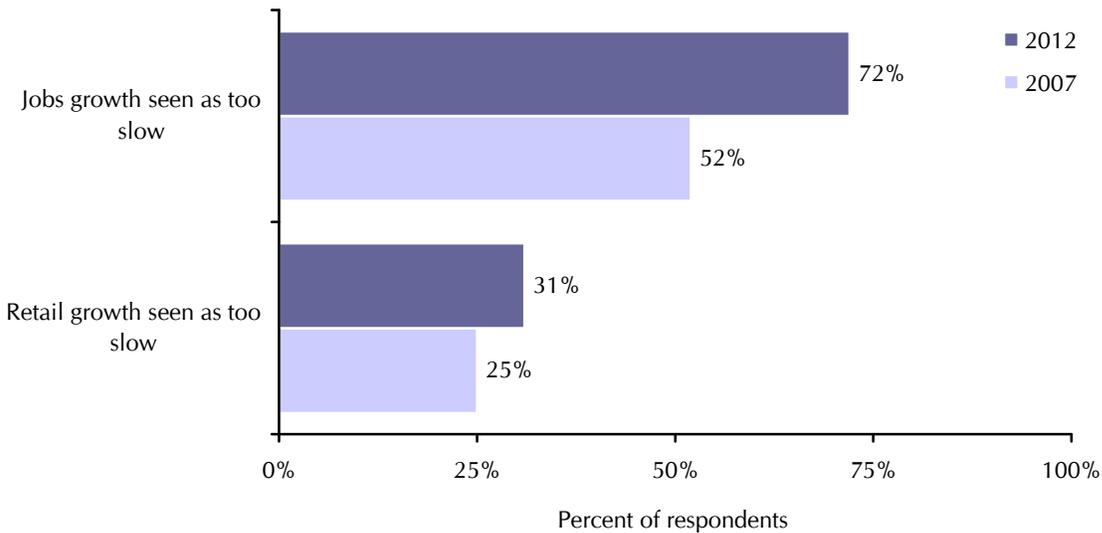


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	Less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

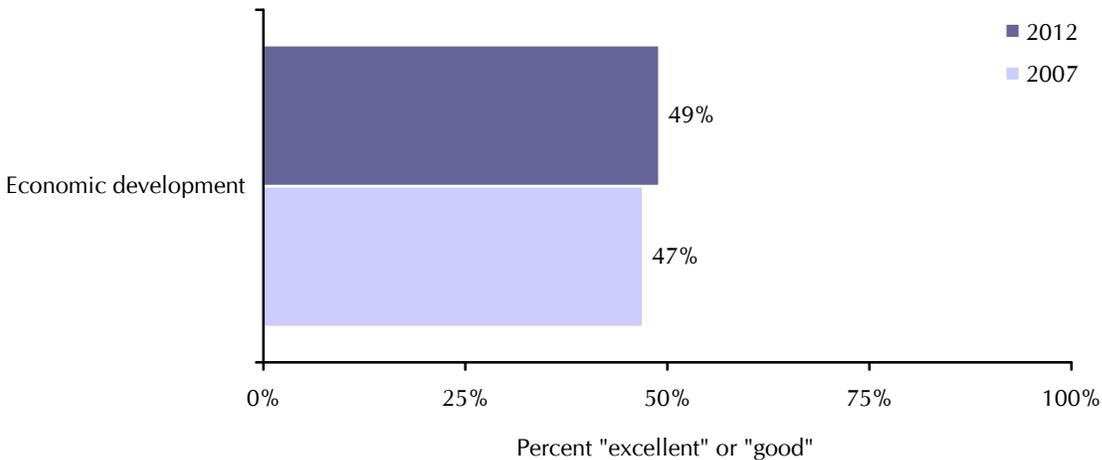


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Above

Residents were asked to reflect on their economic prospects in the near term. Twenty-three percent of the City of Laguna Beach residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was more than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

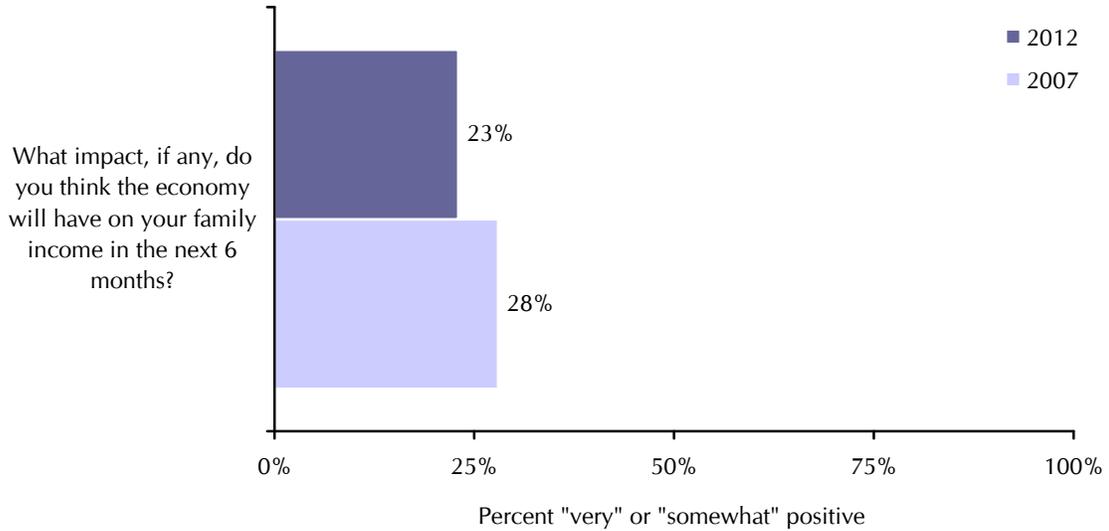


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

Comparison to benchmark	
Positive impact of economy on household income	Above

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Laguna Beach. Ninety-three percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 83% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety. Ratings remained stable over time.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

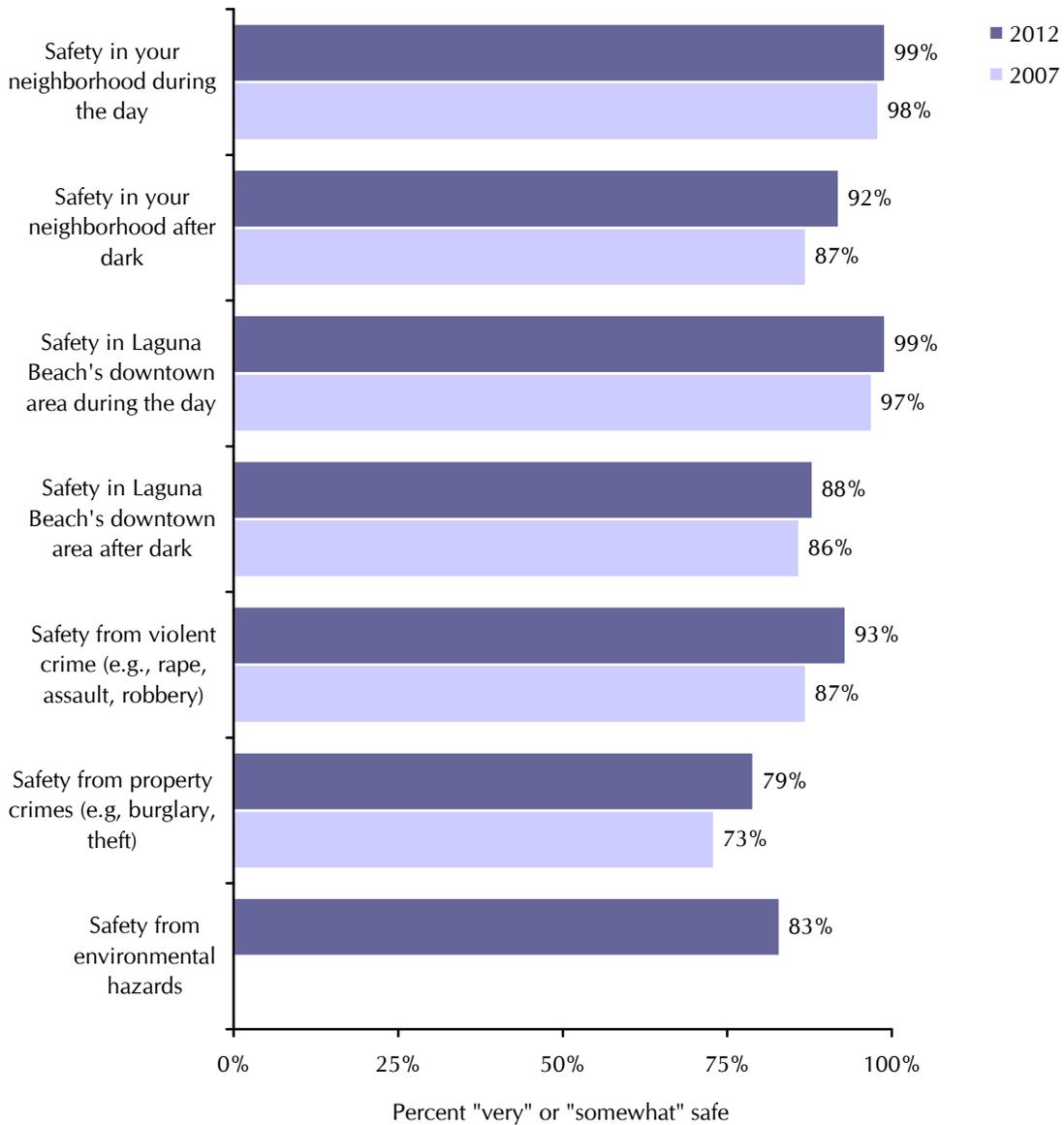


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Laguna Beach's downtown area during the day	Much above
In Laguna Beach's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Above

As assessed by the survey, 12% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 83% had reported it to police. Compared to other jurisdictions about the same percent of Laguna Beach residents had been victims of crime in the 12 months preceding the survey and more Laguna Beach residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

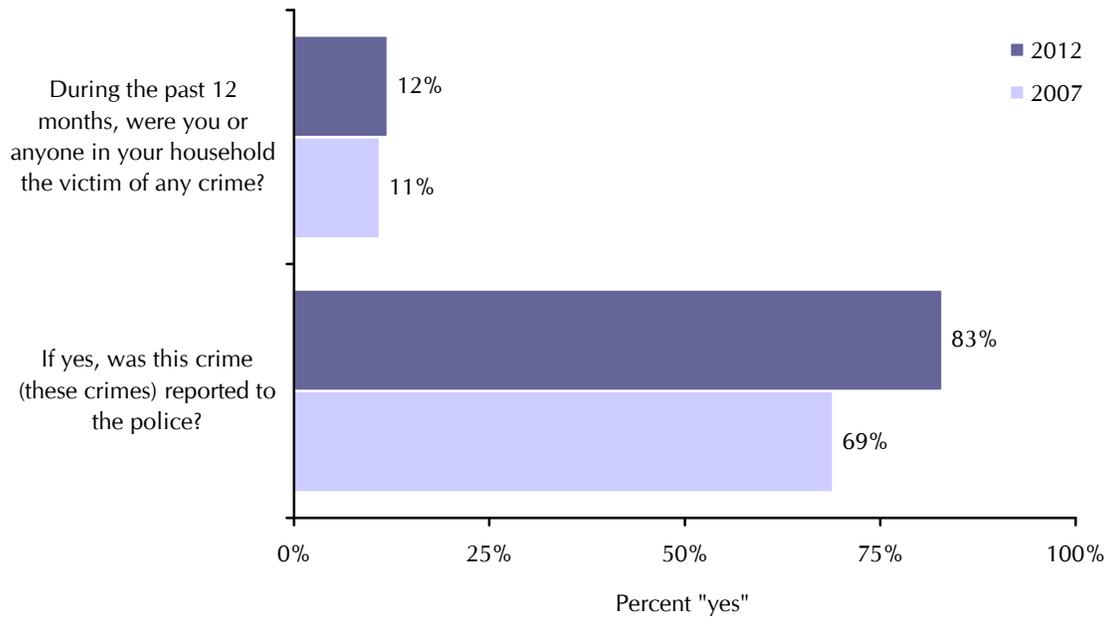
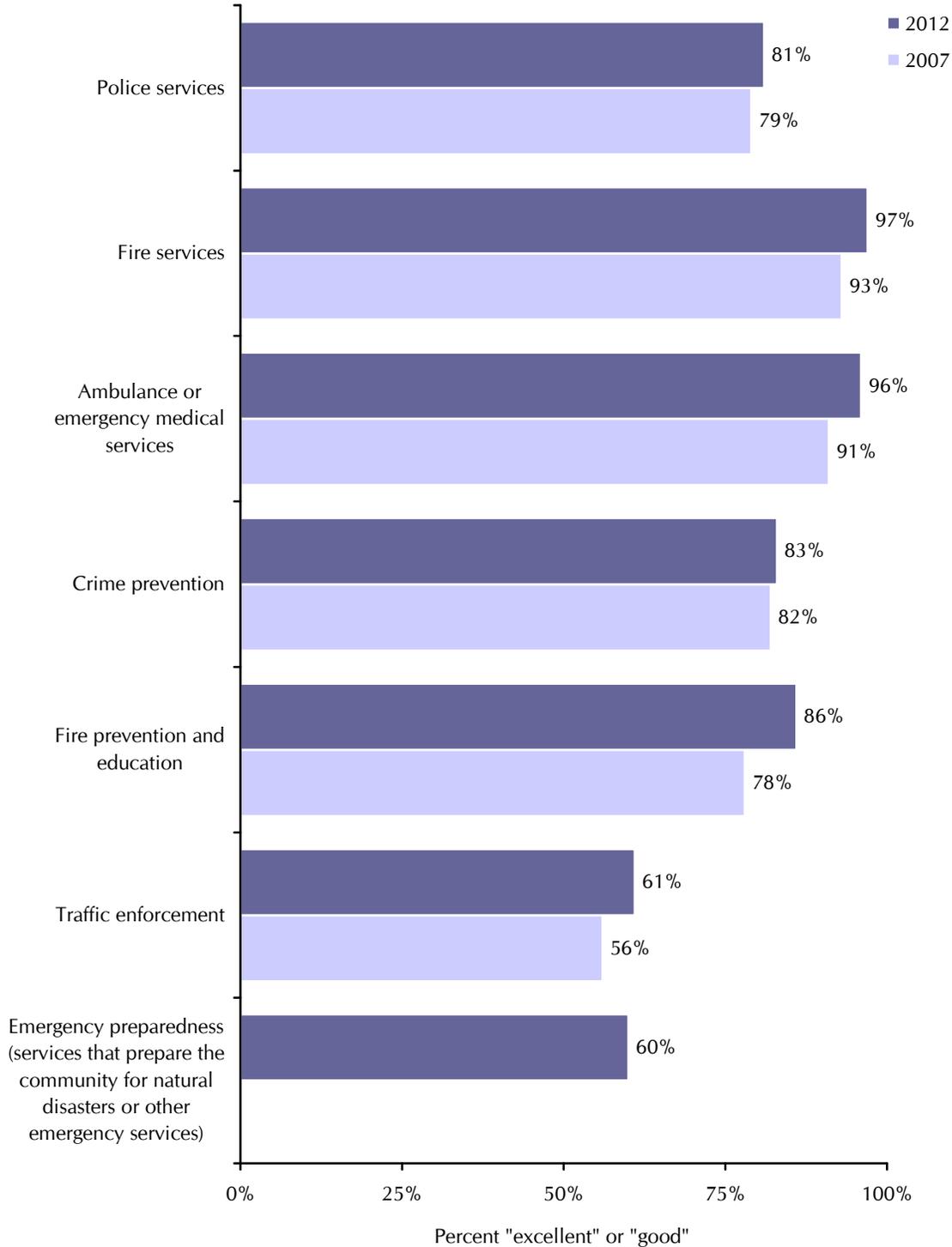


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	More

Residents rated seven City public safety services; of these, five were rated above the benchmark comparison and two were rated similar to the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. Most were rated similar compared to 2007 ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Much above
Ambulance or emergency medical services	Much above
Crime prevention	Much above
Fire prevention and education	Much above
Traffic enforcement	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

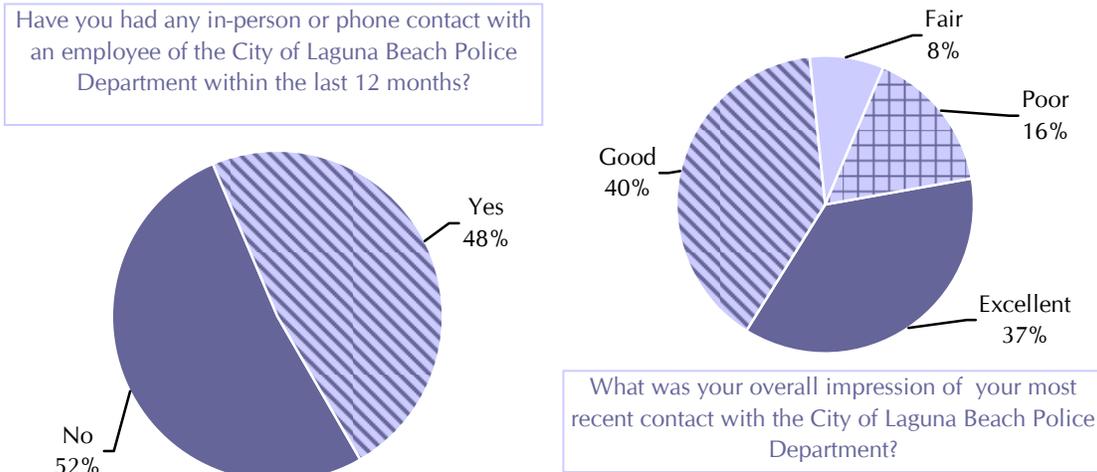


FIGURE 41: CONTACT WITH FIRE DEPARTMENT

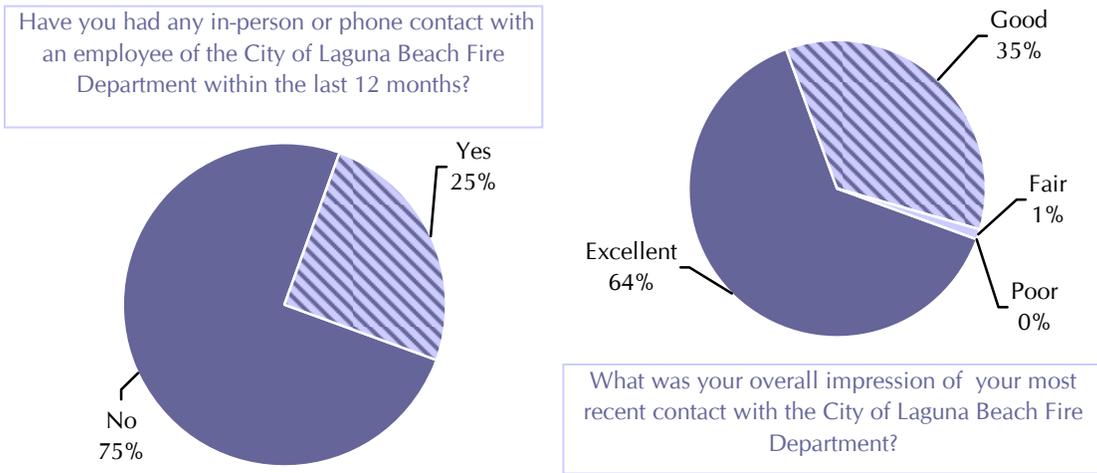


FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Laguna Beach Police Department	Much more
Overall impression of most recent contact with the City of Laguna Beach Police Department	Similar
Had contact with the City of Laguna Beach Fire Department	Much more
Overall impression of most recent contact with the City of Laguna Beach Fire Department	Above

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Laguna Beach were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 93% of survey respondents, received the highest rating and was much above the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

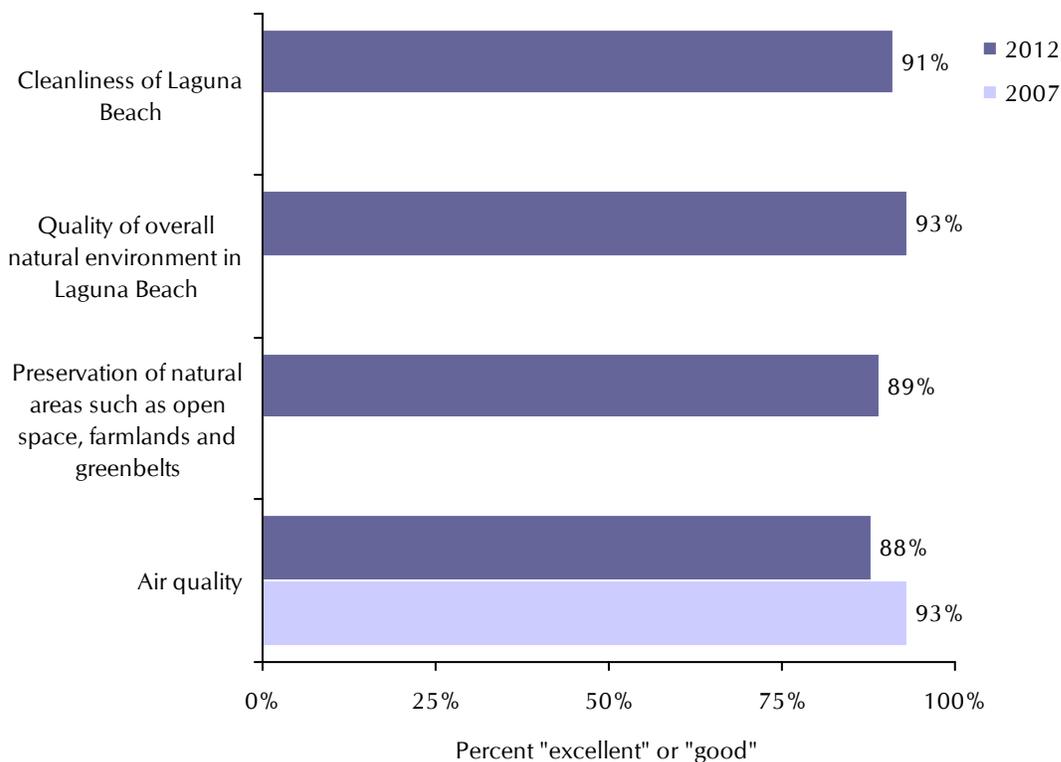


FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Laguna Beach	Much above
Quality of overall natural environment in Laguna Beach	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Much above

Resident recycling was greater than recycling reported in comparison, rates of recycling had remained stable over time.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

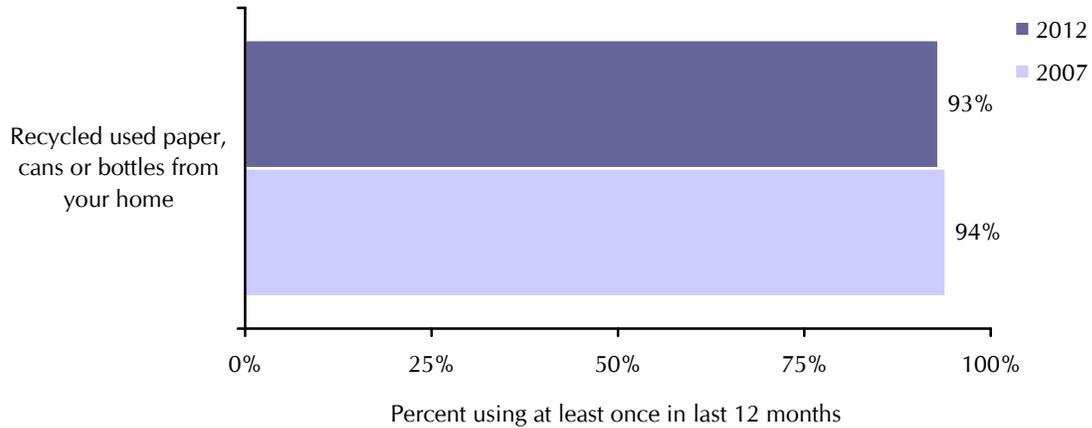


FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the seven utility services rated by those completing the questionnaire, six were higher than the benchmark comparison and one was similar to the benchmark. The ratings for drinking water, storm drainage, and recycling had improved over time.

FIGURE 47: RATINGS OF UTILITY SERVICES BY YEAR

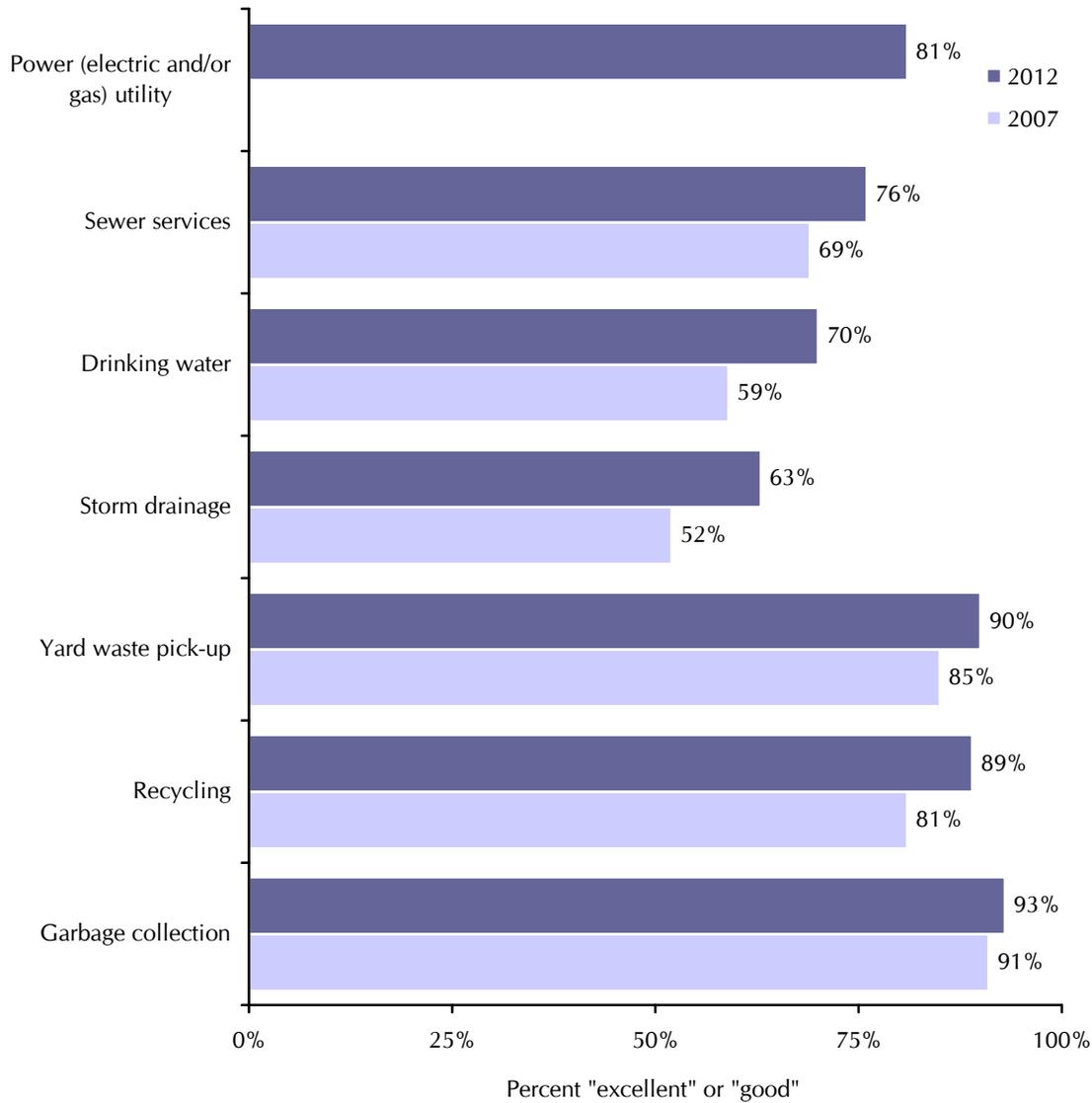


FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Above
Sewer services	Similar
Drinking water	Above
Storm drainage	Above
Yard waste pick-up	Much above
Recycling	Much above
Garbage collection	Much above

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Laguna Beach were rated positively as were services related to parks and recreation. All three parks and recreation services were rated higher than the benchmark. City parks and recreation program ratings have stayed constant over time while recreation center ratings increased over time.

Resident use of Laguna Beach parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Laguna Beach recreation centers was about the same as the percent of users in comparison jurisdictions. However, recreation program use in Laguna Beach and visiting City parks were higher than in comparison jurisdictions. Ratings remained constant over time.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

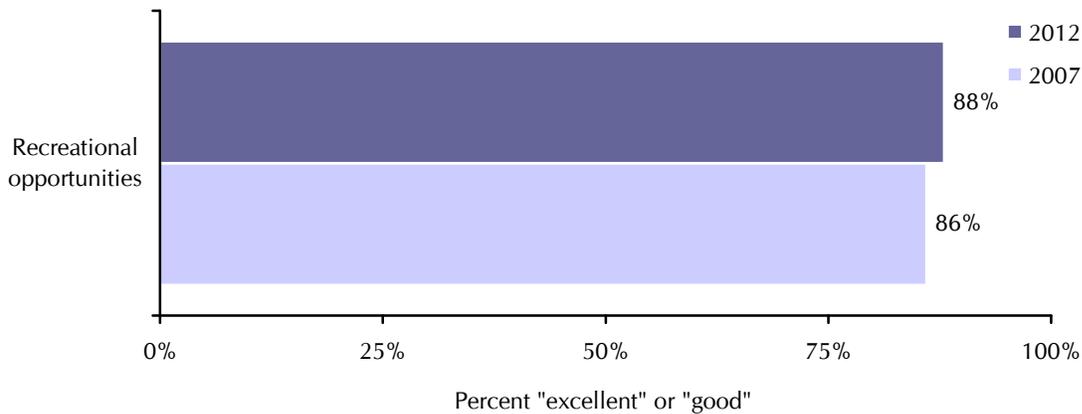


FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much above

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

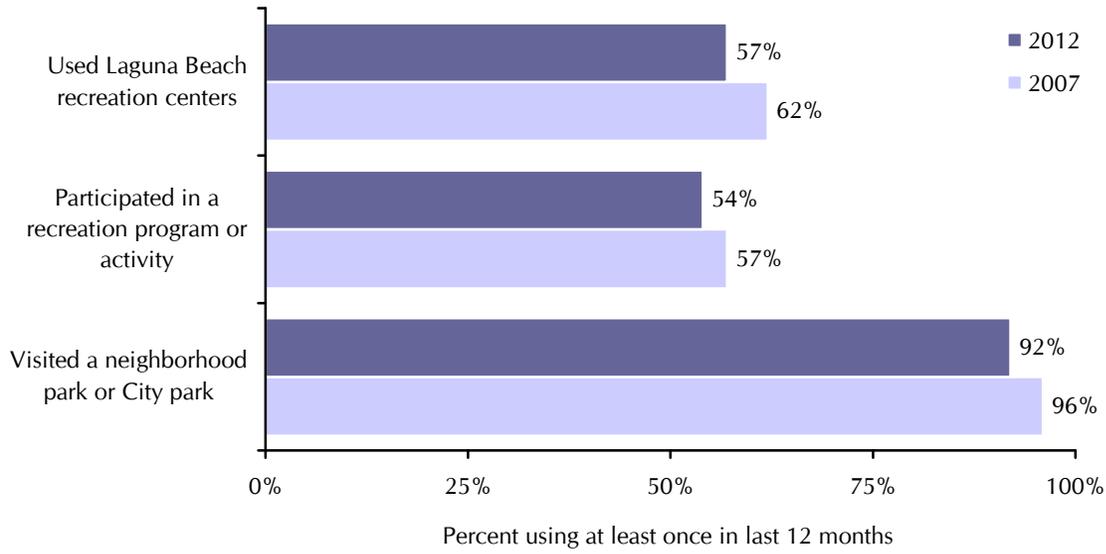


FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Laguna Beach recreation centers	Similar
Participated in a recreation program or activity	Much more
Visited a neighborhood park or City park	Much more

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

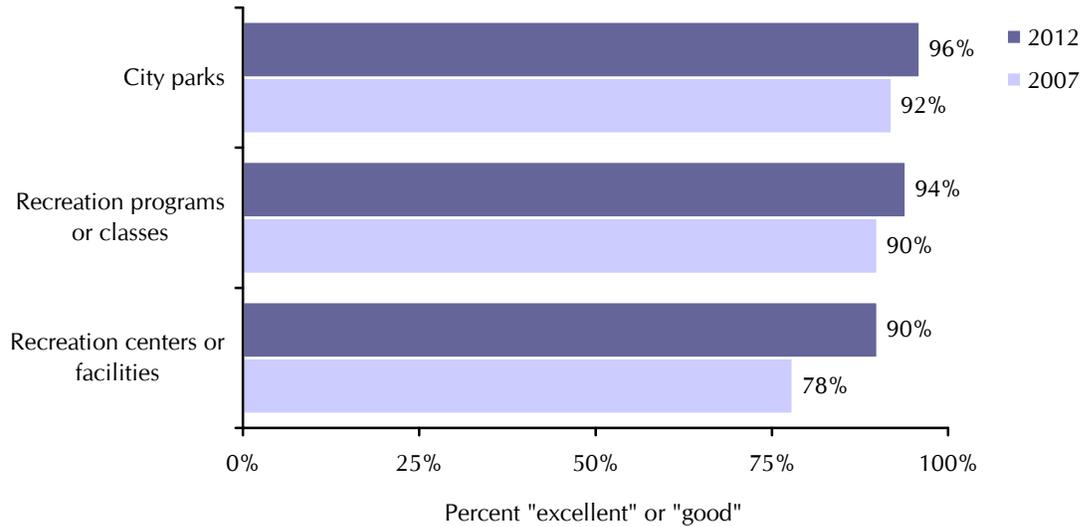


FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 77% of respondents. Compared to the benchmark data, cultural activity opportunities were rated much above the benchmark comparison.

About 61% of Laguna Beach residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was below comparison jurisdictions. Over time, library use had a downward trend.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

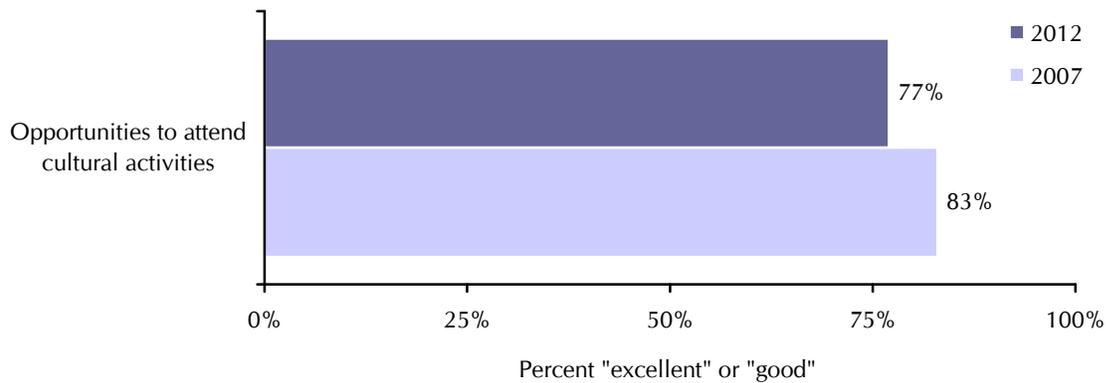


FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

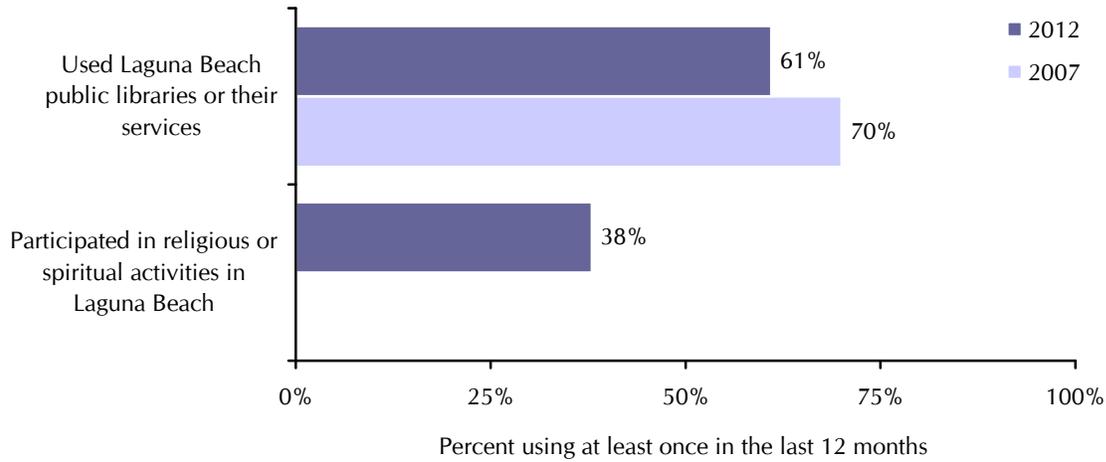


FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Laguna Beach public libraries or their services	Much less
Participated in religious or spiritual activities in Laguna Beach	Much less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

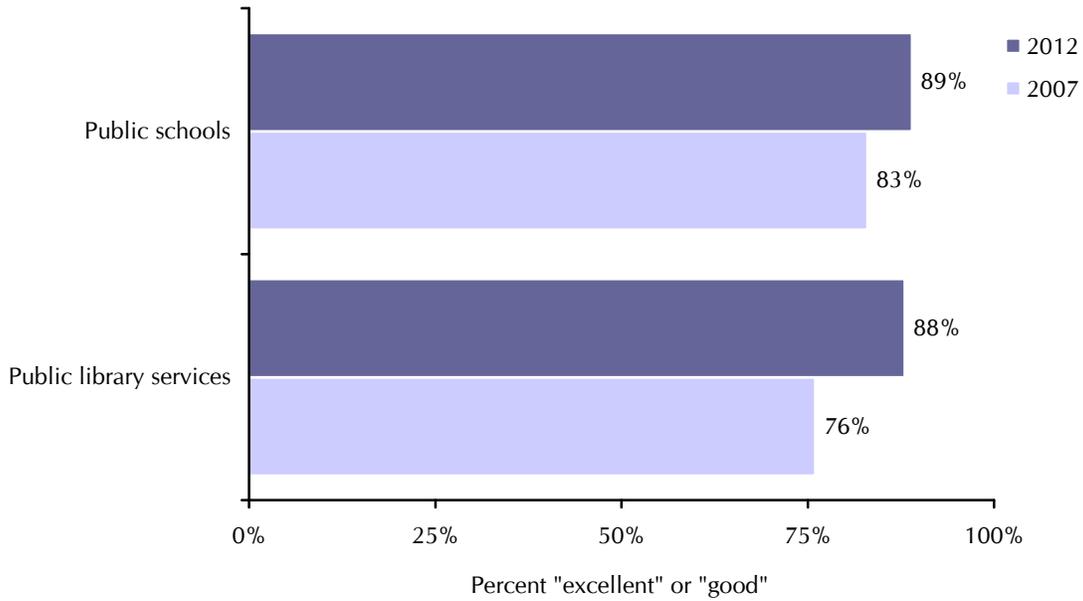


FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Above

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Laguna Beach were asked to rate the availability of health care and preventive health care services. The availability of preventative health services was rated most positively for the City of Laguna Beach, while the availability for affordable quality health care was rated less favorably by residents.

Among Laguna Beach residents, 38% rated affordable quality health care as “excellent” or “good.” Those ratings were below the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

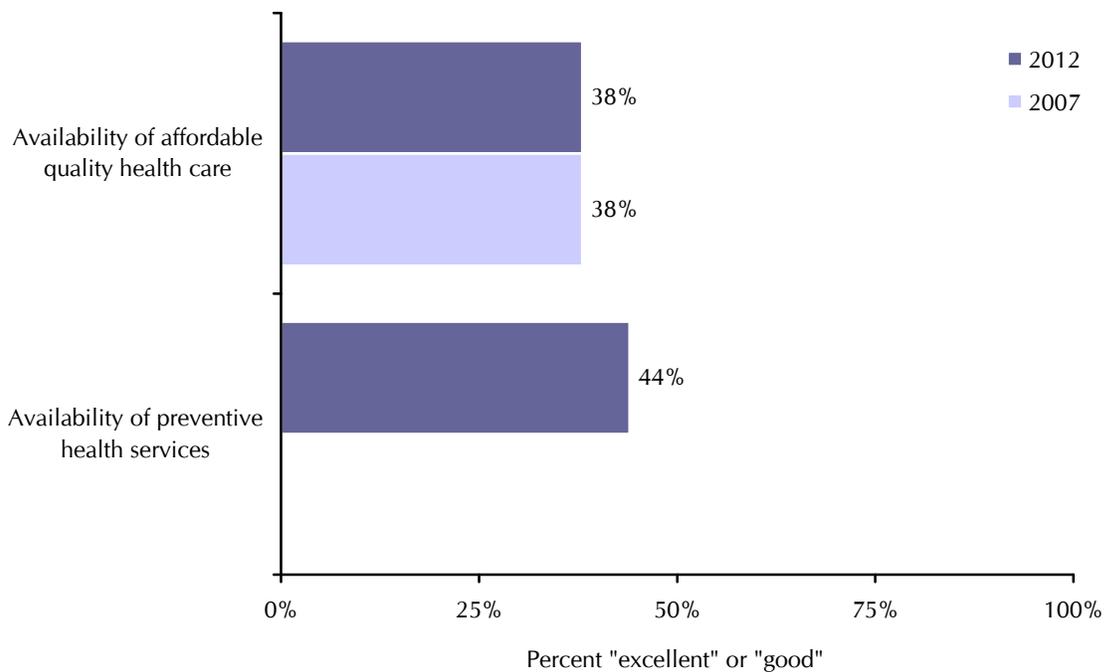


FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Below
Availability of preventive health services	Much below

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Laguna Beach as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Laguna Beach as an “excellent” or “good” place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Most survey respondents felt the City of Laguna Beach was open and accepting towards people of diverse backgrounds. Ratings generally increased over time.

FIGURE 63: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

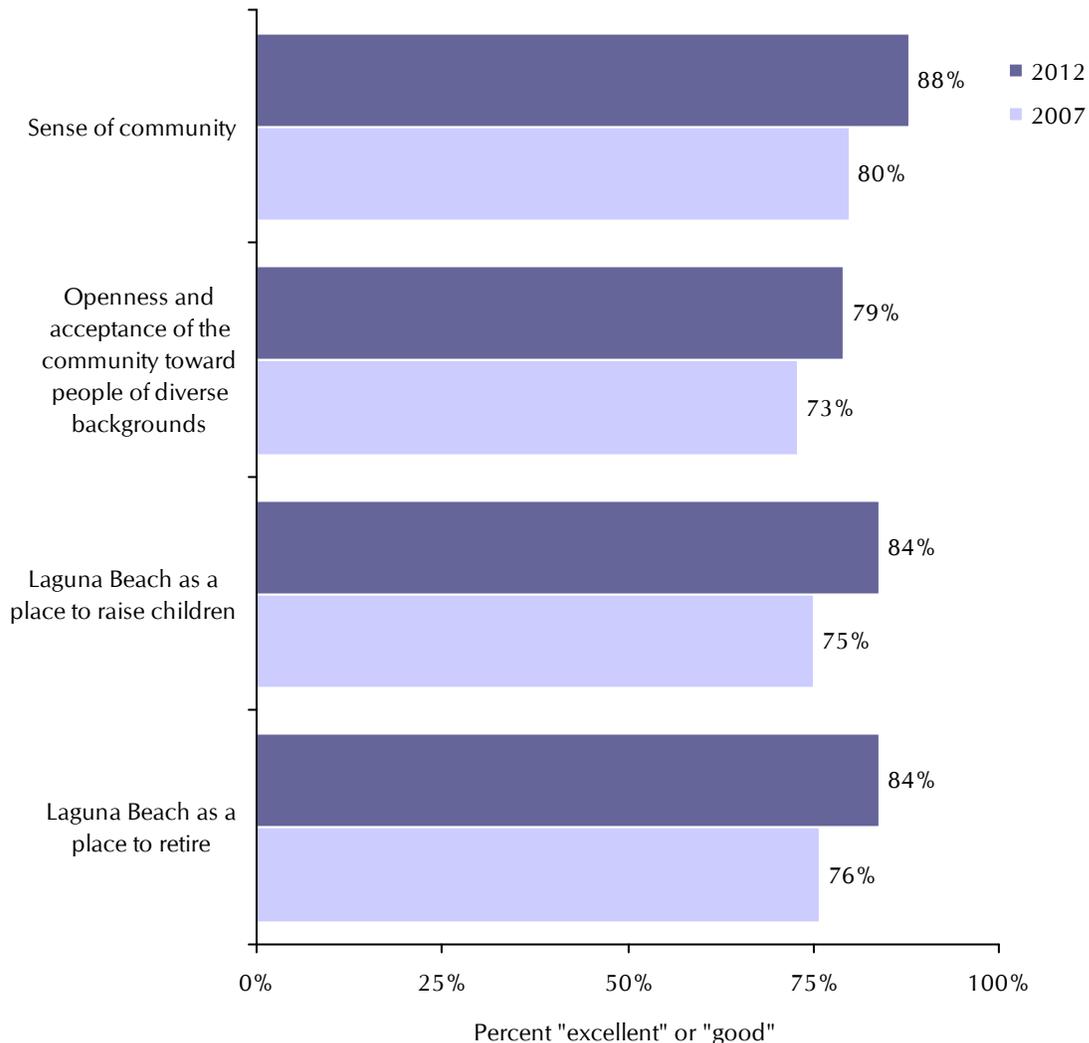


FIGURE 64: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Much above
Laguna Beach as a place to raise kids	Much above
Laguna Beach as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 48% to 90% with ratings of “excellent” or “good.” Services to seniors and youth were rated much above the benchmark while services to low-income people was rated the similar to the benchmark. These ratings had increased over time.

FIGURE 65: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

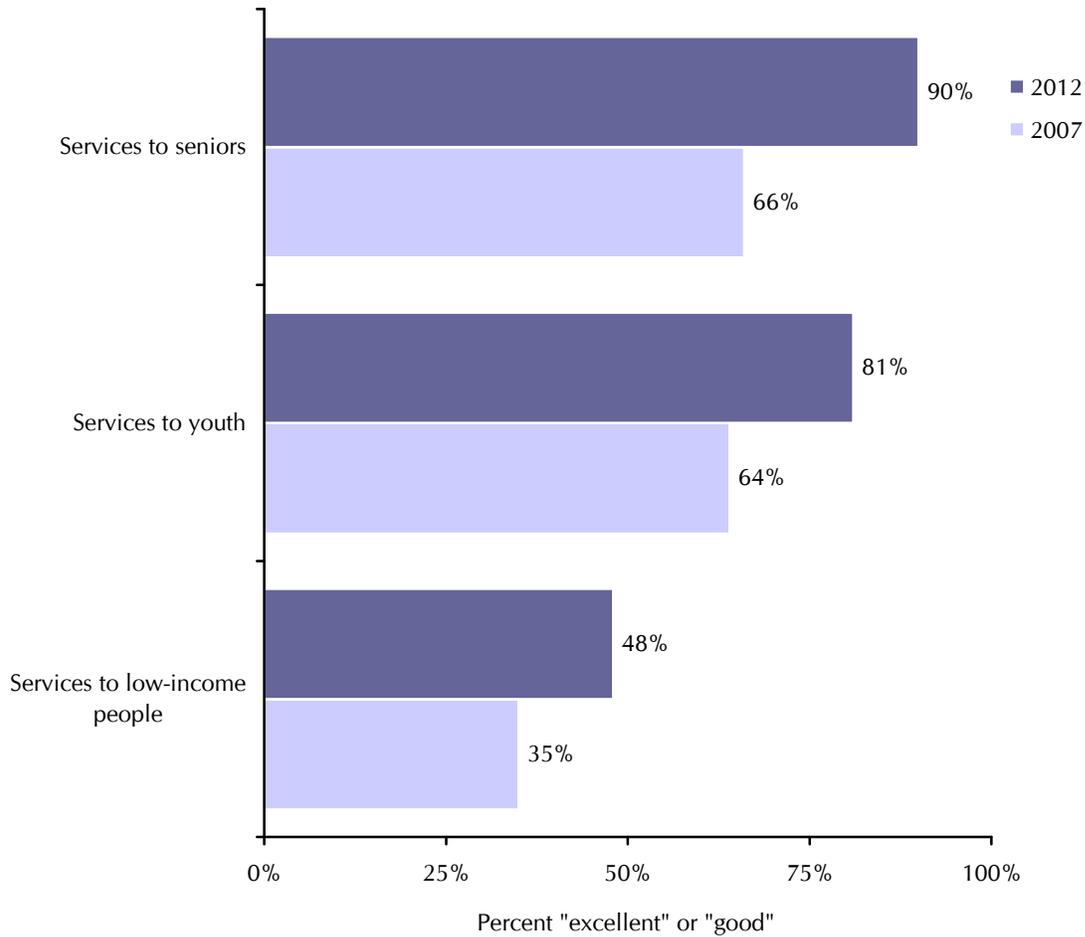


FIGURE 66: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above
Services to low income people	Similar

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Laguna Beach. Survey participants rated the volunteer opportunities in the City of Laguna Beach favorably. Opportunities to attend or participate in community matters were rated slightly less favorably.

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

FIGURE 67: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

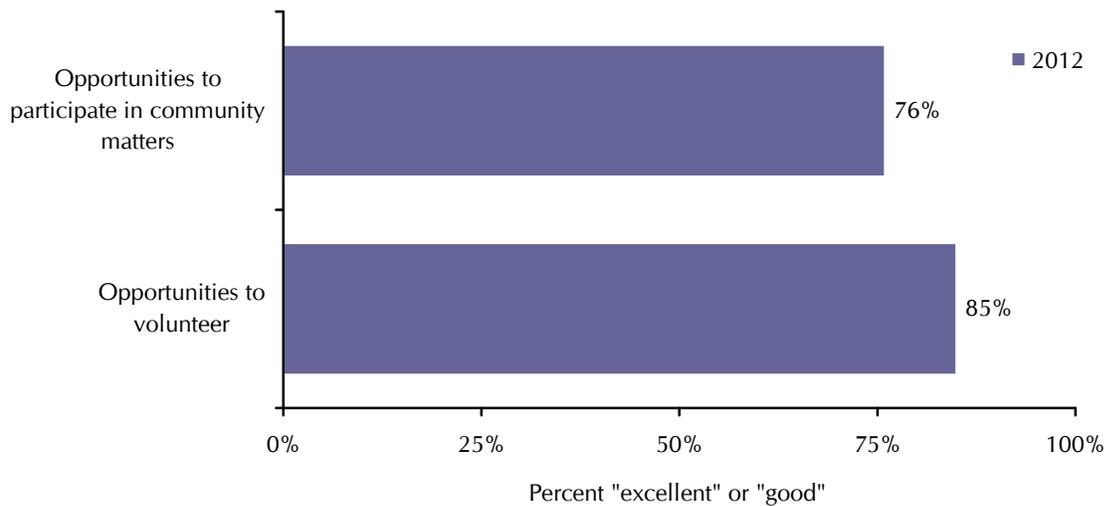


FIGURE 68: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Much above

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. All civic engagement opportunities showed higher rates of involvement compared to other jurisdictions except for one; those who watched a meeting of local elected officials showed a lower rate of community engagement.

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

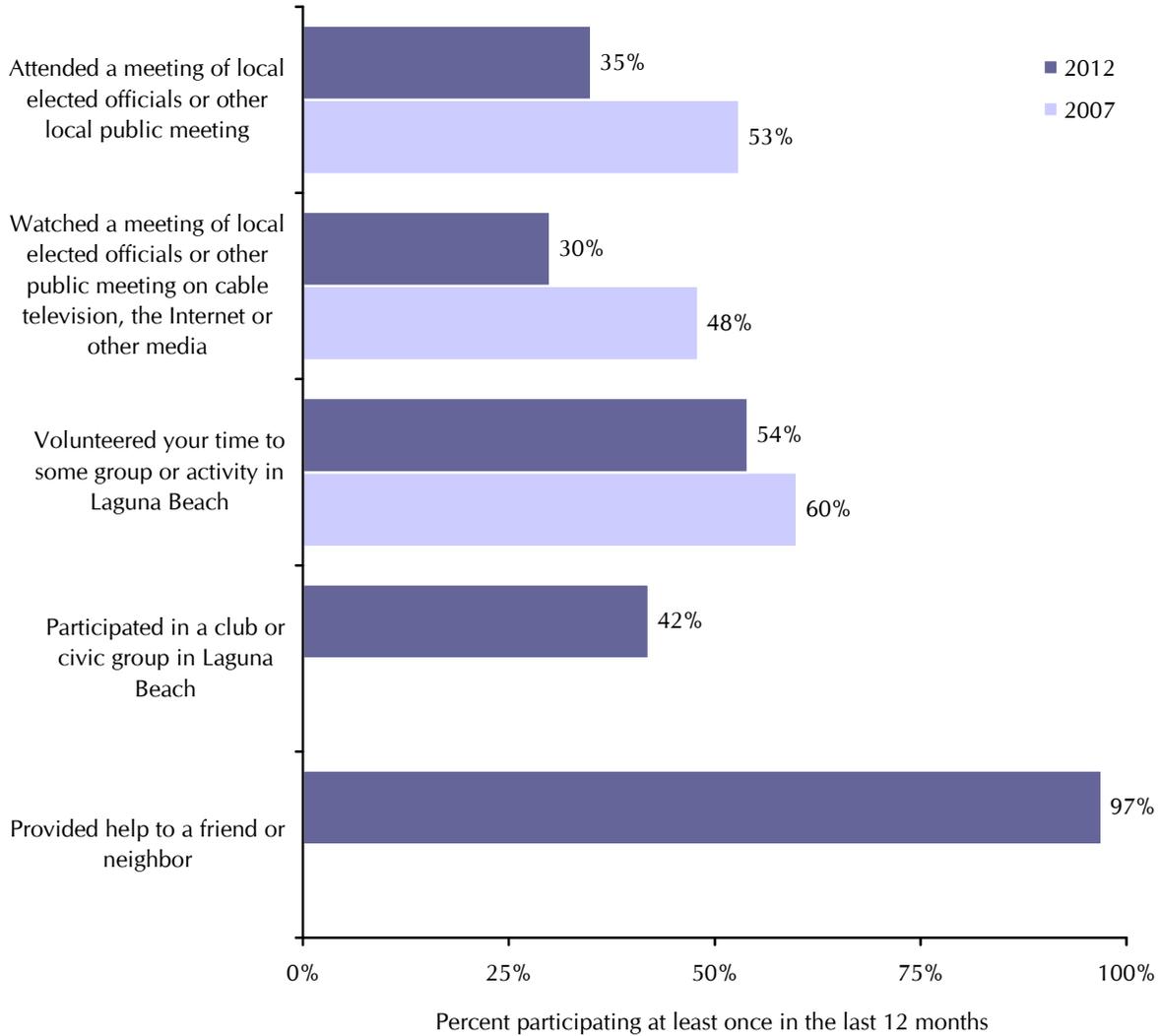
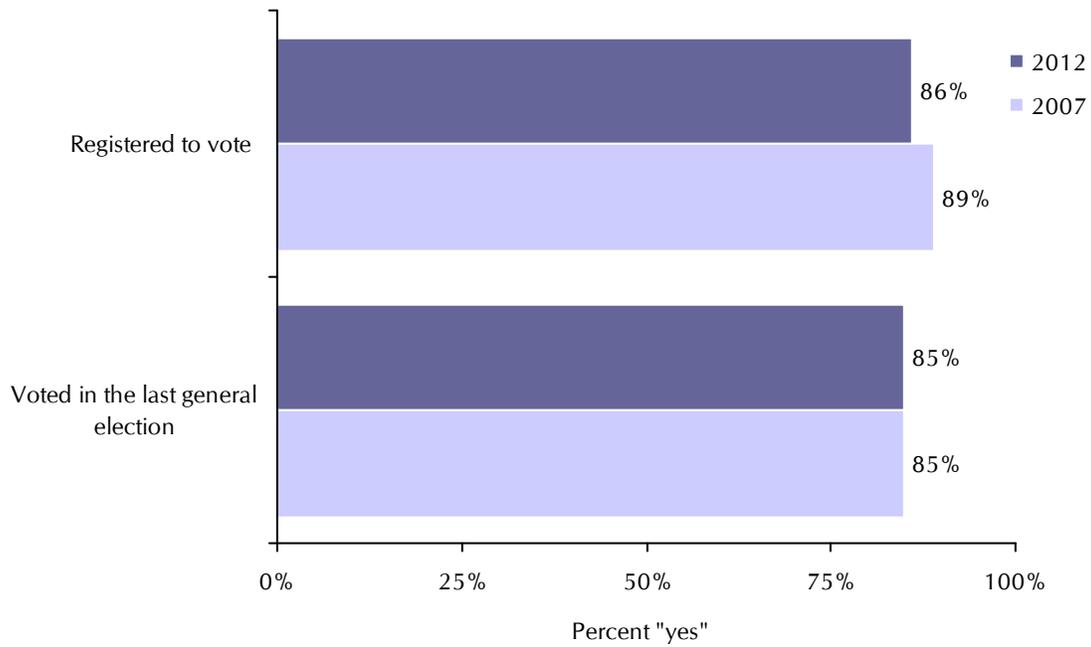


FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much more
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Laguna Beach	Much more
Participated in a club or civic group in Laguna Beach	Much more
Provided help to a friend or neighbor	More

City of Laguna Beach residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-six percent reported they were registered to vote and 85% indicated they had voted in the last general election. This rate of self-reported voting was higher than that of comparison communities.

FIGURE 71: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of “don’t know” responses, those who said “ineligible to vote” also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 72: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Much more

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Laguna Beach Web site in the previous 12 months, 67% reported they had done so at least once. Public information services were rated favorably compared to benchmark data while cable television was rated similarly. Ratings for public information services increased over time.

FIGURE 73: USE OF INFORMATION SOURCES

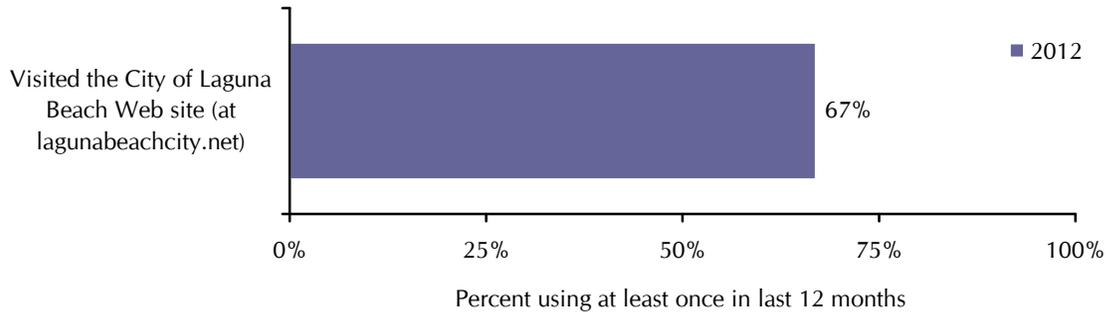


FIGURE 74: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Visited the City of Laguna Beach Web site	Much more

FIGURE 75: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

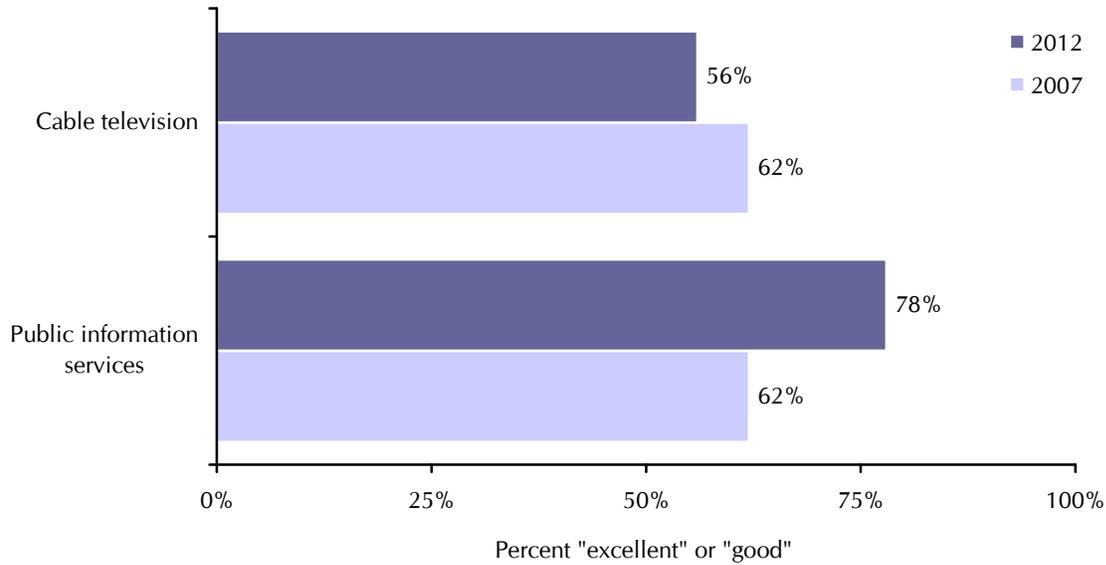


FIGURE 76: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Much above

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 83% of respondents, while a similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 77: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

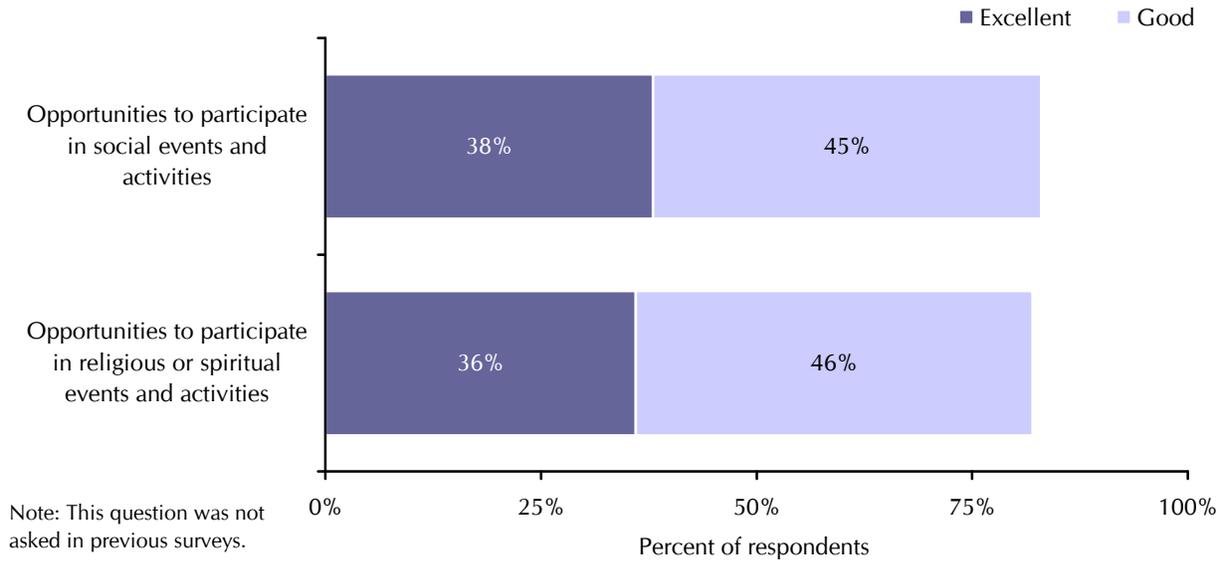


FIGURE 78: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above
Opportunities to participate in religious or spiritual events and activities	Above

Residents in Laguna Beach reported strong amount of neighborliness. About 61% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much more than the amount of contact reported in other communities.

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS

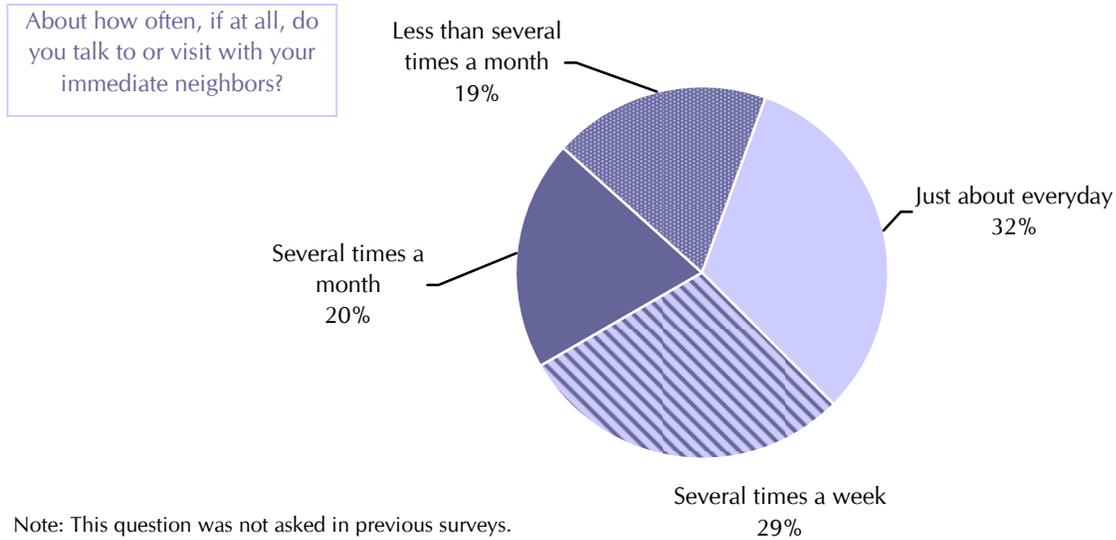


FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

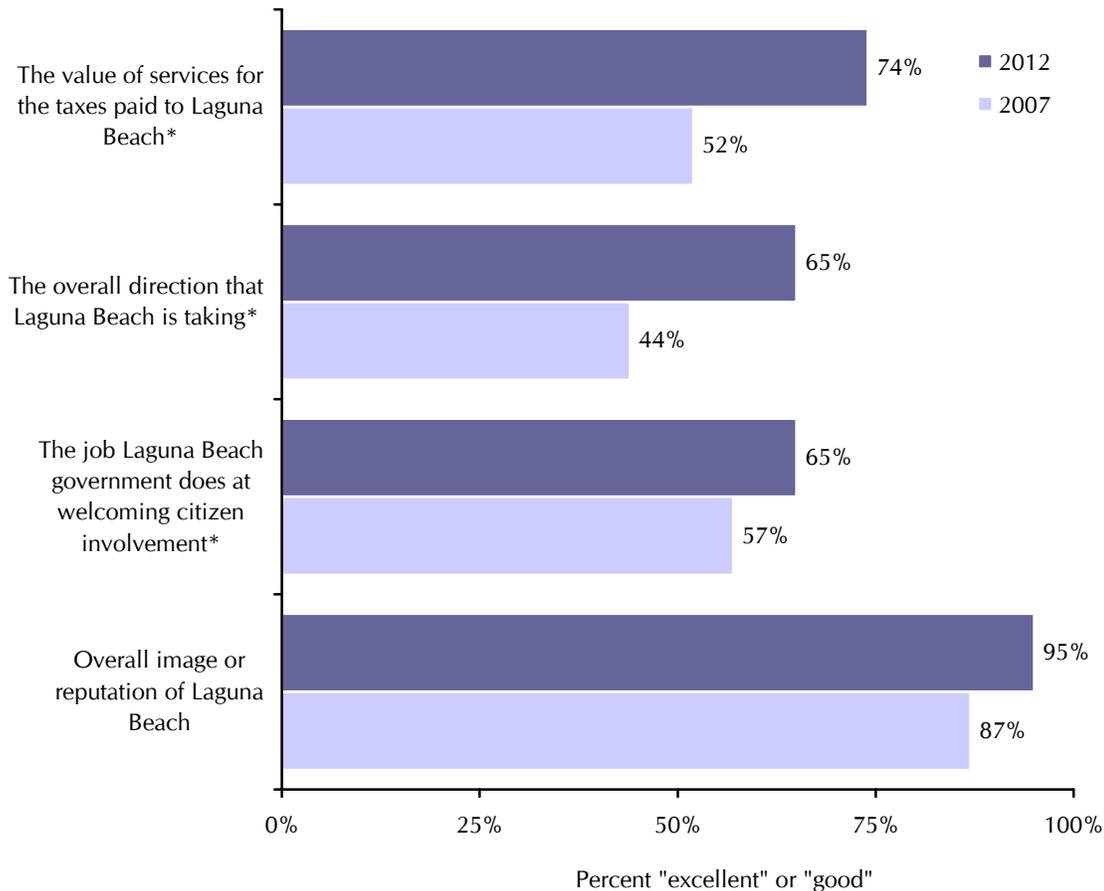
	Comparison to benchmark
Has contact with neighbors at least several times per week	Much more

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Laguna Beach is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Laguna Beach could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Laguna Beach may be colored by their dislike of what all levels of government provide.

Most of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Laguna Beach does at welcoming citizen involvement, 65% rated it as "excellent" or "good." All four ratings were much above the benchmark and had increased over time.

FIGURE 81: PUBLIC TRUST RATINGS BY YEAR



\* For jurisdictions that have conducted The NCS prior to 2008, a change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 82: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Laguna Beach	Much above
The overall direction that Laguna Beach is taking	Much above
Job Laguna Beach government does at welcoming citizen involvement	Much above
Overall image or reputation of Laguna Beach	Much above

On average, residents of the City of Laguna Beach gave the highest evaluations to their own local government and the lowest average rating to the State Government. The overall quality of services delivered by the City of Laguna Beach was rated as “excellent” or “good” by 89% of survey participants. The City of Laguna Beach’s rating was above the benchmark when compared to other communities. Ratings of overall City services increased over the last five years.

FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

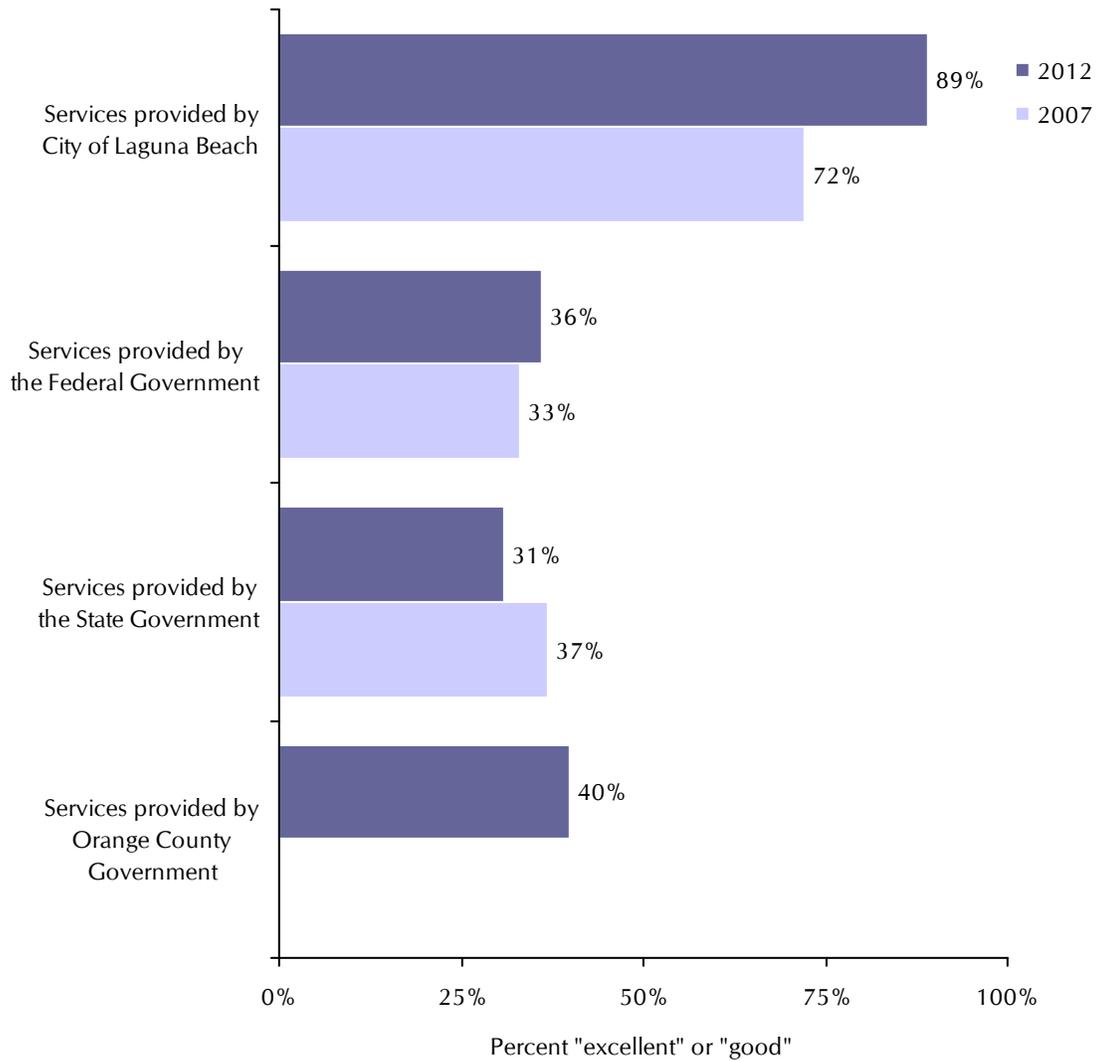


FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Laguna Beach	Much above
Services provided by the Federal Government	Similar
Services provided by the State Government	Much below
Services provided by Orange County Government	Below

## City of Laguna Beach Employees

The employees of the City of Laguna Beach who interact with the public create the first impression that most residents have of the City of Laguna Beach. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Laguna Beach. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Laguna Beach staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 61% who reported that they had been in contact (a percent that is much above the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 80% of respondents rated their overall impression as "excellent" or "good." Employees' ratings were generally higher than the national benchmark and were higher than the past survey.

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

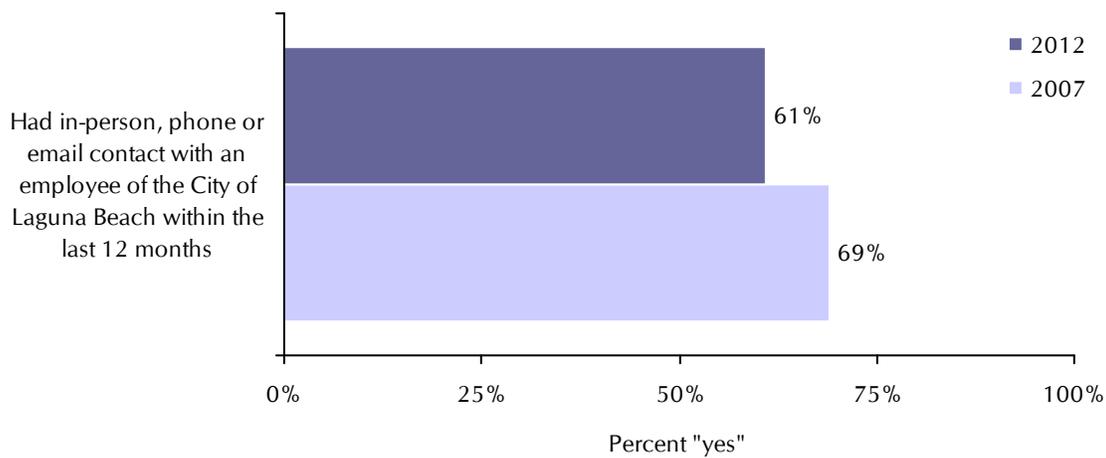


FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much more

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

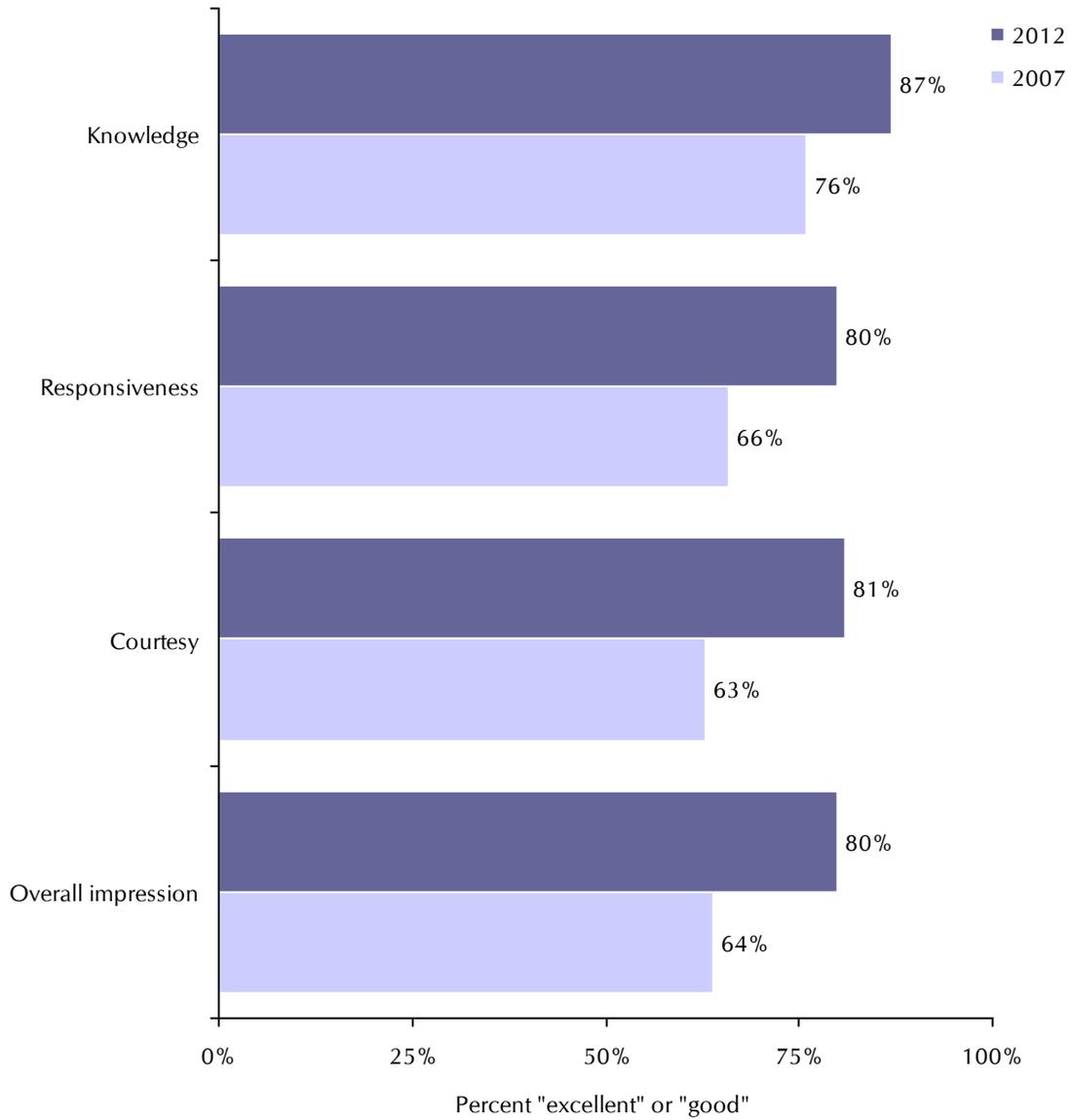


FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Above
Responsiveness	Above
Courteousness	Similar
Overall impression	Much above

## FROM DATA TO ACTION

### RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Laguna Beach by examining the relationships between ratings of each service and ratings of the City of Laguna Beach's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Laguna Beach can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Laguna Beach Key Driver Analysis were:

- Economic development
- Police services

## CITY OF LAGUNA BEACH ACTION CHART

The 2012 City of Laguna Beach Action Chart™ on the following page combines three dimensions of performance:

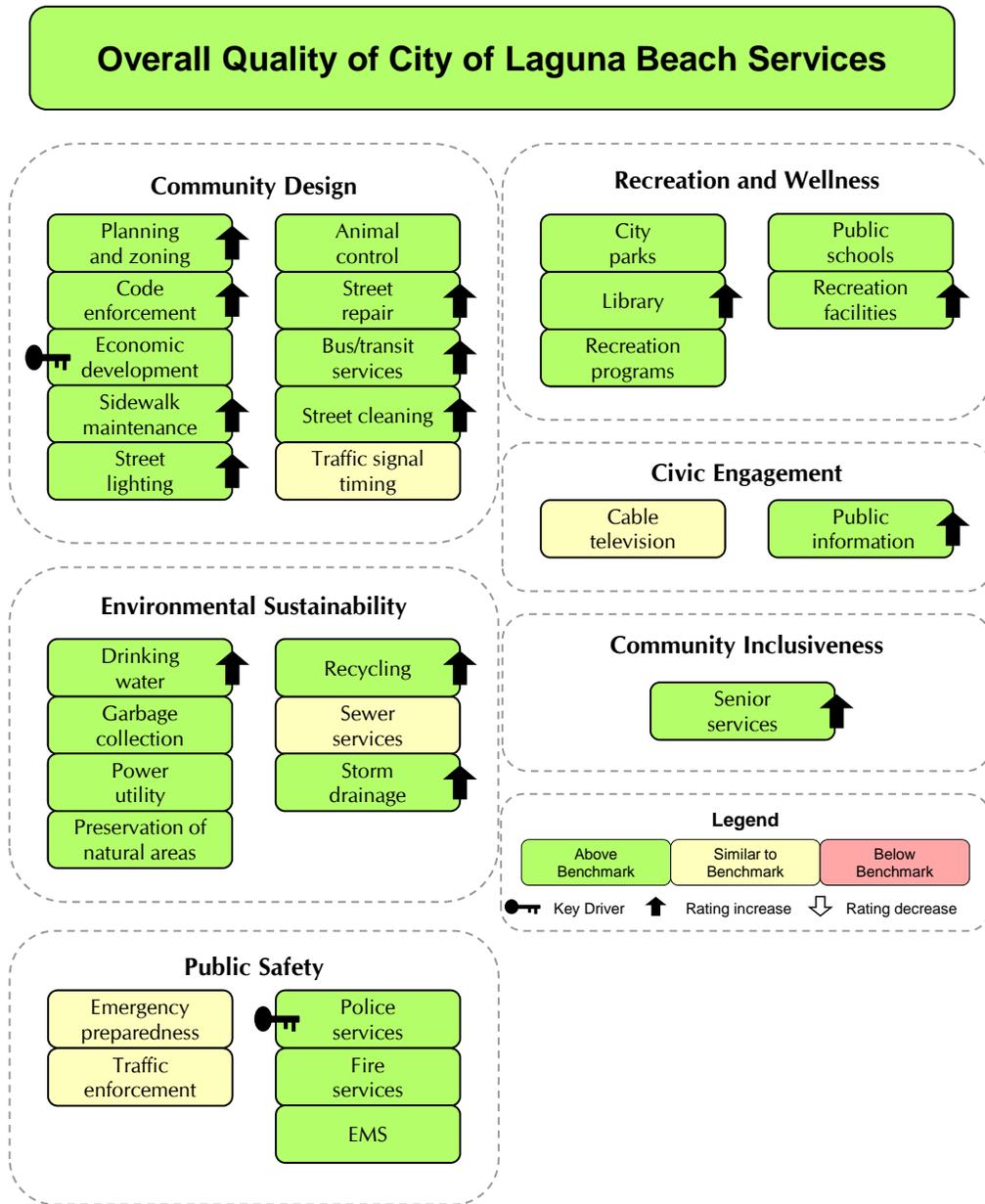
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Thirty services were included in the KDA for the City of Laguna Beach. Of these, 25 were above the benchmark and five were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Laguna Beach, no key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 89: CITY OF LAGUNA BEACH ACTION CHART™



## Using Your Action Chart™

The key drivers derived for the City of Laguna Beach provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Laguna Beach, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Laguna Beach, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Laguna Beach residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Laguna Beach key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Laguna Beach Key Drivers	National Key Drivers	Core Services
• <b>Police services</b>	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
◦ Bus or transit services			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
◦ City parks			
◦ Recreation programs or classes			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
◦ Animal control			
• <b>Economic development</b>	✓	✓	
◦ Services to seniors			
◦ Public library			
Public information services		✓	
Public schools		✓	
◦ Cable television			
Emergency preparedness			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

## CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1	
Have you accessed the City's Web site (www.lagunabeachcity.net) in the last 12 months?	Percent of respondents
No	43%
Yes	57%
Total	100%

Custom Question 2	
If yes, how would you rate the quality of the Web site in meeting your needs?	Percent of respondents
Excellent	22%
Good	55%
Fair	21%
Poor	2%
Total	100%

Custom Question 3	
How important, if at all, is it to you to be able to use the internet to do business with the City such as renew licenses and permits, and access general City information?	Percent of respondents
Essential	29%
Very important	33%
Somewhat important	23%
Not at all important	15%
Total	100%

Custom Question 4					
Please indicate how likely or unlikely you would be to use the following potential methods of communication from the City regarding significant projects or community events:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Email from the City	53%	31%	5%	11%	100%
The City's Web site (www.lagunabeachcity.net)	44%	37%	10%	9%	100%
City Facebook page	11%	12%	19%	57%	100%
City Twitter feed	5%	4%	17%	74%	100%
Text messages from the City	19%	14%	14%	53%	100%
Mail from the City	52%	36%	7%	4%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING “DON’T KNOW” RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Laguna Beach:	Excellent	Good	Fair	Poor	Total
Laguna Beach as a place to live	75%	22%	3%	0%	100%
Your neighborhood as a place to live	60%	34%	5%	1%	100%
Laguna Beach as a place to raise children	47%	36%	14%	2%	100%
Laguna Beach as a place to work	34%	28%	30%	7%	100%
Laguna Beach as a place to retire	53%	31%	12%	4%	100%
The overall quality of life in Laguna Beach	62%	35%	3%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Laguna Beach as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	41%	47%	9%	3%	100%
Openness and acceptance of the community toward people of diverse backgrounds	39%	39%	17%	4%	100%
Overall appearance of Laguna Beach	59%	35%	6%	0%	100%
Cleanliness of Laguna Beach	52%	38%	9%	1%	100%
Overall quality of new development in Laguna Beach	22%	42%	28%	8%	100%
Variety of housing options	15%	26%	40%	19%	100%
Overall quality of business and service establishments in Laguna Beach	18%	47%	26%	8%	100%
Shopping opportunities	13%	36%	38%	13%	100%
Opportunities to attend cultural activities	33%	44%	19%	4%	100%
Recreational opportunities	47%	42%	11%	1%	100%
Opportunities to participate in social events and activities	38%	45%	17%	1%	100%
Opportunities to participate in religious or spiritual events and activities	36%	46%	16%	3%	100%
Opportunities to volunteer	39%	45%	14%	1%	100%
Opportunities to participate in community matters	29%	46%	20%	4%	100%
Ease of car travel in Laguna Beach	3%	20%	40%	37%	100%
Ease of bus travel in Laguna Beach	20%	33%	37%	10%	100%
Ease of bicycle travel in Laguna Beach	7%	26%	31%	37%	100%
Ease of walking in Laguna Beach	39%	39%	18%	3%	100%
Availability of paths and walking trails	36%	42%	16%	6%	100%
Traffic flow on major streets	2%	19%	38%	41%	100%
Amount of public parking	3%	25%	47%	25%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Laguna Beach as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality housing	4%	12%	29%	56%	100%
Availability of affordable quality health care	10%	29%	46%	16%	100%
Availability of preventive health services	10%	34%	43%	13%	100%
Air quality	44%	45%	12%	0%	100%
Quality of overall natural environment in Laguna Beach	59%	34%	6%	0%	100%
Overall image or reputation of Laguna Beach	61%	34%	5%	0%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Laguna Beach over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	1%	63%	26%	10%	100%
Retail growth (stores, restaurants, etc.)	5%	25%	60%	8%	1%	100%
Jobs growth	19%	53%	26%	2%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Laguna Beach?	Percent of respondents
Not a problem	40%
Minor problem	43%
Moderate problem	15%
Major problem	2%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Laguna Beach:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	64%	28%	5%	2%	0%	100%
Property crimes (e.g., burglary, theft)	34%	46%	12%	8%	1%	100%
Environmental hazards, including toxic waste	47%	35%	11%	5%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	89%	9%	1%	0%	0%	100%
In your neighborhood after dark	64%	27%	4%	3%	1%	100%
In Laguna Beach's downtown area during the day	83%	15%	1%	0%	0%	100%
In Laguna Beach's downtown area after dark	50%	38%	7%	5%	0%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Laguna Beach Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Laguna Beach Police Department within the last 12 months?	52%	48%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Laguna Beach Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Laguna Beach Police Department?	37%	40%	8%	16%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	88%
Yes	12%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	17%
Yes	83%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Laguna Beach?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Laguna Beach public libraries or their services	39%	23%	25%	4%	9%	100%
Used Laguna Beach recreation centers	43%	20%	18%	10%	10%	100%
Participated in a recreation program or activity	46%	22%	14%	10%	8%	100%
Visited a neighborhood park or City park	8%	10%	27%	19%	37%	100%
Ridden a local bus within Laguna Beach	44%	24%	20%	5%	6%	100%
Attended a meeting of local elected officials or other local public meeting	65%	25%	6%	2%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	70%	18%	7%	2%	3%	100%
Visited the City of Laguna Beach Web site (at www.lagunabeachcity.net)	33%	26%	31%	7%	3%	100%
Recycled used paper, cans or bottles from your home	7%	3%	3%	10%	77%	100%
Volunteered your time to some group or activity in Laguna Beach	46%	19%	14%	9%	11%	100%
Participated in religious or spiritual activities in Laguna Beach	62%	14%	9%	4%	11%	100%
Participated in a club or civic group in Laguna Beach	58%	14%	13%	6%	10%	100%
Provided help to a friend or neighbor	3%	14%	41%	23%	19%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	32%
Several times a week	29%
Several times a month	20%
Less than several times a month	19%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Laguna Beach:	Excellent	Good	Fair	Poor	Total
Police services	39%	42%	14%	5%	100%
Fire services	61%	36%	3%	0%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Laguna Beach:	Excellent	Good	Fair	Poor	Total
Ambulance or emergency medical services	57%	39%	4%	0%	100%
Crime prevention	33%	51%	14%	2%	100%
Fire prevention and education	37%	50%	12%	1%	100%
Traffic enforcement	19%	42%	26%	13%	100%
Street repair	22%	49%	24%	5%	100%
Street cleaning	36%	49%	12%	3%	100%
Street lighting	19%	50%	23%	9%	100%
Sidewalk maintenance	22%	47%	23%	8%	100%
Traffic signal timing	12%	42%	31%	15%	100%
Bus or transit services	25%	51%	20%	4%	100%
Garbage collection	52%	41%	6%	1%	100%
Recycling	52%	37%	6%	4%	100%
Yard waste pick-up	45%	45%	8%	2%	100%
Storm drainage	21%	42%	28%	9%	100%
Drinking water	29%	41%	22%	8%	100%
Sewer services	23%	53%	17%	7%	100%
Power (electric and/or gas) utility	29%	52%	16%	3%	100%
City parks	57%	39%	4%	0%	100%
Recreation programs or classes	45%	49%	6%	1%	100%
Recreation centers or facilities	46%	44%	8%	2%	100%
Land use, planning and zoning	17%	37%	36%	10%	100%
Code enforcement (weeds, abandoned buildings, etc.)	19%	45%	27%	10%	100%
Animal control	28%	56%	13%	3%	100%
Economic development	13%	36%	37%	13%	100%
Services to seniors	45%	45%	8%	2%	100%
Services to youth	35%	46%	15%	5%	100%
Services to low-income people	14%	33%	31%	21%	100%
Public library services	40%	48%	10%	2%	100%
Public information services	23%	55%	17%	5%	100%
Public schools	52%	36%	10%	1%	100%
Cable television	19%	38%	25%	18%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	19%	41%	27%	13%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	49%	41%	7%	3%	100%
Marine safety	47%	43%	9%	1%	100%
Cultural arts activities	54%	37%	9%	0%	100%
Summer trolley service	71%	24%	4%	1%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Laguna Beach	31%	58%	9%	2%	100%
The Federal Government	4%	32%	40%	23%	100%
The State Government	6%	26%	37%	31%	100%
Orange County Government	5%	35%	46%	14%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Laguna Beach to someone who asks	75%	22%	2%	2%	100%
Remain in Laguna Beach for the next five years	77%	19%	3%	1%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	5%
Somewhat positive	17%
Neutral	48%
Somewhat negative	25%
Very negative	4%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Laguna Beach Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Laguna Beach Fire Department within the last 12 months?	75%	25%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Laguna Beach Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Laguna Beach Fire Department?	64%	35%	1%	0%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Laguna Beach within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	39%
Yes	61%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Laguna Beach in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	44%	43%	7%	5%	100%
Responsiveness	44%	36%	14%	6%	100%
Courtesy	46%	35%	11%	8%	100%
Overall impression	44%	37%	13%	7%	100%

Question 21: Government Performance					
Please rate the following categories of Laguna Beach government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Laguna Beach	26%	48%	22%	5%	100%
The overall direction that Laguna Beach is taking	15%	50%	28%	7%	100%
The job Laguna Beach government does at welcoming citizen involvement	20%	45%	28%	7%	100%

Question 22a: Custom Question 1	
Have you accessed the City's Web site (www.lagunabeachcity.net) in the last 12 months?	Percent of respondents
No	43%
Yes	57%
Total	100%

Question 22b: Custom Question 2	
If yes, how would you rate the quality of the Web site in meeting your needs?	Percent of respondents
Excellent	22%
Good	55%
Fair	21%
Poor	2%
Total	100%

Question 22c: Custom Question 3	
How important, if at all, is it to you to be able to use the internet to do business with the City such as renew licenses and permits, and access general City information?	Percent of respondents
Essential	29%
Very important	33%
Somewhat important	23%
Not at all important	15%
Total	100%

Question 22d: Custom Question 4					
Please indicate how likely or unlikely you would be to use the following potential methods of communication from the City regarding significant projects or community events:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Email from the City	53%	31%	5%	11%	100%
The City's Web site (www.lagunabeachcity.net)	44%	37%	10%	9%	100%
City Facebook page	11%	12%	19%	57%	100%
City Twitter feed	5%	4%	17%	74%	100%
Text messages from the City	19%	14%	14%	53%	100%
Mail from the City	52%	36%	7%	4%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	33%
Yes, full-time	50%
Yes, part-time	17%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	70%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	1%
Walk	4%
Bicycle	0%
Work at home	16%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Laguna Beach?	Percent of respondents
Less than 2 years	10%
2 to 5 years	15%
6 to 10 years	14%
11 to 20 years	20%
More than 20 years	41%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	67%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	26%
Mobile home	0%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	57%
Owned by you or someone in this house with a mortgage or free and clear	43%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	14%
\$300 to \$599 per month	14%
\$600 to \$999 per month	30%
\$1,000 to \$1,499 per month	10%
\$1,500 to \$2,499 per month	8%
\$2,500 or more per month	23%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	80%
Yes	20%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	71%
Yes	29%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	25%
\$25,000 to \$49,999	33%
\$50,000 to \$99,999	21%
\$100,000 to \$149,000	11%
\$150,000 or more	10%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	96%
Yes, I consider myself to be Spanish, Hispanic or Latino	4%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	4%
Black or African American	3%
White	94%
Other	2%

Total may exceed 100% as respondents could select more than one option

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	2%
25 to 34 years	13%
35 to 44 years	14%
45 to 54 years	24%
55 to 64 years	22%
65 to 74 years	17%
75 years or older	9%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	57%
Male	43%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	14%
Yes	83%
Ineligible to vote	4%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	15%
Yes	82%
Ineligible to vote	4%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	29%
Yes	71%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	34%
Land line	45%
Both	21%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Laguna Beach:	Excellent		Good		Fair		Poor		Don't know		Total	
	Laguna Beach as a place to live	75%	286	22%	84	3%	10	0%	1	0%	0	100%
Your neighborhood as a place to live	60%	227	34%	129	5%	19	1%	4	0%	0	100%	380
Laguna Beach as a place to raise children	40%	151	31%	117	12%	46	2%	7	14%	54	100%	375
Laguna Beach as a place to work	25%	93	21%	77	22%	83	5%	20	27%	101	100%	375
Laguna Beach as a place to retire	46%	174	27%	101	10%	39	3%	12	13%	50	100%	375
The overall quality of life in Laguna Beach	62%	234	35%	133	3%	13	0%	0	0%	0	100%	380

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Laguna Beach as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	41%	153	47%	173	9%	34	3%	10	0%	2	100%
Openness and acceptance of the community toward people of diverse backgrounds	39%	146	39%	146	17%	64	4%	15	2%	6	100%	377
Overall appearance of Laguna Beach	59%	224	35%	132	6%	24	0%	1	0%	0	100%	381
Cleanliness of Laguna Beach	52%	196	38%	145	8%	32	1%	3	0%	1	100%	377
Overall quality of new development in Laguna Beach	20%	76	39%	144	26%	95	8%	28	8%	28	100%	370
Variety of housing options	15%	54	25%	92	39%	146	18%	68	4%	13	100%	374
Overall quality of business and service establishments in Laguna Beach	18%	69	47%	175	26%	97	8%	31	1%	3	100%	376
Shopping opportunities	13%	50	35%	133	38%	142	13%	49	1%	2	100%	377
Opportunities to attend cultural activities	32%	122	44%	166	19%	72	4%	14	1%	4	100%	379
Recreational opportunities	46%	174	41%	156	11%	40	1%	3	1%	5	100%	378
Opportunities to participate in social events and activities	36%	136	43%	163	16%	60	1%	3	4%	14	100%	376

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Laguna Beach as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in religious or spiritual events and activities	28%	104	35%	133	12%	46	2%	8	23%	86	100%
Opportunities to volunteer	33%	123	38%	142	12%	44	1%	3	17%	65	100%	378
Opportunities to participate in community matters	26%	98	41%	154	18%	67	4%	14	11%	39	100%	372
Ease of car travel in Laguna Beach	3%	10	19%	73	40%	150	37%	140	1%	3	100%	377
Ease of bus travel in Laguna Beach	15%	58	25%	95	28%	106	8%	30	23%	85	100%	372
Ease of bicycle travel in Laguna Beach	5%	20	21%	76	25%	91	30%	109	18%	65	100%	361
Ease of walking in Laguna Beach	39%	148	39%	147	18%	70	3%	13	0%	1	100%	379
Availability of paths and walking trails	34%	128	39%	147	15%	56	6%	21	6%	21	100%	375
Traffic flow on major streets	2%	8	19%	71	37%	139	40%	151	2%	8	100%	377
Amount of public parking	3%	12	24%	92	46%	173	24%	92	2%	7	100%	377
Availability of affordable quality housing	3%	12	10%	38	25%	95	48%	180	13%	49	100%	373
Availability of affordable quality health care	7%	28	22%	83	35%	133	12%	46	22%	84	100%	374
Availability of preventive health services	7%	26	23%	87	29%	109	9%	33	31%	118	100%	374
Air quality	43%	160	44%	164	12%	43	0%	0	1%	5	100%	372
Quality of overall natural environment in Laguna Beach	58%	221	34%	128	6%	23	0%	1	1%	6	100%	379
Overall image or reputation of Laguna Beach	61%	229	34%	128	5%	20	0%	0	0%	1	100%	378

Question 3: Growth														
Please rate the speed of growth in the following categories in Laguna Beach over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	0	1%	3	49%	184	20%	77	7%	28	23%	86	100%
Retail growth (stores, restaurants, etc.)	5%	18	23%	85	54%	204	7%	25	1%	4	11%	40	100%	377
Jobs growth	13%	47	34%	130	17%	63	1%	4	0%	1	35%	134	100%	379

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Laguna Beach?	Percent of respondents	Count
Not a problem	39%	145
Minor problem	42%	156
Moderate problem	14%	53
Major problem	2%	6
Don't know	4%	13
Total	100%	374

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Laguna Beach:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	64%	242	28%	106	5%	20	2%	7	0%	1	1%	2	100%
Property crimes (e.g., burglary, theft)	34%	126	45%	170	12%	44	8%	28	1%	5	1%	2	100%	375
Environmental hazards, including toxic waste	46%	171	34%	127	11%	41	5%	18	1%	3	4%	14	100%	374

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	89%	336	9%	36	1%	5	0%	0	0%	1	0%	0	100%
In your neighborhood after dark	64%	241	27%	103	4%	17	3%	11	1%	3	0%	1	100%	376
In Laguna Beach's downtown area during the day	83%	311	15%	57	1%	5	0%	1	0%	0	0%	1	100%	374
In Laguna Beach's downtown area after dark	49%	183	38%	141	7%	25	5%	19	0%	1	1%	4	100%	372

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Laguna Beach Police Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Laguna Beach Police Department within the last 12 months?	51%	189	47%	174	2%	6	100%	369

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Laguna Beach Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Laguna Beach Police Department?	37%	64	40%	68	8%	13	16%	27	0%	0	100%	172

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	88%	321
Yes	12%	43
Don't know	0%	0
Total	100%	364

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	16%	7
Yes	79%	34
Don't know	5%	2
Total	100%	43

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Laguna Beach?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Laguna Beach public libraries or their services	39%	147	23%	86	25%	95	4%	17	9%	32	100%
Used Laguna Beach recreation centers	43%	158	20%	74	18%	66	10%	36	10%	36	100%	370
Participated in a recreation program or activity	46%	169	22%	82	14%	52	10%	37	8%	31	100%	371
Visited a neighborhood park or City park	8%	30	10%	37	27%	100	19%	72	37%	138	100%	376
Ridden a local bus within Laguna Beach	44%	161	24%	89	20%	73	5%	17	6%	23	100%	363
Attended a meeting of local elected officials or other local public meeting	65%	245	25%	96	6%	24	2%	7	1%	5	100%	377
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	70%	259	18%	66	7%	26	2%	6	3%	10	100%	368
Visited the City of Laguna Beach Web site (at <a href="http://www.lagunabeachcity.net">www.lagunabeachcity.net</a> )	33%	120	26%	96	31%	112	7%	25	3%	11	100%	363
Recycled used paper, cans or bottles from your home	7%	25	3%	12	3%	11	10%	35	77%	281	100%	365
Volunteered your time to some group or activity in Laguna Beach	46%	171	19%	73	14%	54	9%	34	11%	41	100%	373
Participated in religious or spiritual activities in Laguna Beach	62%	232	14%	51	9%	35	4%	14	11%	40	100%	372
Participated in a club or civic group in Laguna Beach	58%	217	14%	52	13%	47	6%	21	10%	39	100%	377
Provided help to a friend or neighbor	3%	11	14%	54	41%	153	23%	85	19%	72	100%	376

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	32%	121
Several times a week	29%	108
Several times a month	20%	75
Less than several times a month	19%	72
Total	100%	376

Question 13: Service Quality												
Please rate the quality of each of the following services in Laguna Beach:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	37%	138	39%	146	13%	48	5%	19	6%	21	100%
Fire services	50%	187	30%	111	3%	11	0%	0	17%	62	100%	371
Ambulance or emergency medical services	40%	150	27%	102	3%	11	0%	1	29%	107	100%	370
Crime prevention	26%	94	39%	145	11%	40	2%	7	22%	81	100%	367
Fire prevention and education	26%	94	35%	128	9%	31	1%	4	30%	108	100%	364
Traffic enforcement	17%	63	39%	143	24%	90	12%	44	8%	28	100%	369
Street repair	21%	75	45%	166	23%	83	5%	17	6%	23	100%	364
Street cleaning	35%	129	47%	175	11%	42	3%	12	4%	15	100%	373
Street lighting	18%	68	49%	181	23%	84	8%	32	2%	8	100%	373
Sidewalk maintenance	21%	77	43%	162	21%	78	8%	29	7%	26	100%	373
Traffic signal timing	12%	43	41%	151	30%	113	15%	56	2%	9	100%	371
Bus or transit services	18%	65	37%	137	14%	53	3%	11	28%	106	100%	372
Garbage collection	51%	190	41%	152	6%	23	1%	3	1%	3	100%	370
Recycling	51%	190	36%	134	6%	23	4%	16	3%	12	100%	374
Yard waste pick-up	36%	134	36%	132	7%	25	1%	5	20%	74	100%	370
Storm drainage	19%	69	38%	141	25%	93	8%	31	10%	36	100%	369

Question 13: Service Quality												
Please rate the quality of each of the following services in Laguna Beach:	Excellent		Good		Fair		Poor		Don't know		Total	
	Drinking water	27%	101	38%	142	21%	77	7%	26	7%	27	100%
Sewer services	21%	77	46%	172	15%	55	6%	23	12%	46	100%	372
Power (electric and/or gas) utility	29%	105	51%	186	16%	59	3%	9	2%	8	100%	368
City parks	55%	205	38%	141	4%	14	0%	0	3%	13	100%	373
Recreation programs or classes	34%	127	37%	137	4%	16	1%	2	25%	92	100%	373
Recreation centers or facilities	36%	133	34%	125	7%	24	1%	5	23%	84	100%	370
Land use, planning and zoning	13%	48	29%	107	28%	104	8%	30	21%	79	100%	368
Code enforcement (weeds, abandoned buildings, etc.)	15%	53	35%	127	21%	77	8%	28	22%	82	100%	367
Animal control	23%	87	46%	171	11%	40	3%	11	17%	63	100%	371
Economic development	9%	34	25%	91	25%	94	9%	34	32%	117	100%	371
Services to seniors	29%	109	30%	110	6%	21	1%	4	34%	128	100%	372
Services to youth	21%	77	27%	100	8%	32	3%	10	42%	155	100%	373
Services to low-income people	7%	27	17%	62	16%	58	11%	39	49%	182	100%	369
Public library services	30%	112	36%	133	7%	27	1%	5	25%	95	100%	372
Public information services	17%	63	42%	151	13%	48	4%	13	24%	89	100%	363
Public schools	37%	137	25%	95	7%	25	1%	4	30%	111	100%	371
Cable television	17%	62	33%	125	23%	84	16%	61	11%	41	100%	373
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	15%	54	31%	114	21%	76	10%	36	23%	86	100%	365
Preservation of natural areas such as open space, farmlands and greenbelts	47%	171	39%	144	7%	26	3%	11	4%	15	100%	369
Marine safety	42%	156	39%	143	8%	29	1%	4	10%	38	100%	369
Cultural arts activities	51%	186	35%	129	8%	29	0%	1	6%	22	100%	368
Summer trolley service	66%	244	22%	84	3%	13	1%	2	8%	30	100%	373

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Laguna Beach	30%	114	57%	212	8%	31	2%	9	2%	8	100%
The Federal Government	4%	13	26%	97	33%	123	19%	72	18%	67	100%	372
The State Government	5%	17	21%	79	31%	114	26%	96	17%	65	100%	372
Orange County Government	4%	15	29%	107	38%	139	11%	42	18%	67	100%	371

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Laguna Beach to someone who asks	74%	277	21%	81	2%	7	2%	7	1%	4	100%
Remain in Laguna Beach for the next five years	76%	284	19%	70	3%	10	1%	5	1%	4	100%	374

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	5%	19
Somewhat positive	17%	64
Neutral	48%	179
Somewhat negative	25%	94
Very negative	4%	15
Total	100%	371

Question 17: Contact with Fire Department									
Have you had any in-person or phone contact with an employee of the City of Laguna Beach Fire Department within the last 12 months?	No		Yes		Don't know		Total		
	Have you had any in-person or phone contact with an employee of the City of Laguna Beach Fire Department within the last 12 months?	74%	276	25%	92	1%	5	100%	372

Question 18: Ratings of Contact with Fire Department												
What was your overall impression of your most recent contact with the City of Laguna Beach Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Laguna Beach Fire Department?	64%	58	35%	31	1%	1	0%	0	0%	0	100%	90

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Laguna Beach within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	39%	142
Yes	61%	223
Total	100%	365

Question 20: City Employees												
What was your impression of the employee(s) of the City of Laguna Beach in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	44%	97	43%	96	7%	16	5%	12	0%	1	100%	222
Responsiveness	44%	98	36%	80	14%	30	6%	14	0%	0	100%	222
Courtesy	46%	101	35%	78	11%	24	8%	18	0%	0	100%	221
Overall impression	44%	96	37%	81	13%	28	7%	15	0%	0	100%	220

Question 21: Government Performance												
Please rate the following categories of Laguna Beach government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Laguna Beach	22%	82	41%	152	19%	69	4%	15	15%	57	100%	375
The overall direction that Laguna Beach is taking	13%	50	45%	168	25%	93	6%	23	11%	40	100%	373
The job Laguna Beach government does at welcoming citizen involvement	17%	63	37%	138	23%	87	6%	21	17%	65	100%	374

Question 22a: Custom Question 1		
Have you accessed the City's Web site (www.lagunabeachcity.net) in the last 12 months?	Percent of respondents	Count
No	43%	161
Yes	57%	209
Total	100%	370

Question 22b: Custom Question 2		
If yes, how would you rate the quality of the Web site in meeting your needs?	Percent of respondents	Count
Excellent	22%	46
Good	55%	115
Fair	21%	44
Poor	2%	5
Total	100%	210

Question 22c: Custom Question 3		
How important, if at all, is it to you to be able to use the internet to do business with the City such as renew licenses and permits, and access general City information?	Percent of respondents	Count
Essential	29%	110
Very important	33%	122
Somewhat important	23%	86
Not at all important	15%	55
Total	100%	373

Question 22d: Custom Question 4												
Please indicate how likely or unlikely you would be to use the following potential methods of communication from the City regarding significant projects or community events:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Email from the City	52%	192	31%	113	5%	20	11%	40	1%	2	100%
The City's Web site (www.lagunabeachcity.net)	43%	157	36%	131	10%	35	9%	33	2%	8	100%	364
City Facebook page	11%	40	12%	42	18%	67	55%	199	4%	16	100%	364
City Twitter feed	5%	18	3%	12	16%	58	71%	256	5%	19	100%	362
Text messages from the City	18%	66	14%	50	13%	48	50%	183	5%	17	100%	364
Mail from the City	51%	190	36%	134	7%	27	4%	16	1%	4	100%	371

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	33%	121
Yes, full-time	50%	186
Yes, part-time	17%	64
Total	100%	372

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	70%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	7%
Bus, rail, subway or other public transportation	1%
Walk	4%
Bicycle	0%
Work at home	16%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Laguna Beach?	Percent of respondents	Count
Less than 2 years	10%	37
2 to 5 years	15%	58
6 to 10 years	14%	52
11 to 20 years	20%	77
More than 20 years	41%	156
Total	100%	380

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	67%	256
House attached to one or more houses (e.g., a duplex or townhome)	6%	22
Building with two or more apartments or condominiums	26%	99
Mobile home	0%	0
Other	1%	3
Total	100%	379

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	57%	209
Owned by you or someone in this house with a mortgage or free and clear	43%	157
Total	100%	366

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	14%	52
\$300 to \$599 per month	14%	52
\$600 to \$999 per month	30%	109
\$1,000 to \$1,499 per month	10%	36
\$1,500 to \$2,499 per month	8%	30
\$2,500 or more per month	23%	83
Total	100%	363

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	80%	301
Yes	20%	75
Total	100%	375

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	71%	268
Yes	29%	112
Total	100%	379

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	22%	77
\$25,000 to \$49,999	29%	102
\$50,000 to \$99,999	19%	66
\$100,000 to \$149,000	9%	33
\$150,000 or more	9%	31
6	3%	10
7	8%	28
Total	100%	348

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	96%	358
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	14
Total	100%	372

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	6
Asian, Asian Indian or Pacific Islander	4%	17
Black or African American	3%	10
White	94%	352
Other	2%	9

Total may exceed 100% as respondents could select more than one option

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	2%	6
25 to 34 years	13%	49
35 to 44 years	14%	53
45 to 54 years	24%	89
55 to 64 years	22%	82
65 to 74 years	17%	62
75 years or older	9%	35
Total	100%	376

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	57%	212
Male	43%	161
Total	100%	373

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	13%	50
Yes	80%	303
Ineligible to vote	4%	14
Don't know	3%	13
Total	100%	380

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	15%	55
Yes	81%	310
Ineligible to vote	4%	13
Don't know	0%	2
Total	100%	380

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	4%	14
Yes	96%	365
Total	100%	379

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	29%	110
Yes	71%	266
Total	100%	377

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	34%	88
Land line	45%	116
Both	21%	53
Total	100%	257

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

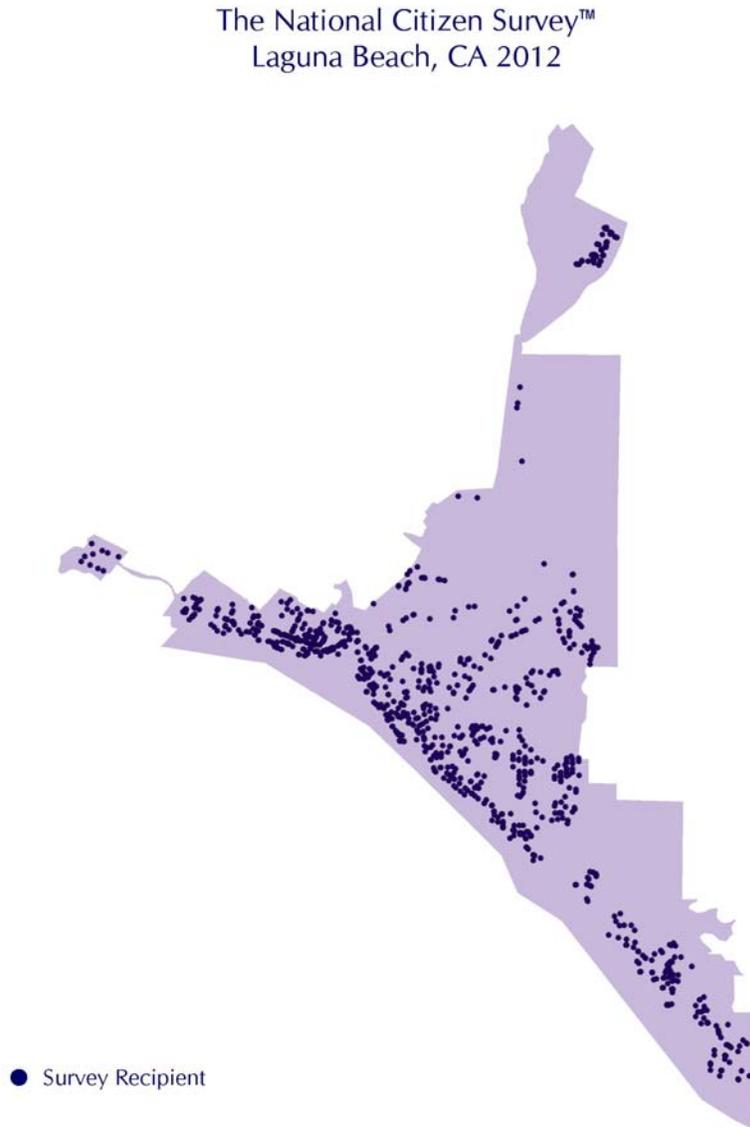
Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Laguna Beach were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Laguna Beach boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Laguna Beach households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Laguna Beach boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Laguna Beach. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

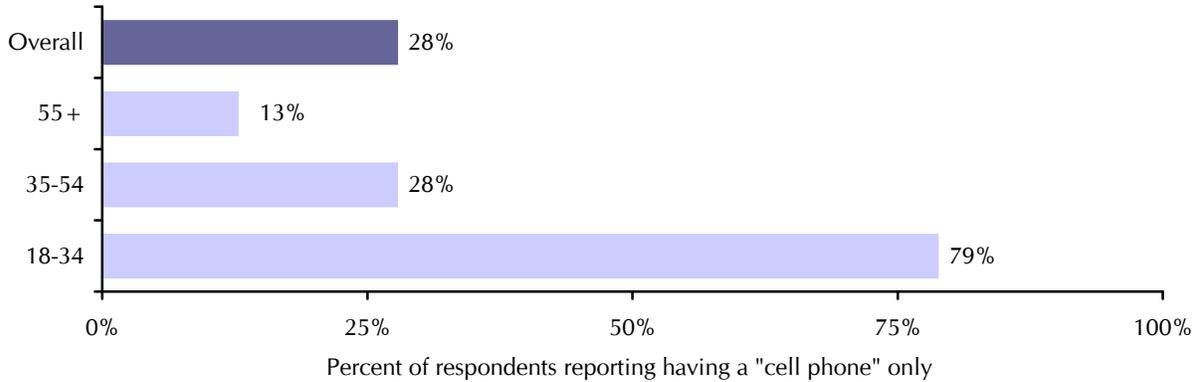
FIGURE 91: LOCATION OF SURVEY RECIPIENTS



An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>1</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Laguna Beach has a “cord cutter” population similar to the nationwide 2010 estimates.

FIGURE 92: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN LAGUNA BEACH



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning March 5, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Laguna Beach survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (405 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any

<sup>1</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and 2005-2009 American Community Survey estimates for adults in the City of Laguna Beach. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Laguna Beach, CA Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>2</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	60%	32%	57%
Own home	40%	68%	43%
Detached unit	69%	64%	68%
Attached unit	31%	36%	33%
<b>Race and Ethnicity</b>			
White	92%	90%	89%
Not white	8%	10%	11%
Not Hispanic	93%	96%	96%
Hispanic	7%	4%	4%
White alone, not Hispanic	87%	88%	86%
Hispanic and/or other race	13%	12%	14%
<b>Sex and Age</b>			
Female	50%	50%	57%
Male	50%	51%	43%
18-34 years of age	18%	8%	15%
35-54 years of age	38%	33%	38%
55+ years of age	44%	59%	48%
Females 18-34	9%	5%	11%
Females 35-54	19%	15%	21%
Females 55+	22%	29%	25%
Males 18-34	9%	3%	4%
Males 35-54	19%	18%	17%
Males 55+	22%	30%	23%

<sup>2</sup> Source: 2010 Census/2005-2009 ACS

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

### “Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Laguna Beach to the Benchmark Database

The City of Laguna Beach chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the City of Laguna Beach Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Laguna Beach results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Laguna Beach's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Laguna Beach.

Dear Laguna Beach Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Laguna Beach. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

A handwritten signature in blue ink that reads "John Pietig". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Pietig  
City Manager

Dear Laguna Beach Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Laguna Beach. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

A handwritten signature in blue ink that reads "John Pietig". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Pietig  
City Manager

Dear Laguna Beach Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Laguna Beach. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

A handwritten signature in blue ink that reads "John Pietig". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Pietig  
City Manager

Dear Laguna Beach Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Laguna Beach. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

A handwritten signature in blue ink that reads "John Pietig". The signature is fluid and cursive, with a long horizontal stroke at the end.

John Pietig  
City Manager



City Manager's Office

City of Laguna Beach  
505 Forest Avenue  
Laguna Beach, CA 92651-2394

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City Manager's Office

City of Laguna Beach  
505 Forest Avenue  
Laguna Beach, CA 92651-2394

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City Manager's Office

City of Laguna Beach  
505 Forest Avenue  
Laguna Beach, CA 92651-2394

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



City Manager's Office

City of Laguna Beach  
505 Forest Avenue  
Laguna Beach, CA 92651-2394

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



March 2012

Dear City of Laguna Beach Resident:

The City of Laguna Beach wants to know what you think about our community and municipal government. You have been randomly selected to participate in Laguna Beach's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Laguna Beach residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call Liz Vazquez-Avila at (949) 497-0344.

Please help us shape the future of Laguna Beach. Thank you for your time and participation.

Sincerely,

John Pietig  
City Manager



March 2012

Dear City of Laguna Beach Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Laguna Beach wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Laguna Beach's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

**To get a representative sample of Laguna Beach residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call Liz Vazquez-Avila at (949) 497-0344.

Please help us shape the future of Laguna Beach. Thank you for your time and participation.

Sincerely,

John Pietig  
City Manager

# The City of Laguna Beach 2012 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Laguna Beach:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Laguna Beach as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Laguna Beach as a place to raise children .....	1	2	3	4	5
Laguna Beach as a place to work .....	1	2	3	4	5
Laguna Beach as a place to retire .....	1	2	3	4	5
The overall quality of life in Laguna Beach.....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Laguna Beach as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds .....	1	2	3	4	5
Overall appearance of Laguna Beach .....	1	2	3	4	5
Cleanliness of Laguna Beach.....	1	2	3	4	5
Overall quality of new development in Laguna Beach .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Laguna Beach ..	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Laguna Beach .....	1	2	3	4	5
Ease of bus travel in Laguna Beach.....	1	2	3	4	5
Ease of bicycle travel in Laguna Beach .....	1	2	3	4	5
Ease of walking in Laguna Beach .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Laguna Beach.....	1	2	3	4	5
Overall image or reputation of Laguna Beach .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Laguna Beach over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Laguna Beach?  
 Not a problem     Minor problem     Moderate problem     Major problem     Don't know

5. Please rate how safe or unsafe you feel from the following in Laguna Beach:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Laguna Beach's downtown area during the day .....	1	2	3	4	5	6
In Laguna Beach's downtown area after dark .....	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Laguna Beach Police Department within the last 12 months?

- No → Go to Question 9     Yes → Go to Question 8     Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Laguna Beach Police Department?

- Excellent     Good     Fair     Poor     Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11     Yes → Go to Question 10     Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No     Yes     Don't know

11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Laguna Beach?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Laguna Beach public libraries or their services .....	1	2	3	4	5
Used Laguna Beach recreation centers .....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Laguna Beach.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media .....	1	2	3	4	5
Visited the City of Laguna Beach Web site (at www.lagunabeachcity.net).....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Laguna Beach.....	1	2	3	4	5
Participated in religious or spiritual activities in Laguna Beach.....	1	2	3	4	5
Participated in a club or civic group in Laguna Beach .....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The City of Laguna Beach 2012 Citizen Survey

## 13. Please rate the quality of each of the following services in Laguna Beach:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Traffic enforcement .....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts .....	1	2	3	4	5
Marine safety .....	1	2	3	4	5
Cultural arts activities.....	1	2	3	4	5
Summer trolley service.....	1	2	3	4	5

## 14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Laguna Beach .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
Orange County Government.....	1	2	3	4	5

## 15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Laguna Beach to someone who asks.....	1	2	3	4	5
Remain in Laguna Beach for the next five years .....	1	2	3	4	5

## 16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

17. Have you had any in-person or phone contact with an employee of the City of Laguna Beach Fire Department within the last 12 months?

- No → Go to Question 19     
  Yes → Go to Question 18     
  Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Laguna Beach Fire Department?

- Excellent     
  Good     
  Fair     
  Poor     
  Don't know

19. Have you had any in-person, phone or email contact with an employee of the City of Laguna Beach within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 21     
  Yes → Go to Question 20

20. What was your impression of the employee(s) of the City of Laguna Beach in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Laguna Beach government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Laguna Beach.....	1	2	3	4	5
The overall direction that Laguna Beach is taking.....	1	2	3	4	5
The job Laguna Beach government does at welcoming citizen involvement.....	1	2	3	4	5

22. Please check the response that comes closest to your opinion for each of the following questions:

a. Have you accessed the City's Web site ([www.lagunabeachcity.net](http://www.lagunabeachcity.net)) in the last 12 months?

- No → Go to Question 22c     
  Yes → Go to Question 22b

b. If yes, how would you rate the quality of the Web site in meeting your needs?

- Excellent  
 Good  
 Fair  
 Poor

c. How important, if at all, is it to you to be able to use the internet to do business with the City such as renew licenses and permits, and access general City information?

- Essential  
 Very Important  
 Somewhat important  
 Not at all important

d. Please indicate how likely or unlikely you would be to use the following potential methods of communication from the City regarding significant projects or community events:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Email from the City.....	1	2	3	4	5
The City's Web site ( <a href="http://www.lagunabeachcity.net">www.lagunabeachcity.net</a> ).....	1	2	3	4	5
City Facebook page.....	1	2	3	4	5
City Twitter feed.....	1	2	3	4	5
Text messages from the City.....	1	2	3	4	5
Mail from the City.....	1	2	3	4	5

# The City of Laguna Beach 2012 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Laguna Beach?**

- Less than 2 years     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 to \$2,999 per month
- \$3,000 to \$3,499 per month
- \$3,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No                             Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                             Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 to \$249,999
- \$250,000 to \$299,999
- \$300,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. In which category is your age?**

- 18-24 years             55-64 years
- 25-34 years             65-74 years
- 35-44 years             75 years or older
- 45-54 years

**D13. What is your sex?**

- Female                     Male

**D14. Are you registered to vote in your jurisdiction?**

- No                             Ineligible to vote
- Yes                             Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                             Ineligible to vote
- Yes                             Don't know

**D16. Do you have a cell phone?**

- No                             Yes

**D17. Do you have a land line at home?**

- No                             Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                             Land line                     Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City Manager's Office

City of Laguna Beach  
505 Forest Avenue  
Laguna Beach, CA 92651-2394

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO.94

