



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	<i>Qualified</i>
	2	No	<i>Ask to speak to someone in household that is at least 18 years of age</i>
	99	Prefer not to answer	<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	2%
	2	1 to 4 years	7%
	3	5 to 9 years	8%
	4	10 to 14 years	10%
	5	15 years or longer	74%
	6	Do not live in Thousand Oaks	0%
	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	50%
	2	Good	45%
	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	16%
	3	About the same	46%
	4	Somewhat worse	31%
	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 recorder and later grouped into categories shown below.</i>		
	Reduce traffic congestion		17%
	Limit growth, preserve open spaces		17%
	Not sure / Cannot think of anything		12%
	Improve, maintain streets and roads		8%
	Engage in economic development		8%
	Improve public safety		7%
	Improve traffic light synchronization		7%
	Increase recreational facilities, programs		6%
	Provide more affordable housing		6%
	No changes needed, everything is fine		6%
	Improve environmental efforts		5%
	Add more bike lanes, walking paths		5%
	Address homeless issue		3%
	Provide assistance to disabled, seniors		3%

Improve public transportation	2%
City Council change, improvement	2%
Reduce taxes, fees	2%
Improve schools, education	2%
Improve parking	2%
Improve budgeting, spending	2%
Enforce City codes	2%
Address water issues, conservation	1%
Lower utility rates	1%
Improve communication, outreach efforts	1%
Allow medical marijuana dispensaries	1%
Improve downtown area	1%
Add more street lights	1%

Section 4: City Services

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? *Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?*

1	Very satisfied	37%
2	Somewhat satisfied	50%
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	70%	25%	5%	1%	0%	0%
B	Providing fire protection and emergency medical services	75%	21%	4%	0%	0%	0%
C	Providing support to local public schools	39%	35%	20%	5%	0%	0%
D	Maintaining city streets and roads	56%	38%	6%	0%	0%	0%
E	Managing traffic congestion in the city	59%	31%	9%	1%	0%	0%
F	Maintaining public landscape areas	34%	44%	20%	2%	0%	0%

G	Providing library services	33%	38%	22%	5%	0%	0%
H	Providing trash collection, recycling and household hazardous waste services	46%	39%	14%	1%	0%	0%
I	Promoting economic development for a healthy business community	30%	39%	25%	5%	0%	0%
J	Managing growth and development	54%	32%	12%	2%	0%	0%
K	Providing recreation programs for all ages	24%	37%	34%	5%	0%	0%
L	Maintaining park areas	40%	46%	14%	1%	0%	0%
M	Providing cultural and performing arts	18%	33%	35%	13%	0%	0%
N	Protecting the local environment	51%	31%	15%	3%	0%	0%
O	Preserving and protecting open space	58%	26%	13%	3%	0%	0%
P	Providing services to seniors	32%	40%	23%	4%	0%	0%
Q	Providing services to youth	27%	39%	29%	4%	1%	0%
R	Protecting oaks and landmark trees	29%	31%	30%	10%	0%	0%
Q7	<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	Not sure	Prefer not to answer
A	Provide police services	59%	32%	4%	1%	3%	1%
B	Provide fire protection and emergency medical services	66%	27%	1%	0%	5%	1%
C	Provide support to local public schools	24%	42%	9%	2%	21%	3%
D	Maintain city streets and roads	23%	51%	18%	6%	1%	1%
E	Manage traffic congestion in the city	13%	36%	31%	17%	2%	1%
F	Maintain public landscape areas	35%	50%	9%	2%	3%	1%
G	Provide library services	53%	35%	4%	0%	6%	1%
H	Provide trash collection, recycling and household hazardous waste services	59%	34%	4%	0%	2%	1%
I	Promote economic development for a healthy business community	17%	45%	15%	5%	16%	2%
J	Manage growth and development	18%	41%	22%	10%	7%	1%
K	Provide recreation programs for all ages	33%	43%	7%	1%	13%	2%
L	Maintain park areas	39%	47%	8%	2%	3%	1%
M	Provide cultural and performing arts	35%	45%	8%	2%	8%	3%
N	Protect the local environment	31%	49%	8%	2%	8%	2%
O	Preserve and protect open space	38%	44%	9%	3%	5%	1%

P	Provide services to seniors	27%	40%	8%	2%	21%	2%
Q	Provide services to youth	25%	40%	7%	1%	23%	3%
R	Protect oaks and landmark trees	31%	42%	10%	5%	9%	3%

Only ask Q8 and Q9 if Q1 = (3,4,5).

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? *If better or worse, ask: Would that be much (improved/worse) or somewhat (improved/worse)?*

1	Much improved	4%	Ask Q9
2	Somewhat improved	21%	Ask Q9
3	About the same	49%	Skip to Q10
4	Somewhat worse	21%	Ask Q9
5	Much worse	4%	Ask Q9
98	Not sure	1%	Skip to Q10
99	Prefer not to answer	0%	Skip to Q10

Q9 Are there particular reasons why you feel the City’s infrastructure has (improved/gotten worse)? *If yes, ask: Please describe them. Verbatim responses recorder and later grouped into categories shown below.*

Streets, roads, sidewalks in need of repair	28%
Not sure, no specific reason (generally positive)	20%
Worse traffic congestion	11%
Streets, roads, sidewalks have been repaired	11%
Streets need to be cleaned, landscapes maintained	9%
Positive comments in general	4%
Streets have been cleaned, landscapes maintained	4%
Money is misspent, mismanaged	4%
Need to synchronize traffic lights	4%
Water, sewer, utility issues	4%
Negative comments in general	3%
Installed traffic lights, better traffic control	3%
Too much growth, development	3%
Utilities underground	3%
New development, infrastructure	2%
Parks have been improved, developed	2%
Too many bike lanes	2%
City still in need of improvements	2%
Fewer power outages, water issues	1%

Improved bike lanes, paths	1%
Parks need maintenance	1%

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.

Q10 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	48%
2	No	51%
98	Not sure	1%
99	Prefer not to answer	0%

Q11 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%	36%	14%	3%	1%	18%	6%
B	Variety of events and shows	18%	35%	18%	5%	2%	16%	6%
C	Overall entertainment value for a show	16%	33%	18%	5%	3%	20%	6%

Section 6: Shopping & Economic Development

Next, I'd like to ask you a few questions about your shopping preferences.

Q12 Excluding grocery shopping, what percentage of your household's retail shopping dollars do you spend in the City of Thousand Oaks? *If they are uncertain, ask them to estimate.*

1	Less than 10%	4%
2	10% to 19%	7%
3	20% to 29%	8%
4	30% to 39%	9%
5	40% to 49%	7%
6	50% to 59%	13%
7	60% to 69%	9%
8	70% to 79%	13%
9	80% to 89%	16%
10	90% to 100%	11%

	98	Not sure		2%
	99	Prefer not to answer		0%
Q13	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	58%	Ask Q14
	2	No	21%	Skip to Q15
	98	Not Sure	20%	Skip to Q15
	99	Prefer not to answer	1%	Skip to Q15
Q14	What are the names of two or three stores or restaurants you would <u>most</u> like to have located in Thousand Oaks? Verbatim responses recorder and later grouped into categories shown below, with examples provided.			
	Large discount store (Costco, Sams)		22%	
	Family restaurant chain (Macaroni Grill, Claim Jumper)		20%	
	Home improvement store (Home Depot, Lowe's)		18%	
	Specialty goods store (REI, IKEA)		14%	
	Variety of ethnic restaurants, supermarkets		12%	
	Department store (Target, Wal-Mart)		11%	
	Upper-scale restaurant chain (Ruth's Chris Steakhouse, Lure Fish House)		11%	
	Fast food restaurant chain (Sonic, In-N-Out)		8%	
	Locally-owned, non-chain restaurant		7%	
	Contemporary casual cuisine (Yard House, California Chicken Cafe)		6%	
	Coffee, bakery places		6%	
	Apparel boutiques (Charlotte Russe, Express)		5%	
	Gourmet, specialty grocery store (Valley Produce, 99 Ranch)		3%	
	Entertainment (Dave & Busters, bowling alley)		3%	
	Grocery store chains (Vons, Ralphps)		3%	
	Not sure, cannot think of any		3%	
	Apparel, department store (Bloomingdales, Nordstrom Rack)		2%	
	Arts and Crafts store (Michael's, Anna's Linens)		2%	
	Upper-scale clothing store (Dillard's, H & M)		2%	
	Breweries		2%	
	Vegan, healthier restaurants		2%	
	Bookstores		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 cannot fund every service, program and project, however, the City must set priorities.							
Q15	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	43%	37%	13%	6%	1%	0%
B	Invest in road maintenance	54%	41%	5%	0%	0%	0%
C	Maintain parks and recreation facilities	39%	51%	8%	1%	0%	0%
D	Preserve library services	37%	41%	17%	4%	1%	0%
E	Maintain police services	78%	18%	3%	1%	0%	0%
F	Acquire and preserve natural open space	40%	34%	18%	6%	1%	0%
G	Protect water quality in creeks and streams	47%	38%	12%	2%	1%	0%
H	Support homeless services	16%	36%	29%	16%	2%	1%
I	Increase use of alternative and renewable power sources, such as solar	28%	34%	23%	12%	2%	0%
J	Maintain cultural arts facilities and programming	16%	42%	30%	10%	1%	0%
K	Maintain fire protection services	80%	17%	2%	0%	0%	0%
L	Support the development of affordable housing for seniors	27%	40%	22%	9%	1%	0%
M	Support the development of affordable housing for young families	24%	33%	26%	16%	1%	1%
N	Expand and improve the local trail system	15%	35%	37%	11%	1%	0%
O	Invest in local public infrastructure	36%	46%	12%	2%	3%	0%

Section 8: Staff & Governance								
Q16	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. Here is the (first/next) one: _____. Would you say the City does an excellent, good, fair, poor or very poor job in this area?							
	<i>Randomize</i>	Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	Being responsive to residents and businesses	9%	34%	26%	8%	4%	19%	1%
B	Managing development and effectively planning for the future	7%	35%	27%	11%	4%	15%	0%
C	Working through critical issues facing the City	7%	35%	27%	6%	3%	21%	1%
D	Engaging with residents to get their feedback	15%	38%	25%	9%	3%	9%	0%
E	Providing access to information	16%	44%	23%	5%	2%	10%	0%
F	Spending tax dollars wisely	5%	31%	29%	10%	4%	20%	1%
Q17	In the past 12 months, have you been in contact with staff from the City of Thousand Oaks?							
	1	Yes	39%		Ask Q18			
	2	No	58%		Skip to Q19			
	98	Not sure	3%		Skip to Q19			
	99	Prefer not to answer	0%		Skip to Q19			
Q18	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	Prefer not to answer		
A	Helpful	57%	31%	10%	1%	1%		
B	Professional	66%	29%	4%	1%	1%		
C	Accessible	57%	36%	6%	1%	0%		

Section 9: City-Resident Communication			
Q19	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	28%
	2	Somewhat satisfied	48%
	3	Somewhat dissatisfied	11%
	4	Very dissatisfied	4%
	98	Not sure	9%
	99	Prefer not to answer	0%
Q20	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	12%
	2	Ventura County Star/(daily newspaper)	30%
	3	Ventura County Reporter/weekly newspaper	1%
	4	LA Daily News/daily newspaper	2%
	5	The Acorn (weekly newspaper)	82%
	6	Civic Arts Plaza Season Brochure	13%
	7	Channel 10 or Channel 3, TOTV Government Access TV	4%
	8	Television (general)	4%
	9	City Council Meetings	2%
	10	Radio	4%
	11	City’s website	25%
	12	Internet (not City’s site)	10%
	13	Social Media like Facebook or Twitter	10%
	14	Utility bill insert	25%
	15	Email notification from City	8%
	16	Flyers, brochures or posters (displayed at public facilities)	6%
	17	Postcards, letters, flyers or brochures (mailed to home)	16%
	18	Street banners	5%
	19	Friends/Family/Associates	11%
	20	Other sources	2%
	21	Do Not Receive Information about City	2%
	98	Not sure	0%
	99	Prefer not to answer	0%

Q21	In the past six (6) months, have you visited the City’s website?								
	1	Yes	59%	Ask Q22					
	2	No	37%	Skip to Q23					
	98	Not sure	3%	Skip to Q23					
	99	Prefer not to answer	0%	Skip to Q23					
Q22	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		18%	56%	21%	3%	1%	1%	0%
B	The ability to find what you are looking for on the website		16%	48%	26%	7%	2%	1%	0%
C	The variety of content and resources available on the website		18%	56%	19%	3%	1%	3%	0%

Section 10: Medical & Non-Medical Marijuana

In 2015, the State of California passed a law creating a licensing process for commercial **medical** marijuana. In November 2016, California voters approved Proposition 64 to legalize the private, **non-medical** use of marijuana by adults. Proposition 64 was supported by 54% of Thousand Oaks residents. The law also placed a number of restrictions on the use of marijuana, including that it can’t be consumed in a public place, within 1,000 feet of schools, daycare facilities or youth centers, or while driving or riding in a vehicle. Households are also limited to the cultivation of six (6) plants for personal use only. Under these laws, local cities have the option of restricting or prohibiting the commercial cultivation, manufacturing, sale, and distribution of marijuana within their boundaries.

Q23	In your opinion, should the City of Thousand Oaks allow: _____?					
	<i>Randomize</i>		Yes, allow	No, don't allow	Not sure	Prefer not to answer
A	A limited number of medical marijuana dispensaries to locate within the City		53%	40%	7%	1%
B	A limited number of non-medical marijuana dispensaries to locate within the City		30%	61%	8%	1%
C	The delivery of medical marijuana to private residences within the City		58%	33%	8%	1%
D	The delivery of non-medical marijuana to private residences within the City		23%	66%	9%	1%
E	The commercial cultivation of marijuana on private property		23%	64%	11%	1%

Section 11: 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 recoded into age groups shown below.			
	18 to 24		0%	
	25 to 34		2%	
	35 to 44		8%	
	45 to 54		15%	
	55 to 64		24%	
	65 or older		34%	
	Prefer not to answer		16%	
D2	How many children under the age of 18 living in your household?			
	0	None	72%	
	1	One	8%	
	2	Two	11%	
	3	Three	3%	
	4	Four or more	0%	
	99	Prefer not to answer	6%	
D3	Do you own or rent your residence in Thousand Oaks?			
	1	Own	93%	
	2	Rent	5%	
	99	Prefer not to answer	3%	
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	41%	Ask D5
	2	Employed part-time	9%	Ask D5
	3	Student	0%	Ask D5
	4	Homemaker	4%	Skip to end
	5	Retired	37%	Skip to end
	6	In-between jobs	1%	Skip to end
	98	Not sure	1%	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	51%	Ask D6
	2	No	47%	Skip to end
	98	Not sure	0%	Skip to end
	99	Prefer not to answer	1%	Skip to end
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		10%	
	21 to 39		16%	
	40 to 59		22%	
	60 or more		45%	
	Not sure		3%	
	Prefer not to answer		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	48%	
	2	Female	45%	
	3	Prefer to answer	7%	