

COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF LA MESA

PRESENTED BY
TIMOTHY McLARNEY PH.D.

4/18/2024





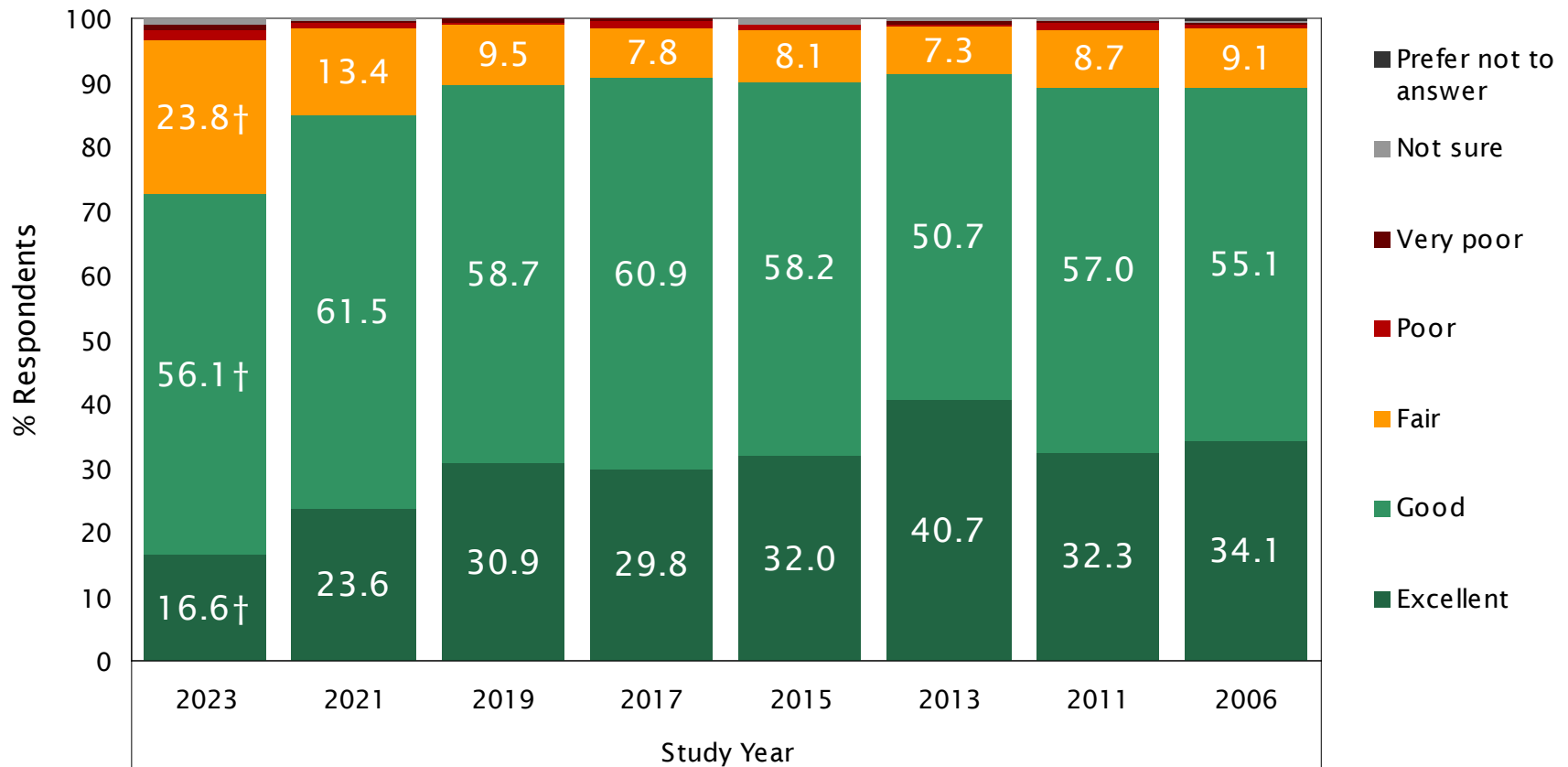
METHODOLOGY OF STUDY

- **How did we select residents to survey?**
 - Stratified random sample of adult residents
 - Balanced, representative sample that aligns with Census estimates
- **How did we recruit participation?**
 - Personalized email, text, and telephone calls
 - PINs to restrict access and ensure one complete per respondent
- **How were respondents able to share their opinions?**
 - Secure, PIN-protected website that scales to the device
 - Telephone (land line or mobile)
- **What was the sample size?**
 - 1,069 completed interviews
 - Overall margin of error of $\pm 3.0\%$ @ 95% level of confidence

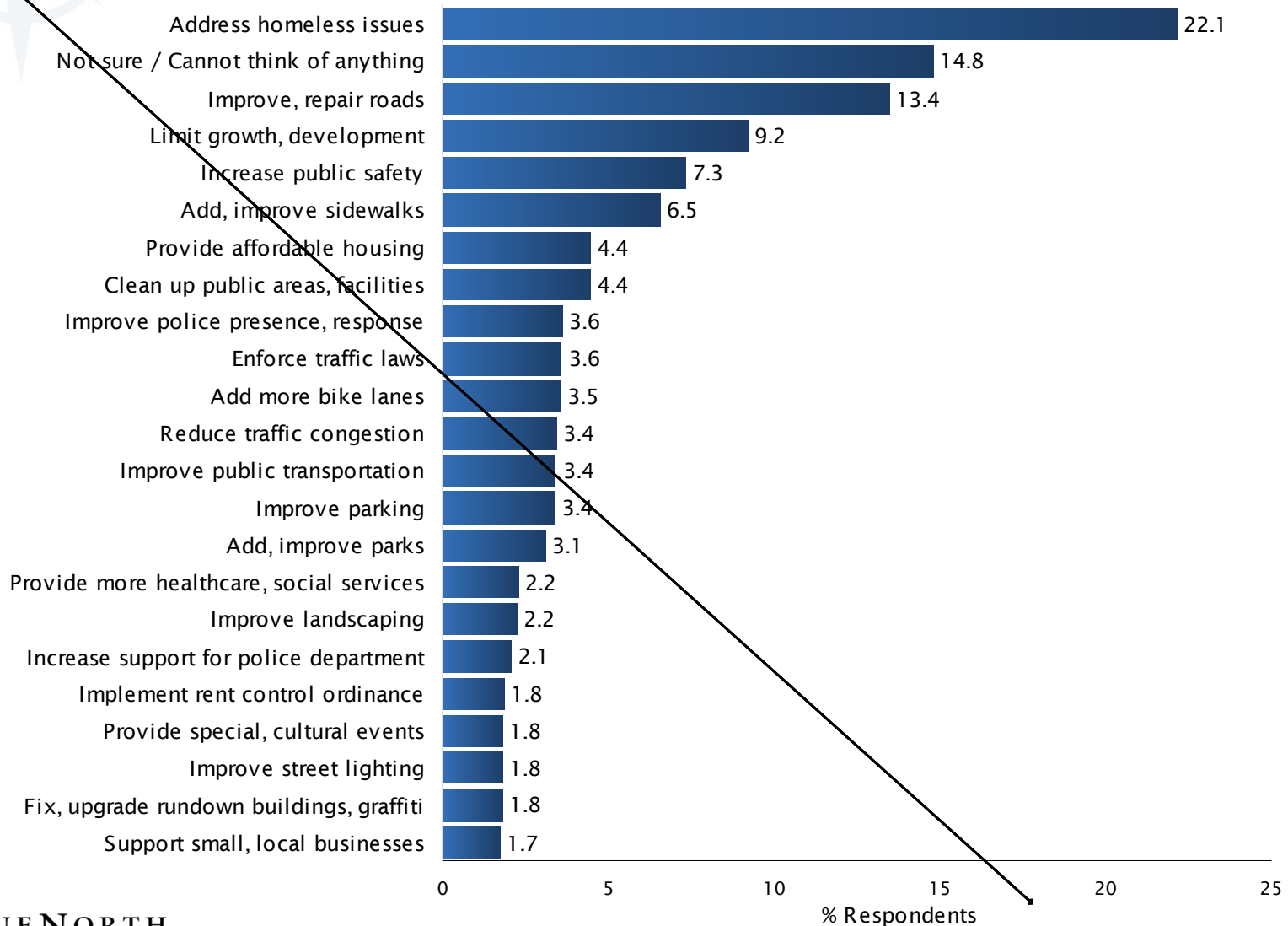
DEMOGRAPHICS: CENSUS VS SURVEY

	Census ACS 5-Year Estimates	2023 Community Opinion Survey
Age		
18 to 29	23.3%	24.1%
30 to 39	21.9%	22.6%
40 to 49	14.8%	13.9%
50 to 64	21.7%	21.2%
65 or older	18.3%	18.1%
Child in Household		
Yes	25.0%	28.0%
No	75.0%	72.0%
Ethnicity		
Hispanic	25.8%	26.3%
Black	7.3%	7.5%
Asian	6.6%	6.1%
White	54.4%	57.1%
Other	5.9%	3.1%

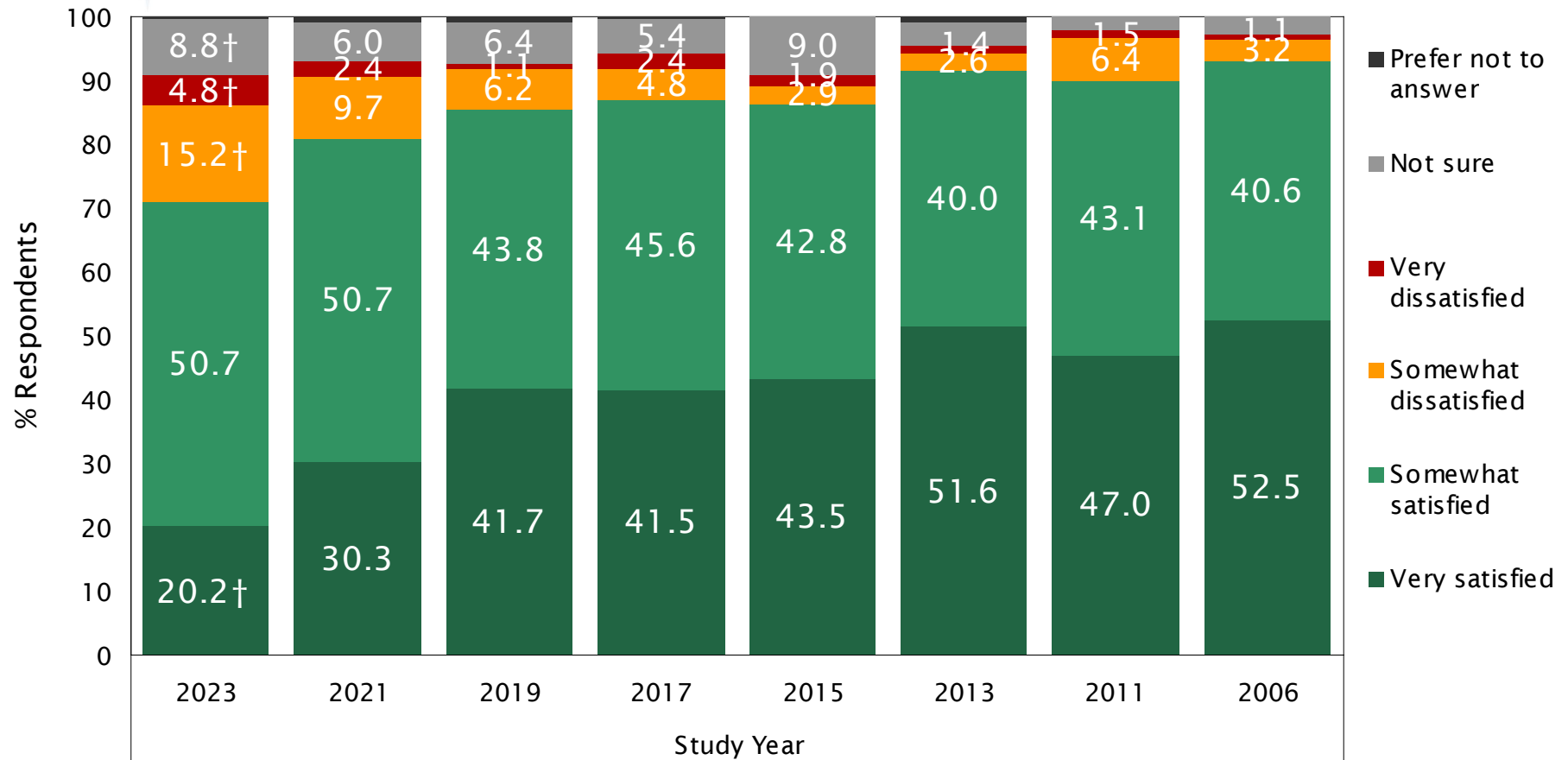
OVERALL QUALITY OF LIFE BY STUDY YEAR



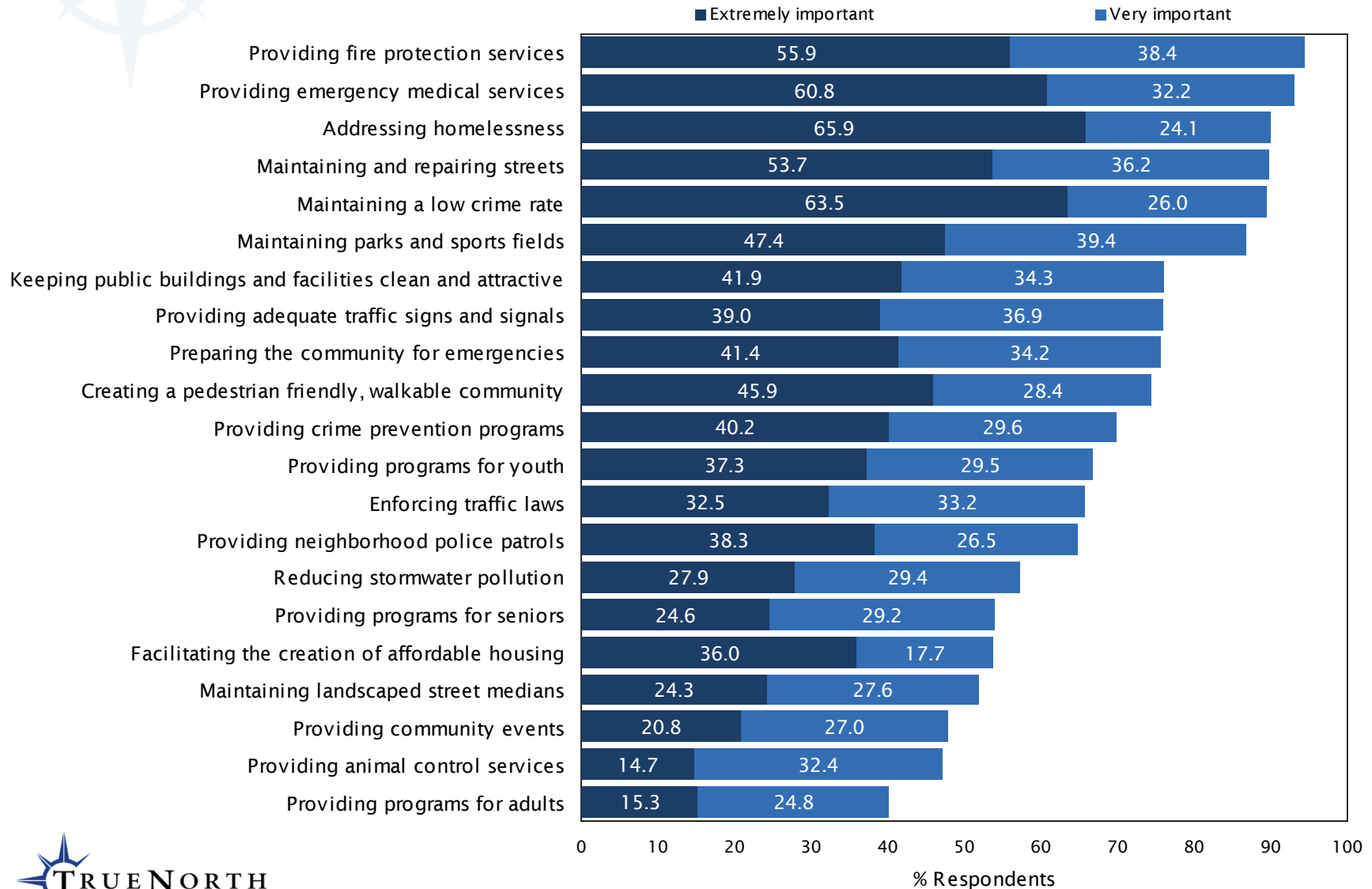
CHANGES TO IMPROVE CITY



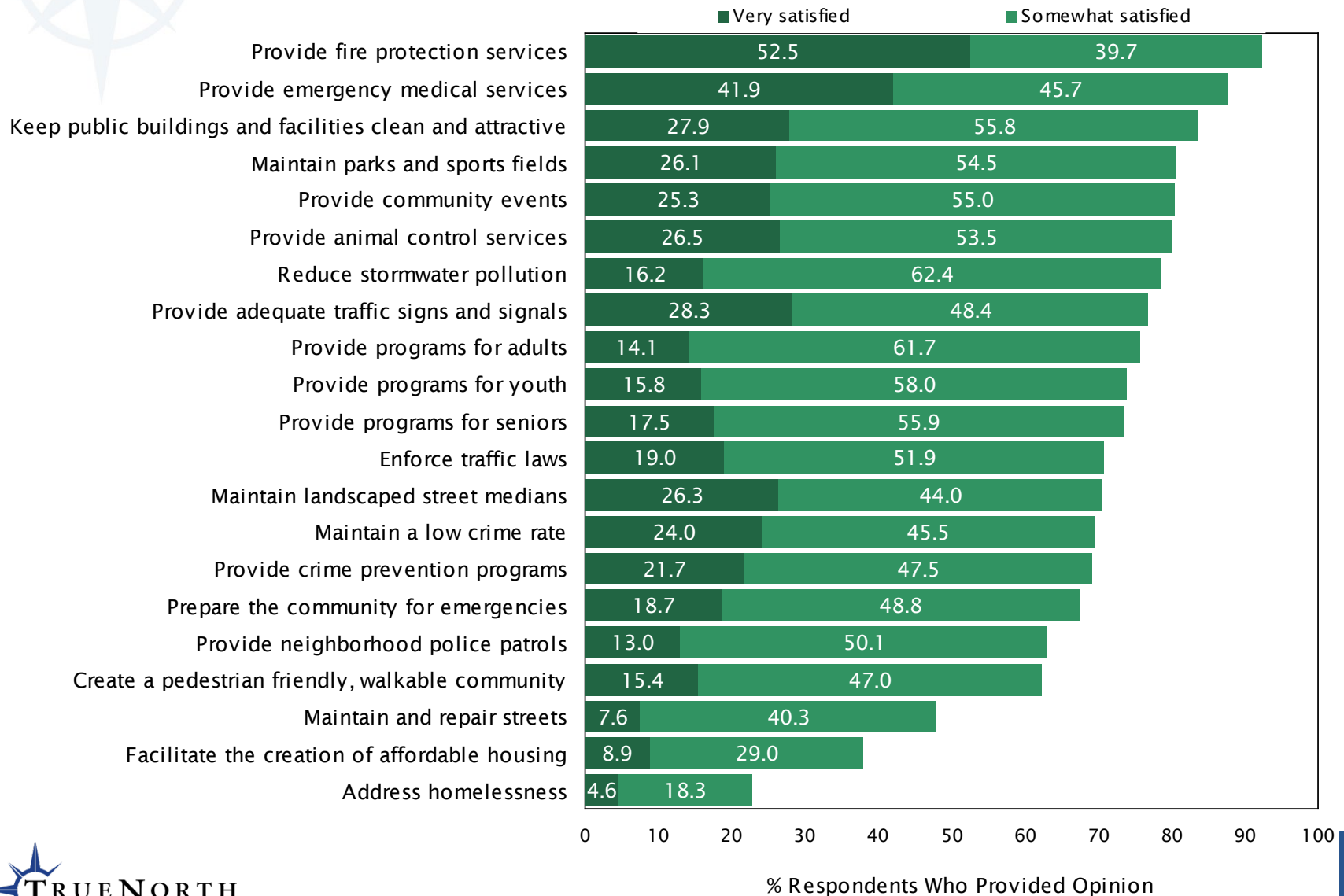
OVERALL SATISFACTION BY STUDY YEAR



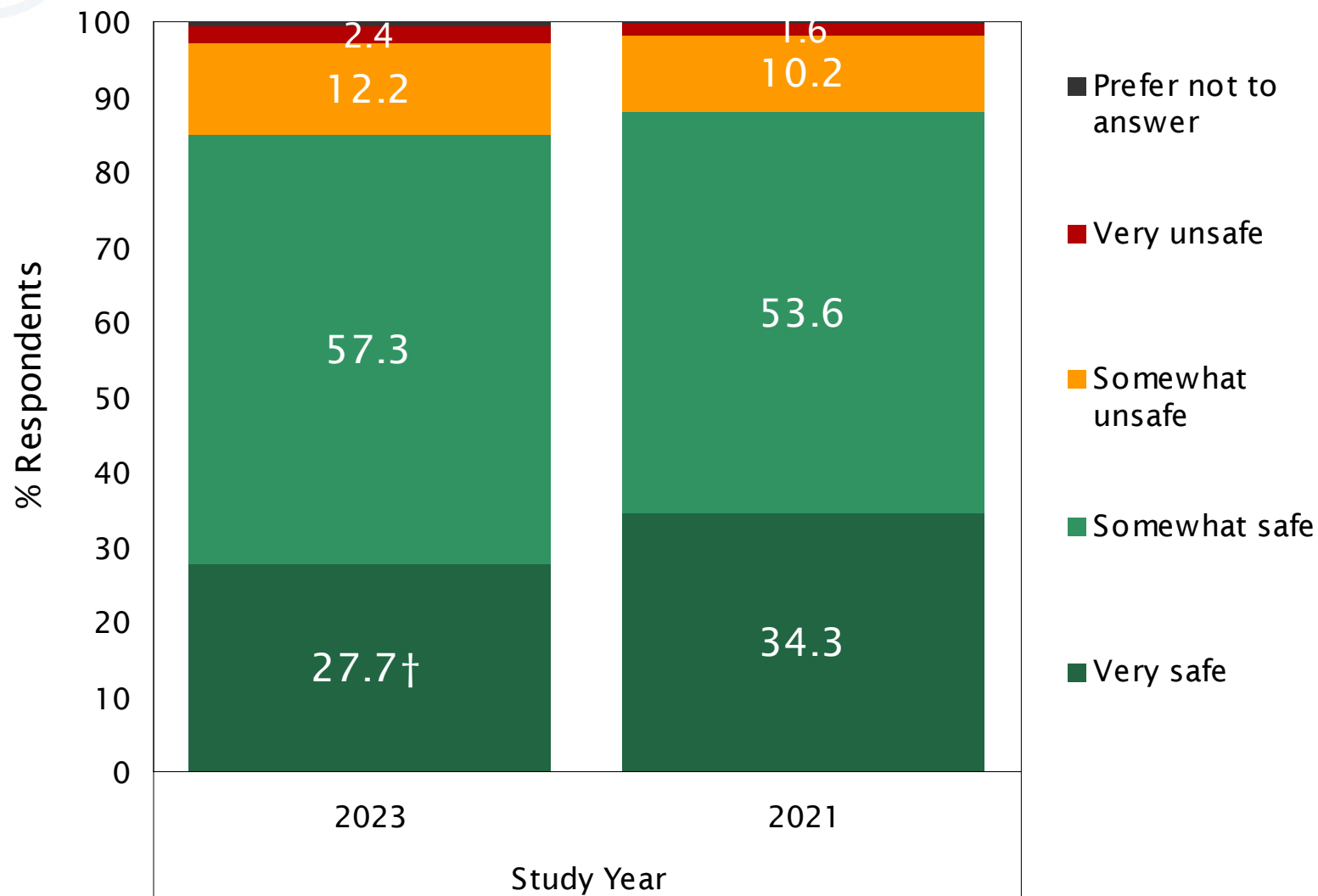
IMPORTANCE OF SERVICES



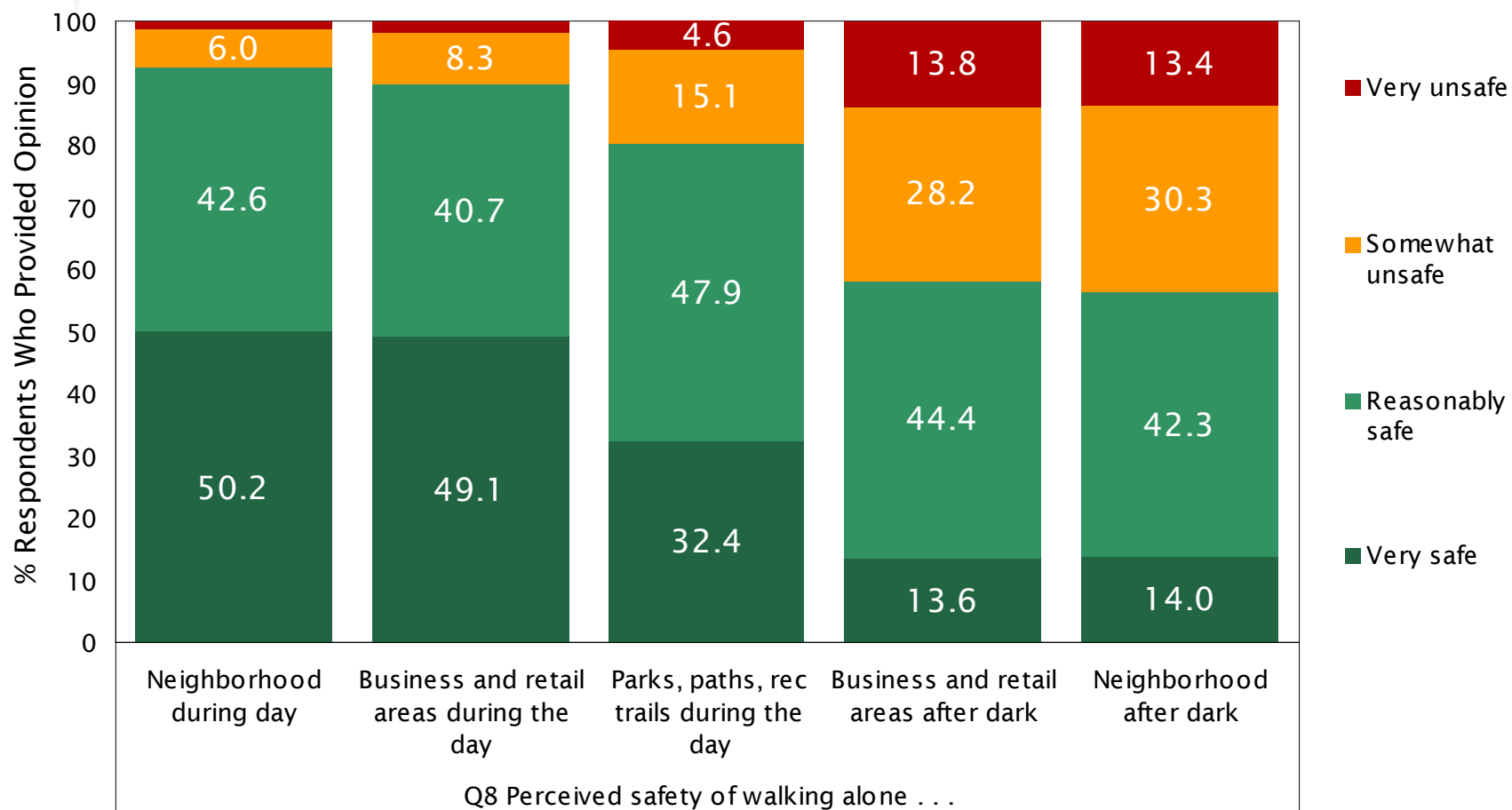
SATISFACTION WITH SERVICES



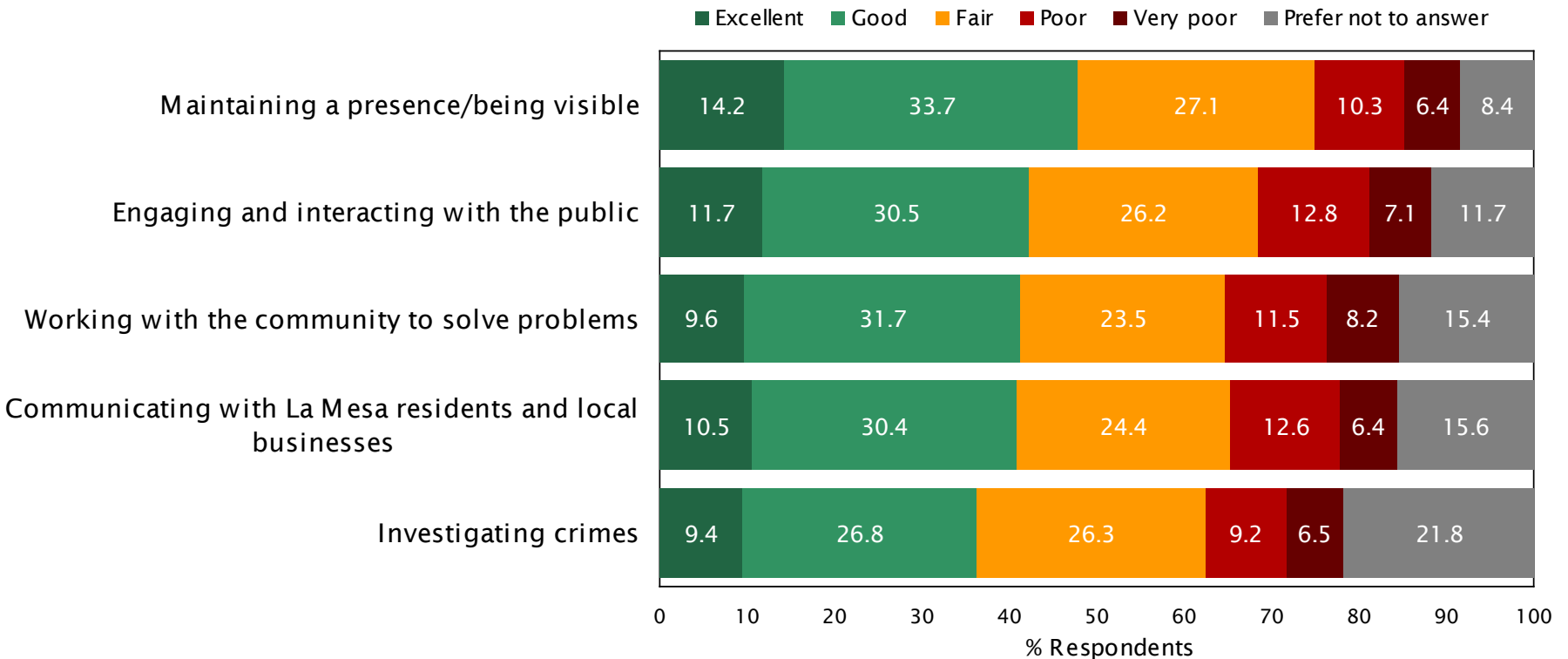
HOW SAFE IS LA MESA OVERALL?



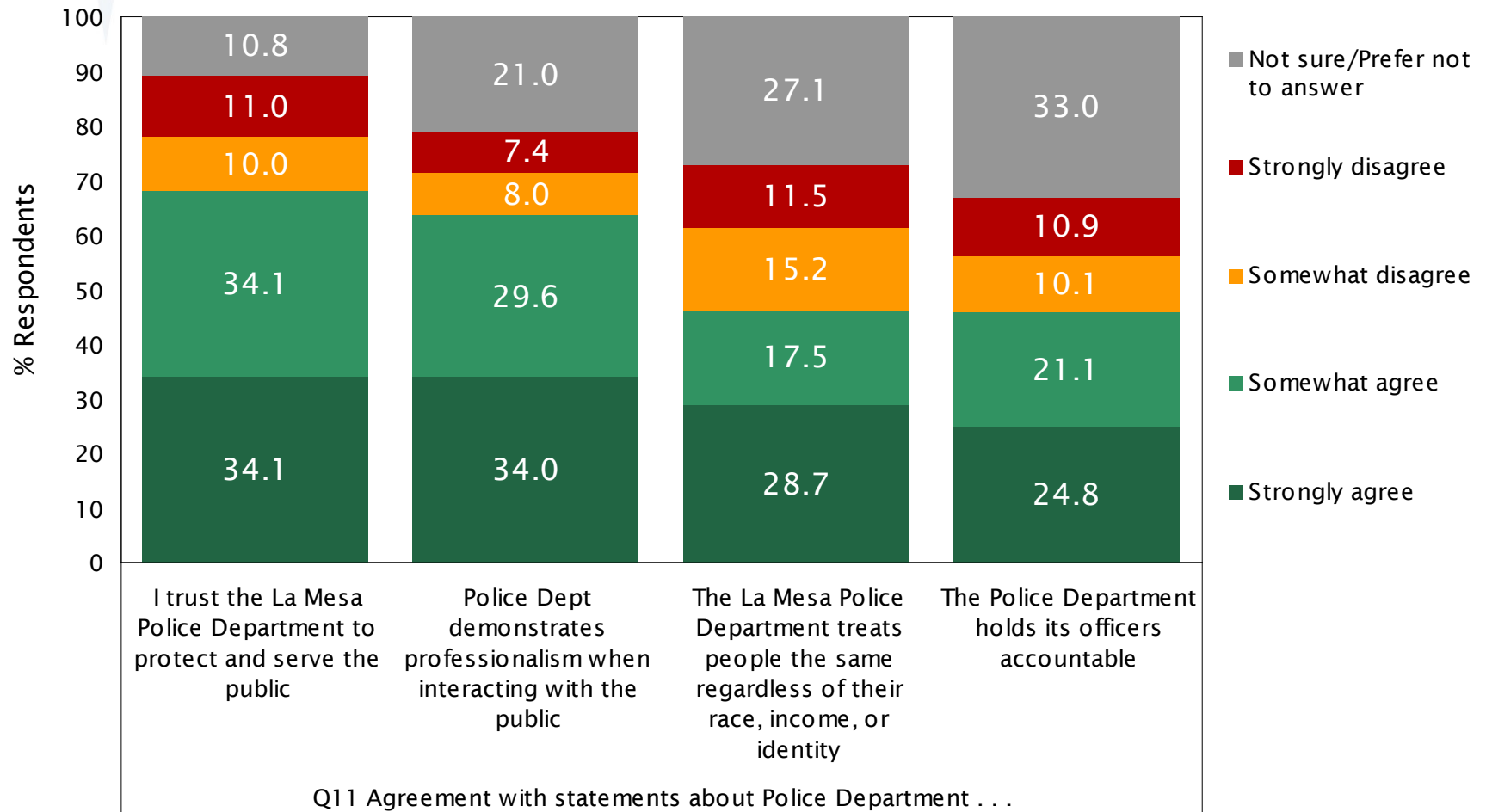
PERCEPTIONS OF SAFETY SCENARIOS



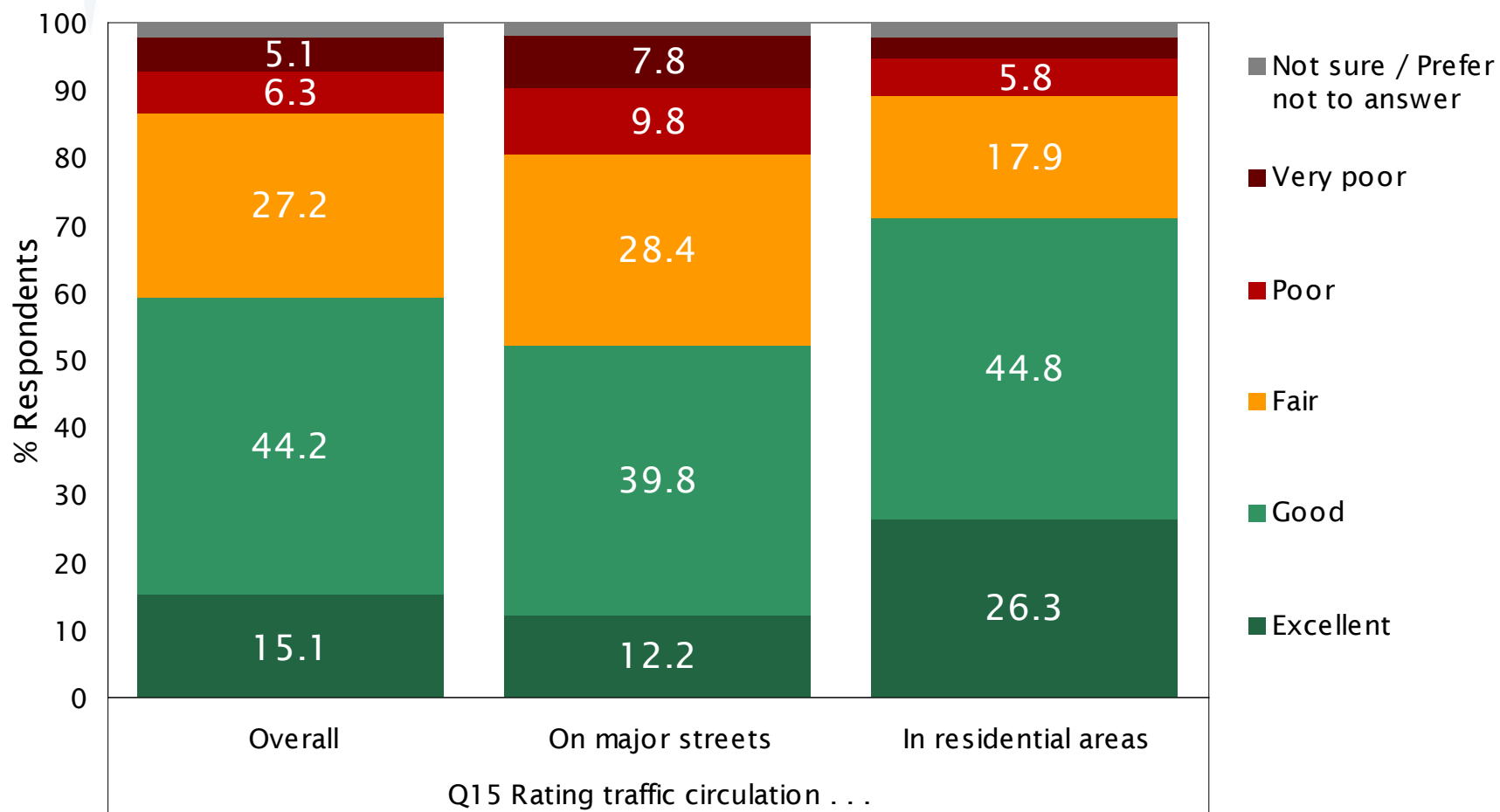
RATING POLICE DEPT PERFORMANCE



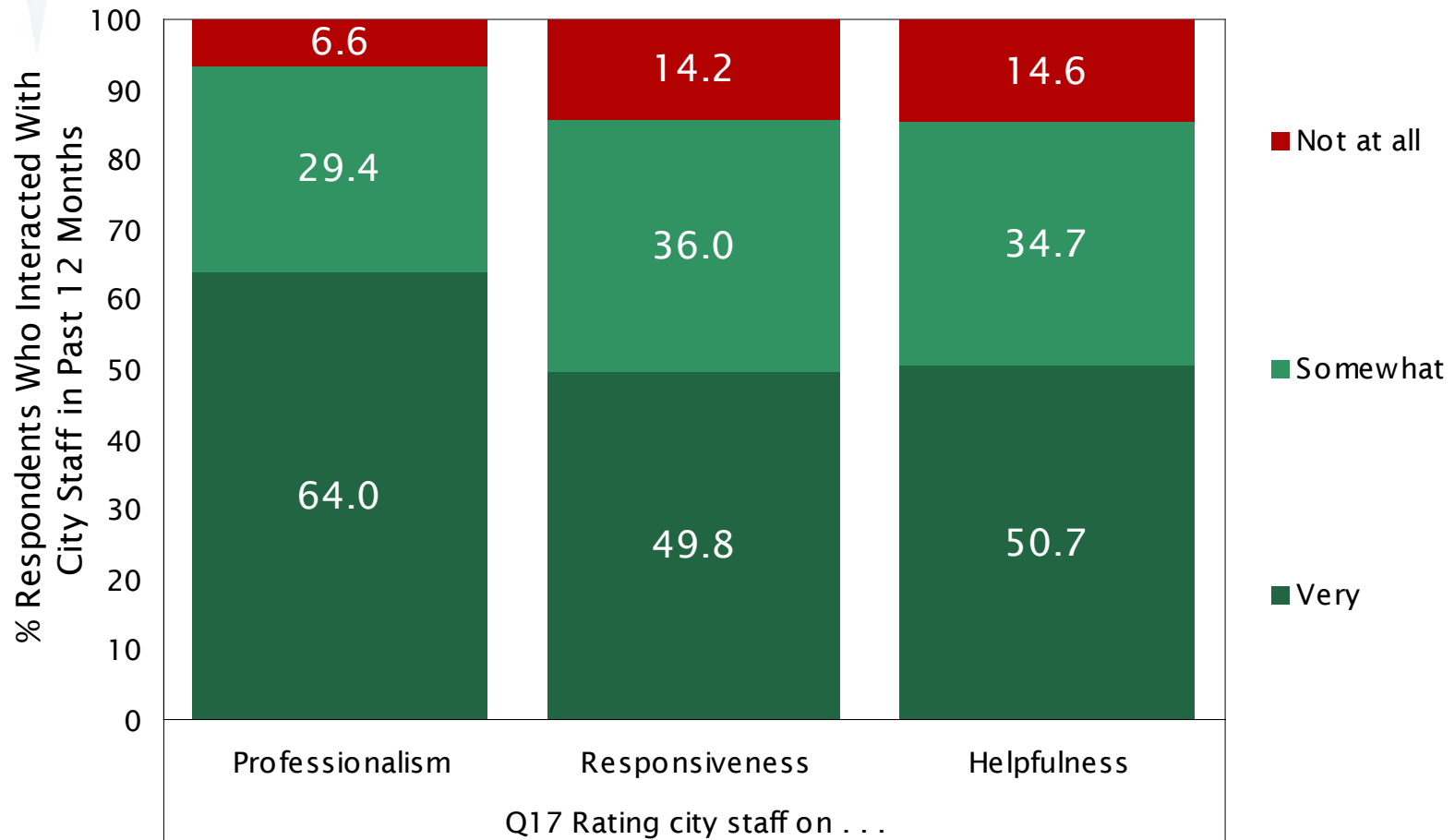
STATEMENTS ABOUT POLICE DEPARTMENT



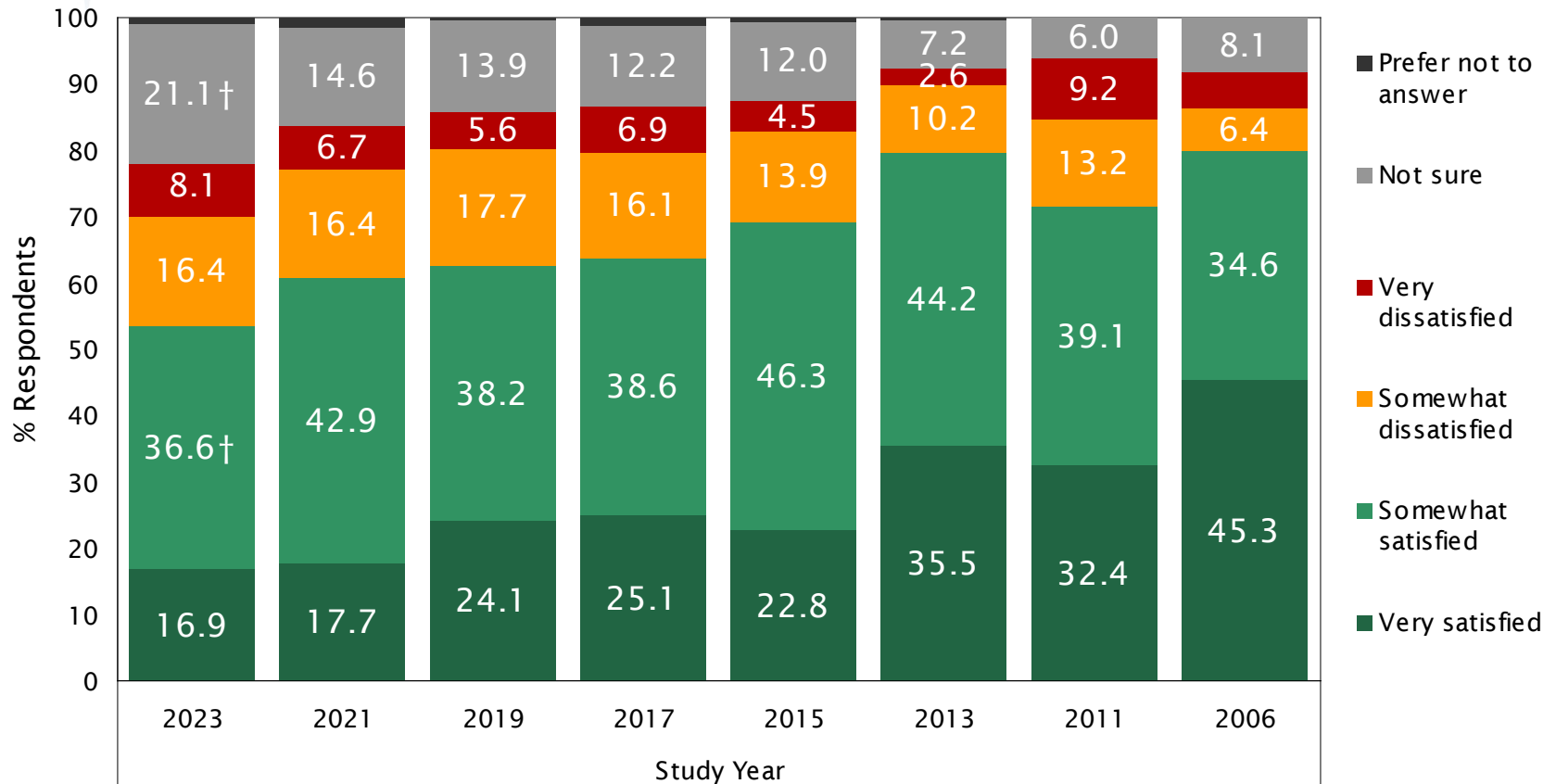
PERCEPTION OF TRAFFIC



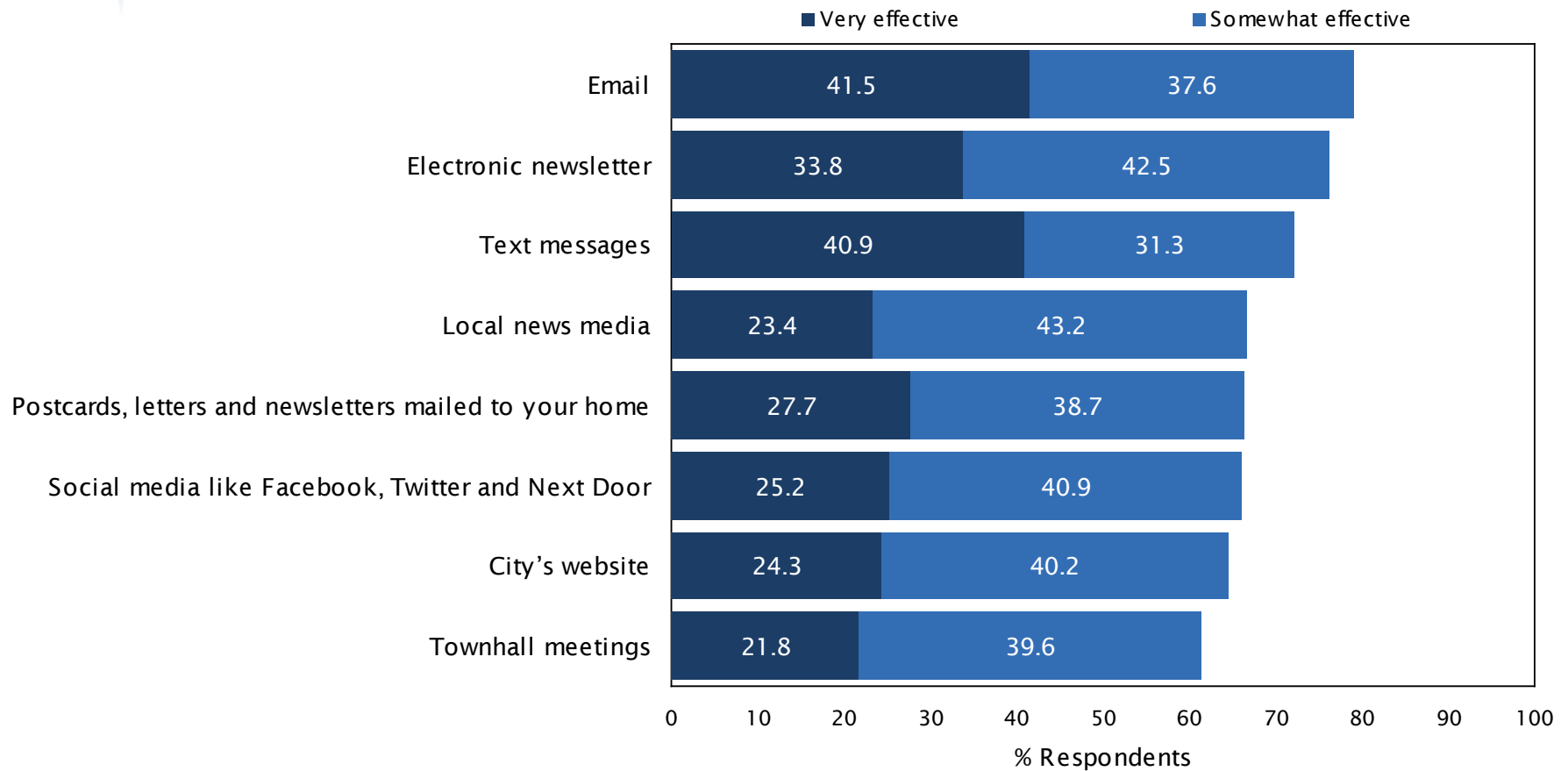
CITY STAFF CUSTOMER SERVICE



SATISFACTION WITH COMMUNICATION



RATING COMMUNICATION METHODS





KEY CONCLUSIONS

Despite challenging conditions of past two years and dips in certain metrics, vast majority of residents continue to be satisfied with La Mesa

- Overall quality of Life
- City's Overall Performance
- Performance in specific service areas, especially fire protection, emergency medical services, keeping public buildings/facilities clean, maintaining parks and sports fields

Opportunity Areas

- Addressing homeless issues
- Facilitating the development of affordable housing
- Maintaining and repairing local streets
- Creating pedestrian-friendly, walkable community
- Police and crime prevention
- Preparing the community for emergencies
- Communication

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