# Community Survey
## Final Report

Prepared for the
City of Westlake Village

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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 8,858 residents,[1] the City provides a full suite of services either directly or through contract with local public and private agencies.

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

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

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, cultural programming and special events, land use, and a local shuttle service.
- Determine 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.

It should be noted that this is not the first statistically reliable community survey conducted for the City—a similar study was conducted in 2005 as part of the City's "2015" Community Assessment and Strategic Planning process. Because there is a natural interest in tracking the City's

1. *Source:* California Department of Finance estimate for January 2009.

performance in meeting the evolving needs of its residents, where appropriate the results of the current study are compared with the results of identical questions included in the 2005 survey.

**OVERVIEW OF METHODOLOGY** Although a full description of the methodology used for this study is included later in this report (see *Methodology* on page 40), it is important at the outset to note that the study proceeded in two phases.

In the first phase, households were selected at random from the City using a random digit dial (RDD) sampling methodology. This method ensured that both listed and unlisted households had an equal probability of being chosen. It also ensured that new residents and new developments had an equal opportunity to participate in the study, which would not be true if the sample were based on a listed telephone directory. Once selected, residents were provided with the opportunity to participate in the survey over the telephone or online at a secure website hosted by True North. As designed, a total of 400 interviews were completed in the first phase between November 9 and November 16, 2009. These interviews constitute the *Main* sample as they represent a statistically reliable, representative cross-section of the adult population in Westlake Village. The results discussed in the body of this report and the crosstabulations in Appendix A are based on the Main sample.

To accommodate the City's interest in allowing all residents the opportunity to participate in the study—not just those who were selected at random for the Main sample—the second phase of the study made an identical (but separate) survey available to interested residents between November 30 and December 20, 2009. All households in the City were mailed a postcard inviting them to participate in the survey online at a secure web site. The postcards included two unique PINs for each household, thereby preventing non-residents from accessing the online survey and preventing resident households from participating more than twice. A total of 221 residents participated in this second phase of the study, which constitutes the *Supplemental* sample.

The Supplemental sample represents a self-selected, non-random group of interested residents and is *not* representative of the City's adult population. For this reason, the results for the Supplemental sample were analyzed separately and are presented in the crosstabulations in Appendix B. The question-by-question analysis, key findings and conclusions of this report are based on the Main sample findings only—not the Supplemental sample.

**STATISTICAL SIGNIFICANCE** Many of the figures and tables in this report present the results of questions asked in 2009 alongside the results found in the prior 2005 survey 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 selecting two samples independently and at random. 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 2009.

**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 44), and a complete set of crosstabulations for the survey results is contained in Appendix A for the Main sample, Appendix B for the Supplemental sample.

**ACKNOWLEDGEMENTS** True North thanks the Westlake Village City Council, 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 500 survey research studies for public agencies—including more than 250 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

- Nearly all respondents (99%) shared favorable opinions of the quality of life in Westlake Village, with 76% reporting it is excellent and 23% stating it is good. Just 1% of residents indicated the quality of life in the City is fair, and not one respondent used poor or very poor to describe the quality of life in the City.
- The vast majority (93%) of Westlake Village residents indicated they were satisfied with the City's efforts to provide municipal services, with more than two-thirds (69%) stating that they were *very* satisfied with the City's performance. Just 3% were dissatisfied with the City's overall performance in providing municipal services, with the remainder (4%) being unsure of their opinion.
- When asked to identify changes that the city government could make to improve the quality of life in Westlake Village, the most common response to this question was that the respondent did not know or could not think of any improvements (22%), and an additional 15% 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%), adding/improving recreation facilities (8%), and reducing traffic congestion (6%).
- Ninety-eight percent (98%) of residents with an opinion feel safe walking alone in their neighborhoods after dark.
- Ninety-three percent (93%) of residents with an opinion feel safe walking alone on major streets and roads in Westlake Village after dark.
- Ninety-three percent (93%) of residents with an opinion feel safe walking alone in commercial areas of the City after dark.

## PARKS & RECREATION

- More than four out of five respondents (81%) indicated that they and/or another member of their household had visited a park or recreation facility in Westlake Village during the 12 months prior to the 2009 interview.
- Approximately one-third (30%) reported that they and/or another member of their household participated in a recreation program offered by the City during this period.
- Approximately 84% of households had done at least one of these activities in the prior year—visited a park and recreation facility and/or participated in a recreation program offered by the City.
- When asked to prioritize among a list of potential amenities for inclusion in the new park being planned by the City, residents were most enthused about having outdoor trails for walking, running and exercising (95% high or medium priority), followed by outdoor courts for sports like basketball and volleyball (90%), restrooms and a concession facility (88%), and fields for sports like baseball, softball and soccer (84%).

## CULTURAL PROGRAMMING & SPECIAL EVENTS

- When presented with a list of 13 programs and events that could be sponsored by the City, adult residents expressed the greatest interest in attending community events for socializing such as summer concerts in the park (93% at least somewhat interested), followed by musical concerts (92%), professional theatrical productions (84%), holiday celebrations (78%), and the annual City Celebration (77%).

## LAND USE, SHOPPING & DINING

- There is a widespread desire for additional restaurants in the City of Westlake Village, as nearly three-quarters (73%) of respondents indicated that they favor this type of development in the future.
- More than half (52%) of respondents also expressed support for creating additional retail shopping opportunities in the City.
- When it comes to creating additional office buildings, however, less than one-quarter (23%) of residents favored this type of development.
- Approximately one-third of respondents who indicated they would support additional restaurants and/or retail shops in Westlake Village did not have a specific business in mind that they would like to be located in the City. Of those who did mention a particular business, the most common type was a home improvement store such as Home Depot or Lowe's (18%), a chain restaurant such as Olive Garden, Red Lobster, IHOP or Islands (18%), a large-scale department store like Target or Walmart (15%), and a restaurant that serves contemporary casual cuisine such as Roy's or California Chicken Cafe (12%).

## LOCAL SHUTTLE & SPEEDING VEHICLES

- Approximately one-third (31%) of those surveyed anticipated that at least one member of their household would make regular use of a proposed fixed-route shuttle service that would serve key destinations in Westlake Village and in neighboring cities—such as shopping centers, medical offices and recreation sites.
- On major streets in the City, 61% of respondents indicated that speeding vehicles are a big or moderate problem, 20% perceived them to be a small problem, and 18% did not think speeding vehicles were a problem at all.
- In residential neighborhoods, just over half (51%) indicated that speeding vehicles are either a big problem (19%) or a moderate problem (32%), whereas the remainder perceived them to be a small problem (23%) or not a problem at all (26%).
- Among those who perceived speeding vehicles to be a problem, increased enforcement was the most commonly mentioned action that residents suggested (47%) for addressing the problem, followed by installing speed bumps/humps (14%), and adding signs that remind drivers of their speed (13%). It is worth noting, moreover, that 14% of respondents were not sure what the City should do to deal with the problem, and 6% felt that the City should not take any actions.

## SPENDING PRIORITIES

- When asked to prioritize among a list of 13 projects that the City could devote limited resources to in the future, improving street lighting where needed was assigned the highest priority (83% high or medium priority), followed by creating a network of walking trails throughout the city (81%), creating more parks for active (73%) and passive (70%) use, imple-

menting traffic calming measures to reduce vehicle speeds (69%), and 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 (67%).

- After being informed that the City of Westlake Village provides approximately $575,000 per year in direct and indirect support to the Las Virgenes Unified School District, about half of respondents (49%) preferred that the City continue to provide to the District a comparable amount of money on an annual basis, whereas 37% preferred that the City increase the level of financial support, 8% preferred that the amount be decreased, and 7% were unsure.

## COMMUNICATION

- The most frequently cited source for City-related information—used by nearly half (49%) of respondents—was *The Acorn*, followed by the City's website/Internet (33%), the City's newsletter (32%), and direct mail flyers or brochures (24%). Other sources mentioned by at least 5% of respondents included friend/family/associates (9%), the *Ventura County Star* (8%), and television/City's cable TV channel (7%).
- Overall, 93% of respondents indicated they were satisfied with City efforts to communicate with residents through newsletters, the Internet, the City's cable TV channel, and other means, with 63% indicating they were *very* satisfied.
- Respondents indicated that newsletters mailed separately to the home was the most effective method for the City to communicate with them (95% at least somewhat effective), followed by the City's website (89%), electronic newsletters (84%), and email (82%).
- Automated phone calls (54%) and the City's TV channel (55%) were generally viewed as substantially less effective methods for city-resident communication.
- Prior to participating in the survey, just over half (53%) of Westlake Village residents were aware of the City Care program.
- In the 12 months prior to the interview, nearly half (49%) of those who participated in the survey indicated that they had visited the City's website, one-third (31%) had watched a City Council meeting on television, 13% offered that they had used the City Care program to report an issue or request service from the City, and 4% watched a City Council meeting over the Internet.
- When asked to rate the cell reception they receive at their home, one-third (30%) of respondents indicated that their reception is poor or very poor, 13% rated it as fair, 29% as good, and 27% rated their reception as excellent.

# 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' satisfaction, priorities and needs as they relate to services and facilities provided by the City. As such, it can provide the City with information needed to make sound, strategic decisions in a variety of areas—including service improvements and enhancements, measuring and tracking internal performance, budgeting, and planning. 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 Westlake Village residents?*

Westlake Village residents are among the most satisfied resident groups that True North has encountered in more than 100 similar studies for California municipalities.

The overwhelming majority of residents surveyed (93%) reported that they were satisfied with the City of Westlake Village's overall performance in providing municipal services—with 69% 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 85% of residents regardless of their length of residence in the City, neighborhood location, age, or other demographics.

The City's performance in providing municipal services has contributed to a high quality of life in the City. Nearly *every* resident surveyed (99%) rated the quality of the life in the City as either excellent (76%) or good (23%). Moreover, when asked about desired changes to improve Westlake Village, 37% of residents could think of nothing to improve or indicated that no changes were needed.

To the extent that the survey results can be viewed as a report card on the City's performance, the City receives straight A's. When compared with more than 100 similar studies for California municipalities conducted by the Principals at True North, the results found in this study place the City of Westlake Village in the top 10% of California municipalities in terms of service performance and overall quality of life.

*Where should the City focus its efforts in the future?*

Perhaps the most important recommendation, and one that is occasionally overlooked in customer satisfaction research, is for the City to recognize the many things that it does exceptionally well and to focus on continuing to perform at a high level in these areas. As noted throughout this report, residents were generally very pleased with the City's efforts to provide services and facilities and have a favorable opinion of the

City's performance overall. 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.

However, as the City continues to strive for improvement, the results of this study do suggest opportunities to further bolster resident satisfaction. Considering respondents' open-ended responses about ways the city can be improved (see *Ways to Improve Quality of Life* on page 12), as well as residents' stated priorities for future city funding (see *Spending Priorities* on page 28), the top candidates for improvement are: protecting open space, adding/improving recreation facilities and parks, creating a network of walking trails throughout the City, and improving street lighting where needed.

Having recommended that the City focus on these service areas, we feel it is equally important to stress that the appropriate strategy for improving resident satisfaction in these areas would likely be a combination of focused communications and actual service improvements. It may be, for example, that many residents are simply not aware of the City's plans to add a new park on Thousand Oaks Boulevard. Choosing the appropriate balance of actual service improvements and efforts to raise public awareness on these matters will be a key to maintaining and improving residents' overall satisfaction in the short- and long-term.

*Is city-resident communication a concern for Westlake Village?*

One of the recommendations of the 2005 resident survey was that the City focus on improving city-resident communication in general, and find ways to increase resident use of the City's website in particular. Although 83% of residents indicated that they were satisfied with the City's communication efforts at that time, the intensity of satisfaction was not strong and—when compared to similar studies conducted for other high-performing cities—the results for Westlake Village suggested that communication was one of the key areas that the City should focus on improving in the near-term.

The results of the 2009 survey demonstrate that the City has made great strides in improving city-resident communication over the past four years. Overall satisfaction with the City's efforts to communicate with residents increased to 93% in 2009, which is the second highest satisfaction score for city-resident communication that True North has ever encountered! Visits to the City's website also nearly doubled during this period, with 49% of residents in 2009 indicating that they had visited the site in the past 12 months.

*Are there opportunities to improve community engagement?*

One of the clear themes to emerge from the 2009 survey is that Westlake Village residents are interested in enhancing opportunities to engage with the City and their neighbors. Although relatively few households (30%) reported that they had participated in a recreation program offered

by the City in the prior 12 month period, more than two-thirds of residents expressed interest in nearly all of the programs and community events the City tested in this survey, with the most popular being social engagements, musical concerts, professional theatrical productions, holiday celebrations, and the annual City Celebration. Among the top priorities identified by residents for the city's future, moreover, was the creation of a Community Center that would serve as a central gathering place for residents and would provide a variety of services and resources.

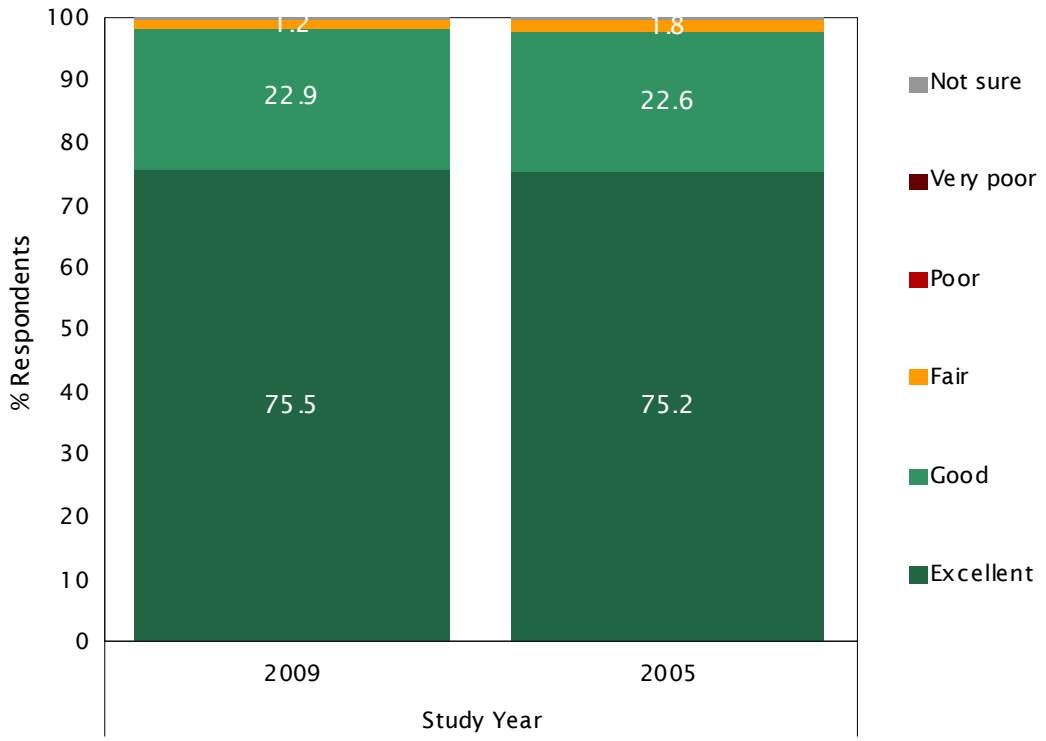
# Quality of Life

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, their assessment of the City's performance in providing city services, their ideas about how city government could improve the quality of life in Westlake Village, as well as their sense of personal safety when walking alone in the City.

**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 shared favorable opinions of the quality of life in Westlake Village, with 76% reporting it is excellent and 23% stating it is good. Just 1% of residents indicated the quality of life in the City is fair, and not one respondent used poor or very poor to describe the quality of life in the City. When compared to the 2005 findings, residents' assessments of the quality of life in Westlake Village remain virtually unchanged.

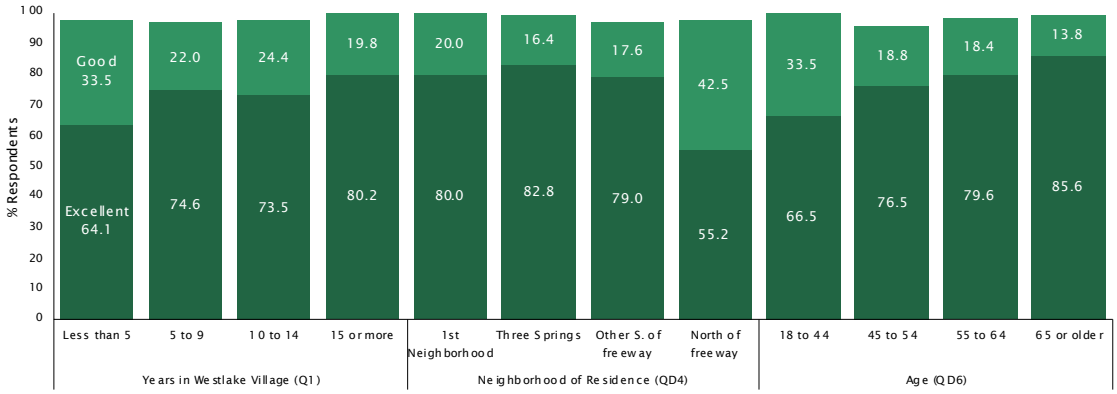
**Question 2** *How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?*

**FIGURE 1 QUALITY OF LIFE: 2005 TO 2009**




For the interested reader, Figure 3 on the next page shows how ratings of the quality of life in Westlake Village varied by years of residence, neighborhood, 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 exceeded 95% in every identified subgroup.

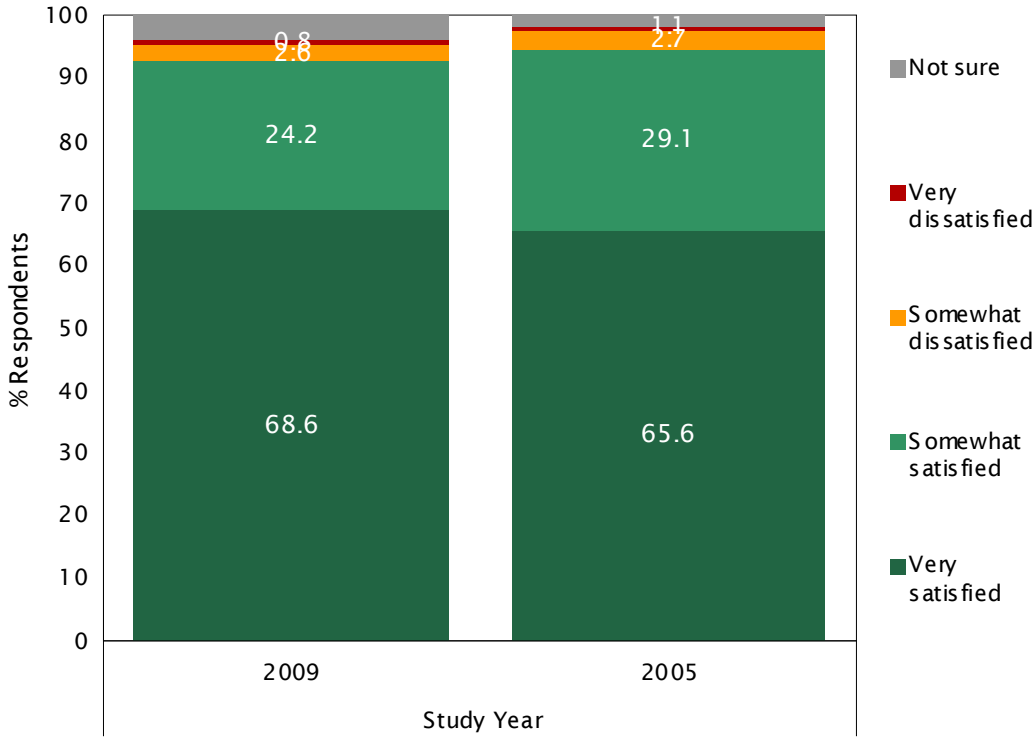
**FIGURE 2 QUALITY OF LIFE BY YEARS IN WESTLAKE VILLAGE, NEIGHBORHOOD OF RESIDENCE & AGE**




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

**Question 3** *Generally speaking, are you satisfied or dissatisfied with the job the City of Westlake Village is doing to provide city services?*

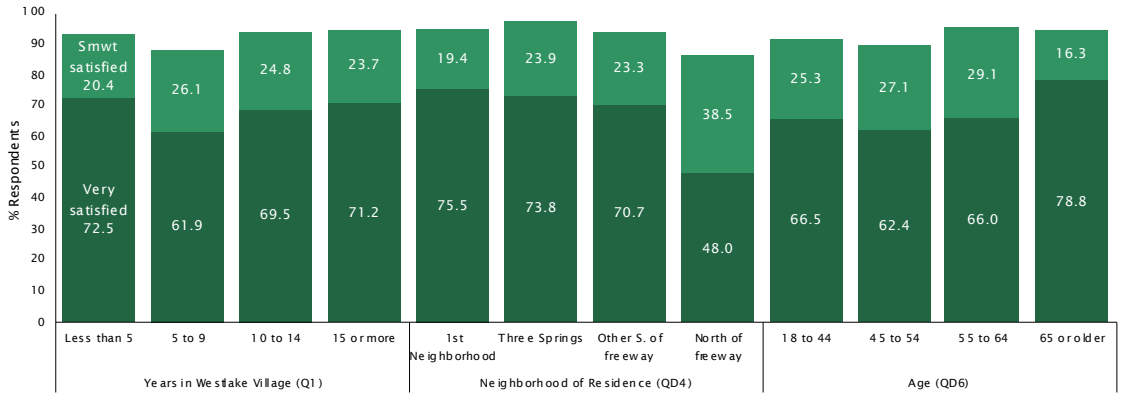
**FIGURE 3 OVERALL SATISFACTION: 2005 TO 2009**



As shown in Figure 3, the vast majority (93%) of Westlake Village residents indicated they were satisfied with the City's efforts to provide municipal services, with more than two-thirds (69%) stating that they were *very* satisfied with the City's performance. The figure also indicates that although there were small changes in the satisfaction ratings recorded in 2009 when compared to 2005, the changes were not statistically significant.

Like the pattern found with respect to quality of life, residents displayed consistently positive opinions about the City's performance in providing municipal services regardless of length of residence, neighborhood of residence, or age (see Figure 4).

**FIGURE 4 OVERALL SATISFACTION YEARS IN WESTLAKE VILLAGE, NEIGHBORHOOD OF RESIDENCE & AGE**

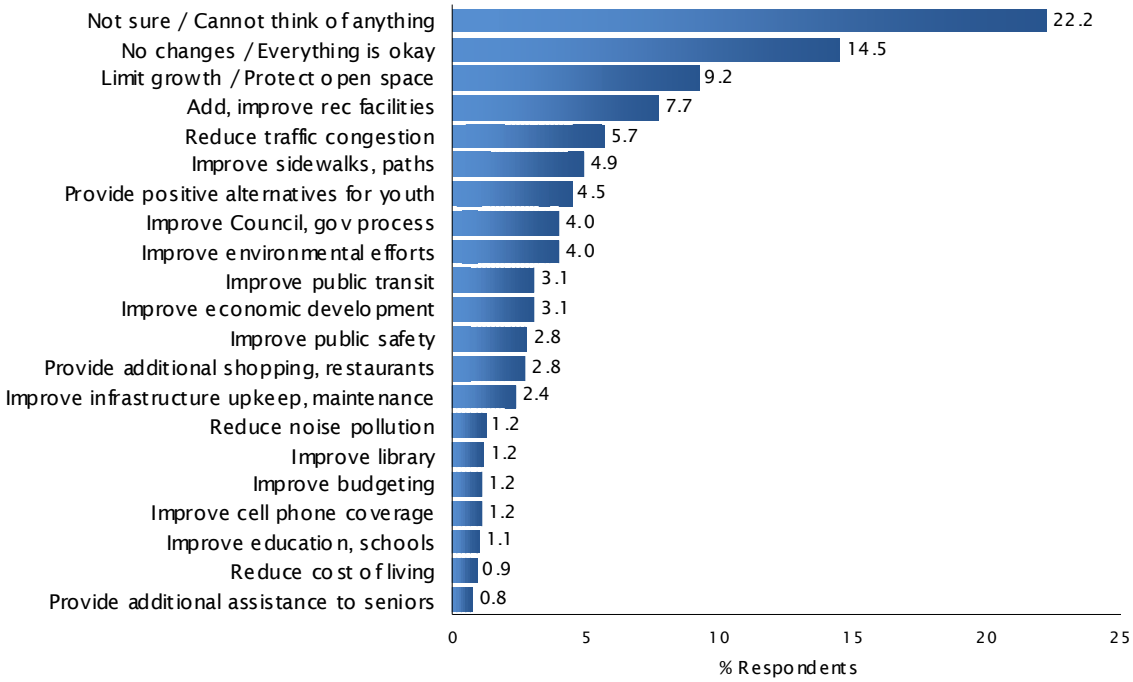



**WAYS TO IMPROVE QUALITY OF LIFE** Respondents were next asked to indicate one thing the City could change to make Westlake Village a better place to live, now and in the future. Question 4 was asked in an open-ended manner, thereby allowing respondents to mention any improvement that came to mind without 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 5 on the next page. Categories that received less than 0.8% 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 (22%), and an additional 15% 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%), adding/improving recreation facilities (8%), and reducing traffic congestion (6%). No other individual categories of improvement were mentioned by at least 5% of respondents.

**Question 4** *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 5 ONE CHANGE TO IMPROVE WESTLAKE VILLAGE**




**PERCEIVED SAFETY** Ensuring the personal safety of residents is the most basic function of local government. It is important to keep in mind, of course, that public safety is as much a matter of perceptions as it is a matter of reality. Regardless of actual crime statistics, if residents don't *feel* safe then they will not enjoy the many cultural, recreational and shopping opportunities available in Westlake Village that will enhance their quality of life.

To measure residents' sense of personal safety, the survey presented respondents with the three scenarios described across the bottom of Figure 6 on the next page and asked them to rate how safe they feel in each scenario according to the scale shown on the right side of the figure. The most obvious pattern in the results is that, irrespective of the scenario, the vast majority of residents feel safe walking alone in Westlake Village. Even when walking alone in commercial areas after dark, just 7% of respondents indicated that they feel unsafe. When compared to the 2005 survey results, the findings of the 2009 survey indicate that little has changed in terms of how safe residents feel when walking alone in the City—there were no statistically significant changes.

As one might expect, feelings of safety were related to respondent age, gender and location of residence. Figure 7 displays the percentage of respondents who indicated that they felt 'very safe' in each scenario by their age, gender and neighborhood. In general, women were substantially less likely to feel very safe when compared to men, older residents were less likely than their younger counterparts to report feeling very safe while walking alone, and residents who live north of the freeway reported feeling somewhat less safe when compared to residents who live in other areas of the City.

**Question 5** *When you are: _____, would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?*

**FIGURE 6 PERCEPTION OF SAFETY: 2005 TO 2009**

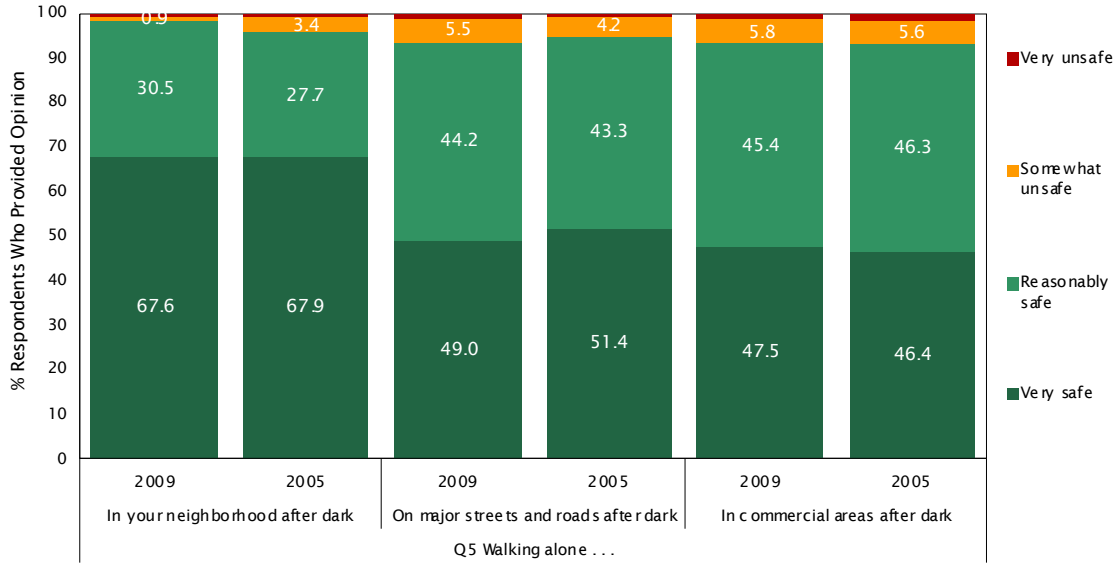
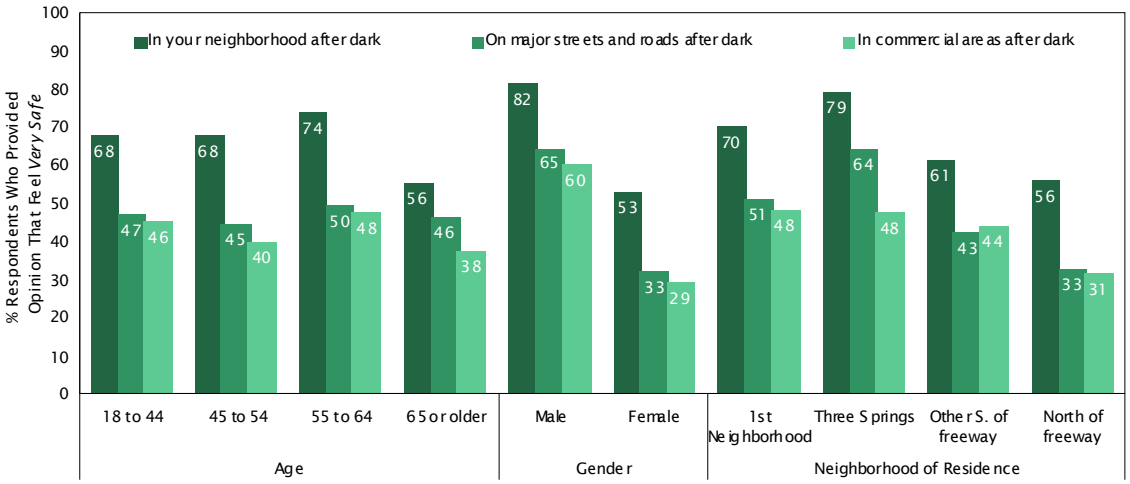



**FIGURE 7 PERCEPTION OF SAFETY BY AGE, GENDER & NEIGHBORHOOD OF RESIDENCE**



# 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 three questions of the survey sought to profile residents' use and perceptions of community parks and recreational facilities, as well as their desire for specific improvements.

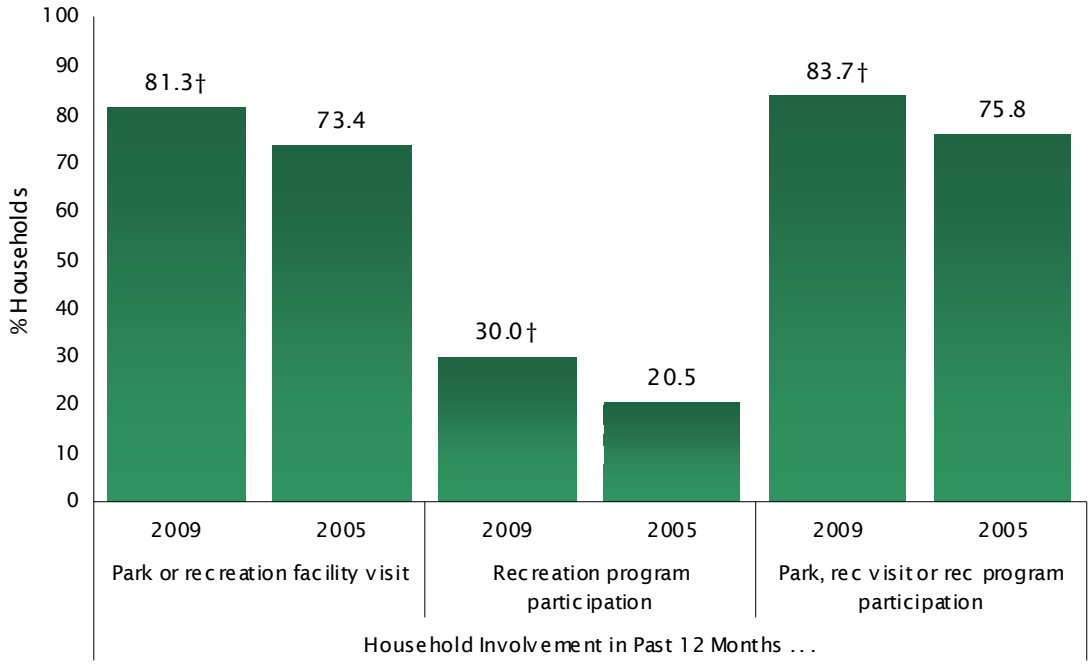
## PAST USE OF FACILITIES AND PROGRAMS

The first two questions in this series asked respondents whether, in the prior 12 month period, they or another member of their household had visited a park or recreational facility in the City and/or participated in a recreation program offered by the City. The results of these two questions are combined in Figure 8.

**Question 6** *During the past 12 months, have you or any member of your household visited one of the parks or recreation facilities in the City?*

**Question 7** *During the past 12 months, have you or any member of your household participated in a recreation program offered by the City?*

**FIGURE 8 PARK VISIT AND RECREATION PROGRAM PARTICIPATION IN PAST 12 MONTHS: 2005 TO 2009**

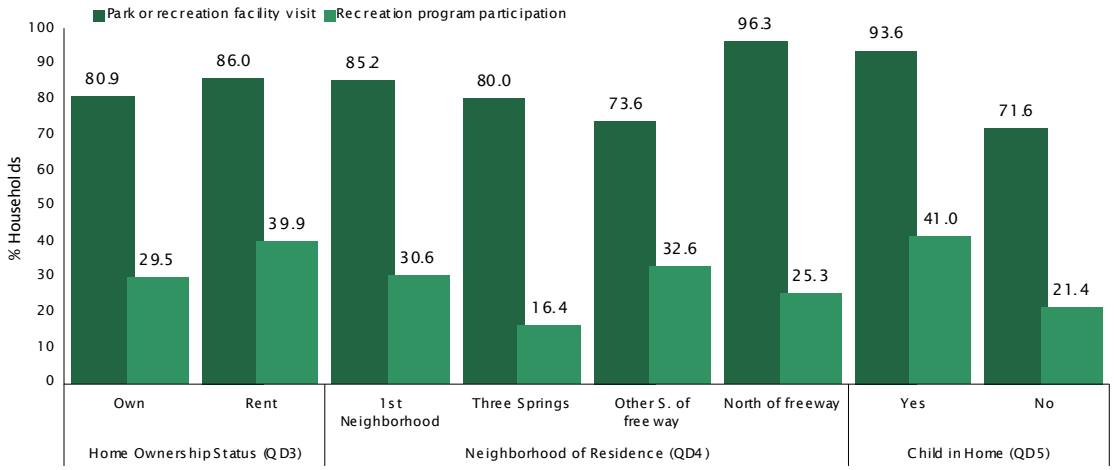



† Statistically significant change ($p < 0.05$) between the 2005 and 2009 studies.

More than four out of five respondents (81%) indicated that they and/or another member of their household had visited a park or recreation facility in Westlake Village during the 12 months prior to the 2009 interview, and 30% reported that they participated in a recreation program offered by the City during this period. Approximately 84% of households had done at least one of these activities—visited a park and recreation facility and/or participated in a recreation program

offered by the City. When compared to 2005, there were statistically significant increases in the percentage of households that had visited a park or recreation facility (+8%), participated in a recreation program (+10%), and engaged in at least one of these activities (+8%) during the prior year. For the interested reader, Figure 9 shows the percentage of households that visited a park and recreation facility and participated in a recreation program, respectively, by homeownership status, neighborhood location, and whether there is a child in the home.

**FIGURE 9 PARK VISIT AND RECREATION PROGRAM PARTICIPATION IN PAST 12 MONTHS BY HOME OWNERSHIP STATUS, NEIGHBORHOOD OF RESIDENCE & CHILD IN HOME**




**PARK AMENITIES** The City of Westlake Village is in the process of planning a new park that will be located on Thousand Oaks Boulevard. One of the goals of the 2009 survey was to identify the types of facilities and amenities that residents would be *most* interested in having incorporated into the park. To this end, Question 8 presented respondents with each of the amenities shown on the left of Figure 10 and simply asked residents whether they think the amenity should be a high, medium or low priority for inclusion in the park—or if they think it should not be included. To encourage respondents to prioritize—rather than indicate that all of the amenities are a high priority—they were instructed to keep in mind that not all of the amenities can be high priorities.

As shown in the figure, residents were most enthused about having outdoor trails for walking, running and exercising (95% high or medium priority), followed by outdoor courts for sports like basketball and volleyball (90%), restrooms and a concession facility (88%), and fields for sports like baseball, softball and soccer (84%). At the other end of the spectrum, there was considerably less interest in batting cages (46%) and a skate park (47%). Figures 11 and 12 show how the percentage of residents who rated each amenity as a high priority varied according to whether their household had visited a park or recreation facility in the prior 12 months (Figure 11) and the presence of children in the home (Figure 12).

**Question 8** *The City of Westlake Village is in the process of planning a new park that will be located on Thousand Oaks Boulevard. As I read each of the following amenities, I'd like you to indicate whether you think the amenity should be a high, medium or low priority for inclusion in the new park, or if you think it should not be a part of the new park. Please keep in mind that not all of the amenities can be high priorities.*

**FIGURE 10 PARK PRIORITIES**

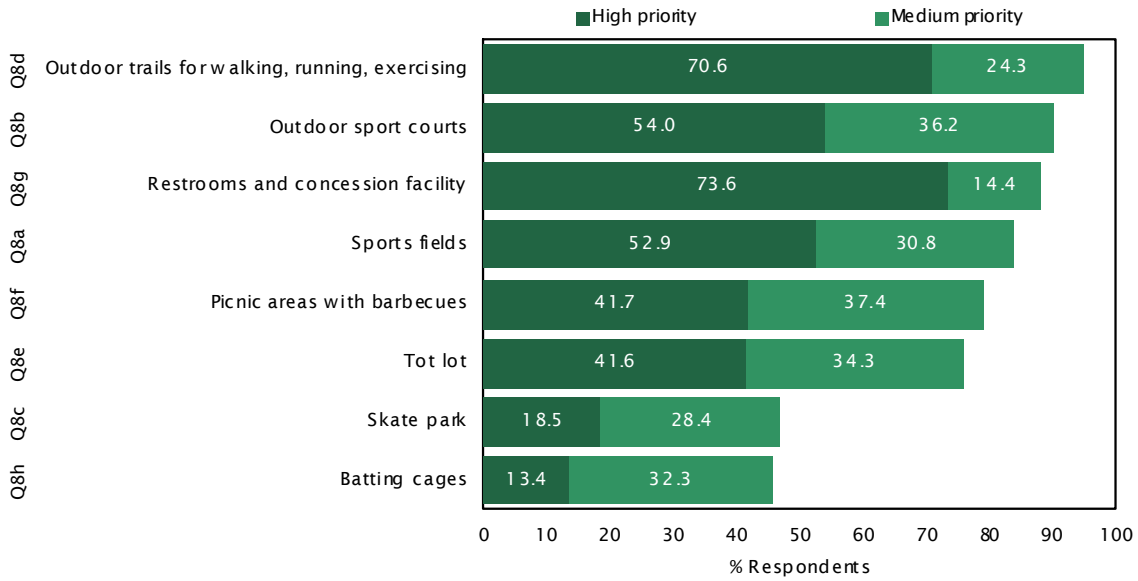



**FIGURE 11 PARK PRIORITIES BY HOUSEHOLD PARK OR REC FACILITY VISIT (SHOWING % HIGH PRIORITY)**

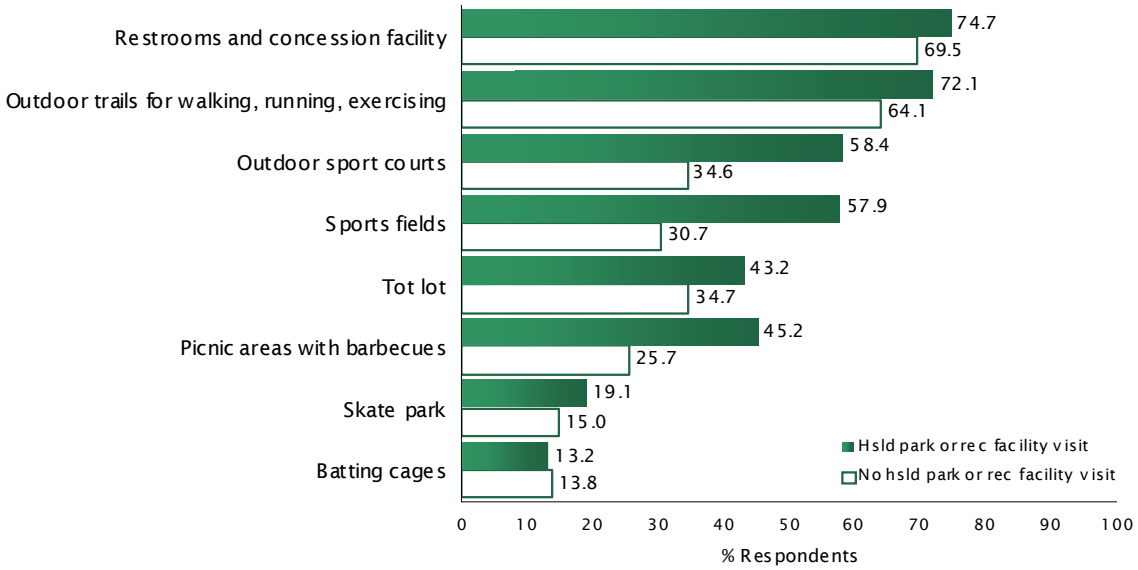
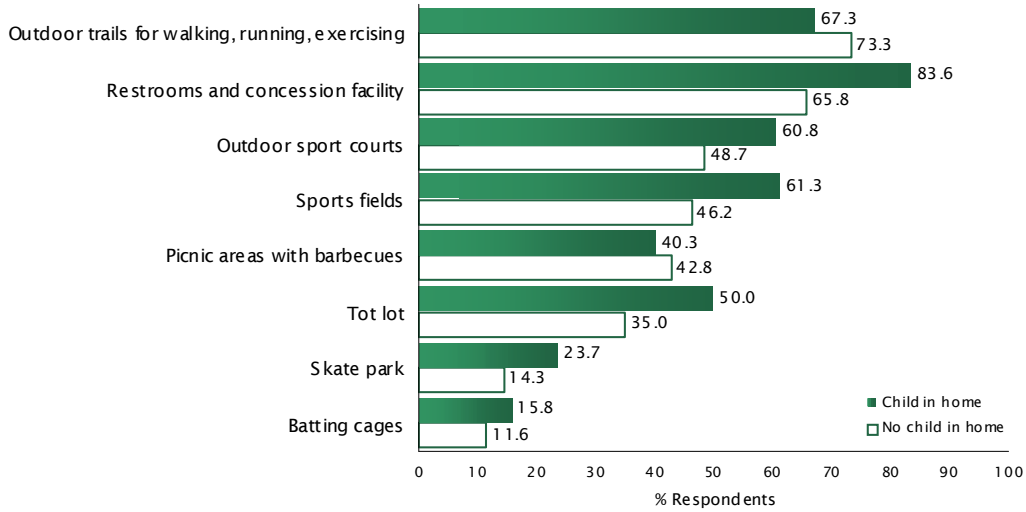


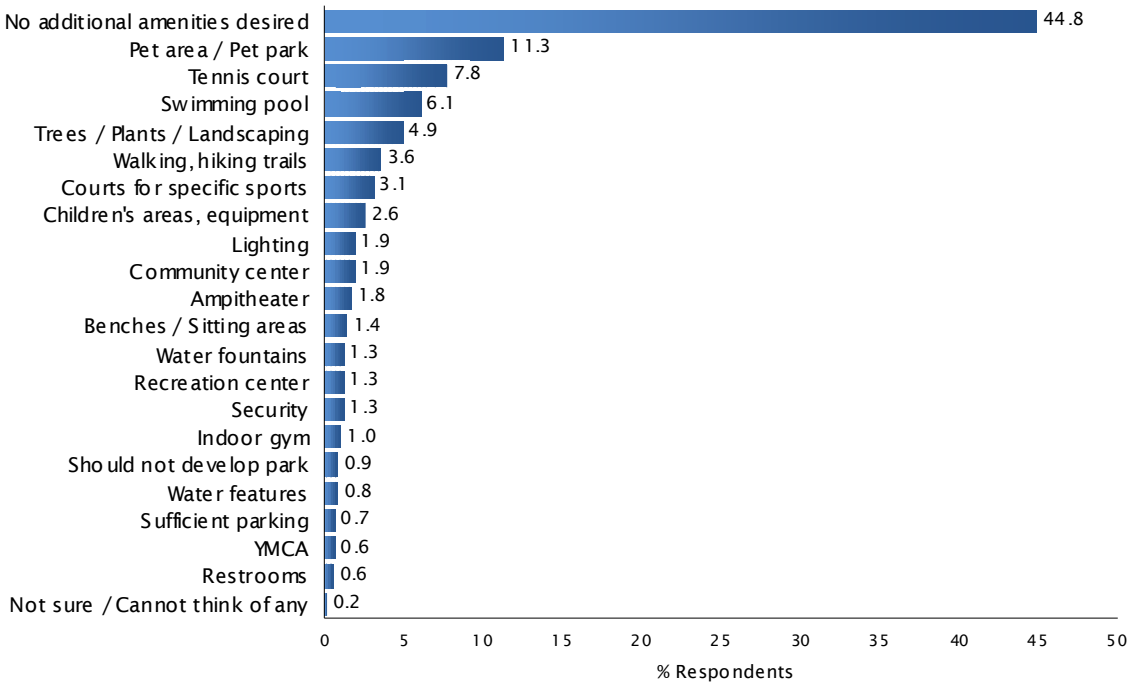
**FIGURE 12 PARK PRIORITIES BY CHILD IN HOME (SHOWING % HIGH PRIORITY)**




Recognizing that the list of amenities provided in Question 8 does not exhaust the list of possibilities that Westlake Village residents may envision for a new park, respondents were also provided an opportunity to suggest additional amenities for inclusion in the park. Question 9 was asked in an open-ended manner, thereby allowing respondents to mention any amenity that came to mind without being prompted by—or restricted to—a particular list of options. The verbatim responses were later reviewed by True North and grouped into the categories shown in Figure 13 below.

**Question 9** *Are there any particular amenities that I did not mention that you think should be a high priority for inclusion in the new park?*

**FIGURE 13 ADDITIONAL PARK AMENITIES DESIRED**



Nearly half (45%) of respondents indicated that they could not think of an additional amenity that should be a high priority for inclusion in the park beyond the list that was provided in Question 8. The top three amenities that were mentioned were a pet area/pet park (11%), tennis courts (8%), and a swimming pool (6%).

# Cultural Programming & Special Events

Throughout the year, the City of Westlake Village hosts a select number of special events designed to bring the community together, including summer concerts, TGIF engagements, and holiday celebrations. One of the objectives of the 2009 survey was to profile residents' interest in various types of cultural and special events that could be held in the City.

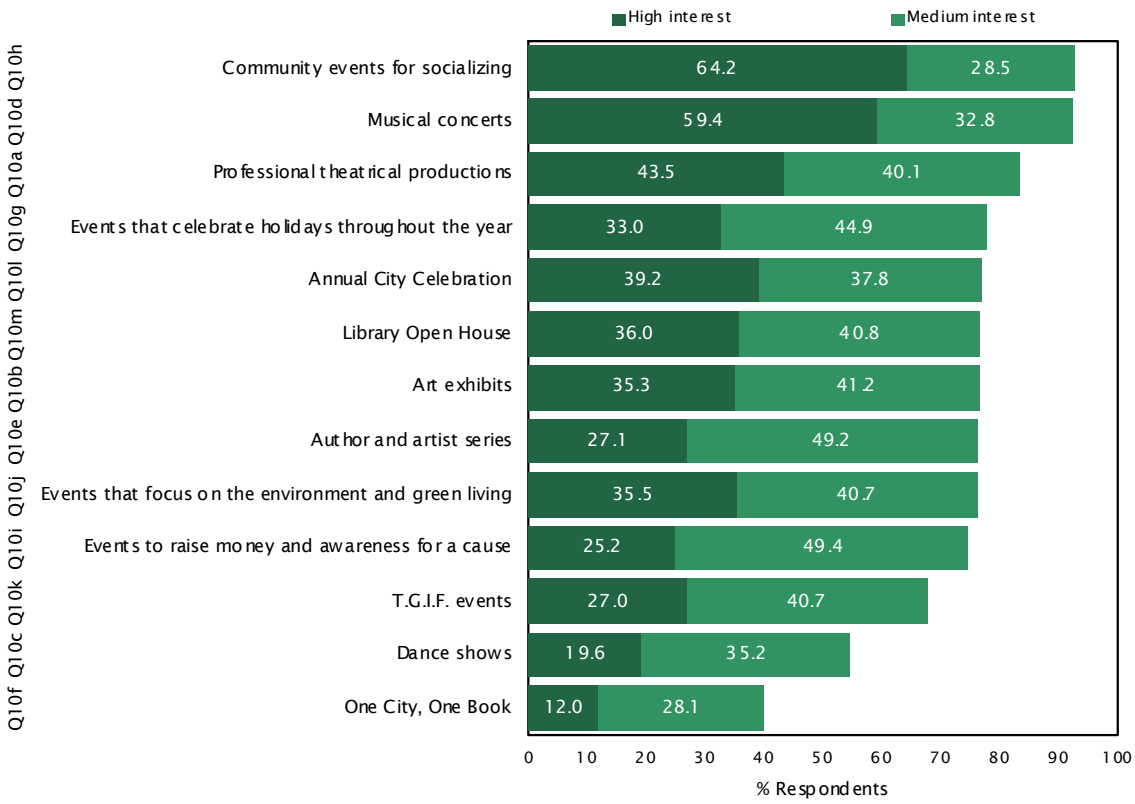
## PREFERRED TYPES OF EVENTS

For each of the event types shown to the left of Figure 14, Question 10 asked respondents to indicate whether they would be very interested, somewhat interested, or not interested in attending an event of this type. To avoid a systematic position-order bias, the order in which the events were presented was randomized for each respondent.

Overall, adult residents expressed the greatest interest in attending community events for socializing such as summer concerts in the park (93% at least somewhat interested), followed by musical concerts (92%), professional theatrical productions (84%), holiday celebrations (78%), and the annual City Celebration (77%).

**Question 10** *As I read the following types of cultural and special events that could be held in the City, please tell me whether you have a high, medium, or low interest in attending the event. If you have no interest, please say so.*

**FIGURE 14 INTEREST IN CULTURAL PROGRAMS AND SPECIAL EVENTS**



# Land Use, Shopping & Dining

Through zoning, local ordinances and economic development programs, the City of Westlake Village has the ability to shape the nature of the community's future development and redevelopment—including the size, type, character and location of new developments and redevelopment projects—as well as the types of businesses and restaurants that locate within the City. This section of the report presents the results of several questions that addressed residents' preferences with respect to the types of businesses that locate within the City.

**RESTAURANTS, RETAIL AND/OR OFFICE BUILDINGS?** The first question in this series was designed to measure residents' appetites for creating additional restaurants, retail shopping, and office buildings, respectively, in Westlake Village. After informing respondents that there are vacant commercial properties and opportunities to redevelop outdated properties at certain locations, Question 11 simply asked if they would favor or oppose creating additional restaurants, retain shopping, and office buildings in the future.

Figure 15 shows that there is a widespread desire for additional restaurants in the City of Westlake Village, as nearly three-quarters (73%) of respondents indicated that they favor this type of development in the future. More than half (52%) of respondents also expressed support for creating additional retail shopping opportunities in the City. When it comes to creating additional office buildings, however, less than one-quarter (23%) of residents favored this type of development. Figure 16 on the next page shows how support for the various development alternatives differed by length of residence and respondent age.

**Question 11** *There are vacant commercial properties in Westlake Village that will likely be developed in the future. There are also opportunities to redevelop older, outdated commercial properties at certain locations. Assuming that these properties are developed in the future, would you favor or oppose creating additional _____, or do you have no opinion?*

**FIGURE 15 OPINION OF DEVELOPING COMMERCIAL PROPERTIES**

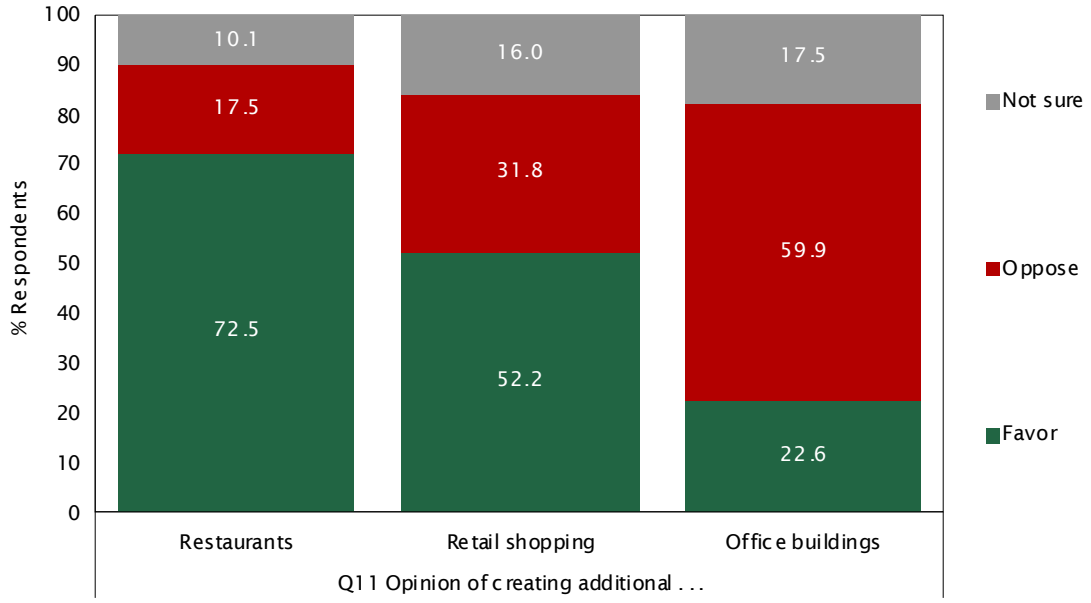
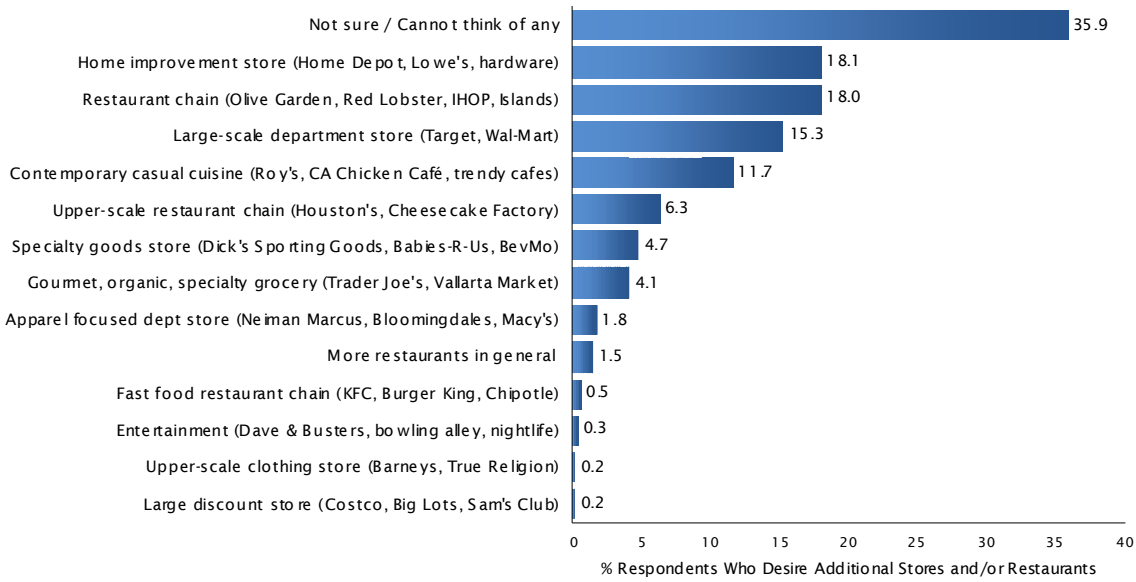


**FIGURE 16 OPINION OF DEVELOPING COMMERCIAL PROPERTIES BY YEARS IN WESTLAKE VILLAGE & AGE**

**TYPES OF BUSINESSES DESIRED?** Those who favored creating additional restaurants and/or retail shopping opportunities in Westlake Village were next asked to name the one or two retail stores or restaurants they were most interested in having located in the City. This question was asked in an open-ended manner, allowing respondents to name any business that came to mind without being limited to a list of options. True North later reviewed the verbatim responses and grouped them into the broader categories shown in Figure 17, which also provides examples of each category in parentheses.

**Question 12** *What are the names of the one or two stores or restaurants you would most like to have located in Westlake Village?*

**FIGURE 17 ADDITIONAL STORES AND RESTAURANTS DESIRED**



Approximately one-third of respondents who indicated they would support additional restaurants and/or retail shops in Westlake Village did not have a specific business in mind that they would like to be located in the City. Of those who did mention a particular business, the most common type was a home improvement store such as Home Depot or Lowe's (18%), a chain restaurant such as Olive Garden, Red Lobster, IHOP or Islands (18%), a large-scale department store like Target or Walmart (15%), and a restaurant that serves contemporary casual cuisine such as Roy's or California Chicken Cafe (12%).

# Local Shuttle & Speeding Vehicles

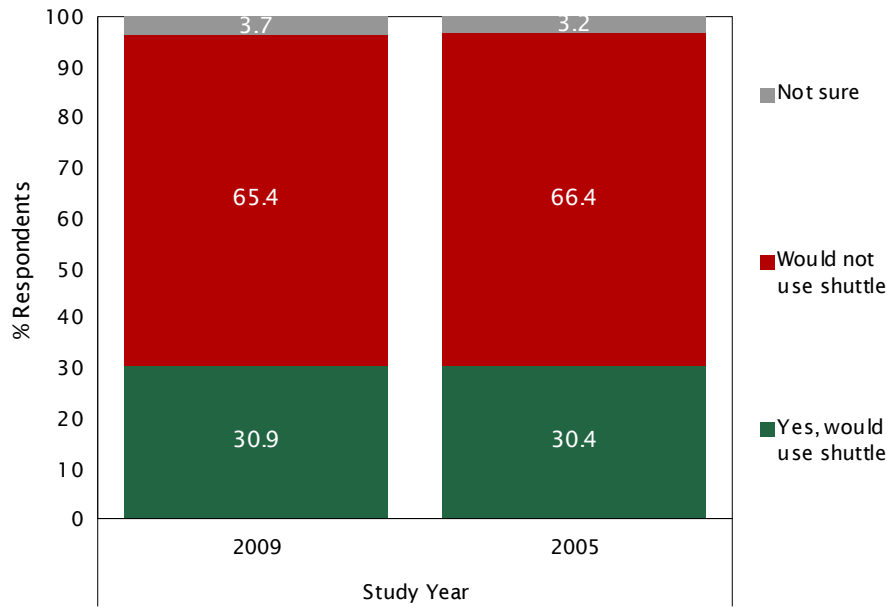
The next series of questions in the survey shifted to the topics of local transit alternatives, the prevalence of speeding vehicles in residential areas, and preferred strategies for addressing the issue of speeding vehicles.

**LOCAL SHUTTLE** To help alleviate some of the traffic congestion that occurs in Westlake Village, as well as provide a convenient way for residents to travel to select destinations in and around the City, some have suggested establishing a fixed-route shuttle service. The shuttle would serve key destinations in Westlake Village and in neighboring cities—such as shopping centers, medical offices and recreation sites.

After providing respondents with the aforementioned description of the proposed fixed-route shuttle service, respondents were asked whether they expect that they or other members of their household would use the shuttle on a regular basis. Figure 18 presents the results to this question in 2009, as well as the results to a similar question posed in the 2005 study.[2] As shown in the figure, about one-third (31%) anticipated that at least one member of their household would make regular use of the proposed shuttle, whereas 65% did not anticipate this level of use and 4% were unsure. The 2009 results for this question are strikingly similar to the interest levels recorded in the 2005 study.

**Question 13** *Next, I'd like to ask you a few transportation-related questions. If a fixed-route shuttle service were started that served key destinations such as shopping malls, medical offices and recreation sites in Westlake Village and neighboring cities, do you think you or other members of your household would use it on a regular basis?*

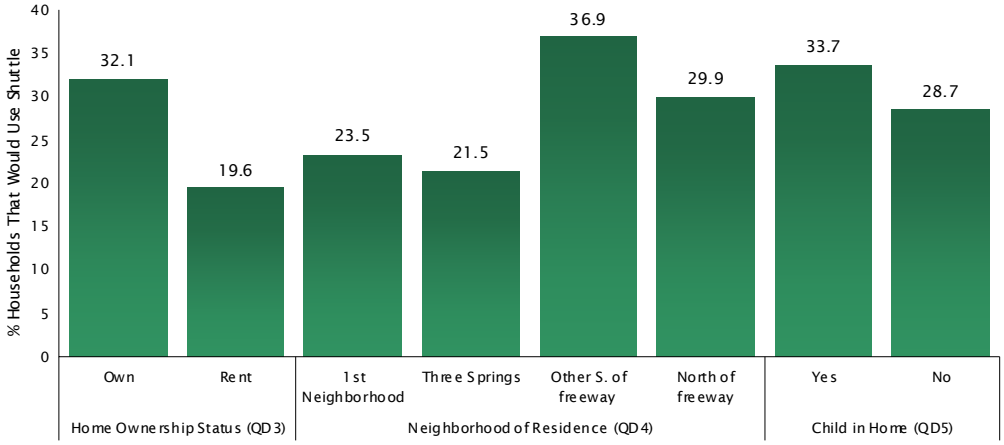
**FIGURE 18 HOUSEHOLD SHUTTLE USE: 2005 TO 2009**




2. The 2005 survey question was very similar, but did not mention serving locations outside of Westlake Village in neighboring cities.

Anticipated use of the shuttle system was strongly related to certain household characteristics. When compared to their respective counterparts, home owners, those who live south of the freeway in neighborhoods other than First Neighborhood and Three Springs, and households with children were the most likely to anticipate regularly using the proposed shuttle (Figure 19).

**FIGURE 19 HOUSEHOLD SHUTTLE USE BY HOME OWNERSHIP STATUS, NEIGHBORHOOD OF RESIDENCE & CHILD IN HOME**

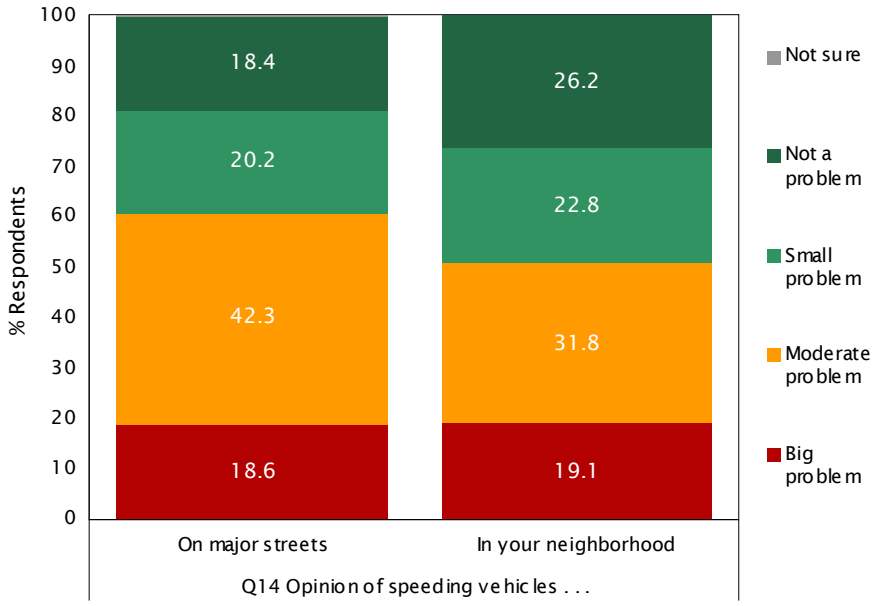



## SPEEDING VEHICLES

Under the topic of traffic and transportation, one of the common issues that arises in many cities is speeding vehicles and how best to address this problem. To help the City of Westlake Village understand the scope of the problem and how residents prefer that it be addressed, the survey first asked residents to indicate whether—in their neighborhood and on major streets—speeding vehicles are a big problem, a moderate problem, a small problem, or not a problem. The results to this question are presented in Figure 20.

**Question 14** *Would you say that speeding vehicles is a big problem, a moderate problem, a small problem, or not a problem: _____?*

**FIGURE 20 OPINION OF SPEEDING VEHICLES**



Westlake Village residents were somewhat split in their opinions about whether speeding vehicles are a problem in the City. On major streets, 61% indicated that speeding vehicles are a big or moderate problem, 20% perceived them to be a small problem, and 18% did not think speeding vehicles were a problem at all. In residential neighborhoods, just over half (51%) indicated that speeding vehicles are either a big problem (19%) or a moderate problem (32%), whereas the remainder perceived them to be a small problem (23%) or not a problem at all (26%). Although fewer respondents indicated that speeding vehicles are a problem in their neighborhood in 2009 when compared to the 2005 survey, the differences were not statistically significant (see Figure 21). It is worth noting, however, that residents who live north of the Freeway were substantially more likely than those who live in other areas of the City to perceive speeding vehicles as either a big or moderate problem in their neighborhood (see Figure 22).

**FIGURE 21 OPINION OF SPEEDING VEHICLES IN YOUR NEIGHBORHOOD: 2005 TO 2009**

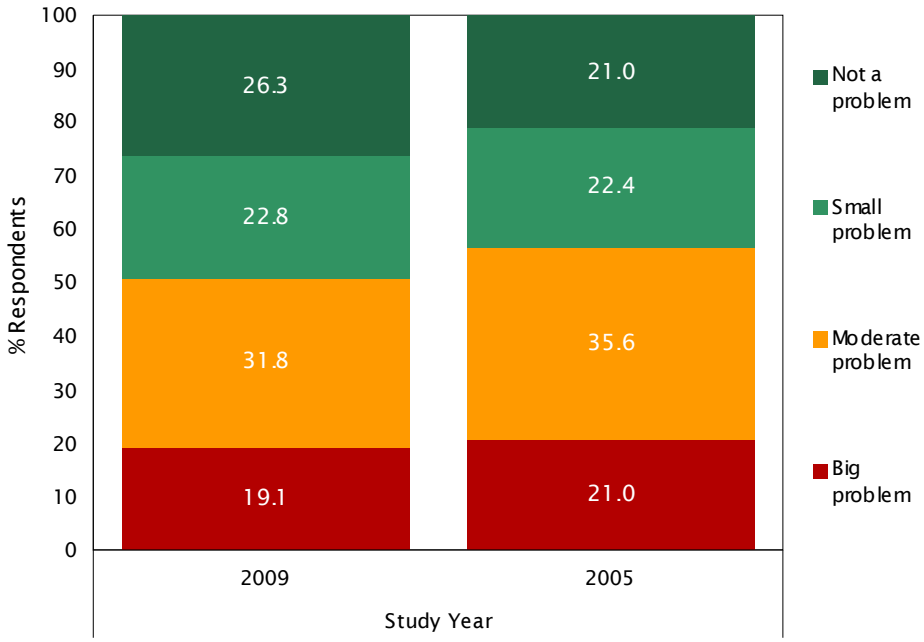
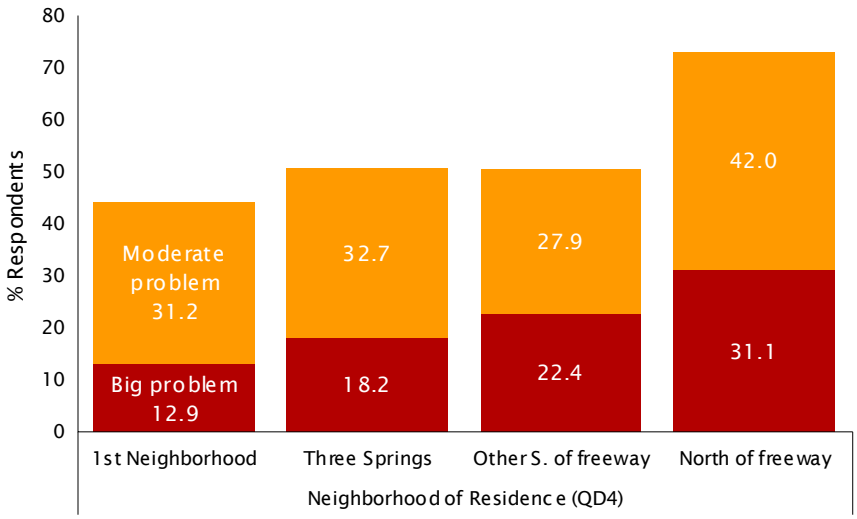



**FIGURE 22 OPINION OF SPEEDING VEHICLES IN YOUR NEIGHBORHOOD BY NEIGHBORHOOD OF RESIDENCE**

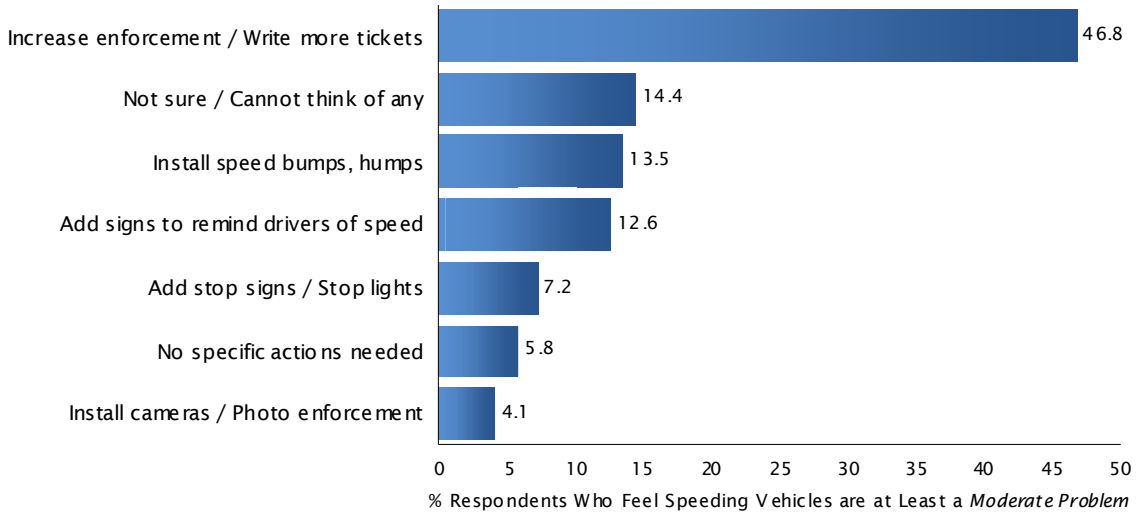


Respondents who indicated that speeding vehicles were at least a small problem in their neighborhood were next asked to indicate what actions—if any—they would like to see the City take to reduce the problem. This question was asked in an open-ended manner, which allowed respondents to mention any remedy that came to mind without being prompted by—or restricted to—a particular list of options. Respondents were also allowed to mention more than one action they would like the City to take, so the percentage results shown in Figure 23 represent the percentage of respondents administered the question who provided a particular answer.

Overall, increased enforcement was the most commonly mentioned action that residents suggested (47%), followed by installing speed bumps/humps (14%), and adding signs that remind drivers of their speed (13%). It is worth noting, moreover, that 14% of respondents were not sure what the City should do to deal with the problem, and 6% felt that the City should not take any actions.

**Question 15** *What actions, if any, would you like to see the City take to reduce vehicle speeds?*

**FIGURE 23 ADDITIONAL ACTIONS DESIRED TO REDUCE SPEEDING VEHICLES**



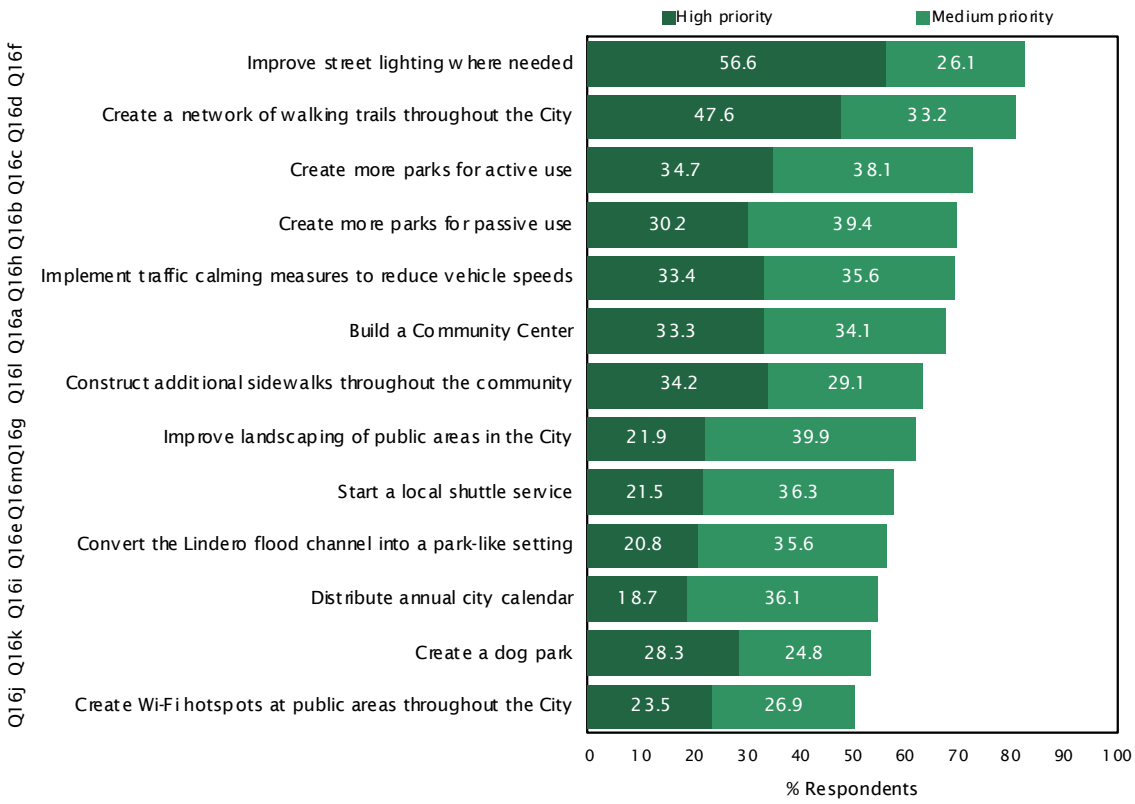
# Spending Priorities

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 16 was designed to provide Westlake Village with a reliable measure of how residents, as a whole, prioritize a variety of projects, programs, and improvements 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 24 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.

**Question 16** *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 24 Spending Priorities**



The projects and programs are sorted in Figure 24 from high to low based on the proportion of respondents who indicated that an item was *at least* a medium priority for future city spending. Among the projects and programs tested, improving street lighting where needed was assigned the highest priority (83% high or medium priority), followed by creating a network of walking trails throughout the city (81%), creating more parks for active (73%) and passive (70%) use, implementing traffic calming measures to reduce vehicle speeds (69%), and 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 (67%).

Table 1 below shows how the percentage of respondents who cited a project as *at least* a medium priority varied by neighborhood, with the top five projects in each neighborhood highlighted in green.

**TABLE 1 SPENDING PRIORITIES BY NEIGHBORHOOD OF RESIDENCE (SHOWING % HIGH + MEDIUM PRIORITY)**

| | Neighborhood of Residence (QD4) | | | |
|---|---|---|---|---|
| | 1st Neighborhood | Three Springs | Other S. of freeway | North of freeway |
| Improve street lighting where needed | 78.8 | 82.0 | 83.9 | 89.5 |
| Create a network of walking trails throughout the City | 78.4 | 83.8 | 82.5 | 76.5 |
| Create more parks for active use | 76.7 | 69.5 | 72.8 | 59.2 |
| Create more parks for passive use | 70.1 | 73.7 | 73.7 | 60.6 |
| Implement traffic calming measures to reduce vehicle speeds | 70.4 | 60.5 | 70.0 | 79.9 |
| Build a Community Center | 64.5 | 57.4 | 71.5 | 71.3 |
| Construct additional sidewalks throughout the community | 60.0 | 61.7 | 66.0 | 60.7 |
| Improve landscaping of public areas in the City | 62.1 | 43.5 | 67.9 | 59.4 |
| Start a local shuttle service | 53.7 | 38.1 | 64.5 | 70.3 |
| Convert the Lindero flood channel into a park-like setting | 49.4 | 70.4 | 57.2 | 43.3 |
| Distribute annual city calendar | 53.0 | 57.6 | 56.9 | 53.2 |
| Create a dog park | 58.6 | 45.7 | 62.4 | 40.3 |
| Create Wi-Fi hotspots at public areas throughout the City | 39.3 | 69.1 | 52.9 | 52.9 |

## FINANCIAL ASSISTANCE TO LAS VIRGENES USD

In recent years, the City of Westlake Village has generously provided approximately 575 thousand dollars per year in direct and indirect support to the Las Virgenes Unified School District. Looking to the future, City officials were interested in gauging whether residents favor the City continuing this program of support for the school district.

About half of respondents (49%) preferred that the City continue to provide to the District a comparable amount of money on an annual basis, whereas 37% preferred that the City increase the level of financial support, 8% preferred that the amount be decreased, and 7% were unsure (see Figure 25 on the next page). As expected, households with school-aged children were much more likely than their counterparts to prefer that the City increase the level of financial support to the school district (see Figure 26). Residents under the age of 45 and females were also substantially more supportive of providing additional money to the school district when compared to their respective counterparts.

**Question 17** *Each year, the City of Westlake Village provides about 575 thousand dollars in direct and indirect support to the Las Virgenes Unified School District. Do you think that the City should provide more money to the school District, less money, or about the same amount as it has in the past?*

**FIGURE 25 OPINION OF FINANCIAL SUPPORT OF LAS VIRGENES USD**

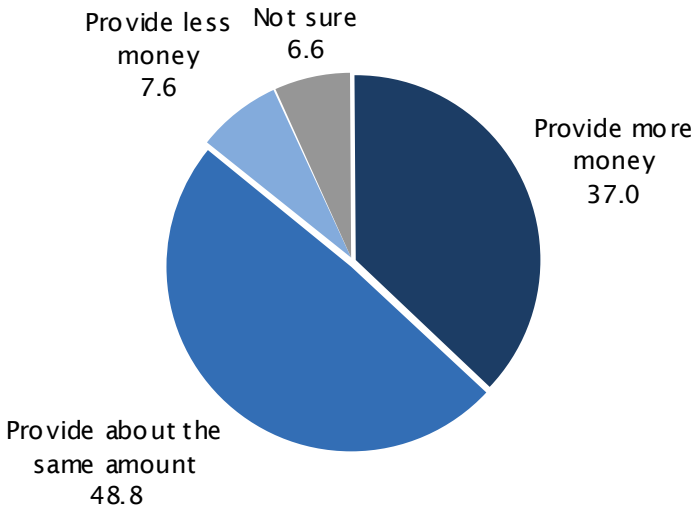
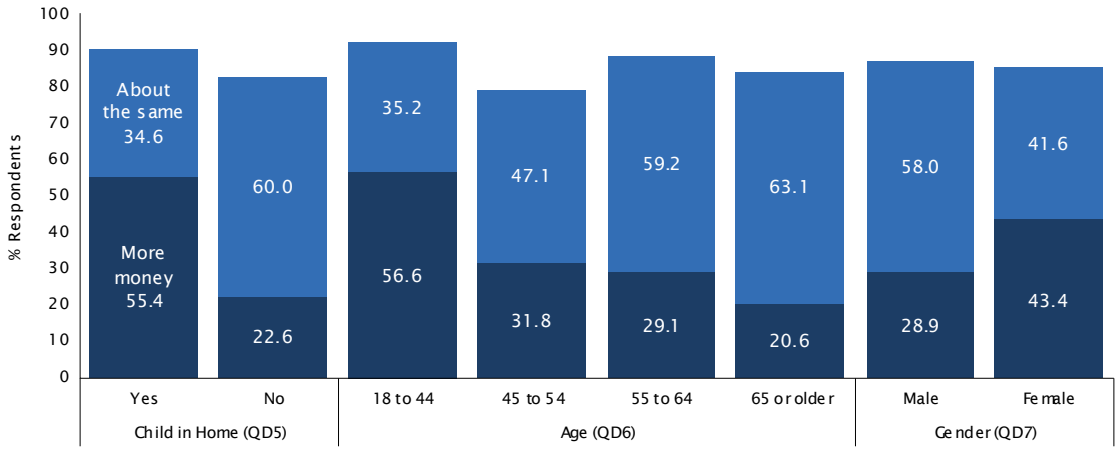



**FIGURE 26 OPINION OF FINANCIAL SUPPORT OF LAS VIRGENES USD BY CHILD IN HOME, AGE & GENDER**



# 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 residents' concerns, perceptions, and needs. In this section, we present the results of several communication-related questions.

**INFORMATION SOURCES** To help the City identify the most effective means of communicating with residents, it is first 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 City of Westlake Village news, information and programming. Because respondents were allowed to provide up to 3 sources, the percentages shown in Figure 27 represent the percentage of residents who mentioned a particular source.

The most frequently cited source for City-related information—used by nearly half (49%) of respondents—was *The Acorn*, followed by the City's website/Internet (33%), the City's newsletter (32%), and direct mail flyers or brochures (24%). Other sources mentioned by at least 5% of respondents included friend/family/associates (9%), the *Ventura County Star* (8%), and television/City's cable TV channel (7%).

**Question 18** *What information sources do you use to find out about City of Westlake Village news, information and programming?*

**FIGURE 27 CITY INFORMATION SOURCES**

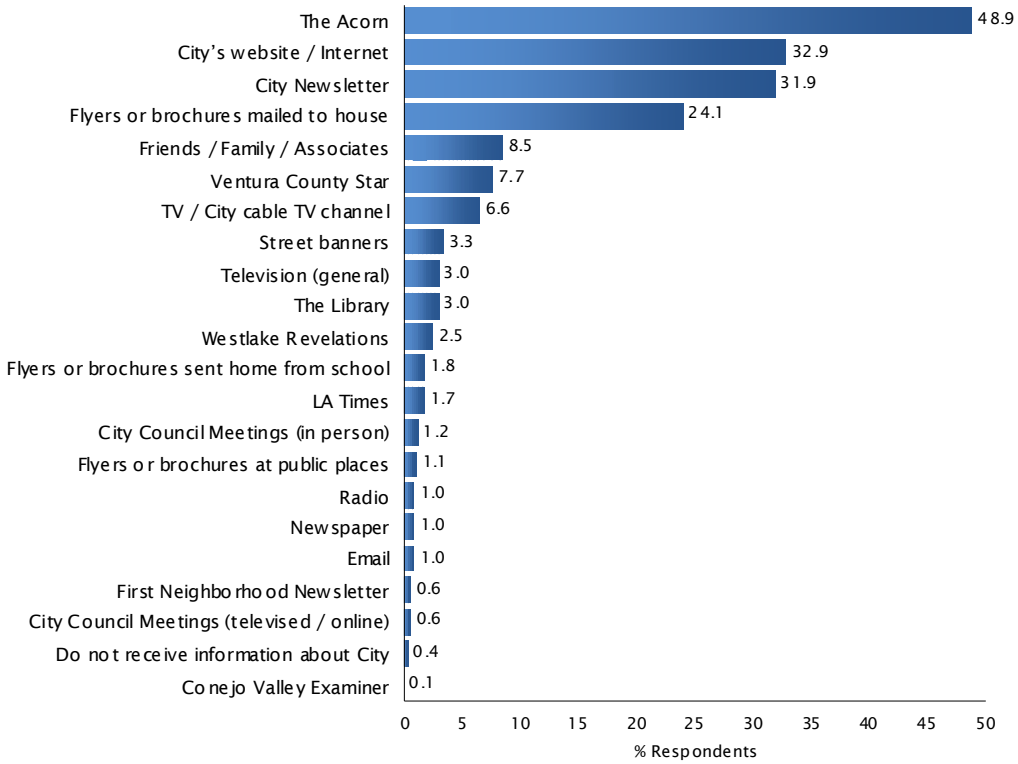
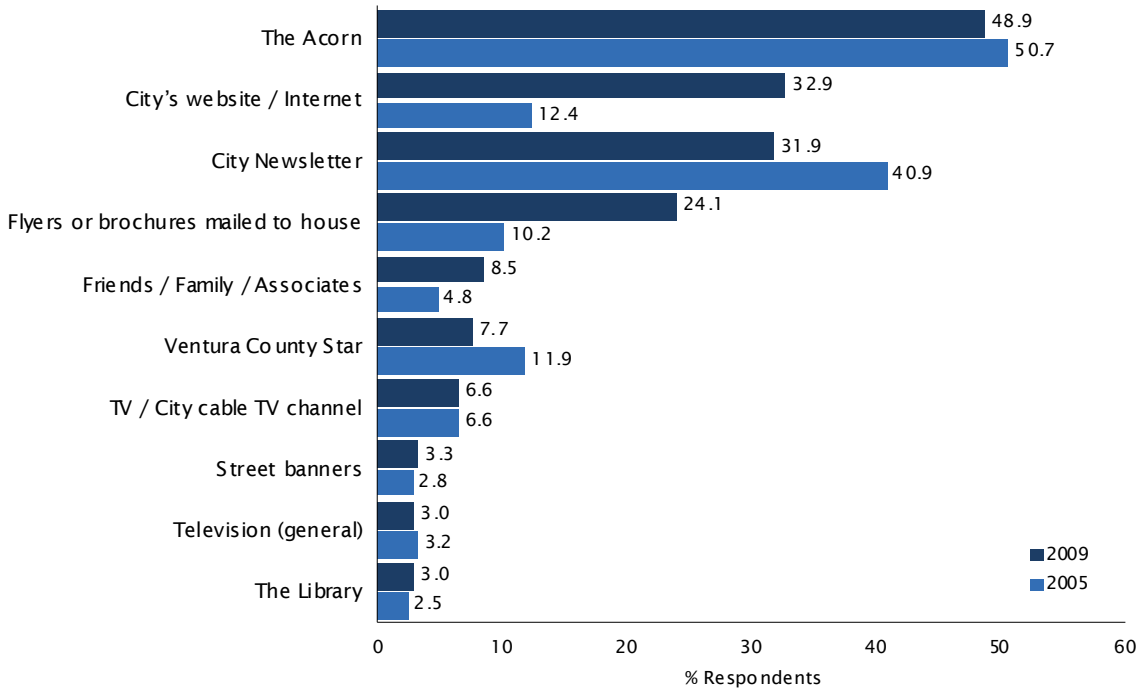


Figure 28 shows how reported use of information sources changed between 2005 and 2009. When compared to 2005, the percentage of respondents who mentioned the City's website/ Internet nearly tripled, and references to direct mail brochures and flyers more than doubled. By comparison, the percentage who cited the City's newsletter decreased by 9%.

**FIGURE 28 TOP CITY INFORMATION SOURCES: 2005 TO 2009**

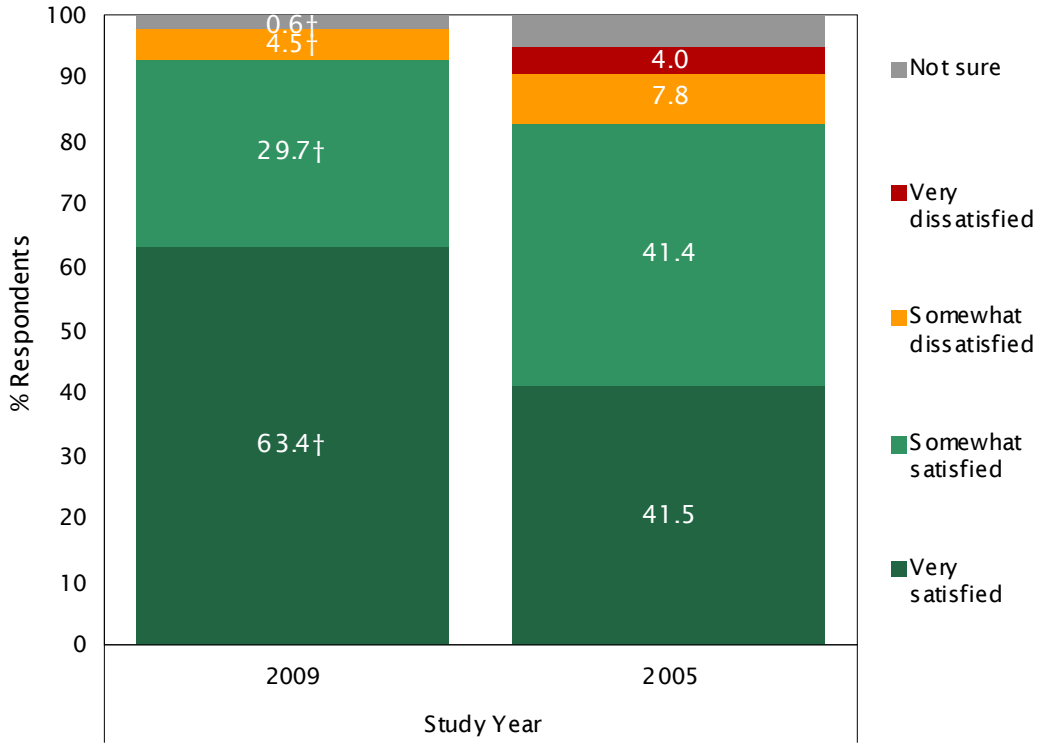



**OVERALL SATISFACTION** Having profiled the information sources residents typically use for city-related news and information, the survey next asked residents to report their overall satisfaction with City-resident communication in the City of Westlake Village. Overall, 93% of respondents indicated they were satisfied with City efforts to communicate with residents through newsletters, the Internet, the City's cable TV channel, and other means, with 63% indicating they were *very* satisfied (see Figure 29 on the next page). The remaining respondents were either dissatisfied with the City's efforts in this respect (5%) or unsure of their opinion (1%). It is important to note, moreover, that overall satisfaction with the City's efforts to communicate with residents has increased dramatically since the baseline study in 2005. Whereas 83% of residents were satisfied with the City's communication efforts in 2005, the corresponding percentage in 2009 was 93%—the second highest satisfaction rating True North has ever encountered. The *intensity* of satisfaction (% very satisfied) also increased at a disproportionately high rate of nearly 22% over the past four years.

For the interested reader, Figure 30 shows how satisfaction with the City's communication efforts varied by length of residence, neighborhood, and respondent age.

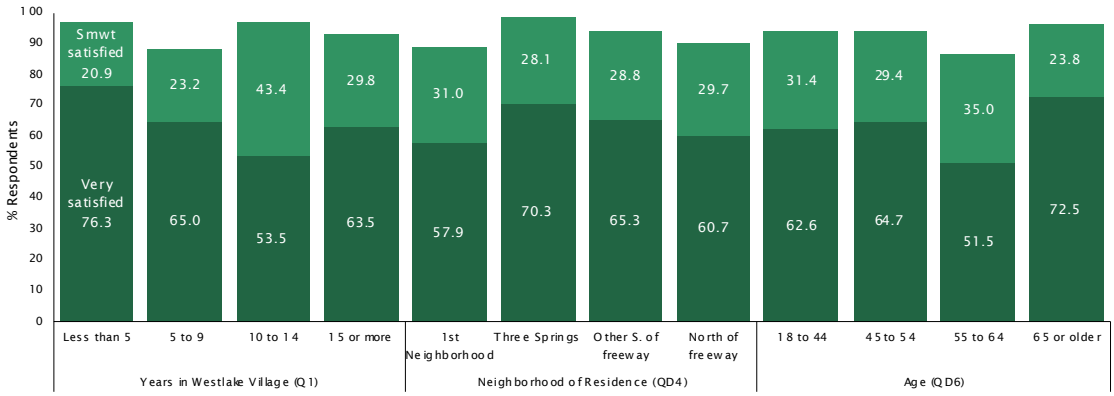
**Question 19** *Are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, the City's cable TV channel, and other means?*

**FIGURE 29 SATISFACTION WITH COMMUNICATION: 2005 TO 2009**




† Statistically significant change ($p < 0.05$) between the 2005 and 2009 studies.

**FIGURE 30 SATISFACTION WITH COMMUNICATION BY YEARS IN WESTLAKE VILLAGE, NEIGHBORHOOD OF RESIDENCE & AGE**




**COMMUNICATION PREFERENCES** The next communication-related question presented respondents with each of the methods shown at the bottom of Figure 31 and simply asked—for each—whether it would be an effective way for the City to communicate with them. Overall, respondents indicated that newsletters mailed separately to the home was the most effective

method (95%), followed by the City's website (89%), electronic newsletters (84%), and email (82%). Automated phone calls (54%) and the City's TV channel (55%) were generally viewed as substantially less effective.

Table 2 displays the percentage of respondents who indicated each communication method would be at least somewhat effective, by neighborhood. Table 3 provides the same information by age cohort. For the reader's convenience, the three methods that were viewed as the *most* effective are highlighted in green within each subgroup.

**Question 20** *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 31 EFFECTIVENESS OF COMMUNICATION METHODS**

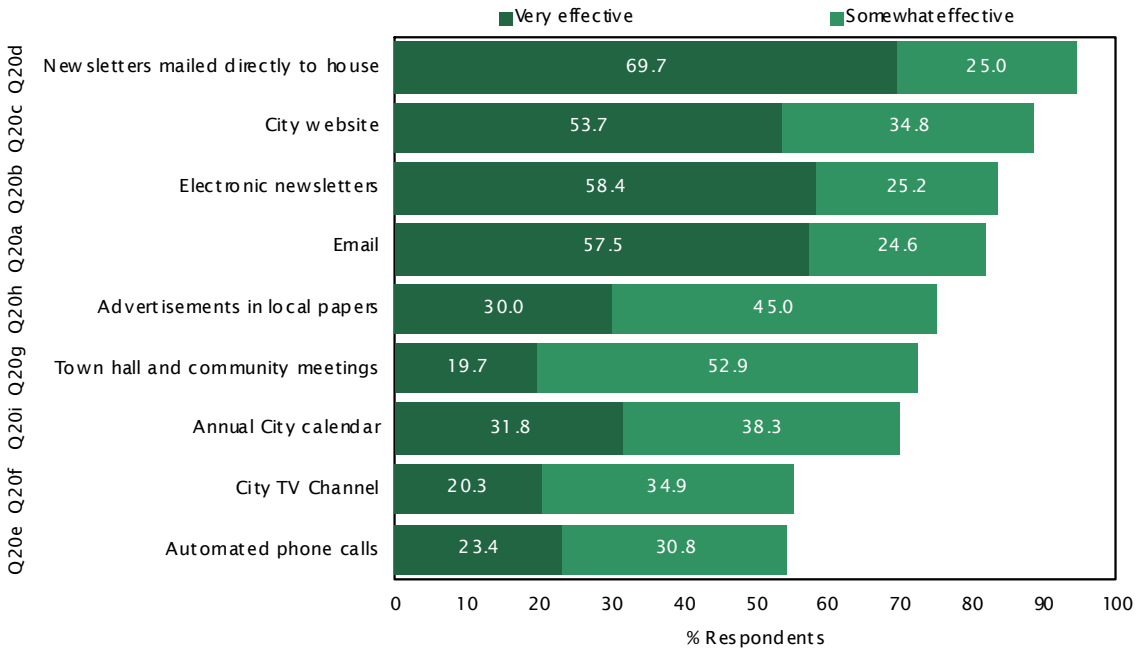



**TABLE 2 EFFECTIVENESS OF COMMUNICATION METHODS BY NEIGHBORHOOD OF RESIDENCE (SHOWING % VERY + SOMEWHAT)**

| | Neighborhood of Residence (QD4) | | | |
|---|---|---|---|---|
| | 1st Neighborhood | Three Springs | Other S. of freeway | North of freeway |
| Newsletters mailed directly to house | 96.9 | 93.8 | 93.7 | 94.5 |
| City website | 85.9 | 96.3 | 86.3 | 89.5 |
| Electronic newsletters | 78.5 | 86.2 | 84.9 | 87.1 |
| Email | 78.0 | 87.1 | 84.4 | 78.2 |
| Advertisements in local papers | 72.8 | 69.5 | 80.6 | 87.2 |
| Town hall and community meetings | 68.0 | 76.1 | 76.8 | 73.3 |
| Annual City calendar | 66.0 | 70.1 | 74.3 | 72.2 |
| City TV Channel | 46.0 | 54.2 | 63.5 | 53.0 |
| Automated phone calls | 46.5 | 58.2 | 58.0 | 64.1 |

**TABLE 3 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE (SHOWING % VERY + SOMEWHAT)**

| | Age (QD6) | | | |
|---|---|---|---|---|
| | 18 to 44 | 45 to 54 | 55 to 64 | 65 or older |
| Newsletters mailed directly to house | 97.8 | 94.1 | 89.3 | 96.3 |
| City website | 95.7 | 94.1 | 86.4 | 75.0 |
| Electronic newsletters | 93.9 | 84.7 | 78.6 | 73.8 |
| Email | 89.6 | 83.5 | 78.6 | 73.8 |
| Advertisements in local papers | 73.5 | 74.1 | 75.7 | 76.9 |
| Town hall and community meetings | 64.5 | 74.1 | 72.8 | 82.5 |
| Annual City calendar | 68.8 | 69.4 | 69.9 | 73.8 |
| City TV Channel | 39.6 | 60.0 | 60.2 | 69.4 |
| Automated phone calls | 59.0 | 61.2 | 42.7 | 49.4 |

**CITY CARE** In an effort to make it easier for residents to communicate with the City, the City of Westlake Village launched the City Care program. City Care provides answers to commonly asked questions about city services, and allows residents to report maintenance issues or request service from the City by telephone, email, or on the City's website.

Prior to participating in the survey, just over half (53%) of Westlake Village residents were aware of the City Care program (Figure 32), although rates of awareness differed substantially depending on respondent age, gender, and their overall satisfaction with the city-resident communication (see Figure 33 on the next page). When compared to their respective counterparts, awareness of the City Care program was highest among seniors, females, and those who were satisfied with the City's communication efforts.

**Question 21** *Prior to taking this survey, were you aware of the City's new program called "City Care", where residents can report maintenance issues or request service from the City by telephone, email, or on the City's website?*

**FIGURE 32 AWARENESS OF CITY CARE PROGRAM**

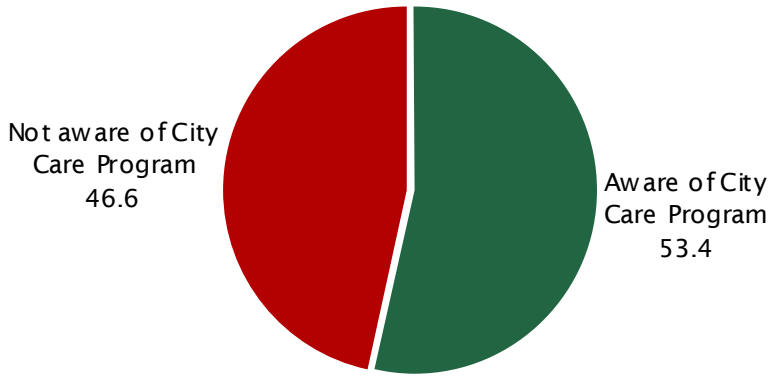
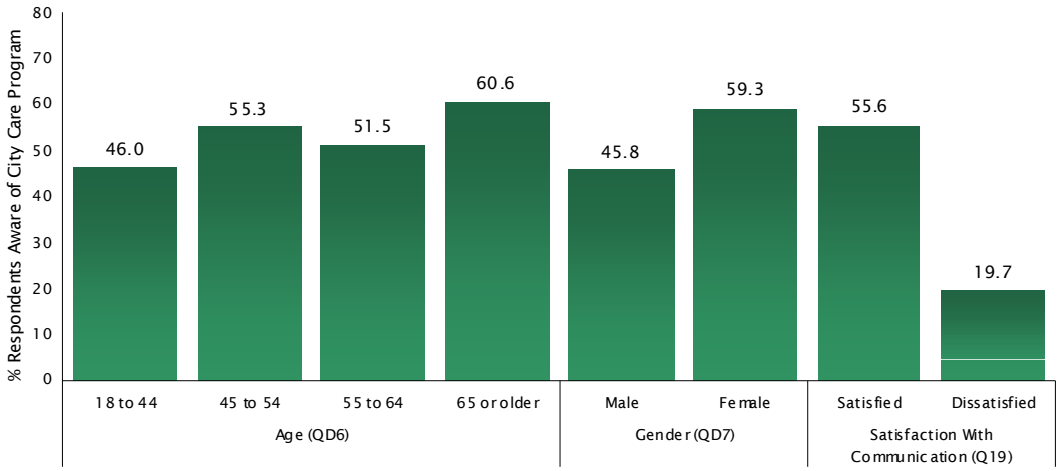


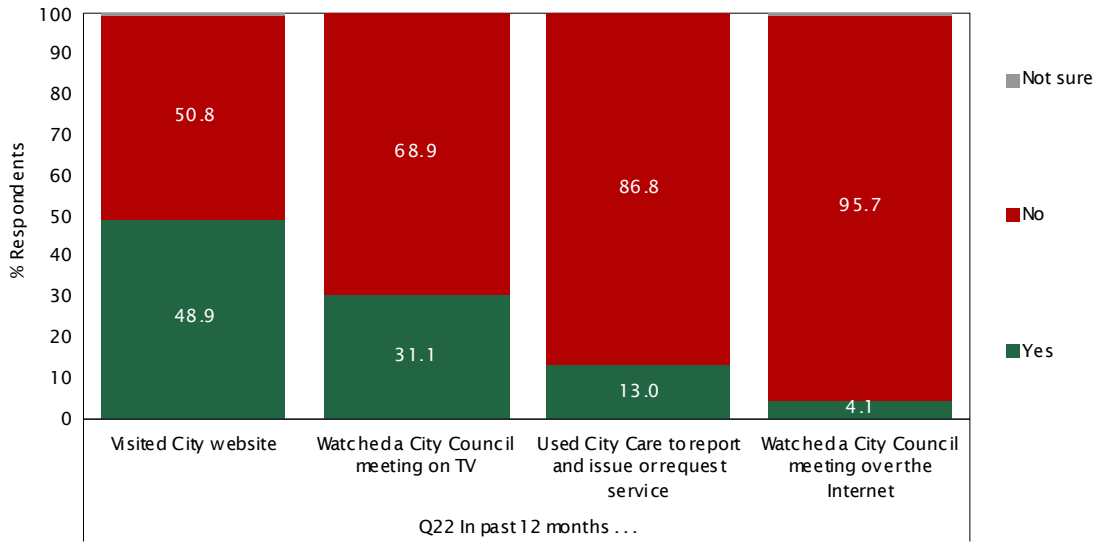
**FIGURE 33 AWARENESS OF CITY CARE PROGRAM BY AGE, GENDER & SATISFACTION WITH COMMUNICATION**




**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 34, Question 22 simply asked respondents whether they had engaged in that activity during the 12 months prior to the interview. Overall, nearly half (49%) of those who participated in the survey indicated that they had visited the City's website during this period, one-third (31%) had watched a City Council meeting on television, 13% offered that they had used the City Care program to report an issue or request service from the City, and 4% watched a City Council meeting over the Internet. Figure 35 on the next page shows how participation in each of the activities tested in Question 22 varied by length of residence and respondent age, whereas Figure 36 demonstrates that the percentage of residents who have visited the City's website in the year prior to the survey nearly doubled between 2005 and 2009.

**Question 22** *In the past 12 months, have you: _____?*

**FIGURE 34 USE OF CITY INTERACTIVE MEDIA IN PAST 12 MONTHS**




† Statistically significant change ($p < 0.05$) between the 2005 and 2009 studies.

**FIGURE 35 USE OF CITY INTERACTIVE MEDIA IN PAST 12 MONTHS BY YEARS IN WESTLAKE VILLAGE & AGE**

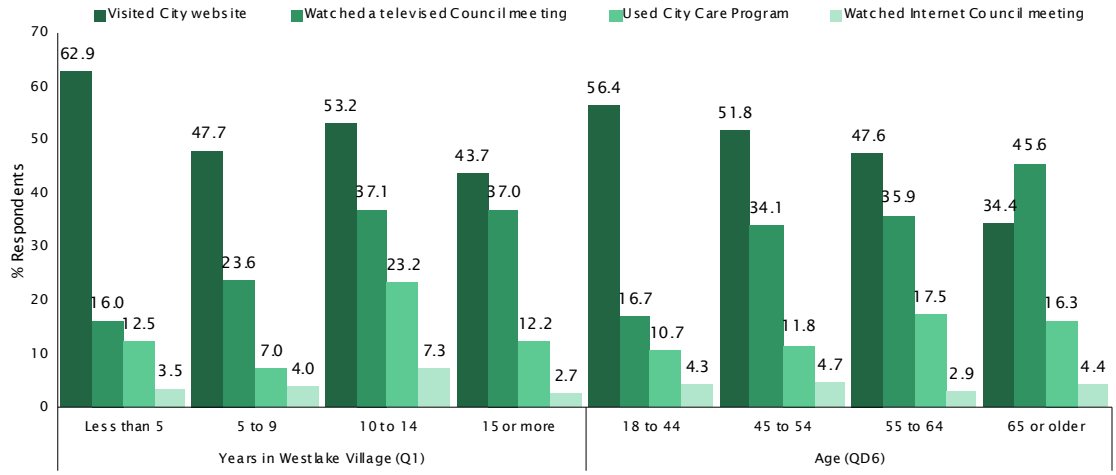
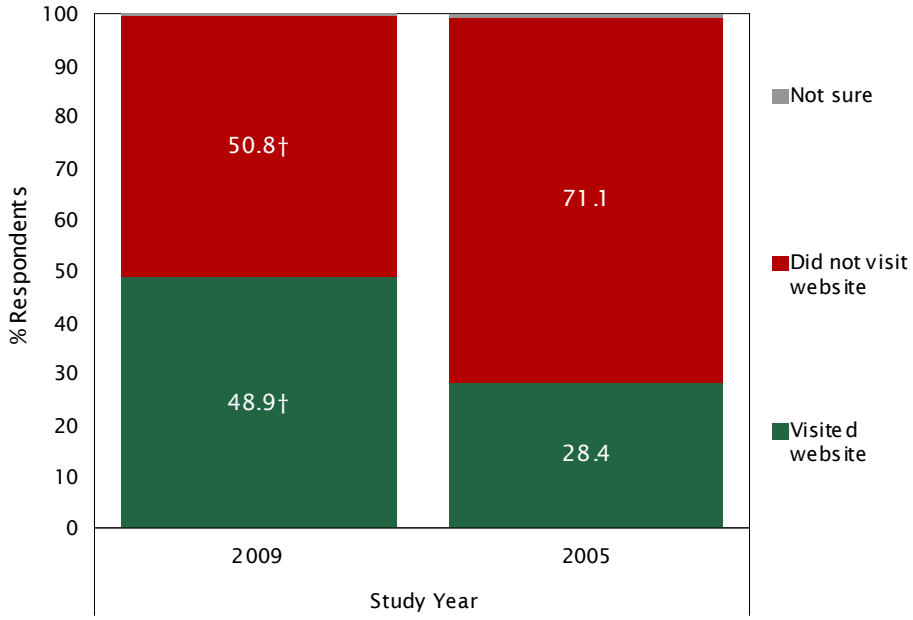



**FIGURE 36 CITY WEBSITE VISIT: 2005 TO 2009**

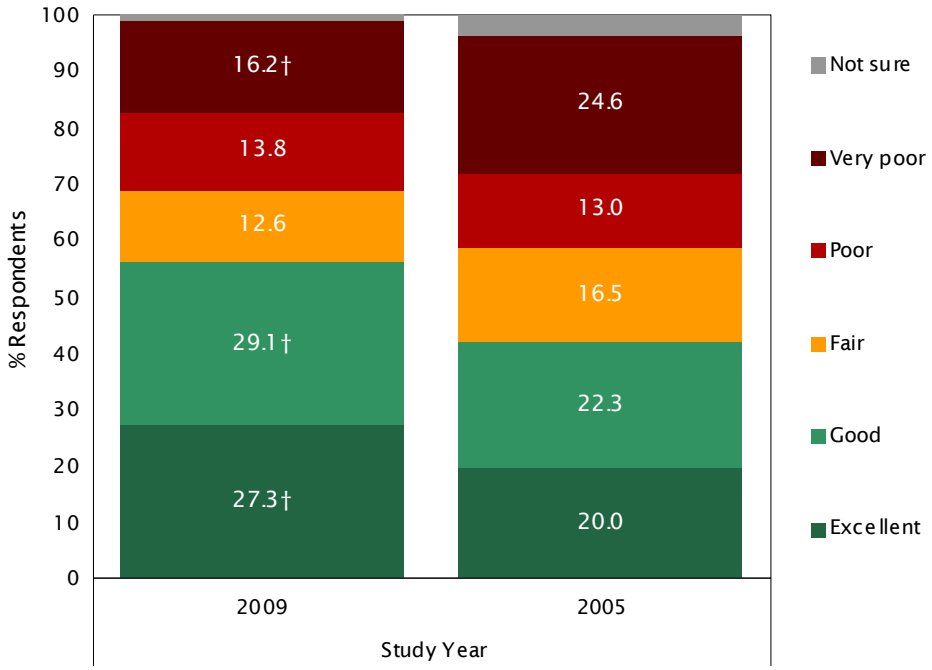



**CELL RECEPTION** The final question in this series focused not on city-resident communication, but on residents' ability to communicate via cell phone in their neighborhood. All respondents were asked to rate the quality of the cell phone reception that they receive at their home, using a scale of excellent, good, fair, poor or very poor.

As shown in Figure 37, responses to this question were quite varied, thus indicating that cell phone reception continues to be "spotty" within the City's boundaries. Nearly one-third (30%) of respondents indicated that their reception is poor or very poor, 13% rated it as fair, 29% as good, and 27% rated their reception as excellent. When compared to 2005, cell reception appears to have improved somewhat within the City as the percentage who rated their reception as excellent or good increased a statistically significant 14%.

**Question 23** *How would you rate the cell phone reception at your home? Would you say it is excellent, good, fair, poor or very poor?*

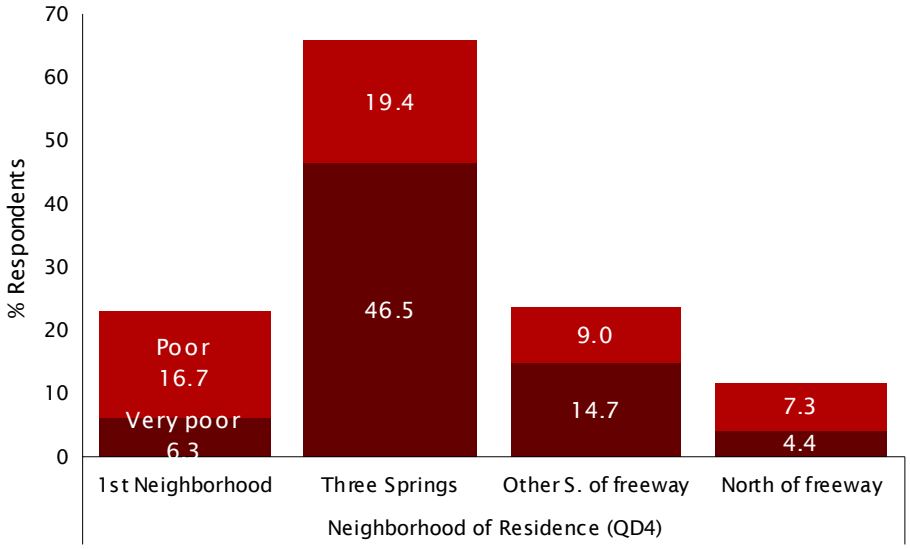
**FIGURE 37 CELL PHONE RECEPTION AT HOME: 2005 TO 2009**




† Statistically significant change ($p < 0.05$) between the 2005 and 2009 studies.

Among the four neighborhood categories used for analyzing the survey data, residents in Three Springs were much more likely than residents in other parts of the City to rate the cell phone reception in their neighborhood as poor or very poor. At the extremes, 47% of residents in Three Springs rated their cell reception as very poor, compared to just 4% north of the freeway (Figure 38).

**FIGURE 38 CELL PHONE RECEPTION AT HOME BY NEIGHBORHOOD OF RESIDENCE**



# Background & Demographics

**Table 4 Demographics of Sample**

| | Study Year 2009 | Study Year 2005 |
|---|---|---|
| *Total Respondents* | *400* | *400* |
| Years in Westlake Village (Q1) | | |
| Less than 5 | 11.7 | 30.7 |
| 5 to 9 | 26.2 | 20.7 |
| 10 to 14 | 19.9 | 14.3 |
| 15 or more | 42.2 | 34.1 |
| Refused | 0.0 | 0.2 |
| Employment Status (QD1) | | |
| Full time | 49.9 | 50.8 |
| Part time | 11.9 | 10.1 |
| Student | 2.8 | 2.0 |
| Home- maker | 9.5 | 9.2 |
| Retired | 19.7 | 26.2 |
| Between jobs | 5.9 | 1.5 |
| Refused | 0.3 | 0.3 |
| Work From Home (QD2) | | |
| Yes | 15.3 | 17.0 |
| No | 46.5 | 43.7 |
| Not employed | 38.2 | 39.1 |
| Refused | 0.0 | 0.2 |
| Home Ownership Status (QD3) | | |
| Own | 91.7 | 91.7 |
| Rent | 7.5 | 7.6 |
| Refused | 0.8 | 0.7 |
| Neighborhood of Residence (QD4) | | |
| 1st Neighborhood | 31.0 | 23.1 |
| Three Springs | 17.6 | 16.8 |
| Other S. of freeway | 33.7 | 37.2 |
| North of freeway | 12.1 | 8.1 |
| Not sure | 5.7 | 14.8 |
| Child in Home (QD5) | | |
| Yes | 44.0 | 34.0 |
| No | 56.0 | 65.8 |
| Refused | 0.0 | 0.2 |
| Age (QD6) | | |
| 18 to 44 | 34.4 | 33.6 |
| 45 to 54 | 23.4 | 22.8 |
| 55 to 64 | 17.3 | 16.9 |
| 65 or older | 22.1 | 21.6 |
| Refused | 2.8 | 5.0 |
| Gender (QD7) | | |
| Male | 44.1 | 49.7 |
| Female | 55.9 | 50.3 |

Table 4 presents the key demographic and background information that was collected during the study. Because of the probability-based, random digit dial (RDD) sampling methodology and screening protocols used in selecting the Main sample (see *Sample* on page 41), the results shown are representative of the universe of adults within the City of Westlake Village. 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).

# Methodology

This study proceeded in two phases. In the first phase, households were selected at random from the City using a random digit dial (RDD) sampling methodology. This method ensured that both listed and unlisted households had an equal probability of being chosen. It also ensured that new residents and new developments had an equal opportunity to participate in the study, which would not be true if the sample were based on a listed telephone directory. Once selected, residents were provided with the opportunity to participate in the survey over the telephone or online at a secure website hosted by True North. As designed, a total of 400 interviews were completed in the first phase between November 9 and November 16, 2009. These interviews constitute the *Main* sample as they represent a statistically reliable, representative cross-section of the adult population in Westlake Village. The results discussed in the body of this report and the crosstabulations in Appendix A are based on the Main sample.

To accommodate the City's interest in allowing all residents the opportunity to participate in the study—not just those who were selected at random for the Main sample—the second phase of the study made an identical (but separate) survey available to interested residents between November 30 and December 20, 2009. All households in the City were mailed a postcard inviting them to participate in the survey online at a secure web site. The postcards included two unique PINs for each household, thereby preventing non-residents from accessing the online survey and preventing resident households from participating more than twice. A total of 221 residents participated in this second phase of the study, which constitutes the *Supplemental* sample.

The Supplemental sample represents a self-selected, non-random group of interested residents and is *not* representative of the City's adult population. For this reason, the results for the Supplemental sample were analyzed separately and are presented in the crosstabulations in Appendix B. The question-by-question analysis, key findings and conclusions of this report are based on the Main sample findings only—not the Supplemental sample.

The following paragraphs provide more detail on the methodology the was employed in the Main sample portion of the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with the City of Westlake Village to develop a questionnaire that covered the topics of interest and avoided the 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 the 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 of the questions asked in this study were also presented only to a subset of respondents. For example, residents who indicated that speeding vehicles (Q14) are not a problem in their neighborhood were not asked the follow-up question (Q15) regarding what actions they would like the City to take to reduce vehicle speeds in their neighborhood. The questionnaire included with this report (see *Questionnaire & Toplines* on page 44) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

Many of the questions asked in the 2009 survey were tracked directly from the 2005 survey to allow the City to reliably track its performance over time.

**PROGRAMMING & PRE-TEST** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the live interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. 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** Households within the City of Westlake Village were chosen for this study using a random digit dial (RDD) sampling method. An RDD sample is drawn by first selecting all of the active phone exchanges (first three digits in a seven digit phone number) and working blocks that service the City. After estimating the number of listed households within each phone exchange that are located within the City, a sample of randomly selected phone numbers is generated with the number of phone numbers per exchange being proportional to the estimated number of households within each exchange in the City. This method ensures that both listed and unlisted households are included in the sample. It also ensures that new residents and new developments have an opportunity to participate in the study, which is not true if the sample were based on a telephone directory.

Although the RDD method is widely used for community surveys, the method also has several known limitations that must be adjusted for to ensure representative data. Research has shown, for example, that individuals with certain demographic profiles (e.g., older women) are more likely to be at home and are more likely to answer the phone even when other members of the household are available. If this tendency is not adjusted for, the RDD sampling method will produce a survey that is biased in favor of women—particularly older women. To adjust for this behavioral tendency, the survey included a screening question which initially asked to speak to the youngest male available in the home. If a male was not available, then the interviewer was instructed to speak to the youngest female currently available. This protocol was followed to the extent needed to ensure a representative sample. In addition to following this protocol, the sample demographics were monitored as the interviewing proceeded to make sure they were within certain tolerances.

Additionally, because the City of Westlake Village shares phone exchanges with neighboring communities, potential respondents were initially asked the ZIP code of their residence (Question SC1). Only adults in ZIP codes 91361 and 91362 (and who stated that they reside in Los Angeles County) were qualified to participate.

**MARGIN OF ERROR DUE TO SAMPLING** By using a stratified and clustered sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of adult residents who live in the City of Westlake Village. The results of the sample can thus 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 400 adult residents for a particular question and what would have been found if all of the estimated 6,750 adult residents had been interviewed.

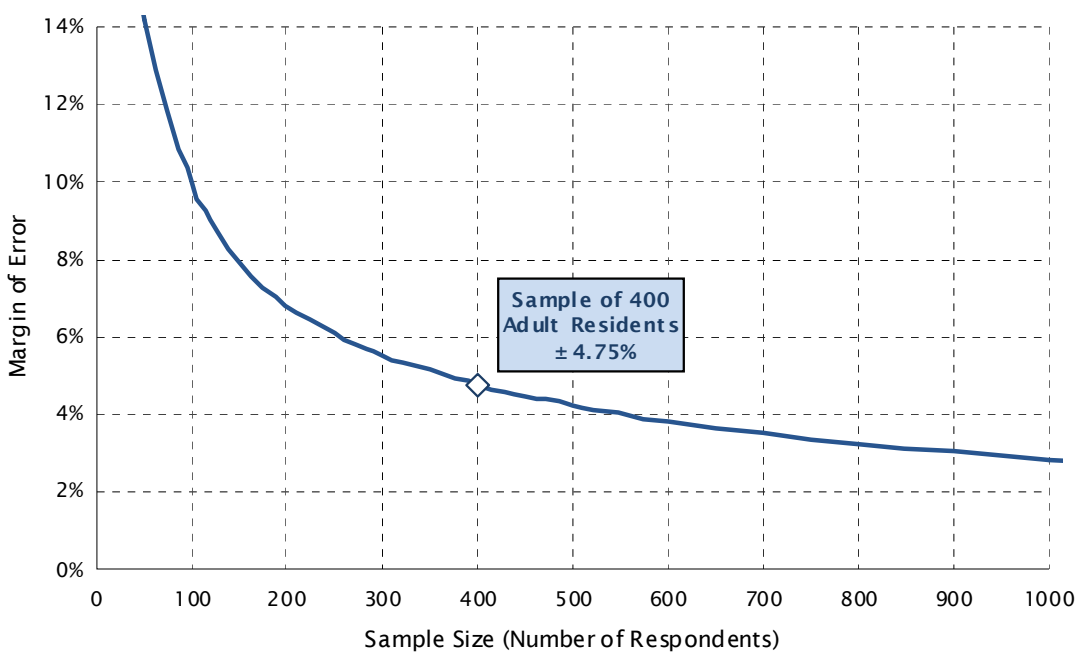
For example, in estimating the percentage of adults who have watched a City Council meeting on the Internet in the past 12 months (Question 22d), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of 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 portion of adults who have watched a Council meeting online (0.04 for 4% in this example), $N$ is the population size of all adult residents (6,750), $n$ is the sample size that received the question (400), 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 ± 1.86%. This means that with 4% of survey respondents indicating they had watched a City Council meeting via the Internet in the past 12 months, we can be 95% confident that the actual percentage of *all* adult residents who watched a Council meeting online during that period is between 2% and 6%.

Figure 39 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 ± 4.75% for questions answered by all 400 respondents.

**FIGURE 39 MAXIMUM MARGIN OF ERROR**



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as neighborhood of residence, age of the respondent, and presence of children in the home. Figure 39 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 sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

**DATA COLLECTION** The primary method of data collection for this study was telephone interviewing. Interviews were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between November 9 and November 16, 2009. 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. Telephone interviews averaged 18 minutes in length. To maximize resident participation rates and the convenience of participating in the study, sampled respondents were also allowed to complete the survey online at a secure, password protected website hosted by True North.

**DATA PROCESSING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and crosstabulations. Where appropriate, tests of statistical significance were conducted to evaluate whether a change in responses between the 2005 and 2009 studies was due to an actual change in opinions or was likely an artifact of independently drawn cross-sectional samples.

**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.

TRUE NORTH RESEARCH

***City of Westlake Village***
***Community Survey***
***December 2009***
***Final Toplines***

| *Section 1: Introduction to Study* |
|---|
| Hi, I'm calling on behalf of the City of Westlake Village and my name is _____. The City is conducting a survey of residents about community issues and we 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.<br>*If needed:* The survey should take no more than 15 minutes to complete.<br>*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?<br>*If needed:* If now is not a convenient time, would you prefer to take the survey online?<br>*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.<br><br>*If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to the 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.<br><br>*If there is no adult currently available, then ask for a callback time.*<br>*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:* Its 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? *Read zip code back to them to confirm correct* | | | |
| | 1 | 91361, 91362 | 100% | *Go to SC2* |
| | 2 | Any Other Zip Code | 0% | *Terminate* |
| SC2 | Do you live in Los Angeles County or Ventura County? | | | |
| | 1 | Los Angeles County | 100% | *Qualified for Study Go to Q1* |
| | 2 | Ventura County | 0% | *Terminate* |
| | 99 | Refused | 0% | *Terminate* |

| *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 | 0% |
| | 2 | 1 to 4 years | 11% |
| | 3 | 5 to 9 years | 26% |
| | 4 | 10 to 14 years | 20% |
| | 5 | 15 years or longer | 42% |
| | 99 | Refused | 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 | 76% |
| | 2 | Good | 23% |
| | 3 | Fair | 1% |
| | 4 | Poor | 0% |
| | 5 | Very Poor | 0% |
| | 98 | Not sure | 0% |
| | 99 | Refused | 0% |
| Q3 | 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 | 69% |
| | 2 | Somewhat satisfied | 24% |
| | 3 | Somewhat dissatisfied | 3% |
| | 4 | Very dissatisfied | 1% |
| | 98 | Not sure | 4% |
| | 99 | Refused | 0% |

| Q4 | 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? Verbatim responses recorded and grouped into categories shown below. | |
|---|---|---|
| | Not sure / Cannot think of anything | 22% |
| | No changes / Everything is okay | 14% |
| | Limit growth / Protect open space | 9% |
| | Add, improve rec facilities | 8% |
| | Reduce traffic congestion | 6% |
| | Improve sidewalks, paths | 5% |
| | Provide positive alternatives for youth | 4% |
| | Improve Council, gov process | 4% |
| | Improve environmental efforts | 4% |
| | Improve public transit | 3% |
| | Improve economic development | 3% |
| | Improve public safety | 3% |
| | Provide additional shopping, restaurants | 3% |
| | Improve infrastructure upkeep, maintenance | 2% |
| | Provide additional assistance to seniors | 1% |
| | Reduce cost of living | 1% |
| | Improve education, schools | 1% |
| | Improve budgeting | 1% |
| | Improve library | 1% |
| | Improve cell phone coverage | 1% |
| | Reduce noise pollution | 1% |

| Q5 | When you are: _____, would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe? | | | | | | |
|---|---|---|---|---|---|---|---|
| *Read in Order* | | Very Safe | Reasonably Safe | Somewhat Unsafe | Very Unsafe | No Opinion | Refused |
| A | Walking alone on major streets and roads in Westlake Village after dark | 47% | 42% | 5% | 1% | 4% | 1% |
| B | Walking alone in commercial areas of Westlake Village after dark | 43% | 41% | 5% | 1% | 8% | 1% |
| C | Walking alone in your neighborhood after dark | 66% | 30% | 1% | 1% | 2% | 1% |

## *Section 4: Parks & Recreation*

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

| Q6 | During the past 12 months, have you or any member of your household visited one of the parks or recreation facilities in the City? | |
|---|---|---|
| 1 | Yes | 81% |
| 2 | No | 19% |
| 98 | Not sure | 0% |
| 99 | Refused | 0% |

| Q7 | During the past 12 months, have you or any member of your household participated in a recreation program offered by the City? | |
|---|---|---|
| 1 | Yes | 30% |
| 2 | No | 69% |
| 98 | Not sure | 1% |
| 99 | Refused | 0% |

Q8 The City of Westlake Village is in the process of planning a new park that will be located on Thousand Oaks Boulevard. As I read each of the following amenities, I'd like you to indicate whether you think the amenity should be a high, medium or low priority for inclusion in the new park, or if you think it should not be a part of the new park. Please keep in mind that not all of the amenities can be high priorities.

Here is the (first/next) one: _____. Should this amenity be a high, medium or low priority for the new park, or should the park not include this amenity?

| | *Randomize* | High Priority | Medium Priority | Low Priority | Should not include in Park | No Opinion | Refused |
|---|---|---|---|---|---|---|---|
| A | Sports fields, such as baseball and softball diamonds, and soccer fields | 53% | 31% | 10% | 5% | 1% | 0% |
| B | Outdoor courts for sports like basketball and volleyball | 54% | 36% | 6% | 3% | 1% | 0% |
| C | Skate park | 18% | 28% | 44% | 8% | 1% | 0% |
| D | Outdoor trails for walking, running and exercising | 71% | 24% | 4% | 1% | 0% | 0% |
| E | Tot lot | 42% | 34% | 15% | 4% | 4% | 1% |
| F | Picnic areas with barbecues | 42% | 37% | 16% | 4% | 1% | 0% |
| G | Restrooms and concession facility | 74% | 14% | 6% | 3% | 2% | 1% |
| H | Batting cages | 13% | 32% | 42% | 10% | 2% | 0% |

| Q9 | Are there any particular amenities that I did not mention that you think should be a high priority for inclusion in the new park? *If yes, ask:* Please describe the amenity. Verbatim responses recorded and grouped into categories shown below. | |
|---|---|---|
| | No additional amenities desired | 45% |
| | Pet area / Pet park | 11% |
| | Tennis court | 8% |
| | Swimming pool | 6% |
| | Trees / Plants / Landscaping | 5% |
| | Walking, hiking trails | 4% |
| | Courts for specific sports | 3% |
| | Children's areas, equipment | 3% |
| | Lighting | 2% |
| | Community center | 2% |
| | Amphitheater | 2% |
| | Sufficient parking | 1% |
| | Recreation center | 1% |
| | Water fountains | 1% |
| | Indoor gym | 1% |
| | Benches / Sitting areas | 1% |
| | YMCA | 1% |
| | Restrooms | 1% |
| | Security | 1% |
| | Water features | 1% |
| | Should not develop park | 1% |

*Section 5: Cultural Programming & Special Events*

| Q10 | As I read the following types of cultural and special events that could be held in the City, please tell me whether you have a high, medium or low interest in attending the event. If you have no interest, please say so. | | | | | | |
|---|---|---|---|---|---|---|---|
| | *Randomize* | High Interest | Medium Interest | Low Interest | No Interest | No Opinion | Refused |
| A | Professional theatrical productions | 43% | 40% | 10% | 6% | 0% | 0% |
| B | Art exhibits | 35% | 41% | 17% | 7% | 0% | 0% |
| C | Dance shows | 20% | 35% | 31% | 14% | 0% | 0% |
| D | Musical concerts | 59% | 33% | 4% | 4% | 0% | 0% |
| E | Author and artist series | 27% | 49% | 15% | 9% | 0% | 0% |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| F | One City, One Book | 12% | 28% | 24% | 12% | 21% | 3% |
| G | Events that celebrate holidays throughout the year | 33% | 45% | 16% | 5% | 0% | 0% |
| H | Community events for socializing such as summer concerts in the park | 64% | 29% | 2% | 5% | 0% | 0% |
| I | Events to raise money and awareness for a cause | 25% | 49% | 18% | 7% | 1% | 0% |
| J | Events that focus on the environment and green living | 36% | 41% | 16% | 7% | 0% | 0% |
| K | T.G.I.F. events | 27% | 41% | 17% | 12% | 2% | 0% |
| L | Annual City Celebration | 39% | 38% | 16% | 7% | 0% | 0% |
| M | Library Open House | 36% | 41% | 18% | 5% | 0% | 0% |

## *Section 6: Shopping & Dining Opportunities*

Next, I'd like to ask you a few questions about your shopping preferences.

**Q11** There are vacant commercial properties in Westlake Village that will likely be developed in the future. There are also opportunities to redevelop older, outdated commercial properties at certain locations. Assuming that these properties are developed in the future, would you favor or oppose creating additional _____, or do you have no opinion?

| | *Randomize* | Favor | Oppose | No Opinion | Refused |
|---|---|---|---|---|---|
| A | Office buildings | 23% | 60% | 17% | 0% |
| B | Retail shopping | 52% | 32% | 16% | 0% |
| C | Restaurants | 72% | 17% | 10% | 0% |

*Ask Q12 if Q11b = 1 OR Q11c = 1*

**Q12** What are the names of the one or two stores or restaurants you would most like to have located in Westlake Village? Verbatim responses recorded and grouped into categories shown below.

| | |
|---|---|
| Not sure / Cannot think of any | 36% |
| Restaurant chain (Olive Garden, Red Lobster, IHOP, Islands) | 18% |
| Home improvement store (Home Depot, Lowe's, hardware) | 18% |
| Large-scale department store (Target, Wal-Mart) | 15% |
| Contemporary casual cuisine (Roy's, CA Chicken Café, trendy cafes) | 12% |
| Upper-scale restaurant chain (Houston's, Cheesecake Factory) | 6% |
| Specialty goods store (Dick's Sporting Goods, Babies-R-Us, BevMo) | 5% |
| Gourmet, organic, specialty grocery store (Trader Joe's, Vallarta Market) | 4% |

| | | |
|---|---|---|
| | Apparel focused department store (Neiman Marcus, Bloomingdales, Macy's) | 2% |
| | Fast food restaurant chain (KFC, Burger King, Chipotle) | 1% |
| | More restaurants in general | 1% |

## *Section 6: Local Shuttle & Speeding*

Next, I'd like to ask you a few transportation-related questions.

| | | | |
|---|---|---|---|
| Q13 | If a fixed-route shuttle service were started that served key destinations such as shopping malls, medical offices and recreation sites in Westlake Village and neighboring cities, do you think you or other members of your household would use it on a regular basis? | | |
| | 1 | Yes | 31% |
| | 2 | No | 65% |
| | 98 | Not sure | 4% |
| | 99 | Refused | 0% |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Q14 | Would you say that speeding vehicles is a big problem, a moderate problem, a small problem, or not a problem: _____? | | | | | | |
| | *Randomize* | Big Problem | Moderate Problem | Small Problem | Not a Problem | Not Sure | Refused |
| A | On major streets in Westlake Village | 19% | 42% | 20% | 18% | 0% | 0% |
| B | In your residential neighborhood | 19% | 32% | 23% | 26% | 0% | 0% |

*Only ask Q15 if (Q14a = 1,2) OR (Q14b = 1,2).*

| | | | |
|---|---|---|---|
| Q15 | What actions, if any, would you like to see the City take to reduce vehicle speeds? *Do NOT read list. Check all mentioned.* | | |
| | 1 | No actions needed | 6% |
| | 2 | Increase police enforcement/write more tickets | 47% |
| | 3 | Install speed bumps/humps | 14% |
| | 4 | Add stop signs/stop lights | 7% |
| | 5 | Add signs to remind drivers of speed | 13% |
| | 6 | Install cameras/photo enforcement | 4% |
| | 7 | Other (unique responses) | 9% |
| | 98 | Not sure | 14% |
| | 99 | Refused | 2% |

*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 can not fund every project and program, however, the City must set priorities.

Q16 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?

| | *Randomize* | High Priority | Medium Priority | Low Priority | Should not spend money | No Opinion | Refused |
|---|---|---|---|---|---|---|---|
| A | 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. | 33% | 34% | 21% | 10% | 1% | 1% |
| B | Create more parks for passive use, like walking, hiking and picnics | 30% | 39% | 25% | 6% | 0% | 0% |
| C | Create more parks for active use, with sports fields, courts and outdoor recreation facilities | 35% | 38% | 20% | 6% | 0% | 0% |
| D | Create a network of walking trails throughout the City | 48% | 33% | 15% | 3% | 0% | 0% |
| E | Convert the Lindero (Lin-Dare-O) flood channel into a park-like setting | 21% | 36% | 27% | 8% | 8% | 1% |
| F | Improve street lighting where needed | 57% | 26% | 14% | 3% | 0% | 0% |
| G | Improve landscaping of public areas in the City such as street medians and parkways | 22% | 40% | 26% | 12% | 0% | 0% |
| H | Implement traffic calming measures to reduce vehicle speeds on City streets | 33% | 36% | 20% | 10% | 1% | 0% |
| I | Distribute annual city calendar that includes dates and information on City activities and services | 19% | 36% | 27% | 17% | 0% | 0% |
| J | Create Wi-Fi (Why-Fy) 'hotspots' at public areas throughout the City that would allow residents to freely access the Internet using their wireless laptops | 24% | 27% | 35% | 13% | 1% | 0% |
| K | Create a dog park | 28% | 25% | 32% | 15% | 0% | 0% |
| L | Construct additional sidewalks throughout the community | 34% | 29% | 29% | 7% | 1% | 0% |
| M | Start a local shuttle service that would stop a key locations in Westlake Village and neighboring cities | 21% | 36% | 32% | 9% | 0% | 0% |

| Q17 | Each year, the City of Westlake Village provides about 575 thousand dollars in direct and indirect support to the Las Virgenes (Virgin-Ness) Unified School District. Do you think that the City should provide more money to the school District, less money, or about the same amount as it has in the past? | | |
|---|---|---|---|
| | 1 | More money | 37% |
| | 3 | About the same | 49% |
| | 2 | Less money | 8% |
| | 98 | Not sure | 6% |
| | 99 | Refused | 1% |

| *Section 8: Communication* | | | |
|---|---|---|---|
| Q18 | What information sources do you use to find out about City of Westlake Village news, information and programming? *Don't read list. Record up to first 3 responses.* | | |
| | 1 | City Newsletter | 32% |
| | 2 | The Acorn | 49% |
| | 3 | Conejo Valley Examiner | 0% |
| | 4 | Ventura County Star | 8% |
| | 5 | LA Times | 2% |
| | 6 | City Council Meetings (in person) | 1% |
| | 7 | City Council Meetings (televised / online) | 1% |
| | 8 | Radio | 1% |
| | 9 | Television (general) | 3% |
| | 10 | TV / City cable TV channel | 7% |
| | 11 | City's website / Internet | 33% |
| | 12 | Flyers or brochures (mailed to house) | 24% |
| | 13 | Flyers or brochures (sent with kids from school) | 2% |
| | 14 | Flyers or brochures (displayed at City Hall or Community Center) | 1% |
| | 15 | Street banners | 3% |
| | 16 | Friends / Family / Associates | 9% |
| | 17 | Other (unique responses) | 1% |
| | 18 | Do not receive information about City | 0% |
| | 19 | Westlake Revelations | 2% |
| | 20 | The Library | 3% |
| | 21 | Newspaper | 1% |
| | 22 | First Neighborhood Newsletter | 1% |
| | 23 | Email | 1% |

| | | | |
|---|---|---|---|
| | 98 | Not sure | 1% |
| | 99 | Refused | 0% |
| Q19 | 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? *Get answer, then ask:* Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)? | | |
| | 1 | Very satisfied | 63% |
| | 2 | Somewhat satisfied | 30% |
| | 3 | Somewhat dissatisfied | 4% |
| | 4 | Very dissatisfied | 1% |
| | 98 | Not sure | 2% |
| | 99 | Refused | 0% |

| | | | | | |
|---|---|---|---|---|---|
| Q20 | 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. | | | | |
| | *Randomize* | Very | Somewhat | Not at all | Not sure / Refused |
| A | Email | 57% | 25% | 17% | 1% |
| B | Electronic newsletters sent by email | 58% | 25% | 16% | 1% |
| C | City website | 54% | 35% | 11% | 1% |
| D | Newsletters and other materials mailed directly to your house | 70% | 25% | 5% | 0% |
| E | Automated phone calls | 23% | 31% | 45% | 0% |
| F | City TV Channel | 20% | 35% | 44% | 1% |
| G | Town hall and community meetings | 20% | 53% | 27% | 0% |
| H | Advertisements in local papers | 30% | 45% | 25% | 0% |
| I | Annual City calendar that lists city meetings and events throughout the year | 32% | 38% | 29% | 1% |

| | | | |
|---|---|---|---|
| Q21 | Prior to taking this survey, were you aware of the City's new program called "City Care", where residents can report maintenance issues or request service from the City by telephone, email, or on the City's website? | | |
| | 1 | Yes | 53% |
| | 2 | No | 47% |
| | 98 | Not sure | 0% |
| | 99 | Refused | 0% |

| Q22 | In the past 12 months, have you: _____? | | | |
|---|---|---|---|---|
| | *Only ask Q22A if Q21 = 1* | | | |
| | *Read in Order* | Yes | No | Not sure / Refused |
| A | Used "City Care" to report an issue or request service from the City | 24% | 75% | 0% |
| B | Visited the City's website | 49% | 51% | 0% |
| C | Watched a City Council meeting on TV | 31% | 69% | 0% |
| D | Watched a City Council meeting over the Internet | 4% | 96% | 0% |

| Q23 | How would you rate the cell phone reception at your home? Would you say it is excellent, good, fair, poor or very poor? | |
|---|---|---|
| 1 | Excellent | 27% |
| 2 | Good | 29% |
| 3 | Fair | 13% |
| 4 | Poor | 14% |
| 5 | Very poor | 16% |
| 98 | Don't Know/Not Sure | 1% |
| 99 | Refused | 0% |

*Section 9: 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 | 50% | *Ask D2* |
| 2 | Employed part-time | 12% | *Ask D2* |
| 3 | Student | 3% | *Skip to D3* |
| 4 | Homemaker | 10% | *Skip to D3* |
| 5 | Retired | 20% | *Skip to D3* |
| 6 | In-between jobs | 6% | *Skip to D3* |
| 99 | Refused | 0% | *Skip to D3* |

| D2 | Do you work from your home? | | |
|---|---|---|---|
| | 1 | Yes | 25% |
| | 2 | No | 75% |
| | 98 | Not sure | 0% |
| | 99 | Refused | 0% |
| D3 | Do you own or rent your residence in the City? | | |
| | 1 | Own | 92% |
| | 2 | Rent | 7% |
| | 99 | Refused | 1% |
| D4 | In what neighborhood do you live in the City? *Read list if necessary.* | | |
| | 1 | First Neighborhood | 31% |
| | 2 | Lakeshore | 7% |
| | 3 | Oak Forest Estates | 5% |
| | 4 | Parkwood Estates | 3% |
| | 5 | Southridge Trails | 1% |
| | 6 | Southshore | 1% |
| | 7 | Summer Shore | 1% |
| | 8 | Sycamore Canyon Estates | 2% |
| | 9 | Three Springs | 18% |
| | 10 | Upper Terrace Townhomes | 1% |
| | 11 | Watergate | 1% |
| | 12 | Westlake Canyon Oaks | 9% |
| | 13 | Westlake Colony | 1% |
| | 14 | Westlake Cove | 1% |
| | 15 | Westlake Island | 2% |
| | 16 | Westlake Pointe | 1% |
| | 18 | Westlake Renaissance | 3% |
| | 19 | Westlake Terrace | 0% |
| | 20 | Westlake Trails | 7% |
| | 21 | Other | 5% |
| | 99 | Refused | 0% |

| | | | |
|---|---|---|---|
| D5 | Do you have one or more children in your household under the age of 18? | | |
| | 1 | Yes | 44% |
| | 2 | No | 56% |
| | 99 | Refused | 0% |
| D6 | In what year were you born? Recoded into age categories shown below. | | |
| | 18 to 24 | | 5% |
| | 25 to 34 | | 9% |
| | 35 to 44 | | 20% |
| | 45 to 54 | | 23% |
| | 55 to 64 | | 17% |
| | 65 or older | | 22% |
| | Refused | | 3% |

| *Post-Interview Items* | | | |
|---|---|---|---|
| D7 | Gender | | |
| | 1 | Male | 44% |
| | 2 | Female | 56% |