

City of Laguna Niguel Resident Satisfaction Survey 2014

February 12, 2014



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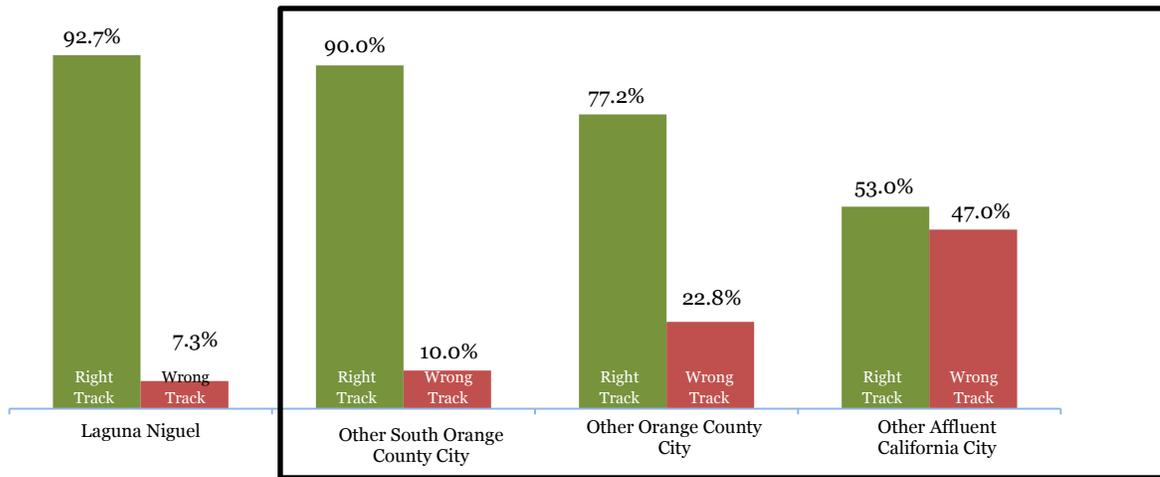
Executive Summary

TO: City of Laguna Niguel
 FROM: Adam D. Probolsky
 Probolsky Research
 SUBJECT: City of Laguna Niguel Resident Satisfaction Survey
 DATE: February 12, 2014

From Tuesday, January 14 through Sunday, January 19, 2014 Probolsky Research conducted a telephone survey of voters within the City of Laguna Niguel. Our research revealed a City population that is both happy with their quality of life and happy with their City government.

Over Nine Out of Ten Thinks That Laguna Niguel is on the Right Track

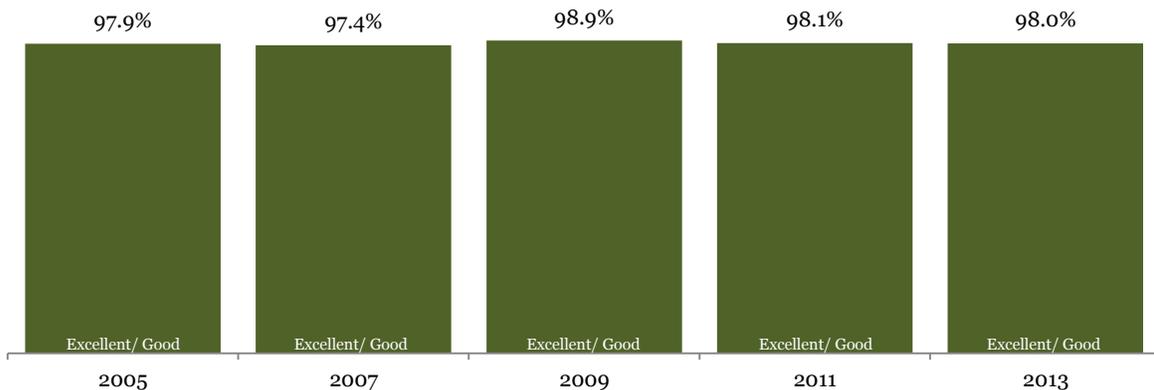
This is an extraordinarily high number, especially when considered in the light of other California cities:



Question: "Do you think that the City of Laguna Niguel is on the right track?"

This is underlined by the ongoing remarkably high perception of the quality of life in Laguna Niguel, which has remained consistent for nearly a decade:

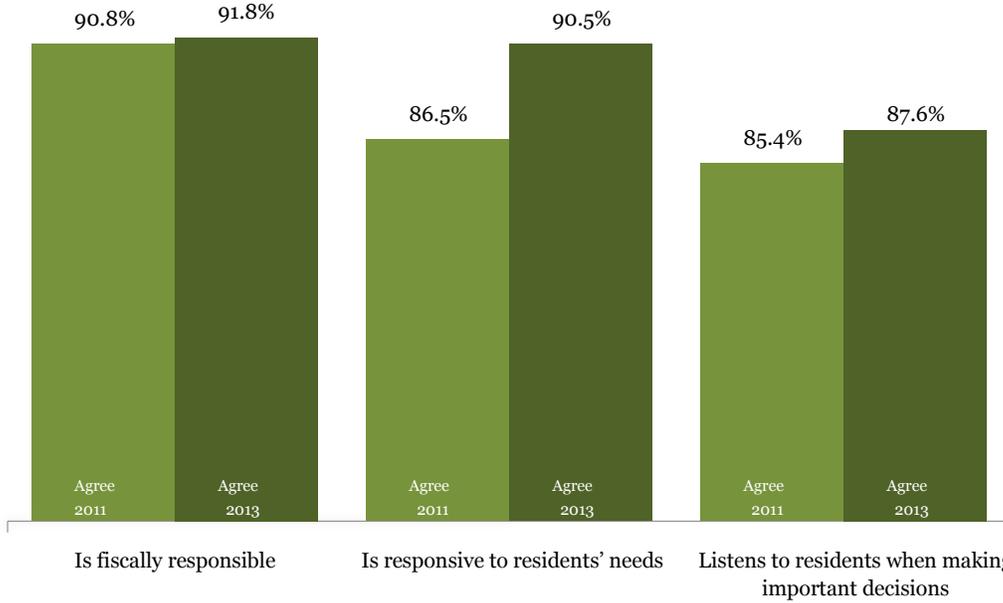
Nearly 100% Regard The Quality of Life in the City to be Excellent/Good



Question: "How would you rate the overall quality of life in the City of Laguna Niguel? Would you say that it is excellent, good, fair, poor or very poor?"

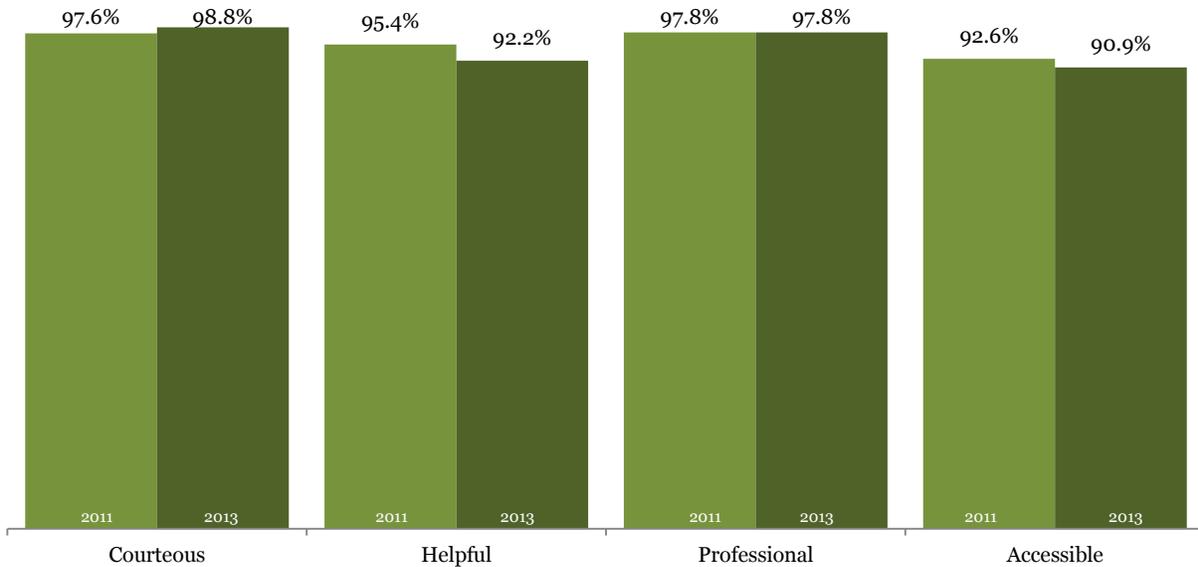
Resident opinion of the City Council’s performance extremely high and is similar to that of previous years:

Residents Continue to Regard the City Council As Responsible, Responsive and Inclusive



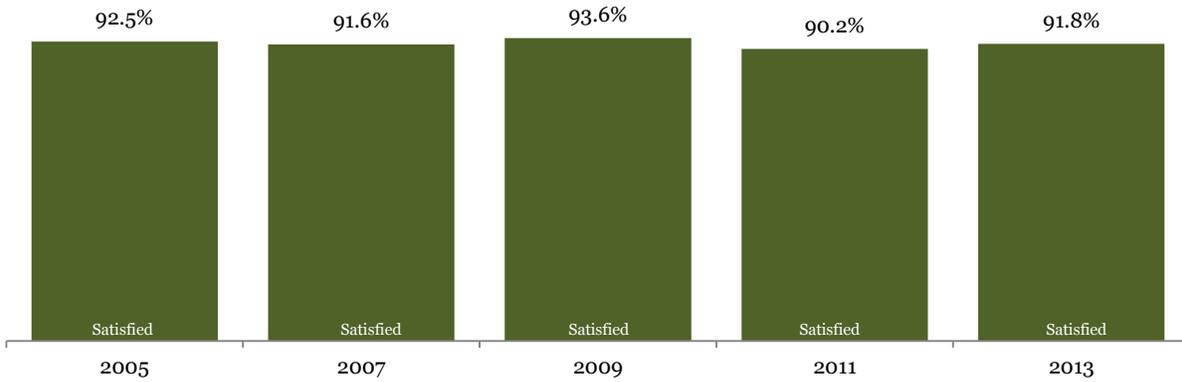
Question: “Now, I’m going to read you a series of statements about the Laguna Niguel City Council. For each one, please tell me if you agree or disagree with the statement. Here is the (first/next) statement: Do you agree or disagree that _____? If you don’t have an opinion, just say so.”

Residents Continue to Rate Interaction with the City Staff As Courteous, Helpful, Professional and Accessible



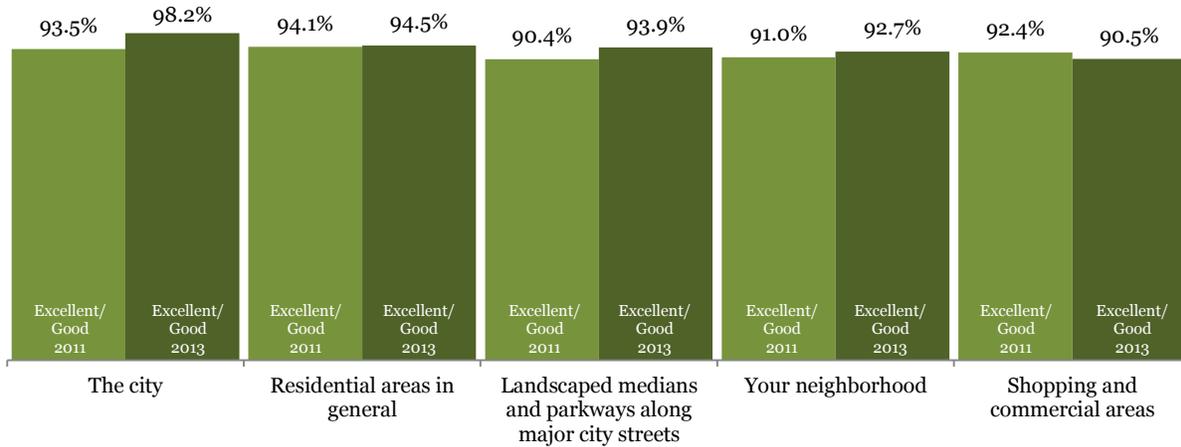
Question: “I’m going to ask you some questions about your experience interacting with the City of Laguna Niguel staff. Based on your experience, would you say that the staff at the City is very [____], somewhat [____], not very [____] or not at all [____]?”

Satisfaction with the Job the City is Doing to Provide Services Remains High



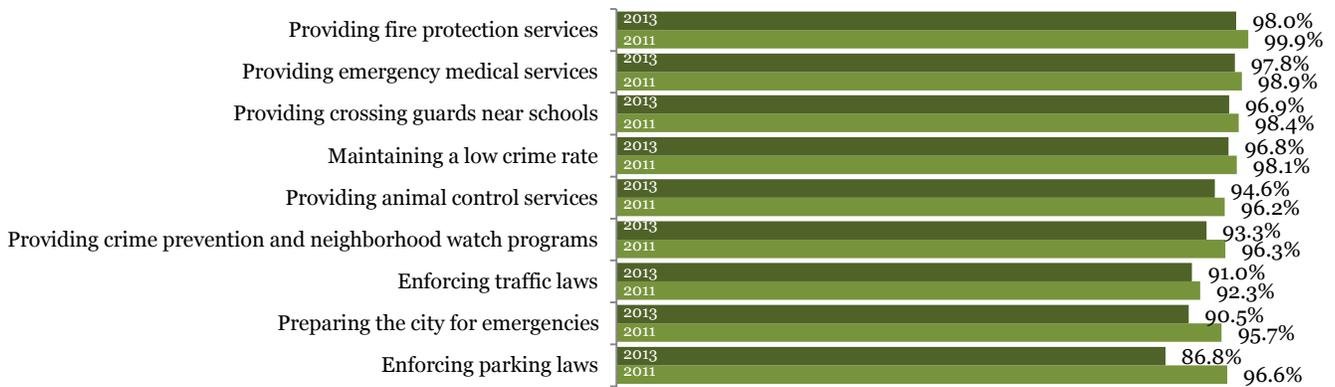
Question: "In general, are you satisfied or dissatisfied with the job the City is doing to provide City services?"

Residents' Rating of City Appearance Remains High



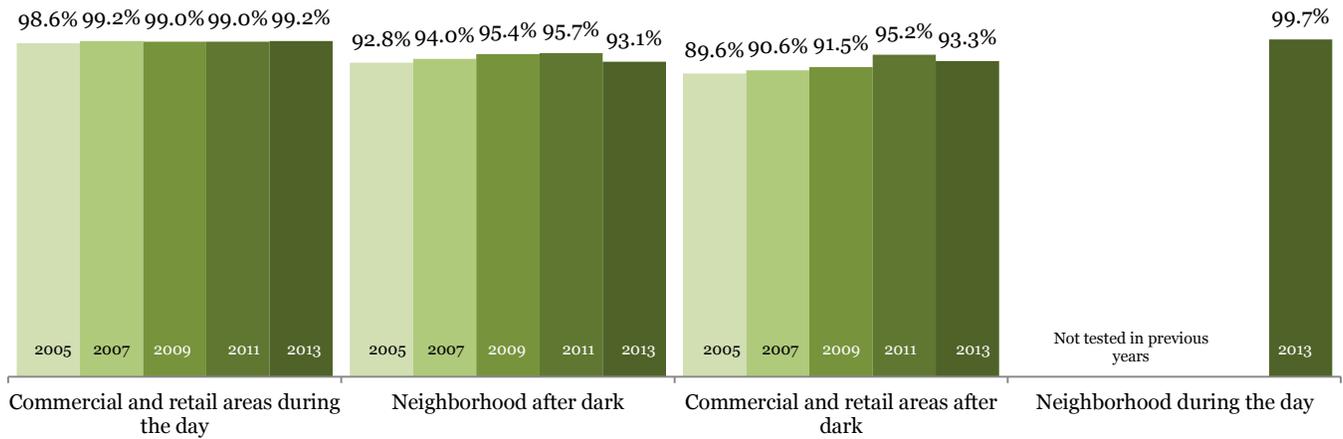
Question: "Now, the following questions have to do with your opinions of the appearance of the community of Laguna Niguel. When answering these questions, please consider the quality and design of the buildings in the area, the design of the surrounding landscape and how well the buildings and the landscapes are maintained. Would you rate the overall appearance of [] as excellent, good, fair, poor or very poor?"

Satisfaction with Specific Public Safety Services Remains High



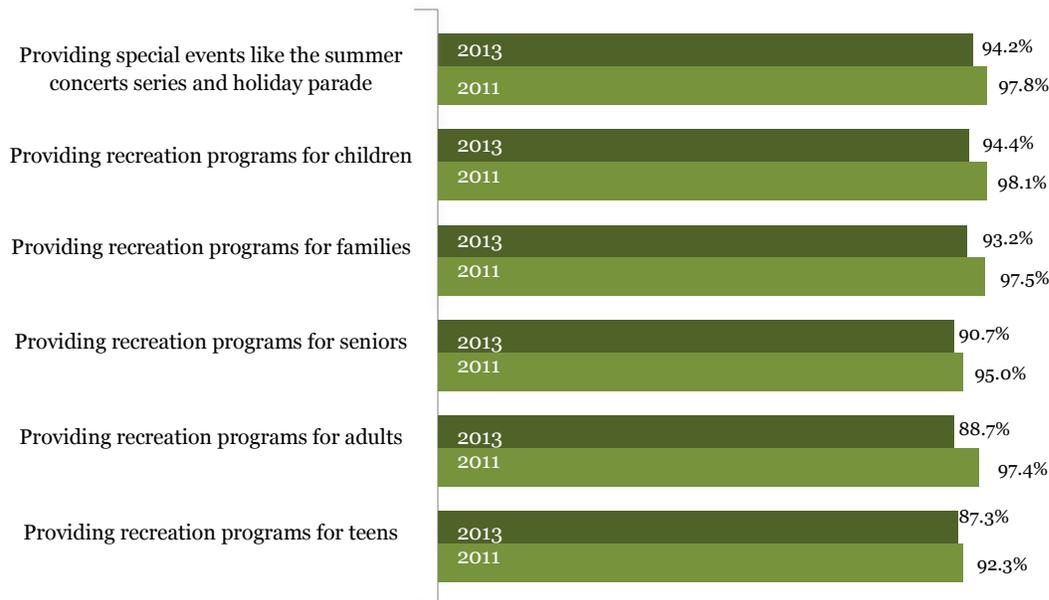
Question: "Now, for the same list of services I just read, please tell me how satisfied you are with the job the City is doing to provide each service. Are you satisfied or dissatisfied with the City's efforts to []? If you don't have an opinion, just say so."

The Perception of Safety Throughout the City has Remained Consistently High



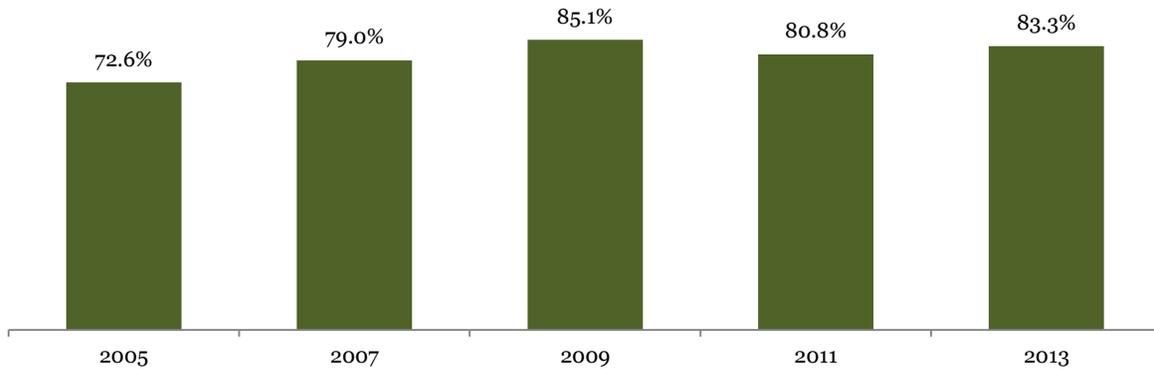
Question: "Now, I'm going to ask a few questions about personal safety and security in the City of Laguna Niguel. When you are [_____], would you say that you feel safe or unsafe? If you don't have an opinion, just say so."

Satisfaction with Recreation and Community Services Remains High



Question: "Now, for the same list of services I just read, please tell me satisfied you are with the job the City is doing to provide each service. Are you satisfied or dissatisfied with the City's efforts to [_____]? If you don't have an opinion, just say so."

**Satisfaction with City Communication Efforts
Has Increased Significantly Since 2005**



Question: "In general, are you satisfied or dissatisfied with the job the City is doing to communicate with residents, such as through City newsletters, the City's website and other ways?"

A total of 400 surveys were collected. A survey of this size yields a margin of error of +/- 4.9% with a 95% degree of confidence. Interviews were conducted with respondents on both landline and cell phones and were offered in English and Spanish languages.

The average interview length was 22 minutes, with the shortest interview taking approximately 15 minutes to complete and the longest 31 minutes.

Probolsky Research specializes in opinion research on behalf of government, business, special interest and media clients.

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City of Laguna Niguel Resident Satisfaction Survey

Report on results

From Tuesday, January 14 through Sunday, January 19, 2014 Probolsky Research conducted a telephone survey voters within the City of Laguna Niguel.

A total of 400 surveys were collected. A survey of this size yields a margin of error of +/- 4.9% with a 95% degree of confidence. Interviews were conducted with respondents on both landline and cell phones and were offered in English and Spanish languages.

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What are the most important issues to residents?

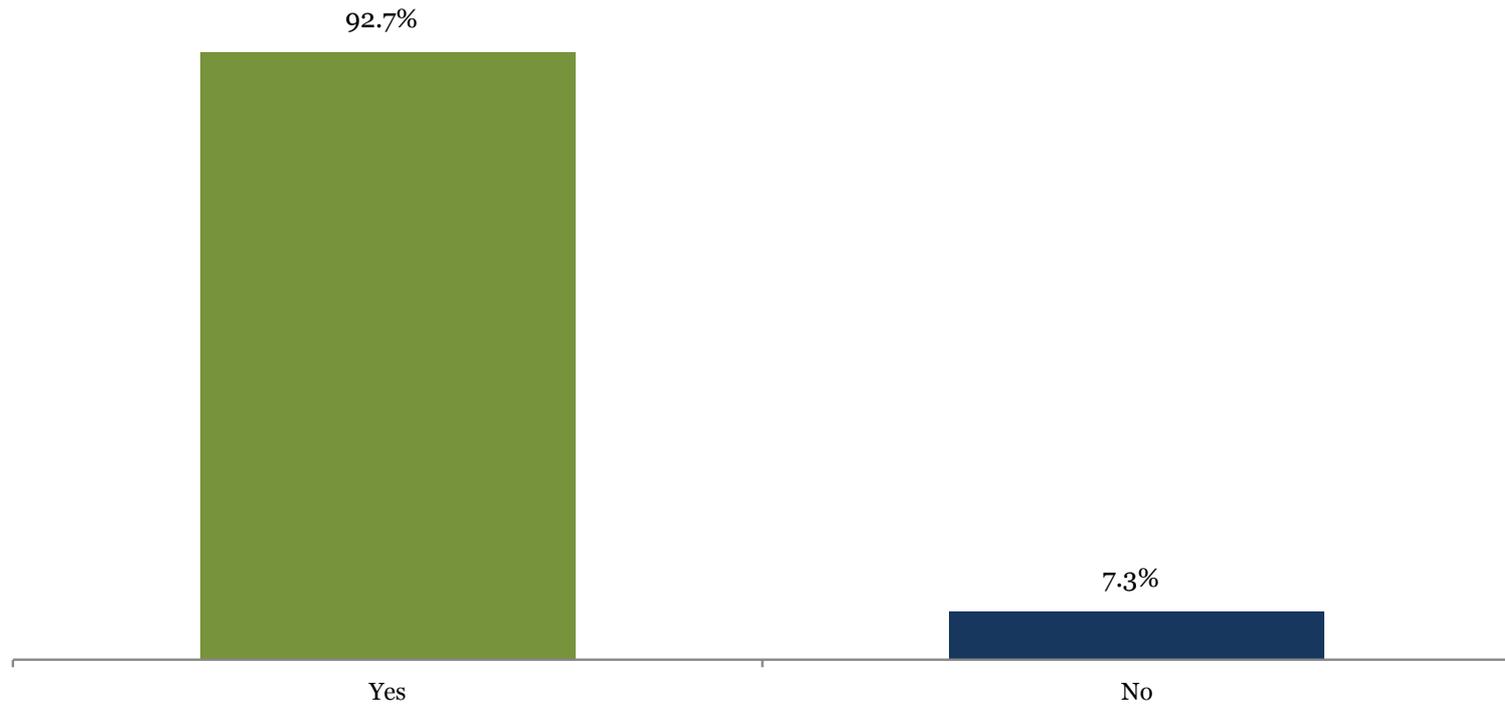
Public safety is top of mind among residents

Question: What is the most important issue facing your community today?

1. Public safety
2. Jobs and the economy
3. Transportation
4. Government
5. Environmental issues
6. Education/schools/higher education

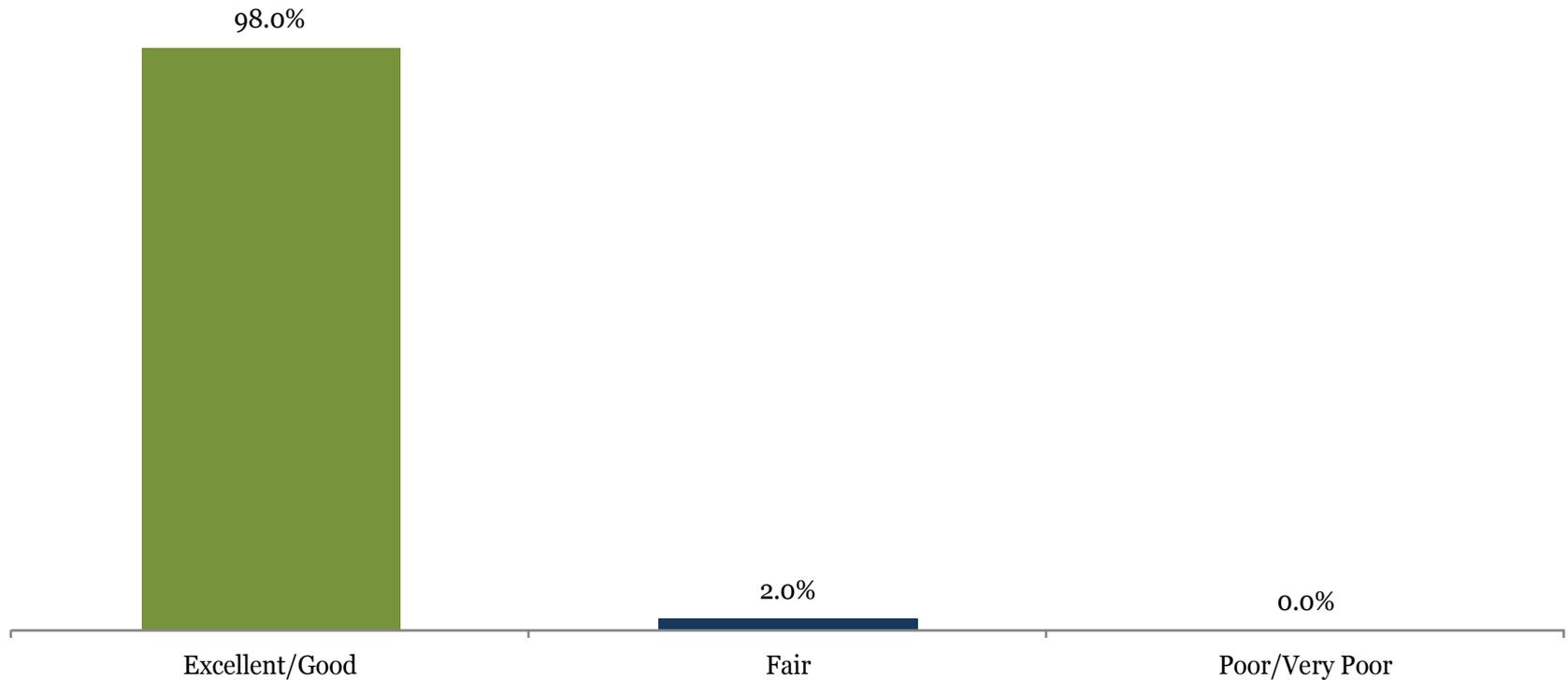
Of those with an opinion, more than nine out of ten (92.7%) Thinks that Laguna Niguel is on the right track

Question: Do you think that the City of Laguna Niguel is on the right track?



Among those with an opinion, 98.0% rate quality of life In the City of Laguna Niguel as Excellent/Good

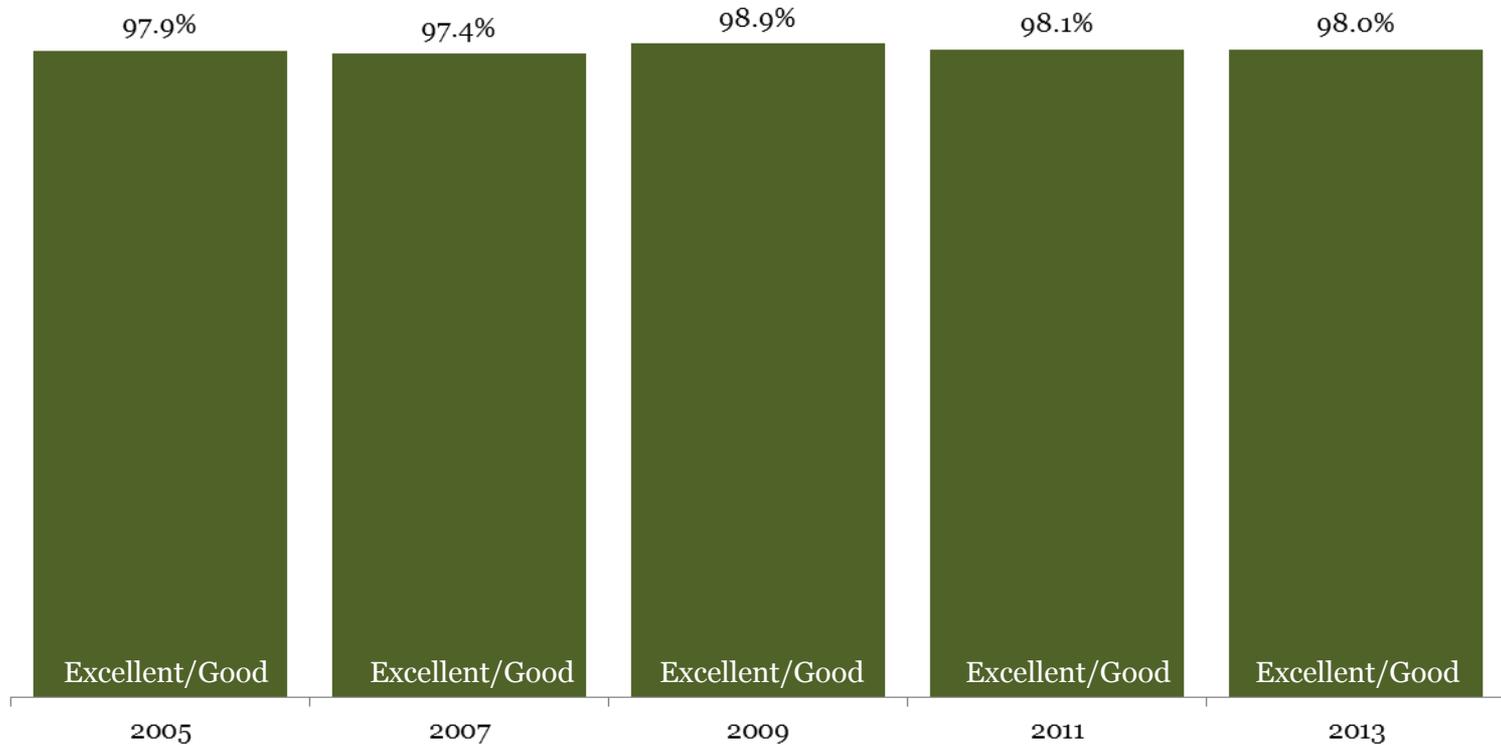
Question: How would you rate the overall quality of life in the City of Laguna Niguel? Would you say that it is excellent, good, fair, poor or very poor?



Among those with an opinion, perception of quality of life

Has remained remarkably high for nearly a decade

Question: How would you rate the overall quality of life in the City of Laguna Niguel? Would you say that it is excellent, good, fair, poor or very poor?



What do residents want

To see improved in the City?

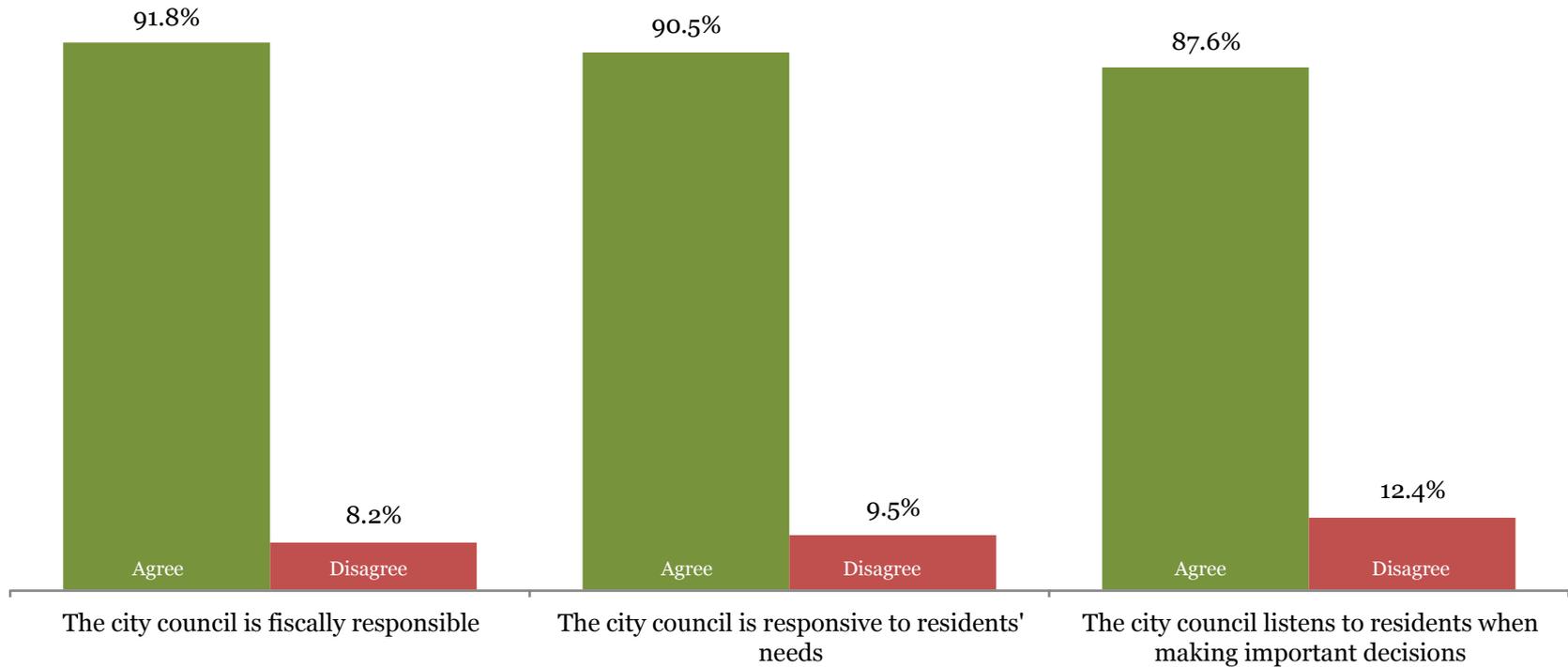
Question: If City government could change one thing to make Laguna Niguel a better place to live now and in the future, what change would you like to see?

1. More support for/better schools/education
2. More recreation facilities/entertainments (i.e. parks, etc.)
3. Less traffic congestion
4. Less development/no more building/apartments/preserve open space
5. Security/less crime
6. Improve roads/more bike lanes
7. More help for the homeless/poor
8. Should have more business establishments (i.e. restaurants, shops, etc.)
9. Better government
10. Improve beautification of the city/keep it clean
11. Less/lower tax
12. More community events/activities
13. More affordable housing/lower the rental fee
14. Improve the economy/more business friendly
15. Better traffic light timing/traffic light synchronization in the area/more street lighting

Among those with an opinion, a majority agree that

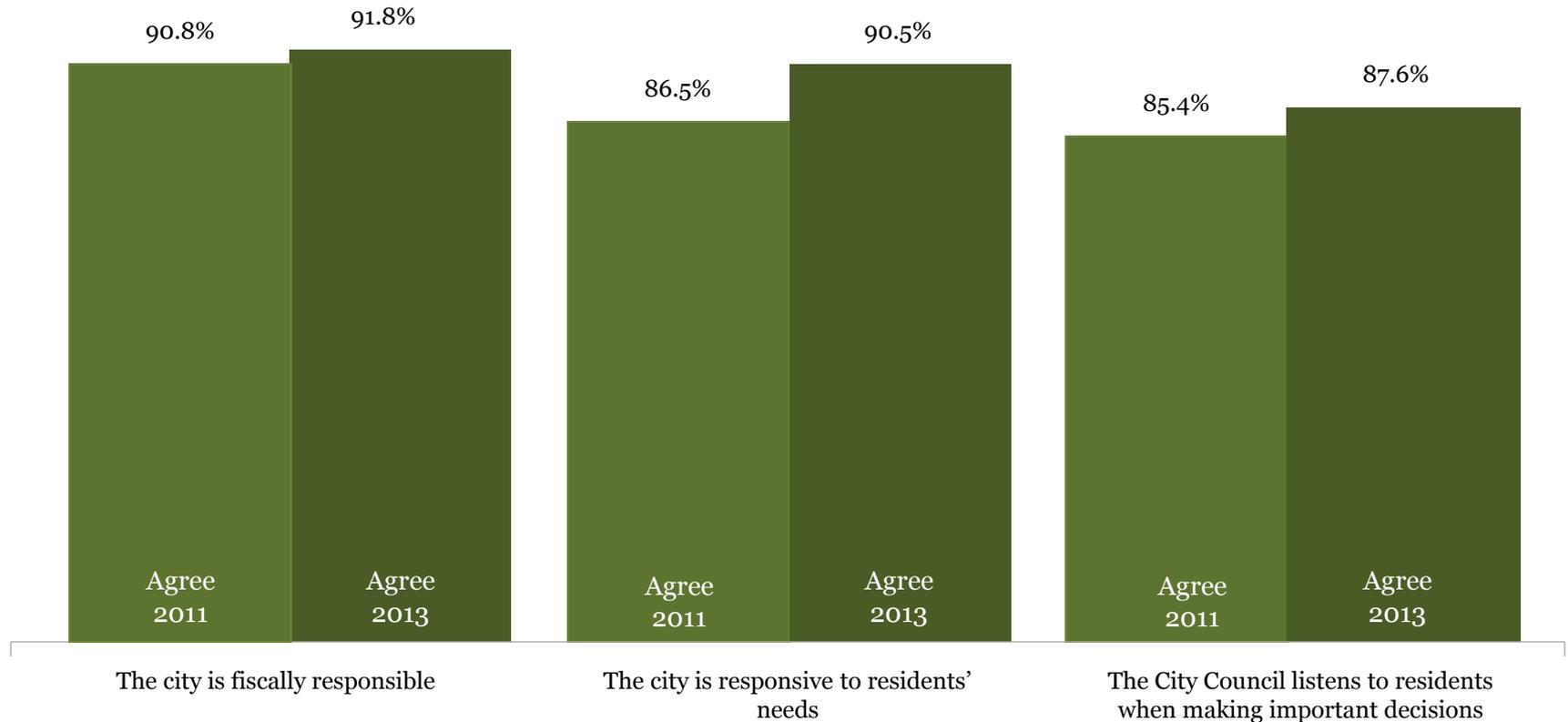
The Council is fiscally responsible, responsive to residents' needs and listens to residents

Question: Now, I'm going to read you a series of statements about the Laguna Niguel City Council. For each one, please tell me if you agree or disagree with the statement. Here is the (first/next) statement: Do you agree or disagree that _____? If you don't have an opinion, just say so.



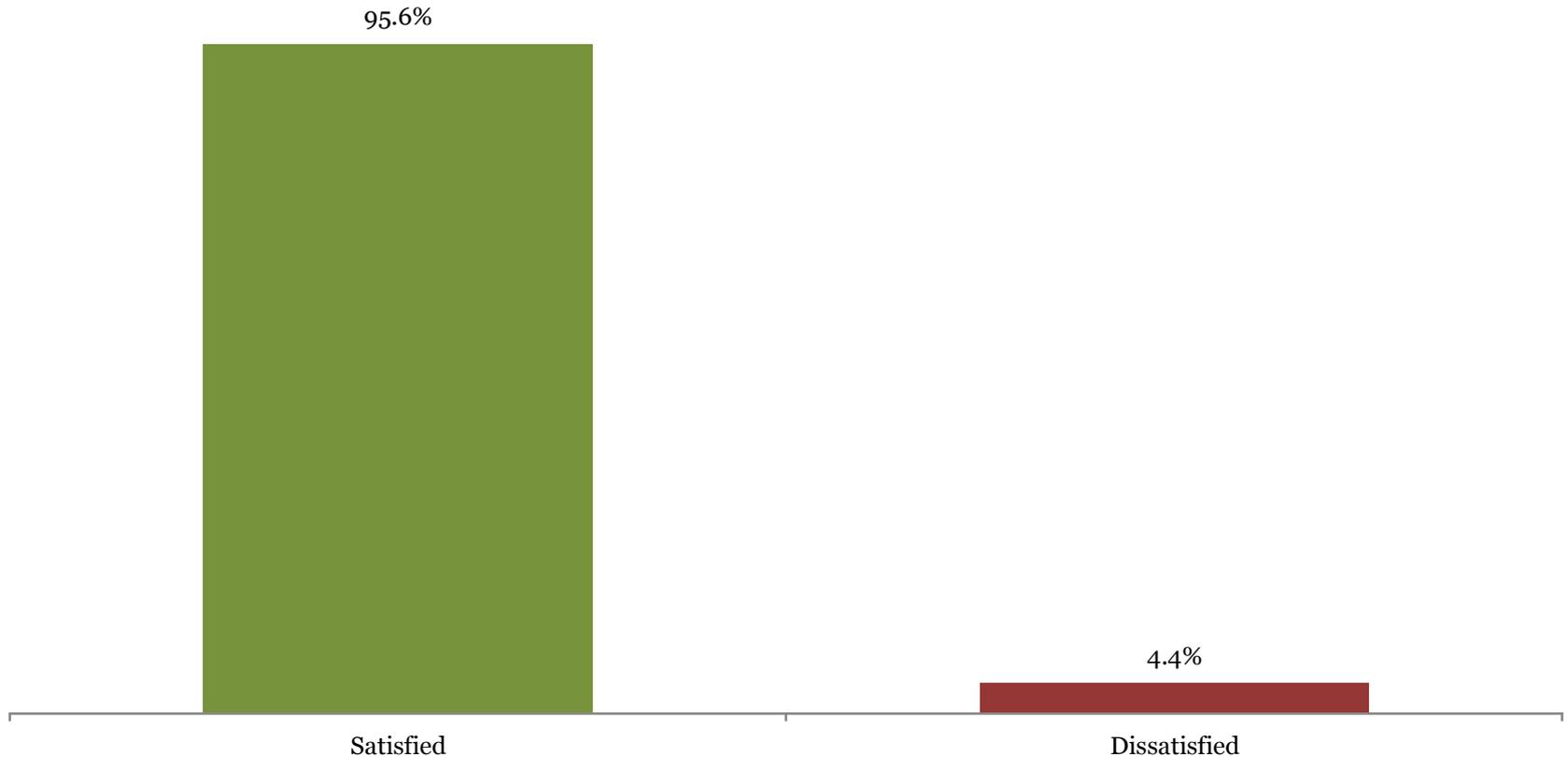
How has opinion shifted since 2011?

Question: Now, I'm going to read you a series of statements about the Laguna Niguel City Council. For each one, please tell me if you agree or disagree with the statement. Here is the (first/next) statement: Do you agree or disagree that _____? If you don't have an opinion, just say so.



Among those with an opinion, over nine out of ten residents Are satisfied with the job the City is doing to provide City services

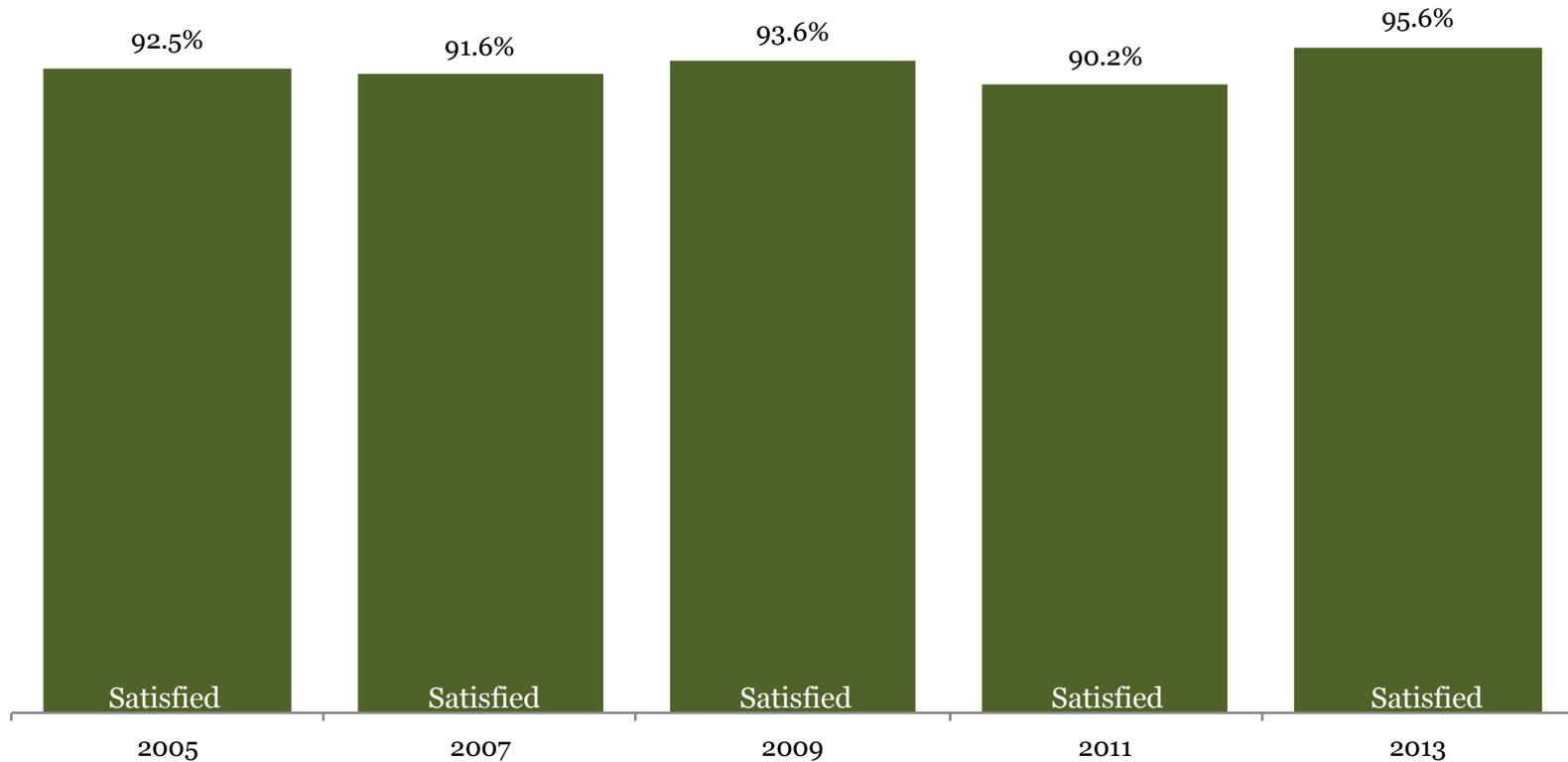
Question: In general, are you satisfied or dissatisfied with the job the City is doing to provide City services? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



Satisfaction with City services has remained

Statistically identical since 2005

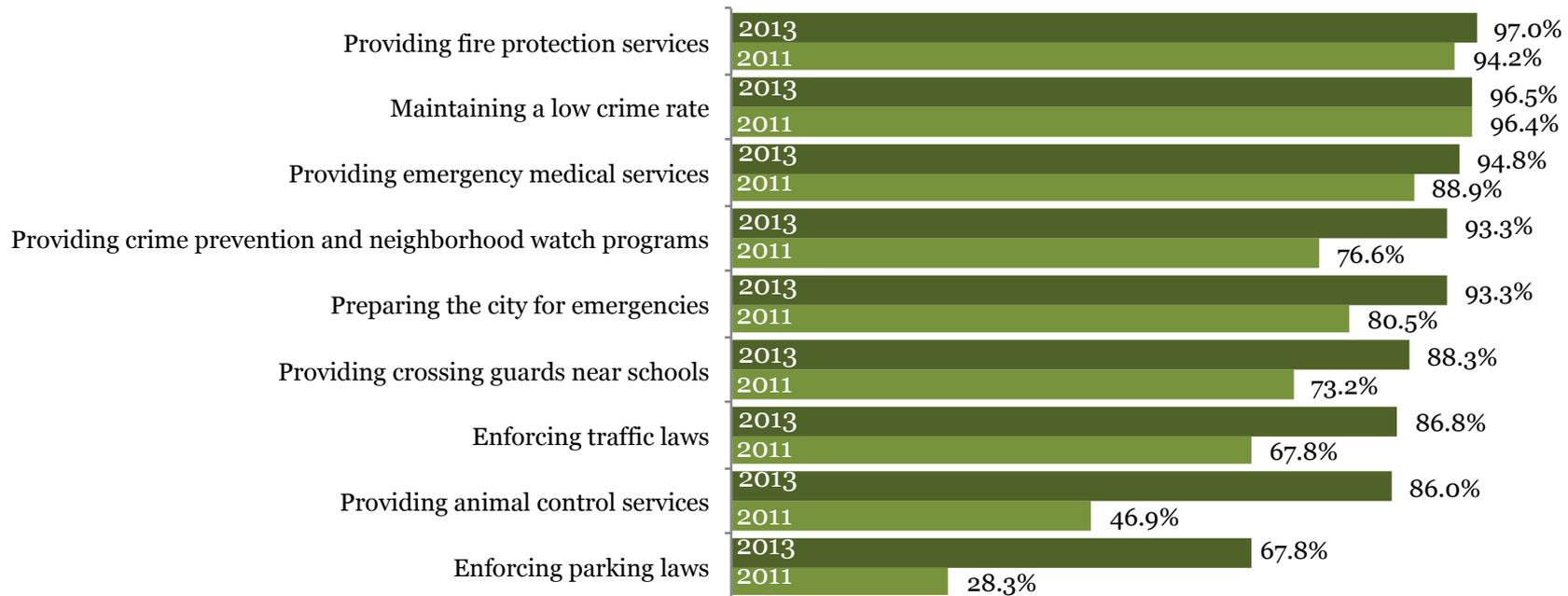
Question: In general, are you satisfied or dissatisfied with the job the City is doing to provide City services? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



Have resident's prioritization of public safety services Changed since 2011?

Question: Now I have a list of several public safety services provided by the City of Laguna Niguel that I am going to read. For each service, please tell me whether it is very important, somewhat important, not very important or not at all important to you. If you don't have an opinion, just say so. The first is [_____]. Is [_____] very important, somewhat important, not very important or not at all important to you.

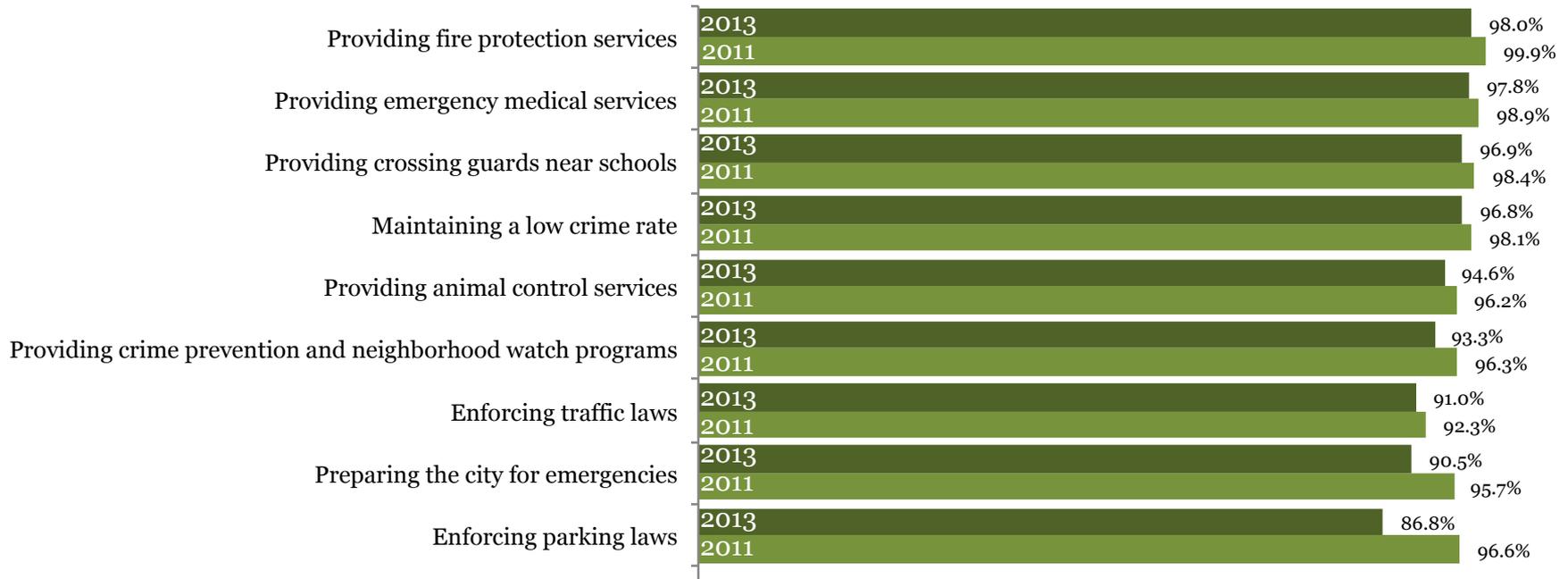
Important



Among those with an opinion, has resident satisfaction

With public safety services changed since 2011?

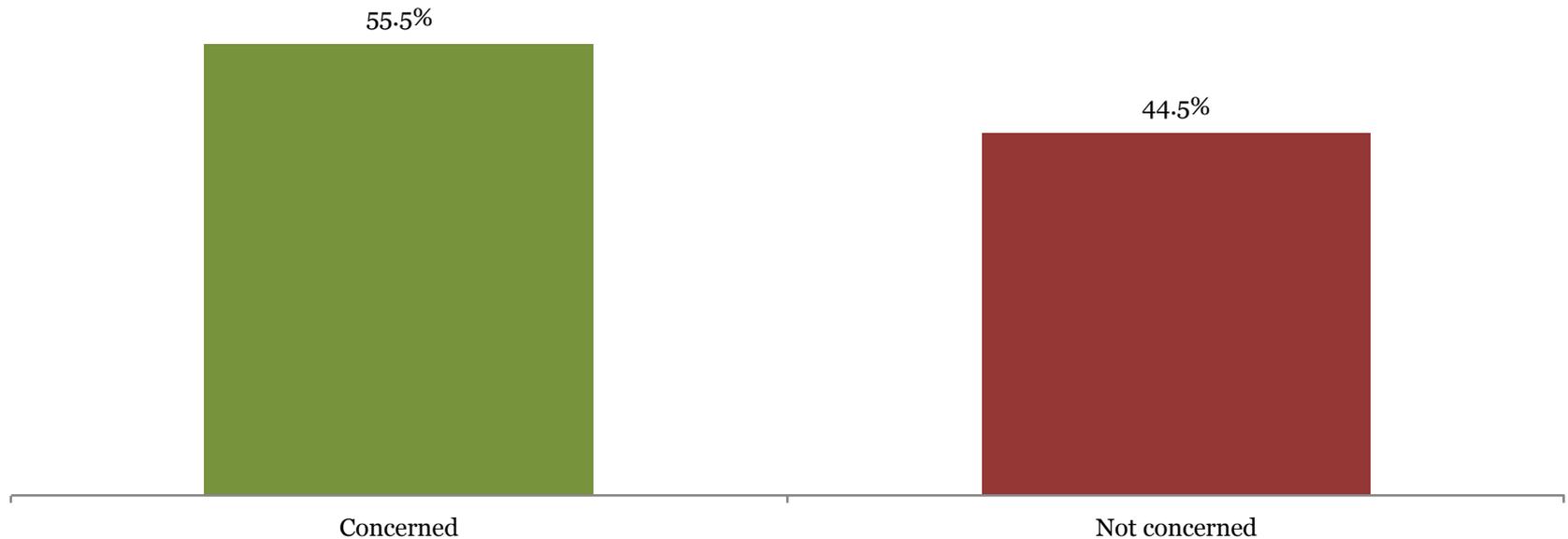
Question: Now, for the same list of services I just read, please tell me how satisfied you are with the job the City is doing to provide each service. Are you satisfied or dissatisfied with the City's efforts to [_____]? If you don't have an opinion, just say so. And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



A majority of respondents (55.5%) are concerned

About cars traveling too fast within Laguna Niguel

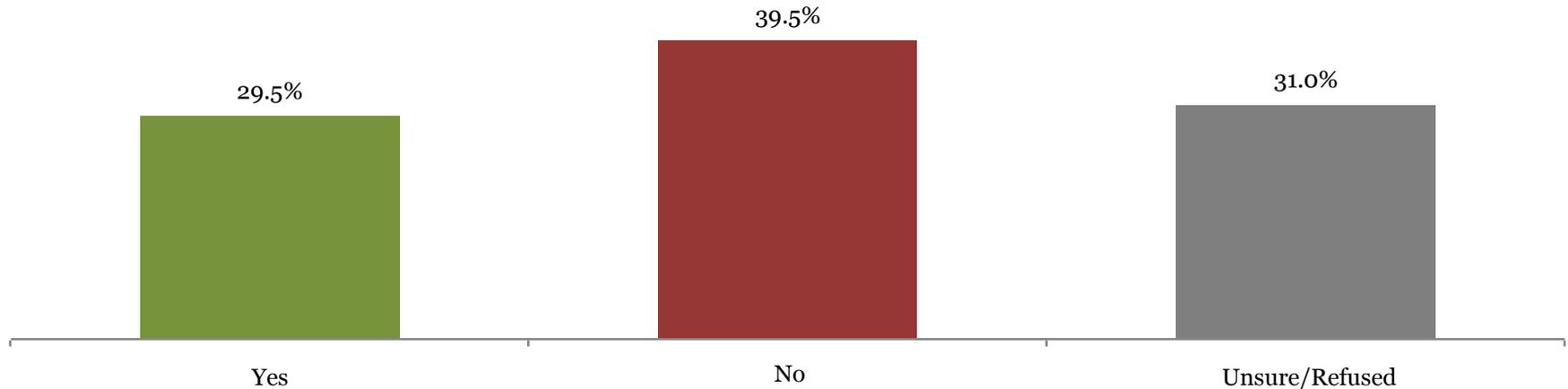
Question: How concerned are you about cars traveling too fast within Laguna Niguel? Would you say that you are extremely concerned, somewhat concerned, not too concerned or not at all concerned?



Perceptions of whether or not prescription drug abuse

Is a problem in Laguna Niguel

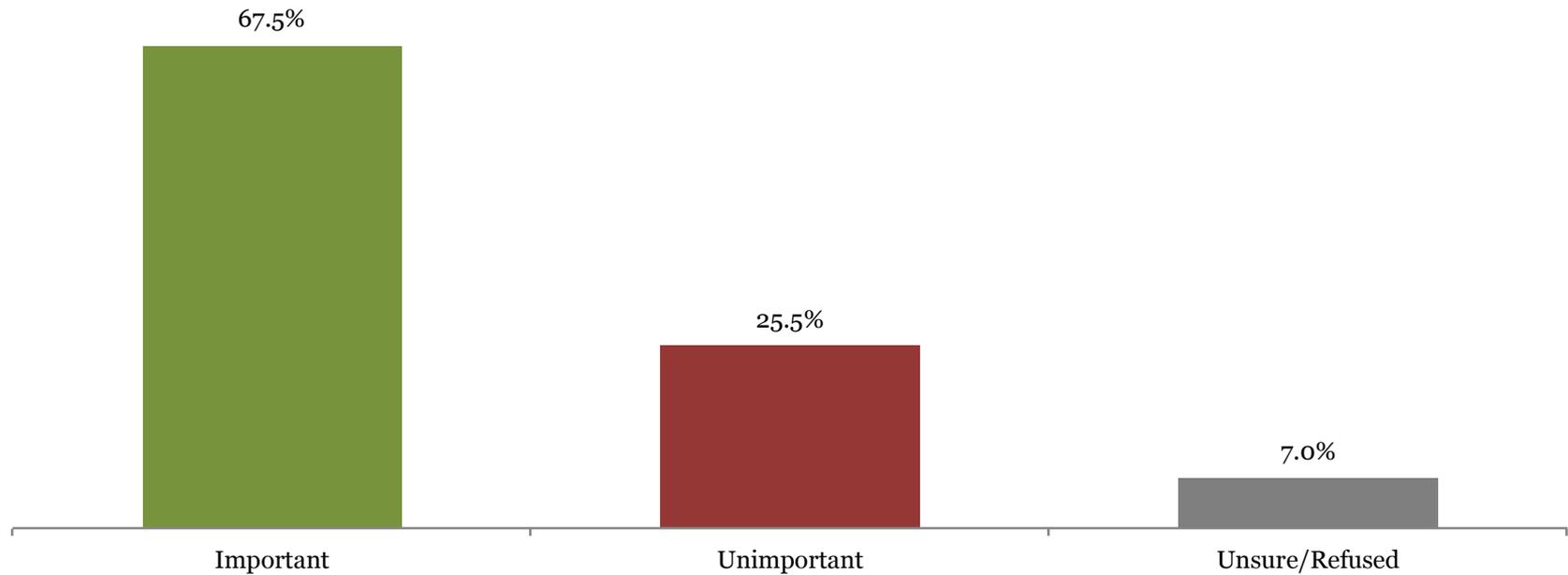
Question: Now I'm going to ask you another question related to public safety. Do you feel that prescription drug abuse is a problem in Laguna Niguel?



A supermajority (67.5%) says it's important

That the City focus on prescription drug abuse prevention education

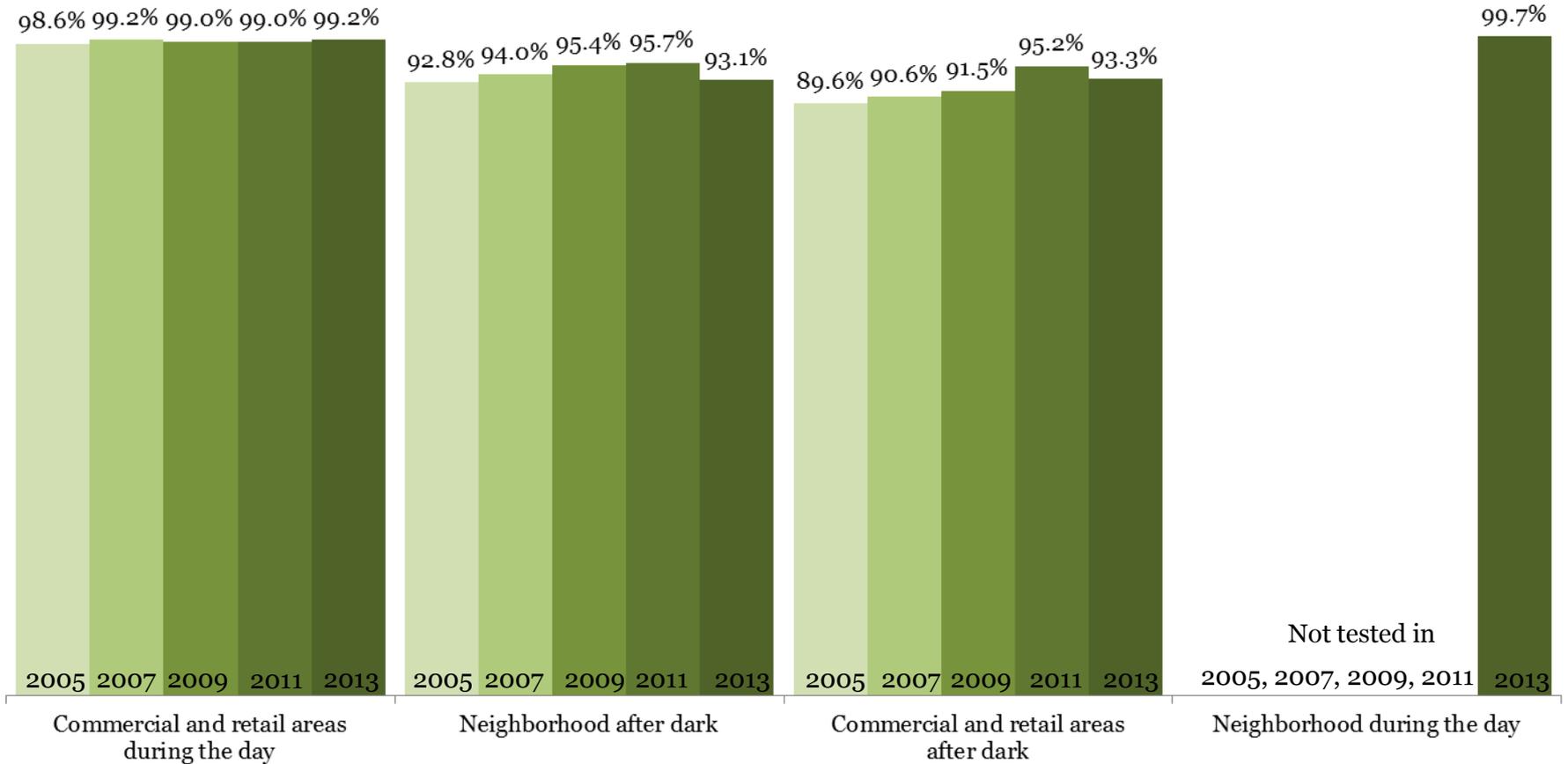
Question: How important is it to you that the City of Laguna Niguel focuses on prescription drug abuse prevention education in the City? And would you say that it is (very important/totally unimportant) or somewhat important/unimportant)?



Among those with an opinion, the perception of safety

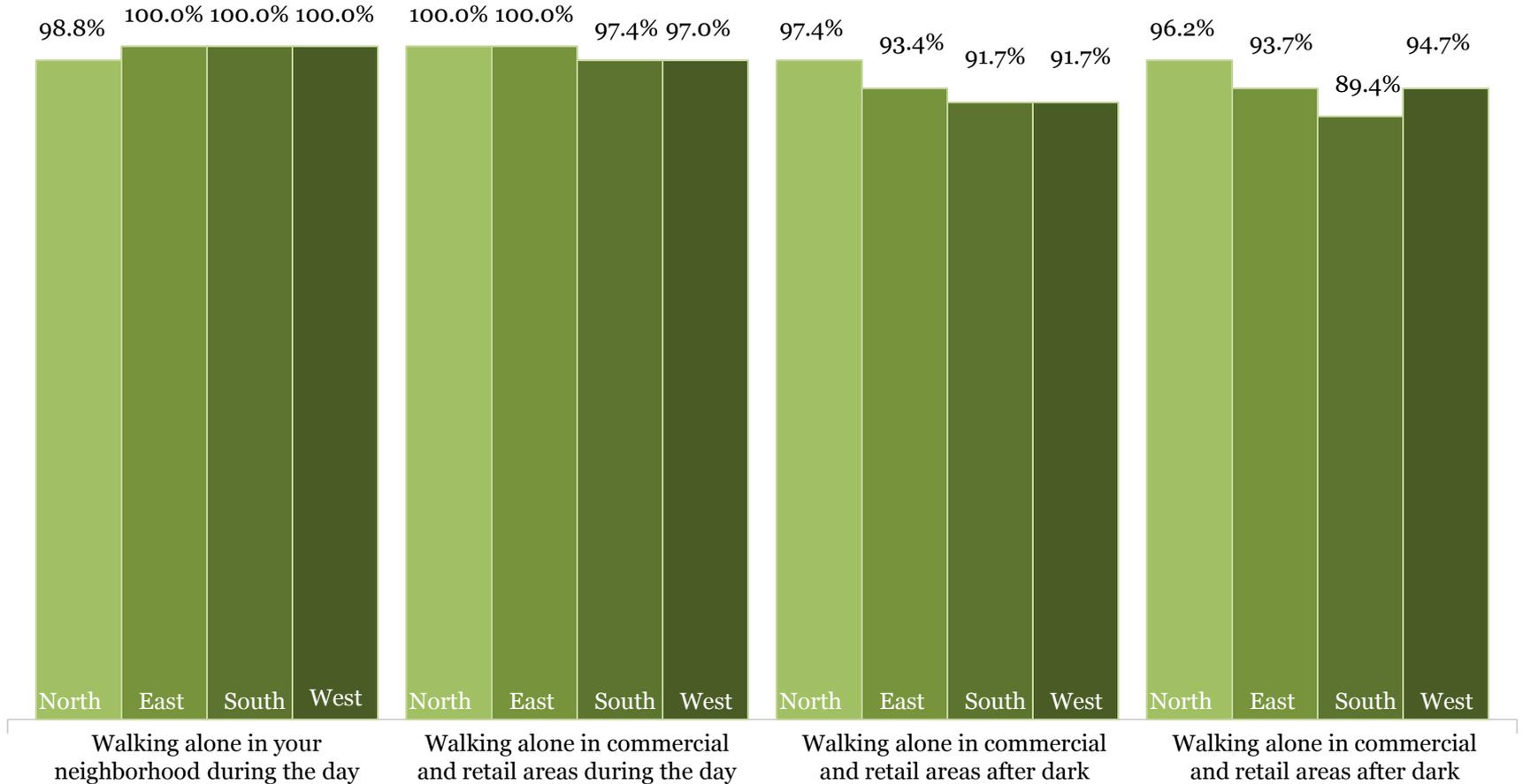
Has remained largely stable since 2005

Question: Now, I'm going to ask a few questions about personal safety and security in the City of Laguna Niguel. When you are [_____], would you say that you feel safe or unsafe? If you don't have an opinion, just say so.



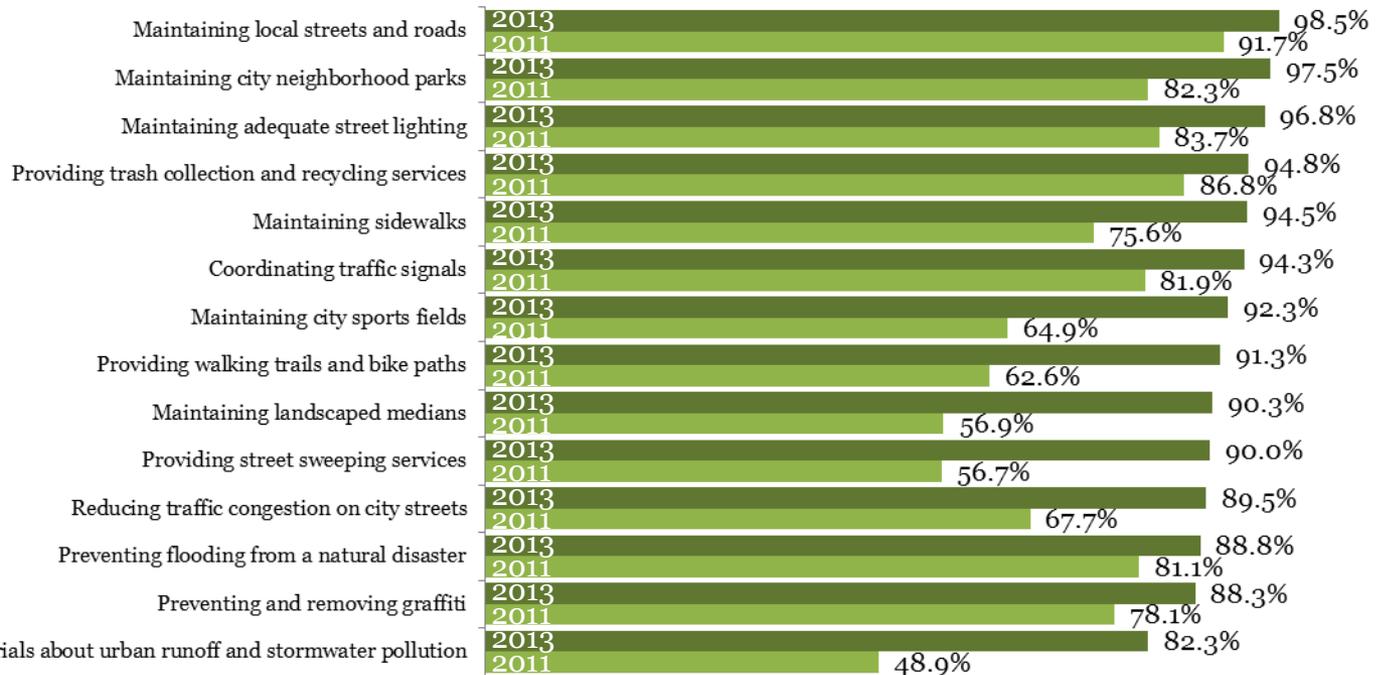
Among those with an opinion, do different regions feel differently about safety throughout the City?

Question: Now, I'm going to ask a few questions about personal safety and security in the City of Laguna Niguel. When you are [_____], would you say that you feel safe or unsafe? If you don't have an opinion, just say so.



Has resident valuation of various City public works services Changed since 2011?

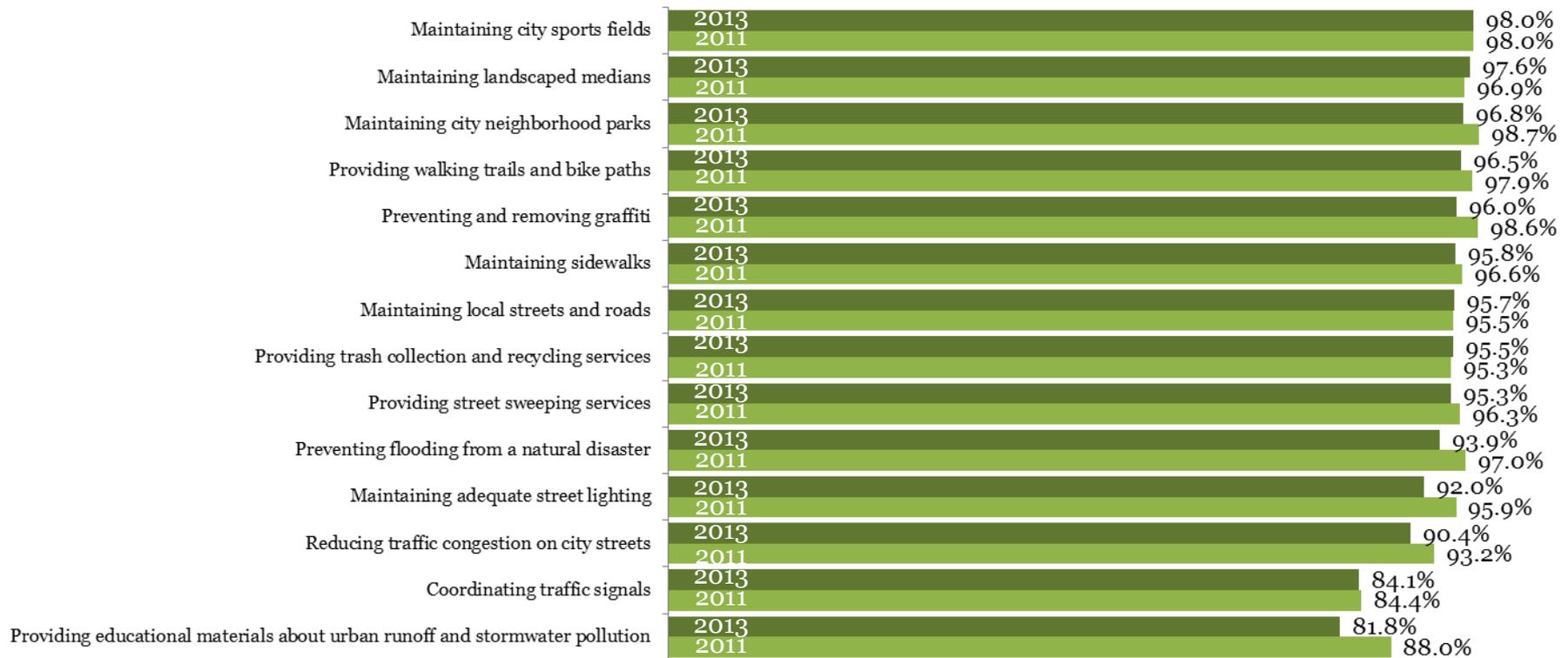
Question: Now I have a list of several public works services provided by the City of Laguna Niguel that I am going to read. For each service, please tell me whether it is very important, somewhat important, not very important or not at all important to you. If you don't have an opinion, just say so. The first is [_____]. Is [_____] very important, somewhat important, not very important or not at all important to you.



Among those with an opinion, has resident satisfaction

With various City public works services changed since 2011?

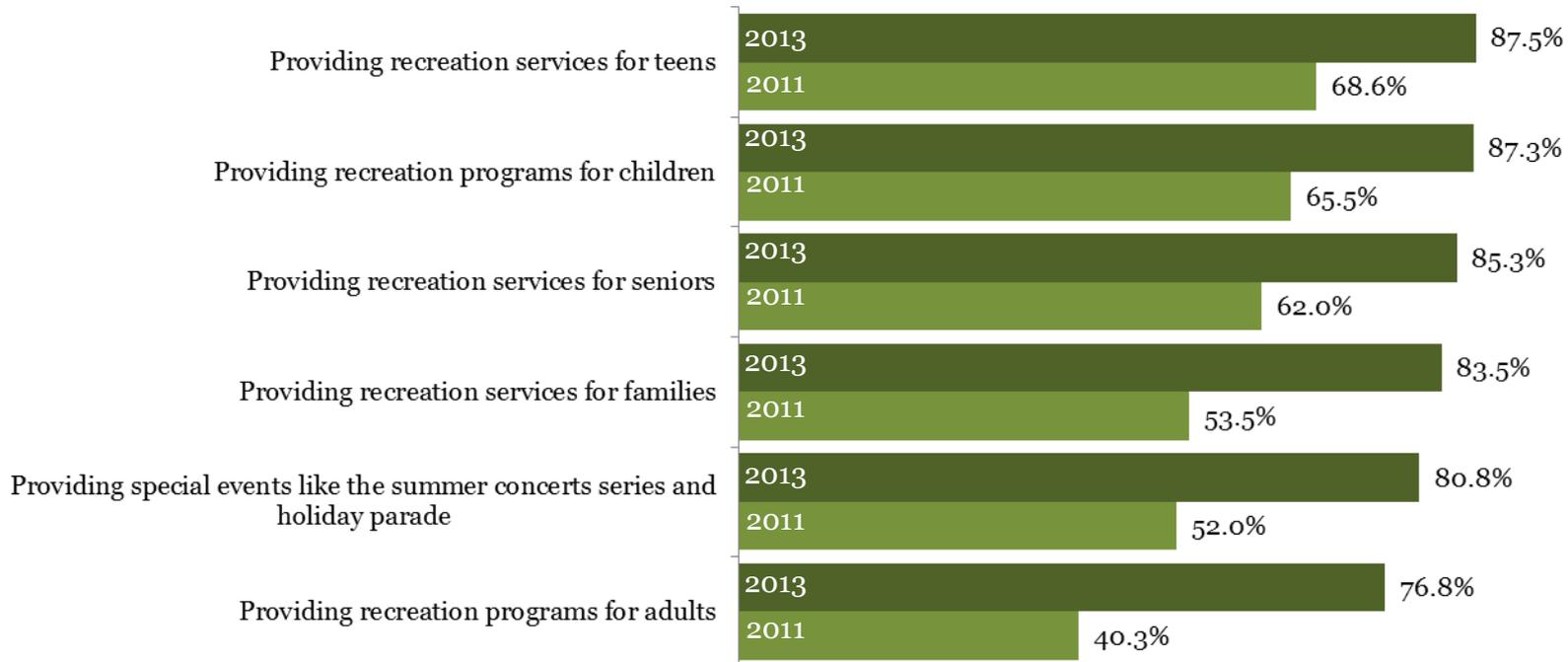
Question: Now, for the same list of services I just read, please tell me how satisfied you are with the job the City is doing to provide each service. Are you satisfied or dissatisfied with the City's efforts to [READ SERVICE]? If you don't have an opinion, just say so.



Residents appear to value recreation and community services

Considerably higher than in 2011

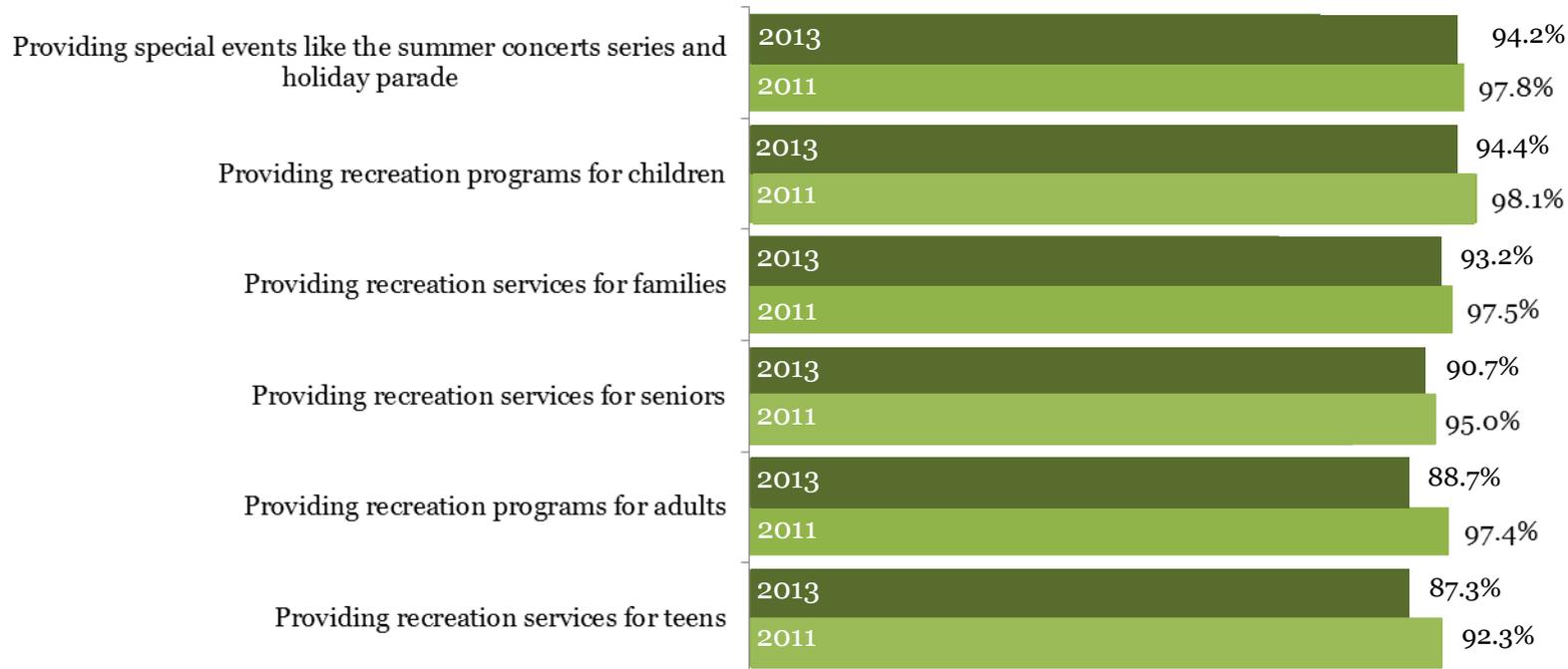
Question: Now I have a list of several recreation and community services provided by the City of Laguna Niguel that I am going to read. For each service, please tell me whether it is very important, somewhat important, not very important or not at all important to you. If you don't have an opinion, just say so. The first is [_____]. Is [_____] very important, somewhat important, not very important or not at all important to you.



Among those with an opinion, satisfaction

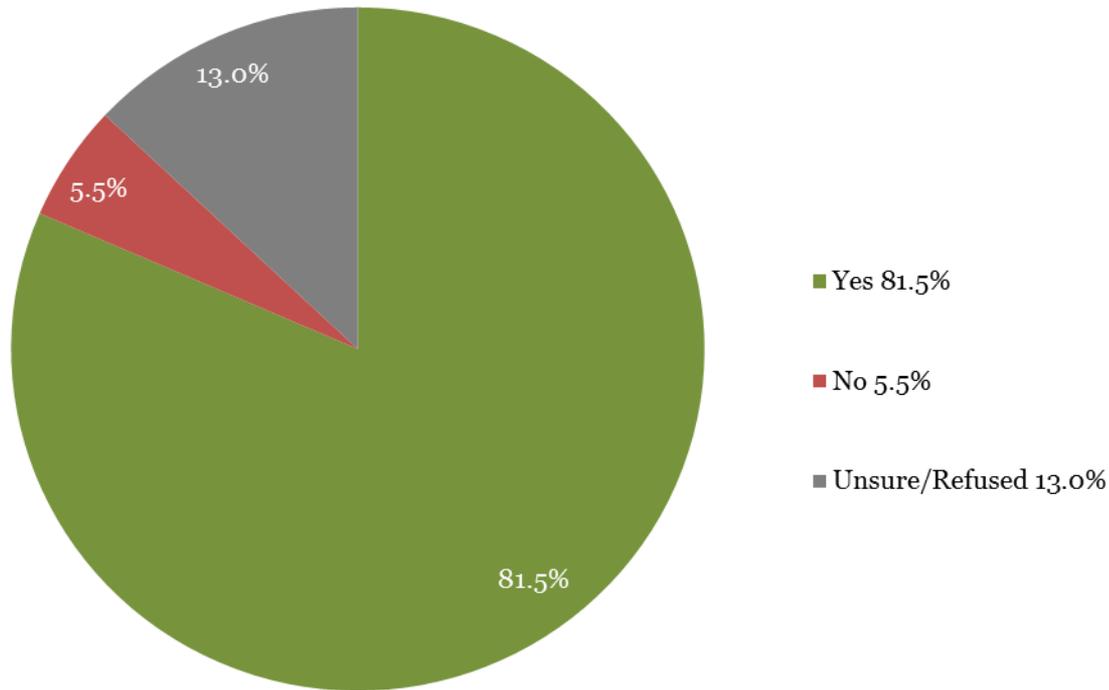
With recreation and community services appears to be similar to 2011

Question: Now, for the same list of services I just read, please tell me satisfied you are with the job the City is doing to provide each service. Are you satisfied or dissatisfied with the City's efforts to [_____]? If you don't have an opinion, just say so.



81.5% feel that City parks and sports fields Are available to them when they want/need them

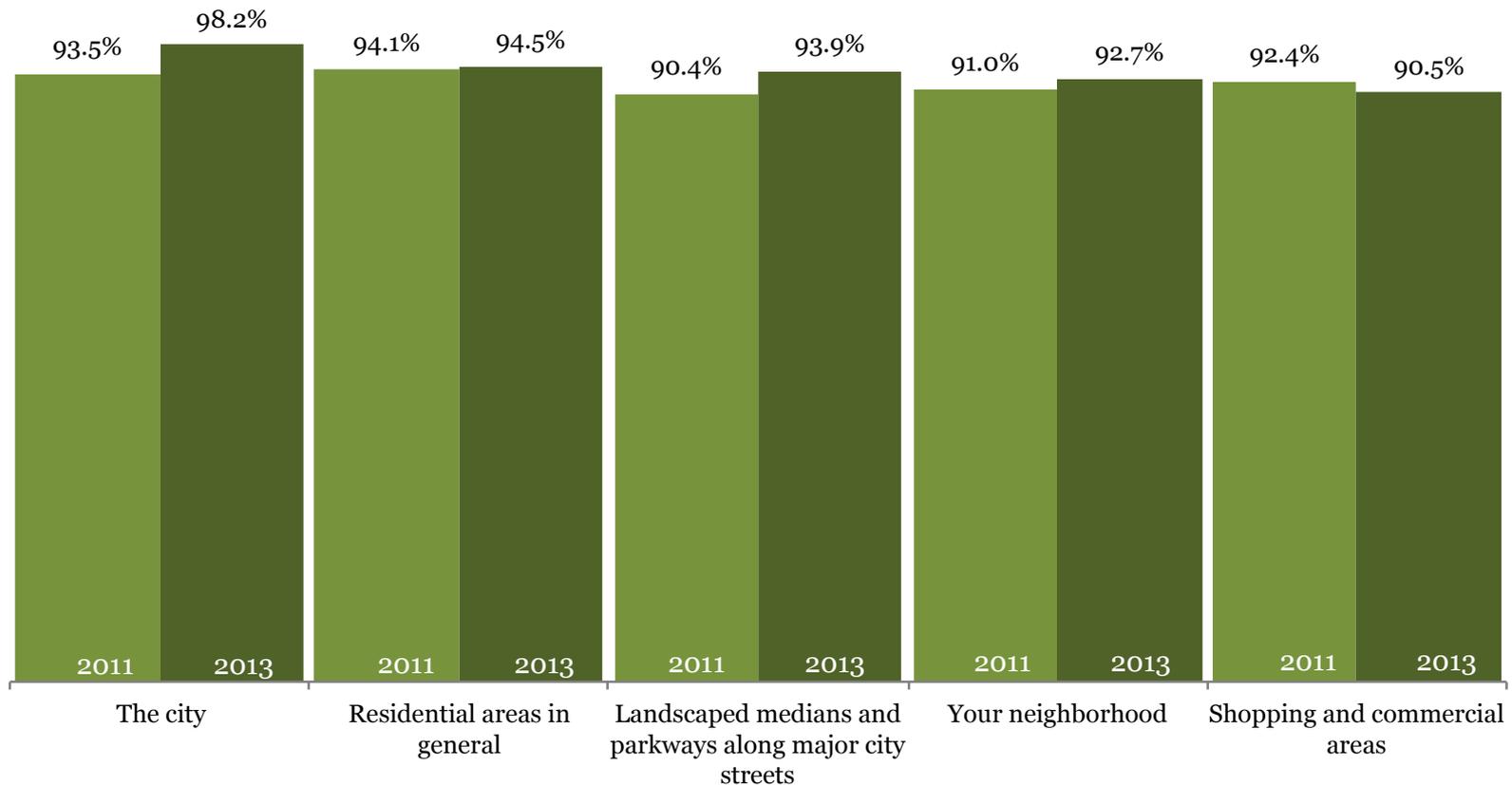
Question: Do you feel that parks and sports fields in the City of Laguna Niguel are available to you when you want or need them?



Resident rating of City appearances

Has remained consistently high since 2011

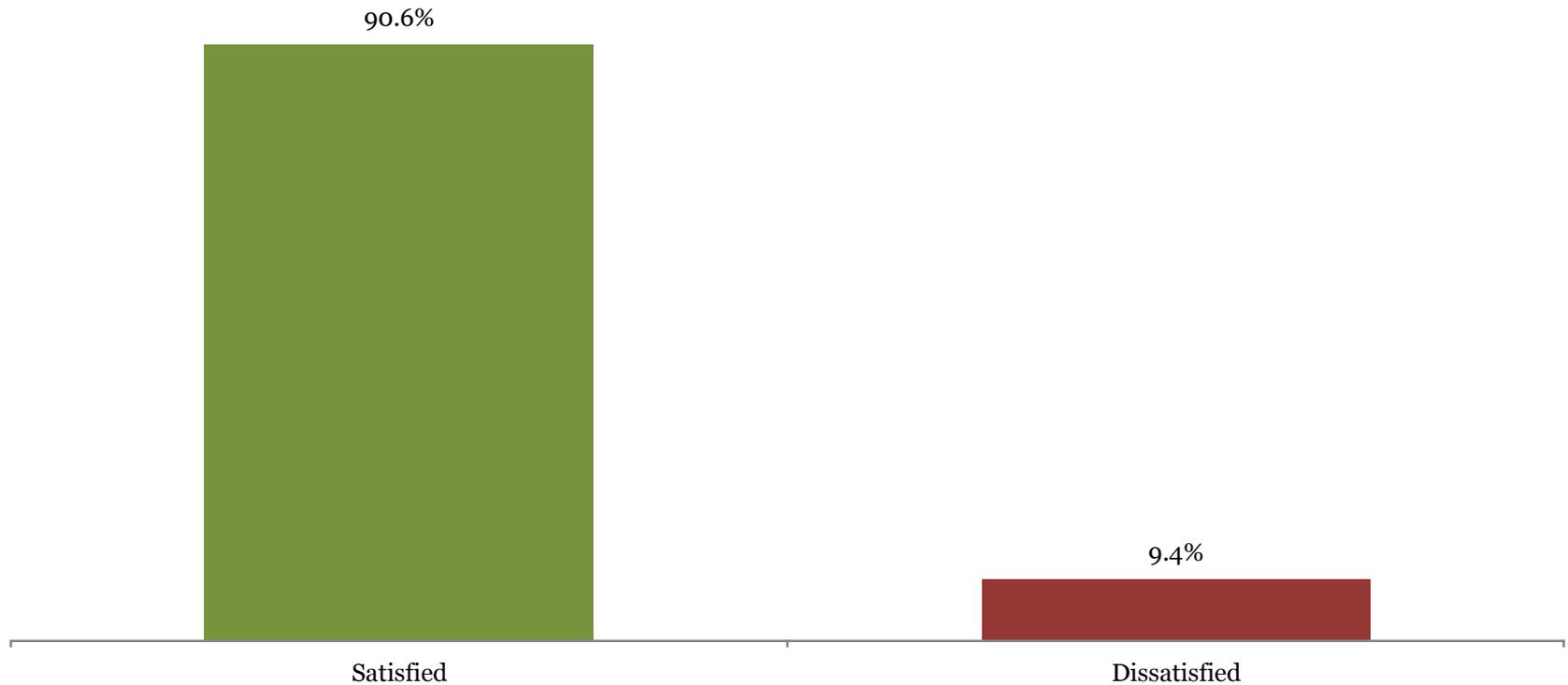
Question: Now, the following questions have to do with your opinions of the appearance of the community of Laguna Niguel. When answering these questions, please consider the quality and design of the buildings in the area, the design of the surrounding landscape and how well the buildings and the landscapes are maintained. Would you rate the overall appearance of [] as excellent, good, fair, poor or very poor?



Among those with an opinion, 90.6% are satisfied

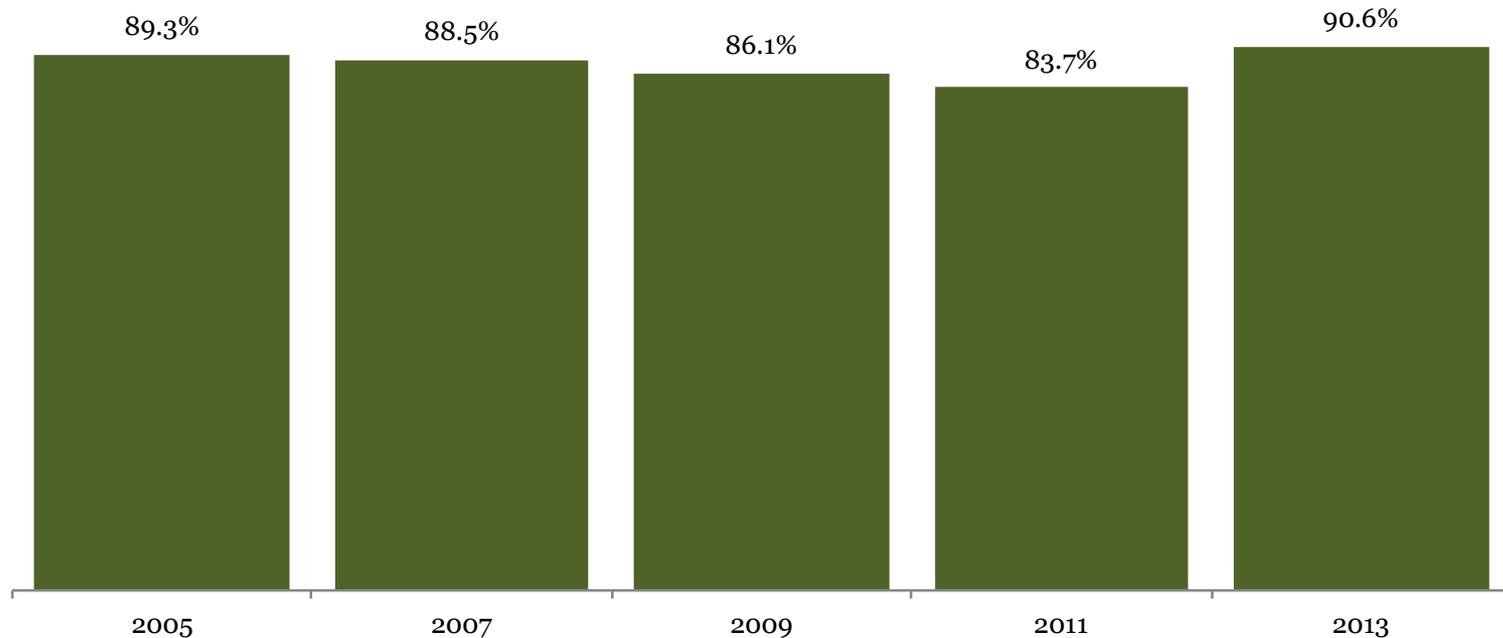
With the job the City is doing to enforce code and resolve violations

Question: The City of Laguna Niguel has created laws known as codes, to address and prevent a variety of issues that can affect a neighborhood, such as illegal parking, abandoned vehicles, non-permitted construction and other code violations. In general, are you satisfied or dissatisfied with the job the City is doing to enforce code and resolve violations? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



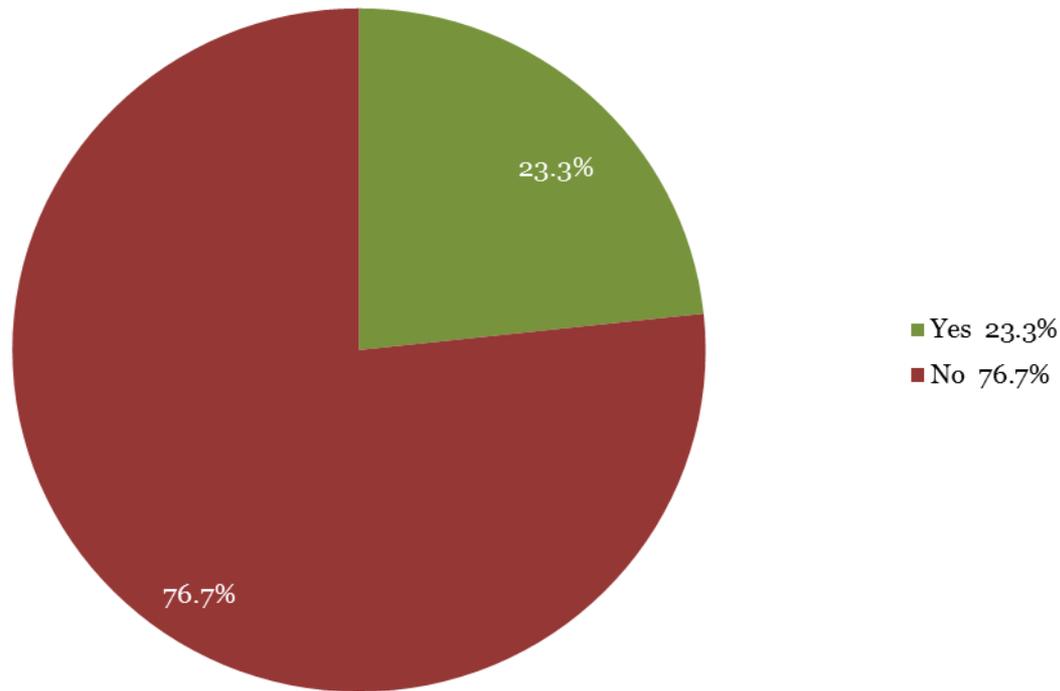
Among those with an opinion, satisfaction with Code enforcement and violation resolution has rebounded since 2011

Question: The City of Laguna Niguel has created laws known as codes, to address and prevent a variety of issues that can affect a neighborhood, such as illegal parking, abandoned vehicles, non-permitted construction and other code violations. In general, are you satisfied or dissatisfied with the job the City is doing to enforce code and resolve violations?



Among those who responded, nearly one-quarter Has contacted the City within the past twelve months

Question: In the past twelve months, have you contacted the City of Laguna Niguel for any reason?



What are the top four reasons why residents Contact the city?

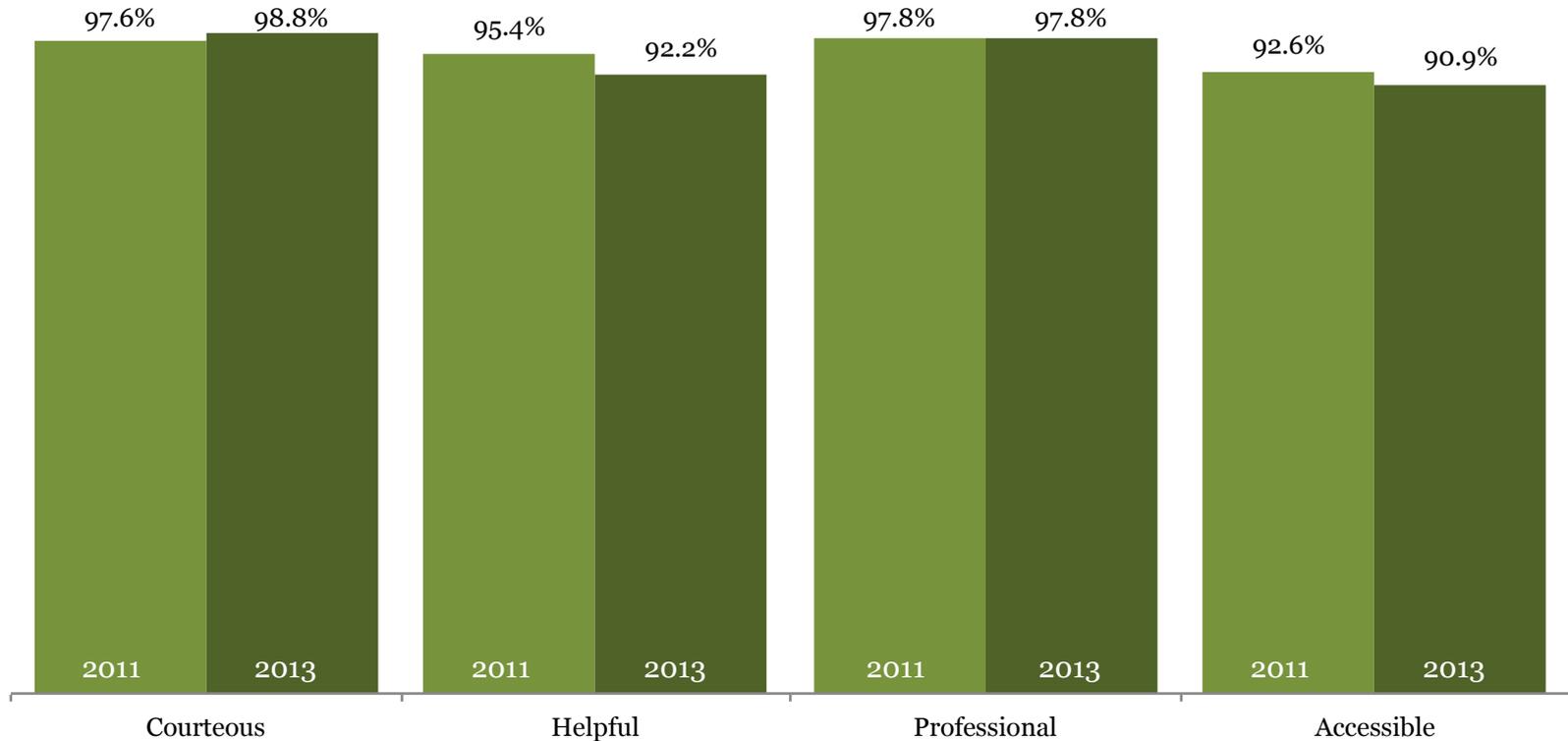
Question: Why did you contact the City?

1. To get a permit/pay a citation
(i.e. parking, installation, building, etc.)
2. Public safety/crime
3. A police report
4. Animal/pest control

Among those with an opinion, perception of interaction

With City staff are similar to what they were in 2011

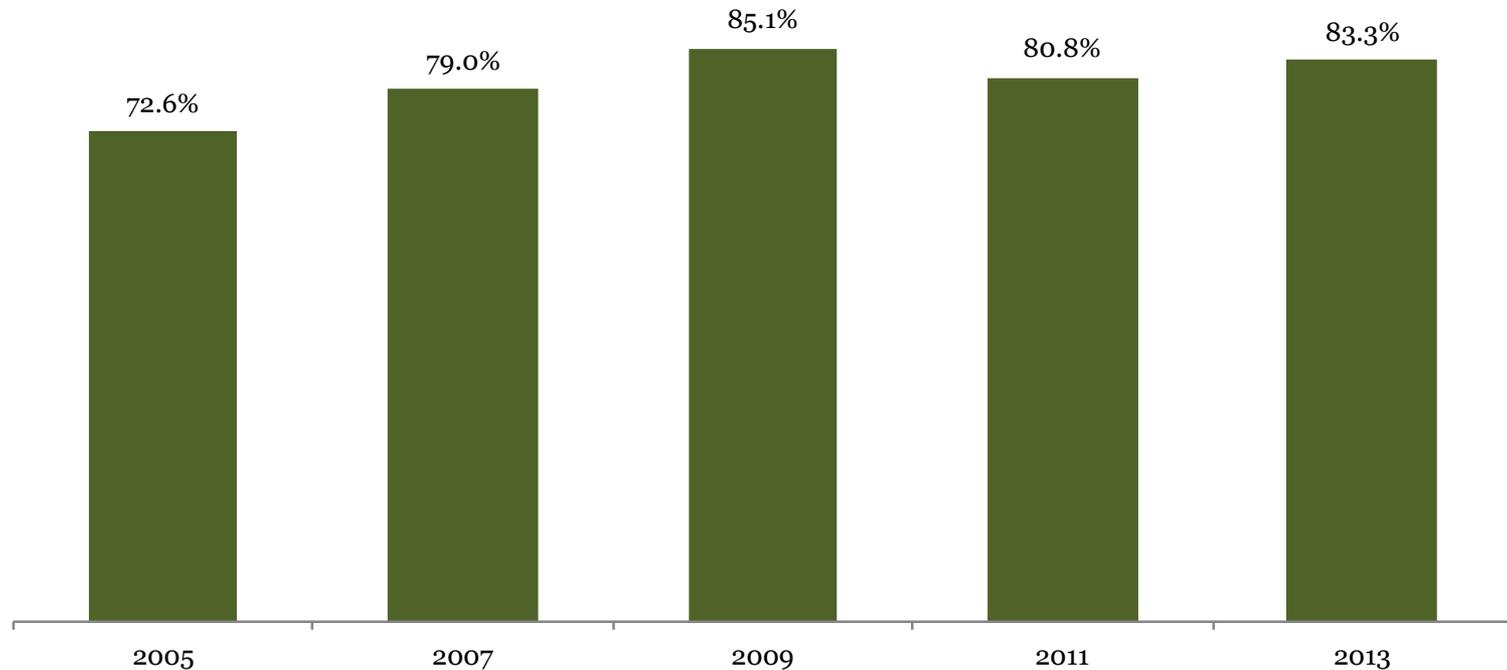
Question: I'm going to ask you some questions about your experience interacting with the City of Laguna Niguel staff. Based on your experience, would you say that the staff at the City is very [_____], somewhat [_____], not very [_____] or not at all [_____]?



Satisfaction with City communication efforts

Has increased significantly since 2005

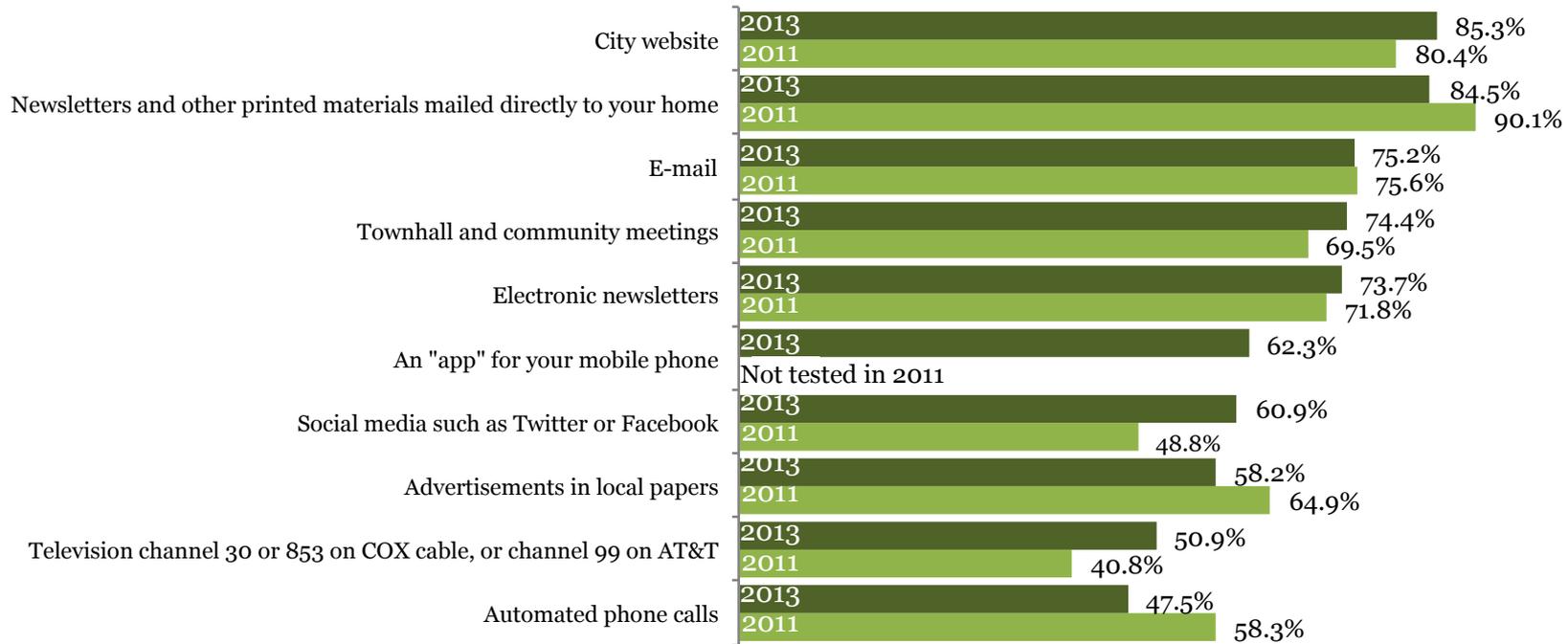
Question: In general, are you satisfied or dissatisfied with the job the City is doing to communicate with residents, such as through City newsletters, the City's website and other ways?



Of those with an opinion, have residents' changed their opinion

Of what communications vehicles are most effective?

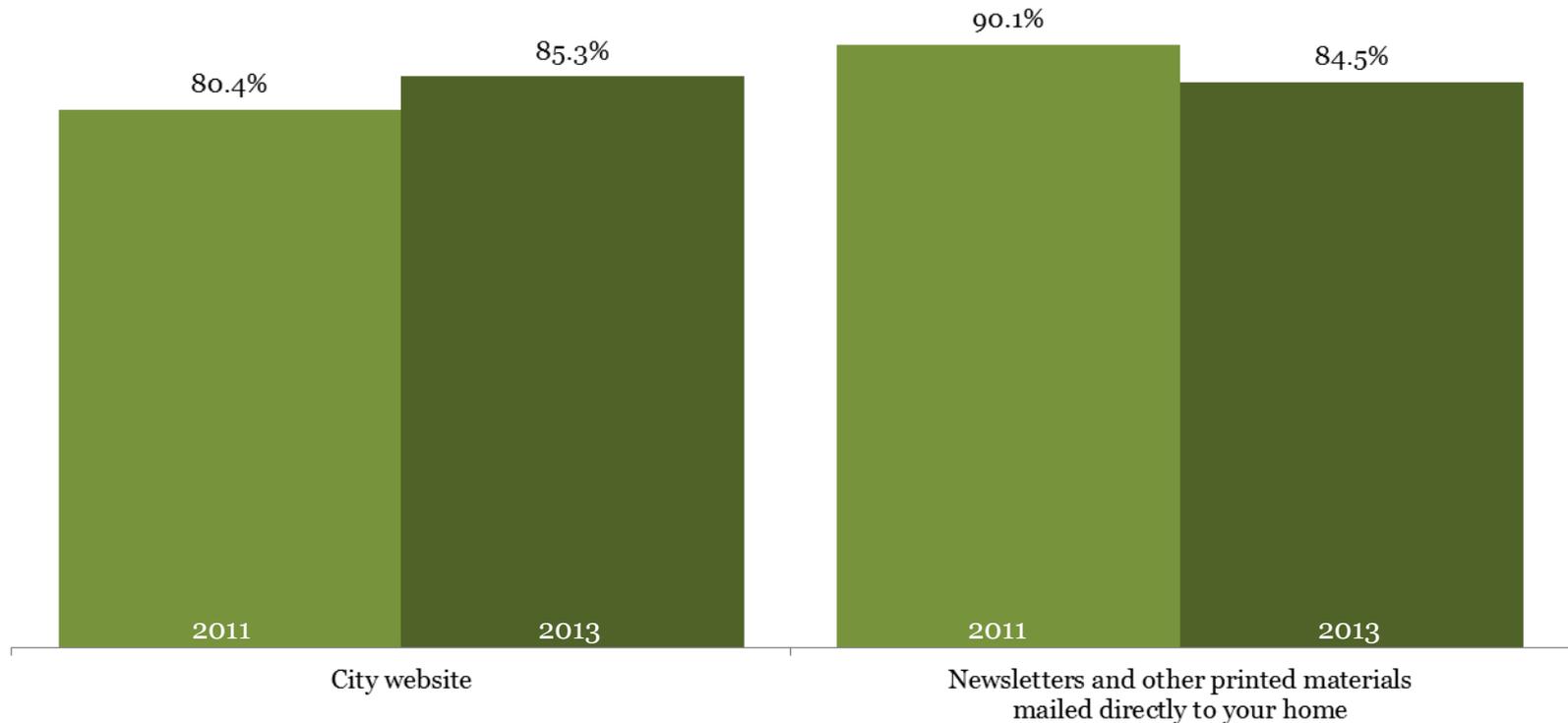
Question: The City can communicate with residents in a number of ways. Some they already do, and some they may consider for the future. I'm going read you a list of various ways the City could communicate with residents, and please let me know if you think if that method would be effective with you personally. If you don't have an opinion, just say so. Would you say that [] is effective or ineffective?



Residents' utilization of the city website has increased

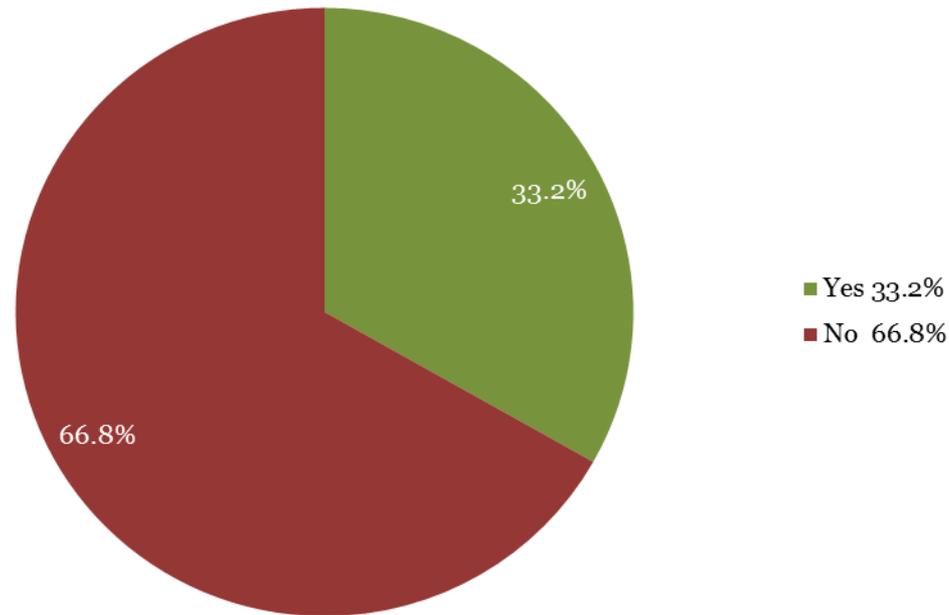
While utilization of newsletters decreased

Question: The City can communicate with residents in a number of ways. Some they already do, and some they may consider for the future. I'm going read you a list of various ways the City could communicate with residents, and please let me know if you think if that method would be effective with you personally. If you don't have an opinion, just say so. Would you say that [_____] is effective or ineffective?



Of those with an opinion, one-third (33.0%) has visited The City of Laguna Niguel's website in the past twelve months

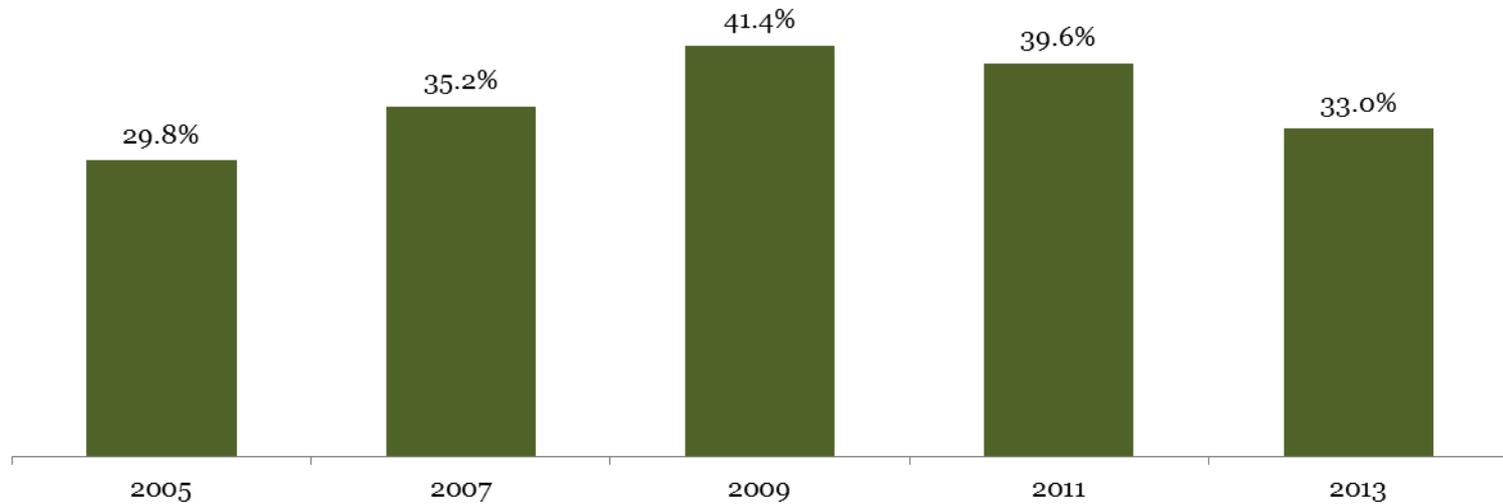
Question: In the past twelve months, have you visited the City of Laguna Niguel's website, www.cityoflagunaniguel.org?



The proportion that has visited the City's website

Is less than it was in 2009, but similar to 2007

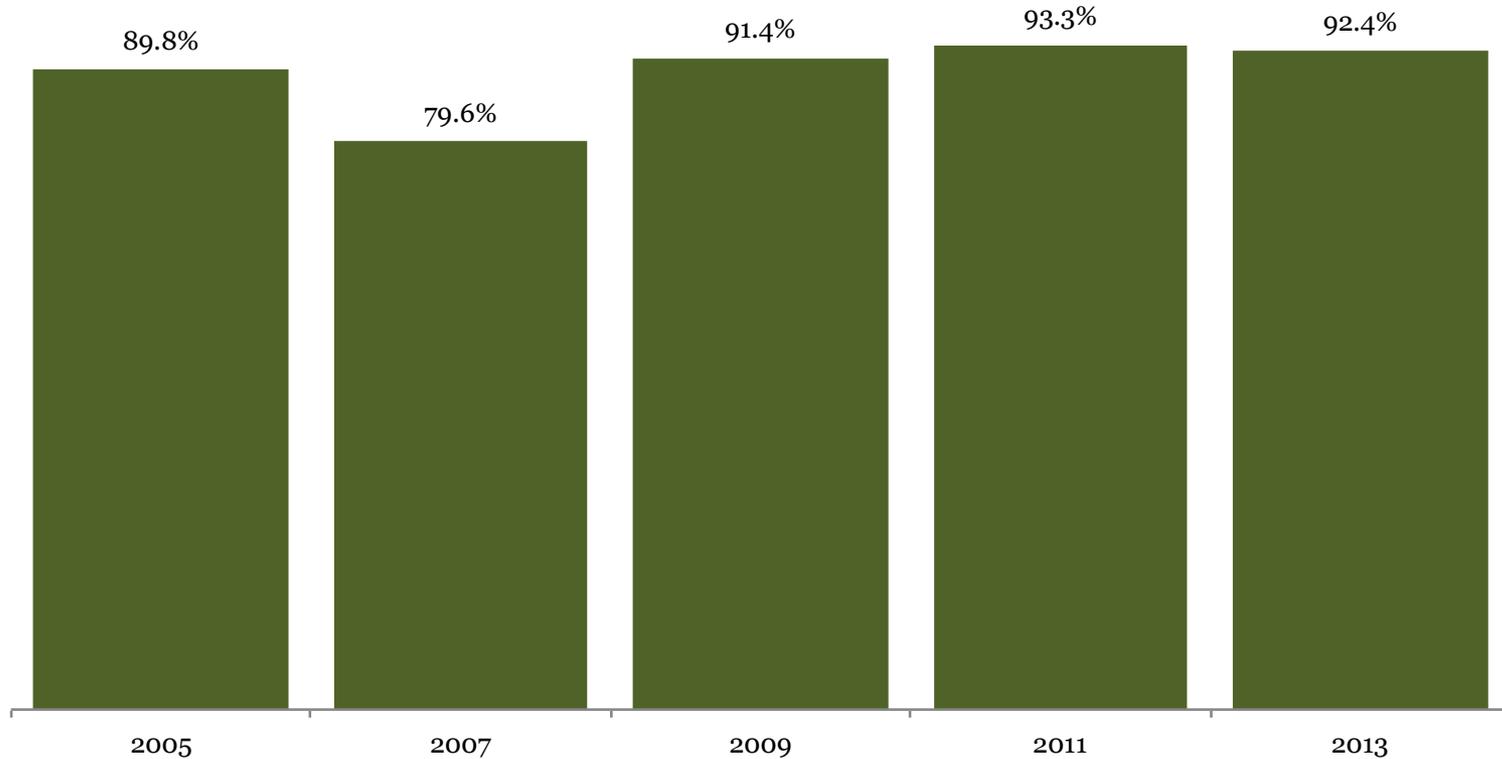
Question: In the past twelve months, have you visited the City of Laguna Niguel's website, www.cityoflagunaniguel.org?



Satisfaction with the website has remained consistent

Since 2009

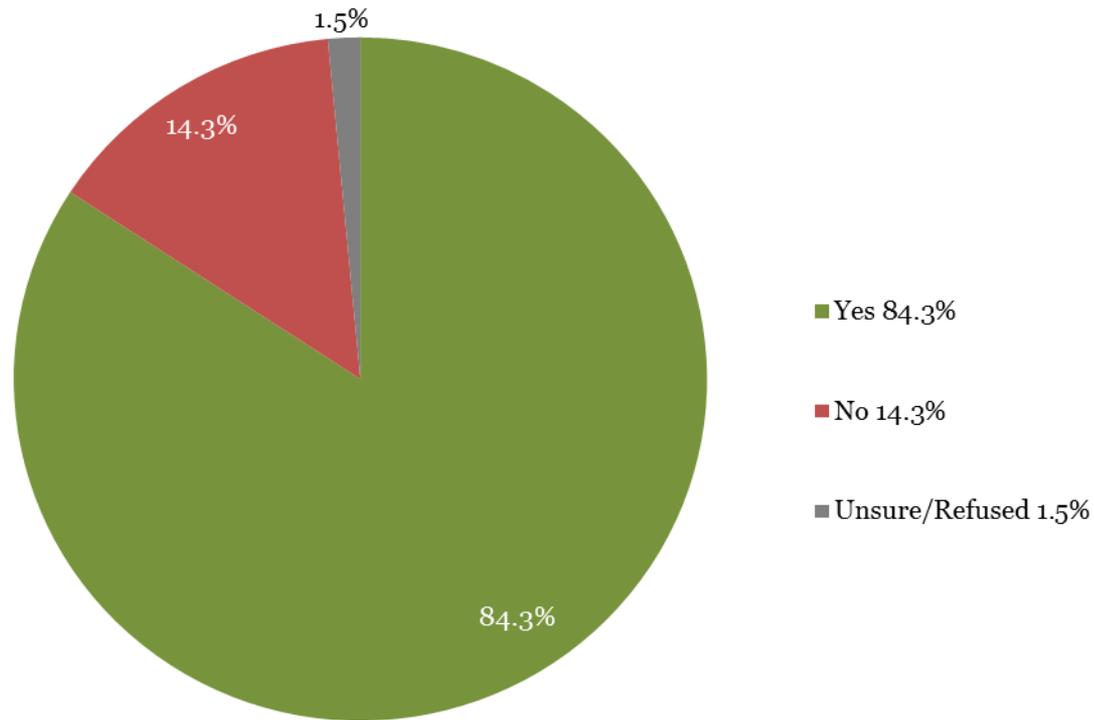
Question: In general, are you satisfied or dissatisfied with information and resources available on the City's website? And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?



84.3% say they would visit the City's website

For answers or direction about the City or City-related services

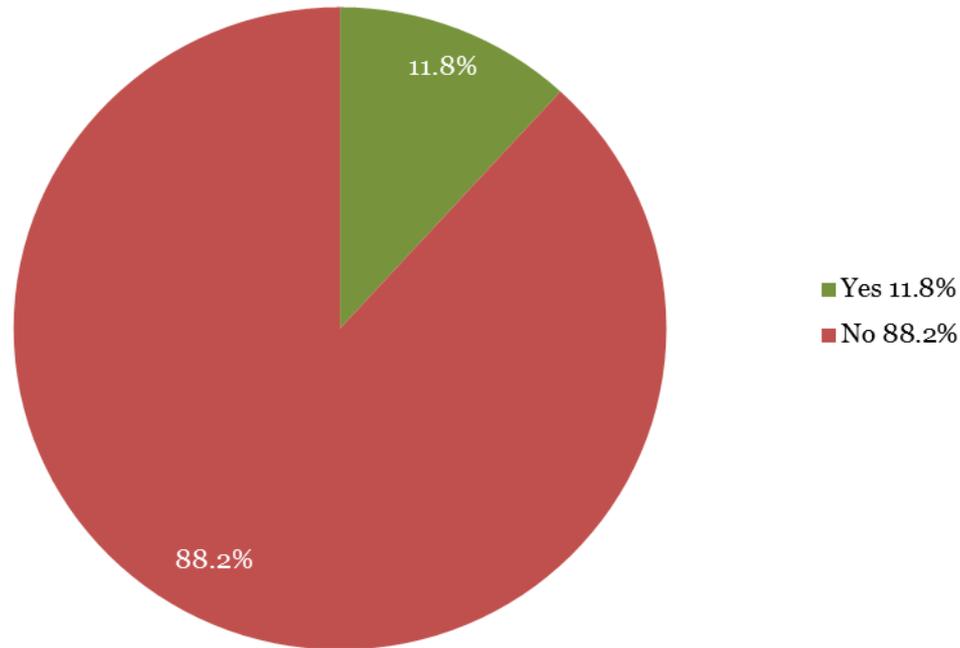
Question: If you needed to get information about the City or City-related services, would you visit the City's website for answers or direction?



Of those with an opinion, 11.8% say they have watched the City's cable TV channel

However, 46.8% of Resident audiences say they “rarely” watch it

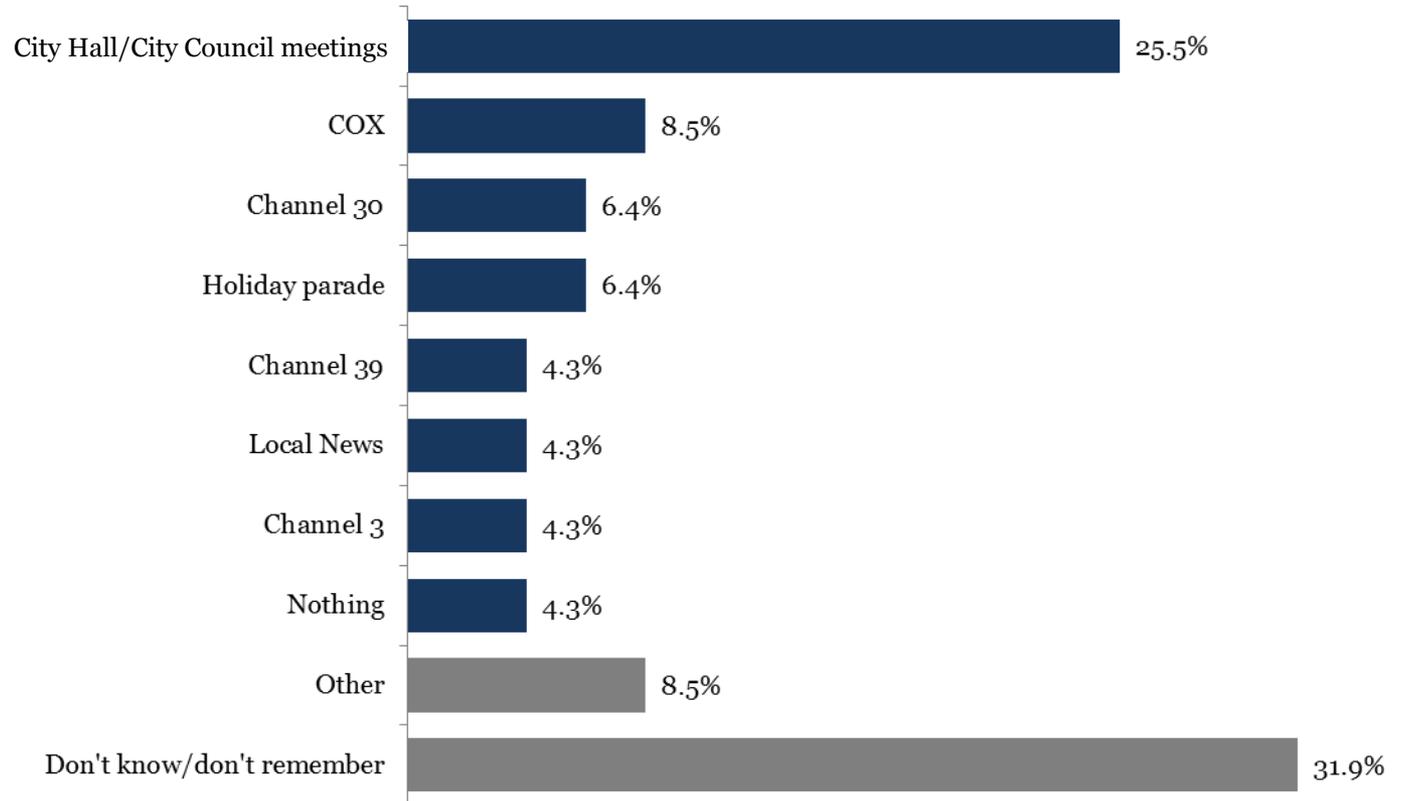
Question: In the past twelve months, have you watched the City's cable television channel, which is Channel 30, 99 or 853 depending on which company provides your cable television service?



City Hall/City Council meetings

Are the most popular programs*

Question: Which program or programs on the City's cable television channel do you watch?



*Open-ended question: responses are verbatim and may not reflect actual programming available on the City's cable television channel

Thank You



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City of Laguna Niguel

Resident Satisfaction Survey 2014

Interview Schedule

Field Dates: Tuesday, January 14 through Sunday, January 19, 2014
 Universe: Among City of Laguna Niguel voters
 Language: English, Spanish
 N = 400
 Margin of Error = +/-4.9%

Hello, may I speak with _____? [IF NOT AVAILABLE—SCHEDULE CALLBACK]

This is _____ with the Western States Policy Research Center a regional opinion research organization, calling on behalf of the City of Laguna Niguel. We are conducting a survey about issues facing your community. Your opinion is important.

1. What is the most important issue facing your community today?*

Public safety	15.0%
Jobs and the economy	12.5%
Transportation	9.3%
Government	8.3%
Environmental issues	6.0%
Education/schools/higher education	6.0%
Overpopulation/controlling growth/development	4.3%
Poverty	2.8%
Healthcare	2.0%
Affordable housing	1.8%
Moral issues	1.3%
Nothing/no issues/everything is fine	11.8%
Other	2.3%
Don't know/refused	27.0%

**Note: Respondents could answer with more than one issue, hence the cumulative percentage of responses may add up to more than 100%*

2. Do you think that the City of Laguna Niguel is on the right track?

Yes	92.7%
No	7.3%

3. How would you rate the overall quality of life in the City of Laguna Niguel? Would you say that it is excellent, good, fair, poor or very poor?

Excellent/Good	98.0%
Fair	2.0%
Poor/Very Poor	0.0%

4. If City government could change one thing to make Laguna Niguel a better place to live now and in the future, what change would you like to see?*

More support for/better schools/education	5.5%
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More recreation facilities/entertainments (i.e. parks, etc.)	5.5%
Less traffic congestion	4.3%
Less development/no more building/apartments/preserve open space	4.3%
Security/less crime	3.8%
Improve roads/more bike lane	3.5%
More help for the homeless/poor	3.0%
Should have more business establishments (i.e. restaurants, shops etc.)	3.0%
Better government	3.0%
Improve beautification of the city/keep it clean	2.8%
Less/lower tax	2.8%
More community events/activities	2.8%
More affordable housing/lower the rental fee	2.5%
Improve the economy/more business friendly	2.3%
Better traffic light timing/traffic light synchronization in the area/more street lighting	2.3%
More public services/programs	1.5%
More jobs	1.5%
Have environmental projects (lessen pollution, recycling programs.)	1.5%
Better traffic safety	1.3%
More/better public transportation	1.0%
Fix water issues	1.0%
Need to save with their money	0.8%
Need more transparency	0.8%
More/better information about the city's future plans	0.8%
None/everything is fine	19.3%
Other	7.8%
Don't know/no idea/refused	19.3%

*Note: Respondents could answer with more than one issue, hence the cumulative percentage of responses may add up to more than 100%

5. Now, I'm going to read you a series of statements about the Laguna Niguel City Council. For each one, please tell me if you agree or disagree with the statement. Here is the (first/next) statement: Do you agree or disagree that [READ]? If you don't have an opinion, just say so. [IF AGREE/DISAGREE>] And would you say that you strongly (agree/disagree) or somewhat (agree/disagree)? [RANDOMIZE A-C]

	Agree (NET)	Disagree (NET)
A The City Council is responsive to residents' needs	90.5%	9.5%
B The City Council is fiscally responsible	91.8%	8.2%
C The City Council listens to residents when making important decisions	87.6%	12.4%

6. In general, are you satisfied or dissatisfied with the job the City is doing to provide City services? [RECORD] [IF SATISFIED/DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Satisfied	95.6%
Dissatisfied	4.4%

[FOLLOW-UP TO THOSE WHO ANSWER DISSATISFIED IN Q6]

7. Why would you say that you are dissatisfied with the job the City is doing providing City services?*

Providing insufficient services for the people	23.5%
Mismanaged funds/wasteful spending	17.6%
Slow/no improvements on street works	17.6%
Doesn't offer transportation services for seniors/handicapped	11.8%
Speeding cars/vehicles	11.8%
Others	23.5%

*Note: Respondents could answer with more than one issue, hence the cumulative percentage of responses may add up to more than 100%

8. Now I have a list of several **public safety** services provided by the City of Laguna Niguel that I am going to read. For each service, please tell me whether it is very important, somewhat important, not very important or not at all important to you. If you don't have an opinion, just say so. The first is [READ SERVICE]. Is [READ SERVICE] very important, somewhat important, not very important or not at all important to you.
[RANDOMIZE A-I]

	Important (NET)	Unimportant (NET)
A Enforcing traffic laws	86.8%	13.2%
B Maintaining a low crime rate	96.5%	3.5%
C Providing crossing guards near schools	88.3%	11.7%
D Providing crime prevention and neighborhood watch programs	93.3%	6.7%
E Enforcing parking laws	67.8%	32.2%
F Providing fire protection services	97.0%	0.0%
G Providing emergency medical services	94.8%	5.2%
H Providing animal control services	86.0%	14.0%
I Preparing the City for emergencies	93.3%	6.7%

9. Now, for the same list of services I just read, please tell me how satisfied you are with the job the City is doing to provide each service. Are you satisfied or dissatisfied with the City's efforts to [READ SERVICE]? If you don't have an opinion, just say so. [IF SATISFIED/ DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? [RANDOMIZE A-I]

	Satisfied (NET)	Dissatisfied (NET)
A Enforcing traffic laws	91.0%	9.0%
B Maintaining a low crime rate	96.8%	3.2%
C Providing crossing guards near schools	96.9%	3.1%
D Providing crime prevention and neighborhood watch programs	93.3%	6.7%
E Enforcing parking laws	86.8%	13.2%
F Providing fire protection services	98.0%	2.0%
G Providing emergency medical services	97.8%	2.2%
H Providing animal control services	94.6%	5.4%
I Preparing the City for emergencies	90.5%	9.5%

10. How concerned are you about cars traveling too fast within Laguna Niguel? Would you say that you are extremely concerned, somewhat concerned, not too concerned or not at all concerned?

Concerned 55.5%
Not concerned 44.5%

11. Now I'm going to ask you another question related to public safety. Do you feel that prescription drug abuse is a problem in Laguna Niguel?

Yes 29.5%
No 39.5%
 Unsure/Refused 31.0%

12. How important is it to you that the City of Laguna Niguel focuses on prescription drug abuse prevention education in the City? [IF IMPORTANT OR UNIMPORTANT>] And would you say that it is (very important/totally unimportant) or somewhat (important/unimportant)?

Important	67.5%
Unimportant	25.5%
Unsure/Refused	7.0%

13. Now, I'm going to ask a few questions about personal safety and security in the City of Laguna Niguel. When you are [READ ACTIVITY], would you say that you feel safe or unsafe? If you don't have an opinion, just say so. [IF SAFE/UNSAFE>>>] And would you say that you are very (safe/unsafe) or somewhat (safe/unsafe)? [RANDOMIZE A-D]

	Safe (NET)	Unsafe (NET)
A Walking alone in your neighborhood during the day	99.7%	0.3%
B Walking alone in your neighborhood after dark	93.1%	6.9%
C Walking alone in commercial and retail areas during the day	99.2%	0.8%
D Walking alone in commercial and retail areas after dark	93.3%	6.7%

14. Now I have a list of several **public works** services provided by the City of Laguna Niguel that I am going to read. For each service, please tell me whether it is very important, somewhat important, not very important or not at all important to you. If you don't have an opinion, just say so. The first is [READ SERVICE]. Is [READ SERVICE] very important, somewhat important, not very important or not at all important to you. [RANDOMIZE A-N]

	Important (NET)	Unimportant (NET)
A Maintaining local streets and roads	98.5%	1.5%
B Providing walking trails and bike paths	91.3%	8.7%
C Maintaining landscaped medians	90.3%	9.7%
D Maintaining City neighborhood parks	97.5%	2.5%
E Reducing traffic congestion on City streets	89.5%	10.5%

F	Maintaining sidewalks	94.5%	5.5%
G	Coordinating traffic signals	94.3%	5.7%
H	Providing street sweeping services	90.0%	10.0%
I	Preventing flooding from a natural disaster	88.8%	11.2%
J	Maintaining adequate street lighting	96.8%	3.2%
K	Providing educational materials about urban runoff and stormwater pollution	82.3%	17.7%
L	Providing trash collection and recycling services	94.8%	5.2%
M	Preventing and removing graffiti	88.3%	11.7%
N	Maintaining City sports fields	92.3%	7.7%

15. Now, for the same list of services I just read, please tell me how satisfied you are with the job the City is doing to provide each service. Are you satisfied or dissatisfied with the City's efforts to [READ SERVICE]? If you don't have an opinion, just say so. [IF SATISFIED/DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? [RANDOMIZE A-N]

		Satisfied (NET)	Dissatisfied (NET)
A	Maintaining local streets and roads	95.7%	4.3%
B	Providing walking trails and bike paths	96.5%	3.5%
C	Maintaining landscaped medians	97.6%	2.4%

D	Maintaining City neighborhood parks	96.8%	3.2%
E	Reducing traffic congestion on City streets	90.4%	9.6%
F	Maintaining sidewalks	95.8%	4.2%
G	Coordinating traffic signals	84.1%	15.9%
H	Providing street sweeping services	95.3%	4.7%
I	Preventing flooding from a natural disaster	93.9%	6.1%
J	Maintaining adequate street lighting	92.0%	8.0%
K	Providing educational materials about urban runoff and stormwater pollution	81.8%	18.2%
L	Providing trash collection and recycling services	95.5%	4.5%
M	Preventing and removing graffiti	96.0%	4.0%
N	Maintaining City sports fields	98.0%	2.0%

16. Now I have a list of several **recreation and community** services provided by the City of Laguna Niguel that I am going to read. For each service, please tell me whether it is very important, somewhat important, not very important or not at all important to you. If you don't have an opinion, just say so. The first is [READ SERVICE]. Is [READ SERVICE] very important, somewhat important, not very important or not at all important to you. [RANDOMIZE A-F]

	Important (NET)	Unimportant (NET)
A Providing recreation programs for children	87.3%	12.7%
B Providing recreation programs for adults	76.8%	23.2%
C Providing recreation services for teens	87.5%	12.5%
D Providing recreation services for seniors	85.3%	14.7%
E Providing recreation services for families	83.5%	16.5%
F Providing special events like the Summer Concerts series and holiday parade	80.8%	19.2%

17. Now, for the same list of services I just read, please tell me satisfied you are with the job the City is doing to provide each service. Are you satisfied or dissatisfied with the City's efforts to [READ SERVICE]? If you don't have an opinion, just say so. [IF SATISFIED/ DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? [RANDOMIZE A-F]

	Satisfied (NET)	Dissatisfied (NET)
A Providing recreation programs for children	94.4%	5.6%
B Providing recreation programs for adults	88.7%	11.3%
C Providing recreation services for teens	87.3%	12.7%
D Providing recreation services for seniors	90.7%	9.3%
E Providing recreation services for families	93.2%	6.8%
F Providing special events like the Summer Concerts series and holiday parade	94.2%	5.8%

18. Do you feel that parks and sports fields in the City of Laguna Niguel are available to you when you want or need them?

Yes 81.5%
No 5.5%
 Unsure/Refused 13.0%

[ASK Q18 ONLY OF THOSE WHO ANSWER “NO” TO Q17]

19. Why don't you feel that parks and sports fields are available to you when you want or need them?*

Already being used/taken by other people/sports team 27.3%
Crowded 18.2%
Not adequate/sufficient 9.1%
Others 36.4%
 Don't know 9.1%

*Note: Respondents could answer with more than one issue, hence the cumulative percentage of responses may add up to more than 100%

20. Now, the following questions have to do with your opinions of the appearance of the community of Laguna Niguel. When answering these questions, please consider the quality and design of the buildings in the area, the design of the surrounding landscape and how well the buildings and the landscapes are maintained. Would you rate the overall appearance of [READ] as excellent, good, fair, poor or very poor?
 [RANDOMIZE A-E]

	Good (NET)	Fair	Poor (NET)
A The City	98.2%	1.8%	0.0%
B Your neighborhood	92.7%	5.5%	1.8%
C Residential areas in general	94.5%	4.8%	0.8%
D Shopping and commercial areas	90.5%	7.8%	1.8%
E Landscaped medians and parkways along major City streets	93.9%	4.3%	1.8%

21. The City of Laguna Niguel has created laws known as codes, to address and prevent a variety of issues that can affect a neighborhood, such as illegal parking, abandoned vehicles, non-permitted construction and other code violations. In general, are you satisfied or dissatisfied with the job the City is doing to enforce code and resolve violations? [IF SATISFIED/DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Satisfied 90.6%
Dissatisfied 9.4%

22. In the past twelve months, have you contacted the City of Laguna Niguel for any reason?

Yes 23.3%
No 76.7%

[ASK Q23-24 ONLY OF THOSE WHO ANSWER “YES” TO Q22]

23. Why did you contact the City?*

To get a permit/citation (i.e. Parking, installation, building, etc.) 24.7%
Public safety/crime 8.6%
A police report 7.5%
Animal/pest control 6.5%
Traffic issues 4.3%
To get information about the city 4.3%
Poor street lining/need to be fixed/road issues 4.3%
To improve property/look for plans 4.3%
It was about abandoned cars/vehicles 3.2%
Emergency services 3.2%
Have unfixed stuffs/questions relating to the constructions of my house 3.2%
For recreation facilities 3.2%
Water issues 3.2%
For the boy/girl scout event 3.2%
To cut the trees/branches hanging in the streets 2.2%
For job opportunity 2.2%
For panhandlers 2.2%
Pick ups for the trash/garbage 2.2%
To have streetlights/traffic lights coordinated 2.2%
Speeding issues/overaggressive vehicle actions 2.2%
Other 9.7%
Don't know 2.2%

*Note: Respondents could answer with more than one issue, hence the cumulative percentage of responses may add up to more than 100%

24. I'm going to ask you some questions about your experience interacting with the City of Laguna Niguel staff. Based on your experience, would you say that the staff at the City is very [READ], somewhat [READ], not very [READ] or not at all [READ]?
 [RANDOMIZE A-D]

	Very/somewhat	Not very/not at all
A Courteous	98.8%	1.2%
B Helpful	92.2%	7.8%
C Professional	97.8%	2.2%
D Accessible	90.9%	9.1%

25. In general, are you satisfied or dissatisfied with the job the City is doing to communicate with residents, such as through City newsletters, the City's website and other ways? [IF SATISFIED/DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Satisfied **83.3%**
Dissatisfied **17.7%**

26. The City can communicate with residents in a number of ways. Some they already do, and some they may consider for the future. I'm going to read you a list of various ways the City could communicate with residents, and please let me know if you think if that method would be effective with you personally. If you don't have an opinion, just say so. Would you say that [READ] is effective or ineffective? [IF EFFECTIVE/INEFFECTIVE.>] And would you say that [READ] is very (effective/ineffective) or somewhat (ineffective/effective)? [RANDOMIZE A-J]

	Effective (NET)	Ineffective (NET)
A E-mail	75.2%	24.8%
B Electronic newsletters	73.7%	26.3%
C Social media such as Twitter or Facebook	60.9%	39.1%
D City website	85.3%	14.7%
E Newsletters and other printed materials mailed directly to your home	84.5%	15.5%
F Automated phone calls	47.5%	52.5%
G Television Channel 30 or 853 on Cox Cable, or Channel 99 on AT&T	50.9%	49.1%
H Townhall and community meetings	74.4%	25.6%
I Advertisements in local papers	58.2%	41.8%
J An "app" for your mobile phone	62.3%	37.7%

27. In the past twelve months, have you visited the City of Laguna Niguel's website, www.cityoflagunaniguel.org?
- | | |
|------------|--------------|
| Yes | 33.2% |
| No | 66.8% |

[ASK Q29 ONLY OF THOSE WHO ANSWER "YES" TO Q28]

28. In general, are you satisfied or dissatisfied with information and resources available on the City's website? [IF SATISFIED/ DISSATISFIED>>>] And would you say that you are very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Satisfied	92.4%
Dissatisfied	7.6%

29. If you needed to get information about the City or City-related services, would you visit the City's website for answers or direction?

Yes	84.3%
No	14.3%
Unsure/Refused	1.5%

30. In the past twelve months, have you watched the City's cable television channel, which is Channel 30, 99 or 853 depending on which company provides your cable television service?

Yes	11.8%
No	88.2%

[ASK Q31 ONLY OF THOSE WHO ANSWER "YES" TO Q30]

31. About how often would you say that you watch the City's cable television channel?

Daily	6.4%
At least once a week	21.3%
At least once a month	23.4%
Rarely	46.8%
Unsure	2.1%

[ASK Q32 ONLY OF THOSE WHO ANSWER "YES" TO Q30]

32. Which program or programs on the City's cable television channel do you watch?*

City hall/city council meetings	25.5%
Cox	8.5%
Channel 30	6.4%
Holiday parade	6.4%
Channel 39	4.3%
Local news	4.3%
Channel 3	4.3%
Nothing	4.3%
Other	8.5%
Don't know/don't remember	31.9%

*Note: Respondents could answer with more than one issue, hence the cumulative percentage of responses may add up to more than 100%

Now, the following questions are for statistical purposes only...

33.	Do any children 18 years of age or under live in your home?		
	Yes		27.5%
	No		70.8%
	Refused		1.8%
34.	And finally, for demographic purposes only, do you own or rent your residence? Do you live in a single family home, condo or townhome, mobile home or something else?		
	Own [NET]		75.3%
	<i>Own single family home</i>	57.8%	
	<i>Own condo or townhome</i>	16.8%	
	<i>Own mobile home</i>	0.3%	
	<i>Own something else</i>	0.5%	
	Rent [NET]		20.8%
	<i>Rent single family home</i>	7.8%	
	<i>Rent condo or townhome</i>	8.5%	
	<i>Rent mobile home</i>	0.0%	
	<i>Rent something else</i>	4.5%	
	Unsure		1.0%
	Refused		3.0%

Thank you for your time. Have a great (day/evening).