

FINAL RESULTS: SURVEY OF GLENDALE RESIDENTS

Sample Size=500, Margin of Error=4.4%

Interview Dates: May 12 - 16, 2006

Respondents: 500 residents of Glendale.

Hello. This is _____ from _____, an independent public opinion research firm on behalf of the Glendale City Council. May I please speak with (NAME ON SAMPLE SHEET?) We are conducting a study of important local issues in Glendale and would like to ask you some questions. (IF ASKED HOW LONG IT WILL TAKE, RESPOND: About 15 minutes.) (IF NECESSARY, SAY, "We are only interested in your opinions and are definitely not selling anything.")

SECTION 1: WARM-UP AND ISSUES

1. First, do you currently work for the media, for an elected official, or do you currently hold elective office? (IF YES, TERMINATE.)

2. Compared to other cities, do you think Glendale is a good place to live or not such a good place to live?

GOOD PLACE	86
NOT SUCH A GOOD PLACE	11
DON'T KNOW	3
REFUSE	<1

3. The City of Glendale provides services to its residents, such as recreational programs, libraries, the police or fire department, trash pick-up, job training, and local mass transit options, such as the Glendale Beeline. How often do you request services from Glendale – daily, weekly, monthly, annually, or never?

DAILY	11
WEEKLY	26
MONTHLY	19
ANUALLY	14
NEVER	26
DON'T KNOW	3
REFUSE	1

4. Just in general, how satisfied are you with the services provided by Glendale – very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

VERY SATISFIED	48	→91%
SOMEWHAT SATISFIED	43	
SOMEWHAT DISSATISFIED	3	→6%
VERY DISSATISFIED	3	
DON'T KNOW	3	
REFUSE	<1	

5. What do think is the most important issue facing Glendale today? (ACCEPT MULTIPLE RESPONSES.)

EDUCATION	13
THE ECONOMY	5
THE CITY BUDGET	3
TRAFFIC CONGESTION	30
HEALTH CARE	5
CRIME, DRUGS AND PUBLIC SAFETY	14
TAXES	4
THE ENVIRONMENT	5
TRANSPORTATION, ROADS AND FREEWAYS	10
GROWTH, DEVELOPMENT AND LAND USE	18
HOUSING/ HOUSING COSTS	19
CITY GOVERNMENT / LEADERSHIP	8
COST OF LIVING	11
CLEANLINESS/CONDITION OF STREETS/PARKS	3
OTHER (SPECIFY _____)	8
DON'T KNOW	5
REFUSE	<1

SECTION 2: IMPORTANCE OF SERVICES

The City of Glendale is currently evaluating the services it provides, how best to provide those services, and how to fund them in the long-term. In this process, City leaders are trying to understand the needs and preferences of residents in regard to local services, as well as opinions on how to pay for these services.

Now I am going to read some categories of services. For each I read, please rate how important it is to you that the City make improvements in that category. Use a scale of zero to ten, where zero means the category does not need improvement, and ten means the category needs a lot of improvement. You can use any number between zero and ten. ROTATE Q6 TO Q12

		0	1-2	3-4	5	6-7	8-9	10	Don't Know/ Refuse	MEAN
6.	Community Services, such as recreation programs and arts and cultural activities	12	10	15	20	15	15	8	5	4.99
7.	Economic vitality, such as business retention and economic growth	11	10	13	22	17	11	8	6	4.97
8.	Housing, including the variety and affordability	9	6	12	15	20	18	17	2	5.97
9.	Transportation and Mobility, including public transportation, traffic and parking	6	9	11	14	20	22	18	<1	6.20
10.	Community facilities, including parks, open space and libraries	13	11	14	14	18	16	13	1	5.26
11.	Community safety and health, such as police, fire, disaster preparedness, and building inspection and code enforcement	15	14	15	15	12	14	13	2	4.83
12.	Planning and community character, such as public art, historic preservation, and neighborhood character	9	9	16	17	20	13	11	5	5.36

13. And which one of the services is MOST important for Glendale to improve? (READ CHOICES. ROTATE.)

Community services	5
Economic vitality	6
Housing	32
Transportation and mobility	21
Community facilities	4
Community safety, health and wellness	15
Planning and community character	9
OTHER (SPECIFY _____)	3
DON'T KNOW	4
REFUSE	1

14. And if you had to choose, which one of these two areas needs the most improvement... (READ CHOICES. ROTATE ORDER.)

Economic growth	28
Transportation and traffic	60
BOTH ARE EQUAL	10
NEITHER	1
DON'T KNOW	1
REFUSE	0

15. And if you had to choose, which one of these two areas needs the most improvement... (READ CHOICES. ROTATE ORDER.)

Housing	53
Parks and Open Space	34
BOTH ARE EQUAL	8
NEITHER	3
DON'T KNOW	2
REFUSE	0

16. And if you had to choose, which one of these two areas needs the most improvement... (READ CHOICES. ROTATE ORDER.)

Police, Fire and Disaster Preparedness	45
Recreation programs and cultural activities	36
BOTH ARE EQUAL	9
NEITHER	6
DON'T KNOW	4
REFUSE	0

17. And if you had to choose, which one of these two areas needs the most improvement... (READ CHOICES. ROTATE ORDER.)

Traffic, parking and public transportation	66
Historic preservation, neighborhood character and public art	23
BOTH ARE EQUAL	7
NEITHER	2
DON'T KNOW	2
REFUSE	<1

SECTION 3: IMPORTANCE OF SERVICES

ROTATE EACH BLOCK (18-22, 23-26,27-30,31-35,36-42,43-48,49-53). WHEN READING FIRST BLOCK, READ FULL SET OF INSTRUCTIONS: "Use a scale of 0 to 10, where 0 means the category does not need improvement, and ten means the category needs a lot of improvement. You can use any number between zero and ten."

Now I'd like to read you a list of some specific services in Glendale. For each I read, please tell me how important improving the services is to you ... Please rate the importance of the service to you using the same zero to ten scale as above.

(ROTATE.)

		0	1-2	3-4	5	6-7	8-9	10	Don't Know/Refuse	MEAN
18.	Recreation: Provide recreation and sports programs for youth, teens, adults and seniors	9	8	15	21	20	14	8	5	5.25
19.	Social services: Provide social service programs for youth, teens, adults and seniors	10	7	13	19	20	13	9	8	5.30
20.	Education and literacy: Provide library books, educational materials, reading and literacy programs and life-long learning opportunities	8	9	13	14	19	16	17	4	5.81
21.	Arts and cultural activities: Provide art, music, theater and dance programs and cultural events for entertainment and personal enrichment	11	9	15	21	19	13	9	3	5.08
22.	Diversity: Value and celebrate Glendale's rich diversity through special events, outreach, and efforts to build a diverse workforce that serves and reflects the community.	16	10	17	15	19	10	9	4	4.67

Now, some issues regarding economic vitality. Please rate the importance of the service to you using the same zero to ten scale as above. (IF CONFUSED, READ: Zero means the category does not need improvement, and ten means the category needs a lot of improvement. You can use any number between zero and ten.) ROTATE

		0	1-2	3-4	5	6-7	8-9	10	Don't Know	Refuse
23.	Business retention: Help all existing businesses to be successful and provide the services necessary for the community.	7	8	15	16	21	16	12	4	5.67
24.	Economic growth: Attract new businesses to Glendale to continue to provide for the needs of the community.	11	8	16	17	17	16	12	3	5.35
25.	Jobs and job training: Provide job-seekers with skill development programs and helps employers find employees with desired skill sets and work experience.	6	7	12	16	22	17	14	6	5.93
26.	City funds/emergency funds: Maintain satisfactory levels of reserve funding. Funds are placed in interest earning savings accounts to be used for unplanned needs or emergencies.	6	7	11	17	18	16	13	12	5.92

Now, some housing issues. Please rate the importance of the service to you using the same zero to ten scale as above. (IF CONFUSED, READ: Zero means the category does not need improvement, and ten means the category needs a lot of improvement. You can use any number between zero and ten.)
ROTATE

		0	1-2	3-4	5	6-7	8-9	10	Don't Know	Refuse
27.	Housing downtown: Develop urban style housing in downtown Glendale.	14	9	14	17	13	15	14	4	5.17
28.	Transit-oriented development: Promote development of high density projects around major roadways and mass transit routes to help reduce automobile traffic.	9	6	11	11	19	23	19	2	6.24
29.	Variety of housing: Provide diverse housing opportunities in the City.	10	8	13	16	16	15	19	3	5.76
30.	Housing affordability: Provide housing affordable at all income levels.	9	9	9	10	13	22	26	2	6.41

Next, some issues regarding transportation and mobility. Please rate the importance of the service to you using the same zero to ten scale as above. (IF CONFUSED, READ: Zero means the category does not need improvement, and ten means the category needs a lot of improvement. You can use any number between zero and ten.)
ROTATE

		0	1-2	3-4	5	6-7	8-9	10	Don't Know/ Refuse	MEAN
31.	Public transportation: Provide convenient, cost effective, safe, regional, transportation options.	8	6	12	16	19	19	17	3	6.05
32.	Traffic: Manage and improve the design of traffic flow, minimize congestion, and improve safety via signals, roadways, and signs.	4	6	9	9	18	23	30	1	7.01
33.	Parking: Provide convenient safe and accessible parking.	5	5	10	12	18	23	26	1	6.86
34.	Long-term regional transportation plan: Collaborate with surrounding communities to develop long-term transportation plans to improve regional traffic flow.	4	4	7	15	19	25	23	4	6.86
35.	Bike lanes and pedestrian walkways: Provide special lanes for bicycles and sidewalks, walkways and paths for pedestrians.	9	10	12	12	15	24	17	1	5.93

Now, some issues regarding community facilities. Please rate the importance of the service to you using the same zero to ten scale as above. (IF CONFUSED, READ: Zero means the category does not need improvement, and ten means the category needs a lot of improvement. You can use any number between zero and ten.)

ROTATE

		<u>0</u>	<u>1-2</u>	<u>3-4</u>	<u>5</u>	<u>6-7</u>	<u>8-9</u>	<u>10</u>	Don't Know/ Refuse	MEAN
36.	Parks and recreation facilities: provide parks and recreation facilities throughout the city.	11	8	13	18	21	15	13	1	5.46
37.	Open space: Preserve open space.	7	7	10	15	17	20	21	3	6.24
38.	Community centers: Provide funding for building, maintaining and programming City community centers.	10	7	14	19	24	12	8	6	5.19
39.	Technologies for public access: Provide convenient and accessible technologies for public access, such as wireless broadband services.	8	6	13	15	20	15	14	9	5.79
40.	Libraries: Build and maintain high quality libraries that are conveniently located with state of the art technology and quality resources.	9	8	11	14	18	18	20	2	6.00
41.	Streets: Construct, maintain and repair the city's roadways.	6	7	9	13	21	20	23	1	6.47
42.	Utilities: Provide residents and businesses with reasonably priced and reliable water and power supplies as well as refuse collection services.	6	7	12	11	17	19	25	3	6.47

Now, some issues regarding community safety, health and wellness. Please rate the importance of the service to you using the same zero to ten scale as above. (IF CONFUSED, READ: Zero means the category does not need improvement, and ten means the category needs a lot of improvement. You can use any number between zero and ten.)

ROTATE

		<u>0</u>	<u>1-2</u>	<u>3-4</u>	<u>5</u>	<u>6-7</u>	<u>8-9</u>	<u>10</u>	Don't Know/ Refuse	MEAN
43.	Police: Provide police services that include crime prevention, investigation and quick response.	12	11	10	11	12	18	24	2	5.91
44.	Maintain the highest quality fire department with disaster response capability.	10	11	10	10	12	18	27	2	6.15
45.	Building safety: Ensure that housing, buildings and infrastructure are safely constructed.	7	7	9	14	16	19	24	4	6.43
46.	Code compliance: Ensure that neighborhoods and business districts are safe, well-maintained and free of blight.	7	8	13	12	19	19	19	3	6.07
47.	Disaster preparedness: Provide programs and services to respond to in natural disasters or terrorist acts.	5	6	9	12	17	17	27	7	6.70
48.	Health and wellness: Provide programs and services to residents to prevent illness/injury and encourage healthy living.	8	7	14	14	18	19	16	4	5.90

Now, some issues about planning and community character. Please rate the importance of the service to you using the same zero to ten scale as above. (IF CONFUSED, READ: Zero means the category does not need improvement, and ten means the category needs a lot of improvement. You can use any number between zero and ten.)

ROTATE

		<u>0</u>	<u>1-2</u>	<u>3-4</u>	<u>5</u>	<u>6-7</u>	<u>8-9</u>	<u>10</u>	<u>Don't Know/Refuse</u>	<u>MEAN</u>
49.	Public Art: Promote the installation of public art pieces and encourages good architectural design.	6	9	17	14	20	17	13	4	5.67
50.	Neighborhood character/community planning: Work diligently to ensure that new development reflects the vision of the community and respects the character and defining elements of individual neighborhoods.	6	8	12	14	22	17	18	3	6.11
51.	Historic preservation: Administers programs and policies to preserve historic neighborhoods and business districts.	7	9	16	16	20	13	14	5	5.57
52.	Public participation: Provide meaningful opportunities for the public to participate and provide feedback to City elected officials and staff.	5	5	11	14	23	18	19	5	6.35
53.	Environment and conservation: Strive to operate the City in an environmentally friendly manner and effectively manage the community's natural resources.	7	7	13	14	19	20	17	3	6.10

SECTION 4: REVENUE GENERATING MEASURES

Now I would like to read you some options that the city of Glendale is considering to raise funds for the City services that residents want to see improved. For each of the following alternatives, please tell me if you strongly oppose, somewhat oppose, somewhat support or strongly support the alternative.

(ROTATE Q54-55).

54. Establishing a new business license tax that would be paid by businesses operating in Glendale.

SUPPORT STRONGLY	21	→54%
SUPPORT SOMEWHAT	33	
OPPOSE SOMEWHAT	21	→40%
OPPOSE STRONGLY	19	
DON'T KNOW	6	
REFUSE	<1	

55. Assess a fee for any new development or significant modification associated with the building permit process to support traffic improvements or park improvements.

SUPPORT STRONGLY	35	→69%
SUPPORT SOMEWHAT	34	
OPPOSE SOMEWHAT	10	→24%
OPPOSE STRONGLY	14	
DON'T KNOW	7	
REFUSE	<1	

ROTATE Q56-59

56. Collect additional fees on the annual property tax averaging fifty dollars per household to support a bond issue for replacing fire stations and fire paramedics

SUPPORT STRONGLY	20	→49%
SUPPORT SOMEWHAT	29	
OPPOSE SOMEWHAT	18	→47%
OPPOSE STRONGLY	29	
DON'T KNOW	4	
REFUSE	0	

57. Collect additional fees on the annual property tax averaging fifty dollars per household to support a bond issue for upgrading libraries.

SUPPORT STRONGLY	19	→47%
SUPPORT SOMEWHAT	28	
OPPOSE SOMEWHAT	18	→50%
OPPOSE STRONGLY	32	
DON'T KNOW	3	
REFUSE	0	

58. Collect additional fees on the annual property tax averaging fifty dollars per household to support a bond issue for transportation infrastructure, such as road maintenance and mass transit.

SUPPORT STRONGLY	17	→47%
SUPPORT SOMEWHAT	30	
OPPOSE SOMEWHAT	18	→50%
OPPOSE STRONGLY	32	
DON'T KNOW	3	
REFUSE	0	

59. Collect additional fees on the annual property tax averaging fifty dollars per household to support a bond issue for parks and open space.

SUPPORT STRONGLY	16	→42%
SUPPORT SOMEWHAT	26	
OPPOSE SOMEWHAT	21	→55%
OPPOSE STRONGLY	34	
DON'T KNOW	3	
REFUSE	0	

SECTION 5: DEMOGRAPHICS

Thank you for your patience. Now some last questions about yourself for statistical purposes.

60. First, what is your age? (CODE "99" FOR REFUSE.)

UNDER 30	25
30-39	16
40-49	16
50-64	23
65+	18
REFUSE	2

61. How many years have you lived in Glendale? (CODE "99" FOR REFUSE.)

1-2 Years	10
3-5 Years	14
6-10 Years	16
11-15 Years	12
16-25 Years	22
26+ Years	25
REFUSE	1

62. Do you currently commute to work outside of Glendale?

YES	48
NO	51
REFUSE	1

63. Do you own a business in Glendale?

YES	11
NO	89
REFUSE	<1

64. Which of the following ethnic groups best describes you? You can stop me when I've read your group. (READ LIST.)

White or Caucasian	47
Armenian	27
Black or African-American	1
Latino, Hispanic, or Mexican	9
Korean	2
Filipino	3
Other Asian	3
Native American	<1
Mixed Race	3
Other (SPECIFY: (____))	2
REFUSE	3

65. Which of the following best describes your educational background?

Not a high school graduate	3
High school graduate, but no college	10
Some college, but not a college graduate	30
College graduate, but not post graduate	29
College graduate with some post graduate study	8
Post graduate degree	19
REFUSE	1

66. And in which Glendale neighborhood do you live? (OPEN-ENDED)

ADAMS HILL	6
BROCKMONT	1
CHEVY CHASE CANYON	9
CITRUS GROVE	1
CITY CENTER	9
COLLEGE HILLS	2
CRESCENTA HIGHLANDS	2
EL MIRADERO	0
EMERALD ISLE	<1
FREMONT PARK	1
GLENOAKS CANYON	8
GLENWOOD	6
GRAND CENTRAL	3
GRANDVIEW	4
GREENBRIAR	2
MARIPOSA	<1
MONTECITO PARK	<1
MONTROSE/VERDUGO CITY	2
MOORPARK	0
OAKMONT	1
PACIFIC-EDISON	2
PELANCONI	0
RANCHO SAN RAFAEL	1
RIVERSIDE RANCHO	<1
ROSSMOYNE	2
SOMERSET	0
SPARR HEIGHTS	<1
TROPICO VERDUGO VIEJO	1
VERDUGO WOODLANDS	3
VINEYARD	0
WHITING WOODS	1
WOODBURY	0
OTHER _____ (RECORD RESPONSE)	19
REFUSE	13

67. Please stop me when I read the category that best describes your total annual gross income from all sources for the year 2005.

Under \$25,000	19
\$25,000 to just under \$40,000	17
\$40,000 to just under \$50,000	8
\$50,000 to just under \$75,000	10
\$75,000 to just under \$100,000	11
\$100,000 or more	19
DON'T KNOW	3
REFUSE	13

That's all the questions I have. Thank you for your time.

68. RECORD GENDER:

FEMALE	53
MALE	47
