



DATE: July 25, 2023
TO: Mayor and Members of the City Council
FROM: Greg Humora, City Manager *GH*
VIA: Lyn Dedmon, Assistant to the City Manager
SUBJECT: 2023 City of La Mesa Community Opinion Survey

In 2006, the City began conducting a statistically valid public opinion community survey to identify key resident concerns and measure overall satisfaction with City operations. Since then, the survey has been conducted every two years which has enabled the City to track trends. The survey is designed to gather opinions on specific topics, including public safety, City services, code enforcement, communication and overall quality of life.

For the 2023 Community Opinion Survey, the independent survey research firm True North Research (True North) randomly selected 1,069 La Mesa residents to participate. True North designed the sampling methodology to ensure that respondents were equally represented from four quadrants of the City. Respondents were offered the option (in English and Spanish) to participate by telephone or online between May 1 and May 9, 2023. True North used a combination of mailed invitations, email, and phone calls to recruit participation in the survey from the randomly selected residents.

Attached is the 2023 Community Opinion Survey Summary Report (Summary Report). The Summary Report provides an overview of key findings (page 4), a detailed discussion of each question (starts on page 10), and describes the methodology utilized for collecting and analyzing the data (page 54).

Dr. Timothy McLarney, President of True North, will present the results of the survey and be available to answer any questions.

Attachments:

A: Summary Report: 2023 City of La Mesa Community Opinion Survey