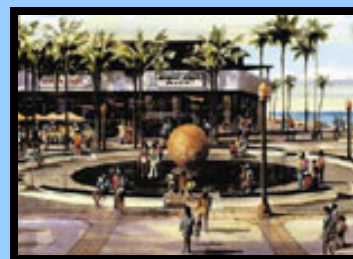
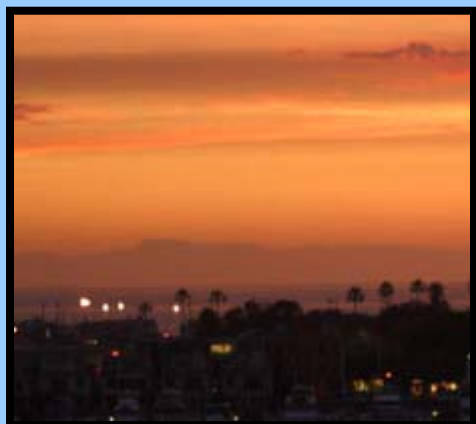


2010 DirectionFinder® Survey

FINAL REPORT



Submitted to

The City of



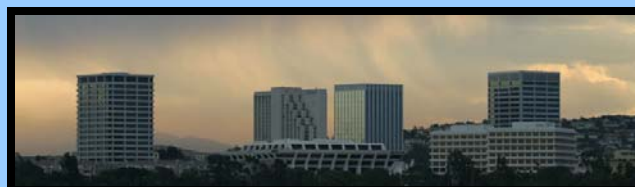
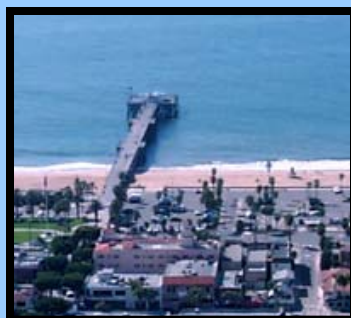
Newport Beach, California



By

ETC *Institute*

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October 2010

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2010 City of Newport Beach Community Survey

Executive Summary Report

Overview and Methodology

During August of 2010, 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. This was the second time ETC Institute has administered a community survey for Newport Beach; the first survey was administered in 2007.

The seven-page survey was mailed to a random sample of 3,500 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 727 households completed the survey. The results for the random sample of 727 households have a 95% level of confidence with a precision of at least +/- 3.6%. 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:

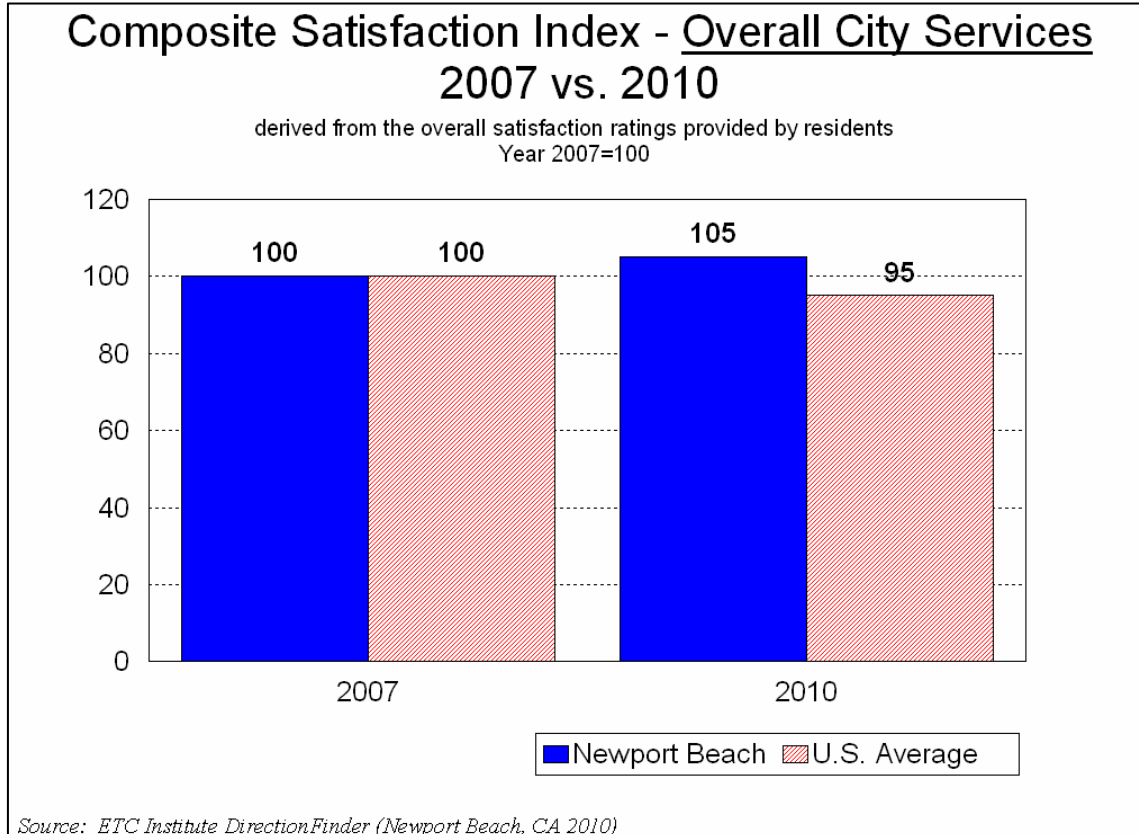
- a summary of the methodology for administering the survey and all other major findings
- charts showing the overall results for each question on the survey
- analysis of trends from 2007 to 2010
- importance-satisfaction analysis
- benchmarking data that shows how the results from Newport Beach compare 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 and other communities. The percentage of “don’t know” responses for each question is provided in the Tabular Data Section (Section 6) 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.*”

Trends

Composite Satisfaction Index. The Composite Satisfaction Index for the City of Newport Beach increased significantly from 100 in 2007 to 105 in 2010. The Composite Satisfaction Index is derived from the mean rating given for all major categories of city services that are assessed on the survey. The index is calculated by dividing the mean rating for the current year by the mean rating for the base-year (year 2007) and then multiplying the result by 100.

The chart below shows how the Composite Satisfaction Index for the City of Newport Beach and the Index for the U.S. average have changed since 2007. While the results for Newport Beach improved, the U.S. average declined by 5 points.



The results for the City of Newport Beach improved in 47 of the 76 areas that were assessed in 2007 and 2010; there were no significant decreases. Some of the notable improvements included: the quality of the City's website (+17%), how well the City is planning growth (+12%), the enforcement of the exterior maintenance of commercial property (+12%), outdoor athletic facilities (+11%), effectiveness of City communication with the public (+10%), feeling of safety in commercial/business areas after dark (+10%) and information in the City Manager's Community newsletter (+10%). A detailed analysis of trends from 2007 to 2010 is provided in Section 2 of this report.

Major Findings

- **Most Residents Were Satisfied With the Quality of Life in the City.** Ninety-two percent (92%) of the residents surveyed *who had an opinion* were "very satisfied" or "satisfied" with the quality of life in Newport Beach; 37% were neutral and only 7% were dissatisfied with the quality of life in the city. Some of the quality of life items that residents rated highest, based upon a combined percentage of "excellent" and "good" responses among residents *who had an opinion*, were: ratings of the city as a place to live (98%), ratings of the city as a place to visit (97%) and ratings of the city as a place to play (95%).
- **Residents were still 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 the City's library system (96%), the quality of police, fire and paramedic services (92%), and the quality of parks and recreation programs and facilities (89%).
- **Services that residents thought should receive the most emphasis from the City.** The major categories of City 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 oceans/beaches and bays.
- **Perception of Safety and Security in Newport Beach.** Ninety-three percent (93%) of the residents surveyed, *who had an opinion*, were "very satisfied" or "satisfied" with the overall feeling of safety in the city, 6% were neutral and only 3% were dissatisfied. The areas residents felt most safe in, based upon the combined percentage of residents who felt "very safe" and "safe," were: walking in their neighborhood during the day (98%) and walking in their neighborhood after dark (86%).
- **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: emergency medical and paramedic services (95%), quality of local fire protection services (94%), and quality of lifeguard services (93%).

The two public safety services that residents felt should receive the most emphasis from City leaders over the next two years were: 1) City efforts to prevent crime and 2) the frequency that police officers patrol neighborhoods.

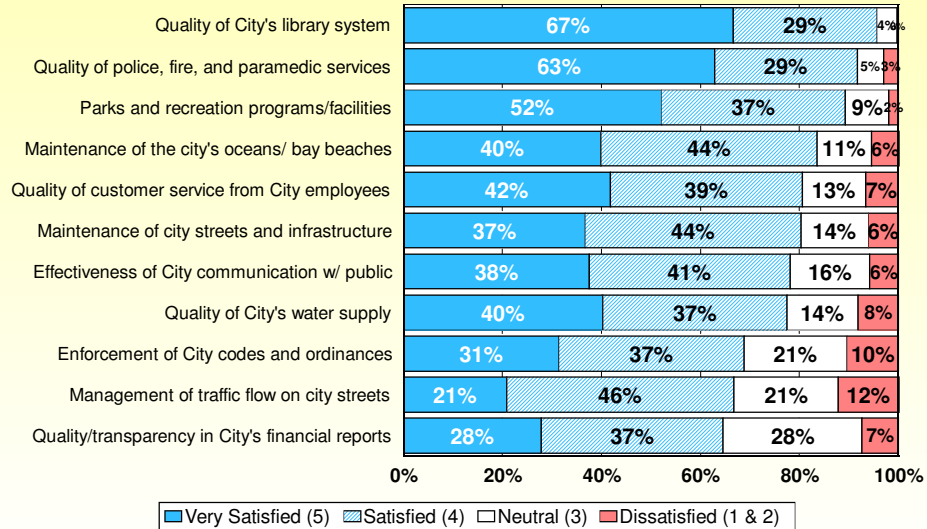
- **Facility and Recreation.** The facility and recreation services with the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the maintenance of city parks (92%), the quality of programs for seniors (83%) and the quality of programs for youth (83%). Residents were least satisfied with walking and biking trails in the city (74%). The two facility and recreation services that residents 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 and General Services.** The City utility and general 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%), and street sweeping services (91%).
- **Codes Enforcement.** The code enforcement 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 enforcement of water quality regulations (71%), the enforcement of the exterior maintenance of commercial property (70%) and the enforcement of animal control regulations (70%). The code enforcement services that residents felt were most important for City leaders to emphasize 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: the information in the City Manager’s Community Newsletter (72%) and the quality of the City’s website (69%). The main sources where residents received information about the City were: local newspapers (66%), the City Manager’s newsletter (47%) and the City’s website (36%).
- **City Maintenance.** 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 condition of street signs and traffic signals (89%), the cleanliness of city streets and public areas (87%), the attractiveness of streetscapes and medians (86%) and the condition of neighborhood streets (85%). 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 services related to City customer service, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: how easy City employees were to contact (84%) and the way residents were treated (83%).
- **Water Taxi and Bus Services.** Residents were asked several questions related to the potential use of water taxi and water bus services. The results from these questions are provided below:
 - Residents were generally split about whether or not they would utilize a water taxi or water bus services if they were available: forty-two percent (42%) of residents indicated they would use a water taxi instead of their car if it were available, 57% would not and 1% did not know. Forty-five percent (45%) of residents would use a water bus instead of their car if it existed and 55% would not.
 - Of those residents who indicated they would use water taxi/bus services, residents were generally more willing to spend more for a one-way ticket on a water taxi versus a water bus: sixty-four percent (64%) of residents were willing to spend \$5 or more on a one-way ticket for a water taxi compared to 36% of residents who were willing to spend \$5 or more on a one-way ticket on a water bus.
 - Of those residents who indicated they would use water taxi and bus services, most indicated they would use it occasionally. Seventy percent (70%) of residents indicated they would use a water taxi “a few times a month” or a “few times a year” and 77% of residents would use a water bus a “few times a month” or “a few times a year.”

Section 1: Charts and Graphs

Q1. Overall Satisfaction With City Services by Major Category

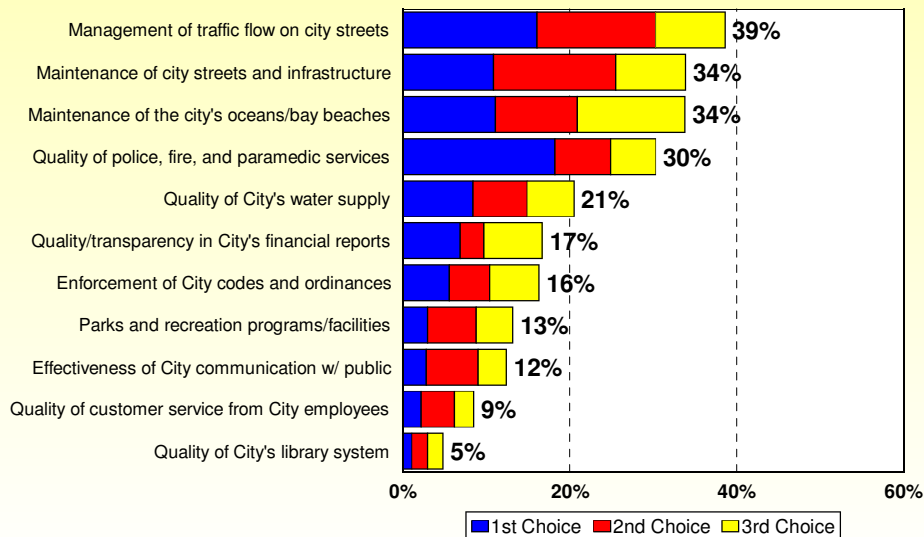
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

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

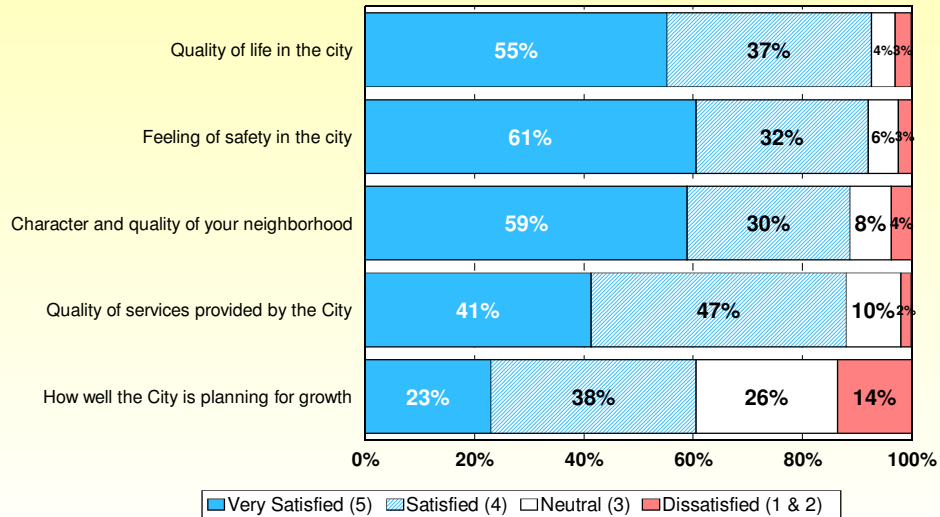
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

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

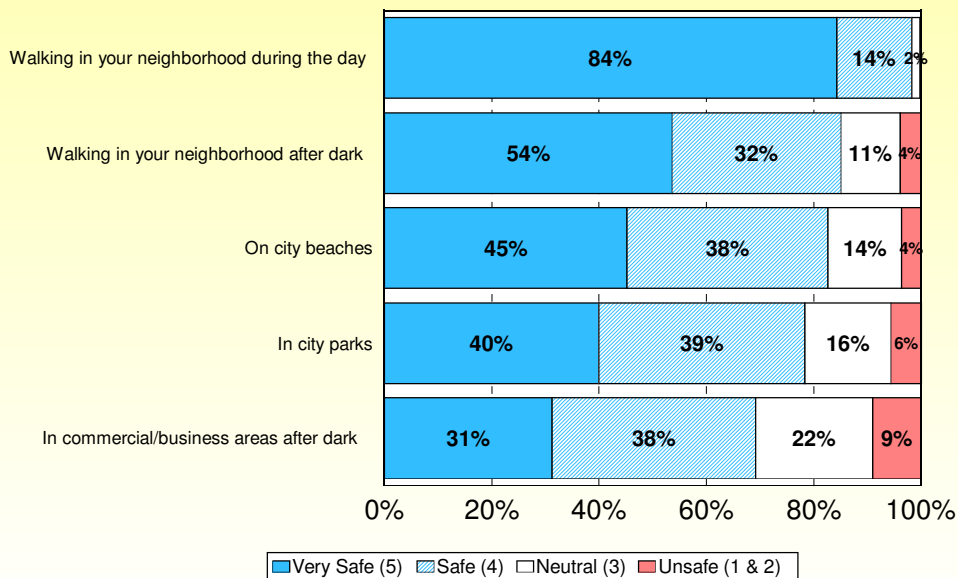
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q4. Perceptions of Safety and Security

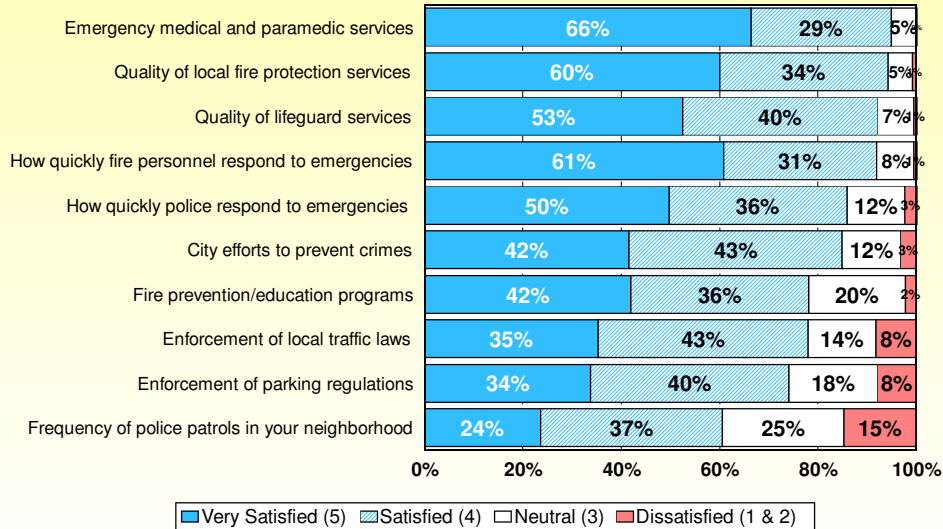
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q5. Satisfaction with Various Aspects of Public Safety

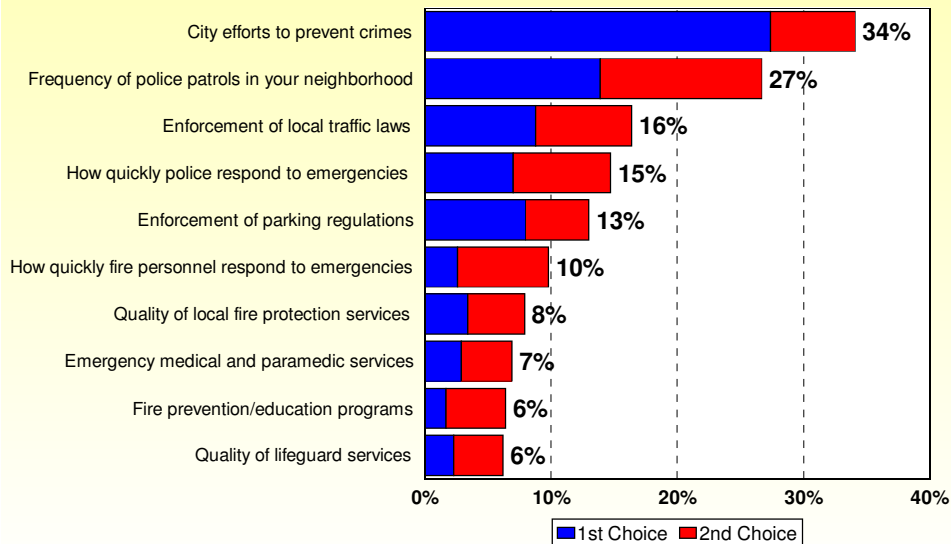
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

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

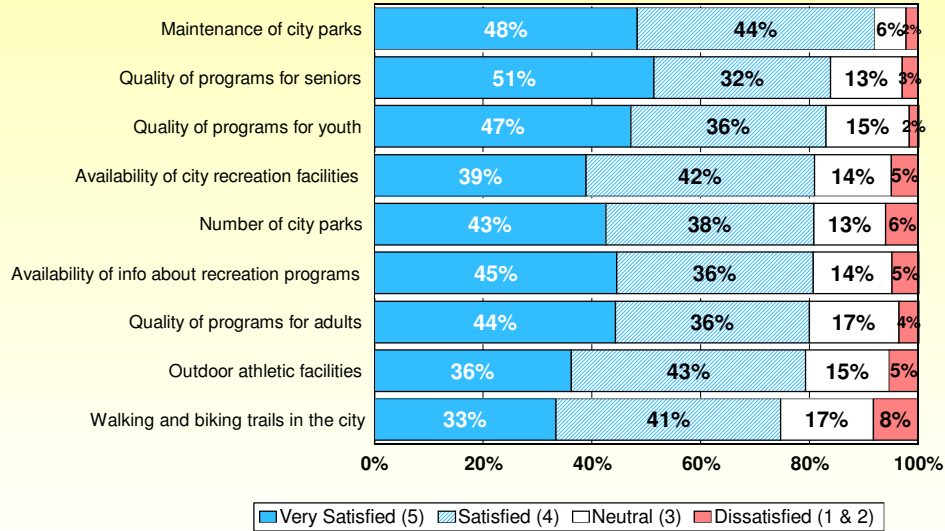
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q7. Satisfaction with Various Aspects of Facility and Recreation

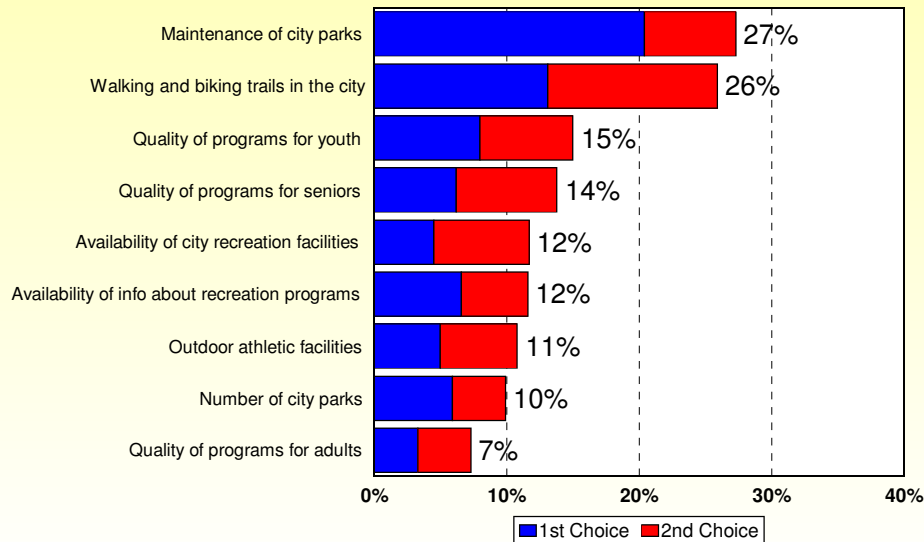
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

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

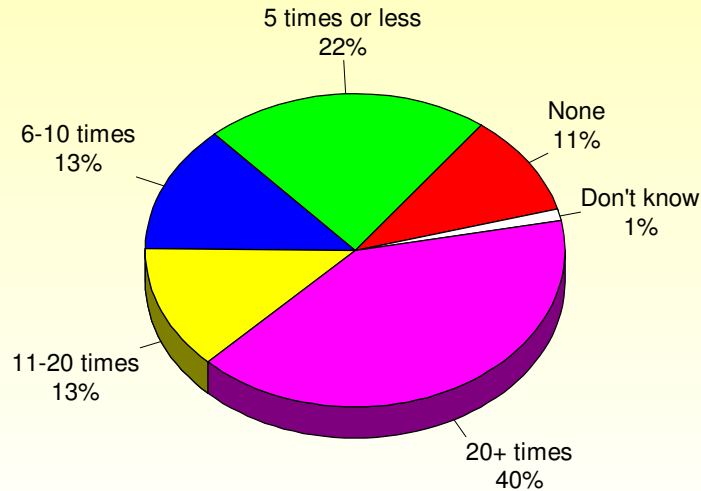
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

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

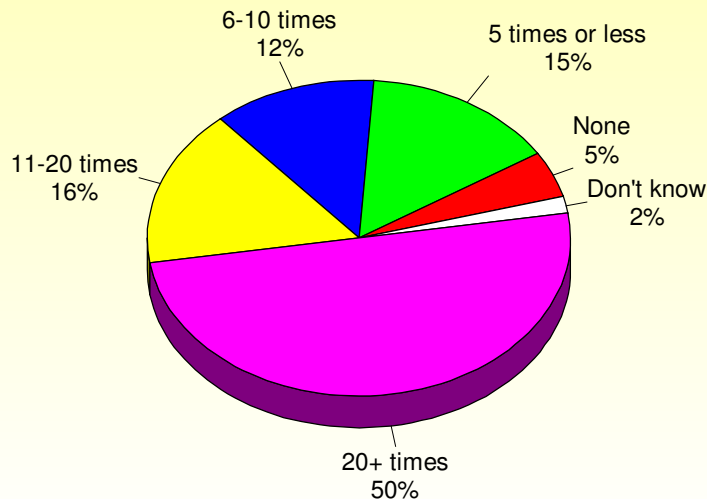
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

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

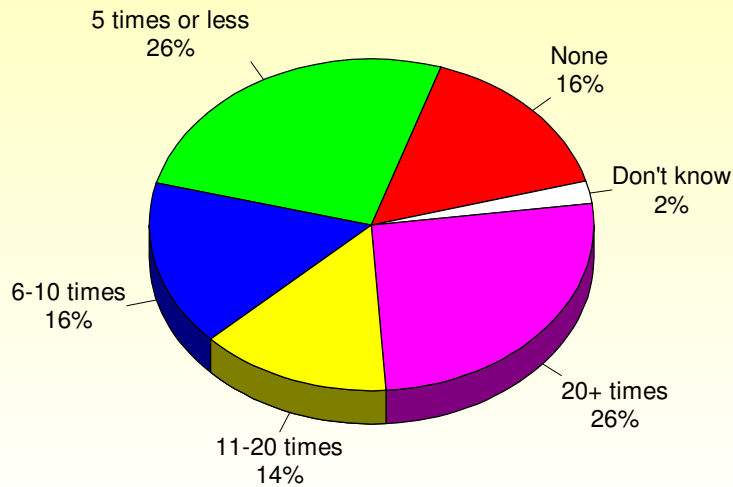
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

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

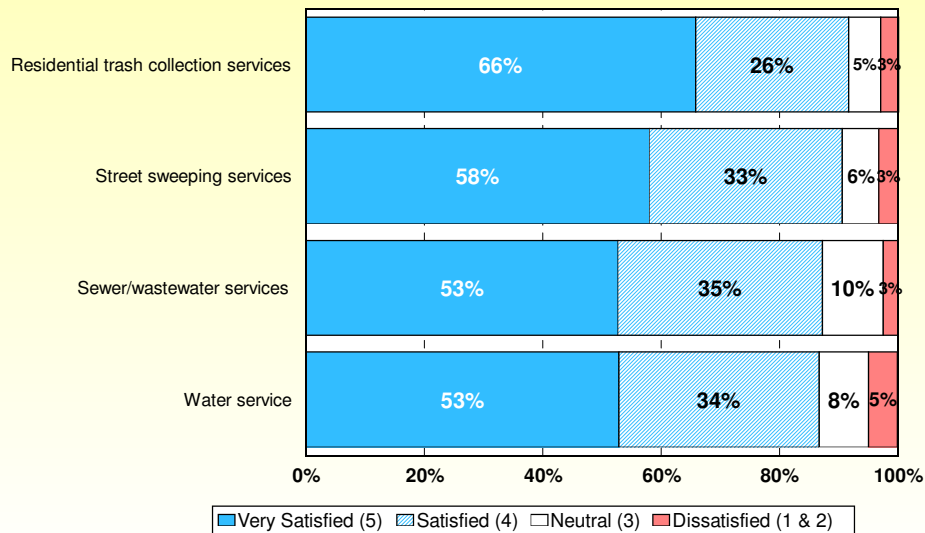
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q12. Satisfaction with Various Aspects of City Utility and General Services

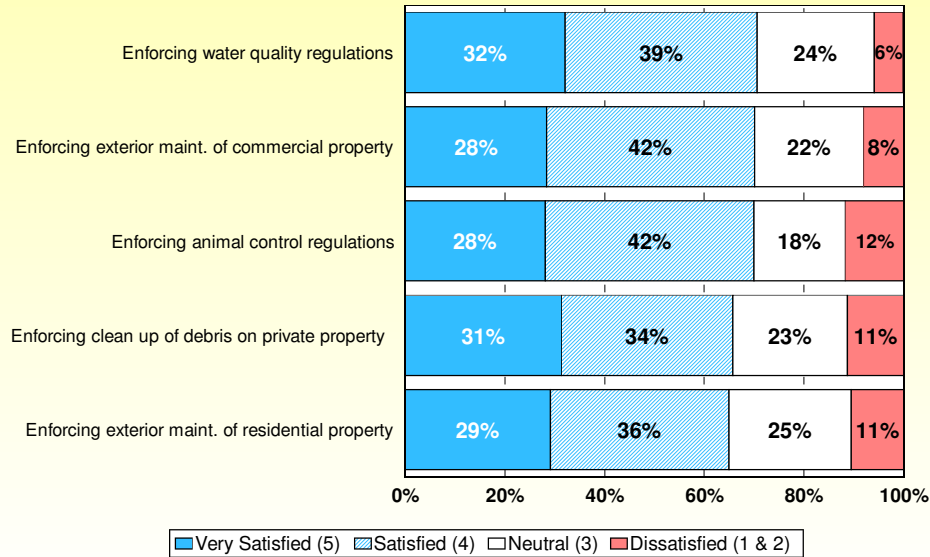
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q13. Satisfaction with Various Aspects of Code Enforcement

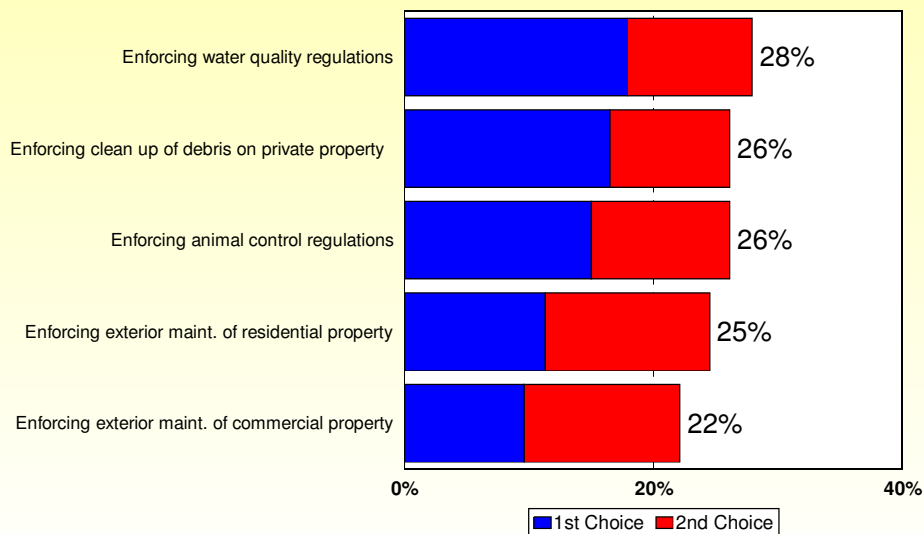
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

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

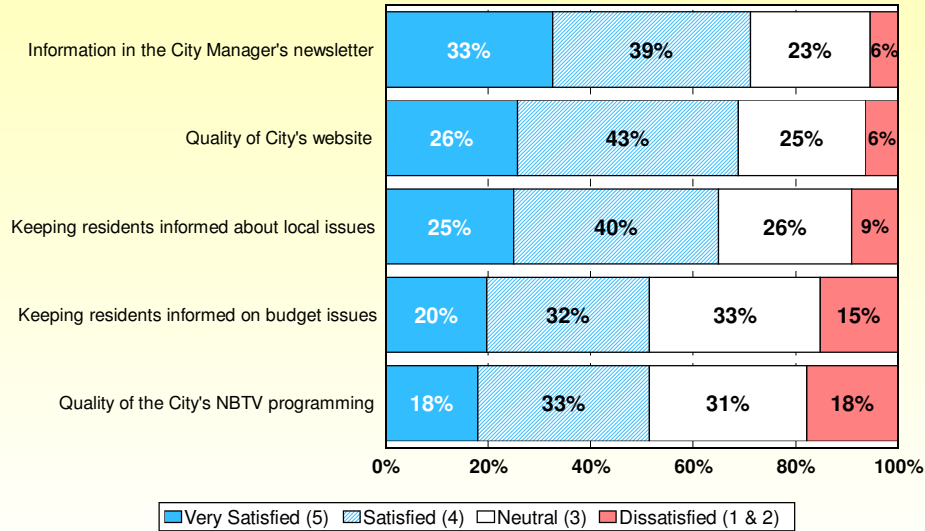
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q15. Satisfaction with Various Aspects of Communication

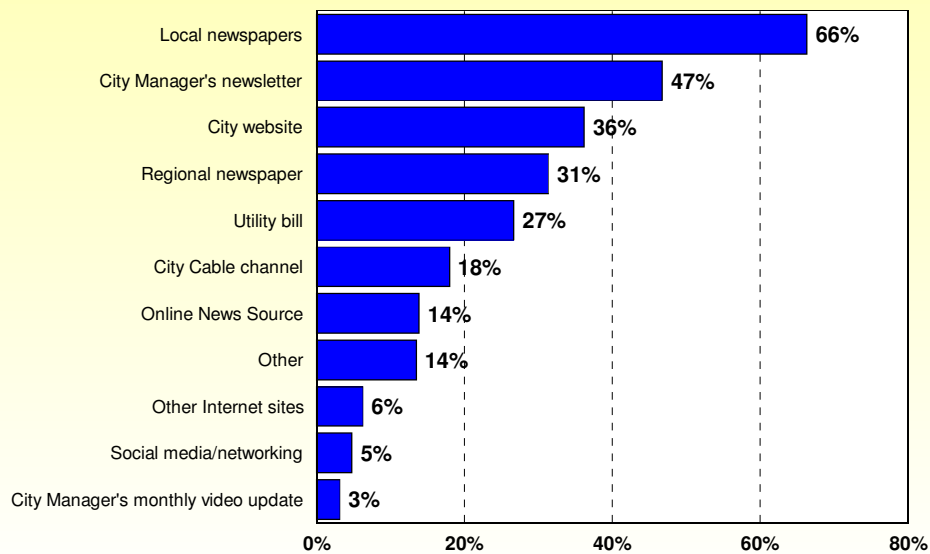
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q16. Sources of Information Residents Get Information About the City

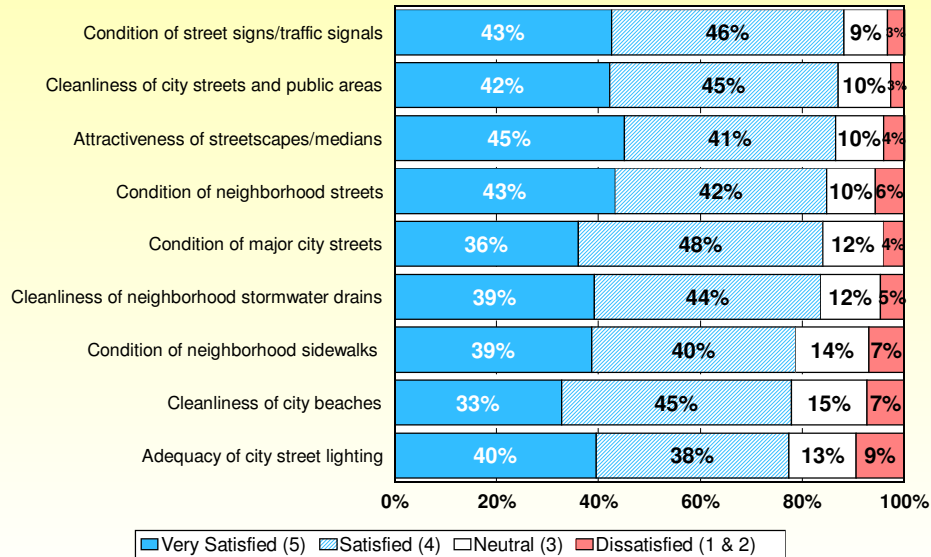
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q17. Satisfaction with Various Aspects of City Maintenance

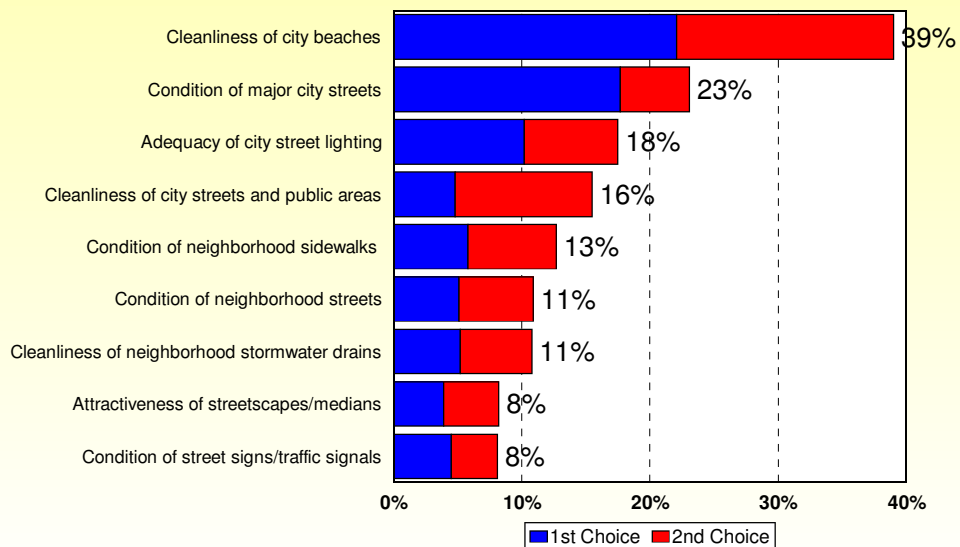
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



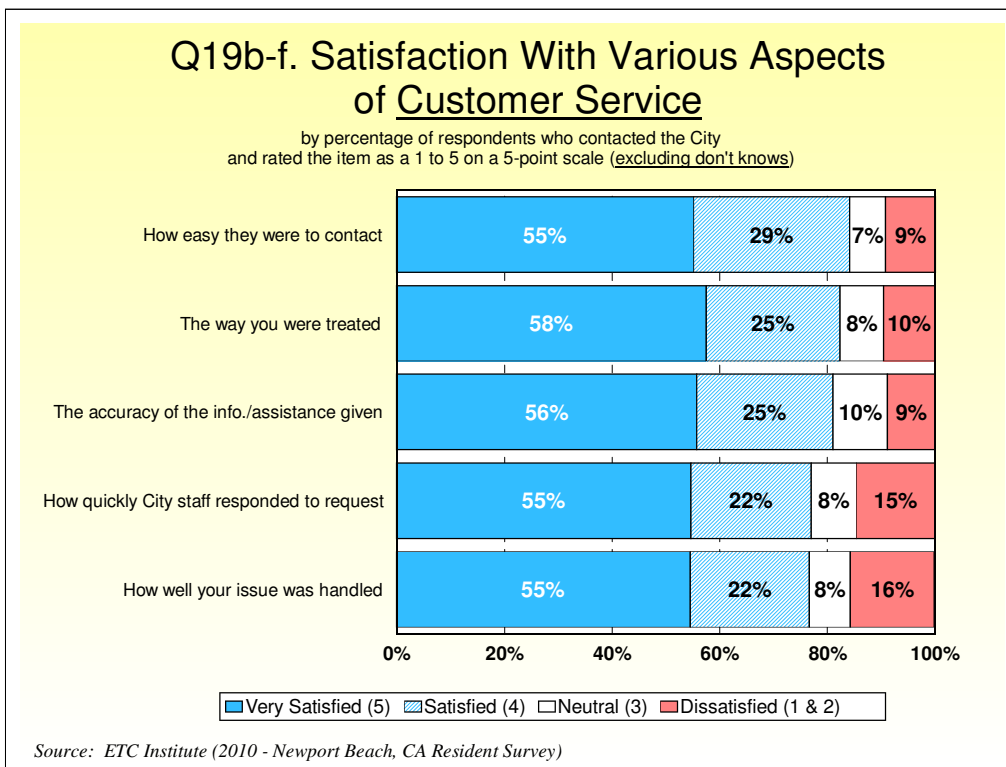
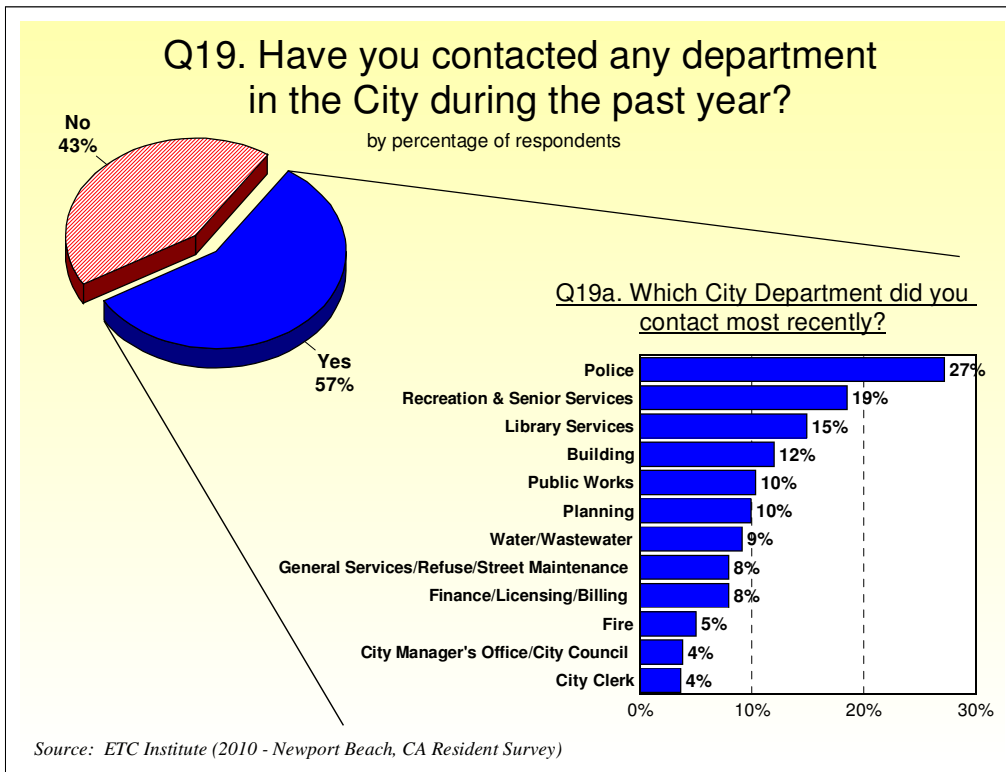
Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q18. City Maintenance Services 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

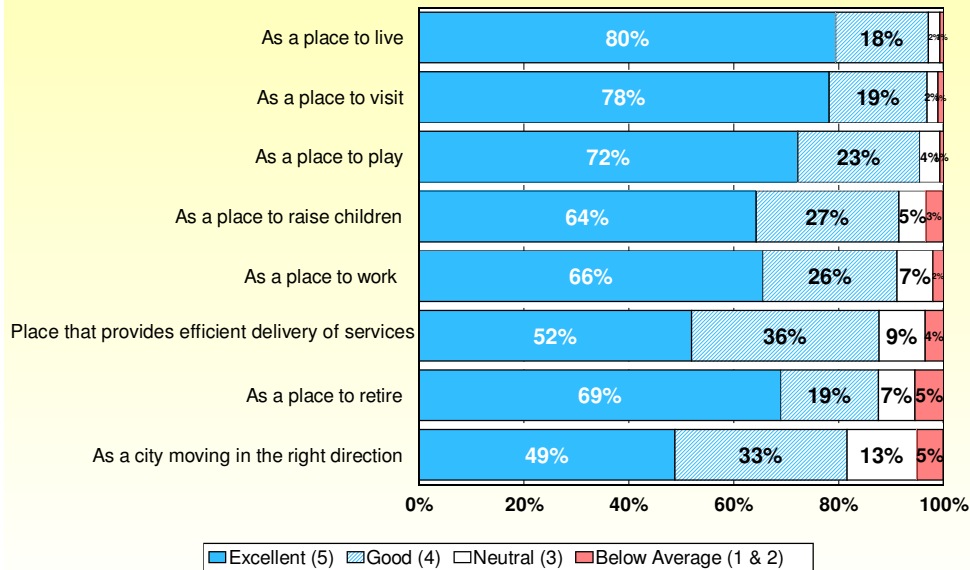


Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)



Q20. Overall Ratings of the Quality of Life in the City

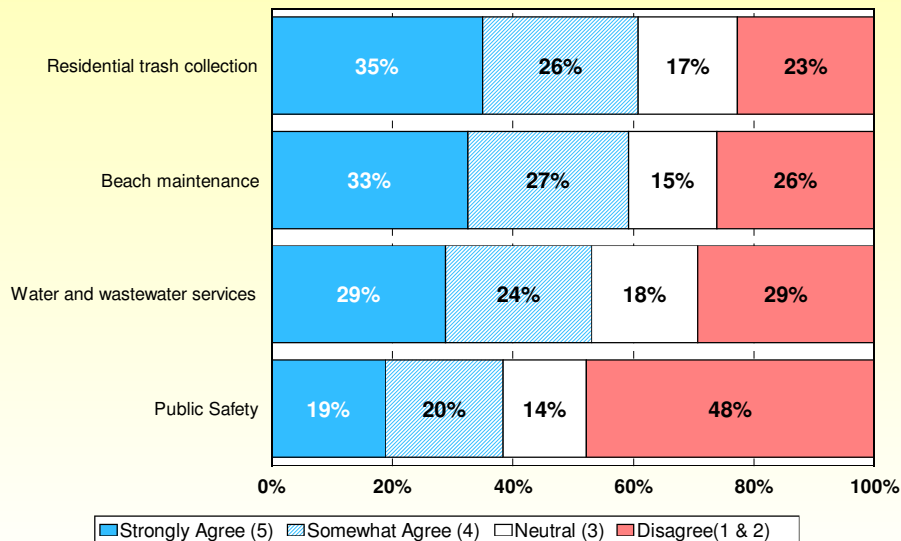
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q21. Agreement That Newport Beach Should Contract Out Various City Services to Non-City Employees

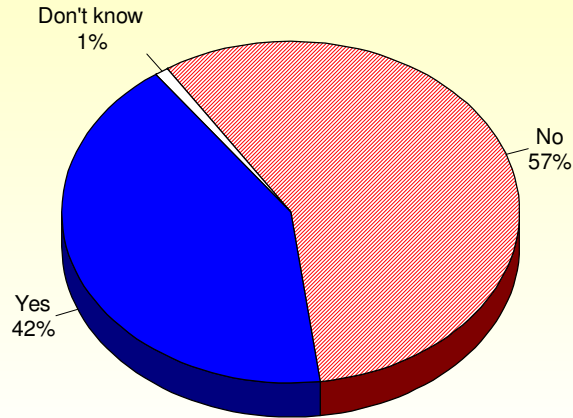
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q22. If a water taxi existed that you could call to your private dock to take just you and your family/friends by water directly to another private or public dock somewhere else in the harbor would you take a water taxi instead of a car?

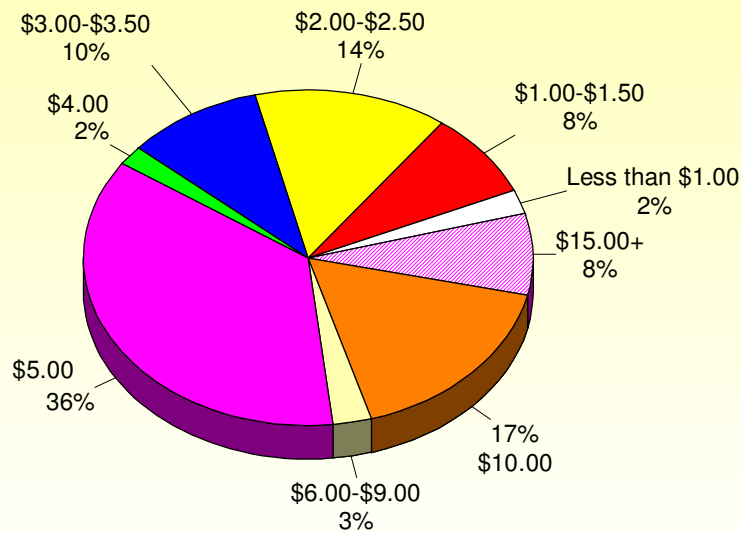
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q22a. How much would you be willing to pay for a one-way trip on a water taxi?

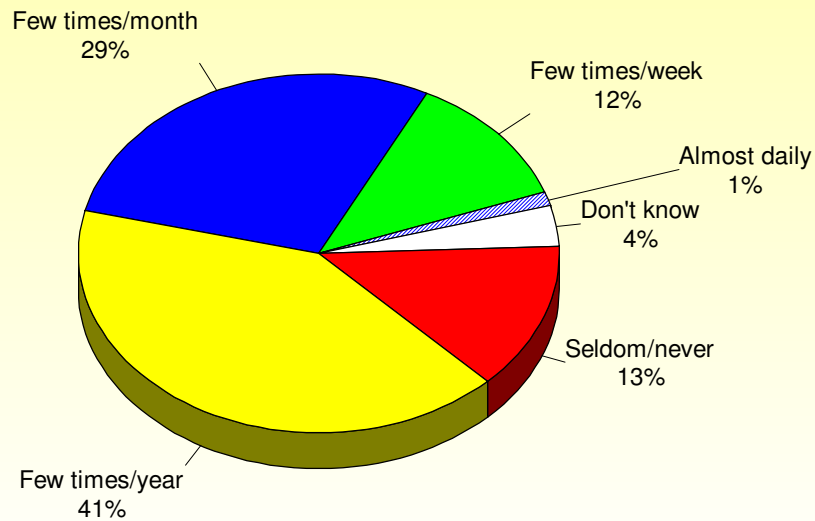
by percentage of respondents who indicated they would take a water taxi instead of a car



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q22b. How often would you use the water taxi?

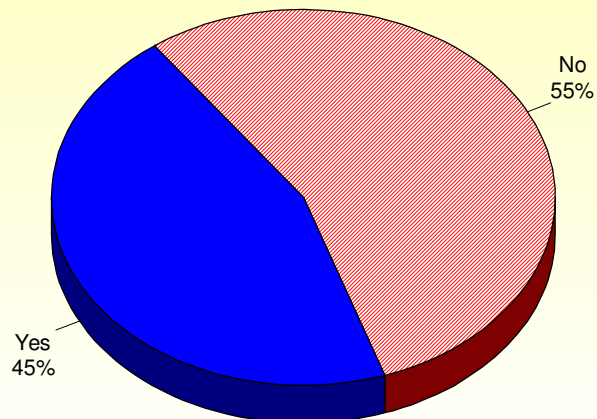
by percentage of respondents who indicated they would take a water taxi instead of a car



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q23. If there was a water bus route for the general public that made a regular circuit of the entire harbor with stops at public and private docks, would you use the water bus to get around instead of driving your car?

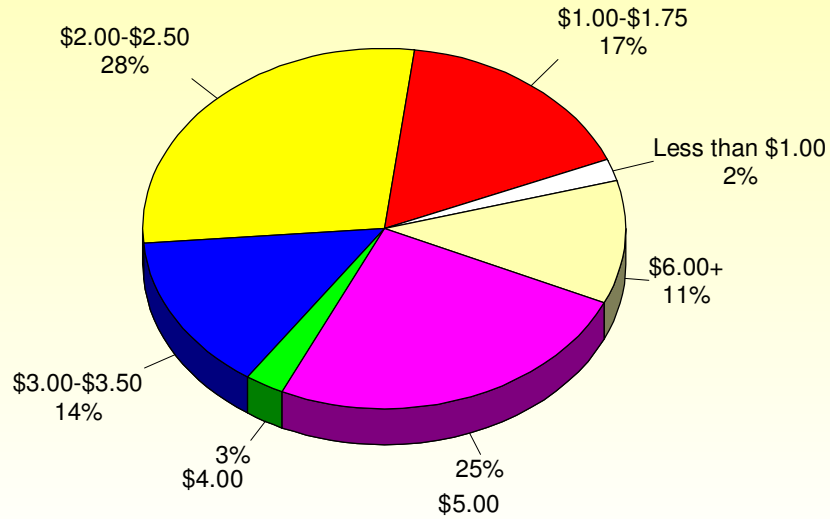
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q23a. How much would you be willing to pay for a one-way trip on a water bus?

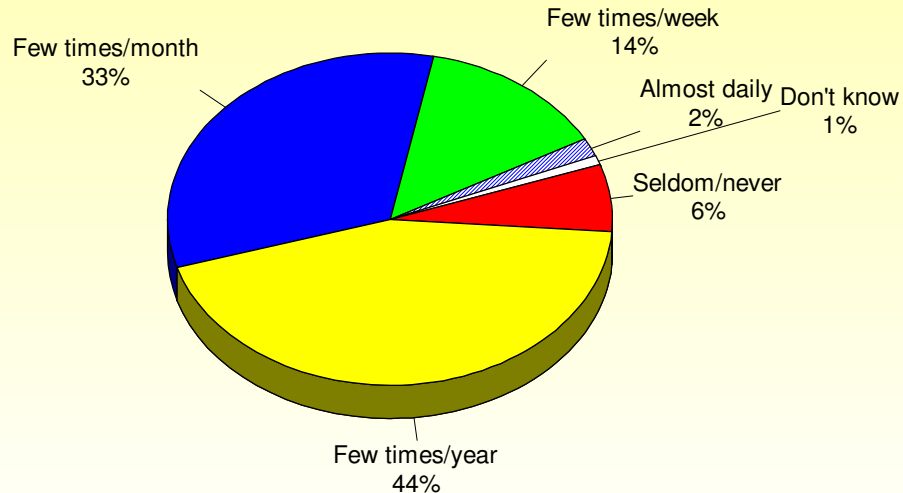
by percentage of respondents who indicated they would take a water bus instead of a car



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q23b. How often would you use the water bus?

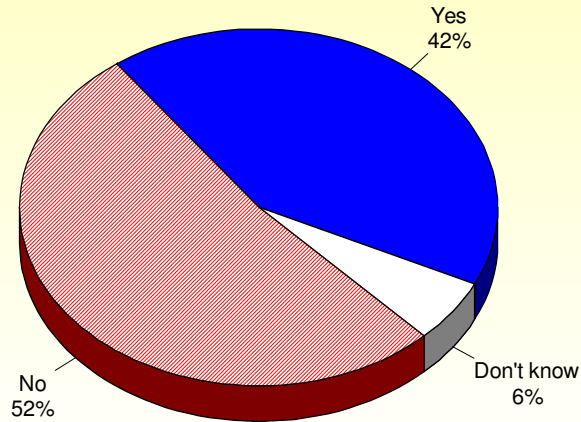
by percentage of respondents who indicated they would take a water bus instead of a car



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q24. The speed limit in the harbor is 5 mph, so it would take 30 minutes to travel by water taxi or water bus from the Cannery Restaurant to Harborside Pavilion/Fun Zone. Knowing this, would you use a water taxi or water bus to make this trip?

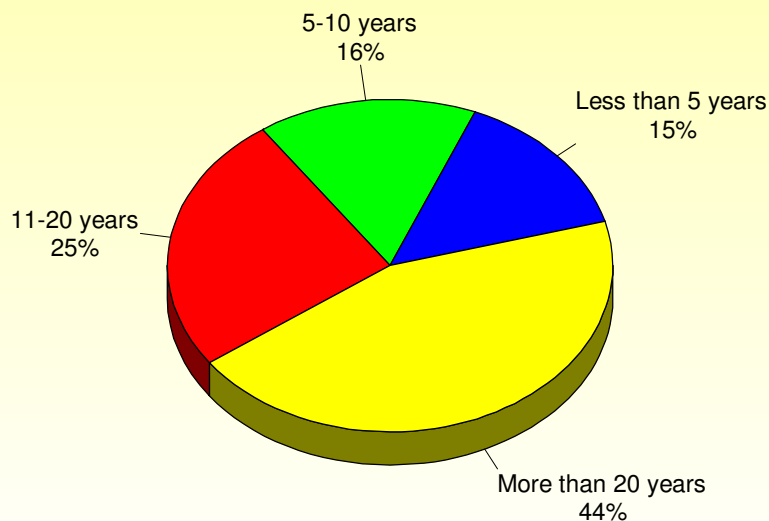
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q25. Demographics: Years Lived in Newport Beach

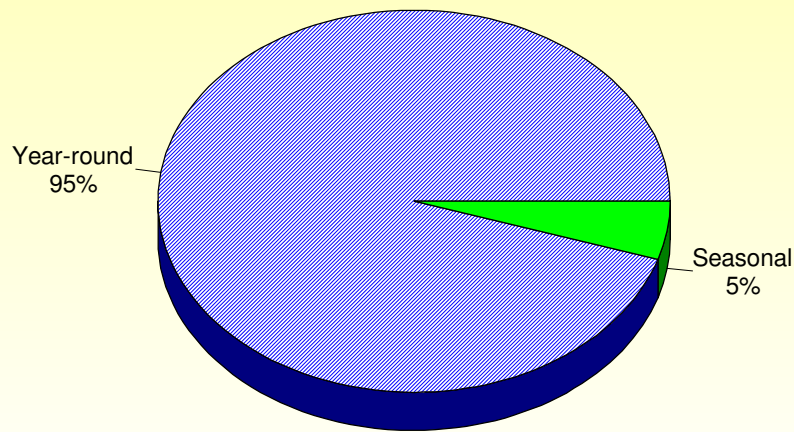
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q26. Demographics: Are you a year-round or seasonal resident?

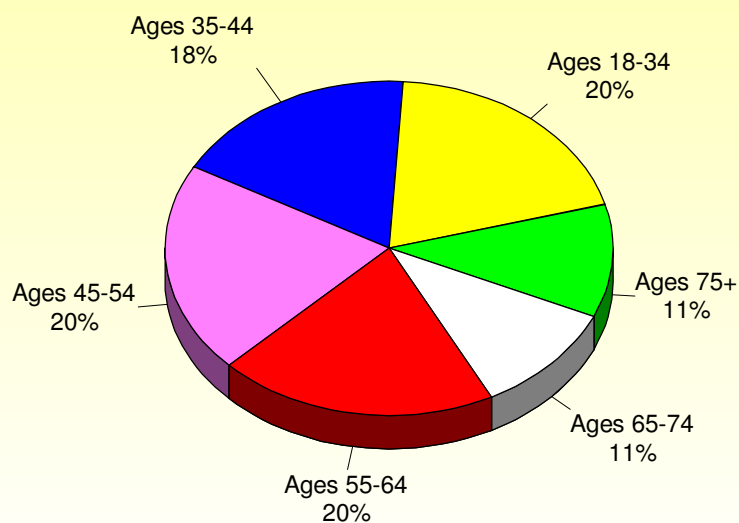
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q27. Demographics: Age of Respondents

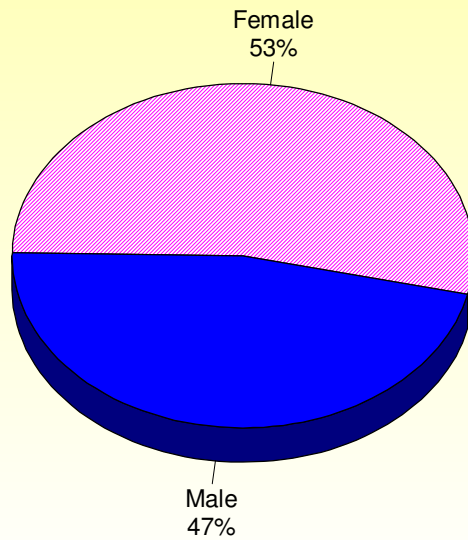
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q28. Demographics: Gender of the Respondents

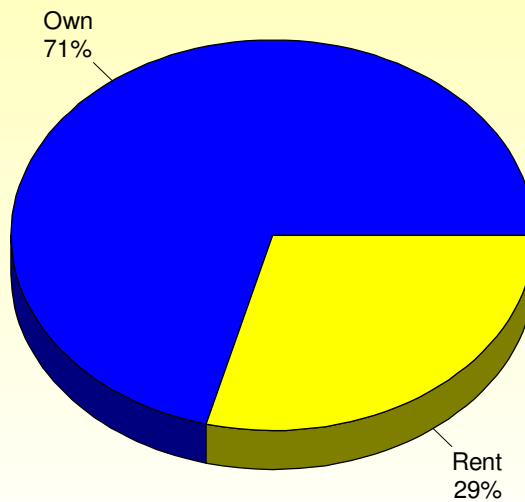
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q29. Demographics: Do you own or rent your current residence?

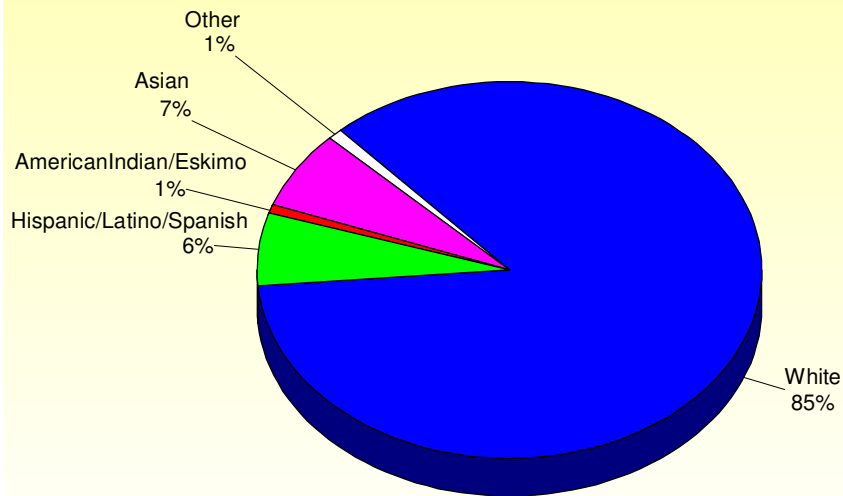
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q30. Demographics: Race/Ethnicity

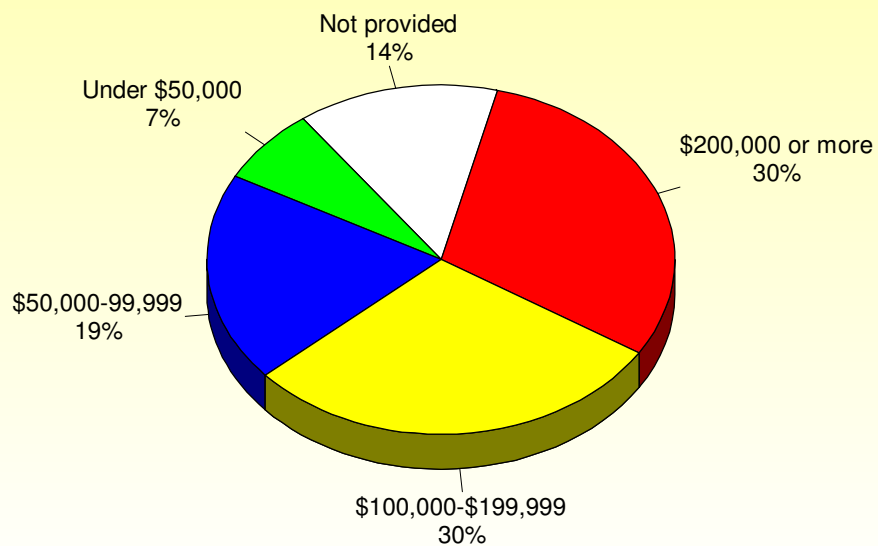
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Q31. Demographics: Total Annual Household Income

by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Section 2: Trend Analysis

City of Newport Beach Community Survey

Analysis of Trends from 2007 to 2010

Overview

In 2007 and then again in 2010 the City of Newport Beach conducted a resident survey to assess satisfaction with the delivery of major City services. The charts on the following pages show how the results of the City's 2010 survey compare to the results of the City's 2007 survey. Given the sample size of both surveys, changes of 4.0% or more from 2007 to 2010 were statistically significant.

There were significant increases in 47 of the 76 areas that were assessed in 2007 and 2010; there were no significant decreases in any of the areas assessed in 2007 and 2010. The significant changes are described below.

Significant Changes

- **Satisfaction with the Overall Quality of Life in Newport Beach.** There was a significant increase (+4%) in the percentage of residents who were satisfied with the overall quality of life in Newport Beach (88% in 2007 versus 92% in 2010).
- **Satisfaction with Major Categories of City Services.** Among the ten major categories of City services that were assessed in 2007 and 2010, there were significant improvements in six areas:
 - Satisfaction with the effectiveness of City communication with the public increased 10% from 69% in 2007 to 79% in 2010.
 - Satisfaction with the quality of customer service from City employees increased 6% from 75% in 2007 to 81% in 2010.
 - Satisfaction with the maintenance of city streets and infrastructure increased 6% from 75% in 2007 to 81% in 2010.
 - Satisfaction with the maintenance of traffic flow on city streets increased 6% from 61% in 2007 to 67% in 2010.
 - Satisfaction with the enforcement of City codes and ordinances increased 5% from 63% in 2007 to 68% in 2010.
 - Satisfaction with the quality of the City's public library increased 4% from 92% in 2007 to 96% in 2010.

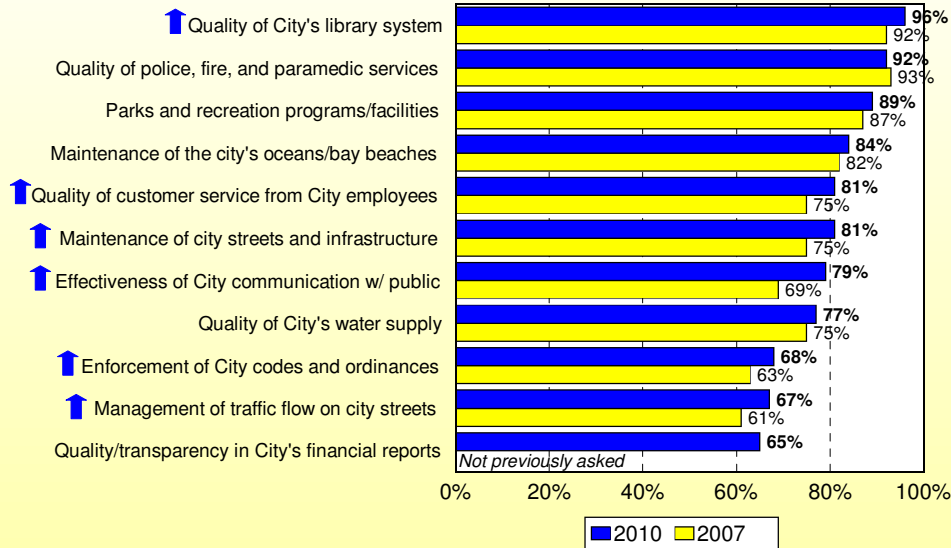
- **Satisfaction with Safety and Security.** Among the five safety and security items assessed in 2007 and 2010, there were significant increases in three areas:
 - Satisfaction with the feeling of safety in commercial and business areas after dark increased 10% from 59% in 2007 to 69% in 2010.
 - Satisfaction with the feeling of safety on city beaches increased 7% from 76% in 2007 to 83% in 2010.
 - Satisfaction with the feeling of safety in city parks increased 6% from 73% in 2007 to 79% in 2010.
- **Satisfaction with Public Safety Services.** Among the ten public safety services that were assessed in 2007 and 2010, there were significant improvements in four areas:
 - Satisfaction with the quality of lifeguard services increased 8% from 85% in 2007 to 93% in 2010.
 - Satisfaction with emergency medical and paramedic services increased 5% from 90% in 2007 to 95% in 2010.
 - Satisfaction with the enforcement of parking regulations increased 5% from 69% in 2007 to 74% in 2010.
 - Satisfaction with the enforcement of local traffic laws increased 4% from 74% in 2007 to 78% in 2010.
- **Satisfaction with Facility and Recreation Services.** Among the nine facility and recreation services that were assessed in 2007 and 2010, there were significant improvements in seven areas:
 - Satisfaction with outdoor athletic fields increased 11% from 68% in 2007 to 79% in 2010.
 - Satisfaction with the quality of programs for seniors increased 8% from 75% in 2007 to 83% in 2010.
 - Satisfaction with the availability of city recreation facilities increased 8% from 73% in 2007 to 81% in 2010.
 - Satisfaction with the quality of programs for youth increased 7% from 76% in 2007 to 83% in 2010.
 - Satisfaction with the number of parks increased 6% from 75% in 2007 to 81% in 2010.
 - Satisfaction with the availability of information about recreation programs increased 6% from 75% in 2007 to 81% in 2010.
 - Satisfaction with the quality of programs for adults increased 6% from 74% in 2007 to 80% in 2010.

- **Satisfaction with Code Enforcement Services.** There were significant improvements in four of the five code enforcement services that were assessed in 2007 and 2010:
 - Satisfaction with the enforcement of the exterior maintenance of commercial property increased 12% from 58% in 2007 to 70% in 2010.
 - Satisfaction with the enforcement of animal control regulations increased 8% from 62% in 2007 to 70% in 2010.
 - Satisfaction with the enforcement of the exterior maintenance of residential property increased 8% from 57% in 2007 to 65% in 2010.
 - Satisfaction with the enforcement of the clean up of debris on private property increased 7% from 58% in 2007 to 65% in 2010.
- **Satisfaction with City Communication.** There were significant increases in four of the five communication services that were assessed in both 2007 and 2010:
 - Satisfaction with the quality of the City's website increased 17% from 52% in 2007 to 69% in 2010.
 - Satisfaction with the information in the City Manager's Community newsletter increased 10% from 62% in 2007 to 72% in 2010.
 - Satisfaction with the quality of the City's cable channel (NBTV) programming increased 5% from 46% in 2007 to 51% in 2010.
- **Satisfaction with Maintenance Services.** There were significant increases in eight of the nine maintenance services that were assessed in both 2007 and 2010:
 - Satisfaction with the adequacy of city street lighting increased 8% from 70% in 2007 to 78% in 2010.
 - Satisfaction with the condition of major city streets increased 7% from 77% in 2007 to 84% in 2010.
 - Satisfaction with the cleanliness of neighborhood stormwater drains increased 7% from 76% in 2007 to 83% in 2010.
 - Satisfaction with the condition of street signs and traffic signals increased 6% from 83% in 2007 to 89% in 2010.
 - Satisfaction with the attractiveness of streetscapes and medians increased 6% from 80% in 2007 to 86% in 2010.
 - Satisfaction with the condition of neighborhood sidewalks increased 6% from 73% in 2007 to 79% in 2010.
 - Satisfaction with the condition of neighborhood streets increased 5% from 80% in 2007 to 85% in 2010.
 - Satisfaction with the cleanliness of beaches increased 5% from 73% in 2007 to 78% in 2010.

- **Satisfaction with Customer Service.** There were significant increases in two of the five customer service items that were assessed in both 2007 and 2010:
 - Satisfaction with how well residents' issues were handled increased 7% from 70% in 2007 to 77% in 2010.
 - Satisfaction with the accuracy of the information and assistance given increased 5% from 76% in 2007 to 81% in 2010.
- **Agreement with Statements Related to Contracting Out City Services.** Residents were asked to indicate their level of agreement with contracting out several City services to non-City employees. There were significant increases in the agreement levels for all four of the City services assessed in 2007 and 2010:
 - Agreement that the City should contract out beach maintenance to non-City employees increased 6% from 54% in 2007 to 60% in 2010.
 - Agreement that the City should contract out residential trash collection to non-City employees increased 4% from 57% in 2007 to 61% in 2010.
 - Agreement that the City should contract out water and wastewater services to non-City employees increased 4% from 49% in 2007 to 53% in 2010.
 - Agreement that the City should contract out public safety services to non-City employees increased 4% from 35% in 2007 to 39% in 2010.
- **Other Significant Increases:**
 - Satisfaction with how well the City is planning for growth increased 12% from 49% in 2007 to 61% in 2010.
 - Satisfaction with the character and quality of neighborhoods increased 5% from 84% in 2007 to 89% in 2010.
 - Positive ratings ("excellent" and "good") of Newport Beach as a city that is moving in the right direction increased 9% from 73% in 2007 to 82% in 2010.
 - Ratings of Newport Beach as an "excellent" or "good" place to raise children increased 6% from 85% in 2007 to 91% in 2010.
 - Positive ratings ("excellent" and "good") of Newport Beach as a place that provides an efficient delivery of services increased 4% from 84% in 2007 to 88% in 2010.

Trends: Overall Satisfaction With City Services by Major Category (2010 vs. 2007)

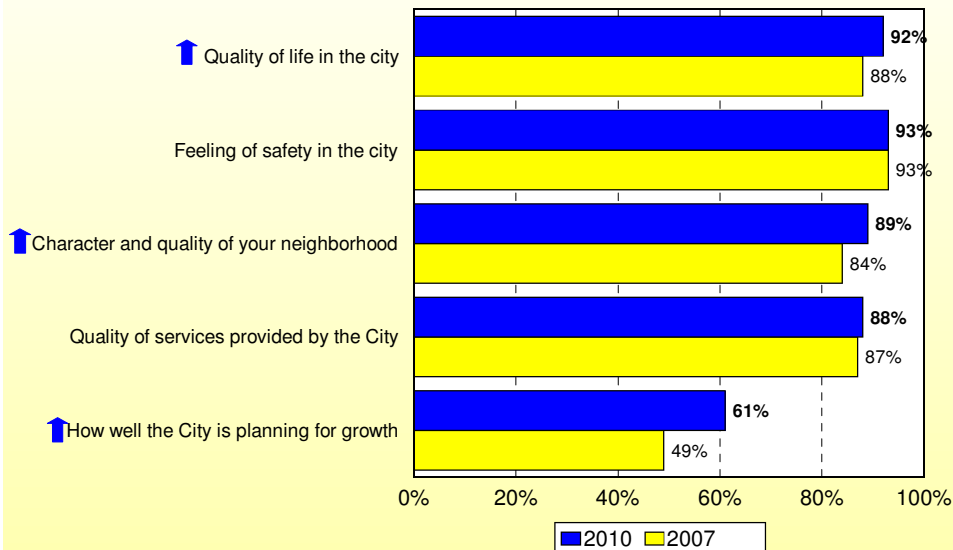
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Trends: Satisfaction With Items That Influence the Perception Residents Have of the City (2010 vs. 2007)

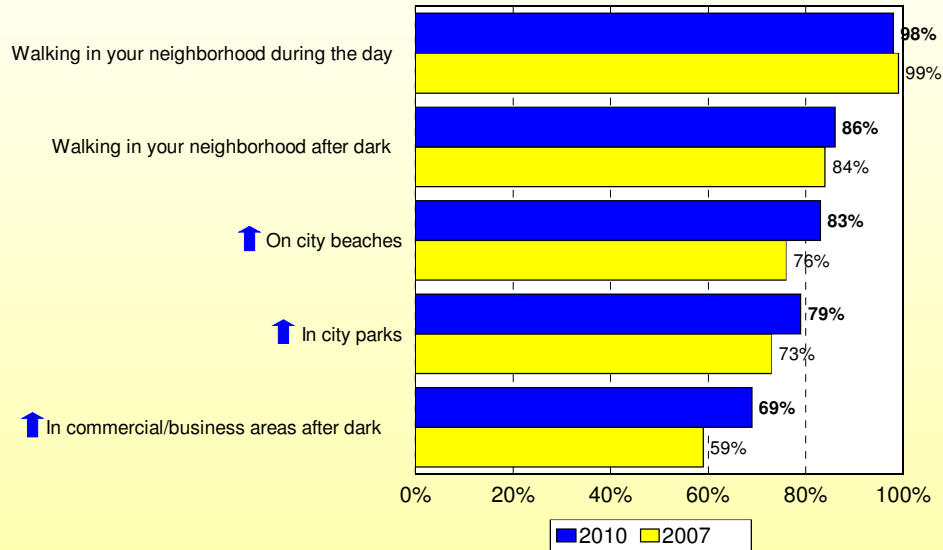
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Trends: Perceptions of Safety and Security (2010 vs. 2007)

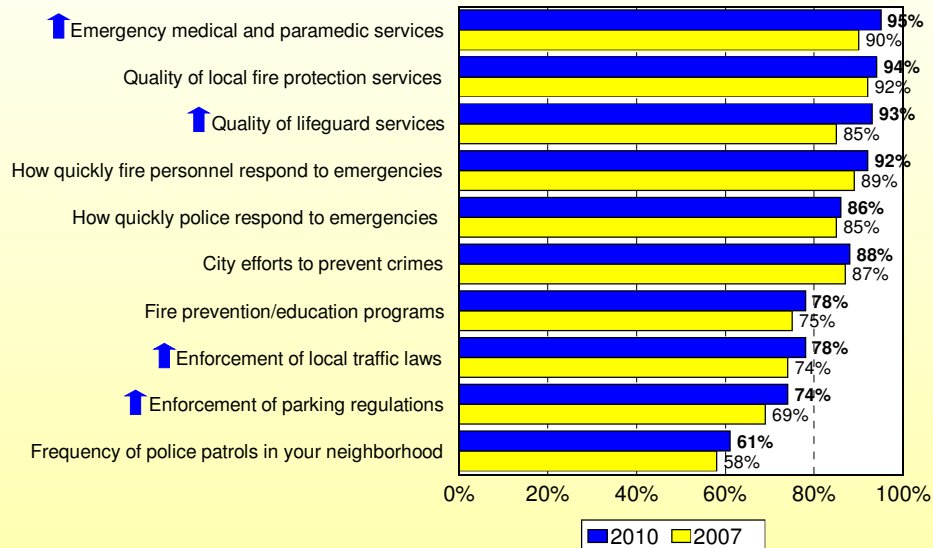
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Trends: Satisfaction with Various Aspects of Public Safety (2010 vs. 2007)

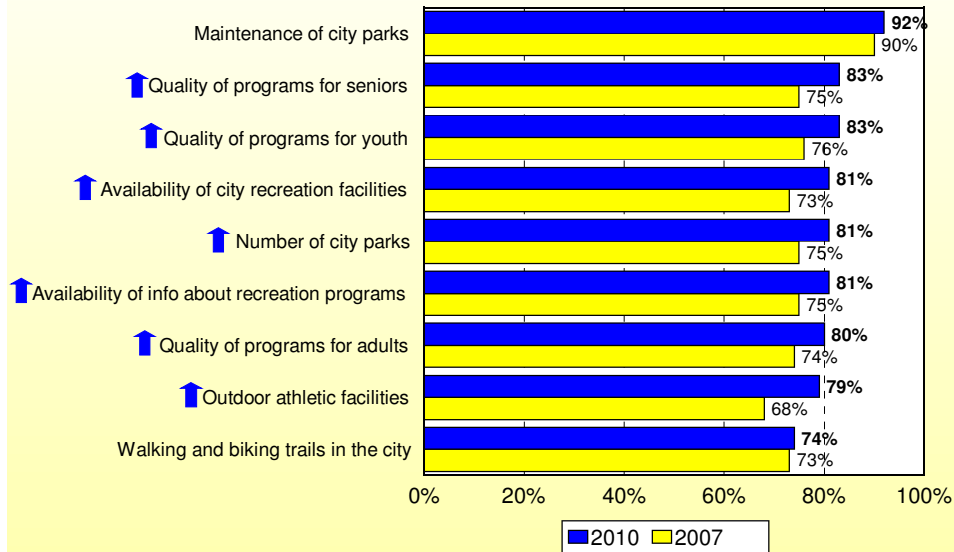
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

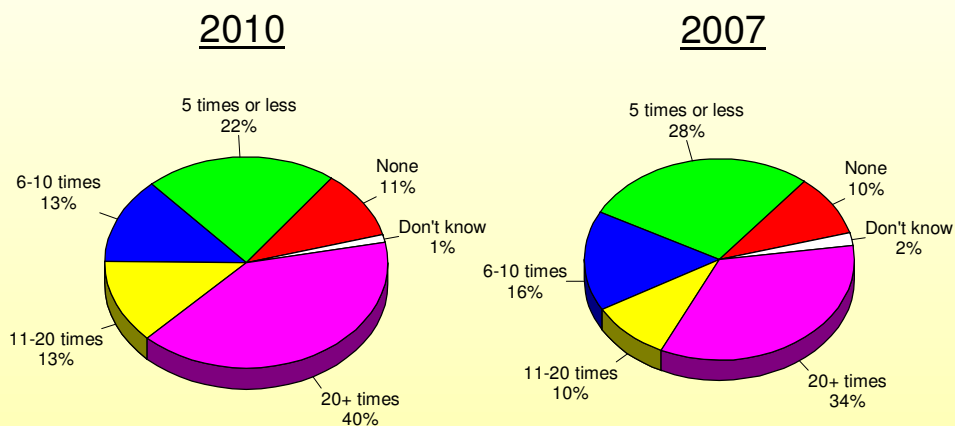
Trends: Satisfaction with Various Aspects of Facilities and Recreation (2010 vs. 2007)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



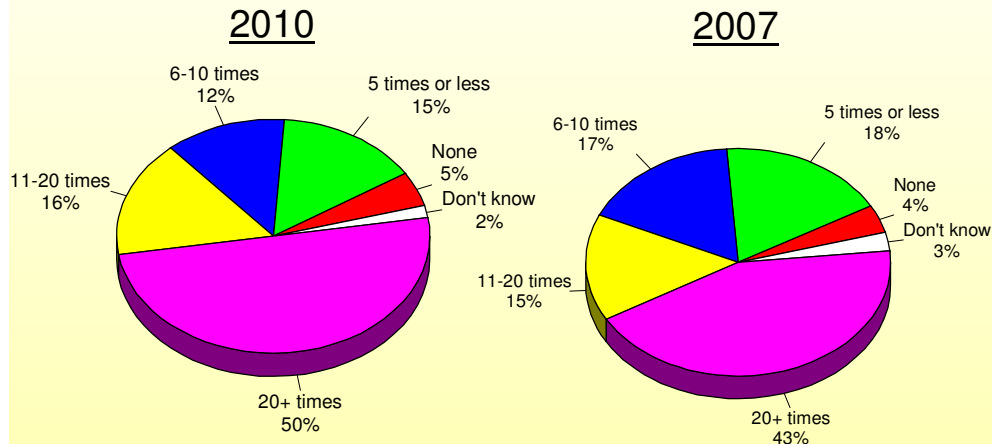
Trends: Approximately how many times did you or other members of your household visit a park in Newport Beach during the past year?

by percentage of respondents



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

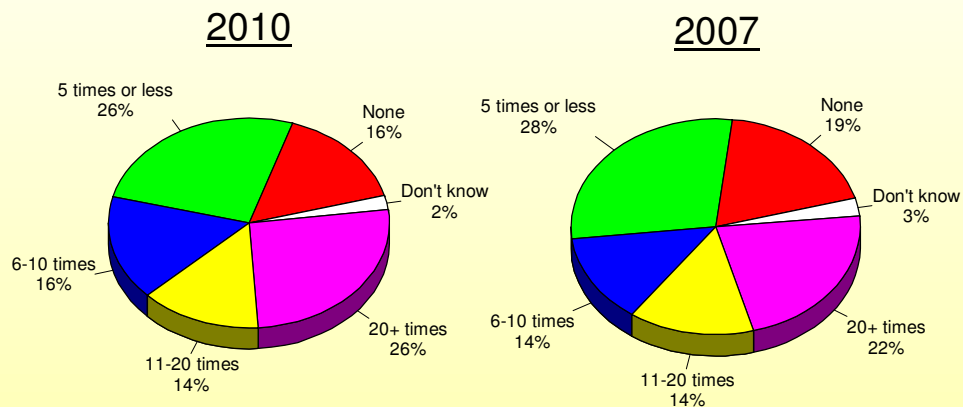
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

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

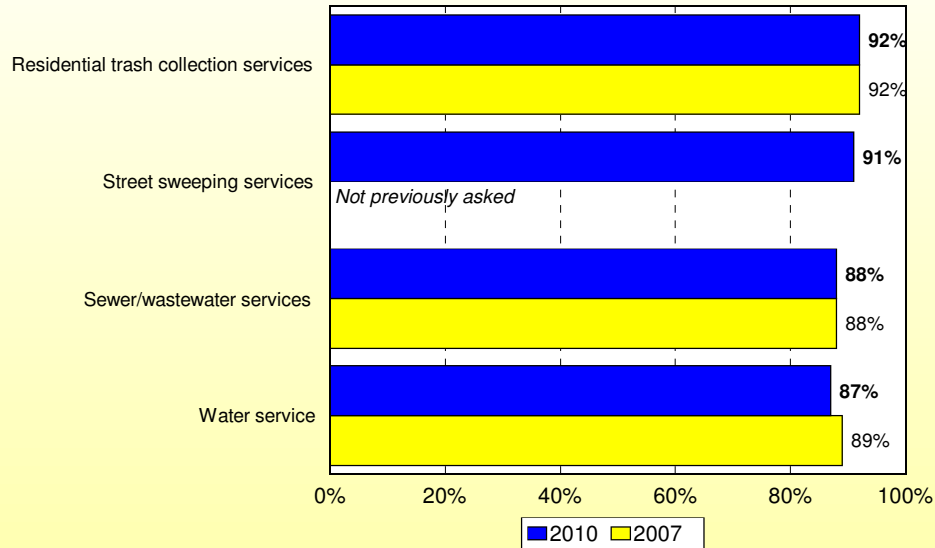
by percentage of respondents



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Trends: Satisfaction with Various Aspects of City Utility and General Services (2010 vs. 2007)

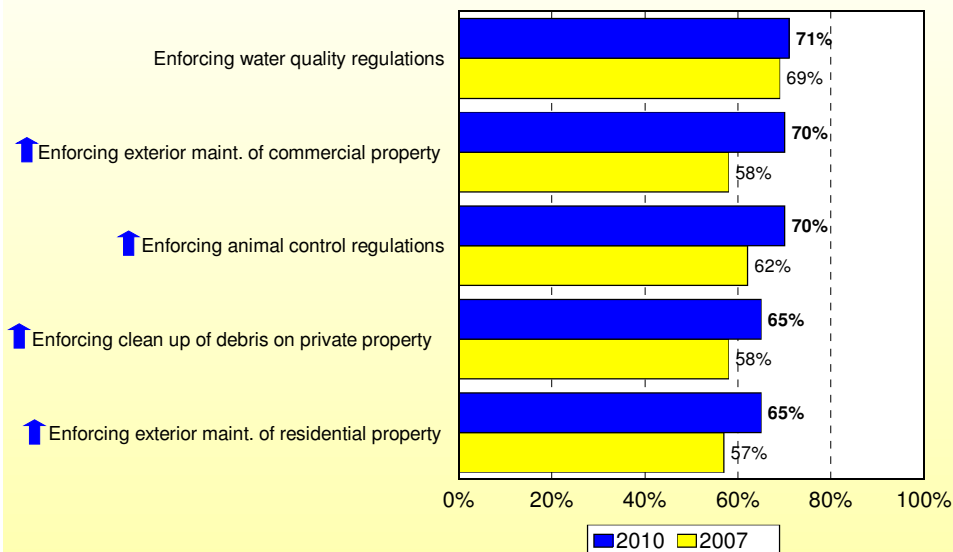
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Trends: Satisfaction with Various Aspects of Code Enforcement (2010 vs. 2007)

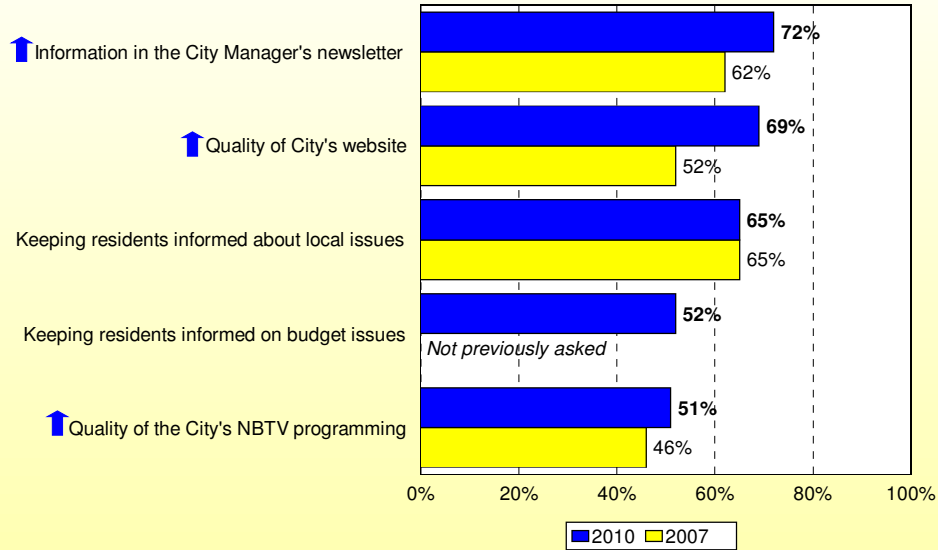
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Trends: Satisfaction with Various Aspects of Communication (2010 vs. 2007)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



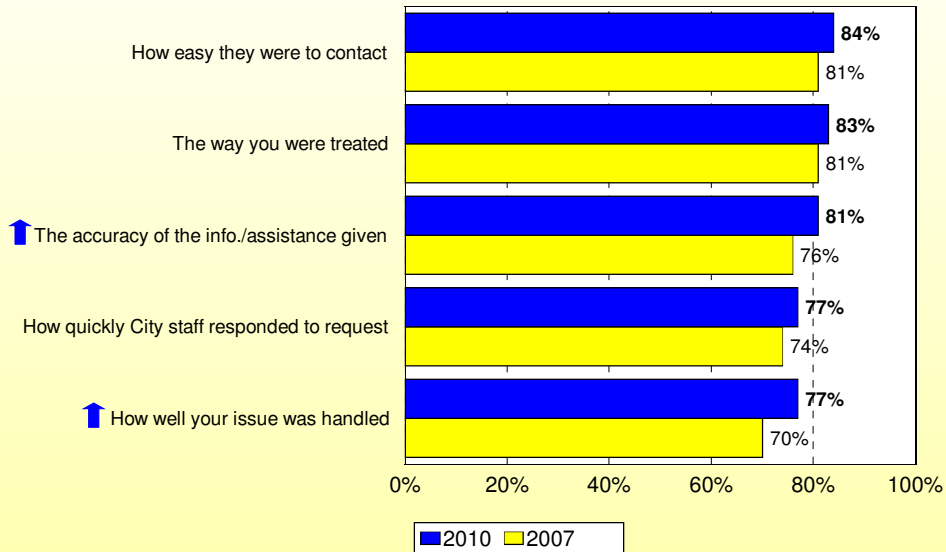
Trends: Satisfaction with Various Aspects of City Maintenance (2010 vs. 2007)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Trends: Satisfaction with Various Aspects of Customer Service (2010 vs. 2007)

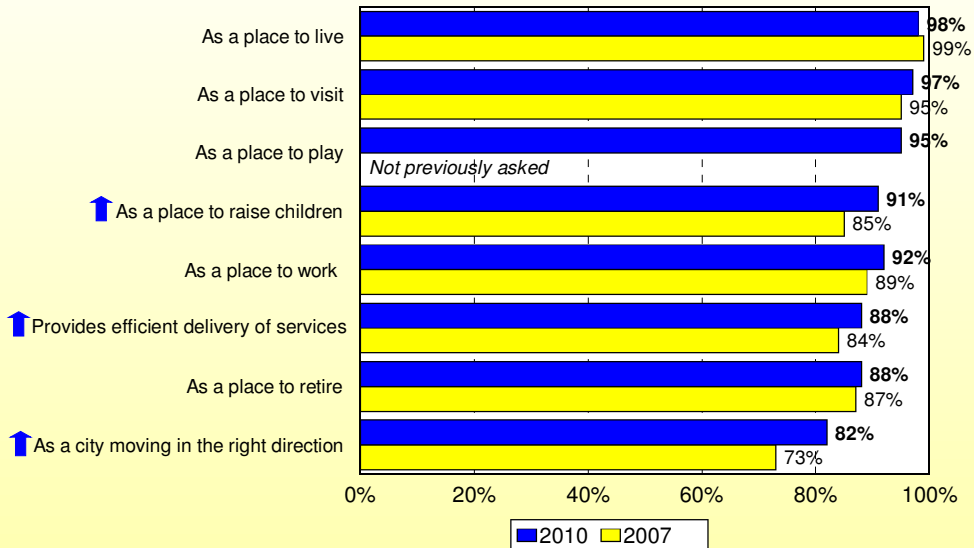
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Trends: Overall Ratings of the Quality of Life in the City (2010 vs. 2007)

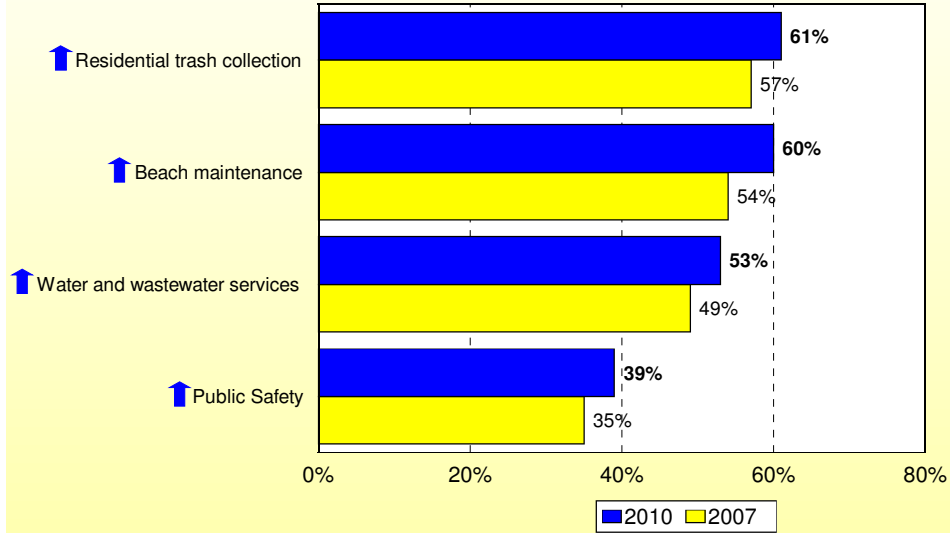
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Trends: Agreement That Newport Beach Should Contract Out Various City Services to Non-City Employees (2010 vs. 2007)

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2010 - Newport Beach, CA Resident Survey)

Section 3:

Importance-Satisfaction Analysis

2010 Importance-Satisfaction Analysis

City of Newport Beach, California

Overview

Today, City officials have limited resources 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 most important services for the City to emphasize. 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 know" responses). "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 were most important for City leaders to emphasize over the next two years. Thirty-nine percent (39%) of residents ranked *the management of traffic flow on city streets* as the most important City service.

With regard to satisfaction, *the management of traffic flow on city streets* was ranked tenth overall, with 67% rating *the management of traffic flow on city streets* as a "4" or a "5" on a 5-point scale, excluding "don't know" responses. The I-S rating for *the management of traffic flow on city streets* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 39% was multiplied by 33% (1-0.67). This calculation yielded an I-S rating of 0.1287, which was ranked first out of the eleven major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of the items they felt was most important 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 services they felt was most important.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. 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 the 2010 Newport Beach Community Survey are provided on the following pages.

Importance-Satisfaction Rating

2010 City of Newport Beach Community Survey

OVERALL

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>						
Management of traffic flow on city streets	39%	1	67%	10	0.1287	1
<u>Medium Priority (IS <.10)</u>						
Maintenance of city streets and infrastructure	34%	2	81%	6	0.0646	2
Quality/transparency in City's financial reports	17%	6	65%	11	0.0595	3
Maintenance of the city's oceans/beach bays	34%	3	84%	4	0.0544	4
Enforcement of City codes and ordinances	16%	7	68%	9	0.0512	5
Quality of City's water supply	21%	5	77%	8	0.0483	6
Effectiveness of City communication w/ public	12%	9	79%	7	0.0252	7
Quality of police, fire, and paramedic services	30%	4	92%	2	0.0240	8
Quality of customer service from City employees	9%	10	81%	5	0.0171	9
Parks and recreation programs/facilities	13%	8	89%	3	0.0143	10
Quality of City's library system	5%	11	96%	1	0.0020	11

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

2010 City of Newport Beach Community Survey

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 of police patrols in your neighborhood	27%	2	61%	10	0.1053	1
<u>Medium Priority (IS <.10)</u>						
City efforts to prevent crimes	34%	1	88%	6	0.0408	2
Enforcement of local traffic laws	16%	3	78%	8	0.0352	3
Enforcement of parking regulations	13%	5	74%	9	0.0338	4
How quickly police respond to emergencies	15%	4	86%	5	0.0210	5
Fire prevention/education programs	6%	9	78%	7	0.0132	6
How quickly fire personnel respond to emergencies	10%	6	92%	4	0.0080	7
Quality of local fire protection services	8%	7	94%	2	0.0048	8
Quality of lifeguard services	6%	10	93%	3	0.0042	9
Emergency medical and paramedic services	7%	8	95%	1	0.0035	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 and second 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

2010 City of Newport Beach Community Survey

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	26%	2	74%	9	0.0676	1
Quality of programs for youth	15%	3	83%	3	0.0255	2
Quality of programs for seniors	14%	4	83%	2	0.0238	3
Outdoor athletic facilities	11%	7	79%	8	0.0231	4
Availability of city recreation facilities	12%	5	81%	4	0.0228	5
Availability of info about recreation programs	12%	6	81%	6	0.0228	6
Maintenance of city parks	27%	1	92%	1	0.0216	7
Number of city parks	10%	8	81%	5	0.0190	8
Quality of programs for adults	7%	9	80%	7	0.0140	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 and second 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

2010 City of Newport Beach Community Survey

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS < .10)</u>						
Enforcing clean up of debris on private property	26%	2	65%	4	0.0910	1
Enforcing exterior maintenance of residential property	25%	4	65%	5	0.0875	2
Enforcing water quality regulations	28%	1	71%	1	0.0812	3
Enforcing animal control regulations	26%	3	70%	3	0.0780	4
Enforcing exterior maintenance of commercial property	22%	5	70%	2	0.0660	5

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 and second 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

2010 City of Newport Beach Community Survey

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance- Satisfaction Rating	I-S Rating Rank
<u>Medium Priority (IS < .10)</u>						
Cleanliness of city beaches	39%	1	78%	8	0.0858	1
Adequacy of city street lighting	18%	3	78%	9	0.0396	2
Condition of major city streets	23%	2	84%	5	0.0368	3
Condition of neighborhood sidewalks	13%	5	79%	7	0.0273	4
Cleanliness of city streets and public areas	16%	4	87%	2	0.0208	5
Cleanliness of neighborhood stormwater drains	11%	7	83%	6	0.0187	6
Condition of neighborhood streets	11%	6	85%	4	0.0165	7
Attractiveness of streetscapes/medians	8%	8	86%	3	0.0112	8
Condition of street signs/traffic signals	8%	9	89%	1	0.0088	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 and second 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.

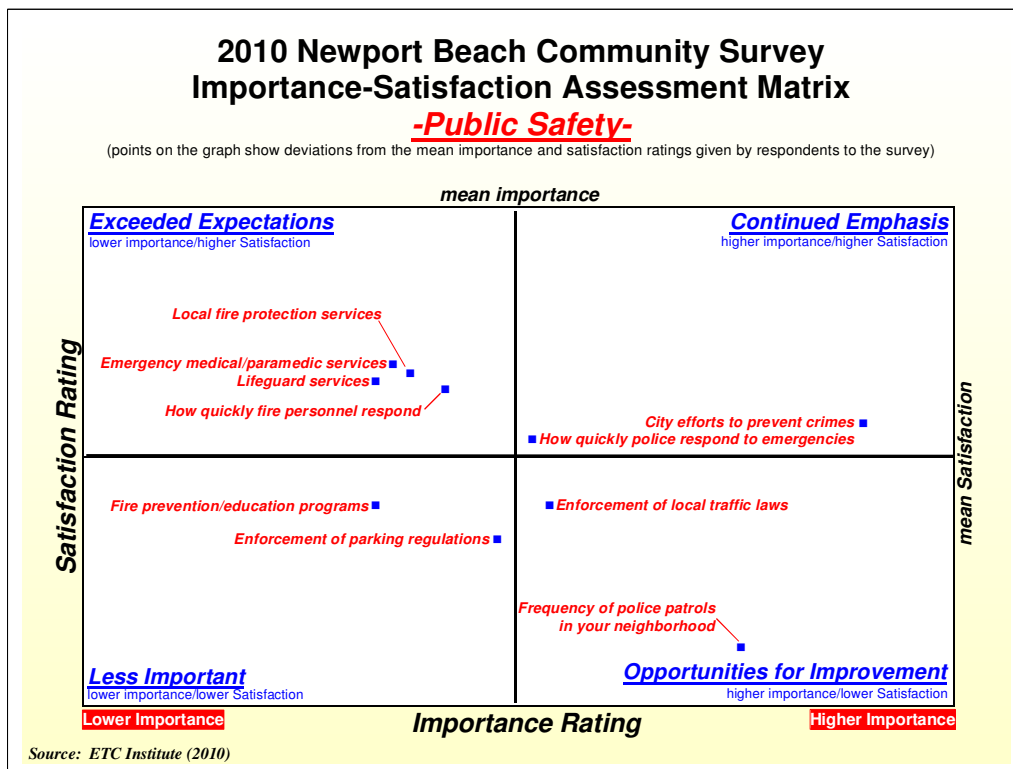
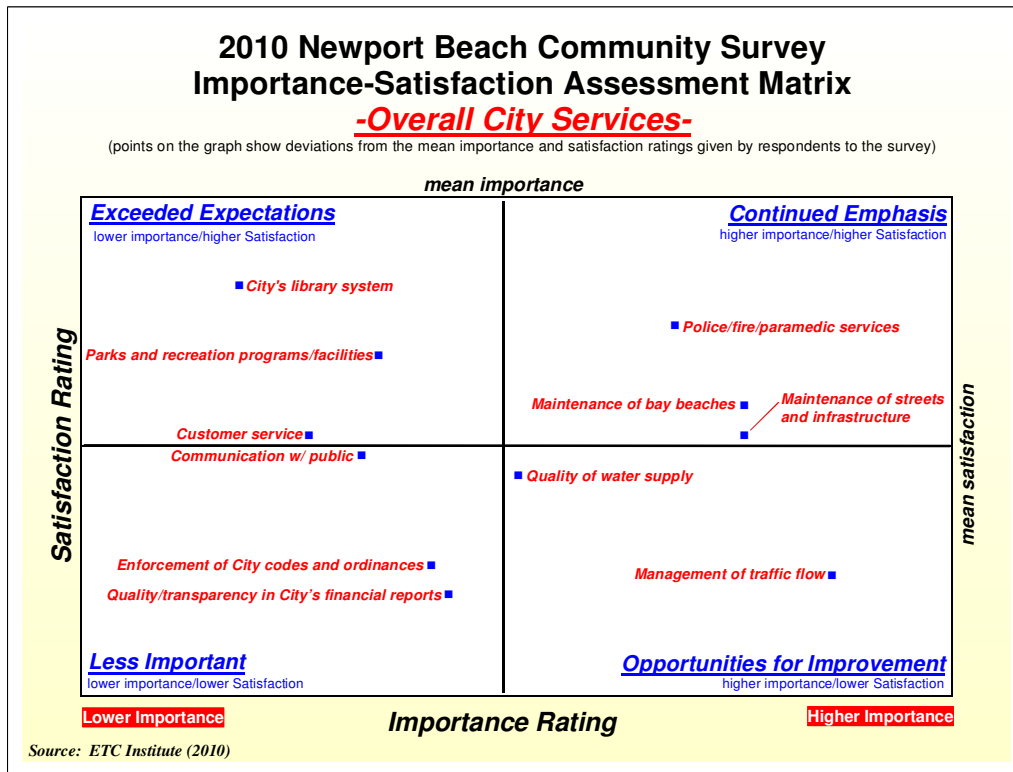
Importance-Satisfaction Matrix Analysis.

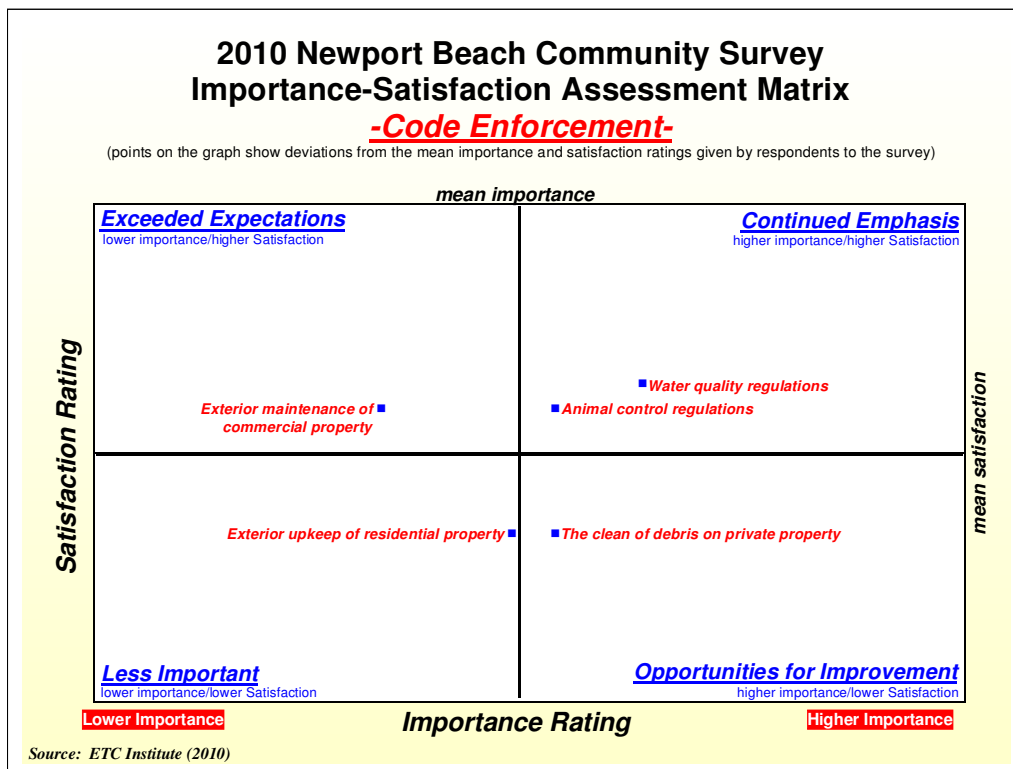
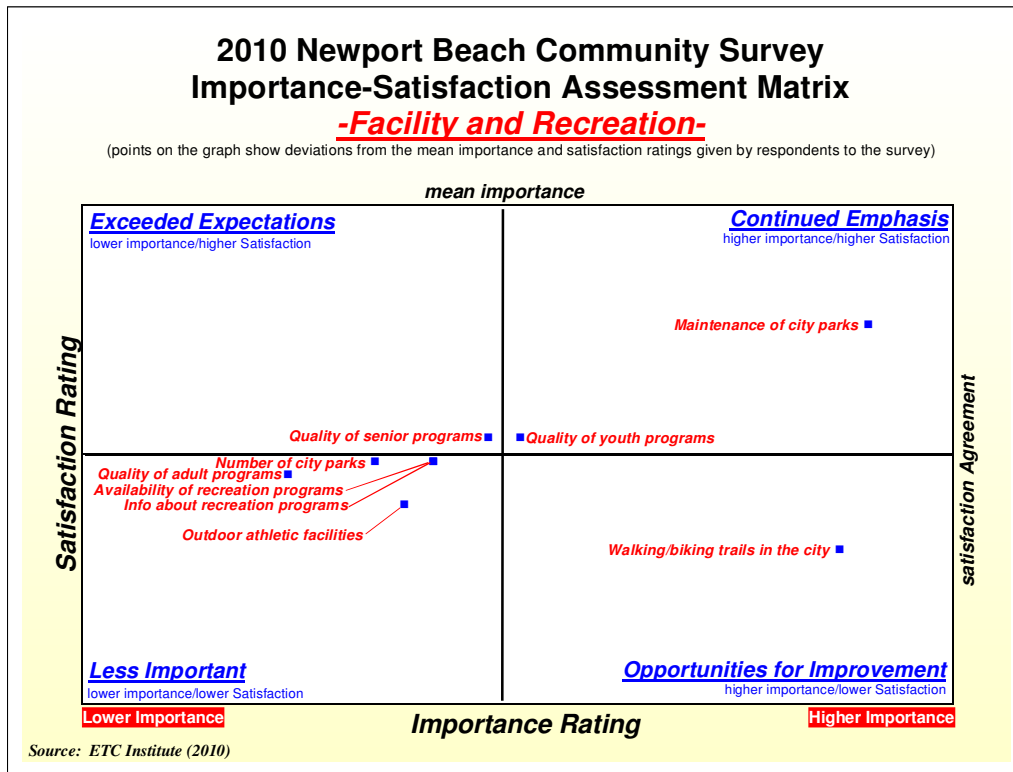
The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed 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).

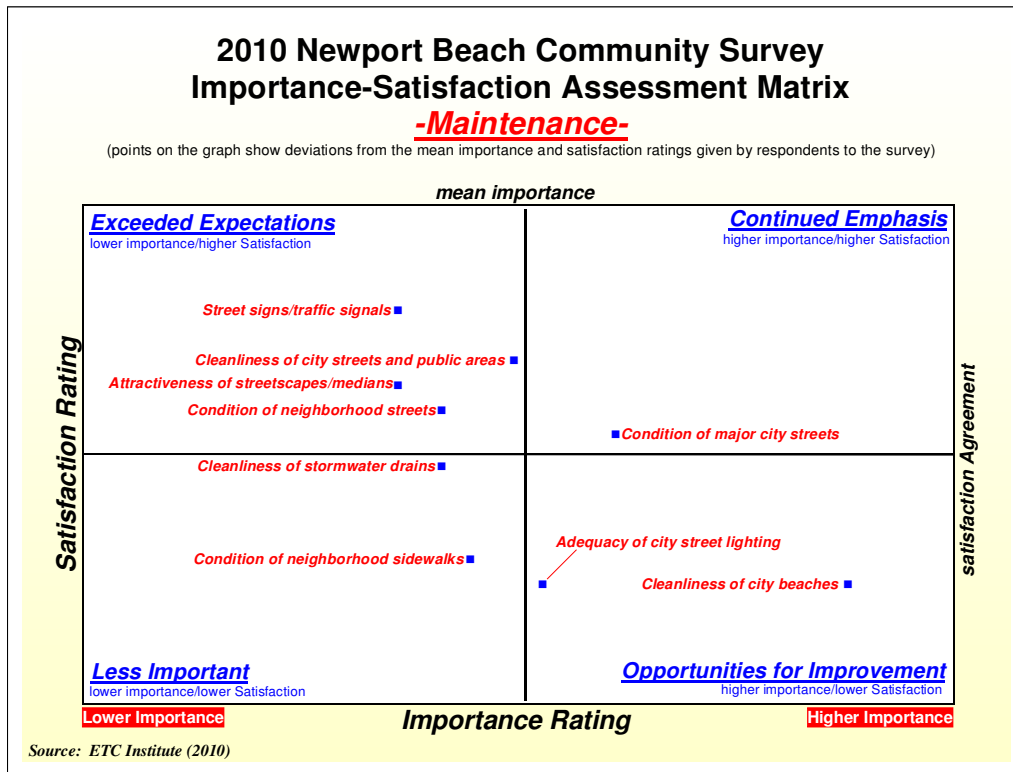
The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

- *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 2010 Newport Beach Community Survey are provided on the following pages.







Section 4:

Benchmarking Analysis

DirectionFinder® Survey

Year 2010 Newport Beach Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in nearly 200 cities and counties in 38 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 March 2009 to a random sample of more than 2,000 residents in the continental United States, (2) a statewide survey that was administered by ETC Institute during March 2009 to a random sample of 402 residents living in California and (3) individual community surveys that were administered in 36 medium-sized cities (population of 20,000 to 199,999) between May 2007 and August 2010. 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 in March 2009. 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 cities included in the performance ranges that are shown in this report are listed below:

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

There are two sets of charts in this analysis:

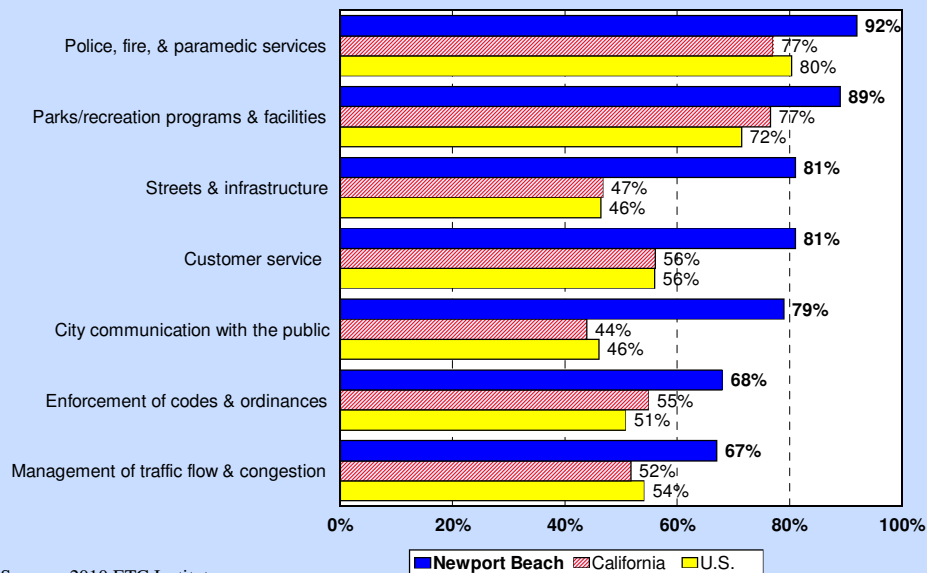
- The **first set** shows how the results for the City of Newport Beach compare to the national average for residents who live in cities with 20,000 to 199,999 residents and how the results compare to the California average.
- The **second set** of charts provides comparisons for several items that were rated on the survey against other communities who have participated in the DirectionFinder® Survey during the past two years. The horizontal bars show the range of satisfaction among residents in these communities; the lowest and highest satisfaction ratings are listed to the left and right of each bar. The yellow dot on each bar shows how the results for Newport Beach compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Newport Beach rated above the national average. If the yellow dot is located to the left of the vertical dash, the City of Newport Beach rated below the national average.

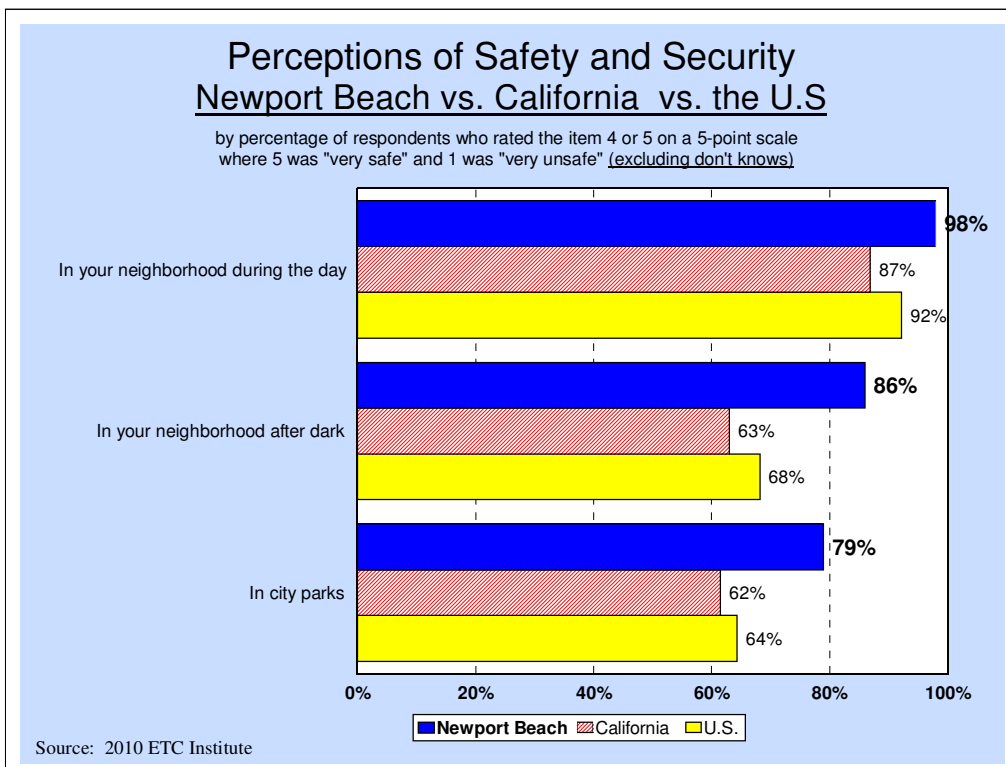
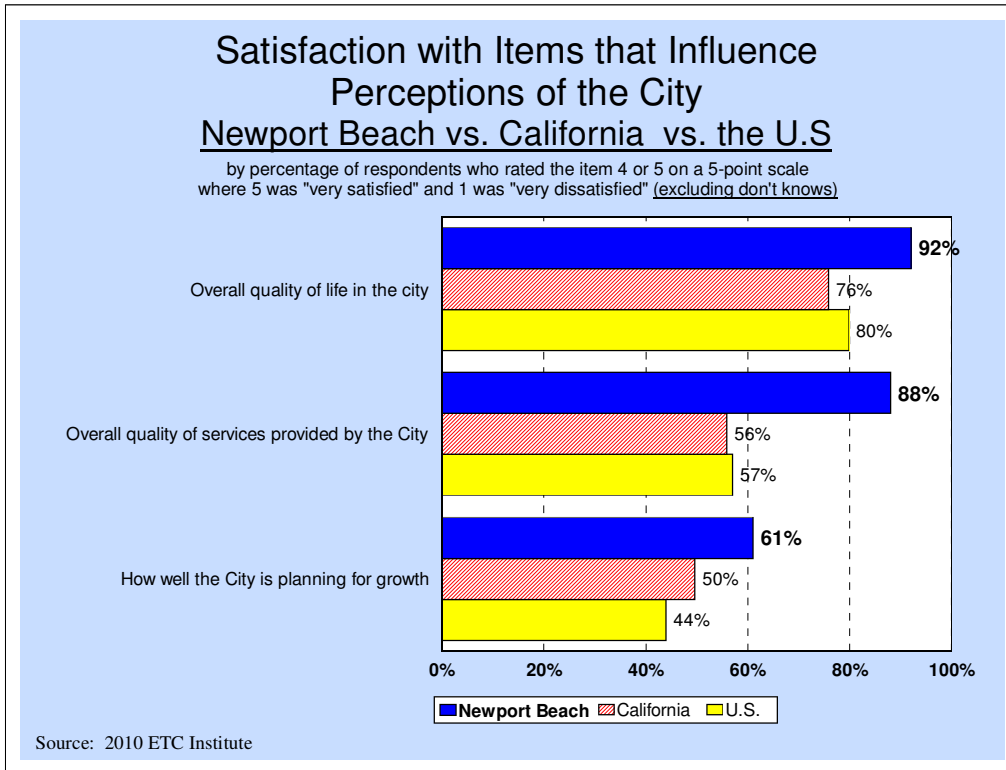
National Benchmarks

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 is not authorized without written consent from ETC Institute.

Overall Satisfaction with Various City Services Newport Beach vs. California vs. the U.S

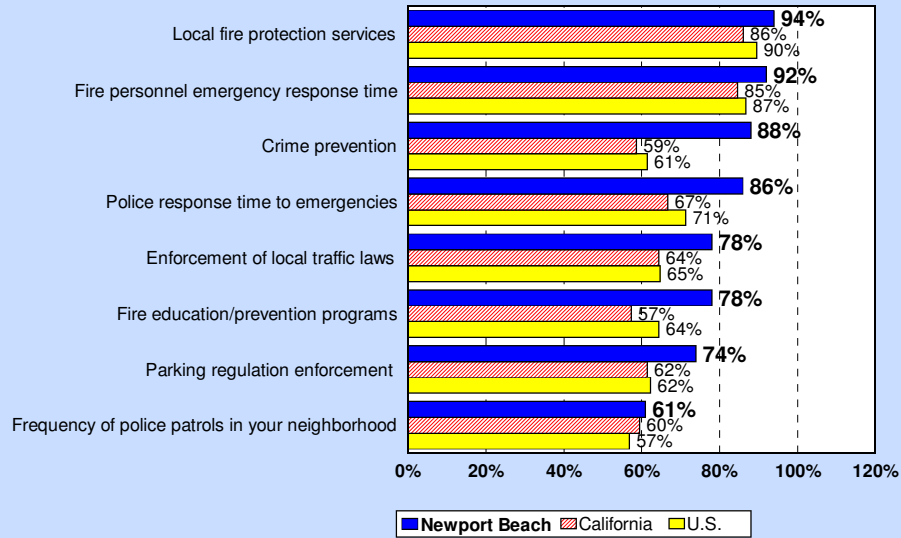
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





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

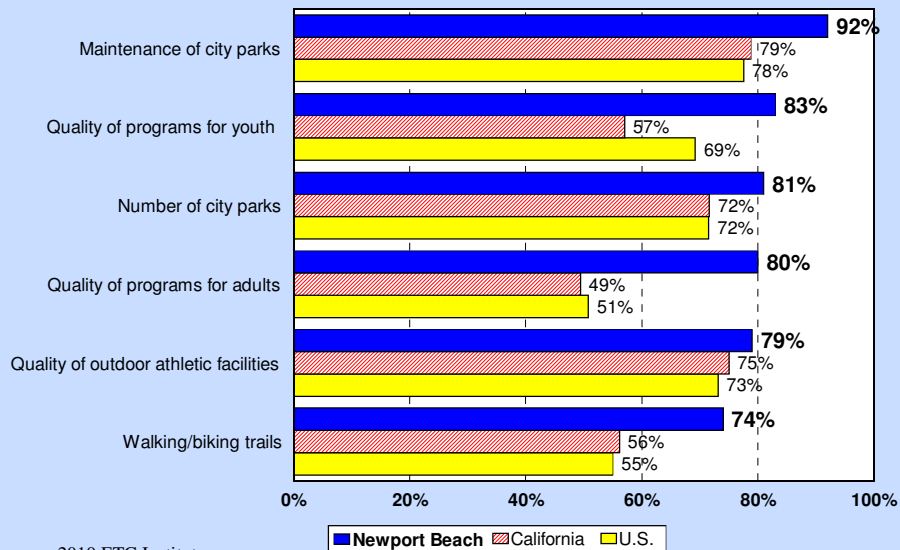
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

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

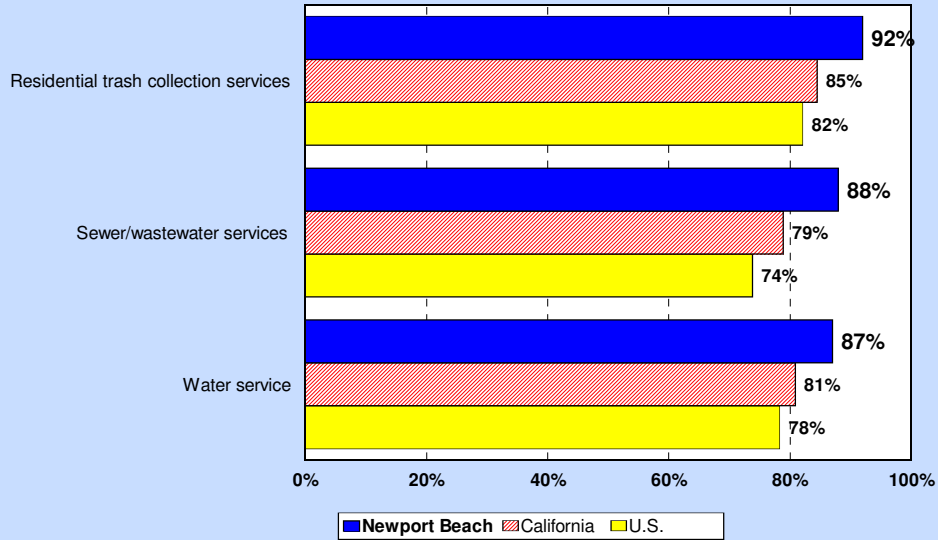
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

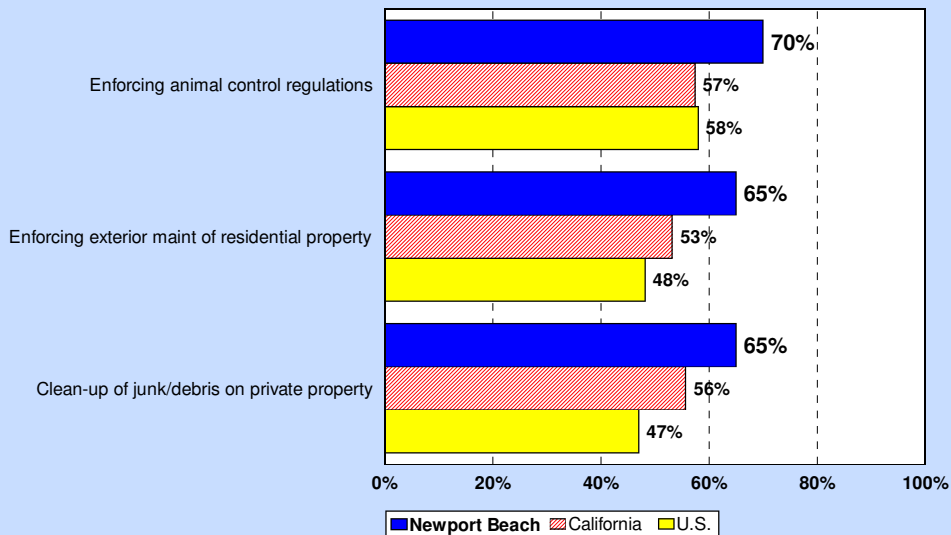
Overall Satisfaction with City Utility and General Services Newport Beach vs. California vs. the U.S

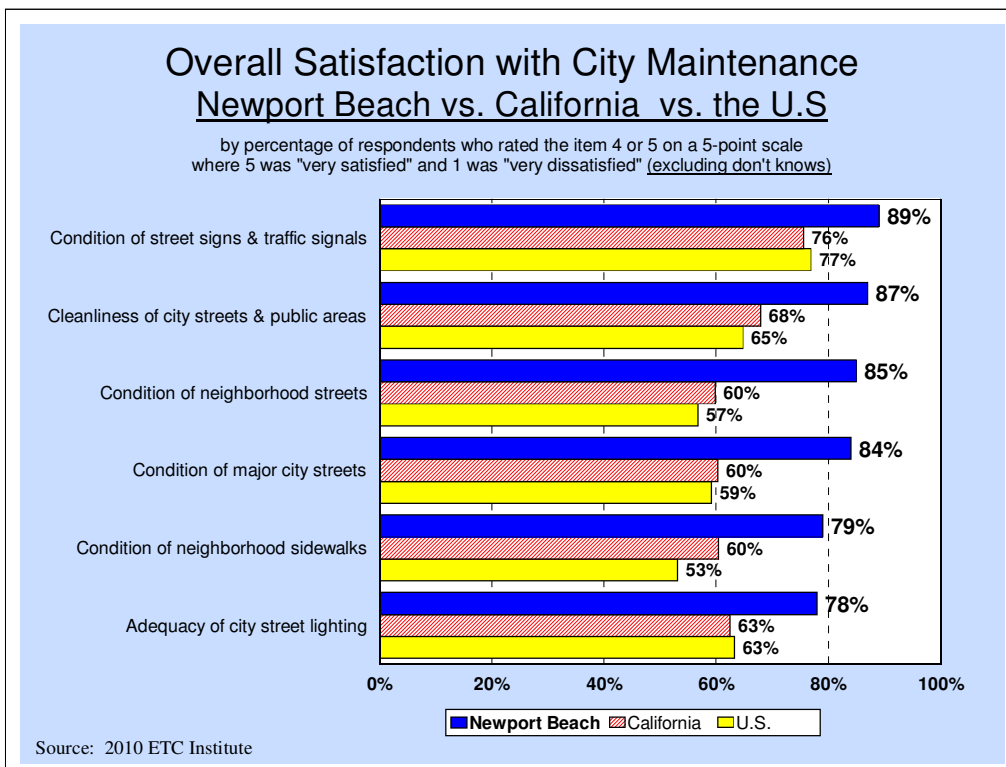
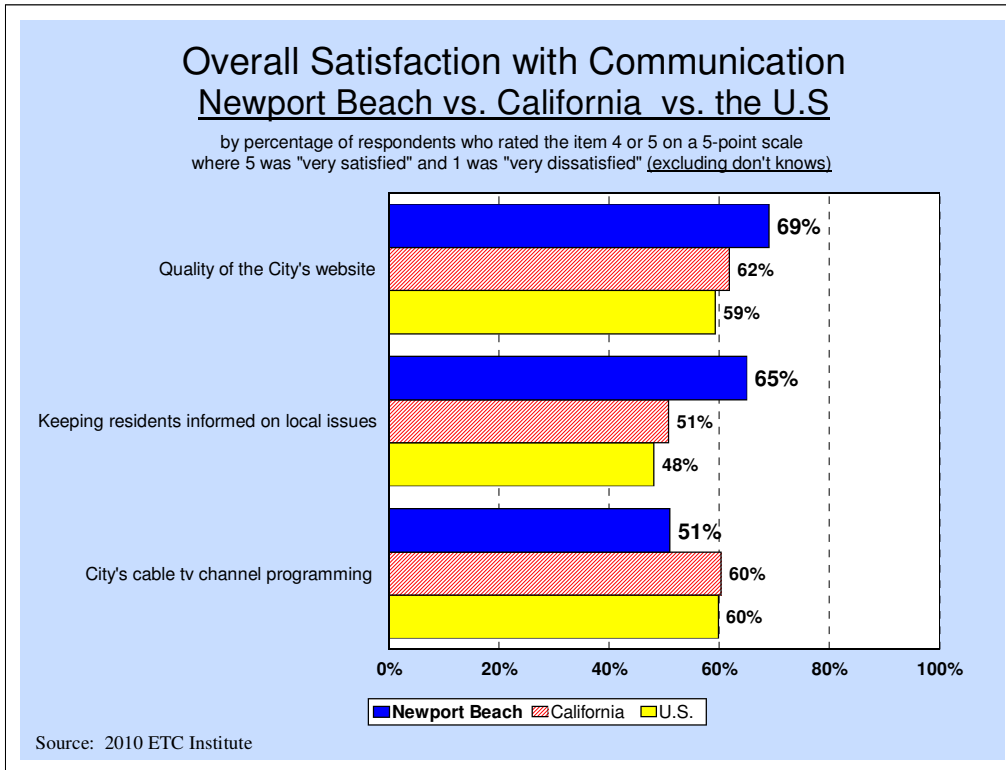
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

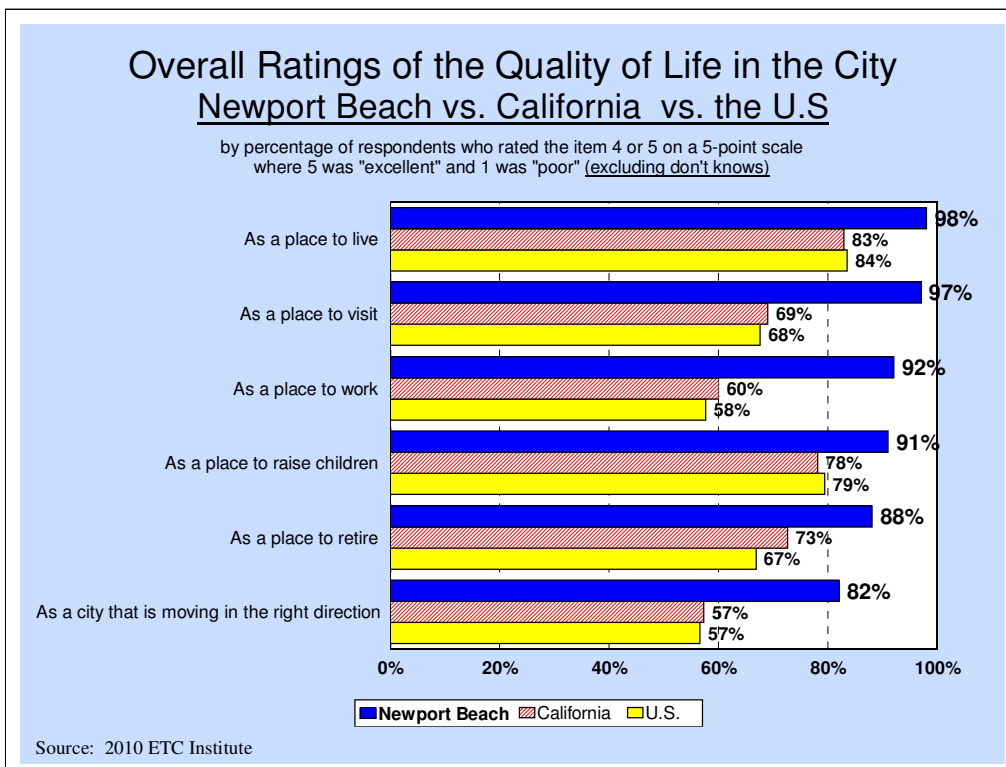
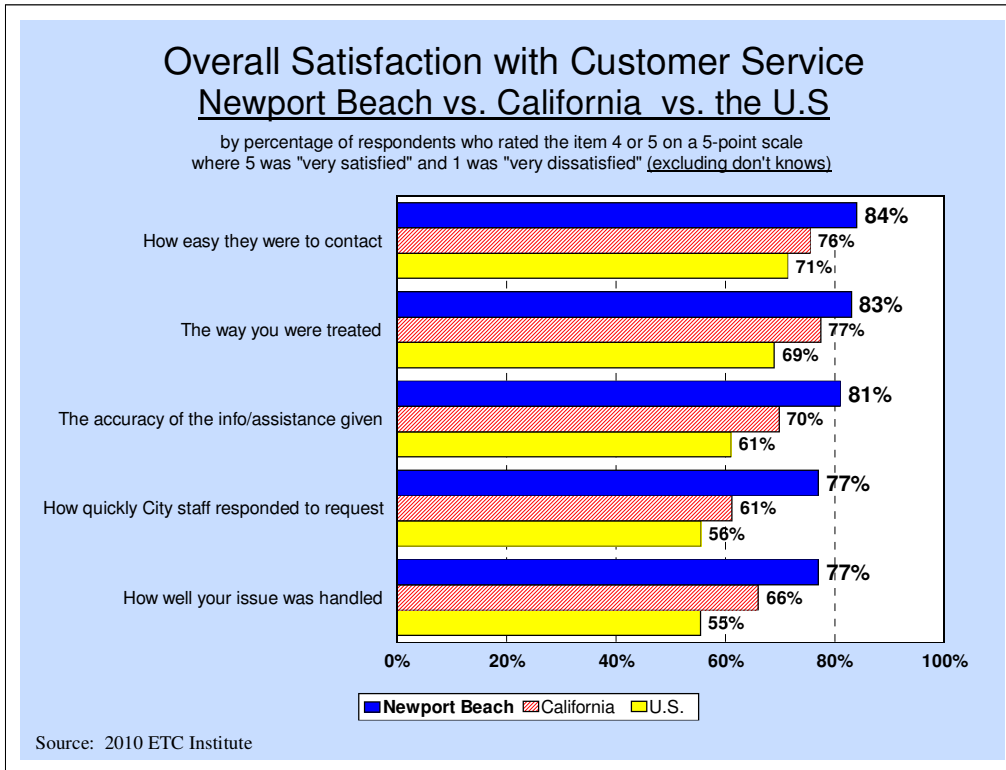


Overall Satisfaction with Code Enforcement Newport Beach vs. California vs. the U.S

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)







Ranges of Performance

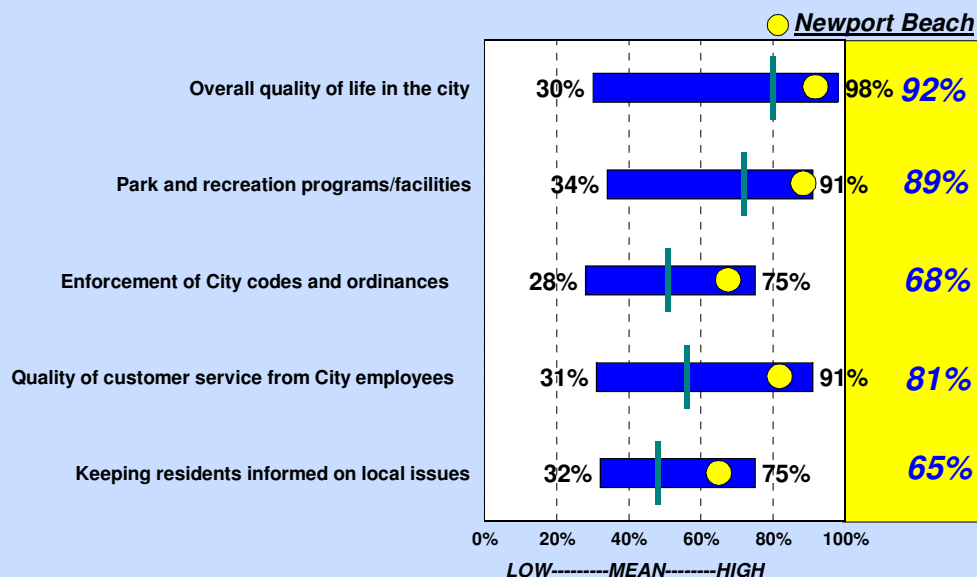
The following charts provide comparisons for several items that were rated on the survey against other communities who have participated in the DirectionFinder® Survey during the past two years. The horizontal bars show the range of satisfaction among residents in these communities; the lowest and highest satisfaction ratings are listed to the left and right of each bar.

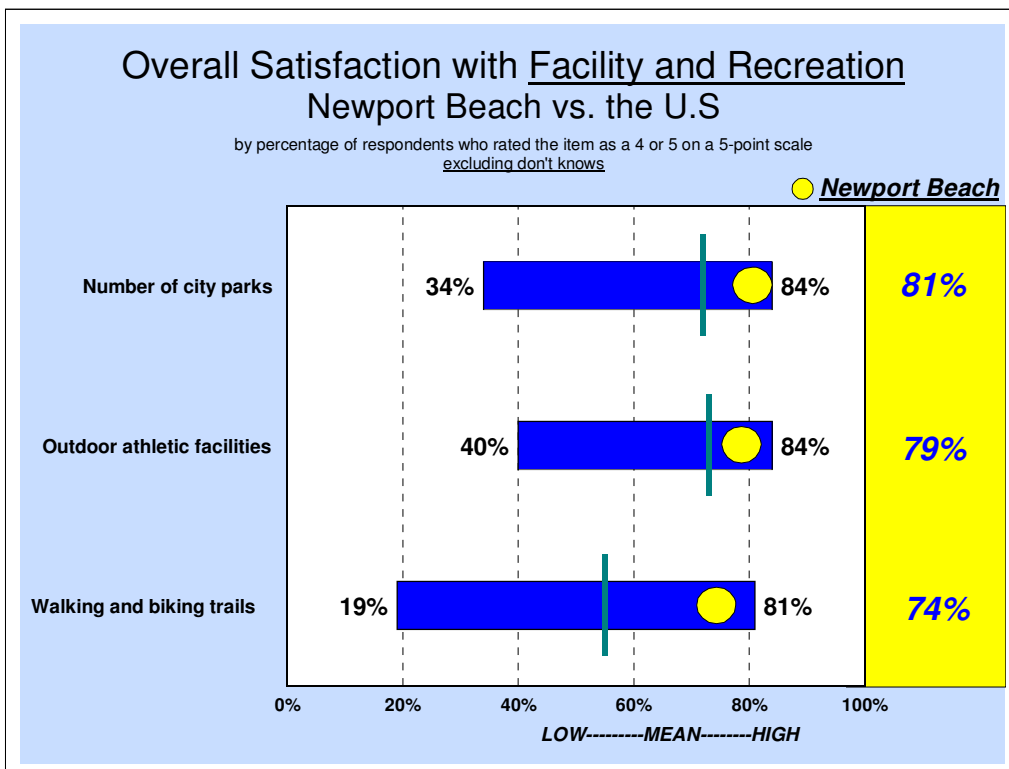
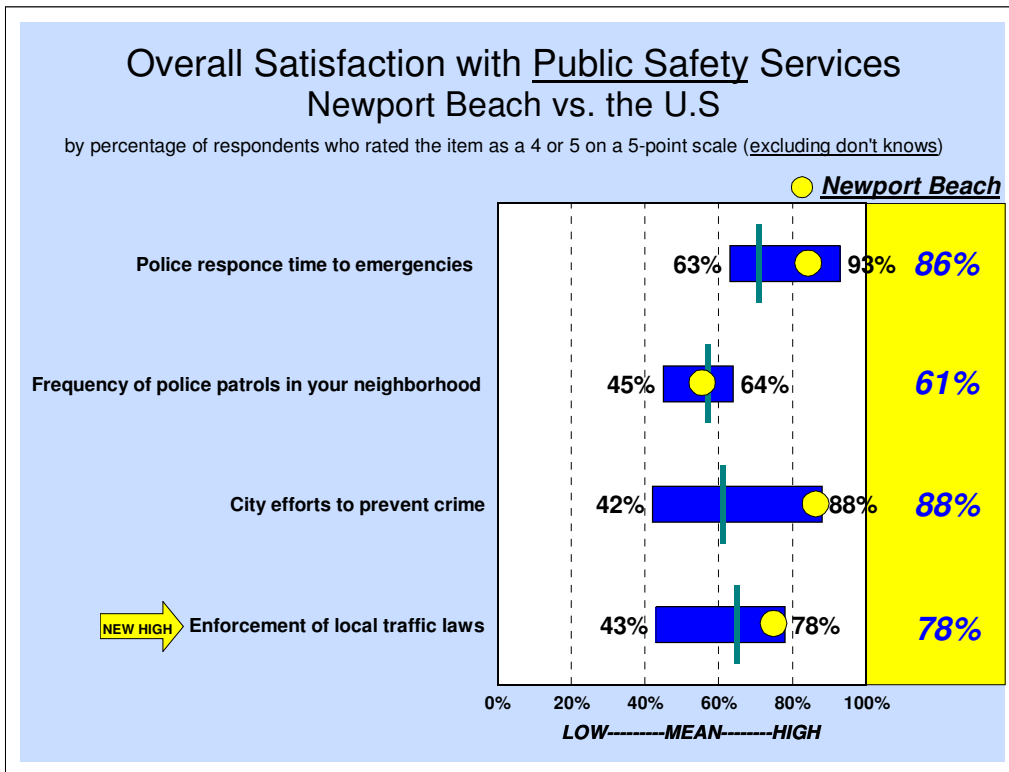
The yellow dot on each bar shows how the results for Newport Beach compare to the national average, which is shown as a vertical dash in the middle of each horizontal bar. If the yellow dot is located to the right of the vertical dash, the City of Newport Beach rated above the national average.

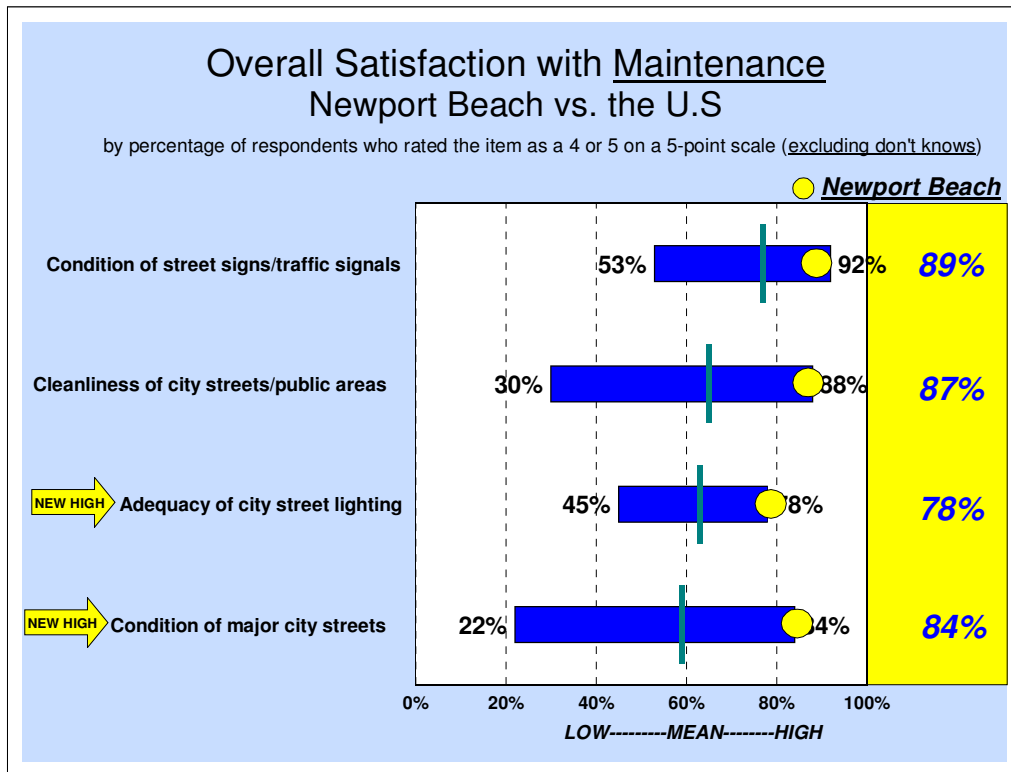
If the yellow dot is located to the left of the vertical dash, the City of rated below the national average.

Overall Satisfaction with Various City Services Newport Beach vs. the U.S

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)







Section 5:

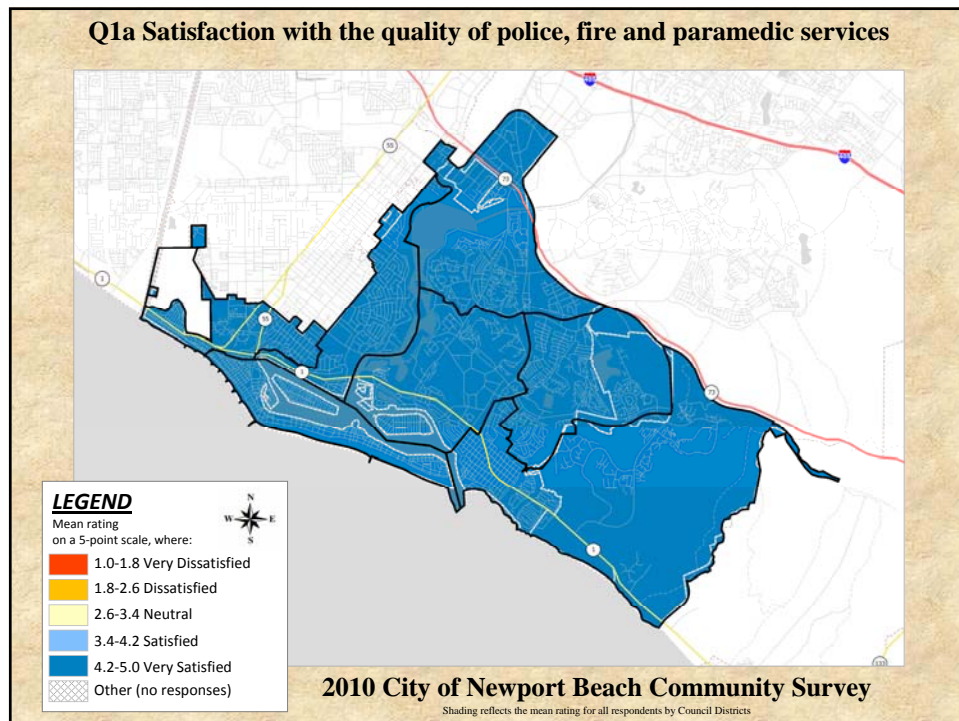
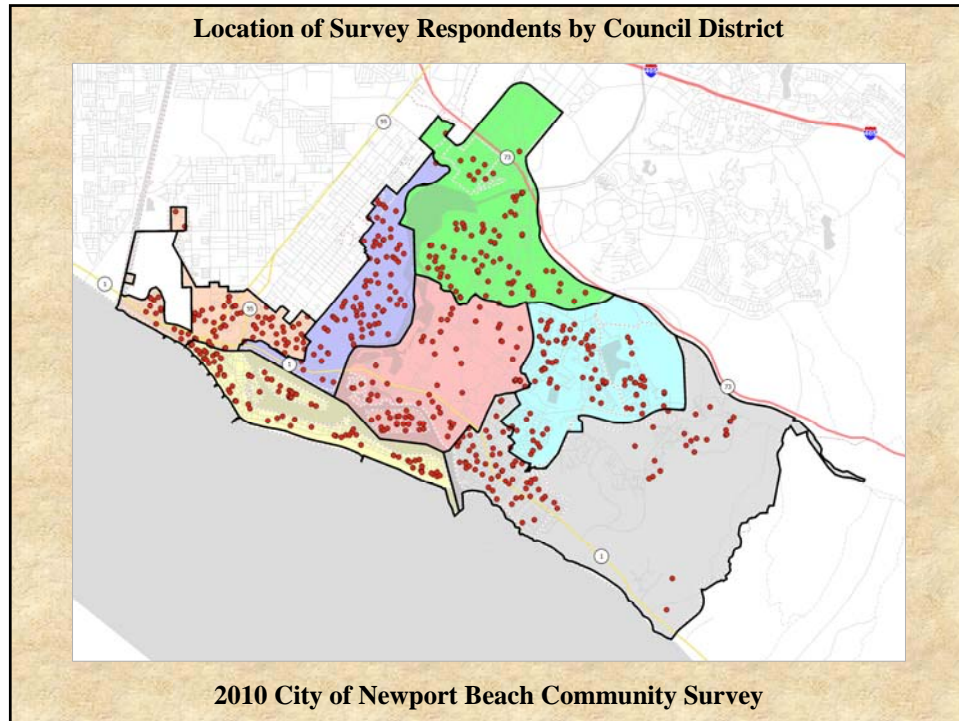
GIS Mapping

Interpreting the Maps

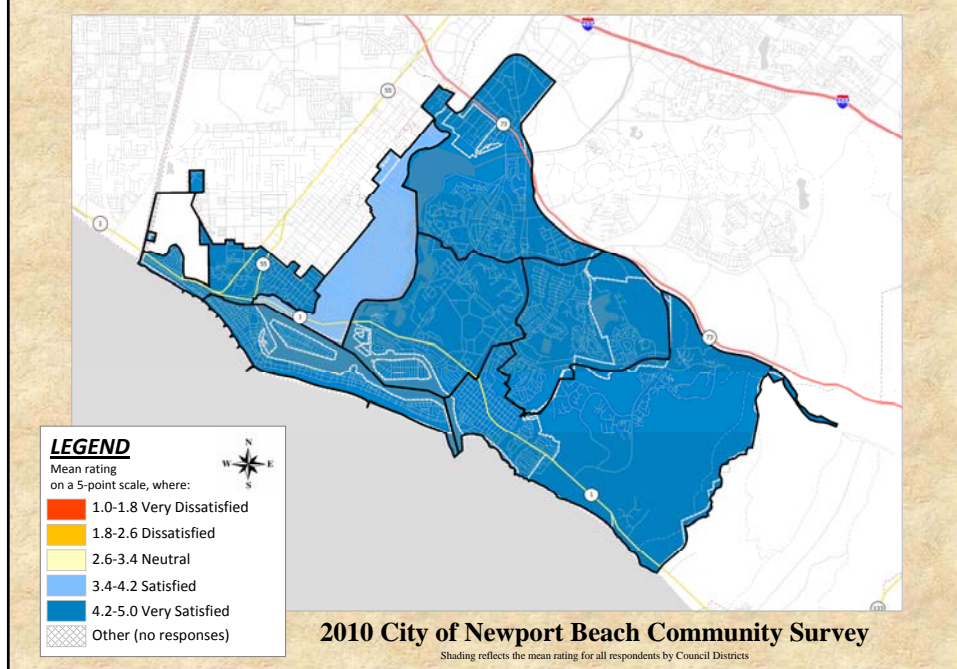
The maps on the following pages show the mean ratings by council district in the City of Newport Beach. If all districts on a map are the same color, then most residents in the City generally feel the same about that issue.

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

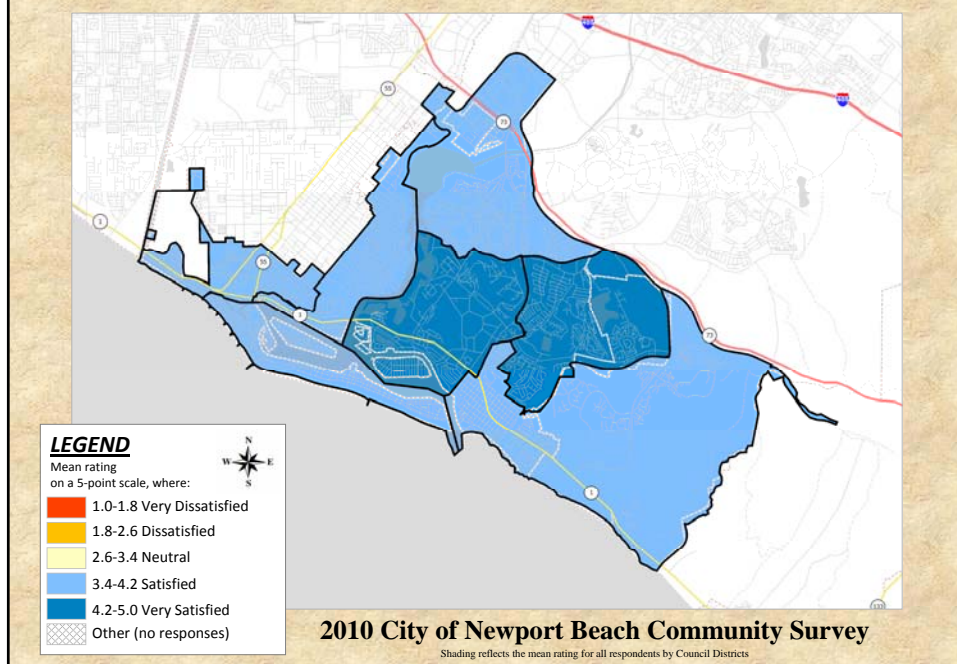
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate higher levels of satisfaction, “excellent” or “good” responses, “very safe” or “safe” responses, and higher levels of agreement with an issue.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of off-white generally indicate that residents thought the quality of service delivery is adequate or that residents were neutral about the issue in question.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate higher levels dissatisfaction, “fair” or “poor” responses, “unsafe” or “very unsafe” responses and lower levels of agreement with an issue.

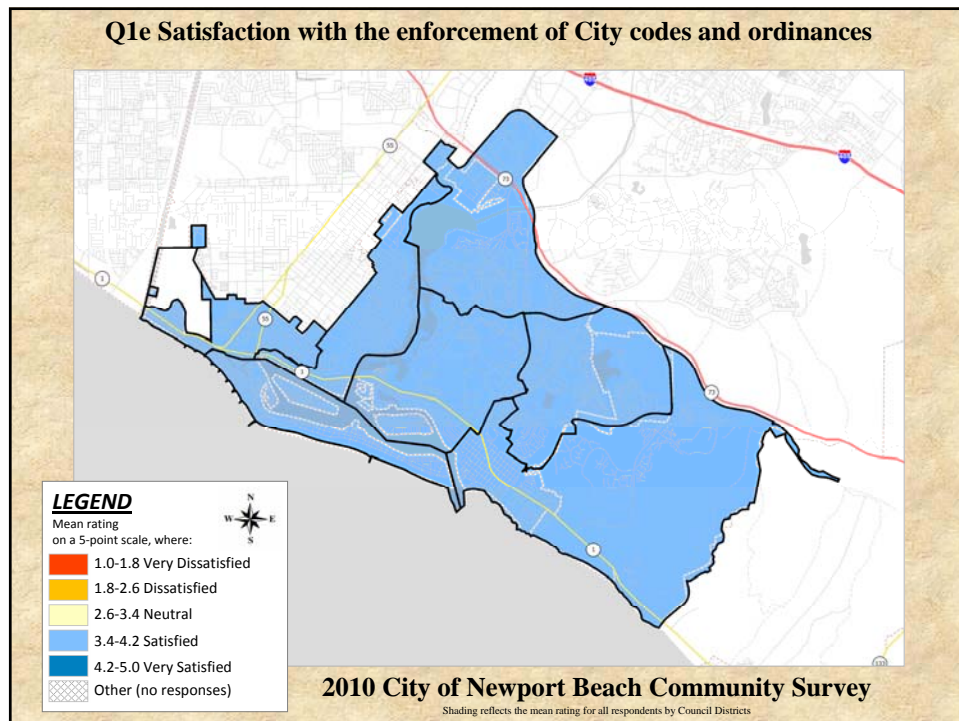
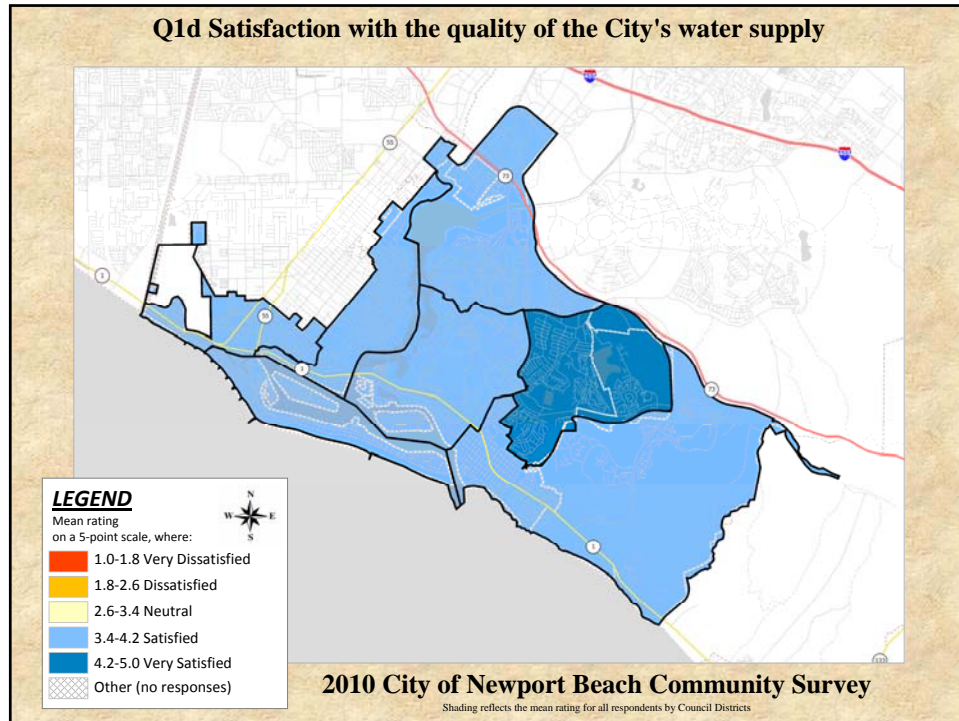


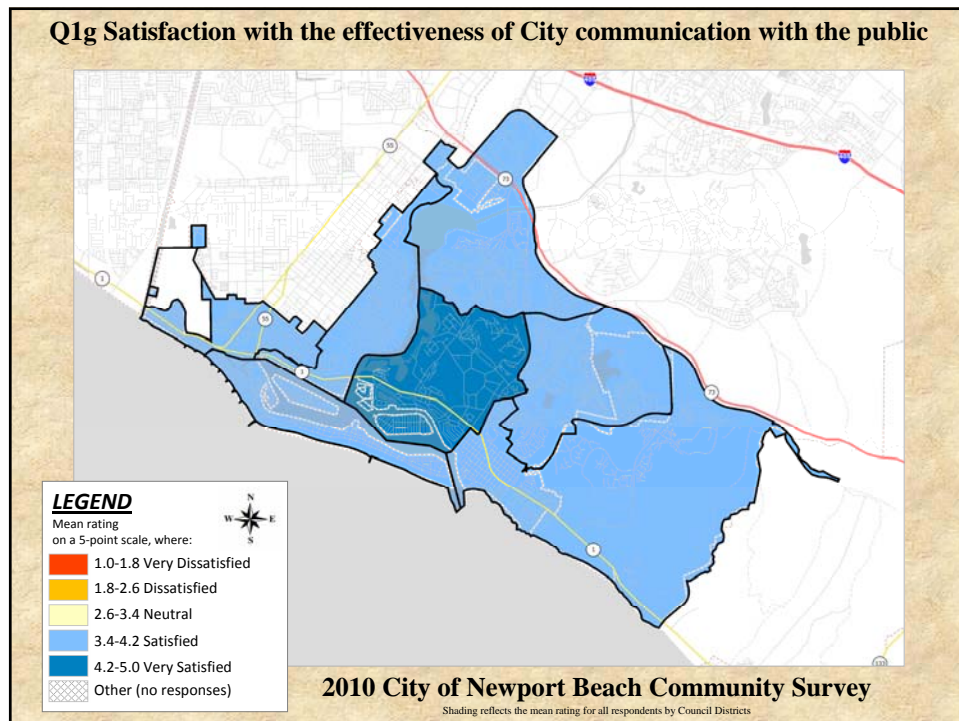
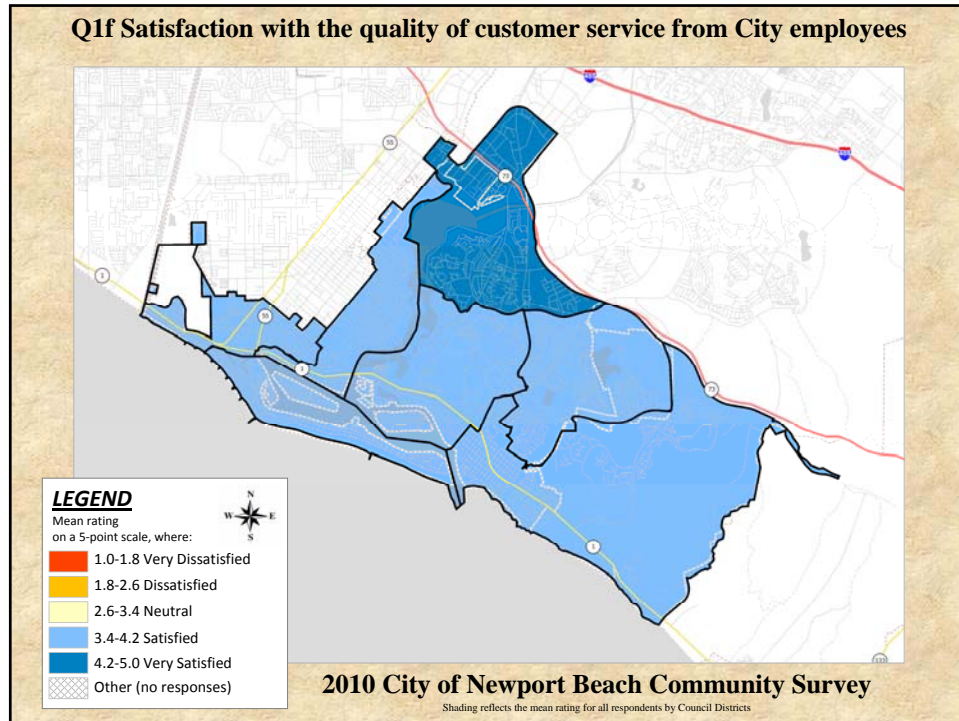
Q1b Satisfaction with the quality of park and recreation programs and facilities

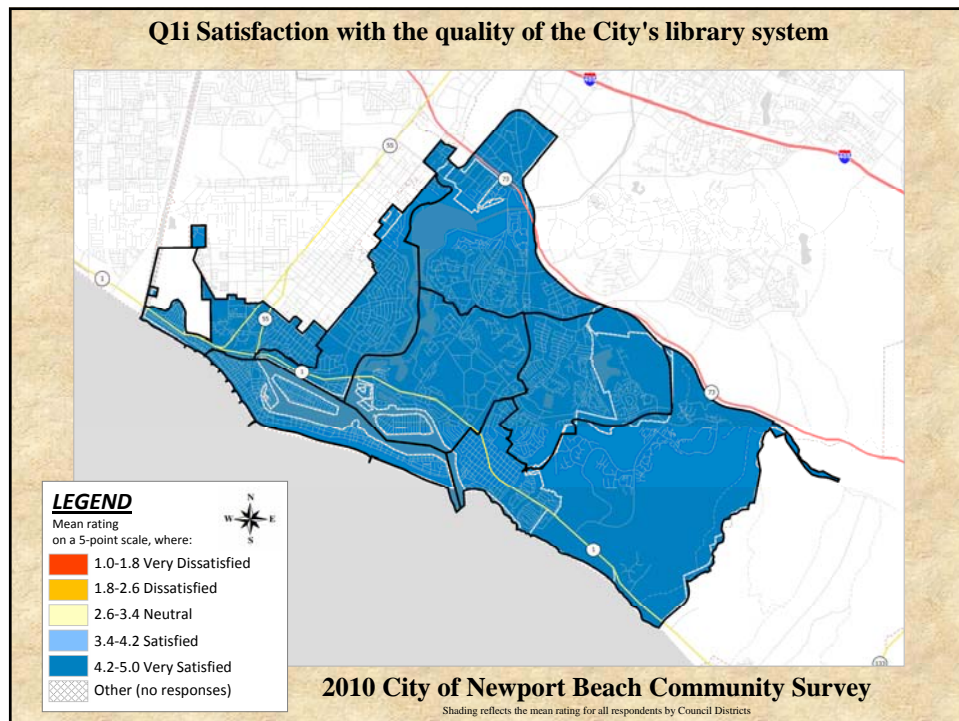
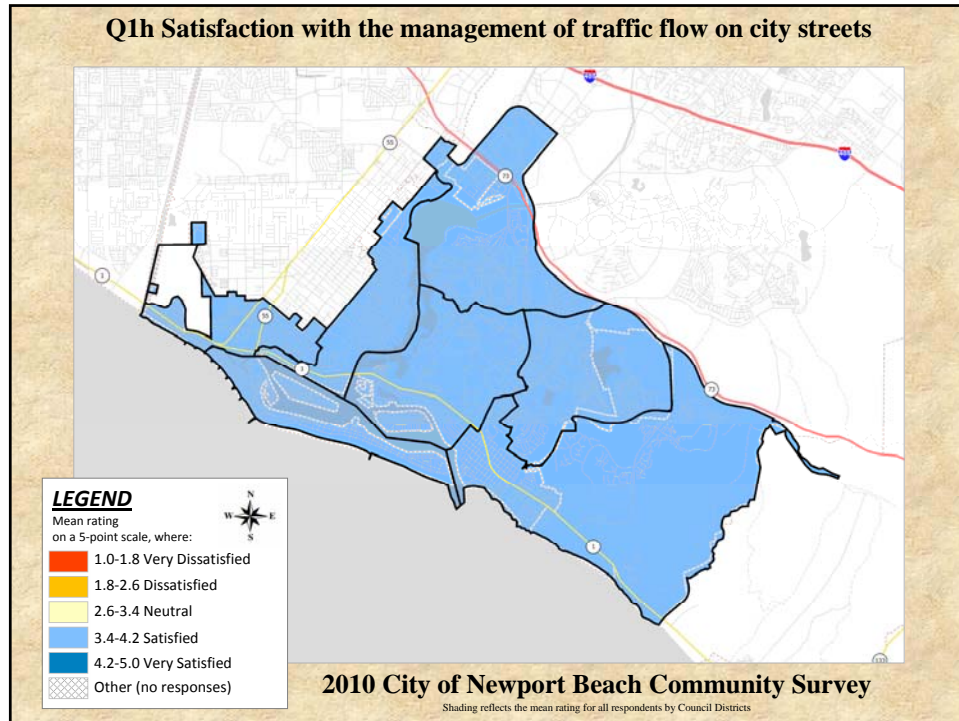


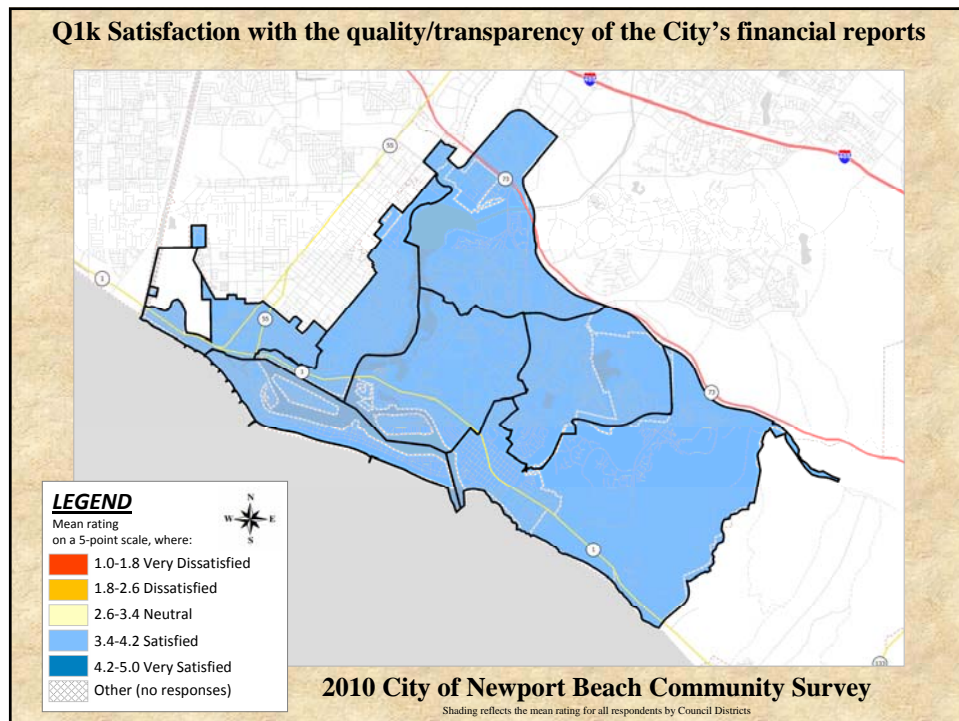
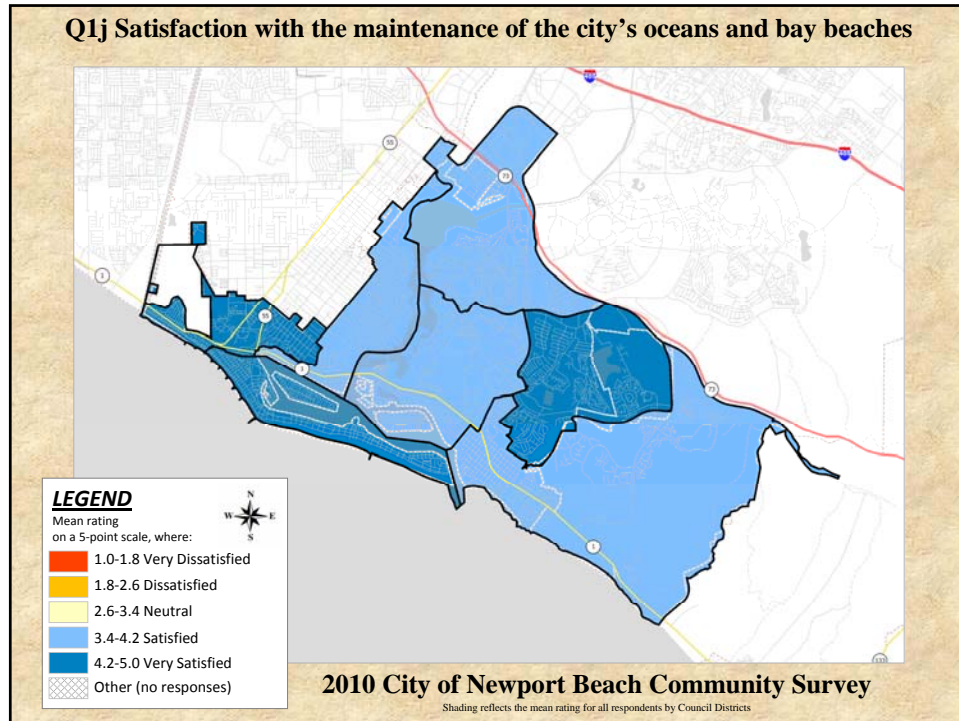
Q1c Satisfaction with the maintenance of city streets and infrastructure

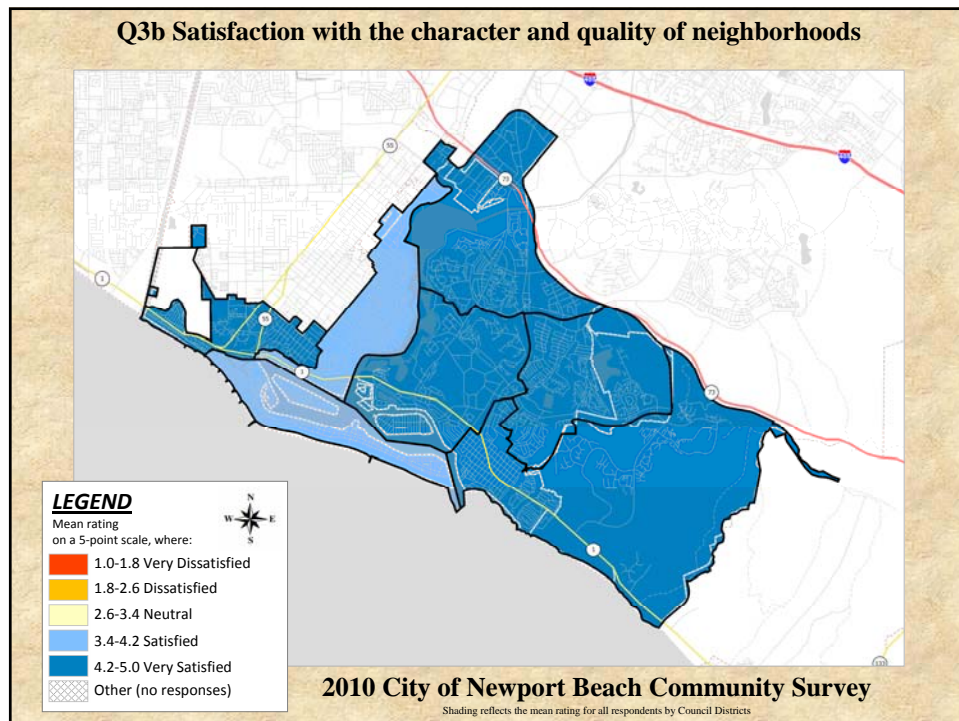
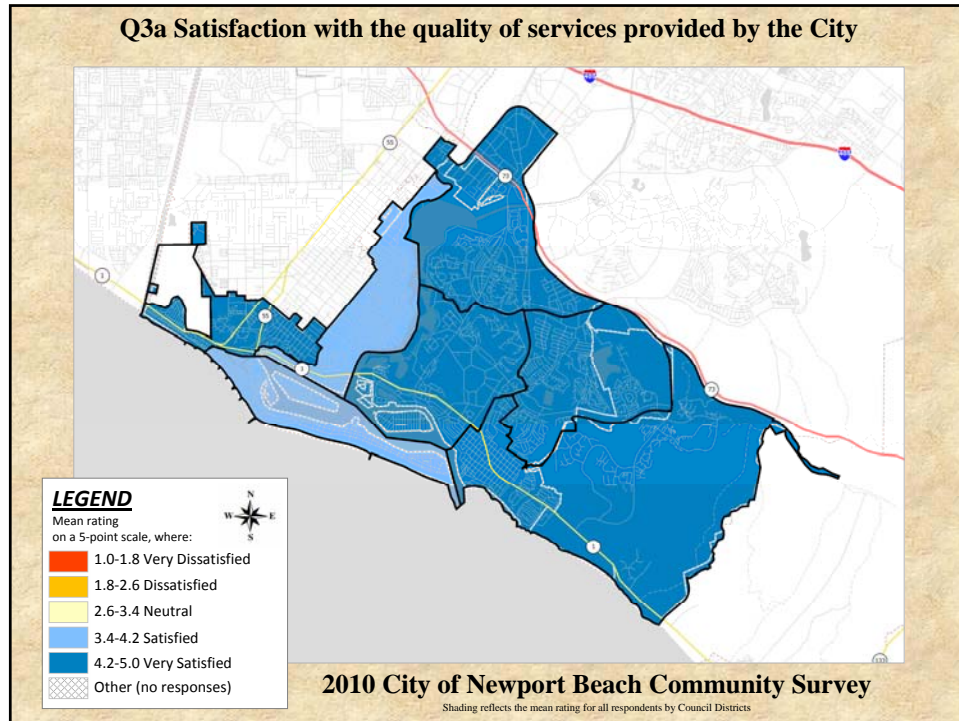


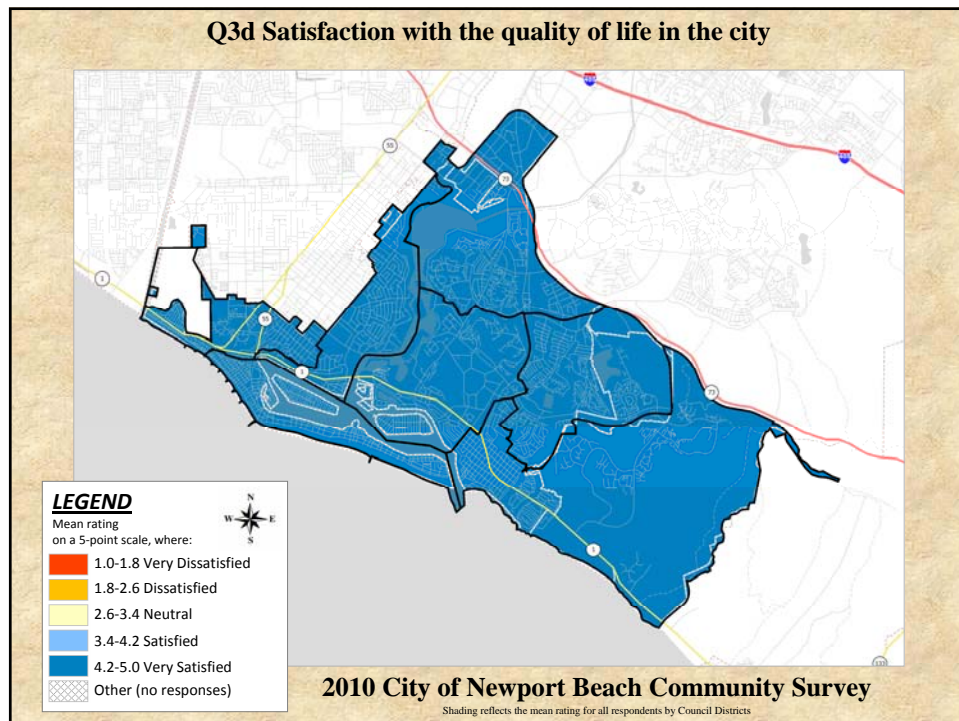
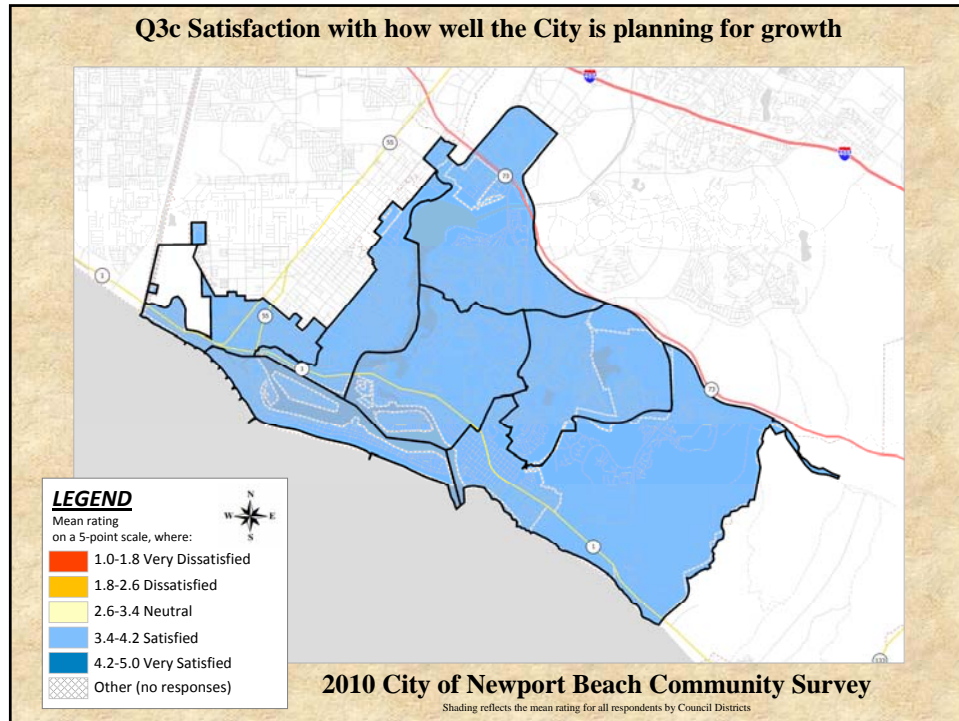


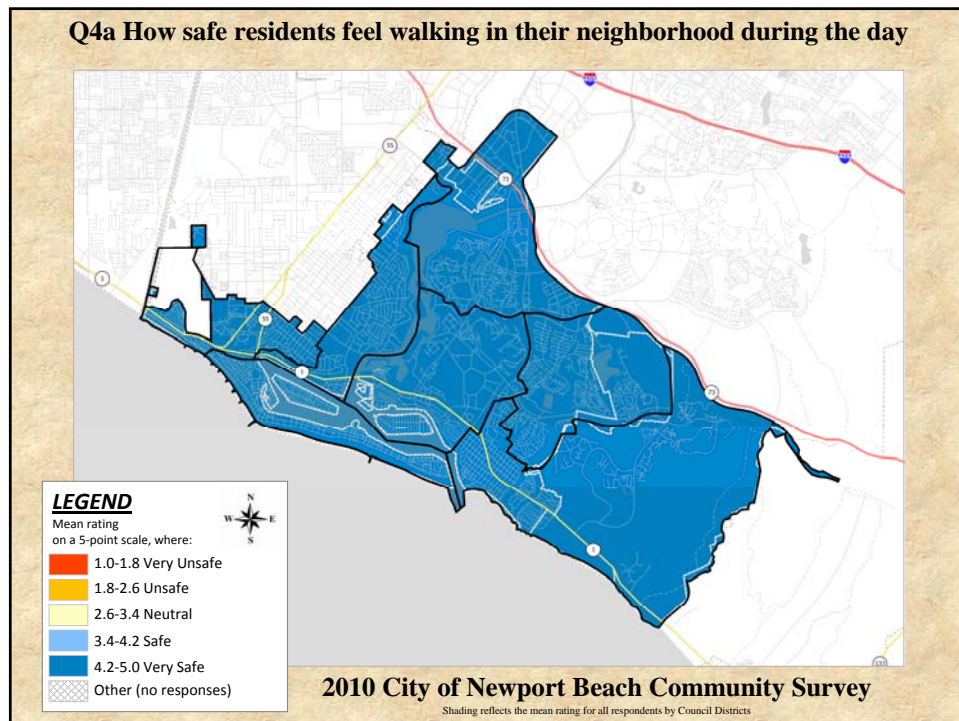
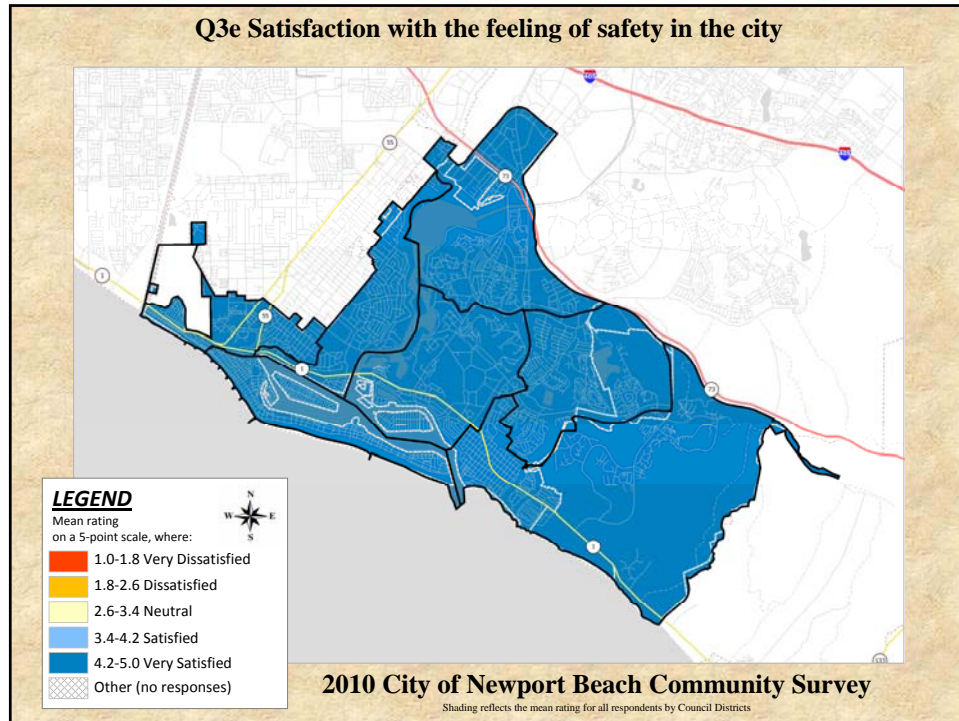


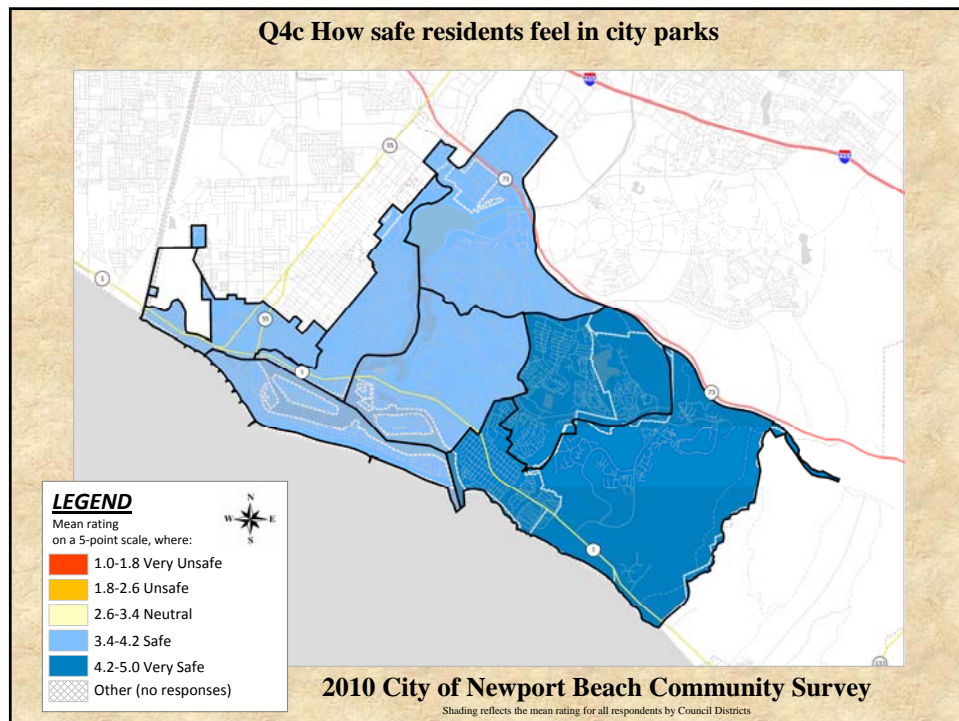
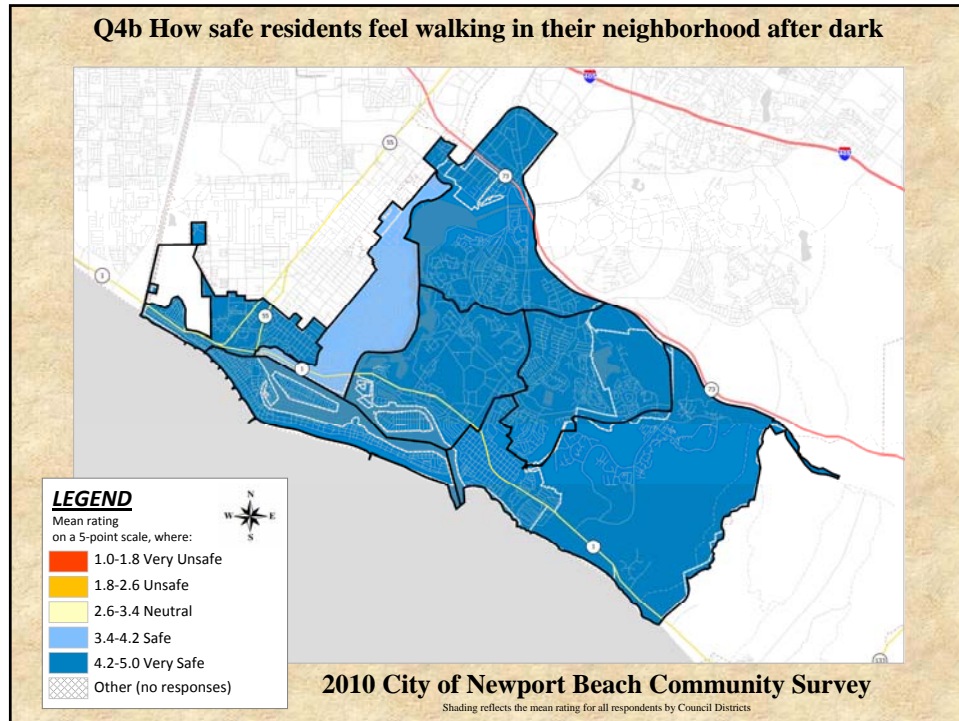


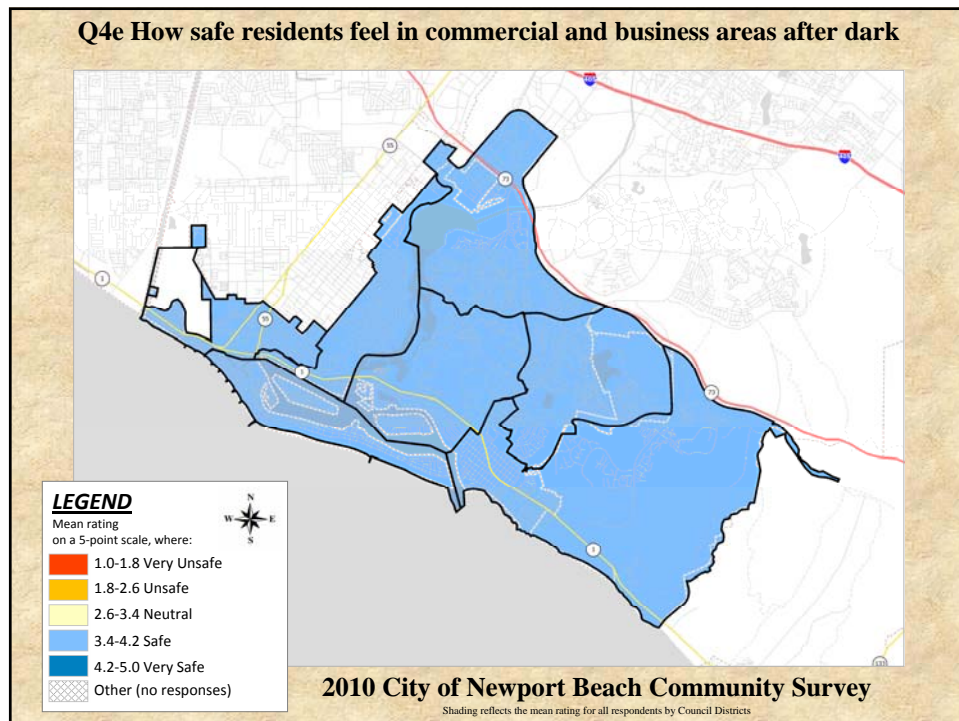
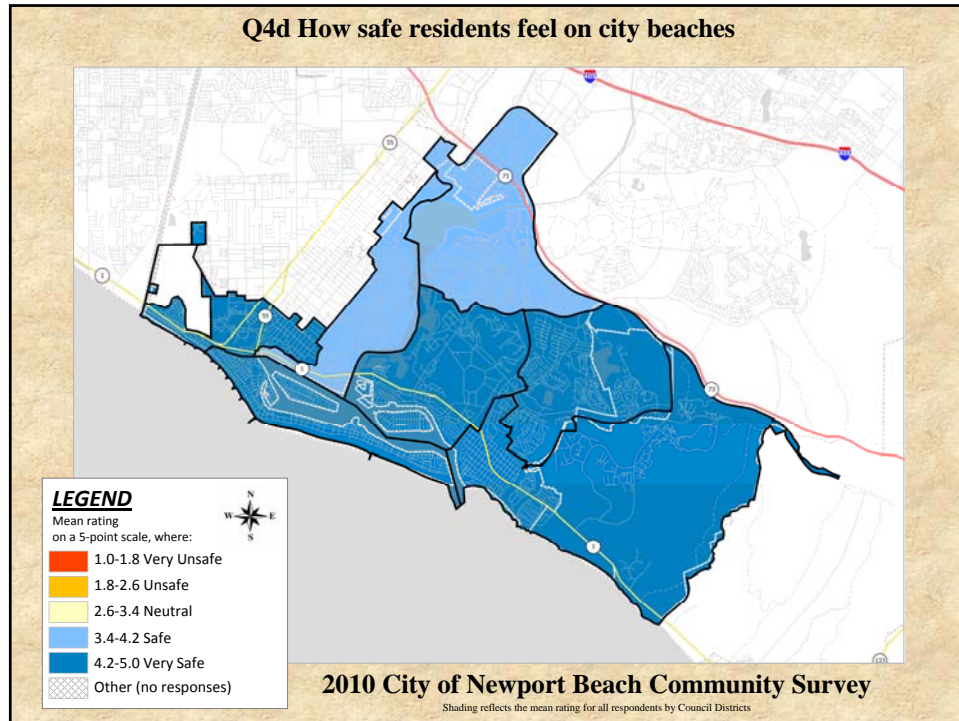


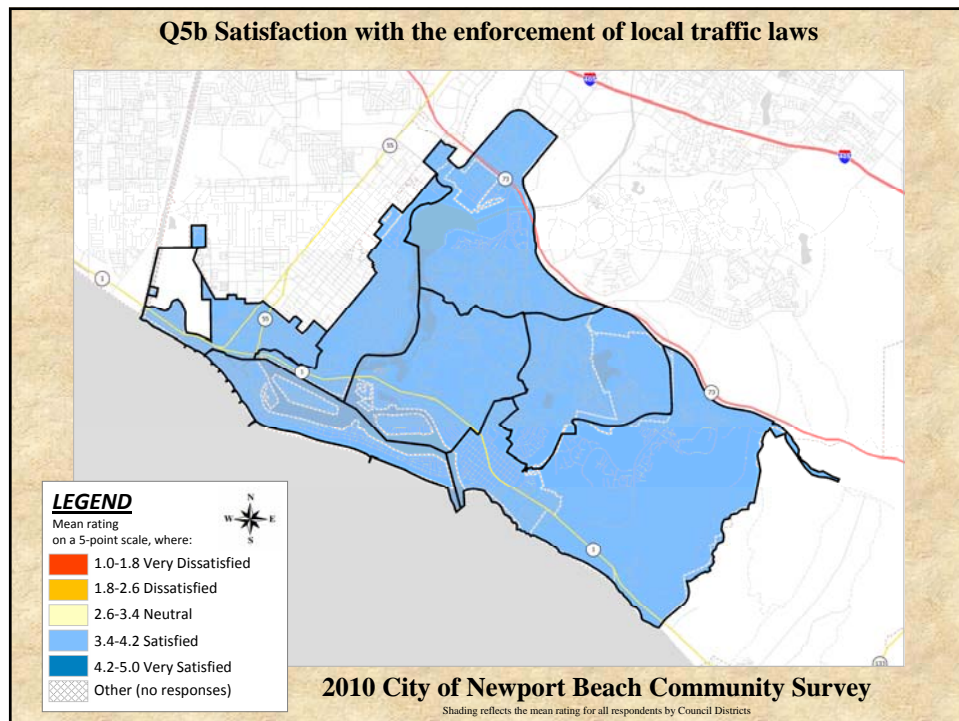
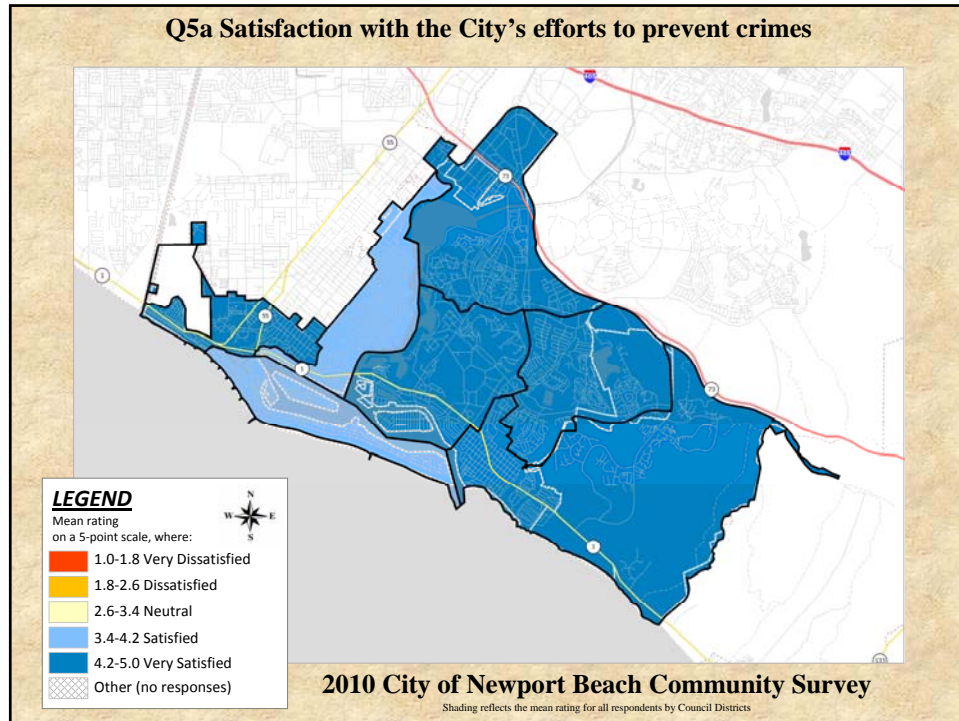


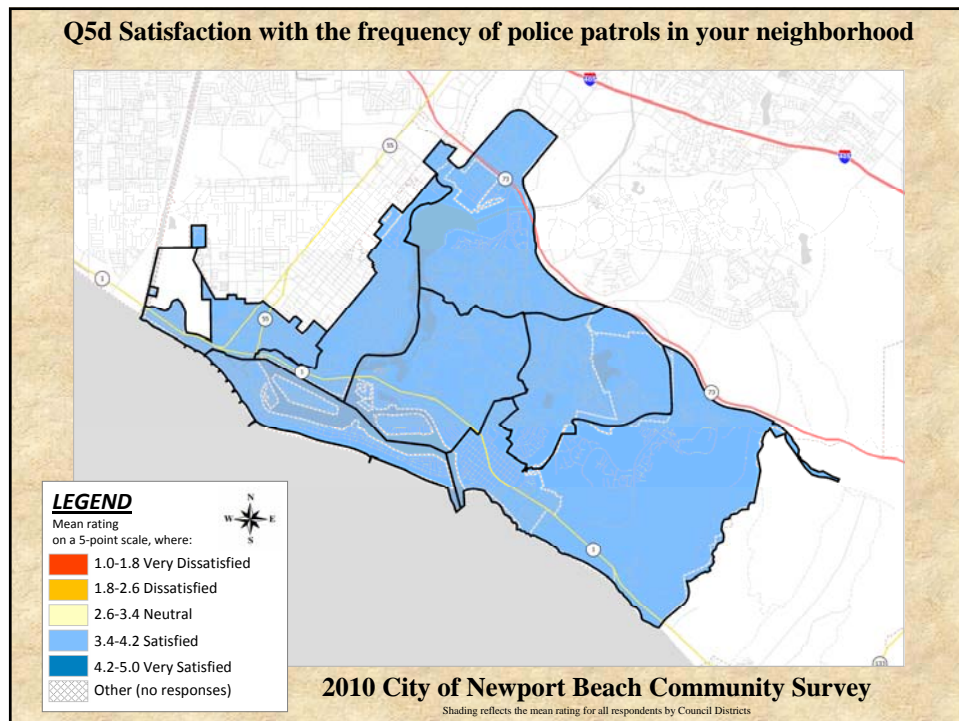
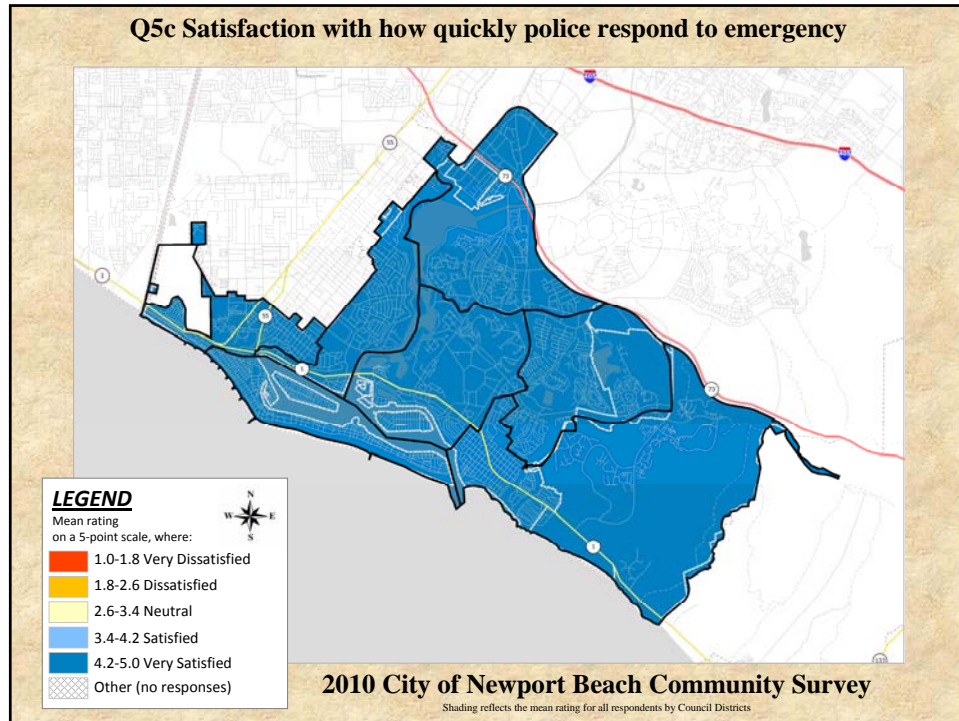


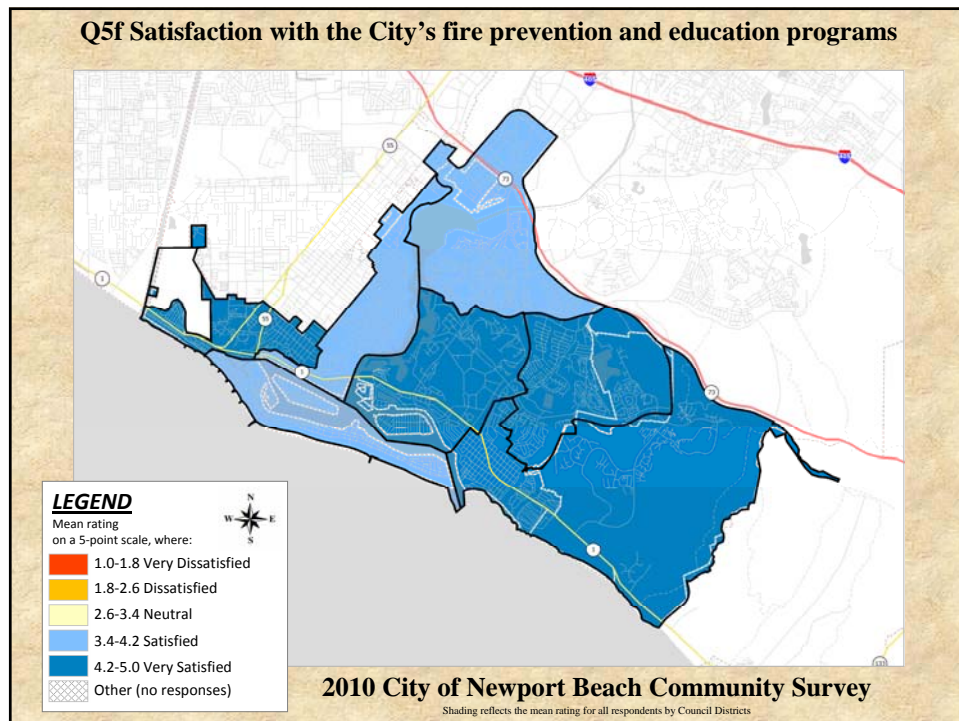
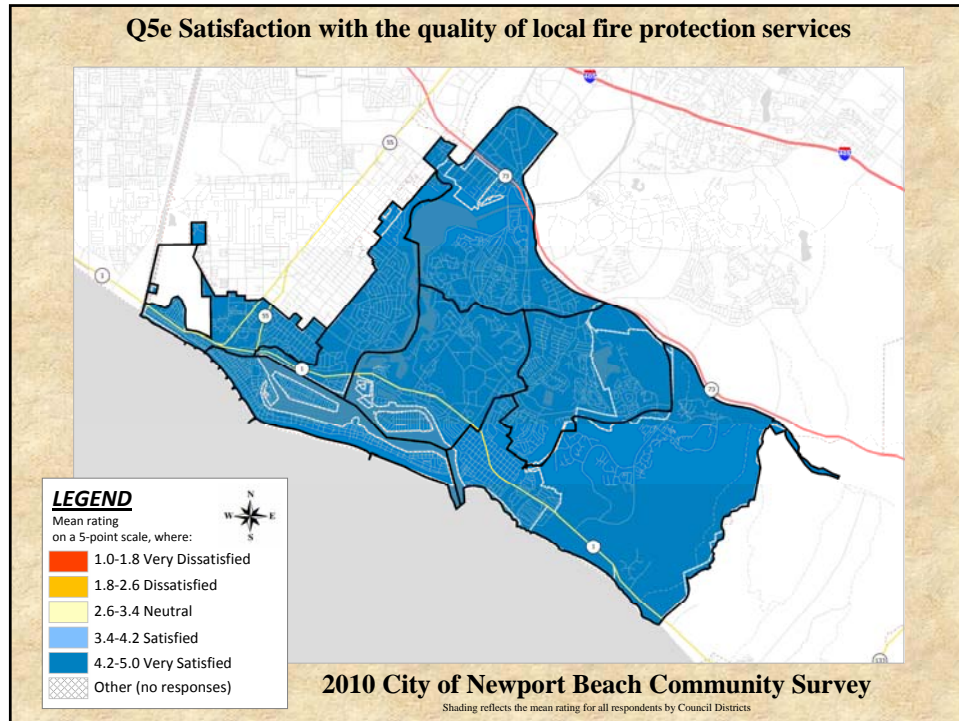


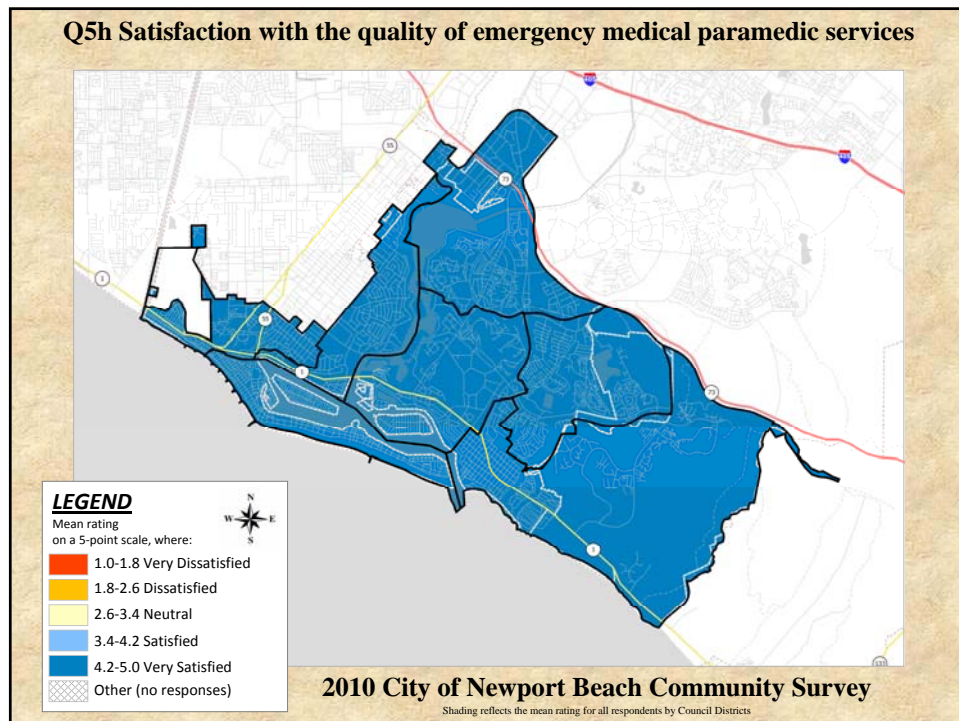
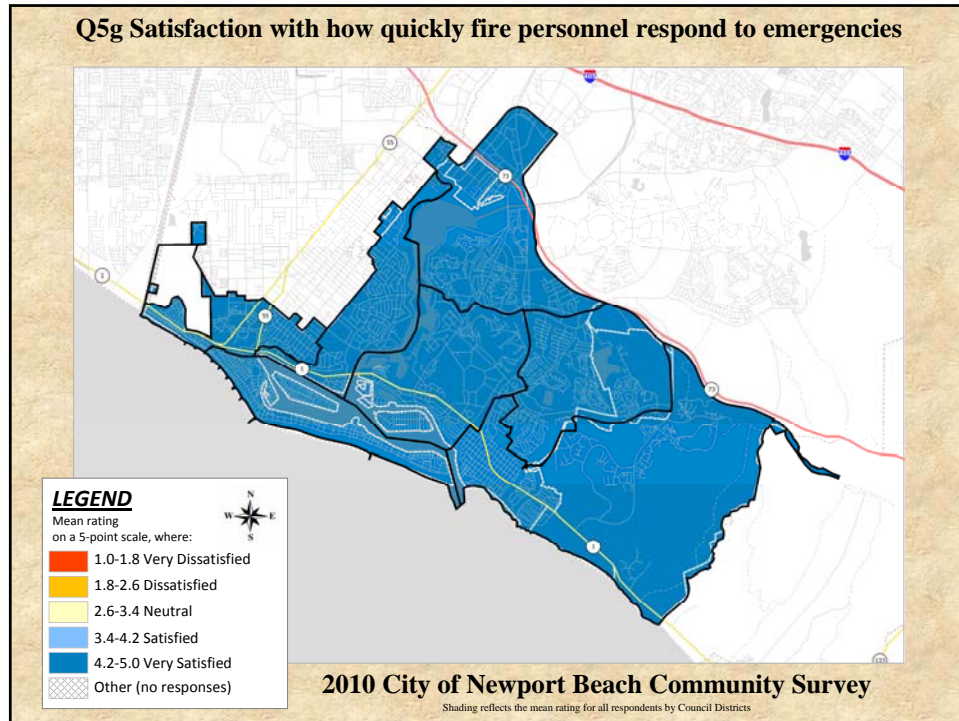


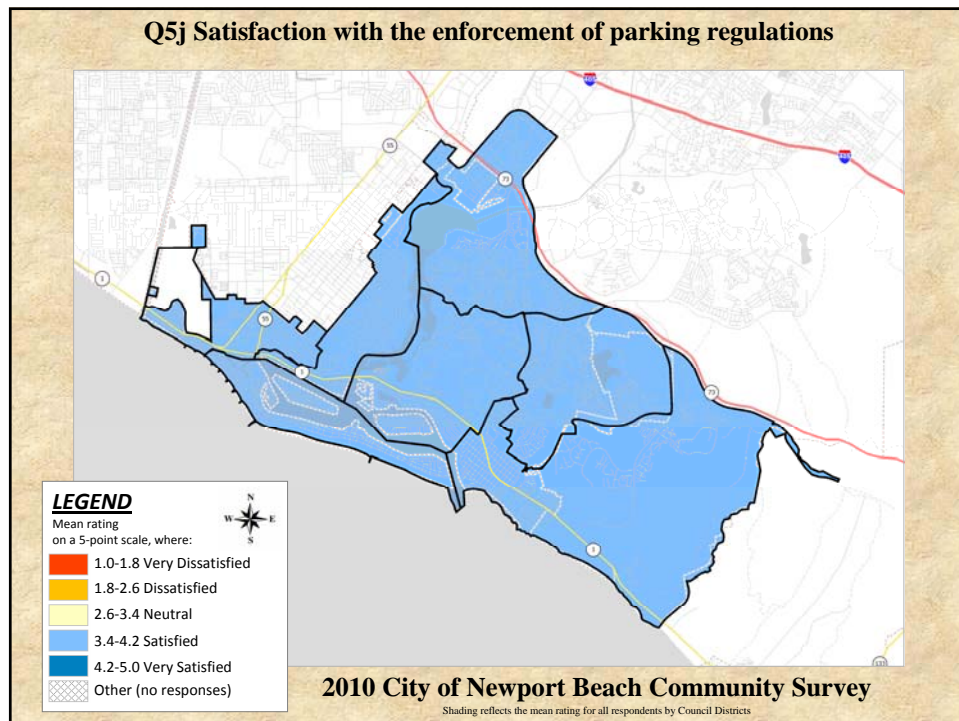
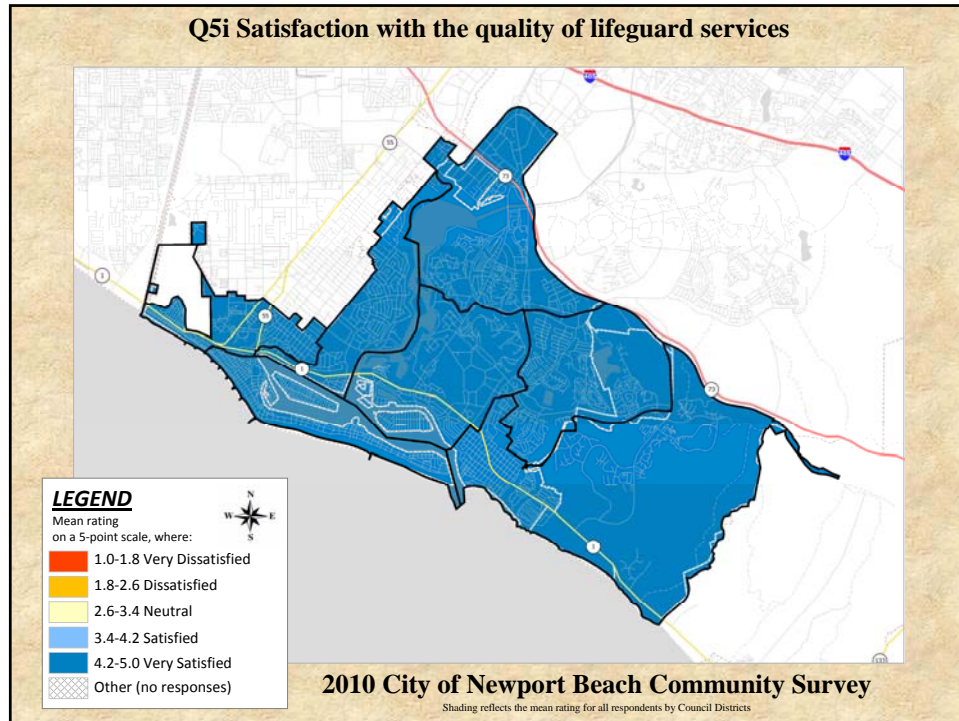


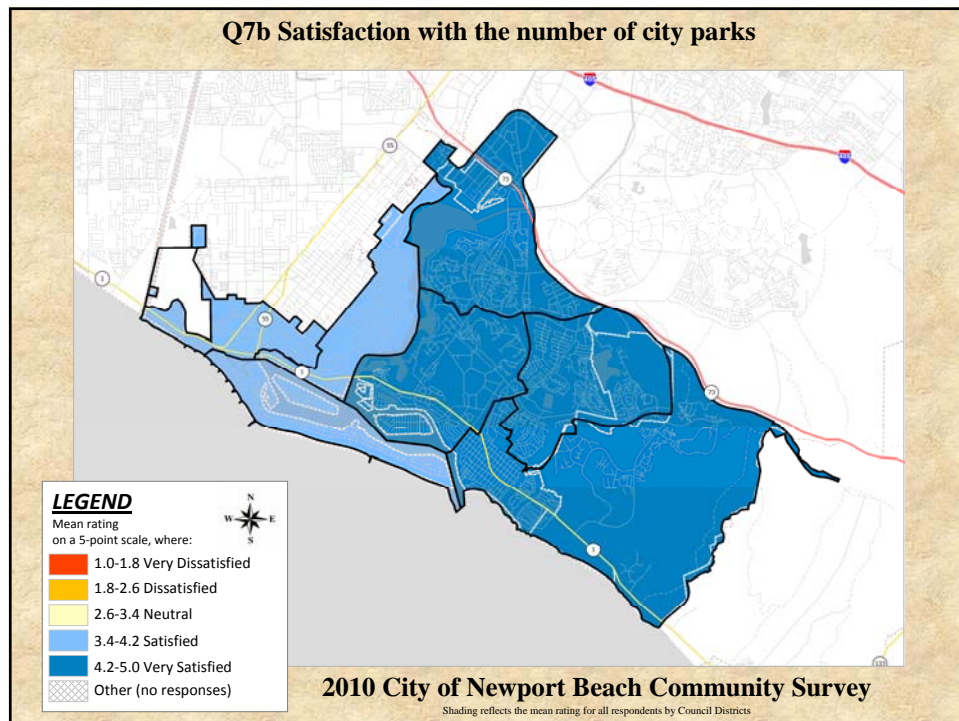
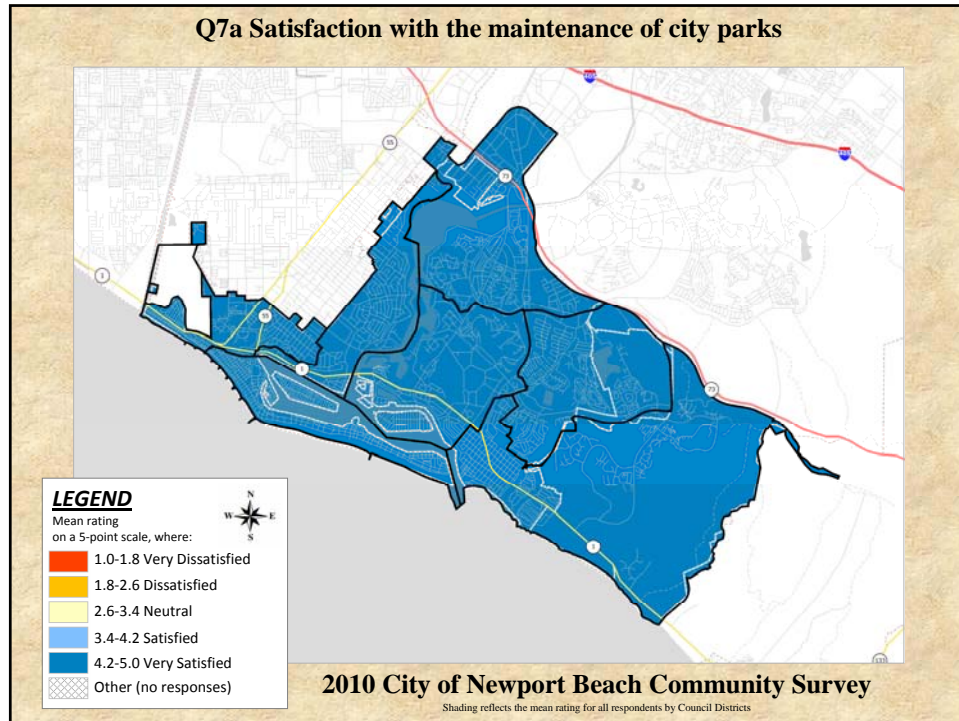


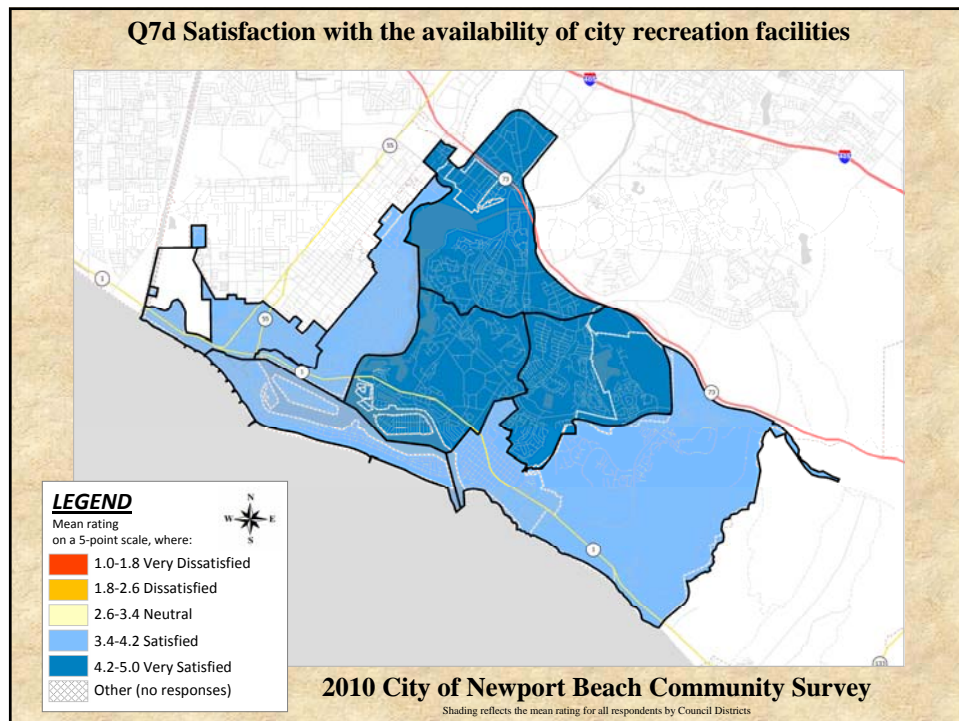
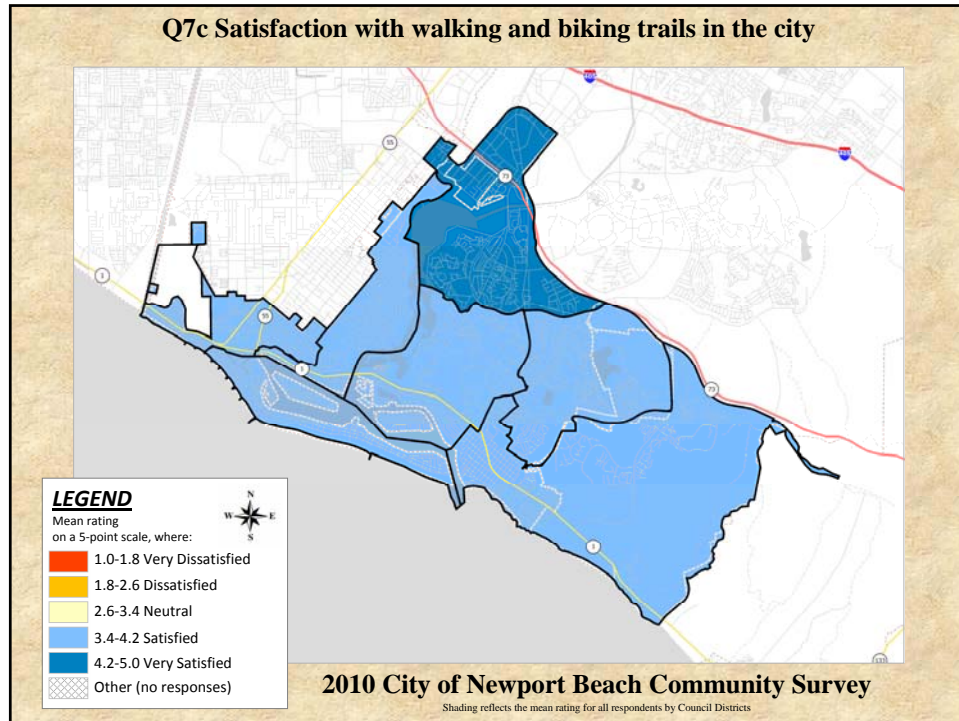


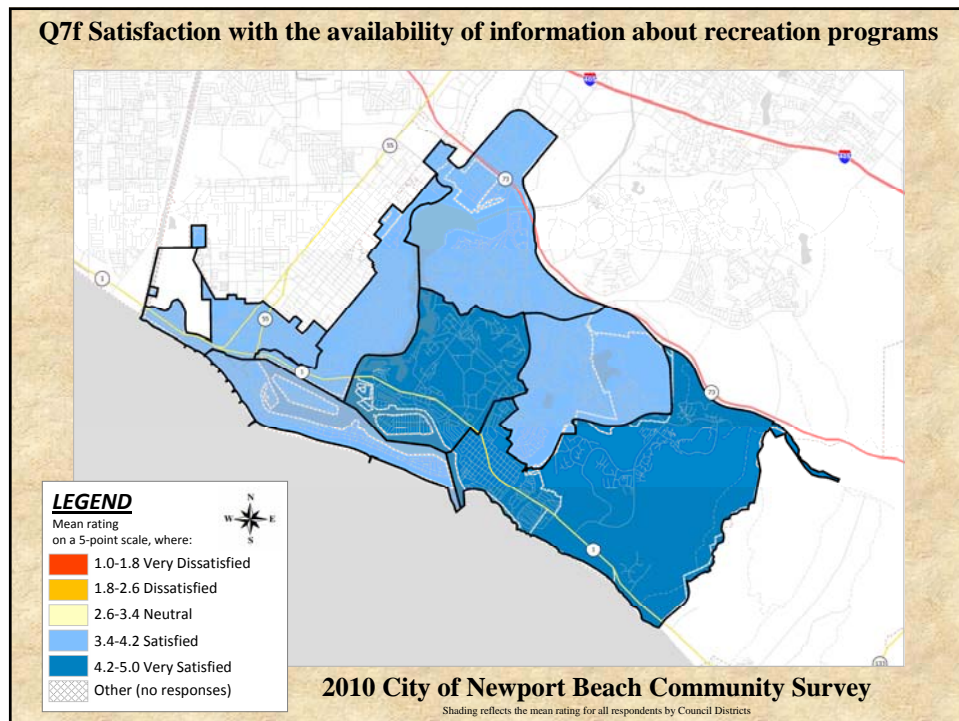
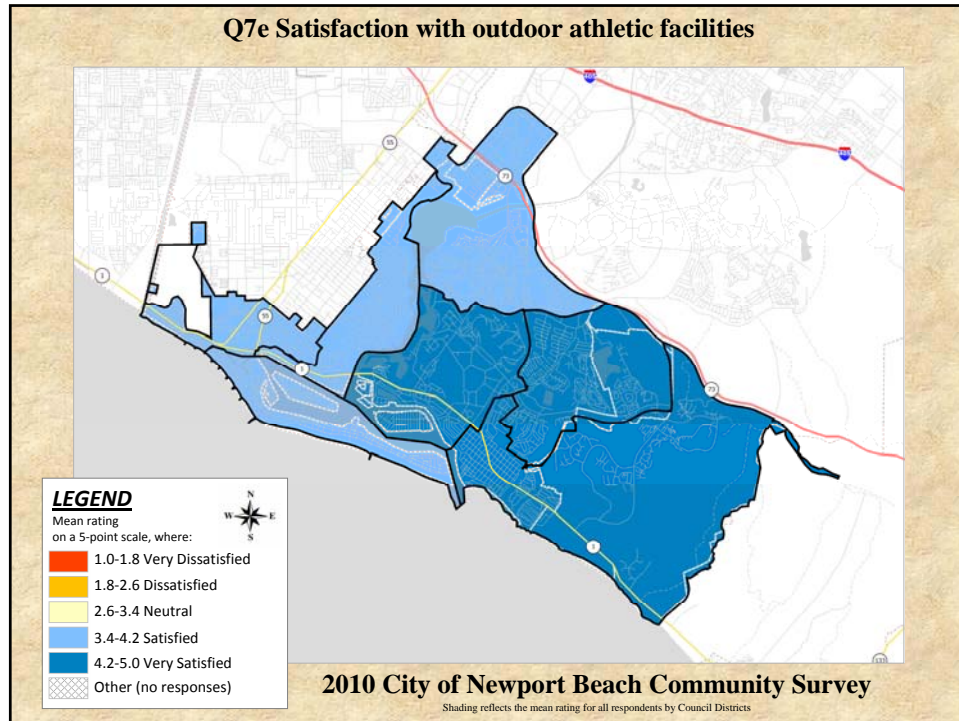


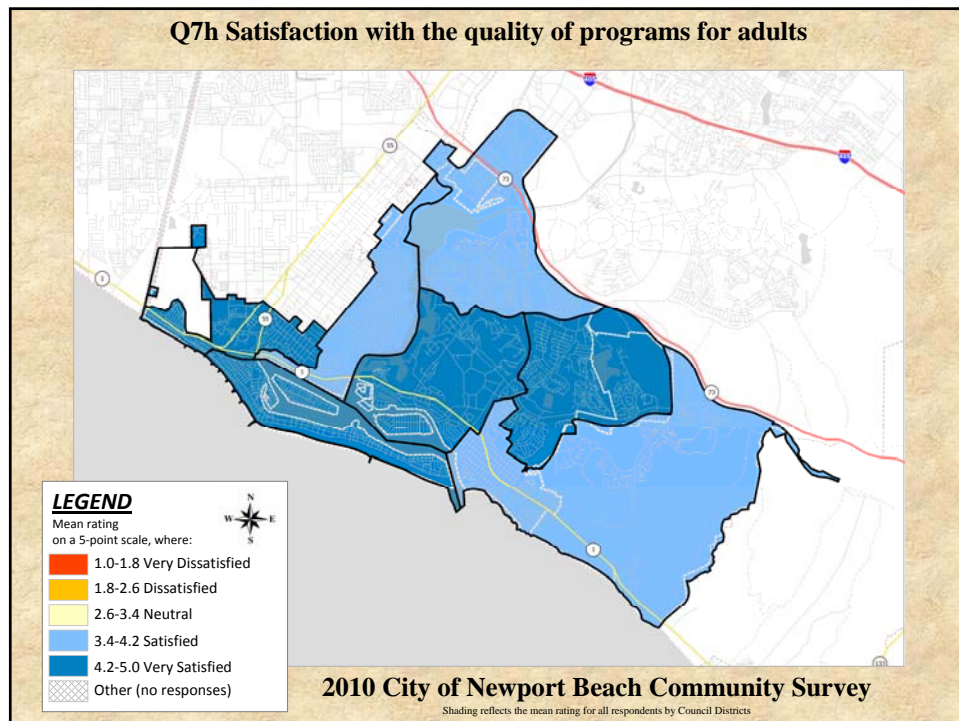
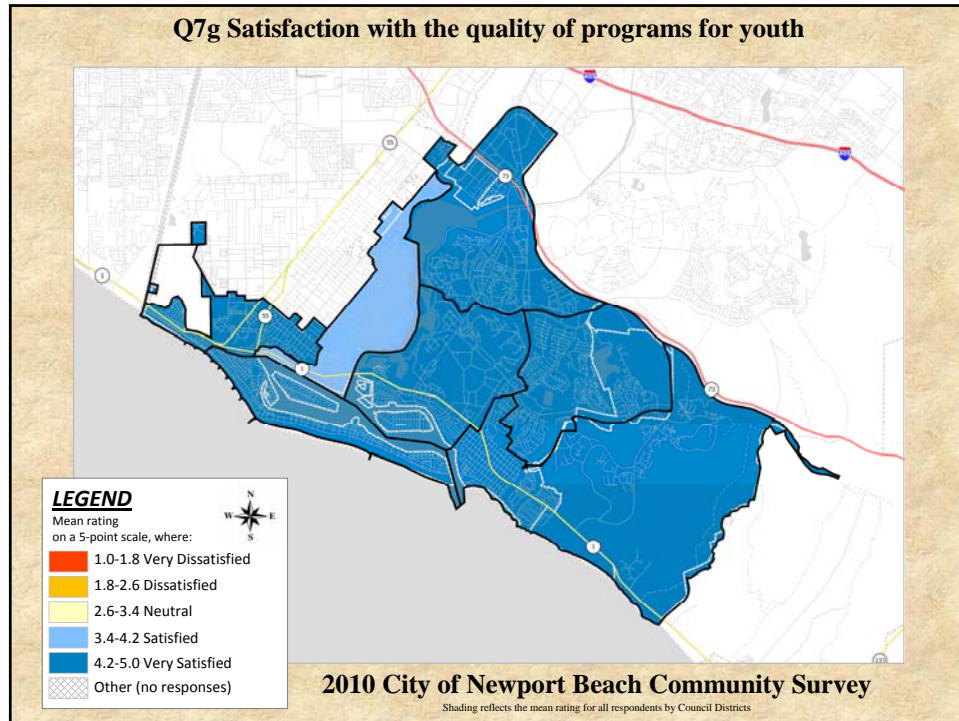


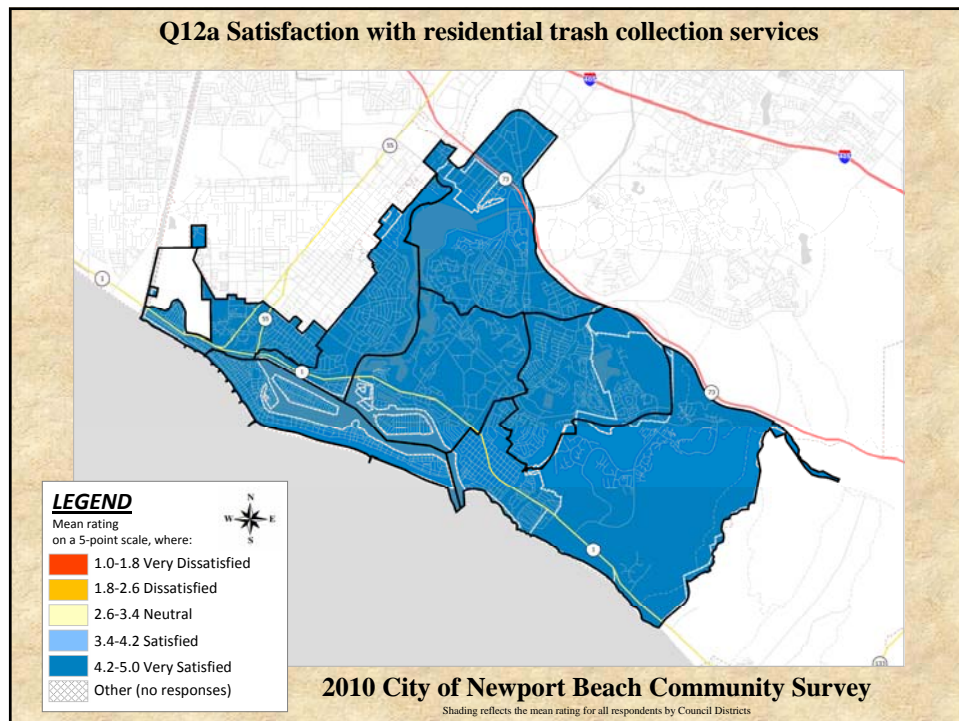
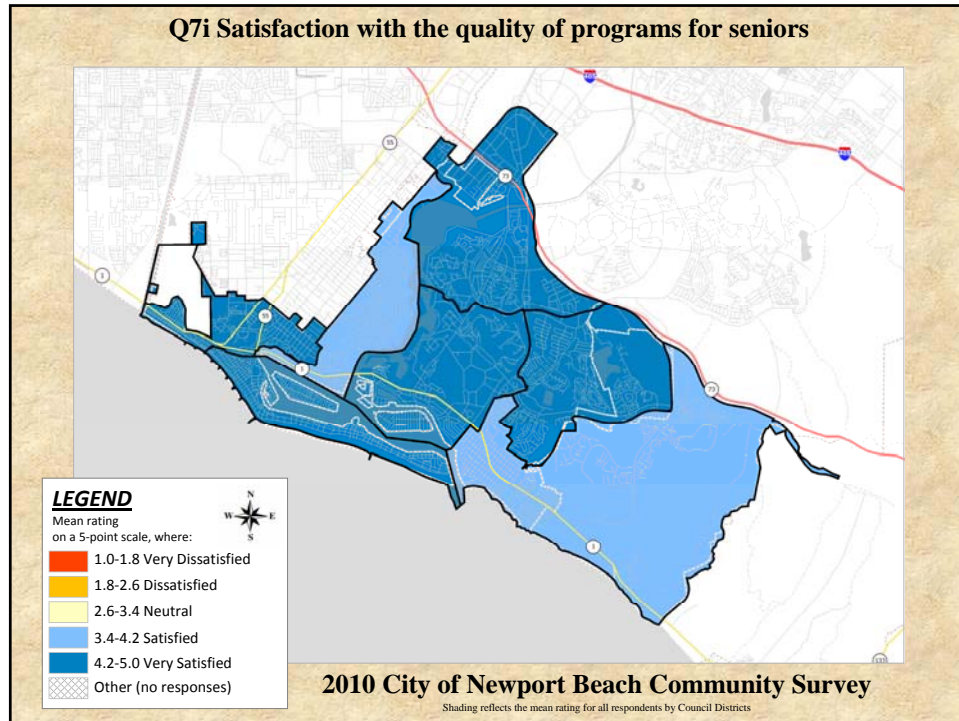


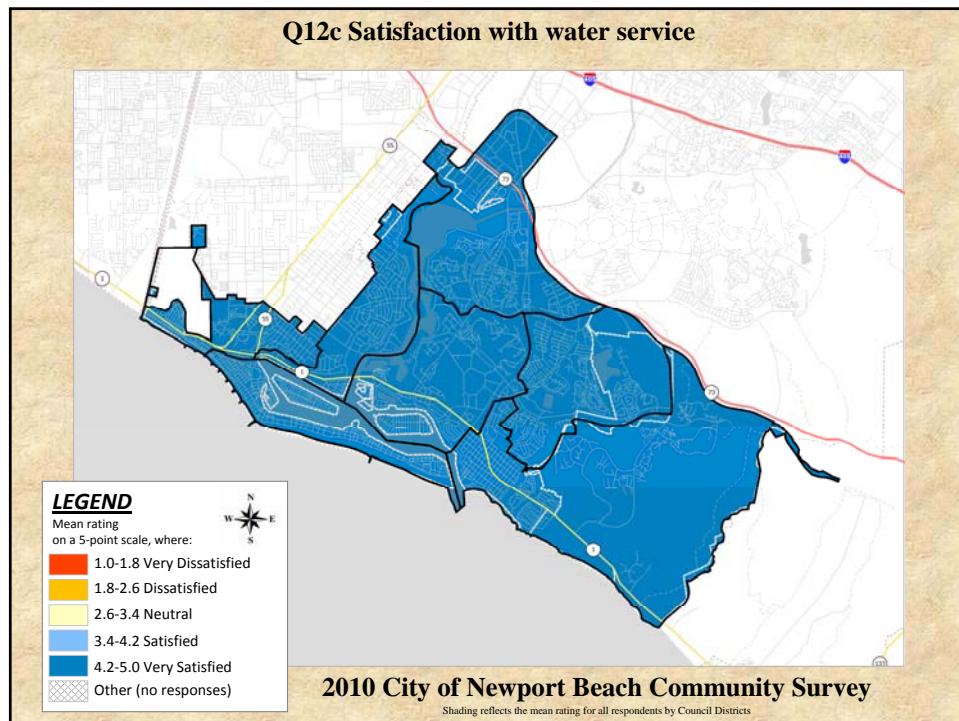
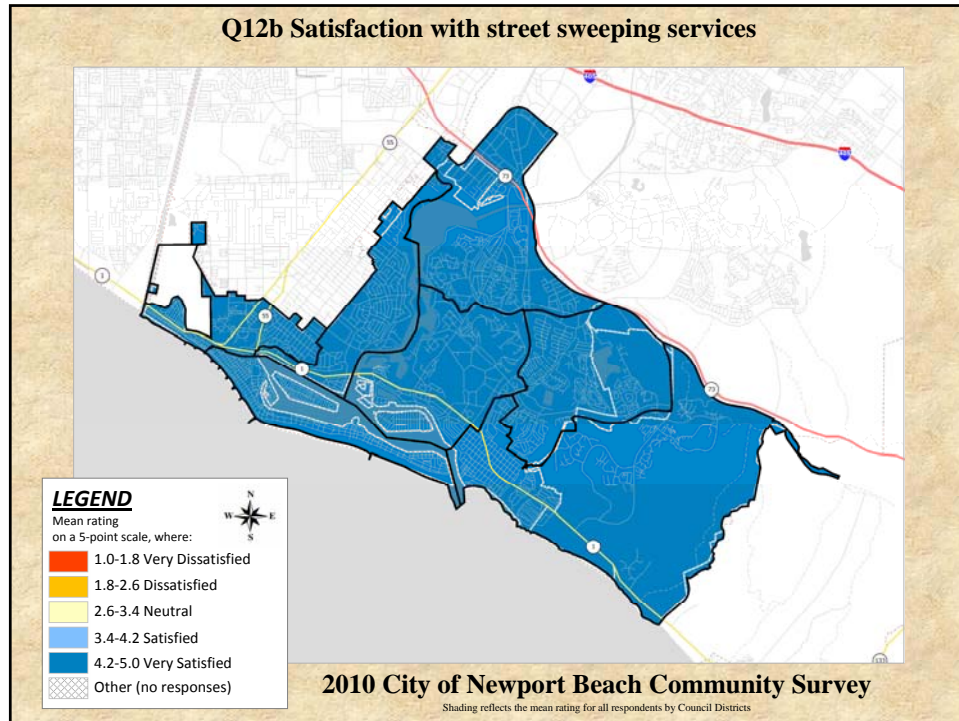


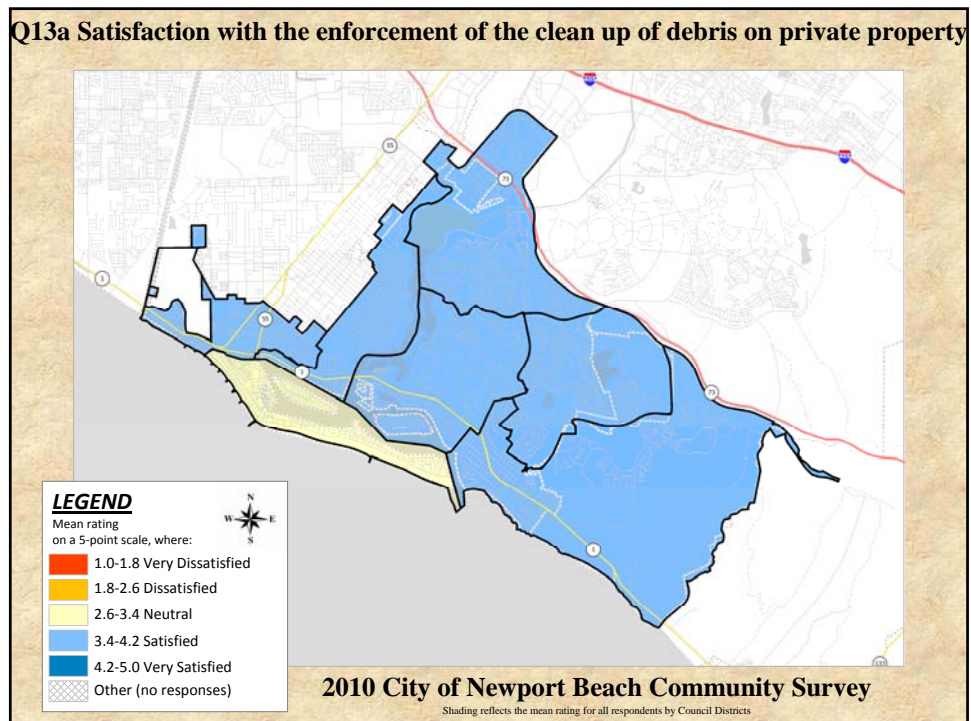
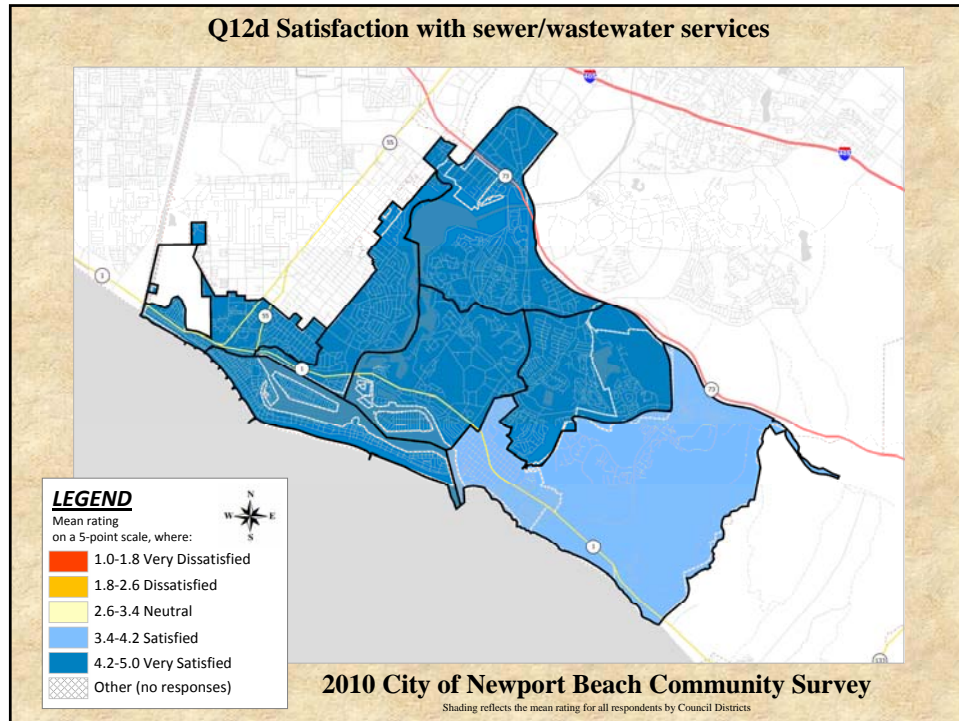


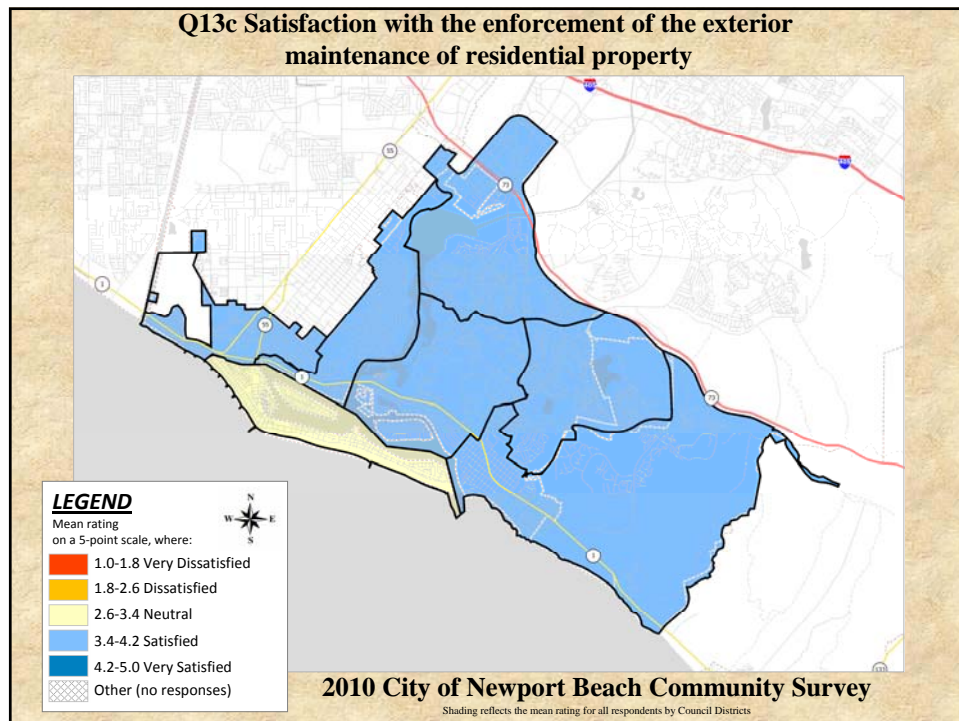
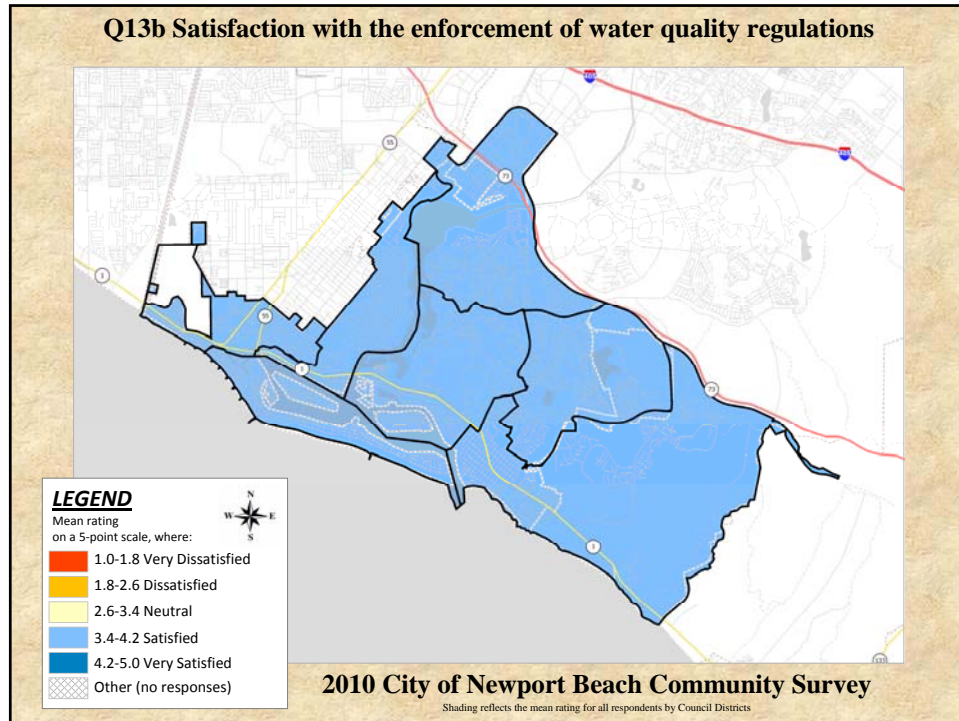


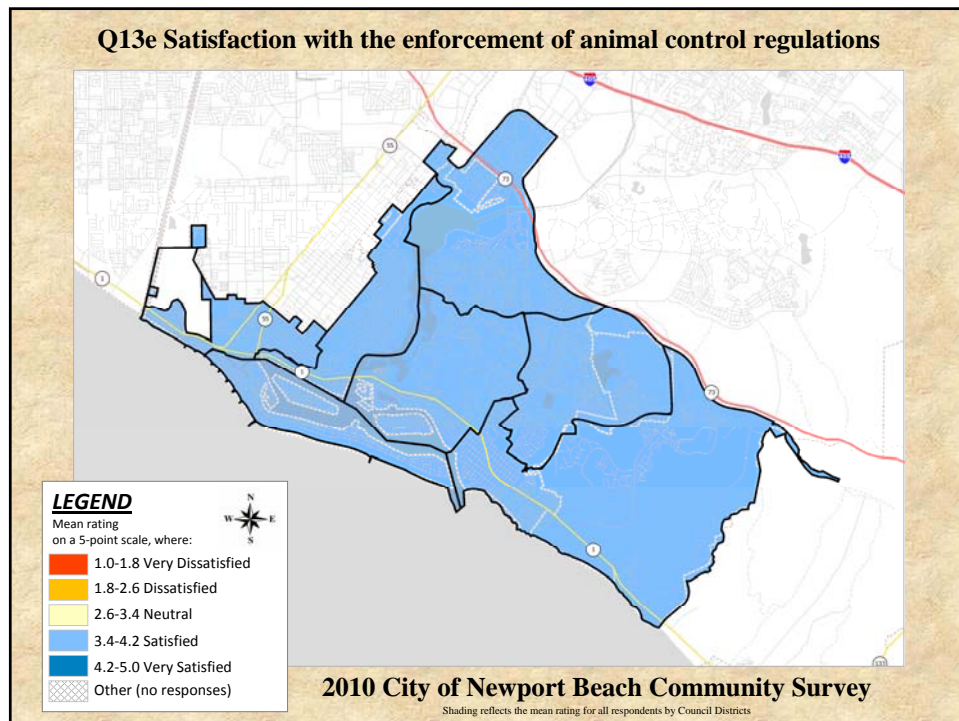
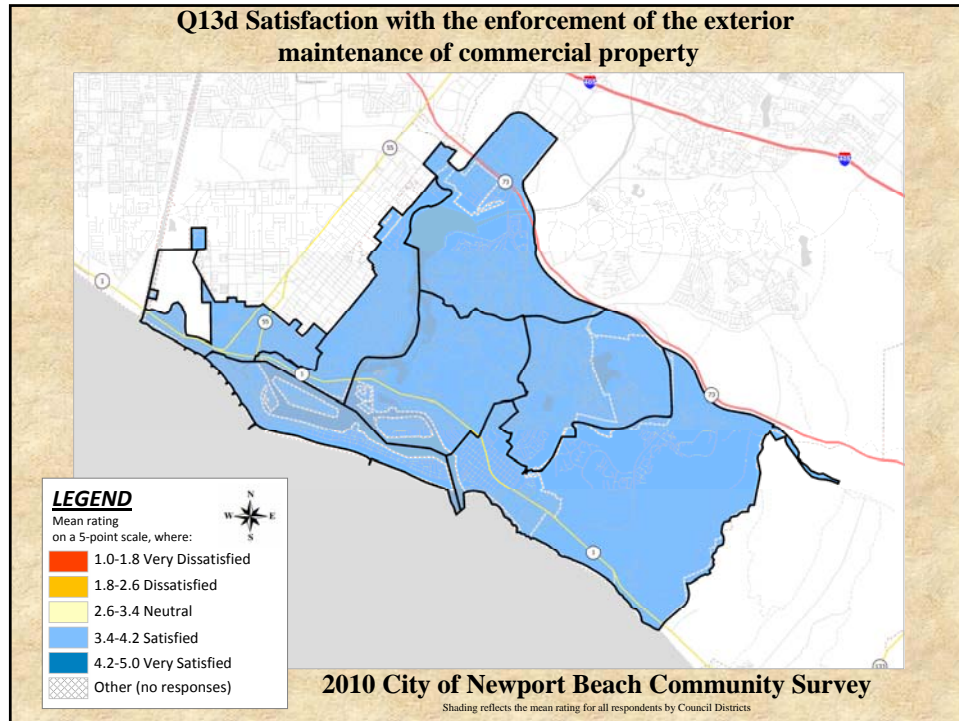




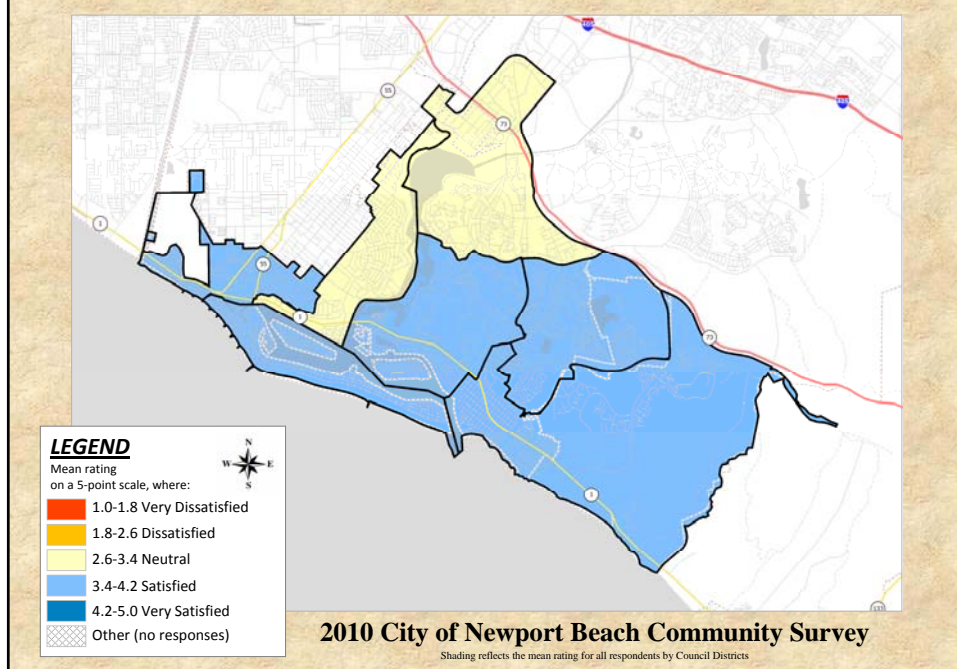




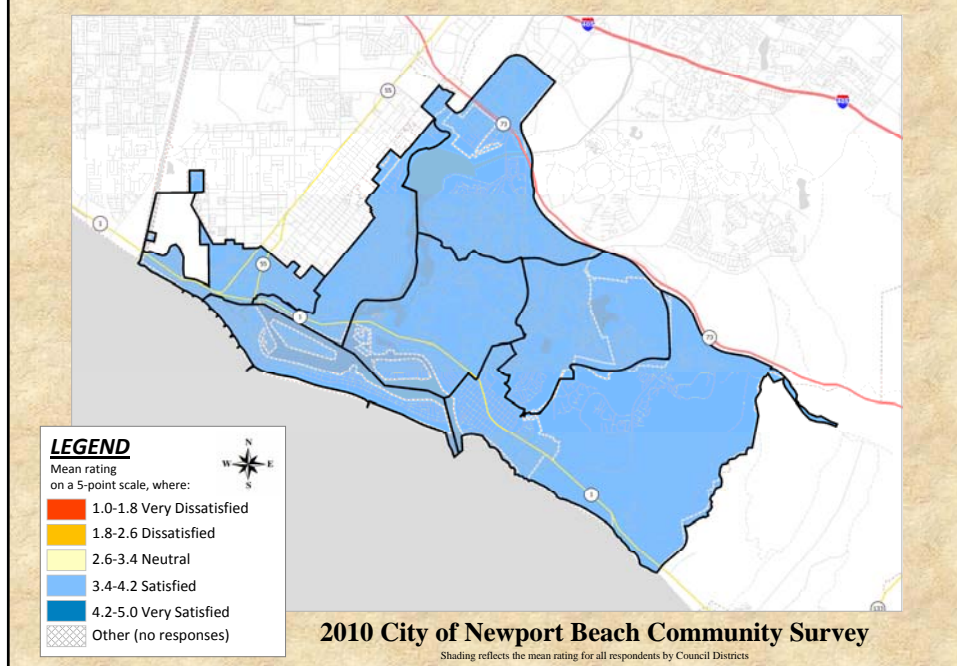


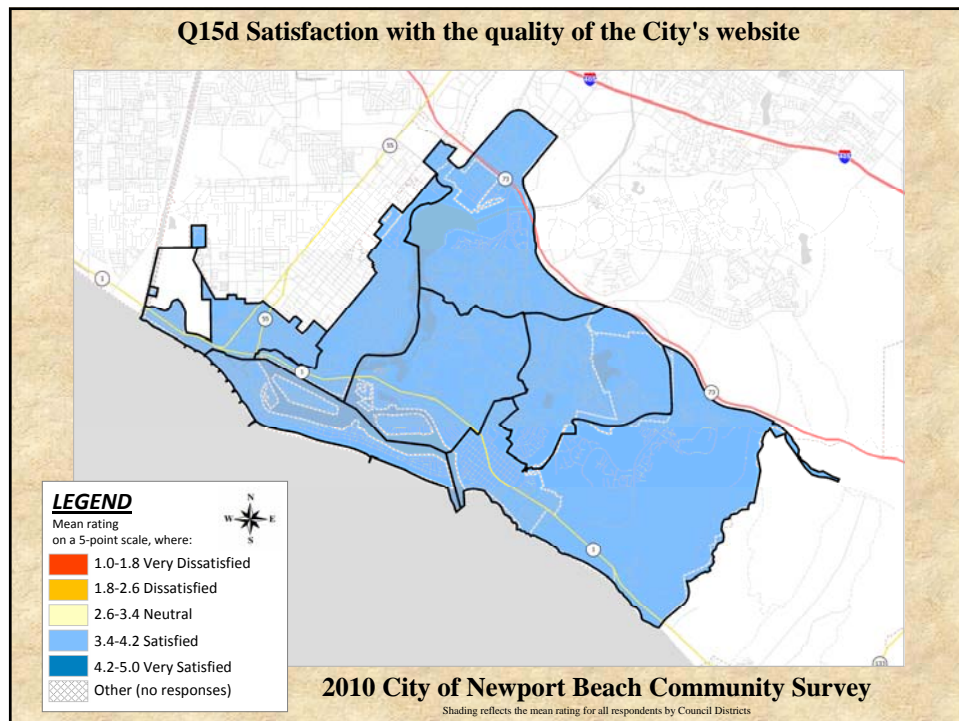
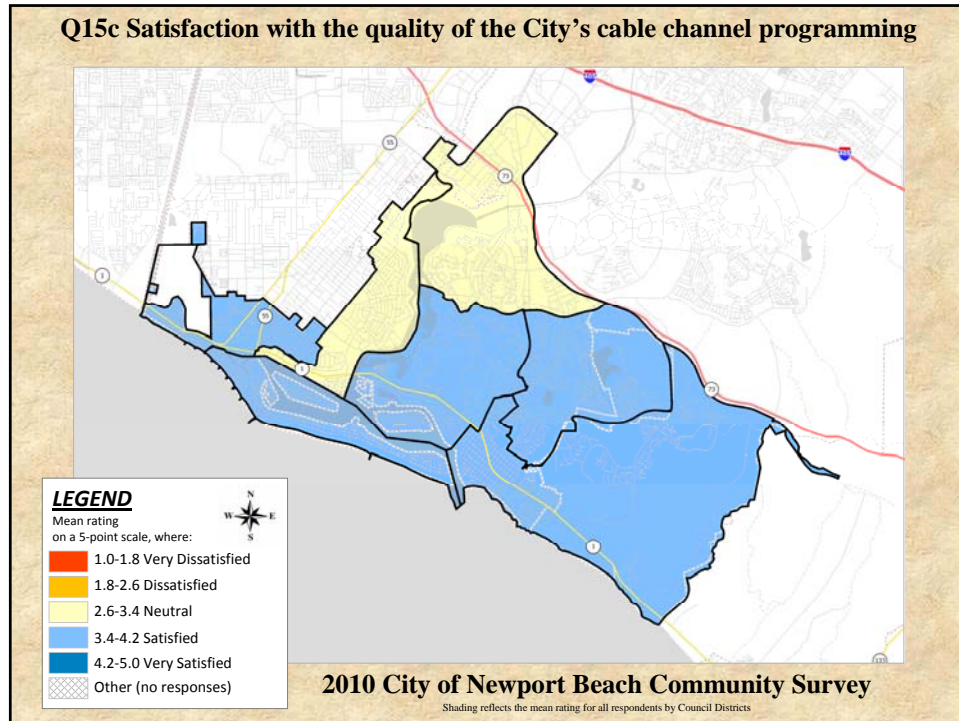


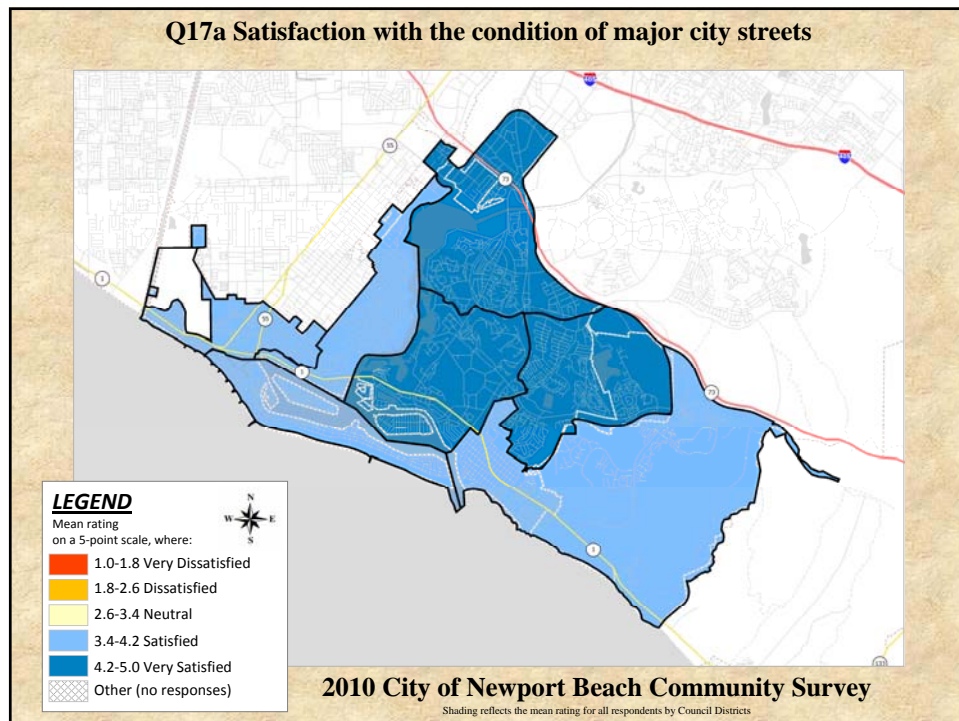
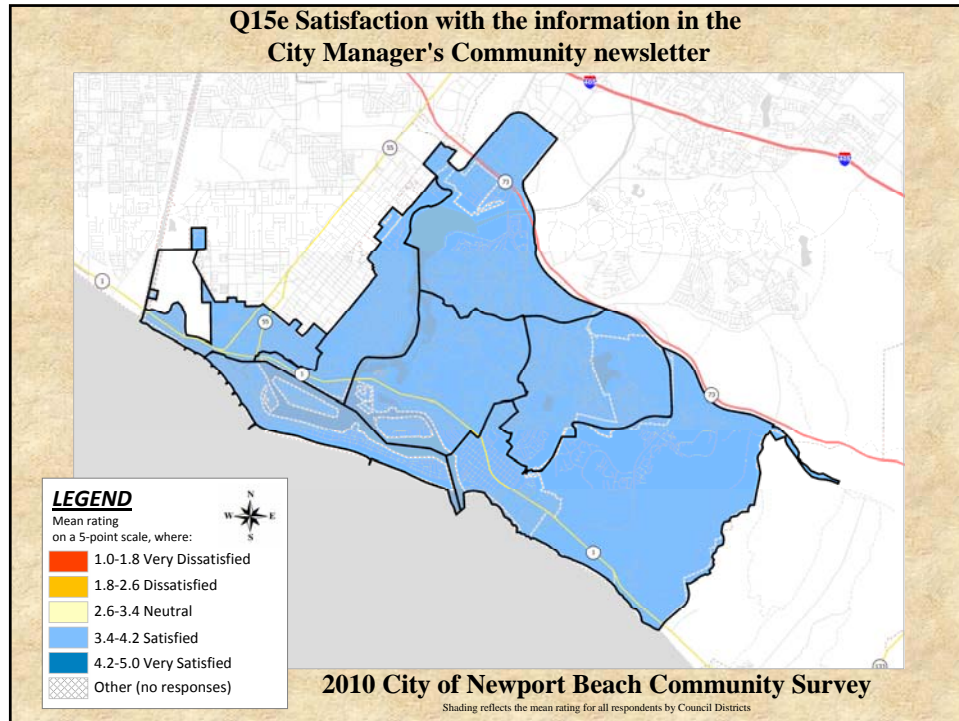
Q15a Satisfaction with how well residents are informed about City budget issues

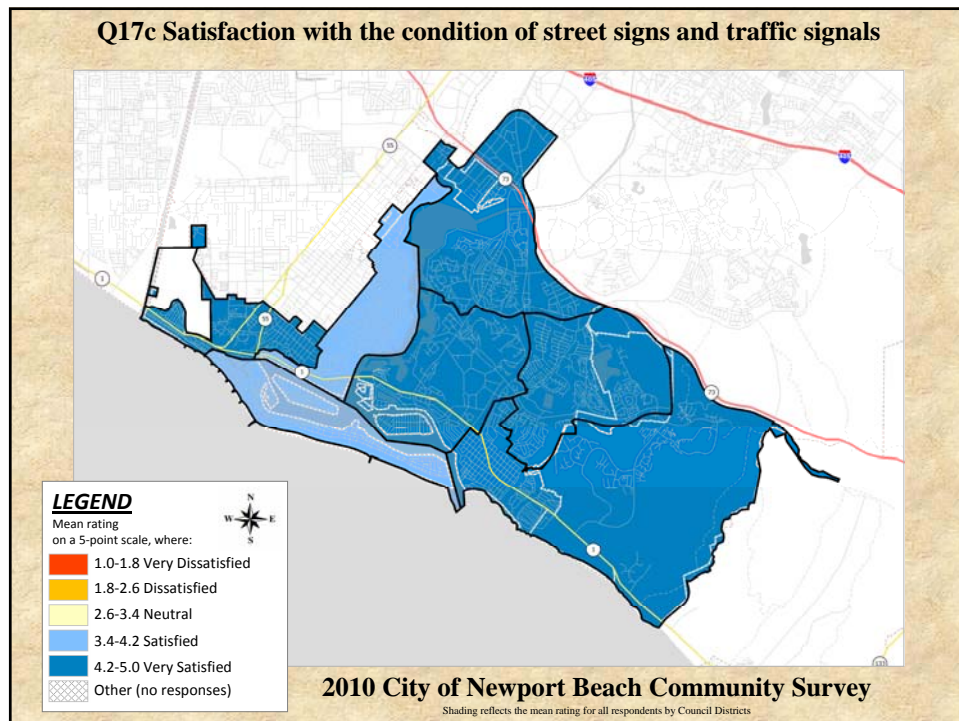
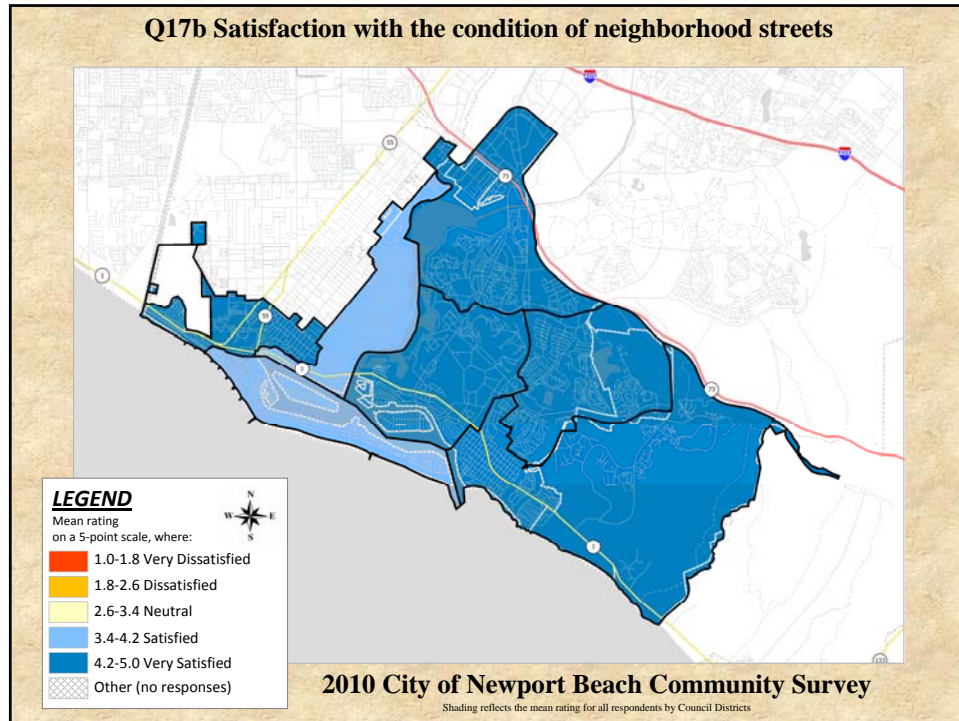


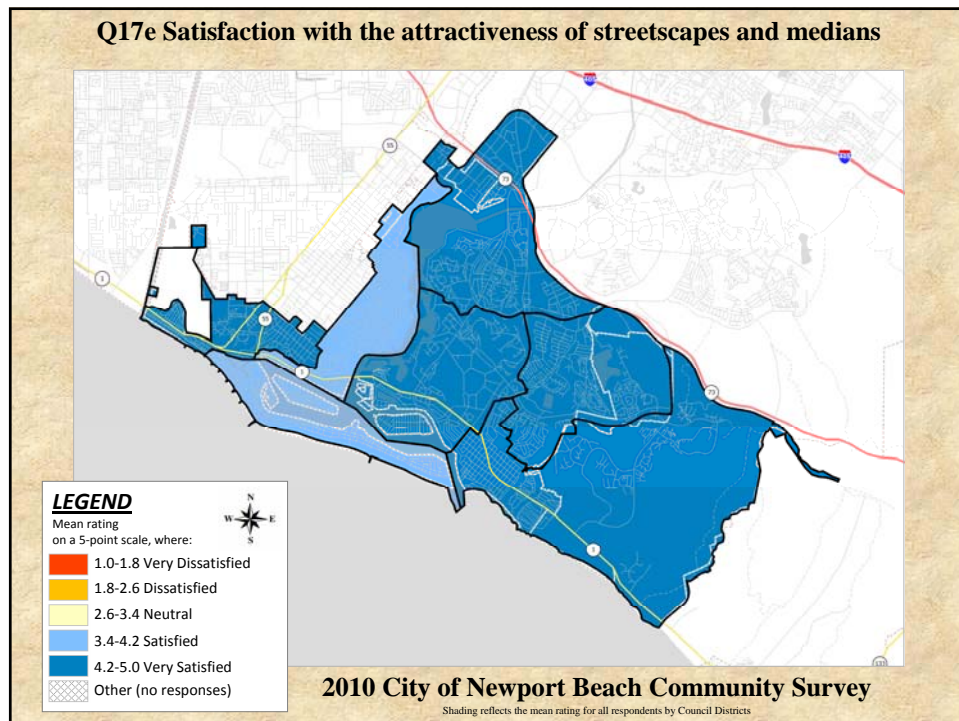
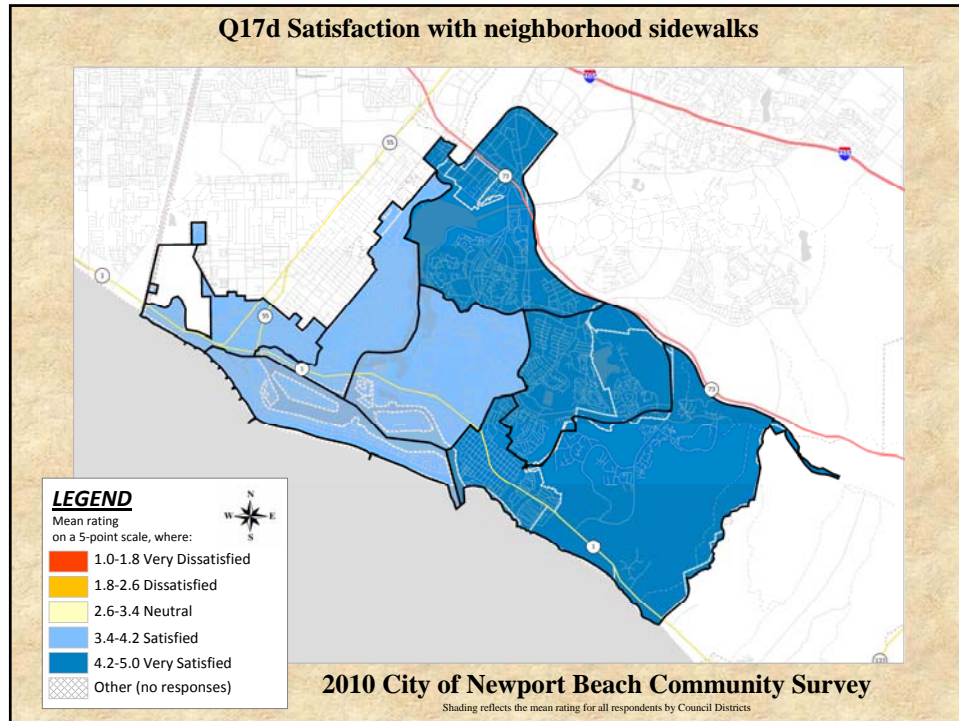
Q15b Satisfaction with City efforts to keep residents informed about local issues

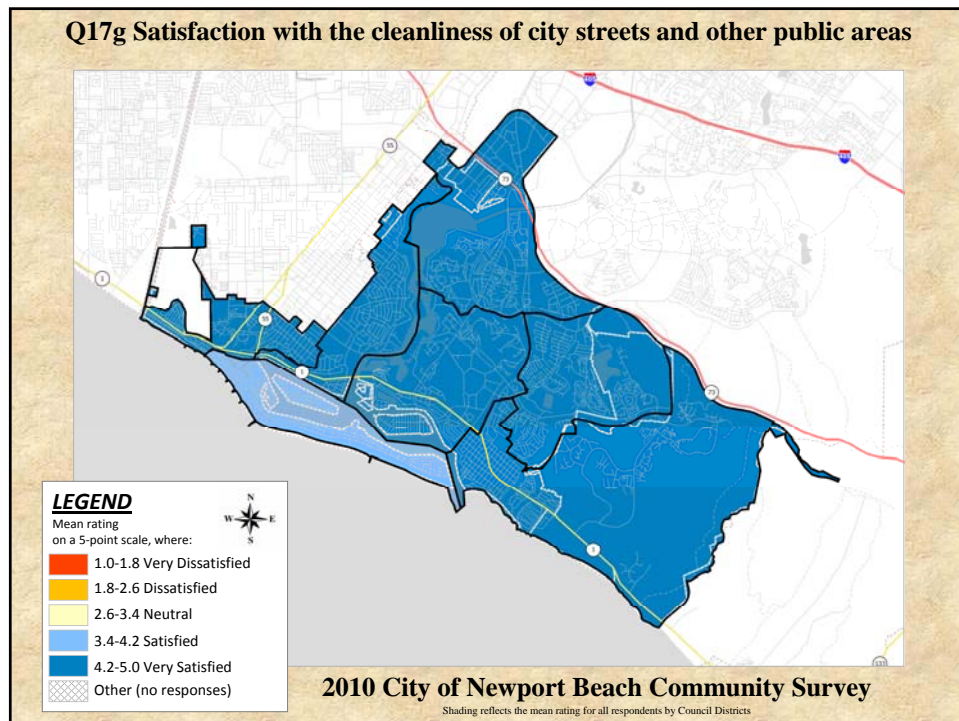
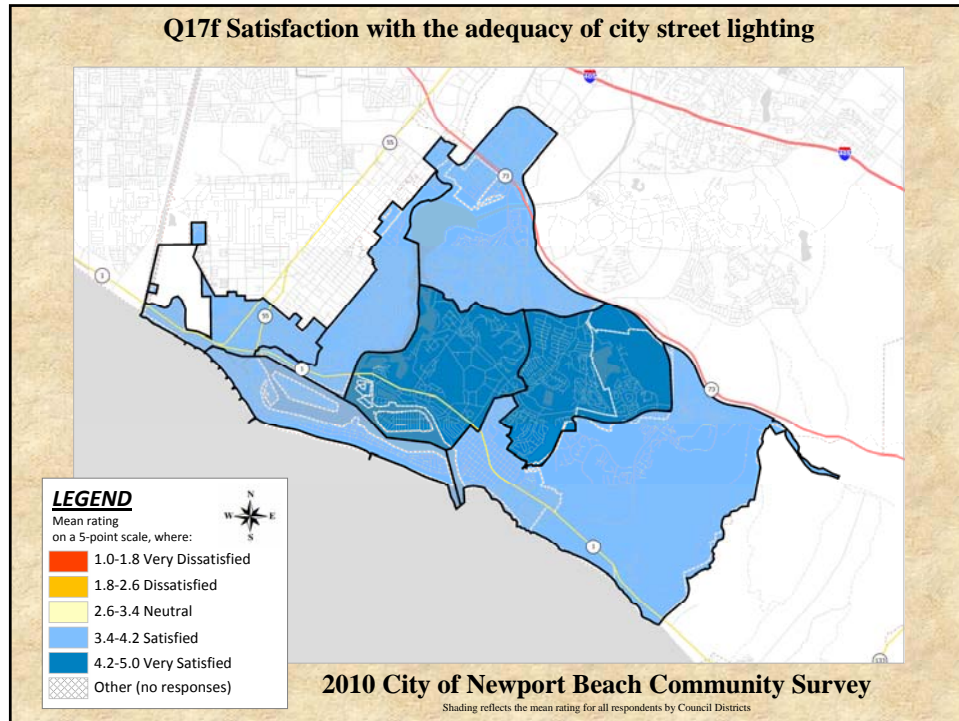


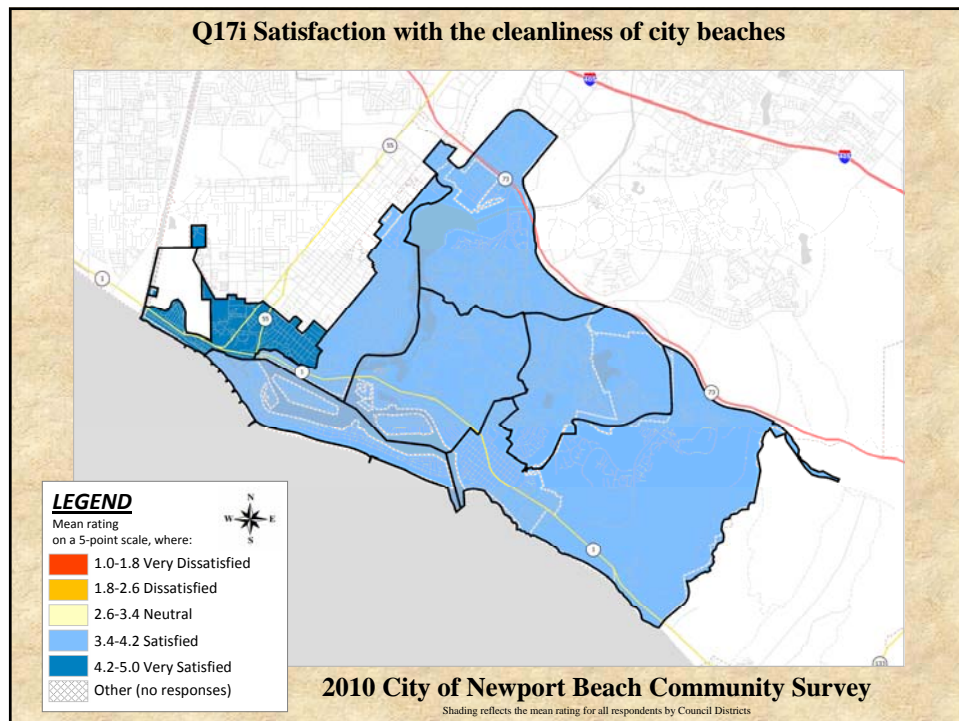
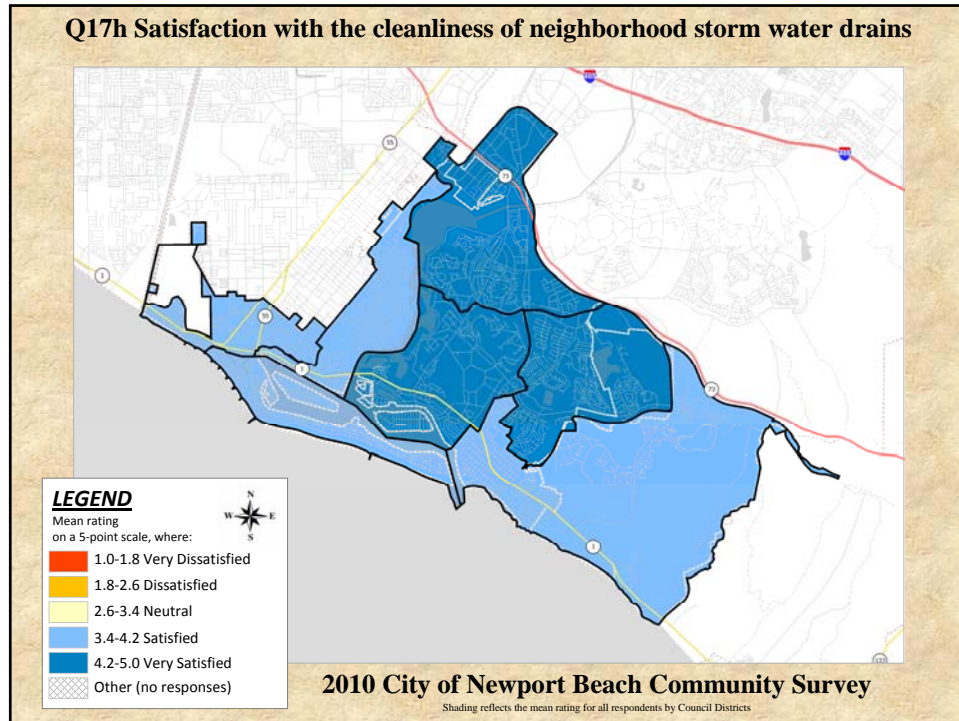


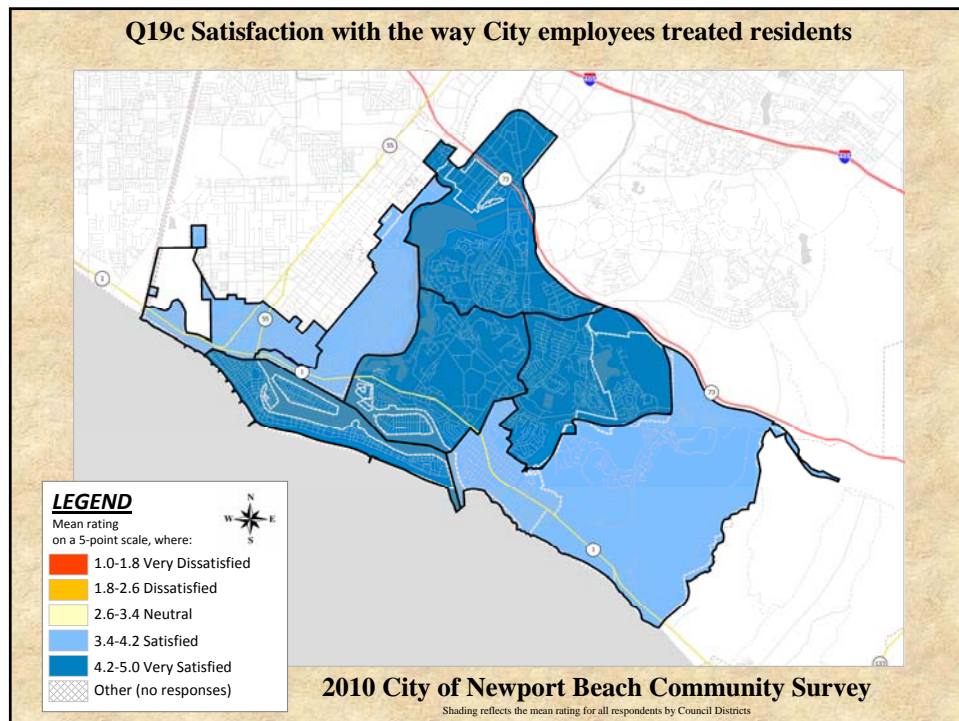
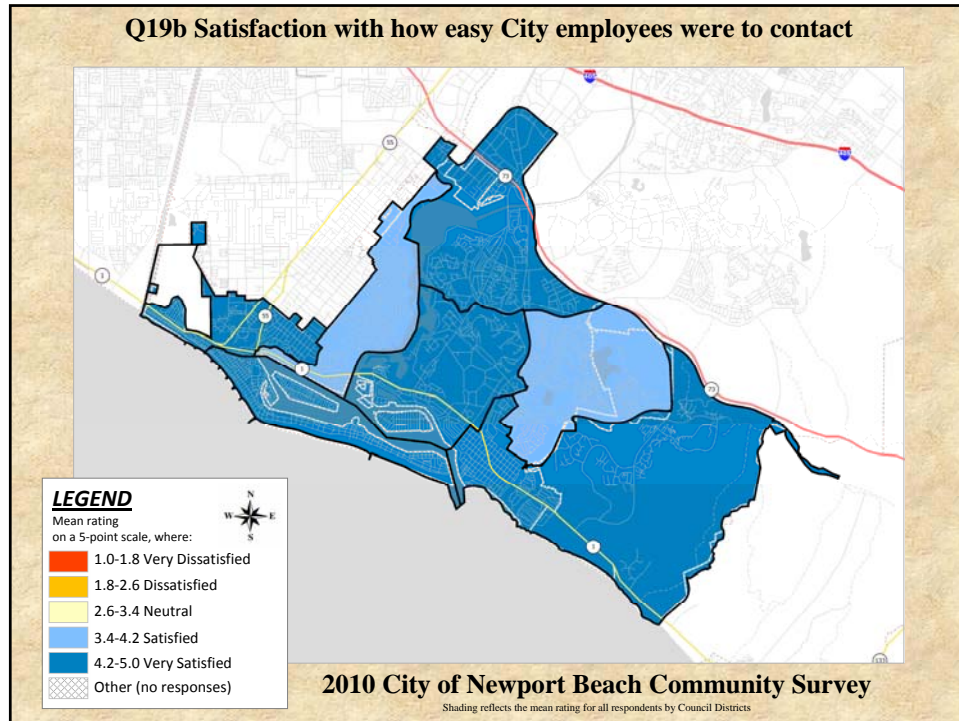


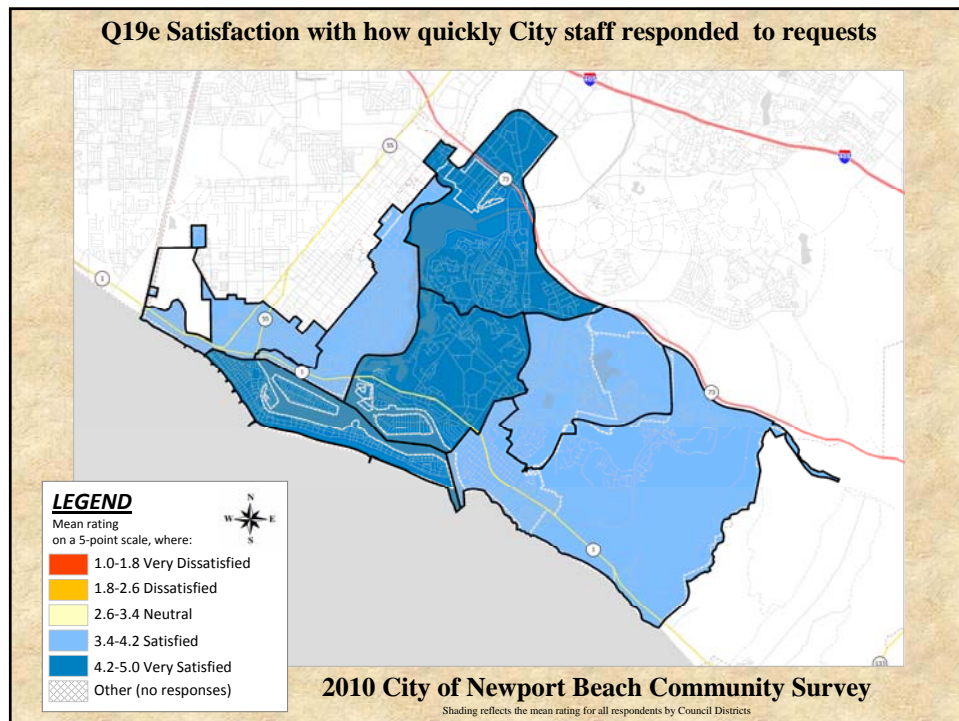
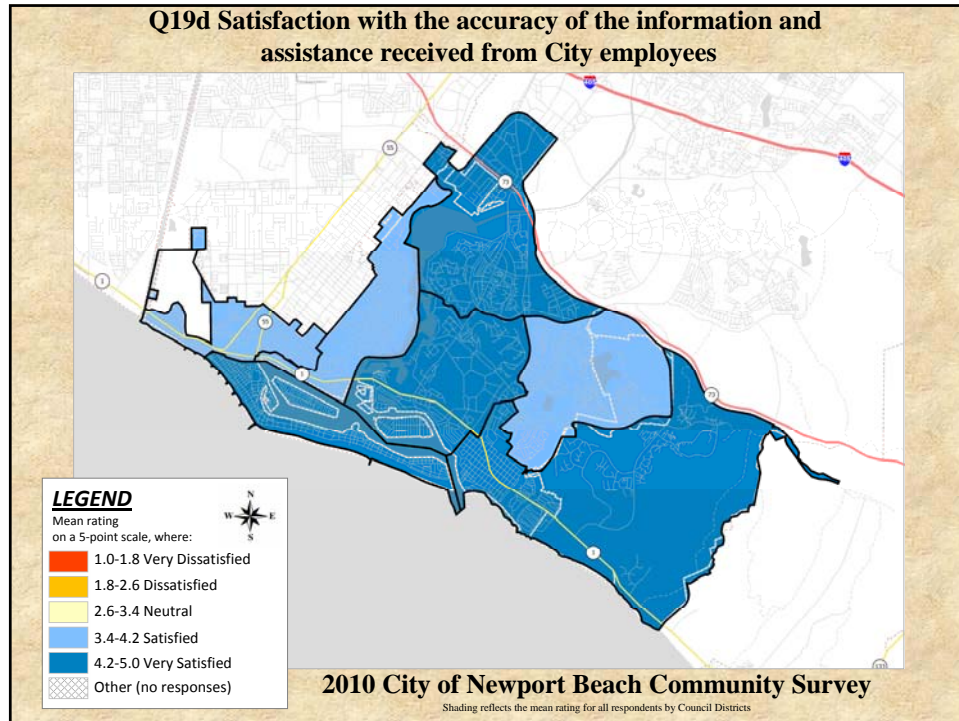


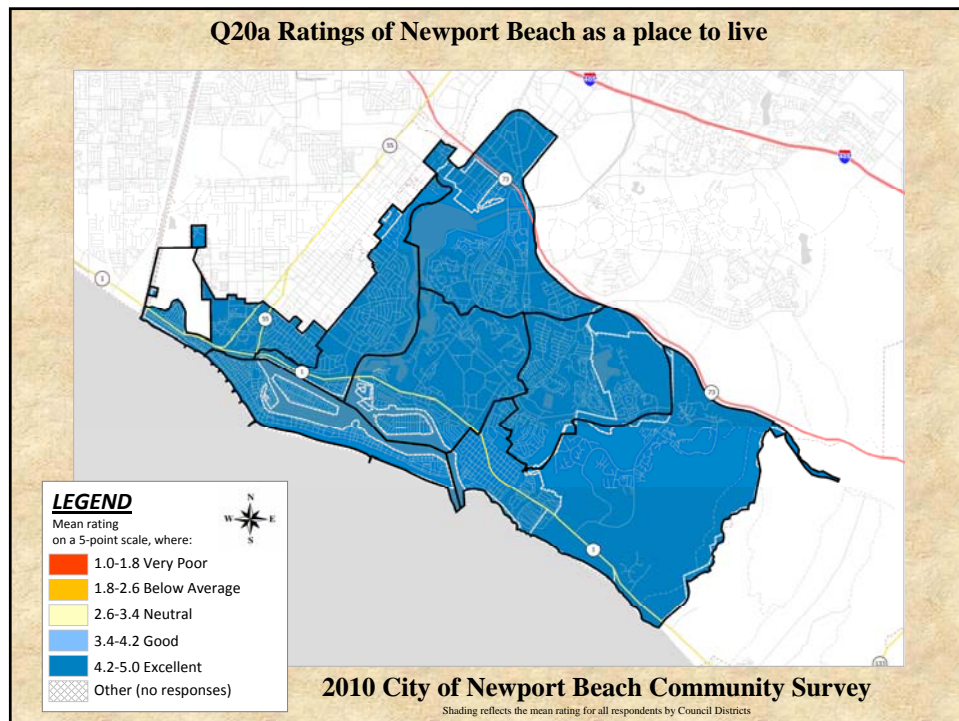
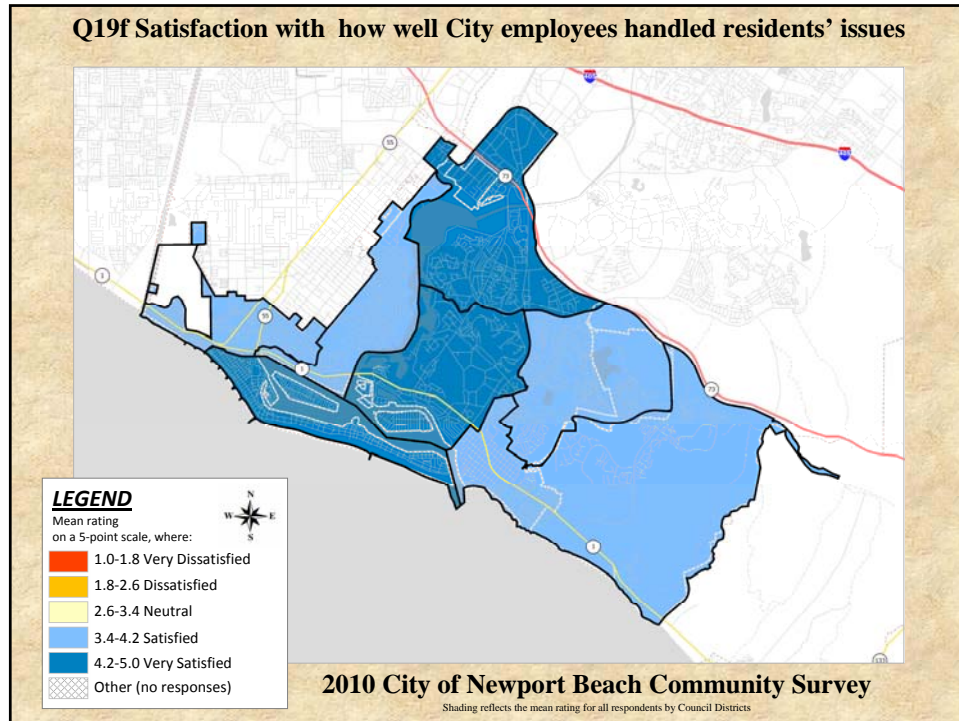


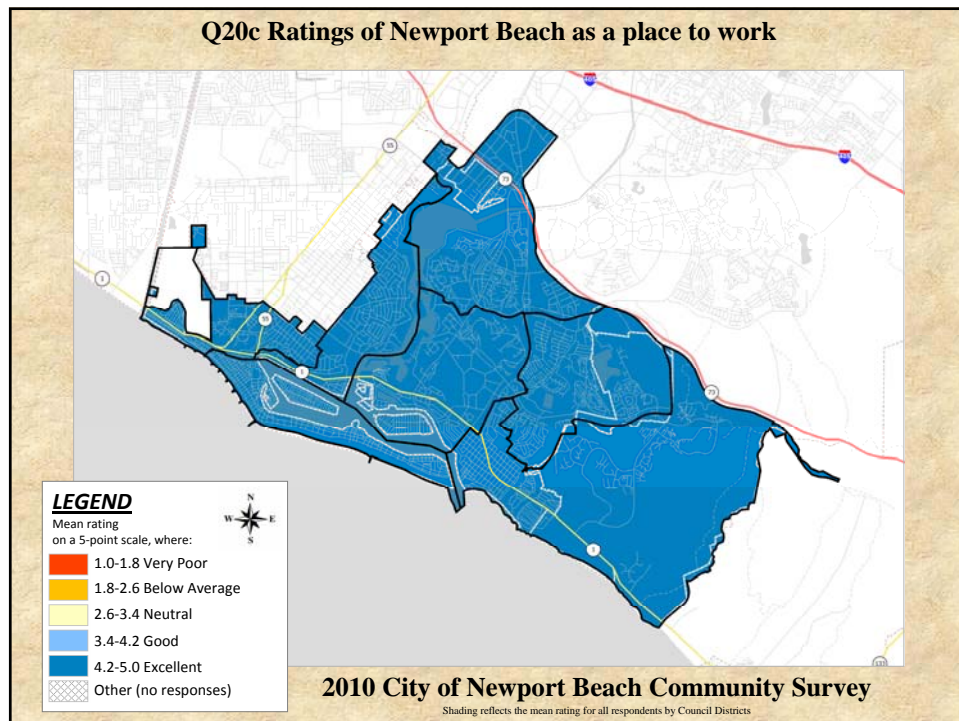
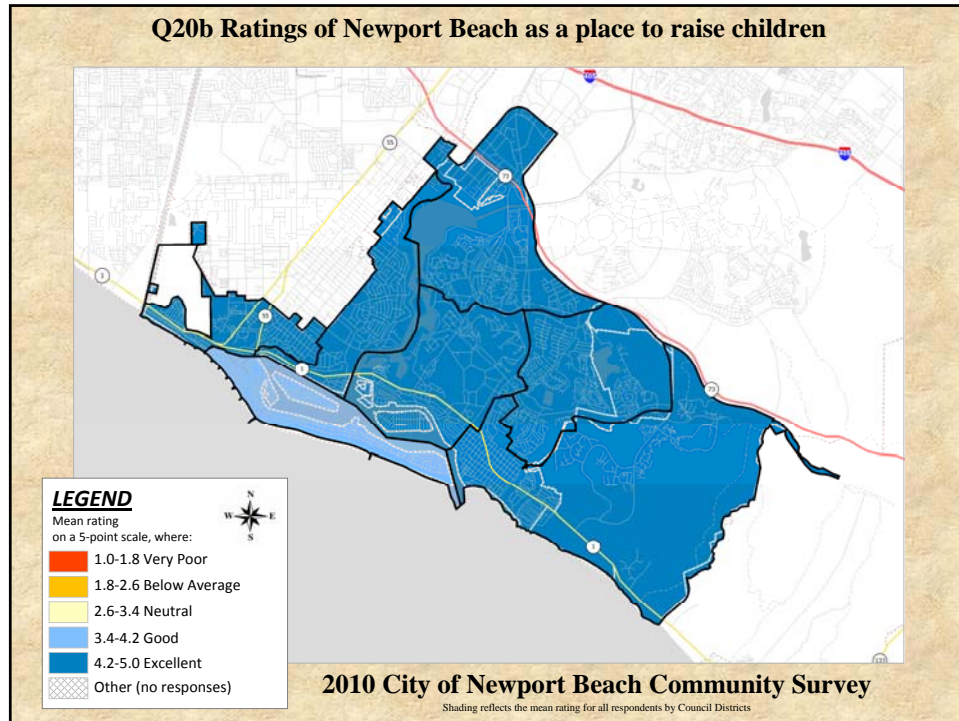


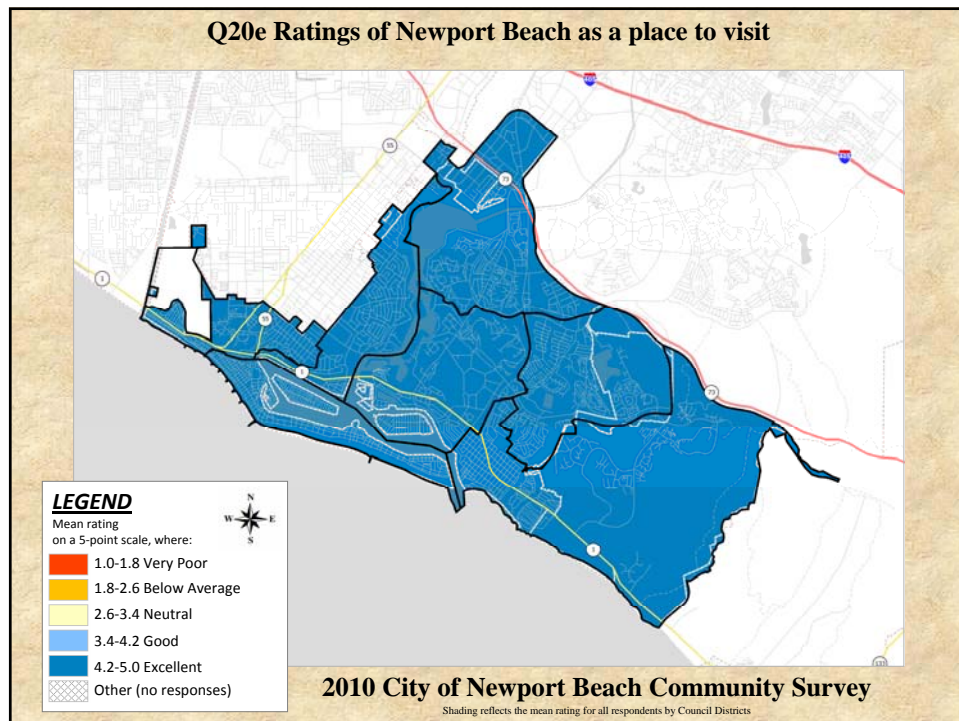
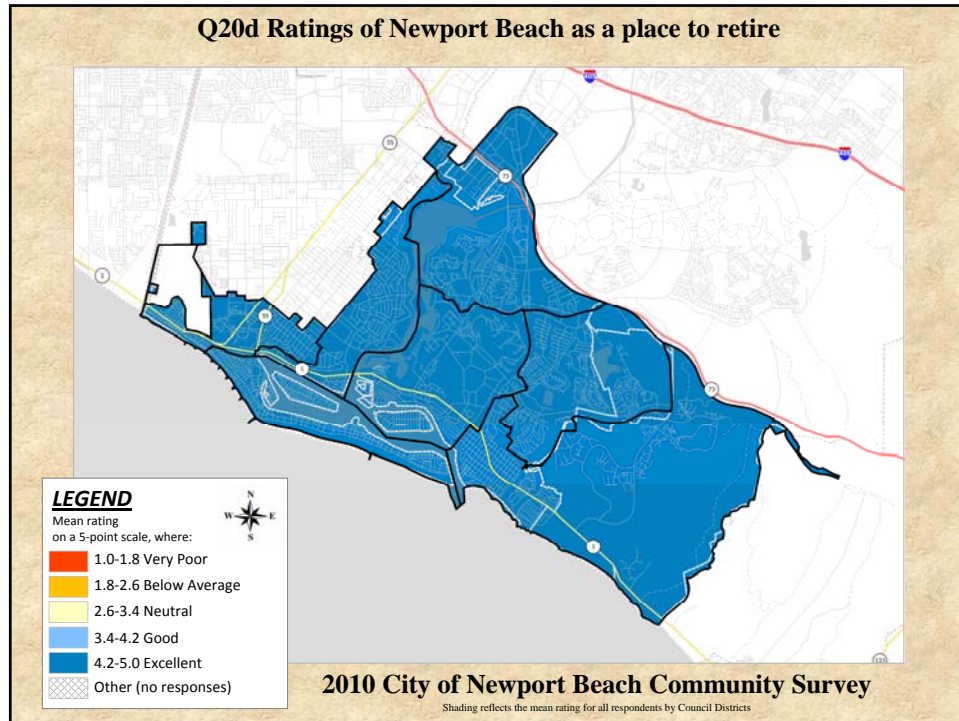


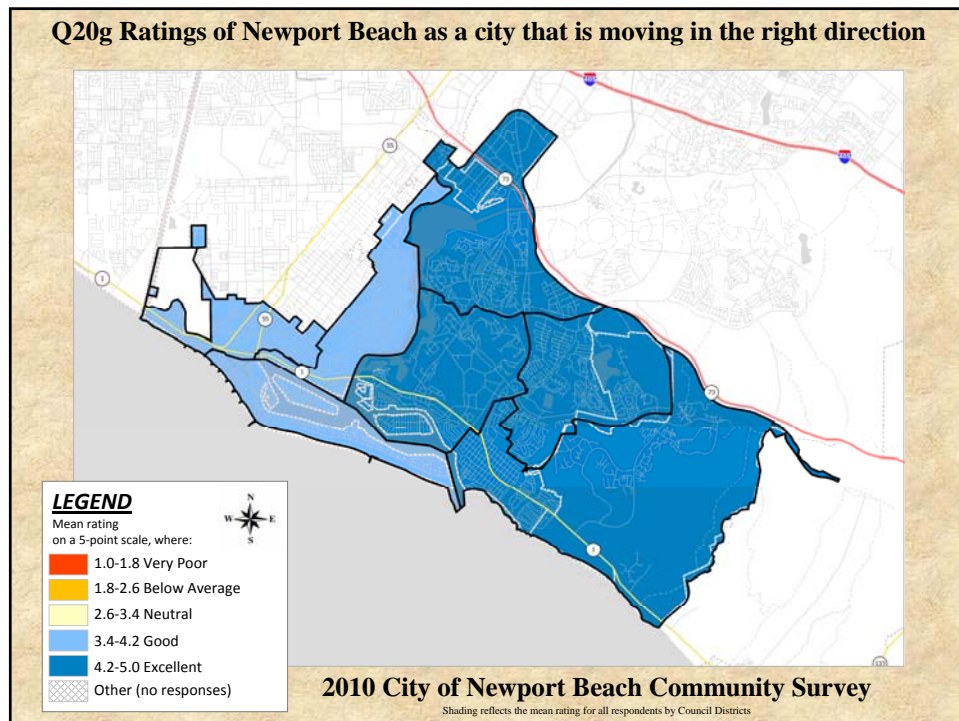
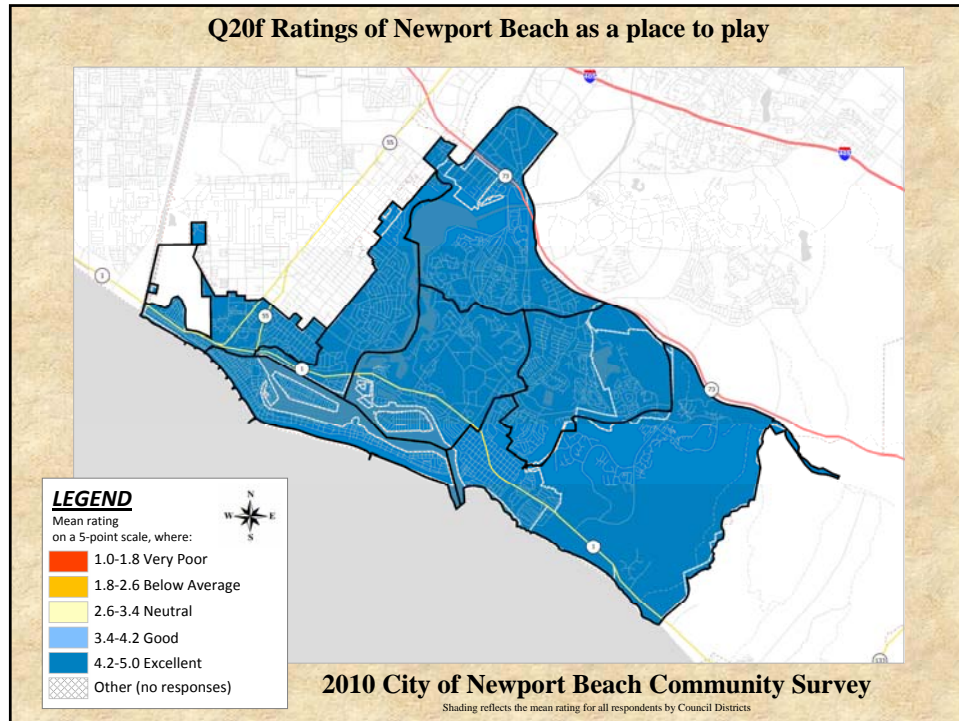


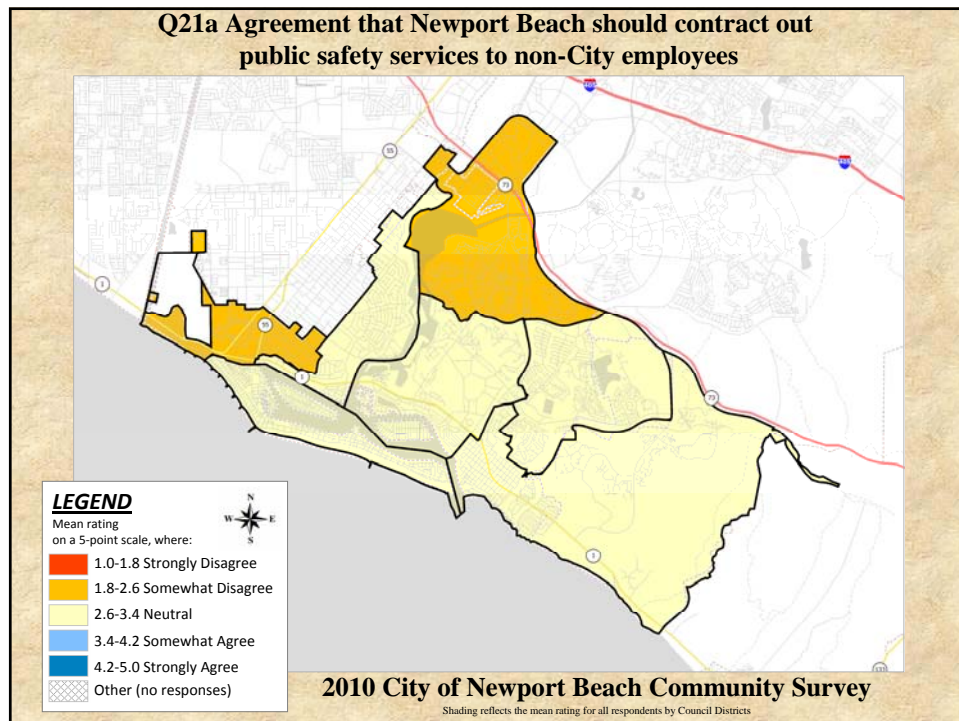
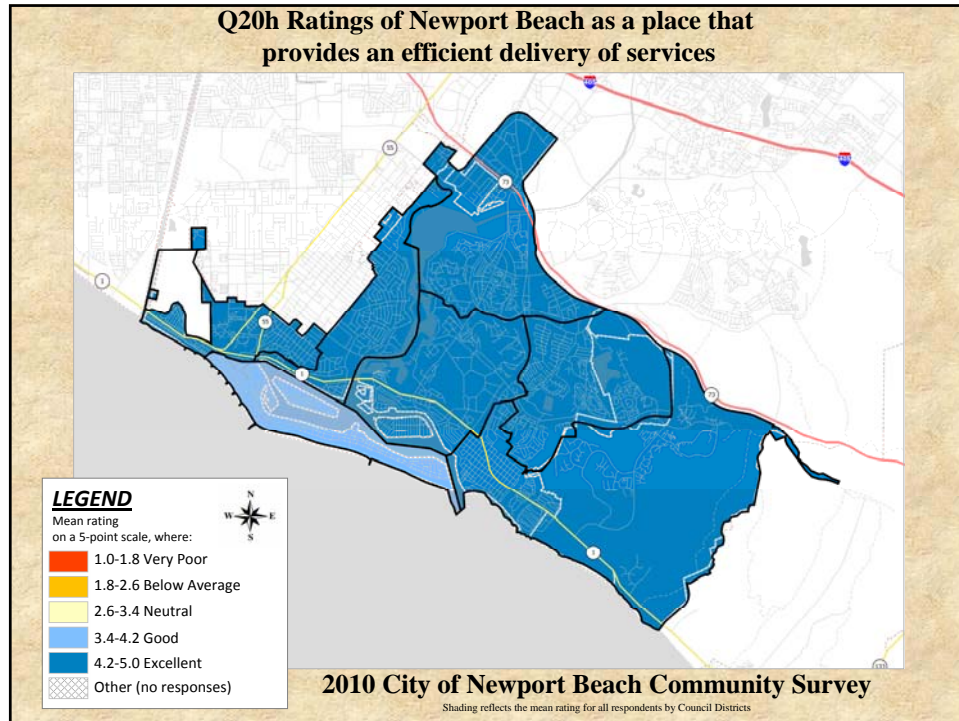


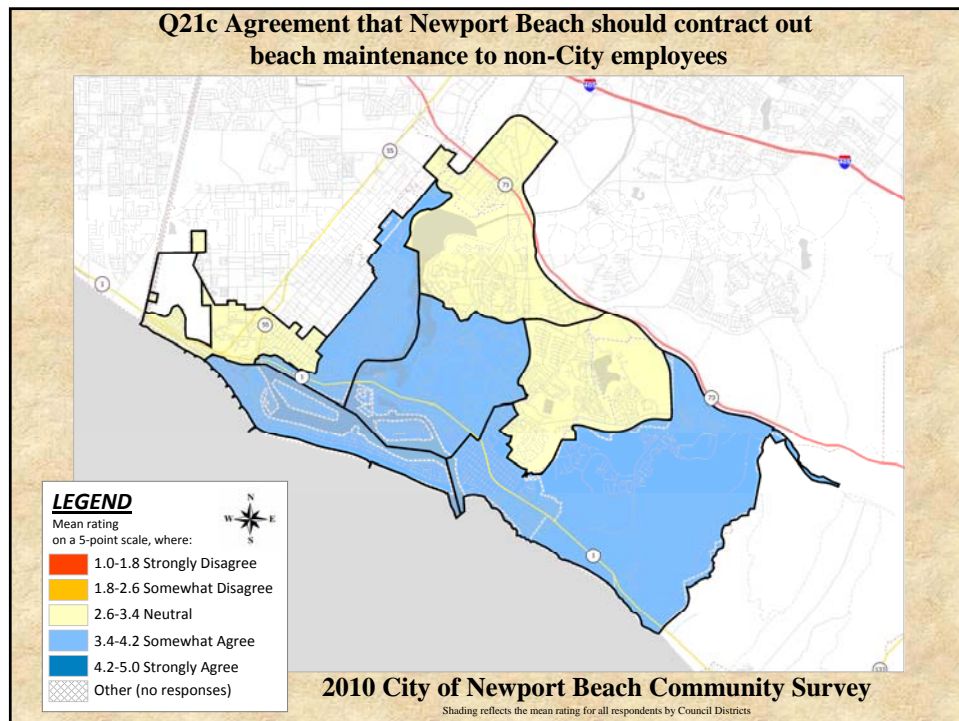
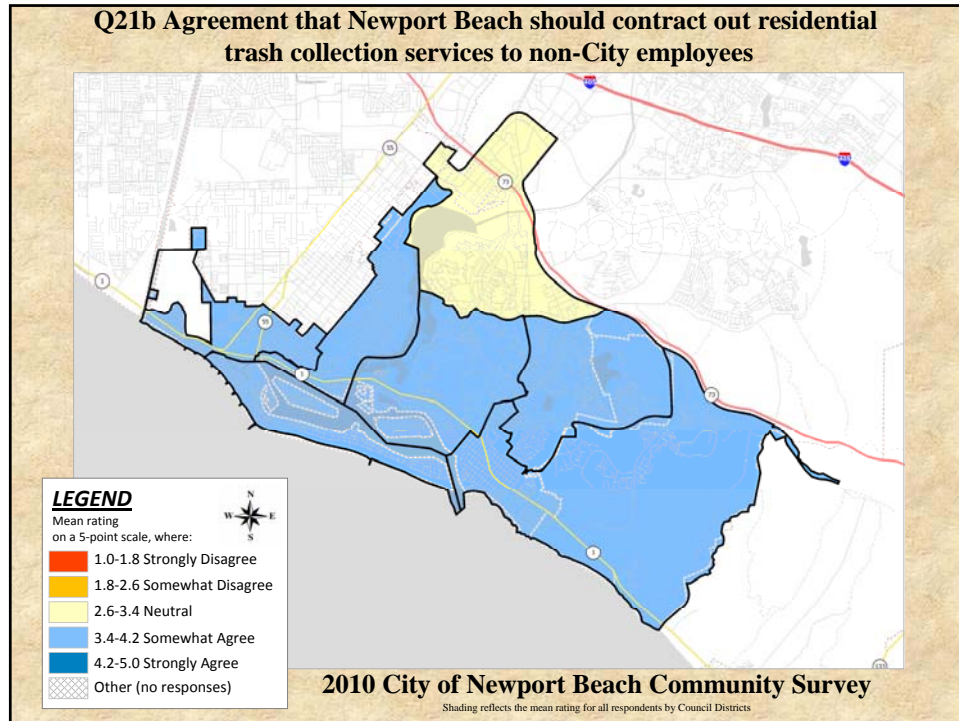


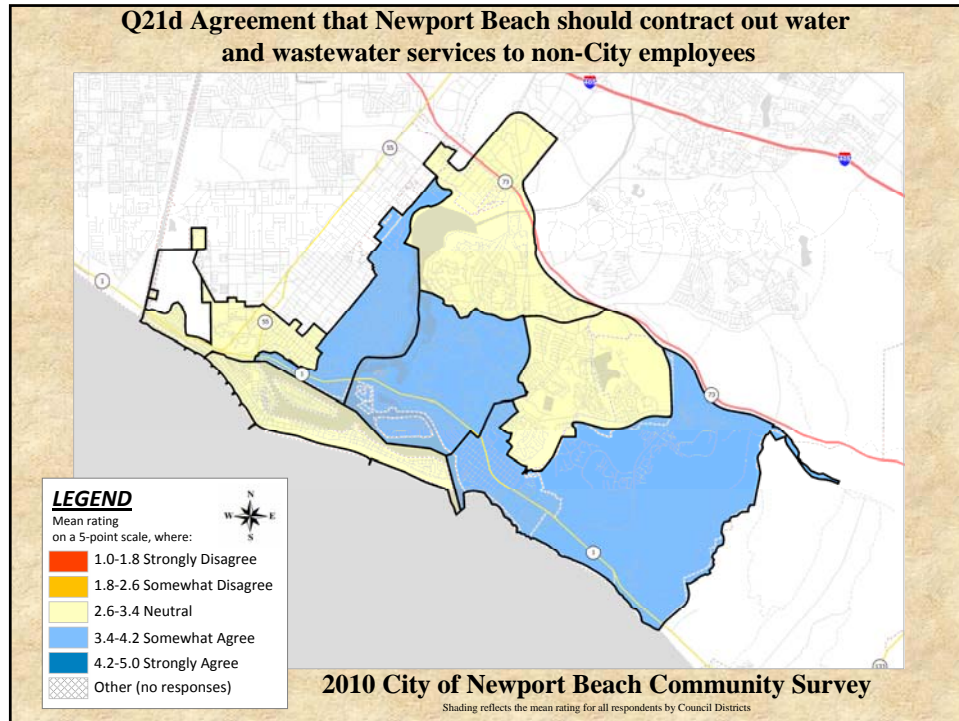












Section 6: Tabular Data

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=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1a. Quality of police, fire & paramedic services	59.1%	27.1%	5.1%	2.5%	0.3%	5.9%
Q1b. Quality of city parks & recreation programs & facilities	48.8%	34.8%	8.3%	1.0%	0.8%	6.3%
Q1c. Maintenance of city streets & infrastructure	36.5%	43.3%	13.6%	4.3%	1.7%	0.7%
Q1d. Quality of City's water supply	39.3%	36.3%	14.0%	4.3%	3.6%	2.5%
Q1e. Enforcement of City codes & ordinances	26.8%	31.9%	17.7%	6.6%	2.3%	14.6%
Q1f. Quality of customer service from City employees	36.7%	34.1%	11.3%	3.7%	2.1%	12.1%
Q1g. Effectiveness of City communication with public	35.8%	38.8%	15.4%	4.4%	1.1%	4.5%
Q1h. Management of traffic flow on City streets	20.6%	45.7%	20.9%	9.4%	2.8%	0.7%
Q1i. Quality of City's library system	59.7%	26.1%	3.7%	0.0%	0.1%	10.3%
Q1j. Maintenance of city's ocean & bay beaches	39.1%	42.8%	10.7%	4.7%	0.7%	2.1%
Q1k. Quality & transparency in the City's financial reports	20.4%	27.0%	20.6%	3.4%	1.9%	26.7%

EXCLUDING DON'T KNOW

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." (without "don't know")

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1a. Quality of police, fire & paramedic services	62.9%	28.8%	5.4%	2.6%	0.3%
Q1b. Quality of city parks & recreation programs & facilities	52.1%	37.2%	8.8%	1.0%	0.9%
Q1c. Maintenance of city streets & infrastructure	36.7%	43.6%	13.7%	4.3%	1.7%
Q1d. Quality of City's water supply	40.3%	37.2%	14.4%	4.4%	3.7%
Q1e. Enforcement of City codes & ordinances	31.4%	37.4%	20.8%	7.7%	2.7%
Q1f. Quality of customer service from City employees	41.8%	38.8%	12.8%	4.2%	2.3%
Q1g. Effectiveness of City communication with public	37.5%	40.6%	16.1%	4.6%	1.2%
Q1h. Management of traffic flow on city streets	20.8%	46.0%	21.1%	9.4%	2.8%
Q1i. Quality of City's library system	66.6%	29.1%	4.1%	0.0%	0.2%
Q1j. Maintenance of city's ocean & bay beaches	39.9%	43.7%	11.0%	4.8%	0.7%
Q1k. Quality & transparency in the City's financial reports	27.8%	36.8%	28.1%	4.7%	2.6%

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. 1 st Choice	Number	Percent
A=Police, fire & paramedic services	132	18.2 %
B=P&R programs & facilities	22	3.0 %
C=Maintenance of streets & infrastructure	79	10.9 %
D=Quality of water supply	61	8.4 %
E=Enforcement of City codes & ordinances	41	5.6 %
F=Customer service from City employees	16	2.2 %
G=Communication between City & the public	20	2.8 %
H=Management of traffic flow	117	16.1 %
I=City's library system	8	1.1 %
J=Maintenance of ocean & bay beaches	81	11.1 %
K=Quality & transparency of financial reports	50	6.9 %
Z=None chosen	100	13.8 %
Total	727	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=Police, fire & paramedic services	49	6.7 %
B=P&R programs & facilities	42	5.8 %
C=Maintenance of streets & infrastructure	106	14.6 %
D=Quality of water supply	47	6.5 %
E=Enforcement of City codes & ordinances	35	4.8 %
F=Customer service from City employees	29	4.0 %
G=Communication between City & the public	45	6.2 %
H=Management of traffic flow	103	14.2 %
I=City's library system	14	1.9 %
J=Maintenance of ocean & bay beaches	71	9.8 %
K=Quality & transparency of financial reports	20	2.8 %
Z=None chosen	166	22.8 %
Total	727	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=Police, fire & paramedic services	39	5.4 %
B=P&R programs & facilities	32	4.4 %
C=Maintenance of streets & infrastructure	61	8.4 %
D=Quality of water supply	41	5.6 %
E=Enforcement of City codes & ordinances	43	5.9 %
F=Customer service from City employees	17	2.3 %
G=Communication between City & the public	25	3.4 %
H=Management of traffic flow	60	8.3 %
I=City's library system	13	1.8 %
J=Maintenance of ocean & bay beaches	94	12.9 %
K=Quality & transparency of financial reports	51	7.0 %
Z=None chosen	251	34.5 %
Total	727	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? (top 3)

Q2. Sum of Top Three Choices	Number	Percent
A = Police, fire & paramedic services	220	30.3 %
B = P&R programs & facilities	96	13.2 %
C = Maintenance of streets & infrastructure	246	33.8 %
D = Quality of water supply	149	20.5 %
E = Enforcement of City codes & ordinances	119	16.4 %
F = Customer service from City employees	62	8.5 %
G = Communication between City & the public	90	12.4 %
H = Management of traffic flow	280	38.5 %
I = City's library system	35	4.8 %
J = Maintenance of ocean & bay beaches	246	33.8 %
K = Quality & transparency of financial reports	121	16.6 %
Z = None chosen	100	13.8 %
Total	1764	

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=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q3a. Quality of services provided by the City	40.9%	46.2%	9.9%	1.5%	0.4%	1.1%
Q3b. Character & quality of your neighborhood	58.7%	29.7%	7.6%	1.8%	1.9%	0.3%
Q3c. How well the City is planning growth	19.8%	32.3%	22.3%	9.5%	2.2%	13.9%
Q3d. Quality of life in the city	55.0%	37.3%	4.4%	2.2%	0.7%	0.4%
Q3e. Feeling of safety in the city	60.2%	31.4%	5.5%	2.2%	0.3%	0.4%

EXCLUDING DON'T KNOW

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." (without "don't know")

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q3a. Quality of services provided by the City	41.3%	46.7%	10.0%	1.5%	0.4%
Q3b. Character & quality of your neighborhood	58.9%	29.8%	7.6%	1.8%	1.9%
Q3c. How well the City is planning growth	23.0%	37.5%	25.9%	11.0%	2.6%
Q3d. Quality of life in the city	55.2%	37.4%	4.4%	2.2%	0.7%
Q3e. Feeling of safety in the city	60.5%	31.5%	5.5%	2.2%	0.3%

Q4. 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=727)

	Very safe	Safe	Neutral	Unsafe	Very unsafe	Don't know
Q4a. Walking in neighborhood during the day	84.3%	14.0%	1.5%	0.0%	0.1%	0.0%
Q4b. Walking in neighborhood after dark	52.8%	31.1%	10.9%	3.0%	0.8%	1.4%
Q4c. In city parks	34.9%	33.7%	14.0%	4.0%	1.0%	12.4%
Q4d. On city beaches	42.8%	35.5%	12.9%	2.5%	1.0%	5.4%
Q4e. In commercial & business areas after dark	28.3%	34.5%	19.8%	6.9%	1.2%	9.2%

EXCLUDING DON'T KNOW**Q4. 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: (without "don't know")**

(N=727)

	Very safe	Safe	Neutral	Unsafe	Very unsafe
Q4a. Walking in neighborhood during the day	84.3%	14.0%	1.5%	0.0%	0.1%
Q4b. Walking in neighborhood after dark	53.6%	31.5%	11.0%	3.1%	0.8%
Q4c. In city parks	39.9%	38.5%	16.0%	4.6%	1.1%
Q4d. On city beaches	45.2%	37.5%	13.7%	2.6%	1.0%
Q4e. In commercial & business areas after dark	31.2%	38.0%	21.8%	7.6%	1.4%

Q5. 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 Public Safety Services items:

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q5a. City efforts to prevent crimes	38.4%	39.9%	11.0%	2.3%	0.6%	7.7%
Q5b. Enforcement of local traffic laws	33.5%	40.5%	13.1%	5.9%	1.9%	5.1%
Q5c. How quickly police respond to emergencies	39.3%	28.7%	9.2%	1.2%	0.7%	20.9%
Q5d. Frequency that police patrol in your neighborhood	20.8%	32.6%	21.8%	9.2%	3.7%	11.8%
Q5e. Quality of local fire protection services	50.8%	29.1%	4.1%	0.4%	0.3%	15.3%
Q5f. City's fire prevention & education programs	29.3%	25.3%	13.8%	1.1%	0.4%	30.0%
Q5g. How quickly fire personnel respond to emergencies	45.5%	23.3%	5.6%	0.3%	0.1%	25.2%
Q5h. Quality of emergency medical paramedic services	51.7%	22.2%	3.9%	0.0%	0.1%	22.2%
Q5i. Quality of lifeguard services	41.3%	31.1%	5.8%	0.3%	0.1%	21.3%
Q5j. Enforcement of parking regulations	30.6%	36.5%	16.3%	4.3%	2.9%	9.5%

EXCLUDING DON'T KNOW

Q5. 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 Public Safety Services items: (without "don't know")

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q5a. City efforts to prevent crimes	41.6%	43.3%	11.9%	2.5%	0.6%
Q5b. Enforcement of local traffic laws	35.3%	42.7%	13.8%	6.2%	2.0%
Q5c. How quickly police respond to emergencies	49.7%	36.2%	11.7%	1.6%	0.9%
Q5d. Frequency that police patrol in your neighborhood	23.6%	37.0%	24.7%	10.5%	4.2%
Q5e. Quality of local fire protection services	60.0%	34.3%	4.9%	0.5%	0.3%
Q5f. City's fire prevention & education programs	41.9%	36.2%	19.7%	1.6%	0.6%
Q5g. How quickly fire personnel respond to emergencies	60.8%	31.1%	7.6%	0.4%	0.2%
Q5h. Quality of emergency medical paramedic services	66.4%	28.5%	5.0%	0.0%	0.2%
Q5i. Quality of lifeguard services	52.5%	39.6%	7.4%	0.4%	0.2%
Q5j. Enforcement of parking regulations	33.8%	40.3%	18.0%	4.7%	3.2%

Q6. Which TWO of the public safety services listed in Question #5 do you think should receive the most emphasis from City leaders over the next two years?

Q6. 1 st Choice	Number	Percent
A=City efforts to prevent crimes	199	27.4 %
B=Enforcement of local traffic laws	64	8.8 %
C=How quickly police respond to emergencies	51	7.0 %
D=Frequency that police patrol neighborhoods	101	13.9 %
E=Quality of local fire protection	25	3.4 %
F=City's fire prevention & education programs	12	1.7 %
G=How quickly fire personnel respond to emergencies	19	2.6 %
H=Quality of emergency medical paramedic services	21	2.9 %
I=Quality of lifeguard services	17	2.3 %
J=Enforcement of parking regulations	58	8.0 %
Z=None Chosen	160	22.0 %
Total	727	100.0 %

Q6. Which TWO of the public safety services listed in Question #5 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	49	6.7 %
B=Enforcement of local traffic laws	55	7.6 %
C=How quickly police respond to emergencies	56	7.7 %
D=Frequency police patrol neighborhoods	93	12.8 %
E=Quality of local fire protection	33	4.5 %
F=City's fire prevention & education programs	34	4.7 %
G=How quickly fire personnel respond to emergencies	52	7.2 %
H=Quality of emergency medical paramedic services	29	4.0 %
I=Quality of lifeguard services	28	3.9 %
J=Enforcement of parking regulations	36	5.0 %
Z= None Chosen	262	36.0 %
Total	727	100.0 %

Q6. Which TWO of the public safety services listed in Question #5 do you think should receive the most emphasis from City leaders over the next two years? (top 2)

Q6. Sum of Top Two Choices	Number	Percent
A = City efforts to prevent crimes	248	34.1 %
B = Enforcement of local traffic laws	119	16.4 %
C = Police respond to emergencies	107	14.7 %
D = Frequency police patrol neighborhoods	194	26.7 %
E = Quality of local fire protection	58	8.0 %
F = City's fire prevention & education programs	46	6.3 %
G = How quickly fire personnel respond to emergencies	71	9.8 %
H = Quality of emergency medical paramedic services	50	6.9 %
I = Quality of lifeguard services	45	6.2 %
J = Enforcement of parking regulations	94	12.9 %
Z = None Chosen	160	22.0 %
Total	1192	

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

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q7a. Maintenance of city parks	43.7%	39.4%	5.2%	1.9%	0.1%	9.6%
Q7b. Number of city parks	38.0%	34.3%	11.8%	4.5%	0.8%	10.5%
Q7c. Walking & biking trails in the city	29.2%	36.1%	14.9%	7.0%	0.1%	12.7%
Q7d. Availability of city recreation facilities	33.9%	36.6%	12.3%	3.6%	0.8%	12.8%
Q7e. Outdoor of athletic facilities	30.2%	35.8%	12.8%	3.9%	0.7%	16.7%
Q7f. Availability of information about recreation programs	39.3%	32.0%	12.7%	3.2%	1.2%	11.7%
Q7g. Quality of programs for youth	33.5%	25.5%	10.9%	1.0%	0.3%	28.9%
Q7h. Quality of programs for adults	32.9%	26.4%	12.3%	2.5%	0.3%	25.6%
Q7i. Quality of programs for seniors	35.0%	22.0%	9.0%	1.5%	0.6%	32.0%

EXCLUDING DON'T KNOW

Q7. Please rate your satisfaction with each of the following Facility and Recreation items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q7a. Maintenance of city parks	48.3%	43.6%	5.8%	2.1%	0.2%
Q7b. Number of city parks	42.5%	38.3%	13.2%	5.1%	0.9%
Q7c. Walking & biking trails in the city	33.4%	41.3%	17.0%	8.0%	0.2%
Q7d. Availability of city recreation facilities	38.9%	42.0%	14.1%	4.1%	0.9%
Q7e. Outdoor athletic facilities	36.2%	43.0%	15.4%	4.6%	0.8%
Q7f. Availability of information about recreation programs	44.5%	36.2%	14.4%	3.6%	1.4%
Q7g. Quality of programs for youth	47.1%	35.9%	15.3%	1.4%	0.4%
Q7h. Quality of programs for adults	44.3%	35.6%	16.5%	3.3%	0.4%
Q7i. Quality of programs for seniors	51.4%	32.4%	13.2%	2.2%	0.8%

Q8. Which TWO of the facility and recreation items listed in Question #7 above do you think should receive the most emphasis from City leaders over the next two years?

Q8. 1 st Choice	Number	Percent
A=Maintenance of city parks	148	20.4 %
B=Number of city parks	43	5.9 %
C=Walking & biking trails in the city	95	13.1 %
D=Availability of city recreation facilities	33	4.5 %
E=Outdoor athletic facilities	36	5.0 %
F=Availability of information about programs	48	6.6 %
G=Quality of youth programs	60	8.3 %
H=Quality of adult programs	24	3.3 %
I=Quality of senior programs	45	6.2 %
Z= None Chosen	195	26.8 %
Total	727	100.0 %

Q8. Which TWO of the facility and recreation items listed in Question #7 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	50	6.9 %
B=Number of city parks	29	4.0 %
C=Walking & biking trails in the city	93	12.8 %
D=Availability of recreation facilities	52	7.2 %
E=Outdoor athletic facilities	42	5.8 %
F=Availability of information about programs	36	5.0 %
G=Quality of youth programs	52	7.2 %
H=Quality of adult programs	29	4.0 %
I=Quality of senior programs	55	7.6 %
Z= None Chosen	289	39.8 %
Total	727	100.0 %

Q8. Which TWO of the facility and recreation items listed in Question #7 above do you think should receive the most emphasis from City leaders over the next two years? (top 2)

Q8. Sum of Top Two Choices	Number	Percent
A = Maintenance of city parks	198	27.2 %
B = Number of city parks	72	9.9 %
C = Walking & biking trails in the city	188	25.9 %
D = Availability of recreation facilities	85	11.7 %
E = Outdoor athletic facilities	78	10.7 %
F = Availability of information about programs	84	11.6 %
G = Quality of youth programs	112	15.4 %
H = Quality of adult programs	53	7.3 %
I = Quality of senior programs	100	13.8 %
Z = None Chosen	195	26.8 %
Total	1165	

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?

Q9. How many times did you visit a park	Number	Percent
1=None	77	10.6 %
2=5 times or less	159	21.9 %
3=6 to 10 times	96	13.2 %
4=11 to 20 times	93	12.8 %
5=20+ times	293	40.3 %
9=Don't know	9	1.2 %
Total	727	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?

Q10. How many times did you visit a beach	Number	Percent
1=None	35	4.8 %
2=5 times or less	109	15.0 %
3=6 to 10 times	90	12.4 %
4=11 to 20 times	117	16.1 %
5=20+ times	364	50.1 %
9=Don't know	12	1.7 %
Total	727	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?

Q11. How many times did you visit a library	Number	Percent
1=None	112	15.4 %
2=5 times or less	190	26.1 %
3=6 to 10 times	117	16.1 %
4=11 to 20 times	102	14.0 %
5=20+ times	190	26.1 %
9=Don't know	16	2.2 %
Total	727	100.0 %

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

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q12a. Residential trash collection services	63.8%	25.1%	5.2%	2.1%	0.8%	3.0%
Q12b. Street sweeping services	55.6%	31.3%	5.9%	2.5%	0.6%	4.1%
Q12c. Water service	50.7%	32.4%	8.0%	2.5%	2.2%	4.3%
Q12d. Sewer/Wastewater services	48.8%	32.0%	9.5%	1.7%	0.7%	7.4%

EXCLUDING DON'T KNOW

Q12. Please rate your satisfaction with each of the following City Utility and General Services items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q12a. Residential trash collection services	65.8%	25.9%	5.4%	2.1%	0.9%
Q12b. Street sweeping services	58.0%	32.6%	6.2%	2.6%	0.6%
Q12c. Water service	52.9%	33.8%	8.3%	2.6%	2.3%
Q12d. Sewer/Wastewater services	52.7%	34.5%	10.3%	1.8%	0.7%

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

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q13a. Enforcement of the clean up of debris on private property	23.7%	25.9%	17.2%	5.9%	2.6%	24.7%
Q13b. Enforcement of water quality regulations	23.6%	28.2%	17.2%	2.1%	2.2%	26.7%
Q13c. Enforcement of the exterior maintenance of residential property	22.9%	28.2%	19.3%	5.1%	3.2%	21.3%
Q13d. Enforcement of the exterior maintenance of commercial property	22.9%	33.6%	17.6%	4.3%	2.2%	19.4%
Q13e. Enforcement of animal control regulations	23.4%	35.0%	15.3%	7.2%	2.6%	16.5%

EXCLUDING DON'T KNOW**Q13. Please rate your satisfaction with each of the following Code Enforcement items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")**

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q13a. Enforcement of the clean up of debris on private property	31.4%	34.4%	22.9%	7.9%	3.5%
Q13b. Enforcement of water quality regulations	32.1%	38.5%	23.5%	2.8%	3.0%
Q13c. Enforcement of the exterior maintenance of residential property	29.1%	35.9%	24.5%	6.5%	4.0%
Q13d. Enforcement of the exterior maintenance of commercial property	28.4%	41.7%	21.9%	5.3%	2.7%
Q13e. Enforcement of animal control regulations	28.1%	41.9%	18.3%	8.6%	3.1%

Q14. Which TWO of the code enforcement items listed in Question #13 above do you think should receive the most emphasis from City leaders over the next two years?

Q14. 1 st Choice	Number	Percent
A=Clean up of debris on private property	120	16.5 %
B=Water quality regulations	130	17.9 %
C=Exterior maintenance of residential property	82	11.3 %
D=Exterior maintenance of commercial property	70	9.6 %
E=Animal control regulations	109	15.0 %
Z=None chosen	216	29.7 %
Total	727	100.0 %

Q14. Which TWO of the code enforcement items listed in Question #13 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	70	9.6 %
B=Water quality regulations	73	10.0 %
C=Exterior maintenance of residential property	96	13.2 %
D=Exterior maintenance of commercial property	91	12.5 %
E=Animal control regulations	81	11.1 %
Z=None chosen	316	43.5 %
Total	727	100.0 %

Q14. Which TWO of the code enforcement items listed in Question #13 above do you think should receive the most emphasis from City leaders over the next two years? (top 2)

Q14. Sum of Top Two Choices	Number	Percent
A = Clean up of debris on private property	190	26.1 %
B = Water quality regulations	203	27.9 %
C = Exterior maintenance of residential property	178	24.5 %
D = Exterior maintenance of commercial property	161	22.1 %
E = Animal control regulations	190	26.1 %
Z = None chosen	216	29.7 %
Total	1138	

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

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q15a. How well you are informed about City budget issues	17.1%	27.5%	28.8%	8.4%	4.7%	13.5%
Q15b. City efforts to keep you informed about local issues	23.4%	37.3%	24.4%	5.9%	2.6%	6.3%
Q15c. Quality of City's cable channel (NBTV) programming	10.6%	19.7%	18.2%	6.7%	3.7%	41.0%
Q15d. Quality of City's website	17.1%	28.7%	16.5%	3.3%	1.0%	33.5%
Q15e. Information in the City Manager's community newsletter	26.0%	30.9%	18.6%	2.1%	2.3%	20.1%

Q15. Please rate your satisfaction with each of the following Communication items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q15a. How well you are informed about City budget issues	19.7%	31.8%	33.3%	9.7%	5.4%
Q15b. City efforts to keep you informed about local issues	25.0%	39.9%	26.0%	6.3%	2.8%
Q15c. Quality of City's cable channel (NBTV) programming	18.0%	33.4%	30.8%	11.4%	6.3%
Q15d. Quality of City's website	25.7%	43.1%	24.8%	5.0%	1.4%
Q15e. Information in the City Manager's community newsletter	32.6%	38.6%	23.3%	2.6%	2.9%

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

<u>Q16. Which do you use to get information</u>	<u>Number</u>	<u>Percent</u>
01 = Utility bill	194	26.7 %
02 = Local newspapers	482	66.3 %
03 = Cable channel (NBTV)	131	18.0 %
04 = Regional newspaper	228	31.4 %
05 = Online News Source	101	13.9 %
06 = City website (www.newportbeachca.gov)	263	36.2 %
07 = Social media/networking	35	4.8 %
08 = City Manager's monthly video update	23	3.2 %
09 = City Manager's community newsletter	340	46.8 %
10 = Other Internet sites	46	6.3 %
11 = Other	98	13.5 %
99 = None chosen	12	1.7 %
Total	1953	

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

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q17a. Condition of major city streets	35.8%	47.5%	11.8%	3.2%	0.8%	0.8%
Q17b. Condition of neighborhood streets	42.8%	41.0%	9.4%	4.8%	0.8%	1.1%
Q17c. Condition of street signs & traffic signals	42.1%	45.2%	8.4%	2.3%	1.0%	1.0%
Q17d. Condition of sidewalks in neighborhood	37.1%	38.3%	13.8%	5.1%	1.5%	4.3%
Q17e. Attractiveness of streetscapes & medians	44.6%	40.9%	9.4%	2.8%	1.2%	1.1%
Q17f. Adequacy of city street lighting	38.8%	37.1%	12.9%	7.0%	2.2%	1.9%
Q17g. Cleanliness of city streets & public areas	41.9%	44.5%	10.2%	1.8%	0.8%	0.8%
Q17h. Cleanliness of storm water drains in neighborhood	36.0%	40.6%	10.7%	3.2%	1.1%	8.4%
Q17i. Cleanliness of city beaches	31.0%	42.7%	14.0%	6.1%	0.8%	5.4%

EXCLUDING DON'T KNOW

Q17. Please rate your satisfaction with each of the following Maintenance items using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without "don't know")

(N=727)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q17a. Condition of major city streets	36.1%	47.9%	11.9%	3.2%	0.8%
Q17b. Condition of neighborhood streets	43.3%	41.5%	9.5%	4.9%	0.8%
Q17c. Condition of street signs & traffic signals	42.6%	45.6%	8.5%	2.4%	1.0%
Q17d. Condition of sidewalks in neighborhood	38.7%	40.0%	14.4%	5.3%	1.6%
Q17e. Attractiveness of streetscapes & medians	45.1%	41.4%	9.5%	2.8%	1.3%
Q17f. Adequacy of city street lighting	39.6%	37.8%	13.2%	7.2%	2.2%
Q17g. Cleanliness of city streets & public areas	42.2%	44.9%	10.3%	1.8%	0.8%
Q17h. Cleanliness of storm water drains in neighborhood	39.2%	44.4%	11.7%	3.5%	1.2%
Q17i. Cleanliness of city beaches	32.8%	45.1%	14.8%	6.4%	0.9%

Q18. Which TWO of the maintenance items listed in Question #17 above do you think should receive the most emphasis from City leaders over the next two years?

Q18. 1 st Choice	Number	Percent
A=Condition of major streets	129	17.7 %
B=Condition of neighborhood streets	37	5.1 %
C=Condition of street signs & traffic signals	33	4.5 %
D=Condition of neighborhood sidewalks	42	5.8 %
E=Attractiveness of streetscapes & medians	28	3.9 %
F=Adequacy of street lighting	74	10.2 %
G=Cleanliness of streets & public areas	35	4.8 %
H=Cleanliness of storm water drains	38	5.2 %
I=Cleanliness of beaches	161	22.1 %
Z=None chosen	150	20.6 %
Total	727	100.0 %

Q18. Which TWO of the maintenance items listed in Question #17 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 streets	39	5.4 %
B=Condition of neighborhood streets	42	5.8 %
C=Condition of street signs & traffic signals	26	3.6 %
D=Condition of neighborhood sidewalks	50	6.9 %
E=Attractiveness of streetscapes & medians	31	4.3 %
F=Adequacy of street lighting	53	7.3 %
G=Cleanliness of streets & public areas	78	10.7 %
H=Cleanliness of storm water drains	41	5.6 %
I=Cleanliness of beaches	123	16.9 %
Z=None chosen	244	33.6 %
Total	727	100.0 %

Q18. Which TWO of the maintenance items listed in Question #17 above do you think should receive the most emphasis from City leaders over the next two years? (top 2)

Q18. Sum of Top Two Choices	Number	Percent
A = Condition of major streets	168	23.1 %
B = Condition of neighborhood streets	79	10.9 %
C = Condition of street signs & traffic signals	59	8.1 %
D = Condition of neighborhood sidewalks	92	12.7 %
E = Attractiveness of streetscapes & medians	59	8.1 %
F = Adequacy of street lighting	127	17.5 %
G = Cleanliness of streets & public areas	113	15.5 %
H = Cleanliness of storm water drains	79	10.9 %
I = Cleanliness of beaches	284	39.1 %
Z = None chosen	150	20.6 %
Total	1210	

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

<u>Q19. Have you contacted any department</u>	<u>Number</u>	<u>Percent</u>
1=Yes	416	57.2 %
2=No	309	42.5 %
9=Not provided	2	0.3 %
Total	727	100.0 %

**Q19a. If YES to Question #19, Which City Department did you contact most recently?
(Multiple Choices Allowed)**

<u>Q19a. Which department did you contact most recently</u>	<u>Number</u>	<u>Percent</u>
01 = Fire	21	5.0 %
02 = Planning	41	9.9 %
03 = Building	50	12.0 %
04 = Police	113	27.2 %
05 = Water/Wastewater	38	9.1 %
06 = Public Works	43	10.3 %
07 = Library Services	62	14.9 %
08 = Recreation & Senior Services	77	18.5 %
09 = City Manager's Office/City Council	16	3.8 %
10 = General Services/Refuse/Street Maintenance	33	7.9 %
11 = Finance/Licensing/Billing	33	7.9 %
12 = City Clerk	15	3.6 %
13 = Other	67	16.1 %
Total	609	

Q19b-f. If YES to Question #19, please rate your satisfaction with the City employees you contacted in the Department you selected in Question #19a. (Multiple Selections Allowed)

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q19b. How easy they were to contact	54.6%	28.6%	6.5%	6.0%	3.1%	1.2%
Q19c. The way you were treated	56.5%	24.5%	7.9%	6.5%	2.9%	1.7%
Q19d. Accuracy of the information & assistance given	54.3%	24.8%	9.9%	5.3%	3.4%	2.4%
Q19e. How quickly staff responded to your request	53.1%	21.6%	8.2%	8.4%	5.8%	2.9%
Q19f. How well your issue was handled	53.6%	21.9%	7.5%	8.2%	7.2%	1.7%

EXCLUDING DON'T KNOW**Q19b-f. If YES to Question #19, please rate your satisfaction with the City employees you contacted in the Department you selected in Question #19a. (without "don't know")**

(N=416)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q19b. How easy they were to contact	55.2%	29.0%	6.6%	6.1%	3.2%
Q19c. The way you were treated	57.5%	24.9%	8.1%	6.6%	2.9%
Q19d. Accuracy of the information & assistance given	55.7%	25.4%	10.1%	5.4%	3.4%
Q19e. How quickly staff responded to your request	54.7%	22.3%	8.4%	8.7%	5.9%
Q19f. How well your issue was handled	54.5%	22.2%	7.6%	8.3%	7.3%

Q20. 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=727)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q20a. As a place to live	79.1%	17.5%	2.2%	0.3%	0.4%	0.6%
Q20b. As a place to raise children	59.9%	25.3%	4.8%	1.8%	1.2%	6.9%
Q20c. As a place to work	58.5%	22.9%	6.1%	1.1%	0.7%	10.7%
Q20d. As a place to retire	66.4%	17.9%	6.7%	4.0%	1.2%	3.7%
Q20e. As a place to visit	76.7%	18.3%	2.1%	0.3%	0.7%	1.9%
Q20f. As a place to play	70.8%	22.9%	3.7%	0.6%	0.1%	1.9%
Q20g. As a city that is moving in the right direction	46.3%	31.1%	12.7%	3.4%	1.2%	5.2%
Q20h. As a place that provides an efficient delivery of services	50.7%	34.8%	8.5%	1.8%	1.7%	2.5%

EXCLUDING DON'T KNOW**Q20. 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: (without "don't know")**

(N=727)

	Excellent	Good	Neutral	Below Average	Poor
Q20a. As a place to live	79.5%	17.6%	2.2%	0.3%	0.4%
Q20b. As a place to raise children	64.3%	27.2%	5.2%	1.9%	1.3%
Q20c. As a place to work	65.6%	25.6%	6.8%	1.2%	0.8%
Q20d. As a place to retire	69.0%	18.6%	7.0%	4.1%	1.3%
Q20e. As a place to visit	78.2%	18.7%	2.1%	0.3%	0.7%
Q20f. As a place to play	72.2%	23.3%	3.8%	0.6%	0.1%
Q20g. As a city that is moving in the right direction	48.8%	32.8%	13.4%	3.6%	1.3%
Q20h. As a place that provides an efficient delivery of services	52.0%	35.7%	8.8%	1.8%	1.7%

Q21. Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree," please rate the following Contracting Out of Services.

(N=727)

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Don't Know
Q21a. Public safety	17.4%	17.9%	12.7%	14.0%	29.9%	8.1%
Q21b. Residential trash collection	32.4%	23.8%	15.3%	6.3%	14.6%	7.6%
Q21c. Beach maintenance	30.2%	24.8%	13.6%	8.0%	16.3%	7.2%
Q21d. Water & wastewater services	25.9%	21.9%	15.8%	9.4%	16.9%	10.1%

EXCLUDING DON'T KNOW

Q21. Using a scale of 1 to 5 where 5 means "strongly agree" and 1 means "strongly disagree," please rate the following Contracting Out of Services. (without "don't know")

(N=727)

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Q21a. Public safety	18.9%	19.5%	13.8%	15.3%	32.5%
Q21b. Residential trash collection	35.0%	25.8%	16.5%	6.9%	15.8%
Q21c. Beach maintenance	32.5%	26.7%	14.7%	8.6%	17.5%
Q21d. Water & wastewater services	28.8%	24.3%	17.6%	10.4%	18.8%

Q22. If a water taxi existed that you could call to your private dock to take just you and your family or friends by water directly to a public or participating private dock somewhere else in the harbor, would you take a water taxi instead of driving a car?

<u>Q22. Take a water taxi instead of driving a car</u>	<u>Number</u>	<u>Percent</u>
1=Yes	304	41.8 %
2=No	419	57.6 %
9=Don't know	4	0.6 %
Total	727	100.0 %

Q22a. How much would you be willing to pay for a one-way trip on a water taxi?

<u>Q22a. How much to pay for one-way trip on water taxi</u>	<u>Number</u>	<u>Percent</u>
Less than \$1.00	6	2.3 %
\$1.00	17	6.5 %
\$1.50	5	1.9 %
\$2.00	31	11.8 %
\$2.50	5	1.9 %
\$3.00	25	9.5 %
\$3.50	1	0.4 %
\$4.00	5	1.9 %
\$5.00	94	35.9 %
\$6.00-\$9.00	7	2.7 %
\$10.00	46	17.6 %
\$15.00-\$20.00	14	5.3 %
\$21.00 or more	6	2.3 %
Total	262	100.0 %

Not provided = 42

Q22b. How often would you use the water taxi?

<u>Q22b. How often would you use water taxi</u>	<u>Number</u>	<u>Percent</u>
1=Almost daily	4	1.3 %
2=A few times per week	37	12.2 %
3=A few times per month	87	28.6 %
4=A few times per year	125	41.1 %
5=Seldom or never	40	13.2 %
9=Don't know	11	3.6 %
Total	304	100.0 %

Q23. If there was a water bus route for the general public that made a regular circuit of the entire harbor with stops at the public docks and participating private commercial docks, would you use the water bus to get around the harbor instead of driving your car?

Q23. Would you use water bus instead of driving
car

	Number	Percent
1=Yes	328	45.1 %
2=No	399	54.9 %
Total	727	100.0 %

Q23a. How much would you be willing to pay for a one-way trip on a water bus?

Q23a. How much to pay for one-way trip on
water bus

	Number	Percent
Less than \$1.00	6	2.0 %
\$1.00	39	13.3 %
\$1.25-\$1.75	9	3.1 %
\$2.00	77	26.3 %
\$2.50	6	2.0 %
\$3.00	41	14.0 %
\$3.50	1	0.3 %
\$4.00	8	2.7 %
\$5.00	74	25.3 %
\$6.00-\$9.00	4	1.4 %
\$10.00	23	7.8 %
\$11.00 or more	5	1.7 %
Total	293	100.0 %

Not provided = 35

Q23b. How often would you use the water bus?

<u>Q23b. How often would you use water bus</u>	<u>Number</u>	<u>Percent</u>
1=Almost daily	6	1.8 %
2=a few times per week	46	14.0 %
3=A few times per month	107	32.6 %
4=A few times per year	145	44.2 %
5=Seldom or never	21	6.4 %
9=Don't know	3	0.9 %
Total	328	100.0 %

Q24. The speed limit in the harbor is 5 miles per hour, so it would take 30 minutes to travel by water taxi or water bus from the Cannery Restaurant to Haborside Pavilion/Fun Zone. Knowing this, would you use a water taxi or water bus to travel from the Cannery Restaurant to the Haborside Pavilion/Fun Zone?

Q24. Use a water taxi or water bus from Cannery Restaurant to Harborside Pavilion/Fun Zone		
	<u>Number</u>	<u>Percent</u>
1=Yes	305	42.0 %
2=No	379	52.1 %
9=Don't know	43	5.9 %
Total	727	100.0 %

Q25. Approximately, how many years have you lived in the City of Newport Beach?

<u>Q25. Years lived in Newport Beach</u>	<u>Number</u>	<u>Percent</u>
1=Less than 5 years	107	14.7 %
2=5-10 years	115	15.8 %
3=11-20 years	183	25.2 %
4=20+ years	322	44.3 %
Total	727	100.0 %

Q26. Are you a year-round (10 months or more) or seasonal resident?

<u>Q26. A year-round or seasonal resident</u>	<u>Number</u>	<u>Percent</u>
1=Year-round	692	95.2 %
2=Seasonal	35	4.8 %
Total	727	100.0 %

Q27. What is your age?

<u>Q27. Age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	145	19.9 %
35-44 years	130	17.9 %
45-54 years	148	20.4 %
55-64 years	146	20.1 %
65-74 years	80	11.0 %
75+ years	78	10.7 %
Total	727	100.0 %

Q28. What is your gender?

<u>Q28. Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	340	46.8 %
2=Female	387	53.2 %
Total	727	100.0 %

Q29. Do you own or rent your current residence?

<u>Q29. Own or rent residence</u>	<u>Number</u>	<u>Percent</u>
1=Own	516	71.0 %
2=Rent	211	29.0 %
Total	727	100.0 %

Q30. Which of the following best describes your race/ethnicity? Multiple responses allowed

<u>Q30. Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian	47	6.5 %
White	637	87.6 %
American Indian/Eskimo	8	1.1 %
Pacific Islander	1	0.1 %
Hispanic/Latino/Spanish	45	6.2 %
Other	6	0.8 %
Total	744	

Q30. Which of the following best describes your race/ethnicity? (Other Responses)

<u>Q30. Other</u>	<u>Number</u>	<u>Percent</u>
EAST INDIAN	1	16.7 %
KANEESHA	2	33.3 %
NATIVE AMERICAN	1	16.7 %
MIDDLE EASTERN	1	16.7 %
CHINESE	1	16.7 %
Total	6	100.0 %

Q31. Would you say your total annual household income is:

<u>Q31. Total annual household income</u>	<u>Number</u>	<u>Percent</u>
1=Under \$50K	52	7.2 %
2=\$50K-\$99,999	140	19.3 %
3=\$100K-\$199,999	216	29.7 %
4=\$200K-\$299,999	93	12.8 %
5=\$300K+	126	17.3 %
9=Not provided	100	13.8 %
Total	727	100.0 %

Section 7:

Survey Instrument

August 2010

Dear Newport Beach Resident:

Enclosed you will find a copy of the City of Newport Beach 2010 Citizen Satisfaction Survey. We hope you will take a few minutes during the next week to fill it out and send it back.

The City conducted its first community survey in late 2007 and has since used the data collected to set performance measurements and priorities to help ensure that you are getting public value from your tax dollars. It is time to repeat the survey to gauge any improvements and to continue to direct services and resources to the areas of most importance to our residents.

Your household is one of approximately 3,000 that we have randomly selected to participate in the survey. It takes a few minutes to complete it – but that time spent is both appreciated and important to the City Council and staff members like me.

Please return the survey in the enclosed, postage-paid envelope within the next week. Your responses will remain confidential. If you have any questions, please contact us at 949-644-3000.

Thank you in advance for helping us to align City services with the needs of our community.

Sincerely,

Dave Kiff
City Manager

2010 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 ocean and bay beaches	5	4	3	2	1	9
K. Quality and Transparency in Financial Reports prepared and published by the City	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
 ☐ (4) 11 to 20 times
☐ (2) 5 times or less
 ☐ (5) More than 20 times
☐ (3) 6 to 10 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
 ☐ (4) 11 to 20 times
☐ (2) 5 times or less
 ☐ (5) More than 20 times
☐ (3) 6 to 10 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
 ☐ (4) 11 to 20 times
☐ (2) 5 times or less
 ☐ (5) More than 20 times
☐ (3) 6 to 10 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. Street sweeping services	5	4	3	2	1	9
C. Water service	5	4	3	2	1	9
D. 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

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. How well informed you are about City budget issues	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 cable channel (NBTV) programming	5	4	3	2	1	9
D. The quality of the City's website (www.newportbeachca.gov)	5	4	3	2	1	9
E. The information in the City Manager's Community 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)
- ☐ (01) Utility bill
 ☐ (07) Social media / networking (Facebook, Twitter, MySpace, etc).
- ☐ (02) Local newspapers
 ☐ (08) City Manager's monthly video update
- ☐ (03) City cable channel (NBTv)
 ☐ (09) City Manager's community newsletter
- ☐ (04) Regional newspaper
 ☐ (10) Other Internet sites
- ☐ (05) Online News Source
 ☐ (11) Other: _____
- ☐ (06) City website (www.newportbeachca.gov)

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."

How Satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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 storm water 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:

How Satisfied were you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
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 place to play	5	4	3	2	1	9
G. As a City that is moving in the right direction	5	4	3	2	1	9
H. 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

WATER TAXI AND BUS QUESTIONS

The City of Newport could develop a water taxi or water bus service for the City’s harbor and public docks. Both are passenger boats that would transport customers to various locations in the harbor. The water bus service would travel a designated route and have at least four boats traveling in opposite directions so the wait for passengers at any given stop would not be longer than 10-20 minutes. Water taxis would offer more customized service and could be called to take a passenger directly to a public or participating private dock. Knowing this, please answer the following questions.

22. Water Taxi. If a water taxi existed that you could call to your private dock to take just you and your family or friends by water directly to a public or participating private dock somewhere else in the harbor would you take a water taxi instead of driving a car?

____(1) Yes – answer 22a & 22b ____ (2) No - go to 23

22a. How much would you be willing to pay for a one-way trip on a water taxi? \$_____ per trip

22b. How often would you use the water taxi?

____(1) Almost daily ____ (4) A few times per year
 ____ (2) A few times per week ____ (5) Seldom or never
 ____ (3) A few times per month

23. Water Bus. If there was a water bus route for the general public that made a regular circuit of the entire harbor with stops at the public docks and participating private commercial docks would you use the water bus to get around the harbor instead of driving your car?

____(1) Yes – answer 23a & 23b ____ (2) No - go to 24

23a. How much would you be willing to pay for a one-way trip on a water bus? \$_____ per trip

23b. How often would you use the water bus?

____(1) Almost daily ____ (4) A few times per year
 ____ (2) A few times per week ____ (5) Seldom or never
 ____ (3) A few times per month

24. The speed limit in the harbor is 5 miles per hour, so it would take 30 minutes to travel by water taxi or water bus from the Cannery Restaurant to Haborside Pavilion/Fun Zone. Knowing this, would you use a water taxi or water bus to travel from the Cannery Restaurant to the Haborside Pavilion/Fun Zone?
- ____(1) Yes
____(2) No

DEMOGRAPHICS

25. 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

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

____(1) Year-round
____(2) Seasonal

27. 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

28. What is your gender?

____(1) Male
____(2) Female

29. Do you own or rent your current residence?

____(1) Own
____(2) Rent

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

____(1) Asian ____ (5) Black/African American
____(2) White ____ (6) Hispanic/Latino/Spanish
____(3) American Indian/Eskimo ____ (7) Other: _____
____(4) Pacific Islander

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

____(1) Under \$50,000
____(2) \$50,000 to \$99,999
____(3) \$100,000 to \$199,999
____(4) \$200,000 to \$299,999
____(5) \$300,000 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

If you have additional comments, please write them on the last page of this survey

If you have additional comments, please write them in the space below.

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.