

# Public Opinion Survey



## 2006

Conducted By:  
The Citizens Advisory Committee  
in the spring of 2007

## **ACKNOWLEDGEMENTS**

The Citizens Advisory Committee, 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 survey is produced annually by the committee.

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

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## INTRODUCTION

### **Background**

The City of Visalia continuously strives to improve the quality of services that it provides to its citizens and identifies key areas to focus on to make Visalia a great place to live. In response to the necessary changes Visalia is undergoing, feedback from the community is needed. The survey is intended as a basic guide to measure the public concerns such as public works, public safety, and recreational activities to name a few.

The survey is entitled the 2006 Public Opinion Survey. Although the phoning of citizens took place in the spring of 2007, questions were asked based upon the quality of services provided in the 2006 calendar year. Work on the 2007 survey will begin in January.

### **Improvements**

This survey includes a few improvements over previous surveys. The past few surveys have used an outdated phone list which did not include rental units. As a result the surveys were biased toward higher income earning residents who have lived in Visalia for a number of years.

The 2006 survey includes the analysis of how demographics influence the way citizens respond to the survey. For the first time, the City has used statistical software to evaluate the data. Previously the response data was fed into an Excel spreadsheet. The Excel spreadsheet was limited in the analysis it could provide. The new software facilitated the in-depth analysis of the demographic data.

Each analysis page includes an exploratory look at trends, changes, and significant demographic factors. The data is supplemented with charts and graphs. The appendix includes detailed graphs on the bivariate level only. The notes section includes technical notes, supplementary explanations and/or comments.

## **SURVEY SUMMARY**

### **Overall**

Overall it appears that Visalians enjoy living in Visalia, but they are concerned about gangs and road maintenance. Below is a general summary of the survey results.

### **Quality of Life**

More than two thirds, 69%, of respondents rate the overall quality of life in Visalia as high or very high.

### **Public Safety**

The survey shows that the Citizens of Visalia are concerned about gangs and violent crimes. Half of the survey respondents rated the City's efforts at providing a safe community as high or very high.

Almost two thirds of the respondents rated the quality of emergency medical response by fire as good or very good. This is an increase of 11% from the 2005 survey.

### **Public Works**

Visalians give priority to essential services in the following order: road maintenance, traffic signs and signals, recreational activities, and park maintenance.

It appears that Visalians are increasingly concerned about the quality of road maintenance. On a positive note, 76% of respondents rated garbage service as good or very good.

### **Parks and Recreation**

Almost half of the respondents rated the quality of the City's recreational activities as good or very good. Park maintenance was viewed as good to very good by 59% of respondents, 20% rated it as average.

### **Other Services**

Those who had an opinion about services for the disabled generally had a positive view. This was the same for transit services.

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

|  | VERY HIGH | HIGH | AVERAGE | LOW | VERY LOW | VERY HIGH | AVERAGE | LOW | VERY LOW |
|--|-----------|------|---------|-----|----------|-----------|---------|-----|----------|
|--|-----------|------|---------|-----|----------|-----------|---------|-----|----------|

|      | YEAR-TO-YEAR |     |     |    |    |     |     |    |    |
|------|--------------|-----|-----|----|----|-----|-----|----|----|
| 2006 | 20%          | 49% | 26% | 3% | 2% | 69% | 26% | 5% | 3% |
| 2005 | 18%          | 51% | 27% | 2% | 1% | 69% | 27% | 3% | 3% |
| 2004 | 21%          | 56% | 19% | 3% | 1% | 77% | 19% | 4% | 4% |
| 2003 | 28%          | 40% | 28% | 3% | 0% | 68% | 28% | 3% | 3% |

### 2006 SIGNIFICANT DEMOGRAPHICS

|          | AGE |     |     |    |    |     |     |     |     |
|----------|-----|-----|-----|----|----|-----|-----|-----|-----|
| 18 To 25 | 8%  | 63% | 17% | 8% | 4% | 71% | 17% | 13% | 13% |
| 26 To 55 | 12% | 57% | 28% | 2% | 1% | 68% | 28% | 3%  | 3%  |
| 56 Plus  | 31% | 39% | 25% | 4% | 2% | 70% | 25% | 5%  | 5%  |

|         | INCOME |     |     |     |    |     |     |     |     |
|---------|--------|-----|-----|-----|----|-----|-----|-----|-----|
| <10K    | 18%    | 41% | 27% | 14% | 0% | 59% | 27% | 14% | 14% |
| 10K-40K | 21%    | 37% | 39% | 3%  | 2% | 57% | 39% | 4%  | 4%  |
| 40K-70K | 18%    | 57% | 19% | 4%  | 2% | 75% | 19% | 6%  | 6%  |
| 70K<    | 23%    | 57% | 19% | 1%  | 0% | 80% | 19% | 1%  | 1%  |

|           | HOUSEHOLD MAKEUP |     |     |    |    |     |     |     |     |
|-----------|------------------|-----|-----|----|----|-----|-----|-----|-----|
| Single    | 29%              | 32% | 32% | 4% | 3% | 61% | 32% | 7%  | 7%  |
| S/C       | 18%              | 47% | 24% | 8% | 3% | 66% | 24% | 11% | 11% |
| Married   | 16%              | 57% | 26% | 1% | 0% | 73% | 26% | 1%  | 1%  |
| M/C       | 18%              | 56% | 22% | 3% | 1% | 74% | 22% | 5%  | 5%  |
| Unrelated | 32%              | 26% | 37% | 0% | 5% | 58% | 37% | 5%  | 5%  |

### Summary:

More than two thirds, 69%, of respondents rate the overall quality of life in Visalia as high or very high. Younger and lower income respondents are the least satisfied.

### Year-to-Year Trends:

In 2006, there was no significant change in high or very high ratings.

### Significant Demographics:

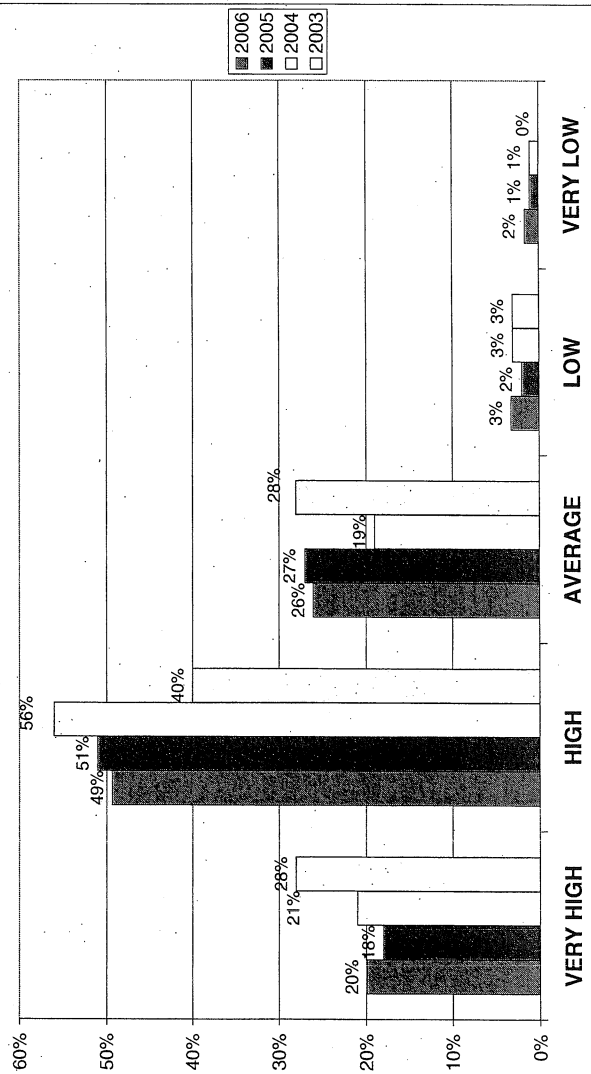
#### Age:

18 to 25 year olds were the least satisfied with the overall quality of life with 13% responding to low to very low compared to 5% and 3% for 55 over and 26 to 55 year olds, respectively. (quality1)

#### Income:

The majority of respondents from all income brackets responded very high/ high. Income seems to have a slight effect on the ratings for the quality of life in Visalia. Respondents making more money responded more favorably compared to lower income respondents who responded less favorably. (quality2)

## QUALITY OF LIFE



# Importance of having a vibrant downtown?

|  | VERY HIGH | HIGH | AVERAGE | LOW | VERY LOW |
|--|-----------|------|---------|-----|----------|
|--|-----------|------|---------|-----|----------|

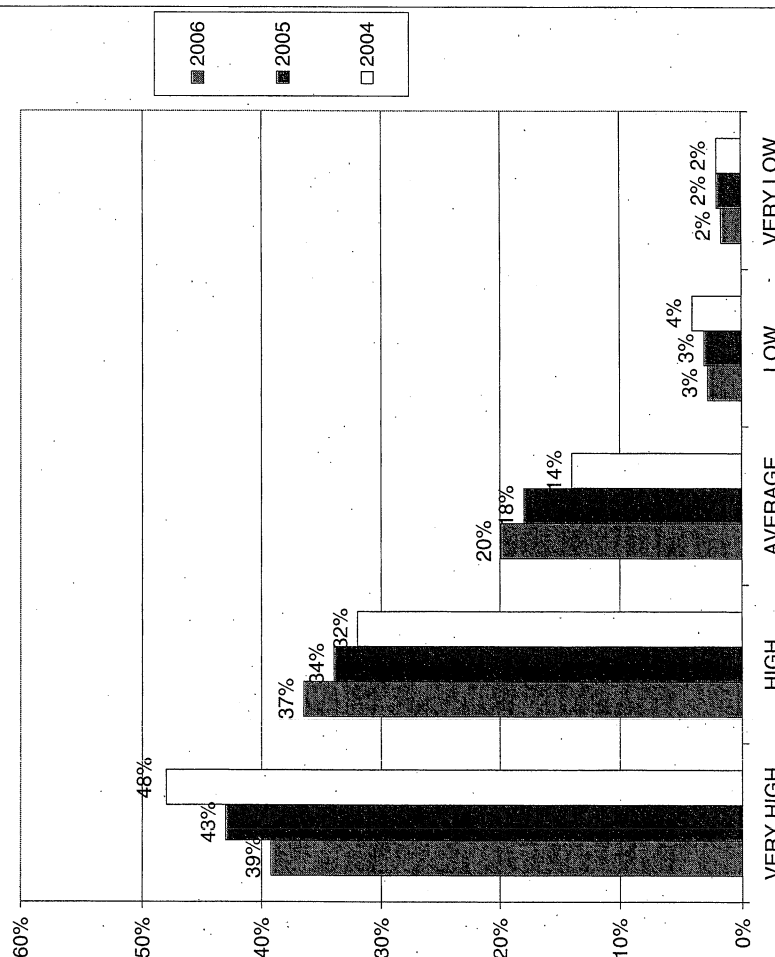
|      | VERY HIGH | HIGH | AVERAGE | LOW | VERY LOW |
|------|-----------|------|---------|-----|----------|
| 2006 | 39%       | 37%  | 20%     | 3%  | 2%       |
| 2005 | 43%       | 34%  | 18%     | 3%  | 2%       |
| 2004 | 48%       | 32%  | 14%     | 4%  | 2%       |

## 2006 SIGNIFICANT DEMOGRAPHICS

|         | VERY HIGH | HIGH | AVERAGE | LOW | VERY LOW |
|---------|-----------|------|---------|-----|----------|
| <10K    | 22%       | 39%  | 22%     | 11% | 6%       |
| 10K-40K | 33%       | 33%  | 29%     | 3%  | 2%       |
| 40K-70K | 40%       | 43%  | 14%     | 0%  | 2%       |
| 70K<    | 49%       | 35%  | 13%     | 2%  | 1%       |

|         | VERY HIGH | HIGH | AVERAGE | LOW | VERY LOW |
|---------|-----------|------|---------|-----|----------|
| <10K    | 17%       | 61%  | 22%     | 2%  | 1%       |
| 10K-40K | 5%        | 67%  | 29%     | 2%  | 1%       |
| 40K-70K | 2%        | 84%  | 14%     | 1%  | 1%       |
| 70K<    | 3%        | 84%  | 13%     | 1%  | 1%       |

## Vibrant Downtown



## Summary:

Overall, 76% of respondents rated the importance of having a vibrant downtown as high or very high. Respondents who earn more are more likely to agree.

## Year-to-Year Trend:

Compared to the 2005 survey, there has been little change in the response.

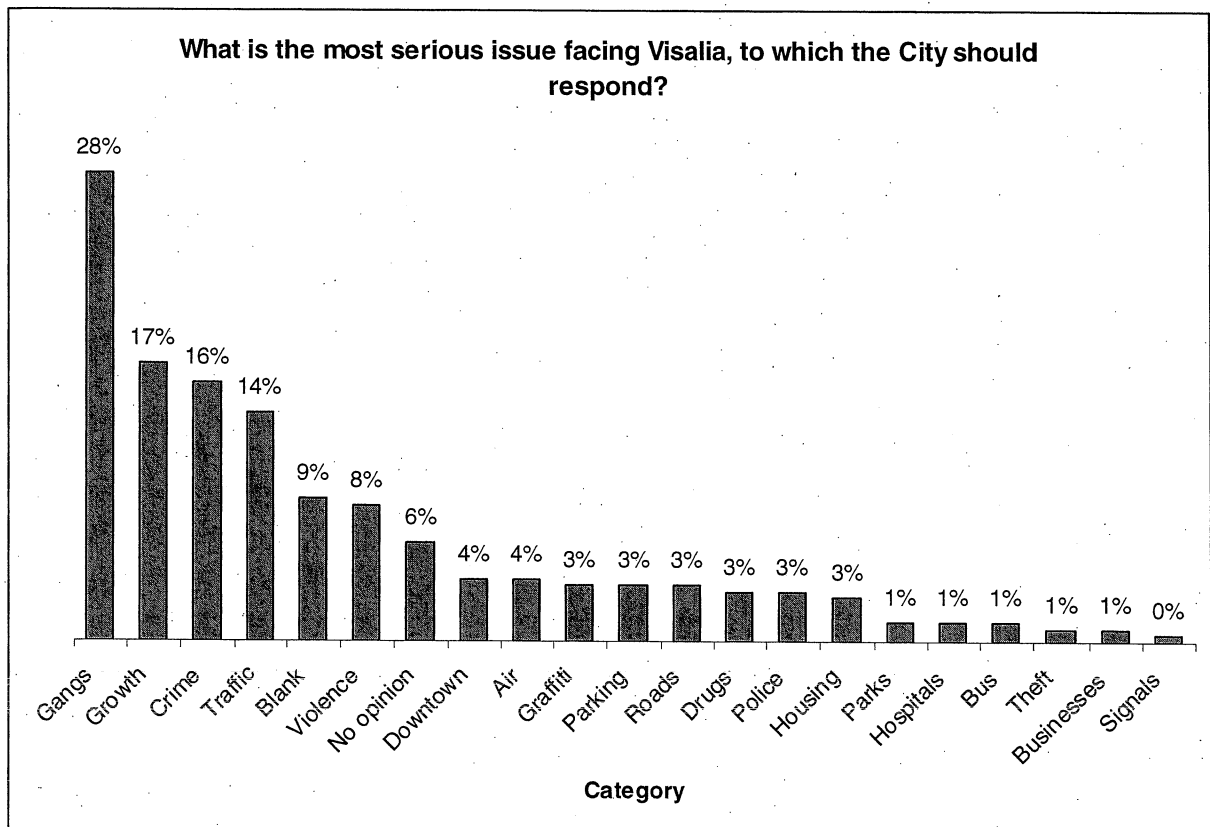
## Significant Demographics:

Those making less than \$40,000 rated less frequently to high/ very high ratings compared to those making over \$40,000. 17% of those making less than \$10,000 rated it as low to very low compared to less than 5% for other income groups. Note that as income rises so does the frequency of people rating this question as very high. (vibrant1)

## SUMMARY OF RESPONSES

Survey respondents were asked what they thought was the most serious issue facing Visalia. Below is a chart showing the results of that question. The percentages represent how frequent the word was used by the respondents. Multiple responses were allowed. The total of responses to this question does not equal the 386 respondents. The percent in each category is based on a total of 345 occurrences. The most frequent words in the responses were gang, violence, crime, drugs and growth.

For the most part citizens are concerned about gangs, crime, traffic and growth. Crime in this case involves any acts involving drugs, violence, and theft. Several responses included gangs and gang violence along side with graffiti. Growth concerns related mostly to the rapid expansion and farming land conversion. Citizens also felt traffic conditions could be less congested, mostly along Mooney Boulevard. Another traffic problem was speeding vehicles and general road maintenance concerns. A few suggestions by the respondents included bringing in more businesses, control of the cities growth, improving the air quality and more recreational places for kids to enjoy.



## **PUBLIC SAFETY SUMMARY**

### **Police Department**

#### *Police Service Rating*

A majority, 69% of respondents who had contact with the Police Department in 2006 considered the quality of the service they received as good or better.

#### *Effort at Providing a Safe Community*

About half of the respondents thought the City's efforts at providing a safe community were high to very high. Since 2003, there has been a decrease in very high ratings and an increase in average ratings.

#### *What Criminal Activity Should the City Target?*

The residents of Visalia are most concerned about gang activity and violent crimes. There has been a 17% decrease in gang suppression concerns from 2005, yet an increase in property crimes, car thefts, malicious damage and graffiti. Since the survey was administered in the spring of 2007, the results would not indicate concerns stemming from the gang activity this past summer.

### **Fire Department**

#### *Fire Service Rating*

Of those who had contact with a firefighter in 2006, the majority, 73% comment that they provided excellent service. In 2006, 10% of respondents rated the service they received from the Fire Department as average.

#### *Quality of Emergency Medical Response by Fire*

Of the total responses, 63% rated the quality of medical response by fire as good to very good. This is an increase of 11% as compared to 2005 and a 7% increase as compared to 2004.

The increase might be attributed to the recent training of the firefighters and ambulance operators as paramedics.

## How do you rate the quality of service you received from the Police Department?

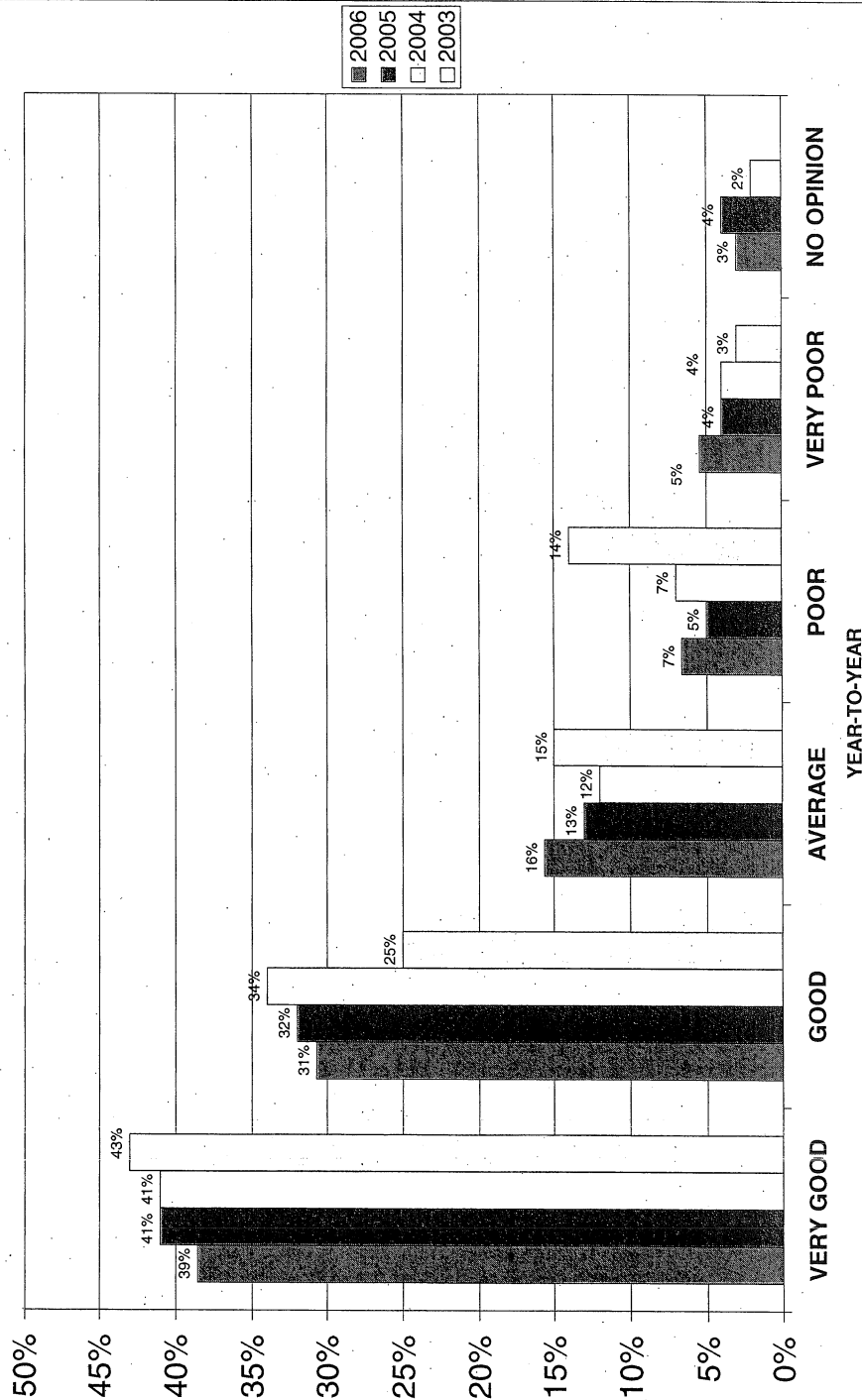
|  | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION | VERY GOOD/GOOD | AVERAGE | POOR/VERY POOR | NO OPINION |
|--|-----------|------|---------|------|-----------|------------|----------------|---------|----------------|------------|
|--|-----------|------|---------|------|-----------|------------|----------------|---------|----------------|------------|

| YEAR-TO-YEAR |     |     |     |     |    |    |     |     |     |    |
|--------------|-----|-----|-----|-----|----|----|-----|-----|-----|----|
| 2006         | 39% | 31% | 16% | 7%  | 5% | 3% | 69% | 16% | 12% | 3% |
| 2005         | 41% | 32% | 13% | 5%  | 4% | 4% | 73% | 13% | 9%  | 4% |
| 2004         | 41% | 34% | 12% | 7%  | 4% | 2% | 75% | 12% | 11% | 2% |
| 2003         | 43% | 25% | 15% | 14% | 3% |    | 68% | 15% | 17% |    |

### 2006 SIGNIFICANT DEMOGRAPHICS

| AGE      |     |     |     |     |    |     |     |     |     |     |
|----------|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|
| 18 To 25 | 7%  | 29% | 21% | 21% | 7% | 14% | 36% | 21% | 29% | 14% |
| 26 To 55 | 44% | 28% | 18% | 3%  | 4% | 2%  | 72% | 18% | 8%  | 2%  |
| 56 Plus  | 40% | 31% | 11% | 9%  | 7% | 2%  | 71% | 11% | 16% | 2%  |

## Quality of Police Protection



### Summary:

This questions was asked of those citizens who had contact with a police officer in the past year. A majority, 69% of respondents who had contact with the Police Department last year considered the quality of the service they received as good or better.

Respondents 26 and older were pleased with the quality of service they received from the Police Department. Those 18 to 25 were not as content with the service provided to them by police; however, they were more likely to not have an opinion.

### Year-to-Year Trend:

Since 2005, there has been a decrease in the frequency of no opinion responses and a decrease in very good to good ratings. This is offset by an increase in average and poor to very poor ratings. This has been a common trend from previous years.

### Significant Demographics:

#### Age

Younger respondents were more likely to encounter a police officer. Of those 18-25 year olds 36% rated the service as very good/ good. 72% of 26 to 55 year olds responded as very high/high. 71% of those 56 and over, rated the service as very high/ high. This indicates that younger respondents were more likely to give an average or lower rating about the quality of police protection. 14 % of those 18 to 25 year olds had no opinion compared to 4% for those over 25. (rate1)

## How do you rate the City's efforts at providing a safe community?

|  | VERY HIGH | HIGH | AVERAGE | LOW | VERY LOW |
|--|-----------|------|---------|-----|----------|
|--|-----------|------|---------|-----|----------|

|      | VERY HIGH | HIGH | AVERAGE | LOW | VERY LOW |
|------|-----------|------|---------|-----|----------|
| 2006 | 8%        | 43%  | 41%     | 7%  | 1%       |
| 2005 | 9%        | 42%  | 39%     | 8%  | 2%       |
| 2004 | 10%       | 46%  | 36%     | 6%  | 1%       |
| 2003 | 12%       | 47%  | 35%     | 3%  | 2%       |
| 2002 | 9%        | 47%  | 37%     | 4%  | 2%       |

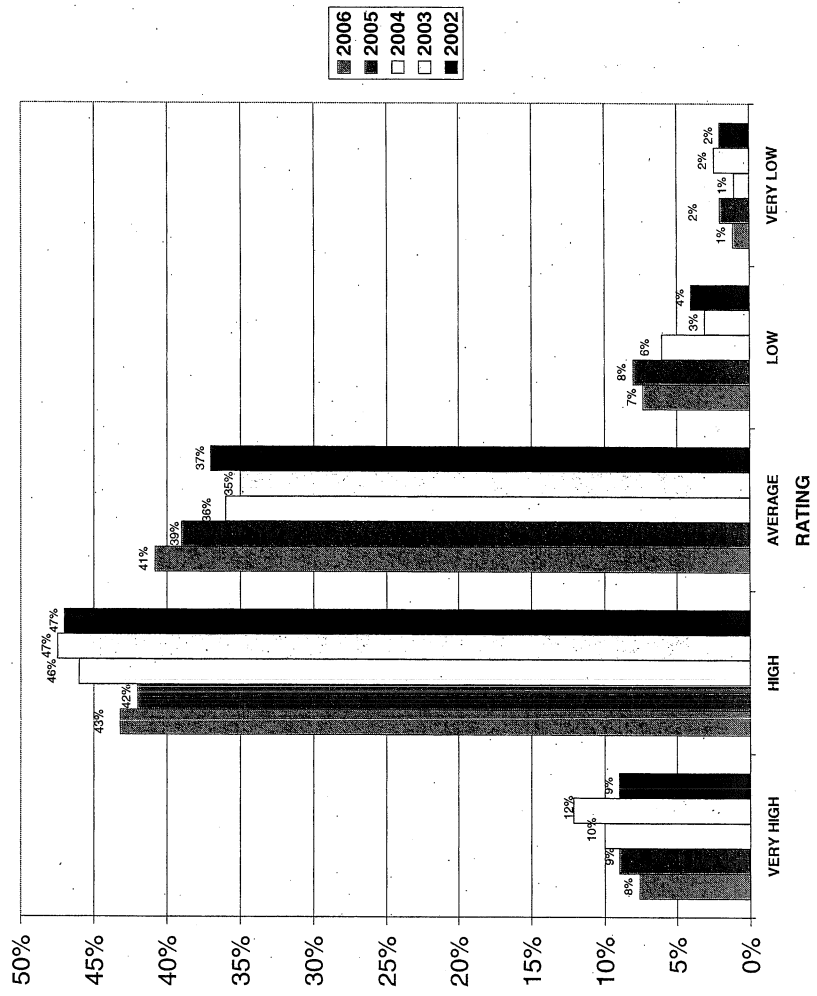
### 2006 SIGNIFICANT DEMOGRAPHICS

|      | VERY HIGH | HIGH | AVERAGE | LOW | VERY LOW |
|------|-----------|------|---------|-----|----------|
| 2006 | 8%        | 43%  | 41%     | 7%  | 1%       |
| 2005 | 9%        | 42%  | 39%     | 8%  | 2%       |
| 2004 | 10%       | 46%  | 36%     | 6%  | 1%       |
| 2003 | 12%       | 47%  | 35%     | 3%  | 2%       |
| 2002 | 9%        | 47%  | 37%     | 4%  | 2%       |

### 2006 SIGNIFICANT DEMOGRAPHICS

|      | VERY HIGH | HIGH | AVERAGE | LOW | VERY LOW |
|------|-----------|------|---------|-----|----------|
| 2006 | 8%        | 43%  | 41%     | 7%  | 1%       |
| 2005 | 9%        | 42%  | 39%     | 8%  | 2%       |
| 2004 | 10%       | 46%  | 36%     | 6%  | 1%       |
| 2003 | 12%       | 47%  | 35%     | 3%  | 2%       |
| 2002 | 9%        | 47%  | 37%     | 4%  | 2%       |

### Provides a Safe Community



### Summary:

About half of the respondents thought the City's efforts at providing a safe community were high to very high. Those from the Southwest were more likely to rate efforts as very high and high. Indicating that the Southwest is the most satisfied with the cities efforts at providing a safe community. The Northeast is the least satisfied, with 16% low/ very low ratings compared to less than 9% for other quadrants.

### Year-to-Year Trend:

Since 2003, there has been a decrease in very high ratings and an increase in average ratings. There is a 3 to 4 percent increase in low ratings.

### Significant Demographic:

#### Quadrant:

Of those living in the Northeast, 16 percent responded to having a low to very low rating for the efforts at providing a safe community. This indicates that this quadrant of the city might need more attention. The Southwest and the Southeast both had 6% of respondents each rate the city's efforts as low to very low. (SAFECOMM1)

## To provide a safer community, what type of criminal activity should the city target?

|  | VIOLENT CRIME | PROPERTY CRIME | CAR THEFT | MALICIOUS DAMAGE | GRAFFITI | GANG SUPPRESSION | OTHER |
|--|---------------|----------------|-----------|------------------|----------|------------------|-------|
|--|---------------|----------------|-----------|------------------|----------|------------------|-------|

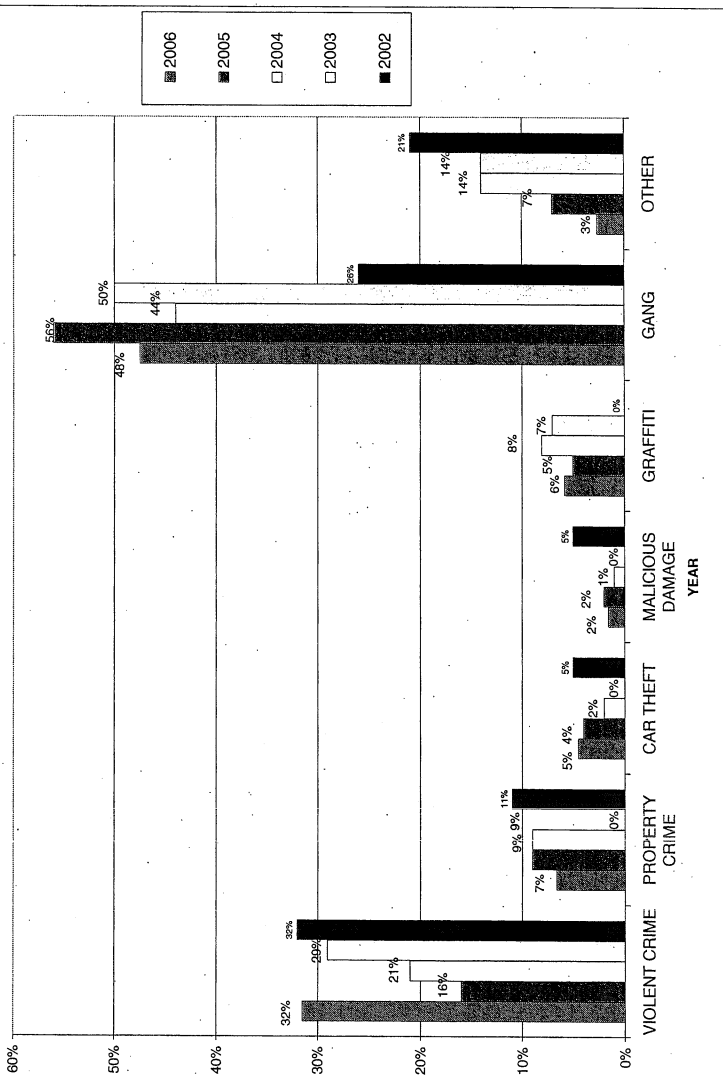
|      | YEAR-TO-YEAR |     |    |    |    |     |     |
|------|--------------|-----|----|----|----|-----|-----|
| 2006 | 32%          | 7%  | 5% | 2% | 6% | 48% | 3%  |
| 2005 | 16%          | 9%  | 4% | 2% | 5% | 56% | 7%  |
| 2004 | 21%          | 9%  | 2% | 1% | 8% | 44% | 14% |
| 2003 | 29%          | 0%  | 0% | 0% | 7% | 50% | 14% |
| 2002 | 32%          | 11% | 5% | 5% | 0% | 26% | 21% |

### 2006 SIGNIFICANT DEMOGRAPHICS

|            | INCOME |     |     |    |     |     |     |
|------------|--------|-----|-----|----|-----|-----|-----|
| <10K       | 19%    | 10% | 10% | 0% | 10% | 38% | 14% |
| 10K to 40K | 33%    | 3%  | 4%  | 4% | 3%  | 50% | 3%  |
| 40K to 70K | 28%    | 9%  | 6%  | 1% | 6%  | 49% | 2%  |
| 70K+       | 32%    | 8%  | 3%  | 0% | 6%  | 51% | 0%  |

|       | HOMEOWNERSHIP |    |     |    |    |     |    |
|-------|---------------|----|-----|----|----|-----|----|
| Own   | 31%           | 8% | 3%  | 0% | 6% | 49% | 3% |
| Rent  | 31%           | 2% | 7%  | 4% | 7% | 45% | 3% |
| Other | 28%           | 9% | 18% | 9% | 0% | 36% | 0% |

### Year-to-Year Trend



### Summary:

The residents of Visalia are most concerned about gang activity and violent crimes.

### Year-to-Year Trend:

There has been a 8% decrease in gang suppression concerns from 2005, yet an increase of 16% in violent crime concerns.

### Significant Demographics:

#### Income

For all income brackets, malicious damage is less of a concern. For those making less than \$10,000, gangs were a lower concern compared to other income brackets. Among those making \$10,000 and under: graffiti, property crime and auto theft is a major concern. Interestingly, an unidentified "other" concern exist among this income bracket. (CITYTARGET3)

#### Homeownership

8% of owners seem to put property crime as highly important versus 2% of renters. Renters are more concerned with auto theft, malicious damage than are owners. (CITYTARGET2)

### Recommendations:

The committee is recommending that the category "other" be omitted next year.

### Comments:

According to the 2006 FBI Uniform Crime Reporting (UCR) Program, The City of Visalia's reported violent crimes and property crimes have gone down between years 2005 and 2006, even as the city's population increased. (CITYTARGET1)

ADDITIONAL NOTES: SEE APPENDIX GNOTES-1

## How do you rate the quality of Fire/Emergency Services?

|      | VERY GOOD    | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION | VERY GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
|------|--------------|------|---------|------|-----------|------------|-----------|---------|------|-----------|------------|
|      | YEAR-TO-YEAR |      |         |      |           |            |           |         |      |           |            |
| 2006 | 31%          | 31%  | 6%      | 0%   | 1%        | 30%        | 63%       | 6%      | 1%   | 3%        | 30%        |
| 2005 | 28%          | 28%  | 9%      | 2%   | 1%        | 35%        | 52%       | 9%      | 3%   | 3%        | 35%        |
| 2004 | 27%          | 29%  | 7%      | 1%   | 0%        | 36%        | 56%       | 7%      | 1%   | 1%        | 36%        |
| 2003 | 41%          | 40%  | 18%     | 1%   | 0%        |            | 81%       | 18%     | 1%   |           |            |
| 2002 | 42%          | 49%  | 8%      | 1%   | 0%        |            | 91%       | 8%      | 1%   |           |            |

## 2006 SIGNIFICANT DEMOGRAPHICS

|         |                  |     |    |    |    |     |     |    |    |    |     |
|---------|------------------|-----|----|----|----|-----|-----|----|----|----|-----|
|         | LIVED IN VISALIA |     |    |    |    |     |     |    |    |    |     |
| <2      | 13%              | 38% | 0% | 0% | 0% | 50% | 50% | 0% | 0% | 0% | 50% |
| 2 to 5  | 18%              | 30% | 9% | 0% | 0% | 44% | 48% | 9% | 0% | 0% | 44% |
| 5 to 10 | 24%              | 41% | 3% | 3% | 0% | 29% | 65% | 3% | 3% | 2% | 29% |
| 10+     | 36%              | 31% | 6% | 0% | 1% | 26% | 67% | 6% | 1% | 1% | 26% |

|                  |           |     |     |    |    |     |     |     |    |    |     |
|------------------|-----------|-----|-----|----|----|-----|-----|-----|----|----|-----|
|                  | ETHNICITY |     |     |    |    |     |     |     |    |    |     |
| African-American | 40%       | 30% | 20% | 0% | 0% | 10% | 70% | 20% | 0% | 0% | 10% |
| Caucasian        | 33%       | 27% | 3%  | 0% | 0% | 37% | 60% | 3%  | 0% | 0% | 37% |
| Hispanic         | 26%       | 44% | 13% | 1% | 1% | 15% | 70% | 13% | 2% | 0% | 15% |
| American Indian  | 50%       | 33% | 0%  | 0% | 0% | 17% | 83% | 0%  | 0% | 0% | 17% |
| Asian            | 25%       | 25% | 0%  | 0% | 0% | 50% | 50% | 0%  | 0% | 0% | 50% |
| Other            | 25%       | 44% | 19% | 0% | 0% | 13% | 69% | 19% | 0% | 0% | 13% |

## Summary:

Of the total responses, 63%, rated the quality of medical response by fire as good to very good. Older respondents responded more favorably than did younger respondents and were less likely to have no opinion. Hispanics were also more satisfied with the service than Caucasians. Interestingly, Caucasians were more likely not to have an opinion on this question than Hispanics.

## Year-to-Year Trend:

This is an increase of 11% as compared to 2005 and a 7% increase as compared to 2004.

## Significant Demographics:

## Lived in Visalia

Most respondents from each category either felt very good/ good or had no opinion. Those who have lived in Visalia 10 or more years rated the service as very good/ good (67%), higher than the other categories. It seems that the longer the respondent has lived here the more likely hers/his response will be very good to good and more likely to give an opinion. (MEDRESPONSE1)

ADDITIONAL NOTES: (SEE APPENDIX: TNOTES2)

## Ethnicity

60% of Caucasians versus 70% of Hispanics rated medical response by fire as very good/good. This is interesting since the majority of our sample size were Caucasians. 37% of Caucasians versus 15% of Hispanics did not have an opinion. 0% of Caucasians and 2% of Hispanics rated the quality as poor/very poor. Overall, Hispanics rated the quality of service higher than Caucasians. (MEDRESPONSE2)

## Quality of Fire/Emergency Services



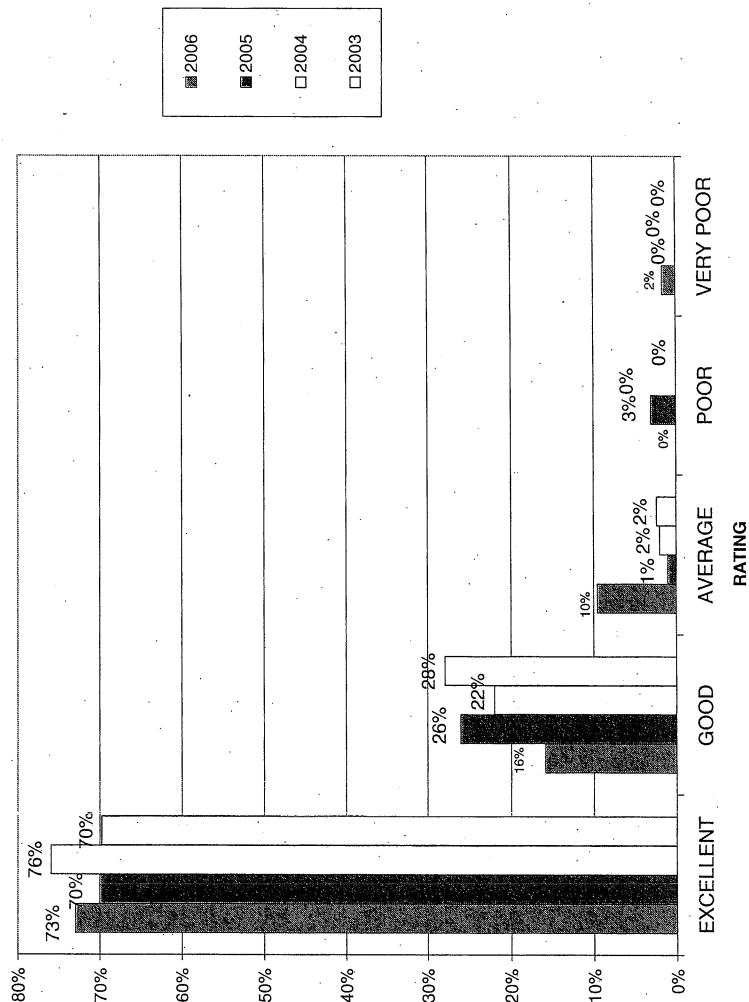
# How would you rate the service you received from the Fire Department?

|                     | EXCELLENT | GOOD | AVERAGE | POOR | VERY POOR | EXCELLENT<br>GOOD | AVERAGE | POOR | VERY POOR |
|---------------------|-----------|------|---------|------|-----------|-------------------|---------|------|-----------|
| <b>YEAR-TO-YEAR</b> |           |      |         |      |           |                   |         |      |           |
| 2006                | 73%       | 16%  | 10%     | 0%   | 2%        | 89%               | 10%     | 2%   | 0%        |
| 2005                | 70%       | 26%  | 1%      | 3%   | 0%        | 96%               | 1%      | 3%   | 0%        |
| 2004                | 76%       | 22%  | 2%      | 0%   | 0%        | 98%               | 2%      | 0%   | 0%        |
| 2003                | 70%       | 28%  | 2%      | 0%   | 0%        | 98%               | 2%      | 0%   | 0%        |

|                                      |     |     |      |    |    |     |      |    |    |
|--------------------------------------|-----|-----|------|----|----|-----|------|----|----|
| <b>2006 SIGNIFICANT DEMOGRAPHICS</b> |     |     |      |    |    |     |      |    |    |
| <b>HOMEOWNERSHIP</b>                 |     |     |      |    |    |     |      |    |    |
| Own                                  | 78% | 14% | 8%   | 0% | 0% | 92% | 8%   | 0% | 0% |
| Rent                                 | 58% | 25% | 8%   | 0% | 0% | 83% | 8%   | 8% | 0% |
| Other                                | 0%  | 0%  | 100% | 0% | 0% | 0%  | 100% | 0% | 0% |

|                         |      |     |     |     |    |      |     |     |    |
|-------------------------|------|-----|-----|-----|----|------|-----|-----|----|
| <b>HOUSEHOLD MAKEUP</b> |      |     |     |     |    |      |     |     |    |
| Single                  | 56%  | 22% | 22% | 0%  | 0% | 78%  | 22% | 0%  | 0% |
| Single/Child            | 100% | 0%  | 0%  | 0%  | 0% | 100% | 0%  | 0%  | 0% |
| Married                 | 69%  | 13% | 19% | 0%  | 0% | 81%  | 19% | 0%  | 0% |
| Married/Child           | 78%  | 19% | 4%  | 0%  | 0% | 96%  | 4%  | 0%  | 0% |
| Unrelated               | 75%  | 0%  | 0%  | 25% | 0% | 75%  | 0%  | 25% | 0% |

## YEAR-TO-YEAR



## Summary:

Of those who had contact with a firefighter in 2006, the majority comment that they are providing an excellent service. Respondents who own a home, rated the service higher than those who do not own a home. The most satisfied were single with children and the lowest satisfied were those living with unrelated roommates.

## Year-to-Year Trend:

Since 2003, ratings have increased 3% for excellent, decreased 12% for good only to be offset with an 8% increase in average ratings. Since 2005, the trend is similar except that there was a decrease of 3% in poor ratings offset by an increase in very poor ratings. In 2007, 73% of respondents rate firefighter services as excellent and 16% rate it good.

## Significant Demographics:

### Homeownership

78% of those who own a home rate the service as excellent versus 58% for those who rent. Of those who own 92% rated the service as average and above versus 83% for those who rent. (RATE2-1)

### Household makeup

100% of those respondents that are single with children rated the service as excellent and good. No type of household rated the service as poor/ very poor except for those who lived in an unrelated household. Noting that 25% of unrelated roommates rated the service very poor and 75% excellent. (RATE2-2)

ADDITIONAL NOTES: SEE APPENDIX ( TNOTES-1 & 2, & GNOTES-3)

## **PUBLIC WORKS SUMMARY**

Visalians give priority to essential services in the following order: road maintenance, traffic signs and signals, recreational activities, and park maintenance. This section of the survey will look at those services provided by public works. The following sections will analyze the ratings given for parks and recreation.

### **Traffic & Roads**

#### *Road Maintenance*

Only 29% of respondents in 2006 rates road maintenance as good or very good. In 2005, 76% of respondents rated road maintenance as at least average. In 2006 69% rated road maintenance as at least average.

#### *Traffic*

The majority of respondents, 75% rate traffic conditions as average. Respondents from the southeast were the least satisfied with traffic conditions. Less than half of the respondents, 41%, rated the quality of traffic signals as at least good.

### **Garbage Service**

In 2006, 53% of respondents rated the quality of garbage service as good 23% rated the quality as very good. Only 4% of respondents rated the service as poor or very poor.

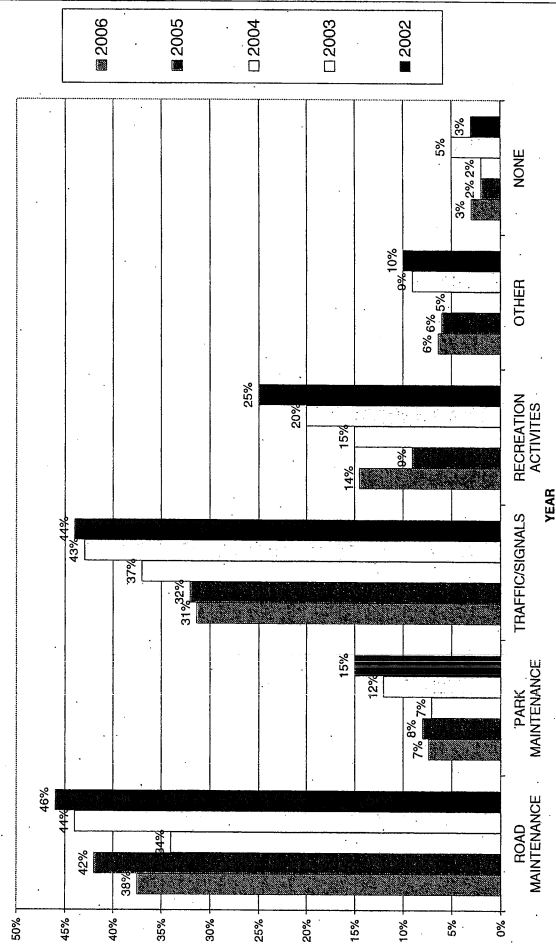
### **Street Lighting**

Half of the respondents rated street lighting as good to very good. Since 2005, there was an increase of 3% in good to very good ratings with a 7% drop in poor ratings and an increase of 2% in no opinion ratings.

## What do you consider the most essential City services besides Police and Fire?

|                                      | ROAD<br>MAINTENANCE | PARK<br>MAINTENANCE | TRAFFIC/SIGNALS | RECREATION<br>ACTIVITIES | OTHER | NONE |
|--------------------------------------|---------------------|---------------------|-----------------|--------------------------|-------|------|
| <b>YEAR-TO-YEAR</b>                  |                     |                     |                 |                          |       |      |
| 2006                                 | 38%                 | 7%                  | 31%             | 14%                      | 6%    | 3%   |
| 2005                                 | 42%                 | 8%                  | 32%             | 9%                       | 6%    | 2%   |
| 2004                                 | 34%                 | 7%                  | 37%             | 15%                      | 5%    | 2%   |
| 2003                                 | 44%                 | 12%                 | 43%             | 20%                      | 9%    | 5%   |
| 2002                                 | 46%                 | 15%                 | 44%             | 25%                      | 10%   | 3%   |
| <b>2006 SIGNIFICANT DEMOGRAPHICS</b> |                     |                     |                 |                          |       |      |
| <b>LENGTH OF RESIDENCY</b>           |                     |                     |                 |                          |       |      |
| <2                                   | 50%                 | 0%                  | 6%              | 6%                       | 31%   | 6%   |
| 2 TO 5                               | 44%                 | 11%                 | 28%             | 12%                      | 4%    | 2%   |
| 6 TO 10                              | 38%                 | 3%                  | 34%             | 9%                       | 13%   | 3%   |
| 10<                                  | 53%                 | 3%                  | 27%             | 8%                       | 4%    | 4%   |
| <b>QUADRANT</b>                      |                     |                     |                 |                          |       |      |
| Northeast                            | 48%                 | 3%                  | 21%             | 18%                      | 9%    | 1%   |
| Southeast                            | 43%                 | 9%                  | 29%             | 6%                       | 8%    | 6%   |
| Northwest                            | 61%                 | 2%                  | 21%             | 10%                      | 2%    | 4%   |
| Southwest                            | 50%                 | 2%                  | 35%             | 4%                       | 6%    | 4%   |
| <b>INCOME</b>                        |                     |                     |                 |                          |       |      |
| <10K                                 | 18%                 | 5%                  | 32%             | 23%                      | 9%    | 14%  |
| 10K-40K                              | 51%                 | 6%                  | 23%             | 14%                      | 3%    | 3%   |
| 40K-70K                              | 51%                 | 5%                  | 27%             | 4%                       | 9%    | 5%   |
| 70K<                                 | 57%                 | 1%                  | 30%             | 3%                       | 6%    | 3%   |

YEAR-TO-YEAR

**Summary:**

Visalians give priority to essential services in the following order: road maintenance, traffic signs and signals, recreational activities, and park maintenance. As income increased so did the percent of respondents who thought road maintenance is the most essential service and the percent of respondents who thought recreational activities decreased. Road maintenance concerns have decreased since 2005 yet concerns for traffic/signals have increased. (EssService3)

ADDITIONAL NOTES: SEE APPENDIX TNOTES3 & GNOTES4

**Year-to-Year Trend:**

Since 2005, Road maintenance concerns increased by about 7% and Traffic/Signals concerns decreased by 5%.

**Significant Demographics:**

ADDITIONAL NOTES: (SEE APPENDIX: TNOTES3)

**Quadrant**

Respondents for each quadrant agreed with the order of essential services given previously, except for the southeast who rated park maintenance as more important than recreational activities by a 3% difference. 61% of those in northwest felt that road maintenance is the highest essential service when compared to the ratings from the other quadrants. (ESSSERVICE1)

ADDITIONAL NOTES: SEE APPENDIX TNOTES5

**Income**

All income bracket respondents agree with the order of priority given previously for 2006 except for those making less than 10,000 dollars. Of those making less than 10,000, 32% viewed traffic signs and signals as the first essential service above recreational activities (23%), road maintenance (18%) is second and park maintenance (5%) as last. 5% of those making 40,000 to 70,000 responded to park maintenance as a higher priority than recreational activities (4%). (ESSSERVICE3)

## How do you rate the quality of road maintenance?

|  | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION | VERY GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
|--|-----------|------|---------|------|-----------|------------|-----------|---------|------|-----------|------------|
|--|-----------|------|---------|------|-----------|------------|-----------|---------|------|-----------|------------|

|      | YEAR-TO-YEAR |     |     |     |    |    |     |     |     |    |  |
|------|--------------|-----|-----|-----|----|----|-----|-----|-----|----|--|
| 2006 | 5%           | 24% | 40% | 19% | 8% | 5% | 29% | 40% | 26% | 5% |  |
| 2005 | 5%           | 27% | 44% | 18% | 5% | 2% | 32% | 44% | 23% | 2% |  |
| 2004 | 5%           | 35% | 39% | 15% | 4% | 2% | 40% | 39% | 19% | 2% |  |
| 2003 | 7%           | 41% | 35% | 13% | 3% |    | 48% | 35% | 16% |    |  |
| 2002 | 10%          | 33% | 44% | 11% | 2% |    | 43% | 44% | 13% |    |  |

### 2006 SIGNIFICANT DEMOGRAPHICS

|           | QUADRANT |     |     |     |     |    |     |     |     |    |  |
|-----------|----------|-----|-----|-----|-----|----|-----|-----|-----|----|--|
| Northeast | 8%       | 18% | 44% | 15% | 7%  | 7% | 26% | 44% | 22% | 7% |  |
| Southeast | 5%       | 18% | 46% | 20% | 6%  | 5% | 23% | 46% | 26% | 5% |  |
| Northwest | 2%       | 34% | 34% | 15% | 10% | 5% | 36% | 34% | 25% | 5% |  |
| Southwest | 5%       | 23% | 39% | 24% | 8%  | 3% | 28% | 39% | 32% | 3% |  |

### Summary:

Only 29% of respondents in 2006 rates road maintenance as good or very good.

### Year-to-Year Trend:

In 2005, 76% of respondents rated road maintenance as at least average. In 2007

69% rated road maintenance as at least average. This is 7% decrease from 2005.

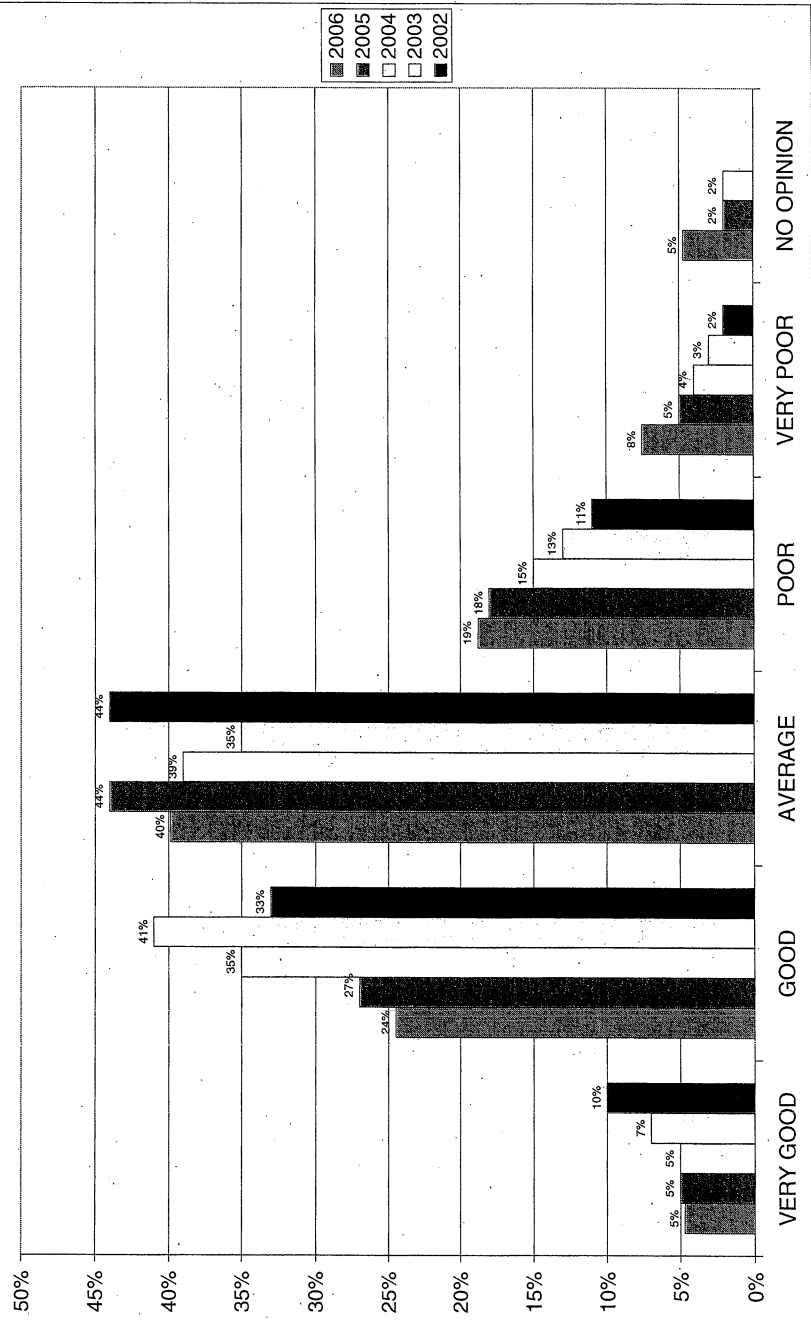
### Significant Demographics:

#### Quadrant:

36%, the majority, of those from the northwest rated the service as good to very good. The quadrant which was very unsatisfied was the southwest with 32% rating it as poor to very poor. (RMAINTENANCE2)

ADDITIONAL NOTES: SEE APPENDIX TNOTES6

## Quality of Road Maintenance





## Do you view the traffic conditions in Visalia as . . .

|  | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | VERY GOOD<br>GOOD | AVERAGE | POOR<br>VERY POOR |
|--|-----------|------|---------|------|-----------|-------------------|---------|-------------------|
|--|-----------|------|---------|------|-----------|-------------------|---------|-------------------|

|      | YEAR-TO-YEAR |      |      |      |      |     |     |     |
|------|--------------|------|------|------|------|-----|-----|-----|
|      | 2006         | 2005 | 2004 | 2003 | 2002 |     |     |     |
| 2006 | 4%           | 24%  | 47%  | 18%  | 6%   | 28% | 47% | 24% |
| 2005 | 5%           | 23%  | 42%  | 25%  | 5%   | 28% | 42% | 30% |
| 2004 | 2%           | 26%  | 41%  | 26%  | 5%   | 28% | 41% | 31% |
| 2003 | 6%           | 28%  | 40%  | 24%  | 3%   | 34% | 40% | 27% |
| 2002 | 8%           | 29%  | 42%  | 17%  | 3%   | 37% | 42% | 20% |

### 2006 SIGNIFICANT DEMOGRAPHICS

|      | AGE      |          |         |          |          |         |     |     |
|------|----------|----------|---------|----------|----------|---------|-----|-----|
|      | 18 To 25 | 26 To 55 | 56 Plus | 18 To 25 | 26 To 55 | 56 Plus |     |     |
| 2006 | 8%       | 2%       | 5%      | 38%      | 25%      | 21%     | 46% | 54% |
| 2005 | 5%       | 2%       | 5%      | 46%      | 34%      | 19%     | 46% | 54% |
| 2004 | 5%       | 2%       | 5%      | 46%      | 34%      | 19%     | 46% | 54% |
| 2003 | 5%       | 2%       | 5%      | 46%      | 34%      | 19%     | 46% | 54% |
| 2002 | 5%       | 2%       | 5%      | 46%      | 34%      | 19%     | 46% | 54% |

|      | QUADRANT  |           |           |           |           |           |           |           |
|------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|      | Northeast | Southeast | Northwest | Southwest | Northeast | Southeast | Northwest | Southwest |
| 2006 | 7%        | 1%        | 4%        | 5%        | 28%       | 24%       | 21%       | 5%        |
| 2005 | 7%        | 1%        | 4%        | 5%        | 28%       | 24%       | 21%       | 5%        |
| 2004 | 7%        | 1%        | 4%        | 5%        | 28%       | 24%       | 21%       | 5%        |
| 2003 | 7%        | 1%        | 4%        | 5%        | 28%       | 24%       | 21%       | 5%        |
| 2002 | 7%        | 1%        | 4%        | 5%        | 28%       | 24%       | 21%       | 5%        |

### Summary:

Respondents from the southeast and northwest are the least satisfied with the traffic conditions and younger respondents are the most satisfied.

### Year-to-Year Trends:

The majority of respondents, 75% rate traffic conditions as average. Since 2005, there was a 5% increase in average ratings.

### Significant Demographics:

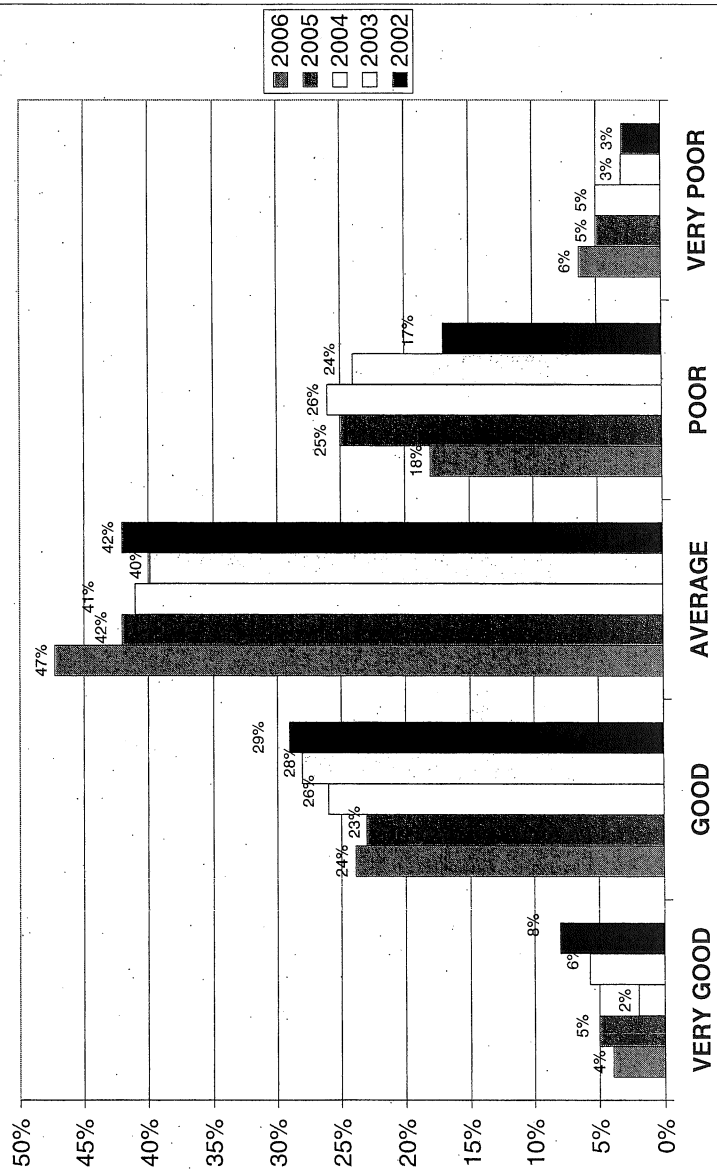
#### Age:

34%, of respondents 56 and over rated traffic conditions as poor/ very poor. Note that as the age of the respondents increase poor to very poor ratings also increase and very good to good ratings decreased. More 18 to 25 year olds rated traffic conditions as very good to good. (TRAFFIC1)

#### Quadrant:

35% of respondents from the northeast and 29% from the northwest responded to very good/good both quadrants have higher ratings than the other quadrants. The poorest ratings for traffic conditions were in the southeast and northwest with 29% and 27% ratings for poor to very poor ratings, respectively. (TNOTES6 & TRAFFIC2)

## Traffic Conditions



## How do you rate the quality of garbage service?

|              | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION | VERY GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
|--------------|-----------|------|---------|------|-----------|------------|-----------|---------|------|-----------|------------|
| YEAR-TO-YEAR |           |      |         |      |           |            |           |         |      |           |            |
|              | 2006      | 2005 | 2004    | 2003 | 2002      |            | 2006      | 2005    | 2004 | 2003      | 2002       |
|              | 23%       | 26%  | 23%     | 26%  | 23%       |            | 16%       | 15%     | 19%  | 14%       | 22%        |
|              | 53%       | 47%  | 49%     | 53%  | 48%       |            | 2%        | 8%      | 6%   | 5%        | 2%         |
|              | 2%        | 3%   | 1%      | 2%   | 2%        |            | 2%        | 3%      | 1%   | 2%        | 2%         |
|              | 4%        | 1%   | 1%      | 4%   |           |            | 76%       | 73%     | 72%  | 79%       | 71%        |
|              | 16%       | 15%  | 19%     | 14%  | 22%       |            | 15%       | 19%     | 14%  | 22%       |            |
|              | 4%        | 11%  | 7%      | 7%   | 7%        |            | 4%        | 11%     | 7%   | 7%        |            |
|              | 4%        | 1%   | 1%      |      |           |            |           |         |      |           |            |

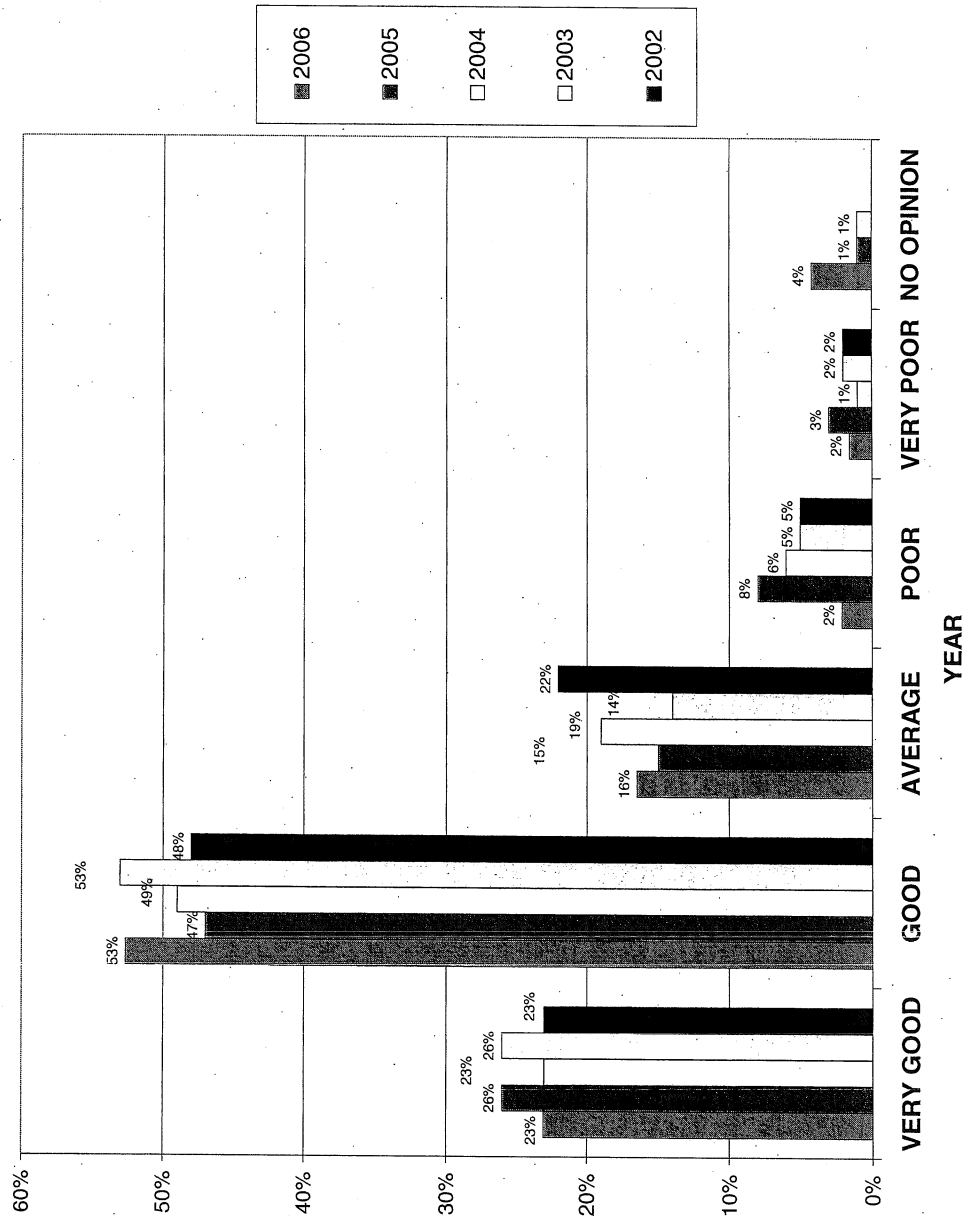
### Summary:

For 2006, residents of Visalia are more satisfied with the quality of garbage and recycling collection services than in 2005.

### Year-to-Year Trend:

Since 2005, the quality of garbage service has increased by 3% and poor/ very poor ratings have decreased by 7%. In 2006, 76% responded to very good to good ratings.

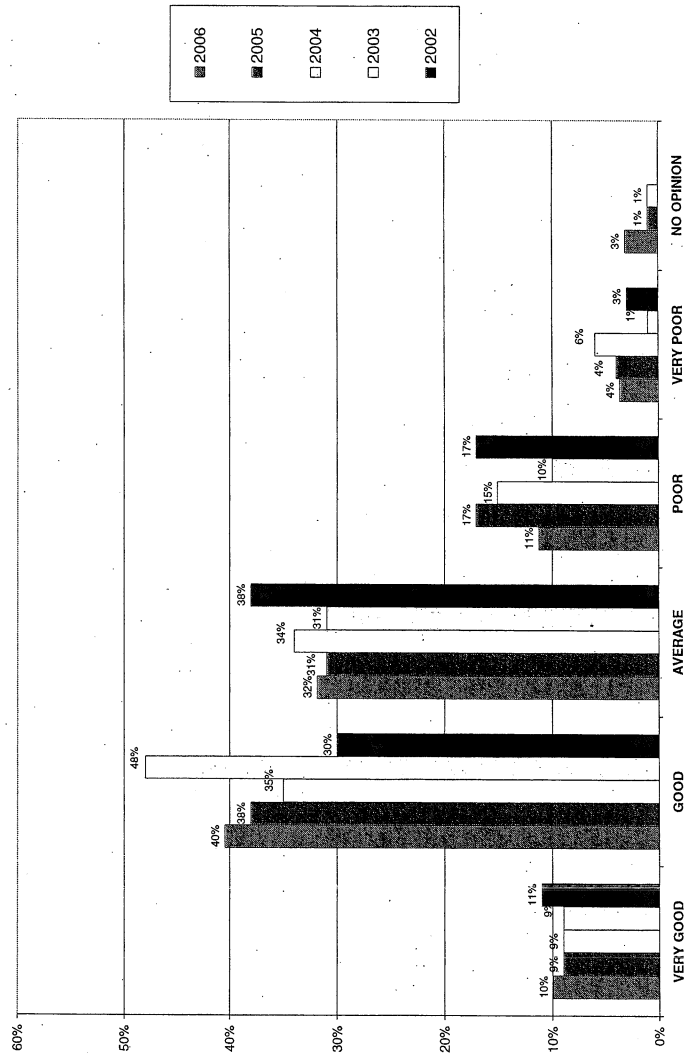
## Quality of Garbage Service



## How do you rate the quality of street lighting?

|                                      | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |           | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
|--------------------------------------|-----------|------|---------|------|-----------|------------|-----------|-----------|------|---------|------|-----------|------------|
| <b>YEAR-TO-YEAR</b>                  |           |      |         |      |           |            |           |           |      |         |      |           |            |
| 2006                                 | 10%       | 40%  | 32%     | 11%  | 4%        | 3%         | 2006      | 50%       | 32%  | 15%     | 3%   |           |            |
| 2005                                 | 9%        | 38%  | 31%     | 17%  | 4%        | 1%         | 2005      | 47%       | 31%  | 21%     | 1%   |           |            |
| 2004                                 | 9%        | 35%  | 34%     | 15%  | 6%        | 1%         | 2004      | 44%       | 34%  | 21%     | 1%   |           |            |
| 2003                                 | 9%        | 48%  | 31%     | 10%  | 1%        |            | 2003      | 57%       | 31%  | 11%     |      |           |            |
| 2002                                 | 11%       | 30%  | 38%     | 17%  | 3%        |            | 2002      | 41%       | 38%  | 20%     |      |           |            |
| <b>2006 SIGNIFICANT DEMOGRAPHICS</b> |           |      |         |      |           |            |           |           |      |         |      |           |            |
| <b>GENDER</b>                        |           |      |         |      |           |            |           |           |      |         |      |           |            |
| Male                                 | 12%       | 43%  | 33%     | 6%   | 1%        | 4%         | Male      | 55%       | 33%  | 7%      | 4%   |           |            |
| Female                               | 9%        | 38%  | 31%     | 14%  | 5%        | 2%         | Female    | 47%       | 31%  | 19%     | 2%   |           |            |
| <b>INCOME</b>                        |           |      |         |      |           |            |           |           |      |         |      |           |            |
| <10K                                 | 23%       | 27%  | 18%     | 10%  | 23%       | 0%         | <10K      | 50%       | 18%  | 33%     | 0%   |           |            |
| 10K-40K                              | 10%       | 39%  | 31%     | 16%  | 3%        | 1%         | 10K-40K   | 49%       | 31%  | 19%     | 1%   |           |            |
| 40K-70K                              | 10%       | 42%  | 33%     | 8%   | 3%        | 4%         | 40K-70K   | 52%       | 33%  | 11%     | 4%   |           |            |
| 70K<                                 | 10%       | 42%  | 34%     | 9%   | 2%        | 4%         | 70K<      | 52%       | 34%  | 11%     | 4%   |           |            |
| <b>QUADRANT</b>                      |           |      |         |      |           |            |           |           |      |         |      |           |            |
| Northeast                            | 11%       | 40%  | 25%     | 10%  | 7%        | 7%         | Northeast | 51%       | 25%  | 17%     | 7%   |           |            |
| Southeast                            | 11%       | 47%  | 26%     | 10%  | 4%        | 3%         | Southeast | 56%       | 26%  | 14%     | 3%   |           |            |
| Northwest                            | 11%       | 33%  | 37%     | 15%  | 2%        | 2%         | Northwest | 44%       | 37%  | 17%     | 2%   |           |            |
| Southwest                            | 9%        | 40%  | 36%     | 11%  | 2%        | 2%         | Southwest | 49%       | 36%  | 13%     | 2%   |           |            |

### Quality of Street Lighting



### Summary:

Half of the respondents rated street lighting as good to very good. Interestingly, less females felt that street lighting was adequate. The majority of all those in each income bracket rated the quality as good to very good. Those making less than \$10,000 are the least satisfied.

### Year-to-Year Trend:

Since 2005, there was an increase of 3% in good to very good ratings with a 7% drop in poor ratings and an increase of 2% in no opinion ratings. Respondents shifted their responses toward good to very good ratings.

### Significant Demographics:

#### Gender:

8% more males rated street lighting as very good/ good than did females; however, 3% more males rated the streetlighting as poor/very poor. 4% of males had no opinion compared to 3% of females. (streetlight1)

#### Income:

Note that those that make less than \$10,000 still rate very good/good but 33% rated the quality as poor/ very poor. Indicating, that those making less than \$10,000 could be unsatisfied with the street lighting. (streetlight2)

#### Quadrant:

Both the Northeast and Northwest had the highest and indifferent poor/ very poor ratings of 17%. The Northwest had the lowest very good/ good ratings and the most average ratings. (streetlight3)

SEE ADDITIONAL NOTE: TNOTES6

## **PARKS & RECREATION SUMMARY**

### **Recreation Activities**

Almost half of the respondents rated the quality of the City's recreational activities as good or very good. Those who have children were more satisfied than any other type of household makeup.

#### *Senior Citizen Services*

A third of respondents rated senior citizen services as good to very good. A significant number of respondents, 43%, had no opinion.

#### *Convention Center*

Over half of the respondents, 56%, attended at least one activity at the convention center last year. In 2005, 72% of respondents said they attended an activity at the convention center in the last year.

In 2006, respondents would like to attend, in descending order:

1. concerts,
2. consumer shows,
3. conferences,
4. other,
5. dances, and
6. holiday & reception events.

### **Park Maintenance**

Park maintenance was viewed as good to very good by 59% of respondents, 20% rated it as average. Since 2005, there was an increase of 10% for good to very good ratings and a 4% decrease in poor to very poor ratings.

## How do you rate the quality of recreation activities?

|  | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION | VERY GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
|--|-----------|------|---------|------|-----------|------------|-----------|---------|------|-----------|------------|
|--|-----------|------|---------|------|-----------|------------|-----------|---------|------|-----------|------------|

## 2006 SIGNIFICANT DEMOGRAPHICS

|      | YEAR-TO-YEAR |      |      |      |      |     |
|------|--------------|------|------|------|------|-----|
|      | 2006         | 2005 | 2004 | 2003 | 2002 |     |
| 2006 | 10%          | 33%  | 25%  | 5%   | 2%   | 19% |
| 2005 | 8%           | 41%  | 23%  | 8%   | 2%   | 18% |
| 2004 | 13%          | 36%  | 25%  | 6%   | 2%   | 17% |
| 2003 | 19%          | 48%  | 22%  | 10%  | 0%   |     |
| 2002 | 12%          | 45%  | 30%  | 10%  | 3%   |     |

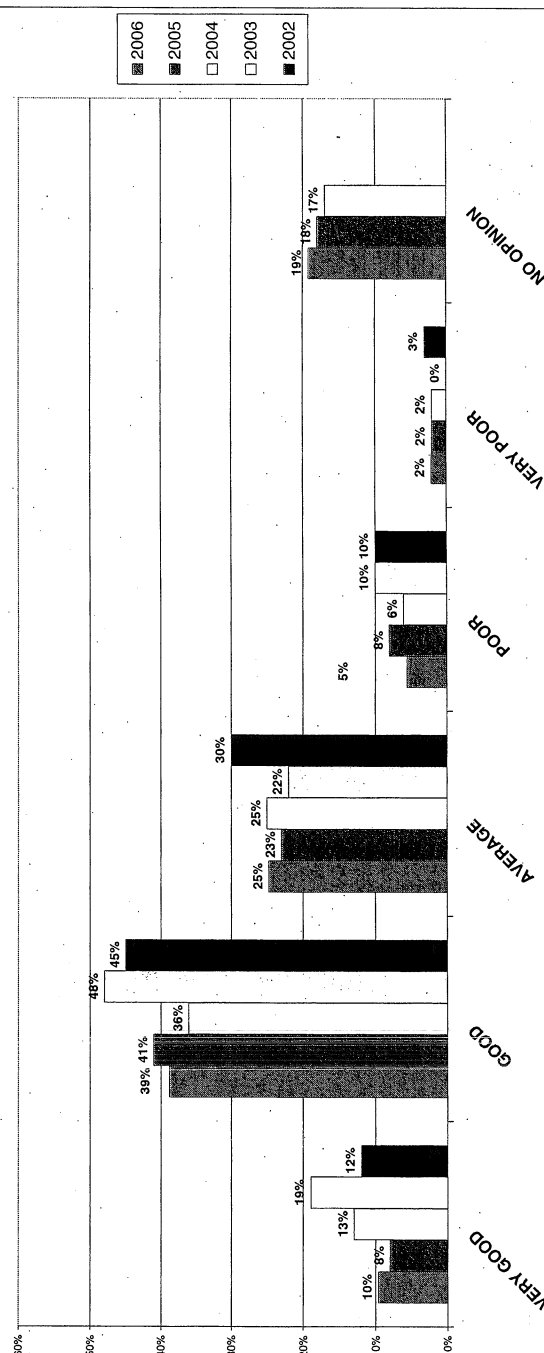
## AGE

|      | 18 To 25 | 26 To 55 | 55 Plus |
|------|----------|----------|---------|
| 2006 | 8%       | 13%      | 0%      |
| 2005 | 9%       | 45%      | 3%      |
| 2004 | 10%      | 32%      | 1%      |
| 2003 |          |          |         |
| 2002 |          |          |         |

## HOUSEHOLD MAKEUP

|      | Single S/C | Married M/C | Unrelated |
|------|------------|-------------|-----------|
| 2006 | 13%        | 27%         | 47%       |
| 2005 | 11%        | 42%         | 47%       |
| 2004 | 6%         | 39%         | 55%       |
| 2003 | 11%        | 42%         | 47%       |
| 2002 | 0%         | 42%         | 56%       |

## Quality of Recreation Activities



## Summary:

Almost half of the respondents rated the quality of the City's recreational activities as good or very good. Those who have children were more satisfied than any other type of household makeup. Visalians between the ages of 26 and 55 felt more satisfied with the quality of the recreational activities than any other age group. The majority of those over 55 had no opinion.

## Year-to-Year Trend:

There has been little variation in responses over the past three surveys.

## Significant Demographics:

## Age:

28% of those who had no opinion were 55 and over, 42% of those over 55 rated the quality as good to very good, 28% have no opinion and 25% view it as average. More 26 to 55 year olds rated the service as good to good than any other age group.(activities1)

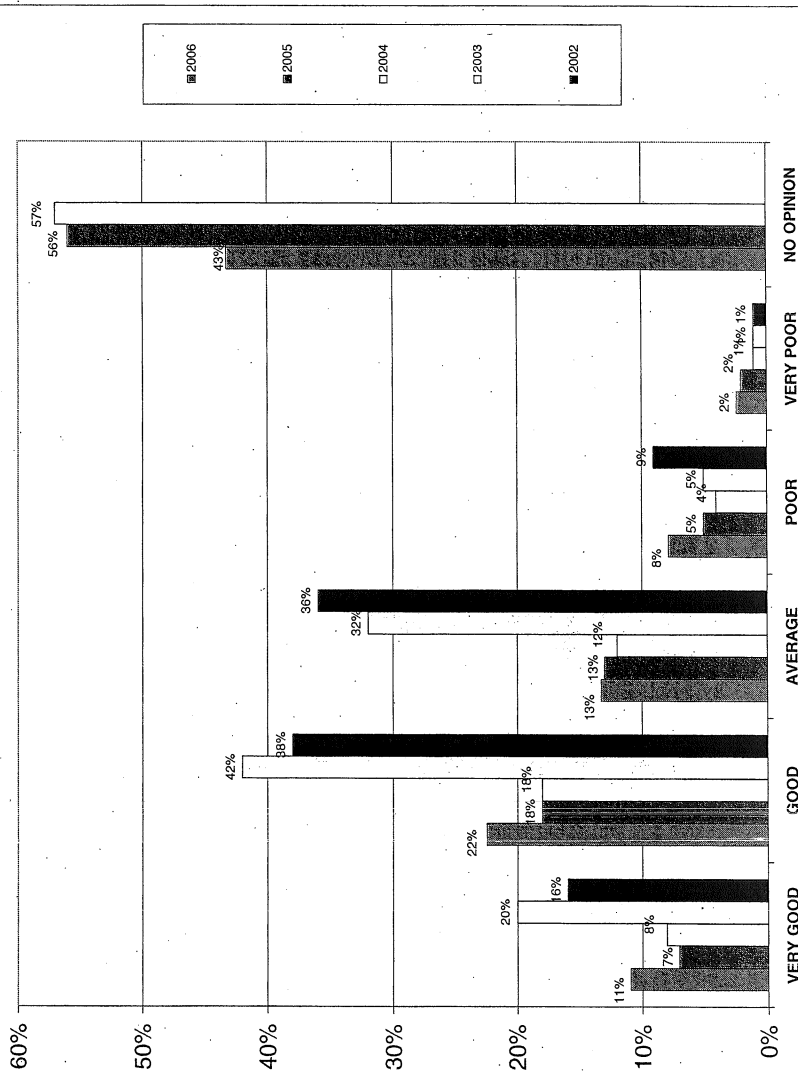
## Household Makeup:

Respondents with children had the majority ratings for good to very good. Those who are single with children and unrelated room mates had the highest percent of poor to very poor ratings of 13% and 21%, respectively. Single, married and unrelated room mates gave the most no opinion responses of 31%, 26% and 21%, respectively. (activities2)

## How do you rate the quality of senior citizen services?

|                                      | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
|--------------------------------------|-----------|------|---------|------|-----------|------------|
|                                      | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
| <b>YEAR-TO-YEAR</b>                  |           |      |         |      |           |            |
| 2006                                 | 11%       | 22%  | 13%     | 8%   | 2%        | 43%        |
| 2005                                 | 7%        | 18%  | 13%     | 5%   | 2%        | 56%        |
| 2004                                 | 8%        | 18%  | 12%     | 4%   | 1%        | 57%        |
| 2003                                 | 20%       | 42%  | 32%     | 5%   | 1%        |            |
| 2002                                 | 16%       | 38%  | 36%     | 9%   | 1%        |            |
| <b>2006 SIGNIFICANT DEMOGRAPHICS</b> |           |      |         |      |           |            |
| <b>INCOME</b>                        |           |      |         |      |           |            |
| <10K                                 | 18%       | 32%  | 9%      | 9%   | 5%        | 27%        |
| 10K-40K                              | 16%       | 31%  | 11%     | 7%   | 3%        | 32%        |
| 40K-70K                              | 6%        | 24%  | 13%     | 8%   | 2%        | 48%        |
| 70K<                                 | 8%        | 12%  | 18%     | 9%   | 2%        | 52%        |
| <b>HOMEOWNERSHIP</b>                 |           |      |         |      |           |            |
| Own                                  | 7%        | 21%  | 14%     | 9%   | 3%        | 46%        |
| Rent                                 | 19%       | 28%  | 11%     | 6%   | 2%        | 34%        |

### Quality of Senior Citizen Services



### Summary:

A third of respondents rates senior citizen services as good to very good. A significant number of respondents, 43%, had no opinion. Since 2005, there has been an increase in good to very good ratings. This is an indication that respondents are more satisfied with the quality of senior citizen services. Noting that as income increases so does the frequency of those who have no opinion and positive opinions toward senior citizen services decreases. Renters rated senior citizen services better than homeowners yet the majority of homeowners had no opinion.

### Year-to-Year Trend:

Since 2005, there has been an 8% increase in good to very good responses with a slight increase in poor responses and a 13% decrease in responses for no opinion.

### Significant Demographics:

#### Income:

As income rises so does the number of respondents who have a good to very good opinion and those who don't have an opinion increases. Those making less than \$10,000, 50% respond to good to very good and decreased thereafter. Those making less than \$10,000, 27% had no opinion versus 52% of those making over \$70,000. Those making a lower income are more likely to respond favorably to senior citizen services; however, those with higher income prefer not to have an opinion. (seniorservices3)

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

|  | none | 1 to 2 times | 3 to 4 times | 5 or more times | 1 or more times |
|--|------|--------------|--------------|-----------------|-----------------|
|--|------|--------------|--------------|-----------------|-----------------|

|      | YEAR-TO-YEAR |     |     |     |     |
|------|--------------|-----|-----|-----|-----|
| 2006 | 44%          | 33% | 15% | 7%  | 56% |
| 2005 | 29%          | 43% | 18% | 11% | 72% |
| 2003 | 30%          | 43% | 17% | 10% | 70% |
| 2002 | 32%          | 39% | 18% | 11% | 68% |

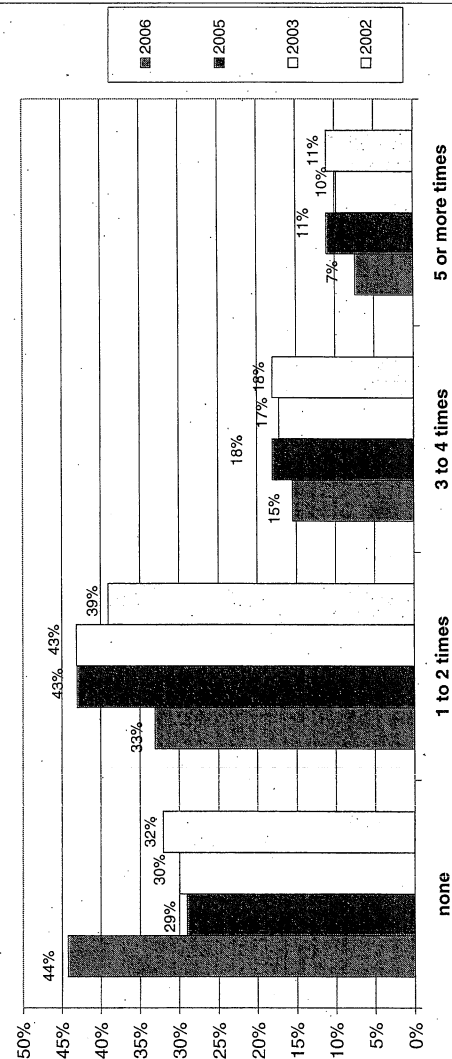
### 2006 SIGNIFICANT DEMOGRAPHICS

|                  | ETHNICITY |     |     |     |     |
|------------------|-----------|-----|-----|-----|-----|
| African-American | 60%       | 20% | 20% | 0%  | 40% |
| Caucasian        | 38%       | 37% | 16% | 9%  | 62% |
| Hispanic         | 63%       | 22% | 14% | 1%  | 37% |
| American Indian  | 50%       | 50% | 0%  | 0%  | 50% |
| Asian            | 50%       | 0%  | 25% | 25% | 50% |
| Other            | 44%       | 25% | 19% | 13% | 56% |

|         | INCOME |     |     |     |     |
|---------|--------|-----|-----|-----|-----|
| <10K    | 82%    | 14% | 5%  | 0%  | 18% |
| 10K-40K | 63%    | 28% | 8%  | 2%  | 37% |
| 40K-70K | 37%    | 37% | 19% | 7%  | 63% |
| 70K<    | 20%    | 35% | 28% | 17% | 80% |

|       | HOMEOWNERSHIP |     |     |     |     |
|-------|---------------|-----|-----|-----|-----|
| Own   | 38%           | 37% | 15% | 10% | 62% |
| Rent  | 58%           | 25% | 16% | 1%  | 42% |
| Other | 73%           | 9%  | 18% | 0%  | 27% |

### NUMBER OF TIMES ATTENDED THE CONVENTION CENTER?



### Summary:

Over half of the respondents, 56%, attended an activity at the convention center last year and 7% attended more than 5 events. A lower percent of respondents are attending the convention center. Of those who are attending, Caucasians are twice more likely to attend than Hispanics. Respondents with higher income seem to attend the convention center more often.

### Year-to-Year Trend:

In 2005, 72% of respondents said they attended an activity at the convention center in the last year. This is a decrease from 72% in 2006.

### Significant Demographics:

#### Ethnicity:

More Hispanics responded to not having attended the convention center than Caucasians. Caucasians attended between 1 to 2 times more than Hispanics and Caucasians attended 5 or more times more than Hispanics. Overall, Caucasians were twice more likely to attend the convention center than Hispanics. (TNOTES9 & ATTEND4)

#### Income:

18% of those making \$10,000 or less attended the convention center at least 1 time compared to 80% of those who make \$70,000. As income increases more people attend the convention center. (TNOTES10 & ATTEND3)

#### Homeownership:

More home owners (62%) than renters (42%) have attended the convention center more than once. (ATTEND2)

## What type of events would you like to attend at the convention center in the future?

|  | CONSUMER SHOWS | DANCES | CONCERTS | HOLIDAY & RECEPTIONS | CONFERENCES | OTHER |
|--|----------------|--------|----------|----------------------|-------------|-------|
|--|----------------|--------|----------|----------------------|-------------|-------|

|      | YEAR-TO-YEAR |     |     |     |     |     |
|------|--------------|-----|-----|-----|-----|-----|
| 2006 | 36%          | 9%  | 31% | 3%  | 5%  | 15% |
| 2005 | 27%          | 9%  | 31% | 12% | 17% | 3%  |
| 2004 | 25%          | 10% | 33% | 11% | 16% | 7%  |

### 2006 SIGNIFICANT DEMOGRAPHICS

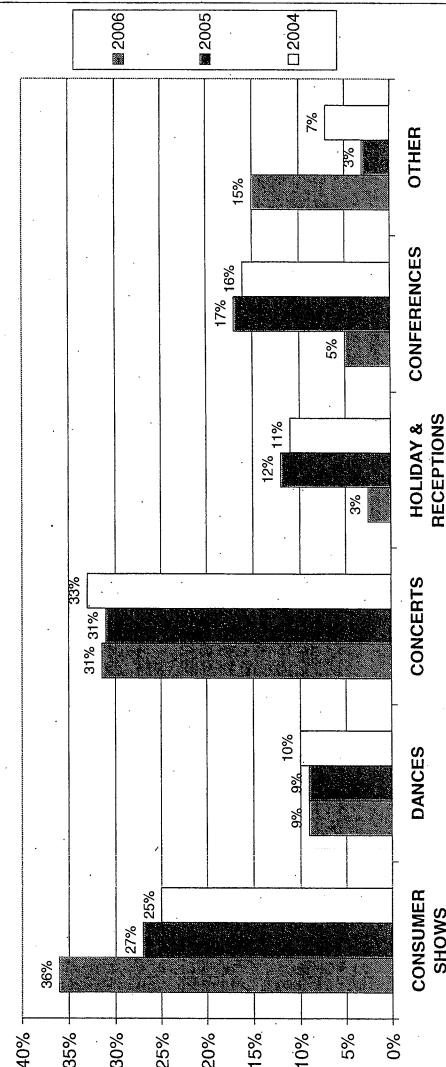
|                  | ETHNICITY |     |     |     |     |     |
|------------------|-----------|-----|-----|-----|-----|-----|
| African-American | 20%       | 10% | 40% | 10% | 0%  | 20% |
| Caucasian        | 43%       | 4%  | 31% | 2%  | 4%  | 16% |
| Hispanic         | 19%       | 26% | 30% | 4%  | 8%  | 14% |
| American Indian  | 40%       | 0%  | 40% | 0%  | 0%  | 20% |
| Asian            | 25%       | 0%  | 0%  | 0%  | 25% | 50% |
| Other            | 29%       | 7%  | 43% | 7%  | 0%  | 14% |

|          | AGE |     |     |    |    |     |
|----------|-----|-----|-----|----|----|-----|
| 18 To 25 | 17% | 26% | 30% | 9% | 4% | 13% |
| 26 To 55 | 38% | 12% | 30% | 2% | 6% | 12% |
| 56 Plus  | 38% | 3%  | 33% | 3% | 4% | 19% |

|         | INCOME |     |     |    |     |     |
|---------|--------|-----|-----|----|-----|-----|
| <10K    | 22%    | 17% | 22% | 0% | 11% | 28% |
| 10K-40K | 23%    | 15% | 33% | 3% | 4%  | 22% |
| 40K-70K | 33%    | 8%  | 34% | 2% | 5%  | 17% |
| 70K<    | 55%    | 3%  | 29% | 4% | 4%  | 6%  |

|       | HOME OWNERSHIP |     |     |     |    |     |
|-------|----------------|-----|-----|-----|----|-----|
| Own   | 40%            | 5%  | 32% | 2%  | 4% | 17% |
| Rent  | 27%            | 21% | 28% | 3%  | 7% | 14% |
| Other | 30%            | 10% | 50% | 10% | 0% | 0%  |

## Preference for Convention Center Events



### Summary:

In 2006, respondents would like to attend, in descending order: concerts, consumer shows, conferences, other, dances, and holiday & reception events. Note that respondents felt that "other" was one of their three top choices.

### Year-to-Year Trend:

In 2006, consumer shows was the preference of respondents. In 2005 the greatest preference was for concerts. In 2006, significant amount, 15% said they preferred "other" events.

### Significant Demographics:

#### Income:

28%, of those making less than 10,000 dollars prefer to see an unidentified category "other event". 30% of those making 10,000 to 40,000 dollars would like to see concerts. 33% of those between 40,000 and 70,000 dollars would also like to see concerts. 55% of those making over 70,000 dollars would like to see consumer shows. (events2)

#### Homeownership:

40% of homeowners would prefer to see consumer shows compared to 28% of renters who would like concerts. Generally, both renters and owners have a liking for consumer shows. More renters (21%) prefer dances than do owners (4%). 17% of owners prefer conferences compared to 14% of those who rent. (events5)

### Recommendation:

Require a fill in comment for what respondents are referring to for "other"

## How do you rate the quality of park maintenance?

|  | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
|--|-----------|------|---------|------|-----------|------------|
|--|-----------|------|---------|------|-----------|------------|

## 2006 SIGNIFICANT DEMOGRAPHICS

|      | YEAR-TO-YEAR |      |      |      |      |     |
|------|--------------|------|------|------|------|-----|
|      | 2006         | 2005 | 2004 | 2003 | 2002 |     |
| 2006 | 11%          | 8%   | 10%  | 15%  | 15%  | 15% |
| 2005 | 48%          | 41%  | 43%  | 51%  | 46%  | 11% |
| 2004 | 32%          | 30%  | 24%  | 30%  | 30%  | 9%  |
| 2003 | 7%           | 5%   | 6%   | 9%   | 10%  | 11% |
| 2002 | 1%           | 1%   | 1%   | 1%   | 1%   | 10% |

|      | AGE      |          |         |     |     |     |
|------|----------|----------|---------|-----|-----|-----|
|      | 18 To 25 | 26 To 55 | 55 Plus |     |     |     |
| 2006 | 17%      | 9%       | 12%     | 17% | 23% | 18% |
| 2005 | 50%      | 42%      | 50%     | 13% | 3%  | 5%  |
| 2004 | 17%      | 23%      | 18%     | 0%  | 1%  | 1%  |
| 2003 | 4%       | 11%      | 22%     | 67% | 63% | 54% |
| 2002 | 4%       | 4%       | 22%     | 17% | 23% | 18% |

|      | HOUSEHOLD MAKEUP |     |         |     |           |     |
|------|------------------|-----|---------|-----|-----------|-----|
|      | Single           | S/C | Married | M/C | Unrelated |     |
| 2006 | 18%              | 8%  | 7%      | 22% | 50%       | 27% |
| 2005 | 33%              | 50% | 53%     | 23% | 19%       | 18% |
| 2004 | 13%              | 18% | 23%     | 4%  | 0%        | 3%  |
| 2003 | 3%               | 3%  | 4%      | 0%  | 51%       | 58% |
| 2002 | 0%               | 1%  | 12%     | 6%  | 63%       | 18% |

## Summary:

Park maintenance is viewed as good to very good by 59% of respondents, 20% rate it as average. Respondents are more favorable of park maintenance in 2006. Younger respondents are more likely to rate park maintenance as very good/ good.

## Year-to-year Trend:

Since 2005, there was an increase of 10% for good to very good ratings and a 4% decrease in poor to very poor ratings.

## Significant Demographics:

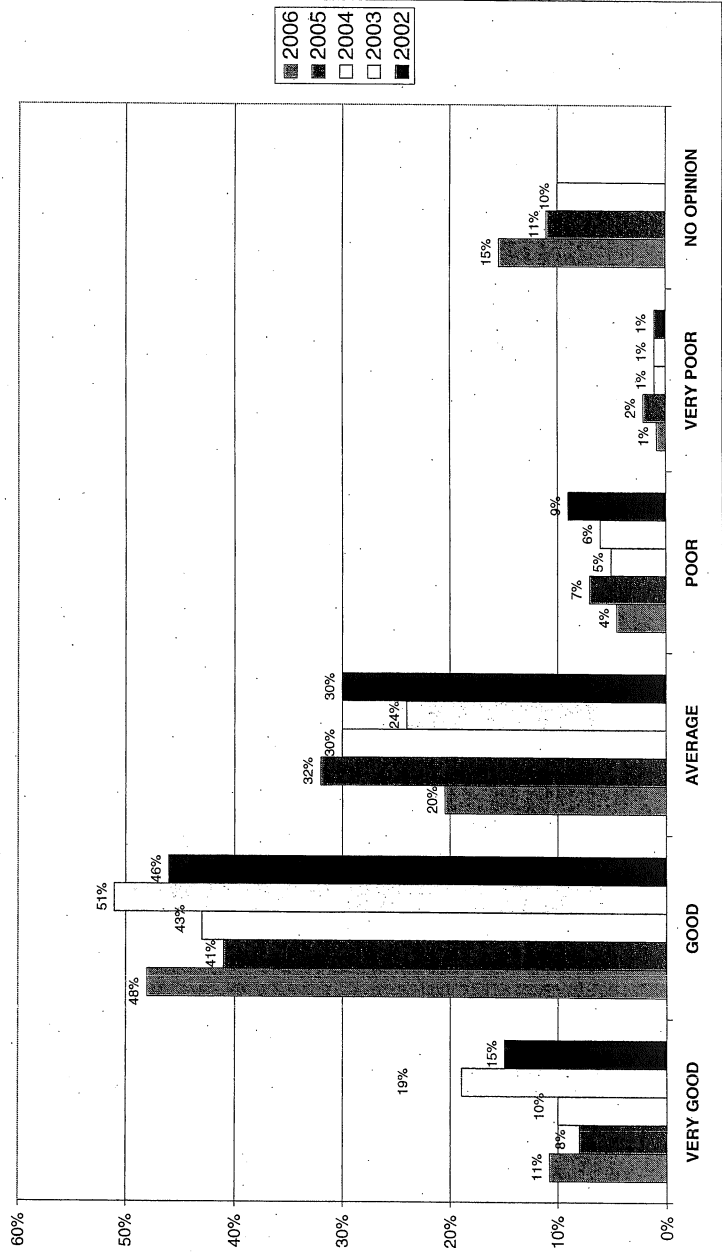
## Age

67% of those between 18 and 25 agree with the service being very good/ good. As the age of the respondents increase the the number of respondents rating park maintenance as good to very good decreases and no opinion responses increase. (maint1)

## Household makeup

The most satisfied with park maintenance include those living with unrelated roommates and married respondents. The least satisfied respondents were single with children and the most non opinionated were single respondents. (maint3)

## Quality of Park Maintenance



## OTHER SERVICES SUMMARY

The services in this section of the survey did not correspond to a specific department. These services include: bus services, services for disabled persons, and private ambulance services.

### *Quality of Bus Services*

About one third of respondents rated bus services as good to very good and 49% had no opinion. Since 2005, there was a 4% increase in good to very good ratings and a 3% decrease in no opinion responses.

### *Quality of Services for Disabled Persons*

One third of respondents rated the quality of services for disabled persons as good or very good. Almost one half of respondents had no opinion.

### *Quality of Private Ambulance Services*

The majority of respondents, 53%, had no opinion about the quality of ambulance. A good or very good rating was received by 40% of respondents in the 2006 survey compared 29% in the 2005 survey.

## How do you rate the quality of bus services?

|  | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
|--|-----------|------|---------|------|-----------|------------|
|--|-----------|------|---------|------|-----------|------------|

| YEAR-TO-YEAR TREND |      |      |      |      |      |      |
|--------------------|------|------|------|------|------|------|
|                    | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 |
| 2006               | 10%  | 25%  | 11%  | 4%   | 2%   | 49%  |
| 2005               | 10%  | 21%  | 13%  | 3%   | 1%   | 52%  |
| 2004               | 14%  | 22%  | 8%   | 2%   | 1%   | 53%  |
| 2003               | 14%  | 43%  | 31%  | 9%   | 2%   |      |

### 2006 SIGNIFICANT DEMOGRAPHICS

| ETHNICITY |                  |           |          |                 |       |       |
|-----------|------------------|-----------|----------|-----------------|-------|-------|
|           | African-American | Caucasian | Hispanic | American Indian | Asian | Other |
| 2006      | 11%              | 22%       | 22%      | 11%             | 0%    | 0%    |
| 2005      | 7%               | 20%       | 8%       | 4%              | 2%    | 59%   |
| 2004      | 15%              | 44%       | 14%      | 13%             | 3%    | 23%   |
| 2003      | 50%              | 0%        | 33%      | 0%              | 0%    | 17%   |
| 2002      | 0%               | 25%       | 0%       | 0%              | 0%    | 75%   |
| 2001      | 25%              | 19%       | 13%      | 0%              | 0%    | 44%   |

| INCOME |      |         |         |      |            |           |
|--------|------|---------|---------|------|------------|-----------|
|        | <10K | 10K-40K | 40K-70K | 70K+ | NO OPINION | VERY POOR |
| 2006   | 23%  | 41%     | 5%      | 9%   | 0%         | 23%       |
| 2005   | 14%  | 33%     | 14%     | 3%   | 3%         | 33%       |
| 2004   | 7%   | 23%     | 10%     | 1%   | 58%        | 58%       |
| 2003   | 8%   | 16%     | 9%      | 2%   | 60%        | 60%       |

### HOMEOWNERSHIP

|      | Own | Rent | Other | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |
|------|-----|------|-------|-----------|------|---------|------|-----------|------------|
| 2006 | 6%  | 22%  | 9%    | 3%        | 3%   | 3%      | 56%  | 6%        | 56%        |
| 2005 | 20% | 33%  | 12%   | 5%        | 1%   | 29%     | 53%  | 6%        | 29%        |
| 2004 | 9%  | 18%  | 36%   | 0%        | 0%   | 36%     | 27%  | 0%        | 36%        |

### Summary:

About one third of respondents rated bus services as good to very good and 49% had no opinion. More Hispanics than any other ethnicity rate the quality as good to very good. Over 50% of Caucasians had no opinion. Renters were more likely to agree with the service being good to very good. The majority of homeowners have no opinion. Only Hispanic and Caucasian demographics were compared because of a low response rate for the other ethnicities.

### Year-to-Year Trend:

Since 2005, there was a 4% increase in good to very good ratings and a 3% decrease in no opinion responses. This indicates our respondents shifted their views from no opinion to having better view of the bus services. This a common yearly trend for them to respond with "no opinion" almost 50% of respondents choose to respond with "no opinion" this year.

### Significant Demographics:

#### Ethnicity:

59% of hispanics versus 27% of caucasians rated bus services as very good/ good. 14% of hispanics rated the service as average versus 8% of caucasians. The majority of those who had no opinion were caucasians (59%) compared to 23% of hispanics. (buss3)

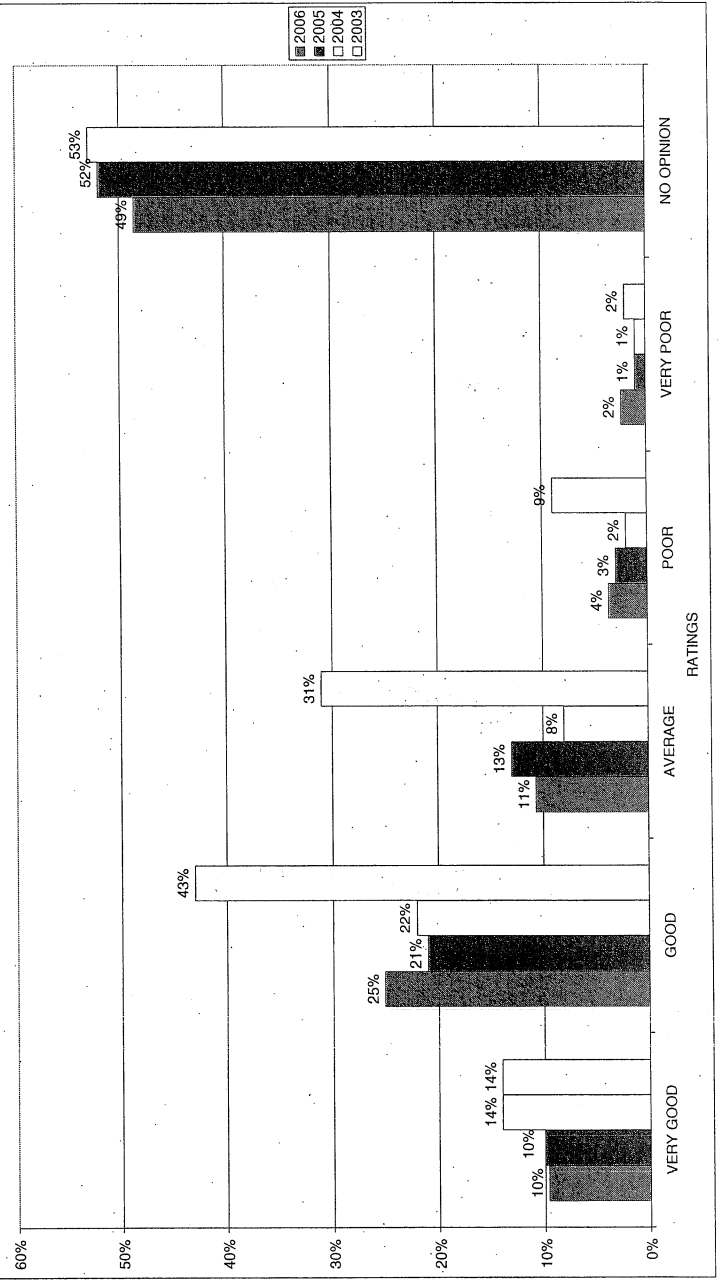
#### Income:

As income increases so does the frequency of respondents having no opinion and a there is also a decrease in good to very good ratings. The majority, 64%, of those making less than \$10,000 rated the service as good to very good. The majority, 60%, of those making over \$70,000 had no opinion. (buss2)

#### Homeownership:

The majority, 56%, of homeowners had no opinion versus 29% of those who rent a home. 28% of homeowners rated the service as good to very good compared to 53% renters. Voters and renters are indifferent in their poor to very poor ratings of 6%.

## QUALITY OF BUS SERVICES



## How do you rate the quality of services for disabled persons?

|  | VERY GOOD | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION | VERY GOOD | AVERAGE | POOR | NO OPINION |
|--|-----------|------|---------|------|-----------|------------|-----------|---------|------|------------|
|--|-----------|------|---------|------|-----------|------------|-----------|---------|------|------------|

|      | YEAR-TO-YEAR |      |      |      |      |     |
|------|--------------|------|------|------|------|-----|
|      | 2006         | 2005 | 2004 | 2003 | 2002 |     |
| 2006 | 7%           | 26%  | 14%  | 5%   | 1%   | 47% |
| 2005 | 6%           | 16%  | 17%  | 5%   | 2%   | 54% |
| 2004 | 9%           | 18%  | 18%  | 4%   | 1%   | 50% |
| 2003 | 10%          | 44%  | 36%  | 8%   | 2%   |     |
| 2002 | 11%          | 28%  | 49%  | 11%  | 1%   |     |

### 2006 SIGNIFICANT DEMOGRAPHICS

|           | QUADRANT  |           |           |           |    |     |
|-----------|-----------|-----------|-----------|-----------|----|-----|
|           | Northeast | Southeast | Northwest | Southwest |    |     |
| Northeast | 4%        | 38%       | 11%       | 1%        | 3% | 43% |
| Southeast | 9%        | 29%       | 18%       | 3%        | 0% | 42% |
| Northwest | 8%        | 19%       | 11%       | 10%       | 2% | 51% |
| Southwest | 5%        | 22%       | 14%       | 5%        | 0% | 55% |

|         | INCOME |         |         |      |    |     |
|---------|--------|---------|---------|------|----|-----|
|         | <10K   | 10K-40K | 40K-70K | 70K< |    |     |
| <10K    | 23%    | 32%     | 9%      | 5%   | 0% | 32% |
| 10K-40K | 8%     | 36%     | 16%     | 9%   | 0% | 32% |
| 40K-70K | 7%     | 24%     | 16%     | 1%   | 2% | 51% |
| 70K<    | 4%     | 17%     | 12%     | 4%   | 1% | 63% |

### Summary:

One third of respondents rated the quality of services for disabled persons as good or very good. Almost one half of respondents had no opinion.

### Year-to-Year Trend:

Since 2005, there was an increase of 11% good to very good ratings and a decrease of 7% who had no opinion.

### Significant Demographics:

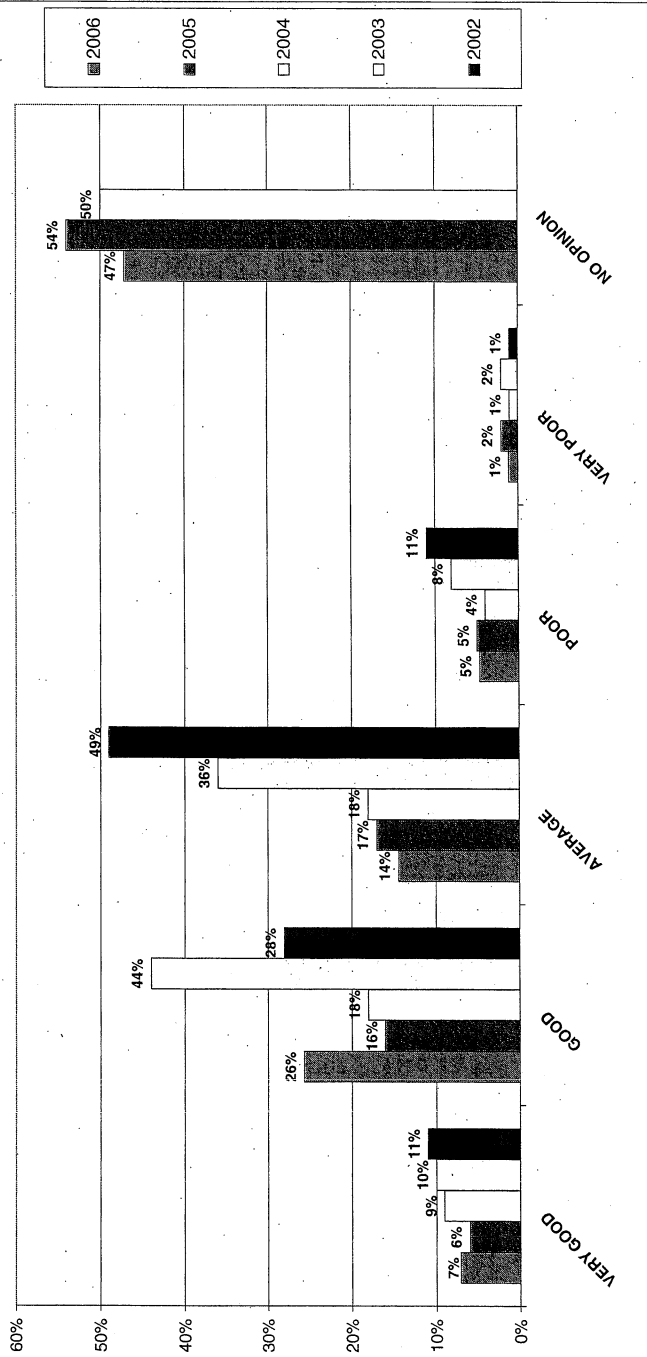
#### Income

Those making under \$10,000 were the most satisfied with 55% rating the service as good to very good. As income increases good to very good ratings decrease and the number of responses to no opinion increases. (disabled3)

#### Quadrant

Northeast and Southeast respondents both have the highest percent good to very good ratings of 42% and 38%, respectively. The Southwest and the Northwest respondents have the highest percent no opinion ratings and the lowest good to very good ratings of 27% each. (disabled1)

## Quality of Services for Disabled Persons

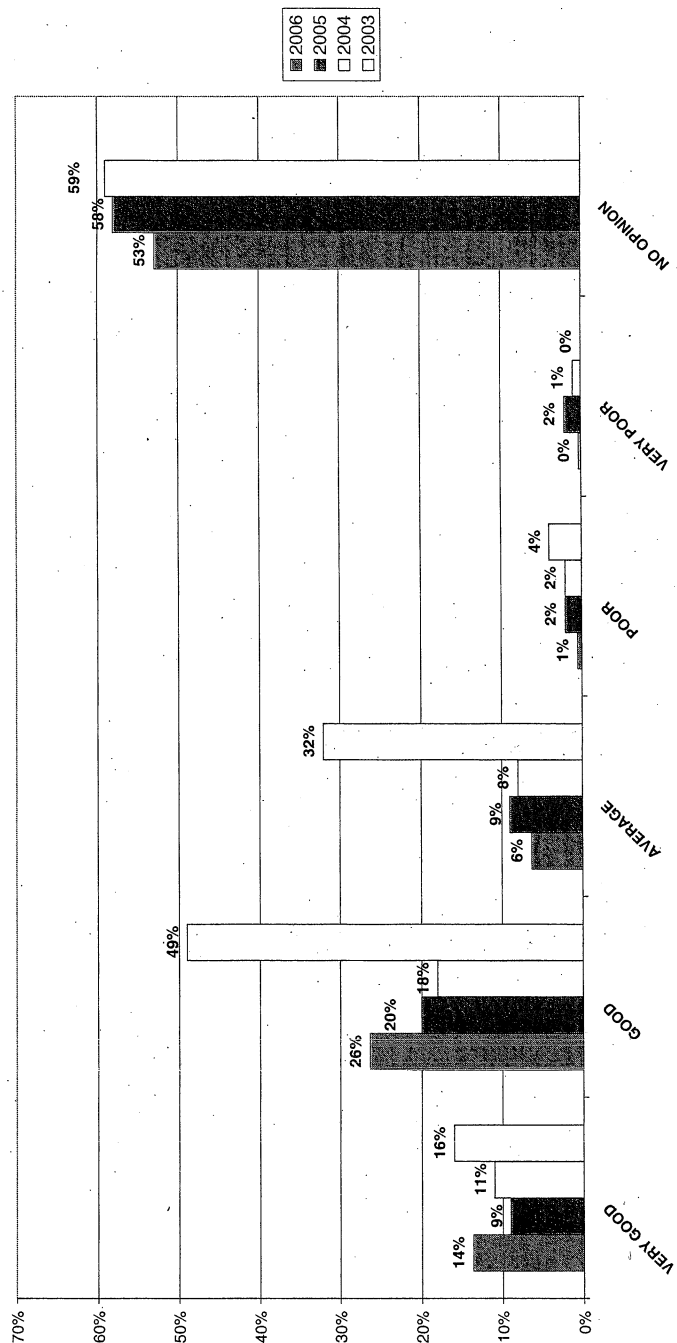


## How do you rate the quality of private ambulance services?

|              | VERY GOOD |     | GOOD | AVERAGE | POOR | VERY POOR | NO OPINION |     | VERY GOOD |    | AVERAGE | POOR | VERY POOR | NO OPINION |
|--------------|-----------|-----|------|---------|------|-----------|------------|-----|-----------|----|---------|------|-----------|------------|
| YEAR-TO-YEAR |           |     |      |         |      |           |            |     |           |    |         |      |           |            |
| 2006         | 14%       | 26% | 6%   | 1%      | 0%   | 53%       | 2006       | 40% | 6%        | 1% | 53%     |      |           |            |
| 2005         | 9%        | 20% | 9%   | 2%      | 2%   | 58%       | 2005       | 29% | 9%        | 4% | 58%     |      |           |            |
| 2004         | 11%       | 18% | 8%   | 2%      | 1%   | 59%       | 2004       | 29% | 8%        | 3% | 59%     |      |           |            |
| 2003         | 16%       | 49% | 32%  | 4%      | 0%   |           | 2003       | 65% | 32%       | 4% |         |      |           |            |

| 2006 SIGNIFICANT DEMOGRAPHICS |     |     |     |    |    |     |                  |     |     |    |     |  |  |  |
|-------------------------------|-----|-----|-----|----|----|-----|------------------|-----|-----|----|-----|--|--|--|
| ETHNICITY                     |     |     |     |    |    |     |                  |     |     |    |     |  |  |  |
| African-American              | 10% | 20% | 40% | 0% | 0% | 30% | African-American | 30% | 40% | 0% | 30% |  |  |  |
| Caucasian                     | 14% | 24% | 5%  | 0% | 0% | 57% | Caucasian        | 38% | 5%  | 0% | 57% |  |  |  |
| Hispanic                      | 14% | 37% | 5%  | 3% | 0% | 41% | Hispanic         | 51% | 5%  | 3% | 41% |  |  |  |
| American Indian               | 0%  | 33% | 17% | 0% | 0% | 50% | American Indian  | 33% | 17% | 0% | 50% |  |  |  |
| Asian                         | 25% | 25% | 0%  | 0% | 0% | 50% | Asian            | 50% | 0%  | 0% | 50% |  |  |  |
| Other                         | 19% | 13% | 0%  | 0% | 0% | 69% | Other            | 32% | 0%  | 0% | 69% |  |  |  |

### Quality of private ambulance services



#### Summary:

The majority of respondents, 53%, had no opinion about the quality of ambulance. Hispanics and non-voters are the most satisfied.

#### Year-to-Year Trend:

Compared to the 2005 survey, there has been an 11% increase in good to very good ratings. In 2004, the "No opinion" choice was added to the choice of responses. Adding this category might have given respondents a new outlet in responding to the question.

#### Significant Demographics:

##### Ethnicity:

51% of Hispanics rated the service as very good/good and 41% had no opinion. 57% of those who are caucasian responded to no opinion and 38% rated the service as very good/good. None of the respondents, by ethnicity, responded to poor or very poor except 3% of hispanics rated the quality as poor. Overall, Caucasians are the least satisfied with the quality of private ambulance services. (TNOTES8 & APPENDIX: AMBULANCE1)

See Note: TNOTES8

#### Recommendation:

Ask respondents if they have been involved in a situation with a private ambulance.

## DEMOGRAPHIC SUMMARY

As in years past, the CAC collected and analyzed the respondent's age, ethnicity, gender, gross income, whether they owned a home or rented, whether they are a voter or not, the length and quadrant in which they live in Visalia and the family makeup of the household.

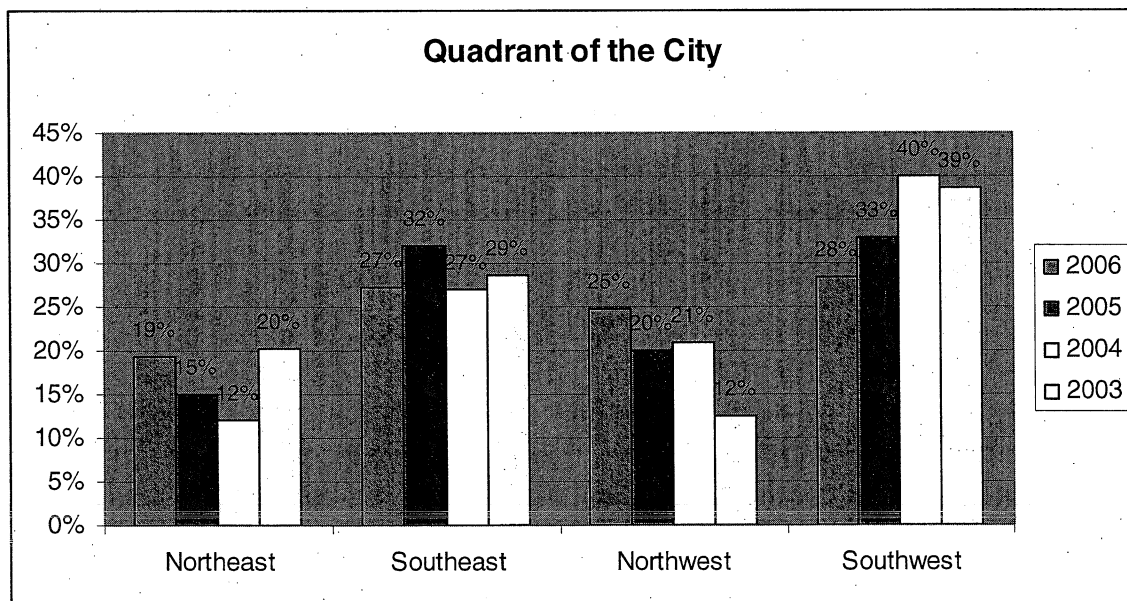
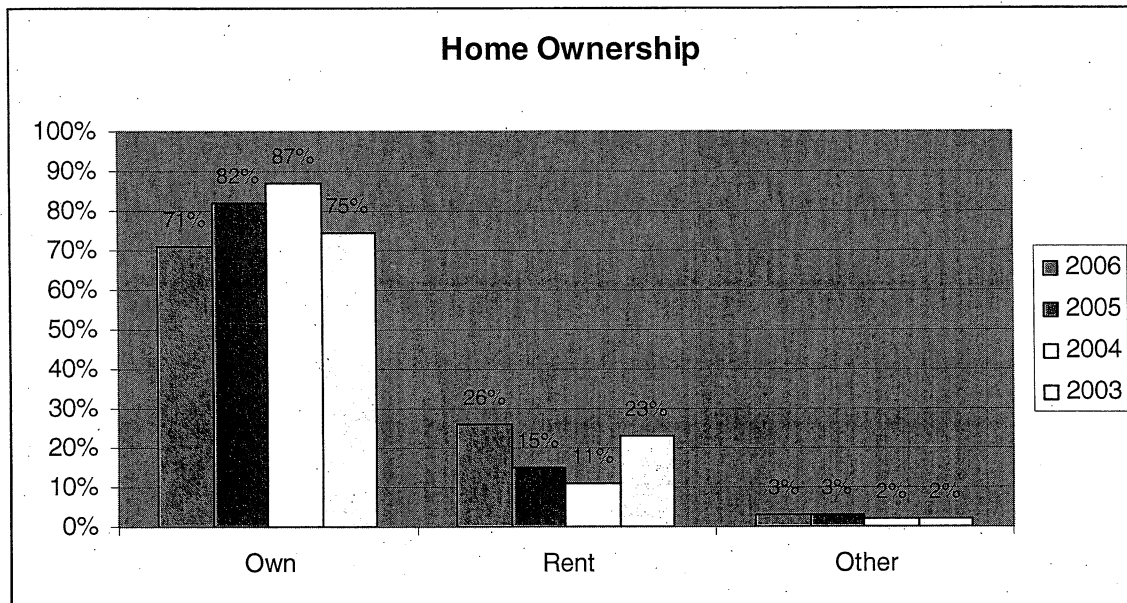
There were some demographics with insufficient responses to make them statistically significant. They include: length of residency in Visalia, voter registration, home ownership, gender, and ethnicity. With this in mind the sample best represents those living here more than 10 years, are voters, home owners, females and are Caucasian.

### **Year to Year Survey Comparison Methods**

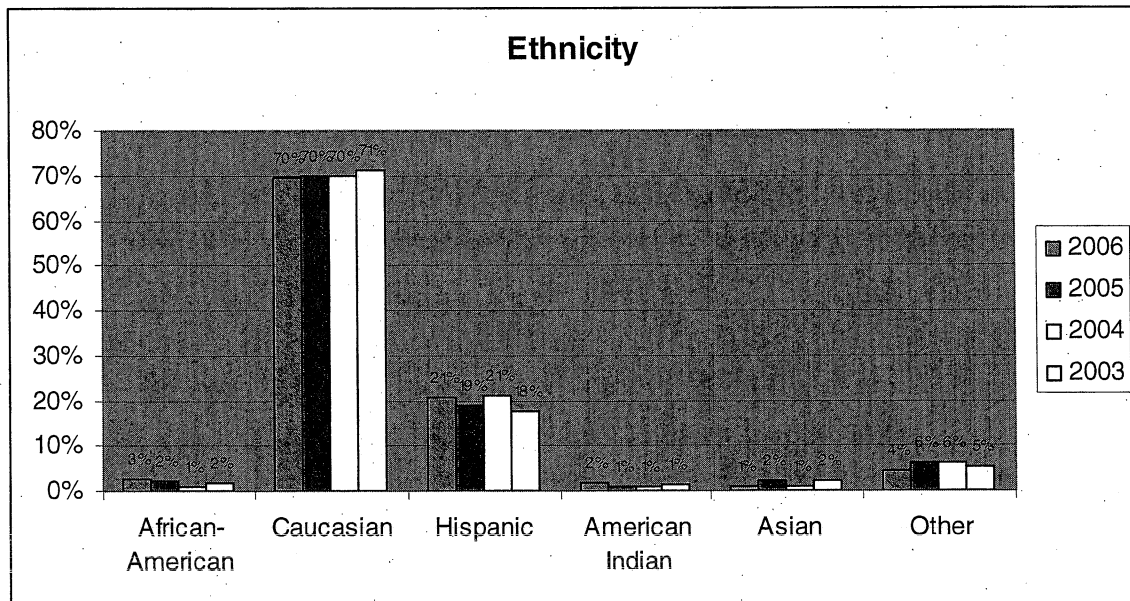
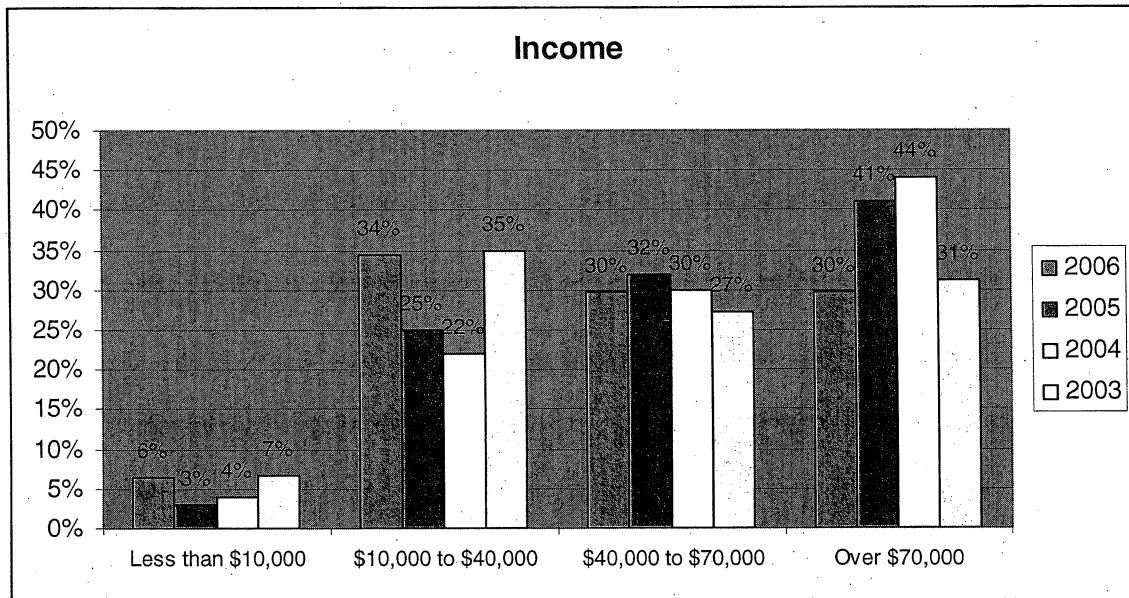
In 2003 the survey included 300 respondents. The phone numbers were gathered from the telephone book. In 2004 and 2005 the CAC used a phone list from CalWater. The 2006 survey includes 386 respondents contacted from an up to date phone list from AT&T.

In the past the survey has been skewed toward homeowners, making over \$70,000 living in south Visalia. The new phone list has been beneficial in getting a better representation of the City. Of particular note, as opposed to previous years the 2006 phone list included apartment buildings. As a result there was an 11% increase of respondents from 2005 who were renters, a 9% increase in respondents making \$10,000 to \$40,000, and an increase of respondents living in north Visalia.

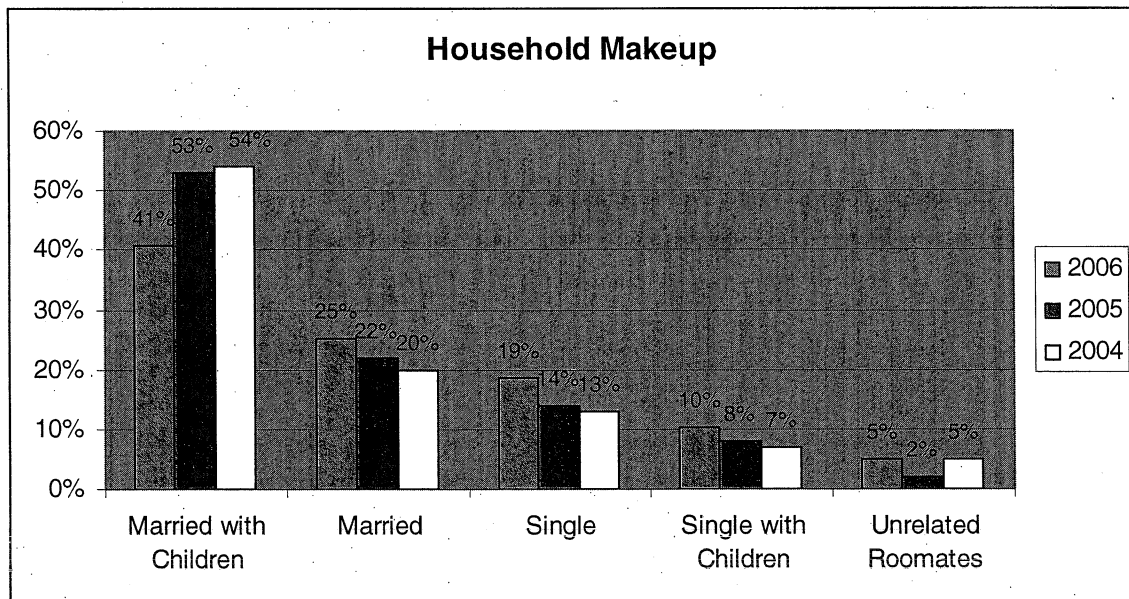
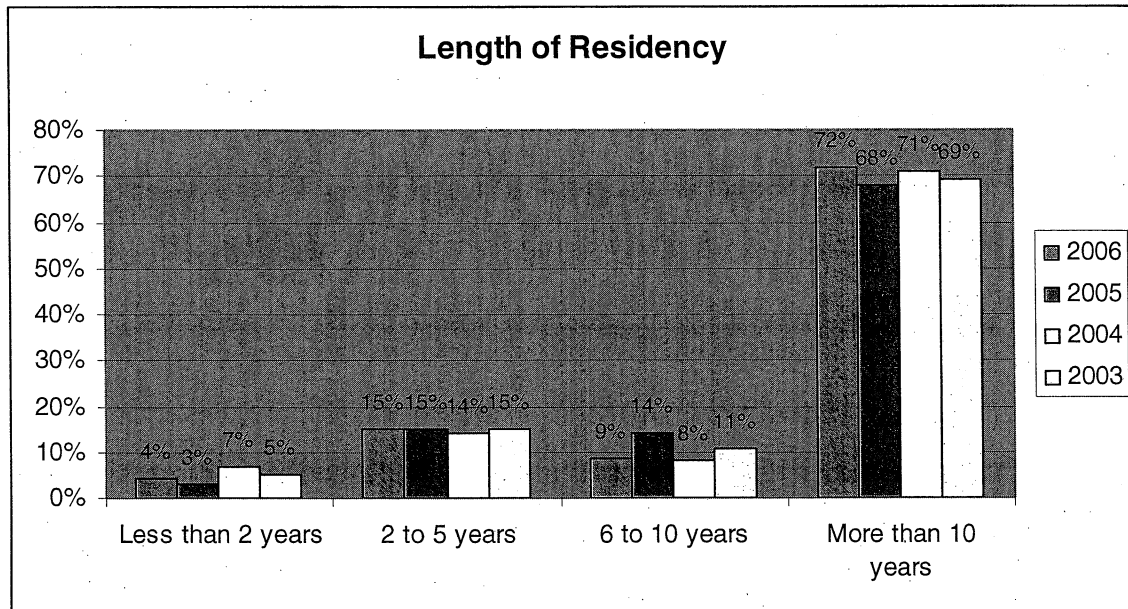
## DEMOGRAPHIC SUMMARY



## DEMOGRAPHIC SUMMARY



## DEMOGRAPHIC SUMMARY



## APPENDIX

*2006 Sample Survey*

*Methodology*

*Statistical Procedures*

*Notes*

## Public Opinion Survey 2006

1) How do you rate the City's efforts at providing a safe community?

|           |      |         |     |          |
|-----------|------|---------|-----|----------|
| 1         | 2    | 3       | 4   | 5        |
| Very High | High | Average | Low | Very Low |

1A) To provide a safer community, what type of criminal activity should the City target?

|                  |                   |               |                     |          |                     |       |
|------------------|-------------------|---------------|---------------------|----------|---------------------|-------|
| 1                | 2                 | 3             | 4                   | 5        | 6                   | 7     |
| Violent<br>Crime | Property<br>Crime | Auto<br>Theft | Malicious<br>Damage | Graffiti | Gang<br>Suppression | Other |

2) Have you had contact with a Visalia police officer in the last year? (if "Yes", ask question 2A)

|     |    |
|-----|----|
| 1   | 2  |
| Yes | No |

2A) How would you rate the service you received?

|           |      |         |      |           |            |
|-----------|------|---------|------|-----------|------------|
| 1         | 2    | 3       | 4    | 5         | 6          |
| Excellent | Good | Average | Poor | Very Poor | No Opinion |

3) Have you had contact with a Visalia firefighter in the last year? (if "Yes", ask question 3A)

|     |    |
|-----|----|
| 1   | 2  |
| Yes | No |

3A) How would you rate the service you received?

|           |      |         |      |           |
|-----------|------|---------|------|-----------|
| 1         | 2    | 3       | 4    | 5         |
| Excellent | Good | Average | Poor | Very Poor |

4) What do you consider the most essential City services besides Police and Fire?

*(Multiple answers OK)*

|                     |                     |                              |                          |       |      |
|---------------------|---------------------|------------------------------|--------------------------|-------|------|
| 1                   | 2                   | 3                            | 4                        | 5     | 6    |
| Road<br>Maintenance | Park<br>Maintenance | Traffic Signs<br>and Signals | Recreation<br>Activities | Other | None |

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

|                                       | Very<br>Good | Good | Average | Poor | Very<br>Poor | No Opinion |
|---------------------------------------|--------------|------|---------|------|--------------|------------|
| Emergency Medical Response<br>by Fire | 1            | 2    | 3       | 4    | 5            | 6          |
| City Road Maintenance                 | 1            | 2    | 3       | 4    | 5            | 6          |
| Traffic Management                    | 1            | 2    | 3       | 4    | 5            | 6          |
| Bus Services                          | 1            | 2    | 3       | 4    | 5            | 6          |
| Street Lighting                       | 1            | 2    | 3       | 4    | 5            | 6          |
| Senior Citizen Services               | 1            | 2    | 3       | 4    | 5            | 6          |
| Recreation Activities                 | 1            | 2    | 3       | 4    | 5            | 6          |
| Services for Disabled Persons         | 1            | 2    | 3       | 4    | 5            | 6          |
| Park Maintenance                      | 1            | 2    | 3       | 4    | 5            | 6          |
| Garbage+Recycling Collection          | 1            | 2    | 3       | 4    | 5            | 6          |
| Private Ambulance                     | 1            | 2    | 3       | 4    | 5            | 6          |

6) Do you view traffic conditions as ...

|              |      |         |      |              |
|--------------|------|---------|------|--------------|
| 1            | 2    | 3       | 4    | 5            |
| Very<br>Good | Good | Average | Poor | Very<br>Poor |

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

|      |              |              |                 |
|------|--------------|--------------|-----------------|
| 1    | 2            | 3            | 4               |
| None | 1 to 2 times | 3 to 4 times | 5 or more times |

8) What type of events would you like to attend at the Conv Center in the future?

*(Multiple answers OK)*

|                   |        |          |                             |                               |       |
|-------------------|--------|----------|-----------------------------|-------------------------------|-------|
| 1                 | 2      | 3        | 4                           | 5                             | 6     |
| Consumer<br>Shows | Dances | Concerts | Holiday/Reception<br>Events | Conferences,<br>Mtgs.,+ Wksp. | Other |

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## Public Opinion Survey 2006 (continued)

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- 9) The city is considering investing time, energy, and resources into expanding the downtown central core area. Of what importance would you rate having a vibrant downtown?

|           |      |         |     |          |
|-----------|------|---------|-----|----------|
| 1         | 2    | 3       | 4   | 5        |
| Very High | High | Average | Low | Very Low |

---

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

|           |      |         |     |          |
|-----------|------|---------|-----|----------|
| 1         | 2    | 3       | 4   | 5        |
| Very High | High | Average | Low | Very Low |

---

- 11) How long have you lived in Visalia?

|                      |                 |                  |                       |
|----------------------|-----------------|------------------|-----------------------|
| 1                    | 2               | 3                | 4                     |
| Less than<br>2 years | 2 to 5<br>years | 6 to 10<br>years | More than<br>10 years |

---

- 12) Are you a registered voter?

|     |    |
|-----|----|
| 1   | 2  |
| Yes | No |

---

- 13) Do you own or rent your home?

|     |      |       |
|-----|------|-------|
| 1   | 2    | 3     |
| Own | Rent | Other |

---

- 14) Which quadrant of the City do you live in if Mooney and Hwy. 198 are considered the cross sections of town?

|           |           |           |           |
|-----------|-----------|-----------|-----------|
| 1         | 2         | 3         | 4         |
| Northeast | Southeast | Northwest | Southwest |

---

- 15) What is the makeup of your household?

\* "Married with children" includes children not living at home

|        |                         |         |                            |                         |
|--------|-------------------------|---------|----------------------------|-------------------------|
| 1      | 2                       | 3       | 4                          | 5                       |
| Single | Single with<br>children | Married | Married with<br>children * | Unrelated<br>Roomate(s) |

---

- 16) What is your ethnicity?

|                      |           |          |                    |       |       |
|----------------------|-----------|----------|--------------------|-------|-------|
| 1                    | 2         | 3        | 4                  | 5     | 6     |
| African-<br>American | Caucasian | Hispanic | American<br>Indian | Asian | Other |

---

- 17) What is your gender?

|      |        |
|------|--------|
| 1    | 2      |
| Male | Female |

---

- 18) What is your age group?

|          |          |         |
|----------|----------|---------|
| 1        | 2        | 3       |
| 18 to 25 | 26 to 55 | 56 plus |

---

- 19) What was your households's total gross income before taxes in 2006?

|                       |                         |                         |                  |
|-----------------------|-------------------------|-------------------------|------------------|
| 1                     | 2                       | 3                       | 4                |
| Less than<br>\$10,000 | \$10,000 to<br>\$40,000 | \$40,000 to<br>\$70,000 | Over<br>\$70,000 |

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- 20) In your opinion, what is the most serious issue facing Visalia, to which the City should respond?  
(Comment area. Mark respondent's answer in space below)

## **METHODOLOGY**

The survey was done in several phases. The first phase included a planning phase, a data collection phase, data compilation phase, data interpretation phase and a report phase.

### **Planning**

The planning phase included an additional revision of the questions that were asked and a revision of the survey data collection procedures to be used. Simplicity and ease of reading the survey were also considered as a very important additional step.

### **Data Collection**

The survey was conducted by phone. Our limitations for data collection included: Only those over 18 years of age, and residents of Visalia. Our sample included 386 participants who responded. It was not uncommon for us to pass several phone numbers before finding someone who would be within our sample limitations.

### **Data compilation**

This year we used SPSS 15, statistical software, instead of Excel to compile our data. This improved our survey's accuracy and simplified the interpretation.

### **Data interpretation**

There is an abundant amount of information that could be gathered from the survey due to time and cost constraints it was interpreted only by comparing demographics and looking for trends. Cross tabulation of variables was used to interpret major trends along with excel charts, correlation analysis and significance testing was done on the bivariate level to determine any relationships or possible effects from one variable to another.

### **Report**

The report has been kept to standard from previous reports because it best represents our findings. We have made the report easy to read, with color graphics, notes have been included to further explain our findings, and supplementary charts have been added to the appendix to satisfy further analysis. A technical notes and a reference notes section is also included.

## **Procedures**

The procedures used here are limited to time and cost of the survey, under no circumstance is this survey liable for any misinterpretation one might gather from the survey. The sample is trying to approximate the general opinion of the population of Visalia with a level of certainty about our estimate of 95%. The Pearson Chi-Squared test was applied to the variables to determine if any relationship existed between variables. One limitation that we encountered was with Pearson Chi-Squared being void because Pearson requires a minimum of 5 cross tabulation cells of expected counts no less than 5.

## **Tests**

The survey is limited to Pearson's P-value of .05. Pearson Chi-Squared is one major test needed to be done to the data in order to statistically figure out relationships between data. For all data we have used a 95% confidence interval this translates to a confidence level of 5%. A 5% confidence level is a standard in statistical analysis. (<http://www.sysurvey.com/tips/statistics/alpha.htm>) In order for the observed data to be statistically significant (not by chance) it would need to have at most, a 5% likelihood of occurring by chance.

## **Bivariate Analysis**

The following were taken into high consideration due to data results and sufficient data to warrant statistical interpretation. All variable demographics were tested for correlation. From this we determined which variables had statistical significance.

## **Limitations**

The following discussed here have a strong statistical relationship between each other. These variables will be included in the detailed analysis for further discussion. Also, the observed occurrences are not tested for any causal relationships using bi-variate correlation or Chi-Squared. Chi-Squared is a technique used to determine if any relationship exist between two variables.

## NOTES

### GENERAL NOTES

|          |                                                                                                                                                                                                                                                      |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GNOTES1  | New question reworded : To provide a safer community, what type of criminal activity should the city target?<br><br>(Limited Sample - Asked only to: Who Rated City's Efforts To Provide A Safe Community-Low or Very Low)                           |
| GNOTES2  | We can't compare data from years 2003 and before due to a the categorie "no opinion" not asked as an option in the question.                                                                                                                         |
| GNOTES3  | Data for 2006 "poor" was not shown.                                                                                                                                                                                                                  |
| GNOTES4  | Note: Priority is based on the % total of respondents who answered to each categorie, ranked from most essential to least essential.                                                                                                                 |
| GNOTES5  | Mooney and Highway 198 were selected to divide the quadrants and are not meant to imply four equally populated sections.                                                                                                                             |
| GNOTES7  | It is thought that women are more likely to answer the phone in most homes. While these numbers do not reflect the gender breakdown in the City, we have not determined a way to change this and maintain the survey's random validity.              |
| GNOTES8  | The CAC was disappointed to learn that the 2000 Public Opinion Survey does not completely reflect the ethnic diversity of Visalia.<br><br>More effort also needs to be made to improve the number of responses in other minority categories as well. |
| GNOTES9  | The Bureau of Statistics does not clearly define what constitutes as borderline middle income, high income and low income.                                                                                                                           |
| GNOTES10 | Significant difference is any change of 2% or more                                                                                                                                                                                                   |

### TECHNICAL NOTES

|          |                                                                                                                                                                                                                                                                            |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TNOTES1  | Responses for "other" and "very poor" contained low response frequencies. This caused our chi-square test to become void.<br>Modification of data was necessary by combining categories or eliminating the other categorie and combining that data with another categorie. |
| TNOTES2  | chi-square modification                                                                                                                                                                                                                                                    |
| TNOTES3  | Income, lived in visalia, quadrant, has low count for some categories, chi-square is void and modification of data is needed.                                                                                                                                              |
| TNOTES5  | Dropped categories "other" and "none" due to low expected count.                                                                                                                                                                                                           |
| TNOTES6  | Chi-Square Void                                                                                                                                                                                                                                                            |
| TNOTES7  | Chi is .055, Chi-square Void                                                                                                                                                                                                                                               |
| TNOTES8  | TNote: Chi-Square void due to lack sufficient expected count for those African American, Caucasian, Hispanic, American Indians, Asian, and other.                                                                                                                          |
| TNOTES9  | Chi-Square void due to insufficient expected count for the following categories African-Americans, American Indians, Asians.                                                                                                                                               |
| TNOTES10 | Chi-Square: .000 there is a strong relationship between the two variables<br>Gamma: .547 sig .000                                                                                                                                                                          |
| TNOTES11 | Chi: .000<br>Gamma: -.616 sig. .000                                                                                                                                                                                                                                        |
| TNOTES12 | For purposes of valid Chi-Square only Caucasians & Hispanics had sufficient expected responses to warrant statistical interpretation using Chi-Square.                                                                                                                     |

## MOST SERIOUS ISSUE

Below is a detailed listing of responses to the question:

### **What is the most serious issue facing Visalia, to which the City should respond?**

gangs  
gangs and graffiti  
gangs  
gangs  
crime, gangs and drugs  
gangs  
gangs  
gangs and crime  
gangs and violent crime  
gangs  
gangs  
gangs and street maintenance  
gangs  
gangs  
gangs  
gangs and crime  
burglary and gangs  
gangs  
graffiti and gangs  
work on gangs  
gangs, had an experience with PD and it was horrible not helpful, people don't respect each others property  
gangs  
gangs  
gangs  
gangs  
gangs  
gangs cross walks @ mooney and walnut  
gangs  
gangs  
gangs and all related activity  
gangs, violence, guns  
gangs  
gangs/violence  
gangs  
gangs and drugs  
gangs

gangs  
gangs  
drugs and gangs  
gangs/graffiti/ property damage  
crime-problems with gangs  
increasing crime, gangs, tagging, shooting, break-in  
gangs, violent crime, crime  
crime and gangs  
gangs  
a lot of gangs  
gangs  
gangs, violence  
safety with gangs  
Gangs  
gangs  
gangs  
gangs  
gangs and theft  
gangs  
gangs  
gangs and shooting  
gangs  
Pandillas/Gangs  
Pandillas/Gangs  
Pandillas/Gangs  
drugs and gangs with high teen pregnancy

drug culture, young people getting into gangs is increasing, concerned about the youth getting the message

Street Signs are being destroyed or removed by gangs or someone is doing it  
streetlighting in North Visalia is bad: Growth was out of control: Gangs are becoming violent  
locking up gangs/drug dealers. Renta cops issuing tickets instead of patrolling parks  
gangs are a major problems and better maintenance on our streets, some repairs are poor  
gangs and better parking downtown

Dirty Air, growth, gangs, trashy houses in the northside, not enough for the northside  
gagns, crime problems, more police in the streets  
focus on crime and gangs etc.

crime, graffitti, gangs

teen, children activities, teen anemenies, gangs

gangs, graffitti, parking and do not change parking fee, oppose to paying parking in downtown

gangs and to many developments going up

I think the violence in the streets

gang violence

Gang violence and problems

gang violence

gang violence

violence in schools

gang violence and graffiti

gang violence

gang violence

gang violence

gang violence  
 gang violence  
 gang violence, encourage participation in community activities  
 gang violence  
 gang violence  
 gang violence, not enough youth services, recreational things  
 gang violence -more DUI checkpoints  
 gang violence on the northside  
 graffiti  
 graffiti  
 gang activity and graffiti  
 the crime on the streets  
 crime rate  
 crime  
 violent crime  
 crime, gangs and drugs  
 gangs and crime  
 gangs and violent crime  
 gangs and crime  
 crime  
 crime  
 crime and gang activities  
 gang violence, graffiti, all kinds of crime  
 growth and crime  
 crime and garbage  
 crime  
 crime  
 crime in general  
 graffiti, gang crime, youth working, illegal immigrants, main street/ christmas lights  
 crime  
 focus on crime and gangs etc.  
 crime, graffiti, gangs  
 crime  
 public safety-violent crime  
 crimes and over-crowding  
 crime-roads and maintenance-growth  
 crime-problems with gangs  
 increasing crime, gangs, tagging, shooting, break-in  
 Crime and growth  
 crime is growing as city grows  
 violent crime, crime, gangs  
 crime and gangs  
 need more disabled parking downtown, pollution-causing allergies, crime-graffiti  
 police response to crimes in progress-in adequate response twice  
 crimes  
 Crime and growth. Keep it nice the way it is . I think visalia is a nice size. I used to live in So. California  
  
 gang crimes  
 Bus stop closer and getting the crime rate down  
 crime

crime and traffic issues

crime

drugs

need to address the drug issue, city need to open their eyes to drugs coming in to this city

drugs and graffiti

Drugs is root of anything that goes wrong in any city

increase the police and fire personnel

police force needs help

Police service improvements. Police use to serve and protect, they seem to believe they are above the law

respond to a call-police officer-kid fighting-man and women drugged up-failure response

Police should be faster in responding, need more things for the kids to do

to much growth-overbuilding

services to keep up with the growth

over crowded and growth

transportation and growth

growth

growth planning (traffic, etc.) gang

continuing controlled growth

too much growth, traffic hectic when busy, stop people from running red lights

keeping up and managing growth, don't grow to fast, are able to take care of the people who are here

managing growth

controlled smart growth

managing growth and loss farm land

growth

growth issues and problems

growth

global warming-joke! Keep up with growth

controlled growth and quality of life

controlled growth

growth should be controlled/ traffic problem

Stop the growth-all the bad growth increasestraffic, gang activity,

traffic-so much growth-roads not keeping up

growth

we're encouraging growth so much, I don't know if infrastructure (schools, roads, traffic)

growth

Uncontained growth, leave vineyard and orchards

Growth, makes me sick to see all farming land gobbled up

growth and new residential developments

growth

lack of management in city and growth

rapid growth, keep home town/ community feel

growth

traffic grow and growth

growth

growth  
growth  
growth  
Growth  
Growth  
Growth, need new schools

traffic control  
traffic  
traffic sign a must around schools  
traffic  
traffic  
gang criminal activities, traffic flow  
traffic and roads  
traffic on mooney bld and caldwell  
traffic laws enforced, cleaner city, make it ideal  
overall happy-traffic/ parking are a concern  
traffic signs, main problems: person trying to cause problems at senior center  
traffic  
traffic on main/mooney  
traffic  
traffic volume  
traffic especially on mooney  
traffic signals  
traffic congestion and gang activity and gaffitti and vadalism  
traffic  
road maintenance and traffic flow  
traffic-specially poor drivers going to fast  
exits off freeway-exit 198 going west exit at court-difficult to cross all lanes of traffic to turn right at court  
traffic is horrible  
Gang activity and traffic  
streets that need repair: paint the lines on the street: traffic  
traffic  
traffic

parking in downtown-not enough  
keeping social security admin downtown  
downtown maintenance-don't be like fresno, gang issues  
downtown parking-need more  
Better stripping on the streets, more reflectors in the the road on street parking,

continue to develop downtown:more parks and walk trails  
make downtown more lively

housing  
housing-too much building  
housing development-to much

to much housing development  
safety-housing and population  
housing development  
New housing development-to much

streets need repair more lighting on streets  
streets that need repair: paint the lines on the street: traffic

air quality gang suppression  
water and air quality  
Dirty Air, growth, gangs, trashy houses in the northside, not enough for the northside  
pollution and air quality  
air pollution, infrastructure, health issues  
air quality  
air quality