

City of Torrance Residents Survey – 2019

Survey Conducted: January 24 – February 7, 2019

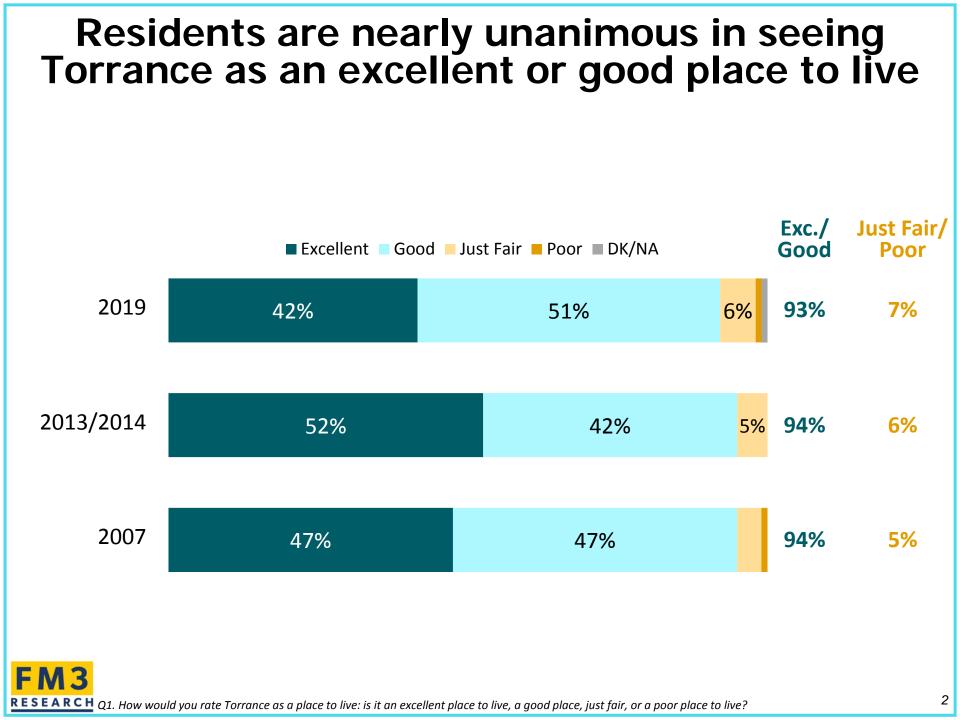


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Methodology

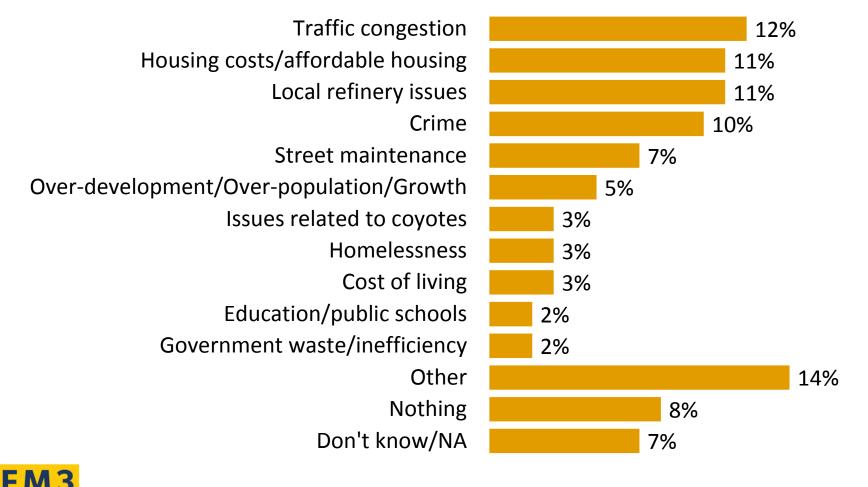
- Survey conducted January 24-February 7, 2019
- 1,336 Torrance residents over the age of 18 surveyed
- Survey conducted online and by telephone (cellular and landline)
- To ensure the representation of all adult residents, a random sample of those without publicly available e-mail addresses or telephone numbers received a postcard in the mail with an invitation to take the survey online.
- Results were weighted slightly using figures from the U.S. Census to ensure the sample proportions reflect demographic and geographic proportions within the actual population as a whole.
- Margin of error for the full sample: +/- 4.4 percentage points.
- Percentages may not equal 100% due to rounding error.
- Results compared to those from the 2013/2014 and 2007 studies, where applicable.





No single issue dominates among resident concerns, with traffic, housing, refinery issues, and crime topping the list

(Open-ended question where no response options provided; Responses grouped; Responses of 2% or greater shown)



RESEARCH Q2. What do you think is the biggest issue of concern facing the residents of Torrance?

Crime emerges as the most important of eight issues tested; traffic, pollution, local streets, and homelessness are close behind

(Ranked by Extremely Important)

Extremely Impt. Very Impt. Somewhat Impt. Not Too Impt./DK/NA						Ext./Very Impt.
Crime in general	54%		33%		<mark>10%</mark>	87%
Traffic and congestion on local streets	41%	/ 0	34%	6	21%	75%
Polluted stormwater runoff that flows into the ocean and onto local beaches	41%	0	34%	0	18% 7%	75%
The condition of local streets	39%		40%	6	19%	79%
The number of homeless residents	37%		38%		18% 7%	75%
Affordable housing	27%	3	2%	24%	17%	59%
Growth and development	23%	329	%	32%	12%	55%
The increase of coyotes in the community	21%	23%	27%		30%	44%



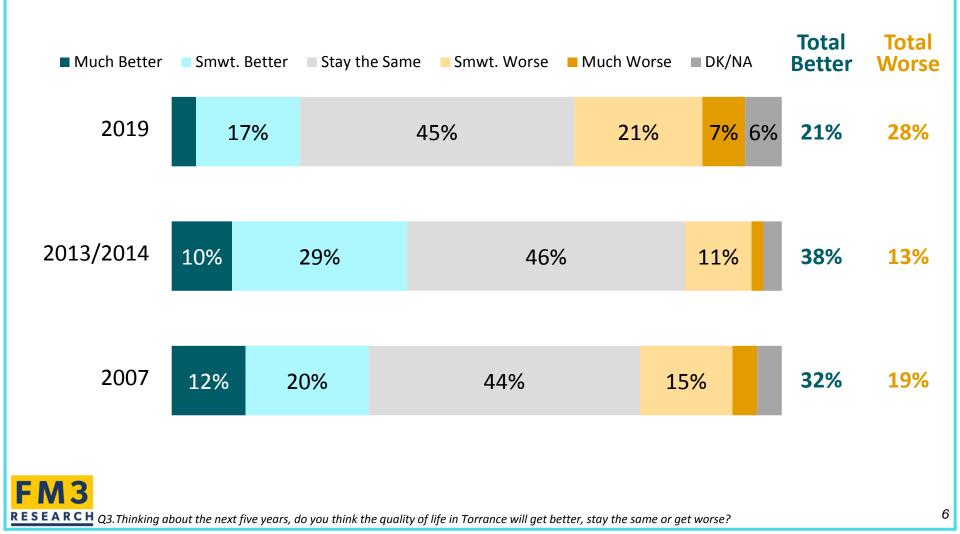
RESEARCH important, or not too important an issue at all.

Intensity of concern about crime has notably increased over the three studies

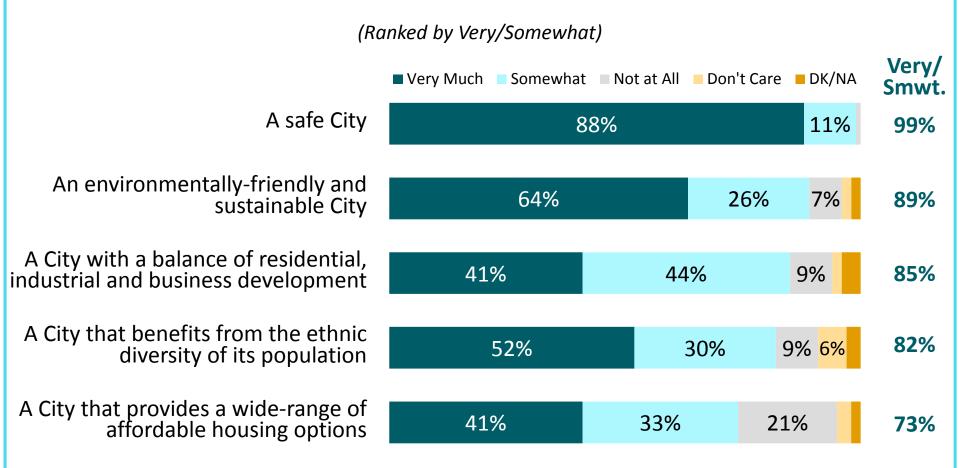
	(Ranked I	by Extremely Impor	tant in 2019)			
	Ext	tremely Impt. 🔳 Very Imp	t. 🧧 Somewhat Im	pt. 📕 Not Too Imp	t./DK/NA	Ext./Very Impt.
	2019 54%			33%	10%	87%
Crime in general	2013/2014	49%		38%	8%	87%
	2007	39%	4	1%	16% <mark>5%</mark>	80%
	2019	41%	34	1%	21%	
Traffic and congestion on local streets	2013/2014	41%			19%	77%
local streets	2007	39%		45%	13%	84%
Polluted stormwater runoff	2019	41%	2/	1% 18	3% 7%	75%
that flows into the ocean	2013/2014	41%			14% <mark>6%</mark>	81%
and onto local beaches	2007	37%	41		4% 8%	78%
	2010					700/
The condition of local	condition of local 2013/2014 34%)%	19%	79% 83%
streets	2013/2014	<u> </u>	45%)% 26	16% 26%	
		2370	1370	20		70%
	2019	27%	32%	24% 20%	17%	59%
Affordable housing	2013/2014 2007	33%			14%	66%
	2007	34%	37%	17%	12%	71%
	2019	23%	32%	32%	12%	55%
Growth and development	2013/2014	21%	38%	31%	10%	59%
E LLO	2007	22%	38%	29%	11%	60%

RESEARCH important, or not too important an issue at all.

Two out of three believe quality of life will remain the same or get better in the next five years; however, optimism has declined over past years



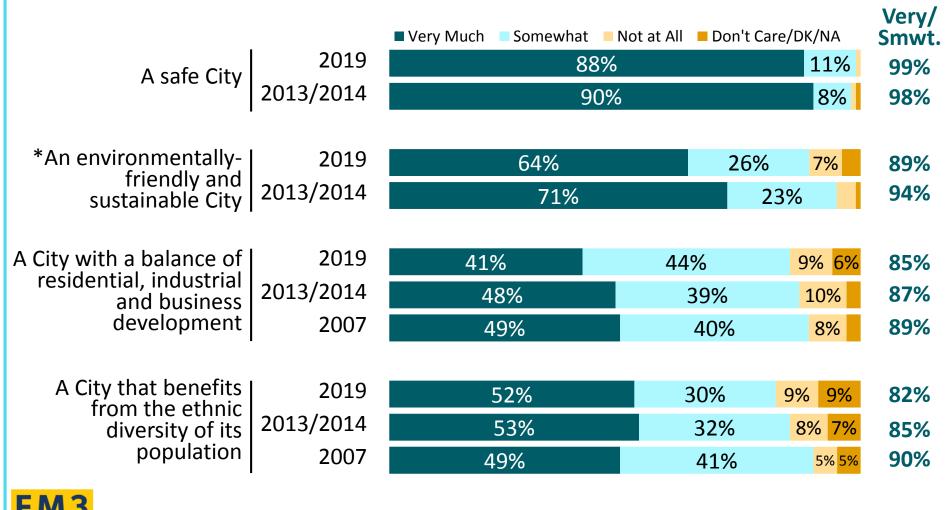
Residents particularly want to see Torrance as a safe and environmentally-friendly city in the future, and value other City attributes in high numbers



RESEARCH personally want to see the City of Torrance be ______ in the year 2023?

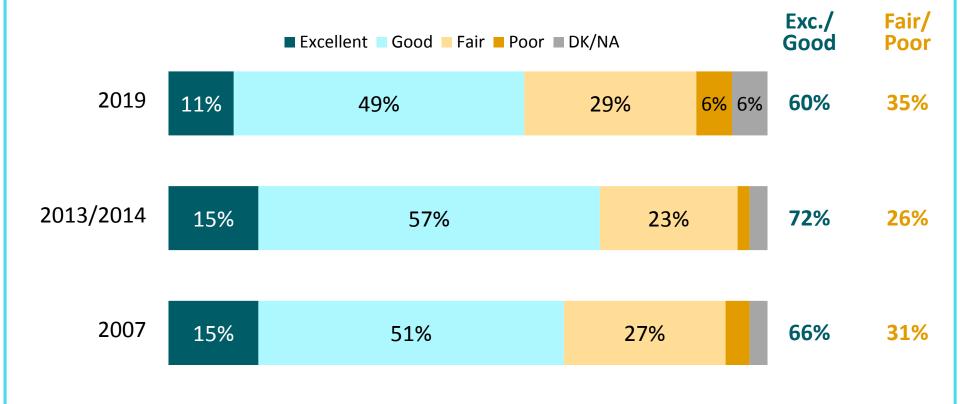
Among the attributes tracked from past studies, there is little change in how residents would like to see the City in the future

(Ranked by Very/Somewhat in 2019)



RESEARCH personally want to see the City of Torrance be ______ in the year 2023? *2013/2014 wording read "An environmentally friendly City"

Nearly all respondents have at least a fair impression of the job Torrance is doing providing services, but reviews are down from past years



RESEARCH doing an excellent job, a good job, a fair job or a poor job?

Residents are most satisfied with fire protection/paramedic services and police protection

(Using a scale of 1 to 7, where 1 = "Not at All Satisfied" and 7 = "Very Satisfied")

(Ranked by 2019 mean score)

City Service	Mean Score	5-7 Rating
Fire protection and paramedic services	6.1	81%
Police protection in your neighborhood	5.6	78%
Library services	5.6	68%
Removal of graffiti	5.5	62%
City recreational opportunities and programs	5.3	62%
Cultural and arts opportunities	5.1	56%
Landscaping on street medians and other public areas	5.0	64%
Programs available for seniors	5.0	31%
Tree trimming	4.9	60%
Revitalization of Downtown Torrance	4.8	49%
Providing after-school activities for young people	4.8	37%
Curb pick-up services for large items, such as furniture	4.7	46%
Access to public transportation	4.7	42%
Maintenance of local streets and sidewalks	4.4	51%
Programs to retain, expand, and attract businesses to Torrance	4.4	32%



Q7. I would like to read you a list of specific services provided by Torrance City government to residents of the City. Please tell me how satisfied you are personally with the job that Torrance City government is doing in providing that service for the City's residents. We will use a scale of one to seven, where one means NOT AT ALL SATISFIED with the service and seven means you are VERY SATISFIED with the service. If you have no opinion or don't know about a service or feature I **RESEARCH** mention, you can tell me that too.

Ratings have declined slightly in most areas, but remain positive on average

(Mean scale of 1 to 7, where 1 = "Not at all Satisfied" and 7 = "Very Satisfied") (Ranked by satisfaction mean score difference from 2013/2014 & 2019)

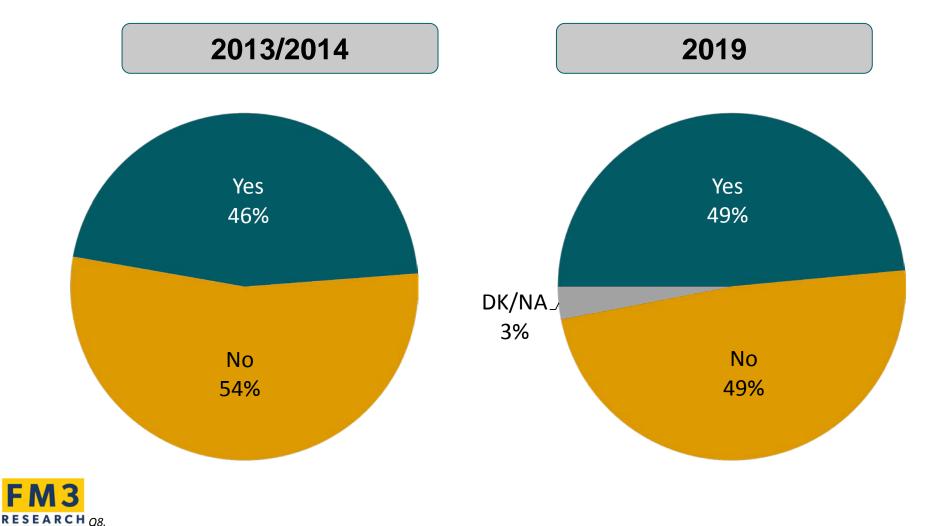
		lean Sco	2013/2014 to 2019	
City Services	2007	2013/ 2014	2019	Mean Difference
Maintenance of local streets and sidewalks	5.2	4.8	4.4	-0.4
Police protection in your neighborhood	6.0	6.0	5.6	-0.4
Access to public transportation		5.1	4.7	-0.4
Landscaping on street medians and other public areas	5.2	5.3	5.0	-0.3
Programs available for seniors	5.6	5.3	5.0	-0.3
Tree trimming	5.1	5.2	4.9	-0.3
Providing after-school activities for young people	5.3	5.1	4.8	-0.3
Cultural and arts opportunities		5.2	5.1	-0.1
Fire protection and paramedic services	6.0	6.2	6.1	-0.1
Library services	5.9	5.6	5.6	No Change
Removal of graffiti	5.6	5.5	5.5	No Change
City recreational opportunities and programs	5.6	5.3	5.3	No Change



Q7. I would like to read you a list of specific services provided by Torrance City government to residents of the City. Please tell me how satisfied you are personally with the job that Torrance City government is doing in providing that service for the City's residents. We will use a scale of one to seven, where one means NOT AT ALL SATISFIED with the service and seven means you are VERY SATISFIED with the service. If you have no opinion or don't know about a service or feature I **RESEARCH** mention, you can tell me that too.

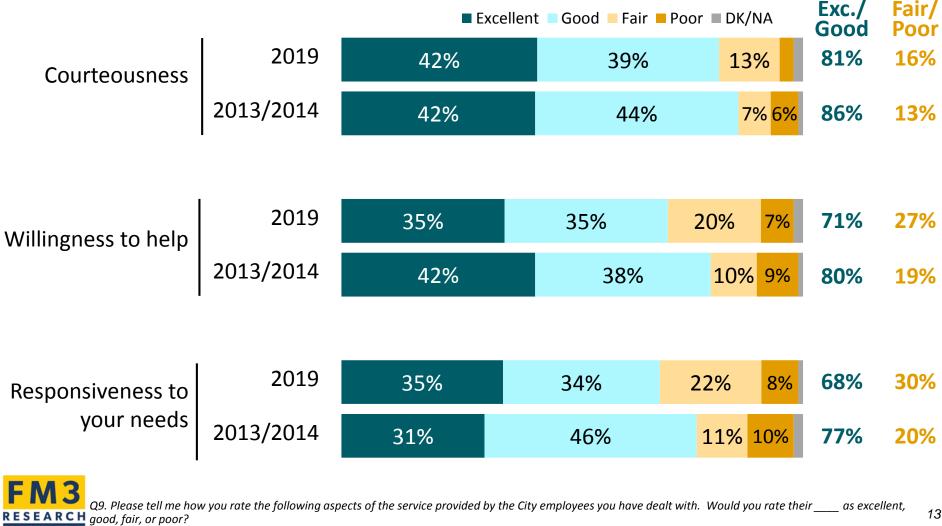
Half of residents have had direct contact with City government in past two years

Have you had any direct contact, either in person, by telephone, through regular mail, e-mail or through the City's website with Torrance City government in the past two years?

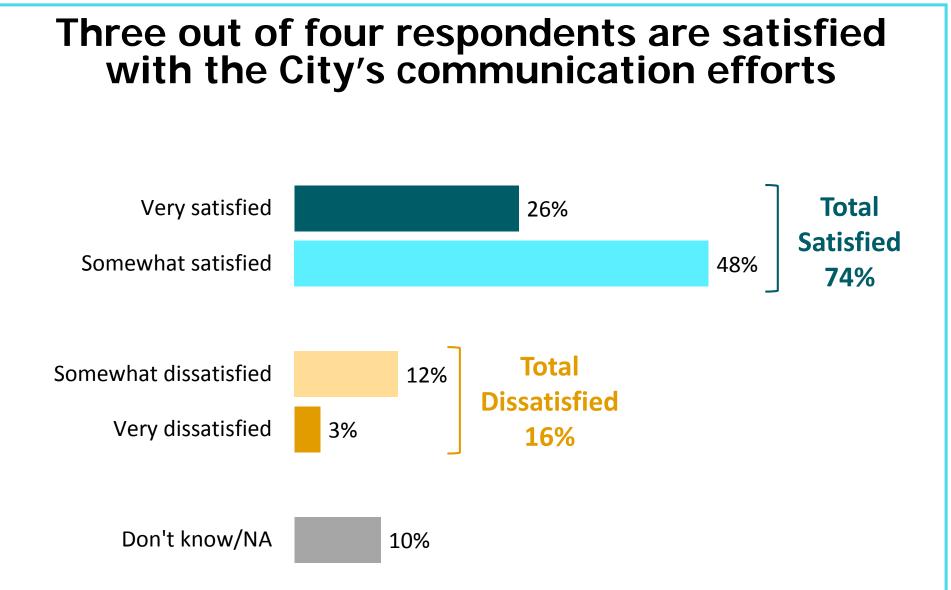


A significant number of residents who have had recent contact with the City rate its staff positively for courtesy, willingness to help, and responsiveness

(Rank order by Excellent/Good in 2019)

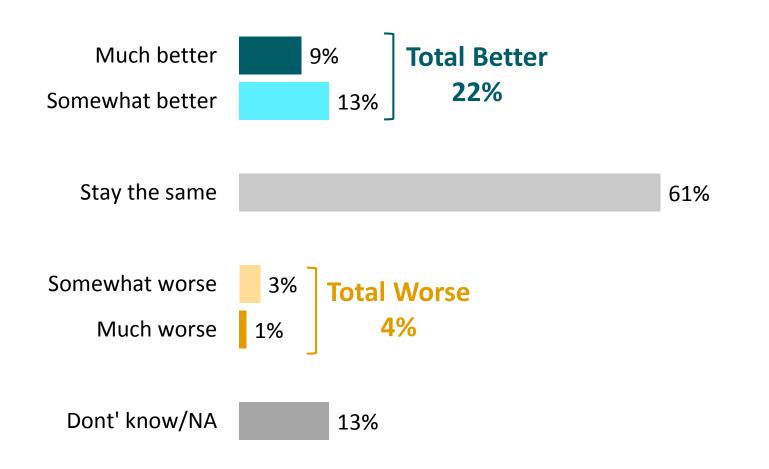


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More than 8 in 10 believe the City's efforts to communicate with its residents have either held steady or improved





Q11. Now, thinking about the last couple of years, would you say that efforts by the City to communicate with its residents has gotten better, gotten worse, or stayed about the same?

The City website, Torrance Alerts, and the Daily Breeze are considered the most informative sources about Torrance City government

(Rank order by Very/Somewhat Informative)

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Very Infor. Smwt. Infor. Very	Smwt. Uninfor. Not Seen/Heard/See/Can't Rate			Iotal Infor.	
The City's website	26%	25%	<mark>6%</mark>	43%	52%
City emergency communications, also known as Torrance Alerts	30%	18%		47%	49%
Print and/or online editions of the Daily Breeze	29%	19%	6%	46%	48%
Digital billboards with official City notifications	11% 24%	6%		59%	35%
City council meetings on cable TV	11% 15% 5	%		70%	25%
Official City social media accounts on Facebook, Twitter, and/or YouTube	9% 15% 5%	6		71%	24%
The City's weekly cable show called <u>This Week in Torrance</u>	6% 11%		8	1%	17%
he City e-newsletter, known as E-Notify	6% <mark>8%</mark>		85	%	14%

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Q12. I am going to mention some information sources about Torrance City government. Please tell me if you think it is informative or not. If you have heard of the new second sec



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