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INTRODUCTION

Incorporated in 2010 and currently home to an estimated 64,855 residents¹, the City of Eastvale is a young and dynamic community filled with economic opportunity and strong values. The City encompasses 13.1 square miles in northwestern Riverside County that was once a rural area of dairy farms and agricultural lands, and is now among the fastest growing communities in the state.

To monitor its progress in addressing residents' current and future needs, the City of Eastvale engages residents on a daily basis and receives periodic *subjective* feedback regarding its performance. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias—the City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be either very pleased or very displeased with the service they have received, their collective opinions are not necessarily representative of the City's resident population as a whole.

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

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

- Identify key issues of importance for residents, as well as their perceptions of the quality of life in Eastvale;
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on topics such as public safety, economic development, housing, homelessness, transportation and traffic mobility, and funding priorities;
- Determine satisfaction with and perceived effectiveness of the City's communication with residents, along with preferred methods of communication and community engagement; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

1. Source: State of California, Department of Finance, E-5 Population and Housing Estimates, May 2018.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 49). In brief, the survey was administered to a random sample of 1,178 adults who reside within the City of Eastvale. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, and telephone) and multiple data collection methods (telephone and online). Administered in English, Spanish, and Mandarin Chinese between January 19 and February 4, 2019, the average interview lasted 18 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 52), and a complete set of crosstabulations for the survey results is contained in Appendix A.

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

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

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

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies—including more than 350 studies for California municipalities and special districts.



JUST THE FACTS

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

QUALITY OF LIFE

- Respondents shared very favorable opinions of Eastvale as a place to raise a family (91% excellent or good) and the overall quality of life in the City (90%). Approximately half (49%) of residents surveyed used excellent or good when rating Eastvale as a place to retire, with another 10% who were unsure.
- Opinions were more evenly split regarding Eastvale as a place to work, with 29% saying it is excellent or good, 24% saying it is fair, and 22% citing it as poor or very poor, with another 25% unsure.
- Residents provided mixed ratings for Eastvale as a place to dine (26% excellent or good, 38% fair, 35% poor or very poor) and shop (38% excellent or good, 39% fair, 23% poor or very poor).
- When asked what city government could do to make Eastvale a better place to live, work, and play, providing more shopping and dining options (35%) was by far the most common response, followed by reducing traffic congestion (11%), limiting growth and development (10%), increasing police presence/response/having own police department (10%), and providing more recreational facilities and programs (9%).

CITY SERVICES

- Eight-two percent (82%) of Eastvale residents indicated they were either very (30%) or somewhat (52%) satisfied with the City's efforts to provide municipal services. Approximately 11% were very or somewhat dissatisfied, whereas 7% were unsure or unwilling to share their opinion.
- Among 12 specific service areas tested, those viewed as most important included providing fire protection and emergency medical services (96% extremely or very important), maintaining city streets and roads (95%), providing law enforcement services (94%), and maintaining parks and recreation areas (91%).
- The survey also asked about satisfaction with the City's efforts to provide the same 12 services. Respondents were most satisfied with the City's efforts to maintain parks and recreation areas (95% very or somewhat satisfied), followed by provide fire protection and emergency medical services (94%), hold special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland (94%), and provide trash collection and recycling services (93%).

TRANSPORTATION MOBILITY

- Approximately six-in-ten residents rated transportation mobility on bike lanes, trails, and sidewalks (64%) and overall road safety in Eastvale (62%) as excellent or good. The majority of residents also provided favorable ratings to transportation mobility on major streets within Eastvale (56%) and overall transportation mobility in the City (55%). Mobility on free-ways and highways in the areas surrounding Eastvale and mobility around schools were viewed less positively, with 37% of respondents citing each as excellent or good.

- Overall, 78% of residents were satisfied with the City's efforts to address roadway safety by improving and maintaining streets and intersections, timing traffic signals, and other measures, with 25% indicating they were very satisfied. Approximately 21% were very or somewhat dissatisfied, whereas just 2% were unsure or unwilling to share their opinion.

HOUSING

- Respondents were asked for their opinions regarding the current amount of seven different housing types in the City. Nearly half (46%) of residents indicated that there is currently too little senior housing that is designed to meet the needs of older residents, compared with 49% who said it is about right or were unsure, and just 4% who said there is too much.
- Approximately one-quarter of respondents also perceived a deficiency in the amount of mixed-use (26%) and workforce housing (26%) in Eastvale, whereas one-in-five (21%) felt there is not enough multi-family housing that is affordable for low-income families.
- Overall, fewer than one-in-five residents perceived that Eastvale does not have enough apartments (17%), condominiums (15%), and detached single-family homes (10%).

CUSTOMER SERVICE

- Overall, 23% of residents had been in contact with city staff in the year prior to the interview.
- Residents with recent staff contact provided high ratings for city staff across the three dimensions tested, with more than nine-in-ten residents rating staff as very or somewhat professional (95%) and accessible (93%), and more than eight-in-ten rating staff as helpful (86%).

ECONOMIC DEVELOPMENT

- Approximately 32% of households indicated that they spend at least half of their household's retail shopping dollars within the City, with 11% spending at least 80% of their dollars within the City and 21% spending between 50% and 79% of their retail dollars within the City. Sixty-four percent (64%) of households spend less than half of their retail shopping dollars locally in Eastvale and an additional 4% of respondents were unsure or declined to state.
- More than eight-in-ten respondents (86%) indicated that there are retail stores and restaurants their household currently visits outside of the City that they would like to have available locally in Eastvale.
- When provided with an open-ended opportunity to identify businesses they would most like to have located in Eastvale, the most commonly mentioned restaurant category was family restaurant chains such as Cheesecake Factory and Olive Garden (53%), followed by breweries/pubs/sports bars such as BJ's and Yard House (25%), fast food such as In-N-Out and Chick-fil-A (24%), and a greater variety of cuisines in general such as Greek, Mexican, and Japanese (19%). The most commonly mentioned types of stores were specialty organic food stores such as Whole Foods, Trader Joe's, and Sprouts (31%), followed by large department stores such as Wal-Mart and Target (23%) and upscale department stores such as Macy's and Nordstrom (22%).

PRIORITIES & FUNDING

- When asked to prioritize among 12 services and projects that could receive funding in the future, maintaining local streets, improving intersections, and synchronizing traffic lights to improve transportation mobility was assigned the highest priority (94% high or medium pri-

ority) by residents, followed by enhancing local dining and entertainment options (88%) and attracting new employers and jobs to Eastvale (85%).

- Residents were presented with a ballot test to assess community support for a one-cent sales tax increase to fund priority services and projects, such as police patrols, crime prevention, fire protection, and 911 emergency response; street maintenance, pothole repair, traffic light synchronization, and smart-city technology; parks and recreation, walking trails, infrastructure improvements, and other general city services. Overall, 70% of residents surveyed indicated that they would support the proposed sales tax, whereas 23% stated that they would oppose the measure, and approximately 7% were unsure or unwilling to share their vote choice.

COMMUNICATION & ENGAGEMENT

- Overall, 84% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (12%) or unsure of their opinion (5%).
- The majority (56%) of Eastvale residents periodically connect with the City via email, social media, a newsletter, or other outreach effort, whereas 38% indicated that they do not connect with the City and 6% were unsure or declined to state.
- Respondents cited email and electronic newsletters as the most effective method for the City to communicate with them (90% very or somewhat effective), followed by a smart phone app (89%), the City's website (88%), and social media (84%).
- Overall, 15% of respondents claimed to be very engaged and connected to the Eastvale community, 43% somewhat engaged and connected, and 28% felt slightly engaged and connected. Another 13% of respondents confided that they are not at all engaged or connected to the Eastvale community and 2% were unsure or declined to state.
- Connected residents were most apt to cite community events/programs and social media (20% each) as the main reasons for feeling engaged and connected with the community, followed by knowing other residents and neighbors (11%).
- Approximately four-in-ten respondents who did not feel connected to the community could not think of a specific reason (23%) or were unwilling to share (19%) why they felt that way. Among specific reasons provided, the most common was a desire for more communication and opportunities to engage and connect (20%), followed by a perceived lack of community programs/events/services (9%), being too busy or uninvolved (9%), and wanting more shopping, dining, and entertainment options (9%).



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Eastvale with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services and facilities provided by the City. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, strategic planning, establishing budget priorities, and community engagement. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the results of the survey answer some of the key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

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

Eastvale residents are generally quite satisfied with the City's efforts to provide municipal services and facilities, as well as the quality of life in the City.

More than eight-in-ten residents (82%) indicated they were satisfied with the City's overall efforts to provide municipal services, whereas just 11% were dissatisfied and the remaining 7% were unsure or did not provide a response. The high level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific services, with the highest satisfaction scores assigned to the City's efforts to maintain parks and recreation areas, provide fire protection and emergency medical services, hold special community events, and provide trash collection and recycling services (see *Specific Services* on page 15). For all but 3 of the 12 service areas tested, the City is meeting or exceeding the needs and expectations of at least three-quarters of its residents—and for the majority of services the City is meeting the needs of at least 80% of residents (see *Performance Needs & Priorities* on page 18).

City staff appear to be instrumental in keeping resident satisfaction high. When those who had contact with the City during the 12 months prior to the survey were asked to comment on staff's performance, staff received high marks for being accessible, professional, and helpful (see *Customer Service* on page 26).

The City's performance in providing municipal services has also contributed to a high quality of life for residents. The vast majority of residents surveyed (90%) rated the quality of life in Eastvale as excellent or good. This sentiment was also widespread, with the percentage who rated the quality of life as excellent or good reaching or exceeding 85% across *all* age groups, *all* ethnic groups, and for both new and long-time residents (see *Quality of Life* on page 10).

Where should the City focus its efforts in the future?

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

Considering respondents' verbatim answers regarding what city government could do to make Eastvale a better place to live, work, and play (see *Changes to Improve Eastvale* on page 11), the list of services and their respective priority status for future attention (see *Performance Needs & Priorities* on page 18), and the manner in which residents prioritize among potential funding areas (see *Funding Priorities* on page 35), the themes of addressing homelessness, managing growth and development, addressing issues that can negatively impact community character, providing more shopping, dining, and entertainment options, and maintaining local streets, improving intersections, and synchronizing traffic lights to improve transportation mobility stood out as key areas of opportunity and interest for residents.

The importance of promoting economic development to residents of Eastvale is a strong thread throughout the survey results. Providing more shopping and dining opportunities was by far the most common response when asked what the City could do to make Eastvale a better place to live, work and play, and generic mentions of the need to engage in economic development were also common. Nearly nine-in-ten residents expressed a desire to attract specific stores and restaurants to Eastvale -- businesses they currently patronize *outside* of Eastvale. The perceived lack of local shopping and dining opportunities is reflected in where residents are spending their shopping dollars, with nearly two-thirds reporting that they spend less than half of their retail shopping dollars in Eastvale. Prioritizing economic development will not only better meet residents' desire to shop and dine locally, it will also help the city capture lost sales-tax revenues and generate the additional revenue needed to fund other service and capital improvements desired by residents.

Having identified the above themes as areas of focus for residents and potential opportunities to further enhance resident satisfaction, it is also important to stress that the appropriate strategy is often a combination of communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City's housing, infrastructure, and community improvement objectives or the limits of what a city can do to reduce traffic congestion. Choosing the appropriate balance of actual service improvements and efforts to raise public aware-

ness on these matters will be key to maintaining and improving residents' overall satisfaction in the future.

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

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

The public's preferences for communication are growing increasingly diverse. Whereas older and long-time residents continue to rely on newsletters and printed forms of communication, younger and often newer residents generally show greater interest and reliance in digital forms of communication including social media, text, and smart phone apps. This pattern makes the challenge of city-resident communication more difficult than in the past, when the sources residents relied on for information were fewer and more consistent across demographic subgroups. In turn, satisfaction with public agency communications has generally declined over the past few years.

Against this backdrop of declining satisfaction with public agency communications *in general*, the survey results suggest the City of Eastvale is doing an admirable job communicating with its residents. More than eight-in-ten respondents said they were satisfied with the City's efforts to communicate through newsletters, the Internet, social media, and other means. Moreover, when asked if they periodically connect with the City via email, social media, a newsletter, or other outreach effort, the majority of all respondents answered in the affirmative.

Looking to the future, there are a variety of communication methods that residents generally viewed as being effective ways for the City to communicate with them (see *Communication Preferences* on page 42). Some of these methods the City appears to already be using effectively, including the City's website and social media. Others—including direct mail and a Smart Phone application—may require additional investment on the part of the City, but were widely noted by residents as being effective means for the City to communicate with them.

Although there is cost-savings to be had from relying *exclusively* on electronic communication channels, it is not a recommended practice, as research has shown that it will reduce readership and substantially lower residents' overall satisfaction with an agency's communication efforts. It also has a tendency to skew an agency's communication performance

away from demographic subgroups that prefer traditional printed media. To the extent that the City can balance digital channels with traditional paper-based information sources like postcards and newsletters, it will optimize city-resident communication.

What did the survey reveal about how connected residents feel to the Eastvale community?

Although most of the survey focused on service provision and priorities, the City also took the opportunity to explore how engaged and connected residents feel to the Eastvale community. The results were mixed, with 15% reporting that they felt very engaged and connected, 43% somewhat, and 28% slightly engaged and connected. Approximately 13% stated they are not at all engaged or connected to the Eastvale community. The feeling of being connected to the Eastvale community varied substantially across resident subgroups, being highest among long-time residents, those generally satisfied with the City's overall performance, individuals who had been in contact with city staff over the past year, respondents satisfied with city-resident communication, females, residents 18 to 24 or 35 to 44 years of age, African American/Black and Latino/Hispanic respondents, and those with a child in their household.

When residents who felt at least somewhat engaged and connected to the Eastvale community were asked to describe what made them feel that way, they were most apt to cite community events/programs (20%) and social media (20%) as the main reasons for feeling engaged and connected with the community, followed by knowing other residents and neighbors (11%). Conversely, those who did not feel engaged or connected to the community were generally unable to think a specific reason (23%) or unwilling to share their reason (19%) for feeling disengaged. Approximately 20% mentioned a desire for more communication about opportunities to engage and connect, with others mentioning a need for more community events/services (9%).

With respect to community engagement, it is also worth noting that nearly eight-in-ten residents (78%) supported developing the downtown area to be a focal point of the community and a place for residents to meet and connect.

QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in the City of Eastvale, which included rating general aspects of the community, and thinking about changes that would make Eastvale a better place to live, work, and play.

OVERALL QUALITY OF LIFE At the outset of the survey, residents were asked to rate the City of Eastvale on a number of key dimensions—including overall quality of life, as a place to raise a family, and as a place to work—using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, respondents shared very favorable opinions of Eastvale as a place to raise a family (91% excellent or good) and the overall quality of life in the City (90%). Approximately half (49%) of residents surveyed used excellent or good when rating Eastvale as a place to retire, with another 10% who were unsure. Opinions were more evenly split regarding Eastvale as a place to work, with 29% saying it is excellent or good, 24% saying it is fair, and 22% citing it as poor or very poor, with another 25% unsure. Residents provided mixed ratings for Eastvale as a place to dine (26% excellent or good, 38% fair, 35% poor or very poor) and shop (38% excellent or good, 39% fair, 23% poor or very poor).

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

FIGURE 1 RATING EASTVALE



For the interested reader, tables 1 and 2 on the next page show how the ratings for each dimension tested in Question 2 varied by years in Eastvale, ethnicity, age, and overall satisfaction with the City's performance. The numbers shown in the table identify the percentage of respondents in each subgroup that rated a dimension as excellent or good. Perceptions of Eastvale as a place to raise a family and the overall quality of life in the City were quite positive by length of residence, ethnicity, and age, with ratings ranging from 85% to 97%. With a few exceptions, the newest residents (less than 5 years), African American/Black respondents, and those 18 to 24 years of age generally provided the most favorable ratings for each item. Residents satisfied with the City's overall performance provided much more favorable ratings to each statement than dissat-

isfied residents, with the largest gaps evidenced for Eastvale as a place to shop and the overall quality of life.

TABLE 1 RATING EASTVALE BY YEARS IN EASTVALE & ETHNICITY (SHOWING % EXCELLENT & GOOD)

	Years in Eastvale (Q1)				Ethnicity (QD8)				
	Less than 5	5 to 9	10 to 14	15 or longer	Latino / Hispanic	Asian American	Caucasian / White	Af American / Black	Other / Mixed
Eastvale as a place to raise a family	93.1	87.4	93.2	87.9	92.7	87.6	86.8	97.3	91.6
The overall quality of life in Eastvale	87.3	89.8	92.2	88.0	91.5	84.7	90.1	94.8	93.0
Eastvale as a place to retire	54.3	47.6	51.7	39.9	52.1	53.4	34.0	64.7	53.9
Eastvale as a place to shop	40.1	36.9	37.0	38.3	38.2	29.2	43.4	51.1	40.8
Eastvale as a place to work	29.0	26.9	31.0	31.2	34.4	22.6	30.0	34.8	26.0
Eastvale as a place to dine	28.4	25.3	27.1	24.3	29.2	21.5	20.4	44.8	32.1

TABLE 2 RATING EASTVALE BY AGE & OVERALL SATISFACTION (SHOWING % EXCELLENT & GOOD)

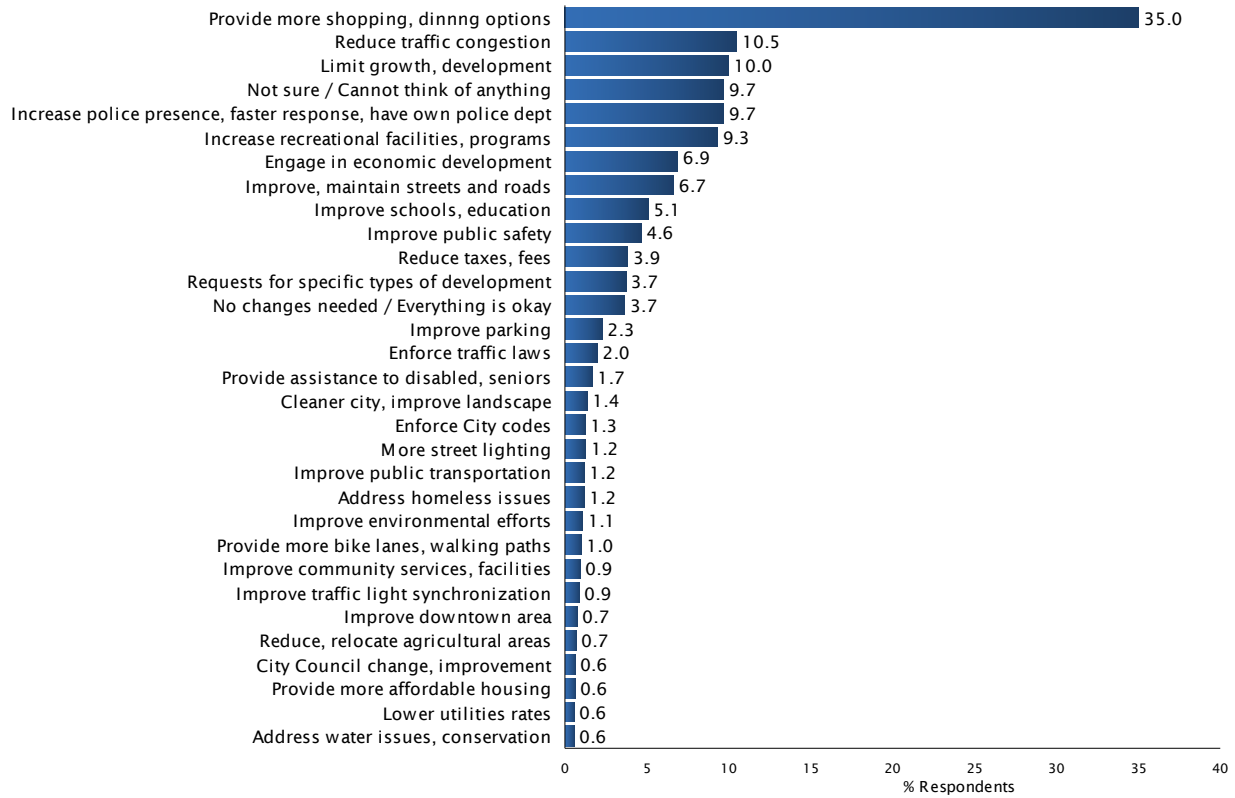
	Age (QD1)						Overall Satisfaction (Q4)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Satisfied	Dissatisfied
Eastvale as a place to raise a family	95.4	91.7	88.8	91.6	88.6	88.9	93.9	69.5
The overall quality of life in Eastvale	89.3	86.6	89.1	91.6	91.6	89.9	93.7	64.1
Eastvale as a place to retire	61.2	47.9	42.5	42.3	50.2	58.4	52.7	29.5
Eastvale as a place to shop	57.1	33.5	29.9	33.2	42.1	42.3	42.7	11.6
Eastvale as a place to work	51.4	24.5	21.8	23.4	33.3	30.1	31.9	17.5
Eastvale as a place to dine	52.2	22.5	18.5	22.0	26.1	27.6	30.1	8.5

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

Among specific changes desired, providing more shopping and dining options (35%) was by far the most common, followed by reducing traffic congestion (11%), limiting growth and development (10%), increasing police presence/response/having own police department (10%), and providing more recreational facilities and programs (9%). Fourteen percent (14%) of respondents could not think of any desired changes (10%) or reported that no changes are needed (4%) to make Eastvale a better place to live, work, and play.

Question 3 *If the city government could change one thing to make Eastvale a better place to live, work or play, what change would you like to see?*

FIGURE 2 CHANGES TO IMPROVE EASTVALE



CITY SERVICES

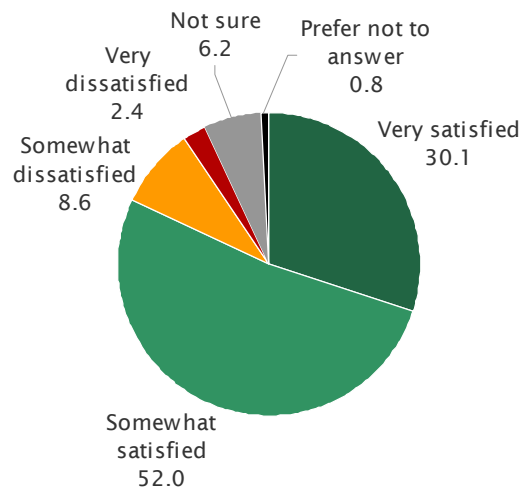
After measuring respondents' perceptions of the quality of life in Eastvale, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

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

As shown in Figure 3, the vast majority (82%) of Eastvale residents indicated they were either very (30%) or somewhat (52%) satisfied with the City's efforts to provide municipal services. Approximately 11% were very or somewhat dissatisfied, whereas 7% were unsure or unwilling to share their opinion.

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

FIGURE 3 OVERALL SATISFACTION



The next three figures display how residents' opinions about the City's overall performance in providing municipal services varied by years in Eastvale, presence of a child in the household, home ownership status, gender, age, employment status, ethnicity, and community connectedness. The most striking pattern in the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 3 above) were generally echoed across resident subgroups, with satisfaction ranging from a low of 77% to a high of 92% for all but one subgroup. Interestingly, the degree of connectedness to the Eastvale community strongly shaped how residents' rated the City's overall performance, with those who reported feeling *not at all* engaged or connected to the Eastvale community providing the lowest overall satisfaction ratings (58%) among all subgroups.

FIGURE 4 OVERALL SATISFACTION BY YEARS IN EASTVALE, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

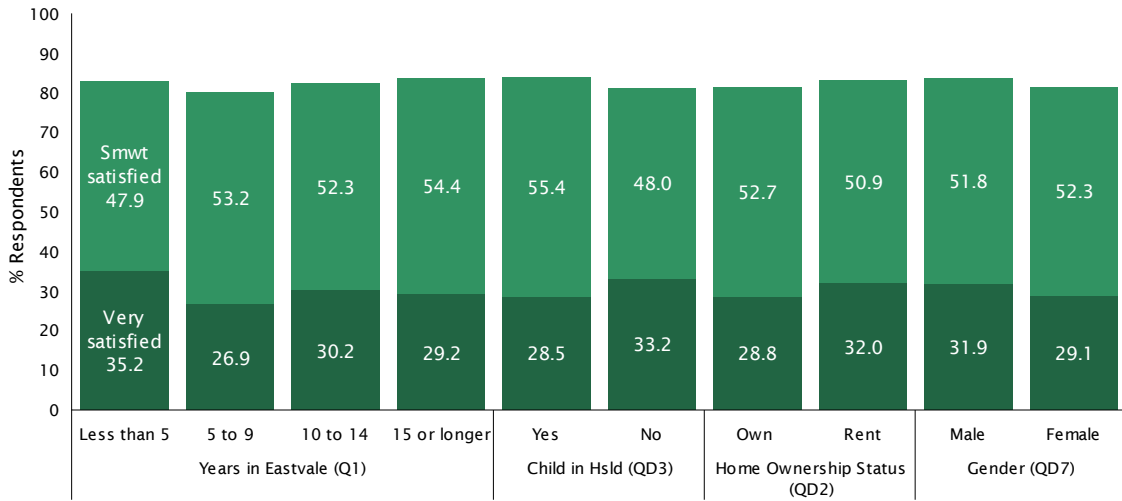


FIGURE 5 OVERALL SATISFACTION BY AGE & EMPLOYMENT STATUS

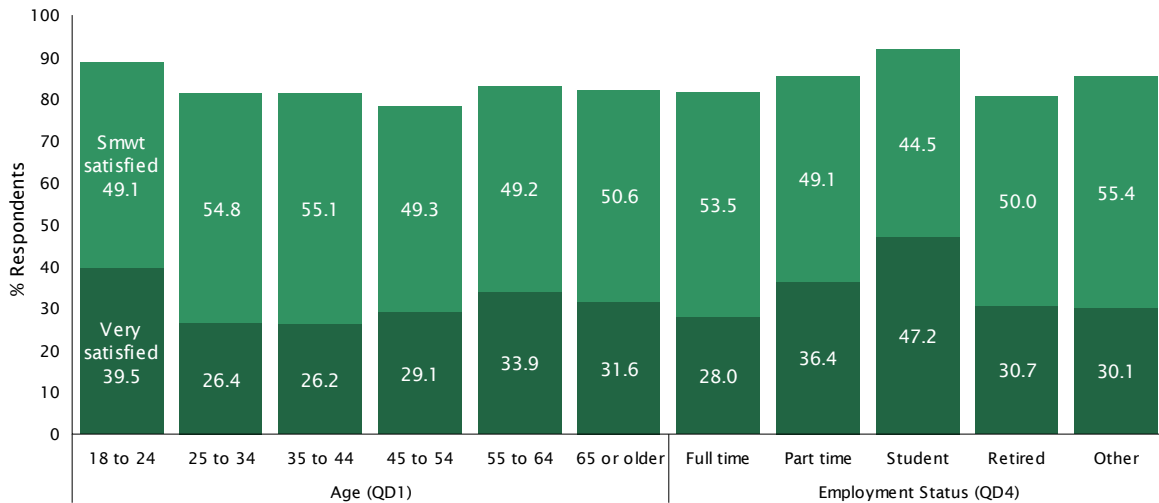
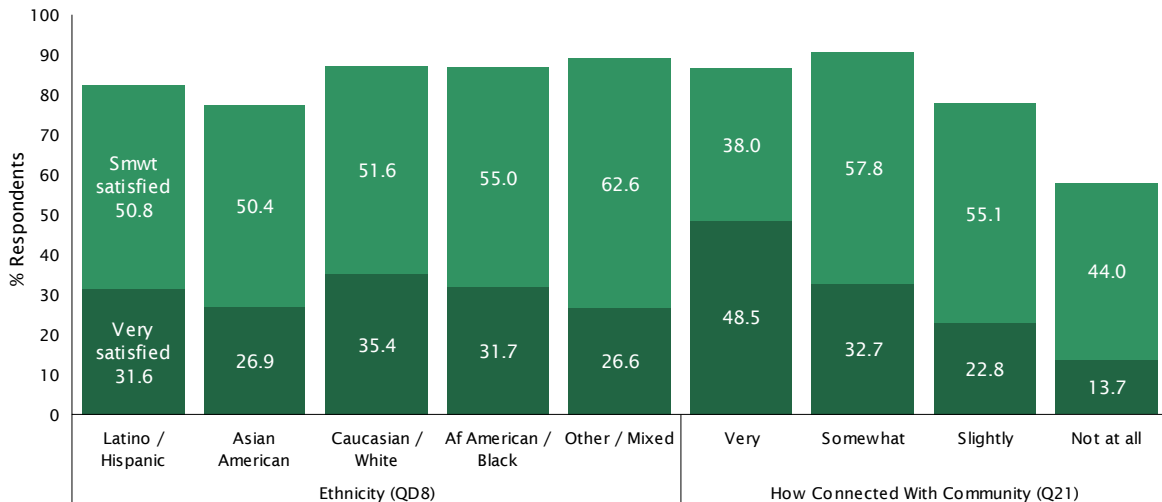


FIGURE 6 OVERALL SATISFACTION BY ETHNICITY & HOW CONNECTED WITH COMMUNITY



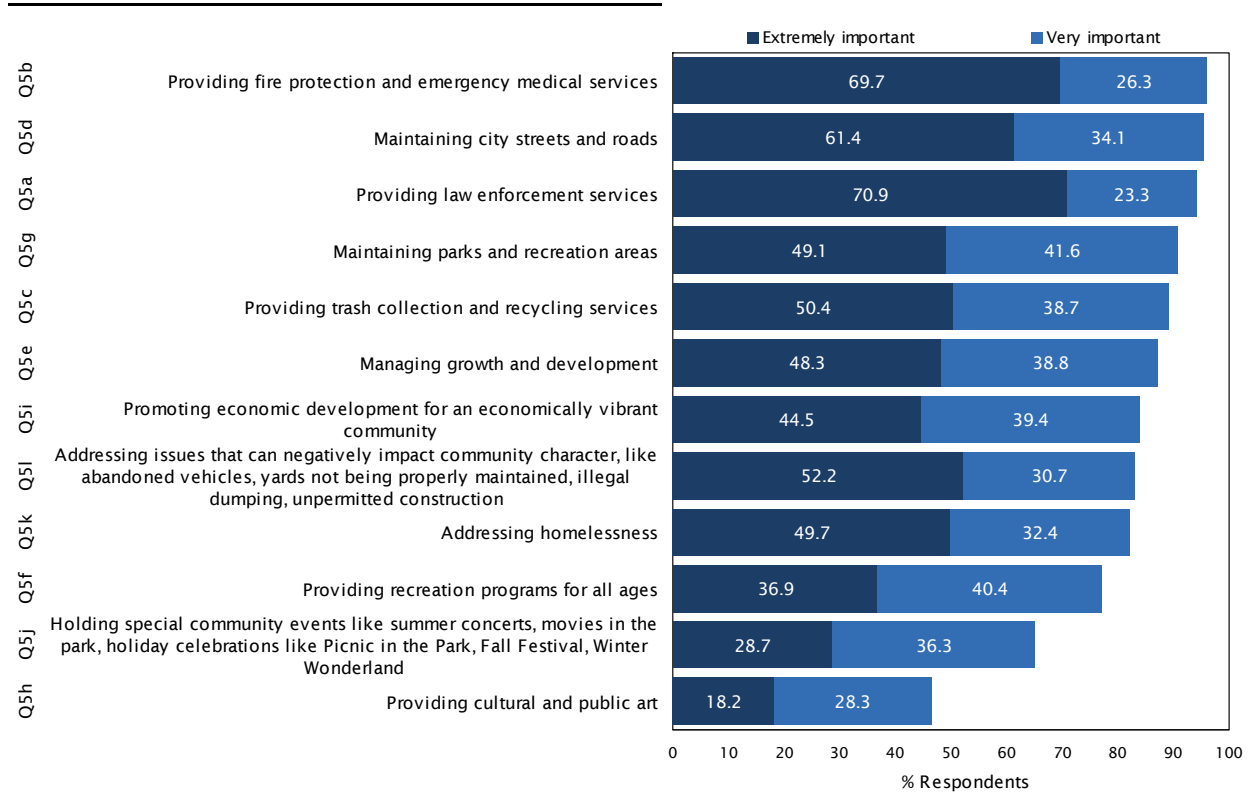
SPECIFIC SERVICES Whereas Question 4 addressed the City’s *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents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

Figure 7 presents the services in rank order of importance according to the proportion of respondents who rated a service as *at least* very important. In general, Eastvale residents rated public safety, public works, and parks and recreation as the most important. More specifically, providing fire protection and emergency medical services (96% extremely or very important), maintaining city streets and roads (95%), providing law enforcement services (94%), and maintaining parks and recreation areas (91%) received the highest importance ratings from residents.

At the other end of the spectrum, providing cultural and public art (47%) and holding special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland (65%) were viewed as less important.

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

FIGURE 7 IMPORTANCE OF SERVICES

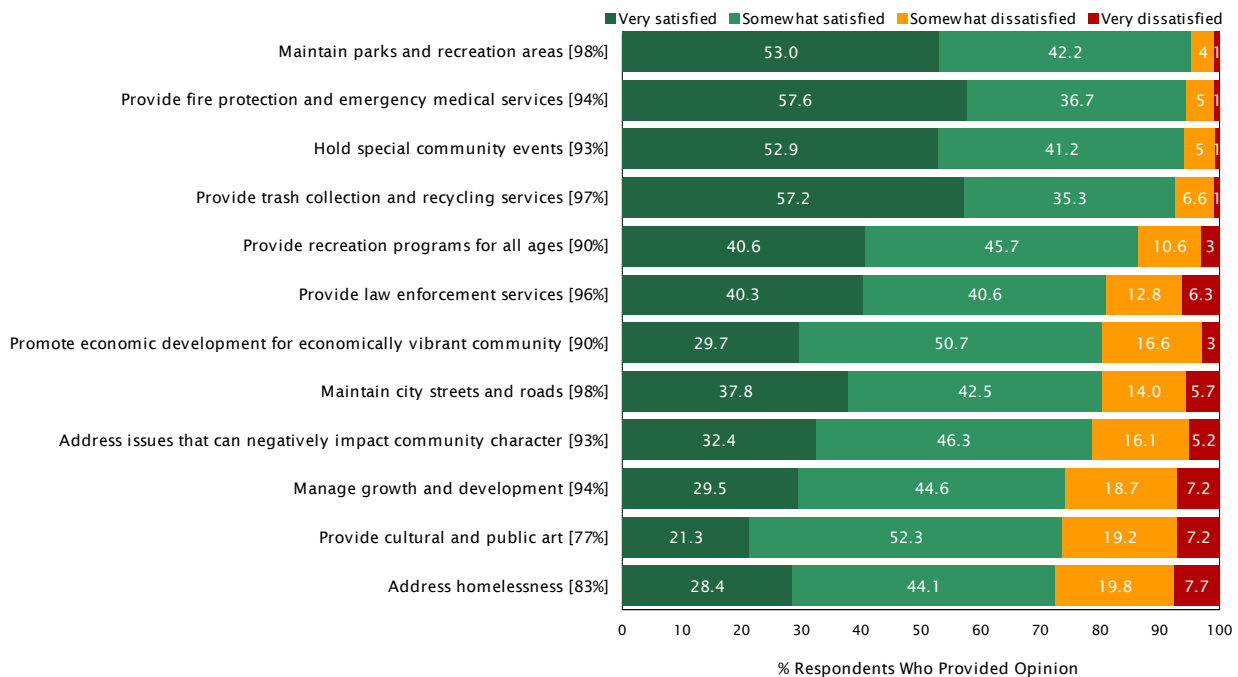


Turning to the satisfaction component, Figure 8 sorts the same list of services according to the percentage of respondents who indicated they were either very or somewhat satisfied with the City’s efforts to provide the service. For comparison purposes between the services, only respondents who held an opinion (satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (satisfied or dissatisfied) is presented in brackets beside the service label in the figure, while the bars represent the answers of those with an opinion.

At the top of the list, respondents were most satisfied with the City’s efforts to maintain parks and recreation areas (95% very or somewhat satisfied), followed by provide fire protection and emergency medical services (94%), hold special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland (94%), and provide trash collection and recycling services (93%). Although still positive, respondents were somewhat less satisfied with the City’s efforts to address homelessness (73%), provide cultural and public art (74%), and manage growth and development (74%).

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

FIGURE 8 SATISFACTION WITH SERVICES



DIFFERENTIATORS OF OPINION For the interested reader, Table 3 on the next page displays how the level of satisfaction with each specific service tested in Question 6 varied according to residents’ overall performance ratings for the City (see *Overall Satisfaction* on page 13). The table divides residents who were satisfied with the City’s *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the

two groups in terms of the percentage who indicated they were satisfied with the City’s efforts to provide each service tested in Question 6 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared to their counterparts, those who were satisfied with the City’s *overall* performance in providing city services were also more likely to express satisfaction with the City’s efforts to provide each of the services tested in Question 6. That said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City’s efforts to manage growth and development, promote economic development for an economically vibrant community, and maintain city streets and roads.

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City’s efforts to provide fire protection and emergency medical services, provide trash collection and recycling services, and maintain parks and recreation areas.

TABLE 3 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH CITY

		Satisfaction With City's Overall Performance (Q4)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied With Each Service	Manage growth and development	80.3	36.4	43.9
	Promote economic development for an economically vibrant community	86.1	43.1	43.0
	Maintain city streets and roads	85.1	50.3	34.7
	Address issues that can negatively impact community character, like abandoned vehicles, yards not being properly maintained, illegal dumping, unpermitted construction	82.7	53.3	29.5
	Provide law enforcement services	84.4	56.3	28.1
	Provide recreation programs for all ages	90.1	63.0	27.1
	Provide cultural and public art	78.3	52.3	26.0
	Address homelessness	76.1	53.6	22.6
	Hold special community events like summer concerts, movies in the park, holiday celebrations like Picnic in the Park, Fall Festival, Winter Wonderland	96.8	76.0	20.8
	Maintain parks and recreation areas	96.9	84.2	12.7
	Provide trash collection and recycling services	94.2	81.9	12.3
	Provide fire protection and emergency medical services	95.9	85.5	10.5



PERFORMANCE NEEDS & PRIORITIES

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

Rather than rely on *averages* to conduct this analysis, True North has developed an *individualized* approach to identifying priorities. This approach is built on the recognition that opinions will vary from resident to resident and that understanding this variation is required for assessing how well the City is meeting residents' needs.² Table 4 on the next page presents a grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* options, and the vertical scale corresponds to the four *satisfaction* options. The 16 cells within the grid are grouped into one of six categories based on how well the City is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

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

2. Any tool that relies on the opinions of the average respondent will provide a limited and occasionally distorted picture of how well an agency is performing. The simple fact is that a city is not comprised of average residents—it is comprised of unique individuals who vary substantially in their opinions of the City's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among residents, and it is this variation that is critical for truly assessing how well the City is meeting the needs of its residents.

TABLE 4 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX

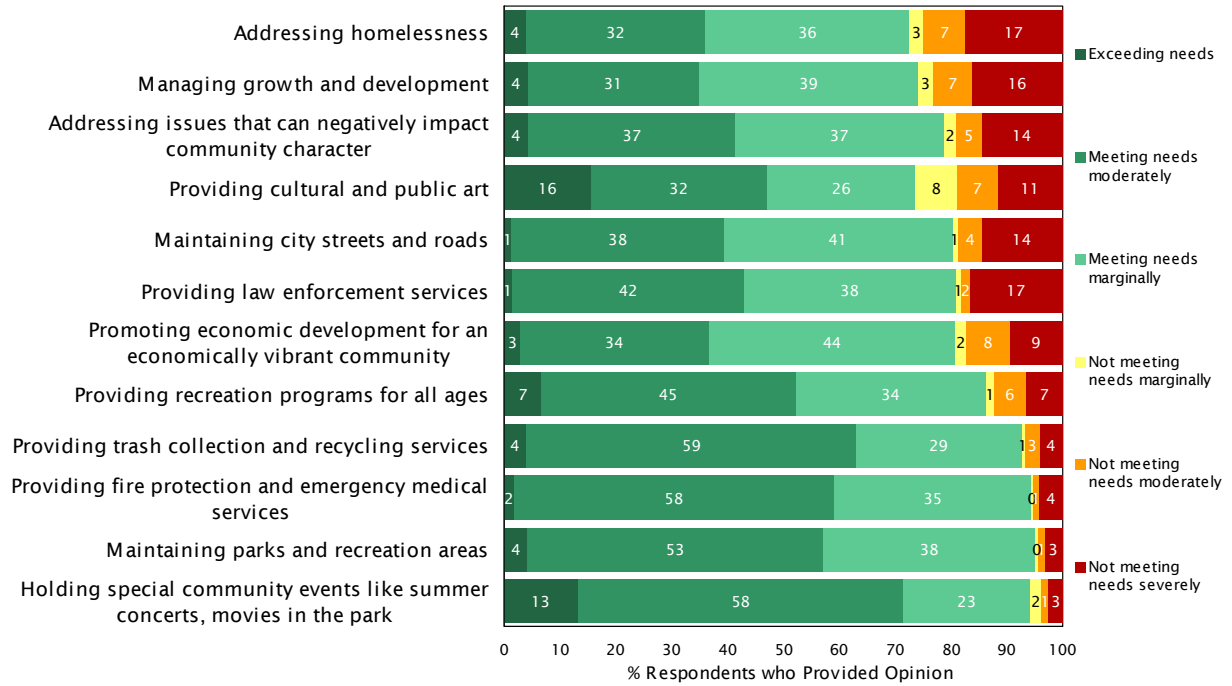
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs,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

Using this framework, True North categorized respondents individually for each of the 12 services tested in the study. Thus, for example, a respondent who indicated that addressing homelessness was somewhat important and they were very satisfied with the City’s efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service (e.g., managing growth and development) if they were somewhat dissatisfied with the City’s efforts to provide the service, but the service was viewed as only somewhat important.

Figure 9 presents the 12 services tested, along with the percentage of respondents who were grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 9 is consistent with that presented in Table 4. Thus, for example, in the service area of addressing homelessness, the City is exceeding the needs of 4% of respondents, moderately meeting the needs of 32% of respondents, marginally meeting the needs of 36% of respondents, marginally not meeting the needs of 3% of respondents, moderately not meeting the needs of 7% of respondents, and severely not meeting the needs of 17% of respondents.

As shown in the figure, the City is meeting the needs of at least three-quarters of residents for 9 of the 12 services tested. Operating from the management philosophy that, all other things being equal, the City should focus on improving those services that have the highest percentage of residents for which the City is currently *not* meeting their needs, the services have been sorted by order of priority based on the percentage of severely not meeting needs plus moderately not meeting needs. Thus, addressing homelessness is the top priority, followed by managing growth and development and addressing issues that can negatively impact community character, like abandoned vehicles, yards not being properly maintained, illegal dumping, and unpermitted construction.

FIGURE 9 RESIDENT SERVICE NEEDS



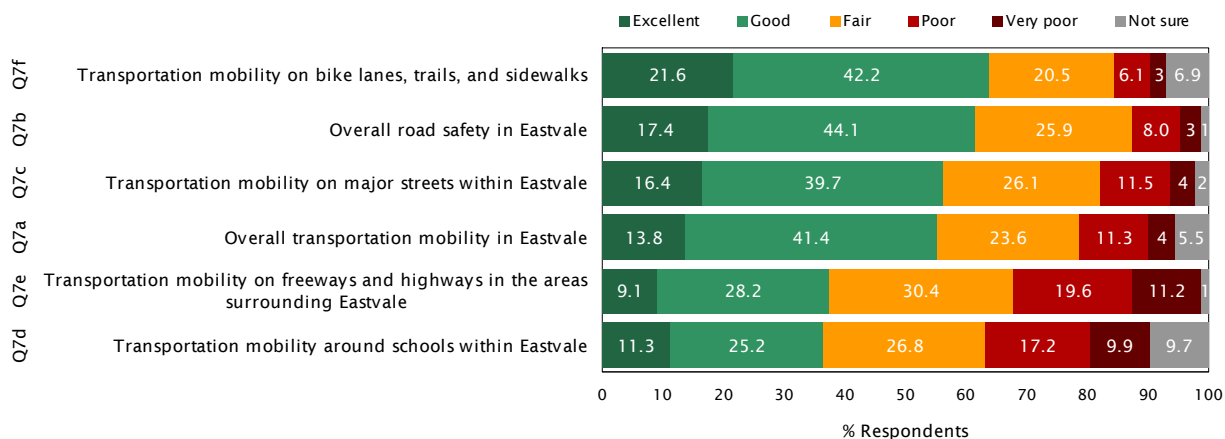
TRANSPORTATION MOBILITY

In nearly all southern California cities, transportation mobility ranks among the most pressing issues that residents would like local and regional governments to address. As noted earlier, *reducing traffic congestion* was the second most commonly mentioned specific change cited by residents to make Eastvale a better place to live, work, and play (see “Changes to Improve Eastvale” on page 11). Anticipating the importance of this issue, the survey included several specific questions related to transportation mobility.

RATING ASPECTS OF TRANSPORTATION MOBILITY The first question in this series measured perceptions of six different aspects of transportation mobility, including in the City *overall*, on major streets, and around schools. As shown in Figure 10, approximately six-in-ten residents rated transportation mobility on bike lanes, trails, and sidewalks (64%) and overall road safety in Eastvale (62%) as excellent or good. The majority of residents also provided favorable ratings to transportation mobility on major streets within Eastvale (56%) and overall transportation mobility in the City (55%). Mobility on freeways and highways in the areas surrounding Eastvale and mobility around schools were viewed less positively, with 37% of respondents citing each as excellent or good.

Question 7 *Next, I'd like to ask you a few questions about transportation mobility. By transportation mobility, I mean the ability to move and connect within the community whether you walk, bike, drive, or use transit. Would you rate: _____ as excellent, good, fair, poor, or very poor?*

FIGURE 10 PERCEPTION OF TRANSPORTATION MOBILITY



For the interested reader, Table 5 provides the percentage of respondents who regarded each of the six aspects of transportation mobility as excellent or good by employment status and overall satisfaction, with the top three most favorable ratings highlighted in green for each subgroup.

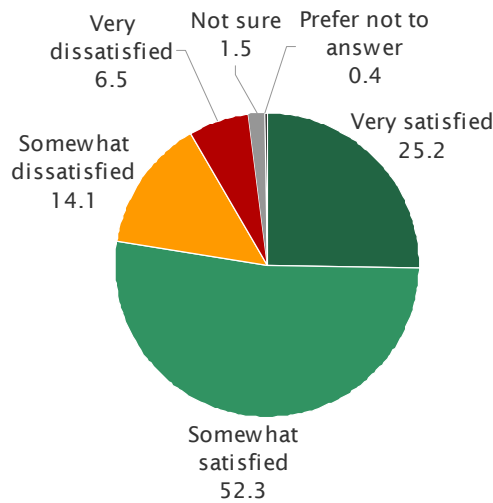
TABLE 5 PERCEPTION OF TRANSPORTATION MOBILITY BY EMPLOYMENT STATUS & OVERALL SATISFACTION (SHOWING % EXCELLENT & GOOD)

	Employment Status (QD4)					Overall Satisfaction (Q4)	
	Full time	Part time	Student	Retired	Other	Satisfied	Dissatisfied
Transportation mobility on bike lanes, trails, and sidewalks	61.4	72.7	66.9	68.7	68.5	67.0	51.5
Overall road safety in Eastvale	56.6	69.2	69.9	75.9	63.7	66.2	35.9
Transportation mobility on major streets within Eastvale	51.0	60.9	67.6	67.5	67.5	60.5	31.8
Overall transportation mobility in Eastvale	49.9	60.9	79.6	60.5	69.5	59.9	35.0
Transportation mobility on freeways and highways in the areas surrounding Eastvale	31.6	39.5	50.8	50.1	49.0	40.4	24.4
Transportation mobility around schools within Eastvale	34.5	32.6	41.6	49.1	37.8	39.7	19.8

SATISFACTION WITH ROADWAY SAFETY EFFORTS Examining the issue of roadway safety in greater detail, Question 8 asked respondents to detail their satisfaction with the City's efforts to address roadway safety by improving and maintaining streets and intersections, timing traffic signals, and other measures. Overall, 78% of residents were satisfied with the City's efforts in this regard, with 25% indicating they were very satisfied. Approximately 21% were very or somewhat dissatisfied, whereas just 2% were unsure or unwilling to share their opinion.

Question 8 *Generally speaking, are you satisfied or dissatisfied with the City's efforts to address roadway safety by improving and maintaining streets and intersections, timing traffic signals, and other measures?*

FIGURE 11 SATISFACTION WITH CITY EFFORTS TO ADDRESS ROADWAY SAFETY



Figures 12 through 14 on the next page display satisfaction with the City's efforts to address roadway safety by years in Eastvale, presence of a child in the household, home ownership status, gender, age, employment status, ethnicity, community connectedness, and overall satisfaction. Compared with their subgroup counterparts, residents who have lived in Eastvale for 9 years or less, male respondents, residents 18 to 44 years of age or 55 years and older, students, African American/Black, Caucasian/White, and Asian American respondents, residents who feel very or somewhat engaged and connected with the community, and those satisfied with the City's overall performance were the most likely to report being satisfied with the City's efforts to address roadway safety.

FIGURE 12 SATISFACTION WITH CITY EFFORTS TO ADDRESS ROADWAY SAFETY BY YEARS IN EASTVALE, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

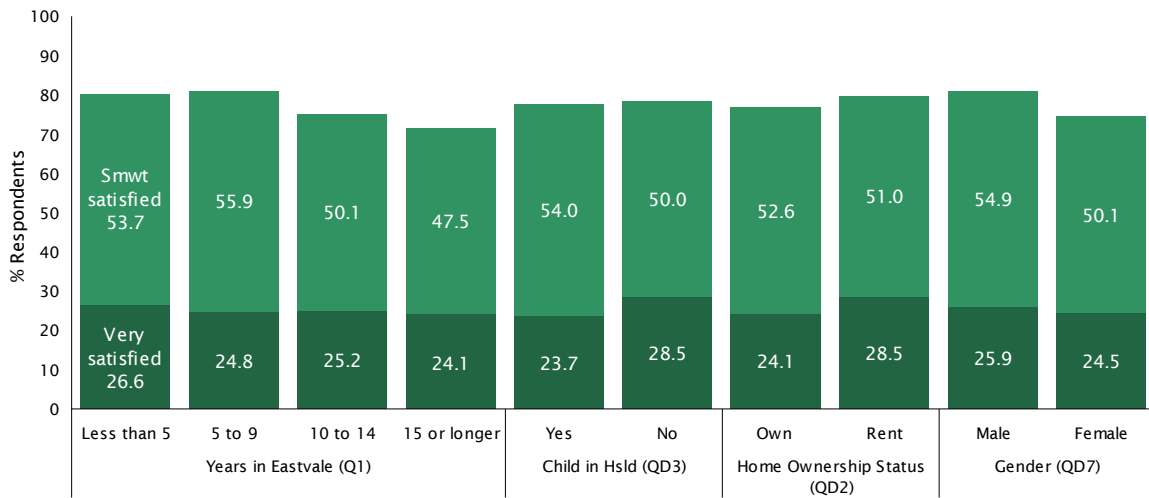


FIGURE 13 SATISFACTION WITH CITY EFFORTS TO ADDRESS ROADWAY SAFETY BY AGE & EMPLOYMENT STATUS

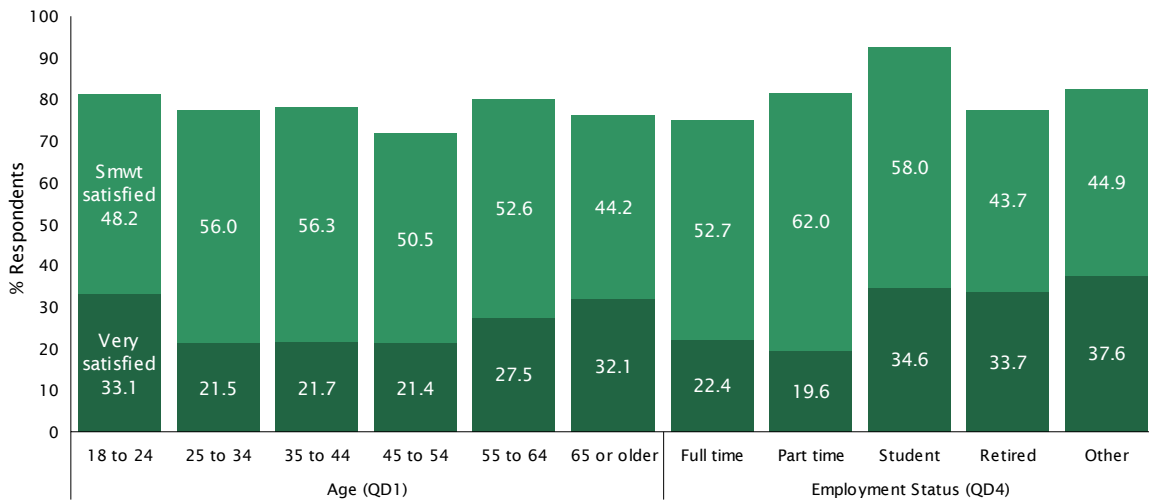
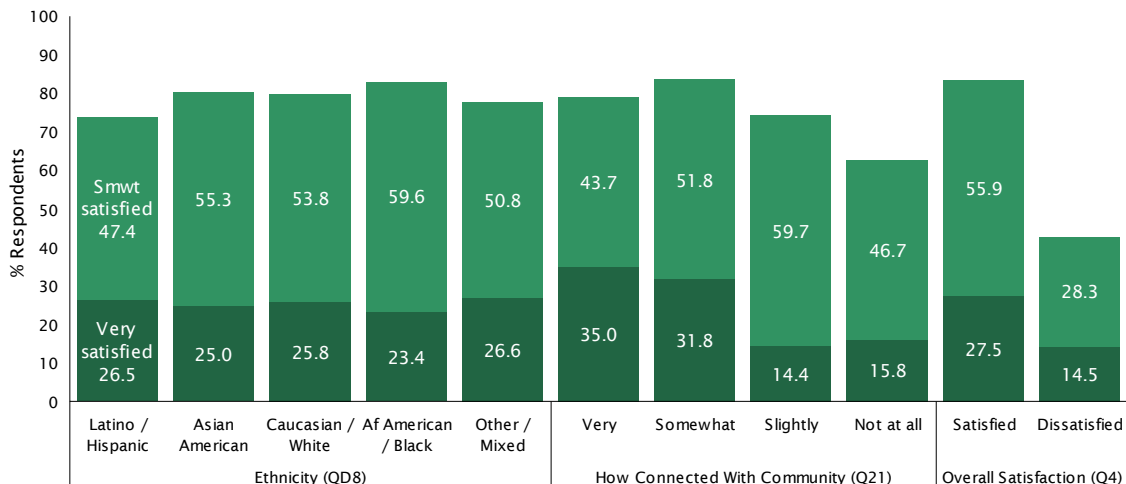


FIGURE 14 SATISFACTION WITH CITY EFFORTS TO ADDRESS ROADWAY SAFETY BY ETHNICITY, HOW CONNECTED WITH COMMUNITY & OVERALL SATISFACTION



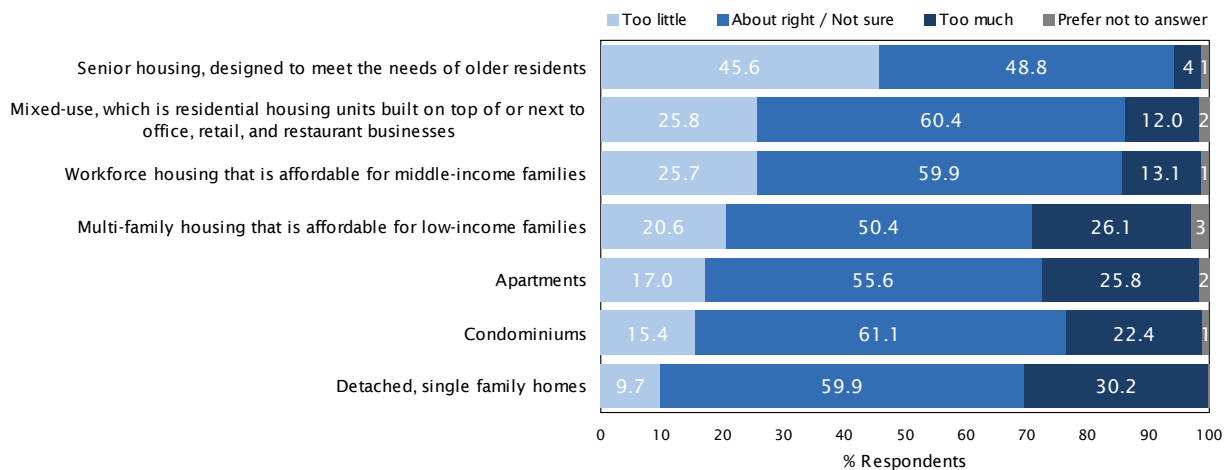
HOUSING

Eastvale’s General Plan helps shape the nature of future development and redevelopment—including the size, type, character, and location of new housing projects—as well as the pace at which these changes occur. Recognizing that opinions about housing often hinge on the *type* of development being considered, the survey included a question to gauge the community’s perception of the current amount of specific types of housing.

HOUSING TYPES For each of the housing types shown on the left of Figure 15, Question 9 simply asked respondents to indicate whether there is currently too much, about the right amount, or too little in Eastvale. At the top of the figure, 46% of residents indicated that there is currently too little senior housing that is designed to meet the needs of older residents, compared with 49% who said it is about right or were unsure, and just 4% who said there is too much. Approximately one-quarter of respondents also perceived a deficiency in the amount of mixed-use (26%) and workforce housing (26%) in Eastvale, whereas one-in-five (21%) felt there is not enough multi-family housing that is affordable for low-income families. Overall, fewer than one-in-five residents perceived that Eastvale does not have enough apartments (17%), condominiums (15%), and detached single-family homes (10%).

Question 9 *The next question is about land use and housing in Eastvale. There are a number of properties in Eastvale that have yet to be developed, but will be developed in the future for residential and commercial purposes. For the following list of development types, please tell me whether you feel there is currently too much, about the right amount, or too little of this type of development in Eastvale.*

FIGURE 15 OPINION OF HOUSING TYPES



Tables 6 and 7 on the next page show how the percentage of residents who perceived too little of each type of housing in Eastvale varied across key subgroups. To ease comparisons, the three housing types highlighted in green within each column are the types with the highest percentage of respondents indicating that there is currently too little in the City. Similar to the overall results (see Figure 15), there is a general pattern of consistency in residents’ opinions, as most subgroups agreed that the greatest deficiencies exist with respect to senior housing, mixed use (residential with office, retail, and restaurants), and workforce housing affordable to middle-income

families. The exceptions are the youngest (18-24) and oldest (65+) age groups, which prioritized multi-family housing that is affordable to low-income families over mixed use projects.

TABLE 6 OPINION OF HOUSING DEVELOPMENT BY YEARS IN EASTVALE & OVERALL SATISFACTION (SHOWING % TOO LITTLE)

	Years in Eastvale (Q1)				Overall Satisfaction (Q4)	
	Less than 5	5 to 9	10 to 14	15 or longer	Satisfied	Dissatisfied
Senior housing, designed to meet the needs of older residents	45.3	36.4	48.1	59.4	44.8	52.2
Mixed-use, which is residential housing units built on top of or next to office, retail & restaurant businesses	28.0	26.0	23.5	26.8	25.6	25.2
Workforce housing that is affordable for middle-income families	27.3	21.7	29.9	22.1	24.7	31.8
Multi-family housing that is affordable for low-income families	19.2	20.0	21.7	21.5	20.2	22.2
Apartments	15.3	16.8	19.3	15.3	16.6	17.6
Condominiums	15.8	15.1	15.6	14.5	15.9	13.5
Detached, single family homes	9.4	7.7	13.4	6.2	8.9	15.7

TABLE 7 OPINION OF HOUSING DEVELOPMENT BY AGE & CHID IN HSLD (SHOWING % TOO LITTLE)

	Age (QD1)						Child in HslD (QD3)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
Senior housing, designed to meet the needs of older residents	52.0	38.5	36.0	47.1	57.5	56.2	42.5	50.0
Mixed-use, which is residential housing units built on top of or next to office, retail & restaurant businesses	27.4	27.0	28.0	26.9	26.4	12.4	25.5	25.8
Workforce housing that is affordable for middle-income families	31.5	31.1	21.6	22.4	29.9	22.0	23.8	28.4
Multi-family housing that is affordable for low-income families	43.6	21.1	13.1	13.2	21.0	19.7	18.3	23.4
Apartments	38.8	26.9	10.1	8.7	11.0	10.2	15.4	19.3
Condominiums	23.0	24.2	9.4	13.9	15.8	9.6	13.2	18.7
Detached, single family homes	23.2	15.9	4.3	6.0	5.8	7.7	7.8	12.1

CUSTOMER SERVICE

In many ways, City staff are the face of the organization. When residents have an issue they need addressed, a question answered, or simply require assistance on a city-related manner, it is typically staff that handles these interactions. Accordingly, the survey included questions to gauge the frequency of staff interaction with residents, as well as profile staff's accessibility, helpfulness, and professionalism.

STAFF CONTACT Overall, 23% of respondents indicated that they had been in contact with Eastvale staff at least once during the 12 months prior to the interview (Figure 16). As displayed in figures 17 through 19 on the next page, interaction with staff was most commonly reported by long-time residents (15+ years), those with a child in the home, home owners, residents 35 to 54 years of age, residents with an employment status of full-time, retired, or other, Caucasian/White or other/mixed respondents, those who report feeling very or somewhat engaged and connected to the community, and those dissatisfied with the City's overall performance in providing municipal services.

Question 10 *In the past 12 months, have you been in contact with staff from the City of Eastvale?*

FIGURE 16 CONTACT WITH CITY STAFF IN PAST 12 MONTHS

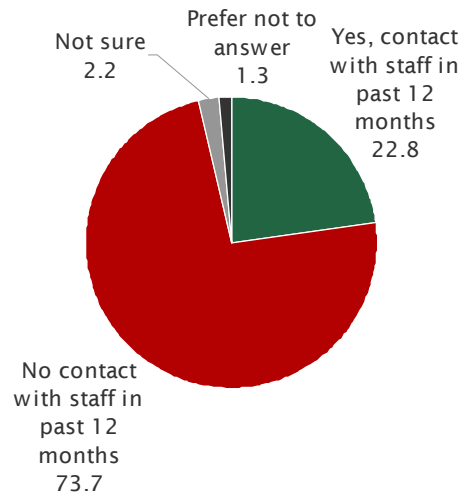


FIGURE 17 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY YEARS IN EASTVALE, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

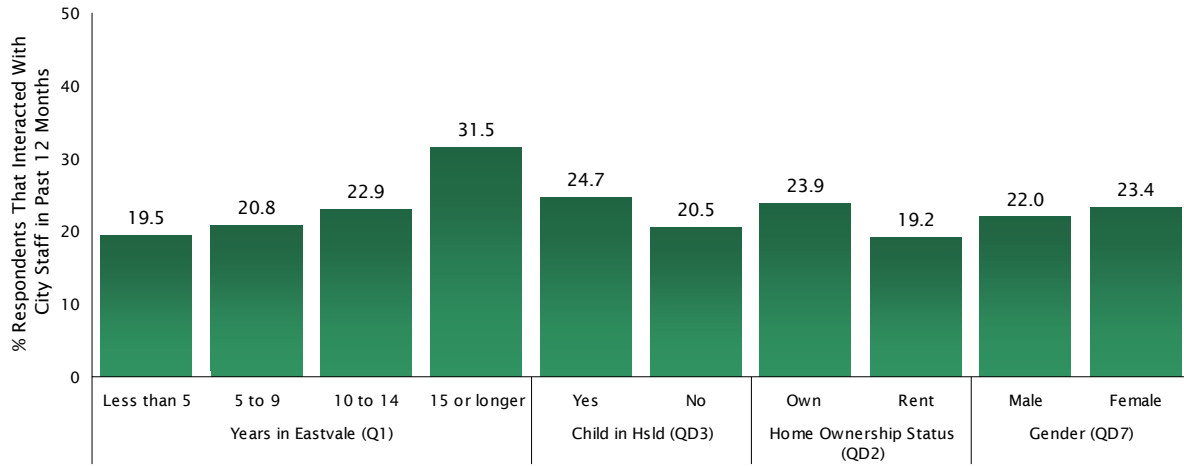


FIGURE 18 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY AGE & EMPLOYMENT STATUS

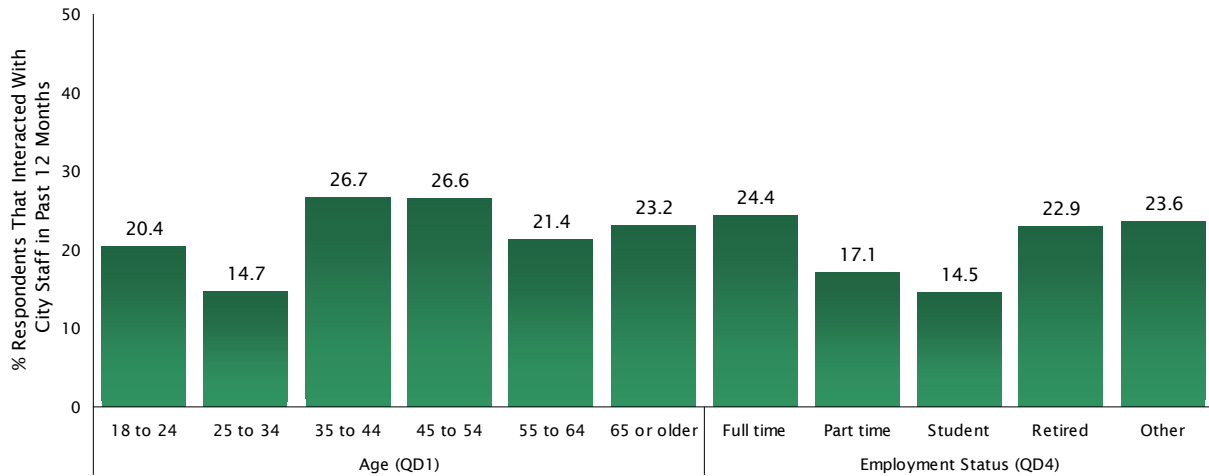
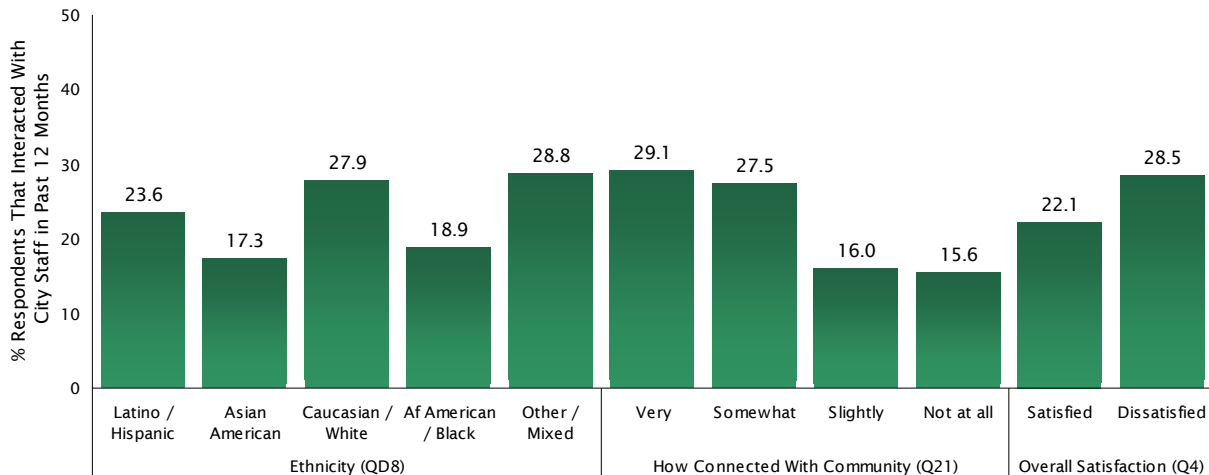


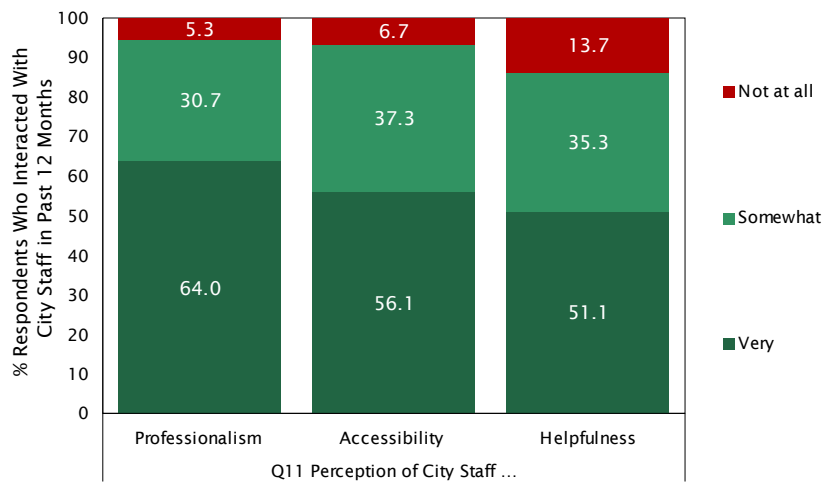
FIGURE 19 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY ETHNICITY, HOW CONNECTED WITH COMMUNITY & OVERALL SATISFACTION



The next question in this section asked respondents who had been in contact with staff to rate staff members' helpfulness, professionalism, and accessibility. As displayed in Figure 20, Eastvale residents rated city staff high on all three dimensions tested, with more than nine-in-ten residents rating staff as very or somewhat professional (95%) and accessible (93%), and more than eight-in-ten rating staff as helpful (86%).

Question 11 *In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____.* Read one item at a time, continue until all items are read.

FIGURE 20 PERCEPTION OF CITY STAFF



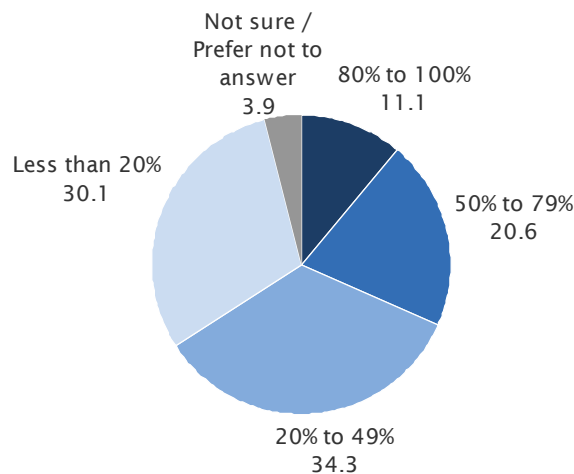
ECONOMIC DEVELOPMENT

One of the challenges for any city is to create sustainable economic development initiatives that will support the tax base required for current and future needs. Naturally, the success and sustainability of future retail economic initiatives will depend in part on the shopping behaviors and preferences of Eastvale residents. Businesses that meet these preferences will thrive, whereas those that do not will not succeed. Accordingly, the survey included questions designed to identify residents' current shopping patterns, as well as their desire for new shopping and dining opportunities.

RETAIL SHOPPING HABITS The first question in this series asked respondents to identify the percentage of their household's retail shopping dollars that they spend in the City—excluding grocery shopping. Approximately 32% of households indicated that they spend at least half of their household's retail shopping dollars within the City, with 11% spending at least 80% of their dollars within the City and 21% spending between 50% and 79% of their retail dollars within the City. Sixty-four percent (64%) of households spend less than half of their retail shopping dollars locally in Eastvale and an additional 4% of respondents were unsure or declined to state (Figure 21).

Question 12 *Excluding grocery shopping, what percentage of your household's retail shopping dollars do you spend locally in the City of Eastvale?*

FIGURE 21 PERCENTAGE OF HOUSEHOLD RETAIL SHOPPING DOLLARS SPENT IN EASTVALE



The following three figures show how retail spending patterns varied by years in Eastvale, age, ethnicity, community connectedness, gender, employment status, home ownership status, and presence of a child in the household. A higher than average percentage of long-time residents (15+ years), residents 18 to 24 years or 55 to 64 years of age, African American/Black respondents, residents who feel very connected to the Eastvale community, and renters spend at least half of their retail shopping dollars within the City.

FIGURE 22 PERCENTAGE OF HOUSEHOLD RETAIL SHOPPING DOLLARS SPENT IN EASTVALE BY YEARS IN EASTVALE & AGE

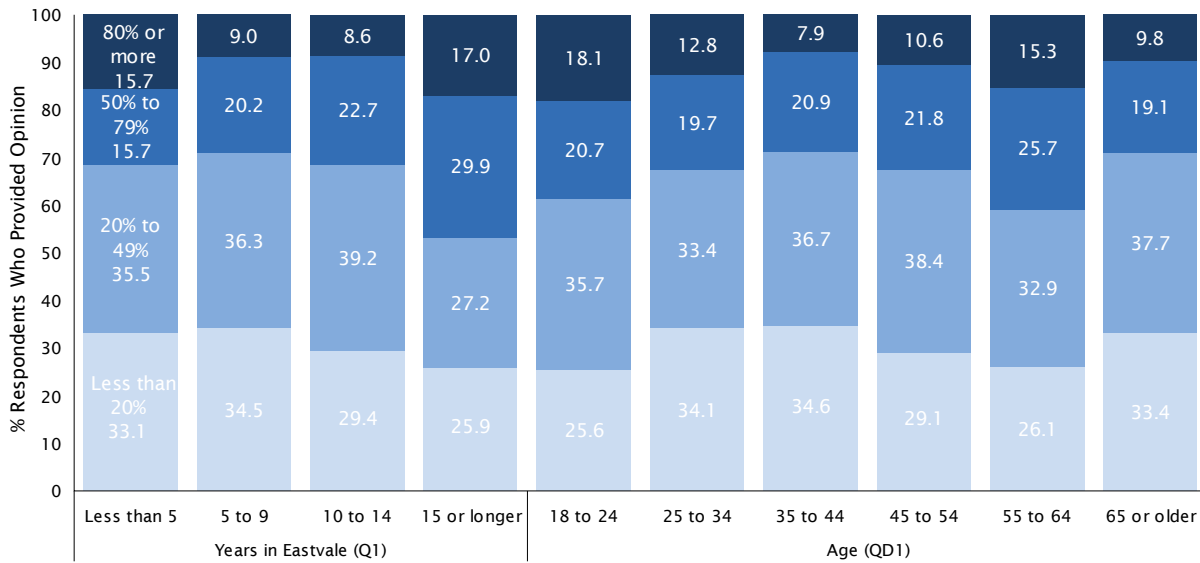


FIGURE 23 PERCENTAGE OF HOUSEHOLD RETAIL SHOPPING DOLLARS SPENT IN EASTVALE BY ETHNICITY, HOW CONNECTED WITH COMMUNITY & GENDER

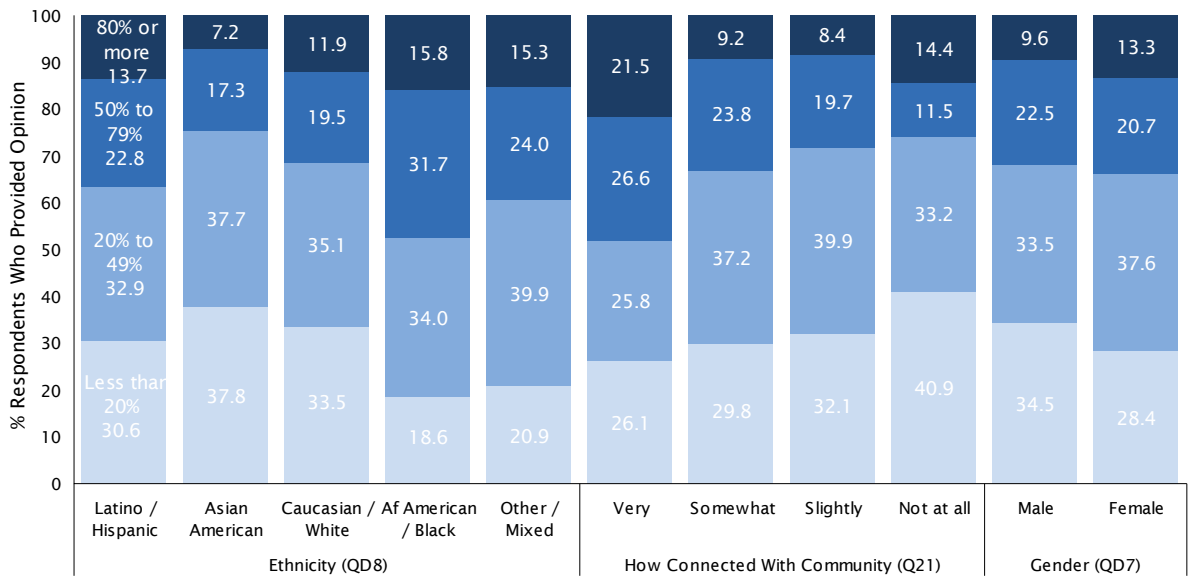
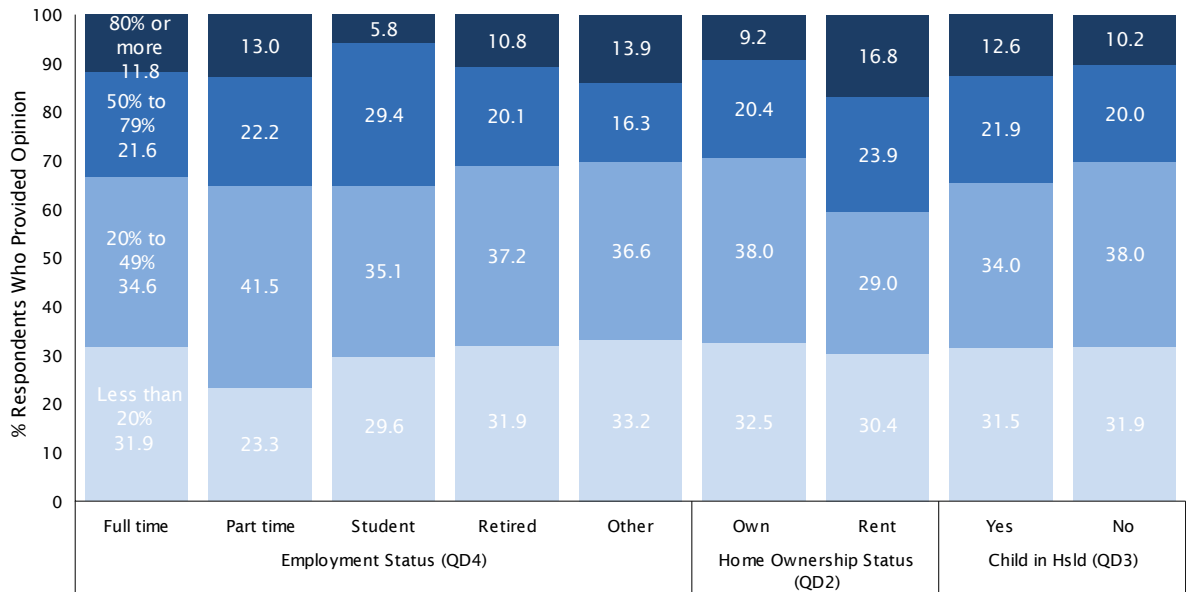


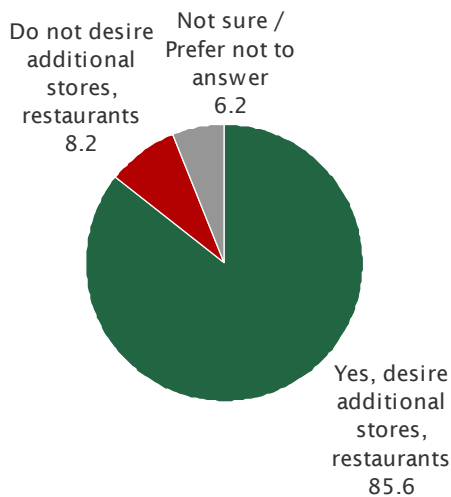
FIGURE 24 PERCENTAGE OF HOUSEHOLD RETAIL SHOPPING DOLLARS SPENT IN EASTVALE BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & CHILD IN HSLD



INTEREST IN ADDITIONAL STORES OR RESTAURANTS All residents were next asked to indicate whether, among the retail stores and restaurants their household currently visits outside of the City, there are any they would like to have available in Eastvale. As shown on Figure 25, more than eight-in-ten respondents (86%) answered this question in the affirmative.

Question 13 *Thinking of the retail stores and restaurants that your household visits outside of the City, are there any that you would like to have available in Eastvale?*

FIGURE 25 DESIRE ADDITIONAL STORES & RESTAURANTS IN CITY OF EASTVALE



With the exception of residents 18 to 24 years of age, African American/Black respondents, students, and those with an employment status other than employed, student, or retired, at least 80% of residents in every identified subgroup expressed interest in having additional retail stores and restaurants in Eastvale (see figures 26 to 28 on the next page).

FIGURE 26 DESIRE ADDITIONAL STORES & RESTAURANTS IN CITY OF EASTVALE BY YEARS IN EASTVALE, AGE & CHILD IN HSLD

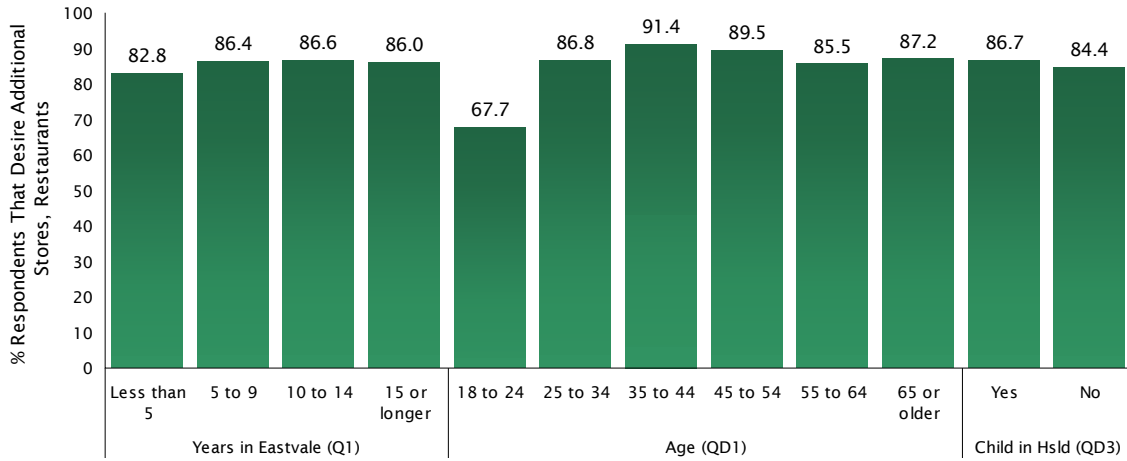


FIGURE 27 DESIRE ADDITIONAL STORES & RESTAURANTS IN CITY OF EASTVALE BY ETHNICITY, HOW CONNECTED WITH COMMUNITY & GENDER

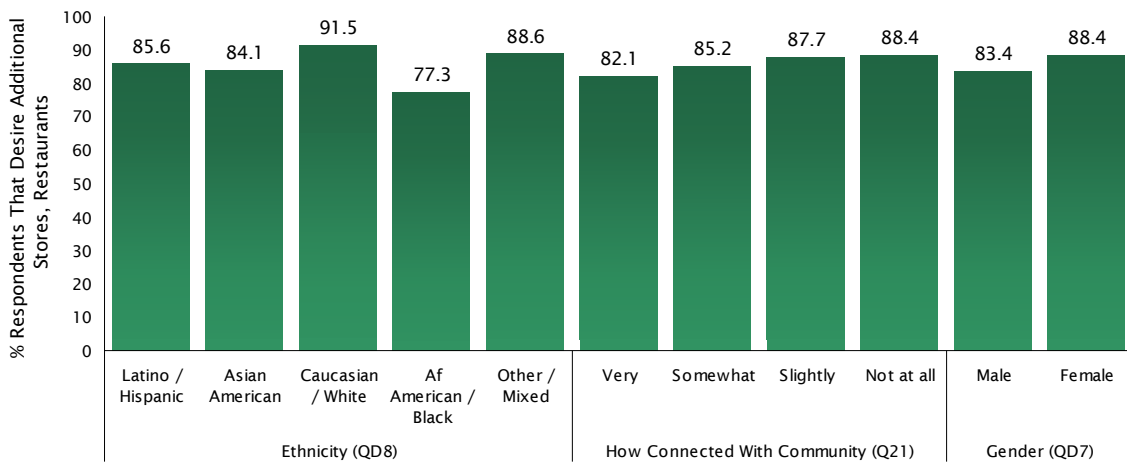
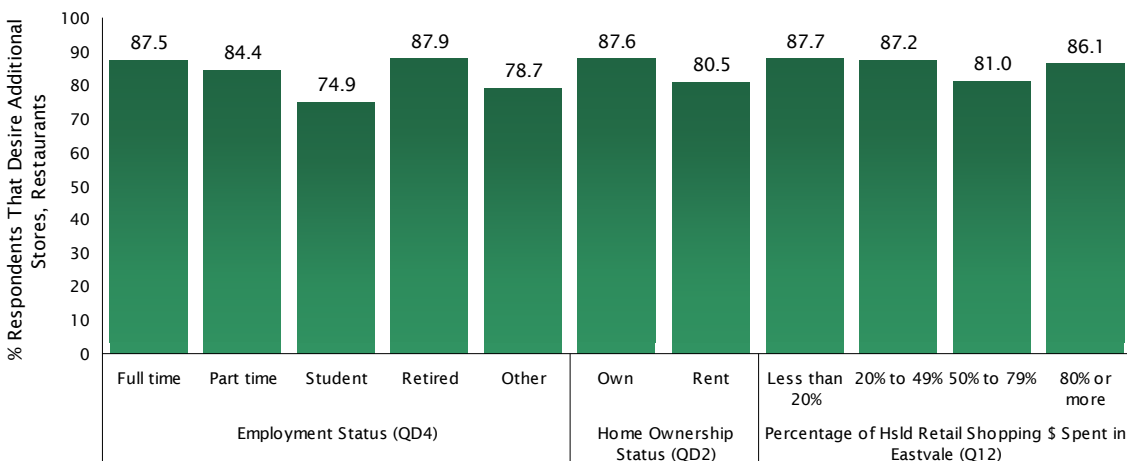


FIGURE 28 DESIRE ADDITIONAL STORES & RESTAURANTS IN CITY OF EASTVALE BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & PERCENTAGE OF HSLD RETAIL SHOPPING DOLLARS SPENT IN EASTVALE

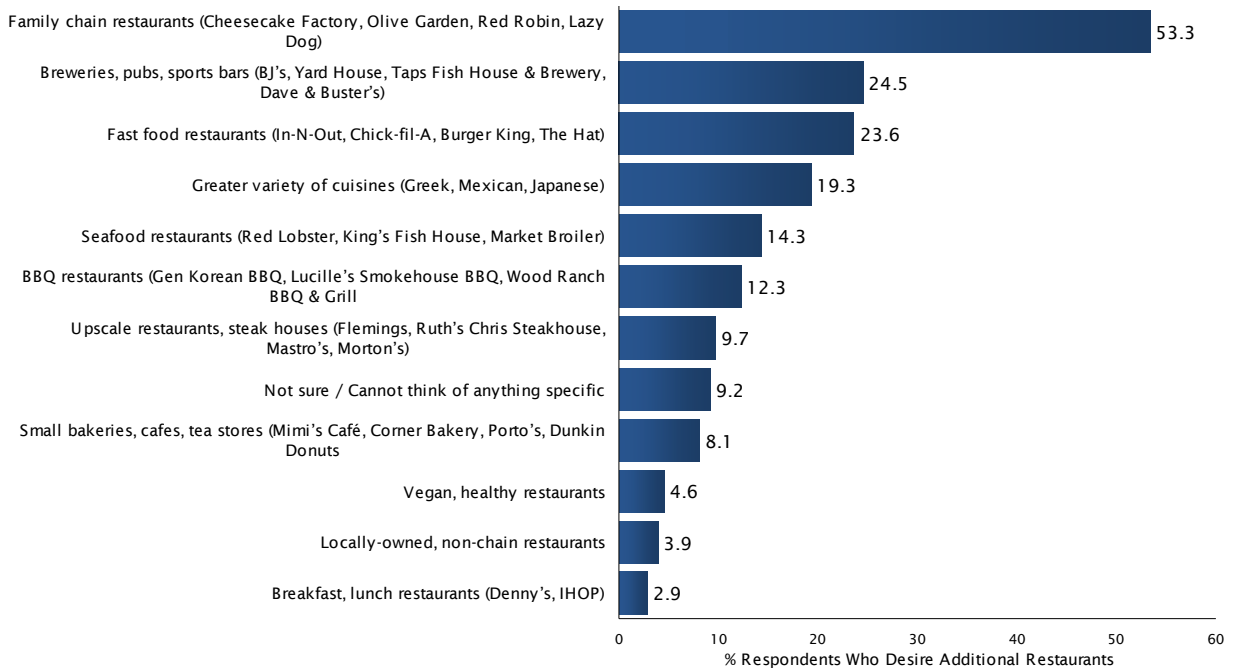


Those interested in new businesses in the City were next asked to name up to three restaurants (Question 14) or stores (Question 15) they were most interested in having located in Eastvale. These questions were asked in an open-ended manner, allowing respondents to name any business that came to mind without being limited to a list of options. True North later reviewed the verbatim responses and grouped them into the broader categories shown in the figures, which also provide examples of each category in parentheses.

Family restaurant chains such as Cheesecake Factory and Olive Garden was by far the most commonly mentioned type of restaurant that residents would like to have located in the City (53%), followed by breweries/pubs/sports bars such as BJ’s and Yard House (25%), fast food such as In-N-Out and Chick-fil-A (24%), and a greater variety of cuisines in general such as Greek, Mexican, and Japanese (19%).

Question 14 *What are the names of up to three restaurants you would most like to have located in Eastvale?*

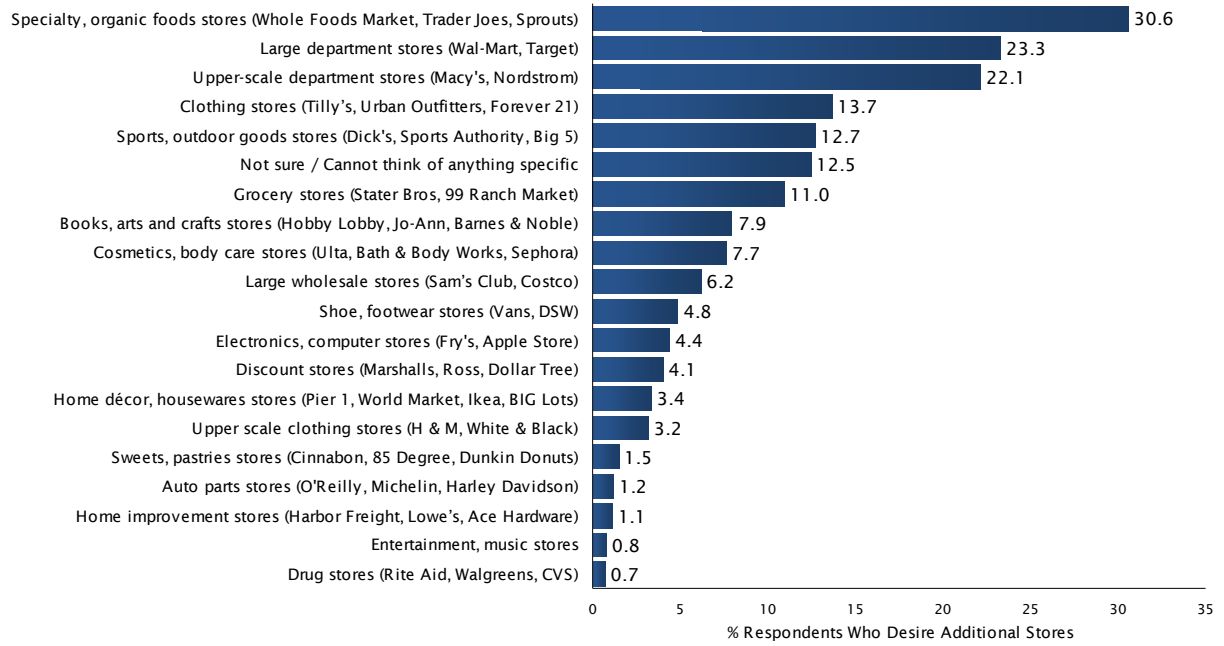
FIGURE 29 RESTAURANTS DESIRED IN EASTVALE



When asked to provide the names of up to three stores they would most like to have located in Eastvale, 31% of the households that desired additional businesses in the City cited specialty organic food stores such as Whole Foods, Trader Joe’s, and Sprouts. An additional 23% cited large department stores such as Wal-Mart and Target, and 22% would like upscale department stores such as Macy’s and Nordstrom to be located in Eastvale (see Figure 30 on the next page).

Question 15 *What are the names of up to three stores you would most like to have located in Eastvale?*

FIGURE 30 STORES DESIRED IN EASTVALE



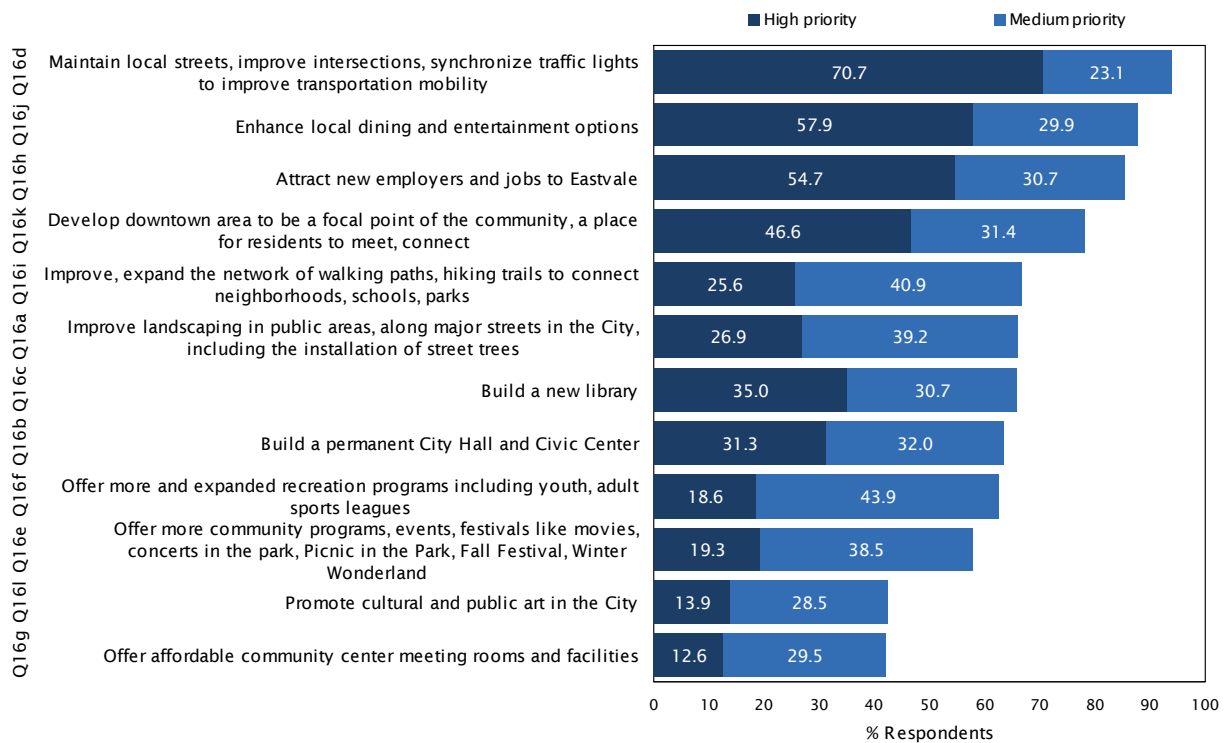
PRIORITIES & FUNDING

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

FUNDING PRIORITIES Question 16 was designed to provide Eastvale with a reliable measure of how residents, as a whole, prioritize a variety of services and projects to which the City could allocate resources in the future. The format of the question was straightforward: after informing respondents that the City does not have the financial resources to fund *all* of the services and projects that may be desired by residents, respondents were asked whether each service or project shown in Figure 31 should be a high, medium, or low priority for future city spending—or if the City should not spend money on the project at all. To encourage a sense of competition, respondents were instructed that not all of the services and projects could be high priorities.

Question 16 *The City of Eastvale has limited financial resources to provide local services and projects desired by residents. Because it can't fund every service and project, the City must set priorities. As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 31 FUNDING PRIORITIES



The 12 services and projects are sorted in Figure 31 on the previous page from high to low based on the percentage of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the services and projects tested, maintaining local streets, improving intersections, and synchronizing traffic lights to improve transportation mobility was assigned the highest priority (94% high or medium priority), followed by enhancing local dining and entertainment options (88%) and attracting new employers and jobs to Eastvale (85%). Comparatively, offering affordable community center meeting rooms and facilities and promoting cultural and public art in the City were generally considered lower priorities (42% each).

For the interested reader, the following three tables provide the percentage of respondents who considered each proposed service or project a *high priority* by their years in Eastvale, overall satisfaction with the City’s performance, home ownership status, age, community connectedness, and ethnicity (top five highest priorities highlighted green).

TABLE 8 FUNDING PRIORITIES BY YEARS IN EASTVALE, OVERALL SATISFACTION & HOME OWNERSHIP (SHOWING % HIGH PRIORITY)

	Years in Eastvale (Q1)				Overall Satisfaction (Q4)		Home Ownership Status (Q2)	
	Less than 5	5 to 9	10 to 14	15 or longer	Satisfied	Dissatisfied	Own	Rent
Maintain local streets, improve intersections, synchronize traffic lights to improve transportation mobility	68.2	68.6	72.2	75.3	70.7	71.6	71.5	68.4
Enhance local dining and entertainment options	53.4	58.6	61.7	54.9	57.3	58.4	59.6	53.5
Attract new employers and jobs to Eastvale	56.6	51.6	56.4	54.2	54.6	51.4	51.9	61.3
Develop downtown area to be a focal point of the community, a place for residents to meet, connect	44.2	50.2	47.9	40.4	47.9	45.3	49.5	39.3
Build a new library	37.6	39.6	34.3	22.9	34.9	31.9	33.7	38.6
Build a permanent City Hall and Civic Center	32.2	32.3	28.4	34.7	33.4	23.6	29.4	34.4
Improve landscaping in public areas, along major streets in the City, including the installation of street trees	28.7	27.2	24.8	27.5	26.4	30.8	24.2	34.4
Improve, expand the network of walking paths, hiking trails to connect neighborhoods, schools, parks	31.3	25.4	23.9	21.6	25.2	29.8	24.5	28.5
Offer more community programs, events, festivals like movies, concerts in the park, Picnic in the Park, Fall Festival, Winter Wonderland	26.0	18.7	16.2	17.9	19.4	21.7	16.0	29.4
Offer more and expanded recreation programs including youth, adult sports leagues	21.0	20.3	14.9	19.9	18.7	18.6	16.6	23.5
Promote cultural and public art in the City	17.0	13.5	12.7	12.7	12.8	17.1	11.2	20.9
Offer affordable community center meeting rooms and facilities	10.4	15.4	12.7	9.9	13.2	12.6	11.3	14.6

TABLE 9 FUNDING PRIORITIES BY AGE (SHOWING % HIGH PRIORITY)

	Age (Q1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Maintain local streets, improve intersections, synchronize traffic lights to improve transportation mobility	74.2	67.6	65.3	73.2	75.4	74.9
Enhance local dining and entertainment options	44.6	64.0	67.0	59.2	49.0	51.0
Attract new employers and jobs to Eastvale	61.2	56.1	53.4	52.4	55.9	45.5
Develop downtown area to be a focal point of the community, a place for residents to meet, connect	42.6	53.0	47.4	51.3	42.7	36.6
Build a new library	46.7	38.4	35.9	31.5	27.0	27.0
Build a permanent City Hall and Civic Center	35.7	29.8	29.0	28.2	32.2	37.4
Improve landscaping in public areas, along major streets in the City, including the installation of street trees	33.5	25.6	23.5	26.9	30.2	26.3
Improve, expand the network of walking paths, hiking trails to connect neighborhoods, schools, parks	32.0	28.5	26.6	25.5	19.8	19.1
Offer more community programs, events, festivals like movies, concerts in the park, Picnic in the Park, Fall Festival, Winter Wonderland	34.4	19.8	18.1	16.0	16.5	13.1
Offer more and expanded recreation programs including youth, adult sports leagues	22.3	22.8	18.9	17.0	13.6	15.6
Promote cultural and public art in the City	28.8	14.3	11.0	11.0	10.0	12.0
Offer affordable community center meeting rooms and facilities	15.2	13.6	10.3	12.8	10.1	13.3

TABLE 10 FUNDING PRIORITIES BY HOW CONNECTED WITH COMMUNITY & ETHNICITY (SHOWING % HIGH PRIORITY)

	How Connected With Community (Q21)				Latino / Hispanic	Asian American	Ethnicity (QD8)	
	Very	Somewhat	Slightly	Not at all			Caucasian / White	Af American / Black
Maintain local streets, improve intersections, synchronize traffic lights to improve transportation mobility	70.1	70.9	71.1	67.0	71.6	72.7	67.9	64.1
Enhance local dining and entertainment options	58.0	58.6	57.0	56.1	61.1	51.8	60.4	63.5
Attract new employers and jobs to Eastvale	55.4	56.9	50.4	53.8	54.5	55.7	45.7	71.4
Develop downtown area to be a focal point of the community, a place for residents to meet, connect	59.0	49.9	37.8	41.3	50.3	48.3	36.6	55.1
Build a new library	35.5	36.3	31.7	39.0	40.0	43.3	16.3	35.9
Build a permanent City Hall and Civic Center	35.9	33.3	27.1	26.1	32.6	30.6	23.5	44.8
Improve landscaping in public areas, along major streets in the City, including the installation of street trees	27.3	28.1	27.9	20.3	31.2	25.5	17.0	37.2
Improve, expand the network of walking paths, hiking trails to connect neighborhoods, schools, parks	26.8	24.2	26.4	26.5	27.9	24.7	20.4	32.6
Offer more community programs, events, festivals like movies, concerts in the park, Picnic in the Park, Fall Festival, Winter Wonderland	23.9	19.4	15.6	20.6	22.7	18.0	14.2	31.2
Offer more and expanded recreation programs including youth, adult sports leagues	26.3	17.7	16.5	17.3	21.6	16.2	13.4	29.8
Promote cultural and public art in the City	18.8	11.9	13.3	16.2	15.8	14.0	4.4	31.4
Offer affordable community center meeting rooms and facilities	17.3	13.0	13.2	5.1	15.2	10.5	7.1	26.8

SALES TAX MEASURE One objective of this survey was to estimate resident support for a one-cent sales tax increase to fund priority services and projects, such as police patrols, crime prevention, fire protection, and 911 emergency response; street maintenance, pothole repair, traffic light synchronization, and smart-city technology; parks and recreation, walking trails, infrastructure improvements, and other general city services. To this end, Question 17 was designed to assess baseline support for the proposed tax measure.

Question 17 *In order to help fund priority services and projects, voters in Eastvale may be asked to vote on a local ballot measure in the future. Let me read you a summary of the measure. To provide funding for general services and facilities in the City of Eastvale, including police patrols, crime prevention, fire protection, and 9-1-1 emergency response; street maintenance, pothole repair, traffic light synchronization, and smart-city technology; parks and recreation, walking trails, infrastructure improvements, and other general city services; shall the measure establishing a one-cent sales tax be adopted, providing up to 10 million dollars annually for city services until ended by voters that can't be taken by the State, and requiring resident oversight, independent audits, and all funds controlled locally? If the election were held today, would you vote yes or no on this measure?*

FIGURE 32 SALES TAX BALLOT TEST

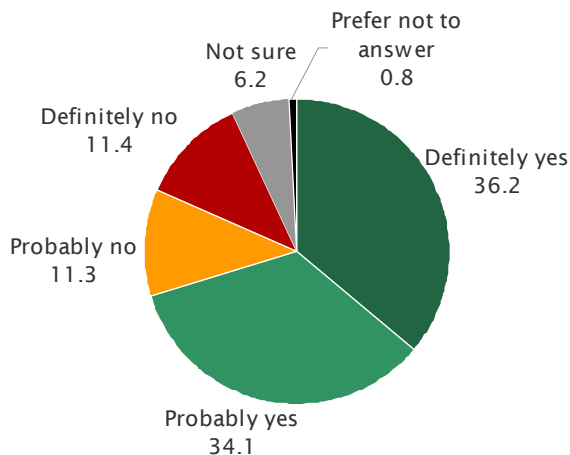


Figure 32 presents the results of the ballot test among all residents surveyed. Overall, 70% of residents indicated that they would support the proposed sales tax, whereas 23% stated that they would oppose the measure, and approximately 7% were unsure or unwilling to share their vote choice. For the interested reader, the figures on the next page display support for the proposed sales tax by a variety of resident subgroups.

FIGURE 33 SALES TAX BALLOT TEST BY YEARS IN EASTVALE, CHILD IN HSLD, HOME OWNERSHIP STATUS & GENDER

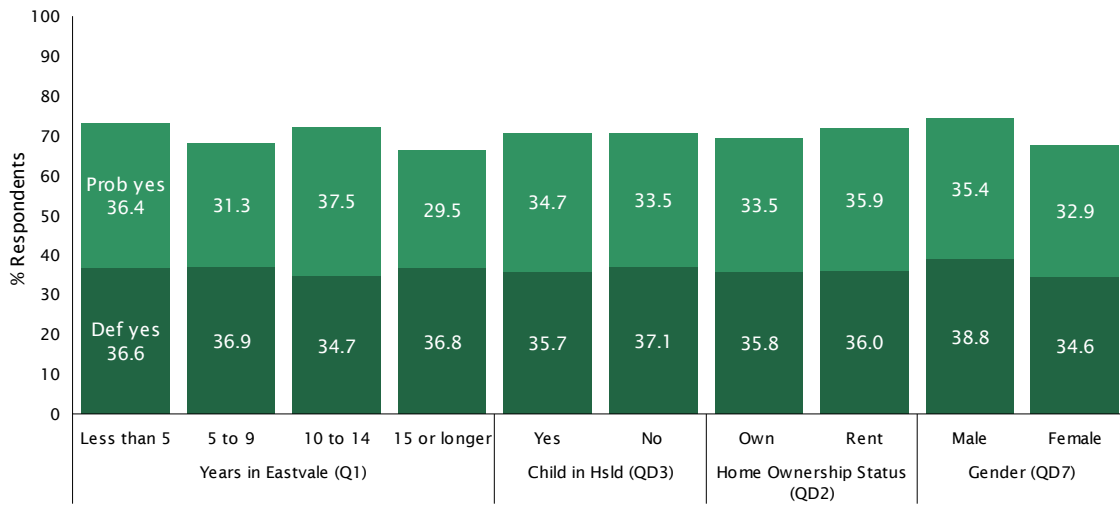


FIGURE 34 SALES TAX BALLOT TEST BY AGE & EMPLOYMENT STATUS

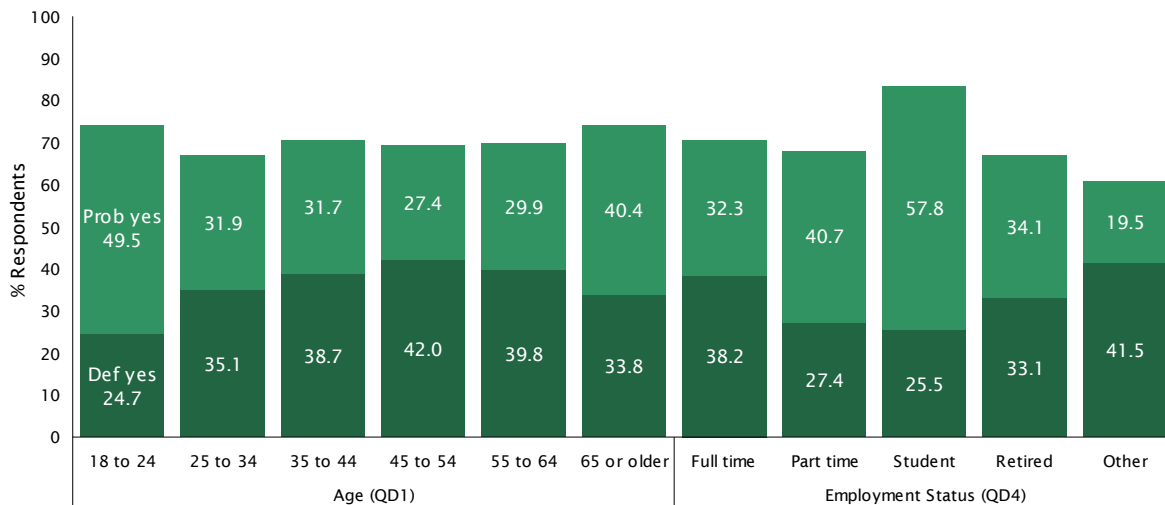
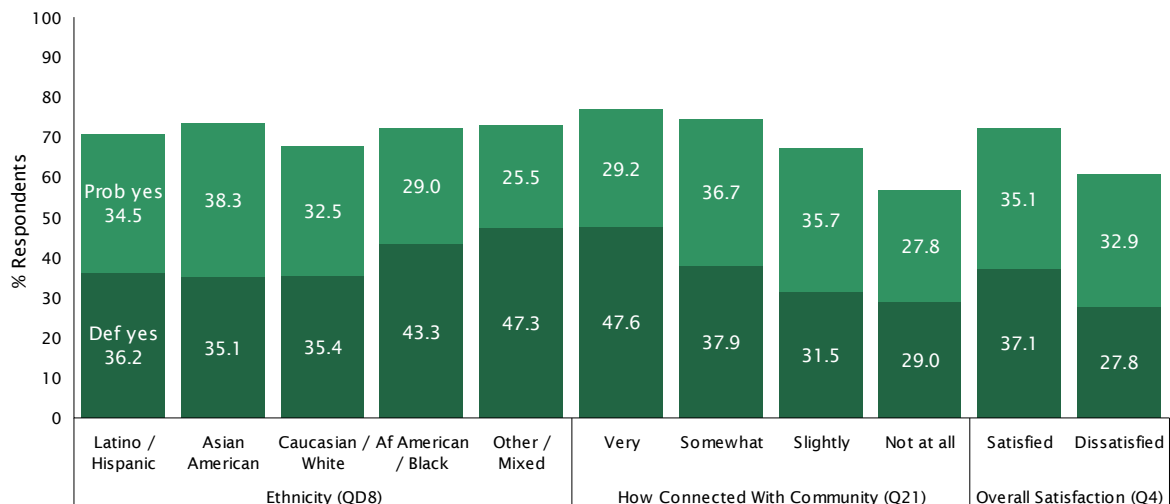


FIGURE 35 SALES TAX BALLOT TEST BY ETHNICITY, HOW CONNECTED WITH COMMUNITY & OVERALL SATISFACTION



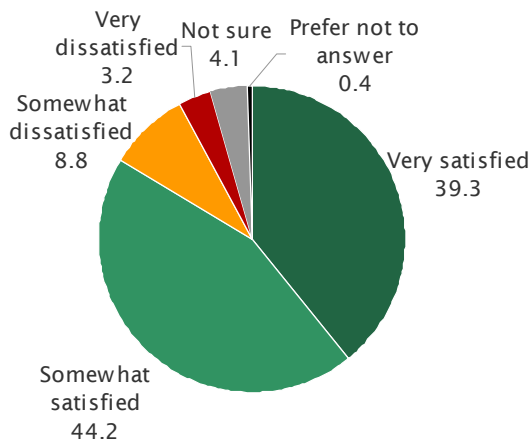
COMMUNICATION & ENGAGEMENT

The importance of city communication with residents cannot be over-stated. Much of a city’s success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of Eastvale’ efforts to enhance the information flow to the City to better understand the community’s concerns, perceptions, and needs. Some of Eastvale’ many efforts to communicate with its residents include its newsletters, timely press releases, and its website. In this section, we present the results of several communication-related questions as well as an assessment of how connected Eastvale residents feel to their local community.

SATISFACTION WITH COMMUNICATION Question 18 asked Eastvale residents to report their satisfaction with city-resident communication. Overall, 84% of respondents indicated they were satisfied with the City’s efforts to communicate with residents through newsletters, the Internet, social media, and other means. The remaining respondents were either dissatisfied with the City’s efforts in this respect (12%) or unsure of their opinion (5%).

Question 18 *Overall, are you satisfied or dissatisfied with the City’s efforts to communicate with residents through newsletters, the Internet, social media, and other means?*

FIGURE 36 SATISFACTION WITH COMMUNICATION



The next three figures display how satisfaction with the City’s efforts to communicate with residents varied by a number of demographics. Satisfaction with the City’s communication efforts was widespread, with at least 70% of respondents in all but one subgroup reporting they were either very or somewhat satisfied. As might be expected, residents dissatisfied with the City’s overall performance also tended to be less satisfied with the City’s communication efforts when compared with those who were generally satisfied with the City (89% vs. 54%).

FIGURE 37 SATISFACTION WITH COMMUNICATION BY YEARS IN EASTVALE, OVERALL SATISFACTION, CONTACT WITH CITY STAFF & CONNECT WITH CITY PERIODICALLY

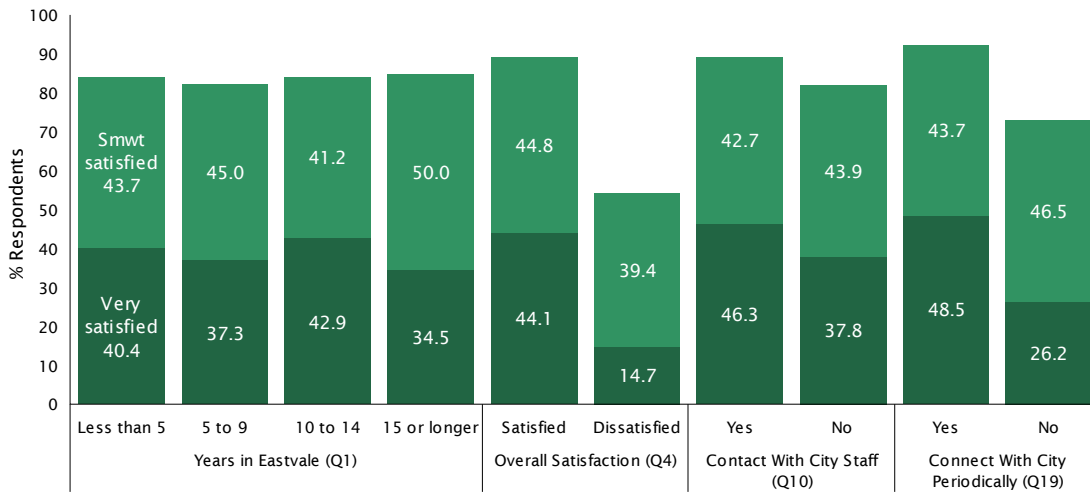


FIGURE 38 SATISFACTION WITH COMMUNICATION BY AGE & ETHNICITY

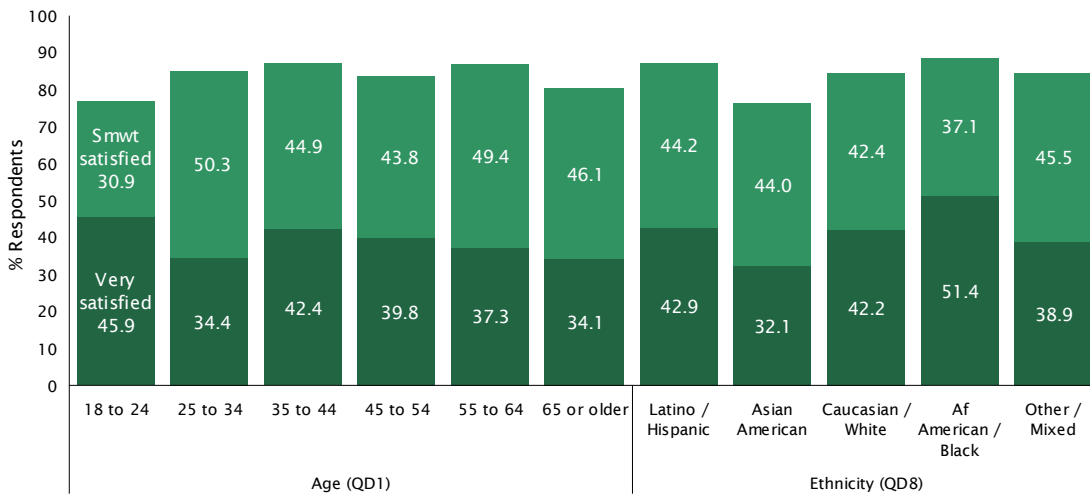


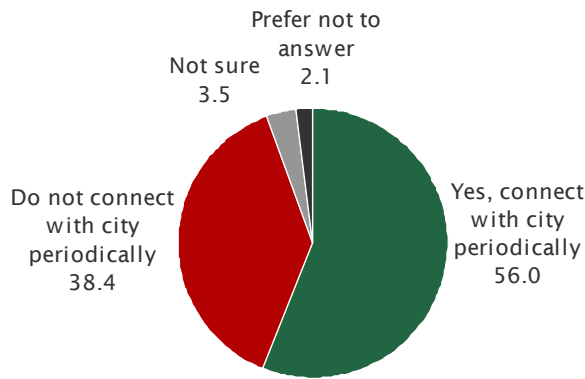
FIGURE 39 SATISFACTION WITH COMMUNICATION BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS, CHILD IN HSLD & GENDER



RESIDENT OUTREACH Eastvale residents were next asked whether they periodically connect with the City via email, social media, a newsletter, or other outreach effort. The majority (56%) of respondents answered in the affirmative, whereas 38% indicated that they do not connect with the City through any outreach efforts and 6% were unsure or declined to state.

Question 19 *Do you periodically connect with the City of Eastvale via email, social media, a newsletter, or other outreach effort?*

FIGURE 40 CONNECT WITH CITY PERIODICALLY



Figures 41 and 42 display the percentage of respondents who periodically connect with the City by a variety of resident subgroups. Compared with their counterparts, residents who have lived in Eastvale for at least 15 years, those satisfied with the City’s overall performance, respondents who had been in contact with city staff in the 12 months prior to the interview, those satisfied with the City’s communication efforts, female respondents, those 25 to 64 years of age, residents who classified their ethnicity in a category other than Asian American, and those with a child in their home were more likely to report having connected with the City via email, social media, a newsletter, or other outreach effort.

FIGURE 41 CONNECT WITH CITY PERIODICALLY BY YEARS IN EASTVALE, OVERALL SATISFACTION, CONTACT WITH CITY STAFF, SATISFACTION WITH COMMUNICATION & GENDER

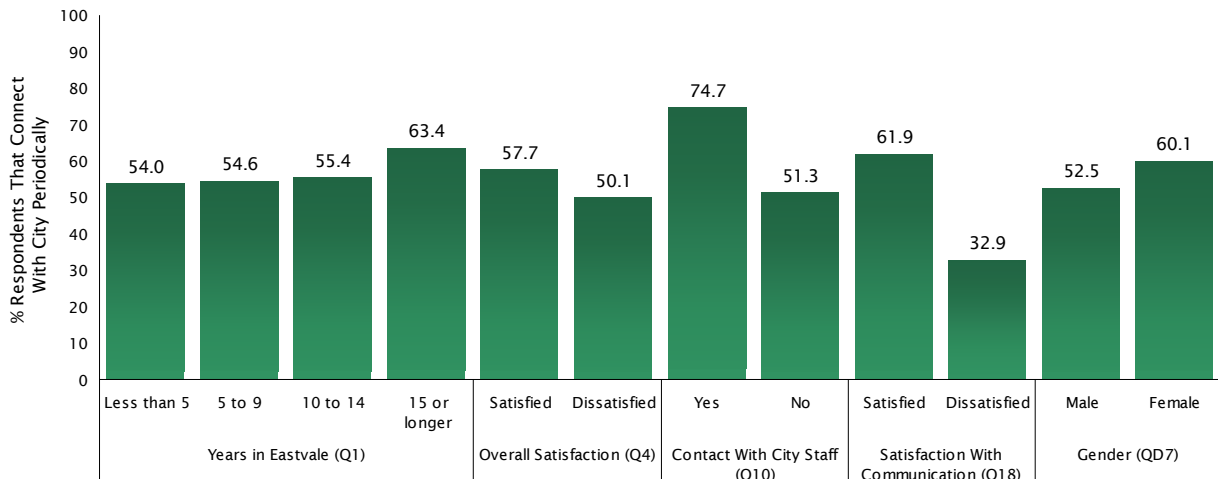
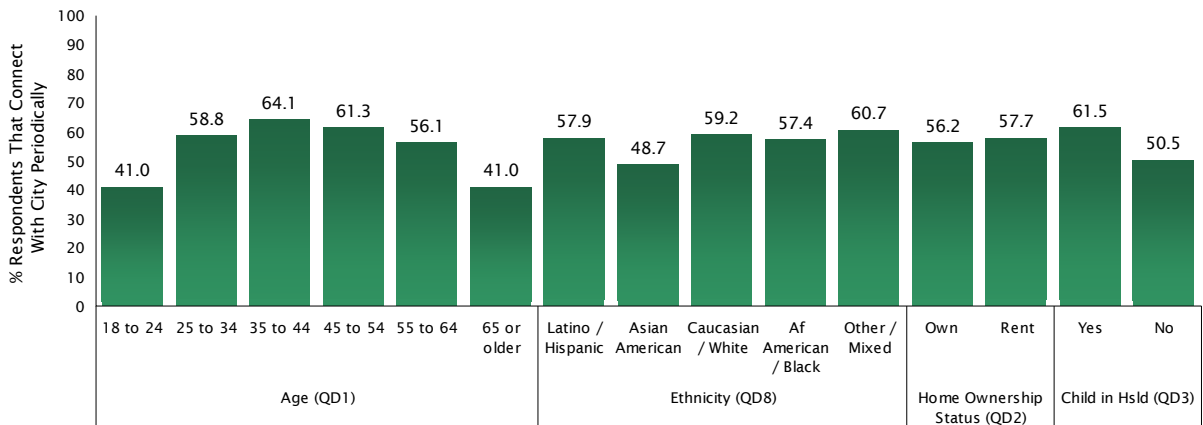


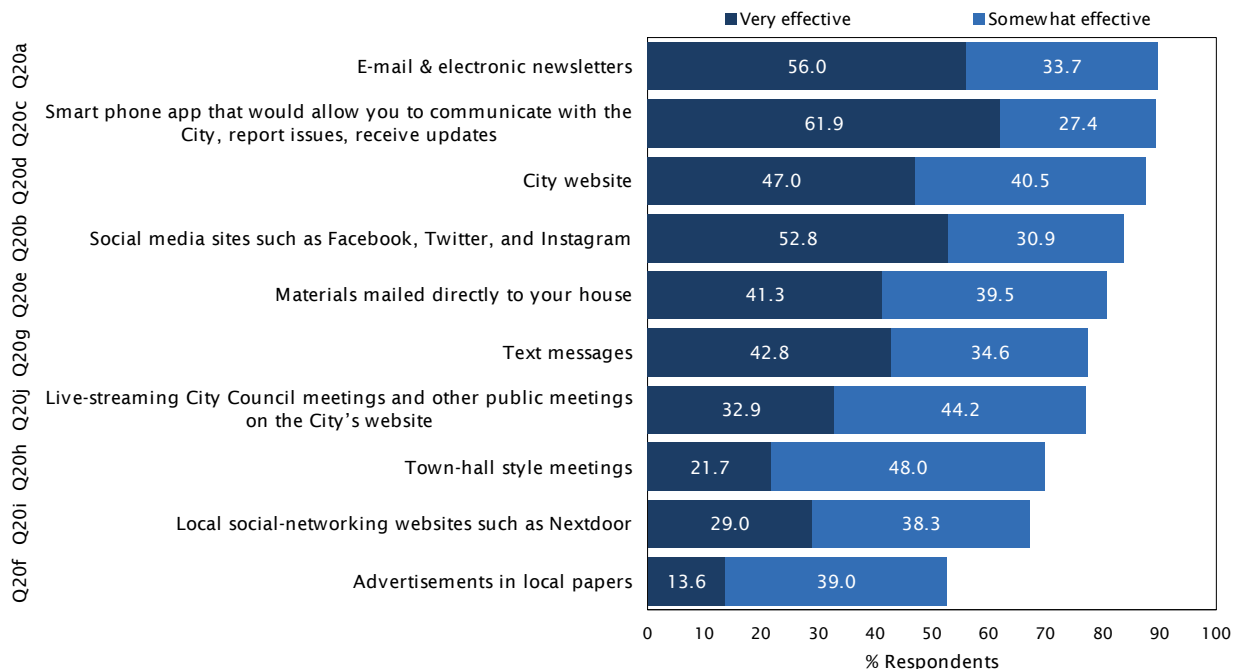
FIGURE 42 CONNECT WITH CITY PERIODICALLY BY AGE, ETHNICITY, HOME OWNERSHIP STATUS & CHILD IN HSLD



COMMUNICATION PREFERENCES The next communication-related question presented residents with the methods shown to the left of Figure 43 below and asked whether each would be an effective way for the City to communicate with them. Overall, respondents cited email and electronic newsletters as the most effective method (90% very or somewhat effective), followed by a smart phone app (89%), the City’s website (88%), and social media (84%). While still perceived as effective by the majority of respondents, advertisements in local papers were viewed as the least effective way for the City to communicate with them (53%).

Question 20 *As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.*

FIGURE 43 EFFECTIVENESS OF COMMUNICATION METHODS



The following tables display the percentage of respondents who perceived each proposed communication method as *very effective* by their years in Eastvale, overall satisfaction with the City’s performance, age, presence of a child in the home, community connectedness, and satisfaction with city-resident communication, with the top three most effective methods within each sub-group highlighted green.

TABLE 11 EFFECTIVENESS OF COMMUNICATION METHODS BY YEARS IN EASTVALE & OVERALL SATISFACTION (SHOWING % VERY EFFECTIVE)

	Years in Eastvale (Q1)				Overall Satisfaction (Q4)	
	Less than 5	5 to 9	10 to 14	15 or longer	Satisfied	Dissatisfied
Smart phone app to communicate with the City, report issues, receive updates	66.7	55.8	66.2	58.4	62.9	61.2
E-mail & electronic newsletters	66.2	52.6	55.2	50.1	58.9	41.9
Social media sites such as Facebook, Twitter, and Instagram	58.1	50.0	54.2	48.0	54.8	43.2
City website	52.7	44.1	48.8	40.7	48.7	37.8
Text messages	48.0	38.9	42.8	43.7	43.4	41.6
Materials mailed directly to your house	43.5	40.0	39.5	44.1	41.4	42.3
Live-streaming City Council meetings and other public meetings on the City’s website	38.2	30.8	30.3	34.6	33.2	37.8
Local social-networking websites such as Nextdoor	38.1	29.3	25.9	21.8	30.2	19.0
Town-hall style meetings	22.3	20.6	22.7	21.3	20.6	37.9
Advertisements in local papers	17.5	10.3	15.9	9.9	14.1	10.1

TABLE 12 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE & CHILD IN HSLD (SHOWING % VERY EFFECTIVE)

	Age (QD1)						Child in Hsl'd (QD3)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
Smart phone app to communicate with the City, report issues, receive updates	62.0	67.1	72.0	64.2	51.0	40.7	70.2	52.2
E-mail & electronic newsletters	58.4	51.2	58.4	59.4	55.8	49.7	57.0	55.4
Social media sites such as Facebook, Twitter, and Instagram	65.8	62.5	58.4	53.1	39.4	25.1	59.5	45.2
City website	46.6	42.2	51.5	46.3	49.2	44.7	48.1	46.5
Text messages	41.8	49.8	47.4	43.3	37.7	28.5	47.4	37.3
Materials mailed directly to your house	55.3	44.8	33.8	33.9	39.7	50.0	41.4	40.9
Live-streaming City Council meetings and other public meetings on the City’s website	37.2	28.4	33.6	35.4	33.5	26.5	33.4	31.6
Local social-networking websites such as Nextdoor	25.4	30.2	32.3	30.1	27.2	25.3	32.0	25.4
Town-hall style meetings	27.6	21.9	16.9	20.4	25.0	23.4	19.4	24.1
Advertisements in local papers	19.8	9.8	9.6	13.1	14.3	21.4	12.8	14.3

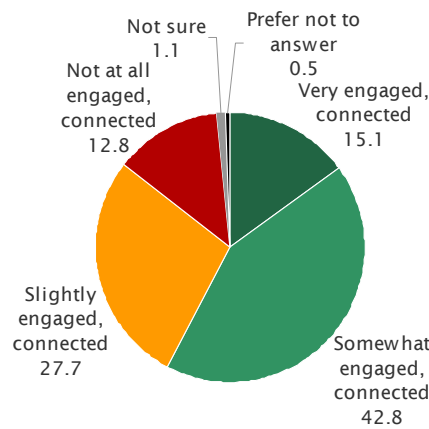
TABLE 13 EFFECTIVENESS OF COMMUNICATION METHODS BY HOW CONNECTED WITH COMMUNITY & SATISFACTION WITH COMMUNICATION (SHOWING % VERY EFFECTIVE)

	How Connected With Community (Q21)				Satisfaction With Communication (Q18)	
	Very	Somewhat	Slightly	Not at all	Satisfied	Dissatisfied
Smart phone app to communicate with the City, report issues, receive updates	78.0	64.6	55.2	49.6	64.0	55.9
E-mail & electronic newsletters	58.8	58.9	57.7	39.1	59.3	46.0
Social media sites such as Facebook, Twitter, and Instagram	69.3	54.7	43.9	47.9	55.7	41.0
City website	52.9	55.3	35.3	37.2	51.0	29.1
Text messages	51.8	45.4	36.9	37.2	43.5	43.3
Materials mailed directly to your house	45.5	42.4	37.6	39.3	40.5	47.8
Live-streaming City Council meetings and other public meetings on the City’s website	41.5	35.4	26.6	28.4	33.8	31.2
Local social-networking websites such as Nextdoor	40.4	34.9	18.3	17.2	31.5	15.7
Town-hall style meetings	31.7	24.2	15.5	15.5	22.6	16.6
Advertisements in local papers	17.6	14.8	12.2	8.2	15.2	5.8

COMMUNITY CONNECTEDNESS Question 21 asked respondents to rate how engaged and connected they felt to the Eastvale community using a scale of very, somewhat, slightly, or not at all engaged and connected. Overall, 15% of respondents claimed to be very engaged and connected to the community, 43% somewhat engaged and connected, and 28% felt slightly engaged and connected. Another 13% of respondents confided that they are not at all engaged or connected to the Eastvale community and 2% were unsure or declined to state (see Figure 44).

Question 21 *In general, how engaged and connected do you feel to the Eastvale community? Would you say very, somewhat, slightly, or not at all engaged and connected?*

FIGURE 44 ENGAGEMENT, CONNECTION WITH EASTVALE COMMUNITY



Figures 45 and 46 on the next page show the percentage of residents who felt very or somewhat engaged and connected to the Eastvale community by years in Eastvale, overall satisfaction, whether they had contacted city staff in the 12 months prior to the interview, satisfaction with communication, gender, age, ethnicity, home ownership status, and presence of a child in the home. Community connectedness increased with length of residence and was also higher among residents satisfied with the City’s overall performance, those who had been in contact with city staff over the past year, respondents satisfied with city-resident communication, female respondents, residents 18 to 24 or 35 to 44 years of age, African American/Black and Latino/Hispanic respondents, and those with a child in their household.

FIGURE 45 ENGAGEMENT, CONNECTION WITH EASTVALE COMMUNITY BY YEARS IN EASTVALE, OVERALL SATISFACTION, CONTACT WITH CITY STAFF, SATISFACTION WITH COMMUNICATION & GENDER

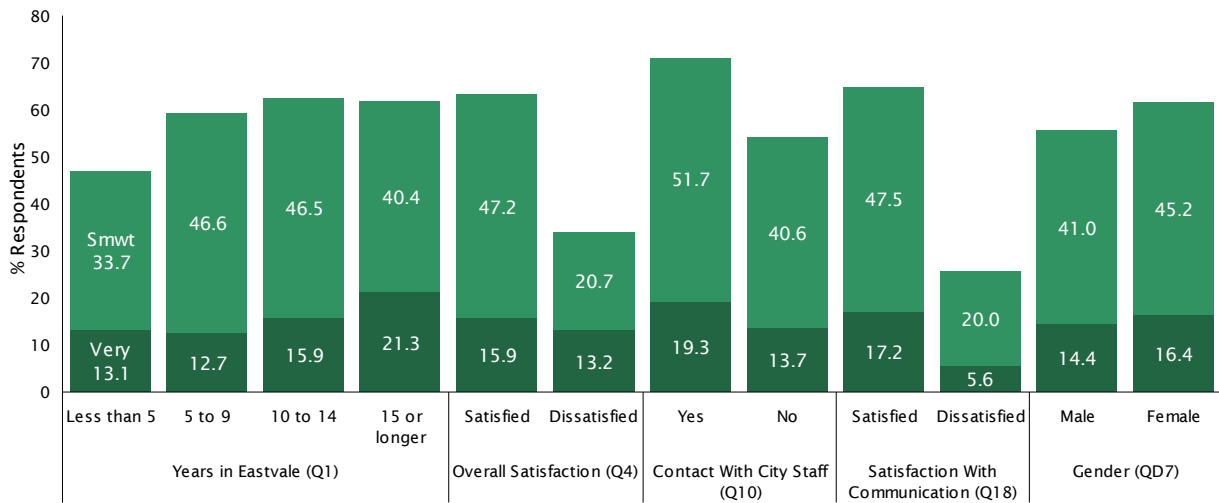
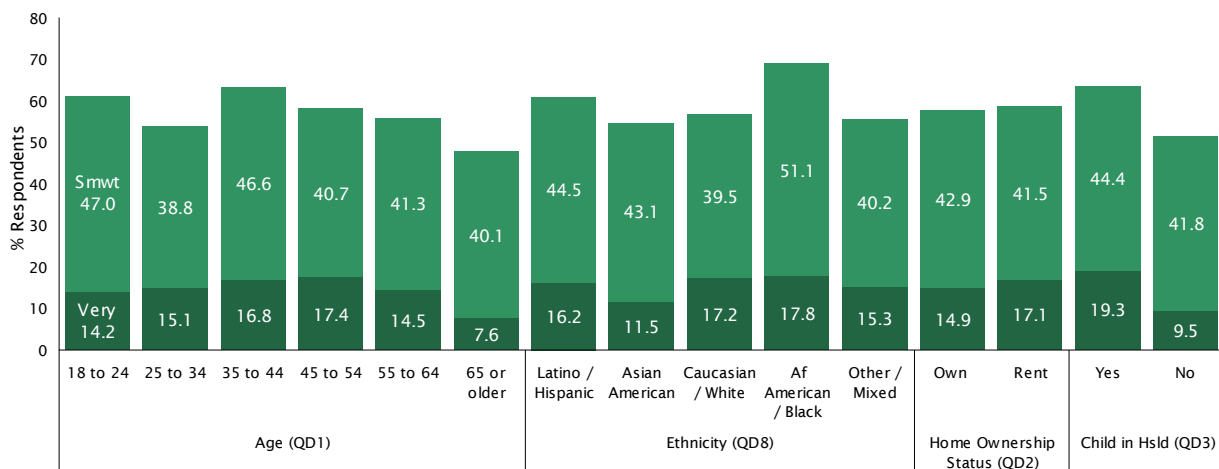


FIGURE 46 ENGAGEMENT, CONNECTION WITH EASTVALE COMMUNITY BY AGE, ETHNICITY, HOME OWNERSHIP STATUS & CHILD IN HSLD

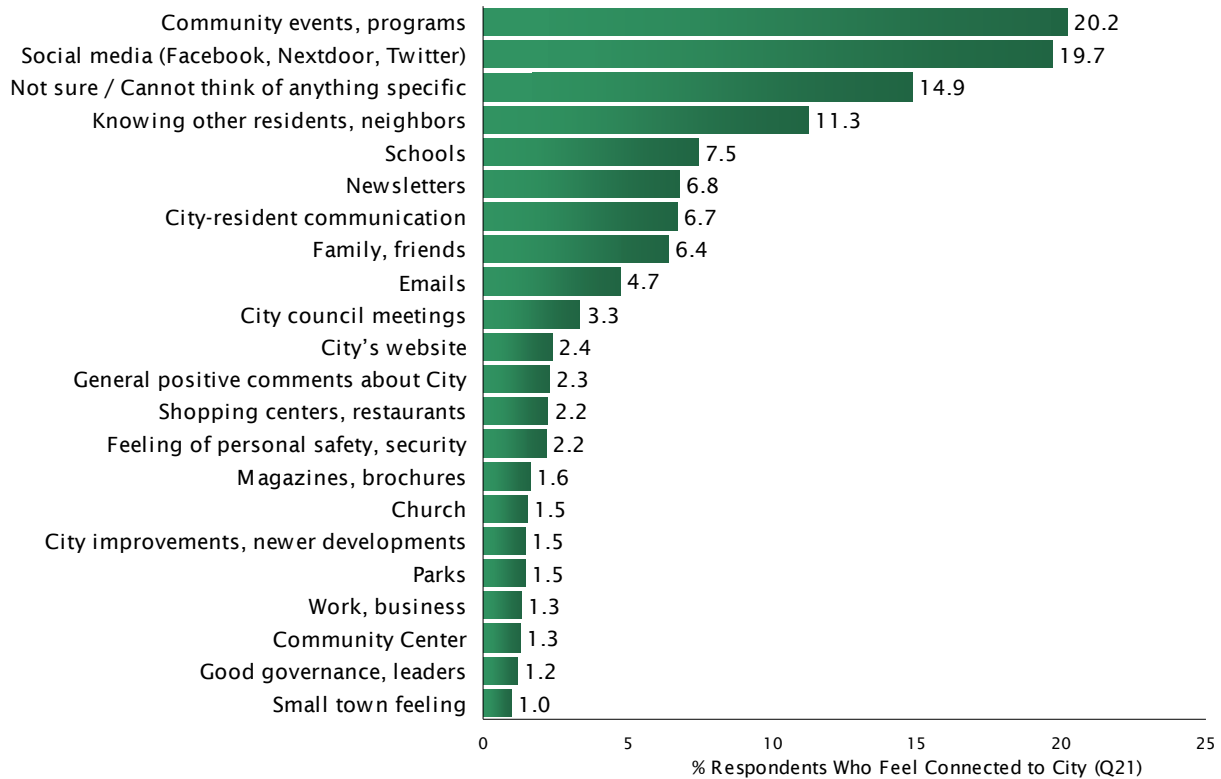


To delve deeper into the topic, residents who felt very or somewhat engaged and connected to the Eastvale community were asked what specifically made them feel that way. Question 22 was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 47 on the next page.

Connected residents were most apt to cite community events/programs and social media (20% each) as the main reasons for feeling engaged and connected with the community, followed by knowing other residents and neighbors (11%). Fifteen percent (15%) of connected residents could not think of anything specific when asked what made them feel connected to the community.

Question 22 *What specifically makes you feel connected to the Eastvale community?*

FIGURE 47 REASONS FOR FEELING CONNECTED TO CITY

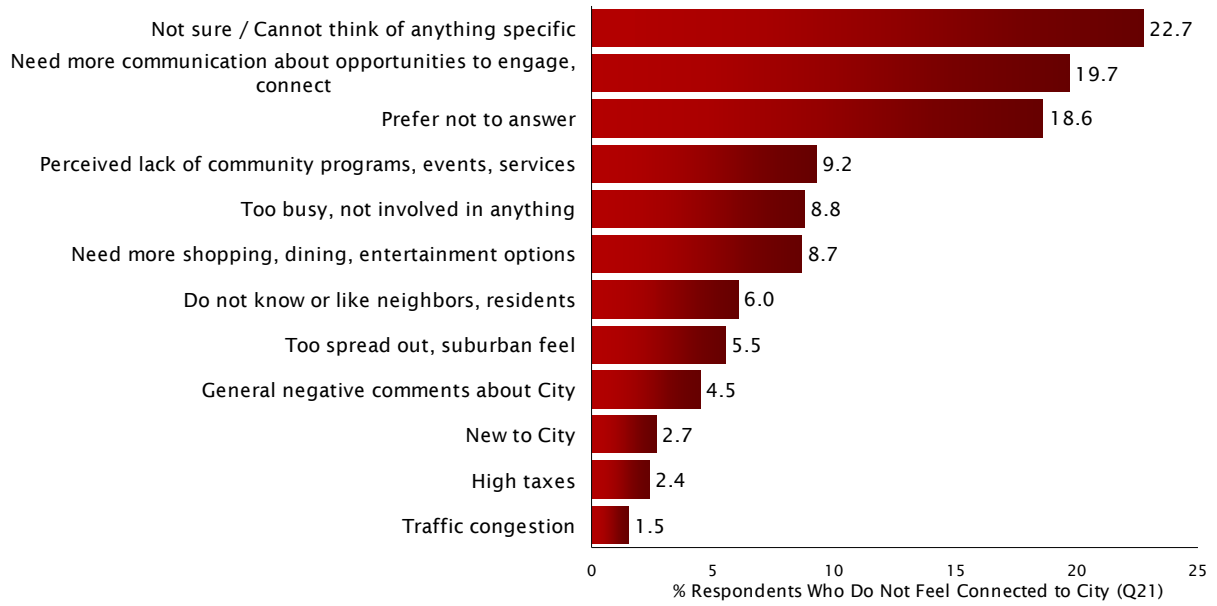


In an open-ended manner similar to that described previously for Question 22, respondents who indicated they were not at all engaged or connected to the community were asked to detail why not. True North reviewed the verbatim responses to Question 23 and grouped them into the categories shown in Figure 48 on the next page.

Approximately four-in-ten respondents who did not feel connected to the community could not think of a specific reason (23%) or were unwilling to share (19%) why they felt that way. Among specific reasons provided, the most common was a desire for more communication and opportunities to engage and connect (20%), followed by a perceived lack of community programs/events/services (9%), being too busy and/or uninvolved in any specific groups or hobbies (9%), and wanting more shopping, dining, and entertainment options (9%).

Question 23 *Is there a particular reason why you do not feel engaged and connected to the Eastvale community?*

FIGURE 48 REASONS FOR NOT FEELING ENGAGED, CONNECTED TO COMMUNITY





BACKGROUND & DEMOGRAPHICS

TABLE 14 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	<i>1,178</i>
Years in Eastvale (Q1)	
Less than 5	21.7
5 to 9	31.2
10 to 14	32.2
15 or more	14.8
Prefer not to answer	0.1
Age (QD1)	
18 to 24	13.5
25 to 34	18.1
35 to 44	26.2
45 to 54	17.6
55 to 64	12.0
65 or older	9.8
Prefer not to answer	2.7
Home Ownership Status (QD2)	
Own	73.5
Rent	22.7
Prefer not to answer	3.8
Child in Hsld (QD3)	
Yes	55.1
No	41.6
Prefer not to answer	3.3
Employment Status (QD4)	
Full time	62.9
Part time	7.4
Student	7.3
Retired	11.2
Other	7.7
Prefer not to answer	3.5
Work Location (QD5)	
Work from home	8.4
Commute to work destination	60.2
Unemployed	26.2
Prefer not to answer	5.2
Work Schedule (QD6)	
Standard business hours	38.1
Shift schedules	14.2
Work from home	8.4
Employed part time	7.4
Not employed	26.2
Prefer not to answer	5.8
Gender (QD7)	
Male	48.2
Female	49.2
Prefer not to answer	2.5
Ethnicity (QD8)	
Latino / Hispanic	39.3
Asian American	25.1
Caucasian / White	18.4
Af American / Black	7.5
Other / Mixed	5.0
Prefer not to answer	4.7

Table 14 presents the key demographic information collected during the survey. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, and ensure that the resulting sample matched the profile of Eastvale's adult population on key characteristics.



M E T H O D O L O G Y

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

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

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents in contact with city staff in the past 12 months (Question 10) were asked about their experiences with staff (Question 11). The questionnaire included with this report (see *Questionnaire & Toplines* on page 52) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

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

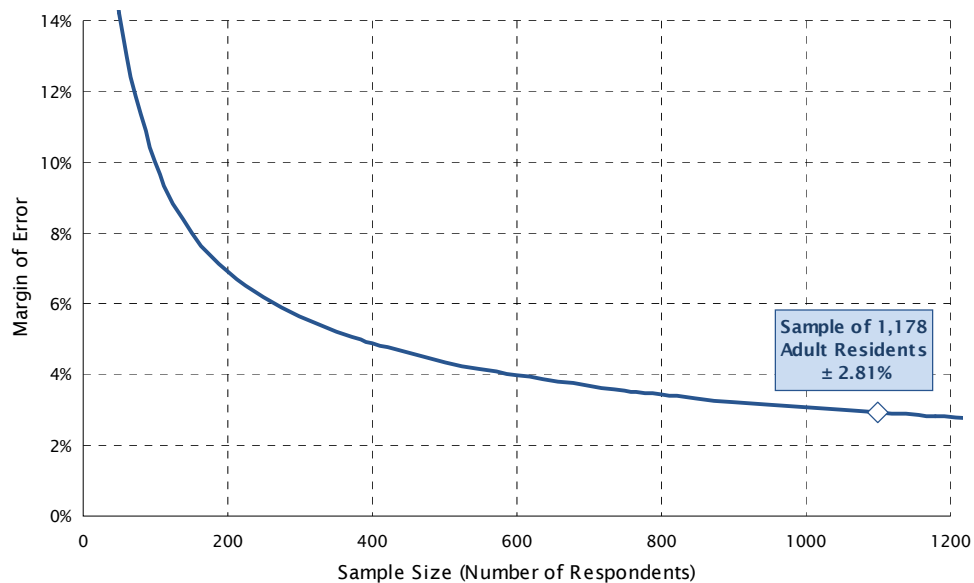
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Eastvale households was utilized for this study, ensuring that all households in Eastvale had the opportunity to participate in the survey. Households were recruited to participate in the survey through multiple recruiting methods. Using a combination of mailed and emailed invitations, a random selection of households was initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each household was assigned a unique passcode to ensure that only Eastvale residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of households throughout the City that had yet to participate in the online survey as a result of the emailed or mailed invitation.

Telephone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 1,178 completed surveys (1,097 English, 54 Spanish, and 27 Chinese) were gathered online and by telephone between January 19 and February 4, 2019.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents in the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 1,178 adult residents for a particular question and what would have been found if all of the estimated 41,549 adult residents³ had been interviewed.

Figure 49 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 2.8\%$ for questions answered by all 1,178 respondents.

FIGURE 49 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 49 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

3. Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates.

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

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

QUESTIONNAIRE & TOPLINES



City of Eastvale
Community Opinion Survey
Final Toplines (n=1,178)
February 2019

Section 1: Introduction to Study

Hi, may I please speak to ____? Hi, my name is ____ and I'm calling on behalf of the City of Eastvale from TNR. We're conducting a study about important issues in Eastvale and we would like to get your opinions.

If needed: The City values the opinions of its residents and is looking for feedback on issues that directly affect the quality of life in the City.

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

If needed: The survey should take about 14 minutes to complete.

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

If needed: Your responses to the survey will be confidential.

Section 2: Quality of Life

To begin, I'd like to ask you a few questions about what it is like to live in Eastvale.

Q1 How long have you lived in the City of Eastvale?

1	Less than 1 year	2%
2	1 to 4 years	20%
3	5 to 9 years	31%
4	10 to 14 years	32%
5	15 years or longer	15%
99	Prefer not to answer	0%

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

		Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
	<i>Always ask A first, then randomize B-F</i>							
A	The overall quality of life in Eastvale	34%	56%	9%	1%	0%	0%	0%
B	Eastvale as a place to raise a family	51%	39%	7%	2%	0%	1%	0%
C	Eastvale as a place to work	8%	21%	24%	16%	6%	23%	3%
D	Eastvale as a place to retire	18%	32%	25%	11%	6%	9%	1%
E	Eastvale as a place to shop	8%	30%	39%	17%	6%	0%	0%
F	Eastvale as a place to dine	7%	19%	38%	23%	12%	0%	0%

Q3	If the city government could change one thing to make Eastvale a better place to live, work or play, what change would you like to see? Verbatim responses recorder and later grouped into categories shown below.	
	Provide more shopping, dining options	35%
	Reduce traffic congestion	10%
	Limit growth, development	10%
	Increase police presence, faster response, have own police department	10%
	Not sure / Cannot think of anything	10%
	Increase recreational facilities, programs	9%
	Improve, maintain streets and roads	7%
	Engage in economic development	7%
	Improve schools, education	5%
	Improve public safety	5%
	Requests for specific types of development (hospital, post office, church)	4%
	Reduce taxes, fees	4%
	No changes needed / Everything is okay	4%
	Provide assistance to disabled, seniors	2%
	Improve parking	2%
	Enforce traffic laws	2%
	Improve public transportation	1%
	Improve environmental efforts	1%
	Address homeless issues	1%
	City Council change, improvement	1%
	Provide more affordable housing	1%
	Improve community services, facilities	1%
	Address water issues, conservation	1%
	Lower utilities rates	1%
	Enforce City codes	1%
	More street lighting	1%
	Provide more bike lanes, walking paths	1%
	Improve downtown area	1%
	Improve traffic light synchronization	1%
	Cleaner city, improve landscape	1%
	Reduce, relocate agricultural areas	1%

Section 3: City Services								
Next, I would like to ask a series of questions about services provided by the City of Eastvale.								
Q4	Generally speaking, are you satisfied or dissatisfied with the job the City of Eastvale is doing to provide city services? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
	1	Very satisfied						30%
	2	Somewhat satisfied						52%
	3	Somewhat dissatisfied						9%
	4	Very dissatisfied						2%
	98	Not sure						6%
	99	Prefer not to answer						1%
Q5	For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important. <i>Make sure respondent understands the 4 point scale.</i>							
	<i>Randomize</i>		Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Providing law enforcement services		71%	23%	4%	1%	0%	0%
B	Providing fire protection and emergency medical services		70%	26%	3%	1%	0%	0%
C	Providing trash collection and recycling services		50%	39%	10%	1%	0%	0%
D	Maintaining city streets and roads		61%	34%	4%	0%	0%	0%
E	Managing growth and development		48%	39%	11%	1%	0%	0%
F	Providing recreation programs for all ages		37%	40%	19%	3%	1%	0%
G	Maintaining parks and recreation areas		49%	42%	8%	1%	0%	0%
H	Providing cultural and public art		18%	28%	36%	17%	1%	0%
I	Promoting economic development for an economically vibrant community		44%	39%	13%	2%	1%	0%
J	Holding special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland		29%	36%	29%	5%	0%	0%
K	Addressing homelessness		50%	32%	13%	3%	2%	0%
L	Addressing issues that can negatively impact community character, like abandoned vehicles, yards not being properly maintained, illegal dumping, and unpermitted construction		52%	31%	15%	2%	1%	0%

Q6		For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service.					
Q6		Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>					
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide law enforcement services	39%	39%	12%	6%	3%	1%
B	Provide fire protection and emergency medical services	54%	35%	4%	1%	5%	1%
C	Provide trash collection and recycling services	56%	34%	6%	1%	2%	1%
D	Maintain city streets and roads	37%	42%	14%	6%	2%	1%
E	Manage growth and development	28%	42%	18%	7%	5%	1%
F	Provide recreation programs for all ages	37%	41%	10%	3%	8%	2%
G	Maintain parks and recreation areas	52%	41%	4%	1%	2%	0%
H	Provide cultural and public art	16%	40%	15%	6%	20%	3%
I	Promote economic development for an economically vibrant community	27%	46%	15%	3%	10%	1%
J	Hold special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland	49%	38%	5%	1%	5%	2%
K	Address homelessness	24%	37%	16%	6%	15%	2%
L	Address issues that can negatively impact community character, like abandoned vehicles, yards not being properly maintained, illegal dumping, and unpermitted construction	30%	43%	15%	5%	6%	1%

Section 4: Transportation Mobility

Q7		Next, I'd like to ask you a few questions about transportation mobility. By <u>transportation mobility</u> , I mean the ability to move and connect within the community whether you walk, bike, drive, or use transit.						
Q7		Would you rate: _____ as excellent, good, fair, poor, or very poor?						
	<i>Read item A First, then randomize B-G</i>	Excellent	Good	Fair	Poor	Very Poor	No Opinion	Prefer not to answer
A	Overall transportation mobility in Eastvale	14%	41%	24%	11%	4%	5%	0%
B	Overall road safety in Eastvale	17%	44%	26%	8%	3%	1%	0%
C	Transportation mobility on major streets within Eastvale	16%	40%	26%	12%	4%	2%	0%

D	Transportation mobility around schools within Eastvale	11%	25%	27%	17%	10%	9%	0%
E	Transportation mobility on freeways and highways in the areas surrounding Eastvale	9%	28%	30%	20%	11%	1%	0%
F	Transportation mobility on bike lanes, trails and sidewalks?	22%	42%	21%	6%	3%	7%	0%
Q8	Generally speaking, are you satisfied or dissatisfied with the City's efforts to address <i>roadway safety</i> by improving and maintaining streets and intersections, timing traffic signals, and other measures? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
	1	Very satisfied	25%					
	2	Somewhat satisfied	52%					
	3	Somewhat dissatisfied	14%					
	4	Very dissatisfied	7%					
	98	Not sure	2%					
	99	Prefer not to answer	0%					

Section 5: Housing

The next question is about land use and housing in Eastvale.

Q9	There are a number of properties in Eastvale that have yet to be developed but will be developed in the future for residential and commercial purposes. For the following list of development types, please tell me whether you feel there is <u>currently</u> too much, about the right amount, or too little of this type of development in Eastvale.					
	<i>Randomize</i>	Too Much	About Right	Too Little	No Opinion/ Not Sure	Prefer not to answer
A	Detached, Single Family Homes	30%	56%	10%	4%	0%
B	Condominiums	22%	51%	15%	10%	1%
C	Apartments	26%	44%	17%	12%	2%
D	Multi-family housing that is affordable for low-income families	26%	35%	21%	15%	3%
E	Workforce housing that is affordable for middle-income families	13%	48%	26%	12%	1%
F	Senior housing, designed to meet the needs of older residents	4%	25%	46%	24%	1%
G	Mixed-use, which is residential housing units built on top of or next to office, retail and restaurant businesses	12%	36%	26%	24%	2%

Section 6: Customer Service							
Q10	In the past 12 months, have you been in contact with staff from the City of Eastvale?						
	1	Yes	23%	Ask Q11			
	2	No	74%	Skip to Q12			
	98	Not sure	2%	Skip to Q12			
	99	Prefer not to answer	1%	Skip to Q12			
Q11	In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. <i>Read one item at a time, continue until all items are read.</i>						
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful		50%	35%	13%	1%	0%
B	Professional		63%	30%	5%	1%	0%
C	Accessible		55%	37%	7%	2%	0%

Section 7: Economic Development			
Q12	Excluding grocery shopping, what percentage of your household's retail shopping dollars do you spend locally in the City of Eastvale? <i>If they are uncertain, ask them to estimate.</i>		
	1	Less than 10%	15%
	2	10% to 19%	16%
	3	20% to 29%	16%
	4	30% to 39%	12%
	5	40% to 49%	6%
	6	50% to 59%	8%
	7	60% to 69%	5%
	8	70% to 79%	7%
	9	80% to 89%	8%
	10	90% to 100%	3%
	98	Not sure	3%
	99	Prefer not to answer	1%

Q13	Thinking of the retail stores and restaurants that your household visits <u>outside</u> of the City, are there any that you would like to have available in Eastvale?			
	1	Yes	86%	Ask Q14
	2	No	8%	Skip to Q16
	98	Not Sure	6%	Skip to Q16
	99	Prefer not to answer	0%	Skip to Q16
Q14	What are the names of up to three restaurants you would <u>most</u> like to have located in Eastvale? Verbatim responses recorder and later grouped into categories shown below, which include examples where applicable.			
	Family chain restaurants (Cheesecake Factory, Olive Garden, Red Robin, Lazy Dog)		53%	
	Breweries, pubs, sports bars (BJ's, Yard House, Taps Fish House & Brewery, Dave & Buster's)		25%	
	Fast food restaurants (In-N-Out, Chick-fil-A, Burger King, The Hat)		24%	
	Greater variety of cuisines (Greek, Mexican, Japanese)		19%	
	Seafood restaurants (Red Lobster, King's Fish House, Market Broiler)		14%	
	BBQ restaurants (Gen Korean BBQ, Lucille's Smokehouse BBQ, Wood Ranch BBQ & Grill)		12%	
	Upscale restaurants, steak houses (Flemings, Ruth's Chris, Mastro's, Morton's)		10%	
	Not sure / Cannot think of anything specific		9%	
	Small bakeries, cafes, tea stores (Mimi's Café, Corner Bakery, Porto's, Dunkin Donuts)		8%	
	Vegan, healthy restaurants		5%	
	Locally-owned, non-chain restaurants		4%	
	Breakfast, lunch restaurants (Denny's, IHOP)		3%	
Q15	What are the names of up to three stores you would <u>most</u> like to have located in Eastvale? Verbatim responses recorder and later grouped into categories shown below.			
	Specialty, organic foods stores (Whole Foods Market, Trader Joes, Sprouts)		31%	
	Large department stores (Wal-Mart, Target)		23%	
	Upper-scale department stores (Macy's, Nordstrom)		22%	
	Clothing stores (Tilly's, Urban Outfitters, Forever 21)		14%	
	Sports, outdoor goods stores (Dick's, Sports Authority, Big 5)		13%	
	Not sure / Cannot think of anything specific		12%	
	Grocery stores (Stater Bros, 99 Ranch Market)		11%	

Books, arts and crafts stores (Hobby Lobby, Jo-Ann, Barnes & Noble)	8%
Cosmetics, body care stores (Ulta, Bath & Body Works, Sephora)	8%
Large wholesale stores (Sam's Club, Costco)	6%
Shoe, footwear stores (Vans, DSW)	5%
Discount stores (Marshalls, Ross, Dollar Tree)	4%
Electronics, computer stores (Fry's, Apple Store)	4%
Home décor, housewares stores (Pier 1, World Market, Ikea, BIG Lots)	3%
Upper scale clothing stores (H & M, White & Black)	3%
Home improvement stores (Harbor Freight, Lowe's, Ace Hardware)	1%
Entertainment, music stores	1%
Sweets, pastries stores (Cinnabon, 85 Degree, Dunkin Donuts)	1%
Auto parts stores (O'Reilly, Michelin, Harley Davidson)	1%
Drug stores (Rite Aid, Walgreens, CVS)	1%

Section 8: Priorities & Funding

The City of Eastvale has limited financial resources to provide local services and projects desired by residents. Because it can't fund *every* service and project, the City must set priorities.

Q16 As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

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

	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	Not Sure	Prefer not to answer
A	Improve landscaping in public areas and along major streets in the City, including the installation of street trees	27%	39%	27%	6%	1%	0%
B	Build a permanent City Hall and Civic Center	31%	32%	27%	8%	1%	0%
C	Build a new library	35%	31%	23%	10%	1%	0%
D	Maintain local streets, improve intersections, and synchronize traffic lights to improve transportation mobility	71%	23%	5%	1%	0%	0%

E	Offer more community programs, events, and festivals like movies and concerts in the park, Picnic in the Park, Fall Festival, and Winter Wonderland	19%	39%	34%	7%	1%	0%	
F	Offer more and expanded recreation programs including youth and adult sports leagues	19%	44%	30%	6%	1%	0%	
G	Offer affordable community center meeting rooms and facilities	13%	29%	43%	13%	1%	0%	
H	Attract new employers and jobs to Eastvale	55%	31%	10%	4%	1%	0%	
I	Improve and expand the network of walking paths and hiking trails to connect neighborhoods, schools, and parks	26%	41%	28%	5%	1%	0%	
J	Enhance local dining and entertainment options	58%	30%	10%	2%	1%	0%	
K	Develop the downtown area to be a focal point of the community and a place for residents to meet and connect	47%	31%	15%	5%	1%	0%	
L	Promote cultural and public art in the City	14%	29%	38%	18%	1%	0%	
Q17	<p>In order to help fund priority services and projects, voters in Eastvale may be asked to vote on a local ballot measure in the future. Let me read you a summary of the measure.</p> <p>To provide funding for general services and facilities in the City of Eastvale, including:</p> <ul style="list-style-type: none"> ◊ Police patrols, crime prevention, fire protection, and 9-1-1 emergency response ◊ Street maintenance, pothole repair, traffic light synchronization, and smart-city technology ◊ Parks and recreation, walking trails, infrastructure improvements, and other general city services <p>shall the measure establishing a one-cent sales tax be adopted, providing up to 10 million dollars annually for city services until ended by voters that can't be taken by the State, and requiring resident oversight, independent audits, and all funds controlled locally?</p> <p>If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</i></p>							
	1	Definitely yes						36%
	2	Probably yes						34%
	3	Probably no						11%
	4	Definitely no						11%
	98	Not sure						6%
	99	Prefer not to answer						1%

Section 9: Communication & Engagement						
Q18	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?					
	1	Very satisfied	39%			
	2	Somewhat satisfied	44%			
	3	Somewhat dissatisfied	9%			
	4	Very dissatisfied	3%			
	98	Not Sure	4%			
	99	Prefer not to answer	0%			
Q19	Do you periodically connect with the City of Eastvale via email, social media, a newsletter, or other outreach effort?					
	1	Yes	56%			
	2	No	38%			
	3	Not sure	4%			
	99	Prefer not to answer	2%			
Q20	As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.					
		<i>Randomize</i>	Very	Somewhat	Not at all	Not sure / Prefer not to answer
A	Email & Electronic Newsletters		56%	34%	8%	2%
B	Social Media sites such as Facebook, Twitter and Instagram		53%	31%	12%	4%
C	A smart phone application that would allow you to communicate with the City, report issues, and receive updates		62%	27%	6%	4%
D	City website		47%	41%	10%	2%
E	Materials mailed directly to your house		41%	39%	17%	2%
F	Advertisements in local papers		14%	39%	42%	5%
G	Text messages		43%	35%	17%	6%
H	Town-hall style meetings		22%	48%	25%	5%
I	Local social-networking websites such as <i>Nextdoor</i>		29%	38%	22%	11%
J	Live-streaming City Council meetings and other public meetings on the City's website		33%	44%	19%	4%

Q21	In general, how engaged and connected do you feel to the Eastvale community? Would you say very, somewhat, slightly, or not at all engaged and connected?		
	1	Very engaged and connected	15%
	2	Somewhat engaged and connected	43%
	3	Slightly engaged and connected	28%
	4	Not engaged and connected	13%
	98	Not sure	1%
	99	Prefer not to answer	0%
<i>Ask Q22 if Q21 = (1,2).</i>			
Q22	What specifically makes you feel connected to the Eastvale community? Verbatim responses recorder and later grouped into categories shown below.		
	Community events, programs	20%	
	Social media (Facebook, Nextdoor, Twitter)	20%	
	Not sure / Cannot think of anything specific	15%	
	Knowing other residents, neighbors	11%	
	Newsletters	7%	
	Schools	7%	
	City-resident communication	7%	
	Family, friends	6%	
	Emails	5%	
	City council meetings	3%	
	Church	2%	
	City's website	2%	
	Magazines, brochures	2%	
	Feeling of personal safety, security	2%	
	General positive comments about City	2%	
	Shopping centers, restaurants	2%	
	Community Center	1%	
	Parks	1%	
	Good governance, leaders	1%	
	Work, business	1%	
	Small town feeling	1%	
	City improvements, newer developments	1%	
<i>Ask Q23 if Q21 = (4).</i>			

Q23	Is there a particular reason why you do not feel engaged and connected to the Eastvale community? Verbatim responses recorder and later grouped into categories shown below.	
	Not sure / Cannot think of anything specific	23%
	Need more communication about opportunities to engage, connect	20%
	Prefer not to answer	19%
	Need more shopping, dining, entertainment options	9%
	Too busy, not involved in anything	9%
	Perceived lack of community programs, events, services	9%
	Too spread out, suburban feel	6%
	Don't know, like neighbors, residents	6%
	General negative comments about City	4%
	New to City	3%
	Traffic congestion	2%
	High taxes	2%

Section 10: Background & Demographics

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

D1	In what year were you born? Year recorded and later grouped into categories shown below.	
	18 to 24	14%
	25 to 34	18%
	35 to 44	26%
	45 to 54	18%
	55 to 64	12%
	65 or older	10%
	Prefer not to answer	3%
D2	Do you own or rent your residence in Eastvale?	
1	Own	74%
2	Rent	23%
99	Prefer not to answer	4%

D3	Do you currently have any children under the age of 18 living in your home?		
	1	Yes	55%
	2	No	42%
	99	Prefer not to answer	3%
D4	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?		
	1	Employed full-time	63% Ask D5
	2	Employed part-time	7% Ask D5
	3	Student	7% Skip to D7
	4	Homemaker	6% Skip to D7
	5	Retired	11% Skip to D7
	6	In-between jobs	2% Skip to D7
	99	Prefer not to answer	4% Skip to D7
D5	Do you typically work from home, or do you typically commute to a work location outside of your home? <i>If hesitates, ask: Where do you spend the most time working on your job - at your home, or at a location outside of your home?</i>		
	1	Typically work from home	12% Skip to D7
	2	Commute to work destination outside of my home	86% <i>If D4=1 (full-time) then Ask D6 If D4=2 (part-time) then Skip to D7</i>
	99	Prefer not to answer	2% Skip to D7
D6	Do you typically work during standard business hours between 8am and 5pm, or do you work shift schedules, which are often outside standard business hours and may vary from week to week?		
	1	Standard business hours	71%
	2	Shift schedules	26%
	99	Prefer not to answer	3%
D7	What is your gender? (record by voice if telephone interview)		
	1	Male	48%
	2	Female	49%
	99	Prefer not to answer	3%

D8	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
	1	Latino/Hispanic	39%
	2	Asian American -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	25%
	3	Caucasian/White	18%
	4	African-American/Black	8%
	5	American Indian or Alaskan Native	0%
	6	Pacific Islander	0%
	7	Middle Eastern	1%
	8	Mixed Heritage	2%
	98	Other	1%
	99	Prefer not to answer	5%
Thanks so much for participating in this important survey! This survey was conducted for the City of Eastvale.			