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## INTRODUCTION

Nestled in the foothills of North County, the City of Escondido is a diverse community known for its rich history, small town-charm, vibrant downtown, world-class arts, and a progressive vision for its future. Established in 1888 and currently home to an estimated 151,038 residents<sup>1</sup>, the City's team of full-time and part-time employees provides a full suite of municipal services including police, fire, public works, water and wastewater utilities, planning, parks, and community services.

To monitor its progress in meeting residents' needs, the City of Escondido engages residents on a weekly basis and receives periodic feedback on issue, policy, and performance matters. Although these informal feedback mechanisms are a valuable source of information for the City in that they provide timely and accurate information about the opinions of specific residents, it is important to recognize that they do not necessarily provide an accurate picture of the community as a whole. For the most part, informal feedback mechanisms rely on the resident to initiate feedback, which creates a self-selection bias—the City receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be either very pleased or very displeased with the service they have received, their collective opinions are not necessarily representative of the City's resident population as a whole.

**PURPOSE OF STUDY** The motivation for the current study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the City with a *statistically reliable* understanding of its residents' satisfaction, priorities, and concerns as they relate to services, facilities, and policies provided by the City. Ultimately, the survey results and analyses presented in this report provide City Council and staff with information that can be used to make sound, strategic decisions in a variety of areas including service improvements and enhancements, measuring and tracking internal performance, planning, budgeting, policymaking, and community engagement.

To assist in this effort, the City selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- Identify key issues of importance for residents, as well as their perceptions of the quality of life in Escondido;
- Measure residents' overall satisfaction with the City's efforts to provide municipal services, and their satisfaction with a variety of specific services;
- Gather opinions on specific topics including affordable housing, land use, parks and recreation, and Council term limits.
- Determine satisfaction with the City's communication with residents; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

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1. Source: US Census April 1, 2020.



**OVERVIEW OF METHODOLOGY** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 38). In brief, the survey was administered to a random sample of 1,298 adults who reside within the City of Escondido. The survey followed a mixed-method design that employed multiple recruiting methods (email, text and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between December 3 and December 10, 2021, the average interview lasted 18 minutes.

**ORGANIZATION OF REPORT** This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 41), and a complete set of crosstabulations for the survey results is contained in Appendix A.

**STATISTICAL SIGNIFICANCE** This is not the first statistically reliable community survey conducted for the City of Escondido. A similar study was conducted by True North for the City in 2020, and many of the questions included in the 2021 survey were purposely tracked from the baseline survey conducted in 2020.

Because there is a natural interest in tracking the City's performance in meeting the evolving needs of its residents, where appropriate the results of the current study are compared with the results of identical questions included in the prior study. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in public opinion between the prior survey (2020) and the current (2021)—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in public opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2021.

**ACKNOWLEDGEMENTS** True North thanks the City of Escondido for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by City representatives and staff improved the overall quality of the research presented here.

**DISCLAIMER** The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Escondido. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,200 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.



## JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

### QUALITY OF LIFE

- When asked to rate Escondido on a number of dimensions, residents provided the most positive ratings for the overall quality of life in the City (54% excellent or good), followed by Escondido as a place to shop and dine (44%), as a place to raise a family (43%), as a place to retire (39%), and as a place to play and recreate (37%).
- When compared to the other dimensions tested, residents provided softer ratings for Escondido as a place to work (30% excellent or good), to operate a business (25%), or advance their career (16%), although each of these dimensions also had a comparatively higher percentage of respondents who were unsure or unwilling to answer the question.
- When asked what change the city government could make to improve the quality of life in the City, approximately 14% could not think of a change they desire (11%) or reported that no changes are needed/everything is fine (3%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in the City. Among specific changes desired, the most common were addressing homeless issues (25%), improve public safety/increasing police presence (17%), improving infrastructure, streets, and sidewalks (13%), providing more affordable housing (9%), and cleaning-up the City and landscaping/removing graffiti (9%).

### CITY SERVICES

- Two-thirds (66%) of Escondido residents indicated they were either very (13%) or somewhat (53%) satisfied with the City's overall efforts to provide municipal services. Approximately one quarter (26%) were very or somewhat dissatisfied, whereas 8% were unsure or unwilling to share their opinion.
- When asked to rate their satisfaction with 18 specific services provided by the City, respondents were most satisfied with the City's efforts to provide fire protection and prevention services (87% very or somewhat satisfied), followed by provide paramedic and emergency medical services (86%), maintain sewer and storm drain systems (80%), provide library services (79%), and maintain parks, sports fields, and recreation facilities (75%).
- At the other end of the spectrum, respondents were notably less satisfied with the City's efforts to address homelessness (12%), attract businesses and good paying jobs to the City (36%), reduce crime and gang activity (38%), maintain and repair local streets and roads (42%), and manage traffic congestion (49%).
- More than six-in-ten respondents felt that Escondido is either a very safe (8%) or somewhat safe (55%) place to live, whereas 29% rated the City as somewhat unsafe, 7% very unsafe, and 1% preferred to not answer the question.

## PARKS & RECREATION PRIORITIES

- Among 12 projects tested, sports fields for multiple sports such as soccer, football, and rugby was viewed as the highest priority for future funding (80% high or medium priority), followed by acquiring land to create additional parks and green spaces (77%), community gardens for growing food (68%), and creating a Nature Center at Dixon Lake that can be reserved for events (65%).
- Dedicated pickleball courts (28%), indoor soccer fields (37%), and an agricultural history museum (42%) were the three lowest priorities among the potential projects tested.

## POLICY ISSUES

- Approximately two-thirds (68%) of Escondido residents favored limiting City Councilmembers to two consecutive four-year terms, whereas 22% preferred no term limits and 10% were unsure or unwilling to answer the question.
- After receiving background information about the City Treasurer position, most respondents (55%) agreed that *The City should eliminate the City Treasurer position. They shouldn't pay a person \$135,000 a year to do a job they may not be qualified to do, and for which the City is outsourcing the work anyway.* Approximately one-quarter of respondents (26%) felt *The City should keep the elected City Treasurer position. The Treasurer is meant to oversee the City's investment decisions and answers directly to the voters.* An additional 18% were either unsure or unwilling to answer the question.
- Most respondents held the opinion that there is too little housing in the City of Escondido that is affordable for middle-income families (58%), low-income families (56%), people working in essential jobs like teachers, nurses, police officers, and firefighters (54%), and seniors (51%). The most common alternative view in each case was that the amount of housing is about right, ranging from 17% to 29%. Few respondents (4% to 15%) perceived that there is too much affordable housing of any type in the City.
- To meet the State's new housing requirements, most respondents supported the City allowing underutilized commercial or industrial properties to be redeveloped into housing (80%), allowing mixed-use housing projects with housing built on top of or next to commercial buildings (61%), and building multi-family housing in an outlying area of the Westfield Mall parking lot that is rarely used for parking (52%). Options that had the potential to impact existing residential neighborhoods found less support, including allowing single family homes to be redeveloped with up to three units per parcel (42%) and allowing condominiums or apartments to be built in areas currently zoned for single family houses (35%).

## CUSTOMER SERVICE

- Twenty-seven percent (27%) of respondents indicated that they had contacted Escondido city staff at least once during the 12 months prior to the interview.
- Respondents with staff contact during this period generally provided high ratings for city staff, with the vast majority describing staff as professional (90%), accessible (86%), and helpful (83%).

## COMMUNICATION

- Overall, 52% of respondents indicated they were satisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means. The remaining respondents were either dissatisfied with the City's efforts in this respect (31%), unsure of their opinion (16%), or preferred to not answer the question (1%).
- When asked to identify their *primary* source for information about Escondido news and events, 36% indicated that they primarily rely on social media, 33% rely on the Internet (not including social media), and 12% rely on television. The remaining sources—newspapers and radio—were identified as primary information sources for news and events in Escondido by 9% and 2% of respondents, respectively. Approximately 6% offered that they don't pay attention to Escondido news and events, and an additional 3% preferred to not answer the question.



## CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Escondido with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services and facilities provided by the City. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the results of the survey answer some of the key questions that motivated the research. The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar studies for government agencies throughout the State.

*Have residents' opinions been impacted by the pandemic?*

The 18 months leading up to the *2021 Community Opinion Survey* were punctuated by difficult and dramatic events in Escondido. The coronavirus pandemic that arrived in early 2020 has taken lives, threatened livelihoods, and forced dramatic changes in the way residents live, work, socialize, and play. Non-essential businesses were shuttered for weeks or months at a time to curb the spread of COVID-19, and the City's operations were also adjusted to protect public health and adhere to State guidelines. Services that could be effectively moved to an online format were able to continue in that form, whereas other programs and services were modified, curtailed, or canceled to protect the safety of the public and Escondido employees. The pandemic also aggravated certain underlying issues including housing affordability and homelessness, and presented entirely new public health challenges that continue to shape many aspects of daily life.

The events of the past 18 months form the backdrop necessary for understanding and interpreting the results of the *2021 Community Opinion Survey*. Although the majority of Escondido residents continue to have positive opinions of the overall quality of life in Escondido (54% rated it as excellent or good) and are satisfied with the City's overall performance in providing municipal services (66% very or somewhat satisfied), many of the metrics tracked in the survey were somewhat lower in 2021 when compared to the 2020 survey which was conducted shortly after the pandemic started.

*In what service areas is the City performing best?*

Respondents were asked to provide their assessment of the City's performance in more than 18 service areas spanning across most City departments. At the top of the list, respondents provided the most positive ratings for the City's efforts to provide fire protection and prevention services (87% very or somewhat satisfied), provide paramedic and emergency medical services (86%), maintain sewer and storm drain systems (80%), provide library services (79%), and maintain parks, sports fields, and recreation facilities (75%). Nearly three-quarters of respondents were also satisfied with the City's efforts to provide arts and cultural activities (73%), preserve natural open space and parkland (73%), and provide police services (72%).

City staff are also a bright spot and appear to be instrumental in keeping residents satisfied with the City overall. Indeed, City staff are often the “face” of the City for residents who are using City facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. Approximately one-quarter (27%) of respondents indicated that they had personally interacted with Escondido staff at least once during the 12 months prior to the interview, and the vast majority described staff as accessible (86%), professional (90%), and helpful (83%).

*Where should the City focus on improvement?*

In addition to measuring the City’s current performance, a primary goal of this study was to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine strategies to best meet the community’s evolving needs and expectations. Although residents were generally satisfied with the City’s performance in many areas (as described above), there is always room for improvement. Below we note some of the areas that present the best opportunities in this regard.

Considering respondents’ verbatim answers regarding what the city government could do to make Escondido a better place to live (see *What Should Be Changed About Escondido?* on page 13), the performance ratings they assigned to a wide variety of services (see *Specific Services* on page 17), and their responses on other topics, addressing homelessness, improving public safety/greater police presence, reducing crime and gang activity, improving infrastructure, streets and sidewalks, providing more affordable housing, and attracting businesses and good paying jobs to the City stood out as key areas of opportunity and interest for residents.

With the recommendation that the City focus on these areas, it is equally important to stress that when it comes to improving satisfaction in service areas, the appropriate strategy is often a combination of better communication and actual service improvements. It may be, for example, that many residents are simply not aware of the City’s ongoing infrastructure improvement efforts, or the limits of what a city can do to address homelessness. Choosing the appropriate balance of actual service improvements and efforts to raise awareness on these matters will be a key to maintaining and improving the community’s overall satisfaction in the short- and long-term.

*What are residents’ priorities for future parks and recreation improvements?*

The City of Escondido is currently home to a wide variety of parks and recreational opportunities, including hundreds of acres of preserved open space and trails, Dixon Lake, Lake Wohlford, Daley Ranch, and more than 20 urban parks, recreation facilities, and community centers. By providing much-needed spaces to recreate, relax, and play, Escondido’s parks and recreation facilities help to promote a strong sense of community in the City, improve property values, enhance the business

climate and local economy, and generally contribute to a higher quality of life for residents and visitors alike.

The 2021 survey sought to identify how residents would prioritize potential parks and recreation projects for the future, recognizing that funding is limited. Among the 12 projects tested, sports fields for multiple sports such as soccer, football, and rugby was viewed as the highest priority, followed by acquiring land to create additional parks and green spaces, community gardens for growing food, and creating a Nature Center at Dixon Lake that can be reserved for events. Second-tier projects included outdoor soccer fields, bike parks and pump tracks, skate parks, and off-leash dog parks. Among the items tested, dedicated pickleball courts, indoor soccer fields, an agricultural history museum, and batting cages were the four lowest priorities.

*Do residents support term limits for City Council?*

Currently, Escondido City Councilmembers serve a four-year term and there is no limit on how many terms a Councilmember can serve provided that they are re-elected by voters. When asked whether they think members of the City Council should be able to serve as many terms as they want so long as voters choose to re-elect them, or if they should be limited to two consecutive four-year terms, approximately two-thirds (68%) of respondents favored limiting City Councilmembers to two consecutive terms. The remaining respondents were split between those who preferred no term limits (22%) and those who were unsure or unwilling to answer the question (10%).

Support for Council term limits was also widespread. In every identified subgroup, those who favored term limits outnumbered those who did not by at least 2-to-1.

*Do residents support eliminating the City Treasurer position?*

The position of City Treasurer in the City of Escondido is currently elected by the voters. Although the position requires expertise in finance, accounting, investment and other skills to be performed well, candidates are not required to have these skills when running for Treasurer. For this and other reasons, the City of Escondido outsources its investment decisions to companies with the needed expertise.

After providing respondents with this background information, the survey presented respondents with two opposing opinions regarding the City Treasurer position and asked to identify that which is closest to their own. Most respondents (55%) agreed that *The City should eliminate the City Treasurer position. They shouldn't pay a person \$135,000 a year to do a job they may not be qualified to do, and for which the City is outsourcing the work anyway.* Approximately one-quarter of respondents (26%) felt *The City should keep the elected City Treasurer position. The Treasurer is meant to oversee the City's investment decisions and*



*answers directly to the voters.* An additional 18% were either unsure or unwilling to answer the question.

Similar to the issue of Council term limits, support for eliminating the City Treasurer position was also widespread. Across all resident sub-groups, the percentage that favored *eliminating* the City Treasurer position ranged between 50% to 65%, whereas the percentage that favored *keeping* the position ranged between 20% to 33%.

*When planning for future housing, which strategies do residents support?*

Affordable housing (or lack thereof) has become a hot topic in many communities, increasing in saliency during the past few years along with rising rents and home prices. When asked directly, most respondents felt there was too little affordable housing (of any type) in Escondido, and increasing the availability of affordable housing was among the top five improvements that residents indicated would make Escondido a better place to live, now and in the future.

To build more affordable housing and meet the State's new housing requirements,<sup>2</sup> Escondido residents supported a number of creative solutions tested in the survey. Allowing underutilized commercial or industrial properties to be redeveloped into housing garnered strong support from residents (80%), as did allowing mixed-use housing projects with housing built on top of or next to commercial buildings (61%). Building multi-family housing in an outlying area of the Westfield Mall parking lot that is rarely used for parking was also supported by a majority of respondents (52%).

When compared to the aforementioned options, housing strategies that had the potential to impact *existing* residential neighborhoods found less support, including allowing single family homes to be redeveloped with up to three units per parcel (42%) and allowing condominiums or apartments to be built in areas currently zoned for single family houses (35%).

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2. The State of California mandates that all cities plan for additional housing as part of the Regional Housing Needs Allocation (RHNA), and also determines the number of new homes local jurisdictions must build—and how affordable the homes must be—in order to meet the housing needs of their community. The State of California is requiring that the City of Escondido plan for approximately 9,600 additional housing units by April 2029.

# QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents’ top of mind perceptions about the overall quality of life in Escondido and various aspects of the community, as well as explore their ideas for ways to improve Escondido as a place to live.

**OVERALL QUALITY OF LIFE** At the outset of the interview, respondents were asked to rate the City of Escondido on a number of key dimensions—including overall quality of life, as a place to raise a family, and as a place to work—using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, residents provided the most positive ratings for the overall quality of life in the City (54% excellent or good), followed by Escondido as a place to shop and dine (44%), as a place to raise a family (43%), as a place to retire (39%), and as a place to play and recreate (37%). When compared to the other dimensions tested, residents provided softer ratings for Escondido as a place to work (30%), to operate a business (25%), or advance their career (16%), although each of these dimensions also had a comparatively higher percentage of respondents who were unsure or unwilling to answer the question.

**Question 2** *How would you rate: \_\_\_\_\_? Would you say it is excellent, good, fair, poor or very poor?*

**FIGURE 1 RATING CITY**

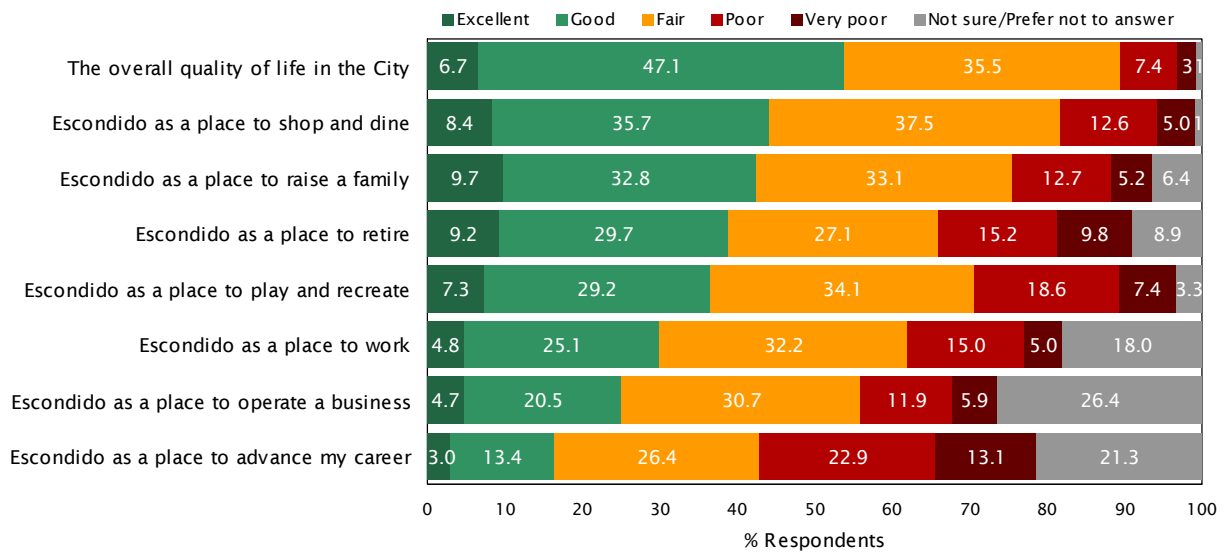


Table 1 on the next page shows how the ratings for each dimension tested in Question 2 varied by study year. The percentage of respondents that rated each aspect of the City as excellent or good generally declined between 2020 and 2021, likely reflecting the cumulative effects of the pandemic on the City’s operations, business climate, inflation, and other aspects of how Escondido residents live, work, and play.

**TABLE 1 RATING CITY BY STUDY YEAR**

	Study Year		Change in % Excellent + Good '20 to '21
	2021	2020	
Escondido as a place to retire	38.9	42.2	-3.4
Escondido as a place to raise a family	42.5	46.7	-4.2†
Escondido as a place to work	29.8	37.5	-7.6†
Escondido as a place to shop and dine	44.2	52.4	-8.2†
Escondido as a place to play and recreate	36.5	44.7	-8.2†
The overall quality of life in the City	53.8	64.8	-10.9†
Escondido as a place to operate a business	25.2	N/A	N/A
Escondido as a place to advance my career	16.4	N/A	N/A

For the interested reader, tables 2-5 show how the percentage of respondents who rated each dimension as excellent or good varied by length of residence in Escondido, gender, presence of a senior in the home, home ownership, Council District, age, ethnicity, and presence of a child in the home. Although ratings varied by subgroup, it is worth noting that older residents (55+) and those living in Council District 4 were consistently the most positive in their ratings of the City of Escondido on each dimension tested.

**TABLE 2 RATING CITY BY YEARS IN ESCONDIDO & GENDER (SHOWING % EXCELLENT & GOOD)**

	Years in Escondido (Q1)				Gender (QD2)	
	Less than 5	5 to 9	10 to 14	15 or more	Male	Female
The overall quality of life in the City	56.3	59.3	59.2	51.1	58.1	53.4
Escondido as a place to shop and dine	39.5	43.3	49.2	45.1	46.1	44.5
Escondido as a place to raise a family	30.4	42.0	47.2	45.8	45.6	41.6
Escondido as a place to retire	39.1	38.0	44.3	38.4	40.6	39.3
Escondido as a place to play and recreate	35.2	35.9	36.7	37.1	39.0	36.9
Escondido as a place to work	20.9	31.9	30.1	32.2	29.5	31.7
Escondido as a place to operate a business	20.8	30.2	20.1	26.3	25.1	26.3
Escondido as a place to advance my career	11.6	16.1	17.0	17.8	19.6	14.8

**TABLE 3 RATING CITY BY ADULT 65+ IN HSLD, HOME OWNERSHIP STATUS & COUNCIL DISTRICT (SHOWING % EXCELLENT & GOOD)**

	Adult 65+ in HslD (QD4)		Home Ownership Status (QD5)		Council District (QS1)			
	Yes	No	Rent	Own	One	Two	Three	Four
The overall quality of life in the City	62.1	50.8	61.4	46.6	43.0	54.9	49.2	68.2
Escondido as a place to shop and dine	47.2	44.0	42.8	46.2	43.2	41.7	40.6	51.2
Escondido as a place to raise a family	49.0	40.4	45.2	39.8	36.9	39.7	41.4	52.2
Escondido as a place to retire	55.3	31.7	44.3	33.7	32.8	38.7	37.0	47.0
Escondido as a place to play and recreate	42.6	35.0	40.8	32.5	30.9	35.7	34.2	45.2
Escondido as a place to work	32.1	29.7	29.9	30.5	28.3	30.0	29.9	31.1
Escondido as a place to operate a business	26.3	25.7	24.0	27.3	25.2	23.7	24.7	27.2
Escondido as a place to advance my career	18.7	15.8	16.5	16.4	16.0	14.8	16.3	18.3

**TABLE 4 RATING CITY BY AGE (SHOWING % EXCELLENT & GOOD)**

	Age (QD1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
The overall quality of life in the City	37.5	40.2	51.4	52.9	64.4	76.9
Escondido as a place to shop and dine	42.4	36.7	45.1	37.1	49.1	55.1
Escondido as a place to raise a family	37.7	29.7	39.9	41.5	52.0	56.9
Escondido as a place to retire	32.3	24.6	29.3	30.2	44.0	70.6
Escondido as a place to play and recreate	31.4	24.6	35.6	29.5	47.8	50.3
Escondido as a place to work	20.6	24.3	32.9	24.7	37.7	38.7
Escondido as a place to operate a business	22.1	22.9	26.7	19.6	30.2	30.6
Escondido as a place to advance my career	5.9	13.4	18.7	13.1	24.7	22.1

**TABLE 5 RATING CITY BY ETHNICITY & CHILD IN HSLD (SHOWING % EXCELLENT & GOOD)**

	Ethnicity (QD9)				Child in Hslid (QD3)	
	Latino / Hispanic	Asian American	Caucasian / White	Mixed or other	Yes	No
	The overall quality of life in the City	46.4	59.4	63.2	54.2	50.4
Escondido as a place to shop and dine	42.4	36.1	48.8	46.8	46.5	44.5
Escondido as a place to raise a family	39.8	37.8	47.3	41.2	44.8	41.9
Escondido as a place to retire	31.7	52.8	46.6	41.3	32.5	43.2
Escondido as a place to play and recreate	30.5	21.0	47.0	44.4	35.5	38.7
Escondido as a place to work	28.8	27.4	33.3	22.0	33.3	29.1
Escondido as a place to operate a business	26.6	28.4	24.2	19.1	28.5	24.1
Escondido as a place to advance my career	16.8	13.2	17.7	10.9	20.6	14.6

**WHAT SHOULD BE CHANGED ABOUT ESCONDIDO?** The next question in this series asked residents to identify what one thing the City government could change to make Escondido a better place to live, now and in the future. Question 3 was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 2.

**Question 3** *If the city government could change one thing to make Escondido a better place to live now and in the future, what change would you like to see?*

**FIGURE 2 CHANGES TO IMPROVE CITY**



Approximately 14% could not think of a change they desire (11%) or reported that no changes are needed/everything is fine (3%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in the City. Among specific changes desired, the most common were addressing homeless issues (25%), improve public safety/increasing police presence (17%), improving infrastructure, streets, and sidewalks (13%), providing more affordable housing (9%), and cleaning-up the City and landscaping/removing graffiti (9%).

Table 6 provides the top five response categories in the 2020 and 2021 studies. Although the ranking is slightly different, the top *three* specific issues have remained the same since 2020. Providing more affordable housing made the top 5 in 2021, replacing cleaning-up/beautifying the City from the top 5 in 2020.

**TABLE 6 TOP CHANGES TO IMPROVE CITY BY STUDY YEAR**

Study Year	
2021	2020
Address homeless issues	Improve public safety, more police presence
Improve public safety, more police presence	Address homeless issues
Improve infrastructure, streets, sidewalks	Improve infrastructure, streets, sidewalks
Not sure / Cannot think of anything	Not sure / Cannot think of anything
Provide more affordable housing	Clean-up, beautify City, landscape, graffiti

## CITY SERVICES

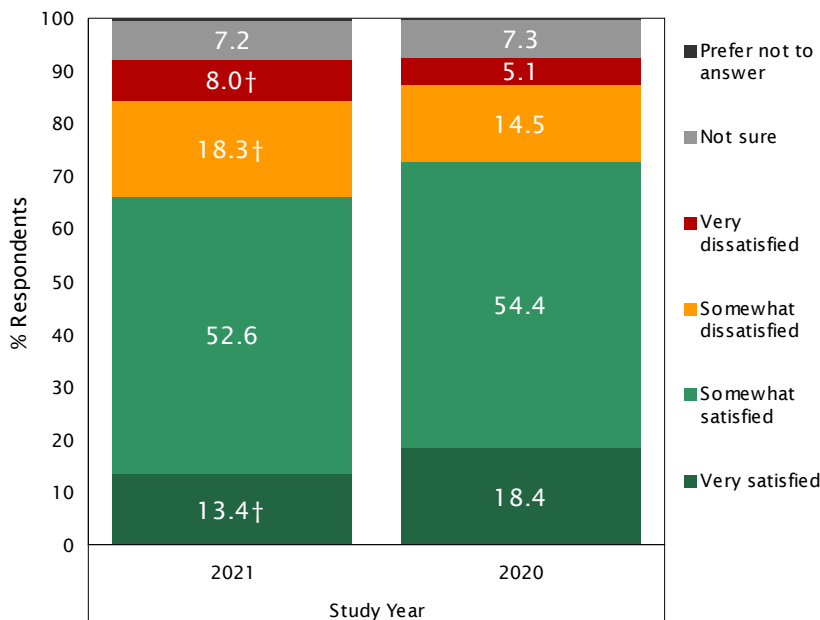
After measuring respondents’ perceptions of the quality of life in Escondido, the survey next turned to assessing their opinions about the City’s performance in providing various municipal services.

**OVERALL SATISFACTION** The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Escondido is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City’s performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 3, two-thirds (66%) of Escondido residents indicated they were either very (13%) or somewhat (53%) satisfied with the City’s efforts to provide municipal services. Approximately one quarter (26%) were very or somewhat dissatisfied, whereas 8% were unsure or unwilling to share their opinion. When compared to the 2020 survey results, the percentage of respondents who indicated they were very satisfied declined significantly, whereas the percentage who indicated they were dissatisfied increased significantly. In assessing the changes over the past year, it is important to keep in mind that the 2021 survey was conducted more than 18 months into an ongoing pandemic that has impacted the City’s operations, aggravated certain underlying issues including housing affordability and homelessness, and presented entirely new public health challenges.

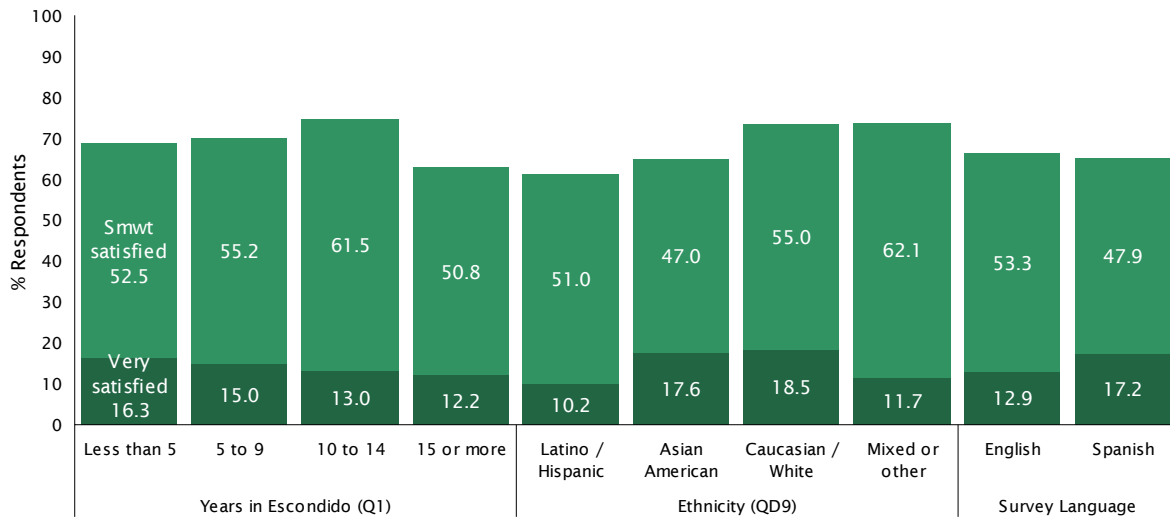
**Question 4** *Next, I would like to ask a series of questions about services provided by the City of Escondido. Generally speaking, are you satisfied or dissatisfied with the job the City of Escondido is doing to provide city services?*

**FIGURE 3 OVERALL SATISFACTION BY STUDY YEAR**

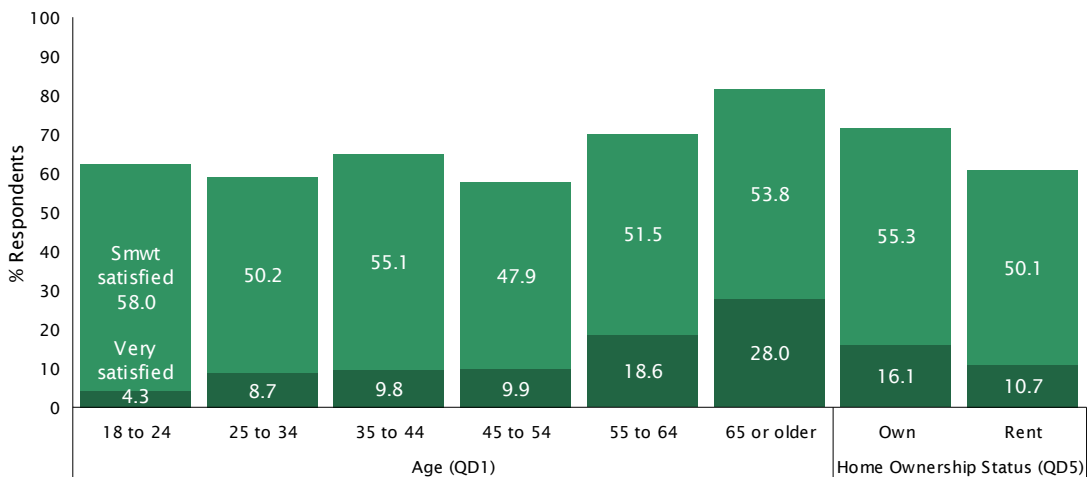


The next three figures display how residents’ opinions about the City’s overall performance in providing municipal services varied across subgroups of Escondido residents. The most striking pattern in the figures is the general consistency of the results and the fact that the majority of respondents in every subgroup indicated they were generally satisfied with the City’s performance in providing municipal services. That said, satisfaction was somewhat higher than average among those who had lived in the City 10 to 14 years, residents who identified as Caucasian or mixed ethnicity, seniors, home owners, residents of Council District 4, males, those not living with a child, and those with a senior in their home.

**FIGURE 4 OVERALL SATISFACTION BY YEARS IN ESCONDIDO, ETHNICITY & SURVEY LANGUAGE**



**FIGURE 5 OVERALL SATISFACTION BY AGE & HOME OWNERSHIP**



**FIGURE 6 OVERALL SATISFACTION BY COUNCIL DISTRICT, GENDER, CHILD IN HSLD & ADULT 65+ IN HSLD**



**SPECIFIC SERVICES** Whereas Question 4 addressed the City’s *overall* performance, Question 5 asked respondents to rate the job the City is doing providing each of the *specific* services shown in Figure 7 on the next page. The order in which the items was presented was randomized for each respondent to avoid a systematic position bias, but they are sorted from high to low in the following figure based on the combined percentage of respondents who rated the City’s performance as either excellent or good. For comparison purposes between the services, only respondents who held an opinion are included in the figure. Those who did not have an opinion were removed from this analysis. The percentage of respondents who provided an opinion (satisfied or dissatisfied) is presented in brackets beside the service label in the figure, while the bars represent the answers of those with an opinion.

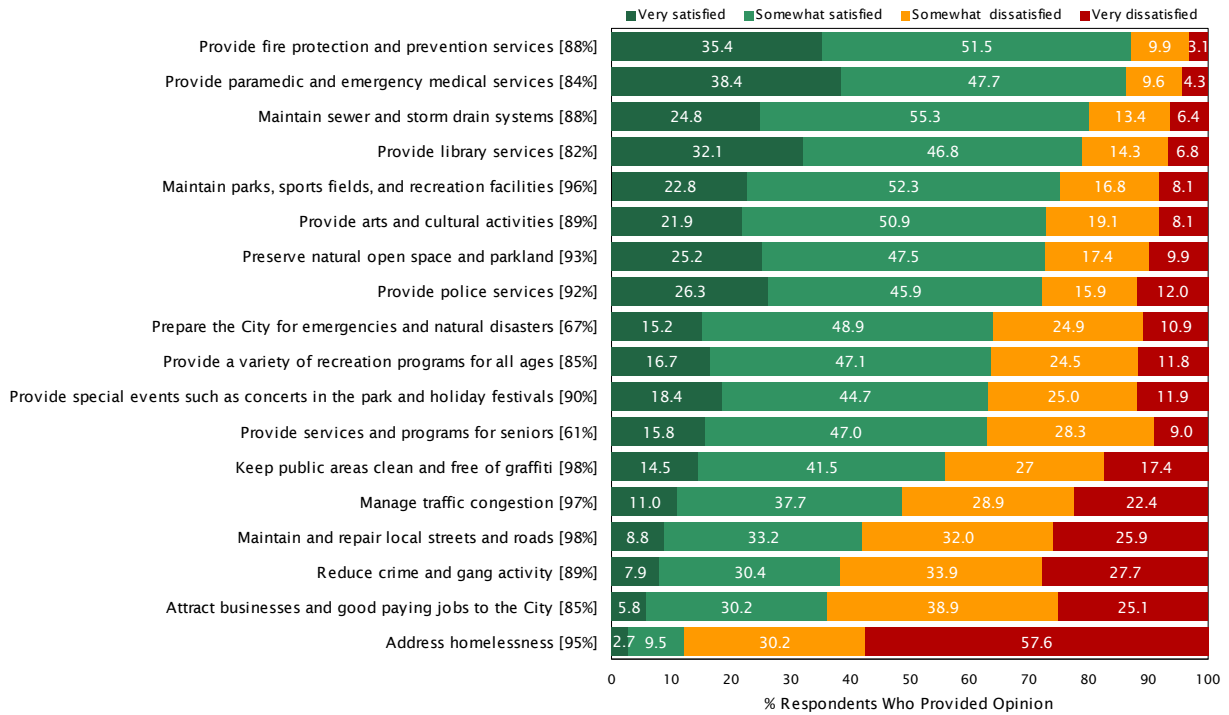
At the top of the list, respondents were most satisfied with the City’s efforts to provide fire protection and prevention services (87% very or somewhat satisfied), followed by provide paramedic and emergency medical services (86%), maintain sewer and storm drain systems (80%), provide library services (79%), and maintain parks, sports fields, and recreation facilities (75%). At the other end of the spectrum, respondents were notably less satisfied with the City’s efforts to address homelessness (12%), attract businesses and good paying jobs to the City (36%), reduce crime and gang activity (38%), maintain and repair local streets and roads (42%), and manage traffic congestion (49%).

Table 7 on the next page displays the percentage of respondents who were satisfied with each service in 2020 and 2021, as well as the difference between the two studies. When compared to 2020, satisfaction with most specific services declined significantly in the 2021 survey, with the largest changes found for addressing homelessness, providing services and programs for seniors, and managing traffic congestion.



**Question 5** For each of the services I 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?

**FIGURE 7 SATISFACTION WITH CITY SERVICES**



**TABLE 7 SATISFACTION WITH CITY SERVICES BY STUDY YEAR**

	Study Year		Change in Satisfaction 2020 to 2021
	2021	2020	
Provide library services	78.9	77.9	+1.1
Maintain sewer and storm drain systems	80.1	83.3	-3.2†
Provide arts and cultural activities	72.8	78.4	-5.6†
Maintain and repair local streets and roads	42.1	47.8	-5.8†
Provide fire protection and prevention services	87.0	92.8	-5.8†
Provide paramedic and emergency medical services	86.2	92.3	-6.1†
Preserve natural open space and parkland	72.7	78.9	-6.2†
Keep public areas clean and free of graffiti	56.0	63.7	-7.7†
Maintain parks, sports fields, and recreation facilities	75.1	83.0	-7.9†
Provide police services	72.2	82.3	-10.1†
Provide a variety of recreation programs for all ages	63.7	74.5	-10.8†
Reduce crime and gang activity	38.4	50.0	-11.6†
Attract businesses and good paying jobs to the City	36.0	49.0	-13.0†
Provide special events such as concerts in the park and holiday festivals	63.1	76.5	-13.3†
Prepare the City for emergencies and natural disasters	64.2	77.5	-13.4†
Manage traffic congestion	48.7	64.4	-15.7†
Provide services and programs for seniors	62.8	78.6	-15.8†
Address homelessness	12.3	30.7	-18.5†

**DIFFERENTIATORS OF OPINION** For the interested reader, Table 8 displays how the level of satisfaction with each specific service tested in Question 5 varied according to residents' overall performance ratings for the City (see *Overall Satisfaction* on page 15). The table divides residents who were satisfied with the City's overall performance into one group and those dissatisfied into a second group. Also displayed is the difference between the two groups in terms

of the percentage who indicated they were satisfied with the City’s efforts to provide each service tested in Question 5 (far right column). For convenience, the services are sorted by that difference, with the greatest differentiators of opinion near the top of the table.

When compared to their counterparts, those who were satisfied with the City’s overall performance in providing city services were also more likely to express satisfaction with the City’s efforts to provide each of the services tested in Question 5. That said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City’s efforts to provide services and programs for seniors, prepare the City for emergencies and natural disasters, keep public areas clean and free of graffiti, provide police services, and attract businesses and good paying jobs to the City.

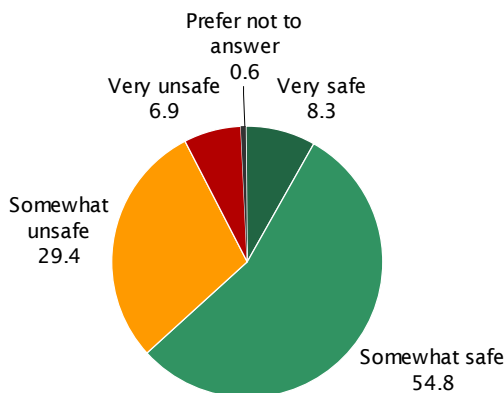
**TABLE 8 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION**

		Satisfaction With City's Overall Performance (Q4)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied With Each Service	Provide services and programs for seniors	77.0	34.1	43.0
	Prepare the City for emergencies and natural disasters	76.6	36.4	40.3
	Keep public areas clean and free of graffiti	68.1	28.0	40.1
	Provide police services	83.8	44.5	39.3
	Attract businesses and good paying jobs to the City	48.7	10.2	38.6
	Maintain parks, sports fields, and recreation facilities	85.9	48.1	37.8
	Provide arts and cultural activities	83.9	47.1	36.8
	Maintain and repair local streets and roads	52.6	17.2	35.5
	Preserve natural open space and parkland	83.0	48.2	34.8
	Provide a variety of recreation programs for all ages	74.3	41.3	33.1
	Provide special events such as concerts in the park and holiday festivals	73.9	41.1	32.8
	Manage traffic congestion	57.5	26.5	31.1
	Provide library services	87.9	57.7	30.2
	Provide paramedic and emergency medical services	94.3	65.8	28.6
	Reduce crime and gang activity	46.9	20.5	26.4
	Maintain sewer and storm drain systems	87.3	63.9	23.3
	Provide fire protection and prevention services	92.8	72.5	20.3
Address homelessness	16.2	3.7	12.6	

**HOW SAFE IS ESCONDIDO?** The final question in this series asked respondents to rate how safe the City of Escondido is as a place to live. The overall responses are shown in Figure 8.

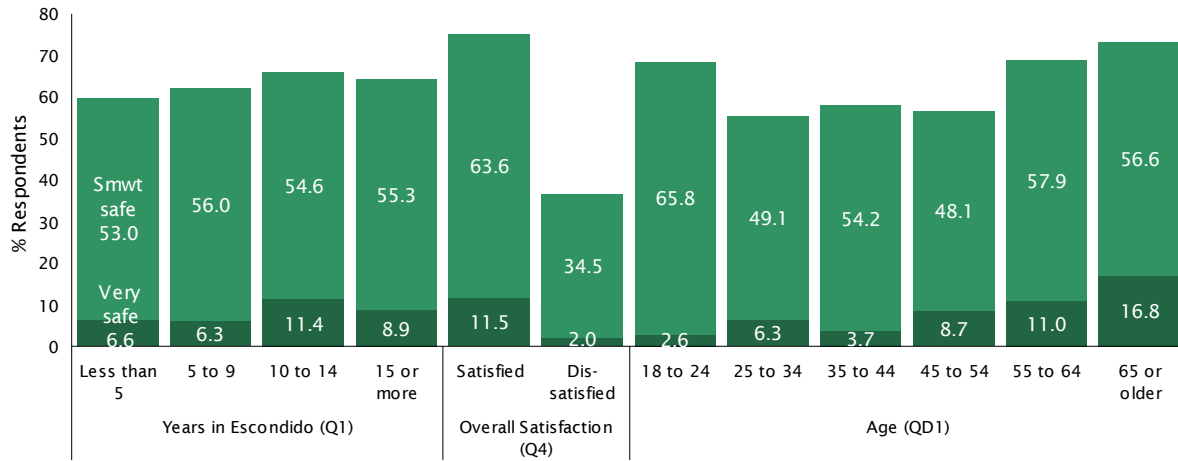
**Question 6** Overall, how safe is the City of Escondido as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?

**FIGURE 8 SAFETY OF ESCONDIDO AS PLACE TO LIVE**

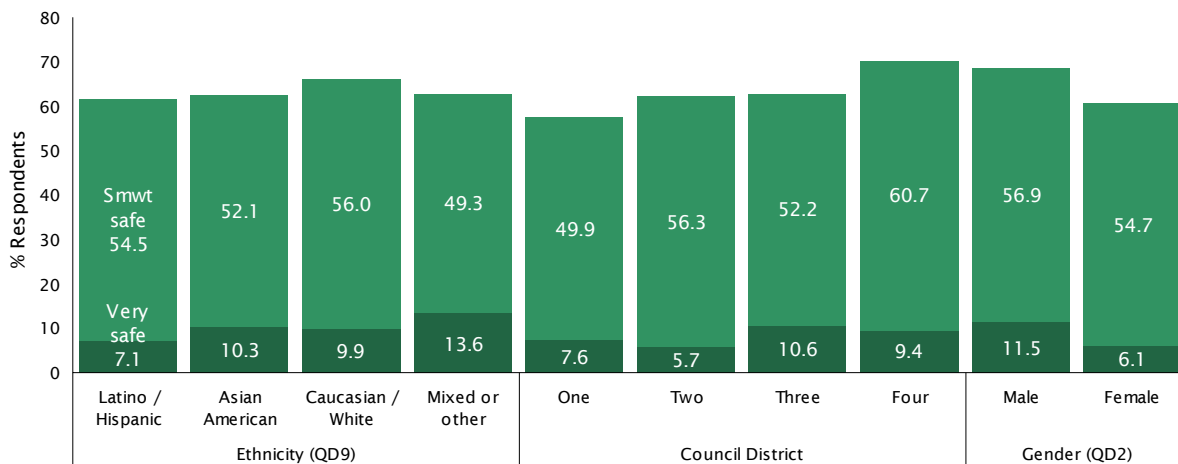


More than six-in-ten respondents felt that Escondido is either a very safe (8%) or somewhat safe (55%) place to live, whereas 29% rated the City as somewhat unsafe, 7% very unsafe, and 1% preferred to not answer the question. For the interested reader, figures 9-11 on the following page display how perceptions of safety in Escondido varied across resident subgroups.

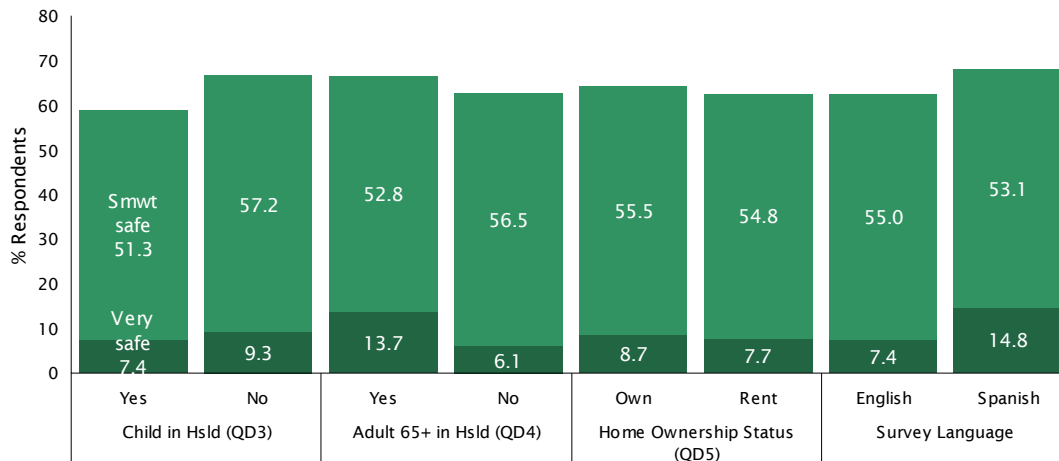
**FIGURE 9 SAFETY OF ESCONDIDO BY YEARS IN ESCONDIDO, OVERALL SATISFACTION & AGE**



**FIGURE 10 SAFETY OF ESCONDIDO BY ETHNICITY, COUNCIL DISTRICT & GENDER**



**FIGURE 11 SAFETY OF ESCONDIDO BY CHILD IN HSLD, ADULT 65+ IN HSLD, HOME OWNERSHIP & SURVEY LANGUAGE**



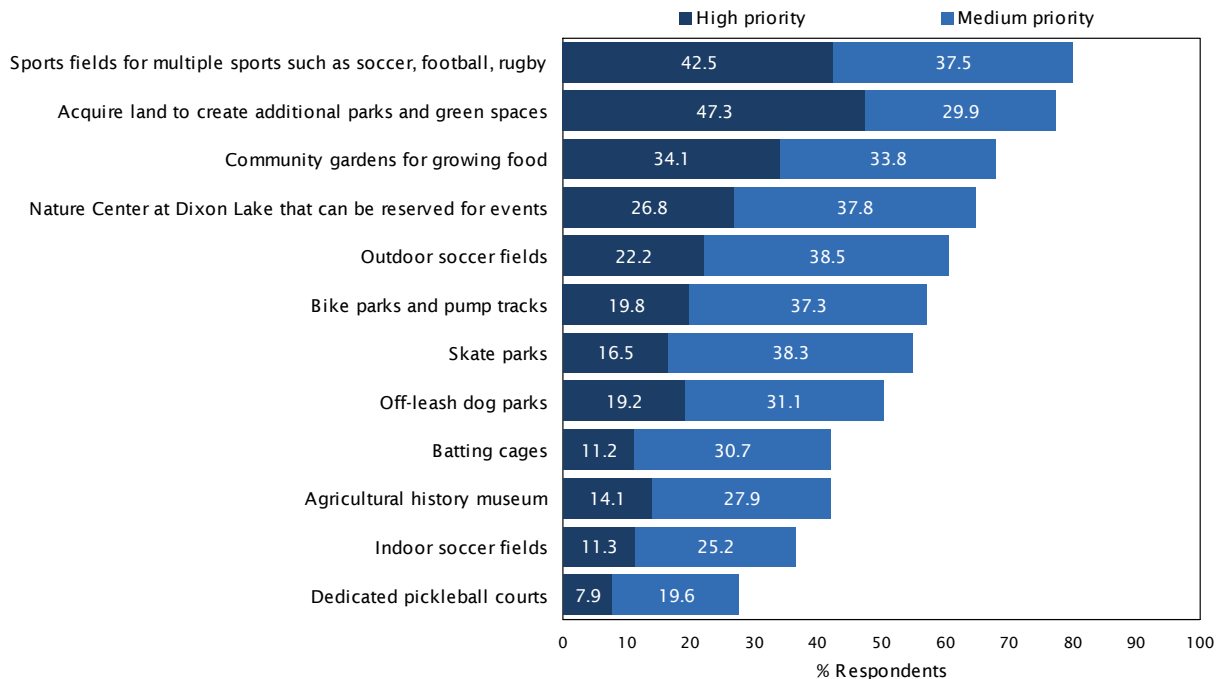
## PARKS & RECREATION PRIORITIES

The City of Escondido is currently home to a wide variety of parks and recreational opportunities, including hundreds of acres of preserved open space and trails, Dixon Lake, Lake Wohlford, Daley Ranch, and more than 20 urban parks, recreation facilities, and community centers. By providing much-needed spaces to recreate, relax, and play, Escondido’s parks and recreation facilities help to promote a strong sense of community in the City, improve property values, enhance the business climate and local economy, and generally contribute to a higher quality of life for residents and visitors alike. This section of the report profiles residents’ priorities with respect to *future* spending on parks and recreation facilities.

**PRIORITY IMPROVEMENTS** Question 7 was designed to provide the City of Escondido with a reliable measure of how residents—as a whole—prioritize among a host of parks and recreation improvements that could be considered for the City’s future. The format of the question was straightforward: respondents were asked whether each project shown in Figure 12 should be a high, medium, or low priority for future spending—or if the City should not spend money on the project at all. To encourage a sense of competition, respondents were instructed that not all of the projects could be high priorities.

**Question 7** *The City of Escondido has the resources to provide some of the parks and recreation facilities and services desired by residents. Because it can't fund every service and project, the City must set priorities. 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.*

**FIGURE 12 PARK & RECREATION PRIORITIES**



The projects are sorted in Figure 12 from high to low based on the proportion of respondents who indicated that a project was at least a *medium* priority for future funding. Among the projects tested, sports fields for multiple sports such as soccer, football, and rugby was viewed as the highest priority (80% high or medium priority), followed by acquiring land to create additional parks and green spaces (77%), community gardens for growing food (68%), and creating a Nature Center at Dixon Lake that can be reserved for events (65%). Among the items tested, dedicated pickleball courts (28%), indoor soccer fields (37%), and an agricultural history museum (42%) were the three lowest priorities.

Tables 9 and 10 show how the percentage who assigned *high* priority status to different projects varied across subgroups of Escondido residents. For ease of comparison, the top three ratings within each subgroup are highlighted green. The tables show a remarkable degree of consistency across resident subgroups with respect to the top priorities for future parks and recreation funding.

**TABLE 9 PARK & RECREATION PRIORITIES BY OVERALL SATISFACTION & AGE (SHOWING % HIGH PRIORITY)**

	Overall Satisfaction (Q4)		Age (QD1)					
	Satisfied	Dissatisfied	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Sports fields to can be used for multiple sports	44.6	41.3	53.4	50.6	40.6	42.0	39.3	31.8
Acquire land to create additional parks and green spaces	49.4	43.4	55.7	53.7	53.3	44.5	43.5	35.7
Community gardens for growing food	32.8	37.2	49.8	41.8	33.6	30.8	29.3	23.8
Nature Center at Dixon Lake that can be reserved for events	27.9	25.0	31.6	32.4	26.9	26.2	26.1	19.4
Outdoor soccer fields	22.0	24.9	30.6	26.1	20.6	15.1	24.3	18.6
Bike parks and pump tracks	20.4	18.5	15.2	22.9	22.2	25.8	19.2	14.9
Skate parks	18.0	13.5	17.1	21.5	17.2	19.2	13.7	11.3
Off-leash dog parks	18.1	19.5	21.4	29.8	17.0	17.0	15.5	14.2
Batting cages	11.0	11.5	4.9	14.0	16.3	12.4	9.6	9.9
Agricultural history museum	13.1	15.3	18.1	19.7	14.8	13.2	10.8	8.4
Indoor soccer fields	11.3	11.4	12.4	16.0	13.6	11.0	7.9	7.0
Dedicated pickleball courts	8.9	6.3	3.8	6.5	8.9	7.3	11.6	8.8

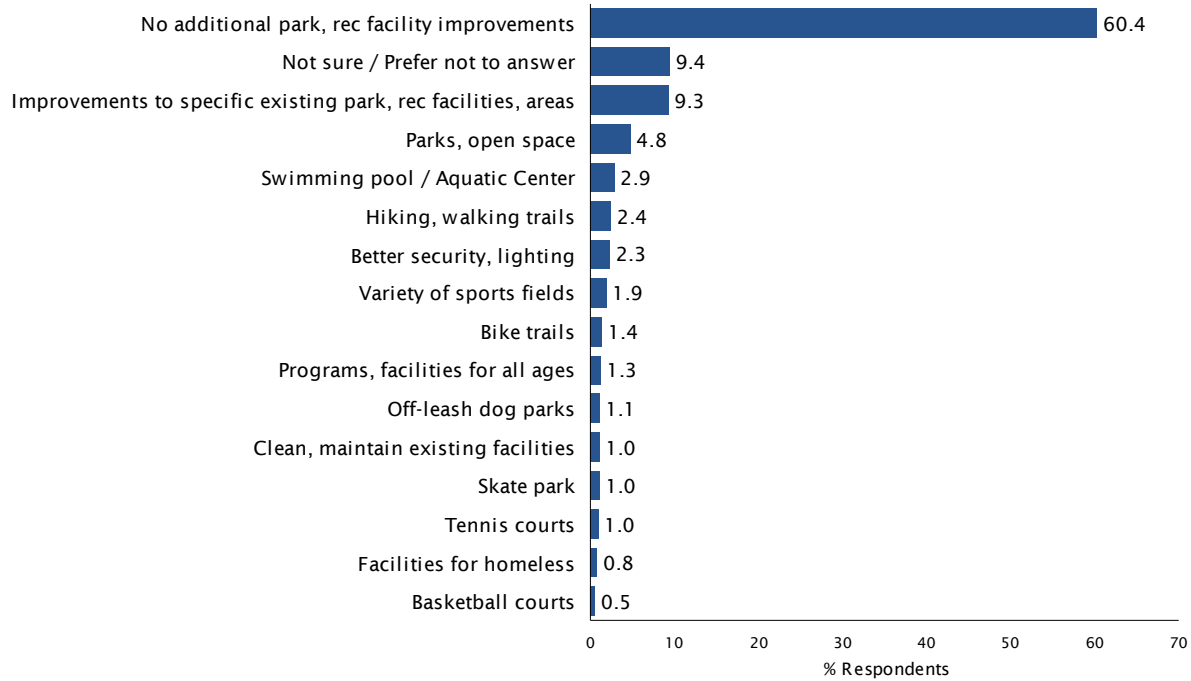
**TABLE 10 PARK & RECREATION PRIORITIES BY CHILD IN HSLD, ADULT 65+ IN HSLD & COUNCIL DISTRICT (SHOWING % HIGH PRIORITY)**

	Child in HslD (QD3)		Adult 65+ in HslD (QD4)		Council District (Q51)			
	Yes	No	Yes	No	One	Two	Three	Four
Sports fields to can be used for multiple sports	47.5	40.4	40.4	47.1	41.9	46.5	42.8	38.8
Acquire land to create additional parks and green spaces	51.2	44.9	44.9	49.5	48.1	48.6	47.3	45.3
Community gardens for growing food	35.1	35.1	35.1	39.0	36.8	30.9	37.2	31.7
Nature Center at Dixon Lake that can be reserved for events	30.8	23.8	23.8	27.7	28.8	28.8	30.6	19.1
Outdoor soccer fields	24.4	20.6	20.6	23.0	25.7	22.4	20.4	20.1
Bike parks and pump tracks	22.4	17.9	17.9	21.5	20.5	22.8	18.1	17.9
Skate parks	20.5	14.9	14.9	20.1	19.5	15.0	17.4	14.0
Off-leash dog parks	17.1	20.1	20.1	20.7	21.1	20.9	18.4	16.4
Batting cages	14.0	10.1	10.1	13.1	8.1	13.9	14.4	8.5
Agricultural history museum	19.0	11.6	11.6	15.7	15.5	15.1	18.0	7.6
Indoor soccer fields	13.8	10.3	10.3	13.5	11.2	13.3	13.2	7.7
Dedicated pickleball courts	8.0	7.7	7.7	7.9	8.5	7.4	8.2	7.6

**ADDITIONAL PRIORITIES?** Recognizing that the list of projects in Question 7 was not exhaustive, Question 8 followed-up by offering respondents the opportunity to identify other high priority park or recreation facility improvements not previously mentioned. Question 8 was presented in an open-ended manner, thereby allowing respondents to mention any project or improvement that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 13 on the next page.

**Question 8** *Is there a park or recreation facility improvement that I didn't mention that you think should be a high priority for future city spending?*

**FIGURE 13 PARKS & REC FACILITY IMPROVEMENT NOT MENTIONED**



Most respondents indicated that no additional high priority parks or recreation improvements came to mind (60%) or they were unsure/unwilling to answer the question (9%). Among the specific improvements that were mentioned, improvements to *existing* parks and recreation facilities/areas was most common (9%), following by an interest in additional parks/open space (5%), swimming pool/Aquatic Center (3%), hiking/walking trails (2%), and better security/security lighting (2%).

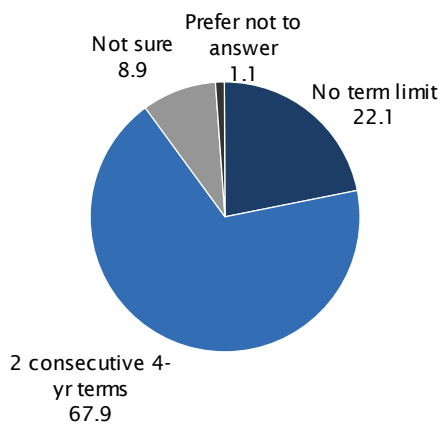
# POLICY ISSUES

In addition to questions that focused on City services, the 2021 survey also explored residents' opinions on key policy issues including Council term limits, the value of the City Treasurer position, and affordable housing.

**COUNCIL TERM LIMITS** Currently, Escondido City Councilmembers serve a four-year term and there is no limit on how many terms a Councilmember can serve provided that they are re-elected by voters. Question 9 asked respondents whether they think members of the City Council should be able to serve as many terms as they want so long as voters choose to re-elect them, or if they should be limited to two consecutive four-year terms. As shown in Figure 14, approximately two-thirds (68%) of Escondido residents favored limiting City Councilmembers to two consecutive terms, whereas 22% preferred no term limits and 10% were unsure or unwilling to answer the question.

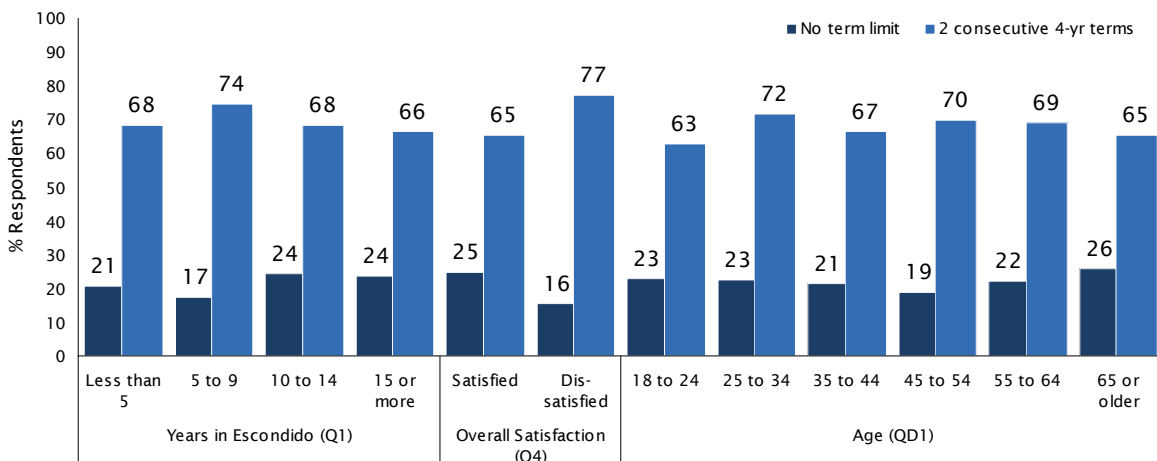
**Question 9** *When elected, Escondido City Councilmembers serve a four year term. There is currently no limit to how many terms a Councilmember can serve, provided that they are re-elected by voters. Which of the following opinions is closest to your own? \_\_\_\_\_ OR \_\_\_\_\_?*

**FIGURE 14 OPINION OF COUNCILMEMBER TERM LIMITS**

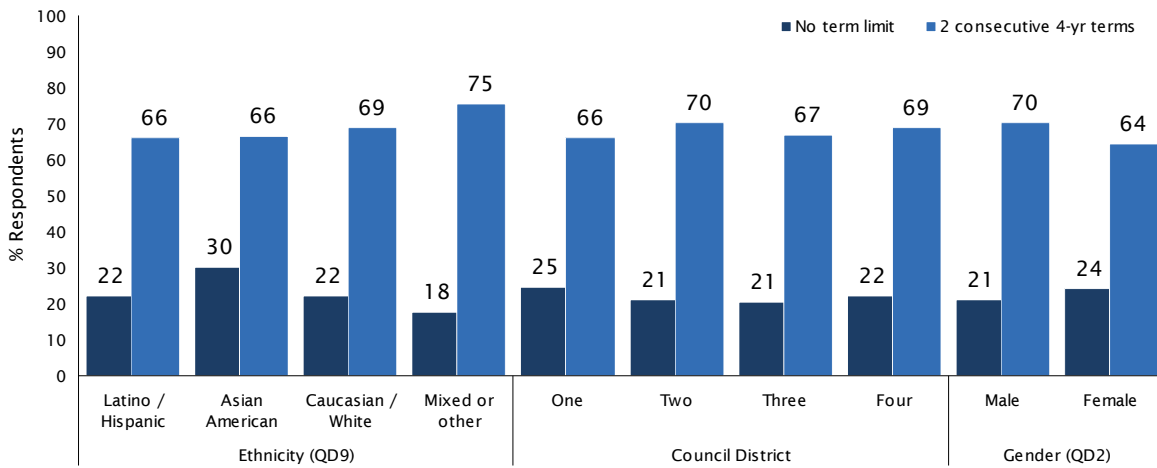


Figures 15-17 show how opinions about City Council term limits varied across subgroups of Escondido residents. In every subgroup, those who favored term limits outnumbered those who did not by at least 2-to-1. It's also worth noting that opposition to term limits was confined to less than one-quarter of respondents in most subgroups.

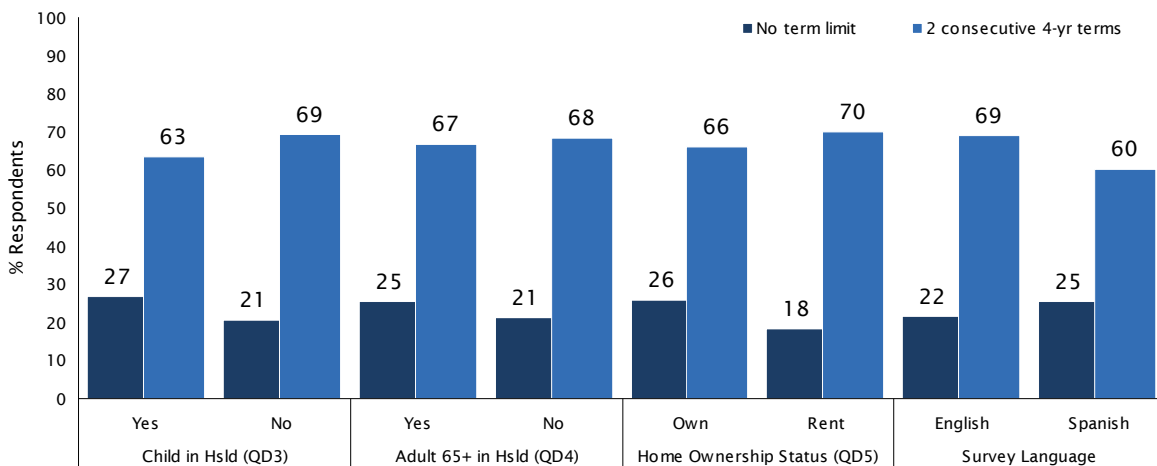
**FIGURE 15 OPINION OF COUNCILMEMBER TERM LIMITS BY YEARS IN ESCONDIDO, OVERALL SATISFACTION & AGE**



**FIGURE 16 OPINION OF COUNCILMEMBER TERM LIMITS BY ETHNICITY, COUNCIL DISTRICT & GENDER**



**FIGURE 17 OPINION OF COUNCILMEMBER TERM LIMITS BY CHILD IN HSLD, ADULT 65+ IN HSLD, HOME OWNERSHIP STATUS & SURVEY LANGUAGE**



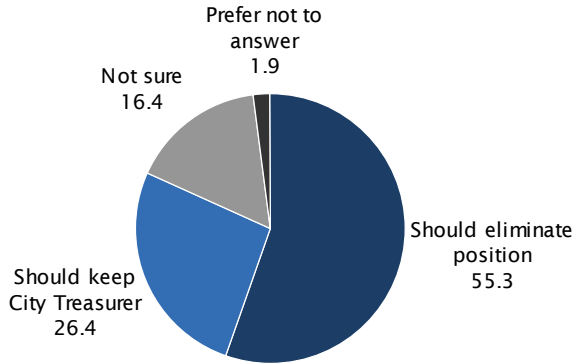
**CITY TREASURER POSITION** The position of City Treasurer in the City of Escondido is currently elected by the voters. Although the position requires expertise in finance, accounting, investment and other skills to be performed well, candidates are not required to have these skills when running for Treasurer. For this and other reasons, the City of Escondido outsources its investment decisions to companies with the needed expertise. After providing respondents with this background information, they were presented with two opposing opinions regarding the City Treasurer position and asked to identify that which is closest to their own.

Most respondents (55%) agreed that *The City should eliminate the City Treasurer position. They shouldn't pay a person \$135,000 a year to do a job they may not be qualified to do, and for which the City is outsourcing the work anyway.* Approximately one-quarter of respondents (26%) felt *The City should keep the elected City Treasurer position. The Treasurer is meant to oversee the City's investment decisions and answers directly to the voters.* An additional 18% were either unsure or unwilling to answer the question (see Figure 18).



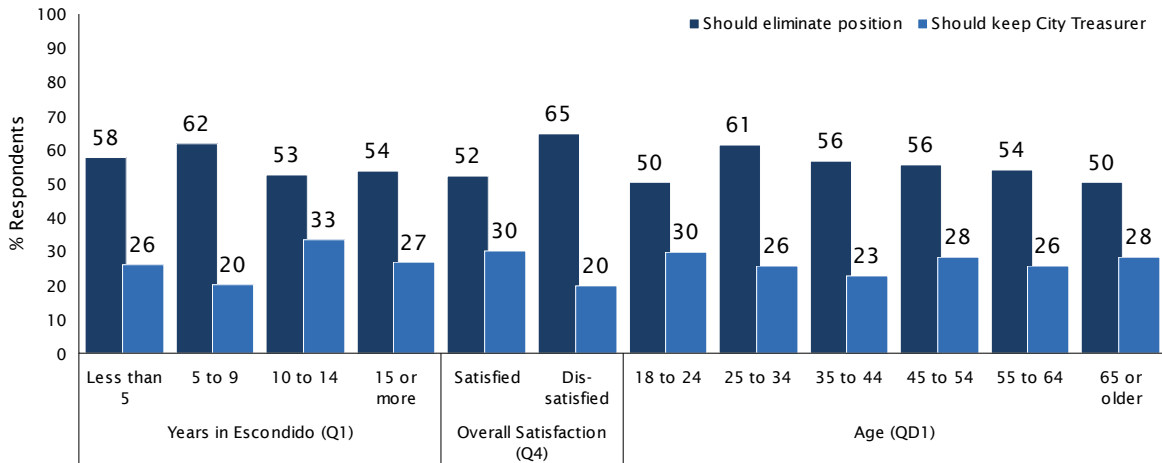
**Question 10** The position of City Treasurer in the City of Escondido is currently elected by the voters. Although the position requires expertise in finance, accounting, investment and other skills to be performed well, candidates are not required to have these skills when running for Treasurer. For this and other reasons, the City of Escondido outsources its investment decisions to companies with the needed expertise. Knowing the above, which of the following opinions is closest to your own? ----- OR -----?

**FIGURE 18 OPINION OF CITY TREASURER POSITION**

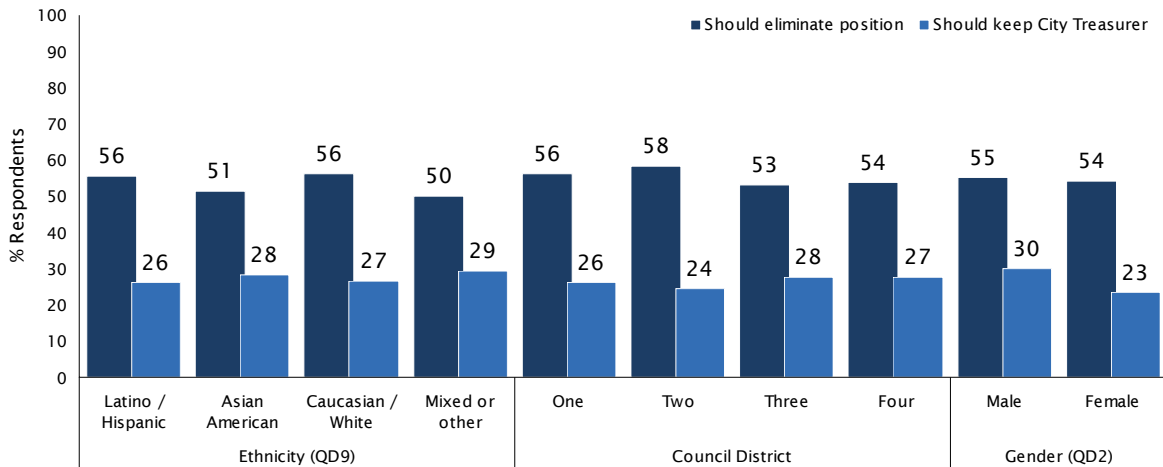


For the interested reader, figures 19-21 show how opinions regarding the City Treasurer position were distributed across subgroups of Escondido residents. Across all subgroups, the percentage that favored *eliminating* the City Treasurer position ranged between 50% to 65%, whereas the percentage that favored *keeping* the position ranged between 20% to 33%.

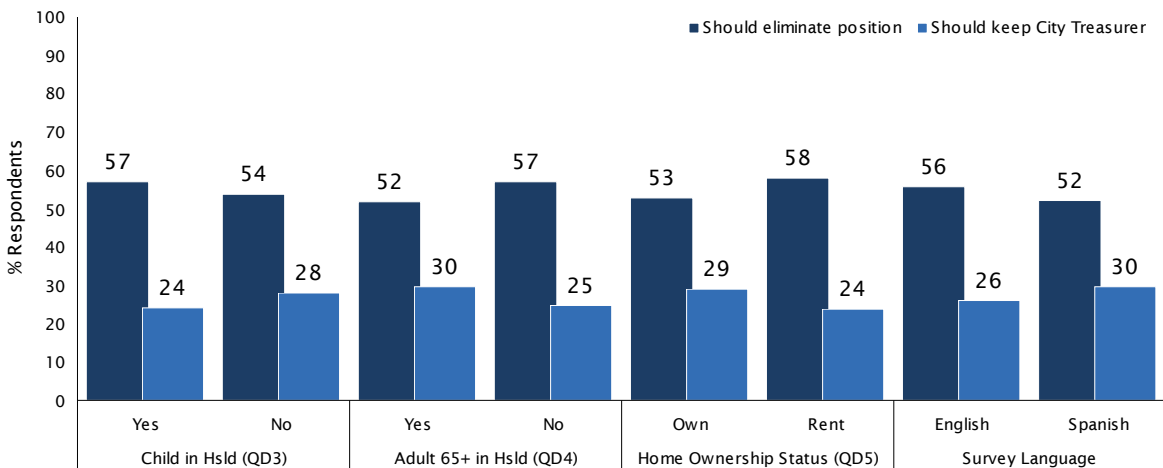
**FIGURE 19 OPINION OF CITY TREASURER POSITION BY YEARS IN ESCONDIDO, OVERALL SATISFACTION & AGE**



**FIGURE 20 OPINION OF CITY TREASURER POSITION BY ETHNICITY, COUNCIL DISTRICT & GENDER**



**FIGURE 21 OPINION OF CITY TREASURER POSITION BY CHILD IN HSLD, ADULT 65+ IN HSLD, HOME OWNERSHIP STATUS & SURVEY LANGUAGE**

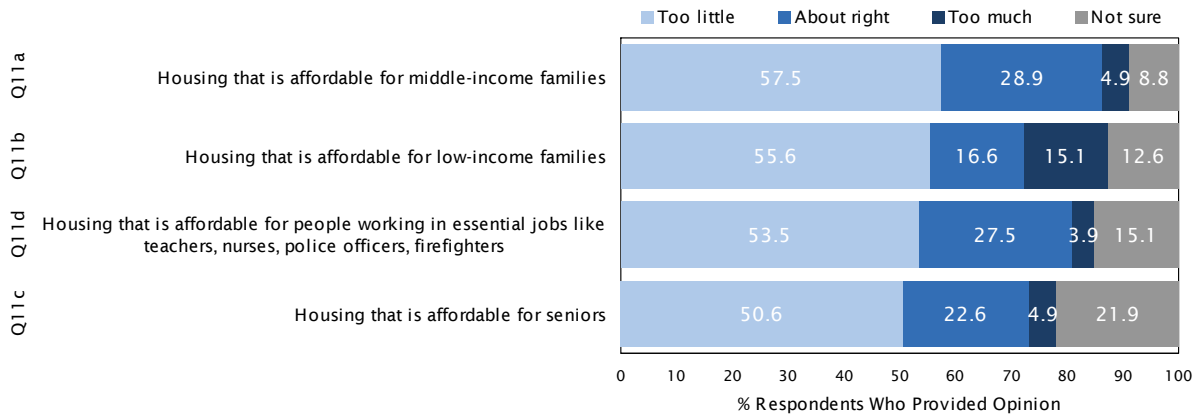


**AFFORDABLE HOUSING** Affordable housing (or lack thereof) has become a hot topic in many communities, increasing in saliency during the past few years along with rising rents and home prices. As noted previously in this report (see *What Should Be Changed About Escondido?* on page 13), increasing the availability of affordable housing was among the top five improvements that residents indicated would make Escondido a better place to live, now and in the future. The 2021 survey took the opportunity to dig deeper on this topic by first asking respondents whether there is currently too little, about the right amount, or too much of each *type* of affordable housing listed in Figure 22 on the next page.

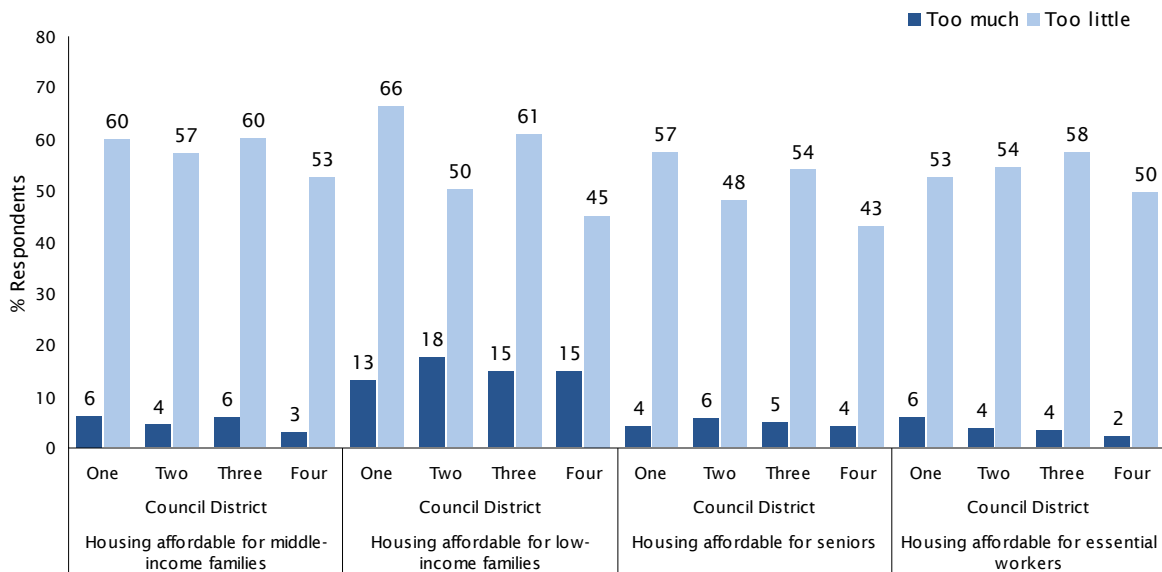
Most respondents held the opinion that there is too little housing that is affordable for middle-income families (58%), low-income families (56%), people working in essential jobs like teachers, nurses, police officers, and firefighters (54%), and seniors (51%) in the City of Escondido. The most common alternative view in each case was that the amount is about right, ranging from 17% to 29%. Few respondents (4% to 15%) perceived that there is too much affordable housing in the City. Figure 23 shows how residents views of affordable housing varied by type in each Council District.

**Question 11** Next, I would like to ask a few questions about the availability of housing in Escondido. As I read the following housing types, please tell me whether you feel there is currently too much, about the right amount, or too little of this type of housing in the City of Escondido.

**FIGURE 22 OPINION OF HOUSING DEVELOPMENT TYPES IN CITY**



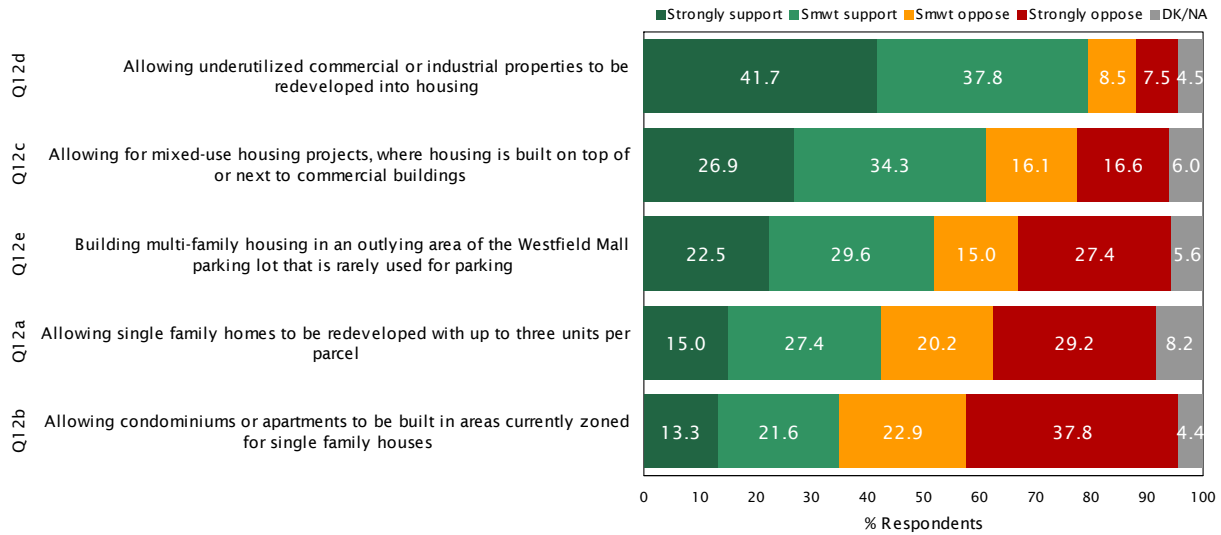
**FIGURE 23 OPINION OF HOUSING DEVELOPMENT TYPES IN CITY BY COUNCIL DISTRICT**



**MEETING STATE HOUSING REQUIREMENTS** Having measured respondents’ opinions about the availability of affordable housing in Escondido, the survey transitioned to how best to accommodate future housing. Specifically, respondents were first informed that the State of California requires all cities to plan for additional housing, and that with the general shortage of housing in California, the State is requiring that the City of Escondido plan for approximately 9,600 new housing units by April 2029. Respondents were then presented with each of the actions shown on the left of Figure 24 and asked if they would support or oppose the City taking the action to meet the State’s housing requirements.

**Question 12** California State law requires that all cities plan for additional housing. With a general shortage of housing in California, the State is requiring that the City of Escondido plan for approximately 9,600 new housing units. To meet the State's new housing requirements, the City has several options. As I read the following options, please indicate whether you would support or oppose the City taking this action. Would you support or oppose: \_\_\_\_\_?

**FIGURE 24 SUPPORT FOR HOUSING DEVELOPMENT IN CITY**



Among the options tested, allowing underutilized commercial or industrial properties to be redeveloped into housing garnered the strongest support from residents (80%), followed by allowing mixed-use housing projects with housing built on top of or next to commercial buildings (61%), and building multi-family housing in an outlying area of the Westfield Mall parking lot that is rarely used for parking (52%). Options that had the potential to impact existing residential neighborhoods found less support, including allowing single family homes to be redeveloped with up to three units per parcel (42%) and allowing condominiums or apartments to be built in areas currently zoned for single family houses (35%). Table 11 shows how support for each option varied by Council District.

**TABLE 11 SUPPORT FOR HOUSING DEVELOPMENT IN CITY BY COUNCIL DISTRICT**

	One	Council District Two	Three	Four
Allowing underutilized commercial or industrial properties to be redeveloped into housing	77.3	78.5	81.9	80.4
Allowing for mixed-use housing projects, where housing is built on top of or next to commercial buildings	54.8	59.9	64.6	65.6
Building multi-family housing in an outlying area of the Westfield Mall parking lot that is rarely used for parking	55.4	51.7	52.5	48.3
Allowing single family homes to be redeveloped with up to three units per parcel	50.9	32.6	48.5	37.5
Allowing condominiums or apartments to be built in areas currently zoned for single family houses	43.3	30.4	40.5	25.4

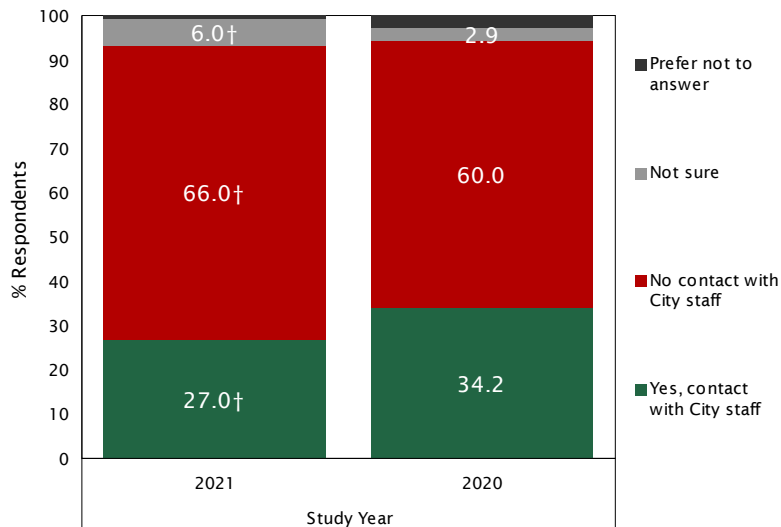
## CUSTOMER SERVICE

In many ways, City staff are the face of the organization. When residents have an issue they need addressed, a question answered, or simply require assistance on a city-related manner, it is typically staff that handles these interactions. Accordingly, the survey included questions to gauge the frequency of staff interaction with residents, as well as profile staff’s accessibility, helpfulness, and professionalism.

**CONTACT WITH CITY STAFF** Residents were first asked if they had been in contact with City of Escondido staff in the past 12 months. Figure 25 provides the findings of this question and shows that 27% of residents had contact with staff in the year prior to the interview, which is significantly lower than the 34% recorded in 2020 and likely an artifact of the pandemic.<sup>3</sup> As displayed in figures 26-28 on the next page, interaction with staff was most commonly reported by newer residents (less than 5 years), those who were dissatisfied with the City’s overall performance, residents 25 years of age or older, Caucasians and those identifying as mixed/other ethnicities, residents of Council Districts 2 and 4, individuals who live with a child, home owners, and those who completed the survey in English.

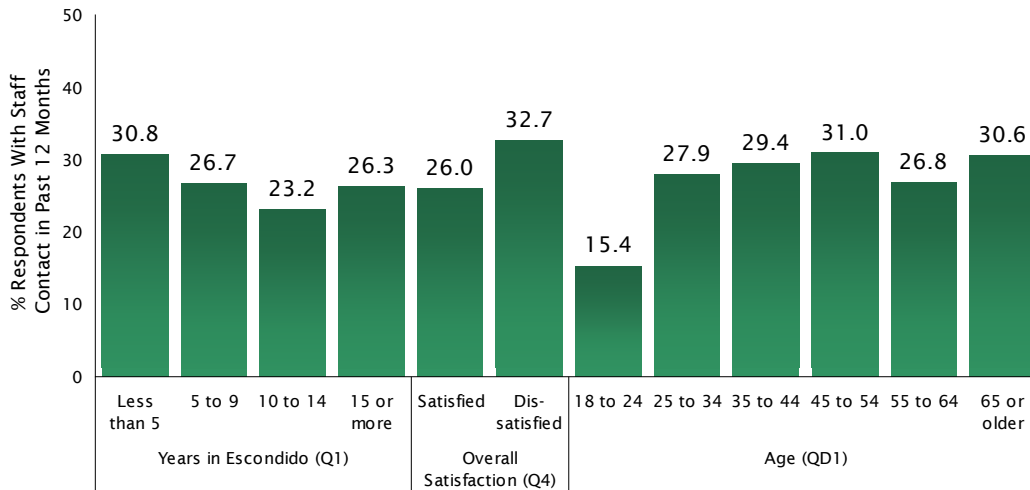
**Question 13** *In the past 12 months, have you been in contact with staff from the City of Escondido?*

**FIGURE 25 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY STUDY YEAR**

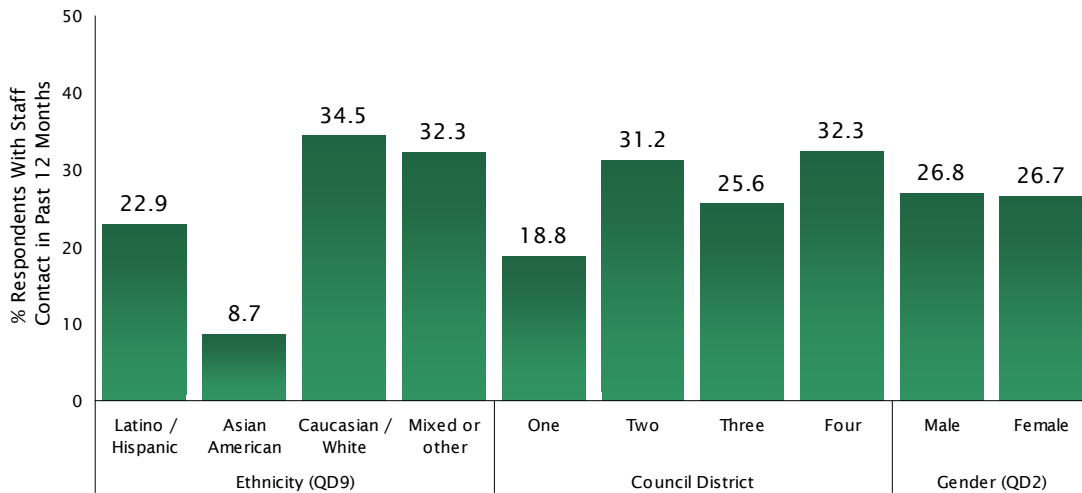


3. True North has found a similar decline in staff-resident contact during the pandemic when surveying in other California cities.

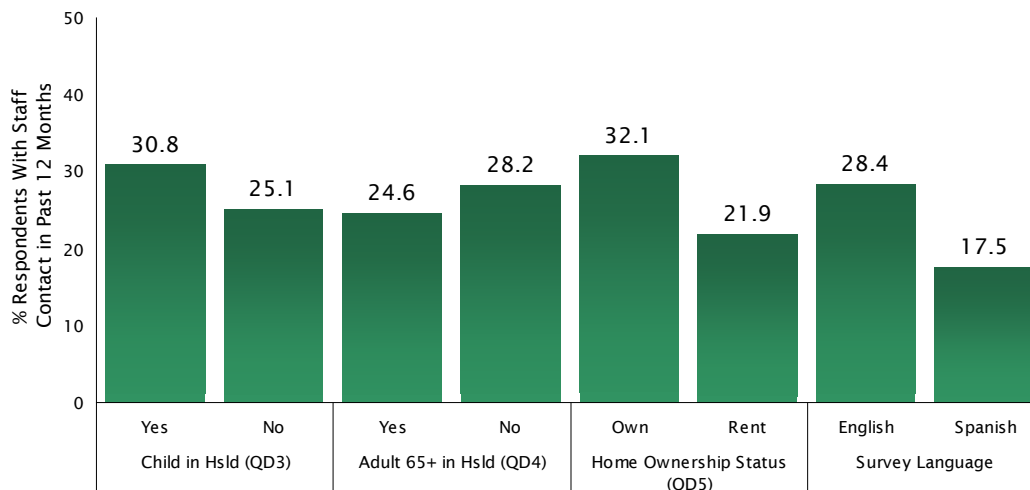
**FIGURE 26 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY YEARS IN ESCONDIDO, OVERALL SATISFACTION & AGE**



**FIGURE 27 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY ETHNICITY, COUNCIL DISTRICT & GENDER**



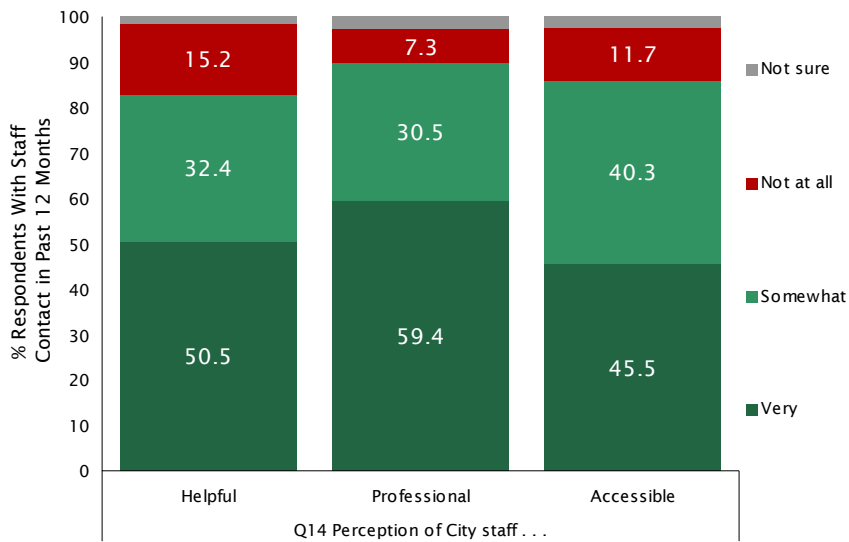
**FIGURE 28 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY CHILD IN HSLD, ADULT 65+IN HSLD, HOME OWNERSHIP STATUS & SURVEY LANGUAGE**



**ASSESSMENT OF CITY STAFF** The final question in this section asked residents with recent staff contact to rate city staff on three dimensions: helpfulness, professionalism, and accessibility. Respondents generally provided high ratings for city staff on all three dimensions (Figure 29), with the vast majority of respondents describing staff as professional (90%), accessible (86%), and helpful (83%). There were no statistically significant changes in the percentage of respondents who rated City staff as very accessible, professional, or helpful between 2020 and 2021 (see Table 12).

**Question 14** *In your opinion, was the staff at the City very \_\_\_\_\_, somewhat\_\_\_\_\_, or not at all \_\_\_\_\_.*

**FIGURE 29 PERCEPTIONS OF CITY STAFF**



**TABLE 12 PERCEPTIONS OF CITY STAFF BY STUDY YEAR**

	Study Year		Change in Very '20 to '21
	2021	2020	
Helpful	50.5	49.7	+0.8
Accessible	45.5	47.2	-1.7
Professional	59.4	62.6	-3.3

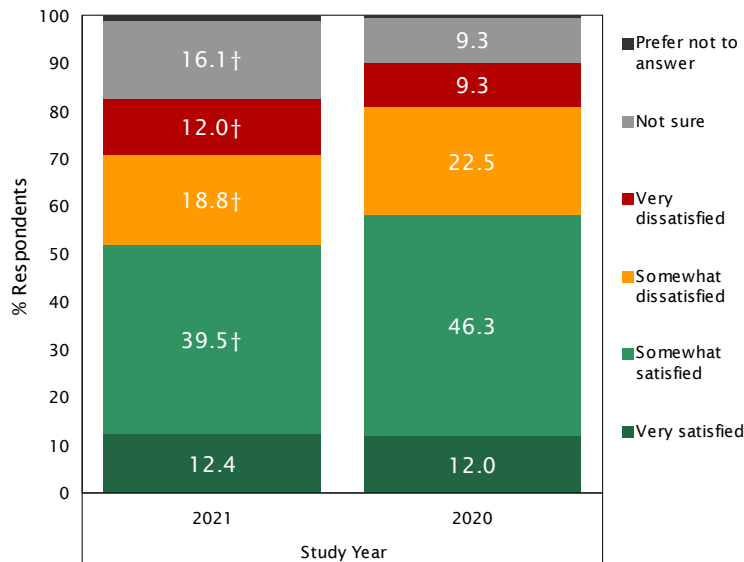
# COMMUNICATION

The importance of city communication with residents cannot be over-stated. Much of a city’s success is shaped by the quality of information that is exchanged in both directions, from the City to the community and from the community to the City. This study is just one example of Escondido’s efforts to enhance the information flow to the City to better understand the community’s concerns, perceptions, and needs. Some of Escondido’s many efforts to communicate with its residents include its newsletters, timely press releases, social media, and its website. In this section, we present the results of two communication-related questions.

**SATISFACTION WITH COMMUNICATION** Question 15 asked Escondido residents to report their satisfaction with the City’s efforts to communicate through newsletters, the Internet, social media, and other means. Overall, 52% of respondents indicated they were satisfied with the City’s efforts to communicate with residents through newsletters, the Internet, social media, and other means. The remaining respondents were either dissatisfied with the City’s efforts in this respect (31%), unsure of their opinion (16%), or preferred to not answer the question (1%). When compared to the 2020 survey results, satisfaction with the City’s communication efforts was significantly lower in 2021, driven mostly by an increase in the percentage of respondents who were unsure about their opinion.

**Question 15** Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the City's website, social media, and other means?

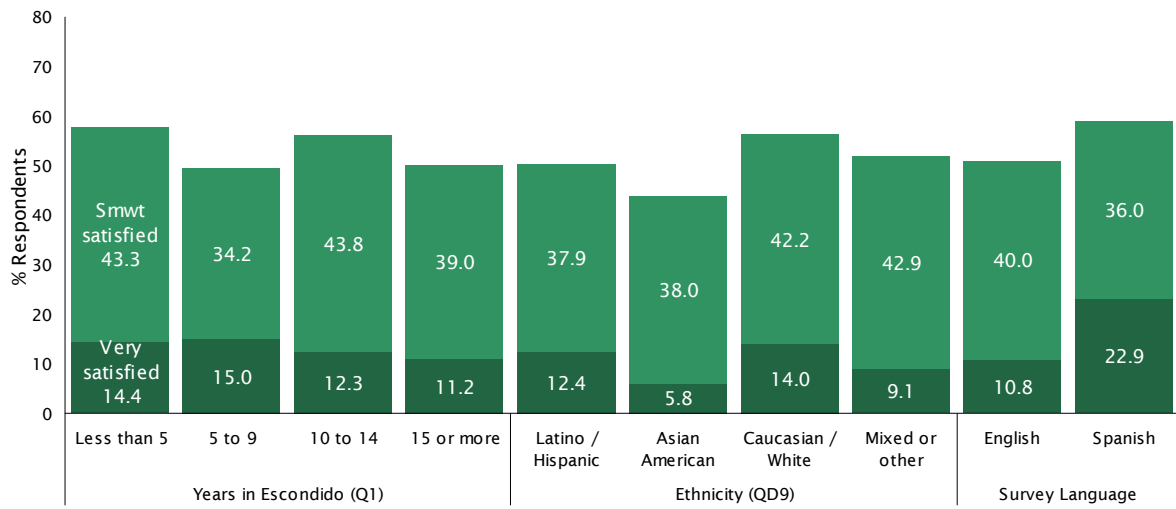
**FIGURE 30 SATISFACTION WITH SERVICES BY STUDY YEAR**



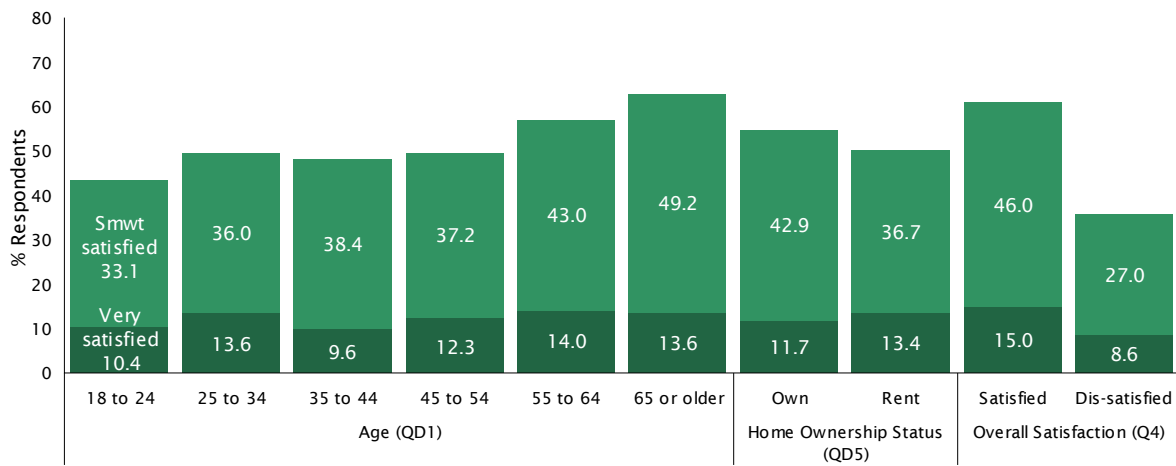
Satisfaction with the City’s communication efforts was reasonably consistent across subgroups (see figures 31-33), although newer residents (less than five years), those who completed the survey in Spanish, seniors, and those generally satisfied with the City’s overall performance in providing municipal services also tended to express greater satisfaction with the City-resident communication when compared to their counterparts.



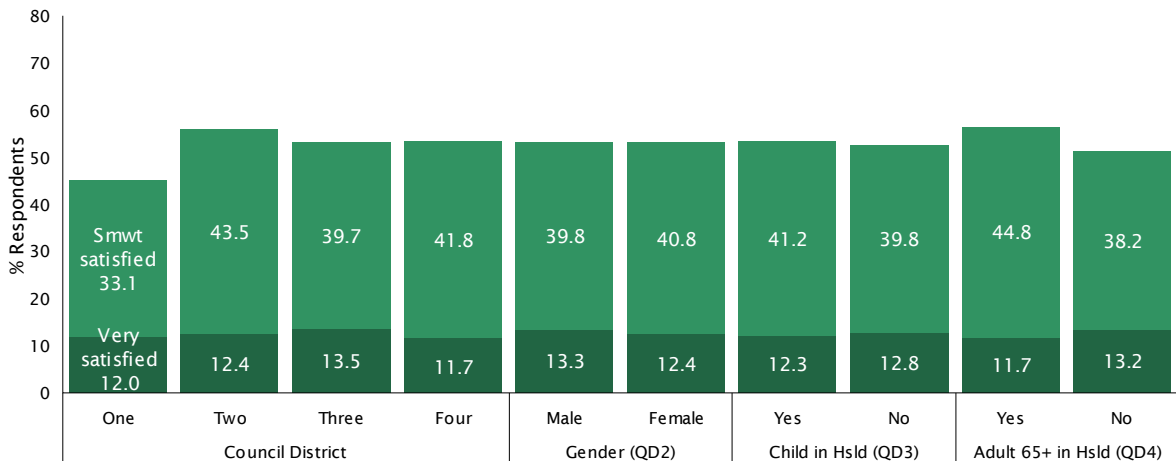
**FIGURE 31 SATISFACTION WITH SERVICES BY YEARS IN ESCONDIDO, ETHNICITY & SURVEY LANGUAGE**



**FIGURE 32 SATISFACTION WITH SERVICES BY AGE, HOME OWNERSHIP STATUS & OVERALL SATISFACTION**



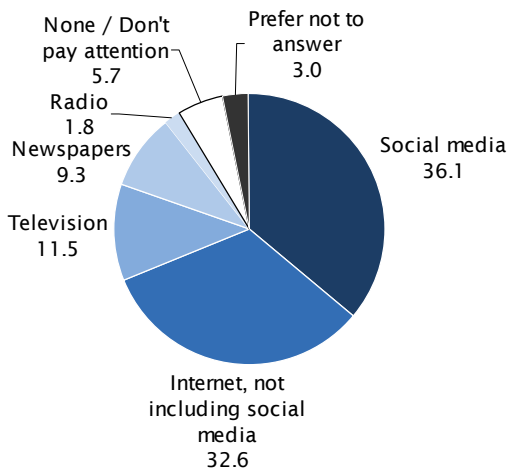
**FIGURE 33 SATISFACTION WITH SERVICES BY COUNCIL DISTRICT, GENDER, CHILD IN HSLD & ADULT 65+ IN HSLD**



**PRIMARY INFORMATION SOURCE** The final substantive question of the survey (Question 16) asked respondents to identify which channel—newspapers, television, radio, social media, or the Internet—is their *primary* source for information about news and events in Escondido. As shown in Figure 34, 36% indicated that they rely on social media for most of their information about Escondido news and events, followed by the Internet (33%) and television (12%). The remaining sources—newspapers and radio—were identified as primary information sources for news and events in Escondido by 9% and 2% of respondents, respectively. Approximately 6% offered that they don’t pay attention to Escondido news and events, and an additional 3% preferred to not answer the question.

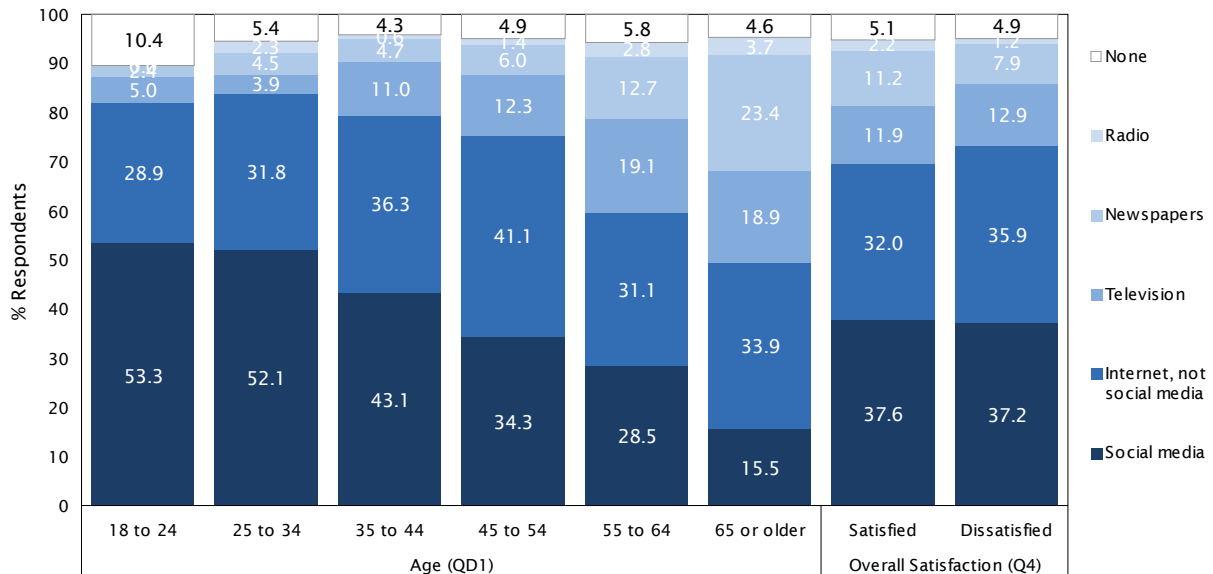
**Question 16** Which of the following would you say is your primary source for information about news and events in Escondido? Newspapers, television, radio, social media, or the Internet?

**FIGURE 34 PRIMARY SOURCE OF INFORMATION**

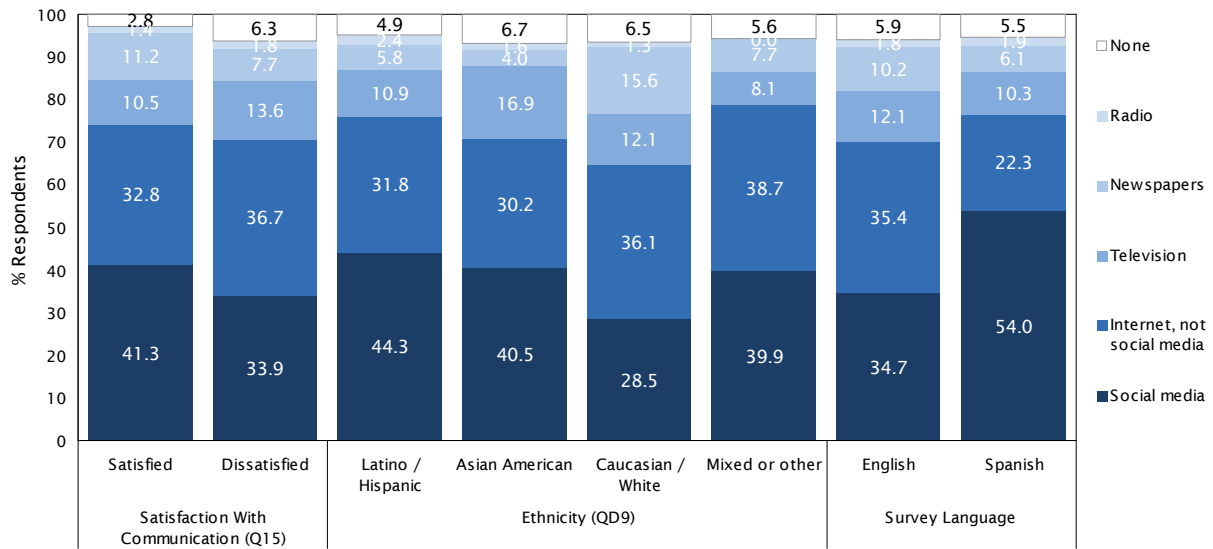


Figures 35-37 show how reliance on specific information sources varied across subgroups of Escondido residents. The most consistent patterns occur with respect to age. Reliance on social media decreases dramatically with age, whereas reliance on television and newspapers tends to increase with age. Using social media as a primary information source was also noticeably higher among those who completed the survey in Spanish and those living with a child.

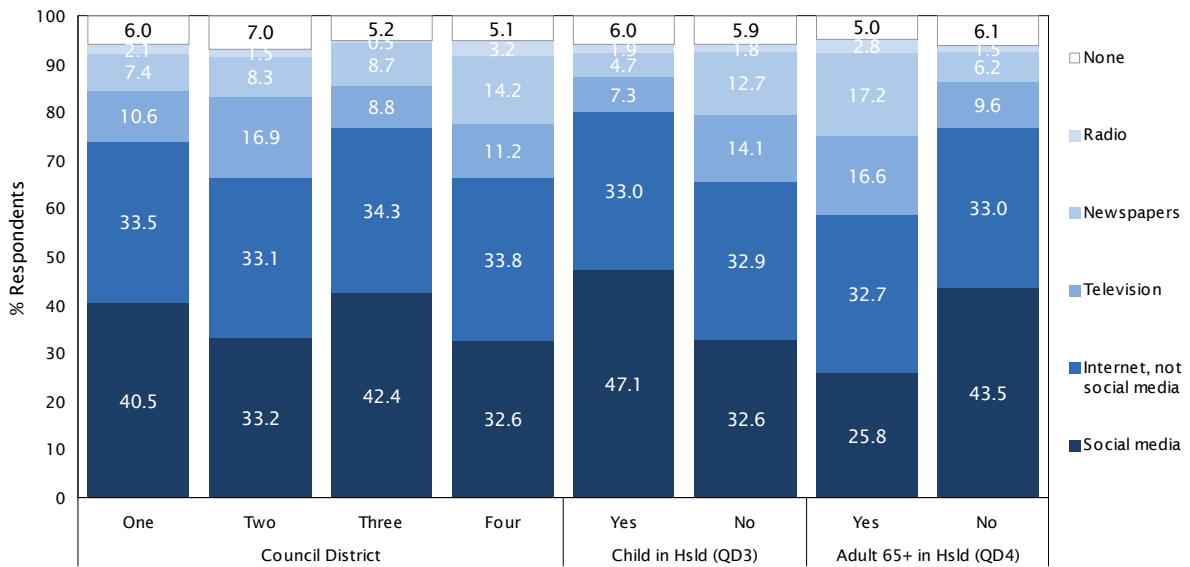
**FIGURE 35 PRIMARY SOURCE OF INFORMATION BY AGE & OVERALL SATISFACTION**



**FIGURE 36 PRIMARY SOURCE OF INFORMATION BY SATISFACTION WITH COMMUNICATION, ETHNICITY & SURVEY LANGUAGE**



**FIGURE 37 PRIMARY SOURCE OF INFORMATION BY COUNCIL DISTRICT, CHILD IN HSLD & ADULT 65+ IN HSLD**





## BACKGROUND & DEMOGRAPHICS

**TABLE 13 DEMOGRAPHICS OF SAMPLE BY STUDY YEAR**

	Study Year	
	2021	2020
<i>Total Respondents</i>	<i>1,298</i>	<i>2,000</i>
<b>Years in Escondido (Q1)</b>		
Less than 5	18.1	18.3
5 to 9	14.1	14.3
10 to 14	9.5	9.9
15 or more	58.0	57.0
Prefer not to answer	0.3	0.4
<b>Child in Hsld (QD3)</b>		
Yes	32.4	33.7
No	62.7	63.3
Prefer not to answer	5.0	3.0
<b>Gender (QD2)</b>		
Male	45.1	45.4
Female	47.8	51.4
Prefer not to answer	7.1	3.2
<b>Age (QD1)</b>		
18 to 24	13.9	12.9
25 to 34	19.7	22.6
35 to 44	16.6	15.2
45 to 54	14.7	13.6
55 to 64	15.3	15.6
65 or older	16.8	16.7
Prefer not to answer	3.0	3.4
<b>Adult Over 65 in Hsld (QD4)</b>		
Yes	32.1	32.5
No	62.7	64.7
Prefer not to answer	5.2	2.8
<b>Home Ownership Status (QD5)</b>		
Own	49.8	55.2
Rent	48.4	41.9
Prefer not to answer	1.9	2.9
<b>Employment Status (QD6)</b>		
Full-time	53.5	52.1
Part-time	5.7	10.2
Self-employed	8.7	N/A
Student	4.7	4.3
Homemaker	2.7	3.5
Retired	18.7	20.3
Between jobs	1.9	4.5
Prefer not to answer	4.0	5.0
<b>Council District</b>		
One	25.0	25.0
Two	25.0	25.0
Three	25.0	25.0
Four	25.0	25.0
<b>Survey Language</b>		
English	87.0	90.7
Spanish	13.0	9.3
<b>Ethnicity (QD9)</b>		
Latino / Hispanic	51.2	N/A
Asian American	5.4	N/A
Caucasian / White	37.1	N/A
Mixed or other	2.5	N/A
Prefer not to answer	3.7	N/A

Table 13 presents the key demographic information collected during the survey. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, and ensure that the resulting sample matched the profile of Escondido's adult population on key characteristics based on the most recent Census data.



## M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with the City of Escondido to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who reported in Question 13 they had interacted with city staff in the 12 months prior to the interview were asked to rate staff's performance in Question 14. The questionnaire included with this report (see *Questionnaire & Toplines* on page 41) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

**PROGRAMMING, PRE-TEST & TRANSLATION** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the city prior to formally beginning the survey. The final questionnaire and invitations were professionally translated into Spanish to allow for data collection in English and Spanish.

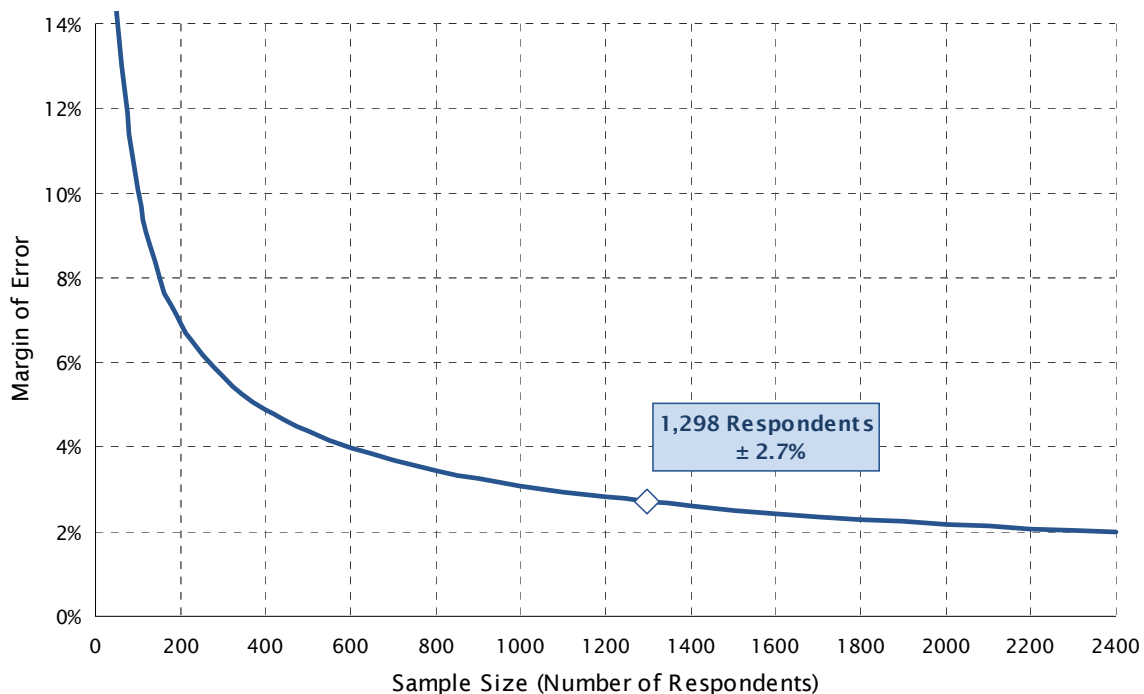
**SAMPLE, RECRUITING & DATA COLLECTION** A comprehensive database of Escondido households was utilized for this study, ensuring that all households in Escondido had the opportunity to be selected to participate in the survey. Once selected at random, contact information was appended to each record including email addresses and telephone numbers for adult residents. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Escondido residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North placed telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 18 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 1,298 interviews were gathered online and by telephone between December 3 and December 10, 2021.

**MARGIN OF ERROR DUE TO SAMPLING** The results of the survey can be used to estimate the opinions of all adult residents of the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 1,298 adult residents for a particular question and what would have been found if all of the estimated 114,184 adult residents<sup>4</sup> had been interviewed.

Figure 38 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is  $\pm 2.7\%$  for questions answered by all 1,298 respondents.

**FIGURE 38 MAXIMUM MARGIN OF ERROR**



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 38 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

4. Source: U.S. Census Bureau estimate April, 2021.

**DATA PROCESSING & WEIGHTING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by age and Council District.

**ROUNDING** Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

# QUESTIONNAIRE & TOPLINES



City of Escondido  
Community Opinion Survey  
Final Toplines (n=1,298)  
December 2021

## Section 1: Introduction to Study

Hi, may I please speak to: \_\_\_\_\_. Hi, my name is \_\_\_\_\_ and I'm calling from TNR, an independent public opinion research company. We're conducting a survey for the City of Escondido (ES-con-DEE-doh) about important issues and we would like to get your opinions.

*If needed:* This is a survey about important issues in your community. 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?

## Section 2: 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 Escondido.

Q1 How long have you lived in the City of Escondido?

1	Less than 1 year	3%
2	1 to 4 years	15%
3	5 to 9 years	14%
4	10 to 14 years	10%
5	15 years or longer	58%
99	Prefer not to answer	0%

Q2 How would you rate: \_\_\_\_\_.? Would you say it is excellent, good, fair, poor or very poor?

		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
	<i>Always ask A first, then randomize remaining items</i>							
A	The overall quality of life in the City	7%	47%	36%	7%	3%	1%	0%
B	Escondido as a place to raise a family	10%	33%	33%	13%	5%	5%	1%
C	Escondido as a place to work	5%	25%	32%	15%	5%	15%	3%
D	Escondido as a place to retire	9%	30%	27%	15%	10%	8%	1%
E	Escondido as a place to shop and dine	8%	36%	37%	13%	5%	1%	0%
F	Escondido as a place to play and recreate	7%	29%	34%	19%	7%	3%	0%
G	Escondido as a place to operate a business	5%	20%	31%	12%	6%	23%	3%
H	Escondido as a place to advance my career	3%	13%	26%	23%	13%	17%	4%



Q3	If the city government could <b>change</b> one thing to make Escondido a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below. Categories mentioned by at least 2% of respondents shown here.	
	Address homeless issues	25%
	Improve public safety, more police presence	17%
	Improve infrastructure, streets, sidewalks	13%
	Not sure / Cannot think of anything	11%
	Provide more affordable housing	9%
	Clean-up, beautify City, landscape, graffiti	9%
	Improve parks, recreation	6%
	Attract, support, newer, small businesses	4%
	Attract more high-end dining options	4%
	Provide more community events, activities for all ages	4%
	Improve schools, education	4%
	Less residential density, high rise apartments, condos	4%
	Enforce traffic laws	4%
	Improve downtown area, Grand Ave	4%
	No changes / Everything is fine	3%
	Attract, renovate shopping centers, malls	3%
	Reduce traffic congestion	2%
	Address parking issues	2%
	Improve planning, city development	2%
	Synchronize traffic lights	2%
	Renovate, repurpose old, empty buildings	2%

Section 3: City Services								
Next, I would like to ask a series of questions about services provided by the City of Escondido.								
Q4	Generally speaking, are you satisfied or dissatisfied with the job the City of Escondido 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						13%
	2	Somewhat satisfied						53%
	3	Somewhat dissatisfied						18%
	4	Very dissatisfied						8%
	98	Not sure						7%
	99	Prefer not to answer						1%
Q5	For each of the services I 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:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?							
		<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide police services		24%	42%	15%	11%	7%	1%
B	Reduce crime and gang activity		7%	27%	30%	25%	10%	1%
C	Provide fire protection and prevention services		31%	45%	9%	3%	11%	1%
D	Provide paramedic and emergency medical services		32%	40%	8%	4%	15%	1%
E	Prepare the City for emergencies and natural disasters		10%	33%	17%	7%	31%	1%
F	Preserve natural open space and parkland		24%	44%	16%	9%	6%	0%
G	Maintain and repair local streets and roads		9%	33%	32%	25%	1%	0%
H	Maintain sewer and storm drain systems		22%	49%	12%	6%	12%	0%
I	Keep public areas clean and free of graffiti		14%	40%	26%	17%	2%	0%
J	Maintain parks, sports fields, and recreation facilities		22%	50%	16%	8%	4%	0%
K	Provide special events such as concerts in the park and holiday festivals		17%	40%	23%	11%	9%	1%
L	Address homelessness		3%	9%	29%	54%	5%	1%
M	Provide a variety of recreation programs for all ages		14%	40%	21%	10%	15%	1%
N	Provide services and programs for seniors		10%	29%	17%	5%	37%	2%
O	Manage traffic congestion		11%	36%	28%	22%	3%	0%

P	Attract businesses and good paying jobs to the City	5%	26%	33%	21%	14%	1%	
Q	Provide arts and cultural activities	19%	45%	17%	7%	10%	1%	
R	Provide library services	26%	38%	12%	6%	17%	1%	
Q6	Overall, how <b>safe</b> is the City of Escondido as a place to live? Would you say it is very safe, somewhat safe, somewhat unsafe, or very unsafe?							
	1	Very safe						8%
	2	Somewhat safe						55%
	3	Somewhat unsafe						29%
	4	Very unsafe						7%
	99	Prefer not to answer						1%

#### Section 4: Parks & Recreation Priorities

The City of Escondido has the resources to provide some of the parks and recreation facilities and services desired by residents. Because it can't fund *every* service and project, the City must set priorities.

Q7 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?

		High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Skate parks	16%	38%	31%	9%	4%	1%
B	Bike parks and pump tracks	20%	37%	29%	9%	4%	1%
C	Dedicated pickleball courts	8%	20%	37%	26%	8%	1%
D	Batting cages	11%	31%	37%	14%	6%	1%
E	Agricultural history museum	14%	28%	37%	15%	5%	1%
F	Nature Center at Dixon Lake that can be reserved for events	27%	38%	24%	7%	5%	1%
G	Off-leash dog parks	19%	31%	33%	13%	3%	1%
H	Acquire land to create additional parks and green spaces	47%	30%	14%	6%	3%	0%
I	Indoor soccer fields	11%	25%	38%	19%	5%	1%
J	Outdoor soccer fields	22%	38%	28%	7%	3%	1%
K	Sports fields to can be used for multiple sports such as soccer, football, and rugby	42%	38%	14%	3%	3%	0%
L	Community gardens for growing food	34%	34%	21%	7%	3%	1%

Q8	Is there a park or recreation facility improvement that I <i>didn't</i> mention that you think should be a high priority for future city spending? <i>If yes, ask:</i> Please describe it to me. <i>Verbatim responses recorded and later grouped into categories shown below.</i>	
	No additional park, rec facility improvements	60%
	Not sure / Prefer not to answer	9%
	Improvements to specific existing park, rec facilities, areas (e.g., Mountain View, Kit Carson, Lake Hodges, Grape Day Park, Jesmond Dene, Woodland Park, Washington Park, Escondido Creek)	9%
	Parks, open space	5%
	Swimming pool / Aquatic Center	3%
	Hiking, walking trails	2%
	Better security, lighting	2%
	Variety of sports fields	2%
	Bike trails	1%
	Programs, facilities for all ages	1%
	Off-leash dog parks	1%
	Clean, maintain existing facilities	1%
	Skate park	1%
	Tennis courts	1%
	Facilities for homeless	1%
	Basketball courts	1%

### Section 5: Policy Issues

Next, I'd like to ask you a few questions that will help the City set future policy.

Q9	When elected, Escondido City Councilmembers serve a four year term. There is currently no limit to how many terms a Councilmember can serve, provided that they are re-elected by voters. Which of the following opinions is closest to your own? _____ OR _____? <i>Randomize order of statements.</i>	
1	Members of the City Council should be able to serve as many terms as they want to serve, provided that voters choose to re-elect them.	22%
2	Councilmembers should be limited to two consecutive four-year terms (8 years total).	68%
98	Not sure	9%
99	Prefer not to answer	1%

Q10	The position of City Treasurer in the City of Escondido is currently elected by the voters. Although the position requires expertise in finance, accounting, investment and other skills to be performed well, candidates are <i>not</i> required to have these skills when running for Treasurer. For this and other reasons, the City of Escondido outsources its investment decisions to companies with the needed expertise.		
	Knowing the above, which of the following opinions is closest to your own? _____ OR _____? <i>Randomize order of statements.</i>		
	1	The City should <b>eliminate</b> the City Treasurer position. They shouldn't pay a person \$135,000 (one hundred, 35 thousand dollars) a year to do a job they may not be qualified to do, and for which the City is outsourcing the work anyway.	55%
	2	The City should <b>keep</b> the elected City Treasurer position. The Treasurer is meant to oversee the City's investment decisions and answers directly to the voters.	26%
	98	Not sure	16%
99	Prefer not to answer	2%	

**Section 6: Land Use**

Next, I would like to ask a few questions about the availability of housing in Escondido.

Q11	As I read the following housing types, please tell me whether you feel there is <u>currently</u> too much, about the right amount, or too little of this type of housing in the City of Escondido.					
	<i>Randomize</i>	Too Much	About Right	Too Little	Not sure	Prefer not to answer
A	Housing that is affordable for middle-income families	5%	29%	57%	9%	0%
B	Housing that is affordable for low-income families	15%	17%	55%	13%	1%
C	Housing that is affordable for seniors	5%	22%	50%	22%	1%
D	Housing that is affordable for people working in essential jobs like teachers, nurses, police officers, and firefighters	4%	27%	53%	15%	1%

Q12	California State law requires that all cities plan for additional housing. With a general shortage of housing in California, the State is requiring that the City of Escondido plan for approximately 9,600 (nine thousand, six hundred) new housing units. To meet the State's new housing requirements, the City has several options. As I read the following options, please indicate whether you would support or oppose the City taking this action.						
	Would you support or oppose: _____? <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	Allowing single family homes to be redeveloped with up to <b>three</b> units per parcel	15%	27%	20%	29%	7%	1%
B	Allowing condominiums or apartments to be built in areas currently zoned for single family houses	13%	22%	23%	38%	4%	1%
C	Allowing for <b>mixed-use</b> housing projects, where housing is built on top of or next to commercial buildings	27%	34%	16%	17%	5%	1%
D	Allowing underutilized commercial or industrial properties to be redeveloped into housing	42%	38%	8%	8%	4%	1%
E	Building multi-family housing in an outlying area of the Westfield Mall parking lot that is rarely used for parking	22%	30%	15%	27%	5%	1%

**Section 7: Customer Service**

Q13	In the past 12 months, have you been in contact with staff from the City of Escondido?						
	1	Yes	27%	<i>Ask Q14</i>			
	2	No	66%	<i>Skip to Q15</i>			
	98	Not sure	6%	<i>Skip to Q15</i>			
	99	Prefer not to answer	1%	<i>Skip to Q15</i>			
Q14	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		51%	32%	15%	1%	1%
B	Professional		59%	30%	7%	2%	1%
C	Accessible		46%	40%	12%	2%	1%

**Section 8: Communications**

Q15	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the City's website, social media, and other means? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	12%
	2	Somewhat satisfied	39%
	3	Somewhat dissatisfied	19%
	4	Very dissatisfied	12%
	98	Not sure	16%
	99	Prefer not to answer	1%
Q16	Which of the following would you say is your <b>primary</b> source for information about news and events in Escondido? Newspapers, television, radio, social media, or the Internet?		
	1	Newspapers	9%
	2	Television	12%
	3	Radio	2%
	4	Social media	36%
	5	Internet, not including social media	33%
	6	None / I don't pay attention to news and events in Escondido	6%
	99	Prefer not to answer	3%

**Section 9: 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	14%
	25 to 34	20%
	35 to 44	17%
	45 to 54	15%
	55 to 64	15%
	65 or older	17%
	Prefer not to answer	3%

D2	What is your gender?			
	1	Male	45%	
	2	Female	48%	
	3	Non-binary	1%	
	99	Prefer not to answer	6%	
D3	Do you have one or more children under the age of 18 living in your household?			
	1	Yes	32%	
	2	No	63%	
	99	Prefer not to answer	5%	
D4	Do you have one or more adults 65 years of age or older in your household?			
	1	Yes	32%	
	2	No	63%	
	99	Prefer not to answer	5%	
D5	Do you own or rent your residence in Escondido?			
	1	Own	50%	
	2	Rent	48%	
	99	Prefer not to answer	2%	
D6	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, self-employed, a student, a homemaker, retired, or are you in-between jobs right now?			
	1	Employed full-time	54%	Ask D7
	2	Employed part-time	6%	Ask D7
	3	Self-employed	9%	Ask D7
	4	Student	5%	Skip to D9
	5	Homemaker	3%	Skip to D9
	6	Retired	19%	Skip to D9
	7	In-between jobs	2%	Skip to D9
	99	Prefer not to answer	4%	Skip to D9



D7 Is your employer based in the City of Escondido?		
1	Yes	32%
2	No	66%
99	Prefer not to answer	2%
D8 Are you currently working from home, commuting to a workplace outside of your home, or a mixture of both?		
1	Working from home	16%
2	Commuting to a workplace outside home	57%
3	Mixture of both	25%
99	Prefer not to answer	2%
D9 What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
1	Latino/Hispanic	51%
2	Asian American -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	5%
3	Caucasian/White	37%
4	African-American/Black	<1%
5	American Indian or Alaskan Native	<1%
6	Pacific Islander	<1%
7	Middle Eastern	<1%
8	Mixed Heritage	1%
98	Other	<1%
99	Prefer not to answer	4%
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 Escondido		

#### Post-Interview & Sample Items

S1 Council District		
1	One	25%
2	Two	25%
3	Three	25%
4	Four	25%

City of Escondido Community Opinion Survey

December 2021

S2	Survey Language		
	1	English	87%
	2	Spanish	13%

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