

COMMUNITY OPINION SURVEY 2025 SUMMARY REPORT

Prepared for CITY OF LA MESA







**M**ARCH **2025** 



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#### INTRODUCTION

Known as the *Jewel of the Hills*, the City of La Mesa encompasses approximately nine square miles in the rolling hills of southern San Diego County. Incorporated as a general law city in 1912, La Mesa has a rich and colorful history that extends more than a century from its agricultural origins in the late 1800s and has been well-preserved throughout the City with more than three-dozen historical landmarks. Today, La Mesa is home to an estimated 60,620 residents and has a team of full-time and part-time employees that provides a full suite of services to the community through ten primary departments: City Manager's Office, City Clerk, Community Development, Community Services, Finance, Fire, Human Resources, Information Technology, Police, and Public Works.

As part of its commitment to provide high quality services and responsive local governance, the City of La Mesa engages its residents on a daily basis and receives regular feedback on issue, policy, and performance matters. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide a statistically 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 residents who are motivated enough to initiate the feedback process. Because these residents tend to be those who are either *very* pleased or *very* displeased 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 provide the City with a *statistically reliable* understanding of its residents' satisfaction, priorities, and concerns as they relate to services and facilities provided by the City. Ultimately, the survey results and analyses presented in this report will provide Council and staff with information that can be used to make sound, strategic decisions in a variety of areas, including service improvements and enhancements, measuring and tracking internal performance, budgeting, policy, and planning. To assist in this effort, the City selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- Identify key issues of concern for residents, as well as their perceptions of the City.
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, as well as their satisfaction with a variety of specific services.
- Determine the effectiveness of the City's communication with residents.
- Gather opinions on specific topics including public safety and policing, traffic, and code enforcement.
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

This is not the first statistically reliable 'resident satisfaction' survey conducted for the City—similar studies have been implemented in prior years dating back to 1989, with the most recent

<sup>1.</sup> Source: State of California, Department of Finance, E-1 Population and Housing Estimates, January 2024.

being completed by True North in 2006, 2011, 2013, 2015, 2017, 2019, 2021, and 2023. Because of the natural interest in tracking the City's performance in meeting the evolving needs of its residents, where appropriate the results of the current study are compared with the results of identical questions included in previous studies.

STATISTICAL SIGNIFICANCE Many figures and tables in this report present the results of questions asked in 2025 alongside the results found in prior surveys for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the most recent prior survey (2023) and the current (2025)—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2025.

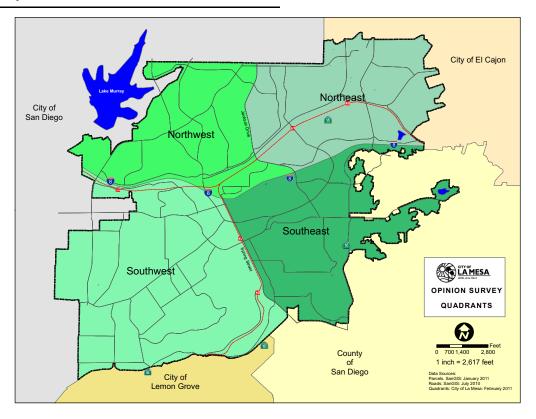
**OVERVIEW OF METHODOLOGY** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 54). In brief, the survey was administered to a random sample of 1,110 adults who reside within the City. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between March 5 and March 11, 2025, the average telephone interview lasted 20 minutes. For sampling and analytical purposes, all respondents were grouped into one of four geographic subareas (quadrants) shown in Figure 1 on the next page based on the location of their residence.

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 section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. 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 staff at the City of La Mesa who contributed their valuable input during the design stage of this study. Their collective experience, local knowledge, and insight improved the overall quality of the research presented here.

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

FIGURE 1 QUADRANTS IDENTIFIED IN STUDY



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

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,500 survey research studies for public agencies, including more than 500 studies for California municipalities and special districts.

## KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of La Mesa with a statistically reliable understanding of the opinions, priorities, and concerns of its residents. Operating from the philosophy that you can't manage what you don't measure, since 1989 La Mesa has periodically used the survey as a community needs assessment and performance measurement tool. In short, the study presents an opportunity to profile residents' needs and priorities, measure how well the City is performing in meeting these needs through existing services and facilities, and gather data on a variety of quality-of-life, issue, and policy-related matters. More than just a profiling exercise, the City has been a leader in using the information gained from the surveys to adjust and improve its services—all toward the goal of building and sustaining a high level of community satisfaction.

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 collective results of the survey answer the key questions that motivated the research.

How well is the City performing in meeting the needs of La Mesa residents? La Mesa residents continue to be satisfied with the City's overall efforts to provide services and with the quality of life in their city. Moreover, as detailed throughout this report, resident satisfaction improved significantly over the past two years in many service areas. Overall, 80% of *all* residents surveyed in 2025 (and 87% of those with an opinion) indicated that they were satisfied with the City's general performance in providing municipal services, which is significantly higher than the 71% recorded in 2023 and in line with the 81% recorded in 2021.

When asked to rate the City's performance in providing 21 *specific* services, the majority of respondents in 2025 indicated they were satisfied with the City's performance in all but two (2) service areas, with satisfaction highest for fire protection services (94% very or somewhat satisfied), emergency medical services (94%), keeping public buildings and facilities clean and attractive (89%), maintaining parks and sports fields (89%), and providing programs for seniors (88%). Satisfaction with services trended positive from 2023 to 2025, with 13 statistically significant improvements. Among those, double-digit increases were recorded for addressing homelessness (+15%), providing programs for seniors (+14%), preparing the community for emergencies (+14%), and maintaining a low crime rate (+12%) (see *Specific Services* on page 16).

For all but four (4) of the 21 service areas tested, the City is meeting or exceeding the needs and expectations of at least seven-in-ten residents—and for the majority of services the City is meeting the needs of at least eight-in-ten residents (see *Performance Needs & Priorities* on page 20).

The City's performance providing municipal services has contributed to a strong quality of life for residents. Indeed, 85% of residents surveyed in 2025 rated the quality of the life in La Mesa as excellent or good. This figure is significantly higher than the level recorded in 2023 (73%). Positive sentiment was also widespread, with at least three-quarters of residents in nearly all demographic subgroups rating the quality of life in La Mesa as excellent or good (see *Quality of Life* on page 10).

How do residents view city staff's performance?

Staff members at the City of La Mesa are often the "face" of the City for residents who are using city facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. City staff continue to be a bright spot in the *Community Opinion Survey*. Twenty-two percent (22%) of respondents in 2025 indicated that they had contacted La Mesa staff at least once during the 12 months prior to the interview, and approximately nine-in-ten residents indicated that staff members were professional (96%), responsive (92%), and helpful (88%) during these interactions. Although staff ratings have been consistently positive over the years, the 2025 results are even more so. Indeed, the percentage who provided ratings of *very* or *somewhat* responsive was significantly higher in 2025 than 2023 (+7%), as was the percentage who rated staff as *very* professional (+12%) (see *Staff Interactions* on page 41).

Where should the City focus its efforts in the future?

In addition to measuring the City's current performance, a key goal of this study is 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 were generally satisfied with the City's performance in many areas (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 they feel city government could do to make La Mesa a better place to live (see *Ways to Improve Quality of Life* on page 12), as well as the list of services and their respective priority status for future city attention (see *Performance Needs & Priorities* on page 20), the top priorities for residents remained the same from 2023 to 2025: addressing homelessness, facilitating the creation of affordable housing, maintaining and repairing streets, creating a pedestrian friendly, walkable community, and providing neighborhood police patrols.

With the recommendation that the City focus on these areas, as in past years it is equally important to stress that when it comes to improving satisfaction in service areas, the appropriate strategy is often a combination of better communication and actual service improvements. That is, in some cases service improvements are needed to raise satisfaction with the City's performance. In other cases, particularly those that

involve policies affecting services and facilities which are not readily apparent, the key may instead be to communicate better with residents about current efforts and future plans with respect to a particular service area. It may be, for example, that many residents are simply not aware that the City has taken action to address homelessness through its 2021 to 2026 Homeless Action Plan and Homeless Outreach and Mobile Engagement (HOME) Program developed through recommendations provided by the Citizen's Task Force on Homelessness. Choosing the appropriate balance of actual service improvements, policy changes, and efforts to raise awareness on these matters will be a key to maintaining and improving the community's overall satisfaction in the short- and long-term.

What do the survey results reveal about residents' perceptions of the Police Department?

Recent surveys have addressed public perceptions of safety and the La Mesa Police Department head-on. In addition to questions that were included in surveys prior to 2021 designed to track the Department's performance in maintaining a low crime rate, providing crime prevention programs, and providing neighborhood police patrols, a suite of new questions was added in 2021 to provide a more nuanced understanding of how residents perceive the Department's interactions with the community and how they characterize the Department when it comes to professionalism, trustworthiness, and accountability (2021 to 2025), as well as equal treatment of residents (2023 & 2025).

With respect to the **safety** of La Mesa as a place to live, 91% of residents described the City as either very safe or somewhat safe, and this pattern was strikingly consistent across most demographic subgroups (see *Perceived Safety* on page 23). The percentage of residents who felt very safe experienced a statistically significant increase from 2023 to 2025 (+12%), as did their overall perception of safety (91% vs. 85%). The 2025 results are also significantly higher than levels recorded in 2021 when this question was first introduced (34% very safe and 88% overall).

There were also statistically significant increases in four of the five specific safety *scenarios* from 2023 to 2025. During daylight hours, 95% of residents who provided an opinion felt safe walking alone in their neighborhood (consistent with 2023) or in business and retail areas (+5% from 2023), and 87% felt safe walking alone in parks and on paths and recreation trails during the day (+7% from 2023). After dark, fewer residents felt safe walking alone in their neighborhood (67%) and in business and retail areas of the City (63%), although these metrics also saw improvement between 2023 and 2025 (see *Perceived Safety* on page 23).

When asked to rate various aspects of the La Mesa Police Department's **performance**, between 73% and 82% of residents indicated they were generally satisfied with the Department's efforts to maintain a low crime rate (82%), provide crime prevention programs (76%), enforce traffic laws

(75%), and provide neighborhood police patrols (73%). From 2023 to 2025, resident satisfaction with the Department's efforts to maintain a low crime rate (+12%), provide neighborhood police patrols (+10%), and provide crime prevention programs (+7%) experienced significant improvements, whereas ratings were consistent for enforcing traffic laws (see *Specific Services* on page 16). Although not necessarily handled by the Police, residents were also much more satisfied with the City's efforts to enforce code violations such as illegal parking, abandoned vehicles, non-permitted construction, junk storage, and properties not being properly maintained in 2025 than 2023 (71% vs. 63% very or somewhat satisfied) (see *Code Enforcement* on page 36).

The Police Department also received high marks from many respondents for maintaining a presence and being visible (52% excellent or good), engaging and interacting with the public (45%), communicating with La Mesa residents and local businesses (41%), and investigating crimes (40%). Ratings for the Department's efforts to work with the community to solve problems were softer (38%). From 2023 to 2025, the performance rating for maintaining a presence and being visible improved (+4%), while the other four performance statements remained fairly consistent (see *Ratings of Police Department's Performance* on page 29).

Turning to perceptions of **conduct** and **culture**, most La Mesans agreed that they trust the Police Department to protect and serve the public (69%) and perceived that the Department demonstrates professionalism when interacting with the public (64%), while opinions were more divided regarding whether the Department treats people the same regardless of their race, income, or identity (41% in agreement, 19% in disagreement, 40% unsure) and how well it holds its officers accountable (38% in agreement, 14% in disagreement, 48% unsure). From 2023 to 2025, agreement with the statements related to professionalism and trust were higher (+6% and +5%, respectively), while equal treatment and accountability remained statistically unchanged.

Considering how each respondent rated the Department on the aforementioned dimensions, 64% generally held positive perceptions of the Police Department, whereas the remainder of respondents were evenly split between negative, mixed, and unsure perceptions (12% each). Perceptions were more positive in 2025 than 2023 (+5%), with statistically significant changes recorded in every response category (see *Professionalism*, *Trust*, *Accountability & Equal Treatment* on page 30).

Attitudes about the La Mesa Police Department are somewhat related to interactions with the Department. Although positive perceptions were only slightly higher among those who had interacted with the Police Department over the past two years when compared with those who had not (67% vs. 62%), respondents who had not interacted with the Depart-

ment were nearly five times more likely to not have an opinion while those who had interacted with the Department were twice as likely to hold a mixed opinion. These same attitudes also appear to be associated with broader opinions about the community and the City's performance. Those with positive views of the Police Department were much more likely than those with negative views to rate the quality of life in the City as excellent or good, feel La Mesa is a safe place to live, and indicate that they are satisfied with the City's overall performance in providing municipal services.

municating with residents?

How well is the City com- 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 La Mesa's efforts to enhance the information flow to the City to better understand the community's concerns, perceptions, and needs. Some of La Mesa's many efforts to communicate with its residents include its newsletters, timely press releases, website, and CivicMedia channels.

> 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 trends noted above likely underlie some of the changes in resident satisfaction with the City of La Mesa's communication efforts since True North's first survey for the City nearly 20 years ago. In 2006, eight-in-ten residents (80%) indicated that they were generally satisfied with the City's efforts to communicate with them through newsletters, the Internet, and other means, with 45% stating that they were very satisfied. The corresponding figures in the 2025 survey were 58% and 19%, respectively. La Mesa is not alone in this area, as many other municipalities have displayed similar trends in satisfaction with city-resident communication.

> Against this backdrop of declining satisfaction with public agency communications in general, the survey results indicate that the City of La Mesa has improved in this area over the past two years (+5%), yet is still below the prior range of 61% to 64% recorded from 2017 to 2021. The above notwithstanding, both the 2023 and 2025 studies did find a sig

nificant percentage of respondents who were unsure when asked about their satisfaction with the City's communication efforts (21% and 24%, respectively), much higher than the 12% to 15% range recorded since 2015. Factoring those responses out of the analysis reveals a significant rebound for city-resident communication in 2025 when compared with the results from 2017 to 2023, and is now just one tick below the level recorded a decade ago (2025: 78%, 2023: 69%, 2021: 72%, 2019: 73%, 2017: 73%, 2015: 79%).

The relationship between city-resident communication and perceptions of the City's overall performance in providing municipal services was also pronounced, with those satisfied with the City's communication efforts also being much more likely than their counterparts to be satisfied with the City's overall performance in providing municipal services (see *Communication* on page 44).

It should be noted that La Mesa has made a concerted effort to enhance its communication efforts in recent years by live streaming City Council meetings on Facebook, adding Instagram as another social media engagement tool, and improving access to archived information on the City's website. To help improve how well it communicates with residents and businesses, in 2021 a Community Engagement Plan was adopted that included the creation of a Communications Manager position. To continue to stay ahead of the curve, La Mesa, like other cities, should periodically conduct a careful review of its communications strategies and budget to ensure that both are evolving accordingly.

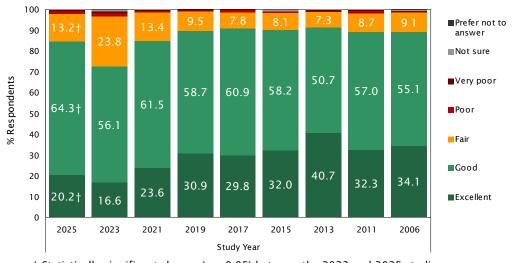
### QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in La Mesa, as well as what city government could do to improve the quality of life in the City, now and in the future.

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 2 below, 85% of respondents shared favorable opinions of the quality of life in La Mesa, with 20% reporting it is excellent and 64% stating it is good. Approximately 13% of residents indicated the quality of life in the City is fair, while 2% used poor or very poor to describe the quality of life in the City. When compared to 2023, there were statistically significant increases in excellent and good ratings (+12%) and a corresponding decline in the percentage who rated the quality of life in La Mesa as fair.

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

FIGURE 2 OVERALL QUALITY OF LIFE BY STUDY YEAR



 $\dagger$  Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

For the interested reader, figures 3-5 on the next page show how quality of life ratings varied by years living in La Mesa, home ownership status, opinions of La Mesa's Police Department, age of the respondent, ethnicity, the quadrant of the City where the respondent resides, presence of a child in the home, gender, and perceptions of safety. With the exception of residents who rated the City as unsafe, at least three-quarters of respondents in every other identified subgroup rated the quality of life in La Mesa as excellent or good. Furthermore, residents in the Southeast quadrant of the City and seniors (65+) were the most likely to view it as excellent.

FIGURE 3 OVERALL QUALITY OF LIFE BY YEARS IN LA MESA, HOME OWNERSHIP STATUS & OPINION OF POLICE DEPARTMENT

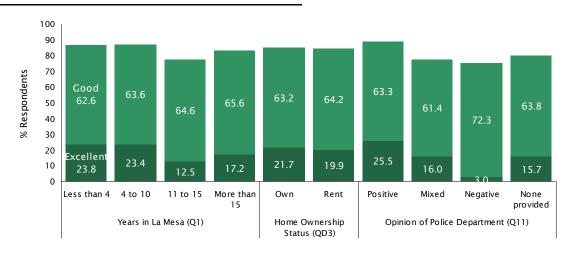


FIGURE 4 OVERALL QUALITY OF LIFE BY AGE & ETHNICITY

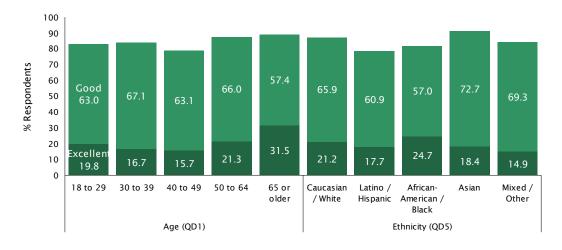
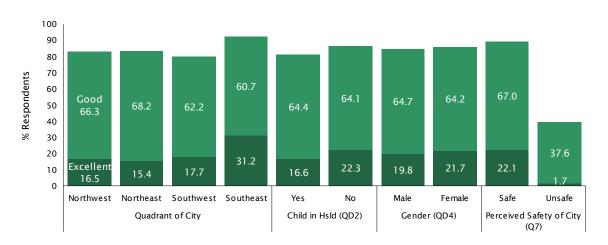


FIGURE 5 OVERALL QUALITY OF LIFE BY QUADRANT OF CITY, CHILD IN HSLD, GENDER & PERCEIVED SAFETY OF CITY



WAYS TO IMPROVE QUALITY OF LIFE Respondents were next asked to indicate the one thing the City could change to make La Mesa a better place to live, now and in the future. Question 3 was asked in an open-ended manner, allowing respondents to mention any change that came to mind without being prompted by, or restricted to, a list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 6.

Approximately 15% of respondents said they could not think of a change they desire for the City of La Mesa. Among specific changes mentioned, the most common was addressing homeless issues (16%), followed by improving and repairing roads (13%), limiting growth and development (8%), and adding/improving sidewalks for increased walkability (7%). No other single improvement was mentioned by more than 5% of respondents overall, although there were specific references to additional public safety-related items including enforcing traffic laws (4%), increasing public safety (4%), and improving police presence/response (3%) that collectively total more than 5%.

**Question 3** If the City government could change one thing to make La Mesa a better place to live now and in the future, what change would you like to see?

FIGURE 6 CHANGES TO IMPROVE LA MESA

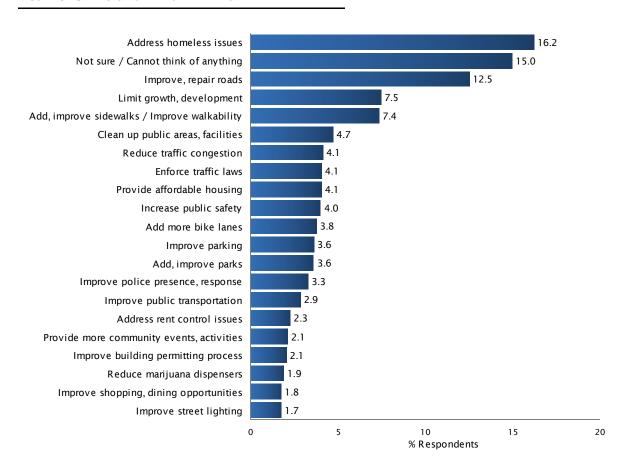


Table 1 below shows the top five response categories for 2025, as well as each of the previous studies. The qualitative nature of recording, categorizing, and coding verbatim responses limits the ability to perform statistical significance testing between surveys. That said, four of the top five suggested improvements remained the same from 2023 to 2025.

TABLE 1 TOP CHANGES TO IMPROVE LA MESA BY STUDY YEAR

2025	2023	2021	2019	Study Year 2017	2015	2013	2011	2006
2025	2023	2021	2019	2017	2015	2013	2011	2006
Address homeless issues	Address homeless issues	Not sure / Cannot think of anything						
Not sure / Cannot think of anything	Not sure / Cannot think of anything	Address homeless issues	Address homeless issues	Improve, repair roads	Increase public safety	Increase public safety	Increase public safety	No problems / Everything is fine
Improve, repair roads	Improve, repair roads	Improve, repair roads	Improve, repair roads	Address homeless issues	Improve, repair roads	Improve, repair roads	Improve, repair roads	Increase public safety
Limit growth, development	Limit growth, development	Increase public safety	Provide affordable housing	Improve, police presence, response	Address homeless issues	No problems / Everything is fine	Reduce taxes, fees	Reduce traffic congestion
Add, improve sidewalks / Improve walkability	Increase public safety	Clean up public areas, facilities	Limit growth, development	Increase public safety	Add, Improve parks	Reduce taxes, fees	No problems / Everything is fine	Improve, repair roads

### CITY SERVICES

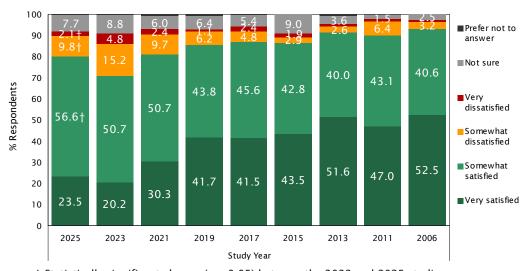
After measuring perceptions of the quality of life in La Mesa, the survey turned to assessing residents' opinions about the City's performance in providing various municipal services.

**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 La Mesa 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 7 below, eight-in-ten (80% of) La Mesa residents indicated that they were satisfied with the City's efforts to provide municipal services, with 24% saying they were *very* satisfied. Approximately 12% of residents reported that they were dissatisfied, whereas 8% were unsure or unwilling to state their opinion. When compared with 2023, overall satisfaction (very + somewhat) was significantly higher (+9%).

**Question 4** Next, I'm going to ask a series of questions about services provided by the City of La Mesa. Generally speaking, are you satisfied or dissatisfied with the job the City of La Mesa is doing to provide city services?

FIGURE 7 OVERALL SATISFACTION BY STUDY YEAR



 $\dagger$  Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

The next three figures display satisfaction levels with the City's performance among respondents who provided an opinion. When compared to their respective counterparts, overall satisfaction with the City's performance was generally highest among those who had lived in the City 15 years or less, those holding a positive view of the Police Department or who did not provide an opinion, Asian respondents, those without a child in the home, and those who perceive the City to be safe. Satisfaction was relatively consistent by home ownership status, age, area of residence, and gender. Opinions regarding the Police Department and general safety of La Mesa bore a reasonably strong relationship to opinions about the City's overall performance in providing municipal services.

FIGURE 8 OVERALL SATISFACTION BY YEARS IN LA MESA, HOME OWNERSHIP STATUS & OPINION OF POLICE DEPARTMENT

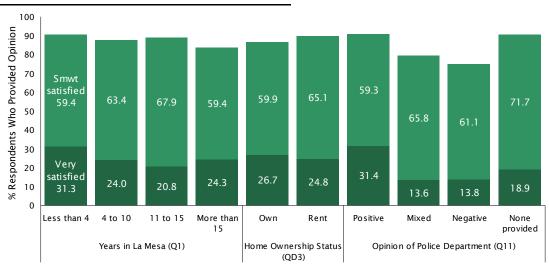


FIGURE 9 OVERALL SATISFACTION BY AGE & ETHNICITY

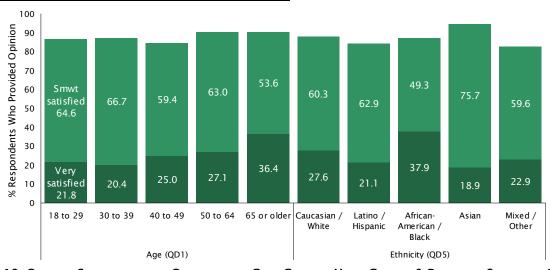
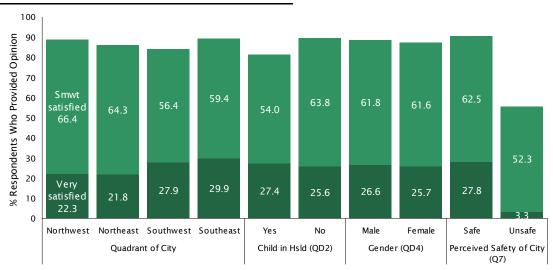


FIGURE 10 OVERALL SATISFACTION BY QUADRANT OF CITY, CHILD IN HSLD, GENDER & PERCEIVED SAFETY OF CITY

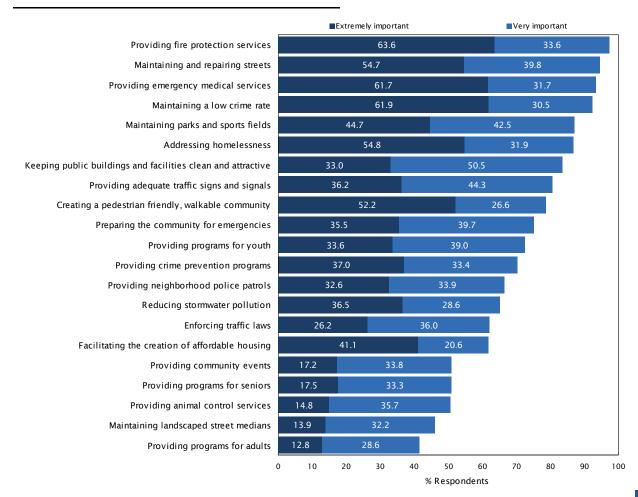


**SPECIFIC SERVICES** Whereas Question 4 addressed the City's *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were first asked if they thought a 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.

Figure 11 presents the services sorted by order of importance according to the percentage of respondents who rated a service as *at least* very important. Overall, La Mesa residents rated providing fire protection services as the most important (97% extremely or very important) among the 21 services tested, followed by maintaining and repairing streets (95%), providing emergency medical services (93%), maintaining a low crime rate (92%), maintaining parks and sports fields (87%), and addressing homelessness (87%). At the other end of the spectrum, providing programs for adults (41%) and maintaining landscaped medians (46%) were viewed as less important.

Question 5 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 11 IMPORTANCE OF SERVICES



For the interested reader, Table 2 displays the percentage of respondents who viewed each service as extremely or very important by study year, as well as the difference between 2023 and 2025. Over the past two years, there were statistically significant increases in the importance ratings assigned to five of the services, with the largest for facilitating the creation of affordable housing and reducing stormwater pollution (each +8%).

TABLE 2 IMPORTANCE OF SERVICES BY STUDY YEAR

		Study Year								
	2025	2022	2021	2010	2017	2015	2012	2011	2006	Important
	2025	2023	2021	2019	2017	2015	2013	2011	2006	'23 to '25
Facilitating the creation of affordable housing	61.7	53.7	57.4	N/A	N/A	N/A	N/A	N/A	N/A	+8.0†
Reducing stormwater pollution	65.1	57.3	66.7	70.5	74.2	67.9	63.7	59.3	70.4	+7.7†
Keeping public buildings and facilities clean and attractive	83.5	76.2	79.2	77.6	78.1	72.6	69.8	62.3	75.8	+7.3†
Providing programs for youth	72.6	66.8	77.3	75.5	74.7	68.5	69.9	66.4	N/A	+5.8†
Maintaining and repairing streets	94.5	89.9	89.7	93.8	91.1	88.6	87.2	86.8	83.8	+4.7†
Providing adequate traffic signs and signals	80.5	75.9	79.1	80.0	78.0	76.3	74.8	73.0	79.9	+4.6
Creating a pedestrian friendly, walkable community	78.7	74.3	73.9	74.2	78.3	76.6	69.9	65.1	N/A	+4.4
Providing animal control services	50.5	47.1	48.6	51.6	45.9	41.5	46.6	46.1	61.0	+3.5
Providing special events like community festivals	50.9	47.8	43.8	45.6	45.6	43.0	38.9	33.9	57.7	+3.1
Maintaining a low crime rate	92.4	89.5	91.4	97.0	93.9	98.1	93.6	94.2	91.1	+2.9
Providing fire protection services	97.2	94.4	92.2	94.2	92.9	95.2	94.5	91.2	91.0	+2.9
Providing neighborhood police patrols	66.5	64.8	71.6	79.0	79.0	80.3	79.5	78.5	84.4	+1.7
Providing programs for adults	41.4	40.1	44.9	45.5	46.9	40.6	38.6	35.3	N/A	+1.3
Providing crime prevention programs	70.4	69.8	77.8	75.8	78.8	75.3	74.5	74.6	82.9	+0.6
Providing emergency medical services	93.4	93.0	94.3	89.9	93.9	89.1	91.4	91.3	87.9	+0.4
Maintaining parks and sports fields	87.2	86.8	84.6	80.2	78.4	71.5	70.3	67.1	71.2	+0.4
Preparing the community for emergencies	75.2	75.6	83.9	84.2	83.1	81.0	73.1	71.3	N/A	-0.4
Providing programs for seniors	50.9	53.8	62.1	63.5	58.4	66.4	59.5	52.0	N/A	-3.0
Addressing homelessness	86.7	89.9	88.4	N/A	N/A	N/A	N/A	N/A	N/A	-3.2
Enforcing traffic laws	62.1	65.7	60.2	67.5	67.5	61.8	65.2	63.7	77.8	-3.6
Maintaining landscaped street medians	46.1	51.9	52.5	53.9	46.9	47.9	50.7	39.2	61.8	-5.8

 $<sup>\</sup>dagger$  Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

Turning to the satisfaction component, Figure 12 on the next page sorts the same list of 21 services according to the percentage of respondents who indicated they were either very or somewhat satisfied with the City's efforts to provide the service.<sup>2</sup> Overall, respondents were most satisfied with the City's efforts to provide fire protection services (94% very or somewhat satisfied), provide emergency medical services (94%), keep public buildings and facilities clean and attractive (89%), maintain parks and sports fields (89%), and provide programs for seniors (88%). Respondents were notably less satisfied with the City's efforts to facilitate the creation of affordable housing (36%) and address homelessness (38%).

Table 3 at the bottom of the next page displays the percentage of respondents who were satisfied with each service by study year, and shows there were 13 statistically significant improvements from 2023 to 2025. Double-digit increases in satisfaction were recorded for addressing homelessness (+15%), providing programs for seniors (+14%), preparing the community for emergencies (+14%), and maintaining a low crime rate (+12%).

<sup>2.</sup> Note that to allow for an apples-to-apples comparison of the satisfaction ratings, only respondents who held an opinion (either satisfied or dissatisfied) are included in Figure 12. Those who did not have an opinion were removed from this analysis. The percentage who held an opinion for each service is shown to the right of the service label in brackets.

**Question 6** 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 of La Mesa 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 12 SATISFACTION WITH SERVICES

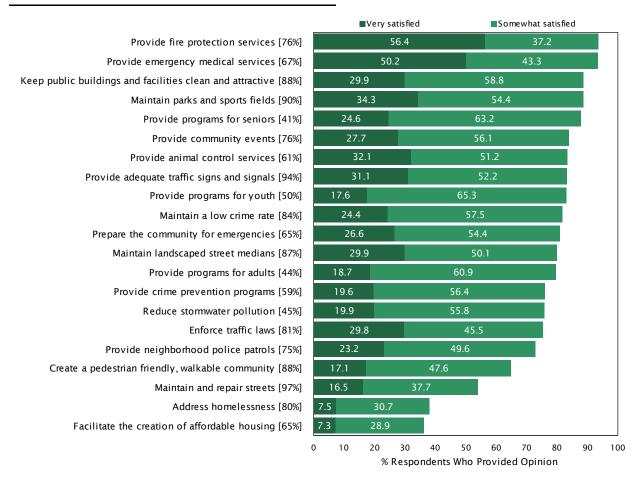


TABLE 3 SATISFACTION WITH SERVICES BY STUDY YEAR

		Study Year								
	2025	2023	2021	2019	2017	2015	2013	2011	2006	'23 to '25
Address homelessness	38.2	22.8	29.9	N/A	N/A	N/A	N/A	N/A	N/A	+15.4†
Provide programs for seniors	87.8	73.4	78.7	87.2	84.5	92.6	93.2	93.4	N/A	+14.4†
Prepare the community for emergencies	81.0	67.5	71.4	78.8	78.1	85.8	86.1	84.0	N/A	+13.5†
Maintain a low crime rate	81.8	69.5	73.2	87.5	81.5	86.4	85.8	79.5	85.7	+12.3†
Provide neighborhood police patrols	72.8	63.1	69.4	83.6	77.5	87.1	87.1	83.5	83.7	+9.7†
Maintain landscaped street medians	80.0	70.4	81.7	85.6	84.6	90.7	94.4	91.1	89.1	+9.6†
Provide programs for youth	82.9	73.9	77.1	84.3	82.2	90.8	91.4	88.9	N/A	+9.0†
Maintain parks and sports fields	88.7	80.5	85.1	88.3	85.1	90.1	94.0	92.2	91.8	+8.1†
Provide crime prevention programs	76.0	69.2	73.1	85.7	82.2	87.4	88.9	84.7	86.5	+6.8†
Provide adequate traffic signs and signals	83.3	76.8	89.5	87.3	91.9	92.0	93.6	94.8	87.6	+6.5†
Maintain and repair streets	54.1	47.9	62.5	68.5	66.7	80.5	79.7	72.0	80.6	+6.2†
Provide emergency medical services	93.5	87.6	96.0	92.0	94.1	98.8	98.1	97.1	93.0	+5.9†
Keep public buildings and facilities clean, attractive	88.7	83.7	86.8	87.3	86.2	93.4	96.7	94.9	90.2	+5.0†
Enforce traffic laws	75.3	70.9	81.2	82.4	90.3	87.4	89.7	90.2	88.2	+4.4
Provide programs for adults	79.7	75.8	75.5	87.8	85.0	87.6	93.1	90.3	N/A	+3.9
Provide special events like community festivals	83.8	80.4	78.6	88.1	82.1	91.6	93.0	95.2	87.6	+3.5
Provide animal control services	83.4	80.0	87.5	83.1	90.9	85.7	93.6	87.6	87.4	+3.4
Create a pedestrian friendly, walkable community	64.8	62.4	72.6	71.4	71.3	80.2	84.8	84.8	N/A	+2.4
Provide fire protection services	93.6	92.2	96.8	99.3	98.8	98.7	98.2	97.1	94.8	+1.3
Facilitate the creation of affordable housing	36.2	37.9	45.0	N/A	N/A	N/A	N/A	N/A	N/A	-1.7
Reduce stormwater pollution	75.8	78.6	74.1	79.0	68.7	92.7	91.1	86.1	85.2	-2.8

<sup>†</sup> Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

**DIFFERENTIATORS OF OPINION** For the interested reader, Table 4 displays how the level of satisfaction with each specific service tested in Question 6 varied according to residents' overall performance ratings for the City (see *Overall Satisfaction* on page 14). 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 6 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared with their counterparts, those who were 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 services tested in Question 6. That said, the greatest specific differentiator of opinion between satisfied and dissatisfied residents was found with respect to the City's efforts to reduce stormwater pollution, followed by the City's efforts to provide neighborhood police patrols, maintain parks and sports fields, keep public buildings and facilities clean and attractive, provide programs for adults, and provide crime prevention programs.

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 provide adequate traffic signs, provide fire protection services, and maintain landscaped street medians.

TABLE 4 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH CITY

			ion With erformance (Q4)	Difference Between
		Very or somewhat	Very or somewhat	Groups For Each
		satisfied	dissatisfied	Service
	Reduce stormwater pollution	82.5	31.0	51.6
	Provide neighborhood police patrols	78.0	43.7	34.4
n)	Maintain parks and sports fields	92.5	59.7	32.9
ιŠ	Keep public buildings and facilities clean and attractive	93.1	60.7	32.4
Service	Provide programs for adults	85.1	52.9	32.1
٥,	Provide crime prevention programs	82.7	50.8	31.9
ä	Create a pedestrian friendly, walkable community	68.7	37.5	31.2
<u>ا</u>	Maintain and repair streets	58.1	27.4	30.6
Satisfied With Each	Address homelessness	43.4	14.4	29.0
þ	Provide programs for seniors	91.7	64.5	27.2
Ę.	Enforce traffic laws	78.4	51.9	26.5
H is	Prepare the community for emergencies	85.7	59.4	26.3
Š	Provide community events	87.9	62.6	25.3
ıţ	Provide animal control services	87.8	63.1	24.7
de	Maintain a low crime rate	86.5	63.4	23.1
Ď	Provide programs for youth	87.2	65.9	21.3
ssb	Provide emergency medical services	96.4	79.9	16.5
% Respondents	Facilitate the creation of affordable housing	39.5	23.8	15.7
%	Maintain landscaped street medians	81.8	68.9	12.9
	Provide fire protection services	95.0	83.8	11.2
	Provide adequate traffic signs and signals	84.8	79.0	5.8

### 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. Table 5 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:

The City is exceeding a respondent's needs if a respondent is satisfied **Exceeding Needs** 

and the level of expressed satisfaction is higher than the importance that

the respondent assigned to the service.

Meeting Needs, Moder-The City is moderately meeting a respondent's needs if the respondent ately

is satisfied and the level of satisfaction is commensurate with the level of

importance assigned to the service.

The City is marginally meeting a respondent's needs if the respondent is Meeting Needs, Marginally 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.

Not Meeting Needs, Mar- The City is marginally not meeting a respondent's needs if the responginally dent is somewhat dissatisfied, but the service is also viewed as just

somewhat or not at all important. Not Meeting Needs, Mod- The City is moderately not meeting a respondent's needs if a) a respon-

> dent 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 respon-

dent is somewhat dissatisfied and the service is very important.

Not Meeting Needs, The City is severely *not* meeting a respondent's needs if a) a respondent Severely is dissatisfied and the service is viewed as extremely important, or b) a

respondent is very dissatisfied and the service is viewed as very impor-

tant.

erately

<sup>3.</sup> 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 vary substantially in their opinions of the City's performance in different service areas. Thus, 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 5 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX

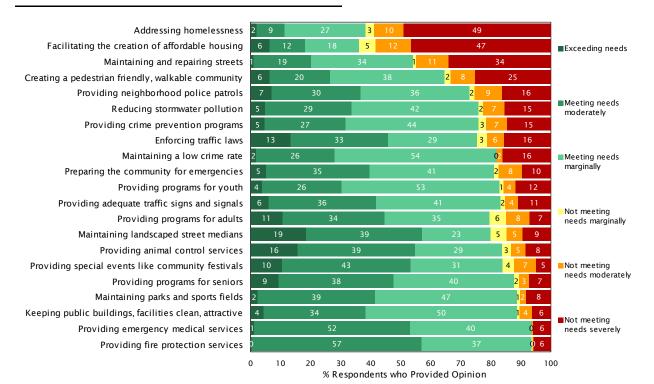
		Importance										
		Not at all	Somewhat	Varyimportant	Extremely							
_		important	important	Very important	important							
	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately							
ıction	Somewhat satisfied Exceeding need		Meeting needs, moderately	Meeting needs, marginally	Meeting needs, marginally							
Satisfaction	Somewhat dissatisfied	newhat dissatisfied Not meeting needs, marginally		Not meeting needs, moderately	Not meeting needs, severely							
	Very dissatisfied	Very dissatisfied Not meeting needs, moderately		Not meeting needs, severely	Not meeting needs, severely							

Using this framework, True North categorized each respondent individually for each of the 21 services tested in the study. Thus, for example, a respondent who indicated that addressing homelessness 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., facilitating the creation of affordable housing) 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 21 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 5. Thus, for example, in the service area of addressing homelessness, the City is exceeding the needs of 2% of respondents, moderately meeting the needs of 9% of respondents, marginally meeting the needs of 27% of respondents, marginally not meeting the needs of 3% of respondents, moderately not meeting the needs of 10% of respondents, and severely not meeting the needs of 49% of respondents.

As shown in Figure 13, the City is meeting the needs of at least 70% of residents for 17 of the 21 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 moderately or severely not meeting their needs, the services have been sorted in order of priority. Thus, addressing homelessness is the top priority, followed by facilitating the creation of affordable housing, maintaining and repairing streets, creating a pedestrian friendly, walkable community, and providing neighborhood police patrols.

#### FIGURE 13 RESIDENT SERVICE NEEDS



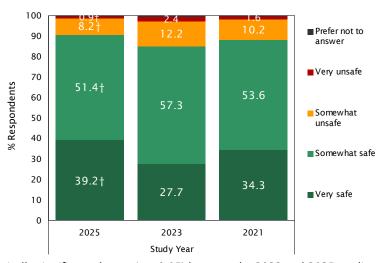
### PUBLIC SAFETY & POLICE

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

PERCEIVED SAFETY The survey included several questions designed to measure respondents' perceptions of safety, La Mesa's Police Department, and code enforcement. The first of these questions simply asked residents to describe how safe La Mesa is as a place to live. As shown in Figure 14 below, nine-in-ten (91% of) respondents rated the City as either very safe (39%) or somewhat safe (51%). Approximately 8% described the City as somewhat unsafe, while 1% felt La Mesa is a very unsafe place to live. The percentage of residents who felt very safe experienced a statistically significant increase from 2023 to 2025 (+12%), as did their overall perception of safety (91% vs. 85%).

**Question 7** Overall, how safe is the City of La Mesa as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?

FIGURE 14 PERCEIVED SAFETY OF CITY BY STUDY YEAR



 $\dagger$  Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

Figures 15-17 demonstrate that opinions regarding the safety of La Mesa as a place to live were generally consistent, ranging from 82% to 95% across all but one subgroup. A noticeably lower rating was reported among respondents dissatisfied with the City's overall efforts to provide municipal services (68%). Opinions regarding the safety of La Mesa were also tied to opinions about the Police Department, with a 12% point spread between those holding a negative view of the Department (82%) and those with a positive view (94%).

FIGURE 15 PERCEIVED SAFETY OF CITY BY YEARS IN LA MESA, HOME OWNERSHIP & OPINION OF POLICE DEPARTMENT

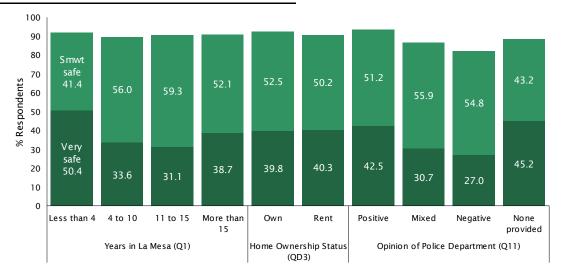


FIGURE 16 PERCEIVED SAFETY OF CITY BY AGE & ETHNICITY

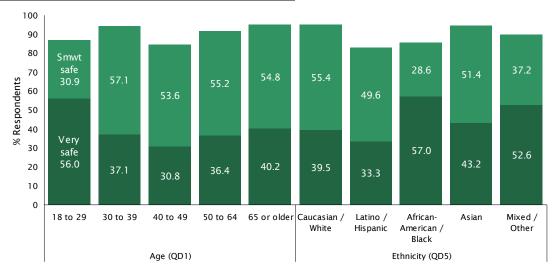
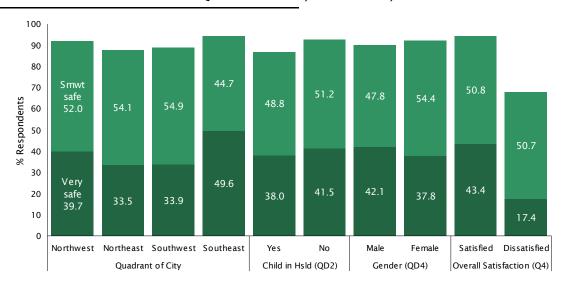


FIGURE 17 PERCEIVED SAFETY OF CITY BY QUADRANT OF CITY, CHILD IN HSLD, GENDER & OVERALL SATISFACTION



Having measured respondents' opinions regarding the *overall* safety of the City, the survey next focused on perceived safety in each of the five scenarios described at the bottom of Figure 18. As shown in the figure, residents' feelings of safety varied considerably depending on the setting. Ninety-five percent (95%) of residents who provided an opinion indicated that they feel safe walking alone in business and retail areas as well as in their neighborhood during the day, and 87% feel safe walking alone in parks and on paths and recreation trails during the day. After dark, however, 67% of residents stated they feel safe walking alone in their neighborhood and 63% in business and retail areas of the City.

Question 8 Next, I'd like to ask a few questions about personal safety and security in the City of La Mesa. When you are:\_\_\_\_, would you say that you feel very safe, reasonably safe, somewhat unsafe, or very unsafe?

100 6.4 7.3 Respondents Who Provided Opinion 90 ■Very unsafe 80 32.5 38.6 70 46.7 Somewhat 60 unsafe 50 49.7 40 48.6 ■Reasonably safe 62.2 30 56.2 40.4 20 ■Very safe 10 16.9 14.5 Business and retail Neighborhood Parks, paths, rec Neighborhood Business and retail areas during the during day trails during the after dark areas after dark dav dav Q8 Perceived safety of walking alone . . .

FIGURE 18 PERCEPTIONS OF PERSONAL SAFETY

Among those who had an opinion, Table 6 displays the percentage of respondents who stated they feel very or reasonably safe in each scenario by study year, as well as the difference between 2023 and 2025. Perceptions of safety improved between the two most recent studies, with statistically significant increases within four of the five scenarios.

TABLE 6 PERCEPTIONS OF PERSONAL SAFETY BY STUDY YEAR

	Study Year  2025 2023 2021 2019 2017 2015 2013 2011 2006									Change in Very + Reasonably Safe '23 to '25
Neighborhood after dark	66.6	56.3	64.1	70.1	73.1	72.5	78.8	74.7	75.1	+10.3†
Parks, paths, rec trails during the day	87.2	80.2	86.2	N/A	N/A	N/A	N/A	N/A	N/A	+6.9†
Business areas after dark	63.1	58.0	62.3	70.5	71.3	66.4	78.7	77.4	76.0	+5.1†
Business areas during day	94.8	89.8	97.3	97.3	95.1	94.8	97.5	96.8	97.9	+5.1†
Neighborhood during day	94.7	92.8	95.6	95.6	96.1	94.4	97.1	96.8	97.5	+2.0

 $\dagger$  Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

Figures 19-22 on the next page display how perceived safety (showing the percentage who felt very or reasonably safe) varied by respondent age, participation in a neighborhood watch program, quadrant of residence, gender, opinions of the La Mesa Police Department, and ethnicity.

Consistent with the relationship between overall safety ratings for the City and opinions about the Police Department (see Figure 15), *individual* feelings of safety in the specific scenarios tested in Question 8 were lower among those with a negative perception of the La Mesa Police Department than those with a positive one (Figure 21 on next page). The relationship was most evident when examining respondents' safety ratings for their neighborhood after dark (73% of those with a positive perception of Police felt safe in their neighborhood after dark, 62% of those with mixed opinion, 56% of those with no opinion, and 51% of those with a negative opinion of the Department felt safe in their neighborhood after dark which is a 22 percentage point gap between those with positive vs. negative perceptions of the Department).

FIGURE 19 PERCEPTIONS OF PERSONAL SAFETY BY AGE & IN NEIGHBORHOOD WATCH PROGRAM

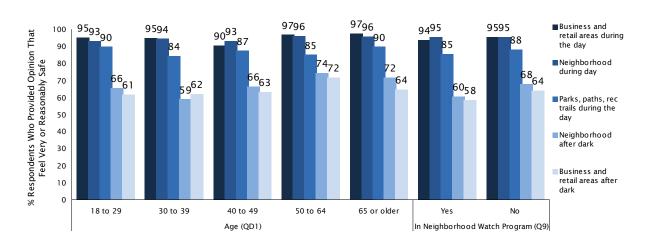


FIGURE 20 PERCEPTIONS OF PERSONAL SAFETY BY QUADRANT OF CITY & GENDER

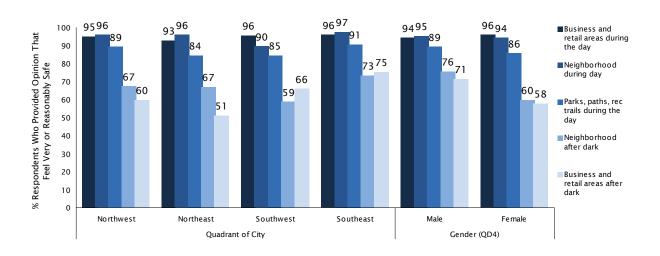


FIGURE 21 PERCEPTIONS OF PERSONAL SAFETY BY OPINION OF POLICE DEPARTMENT

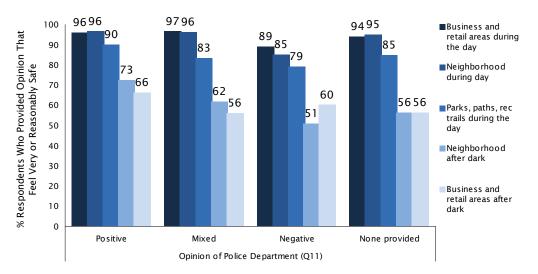
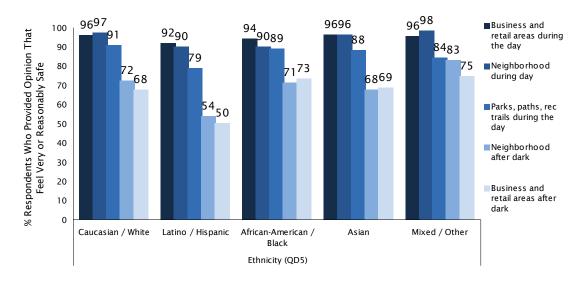


FIGURE 22 PERCEPTIONS OF PERSONAL SAFETY BY ETHNICITY



NEIGHBORHOOD WATCH Neighborhood watch is a crime prevention program that enlists the active participation of residents in cooperation with law enforcement and other community agencies to reduce crime, solve problems, and improve the quality of life in their area. The Police Department serves as one of many such resources, although ultimately program success requires sustained resident participation and effort. First presented in 2013 was a question that simply asked La Mesa residents if they were involved in a neighborhood watch program. Overall, 8% of survey respondents indicated that they were involved in a neighborhood watch program in 2025. Although statistically consistent with the percentage recorded in 2023, this figure has experienced a steady decline from the high of 16% recorded in 2019 (see Figure 23 on the next page). As shown in figures 24 to 26, residents who have lived in La Mesa more than 15 years, homeowners, residents at least 50 years of age, Caucasians, those living in the Southeast quadrant of the City, and those who feel the City is unsafe were the most likely to report involvement in a neighborhood watch program.

#### **Question 9** Are you involved in a neighborhood watch program?

FIGURE 23 INVOLVED IN NEIGHBORHOOD WATCH PROGRAM BY STUDY YEAR

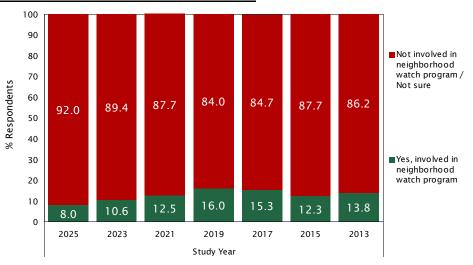


FIGURE 24 INVOLVED IN NEIGHBORHOOD WATCH PROGRAM BY YEARS IN LA MESA, HOME OWNERSHIP STATUS & OPINION OF POLICE DEPARTMENT

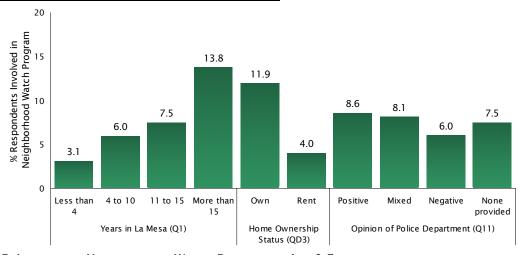


FIGURE 25 INVOLVED IN NEIGHBORHOOD WATCH PROGRAM BY AGE & ETHNICITY

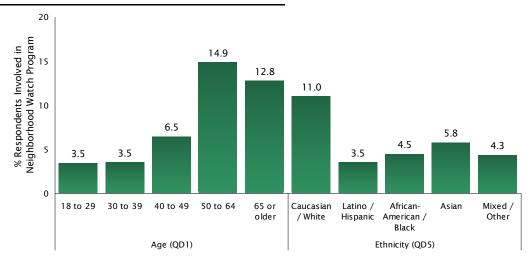
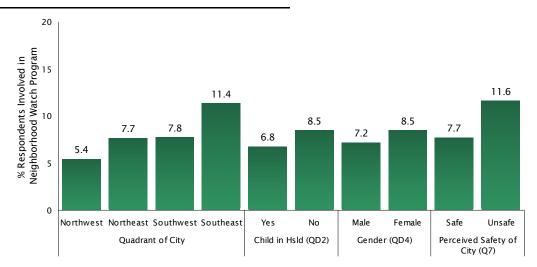


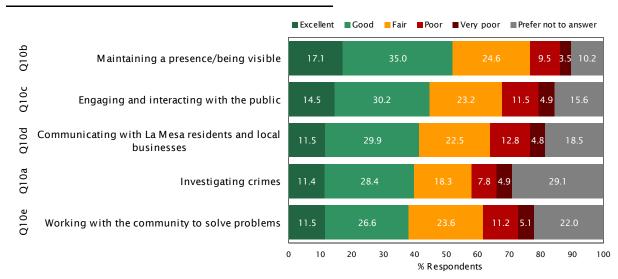
FIGURE 26 INVOLVED IN NEIGHBORHOOD WATCH PROGRAM BY QUADRANT OF CITY, CHILD IN HSLD, GENDER & PERCEIVED SAFETY OF CITY



RATINGS OF POLICE DEPARTMENT'S PERFORMANCE Beginning in 2021, residents were asked to rate the La Mesa Police Department's performance on a variety of dimensions, including investigating crimes, engaging and interacting with the public, and working with the community to solve problems. The Police Department received its highest mark for maintaining a presence and being visible (52% excellent or good), followed by engaging and interacting with the public (45%), communicating with La Mesa residents and local businesses (41%), investigating crimes (40%), and working with the community to solve problems (38%). The percentage who rated the Department as poor or very poor on a dimension ranged from 13% for investigating crimes to 18% for communicating with residents and local businesses, and the percentage unsure ranged from 10% (maintaining a presence/being visible) to 29% (investigating crimes).

**Question 10** Thinking of the La Mesa Police Department, please tell me how well you feel the Department performs in the following areas.

FIGURE 27 OPINION OF POLICE PERFORMANCE



From 2023 to 2025, the performance rating for maintaining a presence and being visible improved (+4%), while each of the other four performance areas remained statistically consistent.

TABLE 7 OPINION OF POLICE PERFORMANCE BY STUDY YEAR

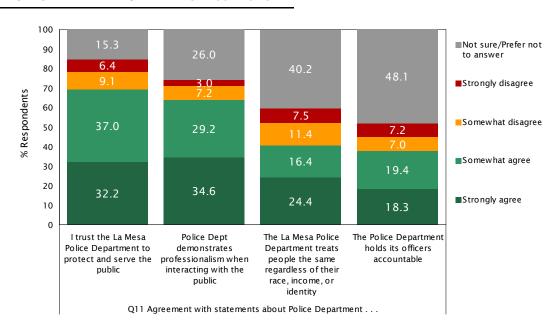
		Study Yea	Change in Excellent + Good	
	2025	2023	2021	'23 to '25
Maintaining a presence/being visible	52.1	47.9	54.0	+4.2†
Investigating crimes	39.8	36.3	43.8	+3.6
Engaging and interacting with the public	44.7	42.2	41.3	+2.5
Communicating with La Mesa residents and local businesses	41.5	40.9	41.9	+0.6
Working with the community to solve problems	38.1	41.3	39.8	-3.2

<sup>†</sup> Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

PROFESSIONALISM, TRUST, ACCOUNTABILITY & EQUAL TREATMENT In addition to rating the La Mesa Police Department's performance (see above), the survey also explored respondents' perceptions of the Department when it comes to professionalism, trustworthiness, accountability, and equal treatment. For each of the statements shown along the bottom of Figure 28, respondents were simply asked to indicate the degree to which they agreed or disagreed with each statement. Approximately seven-in-ten respondents (69%) agreed with the statement *I trust the La Mesa Police Department to protect and serve the public*, whereas 16% disagreed with the statement and 15% were unsure. Six-in-ten respondents (64%) also agreed that *The Police Department demonstrates professionalism when interacting with the public*, while 10% disagreed and 26% were unsure. Respondents were more mixed when it came to the statements *The La Mesa Police Department treats people the same regardless of their race, income, or identity* (41% in agreement, 19% in disagreement, 40% unsure) and *The Police Department holds its officers accountable* (38% in agreement, 14% in disagreement, 48% unsure).

Question 11 Next, I'm going to read you a few statements about the La Mesa Police Department. For each, I'd like you to tell me whether you agree or disagree with the statement.

FIGURE 28 AGREEMENT WITH STATEMENTS ABOUT POLICE DEPARTMENT



Given the large and varying percentage of respondents who were unsure or declined to provide an opinion (see Figure 28 on prior page), Table 8 displays the level of agreement only among those who provided a response by study year. Agreement was higher in 2025 than 2023 for each statement, with two reaching the threshold for statistical significance (professionalism and trust).

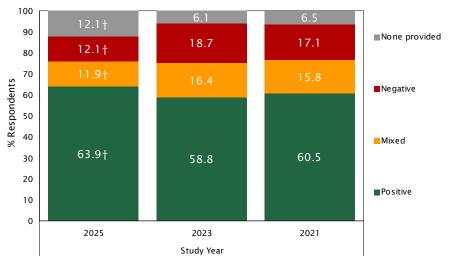
TABLE 8 AGREEMENT WITH STATEMENTS ABOUT POLICE DEPARTMENT BY STUDY YEAR

	9	Study Yea	r	Change in Agree, Among Those With Opinion		
	2025	2023	2021	'23 to '25		
Police Dept demonstrates professionalism when interacting with the public	86.2	80.5	76.3	+5.7†		
I trust the La Mesa Police Department to protect and serve the public	81.7	76.5	77.1	+5.3†		
La Mesa Police Dept treats people the same regardless of race, income, identity	68.3	63.4	N/A	+4.9		
The Police Department holds its officers accountable	72.7	68.5	64.7	+4.2		

<sup>†</sup> Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

To help clarify how opinions and perceptions of La Mesa's Police Department vary among residents, each survey participant was classified into one of four categories (positive, negative, mixed, or none provided) based on how they responded to the statements tested in Question 11. Those who generally disagreed with the statements were classified as negative, those who generally agreed with the statements were classified as positive, whereas those with a mix of responses (agree and disagree) were grouped into the mixed category. Sixty-four percent (64%) of La Mesa residents generally held positive perceptions of the Police Department in 2025, whereas the remainder of respondents were evenly split between negative, mixed, and unsure perceptions (12% each). Perceptions were more positive in 2025 than 2023 (+5%), with statistically significant changes recorded in every response category (Figure 29).

FIGURE 29 OPINION OF POLICE DEPARTMENT BY STUDY YEAR



<sup>†</sup> Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

<sup>4.</sup> More specifically, respondents who agreed with all of the statements or three of the statements with the fourth being unsure were classified as positive. Respondents who disagreed with all of the statements or three of the statements with the fourth being unsure were classified as negative. Respondents who did not provide an opinion to all four of the statements were classified as none provided. Any other combination of answers was classified as mixed.

When compared to their respective counterparts, positive perceptions of the Department were most frequently found among those who had lived in the City 11 to 15 years, respondents who perceived the City to be safe, homeowners, respondents at least 50 years of age, Caucasian respondents and those with a mixed/other ethnicity, and respondents who were satisfied with the City's overall performance in providing municipal services (see figures 30-33).

Although positive perceptions were only slightly higher among those who had interacted with the Police Department over the past two years than those who had not (67% vs. 62%), those who had not interacted with the Department were nearly five times more likely to not have an opinion while those who had interacted with the Department were twice as likely to hold a mixed opinion (Figure 33 on next page). Positive perceptions were also slightly higher among those who participated in a neighborhood watch program compared with those who did not (Figure 30).

FIGURE 30 OPINION OF POLICE DEPARTMENT BY YEARS IN LA MESA, PERCEIVED SAFETY OF CITY & IN NEIGHBORHOOD WATCH PROGRAM

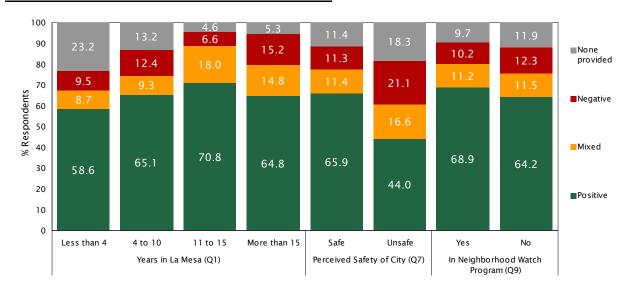


FIGURE 31 OPINION OF POLICE DEPARTMENT BY HOME OWNERSHIP STATUS, GENDER & QUADRANT OF CITY

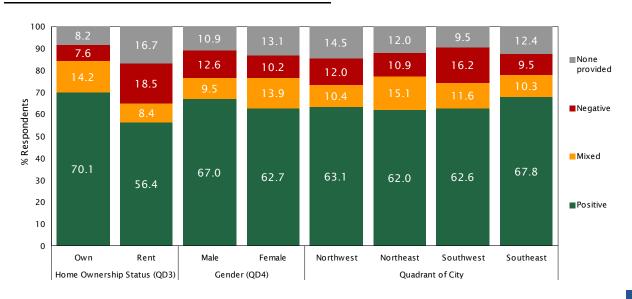


FIGURE 32 OPINION OF POLICE DEPARTMENT BY AGE & ETHNICITY

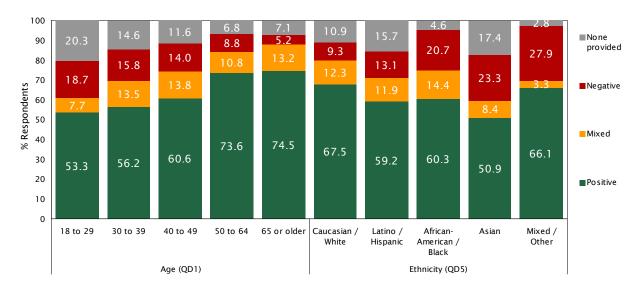
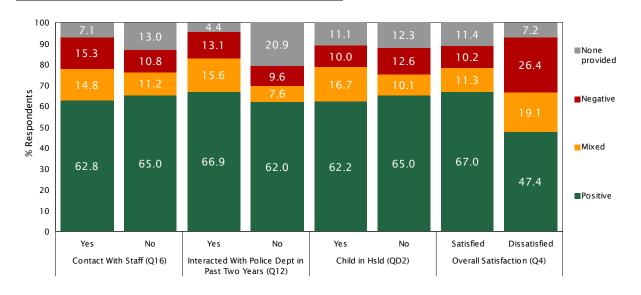


FIGURE 33 OPINION OF POLICE DEPARTMENT BY CONTACT WITH STAFF, INTERACTED WITH POLICE DEPARTMENT IN PAST 2 YEARS, CHILD IN HSLD & OVERALL SATISFACTION



INTERACTIONS WITH POLICE DEPARTMENT Assessed for the first time in 2023, respondents were asked whether they had interacted with the Police Department by calling the Department, interacting at a community event, or being pulled over or stopped by an officer over the past two years. In 2025, 38% of residents had called the La Mesa Police Department for assistance and 37% had talked or interacted with a La Mesa Police Officer at a community event or other setting, whereas 7% indicated that they had been stopped or pulled over by a La Mesa Police Officer (see Figure 34 on next page). Respondents' interactions with the La Mesa Police Department were statistically consistent from 2023 to 2025 (Table 9 on next page).

FIGURE 34 INTERACTIONS WITH LA MESA POLICE DEPARTMENT IN PAST 2 YEARS

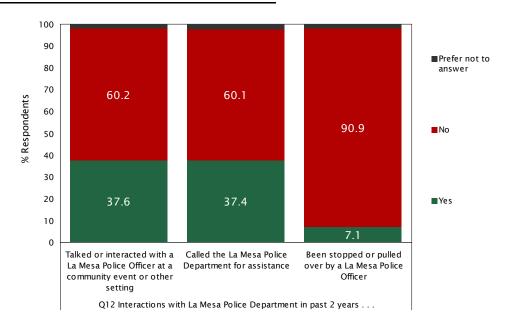


TABLE 9 Interactions With La Mesa Police Department in Past 2 Years by Study Year

	Study	/ Year	Change in
			Yes
	2025	2023	'23 to '25
Been stopped or pulled over by a La Mesa Police Officer	7.1	7.3	-0.2
Talked, interacted with a La Mesa Police Officer at a community event, other setting	37.6	39.3	-1.7
Called the La Mesa Police Department for assistance	37.4	40.7	-3.2

Figures 35 to 37 display residents' interactions with the Police Department over the past two years by age, involvement in a neighborhood watch program, quadrant of the City, gender, opinion of Police Department, and ethnicity. The majority of residents in a neighborhood watch program, 40 to 49 years of age, or with a mixed/other ethnicity had interacted with a La Mesa Police Officer at a community event or other setting or called the Department for assistance. Respondents with a mixed opinion of the Department were also more likely than those with a positive, negative, or no opinion to have interacted in those two ways. Respondents with a mixed/other ethnicity reported the highest percentage of being pulled over or stopped by police (27%).

FIGURE 35 INTERACTIONS WITH LA MESA POLICE DEPARTMENT IN PAST 2 YEARS BY AGE & IN NEIGHBORHOOD WATCH PROGRAM

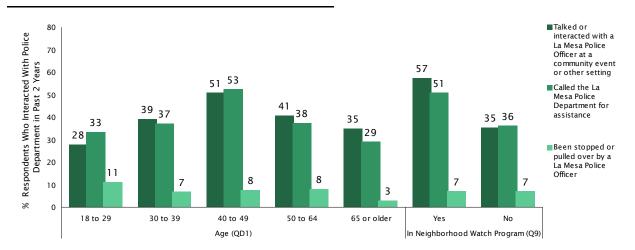


FIGURE 36 INTERACTIONS WITH LA MESA POLICE DEPARTMENT IN PAST 2 YEARS BY QUADRANT OF CITY & GENDER

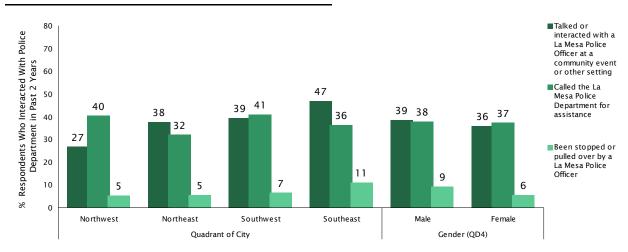
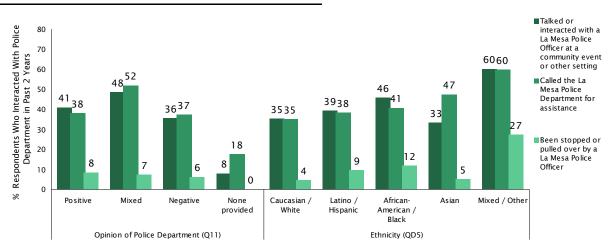


FIGURE 37 INTERACTIONS WITH LA MESA POLICE DEPARTMENT IN PAST 2 YEARS BY OPINION OF POLICE DEPARTMENT & ETHNICITY



CODE ENFORCEMENT Respondents were next informed that the City has created codes to address and prevent a variety of issues that can affect a neighborhood, including illegal parking, abandoned vehicles, non-permitted construction, junk storage, and properties not being properly maintained. They were then asked if, in general, they are satisfied or dissatisfied with the City's efforts to *enforce* code violations, or if they do not have an opinion on the matter.

Figure 38 provides the responses to Question 13 among those who provided an opinion. In 2025, 31% of residents did not have an opinion. Among those with an opinion, approximately 71% indicated they were satisfied with the City's code enforcement efforts, while the remaining 29% were dissatisfied. The overall level of satisfaction with the City's code enforcement efforts improved from 2023 to 2025 (+8%), driven by a statistically significant increase in the perception who reported being *somewhat* satisfied.

Question 13 The City of La Mesa has created codes to address a variety of issues that can affect a neighborhood, such as illegal parking, abandoned vehicles, non-permitted construction, junk storage, and properties not being properly maintained. Overall, are you satisfied or dissatisfied with the City's efforts to enforce code violations, or do you not have an opinion?

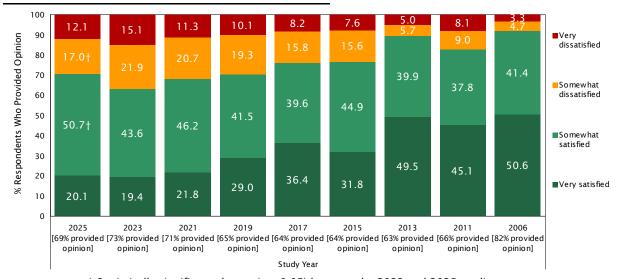


FIGURE 38 SATISFACTION WITH ENFORCEMENT BY STUDY YEAR

 $\dagger$  Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

Figures 39 to 41 demonstrate how satisfaction with the City's code enforcement efforts (among respondents who provided an opinion) varied by length of residence, home ownership status, general opinion of La Mesa's Police Department, age, ethnicity, quadrant of residence, presence of a child in the home, gender, and perceived safety of La Mesa. There is a striking correlation between perceived safety of La Mesa and opinions regarding the City's code enforcement efforts, with those who perceive the City as a safe place to live being much more likely to also be satisfied with the City's code enforcement efforts. A similar relationship exists by opinion of the Police Department, with those with a positive opinion much more likely than those with another viewpoint to be satisfied with code enforcement. By demographics, at least three-quarters of newer residents (less than 4 years), those 18 to 29 years of age, seniors (65+), residents of the Northwest and Southeast quadrants, and female respondents reported satisfaction with the City's code enforcement efforts.

FIGURE 39 SATISFACTION WITH ENFORCEMENT BY YEARS IN LA MESA, HOME OWNERSHIP STATUS & OPINION OF POLICE DEPARTMENT

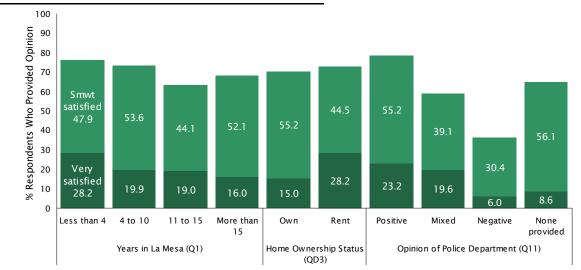


FIGURE 40 SATISFACTION WITH ENFORCEMENT BY AGE & ETHNICITY

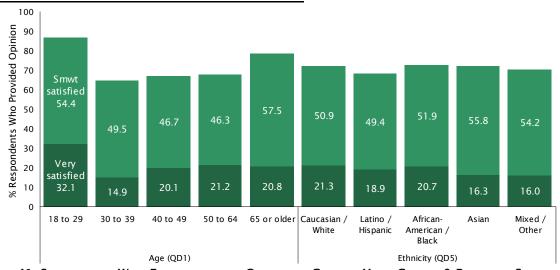
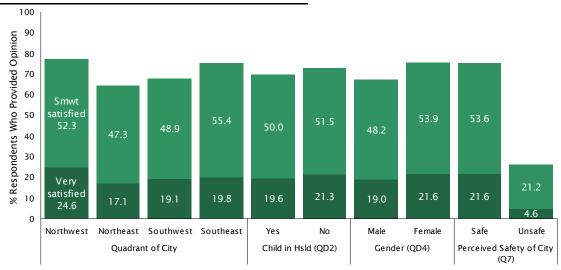


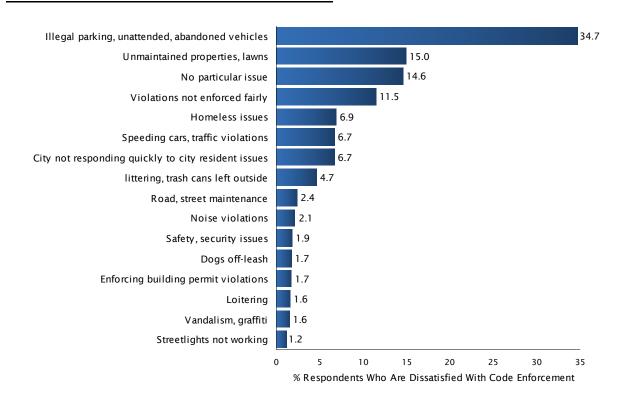
FIGURE 41 SATISFACTION WITH ENFORCEMENT BY QUADRANT, CHILD IN HSLD, GENDER & PERCEIVED SAFETY OF CITY



Respondents who reported they were dissatisfied with the City's code enforcement efforts were subsequently asked if their dissatisfaction was motivated by a particular issue or violation. Illegal parking and unattended/abandoned vehicles was the most frequently mentioned issue (35%), followed by unmaintained properties and lawns (15%) and violations not being enforced fairly (12%). Approximately 15% of residents who were dissatisfied with the City's code enforcement efforts could not provide a particular reason for their sentiment.

**Question 14** Is there a particular issue or code violation that the City isn't addressing that leads you to be dissatisfied?

FIGURE 42 REASON FOR DISSATISFACTION WITH CODE ENFORCEMENT



#### TRAFFIC

In most southern California cities, traffic congestion has traditionally ranked among the most pressing problems that residents would like local and regional governments to solve. La Mesa has been exceptional over the past decade in that traffic congestion has *not* been among the top five issues desired to make the City a better place to live (see Table 1 on page 13). Nevertheless, the survey took the opportunity to probe residents' perceptions regarding traffic circulation and identify how they vary by geographic quadrant.

TRAFFIC CIRCULATION As shown in Figure 43 below, 73% of residents in 2025 rated traffic circulation in residential areas of La Mesa as excellent or good. Fifty-eight percent (58%) of respondents also rated traffic circulation in the City overall as excellent or good, whereas just over half (52%) held similarly positive views of circulation on major streets in La Mesa.

**Question 15** Next, I'd like to ask you a few questions about traffic circulation. By traffic circulation, I mean the ability to drive around La Mesa without encountering long delays. Would you rate: \_\_\_\_ within the City of La Mesa as excellent, good, fair, poor, or very poor?

FIGURE 43 PERCEPTION OF TRAFFIC CIRCULATION

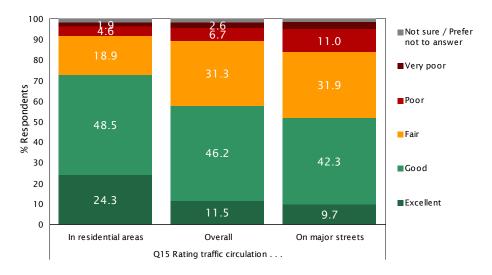


Table 10 provides the percentage of respondents who regarded traffic congestion as excellent or good *overall*, on major streets, and in residential areas by study year. The percentage of residents who rated traffic circulation in each of the three categories as excellent or good showed little movement from 2023 to 2025.

TABLE 10 PERCEPTION OF TRAFFIC CIRCULATION BY STUDY YEAR

		Study Year									
		E									
	2025	2023	2021	2019	2017	2015	2013	2011	2006	'23 to '25	
Traffic in residential areas	72.8	71.1	84.4	81.7	86.0	83.0	88.2	87.5	81.6	+1.7	
Traffic on major streets	52.0	52.0	63.9	63.7	67.1	61.2	73.8	70.3	63.7	0.0	
Traffic overall	57.7	59.3	73.9	69.1	72.1	73.2	75.4	72.5	70.8	-1.5	

Figures 44 through 46 present ratings of traffic circulation overall, on major streets, and in residential areas according to the quadrant of the City in which respondents reside.

FIGURE 44 PERCEPTION OF TRAFFIC CIRCULATION OVERALL BY QUADRANT OF CITY

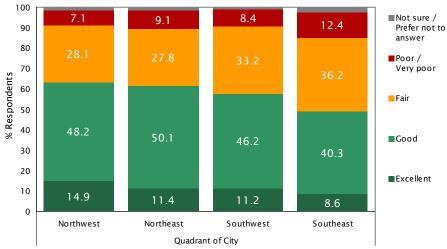


FIGURE 45 PERCEPTION OF TRAFFIC CIRCULATION ON MAJOR STREETS BY QUADRANT OF CITY

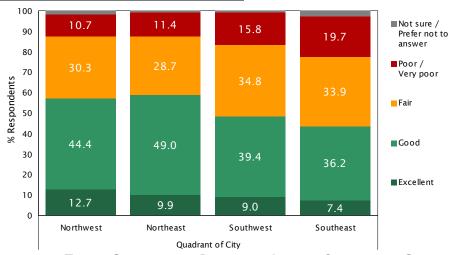
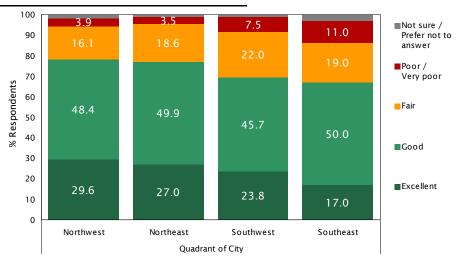


FIGURE 46 PERCEPTION OF TRAFFIC CIRCULATION IN RESIDENTIAL AREAS BY QUADRANT OF CITY



## STAFF INTERACTIONS

Although much of the survey focused on residents' satisfaction with the City's efforts to provide services, like other progressive cities La Mesa recognizes there is more to good governance than simply providing satisfactory services and facilities. What percentage of residents have interacted with staff in the past year? Do they perceive that staff is responsive to their needs? Does staff serve their needs in a professional manner? Answers to questions like these are as important as service- or policy-related questions in measuring the City's performance in meeting the needs of its residents. Accordingly, they were the focus of the next section of the survey.

The first of these questions asked respondents if they had been in contact with city staff in the 12 months prior to the interview. As shown in Figure 47 below, 22% of residents indicated that they had been in contact with city staff over the past year. The percentage of residents who interacted with city staff showed little movement from 2023 to 2025. For the interested reader, figures 48-49 on the next page provide the responses to Question 16 by respondents' age, area of residence, home ownership status, ethnicity, overall satisfaction, and perceived safety of the City.

Question 16 In the past 12 months, have you been in contact with City of La Mesa staff?

FIGURE 47 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY STUDY YEAR

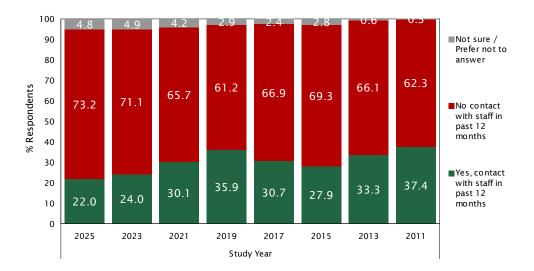


FIGURE 48 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY AGE & QUADRANT OF CITY

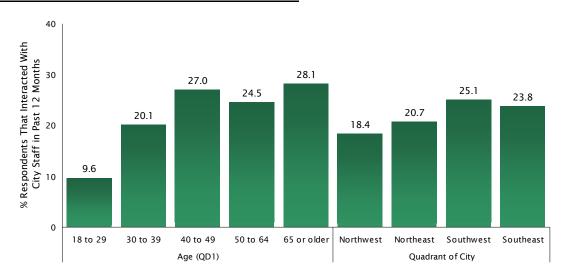
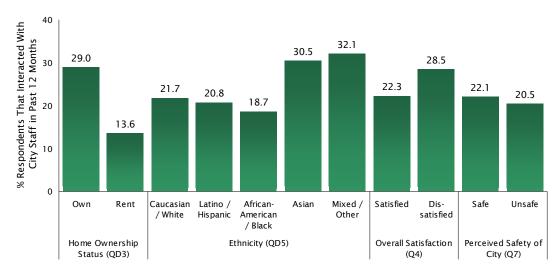


FIGURE 49 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY HOME OWNERSHIP STATUS, ETHNICITY, OVERALL SATISFACTION & PERCEIVED SAFETY OF CITY



The next question in this section asked respondents who had been in contact with staff to rate staff members' helpfulness, professionalism, and responsiveness. The findings of this question are presented on the next page in Figure 50, and show that staff received high ratings for all three dimensions tested. Approximately 96% of respondents who had interacted with staff in the past 12 months and provided an opinion felt staff were very (76%) or somewhat (20%) professional. Similarly, 92% felt staff was very or somewhat responsive and 88% found them very or somewhat helpful. Table 11 on the next page provides the responses to this question for the current study compared with 2023. The percentage who provided ratings of very or somewhat responsive was significantly higher in 2025 than 2023 (+7%), as was the percentage who rated staff as very professional (+12%, not shown).

Question 17 In your opinion, is the staff at the City very \_\_\_\_, somewhat \_\_\_\_, or not at all \_\_\_\_.

FIGURE 50 OPINION OF CITY STAFF (AMONG THOSE WHO PROVIDED OPINION)

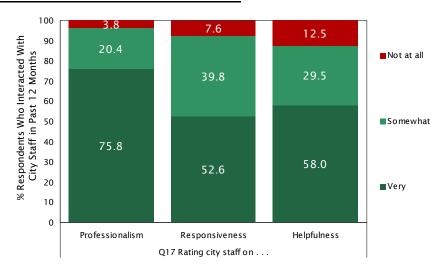


TABLE 11 OPINION OF CITY STAFF BY STUDY YEAR (AMONG THOSE WHO PROVIDED OPINION)

		Study Year								
		· ·								
	2025	2023	2021	2019	2017	2015	2013	2011	'23 to '25	
Responsiveness	92.4	85.8	84.7	93.1	93.6	93.2	96.9	95.3	+6.6†	
Professionalism	96.2	93.4	93.4	97.1	95.8	97.3	98.5	97.0	+2.8	
Helpfulness	87.5	85.4	85.5	92.1	93.0	93.6	96.9	94.4	+2.1	

<sup>†</sup> Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

#### COMMUNICATION

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 La Mesa's efforts to enhance the information flow *to* the City to better understand the community's concerns, perceptions, and needs. Some of La Mesa's many efforts to communicate with its residents include its newsletters, timely press releases, and its website. In this section, we present the results of several communication-related questions.

OVERALL SATISFACTION Question 18 asked residents to report their overall satisfaction with city-resident communication in the City of La Mesa. Overall, 58% of respondents indicated that they were satisfied with City's efforts to communicate with residents through newsletters, the Internet, or other means, 16% indicated they were dissatisfied with the City's efforts in this respect, and 26% were not sure or chose not to provide an opinion (see Figure 51). Driven by statistically significant declines in the percentage very and somewhat dissatisfied, satisfaction improved from 2023 (54%) to 2025 (58%).

**Question 18** Are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means?

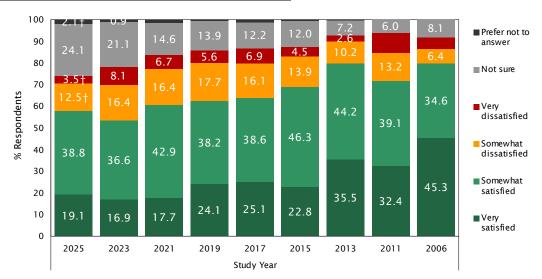


FIGURE 51 SATISFACTION WITH COMMUNICATION BY STUDY YEAR

† Statistically significant change (p < 0.05) between the 2023 and 2025 studies.

Figures 52 to 55 on the next page display how overall satisfaction with the City's efforts to communicate with residents *among those who provided an opinion* varied by resident subgroups. Satisfaction with communication was strongly correlated with respondents' overall performance rating for the City, perceived safety of La Mesa as a place to live, and their opinion of the Police Department. Also notable is that the majority of African-American/Black respondents were *very* satisfied with city-resident communication.

FIGURE 52 SATISFACTION WITH COMMUNICATION BY YEARS IN LA MESA, VISITED CITY WEBSITE & CHILD IN HSLD



FIGURE 53 SATISFACTION WITH COMMUNICATION BY AGE & QUADRANT OF CITY

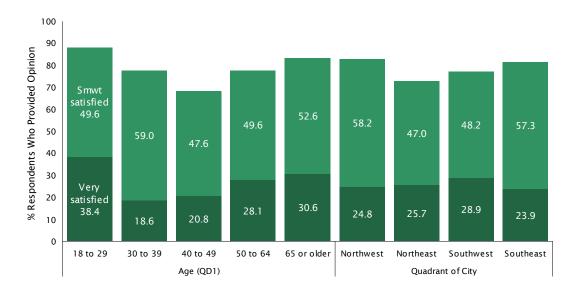


FIGURE 54 SATISFACTION WITH COMMUNICATION BY ETHNICITY, HOME OWNERSHIP STATUS, GENDER & OVERALL SATISFACTION

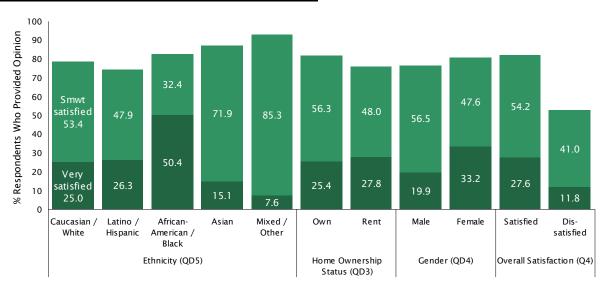
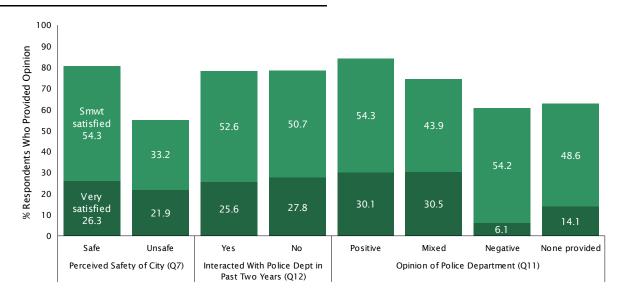


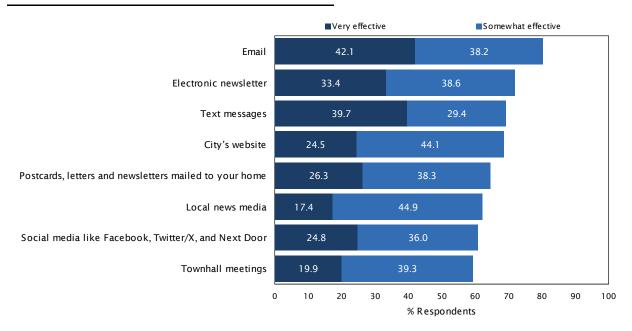
FIGURE 55 SATISFACTION WITH COMMUNICATION BY PERCEIVED SAFETY OF CITY, INTERACTED WITH POLICE DEPARTMENT IN PAST 2 YEARS & OPINION OF POLICE DEPARTMENT



COMMUNICATION PREFERENCES To help the City identify the most effective means of communicating with residents, it is helpful to understand which methods of communication residents prefer. Accordingly, for each of the methods shown to the left of Figure 56 on the next page, respondents were simply asked to indicate if it would be an effective way for the City to communicate with them. Overall, respondents indicated that the most effective methods were email (80% very or somewhat effective), electronic newsletters (72%), text messages (69%), and the City's website (69%).

**Question 19** As I read the following ways that the City of La Mesa can communicate with residents, I'd like to know if you think they would be very effective, somewhat effective, or not an effective way for the City to communicate with you.

FIGURE 56 EFFECTIVENESS OF COMMUNICATION METHODS



The following tables demonstrate how communication preferences varied (showing the percentage of respondents that viewed each method as *very* effective) by respondents' age, overall satisfaction with the City's performance in providing municipal services, satisfaction with the City's communication efforts, opinion of La Mesa's Police Department, ethnicity, home ownership status, quadrant of residence, and presence of a child in the home. To ease comparisons, the top three methods within each subgroup are highlighted green.

TABLE 12 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE & OVERALL SATISFACTION (SHOWING % VERY EFFECTIVE)

			Age (QD1)			Overall Satisfaction (Q4)	
	18 to 29	30 to 39	40 to 49	50 to 64	65 or older	Satisfied	Dissatisfied
Email	44.6	39.5	41.1	41.6	50.5	44.3	32.8
Text messages	50.0	38.4	43.6	40.3	35.2	40.5	40.5
Electronic newsletter	32.7	32.3	36.2	33.4	38.5	36.2	21.3
Postcards, letters and newsletters mailed to your home	26.3	24.3	23.2	27.4	32.1	26.8	24.0
Social media like Facebook, Twitter/X, and Next Door	23.6	32.9	34.3	25.9	11.2	25.6	27.0
City's website	28.4	21.7	22.8	23.9	26.2	26.0	22.7
Townhall meetings	18.1	13.9	24.2	22.9	21.7	20.8	24.1
Local news media	16.8	9.6	20.3	20.0	22.1	18.8	12.9

TABLE 13 EFFECTIVENESS OF COMMUNICATION METHODS BY SATISFACTION WITH COMMUNICATION & OPINION OF POLICE DEPARTMENT (SHOWING % VERY EFFECTIVE)

	Satisfaction With Communication (Q18)			Opinion of Police Department (			(Q11) None
	Satisfied	Dissatisfied	Not sure	Positive	Mixed	Negative	provided
Email	47.6	36.2	36.3	44.6	38.2	35.7	39.2
Text messages	43.3	38.0	35.2	40.0	39.1	38.1	40.0
Electronic newsletter	40.3	25.7	24.6	36.7	27.3	27.0	29.2
Postcards, letters and newsletters mailed to your home	31.8	27.2	14.7	29.1	25.9	20.5	17.4
Social media like Facebook, Twitter/X, and Next Door	28.6	22.9	19.0	28.8	33.4	13.4	5.7
City's website	30.6	16.3	17.3	26.4	27.1	19.6	16.8
Townhall meetings	23.1	20.6	12.5	19.4	22.8	19.5	20.3
Local news media	19.8	14.2	14.5	20.4	18.8	10.9	5.5

TABLE 14 EFFECTIVENESS OF COMMUNICATION METHODS BY ETHNICITY & HOME OWNERSHIP STATUS (SHOWING % VERY EFFECTIVE)

	Caucasian	Latino /	Home Ownership Status (QD3)				
	/ White	Hispanic	American / Black	Asian	Mixed / Other	Own	Rent
Email	46.1	34.9	36.1	40.3	54.0	44.0	41.7
Text messages	42.8	35.1	35.2	29.4	53.8	42.5	39.0
Electronic newsletter	34.2	30.0	24.4	42.1	57.2	33.5	34.8
Postcards, letters and newsletters mailed to your home	26.1	27.4	23.6	14.5	47.0	28.1	26.2
Social media like Facebook, Twitter/X, and Next Door	21.7	33.5	22.6	12.3	22.4	24.6	25.9
City's website	22.7	26.4	20.5	30.4	56.1	22.3	26.1
Townhall meetings	17.4	25.3	25.8	7.8	37.2	17.4	22.3
Local news media	15.9	21.0	19.7	8.5	21.1	14.3	20.3

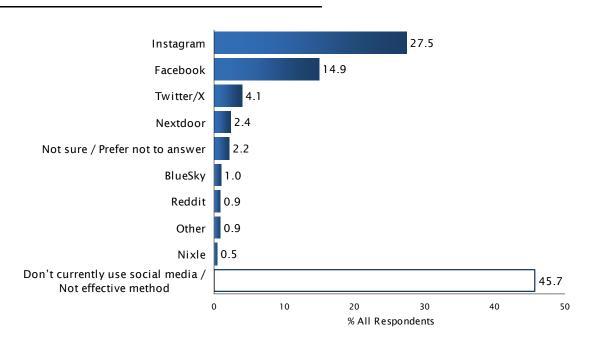
TABLE 15 EFFECTIVENESS OF COMMUNICATION METHODS BY QUADRANT OF CITY & CHILD IN HSLD (SHOWING % VERY EFFECTIVE)

		Quadrar	nt of City		Child in Hsld (QD2)		
	Northwest	Northeast	Southwest	Southeast	Yes	No	
Email	44.4	43.4	39.8	40.7	41.1	43.8	
Text messages	38.7	34.5	41.7	43.7	48.5	38.0	
Electronic newsletter	38.2	26.6	32.8	36.1	36.1	33.9	
Postcards, letters and newsletters mailed to your home	24.1	26.3	27.6	27.2	26.5	26.4	
Social media like Facebook, Twitter/X, and Next Door	18.0	27.3	23.6	30.4	36.5	20.9	
City's website	26.0	22.2	19.7	30.3	28.2	23.6	
Townhall meetings	16.4	20.0	19.3	24.1	23.4	18.3	
Local news media	15.3	15.7	18.6	19.8	16.2	18.2	

PREFERRED SOCIAL MEDIA SITE Respondents who indicated that social media was at least a somewhat effective method for the City to communicate with them were subsequently asked to identify the social media site that they use most often. Figure 57 on the next page shows responses to this question in the context of all residents. Overall, Instagram (28%) was the most common choice for social media, followed by Facebook (15%), Twitter/X (4%), and Nextdoor (2%). Approximately 46% of respondents indicated that they do not currently use social media and/or that it would not be an effective method for the City to communicate with them.

**Question 20** What is your preferred Social Media site - the one you currently use most often?

FIGURE 57 PREFERRED SOCIAL MEDIA SITE



For the interested reader, figures 58-60 present the results to Question 20 for various subgroups of La Mesa residents. It's worth noting that the percentage who do not currently use social media and/or felt it would not be an effective method for the City to communicate with them reached majority status for seniors (65+), those who perceived the City to be unsafe, respondents with a negative opinion of the Police Department or who did not provide an opinion either way, and those who identified their ethnicity as mixed/other.

FIGURE 58 PREFERRED SOCIAL MEDIA SITE BY YEARS IN LA MESA & AGE

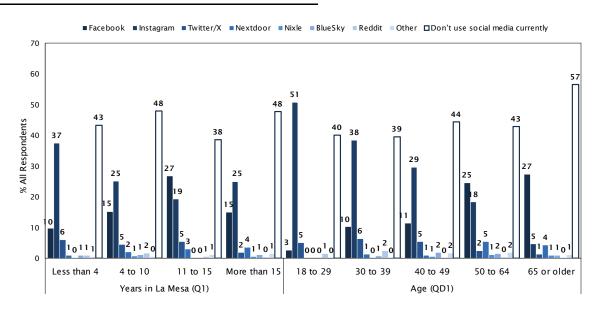


FIGURE 59 PREFERRED SOCIAL MEDIA SITE BY CHILD IN HSLD, HOME OWNERSHIP STATUS, QUADRANT OF CITY & PERCEIVED SAFETY OF CITY

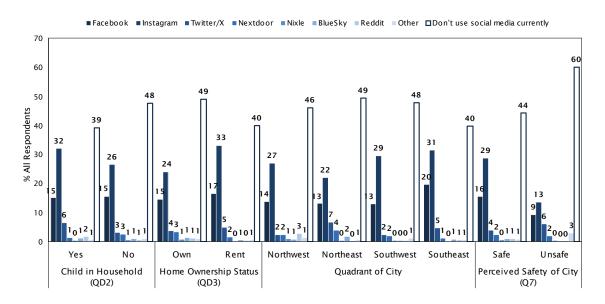
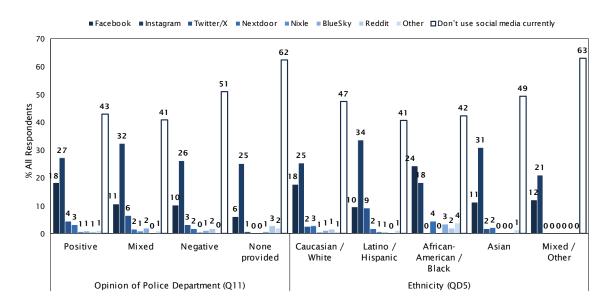


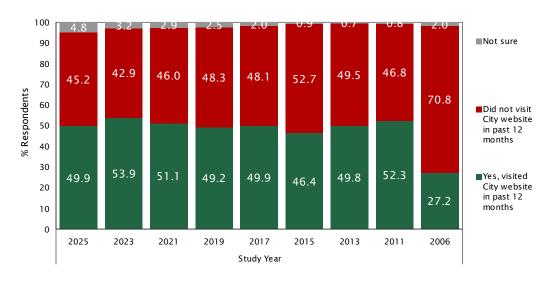
FIGURE 60 PREFERRED SOCIAL MEDIA SITE BY OPINION OF POLICE DEPARTMENT & ETHNICITY



CITY'S WEBSITE The final substantive question of the survey asked if, in the 12 months prior to the interview, the respondent had visited the City of La Mesa's website. As shown in Figure 61 on the next page, 50% of respondents in 2025 indicated that they had visited the site during this period, which is statistically similar to the percentage recorded in 2023 (54%) and largely unchanged since 2011.

Question 21 In the past 12 months, have you visited the City of La Mesa's website?

FIGURE 61 CITY WEBSITE VISIT IN PAST 12 MONTHS BY STUDY YEAR



As displayed in figures 62 to 64, use of the City's website varied across demographic subgroups. Those most likely to have visited the website in the past 12 months were residents who had contact with city staff during the same period, respondents either satisfied or dissatisfied with city-resident communication (as opposed to not having an opinion), those in the Southeast quadrant of the City, residents at least 30 years of age, those with a child in the home, home owners, and female respondents.

FIGURE 62 CITY WEBSITE VISIT IN PAST 12 MONTHS BY YEARS IN LA MESA, CONTACT WITH CITY STAFF & SATISFACTION WITH COMMUNICATION

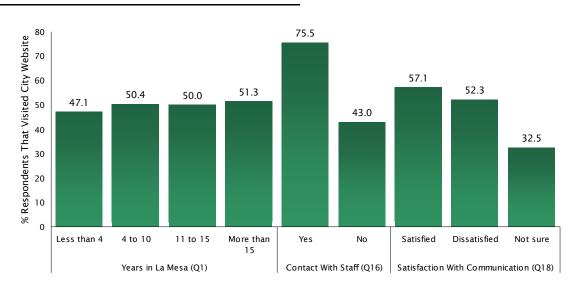


FIGURE 63 CITY WEBSITE VISIT IN PAST 12 MONTHS BY QUADRANT OF CITY, AGE & CHILD IN HSLD

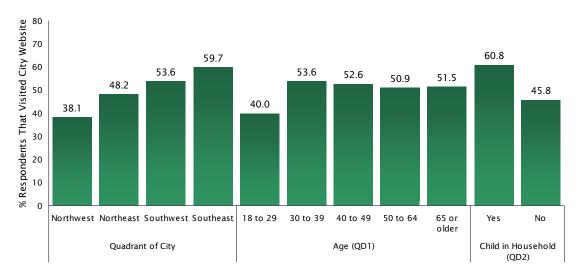
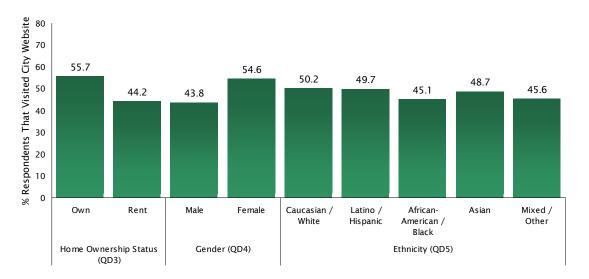


FIGURE 64 CITY WEBSITE VISIT IN PAST 12 MONTHS BY HOME OWNERSHIP STATUS, GENDER & ETHNICITY



## BACKGROUND & DEMOGRAPHICS

Table 16 presents the key demographic and background information collected during the survey by study year. 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 La Mesa. The primary motivation for collecting the background and demographic information was to provide a better insight into how results of the substantive questions of the survey vary by demographic characteristics.

TABLE 16 DEMOGRAPHICS OF SAMPLE

					Study Yea	r			
	2025	2023	2021	2019	2017	2015	2013	2011	2006
Total Respondents	1,110	1,069	1,257	1,218	1,023	825	800	800	800
QD1 Age									
18 to 29	19.0	22.7	25.4	25.0	26.4	24.2	24.8	21.7	22.4
30 to 39	22.5	21.2	21.0	20.9	17.6	18.5	17.2	19.4	19.4
40 to 49	15.6	13.1	13.9	13.3	14.3	15.6	16.5	19.2	18.2
50 to 64	19.1	20.0	21.3	20.9	20.7	23.8	22.7	18.2	16.2
65 or older	18.5	17.1	17.5	19.7	19.7	17.4	17.4	21.3	20.5
Prefer not to answer	5.3	5.9	1.0	0.2	1.2	0.5	1.4	0.3	3.3
QD2 Children in hsld									
Yes	26.8	27.1	28.1	28.2	28.1	27.9	30.8	33.2	31.2
No	68.7	69.7	70.2	70.6	69.5	71.5	67.0	66.4	65.4
Prefer not to answer	4.6	3.2	1.7	1.1	2.4	0.6	2.2	0.4	3.3
QD3 Home ownership status									
Own	51.6	51.1	58.0	60.1	60.7	60.1	60.6	64.8	55.6
Rent	41.5	42.0	40.2	38.3	37.6	38.7	37.2	34.7	39.8
Prefer not to answer	6.9	6.9	1.8	1.6	1.8	1.2	2.1	0.5	4.6
QD4 Gender									
Male	46.8	48.3	44.5	47.3	47.0	46.6	51.5	50.5	46.3
Female	48.7	45.8	52.1	51.6	52.3	53.2	48.5	49.5	53.7
Non-binary	1.0	2.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Prefer not to answer	3.5	3.4	2.6	1.1	0.7	0.2	0.0	0.0	0.0
QD5 Ethnicity									
Caucasian / White	55.3	55.3	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Latino / Hispanic	28.8	25.5	N/A	N/A	N/A	N/A	N/A	N/A	N/A
African-American / Black	6.3	7.2	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Asian	5.6	5.9	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Mixed / Other	2.1	3.0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Prefer not to answer	1.8	3.1	N/A	N/A	N/A	N/A	N/A	N/A	N/A

#### METHODOLOGY

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 La Mesa to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking 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 who had interacted with city staff in the past 12 months (Question 16) were asked to rate aspects of their experience with staff (Question 17). The questionnaire included with this report (see *Questionnaire & Toplines* on page 57) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

Nearly all of the questions asked in the 2025 survey were tracked directly from the City's prior surveys to allow the City to assess its performance over time.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The 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 of La Mesa prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English or Spanish according to the preference of the respondent.

SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of La Mesa households was utilized for this study, ensuring that all households in La Mesa had the opportunity to be selected to participate in the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only La Mesa residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North placed telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 20 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). 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 1,110 completed surveys were gathered online and by telephone between March 5 and March 11, 2025.

MARGIN OF ERROR DUE TO SAMPLING By using the probability-based sample as discussed above and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of adult residents in the City of La Mesa. The results of the sample can thus be used to estimate the opinions of *all* adult residents in the City. Because not every adult in 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 1,110 adults for a particular question and what would have been found if all of the estimated 48,041 adults in the City<sup>5</sup> had been interviewed.

For example, in estimating the percentage of adults who have been in contact with City of La Mesa staff in the past 12 months (Question 16), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

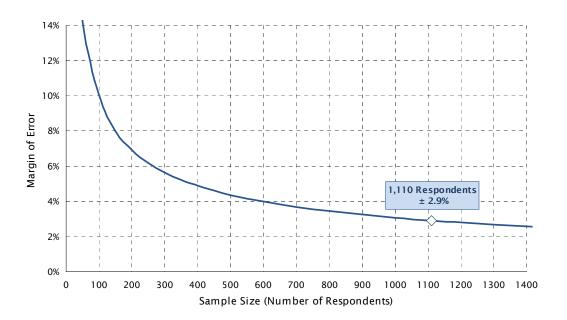
$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where  $\hat{p}$  is the proportion of adults who said had been in contact with staff (0.22 for 22% in this example), N is the population size of all adults (48,041), n is the sample size that received the question (1,110), and t is the upper  $\alpha/2$  point for the t-distribution with n-1 degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of  $\pm$  2.4%. This means that with 22% of survey respondents indicating they had been in contact with city staff in the past 12 months, we can be 95 percent confident that the actual percentage of all adult residents in La Mesa in contact with staff during this period is between 20% and 24%.

Figure 65 on the next page provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e.,  $\hat{p} = 0.5$ ). For this survey, the maximum margin of error is  $\pm 2.9\%$  for questions answered by all 1,110 respondents.

Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as quadrant of the City and age of the respondent. Figure 65 on the next page 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.

<sup>5.</sup> Source: U.S. Census Bureau, 2023 American Community Survey 1-year estimate.



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. Where appropriate, tests of statistical significance were conducted to evaluate changes in responses between the 2023 and 2025 studies. The final data were weighted to balance the sample by key demographics according to Census estimates.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and figures for a given question. Due to rounding, some figures and narrative include numbers that sum to slightly more or less than 100%.

# QUESTIONNAIRE & TOPLINES



City of La Mesa Resident Satisfaction Survey Final Toplines (n=1,110) March 2025

#### Section 1: Introduction to Study

Hello, may I please speak to \_\_\_\_\_. Hi, my name is \_\_\_\_ and I'm calling on behalf of TNR, a public opinion research company. We're conducting a survey about issues in La Mesa (la MAYsuh) 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 about 13 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 the measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Sect	Section 2: Land Line (only) Screener for Inclusion in the Study								
SC1	To b	egin, are you at least 18 years of age?							
	1	Yes	Qualified						
	2	No	Ask to speak to someone in household that is at least 18 years of age						
	99	Prefer not to answer	Terminate						

Sect	Section 3: General Perceptions of City & Local Issues								
Q1	How long have you lived in the City of La Mesa?								
	1	Less than 1 year	6%						
	2	1 to 3 years	19%						
	3	4 to 5 years	13%						
	4	6 to 10 years	18%						
	5	11 to 15 years	10%						
	6	16 to 20 years	8%						
	7	More than 20 years	26%						
	99	Prefer not to answer	0%						

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	1	Excellent	20%				
	2	Good	64%				
	3	Fair	13%				
	4	Poor	2%				
	5	Very poor	0%				
	98	Not sure	0%				
	99	Prefer not to answer	0%				
Q3	If the City government could change one thing to make La Mesa 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.						
	Add	ress homeless issues	16%				
	Not	sure / Cannot think of anything	15%				
	Improve, repair roads		13%				
	Limi	t growth, development	7%				
Add, improve sidewalks / Impwalkability		, improve sidewalks / Improve ability	7%				
	Clean up public areas, facilities		5%				
	Incre	ease public safety	4%				
	Redu	uce traffic congestion	4%				
	Prov	ide affordable housing	4%				
	Impi	ove parking	4%				
	Add	, improve parks	4%				
	Enfo	rce traffic laws	4%				
	Add	more bike lanes	4%				
	Impi	ove public transportation	3%				
	Impi	rove police presence, response	3%				
	Impi	rove street lighting	2%				
	Impi	rove shopping, dining opportunities	2%				
	Redu	uce marijuana dispensers	2%				
	Impi	rove building permitting process	2%				
	Prov	ide more community events, activities	2%				

Sect	ion 4	: City Services							
Next	t, I'm	going to ask a series of questions about s	ervices	provide	ed by th	ne City o	of La Me	esa.	
Q4	doin	erally speaking, are you satisfied or dissat ig to provide city services? <i>Get answer, the</i> sfied/dissatisfied) or somewhat (satisfied/	en ask: Would that be very						
	1 Very satisfied				23	3%			
	2 Somewhat satisfied 3 Somewhat dissatisfied 4 Very dissatisfied 98 Not sure 99 Prefer not to answer				57	7%			
					1(	0%			
					2	%			
					8	%			
					0	%			
	Split	Sample for Q5 and Q6. Even PINS receive	items A	-K, Odd	PINS re	eceive i	tems L-	IJ.	
Q5	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.								
	Randomize		Extremely important	Very important	Somewhat important	Not at all important	Not sure	Prefer not to answer	
Α	Mair	ntaining and repairing streets	55%	40%	5%	0%	0%	0%	
В	Mair	ntaining landscaped street medians	14%	32%	42%	12%	0%	0%	
С	Prov	iding adequate traffic signs and signals	36%	44%	16%	2%	2%	0%	
D	Enfo	rcing traffic laws	26%	36%	33%	4%	1%	0%	
E	Mair	ntaining a low crime rate	62%	31%	5%	0%	1%	1%	
F	Prov	iding crime prevention programs	37%	33%	22%	3%	4%	0%	
G	Prov	iding neighborhood police patrols	33%	34%	24%	6%	3%	0%	
Н	Prov	iding fire protection services	64%	34%	2%	0%	0%	0%	
ı	Prov	iding animal control services	15%	36%	38%	7%	3%	1%	
J	Preparing the community for emergencies		36%	40%	20%	4%	1%	0%	
K	Prov	iding emergency medical services	62%	32%	4%	0%	2%	0%	
L	Keeping public buildings and facilities clean and attractive		33%	50%	15%	1%	0%	0%	
М	Mair	ntaining parks and sports fields	45%	42%	11%	2%	0%	0%	
N	Prov	iding programs for youth	34%	39%	20%	4%	2%	1%	
0	Prov	iding programs for adults	13%	29%	38%	15%	4%	1%	
Р	Dear	iding programs for seniors	18%	33%	34%	8%	5%	2%	

17%

34%

38%

9%

1%

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Providing community events

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			1	1	1				
R	Reducing stormwater pollution	36%	29%	26%	4%	4%	1%		
S	Creating a pedestrian friendly, walkable community	52%	27%	17%	4%	0%	0%		
Т	Facilitating the creation of affordable housing	41%	21%	20%	14%	3%	1%		
U	Addressing homelessness	55%	32%	10%	2%	0%	1%		
Q6	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 of La Mesa is doing to provide the service.  Are you satisfied or dissatisfied with the City's efforts to:, or do you not have an opinion? (Get answer. If 'satisfied' or 'dissatisfied', then ask): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?								
	Randomize	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Not sure	Prefer not to answer		
Α	Maintain and repair streets	16%	37%	26%	19%	2%	0%		
В	Maintain landscaped street medians	26%	44%	13%	5%	10%	2%		
С	Provide adequate traffic signs and signals	29%	49%	11%	5%	6%	0%		
D	Enforce traffic laws	24%	37%	13%	7%	17%	1%		
E	Maintain a low crime rate	20%	48%	12%	3%	15%	1%		
F	Provide crime prevention programs	12%	33%	9%	5%	39%	2%		
G	Provide neighborhood police patrols	17%	37%	15%	6%	23%	3%		
Н	Provide fire protection services	43%	28%	3%	2%	24%	0%		
I	Provide animal control services	20%	31%	6%	4%	38%	1%		
J	Prepare the community for emergencies	17%	35%	10%	2%	34%	1%		
K	Provide emergency medical services	34%	29%	4%	1%	32%	0%		
L	Keep public buildings and facilities clean and attractive	26%	52%	7%	3%	10%	2%		
М	Maintain parks and sports fields	31%	49%	8%	3%	10%	1%		
N	Provide programs for youth	9%	33%	7%	1%	47%	3%		
0	Provide programs for adults	8%	27%	7%	2%	53%	3%		
Р	Provide programs for seniors	10%	26%	3%	2%	56%	3%		
Q	Provide community events	21%	42%	10%	2%	22%	2%		
R	Reduce stormwater pollution	9%	25%	9%	2%	53%	1%		
S	Create a pedestrian friendly, walkable community	15%	42%	22%	9%	11%	1%		
Т	Facilitate the creation of affordable housing	5%	19%	22%	20%	31%	4%		
U	Address homelessness	6%	25%	28%	21%	18%	2%		

Q7		rall, how <b>safe</b> is the City of La Mesa as a p ewhat safe, somewhat unsafe, or very uns		live? Wo	ould yo	u say it	is very	safe,	
	1	Very safe			39	9%			
	2 Somewhat safe				51	1%			
	3	Somewhat unsafe			8	%			
	4	Very unsafe			1	%			
	99	Prefer not to answer			0	%			
Q8		n you are:, would you say that you fafe, or very unsafe?	feel very	/ safe, r	easonal	oly safe	, some	what	
Ran	domiz	e	Very safe	Reasonably safe	Somewhat unsafe	Very unsafe	Not sure	Prefer not to	
Α	Walk the	king alone in your neighborhood during day	62%	32%	5%	0%	0%	0%	
В	Walking alone in your neighborhood after dark		17%	49%	26%	7%	2%	0%	
С	duri	king alone in business and retail areas ng the day	56%	38%	5%	0%	0%	0%	
D	afte	king alone in business and retail areas r dark	14%	46%	29%	6%	4%	1%	
E		king alone in parks, paths, and eational trails during the day	39%	45%	10%	3%	4%	0%	
Q9	Are	you involved in a neighborhood watch pro	ogram?						
	1	Yes			8	%			
	2	No			88	3%			
	98	Not sure			3	%			
	99	Prefer not to answer	1%						
Q10	Thinking of the La Mesa Police Department, pl Department performs in the following areas.  Here is the (first/next) one: Would you an excellent, good, fair, poor or very poor job			say the La Mesa Police Department does					
		domize	Excellent	Cood	Fair	Poor	Very poor	Prefer not to	
	-		1.10/	2.00/	1.00/	00/	E0/	2.00	
Α	Inve	stigating crimes	11%	28%	18%	8%	5%	299	

С	Engaging and interacting with the public	15%	30%	23%	12%	5%	16%
D	Communicating with La Mesa residents and local businesses	12%	30%	22%	13%	5%	18%
E	Working with the community to solve problems	12%	27%	24%	11%	5%	22%
Q11	Next, I'm going to read you a few statements about the La Mesa Police Department. 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)?						
	Randomize	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No opinion	Prefer not to answer
Α	public		29%	7%	3%	24%	2%
В	I trust the La Mesa Police Department to protect and serve the public		37%	9%	6%	13%	2%
С	The Police Department holds its officers accountable	18%	19%	7%	7%	44%	4%
D	The La Mesa Police Department treats people the same regardless of their race, income, or identity	24%	16%	11%	8%	38%	3%
Q12	In the past two years, have you:?						
	Randomize	Yes		į	0 Z	Prefer	not to answer
Α	Been stopped or pulled over by a La Mesa Police Officer	7%		91	%	25	%
В	Called the La Mesa Police Department for assistance	37	%	60%		2%	
С	Talked or interacted with a La Mesa Police Officer at a community event or other setting	38%		60%		2%	

	The City of La Mesa has created codes to address a variety of issues that can affect a neighborhood, such as illegal parking, abandoned vehicles, non-permitted construction, junk storage and properties not being properly maintained.						
Q13	violations, or do you not have an opinion? (Get answer. If 'satisfied' or 'dissatisfied', then ask): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?						
	1	Very satisfied	14%	Skip to Q15			
	2	Somewhat satisfied	35%	Skip to Q15			
	3	Somewhat dissatisfied	12%	Ask Q14			
	4	Very dissatisfied	8%	Ask Q14			
	98	No opinion	28%	Skip to Q15			
	99	Prefer not to answer	3%	Skip to Q15			
Q14	Is there a particular issue or code violation that the City isn't addressing that leads you to be dissatisfied? <i>If yes, ask</i> : Please briefly describe it to me. Verbatim responses recorded and later grouped into categories shown below.						
	Illega vehic	al parking, unattended, abandoned cles	35%				
	Unmaintained properties, lawns		15%				
	No p	articular issue	15%				
	Viola	itions not enforced fairly	12%				
	Hom	eless issues		7%			
	City issue	not responding quickly to city resident		7%			
	Spee	ding cars, traffic violations		7%			
	litter	ing, trash cans left outside		5%			
	Road	l, street maintenance		2%			
	Nois	e violations		2%			
	Safet	cy, security issues		2%			
	Vano	lalism, graffiti		2%			
	Loite	ering		2%			
	Dogs	s off-leash	2%				
	Enfo	rcing building permit violations	2%				
	Stree	etlights not working	1%				

Sect	ection 6: Traffic							
Q15	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 La Mesa <u>without</u> encountering <u>long</u> delays. Would you rate: within the City of La Mesa as excellent, good, fair, poor or very poor?							
	Read in Order	Excellent	Good	Fair	Poor	Very poor	Not sure	Prefer not to answer
Α	Overall traffic circulation		46%	31%	7%	3%	1%	1%
В	Traffic circulation on major streets		42%	32%	11%	3%	1%	1%
С	Traffic circulation in residential areas	24%	48%	19%	5%	2%	1%	1%

Sect	Section 7: Staff Interactions							
Q16	Q16 In the past 12 months, have you been in contact with City of La Mesa staff?							
	1	Yes		22%	Ask	Q17		
	2 No			73%	Ski	Skip to Q18		
	98	Not sure/No opinion		4%	Ski	p to Q18		
	99	Prefer not to answer		1%	Ski	p to Q18		
Q17		ur opinion, is the <u>staff</u> at the City very d one item at a time, continue until all ite			, or no	ot at all _		
Rand	Randomize			Somewhat	Not at all	Not sure	Prefer not to answer	
Α	Helpt	ful	58%	29%	12%	0%	0%	
В	Profe	ssional	74%	20%	4%	2%	1%	
С	Resp	onsive	51%	39%	7%	2%	1%	

Sect	Section 8: Communication							
Q18	Are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means? (get answer, then ask): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
	1	Very satisfied	19%					
	2	Somewhat satisfied	39%					
	3	Somewhat dissatisfied	12%					
	4	Very dissatisfied	3%					
	98	Not sure	24%					
	99	Prefer not to answer	2%					

Q19	I'd li	ke to know if you think they would be ver	y effectiv		As I read the following ways that the City of La Mesa can communicate with residents, I'd like to know if you think they would be very effective, somewhat effective, or not an effective way for the City to communicate with you.				
	Rai	ndomize	Very effective	Somewhat	Not effective	Not sure	Prefer not to answer		
Α	Ema	••	42%	38%	10%	8%	2%		
В		cards, letters and newsletters mailed to home	26%	38%	23%	11%	2%		
С	Elect	lectronic newsletter		39%	13%	13%	2%		
D	City'	City's website		44%	20%	9%	2%		
Ε	Loca	l news media	1 7%	45%	22%	14%	2%		
F		Social media like Facebook, Twitter/X and Next Door		36%	23%	14%	2%		
G	Tow	Townhall meetings		39%	19%	20%	2%		
Н	Text messages		40%	29%	16%	13%	2%		
	Ask Q20 if Q19F=(1,2). Otherwise skip to Q21.								
Q20	Q20 What is your <i>preferred</i> Social Media site - the one you currently use most often?								
	1	Facebook			25%				
	2	Instagram			45%				
	3	Twitter/X			7%				
	4	Nextdoor	4%						
	5	Nixle	1%						
	8	BlueSky			2%				
	9	Reddit			2%				
	6	Other responses			2%				
	7	Don't use social media currently			11%				
	98	Not sure			2%				
	99	Prefer not to answer			2%				
Q21	In th	e past 12 months, have you visited the Ci	ty of La N	Mesa's w	ebsite?				
	1	Yes			50%				
	2	No			45%				
	98	Not sure			4%				
		98 Not sure		1%					

Section 9: Background & Demographics

	Thank you so much for your participation. I have just a few background questions for statistical purposes.							
D1	In w	In what year were you born? Year recorded into age categories shown below.						
	18 to 29 19%							
	30 to	o 39	22%					
	40 to	o 49	16%					
	50 to	o 64	19%					
	65 o	r older	18%					
	Prefe	er not to answer	5%					
D2	Do you currently have any children under the age of 18 living in your home?							
	1	Yes	27%					
	2	No	69%					
	99 Prefer not to answer 5%							

	99	Prefer not to answer	7%
D4	Wha	t is your gender?	
	1	Male	47%
	2	Female	49%
	3	Non-binary	1%
i i	99	Prefer not to answer	3%

Do you own or rent your residence in the City of La Mesa?

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D3

1

2

Own

Rent

Page 10

52%

42%

D5	What ethnic group do you consider yourself a part of or feel closest to? Read list if respondent hesitates.		
	1	Caucasian/White	55%
	2	Latino/Hispanic	29%
	3	African-American/Black	6%
	4	Native American Indian or Alaskan Native	<1%
	5	Asian Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	6%
	6	Pacific Islander	<1%
	7	Mixed Heritage	1%
	8	Other	<1%
	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 La Mesa.

Post-Interview & Sample Items					
<b>S</b> 1	Quadrant				
	1	Northwest	25%		
	2	Northeast	25%		
	3	Southwest	25%		
	4	Southeast	25%		

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