



**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: Land Line (only) Screener for Inclusion in the Study**

SC1	To begin, are you at least 18 years of age?		
	1	Yes	Qualified
	2	No	Ask to speak to someone in household that is at least 18 years of age
	99	Prefer not to answer	Terminate

**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	7%
	3	5 to 9 years	9%
	4	10 to 14 years	8%
	5	15 years or longer	74%
	99	Prefer not to answer	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	52%
	2	Good	43%
	3	Fair	5%
	4	Poor	0%
	5	Very Poor	0%
	98	Not sure	0%
	99	Prefer not to answer	0%
<i>Only ask Q3 if Q1 = (3,4,5).</i>			
Q3	Over the past five years, would you say that the quality of life in Thousand Oaks has improved, stayed about the same, or gotten worse? <i>If better or worse, ask: Would that be much (improved/worse) or somewhat (better/worse)?</i>		
	1	Much improved	2%
	2	Somewhat improved	15%
	3	About the same	47%
	4	Somewhat worse	32%
	5	Much worse	4%
	98	Not sure	0%
	99	Prefer not to answer	0%
Q4	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 later grouped into categories shown below.</i>		
	Limit growth, preserve open spaces		21%
	Not sure / Cannot think of anything		12%
	Address homeless issues		11%
	Reduce traffic congestion		8%
	No changes needed / Everything is fine		8%
	Provide more affordable housing		6%
	Improve public safety		6%
	Increase recreational facilities, programs		5%
	Improve, maintain streets and roads		4%
	Improve environmental efforts		4%
	Provide more bike lanes, walking paths		4%
	Provide more restaurants, shopping opportunities		4%
	Improve downtown area		3%
	Improve traffic light synchronization		3%

Beautify city, landscaping	3%
Improve public transportation	2%
Improve economy, jobs	2%
Improve schools, education	2%
Provide assistance to disabled, seniors	2%
City Council change, improvement	1%
Reduce taxes, fees	1%
Address water issues, conservation	1%
Lower utilities rates	1%
Improve communication, outreach efforts	1%
Improve parking	1%
Improve budgeting, spending	1%
Enforce City codes	1%
Underground utilities	1%
Provide more street lighting	1%
Reduce noise pollution	1%
More diversity in general	1%
Covid-19 issues, concerns	1%
Enforce traffic codes	1%
Improve old empty buildings, houses	1%
Support police department	1%

<b>Section 4: City Services</b>			
Next, I would like to ask a series of questions about services provided by the City of Thousand Oaks.			
Q5	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:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	40%
	2	Somewhat satisfied	47%
	3	Somewhat dissatisfied	8%
	4	Very dissatisfied	2%
	98	Not sure	3%
	99	Prefer not to answer	0%

Q6 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.							
	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Providing police services	64%	23%	10%	2%	0%	0%
B	Providing fire protection and emergency medical services	80%	17%	3%	0%	0%	0%
C	Providing support to local public schools	44%	32%	18%	5%	0%	0%
D	Maintaining city streets and roads	54%	40%	6%	0%	0%	0%
E	Managing traffic congestion in the city	51%	34%	13%	2%	0%	0%
F	Maintaining public landscape areas	36%	44%	18%	1%	0%	0%
G	Providing library services	34%	37%	23%	5%	0%	0%
H	Providing trash collection, recycling and household hazardous waste services	55%	36%	9%	1%	0%	0%
I	Promoting economic development for a healthy business community	34%	40%	21%	4%	1%	0%
J	Managing growth and development	54%	30%	12%	3%	0%	0%
K	Providing recreation programs for all ages	24%	39%	31%	6%	0%	0%
L	Maintaining park areas	46%	44%	10%	1%	0%	0%
M	Providing cultural, performing arts and live entertainment	18%	33%	38%	11%	0%	0%
N	Protecting the local environment	52%	31%	14%	2%	0%	0%
O	Preserving and protecting open space	59%	28%	11%	1%	0%	0%
P	Providing services to seniors	32%	41%	23%	3%	0%	0%
Q	Providing services to youth	28%	42%	25%	4%	0%	0%
R	Protecting oaks and landmark trees	33%	30%	27%	10%	0%	0%
Q7 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. 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>							
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide police services	54%	34%	6%	2%	4%	1%
B	Provide fire protection and emergency medical services	65%	29%	2%	1%	3%	0%

C	Provide support to local public schools	21%	43%	10%	3%	21%	2%
D	Maintain city streets and roads	29%	50%	15%	4%	1%	0%
E	Manage traffic congestion in the city	19%	42%	25%	11%	3%	0%
F	Maintain public landscape areas	35%	50%	10%	2%	2%	1%
G	Provide library services	50%	36%	4%	1%	9%	1%
H	Provide trash collection, recycling and household hazardous waste services	57%	34%	5%	1%	2%	0%
I	Promote economic development for a healthy business community	17%	46%	15%	4%	16%	2%
J	Manage growth and development	16%	41%	24%	12%	7%	1%
K	Provide recreation programs for all ages	32%	44%	6%	1%	14%	2%
L	Maintain park areas	43%	47%	6%	1%	2%	0%
M	Provide cultural, performing arts and live entertainment	32%	46%	8%	2%	9%	2%
N	Protect the local environment	29%	51%	9%	3%	8%	1%
O	Preserve and protect open space	37%	45%	10%	3%	4%	0%
P	Provide services to seniors	29%	41%	5%	1%	22%	2%
Q	Provide services to youth	24%	42%	7%	1%	24%	2%
R	Protect oaks and landmark trees	34%	41%	10%	4%	10%	1%

**Section 5: General Plan**

The City of Thousand Oaks is in the process of updating its General Plan. The General Plan will guide the City’s future decisions on a variety of topics that affect the quality of life in the City including land use, housing, and the types of businesses and amenities that are available in Thousand Oaks.

**Q8** As I read the following list of items, please tell me whether you feel there is currently too much, about the right amount, or too little of this item in Thousand Oaks.

	<i>Randomize</i>	Too Much	About Right	Too Little	Not sure	Prefer not to answer
A	Affordable housing for <b>middle-income</b> families. A middle-income family of 4 earns between \$83,700 and \$117,350 per year.	5%	41%	39%	14%	1%
B	Affordable housing for <b>low-income</b> families. A low-income family of 4 earns between \$52,300 and \$83,699 per year	13%	28%	38%	20%	1%
C	Affordable housing for <b>very low-income</b> families. A very low-income family of 4 earns less than \$52,300 per year.	15%	25%	35%	23%	1%
D	Affordable housing for <b>seniors</b>	3%	28%	41%	28%	1%
E	Entertainment options such as movie houses, music, and arts	2%	75%	21%	2%	0%
F	Spaces where the community can gather and socialize	2%	69%	24%	5%	0%

G	Big box retail stores	22%	68%	7%	3%	0%
H	Smaller, boutique retail stores	3%	55%	34%	7%	0%
I	Commercial offices	20%	63%	3%	14%	0%
J	Restaurants	7%	69%	23%	1%	0%
K	Wine tasting, bars and breweries	15%	60%	16%	8%	1%
L	Good-paying jobs and employment opportunities	1%	44%	36%	18%	1%
M	A diverse range of business types	2%	65%	24%	9%	0%
N	Public transit options	7%	44%	29%	20%	1%
O	Public art	6%	51%	29%	13%	1%
Q9	<p>California State law requires that all cities plan for additional housing. With a general shortage of housing in California, it is expected the State will require the City of Thousand Oaks to plan for thousands of new housing units.</p> <p>Understanding that Thousand Oaks may be required by law to plan for thousands of new homes, would you prefer that these homes: _____ OR _____? <i>Randomize order of options 1 &amp; 2.</i></p>					
	1	Be <b>concentrated</b> in a few larger developments and located in areas of the City that are close to transit, stores and restaurants	57%			
	2	Be <b>spread</b> throughout the City by having smaller infill projects and allowing for more housing units per parcel within existing residential neighborhoods	32%			
	99	Prefer not to answer	11%			
Q10	<p>Understanding that Thousand Oaks may be required by law to add several thousand new homes, would you prefer that these homes: _____ OR _____ OR _____? <i>Randomize order of options 1 &amp; 2, but always present 3 last.</i></p>					
	1	Be <b>mostly</b> townhomes - duplexes, triplexes and fourplexes	20%			
	2	Be <b>mostly</b> condominiums and apartments	7%			
	3	Be an <b>even</b> mix of townhomes, condominiums, and apartments	60%			
	98	Not sure	9%			
	99	Prefer not to answer	4%			

Section 6: Homelessness								
Next I have a few questions about <b>homelessness</b> in Thousand Oaks.								
Q11	Over the past three years, would you say the amount of homeless people you have observed in the City of Thousand Oaks has decreased, stayed about the same, or increased?							
	1	Decreased						2%
	2	Stayed about the same						24%
	3	Increased						66%
	98	Not sure						8%
	99	Prefer not to answer						0%
Q12	Next, I'm going to read you a series of statements. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you have no opinion? <i>Get answer, then ask:</i> Would that be strongly (agree/disagree) or somewhat (agree/disagree)?							
	<i>Randomize</i>		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Prefer not to answer
A	Most homeless people are good people, but they have fallen on hard times		18%	44%	19%	10%	8%	1%
B	Homeless people are more dangerous than the average person		15%	29%	26%	20%	8%	1%
C	Homeless people represent a threat to public health		28%	37%	17%	13%	4%	1%
D	With a little bit of help, many homeless people can get back on their feet		17%	42%	22%	12%	7%	1%
Q13	Next, I'd like to ask about whether you support or oppose several strategies for addressing homelessness in Thousand Oaks. Here is the (first/next) strategy: _____. Do you support or oppose this strategy? <i>Get answer, then ask:</i> Would that be strongly (support/oppose) or somewhat (support/oppose)?							
	<i>Randomize</i>		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure	Prefer not to answer
A	Creating a temporary homeless shelter in Thousand Oaks		23%	33%	15%	23%	5%	0%
B	Joining with other cities and the County to create more regional homeless shelters		46%	35%	6%	8%	4%	0%
C	Providing funding for mental health services		54%	33%	6%	6%	2%	0%
D	Providing funding for counseling and rehab for drug and alcohol addiction		45%	36%	8%	8%	3%	0%

E	Incentivizing under-performing hotels and motels to accept temporary housing vouchers	22%	35%	14%	21%	7%	0%
F	Enhancing lighting in public areas to discourage people from using these areas to sleep	40%	33%	13%	7%	7%	1%
G	Modifying street benches so its not comfortable to lie down on them	24%	21%	23%	23%	8%	1%
H	Providing permanent housing with supportive services for homeless in Thousand Oaks	24%	30%	15%	25%	5%	1%

**Section 7: Spending Priorities**

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

Q14 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	Prefer not to answer
A	Retain and expand the number of quality jobs in Thousand Oaks	45%	38%	10%	4%	2%	0%
B	Invest in road maintenance	44%	48%	7%	0%	0%	0%
C	Maintain parks and recreation facilities	45%	49%	6%	0%	0%	0%
D	Preserve library services	35%	41%	19%	4%	1%	0%
E	Maintain police services	68%	22%	7%	3%	0%	0%
F	Acquire and preserve natural open space	44%	34%	16%	5%	1%	0%
G	Protect water quality in creeks and streams	49%	36%	11%	2%	1%	0%
H	Support homeless services	21%	40%	23%	13%	3%	0%
I	Increase use of alternative and renewable power sources, such as solar	34%	31%	22%	12%	1%	0%
J	Maintain cultural arts facilities and programming	15%	42%	34%	8%	1%	0%
K	Maintain fire protection services	85%	12%	2%	1%	0%	0%
L	Support the development of affordable housing for seniors	24%	43%	23%	7%	3%	0%
M	Support the development of affordable housing for young families	24%	40%	22%	11%	2%	0%
N	Expand and improve the local trail system	16%	38%	37%	9%	1%	0%
O	Invest in local public infrastructure	33%	45%	14%	3%	4%	0%

<b>Section 8: Staff &amp; Governance</b>									
<p><b>Q15</b> For each of the items I read next, please tell me how good of a job you think the City of Thousand Oaks is doing.</p> <p>Here is the (first/next) one: _____. Would you say the City does an excellent, good, fair, poor or very poor job in this area?</p>									
	<i>Randomize</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	Being responsive to residents and businesses		9%	38%	25%	7%	4%	17%	0%
B	Managing development and effectively planning for the future		8%	36%	29%	10%	4%	13%	0%
C	Working through critical issues facing the City		8%	37%	28%	8%	2%	17%	0%
D	Engaging with residents to get their feedback		17%	40%	25%	9%	3%	6%	0%
E	Providing access to information		16%	45%	23%	6%	2%	9%	0%
F	Spending tax dollars wisely		6%	32%	28%	10%	4%	20%	0%
<p><b>Q16</b> In the past 12 months, have you been in contact with staff from the City of Thousand Oaks?</p>									
	1	Yes	34%			Ask Q17			
	2	No	61%			Skip to Q18			
	98	Not sure	4%			Skip to Q18			
	99	Prefer not to answer	1%			Skip to Q18			
<p><b>Q17</b> In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. Read one item at a time, continue until all items are read.</p>									
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer		
A	Helpful		56%	31%	12%	1%	0%		
B	Professional		71%	25%	3%	1%	0%		
C	Accessible		57%	37%	5%	1%	0%		

<b>Section 9: City-Resident Communication</b>			
Q18	Overall, are you satisfied or dissatisfied with the City’s efforts to communicate with residents through newsletters, the Internet, Social Media and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		
	1	Very satisfied	27%
	2	Somewhat satisfied	48%
	3	Somewhat dissatisfied	13%
	4	Very dissatisfied	4%
	98	Not sure	7%
	99	Prefer not to answer	0%
Q19	What information sources do you use to find out about City of Thousand Oaks news, services, programs and events? <i>Don’t read list. Record up to first 3 responses.</i>		
	1	City Scene/City Newsletter	8%
	2	Ventura County Star (daily newspaper)	24%
	3	Ventura County Reporter (weekly newspaper)	1%
	4	LA Daily News (daily newspaper)	2%
	5	The Acorn (weekly newspaper)	81%
	6	Bank of America Performing Arts Center correspondence	4%
	7	Channel 10 or Channel 3, TOTV Government Access TV	3%
	8	Television (general)	6%
	9	City Council Meetings	3%
	10	Radio	4%
	11	City’s website	23%
	12	Internet (not City’s site)	9%
	13	Social Media like Facebook, Twitter or Instagram	15%
	14	Nextdoor	30%
	15	Utility bill insert	20%
	16	Email notification from City	10%
	17	Flyers, brochures or posters (displayed at public facilities)	3%
	18	Postcards, letters, flyers or brochures (mailed to home)	16%
	19	Street banners	2%
	20	Friends/Family/Associates	11%
	21	Other	1%
	22	Do Not Receive Information about City	1%

98	Not sure	0%
99	Prefer not to answer	0%

**Section 10: 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? Year recorded and grouped into age categories shown below.**

18 to 24	1%
25 to 34	3%
35 to 44	10%
45 to 54	15%
55 to 64	26%
65 or older	44%
Prefer not to answer	1%

**D2 How do you define your gender?**

1	Male	47%
2	Female	48%
3	Other	0%
99	Prefer not to answer	5%

**D3 How many children under the age of 18 living in your household?**

0	None	73%
1	One	10%
2	Two	9%
3	Three	3%
4	Four or more	1%
99	Prefer not to answer	5%

**D4 Do you own or rent your residence in Thousand Oaks?**

1	Own	91%
2	Rent	5%
99	Prefer not to answer	3%

D5	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	36%	Ask D6
	2	Employed part-time	5%	Ask D6
	3	Self-employed	10%	Ask D6
	4	Student	0%	Ask D6
	5	Homemaker	4%	Skip to end
	6	Retired	38%	Skip to end
	7	In-between jobs	2%	Skip to end
	98	Not sure	0%	Skip to end
	99	Prefer not to answer	5%	Skip to end
D6	Do you commute outside of Thousand Oaks on a regular basis for (your job/school)?			
	1	Yes	50%	Ask D7
	2	No	49%	Skip to end
	98	Not sure	0%	Skip to end
	99	Prefer not to answer	1%	Skip to end
D7	How much time does it typically take you to commute to (your job/school), <u>round-trip</u> ?			
	20 or less		14%	
	21 to 39		19%	
	40 to 59		20%	
	60 or more		44%	
	Not sure		2%	
	Prefer not to answer		2%	
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				