COMMUNITY OPINION SURVEY

CONDUCTED FOR THE CITY OF LA MESA

PRESENTED BY TIMOTHY MCLARNEY PH.D.

4/22/2025



METHODOLOGY OF STUDY

• How did we select residents to survey?

- o Stratified random sample of adult residents
- o Balanced, representative sample that aligns with Census estimates

• How did we recruit participation?

- o Personalized email, text, and telephone calls
- o PINs to restrict access and ensure one complete per respondent

• How were respondents able to share their opinions?

- o Secure, PIN-protected website that scales to the device
- o Telephone (land line or mobile)

• What was the sample size?

- o 1,110 completed interviews
- Overall margin of error of ± 2.9% @ 95% level of confidence

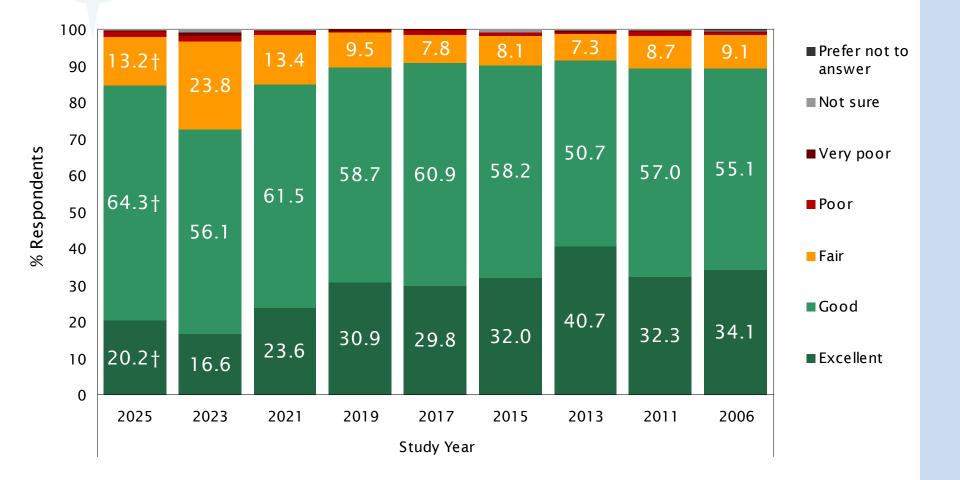


DEMOGRAPHICS: CENSUS VS SURVEY

	Census 2023 ACS 5-Year Estimates	2025 Community Opinion Survey			
Age					
18 to 29	20%	20% 24% 16% 20%			
30 to 39	23%				
40 to 49	16%				
50 to 64	21%				
65 or older	20%	20%			
Child in Household					
Yes	25%	28% 72%			
No	75%				
Ethnicity					
Hispanic	28%	29%			
Black	8%	6%			
Asian	6%	6%			
White	52%	56%			
Other	6%	2%			

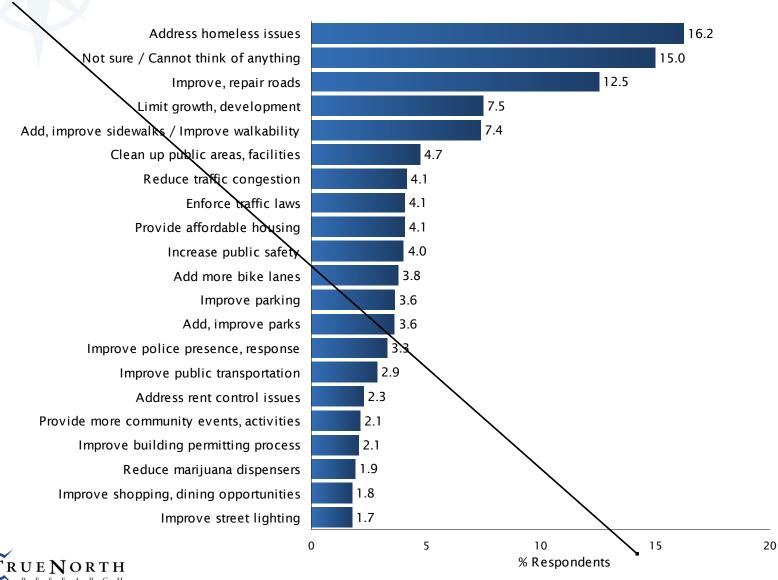


OVERALL QUALITY OF LIFE BY STUDY YEAR

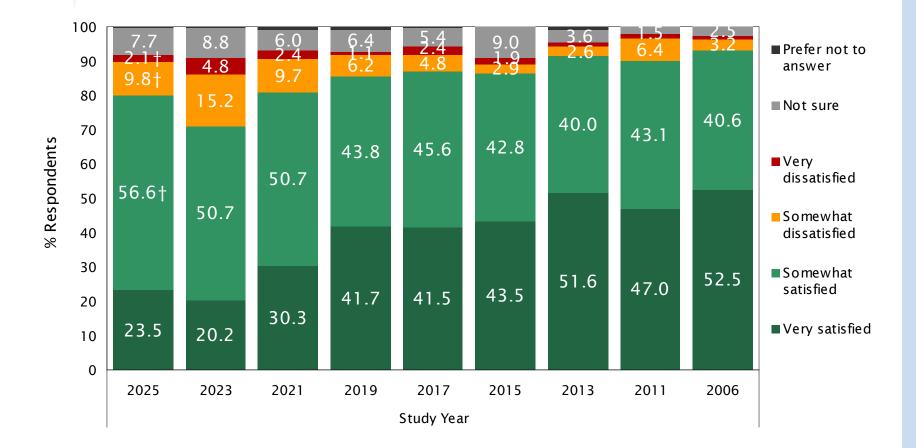




CHANGES TO IMPROVE CITY



OVERALL SATISFACTION BY STUDY YEAR





IMPORTANCE OF SERVICES

Extremely important Very important 63.6 33.6 Providing fire protection services 54.7 39.8 61.7 31.7 61.9 30.5 42.5 44.7 54.8 31.9 33.0 50.5 44.3 36.2 52.2 26.6 39.7 35.5 33.6 39.0 37.0 33.4 32.6 33.9 36.5 28.6 26.2 36.0 41.1 20.6 17.2 33.8 33.3 17.5 14.8 35.7 13.9 32.2 12.8 28.6 0 10 20 30 40 50 60 70 80 90 100 % Respondents

Maintaining and repairing streets Providing emergency medical services Maintaining a low crime rate Maintaining parks and sports fields Addressing homelessness Keeping public buildings and facilities clean and attractive Providing adequate traffic signs and signals Creating a pedestrian friendly, walkable community Preparing the community for emergencies Providing programs for youth Providing crime prevention programs Providing neighborhood police patrols Reducing stormwater pollution Enforcing traffic laws Facilitating the creation of affordable housing Providing community events Providing programs for seniors Providing animal control services Maintaining landscaped street medians Providing programs for adults



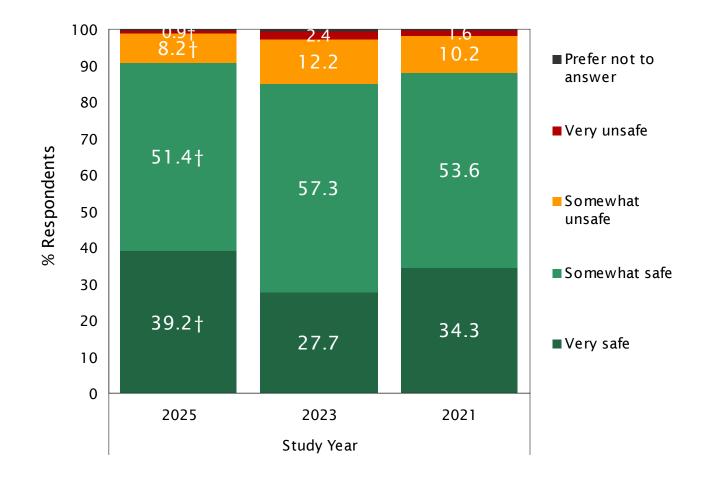
SATISFACTION WITH SERVICES

Provide fire protection services Provide emergency medical services Keep public buildings and facilities clean and attractive Maintain parks and sports fields Provide programs for seniors Provide community events Provide animal control services Provide adequate traffic signs and signals Provide programs for youth Maintain a low crime rate Prepare the community for emergencies Maintain landscaped street medians Provide programs for adults Provide crime prevention programs Reduce stormwater pollution Enforce traffic laws Provide neighborhood police patrols Create a pedestrian friendly, walkable community Maintain and repair streets Address homelessness Facilitate the creation of affordable housing

			Very	satisfied			Some	what sati	isfied		
5	56.4				37.2						
5		50.2				43.3					
2		29.9	9				58.8				
5		34	4.3				54.4				
5		24.6				(53.2				
5		27.7				5	6.1				
5	32.1			51.2							
5	31.1			52.2							
ı	1	7.6				65.3					
è		24.4				57.	5				
5		26.6				54	.4				
5		29.9	9			50	D.1				
5		18.7				60.9					
5		19.6				56.4					
ı		19.9				55.8					
5		29.8	3			45.5	5				
5		23.2				49.6					
,	1	7.1			47.6						
5	1	6.5		37.	7						
5	7.5		30.7								
J	7.3		28.9								
(с <u> </u>	10	20	30	40	50	60	70	80	90	100
				% Resp	ondent	s Who P	rovided	Opinion			

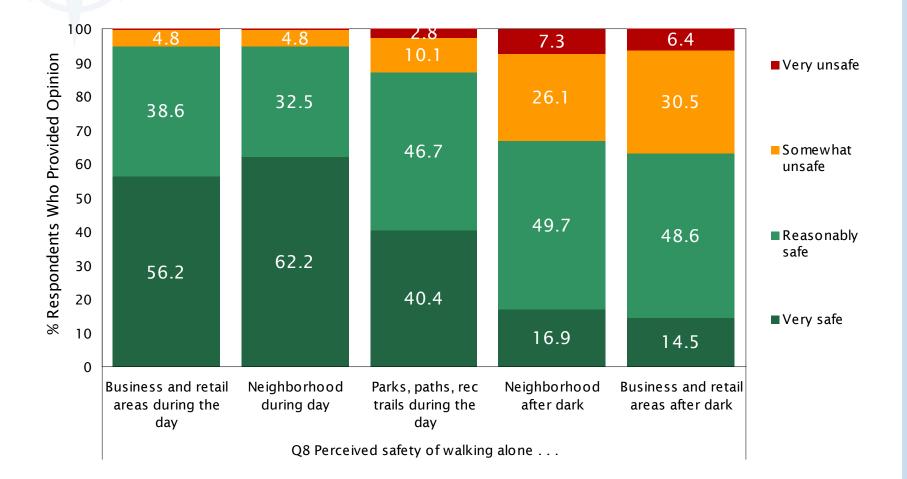
% Respondents Who Provided Opinion

HOW SAFE IS LA MESA OVERALL?





PERCEPTIONS OF SAFETY SCENARIOS





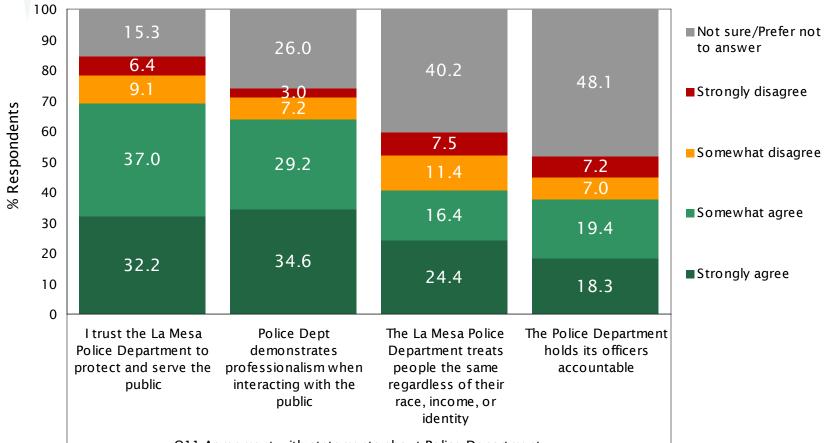
RATING POLICE DEPT PERFORMANCE

Maintaining a presence/being visible 9.5 3.5 10.2 17.1 35.0 24.6 Engaging and interacting with the public 14.5 30.2 23.2 11.5 4.9 15.6 Communicating with La Mesa residents and local 11.5 29.9 22.5 12.8 4.8 18.5 businesses Investigating crimes 11.4 28.4 18.3 7.8 4.9 29.1 Working with the community to solve problems 11.5 26.6 23.6 11.2 5.1 22.0 10 80 50 70 0 20 30 40 60 90 100 % Respondents

■ Excellent ■ Good ■ Fair ■ Poor ■ Very poor ■ Prefer not to answer



STATEMENTS ABOUT POLICE DEPARTMENT



Q11 Agreement with statements about Police Department . . .

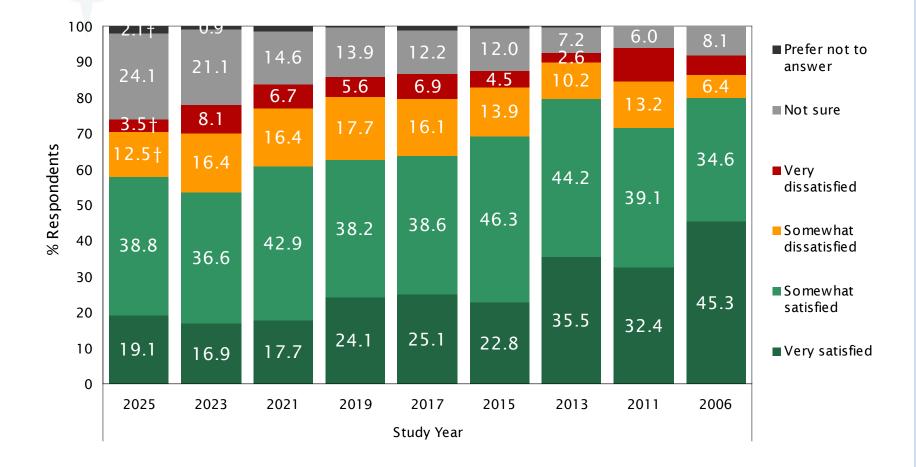


CITY STAFF CUSTOMER SERVICE



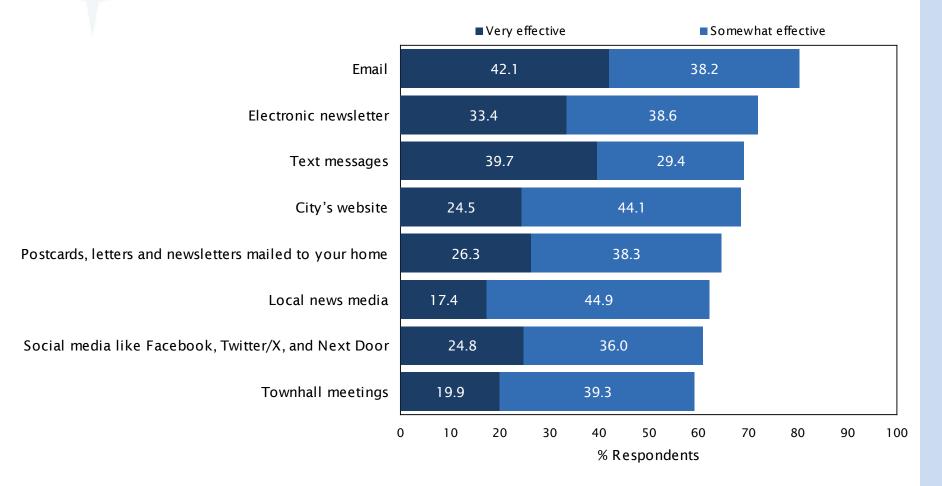


SATISFACTION WITH COMMUNICATION





RATING COMMUNICATION METHODS





KEY CONCLUSIONS

Residents are quite satisfied with La Mesa and the City's performance

- o Overall quality of life
- o Overall performance in providing municipal services
- o Customer service provided by staff
- Statistically significant improvement in 23 performance areas.
 Zero (0) declines

Specific Strengths

- o Fire Protection
- o EMS
- o Keeping public buildings clean & attractive
- o Maintaining parks & sports fields
- o Senior programs
- o Community events
- o Animal control
- o Traffic signals & signs



KEY CONCLUSIONS

Priority/Opportunities Areas

- oAddressing homelessness
- oFacilitating the development of affordable housing
- oMaintaining and repairing streets
- oCreating a pedestrian friendly/walkable community
- oProviding neighborhood police patrols

