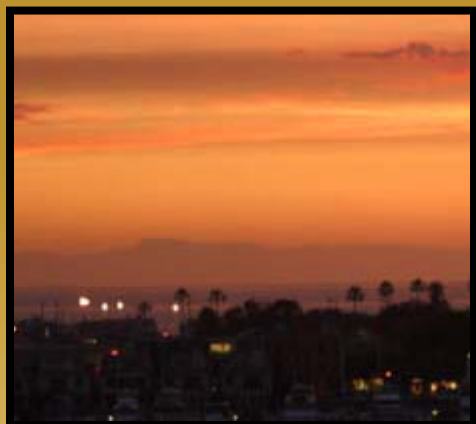


2007 Community Survey

FINAL REPORT



Submitted to

The City of



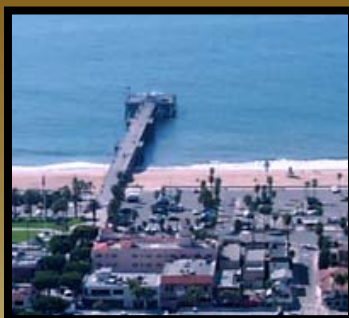
Newport Beach, California



By

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January 2008

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2007 City of Newport Beach Community Survey

Executive Summary Report

Overview and Methodology

During December of 2007, ETC Institute administered a community survey for the City of Newport Beach, California. The purpose of the survey was to assess citizen satisfaction with the delivery of major city services to ensure that the City's priorities are aligned with the needs of the residents. All of this information will be used for future planning purposes.

The five-page survey was mailed to a random sample of 3,000 households in the City of Newport Beach. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. A total of 718 households completed the survey. The results for the random sample of 718 households have a 95% level of confidence with a precision of at least +/- 3.7%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

This summary report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for each question on the survey
- importance-satisfaction analysis
- benchmarking data that shows how the results from Newport Beach compare to other communities across the United States and to communities in California
- GIS maps that show the results of selected questions on the survey
- tabular data for all questions on the survey
- a copy of the survey instrument.

Interpretation of “Don’t Know” Responses. The percentage of persons who provide “don’t know” responses is important because it often reflects the level of utilization of city services. For graphing purposes, the percentage of “don’t know” responses has been excluded to facilitate valid comparisons with data from previous years. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

Major Findings

- **Residents were generally satisfied with the quality of services provided by the City of Newport Beach.** The highest levels of satisfaction with City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the quality of police, fire and paramedic services (93%), the quality of the City’s library system (92%) and the quality of parks and recreation programs and facilities (87%).
- **Services that residents thought should receive the most emphasis from the City.** The three major services that residents thought were the most important for the City to emphasize over the next two years were: (1) the management of traffic flow on City streets, (2) the maintenance of City streets and infrastructure and (3) the maintenance of the City’s beaches and bays.
- **Perception of Life in Newport Beach.** Eighty-eight percent (88%) of the residents surveyed *who had an opinion* rated the quality of life in Newport Beach as “excellent” or “good”; 93% were positive about the feeling of safety in the City and 87% were positive about the quality of services offered by the City.
- **Perception of Safety and Security in Newport Beach.** Based upon the combined percentage of residents who felt “very safe” or “safe,” ninety-nine percent (99%) of residents felt safe in their neighborhood during the day and 84% of resident felt safe walking in their neighborhood after dark.
- **Public Safety.** The public safety services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: local fire protection services (92%), emergency medical and paramedic services (90%), and how quickly fire personnel respond to emergencies (89%). Residents were least satisfied with the frequency that police patrol officers patrol their neighborhood (58%).
- **Facility and Recreation.** Based upon the combined percentage of residents who felt “very satisfied” or “satisfied,” those residents *who had an opinion* felt most satisfied with the maintenance of City parks (90%). The two services that resident felt should receive the most emphasis over the next two years were: (1) the maintenance of City parks and (2) walking and biking trails in the City.
- **Utility/General Services.** Residents were generally satisfied with the utility services assessed on the survey. The services with the highest levels of satisfaction based upon the combined percentage of “very satisfied” and “satisfied” responses, among residents *who had an opinion*, were: residential trash collection services (92%), water services (89%) and sewer/wastewater services (88%).

- **Codes Enforcement.** The highest levels of satisfaction with the enforcement of City codes and ordinances, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the enforcement of water quality regulations (69%) and the enforcement of animal control regulations (62%). The code enforcement areas that residents felt should receive the most emphasis over the next two years were (1) the enforcement of water quality regulations and (2) the enforcement of the clean up of debris on private property
- **City Communication.** The communication services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were City efforts to keep residents informed (65%) and the information from the City Manager’s newsletter (62%). When asked where residents received information about the City, over three-fourths (76%) of residents indicated they currently receive their information from local newspapers.
- **City Maintenance.** Residents gave satisfaction ratings of 70% or above for all 9 of the City maintenance services assessed. The maintenance services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the cleanliness of City streets and public areas (86%), the condition of street signs and traffic signals (83%), the attractiveness of streetscapes and medians (80%) and the condition of streets in neighborhoods (80%). Residents felt the cleanliness of City beaches should receive the most emphasis from City leaders over the next two years.
- **City Customer Service.** The highest levels of satisfaction with City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were the way they were treated (81%) and how easy City employees were to contact (81%).

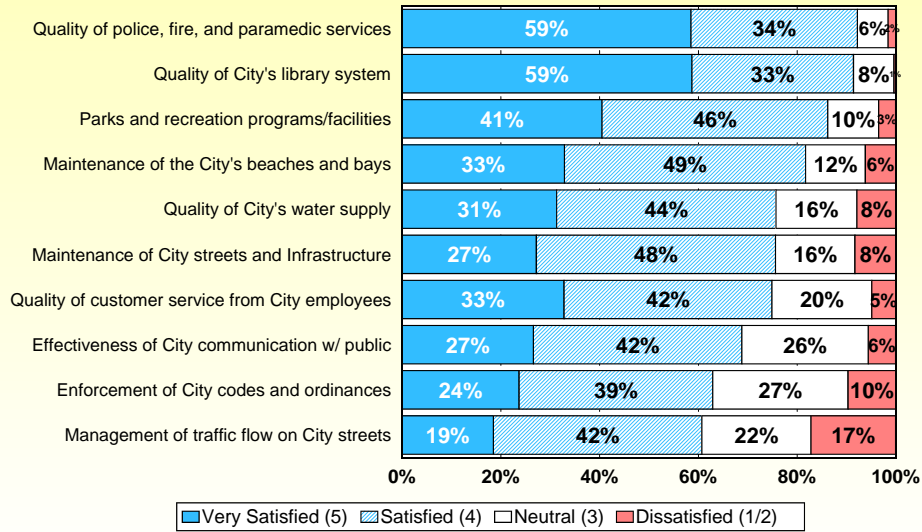
Other Findings

- Ninety-eight percent (98%) of residents felt Newport Beach was a “good” or “excellent” place to live.
- Ninety-five percent (95%) of residents felt Newport Beach was a “good” or “excellent” place to visit.

Section 1:
Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

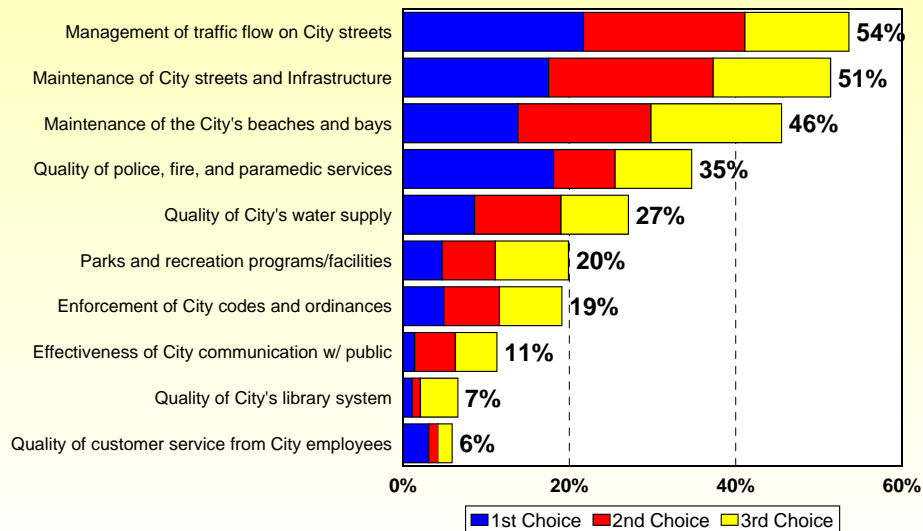
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

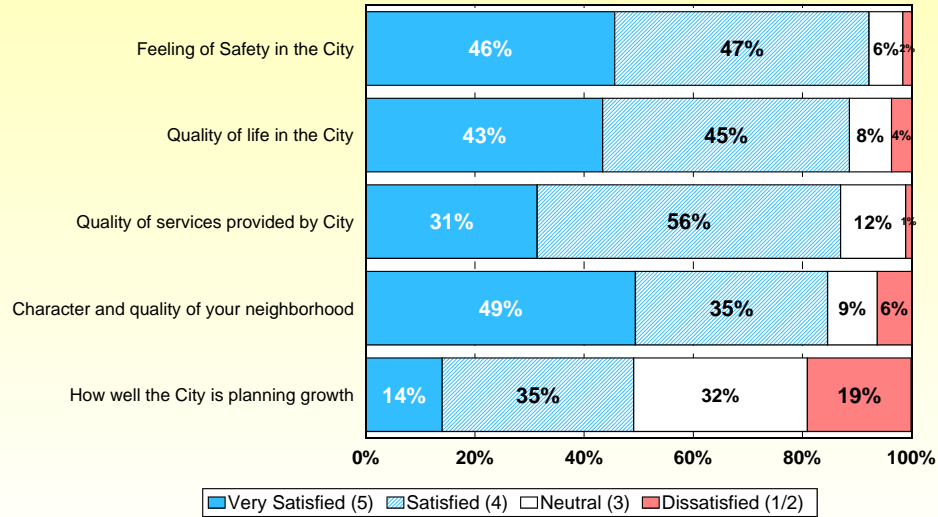
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q3. Satisfaction With Items That Influence the Perception Residents Have of the City

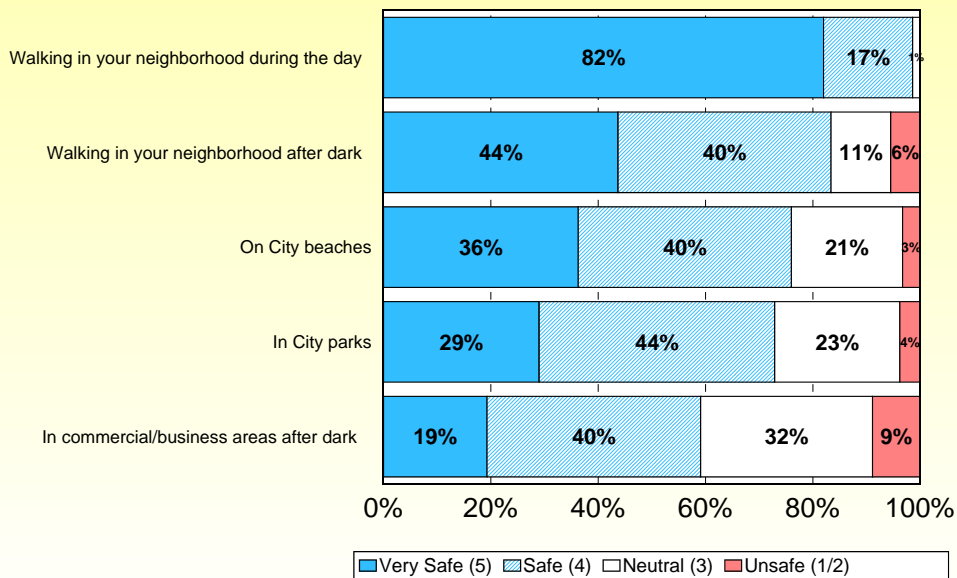
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q4. Perceptions of Safety and Security

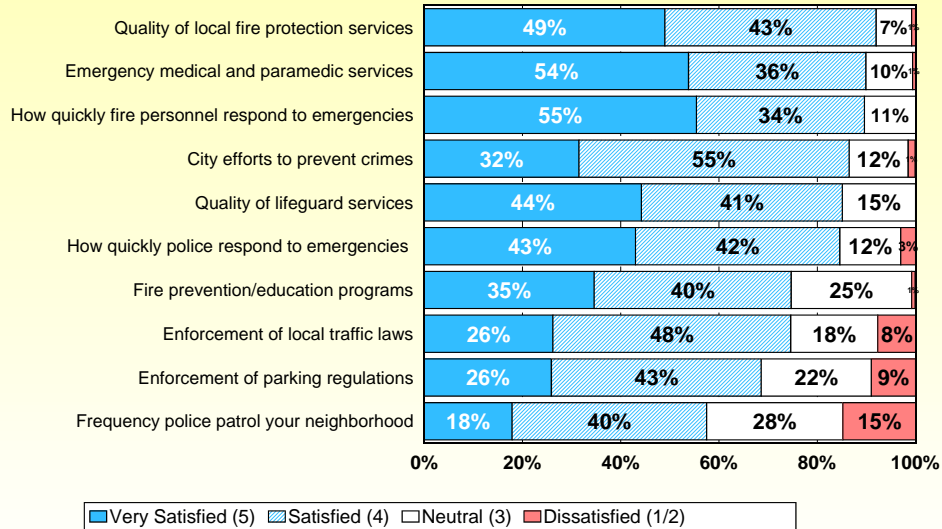
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q5. Satisfaction with Various Aspects of Public Safety

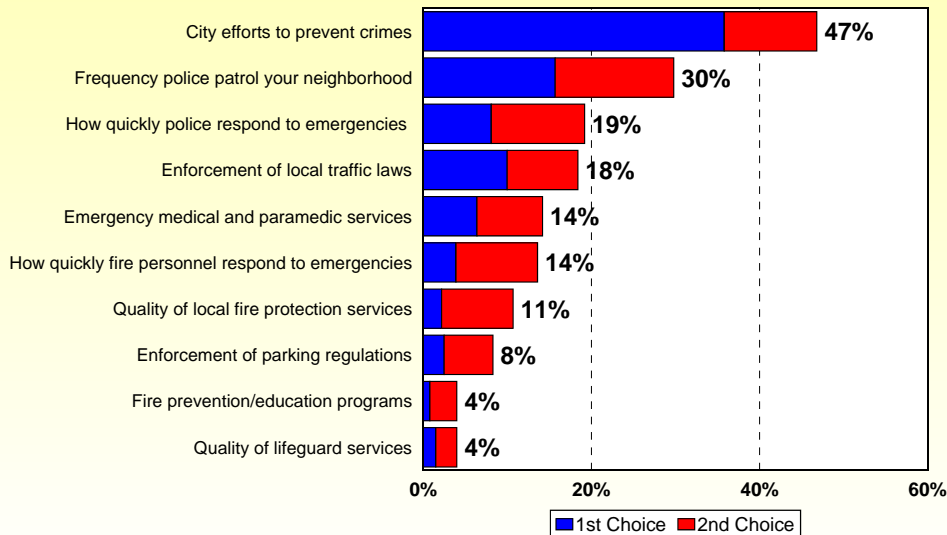
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q6. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

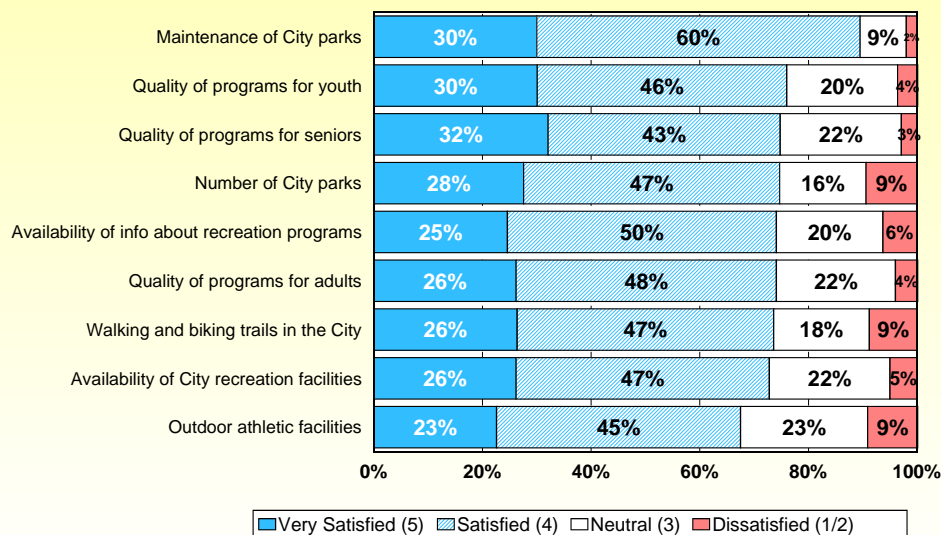
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q7. Satisfaction with Various Aspects of Facility and Recreation

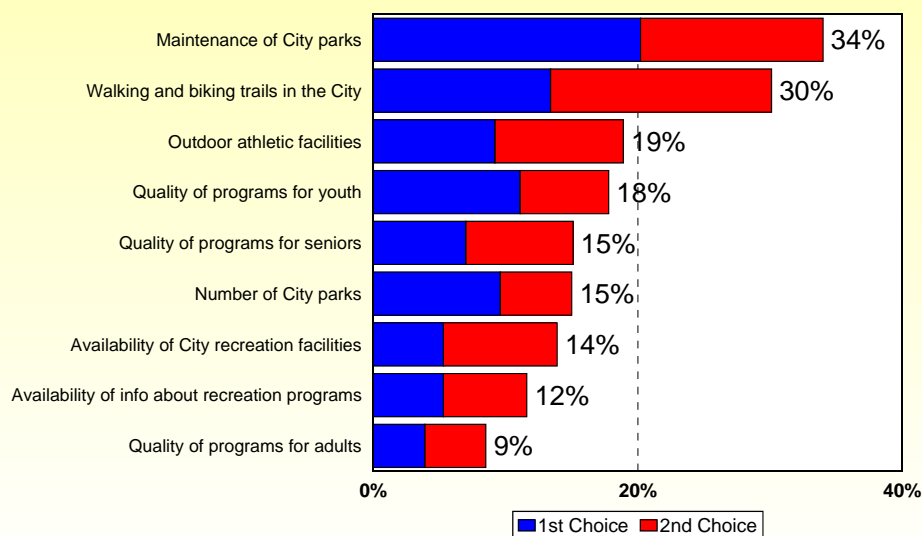
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q8. Facility and Recreation Items That Should Receive the Most Emphasis Over the Next Two Years

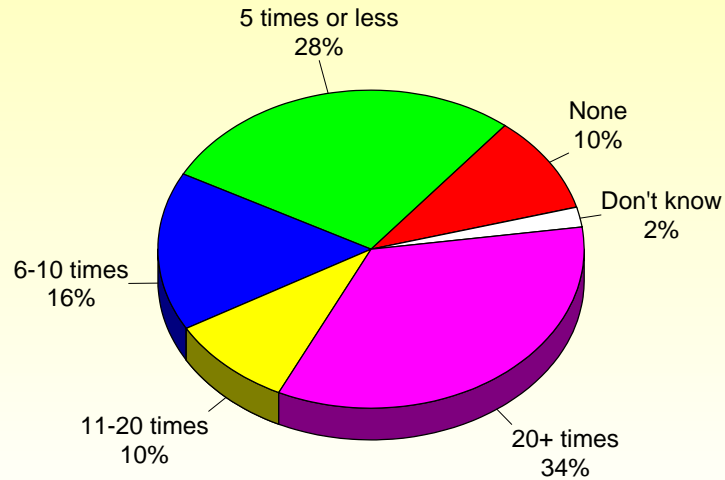
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q9. Approximately how many times did you or other members of your household visit a park in the City during the past year?

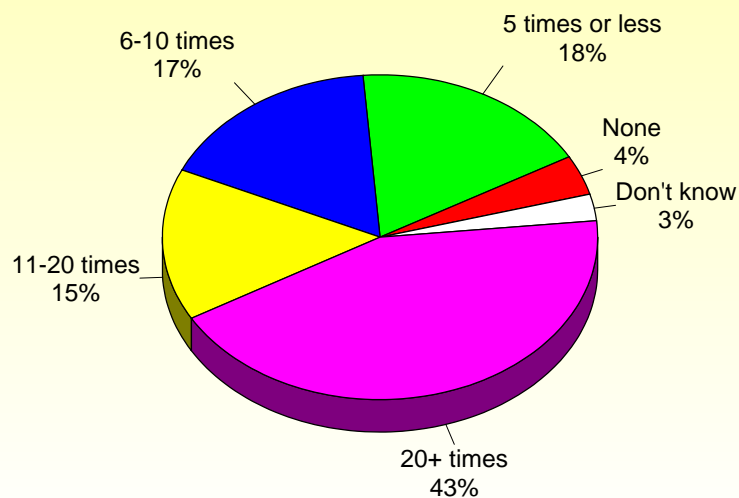
by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q10. Approximately how many times did you or other members of your household visit a beach in the City during the past year?

by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q11. Approximately how many times did you or other members of your household visit a library in the City during the past year?

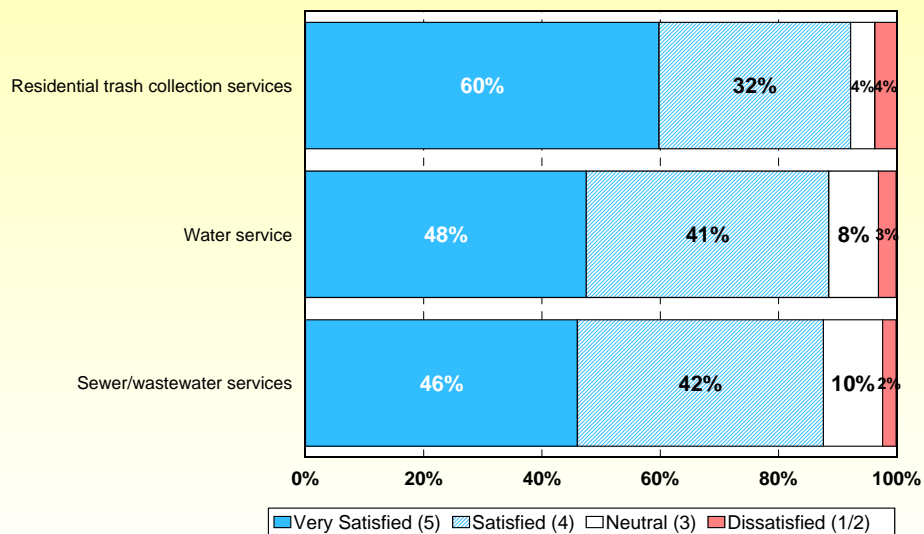
by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q12. Satisfaction with Various Aspects of Utility and General Services

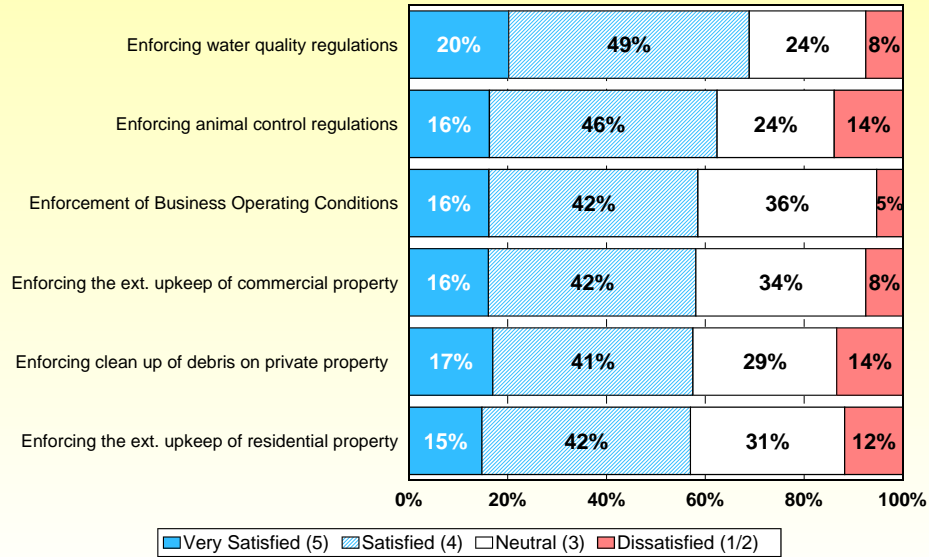
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q13. Satisfaction with Various Aspects of Code Enforcement by Major Category

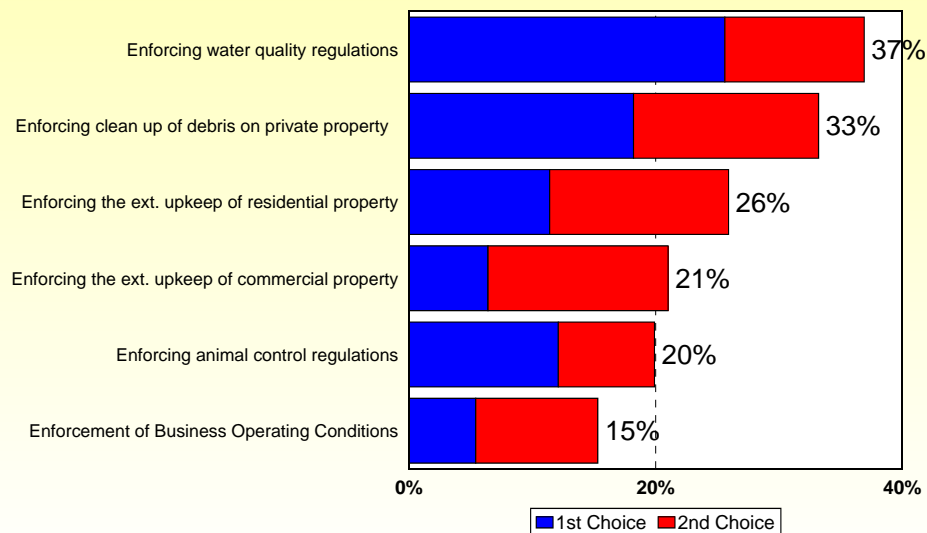
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q14. Code Enforcement Items That Should Receive the Most Emphasis Over the Next Two Years

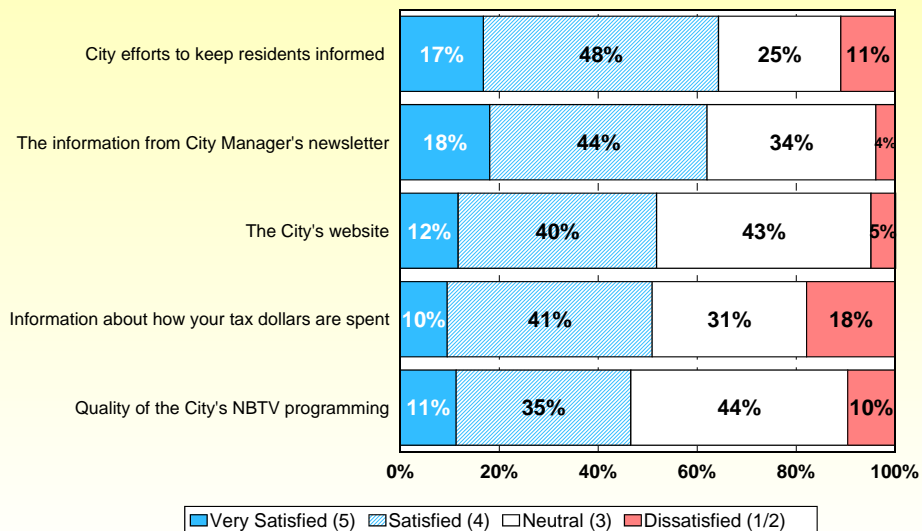
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q15. Satisfaction with Various Aspects of Communication

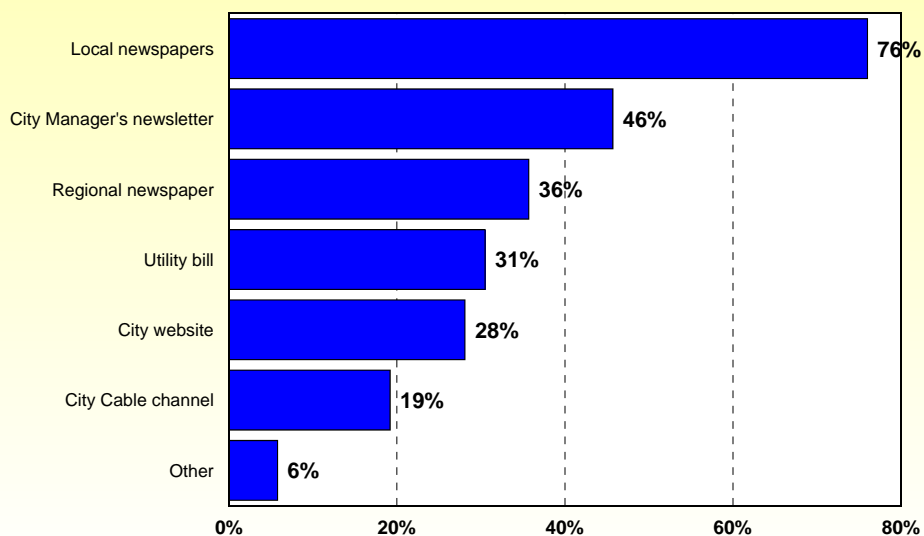
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q16. Sources of Information Residents Currently Get Information About the City

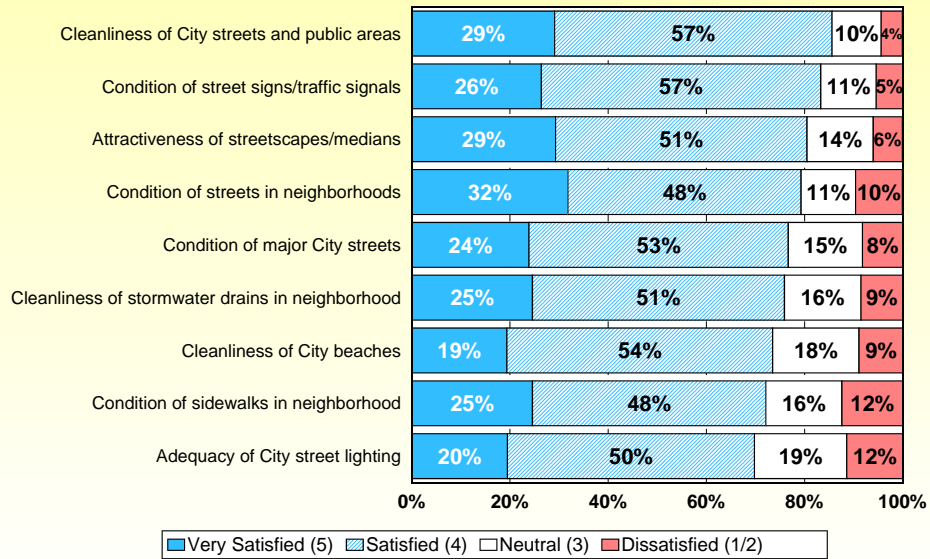
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q17. Satisfaction with Various Aspects of City Maintenance

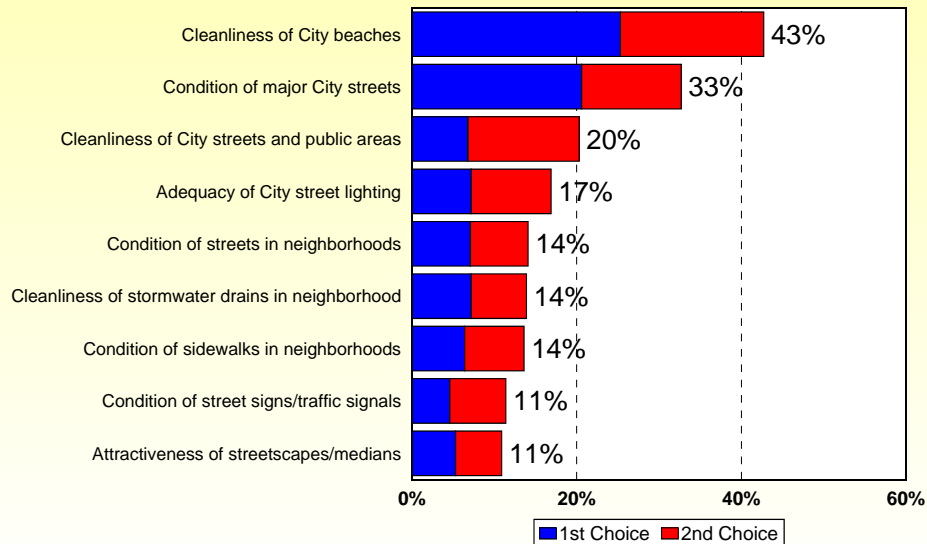
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



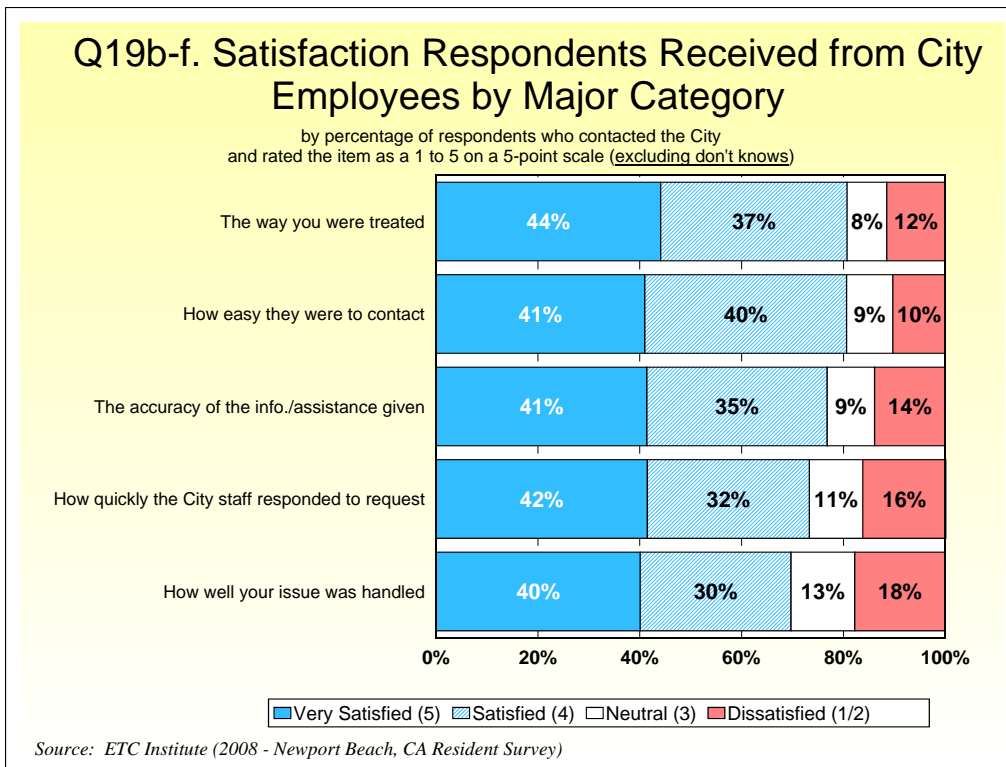
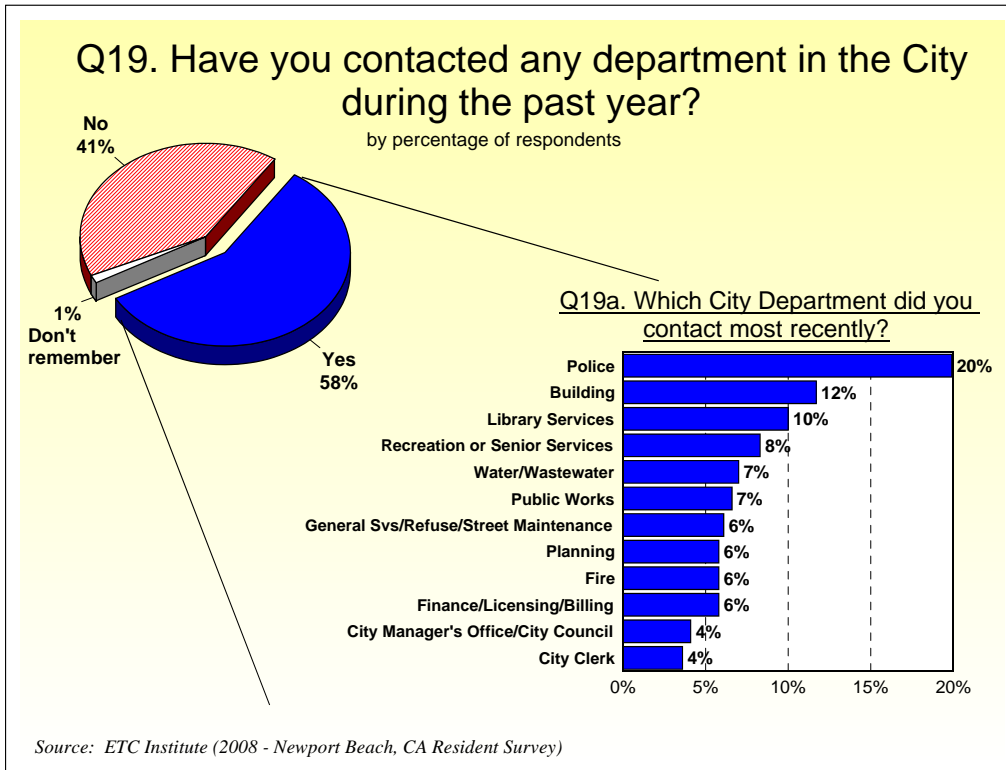
Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q18. City Maintenance Items That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices

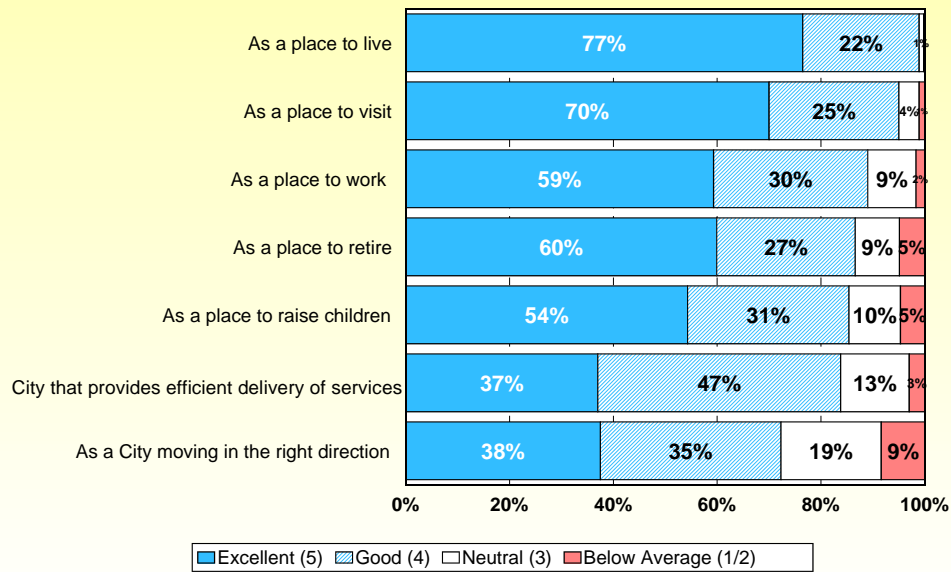


Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)



Q20. Overall Quality of Life in the City of Newport Beach

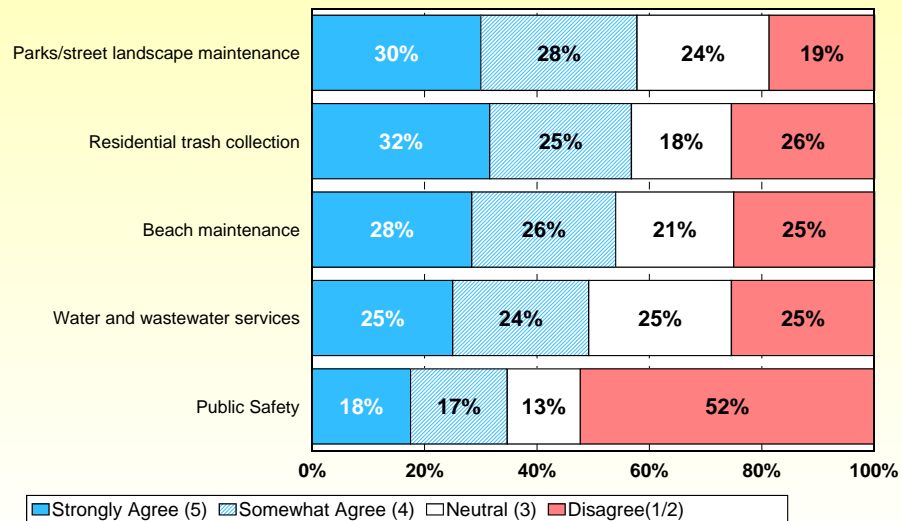
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q21. Assuming no differences in the level of service and if there are no significant cost savings, how would you feel about non-City employees providing the following:

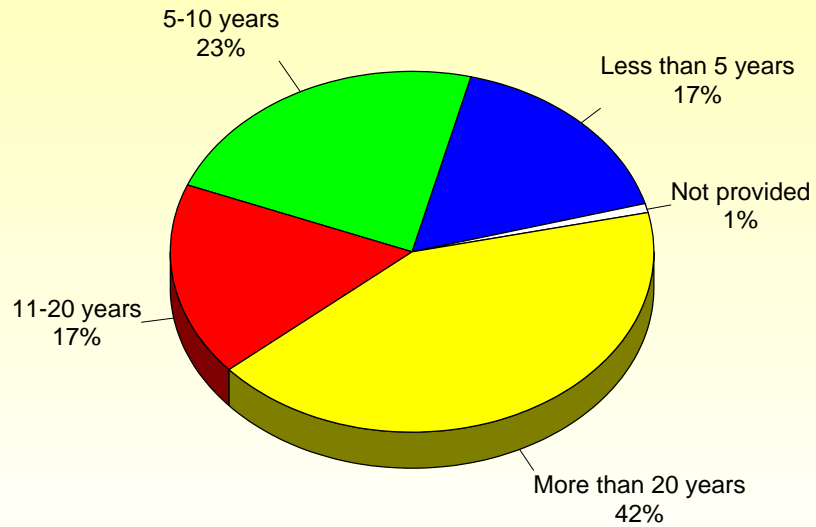
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q22. Demographics: Years Lived in Newport Beach

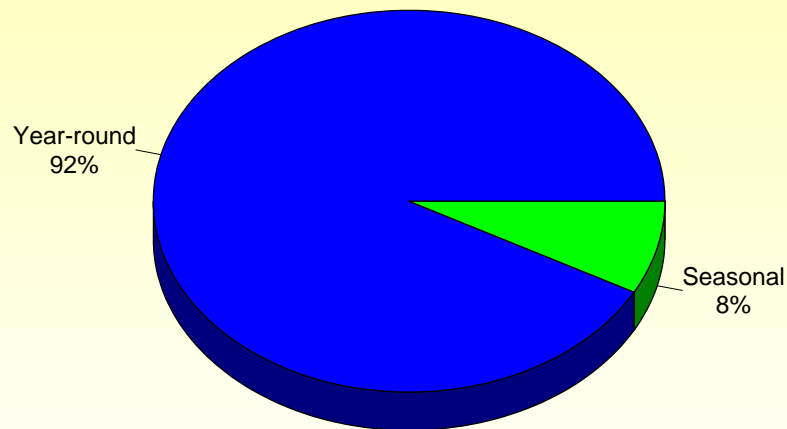
by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q23. Demographics: Are you a year-round or seasonal resident?

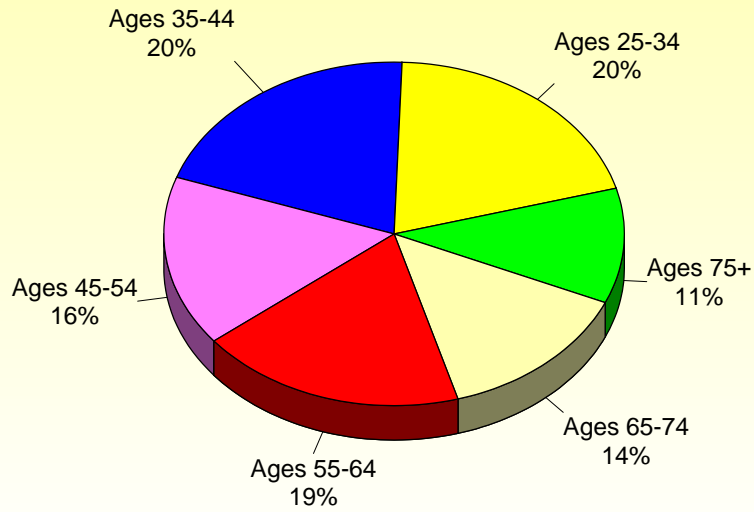
by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q24. Demographics: Age of Respondents

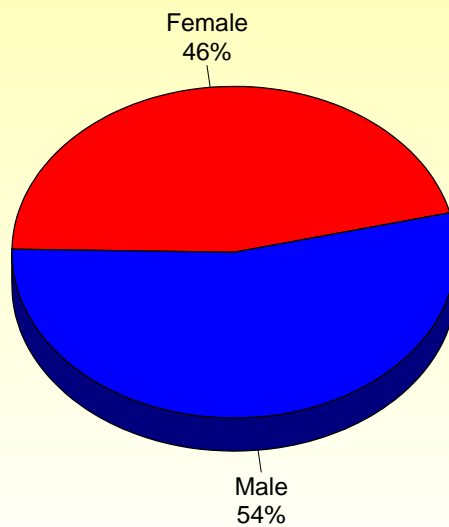
by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q25. Demographics: Gender of the Respondents

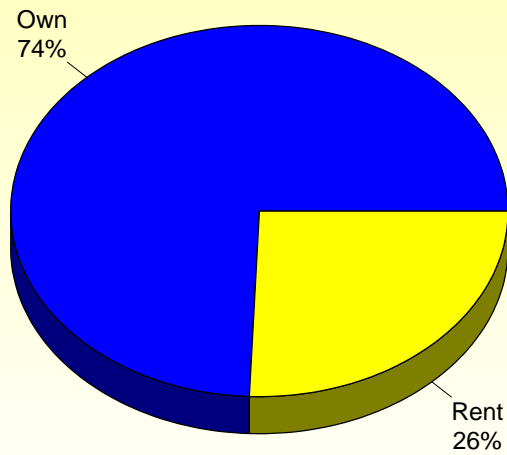
by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q26. Demographics: Own Or Rent Current Residence

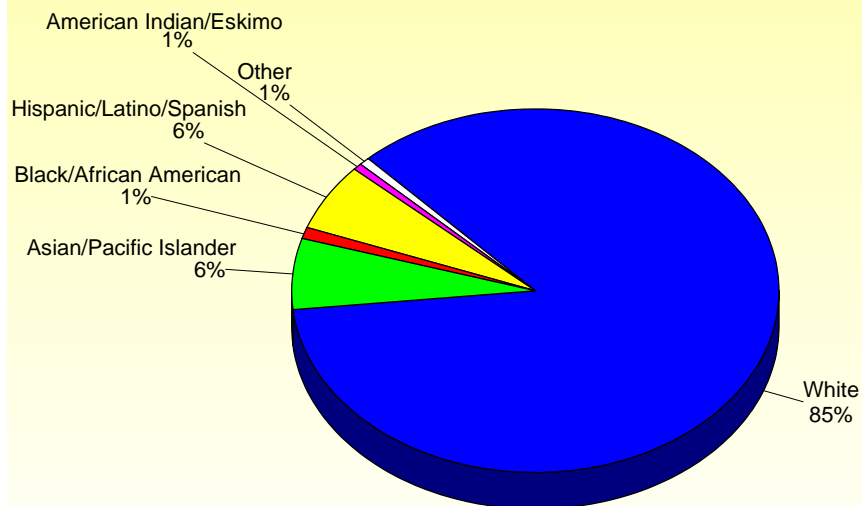
by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q27. Demographics: Race/Ethnicity

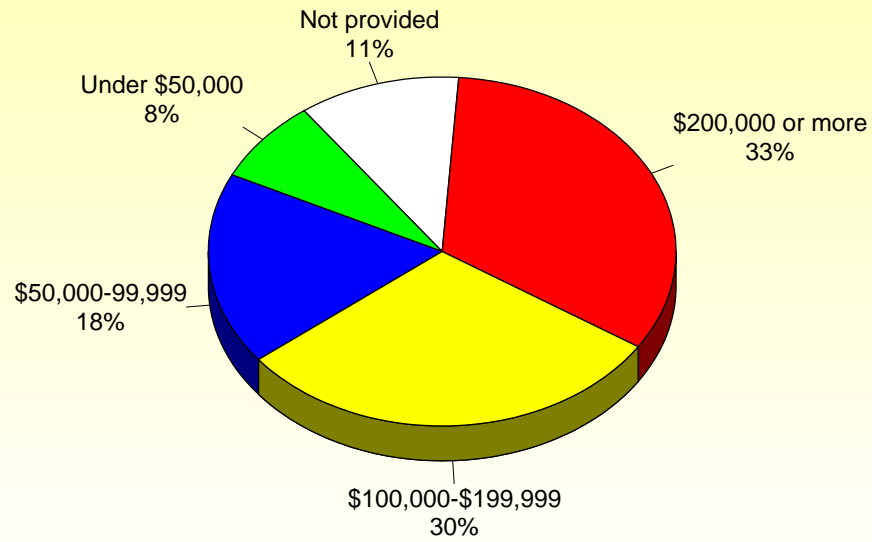
by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Q28. Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute (2008 - Newport Beach, CA Resident Survey)

Section 2:
Importance-Satisfaction Analysis

Importance-Satisfaction Analysis

Newport Beach, California

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding >"don't knows"=). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[I-S = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of City services they thought should receive the most emphasis over the next two years. Thirteen percent (13%) ranked *parks and recreation* as the most important service to emphasize over the next three years.

With regard to satisfaction, *parks and recreation* was ranked third overall with 87% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 20% was multiplied by 13% $(1 - 0.87)$. This calculation yielded an I-S rating of 0.0260, which was ranked seventh out of ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next three years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Newport Beach are provided on the following page.

Importance-Satisfaction Rating

City of Newport Beach

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Management of traffic flow on City streets	54%	1	61%	10	0.2106	1
<u>High Priority (IS .10-.20)</u>						
Maintenance of City streets and Infrastructure	51%	2	75%	6	0.1275	2
<u>Medium Priority (IS <.10)</u>						
Maintenance of the City's beaches and bays	46%	3	82%	4	0.0828	3
Enforcement of City codes and ordinances	19%	7	63%	9	0.0703	4
Quality of City's water supply	27%	5	75%	5	0.0675	5
Effectiveness of City communication w/ public	11%	8	69%	8	0.0341	6
Parks and recreation programs/facilities	20%	6	87%	3	0.0260	7
Quality of police, fire, and paramedic services	35%	4	93%	1	0.0245	8
Quality of customer service from City employees	6%	10	75%	7	0.0150	9
Quality of City's library system	7%	9	92%	2	0.0056	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Newport Beach

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Frequency police patrol your neighborhood	30%	2	58%	10	0.1260	1
<u>Medium Priority (IS <.10)</u>						
City efforts to prevent crimes	47%	1	87%	4	0.0611	2
Enforcement of local traffic laws	18%	4	74%	8	0.0468	3
How quickly police respond to emergencies	19%	3	85%	6	0.0285	4
Enforcement of parking regulations	8%	8	69%	9	0.0248	5
How quickly fire personnel respond to emergencies	14%	6	89%	3	0.0154	6
Emergency medical and paramedic services	14%	5	90%	2	0.0140	7
Fire prevention/education programs	4%	9	75%	7	0.0100	8
Quality of local fire protection services	11%	7	92%	1	0.0088	9
Quality of lifeguard services	4%	10	85%	5	0.0060	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Newport Beach

Facility and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS < .10)</u>						
Walking and biking trails in the City	30%	2	73%	7	0.0810	1
Outdoor athletic facilities	19%	3	68%	9	0.0608	2
Quality of programs for youth	18%	4	76%	2	0.0432	3
Availability of City recreation facilities	14%	7	73%	8	0.0378	4
Quality of programs for seniors	15%	5	75%	3	0.0375	5
Number of City parks	15%	6	75%	4	0.0375	6
Maintenance of City parks	34%	1	90%	1	0.0340	7
Availability of info about recreation programs	12%	8	75%	5	0.0300	8
Quality of programs for adults	9%	9	74%	6	0.0234	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Newport Beach

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Enforcing clean up of debris on private property	33%	2	58%	5	0.1386	1
Enforcing water quality regulations	37%	1	69%	1	0.1147	2
Enforcing the ext. upkeep of residential property	26%	3	57%	6	0.1118	3
<u>Medium Priority (IS <.10)</u>						
Enforcing the ext. upkeep of commercial property	21%	4	58%	4	0.0882	4
Enforcing animal control regulations	20%	5	62%	2	0.0760	5
Enforcement of Business Operating Conditions	15%	6	58%	3	0.0630	6

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Newport Beach

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Cleanliness of City beaches	43%	1	73%	7	0.1161	1
<u>Medium Priority (IS <.10)</u>						
Condition of major City streets	33%	2	77%	5	0.0759	2
Adequacy of City street lighting	17%	4	70%	9	0.0510	3
Condition of sidewalks in neighborhoods	14%	7	73%	8	0.0378	4
Cleanliness of stormwater drains in neighborhood	14%	6	76%	6	0.0336	5
Cleanliness of City streets and public areas	20%	3	86%	1	0.0280	6
Condition of streets in neighborhoods	14%	5	80%	4	0.0280	7
Attractiveness of streetscapes/medians	11%	9	80%	3	0.0220	8
Condition of street signs/traffic signals	11%	8	83%	2	0.0187	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

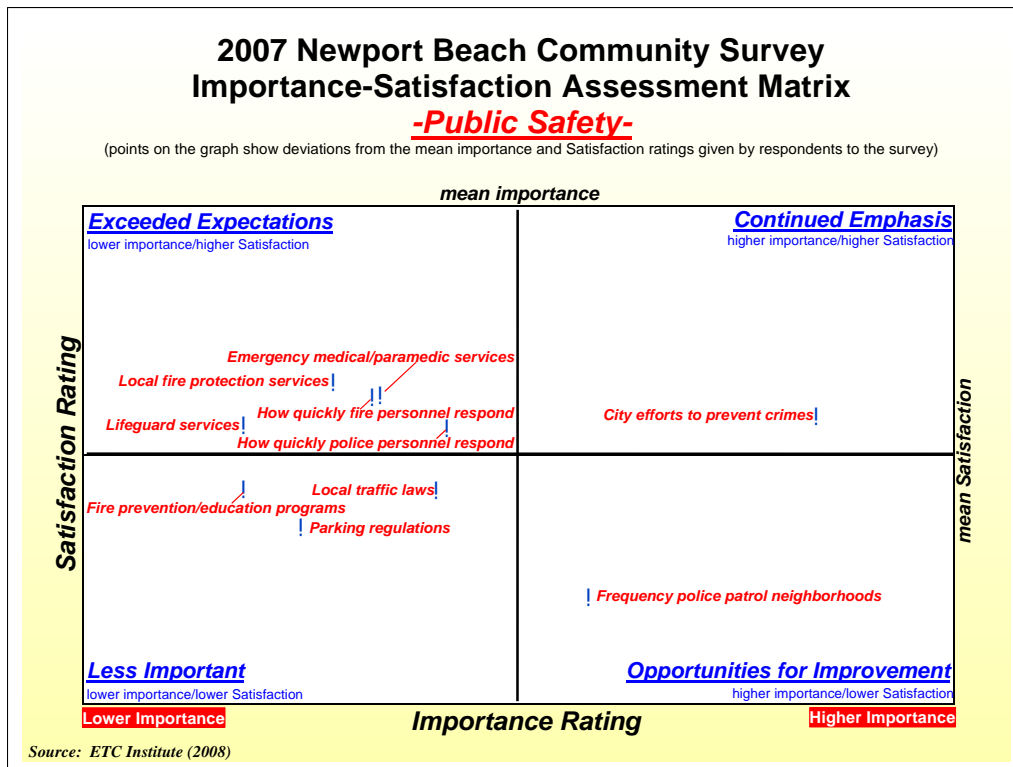
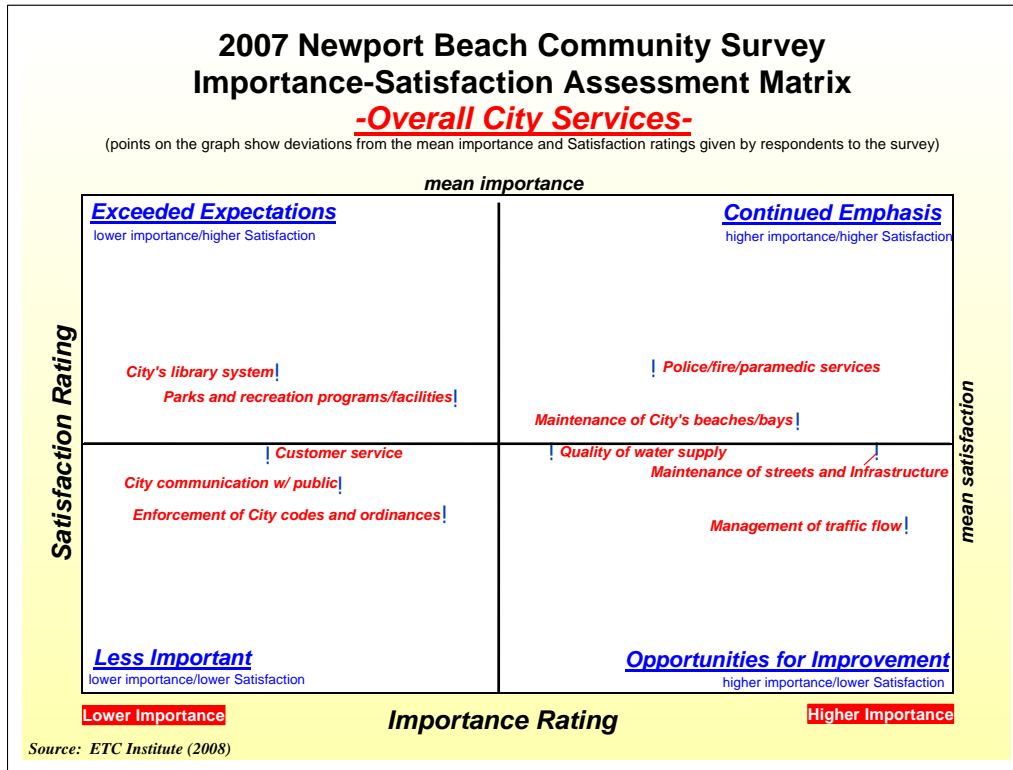
Importance-Satisfaction Matrix Analysis.

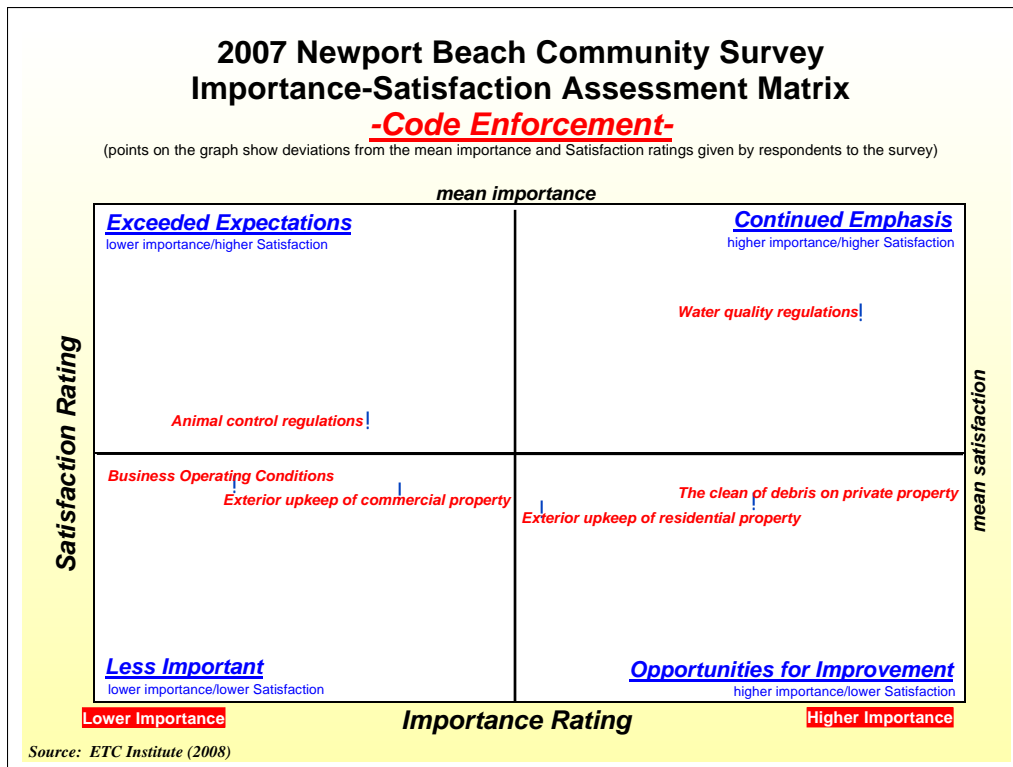
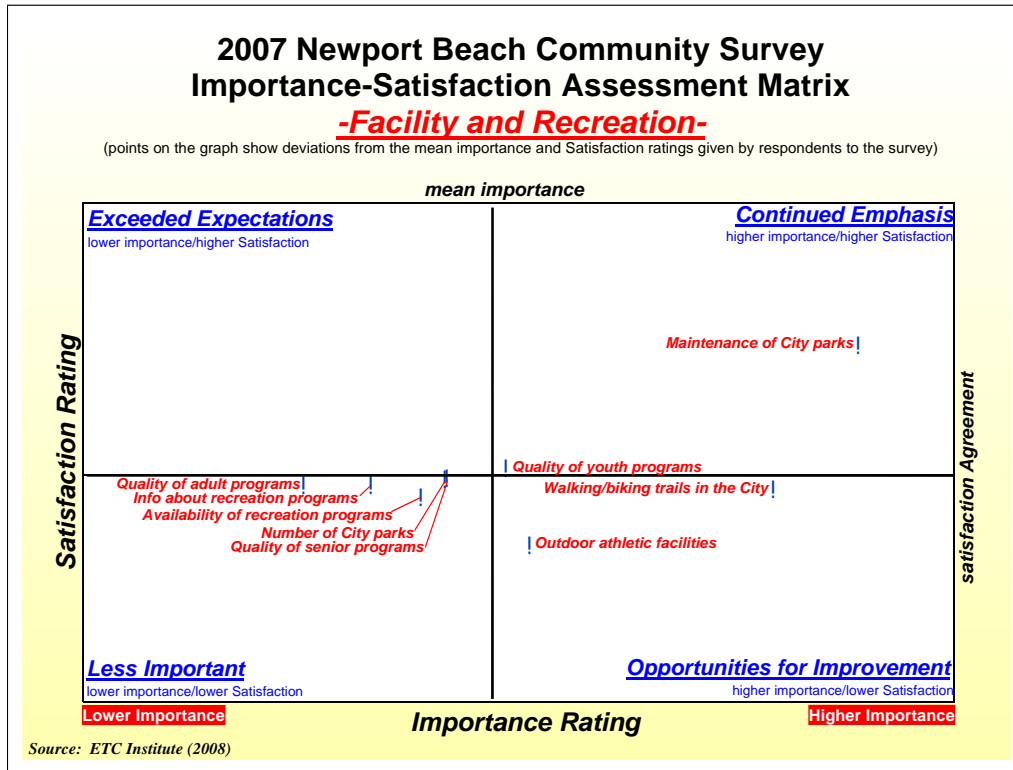
The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

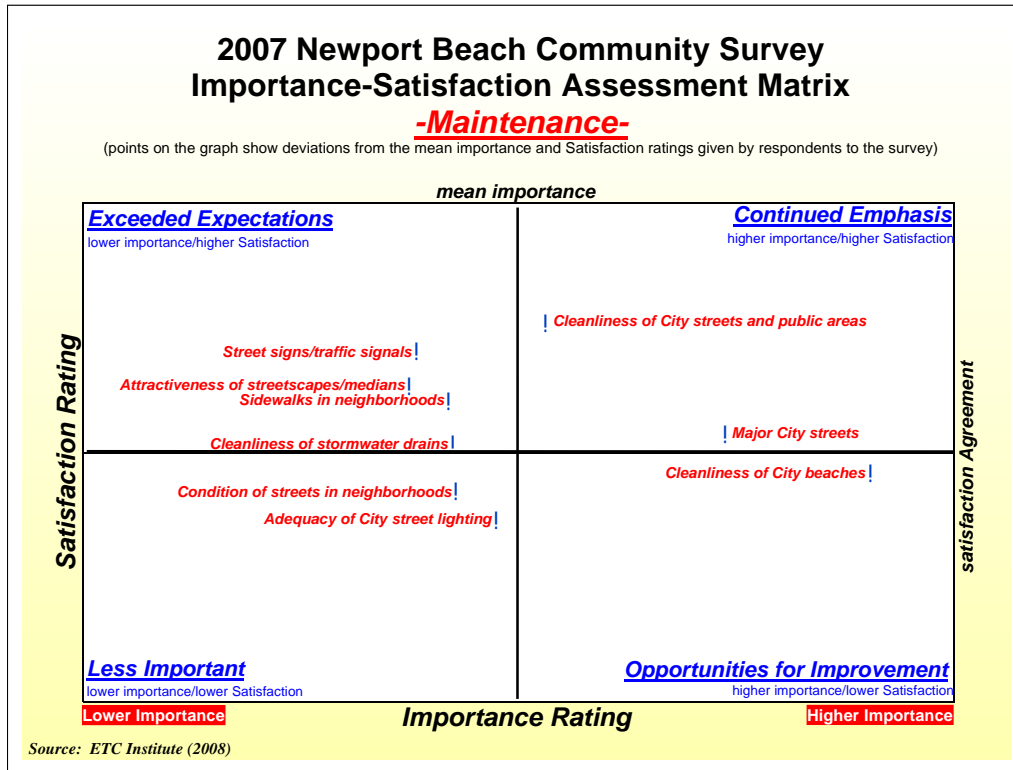
The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the City of Newport Beach are provided on the following pages.







Section 3:
Benchmarking Analysis

DirectionFinder® Survey

Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder®* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 150 cities and counties in 36 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute during July 2007 to a random sample of more than 2,000 residents in the continental United States, (2) a statewide survey that was administered to a random sample of more than 400 California residents during August 2007, and (3) individual community surveys that were administered in 30 medium-sized cities (population of 20,000 to 199,999) between January 2005 and December 2007. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey. The “California Average” in this report reflects the results of the statewide survey that was administered by ETC Institute in August 2007. The results from individual cities were used as the basis for developing the ranges of performance that are shown in this report for specific types of services.

The 36 mid-size cities included in the performance ranges that are shown in this report are listed below:

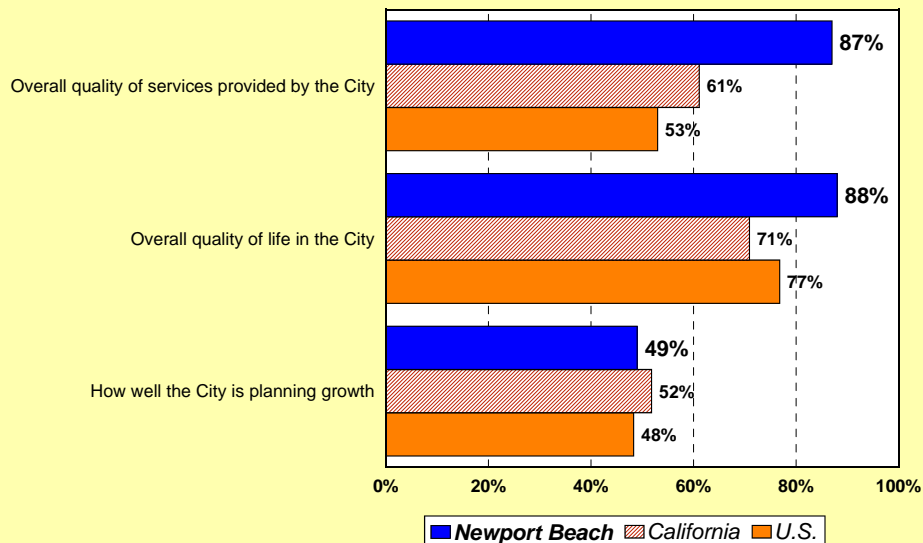
- | | | |
|---------------------------|---------------------------|---------------------------|
| • Arlington, Virginia | • Independence, Missouri | • Palm Desert, California |
| • Auburn, Alabama | • Indio, California | • Provo, Utah |
| • Blue Springs, Missouri | • Lawrence, Kansas | • Shoreline, Washington |
| • Bryan, Texas | • Lee's Summit, Missouri | • Sioux Falls, S.D. |
| • Bridgeport, Connecticut | • Lenexa, Kansas | • St. Cloud, Florida |
| • Casper, Wyoming | • Naperville, Illinois | • Tamarac, Florida |
| • Casa Grande, Arizona | • Newport, R.I. | • Tuskegee, Alabama |
| • Columbia, Missouri | • O’Fallon, Missouri | • Westland, Michigan |
| • Concord, California | • Olathe, Kansas | • West Des Moines, Iowa |
| • Greenville, S.C. | • Overland Park, Kansas | • Wilmington, N.C. |
| • Hilton Head, S.C. | • Peoria, Arizona | • Vancouver, Washington |
| • High Point, N.C. | • Prairie Village, Kansas | • Yuma, Arizona |

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Newport Beach, CA is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various Attributes *Newport Beach vs. California vs. the U.S.*

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

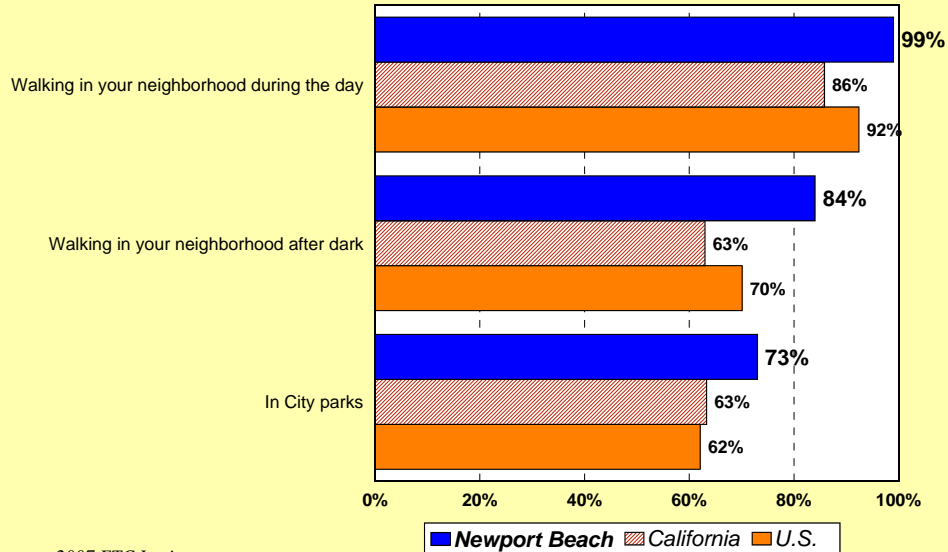


Source: 2007 ETC Institute

How Safe Residents Feel in Their Community

Newport Beach vs. California vs. the U.S

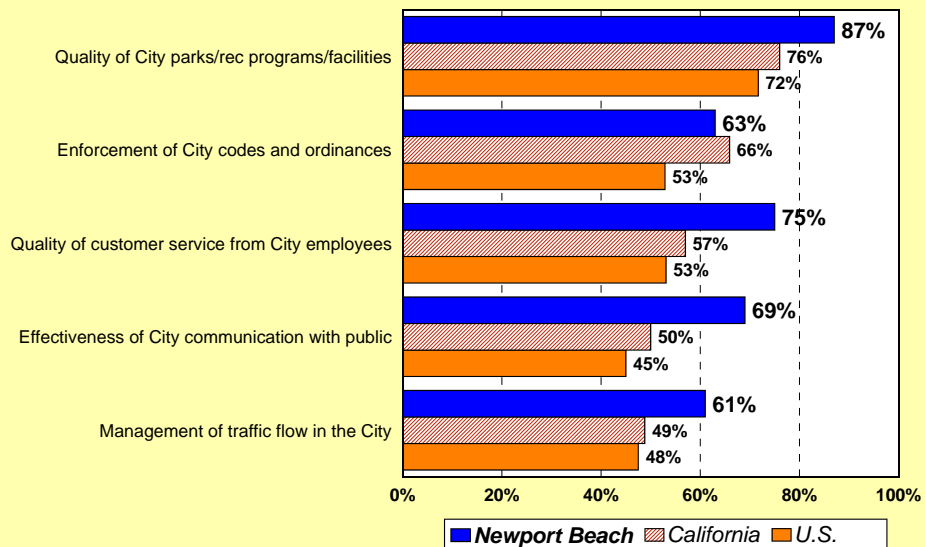
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Overall Satisfaction with Various City Services

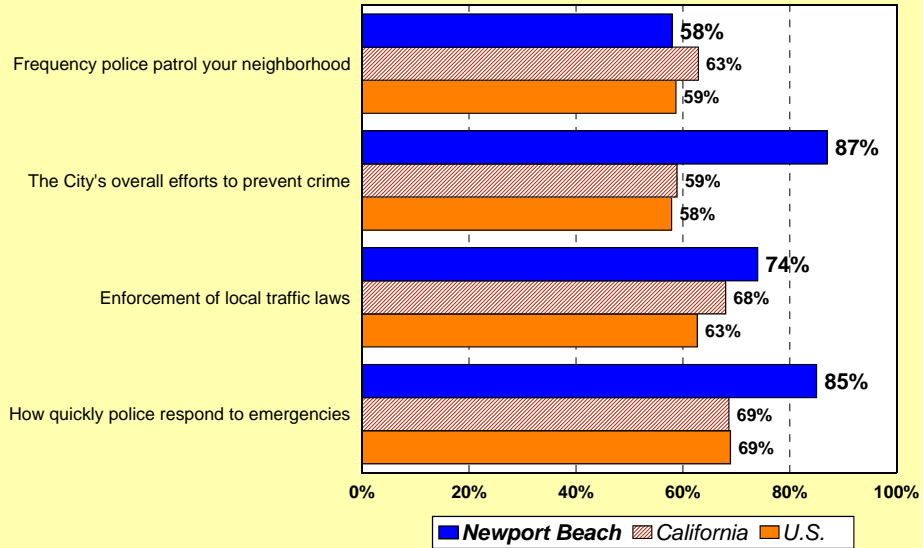
Newport Beach vs. California vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



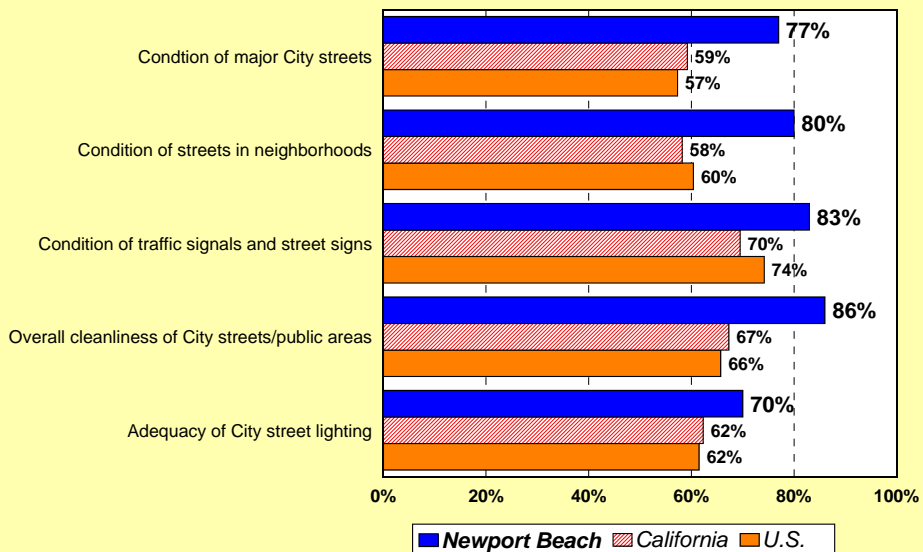
Overall Satisfaction with Public Safety Services *Newport Beach vs. California vs. the U.S.*

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



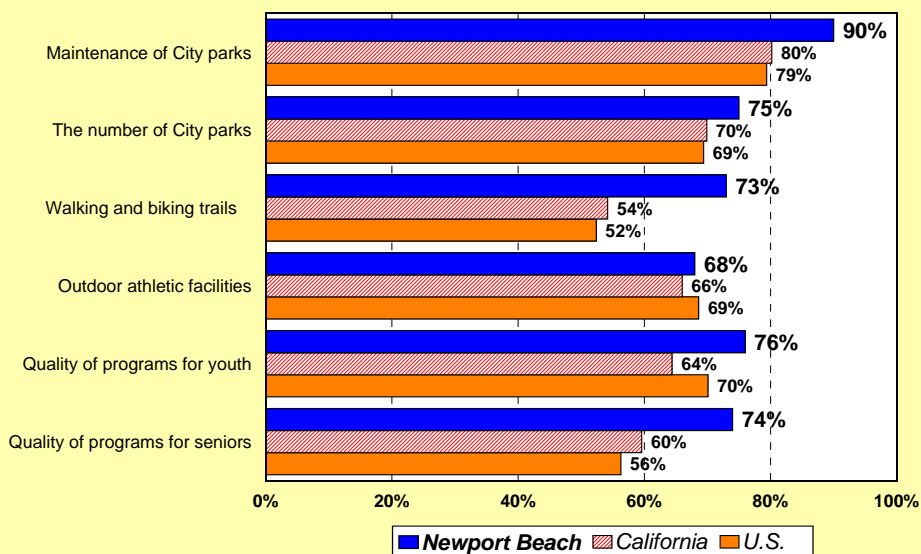
Overall Satisfaction with Maintenance *Newport Beach vs. California vs. the U.S.*

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



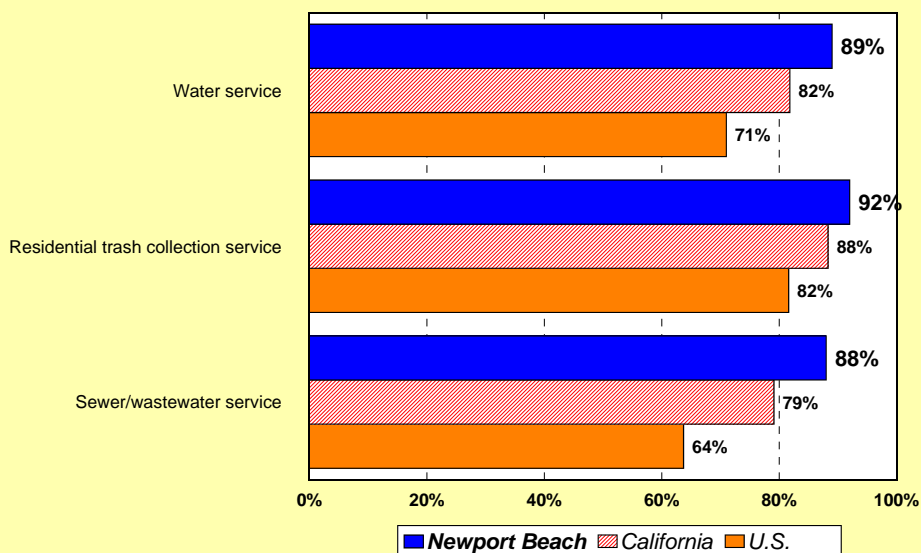
Overall Satisfaction with Parks and Recreation *Newport Beach vs. California vs. the U.S*

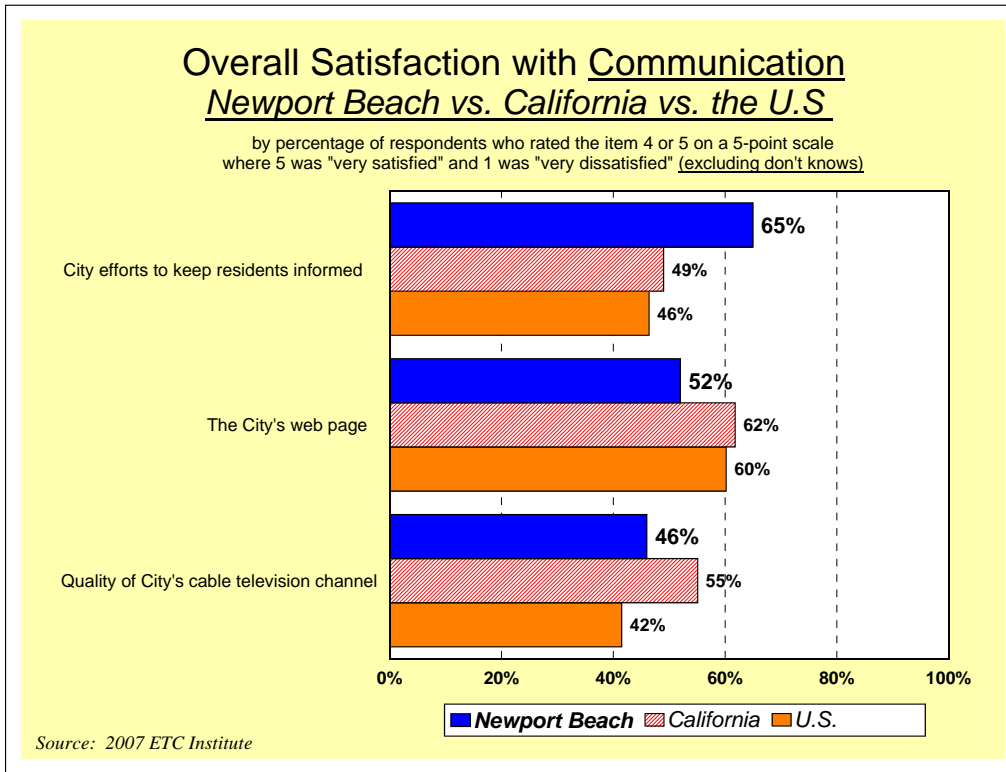
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Utilities *Newport Beach vs. California vs. the U.S*

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





Section 4:
GIS Maps

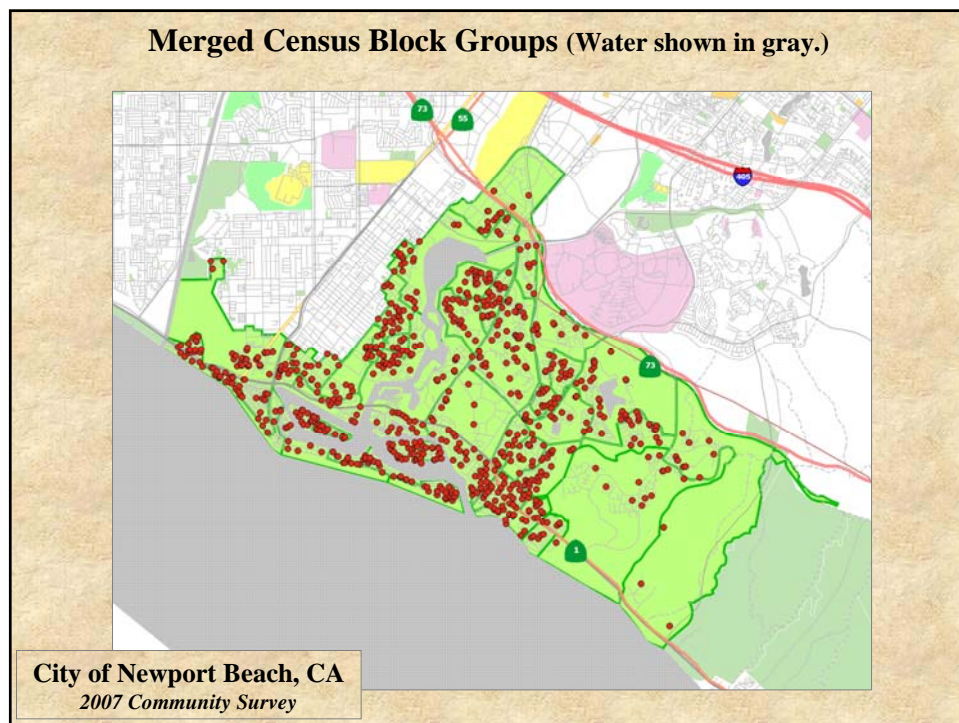
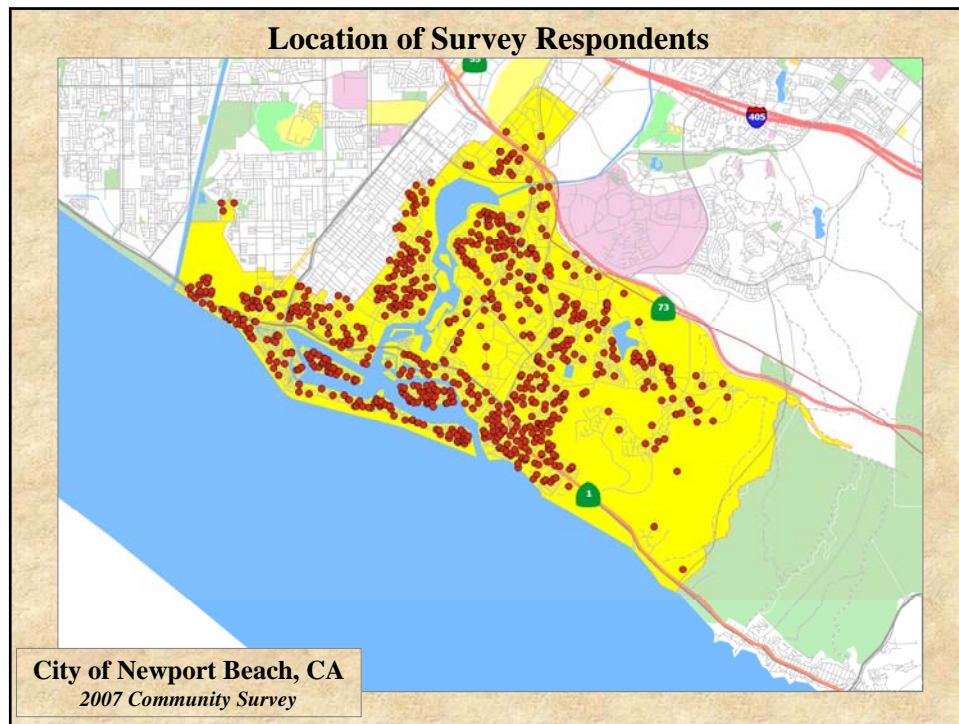
Interpreting the Maps

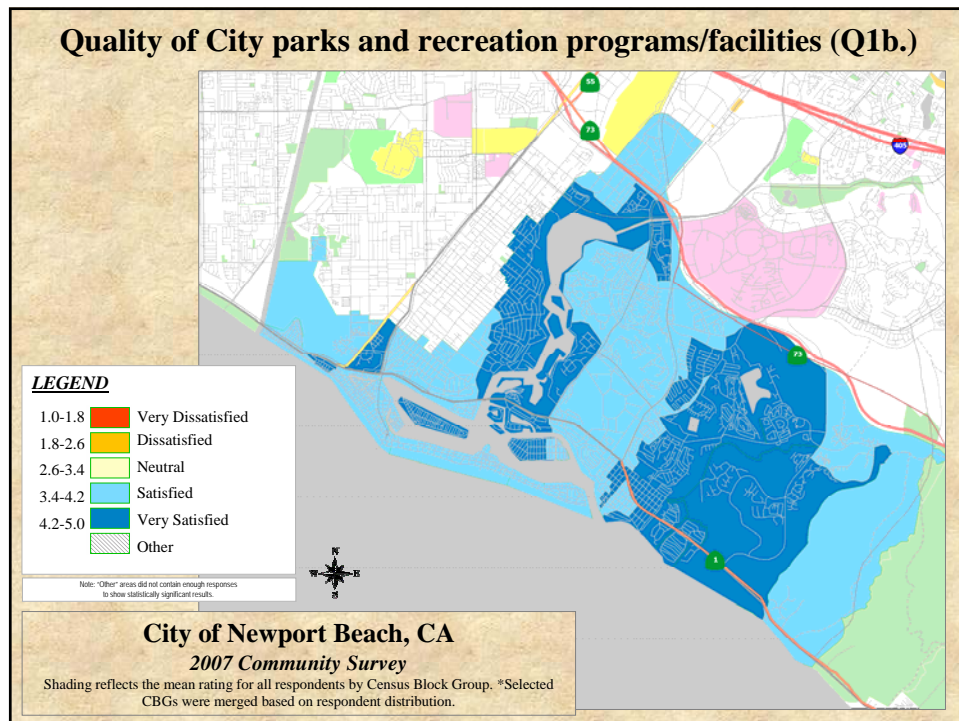
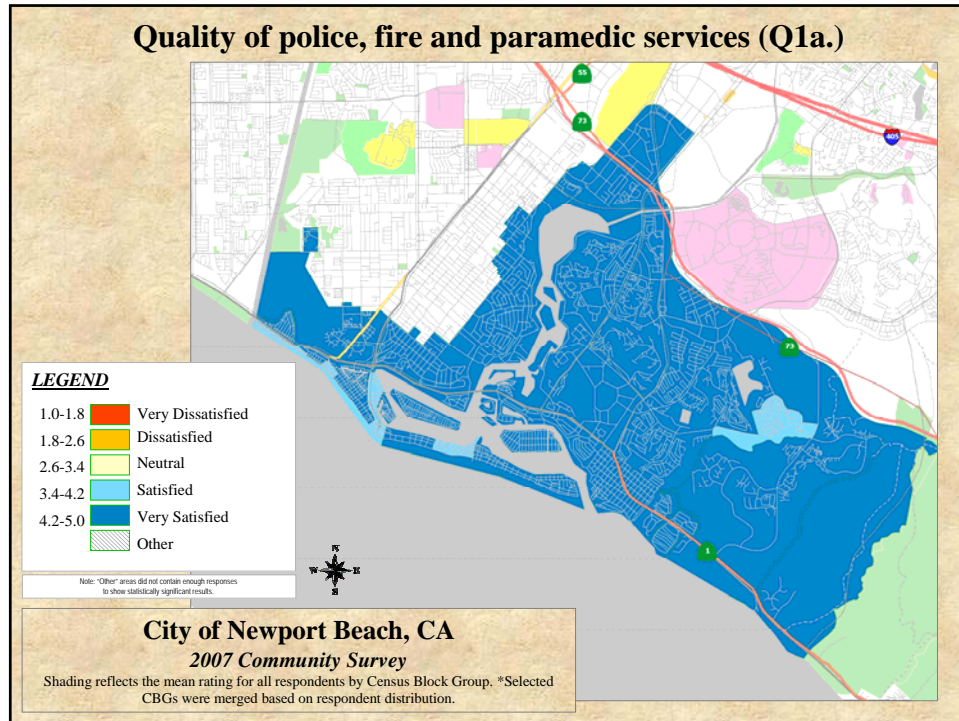
The maps on the following pages show the mean ratings for several survey questions by zip code.

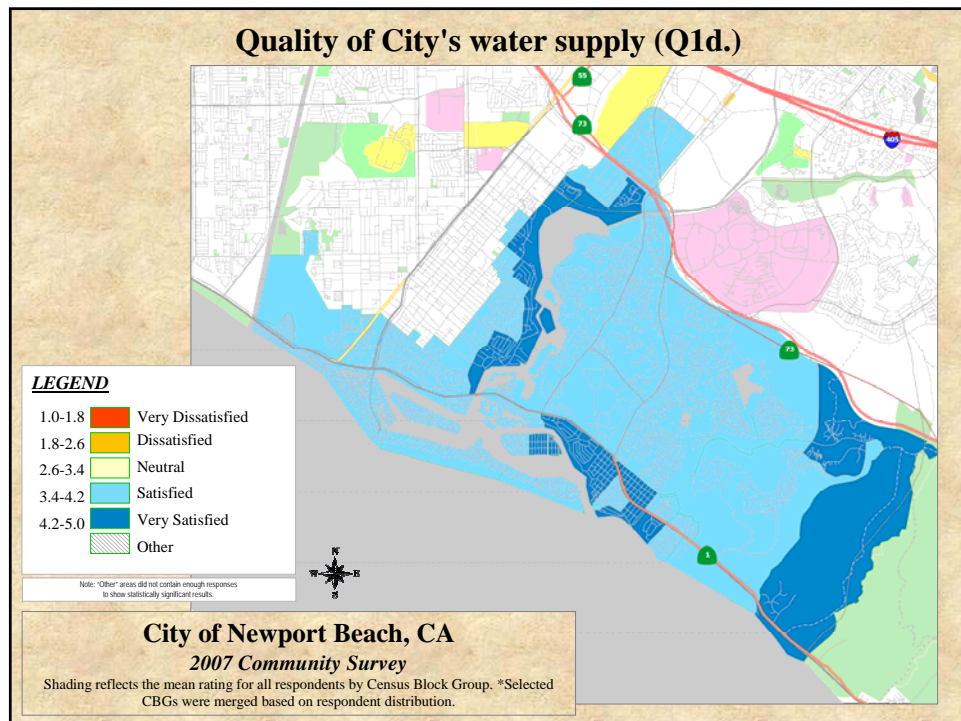
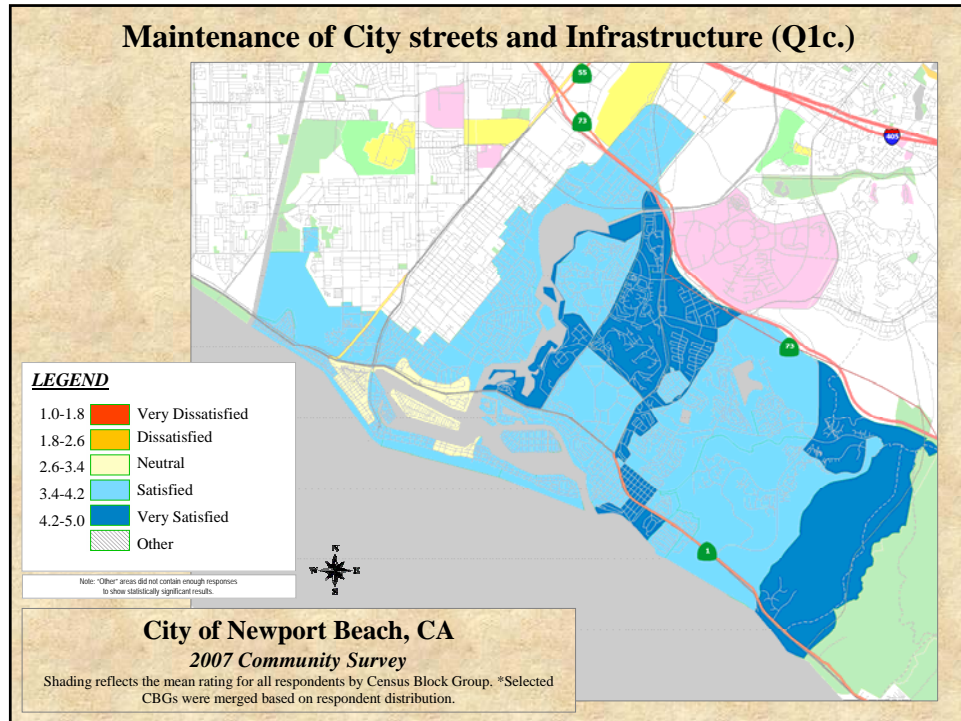
If all zip codes on a map are the same color, then most residents in the community generally feel the same about that issue.

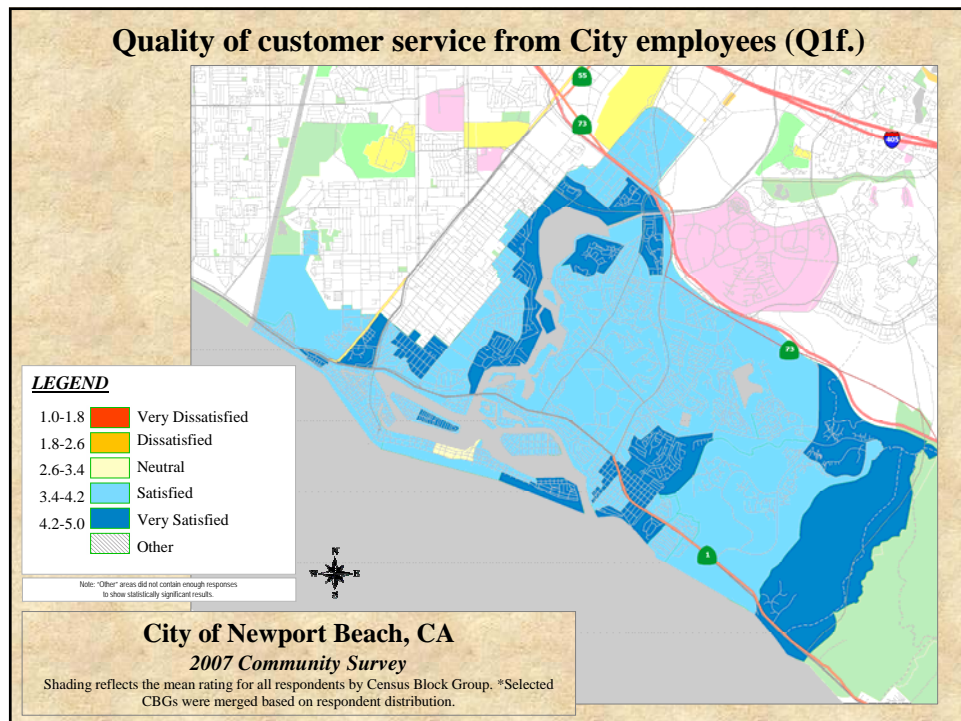
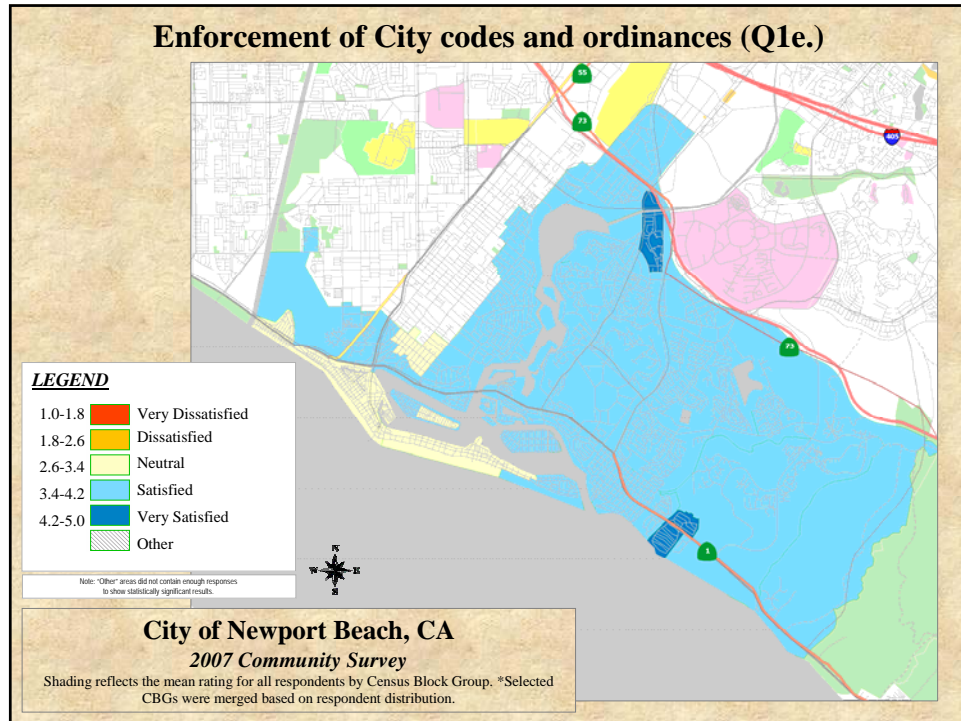
When reading the charts, please use the following color scheme as a guide:

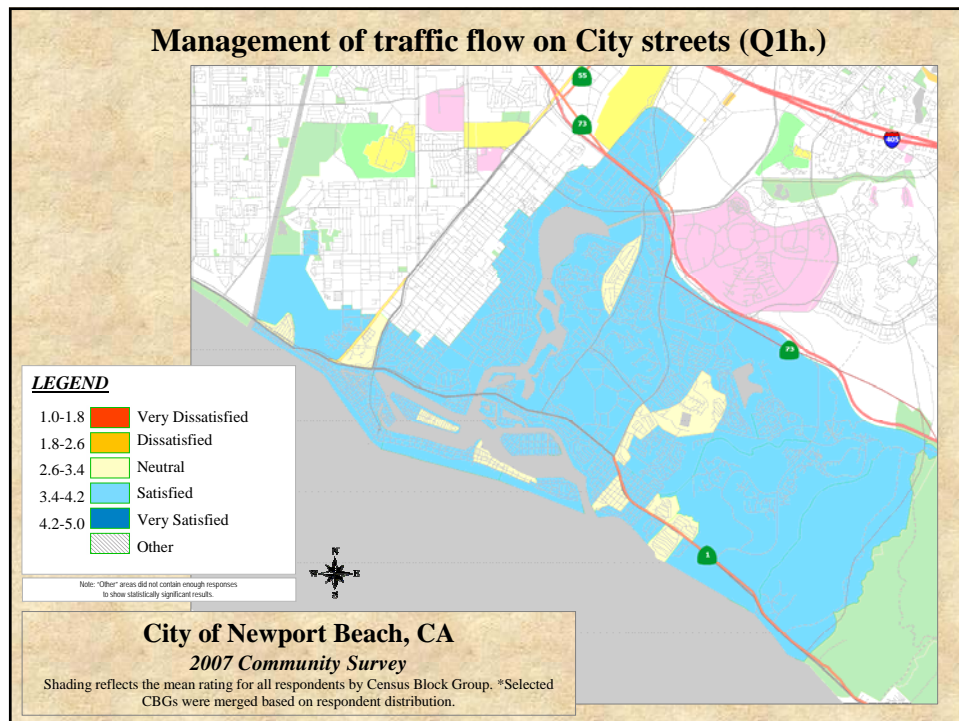
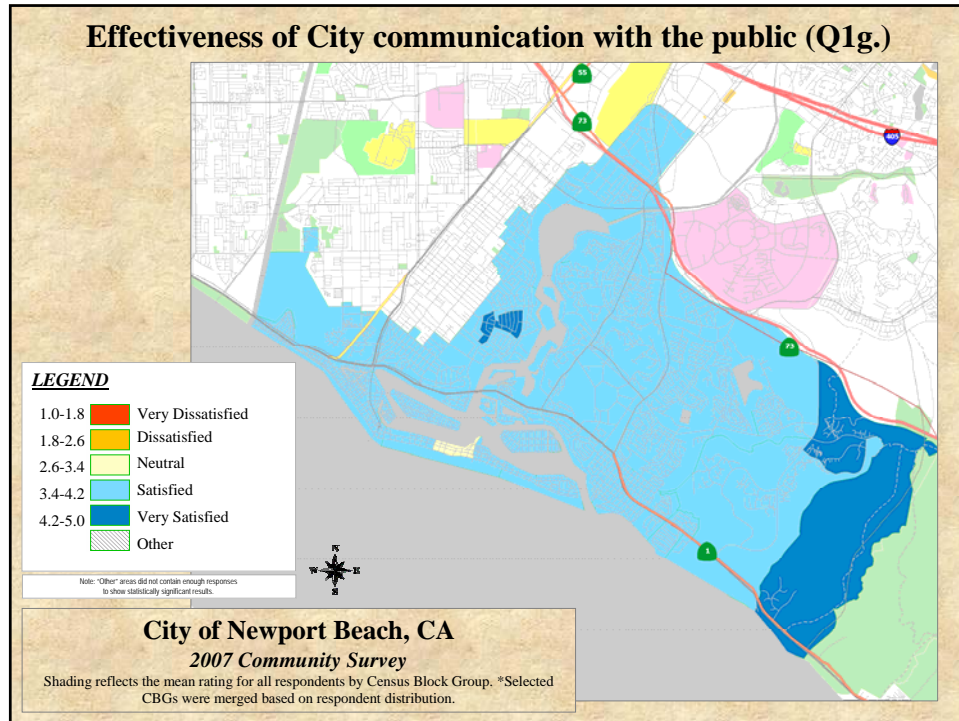
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate that residents in an area thought the issue was “not a problem.”
- **OFF-WHITE/BEIGE** shades indicate a NEUTRAL rating. Shades of neutral generally indicate that residents in the area thought the issue was a “minor problem.”
- **DARK/LIGHT RED** shades indicate NEGATIVE ratings. Shades of red generally indicate that residents in the area thought the issue was a “major problem.”

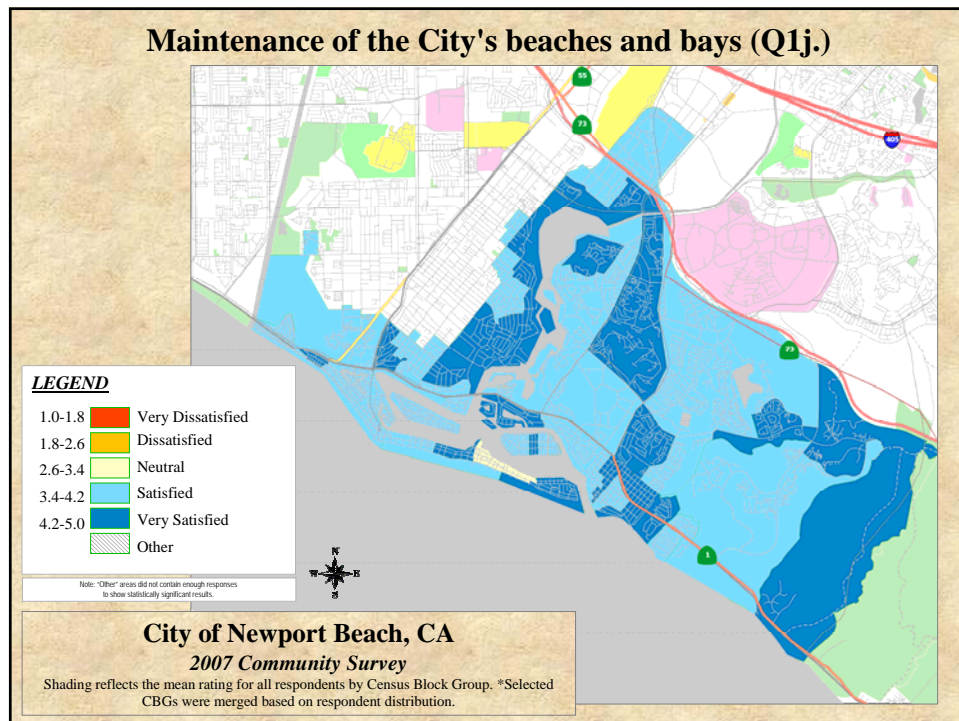
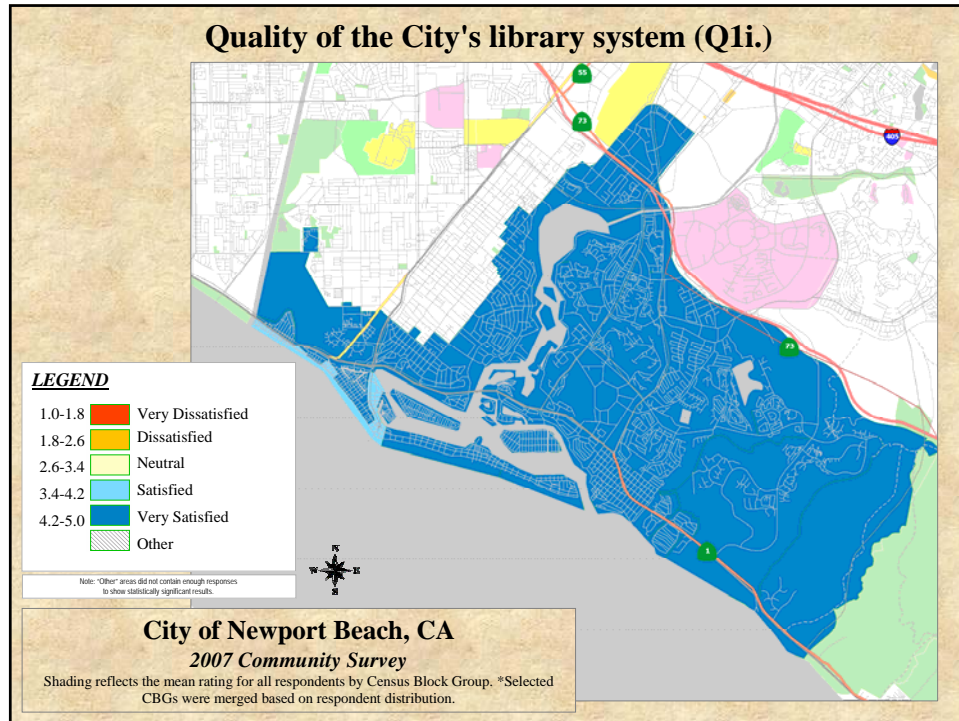


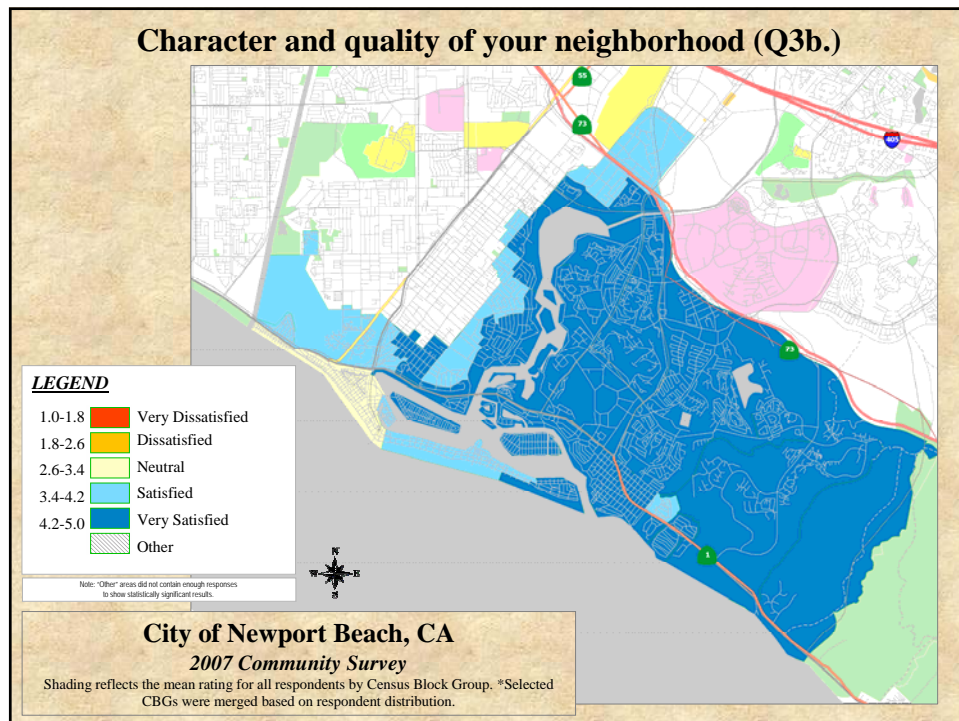
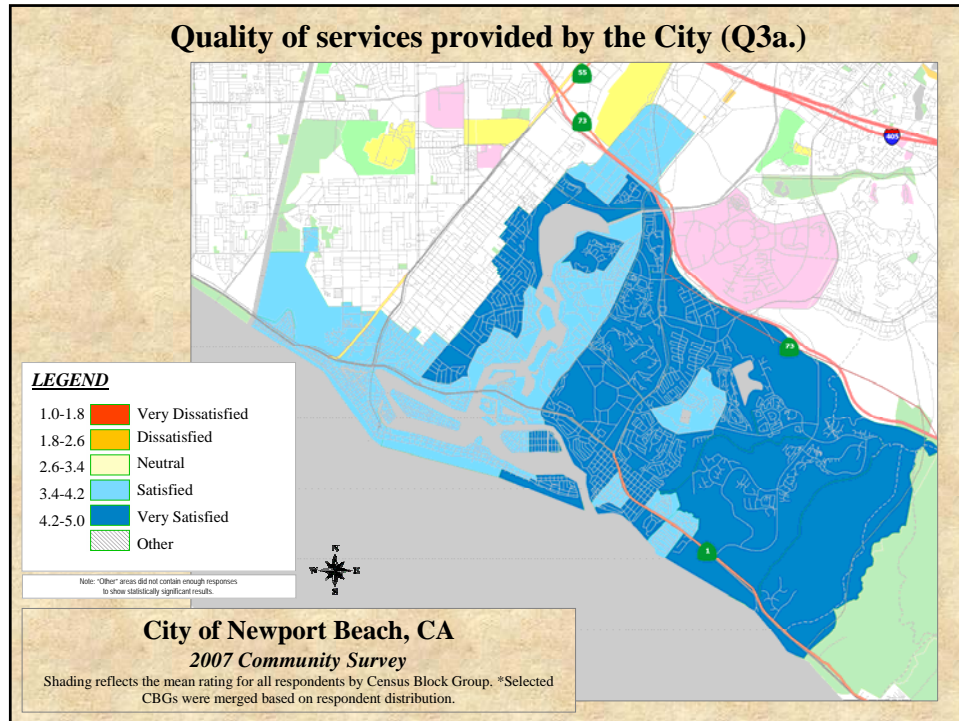


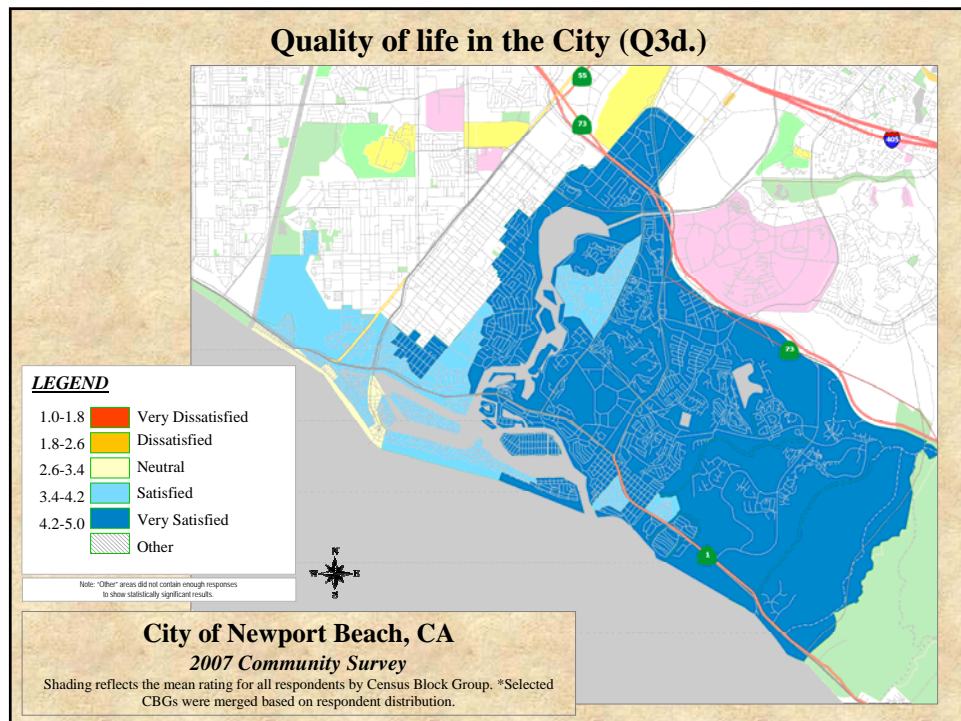
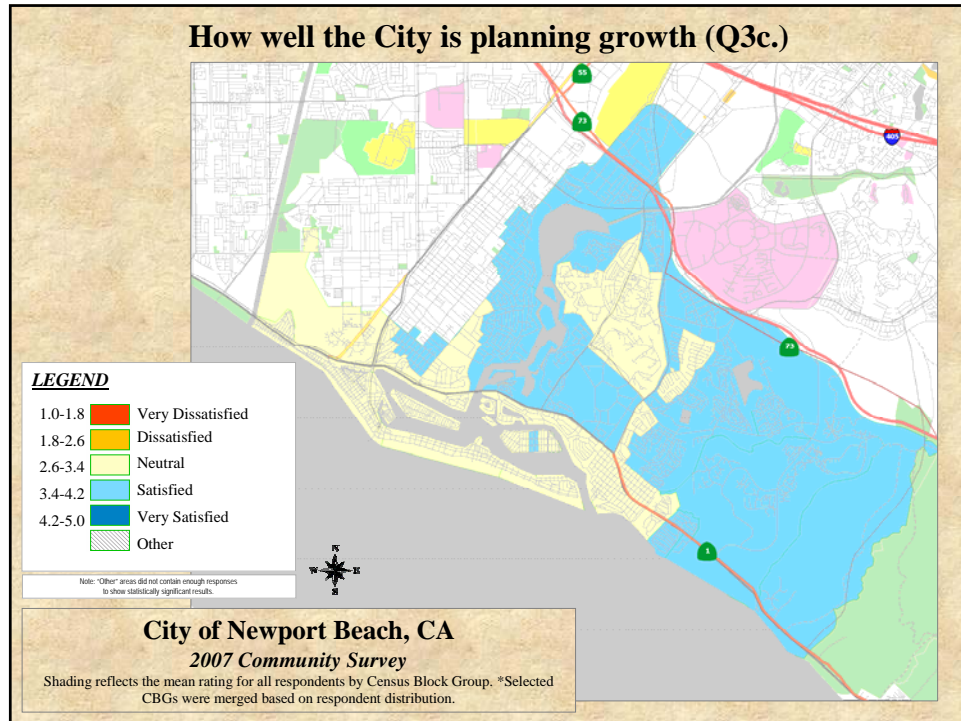


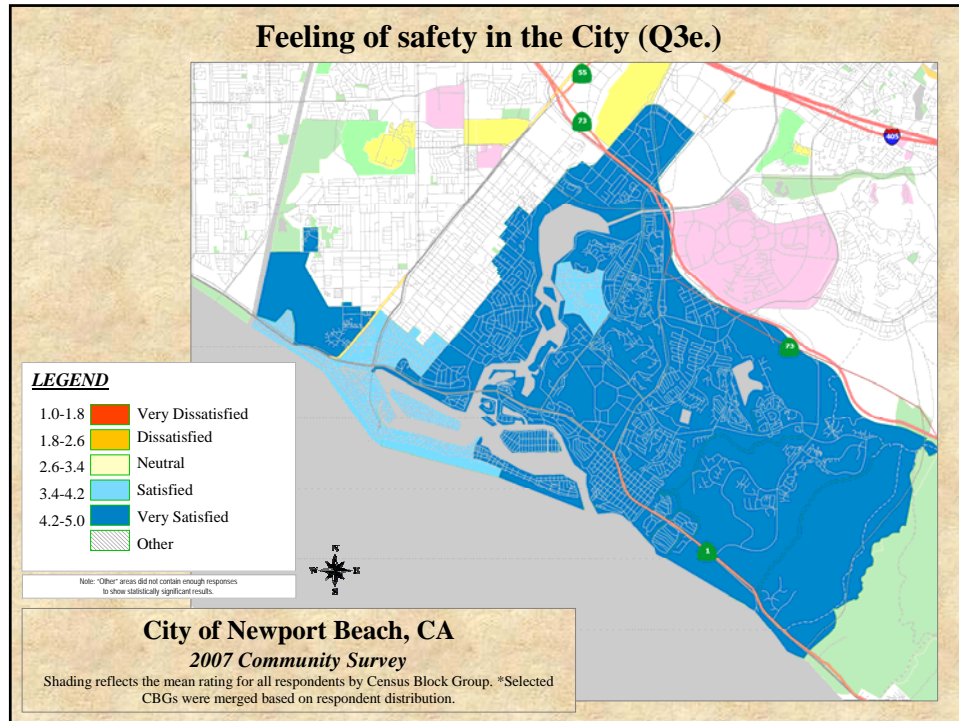


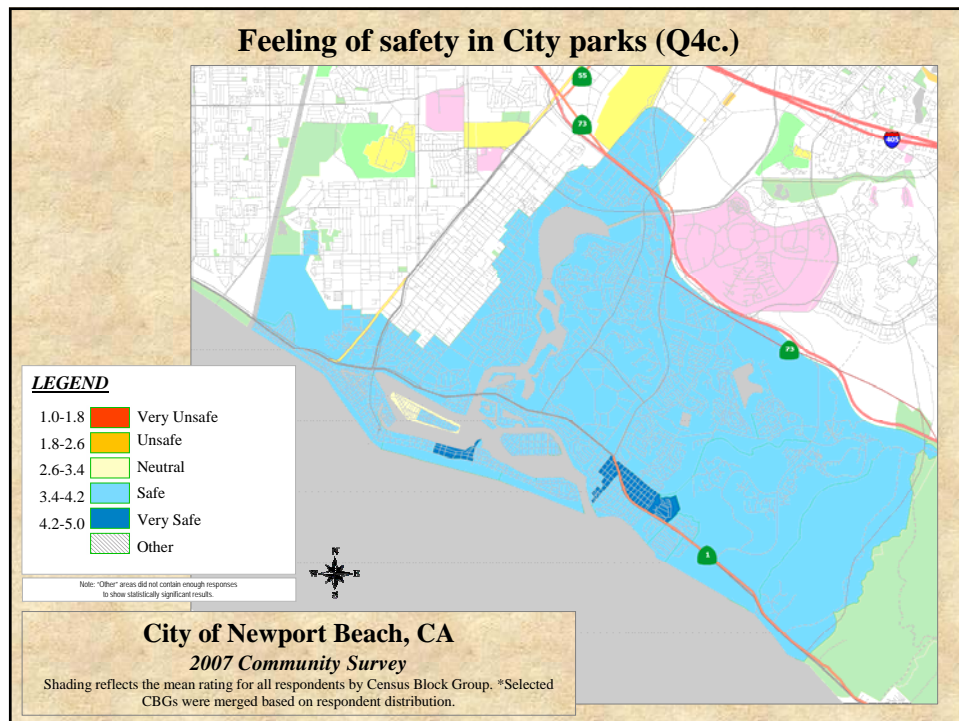


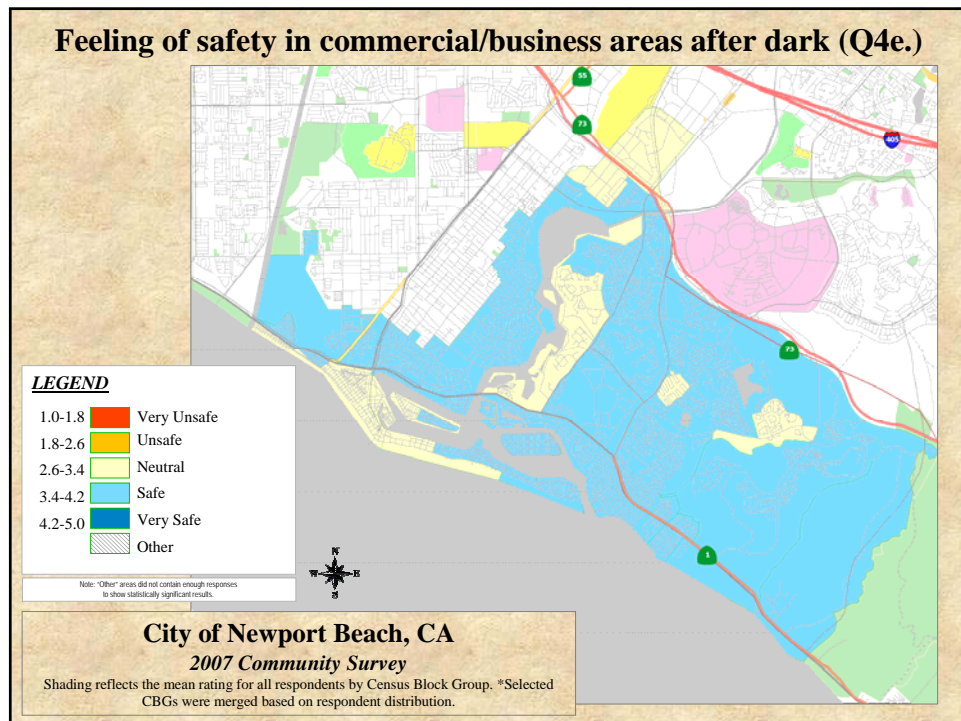
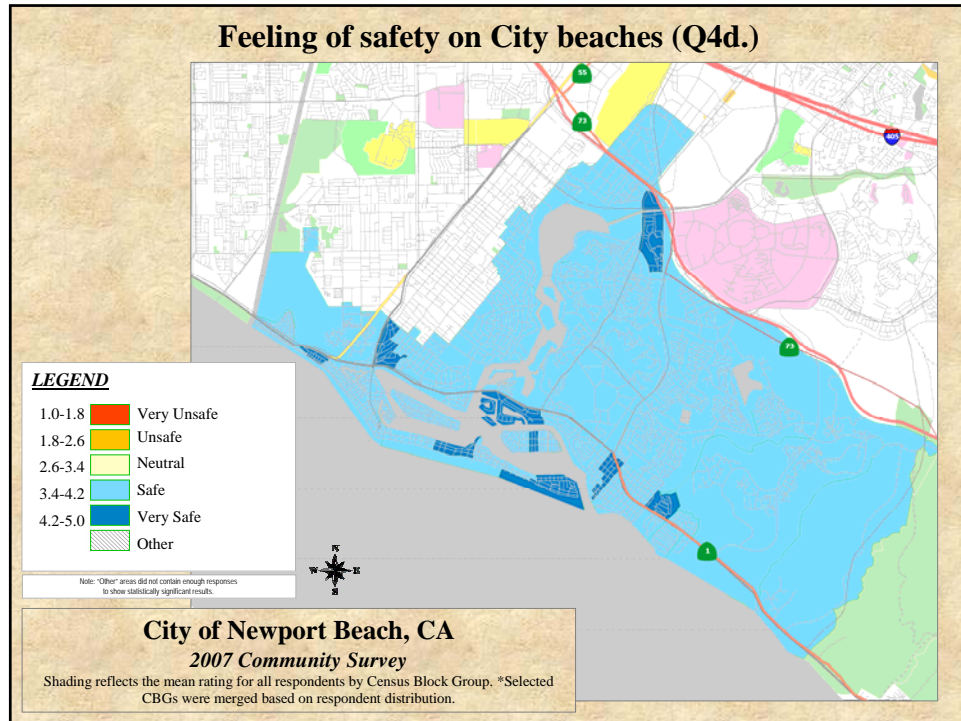


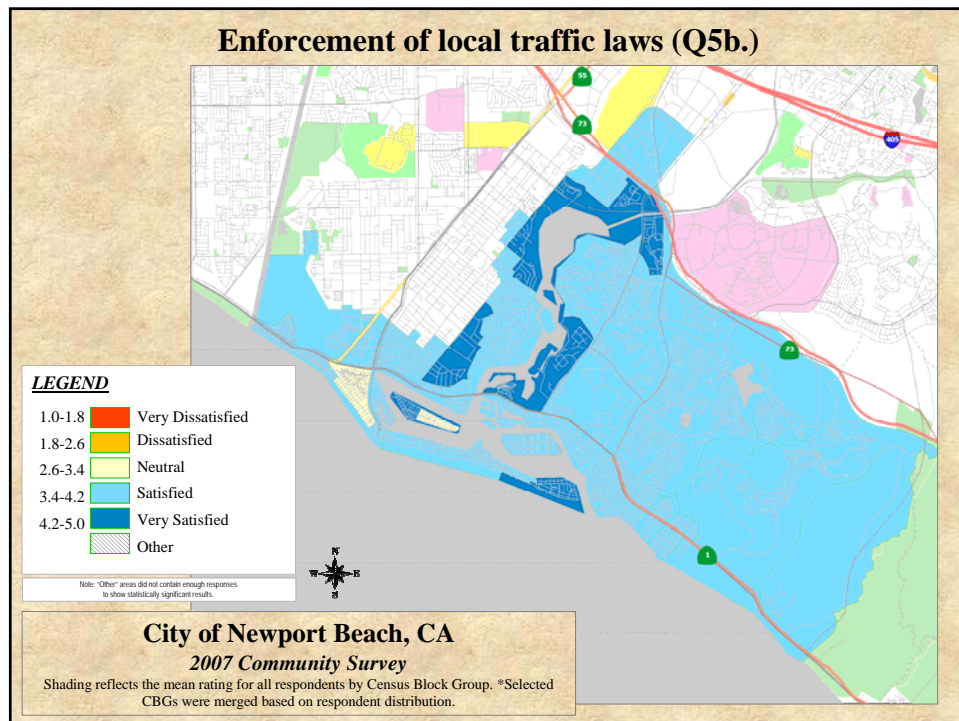
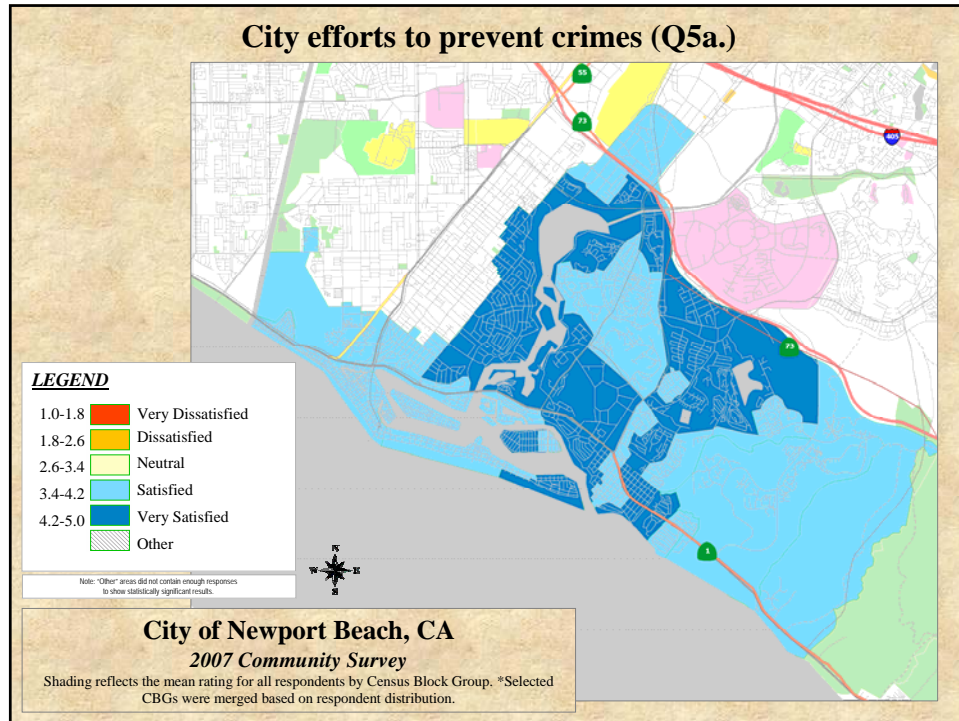


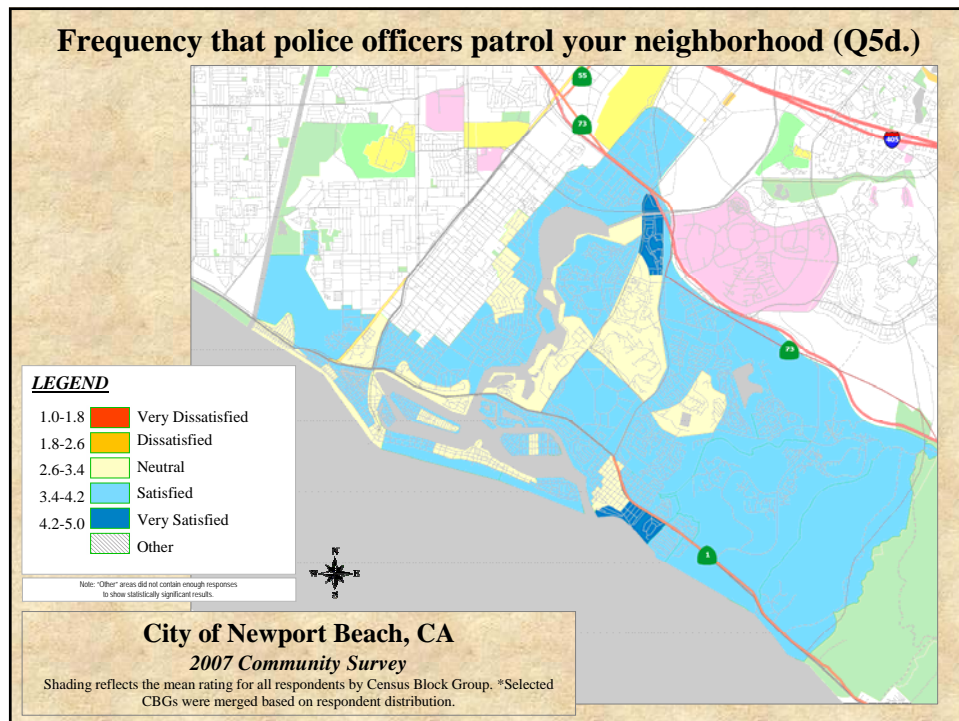
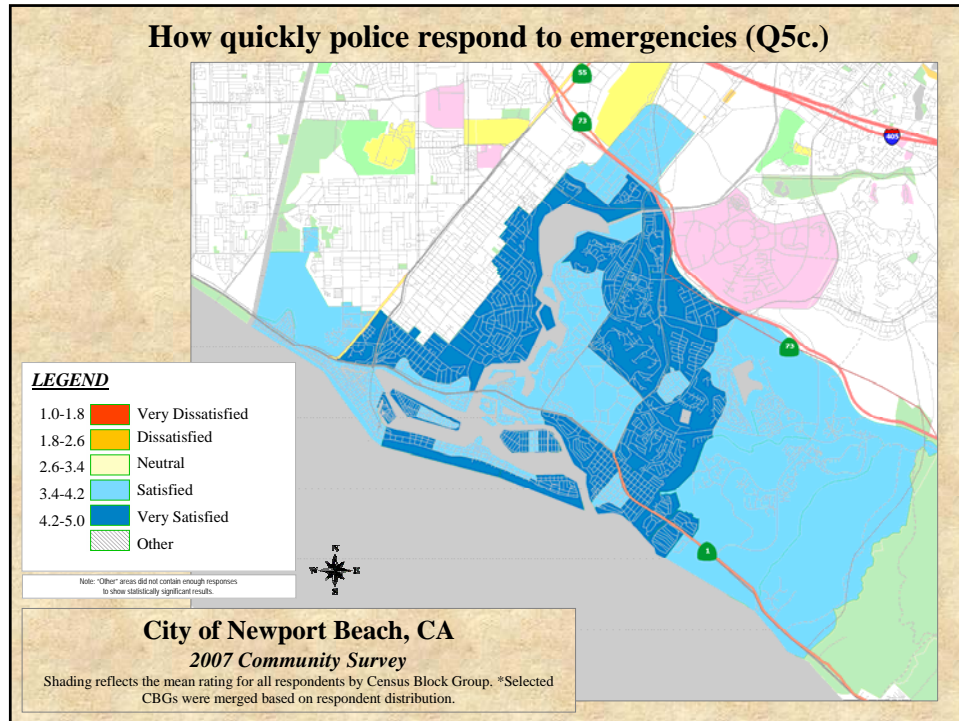


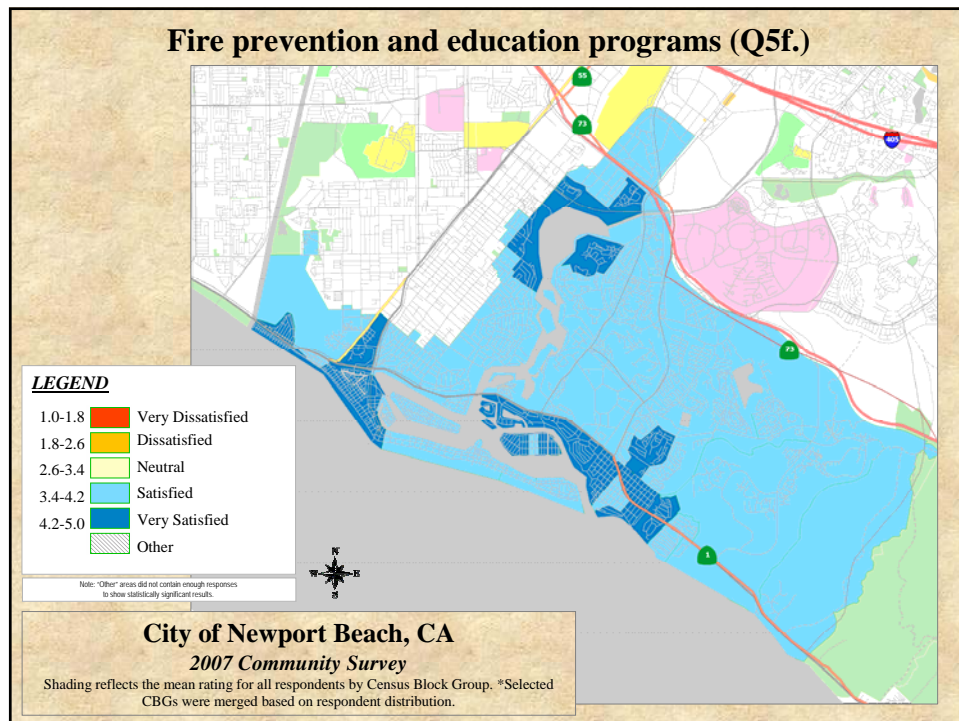
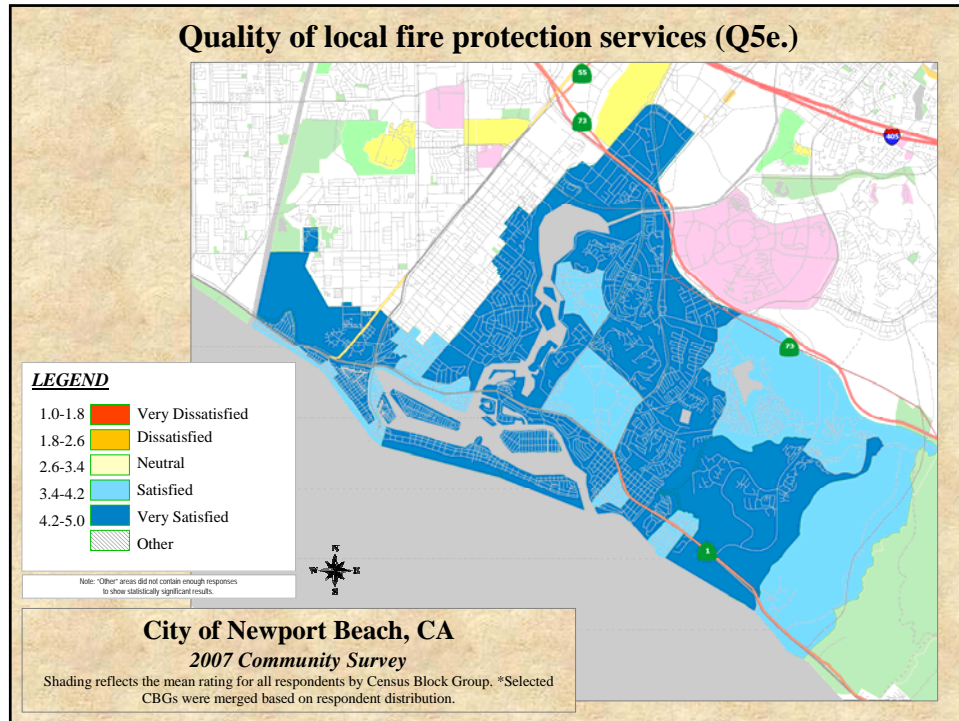


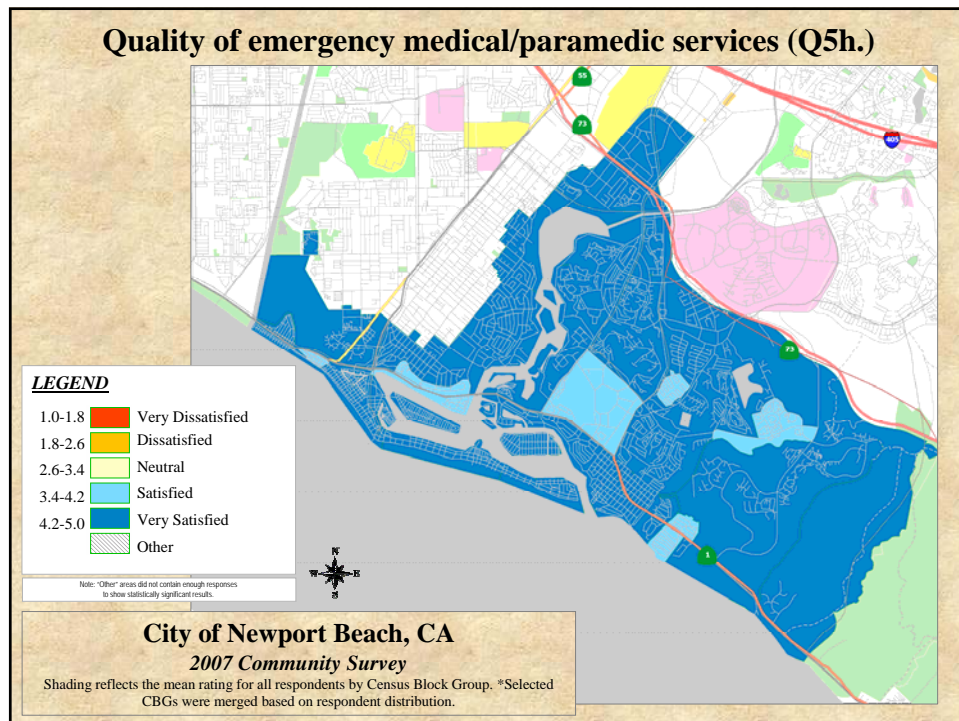
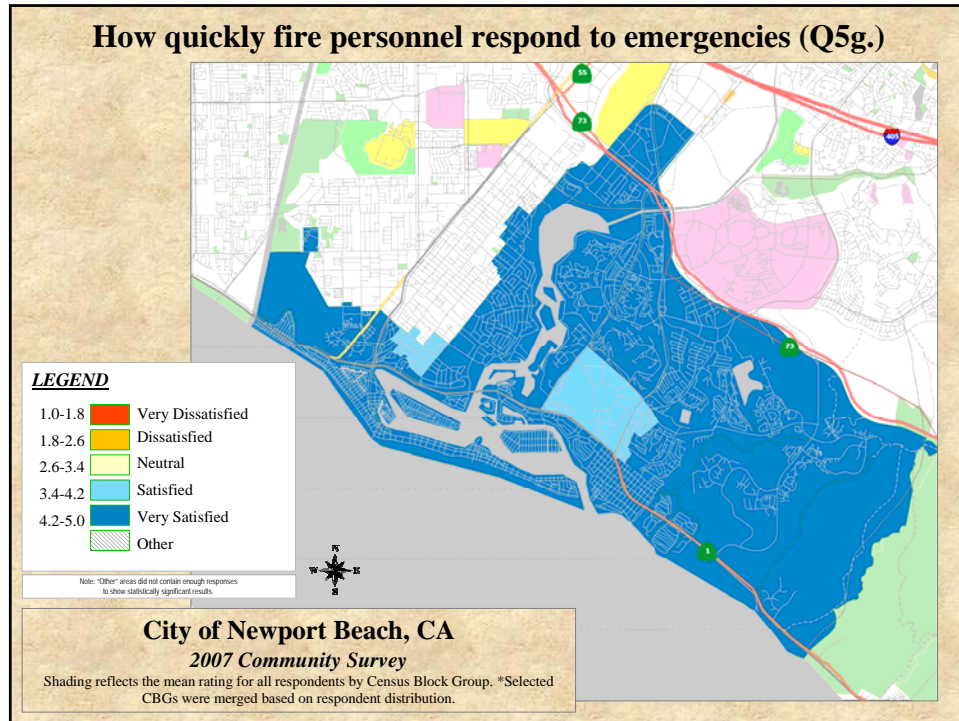


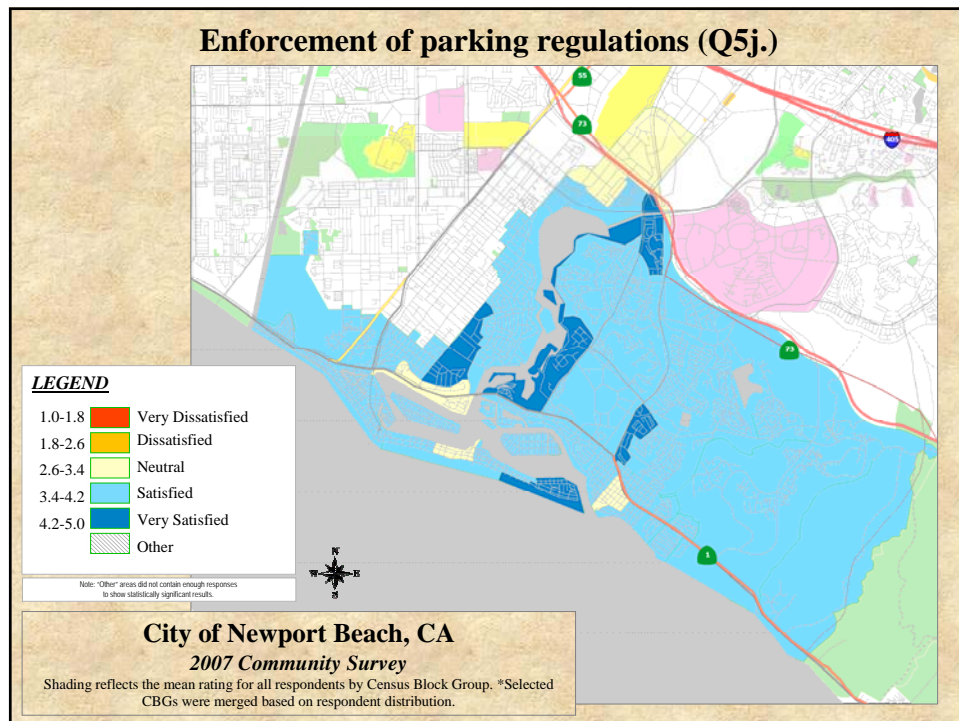
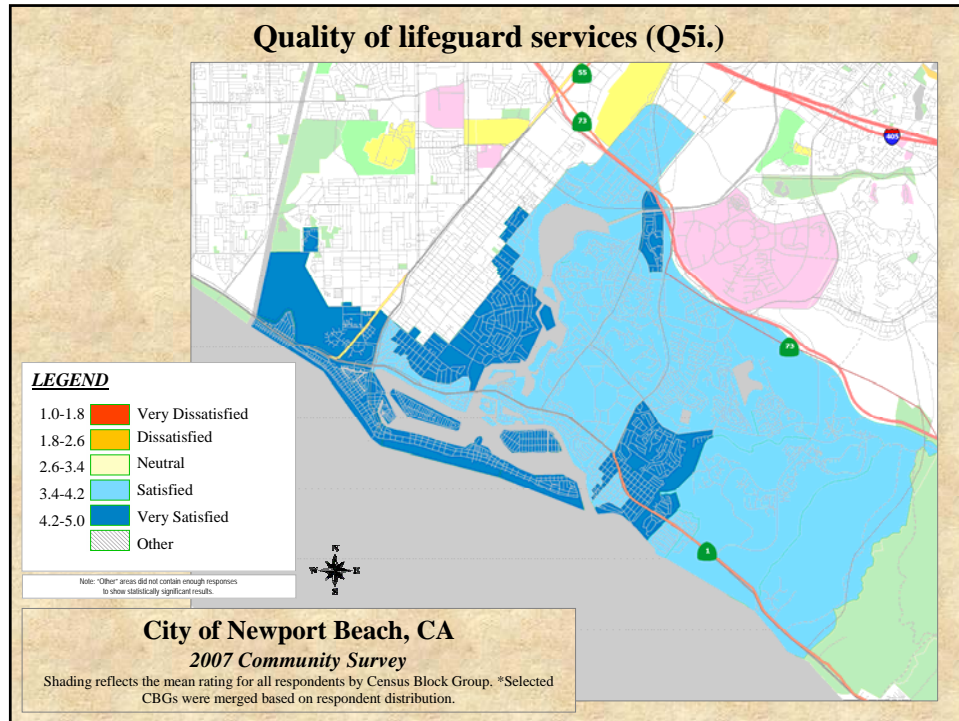


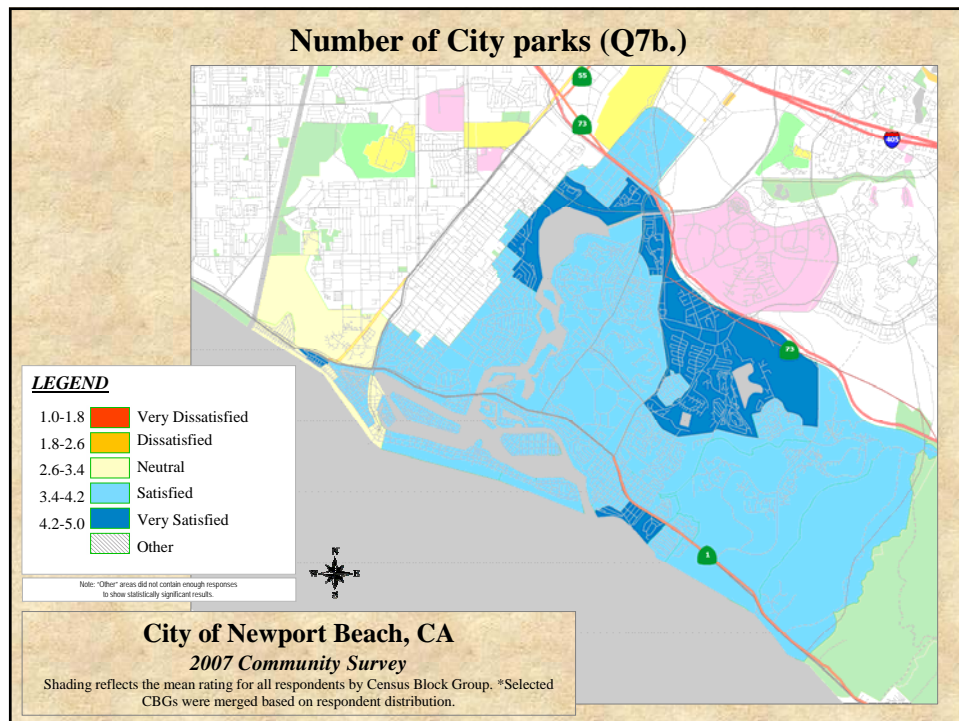
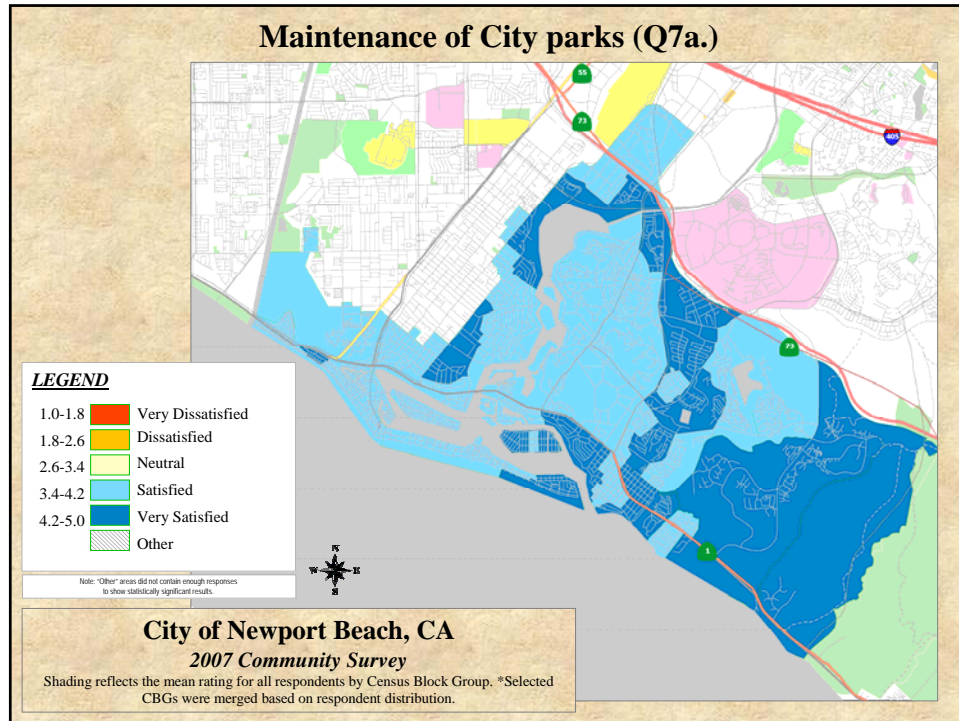


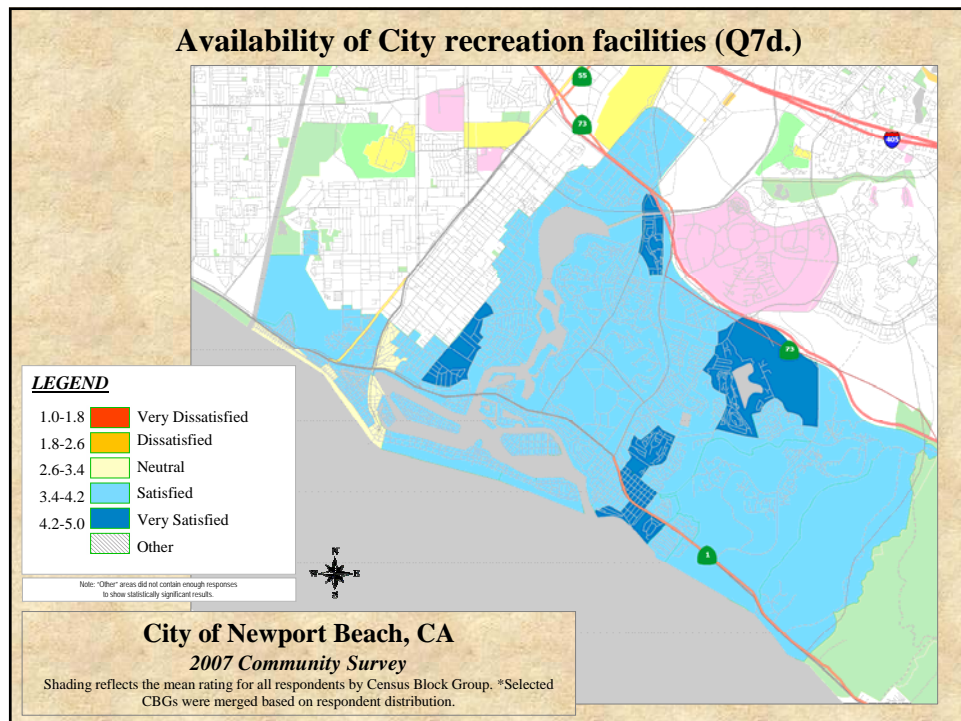
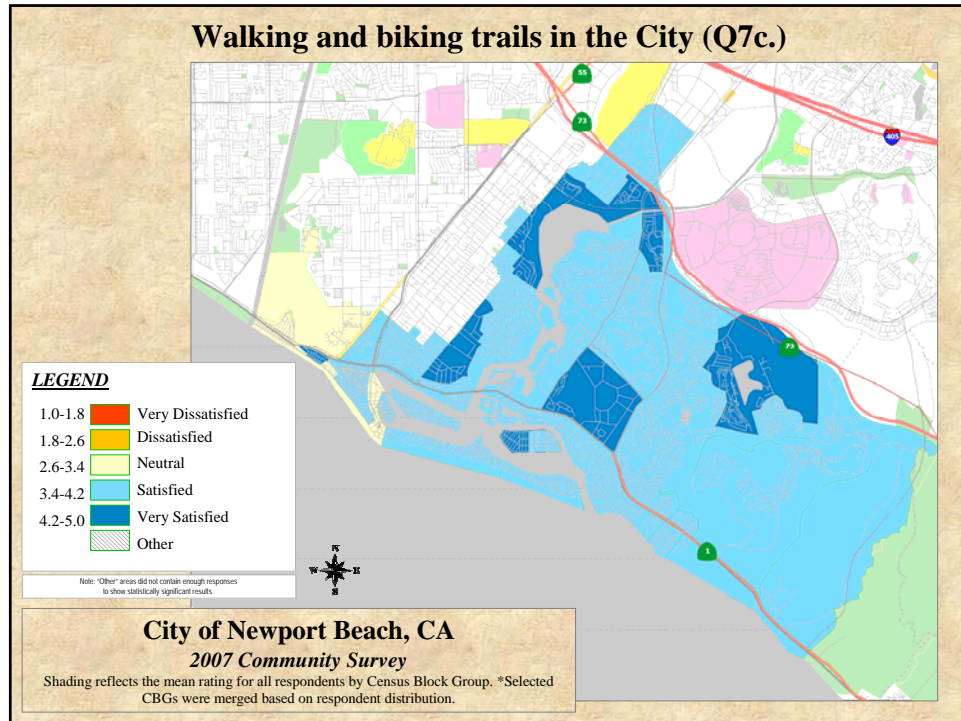


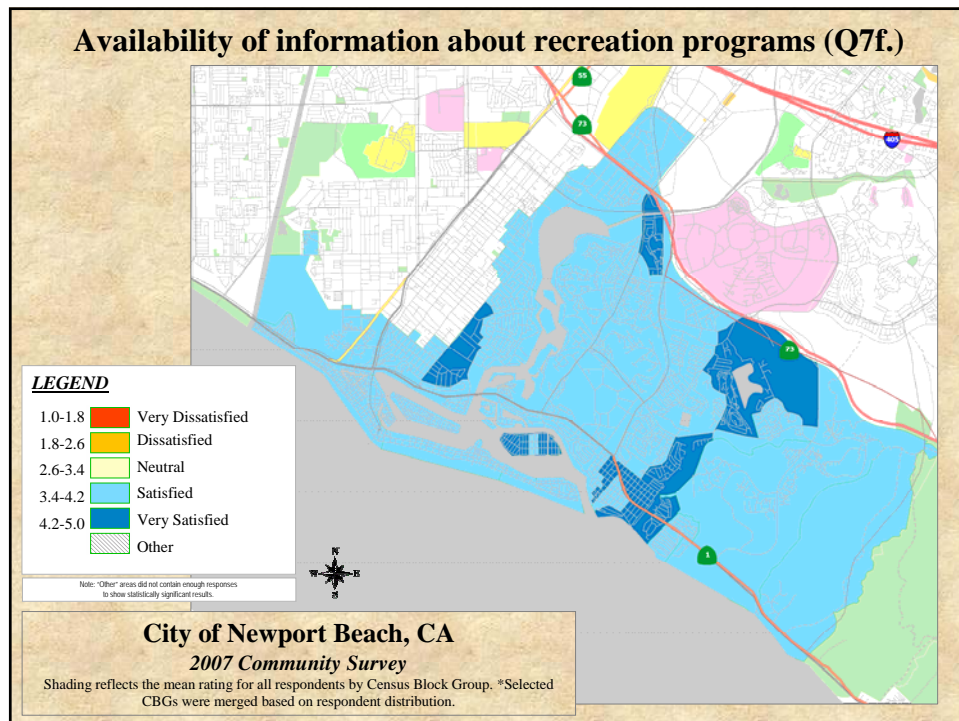
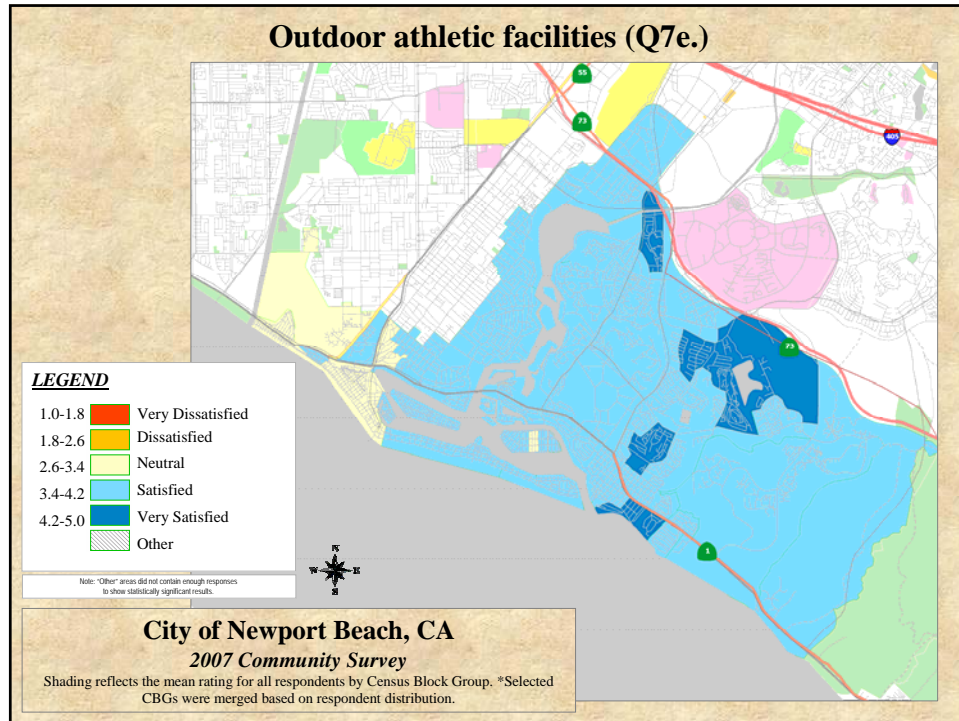


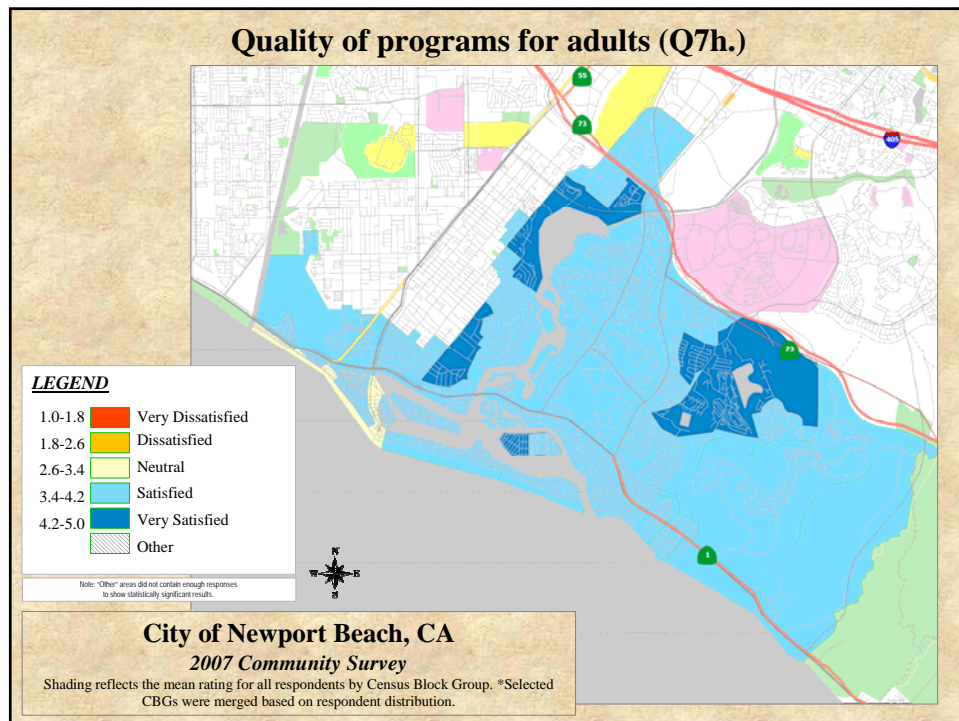
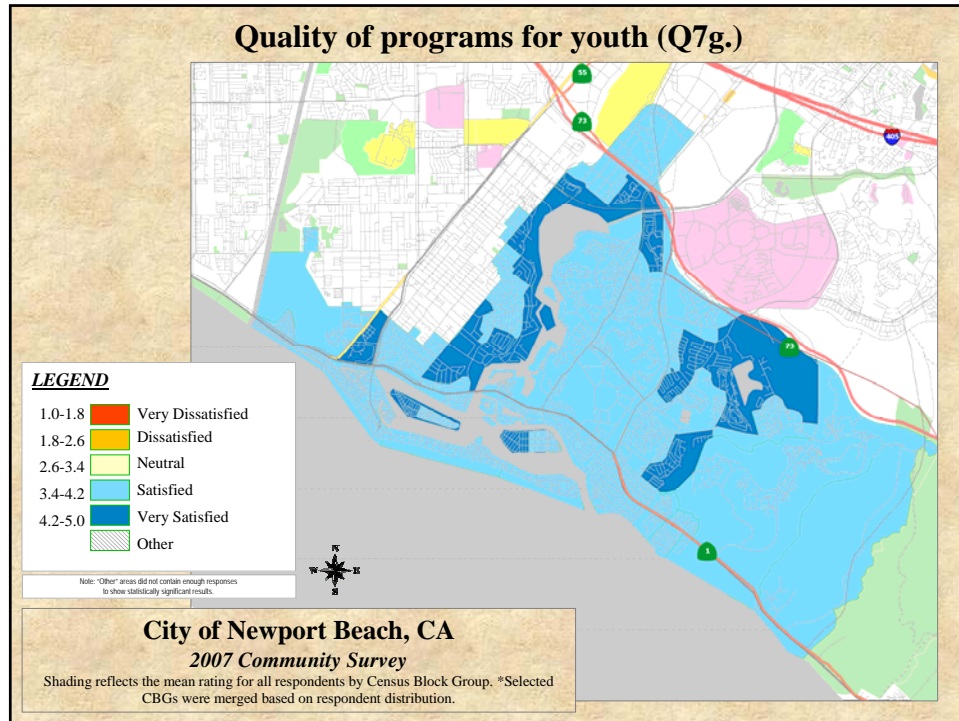


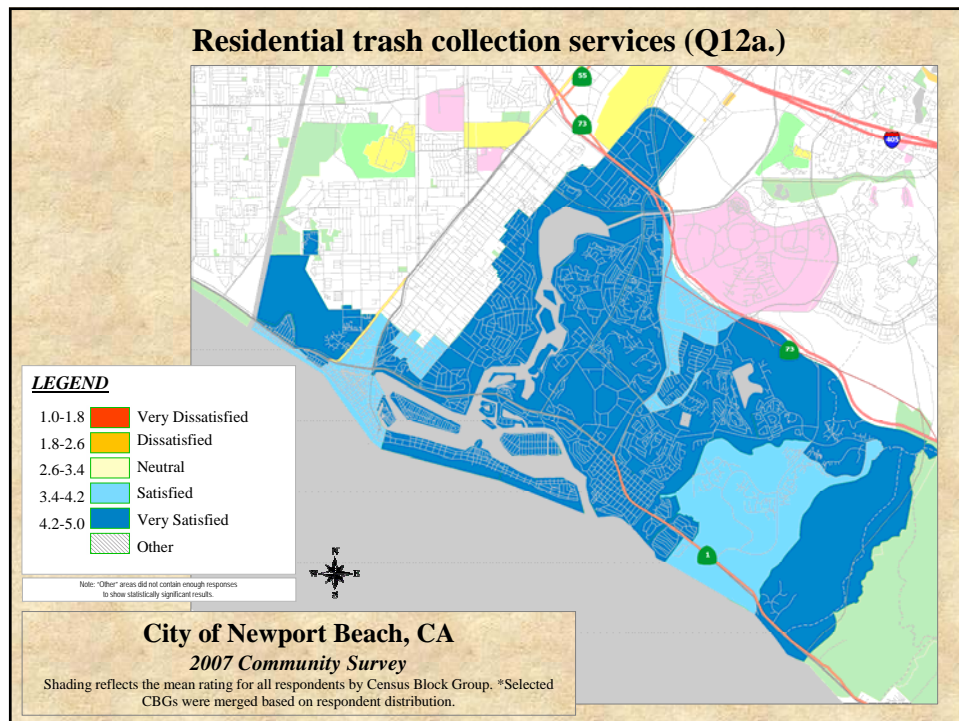
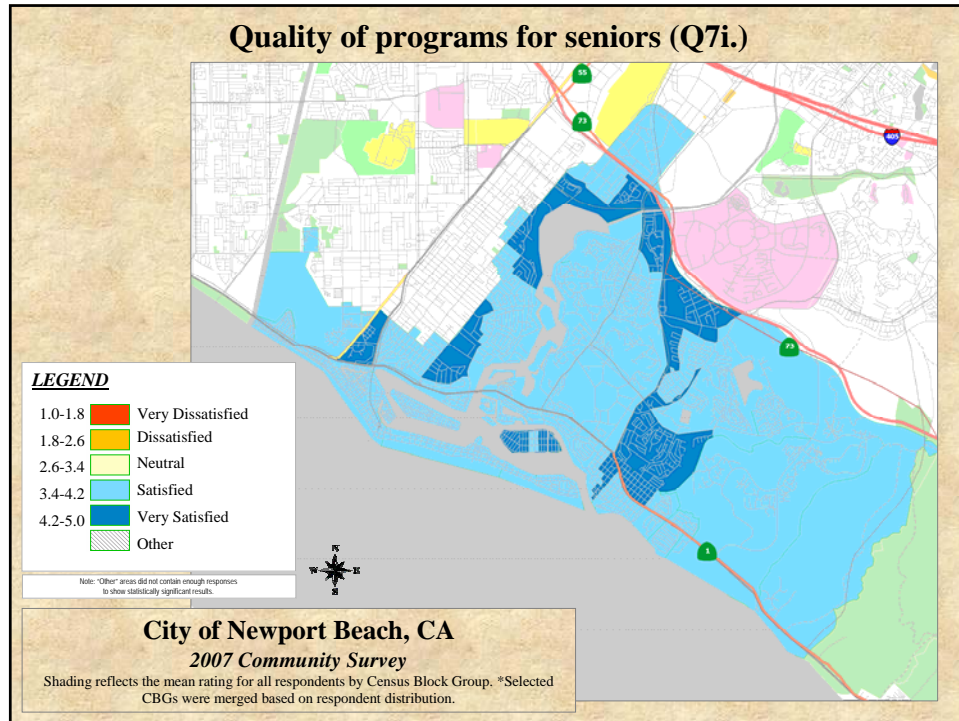


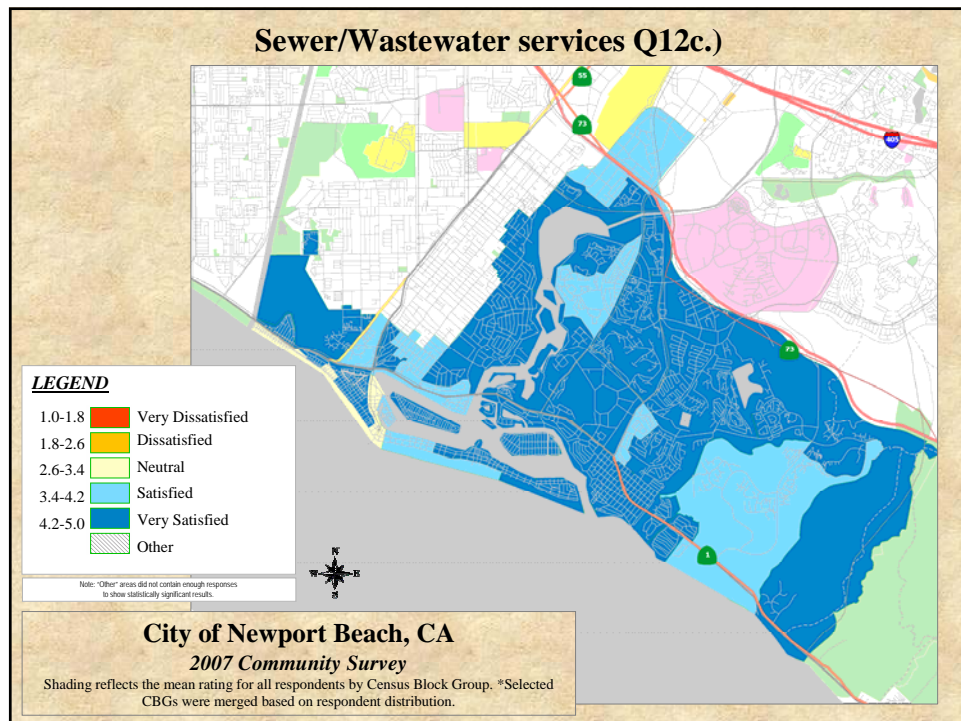
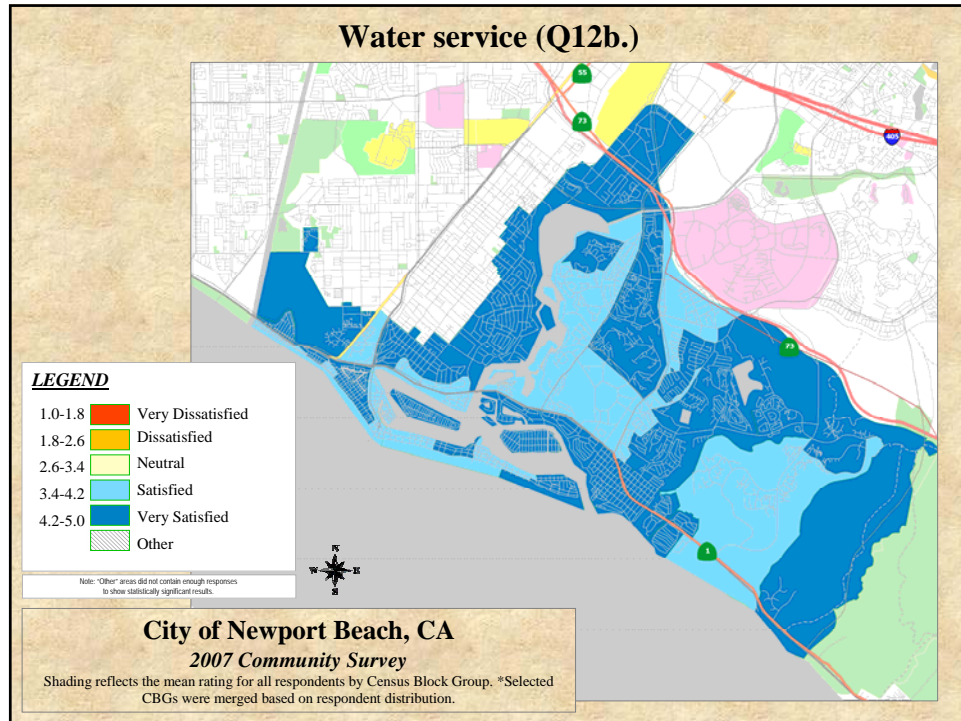


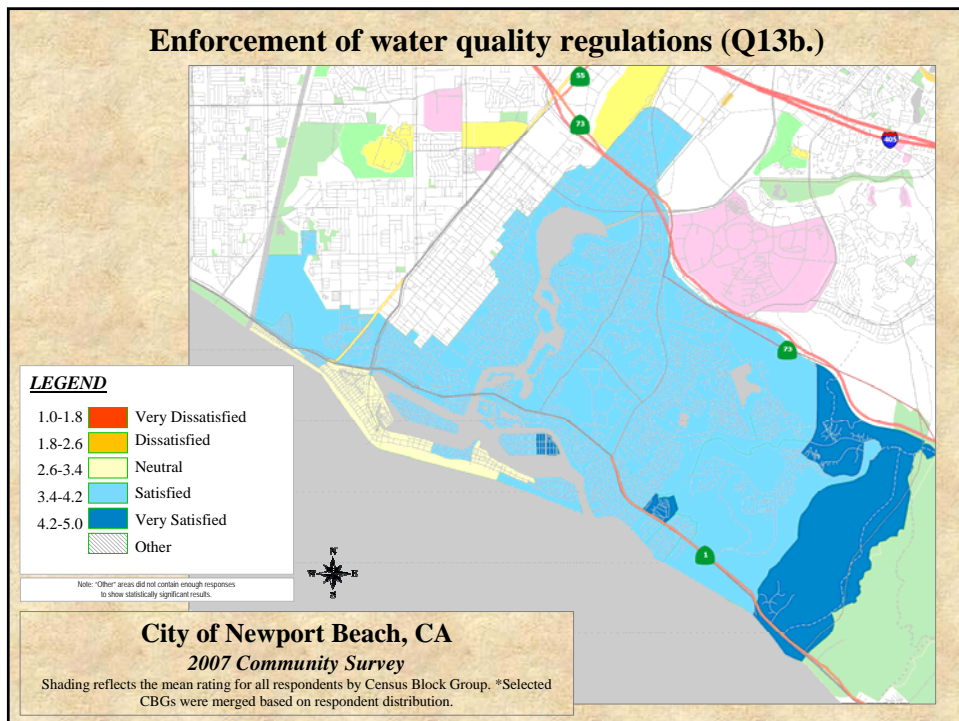
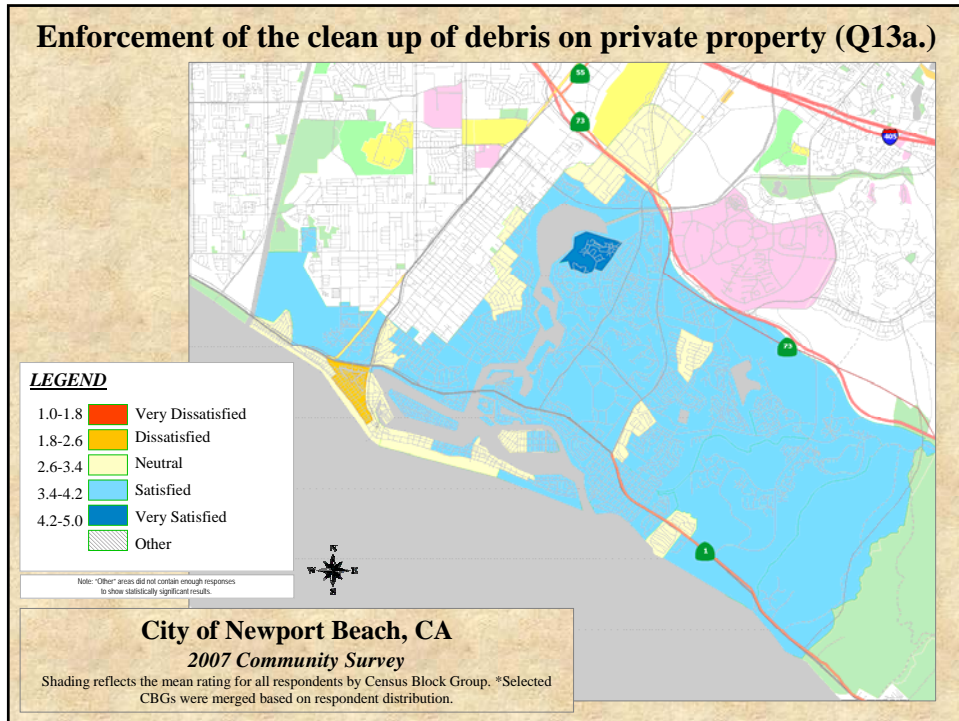


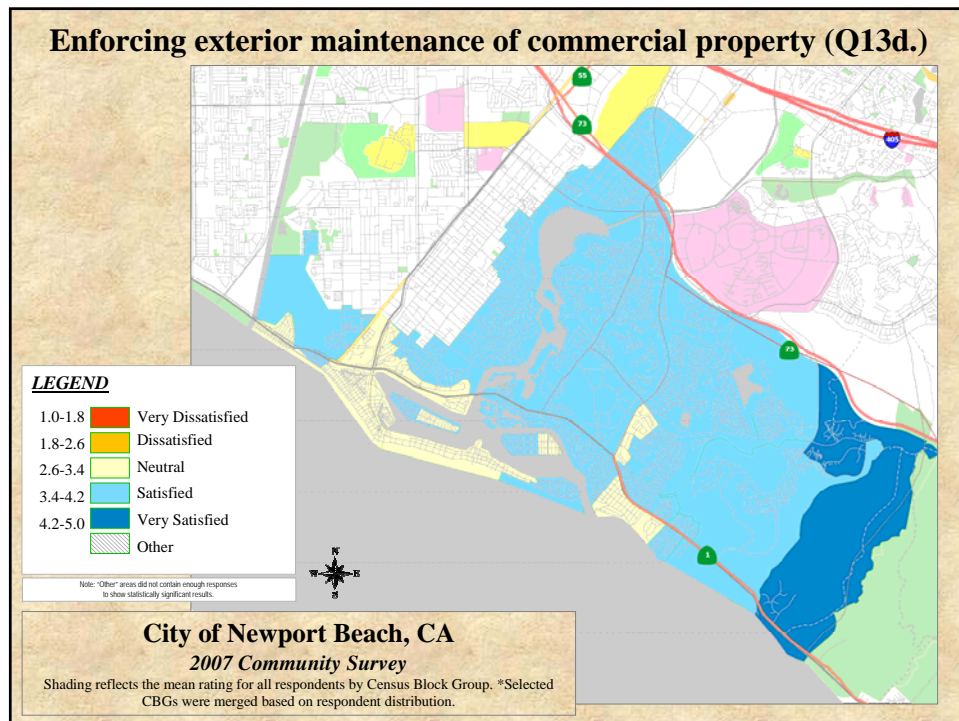
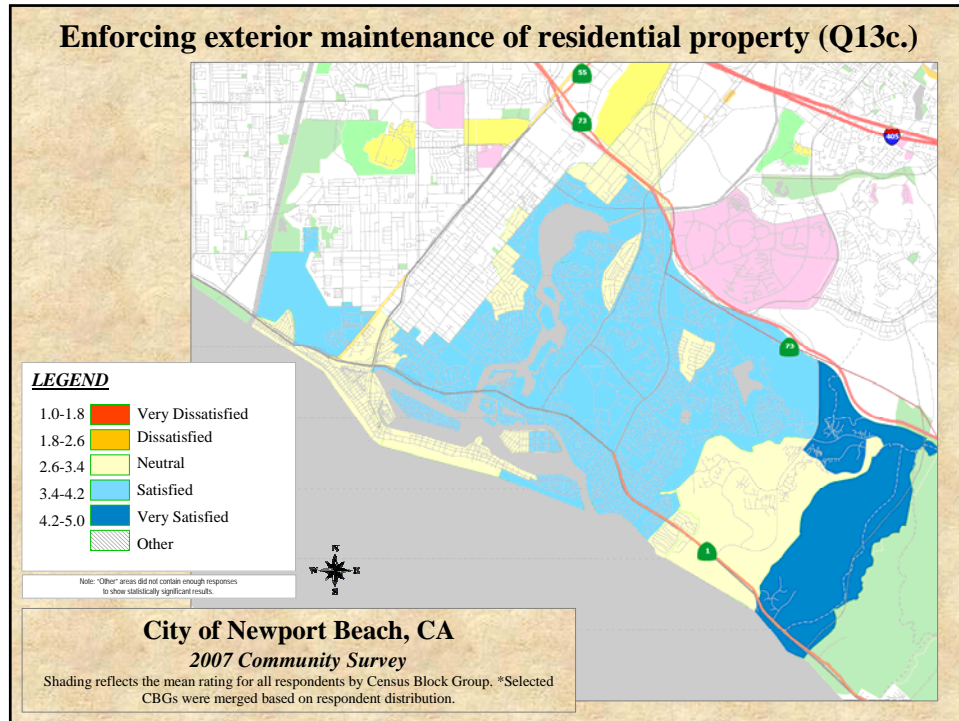


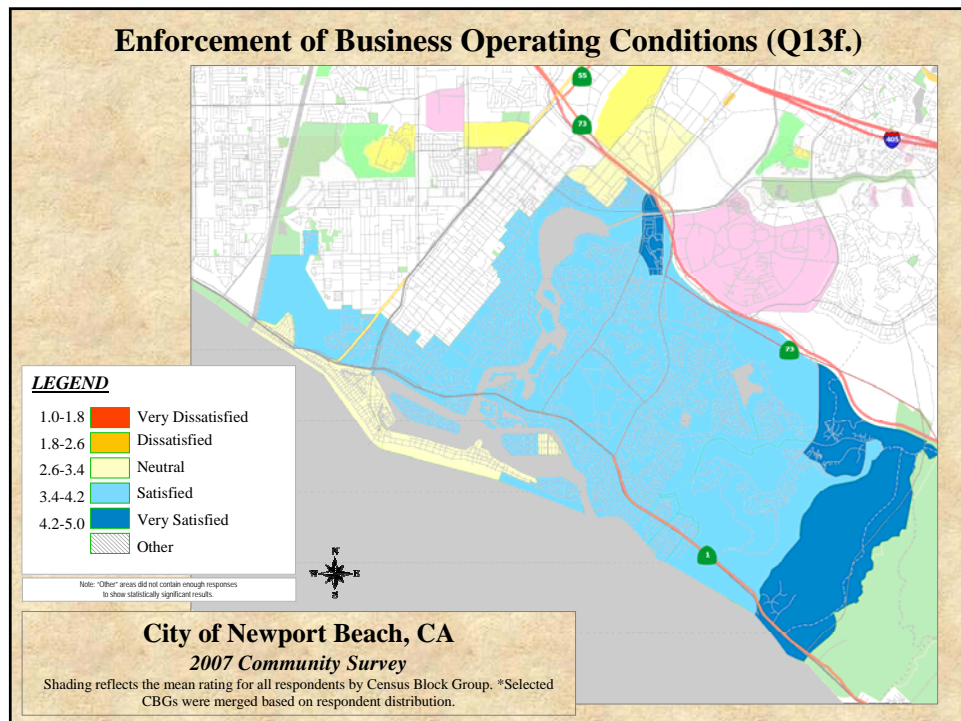
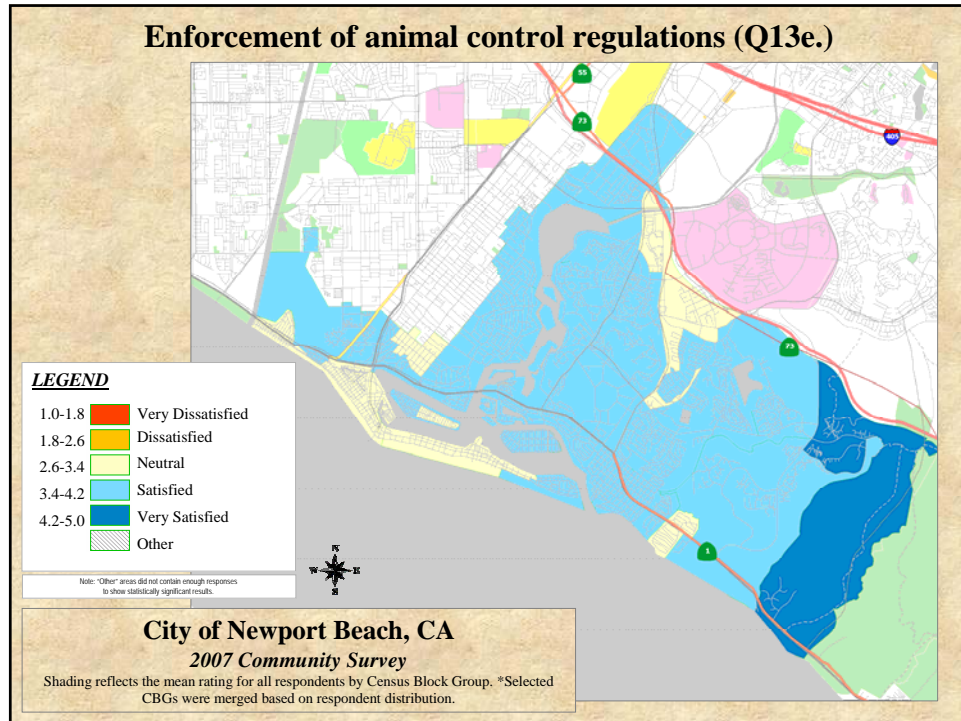


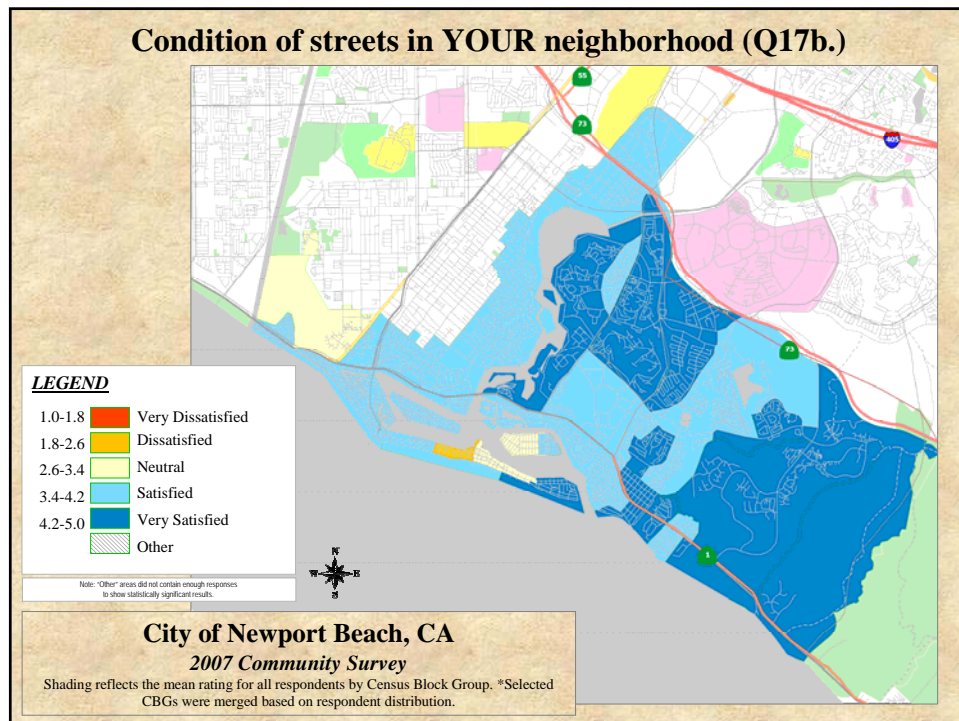
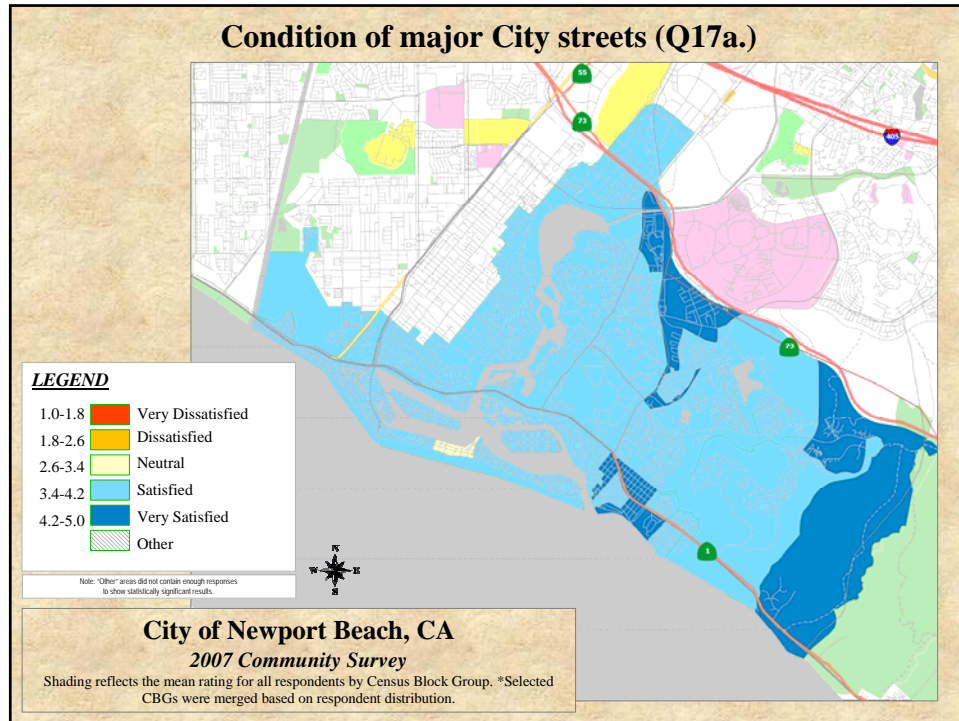


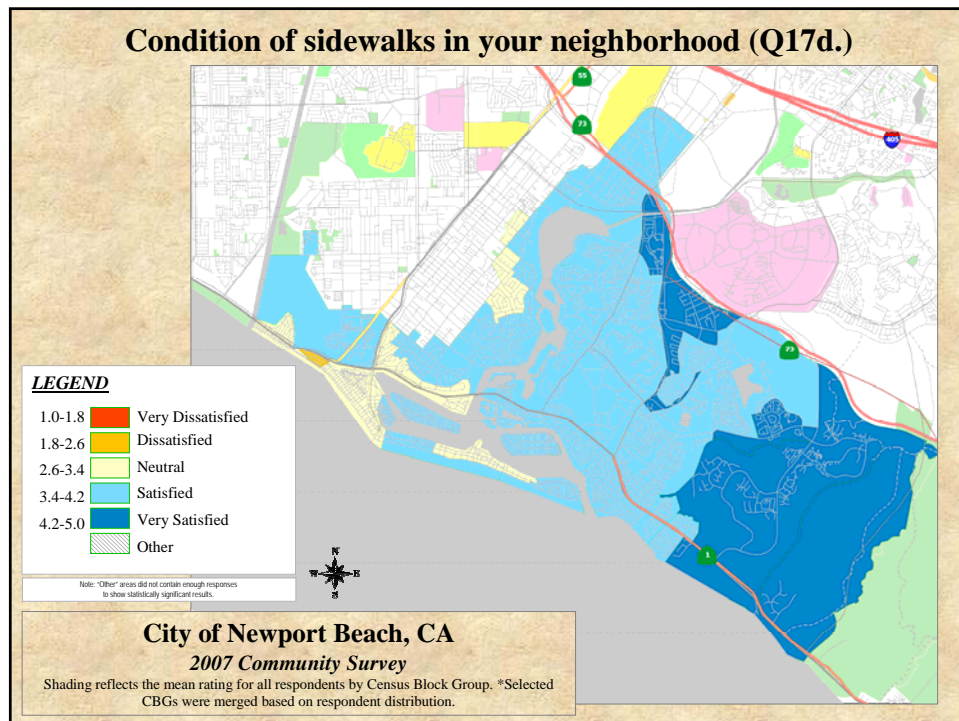
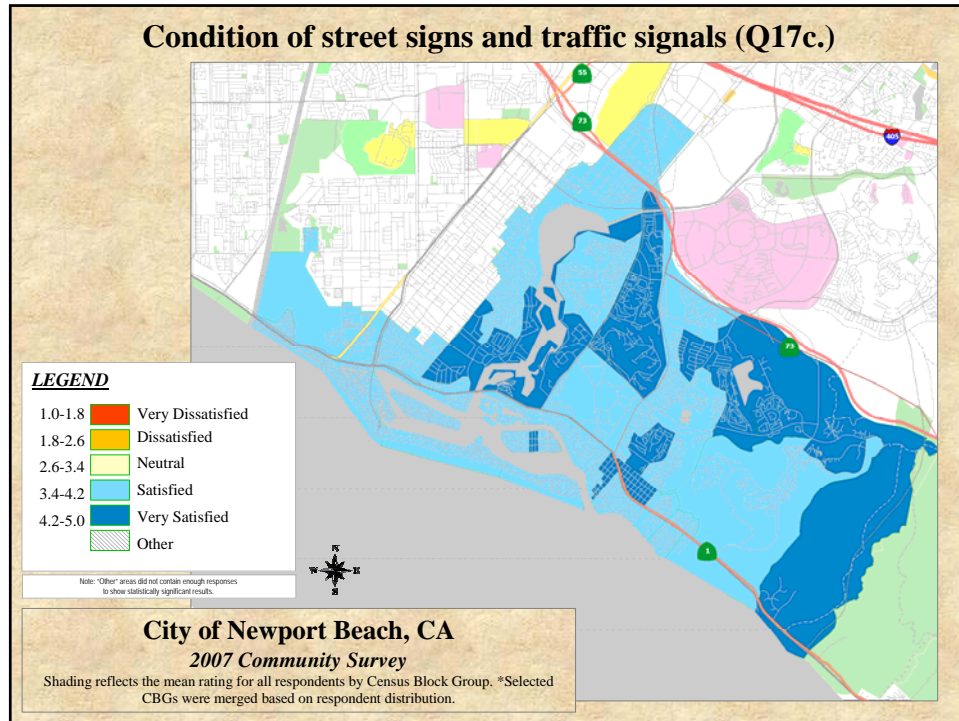


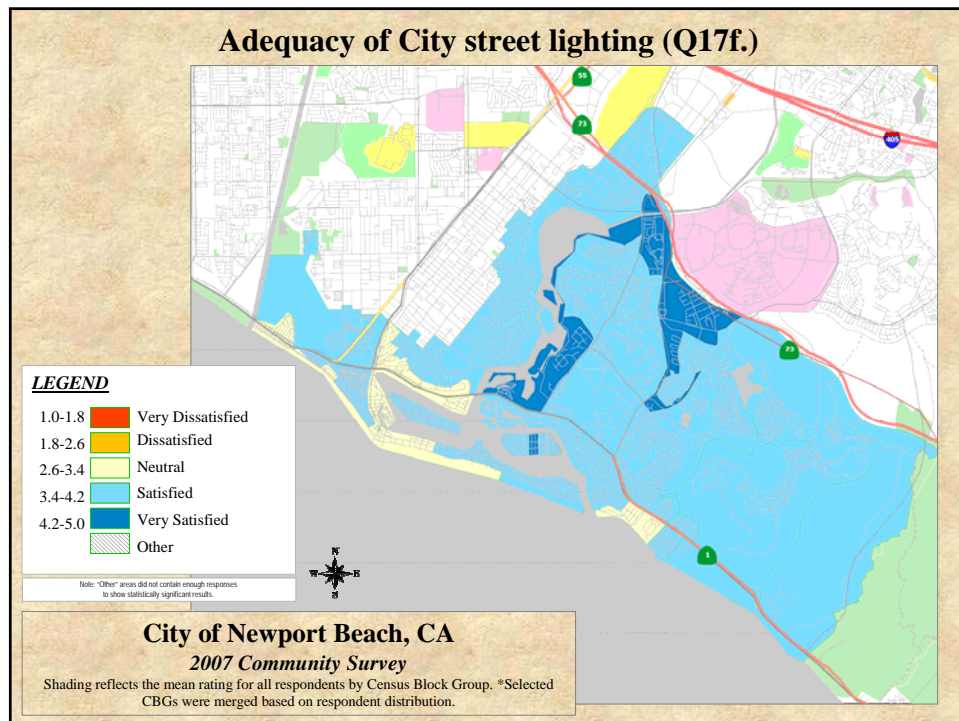
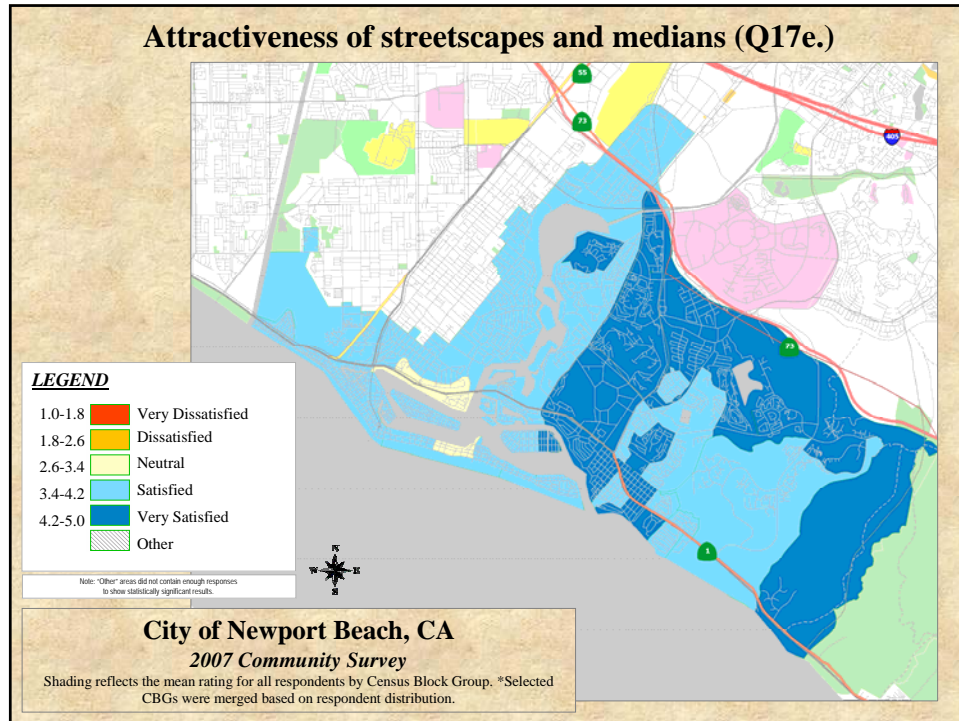


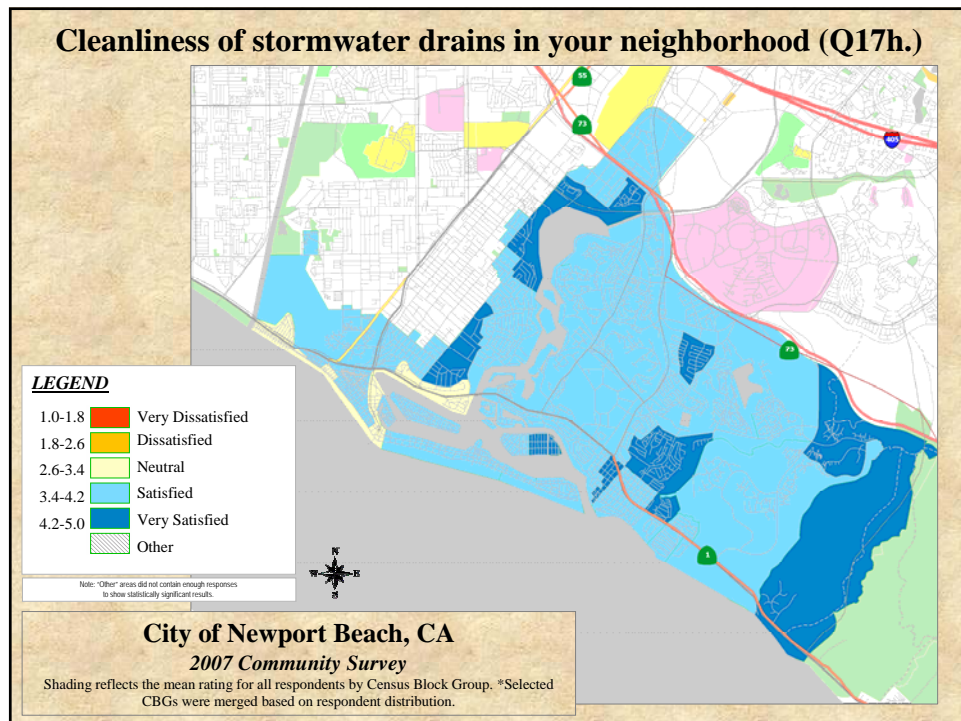
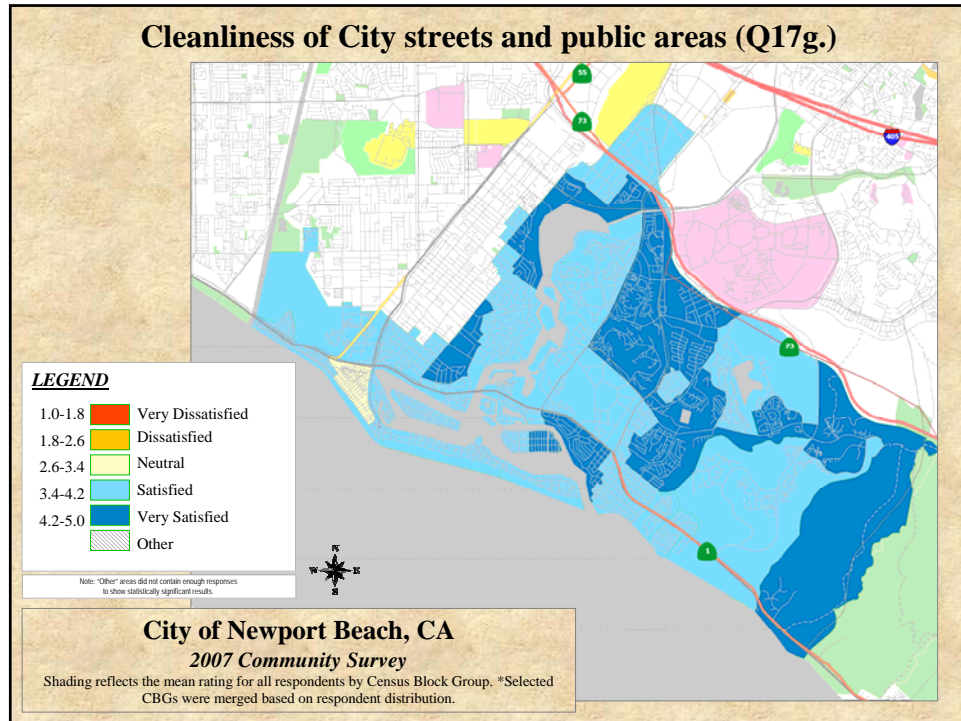


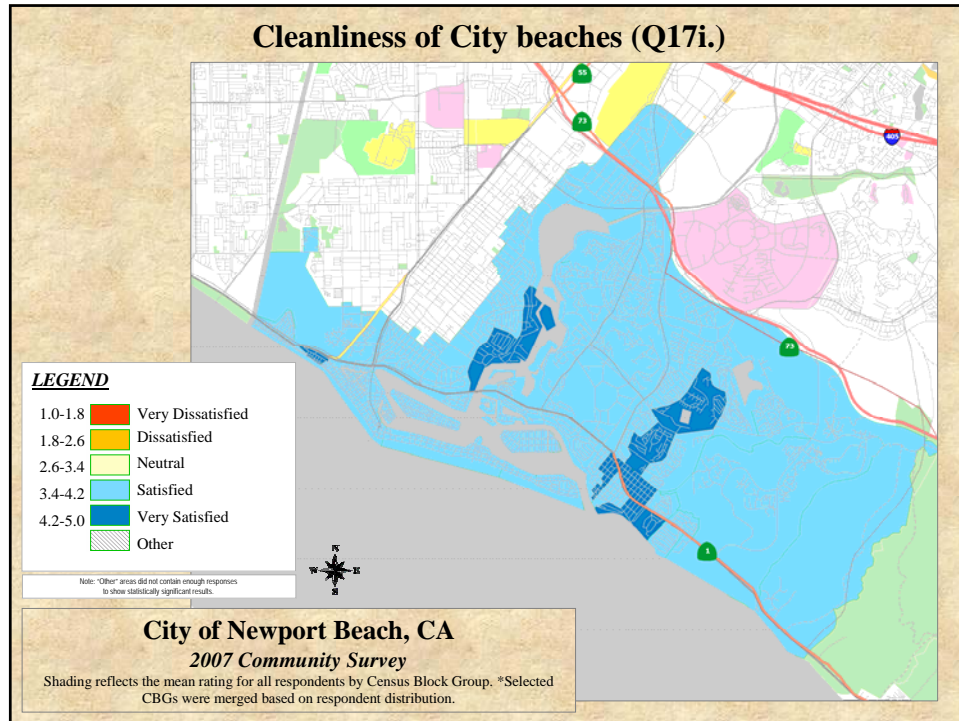












Section 5:
Tabular Data

Q1. Major categories of services provided by the City of Newport Beach are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q1a Quality of police, fire and paramedic services	0.3%	1.3%	5.7%	31.1%	53.9%	7.8%
Q1b Quality of City parks and recreation programs and facilities	0.3%	2.9%	9.6%	42.6%	37.7%	6.8%
Q1c Maintenance of City streets and Infrastructure	3.1%	5.2%	16.0%	48.1%	27.0%	0.7%
Q1d Quality of City's water supply	1.9%	5.7%	15.9%	42.9%	30.2%	3.3%
Q1e Enforcement of City codes and ordinances	2.2%	6.4%	24.4%	34.8%	21.0%	11.1%
Q1f Quality of customer service you receive from City employees	1.4%	2.6%	17.0%	35.4%	27.6%	16.0%
Q1g Effectiveness of City communication with the public	1.0%	4.2%	23.8%	39.3%	24.8%	7.0%
Q1h Management of traffic flow on City streets	3.6%	13.1%	21.6%	41.2%	18.1%	2.4%
Q1i Quality of the City's library system	0.1%	0.3%	7.1%	28.4%	51.0%	13.1%
Q1j Maintenance of the City's beaches and bays	1.3%	4.7%	11.7%	47.1%	31.8%	3.5%

EXCLUDING DON'T KNOWS

Q1. Major categories of services provided by the City of Newport Beach are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Know)

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q1a Quality of police, fire and paramedic services	0.3%	1.4%	6.2%	33.7%	58.5%
Q1b Quality of City parks and recreation programs and facilities	0.3%	3.1%	10.3%	45.7%	40.5%
Q1c Maintenance of City streets and Infrastructure	3.1%	5.2%	16.1%	48.4%	27.2%
Q1d Quality of City's water supply	2.0%	5.9%	16.4%	44.4%	31.3%
Q1e Enforcement of City codes and ordinances	2.5%	7.2%	27.4%	39.2%	23.7%
Q1f Quality of customer service you receive from City employees	1.7%	3.2%	20.2%	42.1%	32.8%
Q1g Effectiveness of City communication with the public	1.0%	4.5%	25.6%	42.2%	26.6%
Q1h Management of traffic flow on City streets	3.7%	13.4%	22.1%	42.2%	18.5%
Q1i Quality of the City's library system	0.2%	0.3%	8.2%	32.7%	58.7%
Q1j Maintenance of the City's beaches and bays	1.3%	4.9%	12.1%	48.8%	32.9%

Q2. From Question #1 above which THREE of the major categories of City services do you think should receive the most emphasis from City leaders over the next two years?

Q2 Most Emphasis	Number	Percent
A=Quality of police, fire and paramedic services	130	18.1 %
B= City parks/recreation programs and facilities	34	4.7 %
C=Maintenance of City streets and Infrastructure	126	17.5 %
D=Quality of City's water supply	62	8.6 %
E=Enforcement of City codes and ordinances	35	4.9 %
F=Quality of customer service from City employees	22	3.1 %
G=Effectiveness of City communication w/ public	10	1.4 %
H=Management of traffic flow on City streets	156	21.7 %
I=Quality of the City's library system	8	1.1 %
J=Maintenance of the City's beaches and bays	99	13.8 %
Z=None Chosen	36	5.0 %
Total	718	100.0 %

Q2. From Question #1 above which THREE of the major categories of City services do you think should receive the most emphasis from City leaders over the next two years?

Q2 2 nd Choice	Number	Percent
A=Quality of police, fire and paramedic services	53	7.4 %
B= City parks/recreation programs and facilities	46	6.4 %
C=Maintenance of City streets and Infrastructure	142	19.8 %
D=Quality of City's water supply	75	10.4 %
E=Enforcement of City codes and ordinances	48	6.7 %
F=Quality of customer service from City employees	8	1.1 %
G=Effectiveness of City communication w/ public	35	4.9 %
H=Management of traffic flow on City streets	139	19.4 %
I=Quality of the City's library system	7	1.0 %
J=Maintenance of the City's beaches and bays	115	16.0 %
Z=None Chosen	50	7.0 %
Total	718	100.0 %

Q2. From Question #1 above which THREE of the major categories of City services do you think should receive the most emphasis from City leaders over the next two years?

Q2 3 rd Choice	Number	Percent
A=Quality of police, fire and paramedic services	66	9.2 %
B=City parks/recreation programs and facilities	63	8.8 %
C=Maintenance of City streets and Infrastructure	101	14.1 %
D=Quality of City's water supply	58	8.1 %
E=Enforcement of City codes and ordinances	54	7.5 %
F=Quality of customer service from City employees	12	1.7 %
G=Effectiveness of City communication w/ public	36	5.0 %
H=Management of traffic flow on City streets	90	12.5 %
I=Quality of the City's library system	32	4.5 %
J=Maintenance of the City's beaches and bays	113	15.7 %
Z=None Chosen	93	13.0 %
Total	718	100.0 %

Q2. From Question #1 above which THREE of the major categories of City services do you think should receive the most emphasis from City leaders over the next two years?

Q2 Sum of Top Three Choices	Number	Percent
A = Quality of police, fire and paramedic services	249	34.7 %
B = City parks/recreation programs and facilities	143	19.9 %
C = Maintenance of City streets and Infrastructure	369	51.4 %
D = Quality of City's water supply	195	27.2 %
E = Enforcement of City codes and ordinances	137	19.1 %
F = Quality of customer service from City employees	42	5.8 %
G = Effectiveness of City communication w/ public	81	11.3 %
H = Management of traffic flow on City streets	385	53.6 %
I = Quality of the City's library system	47	6.5 %
J = Maintenance of the City's beaches and bays	327	45.5 %
Z = None Chosen	36	5.0 %
Total	2011	

Q3. Items that may influence your perception of the City of Newport Beach are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q3a Quality of services provided by the City	0.3%	0.8%	11.4%	53.5%	30.2%	3.8%
Q3b Character and quality of your neighborhood	1.3%	4.9%	8.9%	34.4%	48.3%	2.2%
Q3c How well the City is planning growth	4.3%	12.7%	28.4%	31.3%	12.5%	10.7%
Q3d Quality of life in the City	0.7%	2.9%	7.7%	44.7%	42.9%	1.1%
Q3e Feeling of safety in the City	0.3%	1.4%	6.1%	46.1%	45.1%	1.0%

EXCLUDING DON'T KNOWS

Q3. Items that may influence your perception of the City of Newport Beach are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Know)

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q3a Quality of services provided by the City	0.3%	0.9%	11.9%	55.6%	31.4%
Q3b Character and quality of your neighborhood	1.3%	5.0%	9.1%	35.2%	49.4%
Q3c How well the City is planning growth	4.8%	14.2%	31.8%	35.1%	14.0%
Q3d Quality of life in the City	0.7%	3.0%	7.7%	45.2%	43.4%
Q3e Feeling of safety in the City	0.3%	1.4%	6.2%	46.6%	45.6%

Q4. Perceptions of Safety and Security. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=718)

	Very Unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very Safe 5	Don't Know 9
Q4a Walking in your neighborhood during the day	0.1%	0.3%	1.0%	16.6%	81.8%	0.3%
Q4b Walking in your neighborhood after dark	0.3%	5.2%	10.9%	39.0%	42.9%	1.8%
Q4c In City parks	0.1%	3.2%	20.5%	38.6%	25.5%	12.1%
Q4d On City beaches	0.3%	2.8%	19.1%	36.6%	33.6%	7.7%

EXCLUDING DON'T KNOWS

Q4. Perceptions of Safety and Security. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (Excluding Don't Know)

(N=718)

	Very Unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very Safe 5
Q4a Walking in your neighborhood during the day	0.1%	0.3%	1.0%	16.6%	82.0%
Q4b Walking in your neighborhood after dark	0.3%	5.2%	11.1%	39.7%	43.7%
Q4c In City parks	0.2%	3.6%	23.3%	43.9%	29.0%
Q4d On City beaches	0.3%	3.0%	20.7%	39.7%	36.3%
Q4e In commercial and business areas after dark	1.0%	7.9%	32.0%	39.8%	19.3%

Q5. Public Safety Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items:

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q5a City efforts to prevent crimes	0.4%	1.0%	11.1%	51.3%	29.4%	6.8%
Q5b Enforcement of local traffic laws	1.8%	5.7%	17.3%	47.1%	25.5%	2.6%
Q5c How quickly police respond to emergencies	0.7%	1.7%	9.9%	33.3%	34.4%	20.1%
Q5d Frequency that police officers patrol your neighborhood	3.3%	9.7%	24.4%	34.8%	15.7%	12.0%
Q5e Quality of local fire protection services	0.0%	0.7%	6.1%	36.5%	41.6%	15.0%
Q5f Fire prevention and education programs provided by the City	0.0%	0.6%	18.2%	29.8%	25.8%	25.6%
Q5g How quickly fire personnel respond to emergencies	0.0%	0.3%	7.8%	25.5%	41.1%	25.3%
Q5h Quality of emergency medical and paramedic services	0.1%	0.3%	7.2%	27.4%	40.8%	24.1%
Q5i Quality of lifeguard services	0.0%	0.3%	11.3%	31.2%	33.8%	23.4%
Q5j Enforcement of parking regulations	3.1%	4.9%	19.9%	37.9%	23.0%	11.3%

EXCLUDING DON'T KNOWS

Q5. Public Safety Services. Using a scale of 1 to 5, where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the following items: (Excluding Don't Know)

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q5a City efforts to prevent crimes	0.4%	1.0%	12.0%	55.0%	31.5%
Q5b Enforcement of local traffic laws	1.9%	5.9%	17.7%	48.4%	26.2%
Q5c How quickly police respond to emergencies	0.9%	2.1%	12.4%	41.6%	43.0%
Q5d Frequency that police officers patrol your neighborhood	3.8%	11.1%	27.7%	39.6%	17.9%
Q5e Quality of local fire protection services	0.0%	0.8%	7.2%	43.0%	49.0%
Q5f Fire prevention and education programs provided by the City	0.0%	0.7%	24.5%	40.1%	34.6%
Q5g How quickly fire personnel respond to emergencies	0.0%	0.4%	10.4%	34.1%	55.0%
Q5h Quality of emergency medical and paramedic services	0.2%	0.4%	9.5%	36.1%	53.8%
Q5i Quality of lifeguard services	0.0%	0.4%	14.7%	40.7%	44.2%
Q5j Enforcement of parking regulations	3.5%	5.5%	22.4%	42.7%	25.9%

Q6. Which TWO of the public safety services listed above do you think should receive the most emphasis from City leaders over the next two years?

Q6 Most Emphasis	Number	Percent
A=City efforts to prevent crimes	257	35.8 %
B=Enforcement of local traffic laws	72	10.0 %
C=How quickly police respond to emergencies	58	8.1 %
D=Frequency police officers patrol neighborhoods	113	15.7 %
E=Quality of local fire protection services	16	2.2 %
F=Fire prevention and education programs	6	0.8 %
G=How quickly fire personnel respond to emergencies	28	3.9 %
H=Quality of emergency medical/paramedic services	46	6.4 %
I=Quality of lifeguard services	11	1.5 %
J=Enforcement of parking regulations	18	2.5 %
Z=None Chosen	93	13.0 %
Total	718	100.0 %

Q6. Which TWO of the public safety services listed above do you think should receive the most emphasis from City leaders over the next two years?

Q6 2 nd Choice	Number	Percent
A=City efforts to prevent crimes	79	11.0 %
B=Enforcement of local traffic laws	60	8.4 %
C=How quickly police respond to emergencies	80	11.1 %
D=Frequency police officers patrol neighborhoods	101	14.1 %
E=Quality of local fire protection services	61	8.5 %
F=Fire prevention and education programs	23	3.2 %
G=How quickly fire personnel respond to emergencies	70	9.7 %
H=Quality of emergency medical/paramedic services	56	7.8 %
I=Quality of lifeguard services	18	2.5 %
J=Enforcement of parking regulations	42	5.8 %
Z=None Chosen	128	17.8 %
Total	718	100.0 %

Q6. Which TWO of the public safety services listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q6 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
A = City efforts to prevent crimes	336	46.8 %
B = Enforcement of local traffic laws	132	18.4 %
C = How quickly police respond to emergencies	138	19.2 %
D = Frequency police officers patrol neighborhoods	214	29.8 %
E = Quality of local fire protection services	77	10.7 %
F = Fire prevention and education programs	29	4.0 %
G = How quickly fire personnel respond to emergencies	98	13.6 %
H = Quality of emergency medical/paramedic services	102	14.2 %
I = Quality of lifeguard services	29	4.0 %
J = Enforcement of parking regulations	60	8.4 %
<u>Z = None Chosen</u>	<u>93</u>	<u>13.0 %</u>
Total	1308	

Q7. Facility and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q7a Maintenance of City parks	0.1%	1.8%	7.9%	55.8%	28.1%	6.1%
Q7b Number of City parks	2.8%	6.0%	14.9%	44.0%	25.8%	6.5%
Q7c Walking and biking trails in the City	2.6%	5.4%	16.2%	43.3%	24.2%	8.2%
Q7d Availability of City recreation facilities	0.3%	4.3%	20.2%	42.3%	23.8%	9.1%
Q7e Outdoor athletic facilities	0.8%	7.4%	20.9%	40.1%	20.2%	10.6%
Q7f Availability of information about recreation programs	0.7%	5.0%	18.1%	45.7%	22.7%	7.8%
Q7g Quality of programs for youth	0.0%	2.6%	14.8%	33.1%	21.7%	27.7%
Q7h Quality of programs for adults	0.0%	3.2%	17.1%	37.5%	20.5%	21.7%
Q7i Quality of programs for seniors	0.0%	2.1%	15.9%	30.4%	22.8%	28.8%

EXCLUDING DON'T KNOWS

Q7. Facility and Recreation. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Know)

(N=718)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q7a Maintenance of City parks	0.1%	1.9%	8.5%	59.5%	30.0%
Q7b Number of City parks	3.0%	6.4%	15.9%	47.1%	27.6%
Q7c Walking and biking trails in the City	2.9%	5.9%	17.6%	47.2%	26.4%
Q7d Availability of City recreation facilities	0.3%	4.7%	22.2%	46.6%	26.2%
Q7e Outdoor athletic facilities	0.9%	8.3%	23.4%	44.9%	22.6%
Q7f Availability of information about recreation programs	0.8%	5.4%	19.6%	49.5%	24.6%
Q7g Quality of programs for youth	0.0%	3.7%	20.4%	45.9%	30.1%
Q7h Quality of programs for adults	0.0%	4.1%	21.9%	47.9%	26.2%
Q7i Quality of programs for seniors	0.0%	2.9%	22.3%	42.7%	32.1%

Q8. Which TWO of the facility and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q8 Most Emphasis	Number	Percent
A=Maintenance of City parks	145	20.2 %
B=Number of City parks	69	9.6 %
C=Walking and biking trails in the City	96	13.4 %
D=Availability of City recreation facilities	38	5.3 %
E=Outdoor athletic facilities	66	9.2 %
F=Availability of information about recreation ...	38	5.3 %
G=Quality of programs for youth	80	11.1 %
H=Quality of programs for adults	28	3.9 %
I=Quality of programs for seniors	50	7.0 %
Z=None Chosen	108	15.0 %
Total	718	100.0 %

Q8. Which TWO of the facility and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q8 2 nd Choice	Number	Percent
A=Maintenance of City parks	99	13.8 %
B=Number of City parks	39	5.4 %
C=Walking and biking trails in the City	120	16.7 %
D=Availability of City recreation facilities	62	8.6 %
E=Outdoor athletic facilities	70	9.7 %
F=Availability of information about recreation ...	45	6.3 %
G=Quality of programs for youth	48	6.7 %
H=Quality of programs for adults	33	4.6 %
I=Quality of programs for seniors	58	8.1 %
Z=None Chosen	144	20.1 %
Total	718	100.0 %

Q8. Which TWO of the facility and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

<u>Q8 Sum of Top Two Choices</u>	<u>Number</u>	<u>Percent</u>
A = Maintenance of City parks	244	34.0 %
B = Number of City parks	108	15.0 %
C = Walking and biking trails in the City	216	30.1 %
D = Availability of City recreation facilities	100	13.9 %
E = Outdoor athletic facilities	136	18.9 %
F = Availability of information about recreation pro...	83	11.6 %
G = Quality of programs for youth	128	17.8 %
H = Quality of programs for adults	61	8.5 %
I = Quality of programs for seniors	108	15.0 %
Z = None Chosen	108	15.0 %
Total	1292	

Q9. Approximately how many times did you or other members of your household visit a park in the City of Newport Beach during the past year?

<u>Q9 Number of times visit a park in the past year</u>	<u>Number</u>	<u>Percent</u>
1=None	72	10.0 %
2=5 times or less	200	27.9 %
3=6 to 10 times	114	15.9 %
4=11 to 20 times	70	9.7 %
5=More than 20 times	244	34.0 %
9=Don't know	18	2.5 %
Total	718	100.0 %

Q10. Approximately how many times did you or other members of your household visit a beach in the City of Newport Beach during the past year?

<u>Q10 Number of times visit a beach in past year</u>	<u>Number</u>	<u>Percent</u>
1=None	29	4.0 %
2=5 times or less	129	18.0 %
3=6 to 10 times	123	17.1 %
4=11 to 20 times	107	14.9 %
5=More than 20 times	311	43.3 %
9=Don't know	19	2.6 %
Total	718	100.0 %

Q11. Approximately how many times did you or other members of your household visit a library in the City of Newport Beach during the past year?

<u>Q11 How many times did you visit a library</u>	<u>Number</u>	<u>Percent</u>
1=None	140	19.5 %
2=5 times or less	203	28.3 %
3=6 to 10 times	97	13.5 %
4=11 to 20 times	99	13.8 %
5=More than 20 times	160	22.3 %
9=Don't know	19	2.6 %
Total	718	100.0 %

Q12. City Utility and General Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q12a Residential trash collection services	1.4%	2.2%	3.9%	31.2%	57.5%	3.8%
Q12b Water service	0.4%	2.5%	8.1%	39.3%	45.5%	4.2%
Q12c Sewer/Wastewater services	1.0%	1.3%	9.3%	38.9%	42.9%	6.7%

EXCLUDING DON'T KNOWS

Q12. City Utility and General Services. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."
(Excluding Don't Know)

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q12a Residential trash collection services	1.4%	2.3%	4.1%	32.4%	59.8%
Q12b Water service	0.4%	2.6%	8.4%	41.0%	47.5%
Q12c Sewer/Wastewater services	1.0%	1.3%	10.0%	41.6%	46.0%

Q13. Code Enforcement: Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q13a Enforcement of the clean up of debris on private property	3.6%	7.1%	23.1%	32.2%	13.5%	20.5%
Q13b Enforcement of water quality regulations	0.8%	5.0%	18.4%	37.9%	15.7%	22.1%
Q13c Enforcement of the exterior maintenance of residential property	3.3%	6.3%	25.3%	34.3%	12.0%	18.8%
Q13d Enforcement of the exterior maintenance of commercial property	1.7%	4.5%	28.0%	34.1%	13.1%	18.7%
Q13e Enforcement of animal control regulations	3.9%	7.2%	18.9%	36.9%	13.1%	19.9%
Q13f Enforcement of Business Operating Conditions	1.3%	2.5%	25.5%	29.8%	11.4%	29.5%

EXCLUDING DON'T KNOWS

Q13. Code Enforcement: Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Know)

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q13a Enforcement of the clean up of debris on private property	4.6%	8.9%	29.1%	40.5%	17.0%
Q13b Enforcement of water quality regulations	1.1%	6.4%	23.6%	48.7%	20.2%
Q13c Enforcement of the exterior maintenance of residential property	4.1%	7.7%	31.2%	42.2%	14.8%
Q13d Enforcement of the exterior maintenance of commercial property	2.1%	5.5%	34.4%	42.0%	16.1%
Q13e Enforcement of animal control regulations	4.9%	9.0%	23.7%	46.1%	16.3%
Q13f Enforcement of Business Operating Conditions	1.8%	3.6%	36.2%	42.3%	16.2%

Q14. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q14 Most Emphasis	Number	Percent
A=Clean up of debris on private property	131	18.2 %
B=Enforcement of water quality regulations	184	25.6 %
C=Exterior maintenance of residential property	82	11.4 %
D=Exterior maintenance of commercial property	46	6.4 %
E=Enforcement of animal control regulations	87	12.1 %
F=Enforcement of Business Operating Conditions	39	5.4 %
Z=None Chosen	149	20.8 %
Total	718	100.0 %

Q14. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q14 2 nd Choice	Number	Percent
A=Clean up of debris on private property	108	15.0 %
B=Enforcement of water quality regulations	81	11.3 %
C=Exterior maintenance of residential property	104	14.5 %
D=Exterior maintenance of commercial property	105	14.6 %
E=Enforcement of animal control regulations	56	7.8 %
F=Enforcement of Business Operating Conditions	71	9.9 %
Z=None Chosen	193	26.9 %
Total	718	100.0 %

Q14. Which TWO of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q14 Sum of Top Two Choices	Number	Percent
A = Clean up of debris on private property	239	33.3 %
B = Enforcement of water quality regulations	265	36.9 %
C = Exterior maintenance of residential property	186	25.9 %
D = Exterior maintenance of commercial property	151	21.0 %
E = Enforcement of animal control regulations	143	19.9 %
F = Enforcement of Business Operating Conditions	110	15.3 %
Z = None Chosen	149	20.8 %
Total	1243	

Q15. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q15a The information you receive on how your tax dollars are spent	2.9%	13.6%	29.0%	38.4%	8.8%	7.2%
Q15b The City's efforts to keep you informed about local issues	2.4%	8.1%	23.5%	45.3%	16.0%	4.7%
Q15c The quality of the City's NBTv programming	1.8%	4.2%	27.4%	22.1%	7.1%	37.3%
Q15d The City's website	0.7%	2.8%	30.4%	28.1%	8.2%	29.8%
Q15e The information from the City Manager's newsletter	1.0%	2.2%	28.0%	36.1%	14.9%	17.8%

EXCLUDING DON'T KNOWS

Q15. Communication. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Know)

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q15a The information you receive on how your tax dollars are spent	3.2%	14.7%	31.2%	41.4%	9.5%
Q15b The City's efforts to keep you informed about local issues	2.5%	8.5%	24.7%	47.5%	16.8%
Q15c The quality of the City's NBTv programming	2.9%	6.7%	43.8%	35.3%	11.3%
Q15d The City's website	1.0%	4.0%	43.3%	40.1%	11.7%
Q15e The information from the City Manager's newsletter	1.2%	2.7%	34.1%	43.9%	18.1%

Q16. Which of the following do you use to get information about the City of Newport Beach?

Q16 Which do you use to get information about the City	Number	Percent
1 = Utility bill	219	30.5 %
2 = Local newspapers	546	76.0 %
3 = Regional newspaper	256	35.7 %
4 = City Manager's newsletter	328	45.7 %
5 = City website	202	28.1 %
6 = City cable channel	138	19.2 %
7 = Other	42	5.8 %
9 = None Chosen	35	4.9 %
Total	1766	

Q17. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=718)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q17a Condition of major City streets	1.8%	6.3%	14.9%	52.1%	23.5%	1.4%
Q17b Condition of streets in YOUR neighborhood	3.2%	6.3%	11.0%	46.9%	31.5%	1.1%
Q17c Condition of street signs and traffic signals	1.0%	4.3%	11.1%	56.0%	26.0%	1.5%
Q17d Condition of sidewalks in your neighborhood	4.3%	7.7%	14.9%	45.8%	23.7%	3.6%
Q17e Attractiveness of streetscapes and medians	1.0%	4.9%	13.4%	50.6%	29.0%	1.3%
Q17f Adequacy of City street lighting	2.9%	8.4%	18.4%	49.3%	19.1%	1.9%
Q17g Cleanliness of City streets and other public areas	1.1%	3.2%	9.9%	55.7%	28.7%	1.4%
Q17h Cleanliness of stormwater drains in your neighborhood	2.6%	5.3%	14.5%	47.6%	22.8%	7.1%
Q17i Cleanliness of City beaches	2.4%	6.1%	16.6%	51.0%	18.2%	5.7%

EXCLUDING DON'T KNOWS

Q17. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (Excluding Don't Know)

(N=718)

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
Q17a Condition of major City streets	1.8%	6.4%	15.1%	52.8%	23.9%
Q17b Condition of streets in YOUR neighborhood	3.2%	6.3%	11.1%	47.5%	31.8%
Q17c Condition of street signs and traffic signals	1.0%	4.4%	11.3%	56.9%	26.4%
Q17d Condition of sidewalks in your neighborhood	4.5%	7.9%	15.5%	47.5%	24.6%
Q17e Attractiveness of streetscapes and medians	1.0%	4.9%	13.5%	51.2%	29.3%
Q17f Adequacy of City street lighting	3.0%	8.5%	18.8%	50.3%	19.5%
Q17g Cleanliness of City streets and other public areas	1.1%	3.2%	10.0%	56.5%	29.1%
Q17h Cleanliness of stormwater drains in your neighborhood	2.8%	5.7%	15.6%	51.3%	24.6%
Q17i Cleanliness of City beaches	2.5%	6.5%	17.6%	54.1%	19.4%

Q18. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q18 Most Emphasis	Number	Percent
A=Condition of major City streets	148	20.6 %
B=Condition of streets in YOUR neighborhood	51	7.1 %
C=Condition of street signs and traffic signals	33	4.6 %
D=Condition of sidewalks in your neighborhood	46	6.4 %
E=Attractiveness of streetscapes and medians	38	5.3 %
F=Adequacy of City street lighting	52	7.2 %
G=Cleanliness of City streets and other public areas	49	6.8 %
H=Cleanliness of stormwater drains in neighborhoods	52	7.2 %
I=Cleanliness of City beaches	182	25.3 %
Z=None Chosen	67	9.3 %
Total	718	100.0 %

Q18. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q18 2 nd Choice	Number	Percent
A=Condition of major City streets	87	12.1 %
B=Condition of streets in YOUR neighborhood	50	7.0 %
C=Condition of street signs and traffic signals	49	6.8 %
D=Condition of sidewalks in your neighborhood	52	7.2 %
E=Attractiveness of streetscapes and medians	40	5.6 %
F=Adequacy of City street lighting	70	9.7 %
G=Cleanliness of City streets and other public areas	97	13.5 %
H=Cleanliness of stormwater drains in neighborhoods	48	6.7 %
I=Cleanliness of City beaches	125	17.4 %
Z=None Chosen	100	13.9 %
Total	718	100.0 %

Q18. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q18 Sum of Top Two Choices	Number	Percent
A = Condition of major City streets	235	32.7 %
B = Condition of streets in YOUR neighborhood	101	14.1 %
C = Condition of street signs and traffic signals	82	11.4 %
D = Condition of sidewalks in your neighborhood	98	13.6 %
E = Attractiveness of streetscapes and medians	78	10.9 %
F = Adequacy of City street lighting	122	17.0 %
G = Cleanliness of City streets and other public areas	146	20.3 %
H = Cleanliness of stormwater drains in neighborhoods	100	13.9 %
I = Cleanliness of City beaches	307	42.8 %
Z = None Chosen	67	9.3 %
Total	1336	

Q19. Have you contacted any department in the City of Newport Beach during the past year?

Q19 Have you contacted any department in the

<u>City</u>	<u>Number</u>	<u>Percent</u>
1=Yes	412	57.4 %
2=No	296	41.2 %
9=Don't remember	10	1.4 %
Total	718	100.0 %

Q19a. Which City Department did you contact most recently?

Q19a Which City Department did you contact

<u>most recently</u>	<u>Number</u>	<u>Percent</u>
01=Fire	24	5.8 %
02=Planning	24	5.8 %
03=Building	48	11.7 %
04=Police	82	19.9 %
05=Water/Wastewater	29	7.0 %
06=Public Works	27	6.6 %
07=Library Services	41	10.0 %
08=Recreation and Senior Services	34	8.3 %
09=City Manager's Office/City Council	17	4.1 %
10=General Services/Refuse/Street Maintenance	25	6.1 %
11=Finance/Licensing/Billing	24	5.8 %
12=City Clerk	15	3.6 %
13=Other	22	5.3 %
Total	412	100.0 %

Q19b-f. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees you contacted in the Department you selected above (Q#19a) with regard to the following:

(N=412)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5	Don't Know 9
Q19b How easy they were to contact	2.7%	7.5%	9.0%	39.1%	40.5%	1.2%
Q19c The way you were treated	2.9%	8.3%	7.5%	35.4%	42.7%	3.2%
Q19d The accuracy of the information and the assistance you were given	5.1%	8.3%	9.0%	34.0%	39.8%	3.9%
Q19e How quickly City staff responded to your request	5.8%	10.0%	10.2%	30.8%	40.3%	2.9%
Q19f How well your issue was handled	10.4%	6.8%	12.1%	28.6%	38.8%	3.2%

EXCLUDING DON'T KNOWS

Q19b-f. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees you contacted in the Department you selected above (Q#19a) with regard to the following: (Excluding Don't Know)

(N=412)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5
Q19b How easy they were to contact	2.7%	7.6%	9.1%	39.6%	41.0%
Q19c The way you were treated	3.0%	8.5%	7.8%	36.6%	44.1%
Q19d The accuracy of the information and the assistance you were given	5.3%	8.6%	9.3%	35.4%	41.4%
Q19e How quickly City staff responded to your request	6.0%	10.3%	10.5%	31.8%	41.5%
Q19f How well your issue was handled	10.8%	7.0%	12.5%	29.6%	40.1%

Q20. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Newport Beach with regard to the following:

(N=718)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5	Don't Know 9
Q20a As a place to live	0.3%	0.1%	0.8%	22.0%	75.2%	1.5%
Q20b As a place to raise children	1.4%	2.9%	9.1%	28.6%	49.9%	8.2%
Q20c As a place to work	0.3%	1.3%	8.4%	26.6%	53.2%	10.3%
Q20d As a place to retire	1.1%	3.5%	8.1%	25.2%	56.7%	5.4%
Q20e As a place to visit	0.6%	0.6%	3.8%	24.1%	67.5%	3.5%
Q20f As a City that is moving in the right direction	2.6%	5.4%	18.5%	33.4%	36.1%	3.9%
Q20g As a place that provides an efficient delivery of services	0.7%	2.2%	12.7%	45.1%	35.7%	3.6%

EXCLUDING DON'T KNOWS

Q20. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means "excellent" and 1 means "poor," please rate the City of Newport Beach with regard to the following: (Excluding Don't Know)

(N=718)

	Poor 1	Below Average 2	Neutral 3	Good 4	Excellent 5
Q20a As a place to live	0.3%	0.1%	0.8%	22.3%	76.4%
Q20b As a place to raise children	1.5%	3.2%	9.9%	31.1%	54.3%
Q20c As a place to work	0.3%	1.4%	9.3%	29.7%	59.3%
Q20d As a place to retire	1.2%	3.7%	8.5%	26.7%	59.9%
Q20e As a place to visit	0.6%	0.6%	3.9%	25.0%	70.0%
Q20f As a City that is moving in the right direction	2.8%	5.7%	19.3%	34.8%	37.5%
Q20g As a place that provides an efficient delivery of services	0.7%	2.3%	13.2%	46.8%	37.0%

Q21. Contracting Out of Services. Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree," please rate the following: Assuming no difference in the level of service and if there are significant cost savings, how would you feel about non-City employees providing:

(N=718)

	Strongly Disagree 1	Somewhat Disagree 2	Neutral 3	Somewhat Agree 4	Strongly Agree 5	Don't Know 9
Q21a Public Safety	32.0%	17.8%	12.4%	16.4%	16.7%	4.6%
Q21b Residential trash collection	11.8%	12.5%	17.0%	24.1%	30.2%	4.3%
Q21c Beach maintenance	12.3%	11.4%	19.8%	24.1%	26.7%	5.7%
Q21d Water and wastewater services	12.7%	11.0%	23.7%	22.6%	23.3%	6.8%
Q21e Parks and street landscape maintenance	10.2%	7.5%	22.1%	26.2%	28.3%	5.7%

EXCLUDING DON'T KNOWS

Q21. Contracting Out of Services. Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree," please rate the following: Assuming no difference in the level of service and if there are significant cost savings, how would you feel about non-City employees providing: (Excluding Don't Know)

(N=718)

	Strongly Disagree 1	Somewhat Disagree 2	Neutral 3	Somewhat Agree 4	Strongly Agree 5
Q21a Public Safety	33.6%	18.7%	13.0%	17.2%	17.5%
Q21b Residential trash collection	12.4%	13.1%	17.8%	25.2%	31.6%
Q21c Beach maintenance	13.0%	12.1%	21.0%	25.6%	28.4%
Q21d Water and wastewater services	13.6%	11.8%	25.4%	24.2%	25.0%
Q21e Parks and street landscape maintenance	10.8%	8.0%	23.5%	27.8%	30.0%

DEMOGRAPHICS**Q22. Approximately how many years have you lived in the City of Newport Beach?**

Q22 How many years have you lived in the City of Newport Beach	Number	Percent
1=Less than 5 years	123	17.1 %
2=5-10 years	161	22.4 %
3=11-20 years	124	17.3 %
4=More than 20 years	304	42.3 %
9=Not Provided	6	0.8 %
Total	718	100.0 %

Q23. Are you a year-round (10 months or more) or seasonal resident?

Q23 Are you a year-round or seasonal resident	Number	Percent
1=Year-round	662	92.2 %
2=Seasonal	56	7.8 %
Total	718	100.0 %

Q24. What is your age?

Q24 What is your age	Number	Percent
2=25-34 years	146	20.3 %
3=35-44 years	146	20.3 %
4=45-54 years	114	15.9 %
5=55-64 years	134	18.7 %
6=65-74 years	102	14.2 %
7=75+ years	76	10.6 %
Total	718	100.0 %

Q25. What is your gender?

Q25 What is your gender	Number	Percent
1=Female	330	46.0 %
2=Male	388	54.0 %
Total	718	100.0 %

Q26. Do you own or rent your current residence?

Q26 Do you own or rent your current residence	Number	Percent
1=Own	534	74.4 %
2=Rent	184	25.6 %
Total	718	100.0 %

Q27. Which of the following best describes your race/ethnicity?

Q27 Which of the following best describes your race/ethnicity	Number	Percent
1 = Asian/Pacific Islander	50	7.0 %
2 = White	613	85.4 %
3 = American Indian/Eskimo	5	0.7 %
4 = Black/African American	4	0.6 %
5 = Hispanic/Latino/Spanish	47	6.5 %
6 = Other	6	0.8 %
Total	725	

Q27. Which of the following best describes your race/ethnicity? (Other Responses)

Q27 Other Responses	Number	Percent
ITALIAN-AMERICAN	1	16.7 %
MIDDLE EASTERN	1	16.7 %
MULTI-EUROPIAN	1	16.7 %
PERSIAN	3	50.0 %
Total	6	100.0 %

Q28. Would you say your total annual household income is:

<u>Q28 Would you say your total annual</u>	<u>Number</u>	<u>Percent</u>
1=Under \$50,000	56	7.8 %
2=\$50,000 to \$99,999	126	17.6 %
3=\$100,000 to \$199,999	215	30.1 %
4=\$200,000 or more	234	32.8 %
9=Not Provided	83	11.6 %
Total	714	100.0 %

Section 6:
Survey Instrument



CITY OF NEWPORT BEACH

November, 2007

Dear Newport Beach Resident:

The Newport Beach City Council believes your input on the enclosed survey is extremely important. During the next few months, we will be making decisions that affect a wide range of City services, including public safety, parks and recreation, code enforcement, and others. To ensure that the City's priorities are aligned with the needs of our residents, **we need to know what YOU think.**

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence dozens of decisions that will be made about the City's future. Your responses will also allow City leaders to identify and address the many opportunities and challenges facing the community.

Please return your survey sometime during the next week. Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope.

If you have any questions, please call the City Manager's Office at (949) 644-3000. Thanks again for taking the time to better our community.

Sincerely,

Homer Bludau
City Manager

2007 City of Newport Beach Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to identify and respond to the needs and concerns of residents. If you have questions, please call (949) 644-3000.



1. Major categories of services provided by the City of Newport Beach are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of police, fire and paramedic services	5	4	3	2	1	9
B. Quality of City parks and recreation programs and facilities	5	4	3	2	1	9
C. Maintenance of City streets and Infrastructure	5	4	3	2	1	9
D. Quality of City's water supply	5	4	3	2	1	9
E. Enforcement of City codes and ordinances	5	4	3	2	1	9
F. Quality of customer service you receive from City employees	5	4	3	2	1	9
G. Effectiveness of City communication with the public	5	4	3	2	1	9
H. Management of traffic flow on City streets (this does not include freeways or other State highways)	5	4	3	2	1	9
I. Quality of the City's library system	5	4	3	2	1	9
J. Maintenance of the City's beaches and bays	5	4	3	2	1	9

2. From Question #1 above which THREE of the major categories of City services do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

1st.____ 2nd.____ 3rd.____

3. Items that may influence your perception of the City of Newport Beach are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Quality of services provided by the City	5	4	3	2	1	9
B. Character and quality of your neighborhood	5	4	3	2	1	9
C. How well the City is planning growth	5	4	3	2	1	9
D. Quality of life in the City	5	4	3	2	1	9
E. Feeling of safety in the City	5	4	3	2	1	9

4. Perceptions of Safety and Security. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A. Walking in your neighborhood during the day	5	4	3	2	1	9
B. Walking in your neighborhood after dark	5	4	3	2	1	9
C. In City parks	5	4	3	2	1	9
D. On City beaches	5	4	3	2	1	9
E. In commercial and business areas after dark	5	4	3	2	1	9

5. **Public Safety Services.** Using a scale of 1 to 5, where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the following items:

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. City efforts to prevent crimes	5	4	3	2	1	9
B. Enforcement of local traffic laws	5	4	3	2	1	9
C. How quickly police respond to emergencies	5	4	3	2	1	9
D. Frequency that police officers patrol your neighborhood	5	4	3	2	1	9
E. Quality of local fire protection services	5	4	3	2	1	9
F. Fire prevention and education programs provided by the City	5	4	3	2	1	9
G. How quickly fire personnel respond to emergencies	5	4	3	2	1	9
H. Quality of emergency medical/ paramedic services	5	4	3	2	1	9
I. Quality of lifeguard services	5	4	3	2	1	9
J. Enforcement of parking regulations	5	4	3	2	1	9

6. Which TWO of the public safety services listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 5 above].

1st.____ 2nd.____

7. **Facility and Recreation.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Maintenance of City parks	5	4	3	2	1	9
B. Number of City parks	5	4	3	2	1	9
C. Walking and biking trails in the City	5	4	3	2	1	9
D. Availability of City recreation facilities	5	4	3	2	1	9
E. Outdoor athletic facilities (e.g., tennis, soccer, baseball, and flag football)	5	4	3	2	1	9
F. Availability of information about recreation programs	5	4	3	2	1	9
G. Quality of programs for youth	5	4	3	2	1	9
H. Quality of programs for adults	5	4	3	2	1	9
I. Quality of programs for seniors	5	4	3	2	1	9

8. Which TWO of the facility and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 7 above].

1st.____ 2nd.____

9. Approximately how many times did you or other members of your household visit a park in the City of Newport Beach during the past year?

____ (1) None
 ____ (2) 5 times or less
 ____ (3) 6 to 10 times
 ____ (4) 11 to 20 times
 ____ (5) More than 20 times
 ____ (9) Don't know

10. Approximately how many times did you or other members of your household visit a beach in the City of Newport Beach during the past year?

- ☐ (1) None
☐ (2) 5 times or less
☐ (3) 6 to 10 times
☐ (4) 11 to 20 times
☐ (5) More than 20 times
☐ (9) Don't know

11. Approximately how many times did you or other members of your household visit a library in the City of Newport Beach during the past year?

- ☐ (1) None
☐ (2) 5 times or less
☐ (3) 6 to 10 times
☐ (4) 11 to 20 times
☐ (5) More than 20 times
☐ (9) Don't know

12. **City Utility and General Services.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash collection services	5	4	3	2	1	9
B.	Water service	5	4	3	2	1	9
C.	Sewer/Wastewater services	5	4	3	2	1	9

13. **Code Enforcement:** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Enforcement of the clean up of debris on private property	5	4	3	2	1	9
B.	Enforcement of water quality regulations	5	4	3	2	1	9
C.	Enforcement of the exterior maintenance of residential property	5	4	3	2	1	9
D.	Enforcement of the exterior maintenance of commercial property	5	4	3	2	1	9
E.	Enforcement of animal control regulations	5	4	3	2	1	9
F.	Enforcement of Business Operating Conditions	5	4	3	2	1	9

14. Which **TWO** of the code enforcement items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 13 above].

1st. _____ 2nd. _____

15. **Communication.** Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The information you receive on how your tax dollars are spent	5	4	3	2	1	9
B.	The City's efforts to keep you informed about local issues	5	4	3	2	1	9
C.	The quality of the City's NBTv programming	5	4	3	2	1	9
D.	The City's website	5	4	3	2	1	9
E.	The information from the City Manager's newsletter	5	4	3	2	1	9

16. Which of the following do you use to get information about the City of Newport Beach? (check all that apply)

- ☐ (1) Utility bill
 ☐ (5) City website
☐ (2) Local newspapers
 ☐ (6) City cable channel
☐ (3) Regional newspaper
 ☐ (7) Other: _____
☐ (4) City Manager's newsletter

17. Maintenance. Please rate your satisfaction with each of the following items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Condition of major City streets	5	4	3	2	1	9
B.	Condition of streets in YOUR neighborhood	5	4	3	2	1	9
C.	Condition of street signs and traffic signals	5	4	3	2	1	9
D.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
E.	Attractiveness of streetscapes and medians	5	4	3	2	1	9
F.	Adequacy of City street lighting	5	4	3	2	1	9
G.	Cleanliness of City streets and other public areas	5	4	3	2	1	9
H.	Cleanliness of stormwater drains in your neighborhood	5	4	3	2	1	9
I.	Cleanliness of City beaches	5	4	3	2	1	9

18. Which TWO of the maintenance items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 17 above].

1st. _____ 2nd. _____

19. Have you contacted any department in the City of Newport Beach during the past year?

- ☐ (1) Yes [answer Questions 19a-f]
 ☐ (2) No [go to Question 20]

19a. [Only if "YES" to Question 19] **Which City Department did you contact most recently?**

- ☐ (01) Fire
 ☐ (08) Recreation and Senior Services
☐ (02) Planning
 ☐ (09) City Manager's Office/City Council
☐ (03) Building
 ☐ (10) General Services/Refuse/Street Maintenance
☐ (04) Police
 ☐ (11) Finance/Licensing/Billing
☐ (05) Water/Wastewater
 ☐ (12) City Clerk
☐ (06) Public Works
 ☐ (13) Other: _____
☐ (07) Library Services

19b-f. [Only if "YES" to Question 19] **Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with the City employees you contacted in the Department you selected above (Q#19a) with regard to the following:**

<i>How Satisfied were you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
B.	How easy they were to contact	5	4	3	2	1	9
C.	The way you were treated	5	4	3	2	1	9
D.	The accuracy of the information and the assistance you were given	5	4	3	2	1	9
E.	How quickly City staff responded to your request	5	4	3	2	1	9
F.	How well your issue was handled	5	4	3	2	1	9

20. Overall Ratings of the City. Using a scale of 1 to 5 where 5 means “excellent” and 1 means “poor,” please rate the City of Newport Beach with regard to the following:

How would you rate the City of Newport Beach:		<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9
F.	As a City that is moving in the right direction	5	4	3	2	1	9
G.	As a place that provides an efficient delivery of services	5	4	3	2	1	9

21. Contracting Out of Services. Using a scale of 1 to 5 where 5 means “strongly agree” and 1 means “strongly disagree,” please rate the following:

Assuming no difference in the level of service and if there are significant cost savings, how would you feel about non-City employees providing:		<i>Strongly Agree</i>	<i>Somewhat Agree</i>	<i>Neutral</i>	<i>Somewhat Disagree</i>	<i>Strongly Disagree</i>	<i>Don't Know</i>
A.	Public Safety	5	4	3	2	1	9
B.	Residential trash collection	5	4	3	2	1	9
C.	Beach maintenance	5	4	3	2	1	9
D.	Water and wastewater services	5	4	3	2	1	9
E.	Parks and street landscape maintenance	5	4	3	2	1	9

DEMOGRAPHICS

22. Approximately how many years have you lived in the City of Newport Beach?

☐ (1) Less than 5 years ☐ (3) 11-20 years
☐ (2) 5-10 years ☐ (4) More than 20 years

23. Are you a year-round (10 months or more) or seasonal resident? ☐ (1) Year-round ☐ (2) Seasonal

24. What is your age?

☐ (1) Under 25 years ☐ (4) 45-54 years ☐ (6) 65-74 years
☐ (2) 25-34 years ☐ (5) 55-64 years ☐ (7) 75+ years
☐ (3) 35-44 years

25. What is your gender? ☐ (1) Female ☐ (2) Male

26. Do you own or rent your current residence? ☐ (1) Own ☐ (2) Rent

27. Which of the following best describes your race/ethnicity? (check all that apply)

☐ (1) Asian/Pacific Islander ☐ (4) Black/African American
☐ (2) White ☐ (5) Hispanic/Latino/Spanish
☐ (3) American Indian/Eskimo ☐ (6) Other: _____

28. Would you say your total annual household income is:

☐ (1) Under \$50,000 ☐ (3) \$100,000 to \$199,999
☐ (2) \$50,000 to \$99,999 ☐ (4) \$200,000 or more

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed on your address sticker will ONLY be used to help identify the level of satisfaction with City services in your area. If your address is not correct, please provide the correct information.