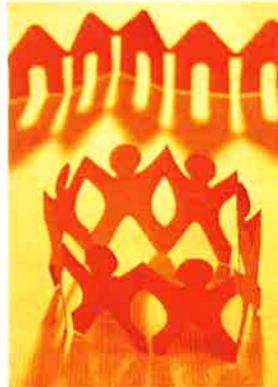


COMMUNITY OPINION SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF WESTLAKE VILLAGE



FEBRUARY 16, 2016



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INTRODUCTION

Nestled against the Santa Monica Mountains in Los Angeles County, the City of Westlake Village is a unique, master-planned community that encompasses twenty individual neighborhoods and approximately 850 commercial and light industrial businesses. Incorporated in 1981 and home to an estimated 8,423 residents,¹ the City provides a full suite of services either directly or through contract with local public and private agencies.

PURPOSE OF STUDY Over the past decade, the City of Westlake Village has periodically conducted statistically reliable surveys of adult residents. The surveys represent an opportunity to profile residents' opinions, priorities, and concerns as they relate to key issues facing the City, strategic opportunities, policy matters, as well as the City's provision of services and facilities. By analyzing the results of the surveys in conjunction with other secondary data, the research provides Council and staff with information that can be used to make sound, strategic decisions in a variety of areas—including prioritization, planning, performance measurement, service provision, policymaking, community outreach, and budgeting. The survey detailed in this report is the latest such study, and was designed specifically to help inform the 2015 Strategic Plan Update.

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:

- Gauge residents' perceptions of quality of life issues in Westlake Village.
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services.
- Gather opinions on select topics including parks and recreation, special events, and land use.
- Identify how residents prioritize among a list of potential programs, projects and capital improvements.
- Examine the effectiveness of the City's communication with residents.
- Collect additional background and demographic data that is relevant to understanding residents' perceptions, needs, and interests.

As noted above, this is not the first statistically reliable community survey conducted for the City—similar surveys were conducted in 2005 and 2009. Because there is a natural interest in tracking how opinions may have changed over time, where appropriate the results of the current study are compared with the results of identical questions included in the 2005 and 2009 surveys.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 37). In brief, the survey used a combination of mailed invitations, emailed invitations, and phone calls to recruit participation in the survey from all Westlake Village households. Each household was assigned a unique passcode, thereby ensuring that only Westlake Village households could participate in the survey, and that the survey could be completed only one time per passcode. During the data collection

1. Source: California Department of Finance estimate for January 2015.

period, which lasted from January 9 and January 28, 2016, a total of 460 residents participated in the survey by telephone or online at a secure, password-protected website.

STATISTICAL SIGNIFICANCE Many of the figures and tables in this report present the results of questions asked in 2016 alongside the results found in the prior 2005 and/or 2009 surveys for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion during this period—as opposed to being due to chance associated with independently selected samples. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2016.

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 40), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the Westlake Village City Council, 2015 Strategic Plan Update Committee, Ray Taylor (City Manager), and Audrey Brown (Assistant City Manager) for contributing their valuable input during the design stage of this study. Their collective experience, insight, and local knowledge 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 Westlake Village. 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, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 900 survey research studies for public agencies—including more than 300 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

- The overwhelming majority of respondents in 2016 shared favorable opinions of the quality of life in Westlake Village, with 74% reporting it is excellent and 24% stating it is good. Just 1% of residents indicated the quality of life in the City is fair, whereas less than 1% used poor or very poor to describe the quality of life in the City.
- When asked what changes the City could make to improve the quality of life in Westlake Village, the most common response was the respondent did not know or could not think of any improvements (19%), and an additional 18% indicated that no changes are desired/everything is fine. Among specific changes that were desired, the most frequently cited were limiting growth/preserving open space (9%), reducing traffic congestion (9%), improving sidewalks and paths (8%), and providing additional recreation activities and cultural events for all ages (6%).

CITY SERVICES

- Nine-in-ten Westlake Village residents indicated they were either very satisfied (62%) or somewhat satisfied (29%) overall with the City's efforts to provide municipal services. Just 4% of respondents indicated that they were dissatisfied with the City's overall performance, and an additional 5% indicated that they were unsure or unwilling to share their opinion.
- Among 17 specific service areas tested, respondents were most satisfied with the City's efforts to provide library services (96% very or somewhat satisfied), followed by manage its finances and maintain financial stability (95%), keep landscapes and public areas of the city clean and well-maintained (95%), and maintain parks and recreation areas (95%).
- At the other end of the spectrum, fewer respondents indicated they were satisfied with the City's efforts to provide housing opportunities for seniors (64%), provide public transportation (75%), collaborate with HOAs to jointly improve landscaping visible from public streets (79%), and manage traffic congestion in the city (79%).

PARKS & RECREATION

- The proportion of Westlake Village households that had visited specific parks in the city during the 12 months prior to the interview varied widely, from a low of 13% for Canyon Oaks to a high of 70% for Berniece Bennett Park. Overall, 35% of Westlake Village residents indicated that they or another member of their household had visited the Westlake Village Community Park in the 12 months prior to the interview.
- Among *all* Westlake Village households, approximately one-quarter (26%) had used the walking paths at Westlake Village Community Park in the 12 months prior to the interview, one-in-ten had used the basketball court (11%) and ballfields (11%), and 3% had utilized the skatepark.
- Overall, 89% of Westlake Village households reported visiting a city park, 32% indicated they had participated in a city-sponsored recreation program, and 89% offered that they had done at least one of these activities in the 12 months prior to the interview.

- More than half of respondents indicated that their household had attended the City's July 4th fireworks show (65%) and Saturday concerts in the park (54%) in the past year. Approximately one-third of Westlake Village households reported attending the 4th of July parade (35%) and Annual City Celebration (34%) during this period. Participation in the TGIF program at the Civic Center (20%) and Westlake Village Reads/One City One Book event (8%) was less common.
- When those who had participated in an event were asked to rate their experience on a 0 (very poor) to 10 (excellent) scale, the highest rated event was the city-sponsored July 4th Fireworks Show (9.11 average), followed by Saturday concerts in the park (8.67), 4th of July parade (8.62), and Annual City Celebration (8.38).
- It is worth noting, moreover, that even the lowest rated event (Westlake Village Reads/One City One Book) received an average score of 8.18.
- When asked if there were additional special events not currently offered by the City that they would like to be offered, approximately three-quarters of respondents indicated they could not think of any additional special events they desire (37%) or stated flatly that they do not desire additional special events (37%). Among the specific events that were mentioned by respondents, the most common were additional music festivals/concerts in the park (5%), sporting events (2%), art festival (2%), food festival/farmers market (2%), and movie events (2%).

FORMER WESTLAKE HOSPITAL SITE

- Among nine specific potential uses tested for the former Westlake Hospital site, housing for seniors was the use favored by the highest percentage of respondents (60%), followed by medical offices (52%), professional offices (44%), restaurants (43%), and mixed-use commercial and housing (37%).
- When compared to the other uses tested, fewer respondents favored using a portion of the site for apartments (18%), retail stores (29%), condominiums or townhomes (34%), and single-family residential (35%).
- When presented with an opportunity to mention alternative uses for the site not specifically mentioned in the survey, most respondents indicated that there were no alternative specific uses that they would like to see considered for the property (40%) or indicated they were unsure (19%). Among the alternative uses that were mentioned, the most common were park/open space (13%), senior center/housing (5%), community center (4%), and an off-leash dog park (4%).

SPENDING PRIORITIES

- Among 15 specific projects and programs the City could fund in the future, continuing to provide financial support to local public schools was assigned the highest priority (81% high or medium priority), followed by upgrading the city's infrastructure to improve Internet speeds and Internet options for residents (77%), building a Community Center that would serve as a central gathering place for residents and would provide a variety of services and resources to residents (63%), and constructing additional sidewalks on major arterial streets (62%).
- When compared to the other programs and projects tested, Westlake Village residents assigned lower priority to creating off-leash dog areas at local parks (37%), establishing a public art program and installing art work in public places (42%), and creating a dog park (44%).

COMMUNICATION

- The most frequently-cited source in 2016 for information about Westlake Village news, information and programming was *The Acorn* Newspaper (72%), followed by the City's newsletter (67%), City's website (25%), direct mail flyers or brochures (23%), and street banners (18%).
- Overall, 81% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, television, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (9%) or unsure of their opinion (10%).
- Westlake Village residents indicated that newsletters and other materials mailed to the home (i.e., direct mail) was the most effective method for the City to communicate with them (88% very or somewhat effective), followed by the City's website (86%), email (86%), Electronic Newsletters sent by email (86%), and an Annual City Calendar that lists city meetings and events throughout the year (84%).
- At the other end of the spectrum, automated telephone calls (42%), City TV Channel (51%), Social Media (54%), and virtual meetings that would allow participation in city meetings through web conferencing and telephone town halls (55%) were generally viewed by residents as less effective ways for the City to communicate with them.
- During the 12 months preceding the interview, nearly two-thirds (65%) of respondents indicated that they had visited the City's website, one-quarter (24%) had watched a City Council meeting on television, 15% offered that they had used the City Care program to report an issue or request service from the City, 13% watched the City's monthly video newsletter, and one-in-ten residents (10%) watched live coverage of the City elections.

STAFF & GOVERNANCE

- Among those with an opinion, the City of Westlake Village was rated highest for its performance in providing access to information (81% excellent or good), followed by managing development and effectively planning for the future (78%), and being responsive to residents and businesses (77%).
- Although still quite positive, residents provided slightly lower ratings for the City's performance in being transparent (74%), spending tax dollars wisely (72%), and engaging with residents to get their feedback (70%).
- More than one-third (37%) of respondents indicated that they had contacted Westlake Village staff at least once during the 12 months prior to the interview.
- At least 95% of respondents indicated that Westlake Village staff are very or somewhat helpful (95%), professional (97%), and accessible (99%).

CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Westlake Village with a statistically reliable understanding of its residents' opinions, priorities, and concerns as they relate to key issues facing the City, strategic opportunities, policy matters, as well as the City's provision of services and facilities. As such, it can provide the City with information needed to make sound, strategic decisions in a variety of areas—including prioritization, planning, performance measurement, service provision, policymaking, community outreach, and budgeting. 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 residents?

When it comes to residents' views of their local city government and its performance providing municipal services, Westlake Village residents continue to be among the most satisfied resident groups that True North has encountered.

As was found in prior surveys of Westlake Village residents, at least nine-in-ten residents surveyed in 2016 reported that they were satisfied with the City of Westlake Village's overall performance in providing municipal services—with 62% indicating that they were *very* satisfied in this respect. It is striking, moreover, that the exceptionally positive assessment of the City's performance in providing municipal services was also *widespread*, being shared by at least 84% of residents regardless of their length of residence in the City, neighborhood location, age, gender, or other demographics.

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 specific services in most areas. At least 90% of Westlake Village residents surveyed indicated that they were satisfied with the City's performance in providing the majority of specific services tested, and all but one service area received a satisfaction score over 75%.

The City's performance in providing municipal services has also contributed to a high quality of life for residents. Nearly all residents surveyed (98%) rated the quality of life in Westlake Village as excellent or good. This sentiment was also widespread, with at least 95% of respondents in *every* identified demographic subgroup rating the quality of life in Westlake Village as excellent or good.

Another indicator of a well-managed city meeting its residents' needs is that when asked to indicate one thing that city government could do to make Westlake Village a better place to live, the most common response

Where should the City focus its efforts in the future?

from residents was a request that the City continue what it is already doing (i.e., no changes) or a shrug of the shoulders (i.e., not sure).

In addition to measuring the City's current performance, a key goal of this study is to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine policies and communications strategies to best meet the community's evolving needs and expectations. Although resident satisfaction in Westlake Village is quite high (see above), 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 they feel city government could do to make Westlake Village a better place to live (see *Ways to Improve Quality of Life* on page 11), as well as the list of services and their respective satisfaction levels (see *Specific Services* on page 14), the top opportunities for improvement are: providing housing opportunities for seniors, providing public transportation, collaborating with HOAs to jointly improve landscaping visible from public streets, managing traffic congestion in the City, and limiting growth/protecting open space.

Additional opportunities for aligning the City's future investments with residents' priorities were also found in the survey (see *Spending Priorities* on page 25). When asked to prioritize among a long list of potential projects and programs that could receive funding in the future, residents were most supportive of continuing to provide financial support to local public schools, upgrading the city's infrastructure to improve Internet speeds and Internet options for residents, building a Community Center that would serve as a central gathering place for residents and would provide a variety of services and resources to residents, and constructing additional sidewalks on major arterial streets.

With the recommendation that the City focus on these areas, it is equally important to stress that the appropriate strategy is often a combination of better communication and actual service improvements. That is, in some cases actual service or facility improvements may be needed. In other cases, particularly those that involve policies affecting services and facilities which are not readily apparent, the key may instead be to communicate better with residents about current efforts and future plans with respect to a particular service area. Choosing the appropriate balance of actual service improvements and efforts to raise awareness on these matters will be a key to maintaining and improving the community's overall satisfaction in the short- and long-term.

It is also important to keep in mind that although these areas represent opportunities to improve resident satisfaction, the City should *not* oversteer. Indeed, the main message of this study is that the City does many things exceptionally well and the emphasis should be on continuing to perform at a high level in these 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 virtually all 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.

Is city-resident communication a growing challenge?

Yes. The public's preferences for communication are growing increasingly diverse. Whereas older residents continue to rely heavily on newsletters and printed forms of communication, younger residents generally show great interest 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 subgroups.

The trends noted above likely underlie some of the changes in resident satisfaction with the City of Westlake Villages' communication efforts over the past seven years. In 2009, for example, 93% of residents indicated that they were generally satisfied with the City's efforts to communicate with them through newsletters, the Internet, and other means, with 63% stating that they were *very* satisfied. The corresponding figures in the 2016 survey were 81% and 42%, respectively. Westlake Village is not alone in this area, as a number of other municipalities have displayed similar trends in satisfaction with city-resident communication. Based on these trends, the City of Westlake Village—like other cities—may want to conduct a careful review of its current communications strategies and budget to ensure that both are evolving to meet this growing challenge.

The aforementioned communications challenges notwithstanding, it is important to note that visits to the City's website have grown dramatically since the 2009 survey (+16%) and the City's Newsletter is eclipsed only by *the Acorn* as the most relied upon source for news, information and programming in Westlake Village. Additional information about residents' communication preferences can be found in *Communication* on page 27.

What types of uses are favored for the former Westlake Hospital site?

After nearly a decade on the market, the former Westlake Hospital site on Lakeview Canyon Road was purchased in 2014. A privately owned 6.5 acre parcel, it is currently zoned 'public/institutional'. As the new owners consider potential uses for the site, the survey presented an opportunity for residents of Westlake Village to express their opinions regarding the types of development they would favor.

Overall, housing for seniors was the use favored by the highest percentage of respondents (60%), followed by medical offices (52%), professional offices (44%), restaurants (43%), and mixed-use commercial and housing (37%). When compared to the other uses tested, fewer respondents favored using a portion of the site for apartments (18%), retail stores (29%), condominiums or townhomes (34%), and single-family residential (35%).



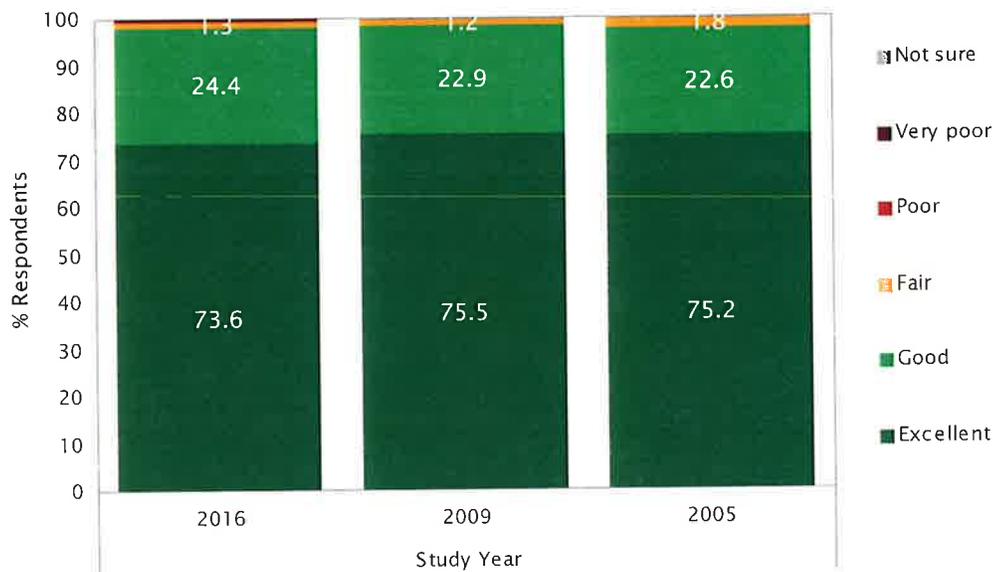
QUALITY OF LIFE

The opening series of questions in the survey was designed to measure residents' top of mind perceptions about the quality of life in Westlake Village, as well as their ideas about how city government could potentially improve the quality of life in Westlake Village.

QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the quality of life in the City using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, the overwhelming majority of respondents in 2016 shared favorable opinions of the quality of life in Westlake Village, with 74% reporting it is excellent and 24% stating it is good. Just 1% of residents indicated the quality of life in the City is fair, whereas less than 1% used poor or very poor to describe the quality of life in the City. When compared to the 2005 and 2009 survey findings, residents' assessments of the quality of life in Westlake Village remain virtually unchanged—there were no statistically significant changes.

Question 2 *How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 1 QUALITY OF LIFE BY STUDY YEAR



For the interested reader, Figures 2 and 3 on the next page show how ratings of the quality of life in Westlake Village varied by years of residence, neighborhood, home ownership, gender, presence of a school-aged child in the home, and age. Regardless of subgroup category, respondents generally held a very positive assessment of the quality of life in the City. Indeed, the percentage who rated the quality of life in Westlake Village as excellent or good was at least 95% in every identified subgroup.

FIGURE 2 QUALITY OF LIFE BY YEARS IN WESTLAKE VILLAGE & NEIGHBORHOOD OF RESIDENCE

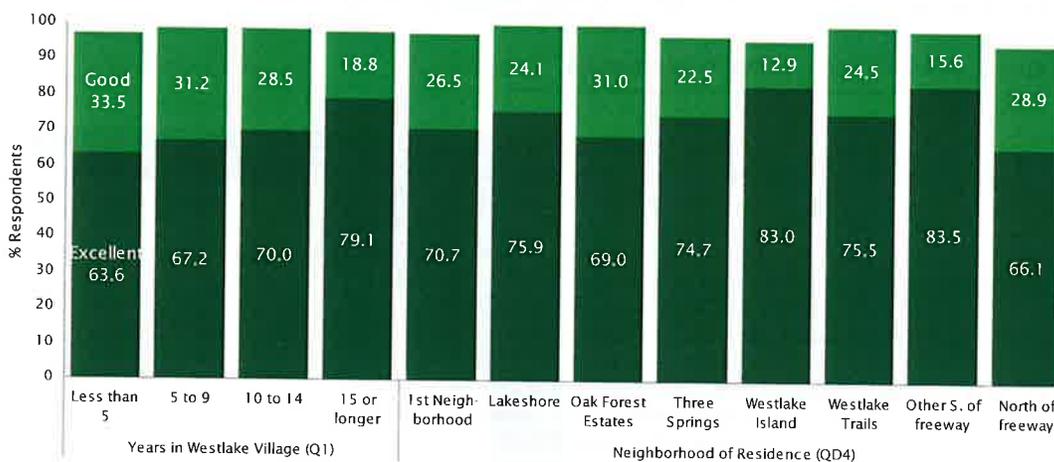
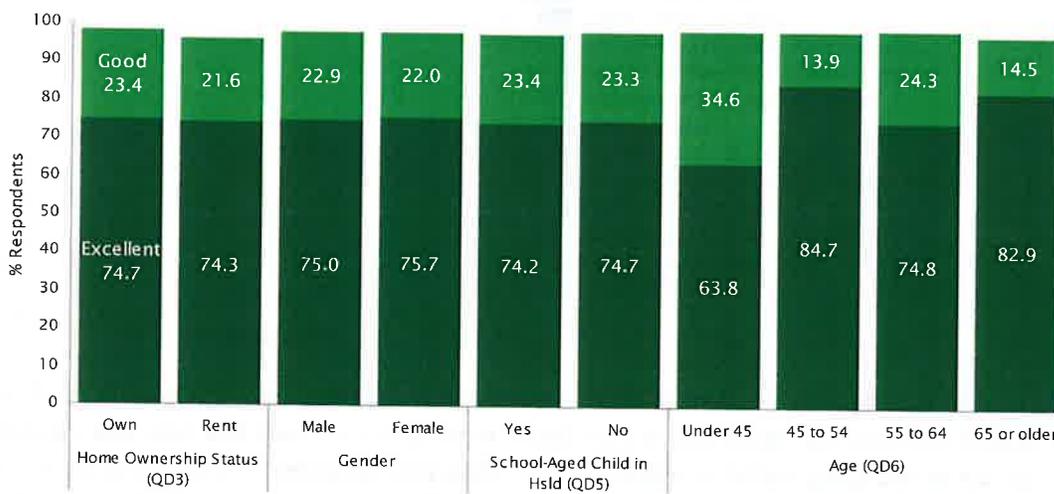


FIGURE 3 QUALITY OF LIFE BY HOME OWNERSHIP STATUS, GENDER, SCHOOL-AGED CHILD IN HSLD & AGE



WAYS TO IMPROVE QUALITY OF LIFE Respondents were next asked to indicate one thing the City could change to make Westlake Village a better place to live, now and in the future. Question 3 was asked in an open-ended manner, thereby allowing respondents to mention any improvement 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 4 on the next page. Categories that received less than 0.6% of responses are not shown.

The most common response to this question was that the respondent did not know or could not think of any improvements (19%), and an additional 18% indicated that no changes are desired/everything is fine—both of which are indicative of a respondent who does not perceive any pressing issues or problems in the city that can be addressed by local government. Among specific changes that were mentioned, the most common were limiting growth/preserving open space (9%), reducing traffic congestion (9%), improving sidewalks and paths (8%), and providing additional recreation activities and cultural events for all ages (6%). No other individual categories of improvement were mentioned by at least 5% of respondents.

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

FIGURE 4 ONE CHANGE TO IMPROVE WESTLAKE VILLAGE

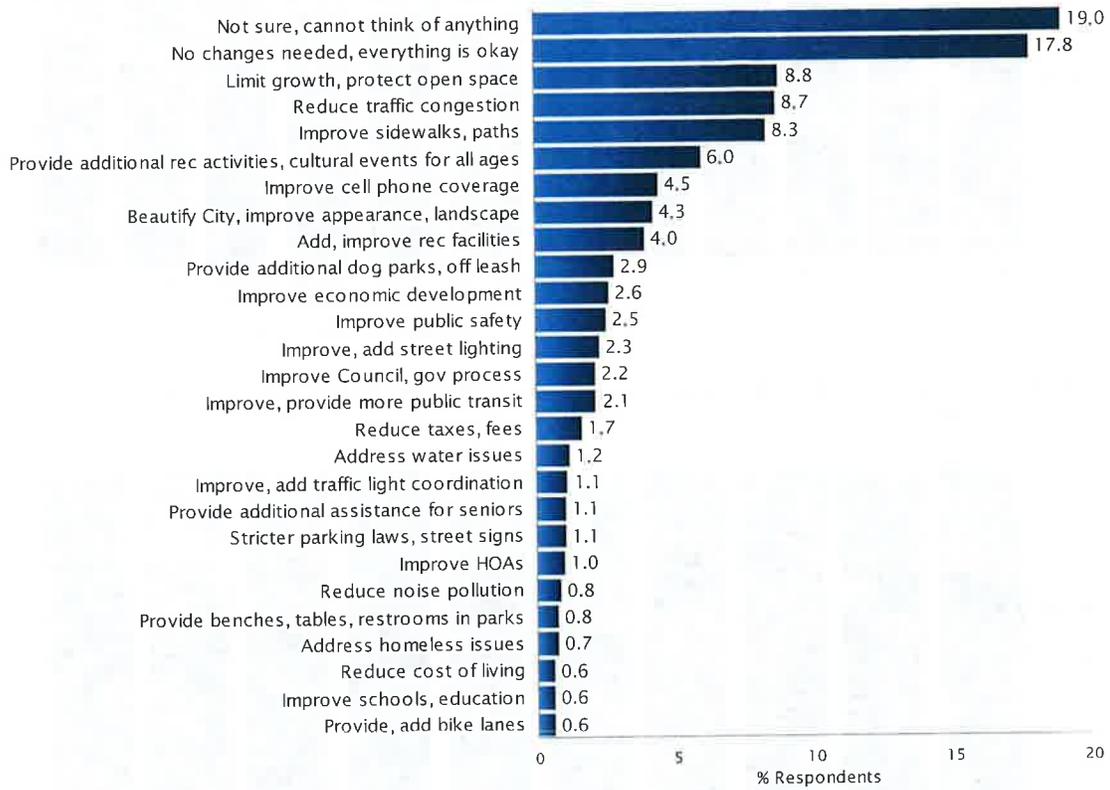


Table 1 presents the top five responses to this question from the 2005, 2009 and 2016 surveys. Limiting growth/protecting open space has been mentioned among the top five responses in every study, while reducing traffic congestion was a top five response in 2009 and 2016. Improving sidewalks and paths was mentioned among the top five responses for the first time in 2016.

TABLE 1 TOP CHANGES TO IMPROVE WESTLAKE VILLAGE BY STUDY YEAR

	Study Year		
	2016	2009	2005
Not sure / Cannot think of anything			
No changes needed, everything is okay	No changes needed, everything is okay	No changes needed, everything is okay	Limit growth, protect open space
Limit growth, protect open space	Limit growth, protect open space	Limit growth, protect open space	No changes needed, everything is okay
Reduce traffic congestion	Reduce traffic congestion	Add, improve rec facilities	Limit commercial, industrial development
Improve sidewalks, paths	Improve sidewalks, paths	Reduce traffic congestion	Improve, add parks and recreation facilities

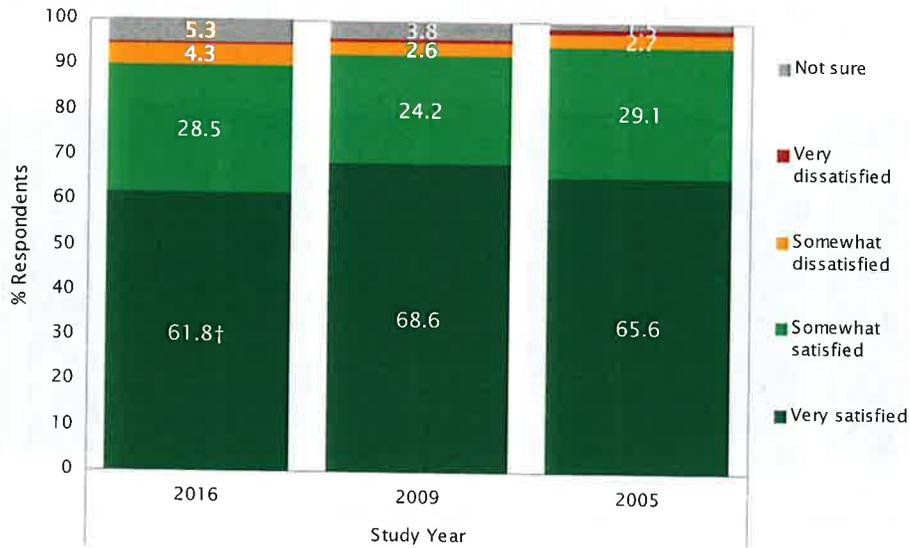
CITY SERVICES

After measuring respondents' perceptions of the quality of life in Westlake Village, 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 Westlake Village is doing to provide 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.

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

FIGURE 5 OVERALL SATISFACTION BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2009 and 2016 studies.

As shown in Figure 5, nine-in-ten Westlake Village residents indicated they were either very satisfied (62%) or somewhat satisfied (29%) with the City's efforts to provide municipal services. Just 4% of respondents indicated that they were dissatisfied with the City's overall performance, and an additional 5% indicated that they were unsure or unwilling to share their opinion. When compared to prior studies, the overall level of satisfaction in 2016 is similar, although between 2009 and 2016 the percentage who indicated they were *very* satisfied declined approximately 7%.

Figures 6 and 7 on the next page display how the percentage of respondents who were satisfied with the City's overall performance varied across a host of demographic subgroups. The most striking pattern in the figures is that the high level of satisfaction expressed by residents as a whole was also generally shared by all subgroups. At least 84% of respondents in every subgroup indicated that they were generally satisfied with the City's performance in providing municipal services.

FIGURE 6 OVERALL SATISFACTION BY YEARS IN WESTLAKE VILLAGE & NEIGHBORHOOD OF RESIDENCE

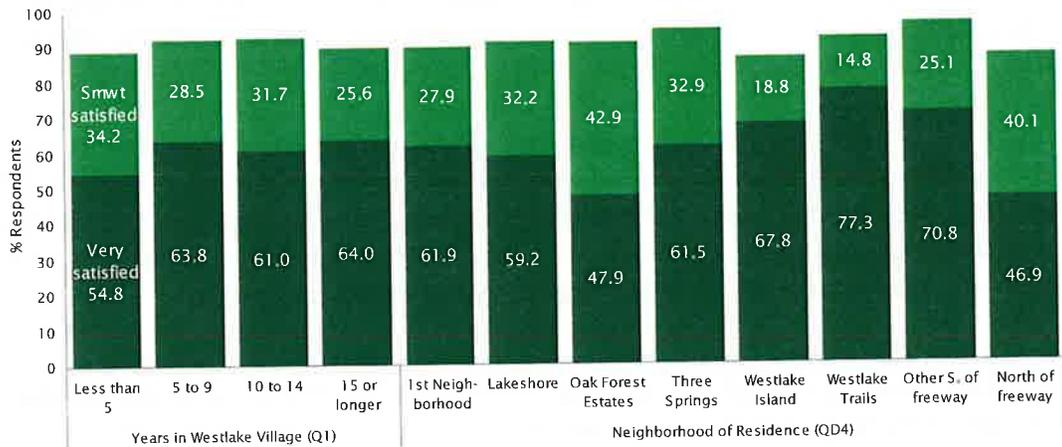
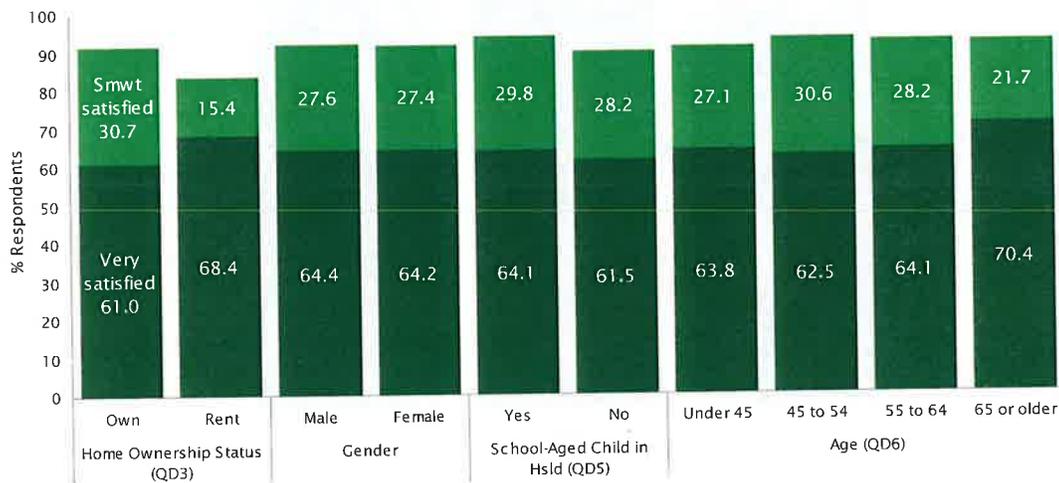


FIGURE 7 OVERALL SATISFACTION BY HOME OWNERSHIP STATUS, GENDER, SCHOOL-AGED CHILD IN HSLD & AGE



SPECIFIC SERVICES Whereas Question 4 addressed the City’s *overall* performance in providing municipal services, Question 5 asked respondents to rate their satisfaction with the City’s efforts to provide each of the *specific* services shown in Figure 8 on the next page. For comparison purposes between the services, only respondents who held an opinion (either satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (either satisfied or dissatisfied) is presented in brackets beside the service label in the figure, while the bars represent the answers of those with an opinion. Thus, for example, of the 89% of respondents who expressed an opinion regarding the City’s efforts to provide library services, 76% indicated they were very satisfied and 21% offered that they were somewhat satisfied.

At the top of the list, respondents were most satisfied with the City’s efforts to provide library services (96% very or somewhat satisfied), followed by manage its finances and maintain financial stability (95%), keep landscapes and public areas of the city clean and well-maintained (95%), and maintain parks and recreation areas (95%).

At the other end of the spectrum, respondents were less satisfied with the City’s efforts to provide housing opportunities for seniors (64%), provide public transportation (75%), collaborate with HOAs to jointly improve landscaping visible from public streets (79%), and manage traffic congestion in the city (79%). It is important to note, however, that even for these latter services the large majority of respondents indicated they were satisfied with the City’s performance.

Question 5 For the following list of services, 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 CITY SERVICES

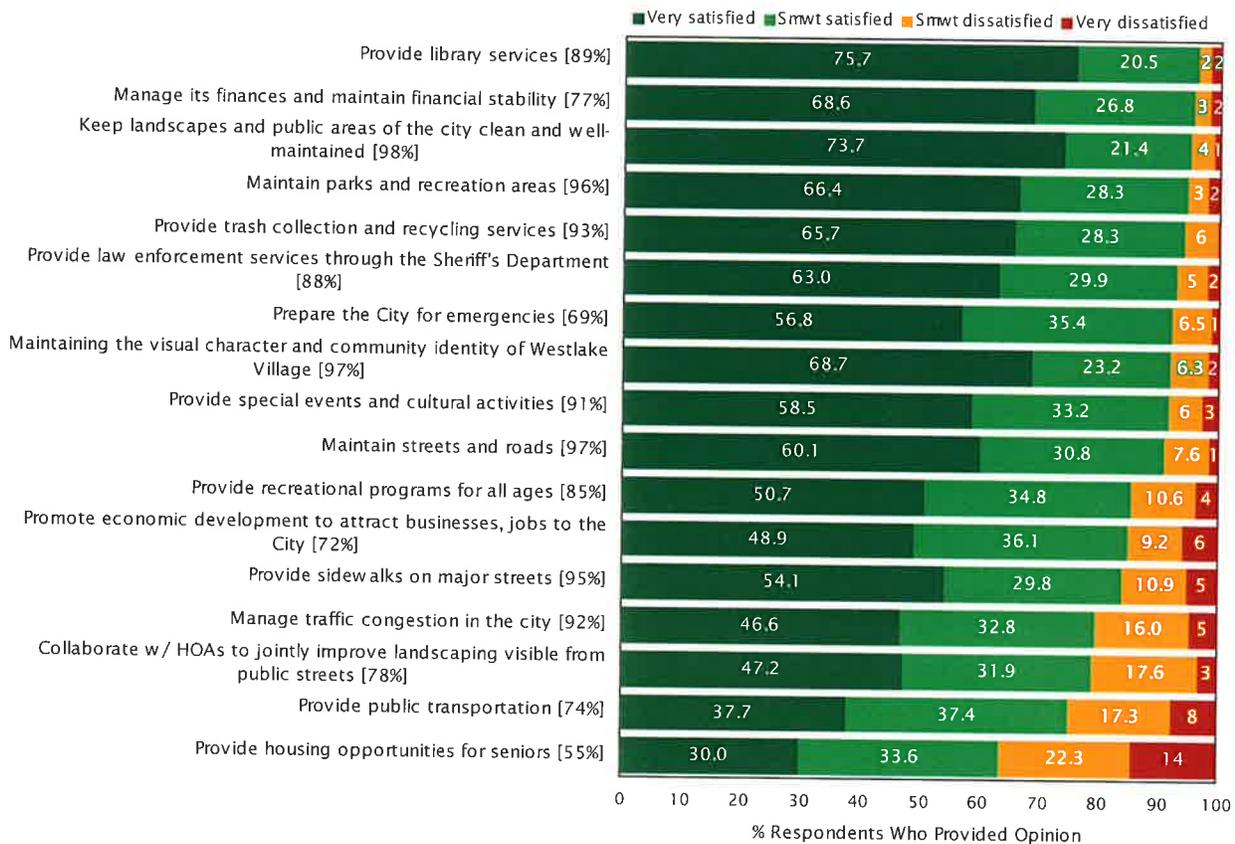


Table 2 on the next page displays the percentage of respondents who were satisfied with each service area according to their satisfaction with the City’s overall performance, age, and whether they have a school-aged child in their home. To ease review of the table, within each subgroup the three services with the highest satisfaction ratings are highlighted in green, whereas those with the lowest satisfaction ratings are highlighted in red.

TABLE 2 SATISFACTION WITH CITY SERVICES BY OVERALL SATISFACTION, AGE & SCHOOL-AGED CHILD IN HSLD

	Overall Satisfaction (Q4)			Age (QD6)				School-Aged Child in HslD (QD5)	
	Very satisfied	Smtw satisfied	Dis-satisfied	Under 45	45 to 54	55 to 64	65 or older	Yes	No
Provide library services	99	93	77	94	98	97	97	96	97
Manage its finances and maintain financial stability	99	92	64	98	93	98	96	95	96
Keep landscapes and public areas of the city clean and well-maintained	98	95	51	96	96	95	98	96	95
Maintain parks and recreation areas	99	94	52	94	97	91	96	96	94
Provide trash collection and recycling services	97	91	85	98	97	93	91	95	93
Provide law enforcement services through the Sheriff's Department	96	91	61	92	94	94	96	92	93
Prepare the City for emergencies	97	94	52	92	96	90	93	92	92
Maintaining the visual character and community identity of Westlake Village	96	90	49	87	96	93	95	97	90
Provide special events and cultural activities	96	90	62	84	94	94	96	95	90
Maintain streets and roads	95	84	77	91	94	92	91	93	91
Provide recreational programs for all ages	92	79	58	74	84	91	93	86	85
Promote economic development to attract businesses, jobs to the City	94	75	61	84	89	86	90	79	88
Provide sidewalks on major streets	90	76	59	87	86	77	90	87	83
Manage traffic congestion in the city	88	69	52	78	81	87	82	84	78
Collaborate w/ HOAs to jointly improve landscaping visible from public streets	90	69	21	65	86	78	91	81	79
Provide public transportation	84	69	36	64	83	85	79	74	75
Provide housing opportunities for seniors	70	63	26	76	66	61	60	77	59

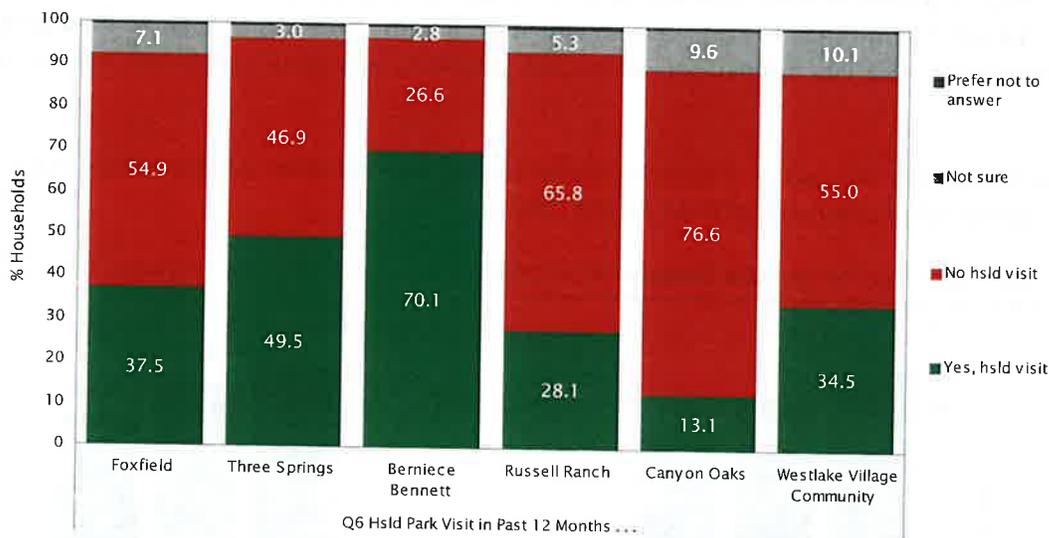
PARKS & RECREATION

The parks, recreation facilities, scheduled activities, classes, and special events offered in the City of Westlake Village provide residents with a variety of opportunities to recreate, relax, and play. They also help to promote a sense of community in the city, improve property values, enhance the business climate and local economy, and generally contribute to a higher quality of life for residents and visitors. The next six questions of the survey sought to profile residents' use and perceptions of community parks, recreational facilities, and special events.

PAST USE OF WESTLAKE VILLAGE PARKS The first question in this series asked respondents whether, in the prior 12 month period, they and/or another member of their household had visited each of the Westlake Village parks listed along the bottom of Figure 9. As shown in the figure, visits to each park varied widely—from a low of 13% for Canyon Oaks to a high of 70% for Berniece Bennett Park. Overall, 35% of Westlake Village residents indicated that they or another member of their household had visited the Westlake Village Community Park in the 12 months prior to the interview.

Question 6 Next, I'd like to ask you several questions about recreation in the City. As I read the following list of local parks, please indicate whether you or any member of your household had visited the park in the past 12 months.

FIGURE 9 HOUSEHOLD PARK VISITS IN PAST 12 MONTHS

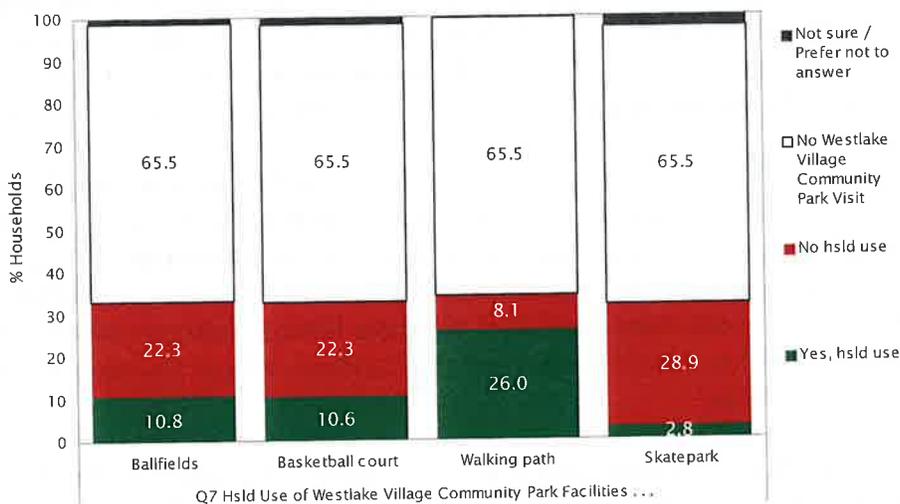


AMENITIES USED IN WESTLAKE VILLAGE COMMUNITY PARK Respondents who reported that their household had visited Westlake Village Community Park were next asked whether they or another member of their household had used each of the amenities shown in Figure 10 on the next page. The answers to Question 7 were combined with those to Question 6 such that the percentage results represent *all* Westlake Village households.

Among all Westlake Village households, approximately one-quarter (26%) had used the walking paths at Westlake Village Community Park, one-in-ten had used the basketball court (11%) and ballfields (11%), and 3% had utilized the skatepark.

Question 7 When visiting the Westlake Village Community Park, have you or other members of your household used the: _____?

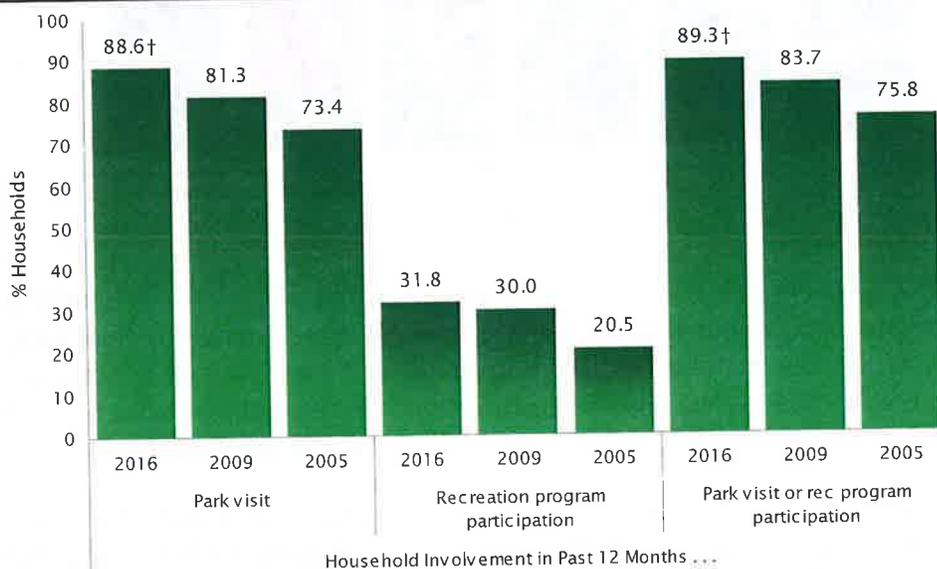
FIGURE 10 HOUSEHOLD USE OF WESTLAKE VILLAGE COMMUNITY PARK FACILITIES



PARTICIPATED IN RECREATION PROGRAM Regardless of their park visitation habits, all respondents were next asked if they or any other member of their household had participated in a recreation program offered by the City of Westlake Village during the 12 months prior to the interview. Figure 9 combines the answers to Question 8 with Question 6 to show how park visitation, participation in a city-sponsored recreation program, and both combined has varied over time.

Question 8 During the past 12 months, have you or any member of your household participated in a recreation program offered by the City?

FIGURE 11 PARK VISIT AND RECREATION PROGRAM PARTICIPATION IN PAST 12 MONTHS BY STUDY YEAR



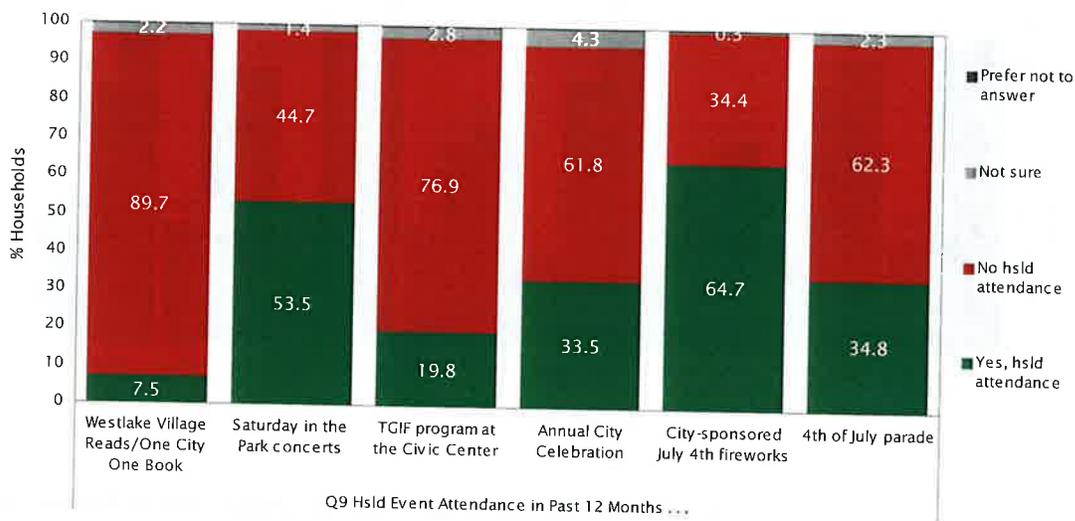
† Statistically significant change (p < 0.05) between the 2009 and 2016 studies.

As shown in Figure 11, 89% of Westlake Village households reported visiting a city park, 32% indicated they had participated in a city-sponsored recreation program, and 89% offered that they had done at least one of these activities in 2016. When compared to prior surveys, the percentage of Westlake Village households that had visited a city park increased significantly in 2016, as did the percentage of households that had visited a park and/or participated in a city-sponsored recreation program.

SPECIAL EVENTS Throughout the year, the City of Westlake Village hosts a number of special events designed to bring the community together, including concerts in the park, the Westlake Village Reads/One City One Book event, and holiday celebrations. One of the objectives of this survey was to profile residents' participation in—and perceptions of—city-sponsored special events, as well as solicit their preferences with respect to the types of additional events that could be offered in the city.

Question 9 *As I read the following list of special events sponsored by the City of Westlake Village, please indicate whether you or any member of your household attended the event in the past 12 months.*

FIGURE 12 HOUSEHOLD SPECIAL EVENT ATTENDANCE IN PAST 12 MONTHS



When queried about their household's attendance for six different special events hosted by the City of Westlake Village, more than half of respondents indicated that their household had attended the City's July 4th fireworks show (65%) and Saturday concerts in the park (54%). Approximately one-third of Westlake Village households reported attending the 4th of July parade (35%) and Annual City Celebration (34%). Participation in the TGIF program at the Civic Center (20%) and Westlake Village Reads/One City One Book event (8%) was less common.

Figures 13 and 14 on the next page show how park visitation, participation in a city-sponsored recreation program, and special event attendance varied among Westlake Village households during the 12 months prior to the interview.

FIGURE 13 PARK, SPECIAL EVENT & REC PROGRAM UTILIZATION IN PAST 12 MONTHS BY OVERALL, YEARS IN WESTLAKE VILLAGE, HOME OWNERSHIP STATUS & SCHOOL-AGED CHILD IN HSLD

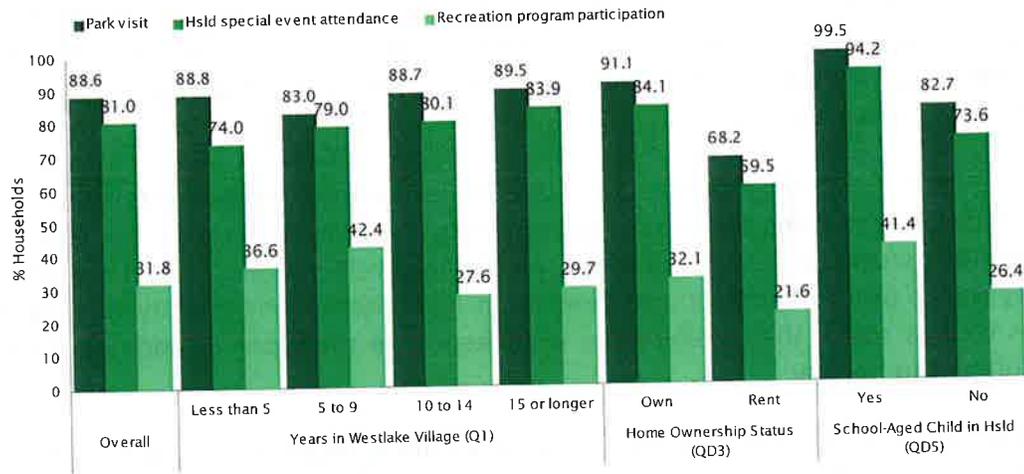
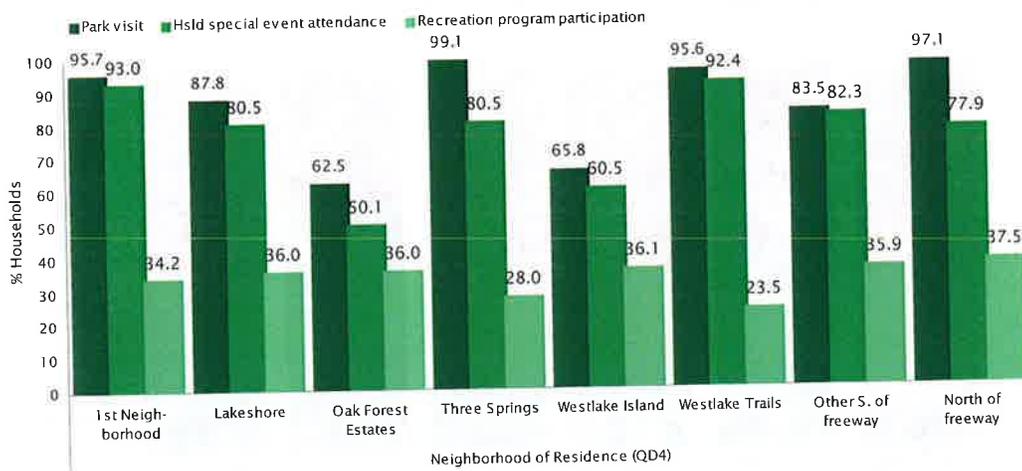


FIGURE 14 PARK, SPECIAL EVENT & REC PROGRAM UTILIZATION IN PAST 12 MONTHS BY NEIGHBORHOOD OF RESIDENCE



RATE EVENT EXPERIENCE For each special event that a respondent's household had attended in the prior year, the survey followed-up by asking them to rate their experience on a scale of 0 to 10, where 0 means they had a very poor experience and 10 means they had an excellent experience. The average rating among attendees for each event is shown in Figure 15 on the next page.

The most obvious pattern in Figure 15 is that respondents generally had a very good experience when attending special events in Westlake Village regardless of event type. The highest rated event was the city-sponsored July 4th Fireworks Show (9.11), followed by Saturday concerts in the park (8.67), 4th of July parade (8.62), and Annual City Celebration (8.38). It is worth noting, moreover, that even the lowest rated event (Westlake Village Reads/One City One Book) received an average score of 8.18. Table 3 shows how attendees' experiences varied by length of residence, age, and whether they reside with children.

Question 10 For each of the events that you attended, I'd like to know how you would rate your experience on a scale of 0 to 10, where 0 means that you had a very poor experience and 10 means you had an excellent experience. A 5 means you had a neutral experience. You can use any number between 0 and 10. Make sure respondent understands the scale. How would you rate your experience at the: _____?

FIGURE 15 AVERAGE SPECIAL EVENT RATING



TABLE 3 AVERAGE SPECIAL EVENT RATING BY YEARS IN WESTLAKE VILLAGE, AGE & SCHOOL-AGED CHILD IN HSLD

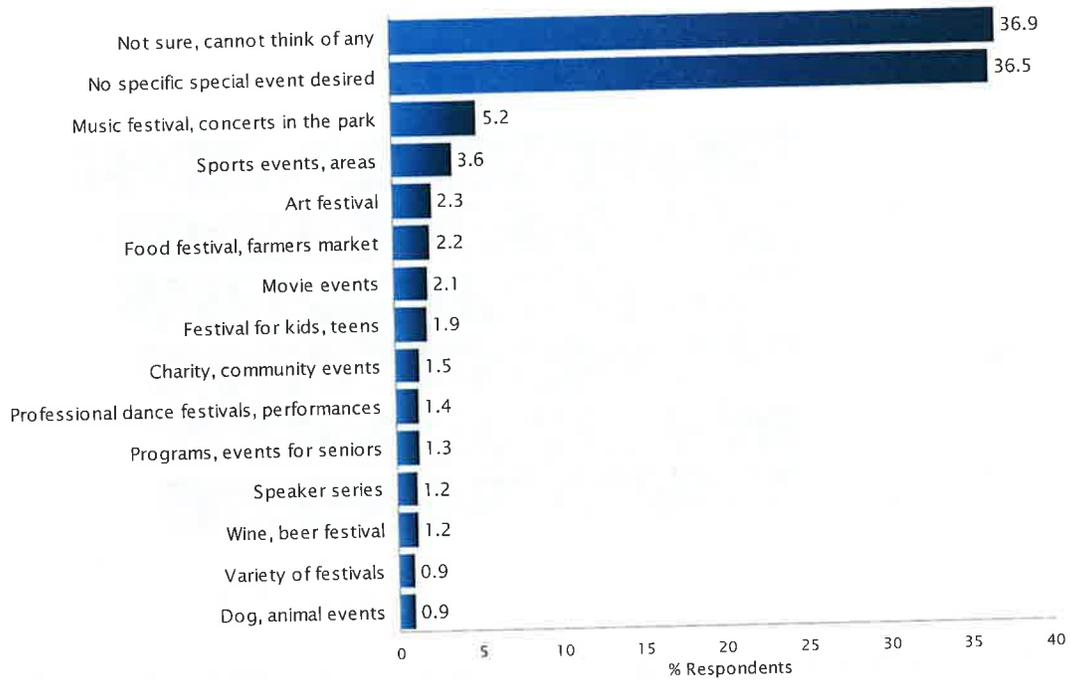
	Years in Westlake Village (Q1)				Age (QD6)				School-Aged Child in Hslid (QD5)	
	Less than 5	5 to 9	10 to 14	15 or longer	Under 45	45 to 54	55 to 64	65 or older	Yes	No
City-sponsored July 4th fireworks	9.13	8.71	9.06	9.19	9.19	9.39	8.97	9.28	9.12	9.08
Saturday in the park concerts	8.21	8.94	8.85	8.70	8.13	9.19	8.89	8.60	8.96	8.43
4th of July parade	8.69	8.58	8.89	8.51	8.78	8.71	8.67	8.78	8.75	8.49
Annual City Celebration	8.28	8.84	8.78	8.19	8.78	8.56	7.94	8.24	8.42	8.34
TGIF program at the Civic Center	7.14	7.53	7.94	8.56	7.31	8.06	8.65	8.76	7.94	8.39
Westlake Village Reads/One City One Book	7.70	5.58	7.43	8.98	8.33	7.75	7.50	8.56	8.25	8.11

ADDITIONAL SPECIAL EVENTS DESIRED The final question in this series asked respondents whether there were any additional special events that they would like the City to offer that are not offered currently. Question 11 was administered in an open-ended manner, thereby allowing respondents the opportunity to mention any type of special event 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 16 on the next page.

Approximately three-quarters of respondents indicated they could not think of any additional special events they desire (37%) or stated flatly that they do not desire additional special events (37%). Among the specific events that were mentioned by respondents, the most common were additional music festivals/concerts in the park (5%), sporting events (2%), art festival (2%), food festival/farmers market (2%), and movie events (2%).

Question 11 *Is there a specific type of special event that you would like the City to offer that is not offered currently?*

FIGURE 16 ADDITIONAL SPECIAL EVENTS DESIRED



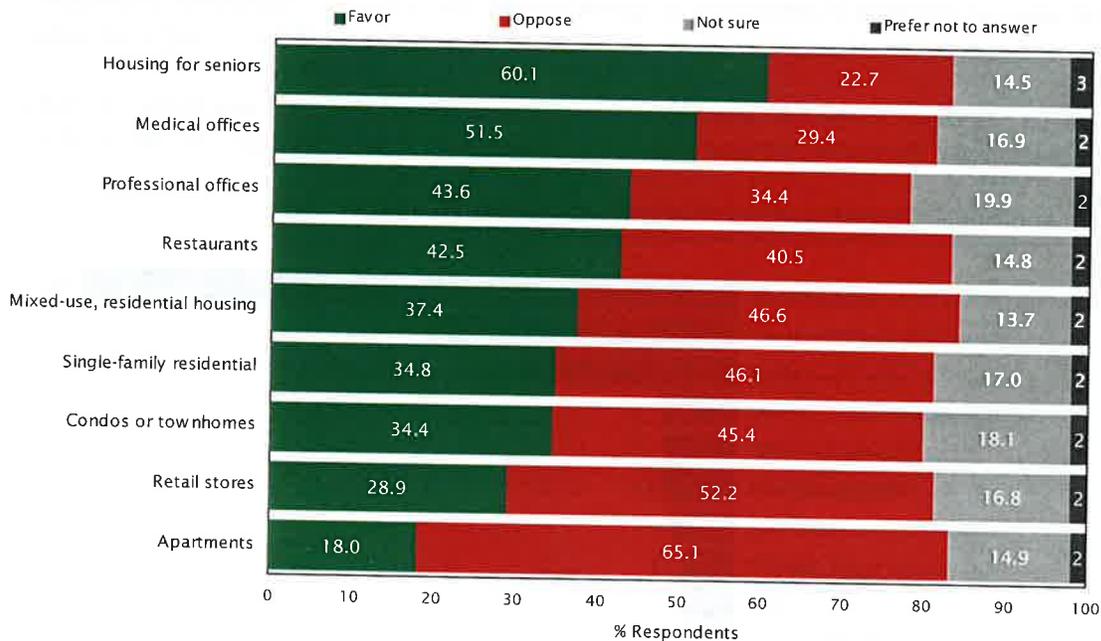
FORMER WESTLAKE HOSPITAL SITE

After nearly a decade on the market, the former Westlake Hospital site on Lakeview Canyon Road was purchased in 2014. A privately owned 6.5 acre parcel, it is currently zoned 'public/institutional'. As the new owners consider potential uses for the site, the survey presented an opportunity for residents of Westlake Village to express their opinions regarding the types of development they would favor.

POTENTIAL USES OF SITE Question 12 presented residents with a list of possible uses for the property and asked whether they would favor or oppose each type of use. To make it clear that multiple uses may be possible, the question asked if they would favor a particular use for *part* of the property. Figure 17 presents each of the uses tested, as well as the proportion who favored, opposed, were unsure, or preferred to not answer the question.

Question 12 *The former Westlake Hospital site on Lakeview Canyon Road is privately owned property. The owners are considering a number of potential future uses for the site. As I read the following list of options, please tell me whether you would favor or oppose using part of the property for this use.*

FIGURE 17 OPINION OF OPTIONS FOR FORMER WESTLAKE HOSPITAL SITE



Overall, housing for seniors was the use favored by the highest percentage of respondents (60%), followed by medical offices (52%), professional offices (44%), restaurants (43%), and mixed-use commercial and housing (37%). When compared to the other uses tested, fewer respondents favored using a portion of the site for apartments (18%), retail stores (29%), condominiums or townhomes (34%), and single-family residential (35%). Table 4 on the next page shows how the site uses favored by Westlake Village residents varied by length of residence, age, and home ownership status.

TABLE 4 OPINION OF OPTIONS FOR FORMER WESTLAKE HOSPITAL SITE BY YEARS IN WESTLAKE VILLAGE, AGE & HOME OWNERSHIP

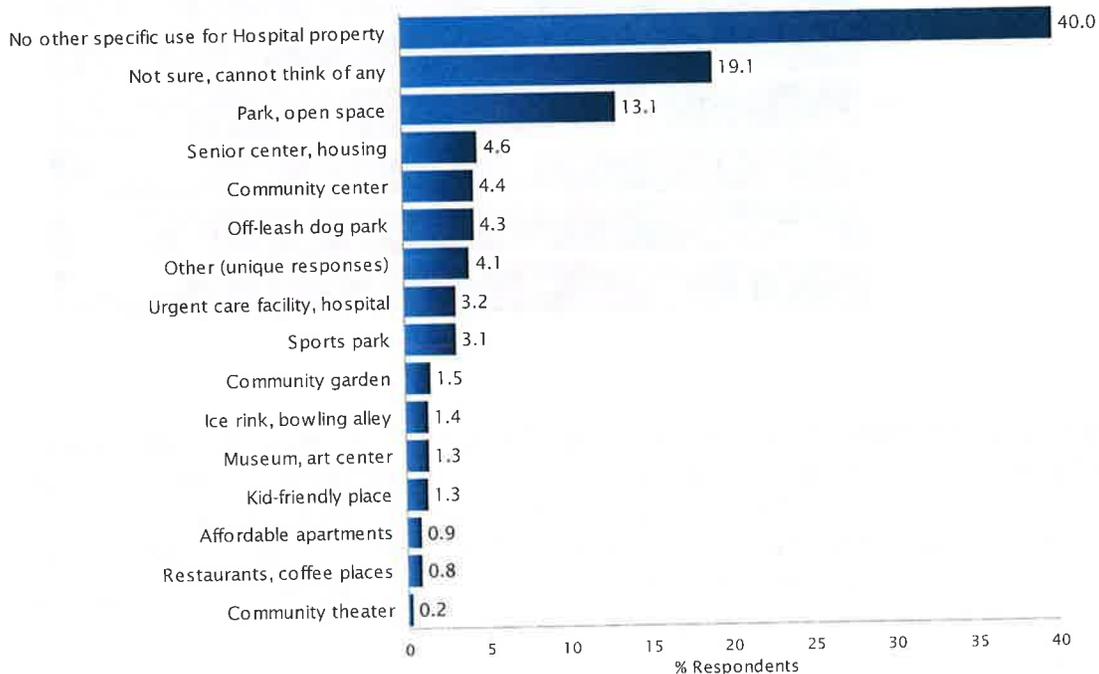
	Years in Westlake Village (Q1)				Age (QD6)				Home Ownership Status (QD3)	
	Less than 5	5 to 9	10 to 14	15 or longer	Under 45	45 to 54	55 to 64	65 or older	Own	Rent
	Housing for seniors	51.3	55.5	49.2	67.2	48.4	52.8	67.0	77.0	61.4
Medical offices	58.0	52.4	59.3	46.9	37.7	61.1	57.3	52.6	54.3	37.0
Professional offices	43.9	41.8	47.6	42.6	40.4	54.2	50.5	38.2	46.1	30.3
Restaurants	53.0	29.4	49.6	39.3	45.7	63.9	46.6	31.6	43.0	44.6
Mixed-use, residential housing	38.8	26.8	51.9	34.4	46.3	48.6	35.9	32.9	37.7	43.6
Single-family residential	46.5	21.4	40.9	31.5	45.7	37.5	36.9	26.3	34.4	41.8
Condos or townhomes	42.2	23.4	31.4	34.7	34.0	33.3	35.0	42.8	33.4	53.7
Retail stores	45.5	26.0	32.6	22.8	28.1	51.4	28.2	17.8	30.0	30.9
Apartments	20.9	14.7	12.5	19.3	26.1	12.5	12.6	21.1	17.2	26.7

ADDITIONAL USES Recognizing that the list of potential uses tested in Question 12 was not exhaustive, Question 13 asked respondents if there were additional uses not mentioned that they would like to see considered for the former Westlake Hospital property. Question 13 was presented in an open-ended manner so that respondents could mention any use 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 18.

Most respondents indicated that there were no alternative specific uses that they would like to see considered for the property (40%) or indicated they were unsure (19%). Among the specific uses that were mentioned in response to Question 13, the most common were park/open space (13%), senior center/housing (5%), community center (4%), and an off-leash dog park (4%).

Question 13 *Is there a specific use that I haven't mentioned that you would like to see considered for the former Westlake Hospital property? If yes, ask: Please briefly describe it to me.*

FIGURE 18 ADDITIONAL SUGGESTED USES FOR WESTLAKE HOSPITAL PROPERTY



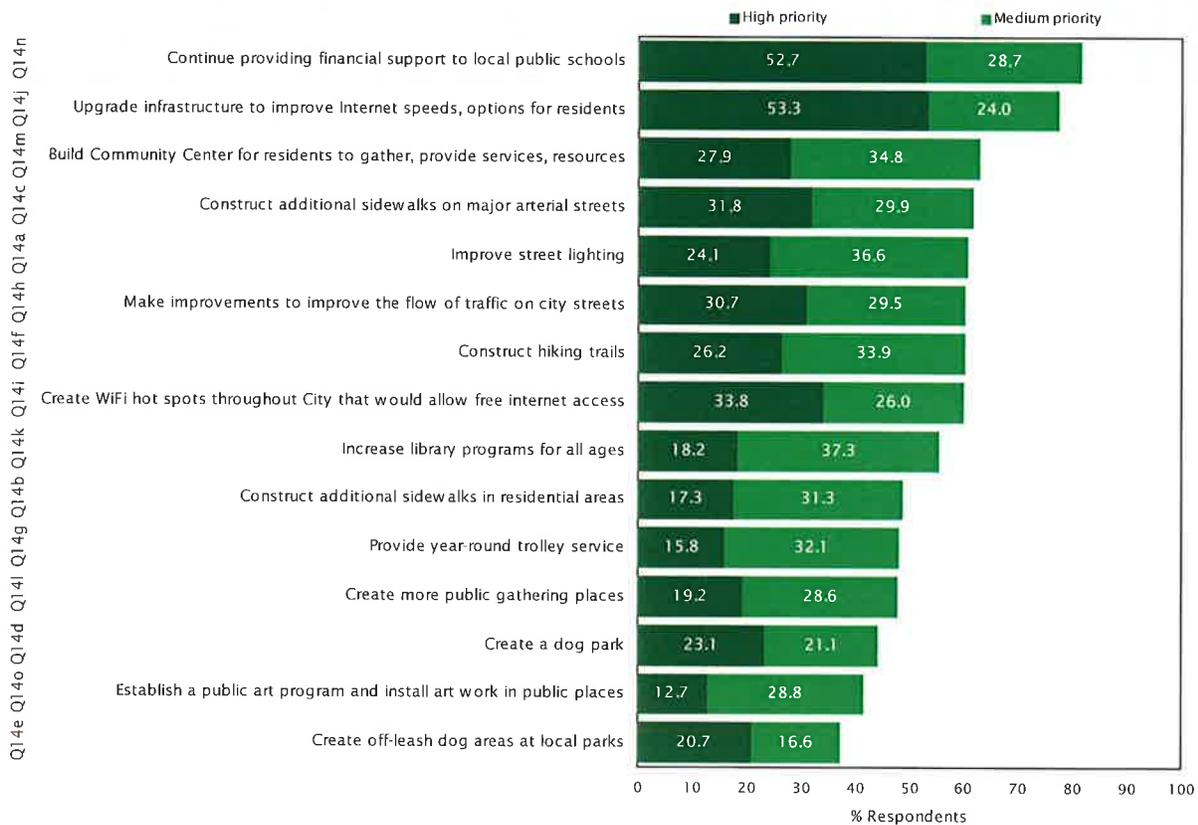
SPENDING PRIORITIES

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

Question 14 was designed to provide Westlake Village with a reliable measure of how residents, as a whole, prioritize a variety of projects and programs 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 projects and programs that may be desired by residents, respondents were asked whether each project or program shown in Figure 19 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 projects and programs could be high priorities.

Question 14 *The City of Westlake Village has the financial resources to provide some of the projects and programs desired by residents. Because it can not fund every project and program, however, the City must set priorities. As I read each of the following items, I'd like you to 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 19 SPENDING PRIORITIES



The projects and programs are sorted in Figure 19 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 projects and programs tested, continuing to provide financial support to local public schools was assigned the highest priority (81% high or medium priority), followed by upgrading the city's infrastructure to improve Internet speeds and Internet options for residents (77%), building a Community Center that would serve as a central gathering place for residents and would provide a variety of services and resources to residents (63%), and constructing additional sidewalks on major arterial streets (62%).

When compared to the other programs and projects tested, Westlake Village residents assigned lower priority to creating off-leash dog areas at local parks (37%), establishing a public art program and installing art work in public places (42%), and creating a dog park (44%).

Table 5 presents the priority rankings by neighborhood, with the top-rated programs/projects highlighted in green within each neighborhood.

TABLE 5 SPENDING PRIORITIES BY NEIGHBORHOOD OF RESIDENCE (SHOWING % HIGH & MEDIUM PRIORITY)

	Neighborhood of Residence (QD4)							
	1st Neighborhood	Lakeshore	Oak Forest Estates	Three Springs	Westlake Island	Westlake Trails	Other S of Freeway	North of Freeway
Continue providing financial support to local public schools	87.9	72.4	72.3	79.5	68.8	84.4	86.1	83.9
Upgrade infrastructure to improve Internet speeds, options for residents	75.6	81.5	74.9	81.2	70.3	88.7	75.8	78.1
Build Community Center for residents to gather, provide services, resources	57.0	63.0	78.2	67.6	55.0	66.3	66.2	57.0
Construct additional sidewalks on major arterial streets	58.6	52.7	69.3	60.0	56.2	68.1	68.4	65.8
Improve street lighting	56.5	47.8	64.0	65.0	71.5	58.8	66.8	58.4
Make improvements to improve the flow of traffic on city streets	51.9	76.2	66.3	65.0	58.7	58.3	61.4	71.0
Construct biking trails	62.5	66.2	53.6	69.5	39.5	54.3	59.5	57.4
Create WiFi hot spots throughout City that would allow free internet access	58.1	58.0	67.7	71.8	56.8	33.7	60.0	63.0
Increase library programs for all ages	61.3	46.9	66.7	47.9	54.0	55.4	52.4	55.4
Construct additional sidewalks in residential areas	49.3	40.6	48.4	39.4	48.4	46.5	56.6	61.2
Provide year-round trolley service	40.1	43.3	56.6	59.9	24.0	42.6	52.3	46.7
Create more public gathering places	45.8	25.7	54.5	55.3	30.4	74.1	41.8	55.4
Create a dog park	51.1	66.2	35.5	38.1	50.2	35.7	38.0	26.7
Establish a public art program and install art work in public places	43.1	31.4	34.6	44.7	33.8	29.7	49.0	32.4
Create off-leash dog areas at local parks	42.9	50.3	30.5	32.5	46.1	23.6	34.5	30.4

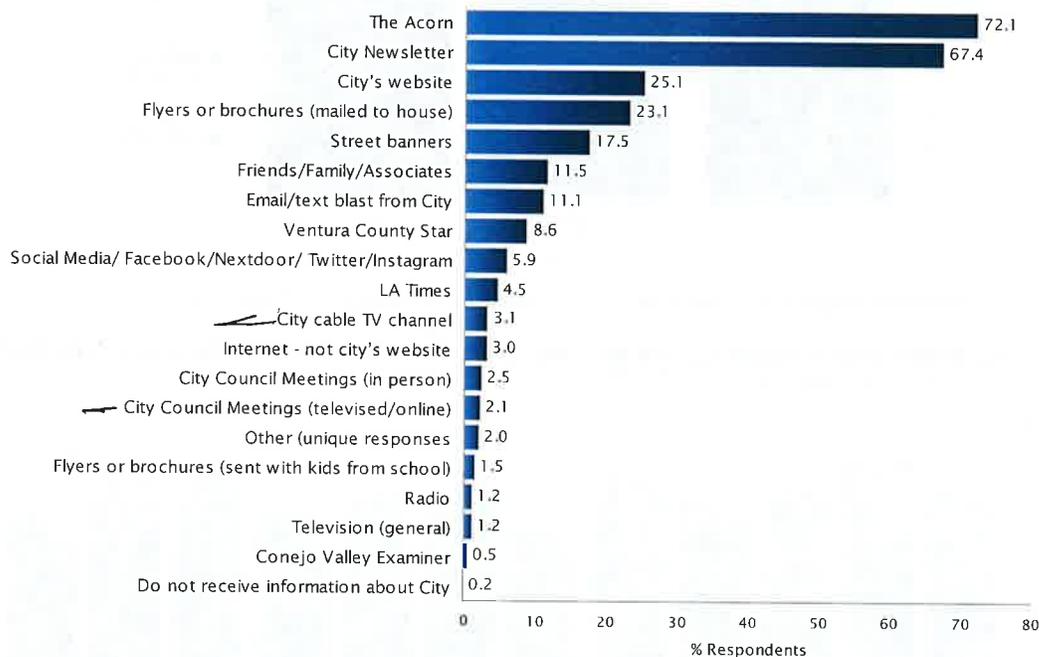
COMMUNICATION

The importance of city-resident communication cannot be overstated. Much of a city’s success is shaped by the quality of information that is exchanged in both directions, from the city to its residents and vice-versa. This study is just one example of Westlake Village’s efforts to enhance the information flow to the City to better understand citizens’ concerns, perceptions, and needs. In this section of the report, we present the results of a variety of communication-related questions.

INFORMATION SOURCES To help the City identify the most effective means of communicating with residents, it is helpful to understand what information sources they *currently* rely on for this type of information. In an open-ended manner, residents were asked to list the information sources they typically use to find out about Westlake Village news, information, and programming. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 20 represent the percentage of residents who mentioned a particular source, and thus sum to more than 100.

Question 15 *What information sources do you use to find out about City of Westlake Village news, information and programming?*

FIGURE 20 CITY INFORMATION SOURCES



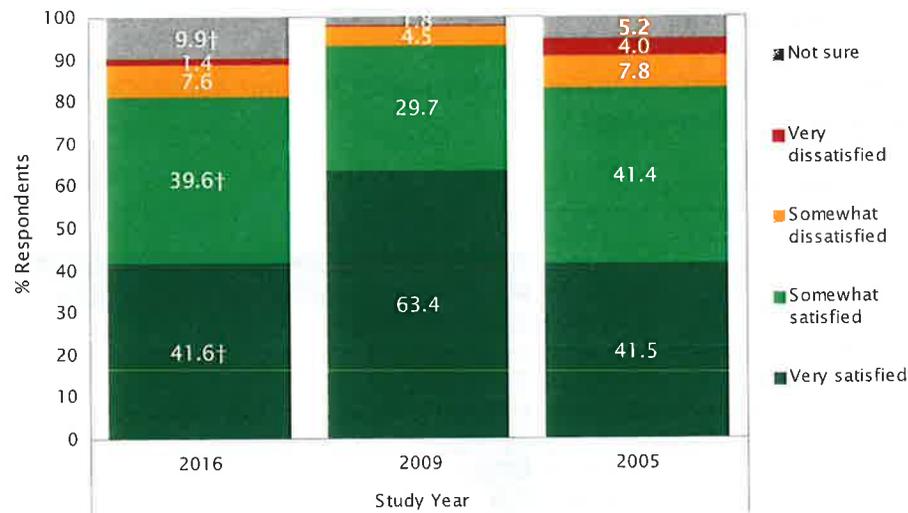
The most frequently-cited source for City information in 2016 was *The Acorn* Newspaper (72%), followed by the City’s newsletter (67%), City’s website (25%), direct mail flyers or brochures (23%), and street banners (18%).²

2. Comparisons to the survey findings in prior years for this question are not provided because of a difference in methodology between how the question is presented via telephone (response options not provided) vs. online (response options provided).

OVERALL SATISFACTION Question 16 of the survey asked residents to report their satisfaction with city-resident communication in the City of Westlake Village. Overall, 81% of respondents in 2016 indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, television, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (9%) or unsure of their opinion (10%). When compared to prior studies, satisfaction is comparable to that found in 2005, but significantly lower than the satisfaction scores recorded in 2009. For the interested reader, Figures 22 and 23 display how satisfaction with the City's efforts to communicate with residents varied across resident subgroups.

Question 16 *Are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, the City's cable TV channel, and other means?*

FIGURE 21 SATISFACTION WITH COMMUNICATION BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2009 and 2016 studies.

FIGURE 22 SATISFACTION WITH COMMUNICATION BY YEARS IN WESTLAKE VILLAGE & NEIGHBORHOOD OF RESIDENCE

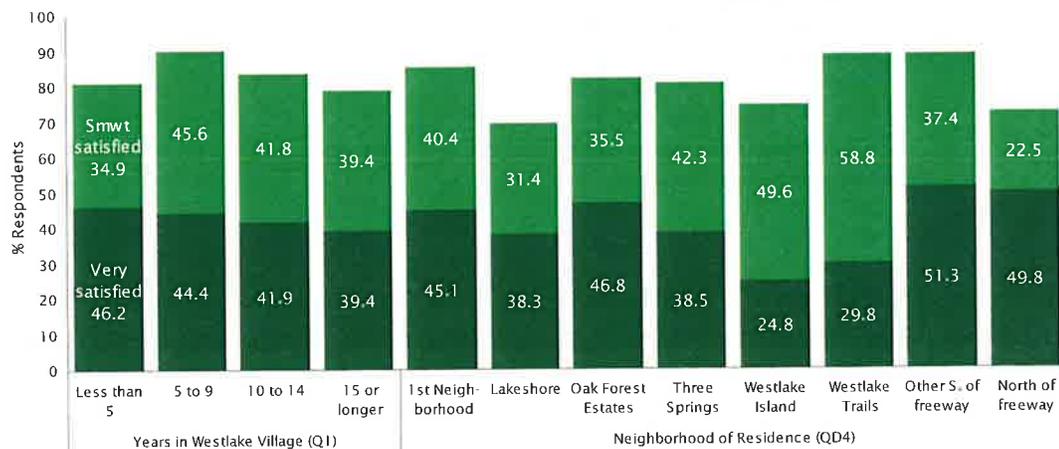
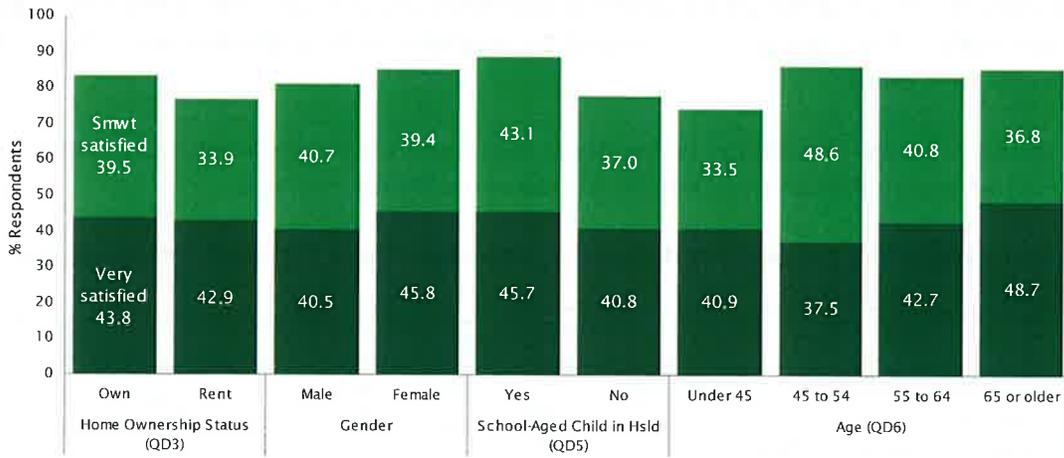


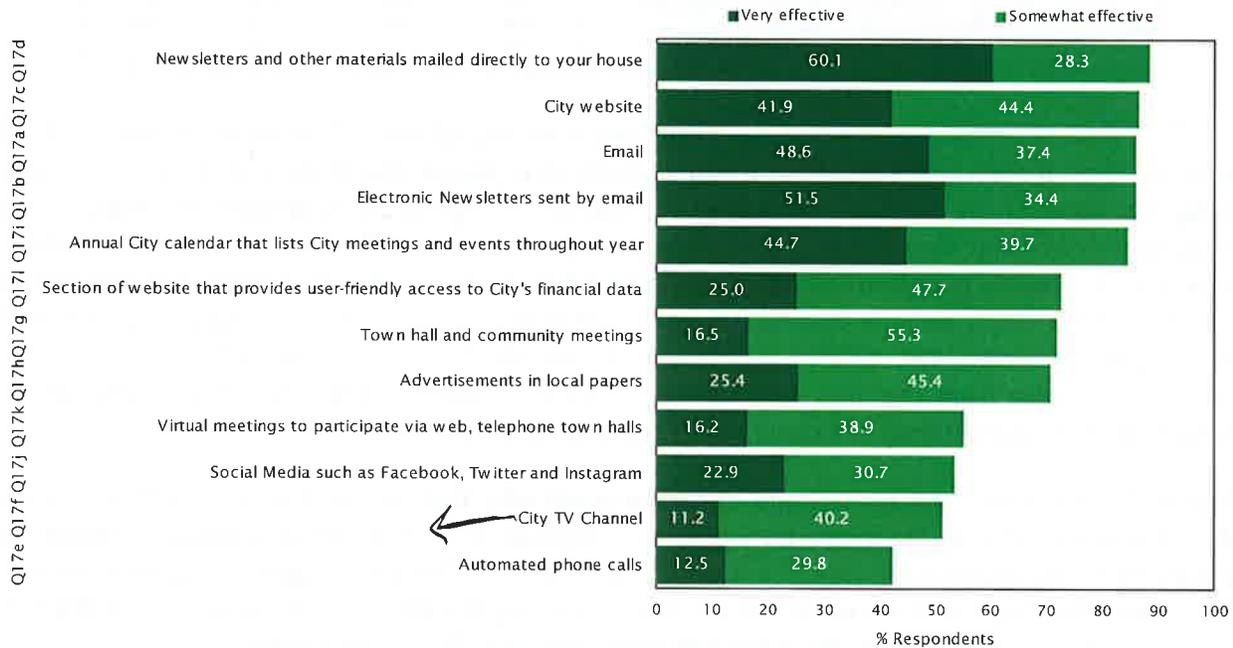
FIGURE 23 SATISFACTION WITH COMMUNICATION BY HOME OWNERSHIP STATUS, GENDER, SCHOOL-AGED CHILD IN HSLD & AGE



COMMUNICATION PREFERENCES The next communication-related question presented respondents the methods shown to the left of Figure 24 and asked whether each would be an effective way for the City to communicate with them.

Question 17 *As I read the following ways that the City of Westlake Village 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 24 EFFECTIVENESS OF COMMUNICATION METHODS



Overall, respondents indicated that newsletters and other materials mailed to the home (i.e., direct mail) was the most effective method (88% very or somewhat effective), followed by the City's website (86%), email (86%), Electronic Newsletters sent by email (86%), and an Annual City

Calendar that lists city meetings and events throughout the year (84%). At the other end of the spectrum, automated telephone calls (42%), City TV Channel (51%), Social Media (54%), and virtual meetings that would allow participation in city meetings through web conferencing and telephone town halls (55%) were generally viewed by residents as less effective ways for the City to communicate with them.

Table 6 shows how the percentage of residents that rated each communication method as *very* effective varied depending on their neighborhood of residence and age.

TABLE 6 EFFECTIVENESS OF COMMUNICATION METHODS BY NEIGHBORHOOD OF RESIDENCE (SHOWING % VERY EFFECTIVE)

	Neighborhood of Residence (QD4)							
	1st Neighborhood	Lakeshore	Oak Forest Estates	Three Springs	Westlake Island	Westlake Trails	Other S of Freeway	North of Freeway
Newsletters and other materials mailed directly to your house	62.2	52.5	58.4	59.6	46.8	44.0	64.0	57.1
City website	39.1	15.7	37.0	46.7	31.6	56.2	56.2	51.5
Email	50.1	33.3	32.3	58.5	31.6	58.4	58.4	52.4
Electronic Newsletters sent by email	49.3	47.7	28.3	58.8	46.7	75.2	75.2	50.3
Annual City calendar that lists City meetings and events throughout year	47.5	50.3	51.0	35.3	62.6	51.5	51.5	49.9
Section of website that provides user-friendly access to City's financial data	22.6	8.6	12.4	30.5	33.8	35.7	35.7	21.4
Town hall and community meetings	12.2	15.7	17.9	13.0	17.6	16.8	16.8	19.0
Advertisements in local papers	19.5	25.4	40.5	28.1	46.0	36.1	36.1	22.9
Virtual meetings allowing residents to participate via web, telephone town hall	17.3	11.1	12.2	18.1	8.3	31.4	31.4	24.2
Social Media such as Facebook, Twitter and Instagram	23.3	2.5	19.8	31.6	20.4	29.9	29.9	18.1
City TV Channel	9.6	15.8	18.1	9.5	19.2	12.6	12.6	8.3
Automated phone calls	9.7	20.6	22.8	11.1	6.9	14.5	14.5	10.3

FIGURE 25 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE (SHOWING % VERY EFFECTIVE)

	Age (QD6)			
	Under 45	45 to 54	55 to 64	65 or older
Newsletters and other materials mailed directly to your house	56.4	55.6	67.0	61.2
City website	58.5	45.8	44.7	31.6
Email	45.7	59.7	49.5	46.7
Electronic Newsletters sent by email	51.6	59.7	63.1	40.8
Annual City calendar that lists City meetings and events throughout year	46.8	43.1	50.5	42.8
Section of website that provides user-friendly access to City's financial data	31.4	23.6	26.2	16.4
Town hall and community meetings	11.2	8.3	17.5	25.7
Advertisements in local papers	27.2	20.8	29.1	27.6
Virtual meetings allowing residents to participate via web, telephone town hall	13.8	16.7	19.4	16.4
Social Media such as Facebook, Twitter and Instagram	42.6	29.2	21.4	10.5
City TV Channel	0.0	16.7	14.6	19.7
Automated phone calls	6.9	12.5	11.7	15.8

COMMUNICATION ACTIVITIES There are a variety of ways that residents can interact with the City of Westlake Village or acquire information about city news, events and programming. For each of the activities shown at the bottom of Figure 26, Question 18 simply asked respondents whether they had engaged in that activity during the 12 months prior to the interview. Overall, nearly two-thirds (65%) of those who participated in the survey indicated that they had visited the City's website during this period, one-quarter (24%) had watched a City Council meeting on television, 15% offered that they had used the City Care program to report an issue or request service from the City, 13% watched the City's monthly video newsletter, and one-in-ten residents (10%) watched live coverage of the City elections.

Figure 27 shows how the percentage of respondents who had engaged in each activity during the 12 months prior to the interview varied by length of residence and age, whereas Figure 28 shows the large, statistically significant growth over time in the percentage of respondents who had visited the City's website in the 12 months preceding the interview. Resident use of the City Care program remained about the same between 2009 and 2016 (see Figure 29).

Question 18 In the past 12 months, have you: _____?

FIGURE 26 USE OF INTERACTIVE MEDIA IN PAST 12 MONTHS

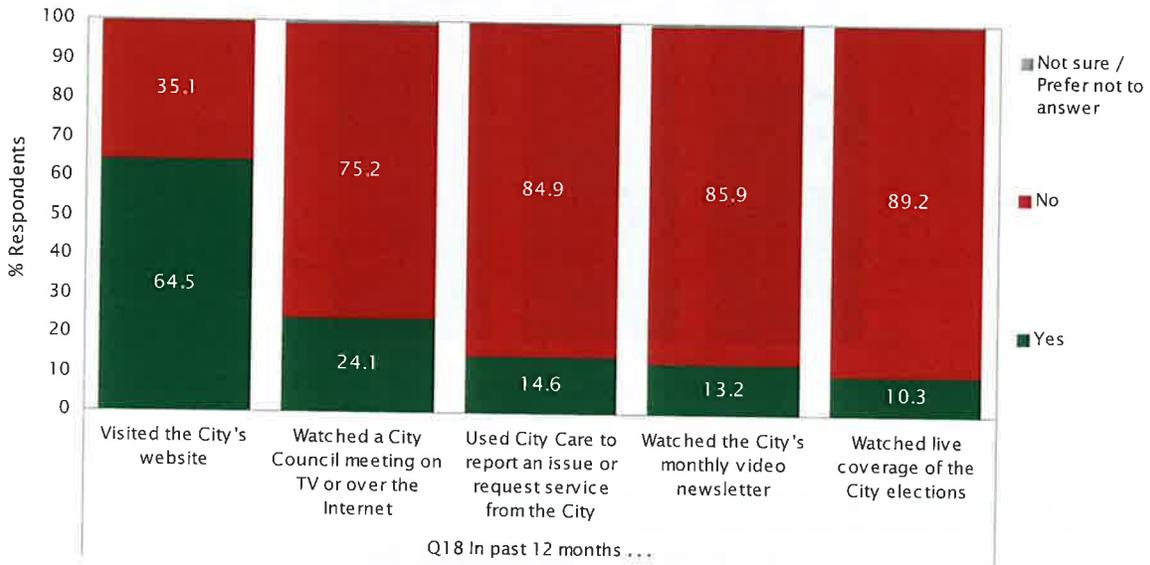


FIGURE 27 USE OF INTERACTIVE MEDIA IN PAST 12 MONTHS BY YEARS IN WESTLAKE VILLAGE & AGE

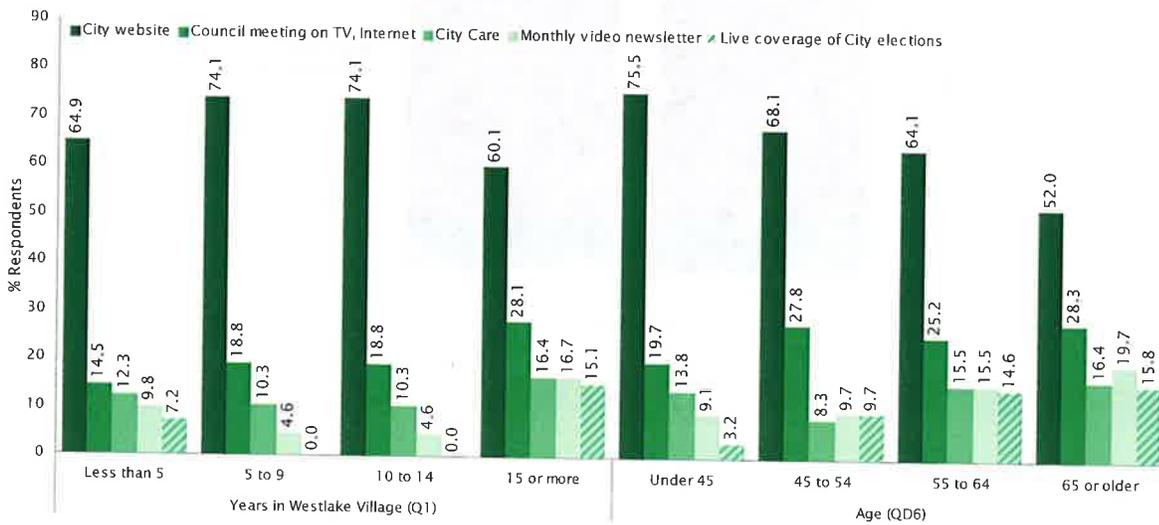
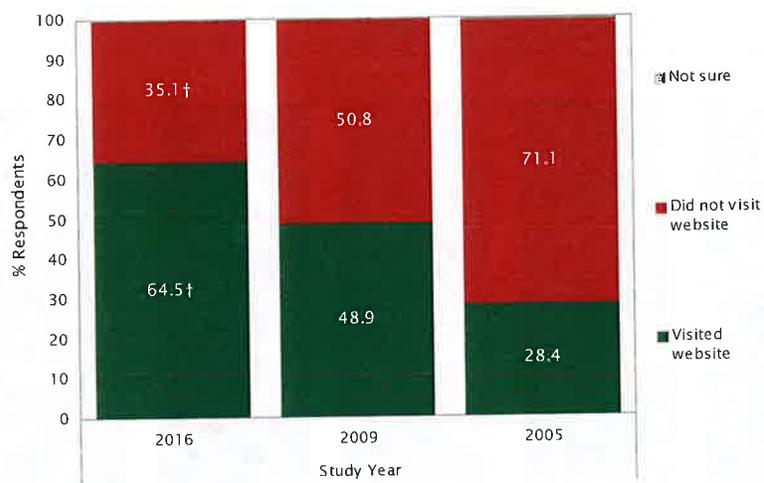
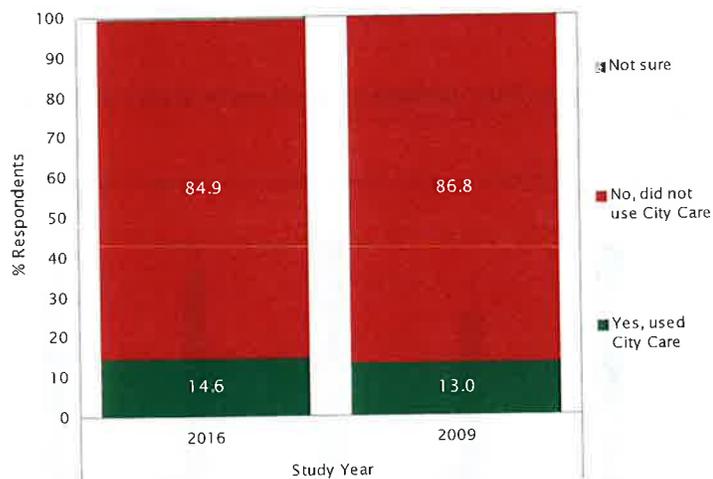


FIGURE 28 WEBSITE VISIT IN PAST 12 MONTHS BY STUDY YEAR



† Statistically significant change ($p < 0.05$) between the 2009 and 2016 studies.

FIGURE 29 CITY CARE USE TO REPORT ISSUE OR REQUEST SERVICE BY STUDY YEAR



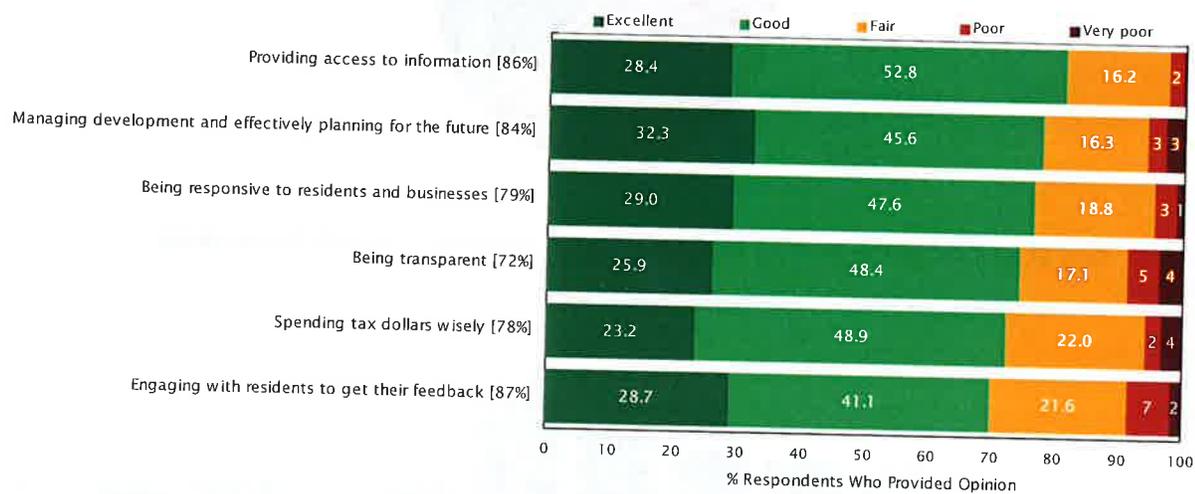
STAFF & GOVERNANCE

Although much of the survey focused on residents' satisfaction with the City's efforts to provide specific services, as with other progressive cities Westlake Village recognizes there is more to good local governance than simply providing satisfactory services. Do residents perceive that the City is responsive to residents and businesses? How well is the City engaging with its residents? Do residents feel that the City is doing a good job managing development and effectively planning for the future? Answers to questions such as these are as important as service-related questions in measuring the City's performance in meeting residents' needs. Accordingly, they were the focus of the next section of the interview.

LOCAL GOVERNANCE The first question in this series was designed to measure how residents perceive the City on topics such as accessibility, responsiveness, fiscal accountability and effectively planning for the City's future. The format of the question was straightforward: for each of the statements shown at the left of Figure 30, respondents were asked if they agreed or disagreed with the statement. Percentages shown in the figure are among those with an opinion.³

Question 19 For each of the items I read next, please tell me how good of a job you think the City of Westlake Village is doing. Here is the (first/next) one:..... Would you say the City does an excellent, good, fair, poor or very poor job in this area?

FIGURE 30 RATING CITY JOB



Among those with an opinion, the City was rated highest for its performance in providing access to information (81% excellent or good), followed by managing development and effectively planning for the future (78%), and being responsive to residents and businesses (77%). Although still quite positive, residents provided slightly lower ratings for the City's performance in being transparent (74%), spending tax dollars wisely (72%), and engaging with residents to get their feedback (70%).

3. The percentage of respondents who provided an opinion for each statement is shown to the right of each statement in brackets.

STAFF CONTACT The staff at the City of Westlake Village are often the “face” of the City for residents who are using city facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. Overall, more than one-third (37%) of respondents indicated that they had contacted Westlake Village staff at least once during the 12 months prior to the interview (Figure 31). As shown in Figures 32 and 33, reported contact with City staff during this period generally increased with length of residence, was much higher among residents of certain neighborhoods (e.g., Oak Forest Estates, Lakeshore and 1st Neighborhood), and was more commonly reported by home owners, residents over the age of 55, and those who indicated they were dissatisfied with the City’s overall performance in providing municipal services.

Question 20 *In the past 12 months, have you been in contact with staff from the City of Westlake Village?*

FIGURE 31 CITY STAFF CONTACT IN PAST 12 MONTHS

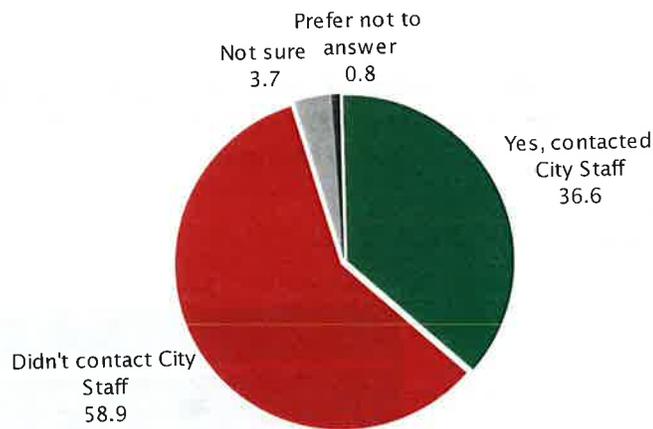


FIGURE 32 CITY STAFF CONTACT IN PAST 12 MONTHS BY YEARS IN WESTLAKE VILLAGE & NEIGHBORHOOD OF RESIDENCE

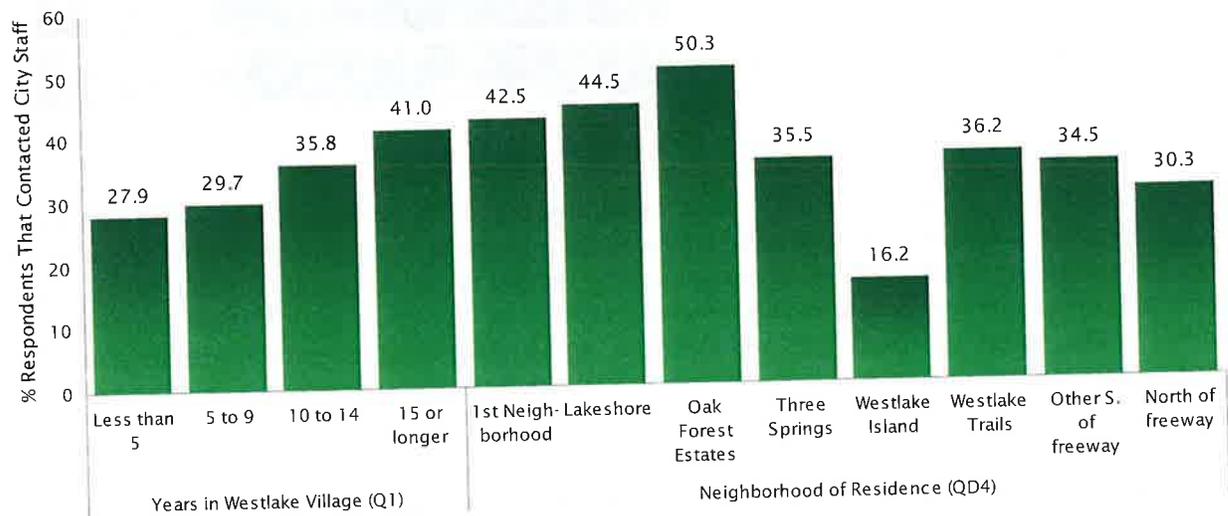
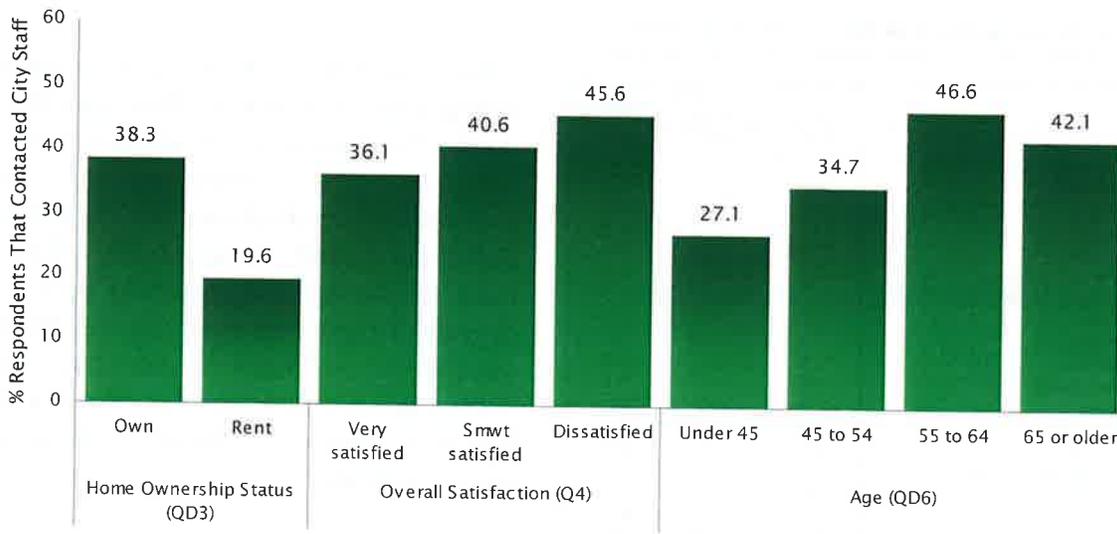


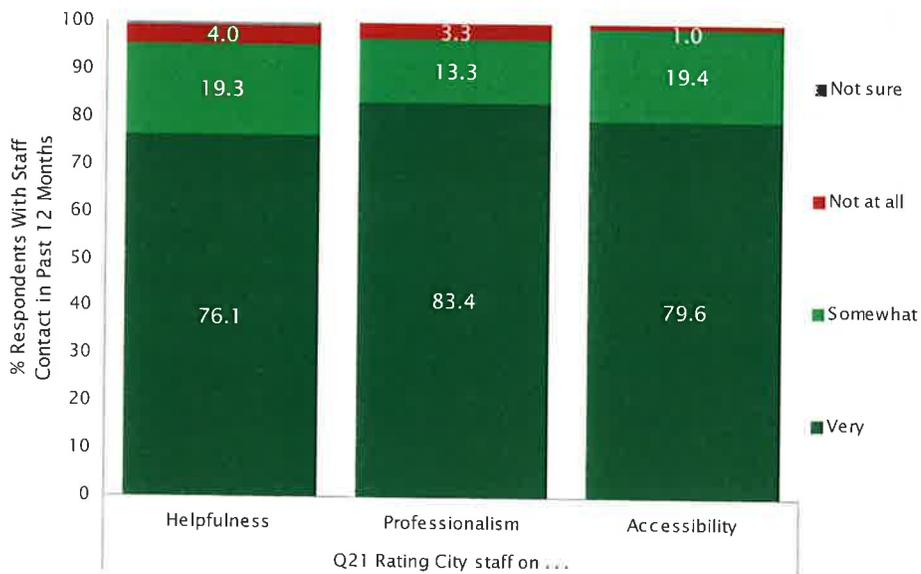
FIGURE 33 CITY STAFF CONTACT IN PAST 12 MONTHS BY HOME OWNERSHIP STATUS, OVERALL SATISFACTION & AGE



ASSESSMENT OF CITY STAFF The final substantive question of the survey asked residents with recent staff contact to rate City staff on three dimensions: helpfulness, professionalism, and accessibility. Overall, respondents who expressed an opinion provided similarly high ratings for City staff on all three dimensions (Figure 34), with at least 95% of respondents indicating that Westlake Village staff are very or somewhat helpful (95%), professional (97%), and accessible (99%).

Question 21 *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 34 RATING CITY STAFF



BACKGROUND & DEMOGRAPHICS

TABLE 7 DEMOGRAPHICS OF SAMPLE BY STUDY YEAR

	Study Year		
	2016	2009	2005
Total Respondents	460	400	400
Years in Westlake Village (Q1)			
Less than 5	18.3	11.7	30.7
5 to 9	9.9	26.2	20.7
10 to 14	16.7	19.9	14.3
15 or more	55.0	42.2	34.1
Prefer not to answer	0.0	0.0	0.2
Employment Status (QD1)			
Full time	48.0	49.9	50.8
Part time	7.1	11.9	10.1
Student	2.6	2.8	2.0
Home- maker	11.0	9.5	9.2
Retired	25.8	19.7	26.2
Between jobs	2.0	5.9	1.5
Prefer not to answer	3.4	0.3	0.3
Work From Home (QD2)			
Yes	18.6	15.3	17.0
No	34.6	46.5	43.7
Not employed	44.8	38.2	39.1
Prefer not to answer	1.9	0.0	0.2
Home Ownership Status (QD3)			
Own	85.2	91.7	91.7
Rent	9.1	7.5	7.6
Prefer not to answer	5.7	0.8	0.7
Neighborhood of Residence (QD4)			
1st Neighborhood	27.5	31.0	23.1
Three Springs	18.7	17.6	16.8
Other S. of freeway	40.6	33.7	37.2
North of freeway	7.6	12.1	8.1
Prefer not to answer	5.6	5.7	14.8
Child in Home (QD5)			
Yes	32.0	44.0	34.0
No	65.0	56.0	65.8
Prefer not to answer	3.0	0.0	0.2
Age (QD6)			
Under 45	23.6	34.4	33.6
45 to 54	17.1	23.4	22.8
55 to 64	15.5	17.3	16.9
65 or older	24.4	22.1	21.6
Prefer not to answer	19.3	2.8	5.0
Gender (QD7)			
Male	43.2	44.1	49.7
Female	48.8	55.9	50.3
Prefer not to answer	8.0	0.0	0.0

Table 7 presents the key demographic and background information that was collected during the study in 2016, along with comparison data from the 2009 and 2005 surveys. The primary motivations for collecting the background and demographic information were to manage the sampling process and provide insight into how the results of the substantive questions of the survey vary by demographic characteristics (see crosstabulations in Appendix A for a full breakdown of each question).

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 Westlake Village city staff and City Council, as well as members of the 2015 Strategic Plan Update Committee, to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who had interacted with City staff in the past 12 months were asked to rate aspects of their experience with staff. The questionnaire included with this report (see *Questionnaire & Toplines* on page 40) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

Many of the questions asked in the 2016 survey were tracked directly from the 2009 and/or 2005 surveys to allow the City to monitor its performance and/or residents' opinions on key issues over time.

PROGRAMMING & PRE-TEST 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 of Westlake Village prior to formally beginning the survey.

SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Westlake Village households was utilized for this study, ensuring that all households in Westlake Village 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, households were 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 Westlake Village residents who received an invitation could access the online survey site. Following a two-week 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 460 completed surveys were gathered online and by telephone between January 9 and January 28, 2016.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents of 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 460 adult residents for a particular question and what would have been found if all of the estimated 6,568 adult residents⁴ had been interviewed.

For example, in estimating the percentage of adults who have been in contact with City of Westlake Village staff in the past 12 months (Question 20), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below:

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

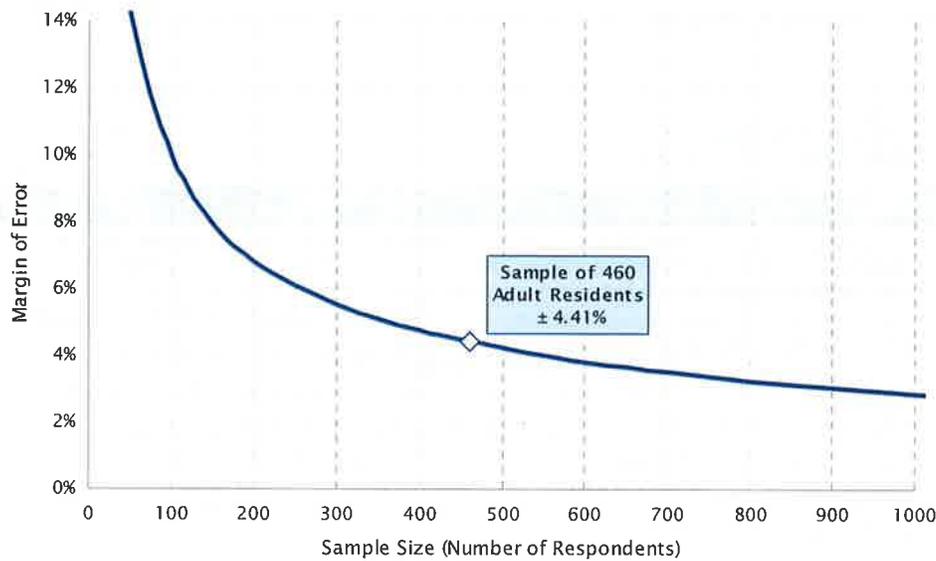
where \hat{p} is the proportion of adults who said had been in contact with staff (0.37 for 37% in this example), N is the population size of all adults (6,568), n is the sample size that received the question (460), and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of $\pm 4.26\%$. This means that with 37% of survey respondents indicating they had contact with City staff in the past 12 months, we can be 95 percent confident that the actual percentage of *all* adult residents in Westlake Village in contact with staff during this period is between 33% and 41%.

Figure 35 on the next page 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 (i.e., $\hat{p} = 0.5$). For this survey, the maximum margin of error is $\pm 4.41\%$ for questions answered by all 460 respondents.

Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as neighborhood of residence and age of the respondent. Figure 35 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.

4. Sources: U.S. Census Bureau, 2009-2013 5-Year American Community Survey and CA Department of Finance 2015 population estimates.

FIGURE 35 MAXIMUM MARGIN OF ERROR



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. Where appropriate, tests of statistical significance were conducted to evaluate changes in responses between the 2016 and 2009 studies. The final data were weighted to balance the sample by age 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 pie charts for a given question.

QUESTIONNAIRE & TOPLINES



City of Westlake Village
Community Survey
Final Toplines
February 2016

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling to follow-up on a letter that was recently sent to your household by the City of Westlake Village. The City is conducting a survey of residents about community issues and would like to get your opinions.

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 15 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: If now is not a convenient time, would you prefer to take the survey online?
If needed: I do not work for the City. I work for an independent research firm that has been hired by the City to conduct the survey. The name of the company I work for is Mountains West Research, and we're working with True North Research who has been working directly with the City on this project.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *If there is no male currently at home that is at least 18 years of age, then ask:* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

If there is no adult currently available, then ask for a callback time.
NOTE: *Adjust this screener as needed to match sample quotas on gender & age*

If respondent asks why we want to speak to a particular demographic group, explain: It's important that the sample of people for the survey is representative of the adult population in the city for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

SC1	To begin, I have a few screening questions. What is the zip code at your residence? <i>Read zip code back to them to confirm correct</i>	
	1	91361, 91362 <i>Go to SC2</i>
	2	Any Other Zip Code <i>Terminate</i>
SC2	Do you live in Los Angeles County or Ventura County?	
	1	Los Angeles County <i>Qualified for Study - Go to intro preceding Q1</i>
	2	Ventura County <i>Terminate</i>
	99	Prefer not to answer <i>Terminate</i>

Section 3: Quality of Life

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

Q1	How long have you lived in the City of Westlake Village?		
	1	Less than 1 year	3%
	2	1 to 4 years	16%
	3	5 to 9 years	10%
	4	10 to 14 years	17%
	5	15 years or longer	55%
	99	Prefer not to answer	0%
Q2	How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	74%
	2	Good	24%
	3	Fair	1%
	4	Poor	1%
	5	Very Poor	0%
	98	Don't Know	0%
	99	Prefer not to answer	0%
Q3	If the city government could change one thing to make Westlake Village a better place to live now and in the future, what change would you like to see? <i>Verbatim responses recorded and later grouped into categories shown below.</i>		
	Not sure, cannot think of anything		19%
	No changes needed, everything is okay		18%
	Limit growth, protect open space		9%
	Reduce traffic congestion		9%
	Improve sidewalks, paths		8%
	Provide additional rec activities, cultural events for all ages		6%
	Beautify City, improve appearance, landscape		4%
	Improve cell phone coverage		4%
	Add, improve rec facilities		4%
	Provide additional dog parks, off leash		3%
	Improve economic development		3%
	Improve public safety		3%
	Improve, provide more public transit		2%

Improve, add street lighting	2%
Improve Council, gov process	2%
Reduce taxes, fees	2%
Address homeless issues	1%
Improve, add traffic light coordination	1%
Provide benches, tables, restrooms in parks	1%
Provide, add bike lanes	1%
Improve schools, education	1%
Stricter parking laws, street signs	1%
Provide additional assistance for seniors	1%
Address water issues	1%
Reduce cost of living	1%
Improve HOAs	1%
Reduce noise pollution	1%

Section 4: City Services

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

Q4 Generally speaking, are you satisfied or dissatisfied with the job the City of Westlake Village is doing to provide city services? *Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?*

1	Very satisfied	62%
2	Somewhat satisfied	28%
3	Somewhat dissatisfied	4%
4	Very dissatisfied	1%
98	Not sure	5%
99	Prefer not to answer	0%

For the following list of services, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service.

Q5 Are you satisfied or dissatisfied with the city's efforts to: _____, or do you not have an opinion? *Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?*

	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Prefer not to answer
A	Provide law enforcement services through the Sheriff's Department	56%	26%	5%	2%	11%	1%
B	Prepare the City for emergencies	39%	24%	4%	1%	29%	2%

C	Maintain streets and roads	58%	30%	7%	1%	2%	1%
D	Manage traffic congestion in the city	43%	30%	15%	4%	7%	0%
E	Provide library services	67%	18%	2%	1%	11%	1%
F	Provide trash collection and recycling services	61%	26%	5%	0%	6%	1%
G	Promote economic development to attract businesses and jobs to the city	35%	26%	7%	4%	25%	3%
H	Provide public transportation	28%	28%	13%	6%	25%	2%
I	Provide recreational programs for all ages	43%	30%	9%	3%	14%	1%
J	Maintain parks and recreation areas	64%	27%	3%	2%	4%	0%
K	Provide special events and cultural activities	53%	30%	5%	3%	8%	1%
L	Provide sidewalks on major streets	52%	28%	10%	5%	4%	1%
M	Provide housing opportunities for seniors	16%	18%	12%	8%	43%	2%
N	Keep landscapes and public areas of the city clean and well-maintained	72%	21%	4%	1%	2%	1%
O	Manage its finances and maintain financial stability	53%	21%	2%	1%	22%	1%
P	Maintaining the visual character and community identity of Westlake Village	66%	22%	6%	2%	3%	0%
Q	Collaborate with homeowners' associations to jointly improve landscaping visible from a public street	37%	25%	14%	3%	20%	2%

Section 5: Parks & Recreation

Next, I'd like to ask you several questions about **recreation** in the City.

Q6	As I read the following list of local parks, please indicate whether you or any member of your household had visited the park in the past 12 months.				
	<i>Randomize</i>	Yes, has visited	No	Not Sure	Prefer not to answer
A	Foxfield Park	38%	55%	7%	1%
B	Three Springs Park	50%	47%	3%	1%
C	Berniece Bennett Park	70%	27%	3%	1%
D	Russell Ranch Park	28%	66%	5%	1%
E	Canyon Oaks Park	13%	77%	10%	1%
F	Westlake Village Community Park	34%	55%	10%	1%
<i>Only ask Q7 if Q6F = 1.</i>					

Q7 When visiting the Westlake Village Community Park, have you or other members of your household used the: -----?					
	<i>Randomize</i>	Yes	No	Not Sure	Prefer not to answer
A	Ballfields	31%	65%	3%	1%
B	Basketball court	31%	65%	4%	1%
C	Walking path	75%	24%	1%	0%
D	Skatepark	8%	84%	7%	1%
Q8 During the past 12 months, have you or any member of your household participated in a recreation program offered by the City?					
	1 Yes	32%			
	2 No	61%			
	98 Not Sure	7%			
	99 Prefer not to answer	0%			
Q9 As I read the following list of special events sponsored by the City of Westlake Village, please indicate whether you or any member of your household attended the event in the past 12 months.					
	<i>Randomize</i>	Yes	No	Not Sure	Prefer not to answer
A	Westlake Village Reads/One City One Book	8%	90%	2%	1%
B	Saturday in the Park concerts	54%	45%	1%	0%
C	TGIF program at the Civic Center	20%	77%	3%	1%
D	Annual City Celebration	34%	62%	4%	0%
E	City-sponsored July 4 th fireworks	65%	34%	0%	1%
F	4 th of July parade	35%	62%	2%	1%

Ask Q10 for each item where Q9 = 1. If no item in Q9 = 1, skip to Q11.

Q10	<p>For each of the events that you attended, I'd like to know how you would rate your experience on a scale of 0 to 10, where 0 means that you had a very poor experience and 10 means you had an excellent experience. A 5 means you had a neutral experience. You can use any number between 0 and 10.</p> <p><i>Make sure respondent understands the scale</i></p> <p>How would you rate your experience at the: _____?</p>												
<i>Randomize</i>	0 Very poor	1	2	3	4	5 Neutral	6	7	8	9	10 Excellent	Not Sure	
A	Westlake Village Reads/One City One Book	0%	2%	0%	5%	0%	10%	0%	8%	17%	20%	38%	0%
B	Saturday in the Park concerts	0%	0%	0%	1%	2%	5%	3%	7%	16%	20%	45%	2%
C	TGIF program at the Civic Center	2%	0%	0%	1%	1%	8%	4%	7%	20%	19%	37%	1%
D	Annual City Celebration	0%	0%	2%	1%	0%	4%	4%	9%	21%	18%	35%	5%
E	City-sponsored July 4 th fireworks	1%	0%	0%	0%	2%	2%	1%	4%	14%	18%	59%	0%
F	4 th of July parade	0%	0%	2%	0%	0%	3%	6%	8%	14%	26%	41%	1%
Q11	<p>Is there a specific type of special event that you would like the City to offer that is not offered currently? <i>If yes, ask: Please briefly describe the event you would like offered.</i></p> <p>Verbatim responses recorded and later grouped into categories shown below.</p>												
	Not sure, cannot think of any											37%	
	No specific special event desired											36%	
	Music festival, concerts in the park											5%	
	Sports events, areas											4%	
	Movie events											2%	
	Art festival											2%	
	Food festival, farmers market											2%	
	Festival for kids, teens											2%	
	Variety of festivals											1%	
	Wine, beer festival											1%	
	Professional dance festivals, performances											1%	
	Programs, events for seniors											1%	
	Charity, community events											1%	
	Dog, animal events											1%	
	Speaker series											1%	

Section 6: Former Westlake Hospital Site					
Q12	The former Westlake Hospital site on Lakeview Canyon Road is privately owned property. The owners are considering a number of potential future uses for the site.				
	As I read the following list of options, please tell me whether you would favor or oppose using part of the property for this use.				
	<i>Randomize</i>	Favor	Oppose	No Opinion/ Not Sure	Prefer not to answer
A	Professional offices	44%	34%	20%	2%
B	Retail stores	29%	52%	17%	2%
C	Restaurants	43%	40%	15%	2%
D	Medical offices	52%	29%	17%	2%
E	Single-family residential houses	35%	46%	17%	2%
F	Condominiums or townhomes	34%	45%	18%	2%
G	Apartments	18%	65%	15%	2%
H	Housing for seniors	60%	23%	15%	3%
I	Mixed-use, by which I mean residential housing units built on top of, or next to, office, retail and restaurant businesses	37%	47%	14%	2%
Q13	Is there a specific use that I haven't mentioned that you would like to see considered for the former Westlake Hospital property? <i>If yes, ask: Please briefly describe it to me. Verbatim responses recorded and later grouped into categories shown below.</i>				
		No other specific use for Hospital property	40%		
		Not sure, cannot think of any	19%		
		Park, open space	13%		
		Senior center, housing	5%		
		Off-leash dog park	4%		
		Community center	4%		
		Other (unique response)	4%		
		Sports park	3%		
		Urgent care facility, hospital	3%		
		Community garden	2%		
		Museum, art center	1%		
		Restaurants, coffee places	1%		
		Ice rink, bowling alley	1%		
		Affordable apartments	1%		
		Kid-friendly place	1%		

Section 7: Spending Priorities

The City of Westlake Village has the financial resources to provide some of the projects and programs desired by residents. Because it cannot fund every project and program, however, the City must set priorities.

Q14 As I read each of the following items, I'd like you to 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	No Opinion	Prefer not to answer
A	Improve street lighting	24%	37%	27%	7%	5%	0%
B	Construct additional sidewalks in residential areas	17%	31%	31%	15%	5%	0%
C	Construct additional sidewalks on major arterial streets	32%	30%	26%	8%	4%	0%
D	Create a dog park	23%	21%	24%	28%	4%	0%
E	Create off-leash dog areas at local parks	21%	17%	24%	33%	5%	0%
F	Construct hiking trails	26%	34%	28%	8%	3%	0%
G	Provide year-round trolley service	16%	32%	33%	14%	5%	0%
H	Make improvements to improve the flow of traffic on city streets	31%	29%	27%	9%	4%	0%
I	Create WiFi hot spots throughout the city that would allow residents to freely access the Internet with their wireless laptops or smart devices	34%	26%	21%	17%	2%	0%
J	Upgrade the City's infrastructure to improve Internet speeds and Internet options for residents	53%	24%	13%	7%	2%	0%
K	Increase library programs for all ages	18%	37%	33%	6%	5%	1%
L	Create more public gathering places	19%	29%	36%	12%	4%	0%
M	Build a Community Center that would serve as a central gathering place for residents and would provide a variety of services and resources to residents	28%	35%	24%	9%	4%	0%
N	Continue providing financial support to local public schools	53%	29%	8%	7%	3%	0%
O	Establish a public art program and install art work in public places	13%	29%	37%	17%	3%	0%

Section 8: Communication		
Q15	What information sources do you use to find out about City of Westlake Village news, information and programming? <i>Don't read list. Record up to first 3 responses.</i>	
	1 City Newsletter	67%
	2 City's website	25%
	3 Email/text blast from City	11%
	4 City Council Meetings (in person)	2%
	5 City Council Meetings (televised/online)	2%
	6 City cable TV channel	3%
	7 The Acorn	72%
	8 Conejo Valley Examiner	1%
	9 Ventura County Star	9%
	10 LA Times	5%
	11 Radio	1%
	12 Television (general)	1%
	13 Internet - not city's website	3%
	14 Social Media/ Facebook/Nextdoor/ Twitter/Instagram	6%
	15 Flyers or brochures (mailed to house)	23%
	16 Flyers or brochures (sent with kids from school)	1%
	17 Flyers or brochures (displayed at City Hall or Community Center)	0%
	18 Street banners	17%
	19 Friends/Family/Associates	12%
	20 Other source	2%
	21 Do Not Receive Information about City	0%
	99 Prefer not to answer	1%
Q16	Are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, the City's cable TV channel, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>	
	1 Very satisfied	42%
	2 Somewhat satisfied	40%
	3 Somewhat dissatisfied	8%
	4 Very dissatisfied	1%
	98 Not sure	7%
	99 Prefer not to answer	3%

Q17 As I read the following ways that the City of Westlake Village 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	49%	37%	11%	3%
B	Electronic Newsletters sent by email	51%	34%	10%	4%
C	City website	42%	44%	10%	3%
D	Newsletters and other materials mailed directly to your house	60%	28%	9%	3%
E	Automated phone calls	12%	30%	54%	4%
F	City TV Channel	11%	40%	45%	4%
G	Town hall and community meetings	17%	55%	25%	3%
H	Advertisements in local papers	25%	45%	26%	3%
I	Annual city calendar that lists city meetings and events throughout the year	45%	40%	12%	3%
J	Social Media such as Facebook, Twitter and Instagram	23%	31%	42%	5%
K	Virtual meetings that would allow residents to participate in city meetings through web conferencing and telephone town halls	16%	39%	40%	5%
L	A new section on the City's website that provides user-friendly access to the City's financial data	25%	48%	23%	5%
Q18 In the past 12 months, have you: _____?					
	<i>Read in Order</i>	Yes	No	Not sure / Prefer not to answer	
A	Used "City Care" to report an issue or request service from the City	15%	85%	1%	
B	Visited the City's website	64%	35%	0%	
C	Watched a City Council meeting on TV or over the Internet	24%	75%	1%	
D	Watched the City's monthly video newsletter	13%	86%	1%	
E	Watched live coverage of the City elections	10%	89%	1%	

Section 9: Staff & Governance

Q19 For each of the items I read next, please tell me how good of a job you think the City of Westlake Village is doing.
Here is the (first/next) one: _____. Would you say the City does an excellent, good, fair, poor or very poor job in this area?

<i>Randomize</i>		Excellent	Good	Fair	Poor	Very Poor	No Opinion	Prefer not to answer
A	Being responsive to residents and businesses	23%	38%	15%	3%	1%	19%	1%
B	Managing development and effectively planning for the future	28%	40%	14%	2%	3%	12%	1%
C	Engaging with residents to get their feedback	26%	37%	19%	6%	2%	10%	1%
D	Providing access to information	24%	45%	14%	2%	0%	13%	1%
E	Being transparent	19%	36%	13%	4%	3%	25%	1%
F	Spending tax dollars wisely	19%	40%	18%	2%	3%	18%	1%

Q20 In the past 12 months, have you been in contact with staff from the City of Westlake Village?

1	Yes	37%	Ask Q21
2	No	59%	Skip to D1
98	Don't Know/No opinion	4%	Skip to D1
99	Prefer not to answer	1%	Skip to D1

Q21 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.

<i>Randomize</i>		Very	Somewhat	Not at all	Don't Know/ Not sure	Prefer not to answer
A	Helpful	76%	19%	4%	1%	0%
B	Professional	83%	13%	3%	0%	0%
C	Accessible	80%	19%	1%	0%	0%

Section 10: Background & Demographics

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

D1	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	48%
	2	Employed part-time	7%
	3	Student	3%
	4	Homemaker	11%
	5	Retired	26%
	6	In-between jobs	2%
	99	Prefer not to answer	3%
D2	Do you work from your home at least three days per week?		
	1	Yes	34%
	2	No	63%
	99	Prefer not to answer	3%
D3	Do you own or rent your residence in the City?		
	1	Own	85%
	2	Rent	9%
	99	Prefer not to answer	6%
D4	In what neighborhood do you live in the City? <i>Read list if necessary.</i>		
	1	First Neighborhood	27%
	2	Lakeshore	7%
	3	Oak Forest Estates	4%
	4	Parkwood Estates	3%
	5	Southridge Trails	2%
	6	Southshore	2%
	7	Summer Shore	1%
	8	Sycamore Canyon Estates	0%
	9	Three Springs	19%
	10	Upper Terrace Townhomes	1%
	11	Watergate	2%

12	Westlake Canyon Oaks	5%
13	Westlake Colony	4%
14	Westlake Cove	1%
15	Westlake Island	6%
16	Westlake Pointe	1%
17	Westlake Renaissance	2%
18	Westlake Terrace	0%
19	Westlake Trails	7%
21	WestPark	1%
20	Other	2%
99	Prefer not to answer	3%
D5 Do you have one or more children in your household under the age of 18?		
1	Yes	32%
2	No	65%
99	Prefer not to answer	3%
D6 In what year were you born? Recoded into age categories shown below.		
	Under 35	12%
	35 to 44	11%
	45 to 54	17%
	55 to 64	16%
	65 or older	24%
	Prefer not to answer	19%
D7 What is your gender? (Record by voice if telephone interview)		
1	Male	43%
2	Female	49%
99	Prefer not to answer	8%
D8 Survey recruitment method		
1	Letter	54%
2	Email	35%
99	Phone	11%
Thank you for participating in this important study! This survey was conducted for the City of Westlake Village.		