

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Council

FROM: Aaron Adams, City Manager

DATE: July 13, 2021

SUBJECT: Receive and File 2021 Community Opinion Survey Report

PREPARED BY: Betsy Lowrey, Assistant to the City Manager

RECOMMENDATION: That the City Council receive and file the 2021 Community Opinion Survey Report.

BACKGROUND: The 2021 Community Opinion Survey Research Report is a study designed to provide a statistically reliable understanding of citizen satisfaction, priorities, and concerns on a variety of services that the City provides. True North Research, Inc. (True North) is a full-service survey research firm dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. True North uses a survey methodology that combines mail and telephone recruiting strategies with telephone and online data collection to ensure accessibility and the most statistically reliable sample.

True North designed the research plan and conducted this study to:

- Identify key issues of concern for residents;
- Measure residents' overall satisfaction with the City's efforts to provide municipal services;
- Evaluate perceptions of issues such as traffic and economic development;
- Determine the effectiveness of the City's communication efforts; and
- Collect additional background and demographic data that is relevant to understanding residents' perceptions, needs and interests.

The Community Opinion Survey is also an integral part of the Quality of Life Master Plan (QLMP) process which will be updated during Fiscal Year 2021-2022. The survey results help to ensure that the City's priorities and goals remain aligned with citizen input. It is important to note that this survey was conducted and based on citizens' perspectives during the coronavirus pandemic which could have affected overall sentiment; nevertheless, still provides a current and relevant baseline of citizen viewpoints.

The report is attached. A few highlights of survey are as follows:

Quality of Life

- 88% of respondents rated the quality of life in Temecula as excellent or good, while just 1% described it as poor or very poor.
- The things residents like most about living in Temecula include public safety/low crime (18%), the proximity to shopping/services (18%), cleanliness of the city (17%), family/friends/neighbors who also live in Temecula (14%), and the small town feel/community involvement in Temecula (13%).
- When asked what change they'd most like the City to make to improve the quality of life in Temecula, two topics stood out from the rest: reduce traffic (26%) and address homelessness (12%).

City Services

- 83% of residents indicated they are satisfied with the City's efforts to provide municipal services, whereas 10% were dissatisfied, and 7% were unsure/unwilling to share their opinion.
- Maintaining a low crime rate is (by far) the municipal service that rates the highest in terms of "extremely important" at 73%. The next highest "extremely important" municipal services are also public safety related -- providing fire protection and prevention services (60%); and providing emergency paramedic services (64%). Roads/Streets were at 60%.
- Better than eight-in-ten respondents agreed with the statements *The City manages its finances well* (82%) and *I trust the City of Temecula.* (82%).

Spending Priorities

- It should be pointed out that maintaining a low crime rate/public safety were rated highest in terms of importance and remains the highest priority in terms of funding within the City's annual budget. In terms of other priorities for future City spending, residents prioritized making infrastructure improvements to improve traffic circulation (93%), advocating to State and Feds to improve traffic circulation on I-15 (92%), acquiring/protecting open space and natural habitat areas (79%), encouraging the upkeep and rehabilitation of existing commercial centers (77%), and providing incentives to attract new employers and jobs (76%). At the other end of the spectrum, residents were less apt to prioritize funding additional park-n-ride lots or development of affordable housing.

Housing

- 85% of residents surveyed expect to live in a single family detached home in 5 years, 7% in condominium, 4% in apartments, 1% in a mobile home, and 3% preferred not to answer.

City-Resident Communication

- City communication sources used to find out about City information have evolved from print to electronic with City Website as the highest source at 43%, City social media platforms at 30% (Facebook, Instagram, Twitter), and City email notifications (eblasts) 27%.
- More than two-thirds of respondents (69%) are satisfied with the City's efforts to communicate with residents; (14%) were unsure or preferred not to answer.
 - With respect to the content of City communications, addressing the topics that residents identify as their priority areas of interest (e.g., traffic congestion, managing growth and development, public safety, homelessness) can also help improve resident satisfaction.
- More than three-quarters of respondents agreed that *The City is responsive to residents' needs* (76%), while 70% agreed that *The City listens to residents when making important decisions*.

Parks

- 85% of respondents reported that they and/or another member of their household had visited a City of Temecula park or open space area during the last 12 months.
- Better than eight-in-ten respondents used excellent or good to describe the overall quality (87%), appearance (86%), and accessibility (82%) of Temecula's parks, trails and bike lanes. More than two-thirds (76%) also rated the safety of Temecula's parks, trails and bike lanes as excellent or good.

FISCAL IMPACT: None

ATTACHMENTS: 2021 Community Opinion Survey Research Report