



City of Vista Resident Survey

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Executive Summary

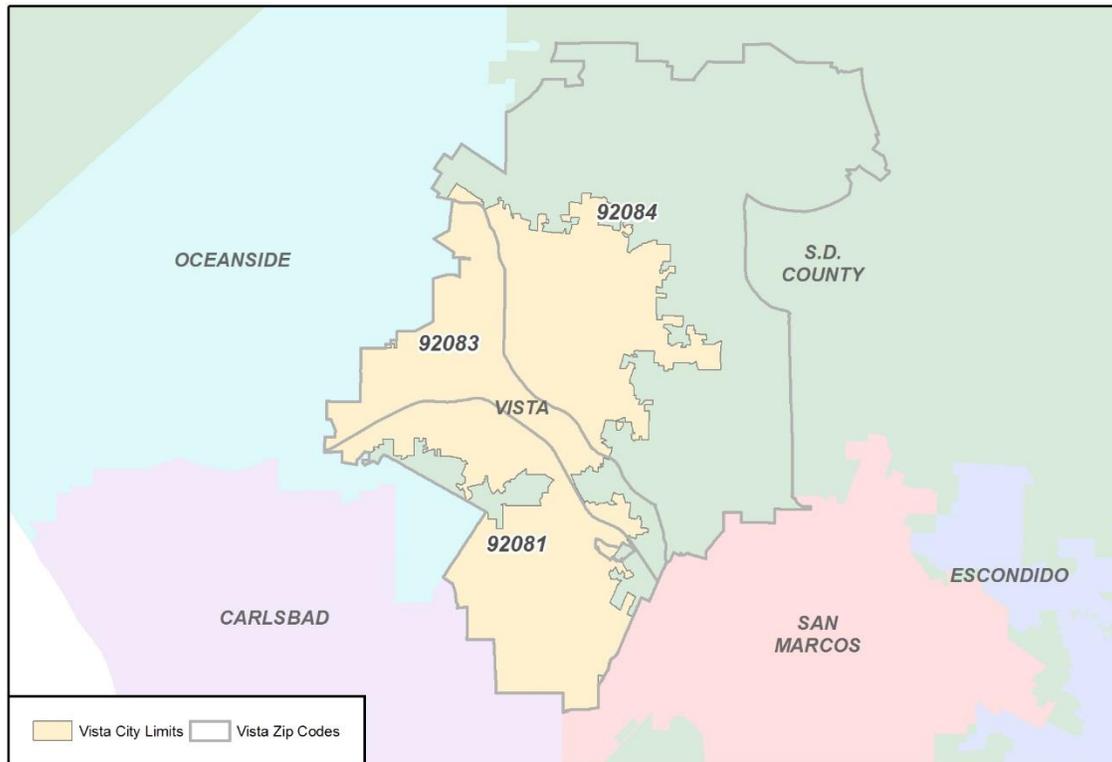
In northern San Diego County, just seven miles inland from the Pacific Ocean, the City of Vista enjoys a mild Mediterranean climate. Residents have access to a wide range of year-round outdoor activities among gentle rolling hills and pleasant rural surroundings. Vista is approximately 19 square miles with a population of 96,120¹. The City handles sewer

utilities and contracts with the Vista Irrigation District for water services. The City also operates its own Fire Department and contracts with the San Diego Sheriff's Department for law enforcement services.

INTRODUCTION TO RESIDENT SURVEY

In October 2015, the City of Vista partnered with BW Research Partnership, Inc. to conduct a baseline 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 within the city's boundaries. Thus, the following findings do not merely describe motivated individuals that self-select to provide feedback but are instead a comprehensive measure of satisfaction and priorities among Vista City residents 18 years of age and older.

¹ Source: SANDAG 2014 Estimate

Figure 1: City of Vista Map²

The main research objectives of the 2015 City of Vista resident survey are as follows:

- Measure resident satisfaction with the overall provision of City services and assess importance and satisfaction with specific city services.
- Determine residents' perception of current and perceived future quality of life as well as the most important component that can improve it.
- Evaluate resident confidence in local government.
- Assess how residents gather information about their community.
- Measure usage and experience with the City's downtown.

The citywide survey averaged 15 minutes in length and was administered by telephone (both landline and mobile) from October 7 through October 14, 2015. The telephone survey was offered in English and Spanish. A statistically representative sample of 401 Vista residents 18 years and older completed the survey, resulting in a margin of error +/-4.9% (at the 95% level of confidence) for questions answered by all 401 respondents.

² Source: City of Vista

KEY FINDINGS

Overall Satisfaction with the City of Vista

Just over four in five (83%) adult Vista residents, who gave their opinion, are satisfied with the overall job the City is doing to provide services; approximately 30% very satisfied. Resident satisfaction with the City's overall provision of services is higher among young adults 18 to 29 years old (89% satisfied) and residents who have lived in the City under five years (94% satisfied). In contrast, men 60 years and older (69% satisfied) and residents who have lived in Vista over 15 years (80% satisfied) are less satisfied with overall provision of services than the average Vista residents.

Assessment of Specific City Services

Residents were asked to determine their important and satisfaction with 13 specific city services. Of these municipal services examined, residents placed the highest importance on repair and maintenance of local streets and roads, provision of local fire protection and police services, and support for a healthy business climate. When these services were evaluated for satisfaction, local fire protection and police services received the highest resident satisfaction ratings. An analysis of satisfaction by importance for each service revealed that repair and maintenance of streets and roads, management of traffic congestion, and provision of recreation programs for the youth are priority areas for improvement; residents rated these as both highly important and least satisfactory.

Quality of Life

Just over three-quarters (77%) of Vista residents rate their quality of life as either excellent (24%) or good (53%); another 20% indicate it is fair. Looking forward, 43% of participants indicate that Vista's quality of life is getting better, compared to only 14% who feel it is getting worse – a ratio of about three to one. Young adult males 18 to 29 years old are roughly twice as likely (54%) to feel quality of life in Vista is getting better, compared to men 60 years and older (27%). Those participants that indicated they were Latino(a) or Hispanic were almost twice as likely (60%) to believe quality of life in Vista is getting better, compared to participants that indicated they were White or Caucasian (36%).

Confidence in City Government

Three out of four (75%) adult Vista residents, who gave their opinion, are confident (either very or somewhat) in the Vista city government to make decisions that positively affect the lives of its community members. Interestingly, younger adult residents (18 to 29 years old) are more likely to be confident in Vista's city government (84%) than their 60 and older counterparts (73%).

Downtown Vista

The majority of residents (56%) visit downtown Vista regularly – at least once a week; 35% of residents go once or a few times a month. Downtown Vista received positive ratings from three-

quarters (75%) of those who visit and only 5% found their downtown Vista experience to be poor or very poor.

CONCLUSIONS

The following are some key conclusions from this year's Vista resident survey:

- **Vista's largest demographic sub-groups are satisfied with City services, overall quality of life, and its direction.** Residents 18 to 49 years old comprise 70% of the City's population. Their average quality of life rating is fair and they are much more likely to feel quality of life is improving compared to residents over 50. Young men between the ages of 18 and 29 who comprise the second largest residential sub-group³ (17%) have the highest ratio of individuals who feel quality of life is improving to those who believe it is getting worse. This is a valuable indication that Vista's quality of life is likely to improve based on the perception of residents that will comprise a larger portion of the residential population in the future.
- **Repair and maintenance of roads is high priority for Vista residents.** This service was mentioned by 93% or more in each residential sub-group indicating that the issue is important across age, gender, ethnicity, and income. While highly important to a majority of residents, this city service received a satisfactory rating of 60%. Almost 17% of residents mentioned the improvement of roads and other infrastructure in an open-ended, single-choice response as the number one service that would improve their quality of life; this was the largest category of responses.
- **Residents are least satisfied with managing traffic congestion, consistent with other communities across California.** At 53%, satisfactory ratings for this service are significantly below the average of the specific City services tested. It should be noted that traffic and roads have been a growing concern among residents across California and North County as the economy has improved. This initial resident survey in Vista provides a baseline measure of resident's perceptions and priorities; tracking these results over time, will provide a more complete picture as to whether the results related to traffic and roads are specific to Vista or connected to larger regional or statewide trends.
- **Northwest Vista residents (92083) are less satisfied with overall quality of life and city services, but are also most optimistic about the direction of the City's quality of life.** These residents are seven to 13 percentage points less satisfied with police services and the repair and maintenance of streets and roads than their neighbors in other Vista zip codes. Twenty-one percent of individuals who reside in 92083 selected the improvement of roads as the number one service that would improve their quality of life. Only 69% of 92083 residents rate quality of life positively (92081: 87% and 92084: 78%) and they are only one to two percentage points more confident in the City's government than the average Vista resident. Yet despite this, northwest Vista residents

³ Subgroups defined by age cohort and gender.

- have the highest ratio of individuals who believe quality of life is improving compared to those who feel it is getting worse.
- **Young adult residents who frequent downtown Vista are less likely to rate it positively.** Nearly 71% of residents between the ages of 18 and 29 visit downtown Vista at least once a week, 20 percentage points higher than residents over 30. Yet young adults 18 to 29 years old are also less likely to rate downtown positively (either excellent or good) compared to residents 30 years and older. Eleven percent of young residents chose the general appearance and cleanliness of the City and downtown Vista as their number one improvement to quality of life – considerably higher than any other age group.
 - **This survey provides a baseline for the City of Vista** to compare against in future tracking studies. A follow-up survey in 12 to 24 months will provide additional information on different inquiries to provide a more complete picture of Vista residents' satisfactory ratings.



Resident Satisfaction with the City of Vista

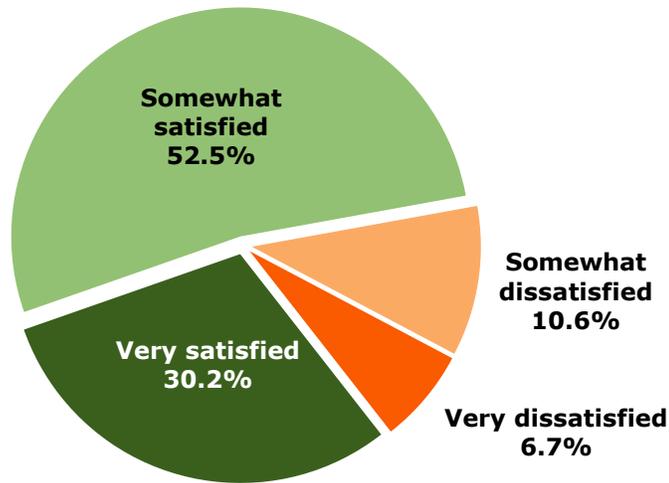
OVERALL SATISFACTION

Key to understanding resident perception of the City of Vista is an assessment of satisfaction with the City's overall provision of services. These

responses provide a valuable metric of the City's general performance according to its residents.

Just over eight in ten (83%) Vista residents are satisfied with overall citywide services; **30% are "Very satisfied" and 53% are "Somewhat satisfied"**. Only 17% of residents are dissatisfied with the City's provision of services.

"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 Services⁴

The following is an assessment of residential sub-groups and their overall satisfaction with city services. Satisfaction varies among the following sub-groups:

- Younger residents 18 to 29 years old are more likely to be satisfied (89%) than residents 60 years or older (74%).
- Men 18 to 29 years old are more satisfied than men over the age of 60 (89% vs. 69%).
- Residents who have lived in Vista for 15 years or more are less satisfied than those who have lived there five years or less (80% vs. 94%).

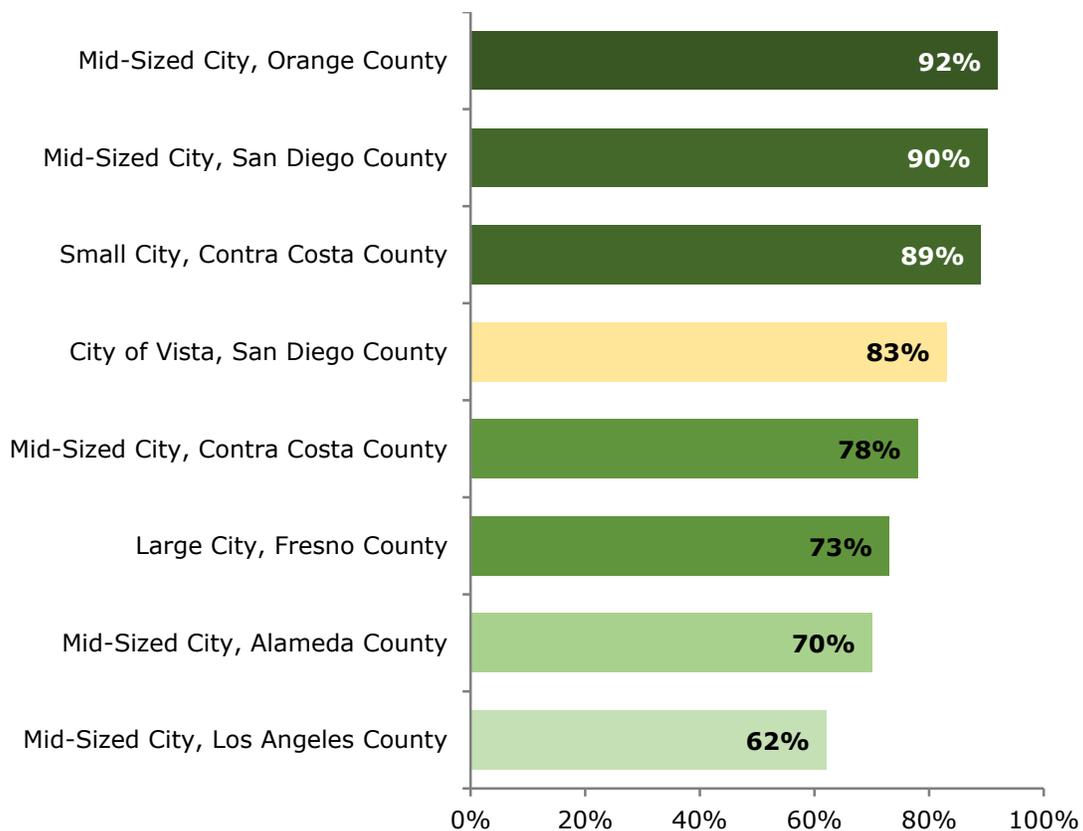
⁴ When “Don’t know/ No Answer (DK/NA)” responses climb above five percent, our preferred analysis factors these responses out to provide a more relevant measure of satisfaction and dissatisfaction. When “Don’t know/ No Answer” responses are removed n = 375.

Satisfaction – Comparison to Other Cities

The figure below shows a range of satisfaction scores reported by cities throughout California from comparable studies within the past five years. The similarity of study methodology across these assessments allows relevant comparison of Vista resident satisfaction to other small, mid-sized, and large cities in California.

Satisfaction in the City of Vista is higher than mid-sized to large cities in Contra Costa, Fresno, Alameda, and Los Angeles counties but six to nine percentage points lower than small to mid-sized cities in Orange, San Diego, and Contra Costa counties.

Figure 3: Satisfaction with City Services – Comparison to Other Cities⁵



⁵ Small cities are have a total population of up to 50,000. Mid-sized cities fall between 50,001 and 150,000. Large cities have a population of 150,001 or more.

“Don’t know/ No Answer” responses are filtered out in the satisfaction analysis for the City of Vista.

IMPORTANCE AND SATISFACTION WITH SPECIFIC SERVICES

After being asked their overall level of satisfaction with the City's provision of services, participants are asked to attribute their level of importance and satisfaction with a list of specific municipal services. The survey examines 13 different services provided by the City. These options are randomized for each survey respondent to prevent positioning bias.

Overall Importance

Of the 13 services in Figure 3, six are considered important ("Extremely important" and "Important") by over 90% of residents. These include:

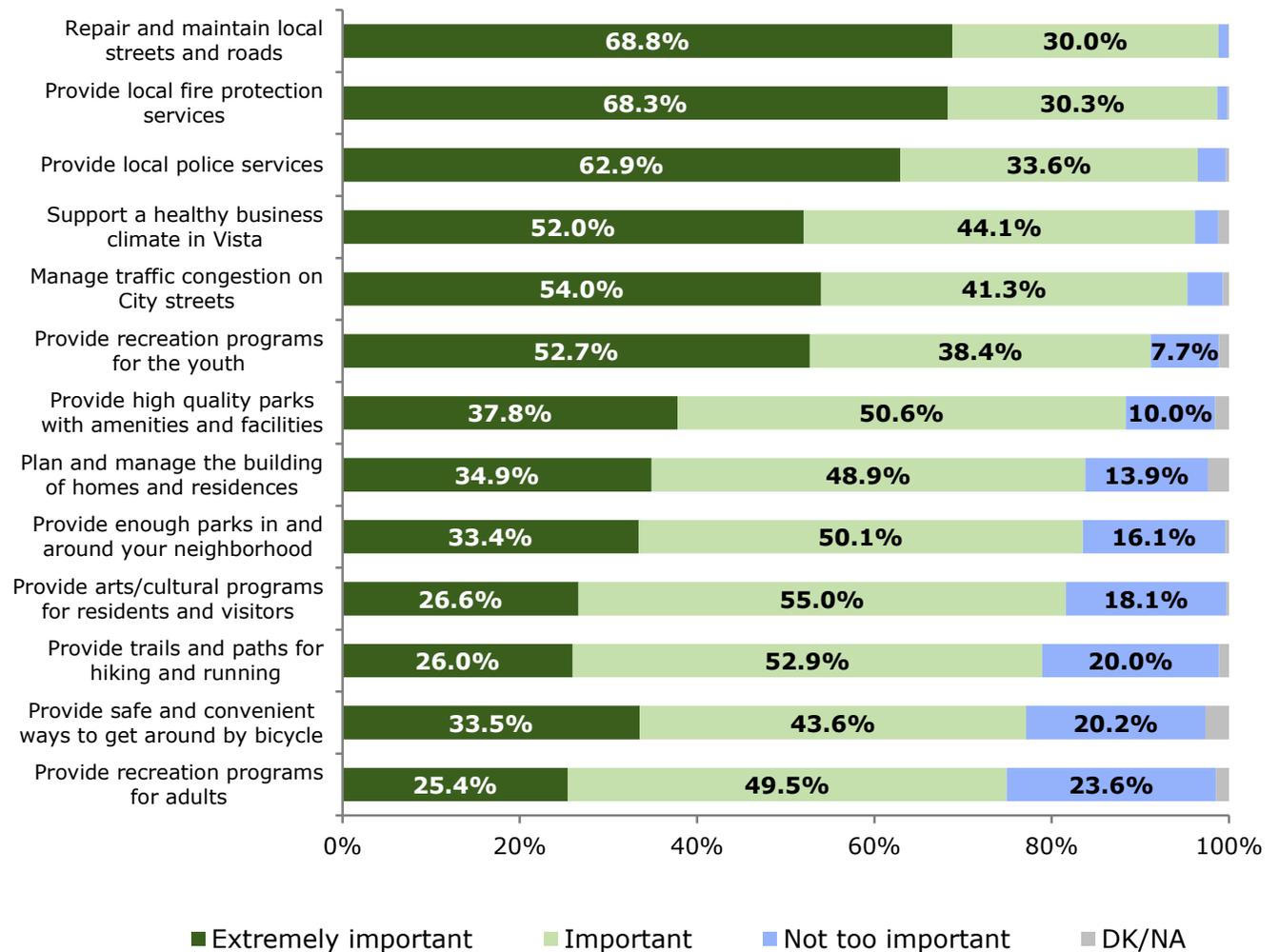
Tier 1 Importance (Extremely important > 60%)

- Repair and maintain local streets and roads (99%)
- Provide local fire protection services (99%)
- Provide local police services (97%)

Tier 2 Importance (Extremely important > 50%)

- Support a healthy business climate in Vista (96%)
- Manage traffic congestion on City streets (95%)
- Provide recreation programs for the youth (91%)

Each of the 13 services examined are considered important ("Extremely important" and "Important") by at least three-quarters of Vista residents.

Figure 4. Importance of Specific Services

Satisfaction with Specific City Services

After participants were asked about the importance of specific city services, they were then questioned about their level of satisfaction with the same services. These responses provide feedback on those specific services where residents are more satisfied than the City's overall provision of services and where they are less satisfied.

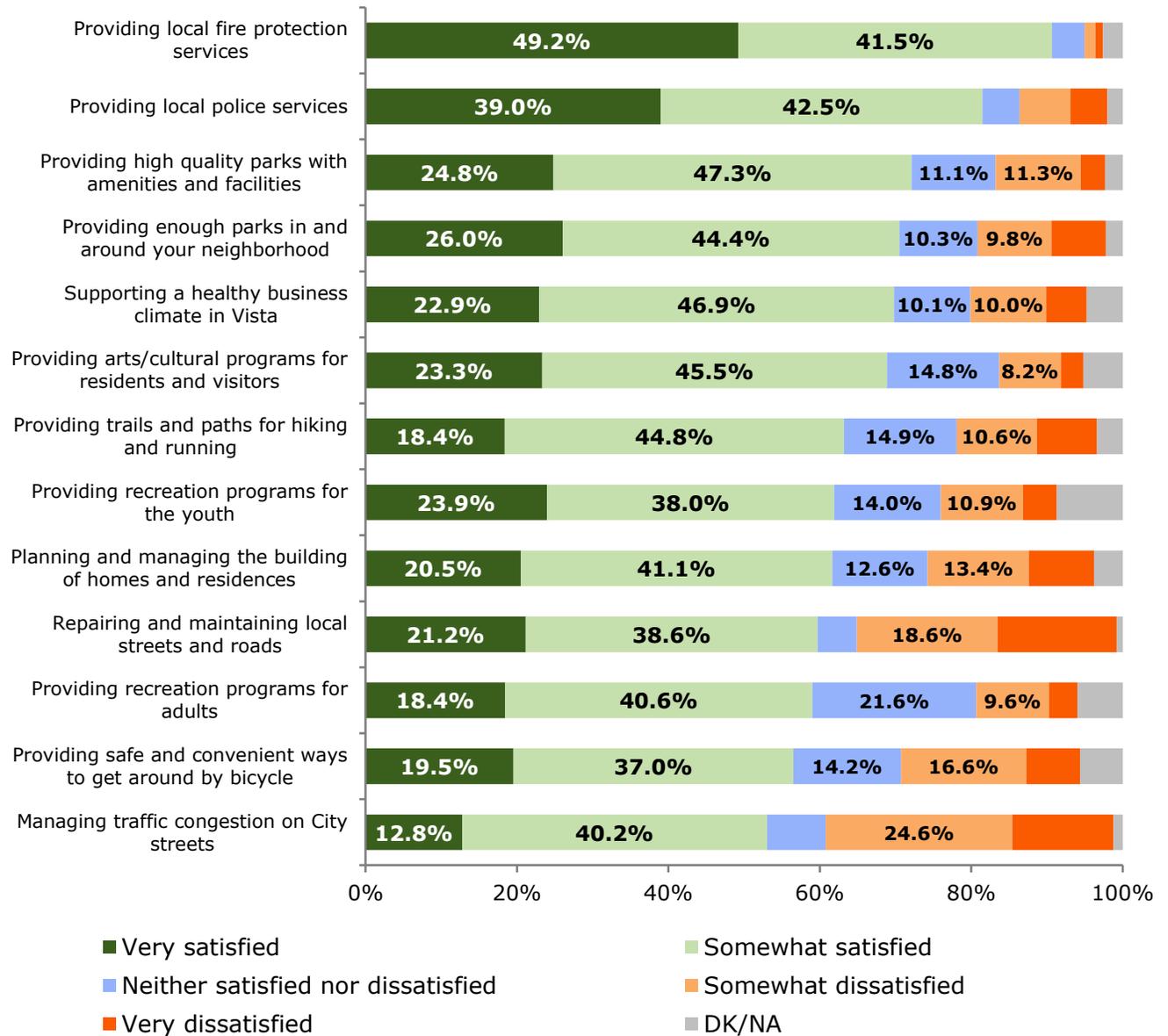
Highest Satisfaction with Specific City Services

- Providing local fire protection services (91%)
- Providing local police services (82%)
- Providing high quality parks that offer the appropriate amenities & facilities (72%)
- Providing enough parks in and around your neighborhood (70%)

Lowest Satisfaction with Specific City Services

- Managing traffic congestion on City streets (53%)
- Providing safe and convenient ways to get around on your bicycle (57%)
- Providing recreation programs for adults (59%)

Figure 5. Satisfaction with Specific Services



Satisfaction – Importance Matrix

The following chart depicts each service by its corresponding satisfaction (“Very” and “Somewhat”) and importance (“Extremely important” and “Important”) scores. The dotted black lines on the following chart illustrate average satisfaction or importance for all services, and the quadrants denote opportunities for improvement or continued emphasis. Services that may be considered for improvement include those that received below average satisfactory ratings, while those marked for continued emphasis received above average satisfaction.

Opportunities for Improvement I – Highest Priority

These areas are considered priority because while highly important to over 90% of Vista residents, the following services are satisfactory to under 63% of residents:

- Repair and maintain local streets and roads (99% of residents rated this as important)
- Manage traffic congestion on City streets (95%)
- Provide recreation programs for the youth (91%)

Opportunities for Improvement II

While these services also received below average satisfaction, they were also rated below average in importance. Such secondary areas for improvement include:

- Recreation program for adults
- Safe and convenient ways to get around by bicycle
- Trails and paths for hiking and running
- Plan and manage the building of homes and residences

Continued Emphasis I – Highest Priority

Areas for continued emphasis include:

- Local fire protection services
- Local police services
- Support for a healthy business climate
- High quality parks that offer the appropriate amenities and facilities

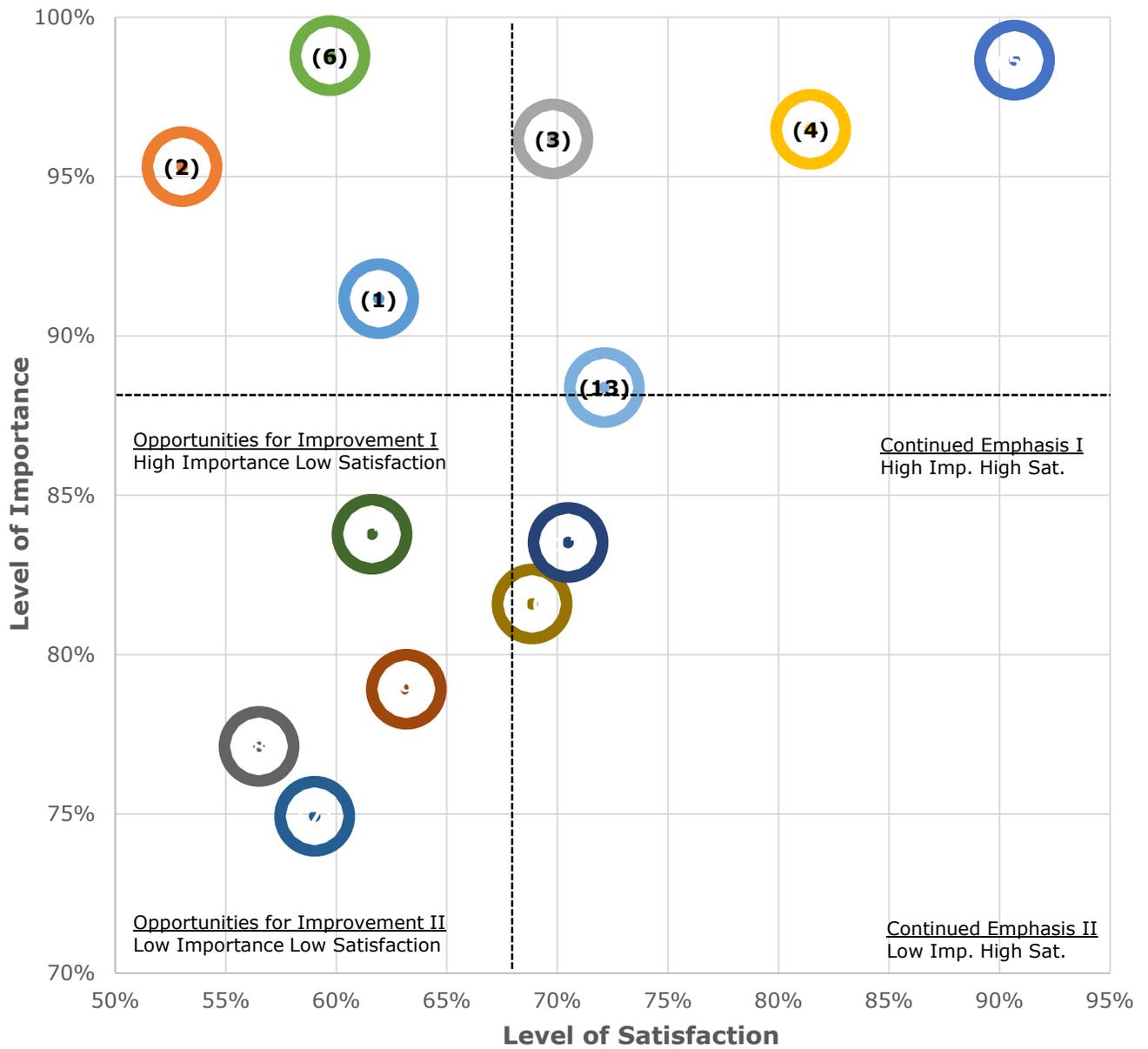
These services are important to more than eight in ten residents, and over two-thirds (67%) of residents are satisfied with their current provision.

Continued Emphasis II

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

- Arts and cultural programs for residents and visitors
- Enough parks in and around your neighborhood

Figure 6. Satisfaction -- Importance Matrix, City Services



- (1) Provide recreation programs for the youth
- (2) Manage traffic congestion on City streets
- (3) Support a healthy business climate in Vista
- (4) Provide local police services
- (5) Provide local fire protection services
- (6) Repair and maintain local streets and roads
- (7) Provide recreation programs for adults
- (8) Provide safe and convenient ways to get around by bicycle
- (9) Provide trails and paths for hiking and running
- (10) Provide arts and cultural programs for residents and visitors
- (11) Provide enough parks in and around your neighborhood
- (12) Plan and manage the building of homes and residences
- (13) Provide high quality parks that offer the appropriate amenities and facilities

The following is an assessment of residential sub-groups and their perceived importance of specific city services. Levels of importance vary among the following sub-groups:

- Greater than 93% of residents in each residential subgroup find the **repair and maintenance of streets and roads** and the **management of traffic congestion on City streets** to be important.
- Eighty-eight percent of young adults 18 to 29 years old place importance on the **provision of parks** compared to 65% of adults 60 years or older.
- Women 18 to 29 years old (100%) are more likely to find **park facilities and amenities** important compared to men 18 to 29 years old (77%).
- Young men 18 to 29 years old (89%) place higher importance on the **planning and management of building homes and residences** than male residents over 60 (71%).
- Female residents (98%) are generally more likely to place a higher importance on **recreation programs for the youth** than male residents (87%).
- Young women 18 to 29 years old (90%) are more likely to find the provision of **trails and paths for hiking and running** important compared to men ages 18 to 29 (70%).
- Young adults 18 to 29 (95%) more likely place importance on **safe and convenient ways to get around by bicycle** than residents over 60 (67%).

The following is an assessment of residential sub-groups and their satisfaction with specific city services. Satisfaction varies among the following sub-groups:

- White or Caucasian residents are less satisfied than Hispanic or Latino residents with the **repair and maintenance of streets** (57% vs. 70%) and **management of traffic congestion** (49% vs. 61%).
- Eighty-eight percent of residents between 18 and 29 years old are satisfied with the City's **support for a healthy business climate** compared to 77% of those ages 30 to 49.
- Residents between 30 and 49 years old are less satisfied (68%) with the **provision of parks** than those between 18 and 29 (75%) or 50 and 59 (88%).
- Young adults ages 18 to 29 are more satisfied with the **planning and management of building homes and residences** than residents over 60 (75% vs. 47%).
- Residents between 18 and 29 years old are less satisfied with the **provision of trails and paths** than residents ages 50 to 59 (65% vs. 81%); residents over 60 are least satisfied (52%).
- Residents in 92083 are less satisfied (79%) with **local police services** than those living in 92081 (91%) and 92084 (83%).
- Residents in 92084 are less satisfied (90%) with **fire protection services** than those living in 92081 (97%) or 92083 (94%).
- Young residents 18 to 29 years old are more satisfied with the **provision of safe and convenient ways to get around by bicycle** than residents over 60 (71% vs. 46%). White or Caucasian residents are less satisfied (51%) with this service than Hispanic or Latino residents (71%).

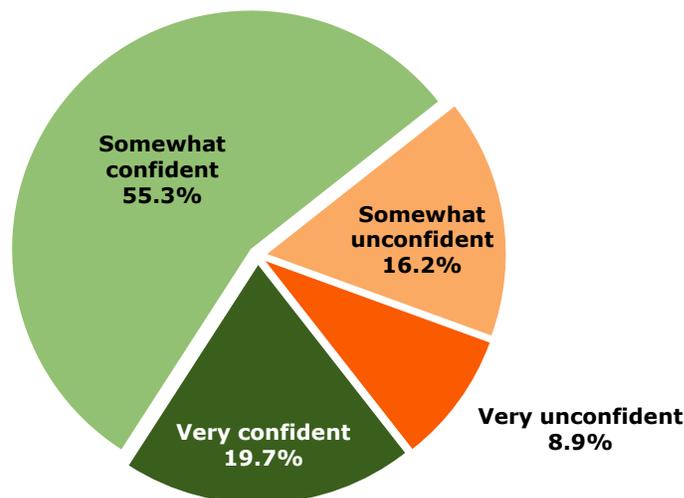
CONFIDENCE IN CITY GOVERNMENT

In addition to gauging satisfaction with city services, the study seeks to assess resident's level of confidence in the City's ability to make relevant decisions that will improve their quality of life. This metric provides a direct measure of resident confidence in local government and its ability to positively affect the lives of its community members.

Three-quarters (75%) 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; one in four residents are either very or somewhat unconfident.

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

Figure 7. Resident Confidence in Vista City Government⁶



⁶ Like the presentation of the overall provision of city services, when "Don't know/ No Answer (DK/NA)" responses climb above five percent, our preferred analysis factors these responses out to provide a more relevant measure of confidence. When "Don't know/ No Answer" responses are removed n = 368.

The following is an assessment of residential sub-groups and their perceived confidence in city government. Confidence varies among the following sub-groups:

- Younger residents between 18 and 29 years old are more confident in Vista's city government than those between the ages of 50 and 59 (84% vs. 69%).
- Young female residents between 18 and 29 are more confident in Vista's city government (88%) than young male residents of the same age (82%).
- Residents who have lived in Vista under five years are more confident (89%) in Vista's city government than those who have lived in Vista 15 years or more (69%).



Quality of Life

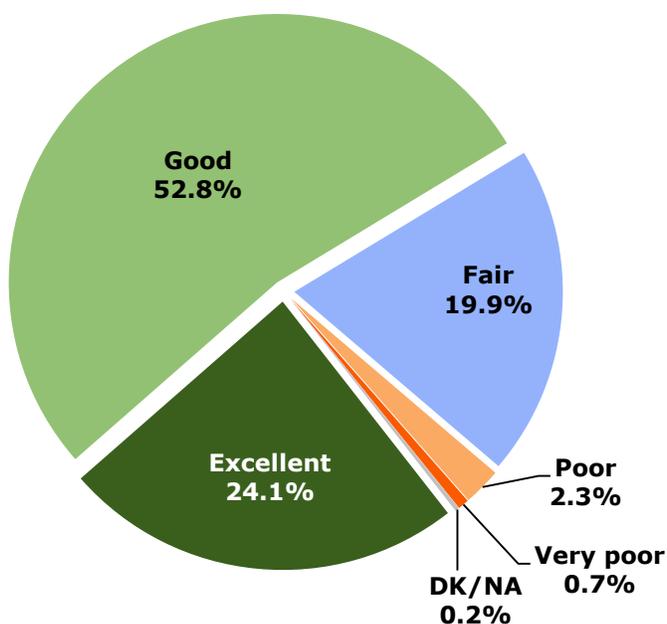
After measuring the general level of satisfaction with city services, respondents are asked about their perceived quality of life and its potential for improvement. The following responses promote an understanding beyond satisfaction with government services and hone in on issues that are most important to Vista city residents.

OVERALL QUALITY OF LIFE

Residents are first asked to rate their overall quality of life in Vista as either excellent, good, fair, poor, or very poor. Just over three-quarters (77%) of residents find quality of life in Vista either “Excellent” or “Good”. Only 3% of residents find their quality of life to be “Poor” or “Very poor”.

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

Figure 8: Quality of Life Rating



The following is an assessment of residential sub-groups and their perceived quality of life. Ratings vary among the following sub-groups:

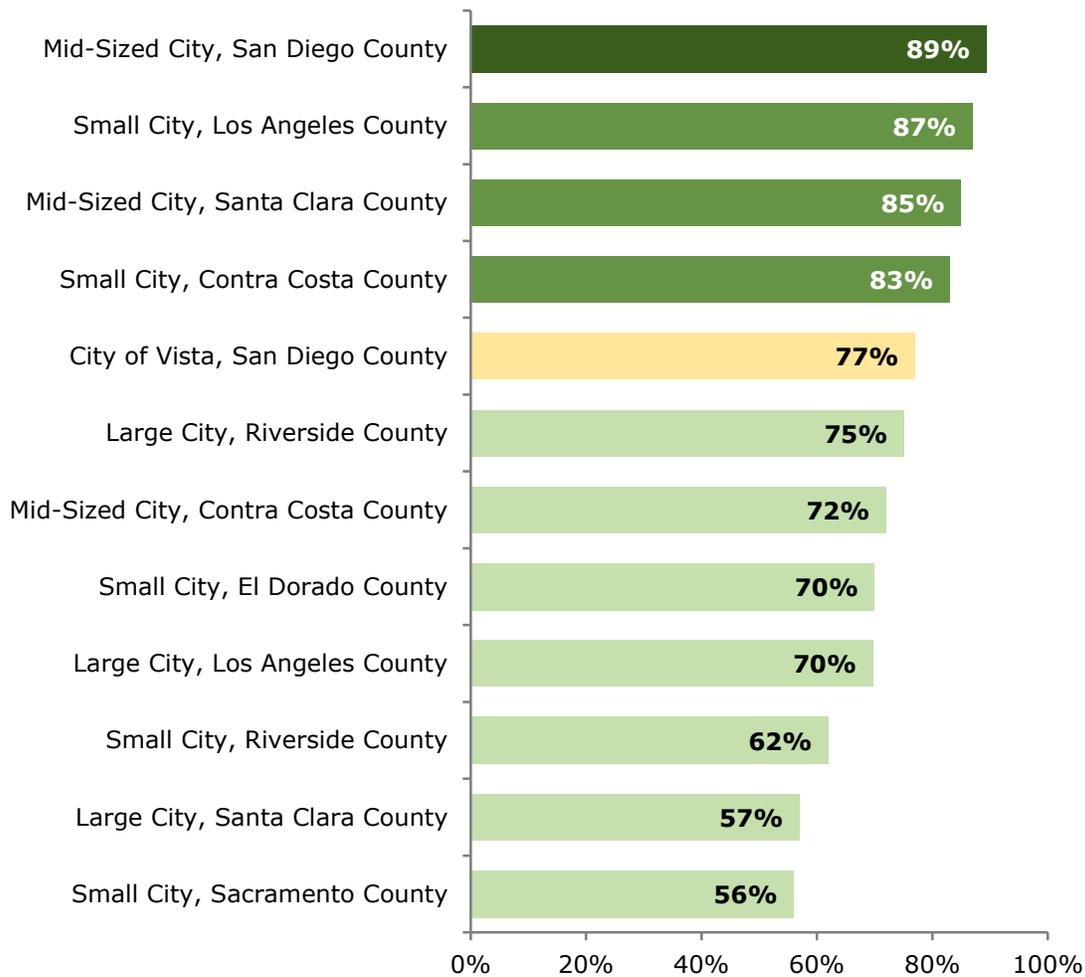
- Twenty-seven percent of young men between 18 and 29 years old find quality of life “Excellent” compared to 14% of young women of the same age.
- Twenty-eight percent of residents who have lived in Vista over 15 years find quality of life “Excellent” compared to 19% of those living there under five years.

Quality of Life – Comparison to Other Cities

The figure below shows a range of quality of life ratings from cities throughout California in the past five years. The similar methodologies of the following studies provides a comparative metric to assess Vista resident's quality of life.

City of Vista residents rated their quality of life just below small to mid-sized cities in San Diego, Los Angeles, Santa Clara, and Contra Costa counties but above small, mid-sized, and large cities in Riverside, Contra Costa, El Dorado, Los Angeles, Santa Clara, and Sacramento counties.

Figure 9. Quality of Life - Comparison to Other Cities⁷



⁷ Small cities are have a total population of up to 50,000. Mid-sized cities fall between 50,001 and 150,000. Large cities have a population of 150,001 or more.

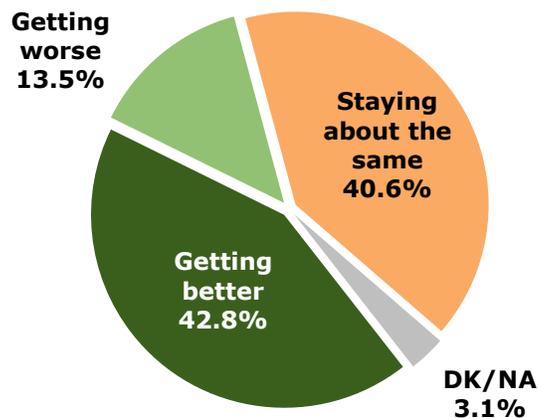
DIRECTION OF QUALITY OF LIFE

After providing an overall rating for quality of life in Vista, participants are then asked to provide input on the direction of quality of life in the City of Vista. This is an important metric in assessing how residents feel the direction of the City and their place in it is moving.

Approximately 43% of Vista residents feel that quality of life is improving; only 14% of residents find that quality of life is getting worse, and about 41% feel it is staying about the same. The ratio of respondents who indicated the quality of life in Vista is getting better over those that feel it is getting worse is about 3.2 to 1.

“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



The following is an assessment of residential sub-groups and their perceived direction of quality of life. Results vary among the following sub-groups:

- Women are more likely to find that quality of life is improving than men (50% vs. 39%); 48% of men feel quality of life is staying about the same.
- Fifty-four percent of residents 18 to 29 years old feel that quality of life is improving compared to 34% of those over 60.
- Only 36% of White or Caucasian residents feel quality of life is getting better compared to 60% of Hispanic or Latino residents.
- Young men (54%) 18 to 29 years old more likely feel that quality of life is improving compared to men over 60 (27%).

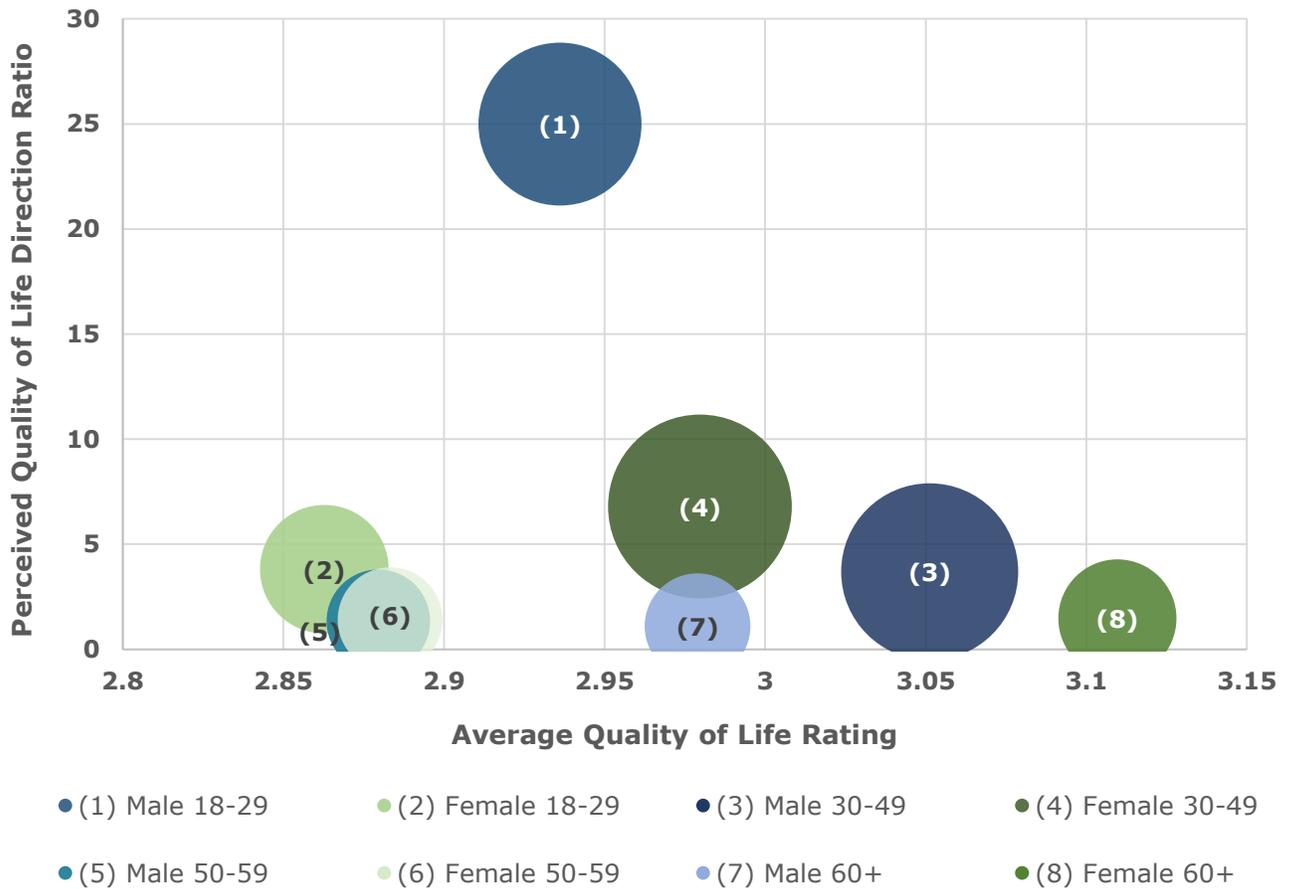
Quality of Life – Age and Gender

The following two figures illustrate the current rating for quality of life (horizontal axis) by the ratio of its perceived direction (vertical axis) for important sub-groups in the City of Vista. Current quality of life ratings are quantified using a five point⁸ scale with the average taken across each cohort; this denotes the bubble's position on the x-axis. The y-axis compares the ratio of individuals in each sub-group who believe quality of life is "Getting Better" to those who find it is "Getting Worse". The size of each bubble denotes the relative size of these residential sub-groups within Vista's adult population.

Male residents 18 to 29 years old have an exceptionally high ratio of individuals who feel quality of life is improving to those who think it is getting worse – almost 20 points higher than average. The largest residential sub-group are men and women between the ages of 30 and 49. These individuals rated quality of life slightly above the average, but women ages 30 to 49 are more likely to feel that quality of life is improving than men of the same age. This ratio for residents over 50 is four points below average. Women ages 18 to 29 have the lowest average quality of life rating of all sub-groups.

⁸ 0 = "Very Poor"; 1 = "Poor"; 2 = "Fair"; 3 = "Good"; and 4 = "Excellent"

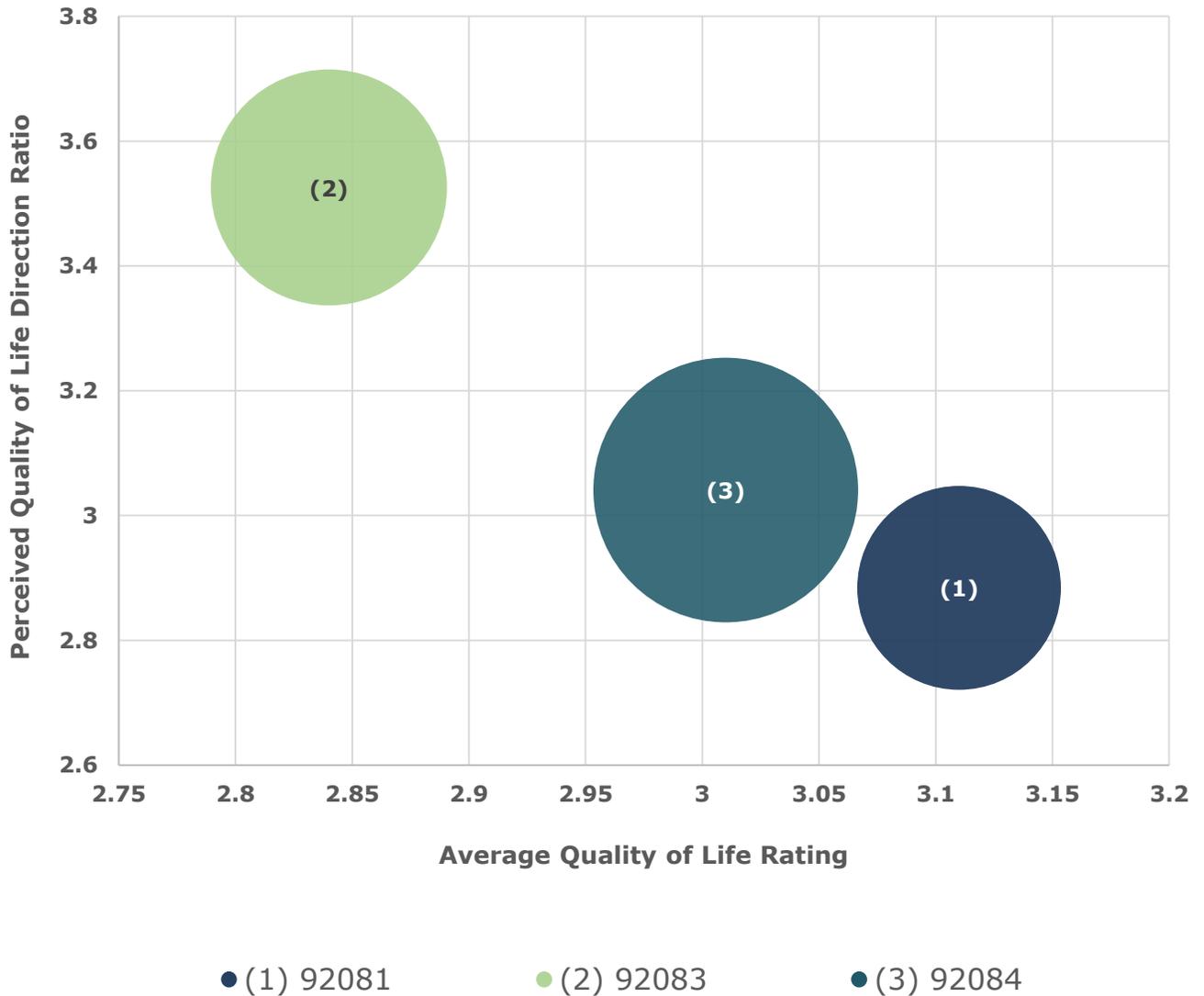
Figure 11. Quality of Life Matrix, by Age and Gender



Quality of Life – Zip Code

Residents in northwest Vista (92083) are routinely less satisfied with both overall quality of life and city services. However, the ratio of individuals who believe quality of life is improving to those who feel it is getting worse is considerably higher than their neighbors in 92081 and 92084. Though currently dissatisfied, these residents exhibit a positive outlook for the future quality of life in the City of Vista.

Figure 12. Quality of Life Matrix, by Zip Code



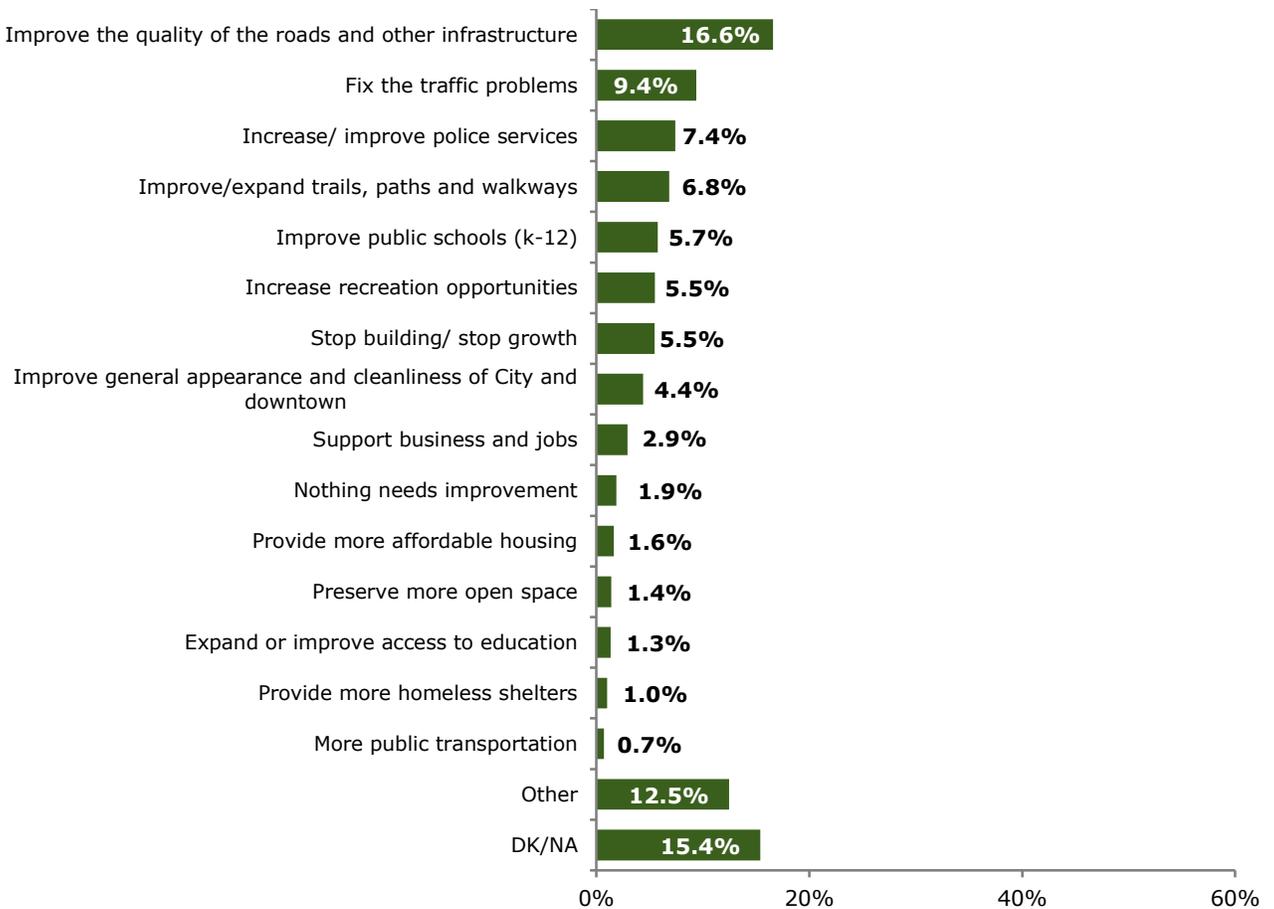
AREAS TO IMPROVE QUALITY OF LIFE

The final quality of life question allowed residents the opportunity to self-select their highest priority for improvement. These answers were then grouped and coded into the categories found in the figure below to provide a clear analysis. This was an open-ended question; the interviewer did not read a selection of response options and participants were only allowed a single answer. As such, responses to this question highlight top of mind issues for Vista residents.

Seventeen percent of residents cited that improvement in the quality of roads and other infrastructure would most improve their quality of life; this was the largest category of responses. Issues with traffic (9%), the improvement of police services (7%), and expansion of trails, paths, and walkways (7%) are also important to Vista residents.

“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 13: Number One Way to Improve Quality of Life



The following is an assessment of residential sub-groups and their identification of the number one way to improve the quality of life. Results vary among the following sub-groups:

- Five percent of male residents selected the support of businesses and jobs as their number one issue to improve quality of life compared to 1% of women.
- Residents over 60 (16%) and White or Caucasian residents (10%) would prefer to stop building and growth compared to only 2% of Hispanic or Latino residents and zero residents between 18 and 29 years old.
- Twelve percent of women between 30 and 49 would like to see the City increase and improve police services; no female residents 18 to 29 selected this.
- More White or Caucasian residents (12%) would like the City to fix traffic problems compared to 6% of Hispanic or Latino residents.
- Twenty-one percent of residents in 92083 selected the improvement of roads and infrastructure compared to only 10% of residents in 92081.
- Young residents 18 to 29 (11%) would like the City to improve the general appearance and cleanliness of downtown compared to residents ages 30 to 49 (1%) or 50 to 59 (2%).



Local Communications

SOURCES

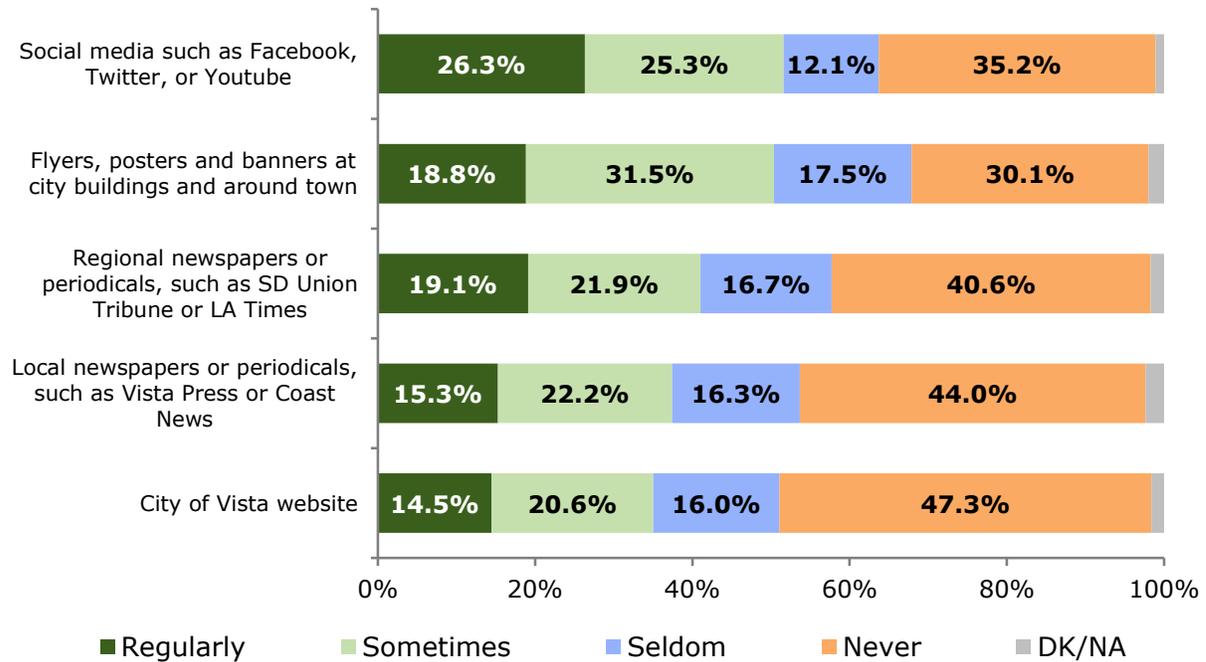
To develop an understanding of how residents find information regarding their neighborhood and community, participants are asked to rank their frequency of use for five different sources of information. This distribution often highlights

demographic differences (young residents more likely frequent the internet compared to older residents) and can assist the city government in determining the most efficient avenues to disseminate information.

Social media is used (“Regularly” and “Sometimes”) by a majority of Vista residents (52%). About half of residents (50%) also use flyers, posters, and banners at city buildings and around town.

“How often do you use the following sources of information when you want to find out about what is happening in your neighborhood or the larger community?”

Figure 14. Use of Information Sources



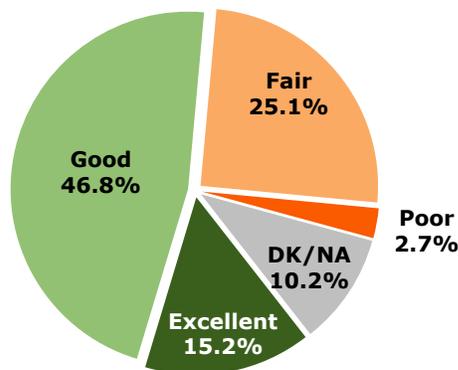
The following are some key differences in how various residential sub-groups obtain information:

- Younger residents 18 to 29 are more likely to “Regularly” use the Vista website than those over 60 (23% vs. 7%) and less likely to use local newspapers or periodicals (10% vs. 24%). Thirty-seven percent of residents over 60 use regional newspapers compared to 15% of residents ages 18 to 29.
- Young men 18 to 29 do not “Regularly” use local newspapers or periodical (0%) while 23% of young women do.
- Forty percent of residents between 18 to 29 years old use social media as their source of information; more women 18 to 29 use social media (49%) than men of the same age (34%).
- Hispanic or Latino residents are much more likely to use social media (36%) than White or Caucasian residents (20%).
- Thirty-three percent of female residents 18 to 29 regularly look at flyers, posters, and banners; only 6% of male residents 18 to 29 use flyers and posters.

WEBSITE RATING

Respondents who have used the Vista city website were asked to rank its quality. Just over six in ten (62%) Vista residents rated the City’s website positively (“Excellent” or “Good”). Only 3% of residents found the website to be “Poor”.

Figure 15. Resident Website Rating



The following is an analysis of demographic subgroups:

- Young adult residents 18 to 29 years old were more likely rate the City’s website as “Excellent” or “Good” (80%) compared to residents 60 and over (54%).



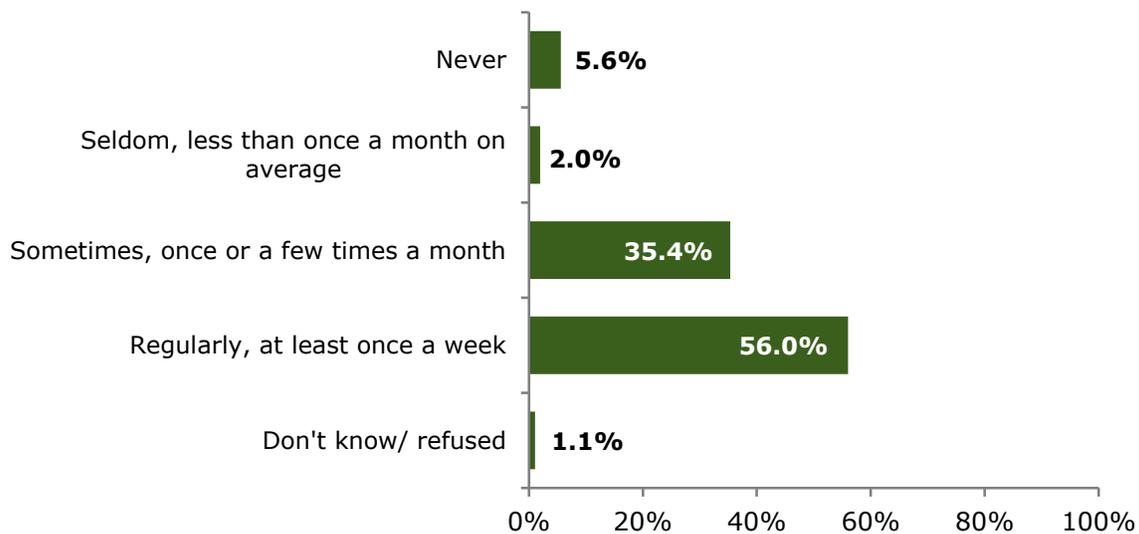
Downtown Vista

The last part of the survey addresses the City of Vista’s downtown area, including the Vista Village shopping center and historic main street. Residents are asked to rank their frequency of visit in a typical month; those who visit downtown Vista are then questioned about their experience in downtown on a five-point scale.

USAGE

The majority (56%) of Vista residents visit the downtown area regularly – at least once a week; only 6% of residents never visit Downtown Vista.

Figure 16. Downtown Vista Usage



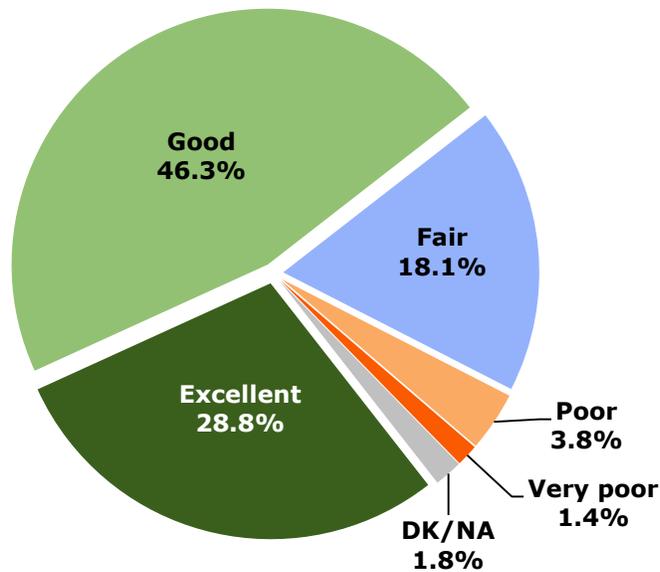
The following sub-groups visit downtown Vista with differing frequency:

- Young residents 18 to 29 years old visit downtown more regularly (71%) than those over 60 (51%).
- Young male residents 18 to 29 are more likely to regularly visit downtown (77%) than young female residents of the same age (63%).
- Sixty-one percent of residents who have lived in Vista for 15 years or more regularly visit downtown compared to 47% of those living in Vista under 5 years.
- Sixty-two percent of residents in 92084 visit downtown Vista regularly compared to 46% from 92081 and 57% from 92083.

DOWNTOWN RATINGS

Of the residents who visit downtown, three in four (75%) rate downtown Vista positively (“Excellent” or “Good”). Only 5% gave negative ratings (“Poor” or “Very poor”).

Figure 17. Resident Rating of Downtown Vista



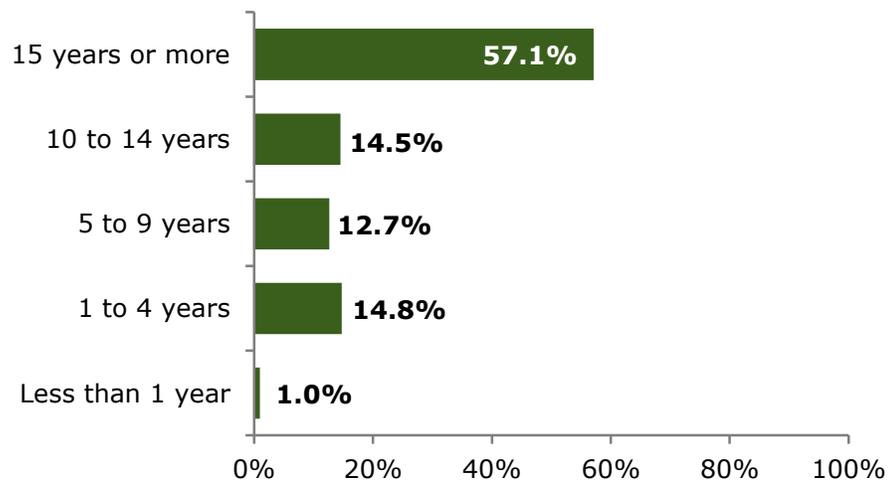
Residential sub-groups offered different ratings for Vista’s downtown area. The following are some key differences:

- Residents 18 to 29 years old are less likely to find downtown Vista either “Excellent” or “Good” (68%) compared to those over 60 (82%).
- Young female residents 18 to 29 are less satisfied (60%) with downtown Vista compared to women over 60 (87%).
- Sixty-three percent of residents with incomes below \$25,000 rated downtown Vista positively compared to 86% of those with incomes above \$100,001.
- More residents from 92083 offered positive ratings (84%) than those residing in 92081 (69%) or 92084 (75%).

RESPONDENT DEMOGRAPHICS

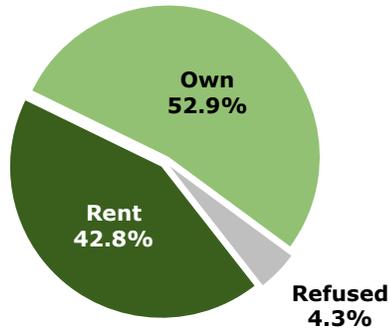
A majority of Vista respondents (57%) have lived in the city for over 15 years. Respondents who have moved in within the last year make up only 1% of the population.

Figure 18. Length of Residence



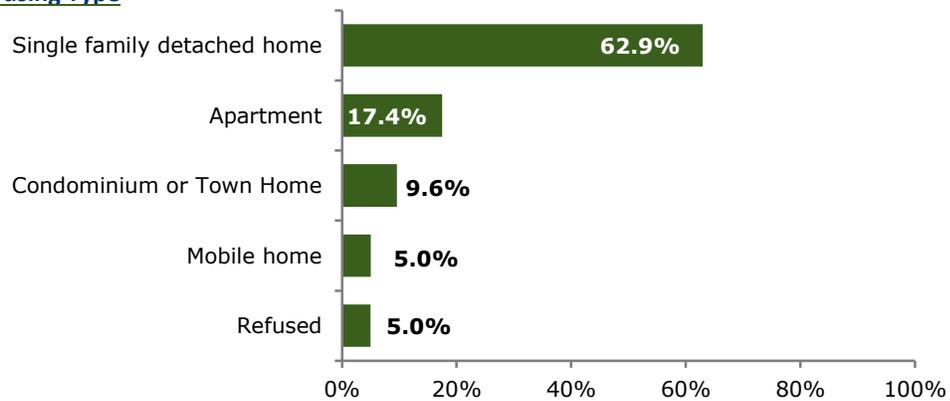
There are slightly more homeowners in Vista than renters (53% vs. 43%).

Figure 19. Owners vs. Renters



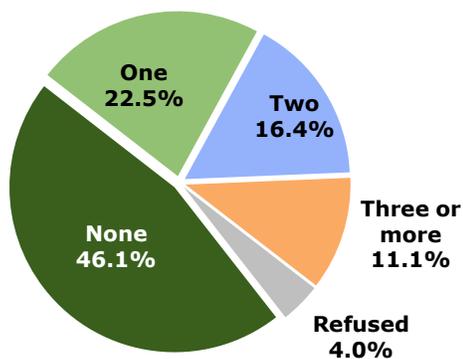
Most Vista respondents (63%) live in a single family detached home.

Figure 20. Housing Type



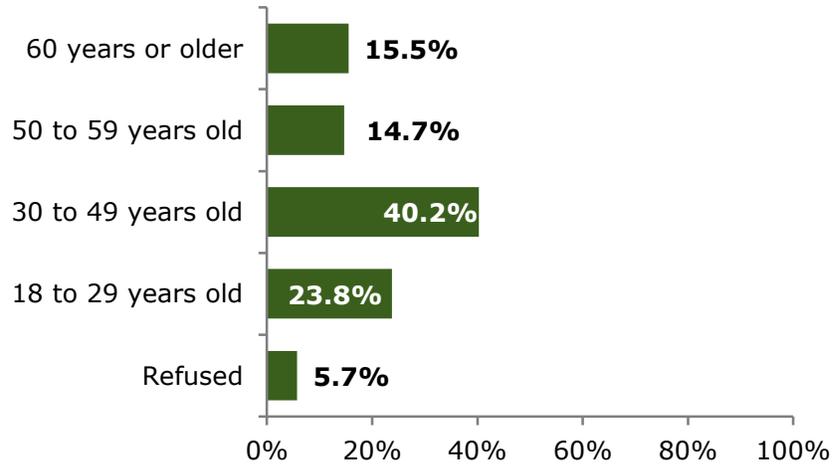
Almost half (46%) of respondents have no children under 18 living in their home.

Figure 21. Residents with Children under 18



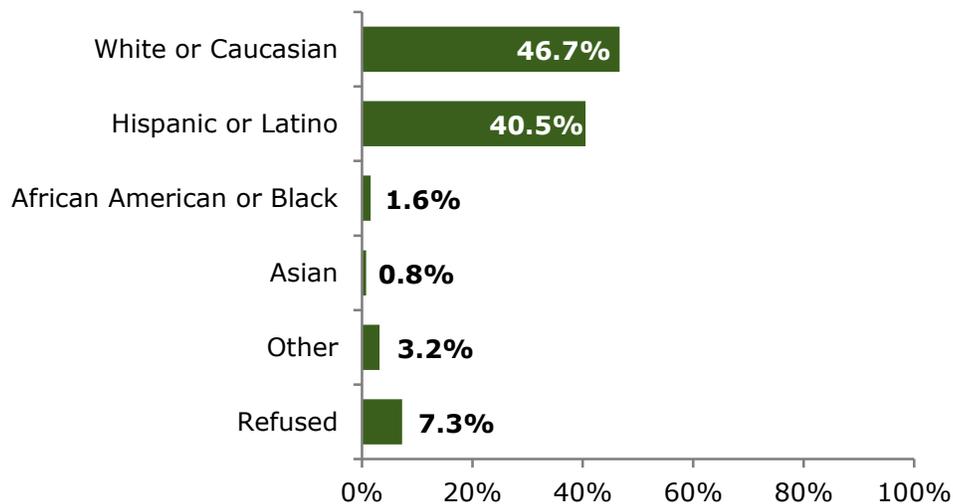
The largest group of respondents (40%) fall between 30 and 49 years old.

Figure 22. Age



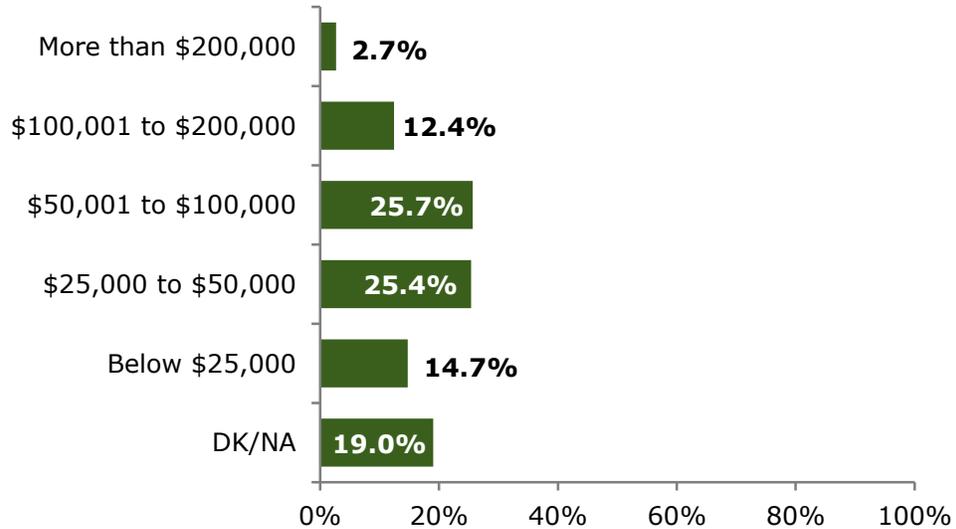
The majority of respondents are either White/ Caucasian or Hispanic/ Latino; the proportion of White or Caucasian respondents is approximately six percentage points higher than Hispanic or Latino respondents.

Figure 23. Ethnicity



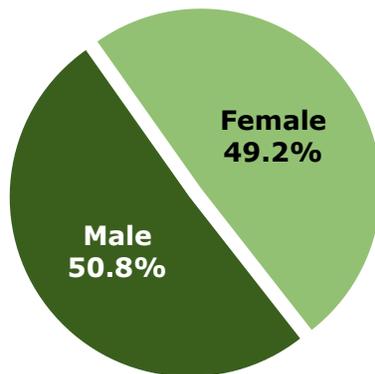
A majority (51%) of respondents' household incomes fall between \$25,000 and \$100,000.

Figure 24. Income



The gender is split is fairly even with 51% male respondents and 49% female respondents.

Figure 25. Gender



APPENDIX A: METHODOLOGY

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

Table 1: Overview of Project Methodology

Method	Telephone Survey (Mobile and Land Line)
Universe	73,809 Residents 18 Years and Older within the City of Vista
Number of Respondents	401 Residents Completed a Survey
Average Length	15 minutes
Field Dates	October 7 – October 14, 2015
Margin of Error	The <i>maximum</i> margin of error for questions answered by all 401 respondents was +/-4.89% (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 2015 study are to measure resident satisfaction with city services, confidence in the Vista city government, understand residents' perception of quality of life, and determine services and resources of high importance and their related levels of satisfaction.

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 401 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) 2014 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 between ± 2.93 percent and ± 4.89 percent (depending on the distribution of each question) for questions answered by all 401 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 margin of error greater than ± 2.92 percent, with the exact margin of error dependent 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

.....

Introduction:

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. [IF RESPONDENT INDICATES THEY ARE CITY STAFF- THANK THEM AND LET THEM KNOW THIS SURVEY IS MEANT FOR VISTA RESIDENTS WHO ARE NOT CURRENTLY WORKING FOR THE CITY]

*****Please note traditional rounding rules applied*****
*****Not all percentages will equal exactly 100%*****

.....

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?

100.0% Yes
0.0% No [Thank and terminate]

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

0.0% Yes [Thank and terminate]
100.0% No

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

24.5% 92081
33.8% 92083
41.7% 92084
0.0% Other [Thank and terminate]
0.0% DK/NA [Thank and terminate]

.....

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

1.0% Less than 1 year
14.8% 1 to 4 years
12.7% 5 to 9 years
14.5% 10 to 14 years
57.1% 15 years or more

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)?

28.3% Very satisfied
49.1% Somewhat satisfied
9.9% Somewhat dissatisfied
6.3% Very dissatisfied
6.5% DK/NA

With "DK/NA" responses factored out (n = 375)

30.2% Very satisfied
52.5% Somewhat satisfied
10.6% Somewhat dissatisfied
6.7% Very dissatisfied

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

24.1% Excellent
52.8% Good
19.9% Fair
2.3% Poor
0.7% Very poor
0.2% DK/NA

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

42.8% Getting better
13.5% Getting worse
40.6% Staying about the same
3.1% DK/NA

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)

With "DK/NA" responses factored out (n = 339)

19.6% Improve the quality of the roads and other infrastructure
11.1% Fix the traffic problems
8.8% Increase/ improve police services
8.1% Improve/expand trails, paths and walkways
6.8% Improve public schools (k-12)
6.5% Increase recreation opportunities
6.5% Stop building/ stop growth
5.2% Improve general appearance and cleanliness of City and downtown
3.4% Support business and jobs
2.2% Nothing needs improvement
1.9% Provide more affordable housing
1.6% Preserve more open space
1.6% Expand or improve access to education
1.2% Provide more homeless shelters
0.8% More public transportation
14.7% Other (Specify) ***

*** No single category over 1% ***

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

18.1% Very confident
50.8% Somewhat confident
14.9% Somewhat unconfident
8.2% Very unconfident
8.1% DK/NA

With "DK/NA" responses factored out (n = 368)

- 19.7% **Very confident**
- 55.3% **Somewhat confident**
- 16.2% **Somewhat unconfident**
- 8.9% **Very unconfident**

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

	<u>Extremely important</u>	<u>Important</u>	<u>Not too important</u>	(DON'T READ) DK/NA
A. Repair and maintain local streets and roads	68.8%	30.0%	1.1%	0.1%
B. Manage traffic congestion on City streets	54.0%	41.3%	4.0%	0.7%
C. Support a healthy business climate in Vista	52.0%	44.1%	2.6%	1.2%
D. Provide enough parks in and around your neighborhood	33.4%	50.1%	16.1%	0.4%
E. Provide high quality parks that offer the appropriate amenities and facilities	37.8%	50.6%	10.0%	1.6%
F. Plan and manage the building of homes and residences	34.9%	48.9%	13.9%	2.4%
G. Provide arts and cultural programs for residents and visitors	26.6%	55.0%	18.1%	0.3%
H. Provide recreation programs for the youth	52.7%	38.4%	7.7%	1.1%
I. Provide recreation programs for adults	25.4%	49.5%	23.6%	1.5%
J. Provide trails and paths for hiking and running	26.0%	52.9%	20.0%	1.1%
K. Provide local police services	62.9%	33.6%	3.2%	0.3%
L. Provide local fire protection services	68.3%	30.3%	1.2%	0.2%
M. Provide safe and convenient ways to get around by bicycle	33.5%	43.6%	20.2%	2.7%

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

	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Neither sat nor dissat</u>	<u>Somewhat dissat</u>	<u>Very dissat</u>	(DON'T READ) DK/NA
A. Repairing and maintaining local streets and roads	21.2%	38.6%	5.2%	18.6%	15.7%	0.8%
B. Managing traffic congestion on City streets	12.8%	40.2%	7.8%	24.6%	13.4%	1.2%
C. Supporting a healthy business climate in Vista	22.9%	46.9%	10.1%	10.0%	5.4%	4.7%
D. Providing enough parks in and around your neighborhood	26.0%	44.4%	10.3%	9.8%	7.2%	2.2%
E. Providing high quality parks that offer the appropriate amenities and facilities	24.8%	47.3%	11.1%	11.3%	3.2%	2.3%
F. Planning and managing the building of homes and residences	20.5%	41.1%	12.6%	13.4%	8.6%	3.8%
G. Providing arts and cultural programs for residents and visitors	23.3%	45.5%	14.8%	8.2%	2.9%	5.2%
H. Providing recreation programs for the youth	23.9%	38.0%	14.0%	10.9%	4.5%	8.7%
I. Providing recreation programs for adults	18.4%	40.6%	21.6%	9.6%	3.8%	6.0%
J. Providing trails and paths for hiking and running	18.4%	44.8%	14.9%	10.6%	7.9%	3.4%
K. Providing local police services	39.0%	42.5%	4.9%	6.7%	4.9%	2.0%
L. Providing local fire protection services	49.2%	41.5%	4.3%	1.4%	1.0%	2.6%
M. Providing safe and convenient ways to get around by bicycle	19.5%	37.0%	14.2%	16.6%	7.1%	5.6%

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

9. How often are you using the following sources of information when you want to find out about what is happening in your neighborhood or the larger community? (Regularly = once a week or more, Sometimes = once or a few times a month, Seldom = less than once a month on average)

RANDOMIZE

	<u>Regularly</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	(DON'T READ) DK/NA
A. City of Vista website	14.5%	20.6%	16.0%	47.3%	1.6%
B. Local newspapers or periodicals, such as Vista Press or Coast News	15.3%	22.2%	16.3%	44.0%	2.4%
C. Social media such as Facebook, Twitter, or Youtube	26.3%	25.3%	12.1%	35.2%	1.1%
D. Regional newspapers or periodicals, such as SD Union Tribune or LA Times	19.1%	21.9%	16.7%	40.6%	1.7%
E. Flyers, posters and banners at city buildings and around town	18.8%	31.5%	17.5%	30.1%	2.0%

[IF Q9A= "Regularly", "Sometimes", or "Seldom" ASK Q10 OTHERWISE SKIP]

10. How would you rate Vista's website – www.cityofvista.com? (n = 205)

- 15.2% Excellent**
- 46.7% Good**
- 25.0% Fair**
- 2.7% Poor**
- 10.2% DK/NA**

With "DK/NA" responses factored out (n = 184)

- 16.9% Excellent**
- 52.1% Good**
- 27.9% Fair**
- 3.0% Poor**

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.

11. How often do you visit Vista's downtown, in a typical month?

- 56.0%** Regularly, at least once a week
- 35.4%** Sometimes, once or a few times a month
- 2.0%** Seldom, less than once a month on average
- 5.6%** Never
- 1.1%** DK/NA

12. How would you rate your experience while visiting Vista's downtown? (n = 374)

- 28.8%** Excellent
- 46.3%** Good
- 18.1%** Fair
- 3.8%** Poor
- 1.4%** Very poor
- 1.8%** DK/NA

.....

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

- 42.8%** Rent
- 52.9%** Own
- 4.3%** (Don't read) DK/NA

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

- 62.9%** Single family detached home
- 17.4%** Apartment
- 9.6%** Condominium or Town Home
- 5.0%** Mobile home
- 5.0%** (Don't read) DK/NA

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

46.1% None
22.5% One
16.4% Two
11.1% Three or more
4.0% DK/NA

S. Age:

23.8% 18 to 29 years old
40.2% 30 to 49 years old
14.7% 50 to 59 years old
15.5% 60 years or older
5.7% DK/NA

T. What ethnic group do you consider yourself a part of or feel closest to?

46.7% White or Caucasian
40.5% Hispanic or Latino
0.8% Asian
1.6% African American or Black
3.2% Other
7.3% DK/NA

U. 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.

14.7% Below \$25,000
25.4% \$25,000 to \$50,000
25.7% \$50,001 to \$100,000
12.4% \$100,001 to \$200,000
2.7% More than \$200,000
19.0% DK/NA

V. Gender:

50.8% Male
49.2% Female