

COMMUNITY OPINION SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF TEMECULA



JULY 1, 2021



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TABLE OF CONTENTS

Table of Contents	i
List of Tables	iii
List of Figures	iv
Introduction	1
Purpose of Study	1
Overview of Methodology.....	2
Organization of Report.....	2
Acknowledgements	2
Disclaimer	2
About True North.....	2
Just the Facts	3
Quality of Life.....	3
City Services.....	3
Community Facilities & Programs	3
Traffic	4
Economic Development	4
Spending Priorities	4
Schools & Old Town	5
Staff & Council	5
City-resident Communication	5
Conclusions	7
Quality of Life	11
Quality of Life.....	11
Question 2	11
What do you Like Best about Temecula?	12
Question 3	13
Ways to Improve Quality of Life	13
Question 4	14
City Services	15
Overall Satisfaction.....	15
Question 5	15
Specific Services.....	16
Question 6	17
Question 7	18
Differentiators of Opinion	19
Performance Needs & Priorities	21
Community Facilities & Programs	24
Use of Parks and Bike Trails/Lanes	24
Question 8	24
Parks, Trails & Bike Lane Ratings	25
Question 9	26
Recreation Program or Special Event Household Participation	26
Question 10	27
Quality of Programming	27
Question 11	28
Traffic	29
Traffic Circulation	29
Question 12	29
Satisfaction With Efforts to Improve Circulation	30
Question 13	30
Freeway Improvement Grants	31
Question 14	32

Economic Development 34

 Desire Additional Retail Stores 34

 Question 15 34

 Which Stores? 35

 Question 16 35

Spending Priorities 37

 Question 17 37

Schools & Old Town 39

 Quality of Education 39

 Question 18 39

 Old Town Temecula Visits 40

 Question 19 40

 Rating Old Town Experiences 41

 Question 20 41

 Perceived Safety of Old Town 42

 Question 21 43

Staff & Council 44

 Perceptions of City Government 44

 Question 22 44

 City Staff 45

 Question 23 45

 Question 24 46

 City Council 47

 Question 25 47

City-Resident Communication 49

 Overall Satisfaction 49

 Question 26 49

 Information Sources 50

 Question 27 51

 City Council Meeting Viewership 52

 Question 28 52

Background & Demographics 54

Methodology 55

 Questionnaire Development 55

 Programming & Pre-Test 55

 Sample, Recruiting & Data Collection 55

 Margin of Error due to Sampling 55

 Data Processing & Weighting 56

 Rounding 56

Questionnaire & Toplines 57



LIST OF TABLES

Table 1	Satisfaction With Services by Overall Satisfaction With City	19
Table 2	Needs & Priorities Matrix.....	22
Table 3	Spending Priorities by Years in Temecula & Overall Satisfaction (Showing % High Priority)	38
Table 4	Spending Priorities by Area of Residence (Showing % High Priority)	38
Table 5	Demographics of Sample	54



LIST OF FIGURES

Figure 1	Overall Quality of Life	11
Figure 2	Overall Quality of Life by Years in Temecula, Home Ownership Status & Area of Residence	12
Figure 3	Overall Quality of Life by Age & Regularly Commute Outside County	12
Figure 4	Like Most About Living in Temecula	13
Figure 5	Changes to Improve Temecula	14
Figure 6	Overall Satisfaction	15
Figure 7	Overall Satisfaction by Years in Temecula, Home Ownership Status & Area of Residence	16
Figure 8	Overall Satisfaction by Age, Regularly Commute Outside County & Contact With City Council	16
Figure 9	Importance of Services Tier 1	17
Figure 10	Importance of Services Tier 2	17
Figure 11	Satisfaction With Services Tier 1	18
Figure 12	Satisfaction With Services Tier 2	19
Figure 13	Resident Service Needs	23
Figure 14	Used/Visited Facilities in Past 12 Months	24
Figure 15	Used/Visited Facilities in Past 12 Months by Years in Temecula & Area of Residence	25
Figure 16	Used/Visited Facilities in Past 12 Months by Overall Satisfaction, Hsld Rec Program Participation & Home Ownership Status	25
Figure 17	Rating Parks & Recreation Facilities	26
Figure 18	Rating Parks & Recreation Facilities by Visited a City Park or Open Area, Used a City Bike Trail or Bike Lane & Did Not Use a City Park, Open Area or Bike Trail, Bike Lane	26
Figure 19	Participated in a Recreational Program or Special Event	27
Figure 20	Participated in a Recreational Program or Special Event by Years in Temecula, Area of Residence, Overall Satisfaction & Home Ownership Status	27
Figure 21	Recreational Programs & Special Events Rating	28
Figure 22	Rating Traffic Circulation	29
Figure 23	Rating Traffic Circulation by In Residential Areas, Overall & On Major Streets	30
Figure 24	Satisfaction With Traffic Circulation Improvements Efforts	30
Figure 25	Satisfaction With Traffic Circulation Improvements Efforts by Years in Temecula, Area of Residence, Regularly Commute Outside County & Gender	31
Figure 26	Satisfaction With Traffic Circulation Improvements Efforts by Age, Overall Satisfaction & Work Commute Status	31
Figure 27	Aware of City Securing Freeway's Improvements for Near Future	32
Figure 28	Aware of City Securing Freeway's Improvements for Near Future by Years in Temecula, Home Ownership Status & Area of Residence	32
Figure 29	Aware of City Securing Freeway's Improvements for Near Future by Satisfaction With Traffic Improvement Efforts, Regularly Commute Outside County, Overall Satisfaction & Work Commute Status	33
Figure 30	Aware of City Securing Freeway's Improvements for Near Future by Information Sources	33
Figure 31	Desire Additional Retail Stores in Temecula	34
Figure 32	Desire Additional Retail Stores in Temecula by Years in Temecula, Area of Residence & Regularly Commute Outside County	34
Figure 33	Desire Additional Retail Stores in Temecula Age, Gender & Overall Satisfaction	35
Figure 34	Additional Stores Desired in Temecula	35
Figure 35	Spending Priorities	37
Figure 36	Quality of Education	39

Figure 37	Quality of Education by Years in Temecula, Overall Satisfaction & Area of Residence	39
Figure 38	Frequency of Old Town Visits	40
Figure 39	Frequency of Old Town Visits by Years in Temecula, Overall Satisfaction, Home Ownership Status & Gender	40
Figure 40	Frequency of Old Town Visits by Age & Area of Residence	41
Figure 41	Rating of Old Town Temecula	41
Figure 42	Rating of Old Town Temecula by Years in Temecula, Overall Satisfaction & Frequency of Old Town Visits	42
Figure 43	Rating of Old Town Temecula by Age, Home Ownership Status & Area of Residence	42
Figure 44	Perceived Safety of Walking Alone in Old Town	43
Figure 45	Perceived Safety of Walking Alone in Old Town by Age, Gender & Frequency of Old Town Visits	43
Figure 46	Agreement With Statements About Temecula	44
Figure 47	Contact With Staff in Past 12 Months	45
Figure 48	Contact With Staff in Past 12 Months by Years in Temecula, Home Ownership Status & Area of Residence	45
Figure 49	Contact With Staff in Past 12 Months by Age, Gender & Overall Satisfaction	46
Figure 50	Perception of City Staff	46
Figure 51	Contact With City Council in Past 12 Months	47
Figure 52	Contact With City Council in Past 12 Months by Years in Temecula, Home Ownership Status & Area of Residence	47
Figure 53	Contact With City Council in Past 12 Months by Age, Gender & Overall Satisfaction	48
Figure 54	Satisfaction With Communication	49
Figure 55	Satisfaction With Communication by Years in Temecula, Home Ownership Status & Area of Residence	50
Figure 56	Satisfaction With Communication by Age, Gender & Overall Satisfaction	50
Figure 57	Information Sources	51
Figure 58	Information Sources by Overall & Age	51
Figure 59	Information Sources by Home Ownership Status, Satisfaction With Communication & Area of Residence	52
Figure 60	Watched a City Council Meeting in Past 12 Months	52
Figure 61	Watched a City Council Meeting in Past 12 Months by Overall, Years in Temecula, Home Ownership Status & Area of Residence	53
Figure 62	Watched a City Council Meeting in Past 12 Months by Age, Gender & Overall Satisfaction	53
Figure 63	Maximum Margin of Error	56



INTRODUCTION

Located in southwest Riverside County, the City of Temecula is known for championship golf courses, hot-air ballooning, and award-winning wineries. Incorporated in 1989 and currently home to an estimated 114,751 residents,¹ the City has a team of full- and part-time employees that provides services through more than a dozen departments, agencies, and programs, including Building and Safety, City Clerk's Office, City Manager's Office, Community Development, Community Services, Economic Development, Finance, Fire Department, Information Technology, Police Department, and Public Works.

As part of its commitment to provide high quality services and responsive local governance, the City of Temecula engages 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 providing timely, accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community *as a whole*. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias—the City receives feedback only from those are motivated enough to initiate the feedback process. Because these residents tend to be either *very* pleased or *very* displeased with the service they have received, their collective opinions are not necessarily representative of the City's resident population as a whole.

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

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

- Identify issues of importance for residents, as well as perceptions of the quality of life in Temecula;
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on topics including community facilities and programs, traffic, economic development, Old Town, parks and recreation, and infrastructure to help inform Temecula's strategic priorities;
- Profile satisfaction with the City's communication efforts and identify residents' preferred information sources; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

1. Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 55). In brief, the survey was administered to a random sample of 923 adults who reside within the City of Temecula. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, and phone) and multiple data collection methods (phone and online). Administered between March 23 and April 1, 2021, the average interview lasted 18 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 57), and a complete set of crosstabulations for the survey results is contained in Appendix A.

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

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

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

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.



JUST THE FACTS

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

QUALITY OF LIFE

- The overwhelming majority (88%) of respondents shared favorable opinions of the quality of life in Temecula, with 52% reporting it is excellent and 36% stating it is good. Eleven percent (11%) of residents indicated the quality of life in the City is fair, whereas 1% used poor or very poor to describe quality of life in the City.
- When asked in an open-ended manner to describe what they like best about living in the City of Temecula, the most common responses included mentions of the City's public safety/low crime rate (18%), proximity/access to local shopping and services (18%), and overall cleanliness and appearance (17%). Comments about friends, family, and neighbors (14%), Temecula's small town feel and community involvement (13%), proximity to areas and attractions outside the City (10%), access to local wineries and vineyards (9%), and parks and recreation opportunities (9%) were also popular responses.
- Asked what the city government could do to improve the quality of life in Temecula, approximately 15% of residents surveyed said they could not think of anything to change or that no changes were needed. Among specific improvements desired by respondents, reducing traffic congestion was mentioned most frequently (26%), followed by addressing homeless issues (12%), improving and repairing roads (8%), improving police protection and public safety (8%), and limiting growth and development (8%).

CITY SERVICES

- More than eight-in-ten Temecula residents (83%) indicated they were either very or somewhat satisfied with the City's overall efforts to provide municipal services. Approximately 11% were very or somewhat dissatisfied, whereas 7% were unsure or unwilling to share their opinion.
- When asked to rate the importance of a variety of City services, respondents assigned the highest importance to providing emergency paramedic services (96% extremely or very important), maintaining local streets and roads (94%), maintaining a low crime rate (94%), providing fire protection and prevention services (92%), and providing reliable garbage and recycling services (89%).
- Across a variety of specific services, respondents reported being most satisfied with the City's efforts to provide fire protection and prevention services (97% very or somewhat satisfied), emergency paramedic services (95%), reliable garbage and recycling services (92%), a variety of parks and recreation facilities (91%), and library services (91%), as well as the City's efforts to satisfy residents' needs for shopping opportunities (88%).

COMMUNITY FACILITIES & PROGRAMS

- Eighty-five percent (85%) of respondents reported that they and/or another member of their household had visited a City of Temecula park or open space area during the 12 months preceding the interview, whereas nearly half (47%) indicated their household had used a City bike trail or bike lane during the same period.

- Better than eight-in-ten respondents used excellent or good to describe the overall quality (87%), appearance (86%), and accessibility (82%) of Temecula's parks, trails and bike lanes. More than three-quarters (76%) also rated the safety of Temecula's parks, trails and bike lanes as excellent or good.
- Approximately one-in-five respondents (18%) indicated that they and/or another member of their household had participated in a special event or recreation program offered by the City of Temecula in the 12 months prior to taking the survey.
- Among those who had participated in a special event or program, 85% rated the quality of Temecula's recreation programs and special events as excellent (37%) or good (48%), 13% rated them as fair, while less than 2% used poor or very poor to describe the quality of the programs and events.

TRAFFIC

- Nearly three-quarters of residents provided positive assessments of traffic circulation in residential areas of Temecula, rating it as either excellent or good (72%).
- Approximately one-third (34%) of respondents provided a rating of excellent or good when asked about traffic circulation *overall* within Temecula, while less than one-quarter perceived traffic circulation on major streets in the City to be excellent or good.
- Approximately six-in-ten respondents indicated they were very (19%) or somewhat (42%) satisfied with the City's efforts to improve traffic circulation by improving roads and intersections, implementing traffic calming measures, timing traffic signals, and other measures, whereas 36% were dissatisfied and 4% were unsure.
- At the time of the survey, one-third of Temecula residents (32%) indicated they were aware that the City of Temecula was successful in securing grants to fund improvements to local freeways, including building auxiliary lanes on Interstate 15 between onramps and offramps through Temecula *and* improving the 15 and 215 interchange by adding two northbound freeway connector lanes.

ECONOMIC DEVELOPMENT

- When asked if there are retail stores their household currently shops at outside the City that they would like to have available in Temecula, 43% of residents answered in the affirmative.
- The most commonly mentioned category of store desired by Temecula residents was specialty organic food stores such as Whole Foods and Trader Joe's (28%), followed by furniture and home decor stores like IKEA, Bed, Bath & Beyond, At Home, and Crate & Barrel (19%), high-end department stores such as Nordstrom (19%), upscale clothing stores including Ann Taylor, Banana Republic, and Zara (12%), and sporting goods/outdoor recreation stores such as Bass Pro Shop and REI (10%).

SPENDING PRIORITIES

- When asked to rate 15 items in terms of their priority for future City funding, making infrastructure improvements to improve traffic circulation was assigned the highest priority (93% citing it as at least a medium priority), followed by advocating to State and Federal Departments of Transportation to improve traffic circulation on I-15 (92%), acquiring and protecting open space and natural habitat areas (79%), encouraging the upkeep and rehabilitation of existing commercial centers (77%), and providing incentives to attract new employers and jobs to the City (76%).

- At the other end of the spectrum, residents were less apt to rank building additional park-n-ride lots for carpoolers (34%) and encouraging the development of affordable housing (51%) as a high or medium priority for future City funding.

SCHOOLS & OLD TOWN

- Two-thirds of respondents (66%) felt that, in general, the quality of education provided in Temecula's public schools was excellent (28%) or good (38%). Nine percent (9%) rated the quality of education as fair, 5% said poor, and 2% very poor. The remaining respondents were either unsure (17%) or preferred to not answer the question (1%).
- About one-in-five residents (19%) indicated they visit Old Town Temecula at least once per week, and another 24% said they visit the area two to three times per month. The remaining respondents stated they visit Old Town once per month (23%), less often than once per month (28%), or never (6%).
- When asked to describe their experiences in Old Town, two-thirds of respondents described them as excellent (27%) or good (44%). Approximately one-in-five residents (20%) said their experiences in Old Town were fair, 4% said poor, and 3% rated their experiences as very poor.
- Nearly all respondents (94%) offered that they feel safe walking alone in Old Town Temecula during the day. As one might expect, feelings of safety declined after dark, with 65% indicating they feel safe walking alone in Old Town once the sun goes down, 27% stating they feel unsafe, and 8% indicating the scenario wasn't applicable to them.

STAFF & COUNCIL

- Better than eight-in-ten respondents with an opinion agreed with the statements *The City manages its finances well* (82%) and *I trust the City of Temecula* (82%). More than three-quarters of respondents agreed that *The City is responsive to residents' needs* (76%), while 70% agreed that *The City listens to residents when making important decisions*.
- Twenty-four percent (24%) of residents indicated they had contact with City staff in the 12 months prior to the interview.
- When those who had interacted with city staff were given the opportunity to describe staff's performance, 95% felt that staff members were professional, 95% said they were courteous, 91% said they were knowledgeable, and 89% considered staff to be helpful.
- One-in-ten respondents (10%) reported that they had been in contact with one or more City of Temecula councilmembers in the 12 months preceding the interview.

CITY-RESIDENT COMMUNICATION

- More than two-thirds of respondents (69%) indicated they were satisfied with City efforts to communicate with residents through newsletters, the Internet, social media, and other means. The remaining respondents were either somewhat (12%) or very (6%) dissatisfied with the City's efforts in this respect, or did not provide an opinion (14%).
- The most frequently-cited source for City of Temecula news, information and programming was the City's website (43%), followed by email notifications from the City (27%), social media (not the City's sources) (24%), the City's newsletter *Inside Temecula* (23%), the Internet/websites in general (not the City's) (21%), and friends/family/associates (17%). Other sources mentioned by at least 10% of respondents included the City's Facebook page (16%), local newspapers (13%), the City's Instagram page (12%), and direct mail from the City (11%).

- Nearly one-in-five respondents (18%) had watched a televised and/or live-streamed City Council meeting in the 12 months prior to the interview.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Temecula with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services, facilities, and policies provided by the City. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, planning, establishing budget priorities, and community engagement.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the survey results answer 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 Temecula residents?

The year leading up to the *2021 Community Opinion Survey* was punctuated by difficult and dramatic events in Temecula. The coronavirus pandemic that arrived in early 2020 has taken lives, threatened livelihoods, and forced dramatic changes in the way Temeculans live, work, socialize, and play. Non-essential businesses were shuttered for weeks or months at a time to curb the spread of COVID-19, and the City's operations were also adjusted to protect public health and adhere to State guidelines. Services that could be effectively moved to an online format were able to continue in that form, whereas other programs and services were modified, curtailed, or canceled to protect the safety of the public and City employees. Many city facilities were also closed for much of the pandemic to prevent the spread of COVID-19, including the Temecula City Hall, recreation centers, community centers, and museums.

Against this turbulent backdrop, residents' opinions of their community and city government remained positive. More than eight-in-ten residents (83%) indicated they were satisfied with the City's overall efforts to provide municipal services, whereas just 11% were dissatisfied and the remaining 7% were unsure or did not provide a response. The high level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific services, with the highest satisfaction scores assigned to the City's efforts to provide fire protection and prevention services, emergency paramedic services, reliable garbage and recycling services, a variety of parks and recreation facilities, and library services, as well as the City's efforts to satisfy residents' needs for shopping opportunities (see *Specific Services* on page 16). For all but one of the 22 service areas tested, the City is meeting or exceeding the needs and expectations of *at least* two-thirds of its residents—and for many services the City is meeting the needs of at least 80% of residents (see *Performance Needs & Priorities* on page 21).

City staff appear to be instrumental in keeping resident satisfaction high. When those who had contact with the City during the 12 months prior to the survey were asked to comment on staff's performance, staff received high marks for being professional, courteous, helpful, and knowledgeable (see *City Staff* on page 45).

The City's performance in providing municipal services has also contributed to a high quality of life for residents. An overwhelming majority of residents surveyed (88%) rated the quality of life in Temecula as excellent or good. This sentiment was also widespread across a host of resident subgroups based on length of residence, home ownership status, area of the City in which they live, age, commute status, and other demographics—with the percentage rating the quality of life in Temecula as excellent or good ranging between 78% to 91% (see *Quality of Life* on page 11). When asked what they liked most about living in Temecula, the City's low crime rate, the availability of shopping and services, and the City's appearance and cleanliness were among the top mentions. To quote one resident: *Everything about Temecula is beautiful. The City has always invested money in keeping public areas clean and manicured. Safety is also a priority to my family and I and we feel safe living here. In addition, the school system is excellent and... the City also offers programs to keep children busy and active such as sports, swimming, and beautiful parks to play at. Finally, there is a great selection of things for adults to do.* And to underscore this point, it must be noted that when asked about desired changes to improve Temecula, a significant percentage of residents surveyed (15%) said they could not think of anything to change or that no changes were needed.

Where should the City focus its efforts in the future?

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

Considering respondents' verbatim answers regarding what city government could do to make Temecula a better place to live (see *Ways to Improve Quality of Life* on page 13), the list of services and their respective priority status for future attention (see *Performance Needs & Priorities* on page 21), and the manner in which residents prioritize among a variety of projects and programs that could receive funding in the future (see *Spending Priorities* on page 37), the topics of improving traffic circulation, managing growth and development, acquiring and protecting open space areas and natural habitats, addressing homelessness, providing neighborhood police patrols, and providing for diversity and

inclusion in City events, services, programs and policies stood out as the key areas of opportunity and interest for residents.

Having identified the above topics as areas of focus for residents and potential opportunities to further enhance resident satisfaction, it is also important to stress that the appropriate strategy is often a combination of communication and actual service improvements. Although reducing traffic congestion is clearly a priority for residents, for example, it was also the case that two-thirds of residents were *not* aware of the City's hard work in partnering with regional, state and federal transportation agencies and recent success in securing grant funds to make much-needed improvements on local freeways—including the construction of auxiliary lanes on Interstate 15 between onramps and offramps through Temecula *and* improving the I-15 and I-215 interchange by adding two northbound freeway connector lanes that will begin this year (see *Freeway Improvement Grants* on page 31). Choosing the appropriate balance of actual service improvements and efforts to raise public awareness/understanding on these matters will be key to maintaining and improving residents' overall satisfaction in the future.

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

How well is the City communicating with residents?

The importance of city communication with residents 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 the community and from the community to the City. This study is just one example of Temecula's efforts to enhance the information flow *to* the City to better understand the community's concerns, perceptions, and needs. Some of Temecula's many efforts to communicate with its residents include its newsletters, timely press releases, website, various social media accounts, and broadcast and streamed Council Meetings.

Keeping up with the challenge of communicating with residents has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add

to the challenge, resident preferences for information sources are also dynamic, subject to change as new services are made available while others may fade in popularity, making thorough, effective communication a *moving* target for public agencies.

The present survey provides mixed-news with respect to city-resident communication. On the positive side, city-sponsored sources were well-represented among the sources respondents mentioned when asked where they turn to find out about City of Temecula news, information, and programming. Indeed, the City's website and email notifications from the City were the top two sources, and the City's newsletter *Inside Temecula* rounded out the top four ranking. In True North's experience, a high level of satisfaction with a city's communication efforts is generally associated with and likely caused by a greater reliance among residents on *city-sponsored* sources of information such as newsletters, websites, and related publications (see *Information Sources* on page 50).

The above notwithstanding, the study did find a significant percentage of respondents who were either unsure (12%) or dissatisfied (17%) when asked about their satisfaction with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means (see *City-Resident Communication* on page 49). Although by no means the majority, those who were unsure or unsatisfied with the City's communication efforts were more likely than their counterparts to rely on secondary information sources (non-city websites, newspapers, radio, television), less likely to rely on city-sponsored sources, and generally less likely to report being satisfied with municipal services in general. The relationship between city-resident communication and perceptions of the City's overall performance in providing municipal services was pronounced. Among those who reported being satisfied with the City's communication efforts, 89% indicated they were also satisfied with the City's overall performance in providing municipal services. The corresponding figure among those dissatisfied with the City's communication efforts was 68%.

It is important to recognize that the challenges associated with city-resident communication will continue to change (and may continue to grow) as secondary sources proliferate and technology changes. To stay ahead of the curve, Temecula, like other cities, should periodically conduct a careful review of its communications strategies and budget to ensure that both are evolving accordingly. With respect to the *content* of city communications, addressing the topics that residents identify as their priority areas of interest (e.g., traffic congestion, managing growth and development, public safety, homelessness) can also help improve resident satisfaction and clear-up misinformation that may circulate among secondary sources.

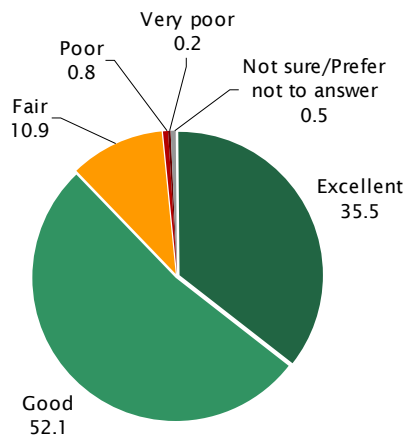
QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in Temecula, what residents like most about the City, and what city government could do to improve the quality of life in Temecula.

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 (88%) of respondents shared favorable opinions of the quality of life in Temecula, with 52% reporting it is excellent and 36% stating it is good. Eleven percent (11%) of residents indicated the quality of life in the City is fair, whereas 1% used poor or very poor to describe quality of life in the City.

Question 2 *I'd like to begin by asking you a few questions about what it is like to live in the City of Temecula. 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 OVERALL QUALITY OF LIFE



For the interested reader, figures 2 and 3 on the next page show how ratings of quality of life in Temecula varied by years of residence, home ownership status, area of residence, age of the respondent, and whether or not the respondent regularly commutes outside of Riverside County for their job. Regardless of subgroup category, respondents generally shared very positive assessments of the quality of life in the City, with the percentage rating it as excellent or good ranging between 78% to 91%.

FIGURE 2 OVERALL QUALITY OF LIFE BY YEARS IN TEMECULA, HOME OWNERSHIP STATUS & AREA OF RESIDENCE

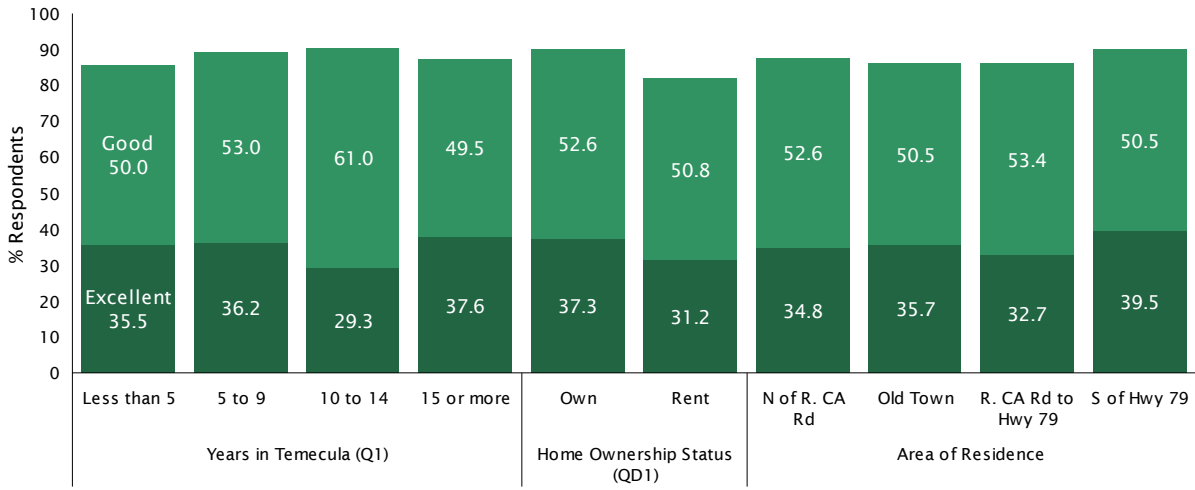
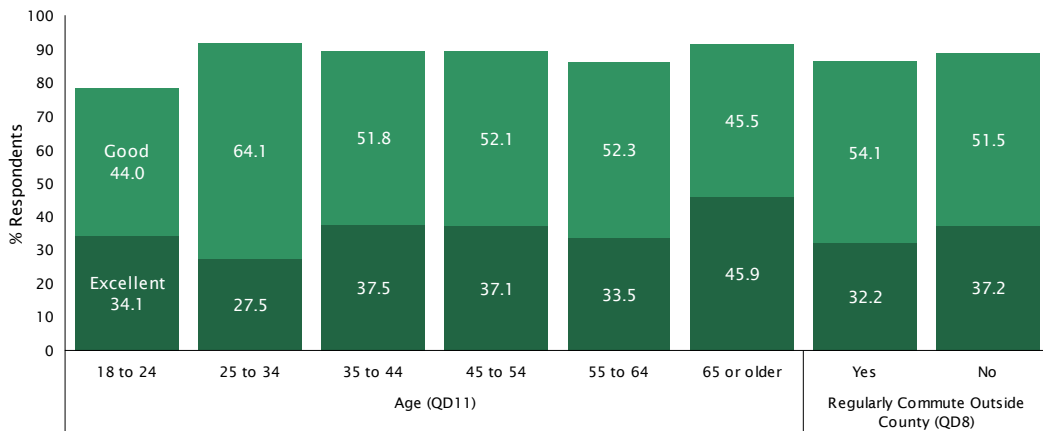


FIGURE 3 OVERALL QUALITY OF LIFE BY AGE & REGULARLY COMMUTE OUTSIDE COUNTY

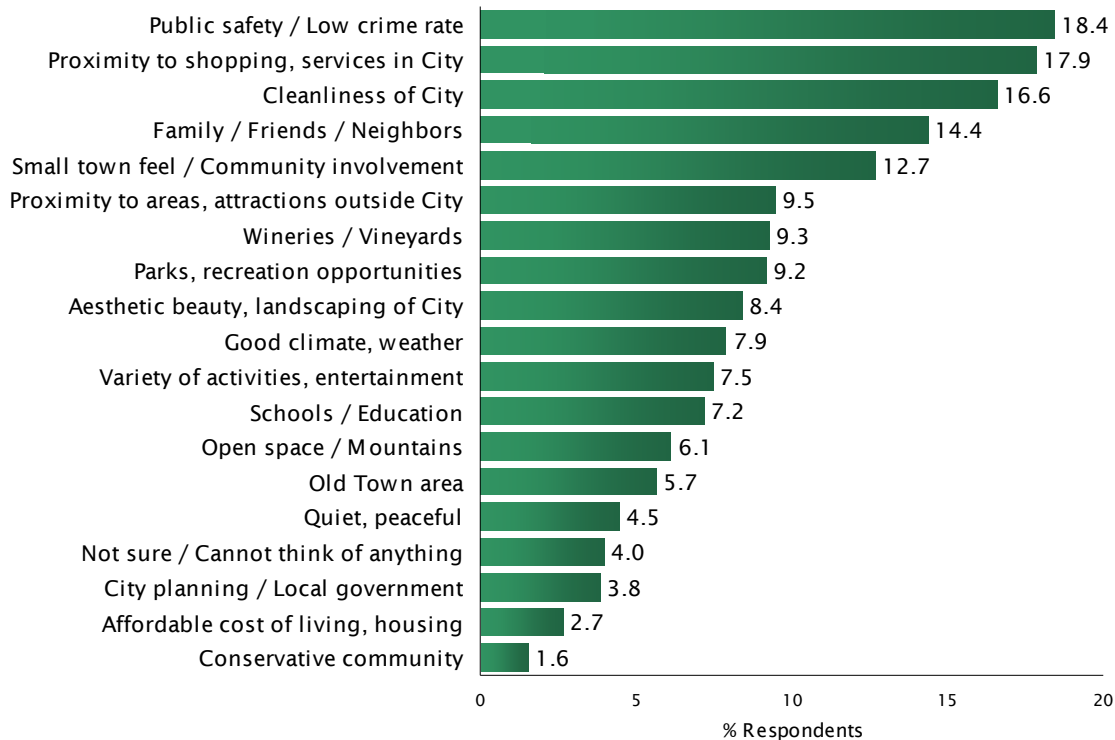


WHAT DO YOU LIKE BEST ABOUT TEMECULA? The survey next asked respondents what they most liked about living in Temecula. Question 3 was asked in an open-ended manner, which allowed respondents to mention any aspect that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 4 on the next page. Multiple responses were allowed for this question, which means that the percentages shown in the figure represent the percentage of respondents who mentioned each aspect.

The most common response categories included mentions of the City’s public safety/low crime rate (18%), proximity/access to local shopping and services (18%), and overall cleanliness and appearance of the City (17%). Comments about friends, family, and neighbors (14%), Temecula’s small town feel and community involvement (13%), proximity to areas and attractions outside the City (10%), access to local wineries and vineyards (9%), and parks and recreation opportunities (9%) were also popular responses when asked what they like most about living in Temecula.

Question 3 *What are the one or two things that you like most about living in the City of Temecula?*

FIGURE 4 LIKE MOST ABOUT LIVING IN TEMECULA

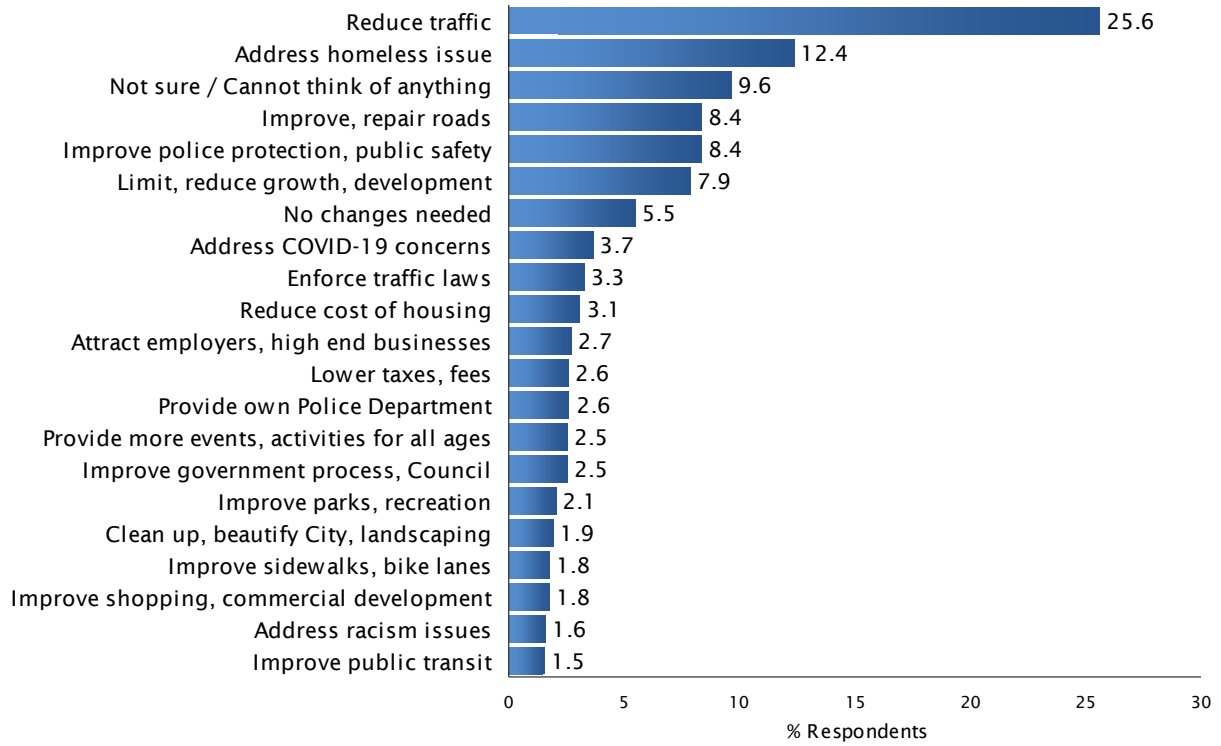


WAYS TO IMPROVE QUALITY OF LIFE Having gauged what respondents liked most about living in Temecula, the survey pivoted to ask what one thing the City could change to make Temecula a better place to live, now and in the future. As with the previous question, Question 4 was asked in an open-ended manner, and the verbatim responses were recorded and later grouped into the categories shown in Figure 5 on the next page.

Approximately 15% of residents surveyed said they could not think of anything to change (10%) or that no changes were needed (6%). Among specific improvements desired by respondents, reducing traffic congestion was mentioned most frequently (26%), followed by addressing homeless issues (12%), improving and repairing roads (8%), improving police protection and public safety (8%), and limiting growth and development (8%). All other improvements were mentioned by less than 5% of respondents.

Question 4 *If the City government could change one thing to make Temecula a better place to live now and in the future, what change would you like to see?*

FIGURE 5 CHANGES TO IMPROVE TEMECULA



CITY SERVICES

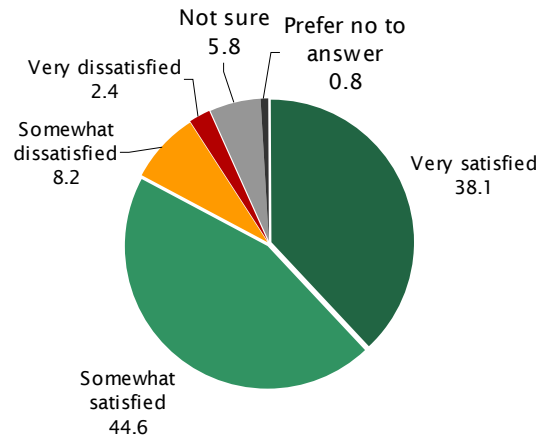
After measuring respondents' perceptions of the quality of life in Temecula, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

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

As shown in Figure 6, more than eight-in-ten Temecula residents (83%) indicated they were either very or somewhat satisfied with the City's efforts to provide municipal services. Approximately 11% were very or somewhat dissatisfied, whereas 7% were unsure or unwilling to share their opinion.

Question 5 *Next, I'm going to ask a series of questions about services provided by the City of Temecula. Generally speaking, are you satisfied or dissatisfied with the job the City is doing to provide city services?*

FIGURE 6 OVERALL SATISFACTION



The next two figures display how residents' opinions about the City's overall performance in providing municipal services varied by years in Temecula, home ownership status, area of residence, age, whether or not the respondent regularly commutes outside of Riverside County for their job, and contact with City Council in the past 12 months. The most striking pattern in the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 6 above) were generally echoed across resident subgroups, with satisfaction ranging from a low of 76% to a high of 92% for all subgroups.

FIGURE 7 OVERALL SATISFACTION BY YEARS IN TEMECULA, HOME OWNERSHIP STATUS & AREA OF RESIDENCE

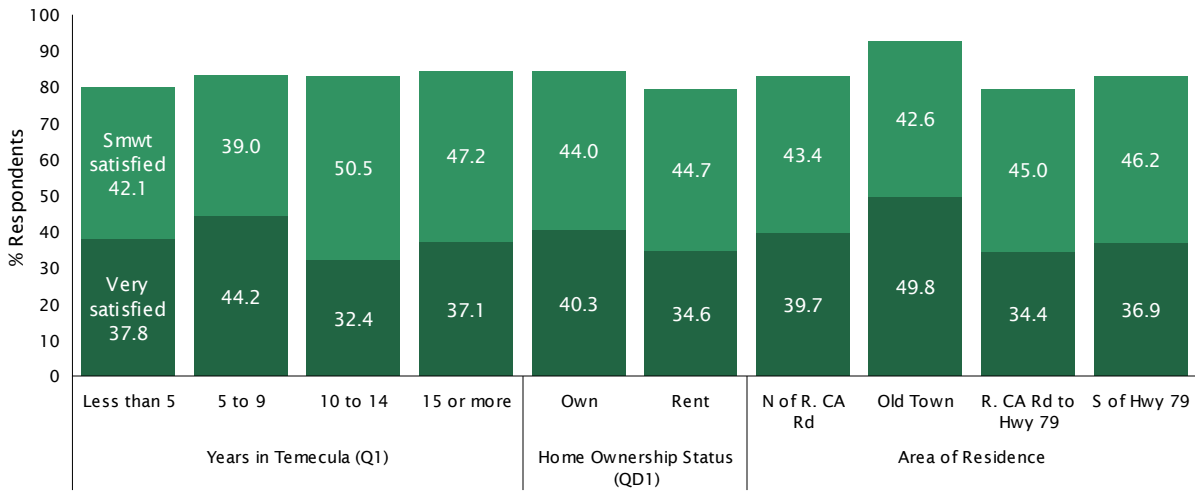
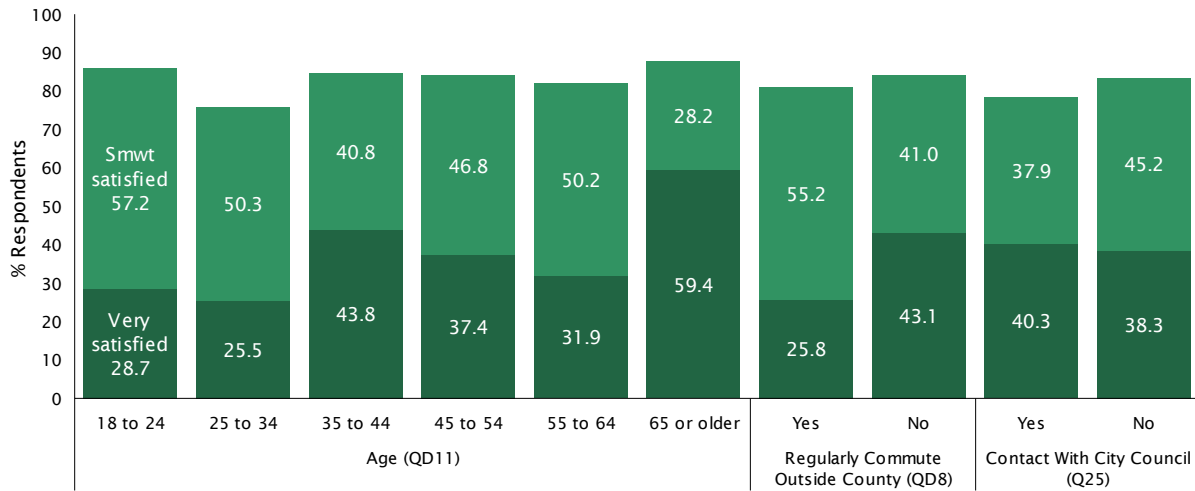


FIGURE 8 OVERALL SATISFACTION BY AGE, REGULARLY COMMUTE OUTSIDE COUNTY & CONTACT WITH CITY COUNCIL



SPECIFIC SERVICES Whereas Question 5 addressed the City’s *overall* performance, the next two-question series asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were first asked if they thought the service was extremely important, very important, somewhat important, or not at all important. Respondents were then asked about their satisfaction with these same services. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figures 9 and 10 on the next page present the 26 services tested, sorted into two tiers according to the percentage of respondents that rated each service as *at least* very important. In general, Temecula residents rated public safety and public works as the most important service areas. More specifically, providing emergency paramedic services (96% extremely or very important), maintaining local streets and roads (94%), maintaining a low crime rate (94%), providing fire protection and prevention services (92%), and providing reliable garbage and recycling services (89%) received the highest overall importance ratings from residents.

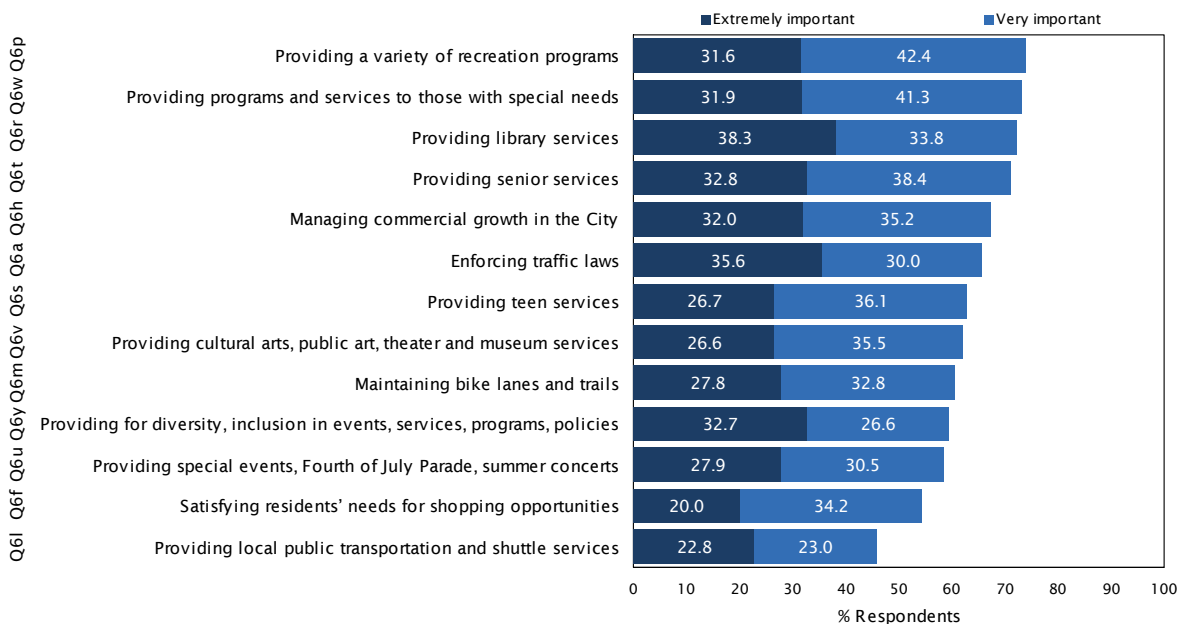
At the other end of the spectrum, providing local public transportation and shuttle services (46%), satisfying residents’ needs for shopping opportunities (54%), providing special events, such as the Fourth of July Parade and summer concerts (58%), providing for diversity and inclusion within City events, services, programs and policies (59%), and maintaining bike lanes and trails (61%) were viewed as less important overall.

Question 6 For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.

FIGURE 9 IMPORTANCE OF SERVICES TIER 1



FIGURE 10 IMPORTANCE OF SERVICES TIER 2

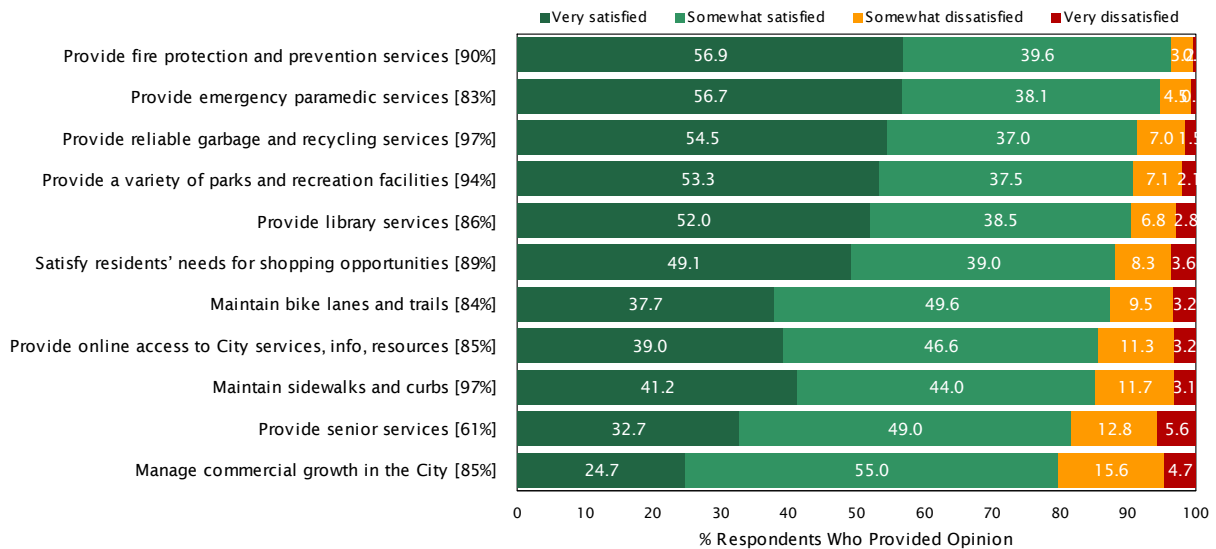


Turning to the satisfaction component, figures 11 and 12 sort the same list of services according to the percentage of respondents who indicated that they were either very or somewhat satisfied with the City’s efforts to provide the service.² For ease of comparison across services, only respondents who provided an opinion (either satisfied or dissatisfied) are included in the figures—those who did not share an opinion were removed from this analysis. The percentage who offered an opinion and were included in this analysis is shown in brackets to the right of each service label. Thus, for example, among the 90% of respondents who expressed an opinion about the City’s efforts to provide fire protection and prevention services, 57% were very satisfied and 40% were somewhat satisfied.

Respondents were most satisfied with the City’s efforts to provide fire protection and prevention services (97% very or somewhat satisfied), emergency paramedic services (95%), reliable garbage and recycling services (92%), a variety of parks and recreation facilities (91%), and library services (91%), as well as the City’s efforts to satisfy residents’ needs for shopping opportunities (88%). At the other end of the spectrum, respondents were less satisfied with the City’s performance in managing residential growth in the City (52%), providing neighborhood police patrols (70%), and acquiring and protecting natural open space (70%).

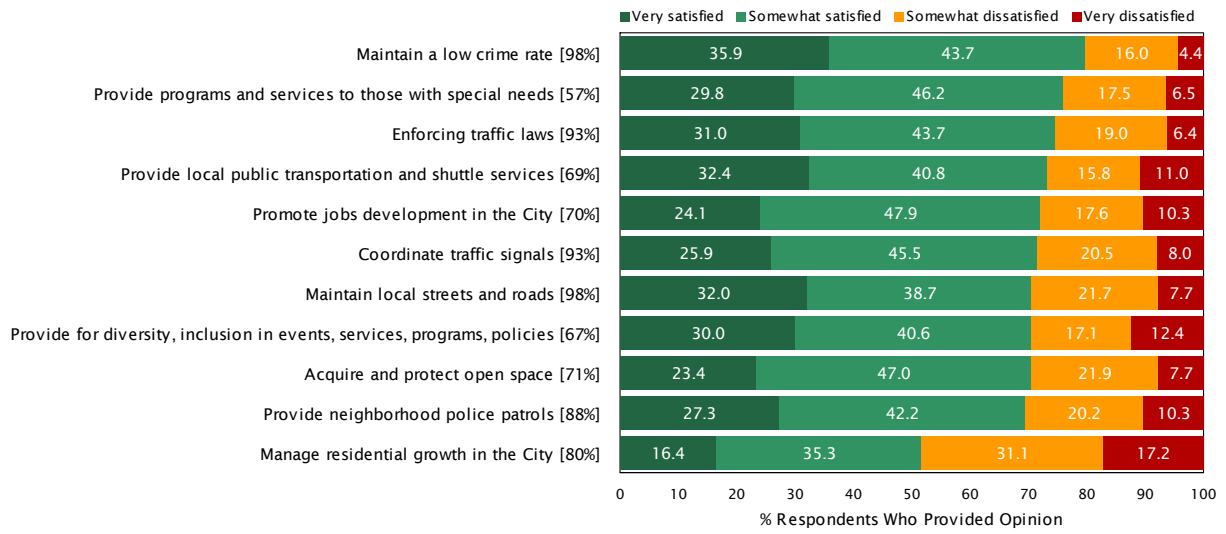
Question 7 *For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion?*

FIGURE 11 SATISFACTION WITH SERVICES TIER 1



2. Due to the COVID-19 pandemic and corresponding health regulations, the City was compelled to greatly curtail its services in select areas in the 12 months prior to the survey. This was particularly the case for recreational programs, teen services, special events, and cultural arts, theater and museum services. For this reason, these services were not included in Question 7.

FIGURE 12 SATISFACTION WITH SERVICES TIER 2



DIFFERENTIATORS OF OPINION For the interested reader, Table 1 displays how the level of satisfaction with each specific service tested in Question 7 varied according to residents’ overall performance ratings for the City (see *Overall Satisfaction* on page 15). The table divides residents who were satisfied with the City’s *overall performance* into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms of the percentage who indicated they were satisfied with the City’s efforts to provide each service tested in Question 7 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

TABLE 1 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH CITY

		City’s Overall Performance (Q4)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied With Each Service	Provide programs and services to those with special needs	81.0	38.8	42.3
	Provide senior services	87.8	46.1	41.7
	Provide for diversity, inclusion within City events, services, programs, policies	76.6	35.4	41.2
	Maintain local streets and roads	74.5	37.5	37.0
	Provide online access to City services, information, and resources	90.8	56.1	34.7
	Promote jobs development in the City	76.4	45.3	31.1
	Provide library services	93.8	63.0	30.8
	Provide local public transportation and shuttle services	77.3	51.7	25.7
	Maintain a low crime rate	81.7	56.2	25.4
	Acquire and protect open space	75.2	50.2	25.0
	Maintain sidewalks and curbs	87.7	63.2	24.6
	Provide neighborhood police patrols	72.1	48.5	23.6
	Manage residential growth in the City	56.1	33.7	22.4
	Enforcing traffic laws	76.8	55.1	21.7
	Satisfy residents’ needs for shopping opportunities	90.2	68.7	21.5
	Provide a variety of parks and recreation facilities	94.0	74.2	19.9
	Manage commercial growth in the City	81.1	64.6	16.5
	Provide emergency paramedic services	96.6	83.6	12.9
	Provide reliable garbage and recycling services	92.9	82.4	10.5
	Maintain bike lanes and trails	88.1	78.0	10.0
Provide fire protection and prevention services	97.3	89.5	7.8	
Coordinate traffic signals	72.1	68.1	4.0	

When compared with their counterparts, those satisfied with the City’s *overall* performance in providing city services were also more likely to express satisfaction with the City’s efforts to provide each of the specific services tested in Question 7. With that said, the greatest specific differ-

entiaters of opinion between satisfied and dissatisfied residents were found with respect to the City's efforts to provide programs and services to those with special needs, provide senior services, provide for diversity and inclusion within City events, services, programs and policies, and maintain local streets and roads. At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City's efforts to coordinate traffic signals, provide fire protection and prevention services, maintain bike lanes and trails, and provide reliable garbage and recycling services.



PERFORMANCE NEEDS & PRIORITIES

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

Rather than rely on *averages* to conduct this analysis, True North has developed an *individualized* approach to identifying priorities. This approach is built on the recognition that opinions will vary from resident to resident and that understanding this variation is required for assessing how well the City is meeting residents' needs.³ Table 2 on the next page presents a grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* options, and the vertical scale corresponds to the four *satisfaction* options. The 16 cells within the grid are grouped into one of six categories based on how well the City is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

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

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

TABLE 2 NEEDS & PRIORITIES MATRIX

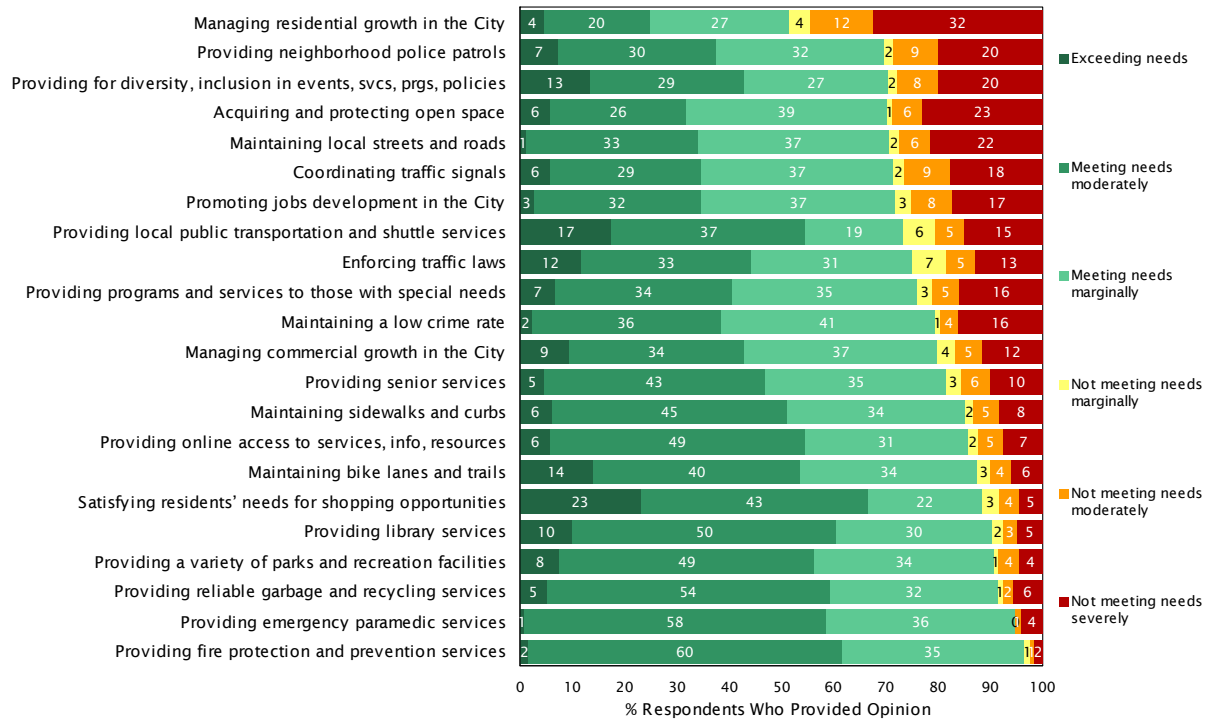
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs,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

Using this framework, True North categorized respondents individually for each of the 22 services tested in the study. Thus, for example, a respondent who indicated that managing residential growth was somewhat important and they were very satisfied with the City’s efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service (e.g., coordinating traffic signals) if they were somewhat dissatisfied with the City’s efforts to provide the service, but the service was viewed as only somewhat important.

Figure 13 on the next page presents the 22 services tested, along with the percentage of respondents who were grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 13 is consistent with that presented in Table 2. Thus, for example, in the service area of managing residential growth in the City, the City is exceeding the needs of 4% of respondents, moderately meeting the needs of 20% of respondents, marginally meeting the needs of 27% of respondents, marginally not meeting the needs of 4% of respondents, moderately not meeting the needs of 12% of respondents, and severely not meeting the needs of 32% of respondents.

As shown in the figure, the City is meeting the needs of *at least* two-thirds of residents for 21 of 22 services tested. Operating from the management philosophy that, all other things being equal, the City should focus on improving those services that have the highest percentage of residents for which the City is currently *not* meeting their needs, the services have been sorted by order of priority. Thus, managing residential growth in the City is the top priority, followed by providing neighborhood police patrols, providing for diversity and inclusion within City events, services, programs and policies, acquiring and protecting open space, and maintaining local streets and roads.

FIGURE 13 RESIDENT SERVICE NEEDS



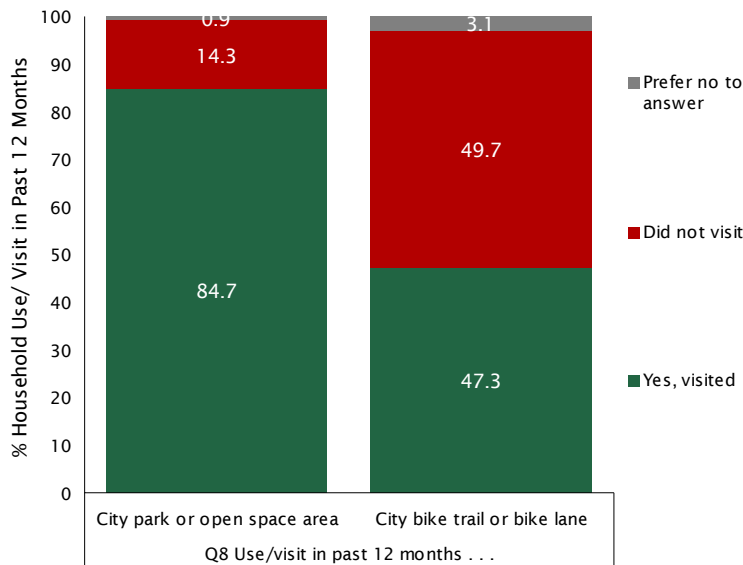
COMMUNITY FACILITIES & PROGRAMS

By providing areas and opportunities to recreate, relax, and play, the City of Temecula’s parks, recreation facilities, community centers, and scheduled activities, classes, and special events help 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 four questions of the survey sought to profile residents’ use and perceptions of community parks, bike lanes and trails, as well as their participation in, and opinions about, City-sponsored programs and special events.

USE OF PARKS AND BIKE TRAILS/LANES The first question of this series measured household visits to, or use of, a City park, open space area, and bike lane or bike trail during the 12 months preceding the interview. As shown in Figure 14, 85% of respondents reported that they and/or another member of their household had visited a City park or open space area during the 12 months preceding the interview, whereas nearly half (47%) indicated their household had used a City bike trail or bike lane during the same period.

Question 8 *As I read each of the following community facilities, please tell me whether you or another member of your household has visited this facility in the past 12 months. In the past 12 months, have you or another member of your household: _____?*

FIGURE 14 USED/VISITED FACILITIES IN PAST 12 MONTHS



Figures 15 and 16 on the next page demonstrate that the percentage of households that visited a City park or open space area in the year prior to the interview was quite consistent regardless of how long the respondent had lived in Temecula, the area of the City in which they lived, their level of satisfaction with the City’s overall performance in providing municipal services, their participation in a City-provided recreation program, and home ownership status. Households that had participated in a City-provided recreation program during the past year stood out for also being the most likely to have used a bike lane or bike trail in Temecula during this period.

FIGURE 15 USED/VISITED FACILITIES IN PAST 12 MONTHS BY YEARS IN TEMECULA & AREA OF RESIDENCE

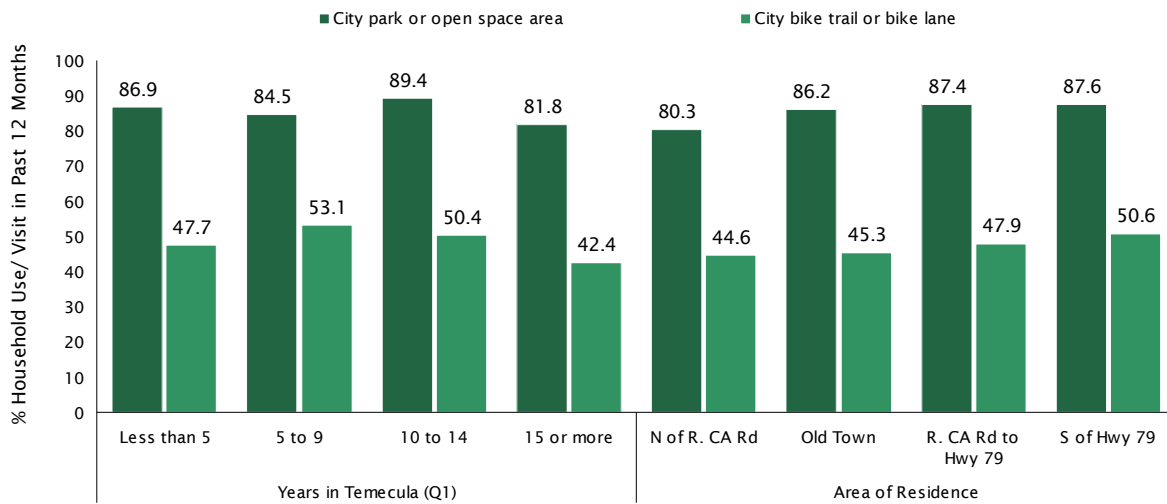
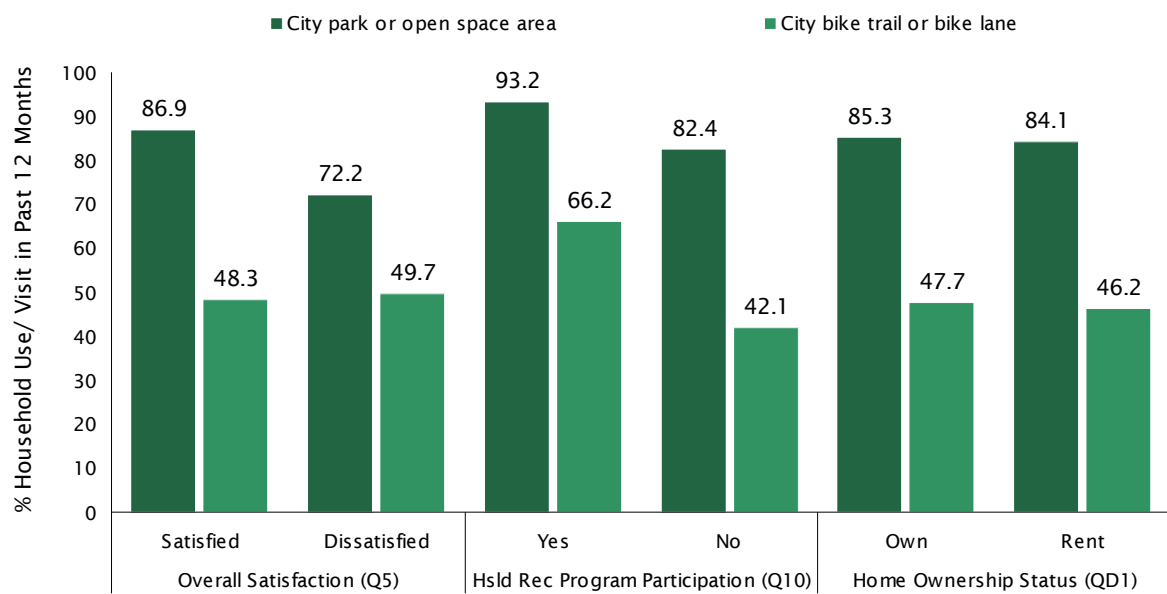


FIGURE 16 USED/VISITED FACILITIES IN PAST 12 MONTHS BY OVERALL SATISFACTION, HSLD REC PROGRAM PARTICIPATION & HOME OWNERSHIP STATUS



PARKS, TRAILS & BIKE LANE RATINGS All respondents, regardless of a visit mentioned in Question 8, were asked to rate the overall quality, safety, accessibility, and appearance of Temecula’s parks, trails and bike lanes. Better than eight-in-ten respondents used excellent or good to describe the overall quality (87%), appearance (86%), and accessibility (82%) of Temecula’s parks, trails and bike lanes. More than three-quarters (76%) also rated the safety of Temecula’s parks, trails and bike lanes as excellent or good.

Figure 18 on the next page shows that respondents who had visited a Temecula park or open space area, as well as those who had used a City bike lane or trail, were somewhat more likely than their counterparts to provide positive ratings for the City’s parks, trails and bike lanes with respect to their overall quality, appearance, accessibility, and safety.

Question 9 How would you rate the _____ of Temecula's parks, trails and bike lanes? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 17 RATING PARKS & RECREATION FACILITIES

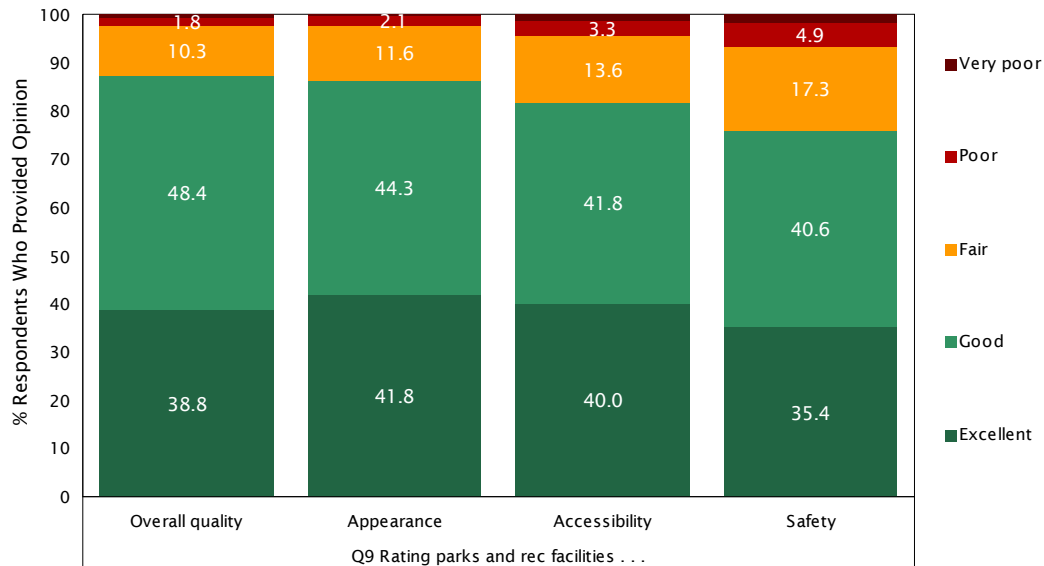
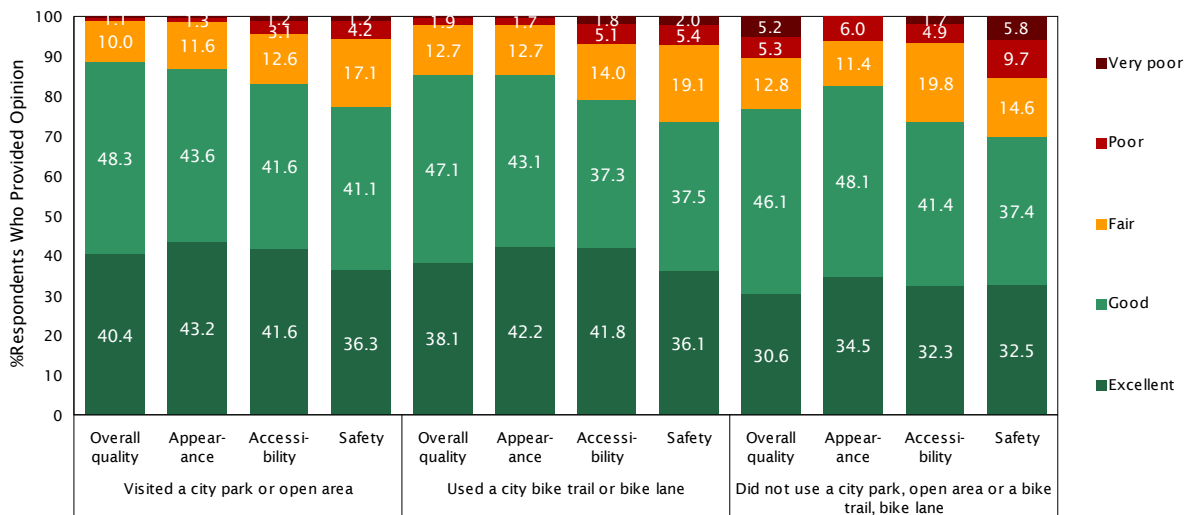


FIGURE 18 RATING PARKS & RECREATION FACILITIES BY VISITED A CITY PARK OR OPEN AREA, USED A CITY BIKE TRAIL OR BIKE LANE & DID NOT USE A CITY PARK, OPEN AREA OR BIKE TRAIL, BIKE LANE

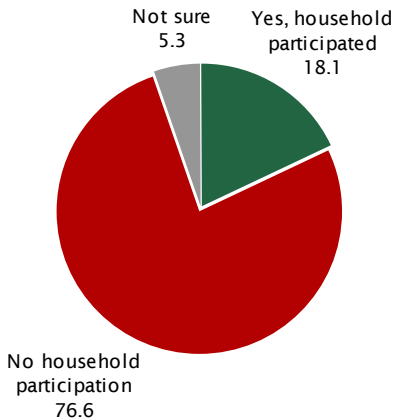


RECREATION PROGRAM OR SPECIAL EVENT HOUSEHOLD PARTICIPATION

In normal years, the City of Temecula provides extensive opportunities for active and passive recreation and personal enrichment for its residents, such as summer concerts, holiday celebrations, and art festivals, as well as organized sports, dance, art, and wellness classes. Although many of these events and programs were canceled, curtailed, or modified due to the pandemic, the survey nevertheless inquired as to whether the respondent or another member of their household had participated in a City of Temecula recreation program or special event during the past 12 months, including any programs that were virtual or otherwise modified to comply with the State's COVID-19 restrictions.

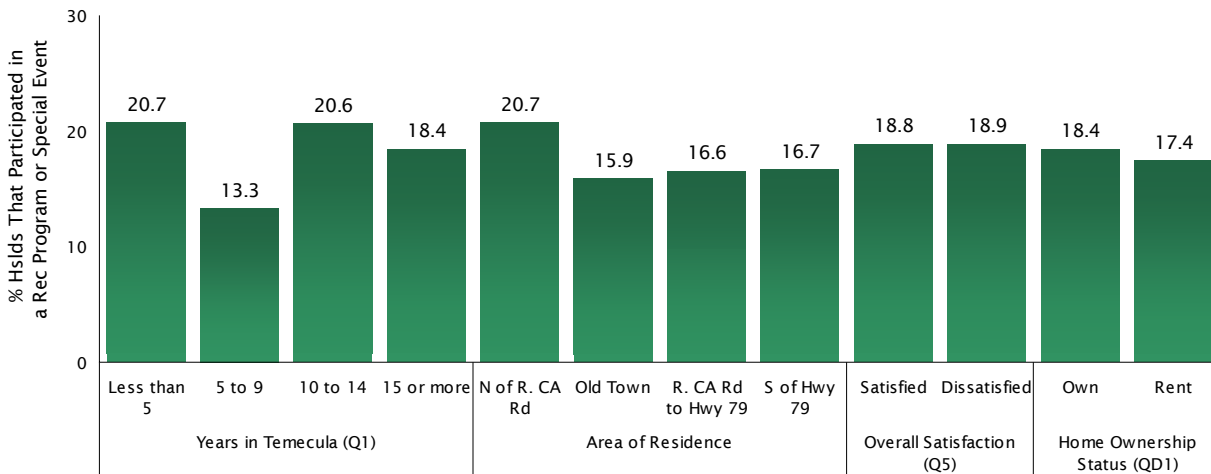
Question 10 *In the past 12 months, have you or any member of your household participated in a City of Temecula recreational program or special event - including any that were virtual or modified to comply with the State's COVID-19 restrictions?*

FIGURE 19 PARTICIPATED IN A RECREATIONAL PROGRAM OR SPECIAL EVENT



Approximately one-in-five respondents (18%) indicated that they and/or another member of their household had participated in a special event or recreation program offered by the City of Temecula in the 12 months prior to taking the survey (Figure 19). Those who had lived in the City less than five years or between 10 and 14 years, as well as individuals who reside North of Rancho California Road, were the most likely to report having participated in a special event or recreation program offered by the City during this period (see Figure 20).

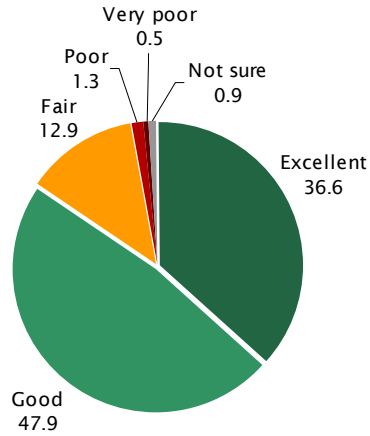
FIGURE 20 PARTICIPATED IN A RECREATIONAL PROGRAM OR SPECIAL EVENT BY YEARS IN TEMECULA, AREA OF RESIDENCE, OVERALL SATISFACTION & HOME OWNERSHIP STATUS



QUALITY OF PROGRAMMING Respondents who reported that one or more members of their household had participated in a recreational program or special event in Temecula in the past 12 months were subsequently asked to rate the overall quality of the programs or events using a five-point scale of excellent, good, fair, poor, or very poor. As displayed in Figure 21 on the next page, the vast majority of respondents (85%) rated the quality of Temecula’s recreation programs and special events as excellent (37%) or good (48%), 13% rated them as fair, while less than 2% used poor or very poor to describe the quality of the programs and events.

Question 11 Overall, how would you rate the quality of Temecula's recreational programs and special events that your household participated in? Would you say it was excellent, good, fair, poor or very poor?

FIGURE 21 RECREATIONAL PROGRAMS & SPECIAL EVENTS RATING



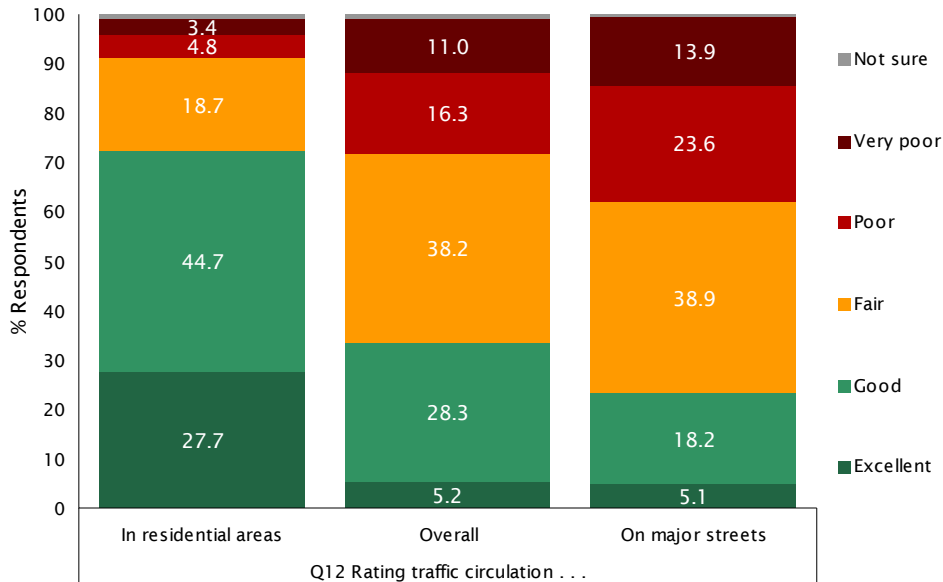
TRAFFIC

In nearly all southern California cities, traffic congestion ranks among the most pressing problems that residents would like local and regional governments to solve. As noted previously (see *Ways to Improve Quality of Life* on page 13), a reduction in traffic congestion was the most frequently mentioned improvement that residents feel is needed to make Temecula a better place to live.

TRAFFIC CIRCULATION Digging deeper on this topic, the survey measured residents' perceptions of traffic circulation in the City *overall*, on major streets, and in residential areas. As shown in Figure 22, perceptions of traffic congestion in the City varied substantially based on the type of street or location referenced. Nearly three-quarters of residents provided positive assessments of traffic circulation in residential areas, rating it as either excellent or good (72%). Approximately one-third (34%) of respondents provided a rating of excellent or good when asked about traffic circulation *overall* within Temecula, while less than one-quarter perceived traffic circulation on major streets in the City to be excellent or good.

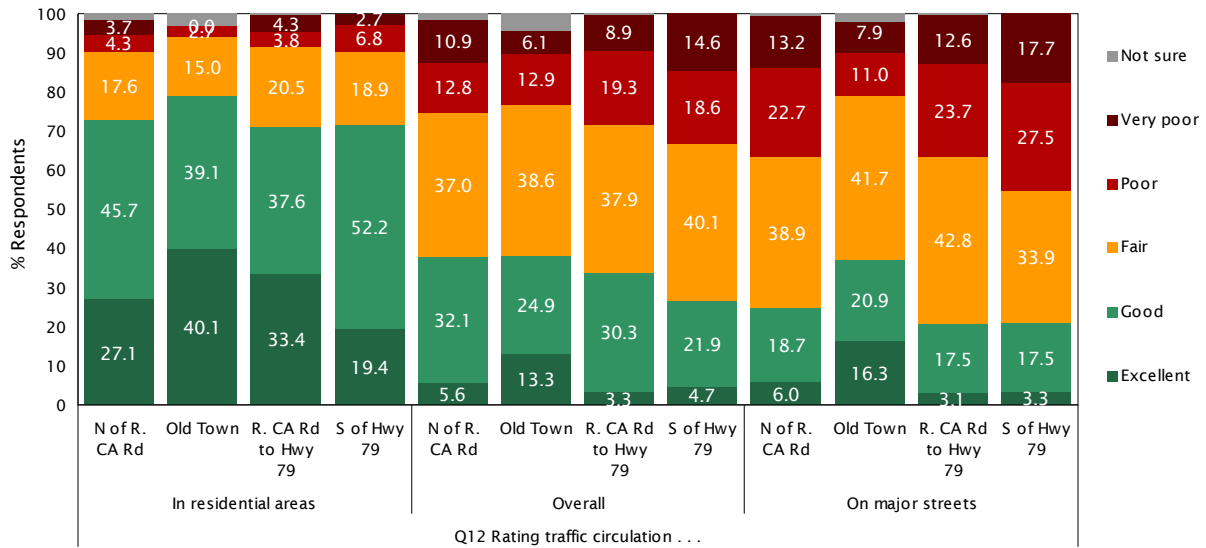
Question 12 *Next, I'd like to ask you a few questions about traffic circulation. By traffic circulation, I mean the ability to drive around Temecula without encountering long delays. Would you rate: _____ within the City as excellent, good, fair, poor or very poor?*

FIGURE 22 RATING TRAFFIC CIRCULATION



For the interested reader, Figure 23 on the next page presents the findings of Question 12 by the respondents' area of residence. Residents of Old Town Temecula were generally among the more positive when asked to assess traffic circulation in residential areas, on major streets, and in the City overall.

FIGURE 23 RATING TRAFFIC CIRCULATION BY IN RESIDENTIAL AREAS, OVERALL & ON MAJOR STREETS

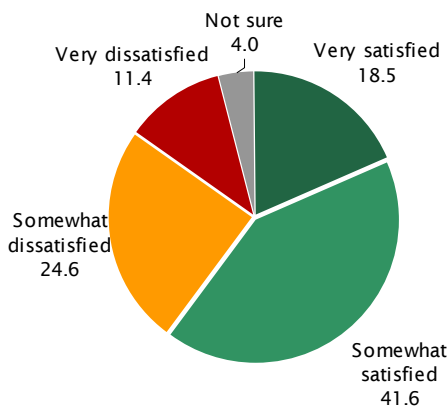


SATISFACTION WITH EFFORTS TO IMPROVE CIRCULATION

The Traffic Engineering Division and the Public Traffic and Safety Commission work together to address day-to-day traffic operations, safety issues, and future transportation needs for the City of Temecula. The next question in this section of the survey asked respondents about their satisfaction with City efforts to improve traffic circulation by improving roads and intersections, implementing traffic calming measures, timing traffic signals, and other measures. Figure 24 shows that approximately six-in-ten respondents indicated they were very (19%) or somewhat (42%) satisfied with the City’s efforts to improve circulation, whereas 36% were dissatisfied and 4% were unsure.

Question 13 *Generally speaking, are you satisfied or dissatisfied with the City's efforts to improve traffic circulation by improving roads and intersections, implementing traffic calming measures, timing traffic signals, and other measures?*

FIGURE 24 SATISFACTION WITH TRAFFIC CIRCULATION IMPROVEMENTS EFFORTS



When compared to their respective counterparts, residents of Old Town Temecula, those who do not regularly commute out of Riverside County for their job, females, seniors, those who were satisfied with the City’s overall performance in providing municipal services, and those not currently employed were the most likely to report being satisfied with the City’s efforts to improve traffic circulation (see figures 25 & 26).

FIGURE 25 SATISFACTION WITH TRAFFIC CIRCULATION IMPROVEMENTS EFFORTS BY YEARS IN TEMECULA, AREA OF RESIDENCE, REGULARLY COMMUTE OUTSIDE COUNTY & GENDER

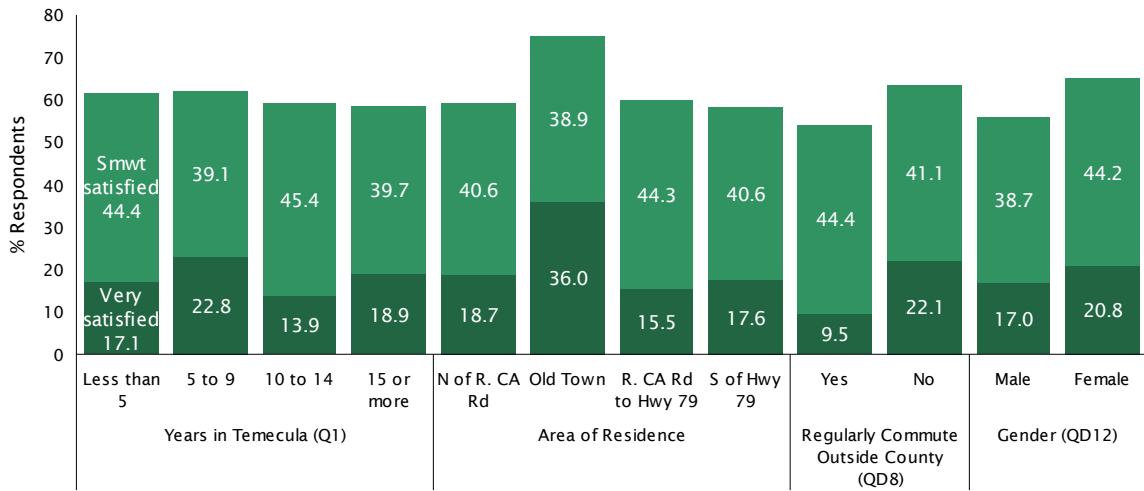


FIGURE 26 SATISFACTION WITH TRAFFIC CIRCULATION IMPROVEMENTS EFFORTS BY AGE, OVERALL SATISFACTION & WORK COMMUTE STATUS



FREEWAY IMPROVEMENT GRANTS Although the City of Temecula does not have jurisdiction over Interstate 15, the City has been working hard to raise grant money and partner with regional, state, and federal transportation agencies to build the improvements needed to reduce congestion on the freeway. Construction on freeway improvements will begin within the next year, which will include building auxiliary lanes on Interstate 15 between onramps and offramps through Temecula *and* improving the 15 and 215 interchange by adding two northbound freeway connector lanes. After sharing the above information, Question 14 simply asked respondents whether they were aware that the City of Temecula was successful in securing these freeway improvements for the near future.

At the time of the survey, approximately one-third of Temecula residents (32%) indicated they were aware that the City of Temecula was successful in securing grants to fund improvements to Interstate 15 and the I-15/I-215 interchange for the near future (Figure 27). Although most demographic subgroups had fewer than 40% of respondents indicate they were aware of the City’s success in securing grants to fund the freeway improvements (see figures 28-30), those who indicated they rely on City Council meetings for news and information in Temecula exhibited much higher levels of awareness (72%).

Question 14 *The City of Temecula does not have jurisdiction over Interstate 15, but the City has been working hard to raise grant money and partner with regional, state, and federal transportation agencies to build the improvements needed to reduce congestion on the freeway. Construction on freeway improvements will begin within the next year, and will include building auxiliary lanes on Interstate 15 between onramps and offramps through Temecula, and improving the 15 and 215 interchange by adding two northbound freeway connector lanes. Prior to taking this survey, were you aware that City of Temecula was successful in securing these freeway improvements for the near future?*

FIGURE 27 AWARE OF CITY SECURING FREEWAY’S IMPROVEMENTS FOR NEAR FUTURE

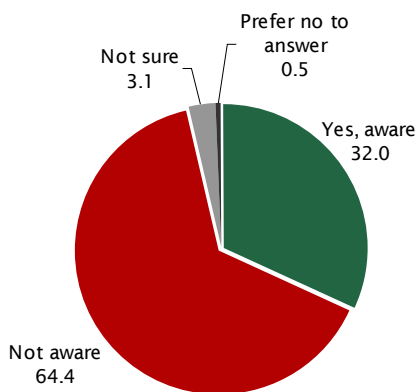


FIGURE 28 AWARE OF CITY SECURING FREEWAY’S IMPROVEMENTS FOR NEAR FUTURE BY YEARS IN TEMECULA, HOME OWNERSHIP STATUS & AREA OF RESIDENCE

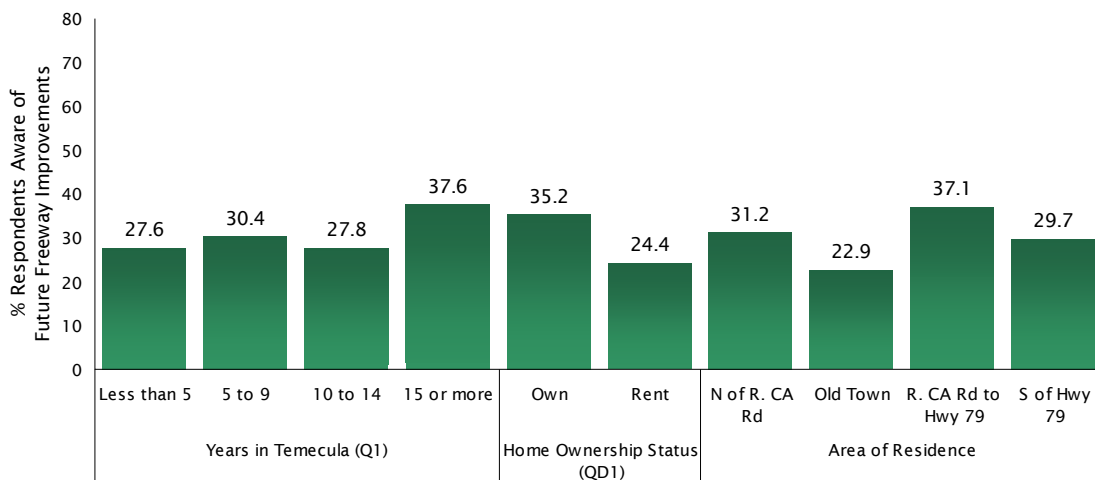


FIGURE 29 AWARE OF CITY SECURING FREEWAY'S IMPROVEMENTS FOR NEAR FUTURE BY SATISFACTION WITH TRAFFIC IMPROVEMENT EFFORTS, REGULARLY COMMUTE OUTSIDE COUNTY, OVERALL SATISFACTION & WORK COMMUTE STATUS

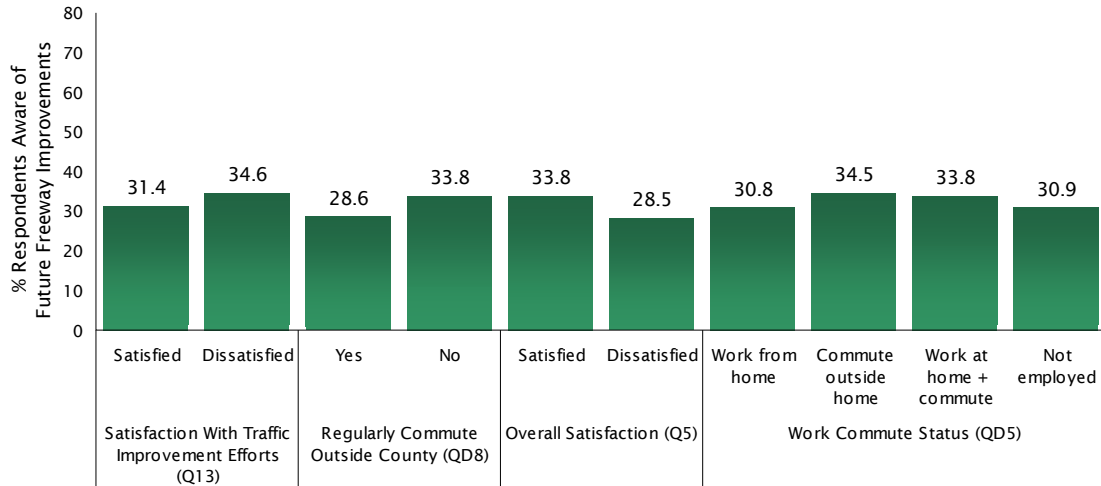
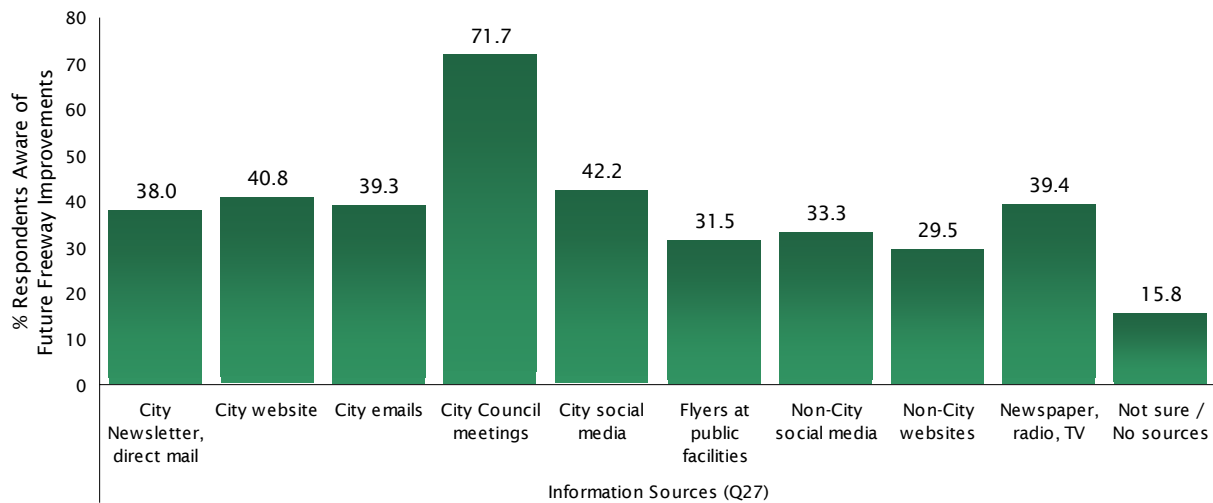


FIGURE 30 AWARE OF CITY SECURING FREEWAY'S IMPROVEMENTS FOR NEAR FUTURE BY INFORMATION SOURCES



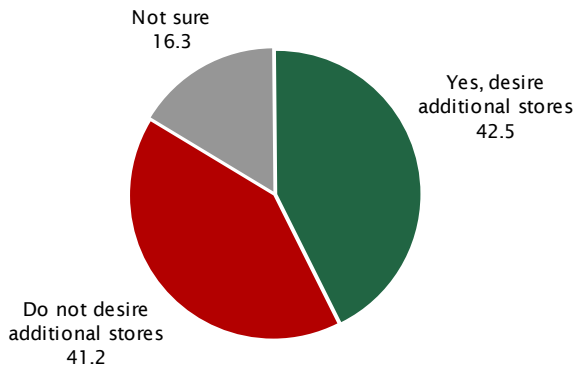
ECONOMIC DEVELOPMENT

A key challenge for all cities is to create sustainable economic development and redevelopment initiatives that will support the tax base required for current and future needs. Naturally, the success and sustainability of future retail economic initiatives depend in part on the shopping behaviors and preferences of Temecula residents. Businesses that meet these preferences will thrive, whereas those that do not will not succeed. Accordingly, the survey included two questions designed to identify residents' desire for new shopping opportunities.

DESIRE ADDITIONAL RETAIL STORES All residents were first asked to indicate whether, among the retail stores their household currently shops at outside the City, there are any they would like to have available in Temecula. Approximately 43% of residents answered this question in the affirmative, while 41% indicated they did not desire additional retail stores and 16% were unsure (Figure 31).

Question 15 *Next, I'd like to ask you a few questions about your retail shopping. Thinking of the retail stores that your household currently shops at outside of the City, are there any that you would like to have available in Temecula?*

FIGURE 31 DESIRE ADDITIONAL RETAIL STORES IN TEMECULA



A desire for additional retail stores in Temecula was most commonly found among those who had lived in the City five to nine years, those residing South of Highway 79, individuals who regularly commute out of Riverside County for their jobs, those between 25 and 44 years of age, females, and those who were satisfied with the City's overall performance in providing municipal services (see figures 32 & 33).

FIGURE 32 DESIRE ADDITIONAL RETAIL STORES IN TEMECULA BY YEARS IN TEMECULA, AREA OF RESIDENCE & REGULARLY COMMUTE OUTSIDE COUNTY

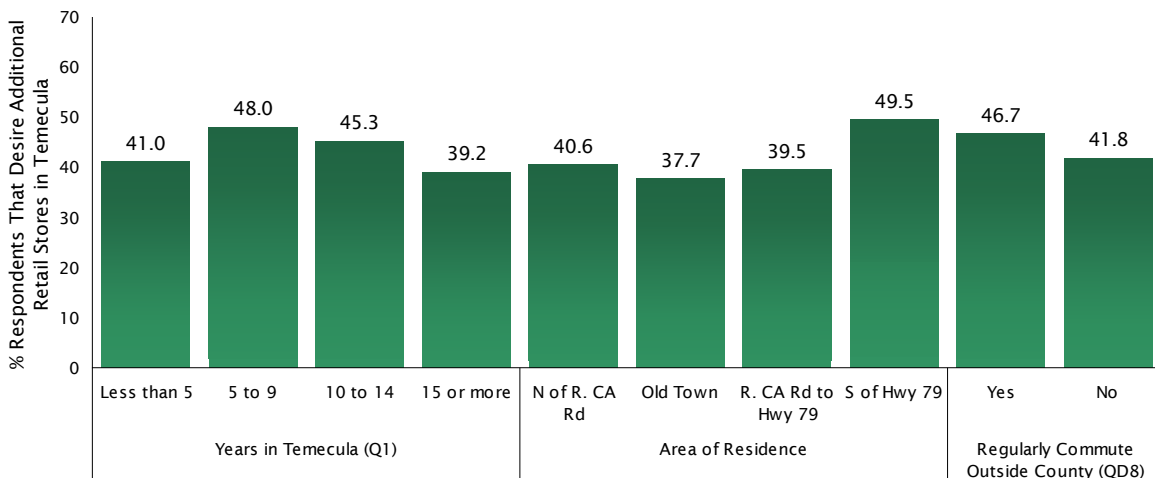
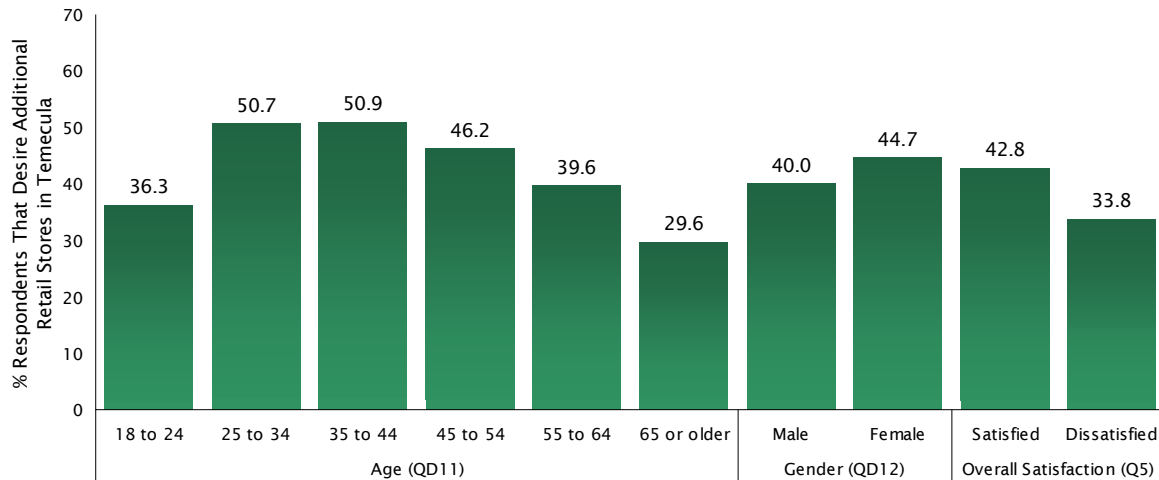


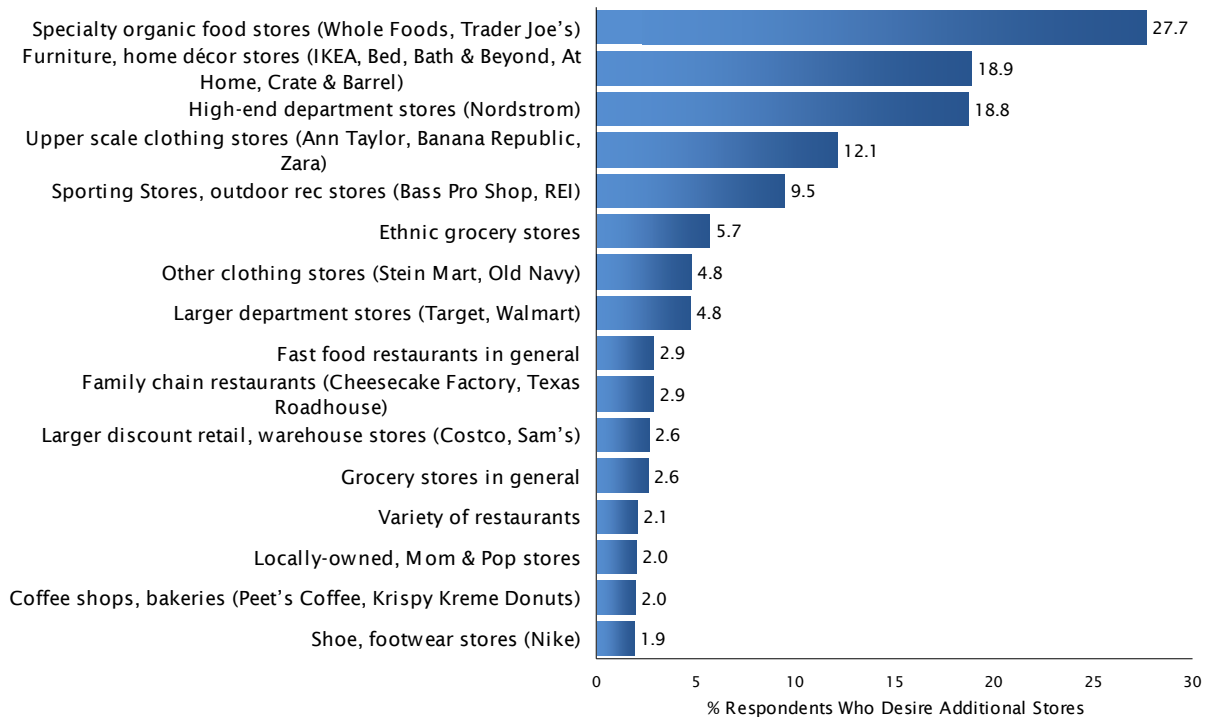
FIGURE 33 DESIRE ADDITIONAL RETAIL STORES IN TEMECULA AGE, GENDER & OVERALL SATISFACTION



WHICH STORES? Those interested in new retail stores were subsequently asked to name the one or two stores they were most interested in having located in Temecula. Question 16 was presented in an open-ended manner, allowing respondents to name any store or business 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 34 along with the most common specific examples included in parentheses, where appropriate.

Question 16 *What are the names of the one or two stores you would most like to have located in the City of Temecula?*

FIGURE 34 ADDITIONAL STORES DESIRED IN TEMECULA



The most commonly mentioned category of store desired by Temecula residents was specialty organic food stores such as Whole Foods and Trader Joe's (28%), followed by furniture and home decor stores like IKEA, Bed, Bath & Beyond, At Home, and Crate & Barrel (19%), high-end department stores such as Nordstrom (19%), upscale clothing stores including Ann Taylor, Banana Republic, and Zara (12%), and sporting goods/outdoor recreation stores such as Bass Pro Shop and REI (10%).

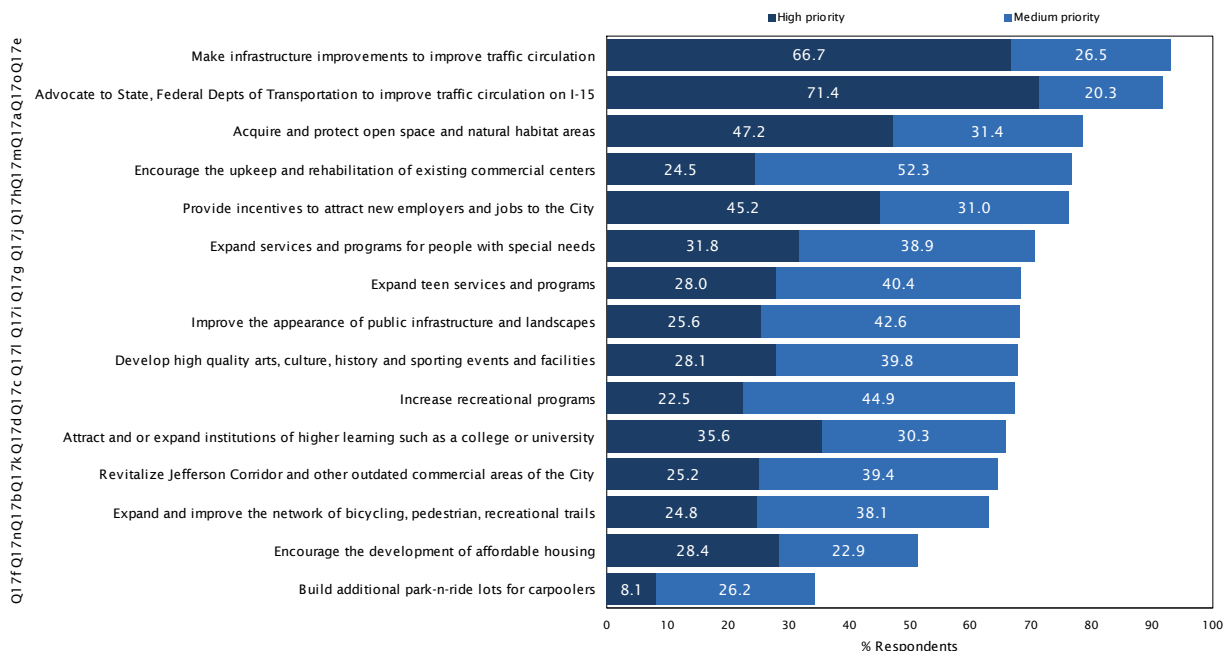
SPENDING PRIORITIES

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 while considering a variety of factors, including the preferences and needs of residents.

Question 17 was designed to provide the City of Temecula 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* projects and programs that may be desired by residents, respondents were asked whether each project or program shown in Figure 35 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 17 *The City of Temecula 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 35 SPENDING PRIORITIES



The projects and programs are sorted in Figure 35 by the percentage of respondents who indicated that an item was a *high* or *medium* priority for future City spending. Among the items tested, making infrastructure improvements to improve traffic circulation was assigned the highest priority (93% citing it as at least a medium priority), followed by advocating to State and Federal Departments of Transportation to improve traffic circulation on I-15 (92%), acquiring and protecting open space and natural habitat areas (79%), encouraging the upkeep and rehabilita-

tion of existing commercial centers (77%), and providing incentives to attract new employers and jobs to the City (76%). At the other end of the spectrum, residents were less apt to rank building additional park-n-ride lots for carpoolers (34%) and encouraging the development of affordable housing (51%) as a high or medium priority for future City funding.

Tables 3 and 4 identify how the percentage of respondents who rated each item as a high priority varied by length of residence, overall satisfaction with the City’s efforts to provide municipal services, and area of residence within Temecula. To ease comparisons, the five top-ranked items are highlighted in green within each subgroup.

TABLE 3 SPENDING PRIORITIES BY YEARS IN TEMECULA & OVERALL SATISFACTION (SHOWING % HIGH PRIORITY)

	Years in Temecula (Q1)				Overall Satisfaction (Q5)	
	Less than 5	5 to 9	10 to 14	15 or more	Satisfied	Dissatisfied
Advocate to State, Federal Depts of Transportation to improve traffic circulation on I-15	65.4	66.8	81.7	73.7	71.3	71.6
Make infrastructure improvements to improve traffic circulation	59.2	67.9	77.3	66.9	66.6	66.5
Acquire and protect open space and natural habitat areas	41.4	48.3	54.2	47.5	46.2	49.5
Provide incentives to attract new employers and jobs to the City	40.1	53.4	39.3	45.9	45.6	44.4
Attract and or expand institutions of higher learning such as a college or university	38.2	34.3	46.5	30.6	36.8	31.8
Expand services and programs for people with special needs	31.6	33.6	30.9	31.5	30.9	38.8
Encourage the development of affordable housing	32.4	26.0	26.0	28.5	26.6	39.6
Develop high quality arts, culture, history and sporting events and facilities	35.1	24.9	24.5	27.2	28.5	25.2
Expand teen services and programs	31.1	28.2	24.4	27.5	27.2	35.2
Improve the appearance of public infrastructure and landscapes	22.7	21.7	28.4	28.5	26.9	18.4
Revitalize Jefferson Corridor and other outdated commercial areas of the City	27.6	24.4	25.0	24.2	26.4	21.2
Expand and improve the network of bicycling, pedestrian, recreational trails	26.4	24.9	29.4	22.0	25.0	27.3
Encourage the upkeep and rehabilitation of existing commercial centers	25.3	20.8	25.4	25.9	25.6	17.4
Increase recreational programs	26.2	20.9	27.7	18.8	21.8	29.9
Build additional park-n-ride lots for carpoolers	11.6	9.0	4.7	6.9	7.8	5.3

TABLE 4 SPENDING PRIORITIES BY AREA OF RESIDENCE (SHOWING % HIGH PRIORITY)

	Area of Residence			
	N of R. CA Rd	Old Town	R. CA Rd to Hwy 79	S of wy 79
Advocate to State, Federal Depts of Transportation to improve traffic circulation on I-15	74.1	65.9	72.8	67.5
Make infrastructure improvements to improve traffic circulation	68.6	81.9	62.5	65.1
Acquire and protect open space and natural habitat areas	45.4	62.4	44.7	48.9
Provide incentives to attract new employers and jobs to the City	46.8	56.3	41.4	44.5
Attract and or expand institutions of higher learning such as a college or university	35.4	47.6	32.7	36.1
Expand services and programs for people with special needs	32.5	63.3	26.3	29.5
Encourage the development of affordable housing	27.1	55.6	24.1	28.3
Develop high quality arts, culture, history and sporting events and facilities	29.1	37.4	29.8	22.7
Expand teen services and programs	32.0	33.8	26.8	22.5
Improve the appearance of public infrastructure and landscapes	22.4	27.2	25.1	30.0
Revitalize Jefferson Corridor and other outdated commercial areas of the City	28.7	35.7	22.3	21.2
Expand and improve the network of bicycling, pedestrian, recreational trails	24.3	29.9	27.8	21.3
Encourage the upkeep and rehabilitation of existing commercial centers	24.5	16.8	23.8	26.9
Increase recreational programs	22.2	28.8	21.5	22.3
Build additional park-n-ride lots for carpoolers	8.5	20.1	5.9	7.2

SCHOOLS & OLD TOWN

The next section of the survey touched upon two topic areas that contribute to residents' overall quality of life: the quality of education in Temecula's schools and the City's Historic Old Town Area.

QUALITY OF EDUCATION The Temecula Valley Unified School District serves the City of Temecula and includes 17 elementary schools, six middle schools, five high schools, two charter schools, one virtual school (grades 6-12), and one adult education school. Question 18 of the survey asked residents to rate the overall quality of education provided by Temecula's public schools using a five-point scale of excellent, good, fair, poor, or very poor.

Question 18 *In general, how would you rate the quality of education provided in Temecula's public schools? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 36 QUALITY OF EDUCATION

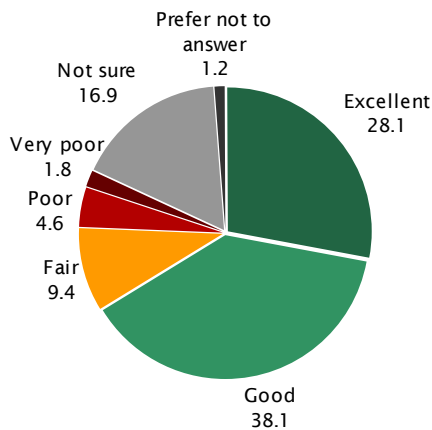
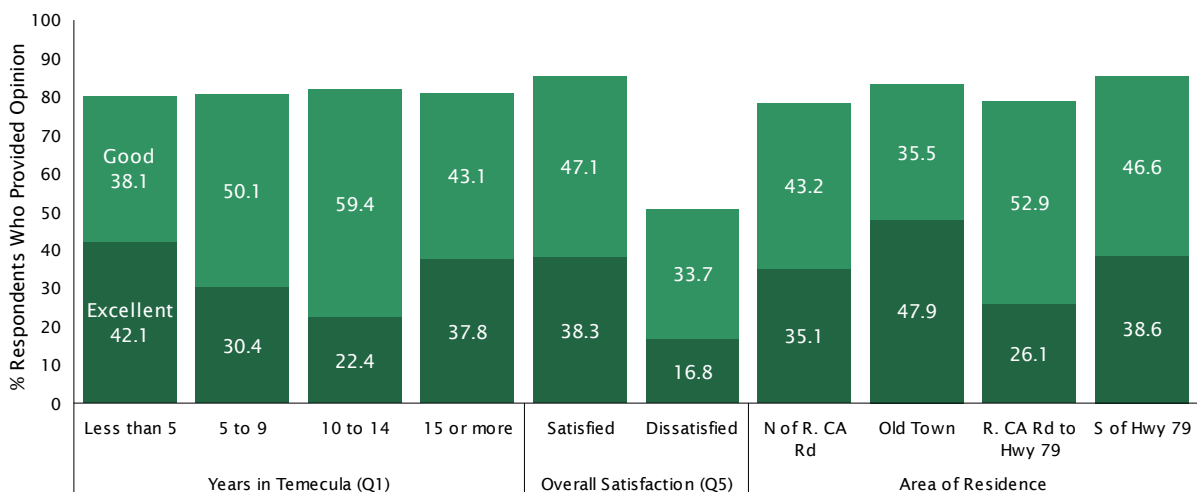


Figure 36 presents the findings of this question and shows that two-thirds of respondents (66%) felt that, in general, the quality of education provided in Temecula's schools was excellent (28%) or good (38%). Nine percent (9%) rated the quality of education as fair, 5% said poor, and 2% very poor. The remaining respondents were either unsure (17%) or preferred to not answer the question (1%).

For the interested reader, Figure 37 shows how opinions regarding the quality of education in Temecula's schools varied by years of residence, overall satisfaction with the City's performance in providing municipal services, and area of residence.

FIGURE 37 QUALITY OF EDUCATION BY YEARS IN TEMECULA, OVERALL SATISFACTION & AREA OF RESIDENCE



OLD TOWN TEMECULA VISITS Old Town Temecula blends historic 19th century buildings with hundreds of antique stores, specialty food stores, boutiques, gift and collectible stores, museums, and hotels. Old Town Temecula is also the site of many special events including car shows, Western Days, and the popular Farmer's Market. The next question of the survey asked residents about the frequency of their visits to Old Town.

As shown in Figure 38, about one-in-five residents (19%) indicated they visit Old Town Temecula at least once per week, and another 24% said they visit the area two to three times per month. The remaining respondents stated they visit Old Town once per month (23%), less often than once per month (28%), or never (6%). Figures 39 and 40 show how frequency of visits to Old Town Temecula varied by subgroup.

Question 19 *How often do you visit Old Town, also known as Downtown Temecula? At least once per week, two to three times per month, once per month, less often than once per month, or never.*

FIGURE 38 FREQUENCY OF OLD TOWN VISITS

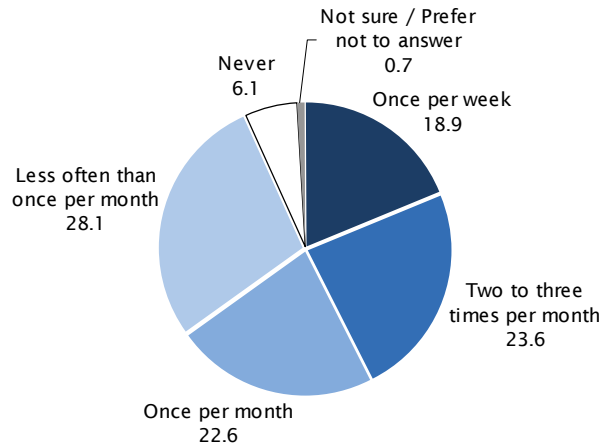


FIGURE 39 FREQUENCY OF OLD TOWN VISITS BY YEARS IN TEMECULA, OVERALL SATISFACTION, HOME OWNERSHIP STATUS & GENDER

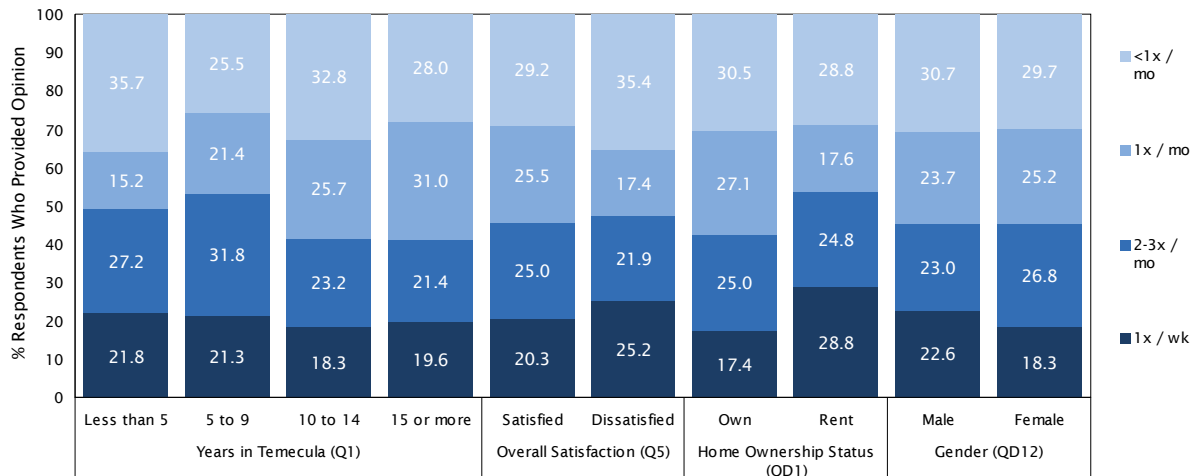
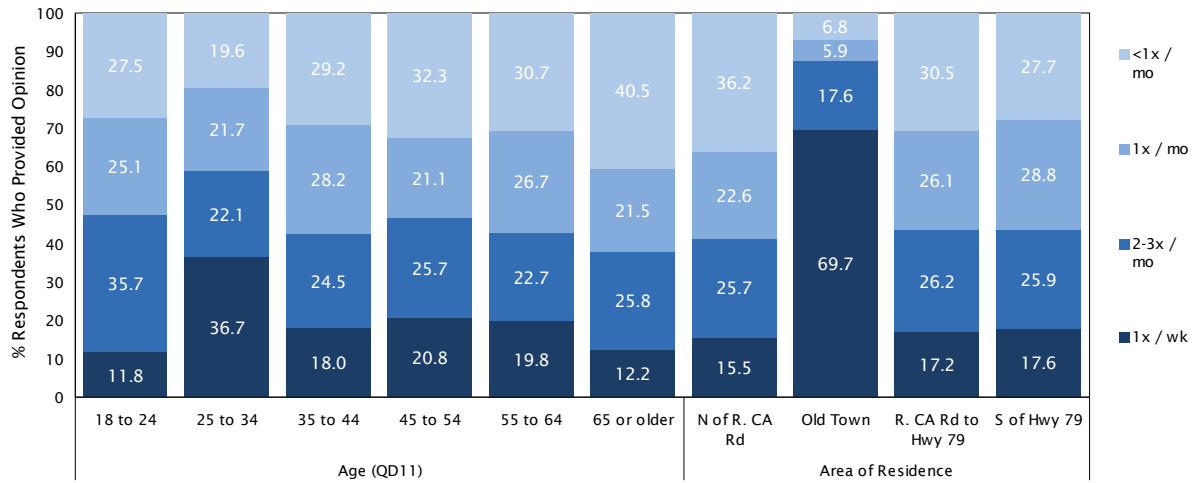


FIGURE 40 FREQUENCY OF OLD TOWN VISITS BY AGE & AREA OF RESIDENCE



RATING OLD TOWN EXPERIENCES All respondents were next asked to rate their experiences in Old Town Temecula. Figure 41 shows that responses were quite positive in general, with more than two-thirds of respondents rating their Old Town Temecula experiences as excellent (27%) or good (44%). Approximately one-in-five residents (20%) said their experiences in Old Town were fair, 4% said poor, and 3% rated their experiences as very poor. As one might expect, the more frequently a respondent reported visiting Old Town Temecula, the more likely they were to provide a rating of excellent or good (see figures 42 & 43).

Question 20 Overall, how would you rate your experiences in Old Town, also known as Downtown Temecula? Would you say they've been excellent, good, fair, poor or very poor?

FIGURE 41 RATING OF OLD TOWN TEMECULA

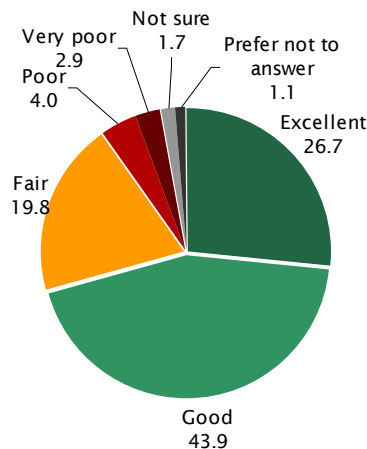


FIGURE 42 RATING OF OLD TOWN TEMECULA BY YEARS IN TEMECULA, OVERALL SATISFACTION & FREQUENCY OF OLD TOWN VISITS

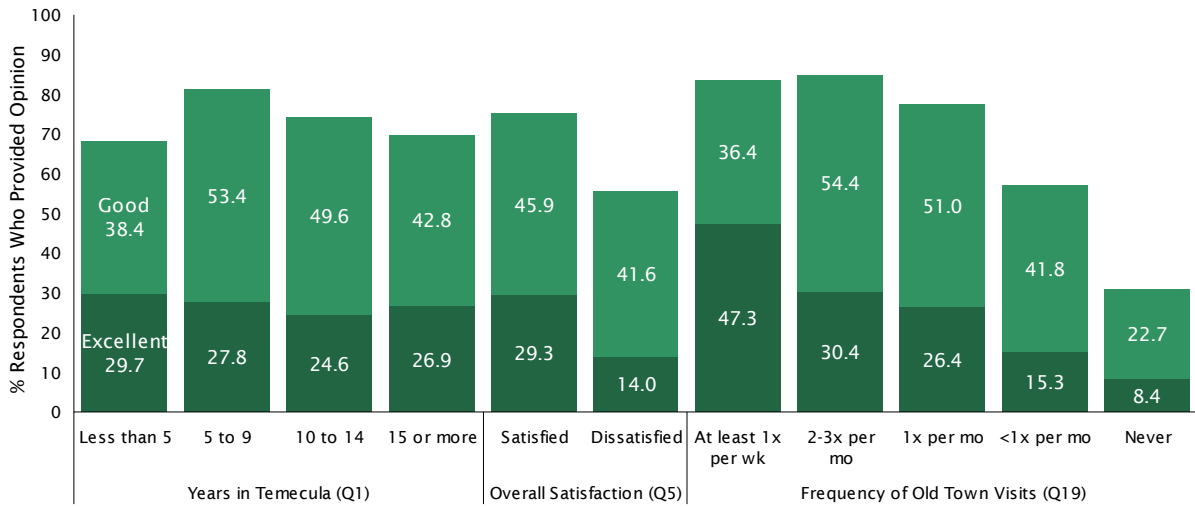
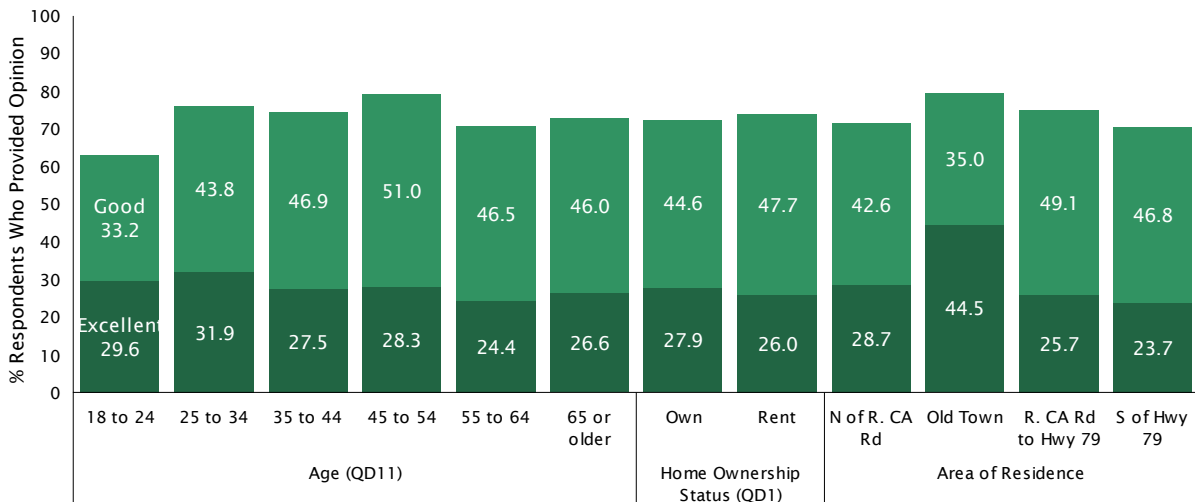


FIGURE 43 RATING OF OLD TOWN TEMECULA BY AGE, HOME OWNERSHIP STATUS & AREA OF RESIDENCE



PERCEIVED SAFETY OF OLD TOWN The final question in this series asked respondents to indicate how safe they feel walking alone in Old Town Temecula during the day, as well as after dark. Nearly all respondents (94%) offered that they feel safe walking alone in Old Town Temecula during the day (Figure 44). As one might expect, feelings of safety declined after dark, with 65% indicating they feel safe walking alone in Old Town once the sun goes down, 27% stating they feel unsafe, and 8% indicating the scenario wasn't applicable to them. The more frequently a respondent visited Old Town Temecula, the more likely they were to feel safe walking alone during the day and after dark (see Figure 45).

Question 21 When walking alone in Old Town -----, would you say you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

FIGURE 44 PERCEIVED SAFETY OF WALKING ALONE IN OLD TOWN

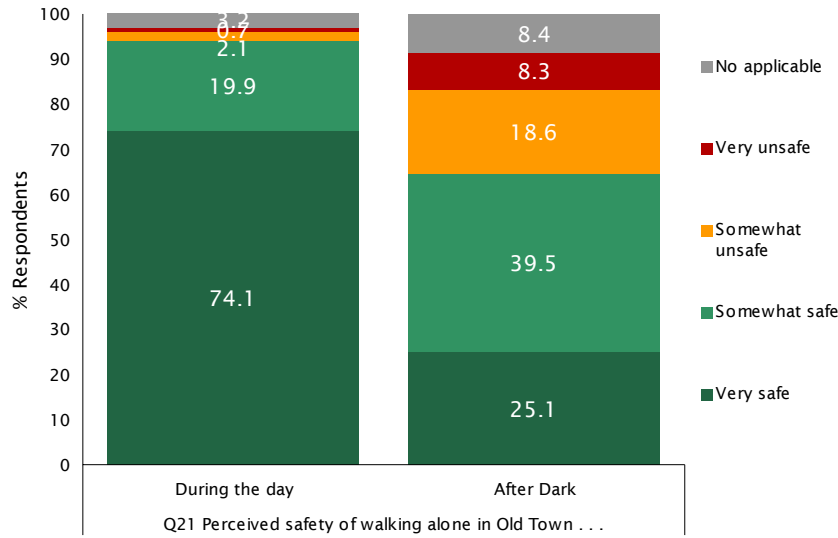
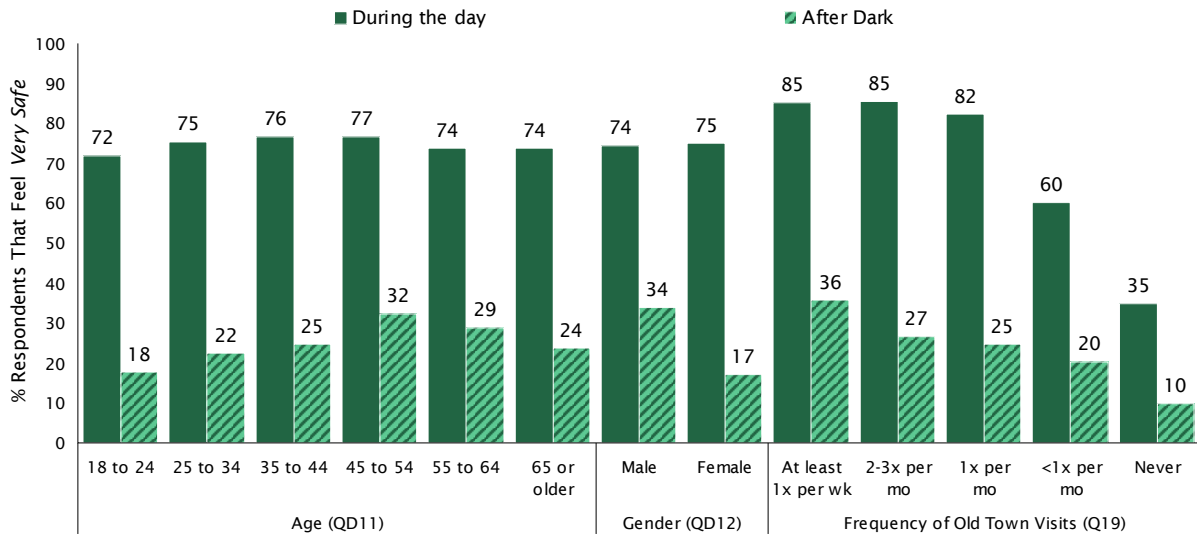


FIGURE 45 PERCEIVED SAFETY OF WALKING ALONE IN OLD TOWN BY AGE, GENDER & FREQUENCY OF OLD TOWN VISITS



STAFF & COUNCIL

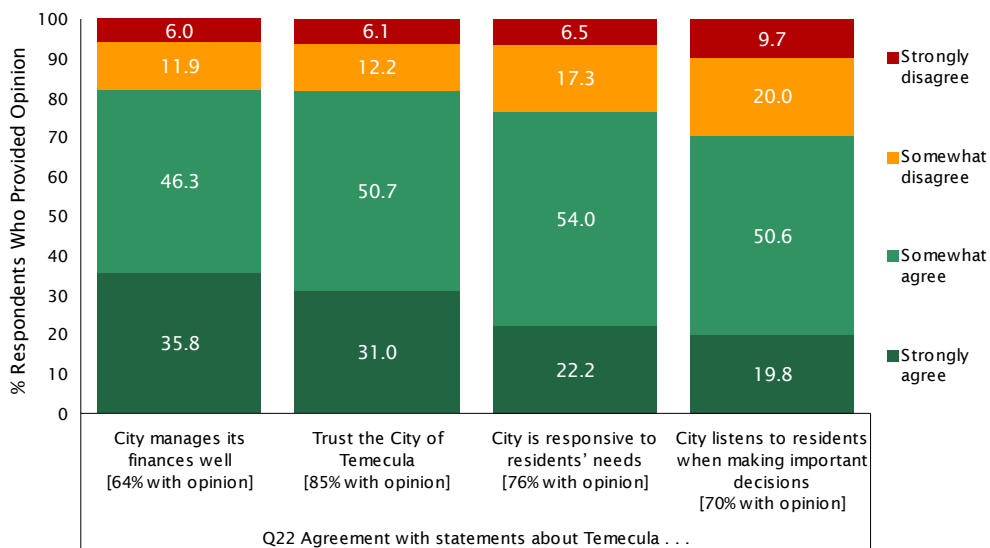
Although much of the survey focused on residents’ satisfaction with the City’s efforts to provide specific services, the City of Temecula also recognizes there is more to good governance than simply providing satisfactory services. Do residents perceive that the City is responsive to their needs and listens to them when making important decisions? Do residents feel that staff serves their needs in a professional and courteous manner? Do residents trust the City of Temecula? Answers to questions like these are as important as service or policy-related questions in measuring the City’s performance in meeting residents’ needs. Accordingly, they were the focus of the next section of the survey.

PERCEPTIONS OF CITY GOVERNMENT The first question in this series was designed to measure how residents perceive the City regarding its responsiveness to residents’ needs, management of funds, and tendency to listen to residents when making important decisions, as well as their trust of the City in general. For each of the statements shown at the bottom of Figure 46, respondents were asked if they agreed or disagreed with the statement. Percentages shown in the figure are among those with an opinion.⁴

Among those with an opinion, the City received favorable marks for each of the aspects tested in Question 22. Better than eight-in-ten respondents agreed with the statements *The City manages its finances well* (82%) and *I trust the City of Temecula* (82%). More than three-quarters of respondents agreed that *The City is responsive to residents’ needs* (76%), while 70% agreed that *The City listens to residents when making important decisions*.

Question 22 Next, I'm going to read you a series of statements about the City of Temecula. For each, I'd like you to tell me whether you agree or disagree with the statement.

FIGURE 46 AGREEMENT WITH STATEMENTS ABOUT TEMECULA



4. The percentage of respondents who provided an opinion for each statement is shown below it in brackets.

CITY STAFF Residents were next asked if they had been in contact with City of Temecula staff in the past 12 months. Figure 47 provides the findings of this question and shows that 24% of residents indicated they had contact with City staff in the 12 months prior to the interview, which was during the pandemic. Those who had lived in Temecula at least 15 years, home owners, individuals residing either North of Rancho California Road or in Old Town, respondents 45 to 54 years of age, and females were the most likely to report having been in contact with City staff in the year prior to the interview (see figures 48 & 49).

Question 23 *In the past 12 months, have you been in contact with City of Temecula staff?*

FIGURE 47 CONTACT WITH STAFF IN PAST 12 MONTHS

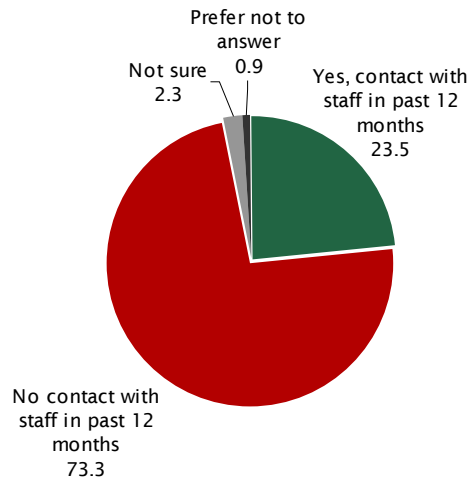


FIGURE 48 CONTACT WITH STAFF IN PAST 12 MONTHS BY YEARS IN TEMECULA, HOME OWNERSHIP STATUS & AREA OF RESIDENCE

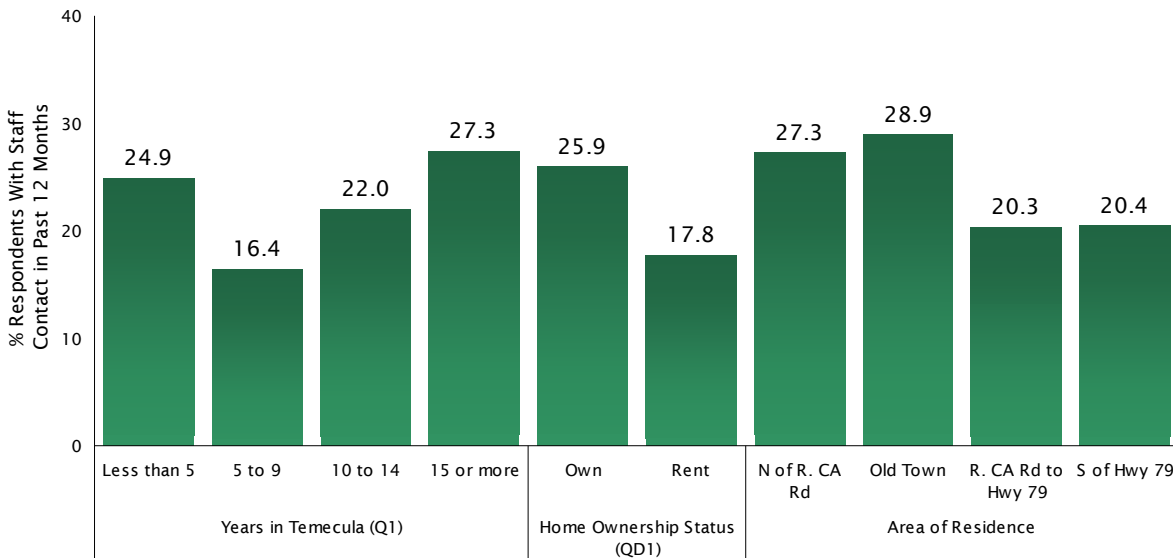
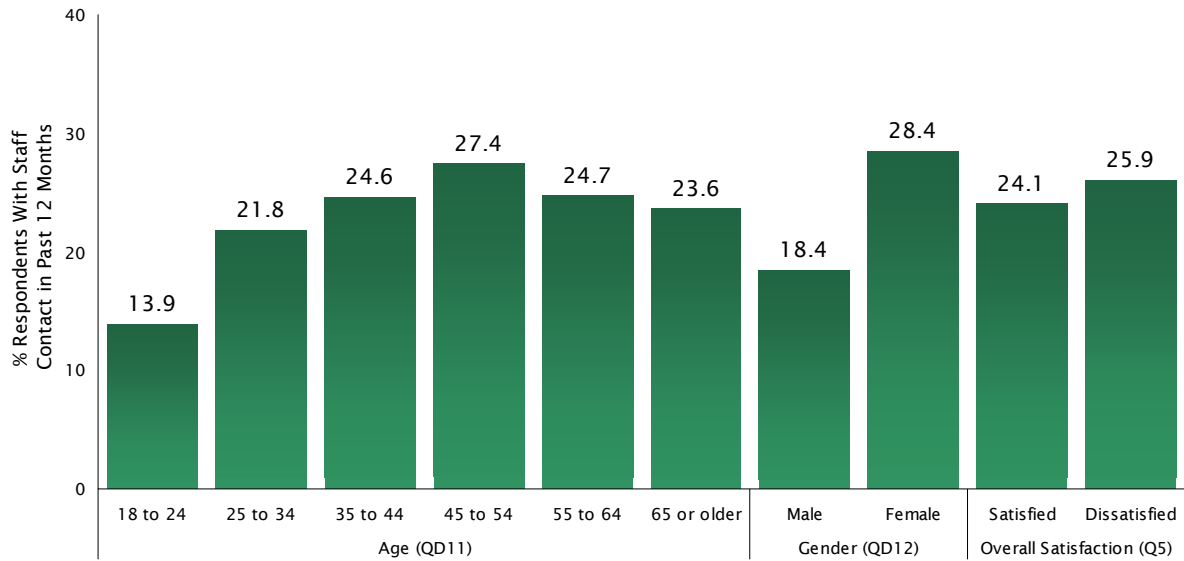


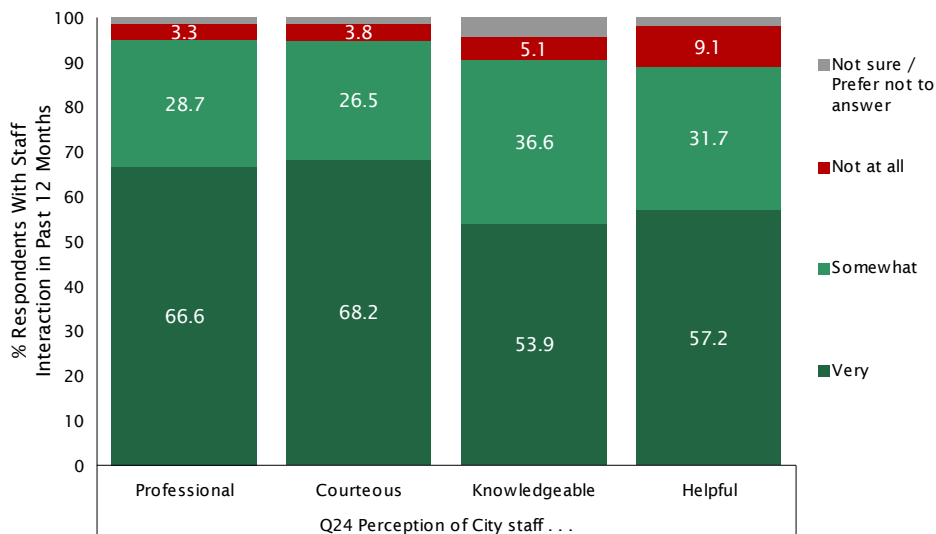
FIGURE 49 CONTACT WITH STAFF IN PAST 12 MONTHS BY AGE, GENDER & OVERALL SATISFACTION



Presented only to residents who had been in contact with City staff in the past 12 months, Question 24 asked respondents to rate staff on four dimensions: courteousness, helpfulness, professionalism, and knowledge. The findings of this question are presented below in Figure 50. As shown in the figure, Temecula city staff received high marks on each dimension of customer service tested. Ninety-five percent (95%) felt that City staff members were professional, 95% said they were courteous, 91% said they were knowledgeable, and 89% considered staff to be helpful.

Question 24 *In your opinion, is the staff at the City very _____, somewhat _____, or not at all _____*

FIGURE 50 PERCEPTION OF CITY STAFF



CITY COUNCIL The fourth and final question of this series asked respondents if they had been in contact with a member of the Temecula City Council in 12 months preceding the interview. As shown in Figure 51, 10% of residents indicated they had been in contact with a council-member during this period. Figures 52 and 53 show that contact with a member of the Temecula City Council was most commonly reported by those who had lived in the City at least 15 years, home owners, individuals who reside North of Rancho California Road, respondents between the ages of 45 and 54, females, and those who reported being dissatisfied with the City’s overall performance in providing municipal services.

Question 25 *In the past 12 months, have you been in contact with a member of the City Council?*

FIGURE 51 CONTACT WITH CITY COUNCIL IN PAST 12 MONTHS

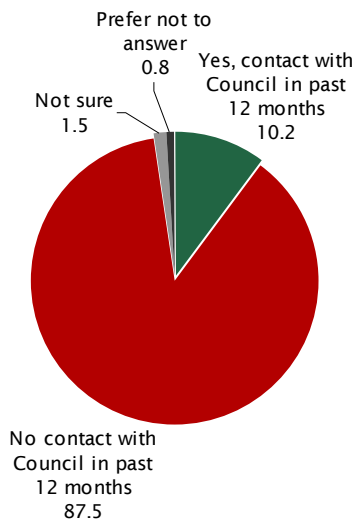


FIGURE 52 CONTACT WITH CITY COUNCIL IN PAST 12 MONTHS BY YEARS IN TEMECULA, HOME OWNERSHIP STATUS & AREA OF RESIDENCE

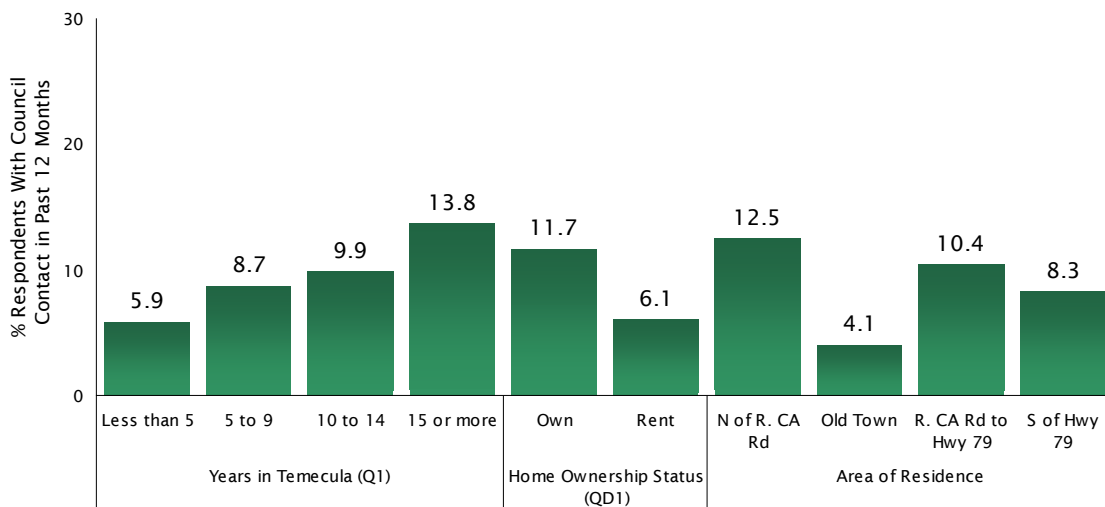
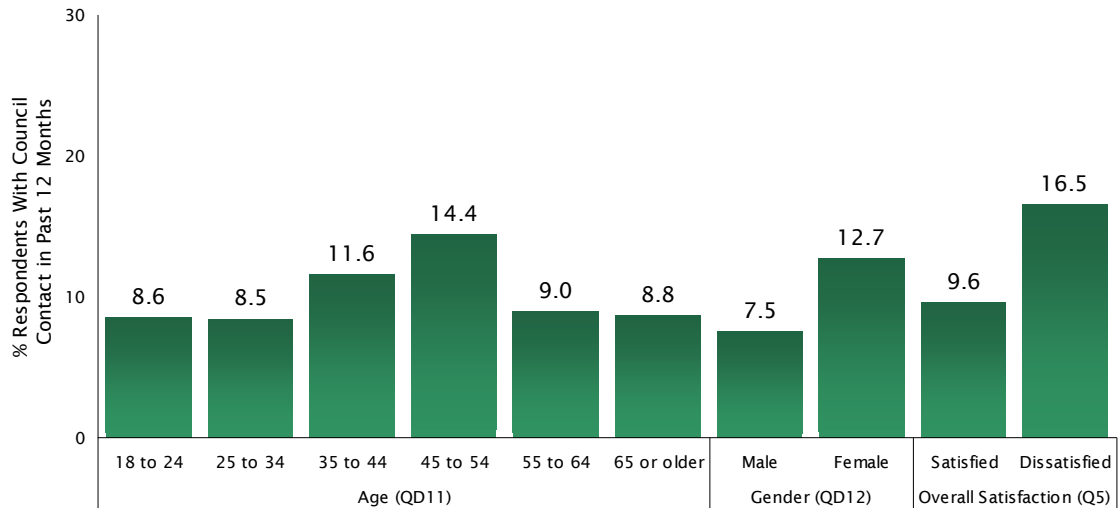


FIGURE 53 CONTACT WITH CITY COUNCIL IN PAST 12 MONTHS BY AGE, GENDER & OVERALL SATISFACTION



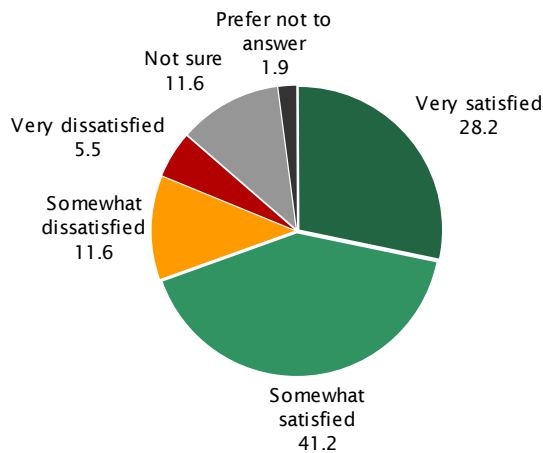
CITY-RESIDENT COMMUNICATION

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 survey is just one example of Temecula’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.

OVERALL SATISFACTION Question 26 of the survey asked residents to report their satisfaction with the City of Temecula’s efforts to communicate with residents through newsletters, the Internet, social media, and other means. Overall, 69% of respondents indicated they were satisfied with City efforts to communicate with residents. The remaining respondents were either somewhat (12%) or very (6%) dissatisfied with the City’s efforts in this respect, or did not provide an opinion (14%).

Question 26 Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means?

FIGURE 54 SATISFACTION WITH COMMUNICATION



Figures 55 and 56 on the next page show that the level of satisfaction with the City’s efforts to communicate with residents was strikingly consistent across *demographic* subgroups, ranging from a low of 76% to a high of 86% among those who expressed an opinion. The one clear correlation that stands out in the figures is the minority of respondents who indicated they were not satisfied with the City’s overall performance in providing municipal services were also far less apt to express satisfaction with the City’s communication efforts.

FIGURE 55 SATISFACTION WITH COMMUNICATION BY YEARS IN TEMECULA, HOME OWNERSHIP STATUS & AREA OF RESIDENCE

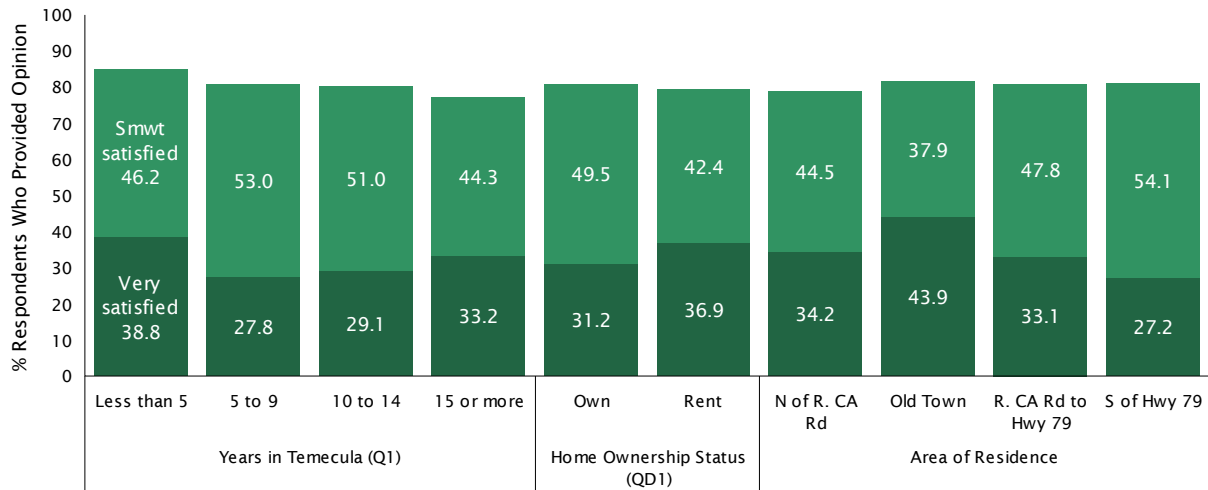
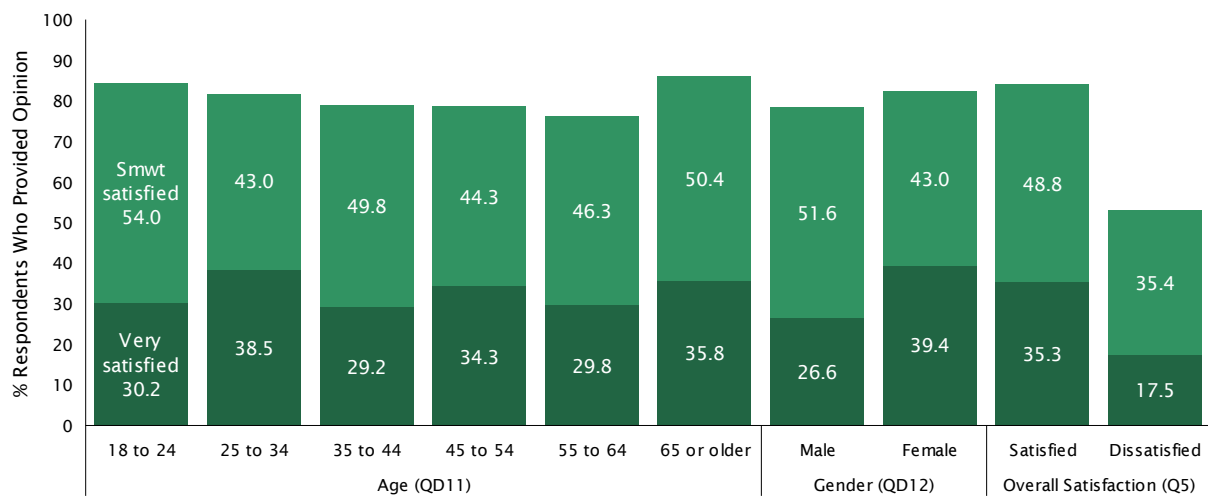


FIGURE 56 SATISFACTION WITH COMMUNICATION BY AGE, GENDER & OVERALL SATISFACTION

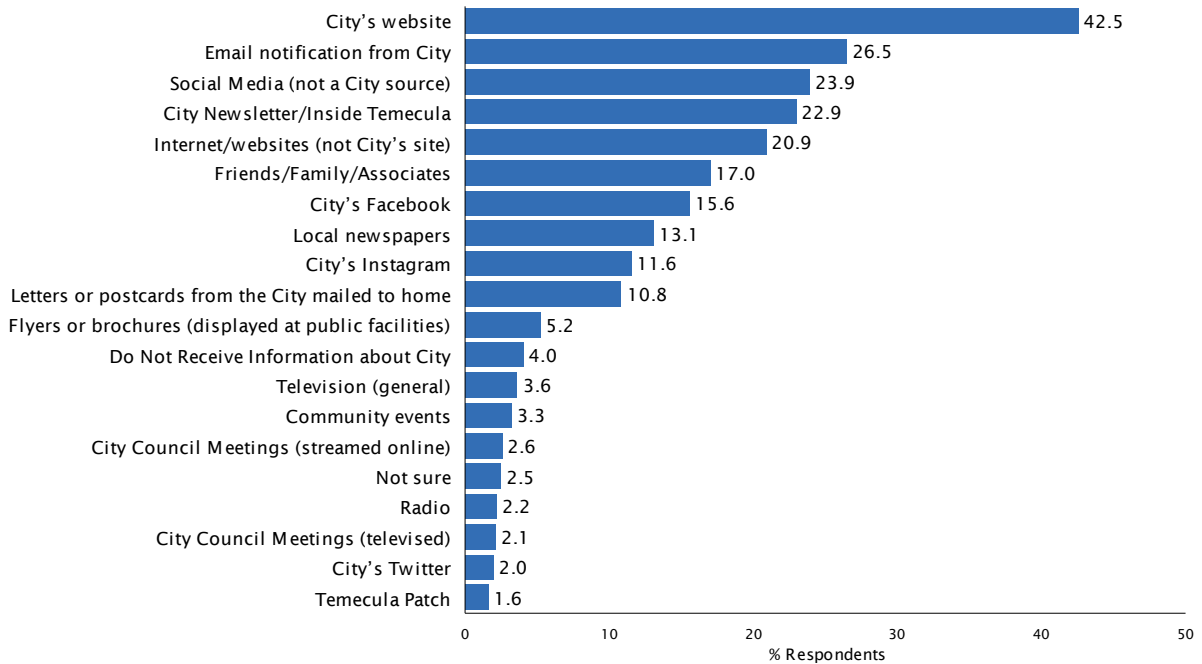


INFORMATION SOURCES To help the City identify the most effective means of communicating with residents, it is helpful to understand what information sources they currently rely on for this type of information. In an open-ended manner, residents were asked to list the sources they typically use to find out about City of Temecula news, information, and programming. Because respondents were allowed to provide up to three sources, the percentages shown in Figure 57 on the next page represent the percentage of residents who mentioned a source.

As shown in the figure, the most frequently-cited source for City of Temecula news, information and programming was the City’s website (43%), followed by email notifications from the City (27%), social media (not the City’s sources) (24%), the City’s newsletter *Inside Temecula* (23%), the Internet/websites in general (not the City’s) (21%), and friends/family/associates (17%). Other sources mentioned by at least 10% of respondents included the City’s Facebook page (16%), local newspapers (13%), the City’s Instagram page (12%), and direct mail from the City (11%).

Question 27 What information sources do you use to find out about City of Temecula news, information and programming?

FIGURE 57 INFORMATION SOURCES



For the interested reader, figures 58 and 59 consolidate a number of the information source categories and show how their use varied by age, home ownership status, satisfaction with the City's communication efforts, and area of residence in Temecula.

FIGURE 58 INFORMATION SOURCES BY OVERALL & AGE

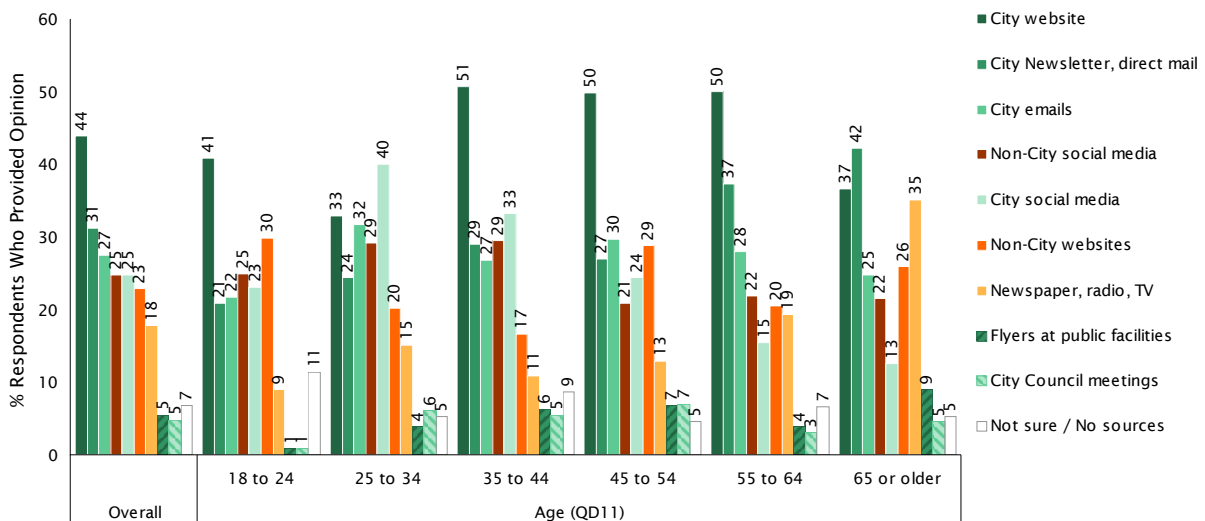
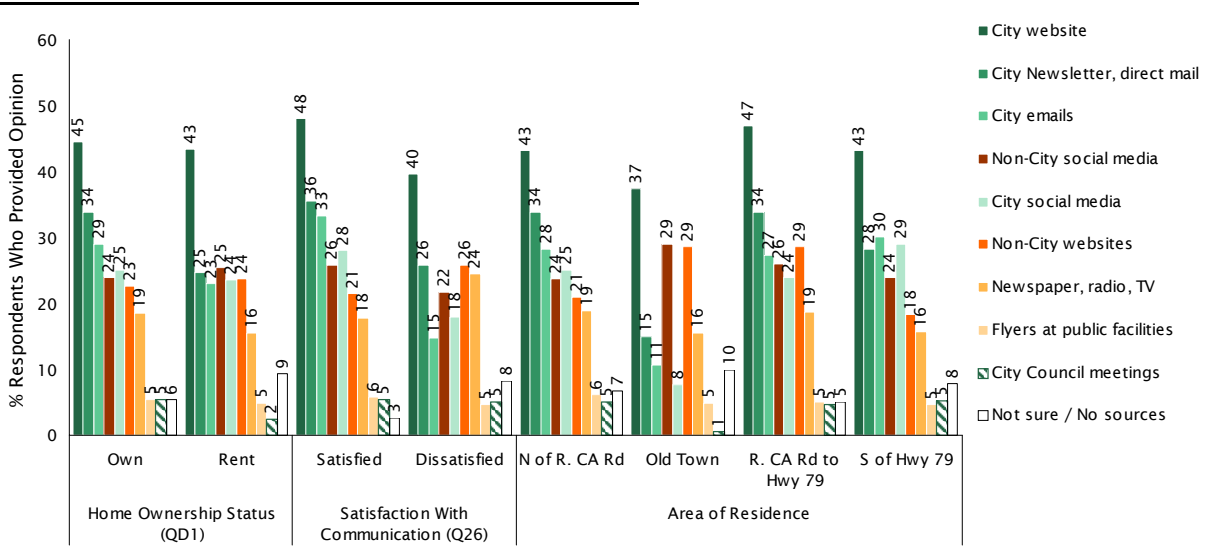


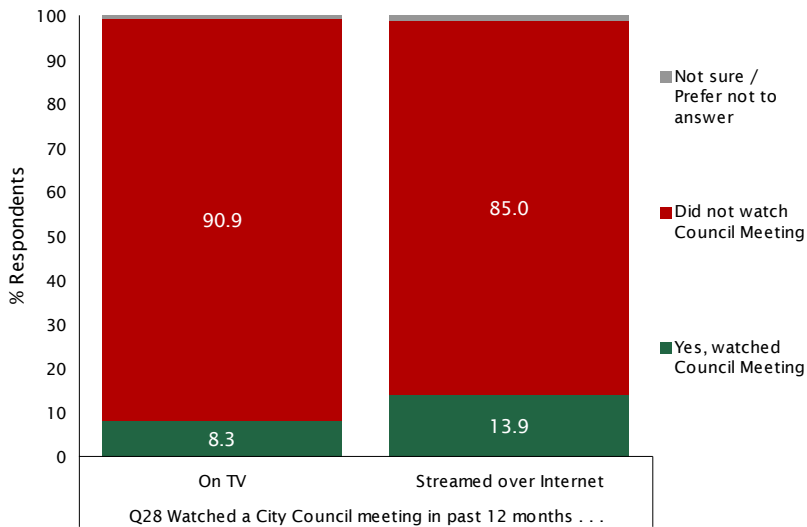
FIGURE 59 INFORMATION SOURCES BY HOME OWNERSHIP STATUS, SATISFACTION WITH COMMUNICATION & AREA OF RESIDENCE



CITY COUNCIL MEETING VIEWERSHIP As it has for many years, the Temecula City Council meets the second and fourth Tuesday of every month at 7:00PM in Council Chambers. Because the City recognizes that its residents have busy schedules with often limited flexibility, it has made efforts to provide a variety of options for residents to view the Council Meetings. In addition to having the option to attend Council Meetings in-person, they can be viewed live on Spectrum Channel 3, Frontier FiOS TV Channel 3, and streamed on the City’s website. Televised rebroadcasts are also available the Tuesday following each meeting, and archived videos of Council Meetings are available on the City’s website.

Question 28 *In the past 12 months, have you _____?*

FIGURE 60 WATCHED A CITY COUNCIL MEETING IN PAST 12 MONTHS



Recognizing that the option to attend Council Meetings in person was suspended for much of the past year according to the State’s pandemic regulations, the final substantive question of the survey asked respondents to identify whether they had viewed a Council Meeting during this time frame either on television or via live stream. As shown in Figure 60 on the prior page, 8% of respondents indicated they had watched a televised Council Meeting during this period, while 14% had watched a meeting streamed over the Internet. Combining the responses to both items revealed that nearly one-in-five respondents (18%) had watched a televised and/or live-streamed City Council meeting in the 12 months prior to the interview. When compared to their respective counterparts, residents of Old Town, those between 25 and 54 years of age, females, and those generally dissatisfied with the City’s efforts to provide municipal services were the most likely to report having watched a City Council meeting during this period.

FIGURE 61 WATCHED A CITY COUNCIL MEETING IN PAST 12 MONTHS BY OVERALL, YEARS IN TEMECULA, HOME OWNERSHIP STATUS & AREA OF RESIDENCE

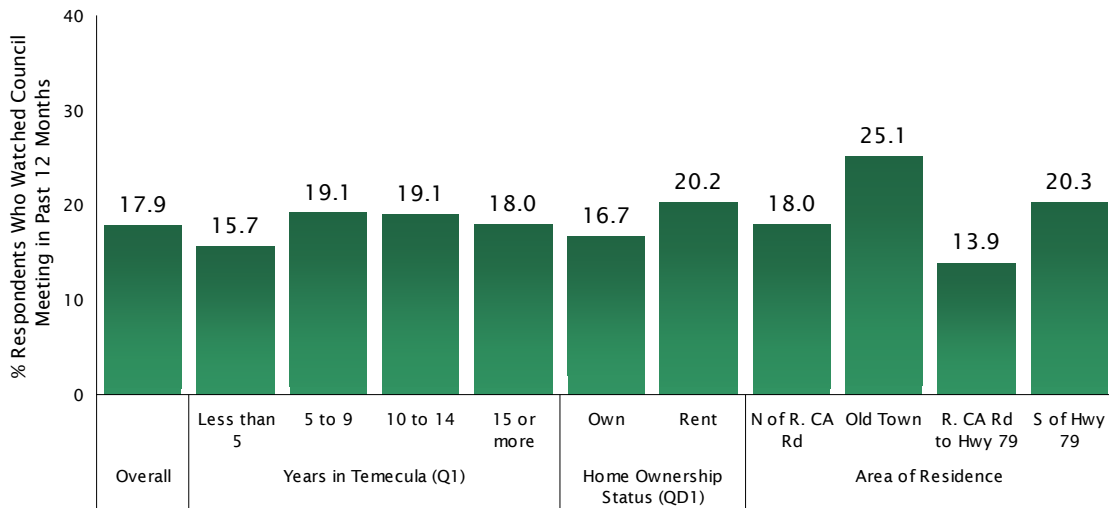
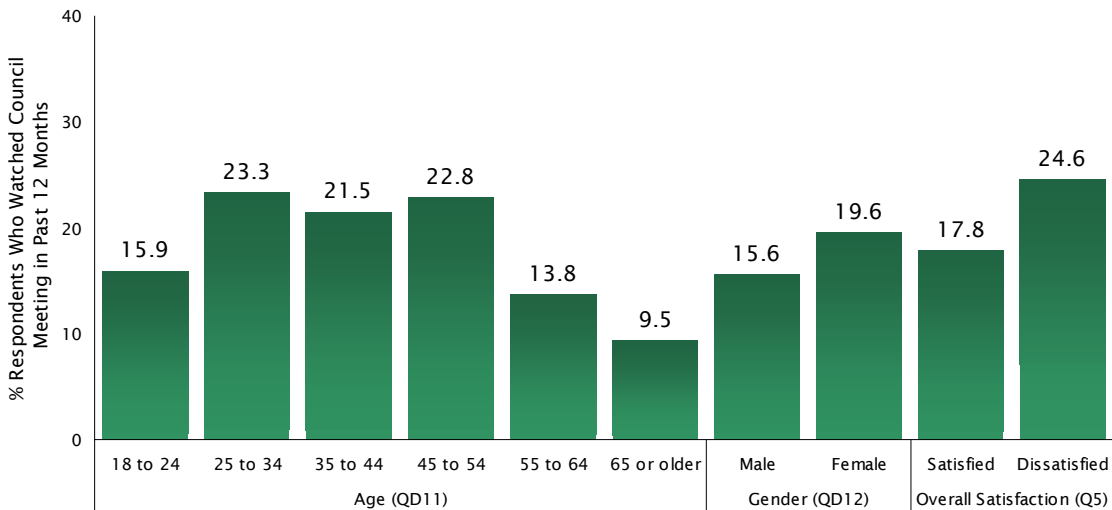


FIGURE 62 WATCHED A CITY COUNCIL MEETING IN PAST 12 MONTHS BY AGE, GENDER & OVERALL SATISFACTION





BACKGROUND & DEMOGRAPHICS

TABLE 5 DEMOGRAPHICS OF SAMPLE

Total Respondents	923
Years in Temecula (Q1)	
Less than 5	23.7
5 to 9	22.6
10 to 14	15.4
15 or more	38.1
Prefer not to answer	0.2
Home Ownership Status (QD1)	
Own	70.2
Rent	27.7
Prefer not to answer	2.1
Employment Status (QD4)	
Full time	53.3
Part time	7.1
Student	4.2
Home- maker	6.0
Between jobs	3.6
Retired	23.3
Prefer not to answer	2.5
Work Commute Status (QD5)	
Work from home	17.6
Commute outside home	26.8
Work at home + commute	15.7
Not employed	37.1
Prefer not to answer	2.8
Commute Distance in Miles (QD6)	
Average miles	30.8
Commute Duration in Minutes (QD7)	
Average minutes	37.9
Regularly Commute Outside County (QD8)	
Yes	23.4
No	72.4
Prefer not to answer	4.2
Age (QD11)	
18 to 24	10.6
25 to 34	16.2
35 to 44	21.2
45 to 54	15.2
55 to 64	18.1
65 or older	16.9
Prefer not to answer	2.0
Gender (QD12)	
Male	49.4
Female	48.6
Prefer not to answer	2.0
Area of Residence	
N of R. CA Rd	37.0
Old Town	6.4
R. CA Rd to Hwy 79	29.3
S of Hwy 79	27.4

Table 5 presents the key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of adult residents in the City of Temecula. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).



M E T H O D O L O G Y

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

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

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents in contact with city staff in the past 12 months (Question 23) were asked about their experiences with staff (Question 24). The questionnaire included with this report (see *Questionnaire & Toplines* on page 57) identifies the skip patterns used during the survey to ensure that each respondent received the appropriate questions.

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

SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of households in the City of Temecula was utilized for this study, ensuring that all households in the City had the opportunity to participate in the survey. After random selection, households were recruited to participate in the survey using a combination of mailed letters, emailed invitations and phone calls to both land lines and mobile lines, as appropriate. Both the mailed and emailed invitations contained a unique passcode so that only those invited could access the secure survey site, and they could complete the survey only once. Following a period of online data collection, True North began placing phone calls to land lines and mobile numbers of households that had yet to participate in the online survey as a result of the mailed and/or emailed invitations, or for which only phone contact information was available.

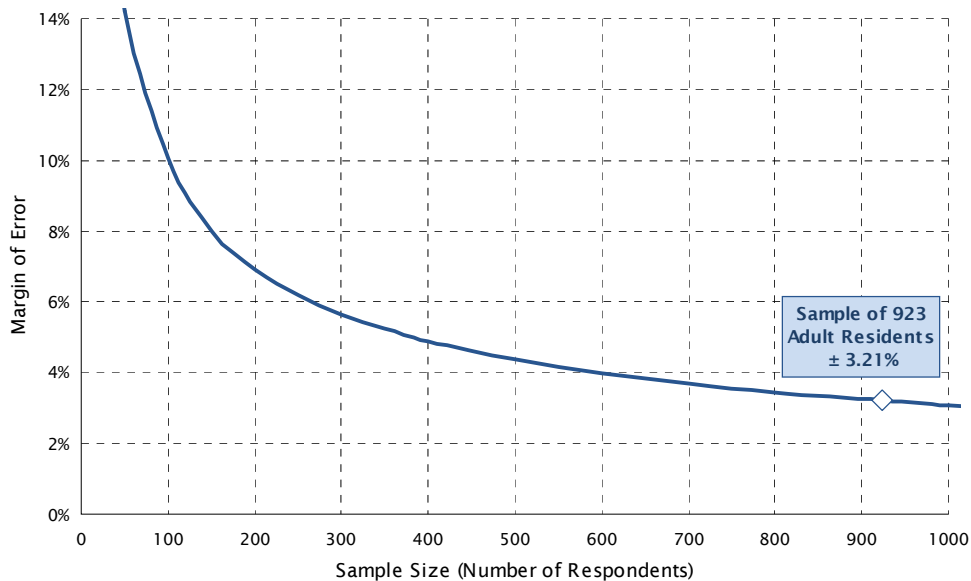
Phone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 8PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 923 completed surveys were gathered online and by phone between March 23 and April 1, 2021.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents in the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of

error due to sampling. The margin of error refers to the difference between what was found in the survey of 923 adult residents for a particular question and what would have been found if all of the estimated 81,851 adult residents⁵ had been interviewed.

Figure 63 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 3.21\%$ for questions answered by all 923 respondents.

FIGURE 63 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 63 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

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

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

5. Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates.

QUESTIONNAIRE & TOPLINES



City of Temecula
Resident Survey
Final Toplines (n=923)
May 2021

Section 1: Introduction to Study

Hi, may I please speak to ____? Hi, my name is ____ and I'm calling from TNR on behalf of the City of Temecula. We're conducting a survey about important issues in the city 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.

If needed: The survey should take less than 15 minutes to complete.

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

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

Section 2: 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 Temecula.

Q1	How long have you lived in the City of Temecula?		
	1	Less than 1 year	4%
	2	1 to 4 years	19%
	3	5 to 9 years	23%
	4	10 to 14 years	15%
	5	15 years or longer	38%
	99	Not sure / Prefer not to answer	0%
Q2	How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	36%
	2	Good	52%
	3	Fair	11%
	4	Poor	1%
	5	Very Poor	0%
	98	Not sure	0%
	99	Prefer not to answer	0%
Q3	What are the one or two things that you like most about living in the City of Temecula? Verbatim responses recorded and later grouped into categories shown below.		
	Proximity to shopping, services in City		18%
	Public safety / Low crime rate		18%
	Cleanliness of City		17%

	Family / Friends / Neighbors	14%
	Small town feel / Community involvement	13%
	Proximity to areas, attractions outside City	9%
	Wineries / Vineyards	9%
	Parks, recreation opportunities	9%
	Good climate, weather	8%
	Aesthetic beauty, landscaping of City	8%
	Schools / Education	7%
	Variety of activities, entertainment	7%
	Open space / Mountains	6%
	Old Town area	6%
	City planning / Local government	4%
	Quiet, peaceful	4%
	Not sure / Cannot think of anything	4%
	Affordable cost of living, housing	3%
	Conservative community	2%
Q4	If the City government could change one thing to make Temecula a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Reduce traffic	26%
	Address homeless issue	12%
	Not sure / Cannot think of anything	10%
	Improve, repair roads	8%
	Limit, reduce growth, development	8%
	Improve police protection, public safety	8%
	No changes needed	5%
	Address COVID-19 concerns	4%
	Lower taxes, fees	3%
	Improve government process, Council	3%
	Attract employers, high end businesses	3%
	Reduce cost of housing	3%
	Enforce traffic laws	3%
	Provide more events, activities for all ages	3%
	Provide own Police Department	3%
	Improve parks, recreation	2%
	Improve shopping, commercial development	2%
	Improve public transit	2%

Clean up, beautify City, landscaping	2%
Address racism issues	2%
Improve sidewalks, bike lanes	2%

Section 3: City Services

Next, I'm going to ask a series of questions about services provided by the City of Temecula.

Q5	Generally speaking, are you satisfied or dissatisfied with the job the City is doing to provide city services? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		
	1	Very satisfied	38%
	2	Somewhat satisfied	45%
	3	Somewhat dissatisfied	8%
	4	Very dissatisfied	2%
	98	Not sure	6%
	99	Prefer not to answer	1%

Split Sample for Questions 6 & 7. Subsample A gets items A-M, Subsample B gets items N-Z.

Q6	For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.						
	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Enforcing traffic laws	36%	30%	27%	7%	1%	0%
B	Maintaining a low crime rate	73%	21%	4%	2%	0%	0%
C	Providing neighborhood police patrols	50%	26%	15%	9%	1%	0%
D	Providing fire protection and prevention services	61%	31%	7%	1%	0%	0%
E	Providing emergency paramedic services	64%	31%	3%	1%	0%	0%
F	Satisfying residents' needs for shopping opportunities	20%	34%	36%	8%	1%	0%
G	Maintaining local streets and roads	60%	34%	5%	0%	0%	0%
H	Managing commercial growth in the City	42%	40%	17%	2%	0%	0%
I	Maintaining sidewalks and curbs	32%	35%	25%	6%	1%	0%
J	Providing reliable garbage and recycling services	48%	41%	10%	1%	0%	0%
K	Coordinating traffic signals	42%	39%	17%	2%	0%	0%

L	Providing local public transportation and shuttle services	23%	23%	36%	17%	1%	1%
M	Maintaining bike lanes and trails	28%	33%	27%	11%	1%	0%
N	Managing residential growth in the City	47%	31%	15%	5%	1%	0%
O	Promoting jobs development in the City	34%	42%	20%	2%	2%	0%
P	Providing a variety of recreation programs	32%	42%	22%	3%	1%	0%
Q	Providing a variety of parks and recreation facilities	40%	47%	12%	1%	0%	0%
R	Providing library services	38%	34%	22%	5%	0%	0%
S	Providing teen services	27%	36%	27%	6%	3%	1%
T	Providing senior services	33%	38%	23%	4%	2%	0%
U	Providing special events, such as the Fourth of July Parade and summer concerts	28%	31%	30%	11%	1%	0%
V	Providing cultural arts, public art, theater and museum services	27%	35%	31%	6%	1%	0%
W	Providing programs and services to those with special needs	32%	41%	21%	4%	1%	1%
X	Acquiring and protecting open space	47%	31%	16%	4%	1%	1%
Y	Providing for diversity and inclusion within City events, services, programs and policies	33%	27%	17%	20%	2%	2%
Z	Providing online access to City services, information, and resources	38%	37%	22%	2%	1%	0%
For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service.							
Q7	Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>						
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Enforce traffic laws	29%	41%	18%	6%	6%	1%
B	Maintain a low crime rate	35%	43%	16%	4%	2%	1%
C	Provide neighborhood police patrols	24%	37%	18%	9%	10%	1%
D	Provide fire protection and prevention services	51%	36%	3%	0%	9%	1%
E	Provide emergency paramedic services	47%	32%	4%	1%	16%	1%
F	Satisfy residents' needs for shopping opportunities	44%	35%	7%	3%	9%	2%
G	Maintain local streets and roads	31%	38%	21%	8%	1%	1%
H	Manage commercial growth in the City	21%	46%	13%	4%	15%	1%
I	Maintain sidewalks and curbs	40%	43%	11%	3%	2%	0%
J	Provide reliable garbage and recycling services	53%	36%	7%	1%	2%	0%

K	Coordinate traffic signals	24%	42%	19%	7%	7%	0%
L	Provide local public transportation and shuttle services	22%	28%	11%	8%	28%	3%
M	Maintain bike lanes and trails	32%	41%	8%	3%	15%	1%
N	Manage residential growth in the City	13%	28%	25%	14%	19%	1%
O	Promote jobs development in the City	17%	33%	12%	7%	29%	1%
Q	Provide a variety of parks and recreation facilities	50%	35%	7%	2%	5%	0%
R	Provide library services	45%	33%	6%	2%	13%	1%
T	Provide senior services	20%	30%	8%	3%	37%	2%
W	Provide programs and services to those with special needs	17%	26%	10%	4%	42%	1%
X	Acquire and protect open space	17%	33%	16%	5%	27%	2%
Y	Provide for diversity and inclusion within City events, services, programs and policies	20%	27%	11%	8%	30%	4%
Z	Provide online access to City services, information, and resources	33%	40%	10%	3%	14%	1%

Section 4: Community Facilities and Programs

Q8 As I read each of the following community facilities, please tell me whether you or another member of your household has visited this facility in the past 12 months.
In the past 12 months, have you or another member of your household: _____?

	<i>Randomize</i>	Yes	No	Not sure / Prefer not to answer
A	Visited a city park or open space area	85%	14%	1%
B	Used a city bike trail or bike lane	47%	50%	3%

Q9 How would you rate the _____ of Temecula's parks, trails and bike lanes? Would you say it is excellent, good, fair, poor or very poor?

	<i>Read item A first, then randomize</i>	Excellent	Good	Fair	Poor	Very Poor	Not Sure	Prefer not to answer
A	Overall quality	36%	45%	10%	2%	1%	6%	0%
B	Safety	33%	37%	16%	5%	2%	7%	1%
C	Accessibility	37%	39%	13%	3%	1%	7%	0%
D	Appearance	40%	42%	11%	2%	0%	5%	0%

Q10	In the past 12 months, have you or any member of your household participated in a City of Temecula recreational program or special event - including any that were "virtual" or modified to comply with the State's COVID-19 restrictions?			
	1	Yes	18%	Ask Q11
	2	No	77%	Skip to Q12
	98	Not sure	4%	Skip to Q12
	99	Prefer not to answer	1%	Skip to Q12
Q11	Overall, how would you rate the quality of Temecula's recreational programs and special events that your household participated in? Would you say it was excellent, good, fair, poor or very poor?			
	1	Excellent	37%	
	2	Good	48%	
	3	Fair	13%	
	4	Poor	1%	
	5	Very Poor	0%	
	98	Not sure	1%	
	99	Prefer not to answer	0%	

Section 5: Traffic

Q12	Next, I'd like to ask you a few questions about traffic circulation. By <u>traffic circulation</u> , I mean the ability to drive around Temecula <u>without encountering long delays</u> . Would you rate: _____ within the City as excellent, good, fair, poor or very poor?								
	<i>Read in Order</i>	Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer	
A	Overall traffic circulation	5%	28%	38%	16%	11%	1%	0%	
B	Traffic circulation on major streets	5%	18%	39%	24%	14%	0%	0%	
C	Traffic circulation in residential areas	28%	45%	19%	5%	3%	1%	0%	
Q13	Generally speaking, are you satisfied or dissatisfied with the City's efforts to improve traffic circulation by improving roads and intersections, implementing traffic calming measures, timing traffic signals, and other measures? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?								
	1	Very satisfied						19%	
	2	Somewhat satisfied						42%	
	3	Somewhat dissatisfied						25%	
	4	Very dissatisfied						11%	
	98	Not sure						4%	
	99	Prefer not to answer						0%	

Q14	The City of Temecula does not have jurisdiction over Interstate 15, but the City has been working hard to raise grant money and partner with regional, state, and federal transportation agencies to build the improvements needed to reduce congestion on the freeway. Construction on freeway improvements will begin within the next year, and will include building auxiliary lanes on Interstate 15 between onramps and offramps through Temecula, and improving the 15 and 215 (two-fifteen) interchange by adding two northbound freeway connector lanes.		
	Prior to taking this survey, were you aware that City of Temecula was successful in securing these freeway improvements for the near future?		
	1	Yes	32%
	2	No	64%
	98	Not sure	3%
99	Prefer not to answer	0%	

Section 6: Economic Development

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

Q15	Thinking of the retail stores that your household currently shops at outside of the City, are there any that you would like to have available in Temecula?		
	1	Yes	43% Ask Q16
	2	No	41% Skip to Q17
	98	Not sure	15% Skip to Q17
	99	Prefer not to answer	1% Skip to Q17
Q16	What are the names of the one or two stores you would most like to have located in the City of Temecula? <i>Verbatim responses recorded and later grouped into categories shown below, with example mentions provided for some categories.</i>		
	Specialty organic food stores (Whole Foods, Trader Joe's)		28%
	High-end department stores (Nordstrom)		19%
	Furniture, home décor stores (IKEA, Bed, Bath & Beyond, At Home, Crate & Barrel)		19%
	Upper scale clothing stores (Ann Taylor, Banana Republic, Zara)		12%
	Sporting Stores, outdoor rec stores (Bass Pro Shop, REI)		9%
	Ethnic grocery stores		6%
	Larger department stores (Target, Walmart)		5%
	Other clothing stores (Stein Mart, Old Navy)		5%
	Family chain restaurants (Cheesecake Factory, Texas Roadhouse)		3%
	Larger discount retail, warehouse stores (Costco, Sam's)		3%
	Grocery stores in general		3%
	Fast food restaurants in general		3%

Variety of restaurants	2%
Coffee shops, bakeries (Peet's Coffee, Krispy Kreme Donuts)	2%
Shoe, footwear stores (Nike)	2%
Locally-owned, Mom & Pop stores	2%

Section 7: Spending Priorities

The City of Temecula 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.

Q17 As I read each of the following items, I'd like you to indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future City spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities. Here is the (first/next) one: _____. Should this item be a high, medium or low priority for the City - or should the City not spend any money on this item?

	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Prefer not to answer
A	Acquire and protect open space and natural habitat areas in and around the City	47%	31%	14%	5%	1%	0%
B	Expand and improve the network of bicycling, pedestrian, and recreational trails	25%	38%	28%	7%	2%	0%
C	Increase recreational programs	22%	45%	26%	4%	2%	0%
D	Attract and or expand institutions of higher learning such as a college or university	36%	30%	21%	11%	2%	0%
E	Make infrastructure improvements to improve traffic circulation	67%	26%	4%	1%	1%	0%
F	Build additional park-n-ride lots for carpoolers	8%	26%	42%	19%	5%	1%
G	Expand teen services and programs	28%	40%	23%	5%	4%	0%
H	Provide incentives to attract new employers and jobs to the City	45%	31%	15%	6%	1%	1%
I	Improve the appearance of public infrastructure and landscapes	26%	43%	25%	6%	1%	0%
J	Expand services and programs for people with special needs	32%	39%	19%	4%	6%	1%
K	Revitalize Jefferson Corridor and other outdated commercial areas of the City	25%	39%	26%	5%	4%	0%
L	Develop high quality arts, culture, history and sporting events and facilities	28%	40%	24%	7%	1%	0%
M	Encourage the upkeep and rehabilitation of existing commercial centers	24%	52%	17%	4%	2%	0%
N	Encourage the development of affordable housing	28%	23%	23%	22%	3%	1%
O	Advocate to State and Federal Departments of Transportation to improve traffic circulation on I-15.	71%	20%	5%	1%	1%	0%

Section 8: Schools & Old Town		
Q18	In general, how would you rate the quality of education provided in Temecula's public schools? Would you say it is excellent, good, fair, poor or very poor?	
	1	Excellent 28%
	2	Good 38%
	3	Fair 9%
	4	Poor 5%
	5	Very Poor 2%
	98	Not sure 17%
	99	Prefer not to answer 1%
Q19	How often do you visit Old Town, also known as Downtown Temecula? At least once per week, two to three times per month, once per month, less often than once per month, or never.	
	1	Once per week 19%
	2	Two to three times per month 24%
	3	Once per month 23%
	4	Less often than once per month 28%
	5	Never 6%
	98	Not sure 0%
	99	Prefer not to answer 0%
Q20	Overall, how would you rate your experiences in Old Town, also known as Downtown Temecula? Would you say they've been excellent, good, fair, poor or very poor?	
	1	Excellent 27%
	2	Good 44%
	3	Fair 20%
	4	Poor 4%
	5	Very Poor 3%
	98	Not sure 2%
	99	Prefer not to answer 1%

Q21		When walking alone in Old Town _____, would you say you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?					
<i>Read in Order</i>		Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Not applicable	Prefer not to answer
A	During the day	74%	20%	2%	1%	3%	0%
B	After dark	25%	39%	19%	8%	8%	1%

Section 9: Staff & Council

Q22 Next, I'm going to read you a series of statements about the City of Temecula. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you not have an opinion? *If agree or disagree, ask: Would that be strongly (agree/disagree) or somewhat (agree/disagree)?*

<i>Randomize</i>		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Prefer not to answer
A	The City is responsive to residents' needs	17%	41%	13%	5%	22%	2%
B	The City manages its finances well	23%	30%	8%	4%	34%	2%
C	The City listens to residents when making important decisions	14%	35%	14%	7%	28%	3%
D	I trust the City of Temecula	26%	43%	10%	5%	12%	3%

Q23 In the past 12 months, have you been in contact with City of Temecula staff?

1	Yes	23%	Ask Q24
2	No	73%	Skip to Q25
98	Not sure	2%	Skip to Q25
99	Prefer not to answer	1%	Skip to Q25

Q24 In your opinion, is the staff at the City very _____, somewhat _____, or not at all _____.
(Read one item at a time, continue until all items are read).

<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Courteous	68%	27%	4%	1%	0%
B	Helpful	57%	32%	9%	2%	0%
C	Professional	67%	29%	3%	1%	0%
D	Knowledgeable	54%	37%	5%	4%	0%

Q25	In the past 12 months, have you been in contact with a member of the City Council?		
	1	Yes	10%
	2	No	87%
	98	Not sure	2%
	99	Prefer not to answer	1%

Section 10: City- Resident Communication

Q26	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		
	1	Very satisfied	28%
	2	Somewhat satisfied	41%
	3	Somewhat dissatisfied	12%
	4	Very dissatisfied	5%
	98	Not sure	12%
	99	Prefer not to answer	2%
Q27	What information sources do you use to find out about City of Temecula news, information and programming? <i>Don't read list. Record up to first 4 responses.</i> <i>If mentions social media, Facebook, Twitter, Instagram, etc., ask: Would that be the City's social media, non-city sources, or both? If both, check appropriate sources in City Sources and Other Sources.</i>		
	City Sources		
	1	City Newsletter/ <i>Inside Temecula</i>	23%
	2	City's website	43%
	3	Email notification from City	27%
	4	Letters or postcards from the City mailed to home	11%
	5	Flyers or brochures (displayed at public facilities)	5%
	6	City Council Meetings (televised)	2%
	7	City Council Meetings (streamed online)	3%
	8	City's Facebook	16%
	9	City's Instagram	12%
	10	City's Twitter	2%
	Other Sources		
	11	Social Media (not a City source)	24%
	12	Internet/websites (not City's site)	21%
	13	Local newspapers	13%
	14	Radio	2%

15	Television (general)	4%
16	Community events	3%
17	Friends/Family/Associates	17%
18	Other source	4%
19	Do Not Receive Information about City	4%
20	Temecula Patch	2%
98	Not sure	2%
99	Prefer not to answer	1%
Q28	In the past 12 months, have you _____?	
	<i>Ask in order</i>	
A	Watched a City Council meeting on TV	8% 91% 1%
B	Watched a City Council meeting streamed over the Internet	14% 85% 1%

Section 11: Background & Demographics

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

D1	Do you own or rent your residence in the City?	
1	Own	70%
2	Rent	28%
99	Prefer not to answer	2%
D2	Which of the following best describes your current home?	
1	Single family detached home	83%
2	Apartment	10%
3	Condominium	4%
4	Mobile home	0%
99	Prefer not to answer	2%

D3	Thinking ahead five years, which of the following best describes the type of housing you expect to live in at that point?			
	1	Single family detached home	85%	
	2	Apartment	7%	
	3	Condominium	4%	
	4	Mobile home	1%	
	99	Prefer not to answer	3%	
D4	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?			
	1	Employed full-time	53%	Ask D5
	2	Employed part-time	7%	Ask D5
	3	Student	4%	Skip to D6
	4	Homemaker	6%	Skip to D11
	5	Retired	23%	Skip to D11
	6	In-between jobs	4%	Skip to D11
	99	Not sure / Prefer not to answer	2%	Skip to D11
D5	Are you currently working from home, commuting to a workplace outside of your home, or a mixture of both?			
	1	Working from home	29%	
	2	Commuting to a workplace outside home	44%	
	3	Mixture of both	26%	
	99	Prefer not to answer	1%	
<i>Ask D6 if D5 = (2,3) OR D4 = (3). Otherwise skip to instruction preceding D9.</i>				
D6	In miles, what is the approximate distance between your home and your <workplace/school>? <i>Pipe based on answer to D4. If respondent not sure, ask them to provide their best estimate.</i>			
		<i>Average commute distance</i>	30.82 miles	
	1	Less than 5	19%	
	2	5 to 9	9%	
	3	10 to 14	9%	
	4	15 to 19	3%	
	5	20 to 29	8%	
	6	30 to 49	22%	
	7	50 or more	23%	
	99	Prefer not to answer	8%	

D7	In minutes, how long does it typically take you to commute to <work/school> one-way if you travel there directly without stops? <i>If respondent says it depends or not sure, ask them to provide their best estimate on a typical day.</i>	
	<i>Average commute duration</i>	<i>37.85 minutes</i>
1	Less than 10	11%
2	10 to 19	19%
3	20 to 29	11%
4	30 to 44	14%
5	45 to 60	22%
6	More than 60	15%
99	Prefer not to answer	8%
D8	In what county is the City that you commute to located?	
1	Los Angeles (L.A.)	5%
2	Orange	3%
3	Riverside	47%
4	San Bernardino	5%
5	San Diego	29%
6	Other	9%
99	Prefer not to answer	3%
<i>Ask D9 if D4 = (1,2).</i>		
D9	After the pandemic is over, do you anticipate that you will work from home, commute to a workplace outside of your home, or a mixture of both?	
1	Work from home	17%
2	Commute to a workplace outside home	53%
3	Mixture of both	29%
99	Prefer not to answer	1%
<i>Ask D5 = (1 or 3).</i>		
D10	Do you live in or did you choose to move to Temecula, in part, because your job allows you to work from home?	
1	Yes	24%
2	No	75%
99	Prefer not to answer	1%

Ask D11 & D12 of all respondents.

<i>Ask D11 & D12 of all respondents.</i>		
D11	In what year were you born? Year recorded and grouped into categories shown below.	
	18 to 24	11%
	25 to 34	16%
	35 to 44	21%
	45 to 54	15%
	55 to 64	18%
	65 or older	17%
	Prefer not to answer	2%
D12	What is your gender?	
	1 Male	49%
	2 Female	49%
	3 Other	0%
	99 Prefer not to answer	2%
Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of Temecula.		

Post- Interview Items

Post- Interview Items		
S1	Area of Residence	
	N of R. CA Rd	37%
	Old Town	6%
	R. CA Rd to Hwy 79	29%
	S of Hwy 79	27%

