

COMMUNITY OPINION SURVEY

FINAL REPORT

CONDUCTED FOR THE
CITY OF MISSION VIEJO

SEPTEMBER 25, 2008

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RESEARCH

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INTRODUCTION

Located in southern Orange County, the City of Mission Viejo is currently home to an estimated 98,572 residents.¹ Incorporated in 1988 under the general laws of the State of California, the City's team of full-time and part-time employees provides a full suite of services through nine departments—City Manager, City Clerk, Public Services, Library Services, Public Works, Recreation and Community Services, Administrative Services, Community Development, and Police². Fire protection services for the City are provided by the Orange County Fire Authority (OCFA).

As part of its commitment to provide high quality services that meet the varied needs of its residents, the City of Mission Viejo engages its residents on a daily basis and receives constant feedback regarding its performance. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate the feedback, which creates a self-selection bias. The City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be those who are either very pleased or very displeased with the service they have received, their collective opinions are not necessarily representative of the City's resident population as a whole.

PURPOSE OF STUDY The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a statistically reliable understanding of its residents' satisfaction, priorities and concerns as they relate to services and facilities provided by the City. Ultimately, the survey results and analyses presented in this report will provide Council and staff with information that can be used to make sound, strategic decisions in a variety of areas, including service improvements and enhancements, measuring and tracking internal performance, budgeting, policy and planning.

To assist it in this effort, the City selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- Identify key issues of concern for residents, as well as their perceptions of the City.
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, as well as their satisfaction with a variety of specific services.
- Determine the effectiveness of the City's communication with residents.
- Gather opinions on a variety of specific topics, including public safety, traffic, recreation, environmental issues, and cultural arts.
- Collect additional background and demographic data that is relevant to understanding residents' perceptions, needs, and interests.

It should be noted that this is not the first statistically reliable 'resident satisfaction' survey conducted for the City—a similar study was conducted in 2006. Because there is a natural interest in tracking the City's performance in meeting the evolving needs of its residents, where appropri-

1. California Department of Finance estimate, January 2008.

2. Police services are provided by contract with the Orange County Sheriff's Department (OCSD).

ate the results of the current study are compared with the results of identical questions included in the 2006 study.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 58). In brief, a total of 400 randomly selected registered voters participated in the telephone survey between August 20 and August 26, 2008. The telephone interviews, which were conducted during the evenings on weekdays and during the day on weekends, averaged 21 minutes in length.

STATISTICAL SIGNIFICANCE Many of the figures and tables in this report present the results of questions asked in 2008 alongside the results found in the prior 2006 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion during this period—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2008.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings, as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report, and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Mission Viejo. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted approximately 500 survey research studies for public agencies—including more than 250 studies for California municipalities and special districts.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE

- Ninety-nine percent (99%) of Mission Viejo residents rated the quality of life in the City as either excellent (70%) or good (29%). Approximately 1% of residents indicated that the quality of life in the City is 'fair', and no residents used 'poor' or 'very poor' to describe the quality of life in Mission Viejo.
- When asked what one change the City could take to make Mission Viejo a better place to live, now and in the future, the most common response was 'not sure' (34%), followed by reducing traffic congestion (9%), improving government process/officials (5%), increasing shopping/entertainment options (5%), improving recreation facilities (5%), maintaining/improving streets (5%), and coordinating traffic signals (4%).

CITY SERVICES

- Nearly all Mission Viejo residents (96%) indicated that they were satisfied with the City's efforts to provide municipal services in 2008, with 70% indicating they were *very* satisfied. Less than 2% of residents reported that they were dissatisfied with the City's performance, and a similar percentage indicated that they were unsure.
- Residents were asked to rate the importance of 16 specific services provided by the City of Mission Viejo. Overall, residents rated maintaining a low crime rate as most important among the services tested, followed by maintaining streets, providing trash collection and recycling services, preparing the City for emergencies, and maintaining adequate street lighting.
- The survey also asked about satisfaction with the City's efforts to provide the same 16 services. Although residents were generally satisfied with every service tested, they were most satisfied with efforts to maintain City parks and sports fields, followed by keep public buildings and facilities clean and attractive, maintain a low crime rate, and provide library services.

PERCEIVED SAFETY

- Nearly all (99%) residents stated that they feel safe walking alone in commercial and retail areas of the City during the day in 2008, with 82% reporting that they feel *very* safe in this setting. After dark, the proportion who indicated that they feel safe in commercial and retail areas of the City dropped to 86%, with 44% indicating that they feel very safe. The corresponding percentages for walking alone in their neighborhood after dark were 93% and 63%, respectively.

TRAFFIC

- Ninety percent (90%) of residents rated traffic circulation in residential areas as excellent or good. Perceptions of *overall* circulation in the City were less positive (68%), as were perceptions of circulation on major streets (57%).

- Most residents felt that traffic circulation in Mission Viejo is either comparable (39%) or better (53%) than in neighboring Orange County cities. Just 6% of respondents perceived that circulation is comparatively worse in Mission Viejo.
- Despite citing traffic congestion as being their top concern in the City, the vast majority of residents nevertheless expressed positive opinions about the City's efforts to manage and improve circulation in the City. Overall, 81% of respondents indicated that they were generally satisfied with the City's efforts to improve traffic circulation, whereas 16% were dissatisfied and 3% were unsure or unwilling to share their opinion.
- Nearly three-quarters (72%) of respondents indicated that they were aware of the City's efforts to improve traffic circulation in the City through measures such as widening the intersection at Marguerite and Oso, coordinating traffic signals, widening both Crown Valley Parkway and La Paz. An additional 10% offered that they were aware of some (but not all) of the improvements mentioned above.

COMMUNITY PLANNING & APPEARANCE

- When asked about the appearance of the community, including the quality and design of buildings, the design of the surrounding landscapes, as well as how well the buildings and the landscapes are maintained, the City overall and the respondents' neighborhoods received the most positive appearance ratings in 2008, following closely by landscaped slopes along major streets in the City. Although shopping and commercial areas received the least positive assessment in terms of appearance, even this category was rated as excellent or good by approximately 90% of respondents in 2008.

RECREATION & SPECIAL EVENTS

- Seventy-nine percent (79%) of respondents reported that at least one member of their household had visited a City park, recreation facility or community center in the 12 months prior to the interview.
- Nearly half (49%) of respondents reported that they and/or another member of their household had visited the Norman P. Murray Community Center since it was expanded and reopened in March 2008.
- Among those who had visited the Norman P. Community Center since it reopened, at least 97% indicated that they were satisfied with the Center's overall appearance, the quality of facilities, the variety of programming offered at the Center, and the quality of programming.
- Just over one-third (36%) of respondents indicated that their household had participated in a recreation program offered by the City during the 12 months prior to the interview.
- The vast majority of respondents (77%) indicated that there were no recreation programs that they would be interested in using that are not already offered by the City, or that they weren't sure at the time of the interview (10%). Among the 13% of respondents that did request a particular program, dog park/pet-related activities were the most commonly mentioned (3%), followed by concerts/movies in the park (3%), and artistic/cultural events (2%). No other single category was mentioned by at least 2% of respondents.

ENVIRONMENTAL ISSUES

- When asked about a variety of environmental initiatives the City is considering, support was greatest for the City providing recycling services at apartment complexes, commercial sites, and educational facilities (87% strongly or somewhat favor), followed by installing solar panels when renovating City facilities (87%), converting city vehicles to natural gas so they cause

less pollution (82%), and changing the hours at City Hall to reduce energy use by being open longer on most days, but closed every other Friday (77%). Support for offering financial incentives or loans to home owners to encourage them to install solar panels could be found among two-thirds (66%) of residents surveyed.

- When asked how informed they feel about which types of household items can be recycled, which can be safely thrown in the trash, and which are considered hazardous waste, the vast majority of Mission Viejo residents felt either well-informed (57%) or somewhat informed (32%) on this topic. Approximately 7% felt slightly informed, whereas 5% indicated that they are not at all informed about how to differentiate between trash, normal recyclables, and household hazardous waste.
- Just over half of those surveyed (52%) indicated that they were aware that the City periodically collects household hazardous waste curbside in their neighborhood.
- Public awareness that battery recycling bins are offered at city facilities was somewhat lower at 39% overall.

CULTURAL ARTS

- When asked to identify their level of interest in a variety of cultural activities and events that could be offered by the City, residents expressed the greatest interest in musical concerts (81% high or medium interest), followed by theatrical productions (64%), art exhibits (64%), and book fairs (59%). Dance shows (52%), as well as author and artist series (50%), had a somewhat more narrow appeal.
- Just under one-third (32%) of Mission Viejo residents indicated that they had heard of the Los Angeles Times Book and Author Festival prior to participating in the survey.
- After being provided with a brief description of the Los Angeles Times Book and Author Festival, nearly 60% of adult residents indicated that at least one member of their household would be interested in attending a similar book and author festival if it were offered locally.
- The vast majority of respondents (86%) indicated that they support the City continuing the practice of co-sponsoring concerts and other special events in the City.
- Forty-six percent (46%) of respondents supported the concept of charging a 1% fee on development to support public art in the City, whereas a similar percentage (46%) opposed the concept. Approximately 8% were unsure or unwilling to share their opinion on this matter.

STAFF

- Approximately one-third (34%) of respondents indicated that they contacted Mission Viejo staff at least once during the 12 months prior to the interview.
- Respondents in 2008 most frequently reported interacting with staff from the Library (23%), Recreation & Community Services Department (22%), Community Development Department (18%), Animal Control (16%), Public Services (15%), and Police Department (14%).
- Of those with an opinion, 97% of respondents said that Mission Viejo staff were professional, 97% said that staff were courteous, 96% said they were knowledgeable, and 95% said they were helpful.

COMMUNICATION

- Overall, 84% of respondents indicated that they were satisfied with City's efforts to communicate with residents through newsletters, the Internet, or other means, with nearly half (49%) indicating that they were *very* satisfied. The remaining respondents were either dissatisfied with the City's efforts in this respect (11%) or unsure of their opinion (5%).
- The most frequently cited source for city-related information in 2008—used by 39% of respondents—was the City *Outlook* newsletter, followed by the Internet in general (25%), City website (15%), *Saddleback Valley News* (14%), and the *Orange County Register* (14%).
- Ninety-one percent (91%) of *all* households recalled receiving the *Outlook* newsletter in 2008.
- Among those who recalled receiving the newsletter, opinions of the publication were generally quite positive. Overall, approximately 86% of recipients rated the content and quality of the newsletter as either excellent (35%) or good (51%), and an additional 8% said it was fair. Less than 2% of recipients used 'poor' or 'very poor' to describe the content and quality of the City's newsletter, whereas 4% indicated that they were unsure.
- Just over one quarter (28%) of residents indicated that they had visited the City of Mission Viejo's website since it was redesigned in March.
- Visitors expressed high levels of satisfaction with the City's website, with 93% indicating that they were satisfied with the overall design and content.
- Very few visitors provided suggestions for how the website could be improved. Suggestions included providing email addresses for staff members, a crime blog like that offered by the Orange County Sheriff's Office, information on political campaigns, better access to permit information, and information about events and activities in surrounding communities.
- Among all households surveyed, 86% indicated that they currently subscribe to cable television.
- After factoring in the percentage of households that do not subscribe to cable television, approximately one-third (30%) of *all* households in the City have at least one member who has watched Mission Viejo's government television MVTV on Channel 30 in the past 12 months.
- When MVTV viewers were asked to name the specific programs that they watch, the most commonly mentioned were City Council Meetings (39%), the community bulletin board (11%), special event programming (10%), City Talk (8%), and MVTV News (6%).
- Just 12% of adult residents indicated that they are readers of blogs that pertain to Mission Viejo.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Mission Viejo with a statistically reliable understanding of its residents' satisfaction, priorities and needs as they relate to services and facilities provided by the City. As such, it can provide the City with information needed to make sound, strategic decisions in a variety of areas, including service improvements and enhancements, measuring and tracking internal performance, budgeting, policy development, and planning. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

How well is the City performing in meeting the needs of Mission Viejo residents?

Mission Viejo residents are among the most satisfied resident groups that True North has encountered. Moreover, the results of this study clearly indicate that the City of Mission Viejo has made significant gains in the past two years in meeting the community's needs and expectations.

In 2006, 93% of residents indicated that they were generally satisfied with the job the City of Mission Viejo is doing to provide municipal services. Although the overall satisfaction level increased just slightly during the past two years to 96%, the *intensity* of satisfaction improved significantly. The percentage of residents who indicated that they were *very* satisfied with the City's overall performance increased from 63% in 2006 to 70% in 2008.

As was the case in 2006, the high level of satisfaction expressed with the City's general performance was mirrored in residents' assessments of 16 specific services. For every service tested, the City is meeting the needs and expectations of at least 70% of its residents, and for 14 of the 16 services the City meets or exceeds the needs of at least 90% of its residents.

Equally telling, of the six service dimensions where residents noted a statistically significant difference in the City's performance in the past two years, all six of the changes were in the positive direction. That is, the City improved its performance in six areas, and did not reduce its performance in a single area.

The City's performance in providing municipal services continues to contribute to a high quality of life in the City. Nearly *every* resident surveyed (99%) rated the quality of the life in the City as excellent or good. Moreover, when asked about a change to improve the City, 34% of residents could think of nothing to improve.

To the extent that the survey results can be viewed as a report card on the City's performance, the City continues to receive straight A's for all but a few service areas. When compared with more than one hundred similar studies for California municipalities conducted by the Principals at True North, the results found in this study place the City of Mission Viejo comfortably within the top 5% in terms of service performance and overall quality of life.

Where should the City focus its efforts in the future?

Perhaps the most important recommendation—one that is occasionally overlooked in customer satisfaction research—is for the City to recognize the many things that it does exceptionally well and to focus on continuing to perform at a high level in these areas. As noted throughout this report, residents were generally pleased with the City's efforts to provide services and facilities, and have a high opinion of the City's performance in most areas. The top priority for the City should thus be to do what it takes to maintain the high quality of services that it currently provides.

However, as the City continues to strive for improvement, the results of this study do suggest opportunities to further bolster resident satisfaction. Considering the list of services and their respective priority status for future City attention provided in the body of this report (see *Performance Needs & Priorities* on page 18), as well as respondents' open-ended responses about ways the City can be improved (see Figure 3 on page 11), the top candidates for improvement in 2008 are: reducing traffic congestion on local City streets, reducing traffic congestion around schools, and preparing the City for emergencies. It is worth noting that these were also the top three priorities in 2006.

Having recommended that the City focus on these service areas, we feel it is equally important to stress that the appropriate strategy for improving resident satisfaction in these areas would likely be a combination of better communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City's plans and preparations for dealing with a disaster or other city-wide emergency. Choosing the appropriate balance of actual service improvements and efforts to raise public awareness on these matters will be a key to maintaining and improving residents' overall satisfaction in the short- and long-term.

It is also important to point out that although traffic congestion relief tops the list of issues that residents would like the City to address, Mission Viejo residents also recognize that the City has made efforts to improve circulation, and generally perceive these efforts to have made an impact. Perceptions of traffic circulation *overall* in the City, and in residential areas, improved significantly in the past two years. Similarly, residents have become more favorable in their comparative assessments of

Mission Viejo's traffic circulation in the past two years, as the percentage who rated it as better than that in neighboring cities increased significantly from 45% to 53%. Overall, 81% of respondents indicated that they were generally satisfied with the City's efforts to improve traffic circulation.

Does the survey reveal policy or programming opportunities for the City?

Yes. With respect to policy, it is clear that Mission Viejo residents support the City implementing a variety of initiatives designed to protect the environment, conserve energy, and promote sustainability at the local level. Recognizing that it may cost additional City resources, more than eight out of ten residents nevertheless favored the City providing recycling services at apartment complexes, commercial sites, and educational facilities, installing solar panels when renovating City facilities, and converting city vehicles to natural gas so they cause less pollution. More than three-quarters of residents supported changing the hours at City Hall to reduce energy use by being open longer on most days, but closed every other Friday. Support for offering financial incentives or loans to home owners to encourage them to install solar panels could be found among two-thirds of residents surveyed.

With respect to programming, there is widespread interest in the City providing additional cultural arts opportunities for residents -- with interest being greatest for musical concerts, followed by theatrical productions, art exhibits, book fairs, dance shows, as well as author and artist series. Residents also strongly support the City continuing to seek out opportunities to co-sponsor concerts and other special events with local community organizations.

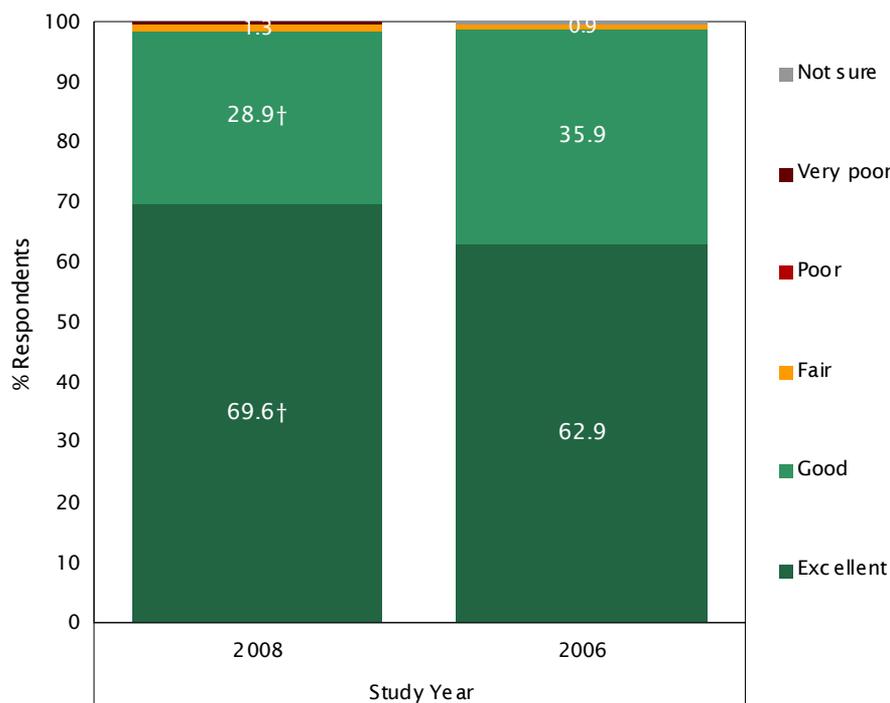
QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in Mission Viejo, as well as what the city government could do to improve the quality of life in the City—now and in the future.

OVERALL QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the quality of life in the City using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, the overwhelming majority of respondents in 2008 shared very favorable opinions of the quality of life in Mission Viejo, with 70% reporting it is 'excellent' and 29% stating it is 'good'. Approximately 1% of residents indicated that the quality of life in the City is 'fair', and no residents used 'poor' or 'very poor' to describe the quality of life in Mission Viejo. The figure also shows that popular assessments of the quality of life in the City have improved in the past two years—with a statistically significant increase between 2006 and 2008 in the percentage of residents who rated the livability of the City as excellent.

Question 2 *How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?*

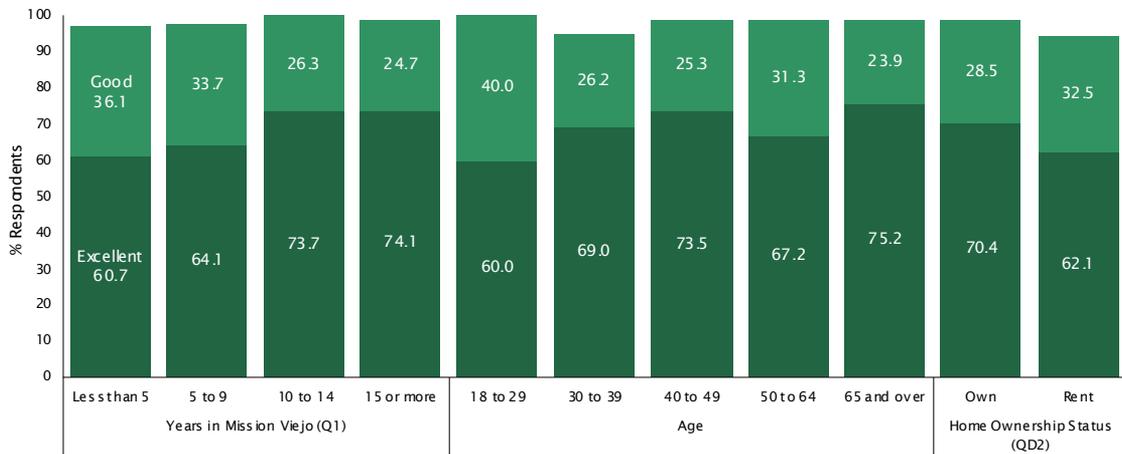
FIGURE 1 OVERALL QUALITY OF LIFE: 2006 TO 2008



† Statistically significant change ($p < 0.05$) between the 2006 and 2008 studies.

For the interested reader, Figure 2 on the next page shows how ratings of the quality of life in the City varied by years of residence in Mission Viejo, respondent age, and home ownership status. Although there was some variation in opinion—e.g., long-time residents (10+ years) were more likely than their counterparts to view the quality of life as excellent—the most striking pattern in these figures is the consistency of opinion. Regardless of subgroup category, respondents generally held a very positive assessment of the quality of life in the City.

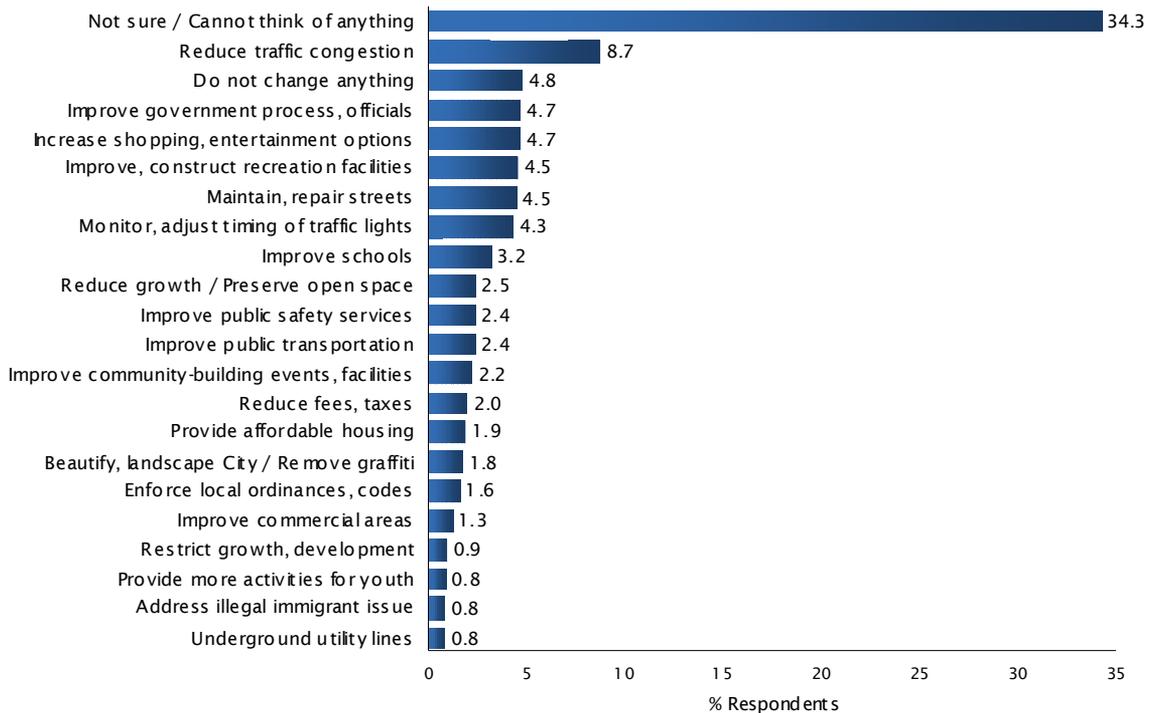
FIGURE 2 OVERALL QUALITY OF LIFE BY YEARS IN MISSION VIEJO, AGE & HOME OWNERSHIP STATUS



WAYS TO IMPROVE QUALITY OF LIFE Respondents were next asked to indicate the one thing that the City could change to make Mission Viejo a better place to live, now and in the future. Question 3 was asked in an open-ended manner, which allowed respondents to mention any change that came to mind without be prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3.

Question 3 *If the City government could change one thing to make Mission Viejo a better place to live now and in the future, what change would you like to see?*

FIGURE 3 ONE CHANGE TO IMPROVE



Overall, the most common response to this question was 'not sure' (34%), which is indicative of a respondent who does not perceive any pressing issues or problems in the City that can be addressed by local government. Among specific changes that were mentioned, the most common were reducing traffic congestion (9%), improving government process/officials (5%), increasing shopping/entertainment options (5%), improving recreation facilities (5%), maintaining/improving streets (5%), and coordinating traffic signals (4%). No other single improvements were mentioned by at least 4% of respondents, respectively, in 2008.

CITY SERVICES

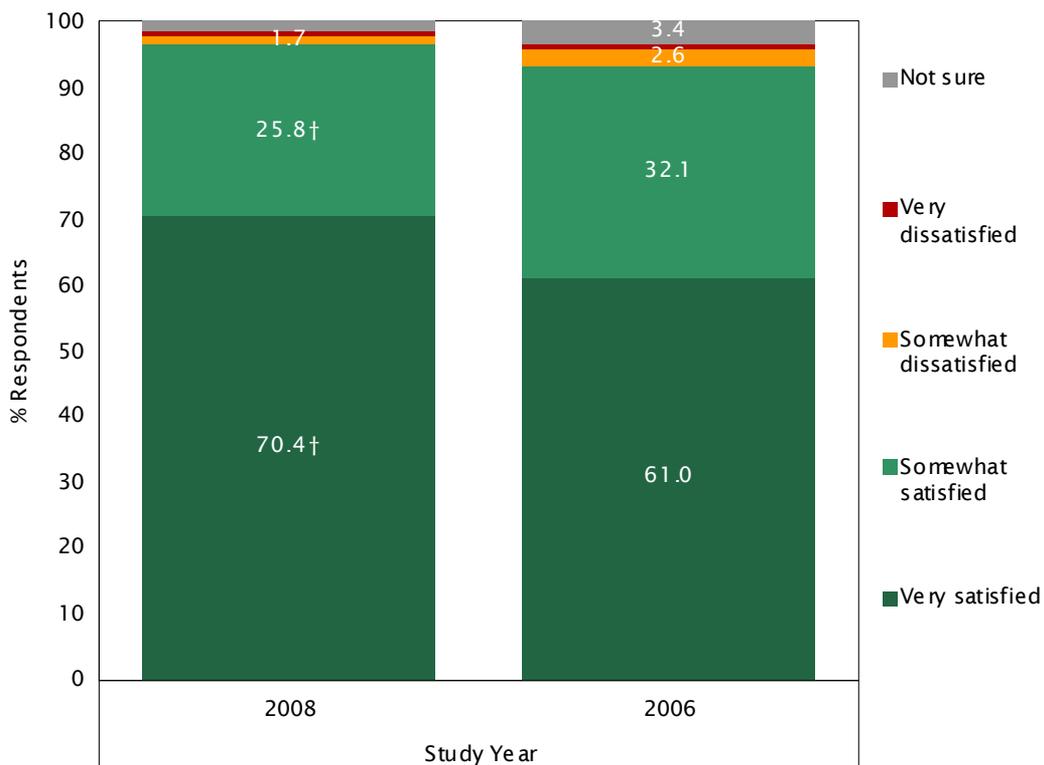
Having measured respondents' perceptions of the quality of life in Mission Viejo, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

OVERALL SATISFACTION The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Mission Viejo is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 7, nearly all Mission Viejo residents (96%) in 2008 indicated that they were satisfied with the City's efforts to provide municipal services. Although the overall satisfaction level recorded in 2008 is similar to that recorded in 2006 (93%), the *intensity* of satisfaction increased significantly during the past two years. Whereas 61% of residents indicated that they were very satisfied with the City's overall performance in 2006, the corresponding figure in 2008 was 70%—a statistically significant increase of 9%. Less than 2% of residents reported that they were dissatisfied with the City's performance in 2008, and a similar percentage indicated that they were unsure.

Question 4 *Generally speaking, are you satisfied or dissatisfied with the job the City is doing to provide city services?*

FIGURE 4 OVERALL SATISFACTION: 2006 TO 2008



For the interested reader, the next two figures display how residents' opinions about the City's overall performance in providing municipal services varied by length of residence, age, home-ownership status, whether they recalled receiving the City's newsletter, whether they had visited the City's website since it was redesigned in March, cable subscribership, viewership of Channel 30, and whether the respondent has children in their household. The most striking pattern in both figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 4) were also shared by all resident subgroups. Indeed, the percentage of respondents who were generally satisfied with the City's efforts to provide municipal services exceeded 90% in every identified subgroup.

FIGURE 5 OVERALL SATISFACTION BY YEARS IN MISSION VIEJO, AGE & HOME OWNERSHIP STATUS

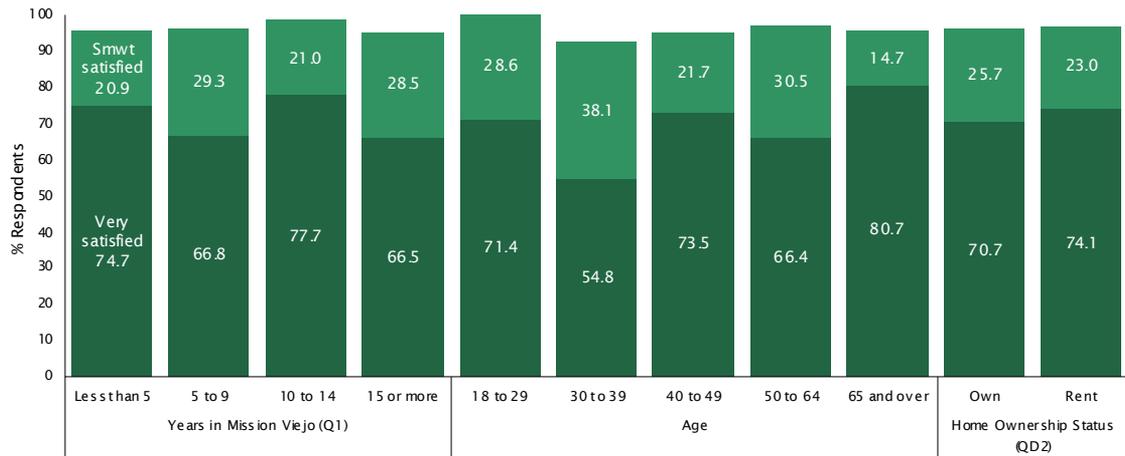
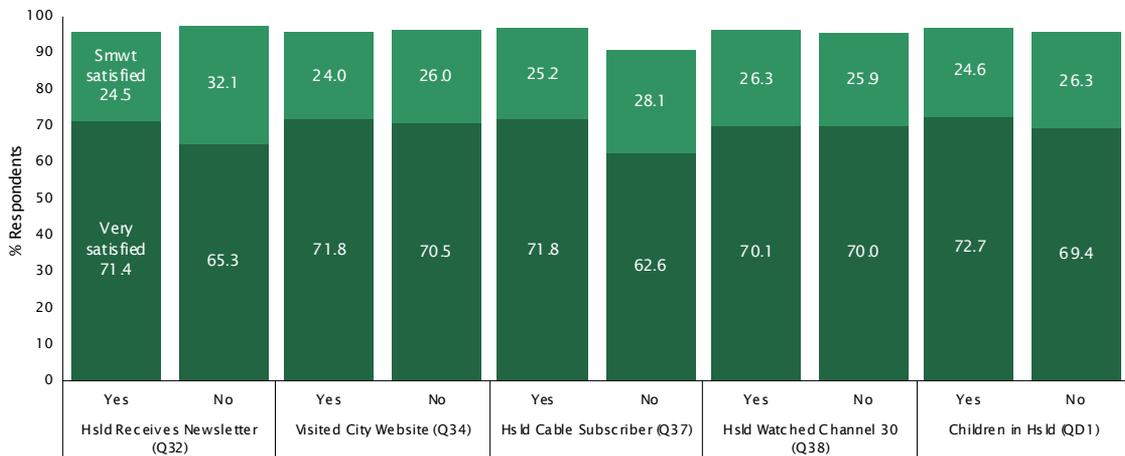


FIGURE 6 OVERALL SATISFACTION BY HSLD RECEIVES NEWSLETTER, VISITED CITY WEBSITE, HSLD CABLE SUBSCRIBER, HSLD WATCHED CHANNEL 30 & CHILDREN IN HSLD



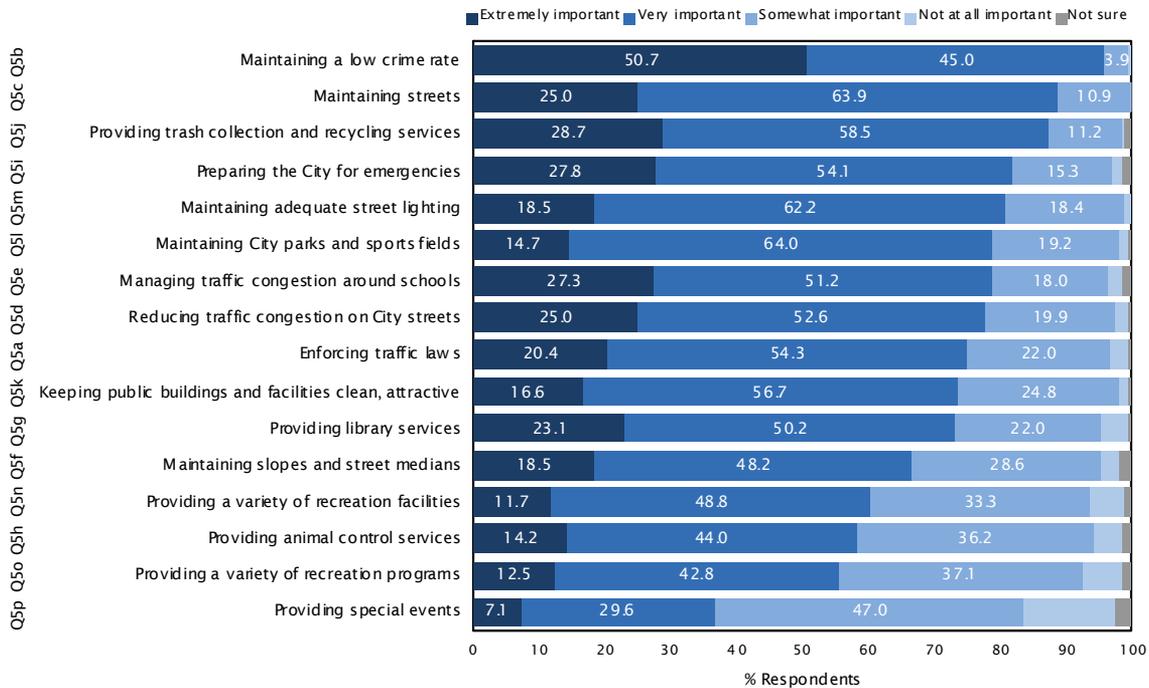
SPECIFIC SERVICES Whereas Question 4 addressed the City’s *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were first asked whether they thought a service was extremely important, very important, somewhat important or not at all important. Respondents were then asked about their level of satisfaction with these same services. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figure 7 presents the services in rank order of importance according to the proportion of respondents who rated a service as *at least* very important. Overall, Mission Viejo residents rated maintaining a low crime rate as most important among the services tested (96% extremely or very important), followed by maintaining streets (89%), providing trash collection and recycling services (87%), preparing the City for emergencies (82%), and maintaining adequate street lighting (81%).

At the other end of the spectrum, providing special events like summer concerts and the Fourth of July Street Fair (37%), providing a variety of recreation programs (55%) and facilities (61%), and providing animal control services (58%) were viewed as comparatively less important.

Question 5 For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.

FIGURE 7 IMPORTANCE OF SERVICES



For the interested reader, Table 1 shows the percentage of respondents who rated each service as at least very important in 2008 and 2006, as well as the percentage change in importance during the past two years. When compared to the 2006 survey findings, the perceived importance of providing animal control services increased significantly (+6.8%), whereas the importance of reducing traffic congestion on City streets (-6.3%) and providing special community events (-5.8%) decreased significantly. None of the other differences presented in Table 1 were statistically significant.

TABLE 1 IMPORTANCE OF SERVICES: 2006 TO 2008

	Study Year		Change in Importance 06 to 08
	2008	2006	
Providing animal control services	58.2	51.4	+6.8†
Providing variety of recreation programs	55.3	52.1	+3.2
Maintaining adequate street lighting	80.7	78.5	+2.2
Providing variety of recreation facilities	60.4	58.2	+2.2
Keeping public buildings and facilities clean	73.3	71.5	+1.8
Maintaining City parks and sports fields	78.8	77.0	+1.8
Enforcing traffic laws	74.7	73.0	+1.7
Providing trash collection and recycling services	87.2	85.6	+1.6
Maintaining streets	88.9	89.0	-0.1
Maintaining slopes and street medians	66.7	67.1	-0.4
Maintaining low crime rate	95.7	97.5	-1.8
Preparing City for emergencies	81.9	84.6	-2.7
Providing library services	73.3	77.0	-3.7
Managing traffic congestion around schools	78.5	82.5	-4.0
Providing special events like summer concerts	36.7	42.5	-5.8†
Reducing traffic congestion on City streets	77.6	83.9	-6.3†

† Statistically significant change (p < 0.05) between the 2006 and 2008 studies.

Turning to the satisfaction component, Figure 8 sorts the same list of services according to the proportion of respondents who indicated that they were either very or somewhat satisfied with the City’s efforts to provide the service. To allow for an apples-to-apples comparison of the satisfaction ratings, only respondents who held an opinion (either satisfied or dissatisfied) were included in Figure 8. Those who did not have an opinion were removed from this analysis. The percentage who held an opinion for each service is shown to the right of the service label in parentheses. Thus, for example, among the 97% of respondents who expressed an opinion about the City’s efforts to maintain parks and sports fields, 74% were very satisfied and 25% were somewhat satisfied.

Overall, respondents were most satisfied with the City’s efforts to maintain City parks and sports fields (99%), followed by keep public buildings and facilities clean and attractive (99%), maintain a low crime rate (99%), and provide library services (98%). Although respondents were comparatively less satisfied with the City’s efforts to manage traffic congestion around schools (74%) and reduce traffic congestion on City streets (79%), even these services received positive satisfaction ratings from approximately three-quarters of respondents.

Table 2 provides the percentage of respondents who expressed satisfaction with each service tested in the 2006 and 2008 resident surveys, as well as the percentage change in satisfaction during the past two years. None of the 16 services tested in both surveys experienced a statistically significant change in satisfaction during this period.

Question 6 For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion?

FIGURE 8 SATISFACTION WITH SERVICES

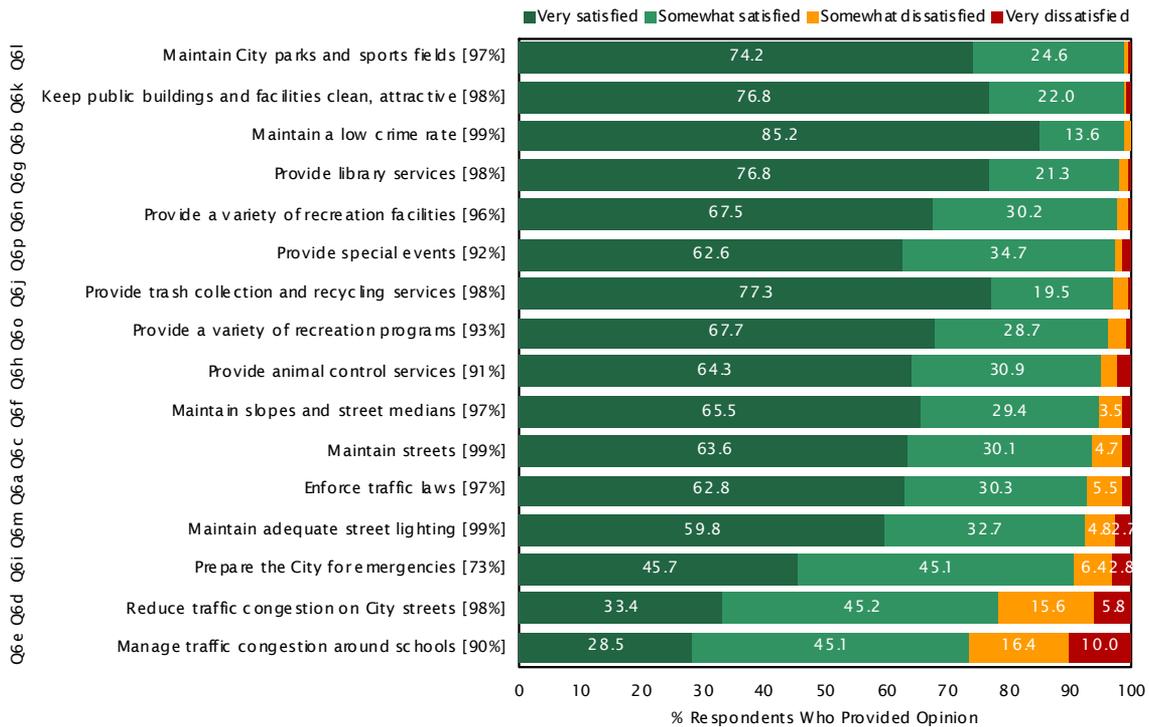


TABLE 2 SATISFACTION WITH SERVICES: 2006 TO 2008

	Study Year		Change in Importance 06 to 08
	2008	2006	
Provide a variety of recreation facilities	97.7	94.7	+3.0
Reduce traffic congestion on City streets	78.6	75.9	+2.7
Prepare the City for emergencies	90.8	89.3	+1.5
Maintain a low crime rate	98.8	97.4	+1.4
Maintain City parks and sports fields	98.8	97.8	+1.1
Provide special events	97.3	96.5	+0.9
Provide library services	98.1	97.3	+0.8
Provide a variety of recreation programs	96.4	95.8	+0.6
Maintain slopes and street medians	94.9	94.3	+0.6
Enforce traffic laws	93.1	92.8	+0.3
Keep public buildings and facilities clean, attractive	98.8	98.8	+0.0
Provide trash collection and recycling services	96.8	97.4	-0.6
Provide animal control services	95.2	96.2	-1.0
Manage traffic congestion around schools	73.6	75.0	-1.4
Maintain streets	93.7	95.9	-2.2
Maintain adequate street lighting	92.5	95.0	-2.6



PERFORMANCE NEEDS & PRIORITIES

With a measure of the importance of a service to residents as well as a measure of residents' satisfaction with the City's efforts to provide the service, True North is able to examine the relationship between these two dimensions and identify service areas where the City has the greatest opportunities to improve overall resident satisfaction—as well as identify for which services the City is meeting, and even exceeding, the vast majority of residents' needs.

INDIVIDUALIZED PRIORITY ANALYSIS Rather than rely on sample *averages* to conduct this analysis, True North has developed and refined an *individualized* approach to identifying priorities that is built on the recognition that opinions will vary from resident to resident, and that understanding this variation is required for assessing how well the City is meeting the needs of its residents.³ Figure 9 presents a two-dimensional space, or grid, based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* response options, whereas the vertical scale corresponds to the four *satisfaction* response options. The 16 cells within the grid are grouped into one of six categories based on how well the City is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

<i>Exceeding Needs</i>	The City is exceeding a respondent's needs if a respondent is satisfied and the level of expressed satisfaction is higher than the importance the respondent assigned to the service.
<i>Meeting Needs, Moderately</i>	The City is moderately meeting a respondent's needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service.
<i>Meeting Needs, Marginally</i>	The City is marginally meeting a respondent's needs if the respondent is satisfied with the City's efforts to provide the service, but their level of satisfaction is lower than the level of importance assigned to the service.
<i>Not Meeting Needs, Marginally</i>	The City is marginally <i>not</i> meeting a respondent's needs if the respondent is somewhat dissatisfied, but the service is also viewed as just somewhat or not at all important.
<i>Not Meeting Needs, Moderately</i>	The City is moderately <i>not</i> meeting a respondent's needs if a) a respondent is very dissatisfied with the City's efforts to provide the service, but the service is viewed just somewhat or not at all important, or b) a respondent is somewhat dissatisfied and the service is viewed as very important.

3. Any tool that relies solely on the opinions of the average respondent will provide a limited and occasionally somewhat distorted picture of how well an agency is performing. The simple fact is that a city is not comprised of *average* residents—it is comprised of unique individuals who will vary substantially in their opinions of the City's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among residents, and it is this variation that is critical for truly assessing how well the City is meeting the needs of its residents. This is why True North conducts the priority analysis at the individual respondent level, rather than at an aggregated level using the *average* of respondents' opinions.

Not Meeting Needs, Severely

The City is severely *not* meeting a respondent’s needs if a) a respondent is dissatisfied and the service is viewed as extremely important, or b) a respondent is very dissatisfied and the service is viewed as very important.

FIGURE 9 NEEDS & PRIORITY MATRIX

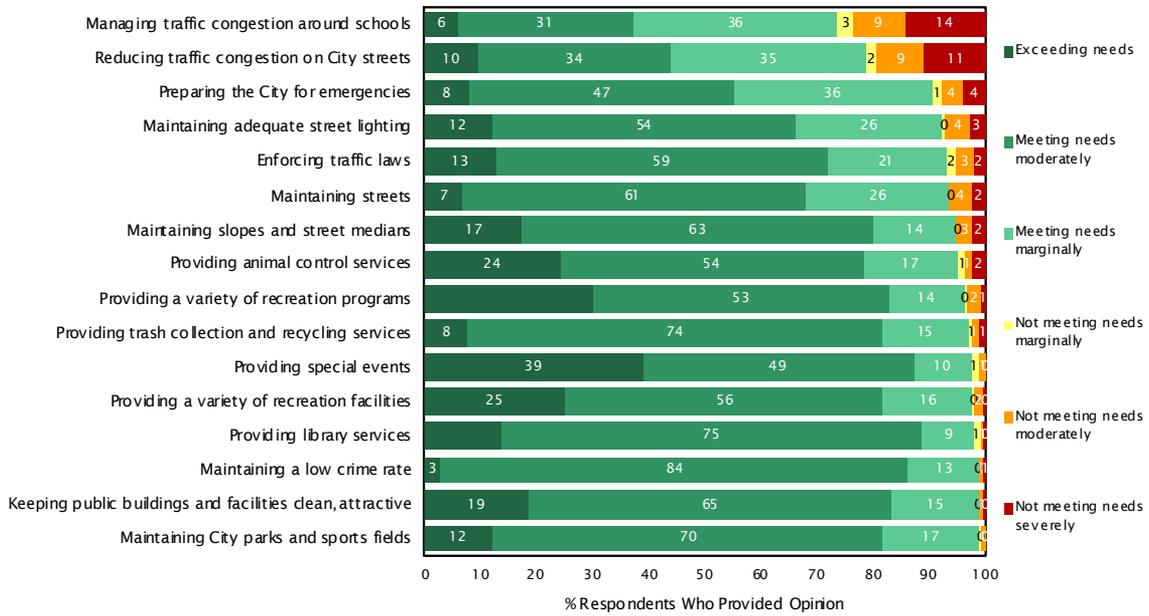
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs, marginally
	Somewhat dissatisfied	Not meeting needs, marginally	Not meeting needs, marginally	Not meeting needs, moderately	Not meeting needs, severely
	Very dissatisfied	Not meeting needs, moderately	Not meeting needs, moderately	Not meeting needs, severely	Not meeting needs, severely

Using this framework, True North categorized respondents individually for each of the 16 services tested. For example, a respondent who indicated that maintaining local streets was somewhat important and they were very satisfied with the City’s efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service if they were somewhat dissatisfied with the City’s efforts to provide the service, but the service was viewed as only somewhat important.

Figure 10 on the next page presents each of the 16 services, along with the percentage of respondents grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 10 is consistent with that presented in Figure 9. For example, in the service area of managing traffic congestion around schools, the City is exceeding the needs of 6% of respondents, moderately meeting the needs of 31% of respondents, marginally meeting the needs of 36% of respondents, marginally not meeting the needs of 3% of respondents, moderately not meeting the needs of 9% of respondents, and severely not meeting the needs of 14% of respondents.

Operating from the management philosophy that—all other things being equal—the City should focus on improving services that have the highest percentage of residents for which the City is currently *not* meeting their needs, the services have been sorted by order of priority. Thus, managing traffic congestion around schools and on local streets is the top priority, followed by preparing the City for emergencies. It is worth noting that these were also the top three priorities in 2006.

FIGURE 10 RESIDENT NEEDS ANALYSIS



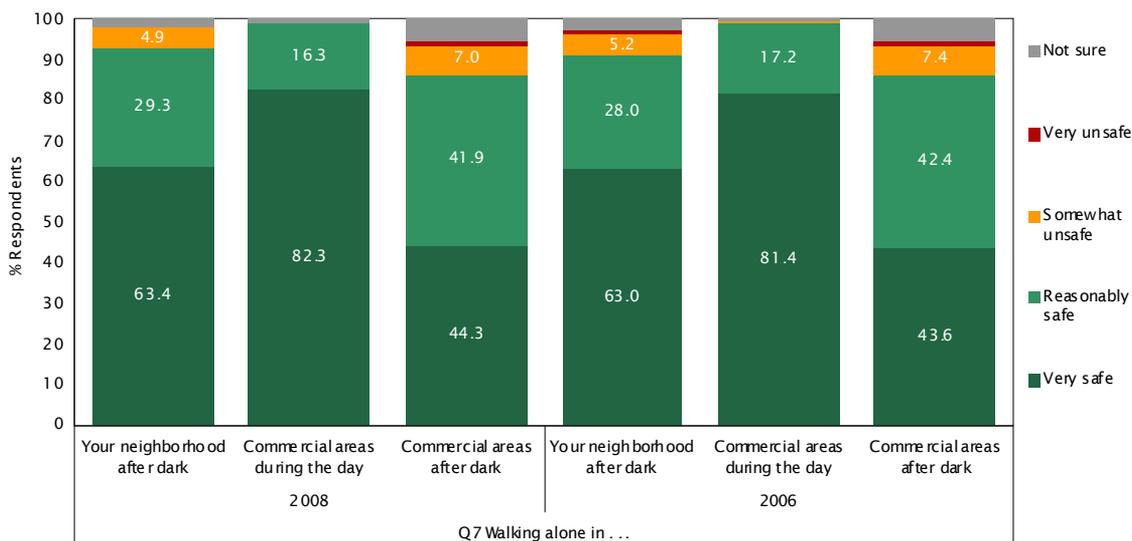
PERCEIVED SAFETY

Ensuring the personal safety of residents is the most basic function of local government. It is important to keep in mind, of course, that public safety is as much a matter of perceptions as it is a matter of reality. Regardless of actual crime statistics, if residents don't *feel* safe then they will not enjoy the many cultural, recreational and shopping opportunities available in the City of Mission Viejo that will enhance their quality of life.

Accordingly, Question 7 was designed to measure how safe respondents feel in each of the three scenarios presented at the bottom of Figure 10 according to the scale shown to the right of the figure. For comparison, the results for 2006 (right side of figure) are shown alongside those for 2008 (left side). As shown in the figure, residents' feelings of safety varied considerably depending on the setting. Nearly all (99%) residents stated that they feel safe walking alone in commercial and retail areas of the City during the day in 2008, with 82% reporting that they feel *very* safe in this setting. After dark, the proportion who indicated that they feel safe in commercial and retail areas of the City dropped to 86%, with 44% indicating that they feel very safe. The corresponding percentages for walking alone in their neighborhood after dark were 93% and 63%, respectively. There were no statistically significant changes in perceptions of safety between 2006 and 2008.

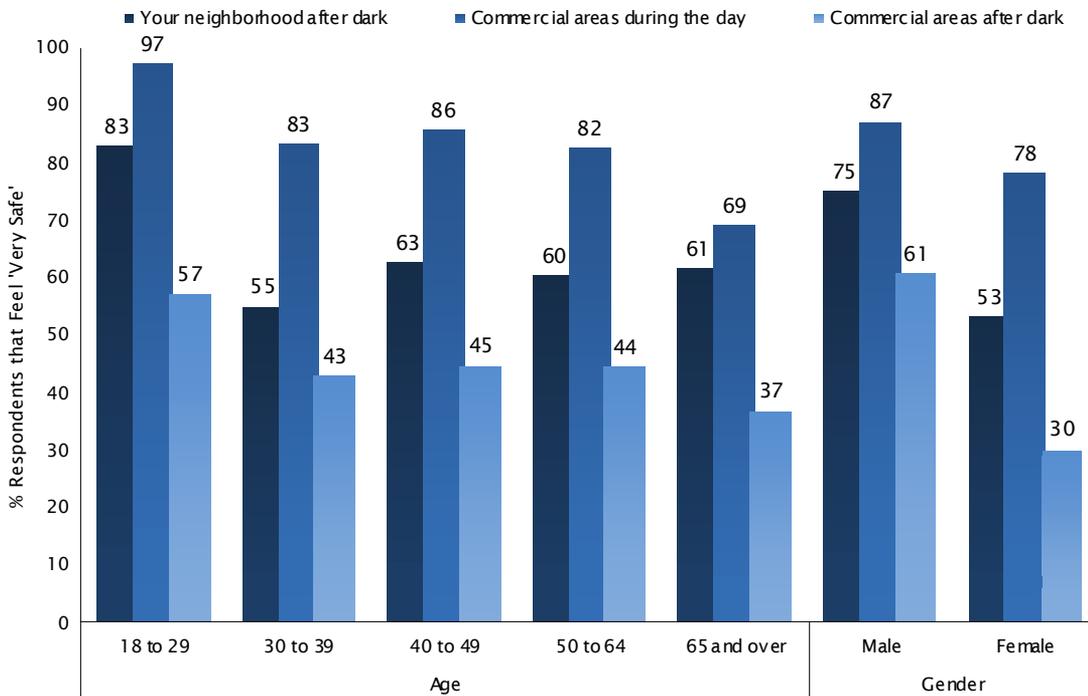
Question 7 *Next, I'd like to ask a few questions about personal safety and security in the City of Mission Viejo. When you are: _____ would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?*

FIGURE 11 PERCEIVED SAFETY: 2006 TO 2008



Consistent with virtually all past research on fear of crime and victimization, feelings of safety were related to respondent age and gender. Figure 12 on the next page displays the percentage of respondents who indicated that they felt 'very safe' in each scenario by their age and gender group, respectively. In general, older residents and women were less likely than their respective counterparts to feel very safe after dark.

FIGURE 12 PERCEIVED SAFETY BY AGE & GENDER



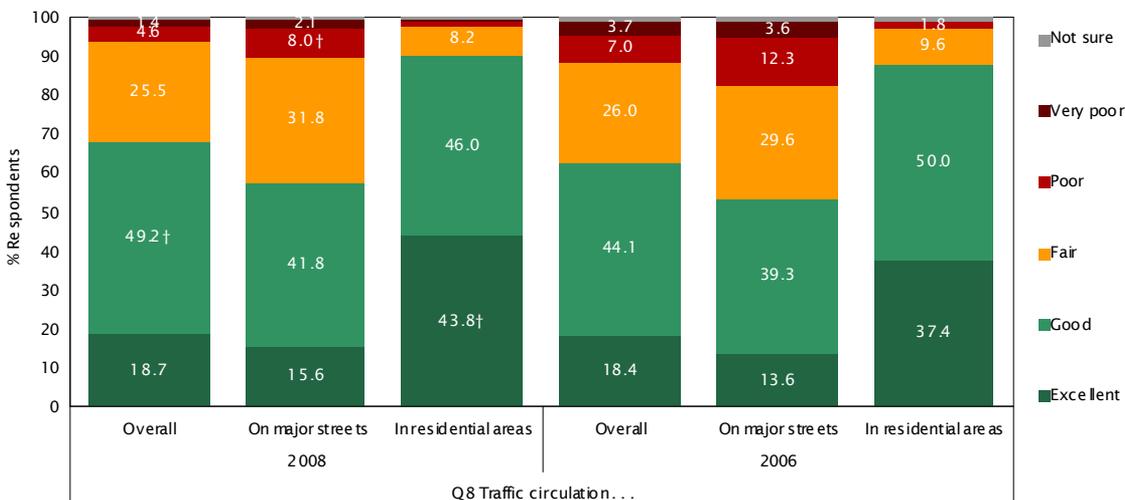
TRAFFIC

In most cities in southern California, traffic congestion ranks among the most pressing problems that residents would like local and regional governments to solve. As noted previously (see Figure 3), a reduction in traffic congestion was the most frequently mentioned type of change that residents think is needed to make Mission Viejo a better place to live—now and in the future.

TRAFFIC CIRCULATION To drill deeper on this issue and to track perceptions of traffic over time, the survey measured residents’ perceptions of traffic circulation in the City *overall*, on major streets, and in residential areas. Figure 13 presents respondents’ perceptions of traffic in Mission Viejo in 2008, as well as in 2006 for comparison. In 2008, 90% of residents rated traffic circulation in residential areas as excellent or good. Perceptions of *overall* circulation in the City were less positive (68%), as were perceptions of circulation on major streets (57%). Nevertheless, perceptions of traffic circulation *overall* and in residential areas did improve significantly in the past two years.

Question 8 *Next, I'd like to ask you a few questions about traffic circulation. By traffic circulation, I mean the ability to drive around Mission Viejo without encountering long delays. Would you rate: _____ within the City as excellent, good, fair, poor or very poor?*

FIGURE 13 PERCEPTION OF TRAFFIC CIRCULATION: 2006 TO 2008



† Statistically significant change (p < 0.05) between the 2006 and 2008 studies.

For the interested reader, Figure 14 shows how perceptions of overall traffic circulation in the City were related to length of residence in Mission Viejo, whereas Figure 15 shows the extent to which perceptions of overall circulation were related to respondents’ awareness of the City’s efforts to improve circulation through road improvements, signal coordination, and other measures. In general, perceptions of overall traffic circulation did not bare a consistent relationship with either length of residence or awareness of the City’s efforts to improve circulation.

FIGURE 14 PERCEPTION OF OVERALL TRAFFIC CIRCULATION BY YEARS IN MISSION VIEJO

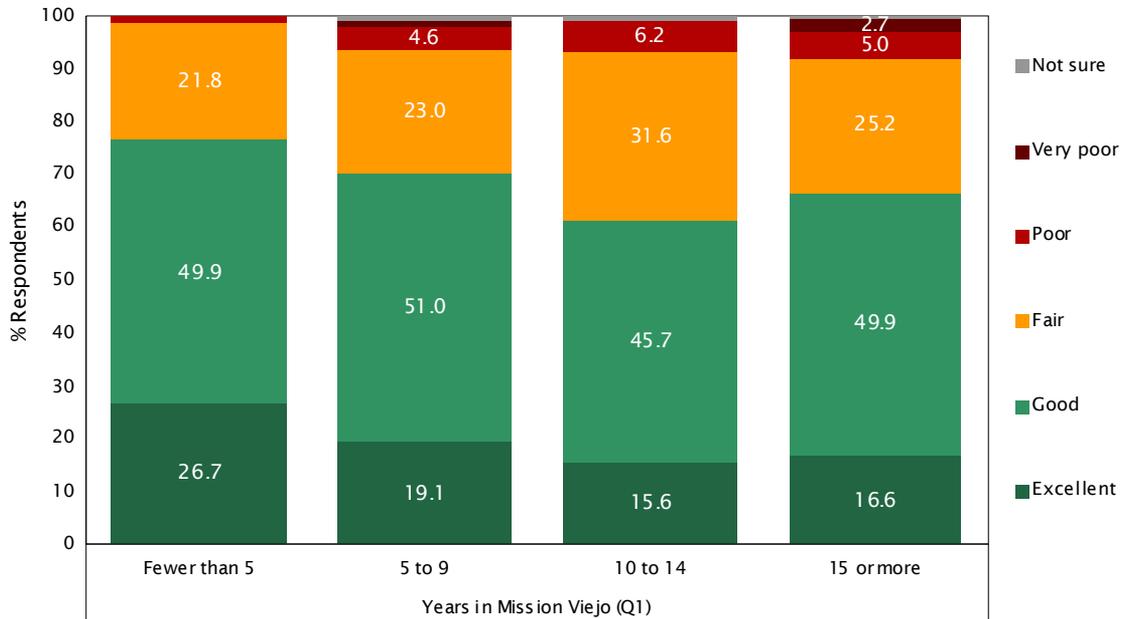
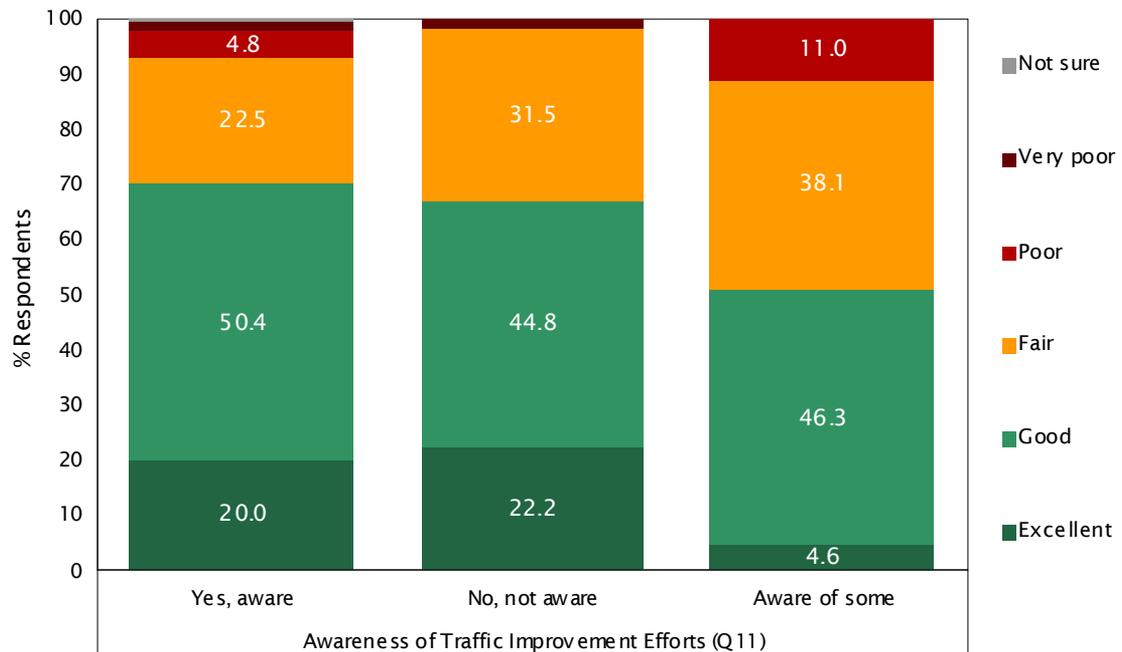


FIGURE 15 PERCEPTION OF OVERALL TRAFFIC CIRCULATION BY AWARENESS OF TRAFFIC IMPROVEMENT EFFORTS

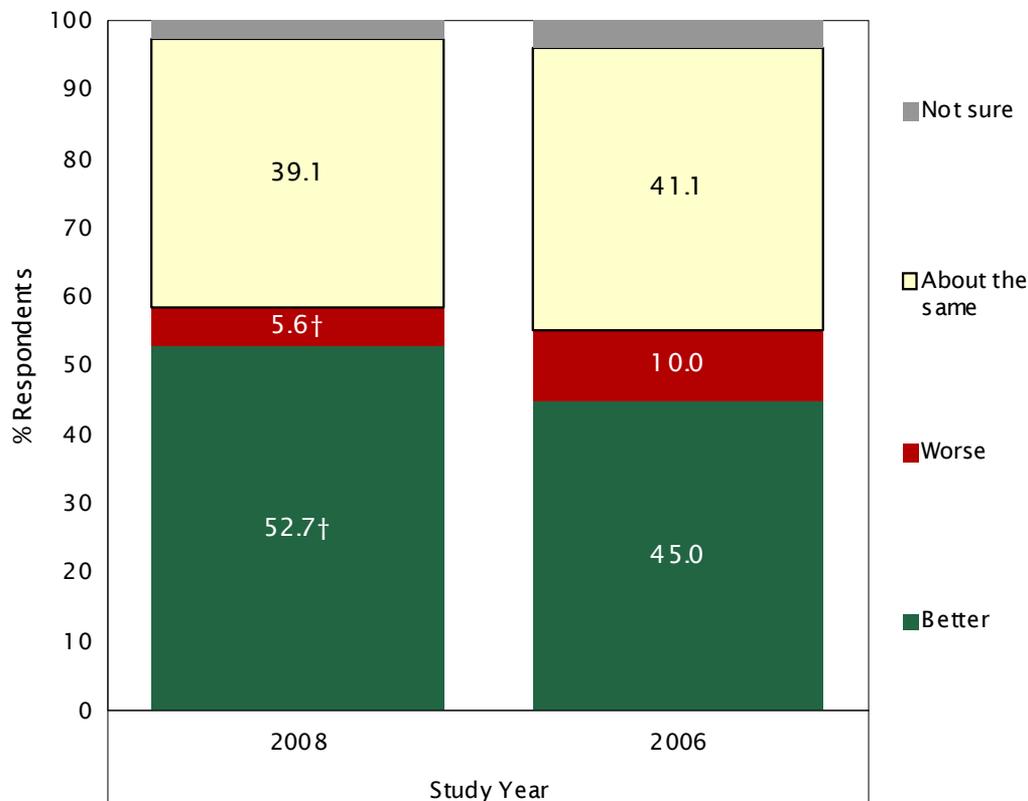


As a follow-up to Question 8, residents were asked three additional questions regarding traffic in the City. The first of these questions simply asked them to compare traffic circulation in Mission Viejo to that in other cities in Orange County. As shown in Figure 16 on the next page, most residents felt that traffic circulation in Mission Viejo is either comparable (39%) or better (53%) than in neighboring Orange County cities. Just 6% of respondents perceived that circulation is comparatively worse in Mission Viejo. Moreover, the figure makes clear that residents have become

more favorable in their comparative assessments of Mission Viejo’s traffic circulation in the past two years, as the percentage who rated it as better than that in neighboring cities increased significantly from 45% to 53%.

Question 9 *When compared with other cities in Orange County, would you say that traffic circulation in Mission Viejo is better, worse or about the same?*

FIGURE 16 TRAFFIC COMPARED WITH OTHER ORANGE COUNTY CITIES: 2006 TO 2008



† Statistically significant change ($p < 0.05$) between the 2006 and 2008 studies.

CITY’S EFFORTS TO IMPROVE CIRCULATION Having measured residents’ perceptions of traffic circulation within the City, as well as how it compares to that in neighboring cities, the survey next asked respondents the degree to which they were satisfied or dissatisfied with the City of Mission Viejo’s efforts to improve traffic circulation through making road and intersection improvements, coordinating traffic signals, and other measures.

Despite citing traffic congestion as being their top concern in the City, the vast majority of residents nevertheless expressed positive opinions about the City’s efforts to manage and improve circulation in the City. As shown in Figure 17 on the next page, 81% of respondents indicated that they were generally satisfied with the City’s efforts to improve traffic circulation, whereas 16% were dissatisfied and 3% were unsure or unwilling to share their opinion. As expected, opinions about the City’s performance in managing traffic congestion were strongly related to perceptions of circulation in the City, with those who rated overall circulation as poor or very poor being the least likely to express satisfaction with the City’s efforts in this area (see Figure 18).

Question 10 Generally speaking, are you satisfied or dissatisfied with the City's efforts to improve traffic circulation by improving roads and intersections, timing traffic signals, and other measures?

FIGURE 17 SATISFACTION WITH TRAFFIC IMPROVEMENT EFFORTS

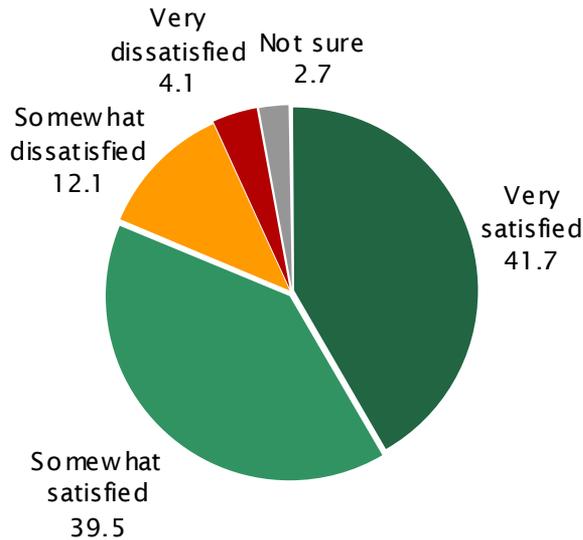
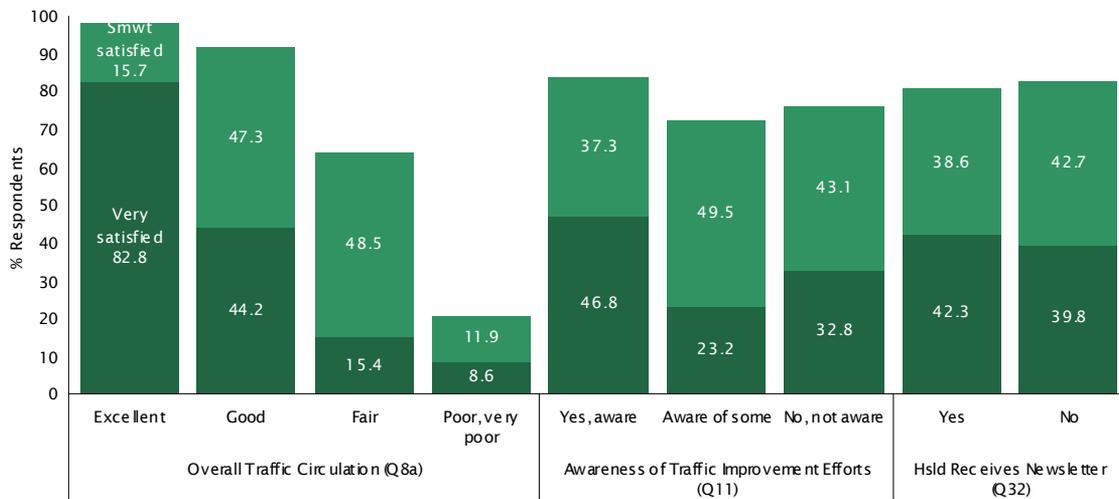


FIGURE 18 SATISFACTION WITH TRAFFIC IMPROVEMENT EFFORTS BY OVERALL TRAFFIC CIRCULATION, AWARENESS OF TRAFFIC IMPROVEMENT EFFORTS & HSLD RECEIVES NEWSLETTER



The final question in this series asked respondents whether—prior to participating in the survey—they were aware that the City has been making a variety of improvements to reduce traffic congestion on City streets, including widening the intersection at Marguerite and Oso, coordinating traffic signals, and widening both Crown Valley Parkway and La Paz. Overall, 72% of respondents indicated that they were aware of the City's efforts to improve traffic circulation, and an additional 10% offered that they were aware of some (but not all) of the improvements mentioned. Approximately 17% of those surveyed indicated that they were not aware of the City's ongoing efforts to improve traffic circulation (see Figure 19). Interestingly, those who described circulation in the City as being poor or very poor were also the mostly likely to state that they were aware of the City's ongoing efforts to improve circulation (see Figure 20).

Question 11 Prior to taking this survey, were you aware that the City has been making a variety of improvements to reduce traffic congestion on City streets, including widening the intersection at Marguerite and Oso, coordinating traffic signals, widening Crown Valley Parkway, and widening La Paz.

FIGURE 19 AWARENESS OF TRAFFIC IMPROVEMENT EFFORTS

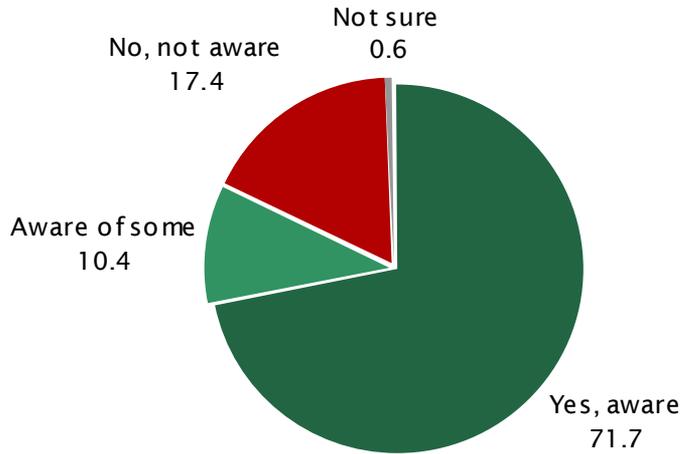
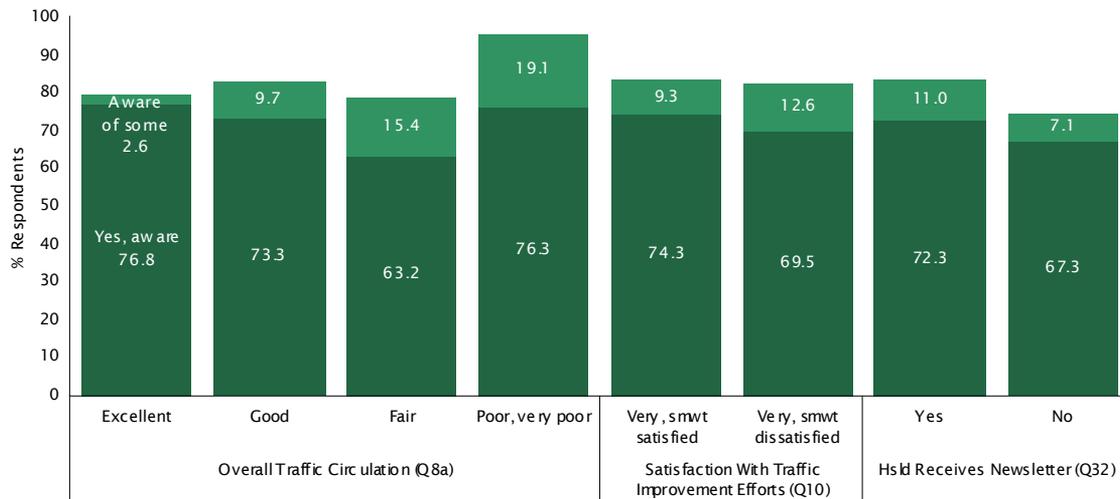


FIGURE 20 AWARENESS OF TRAFFIC IMPROVEMENT EFFORTS BY OVERALL TRAFFIC CIRCULATION, SATISFACTION WITH TRAFFIC IMPROVEMENT EFFORTS & HSLD RECEIVES NEWSLETTER



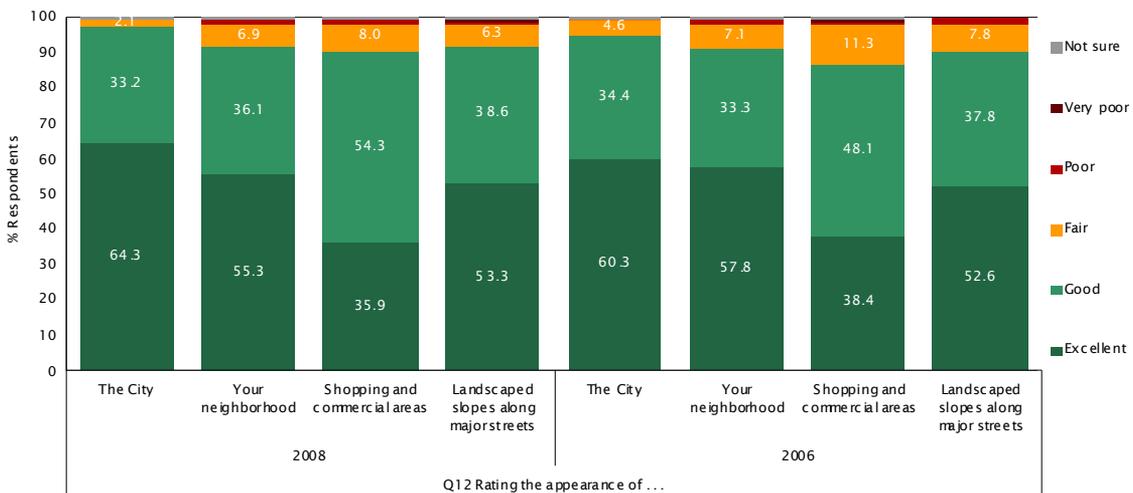
COMMUNITY PLANNING & APPEARANCE

Having measured respondents' opinions about public safety and traffic, the survey next gauged residents' opinions about the aesthetic qualities of the City.

APPEARANCE Question 12 was designed to measure respondents' opinions about the appearance of the community, including the quality and design of buildings, the design of the surrounding landscapes, as well as how well the buildings and the landscapes are maintained. For each of the four areas noted at the bottom of Figure 21—the City, respondent's neighborhood, shopping and commercial areas, and landscaped slopes along major City streets—respondents were asked to rate the overall appearance of the area using the scale shown to the right of the figure. The results of the 2008 survey are shown on the left side of the figure, with the right side displaying the 2006 survey results for comparison.

Question 12 *Next, I'd like your opinions about the appearance of the community. When answering the following 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. How do you rate the overall appearance of: _____? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 21 RATING THE APPEARANCE OF THE CITY: 2006 TO 2008



Of the four areas tested, the City overall and the respondents' neighborhoods received the most positive appearance ratings in 2008, following closely by landscaped slopes along major streets in the City. Although shopping and commercial areas received the least positive assessment in terms of appearance, even this category was rated as excellent or good by approximately 90% of respondents in 2008. Residents' perceptions of the City's appearance at each level have remained quite stable over the past two years, with no statistically significant changes during this period.

RECREATION & SPECIAL EVENTS

The primary goal of the study was to gauge how well the City continues to perform in meeting the service needs and expectations of residents. Accordingly, most of the questions in the 2008 survey were identical to questions asked in the 2006 survey to allow for direct and meaningful performance comparisons over time. To allow the survey to remain dynamic and timely, however, every other year it will also include several series of questions which pertained to topics of interest at the time the survey was taken. In 2008, one such series addressed recreation facilities and services in Mission Viejo.

VISITATION TO PARK, REC FACILITY, OR CENTER The first question in this series was designed to measure household use of Mission Viejo parks, recreation facilities, and/or community centers in the 12 months prior to the interview. Figure 22 shows that household use of parks, recreation facilities and community centers has remained remarkably stable during the past two years. Seventy-nine percent (79%) of households answered Question 13 in the affirmative in 2008, which is just 1% higher than the figure recorded in 2006. Households with children and those who recalled receiving the City’s newsletter reported higher visitation rates than their counterparts, although visitation rates were generally unrelated to homeownership status, cable subscribership, and viewership of Channel 30 (see Figure 23).

Question 13 *During the past 12 months, have you or any member of your household visited one of the parks, recreation facilities, or community centers in the City of Mission Viejo?*

FIGURE 22 HOUSEHOLD PARK OR REC FACILITY VISIT IN PAST 12 MONTHS: 2006 TO 2008

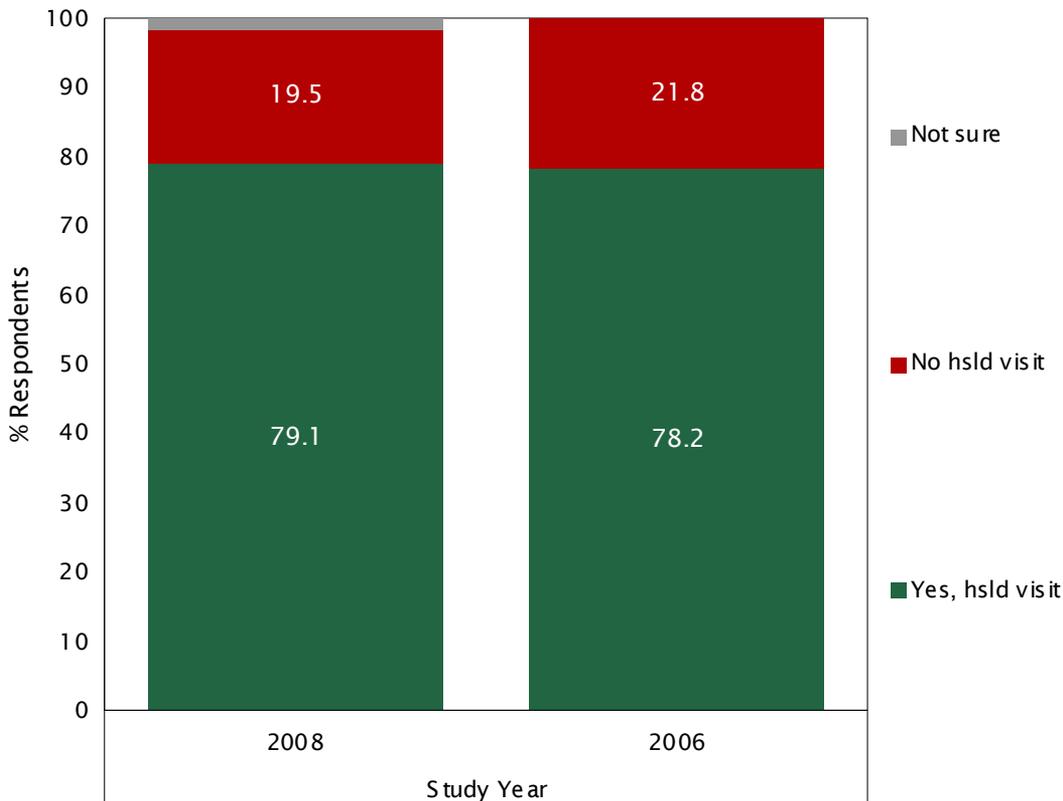
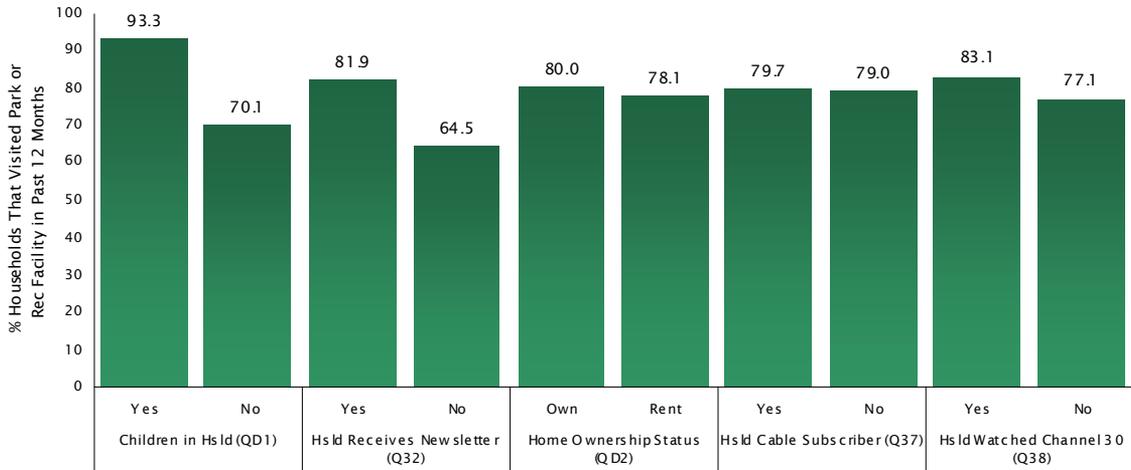


FIGURE 23 HOUSEHOLD PARK OR REC FACILITY VISIT IN PAST 12 MONTHS BY CHILDREN IN HSLD, HSLD RECEIVES NEWSLETTER, HOME OWNERSHIP STATUS, HSLD CABLE SUBSCRIBER & HSLD WATCHED CHANNEL 30



NORMAN P. MURRAY COMMUNITY CENTER Having measured household use of Mission Viejo parks, recreation facilities and community centers *in general*, the survey next narrowed to profile visitation rates and opinions regarding the recently remodeled Norman P. Murray Community Center. Overall, nearly half (49%) of respondents reported that they and/or another member of their household had visited the Norman P. Murray Community Center since it was expanded and reopened in March 2008 (Figure 24). Interestingly, visitation rates to the Norman P. Murray Community Center were generally unrelated to the presence of children in the home, but were strongly related to whether the household recalled receiving the City’s newsletter, home ownership status, and cable subscribership (see Figure 25).

Question 14 *Have you or any other member of your household visited the Norman P. Murray Community Center since it was expanded and reopened this past March?*

FIGURE 24 HOUSEHOLD VISITED COMMUNITY CENTER SINCE MARCH

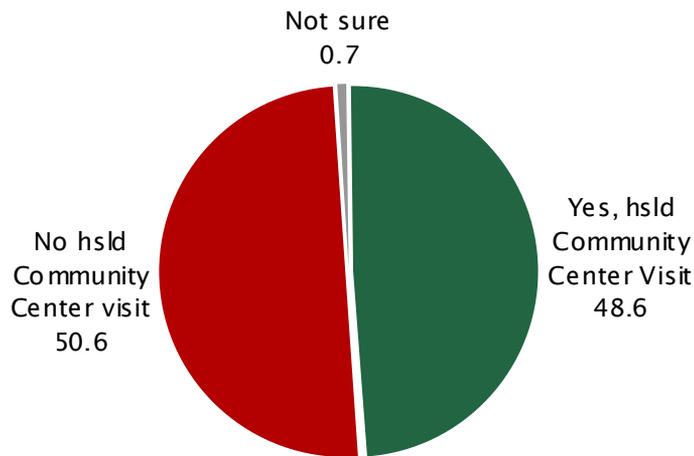
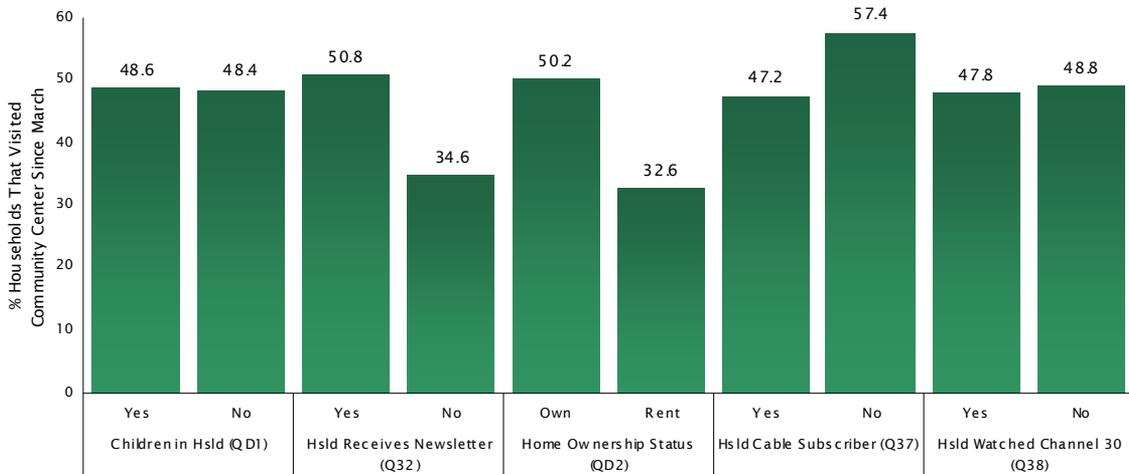


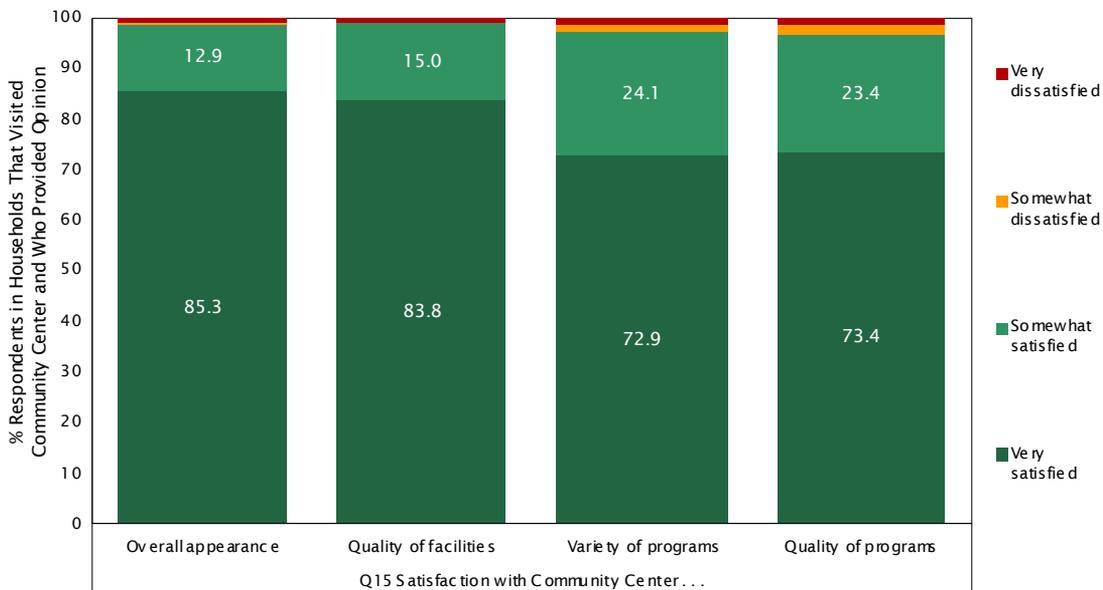
FIGURE 25 HOUSEHOLD VISITED COMMUNITY CENTER SINCE MARCH BY CHILDREN IN HSLD, HSLD RECEIVES NEWSLETTER, HOME OWNERSHIP STATUS, HSLD CABLE SUBSCRIBER & HSLD WATCHED CHANNEL 30



Respondents who reported that their household had visited the Norman P. Murray Community Center since it reopened in March were subsequently asked their level of satisfaction with the Center’s overall appearance, the quality of facilities, the variety of programming offered at the Center, and the quality of programming. As shown in Figure 26 below, at least 97% of respondents indicated that they were satisfied with each of the dimensions tested, although the intensity of satisfaction was somewhat higher with respect to the appearance and quality of the *facility* when compared to the variety and quality of *programming* available at the Center.

Question 15 *Thinking of the Center since it has been remodeled, are you satisfied or dissatisfied with the: _____?*

FIGURE 26 SATISFACTION WITH COMMUNITY CENTER



RECREATION PROGRAMMING At this point, the survey switched from facilities to programming. Respondents were first asked whether one or more members of their household had participated in a recreational program offered by the City in the 12 months prior to the interview. Just over one-third (36%) of respondents indicated that their household had participated in a recreation program in the City during the period of interest (Figure 27). When compared to their respective counterparts, households with children, those that recalled receiving the City’s newsletter, owner-occupied households, households that do not subscribe to cable television, and cable-subscribing households that do watch Channel 30 were the most likely to report having participated in a city-offered recreation program in Mission Viejo (see Figure 28).

Question 16 *During the past 12 months, have you or any member of your household participated in a recreation program offered by the City of Mission Viejo?*

FIGURE 27 HOUSEHOLD REC PROGRAM PARTICIPATION IN PAST 12 MONTHS

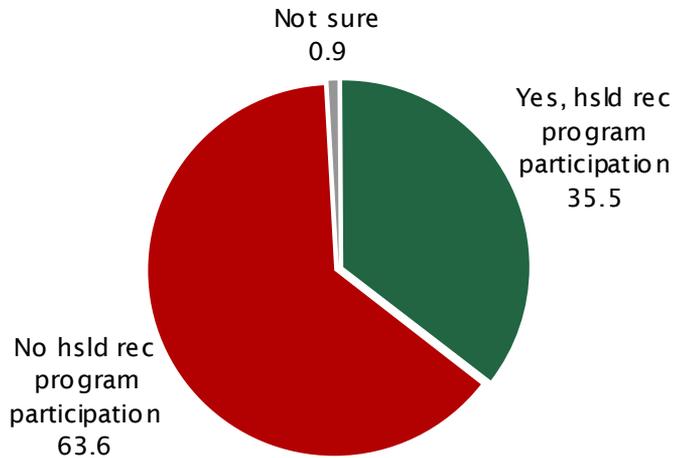
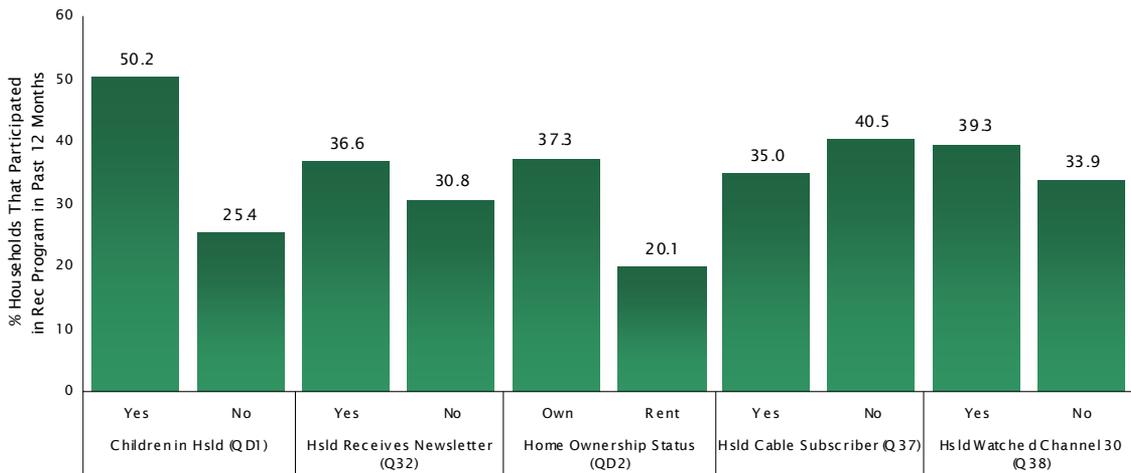


FIGURE 28 HOUSEHOLD REC PROGRAM PARTICIPATION IN PAST 12 MONTHS BY CHILDREN IN HSLD, HSLD RECEIVES NEWSLETTER, HOME OWNERSHIP STATUS, HSLD CABLE SUBSCRIBER & HSLD WATCHED CHANNEL 30

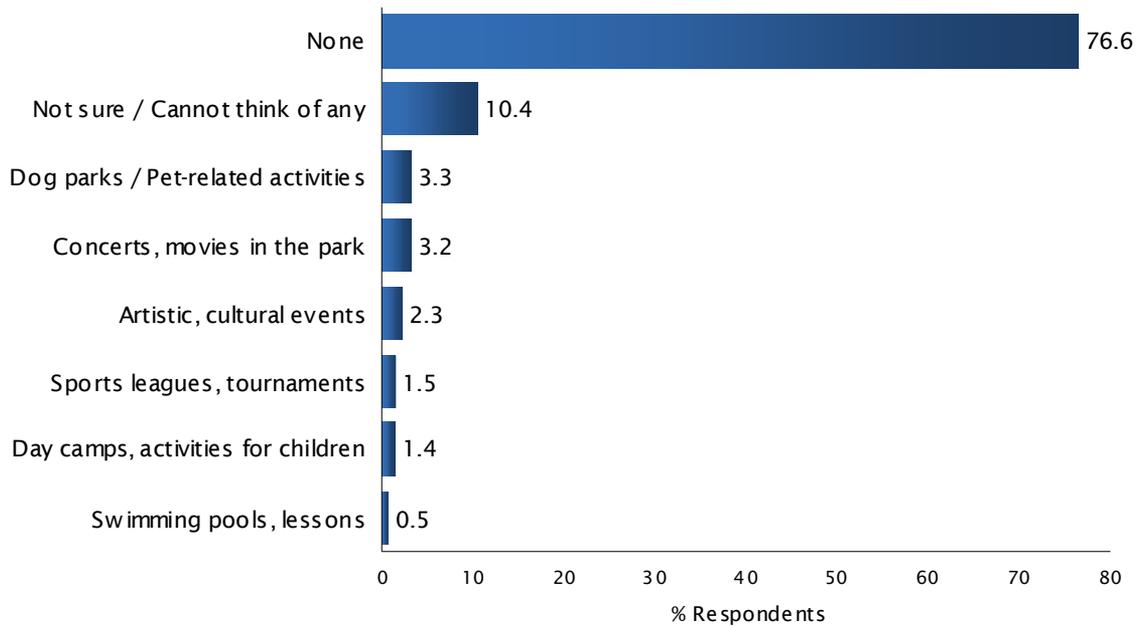


The City of Mission Viejo provides a variety of recreation programs designed for children, teens, adults, seniors and families. Recognizing that some residents may desire a program that is not currently offered, however, Question 17 provided them with an opportunity to identify a program not currently offered in which they have an interest. This question was asked in an open-ended manner, meaning that respondents were at liberty to mention any program that came to mind without being prompted by—or restricted to—a specific list of options. The verbatim answers to this question were later reviewed by True North and grouped into the categories shown in Figure 29.

As shown in the figure, the vast majority of respondents (77%) indicated that there were no recreation programs that they would be interested in using that are not already offered by the City, or that they weren't sure at the time of the interview (10%). Among the 13% of respondents that did request a particular program, dog park/pet-related activities were the most commonly mentioned (3%), followed by concerts/movies in the park (3%), and artistic/cultural events (2%). No other single category was mentioned by at least 2% of respondents.

Question 17 *Is there a recreation program or special event that is not being offered that your household would like to see made available in the City?*

FIGURE 29 ADDITIONAL REC PROGRAMS OR SPECIAL EVENTS DESIRED



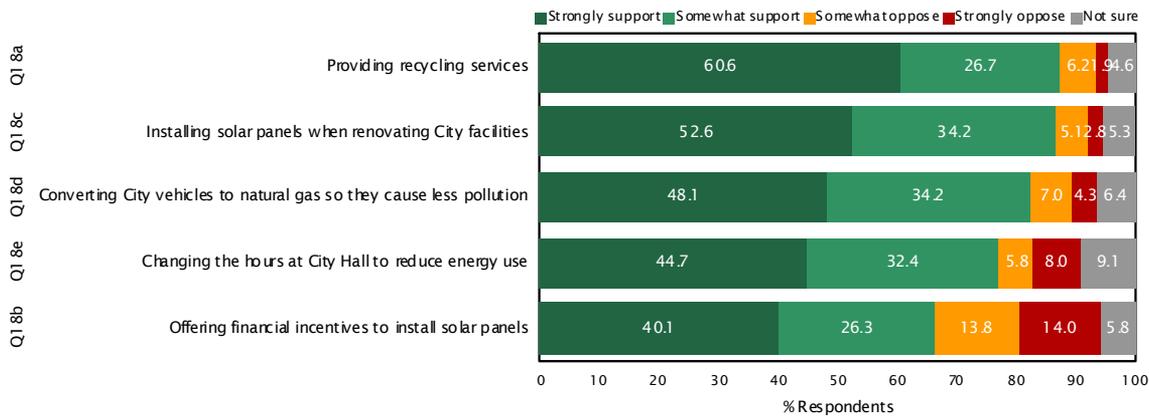
ENVIRONMENTAL ISSUES

One of the issues that has come to the forefront of media, public and government attention during the past two years is the reality of climate change and the need to set policies that promote conservation, increase sustainability, and reduce pollution. Accordingly, the 2008 survey of Mission Viejo residents included a series of questions that focused on residents' opinions as they relate to environmental policies at the local level, as well as their awareness of hazardous waste and recycling services offered by the City.

POLICIES The first question in this series sought to profile resident support for several environmental initiatives that the City of Mission Viejo is considering. For each of the actions shown on the left of Figure 30, respondents were asked the degree to which they would support or oppose the City taking the action, keeping in mind that some actions may involve additional costs for the City.

Question 18 *Next, I'd like to ask your opinion about several environmental policies and actions the City is considering. Please note that some of these actions may involve additional costs for the City. Would you support or oppose the City: _____?*

FIGURE 30 SUPPORT FOR ENVIRONMENTAL ACTIONS



As shown in Figure 30, a clear majority of residents supported each of the actions tested in Question 18. Support was greatest for the City providing recycling services at apartment complexes, commercial sites, and educational facilities (87% strongly or somewhat favor), followed by installing solar panels when renovating City facilities (87%), converting city vehicles to natural gas so they cause less pollution (82%), and changing the hours at City Hall to reduce energy use by being open longer on most days, but closed every other Friday (77%). Support for offering financial incentives or loans to home owners to encourage them to install solar panels could be found among two-thirds (66%) of residents surveyed.

RECYCLING, TRASH & HAZARDOUS WASTE Having measured residents' opinions about several environmental initiatives being considered by the City, the survey transitioned to gauging their level of awareness with respect to recycling and household hazardous waste.

Question 19 simply asked respondents to identify how informed they feel about which types of household items can be recycled, which can be safely thrown in the trash, and which are considered hazardous waste. Figure 31 shows that the vast majority of Mission Viejo residents felt either well-informed (57%) or somewhat informed (32%) on this topic. Approximately 7% felt slightly informed, whereas 5% indicated that they are not at all informed about how to differentiate between trash, normal recyclables, and household hazardous waste. In general, older residents (40+) and those who recalled receiving the City’s newsletter, visiting the City’s website, and/or watching Channel 30 (MVTV) were most likely to feel well-informed on this topic (see Figure 32).

Question 19 *How informed do you feel about which types of household items can be recycled, which can be safely thrown in the trash, and which are hazardous waste? Would you say you feel well-informed, somewhat informed, slightly informed, or not at all informed?*

FIGURE 31 HOW INFORMED ABOUT RECYCLING AND HAZARDOUS WASTE DISPOSAL

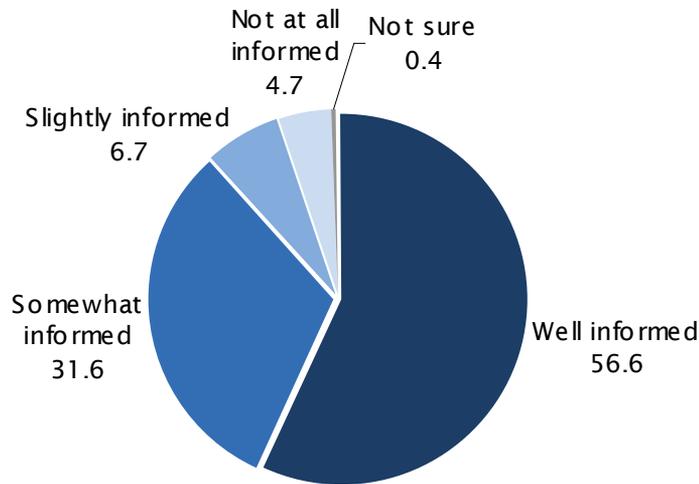
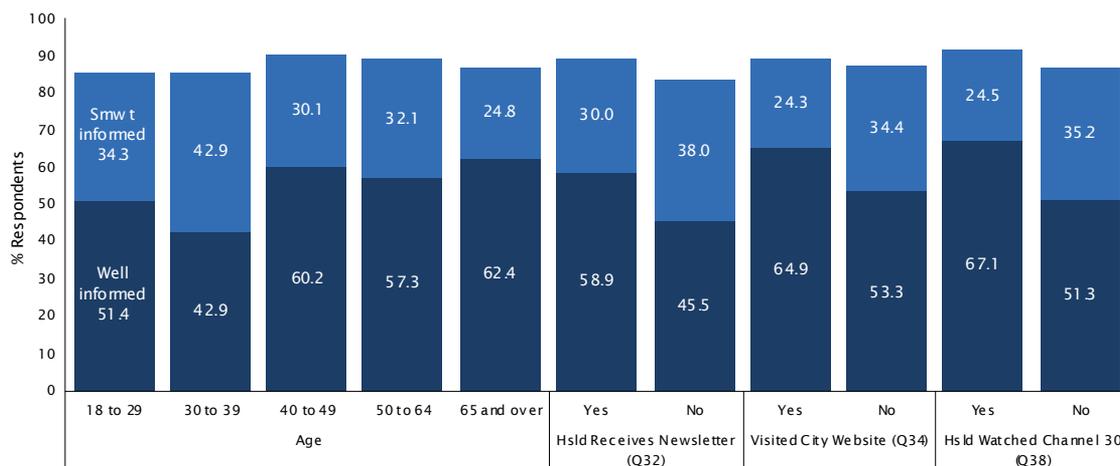


FIGURE 32 HOW INFORMED ABOUT RECYCLING AND HAZARDOUS WASTE DISPOSAL BY AGE, HSLD RECEIVES NEWSLETTER, VISITED CITY WEBSITE & HSLD WATCHED CHANNEL 30



All respondents were next asked whether—prior to participating in the survey—they were aware that the City periodically collects household hazardous waste at the curb in their neighborhood (Question 20) and provides battery recycling bins at city facilities (Question 21). Just over half of those surveyed (52%) indicated that they were aware that the City collects household hazardous waste curbside in their neighborhood (Figure 33), with awareness being greatest among long-time residents (15+ years), seniors, those who recalled receiving the City’s newsletter, visiting the City’s website since March, and watching Channel 30 (MVTV), as well as home owners (see Figures 34 & 35). Public awareness of the battery recycling bins at city facilities was somewhat lower at 39% overall (see Figure 36), and the profile of those most aware of the recycling bins was also notably different than that described above for household hazardous waste (see Figures 37 & 38).

Question 20 *Prior to taking this survey, were you aware that the City periodically collects household hazardous waste at the curb in your neighborhood?*

FIGURE 33 AWARENESS OF HAZARDOUS WASTE COLLECTION

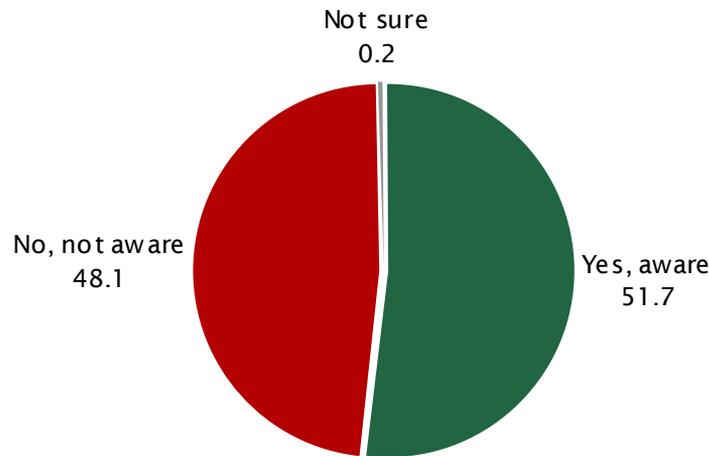


FIGURE 34 AWARENESS OF HAZARDOUS WASTE COLLECTION BY YEARS IN MISSION VIEJO & AGE

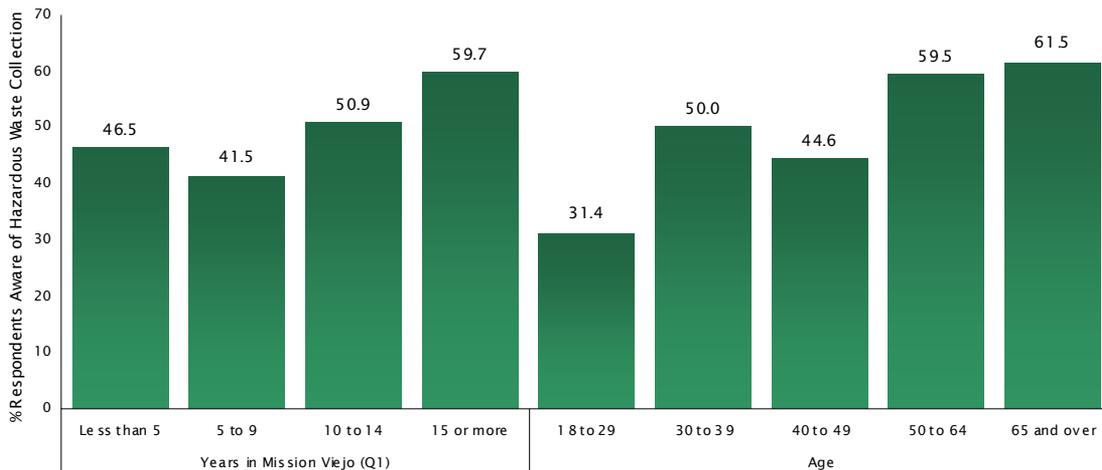
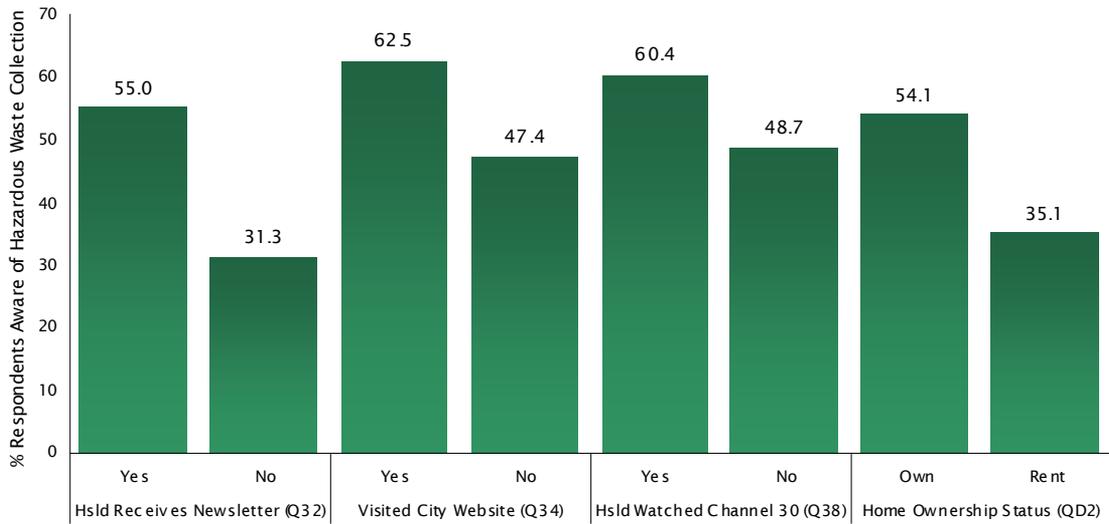


FIGURE 35 AWARENESS OF HAZARDOUS WASTE COLLECTION BY HSLD RECEIVES NEWSLETTER, VISITED CITY WEBSITE, HSLD WATCHED CHANNEL 30 & HOME OWNERSHIP STATUS



Question 21 *Prior to taking this survey, were you aware that there are battery recycling bins at City facilities?*

FIGURE 36 AWARENESS OF BATTERY RECYCLING BINS

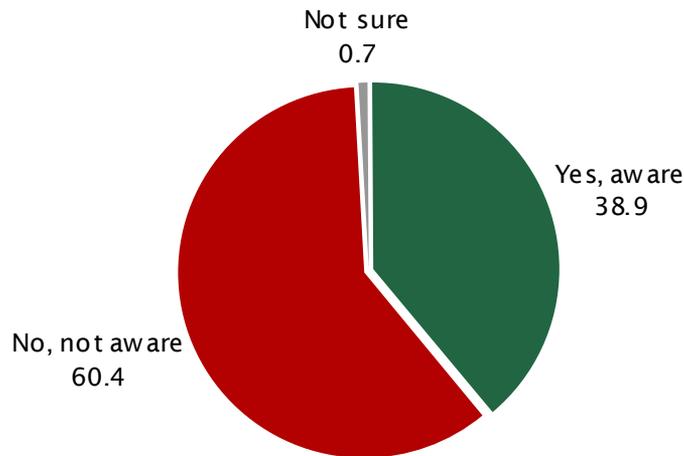


FIGURE 37 AWARENESS OF BATTERY RECYCLING BINS BY YEARS IN MISSION VIEJO & AGE

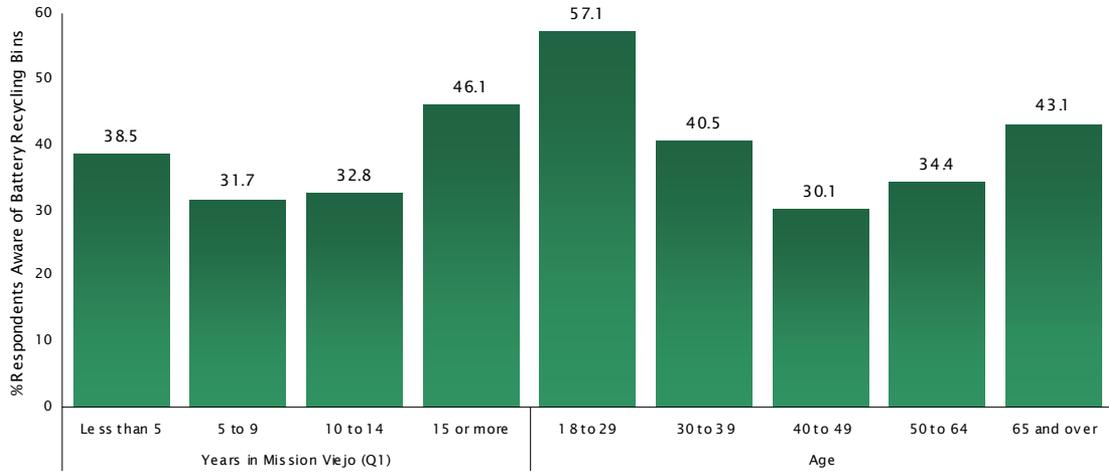
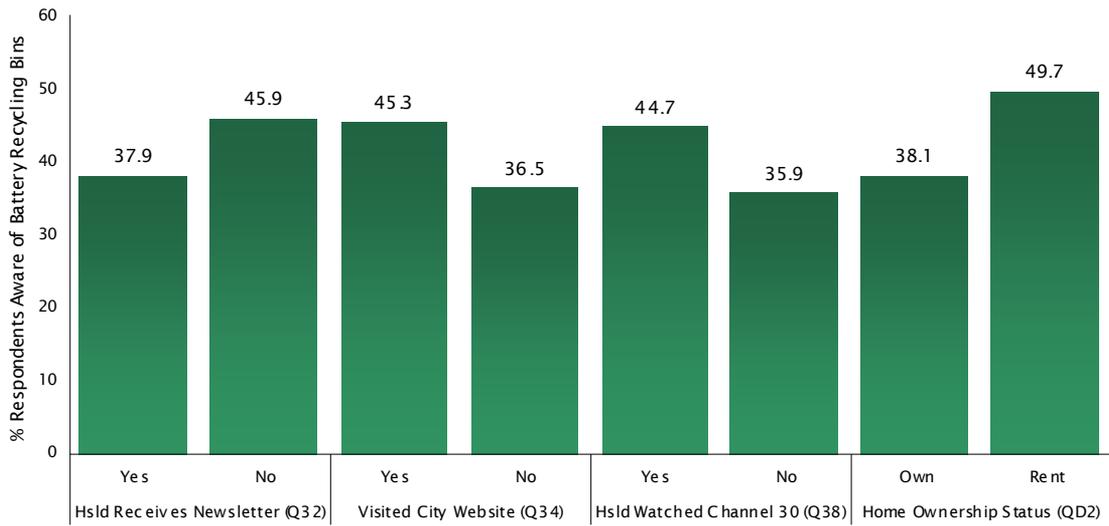


FIGURE 38 AWARENESS OF BATTERY RECYCLING BINS BY HSLD RECEIVES NEWSLETTER, VISITED CITY WEBSITE, HSLD WATCHED CHANNEL 30 & HOME OWNERSHIP STATUS



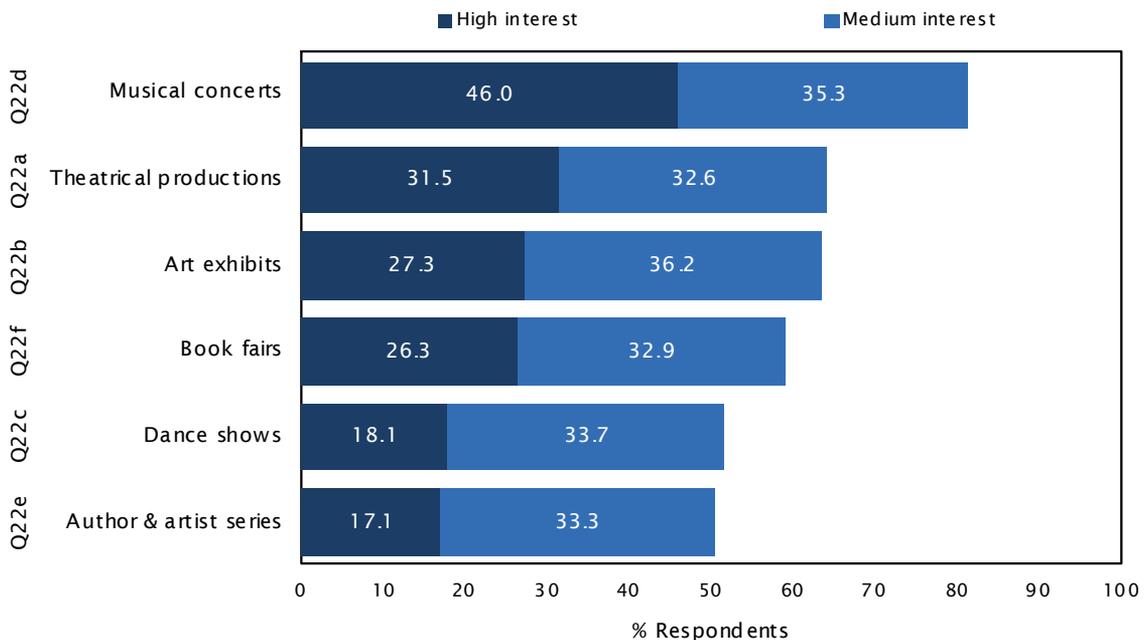
CULTURAL ARTS

Throughout the year, the City of Mission Viejo hosts a number of special events designed to bring the community together, including summer concerts, cultural festivals, and holiday celebrations. Among a variety of different types of events that could be hosted by the City, in a survey conducted in early 2008 Mission Viejo residents expressed the greatest interest in art and cultural events.⁴ To learn more about the specific *types* of art and cultural events in which residents are interested, the present survey included a series of more detailed questions on this topic.

TYPES OF EVENTS The first question in this series asked residents to describe their level of interest in a variety of cultural art events that could be held in the City. The specific types of events tested, as well as Mission Viejo residents' interest in these events, are shown in Figure 39 below. Overall, residents expressed the greatest interest in musical concerts (81% high or medium interest), followed by theatrical productions (64%), art exhibits (64%), and book fairs (59%). Dance shows (52%), as well as author and artist series (50%), had a somewhat more narrow appeal. For the interested reader, Table 3 on the next page shows how the level of interest in each event type varied by age.

Question 22 *As I read the following types of cultural and performing arts events that could be held in the City, please tell me whether you have a high, medium or low interest in attending the event. If you have no interest, please say so.*

FIGURE 39 INTEREST IN CULTURAL AND PERFORMING ARTS



4. See *Special Topics Survey of Residents: Branding, Revitalization, Community Events & Strategic Priorities*, report prepared by True North Research for the City of Mission Viejo, May 2008.

TABLE 3 INTEREST IN CULTURAL AND PERFORMING ARTS BY AGE (SHOWING % HIGH INTEREST)

	Age				
	18 to 29	30 to 39	40 to 49	50 to 64	65 and over
Musical concerts	54.3	54.8	44.6	47.3	35.8
Theatrical productions	17.1	31.0	27.7	38.2	34.9
Art exhibits	34.3	31.0	32.5	18.3	28.4
Book fairs	28.6	33.3	27.7	22.1	25.7
Dance shows	22.9	19.0	13.3	22.1	13.8
Author & artist series	11.4	11.9	16.9	21.4	17.4

BOOK & AUTHOR FESTIVAL Each year, the Los Angeles Times Book and Author Festival is held at UCLA and features famous authors and vendors from the world of books and literature. After informing respondents of this fact, Question 23 simply asked whether they had heard of this event prior to participating in the survey. Overall, just under one-third (32%) of Mission Viejo residents indicated that they had heard of the event (Figure 40), with awareness being substantially higher among home owners and females when compared to their counterparts (Figure 41).

Question 23 *Each year, the Los Angeles Times Book and Author Festival is held at UCLA. The event features famous authors of adult and children's books, and also features vendors from the world of books and literature. Prior to taking this survey, had you heard of this event?*

FIGURE 40 AWARENESS OF LA TIMES BOOK AND AUTHOR FESTIVAL

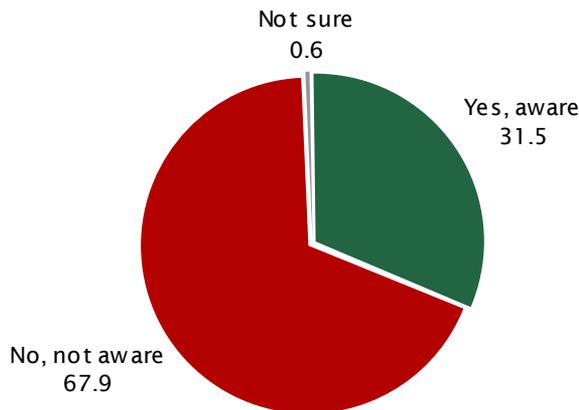
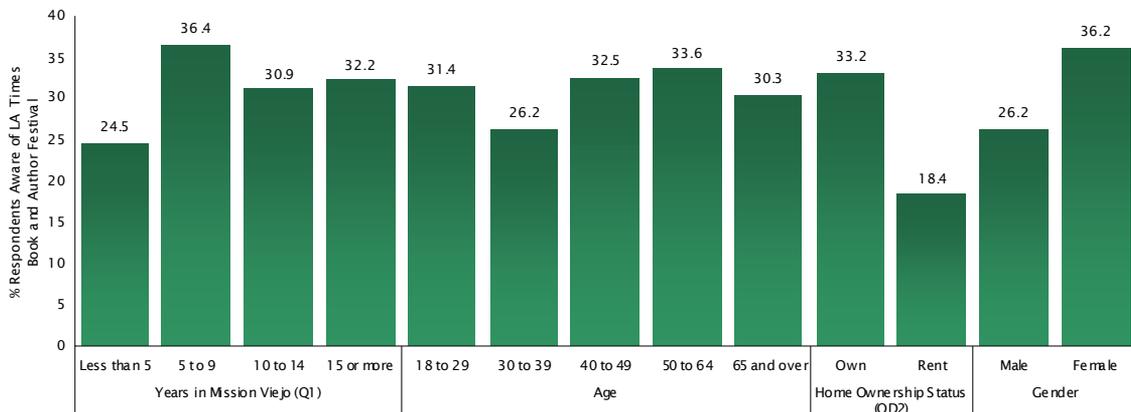


FIGURE 41 AWARENESS OF LA TIMES BOOK AND AUTHOR FESTIVAL BY YEARS IN MISSION VIEJO, AGE, HOME OWNERSHIP STATUS & GENDER



Having described the Los Angeles Times Book and Author Festival, the survey next asked respondents whether they and/or another member of their household would be interested in attending a similar event if it were held in the City of Mission Viejo. Nearly 60% of adult residents indicated that at least one member of their household would be interested in attending a local book and author festival (Figure 42). When compared to their respective counterparts, interest in attending such a festival was greatest among households that had visited a park or recreation facility in Mission Viejo in the past year, those that had participated in a recreation program sponsored by the City during this same period, households that watch Channel 30, those with children, and those that reported being aware of the Los Angeles Times Book and Author Festival prior to participating in the survey (see Figure 43).

Question 24 *If the City of Mission Viejo and the Mission Viejo Library were to sponsor a similar event that featured famous authors of adult and children's books, would you or another member of your household be interested in attending the event?*

FIGURE 42 HOUSEHOLD INTEREST IN BOOK AND AUTHOR FESTIVAL

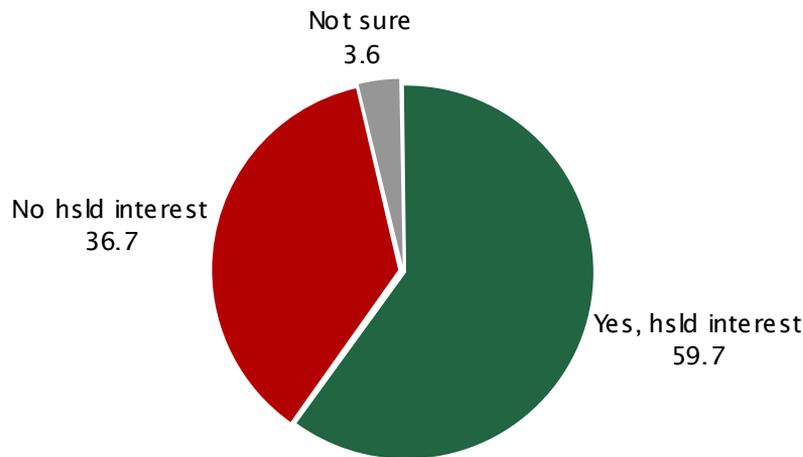
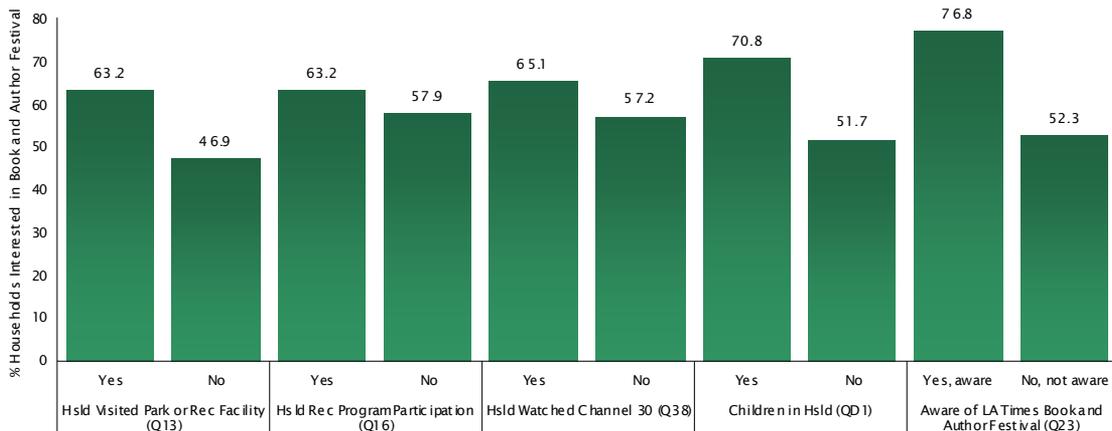
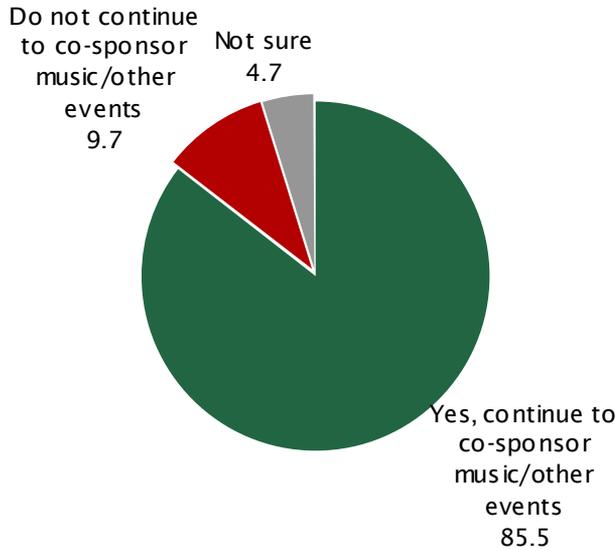


FIGURE 43 HOUSEHOLD INTEREST IN BOOK AND AUTHOR FESTIVAL BY HSLD VISITED PARK OR REC FACILITY, HSLD REC PROGRAM PARTICIPATION, HSLD WATCHED CHANNEL 30, CHILDREN IN HSLD & AWARE OF LA TIMES BOOK AND AUTHOR FESTIVAL



MUSIC EVENT SPONSORSHIP In the past, the City of Mission Viejo has co-sponsored music events in the City along with other organizations, including the Pacific Symphony and the Saddleback College radio station. The vast majority of respondents (86%) indicated that they support the City continuing the practice of co-sponsoring concerts and other special events in the City (Figure 44).

FIGURE 44 SUPPORT FOR CO-SPONSORING MUSIC EVENTS

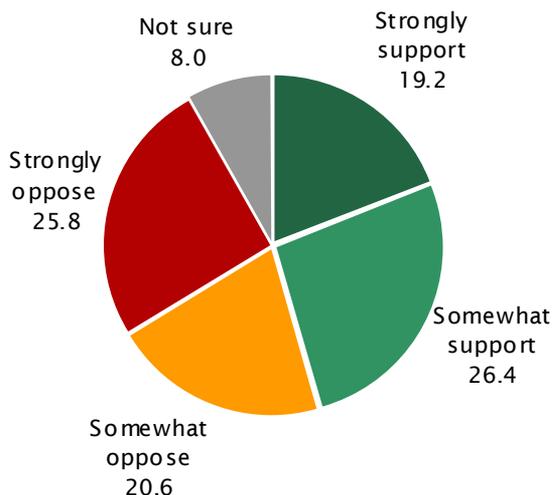


Question 25 *In the past, the City has co-sponsored music events in the City along with other organizations, including the Pacific Symphony and the Saddleback College radio station. In your opinion, should the City continue to co-sponsor concerts and other special events?*

FEE ON DEVELOPMENT TO SUPPORT PUBLIC ART The final question in this series asked residents whether they would support or oppose the City charging a fee on new developments—such as a 1% fee on the value of the project—if the money were used to support public art in the City of Mission Viejo.

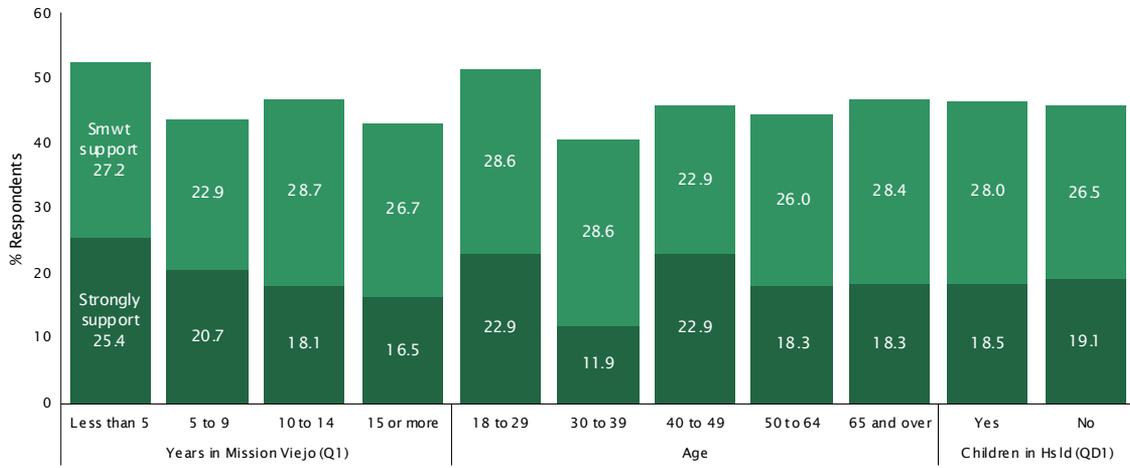
Question 26 *Would you support or oppose the City charging a fee on new developments, such as a 1% fee on the value of the project, if the money is used to support public art in the City?*

FIGURE 45 SUPPORT FOR NEW DEVELOPMENT FEE



As shown in Figure 45, residents were evenly split on this issue. Forty-six percent (46%) supported the concept of charging a 1% fee on development to support public art in the City, a similar percentage (46%) opposed the concept, whereas 8% were unsure or unwilling to share their opinion. When compared to their respective counterparts, new residents (less than 5 years) and younger residents (under 25) were the most likely to support the fee (see Figure 46).

FIGURE 46 SUPPORT FOR NEW DEVELOPMENT FEE BY YEARS IN MISSION VIEJO, AGE & CHILDREN IN HSLD



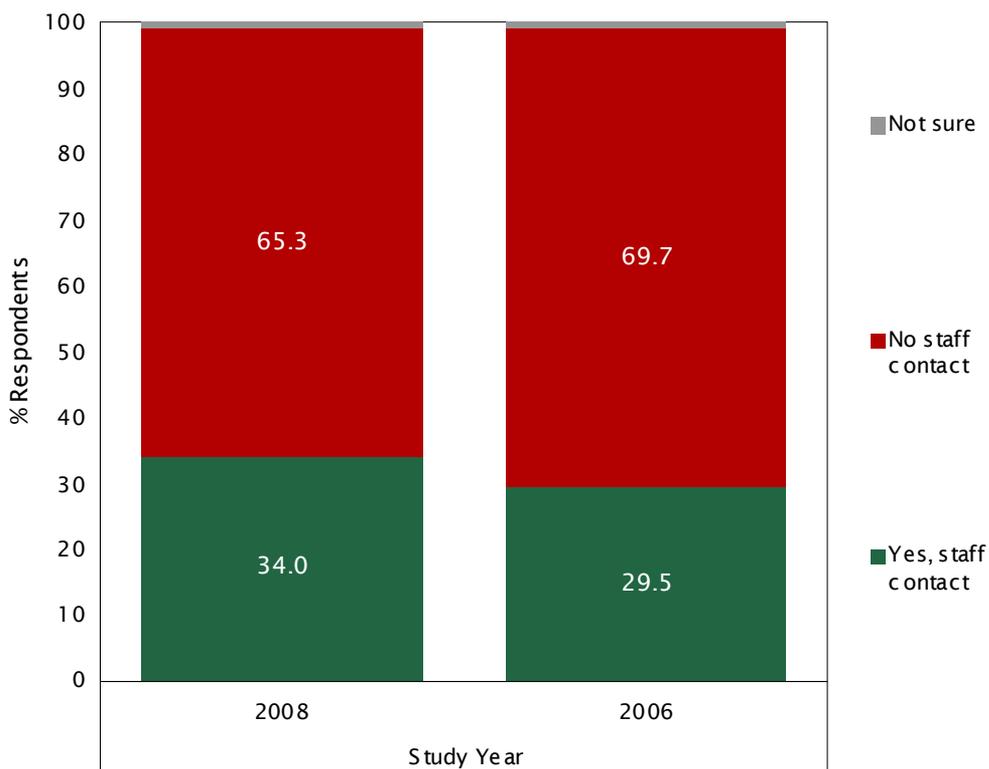


As in the 2006 baseline survey, three questions were included in the 2008 survey to examine residents' perceptions of—and experiences with—City of Mission Viejo staff. The first two questions in this series asked respondents if they had been in contact with City staff in the 12 months prior to the interview and—if yes—which departments did they contact. Because a respondent could have contact with more than one department during this period, multiple responses were allowed for the latter question.

STAFF CONTACT Overall, approximately one-third (34%) of respondents in 2008 indicated that they did contact Mission Viejo staff at least once during the 12 months prior to the interview (Figure 47), which is slightly (but not significantly) higher than the percentage recorded in 2006. Interaction with City staff was most commonly reported by residents between the ages of 40 and 49, those who had visited the City's website, those who reside with children, and home owners (see Figure 48).

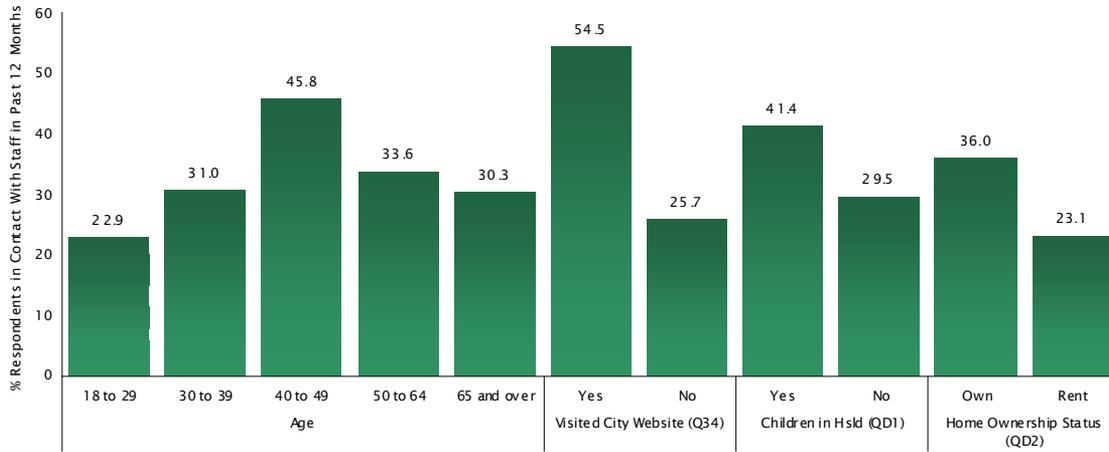
Question 27 *In the past 12 months, have you been in contact with City of Mission Viejo staff?*

FIGURE 47 STAFF CONTACT IN PAST 12 MONTHS: 2006 TO 2008



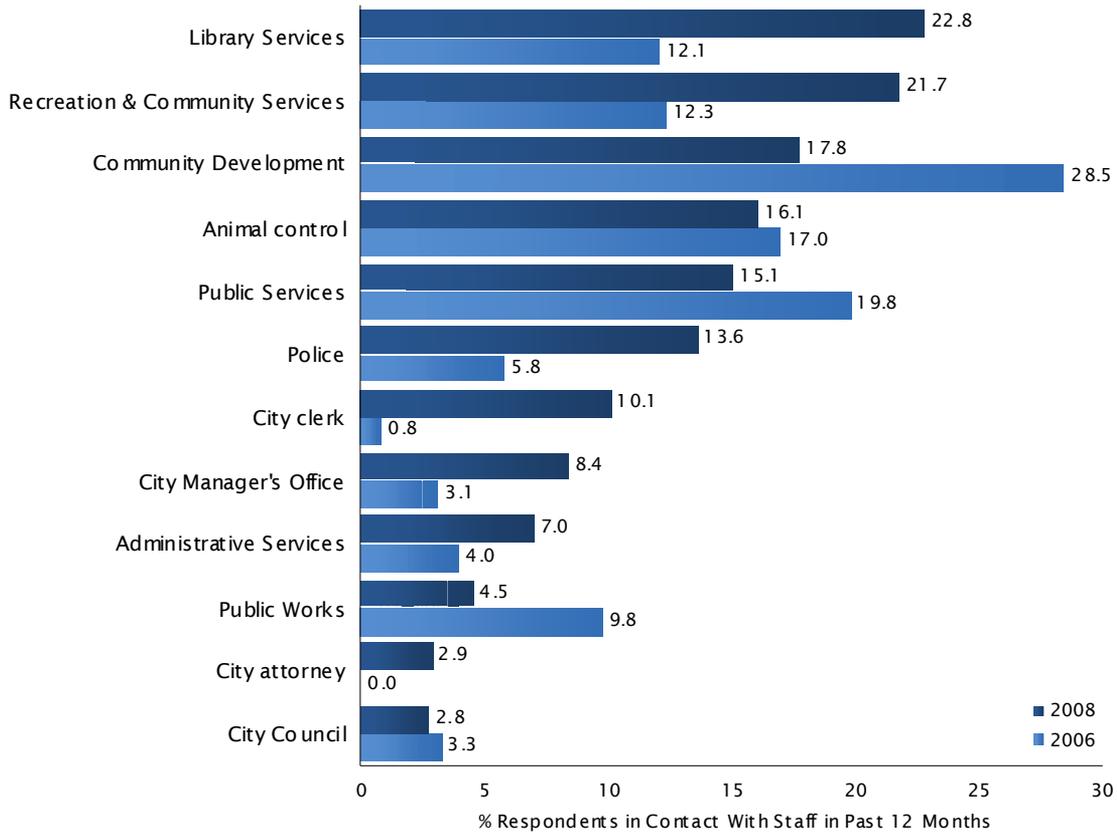
Although the percentage of respondents who interacted with Mission Viejo staff in the 12 months prior to the interview changed little in the past two years, the departments that they reported interacting with were quite different in 2008. As shown in Figure 49 on the next page, respondents in 2008 most frequently reported interacting with staff from the Library (23%), Recreation & Community Services Department (22%), Community Development Department (18%), Animal Control (16%), Public Services (15%), and Police Department (14%).

FIGURE 48 STAFF CONTACT IN PAST 12 MONTHS BY AGE, VISITED CITY WEBSITE, CHILDREN IN HSLD & HOME OWNERSHIP STATUS



Question 28 *In which Departments did the staff members work?*

FIGURE 49 STAFF DEPARTMENT CONTACT: 2006 TO 2008



ASSESSMENT OF CITY STAFF The next question asked all residents (those with and without recent staff contact) to rate City staff on four dimensions: courteousness, helpfulness, professionalism, and knowledge. Overall, respondents who expressed an opinion provided similarly high ratings for City staff on all four dimensions (see Figure 50), and these ratings have remained consistently high over the past two year period. Moreover, as shown in Figure 51, respondents who had actual contact with City staff during the past year held more positive views of staff than their counterparts who did not have contact with staff during this period.

Question 29 *In your opinion, is the staff at the City very _____, somewhat _____, or not at all _____?*

FIGURE 50 OPINION OF STAFF: 2006 TO 2008

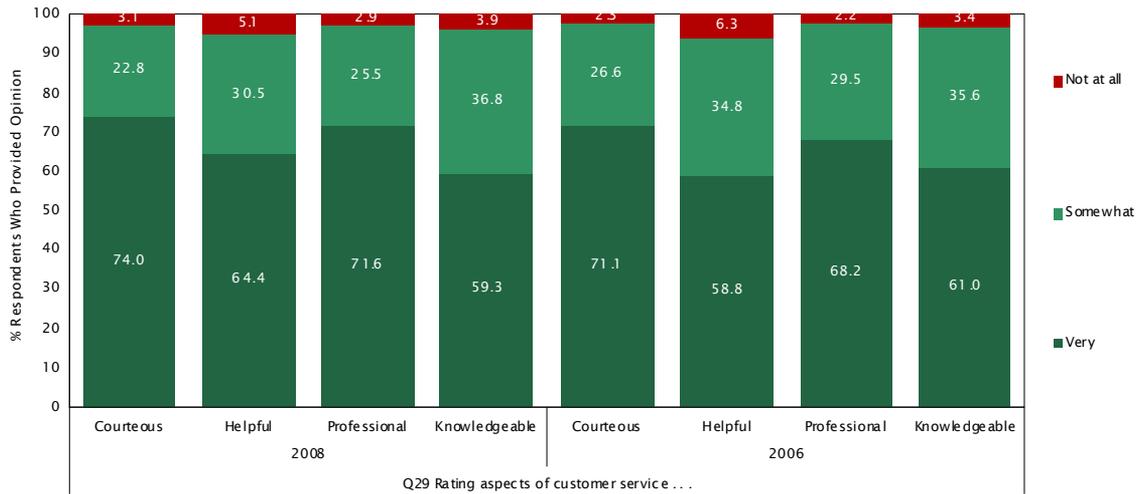
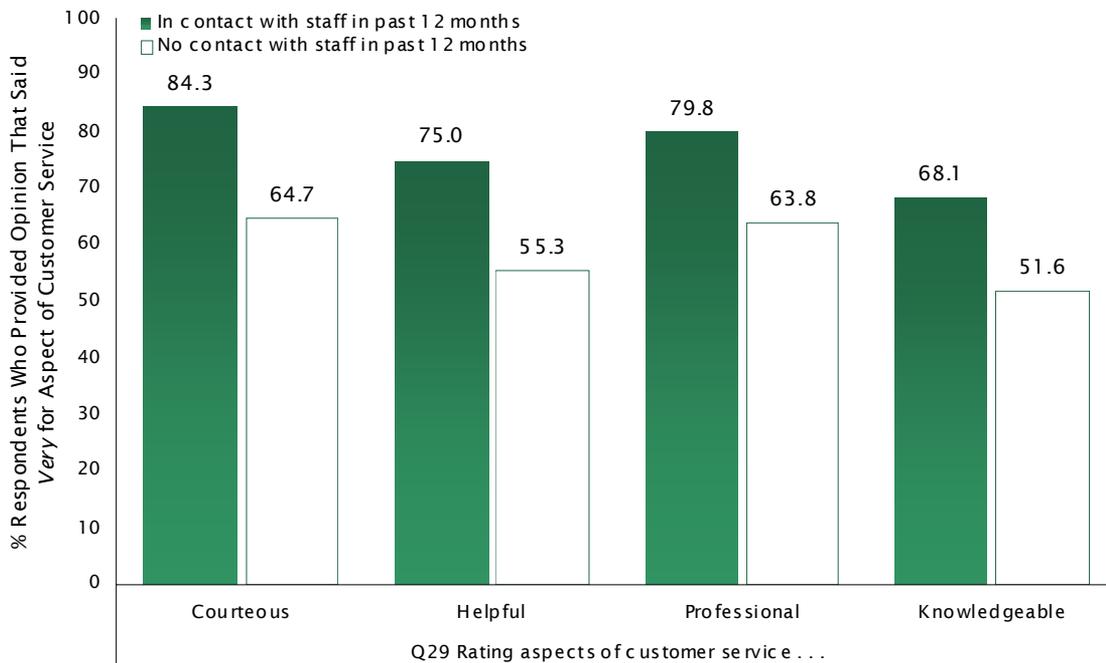


FIGURE 51 OPINION OF STAFF BY CONTACT WITH STAFF



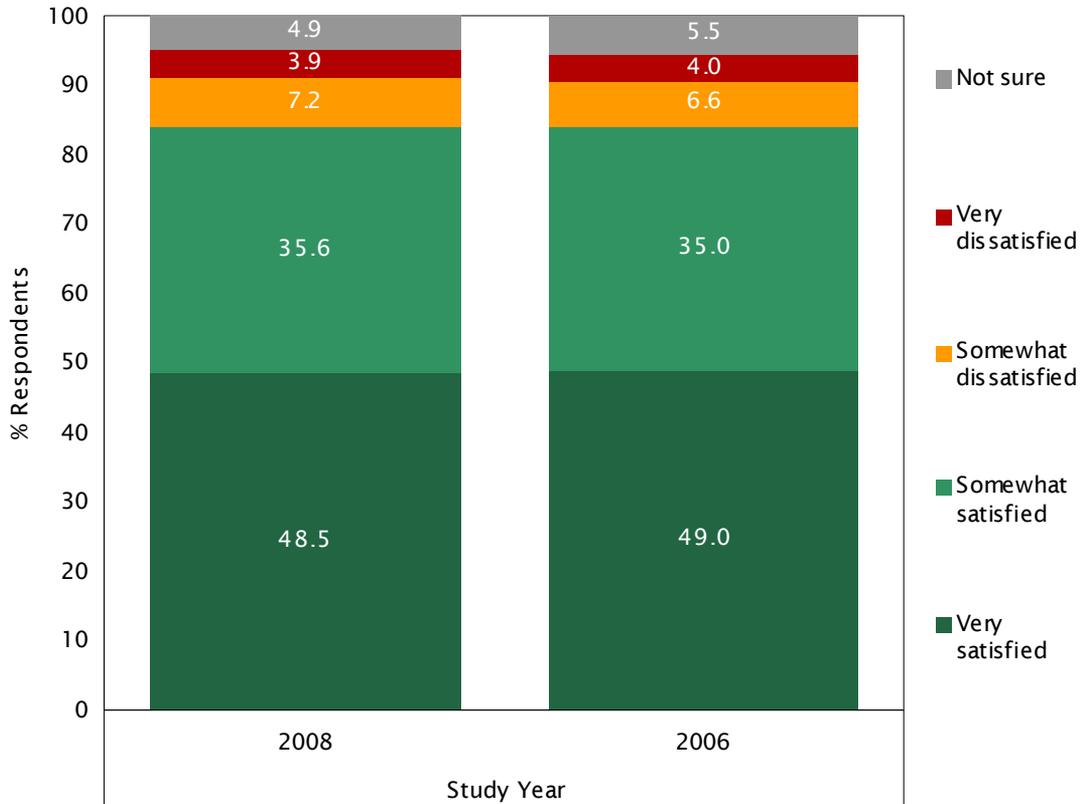
COMMUNICATION

The importance of City-resident communication cannot be overstated. Much of a city’s success is shaped by the quality of information that is exchanged in both directions, from the city to its residents and from residents to the city. This study is just one example of Mission Viejo’s efforts to enhance the information flow to the City to better understand citizens’ concerns, perceptions, and needs. In this section of the report, we present the results of several communication-related questions.

OVERALL SATISFACTION Question 30 of the survey asked residents to report their overall satisfaction with City-resident communication in the City of Mission Viejo. Overall, 84% of respondents indicated that they were satisfied with City’s efforts to communicate with residents through newsletters, the Internet, or other means in 2008, with nearly half (49%) indicating that they were *very* satisfied. The remaining respondents were either dissatisfied with the City’s efforts in this respect (11%) or unsure of their opinion (5%). These findings are strikingly similar to those recorded in 2006.

Question 30 *Are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means?*

FIGURE 52 SATISFACTION WITH COMMUNICATION: 2006 TO 2008



The following figures display how overall satisfaction with the City’s efforts to communicate with residents varied by length of residence, age, homeownership status, whether they recalled receiving the City’s newsletter, whether they had visited the City’s website since it was redesigned in March, cable subscribership, viewership of Channel 30 (MVTV), and whether the respondent has children in their household. In general, the level of satisfaction was quite similar across these subgroups. The notable exception to this pattern was found in the categories that relate to the City newsletter. As expected, households that recalled receiving the *Outlook* were much more likely than their respective counterparts to report being satisfied with the City’s efforts to communicate with residents (see Figures 53 & 54).

FIGURE 53 SATISFACTION WITH COMMUNICATION BY YEARS IN MISSION VIEJO, AGE & HOME OWNERSHIP STATUS

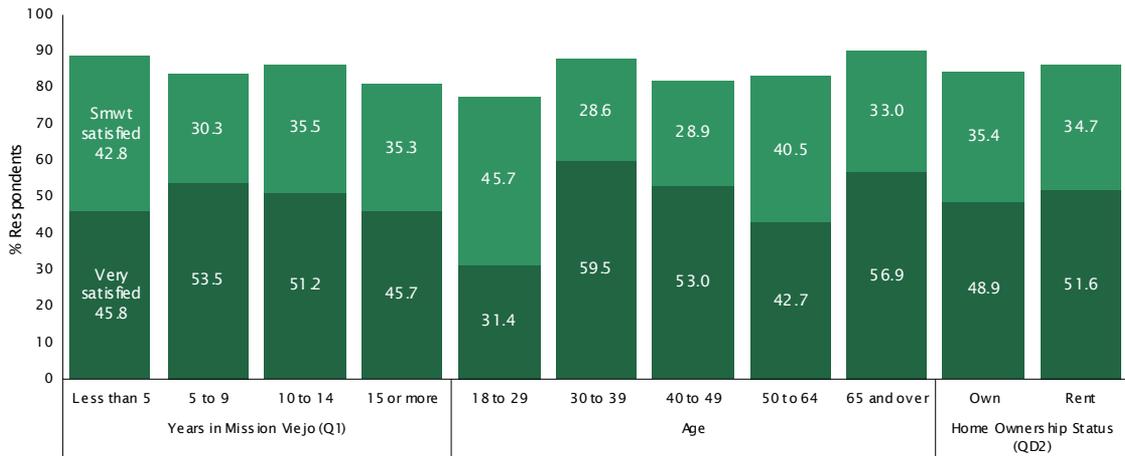
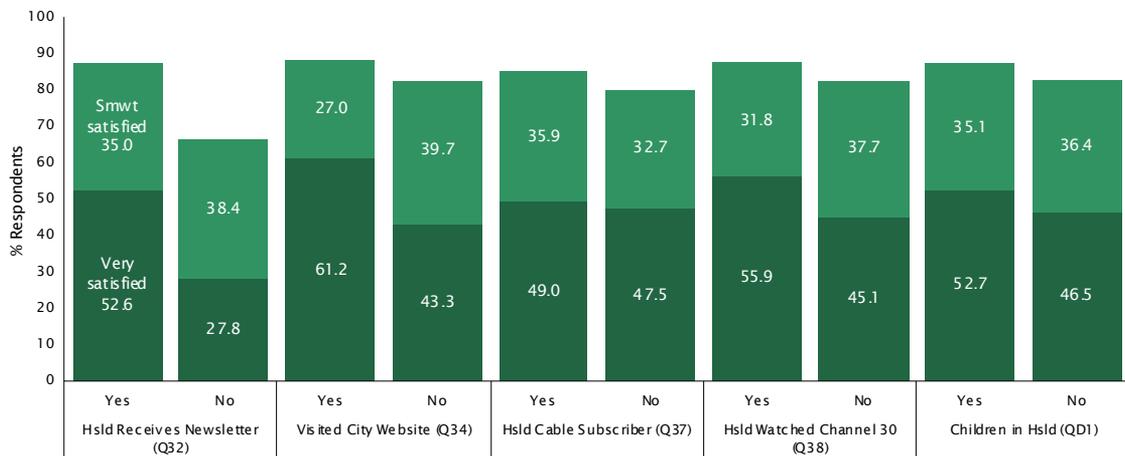


FIGURE 54 SATISFACTION WITH COMMUNICATION BY HSLD RECEIVES NEWSLETTER, VISITED CITY WEBSITE, HSLD CABLE SUBSCRIBER, HSLD WATCHED CHANNEL 30 & CHILDREN IN HSLD

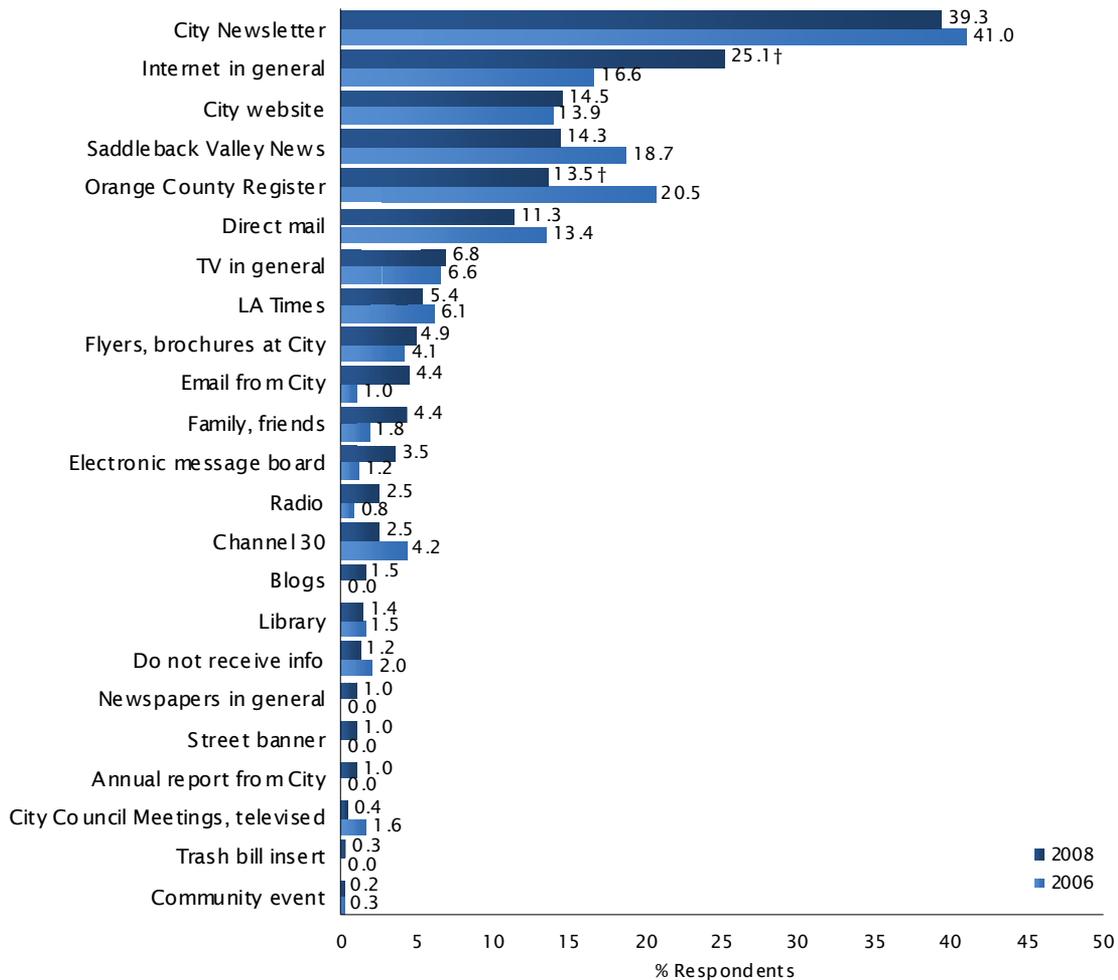


INFORMATION SOURCES To help the City identify the most effective means of communicating with residents, it is helpful to understand what information sources they currently rely on for this type of information. In an open-ended manner, residents were asked to list the information sources they typically use to find out about City of Mission Viejo news, information and programming. Because respondents were allowed to provide up to 3 sources, the percentages shown in Figure 55 represent the percentage of residents who mentioned a particular source.

The most frequently cited source for city-related information in 2008—used by 39% of respondents—was the City *Outlook* newsletter, followed by the Internet in general (25%), City website (15%), *Saddleback Valley News* (14%), and the *Orange County Register* (14%). When compared to the 2006 survey, there was a significant increase in the percentage of respondents who cited the Internet in general as a source for Mission Viejo news, information and programming, as well as a statistically significant decrease in the percentage who mentioned the *Orange County Register*.

Question 31 *What information sources do you use to find out about City of Mission Viejo news, information and programming?*

FIGURE 55 INFORMATION SOURCES: 2006 TO 2008



† Statistically significant change (p < 0.05) between the 2006 and 2008 studies.

For the interested reader, Table 4 displays the most frequently cited sources of city-related information—in rank order—according to respondent age. Although most age groups cited the City newsletter as their top source, younger cohorts were more likely than their older counterparts to cite the Internet in general and the City’s website as a primary sources for city-related information.

TABLE 4 TOP INFORMATION SOURCES BY AGE

	Age				
	18 to 29	30 to 39	40 to 49	50 to 64	65 and over
Internet in general	City Newsletter	City Newsletter	City Newsletter	City Newsletter	City Newsletter
City Newsletter	City website	Internet in general	Internet in general	Saddleback Valley News	
City website	Direct mail	Orange County Register	Saddleback Valley News	Internet in general	
TV in general	Internet in general	Saddleback Valley News	Direct mail	Orange County Register	
Orange County Register	Electronic message board	City website	Orange County Register	City website	

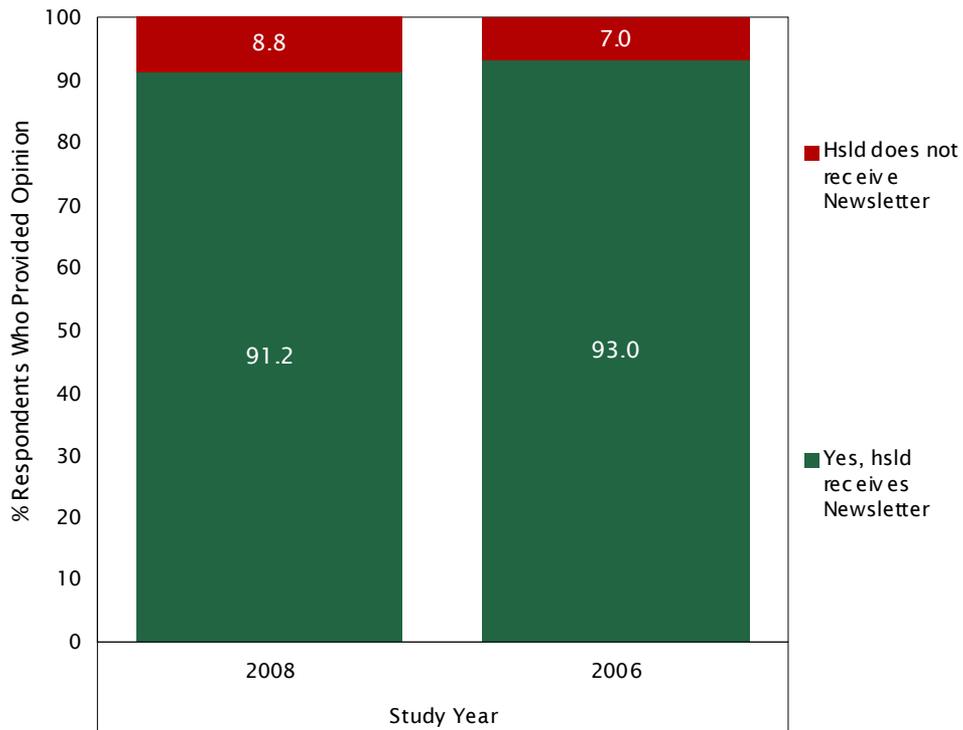
CITY NEWSLETTER As noted in Figure 55, 39% of respondents mentioned the City’s newsletter as an information source that they turn to for city-related news and information. For respondents who did *not* mention the *Outlook* newsletter in response to Question 31, the survey included a follow-up question (Question 32) asking whether their household receives the quarterly *City Outlook* newsletter and recreation brochure. Question 33, in turn, asked all respondents who mentioned that they received the City’s newsletter to rate the overall content and quality of the publication.

Figure 56 combines the responses to Questions 31 and 32 to reveal that 91% of *all* households recalled receiving the *Outlook* newsletter in 2008, which is statistically similar to the 93% recorded in 2006.⁵ Among those who did recall receiving the newsletter, opinions of the publication were generally quite positive. Overall, approximately 86% of recipients rated the content and quality of the newsletter as either excellent (35%) or good (51%), and an additional 8% said it was fair. Less than 2% of recipients used ‘poor’ or ‘very poor’ to describe the content and quality of the City’s newsletter, whereas 4% indicated that they were unsure (see Figure 57). Figure 58 demonstrates that opinions about the content and quality of the City’s newsletter were reasonably consistent regardless of how long a respondent had resided in the City or their age.

5. For consistency between 2006 and 2008, respondents who indicated ‘Don’t Know’ in response to Question 32 are not shown in Figure 56.

Question 32 Does your household receive the quarterly City Outlook Leisure Time newsletter and recreation brochure?

FIGURE 56 HOUSEHOLD RECEIVES NEWSLETTER: 2006 TO 2008



Question 33 Overall, how would you rate the content and quality of the City Outlook Leisure Time publication? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 57 QUALITY OF NEWSLETTER

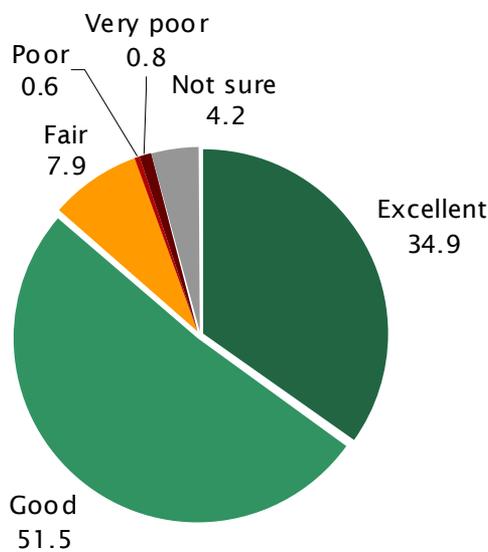
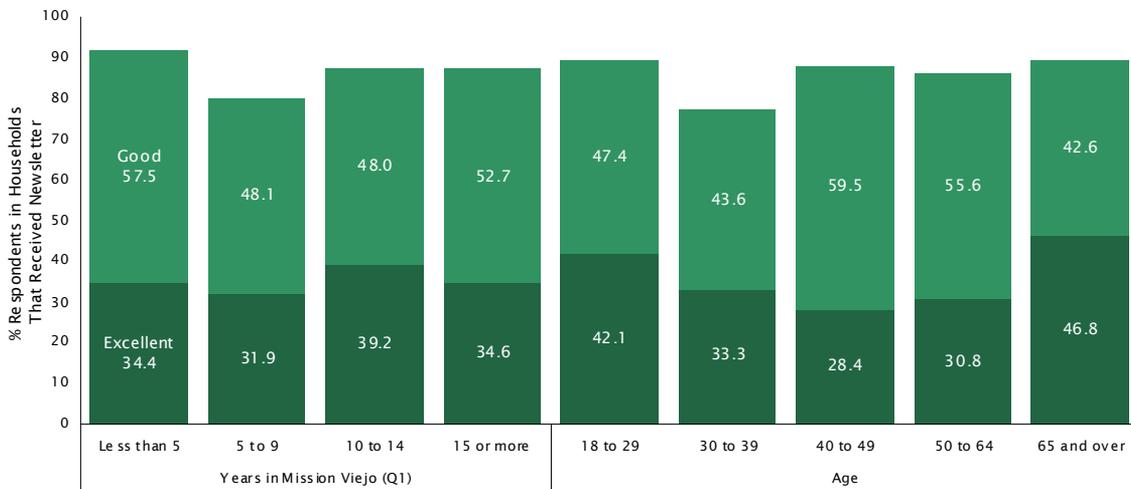


FIGURE 58 QUALITY OF NEWSLETTER BY YEARS IN MISSION VIEJO & AGE



CITY WEBSITE Respondents were next asked a series of questions about the City’s website. The first (Question 34) simply asked whether the respondent had visited the City of Mission Viejo’s website since it was redesigned in March. As shown in Figure 59, just over one quarter (28%) of residents indicated that they had visited the site during this period. Moreover, recent use of the City’s website was strongly related to length of residence, respondent age, and whether they operate a home-based business in the City (see Figure 60).

Question 34 *Have you visited the City's website since it was redesigned in March?*

FIGURE 59 VISITED CITY WEBSITE SINCE MARCH

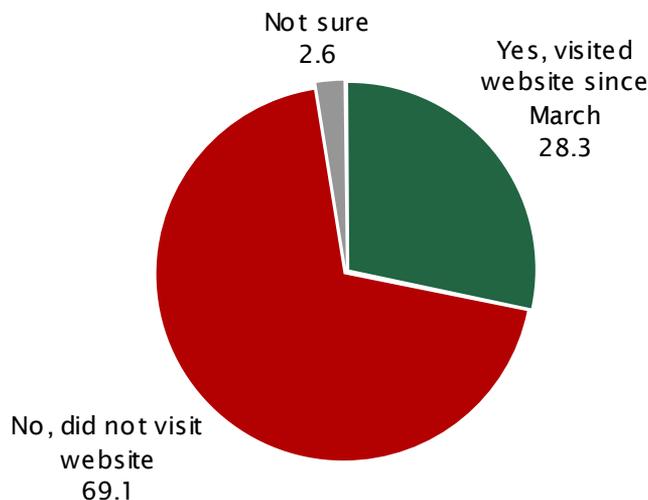
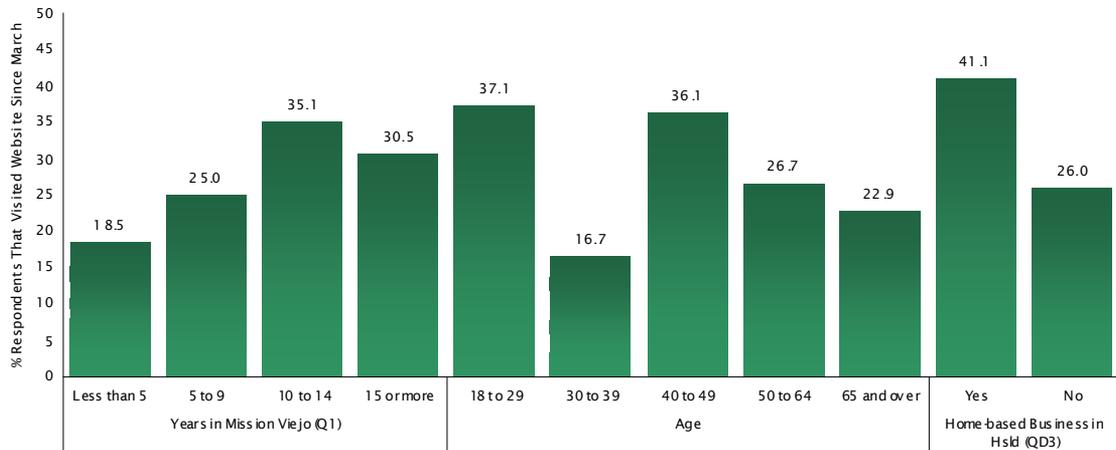


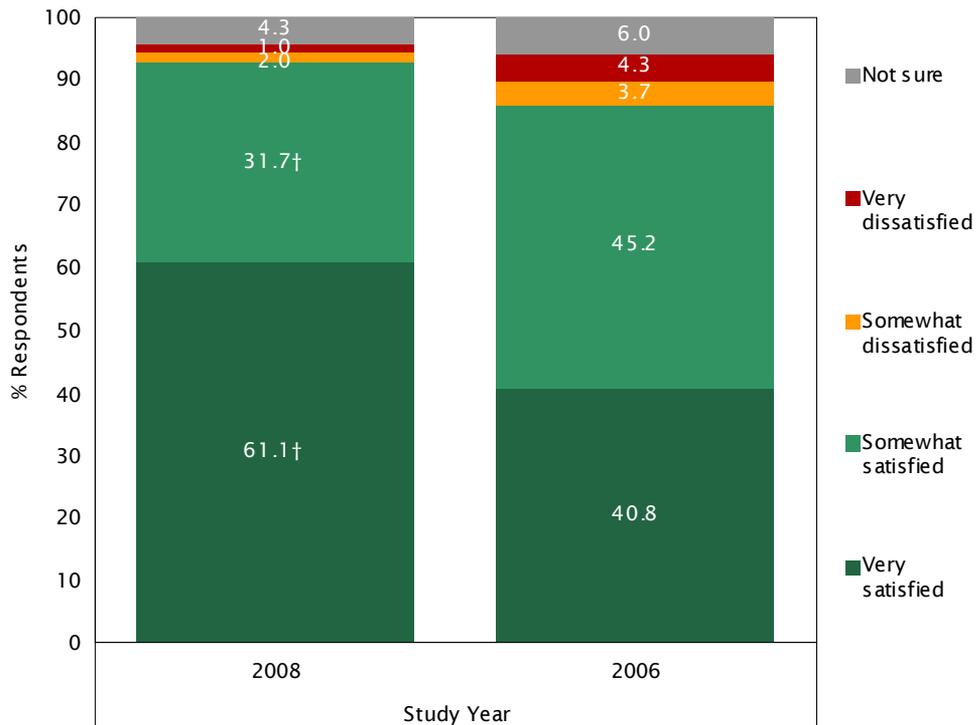
FIGURE 60 VISITED CITY WEBSITE SINCE MARCH BY YEARS IN MISSION VIEJO, AGE & HOME-BASED BUSINESS IN HSLD



Respondents who had visited the City’s website since the redesign were next asked to rate their level of satisfaction with the overall design and content of the site (Question 35), as well as whether there were particular resources or types of information that they would like to have added to the website in the future (Question 36). The latter question was asked in an open-ended manner to allow respondents to mention any resource that came to mind.

Question 35 *In general, are you satisfied or dissatisfied with the overall design and content of the City's website?*

FIGURE 61 SATISFACTION WITH CITY WEBSITE: 2006 TO 2008

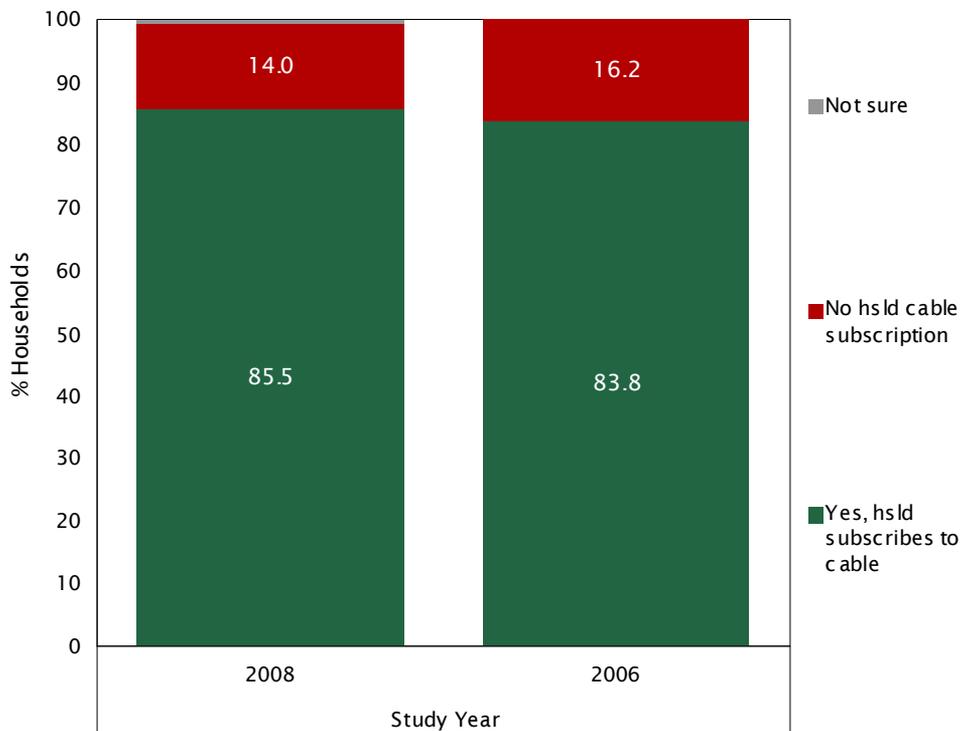


Overall, visitors expressed high levels of satisfaction with the City’s website, with 93% indicating that they were satisfied with the overall design and content. Figure 61 also shows that satisfaction with the new site’s overall content and design appears to be significantly higher than in 2006 before the redesign.⁶ Perhaps related to their high levels of satisfaction, very few visitors provided suggestions for how the website could be improved. Suggestions included providing email addresses for staff members, a crime blog like that offered by the Orange County Sheriff’s Office, information on political campaigns, better access to permit information, and information about events and activities in surrounding communities.

CABLE TELEVISION The next three questions in this series pertained to cable television and viewership of the City’s government channel MDTV—which is only accessible to households with a cable subscription. Among all households surveyed, 86% indicated that they currently subscribe to cable television (see Figure 62). After factoring in the percentage of households that do not subscribe to cable television, Figure 63 shows that approximately one-third (30%) of *all* households in the City have at least one member who has watched Mission Viejo’s government television MDTV on Channel 30 in the past 12 months. During the past two years, neither the proportion of households that subscribe to cable nor the percentage of subscribers that have watched MDTV changed significantly.

Question 37 *Does your household currently subscribe to cable television?*

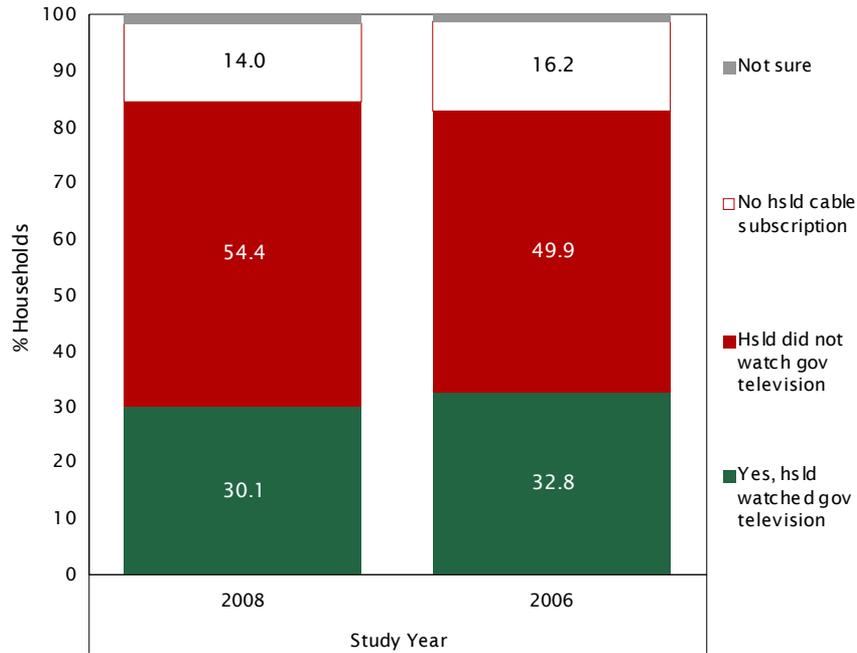
FIGURE 62 HOUSEHOLD CABLE SUBSCRIPTION: 2006 TO 2008



6. It should be noted, however, that the wording of the question was changed slightly between 2006 and 2008, which could account for some of the difference in the responses.

Question 38 *In the past 12 months, have you or another member of your household watched Mission Viejo's government television MVTV on Channel 30?*

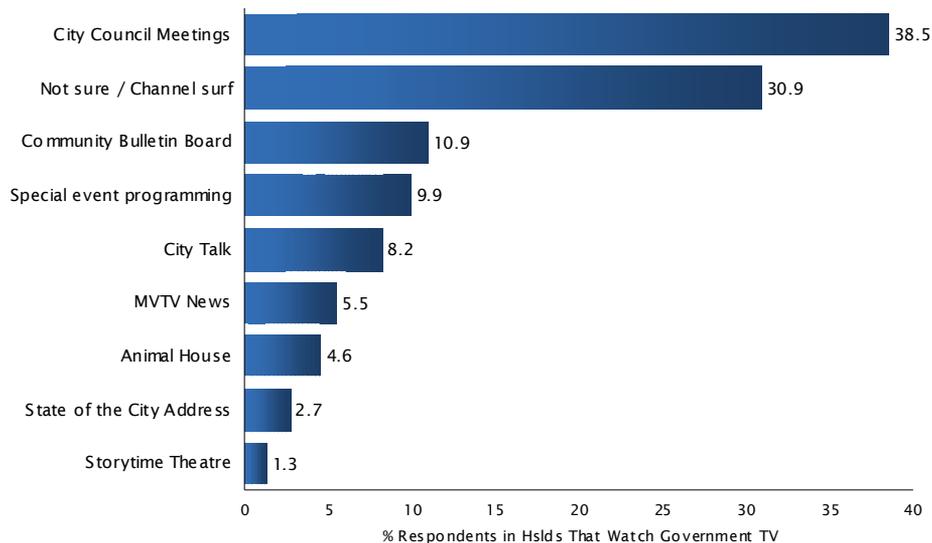
FIGURE 63 HOUSEHOLD MVTV VIEWERSHIP IN PAST 12 MONTHS: 2006 TO 2008



When MVTV viewers were asked to name the specific programs that they watch, the most commonly mentioned were City Council Meetings (39%), the community bulletin board (11%), special event programming (10%), City Talk (8%), and MVTV News (6%). Approximately 31% indicated they weren't sure of the specific programs they watch and/or they view MVTV while channel surfing (Figure 64).

Question 39 *Which specific programs do you watch on MVTV?*

FIGURE 64 PROGRAMS WATCHED ON MVTV



MISSION VIEJO BLOGS The final substantive questions of the survey asked all respondents whether they read online blogs that discuss activities in the City of Mission Viejo. Overall, just 12% of adult residents indicated that they are readers of blogs that pertain to Mission Viejo (Figure 65), with those who have lived in the City between 10 and 14 years, residents between the ages of 40 and 49, recent visitors to the City’s website, and those who reside with children being the most likely to be blog readers (see Figure 66). It is worth noting, however, that most of those who reported that they read blogs were unable to name the specific site they visit. Among those who could recall the name, the most commonly mentioned sites were Mission Viejo Life, Mission Viejo Dispatch, Orange Juice, and the Mission Viejo Library blog.

Question 40 *Do you read any online blogs that discuss activities in Mission Viejo?*

FIGURE 65 READ BLOGS ABOUT MISSION VIEJO

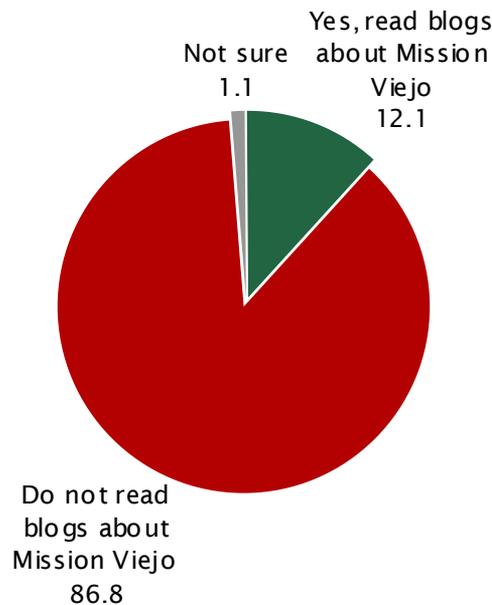
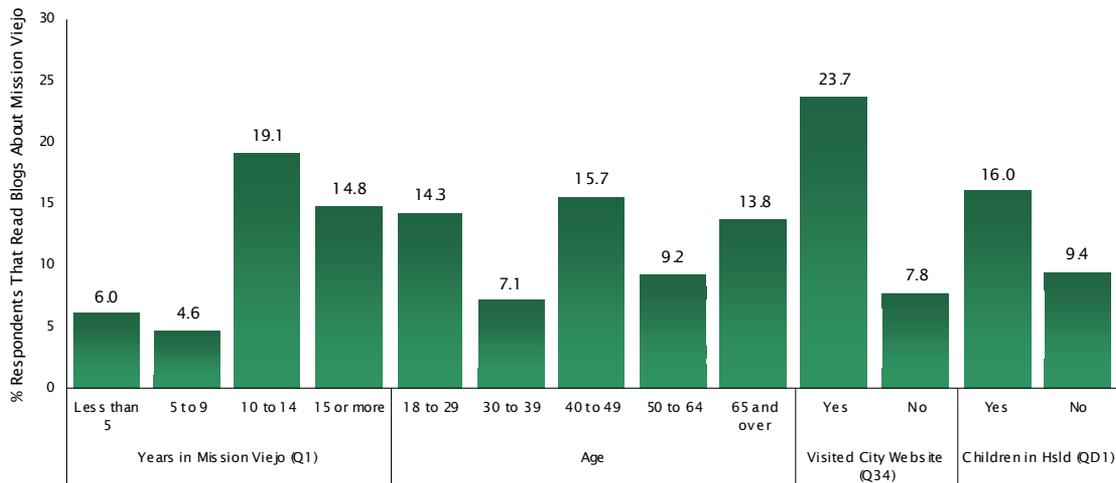


FIGURE 66 READ BLOGS ABOUT MISSION VIEJO BY YEARS IN MISSION VIEJO, AGE, VISITED CITY WEBSITE & CHILDREN IN HSLD





BACKGROUND & DEMOGRAPHICS

TABLE 5 DEMOGRAPHICS OF SAMPLE: 2006 TO 2008

	Study Year	
	2008	2006
<i>Total Respondents</i>	400	400
QD1 Children in household	%	%
Yes	39.8	44.2
No	57.4	55.1
Refused	2.7	0.7
QD2 Home ownership status		
Own	87.0	90.2
Rent	9.5	9.1
Refused	3.4	0.7
QD3 Household operates home-based business		
Yes	13.6	15.4
No	83.9	83.9
Refused	2.4	0.7
S1 Gender		
Male	46.9	45.8
Female	53.1	54.2
S2 Age		
18 to 29	13.1	13.8
30 to 39	11.6	14.6
40 to 49	23.0	24.4
50 to 64	31.3	28.4
65 and over	21.1	18.8

Table 5 presents the key demographic and background information that was collected during the survey. Some of the information was gathered during the interview, whereas other information was available on the voter file sample. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of registered voters in the City of Mission Viejo.

The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the City of Mission Viejo to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Many of the questions asked in the 2008 survey were tracked directly from the 2006 survey to allow the City to reliably track its performance over time.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the live interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City of Mission Viejo prior to formally beginning the survey.

SAMPLE The survey was conducted using a stratified sample of 400 individuals drawn from the universe of registered voters in the City. Consistent with the profile of this universe, the sample was stratified and sets of clusters were defined to represent particular combinations of age, gender, partisanship, household party-type, and geographic location within the City. Individuals were then randomly selected based on their profile into an appropriate cluster. This method ensures that if a person of a particular profile refuses to participate in the study, they are replaced by an individual who shares their same profile. It also ensures that the final sample closely mirrors the demographic profile of the universe of registered voters in the City.

MARGIN OF ERROR DUE TO SAMPLING By using a stratified and clustered sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of registered voters in the City of Mission Viejo. The results of the sample can thus be used to estimate the opinions of *all* registered voters in the City. Because not every voter in the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 400 voters for a particular question and what would have been found if all of the estimated 51,220 voters in the City had been interviewed.

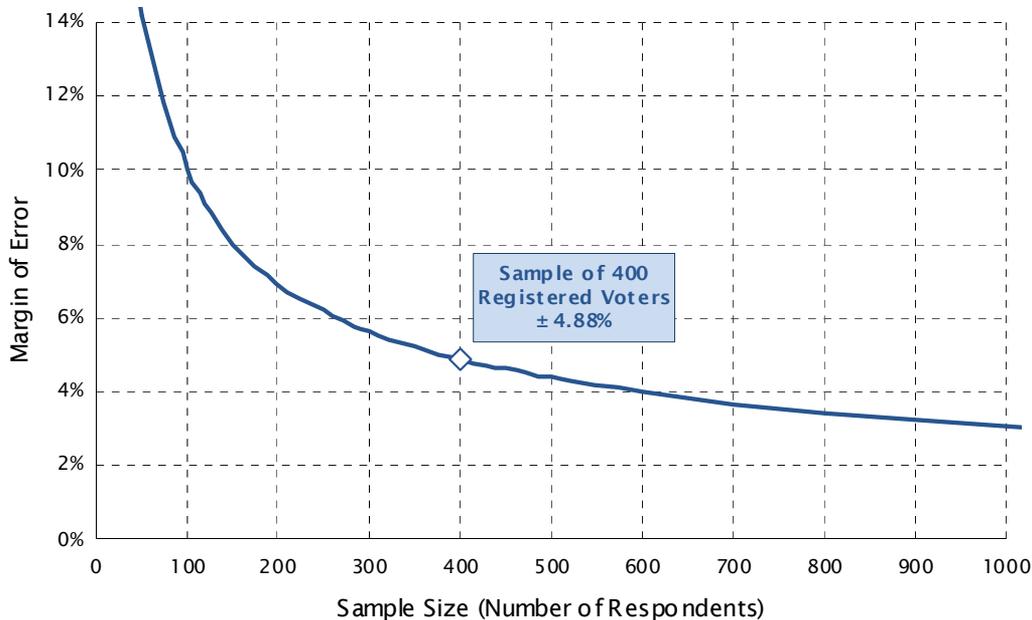
For example, in estimating the percentage of voters who have visited the City’s website since it was redesigned in March (Question 34), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where \hat{p} is the proportion of voters who said they visited the website (0.28 for 28% in this example), N is the population size of all voters (51,220), n is the sample size that received the question (400), and t is the upper $\alpha/2$ point for the t-distribution with $n - 1$ degrees of freedom (1.96 for a 95% confidence interval). Solving this equation using the values just discussed reveals a margin of error of $\pm 4.39\%$. This means that, with 28% of respondents indicating they had visited the City’s website since March, we can be 95 percent confident that the actual percentage is between 24% and 32%.

Figure 67 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e., $\hat{p} = 0.5$). For this survey, the maximum margin of error is $\pm 4.88\%$ for questions answered by all 400 respondents.

FIGURE 67 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as age of the respondent and household income. Figure 67 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA COLLECTION The method of data collection for this study was telephone interviewing. Interviews were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between August 20 and August 26, 2008. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. The interviews averaged 21 minutes in length.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. Where appropriate, tests of statistical significance were conducted to evaluate whether a change in responses between the 2006 and 2008 studies was due to an actual change in opinions or was likely an artifact of independently drawn cross-sectional samples.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



City of Mission Viejo
Resident Satisfaction Survey
Final Toplines
August 2008

Section 1: Introduction to Study

Hello, may I please speak to _____. My name is _____ and I'm calling on behalf of TNR, a public opinion research company. We're conducting a survey about issues in Mission Viejo (vee-A-ho) and we would like to get your opinions.

If needed: This is a survey about important issues in Mission Viejo (vee-A-ho) – I'm NOT trying to sell anything.

If needed: The survey should take around 15 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of Mission Viejo (vee-A-ho).

Q1	How long have you lived in the City of Mission Viejo (vee-A-ho)?		
	1	Less than 1 year	1%
	2	1 to 4 years	16%
	3	5 to 9 years	21%
	4	10 to 14 years	21%
	5	15 years or longer	40%
	99	Refused	0%
Q2	How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	70%
	2	Good	29%
	3	Fair	1%
	4	Poor	0%
	5	Very Poor	0%
	98	Not sure	0%
	99	Refused	0%

Q3	If the City government could change one thing to make Mission Viejo (vee-A-ho) a better place to live now and in the future, what change would you like to see?	
	Not sure / Cannot think of anything	34%
	Reduce traffic congestion	9%
	Improve government process, officials	5%
	Increase shopping, entertainment options	5%
	Improve, construct recreation facilities	5%
	Do not change anything	5%
	Monitor, adjust timing of traffic lights	4%
	Maintain, repair streets	4%
	Improve schools	3%
	Provide affordable housing	2%
	Reduce fees, taxes	2%
	Improve public transportation	2%
	Reduce growth / Preserve open space	2%
	Improve community-building events, facilities	2%
	Enforce local ordinances, codes	2%
	Beautify, landscape City / Remove graffiti	2%
	Improve public safety services	2%
	Address illegal immigrant issue	1%
	Improve commercial areas	1%
	Underground utility lines	1%
	Provide more activities for youth	1%
	Restrict growth, development	1%

Section 3: City Services								
Next, I'm going to ask a series of questions about services provided by the City of Mission Viejo (vee-A-ho).								
Q4	Generally speaking, are you satisfied or dissatisfied with the job the City is doing to provide city services? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
	1	Very satisfied						70%
	2	Somewhat satisfied						26%
	3	Somewhat dissatisfied						2%
	4	Very dissatisfied						1%
	98	Not sure						2%
	99	Refused						0%
Q5	For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important. <i>Make sure respondent understands the 4 point scale.</i>							
	<i>Randomize</i>		Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
A	Enforcing traffic laws		20%	54%	22%	3%	0%	0%
B	Maintaining a low crime rate		51%	45%	4%	0%	0%	0%
C	Maintaining streets		25%	64%	11%	0%	0%	0%
D	Reducing traffic congestion on City streets		25%	53%	20%	2%	0%	0%
E	Managing traffic congestion around schools		27%	51%	18%	2%	1%	1%
F	Maintaining slopes and street medians		19%	48%	29%	3%	2%	0%
G	Providing library services		23%	50%	22%	4%	1%	0%
H	Providing animal control services		14%	44%	36%	4%	1%	0%
I	Preparing the City for emergencies		28%	54%	15%	1%	1%	0%
J	Providing trash collection and recycling services		29%	59%	11%	1%	1%	0%
K	Keeping public buildings and facilities clean and attractive		17%	57%	25%	1%	0%	0%
L	Maintaining City parks and sports fields		15%	64%	19%	2%	0%	0%
M	Maintaining adequate street lighting		19%	62%	18%	1%	0%	0%
N	Providing a variety of recreation facilities		12%	49%	33%	5%	1%	0%
O	Providing a variety of recreation programs		12%	43%	37%	6%	1%	0%
P	Providing special events like summer concerts and the Fourth of July Street Fair		7%	30%	47%	14%	2%	0%

Q6		For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service.					
Q6		Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>					
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Refused
A	Enforce traffic laws	61%	30%	5%	1%	3%	0%
B	Maintain a low crime rate	85%	14%	1%	0%	0%	0%
C	Maintain streets	63%	30%	5%	2%	0%	0%
D	Reduce traffic congestion on City streets	33%	44%	15%	6%	2%	0%
E	Manage traffic congestion around schools	26%	41%	15%	9%	9%	0%
F	Maintain slopes and street medians	63%	28%	3%	2%	3%	0%
G	Provide library services	75%	21%	2%	0%	2%	0%
H	Provide animal control services	59%	28%	2%	2%	8%	1%
I	Prepare the City for emergencies	34%	33%	5%	2%	25%	1%
J	Provide trash collection and recycling services	76%	19%	3%	0%	2%	0%
K	Keep public buildings and facilities clean and attractive	75%	22%	0%	1%	2%	0%
L	Maintain City parks and sports fields	72%	24%	1%	0%	3%	0%
M	Maintain adequate street lighting	59%	32%	5%	3%	1%	0%
N	Provide a variety of recreation facilities	65%	29%	2%	0%	4%	0%
O	Provide a variety of recreation programs	63%	27%	3%	1%	6%	0%
P	Provide special events like summer concerts and the Fourth of July Street Fair	58%	32%	1%	1%	7%	1%

Section 4: Perceived Safety							
Q7		Next, I'd like to ask a few questions about personal safety and security in the City of Mission Viejo (vee-A-ho). When you are: _____ would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?					
		Very Safe	Reasonably Safe	Somewhat Unsafe	Very Unsafe	Not sure	Refused
<i>Randomize</i>							
A	Walking alone in your neighborhood after dark	63%	29%	5%	0%	2%	0%
B	Walking alone in commercial and retail areas during the day	82%	16%	0%	0%	1%	0%
C	Walking alone in commercial and retail areas after dark	44%	42%	7%	1%	5%	0%

Section 5: Traffic								
Q8		Next, I'd like to ask you a few questions about traffic circulation. By traffic circulation, I mean the ability to drive around Mission Viejo (vee-A-ho) without encountering long delays. Would you rate: _____ within the City as excellent, good, fair, poor or very poor?						
		Excellent	Good	Fair	Poor	Very Poor	Not sure	Refused
<i>Read in Order</i>								
A	Overall traffic circulation	19%	49%	26%	5%	1%	0%	0%
B	Traffic circulation on major streets	16%	42%	32%	8%	2%	0%	0%
C	Traffic circulation in residential areas	44%	46%	8%	1%	1%	1%	0%
Q9		When compared with other cities in Orange County, would you say that traffic circulation in Mission Viejo (vee-A-ho) is better, worse or about the same?						
	1	Better		53%				
	2	Worse		6%				
	3	About same		39%				
	98	Not sure		3%				
	99	Refused		0%				

Q10			Generally speaking, are you satisfied or dissatisfied with the City's efforts to improve traffic circulation by improving roads and intersections, timing traffic signals, and other measures? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1	Very satisfied		42%
	2	Somewhat satisfied		40%
	3	Somewhat dissatisfied		12%
	4	Very dissatisfied		4%
	98	Not sure		2%
	99	Refused		0%
Q11			Prior to taking this survey, were you aware that the City has been making a variety of improvements to reduce traffic congestion on City streets, including widening the intersection at Marguerite (Mar-guh-reet) and Oso (Oh-so), coordinating traffic signals, widening Crown Valley Parkway, and widening La Paz (Pawz).	
	1	Yes, aware		72%
	2	No, not aware		17%
	3	Aware of some improvements, not all		10%
	98	Not sure		0%
	99	Refused		0%

Section 6: Community Planning & Appearance

Q12		Next, I'd like your opinions about the appearance of the community. When answering the following 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. How do you rate the overall appearance of: ____? Would you say it is excellent, good, fair, poor or very poor?						
		<i>Read in Order</i>						
		Excellent	Good	Fair	Poor	Very Poor	Not Sure	Refused
A	The City	64%	33%	2%	0%	0%	0%	0%
B	Your neighborhood	55%	36%	7%	1%	0%	1%	0%
C	Shopping and commercial areas	36%	54%	8%	1%	0%	1%	0%
D	Landscaped slopes along major City streets	53%	39%	6%	1%	0%	1%	0%

Section 7: Recreation & Community Services

Next, I'd like to ask you several questions about recreation opportunities in the City.

Q13 During the past 12 months, have you or any member of your household visited one of the parks, recreation facilities, or community centers in the City of Mission Viejo (vee-A-ho)?

1	Yes	79%	Ask Q14
2	No	20%	Skip to Q16
98	Not sure	1%	Skip to Q16
99	Refused	0%	Skip to Q16

Q14 Have you or any other member of your household visited the Norman P. Murray Community Center since it was expanded and reopened this past March?

1	Yes	49%	Ask Q15
2	No	51%	Skip to Q16
98	Not sure	1%	Skip to Q16
99	Refused	0%	Skip to Q16

Q15 Thinking of the Center since it has been remodeled, are you satisfied or dissatisfied with the: ____? *Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?*

		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Refused
<i>Read in Order</i>							
A	Overall appearance and design of the Center	81%	12%	1%	1%	5%	0%
B	Quality of facilities	78%	14%	0%	1%	6%	0%
C	Variety of programs available	60%	20%	1%	1%	18%	0%
D	Quality of the programs offered	56%	18%	1%	1%	24%	0%

Q16 During the past 12 months, have you or any member of your household participated in a recreation program offered by the City of Mission Viejo (vee-A-ho)?

1	Yes	36%
2	No	64%
98	Not sure	1%
99	Refused	0%

Q17	Is there a recreation program or special event that is <i>not</i> being offered that your household would like to see made available in the City? <i>If yes, ask:</i> Please describe the program or event you would like.	
	None	77%
	Not sure / Cannot think of any	10%
	Concerts, movies in the park	3%
	Dog parks / Pet-related activities	3%
	Artistic, cultural events	2%
	Sports leagues, tournaments	1%
	Day camps, activities for children	1%

Section 8: Environmental Issues

Next, I'd like to ask your opinion about several environmental policies and actions the City is considering. Please note that some of these actions may involve additional costs for the City.

Q18	Would you support or oppose the City: _____? <i>Get answer. If 'support' or 'oppose', then ask:</i> Would that be strongly (support/oppose) or somewhat (support/oppose)?						
	<i>Randomize</i>	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Not sure	Refused
A	Providing recycling services at apartment complexes, commercial sites, and educational facilities.	61%	27%	6%	2%	4%	0%
B	Offering financial incentives or loans to private home owners to encourage them to install solar panels.	40%	26%	14%	14%	6%	0%
C	Installing solar panels when renovating City facilities.	53%	34%	5%	3%	5%	0%
D	Converting City vehicles to natural gas so they cause less pollution.	48%	34%	7%	4%	6%	0%
E	Changing the hours at City Hall to reduce energy use. City Hall would be open longer most days, but be closed every other Friday.	45%	32%	6%	8%	9%	0%

Q19	How informed do you feel about which types of household items can be recycled, which can be safely thrown in the trash, and which are hazardous waste? Would you say you feel well-informed, somewhat informed, slightly informed, or not at all informed?		
	1	Well informed	57%
	2	Somewhat informed	32%
	3	Slightly informed	7%
	4	Not at all informed	5%
	98	Not sure	0%
	99	Refused	0%
Q20	Prior to taking this survey, were you aware that the City periodically collects household hazardous waste at the curb in your neighborhood?		
	1	Yes	52%
	2	No	48%
	98	Not sure	0%
	99	Refused	0%
Q21	Prior to taking this survey, were you aware that there are battery recycling bins at City facilities?		
	1	Yes	39%
	2	No	60%
	98	Not sure	1%
	99	Refused	0%

Section 9: Cultural Arts

Next, I'd like to ask your opinions about cultural arts in the City.

Q22	As I read the following types of cultural and performing arts events that could be held in the City, please tell me whether you have a high, medium or low interest in attending the event. If you have no interest, please say so.						
	<i>Randomize</i>	High Interest	Medium Interest	Low Interest	No Interest	Not sure	Refused
A	Theatrical productions	31%	33%	16%	19%	1%	0%
B	Art exhibits	27%	36%	17%	20%	0%	0%
C	Dance shows	18%	34%	20%	27%	1%	0%
D	Musical concerts	46%	35%	7%	10%	1%	0%
E	Author & artist series	17%	33%	22%	26%	2%	0%
F	Book fairs	26%	33%	20%	20%	1%	0%

Q23	Each year, the Los Angeles Times Book and Author Festival is held at UCLA. The event features famous authors of adult and children's books, and also features vendors from the world of books and literature. Prior to taking this survey, had you heard of this event?		
	1	Yes	32%
	2	No	68%
	98	Not sure	0%
	99	Refused	1%
Q24	If the City of Mission Viejo (Vee-A-ho) and the Mission Viejo Library were to sponsor a similar event that featured famous authors of adult and children's books, would you or another member of your household be interested in attending the event?		
	1	Yes	60%
	2	No	37%
	98	Not sure	3%
	99	Refused	1%
Q25	In the past, the City has co-sponsored music events in the City along with other organizations, including the Pacific Symphony and the Saddleback College radio station. In your opinion, should the City continue to co-sponsor concerts and other special events?		
	1	Yes	86%
	2	No	10%
	98	Not sure	4%
	99	Refused	1%
Q26	Would you support or oppose the City charging a fee on new developments, such as a 1% fee on the value of the project, if the money is used to support public art in the City? Get answer. If 'support' or 'oppose', then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?		
	1	Strongly support	19%
	2	Somewhat support	26%
	3	Somewhat oppose	21%
	4	Strongly oppose	26%
	98	Not sure	7%
	99	Refused	1%

Section 10: Staff

Q27	In the past 12 months, have you been in contact with City of Mission Viejo (vee-A-ho) staff?		
	1	Yes	34% Ask Q28
	2	No	65% Skip to Q29
	98	Don't Know/No opinion	0% Skip to Q29
	99	Refused	0% Skip to Q29

Q28		In which Departments did the staff members work? (Read options if needed, multiple responses allowed.)					
	1	Animal Control				16%	
	2	City Attorney				3%	
	3	City Clerk				10%	
	4	City Manager's Office				8%	
	5	Community Development (Building & Safety, Code Enforcement & Planning)				18%	
	6	Public Services (Streets, Parks & Building Maintenance)				15%	
	7	Administrative Services (Finance, Purchasing & Personnel)				7%	
	8	Library Services				23%	
	9	Recreation & Community Services				22%	
	10	Police				14%	
	11	Public Works (Engineering, Capital Projects, Traffic Mgmt)				5%	
	12	Council members				3%	
	98	Not sure				11%	
	99	Refused				0%	
Q29		In your opinion, is the staff at the City very _____, somewhat _____, or not at all _____? (Read one item at a time, continue until all items are read).					
		<i>Randomize</i>	Very	Somewhat	Not at all	Not sure	Refused
A		Courteous	53%	16%	2%	27%	1%
B		Helpful	47%	22%	4%	26%	1%
C		Professional	51%	18%	2%	28%	1%
D		Knowledgeable	43%	26%	3%	27%	1%

Section 11: Communication		
Q30	Are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means? (<i>get answer, then ask</i>): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?	
	1 Very satisfied	49%
	2 Somewhat satisfied	36%
	3 Somewhat dissatisfied	7%
	4 Very dissatisfied	4%
	98 Not sure	5%
	99 Refused	0%
Q31	What information sources do you use to find out about City of Mission Viejo (vee-A-ho) news, information and programming? (<i>Don't read list. Record up to first 3 responses</i>).	
	1 City Newsletter/ <i>City Outlook Leisure Time</i> (quarterly)	39%
	2 Orange County Register (paper)	13%
	3 Los Angeles Times/LA Times (paper)	5%
	4 Saddleback Valley News (paper)	14%
	5 City Council Meetings (televised)	0%
	6 City Council Meetings (in-person)	0%
	7 Annual Report from City	1%
	8 Radio	2%
	9 MVTV/Government TV/Channel 30	2%
	10 Television (general)	7%
	11 City website	14%
	12 Internet (not City's site)	25%
	13 Email notification from City	4%
	14 Flyers or brochures (mailed to house)	11%
	15 Electronic message board @ La Paz & Marguerite	3%
	16 Flyers or brochures (displayed at public facilities)	5%
	17 Trash bill inserts	0%
	18 Street banners	1%
	19 Community events	0%
	20 Friends/Family/Associates	4%
	21 Blogs	2%
	24 Library	1%
	25 Newspapers in general	1%

	23	Do Not Receive Information about City	1%	
	98	Not sure	8%	
	99	Refused	1%	
<i>Only ask Q32 if Q31 <> 1. Otherwise skip to Q33.</i>				
Q32	Does your household receive the quarterly City Outlook Leisure Time newsletter and recreation brochure?			
	1	Yes	74%	Ask Q33
	2	No	16%	Skip to Q34
	98	Not sure	9%	Skip to Q34
	99	Refused	1%	Skip to Q34
Q33	Overall, how would you rate the content and quality of the City Outlook Leisure Time publication? Would you say it is excellent, good, fair, poor or very poor?			
	1	Excellent	35%	
	2	Good	51%	
	3	Fair	8%	
	4	Poor	1%	
	5	Very poor	1%	
	98	Not sure	4%	
	99	Refused	0%	
Q34	Have you visited the City's website since it was redesigned in March?			
	1	Yes	28%	Ask Q35
	2	No	69%	Skip to Q37
	98	Not sure	2%	Skip to Q37
	99	Refused	0%	Skip to Q37
Q35	In general, are you satisfied or dissatisfied with the overall design and content of the City's website? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?			
	1	Very satisfied	61%	
	2	Somewhat satisfied	32%	
	3	Somewhat dissatisfied	2%	
	4	Very dissatisfied	1%	
	98	Not sure	3%	
	99	Refused	1%	

Q36	Is there a particular resource or type of information that you would like added to the City's website? <i>If yes, ask: Please briefly describe it to me.</i>		
	Verbatim responses recorded	Data for 13 respondents on file	
Q37	Does your household currently subscribe to cable television?		
	1	Yes	85%
	2	No	14%
	98	Not sure	0%
	99	Refused	0%
Q38	In the past 12 months, have you or another member of your household watched Mission Viejo's (vee-A-ho's) government television MVTV on Channel 30?		
	1	Yes	35%
	2	No	64%
	98	Not sure	1%
	99	Refused	0%
Q39	Which specific programs do you watch on MVTV? (<i>Don't read list. Record up to first 3 responses.</i>)		
	1	Community Bulletin Board	11%
	2	MVTV News	6%
	3	Storytime Theatre	1%
	4	City Talk	8%
	5	Animal House	5%
	6	City Council Meetings	39%
	7	State of the City Address	3%
	8	Special event programming	10%
	9	Other (unique responses)	9%
	98	Not sure	31%
	99	Refused	1%
Q40	Do you read any online blogs that discuss activities in Mission Viejo?		
	1	Yes	12%
	2	No	87%
	98	Not sure	1%
	99	Refused	0%

Q41	Which specific blogs do you use to find out about Mission Viejo? (Don't read list. Record up to first 3 responses).		
	1	City's Blog – Mission Viejo Life	24%
	2	Mission Viejo Library Blog	7%
	3	Mission Viejo Dispatch	9%
	4	Mission Viejo Watchdogs Blog	6%
	5	Orange Juice Blog	8%
	6	Red County Blog	0%
	7	Other (unique responses)	18%
	98	Not sure	44%
	99	Refused	0%

Section 12: Background & Demographics

Thank you so much for your participation. I have just four background questions for statistical purposes.

D1	Do you currently have any children under the age of 18 living in your home?		
	1	Yes	40%
	2	No	57%
	99	Refused	3%
D2	Do you own or rent your home in the City?		
	1	Own	87%
	2	Rent	10%
	99	Refused	3%
D3	Do you or another member of your household operate a home-based business?		
	1	Yes	14%
	2	No	84%
	99	Refused	2%

Those are all of the questions that I have for you! Thanks so much for participating in this important survey. This survey was conducted for the City of Mission Viejo (vee-A-ho).

Section 13: Post-Interview & Sample Items		
S1	Gender	
	1	Male 47%
	2	Female 53%
S2	Age on Voter File	
	1	18 to 29 13%
	2	30 to 39 12%
	3	40 to 49 23%
	4	50 to 64 31%
	5	65 or older 21%