

City of Glendale Survey of Residents



David Binder Research

Methodology

- Respondents: 500 residents of Glendale, selected at random, through a random digit dialing phone survey.
- Interview Dates: May 12th to 16th, 2006
- Margin of error: 4.4%

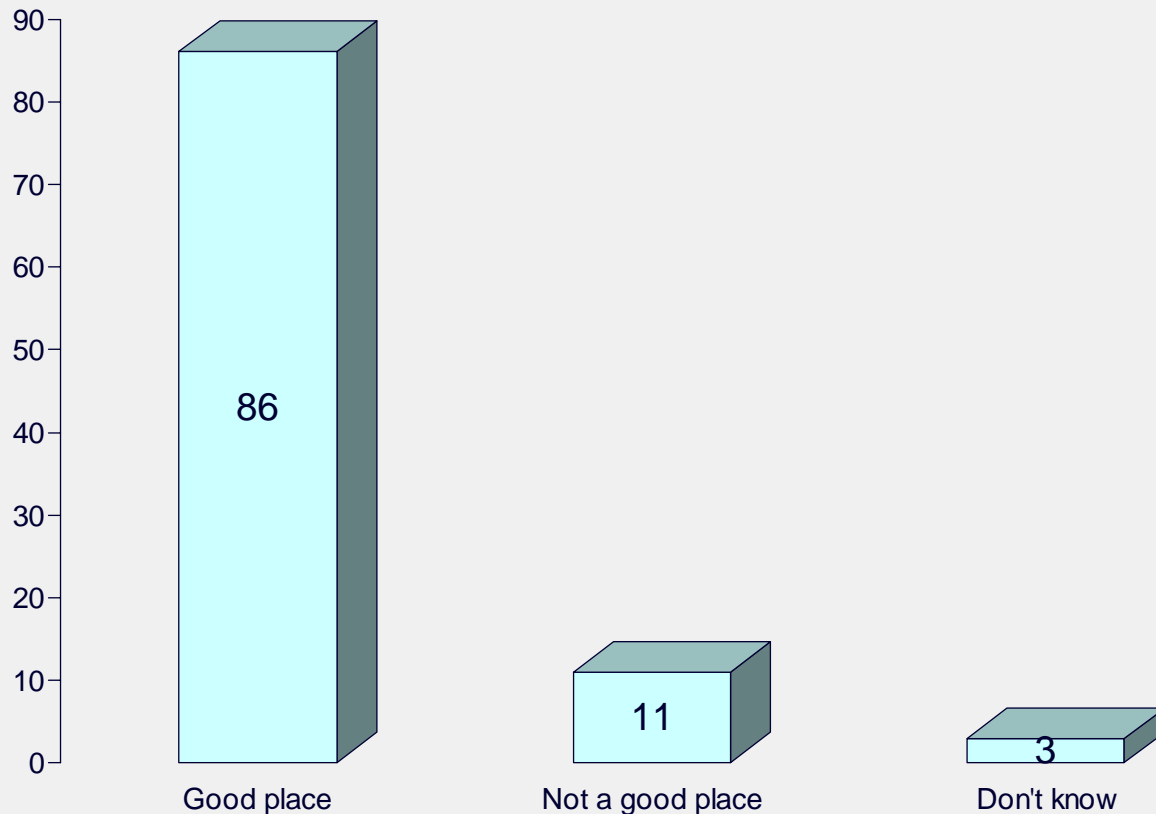
Overview

- Basic View of Glendale: Very positive view of City with high satisfaction levels towards city services
- Most important services: Similar to other cities in California, transportation & mobility, as well as housing, are the top issues of concern for residents of Glendale
- Services to improve: Traffic, parking and a long-term regional transportation plan
- Revenue generating measures: New building permit fees popular; New annual property taxes are supported at lower levels, or opposed by a majority, depending on the use of the new revenues

Basic View of Glendale

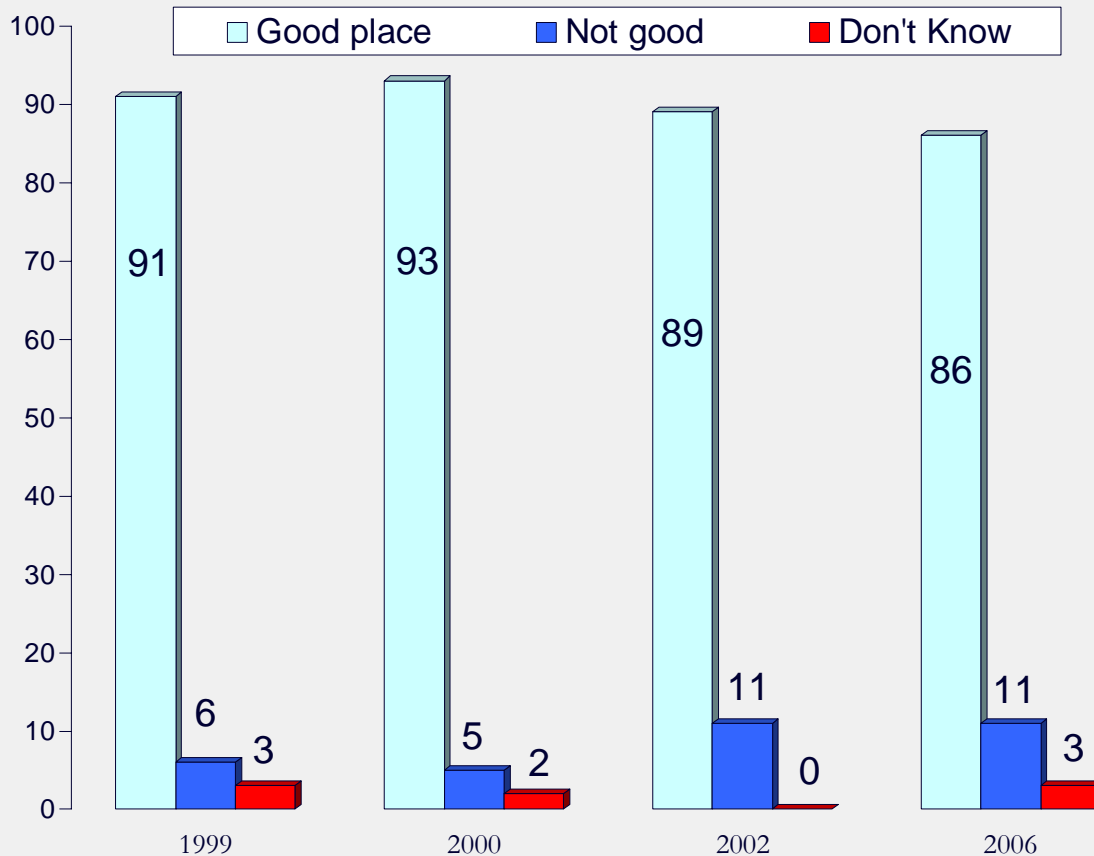
Residents think positively of living in Glendale

A very high 86% of residents think Glendale is a good place to live, led by Latinos (94%), Armenians (91%) and younger residents (91%).



Compared to other cities, do you think Glendale is a good place to live or not such a good place to live?

Glendale is consistently considered a good place to live



The percentage of residents that say Glendale is a good place to live has fallen slightly over the years. However, currently, Californians in general are more pessimistic, providing one explanation for the lower percentage in 2006.

** David Binder Research has conducted numerous surveys for the City of Glendale over the years. When possible, the answers from comparable questions are presented across years.*

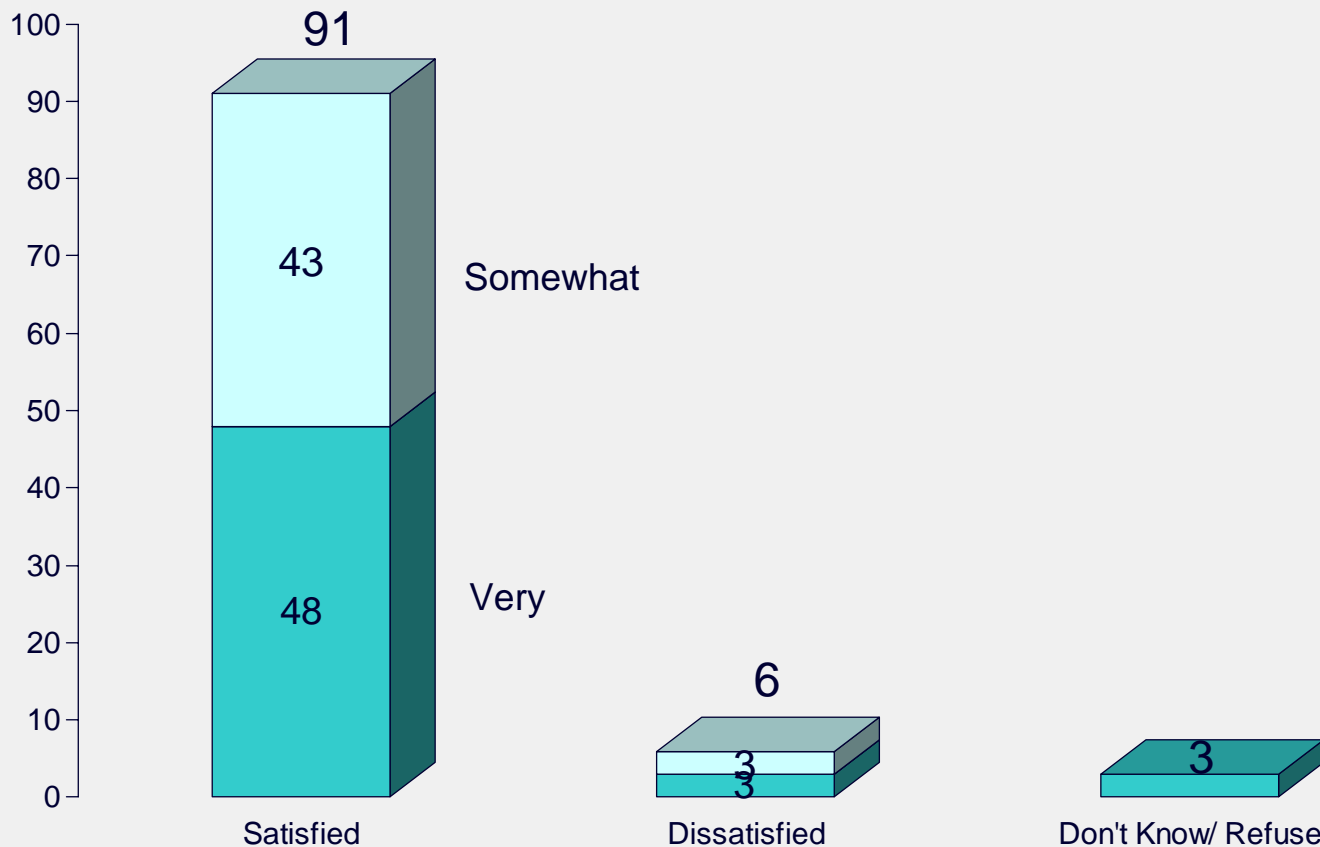
There is a mixture of high-use and low-use residents



The City of Glendale provides services to its residents, such as recreational programs, libraries, the police or fire department, trash pick-up, job training, and local mass transit options, such as the Glendale Beeline. How often do you request services from Glendale – daily, weekly, monthly, annually, or never?

Satisfaction with services extremely high

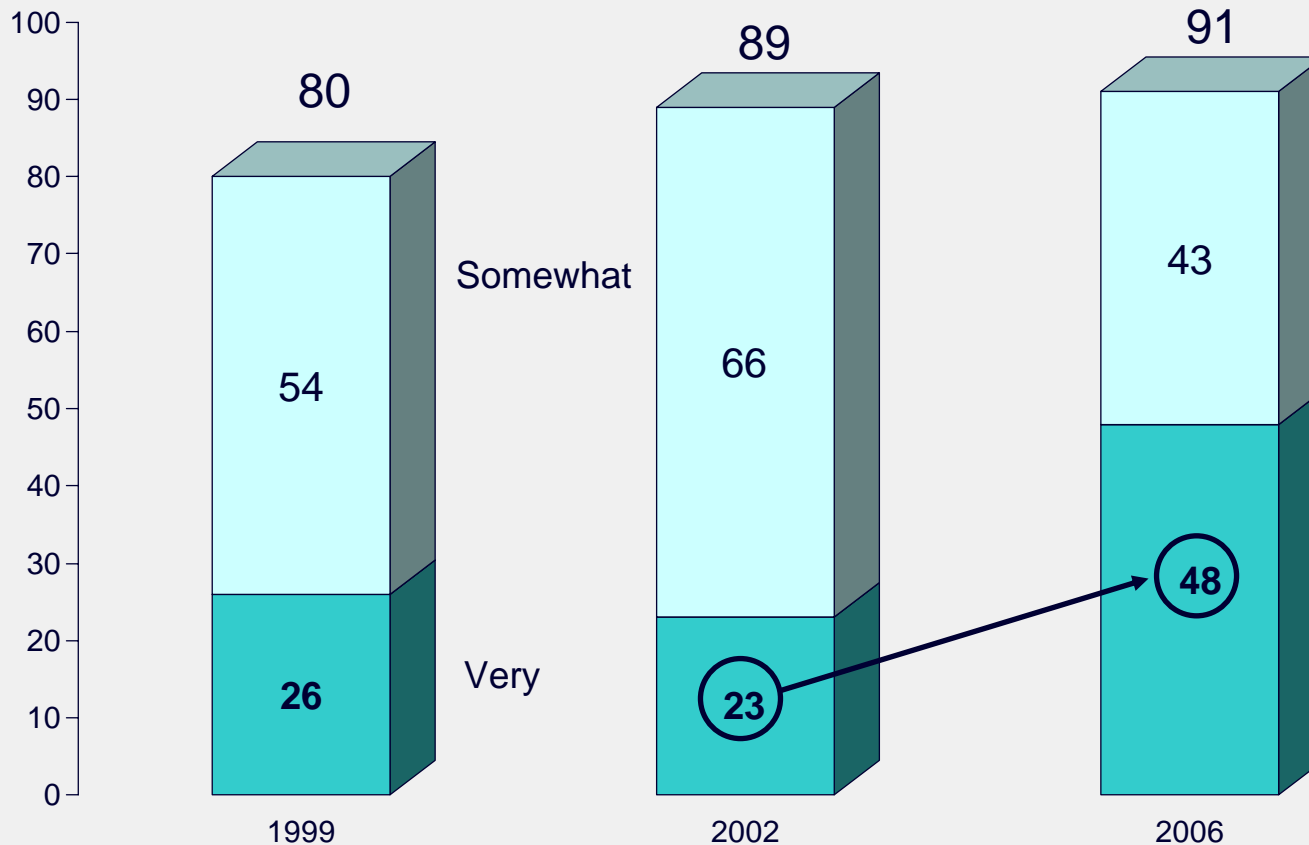
Over nine in ten (91%) residents are satisfied with city services, with nearly half (48%) saying they are very satisfied.



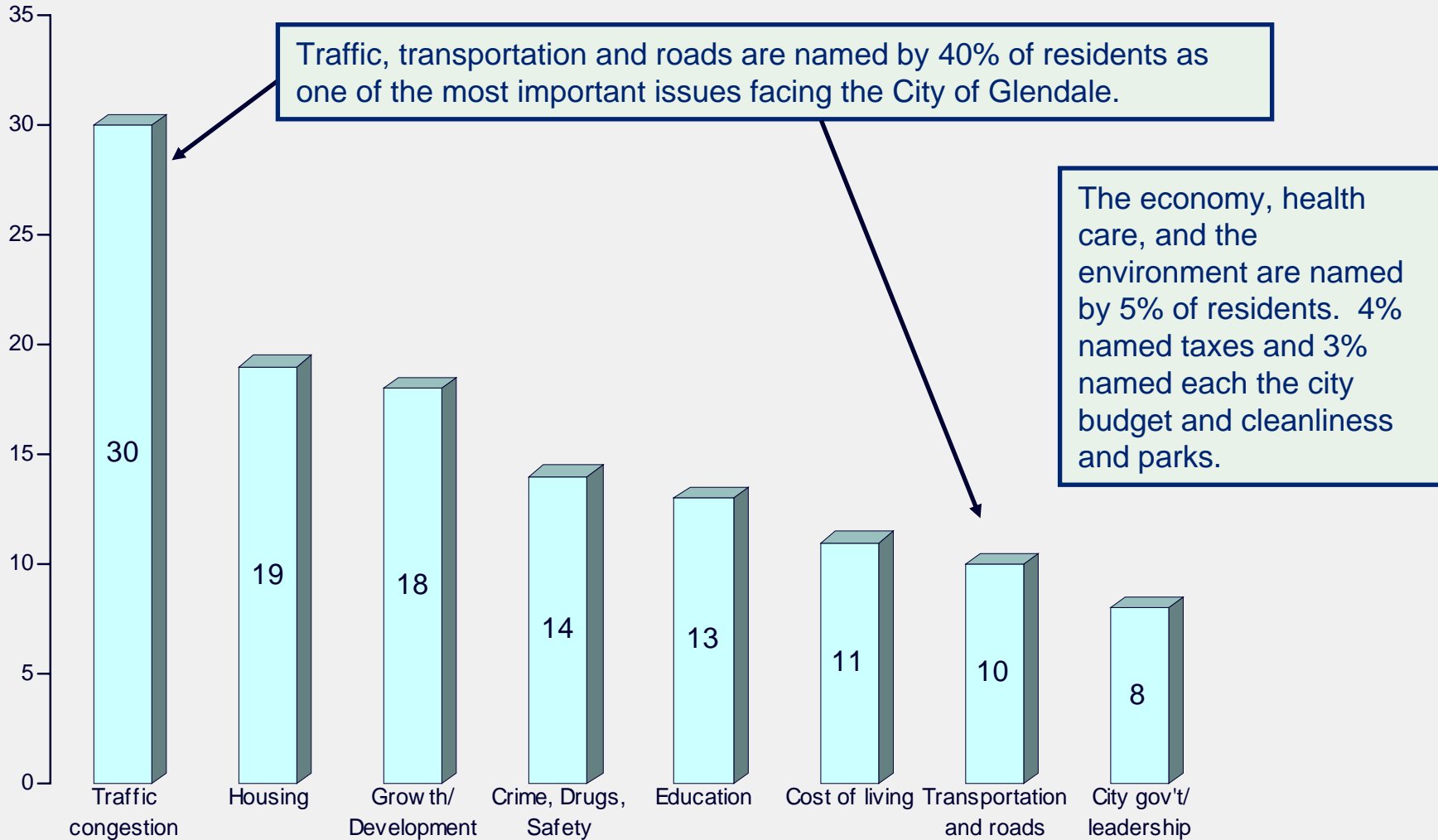
Just in general, how satisfied are you with the services provided by Glendale – very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

Satisfaction with city services has increased

Those very satisfied has increased dramatically, from about one-quarter (23%) in 2002 to nearly half (48%) in 2006 that say they are very satisfied with city services.



Most Important Issues Facing Glendale Residents

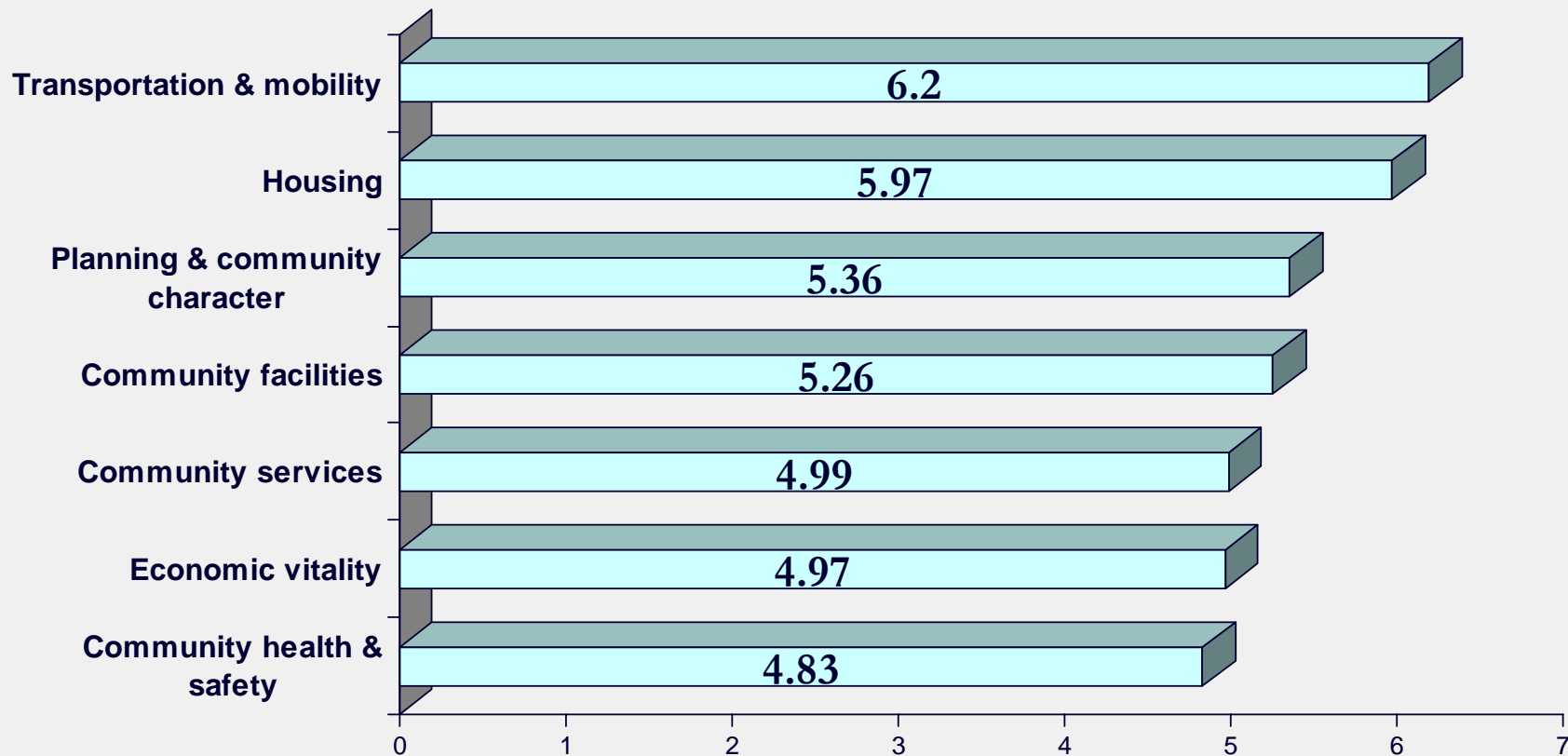


What do think is the most important issue facing Glendale today?

Services to Improve

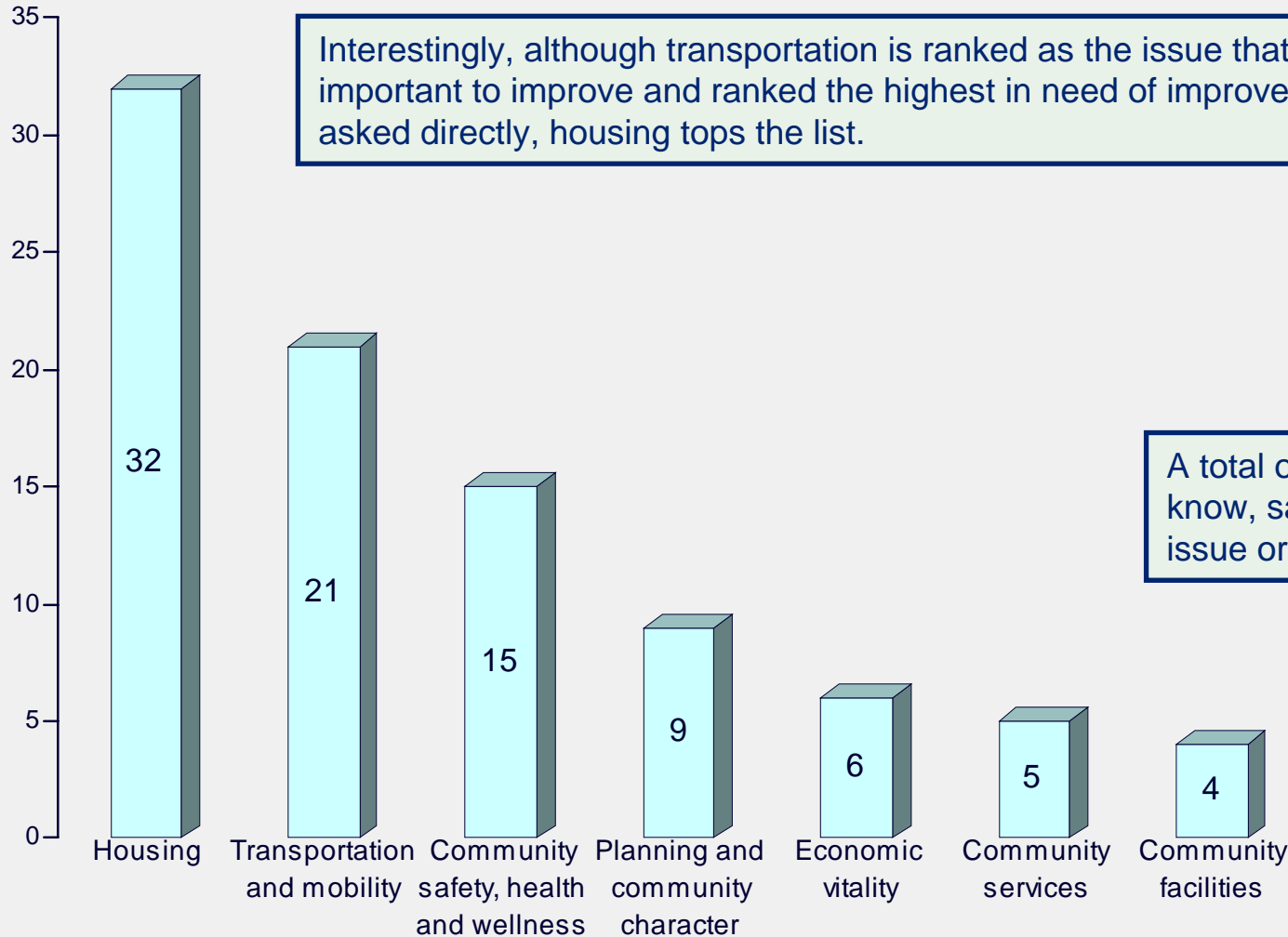
Transportation named top category needing improvement

Consistent with what was considered the most important issues, transportation and housing are again the top two on categories needing the most improvement. 18% of residents give a '10' transportation and mobility, meaning it needs a lot of improvement. 17% give a '10' to housing issues, including the variety and affordability of housing .



For each I read, please rate how important it is to you that the City make improvements in that category. Use a scale of zero to ten, where zero means the category does not need improvement, and ten means the category needs a lot of improvement.

Most Important Issue to Improve

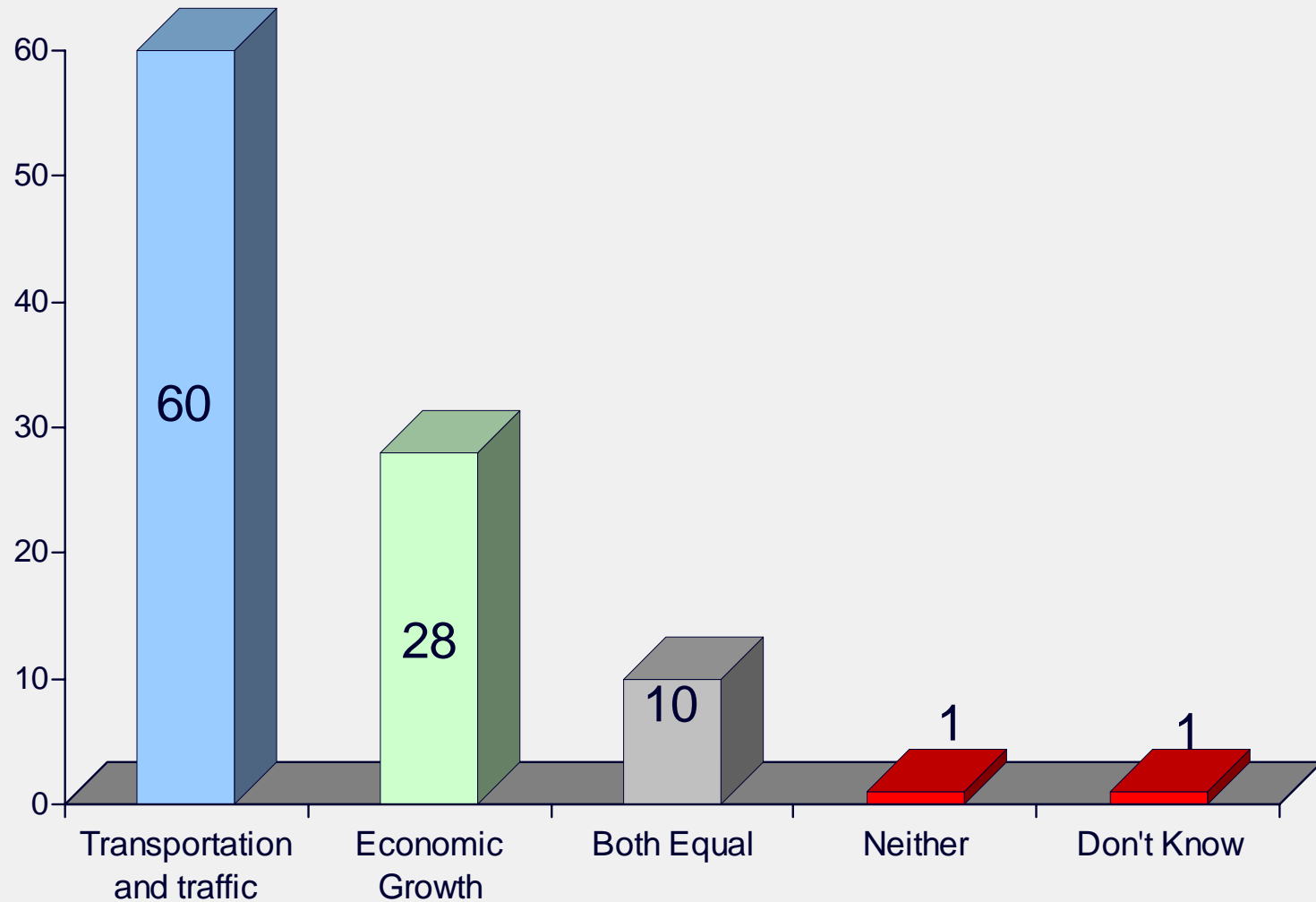


Interestingly, although transportation is ranked as the issue that is most important to improve and ranked the highest in need of improvement, when asked directly, housing tops the list.

A total of 8% did not know, said a different issue or refused.

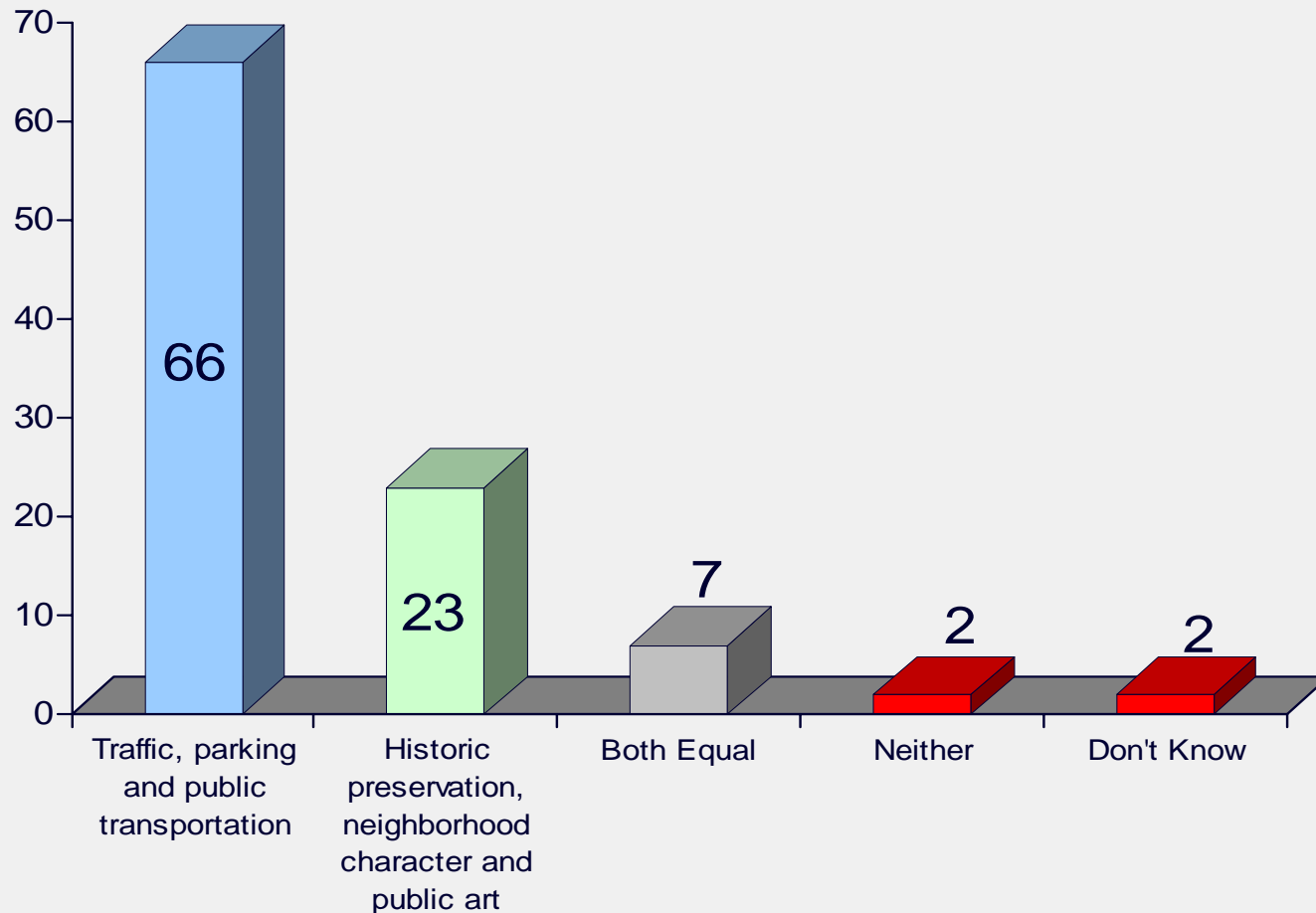
And which one of the services is MOST important for Glendale to improve?

Transportation needs more improvement than economic growth



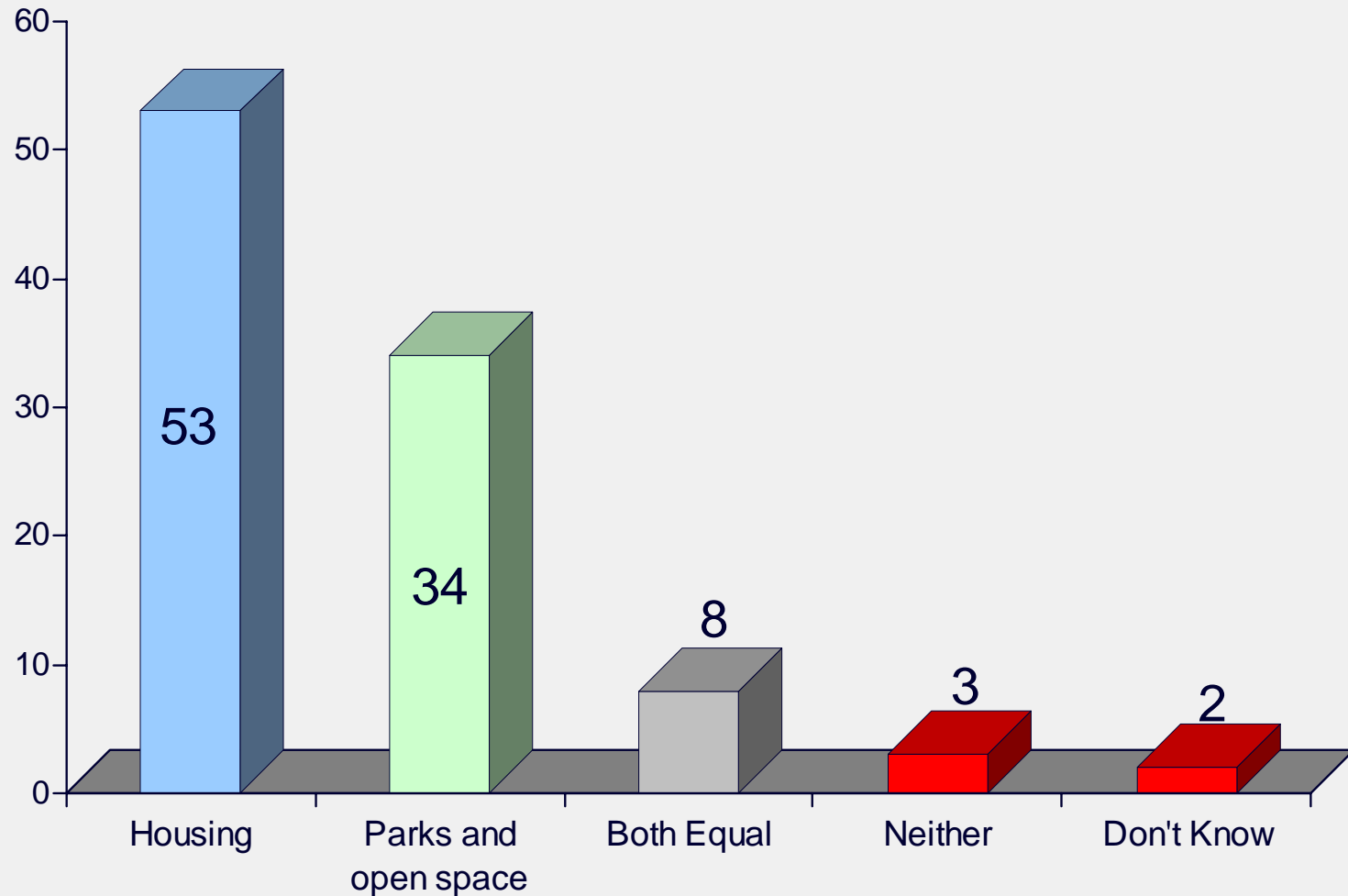
And if you had to choose, which one of these two areas needs the most improvement...

Nearly three times as many residents consider traffic a more important need to address than historic preservation



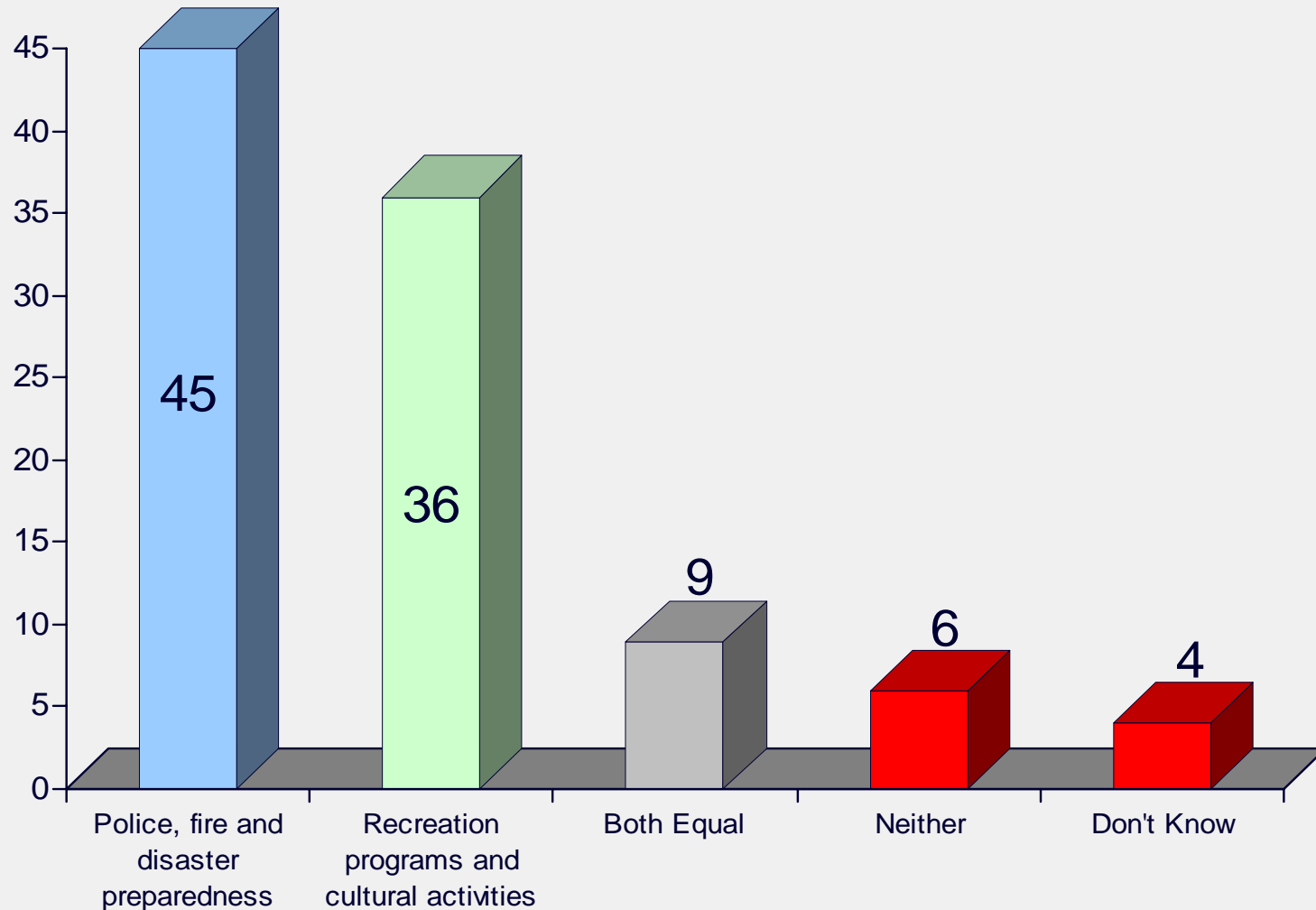
And if you had to choose, which one of these two areas needs the most improvement...

More residents want to improve housing over parks & open space



And if you had to choose, which one of these two areas needs the most improvement...

Emergency preparedness picked over recreational programs

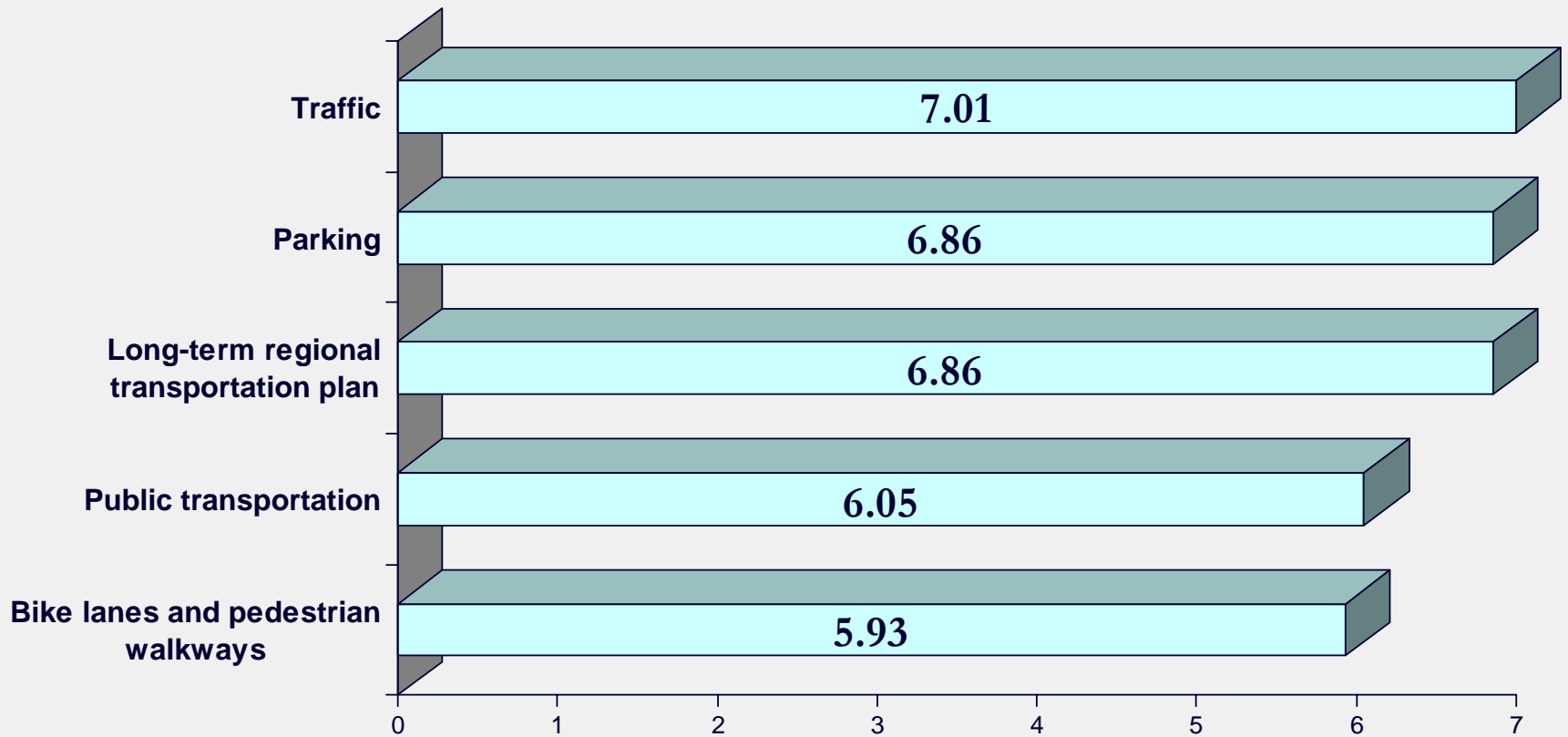


And if you had to choose, which one of these two areas needs the most improvement...

Importance of Services

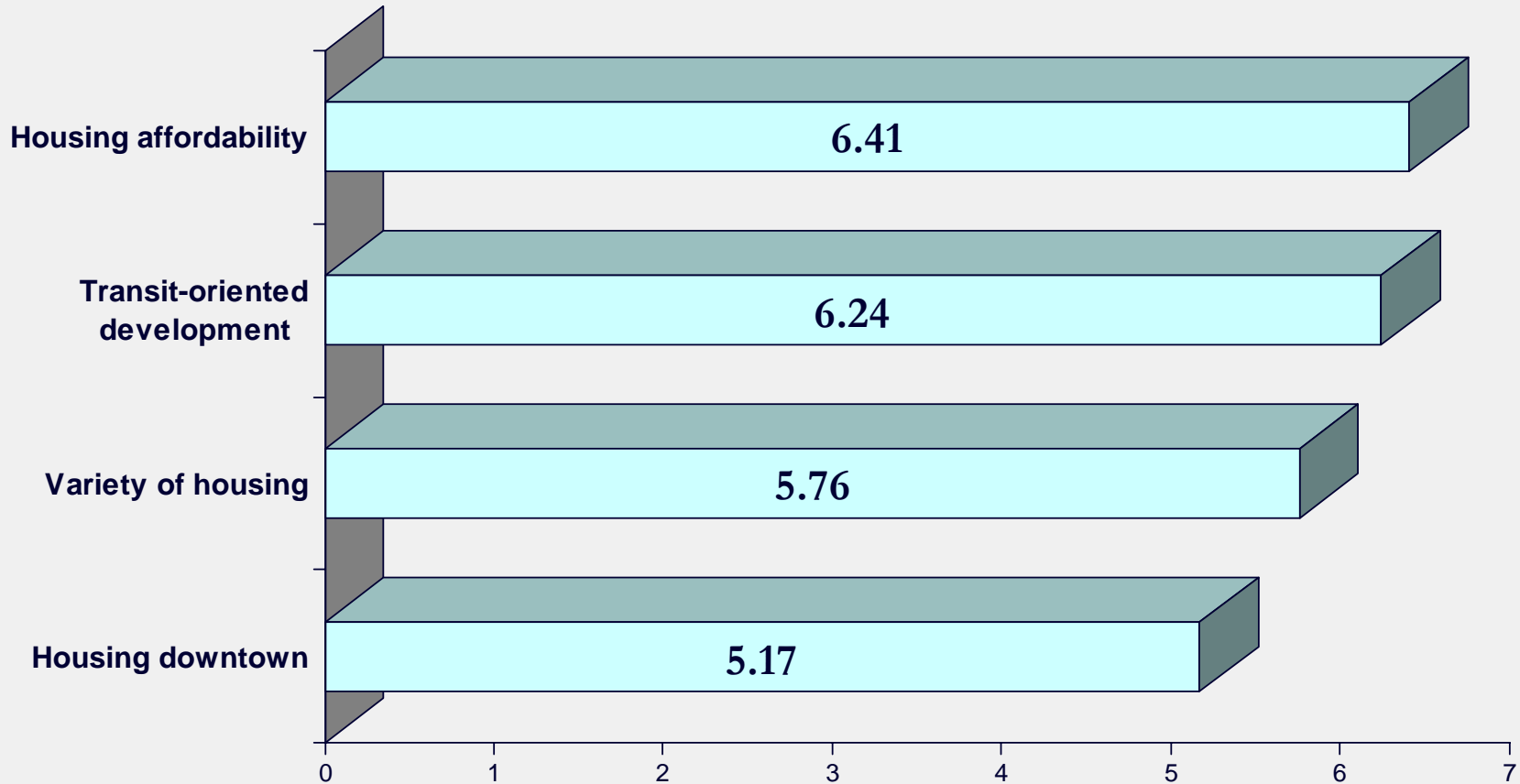
Transportation and mobility: Traffic top issue

Traffic is top issue overall; more than any issue in any service category.



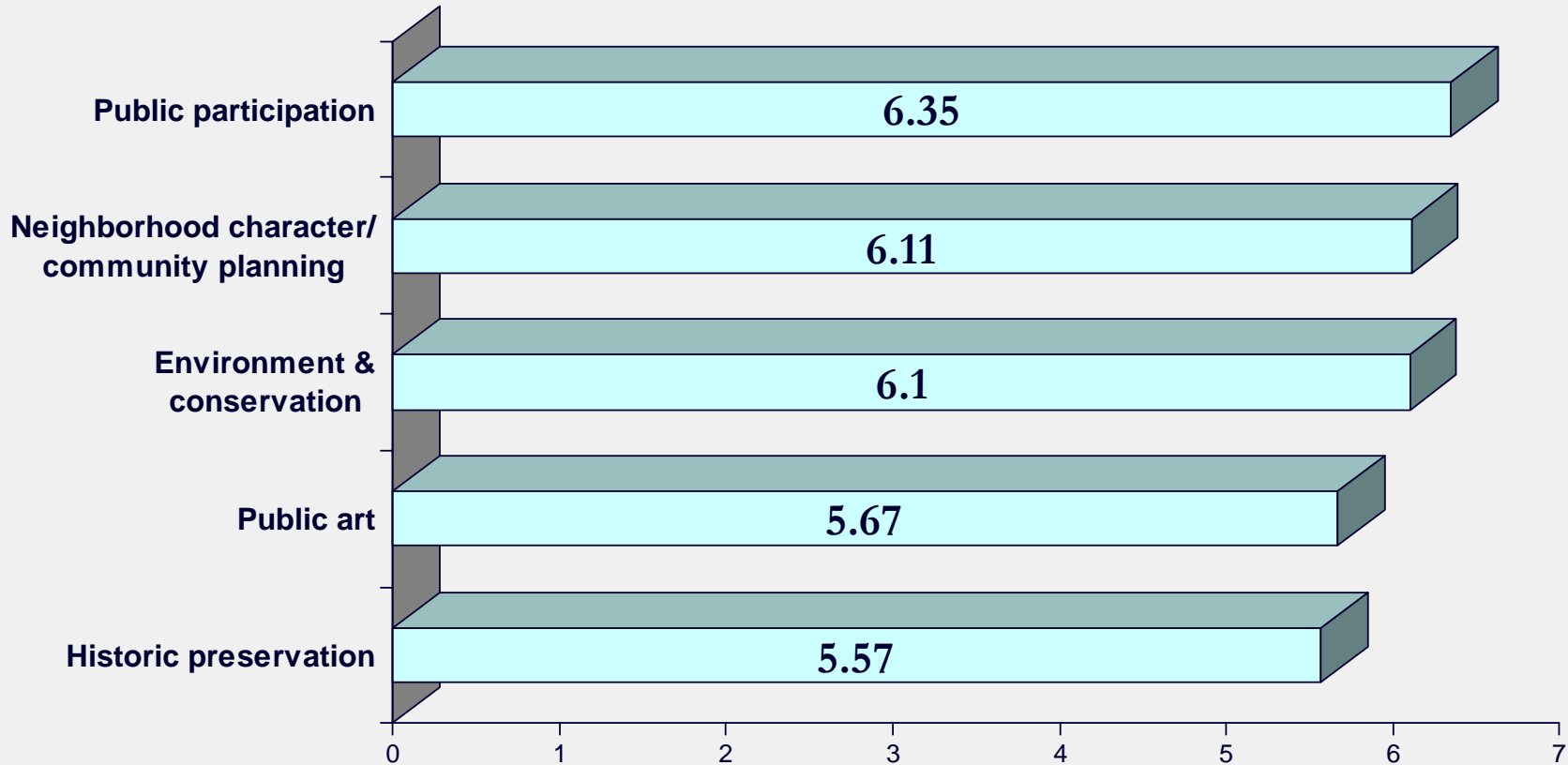
Housing: Affordability tops list

The importance of affordability is the top concern in relation to housing, which was named by 32% of residents as the most important issue facing Glendale. Transit-oriented development, described as the development of high density projects around major roadways and mass transit routes to help reduce automobile traffic, also ranked very high.



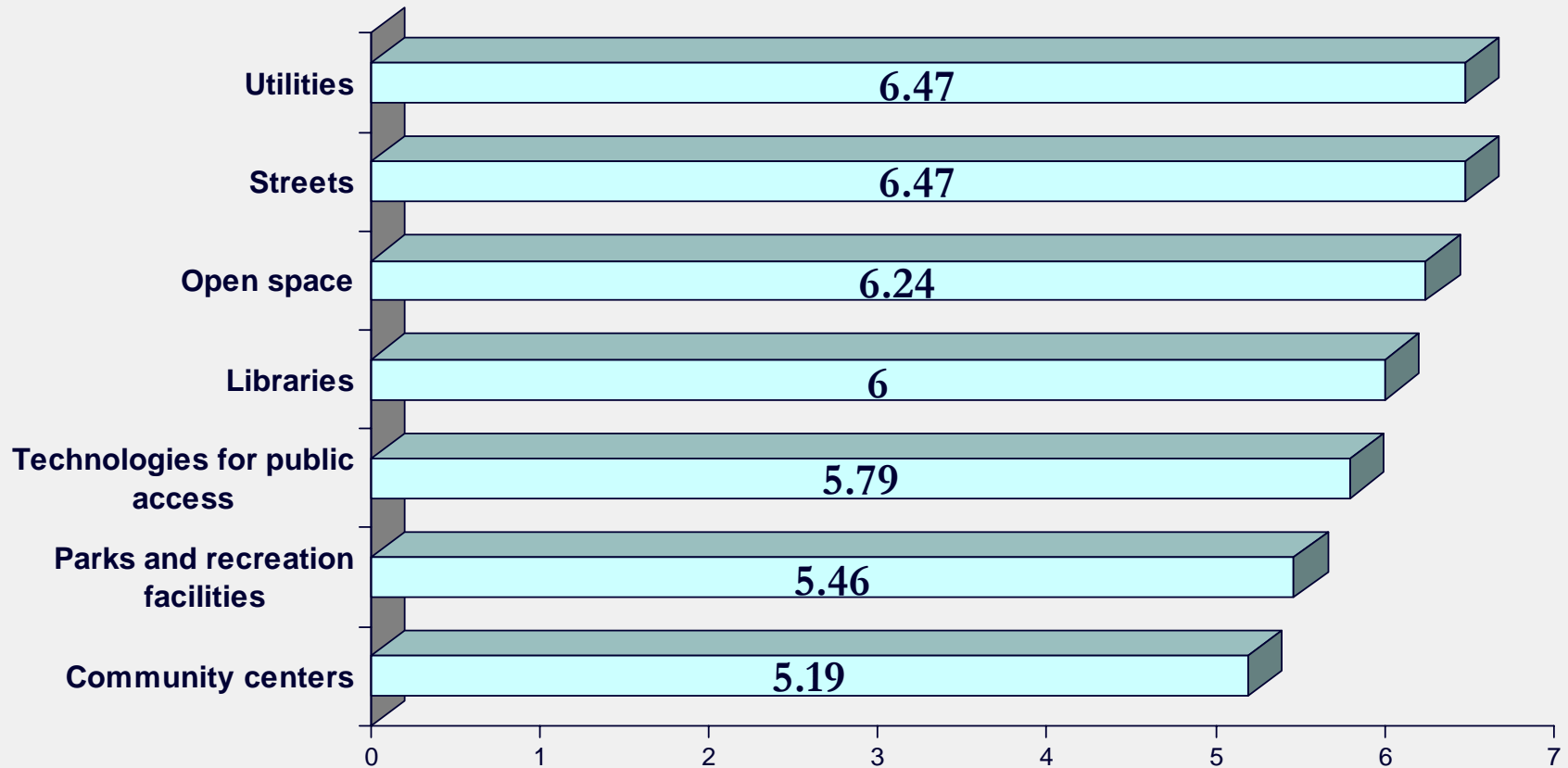
Planning & community character: Meaningful public participation

That meaningful opportunities for the public to participate and provide feedback to City elected officials and staff are provided is considered most important issue about planning and community character.



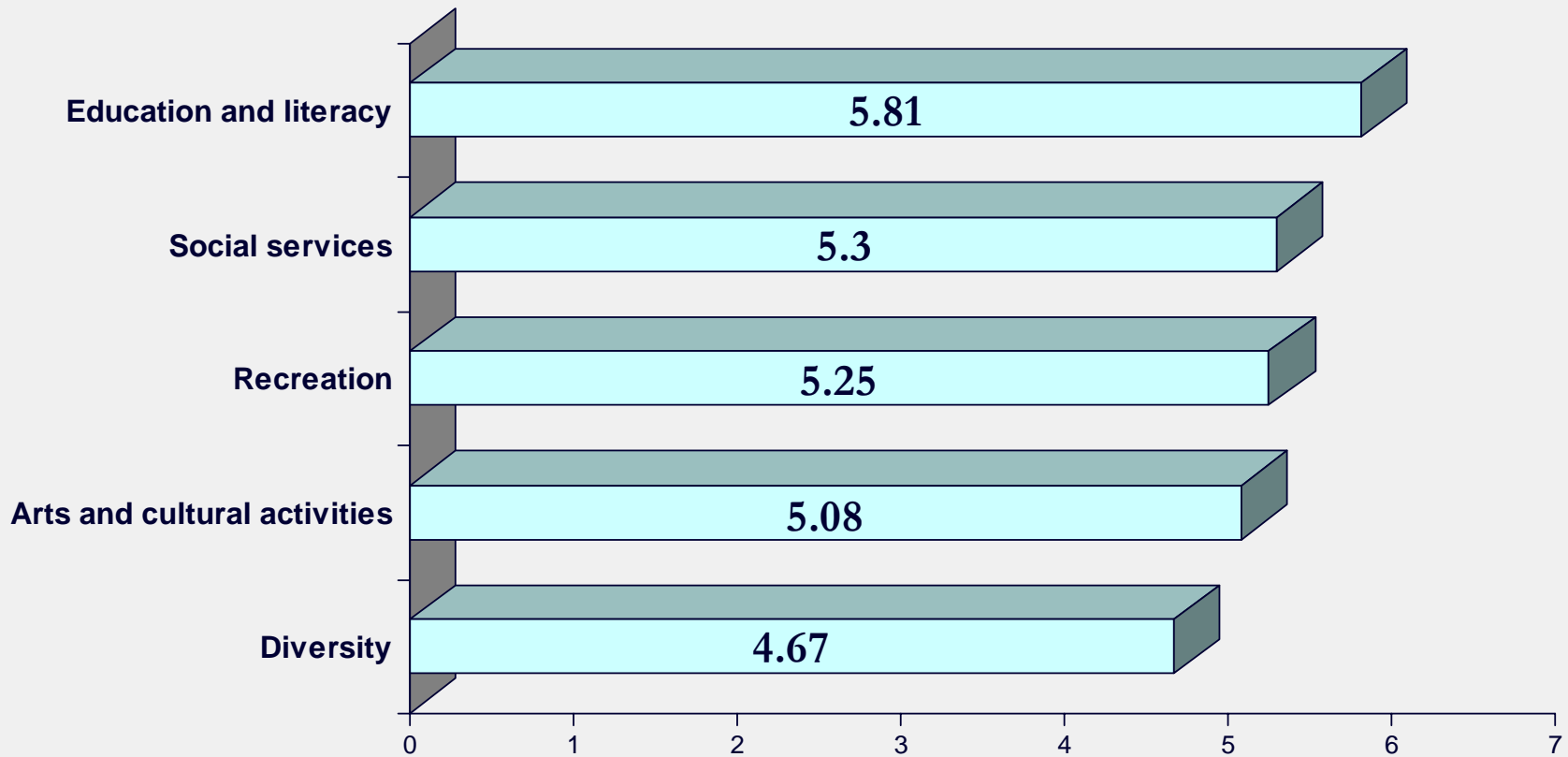
Community facilities: Utilities and streets

Residents are most concerned with utilities and streets. Utilities were described as providing residents and businesses with reasonably priced and reliable water and power supplies as well as refuse collection services. Streets were described as constructing, maintaining and repairing the city's roadways.



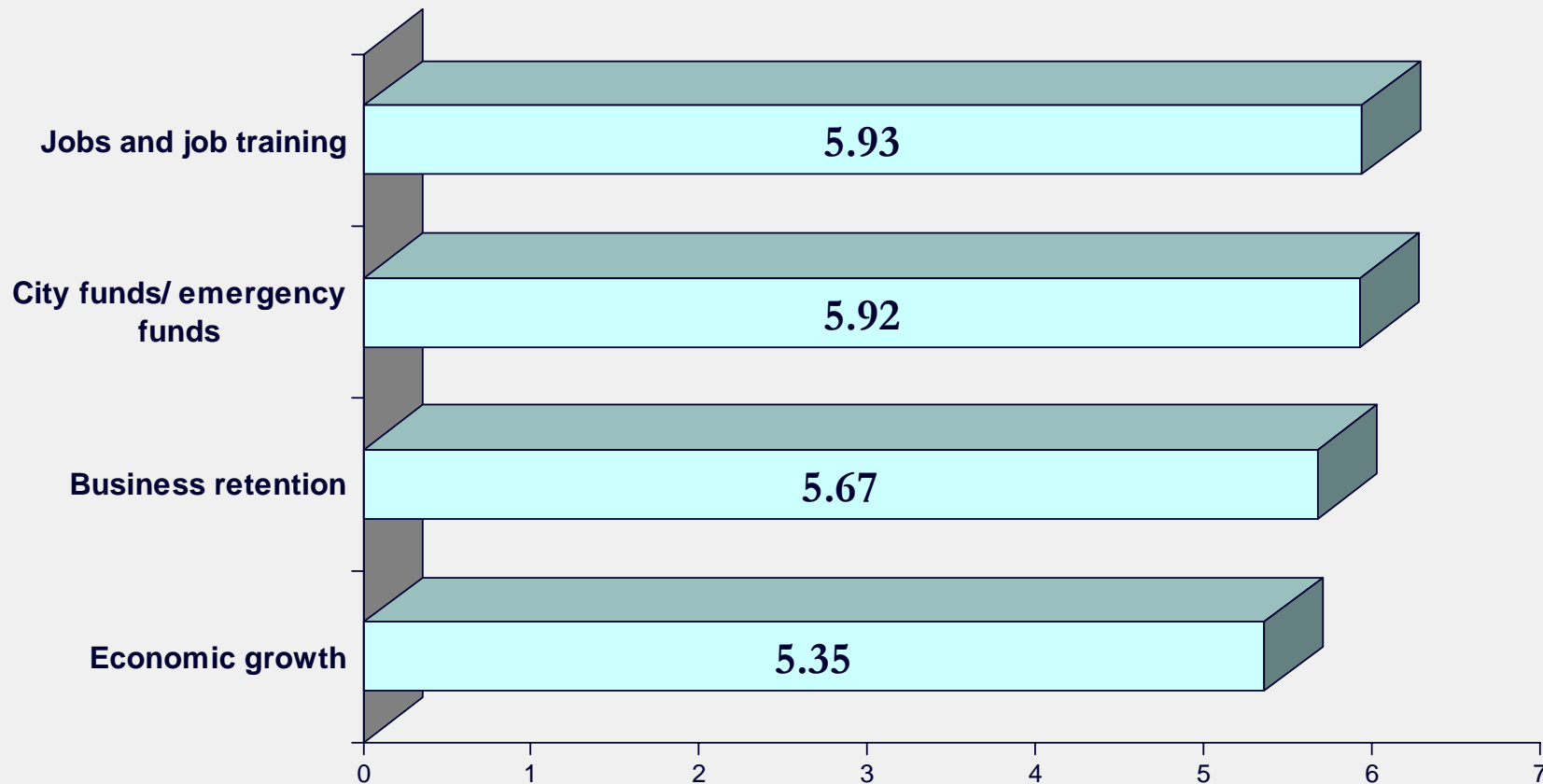
Community services: Lifetime education and literacy programs most important community service

Of lower concern than other issues, community services concerns are led by education and literacy, described as providing library books, educational materials, reading and literacy programs and life-long learning opportunities.



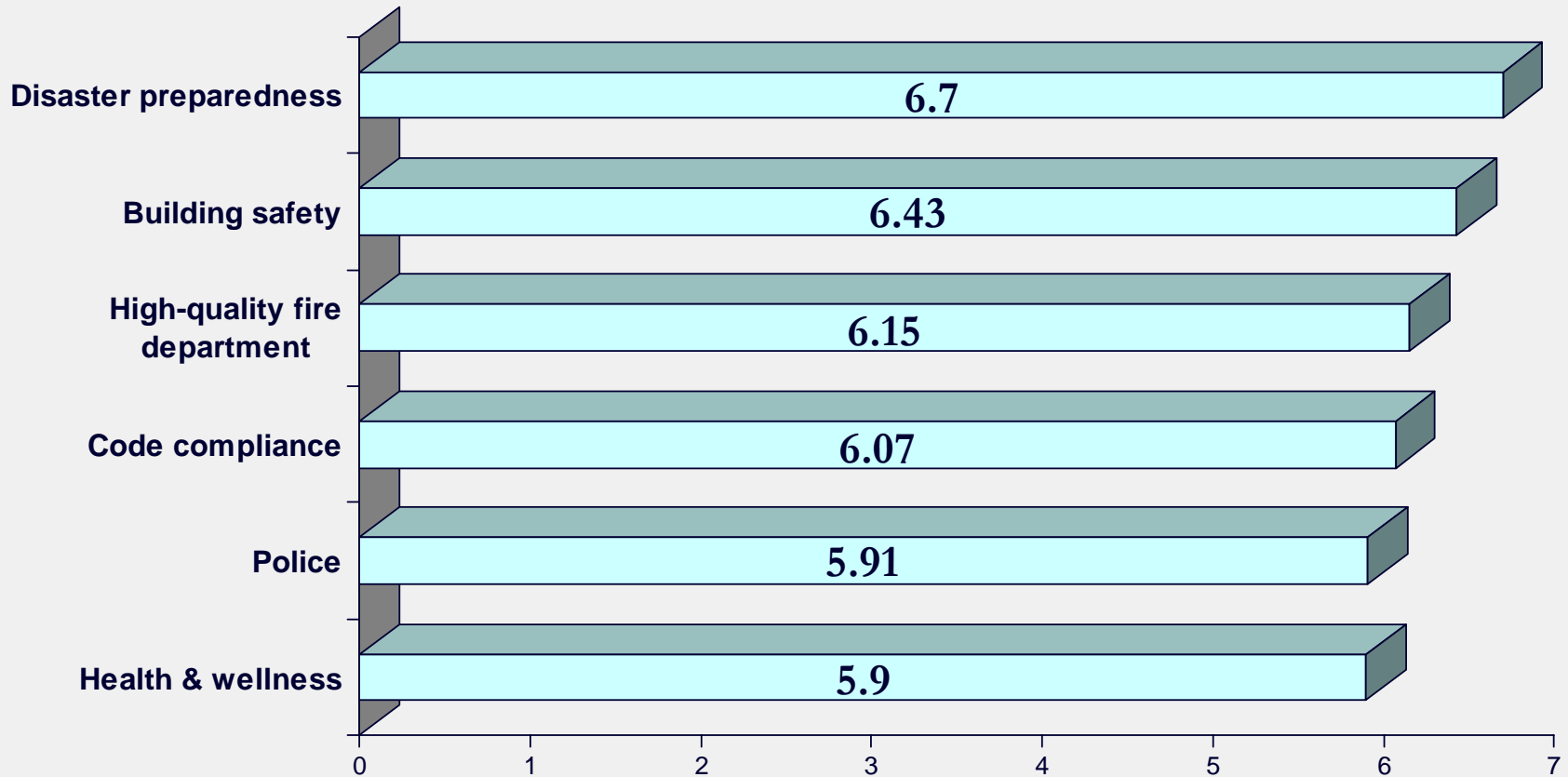
Economic vitality: Job training and maintaining reserve funding both important

Providing job-seekers with skill development programs and helping employers find employees with desired skill sets and work experience is considered an important service to improve. This is considered as important to improve as maintaining satisfactory levels of reserve funding and placing funds in interest earning savings account to be used for unplanned needs or emergencies.



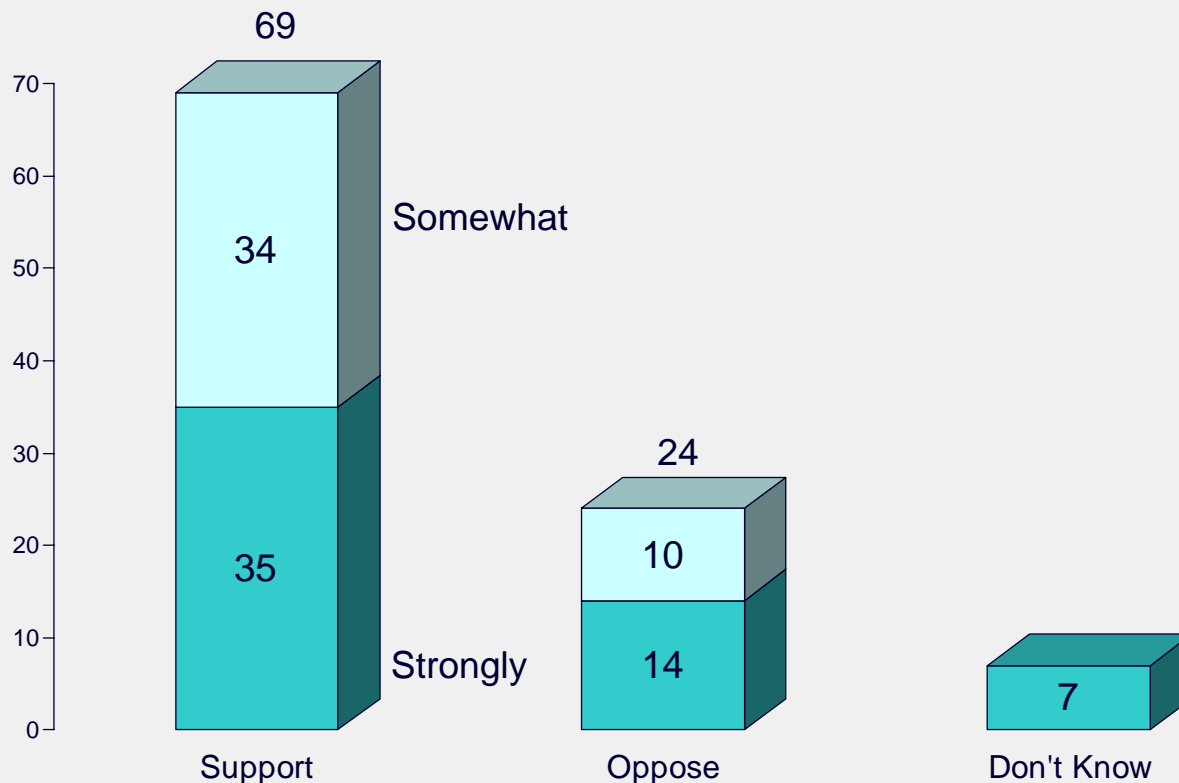
Community health & safety: Disaster preparedness a focus

Disaster preparedness, the ability to provide programs and services to respond to in natural disasters or terrorist attacks, is ranked a '10' by 27% of residents.



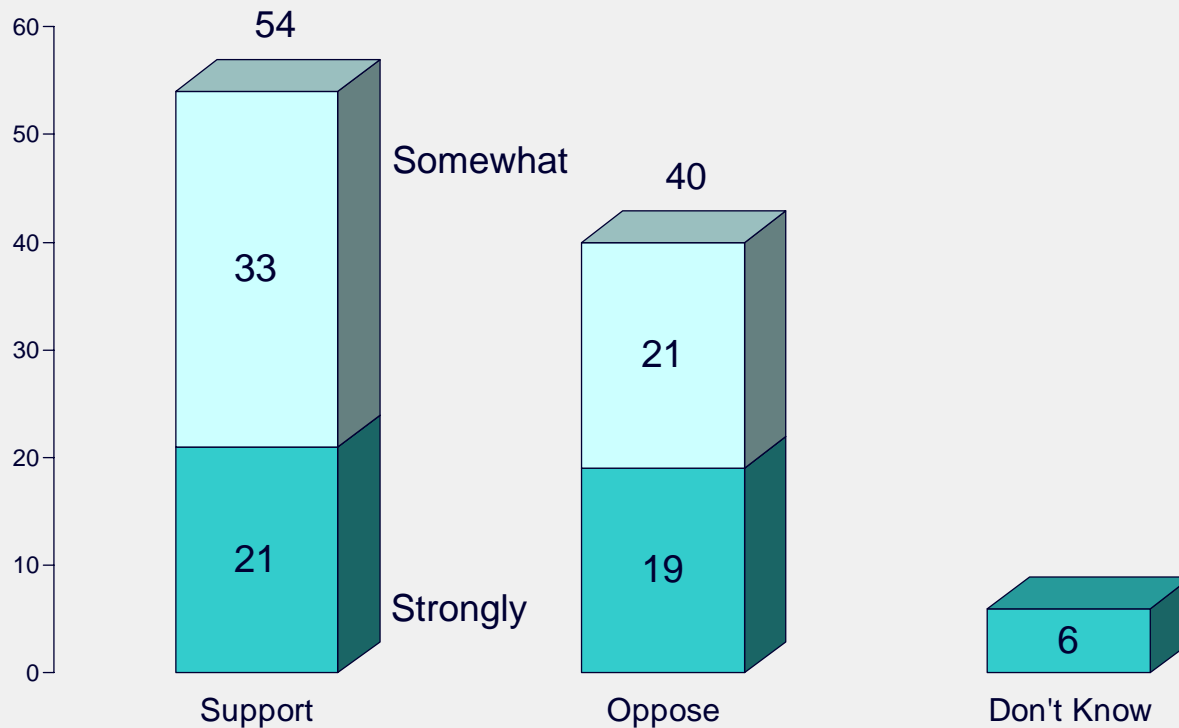
Revenue Generating Measures

Of revenue generating measures, highest support for new building permit fees



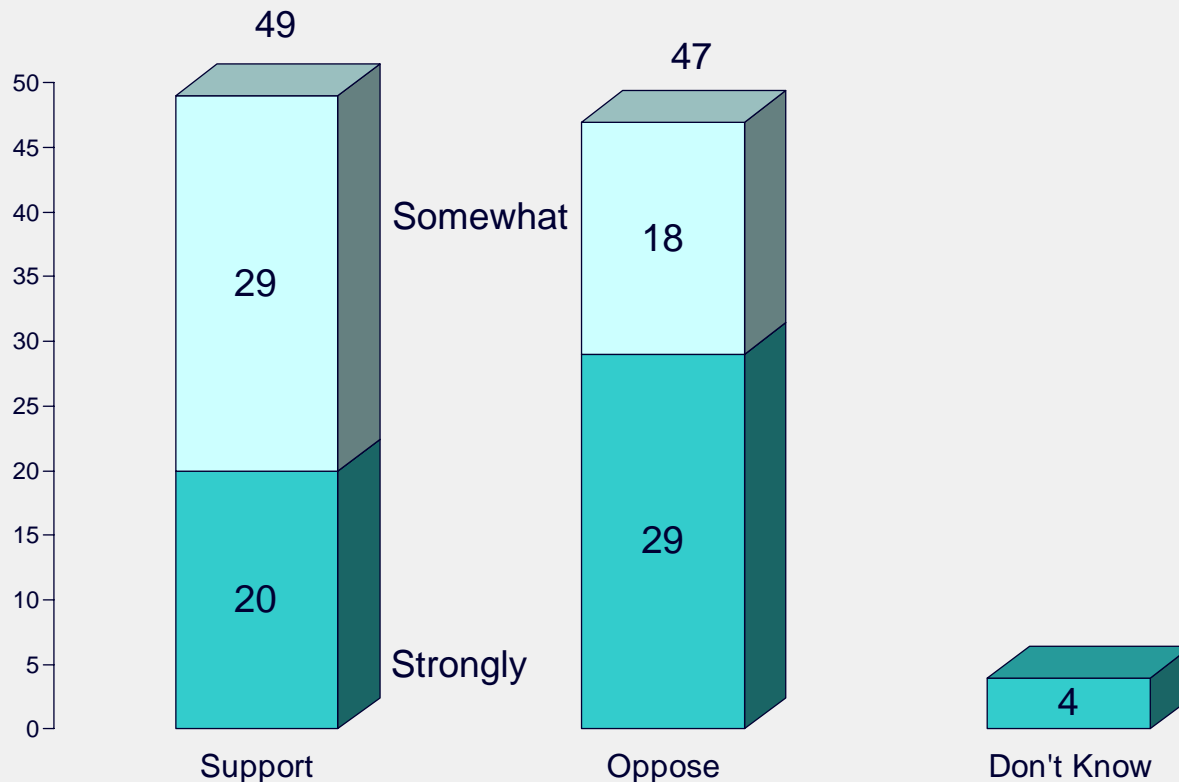
Assess a fee for any new development or significant modification associated with the building permit process to support traffic improvements or park improvements.

Majority support for a new business license tax



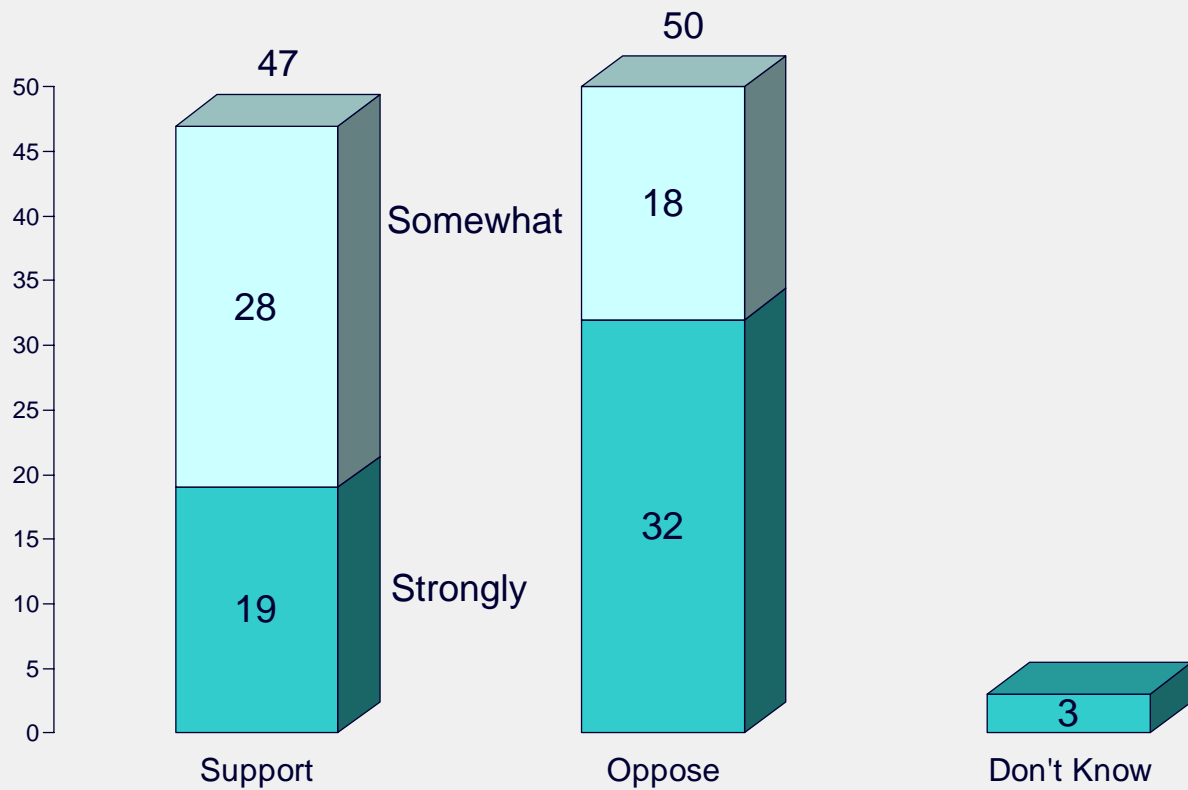
Establishing a new business license tax that would be paid by businesses operating in Glendale.

Almost even division on collecting additional annual property taxes to benefit fire stations and paramedics



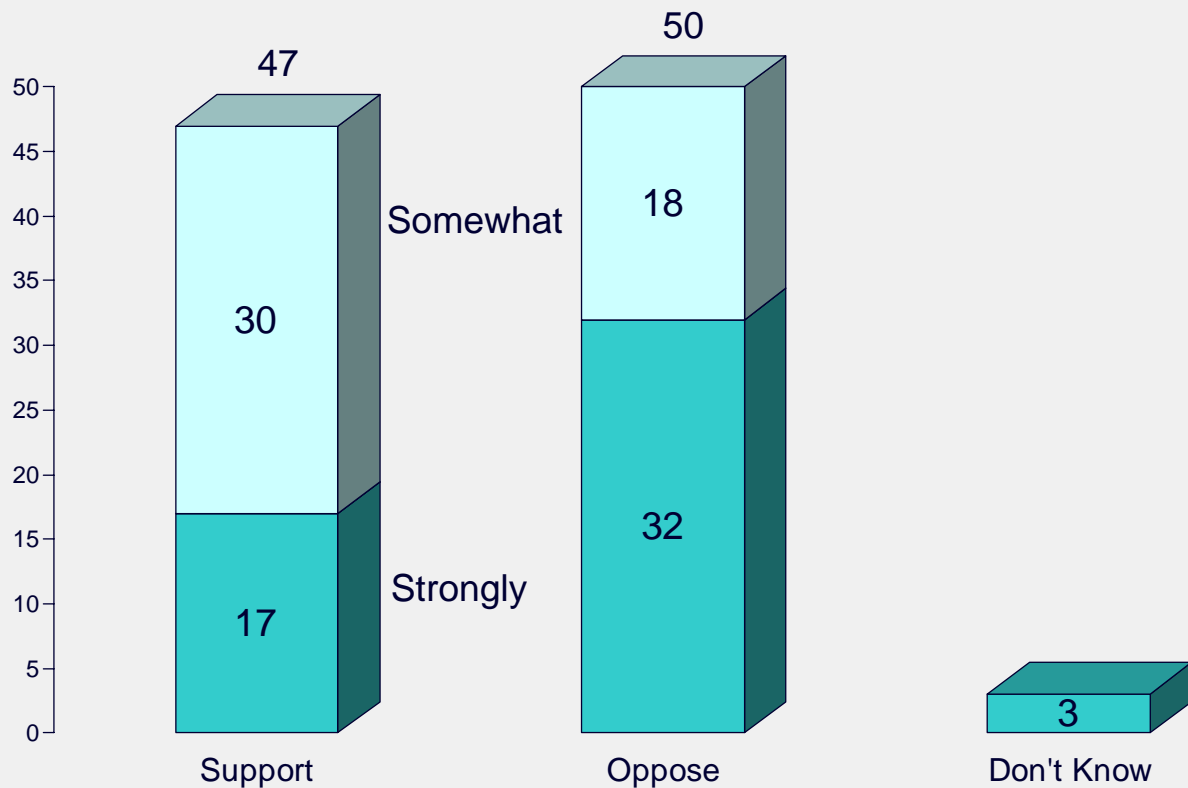
Collect additional fees on the annual property tax averaging fifty dollars per household to support a bond issue for replacing fire stations and fire paramedics.

Slight opposition to collecting additional property tax to support a bond issue for upgrading libraries



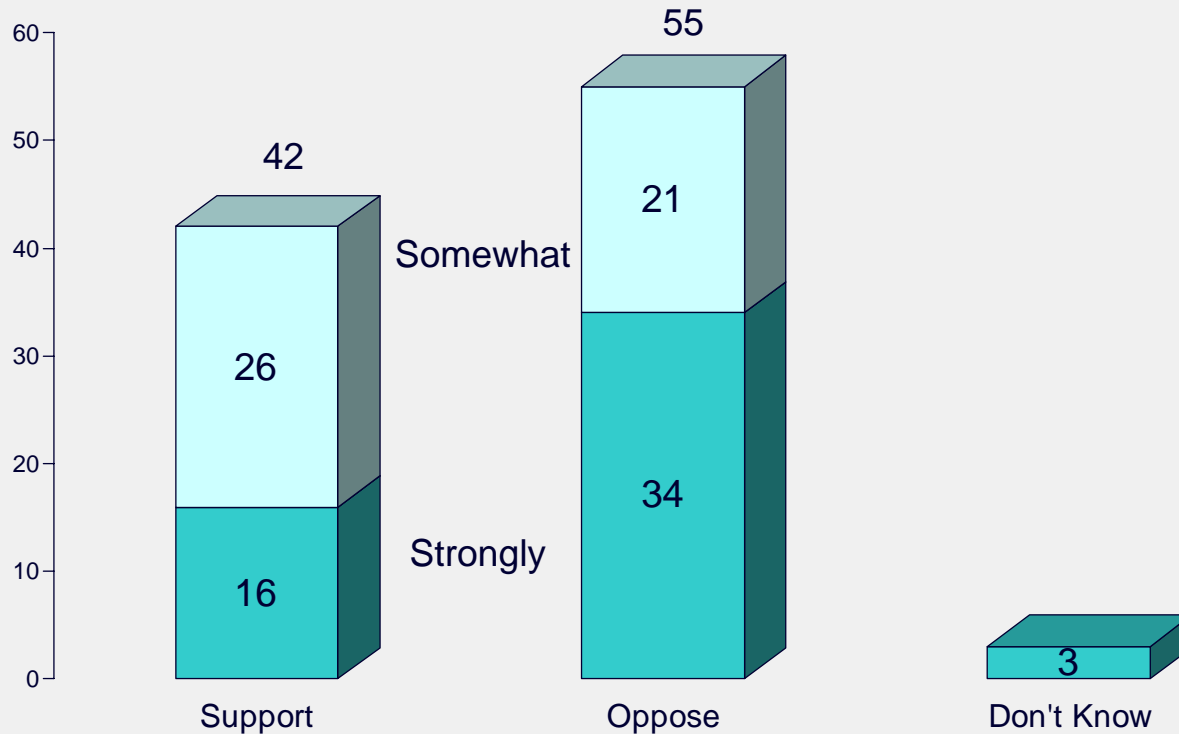
Collect additional fees on the annual property tax averaging fifty dollars per household to support a bond issue for upgrading libraries

Slight opposition to collecting additional property tax to support a bond issue for transportation infrastructure



Collect additional fees on the annual property tax averaging fifty dollars per household to support a bond issue for transportation infrastructure, such as road maintenance and mass transit

Residents opposed to collecting additional property tax to support a bond issue for parks and open space



Collect additional fees on the annual property tax averaging fifty dollars per household to support a bond issue for transportation infrastructure, such as road maintenance and mass transit

Conclusions

- Glendale residents are generally pleased with the state of the city, but are frustrated by transportation issues and the lack of affordable housing.

- Traffic congestion and housing are considered the most important issues to improve, the most important issues facing Glendale.
 - Across all service categories, traffic, parking and developing a long-term regional transportation plan are considered most important.
 - Housing is a complex issue, as it is important to residents for different reasons: desire for greater affordability; an increase in housing; less housing

Conclusions

- Satisfaction with services is very high, and has been increasing over the years.

- Of the revenue generating measures tested, the only one with very strong, clear support is to assess a fee with the building permit process to support traffic improvement or park improvements.
 - There is majority support for a new business license tax.
 - There is split support or majority opposition for additional annual property taxes, with the opposition dependent upon the use for the additional fees.

Questions / Comments
