



Section 1: Introduction to Study

Welcome! Thank you for taking this survey of Thousand Oaks residents.

During the survey, please do not use your browser's 'Forward' and 'Back' buttons. To move through the survey, use the 'Back' and 'Next' buttons at the bottom of each page.

When you have finished the survey click the 'Done' button to submit your survey.

If you need to stop while taking this survey, your answers will be saved so that you may return and resume where you left off.

To see the survey most clearly, MAXIMIZE this browser screen.

To begin the survey, please enter in the box below the Passcode provided in your letter and then click the 'begin' button

Section 2: Quality of Life

To begin are 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	6%
	3	5 to 9 years	7%
	4	10 to 14 years	11%
	5	15 years or longer	75%
	99	Not sure/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	53%
	2	Good	43%
	3	Fair	3%
	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?		
	1	Much improved	2%
	2	Somewhat improved	14%
	3	About the same	49%
	4	Somewhat worse	31%
	5	Much worse	3%
	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>Please type response in text box below OR check the appropriate box.</i> Verbatim responses recorded and grouped into categories shown below.		
	Reduce traffic congestion		22%
	Limit growth, preserve open spaces		17%
	Improve maintain streets and roads		14%
	Not sure / Cannot think of anything		13%
	Engage in economic development		9%
	No changes needed, everything is fine		7%
	Increase recreational facilities, programs		6%
	Improve environmental efforts		6%
	Provide more affordable housing		4%
	Improve public safety		4%
	Improve public transportation		3%
	City Council change, improvement		3%
	Address homeless issue		2%
	Address water issues, conservation		2%
	Population has increased		2%
	Money is misspent, mismanaged		2%
	Reduce taxes, fees		1%
	Improve schools, education		1%
	Lower utility rates		1%
	Improve City-resident communication		1%
	Provide more street lights in dark areas		1%
	Provide assistant to disabled, seniors		1%
	Enforce City codes		1%

Section 3: City Services

Next are 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?							
		1	Very satisfied					38%							
		2	Somewhat satisfied					48%							
		3	Somewhat dissatisfied					8%							
		4	Very dissatisfied					2%							
		98	Not sure					3%							
		99	Prefer not to answer					0%							
Q6								For each of the services shown below, please indicate 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						68%	26%	5%	1%	0%	0%			
B	Providing fire protection and emergency medical services						75%	21%	3%	0%	0%	0%			
C	Providing support to local public schools						38%	35%	21%	5%	1%	0%			
D	Maintaining city streets and roads						53%	41%	6%	0%	0%	0%			
E	Managing traffic congestion in the city						59%	31%	9%	1%	0%	0%			
F	Maintaining public landscape areas						26%	43%	27%	3%	0%	0%			
G	Providing library services						32%	39%	23%	5%	0%	0%			
H	Providing trash collection, recycling and household hazardous waste services						47%	40%	10%	1%	0%	0%			
I	Promoting economic development for a healthy business community						31%	40%	24%	5%	0%	0%			
J	Managing growth and development						53%	31%	14%	2%	0%	0%			
K	Providing recreation programs for all ages						23%	37%	32%	7%	0%	0%			
L	Maintaining parks and recreation areas						41%	44%	13%	1%	0%	0%			
M	Providing cultural and performing arts						18%	31%	38%	12%	1%	0%			
N	Protecting the local environment						48%	32%	18%	2%	0%	0%			
O	Preserving and protecting open space						55%	28%	13%	3%	0%	0%			
P	Providing services to seniors						31%	38%	26%	4%	1%	0%			
Q	Providing services to youth						23%	42%	27%	6%	1%	0%			

Q7 For the same list of services, please indicate how satisfied you are with the job the city is doing to provide the service.							
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide police services	58%	34%	3%	1%	3%	1%
B	Provide fire protection and emergency medical services	66%	27%	1%	0%	5%	1%
C	Provide support to local public schools	23%	44%	8%	2%	19%	3%
D	Maintain city streets and roads	24%	48%	19%	8%	1%	1%
E	Manage traffic congestion in the city	10%	37%	30%	19%	2%	1%
F	Maintain public landscape areas	34%	51%	9%	3%	2%	1%
G	Provide library services	54%	32%	4%	1%	7%	1%
H	Provide trash collection, recycling and household hazardous waste services	61%	32%	4%	1%	2%	1%
I	Promote economic development for a healthy business community	16%	46%	16%	4%	15%	3%
J	Manage growth and development	15%	43%	23%	10%	8%	1%
K	Provide recreation programs for all ages	31%	44%	8%	1%	14%	2%
L	Maintain parks and recreation areas	41%	49%	5%	2%	2%	1%
M	Provide cultural and performing arts	34%	45%	7%	3%	10%	2%
N	Protect the local environment	27%	50%	10%	3%	9%	1%
O	Preserve and protect open space	33%	47%	9%	4%	5%	1%
P	Provide services to seniors	28%	39%	7%	2%	22%	3%
Q	Provide services to youth	23%	43%	8%	2%	22%	3%
<i>Only ask Q8 and 0 if Q1 = (3,4,5).</i>							
Q8 Over the past five years, would you say that the quality of the City's infrastructure such as streets, sidewalks, water, sewer, public landscaping and public facilities has improved, stayed about the same, or gotten worse?							
	1	Much improved	5%		Ask Q9		
	2	Somewhat improved	25%		Ask Q9		
	3	About the same	44%		Skip to Q10		
	4	Somewhat worse	22%		Ask Q9		
	5	Much worse	4%		Ask Q9		
	98	Not sure	1%		Skip to Q13		
	99	Prefer not to answer	0%		Skip to Q13		

Q9	Please describe below the particular reasons why you feel the City's infrastructure has (improved/gotten worse)? <i>Please type response in text box below OR check the appropriate box.</i> Verbatim responses recorded and grouped into categories shown below.	
	Street roads have been paved, repaired	26%
	Street roads, sidewalks in need of repair	25%
	Bad traffic congestion	12%
	Not sure, no specific reason	10%
	City needs cleaning, recycling, tree roots trimming, landscape	9%
	Positive comments in general	8%
	Negative comments in general	4%
	Added sidewalks, walking paths	4%
	Street have been cleaned, landscapes maintained	4%
	Money is misspent, mismanaged	4%
	Water, utility issues	4%
	Installed traffic lights, better traffic control	3%
	Too much growth, development	3%
	Need of synchronized traffic lights	3%
	Bike lanes improved	3%
	Too many bike lanes, poor planning	3%
	City still needs improvements	3%
	Parks have been improved, developed	2%
	Underground utilities	2%
	New development, infrastructure	1%
	Population has increased	1%
	Taxes have increased	1%
	Less power outages, water sewer issues	1%
	More parking spaces	1%
	Bad city planners, Government workers	1%

Section 4: Development Along Thousand Oaks BLVD							
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.							
Q10	In general, would you favor or oppose redeveloping portions of Thousand Oaks Boulevard?						
	1	Favor	53%		Skip to Q12		
	2	Oppose	12%		Ask Q11		
	3	Depends	30%		Ask Q11		
	98	Not Sure	4%		Ask Q11		
	99	Prefer not to answer	0%		Skip to Q12		
Q11	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	19%				
	2	Oppose	24%				
	3	Depends	50%				
	98	Not Sure	8%				
	99	Prefer not to answer	0%				
Q12	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.						
	<i>Randomize</i>		Support	Oppose	Depends	Not sure	Prefer not to answer
A	Allowing mixed-use developments. By <u>mixed-use</u> , I mean residential housing units built on top of - or next to - commercial and retail businesses.		41%	34%	18%	5%	2%
B	Improving the appearance of the Boulevard including landscaping, sidewalks and street furniture		76%	6%	16%	2%	0%
C	Adding bike lanes		49%	28%	15%	7%	1%
D	Adding off-street parking to improve traffic circulation and walkability		75%	8%	16%	1%	0%
E	Allowing up to 5 story buildings		17%	61%	14%	5%	3%
<i>Only ask Q12F if Q12E = (2,3,98,99).</i>							
F	Allowing up to 4 story buildings		9%	64%	19%	6%	2%

Section 5: Civic Arts Plaza

The Thousand Oaks Civic Arts Plaza offers a wide range of performing arts shows, programs and events throughout the year.

Q13		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	49%						
	2	No	49%						
	98	Not sure	1%						
	99	Prefer not to answer	0%						
Q14		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	Prefer not to answer
A	Quality of events and shows		22%	38%	13%	3%	1%	17%	5%
B	Variety of events and shows		18%	36%	18%	5%	2%	16%	5%
C	Overall entertainment value for a show		16%	33%	20%	6%	2%	19%	5%

Section 6: Shopping & Economic Development

Next are a few questions about your shopping preferences.

Q15		Excluding grocery shopping, what percentage of your household's retail shopping dollars do you spend in the City of Thousand Oaks?						
	1	Less than 10%	3%					
	2	10% to 19%	6%					
	3	20% to 29%	8%					
	4	30% to 39%	8%					
	5	40% to 49%	4%					
	6	50% to 59%	13%					
	7	60% to 69%	8%					
	8	70% to 79%	15%					
	9	80% to 89%	18%					
	10	90% to 100%	13%					
	98	Not Sure	4%					
	99	Prefer not to answer	0%					

Q16	Thinking of the retail stores and restaurants that your household visits <u>outside</u> of the City, are there any that you would like to have available in Thousand Oaks?			
	1	Yes	56%	Ask Q17
	2	No	23%	Skip to Q18
	98	Don't Know/Not Sure	20%	Skip to Q18
	99	Prefer not to answer	1%	Skip to Q18
Q17	What are the names of two or three stores or restaurants you would <u>most</u> like to have located in Thousand Oaks? <i>Please type response in text boxes below OR check the appropriate box. Verbatim responses recorded and grouped into categories shown below.</i>			
	Large discount store (Costco, Sam's)		25%	
	Family restaurant chain (Macaroni Grill, Claim Jumper)		19%	
	Home improvement store (Home Depot, Lowe's)		16%	
	Specialty goods store (REI, IKEA)		12%	
	Department store (Target, Wal-Mart)		11%	
	Locally-owned, non-chain restaurant		11%	
	Upper-scale restaurant chain (Ruth's Chris Steakhouse, Lure Fish House)		9%	
	Fast food restaurant chain (Sonic, In-Out burger)		7%	
	Gourmet, specialty grocery store (Valley Produce, 99 Ranch)		6%	
	Contemporary casual cuisine (Yard house, California Chicken cafe)		5%	
	Apparel, department store (Bloomingdales, Nordstrom's rack)		4%	
	Upper-scale clothing store (Dillard's, H & M)		3%	
	Arts and Crafts store (Michael's, Anna's linens)		2%	
	Entertainment (Dave & Busters, bowling alley)		2%	
	Grocery store chains (Vons, Ralphps)		2%	
	Sports store		2%	
	Coffee places, ice cream places		2%	
	Apparel boutiques (Charlotte Russe, Express)		1%	
	Brewery		1%	

Q18		Below is a short list of businesses. Some of these businesses have expressed an interest in coming to the City or expanding in Thousand Oaks. Please indicate which you would <i>most</i> want to see open a store in Thousand Oaks, and which would be your second choice.			
<i>Randomize</i>		First Choice	Second Choice	Not Among Top Two Choices	Not sure / Prefer not to answer
A	Sam's Club	2%	5%	70%	23%
B	Lowe's	17%	25%	34%	23%
C	Walmart	6%	8%	63%	23%
D	Home Depot	4%	8%	64%	23%
E	Costco	28%	15%	34%	23%
F	IKEA	20%	16%	40%	23%

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 cannot fund every service, program and project, however, the City must set priorities.

Q19 For each of the items shown below, 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, indicate so. Please keep in mind that not all of the items can be high priorities.

<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	43%	39%	11%	5%	1%	1%
B	Invest in road maintenance	51%	43%	5%	0%	0%	0%
C	Maintain parks and recreation facilities	35%	55%	9%	1%	0%	0%
D	Preserve library services	35%	42%	18%	4%	0%	0%
E	Maintain police services	77%	19%	3%	1%	0%	0%
F	Acquire and preserve natural open space and trails	36%	36%	20%	7%	1%	0%
G	Protect water quality in creeks and streams	43%	38%	15%	3%	1%	0%
H	Invest in local public schools	41%	39%	12%	6%	1%	1%
I	Increase use of alternative and renewable power sources, such as solar	31%	35%	22%	11%	1%	0%
J	Maintain cultural arts facilities and programming	15%	41%	32%	10%	1%	1%
K	Maintain fire protection services	80%	16%	3%	1%	0%	0%

L	Support the development of affordable housing for seniors	23%	41%	24%	11%	1%	0%
M	Support the development of affordable housing for young families	16%	32%	31%	19%	2%	0%
N	Expand and improve the local trail system	12%	33%	41%	11%	2%	0%
O	Invest in local public infrastructure	37%	46%	11%	2%	3%	1%

Section 8: Staff & Governance

Q20 For each of the items shown below, please tell me how good of a job you think the City of Thousand Oaks is doing.

<i>Randomize</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	Being responsive to residents and businesses	8%	35%	27%	8%	3%	17%	1%
B	Managing development and effectively planning for the future	8%	37%	28%	10%	4%	13%	1%
C	Working through critical issues facing the City	7%	35%	28%	7%	3%	20%	1%
D	Engaging with residents to get their feedback	16%	37%	27%	10%	3%	6%	0%
E	Providing access to information	14%	46%	24%	5%	2%	9%	0%
F	Spending tax dollars wisely	5%	32%	30%	9%	5%	17%	1%

Q21 In the past 12 months, have you been in contact with staff from the City of Thousand Oaks?

1	Yes	40%	Ask Q22
2	No	57%	Skip to Q23
98	Not sure	2%	Skip to Q23
99	Prefer not to answer	1%	Skip to Q23

Q22 In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____.

<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful	55%	31%	11%	2%	1%
B	Professional	67%	27%	4%	2%	1%
C	Accessible	59%	34%	5%	1%	1%

Section 9: City-Resident Communication			
Q23	Overall, are you satisfied or dissatisfied with the City’s efforts to communicate with residents through newsletters, the Internet, Social Media and other means?		
	1	Very satisfied	26%
	2	Somewhat satisfied	48%
	3	Somewhat dissatisfied	10%
	4	Very dissatisfied	4%
	98	Not Sure	11%
	99	Prefer not to answer	0%
Q24	What information sources do you use to find out about City of Thousand Oaks news, services, programs and events? <i>Check up to three boxes below.</i>		
	1	City Scene/City Newsletter	14%
	2	Ventura County Star/(daily newspaper)	37%
	3	Ventura County Reporter/weekly newspaper	1%
	4	LA Daily News/daily newspaper	2%
	5	The Acorn (weekly newspaper)	79%
	6	Civic Arts Plaza Season Brochure	12%
	7	Channel 10 or Channel 3, TOTV Government Access TV	3%
	8	Television (general)	3%
	9	City Council Meetings	2%
	10	Radio	4%
	11	City’s website	26%
	12	Internet (not City’s site)	8%
	13	Social Media like Facebook or Twitter	6%
	14	Utility bill insert	27%
	15	Email notification from City	7%
	16	Flyers, brochures or posters (displayed at public facilities)	5%
	17	Postcards, letters, flyers or brochures (mailed to home)	15%
	18	Street banners	7%
	19	Friends/Family/Associates	9%
	20	Other	3%
	21	Do Not Receive Information about City	1%
	98	Not sure	0%
	99	Prefer not to answer	0%

Q25		In the past 12 months, have you visited the City’s website?							
	1	Yes	68%		Ask Q26				
	2	No	28%		Skip to Q27				
	98	Not sure	3%		Skip to Q27				
	99	Prefer not to answer	0%		Skip to Q27				
Q26		Overall, how would you rate: _____? Would you say it is excellent, good, fair, poor, or very poor?							
	<i>Randomize</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	The overall quality of the City website		17%	58%	19%	2%	1%	2%	1%
B	The ability to find what you are looking for on the website		14%	50%	27%	4%	2%	2%	1%
C	The variety of content and resources available on the website		18%	57%	18%	2%	1%	4%	1%
Q27		For each of the ways shown below that the City of Thousand Oaks can communicate with residents, please indicate whether 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	Prefer not to answer		
A	Email		44%	33%	15%	7%	1%		
B	Newsletters mailed to your home		43%	41%	11%	3%	1%		
C	Emailed Newsletters		39%	38%	16%	6%	1%		
D	Flyers, postcards and brochures available at public locations		10%	36%	46%	7%	1%		
E	Notices inserted into utility bills		31%	41%	24%	3%	0%		
F	City’s Website		27%	48%	19%	5%	1%		
G	Social Media like Facebook and Twitter		10%	24%	50%	14%	2%		

Section 10: Background & Demographics				
Thank you so much for your participation. There are just a few more background questions for statistical purposes.				
D1	In what year were you born? Year recoded into age categories shown below.			
	1	18 to 24	<1%	
	2	25 to 34	2%	
	3	35 to 44	7%	
	4	45 to 54	18%	
	5	55 to 64	27%	
	6	65 or older	33%	
	99	Prefer not to answer	13%	
D2	How many children under the age of 18 living in your household?			
	0	None	71%	
	1	One	10%	
	2	Two	11%	
	3	Three	3%	
	4	Four or more	1%	
	99	Prefer not to answer	5%	
D3	Do you own or rent your residence in Thousand Oaks?			
	1	Own	93%	
	2	Rent	4%	
	99	Prefer not to answer	3%	
D4	Which of the following best describes your employment status?			
	1	Employed full-time	41%	Ask D5
	2	Employed part-time	9%	Ask D5
	3	Student	0%	Ask D5
	4	Homemaker	6%	Skip to end
	5	Retired	37%	Skip to end
	6	In-between jobs	2%	Skip to end
	98	Not sure	0%	Skip to end
	99	Prefer not to answer	5%	Skip to end

D5	Do you commute outside of Thousand Oaks on a regular basis for (your job/school)?		
	1	Yes	55%
	2	No	45%
	98	Not sure	0%
	99	Prefer not to answer	1%
D6	How much time does it typically take you to commute to (your job/school), <u>round-trip</u> ? Minutes recorded and grouped into categories shown below.		
	20 or less		7%
	21 to 39		16%
	40 to 59		13%
	60 or more		58%
	Not sure, Prefer not to answer		4%
Those are all of the questions. Thanks so much for participating in this important survey! This survey was conducted for the City of Thousand Oaks.			

<i>Post-Interview Items</i>			
D7	Gender		
	1	Male	54%
	2	Female	46%