



COMMUNITY OPINION SURVEY

SUMMARY REPORT

PREPARED FOR THE
CITY OF SAN DIMAS



MARCH 2023



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INTRODUCTION

Nestled in the San Gabriel Valley of Los Angeles County, the City of San Dimas was incorporated in 1960 and is currently home to an estimated 34,352 residents.¹ As the community has evolved from primarily rural/agricultural into a well-balanced mix of residential, commercial, and industrial properties, San Dimas has held onto its small-town feel, western influences, and equestrian qualities. In addition to the 1,700 acre Frank G. Bonelli Recreational Area which lies within the City's boundaries, there are many neighborhood parks, a city-owned golf course, and over 27 miles of equestrian trails for the enjoyment of residents and visitors alike.

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

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

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

- Identify key issues of importance for residents, as well as their perceptions of the quality of life in San Dimas;
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on select topics including public safety, homelessness, funding priorities, and revenue enhancement;
- Gauge satisfaction with the City's communication with residents, along with preferred methods of communication and level of civic engagement; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

1. Source: State of California, Department of Finance, E-1 City/County Population Estimates, January 2022.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 39). In brief, the survey was administered to a random sample of 679 adults who reside within the City of San Dimas. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and phone) and multiple data collection methods (phone and online). Administered in English, Spanish, and Chinese between February 27 and March 6, 2023, the average interview lasted 18 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 42), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City of San Dimas for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city representatives and staff improved the overall quality of the research presented here.

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

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

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,200 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of San Dimas with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services, facilities, and policies provided by the City. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, planning, establishing budget priorities, and community engagement.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the survey results answer key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

How well is the City performing in meeting the needs of San Dimas residents?

San Dimas residents are generally satisfied with the City's efforts to provide municipal services, as well as the quality of life in their city. When asked to rate the City's overall performance in providing municipal services, approximately eight-in-ten San Dimas residents indicated they were either very (30%) or somewhat (50%) satisfied, whereas just 13% were dissatisfied and 8% were unsure or unwilling to share their opinion (see *Overall Satisfaction* on page 11).

The high level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific service areas, with the highest satisfaction scores assigned to the City's efforts to maintain parks and recreation areas (91% very or somewhat satisfied), provide trash collection and recycling services (90%), keep public buildings and facilities clean and attractive (88%), provide recreation programs for all ages (87%), and provide online access to city services, information, and resources (87%) (see *Specific Services* on page 13). It's also worth noting that among residents who interacted with City staff during the 12 months preceding the interview, staff received high marks for being accessible (95%), professional (94%), and helpful (90%).

How do residents rate San Dimas as a place to live, work, and raise a family?

The City's performance providing municipal services has also contributed to a high quality of life for residents. More than eight-in-ten residents surveyed provided excellent or good ratings for the overall quality of life in the City (87%) as well as for San Dimas as a place to raise a family (82%). Regardless of subgroup category, respondents generally held a very positive assessment of the quality of life in the City. Indeed, at least eight-in-ten residents in every identified subgroup rated the quality of life in San Dimas as excellent or good, and at least seven-in-ten residents in nearly every subgroup rated San Dimas as an excellent or good place to raise a family. Residents also feel safe in San Dimas, with 88% of resi-

dents rating San Dimas as either a very (39%) or somewhat (49%) safe place to live (see *How Safe is San Dimas as a Place to Live?* on page 15).

Residents expressed nuanced opinions about San Dimas when asked to rate the City as a place to retire, shop and dine, and work. As a place to retire, residents were generally positive—with nearly seven-in-ten (69%) using excellent or good to describe San Dimas in this regard. Residents expressed softer opinions regarding San Dimas as a place to shop and dine (41%) and work (38%), although it should be noted that one-third (33%) of respondents held no opinion or did not provide a rating for San Dimas as a place to work (see *Quality of Life* on page 8).

Where should the City focus its efforts in the future?

In addition to measuring the City’s current performance, a key goal of this study is to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine communications strategies to best meet the community’s evolving needs and expectations. Although residents are generally satisfied with the City’s performance, there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents’ verbatim answers regarding what city government could do to make San Dimas a better place to live (see *Changes to Improve San Dimas* on page 9), the list of services and their respective satisfaction levels (see *Specific Services* on page 13), and the greatest differentiators in opinion for the specific services between satisfied and dissatisfied residents (see *Differentiators of Opinion* on page 14), the topics of addressing homelessness, expanding shopping and dining options, providing law enforcement and crime prevention services, managing growth and development, and preserving and protecting open space stood out in the survey as being key areas of opportunity and interest for San Dimas residents.

Additional opportunities for aligning the City’s future investments with residents’ priorities were also found in the survey (see *Spending Priorities* on page 23). When asked to prioritize among a long list of potential services and facilities that could receive funding in the future, residents were most supportive of addressing homelessness (87% high or medium priority), improving the maintenance of local streets (85%), and redeveloping and revitalizing Downtown San Dimas (75%). It is worth noting that eight of the nine projects tested were viewed as at least a medium priority by the majority of residents.

With the recommendation that the City focus on these areas, it is equally important to stress that when it comes to improving satisfaction in service areas, the appropriate strategy is often a combination of better communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City’s ongoing infra-

structure improvement efforts or the limits of what a city can do to address homelessness. Choosing the appropriate balance of actual service improvements and efforts to raise awareness on these matters will be a key to maintaining and improving the community's overall satisfaction in the short- and long-term.

It is also important to keep in mind that although these areas represent opportunities to improve resident satisfaction, the City should not oversteer. Indeed, the primary takeaway from this study is that the City does many things very well, and the emphasis should be on continuing to perform at that high level in those areas. The vast majority of residents were pleased with the City's efforts to provide services, programs, and facilities and have a favorable opinion of the City's performance in most areas. The *top priority* for the City should thus be to do what it takes to maintain the high quality of services that it currently provides.

Do residents perceive homelessness to be a growing problem in San Dimas, and which strategies do they support for addressing homelessness?

The results of the survey make it clear that homelessness is a top-of-mind concern for many San Dimas residents. When asked in an open-ended manner what change the City could make to improve the quality of life in San Dimas, addressing homelessness was the second most common response (23%), just two percentage points below providing more shopping and dining options (25%). Improving public safety was third at 10%, and none of the other responses were cited by more than 6% of respondents. Additionally, when presented with a list of 16 specific services, residents expressed the lowest levels of satisfaction with the City's efforts to address homelessness (31% very or somewhat satisfied), and they also considered addressing homelessness to be the top priority for future city funding (87% high or medium priority).

The saliency of homelessness as an issue is a direct reflection of what most residents perceive to be a growing problem in the City. When asked whether they thought the amount of homeless people in San Dimas had increased, decreased, or stayed about the same during the prior three year period, seven-in-ten residents (70%) indicated the number had increased, whereas 17% perceived it to be about the same. Just five percent (5%) felt that the homeless population in San Dimas has decreased during this period, while an additional 8% were unsure or preferred to not answer the question (see *Homelessness* on page 19).

The majority of residents indicated support for six of the eight strategies presented that could be used to address homelessness in the City. Residents expressed the most widespread support for enhancing lighting in public areas to discourage people from using these areas to sleep (82% strongly or somewhat support), providing funding for mental health services (79%), joining with other cities and the County to create more regional homeless shelters (74%), and providing funding for counseling and rehab for drug and alcohol addiction (74%). Moreover, between 47%

Do residents support actions to enhance City revenues?

and 63% of respondents indicated they *strongly* supported each of those four strategies to address homelessness.

Over the past decade, the City of San Dimas' revenues have not kept pace with the growing costs associated with providing municipal services and facilities. Although the City has been proactive in responding to this challenge by reducing costs where feasible and through effective financial management practices, the practical reality is that existing revenues simply do not support the high quality services that residents have come to expect. Accordingly, the survey included a question to assess resident support for a three-quarter cent sales tax to provide approximately five million dollars in annual revenue for city services for a period of eight years (see *Sales Tax* on page 31).

Overall, 61% of respondents indicated they would support the proposed three-quarter cent sales tax to provide additional funding for general city services, whereas 30% were opposed and 10% were unsure or unwilling to share their opinion. For general taxes in California, the level of support recorded in this survey is approximately 11 percentage points above the simple majority (50%+1) required for passage. It is worth noting, moreover, that support for the measure was widespread, exceeding the simple majority threshold in *every* demographic subgroup. Although these results suggest that a sales tax measure may be feasible for a future ballot, it is important to keep in mind that this survey was administered to adult residents and not restricted to the subset of voters who are likely to cast ballots in a particular election.

How well is the City communicating with San Dimas residents, and what are some of the main challenges?

The importance of city communication with residents cannot be overstated. Much of a city's success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of San Dimas' efforts to enhance the information flow *to* the City to better understand the community's concerns, perceptions, and needs. Some of San Dimas' many efforts to communicate with its residents include its YouTube channel, My San Dimas smart phone app, newsletters, emails, timely press releases, social media, and its website.

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, residents' preferences for information sources are also dynamic, subject to change as new services are made available while oth-

ers may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

Overall, 72% of residents indicated they were satisfied with the City's efforts to share information with them through newsletters, the Internet, social media, and other means, whereas 17% were dissatisfied and 12% were unsure or unwilling to answer the question. Additionally, nearly two-thirds (66%) of residents indicated that they are very (17%) or somewhat (49%) attentive to the issues, decisions, and activities of their city government.

Looking forward, the survey does provide some guidance as to the most effective ways that the City can communicate with residents, as well as how preferred methods of communication may vary based on factors such as age, ethnicity, and satisfaction with the City's performance (see *Communication Preferences* on page 35). Overall, respondents indicated that the city newsletter and recreation guide that is mailed to their home was the most effective method (87% very or somewhat effective), followed by email and electronic newsletters (85%) and the City's website (83%).

It is important to recognize that the challenges associated with city-resident communication will continue to change (and may continue to grow) as secondary sources proliferate and technology changes. To stay ahead of the curve, San Dimas, like other cities, should periodically conduct a careful review of its communications strategies and budget to ensure that both are evolving accordingly.

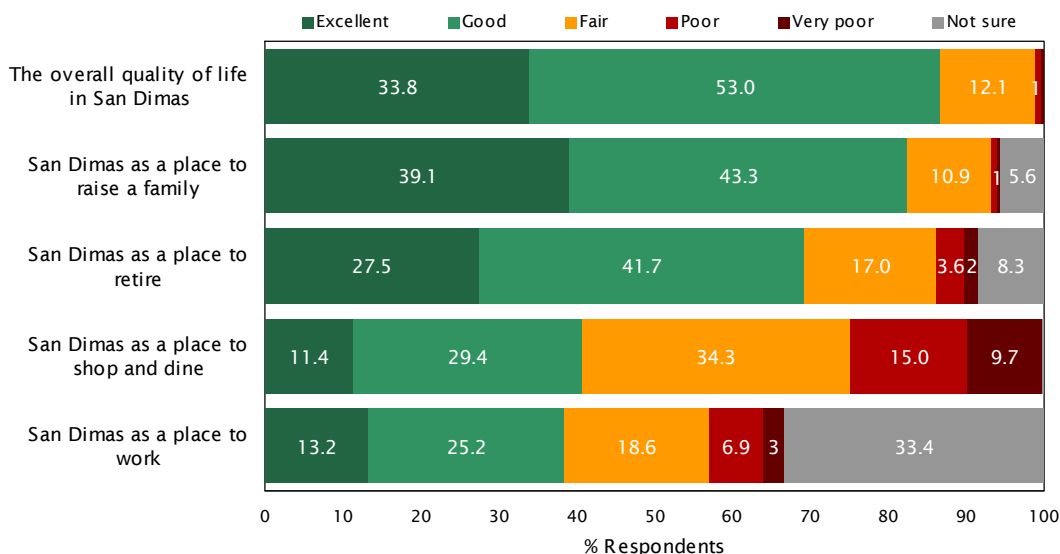
QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' perceptions about the quality of life in the City of San Dimas, as well as their ideas on changes that city government could implement to make the community a better place to live, now and in the future.

OVERALL QUALITY OF LIFE At the outset of the survey, residents were asked to rate the City of San Dimas on a number of key dimensions including overall quality of life, as a place to raise a family, and as a place to work, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, respondents generally shared favorable opinions of the overall quality of life in the City (87% excellent or good) as well as for San Dimas as a place to raise a family (82%). Although still rated favorably by nearly seven-in-ten (69% of) residents, San Dimas as a place to retire received softer ratings, while opinions were more mixed for San Dimas as a place to shop and dine (41%) and work (38%). It should be noted that one-third (33%) of respondents held no opinion or did not provide a rating for San Dimas as a place to work.

Question 2 *How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 RATING CITY OF SAN DIMAS



Tables 1-3 on the next page show how ratings of *excellent* or *good* for each dimension varied by age, gender, home ownership status, ethnicity, whether the respondent identifies as lesbian, gay, bisexual, or transgender (LGBTQ), survey language, and presence of a child in the home. Regardless of subgroup category, respondents generally held a very positive assessment of the quality of life in the City. Indeed, at least eight-in-ten residents in every identified subgroup rated the quality of life in San Dimas as excellent or good. Additionally, at least seven-in-ten residents in nearly every subgroup rated San Dimas as an excellent or good place to raise a family.

Across the five dimensions, the most variation in opinion (i.e., difference between highest and lowest ratings) was evidenced across age groups. In particular, residents under 35 years of age

and 65 years and older provided more favorable ratings than residents 35 to 64 years of age for San Dimas as a place to retire. Regarding San Dimas as a place to shop and dine, higher than average ratings were recorded among residents 18 to 24 years of age, respondents 65 years and older, residents who identify as LGBTQ, and those with an ethnicity of other/mixed, while residents 18 to 24 years of age also provided high ratings for San Dimas as a place to work.

TABLE 1 RATING CITY OF SAN DIMAS BY AGE & GENDER (SHOWING % EXCELLENT & GOOD)

	Age (QD1)						Gender (QD2)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
The overall quality of life in San Dimas	89.1	87.2	88.2	81.4	86.9	92.0	88.7	87.3
San Dimas as a place to raise a family	86.1	87.2	89.7	80.6	78.1	82.1	83.8	82.7
San Dimas as a place to retire	71.9	83.7	64.1	61.6	60.3	77.4	68.6	73.4
San Dimas as a place to shop and dine	64.8	34.4	25.6	35.0	36.0	54.9	45.6	37.8
San Dimas as a place to work	60.0	41.1	40.6	34.3	30.3	38.2	39.7	36.9

TABLE 2 RATING CITY OF SAN DIMAS BY HOME OWNERSHIP STATUS & ETHNICITY (SHOWING % EXCELLENT & GOOD)

	Home Ownership Status (QD4)			Ethnicity (QD6)			
	Own	Rent	Live with others	Caucasian / White	Latino / Hispanic	Asian American	Other / Mixed
The overall quality of life in San Dimas	89.8	85.2	82.0	89.6	86.8	83.6	83.8
San Dimas as a place to raise a family	85.4	79.1	78.9	81.6	88.3	76.2	79.9
San Dimas as a place to retire	69.1	68.7	77.3	68.3	71.6	70.1	69.8
San Dimas as a place to shop and dine	40.0	41.0	42.1	41.1	38.4	41.8	53.7
San Dimas as a place to work	36.8	44.4	30.8	39.4	42.6	29.3	38.0

TABLE 3 RATING CITY OF SAN DIMAS BY IDENTIFY AS LGBTQ, SURVEY LANGUAGE & CHILD UNDER 18 IN HSLD (SHOWING % EXCELLENT & GOOD)

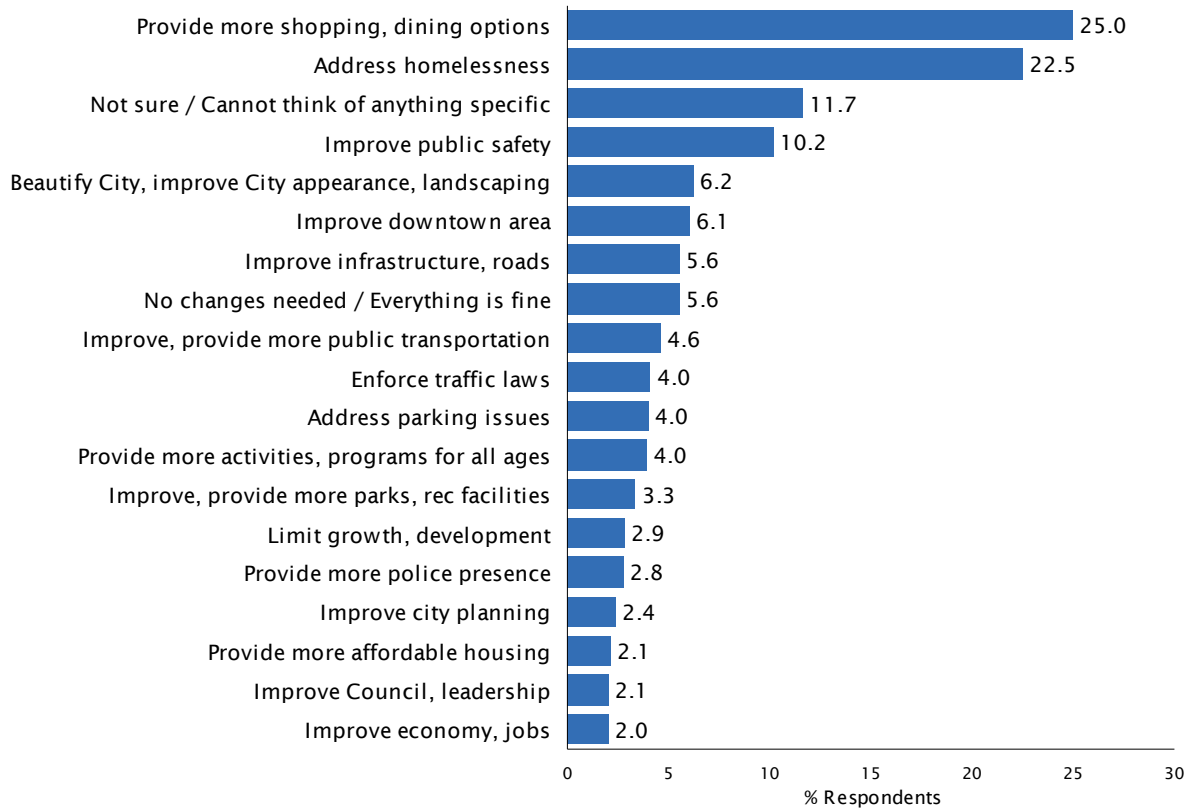
	Identify as LGBTQ (QD7)		Survey Language			Child Under 18 in HslD (QD3)	
	Yes	No	English	Spanish	Chinese	Yes	No
The overall quality of life in San Dimas	82.9	88.6	86.7	91.8	79.8	84.4	88.5
San Dimas as a place to raise a family	70.6	84.9	82.4	98.4	59.8	88.6	79.8
San Dimas as a place to retire	59.0	71.5	69.1	74.9	62.7	69.2	69.8
San Dimas as a place to shop and dine	56.9	40.7	41.4	40.3	24.4	33.9	44.8
San Dimas as a place to work	26.6	40.8	38.9	41.0	19.2	38.6	38.2

CHANGES TO IMPROVE SAN DIMAS The next question in this series asked residents to indicate the one thing that city government could *change* to make San Dimas a better place to live. Question 3 was presented in an open-ended manner, allowing residents to mention any aspect or attribute that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 2 on the next page.

Close to one-in-five respondents could not think of a desired change (12%) or stated flatly that no changes are needed (6%). Among the specific changes desired to make San Dimas a better place to live, providing more shopping and dining options was the most commonly mentioned (25%), followed by addressing homelessness (23%) and improving public safety (10%). Other desired changes mentioned by at least 5% of respondents included beautifying the City/improving appearance and landscaping (6%), improving the downtown area (6%), and improving infrastructure and roads (6%).

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

FIGURE 2 CHANGES TO IMPROVE CITY



CITY SERVICES

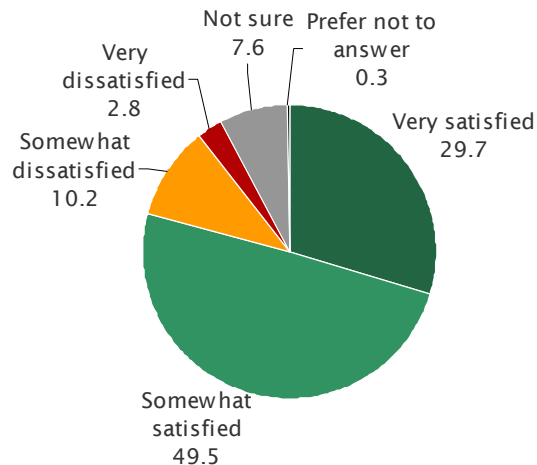
After measuring respondents' perceptions of the quality of life in San Dimas, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

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

As shown in Figure 3, approximately eight-in-ten San Dimas residents indicated they were either very (30%) or somewhat (50%) satisfied with the City's efforts to provide municipal services. Thirteen percent (13%) were very or somewhat dissatisfied, whereas 8% were unsure or unwilling to share their opinion.

Question 4 *Next, I would like to ask a series of questions about services provided by the City of San Dimas. Generally speaking, are you satisfied or dissatisfied with the job the City of San Dimas is doing to provide city services?*

FIGURE 3 OVERALL SATISFACTION



The next three figures display how residents' opinions about the City's overall performance in providing municipal services varied by years in San Dimas, survey language, whether the respondents identify as LGBTQ, home ownership status, ethnicity, presence of a child in the household, age, and gender, with satisfaction ranging from a low of 62% to a high of 90% across subgroups. When compared to their respective counterparts, those who took the survey in English or Spanish, resident who identify as LGBTQ, renters, those in an ethnic group other than Asian, and residents 18 to 34 years of age or 65 years and older were the most likely to report being satisfied with the City's performance in providing municipal services. Additionally, 46% of residents 65 years and older were *very* satisfied with the City's performance, much higher than any other subgroup.

FIGURE 4 OVERALL SATISFACTION BY YEARS IN SAN DIMAS, SURVEY LANGUAGE & IDENTIFY AS LGBTQ

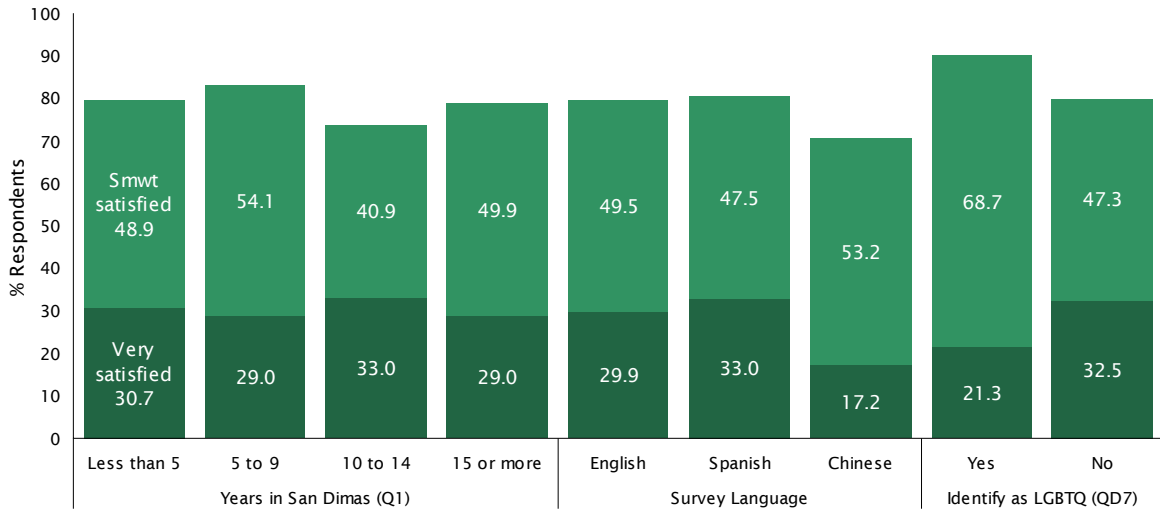


FIGURE 5 OVERALL SATISFACTION BY HOME OWNERSHIP STATUS, ETHNICITY & CHILD UNDER 18 IN HSLD

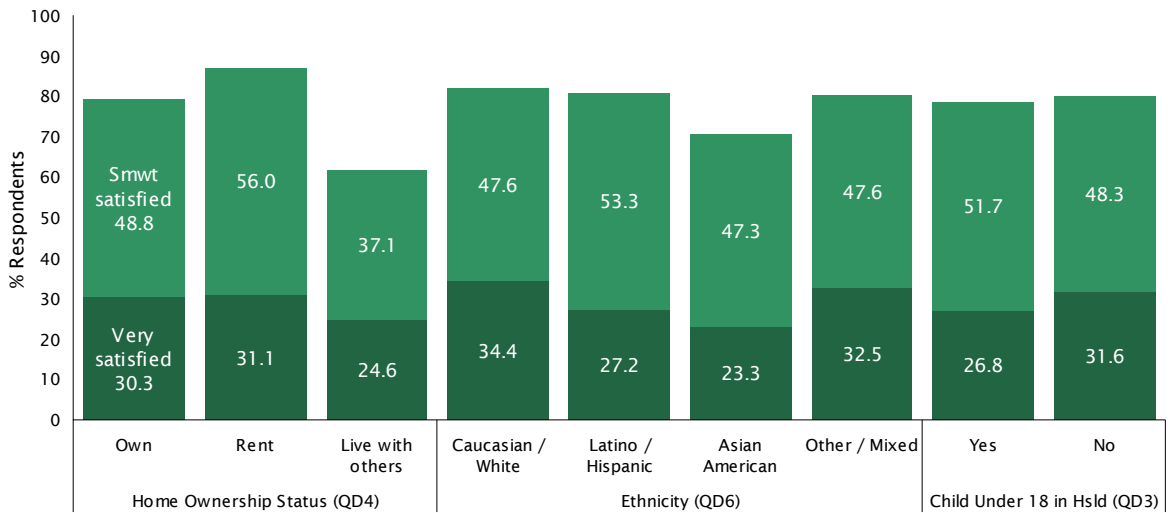
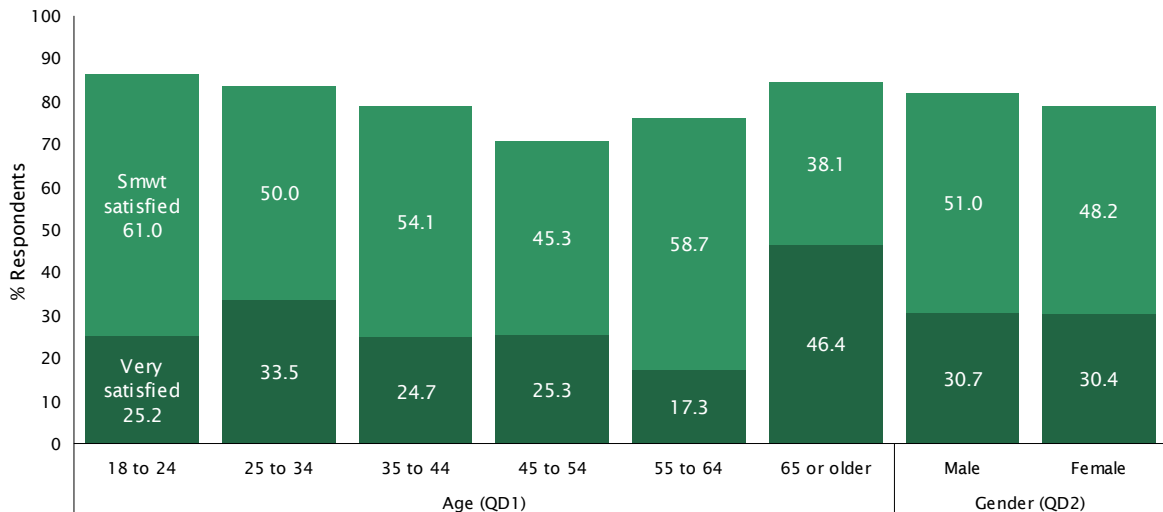


FIGURE 6 OVERALL SATISFACTION BY AGE & GENDER

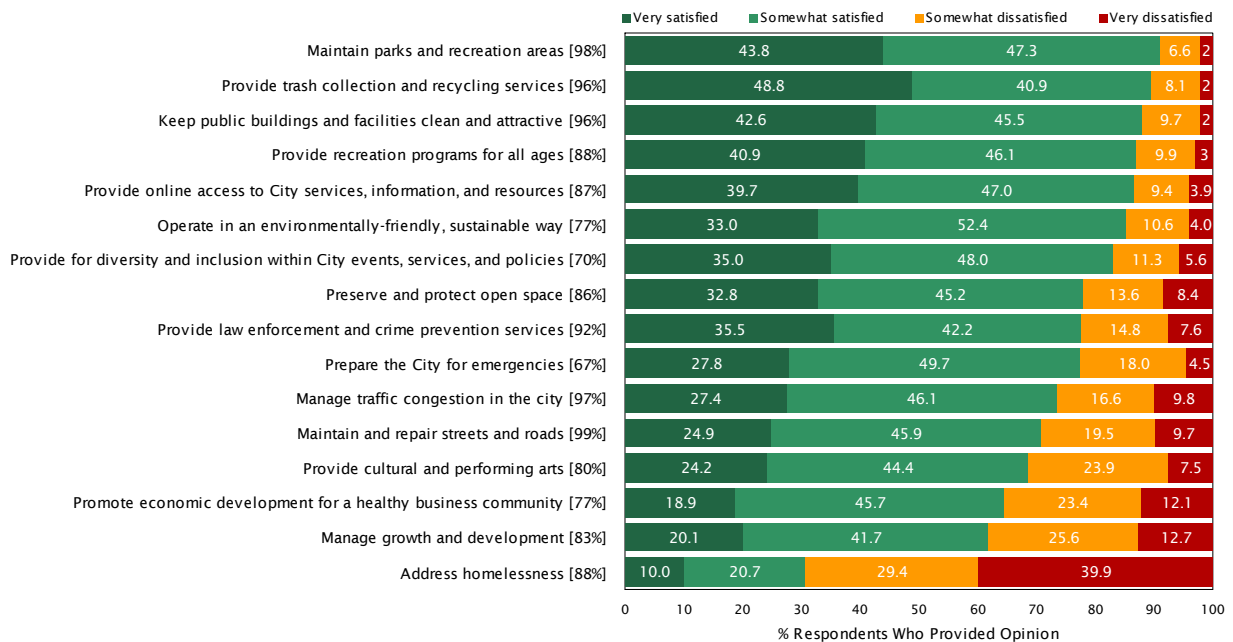


SPECIFIC SERVICES Whereas Question 4 addressed the City’s *overall* performance in providing municipal services, Question 5 asked respondents to rate their satisfaction with the City’s efforts to provide each of the *specific* services shown in Figure 7. For comparison purposes between the services, only respondents who held an opinion (either satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (either satisfied or dissatisfied) is presented in brackets beside the service label in the figure, while the bars represent the answers of those with an opinion. Thus, for example, of the 98% of respondents who expressed an opinion regarding the City’s efforts to maintain parks and recreation areas, 44% indicated they were very satisfied and 47% offered that they were somewhat satisfied.

At the top of the list, respondents were most satisfied with the City’s efforts to maintain parks and recreation areas (91% very or somewhat satisfied), provide trash collection and recycling services (90%), keep public buildings and facilities clean and attractive (88%), provide recreation programs for all ages (87%), and provide online access to city services, information, and resources (87%). At the other end of the spectrum, respondents were less satisfied with the City’s efforts to address homelessness (31%).

Question 5 *For each of the services I read, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service. Are you satisfied or dissatisfied with the city's efforts to: _____, or do you not have an opinion?*

FIGURE 7 SATISFACTION WITH SERVICES



DIFFERENTIATORS OF OPINION For the interested reader, Table 4 displays how the level of satisfaction with each specific service tested in Question 5 varied according to residents’ overall performance ratings for the City (see *Overall Satisfaction* on page 11). The table divides the 80% of residents who were satisfied with the City’s *overall performance* (Question 4) into one group and the 13% who were dissatisfied into a second group. The percentage figures in the columns indicate the percentage of respondents in the group that were satisfied with the identified service. Also displayed in the far right column is the difference between the two groups in terms of the percentage who indicated they were satisfied with the City’s efforts to provide each service tested in Question 5. For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

Thus, for example, among those who were generally satisfied with the City’s overall performance in providing municipal services, 85% were also satisfied with the City’s efforts to provide law enforcement and crime prevention services, whereas just 34% of those generally dissatisfied with the City’s overall performance were satisfied with this specific service area. This results in a large gap in satisfaction between these two groups (51%) for this service.

When compared with their counterparts, those satisfied with the City’s performance in providing services *overall* were also more likely to express satisfaction with the City’s efforts to provide each of the individual services tested in Question 5. With that said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City’s efforts to provide law enforcement and crime prevention services, manage growth and development, preserve and protect open space, and prepare the City for emergencies.

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City’s efforts to provide recreation programs for all ages, maintain parks and recreation areas, and keep public buildings and facilities clean and attractive.

TABLE 4 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION

		City’s Overall Performance (Q4)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied With Each Service	Provide law enforcement and crime prevention services	84.7	34.1	50.6
	Manage growth and development	69.8	24.0	45.8
	Preserve and protect open space	84.8	39.8	45.0
	Prepare the City for emergencies	83.6	39.4	44.2
	Promote economic development for a healthy business community	72.2	29.7	42.5
	Maintain and repair streets and roads	76.9	36.3	40.6
	Operate in an environmentally-friendly, sustainable way	90.5	53.9	36.7
	Manage traffic congestion in the city	78.7	46.6	32.1
	Provide online access to City services, information, and resources	91.6	60.3	31.3
	Provide for diversity and inclusion within City events, services, policies	87.3	57.1	30.2
	Provide trash collection and recycling services	94.2	64.1	30.1
	Address homelessness	35.0	5.1	29.9
	Provide cultural and performing arts	72.6	43.8	28.9
	Keep public buildings and facilities clean and attractive	91.2	70.1	21.1
	Maintain parks and recreation areas	93.7	75.2	18.5
	Provide recreation programs for all ages	88.9	73.7	15.1

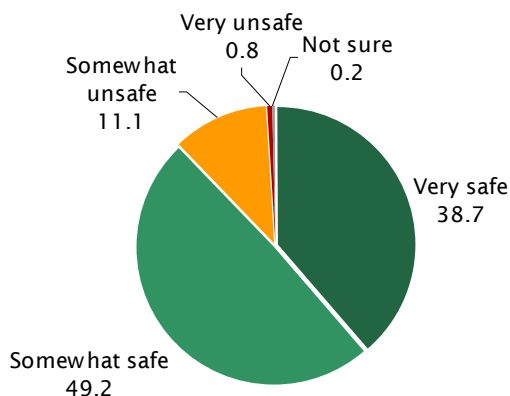
PUBLIC SAFETY

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

HOW SAFE IS SAN DIMAS AS A PLACE TO LIVE? The first question in this series asked respondents to rate the overall safety of San Dimas as a place to live. Eighty-eight percent (88%) of residents rated San Dimas as either very safe (39%) or somewhat safe (49%) as a place to live, with the remainder viewing the City as somewhat unsafe (11%), very unsafe (1%), or were unsure (<1%).

Question 6 Overall, how safe is San Dimas as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?

FIGURE 8 OPINION OF CITY SAFETY



Figures 9-11 on the next page show how residents' assessments of safety within San Dimas varied across subgroups. With the exception of the small subgroup of residents who were dissatisfied with the job the City is doing to provide services, at least 83% of respondents in each subgroup rated San Dimas as a safe place to live. Examining the intensity of ratings, residents who have lived in the City at least ten years, those who took the survey in English or Spanish, respondents who identify as LGBTQ, those who live with others and do not rent or own, residents with no children in the home, those 18 to 24 years of age, and those very satisfied with the job the City is doing to provide services were the most likely to rate the City as *very safe*.

FIGURE 9 OPINION OF CITY SAFETY BY YEARS IN SAN DIMAS, SURVEY LANGUAGE & IDENTIFY AS LGBTQ

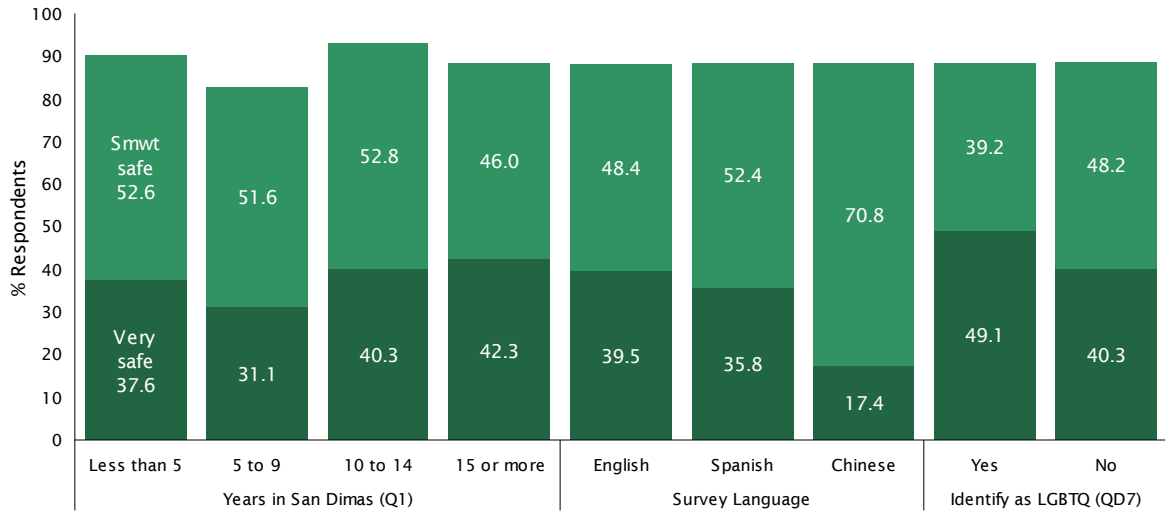


FIGURE 10 OPINION OF CITY SAFETY BY HOME OWNERSHIP STATUS, ETHNICITY & CHILD UNDER 18 IN HSLD

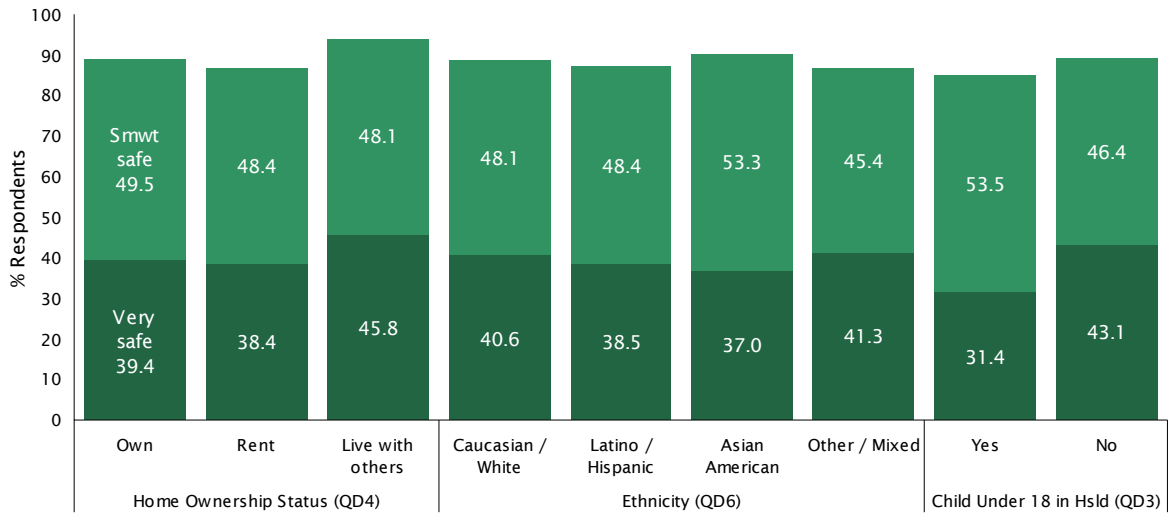
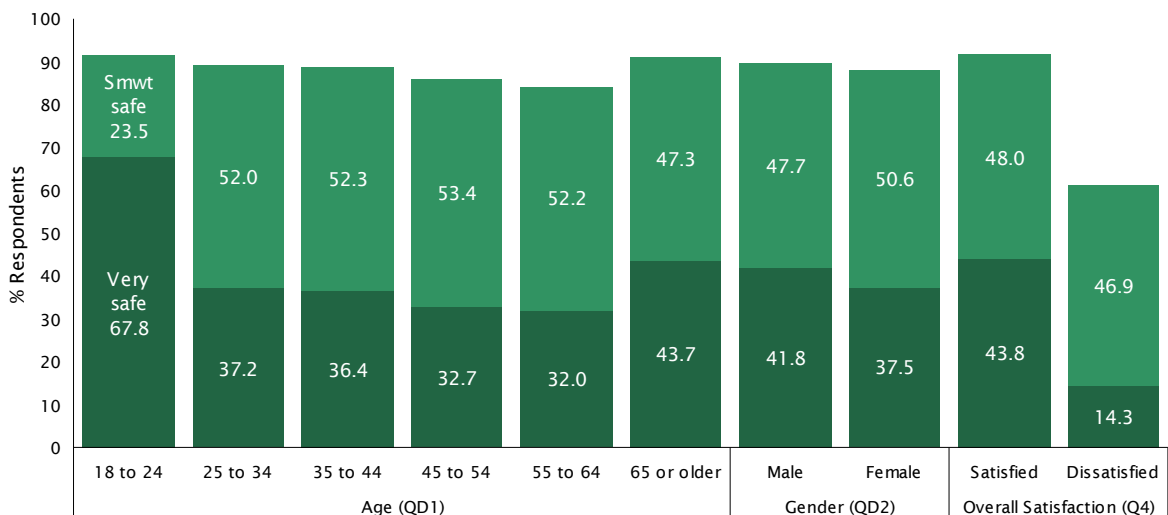


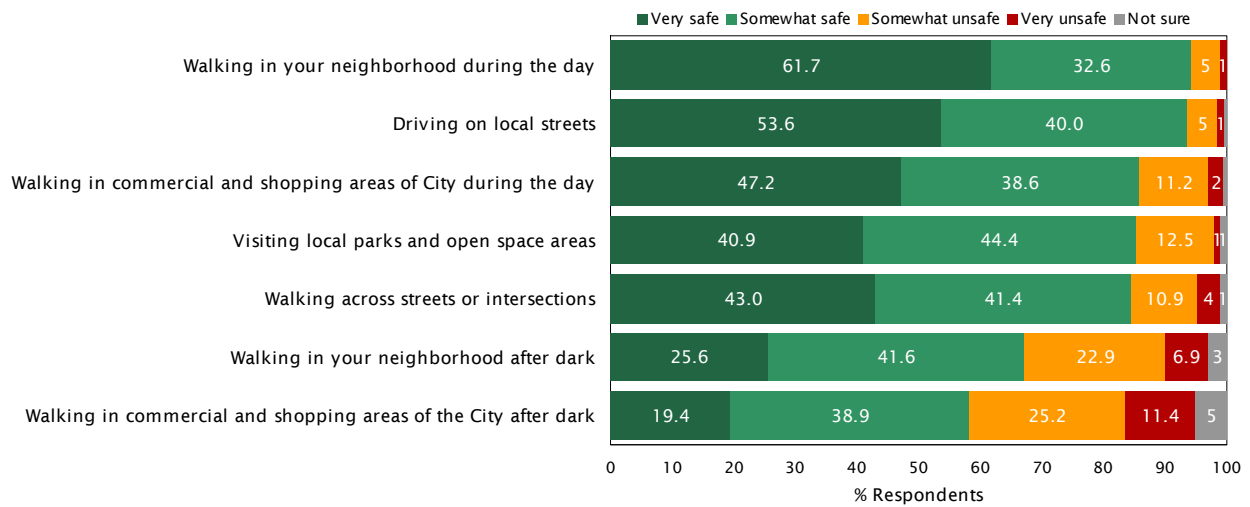
FIGURE 11 OPINION OF CITY SAFETY BY AGE, GENDER & OVERALL SATISFACTION



SAFETY IN SPECIFIC SCENARIOS Whereas Question 6 asked respondents to rate the overall safety of San Dimas as a place to live, Question 7 presented the seven specific scenarios listed to the left of Figure 12 and asked residents to describe how safe they feel in each scenario using the scale shown at the top of the figure.

Question 7 *When you are: _____, would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?*

FIGURE 12 SAFETY RATINGS BY SCENARIO



As shown in Figure 12, residents’ perceived safety varied depending on the scenario. Residents indicated that they felt safest walking in their neighborhood during the day and driving on local streets (each 94% very or somewhat safe), followed by walking in commercial and shopping areas of the City during the day (86%), visiting local parks and open space areas (85%), and walking across streets or intersections (84%). Two-thirds (67%) of residents felt safe walking in their neighborhood after dark, while nearly six-in-ten (58%) felt safe walking in commercial and shopping areas of the City after dark. The percentage of residents who felt *very* safe in each scenario ranged from a low of 19% when walking in commercial and shopping areas of the City after dark to a high of 62% when walking in their neighborhood during the day.

Figures 13 to 15 on the next page show how feelings of safety in each scenario varied by age, gender, home ownership status, ethnicity, whether they identify as LGBTQ, survey language, and presence of a child in the home.

FIGURE 13 SAFETY RATINGS BY SCENARIO BY AGE & GENDER (SHOWING % VERY & SOMEWHAT SAFE)

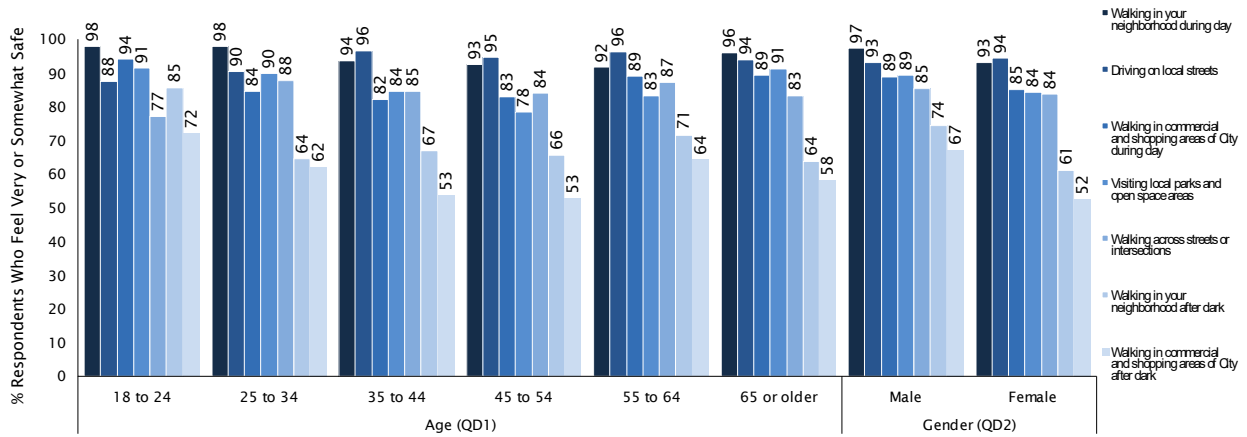


FIGURE 14 SAFETY RATINGS BY SCENARIO BY HOME OWNERSHIP STATUS & ETHNICITY (SHOWING % VERY & SOMEWHAT SAFE)

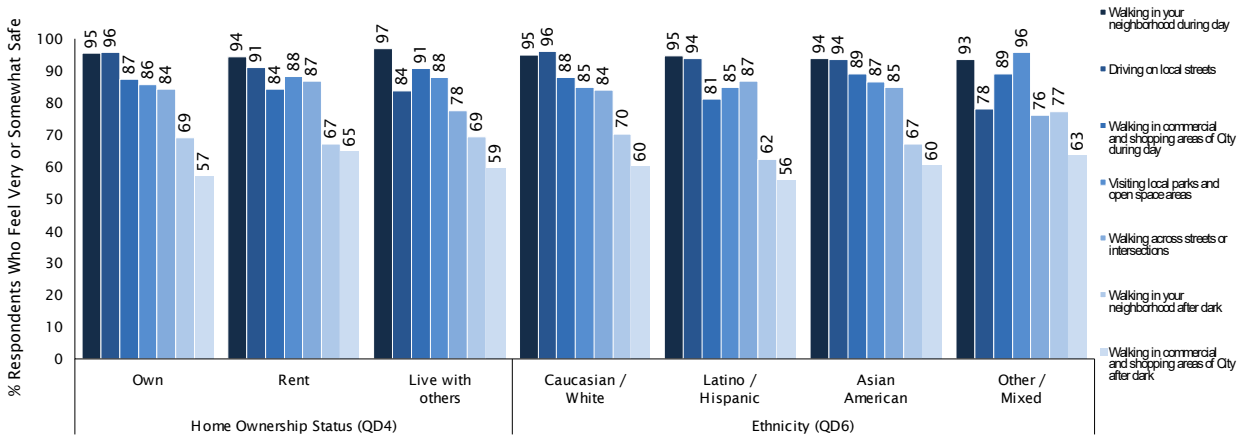
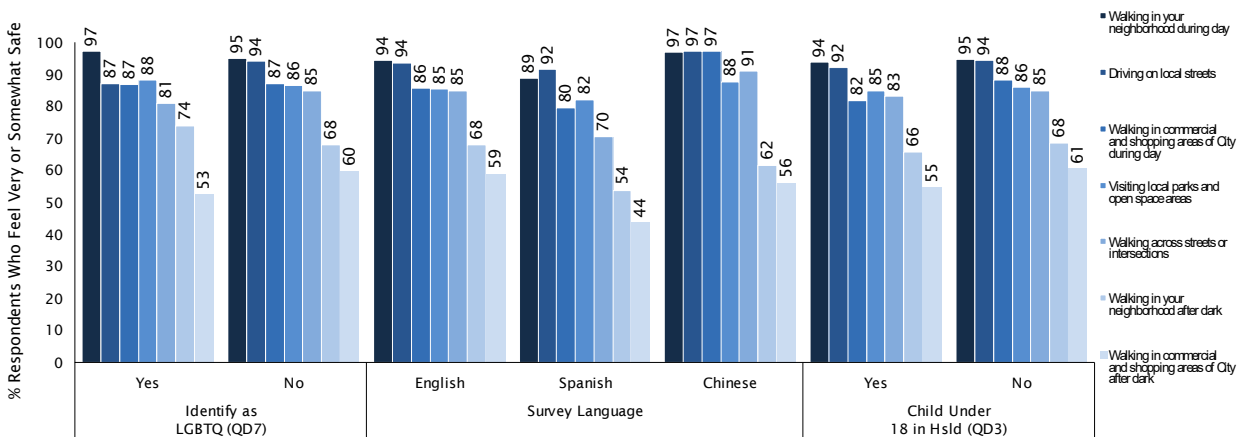


FIGURE 15 SAFETY RATINGS BY SCENARIO BY IDENTIFY AS LGBTQ, SURVEY LANGUAGE & CHILD UNDER 18 (SHOWING % VERY & SOMEWHAT SAFE)



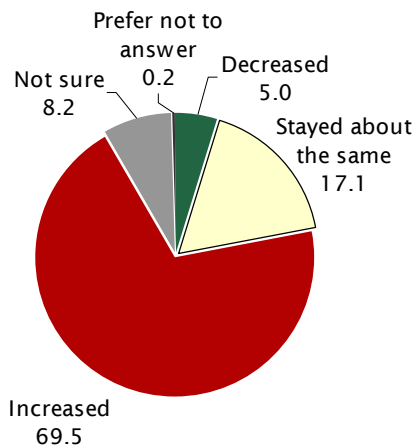
HOMELESSNESS

Homelessness is especially visible in California, as more than two-thirds of California's homeless are unsheltered—living in parks, along streets, or other areas not meant for habitation. The rate of unsheltered homeless in California is the highest in the nation.² Recognizing that this was likely to be a topic of interest for residents, the survey included several questions to profile residents' perceptions and opinions as they relate to homelessness in San Dimas.

HAS THE AMOUNT OF HOMELESS PEOPLE CHANGED? The first question in this series simply asked respondents whether, over the past three years, they perceive that the amount of homeless people in San Dimas has decreased, stayed about the same, or increased. As shown in Figure 16 below, 70% of respondents perceived that the amount of homeless in the City of San Dimas has increased during the past three years, whereas 17% perceived it to be about the same. Just five percent (5%) felt that the homeless population in San Dimas has decreased during this period, while an additional 8% were unsure or preferred to not answer the question.

Question 8 *Next I have a few questions about homelessness in San Dimas. Over the past three years, would you say the amount of homeless people you have observed in San Dimas has decreased, stayed about the same, or increased?*

FIGURE 16 OPINION OF HOMELESS POPULATION



Figures 17-19 on the next page show how the percentage of respondents who perceived the number of homeless in San Dimas to have increased during the past three years varied across demographic subgroups of residents. Overall, residents who have lived in the City for 10 to 14 years, those who took the survey in Spanish, respondents that identify as LGBTQ, residents with an ethnicity other than Asian, those with children in the home, respondents between 35 and 54 years of age, female respondents, and residents dissatisfied with the City's overall performance in providing municipal services were the most likely to indicate that the homeless population in the City has increased during the last three years.

2. Source: *A Snapshot of Homelessness in California*, Public Policy Institute of California (February 2019).

FIGURE 17 OPINION OF HOMELESS POPULATION BY YEARS IN SAN DIMAS, SURVEY LANGUAGE & IDENTIFY AS LGBTQ

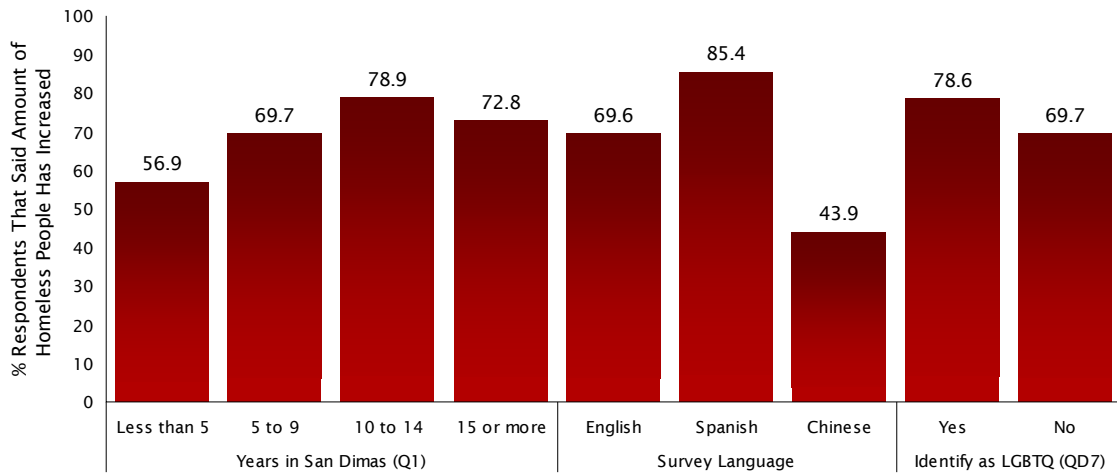


FIGURE 18 OPINION OF HOMELESS POPULATION BY HOME OWNERSHIP STATUS, ETHNICITY & CHILD UNDER 18 IN HSLD

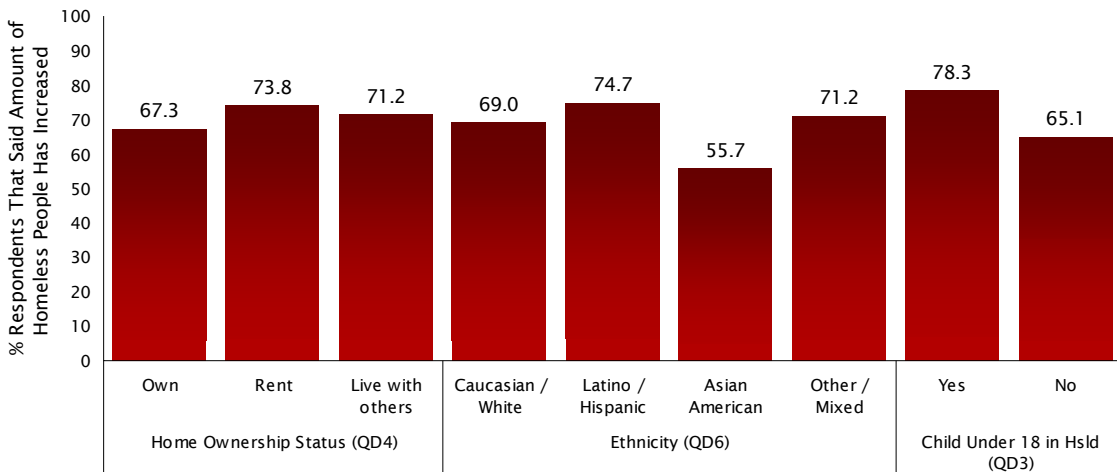
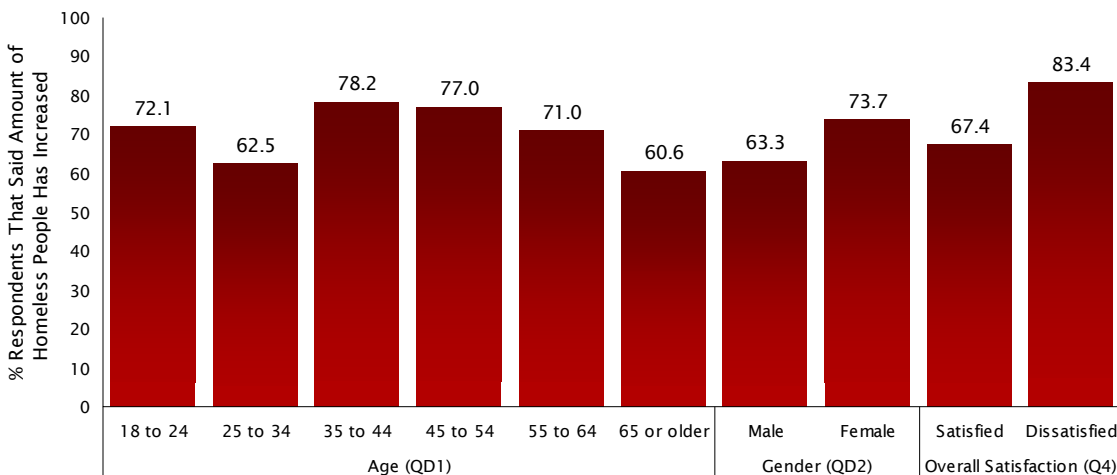


FIGURE 19 OPINION OF HOMELESS POPULATION BY AGE, GENDER & OVERALL SATISFACTION

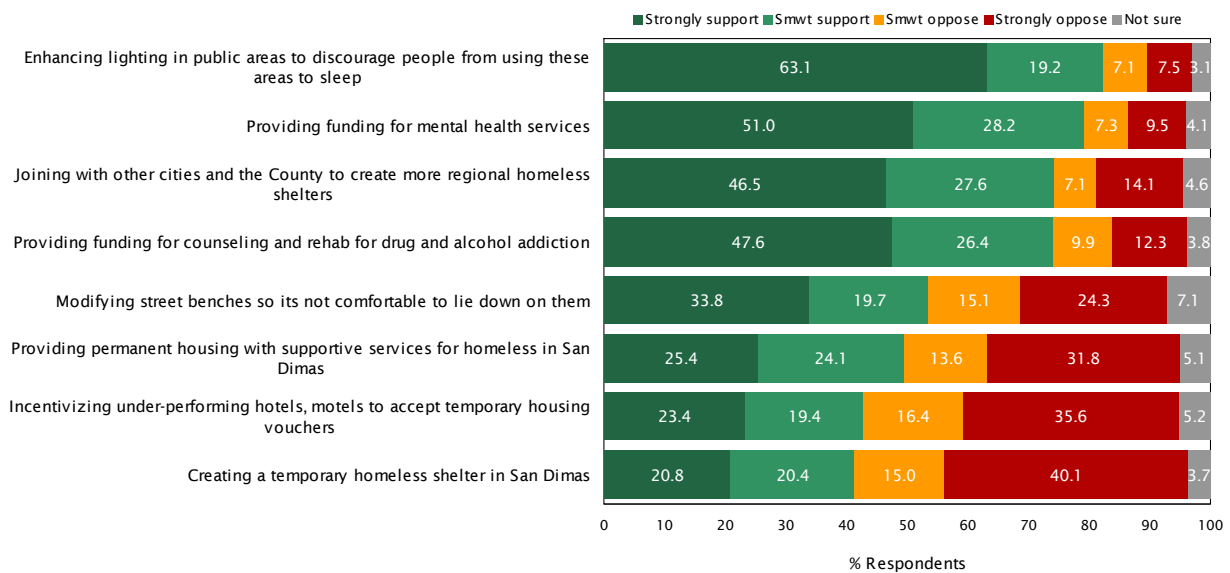


STRATEGIES TO ADDRESS HOMELESSNESS Respondents were next asked whether they support or oppose various strategies that could be used to address homelessness in San Dimas (see Figure 20). The most widespread support was found for enhancing lighting in public areas to discourage people from using these areas to sleep (82% strongly or somewhat support), followed by providing funding for mental health services (79%), joining with other cities and the County to create more regional homeless shelters (74%), and providing funding for counseling and rehab for drug and alcohol addiction (74%). A majority of residents also supported modifying street benches so it's not comfortable to lie down on them (54%) and providing permanent housing with supportive services for homeless in San Dimas (50%).

Among the eight strategies tested, support was lowest for creating a temporary homeless shelter in San Dimas (41%) and incentivizing under-performing hotels and motels to accept temporary housing vouchers (44%) as ways to address homelessness in San Dimas.

Question 9 *Next, I'd like to ask about whether you support or oppose several strategies for addressing homelessness in San Dimas.*

FIGURE 20 SUPPORT FOR STRATEGIES TO ADDRESS HOMELESSNESS



Tables 5 to 8 on the next page show the percentage of respondents who indicated that they *strongly* support each strategy by a variety of subgroups. To ease comparisons, the three strategies with the highest percentage of strong support are highlighted in green for each subgroup. Support for many of the strategies varied considerably by age, ethnicity, homeownership status, whether the respondent identifies as LGBTQ, and survey language, with more than a 20 percentage point difference within those subgroups for at least half of the strategies. The largest differences in strong support were evidenced for providing funding for mental health services (age, home ownership status, identify as LGBTQ, and survey language) and providing funding for counseling and rehab for drug and alcohol addiction (age, ethnicity, home ownership status, identify as LGBTQ, and survey language).

TABLE 5 SUPPORT FOR STRATEGIES TO ADDRESS HOMELESSNESS BY AGE (SHOWING % STRONGLY SUPPORT)

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Enhancing lighting in public areas to discourage people from using these areas to sleep	52.3	55.0	67.0	74.1	58.7	64.1
Providing funding for mental health services	83.9	59.5	53.9	34.5	46.1	52.6
Providing funding for counseling and rehab for drug and alcohol addiction	82.8	56.5	51.0	32.2	39.9	49.1
Joining with other cities and the County to create more regional homeless shelters	60.4	63.5	45.3	36.9	40.1	46.6
Modifying street benches so its not comfortable to lie down on them	15.0	26.7	37.5	39.9	32.0	38.6
Providing permanent housing with supportive services for homeless in San Dimas	40.2	41.5	24.9	11.8	25.0	22.8
Incentivizing under-performing hotels, motels to accept temporary housing vouchers	26.9	42.8	22.5	10.0	13.6	28.4
Creating a temporary homeless shelter in San Dimas	39.1	39.8	16.4	6.3	14.1	21.3

TABLE 6 SUPPORT FOR STRATEGIES TO ADDRESS HOMELESSNESS BY GENDER & ETHNICITY (SHOWING % STRONGLY SUPPORT)

	Gender (QD2)		Ethnicity (QD6)			
	Male	Female	Caucasian / White	Latino / Hispanic	Asian American	Other / Mixed
Enhancing lighting in public areas to discourage people from using these areas to sleep	58.9	66.4	62.1	69.8	59.5	48.6
Providing funding for mental health services	47.7	55.4	51.7	47.6	51.2	70.6
Providing funding for counseling and rehab for drug and alcohol addiction	43.9	52.8	47.0	44.3	48.5	74.7
Joining with other cities and the County to create more regional homeless shelters	41.7	53.0	43.8	48.1	45.4	63.9
Modifying street benches so its not comfortable to lie down on them	36.1	30.3	33.1	39.4	29.8	23.7
Providing permanent housing with supportive services for homeless in San Dimas	24.0	27.8	22.1	22.6	25.8	57.5
Incentivizing under-performing hotels, motels to accept temporary housing vouchers	20.8	27.4	21.3	22.9	25.7	38.1
Creating a temporary homeless shelter in San Dimas	21.9	20.8	18.9	17.6	22.5	44.0

TABLE 7 SUPPORT FOR STRATEGIES TO ADDRESS HOMELESSNESS BY HOME OWNERSHIP STATUS & OPINION OF HOMELESS POPULATION IN PAST 3 YEARS (SHOWING % STRONGLY SUPPORT)

	Home Ownership Status (QD4)			Opinion of Homeless Population in Past 3 Years (Q8)		
	Own	Rent	Live with others	Decreased	Same	Increased
Enhancing lighting in public areas to discourage people from using these areas to sleep	65.5	58.8	49.2	72.4	54.0	66.4
Providing funding for mental health services	43.9	65.3	78.5	56.3	53.8	48.6
Providing funding for counseling and rehab for drug and alcohol addiction	39.4	65.5	72.5	53.1	47.2	45.9
Joining with other cities and the County to create more regional homeless shelters	40.9	59.5	66.3	65.7	53.1	44.0
Modifying street benches so its not comfortable to lie down on them	38.6	23.4	18.7	40.2	22.9	37.7
Providing permanent housing with supportive services for homeless in San Dimas	20.1	37.6	44.5	34.7	26.2	23.4
Incentivizing under-performing hotels, motels to accept temporary housing vouchers	16.9	36.2	47.1	32.4	24.0	22.6
Creating a temporary homeless shelter in San Dimas	13.8	34.2	38.6	30.9	25.0	18.4

TABLE 8 SUPPORT FOR STRATEGIES TO ADDRESS HOMELESSNESS BY IDENTIFY AS LGBTQ, SURVEY LANGUAGE & CHILD UNDER 18 IN HSLD (SHOWING % STRONGLY SUPPORT)

	Identify as LGBTQ (QD7)		Survey Language			Child Under 18 in Hsld (QD3)	
	Yes	No	English	Spanish	Chinese	Yes	No
Enhancing lighting in public areas to discourage people from using these areas to sleep	53.7	63.6	62.3	81.1	64.8	71.9	58.3
Providing funding for mental health services	84.3	48.9	52.8	42.6	8.3	46.1	54.2
Providing funding for counseling and rehab for drug and alcohol addiction	77.0	46.0	48.9	48.2	9.1	43.5	50.3
Joining with other cities and the County to create more regional homeless shelters	69.7	45.8	48.4	35.4	5.3	41.8	49.5
Modifying street benches so its not comfortable to lie down on them	23.6	34.4	32.9	55.1	31.9	36.8	32.0
Providing permanent housing with supportive services for homeless in San Dimas	58.4	23.3	26.6	13.3	6.5	23.5	26.9
Incentivizing under-performing hotels, motels to accept temporary housing vouchers	38.7	23.0	24.1	21.0	5.3	21.0	25.0
Creating a temporary homeless shelter in San Dimas	47.9	18.8	21.4	16.7	6.5	16.8	23.2

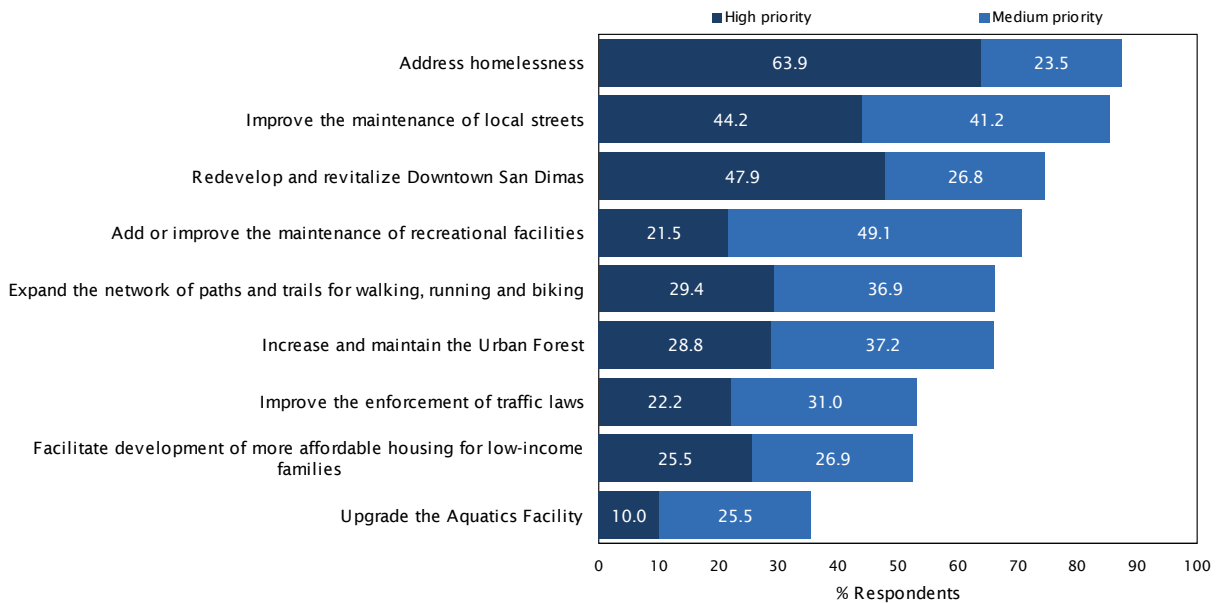
PRIORITIES

It is often the case that residents’ desires for public facilities and programs exceed a city’s financial resources. In such cases, a city must prioritize services based upon a variety of factors, including the preferences and needs of residents.

SPENDING PRIORITIES Question 10 was designed to provide San Dimas with a reliable measure of how residents, as a whole, prioritize a variety of projects and services to which the City could allocate resources in the future. The format of the question was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the services and facilities that may be desired by residents, respondents were asked whether each item shown in Figure 21 should be a high, medium, or low priority for future city spending—or if the City should not spend money on the item at all. To encourage a sense of competition, respondents were instructed that not all of the projects and services could be high priorities.

Question 10 *The City of San Dimas has the resources to provide some of the services and facilities desired by residents. However, because it can't fund every service, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 21 SPENDING PRIORITIES



The projects and services are sorted in Figure 21 from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the items tested, addressing homelessness was assigned the highest priority (87% high or medium priority), followed by improving the maintenance of local streets (85%) and redeveloping and revitalizing Downtown San Dimas (75%).

When compared to the other projects and services tested, San Dimas residents assigned a lower priority to upgrading the Aquatics Facility (36%), facilitating the development of more affordable housing for low-income families (52%), and improving the enforcement of traffic laws (53%).

The tables below show how the percentage of respondents who rated each item a *high* priority varied by age, gender, home ownership status, ethnicity, whether the respondent identifies as LGBTQ, survey language, and presence of a child in the home. To ease comparisons, the top three high priority items are highlighted in green for each subgroup. Although facilitating the development of more affordable housing for low-income families ranked toward the bottom of the list overall (see Figure 21 on previous page), it was a top priority among residents under 35 years of age, those who live with others (do not own or rent), respondents with an ethnicity of other/mixed, and those who identify as LGBTQ.

TABLE 9 SPENDING PRIORITIES BY AGE & GENDER (SHOWING % HIGH PRIORITY)

	Age (QD1)						Gender (QD2)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
Address homelessness	62.6	66.6	67.4	68.9	61.4	59.8	60.3	66.9
Redevelop and revitalize Downtown San Dimas	41.1	46.1	51.5	58.6	50.2	41.6	46.5	51.1
Improve the maintenance of local streets	42.7	33.2	42.4	43.5	38.2	56.9	47.7	40.8
Expand the network of paths and trails for walking, running and biking	38.6	31.1	33.2	24.8	30.4	24.3	30.4	28.1
Increase and maintain the Urban Forest	42.2	32.5	26.4	27.1	27.0	26.2	28.8	28.1
Facilitate the development of more affordable housing for low-income families	60.2	48.0	17.6	12.7	15.7	21.6	23.9	29.4
Improve the enforcement of traffic laws	18.6	9.4	12.6	24.5	22.9	36.0	20.6	21.7
Add or improve the maintenance of recreational facilities	29.6	19.5	22.7	18.4	18.9	23.8	20.5	22.5
Upgrade the Aquatics Facility	14.0	7.1	9.3	13.3	7.5	11.4	9.5	11.1

TABLE 10 SPENDING PRIORITIES BY HOME OWNERSHIP STATUS & ETHNICITY (SHOWING % HIGH PRIORITY)

	Home Ownership Status (QD4)			Ethnicity (QD6)			
	Own	Rent	Live with others	Caucasian / White	Latino / Hispanic	Asian American	Other / Mixed
Address homelessness	61.5	69.0	70.4	60.6	71.3	56.7	65.2
Redevelop and revitalize Downtown San Dimas	49.8	46.4	37.5	43.7	52.3	49.7	51.0
Improve the maintenance of local streets	44.1	43.9	31.0	41.5	47.9	44.0	42.5
Expand the network of paths and trails for walking, running and biking	30.4	26.3	29.4	25.8	28.9	34.6	44.6
Increase and maintain the Urban Forest	25.6	35.3	34.4	21.5	31.8	35.2	42.8
Facilitate the development of more affordable housing for low-income families	16.5	47.4	40.7	17.5	28.1	28.8	56.3
Improve the enforcement of traffic laws	23.9	16.6	7.2	21.0	23.5	28.8	9.2
Add or improve the maintenance of recreational facilities	20.5	27.7	0.0	17.3	24.6	25.5	26.7
Upgrade the Aquatics Facility	8.3	14.6	3.1	6.9	14.7	11.8	4.1

TABLE 11 SPENDING PRIORITIES BY IDENTIFY AS LGBTQ, SURVEY LANGUAGE & CHILD UNDER 18 IN HSLD (SHOWING % HIGH PRIORITY)

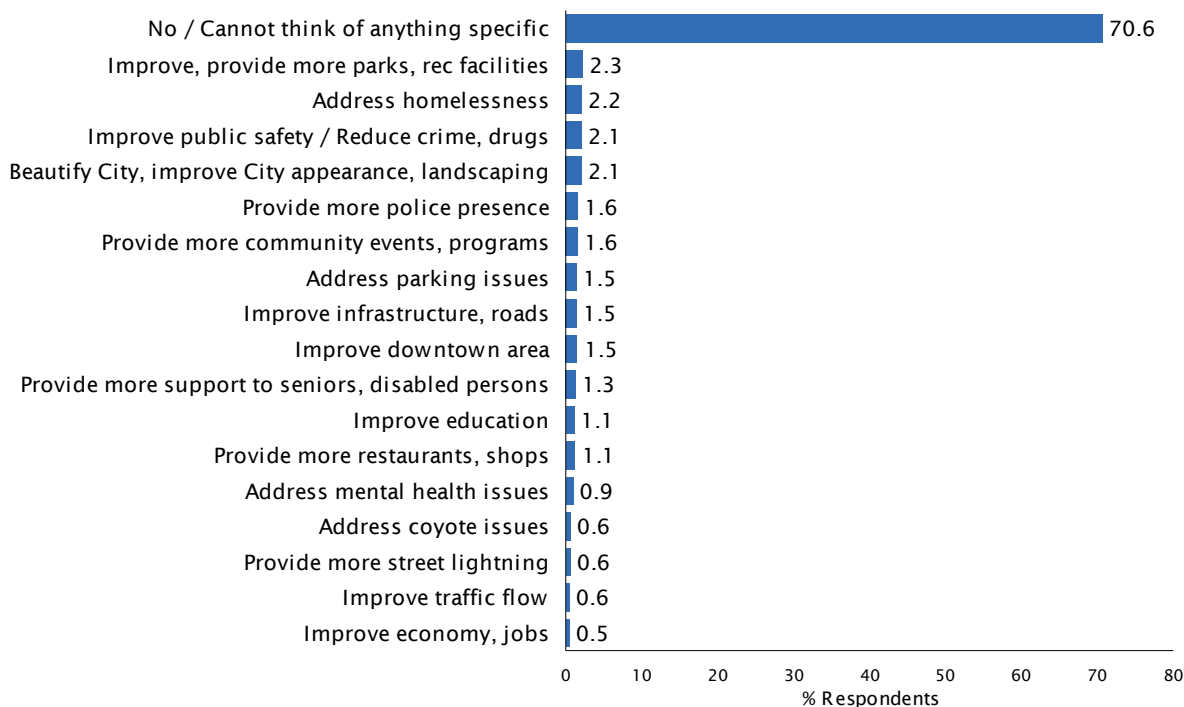
	Identify as LGBTQ (QD7)		Survey Language			Child Under 18 in HslD (QD3)	
	Yes	No	English	Spanish	Chinese	Yes	No
Address homelessness	65.5	64.0	63.6	73.0	61.8	70.5	60.0
Redevelop and revitalize Downtown San Dimas	42.2	49.5	48.1	52.0	37.1	52.1	46.0
Improve the maintenance of local streets	38.0	44.3	43.7	52.9	47.0	41.4	45.7
Expand the network of paths and trails for walking, running and biking	48.3	28.0	29.4	24.2	34.4	27.2	30.5
Increase and maintain the Urban Forest	33.1	28.3	28.5	29.4	36.3	25.1	30.6
Facilitate the development of more affordable housing for low-income families	51.5	23.8	26.1	23.6	9.3	22.5	27.5
Improve the enforcement of traffic laws	16.3	22.0	22.1	29.1	16.6	15.6	24.9
Add or improve the maintenance of recreational facilities	40.5	20.1	22.0	15.7	15.6	22.8	20.5
Upgrade the Aquatics Facility	5.8	10.4	9.9	12.7	8.1	12.3	8.5

ADDITIONAL HIGH PRIORITIES? Recognizing that the list of projects and services tested in Question 10 was not exhaustive, the survey followed-up by asking respondents if there were any services or facilities *not* mentioned in Question 10 that they think should be a high priority for future city spending (Question 11). This question was asked in an open-ended manner, allowing respondents to mention any project that came to mind without being prompted by or restricted to a list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 22 below.

Seven-in-ten (71%) residents could not think of an additional service or facility that should be a high priority for future city spending, and no single suggestion was mentioned by more than 2% of respondents. Among the specific items that were mentioned, improving/providing more parks and recreation facilities (2%), addressing homelessness (2%), improving public safety and reducing crime/drugs (2%), and beautifying the City/improving the City’s appearance and landscaping (2%) were the top responses.

Question 11 *Is there a service or facility that I didn't mention that you think should be a high priority for future city spending?*

FIGURE 22 ADDITIONAL HIGH PRIORITY SERVICE, FACILITY



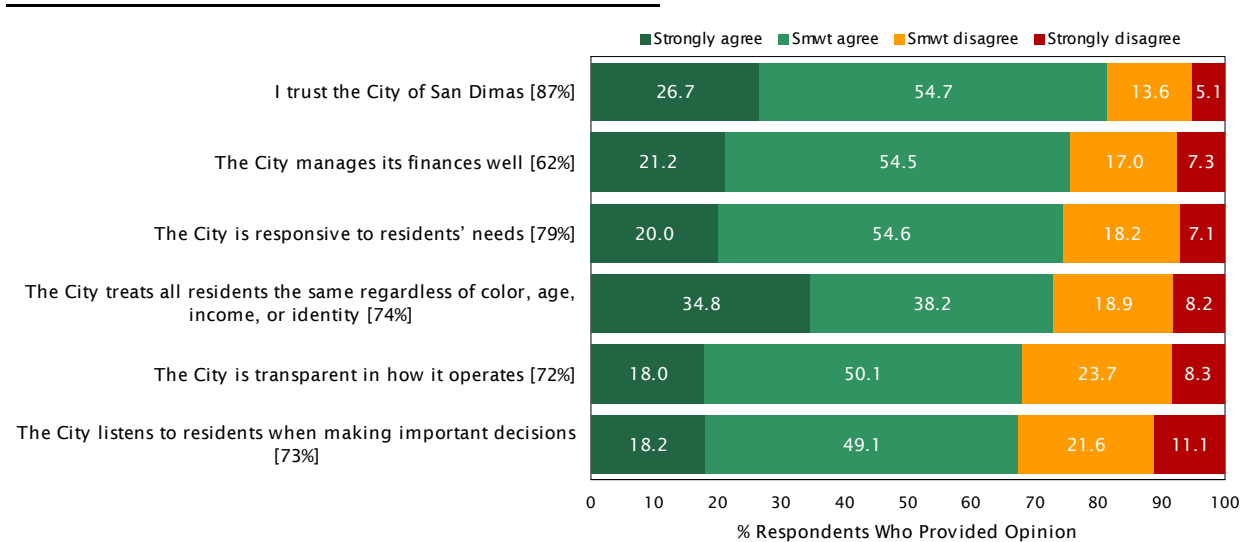
PUBLIC TRUST & SERVICE

Although much of the survey focused on residents’ satisfaction with the City’s efforts to provide specific services, as with other progressive cities San Dimas recognizes there is more to good local governance than simply providing satisfactory services. Do residents perceive that the City is responsive to their needs? Do residents feel that staff serves their needs in a professional manner? How well do residents trust the City, and do they view the City as fiscally responsible? Answers to questions like these are as important as service or policy-related questions in measuring the City’s performance in meeting residents’ needs. Accordingly, they were the focus of the next section of the interview.

PERCEPTIONS OF CITY GOVERNMENT The first question in this series was designed to measure how residents perceive the City on topics such as transparency, responsiveness, and fiscal accountability. For each of the six statements shown along the left of Figure 23, respondents were asked whether they agreed or disagreed with the statement, or if they had no opinion. For comparison purposes between the statements, only respondents who held an opinion (either agree or disagree) are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (either agree or disagree) is presented in brackets beside the statement label in the figure, while the bars represent the answers of those with an opinion. Thus, for example, of the 87% of respondents who expressed an opinion regarding their trust of the City, 81% agreed that they trust the City of San Dimas, whereas 19% disagreed.

Question 12 *Next, I'm going to read you a series of statements about the City of San Dimas. For each, I'd like you to tell me whether you agree or disagree with the statement.*

FIGURE 23 AGREEMENT WITH STATEMENTS



Overall, 87% of respondents with an opinion said that they trust the City of San Dimas, 76% felt the City manages its finances well, 75% felt the City is responsive to residents’ needs, and 73% agreed that the City treats all residents the same regardless of color, age, income, or identity. Approximately two-thirds of residents with an opinion also agreed that the City is transparent in how it operates (68%) and listens to residents when making important decisions (67%). For the

interested reader, tables 12 to 14 display agreement with each statement by a variety of demographic subgroups, among those with an opinion.

TABLE 12 AGREEMENT WITH STATEMENTS BY AGE & GENDER (SHOWING % STRONGLY & SOMEWHAT AGREE, AMONG THOSE WITH OPINION)

	Age (QD1)						Gender (QD2)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
I trust the City of San Dimas	78.3	79.4	77.1	77.9	81.2	91.6	84.0	81.2
The City manages its finances well	70.7	66.0	76.7	73.9	80.7	87.4	76.5	74.7
The City is responsive to residents' needs	78.1	70.9	74.2	69.8	78.3	79.8	76.4	76.0
The City treats all residents the same regardless of color, age, income, identity	67.5	70.7	61.7	74.4	77.3	82.8	81.4	64.8
The City is transparent in how it operates	63.7	69.1	62.6	57.7	73.3	80.7	75.0	63.3
The City listens to residents when making important decisions	72.0	67.5	60.9	61.3	64.0	78.1	71.1	67.1

TABLE 13 AGREEMENT WITH STATEMENTS BY HOME OWNERSHIP STATUS & ETHNICITY (SHOWING % STRONGLY & SOMEWHAT AGREE, AMONG THOSE WITH OPINION)

	Home Ownership Status (QD4)			Ethnicity (QD6)			
	Own	Rent	Live with others	Caucasian / White	Latino / Hispanic	Asian American	Other / Mixed
I trust the City of San Dimas	82.4	84.5	71.7	85.9	79.9	84.1	69.8
The City manages its finances well	79.1	75.2	53.0	79.1	74.3	80.9	62.6
The City is responsive to residents' needs	76.0	76.9	56.8	76.1	74.9	76.1	68.2
The City treats all residents the same regardless of color, age, income, identity	79.2	63.7	58.0	77.2	73.6	80.7	47.3
The City is transparent in how it operates	70.5	70.4	42.9	73.0	65.5	70.5	58.0
The City listens to residents when making important decisions	66.7	72.8	52.7	67.9	66.1	74.1	63.2

TABLE 14 AGREEMENT WITH STATEMENTS BY IDENTIFY AS LGBTQ, SURVEY LANGUAGE & CHILD UNDER 18 IN HSLD (SHOWING % STRONGLY & SOMEWHAT AGREE, AMONG THOSE WITH OPINION)

	Identify as LGBTQ (QD7)		Survey Language			Child Under 18 in HslD (QD3)	
	Yes	No	English	Spanish	Chinese	Yes	No
I trust the City of San Dimas	72.0	83.6	80.7	86.8	92.8	78.3	83.3
The City manages its finances well	69.5	77.0	75.0	79.9	100.0	72.7	77.0
The City is responsive to residents' needs	62.7	77.2	74.9	68.1	76.2	71.2	77.0
The City treats all residents the same regardless of color, age, income, identity	49.2	76.5	72.4	66.8	96.5	66.0	76.9
The City is transparent in how it operates	76.8	69.3	68.1	58.2	84.1	63.9	70.6
The City listens to residents when making important decisions	64.5	69.3	67.5	47.5	87.0	65.9	68.5

CITY STAFF The next question in this series asked if the respondent had been in contact with City of San Dimas staff in the 12 months prior to the interview. As shown in Figure 24 on the next page, 36% of respondents indicated they had been in contact with staff in the past 12 months. When compared with their respective counterparts, those who have lived in the City less than 15 years, those who took the survey in Spanish, residents who do not identify as LGBTQ, home owners, those with an ethnicity other than Asian, respondents with a child in the home, residents 35 to 54 years of age, and those dissatisfied with the job the City is doing to provide services were the most likely to report having contact with city staff in the past year (see figures 25-27).

Question 13 *In the past 12 months, have you been in contact with staff from the City of San Dimas?*

FIGURE 24 CITY STAFF CONTACT IN PAST 12 MONTHS

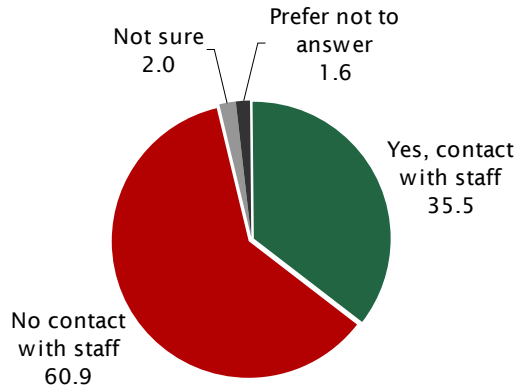


FIGURE 25 CITY STAFF CONTACT IN PAST 12 MONTHS BY YEARS IN SAN DIMAS, SURVEY LANGUAGE & IDENTIFY AS LGBTQ

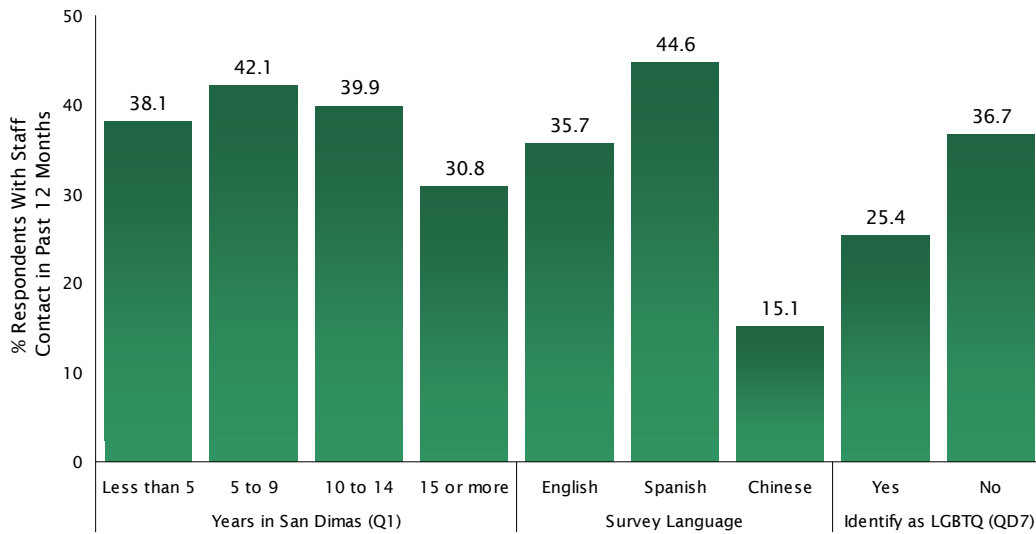


FIGURE 26 CITY STAFF CONTACT IN PAST 12 MONTHS BY HOME OWNERSHIP STATUS, ETHNICITY, CHILD UNDER 18 IN HSLD & SATISFACTION WITH COMMUNICATION

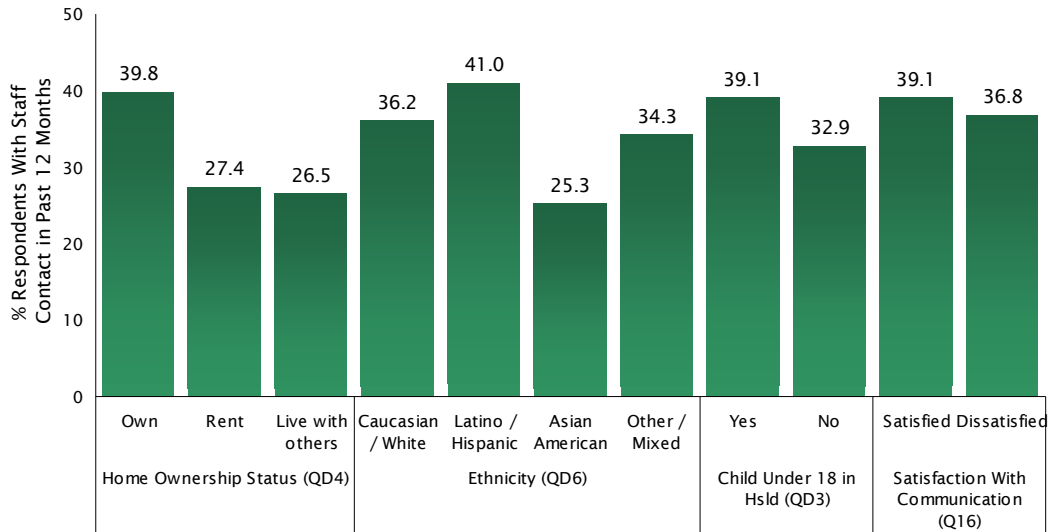
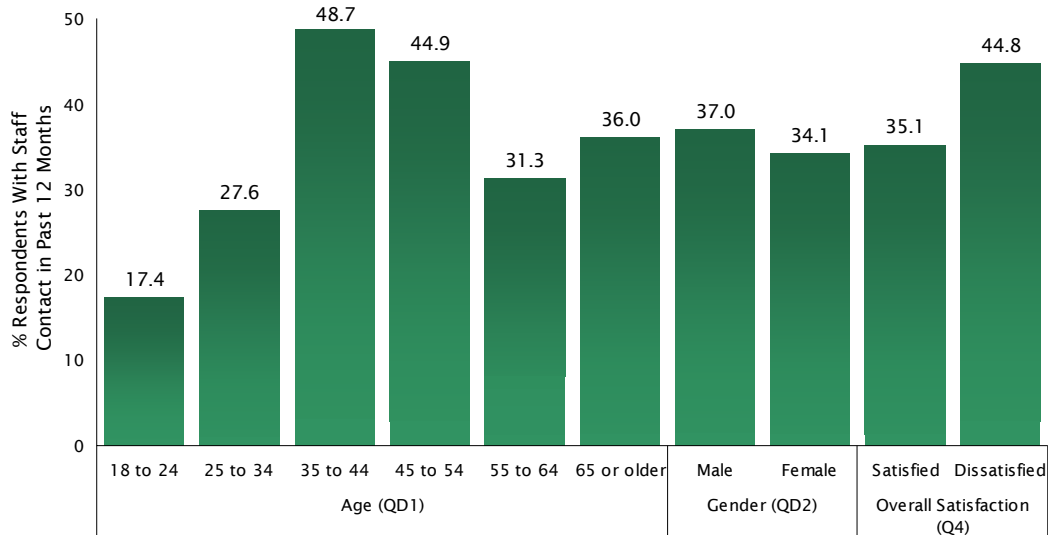


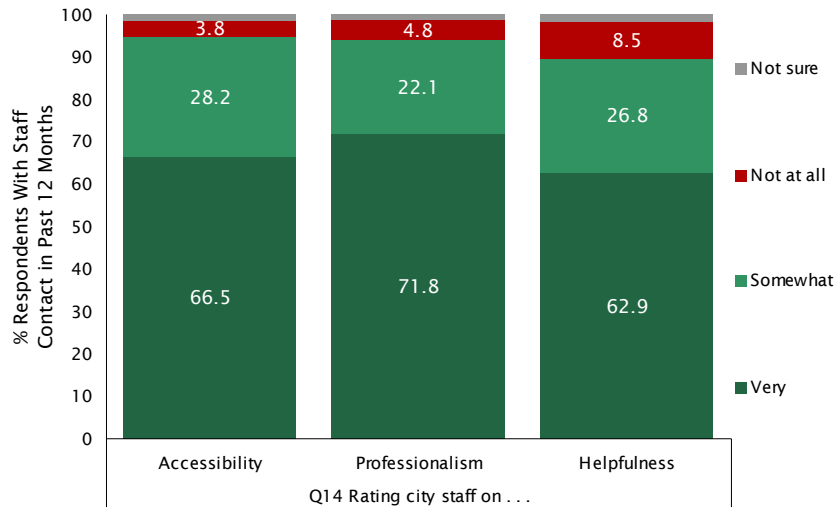
FIGURE 27 CITY STAFF CONTACT IN PAST 12 MONTHS BY AGE, GENDER & OVERALL SATISFACTION



ASSESSMENT OF CITY STAFF Residents who had contact with city staff in the past 12 months were subsequently asked to rate city staff on three dimensions: helpfulness, professionalism, and accessibility. As displayed in Figure 28 on the next page, San Dimas residents rated city staff high on all three dimensions tested, with approximately nine-in-ten residents rating staff as very or somewhat accessible (95%), professional (94%), and helpful (90%).

Question 14 In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____

FIGURE 28 RATING CITY STAFF



SALES TAX

One objective of this survey was to estimate residents' support for a potential three-quarter cent sales tax increase, which would provide approximately \$5,000,000 in annual revenue to fund city services. Proposed for a period of eight years, the sales tax would provide funding for general city services in the City of San Dimas, such as Sheriff's patrols, crime prevention, and 911 emergency response, keeping streets, sidewalks, infrastructure, parks, and facilities safe, clean, and well-maintained, addressing homelessness, removing trash and graffiti, traffic management, and other services. To this end, Question 15 was designed to assess baseline support for the proposed tax measure.

Question 15 *Next year, voters in San Dimas may be asked to vote on a local ballot measure. Let me read you a summary of the measure. To provide funding for general services in the City of San Dimas, such as; Sheriff's patrols, crime prevention, and 911 emergency response; keeping streets, sidewalks, infrastructure, parks, and facilities safe, clean, and well-maintained; addressing homelessness, removing trash and graffiti, traffic management, and other city services; shall an ordinance establishing a $\frac{3}{4}$ cent sales tax be adopted, providing approximately 5 million dollars annually for general government use for 8 years, with independent audits, citizen oversight, and all money locally controlled? If the election were held today, would you vote yes or no on this measure?*

FIGURE 29 BALLOT TEST

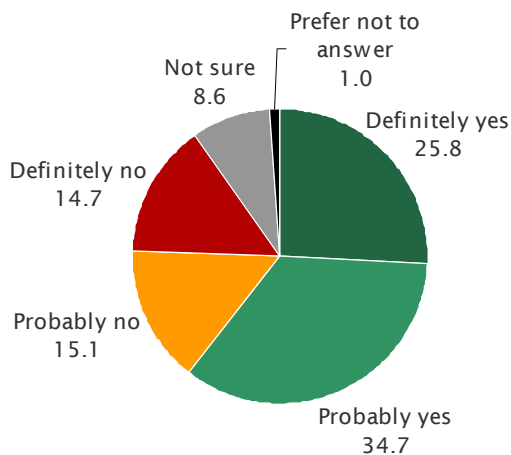


Figure 29 presents the results of the ballot test among all residents surveyed. Overall, 61% of respondents indicated that they would support the proposed sales tax measure, whereas 30% stated that they would oppose the measure, and approximately 10% were unsure or unwilling to share their vote choice. For general taxes in the State of California, the level of support recorded in Question 15 is approximately 11% above the simple majority required for passage.

For the interested reader, figures 30-32 on the next page show how support for the proposed sales tax measure varied across demographic subgroups. It's worth noting that support for the proposed measure exceeded a simple majority in every identified subgroup.

FIGURE 30 BALLOT TEST BY YEARS IN SAN DIMAS, SURVEY LANGUAGE & IDENTIFY AS LGBTQ

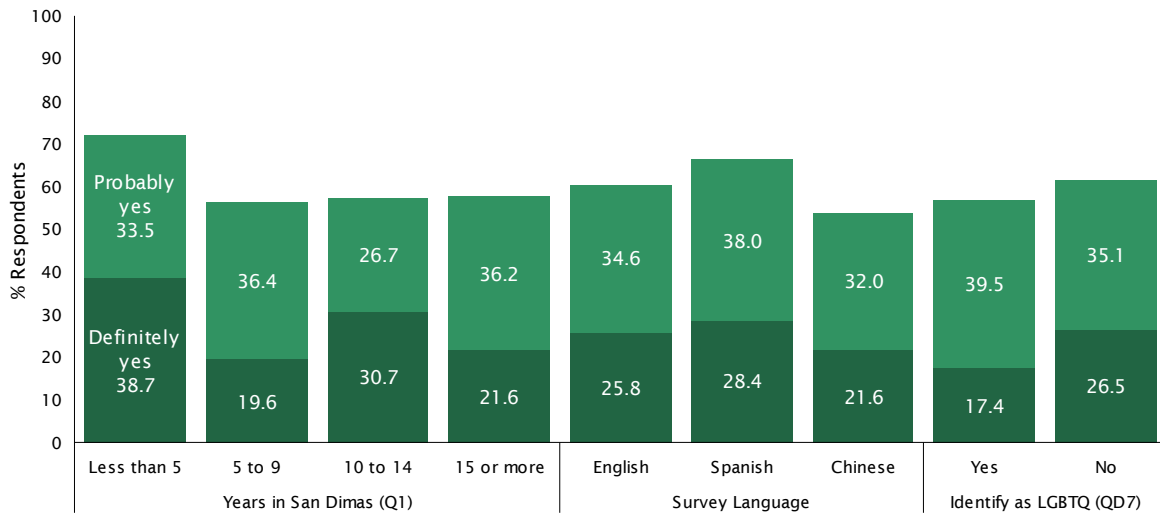


FIGURE 31 BALLOT TEST BY HOME OWNERSHIP STATUS, ETHNICITY & CHILD UNDER 18 IN HSLD

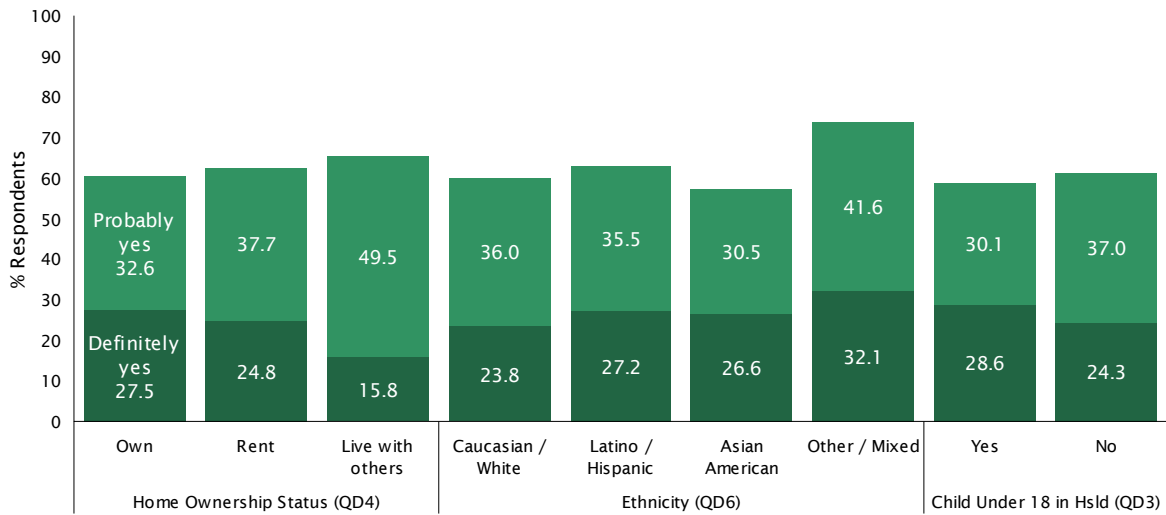
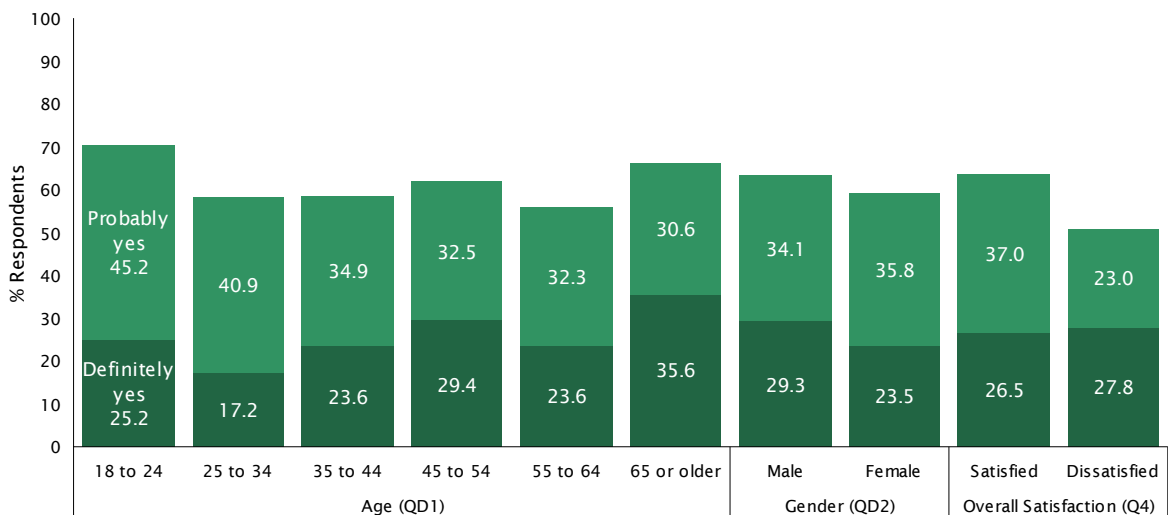


FIGURE 32 BALLOT TEST BY AGE, GENDER & OVERALL SATISFACTION



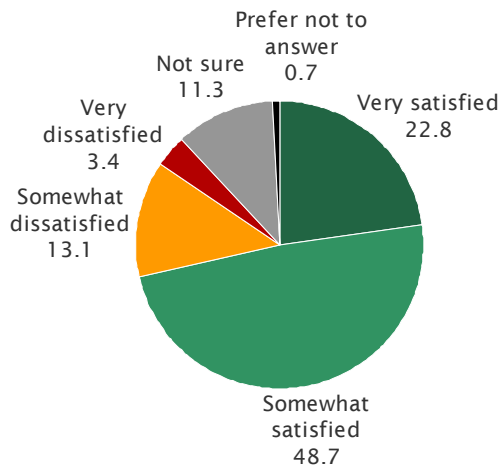
COMMUNICATION & E-GOVERNMENT

The importance of city communication with residents cannot be over-stated. Much of a city’s success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of San Dimas’ efforts to enhance the information flow to the City to better understand the community’s concerns, perceptions, and needs. In this section, we present the results of several communication and e-government related questions.

SATISFACTION WITH CITY-RESIDENT COMMUNICATION Question 16 of the survey asked residents to report their satisfaction with city-resident communication in the City of San Dimas. Overall, 72% of residents indicated they were satisfied with the City’s efforts to share information with them through newsletters, the Internet, social media, and other means, whereas 17% were dissatisfied and 12% were unsure or unwilling to answer the question (Figure 33).

Question 16 Overall, are you satisfied or dissatisfied with the City's efforts to share information with you through newsletters, the Internet, social media, and other means?

FIGURE 33 SATISFACTION WITH COMMUNICATION



Figures 34-36 on the next page show how satisfaction with the City’s efforts to share information with residents varied across a host of demographic subgroups. Satisfaction was highest among residents who took the survey in English, home owners, Caucasian/White respondents, and those satisfied with the job the City is doing to provide services. With the exceptions of those who live with others (do not rent or own) and those dissatisfied with the City’s overall performance, satisfaction with city-resident communication was fairly consistent across subgroups, ranging between 61% and 79%.

FIGURE 34 SATISFACTION WITH COMMUNICATION BY YEARS IN SAN DIMAS, SURVEY LANGUAGE & IDENTIFY AS LGBTQ

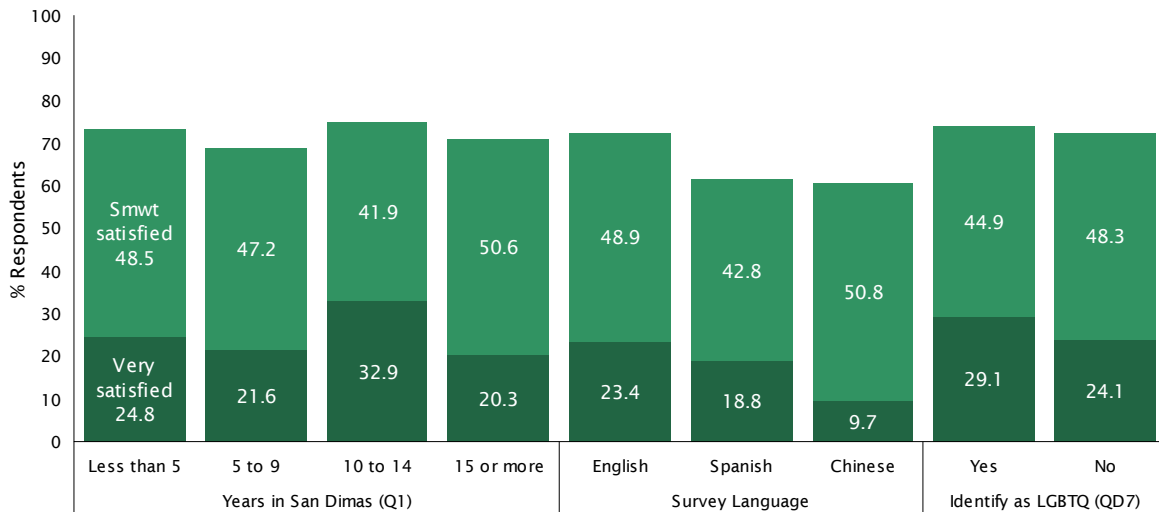


FIGURE 35 SATISFACTION WITH COMMUNICATION BY HOME OWNERSHIP STATUS, ETHNICITY & CHILD UNDER 18 IN HSLD

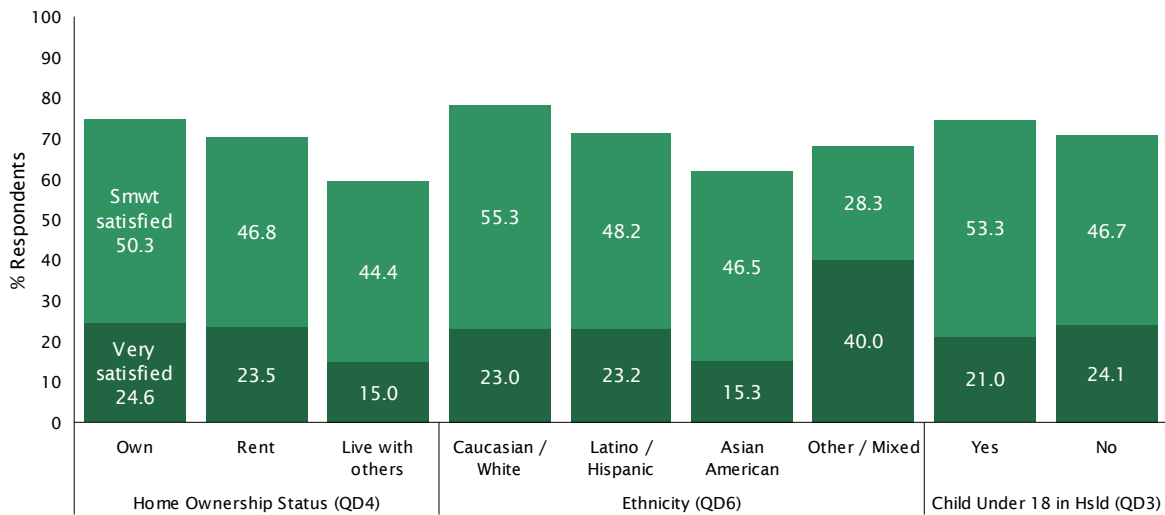
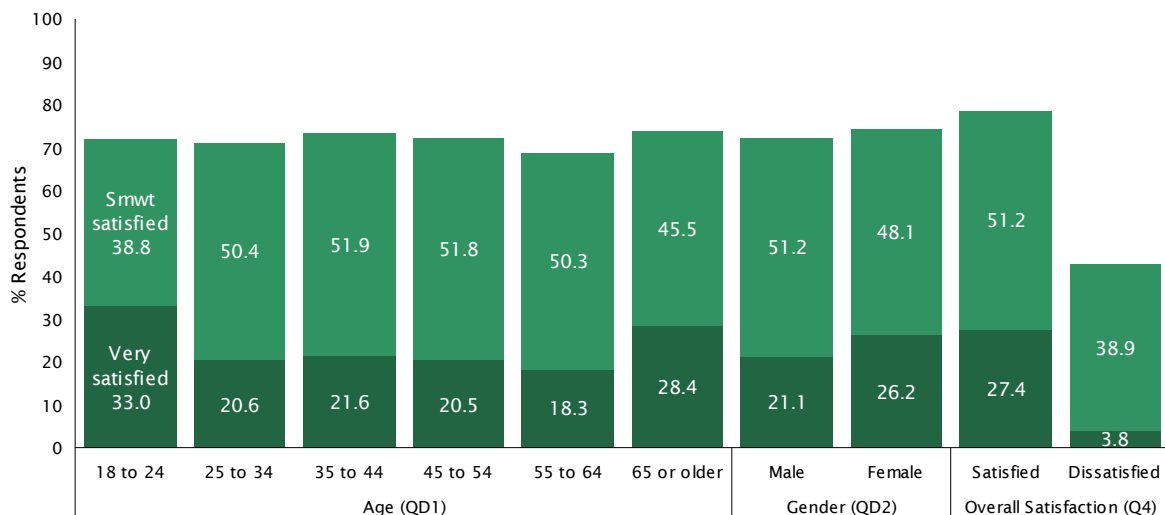


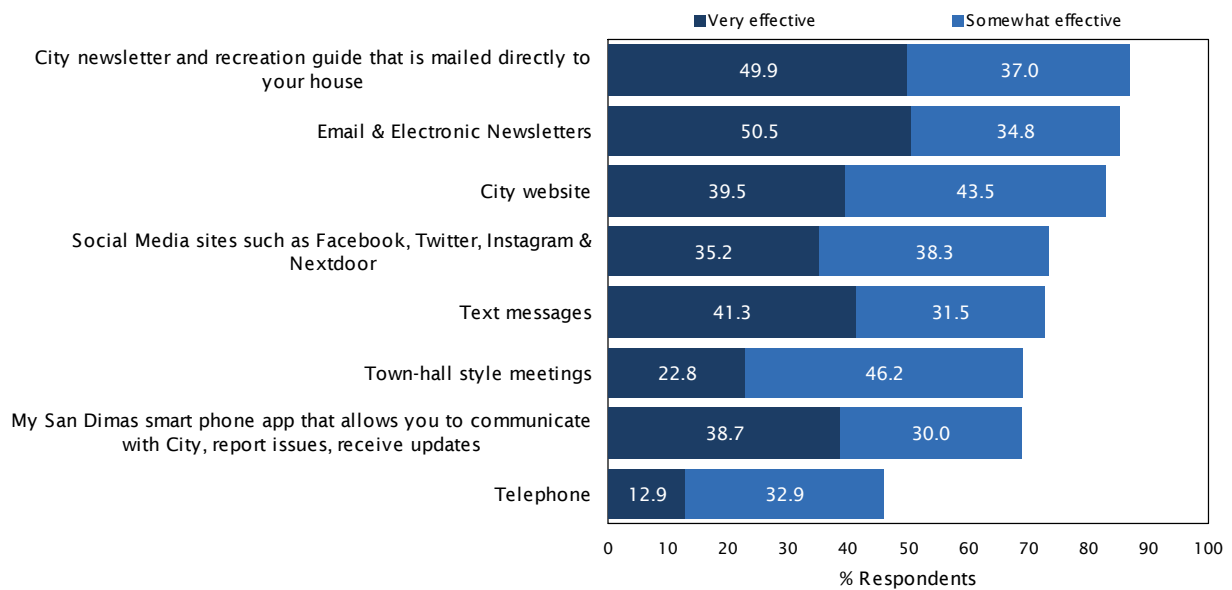
FIGURE 36 SATISFACTION WITH COMMUNICATION BY AGE, GENDER & OVERALL SATISFACTION



COMMUNICATION PREFERENCES The next communication-related question presented respondents the methods shown to the left of Figure 37 and asked whether each would be an effective way for the City to communicate with them. Overall, respondents indicated that the city newsletter and recreation guide that is mailed to their home was the most effective method (87% very or somewhat effective), followed by email and electronic newsletters (85%) and the City’s website (83%). At the other end of the spectrum, telephone calls (46%) were generally viewed by residents as a less effective way for the City to communicate with them.

Question 17 *As I read the following ways that the City can communicate with residents, I’d like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.*

FIGURE 37 EFFECTIVENESS OF COMMUNICATION METHODS



For the interested reader, tables 15-17 show how communication preferences varied by demographic subgroups, with the three methods receiving the highest percentage of *very effective* ratings highlighted in green for ease of comparison.

TABLE 15 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE & GENDER (SHOWING % VERY EFFECTIVE)

	Age (QD1)						Gender (QD2)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
Email & Electronic Newsletters	33.7	49.4	50.9	47.1	50.6	59.6	47.5	55.3
City newsletter, rec guide mailed directly to house	29.9	56.2	49.5	47.2	42.3	60.4	41.3	60.2
Text messages	43.3	50.4	38.8	41.2	35.6	41.2	37.2	47.4
City website	29.6	42.4	44.0	35.6	40.1	40.1	38.3	39.9
My San Dimas smart phone app	22.0	40.1	37.9	47.7	40.7	37.9	38.2	41.7
Social Media sites	52.4	46.6	40.2	33.3	30.9	24.3	31.8	40.2
Town-hall style meetings	17.3	26.7	18.7	24.7	21.9	27.0	22.3	23.7
Telephone	12.1	17.9	12.7	11.7	7.8	14.6	11.0	14.8

TABLE 16 EFFECTIVENESS OF COMMUNICATION METHODS BY HOME OWNERSHIP, ETHNICITY & OVERALL SATISFACTION (SHOWING % VERY EFFECTIVE)

	Home Ownership Status (QD4)			Ethnicity (QD6)				Overall Satisfaction (Q4)	
	Own	Rent	Live with others	Caucasian / White	Latino / Hispanic	Asian American	Other / Mixed	Satisfied	Dissatisfied
Email & Electronic Newsletters	51.1	55.2	32.5	51.2	53.6	48.2	43.5	53.3	37.9
City newsletter, rec guide mailed directly to house	50.8	53.9	21.4	46.7	57.3	43.1	54.4	52.8	36.4
Text messages	40.9	45.4	37.0	40.5	45.1	38.6	39.5	43.4	33.2
City website	41.4	39.8	17.5	39.8	42.7	34.4	43.9	41.8	31.8
My San Dimas smart phone app	39.5	43.5	10.3	41.1	41.5	31.5	41.0	39.7	36.3
Social Media sites	33.3	41.9	26.3	33.6	38.9	32.6	39.8	37.9	29.2
Town-hall style meetings	22.4	24.5	13.4	23.0	25.7	19.0	22.6	23.6	22.9
Telephone	12.1	12.5	13.2	12.2	13.8	9.2	19.5	14.3	10.9

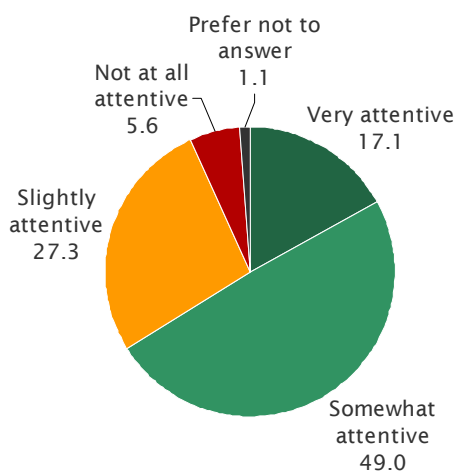
TABLE 17 EFFECTIVENESS OF COMMUNICATION METHODS BY IDENTIFY BY LGBTQ, SURVEY LANGUAGE, CHILD UNDER 18 IN HSLD & SATISFACTION WITH COMMUNICATION (SHOWING % VERY EFFECTIVE)

	Identify as LGBTQ (QD7)		Survey Language			Child Under 18 in HslD (QD3)		Satisfaction With Communication (Q16)	
	Yes	No	English	Spanish	Chinese	Yes	No	Satisfied	Dissatisfied
Email & Electronic newsletters	41.2	52.0	50.8	41.6	51.7	50.6	51.0	53.0	45.8
City newsletter, rec guide mailed directly to house	61.8	49.5	49.9	55.2	42.8	52.1	48.8	51.9	51.1
Text messages	35.1	42.5	41.7	35.3	36.3	45.1	39.1	45.4	31.7
City website	33.2	41.0	40.1	37.7	23.0	39.9	39.5	45.2	26.1
My San Dimas smart phone app	31.5	41.0	39.2	40.7	22.8	43.8	36.5	43.2	29.0
Social Media sites	41.4	35.8	35.3	44.4	17.5	42.1	31.7	37.3	35.7
Town-hall style meetings	25.4	22.8	23.5	18.0	10.2	22.4	23.2	26.3	13.1
Telephone	15.3	12.2	13.0	18.2	2.8	12.2	12.8	15.9	5.0

ATTENTION PAID TO LOCAL GOVERNMENT The final question in this section asked residents to rate how attentive they are to the issues, decisions, and activities of the San Dimas city government using a scale of very attentive, somewhat attentive, slightly attentive, or not at all attentive. Overall, 17% of respondents claimed to be very attentive to matters of city government, 49% somewhat attentive, and 27% slightly attentive. Another 6% of respondents confided that they do not pay any attention to the activities of their city government, and 1% declined to state (see Figure 38).

Question 18 *How much attention do you pay to the issues, decisions and activities of your city government? Would you say that you are very attentive, somewhat attentive, slightly attentive, or not at all attentive?*

FIGURE 38 ATTENTIVENESS TO CITY GOVERNMENT



Figures 39 to 41 on the next page display how attentiveness to local government differed across a variety of demographic subgroups. Respondents who have lived in San Dimas for less than 10 years or more than 14 years, those who took the survey in Spanish or Chinese, respondents who do not identify as LGBTQ, home owners, Latino/Hispanic respondents, those with a child in the home, residents 35 to 54 years of age or 65 years and older, female respondents, and those who reported being dissatisfied with the City’s overall performance were generally more likely than their counterparts to say they are at least somewhat attentive to issues, decisions, and activities of the San Dimas city government.

FIGURE 39 ATTENTIVENESS TO CITY GOVERNMENT BY YEARS IN SAN DIMAS, SURVEY LANGUAGE & IDENTIFY AS LGBTQ

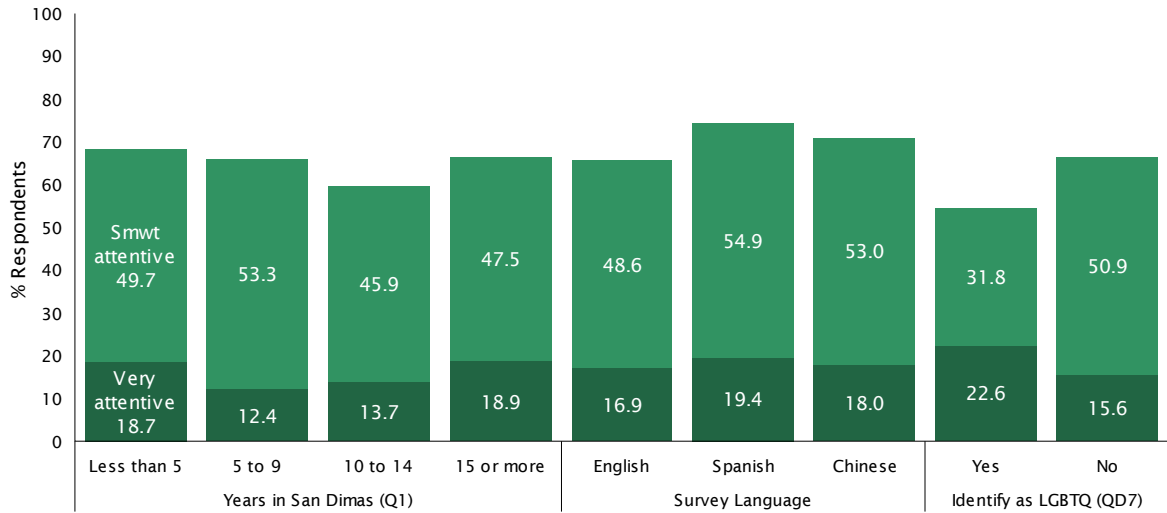


FIGURE 40 ATTENTIVENESS TO CITY GOVERNMENT BY HOME OWNERSHIP STATUS, ETHNICITY & CHILD UNDER 18 IN HSLD

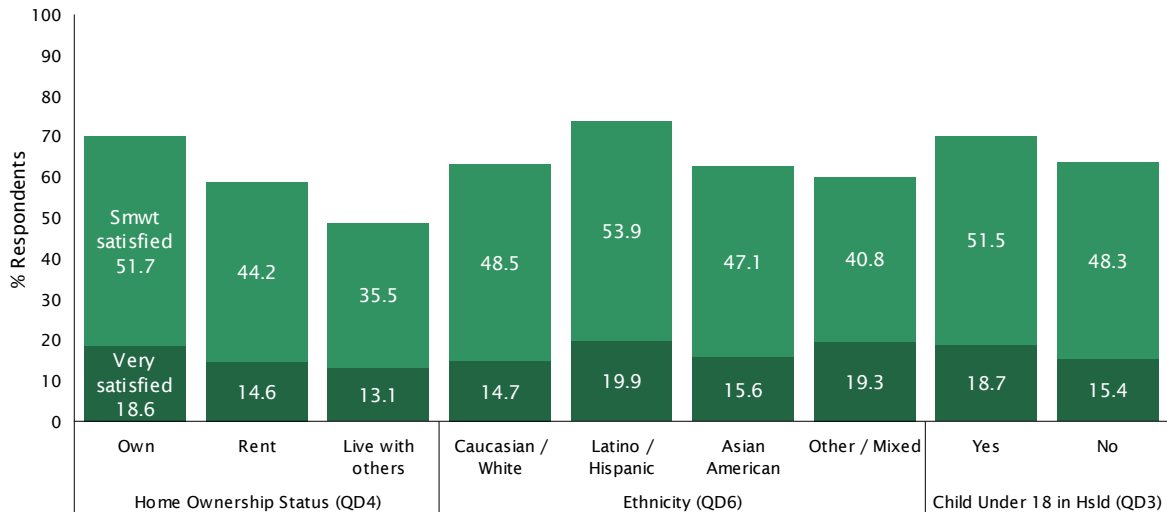
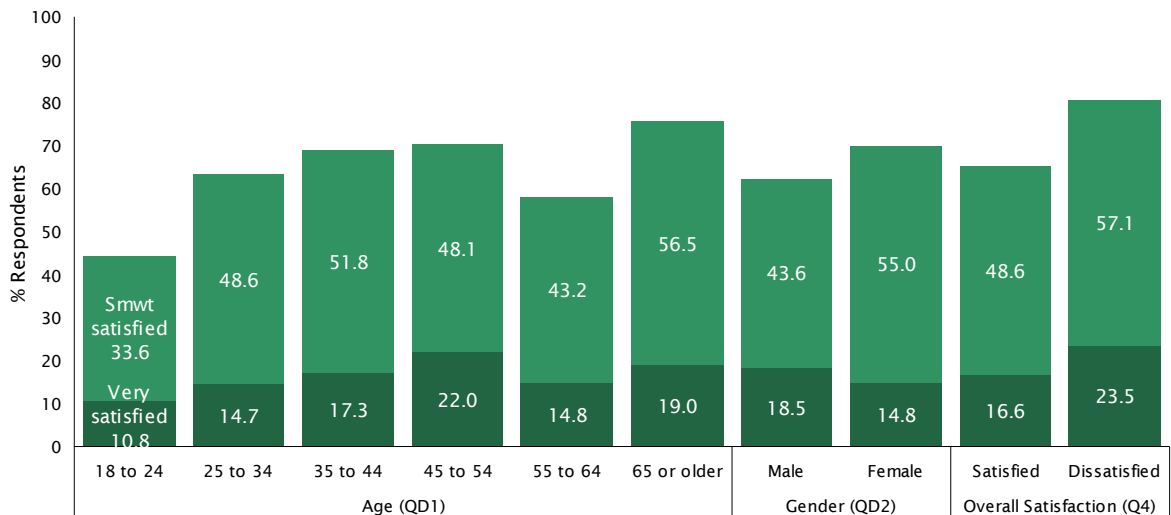


FIGURE 41 ATTENTIVENESS TO CITY GOVERNMENT BY AGE, GENDER & OVERALL SATISFACTION





BACKGROUND & DEMOGRAPHICS

TABLE 18 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	679
Years in San Dimas (Q1)	
Less than 5	20.4
5 to 9	20.2
10 to 14	11.1
15 or more	47.9
Prefer not to answer	0.4
Age (QD1)	
18 to 24	8.3
25 to 34	17.4
35 to 44	14.3
45 to 54	17.9
55 to 64	17.1
65 or older	21.6
Prefer not to answer	3.5
Gender (QD2)	
Male	47.9
Female	46.0
Non-binary	0.5
Prefer not to answer	5.6
Child Under 18 in Hsld (QD3)	
Yes	33.6
No	65.3
Prefer not to answer	1.1
Home Ownership Status (QD4)	
Own	63.6
Rent	25.1
Live with others	6.0
Prefer not to answer	5.2
Employment Status (QD5)	
Full time	57.2
Part time	4.4
Student	6.5
Homemaker	2.5
Retired	20.3
Prefer not to answer	9.2
Ethnicity (QD6)	
Caucasian / White	40.0
Latino / Hispanic	33.3
Asian American	15.5
Other / Mixed	7.9
Prefer not to answer	3.3
Identify as LGBTQ (QD7)	
Yes	6.6
No	84.0
Prefer not to answer	9.4
Survey Language	
English	92.7
Spanish	4.2
Chinese	3.0

Table 18 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of adult residents in the City of San Dimas. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).



M E T H O D O L O G Y

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

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

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated they had personally interacted with city staff during the prior 12 month period (Question 13) were asked to rate staff's professionalism, accessibility, and helpfulness (Question 14). The questionnaire included with this report (see *Questionnaire & Toplines* on page 42) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & LANGUAGE TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow residents who preferred to complete the survey online the opportunity to do so. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish and Chinese to allow for data collection in three languages according to the preference of the respondent.

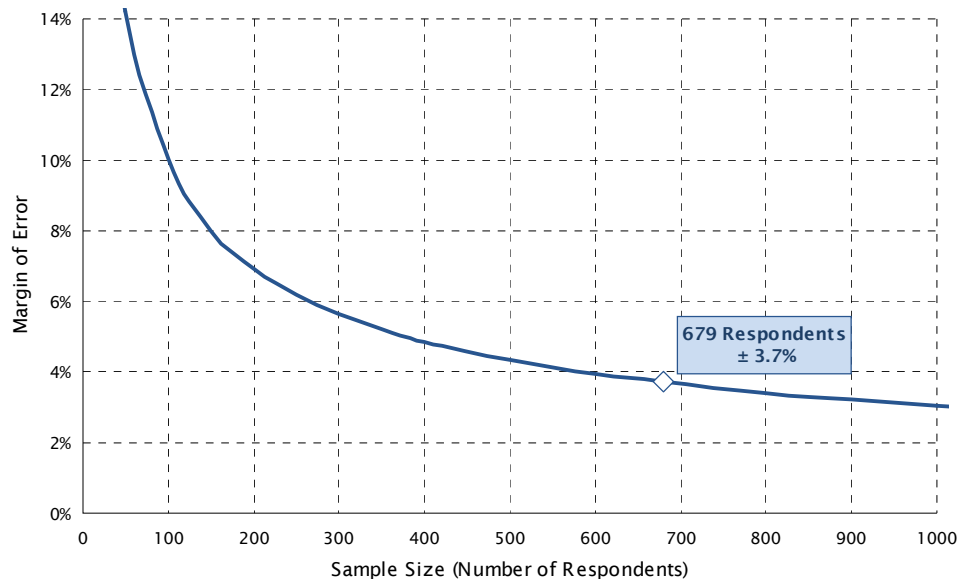
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of San Dimas households was utilized for this study, ensuring that all households in San Dimas had the opportunity to be selected to participate in the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only San Dimas residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North placed telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 679 completed surveys were gathered online and by telephone between February 27 and March 6, 2023.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents in the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 679 adult residents for a particular question and what would have been found if all of the estimated 27,608 adult residents³ of San Dimas had been interviewed.

Figure 42 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 3.7\%$ for questions answered by all 679 respondents.

FIGURE 42 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence, age of the respondent, LGBTQ identity, and other dimensions. Figure 42 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups—such as those who took the survey in a Spanish or Chinese, those who identify

3. Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates.

as LGBTQ, and individuals who live rent free with others—as the margin of error for small subgroups can be $\pm 15\%$ or more.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by key demographics according to Census estimates.

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

QUESTIONNAIRE & TOPLINES



City of San Dimas
Community Opinion Survey
Final Toplines (n=679)
March 2023

Section 1: Introduction to Study

Hi, may I please speak to: _____. Hi, my name is _____ and I'm calling from TNR on behalf of the City of San Dimas (DEE-muss). The City is conducting a survey of residents to help the City plan for the future, and we would like to get your opinions. Your answers will be confidential.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

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

If needed: TNR is an independent public opinion research firm. We've been hired by the City to design and conduct the survey.

Section 2: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of San Dimas.

Q1 How long have you lived in San Dimas?

1	Less than 1 year	3%
2	1 to 4 years	18%
3	5 to 9 years	20%
4	10 to 14 years	11%
5	15 years or longer	48%
99	Prefer not to answer	0%

Q2 How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?

		Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
	<i>Ask A First, then Randomize B-E</i>							
A	The overall quality of life in San Dimas	34%	53%	12%	1%	0%	0%	0%
B	San Dimas as a place to raise a family	39%	43%	11%	1%	0%	4%	1%
C	San Dimas as a place to retire	28%	42%	17%	4%	2%	8%	1%
D	San Dimas as a place to work	13%	25%	19%	7%	3%	29%	4%
E	San Dimas as a place to shop and dine	11%	29%	34%	15%	10%	0%	0%

Q3	If the city government could change one thing to make San Dimas a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Provide more shopping, dining options	25%
	Address homelessness	23%
	Not sure / Cannot think of anything specific	12%
	Improve public safety	10%
	Improve infrastructure, roads	6%
	Beautify City, improve City appearance, landscaping	6%
	Improve downtown area	6%
	No changes needed / Everything is fine	6%
	Improve, provide more public transportation	5%
	Address parking issues	4%
	Enforce traffic laws	4%
	Provide more activities, programs for all ages	4%
	Limit growth, development	3%
	Provide more police presence	3%
	Improve, provide more parks, rec facilities	3%
	Improve Council, leadership	2%
	Provide more affordable housing	2%
	Improve city planning	2%
	Improve economy, jobs	2%

Section 3: City Services

Next, I would like to ask a series of questions about services provided by the City of San Dimas.

Q4	Generally speaking, are you satisfied or dissatisfied with the job the City of San Dimas is doing to provide city services? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		
	1	Very satisfied	30%
	2	Somewhat satisfied	50%
	3	Somewhat dissatisfied	10%
	4	Very dissatisfied	3%
	98	Not sure	8%
	99	Prefer not to answer	0%

Q5 For each of the services I read, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service. Are you satisfied or dissatisfied with the city's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>							
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide law enforcement and crime prevention services	32%	39%	14%	7%	7%	1%
B	Prepare the City for emergencies	19%	33%	12%	3%	32%	2%
C	Maintain and repair streets and roads	25%	45%	19%	10%	1%	0%
D	Manage traffic congestion in the city	27%	45%	16%	10%	2%	0%
E	Provide trash collection and recycling services	47%	39%	8%	2%	4%	0%
F	Promote economic development for a healthy business community	14%	35%	18%	9%	22%	1%
G	Manage growth and development	17%	35%	21%	10%	16%	1%
H	Provide recreation programs for all ages	36%	40%	9%	3%	12%	1%
I	Maintain parks and recreation areas	43%	46%	7%	2%	2%	0%
J	Provide cultural and performing arts	19%	35%	19%	6%	18%	2%
K	Preserve and protect open space	28%	39%	12%	7%	14%	0%
L	Address homelessness	9%	18%	26%	35%	10%	2%
M	Provide for diversity and inclusion within City events, services, and policies	24%	34%	8%	4%	25%	5%
N	Provide online access to City services, information, and resources	35%	41%	8%	3%	12%	1%
O	Operate in an environmentally-friendly, sustainable way	25%	40%	8%	3%	22%	2%
P	Keep public buildings and facilities clean and attractive	41%	44%	9%	2%	4%	1%

Section 4: Public Safety		
Q6 Overall, how safe is San Dimas as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?		
1	Very safe	39%
2	Somewhat safe	49%
3	Somewhat unsafe	11%
4	Very unsafe	1%
98	Not sure	0%
99	Prefer not to answer	0%

Q7		When you are: _____, would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?					
<i>Randomize A, B, C first. Then ask D, E, F, G last and in order.</i>		Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe	Not sure	Prefer not to answer
A	Visiting local parks and open space areas	41%	44%	13%	1%	1%	0%
B	Driving on local streets	54%	40%	5%	1%	0%	0%
C	Walking across streets or intersections	43%	41%	11%	4%	1%	0%
D	Walking in your neighborhood during the <i>day</i>	62%	33%	5%	1%	0%	0%
E	Walking in commercial and shopping areas of the City during the <i>day</i>	47%	39%	11%	2%	0%	0%
F	Walking in your neighborhood after <i>dark</i>	26%	42%	23%	7%	3%	0%
G	Walking in commercial and shopping areas of the City after <i>dark</i>	19%	39%	25%	11%	5%	0%

Section 5: Homelessness

Next I have a few questions about **homelessness** in San Dimas.

Q8		Over the past three years, would you say the amount of homeless people you have observed in San Dimas has decreased, stayed about the same, or increased?						
	1	Decreased					5%	
	2	Stayed about the same					17%	
	3	Increased					70%	
	98	Not sure					8%	
	99	Prefer not to answer					0%	
Q9		Next, I'd like to ask about whether you support or oppose several strategies for addressing homelessness in San Dimas. Here is the (first/next) strategy: _____. Do you support or oppose this strategy? <i>Get answer, then ask:</i> Would that be strongly (support/oppose) or somewhat (support/oppose)?						
<i>Randomize</i>		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not Sure	Prefer not to answer	
A	Creating a temporary homeless shelter in San Dimas		21%	20%	15%	40%	3%	0%
B	Joining with other cities and the County to create more regional homeless shelters		47%	28%	7%	14%	4%	1%
C	Providing funding for mental health services		51%	28%	7%	9%	4%	0%

D	Providing funding for counseling and rehab for drug and alcohol addiction	48%	26%	10%	12%	3%	1%
E	Incentivizing under-performing hotels and motels to accept temporary housing vouchers	23%	19%	16%	36%	5%	1%
F	Enhancing lighting in public areas to discourage people from using these areas to sleep	63%	19%	7%	7%	3%	0%
G	Modifying street benches so it's not comfortable to lie down on them	34%	20%	15%	24%	6%	1%
H	Providing permanent housing with supportive services for homeless in San Dimas	25%	24%	14%	32%	4%	1%

Section 6: Priorities

The City of San Dimas has the resources to provide some of the services and facilities desired by residents. However, because it can't fund every service, the City must set priorities.

Q10 As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

Here is the (first/next) one: _____. Should this item be a high, medium or low priority for the City – or should the City not spend any money on this item?

		High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Expand the network of paths and trails for walking, running and biking	29%	37%	28%	5%	1%	0%
B	Facilitate the development of more affordable housing for low-income families	25%	27%	22%	23%	3%	1%
C	Improve the maintenance of local streets	44%	41%	13%	1%	1%	0%
D	Address homelessness	64%	23%	7%	4%	2%	0%
E	Add or improve the maintenance of recreational facilities	22%	49%	24%	3%	2%	0%
F	Upgrade the Aquatics Facility	10%	25%	44%	12%	8%	0%
G	Increase and maintain the Urban Forest	29%	37%	22%	5%	6%	0%
H	Improve the enforcement of traffic laws	22%	31%	32%	12%	3%	0%
I	Redevelop and revitalize Downtown San Dimas	48%	27%	17%	6%	2%	0%

Q11	Is there a service or facility that I <i>didn't</i> mention that you think should be a high priority for future city spending? <i>If yes, ask:</i> Please describe it to me. <i>Verbatim responses recorded and later grouped into categories shown below.</i>	
	No additional high priorities / Cannot think of anything specific	71%
	Beautify City, improve City appearance, landscaping	2%
	Provide more police presence	2%
	Improve, provide more parks, rec facilities	2%
	Address parking issues	2%
	Improve infrastructure, roads	2%
	Provide more community events, programs	2%
	Address homelessness	2%
	Improve public safety / Reduce crime, drugs	2%
	Address coyote issues	1%
	Improve downtown area	1%
	Provide more restaurants, shops	1%
	Improve economy, jobs	1%
	Provide more support to seniors, disabled persons	1%
	Improve education	1%
	Address mental health issues	1%
	Provide more street lightning	1%
	Improve traffic flow	1%

Section 7: Public Trust & Service							
Q12	Next, I'm going to read you a series of statements about the City of San Dimas. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you not have an opinion? <i>If agree or disagree, ask:</i> Would that be strongly (agree/disagree) or somewhat (agree/disagree)?						
		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	The City is responsive to residents' needs	16%	43%	14%	6%	20%	1%
B	The City manages its finances well	13%	34%	11%	5%	37%	1%
C	The City listens to residents when making important decisions	13%	36%	16%	8%	26%	1%
D	I trust the City of San Dimas	23%	48%	12%	4%	11%	2%
E	The City is transparent in how it operates	13%	36%	17%	6%	26%	2%

F	The City treats all residents the same regardless of color, age, income, or identity	26%	28%	14%	6%	25%	1%
Q13	In the past 12 months, have you been in contact with staff from the City of San Dimas?						
	1	Yes	35%		Ask Q14		
	2	No	61%		Skip to Q15		
	98	Not sure	2%		Skip to Q15		
	99	Prefer not to answer	2%		Skip to Q15		
Q14	In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. <i>Read one item at a time, continue until all items are read.</i>						
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful		63%	27%	8%	1%	1%
B	Professional		72%	22%	5%	1%	1%
C	Accessible		66%	28%	4%	1%	1%

Section 8: Sales Tax

Next year, voters in San Dimas may be asked to vote on a local ballot measure. Let me read you a summary of the measure:

Q15	<p>To provide funding for general services in the City of San Dimas, such as:</p> <ul style="list-style-type: none"> o Sheriff's patrols, crime prevention, and 911 emergency response o Keeping streets, sidewalks, infrastructure, parks, and facilities safe, clean, and well-maintained o Addressing homelessness, removing trash and graffiti, traffic management, and other city services <p>shall an ordinance establishing a $\frac{3}{4}$ (three-quarter) cent sales tax be adopted, providing approximately 5 million dollars annually for general government use for 8 years, with independent audits, citizen oversight, and all money locally controlled? If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i></p>						
	1	Definitely yes	26%				
	2	Probably yes	35%				
	3	Probably no	15%				
	4	Definitely no	15%				
	98	Not sure	9%				
	99	Prefer not to answer	1%				

Section 9: Communication & e-Government				
Q16	Overall, are you satisfied or dissatisfied with the City's efforts to share information with you through newsletters, the Internet, social media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>			
	1	Very satisfied	23%	
	2	Somewhat satisfied	49%	
	3	Somewhat dissatisfied	13%	
	4	Very dissatisfied	3%	
	98	Not sure	11%	
	99	Prefer not to answer	1%	
Q17	As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.			
	<i>Randomize</i>		Very	Somewhat
			Not at all	Not sure / Prefer not to answer
A	Email & Electronic Newsletters		50%	35%
B	Social Media sites such as Facebook, Twitter, Instagram & Nextdoor		35%	38%
C	The My San Dimas smart phone app that allows you to communicate with the City, report issues, and receive updates		39%	30%
D	City website		39%	43%
E	City newsletter and recreation guide that is mailed directly to your house		50%	37%
F	Telephone		13%	33%
G	Text messages		41%	31%
H	Town-hall style meetings		23%	46%
Q18	How much attention do you pay to the issues, decisions and activities of your City government? Would you say that you are very attentive, somewhat attentive, slightly attentive, or not at all attentive?			
	1	Very attentive	17%	
	2	Somewhat attentive	49%	
	3	Slightly attentive	27%	
	4	Not at all attentive	6%	
	99	Prefer not to answer	1%	

Section 10: Background & Demographics

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

D1	In what year were you born? Year recoded into age groups shown below.	
	18 to 24	8%
	25 to 34	17%
	35 to 44	14%
	45 to 54	18%
	55 to 64	17%
	65 or older	22%
	Prefer not to answer	3%
D2	What is your gender?	
	1 Male	48%
	2 Female	46%
	3 Non-binary	<1%
	99 Prefer not to answer	6%
D3	Do you have one or more children under the age of 18 living in your household?	
	1 Yes	34%
	2 No	65%
	99 Prefer not to answer	1%
D4	Do you own or rent your residence in San Dimas?	
	1 Own	64%
	2 Rent	25%
	3 Live rent free with friends/relatives	6%
	99 Prefer not to answer	5%

D5	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?	
	1	Employed full-time 57%
	2	Employed part-time 4%
	3	Student 7%
	4	Homemaker 2%
	5	Retired 20%
	6	In-between jobs 3%
	99	Prefer not to answer 6%
D6	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates.</i>	
	1	Caucasian/White 40%
	2	Latino/Hispanic 33%
	3	African-American/Black 3%
	4	Native American Indian or Alaskan Native <1%
	5	Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian 16%
	6	Pacific Islander <1%
	7	Mixed Heritage 5%
	8	Other <1%
	99	Prefer not to answer 3%
D7	Do you personally identify as LGBTQ?	
	1	Yes 7%
	2	No 84%
	99	Prefer not to answer 9%

Post-Interview & Sample Items

S1	Survey Language	
	1	English 93%
	2	Spanish 4%
	3	Chinese 3%
Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of San Dimas.		