

Godbe Research & Analysis

Survey of Residents

Conducted for the City of Costa Mesa
July 2000

Table of Contents

Table of Contents	i
List of Tables	ii
List of Figures.....	iii
Introduction.....	1
Executive Summary	2
Key Findings	2
Conclusions & Recommendations	5
Methodology	7
Issues of Importance	14
Overall City Satisfaction	16
Departmental Analyses	20
Police and Fire Department.....	21
Planning and/or Building Divisions	29
Public Services Department	37
Recreation Division	41
Communications and Technology.....	51
General Demographics.....	59

List of Tables

Table 1.	Methodology Overview	7
Table 2.	Naming Labels.....	8
Table 3.	Margin of Error.....	11
Table 4.	Example: City Satisfaction by Gender.....	12
Table 5.	‘Means’ Questions and Corresponding Scales	13
Table 6.	Overall City Satisfaction by Residential Neighborhoods	17
Table 7.	Overall City Satisfaction by Age.....	17
Table 8.	Overall City Satisfaction by Registered Voter.....	18
Table 9.	Overall City Satisfaction by Police Contact & Fire Contact	18
Table 10.	Overall City Satisfaction by Planning/Building Contact & Public Services Contact.....	19
Table 11.	Contact with Police Department by Residential Neighborhoods	26
Table 12.	Contact with Police Department by Household Income & Language	26
Table 13.	Contact with Fire Department by Residential Neighborhoods	28
Table 14.	Contact with Fire Department by Length of Residence & Homeowner Status.....	29
Table 15.	Contact with Planning and/or Building Divisions by Residential Neighborhoods	33
Table 16.	Contact with Planning and/or Building Divisions by Homeowner Status.....	34
Table 17.	Quality of Neighborhood by Residential Neighborhoods	35
Table 18.	Quality and Condition of Homes by Residential Neighborhoods.....	36
Table 19.	Quality and Condition of Homes by Internet Access, Homeowner Status & Language.....	37
Table 20.	Contact with Public Services Department by Residential Neighborhoods.....	41
Table 21.	Household Recreation Use in Last 12 Months by Residential Neighborhoods	45
Table 22.	Household Recreation Use in Last 12 Months by Age.....	46
Table 23.	Interest in Recreation Activities (Tier I) by Children.....	47
Table 24.	Interest in Recreation Activities (Tier I) by Age	48
Table 25.	Overall Satisfaction - Importance Ratios.....	50
Table 26.	Internet Access by Age.....	53
Table 27.	Internet Access by Household Income & Language	53
Table 28.	Awareness of City Website by Age & Internet Access	54
Table 29.	Visit to and Satisfaction with the City’s Website	55
Table 30.	Watched Televised Meeting by Age	56
Table 31.	Watched Televised Meeting by Internet Access & Registered Voter	57

List of Figures

Figure 1.	Issues of Importance (Tier I)	14
Figure 2.	Issues of Importance (Tier II)	15
Figure 3.	Overall City Satisfaction	16
Figure 4.	Importance of Police and Fire Department Services	22
Figure 5.	Satisfaction with Police and Fire Department Services	22
Figure 6.	Police and Fire Department Satisfaction - Importance Matrix	23
Figure 7.	Impressions of Police Department	24
Figure 8.	Impressions of Police Department by Contact with Police	25
Figure 9.	Contact with Police Department	25
Figure 10.	Impressions of Fire Department	27
Figure 11.	Impressions of Fire Department by Contact with Fire Department	27
Figure 12.	Contact with Fire Department	28
Figure 13.	Importance of Planning and/or Building Divisions Services	29
Figure 14.	Satisfaction with Planning and/or Building Divisions Services	30
Figure 15.	Planning and/or Building Divisions Satisfaction - Importance Matrix	31
Figure 16.	Impressions of Planning and/or Building Divisions	32
Figure 17.	Impressions of Planning and/or Building Divisions by Contact with Planning and Building Divisions	32
Figure 18.	Contact with Planning and/or Building Divisions	33
Figure 19.	Quality of Neighborhood in Last Five Years	34
Figure 20.	Quality and Condition of Homes in Last Five Years	35
Figure 21.	Importance of Public Works Department Services	37
Figure 22.	Satisfaction with Public Services Department Services	38
Figure 23.	Public Works Department Satisfaction - Importance Matrix	39
Figure 24.	Impressions of Public Services Department	40
Figure 25.	Impressions of Public Services Department by Contact with Public Services Department	40
Figure 26.	Contact with Public Services Department	41
Figure 27.	Importance of Recreation Division Services	42
Figure 28.	Satisfaction with Recreation Division Services	42
Figure 29.	Parks and Community Services Satisfaction - Importance Matrix	43
Figure 30.	Impressions of Recreation Division	44
Figure 31.	Impressions of Recreation Division by Contact with Recreation Division	44
Figure 32.	Household Recreation Use in Last 12 Months	45
Figure 33.	Interest in Recreational Activities (Tier I)	46
Figure 34.	Interest in Recreational Activities (Tier II)	47
Figure 35.	Evaluation of Parks and Recreation Facilities	48

Figure 36.	Satisfaction with Communication with Residents	51
Figure 37.	Sources for Local Information	52
Figure 38.	Likelihood of Reading Community Newsletter	52
Figure 39.	Internet Access	53
Figure 40.	Awareness of City Website.....	54
Figure 41.	Visit to and Satisfaction with the City’s Website	55
Figure 42.	Watched Televised City Council Meeting.....	56
Figure 43.	City Hall Visit or Staff Interaction in Last 12 Months	57
Figure 44.	Impressions of City Hall Staff	58
Figure 45.	Residential Neighborhood.....	59
Figure 46.	Children at Home	59
Figure 47.	Registered Voter.....	60
Figure 48.	Homeowner Status.....	60
Figure 49.	Age.....	60
Figure 50.	Household Income.....	61
Figure 51.	Gender.....	61

Introduction

Godbe Research & Analysis (GRA) is pleased to present the results of a public opinion research project conducted for the City of Costa Mesa. This report is organized into the following sections:

Executive Summary

The *Executive Summary* includes a summary of the *Key Findings* from the survey and a *Conclusions & Recommendations* section that details our recommended course of action based on the survey results.

Methodology

The *Methodology* section explains the methodology used to conduct this type of survey research. This section also explains sampling error and how to use the detailed crosstabulation tables in Appendix B.

Summary of Results

In the body of the report, we present a question-by-question analysis of the survey. The discussion is organized into the following sections:

- Issues of Importance
- Overall City Satisfaction
- Departmental Analyses
- Communications and Technology
- General Demographics

Appendices

We have included the following three *appendices*:

- *Appendix A*, which presents the questionnaire and topline data.
- *Appendix B*, which presents the crosstabulations.
- *Appendix C*, which presents the summary report for the executive interviews.

Executive Summary

Key Findings

Based on an analysis of the survey data, GRA offers the following key findings:

Issues of Importance

When asked what was the most important issue facing residents in the City of Costa Mesa, approximately 16 percent of respondents mentioned 'No problem' and another 6 percent mentioned 'Don't know' to this question. For the remaining 78 percent of respondents, the City of Costa Mesa had at least one important issue to be resolved. Among the issues specifically mentioned by respondents, 'Too much traffic' (12%) was reported most frequently, followed by 'High crime rate' (8%), 'Cost of housing' (7%), 'Residential growth' (7%), 'Maintenance of roads' (6%), and 'School funding' (5%). There was also some concern about the integrity of the government, the influx of homeless people, and cleanliness of the City.

City Satisfaction

Concerning overall satisfaction with City services, a large majority of Costa Mesa residents indicated that they were either 'very satisfied' (43%) or 'somewhat satisfied' (44%) with the City's efforts to provide municipal services. Approximately ten percent of the City's residents were 'somewhat dissatisfied' (6%) or 'very dissatisfied' (2%) with the City services. The remaining four percent either did not know their level of satisfaction with the City or declined to state their opinions.

Departmental Analyses

Of the services provided by the *Police and Fire Department*, residents considered 'Maintaining a low crime rate', 'Achieving response times of less than 5 minutes to 911 calls', 'Providing emergency medical services', and 'Providing fire protection and prevention services' as the most important. Residents were most satisfied with the Departments' efforts to 'Provide emergency medical services', 'Provide fire protection and prevention services', 'Maintain a low crime rate', and 'Achieve responsive customer service for non-emergency questions and information'.

When asked about their impression of the Department staff members, residents, overall, indicated that the Police Department staff members were more than 'somewhat' professional, effective, and courteous. Residents stated that members of the Fire Department were more courteous, effective, and professional than were those of the Police Department.

Residents in Costa Mesa contacted the Police Department more frequently than the Fire Department. Specifically, 47 percent of residents in the City had contacted the Police Department compared to only 25 percent who had contacted the Fire Department in the last 12 months.

When asked about the services provided by the *Planning and/or Building Divisions*, residents placed less importance on the three services provided by the Divisions compared with those provided by the Police and Fire Department. There was less also variation in the importance and satisfaction ratings assigned to the three services. Comparatively, residents considered ‘Code enforcement pertaining to commercial and industrial properties’ as the most important service and were most satisfied with the Divisions’ efforts to provide this service as well.

When asked about their impression of the Divisions’ staff members, residents in Costa Mesa rated the staff members of the Divisions highest on the ‘professional’ attribute, followed by ‘courteous’ and ‘effective’. Nevertheless, the ratings given to the Planning and/or Building Divisions members were lower than those given to the Police and Fire Department members.

Approximately 20 percent of Costa Mesa residents indicated that they contacted the Planning and/or Building Divisions in the last 12 months.

With respect to the quality of neighborhoods in Costa Mesa, 47 percent of Costa Mesa residents stated that the overall quality of their neighborhood had stayed the same in the last five years. Slightly more than one-third (38%) felt that the overall quality of their neighborhood had improved. Another 14 percent felt that the overall quality of their neighborhood had worsened.

Forty percent of respondents felt the quality and condition of the homes in their neighborhood had remained about the same. Almost half (48%) thought the quality and condition of homes had improved in the last five years, and 11 percent thought it had gotten worse.

‘Providing reliable sewer and stormdrain services’, ‘Providing reliable garbage collection disposal, and recycling services’, and ‘Maintaining streets and roads’ were considered as the most important services provided by Costa Mesa’s *Public Services Department*. ‘Street sweeping’ and ‘Trimming and maintaining parkway trees’ were considered as slightly less than ‘very important’. Costa Mesa residents were most satisfied with the Department’s efforts to ‘Street sweep’, ‘Provide reliable garbage collection, disposal, and recycling services’, ‘Trim and maintain parkway trees’, ‘Provide reliable sewer and stormdrain services’, and ‘Maintain and repair public buildings’. Residents in Costa Mesa were less than ‘somewhat satisfied’ with the Department’s efforts to ‘Maintain local streets and roads’.

Residents in Costa Mesa considered members of the Public Services Department more than ‘somewhat’ effective, professional, and courteous. Overall, the impression ratings assigned to the members of the Public Services Department were slightly lower than those received by the Police and Fire Department, but higher than those given to the Planning and/or Building Divisions.

Approximately a quarter of the resident population had contacted the Public Services Department and just under two-thirds (65%) had not done so in the last 12 months.

Of the five *Recreation Division* services tested in the survey, 'Providing recreation programs for children', 'Providing recreation programs for teens', and 'Providing recreation programs for adults' were considered as more than 'very important'. Residents in Costa Mesa considered 'Providing and expanding ethnically diverse recreation programs' and 'Providing recreation centers and facilities' as less than 'very important'. Among those services, residents were most satisfied with the Division's efforts to 'Provide recreation centers and facilities', 'Provide recreation programs for children', and 'Provide recreation programs for adults', but overall they were less than 'somewhat satisfied' with the Division's efforts to 'Provide and expand ethnically diverse recreation programs' and 'Provide recreation programs for teens'.

When asked about their impressions of the Recreation Division members, residents in Costa Mesa considered members of the Division slightly more courteous and professional than effective. Overall, these ratings were comparable to those assigned to members of the Public Services Department.

Fifty-three percent of residents indicated that they, or someone in their household, had used a City of Costa Mesa Park, recreational facility, or recreational program in the last 12 months.

Among the recreational programs and activities examined in the survey, residents were most interested in 'Attending open-air concerts', 'Computer classes', and 'Swimming'. Residents, overall, were least interested in 'Crochet or knitting'.

Costa Mesa's parks and recreation facilities were rated positively on all three attributes, although their appearance (84%) and accessibility (85%) received a slightly more positive evaluation ('excellent' or 'good') than did their safety (77%).

Communications and Technology

Approximately 37 percent of residents were 'very satisfied' with the City's efforts to communicate with its residents and an equal number of residents were 'somewhat satisfied'. About 17 percent of residents were either 'somewhat dissatisfied' or 'very dissatisfied' with the City's communication efforts.

The most cited source of City information was *Daily Pilot* (49%), followed by the City's newsletter (30%), and television (25%).

Almost nine in ten residents indicated that they would be 'very likely' (60%) or 'somewhat likely' (29%) to read the community newsletter that the City is considering mailing out.

Sixty-five percent of residents indicated they had access to the Internet.

Thirty-five percent of Costa Mesa residents were aware of the City's website. Among those who were aware, 44 percent had never visited the website, and 41 percent were either 'very satisfied' or 'somewhat satisfied' with the resources available on the website.

Forty-seven percent said they had watched a Costa Mesa City Council Meeting on Cable TV.

Twenty-six percent of residents indicated they had either visited or called City Hall in the last 12 months. Overall, those individuals had a positive impression about the City Hall staff. They considered the City Hall staff more courteous and professional than effective.

Conclusions & Recommendations

Based on the research objectives for this study and the findings of the analyses, GRA is pleased to offer the following conclusions and recommendations:

City Satisfaction

Costa Mesa residents, overall, appeared to be very satisfied with the City's provision of municipal services and programs. A large majority of residents in the City were either 'somewhat satisfied' (44%) or 'very satisfied' (43%) with the City in general. Compared with GRA's many other municipal clients throughout California, the overall level of satisfaction expressed by residents of Costa Mesa was slightly above average.

The high level of overall satisfaction was mirrored by residents' high levels of satisfaction with specific services as well. Among all 26 City services examined in the survey, only six received a less than 'somewhat satisfied' rating. Residents in Costa Mesa indicated that they were at least 'somewhat satisfied' with the other 20 municipal services provided by the City. Overall, there appeared to be an appropriate amount of resources allocated to the majority of services given their relative importance.

Nevertheless, when asked to rate the importance of, as well as their level of satisfaction with, the municipal services, Costa Mesa residents identified several areas where the City has an opportunity to improve service provision. Across the various Departments, these areas included maintaining streets and roads, providing recreation programs for teens, code enforcement pertaining to residential properties, providing and expanding ethnically diverse recreation programs, providing recreation programs for children, code enforcement pertaining to commercial and industrial properties, and issuing building permits.

City - Resident Communication

Residents of Costa Mesa expressed a moderate level of satisfaction with the City's efforts to communicate with its residents. Approximately one-fourth of the resident population were dissatisfied or were uncertain of their opinions. It appears that the conventional media such as the local newspaper, the *Daily Pilot*, the City's newsletter, and television were still predominantly the channels through which the City reaches its residents. Although the survey results show that almost two-thirds of Costa Mesa residents had access to the Internet, a very

limited number of residents were aware of the City's website or accessed the website to obtain information about the City. This points out an opportunity for the City to encourage its residents to use the Internet more often for City information. To the extent that the City can use conventional media sources to improve residents' awareness of the City's home page and the types of information available to residents via the Internet, the City may be able to strengthen its communication link with its citizens. Given that 90 percent of those *who visited the City of Costa Mesa website* were satisfied, residents' level of satisfaction with the City's communication efforts could also be improved. Moreover, the survey results show that Costa Mesa residents expressed strong interest in reading the community newsletter the City is considering mailing out. Therefore, another opportunity for the City to strengthen its communication link to its residents would be to publish the newsletter on the City's website and highlight the existence of the City's website in the newsletter.

Customer Service

Prior to the survey, the City of Costa Mesa representatives expressed interest in knowing residents' opinions of the courtesy, professionalism, and effectiveness of the City's staff members. To achieve this objective, a series of questions were included in the survey to assess Costa Mesa residents' impressions of the staff working in City Hall, for the Police and Fire Department, Planning and/or Building Division, Public Services Department, and Recreation Division. Overall, the survey results show that residents in Costa Mesa had a positive impression of the City personnel. A large majority of the resident population rated the City personnel in City Hall and various divisions as 'very' or 'somewhat' courteous, professional, and effective. Members of the City Hall, Planning and/or Building Divisions, and Recreation Division appeared to be viewed more positively on their courtesy and professionalism than on their effectiveness.

The survey data also suggest that significant differences exist between those who had contacted the City divisions and those who had not. Residents who had contacted the divisions of the City were more likely to form a positive impression about the division personnel than were those who had not. GRA recommends that the City take advantage of this research finding and fully strengthen its direct interaction Costa Mesa residents. Provided that the City personnel maintains its excellent performance, Costa Mesa residents' overall impressions of the City personnel should be maintained and improved. Given that contact with the City personnel was especially conducive to positive impressions of the staff of low visibility divisions (e.g., Building and/or Planning Divisions), those divisions should find it particularly useful to enhance the level of its interaction with Costa Mesa residents.

Methodology

Research Objectives

At the outset of this project, the City of Costa Mesa and GRA identified several research objectives for this study. Viewed broadly, the City of Costa Mesa was interested in using survey research to:

- determine residents' overall satisfaction with the City's efforts to provide municipal services;
- ascertain both the level of importance and the degree of satisfaction adult residents assign to services provided by the Police and Fire Department, Planning and/or Building Divisions, Public Services Department, and Recreation Division;
- evaluate residents' experience with City staff in various departments;
- determine the effectiveness of the City's communication with citizens *and*
- gather additional demographic, attitudinal and behavioral information to profile City residents.

Sample and Weighting

Table 1 briefly outlines the methodology employed in this project. As the research objectives involved issues that concerned the entire Costa Mesa community, it was determined the most appropriate sampling methodology would be to interview a sample of community residents, rather than examining a more specialized subsample, such as a sample of registered voters. Respondents were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges in the City of Costa Mesa.

Table 1. Methodology Overview

Technique	Telephone interviewing
Universe	Adult residents of Costa Mesa
Field Dates	June 13 through July 1, 2000
Interview Language	English and Spanish
Interview Length	19 minutes
Sample Size	400

Interviewers first asked potential respondents a series of questions, referred to as *screeners*, that were used to ensure that the person lived within Costa Mesa City limits and they were at least 18 years old. A screener was also used to correct one of the inherent tendencies of the RDD method to over-sample older residents and women. More specifically, RDD samples typically overrepresent women and older residents because they are often more likely to be home in the early evening or on the weekend and are also more likely to answer the telephone. To adjust for this bias, interviewers asked to speak to the youngest male in the household. If the youngest male was not available at the time of the call, the interviewer asked to speak to the youngest female.

The resident population of Costa Mesa is comprised of a significant number of Spanish-speaking individuals. To ensure that monolingual Spanish-speaking residents in the City would be represented in the sample, interviewers fluent in Spanish were available throughout the course of the interviewing process. As shown in the tables and crosstabulations in this document, 51 of the 400 interviews were completed in Spanish.

Research has shown that despite the most sophisticated research design and the best data collection procedures, certain biases exist in samples collected through telephone interviewing. For instance, as mentioned above, telephone interviews tend to sometimes overrepresent women and the elderly. GRA's research staff are experts in weighting, which is a method that ensures that the sample be accurately representative of the resident population on important demographic characteristics. In the current study, the sample was disproportionately skewed toward residents 65 years and older. To adjust this discrepancy, GRA weighted the sample to match 1998 U.S. Census population estimates for the City of Costa Mesa such that opinions of all age groups are appropriately represented in this report.

Naming Labels

The following labels are referred to frequently in the substantive section of the report:

Table 2. Naming Labels

Age	Individuals were grouped into one of the following age brackets: 18 - 29, 30 - 39, 40 - 49, 50 - 64 and 65+.
Children	Individuals were grouped according to whether or not they have at least one child under 18 in their home.
Fire Contact	Individuals were grouped according to whether they have had contact with the Fire Department in the last 12 months.
Gender	Male and female respondents were identified by their appropriate labels.
Homeowner Status	Individuals were grouped according to whether they rent or own their home.
Household Income	Residents indicated their total household income before taxes in 1999: '< \$20K' (\$20,000 or under), '\$20K-\$40K' (\$20,001 to \$40,000), '\$40K-\$80K' (\$40,001 to \$80,000), and '\$80K+' (\$80,001 or more).
Internet Access	Respondents indicated whether they had access to the Internet.
Language	The language in which the interview was conducted was indicated: 'English' and 'Spanish'.
Length of Residence	Respondents were grouped according to the number of years they have lived in Costa Mesa: '< 1 year' (less than a year), '1-4 years', '5-9 years', '10-14 years', '15+ years' (15 years or more)
Planning / Building Contact	Respondents indicated whether they had been in contact with staff from the City's Planning and/or Building Divisions in the last 12 months.

Table 2. Naming Labels

Police Contact	Individuals were classified based on whether they had contacted the Police Department in the last 12 months.
Public Services Contact	Respondents who had been in contact with members of the Public Services Department in the last 12 months were grouped separately from those who had not.
Recreation Contact	Respondents were grouped based on whether they or members of their households had used a City park, recreational facility, or recreation program in the last 12 months.
Registered Voter	Respondents indicated whether or not they were registered to vote in the City of Costa Mesa.
Residential Neighborhoods	Residents indicated the neighborhood in which they resided: College Park, East Side, Mesa Del Mar, Mesa Verde, South Coast Metro, West Side, and 'Other'.

Executive Interviews

Between May 9th and May 19th, GRA conducted five interviews with representatives of the City of Costa Mesa. The participants were, in alphabetical order, Libby Cowan, Linda Dixon, Joe Erickson, Gary Monahan, and Heather Somers. The executive interviews represented the first step in a research project for the City of Costa Mesa. The purpose of the interviews was to develop a conceptual map of important issues and services particular to the City of Costa Mesa. This information aided in the development of the survey questionnaire, which was the instrument used to collect data discussed in this report. A summary report of the results from the executive interviews were provided at the end of this document in *Appendix C*.

Randomization of Questions

To avoid the problem of systematic position bias - where the order in which a series of questions is asked influences the answers to the questions - several of the questions in this survey were randomized such that respondents were not consistently asked the questions in the same order. The series of items within questions 4, 5, 6, 8, 10, 11, 12, 16, 17, 18, 20, 21, 22, 24 and 25 were randomized for each interview.

Understanding the 'Margin of Error'

Because a survey only interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some difference between a sample and the population from which it was drawn. For example, researchers might collect information from 400 adults in a town of 25,000 people. Because not all people in the population were surveyed, there are likely to be differences between the results obtained from interviewing the sample respondents and the results that would be obtained if all people in the population were interviewed. These differences are known as 'sampling error' and they can be expected to occur regardless of how scientifically the sample has been selected. The advantage of using a scientifically drawn sample, however, is that the maximum amount of sampling error can be determined based on four factors: the size of the population, the cho-

sen sample size, a confidence level and the dispersion of responses to a survey question. Of the four factors, sample size is the most influential variable.

Table 3 shows the possible sampling variation that applies to a percentage result reported from a probability-type sample. The table shows that if a sample of 400 respondents is randomly drawn from the estimated 84,400 adult residents in the City of Costa Mesa, one can be 95 percent confident that the margin of error, due to sampling, will not vary by more than the indicated number of percentage points (plus or minus) from the result that would have been obtained if the interviews had been conducted with all people in the universe represented in the sample.

As the table indicates, the maximum margin of error for all aggregate responses is between 2.93 and 4.89 percent for the sample of 400 adult residents. This means that for a given question answered by all 400 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the total population is no greater than 4.89 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 54.89 percent and 45.11 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The *4.89 percent* refers to questions, such as a 'yes or no' question, where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of respondents say yes and 90 percent say no, the margin of error would be no greater than 2.93 percent. As the number of respondents in a particular subgroup (e.g., gender or age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's responses will be higher. For this reason GRA cautions referencing subgroups with *fewer* than 35 respondents.

Table 3. Margin of Error

N	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1000	1.85%	2.47%	2.83%	3.02%	3.08%
900	1.95%	2.60%	2.98%	3.19%	3.25%
800	2.07%	2.76%	3.16%	3.38%	3.45%
700	2.22%	2.95%	3.38%	3.62%	3.69%
600	2.39%	3.19%	3.66%	3.91%	3.99%
500	2.62%	3.50%	4.01%	4.28%	4.37%
400	2.93%	3.91%	4.48%	4.79%	4.89%
300	3.39%	4.52%	5.18%	5.54%	5.65%
200	4.15%	5.54%	6.35%	6.78%	6.92%
100	5.88%	7.84%	8.98%	9.60%	9.80%
50	8.31%	11.08%	12.70%	13.58%	13.86%

How to Read a Crosstabulation Table

The questions discussed and analyzed in this report comprise a subset of the various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix B. These crosstabulation tables provide detailed information on the responses to each question by all demographic groups that were assessed in the survey.

An example crosstabulation table is shown below in Table 4. A short description of the item appears at the top of the table. The number of respondents to whom the question was administered (in this example, $n = 400$) is presented in the first column of data under 'Overall'. In many cases, the number of individuals to whom the question was administered is equal to the entire sample size. However, in some cases a question is only administered to a subset of the sample if appropriate. The results to each possible answer choice of all respondents are also presented in the first column of data under 'Overall'. The aggregate number of respondents in each answer category is presented as a whole number and the percentage of the entire sample this number represents is just below the whole number. For example, among respondents overall, 174 people indicated they were 'very satisfied' with services provided by the City of Costa Mesa, and 174 represents 43.4 percent of the 400 respondents to whom the question was administered. Next to the 'Overall' column are other columns representing opinions of male and female respondents. The data from these columns are to be read in exactly the same fashion as the data in the 'Overall' column, although each group makes up a smaller percentage of the entire sample.

Table 4. Example: City Satisfaction by Gender

	Gender		
	Overall	Male	Female
Base	400	198	202
Very satisfied	174 43.4%	90 45.6%	84 41.3%
Somewhat satisfied	177 44.3%	78 39.5%	99 49.0%
Somewhat dissatisfied	25 6.2%	16 7.8%	9 4.5%
Very dissatisfied	9 2.2%	5 2.7%	3 1.6%
DK/NA	16 3.9%	9 4.3%	7 3.5%

Understanding a 'Mean'

Many results in this report are discussed with respect to a descriptive 'mean'. Means are simply averages of the overall responses to a particular question. To derive a mean that represents perceived importance of services provided by the Police and Fire Department (Question 4), for example, a number value is first assigned to each response category. In this case, 'extremely important' = +3, 'very important' = +2, 'somewhat important' = +1 and 'not too important' = 0. The answer from each respondent is then assigned the corresponding number (from +3 to 0 in this example), with the exception of respondents offering a 'don't know' or 'no answer', who are excluded from the analysis. Finally, all respondents' answers are averaged to produce a final number that reflects the average perceived importance of the service. Means always adhere to the scale used for the question (see Table 5) and can be interpreted accordingly.

How to Read a 'Means' Table

In many tables included in the report and Appendix B, mean scores are used to represent the data. As discussed above, these mean scores represent the average response of each group. The table below references the scale used for each corresponding question. Please note that responses of 'don't know' and 'no answer' are not included in calculating the means for any question.

Table 5. 'Means' Questions and Corresponding Scales

Question	Measure	Scale	Values
4, 10, 16, 20	Importance of service provision	0 to +3	0 = Not too important +1 = Somewhat important +2 = Very important +3 = Extremely important
5, 11, 17, 21	Satisfaction with service provision	-2 to +2	-2 = Very dissatisfied -1 = Somewhat dissatisfied +1 = Somewhat satisfied +2 = Very satisfied
6, 8, 12, 18, 22	Impression of City staff members' attributes	0 to +2	0 = Not at all__. +1 = Somewhat__. +2 = Very__.
24	Interest in recreational activities	0 to +2	0 = Not interested +1 = Somewhat interested +2 = Very interested

A Note on the Tables

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. For the purposes of discussion, however, conventional rounding rules are applied, with numbers that include .5 or higher rounded to the next highest whole number and numbers that include .4 or lower rounded to the next lowest whole number. Because of this rounding, the reader may notice that percentages in the discussion may not sum to 100 percent due to rounding conventions. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to software requirements that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.

Issues of Importance

Q2. What do you feel is the most important issue facing residents of Costa Mesa?

The first substantive question of the survey asked respondents to indicate what they felt was the most important issue facing residents in the City of Costa Mesa. This question was presented in an open-end format, which means that respondents were free to mention any issue without being constrained to choose from a list. Asking this question in an open-ended format is useful to assess the salience of the issues to the respondent. Consequently, the answers provided by respondents would not only reflect the importance, but also the salience, of the issues in the Costa Mesa community. Asking a question of this type early in the questionnaire also avoided influencing the respondents' answer with the line of questions that might have preceded it. Respondents' open-ended responses were coded into the categories presented below.

As shown in Figures 1 and 2, approximately 16 percent of respondents mentioned 'No problem' and another 6 percent mentioned 'Don't know' to this question. This finding suggests that almost a quarter of the resident population were not aware of any problems or issues the City might have. To the remaining 78 percent of respondents, the City of Costa Mesa had at least one important issue to be resolved. Among the issues specifically mentioned by respondents, 'Too much traffic' (12%) was reported most frequently, followed by 'High crime rate' (8%), 'Cost of housing' (7%), 'Residential growth' (7%), 'Maintenance of roads' (6%), and 'School funding' (5%). These results show that Costa Mesa residents were primarily concerned about the problems that typically surround an urban environment, including traffic, crime, cost of living, and growth. There was also some concern about the integrity of the government, the influx of homeless people, and cleanliness of the City.

Figure 1. Issues of Importance (Tier I)

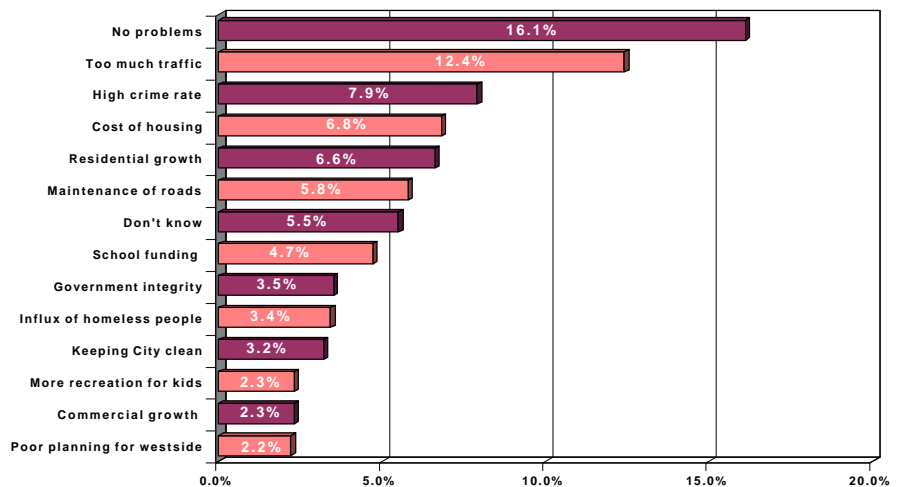
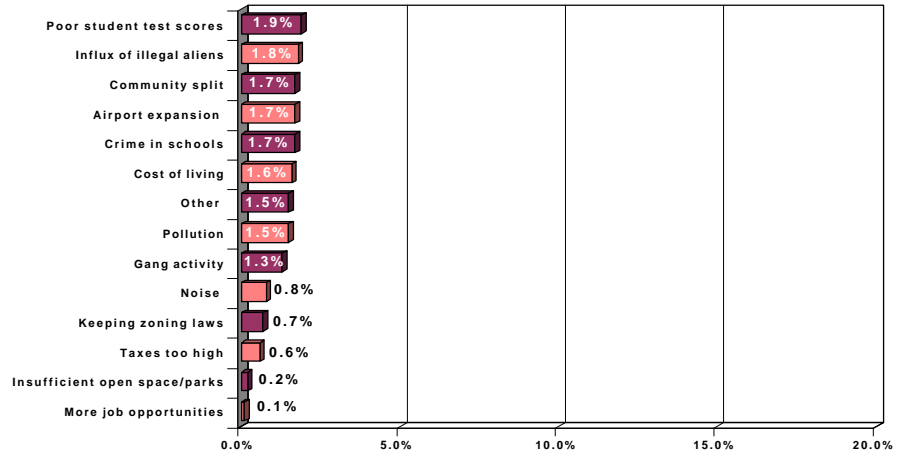


Figure 2. Issues of Importance (Tier II)



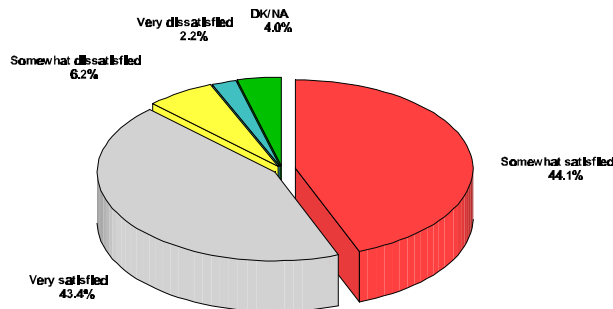
Overall City Satisfaction

Q3. Generally speaking, are you satisfied or dissatisfied with the job the City of Costa Mesa is doing to provide city services?

Question 3 asked respondents to indicate whether, overall, they were satisfied or dissatisfied with the job the City of Costa Mesa is doing to provide city services. Because this question did not reference a specific program or facility and requested that the respondent consider the City's performance in general, the responses to the question can be viewed as an overall performance rating for the City.

As shown below, a large majority of Costa Mesa residents indicated that they were either 'very satisfied' (43%) or 'somewhat satisfied' (44%) with the City's efforts to provide municipal services. Approximately ten percent of the City's residents were 'somewhat dissatisfied' (6%) or 'very dissatisfied' (2%) with the City services. The remaining four percent either did not know their level of satisfaction with the City or declined to state their opinions. Compared with the satisfaction ratings received by GRA's other California municipal clients, the satisfaction rating assigned to the City of Costa Mesa was slightly above average.

Figure 3. Overall City Satisfaction



Tables 6 through 8 show the distribution of responses to the question according to the residential neighborhood of the resident, the individual's age, whether one is a registered voter, and the language of interview. Although residents in the different neighborhoods of the City expressed fairly similar levels of satisfaction, several differences existed across the neighborhoods. Specifically, residents in College Park, East Side, Mesa Verde, and South Coast Metro were slightly more satisfied with the City than were those living in Mesa Del Mar and West Side. Approximately 19 percent of Mesa Del Mar and 18 percent of South Coast Metro residents were dissatisfied with the municipal services provided by the City of Costa Mesa. Compared with the other age groups, residents 50 years and older reported a higher percentage of 'very satisfied' responses. Those who indicated they were not registered voters were significantly less uncertain about their satisfaction with the City's services (11 percent 'DK/NA') than those who indicated they were registered voters. The individuals who completed the

interview in Spanish reported a lower level of overall satisfaction than those who completed the survey in English.

Table 6. Overall City Satisfaction by Residential Neighborhoods

	Residential Neighborhoods							
	Overall	College Park	East Side	Mesa del Mar	Mesa Verde	S. Coast Metro	West Side	Other
Base	400	26	89	21	85	40	67	50
Very satisfied	174 43.4%	10 38.8%	42 47.3%	10 46.6%	46 53.7%	19 47.7%	21 31.7%	18 36.0%
Somewhat satisfied	177 44.3%	15 58.6%	39 43.7%	7 33.1%	29 33.6%	19 48.2%	33 49.1%	22 43.6%
Somewhat dissatisfied	25 6.2%	1 2.6%	2 2.6%	3 13.1%	4 4.2%	0 0.8%	8 12.2%	7 13.6%
Very dissatisfied	9 2.2%	- -	1 1.5%	1 5.6%	2 1.8%	- -	4 6.0%	1 1.3%
DK/NA	16 3.9%	- -	4 5.0%	0 1.6%	6 6.7%	1 3.3%	1 1.0%	3 5.5%

Table 7. Overall City Satisfaction by Age

	Age					
	Overall	18-29	30-39	40-49	50-64	65+
Base	400	126	98	59	56	38
Very satisfied	174 43.4%	51 40.4%	35 35.1%	28 48.0%	29 52.3%	20 52.2%
Somewhat satisfied	177 44.3%	53 42.3%	53 54.1%	26 44.0%	20 36.0%	13 33.9%
Somewhat dissatisfied	25 6.2%	12 9.6%	4 4.1%	2 4.0%	4 7.0%	2 6.1%
Very dissatisfied	9 2.2%	2 1.9%	1 1.4%	2 4.0%	1 2.3%	1 3.5%
DK/NA	16 3.9%	7 5.8%	5 5.4%	- -	1 2.3%	2 4.3%

Table 8. Overall City Satisfaction by Registered Voter

	Overall	Registered Voter		Language	
		Yes	No	English	Spanish
Base	400	279	117	349	51
Very satisfied	174 43.4%	130 46.5%	41 35.2%	157 45.1%	17 32.3%
Somewhat satisfied	177 44.3%	122 43.8%	54 46.1%	152 43.7%	25 48.4%
Somewhat dissatisfied	25 6.2%	15 5.5%	9 7.9%	20 5.6%	5 10.1%
Very dissatisfied	9 2.2%	9 3.1%	- -	8 2.2%	1 1.9%
DK/NA	16 3.9%	3 1.1%	13 10.8%	12 3.4%	4 7.3%

Tables 9 and 10 show that interesting findings emerged between one’s experience with the City departments and one’s overall satisfaction with the City. As one may expect, residents who had not contacted with the Police Department, Fire Department, Planning and/or Building Divisions, and Public Services Department were more likely to report ‘DK/NA’ than those who have contacted the departments. A higher percentage of residents who had contacted one or more of those four Departments than those who had not reported that they were ‘very satisfied’ with the City overall. Meanwhile, a slightly higher number of respondents who had contacted the Departments were also *dissatisfied*.

Table 9. Overall City Satisfaction by Police Contact & Fire Contact

	Overall	Police Contact		Fire Contact		
		Yes	No	Yes	No	DK/NA
Base	400	186	200	100	265	36
Very satisfied	174 43.4%	90 48.3%	81 40.3%	54 54.1%	108 40.6%	12 34.4%
Somewhat satisfied	177 44.3%	75 40.5%	92 45.8%	34 34.5%	120 45.3%	23 64.7%
Somewhat dissatisfied	25 6.2%	15 8.0%	10 4.9%	8 7.9%	17 6.4%	- -
Very dissatisfied	9 2.2%	3 1.7%	5 2.6%	3 3.2%	5 2.0%	0 0.9%
DK/NA	16 3.9%	3 1.5%	13 6.4%	0 0.3%	15 5.8%	- -

Table 10. Overall City Satisfaction by Planning/Building Contact & Public Services Contact

	Overall	Planning / Building Contact			Public Services Contact		
		Yes	No	DK/NA	Yes	No	DK/NA
Base	400	79	271	49	100	262	39
Very satisfied	174 43.4%	36 45.7%	114 42.0%	24 47.8%	54 54.1%	105 40.3%	14 37.2%
Somewhat satisfied	177 44.3%	31 39.4%	124 45.6%	22 45.3%	29 29.4%	125 47.7%	23 60.2%
Somewhat dissatisfied	25 6.2%	9 11.8%	15 5.4%	1 1.3%	11 10.9%	13 5.0%	1 1.7%
Very dissatisfied	9 2.2%	2 2.7%	6 2.3%	0 0.7%	4 4.3%	4 1.6%	0 0.9%
DK/NA	16 3.9%	0 0.4%	13 4.7%	2 4.9%	1 1.3%	14 5.4%	- -

Departmental Analyses

Measures of Importance and Satisfaction

The next series of questions in the survey asked respondents to rate the importance of specific services offered by the City, their level of satisfaction with the City's efforts to provide the services, and their impression of the staff members who provide the services. For convenience, and to help organize the services for the respondents, the services were presented by Department. In each case respondents were first asked whether they thought a service was 'extremely important', 'very important', 'somewhat important' or 'not too important'. The responses to these questions were coded according to an importance scale of 'extremely important' = +3, 'very important' = +2, 'somewhat important' = +1, 'not too important' = 0. Respondents were next asked to identify their level of satisfaction with the City's efforts to provide the services. Responses to this question were coded according to the following scale: 'very satisfied' = +2, 'somewhat satisfied' = +1, 'somewhat dissatisfied' = -1, 'very dissatisfied' = -2. Respondents were also asked whether they felt members of the Department were very, somewhat, or not at all courteous, effective, and professional. Their responses were coded using a scale in which 'very (courteous, effective, or professional)' was assigned a value of +2, 'somewhat' a value of +1, and 'not at all' a value of 0. The responses were then aggregated to form a mean for importance and satisfaction for each service tested as well as a mean for each attribute tested concerning residents' impressions of the Department members. The order in which the items were read was randomized to avoid a systematic position bias.

Satisfaction - Importance Matrices

Having a measure of the importance of a service to each respondent as well as a measure of the respondent's satisfaction with the City's efforts to provide that service enables GRA to examine the relationship between these two measures and determine the areas where the City has the greatest opportunity, as well as the greatest need, to improve its services. A *Satisfaction - Importance Matrix* plots the services tested on two dimensions, or axes. The scale along the x-axis (horizontal) corresponds to the mean the service was assigned with respect to its importance. The scale along the y-axis (vertical) corresponds to the mean the service was given in terms of satisfaction. The higher the mean, the higher the overall level of importance or satisfaction offered by respondents for a given service.

The Satisfaction - Importance Matrices show in detail how the various services within the departments tested among adult residents in both importance and level of satisfaction. Using Figure 6 as an example (see page 23), those services that appear in the upper right portion of the chart, such as 'Providing emergency medical services' and 'Providing fire protecting and prevention services' received comparatively high ratings for both satisfaction and level of importance. By comparison, those services that appear in the lower left portion of the chart and to the left, such as 'Responsive customer service for non-emergency questions and information' and 'Enforcing traffic laws in commercial area', received comparatively lower satisfaction and importance ratings.

Because the City has limited resources, it is generally not possible to satisfy all residents for all services. Thus, the goal is to have the highest satisfaction ratings occur for those services that residents view as most important. With this in mind, the following conclusions can be made from the Satisfaction - Importance Matrices. Items in the upper right portion of the figure are services that should be maintained at their current level (high importance and high satisfaction). Items in the lower right portion of the matrix are items where 'improvement' should be the focus (high importance and low satisfaction). Items in the left and upper portion of the figure are services the City may consider a lower priority if its resources are very limited (high satisfaction and low importance). Items in the left and lower portion of the figure (low satisfaction and low importance) are also services that should also be considered as relatively low priorities because although the overall satisfaction is lower, these are items that residents view as comparatively less important.

The following discussion presents the overall importance and satisfaction scores for programs and services, a Satisfaction - Importance Matrix of these same programs and services, as well as the impression ratings for the department staff members, for the following departments: Police and Fire, Planning and/or Building, Public Services, and Recreation.

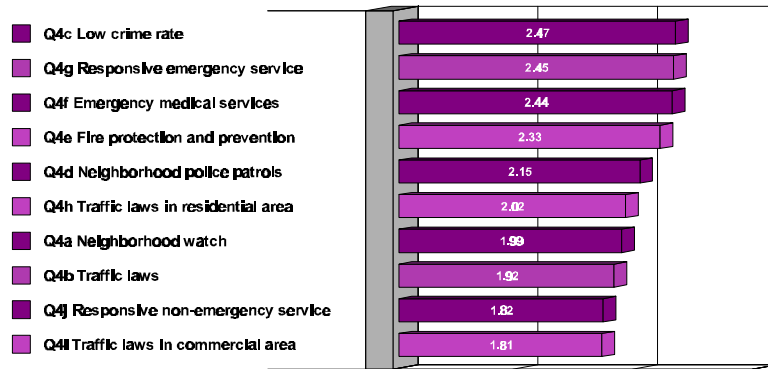
Police and Fire Department

Q4. For each of the following services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not too important.

Figure 4 displays the importance mean scores assigned to each of the services provided by the Police and Fire Department. Several services stood out as being more important than others. These services include: 'Maintaining a low crime rate' (2.47), 'Achieving response times of less than 5 minutes to 911 calls' (2.45), 'Providing emergency medical services' (2.44), and 'Providing fire protection and prevention services' (2.33). Two other services --- 'Providing neighborhood police patrols' (2.15) and 'Enforcing traffic laws in residential neighborhoods' (2.02) were also rated as more than 'very important' by residents, overall.

Several items were viewed, overall, as less than 'very important'. 'Facilitating neighborhood watch programs' (1.99), 'Enforcing traffic laws' (1.92), 'Responsive customer service for non-emergency questions and information' (1.81), and 'Enforcing traffic laws in commercial area' (1.81) were seen as the least important services of those tested.

Figure 4. Importance of Police and Fire Department Services



Q5. Would you say that you are satisfied or dissatisfied with the City's effort to _____? Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

Turning to the satisfaction component, Figure 5 shows that for all services provided by the City's Police and Fire Department, Costa Mesa residents reported satisfaction ratings above 1.00. This indicates that, overall, they were at least 'somewhat satisfied' with all Police and Fire Department services tested. As shown in the figure, however, the intensity of satisfaction varied across the services. Residents reported being most satisfied with the City's efforts to 'Provide emergency medical services' (1.42) and 'Provide fire protection and prevention services' (1.41). Although still satisfied, residents in Costa Mesa were comparatively *less* satisfied with the City's efforts to 'Enforce traffic laws in residential neighborhoods' (1.07), 'Facilitate neighborhood watch programs' (1.09), and 'Enforce traffic laws in commercial neighborhoods' (1.11).

Figure 5. Satisfaction with Police and Fire Department Services

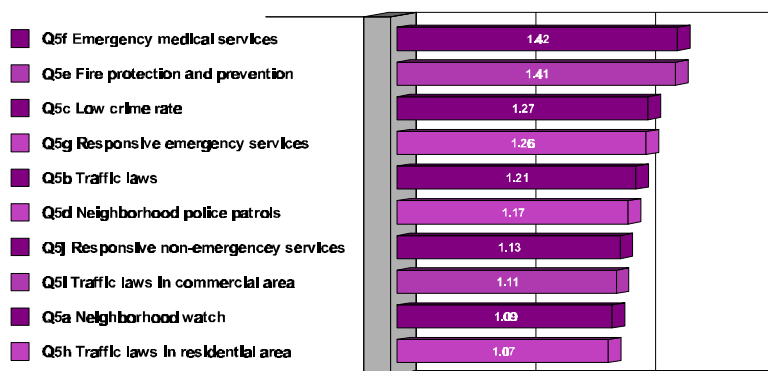
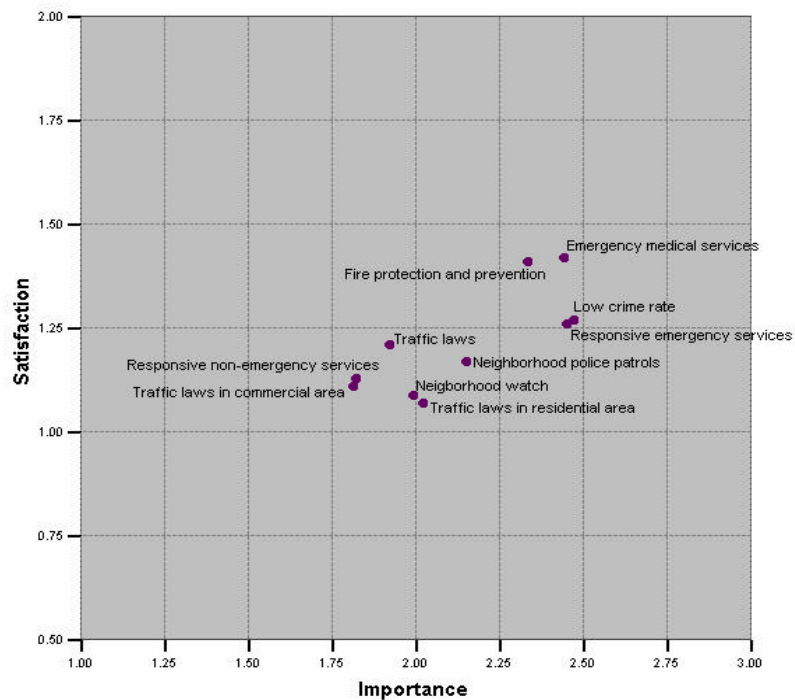


Figure 6 provides an illustration of the residents' satisfaction with, and perceived importance of, services provided by the Police and Fire Department. As shown in the figure, residents were most satisfied with the services that were deemed as comparatively more important (e.g., Maintaining a low crime rate', 'Achieving response time of less than 5 minutes to 911 calls', 'Providing emergency medical services', and 'Providing fire protection and prevention services'). Although residents were less satisfied with the department's efforts to 'Enforce traffic laws in residential area', 'Enforce traffic laws in commercial area', 'Provide responsive customer service for non-emergency questions and information', and 'Facilitate neighborhood watch programs', these were items residents also felt were relatively less important than others tested. These findings suggest an appropriate balance of resources among the services within the Police and Fire Department.

Figure 6. Police and Fire Department Satisfaction - Importance Matrix



Q6. In your opinion, are members of the Costa Mesa Police Department very __, somewhat __, or not at all __?

When asked to evaluate members of the Police Department, residents in the City, overall, indicated that the Police Department staff members were more than 'somewhat' professional (1.61), effective (1.59), and courteous (1.52). This finding suggests that residents in Costa Mesa generally had a positive impression of the members of the Police Department. The results are shown in Figure 7 on the next page.

Figure 7. Impressions of Police Department

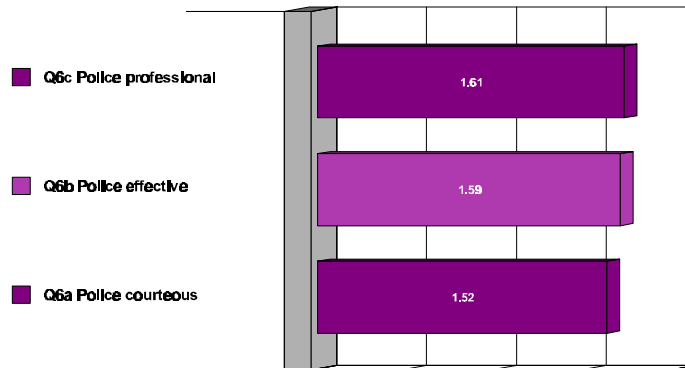
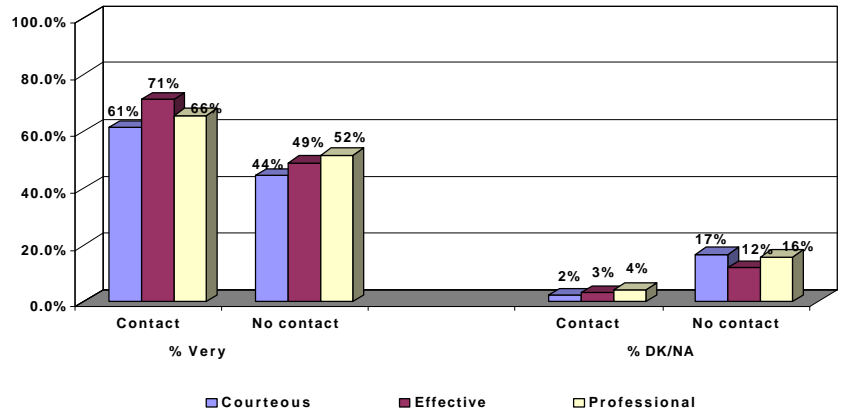


Figure 8 on the next page provides an illustration of residents' impression of the Police Department members among residents who have and have not contacted the Department in the last 12 months. Each bar represents an attribute tested in the survey (e.g., courteous). The two clusters of bars on the left represent the percentage of respondents who reported 'Very' on each attribute. The other two clusters of bars represent the percentage of respondents who reported 'DK/NA'. The figure shows a contrast between those who have contacted ('Contact') and those who have not contacted ('No contact') the Police Department in the last 12 months.

Residents who contacted the Police Department in the last 12 months rated all three attributes significantly higher than did those who had not contacted the Department. There was a higher percentage of 'don't know' residents among those who had not contacted the Police Department than among those who had. Overall, this finding is promising because having contact with the Police Department not only encouraged residents to form an impression about the Department staff, but it also produced a more positive impression about the them. That is, not only did the Police Department in Costa Mesa have a positive *reputation* in public, but its actual *interaction* with the local residents was also considered as positive.

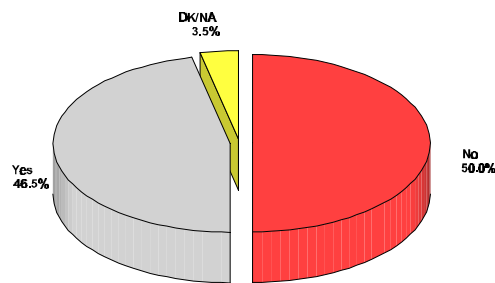
Figure 8. Impressions of Police Department by Contact with Police



Q7. In the last 12 months, have you been in contact with members of the Police Department?

The survey also asked respondents whether they had contacted with the Police Department in the last 12 months. As shown in Figure 9, 47 percent indicated that they had been in contact with the Department and another half had not had contact with the Police Department in the last 12 months.

Figure 9. Contact with Police Department



Tables 11 and 12 show the distribution of the responses to this question by respondents' residential neighborhood and household income. Although respondents in Mesa Del Mar were more likely to have been in contact the Police Department, GRA cautions against generalizing this finding to the population due to the small number of respondents in this group (n=21). Among all households at different income levels, those with a household income between \$40,001 and \$60,000 were most likely to have contacted the Police Department in the last 12 months. Individuals who completed the survey in Spanish were less likely to have contacted the Police Department than their counterparts.

Table 11. Contact with Police Department by Residential Neighborhoods

	Residential Neighborhoods							
	Overall	College Park	East Side	Mesa del Mar	Mesa Verde	S. Coast Metro	West Side	Other
Base	400	26	89	21	85	40	67	50
Yes	186 46.5%	12 48.3%	44 49.1%	11 53.8%	38 44.1%	15 36.3%	31 46.6%	26 50.9%
No	200 50.0%	13 51.7%	42 47.6%	10 46.2%	43 50.0%	21 53.5%	35 52.4%	25 49.1%
DK/NA	14 3.5%	- -	3 3.3%	- -	5 5.9%	4 10.2%	1 1.0%	- -

Table 12. Contact with Police Department by Household Income & Language

	Household Income						Language	
	Overall	< \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k +	English	Spanish
Base	400	41	54	53	43	71	349	51
Yes	186 46.5%	15 36.4%	22 41.7%	39 74.1%	19 45.3%	33 47.0%	170 48.7%	16 31.7%
No	200 50.0%	25 62.1%	28 51.3%	13 25.3%	22 50.8%	35 49.7%	165 47.3%	35 68.3%
DK/NA	14 3.5%	1 1.6%	4 7.0%	0 0.6%	2 3.9%	2 3.3%	14 4.0%	- -

Q8. In your opinion, are members of the Costa Mesa Fire Department very __, somewhat __, or not at all __?

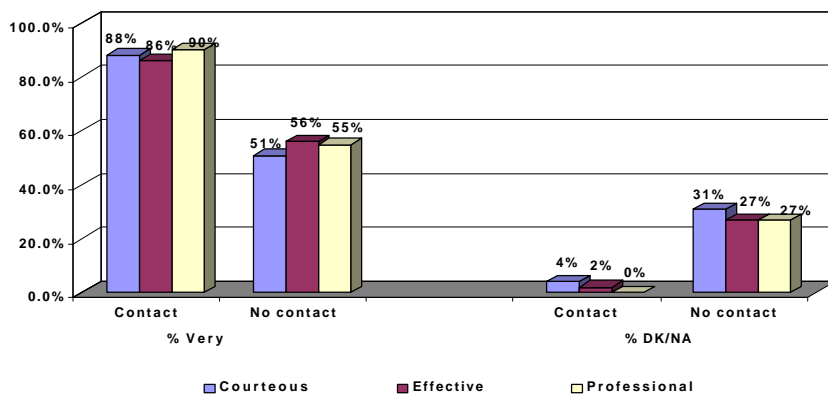
In the same manner, respondents were asked to rate the extent they felt members of Fire Department were courteous, effective, and professional. The results are presented in Figure 10. Members of the Fire Department were rated similarly on the three attributes (1.75 or 1.76). Overall, although the mean scores received by the Fire Department were slightly higher than those received by the Police Department, more residents were unable to report their impression, most likely due to lack of contact. More specifically, between 11 and 13 percent of resident did not provide their impression about the Police Department members, as contrasted to between 25 to 29 percent of residents who did not report their impression about the Fire Department members.

Figure 10. Impressions of Fire Department



Figure 11 provides a similar comparison between those with and without contact with the Fire Department. Similar to the findings for the Police Department, those who had been in contact with the Fire Department were more likely to have an impression, and were also more likely to consider the Fire Department staff as ‘very’ courteous, effective, and professional. The differences between the ‘Contact’ and ‘No contact’ groups were more striking than the differences between those who had and had not contacted the Police Department. As one might expect, when a resident contacts the Fire Department, the resident is likely to be seeking assistance from the Department. When a resident interacts with the Police Department, however, it could be the result of a law or ordinance violation. It is plausible that the differences in the nature of contacting the two Departments could have contributed to the more positive opinions of the Fire Department among the ‘Contact’ group.

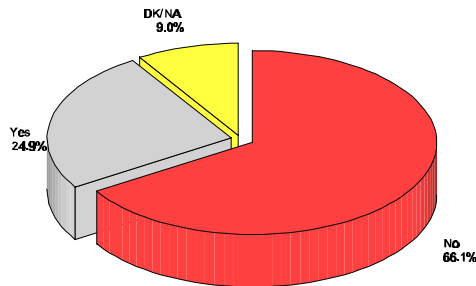
Figure 11. Impressions of Fire Department by Contact with Fire Department



Q9. In the last 12 months, have you been in contact with members of the Fire Department?

When asked whether they had been in contact with City’s Fire Department, only about one-fourth (25%) of the respondents reported ‘yes’. About two-thirds of the respondents indicated that they had not contacted the Costa Mesa Fire Department in the last 12 months. The results are presented in Figure 12 below.

Figure 12. Contact with Fire Department



Tables 13 and 14 show contact with the City’s Fire Department by respondents’ residential neighborhood, length of residence, homeowner status, and interviewing language. Again, although College Park residents were considerably more likely to have contacted the Fire Department, one should be cautious about generalizing the finding to the population due to the small size of the group. Homeowners and residents who have lived in the City for ten years and longer were more likely to have been in contact with Department than were their respective counterparts.

Table 13. Contact with Fire Department by Residential Neighborhoods

	Residential Neighborhoods							
	Overall	College Park	East Side	Mesa del Mar	Mesa Verde	S. Coast Metro	West Side	Other
Base	400	26	89	21	85	40	67	50
Yes	100 24.9%	12 45.6%	23 25.6%	7 32.6%	16 18.7%	12 28.9%	18 26.0%	11 20.9%
No	265 66.1%	13 49.8%	57 63.7%	13 59.5%	61 71.7%	24 60.8%	46 68.3%	37 74.2%
DK/NA	36 9.0%	1 4.6%	10 10.8%	2 7.9%	8 9.6%	4 10.2%	4 5.7%	2 4.8%

Table 14. Contact with Fire Department by Length of Residence & Homeowner Status

	Overall	Length of Residence					Homeowner Status		Language	
		<1 year	1-4 years	5-9 years	10-14 years	15+ years	Own	Rent	English	Spanish
Base	400	38	97	67	38	158	200	192	349	51
Yes	100 24.9%	5 12.7%	16 16.2%	15 22.2%	13 33.8%	51 32.0%	65 32.6%	32 16.7%	93 26.8%	6 11.8%
No	265 66.1%	30 79.5%	70 72.8%	47 69.2%	23 59.7%	94 59.2%	118 59.2%	142 73.7%	219 62.9%	45 88.2%
DK/NA	36 9.0%	3 7.8%	11 11.0%	6 8.7%	3 6.6%	14 8.9%	17 8.3%	18 9.6%	36 10.3%	- -

Planning and/or Building Divisions

Q10. For each of the following services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not too important.

Figure 13 displays the importance ratings assigned to the services provided by the Planning and/or Building Divisions. As one would expect, residents placed less importance on these services than the majority of those provided by the Police and Fire Department. There is also less variance in the overall means of the three items tested. With a mean score of 1.94, ‘Code enforcement pertaining to commercial and industrial properties’ was considered the most important, followed by ‘Code enforcement pertaining to residential properties’ (1.91) and ‘Issuing building permits’ (1.89).

Figure 13. Importance of Planning and/or Building Divisions Services



Q11. Would you say that you are satisfied or dissatisfied with the City's effort to _____?

The figure on the next page presents residents' overall level of satisfaction with services provided by the Planning and/or Building Divisions. It is important to note that all three services received a mean score slightly below 1.00, indicating that residents were slightly less than ‘somewhat satisfied’ with the services. Comparatively, residents were most satisfied with the City's effort to ‘Enforce codes pertaining to commercial and industrial properties’ (0.91).

Survey results show that a rather high percentage of respondents (30% to 36%) were unable to determine their satisfaction with these services, which contributed to the relatively low satisfaction ratings on the services.

Figure 14. Satisfaction with Planning and/or Building Divisions Services

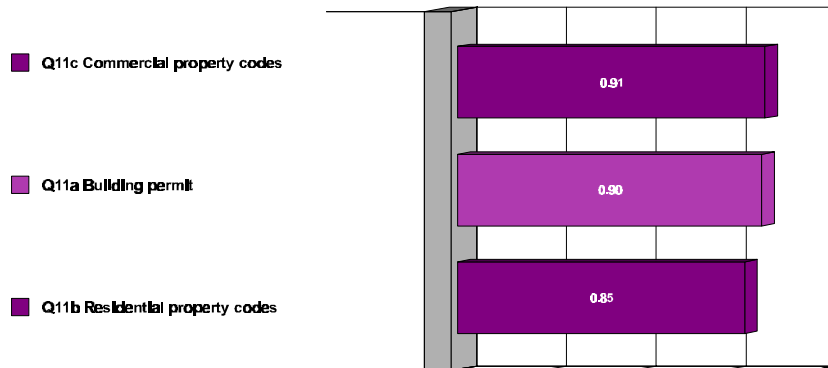
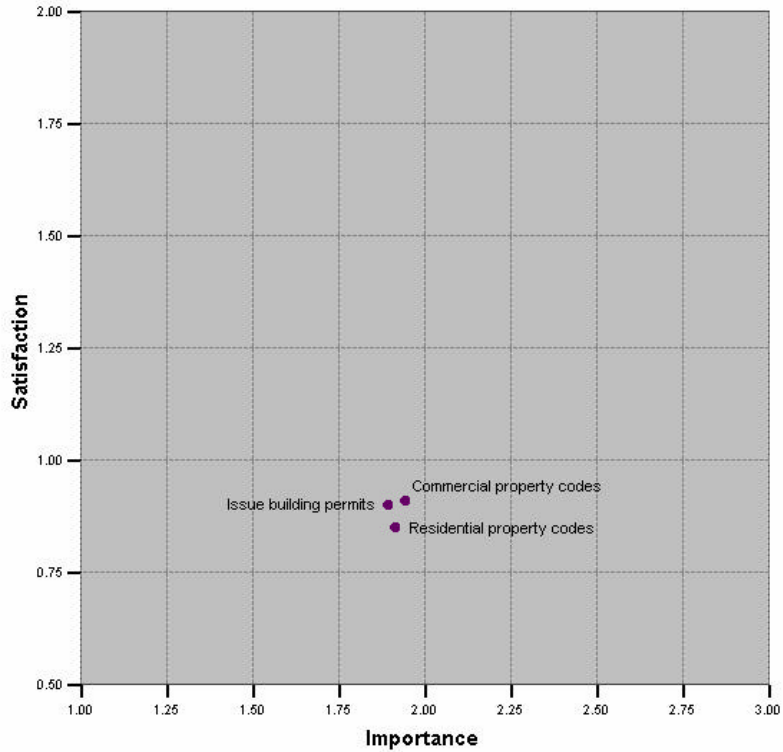


Figure 15 is the Satisfaction - Importance Matrix for the services provided by the Costa Mesa's Planning and/or Building Divisions. The figure shows that all three services appeared in the lower portion of the chart, indicating that there was room for improvement for all three services. The chart also demonstrates that the services received similar importance and satisfaction ratings. This suggests a balanced distribution of resources across the three services within the Planning and/or Building Divisions.

Figure 15. Planning and/or Building Divisions Satisfaction - Importance Matrix



Q12. In your opinion, are members of the Costa Mesa Planning and Building Divisions very ____, somewhat ____, or not at all __?

Figure 16 presents Costa Mesa residents' impressions of the members of the Planning and/or Building Divisions. From the chart, we see that members of the Planning and/or Building Division were rated higher on their professionalism (1.45) and courteousness (1.42) than their effectiveness (1.34). These ratings were significantly lower than the ratings received by the Police and Fire Department staff. It is important to note that close to half of the individuals interviewed did not have an impression about the staff members working in the Planning and/or Building Divisions.

Figure 16. Impressions of Planning and/or Building Divisions

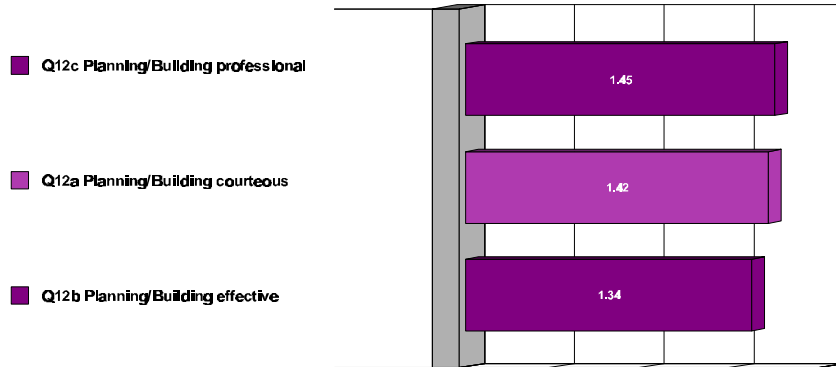
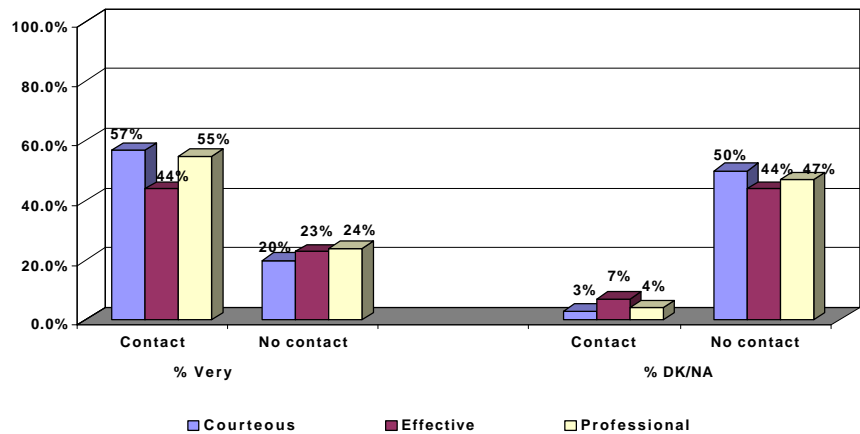


Figure 17 demonstrates the comparisons between those who had and had not been in contact with the Planning and/or Building Divisions on their impression of the Division staff. Similar to what we found for the Police and Fire Department, residents who had contacted the Planning and/or Building Divisions in the last 12 months were more likely to consider the staff as ‘very’ courteous, effective, and professional, compared with residents with no contact with the Divisions. Residents with no contact with the Divisions were substantially more likely to report ‘DK/NA’ to this question. The differences observed between the ‘Contact’ and ‘No-contact’ residents were more striking in this question than those found for the Police and Fire Departments.

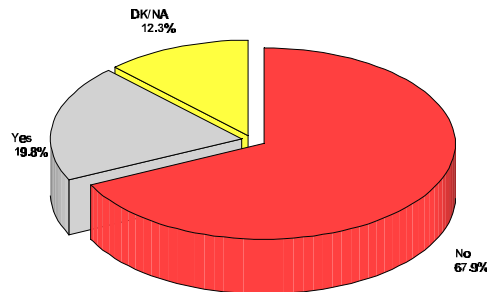
Figure 17. Impressions of Planning and/or Building Divisions by Contact with Planning and Building Divisions



Q13. In the past 12 months, have you been in contact with staff from the City's Planning and/or Building Divisions?

Figure 18 shows that only about one-fifth (20%) of Costa Mesa residents remembered having contact with the Planning and/or Building Divisions in the last 12 months. Approximately 68 percent of residents reported not having been in contact with the Divisions. Compared with the Police and Fire Department, Costa's Mesa's Planning and/or Building Divisions had a slightly higher number of respondents reporting 'DK/NA'. This could be due to the low visibility of the Planning and/or Building Divisions. In other words, some residents could have contacted these two Divisions, but the low salience and visibility of these two Divisions caused residents to be uncertain when deciding whether they had actually contacted the Divisions.

Figure 18. Contact with Planning and/or Building Divisions



Tables 15 and 16 show the variation of the responses to this question by one's residential neighborhoods and homeowner status. Residents living in the East Side and West Side neighborhoods were more likely to have been in contact with Planning and/or Building Divisions than were those living in the other parts of the City. More homeowners than renters indicated that they had been in contact with the Divisions in the past 12 months.

Table 15. Contact with Planning and/or Building Divisions by Residential Neighborhoods

	Residential Neighborhoods							
	Overall	College Park	East Side	Mesa del Mar	Mesa Verde	S. Coast Metro	West Side	Other
Base	400	26	89	21	85	40	67	50
Yes	79 19.8%	3 11.0%	23 26.3%	3 14.1%	16 19.2%	5 11.4%	18 27.0%	9 17.9%
No	271 67.9%	21 83.1%	49 55.5%	17 79.6%	60 69.9%	31 78.6%	42 61.8%	38 75.2%
DK/NA	49 12.3%	2 5.9%	16 18.2%	1 6.3%	9 10.9%	4 9.9%	8 11.2%	4 6.9%

Table 16. Contact with Planning and/or Building Divisions by Homeowner Status

	Overall	Homeowner Status	
		Own	Rent
Base	400	200	192
Yes	79 19.8%	49 24.3%	30 15.4%
No	271 67.9%	129 64.4%	137 71.3%
DK/NA	49 12.3%	22 11.2%	26 13.4%

Q14. Thinking about your neighborhood, would you say that in the last five years the overall quality of your neighborhood has improved, gotten worse, or remained about the same?

Respondents were asked to indicate how the overall quality of their neighborhood had changed in the last five years. Residents who have lived in the City for less than five years (Q1.) were not interviewed for this question. Almost half of the respondents (47%) stated that the overall quality of their neighborhood had stayed the same in the last five years. Slightly more than one-third (38%) felt that the overall quality of their neighborhood had improved. Another 14 percent indicated that the overall quality of their neighborhood had worsened. Less than one percent reported 'DK/NA' or that they had lived in the current Costa Mesa neighborhood for less than five years.

Figure 19. Quality of Neighborhood in Last Five Years

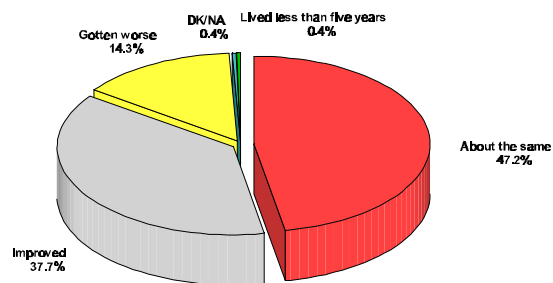


Table 17 displays respondents' impressions of the quality of their neighborhoods by their geographic locations. As shown in the table, residents living in Mesa Del Mar, South Coast Metro, and the West Side neighborhoods were more likely to think that their neighborhood had gotten worse in the last five years than residents in other neighborhoods.

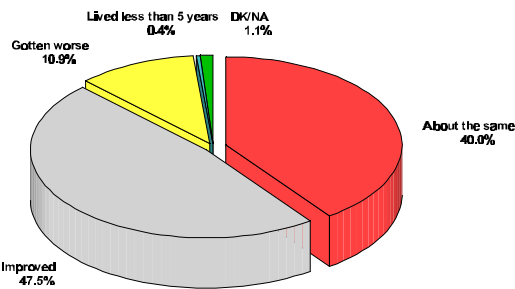
Table 17. Quality of Neighborhood by Residential Neighborhoods

	Residential Neighborhoods							
	Overall	College Park	East Side	Mesa del Mar	Mesa Verde	S. Coast Metro	West Side	Other
Base	265	18	53	15	65	23	52	24
Improved	100 37.7%	9 48.6%	22 41.7%	5 31.8%	33 50.3%	6 23.8%	12 22.3%	11 45.3%
About the same	125 47.0%	8 43.1%	24 45.2%	7 43.9%	27 41.5%	13 53.9%	25 47.9%	10 43.6%
Gotten worse	38 14.3%	2 8.3%	6 11.3%	3 22.1%	5 8.2%	5 22.3%	14 27.2%	3 11.1%
Lived less than five years	1 0.5%	-	-	-	-	-	1 2.5%	-
DK/NA	1 0.5%	-	1 1.9%	0 2.2%	-	-	-	-

Q15. Now I'd like you to think specifically about the quality and condition of homes in your neighborhood. Would you say that in the last five years the quality and condition of homes in your neighborhood has improved, gotten worse, or remained about the same?

The next question focused on the homes in the respondents' neighborhoods. Specifically, respondents were asked to indicate how the quality and condition of homes in their neighborhood had changed in the last five years. Forty percent of respondents felt the quality and condition of the homes in their neighborhood had remained about the same. Almost half thought the quality and condition of homes had improved in the last five years, and eleven percent thought it had gotten worse.

Figure 20. Quality and Condition of Homes in Last Five Years



Tables 18 and 19 demonstrate responses to this question by one’s residential location, home-owner status, and whether one has Internet access. Among all residential neighborhoods, residents living in the East Side neighborhood and Mesa Verde were most likely to feel that homes in their neighborhood had improved in the last five years. Residents in College Park were most inclined to state that homes in their neighborhood had stayed about the same. In contrast, individuals living in Mesa Del Mar and the West Side neighborhood were most likely to feel that homes in their neighborhood had gotten worse. Internet users were more likely to think that homes in their neighborhood had improved than were non-Internet users. Compared with homeowners, renters were more likely to feel that the quality of homes in their neighborhood had stayed the same or gotten worse. Those who preferred to complete the survey in Spanish were less likely to feel the quality and condition of their homes had worsened.

Table 18. Quality and Condition of Homes by Residential Neighborhoods

	Residential Neighborhoods							
	Overall	College Park	East Side	Mesa del Mar	Mesa Verde	S. Coast Metro	West Side	Other
Base	265	18	53	15	65	23	52	24
Improved	126 47.5%	6 34.9%	34 64.8%	8 50.5%	40 61.7%	9 39.2%	14 27.1%	12 49.4%
About the same	106 40.1%	11 58.6%	14 26.1%	3 23.1%	24 36.3%	11 45.5%	24 46.8%	10 42.3%
Gotten worse	29 10.8%	1 6.5%	4 6.6%	4 26.4%	1 1.5%	4 15.4%	12 23.6%	1 2.7%
Lived less than 5 years	1 0.5%	-	-	-	-	-	1 2.5%	-
DK/NA	3 1.1%	-	1 2.5%	-	0 0.5%	-	-	1 5.5%

Table 19. Quality and Condition of Homes by Internet Access, Homeowner Status & Language

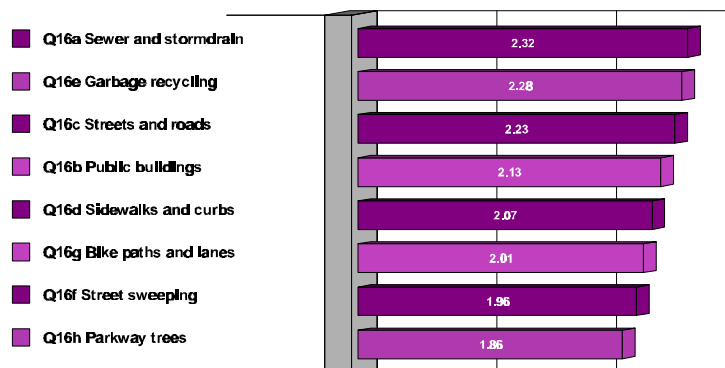
	Overall	Internet Access		Homeowner Status		Language	
		Yes	No	Own	Rent	English	Spanish
Base	265	169	96	164	96	243	22
Improved	126 47.5%	91 53.7%	35 36.5%	90 54.8%	34 35.2%	115 47.2%	11 50.6%
About the same	106 40.1%	58 34.4%	48 50.2%	61 37.3%	43 45.2%	97 39.7%	10 44.8%
Gotten worse	29 10.8%	18 10.7%	10 10.9%	11 6.7%	16 17.1%	28 11.3%	1 4.6%
Lived less than 5 years	1 0.5%	1 0.4%	1 0.7%	1 0.4%	1 0.7%	1 0.5%	-
DK/NA	3 1.1%	1 0.8%	2 1.7%	1 0.8%	2 1.7%	3 1.2%	-

Public Services Department

Q16. For each of the following services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not too important.

The following figure presents the mean scores concerning the importance of services provided by the Public Services Department. Again, a score of over +2 indicates that, overall, respondents felt the service was at least ‘very important’. ‘Providing reliable sewer and stormdrain services’ (2.32) was considered as the most important service provided by Costa Mesa’s Public Services Department. ‘Providing reliable garbage collection disposal, and recycling services’ (2.28) and ‘Maintaining streets and roads’ (2.23) were also considered important. Among all services tested, only two services ‘Street sweeping’ (1.96) and ‘Trimming and maintaining parkway trees’ (1.86) received a mean score below 2.00, indicating that these two services were considered by Costa Mesa residents as slightly less than ‘very important’.

Figure 21. Importance of Public Works Department Services



Q17. Would you say that you are satisfied or dissatisfied with the City's effort to _____?

The figure below illustrates the overall levels of satisfaction with the services provided by the Public Services Department. Residents were most satisfied with the Department's efforts to 'Street sweep' (1.36), 'Provide reliable garbage collection, disposal, and recycling services' (1.29), 'Trim and maintain parkway trees' (1.26), 'Provide reliable sewer and stormdrain services' (1.23), and 'Maintain and repair public buildings' (1.20). Scores that fall below +1 indicate services with which, overall, residents were less than 'somewhat satisfied'. Of the Public Services Department services tested, only 'Maintain local streets and roads' (0.76) was rated as less than 'somewhat satisfied'.

Figure 22. Satisfaction with Public Services Department Services

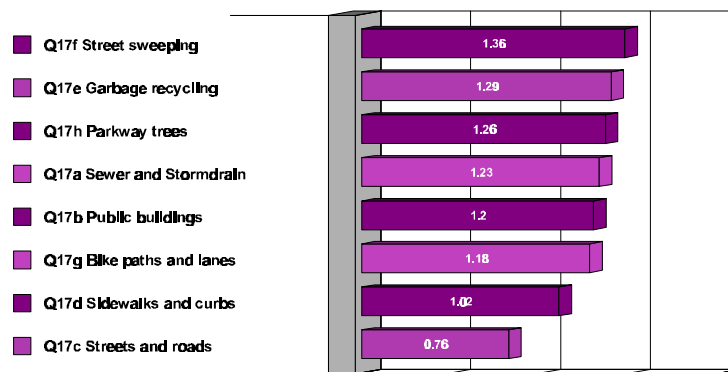
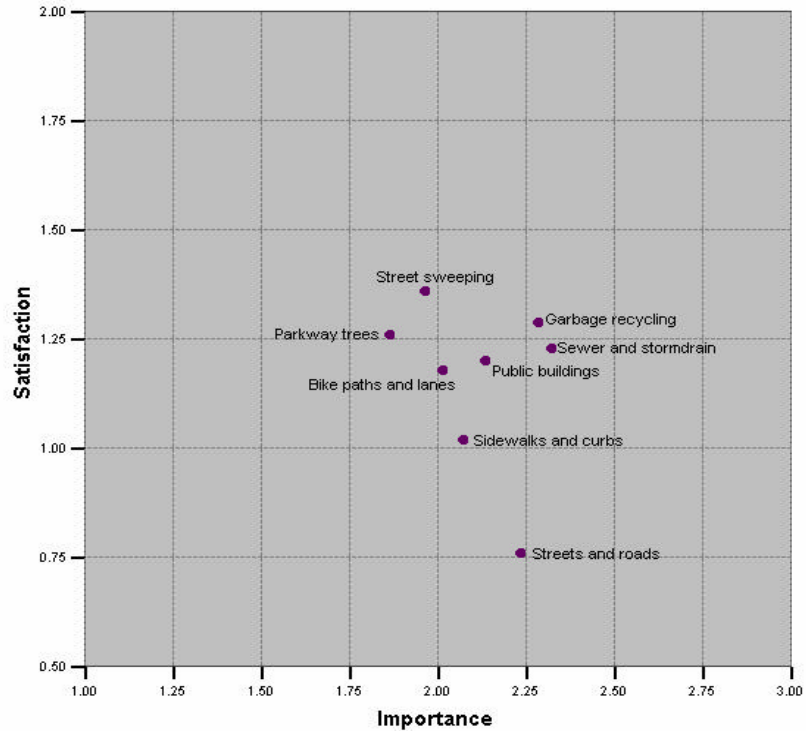


Figure 23 combines the findings of Question 16 and 17 to form a Satisfaction - Importance Matrix. By examining the positions of the services on the chart, we see that there appeared to be an appropriate amount of resources allocated to 'Providing reliable garbage collection, disposal, and recycling services', 'Providing reliable sewer and stormdrain services', 'Maintaining and repairing public buildings', and 'Maintaining bike paths and lanes', because the more important services of these four received higher satisfaction ratings and the services that residents were less satisfied with received relatively lower importance ratings.

Nevertheless, 'Maintaining local streets and roads' and 'Maintaining sidewalks and curbs', which were rated comparatively more important, received relatively lower satisfaction ratings. In contrast, although 'Street sweeping' and 'Trimming and maintaining parkway trees' received relatively high satisfaction ratings, they were considered less important by Costa Mesa residents.

Figure 23. Public Works Department Satisfaction - Importance Matrix



Q18. In your opinion, are members of the Costa Mesa Public Services Department very ____, somewhat ____, or not at all ____?

Question 18 focused on Costa Mesa residents' impression of the Public Services Department staff. Again, responses to this question were coded using a scale of 'very' = +2, 'somewhat' = +1, and 'not at all' = 0. Results are presented in Figure 24.

As shown in the figure, overall, residents in Costa Mesa had a positive impression of the Public Services Department staff. Members of the Public Services Department were considered as more than 'somewhat' effective (1.52), professional (1.50), and courteous (1.48). These ratings were slightly lower than those received by the Police and Fire Department, but higher than those received by the Planning and/or Building Divisions. A considerable number of residents did not have an opinion about how effective (27%), professional (34%) and courteous (35%) members of the Public Services Department were.

Figure 24. Impressions of Public Services Department

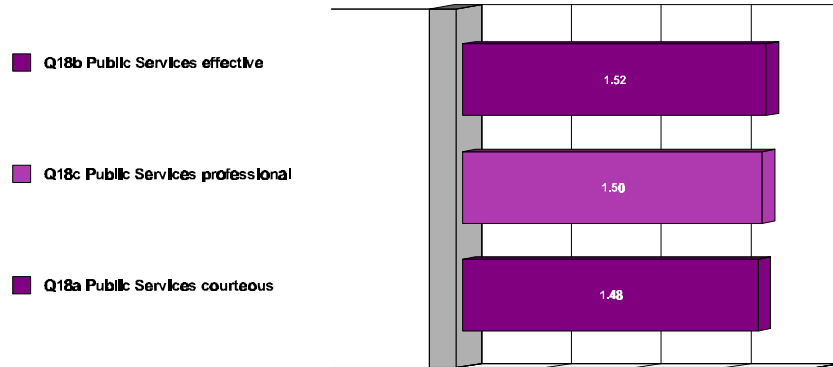
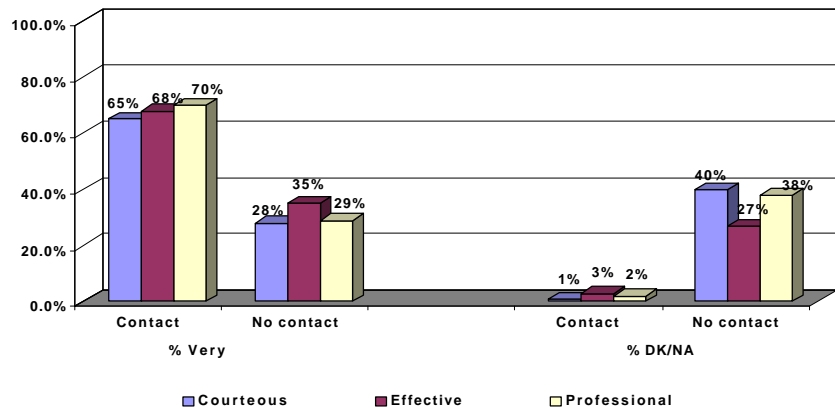


Figure 25 displays the differences between those who had and had not contacted the Department in the last 12 months on their impressions of the Department members. Again, those with contact with the Department had a more positive impression about the courteous, effectiveness, and professionalism of the Department members. They were also significantly less likely to have no opinions about the Department members than were those with no contact with the Department.

Figure 25. Impressions of Public Services Department by Contact with Public Services Department



Q19. In the last 12 months, have you been in contact with members of the Public Services Department?

Figure 26 shows that just under two-thirds of Costa Mesa residents (65%) reported not having contacted the Public Services Department in the last 12 months. About a quarter of the residents (25%) reported having experience with contacting the Department. The remaining ten percent were uncertain whether they had contacted the Department or declined to state their opinions.

Figure 26. Contact with Public Services Department

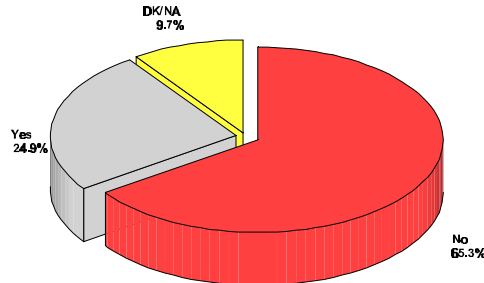


Table 20 shows that residents living in Mesa Del Mar, the East Side neighborhood and the West Side neighborhood were most likely to have been in contact with the Public Services Department. Residents living in College Park were most likely to have not been in contact with the Department in the last 12 months.

Table 20. Contact with Public Services Department by Residential Neighborhoods

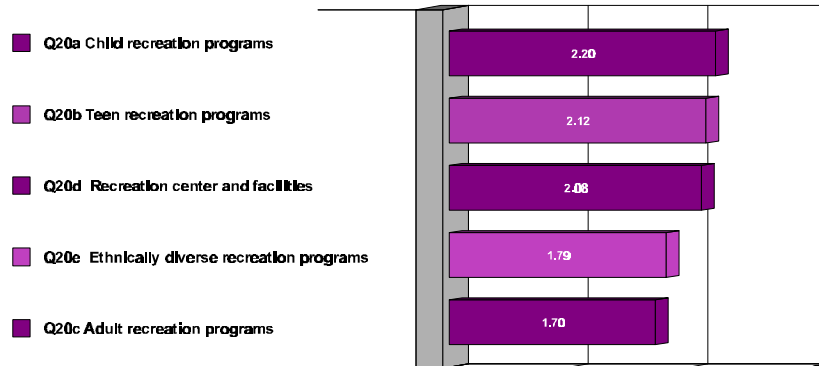
	Residential Neighborhoods							
	Overall	College Park	East Side	Mesa del Mar	Mesa Verde	S. Coast Metro	West Side	Other
Base	400	26	89	21	85	40	67	50
Yes	100 24.9%	4 16.9%	28 31.1%	7 34.3%	19 21.8%	10 24.9%	21 30.8%	9 18.2%
No	262 65.4%	21 81.8%	48 53.8%	12 59.4%	59 68.7%	28 71.0%	41 60.4%	38 74.8%
DK/NA	39 9.7%	0 1.3%	13 15.1%	1 6.3%	8 9.6%	2 4.1%	6 8.7%	4 6.9%

Recreation Division

Q20. For each of the following services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not too important.

Question 20 asked respondents to indicate the level of importance they associated with five of the many services provided by the Costa Mesa Recreation Division. Figure 27 below presents the overall responses to this question. Consistent with GRA’s experience with community opinion surveys, ‘Providing recreation programs for children’ (2.20) and ‘Providing recreation programs for teens’ (2.12) were considered the most important among the services tested in the survey. ‘Providing recreation programs for adults’ (2.08) was also considered more than ‘very important’. Residents in Costa Mesa considered ‘Providing and expanding ethnically diverse recreation programs’ (1.70) and ‘Providing recreation centers and facilities’ (1.79) the least important of the five services.

Figure 27. Importance of Recreation Division Services



Q21. Would you say that you are satisfied or dissatisfied with the City's effort to _____? Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

When asked about their satisfaction with the same list of services, respondents indicated they were most satisfied with the City's efforts to 'Provide recreation centers and facilities' (1.07), followed by 'Provide recreation programs for children' (1.01), and 'Provide recreation programs for adults' (1.01). Residents were less than 'somewhat satisfied' with the City's efforts to 'Provide and expand ethnically diverse recreation programs' (0.82) and 'Provide recreation programs for teens' (0.80).

Figure 28. Satisfaction with Recreation Division Services

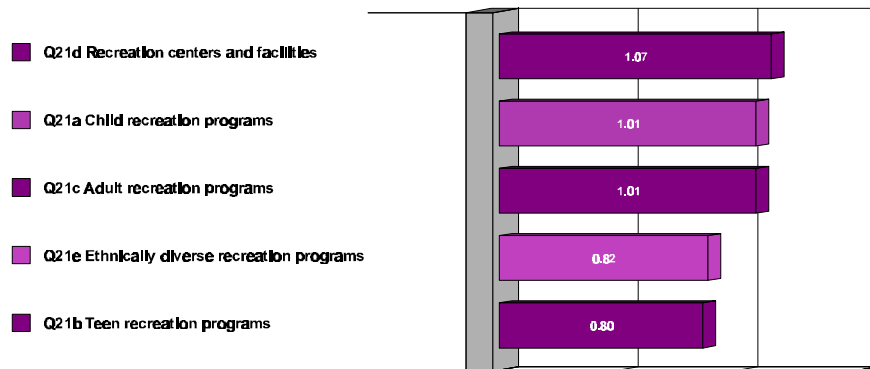
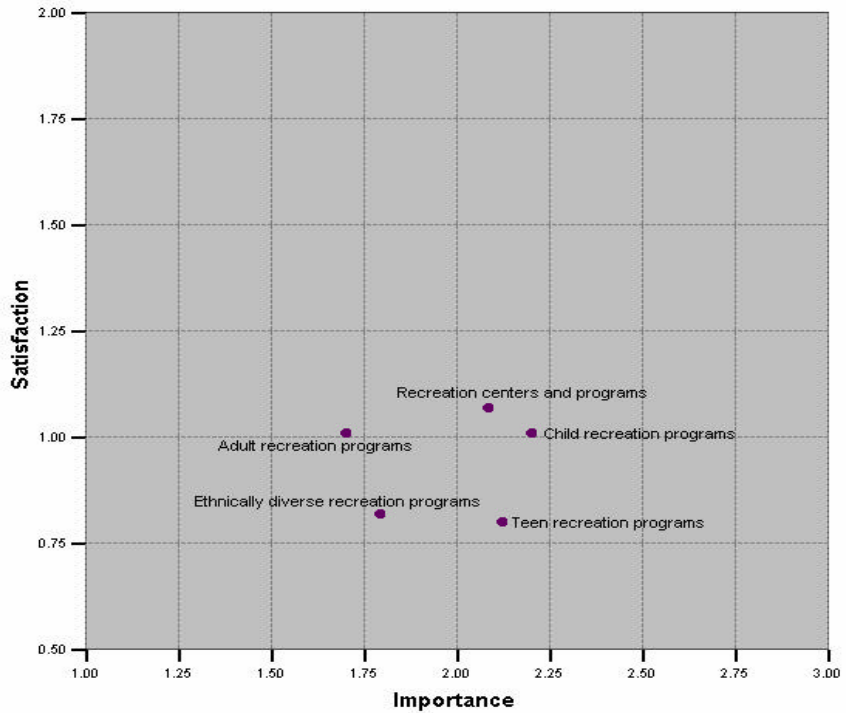


Figure 29 combines the findings from Question 20 and Question 21 to produce Satisfaction - Importance Matrix for the services provided by the Recreation Division. Overall, there appeared to be an opportunity for the City to improve the services as a whole, because they all appeared in the lower portion of the chart. Within the Division, the distribution of the resources appears to be fairly balanced across the services such as 'Providing recreation programs for children', 'Providing recreation centers and facilities', 'Providing and expanding ethnically diverse recreation programs', and 'Providing recreation programs for adults'.

Nevertheless, 'Providing recreation programs for teens' was rated with relatively more importance, but residents were relatively less satisfied with the provision of the service. Therefore, it may be beneficial for the City to consider allocating more resources to this particular service.

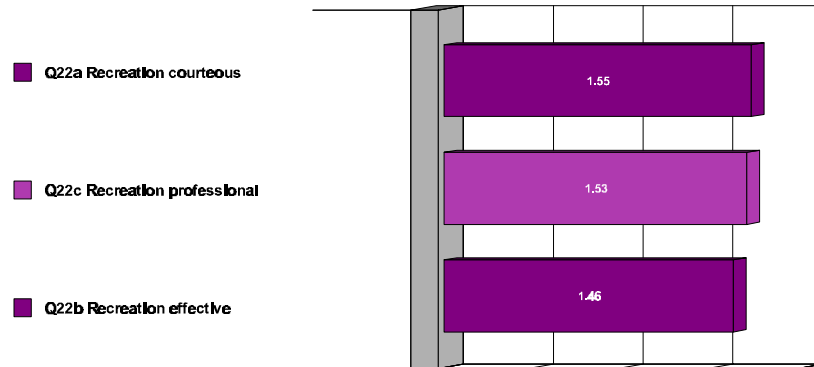
Figure 29. Parks and Community Services Satisfaction - Importance Matrix



Q22. In your opinion, are members of the Costa Mesa Recreation Division very __, somewhat __, or not at all __?

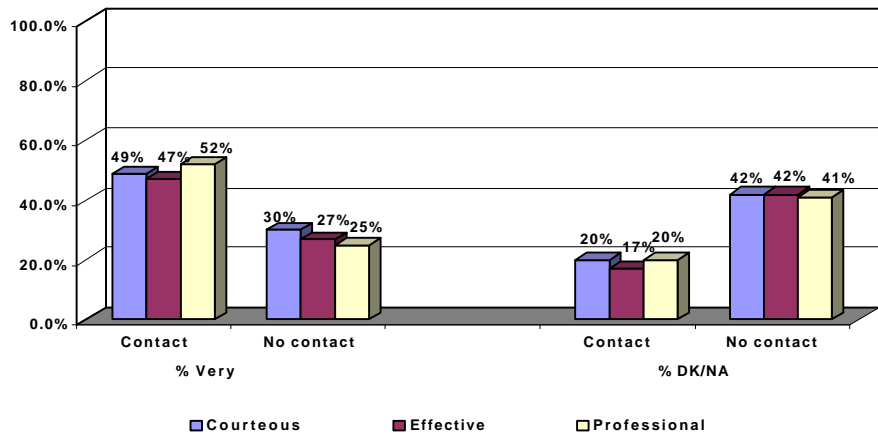
Figure 30 demonstrates that, among the three attributes tested in the survey, residents in Costa Mesa considered the Recreation Division more courteous (1.55) and professional (1.53) than effective (1.46). Overall, these impression ratings were comparable to those received by members of the Public Service Department.

Figure 30. Impressions of Recreation Division



Again, Figure 31 shows the difference between those who had and had not contacted the Recreation Division in the last 12 months and their impressions of the Division members. As shown in the figure, those with contact had a better impression of the Division members and were more likely to have an impression than those who had not contacted the Division. The difference between the two groups was not as striking as that found for the Planning and/or Building Divisions and the Public Services Department.

Figure 31. Impressions of Recreation Division by Contact with Recreation Division

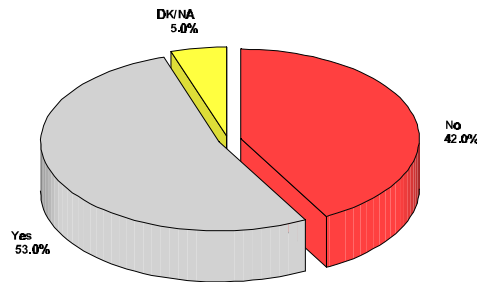


Q23. Has anyone in your household used a City of Costa Mesa park, recreational facility or recreation program in the past 12 months

Question 23 examined household participation in recreational facilities and programs in the last 12 months. Figure 32 presents the overall findings for this question. Slightly more than half of the residents (53%) indicated that they, or someone in their household, had used a City park, a recreational facility, or recreation program in the past 12 months. Another 42 percent reported not having visited a City park, used a recreation facility, or participated in a

recreation program. The remaining five percent were uncertain about their use of the recreation facilities or programs in the City or declined to state their opinions.

Figure 32. Household Recreation Use in Last 12 Months



Tables 21 and 22 demonstrate residents' recreation usage in the last 12 months by their residential neighborhoods and their age. From the tables we see that residents living in College Park and Mesa Verde were most likely to have used the City parks or the recreational facilities or programs provided by the City. Among all age groups, those between 40 and 49 were most likely to report recreation usage in the last 12 months. However, please note that the age variable is measured on an *individual* basis and Question 23 asked about the recreation use of the *household* of the person who completed the survey.

Table 21. Household Recreation Use in Last 12 Months by Residential Neighborhoods

	Residential Neighborhoods							
	Overall	College Park	East Side	Mesa del Mar	Mesa Verde	S. Coast Metro	West Side	Other
Base	400	26	89	21	85	40	67	50
Yes	212 53.0%	16 63.9%	49 55.3%	11 53.2%	58 68.3%	19 48.6%	32 47.4%	21 41.1%
No	168 41.9%	9 34.8%	35 38.8%	9 40.4%	23 27.4%	20 50.5%	34 50.6%	29 56.5%
DK/NA	20 5.1%	0 1.3%	5 5.9%	1 6.3%	4 4.3%	0 0.8%	1 2.0%	1 2.3%

Table 22. Household Recreation Use in Last 12 Months by Age

	Overall	Age				
		18-29	30-39	40-49	50-64	65+
Base	400	126	98	59	56	38
Yes	212 53.0%	70 55.8%	55 55.4%	36 62.0%	29 51.2%	15 40.0%
No	168 41.9%	49 38.5%	41 41.9%	20 34.0%	27 47.7%	19 51.3%
DK/NA	20 5.1%	7 5.8%	3 2.7%	2 4.0%	1 1.2%	3 8.7%

Q24. Next I'd like to read you a list of recreational activities, and for each, please tell me if you, or someone in your household might be interested in engaging in the activity.

The next set of questions focused on residents' interest in the recreational programs that the City of Costa Mesa currently provides and is considering providing. Respondents answers were coded using a scale of 'very interested' = +2, 'somewhat interested' = +1, and 'not at all interested' = 0. The responses were subsequently averaged to produce a mean score, which indicates the level of interest residents in Costa Mesa, as a whole, had in the recreational activity. A mean score of 1.00 indicates that residents in Costa Mesa were 'somewhat interested' in participating in the recreational activity. The results are presented in Figures 33 and 34, with Figure 33 showing the activities that residents had more interest in and Figure 34 showing the activities that residents were less interested in.

As shown in the figures, three recreational programs received a mean score of above 1.00, indicating that residents in Costa Mesa, overall, were more than 'somewhat interested' in these programs. These three services included 'Attending open-air concerts (1.40)', 'Computer classes' (1.17), and 'Swimming' (1.06). Costa Mesa residents were also comparatively more interested in 'Baseball or softball' (0.93), 'Programs for parents and their children' (0.92), and 'Dancing' (0.92). Residents were overall least interested in 'Crochet or knitting' (0.35), followed by skateboarding (0.60), golf (0.62), and gymnastics (0.63).

Figure 33. Interest in Recreational Activities (Tier I)

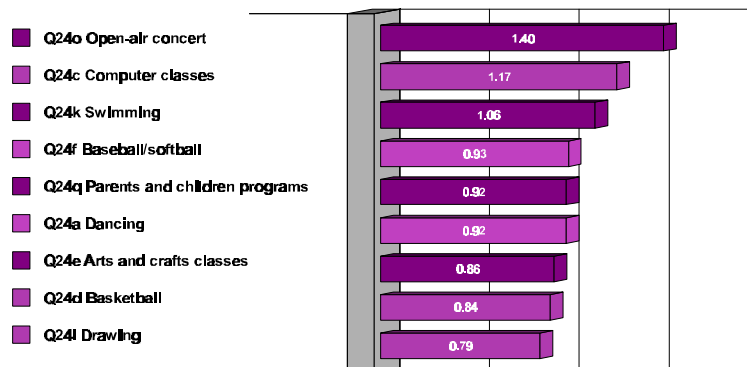
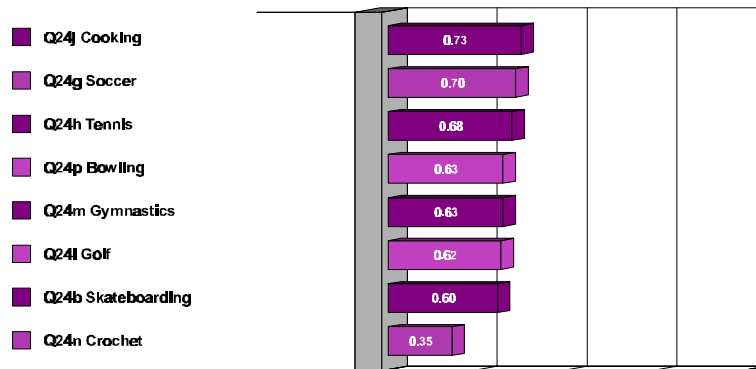


Figure 34. Interest in Recreational Activities (Tier II)



The following tables show the levels of interest in the various recreation programs among several demographic groups. We see that residents with children living in their households were considerably more interested in swimming, baseball or softball, programs for parents and their children, and basketball than were those living with no children. Among all age groups, younger residents were more interested in the majority of the recreation activities than were older residents. Compared to those 50 years and older, residents under 50 were especially interested in swimming, baseball or softball, parents and children programs, dancing, arts and crafts classes, and basketball.

Table 23. Interest in Recreation Activities (Tier I) by Children

	Overall	Children	
		Yes	No
Base	0.99	1.14	0.92
Q24o Open-air concert	1.40	1.39	1.42
Q24c Computer classes	1.17	1.28	1.13
Q24k Swimming	1.06	1.27	0.96
Q24f Baseball/softball	0.93	1.22	0.80
Q24q Parents and children programs	0.92	1.33	0.73
Q24a Dancing	0.92	0.89	0.93
Q24e Arts and crafts classes	0.86	0.93	0.84
Q24d Basketball	0.84	1.18	0.68
Q24l Drawing	0.79	0.79	0.79

Table 24. Interest in Recreation Activities (Tier I) by Age

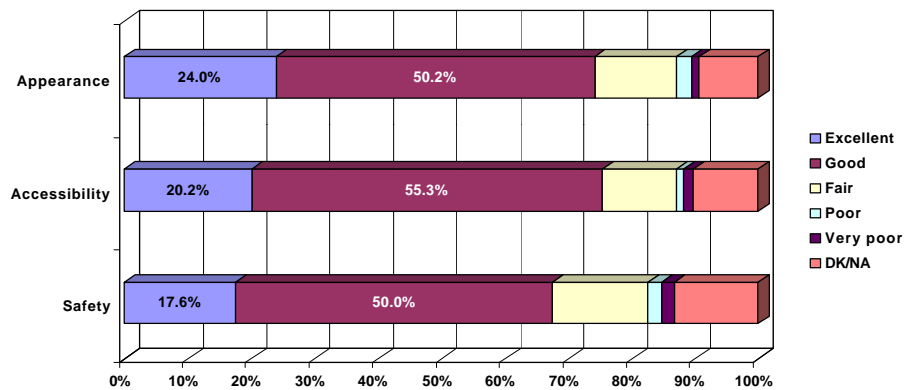
	Overall	Age				
		18-29	30-39	40-49	50-64	65+
Base	0.99	1.10	1.16	1.06	0.77	0.55
Q24o Open-air concert	1.40	1.46	1.52	1.46	1.35	1.06
Q24c Computer classes	1.17	1.27	1.34	1.18	1.02	0.80
Q24k Swimming	1.06	1.20	1.20	1.18	0.79	0.54
Q24f Baseball/softball	0.93	1.08	1.14	1.12	0.59	0.32
Q24q Parents and children programs	0.92	0.94	1.25	1.10	0.65	0.40
Q24a Dancing	0.92	1.10	1.01	0.90	0.65	0.55
Q24e Arts and crafts classes	0.86	0.84	1.01	0.98	0.78	0.57
Q24d Basketball	0.84	1.14	1.03	0.82	0.37	0.25
Q24l Drawing	0.79	0.82	0.93	0.82	0.74	0.46

Q25. How do you rate the ____ of Costa Mesa’s park and recreation facilities? Would you say it is excellent, good, fair, poor or very poor?

The last set of questions regarding Costa Mesa’s Recreation Division focused on residents’ evaluation of the City’s park and recreation facilities. Specifically, respondents were asked whether they would rate the safety, accessibility, and appearance as ‘excellent’, ‘good’, ‘fair’, ‘poor’, or ‘very poor’. The results are presented in Figure 35 on the next page.

Overall, Costa Mesa’s parks and recreation facilities were rated positively on all three attributes, although their appearance and accessibility received a slightly more positive evaluation than did their safety. More residents rated the appearance of the parks and recreation facilities as ‘excellent’ (24%) than they did the accessibility (20%) and safety (18%). More residents rated the accessibility of the parks and recreation facilities (55%) as ‘good’ than they did appearance (50%) and safety (50%).

Figure 35. Evaluation of Parks and Recreation Facilities



Satisfaction - Importance Ratio

Although comparing the respective positions of the services in the Satisfaction-Importance matrix is a useful, graphic way of identifying primary candidates for service improvements, some readers may prefer a more quantitative approach. The satisfaction and importance data for all departments tested are presented in Table 25 as a ratio for each service. The average level of satisfaction is divided by the average level of importance for each service. This calculation produces a single number that describes the relationship between satisfaction and importance. The higher the satisfaction-importance ratio for a given service, the less need there is for the City to focus on improving the provision of that service. Conversely, the lower the satisfaction-importance ratio, the greater the need for the City to improve that service. Because each service was rated using the same scale within importance and satisfaction measures, satisfaction-importance ratios can be meaningfully compared for each service. In this way we can prioritize the services and programs we tested by the size of their satisfaction-importance ratio.

On the next page, Table 25 presents the satisfaction and importance means for each service, and the satisfaction-importance ratios for each service tested in the survey. The items have been arranged in ascending order to provide a prioritized list. Of all services provided by the City that were tested here, 'Maintaining streets and roads' (0.341), 'Providing recreation programs for teens' (0.377), 'Code enforcement pertaining to residential properties' (0.445), 'Providing and expanding ethnically diverse recreation programs' (0.458), 'Providing recreation programs for children' (0.459), 'Code Enforcement pertaining to commercial and industrial properties' ((0.469), and 'Issuing building permits' (0.476) received the lowest satisfaction-importance ratios. These services may be considered as higher priorities for the City to allocate future resources. In contrast, 'Street sweeping' (0.694), 'Trimming and maintaining parkway trees' (0.677), 'Enforcing traffic laws' (0.630), 'Responsive customer service for non-emergency questions and information' (0.621), and 'Enforcing traffic laws in commercial area' (0.613) received the highest satisfaction-importance ratios among the services tested. Consequently, the City may consider these five services as lower priorities when developing City management plans.

Table 25. Overall Satisfaction - Importance Ratios

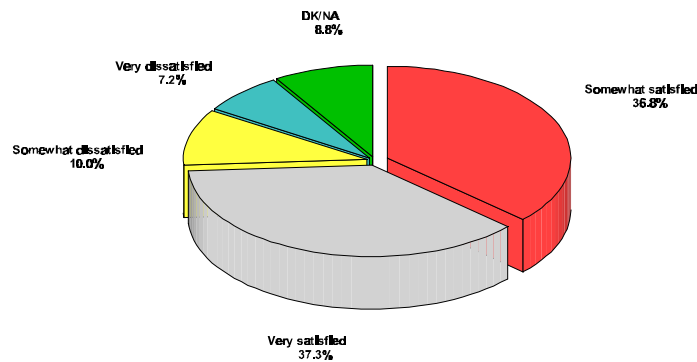
Service	Importance	Satisfaction	Ratio
Streets and roads	2.23	0.76	0.341
Teen recreation programs	2.12	0.80	0.377
Residential property codes	1.91	0.85	0.445
Ethnically diverse recreation programs	1.79	0.82	0.458
Child recreation programs	2.20	1.01	0.459
Commercial property codes	1.94	0.91	0.469
Issue building permits	1.89	0.90	0.476
Sidewalks and curbs	2.07	1.02	0.493
Low crime rate	2.47	1.27	0.514
Responsive emergency services	2.45	1.26	0.514
Recreation centers and programs	2.08	1.07	0.514
Traffic laws in residential area	2.02	1.07	0.530
Sewer and stormdrain	2.32	1.23	0.530
Neighborhood police patrols	2.15	1.17	0.544
Neighborhood watch	1.99	1.09	0.548
Public buildings	2.13	1.20	0.563
Garbage recycling	2.28	1.29	0.566
Emergency medical services	2.44	1.42	0.582
Bike paths and lanes	2.01	1.18	0.587
Adult recreation programs	1.70	1.01	0.594
Fire protection and prevention	2.33	1.41	0.605
Traffic laws in commercial area	1.81	1.11	0.613
Responsive non-emergency services	1.82	1.13	0.621
Traffic laws	1.92	1.21	0.630
Parkway trees	1.86	1.26	0.677
Street sweeping	1.96	1.36	0.694

Communications and Technology

Q26. Are you satisfied with the City's efforts to communicate with Costa Mesa residents through newsletters, the Internet, and other means?

Question 26 was the first of several questions designed to explore the effectiveness of the City's communication efforts with its residents. Specifically, it asked respondents if they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet and other means. Approximately 37 percent of residents were 'very satisfied' with the City's efforts to communicate with its residents and another equal number of residents were 'somewhat satisfied'. About 17 percent of residents were either 'somewhat dissatisfied' or 'very dissatisfied' with the City's communication efforts.

Figure 36. Satisfaction with Communication with Residents

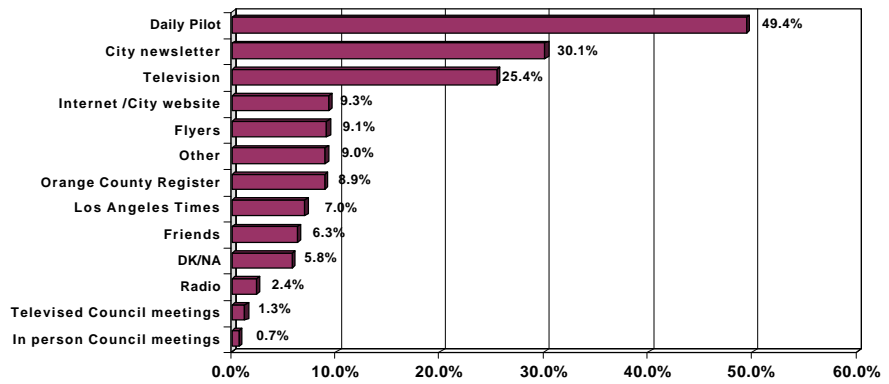


Q27. What information sources do you use to find out about Costa Mesa news, information and programming?

Question 27 asked respondents to name the information sources they used to find out about City news, information and programming. Interviewers were instructed to record up to two answers from each respondent, and thus, the values indicate the *percentage of individuals* who indicated that particular source.

The *Daily Pilot*, Costa Mesa's local newspaper, was the most frequently mentioned source for local information (49%), followed by the City's newsletter (30%) and television (25%). The Internet or the City's home page, flyers, and the *Orange County Register* were also mentioned by close to 10 percent of respondents as their sources to find out about Costa Mesa's current information. The City Council meetings, either televised or in person, were rarely utilized by residents in Costa Mesa as a source for City news and programming (1%).

Figure 37. Sources for Local Information

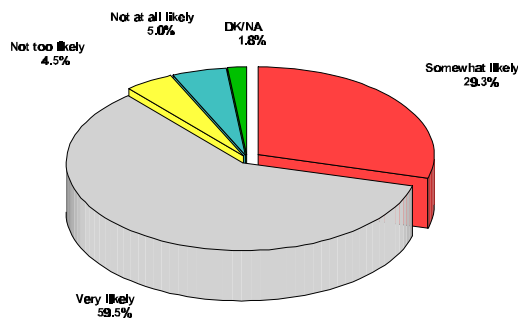


Q28. The City of Costa Mesa is considering mailing out a community newsletter that would provide useful information to its residents. Do you think that you would be very likely, somewhat likely, not too likely, or not at all likely to read the community newsletter if it were mailed to you?

This questions was designed to evaluate the potential readership of a community newsletter that the City is considering mailing out. Specifically, respondents were asked whether they would be ‘very likely’, ‘somewhat likely’, ‘not too likely’, or ‘not at all likely’ to read the newsletter if it were mailed to their home. The results are presented in Figure 38.

The community newsletter being considered by the City received a very positive reaction from the Costa Mesa resident population. Almost nine in ten residents said they would be ‘very likely’ (60%) or ‘somewhat likely’ (29%) to read the newsletter. Less than ten percent stated that they would be ‘not too likely’ (5%) or ‘not at all likely’ (5%) to read the newsletter.

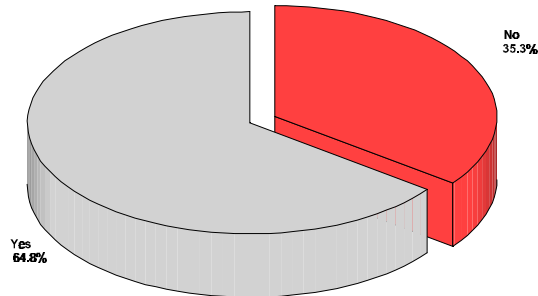
Figure 38. Likelihood of Reading Community Newsletter



Q29 Do you have access to the Internet?

All respondents were asked if they had access to the Internet. Close to two-thirds of respondents (65%) indicated that they had access to the Internet.

Figure 39. Internet Access



Tables 26 and 27 show Internet access by the respondents' age, household income and interview language. Similar to GRA's past research on Internet access, residents 65 years and older were significantly less likely to have access to the Internet than those under 65. Those with higher household income were substantially more likely to have access to the Internet than their counterparts. Individuals who completed the survey in English were also more likely to have access to the Internet than those who completed the survey in Spanish.

Table 26. Internet Access by Age

	Overall	Age				
		18-29	30-39	40-49	50-64	65+
Base	400	126	98	59	56	38
Yes	259 64.8%	78 61.5%	74 75.7%	42 72.0%	40 72.1%	13 33.0%
No	141 35.2%	49 38.5%	24 24.3%	16 28.0%	16 27.9%	25 67.0%
DK/NA	- -	- -	- -	- -	- -	- -

Table 27. Internet Access by Household Income & Language

	Overall	Household Income					Language	
		< \$20k	\$20k-\$40k	\$40k-\$60k	\$60k-\$80k	\$80k +	English	Spanish
Base	400	41	54	53	43	71	349	51
Yes	259 64.8%	14 35.1%	33 60.5%	38 72.3%	39 91.5%	64 90.6%	236 67.8%	23 44.5%
No	141 35.2%	27 64.9%	21 39.5%	15 27.7%	4 8.5%	7 9.4%	112 32.2%	29 55.5%
DK/NA	- -	- -	- -	- -	- -	- -	- -	- -

Q30. Are you aware that the City of Costa Mesa maintains its own website?

In Question 30, respondents were asked whether they were aware that the City of Costa Mesa maintains its own website. As shown in Figure 40, just slightly over one-third of the resident population (35%) were aware of the fact that the City maintains a website. The majority of residents in Costa Mesa (65%) were unaware that the City has a website.

Figure 40. Awareness of City Website

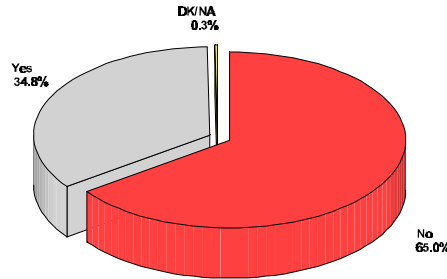


Table 28 shows that one’s age was related to one’s likelihood of being aware of the City’s website. People between 40 and 64 were significantly more aware of the City’s website than the other age groups. Also shown in the table is that whether one has Internet access also contributed to one’s awareness of the City’s website. Intuitively, residents with access to the Internet were more aware of the City’s website than those without Internet access. However, it is important to note that even among Internet users, 61 percent were not aware of the City’s website.

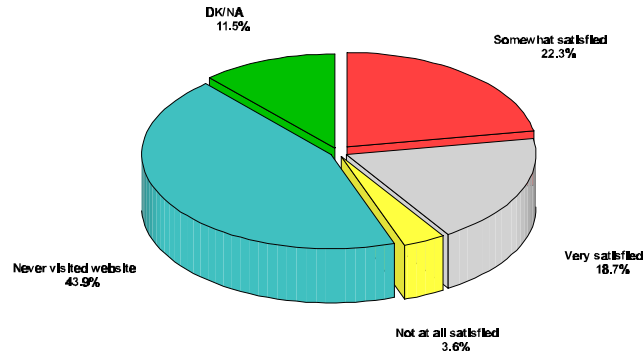
Table 28. Awareness of City Website by Age & Internet Access

	Overall	Age					Internet Access	
		18-29	30-39	40-49	50-64	65+	Yes	No
Base	400	126	98	59	56	38	259	141
Yes	139 34.7%	34 26.9%	35 35.1%	28 48.0%	25 44.2%	12 30.4%	100 38.8%	38 27.3%
No	260 64.9%	92 73.1%	64 64.9%	30 52.0%	31 55.8%	26 68.7%	159 61.3%	101 71.7%
DK/NA	1 0.3%	- -	- -	- -	- -	0 0.9%	- -	1 0.9%

Q31. Are you very satisfied, somewhat satisfied or not at all satisfied with the resources available on the City’s website, or have you never visited it?

Respondents who were aware of the City’s website were asked whether they had visited the website, and, if so, how satisfied they were with the resources available on the website. As shown in Figure 41, of the residents who were aware of the website, 44 percent had never visited the website, 41 percent were either ‘very satisfied’ or ‘somewhat satisfied’ with the resources available on the website, and 4 percent were ‘not at all satisfied’.

Figure 41. Visit to and Satisfaction with the City’s Website



The following table demonstrates the difference between Internet users and non-Internet users with regard to their experience and satisfaction with the City’s website. Internet users were substantially more satisfied with the resources provided on the website than were non-Internet users. Non-Internet users were considerable more likely to have never visited the site. Nonetheless, this table also shows that a relatively high percentage of individuals among both groups had never visited the City’s website (39% and 58%). This finding suggests an opportunity for the City to encourage its residents to utilize the City’s website to obtain City-related information.

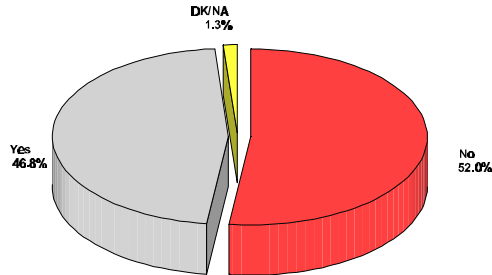
Table 29. Visit to and Satisfaction with the City’s Website

	Internet Access		
	Overall	Yes	No
Base	139	100	38
Very satisfied	26 18.5%	25 24.7%	1 2.5%
Somewhat satisfied	31 22.6%	26 26.2%	5 13.3%
Not at all satisfied	5 3.3%	2 1.8%	3 7.2%
Never visited website	61 44.2%	39 38.8%	22 58.4%
DK/NA	16 11.3%	9 8.5%	7 18.6%

Q32. Have you ever watched a Costa Mesa City Council Meeting on Cable TV?

Question 32 asked respondents if they had ever watched a televised Costa Mesa City Council Meeting. Slightly less than half (47%) indicated they had watched a televised Council Meeting compared with 52 percent who had not.

Figure 42. Watched Televised City Council Meeting



The tables below look at responses to Question 32 by several variables. Residents most likely to have ever watched a televised City Council Meeting were between the ages of 40 and 49, Internet users, and registered voters. We should keep in mind that some individuals may falsely report their voter registration status because being a voter is generally perceived as socially desirable. The numbers shown in the table may not accurately reflect the opinions of the voter population in Costa Mesaⁱ.

Table 30. Watched Televised Meeting by Age

	Overall	Age				
		18-29	30-39	40-49	50-64	65+
Base	400	126	98	59	56	38
Yes	187 46.6%	51 40.4%	37 37.8%	39 66.0%	29 52.3%	18 48.7%
No	208 52.0%	75 59.6%	59 59.5%	20 34.0%	26 46.5%	19 51.3%
DK/NA	5 1.3%	-	3 2.7%	-	1 1.2%	-

ⁱTo accurately gather information about the Costa Mesa electorate, GRA recommends conducting a survey of Costa Mesa voters as identified by the California voter file.

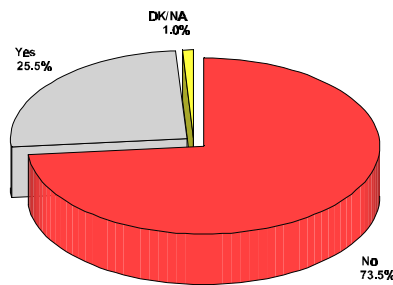
Table 31. Watched Televised Meeting by Internet Access & Registered Voter

	Overall	Internet Access		Registered Voter	
		Yes	No	Yes	No
Base	400	259	141	279	117
Yes	187 46.6%	136 52.3%	51 36.2%	152 54.4%	34 28.9%
No	208 52.0%	119 46.0%	89 63.1%	125 44.9%	82 69.9%
DK/NA	5 1.3%	4 1.7%	1 0.7%	2 0.7%	1 1.1%

Q33. Have you visited or called City Hall in the last 12 months?

Question 33 asked respondents if they had visited or called City Hall in the last 12 months. Figure 43 shows that approximately one-fourth (26%) of the resident population had visited or called City Hall.

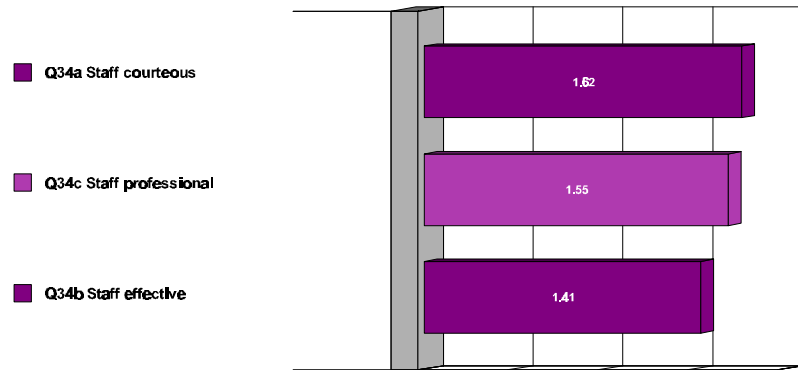
Figure 43. City Hall Visit or Staff Interaction in Last 12 Months



Q34. In your opinion, is the City Hall staff very ____, somewhat ____, or not at all ____?

Respondents who indicated that they had visited or called City Hall in the last 12 months were asked to evaluate the City Hall staff. As shown in Figure 44, Costa Mesa residents who had visited City Hall in the last 12 months rated most positively on the City Hall staff’s courtesy (1.62), followed by professionalism (1.55) and effectiveness (1.41). These mean scores on each attribute would transfer into 96 percent of respondents who rated the City Hall staff as ‘very’ or ‘somewhat’ courteous, 90 percent of who rated them as ‘very’ or ‘somewhat’ effective and professional. Compared with GRA’s other municipal clients, the City of Costa Mesa received a slightly higher percentage of positive ratings (‘very’ and ‘somewhat’). Keep in mind, however, that in most of GRA’s recent city satisfaction studies, residents were typically asked to evaluate their *overall* experience with the City Hall staff on a scale of ‘excellent’, ‘good’, ‘fair’, ‘poor’, and ‘very poor’. One should be cautious when making comparisons across the studies due to the difference in the subject of evaluation (overall vs. individual attributes) and the scales used.

Figure 44. Impressions of City Hall Staff

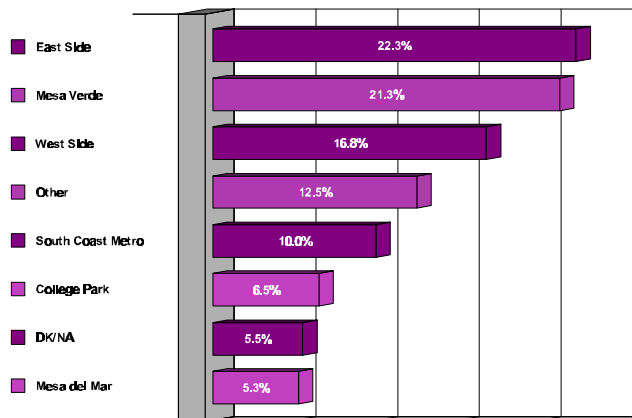


General Demographics

Figures 45 through 51 present a graphic representation of the demographic composition of the sample. Because of the methodology of this study, the sample is representative of the population of adult residents of Costa Mesa. Although the primary motivation for collecting the demographic information was to provide a better insight into how responses to the substantive questions of the survey vary across demographic characteristics, this information is also useful for better understanding the profile of the City's adult residents as a whole.

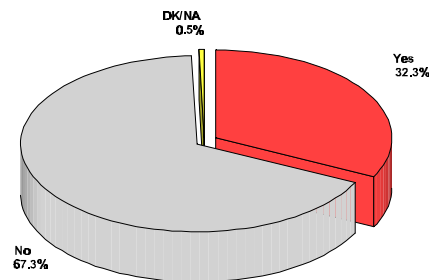
QA. In which of the following Costa Mesa neighborhoods would you say that you live?

Figure 45. Residential Neighborhood



QB. Do you currently have children under the age of 18 living in your home?

Figure 46. Children at Home

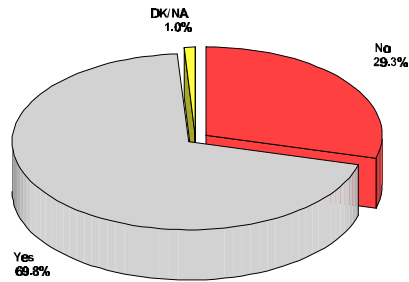


QC. Are you currently registered to vote in the City?

Although the sample utilized in this study is representative of the opinions of the adult residents of Costa Mesa, the reader should exercise caution with respect to the responses to this question. In the past, GRA has found that the percentage of respondents who *indicate* they are a registered voter is often considerably higher than the *actual* percentage of voters as

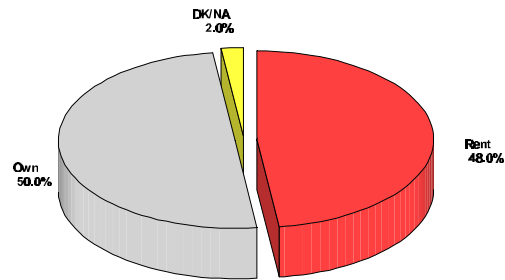
identified by the voter file. Additionally, many individuals who are registered to vote rarely, or never, participate in the electoral process.

Figure 47. Registered Voter



QD. Do you own or rent your home?

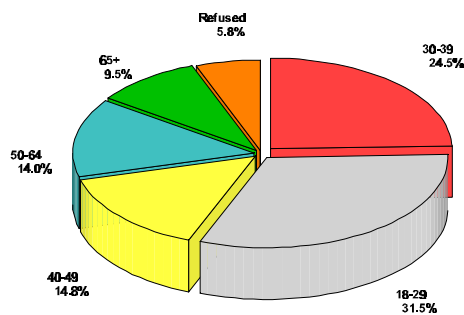
Figure 48. Homeowner Status



QE. In what year were you born?

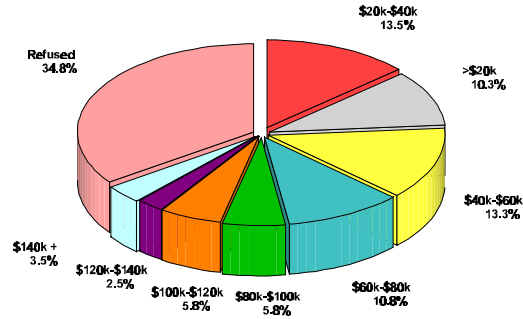
One's year of birth was re-coded into one's age as displayed in the figure.

Figure 49. Age



QF. What was the total income of your household before taxes in 1999?

Figure 50. Household Income



QG. Interviewers identified gender by the voice of the respondent.

Figure 51. Gender

