



Resident Report 2017

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Executive Summary

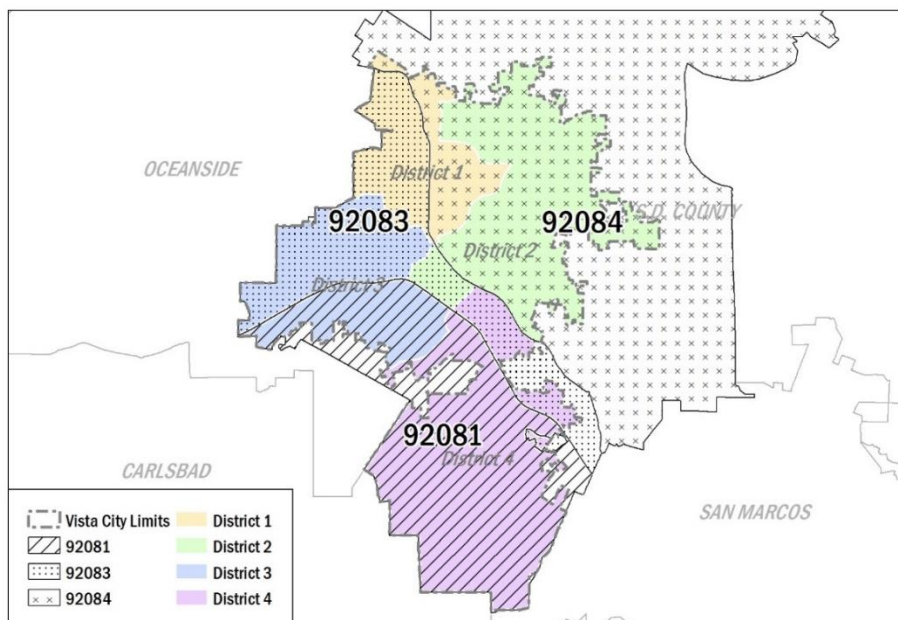
INTRODUCTION

In November of 2017, the City of Vista partnered with BW Research Partnership, Inc. to conduct a follow-up public opinion survey of Vista residents. The purpose of the resident survey is to provide an unbiased assessment of resident perceptions that are statistically representative of Vista's adult population, by age, gender, ethnicity and place of residence. The following report is a two-year update to the 2015 baseline survey that tracks changes in the following metrics:

- Overall satisfaction as well as importance of and satisfaction with specific City services;
- Quality of life and perceived direction of quality of life;
- Confidence in local government; and,
- Usage and experience with the City's downtown.

The citywide survey averaged 15 minutes in length and was administered by web and telephone (both landline and mobile) from November 29, 2017 through January 4, 2018. The telephone survey was offered in English and Spanish. A statistically representative sample of 438 Vista residents 18 years and older completed the survey, resulting in a margin of error +/-4.67% (at the 95% level of confidence) for questions answered by all 438 respondents.

Figure 1. City of Vista Map



KEY FINDINGS

Overall Satisfaction with the City of Vista

Three-quarters (75 percent) of Vista's adult residents are satisfied with the City's overall provision of services, and about one in five residents (21 percent) reported that they are "Very satisfied". Overall satisfaction with the City of Vista has decreased by 7.5 percentage points compared to 2015.

Assessment of Specific City Services

Of the 13 specific municipal services examined, residents reported that the repair and maintenance of streets and roads, provision of fire protection services, and management of traffic congestion are the most important; at least 95 percent of residents rated these three services as either "Extremely important" or "Important". Residents are most satisfied with the City's provision of fire protection services, sheriff services, and high-quality parks, and least satisfied with the planning and management of the building of homes and residences, the management of traffic congestion, and the provision of recreation programs for adults. While importance remained roughly comparable to 2015, satisfaction for each of the 13 services declined by eight to 29 percentage points over the last two years.

Looking at each service's satisfaction by importance rating indicated that the repair and maintenance of streets and roads, management of traffic, and provision of recreation programs for the youth are priority areas for improvement; these services were rated as both highly important but with relatively less satisfaction.

Quality of Life and Confidence in City Government

About three-quarters (73 percent) of residents rated their quality of life as either "Excellent" or "Good", and another 24 percent indicated that their quality of life in Vista is "Fair". The proportion of residents who feel quality of life is getting better to those who feel it is getting worse is about two to one. Roughly four in ten (39 percent) residents indicated that they felt quality of life is getting better, while 21 percent of residents noted that they felt quality of life is getting worse.

Two-thirds (66 percent) of adult residents indicated that they are confident (either very or somewhat) in the city government's ability to make decisions that positively affect the lives of its community members. Confidence has declined by roughly 9.5 percentage points since 2015.

Downtown Vista

About two in five adult residents (40 percent) visit downtown Vista regularly, or at least once a week; this has declined by about 16 points since 2015. Despite the decline in regular visitations, satisfaction remains high as the proportion of residents who rated their experience positively (either excellent or good) increased by two points from 75 percent in 2015 to 77 percent in 2017.

CONCLUSIONS

Traffic congestion and road maintenance along the City's roads and arterials remains a top-of-mind issue for Vista residents. In an open-end question regarding the number one thing the City could do to improve quality of life, the top responses included improvement in the quality of roads and other infrastructure (12 percent) and addressing the traffic congestion (eight percent). The 2017 survey added a follow up question to those that indicated dissatisfaction to some of the specific services that were examined, including street and road maintenance and traffic congestion. With regards to street and road maintenance, most residents dissatisfied with this service indicated that it is mostly an issue for smaller roads and residential streets (54 percent) as well as major roads and arterials like Melrose or East Vista Way (33 percent). Traffic congestion is largely an issue along major roads and arterials within the City of Vista (64 percent).

Growth management and building planning shot to the top as a high priority area for improvement. Smart planning and growth management moved up five places since 2015 to the number two most mentioned aspect that could improve quality of life; this was mentioned by eight percent of residents. Concerns over growth are also feeding back into traffic-related issues, as many residents also noted in their open-end responses that they believe the recent, rapid growth has resulted in even more congestion along the City's main roads and intersections.

In general, the same municipal services were emphasized as top priority opportunities for improvement as in 2015; while levels of importance remained steady, satisfaction for these services has dropped. The top three services noted as opportunities for improvement include the repair and maintenance of local streets and roads, management of traffic congestion on City streets, and the provision of recreation programs for the youth. Each of these services received an importance rating from at least nine in ten residents, but lower-than-average satisfaction ratings between 35 and 47 percent.

Residents noted a new concern regarding crime and safety. In 2017, eight percent of residents indicated that their number one issue that would improve quality of life would be to increase safety by reducing crime and drug usage, the fourth largest category of responses. This was in response to an open-end question where residents were permitted to provide only one answer. These concerns come alongside an added question in 2017 that tests whether or not residents feel safe walking alone in their neighborhood during the day or at night. In general, residents reported feeling safe during the day; 84 percent of residents indicated they feel very or somewhat safe. As is typical for this type of question, residents feel less safe walking alone in their neighborhood after dark; 53 percent reported feeling safe while 43 percent reported feeling unsafe.

Satisfaction and perceived quality of life declined mostly among younger adult residents and Hispanic residents. Satisfaction declined by 16 points for residents between the ages of 18 and 29 and by 11 points for residents between the ages of 30 and 49. At the same time, Hispanic adults reported a decline of 12 points in satisfaction since 2015. The proportion of individuals who rated quality of life positively also declined by about six to 11 points among these same cohorts. Additionally, while Hispanic residents are still more likely to feel that quality of life is

getting better compared to White or Caucasian residents, this has declined by 13 points since 2015. This year's research also notes that overall confidence declined across all ethnicities and age cohorts, between six and 14 points compared to 2015.

While visitation frequency to downtown Vista has declined, residents are more satisfied with downtown compared to 2015. In 2017, about two in five (40 percent) adult residents reported that they regularly visit downtown Vista, a decline of about 16 points compared to 2015. More residents report that they visit downtown Vista less than once a month. Despite this, positive ratings of either excellent or good increased by two points from 75 to 77 percent of residents.

When taken in the context of the local economy, the findings of this 2017 Vista Resident Survey are less surprising, especially with regards to growth management and traffic. Over the last five years, the City's population increased by nearly five percent and is expected to increase by about another four percent by 2022. At the same time, total jobs grew by 11.4 percent between 2012 and 2017, outpacing the national growth rate by four points.¹

This rapid rise in economic activity and job growth has, in part, contributed to stated concerns regarding growth and traffic. As the City continues to support and plan for population and job growth, there will inevitably be infrastructural lag in city planning. Despite observed declines in these specific areas—growth management, road maintenance, and traffic—more than half of residents are still generally satisfied with the City government, their overall quality of life, and the direction they believe quality of life is headed in the City of Vista.

¹ EMSI, 2018.



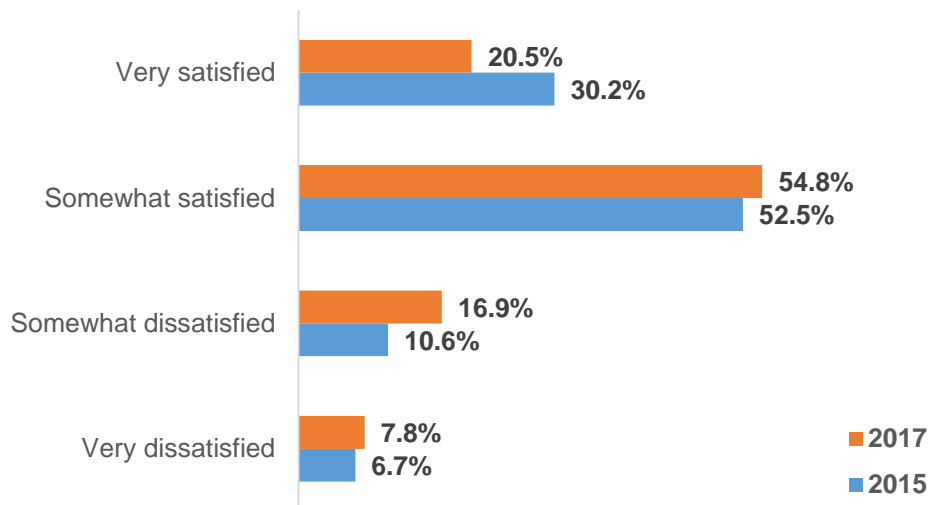
Resident Satisfaction

OVERALL SATISFACTION

In 2017, about three-quarters (75 percent) of Vista residents were satisfied with overall citywide services; **21 percent are “Very satisfied” and 55 percent are “Somewhat satisfied”**. The remaining quarter of residents (25 percent) are either somewhat or very dissatisfied with the City’s provision of services. After factoring out “Don’t know/ refused” responses, overall satisfaction in the City of Vista, as reported by residents, has declined by 7.5 percentage points since the baseline resident survey conducted in 2015.

“Generally speaking, are you satisfied or dissatisfied with the job the City of Vista is doing to provide city service?”

Figure 2. Satisfaction with City Services²



² When “Don’t know/ Refused” responses are above five percent, the analysis factors these responses out to provide a more accurate measure of satisfaction and dissatisfaction.

The following is an assessment of residential sub-groups and their overall satisfaction with city services. In 2015, 84 percent of White residents and 83 percent of Hispanic residents reported that they are satisfied (very and somewhat) with the City's overall provision of services. This declined to 79 percent of White individuals and 71 percent of Hispanic residents in 2017, a respective decrease of five and 12 percentage points.

A similar decline in satisfaction occurred among young adult residents. In 2017, 73 percent of residents 18 to 29 were satisfied (very and somewhat); 73 percent of residents 30 to 49 are also satisfied. This compares to 89 percent of residents 18 to 29 and 84 percent of residents 30 to 49 in 2015, a respective decrease of 16 and 11 percentage points. Satisfaction for residents over 50 remains largely similar, increasing by one to five points.

Residents who have lived in Vista for four years or less are more likely to be satisfied (85 percent) than those who have lived in Vista for 10 years or more (72 percent).

There are no other statistically significant differences in overall satisfaction by demographic subgroups across zip code, gender, or household income.

IMPORTANCE AND SATISFACTION WITH SPECIFIC SERVICES

Importance of Specific City Services

In 2017, seven of the 13 specific services tested were considered important (“Extremely important” and “Important”) by at least nine in ten residents. The management of traffic congestion on City streets has moved up to third in importance by two percentage points since 2015, while the repair and maintenance of roads and provision of local fire protection services have remained in the top two. The following are the most important services for Vista residents:

Tier 1 Importance (Extremely important > 60%)

- Repair and maintain local streets and roads (98 percent overall importance)
- Provide local fire protection services (97 percent)
- Manage traffic congestion on City streets (97 percent)

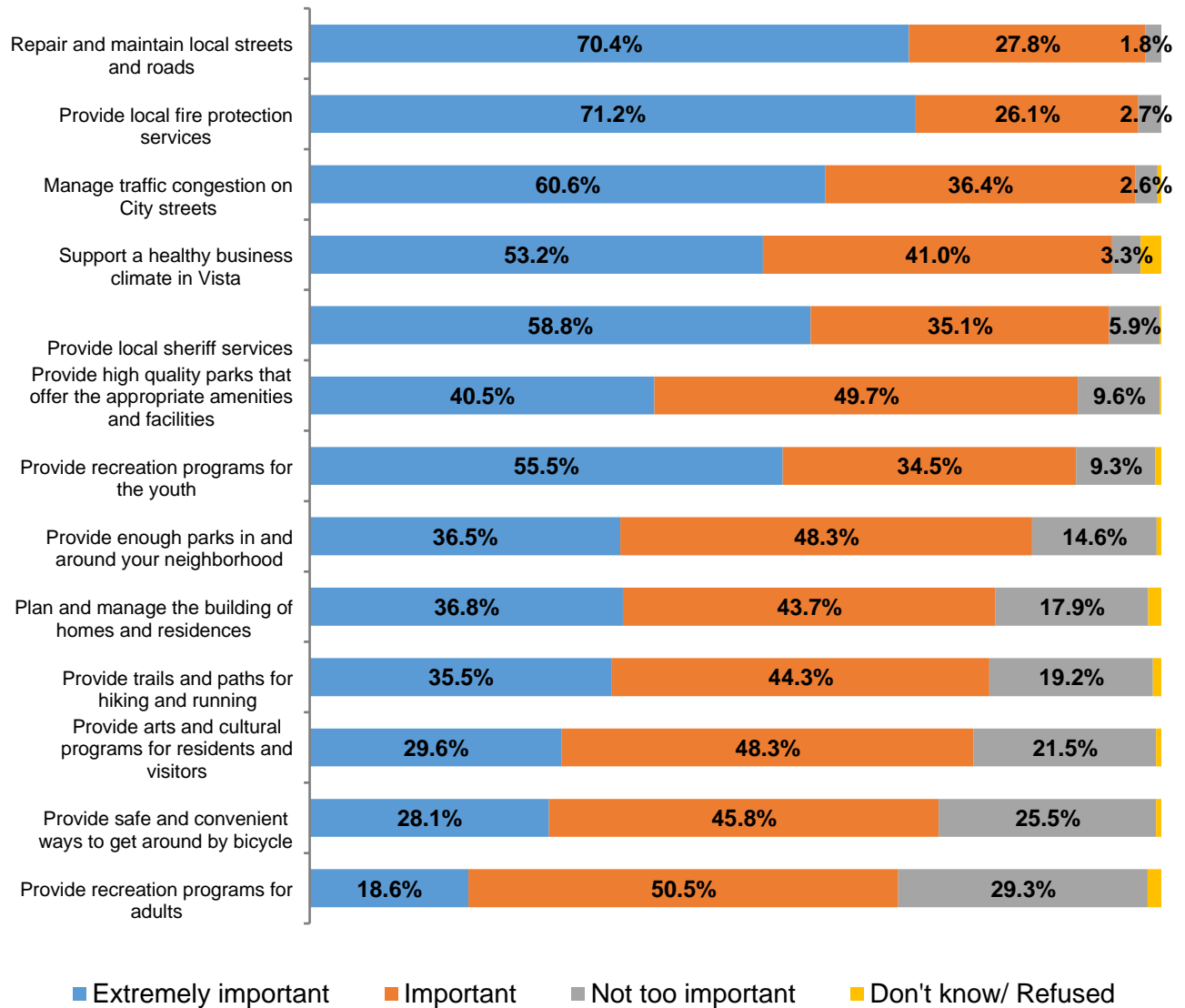
Tier 2 Importance (Extremely important > 40%)

- Support a healthy business climate in Vista (94 percent overall importance)
- Provide local sheriff³ services (94 percent)
- Provide high quality parks that offer the appropriate amenities and facilities (90 percent)

Each of the 13 services examined are considered important (“Extremely important” and “Important”) by at least seven in ten residents.

³ In the 2015 survey, this service was referred to as local “police” services.

Figure 3. Importance of Specific Services



Satisfaction with Specific City Services

While importance with each service has remained roughly the same between 2015 and 2017, satisfaction declined for each of the 13 services tested. The service that experienced the greatest decline in satisfaction is “planning and managing the building of homes and residences”; this service saw satisfaction decline by 29 points since 2015, followed by “providing recreation programs for adults” (23 point decline), and “managing traffic congestion on City streets” (18 point decline). The remaining services all declined in overall satisfaction by between eight and 17 percentage points.

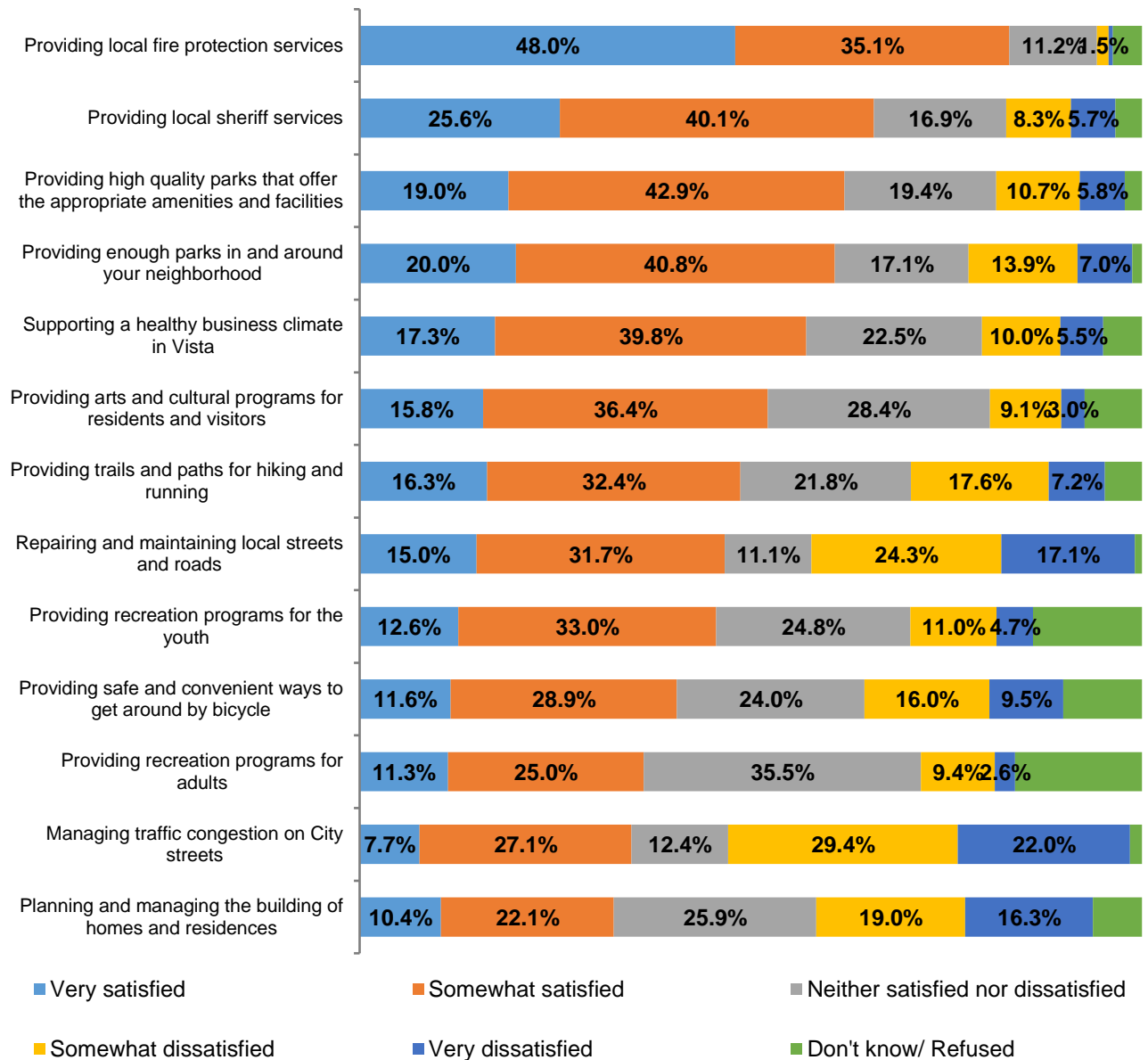
Highest Satisfaction with Specific City Services

- Providing local fire protection services (83 percent overall satisfaction)
- Providing local sheriff services (66 percent)
- Providing high quality parks that offer the appropriate amenities & facilities (62 percent)
- Providing enough parks in and around your neighborhood (61 percent)
- Supporting a healthy business climate in Vista (57 percent)

Lowest Satisfaction with Specific City Services

- Planning and managing the building of homes and residences (33 percent overall satisfaction)
- Managing traffic congestion on City streets (35 percent)
- Providing recreation programs for adults (36 percent)

Figure 4. Satisfaction with Specific Services



To better understand the reasons for dissatisfaction across specific services that were rated as highly important but low in satisfaction (in the 2015 survey), the 2017 survey probed on the reasons for their stated dissatisfaction. With regards to the maintenance of local streets and roads, residents report the greatest dissatisfaction with small roads and residential streets (54 percent) as well as major roads and arterials in Vista such as Melrose and East Vista Way (33 percent). Traffic congestion is mostly an issue for dissatisfied residents along major roads and arterials in Vista (64 percent).

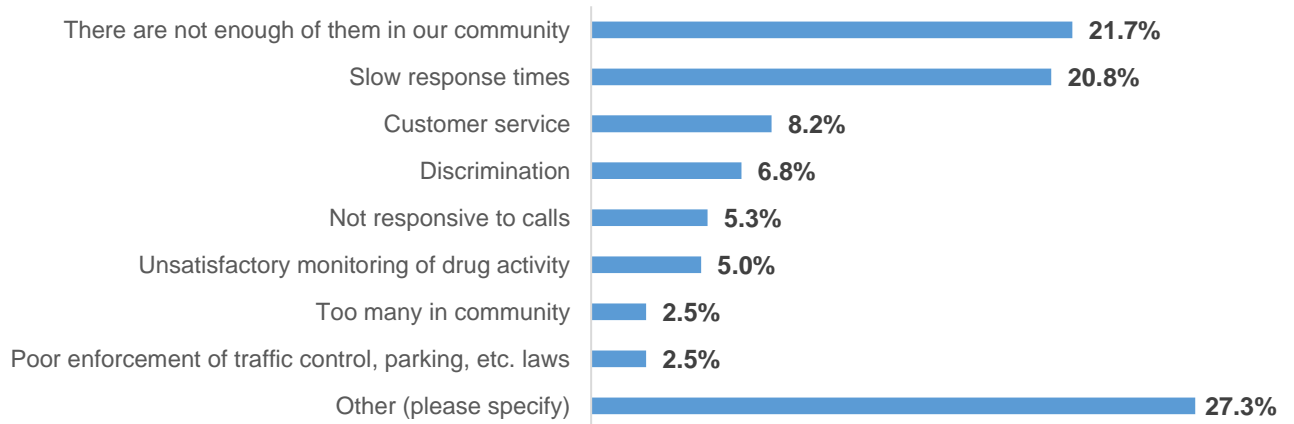
For the 14 percent of residents that reported dissatisfaction with local sheriff services, the most cited reasons for their dissatisfaction included not enough of them (Sheriffs) in the community

(22 percent), slow response times (21 percent), customer service (eight percent), and discrimination (seven percent).

Table 1. Follow up on Reasons for Dissatisfaction, Roads and Traffic Congestion⁴

	Primary Area of Dissatisfaction with Maintenance of Local Streets and Roads	Primary Area of Dissatisfaction with Traffic Congestion
Highways and freeways in or near Vista, such as the Highway 78	9.2%	16.2%
Major roads and arterials in Vista, such as Melrose or East Vista Way	33.0%	63.7%
Smaller roads and residential streets in Vista	53.8%	13.0%
Other	3.9%	7.2%

Figure 5. Reasons for Dissatisfaction with Local Sheriff Department⁵



⁴ “Don’t know/ Refused” responses are factored out. This question was only asked of individuals who selected either “Very” or “Somewhat” dissatisfied with the maintenance of local streets and roads (n=180) and traffic congestion on Vista’s streets and roads (n=227).

⁵ This question was only asked of individuals who selected either “Very” or “Somewhat” dissatisfied with the local sheriff department (n=52). A similar follow-up question was also asked of individuals who were dissatisfied with local fire protection services but because very few (n=8) reported dissatisfied with this service, the data is not reported here in chart format; however, it can be found in the survey topline in Appendix B, page 23.

Residents in 92084 are significantly more dissatisfied with the maintenance of *smaller roads and residential streets* (68 percent) compared to those in 92081 (40 percent) or 92083 (46 percent). On the other hand, residents across 92081 (45 percent) and 92083 (41 percent) are more dissatisfied with the maintenance of *major roads and arterials* compared to those in 92084 (19 percent).

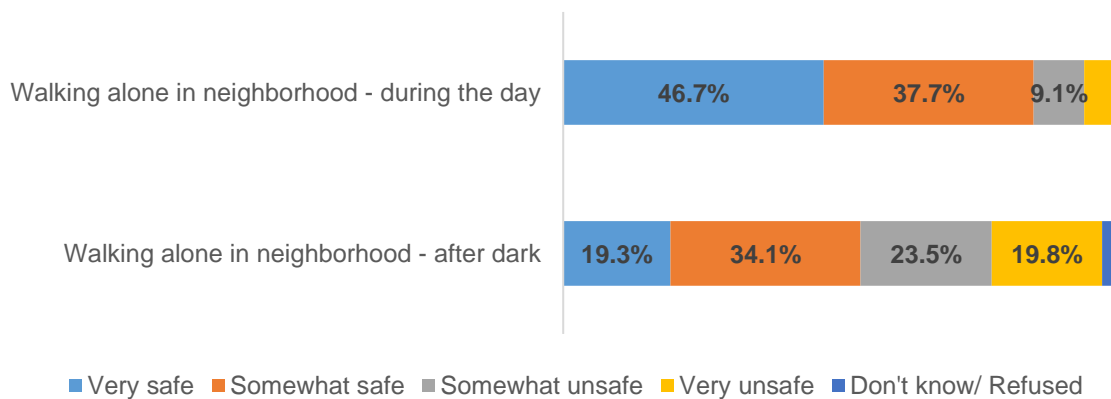
The majority in each zip code are dissatisfied with congestion in the major roads and arterials of Vista. Residents in 92083 (19 percent) and 92084 (14 percent) are more likely to be dissatisfied with traffic in smaller roads and residential streets compared to 92081 (four percent). White residents are more dissatisfied (76 percent) with traffic along major roads and arterials compared to Hispanic residents (52 percent). Renters are more dissatisfied with traffic on highways and freeways (25 percent) compared to homeowners (eight percent), while homeowners are more dissatisfied with traffic along major roads and arterials (72 percent) compared to renters (55 percent).

There are no statistically significant differences among age, gender, or ethnicity with regards to road maintenance.

Neighborhood Safety

In 2017, the research team added a new question to test residents feeling of safety when walking alone in their Vista City neighborhood. The majority, or 84 percent, of residents reported that they feel safe (either very or somewhat) when walking alone in their neighborhood during the day. Residents feel less safe walking alone at night. Fifty-three percent reported feeling safe, while 43 percent indicated feeling either very or somewhat unsafe when walking alone in their neighborhoods at night.

Figure 6. Feeling of Safety when Walking Alone in Neighborhood



With regards to walking alone *during the day*, residents in 92083 are more likely to feel unsafe (20 percent) compared to those in 92081 (nine percent). Residents north of Highway 78 also feel more unsafe (18 percent) compared to those south of Highway 78 (nine percent). Additionally, women reported feeling more unsafe (18 percent) compared to men (11 percent). Adults between the ages of 30 and 49 are more likely to feel unsafe (19 percent) compared to younger adults between the ages of 18 and 29 (nine percent). There are no statistically significant differences among ethnicity or household income with regards to safety during the day.

With regards to walking alone *at night*, residents in 92083 (54 percent) and 92084 (51 percent) and those who live north of Highway 78 (52 percent) were most likely to report feeling unsafe compared to those in 92081 (25 percent) or south of Highway 78 (31 percent). Renters were also more likely to report feeling unsafe at night (52 percent) compared to homeowners (39 percent). Young adults between the ages of 18 to 29 (51 percent) and those between the ages of 30 to 49 (53 percent) are more likely to feel unsafe compared to older residents 50 to 59 (35 percent) or 60 years of age and older (28 percent). Women are more likely to feel unsafe at night (54 percent) compared to men (34 percent). This is consistent with other regions and communities where women are typically 10 to 30 percent more likely to indicate they feel unsafe, compared to their male counterparts, walking alone at night.

Hispanic or Latino residents are more likely to feel unsafe (52 percent) compared to White residents (40 percent) or other ethnicities (29 percent). There are no statistically significant differences across household income with regards to safety at night.

Satisfaction – Importance Matrix

The following chart illustrates each service by satisfaction (“Very” and “Somewhat”) and importance (“Extremely important” and “Important”). The dotted black lines indicate the average level of satisfaction or importance for all services, and the quadrants denote opportunities for improvement or continued emphasis based on the combination of importance or satisfaction and their relation to the average.

Opportunities for Improvement I – Highest Priority

These areas are considered priority because while highly important to at least 90 percent of Vista residents, these services are satisfactory to less than 47 percent of residents. The following are the same three services that were cited as high priority in 2015:

- Repair and maintain local streets and roads
- Manage traffic congestion on City streets
- Provide recreation programs for the youth

Opportunities for Improvement II

While these services also received below average satisfaction, they were also rated below average in importance. As with the high priority opportunities for improvement, the following are the same four services that were cited as secondary areas for improvement in 2015:

- Plan and manage the building of homes and residences
- Provide recreation program for adults
- Provide trails and paths for hiking and running
- Provide safe and convenient ways to get around by bicycle

Continued Emphasis I

Areas for continued emphasis that had both high importance and high satisfaction include:

- Support for a healthy business climate
- Provide high quality parks that offer the appropriate amenities and facilities
- Provide local sheriff services
- Provide local fire protection services

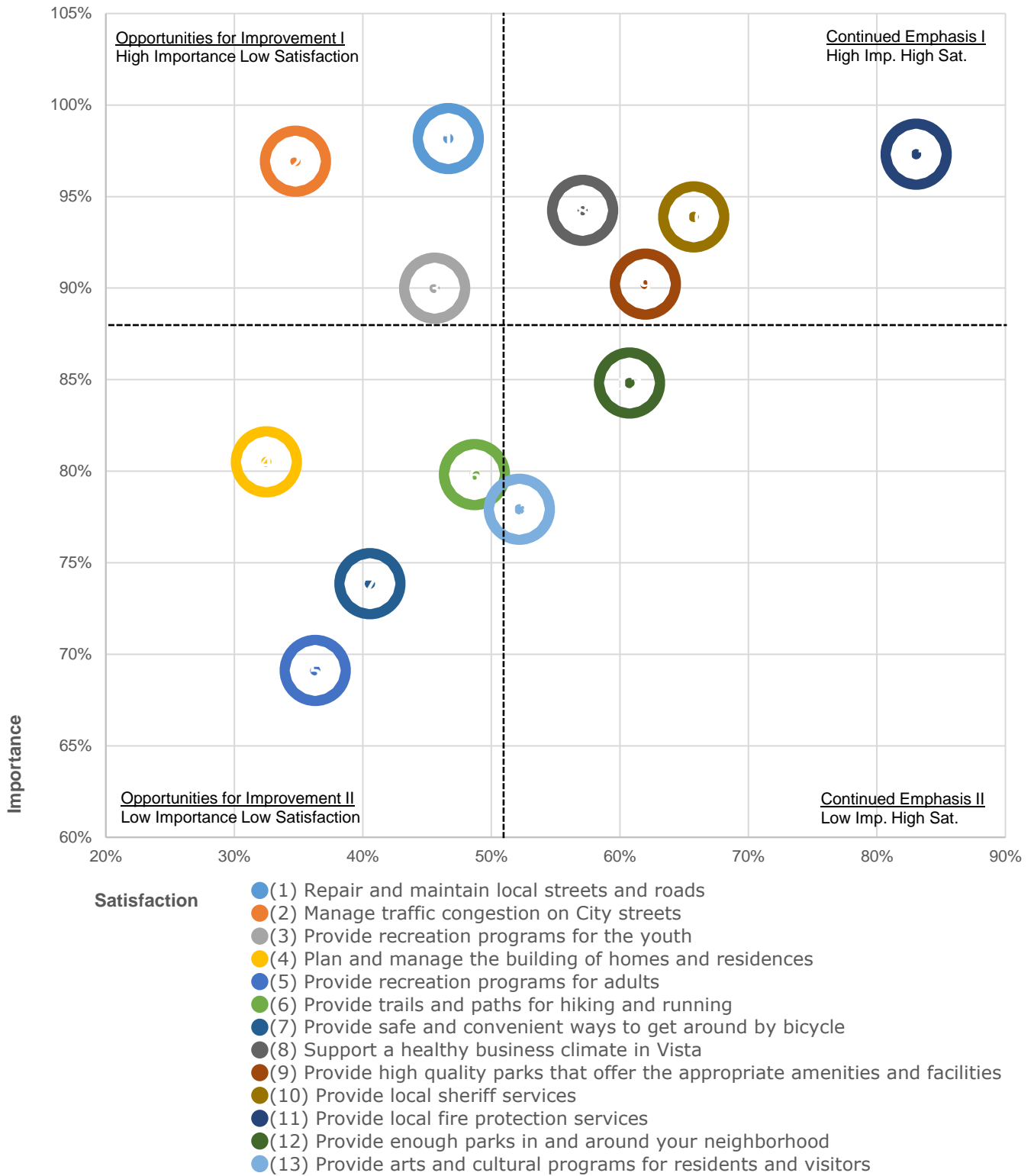
These services are important to more than eight in ten residents, and over half of residents are satisfied.

Continued Emphasis II

The following services received below average importance and above average satisfaction:

- Provide enough parks in and around your neighborhood
- Provide arts and cultural programs for residents and visitors

Figure 7. Satisfaction -- Importance Matrix, City Services

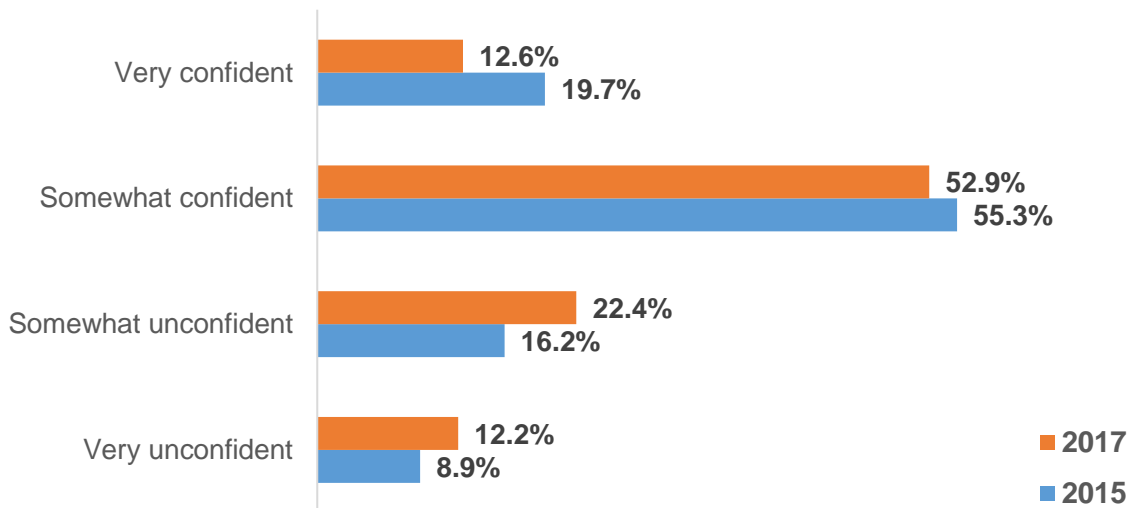


CONFIDENCE IN CITY GOVERNMENT

In 2017, about 66 percent of residents are confident (“Very” and “Somewhat”) in the City government’s ability to make decisions that positively affect the lives of its community members. Overall confidence has declined by 9.5 percentage points since 2015, and about 35 percent of residents reported that they are either very or somewhat unconfident in local government in 2017.

“Overall, how confident are you in the Vista city government to make decisions that positively affect the lives of its community members?”

Figure 8. Resident Confidence in Vista City Government⁶



While there is no statistically significant difference among subgroups in the 2017 survey, the research does note a decline in overall confidence (very + somewhat) across all ethnicities and age cohorts from the 2015 survey.

Confidence declined by 13 points for White residents, seven points for Hispanic residents, and six points for all other ethnic subgroups. Overall confidence also declined between seven and 14 points across all age groups.

⁶ As with overall satisfaction in Figure 2, when “Don’t know/ Refused” responses are above five percent, the analysis factors these responses out to provide a more accurate measure of confidence.



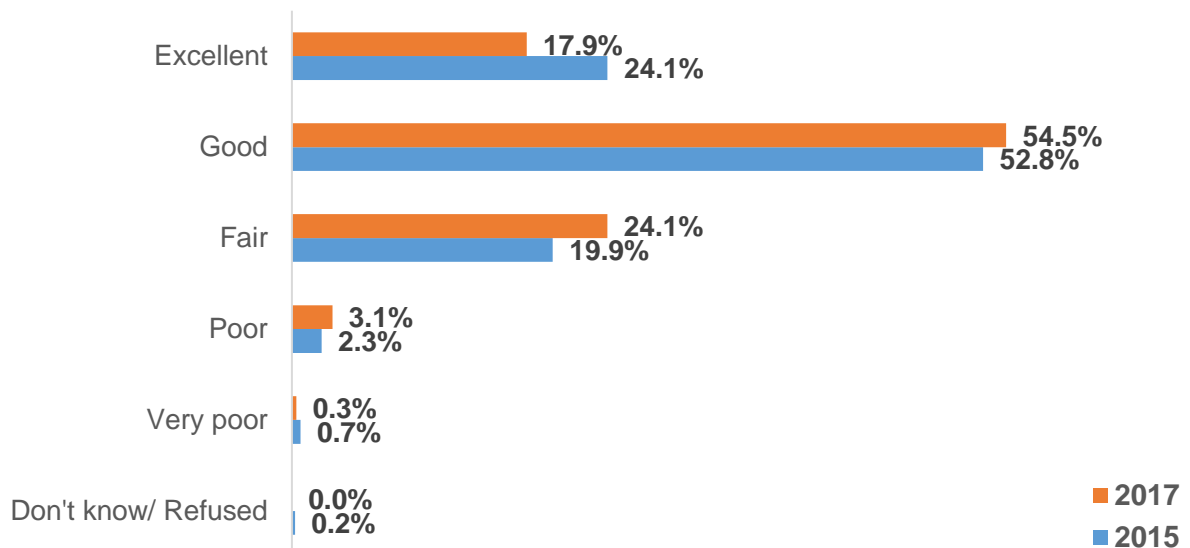
Quality of Life

OVERALL QUALITY OF LIFE

Almost three-quarters of residents (73 percent) rated their quality of life positively—either excellent or good. This has declined by about four percentage points since 2015, where 77 percent of residents selected excellent or good. In 2017, more residents selected “fair” (24 percent compared to 20 percent).

“How would you rate your quality of life in Vista?”

Figure 9. Quality of Life Rating



The following is an assessment of residential sub-groups and their perceived quality of life. Similar to the decline in satisfaction, decline in perceived quality of life is most evident across young White or Hispanic residents. In 2015, 28 percent and 22 percent of White and Hispanic residents, respectively, indicated that quality of life is excellent. This declined to 18 percent of White and 16 percent of Hispanic residents, a respective decline of 10 and six percentage points.

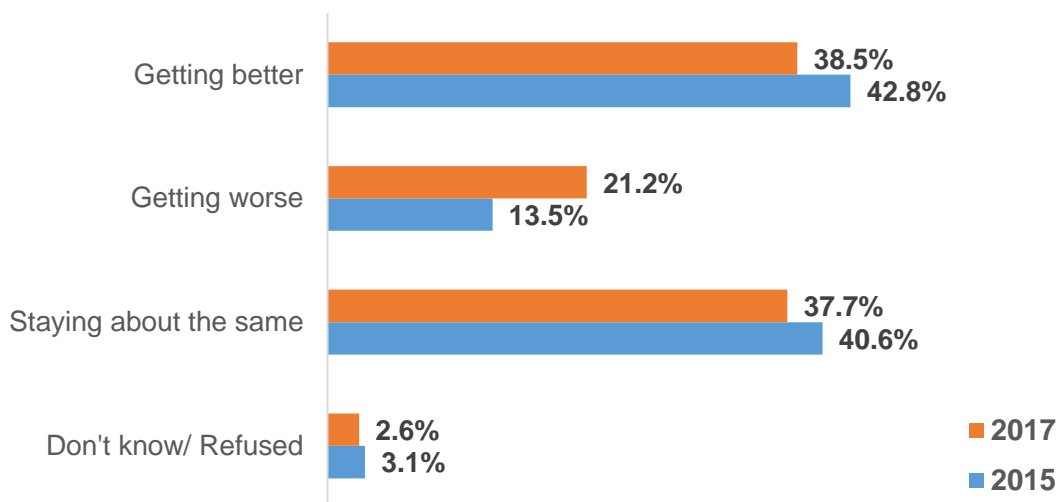
Excellent ratings also declined by 11 points for those between the ages of 18 and 29 (22 percent in 2015 and 11 percent in 2017) and eight points for residents 30 to 49 (24 percent versus 16 percent).

DIRECTION OF QUALITY OF LIFE

About four in ten residents (39 percent) reported feeling that quality of life in Vista is improving, while only 21 percent feel it is getting worse. Thirty-eight percent of residents noted that they feel quality of life is staying about the same. The ratio of respondents who indicated that quality of life in Vista is getting better over those that feel it is getting worse is almost two to one. Between 2015 and 2017, the proportion of residents who felt quality of life is getting better declined by four percentage points.

“Overall, do you feel the quality of life in Vista is getting better, getting worse, or staying about the same?”

Figure 10. Quality of Life Direction



Residents who have lived in Vista for four years or less (53 percent) as well as residents 18 to 29 (51 percent) are much more likely to feel quality of life is getting better compared to individuals who have lived in Vista for five to nine years (25 percent) or those 60 years of age and older (25 percent).

Hispanic residents are more likely to feel quality of life is getting better (47 percent) compared to White residents (35 percent). This was true in 2015 as well, though has declined over the last two years. In 2015, 60 percent of Hispanic residents reported that they felt quality of life was getting better, a 13-point decline over the last two years. The same metric declined by one point for White residents.

Among age cohorts, younger residents are more likely to feel quality of life is getting better. In 2017, 51 percent of residents between the ages of 18 and 29 indicated that they felt quality of life is getting better, compared to 41 percent of those ages 30 to 49, 32 percent of those ages 50 to 59, and 25 percent of those 60 years of age and older. The proportion of young adults who felt quality of life is getting better declined for the 18 to 29 (three points) and 30 to 49 (nine points) cohorts.

There is no statistically significant difference in perceived direction of quality of life by income or gender.

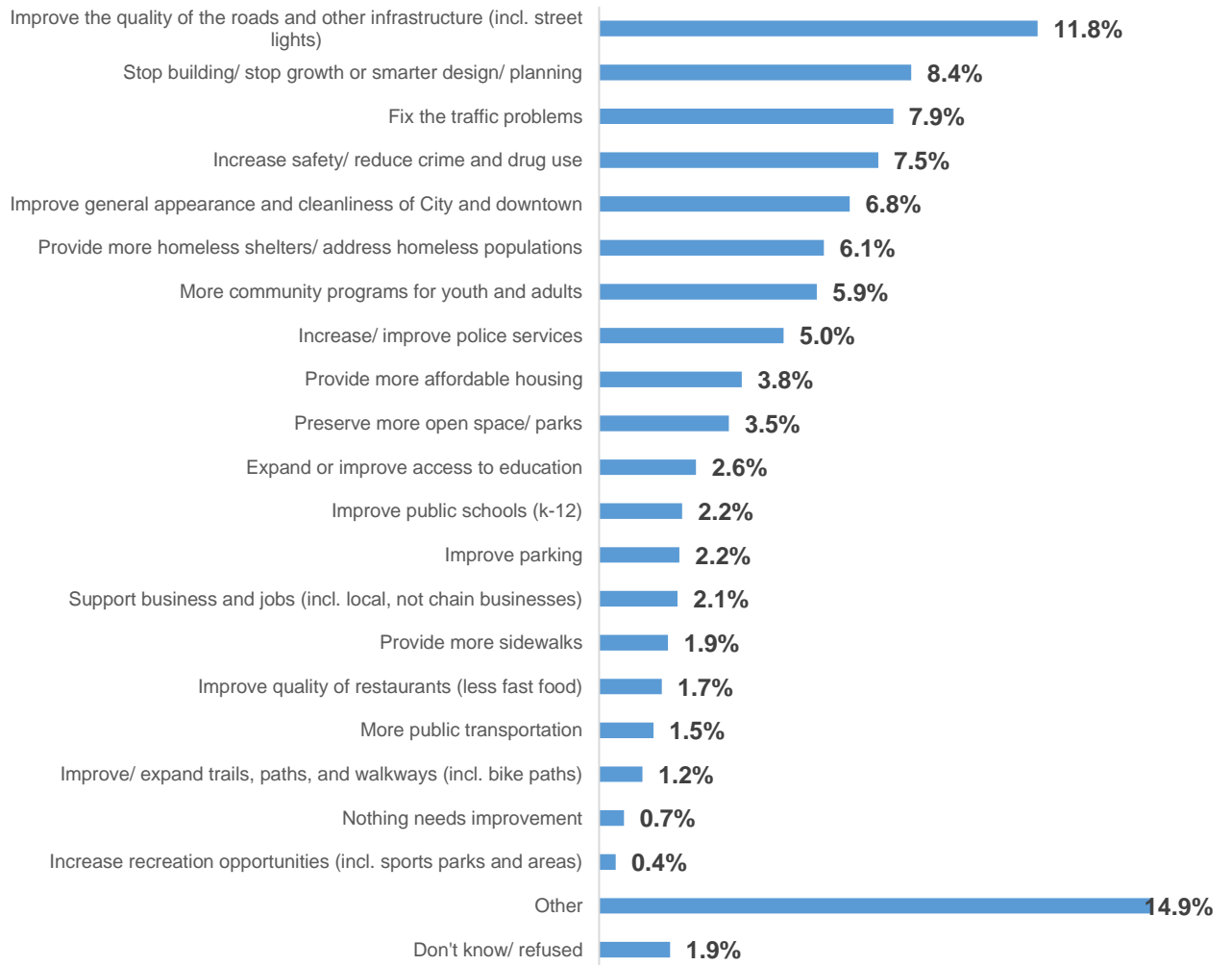
AREAS TO IMPROVE QUALITY OF LIFE

The second quality of life question allowed residents to self-select their highest priority for improvement. Because this is an open-ended question and participants were only allowed a single answer, responses to this question highlight top-of-mind issues for Vista residents. It is important to note that this question is also asked before satisfaction or importance of any specific services are tested, ensuring that respondents provide their first unprompted response.

Twelve percent of residents cited that improvement in the quality of roads and other infrastructure would most improve their quality of life; similar to 2015 results, this was the largest category of responses. Growth and smart building design and planning moved up five places to second in 2017 from seventh in 2015; this is now a top-of-mind issue for 8.4 percent of residents compared to 5.5 percent in 2015. About eight percent of residents also noted traffic and another eight percent mentioned increasing safety and reducing crime and drug use.

“In your opinion, what is the number one thing that the City of Vista could do to improve the quality of life within the community?”

Figure 11. Number One Way to Improve Quality of Life (Open-end)





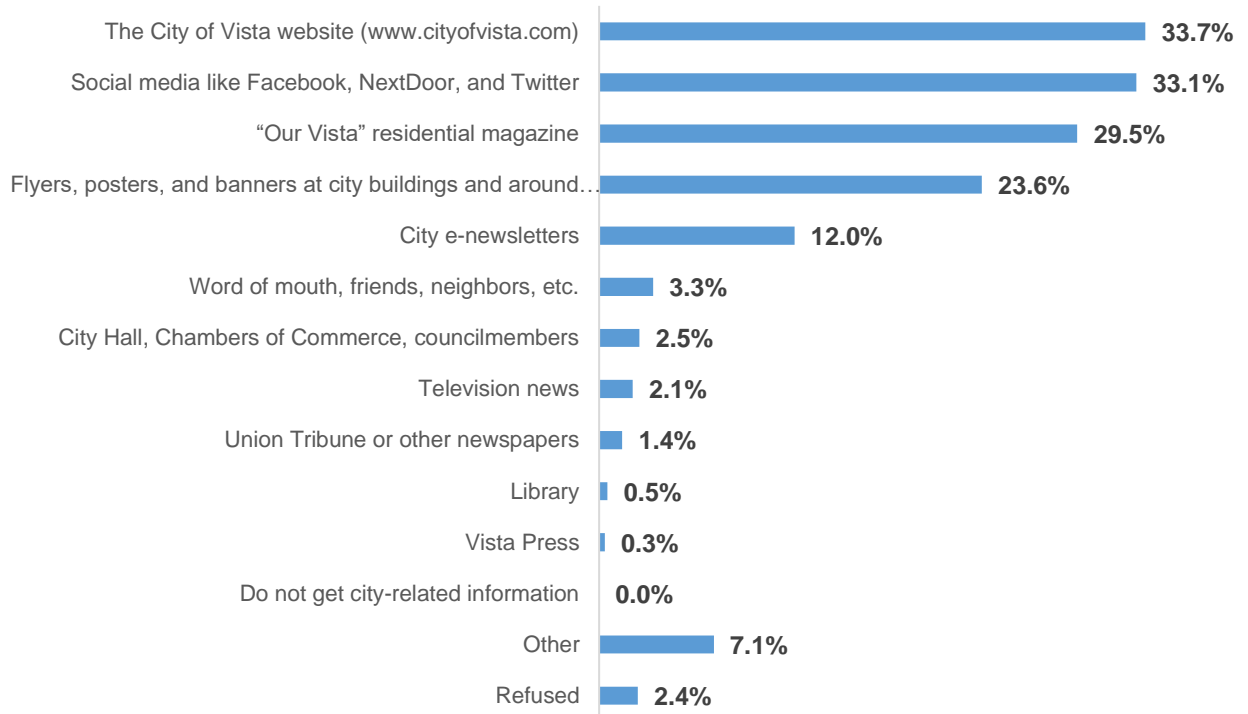
Local Communications

In 2017, the majority of residents reported that they look for city-related information on the City of Vista website (34 percent), social media sites like Facebook, Nextdoor, or Twitter (33 percent), or the “Our Vista” residential magazine (30 percent).

Less than a quarter of residents also report getting information from flyers, posters, and banners, city e-newsletters, word of mouth, councilmembers, television, newspapers, the Library, and Vista Press.

“Where do you find out about city-related information?”

Figure 12. Information Sources



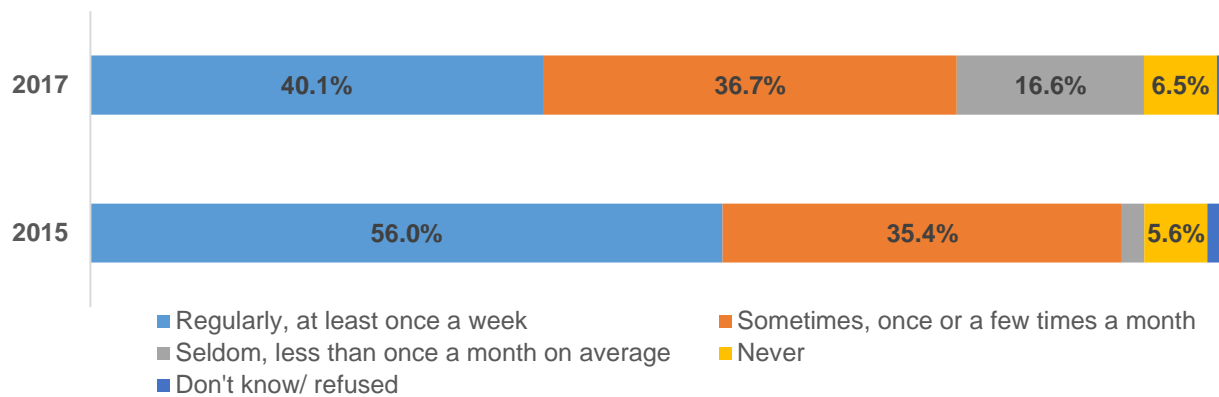


Downtown Vista

USAGE

About four in ten Vista residents visit the downtown area regularly – at least once a week. This has declined by 16 percentage points from 2015, while the proportion of residents who reported visiting downtown seldom or less than once a month on average increased from two percent to 17 percent.

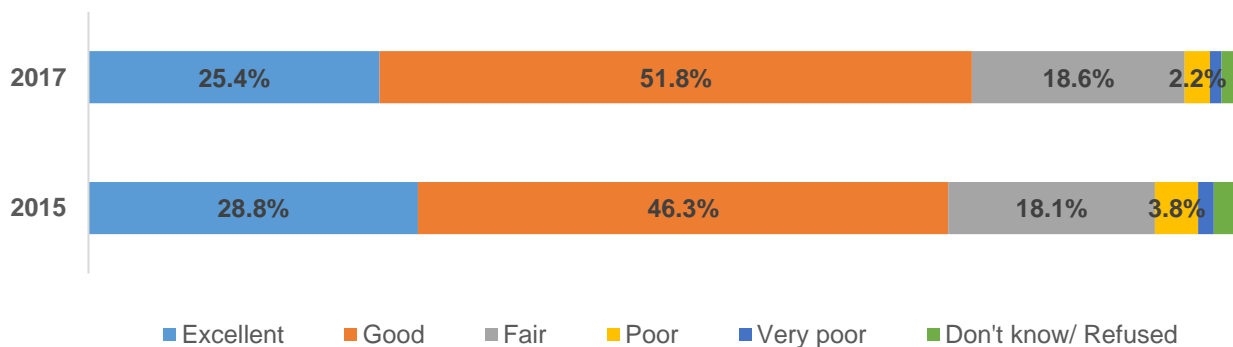
Figure 13. Downtown Vista Usage



DOWNTOWN RATINGS

Of the residents who visit downtown, seventy-seven percent rated downtown positively (“Excellent” or “Good”); this increased by about two percentage points compared to 2015, and only three percent of residents gave negative ratings (“Poor” or “Very poor”).

Figure 14. Resident Rating of Downtown Vista



APPENDIX A: METHODOLOGY

The table below provides an overview of the methodology utilized for the project.

Table 2. Overview of Project Methodology

Method	Telephone (Mobile and Land Line) and Web Survey
Universe	73,501 Residents 18 Years and Older within the City of Vista
Number of Respondents	438 Residents Completed a Survey
Average Length	15 minutes
Field Dates	November 29, 2017 – January 4, 2018
Margin of Error	The <i>maximum</i> margin of error for questions answered by all 438 respondents was +/-4.67% (95% level of confidence)

RESEARCH OBJECTIVES

Prior to beginning the project, BW Research discussed research objectives with the City of Vista staff. The main research objectives of this 2017 study are to identify trends following the 2015 baseline research that assessed overall resident satisfaction, satisfaction with specific services, confidence in city government, quality of life, as well as downtown usage and ratings.

QUESTIONNAIRE DESIGN

BW Research developed a survey instrument that met all the research objectives of the study. In developing the instrument, BW Research utilized techniques to overcome known biases in survey research and minimize potential sources of measurement error within the survey.

SAMPLING METHOD

BW Research utilized a mixed-method sampling plan that incorporated a traditional random digit dial (RDD) methodology (listed and unlisted traditional land line numbers), an RDD cell phone sample, and a listed sample of residents (listed land line and cell phone numbers) known to live within the City of Vista.

The RDD methodology is based on the concept that all residents with a traditional land line telephone in their home have an equal probability of being called and invited to participate in the survey. Both the cell phone RDD sample and the listed sample supplemented the traditional RDD methodology and allowed for targeted calling to demographic groups of residents typically under-represented in traditional telephone survey research. Screener questions were utilized at the beginning of the survey to ensure that the residents who participated in the survey lived within the City of Vista.

DATA COLLECTION

Prior to beginning data collection, BW Research conducted interviewer training and also pre-tested the survey instrument to ensure that all the words and questions were easily understood by respondents.

Interviews were generally conducted from 5:00 pm to 9:00 pm Monday through Thursday and 11:00 am to 5:00 pm on Saturday and Sunday to ensure that residents who commuted or were not at home during the week had an opportunity to participate.

Throughout data collection, BW Research checked the data for accurateness and completeness. Spanish surveys were conducted to ensure accurate representation of City residents; these surveys were translated by a translator and given by a native Spanish-speaker.

DATA PROCESSING

Prior to analysis, BW Research examined the demographic characteristics of the 438 respondents who completed a survey to the known universe of residents 18 years and older using the San Diego Association of Government's (SANDAG's) 2017 current demographic estimates for the City of Vista. After examining the dimensions of gender, ethnicity, and age, the data were weighted to appropriately represent the universe of adult residents and ensure generalizability of the results.

A NOTE ABOUT MARGIN OF ERROR AND ANALYSIS OF SUB-GROUPS

The overall margin of error for the study, at the 95% level of confidence, is +/-4.67 percent for questions answered by all 438 respondents. It is important to note that questions asked of smaller groups of respondents (such as questions that were only asked of residents who visited downtown Vista) or analysis of sub-groups (such as examining differences by length of residence or gender) will have a different margin of error, with the exact margin of error depending on the number of respondents in each sub-group. BW Research has utilized statistical testing to account for the margin of error within sub-groups and highlight statistically significant sub-group differences throughout this report.

APPENDIX B: SURVEY TOPLINES

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City of Vista 2017 Resident Survey Resident Survey (n=438)

Hello, my name is _____ and I'm calling on behalf of the City of Vista. The city has hired BW Research, an independent research agency, to conduct a survey concerning issues in your community and we would like to get your opinions.

.....

Screener Questions

- A. Before we begin, I want to confirm that you live within our study area. Are you currently a resident of the City of Vista?

	%	n
Yes	100.0%	438.0
No [TERMINATE]	0.0%	0.0

- B. Do you currently work for the City of Vista?

	%	n
Yes [TERMINATE]	0.0%	0.0
No	100.0%	438.0

And what is your home zip code? (If respondent gives the PO Box 92085, prompt them to give their home zip code for survey purposes).

	%	n
92081	27.2%	140.0
92083	31.8%	129.0
92084	41.0%	169.0
Other [TERMINATE]	0.0%	0.0
Don't know/ Refused [TERMINATE]	0.0%	0.0

1. To begin with, how many years have you lived in the City of Vista?

	%	n
Less than 1 year	0.2%	1.0
1 to 4 years	23.6%	112.0
5 to 9 years	16.6%	78.0
10 to 14 years	12.2%	53.0
15 years or more	47.4%	194.0
Don't know/ Refused [DON'T READ]	0.0%	0.0

2. Generally speaking, are you satisfied or dissatisfied with the job the City of Vista is doing to provide city services? [GET ANSWER, THEN ASK:] Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	%	n
Very satisfied	19.5%	87.0
Somewhat satisfied	52.3%	231.0
Somewhat dissatisfied	16.2%	63.0
Very dissatisfied	7.5%	35.0
Don't know/ Refused [DON'T READ]	4.5%	22.0

3. How would you rate your quality of life in Vista?

	%	n
Excellent	17.9%	80.0
Good	54.5%	240.0
Fair	24.1%	103.0
Poor	3.1%	13.0
Very poor	0.3%	2.0
Don't know/ Refused [DON'T READ]	0.0%	0.0

4. Overall, do you feel the quality of life in Vista is getting better, getting worse, or staying about the same?

	%	n
Getting better	38.5%	160.0
Getting worse	21.2%	95.0
Staying about the same	37.7%	170.0
Don't know/ Refused [DON'T READ]	2.6%	13.0

5. In your opinion, what is the number one thing that the City of Vista could do to improve the quality of life within the community? [DO NOT READ - ONE RESPONSE ONLY]

	%	n
Improve the quality of the roads and other infrastructure (incl. street lights)	11.8%	31.0
Stop building/ stop growth or smarter design/ planning	8.4%	29.0
Fix the traffic problems	7.9%	25.0
Increase safety/ reduce crime and drug use	7.5%	25.0
Improve general appearance and cleanliness of City and downtown	6.8%	25.0
Provide more homeless shelters/ address homeless populations	6.1%	20.0
More community programs for youth and adults	5.9%	17.0
Increase/ improve police services	5.0%	13.0
Provide more affordable housing	3.8%	11.0
Preserve more open space/ parks	3.5%	11.0
Expand or improve access to education	2.6%	8.0
Improve public schools (k-12)	2.2%	6.0
Improve parking	2.2%	6.0
Support business and jobs (incl. local, not chain businesses)	2.1%	7.0
Provide more sidewalks	1.9%	8.0
Improve quality of restaurants (less fast food)	1.7%	6.0
More public transportation	1.5%	5.0
Improve/ expand trails, paths, and walkways (incl. bike paths)	1.2%	4.0
Nothing needs improvement	0.7%	3.0
Increase recreation opportunities (incl. sports parks and areas)	0.4%	2.0
Other	14.9%	52.0
Don't know/ refused	1.9%	7.0

6. Overall, how confident are you in the Vista city government to make decisions that positively affect the lives of its community members?

	%
Very confident	11.5%
Somewhat confident	48.3%
Somewhat unconfident	20.4%
Very unconfident	11.1%
Don't know/ Refused [DON'T READ]	8.7%

Now I would like to ask you about the importance of specific services and resources provided by the City of Vista.

7. For each of the following services and resources, please tell me if you feel it is extremely important, important, or not too important.

Here's the (first/next) one _____ (READ ITEM): Do you feel this service or resource is extremely important, important (if needed: just important), or not too important?

RANDOMIZE

	Extremely important	Important	Not too important	Don't know/ Refused [DON'T READ]
Repair and maintain local streets and roads	70.4%	27.8%	1.8%	0.0%
Manage traffic congestion on City streets	60.6%	36.4%	2.6%	0.4%
Support a healthy business climate in Vista	53.2%	41.0%	3.3%	2.4%
Provide enough parks in and around your neighborhood	36.5%	48.3%	14.6%	0.5%
Provide high quality parks that offer the appropriate amenities and facilities	40.5%	49.7%	9.6%	0.2%
Plan and manage the building of homes and residences	36.8%	43.7%	17.9%	1.5%
Provide arts and cultural programs for residents and visitors	29.6%	48.3%	21.5%	0.6%
Provide recreation programs for the youth	55.5%	34.5%	9.3%	0.7%
Provide recreation programs for adults	18.6%	50.5%	29.3%	1.6%
Provide trails and paths for hiking and running	35.5%	44.3%	19.2%	1.0%
Provide local sheriff services	58.8%	35.1%	5.9%	0.2%
Provide local fire protection services	71.2%	26.1%	2.7%	0.0%
Provide safe and convenient ways to get around by bicycle	28.1%	45.8%	25.5%	0.6%

8. Now I'm going to read the same list of services provided by the City of Vista. Please tell me how satisfied you are with the job the City of Vista is doing to provide each service to residents.

Would you say you are satisfied, dissatisfied or neither satisfied nor dissatisfied with the city's efforts to: _____? (GET ANSWER AND THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

RANDOMIZE ENTIRE LIST, BUT KEEP K-M TOGETHER AND RANDOMLY INSERT

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know/Refused [DON'T READ]
Repairing and maintaining local streets and roads	15.0%	31.7%	11.1%	24.3%	17.1%	0.9%
Managing traffic congestion on City streets	7.7%	27.1%	12.4%	29.4%	22.0%	1.5%
Supporting a healthy business climate in Vista	17.3%	39.8%	22.5%	10.0%	5.5%	5.0%
Providing enough parks in and around your neighborhood	20.0%	40.8%	17.1%	13.9%	7.0%	1.2%
Providing high quality parks that offer the appropriate amenities and facilities	19.0%	42.9%	19.4%	10.7%	5.8%	2.2%
Planning and managing the building of homes and residences	10.4%	22.1%	25.9%	19.0%	16.3%	6.3%
Providing arts and cultural programs for residents and visitors	15.8%	36.4%	28.4%	9.1%	3.0%	7.3%
Providing recreation programs for the youth	12.6%	33.0%	24.8%	11.0%	4.7%	13.9%
Providing recreation programs for adults	11.3%	25.0%	35.5%	9.4%	2.6%	16.2%
Providing trails and paths for hiking and running	16.3%	32.4%	21.8%	17.6%	7.2%	4.7%
Providing local sheriff services	25.6%	40.1%	16.9%	8.3%	5.7%	3.4%
Providing local fire protection services	48.0%	35.1%	11.2%	1.5%	0.6%	3.7%
Providing safe and convenient ways to get around by bicycle	11.6%	28.9%	24.0%	16.0%	9.5%	10.0%

[IF Q8A = 4 OR 5, ASK Q9, OTHERWISE SKIP]

9. In which of the following areas are you most dissatisfied with the maintenance of local streets and roads?

	%	n
Highways and freeways in or near Vista, such as the Highway 78	9.2%	16.0
Major roads and arterials in Vista, such as Melrose or East Vista Way	33.0%	62.0
Smaller roads and residential streets in Vista	53.8%	95.0
Other	3.9%	7.0
Don't know/ Refused [DON'T READ]	0.0%	0.0

[IF Q8B = 4 OR 5, ASK Q10, OTHERWISE SKIP]

10. In which of the following areas are you most dissatisfied with the traffic congestion in Vista's streets and roads?

	%	n
Highways and freeways in or near Vista, such as the Highway 78	16.0%	34.0
Major roads and arterials in Vista, such as Melrose or East Vista Way	62.8%	151.0
Smaller roads and residential streets in Vista	12.8%	26.0
Other (please specify)	7.1%	13.0
Don't know/ Refused [DON'T READ]	1.4%	3.0

[IF Q8K = 4 OR 5, ASK Q11, OTHERWISE SKIP]

11. Why are you dissatisfied with the local sheriff department?

	%	n
There are not enough of them in our community	21.7%	11.0
Slow response times	20.8%	9.0
Customer service	8.2%	5.0
Discrimination	6.8%	3.0
Not responsive to calls	5.3%	3.0
Harassing dispensaries but insufficient monitoring of illegal drug activity	5.0%	4.0
Poor enforcement of traffic control, parking, etc. laws	2.5%	2.0
Too many in community	2.5%	2.0
Other (please specify)	27.3%	13.0
Don't know/ Refused [DON'T READ]	0.0%	0.0

[IF Q8L = 4 OR 5, ASK Q12, OTHERWISE SKIP]

12. Why are you dissatisfied with local fire protection services?

	%	n
There are not enough of them in our community	81.5%	6.0
Slow response times	0.0%	0.0
Customer service	0.0%	0.0
Other (please specify)	9.3%	1.0
Don't know/ Refused [DON'T READ]	9.3%	1.0

13. When you are _____ would you say that you feel very safe, somewhat safe, somewhat unsafe, or very unsafe?

RANDOMIZE

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know/ Refused [DON'T READ]
during the day	46.7%	37.7%	9.1%	5.4%	1.1%
after dark	19.3%	34.1%	23.5%	19.8%	3.3%

Switching gears a bit, I would like to ask you about information in your community.

14. Where do you find out about city-related information? [ACCEPT MULTIPLE RESPONSES]

	%	n
The City of Vista website (www.cityofvista.com)	33.7%	143.0
Social media like Facebook, NextDoor, and Twitter	33.1%	145.0
"Our Vista" residential magazine	29.5%	129.0
Flyers, posters, and banners at city buildings and around town	23.6%	99.0
City e-newsletters	12.0%	56.0
Word of mouth, friends, neighbors, etc.	3.3%	16.0
City Hall, Chambers of Commerce, councilmembers	2.5%	11.0
Television news	2.1%	9.0
Union Tribune or other newspapers	1.4%	8.0
Library	0.5%	3.0
Vista Press	0.3%	2.0
Do not get city-related information	0.0%	0.0
Other	7.1%	27.0
Refused	2.4%	12.0

Next I am going to ask you a few questions about the City of Vista’s downtown, this area includes the Vista Village shopping center and the historic main street area.

15. How often do you visit Vista’s downtown, in a typical month? [WAIT FOR RESPONSE, IF THEY SAY DO NOT KNOW, GIVE THREE CATEGORIES SHOWN IN OPTION 1, 2, 3, AND 4]

	%	n
Regularly (at least once a week)	40.1%	172.0
Sometimes (once or a few times a month)	36.7%	160.0
Seldom (less than once a month on average)	16.6%	75.0
Never	6.5%	30.0
Don't know/ Refused [DON'T READ]	0.2%	1.0

16. How would you rate your experience while visiting Vista’s downtown?

	%	n
Excellent	25.4%	105.0
Good	51.8%	210.0
Fair	18.6%	75.0
Poor	2.2%	9.0
Very poor	1.0%	4.0
Don't know/ Refused [DON'T READ]	1.0%	4.0

To wrap things up, I just have a few background questions for comparison purposes only.

A. Do you own or rent the unit in which you live?

	%	n
Rent	41.6%	165.0
Own	55.0%	259.0
Refused	3.3%	14.0

B. Do you live:

	%	n
North of Highway 78	62.1%	260.0
South of Highway 78	32.5%	156.0
Refused	5.4%	22.0

[IF DB = 1, ASK DC, OTHERWISE SKIP]

C. Do you live:

	%	n
East of Santa Fe Ave.	46.9%	127.0
West of Santa Fe Ave.	46.1%	117.0
Refused	7.0%	16.0

[IF DB = 2, ASK DD, OTHERWISE SKIP]

D. Do you live:

	%	n
West of South Melrose	43.2%	71.0
East of South Melrose	50.4%	78.0
Refused	6.4%	7.0

E. Which of the following best describes your current home?

	%	n
Single family detached home	64.3%	297.0
Apartment	19.7%	79.0
Condominium or Town Home	11.2%	44.0
Mobile home	3.2%	13.0
Refused	1.7%	5.0

F. Please tell me how many children under 18 live in your household.

	%	n
No children	55.2%	260.0
One child	14.7%	61.0
Two children	18.2%	71.0
Three children or more	7.2%	27.0
Refused	4.7%	19.0

G. Age:

	%	n
18-29 years old	28.6%	103.0
30-49 years old	36.9%	170.0
50-59 years old	14.6%	66.0
60+ years old	19.9%	99.0
Refused	0.0%	0.0

H. What ethnic group do you consider yourself a part of or feel closest to? (IF HESITATE, READ):

	%	n
White or Caucasian	46.0%	271.0
Hispanic or Latino	40.2%	106.0
Asian	2.5%	11.0
African American or Black	2.2%	10.0
Other	4.3%	19.0
Refused	4.7%	21.0

I. I am going to read some income categories, please stop me when I reach the one that best describes your current total household income, before taxes, for the last 12 months.

	%	n
Below \$25,000	12.3%	48.0
\$25,000 to \$50,000	17.5%	71.0
\$50,001 to \$100,000	31.5%	138.0
\$100,001 to \$200,000	19.0%	92.0
More than \$200,000	3.5%	19.0
Refused	16.3%	70.0

J. Lastly, would you be interested in participating in future research sponsored by the City of Vista?

	%	n
Yes	57.3%	243.0
No	42.7%	175.0

K. Gender:

	%	n
Male	46.9%	211.0
Female	51.9%	222.0
Gender Non-binary	1.2%	5.0
Refused	0.0%	0.0