



**Section 1: Introduction to Study**

Hi, my name is \_\_\_\_\_ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in Thousand Oaks and we would like to get your opinions.

*If needed:* This is a survey about community issues in Thousand Oaks. I'm NOT trying to sell anything and I won't ask for a donation.

*If needed:* The survey should take about 12 minutes to complete.

*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

*If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.*

**Section 2: Screener for Inclusion in the Study**

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *If there is no male currently at home that is at least 18 years of age, then ask:* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

*If there is no adult currently available, then ask for a callback time.*

**NOTE:** *Adjust this screener as needed to match sample quotas on gender & age*

*If respondent asks why we want to speak to a particular demographic group, explain:* It's important that the sample of people for the survey is representative of the adult population in the city for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

SC1	To begin, I have a few screening questions. What is the zip code at your residence? <i>Read zip code back to them to confirm correct</i>			
	1	91361, 91362	28%	<i>Go to SC2</i>
	2	91320, 91360	72%	<i>Go to Q1</i>
	3	Other ZIP code	0%	<i>Terminate</i>
SC2	Do you live in the City of Thousand Oaks?			
	1	Yes	100%	<i>Go to Q1</i>
	2	No	0%	<i>Terminate</i>
	3	Not sure	0%	<i>Terminate</i>
	99	Refused	0%	<i>Terminate</i>

Section 3: Quality of Life			
I'd like to begin by asking you a few questions about what it is like to live in the City of Thousand Oaks.			
Q1	How long have you lived in Thousand Oaks?		
	1	Less than 1 year	1%
	2	1 to 4 years	8%
	3	5 to 9 years	15%
	4	10 to 14 years	15%
	5	15 years or more	60%
	99	Refused	0%
Q2	How would you rate the overall quality of life in Thousand Oaks? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	49%
	2	Good	46%
	3	Fair	5%
	4	Poor	0%
	5	Very Poor	0%
	98	Not sure	0%
	99	Refused	0%
Q3	If the city government could change one thing to make Thousand Oaks a better place to live now and in the future, what change would you like to see? <i>Verbatim responses recorded and grouped into categories shown below.</i>		
	Not sure / Cannot think of anything		17%
	Limit growth / Preserve open space		14%
	Nothing / Everything is fine		9%
	Reduce traffic congestion		6%
	Develop downtown areas		4%
	Change, improve Council, gov process		4%
	Improve, add parks, rec facilities		4%
	Beautify City		3%
	Improve public safety		3%
	Address budget issues / Control spending		3%
	Engage in economic development		3%
	Improve, maintain roads		2%
	Provide positive alternatives for youth		2%

Improve public transit	2%
Enforce codes	2%
Reduce taxes, fees	2%
Improve traffic signs, devices	2%
Improve parking	2%
Improve hiking, biking trails	2%
Provide more affordable housing	1%
Improve education	1%
Increase multi-cultural activities	1%
Address illegal immigrant issue	1%
Improve responsiveness to residents	1%
Underground utility wires	1%

**Section 4: City Services**

Next, I would like to ask a series of questions about services provided by the City of Thousand Oaks.

<b>Q4</b>	Generally speaking, are you satisfied or dissatisfied with the job the City of Thousand Oaks is doing to provide city services? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		
	1	Very satisfied	40%
	2	Somewhat satisfied	49%
	3	Somewhat dissatisfied	7%
	4	Very dissatisfied	2%
	98	Not sure	2%
	99	Refused	0%

**Q5** For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.  
*Make sure respondent understands the 4 point scale.*

	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	No Opinion	Refused
A	Providing police services	71%	24%	5%	1%	0%	0%
B	Providing fire protection services	74%	22%	4%	1%	0%	0%
C	Providing emergency medical services	63%	28%	8%	1%	0%	0%
D	Preparing the City for emergencies	48%	37%	13%	2%	0%	0%
E	Maintaining streets and roads	47%	45%	8%	0%	0%	0%
F	Managing traffic congestion in the city	48%	37%	13%	1%	0%	0%

G	Maintaining public landscapes	27%	46%	25%	3%	0%	0%
H	Providing library services	32%	40%	23%	4%	0%	0%
I	Providing trash collection and recycling services	45%	42%	11%	2%	0%	0%
J	Promoting economic development for a healthy business community	31%	40%	23%	5%	1%	0%
K	Managing growth and development	52%	31%	13%	3%	0%	0%
L	Providing recreation programs for all ages	22%	37%	33%	8%	1%	0%
M	Maintaining parks and recreation areas	37%	46%	16%	2%	0%	0%
N	Providing cultural and performing arts	15%	33%	37%	14%	1%	0%
O	Protecting the local environment	44%	36%	16%	3%	0%	0%
P	Preserving and protecting open space	53%	29%	14%	3%	0%	0%
Q6	<p>For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service.</p> <p>Are you satisfied or dissatisfied with the city's efforts to: _____ or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i></p>						
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Refused
A	Provide police services	57%	33%	5%	1%	3%	0%
B	Provide fire protection services	62%	29%	2%	1%	6%	0%
C	Provide emergency medical services	45%	34%	3%	1%	15%	1%
D	Prepare the City for emergencies	25%	41%	6%	1%	26%	2%
E	Maintain streets and roads	29%	50%	16%	5%	1%	0%
F	Manage traffic congestion in the city	18%	44%	25%	10%	2%	0%
G	Maintain public landscapes	38%	48%	10%	2%	1%	0%
H	Provide library services	59%	32%	3%	1%	5%	1%
I	Provide trash collection and recycling services	56%	35%	5%	2%	2%	0%
J	Promote economic development for a healthy business community	15%	46%	17%	6%	14%	2%
K	Manage growth and development	18%	39%	23%	13%	6%	1%
L	Provide recreation programs for all ages	35%	43%	8%	3%	9%	2%
M	Maintain parks and recreation areas	43%	47%	7%	1%	2%	0%
N	Provide cultural and performing arts	38%	42%	8%	3%	7%	2%
O	Protect the local environment	28%	49%	11%	4%	7%	1%
P	Preserve and protect open space	31%	44%	14%	6%	4%	1%

Section 5: Civic Arts Plaza									
The Thousand Oaks Civic Arts Plaza offers a wide range of performing arts events throughout the year.									
Q7	In the past 12 months, have you or a family member purchased tickets and attended a show or event held at the Civic Arts Plaza?								
	1	Yes							54%
	2	No							45%
	98	Not sure							1%
	99	Refused							0%
Q8	Overall, how would you rate the _____ at the Plaza? Would you say it is excellent, good, fair, poor or very poor?								
<i>Read in Order</i>			Excellent	Good	Fair	Poor	Very Poor	Not Sure	Refused
A	Quality of events and shows		26%	38%	13%	2%	1%	14%	5%
B	Variety of events and shows		21%	36%	17%	5%	2%	13%	5%
C	Overall entertainment value for a show		17%	36%	19%	5%	3%	15%	5%
Q9	Is there a type of show or event that you think should be offered more often at the Civic Arts Plaza? <i>If yes, ask: please briefly describe it to me. Verbatim responses recorded and grouped into categories shown below.</i>								
	No additional shows, events desired								41%
	Not sure / Cannot think of any								25%
	Contemporary concerts								7%
	Plays / Theatre								5%
	Concerts / Musical shows (general)								4%
	Classical, jazz, folk concerts (family)								4%
	Low cost concerts, shows								2%
	Comedy performances								1%
	Children's events								1%
	Dance shows, competitions								1%
	Debates / Speakers								1%
	Talent, magic shows								1%
	Educational lectures								1%
	Greater variety of shows, events								1%
	Events should not be subsidized by City								1%

Section 6: Shopping & Economic Development			
Next, I'd like to ask you a few questions about your shopping preferences.			
<b>Q10</b>	Excluding grocery shopping, what percentage of your household's retail shopping dollars do you spend in the City of Thousand Oaks? <i>If they are uncertain, ask them to estimate.</i>		
1	Less than 10%	3%	
2	10% to 19%	5%	
3	20% to 29%	6%	
4	30% to 39%	6%	
5	40% to 49%	4%	
6	50% to 59%	10%	
7	60% to 69%	8%	
8	70% to 79%	16%	
9	80% to 89%	22%	
10	90% to 100%	15%	
98	Not sure	4%	
99	Refused	0%	
<b>Q11</b>	Thinking of the retail stores and restaurants that your household visits outside of the City, are there any that you would like to have available in Thousand Oaks?		
1	Yes	59%	<i>Ask Q12</i>
2	No	23%	<i>Skip to Q13</i>
98	Not sure	17%	<i>Skip to Q13</i>
99	Refused	1%	<i>Skip to Q13</i>
<b>Q12</b>	What are the names of the one or two stores or restaurants you would most like to have located in Thousand Oaks? <i>Verbatim responses recorded and grouped into categories shown below. Examples of each category shown in parentheses.</i>		
	Family restaurant chain (Olive Garden, Red Lobster)	30%	
	Large discount store (Costco, Big Lots)	23%	
	Department store (Target, Wal-Mart)	17%	
	Home improvement store (Home Depot, Lowe's)	14%	
	Specialty goods store (Dick's Sporting Goods, Babies-R-U's)	12%	
	Not sure / Cannot think of any	6%	
	Apparel, department store (Neiman Marcus, Bloomingdales)	5%	
	Fast food restaurant chain (KFC, Burger King)	5%	

Contemporary casual cuisine (Roy's, CA Chicken Cafe)	4%
Upper-scale restaurant chain (Houston's, Ruth's Chris Steakhouse)	4%
Gourmet, specialty grocery store (Trader Joe's, Vallarta Market)	3%
Upper-scale clothing store (Barneys, True Religion)	2%
Entertainment (Dave & Busters, bowling alley)	2%

**Section 7: Redevelopment**

The City of Thousand Oaks is considering working with property owners to redevelop portions of Thousand Oaks Boulevard to improve the infrastructure and appearance of the area, as well as make it a pedestrian friendly environment.

<b>Q13</b>	In general, would you favor or oppose redeveloping portions of Thousand Oaks Boulevard?						
	1	Favor	55%	Skip to Q15			
	2	Oppose	12%	Ask Q14			
	3	Depends	29%	Ask Q14			
	98	Not sure	4%	Ask Q14			
	99	Refused	0%	Skip to Q15			
<b>Q14</b>	In addition to improving the appearance of outdated commercial centers along the boulevard, redevelopment would help improve the local economy and increase the City's tax base. Knowing this, would you favor or oppose redeveloping portions of Thousand Oaks Boulevard?						
	1	Favor	16%				
	2	Oppose	26%				
	3	Depends	52%				
	98	Not sure	5%				
	99	Refused	0%				
<b>Q15</b>	Assuming that Thousand Oaks Boulevard is redeveloped in the future, I'd like to know whether you support or oppose each of the following options. Here is the (first/next) option: _____. Do you support or oppose this option?						
	<i>Randomize</i>		Support	Oppose	Depends	Not sure	Refused
A	Allowing mixed-use developments. By mixed-use, I mean residential housing units built on top of, or next to, commercial and retail businesses		42%	37%	15%	6%	0%
B	Improving the appearance of the Boulevard including landscaping, sidewalks and street furniture		74%	8%	16%	1%	0%

C	Adding bike lanes	61%	20%	13%	6%	0%
D	Adding off-street parking to improve traffic circulation and walkability	79%	7%	13%	2%	0%
E	Allowing up to 5 story buildings	21%	62%	12%	4%	0%
<i>Only ask Q15f if Q15e = (2,3,98,99).</i>						
F	Allowing up to 4 story buildings	11%	63%	20%	5%	0%

**Section 8: Parks & Recreation**

Q16	Have you or anyone else in your household visited a park or recreation facility in Thousand Oaks in the past 12 months?					
	1	Yes	92%			
	2	No	7%			
	98	Not sure	1%			
	99	Refused	0%			
Q17	Thinking of parks and recreation facilities in Thousand Oaks, are there any improvements that you would like to see?					
	1	Yes	35%	Ask Q18		
	2	No	39%	Skip to Q19		
	98	Not sure	25%	Skip to Q19		
	99	Refused	1%	Skip to Q19		
Q18	Please briefly describe the improvement you most want. Verbatim responses recorded and grouped into categories shown below.					
	Improve landscaping, trees, grass areas		13%			
	Improve restroom facilities		12%			
	Improve maintenance, upkeep (general)		12%			
	Develop additional parks		9%			
	Improve recreation paths, trails		6%			
	Provide additional benches, tables		5%			
	Provide additional fields, courts (general)		5%			
	Construct additional dog parks, areas		5%			
	Not sure		5%			
	Improve biking trails, facilities		4%			
	Improve traffic flow, parking		4%			
	Improve children's equipment, areas		3%			
	Provide additional lighting / Increase lighting hours		3%			
	Improve Lang Ranch Community Park		3%			
	Improve softball, baseball fields		2%			

Provide additional tennis courts	2%
Provide additional drinking fountains	2%
Improve playground equipment, infrastructure	2%
Acquire additional open space	2%
Provide additional swimming facilities	2%
Improve sidewalks, pedestrian access	1%
Provide additional trash, recycling containers	1%
Increase hours / Improve access to facilities	1%
Offer more classical, family concerts	1%
Increase outdoor entertainment (general)	1%
Construct skate park	1%

**Section 9: Spending Priorities**

The City of Thousand Oaks has limited financial resources to provide some of the projects and programs desired by residents. Because it can not fund every project and program, however, the City must set priorities.

**Q19** As I read each of the following items, please indicate whether you think the City should make the item a high priority, a medium priority, or a low priority for future city spending. If you feel the City should not spend any money on this item, just say so. Please keep in mind that not all of the items can be high priorities.

Here is the (first/next) one \_\_\_\_\_. Should this item be a high, medium, or low priority for the City or should the City not spend any money on this item?

	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Refused
A	Provide programs to improve the local economy and attract new employers and jobs to Thousand Oaks	43%	32%	14%	9%	2%	0%
B	Improve road maintenance	35%	48%	15%	2%	1%	0%
C	Provide additional parks and recreation facilities	11%	31%	40%	17%	1%	0%
D	Improve library services	10%	38%	40%	11%	2%	0%
E	Improve police services	38%	39%	16%	5%	3%	0%
F	Acquire and preserve natural open space	43%	29%	17%	9%	1%	0%
G	Improving water quality in creeks and streams	25%	38%	26%	8%	3%	0%

H	Funding the Discovery Science & Technology Center	11%	26%	33%	24%	5%	0%
I	Increase use of solar power	34%	34%	20%	10%	2%	0%
J	Provide additional cultural arts facilities	5%	20%	42%	31%	1%	0%
K	Improve fire protection services	41%	38%	13%	3%	4%	0%

Section 10: Staff							
Q20	In the past 12 months, have you been in contact with staff from the City of Thousand Oaks?						
	1	Yes	43%		Ask Q21		
	2	No	54%		Skip to Q22		
	98	Not sure	2%		Skip to Q22		
	99	Refused	0%		Skip to Q22		
Q21	In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____? <i>Read one item at a time, continue until all items are read.</i>						
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Refused
A	Helpful		57%	31%	10%	1%	1%
B	Professional		64%	30%	4%	1%	1%
C	Accessible		57%	36%	6%	1%	0%

Section 11: City-Resident Communication						
Q22	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>					
	1	Very satisfied	36%			
	2	Somewhat satisfied	46%			
	3	Somewhat dissatisfied	8%			
	4	Very dissatisfied	3%			
	98	Not sure	6%			
	99	Refused	1%			
Q23	What information sources do you use to find out about City of Thousand Oaks news, events, and programs? <i>Don't read list. Record up to first 3 responses.</i>					
	The Acorn		73%			
	Ventura County Star		46%			
	Utility bill insert		26%			

	Civic Arts Plaza Season Brochure		20%				
	City website		20%				
	City Newsletter		19%				
	Info mailed to home		17%				
	Family, friends		13%				
	Info posted at public facilities		7%				
	Channel 3, 10		6%				
	Street banners		6%				
	Internet (general)		5%				
	TV (general)		4%				
	Radio		4%				
	Email from City		3%				
	City Council Meetings		2%				
	Do not receive information		1%				
Q24	In the past 12 months, have you visited the City's website?						
	1	Yes		62%			
	2	No		36%			
	98	Not sure		2%			
	99	Refused		0%			
Q25	As I read the following ways that the City of Thousand Oaks can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not an effective way for the City to communicate with you.						
		<i>Randomize</i>	Very Effective	Somewhat Effective	Not Effective	Not Sure	Refused
A	Email		48%	27%	16%	8%	1%
B	Newsletters		33%	48%	14%	5%	0%
C	Flyers, postcards, and brochures available at public locations		9%	35%	51%	6%	0%
D	Notices inserted into utility bills		31%	40%	27%	2%	0%
E	City's website		26%	45%	23%	6%	0%
F	Flyers, postcards, or letters mailed to your home		45%	39%	13%	2%	0%

Section 12: Background & Demographics				
Thank you so much for your participation. I have just a few background questions for statistical purposes.				
D1	In what year were you born?			
	18 to 24		0%	
	25 to 34		4%	
	35 to 44		14%	
	45 to 54		24%	
	55 to 64		25%	
	65 and over		25%	
	Refused		9%	
D2	Do you have one or more children under the age of 18 living in your household?			
	1	Yes	31%	
	2	No	65%	
	99	Refused	4%	
D3	Do you own or rent your residence in Thousand Oaks?			
	1	Own	94%	
	2	Rent	4%	
	99	Refused	2%	
D4	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?			
	1	Employed full-time	46%	Ask D5
	2	Employed part-time	10%	Ask D5
	3	Student	0%	Ask D5
	4	Homemaker	8%	Skip to end
	5	Retired	27%	Skip to end
	6	In-between jobs	4%	Skip to end
	99	Refused	5%	Skip to end

D5	Do you commute outside of Thousand Oaks on a regular basis for your job/school (D4 response)?		
	1	Yes	54%
	2	No	46%
	98	Not sure	0%
	99	Refused	1%
D6	How much time does it typically take you to commute to (your job/school), round-trip?		
	20 or less		13%
	21 to 39		18%
	40 to 59		18%
	60 or more		48%
	Refused		3%
Those are all of the questions that I have for you. Thanks so much for participating in this important survey! This survey was conducted for the City of Thousand Oaks.			

Post-Interview Items			
D7	Gender		
	1	Male	51%
	2	Female	49%