# COMMUNITY OPINION SURVEY

CONDUCTED FOR THE CITY OF LA MESA

PRESENTED BY
TIMOTHY McLarney Ph.D.

4/18/2024



## METHODOLOGY OF STUDY

- O How did we select residents to survey?
  - OStratified random sample of adult residents
  - o Balanced, representative sample that aligns with Census estimates
- O How did we recruit participation?
  - o Personalized email, text, and telephone calls
  - o PINs to restrict access and ensure one complete per respondent
- O How were respondents able to share their opinions?
  - Secure, PIN-protected website that scales to the device
  - o Telephone (land line or mobile)
- O What was the sample size?
  - 0 1,069 completed interviews
  - Overall margin of error of ± 3.0% @ 95% level of confidence

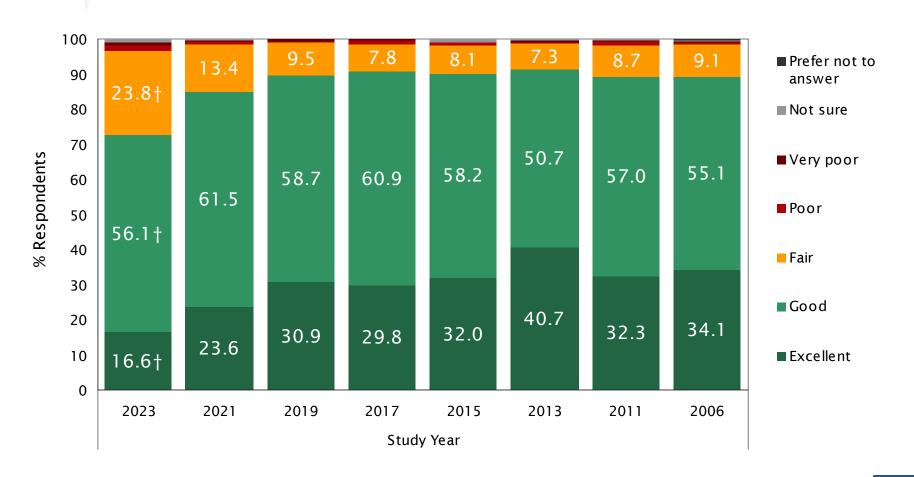


# **DEMOGRAPHICS: CENSUS VS SURVEY**

	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%

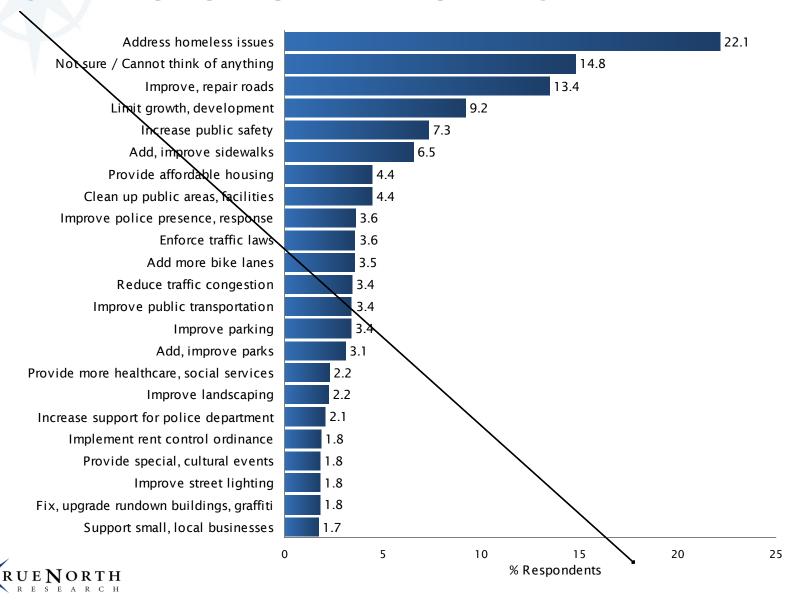


#### OVERALL QUALITY OF LIFE BY STUDY YEAR

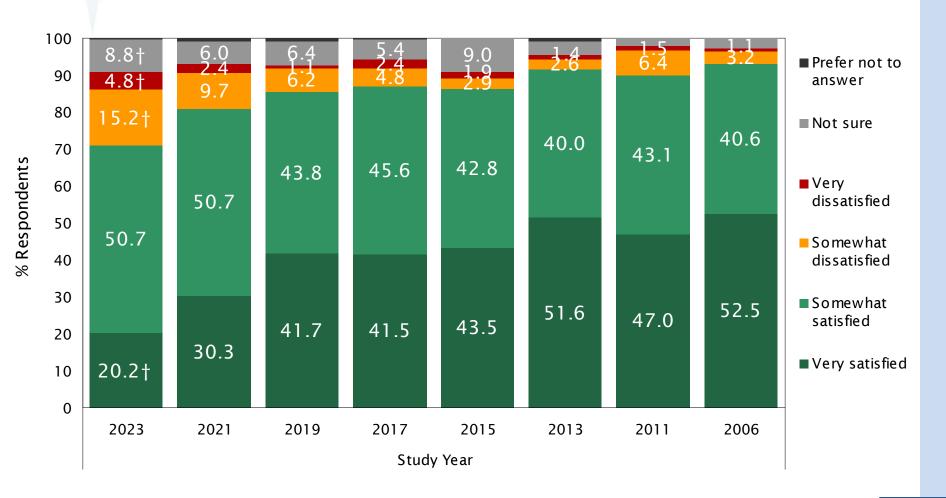




## CHANGES TO IMPROVE CITY



#### OVERALL SATISFACTION BY STUDY YEAR





## IMPORTANCE OF SERVICES

■ Extremely important ■ Very important Providing fire protection services 55.9 38.4 Providing emergency medical services 60.8 32.2 Addressing homelessness 65.9 24.1 53.7 36.2 Maintaining and repairing streets 63.5 26.0 Maintaining a low crime rate Maintaining parks and sports fields 47.4 39.4 34.3 Keeping public buildings and facilities clean and attractive 41.9 Providing adequate traffic signs and signals 39.0 36.9 Preparing the community for emergencies 34.2 41.4 Creating a pedestrian friendly, walkable community 45.9 28.4 29.6 40.2 Providing crime prevention programs 37.3 29.5 Providing programs for youth 32.5 33.2 Enforcing traffic laws 38.3 26.5 Providing neighborhood police patrols Reducing stormwater pollution 27.9 29.4 24.6 29.2 Providing programs for seniors 17.7 Facilitating the creation of affordable housing 36.0 24.3 Maintaining landscaped street medians 27.6 20.8 27.0 Providing community events 14.7 Providing animal control services 32.4 15.3 Providing programs for adults 24.8 50 90

0

10

20

30

40

60

% Respondents

70

80



100

#### SATISFACTION WITH SERVICES

■Very satisfied 52.5 39.7 Provide fire protection services Provide emergency medical services 41.9 45.7 Keep public buildings and facilities clean and attractive 27.9 55.8 26.1 54.5 Maintain parks and sports fields 25.3 55.0 Provide community events Provide animal control services 26.5 53.5 16.2 62.4 Reduce stormwater pollution Provide adequate traffic signs and signals 28.3 48.4 Provide programs for adults 14.1 61.7 Provide programs for youth 15.8 58.0 Provide programs for seniors 17.5 55.9 51.9 Enforce traffic laws 19.0 Maintain landscaped street medians 26.3 44.0 24.0 Maintain a low crime rate 45.5 21.7 47.5 Provide crime prevention programs 18.7 48.8 Prepare the community for emergencies 13.0 50.1 Provide neighborhood police patrols Create a pedestrian friendly, walkable community 15.4 47.0 7.6 Maintain and repair streets 40.3 8.9 29.0 Facilitate the creation of affordable housing 4.6 18.3 Address homelessness

0

10

20

30

40



50

60

70

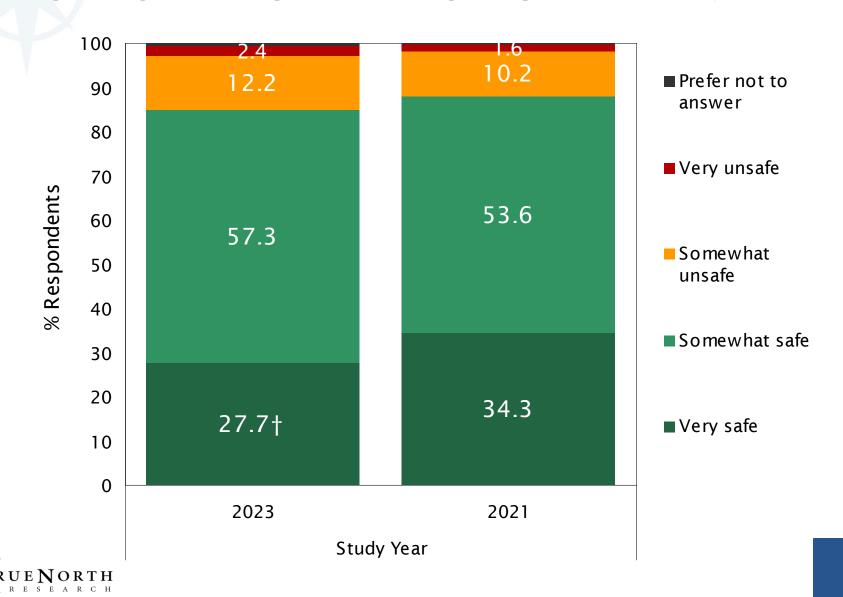
80

90

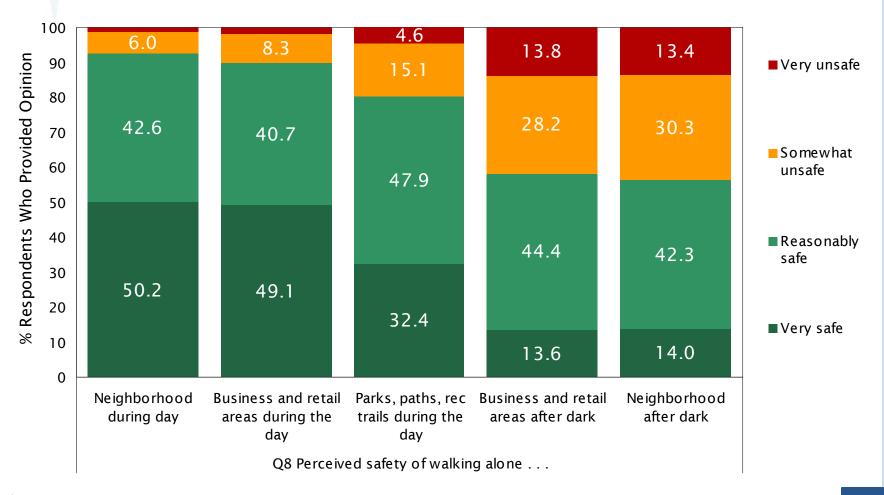
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■Somewhat satisfied

## HOW SAFE IS LA MESA OVERALL?



## PERCEPTIONS OF SAFETY SCENARIOS





## RATING POLICE DEPT PERFORMANCE

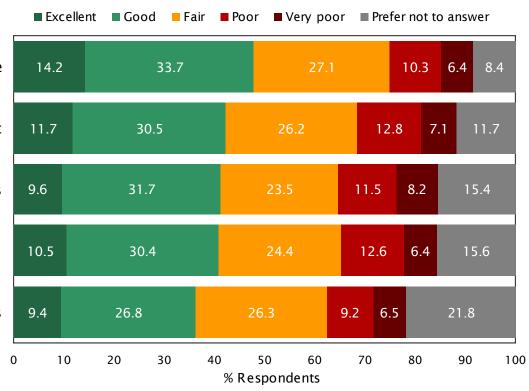
Maintaining a presence/being visible

Engaging and interacting with the public

Working with the community to solve problems

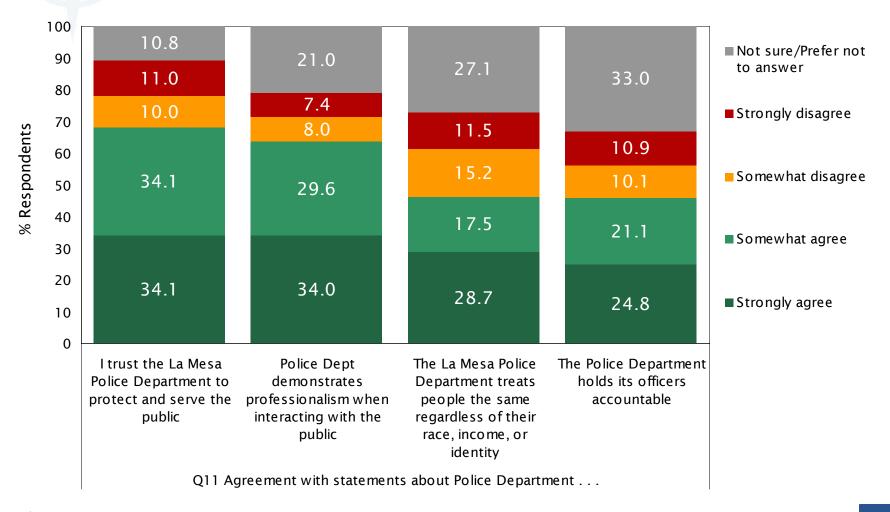
Communicating with La Mesa residents and local businesses

Investigating crimes



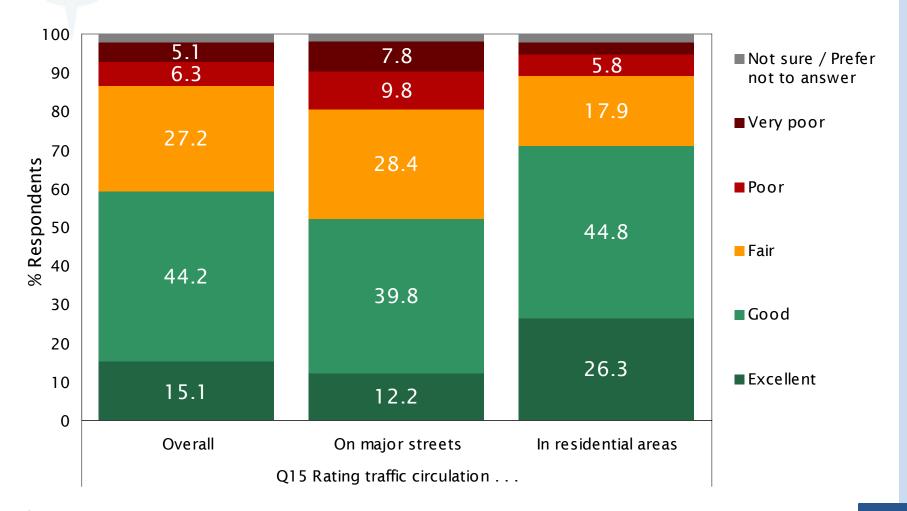


#### STATEMENTS ABOUT POLICE DEPARTMENT



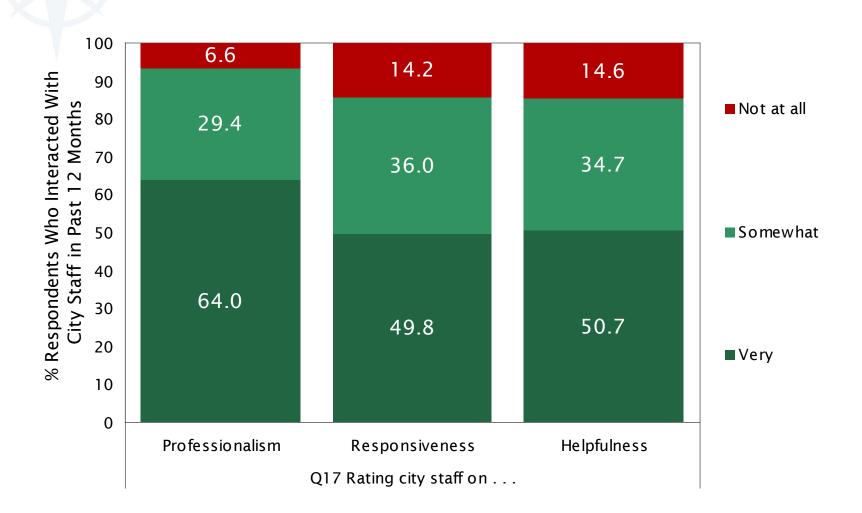


# PERCEPTION OF TRAFFIC



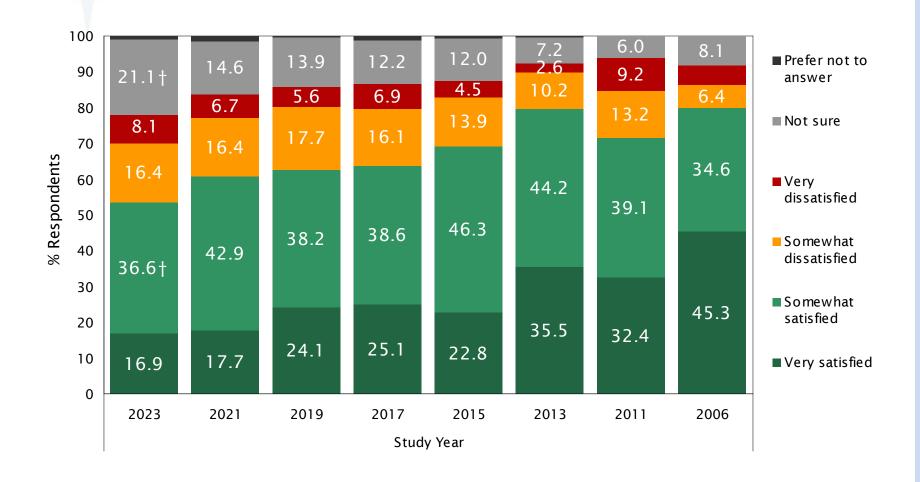


## CITY STAFF CUSTOMER SERVICE



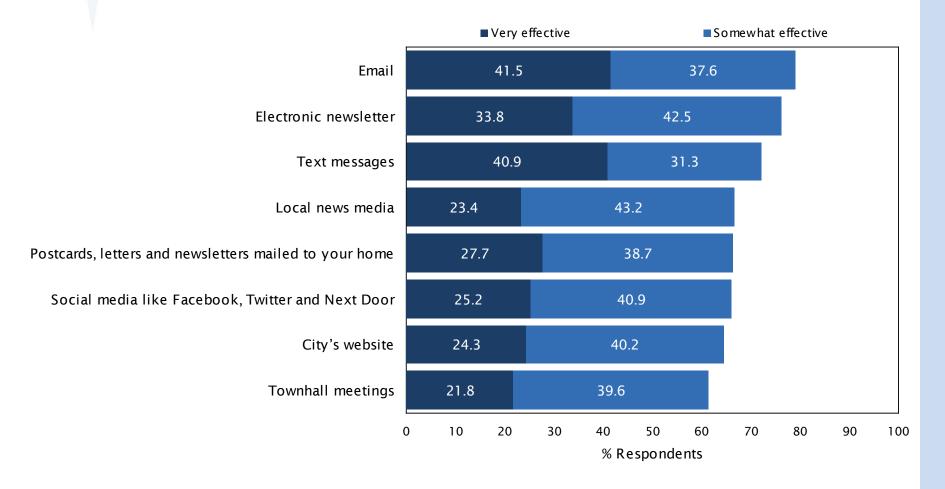


#### SATISFACTION WITH COMMUNICATION





#### 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
- o 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
- o 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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