

Laguna Beach, CA

The National Business Survey

Report of Results
2021

Report by:



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About The NBS™

The National Business Survey™ (The NBS) gives local businesses the opportunity to provide feedback about the community characteristics and local government services that help support the local economy. It was developed by the survey experts from National Research Center (NRC) at Polco.

Great communities are partnerships of the government, businesses in the private sector, community-based organizations, and residents, all geographically connected. With this report, the City of Laguna Beach gains an important perspective from its businesses across six core indicators of the business environment in the community:

- Community amenities
- Business climate
- Employment opportunities and workforce support
- Workforce readiness
- Business growth
- Governance



This report provides the opinions of 186 business owners and managers of the City of Laguna Beach. Because the survey was intended to be taken by all businesses in the community, no traditional margin of error was calculated. However, because not all businesses responded, NRC recommends using plus or minus ten percentage points as the “range of uncertainty” around any given percent reported for the City as a whole. The full description of methods used to gather these opinions can be found in the “Methods” tab. No statistical weighting was performed.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good and very safe/somewhat safe, etc.). 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 the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Positive Scored Response	Neutral Scored Response	Negative Scored Response
Excellent, good	Fair	Poor
Very likely, somewhat likely	Somewhat unlikely	Very unlikely
Very positive, somewhat positive	Neutral	Somewhat negative, very negative
Yes	---	No
Very safe, somewhat safe	Neither safe nor unsafe	Somewhat unsafe, very unsafe
Excellent, very good, good	Fair	Poor
Several times a day, once a day, a few times a week	Every few weeks	Less often or never
Strongly support, somewhat support	---	Somewhat oppose, strongly oppose

Comparisons to benchmarks

NRC's database of comparative business opinion is comprised of business perspectives gathered in surveys from communities whose business owners and/or managers evaluated the same kinds of topics on The National Business Survey. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. Comparisons are made to the entire database. Ratings are compared when there are at least five communities in which a similar question was asked. In each tab, Laguna Beach's results are noted as being "higher" than the benchmark, "lower" than the benchmark, or "similar" to the benchmark, meaning that the average rating given by Laguna Beach business owners and managers is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Laguna Beach's average rating for a particular item was more than five points different than the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City's 2021 ratings compare to other communities' ratings from the past five years.

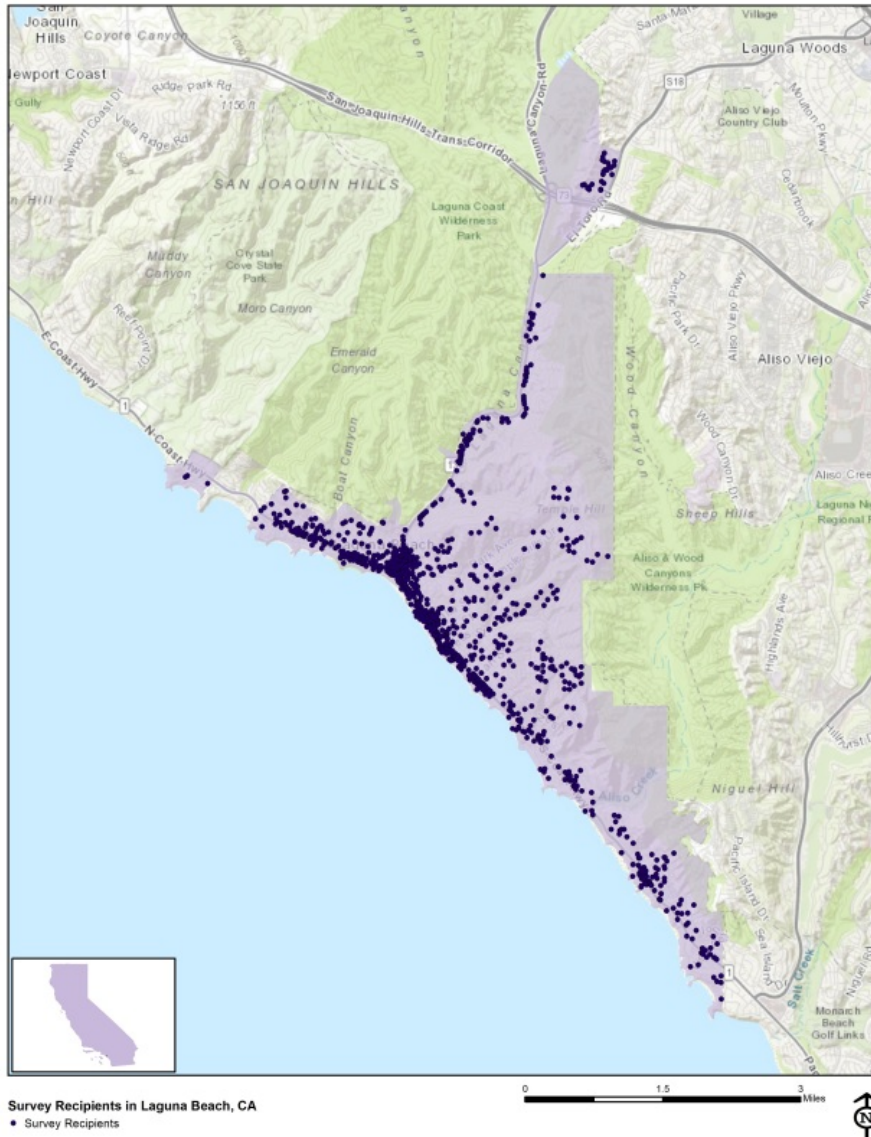
Methods

The National Business Survey was developed to provide communities an accurate, affordable and easy way to assess and local business owners' and managers' perspectives about the economic environment of a community or district. Standardization of common questions and survey methods provide the rigor to assure valid results.

Selecting survey recipients

All private sector businesses within the City of Laguna Beach were eligible to participate in the survey. A list of all businesses within the zip codes serving Laguna Beach was purchased from InfoUSA. Each location was mapped and compared to the most current boundary file for the jurisdiction and business addresses located outside of Laguna Beach were removed from consideration. A total of 2,440 businesses were identified as being within the city limits of Laguna Beach.

Map of survey recipients



Conducting the survey

The 2,440 selected businesses received mailings beginning on November 19, 2022 and the survey remained open for eight weeks. The first mailing was a postcard inviting the business owner or manager to participate in the survey. The next mailing contained an invitation letter with instructions, followed by a reminder postcard. All mailings included a web link for respondents to complete the survey online.

About 5% of the 2,440 mailed invitations were returned because the business address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,307 businesses that received the invitations to participate, 186 completed the survey, providing an overall response rate of 8%. The response rate was calculated using AAPOR's response rate

#2* for mailed surveys of unnamed persons. ..

Analyzing the survey

Responses from the surveys completed on Polco were downloaded. Range checks as well as others forms of quality control were also performed. No statistical weighting was performed. No adjustments were made for design effects.

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, and essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

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 the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Laguna Beach funded this research. Please contact Jeremy Frimond of the City of Laguna Beach at jfrimond@lagunabeachcity.net if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at <https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

Highlights

Survey participants tended to be Laguna Beach residents with a long history of business ownership and/or management in the community.

About three-quarters of survey respondents to the Laguna Beach Business Survey indicated that their primary residence was located in Laguna Beach. About 7 in 10 were owners or managers of businesses that had been located in the city for more than 10 years, with an additional 1 in 10 having been located in Laguna Beach for either 1-5 years or 6-10 years. About 7 in 10 of the businesses represented were brick-and-mortar, while the remaining 3 in 10 were home-based. About half of the respondents represented a woman-owned business enterprise and 1 in 10 represented a minority-owned business enterprise. About 9 in 10 of the respondent businesses were classified as small businesses (having between 1-49 employees).

Laguna Beach's businesses report overall a high quality of community, with unique challenges.

Laguna Beach business owners' and managers' ratings of the community reflect the nature of the city as a tourism destination and a highly desirable place to visit. About 9 in 10 survey respondents gave excellent or good ratings to the overall quality of life, overall quality of the natural environment, and opportunities to attend cultural/arts/music activities in Laguna Beach, as well as the city as a place to visit. About 8 in 10 business owners gave favorable marks to opportunities for tourism, the quality of restaurants and places to eat, quality of service establishments, and public places where people want to spend time. These ratings were similar to or higher than the national averages. However, respondents also expressed difficulty with running their businesses: about three-quarters of business owners planned to keep their business in Laguna Beach for the next five years or would recommend working in the city to someone who asked, and about half gave positive ratings to Laguna Beach as a place to do business, 3 in 10 reported a neutral position, and 2 in 10 gave a negative rating to this item.

While Laguna Beach is considered a desirable place to work with good public and higher education opportunities, affordable housing options, workplace parking, and affordable childcare options limit supporting a full workforce.

About 8 in 10 business owners or managers rated Laguna Beach as an excellent or good place to work, and about three-quarters of respondents or more positively rated the quality of the public school system at producing college-ready and career-ready graduates as well as access to higher education. However, the biggest challenges reported by respondents to finding good job applicants were the cost of living and lack of affordable housing for people who work in the city, with roughly 1 in 10 giving each of these positive scores, 2 in 10 reporting as neutral, and 7 in 10 reporting negatively. The variety of housing options for local workers, ease of parking at workplaces, affordability of childcare, and availability of jobs that pay a livable wage also emerged as challenges.

City services received mixed reviews from business owners, and opportunities exist for local government to better support the business community.

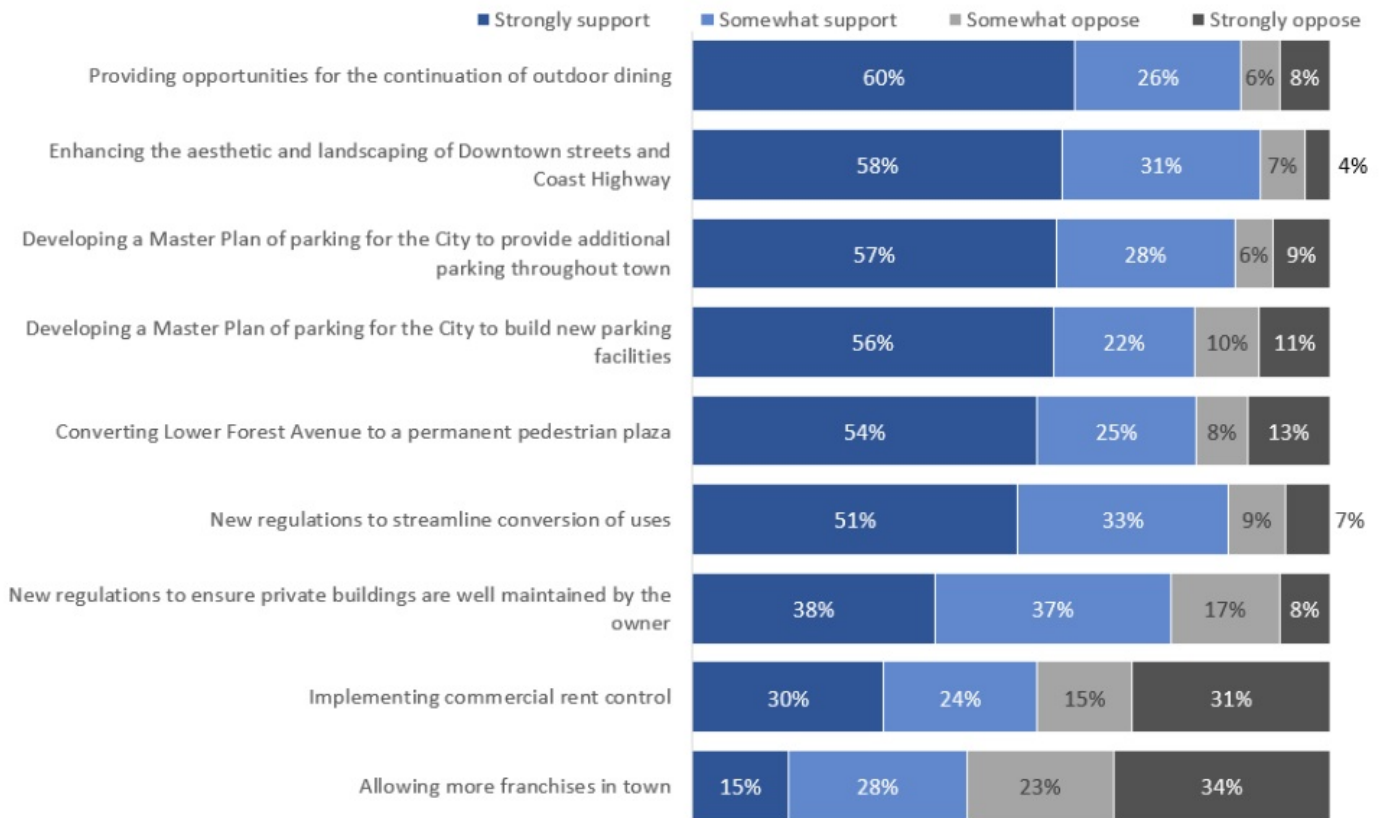
About three-quarters or more of the business owners and managers responding to the survey positively scored local City services such as fire (92% positive/3% neutral/2% negative), police (92% excellent/5% neutral/3% negative), crime prevention (79% positive/15% neutral/6% negative), customer service by City employees (77% positive/15% neutral/7% negative), and City-sponsored special events (77% positive/19% neutral/4% negative). These ratings were similar to or higher than those given by business owners and managers in other communities across the U.S. However, a number of other City services of particular impact to the business community, such as those involving traffic flow, car travel, and public parking (about 2 in 10 positive/4 in 10 neutral/4 in 10 negative), economic development, and building permits/inspections (about 3 in 10 positive/4 in 10 neutral/3 in 10 negative), received lower-than-average ratings. Further, ratings of public trust for areas such as overall direction, being honest, and the value of services for taxes paid also received ratings that were lower than the national benchmarks, with most ratings around 4 in 10 positive/4 in 10 neutral/2 in 10 negative. Finally, ratings for the job City government does at retaining existing businesses, attracting new businesses, and supporting or creating new jobs, with about 2 in 10 positive/4 in 10 neutral/4 in 10 negative, were lower than the benchmarks.

Business owners expressed strong opinions regarding City initiatives that could impact them.

In a custom question unique to the Laguna Beach survey, respondents were asked to indicate their level of support for or opposition to a series of possible City initiatives (see chart below for more detail):

- Majority support for enhancing the aesthetic and landscaping of Downtown streets and Coast Highway (89% support)
- Majority support for providing opportunities for the continuation of outdoor dining (86% support)
- Majority support for converting Lower Forest Avenue to a permanent pedestrian plaza (79% support)
- Majority support for developing a Master Plan of parking for the City:
 - o To provide additional parking throughout town (85% support)
 - o To build new parking facilities (78% support)
- Majority support for implementing new regulations to streamline conversion of uses (84% support)
- Majority support to implement new regulations to ensure private buildings are well-maintained by the owner (75% support)
- Mixed support for implementing commercial rent control (54% support)
- Majority opposition to allow more franchises in town (43% support)

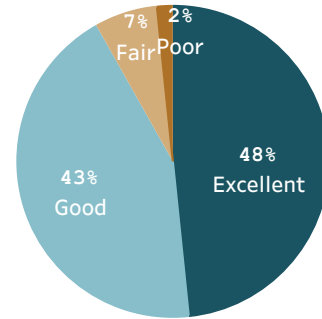
Please rate your level of support for each of the following City of Laguna Beach initiatives:



Quality of life

A community with an excellent quality of life for those who live and work there will be appealing to those wanting to start a new business and is important in attracting and retaining good employees. A highly livable community is attractive, accessible, and welcoming to all.

The overall quality of life in Laguna Beach



Please rate each of the following aspects of quality of life in Laguna Beach. (% excellent or good)

		vs. benchmark*
The overall quality of life in Laguna Beach	92%	Similar
Laguna Beach as a place for older adults	83%	Higher
Laguna Beach as a place for children and families	82%	
Laguna Beach as a place for young adults	61%	

Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)

Recommend living in Laguna Beach to someone who asks	77%
--	-----

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Facets of livability

Characteristics such as natural amenities, safety, and design ensure a community is attractive to businesses, their employees, and the residents they serve. Communities that invest in their natural, social, and built environment foster strong economies where people want to live, visit, and spend time.



Please rate each of the following characteristics as they relate to Laguna Beach as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of natural environment in Laguna Beach	95%	Higher
Overall opportunities for education, culture, and the arts	90%	Higher
Overall health and wellness opportunities in Laguna Beach	89%	Similar
Overall quality of parks and recreation opportunities	88%	
Overall feeling of safety in Laguna Beach	85%	Similar
Residents' connection and engagement with their community	77%	Higher
Overall economic health of Laguna Beach	70%	Lower
Overall design or layout of Laguna Beach's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	59%	Lower
Overall quality of the utility infrastructure in Laguna Beach (water, sewer, storm water, electric, gas)	53%	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Laguna Beach	50%	Lower

Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In Laguna Beach's commercial areas during the day	91%	Similar
In Laguna Beach's commercial areas after dark	77%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Community amenities

When businesses choose where to locate and think about the potential for growth, they are highly influenced by community infrastructure, local markets, and the quality of amenities that may help attract and retain employees.

Please rate each of the following aspects of quality of life in Laguna Beach.
(% excellent or good)

		vs. benchmark*
Laguna Beach as a place to visit	92%	Higher
Overall image or reputation of Laguna Beach	84%	Similar

Please rate each of the following in the Laguna Beach community.
(% excellent or good)

Opportunities to attend cultural/arts/music activities	88%	
Cleanliness of Laguna Beach	83%	Similar
Historical preservation in Laguna Beach	81%	
Public places where people want to spend time	80%	Similar
Overall appearance of Laguna Beach	75%	Lower
Hotel and lodging options	73%	
Quality of internet connection	45%	
Coverage of internet connection	43%	

Please rate each of the following in the Laguna Beach community.
(% excellent or good)

Opportunities for tourism	83%
Quality of restaurants and places to eat	83%
Quality of service establishments (e.g., salons, dry cleaners, etc.)	79%
Variety of restaurants and places to eat	70%
Variety of service establishments (e.g., salons, dry cleaners, etc.)	63%

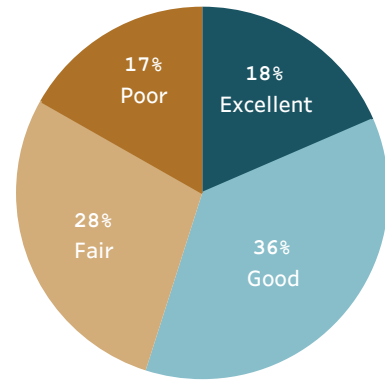
Quality of shopping opportunities	55%	Lower
Vibrancy of downtown/commercial areas	52%	Lower
Overall quality of commercial development in Laguna Beach	50%	Lower
Variety of shopping opportunities	42%	
Overall opportunity for business growth and expansion	34%	

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Laguna Beach as a place to do business

Business climate

A strong business climate can be described as one in which it is easy for businesses to start and thrive. Such climates can improve the local economy, increase employment and wages, and provide additional tax revenues to support community livability.



Please rate each of the following aspects of quality of life in Laguna Beach. (% excellent or good)

		vs. benchmark*
Laguna Beach as a place to do business	55%	Lower

Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)

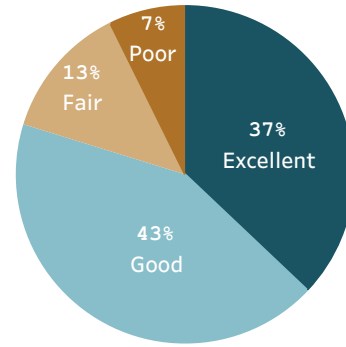
Keep your business in Laguna Beach for the next five years	77%	Lower
Recommend working in Laguna Beach to someone who asks	74%	
Recommend operating a business in Laguna Beach to someone who asks	51%	Lower

Please rate the job the Laguna Beach government does: (% excellent or good)

Communicating during City construction (e.g., streets, utilities, etc.)	70%	
Informing businesses of community issues and values	59%	Similar
Welcoming business involvement	38%	Lower
Retaining existing businesses	28%	Lower
Attracting new businesses	21%	Lower
Supporting or creating new jobs	21%	Lower

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of services provided by Laguna Beach as a place to work



Workforce support

Offering quality employment opportunities and the support needed for residents to successfully access that work are critical for a healthy and resilient local economy.

Please rate each of the following aspects of quality of life in Laguna Beach. (% excellent or good)

		vs. benchmark*
Laguna Beach as a place to work	80%	Lower

Please rate each of the following in the Laguna Beach community. (% excellent or good)

Quality of employment opportunities	45%	Lower
Variety of employment opportunities	36%	
Availability of jobs that pay a livable wage	23%	

Thinking about Laguna Beach’s workforce, please rate each of the following characteristics as they relate to Laguna Beach. (% excellent or good)

Quality of childcare	51%	
Variety of transportation options for people who work in Laguna Beach	37%	
Affordability of childcare	25%	
Ease of parking at workplaces	19%	
Variety of housing options for people who work in Laguna Beach	15%	Lower
Cost of living in Laguna Beach	9%	
Affordability of housing for people who work in Laguna Beach	7%	

Please rate each of the following characteristics as they relate to Laguna Beach as a place to develop job and workforce skills. (% excellent or good)

The quality of the public school system at producing graduates who are college-ready	85%
Access to institutions of higher education (colleges, universities)	78%
The quality of the public school system at producing graduates who are career-ready	73%

Overall quality of education/training opportunities in your community	53%	
Access to trade schools	39%	
Variety of education/training opportunities to build work skills	37%	Lower
Affordability of education/training opportunities to build work skills	36%	

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Workforce readiness

Workforce readiness is the measure of how well a community’s employees’ education and skill levels align with current and future labor market needs. Growing the economy, jobs, and wages often requires an investment in training programs as well as community partnerships to help support residents as they seek to find new employment opportunities.

Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following.
 (% fully or mostly) vs. benchmark*

The skills needed	75%
The educational qualifications	70%

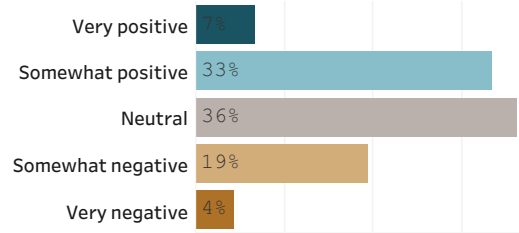
How much of a challenge, if at all, are the following to finding good employees in your community today?
 (% major or moderate challenge)

Cost of living	80%
Lack of affordable, quality housing	68%
Too many under-qualified employees/applicants	51%
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	32%
Lack of affordable, reliable public transportation	30%
Lack of childcare opportunities	24%
Lack of trade schools and other adult training programs	22%
Too many overqualified employees/applicants	18%
Lack of quality public schools	12%
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish)	9%
Lack of higher education opportunities (e.g., universities, colleges)	9%
Too few applicants/employees who speak a language other than English (e.g., cannot speak English)	9%
Too many workers without a high school degree or equivalent	8%
Failed drug tests	3%

Business Growth

Growth is a key indicator of both company- and community-level economic health.

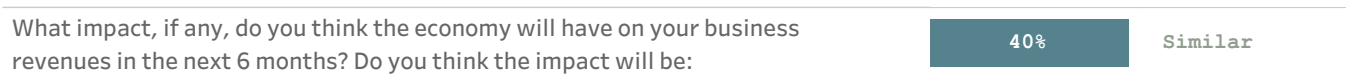
What impact, if any, do you think the economy will have on your business revenues in the next 6 months?



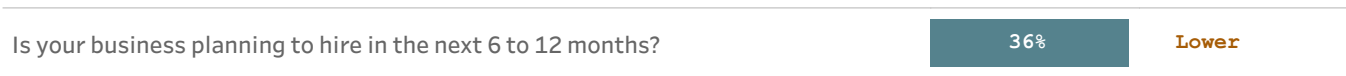
Please rate the amount of growth in your company:
(% large or small increase)



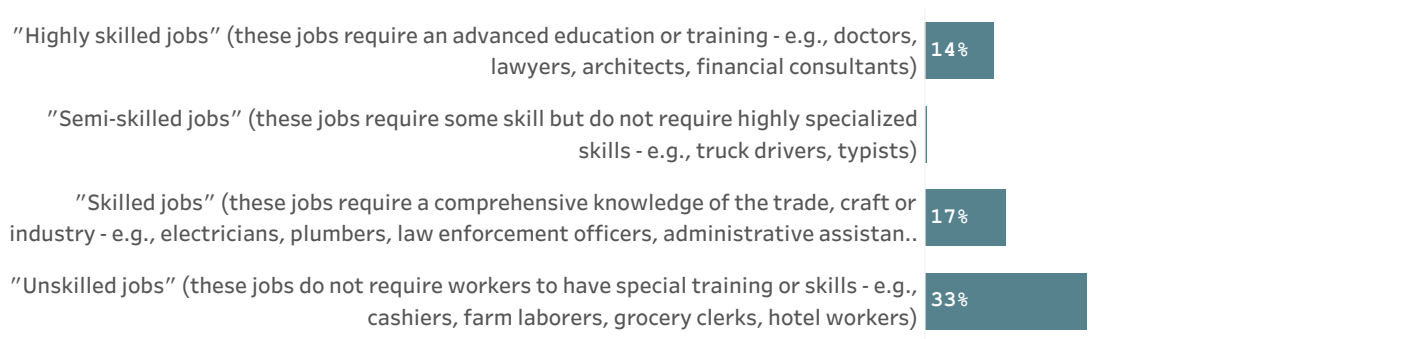
What impact, if any, do you think the economy will have on your business revenues in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)



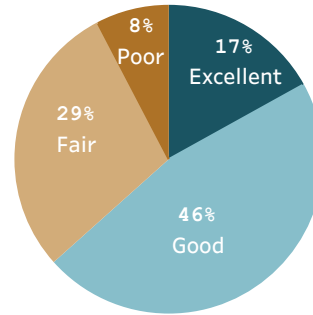
Is your business planning to hire in the next 6 to 12 months?
(% yes or not sure)



If you said "yes" or "not sure" to question 15 above, what types of jobs might you be adding? (Please check "yes" for all that apply.)
(% yes)



Overall quality of services provided by The City of Laguna Beach



Governance

The overall quality of the services provided by the local government, as well as the manner in which these services are delivered, form the backbone for the community in which economies prosper.

Please rate the quality of each of the following services in Laguna Beach. (% excellent or good)

		vs. benchmark*
Fire services	95%	Similar
Police services	92%	Similar
Garbage collection	87%	Similar
Crime prevention	81%	Similar
Recycling	81%	Similar
Overall customer service by Laguna Beach employees (police, receptionists, planners, etc.)	79%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	78%	Similar
City-sponsored special events	77%	Higher
Street cleaning	72%	Similar
Traffic enforcement	70%	Lower
Power (electric and/or gas) utility	67%	Lower
Street lighting	65%	Lower
Ease of walking in Laguna Beach (path/sidewalk connectivity, etc.)	63%	Similar
Storm drainage	63%	Lower
Utility billing	62%	Lower
Bus or transit services	62%	Higher
Public information services	60%	Lower
Street repair	59%	Similar
Sidewalk maintenance	51%	Lower
Code enforcement (weeds, signs, etc.)	45%	Lower

Land use, planning, and zoning	40%	Lower
Traffic management during construction	39%	
Economic development	33%	Lower
Building permits and inspections	32%	Lower
Traffic flow on major streets	26%	Lower
Ease of travel by car in Laguna Beach	26%	Lower
Ease of travel by bicycle in Laguna Beach	24%	Lower
Amount of public parking in commercial areas	23%	Lower

Overall, how would you rate the quality of the services provided by each of the following?
 (% excellent or good)

The City of Laguna Beach	64%	Lower
The Federal Government	34%	Lower

Please rate the following categories of Laguna Beach government performance.
 (% excellent or good)





























The value of services for the taxes paid to Laguna Beach	51%	Lower
Being honest	44%	Lower
Generally acting in the best interest of the community	41%	Lower
The overall direction that Laguna Beach is taking	41%	Lower
Overall confidence in Laguna Beach government	41%	Lower

* The percentage of positive responses is shown. Positive responses may differ by question (e.g. excellent/good, or very likely/somewhat likely).

** Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter below.

Please rate your level of support for each of the following City of Laguna Beach initiatives:		Include "don't know" No	
Converting Lower Forest Avenue to a permanent pedestrian plaza	Strongly support		54%
	Somewhat support		25%
	Somewhat oppose		8%
	Strongly oppose		13%
Developing a Master Plan of parking for the City to: Build new parking facilities	Strongly support		56%
	Somewhat support		22%
	Somewhat oppose		10%
	Strongly oppose		11%
Developing a Master Plan of parking for the City to: Provide additional parking throughout town	Strongly support		57%
	Somewhat support		28%
	Somewhat oppose		6%
	Strongly oppose		9%
Implementing commercial rent control	Strongly support		30%
	Somewhat support		24%
	Somewhat oppose		15%
	Strongly oppose		31%
Enhancing the aesthetic and landscaping of Downtown streets and Coast Highway	Strongly support		58%
	Somewhat support		31%
	Somewhat oppose		7%
	Strongly oppose		4%
New regulations to ensure private buildings are well maintained by the owner	Strongly support		38%
	Somewhat support		37%
	Somewhat oppose		17%
	Strongly oppose		8%
New regulations to streamline conversion of uses	Strongly support		51%
	Somewhat support		33%
	Somewhat oppose		9%
	Strongly oppose		7%



National benchmark tables

This table contains the comparisons of Laguna Beach’s results to those from other communities. The first column shows the comparison of Laguna Beach’s rating to the benchmark. Laguna Beach’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Laguna Beach residents is statistically similar to or different than the benchmark. The second column is Laguna Beach’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Laguna Beach’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Laguna Beach’s result -- that is what percent of surveyed communities had a lower rating than Laguna Beach.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Laguna Beach.	Laguna Beach as a place to work	Lower	80%	14	16	3
	Laguna Beach as a place to visit	Higher	92%	4	10	7
	Laguna Beach as a place to do business	Lower	55%	14	17	4
	The overall quality of life in Laguna Beach	Similar	92%	6	17	12
	Laguna Beach as a place for older adults	Higher	83%	4	14	11
	Overall image or reputation of Laguna Beach	Similar	84%	8	15	8
Please rate each of the following characteristics as they relate to Laguna Beach as a whole.	Overall economic health of Laguna Beach	Lower	70%	13	17	5
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Laguna Beach	Lower	50%	8	10	3
	Overall design or layout of Laguna Beach’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Lower	59%	9	10	2
	Overall feeling of safety in Laguna Beach	Similar	85%	8	10	3
	Overall quality of natural environment in Laguna Beach	Higher	95%	2	12	11
	Overall health and wellness opportunities in Laguna Beach	Similar	89%	4	10	7
	Overall opportunities for education, culture, and the arts	Higher	90%	5	12	8
	Residents’ connection and engagement with their community	Higher	77%	3	10	8
Please indicate how likely or unlikely you are to do each of the following.	Recommend operating a business in Laguna Beach to someone who asks	Lower	51%	13	13	1
	Keep your business in Laguna Beach for the next five years	Lower	77%	17	17	1
Please rate how safe or unsafe you feel:	In Laguna Beach’s commercial areas during the day	Similar	91%	11	13	3
	In Laguna Beach’s commercial areas after dark	Similar	77%	6	13	8
Please rate each of the following in the Laguna Beach community.	Cleanliness of Laguna Beach	Similar	83%	13	15	3
	Overall appearance of Laguna Beach	Lower	75%	13	16	4
	Vibrancy of downtown/commercial areas	Lower	52%	10	10	1
































Please rate each of the following in the Laguna Beach community.	Overall quality of commercial development in Laguna Beach	Lower	50%	15	16	2
	Public places where people want to spend time	Similar	80%	5	10	6
	Quality of shopping opportunities	Lower	55%	14	15	2
	Quality of employment opportunities	Lower	45%	13	15	3
Thinking about Laguna Beach's workforce, please..	Variety of housing options for people who work in Laguna Beach	Lower	15%	15	15	1
Please rate each of the following characteristics ..	Variety of education/training opportunities to build work skills	Lower	37%	11	11	1
Please rate the quality of each of the following services in Laguna Beach.	Police services	Similar	92%	5	15	11
	Fire services	Similar	95%	10	15	6
	Crime prevention	Similar	81%	8	14	7
	Traffic enforcement	Lower	70%	13	16	4
	Street repair	Similar	59%	7	15	9
	Street cleaning	Similar	72%	11	15	5
	Street lighting	Lower	65%	12	14	3
	Sidewalk maintenance	Lower	51%	12	14	3
	Bus or transit services	Higher	62%	6	11	6
	Traffic flow on major streets	Lower	26%	14	15	2
	Amount of public parking in commercial areas	Lower	23%	13	15	3
	Ease of travel by car in Laguna Beach	Lower	26%	16	16	1
	Ease of travel by bicycle in Laguna Beach	Lower	24%	15	15	1
	Ease of walking in Laguna Beach (path/sidewalk connectivity, etc.)	Similar	63%	10	16	7
	Garbage collection	Similar	87%	6	11	6
	Recycling	Similar	81%	5	12	8
	Storm drainage	Lower	63%	12	14	3
	Power (electric and/or gas) utility	Lower	67%	9	10	2
	Utility billing	Lower	62%	10	12	3
	Land use, planning, and zoning	Lower	40%	13	15	3
	Building permits and inspections	Lower	32%	16	16	1
	Code enforcement (weeds, signs, etc.)	Lower	45%	13	16	4
	Economic development	Lower	33%	14	15	2
	Public information services	Lower	60%	12	14	3
































Please rate the quality of each of the following services in Laguna Beach.	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	78%	5	11	7
	City-sponsored special events	Higher	77%	5	11	7
	Overall customer service by Laguna Beach employees (police, receptionists, planners, etc.)	Similar	79%	11	16	6
Overall, how would you rate the quality of the services provided by each ..	The City of Laguna Beach	Lower	64%	14	16	3
	The Federal Government	Lower	34%	11	12	2
Please rate the following categories of Laguna Beach government performance.	The value of services for the taxes paid to Laguna Beach	Lower	51%	11	14	4
	The overall direction that Laguna Beach is taking	Lower	41%	15	16	2
	Overall confidence in Laguna Beach government	Lower	41%	10	10	1
	Generally acting in the best interest of the community	Lower	41%	11	11	1
	Being honest	Lower	44%	10	10	1
Please rate the job the Laguna Beach government does:	Informing businesses of community issues and values	Similar	59%	9	14	6
	Welcoming business involvement	Lower	38%	13	14	2
	Retaining existing businesses	Lower	28%	10	10	1
	Attracting new businesses	Lower	21%	11	12	2
	Supporting or creating new jobs	Lower	21%	10	11	2
	What impact, if any, do you think the economy will have on your business revenues in the next 6 months? Do you think the impact will b..	Similar	40%	6	11	6
	Is your business planning to hire in the next 6 to 12 months?	Lower	36%	11	12	2
































Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "Don't know" responses are excluded, but may be added to the table using the response filter to the right. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.






























Please rate each of the following aspects of quality of life in Laguna Beach.	Question	Response	Frequency	
			Count	Percentage
Laguna Beach as a place to work	Laguna Beach as a place to work	Excellent	10	37%
		Good	13	43%
		Fair	4	13%
		Poor	1	7%
Laguna Beach as a place to visit	Laguna Beach as a place to visit	Excellent	19	61%
		Good	10	31%
		Fair	2	7%
		Poor	0	1%
Laguna Beach as a place to do business	Laguna Beach as a place to do business	Excellent	6	18%
		Good	11	36%
		Fair	9	28%
		Poor	5	17%
The overall quality of life in Laguna Beach	The overall quality of life in Laguna Beach	Excellent	15	48%
		Good	14	43%
		Fair	2	7%
		Poor	0	2%
Laguna Beach as a place for children and families	Laguna Beach as a place for children and families	Excellent	13	40%
		Good	13	40%
		Fair	5	17%
		Poor	1	3%
Laguna Beach as a place for older adults	Laguna Beach as a place for older adults	Excellent	12	39%
		Good	14	44%
		Fair	4	14%
		Poor	1	3%
Laguna Beach as a place for young adults	Laguna Beach as a place for young adults	Excellent	8	25%
		Good	11	35%
		Fair	8	25%
		Poor	5	15%

Please rate each of the following aspects of quality of life in Laguna Beach.	Overall image or reputation of Laguna Beach	Excellent		41%
		Good		43%
		Fair		13%
		Poor		4%
Please rate each of the following characteristics as they relate to Laguna Beach as a whole.	Overall economic health of Laguna Beach	Excellent		25%
		Good		44%
		Fair		23%
		Poor		8%
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Laguna Beach	Excellent		14%
		Good		37%
		Fair		29%
		Poor		21%
	Overall design or layout of Laguna Beach's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Excellent		15%
		Good		44%
		Fair		31%
		Poor		9%
Overall quality of the utility infrastructure in Laguna Beach (water, sewer, storm water, electric, gas)	Excellent		12%	
	Good		41%	
	Fair		28%	
	Poor		18%	
Overall feeling of safety in Laguna Beach	Excellent		37%	
	Good		47%	
	Fair		11%	
	Poor		5%	
Overall quality of natural environment in Laguna Beach	Excellent		61%	
	Good		34%	
	Fair		4%	
	Poor		1%	
Overall quality of parks and recreation opportunities	Excellent		50%	
	Good		38%	
	Fair		11%	
































Please rate each of the following characteristics as they relate to Laguna Beach as a whole.	Overall quality of parks and recreation opportunities	Poor		1%	
	Overall health and wellness opportunities in Laguna Beach	Excellent		41%	
		Good		47%	
		Fair		9%	
		Poor		3%	
	Overall opportunities for education, culture, and the arts	Excellent		53%	
		Good		37%	
		Fair		8%	
		Poor		1%	
	Residents' connection and engagement with their community	Excellent		33%	
		Good		43%	
		Fair		19%	
		Poor		5%	
	Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Laguna Beach to someone who asks	Very likely		44%
			Somewhat likely		33%
			Somewhat unlikely		15%
Very unlikely				8%	
Recommend working in Laguna Beach to someone who asks		Very likely		31%	
		Somewhat likely		43%	
		Somewhat unlikely		16%	
		Very unlikely		10%	
Recommend operating a business in Laguna Beach to someone who asks		Very likely		14%	
		Somewhat likely		35%	
		Somewhat unlikely		27%	
		Very unlikely		23%	
Keep your business in Laguna Beach for the next five years		Very likely		49%	
		Somewhat likely		27%	
		Somewhat unlikely		15%	
		Very unlikely		9%	
Please rate how safe or unsafe you feel:	In Laguna Beach's commercial areas during the day	Very safe		67%	
		Somewhat safe		23%	
































Please rate how safe or unsafe you feel:	In Laguna Beach's commercial areas during the day	Neither safe nor unsafe		5%
		Somewhat unsafe		5%
		Very unsafe		1%
	In Laguna Beach's commercial areas after dark	Very safe		37%
		Somewhat safe		39%
		Neither safe nor unsafe		10%
Somewhat unsafe			12%	
Very unsafe			3%	
Please rate each of the following in the Laguna Beach community.	Cleanliness of Laguna Beach	Excellent		32%
		Good		51%
		Fair		12%
		Poor		5%
	Overall appearance of Laguna Beach	Excellent		37%
		Good		38%
		Fair		21%
		Poor		4%
	Vibrancy of downtown/commercial areas	Excellent		20%
		Good		31%
Fair			33%	
Poor			16%	
Overall quality of commercial development in Laguna Beach	Excellent		15%	
	Good		34%	
	Fair		28%	
	Poor		23%	
Overall opportunity for business growth and expansion	Excellent		12%	
	Good		21%	
	Fair		31%	
	Poor		35%	
Opportunities for tourism	Excellent		38%	
	Good		46%	
	Fair		14%	
































Please rate each of the following in the Laguna Beach community.

Opportunities for tourism	Poor		2%
Public places where people want to spend time	Excellent		38%
	Good		42%
	Fair		18%
	Poor		2%
Historical preservation in Laguna Beach	Excellent		27%
	Good		52%
	Fair		14%
	Poor		7%
Hotel and lodging options	Excellent		30%
	Good		43%
	Fair		22%
	Poor		5%
Opportunities to attend cultural/arts/music activities	Excellent		51%
	Good		38%
	Fair		10%
	Poor		1%
Quality of internet connection	Excellent		15%
	Good		30%
	Fair		34%
	Poor		22%
Coverage of internet connection	Excellent		13%
	Good		30%
	Fair		34%
	Poor		23%
Quality of shopping opportunities	Excellent		15%
	Good		39%
	Fair		30%
	Poor		16%
Variety of shopping opportunities	Excellent		13%
	Good		28%
































Please rate each of the following in the Laguna Beach community.
































Variety of shopping opportunities	Fair		38%
	Poor		21%
Quality of restaurants and places to eat	Excellent		35%
	Good		48%
	Fair		12%
	Poor		5%
Variety of restaurants and places to eat	Excellent		29%
	Good		40%
	Fair		22%
	Poor		8%
Quality of service establishments (e.g., salons, dry cleaners, etc.)	Excellent		18%
	Good		61%
	Fair		16%
	Poor		5%
Variety of service establishments (e.g., salons, dry cleaners, etc.)	Excellent		16%
	Good		45%
	Fair		31%
	Poor		7%
Quality of employment opportunities	Excellent		9%
	Good		35%
	Fair		38%
	Poor		18%
Variety of employment opportunities	Excellent		8%
	Good		27%
	Fair		46%
	Poor		20%
Availability of jobs that pay a livable wage	Excellent		5%
	Good		17%
	Fair		37%
	Poor		40%
How much of a problem, if at all, are disruptive, nuisance or illegal behaviors (e.g., littering,	Major problem		19%

	How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?	Moderate problem		28%
		Minor problem		34%
		Not at all a problem		19%
Thinking about Laguna Beach’s workforce, please rate each of the following characteristics as they relate to Laguna Beach.	Variety of housing options for people who work in Laguna Beach	Excellent		3%
		Good		11%
		Fair		27%
		Poor		58%
	Affordability of housing for people who work in Laguna Beach	Excellent		2%
		Good		4%
		Fair		21%
		Poor		73%
	Cost of living in Laguna Beach	Excellent		2%
		Good		6%
		Fair		29%
		Poor		62%
Quality of childcare	Excellent		15%	
	Good		36%	
	Fair		33%	
	Poor		16%	
Affordability of childcare	Excellent		5%	
	Good		19%	
	Fair		34%	
	Poor		42%	
Variety of transportation options for people who work in Laguna Beach	Excellent		7%	
	Good		29%	
	Fair		39%	
	Poor		25%	
Ease of parking at workplaces	Excellent		5%	
	Good		14%	
	Fair		23%	
	Poor		58%	

Please rate each of the following characteristics as they relate to Laguna Beach as a place to develop job and workforce skills.	The quality of the public school system at producing graduates who are career-ready	Excellent		32%
		Good		39%
		Fair		21%
		Poor		8%
	The quality of the public school system at producing graduates who are college-ready	Excellent		45%
		Good		38%
		Fair		13%
		Poor		4%
	Access to institutions of higher education (colleges, universities)	Excellent		37%
		Good		40%
		Fair		17%
		Poor		6%
	Access to trade schools	Excellent		14%
		Good		24%
		Fair		33%
		Poor		29%
	Variety of education/training opportunities to build work skills	Excellent		14%
		Good		22%
		Fair		38%
		Poor		26%
	Affordability of education/training opportunities to build work skills	Excellent		14%
		Good		21%
		Fair		38%
		Poor		26%
	Overall quality of education/training opportunities in your community	Excellent		19%
		Good		33%
		Fair		31%
		Poor		17%
Please rate the quality of each of the following services in Laguna Beach.	Police services	Excellent		52%
		Good		40%
		Fair		5%
































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





























Police services	Poor		3%
Fire services	Excellent		68%
	Good		27%
	Fair		3%
	Poor		2%
Crime prevention	Excellent		31%
	Good		48%
	Fair		15%
	Poor		6%
Traffic enforcement	Excellent		25%
	Good		43%
	Fair		23%
	Poor		8%
Street repair	Excellent		19%
	Good		39%
	Fair		32%
	Poor		9%
Street cleaning	Excellent		25%
	Good		46%
	Fair		23%
	Poor		7%
Street lighting	Excellent		22%
	Good		42%
	Fair		24%
	Poor		11%
Sidewalk maintenance	Excellent		14%
	Good		35%
	Fair		37%
	Poor		14%
Bus or transit services	Excellent		18%
	Good		44%































Please rate the quality of each of the following services in Laguna Beach.			
Bus or transit services	Fair		31%
	Poor		7%
Traffic flow on major streets	Excellent		5%
	Good		22%
	Fair		39%
	Poor		35%
Amount of public parking in commercial areas	Excellent		2%
	Good		21%
	Fair		34%
	Poor		44%
Ease of travel by car in Laguna Beach	Excellent		5%
	Good		21%
	Fair		46%
	Poor		28%
Ease of travel by bicycle in Laguna Beach	Excellent		8%
	Good		16%
	Fair		32%
	Poor		45%
Ease of walking in Laguna Beach (path/sidewalk connectivity, etc.)	Excellent		26%
	Good		37%
	Fair		27%
	Poor		9%
Traffic management during construction	Excellent		9%
	Good		30%
	Fair		39%
	Poor		22%
Garbage collection	Excellent		31%
	Good		56%
	Fair		10%
	Poor		3%
Recycling	Excellent		22%

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

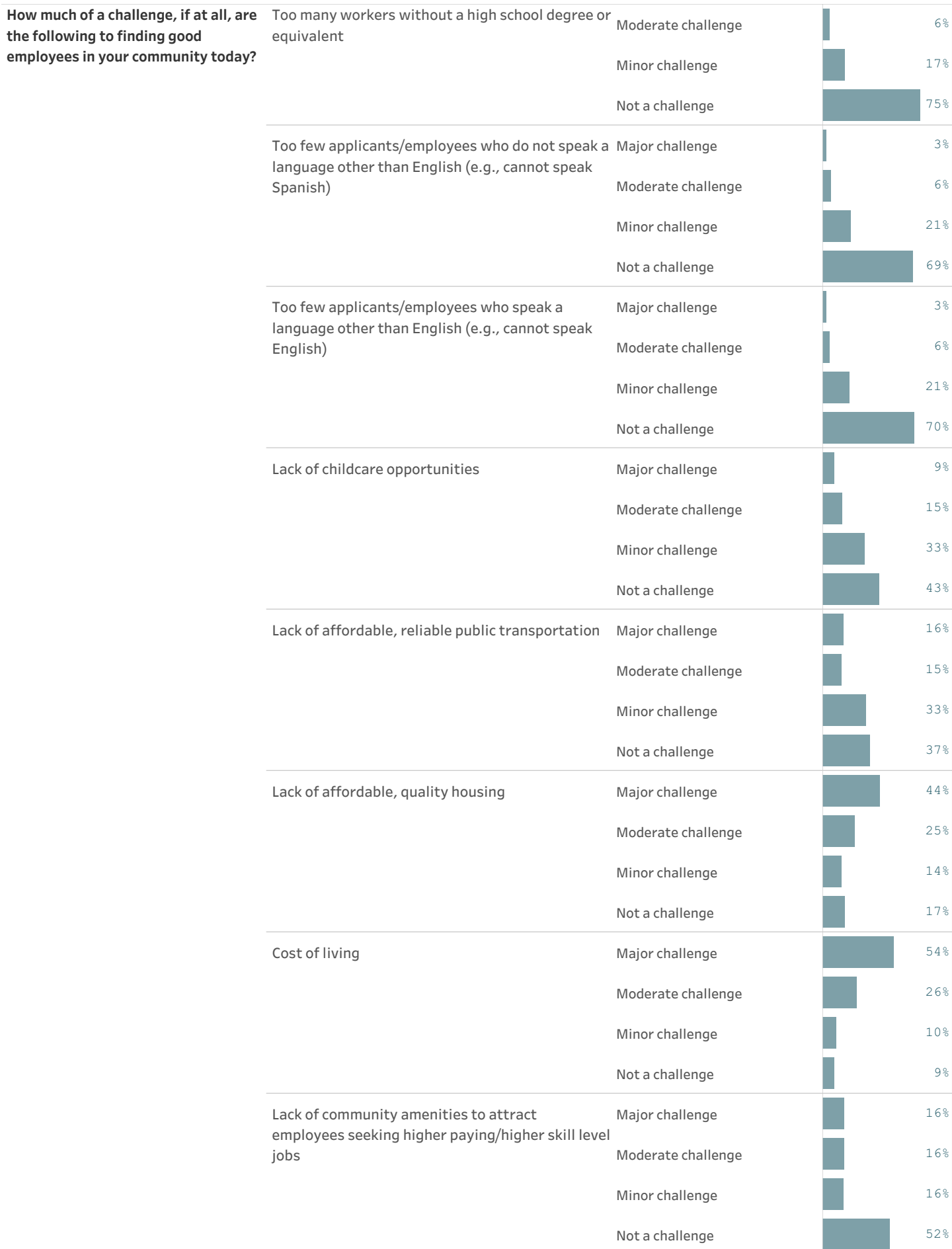

































Please rate the quality of each of the following services in Laguna Beach.	Public information services	Excellent		14%
		Good		46%
		Fair		34%
		Poor		6%
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		27%
		Good		50%
		Fair		20%
		Poor		3%
	City-sponsored special events	Excellent		26%
		Good		51%
		Fair		19%
		Poor		4%
	Overall customer service by Laguna Beach employees (police, receptionists, planners, etc.)	Excellent		26%
		Good		52%
		Fair		15%
		Poor		7%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Laguna Beach	Excellent		17%
		Good		46%
		Fair		29%
		Poor		8%
	The Federal Government	Excellent		5%
		Good		29%
		Fair		45%
		Poor		21%
Please rate the following categories of Laguna Beach government performance.	The value of services for the taxes paid to Laguna Beach	Excellent		6%
		Good		44%
		Fair		35%
		Poor		14%
	The overall direction that Laguna Beach is taking	Excellent		6%
		Good		34%
		Fair		34%

Please rate the following categories of Laguna Beach government performance.	The overall direction that Laguna Beach is taking	Poor		26%
	Overall confidence in Laguna Beach government	Excellent		6%
		Good		34%
		Fair		34%
		Poor		26%
	Generally acting in the best interest of the community	Excellent		8%
		Good		32%
		Fair		37%
		Poor		23%
	Being honest	Excellent		10%
		Good		34%
		Fair		34%
		Poor		22%
Please rate the job the Laguna Beach government does:	Informing businesses of community issues and values	Excellent		14%
		Good		45%
		Fair		30%
		Poor		11%
	Communicating during City construction (e.g., streets, utilities, etc.)	Excellent		17%
		Good		52%
		Fair		24%
		Poor		7%
	Welcoming business involvement	Excellent		11%
		Good		27%
		Fair		38%
		Poor		25%
	Retaining existing businesses	Excellent		8%
Good			20%	
Fair			37%	
Poor			36%	
Attracting new businesses	Excellent		5%	
	Good		16%	

Please rate the job the Laguna Beach government does:	Attracting new businesses	Fair		37%
		Poor		42%
	Supporting or creating new jobs	Excellent		4%
		Good		16%
		Fair		38%
		Poor		42%
Please rate the amount of growth in your company:	Over the PAST five years	Large increase		12%
		Small increase		40%
		No change		28%
		Small decrease		11%
		Large decrease		8%
	Expected in the NEXT five years	Large increase		11%
		Small increase		54%
		No change		26%
		Small decrease		8%
		Large decrease		1%
What impact, if any, do you think the economy will have on your business revenues in the next 6 months? Do you think the impact will be:	Very positive		7%	
	Somewhat positive		33%	
	Neutral		36%	
	Somewhat negative		19%	
	Very negative		4%	
Is your business planning to hire in the next 6 to 12 months?	No		46%	
	Yes		36%	
	Not sure		18%	
If you said "yes" or "not sure" to question 15 above, what types of jobs might you be adding? (Please check "yes" for all that apply.)	"Unskilled jobs" (these jobs do not require workers to have special training or skills - e.g., cashiers, farm laborers, grocery clerks, hotel wor..	Yes		33%
		No		67%
	"Semi-skilled jobs" (these jobs require some skil..	No		100%
	"Skilled jobs" (these jobs require a comprehensive knowledge of the trade, craft or industry - e.g., electricians, plumbers, law enforc..	Yes		17%
		No		83%
	"Highly skilled jobs" (these jobs require an advanced education or training - e.g., doctors, lawyers, architects, financial consultants)	Yes		14%
No			86%	







Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following.	The educational qualifications	Fully		31%
		Mostly		38%
		Somewhat		18%
		Slightly		6%
		Not at all		6%
	The skills needed	Fully		33%
		Mostly		42%
		Somewhat		17%
		Slightly		6%
		Not at all		3%
How much of a challenge, if at all, are the following to finding good employees in your community today?	Too many under-qualified employees/applicants	Major challenge		25%
		Moderate challenge		27%
		Minor challenge		22%
		Not a challenge		27%
	Too many overqualified employees/applicants	Major challenge		3%
		Moderate challenge		15%
		Minor challenge		14%
		Not a challenge		68%
	Lack of higher education opportunities (e.g., universities, colleges)	Major challenge		2%
		Moderate challenge		7%
		Minor challenge		18%
		Not a challenge		73%
	Lack of trade schools and other adult training programs	Major challenge		8%
		Moderate challenge		14%
		Minor challenge		22%
		Not a challenge		56%
	Lack of quality public schools	Major challenge		4%
		Moderate challenge		8%
		Minor challenge		9%
		Not a challenge		79%
Too many workers without a high school degree or equivalent	Major challenge		2%	



How much of a challenge, if at all, are the following to finding good employees in your community today?	Failed drug tests	Moderate challenge		3%
		Minor challenge		10%
		Not a challenge		87%
In which general area of the City is your business located?	North Laguna			17%
	Bluebird-Montage			8%
	Central/Village			45%
	Laguna Canyon			9%
	Top of the World			2%
	Arch Beach Heights			3%
	South Laguna			16%
Please rate your level of support for each of the following City of Laguna Beach initiatives:	Converting Lower Forest Avenue to a permanent pedestrian plaza	Strongly support		54%
		Somewhat support		25%
		Somewhat oppose		8%
		Strongly oppose		13%
	Developing a Master Plan of parking for the City to: Build new parking facilities	Strongly support		56%
		Somewhat support		22%
		Somewhat oppose		10%
		Strongly oppose		11%
	Developing a Master Plan of parking for the City to: Provide additional parking throughout town	Strongly support		57%
		Somewhat support		28%
		Somewhat oppose		6%
		Strongly oppose		9%
	Implementing commercial rent control	Strongly support		30%
		Somewhat support		24%
		Somewhat oppose		15%
		Strongly oppose		31%
Enhancing the aesthetic and landscaping of Downtown streets and Coast Highway	Strongly support		58%	
	Somewhat support		31%	
	Somewhat oppose		7%	
	Strongly oppose		4%	
New regulations to ensure private buildings are well-maintained by the owner	Strongly support		38%	

Please rate your level of support for each of the following City of Laguna Beach initiatives:			
New regulations to ensure private buildings are well maintained by the owner	Somewhat support		37%
	Somewhat oppose		17%
	Strongly oppose		8%
New regulations to streamline conversion of uses	Strongly support		51%
	Somewhat support		33%
	Somewhat oppose		9%
	Strongly oppose		7%
Allowing more franchises in town	Strongly support		15%
	Somewhat support		28%
	Somewhat oppose		23%
	Strongly oppose		34%
Providing opportunities for the continuation of outdoor dining	Strongly support		60%
	Somewhat support		26%
	Somewhat oppose		6%
	Strongly oppose		8%
As a business owner or manager, is your primary residence in Laguna Beach?	Yes		73%
	No		27%
Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)	Agriculture or farming		1%
	Arts, audio, video technology, and communications		8%
	Banking / financial services / credit unions		5%
	Business, industry, and trade associations		1%
	Construction		5%
	Education and training		1%
	Financial activities		2%
	Health care and health services		5%
	Information/media		1%
	Legal		3%
	Leisure and hospitality (travel, lodging, restaurants, bars, ent..)		12%
	Manufacturing		2%
	Marketing, sales and services		5%
	Non-profit charitable organization		6%

Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)	Other services (cleaning, dog walking, beauty, etc.)	2%	
	Professional and business services/consulting	15%	
	Shopping and retail	16%	
	Transportation and automotive services	1%	
	Utilities (gas, electric, water, internet, cable)	1%	
	Wholesale trade/sales	1%	
	Other	10%	
	What is your position in this organization?	Owner	80%
Manager or Administrator		15%	
Other		5%	
How many years has your business been located in Laguna Beach?	Less than 1 year	3%	
	1-5 years	14%	
	6-10 years	12%	
	More than 10 years	70%	
What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Laguna Beach sites?	Pre-revenue	2%	
	Less than \$100,000	17%	
	\$100,000 to \$499,999	39%	
	\$500,000 to \$999,999	17%	
	\$1,000,000 to \$4,999,999	19%	
	\$5,000,000 or more	7%	
	Which, if any, of the following most closely reflect your business? Select "Yes" or "No" for each item.	Home-based	Yes
		No	70%
A small business (1-49 employees)		Yes	92%
		No	8%
Mid-sized business (50-499+ employees)		Yes	8%
		No	92%
Large business (500+ employees)		Yes	2%
		No	98%
Minority-owned business enterprise (MBE, 51% owned, operated, and controlled by a US citizen(s) who is a racial or ethnic minority)		Yes	13%
		No	87%
Woman-owned business enterprise (WBE)		Yes	44%

closely reflect your business? Select "Yes" or "No" for each item.	Woman-owned business enterprise (WBE)	No		56%
	Approximately what percent of your workforce at this location do you think lives in Laguna Beach?	Less than 10%		45%
10-24%			14%	
25-49%			8%	
50-74%			5%	
75% or more			29%	

Dear Business Owner or Manager,

Please help shape the future of Laguna Beach! It won't take much of your time to make a big difference!

Your business is invited to participate in Laguna Beach's 2021 Business Survey. Please complete the **confidential survey** online at:

<https://polco.us/xxplaceholder>

If you have any questions or need assistance with this survey, please call 949-464-6673.

Thank you for helping create a better city!

Sincerely,



Shohreh Dupuis
City Manager

**Laguna Beach Cares About What
You Think!**

<https://polco.us/xxplaceholder>

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Laguna Beach, California 92651

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The City Cares About What You Think!
<https://polco.us/xxplaceholder>

November 2021

Dear Business Owner or Manager:

Please help us shape the future of Laguna Beach! You have been selected to participate in the 2021 Laguna Beach Business Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

Please take a few minutes to complete this online survey. Your participation in this survey is very important—especially since your business is one of only a small number of businesses being surveyed. Your feedback will help Laguna Beach make decisions that affect our community.

A few things to remember:

- **Your responses are confidential and no identifying information will be shared.**
- The person most knowledgeable about this business should complete this survey.
- **Please take the survey online at:**

<https://polco.us/xxplaceholder>

If you have any questions or need assistance with this survey, please call 949-464-6673.

Thank you for your time and participation!

Sincerely,

A handwritten signature in blue ink that reads "Shohreh Dupuis".

Shohreh Dupuis
City Manager

Dear Business Owner or Manager,

Please help shape the future of Laguna Beach! Just a reminder—if you have not yet completed Laguna Beach’s 2021 Business Survey, please do so. **If you have completed it, thank you. Please do not respond twice.**

Your participation in this survey is very important—your answers will help Laguna Beach make decisions that affect our community. Please complete the **confidential survey** online at:

<https://polco.us/xxplaceholder>

If you have any questions or need assistance with this survey, please call 949-464-6673.

Thank you for helping create a better city!

Sincerely,



Shohreh Dupuis
City Manager

Laguna Beach Cares About What You Think!

<https://polco.us/xxplaceholder>

Dear Business Owner or Manager,

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<https://polco.us/xxplaceholder>

If you have any questions or need assistance with this survey, please call 949-464-6673.

Thank you for helping create a better city!

Sincerely,



Shohreh Dupuis
City Manager

Laguna Beach Cares About What You Think!

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The City of Laguna Beach 2021 Business Survey

Please complete this questionnaire if you are the person most knowledgeable about this business, typically the owner or manager. Your responses are confidential and no identifying information will be shared.

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Laguna Beach as a place to work.....	1	2	3	4	5
Laguna Beach as a place to visit.....	1	2	3	4	5
Laguna Beach as a place to do business.....	1	2	3	4	5
The overall quality of life in Laguna Beach.....	1	2	3	4	5
Laguna Beach as a place for children and families.....	1	2	3	4	5
Laguna Beach as a place for older adults.....	1	2	3	4	5
Laguna Beach as a place for young adults.....	1	2	3	4	5
Overall image or reputation of Laguna Beach.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Laguna Beach.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Laguna Beach.....	1	2	3	4	5
Overall design or layout of Laguna Beach's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4	5
Overall quality of the utility infrastructure in Laguna Beach (water, sewer, storm water, electric, gas).....	1	2	3	4	5
Overall feeling of safety in Laguna Beach.....	1	2	3	4	5
Overall quality of natural environment in Laguna Beach.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Laguna Beach.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community.....	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Laguna Beach to someone who asks.....	1	2	3	4	5
Recommend working in Laguna Beach to someone who asks.....	1	2	3	4	5
Recommend operating a business in Laguna Beach to someone who asks.....	1	2	3	4	5
Keep your business in Laguna Beach for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In Laguna Beach's commercial areas during the day.....	1	2	3	4	5	6
In Laguna Beach's commercial areas after dark.....	1	2	3	4	5	6

5. Please rate each of the following in the Laguna Beach community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Cleanliness of Laguna Beach.....	1	2	3	4	5
Overall appearance of Laguna Beach.....	1	2	3	4	5
Vibrancy of downtown/commercial area.....	1	2	3	4	5
Overall quality of commercial development in Laguna Beach.....	1	2	3	4	5
Overall opportunity for business growth and expansion.....	1	2	3	4	5
Opportunities for tourism.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Historical preservation in Laguna Beach.....	1	2	3	4	5
Hotel and lodging options.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Quality of internet connection.....	1	2	3	4	5
Coverage of internet connection.....	1	2	3	4	5
Quality of shopping opportunities.....	1	2	3	4	5
Variety of shopping opportunities.....	1	2	3	4	5
Quality of restaurants and places to eat.....	1	2	3	4	5
Variety of restaurants and places to eat.....	1	2	3	4	5

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Quality of service establishments (e.g., salons, dry cleaners, etc.)	1	2	3	4	5
Variety of service establishments (e.g., salons, dry cleaners, etc.)	1	2	3	4	5
Quality of employment opportunities.....	1	2	3	4	5
Variety of employment opportunities	1	2	3	4	5
Availability of jobs that pay a livable wage.....	1	2	3	4	5

6. How much of a problem, if at all, are disruptive, nuisance, or illegal behaviors (e.g., loitering, vulgar language, panhandling, etc.) for your business?

Major problem Moderate problem Minor problem Not at all a problem

7. Thinking about Laguna Beach's workforce, please rate each of the following characteristics as they relate to Laguna Beach.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Variety of housing options for people who work in Laguna Beach.....	1	2	3	4	5
Affordability of housing for people who work in Laguna Beach	1	2	3	4	5
Cost of living in Laguna Beach.....	1	2	3	4	5
Quality of childcare	1	2	3	4	5
Affordability of childcare.....	1	2	3	4	5
Variety of transportation options for people who work in Laguna Beach.....	1	2	3	4	5
Ease of parking at workplaces.....	1	2	3	4	5

8. Please rate each of the following characteristics as they relate to Laguna Beach as a place to develop job and workforce skills.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The quality of the public school system at producing graduates who are career-ready.....	1	2	3	4	5
The quality of the public school system at producing graduates who are college-ready	1	2	3	4	5
Access to institutions of higher education (colleges, universities)	1	2	3	4	5
Access to trade schools.....	1	2	3	4	5
Variety of education/training opportunities to build work skills	1	2	3	4	5
Affordability of education/training opportunities to build work skills	1	2	3	4	5
Overall quality of education/training opportunities in your community	1	2	3	4	5

9. Please rate the quality of each of the following services in Laguna Beach.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Crime prevention	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
Bus or transit services	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking in commercial areas.....	1	2	3	4	5
Ease of travel by car in Laguna Beach.....	1	2	3	4	5
Ease of travel by bicycle in Laguna Beach.....	1	2	3	4	5
Ease of walking in Laguna Beach (path/sidewalk connectivity, etc.)	1	2	3	4	5
Traffic management during construction	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5

The City of Laguna Beach 2021 Business Survey

Building permits and inspections	1	2	3	4	5
Code enforcement (weeds, signs, etc.)	1	2	3	4	5
Economic development.....	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
City-sponsored special events.....	1	2	3	4	5
Overall customer service by Laguna Beach employees (police, receptionists, planners, etc.)	1	2	3	4	5

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

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

11. Please rate the following categories of Laguna Beach government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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
Overall confidence in Laguna Beach government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5

12. Please rate the job the Laguna Beach government does:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Informing businesses of community issues and values	1	2	3	4	5
Communicating during City construction (e.g., streets, utilities, etc.)	1	2	3	4	5
Welcoming business involvement.....	1	2	3	4	5
Retaining existing businesses.....	1	2	3	4	5
Attracting new businesses.....	1	2	3	4	5
Supporting or creating new jobs.....	1	2	3	4	5

13. Please rate the amount of growth in your company:

	<u>Large increase</u>	<u>Small increase</u>	<u>No change</u>	<u>Small decrease</u>	<u>Large decrease</u>	<u>Don't know</u>
Over the PAST five years.....	1	2	3	4	5	6
Expected in the NEXT five years.....	1	2	3	4	5	6

14. What impact, if any, do you think the economy will have on your business revenues in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

15. Is your business planning to hire in the next 6 to 12 months?

- No [skip to question 17]
 Yes
 Not sure

16. If you said "yes" or "not sure" to question 15 above, what types of jobs might you be adding? (Please check 'yes' for all that apply.)

	<u>Yes</u>	<u>No</u>
<u>Unskilled jobs</u> : these jobs do not require workers to have special training or skills (e.g., cashiers, farm laborers, grocery clerks, hotel workers)	1	2
<u>Semi-skilled jobs</u> : these jobs require some skill but do not require highly specialized skills (e.g., truck, drivers, typists)	1	2
<u>Skilled jobs</u> : these jobs require a comprehensive knowledge of the trade, craft, or industry (e.g., electricians, plumbers, law enforcement officers, administrative assistants)	1	2
<u>Highly skilled jobs</u> : these jobs require an advanced education or training (e.g., doctors, lawyers architects, financial consultants).....	1	2

17. Thinking about your current employees and current employment options at your business, please rate to what extent they possess the following.

	<u>Fully</u>	<u>Mostly</u>	<u>Somewhat</u>	<u>Slightly</u>	<u>Not at all</u>	<u>Don't know</u>
The educational qualifications.....	1	2	3	4	5	6
The skills needed.....	1	2	3	4	5	6

18. How much of a challenge, if at all, are the following to finding good employees in your community today?

	<u>Major challenge</u>	<u>Moderate challenge</u>	<u>Minor challenge</u>	<u>Not a challenge</u>	<u>Don't know</u>
Too many under-qualified employees/applicants.....	1	2	3	4	5
Too many overqualified employees/applicants.....	1	2	3	4	5
Lack of higher education opportunities (e.g., universities, colleges).....	1	2	3	4	5
Lack of trade schools and other adult training programs.....	1	2	3	4	5
Lack of quality public schools.....	1	2	3	4	5
Too many workers without a high school degree or equivalent	1	2	3	4	5
Too few applicants/employees who do not speak a language other than English (e.g., cannot speak Spanish)	1	2	3	4	5
Too few applicants/employees who speak a language other than English (e.g., cannot speak English).....	1	2	3	4	5
Lack of childcare opportunities	1	2	3	4	5
Lack of affordable, reliable public transportation.....	1	2	3	4	5
Lack of affordable, quality housing	1	2	3	4	5
Cost of living.....	1	2	3	4	5
Lack of community amenities to attract employees seeking higher paying/higher skill level jobs	1	2	3	4	5
Failed drug tests	1	2	3	4	5

19. In which general area of the City is your business located?

- North Laguna Central/Village Top of the World Arch Beach Heights
 Bluebird-Montage Laguna Canyon Wesley District South Laguna

20. Please rate your level of support for each of the following City of Laguna Beach initiatives:

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
Converting Lower Forest Avenue to a permanent pedestrian plaza.....	1	2	3	4	5
Developing a Master Plan of parking for the City to:					
Build new parking facilities.....	1	2	3	4	5
Provide additional parking throughout town	1	2	3	4	5
Implementing commercial rent control.....	1	2	3	4	5
Enhancing the aesthetic and landscaping of Downtown streets and Coast Highway.....	1	2	3	4	5
New regulations to ensure private buildings are well maintained by the owner	1	2	3	4	5
New regulations to streamline conversion of uses	1	2	3	4	5
Allowing more franchises in town.....	1	2	3	4	5
Providing opportunities for the continuation of outdoor dining.....	1	2	3	4	5

21. As a business owner or manager, is your primary residence in Laguna Beach?

- Yes No

The City of Laguna Beach 2021 Business Survey

Our last questions are about you and your business. Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. Which one of the following industries best describes the nature of your business? (Please check the one that comes closest.)

- | | |
|---|--|
| <input type="radio"/> Agriculture or farming | <input type="radio"/> Manufacturing |
| <input type="radio"/> Arts, audio, video technology, and communications | <input type="radio"/> Marketing, sales, and services |
| <input type="radio"/> Banking/financial services/credit unions | <input type="radio"/> Non-profit charitable organization |
| <input type="radio"/> Business, industry, and trade associations | <input type="radio"/> Other services (cleaning, dog walking, beauty, etc.) |
| <input type="radio"/> Construction | <input type="radio"/> Professional and business services/consulting |
| <input type="radio"/> Education and training | <input type="radio"/> Public service and government |
| <input type="radio"/> Financial activities | <input type="radio"/> Shopping and retail |
| <input type="radio"/> Health care and health services | <input type="radio"/> Technology and computers |
| <input type="radio"/> Information/media | <input type="radio"/> Transportation and automotive services |
| <input type="radio"/> Legal | <input type="radio"/> Utilities (gas, electric, water, internet, cable) |
| <input type="radio"/> Leisure and hospitality (travel, lodging, restaurants, bars, entertainment) | <input type="radio"/> Wholesale trade/sales |
| | <input type="radio"/> Other _____ |

D2. What is your position in this organization?

- Owner Administrative Assistant Manager or Administrator Other

D3. How many years has your business been located in Laguna Beach?

- Less than 1 year 1-5 years 6-10 years More than 10 years

D4. What was the approximate annual gross revenue (for the most recent accounting year) generated by all of your Laguna Beach sites?

- | | | |
|---|--|--|
| <input type="radio"/> Pre-revenue | <input type="radio"/> \$100,000 to \$499,999 | <input type="radio"/> \$1,000,000 to \$4,999,999 |
| <input type="radio"/> Less than \$100,000 | <input type="radio"/> \$500,000 to \$999,999 | <input type="radio"/> \$5,000,000 or more |

D5. Which, if any, of the following most closely reflect your business? Select "Yes" or "No" for each item.

	<u>Yes</u>	<u>No</u>
Home-based.....	1	2
A small business (1-49 employees)	1	2
Mid-sized business (50-499 employees).....	1	2
Large business (500+ employees)	1	2
Minority-owned business enterprise (MBE, 51% owned, operated, and controlled by a US citizen(s) who is a racial or ethnic minority)	1	2
Woman-owned business enterprise (WBE)	1	2

D6. Approximately what percent of your workforce at this location do you think lives in Laguna Beach?

- Less than 10% 10 - 24% 25 - 49% 50 - 74% 75% or more Don't know

Thank you for completing this survey.