

# **Public Opinion Survey**



**Conducted By: The Citizens Advisory  
Committee Spring 2013**

The Citizens Advisory Committee (CAC), appointed by the City Council, is a group of individuals of various ages and interests bound together by their concern for Visalia. The committee's mission is to be an advocate and informed voice for the community and an active resource for City Council and staff. The committee prioritizes local issues and concerns and develops recommendations that will affect the future of Visalia. This Public Opinion Survey is produced annually by the committee.

The City of Visalia appreciates the Citizens Advisory Committee members, City staff, and other volunteers for their generous help in completing this survey and analyzing the results.

### **CITIZENS ADVISORY COMMITTEE**

Matthew Ainley, Chairman-Citizens Advisory Committee

Matthew Ainley	Dirk Holkeboer	Stephen Bonville*
David Beatie	Suzanne Monroe	Joe Eiben*
Diane Biehle	Betty McNutt	David Elizarraraz*
Kris Bruce	Andrew Miller	
Luke Feldstein	Josh Miller	
Laura Florez	Sean Mulhair	
Tom Gordon	Faye Zeeb	*Alternate
Nathan Hernandez		

### **PUBLIC OPINION SURVEY SUBCOMMITTEE**

Josh Miller, Chair	Sean Mulhair
Joe Eiben	Kris Walker
Betty McNutt	Faye Zeeb
Laura Florez	

### **SURVEY VOLUNTEERS**

#### **Special thanks to:**

Amy Shuklian  
Kim Webb

\*nearly all CAC members volunteered

### **CITY OF VISALIA STAFF**

Eric Frost, Administrative Services Director  
Matthew Coppola, HR intern/Office Assistant

# Table of Contents

## Introduction

Background	4
Summary Highlights	5

## Detailed Analysis

Quality of Life	6
Safety Rating	7
Public Safety Services	
Police	8
Fire	9
Quality of Services	
Most Essential Services besides Police & Fire	10
City Service Rating	12
Questions of Concern	
Convention Center	13
Traffic Flow	14
Single split can container vs. can for waste, can for recycles	15
Open Ended Responses	
3 can trash system	16
Improving Visalia	20

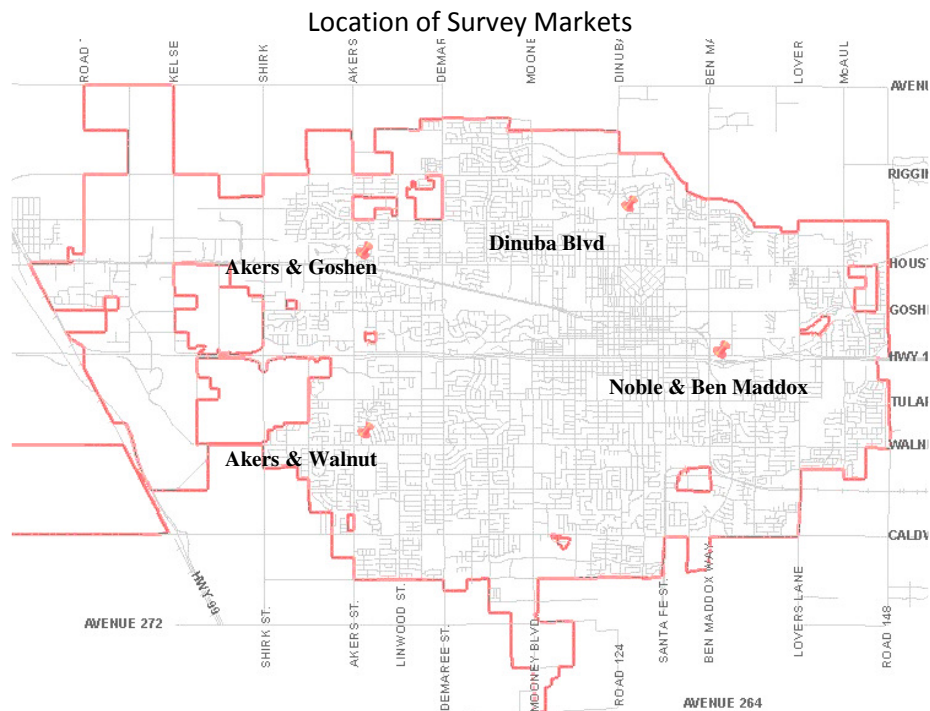
## Summary

Demographics, including data from 2010 U.S. Census	26
Items with largest increase/decrease	37
Sample Survey	39

## Background

The City of Visalia seeks to improve Visalia's service quality and identify focus areas to make Visalia a great place to live. To improve things, the City needs community feedback. The Public Opinion Survey (POS) is intended as a basic guide to measure public concerns on such things as public works, public safety and recreational activities.

The CAC used an "in-person" approach to conduct the POS. Prior to 2008-09, the City used a phone survey approach. The "in person" approach provides respondents a comfort level that they could better trust. The CAC chose four different supermarkets to conduct the surveys. To help diversify the sample and promote geographic balance, the supermarkets were selected from each quadrant of the city, as pin-pointed below: Akers/Walnut, Akers/Goshen, Dinuba Blvd, and Noble/Ben Maddox.



This year's survey was conducted on April 27, 2013. The survey was provided in English and Spanish. Questions of concern regarding Visalia's overall safety, traffic flow, ideas to make Visalia better, and the possible switch to a 3 can system for residential waste were included. This year the open-ended questions focused on concerns citizens would have if the City changed to a 3 can system to improve recycling, and what the city can be doing to make Visalia a better place to live. This year's POS had a sample size of 359, up from 342 respondents from 2011's POS. The survey may not be a random sample because all residents are not approached. However, the survey does better match the City's demographics than the previous phone surveys. If the survey is accepted as a random sample, the results of a 95% confidence level should be  $\pm 3$ . In other words, changes in results of less than 3% should be ignored.

## Summary Highlights

A majority of respondents indicated that, despite changes in demographics and the economy, the City of Visalia provides a safe place to live and offers quality services based on the following summary highlights.

### Quality of Life:

(Possible answers: very high, high, average, low, and very low)

**98%** of respondents rated the overall quality of life in Visalia as Average to Very High.  
**69%** of those respondents answered Above Average which was a **16%** increase from 2011

### City's efforts in providing a Safe Community

(Possible answers: excellent, good, average, poor, and very poor)

**55%** of the respondents rated the city's efforts as Above Average, which was an increase of **15%**.  
The Southwest had the highest rating with **70%** for Above Average.

### Road Maintenance:

(Possible answers: Road Maintenance, Park Maintenance, Traffic Signs & Signals, Recreation Activities and Other)

**43%** of respondents selected Road Maintenance as the most essential service besides Police and Fire. The second was Traffic Signs & Signals at **32%**. They both increased from 2011's POS. Recreation Activities saw the largest decrease from 2011, going from **20%** to **10%**.

\*Citizens may feel financial able to provide their own Rec. Activities and may not rely on the city anymore. Thus, they are not as essential as previously.

### Possible switch to a 3 can system for solid waste/recycle/yard waste:

(Possible answers: Strongly prefer single split container, Prefer single split container, Prefer separate container for waste and recycling, Strongly prefer a container for waste and one for recycling, and no opinion)

**47%** of respondents Preferred or Strongly Preferred a separate container for waste and one for recycling. **39%** of the respondents Preferred or Strongly Preferred the current single split can system, while **15%** of the respondents had no opinion.

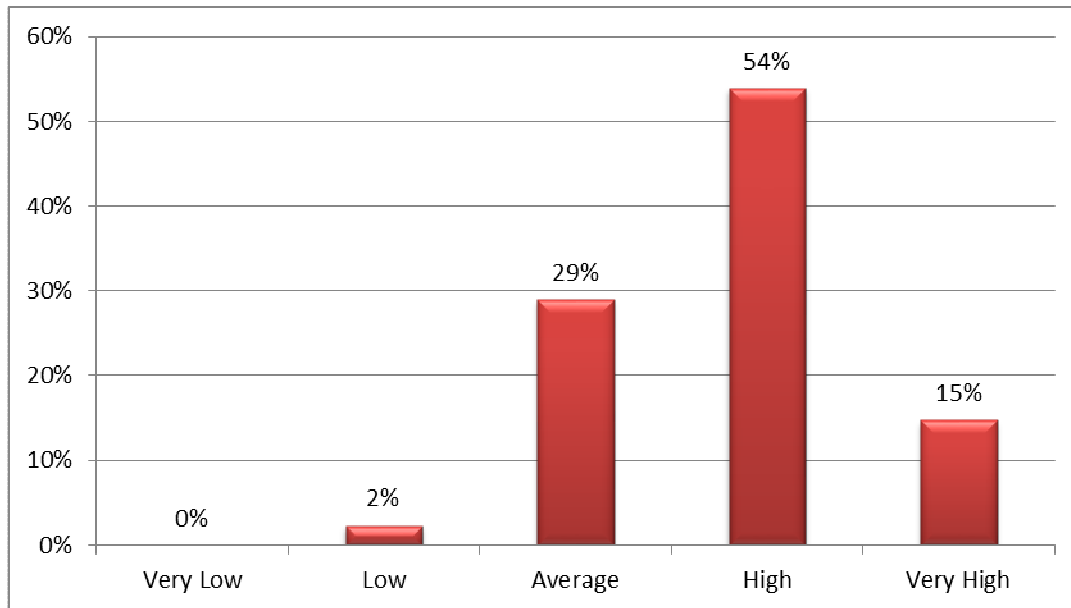
\* More info is still needed such as actual cost increase & future size of the cans

### Open Questions:

On the open questions, the number one concern respondents had if the city changed to a 3 can system to improve recycling was **the additional/increased cost**. The second most common concern was **the additional space** that would be needed to store a third can. The top 4 things respondents feel the city should be doing to make Visalia better is **controlling the gangs/crime rate, improving overall safety, improving the roads, and creating more jobs**.

## Quality of Life

Taking all things into consideration, how would you rate the overall quality of life in Visalia?



	Year-To-Year				
	2007	2008/2009	2010	2011	2013
Very Low	0%	0%	1%	1%	0%
Low	2%	3%	3%	4%	2%
Average	22%	42%	46%	42%	29%
High	48%	45%	43%	44%	54%
Very High	28%	10%	8%	9%	15%

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Low	0%	0%	0%	0%
Low	3%	2%	4%	0%
Average	41%	23%	28%	23%
High	45%	60%	56%	55%
Very High	10%	15%	13%	22%

**Increased: High and Very High.**

**Decreased: Low, Very Low, & Average.**

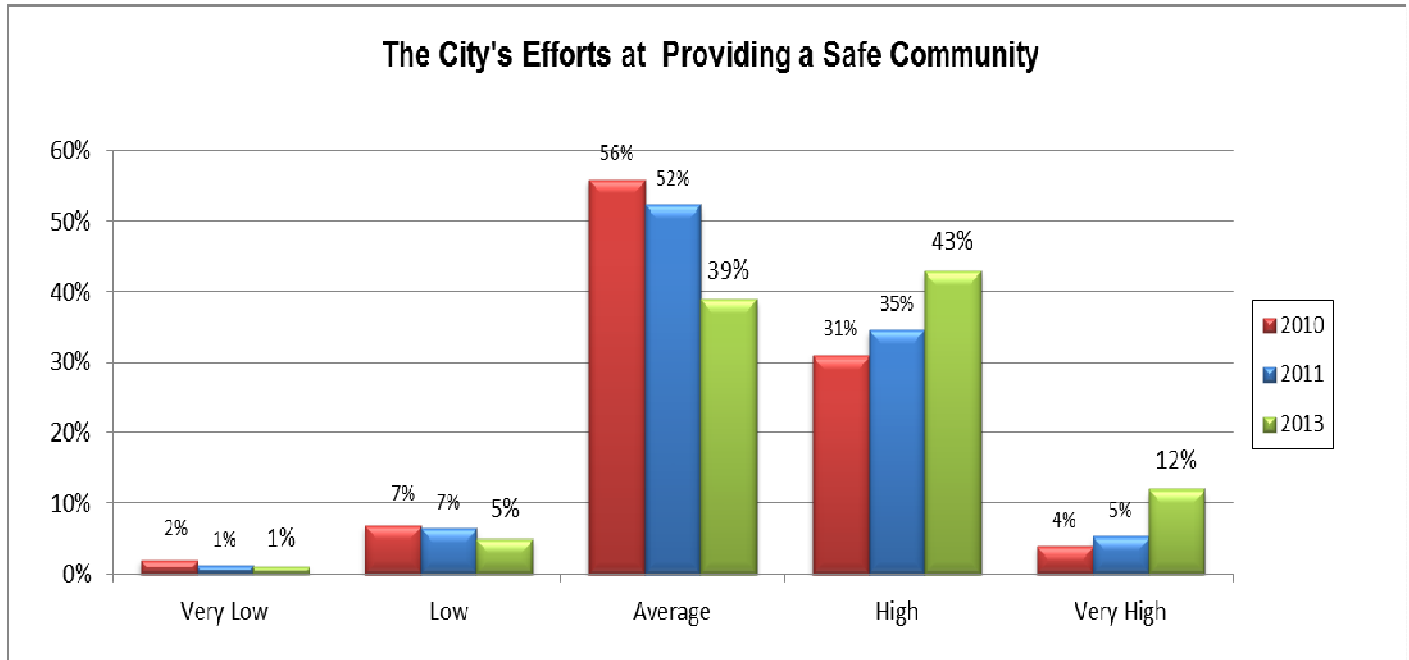
**Highest Above Average: SW with 77%**

**Lowest Above Average: NE with 55%.**

**2011 Results- Above Average: NW Highest with 60%, SE Lowest with 48%**

## Safety Ratings

**How do you rate the City's efforts in providing a safe community?**



**Above Average: 55%, up 15%**  
**Below Average: 6%, down 2%**

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Low	1%	0%	3%	0%
Low	6%	7%	6%	1%
Average	48%	48%	36%	29%
High	33%	39%	42%	57%
Very High	12%	7%	14%	13%

**Highest Above Average; SW with 70%.**

**Lowest Above Average: NE with 45%. Only NW & SW had +50%**

**Highest Below Average: NW with 9%**

**2011 Results:**

**Highest Above Average: NW with 46%.**

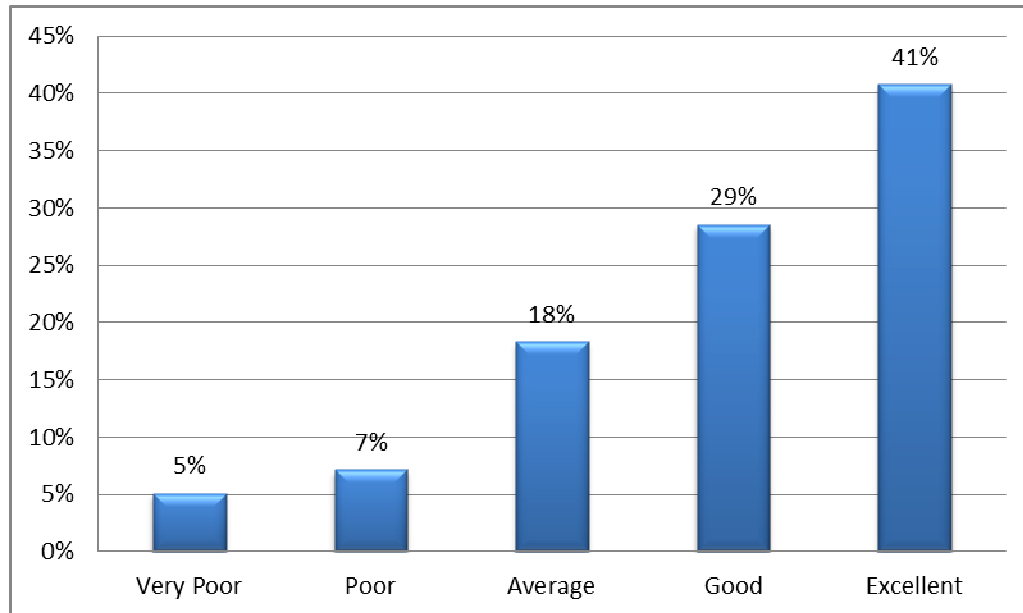
**Lowest Above Average: SE with 29%.**

**Highest Below Average: NE with 14%**

## Public Safety Services- Police

### How would you rate the service you received?

(People who had contact with Visalia Police Department in the past year were asked to answer the above question)



Year-To-Year					
	2007	2008/2009	2010	2011	2013
Very Poor	6%	8%	8%	6%	5%
Poor	6%	3%	11%	8%	7%
Average	12%	19%	24%	19%	18%
Good	30%	39%	25%	45%	29%
Excellent	46%	31%	32%	22%	41%

**98 had contact with PD (28%). 70% for Above Average, up 3%**

Quadrants				
	Northeast	Southeast	Northwest	Southwest
Very Poor	11%	0%	6%	0%
Poor	4%	19%	3%	8%
Average	26%	25%	16%	8%
Good	19%	25%	32%	38%
Excellent	41%	31%	42%	46%

**Highest Above Average: SW with 84%.**

**Lowest Above Average: SE with 56%**

**Highest Very Poor: NE with 11%**

### 2011 Results

**Highest Above Average: SE with 75%**

**Lowest Above Average: NW with 65%**

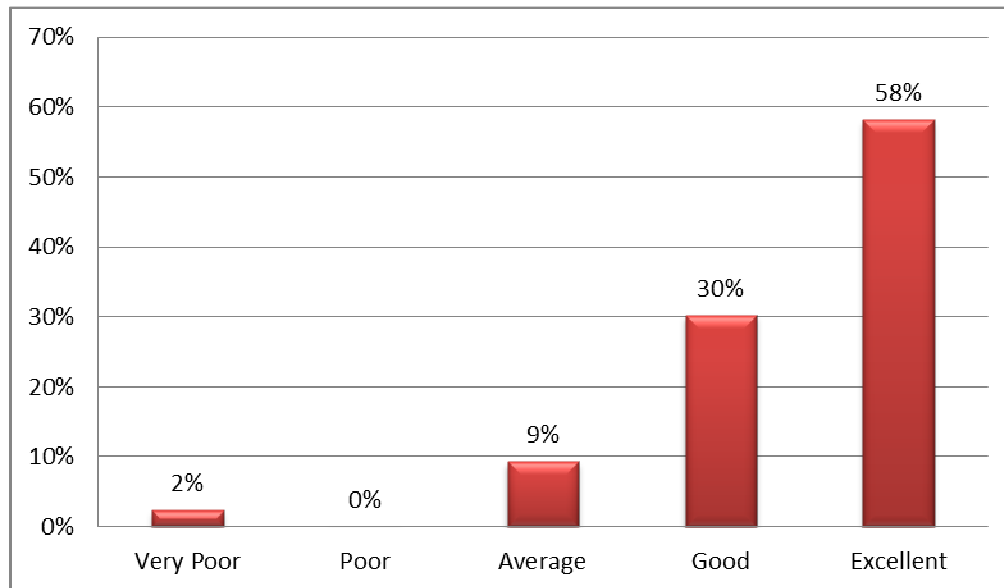
**Highest Very Poor: SW with 12%**



## Public Safety Services- Fire

### How would you rate the service you received?

(People who had contact with Visalia Fire Department in the past year were asked to answer the above question)



	Year-To-Year				
	2007	2008/2009	2010	2011	2013
Very Poor	2%	4%	0%	0%	2%
Poor	0%	2%	2%	0%	0%
Average	0%	5%	4%	2%	9%
Good	18%	25%	15%	33%	30%
Excellent	80%	64%	79%	65%	58%

**43 had contact with FD (12%). 88% for Above Average, down 10%.**

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Poor	0%	0%	5%	0%
Poor	0%	0%	0%	0%
Average	0%	22%	10%	0%
Good	40%	22%	33%	25%
Excellent	60%	56%	52%	75%

**Highest Above Average: SW & NE with 100%.**

**Lowest Above Average: SE with 78%. Highest Very Poor: NW with 5%**

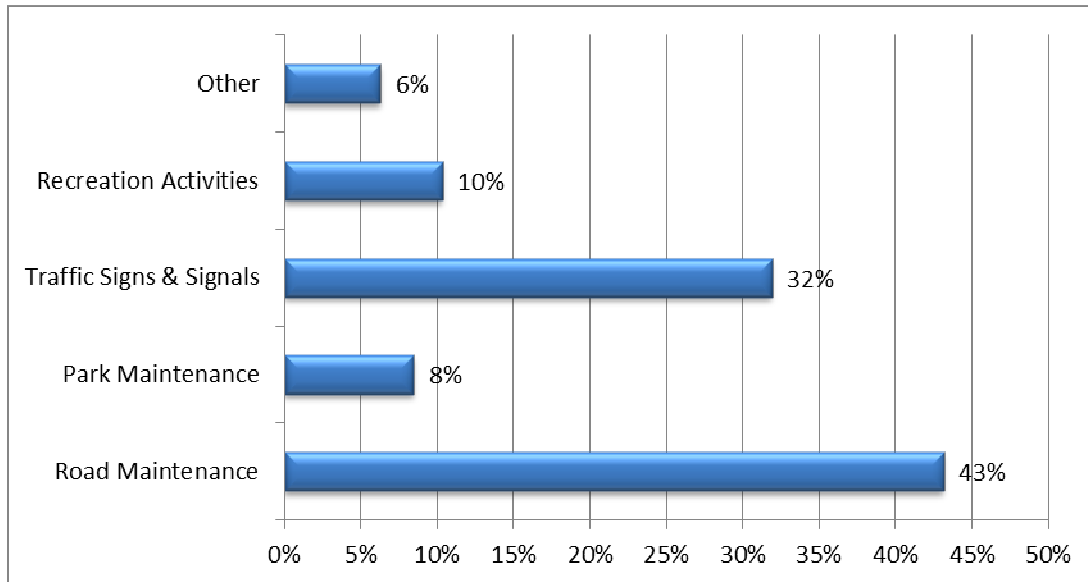
### 2011 Results

**Highest Above Average: SE & SW with 100%**

**Lowest Above Average: NW with 90%. Highest Very Poor: None**

## Quality of Services

**What do you consider the most essential City service besides the Police and Fire Departments?**



	Year-To-Year				
	2007	2008-2009	2010	2011	2013
Road Maintenance	38%	49%	48%	39%	43%
Park Maintenance	8%	7%	8%	7%	8%
Traffic Signs & Signals	31%	28%	24%	27%	32%
Recreation Activities	12%	12%	17%	20%	10%
Other	7%	4%	4%	6%	6%

**2<sup>nd</sup> Most Essential Service: Road Maintenance with 43%, up 4%**

**\*Recreation Activities: down 10%, from 20%.**

**\*The public may feel that they can comfortably provide their own activities; or they may feel that their needs are being met in regards to Rec. Activities and the city's resources should be focused elsewhere.**

**Recreation Activities:** In response to the previous question, this is meant to determine if there is a correlation between two things: the results from the survey responses, and actual rec. activity enrollment.

<b>Adult Sports</b>	<b>FY 10/11</b>	<b>FY 11/12</b>	<b>FY 12/13</b>	<b>Avg/team</b>
Basketball	75	63	64	6
Soccer	101	94	91	14
Softball	339	309	295	13
Volleyball	82	84	96	8
Corporate Games	14	13	0	40
Total Teams:	611	563	546	

<b>Youth Sports</b>	<b>FY 10/11</b>	<b>FY 11/12</b>	<b>FY 12/13</b>
Flag Football	349	358	433
Baseball	482	441	370
Basketball	472	502	558
Volleyball	401	448	522
Total Participants:	1704	1749	1883

<b>Programs &amp; Classes</b>	<b>FY 10/11</b>	<b>FY 11/12</b>	<b>FY 12/13</b>
Adult Programs	1166	1542	1462
Family (multi age)	2591	2906	2922
Pre-School	289	247	357
Seniors	430	588	853
Teens	15	32	0
Youth	4280	9484	9890
	8771	14799	15484

- As you can see, the 10% decrease in Recreation Activities rating does not appear to have a connection with the entire recreation activity enrollment. Only Adult Sports saw an overall decrease in the past 3 years.

**How do you rate the quality of the following services in Visalia?**

<b>Service</b>	<b>Above Average Rating</b>	<b>Increase/Decrease from 2011</b>
<b>1. Emergency Response by FD</b>	<b>64%</b>	<b>3%</b>
<b>2. Private Ambulance</b>	<b>50%</b>	<b>4%</b>
<b>3. Road Maintenance</b>	<b>44%</b>	<b>7%</b>
<b>4. Traffic Management</b>	<b>52%</b>	<b>15%</b>
<b>5. Bus Services</b>	<b>42%</b>	<b>-4%</b>
<b>6. Street Lighting</b>	<b>52%</b>	<b>5%</b>

<b>Service</b>	<b>Above Average Rating</b>	<b>Increase/Decrease from 2011</b>
<b>7. Senior Citizen Services</b>	<b>40%</b>	<b>6%</b>
<b>8. Recreation Services</b>	<b>65%</b>	<b>10%</b>
<b>9. Services for Disabled</b>	<b>40%</b>	<b>8%</b>
<b>10. Park Maintenance</b>	<b>69%</b>	<b>10%</b>
<b>11. Garbage Recycling</b>	<b>71%</b>	<b>1%</b>
<b>12. Convention Center</b>	<b>62%</b>	<b>2%</b>

**Highest Above Average: Garbage Recycling with 71%**

**Lowest Above Average: Services for Senior Citizen/Disabled Person both with 40%.**

**Highest Increase: Traffic Management with 15%.**

**Only Decrease: Bus Services with -4%.**

**2011 Results:**

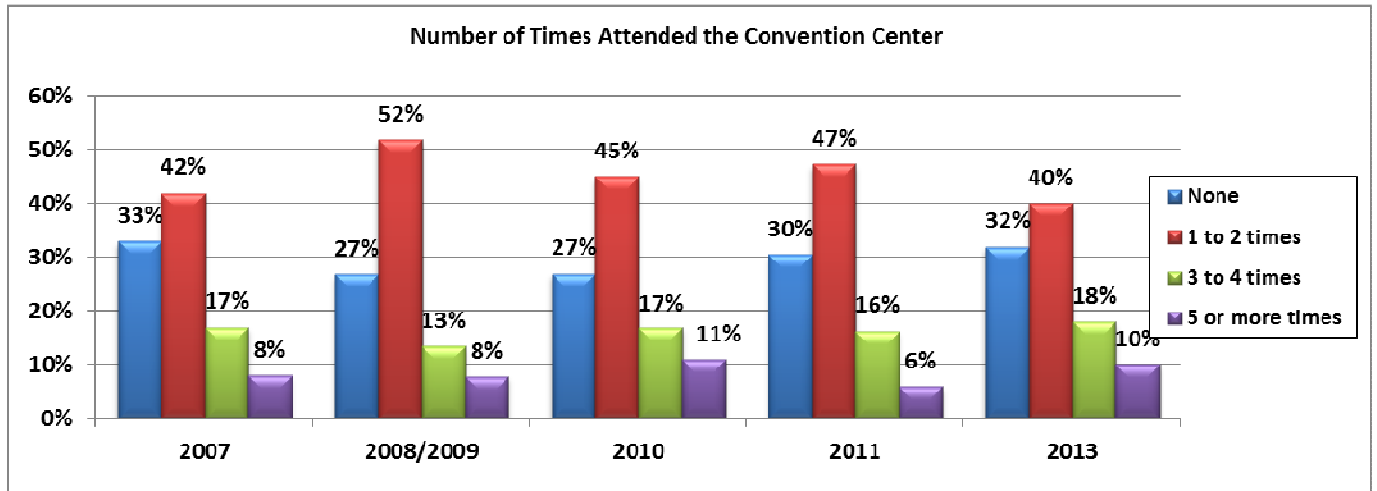
**Highest Above Average: Garbage Recycling with 70%**

**Lowest Above Average: Services for Disabled with 32%**

**Largest Increase: Road Maintenance with 7%**

**Largest Decrease: Services for Disabled with -4%. (3 decreased) S4D, SL & PA**

## How many times have you attended activities at the Convention Center in the last year?



Year-To-Year					
	2007	2008/2009	2010	2011	2013
None	33%	27%	27%	30%	32%
1 to 2 times	42%	52%	45%	47%	40%
3 to 4 times	17%	13%	17%	16%	18%
5 or more times	8%	8%	11%	6%	10%

**None: increased by 2%.**

**1 to 2 times: decreased by 7%**

**3 to 4 times: increased by 2%**

**5 or more times: increased by 4%.**

Income						
	less than \$15,000	\$15,000 to \$40,000	\$40,000 to \$70,000	\$70,000 to \$100,000	\$100,000 and over	Decline to state
None	43%	42%	34%	24%	17%	21%
1 to 2 times	33%	38%	38%	57%	42%	42%
3 to 4 times	23%	11%	22%	10%	22%	32%
5 or more times	3%	9%	6%	10%	19%	5%

**The Lower the income, the higher % of not attending**

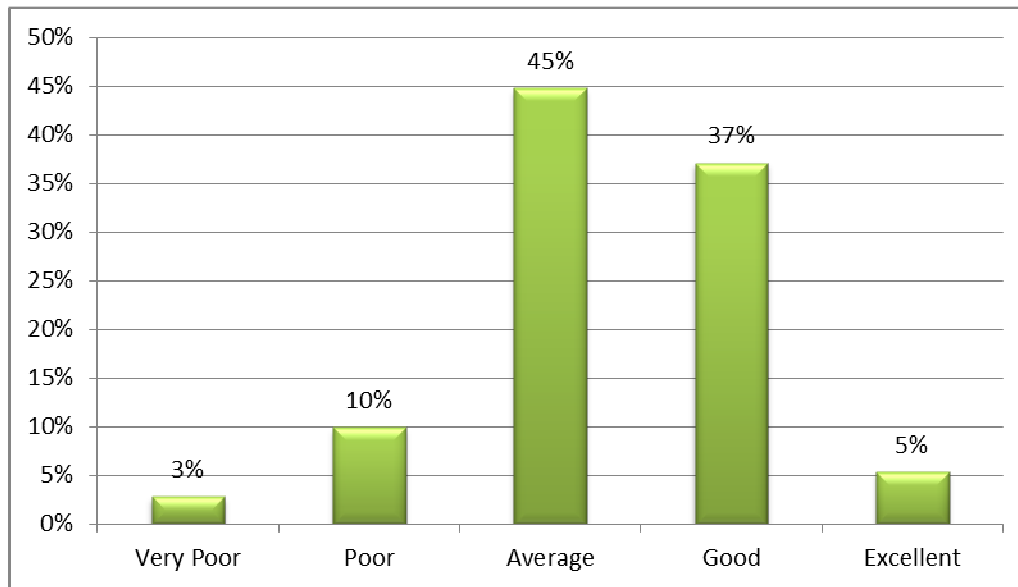
**The higher the income, the higher % of attending 5 or more times**

Quadrants				
	Northeast	Southeast	Northwest	Southwest
None	31%	24%	26%	28%
1 to 2 times	47%	51%	47%	36%
3 to 4 times	16%	13%	18%	19%
5 or more times	6%	13%	9%	16%

**Most likely to have never attended: NE**

**Most likely to have attended 5 or more times: SW**

**Excluding roadway construction activities, how do you view traffic flow throughout Visalia?**

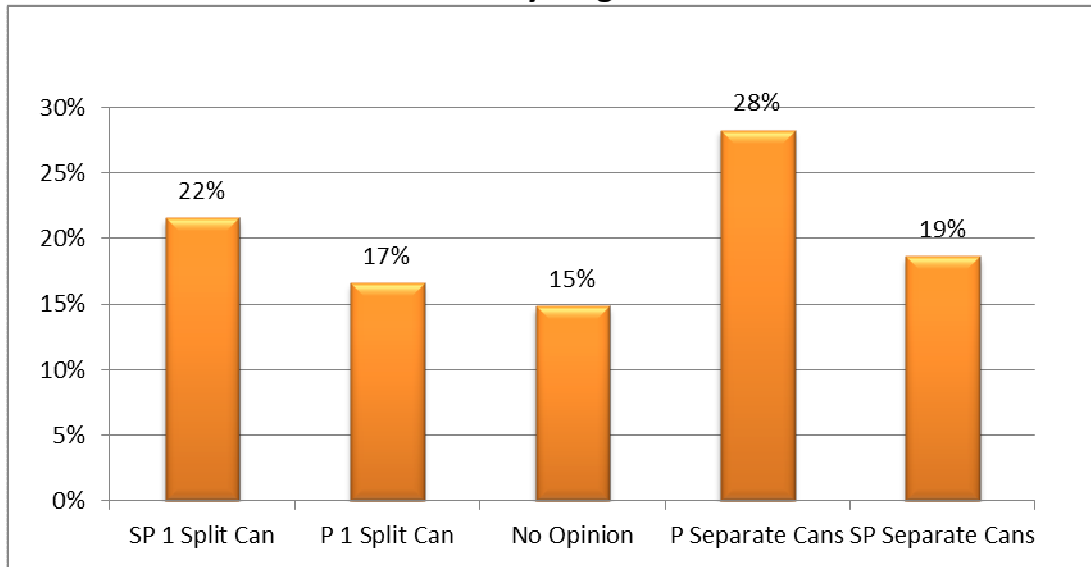


**Above Average Rating: 42%**

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
Very Poor	2%	3%	3%	2%
Poor	11%	11%	9%	9%
Average	51%	46%	46%	36%
Good	30%	31%	38%	47%
Excellent	6%	8%	3%	6%

**Highest Above Average Rating: SW with 53%**  
**Lowest Above Average Rating: NE with 36%**

The City currently uses a split can for residential solid waste and recycling services, and a yard waste can. The City would like to know if customers are satisfied with the 2 can system (the split can and a yard waste can) collection service or if customers would prefer to have separate containers for waste and recycling?



**Prefer/Strongly Prefer Separate Cans: 47%.**  
**Prefer/Strongly Prefer Split Can/Current System: 39%**  
**No Opinion: 15%**

	Quadrants			
	Northeast	Southeast	Northwest	Southwest
SP 1 Split Can	19%	24%	20%	25%
P 1 Split Can	13%	14%	16%	23%
No Opinion	20%	15%	16%	8%
P Separate Cans	34%	24%	27%	28%
SP Separate Cans	14%	24%	21%	16%

**No Quadrant had a +50% rating for either option.**  
**Highest in favor of current system: SW with 48%.**  
**Highest in favor of 3 can system: NE, SE, & NW with 48%.**  
**Highest with no opinion: NE with 20%**

- **More info is needed so residents can make a more accurate assessment of their desire for either option.**

## Open Ended Responses

**If the city changed to a three can system to improve recycling, what if any, concerns might you have?**

A Pain!

Bigger Trash can

Can Size should vary by family size

Cans getting smaller

Cans might be too small

Cans will be too small

Collection traffic and cost

Cost

Cost, intrusive on property

Costs & Overcomplicated

creates more waste, learn to simplify

Extra charge and storage

Glad to hear it's being considered

Good

Good Idea

Good Idea

Good Idea

Good Idea

Good Idea

Good Idea

Good Idea

Good Idea

Great Idea

Great Idea

Green, brown, blue?

Happy with current system

Inconvenience

Increase in Cost

Increased Cost

Increased Cost

Increased Cost

Increased Cost

Increased Cost

Increased cost

Increased Cost

Increased Cost

Increased Cost to city



Increased Storage and costs  
Indifferent  
Keep things way they are  
Keep things way they are  
Keep things way they are  
Keep things way they are  
Like the current system  
Make 1 can 2/3 size of split  
make sure recycle is actually recycled  
Make the trash cans full not split  
messy, more homeless people around  
More cans  
More cans to move & store  
more cost, travel, and pollution  
More room for recyclables  
More sites  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
More storage space needed  
Necessary/ Needed  
Need 1 for tech trash  
Need more info  
No concerns  
None  
None  
None  
None  
None  
None  
None  
None  
None  
None at this time  
None, glad if they did

None, loved it in Tulare  
Not changing to 3 cans  
not enough room  
not enough room in waste  
not enough room to store  
Old age, hard to move 3 cans  
People don't recycle right  
People will not take time to sort  
Pick Up  
Pickup all cans on same day  
Please change to 3 can system  
Possible increase in rates  
Rate Change  
Remembering pick up days  
Remembering Pickup days/times  
Room to store cans  
seniors have difficulty  
Should be one for each (3)  
Size  
Size  
Space  
Storage by residents  
Storage of cans  
Storage Space  
Storage space  
Storage space needed  
Storage space needed  
Storage space needed  
Storage space needed, more PU days  
Street needs to be fixed  
Three separate pick up days  
Time consuming to separate trash  
Too complicated  
too cool  
Too  
Large  
Too many cans  
too many cans  
Too many cans, no recycle info  
Too much clutter  
Too much time & cost  
Too much time & effort  
Traffic



## **What is the most important thing that the City should be working on to make Visalia better?**

198- Lovers Lane Interchange  
Address red light runners more often  
Animal Control  
App with 911 and video in city  
Better communication w/ community and police  
Better homes/ apartments  
Better Lighting  
Better Medical Marijuana Laws  
Better police who aren't racist  
Children's Sports  
Citizen Involvement  
Clean Park Areas  
Clean up entrance into Pheasant Ridge  
Cleaner Freeway  
Cleaning up the Oval Park  
Community Safety  
Complete sidewalks in Houston/Grove NH  
Continuing to improve the safety of our city  
Control Gang Violence & Crimes  
Control Homeless population & visibility  
Control homeless population of young people  
Controlling Crime  
Controlling Gang Violence & crimes  
Coordinate traffic lights  
Coordinate traffic lights to improve traffic flow  
Creating Jobs  
Crime Prevention, More activities for kids  
Crime Rate  
Crime Rate  
Crime Rate  
Crime Rate, safety  
current City officers don't care about citizens  
cut CE, lower taxes & bus. regulations  
Disabled access downtown, roads maintenance  
Don't feel safe around homeless people  
Drug use by kids, Gang Activity  
Educating kids about gangs and drugs  
Emphasis in student motivation in the classroom  
Enforce codes on houses and cars left not running  
Everyone is doing a great job for how big we are  
fill empty building with business, Trader Joes

Fill or maintain empty retail stores  
Fire the People on Top  
Fix Goshen & Demaree  
Fix the Railroad tracks  
Flood Control  
Flow of Traffic  
Foster service with cop arrival  
Free Tennis court at Park  
Gang Activity  
Gang Activity & Homeless  
Gang and Drug control  
Gang and Graffiti Prevention  
Gang Prevention  
Gang Repression  
Gang Repression  
Gang Suppression  
Gang Suppression  
Gang Suppression  
Gang Suppression, Graffiti Removal  
Gang Suppression, Housing  
Gang Suppression  
Gang Suppression  
Gang Suppression  
Gang Suppression  
Gang Suppression  
Gang Suppression  
Gang Suppression & Graffiti clean up  
Gang Suppression  
Gang Suppression, and Drug Reduction  
Gang Violence  
Gang Violence  
Gang Violence  
Gang Violence  
Good planning, housing, cleanliness  
Graffiti  
Growing natural gardens, team to clean up waste  
Homeless problem at the Oval Park  
Homeless, Panhandling  
Homeless, Panhandling  
Homeless, Panhandling  
Homeless, Panhandling  
Homeless, Panhandling  
Illegal Banners and Signs makes city look trashy

illegible  
Improve P&R, diabetic kids N/A in day camps  
Improve SR198/Lovers Lane Interchange  
improve streets & street lights  
improve streets, downtown, city growth  
Increase Police Officers  
Increase safety  
Infill rather than develop Ag Land- esp. Mooney  
invest in parks/planning, make business friendly  
Jobs  
Jobs  
Jobs  
Jobs  
Jobs  
Jobs  
Jobs  
Keep offenders in jail/ graffiti  
Keep the city safer  
Lighting  
Lighting  
Lights, Streets, Crime  
Limit Taxing and Spending, stay with budget  
Littering  
Live in a great city, & city is doing great  
Make County Center go through to the N. Side  
Make easier to sell open lots & properties  
Make people obey street lights  
Making it Safer  
Mooney's Grove, traffic signals  
More activities for children  
More activities for children  
More Businesses  
More community events, fix roads  
More Democracy  
More hiring for Police & Sheriff employees  
More jobs  
More jobs  
More Jobs, and places for fun  
More music at the Fox theatre  
More Parks, Rec., family events at Conv. Center  
More Police  
More police present on North Side  
More Programs at Public Library

[illegible]

Roads  
Roads maintenance  
Roads, cleanliness  
Round about  
Safer place for children  
Safer Visalia  
Safety  
Safety  
Safety  
Safety  
Safety  
Safety  
Safety & Fairness  
Safety for children and more activities  
Safety on the North Side  
Safety, gang prevention  
Safety, Police, Education, Reduced Water Rates  
Safety, Road Maintenance, Traffic Control  
Safety: Gang Suppression, Graffiti Removal  
Save money  
Security  
Security in high crime areas  
Services for the Homeless  
Shelter for Homeless  
Sidewalk & Streets  
Speed Bumps  
speed bumps around apartments & homes  
Speed Limits on city streets are too high  
Stop lights-4 ways- 8 ways  
Street bump on Connelly and Mooney  
Street bump on Connelly and Mooney  
Street bump on Connelly and Mooney  
Street lights/ traffic timing  
Street Maintenance & Safety  
Street Maintenance, separate cans, traffic flow  
Support Police and Fire, Gang Control  
Support Schools & Education, Police & safety  
The trash cans  
This work is great if acted on  
Trader Joes, bring in stores so travel isn't needed  
Traffic  
Traffic  
Traffic

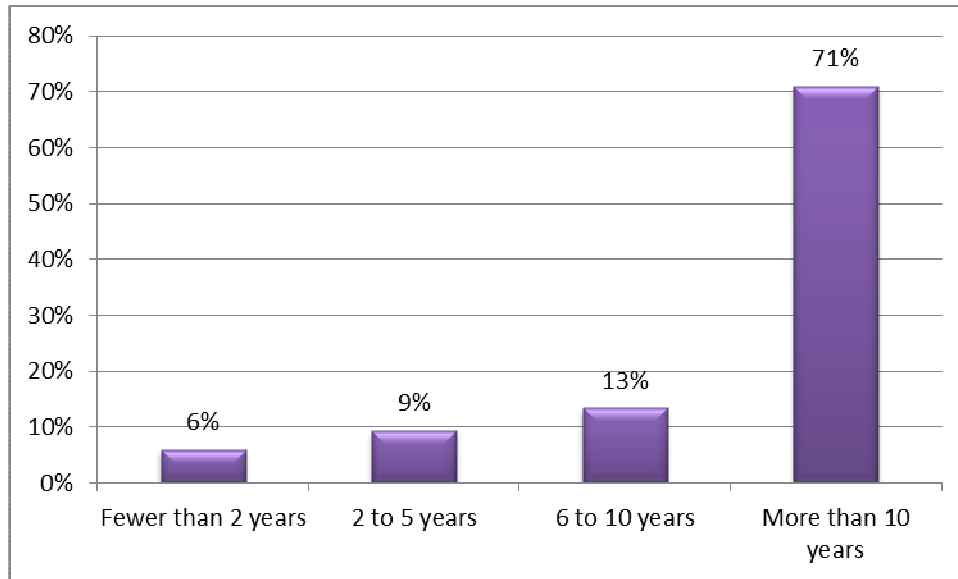


## Youth, Gang suppression

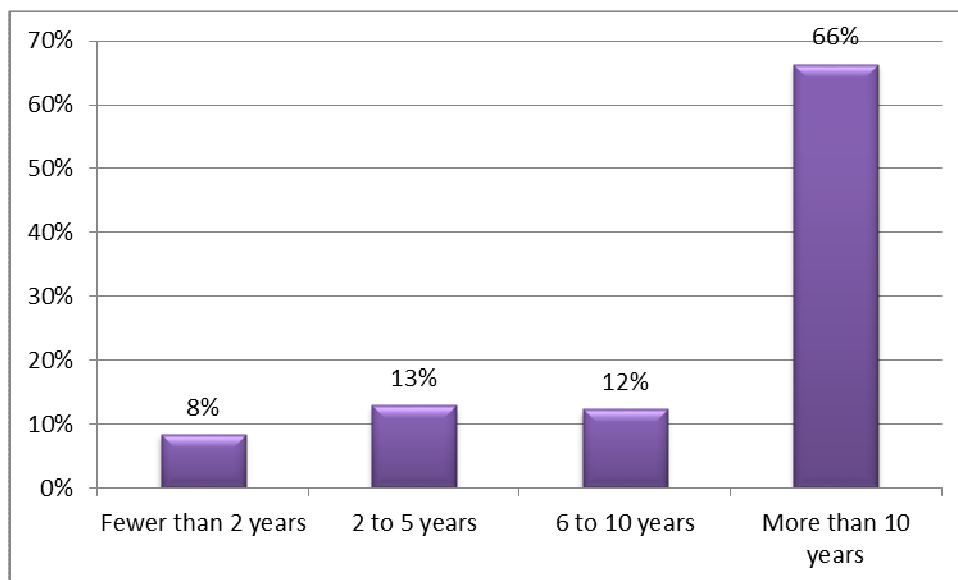
25

## Demographic Summary

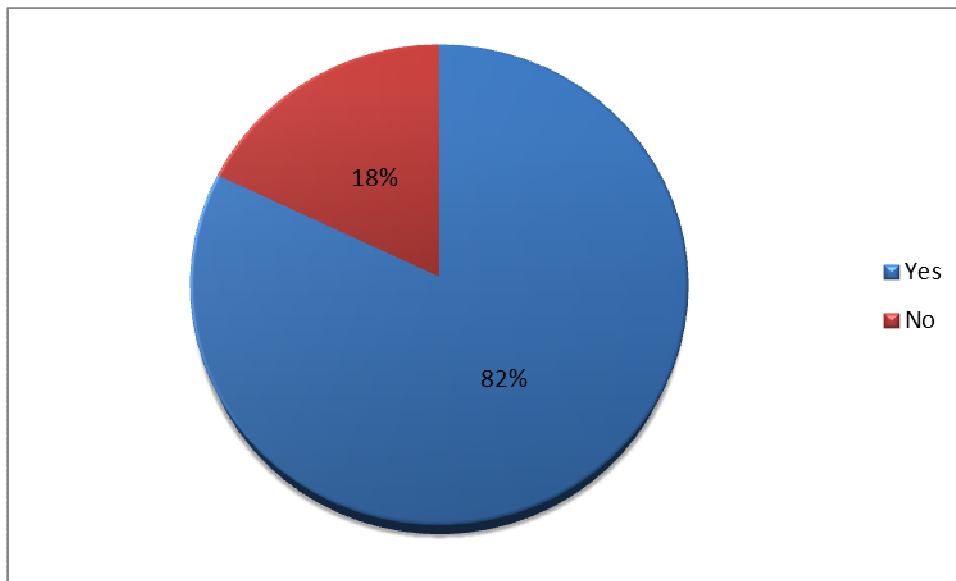
### Length of Residency



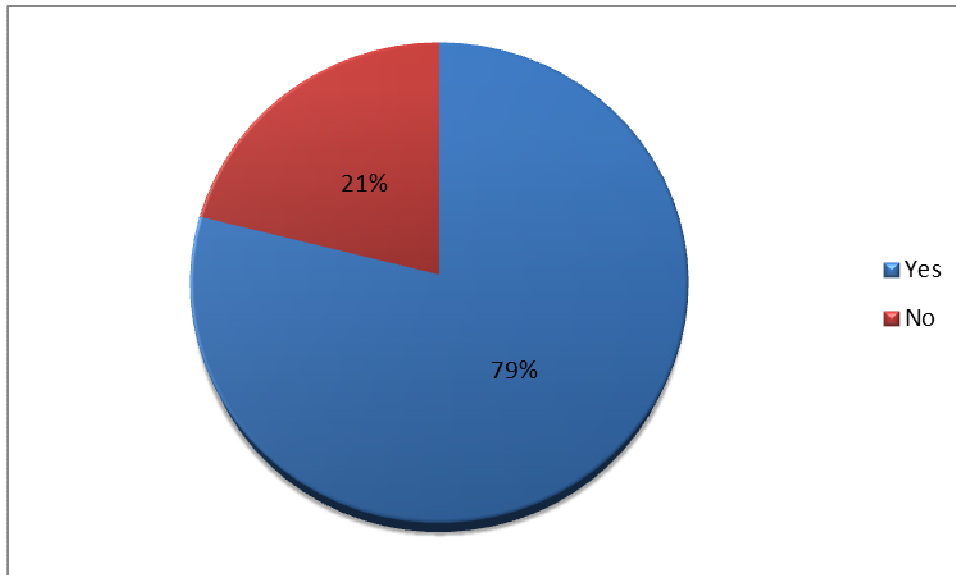
### Results from the 2011 POS:



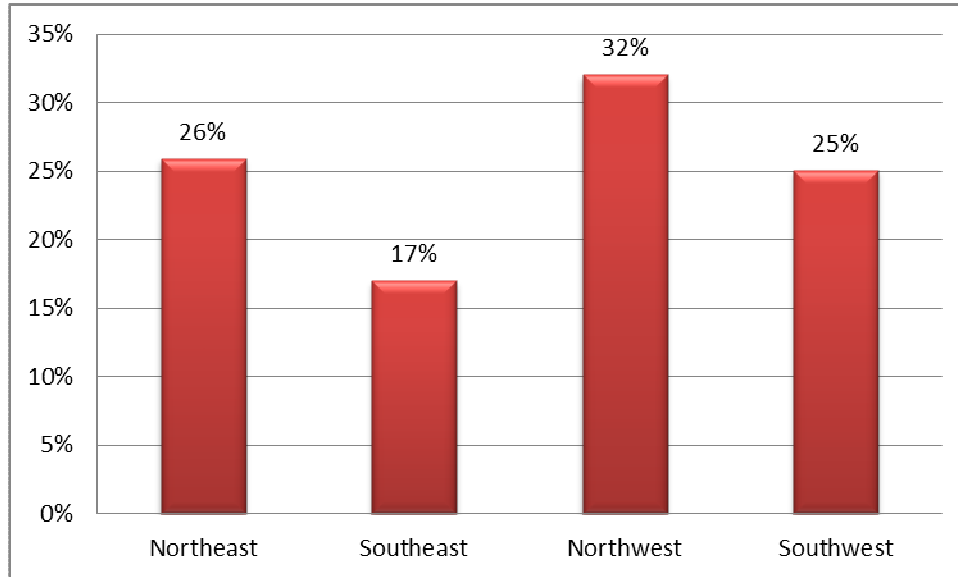
### Registered Voter



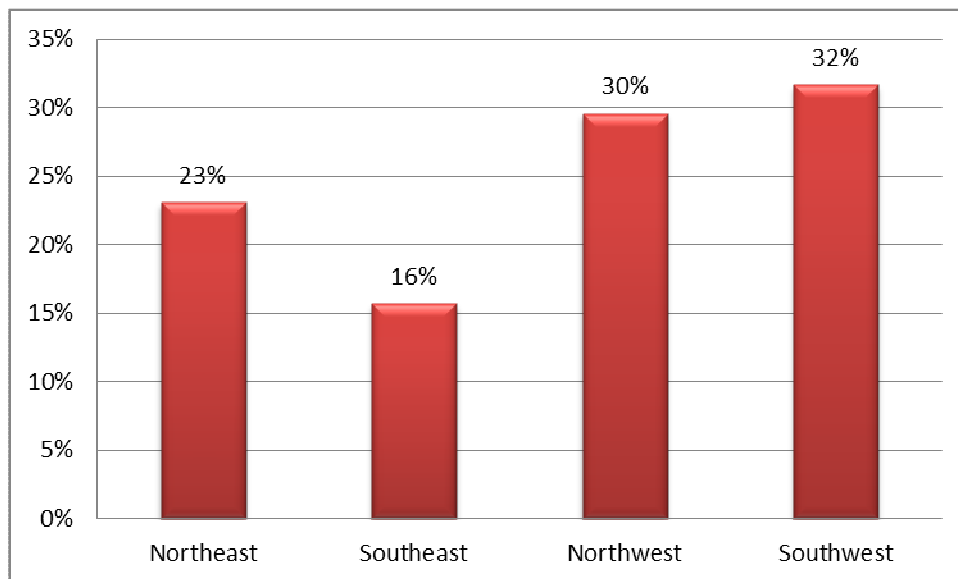
### Results from the 2011 POS:



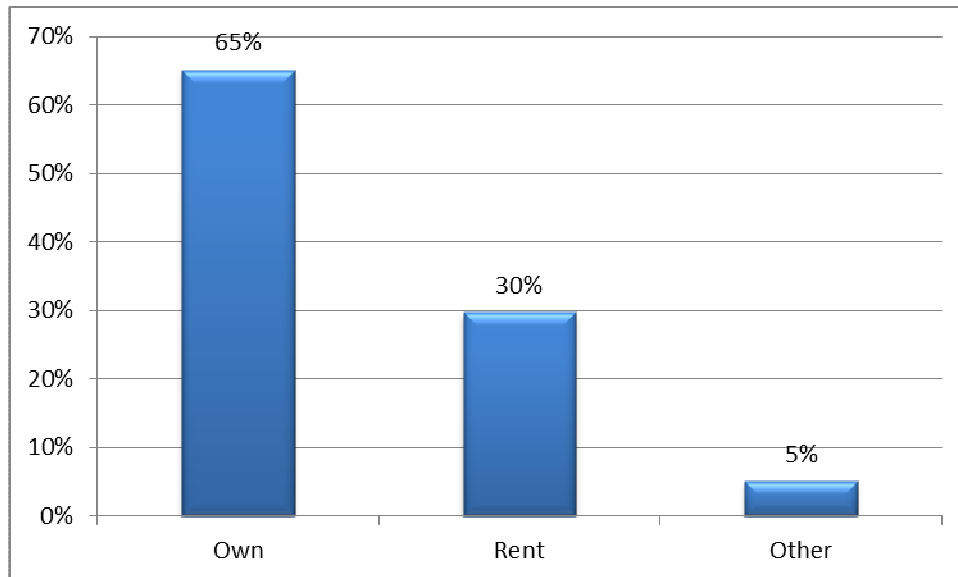
### Quadrant of the City



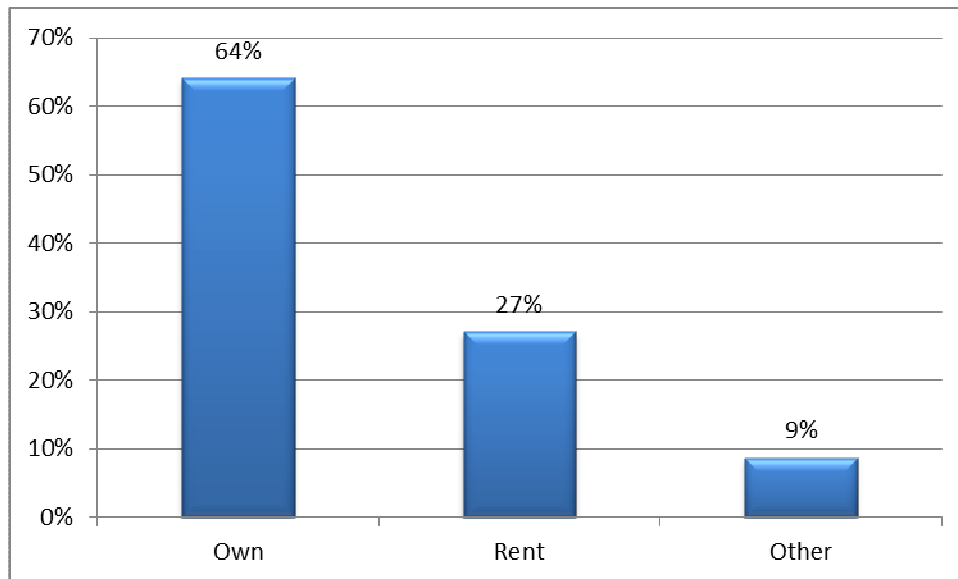
### Results from the 2011 POS:



## Home Ownership



### Results from the 2011 POS:



### Results from 2010 US Census:

**Total Units- 47483**

**Total Occupied Units- 44393**

**Owner Occupied: 57%**

**Owner Occupied: 61%**

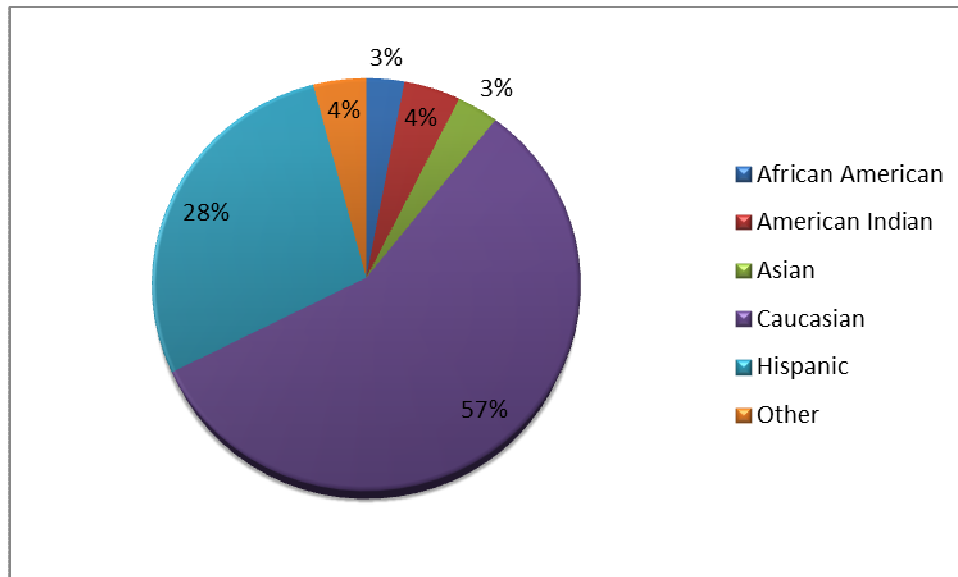
**Renter Occupied: 36%**

**Renter Occupied: 39%**

**Vacant: 7%**

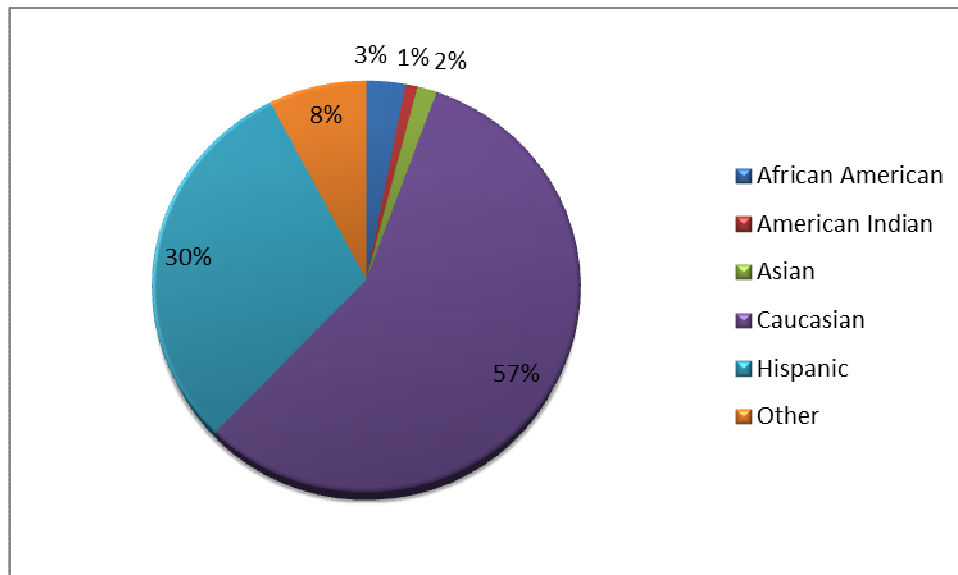
**Source: <http://www.census.gov/popfinder/>**

## Ethnicity



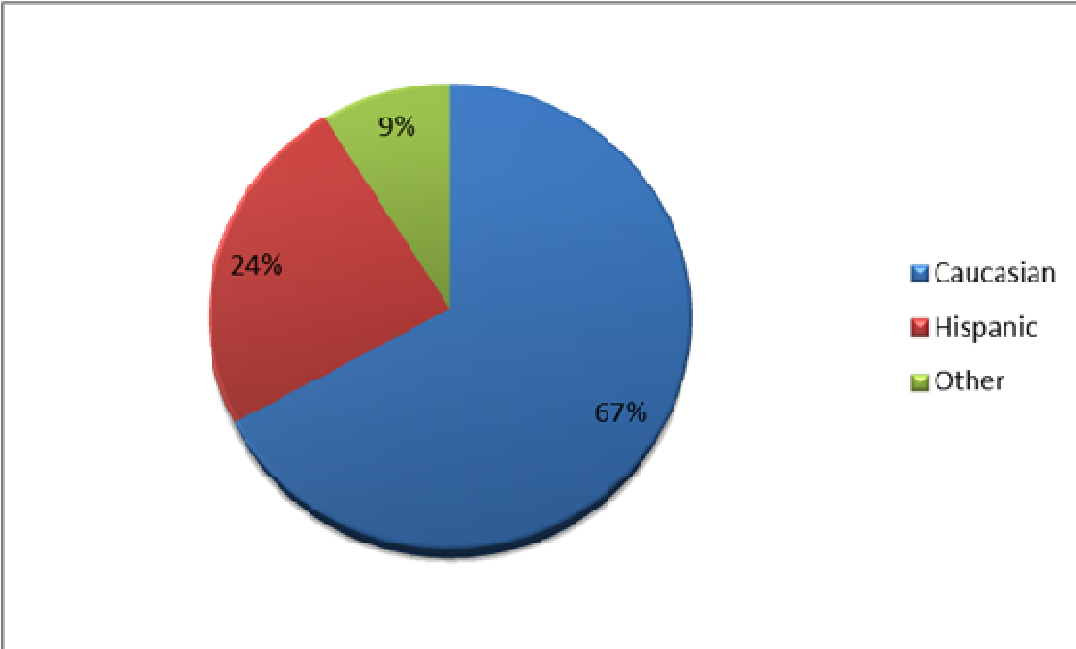
Answer	Northeast	Southeast	Northwest	Southwest
African American	2%	4%	1%	6%
American Indian	7%	5%	5%	1%
Asian	3%	0%	6%	2%
Caucasian	35%	77%	54%	69%
Hispanic	47%	11%	31%	18%
Other	6%	4%	4%	3%

## Results from the 2011 POS

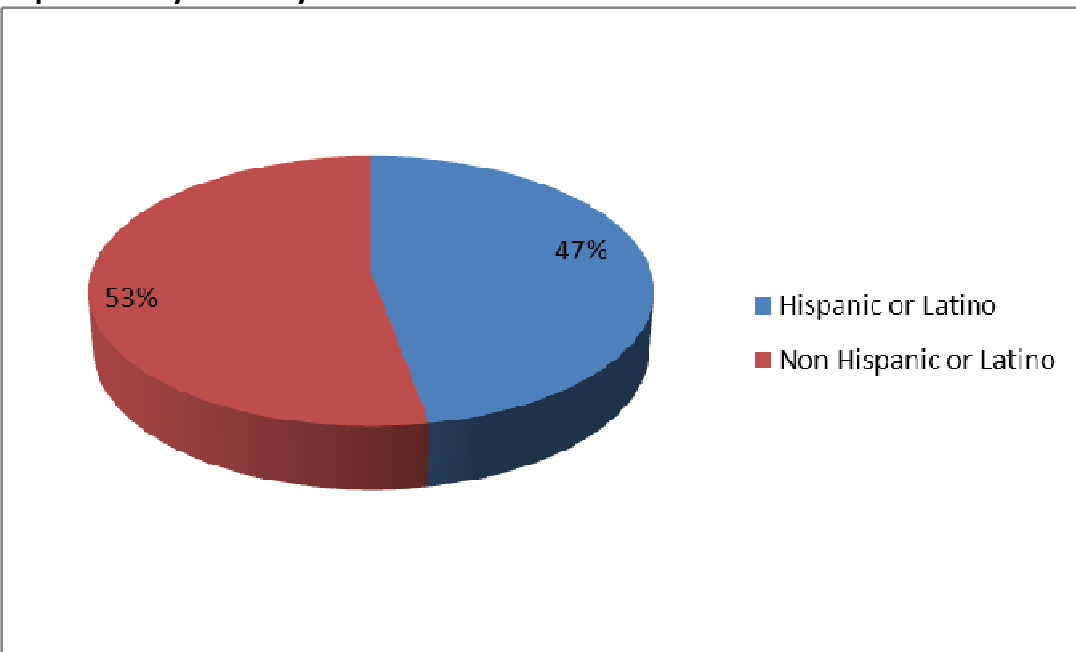


# Figures from the 2010 U.S. Census

Population by Race



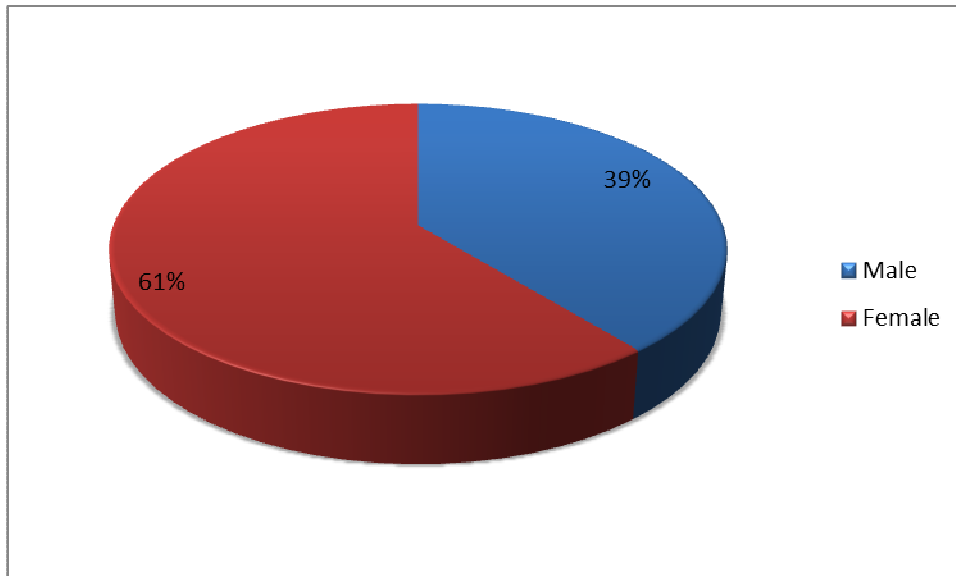
Population by Ethnicity



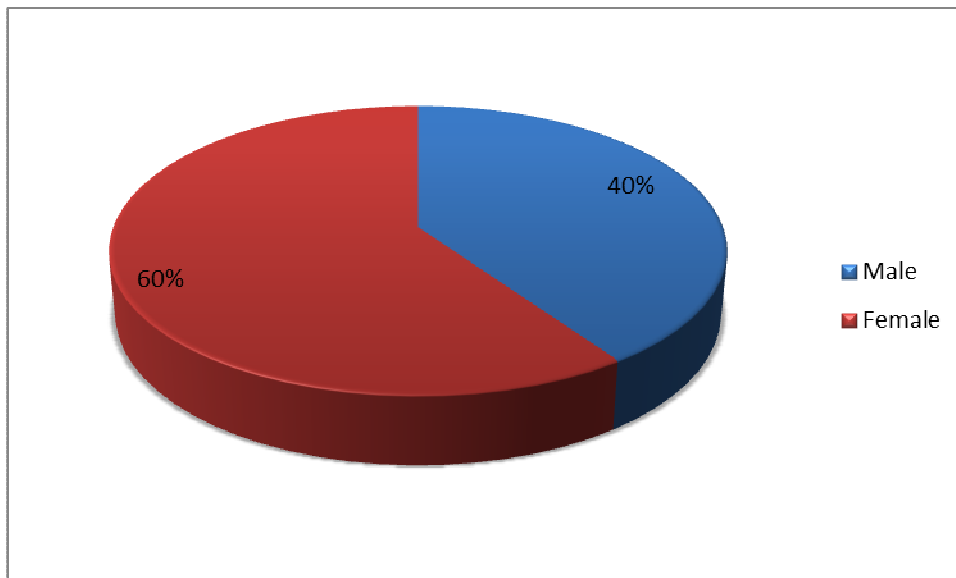
Source: <http://www.census.gov/2010census/popmap/ipmtext.php?fl=06>

## Gender

### 2013 POS Results



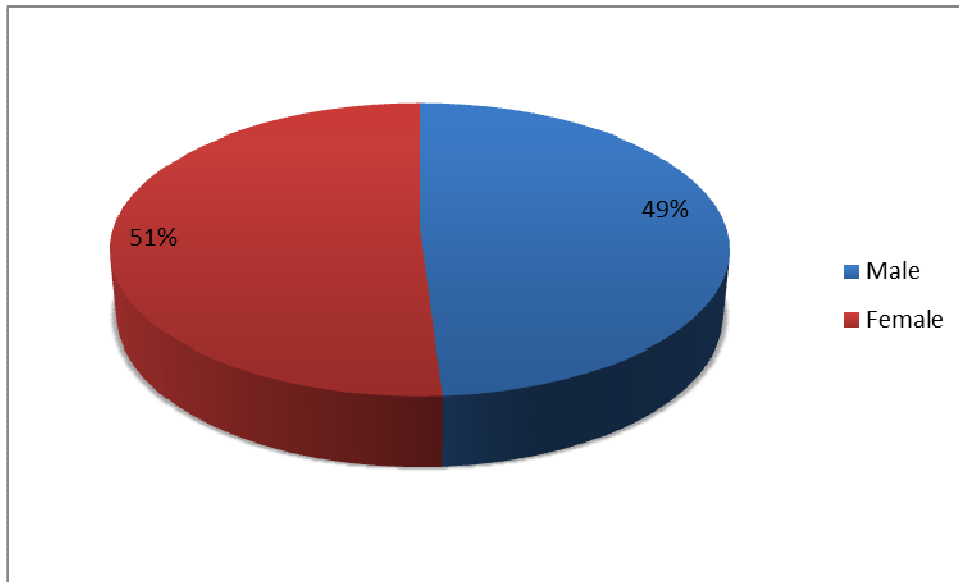
### Results from 2011 POS





# Figures from the 2010 U.S. Census

## Gender



Source: <http://www.census.gov/2010census/popmap/ipmtext.php?fl=06>

### 2013 Survey Results:

#### NE

58% Female

42% Male

#### NW

62% Female

38% Male

#### SE

64% Female

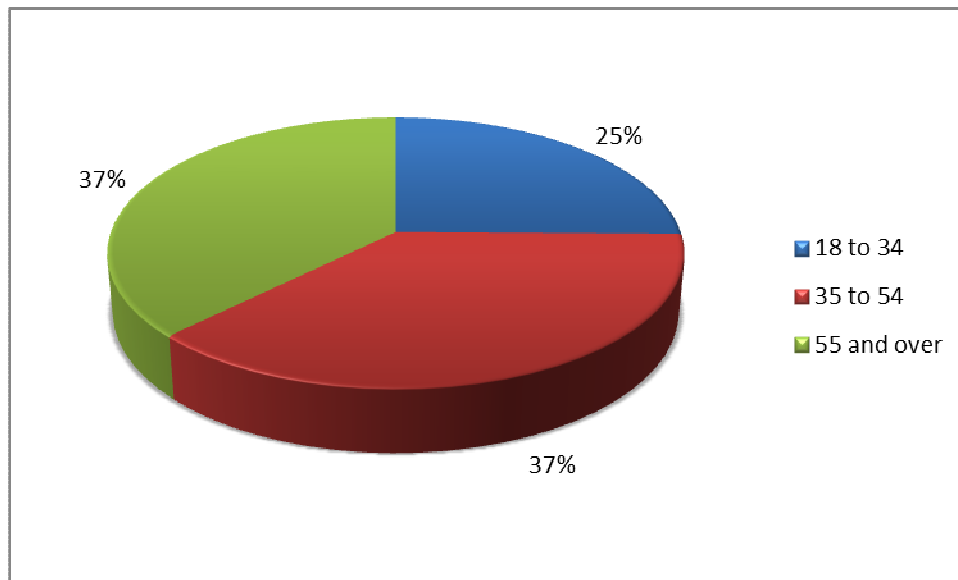
36% Male

#### SW

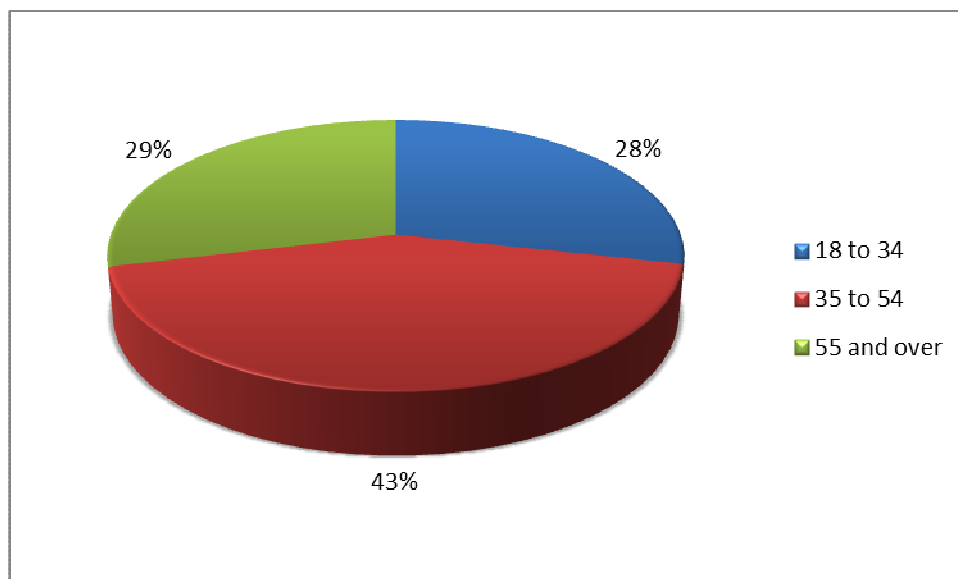
61% Female

39% Male

## Age Group



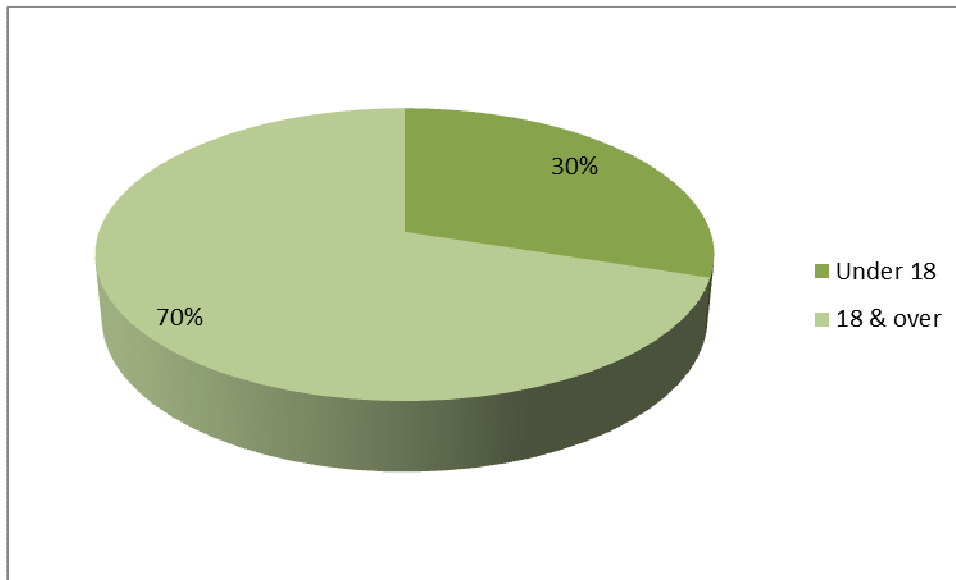
## Results from 2011 POS



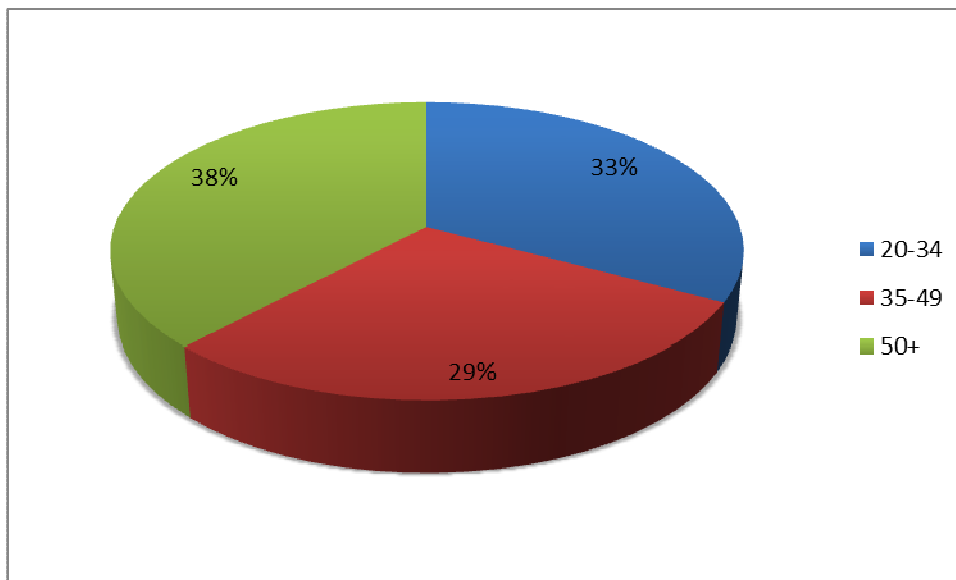
Highest % of 18 to 34: SE with 35%  
Highest % of 35 to 54: NE with 41%  
Highest % of 55 and over: SW with 49%

# Figures from the 2010 U.S. Census

Age Group

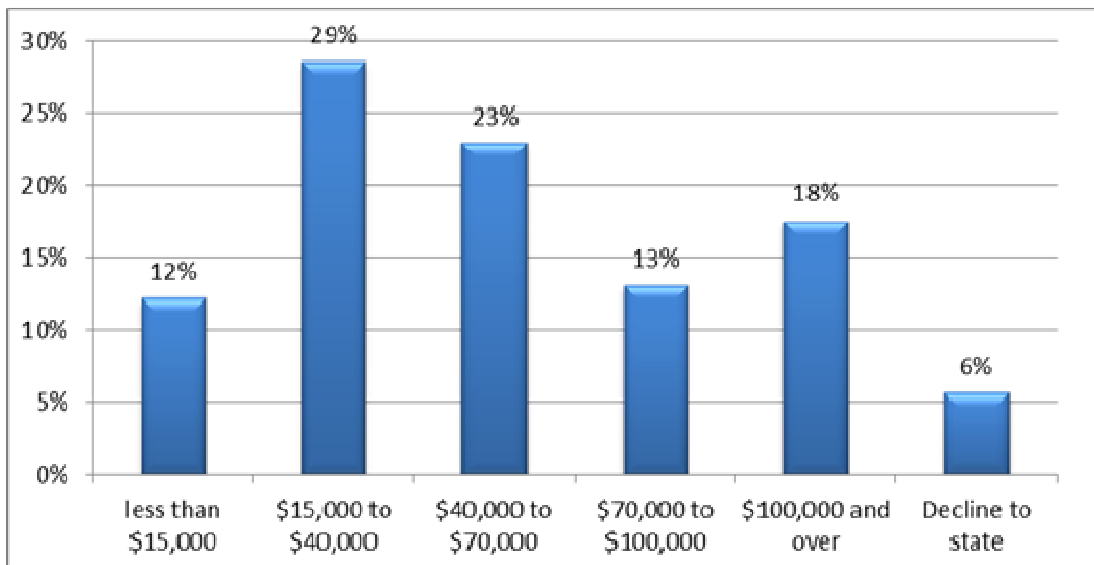


Age Group

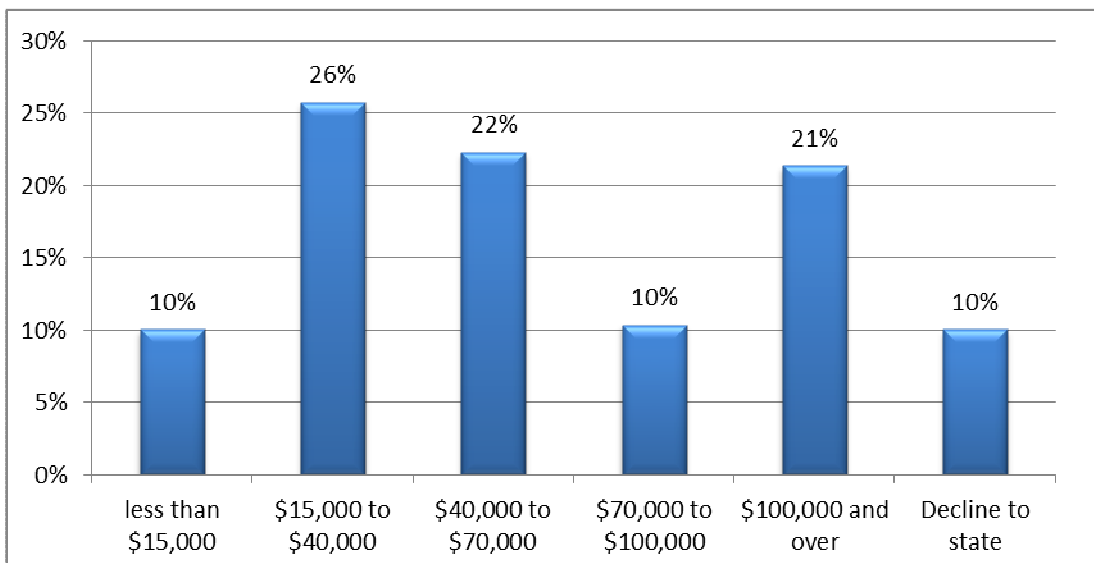


Source: <http://www.census.gov/2010census/popmap/ipmtext.php?fl=06>

## Gross Income



## Results from 2011 POS



**\$100K and over: 75% of total from NW/SW**

**\$15,000 to \$40,000: 64% of total from NE/NW**

## **Items with the Largest Change from 2011** **(More than +/- 3%)**

**1. Quadrants: -7% SW Quadrant**

**2. Providing a Safe Community: -13% Average, +8% High, +7% Very High**

**3a. Police Service Provided: -16% Good, +19% Excellent**

**4a. Fire Service Provided: +7% Average, -7% Excellent**

**5. 2<sup>nd</sup> Most Essential Service: +4% Road Maintenance, +5% Traffic Signs & Signals, -10% Recreation Activities**

**6. Quality of Services:**

- **City Road Maintenance: +5% Good, -5% Average, -4% Poor**
- **Traffic Management: +8% Excellent, +7% Good, -7% Average, -8% Poor**
- **Street Lighting: +5% Excellent, -9% Average**
- **Senior Citizen Services: +6% Excellent, -6% Average**
- **Recreation Activities: +8% Good, -8% Average**
- **Services for Disabled Persons: +7% Excellent, -6% Average**
- **Park Maintenance: +7% Excellent, -8% Average**
- **Convention Center: +6% Excellent, -4% Good, -4% Average**

**7. # of Times Attending Convention Center: -7% 1-2 times, +4% 5 or more times**

**11. Length of Residency: -4% 2 to 5 yrs., +5% more than 10 yrs.**

**13. Home Ownership: -4% Other**

**14. Ethnicity: -4% Other**

**16. Age Group: -6% 35-54, +8% 55 and over**

**17. Gross Income: -4% Decline to State**

**19. Quality of Life: -13% Average, +10% High, +6% Very High**

**Mean Above Average Ratings:**

**SW:73.58%**

**NW: 62.74%**

**SE:57.31%      But had 2<sup>nd</sup> highest QOL rating with 75% Above Avg.**

**NE:59.16%**

**Question 6 Alone (Quality of 12 Services):**

**SW: 56.75%**

**NW:51.42%**

**SE: 49.83%**

**NE: 59%**

**W/O Question 4b(Quality of Fire Service; SW & NE had 100% rating):**

**SW: 68.15%**

**NW: 58.28%**

**SE: 53.16%**

**NE: 51%**

**Mean Below Average Rating:**

**SW: 4.2%**

**NW:7.96%**

**SE: 8.18%**

**NE: 7.56%**

# Sample Survey



## 2013 CITY OF VISALIA PUBLIC OPINION SURVEY

1. Which part of the city do you live in if Mooney Blvd. and Highway 198 are considered the cross section:

Circle a number 1 ←Northeast 2 ←Southeast 3 ←Northwest 4 ←Southwest

2. How do you rate the city's efforts at providing a safe community:

Circle a number 1 ←Very Low 2 ←Low 3 ←Average 4 ←High 5 ←Very High

3. Have you had a *business* contact with the Visalia Police Department in the past year? (If "NO", go to question 4)

Circle Yes or No Yes No

If you answered "yes" how would you rate the service you received:

Circle a number 1 ←Very Poor 2 ←Poor 3 ←Average 4 ←Good 5 ←Excellent

4. Have you had *business* contact with a Visalia Firefighter in the last year? (If "NO", go to question 5)

Circle Yes or No Yes No

If you answered "yes" how would you rate the service you received:

Circle a number 1 ←Very Poor 2 ←Poor 3 ←Average 4 ←Good 5 ←Excellent

5. What do you consider to be the most essential city service besides Police and Fire:

Circle a number 1 ←Road Maintenance 2 ←Park Maintenance 3 ←Traffic Signs & Signals 4 ←Recreation Activities 5 ←Other

6. How do you rate the quality of the following services in Visalia:

Circle a number on each line	Very Poor	Poor	Average	Good	Excellent	Not Observed
Fire Emergency Response	1	2	3	4	5	X
Private Ambulance	1	2	3	4	5	X
City Road Maintenance	1	2	3	4	5	X
Traffic Management	1	2	3	4	5	X
Bus Services	1	2	3	4	5	X
Street Lighting	1	2	3	4	5	X
Senior Citizen Services	1	2	3	4	5	X
Recreation Activities	1	2	3	4	5	X
Service for Disabled Persons	1	2	3	4	5	X
Park Maintenance	1	2	3	4	5	X
Garbage+Recycling Collection	1	2	3	4	5	X
Convention Center	1	2	3	4	5	X

7. How many times have you attended activities at the Convention Center in the last year:

Circle a number 1 ←None 2 ←1 to 2 times 3 ←3 to 4 times 4 ←5 or more times

8. Excluding roadway construction activities, how do you view traffic flow throughout Visalia:

Circle a number 1 ←Very Poor 2 ←Poor 3 ←Average 4 ←Good 5 ←Excellent

- TURN PAGE OVER -

2013 CITY OF VISALIA PUBLIC OPINION SURVEY (Continued)

9. The City currently uses a split can for residential solid waste and recycling services and a yard waste can. The City would like to know if customers are satisfied with 2 can system (the split can and a yard waste can) collection service or if customers would prefer to have separate containers for waste and recycling?

Circle a number

- 1) Strongly prefer single, split can container
- 2) Prefer single, split container
- 3) No opinion
- 4) Prefer separate container for waste and recycling
- 5) Strongly prefer a container for waste and one for recycling

10. If the City changed to a three can system to improve recycling, what, if any, concerns might you have?

(Comment in this area)

11. How long have you lived in Visalia:

Circle a number

- 1 ← Fewer than 2 years    2 ← 2 to 5 years    3 ← 6 to 10 years    4 ← More than 10 years

12. Are you a registered voter:

Circle Yes or No

Yes    No

13. Do you own or rent your home:

Circle a number

- 1 ← Own    2 ← Rent    3 ← Other

14. What is your ethnicity:

Circle a number

- 1 ← African American    2 ← American Indian    3 ← Asian    4 ← Caucasian    5 ← Hispanic    6 ← Other

15. What is your gender:

Circle a number

- 1 ← Male    2 ← Female

16. What is your age group:

Circle a number

- 1 ← 18 to 34    2 ← 35 to 54    3 ← 55 and over

17. What was your household's total income before taxes last year:

Circle a number

- 1 ← Less than \$15,000    2 ← \$15,000 to \$40,000    3 ← \$40,000 to \$70,000  
4 ← \$70,000 to \$100,000    5 ← \$100,000 and over    6 ← Decline to state

18. What is the most important thing that the City should be working on to make Visalia better:

(Comment in this area)

19. Taking all things into consideration, how would you rate the overall quality of life in Visalia:

- 1 ← Very Low    2 ← low    3 ← Average    4 ← High    5 ← Very High

Circle a number

The City of Visalia produces an e-mail newsletter. Would you like to receive the newsletter? If so,:

Write your E-Mail Address Here: \_\_\_\_\_ @ \_\_\_\_\_

☺ **THANK YOU** ☺







