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## INTRODUCTION

Incorporated in 2010 and home to an estimated 66,413 residents<sup>1</sup>, the City of Eastvale is a young, dynamic community filled with economic opportunity and strong values. The City encompasses 13.1 square miles in northwestern Riverside County that was once a rural area of dairy farms and agricultural lands, and is now among the fastest growing communities in the state.

To monitor its progress in addressing residents' current and future needs, the City of Eastvale engages residents on a daily basis and receives periodic *subjective* feedback regarding its performance. 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, strategic planning, budgeting, policy, and community engagement.

To assist in this effort, the City selected True North 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 Eastvale;
- 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 topics such as public safety, land use, economic development, housing, transportation and traffic mobility, and priorities for Eastvale's Strategic Plan.
- Determine satisfaction with and perceived effectiveness of the City's communication with residents, along with preferred methods of communication and community engagement; *and*
- Collect additional background and demographic data that are relevant to understanding residents' perceptions, needs, and interests.

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1. Source: State of California, Department of Finance, E-1 City/County Population Estimates, January 2020.



**OVERVIEW OF METHODOLOGY** A full description of the methodology used for this study is included later in this report (see *Methodology* on page 48). In brief, the survey was administered to a random sample of 1,112 adults who reside within the City of Eastvale. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, and telephone) and multiple data collection methods (telephone and online). Administered in English, Spanish, and Mandarin Chinese between January 5 and January 19, 2021, the average interview lasted 20 minutes.

**STATISTICAL SIGNIFICANCE** This is not the first statistically reliable community survey conducted for the City of Eastvale. A similar study was conducted by True North for the City in 2019, and many of the questions included in the 2021 survey were purposely tracked from the baseline survey conducted in 2019.

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 (2019) 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.

**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 51), and a complete set of crosstabulations for the survey results is contained in Appendix A.

**ACKNOWLEDGEMENTS** True North thanks the City of Eastvale 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, and not necessarily those of the City of Eastvale. 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 1,000 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.



## JUST THE FACTS

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

### QUALITY OF LIFE

- Residents shared very favorable opinions of the overall quality of life in the City (90% excellent or good) and of Eastvale as a place to raise a family (89%). Just over half (53%) of residents surveyed used *excellent* or *good* when rating Eastvale as a place to retire, with another 10% who were unsure.
- Opinions were more evenly split regarding Eastvale as a place to work, with 29% saying it is excellent or good, 24% saying it is fair, and 20% citing it as poor or very poor, with another 27% unsure.
- Residents provided mixed ratings for Eastvale as a place to dine (27% excellent or good, 36% fair, 36% poor or very poor) and shop (41% excellent or good, 36% fair, 22% poor or very poor).
- When asked what city government could do to make Eastvale a better place to live, work, and play, 16% of respondents could not think of any desired changes (12%) or reported that no changes are needed (4%). Among specific changes desired, providing more shopping and dining options was by far the most common (35%), followed by increasing police presence, response/having own police department (11%), improving and providing more recreational facilities (8%), reducing traffic congestion (5%), and enforcing traffic laws (5%). Only 1% of respondents mentioned addressing COVID-related concerns.

### CITY SERVICES

- The vast majority (80%) of Eastvale residents indicated they were either very (28%) or somewhat (52%) satisfied with the City's efforts to provide municipal services. Approximately 12% were very or somewhat dissatisfied, and 7% were unsure or unwilling to share their opinion.
- Among 13 specific service areas tested, those viewed as most important included providing fire protection and emergency medical services (97% extremely or very important), maintaining city streets and roads (96%), maintaining parks and recreation areas (94%), providing trash collection and recycling services (92%), and providing law enforcement services (90%).
- The survey also asked about satisfaction with the City's efforts to provide the same 13 services. Respondents were most satisfied with the City's efforts to provide fire protection and emergency medical services (94% very or somewhat satisfied), followed by maintain parks and recreation areas (92%), hold special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland (89%), and provide trash collection and recycling services (89%).

### TRANSPORTATION MOBILITY

- At least six-in-ten residents used *excellent* or *good* to describe transportation mobility on bike lanes, trails, and sidewalks (68%), overall road safety in Eastvale (67%), and transportation mobility on major streets within Eastvale (62%). The majority of residents also provided favorable ratings for overall transportation mobility in the City (59%) and mobility on freeways and highways in the areas surrounding Eastvale (56%).

- Mobility via bus and transit services (29%) and mobility around schools (46%) were viewed somewhat less positively, although it's worth noting that many residents (39%) did not provide an opinion about bus and transit services.
- Overall, 78% of residents were satisfied with the City's efforts to address roadway safety by improving and maintaining streets and intersections, timing traffic signals, and other measures, with 28% indicating they were very satisfied. Approximately 19% were very or somewhat dissatisfied, and just 2% were unsure or unwilling to share their opinion.

## DOWNTOWN

- Respondents were presented with a list of 14 proposed business types and amenities that could be included in the new Downtown area being developed by the City. Nearly all (99%) of residents surveyed said they were very or somewhat interested in the area including restaurants, followed closely by entertainment uses such as movie houses, music, sports, and arts (93%) and areas to sit and relax (93%).
- Clothing stores (89%), spaces where community can gather and socialize (89%), smaller, boutique retail stores (87%), and attractions and venues unique to Eastvale and the region that help define Eastvale as a visitor destination (85%) were also popular among the vast majority of residents.
- Less than half of respondents were interested in residential housing units built on top of, or next to, office, retail and restaurant businesses (39%) and combination office space and live-work units (49%).

## CUSTOMER SERVICE

- Overall, 20% of residents had been in contact with city staff in the year prior to the interview.
- Residents with recent staff contact provided high ratings for city staff, with more than nine-in-ten residents rating staff as very or somewhat professional (94%) and accessible (92%), and more than eight-in-ten rating staff as helpful (86%).
- Approximately two-thirds (66%) of residents who had contact the City in the past 12 months indicated that the reason for their contact was ultimately resolved to their satisfaction, whereas 26% said it was not resolved to their satisfaction, and the remaining 7% were unsure or chose not to share their opinion.

## ECONOMIC DEVELOPMENT

- Approximately 29% of households indicated that they spend at least half of their household's retail shopping dollars within the City, with 12% spending at least 80% of their dollars within the City and 17% spending between 50% and 79% of their retail dollars within the City. Sixty-seven percent (67%) of households spend less than half of their retail shopping dollars locally in Eastvale, and an additional 4% of respondents were unsure or declined to state.
- More than eight-in-ten (85% of) respondents indicated that there are retail stores and restaurants their household currently visits outside of the City that they would like to have available locally in Eastvale.
- When provided with an open-ended opportunity to identify businesses they would most like to have located in Eastvale, the most commonly mentioned restaurant category was family restaurant chains such as Cheesecake Factory and Olive Garden (53%), followed by breweries/pubs/sports bars such as BJ's and Yard House (24%), a greater variety of cuisines in general such as Greek, Mexican, and Italian (20%), and BBQ restaurants, such as Korean and Hawaiian BBQ (18%). The most commonly mentioned types of stores were specialty organic

food stores such as Whole Foods and Trader Joe's (28%), followed by upscale department stores such as Macy's and Nordstrom (19%) and large department stores such as Wal-Mart and Target (18%).

## STRATEGIC PLANNING & PRIORITIES

- Among a list of 13 project and services that could be part of the City's Strategic Plan Update, maintaining local streets, and improving intersection operations and synchronization of traffic signals to improve mobility was viewed as the highest priority (93% high or medium priority), followed by enhancing local dining and entertainment options (92%), developing the downtown area to be a focal point of the community and a place for residents to meet and connect (86%), and attracting new employers and jobs to Eastvale (86%).
- Promoting cultural and public art in the City (52%) and offering affordable community center meeting rooms and facilities (54%) were lower priorities overall.

## COMMUNICATION & ENGAGEMENT

- Overall, 82% 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 (14%) or unsure of their opinion (4%).
- The majority (59%) of Eastvale residents periodically connect with the City via email, social media, a newsletter, or other outreach effort, whereas 39% indicated that they do not connect with the City and 1% were unsure or declined to state.
- Residents cited email and electronic newsletters as the most effective method for the City to communicate with them (93% very or somewhat effective), followed by a smart phone app (91%), the City's website (88%), and social media (84%). While still perceived as effective by half (50%) of respondents, advertisements in local papers were viewed as the least effective way for the City to communicate with them overall.



## CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the City of Eastvale with a statistically reliable understanding of its residents' opinions, satisfaction, and priorities as they relate to services, facilities, and policies provided by the City. As such, the findings of this study can provide the City with information needed to make sound, strategic decisions in a variety of areas including performance management, strategic planning, establishing budget priorities, and community engagement. 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 survey results answer 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.

*How well is the City performing in meeting the needs of Eastvale residents?*

The period of time between the 2019 Community Satisfaction Study and the current study was punctuated by difficult and dramatic events in Eastvale, including regional wildfires, the COVID-19 pandemic, and the shuttering of non-essential businesses to curb the spread of the disease. Against this turbulent backdrop, residents' opinions of their community and city government remained remarkably stable. Eastvale residents continue to be quite satisfied with the City's efforts to provide municipal services and facilities, as well as the quality of life in the City.

Eight-in-ten (80% of) residents surveyed indicated they were satisfied with the City's overall efforts to provide municipal services, virtually identical to the figure recorded in 2019 (82%). The high level of satisfaction expressed with the City's performance *in general* was also mirrored in residents' assessments of the City's performance in providing most specific services, with the highest satisfaction scores assigned to the City's efforts to provide fire protection and emergency medical services, maintain parks and recreation areas, hold special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland, and provide trash collection and recycling services (see *Specific Services* on page 16). For 9 of the 13 service areas tested, the City is meeting or exceeding the needs and expectations of at least three-quarters of its residents—and for the majority of services the City is meeting the needs of more than 80% of residents (see *Performance Needs & Priorities* on page 20).

The City's solid performance has also contributed to a high quality of life for residents. The vast majority of residents used excellent or good to describe the overall quality of life in the City (90%) and Eastvale as a place to raise a family (89%)—figures that remained steady between 2019 and 2021. Encouragingly, these sentiments were widespread, with the percentage who rated the quality of life as excellent or good ranging from 84% to 96% across *all* age groups, *all* ethnic groups, and for both new and long-time residents (see *Quality of Life* on page 11).

Contributing to the positive ratings the City received for specific service areas is the day-to-day customer service provided by City staff. Indeed, the staff at the City of Eastvale are often the face of the City for residents using city facilities, participating in various programs or events, or in need of assistance from the City on any number of matters. Approximately one-fifth of respondents said they had contact with staff at least once in the 12 months prior to the interview, and approximately nine-in-ten indicated that staff were professional (94%), accessible (92%), and helpful (86%)—also largely unchanged from the 2019 study.

*Where should the City focus its efforts in the future?*

In addition to measuring the City's current performance, a primary goal of this study is to look *forward* and identify opportunities to adjust services, improve facilities, and/or refine communications strategies to best meet the community's evolving needs and expectations. Although the perceived quality of life and resident satisfaction in Eastvale are high, 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 city government could do to make Eastvale a better place to live, work, and play (see *Changes to Improve Eastvale* on page 12), the list of specific services and their priority status for future attention (see *Performance Needs & Priorities* on page 20), the opinions of residents who are generally satisfied with the City's performance versus those generally dissatisfied (see *Differentiators of Opinion* on page 18), and how residents prioritize projects and services to shape the future of Eastvale (see *Strategic Planning & Priorities* on page 38), the themes of providing more shopping, dining, and entertainment options, maintaining local streets, improving intersections, and synchronizing traffic lights to improve transportation mobility, providing law enforcement services, addressing issues that negatively impact community character, addressing homelessness, and providing programs, events, and art that reflect the City's cultural diversity stood out as key areas of opportunity and interest for residents.

The importance of promoting economic development to residents of Eastvale was a particularly strong thread throughout the survey results. Providing more shopping and dining opportunities was by far the most common response when asked what the City could do to make Eastvale a better place to live, work and play, and more generic mentions of the need to engage in economic development and improve the local economy were also common. Nearly nine-in-ten residents expressed a desire to attract specific stores and restaurants to Eastvale—businesses they currently patronize *outside* of Eastvale. The perceived lack of local shopping and dining opportunities is reflected in where residents spend their shopping dollars, with two-thirds reporting they spend *less than half* their retail shopping dollars in Eastvale, a figure that has trended upward since 2019. Prioritizing economic development will not only better meet

residents' desire to shop and dine locally, it will also help the city capture lost sales-tax revenues and generate the additional revenue needed to fund other service and capital improvements desired by residents.

Having identified these general topics as focus areas for residents and opportunities to further enhance resident satisfaction, it is also important to stress that the appropriate strategy is often a combination of communication and actual service improvements. Some residents may simply be unaware that key themes which surfaced in the survey mirror goals and ongoing efforts laid out in the City's Strategic Plan or plans to develop a downtown area, such as elevating residents' dining experience, creating value-added development, and incentivizing new business development. Choosing the appropriate level of outreach to raise public awareness on these matters to accompany the actual improvements will be key to maintaining and improving residents' overall satisfaction in the future.

It is also important to keep in mind that although these areas represent opportunities to improve resident satisfaction, the City should not oversteer. Indeed, the primary takeaway from this 2021 study is that the City does many things very well, particularly in the challenging environment of the past year, and the emphasis should be on continuing to perform at a high level in those areas. The vast majority of residents were pleased with the City's efforts to provide services, programs, and facilities and have a favorable opinion of the City's performance in most areas. The *top priority* for the City should thus be to do what it takes to maintain the high quality of services that it currently provides.

*How well is the City communicating with Eastvale residents, and what are some of the main challenges?*

The public's preferences for communication are growing increasingly diverse. Whereas older and long-time residents continue to rely more heavily on newsletters and printed forms of communication, younger and often newer residents tend to show greater interest and reliance on digital forms of communication including social media, text, and smart phone apps. This pattern makes the challenge of city-resident communication more difficult than in the past, when sources residents relied on for information were fewer and more consistent across demographic subgroups. In turn, satisfaction with public agency communications has generally declined over the past decade.

Against this backdrop of declining satisfaction with public agency communications in general, the 2021 survey results indicate that the City of Eastvale continues to do an commendable job communicating with its residents. More than eight-in-ten (82% of) residents said they were satisfied with the City's efforts to communicate through newsletters, the Internet, social media, and other means, similar to the finding (84%) from 2019. Even among the minority of residents displeased with the City's *overall* performance in providing municipal services, more than



half (53%) said they were satisfied with the City's *communication* efforts. Moreover, when asked if they periodically connect with the City via email, social media, a newsletter, or other outreach effort, approximately six-in-ten (59% of) residents answered in the affirmative.

Looking to the future, there are a variety of communication methods that residents generally viewed as being effective ways for the City to communicate with them (see *Communication Preferences* on page 45). Some of these methods the City appears to be using effectively already, including the City's website, email, and eNotification. Others, such as Smart Phone applications, require additional and ongoing investments from the City—although with nearly two-thirds of all residents citing Smart Phone applications as being a *very effective* means for the City to communicate with them, such an investment may be a sound one.

Finally, as mentioned in the opening paragraph of this section, communication preferences undoubtedly vary according to the topic at hand and the particular demographic of interest. For example, when communicating information that pertains to the community as a whole, such as managing traffic congestion, mediums that reach and appeal to the broadest range of residents will likely be the most effective methods (such as email and direct mail). However, as the topic becomes more specifically targeted, so too should the method of dissemination. For example, informing residents about a recreation or community event focused on younger adult residents or those with young children in the home might be best accomplished via smart phone apps and social media (see tables 18 through 20 on page 46 for examples of how communication preferences differ between demographic subgroups).

# QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in the City of Eastvale, which included rating general aspects of the community, and thinking about changes that would make Eastvale a better place to live, work, and play.

**OVERALL QUALITY OF LIFE** At the outset of the survey, residents were asked to rate the City of Eastvale 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, respondents shared very favorable opinions of the overall quality of life in the City (90% excellent or good) and of Eastvale as a place to raise a family (89%). Just over half (53%) of residents surveyed used excellent or good when rating Eastvale as a place to retire, with another 10% who were unsure. Opinions were more evenly split regarding Eastvale as a place to work, with 29% saying it is excellent or good, 24% saying it is fair, and 20% citing it as poor or very poor, with another 27% unsure. Residents provided mixed ratings for Eastvale as a place to dine (27% excellent or good, 36% fair, 36% poor or very poor) and shop (41% excellent or good, 36% fair, 22% poor or very poor).

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

FIGURE 1 RATING EASTVALE

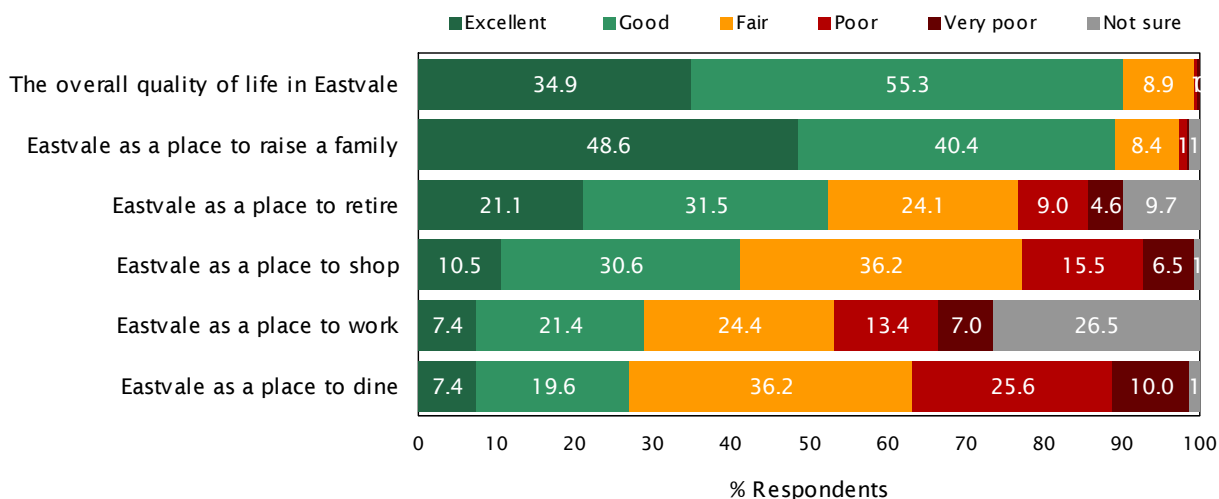


Table 1 on the next page shows how the ratings for each dimension tested in Question 2 varied by study year. The percentage of respondents that rated each aspect of the City as excellent or good changed little between the 2019 and 2021 surveys, and there were no statistically significant differences between the two studies.

Tables 2 and 3 show how ratings of *excellent* or *good* for each dimension varied by years in Eastvale, ethnicity, age, overall satisfaction with the City's performance, and how the pandemic has impacted the respondent's household financial situation. Perceptions of Eastvale as a place to raise a family and the overall quality of life in the City were quite positive by length of residence,

ethnicity, age, and financial impact of the pandemic, with ratings ranging from 84% to 96%. With a few exceptions, African American/Black respondents and those 18 to 24 years of age generally provided the most favorable ratings for each item. As one might expect, residents satisfied with the City’s *overall performance* provided much more favorable ratings than dissatisfied residents for each aspect tested in Question 2.

**TABLE 1 RATING EASTVALE BY STUDY YEAR**

	Study Year		Change in Excellent + Good 2019 to 2021
	2021	2019	
Eastvale as a place to retire	52.6	49.2	+3.4
Eastvale as a place to shop	41.1	37.8	+3.3
The overall quality of life in Eastvale	90.3	89.7	+0.6
Eastvale as a place to dine	27.0	26.5	+0.5
Eastvale as a place to work	28.8	29.3	-0.5
Eastvale as a place to raise a family	89.0	90.5	-1.5

**TABLE 2 RATING EASTVALE BY YEARS IN EASTVALE & ETHNICITY (SHOWING % EXCELLENT + GOOD)**

	Years in Eastvale (Q1)				Ethnicity (QD9)				
	Less than 5	5 to 9	10 to 14	15 or more	Latino / Hispanic	Asian American	Caucasian / White	Af American / Black	Other / Mixed
The overall quality of life in Eastvale	89.2	89.9	91.0	90.6	90.8	88.4	92.8	95.7	85.8
Eastvale as a place to raise a family	86.9	91.0	90.1	87.5	90.9	86.3	87.0	93.9	91.6
Eastvale as a place to retire	52.5	55.7	53.2	48.5	54.2	55.1	44.6	71.7	51.7
Eastvale as a place to shop	44.4	41.4	37.7	42.6	42.6	38.0	40.3	51.3	39.2
Eastvale as a place to work	32.4	32.2	26.3	25.4	32.2	27.9	24.5	31.2	30.0
Eastvale as a place to dine	33.5	26.4	24.5	25.0	29.7	29.7	18.9	30.7	28.7

**TABLE 3 RATING EASTVALE BY AGE, OVERALL SATISFACTION & HSLD FINANCIAL SITUATION DUE TO PANDEMIC (SHOWING % EXCELLENT + GOOD)**

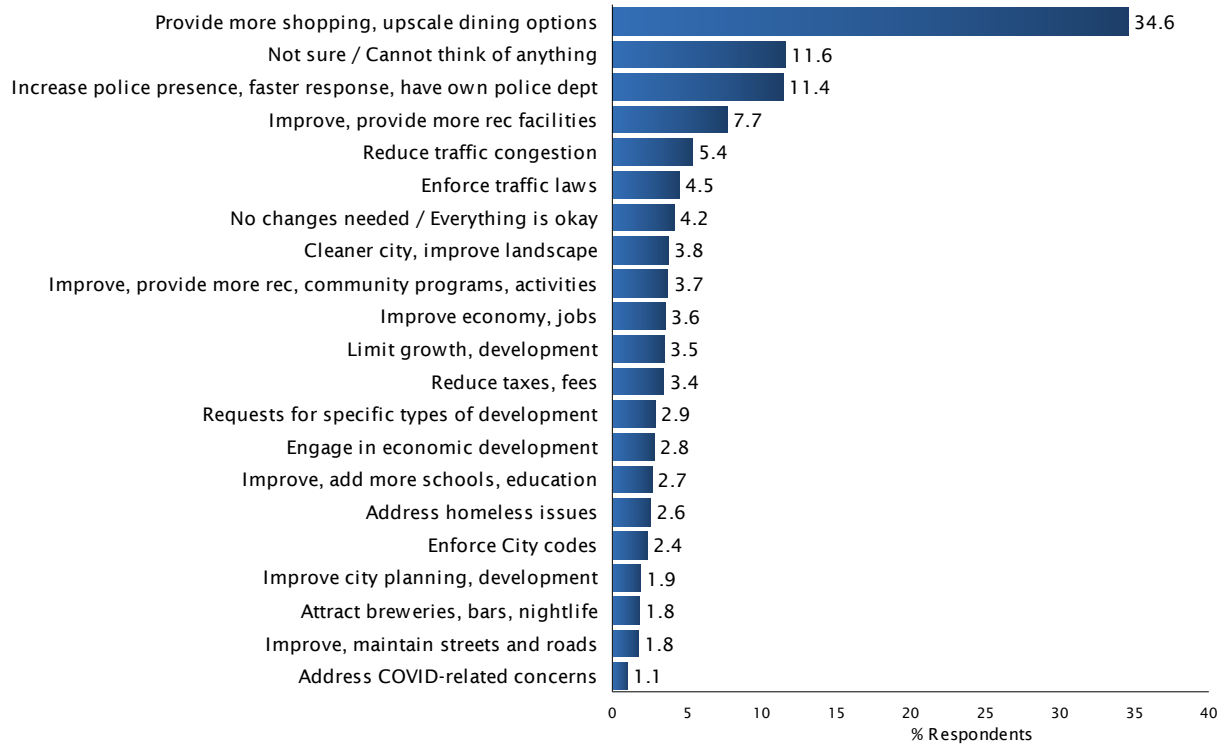
	Age (QD1)						Overall Satisfaction (Q4)		HslD Financial Situation Due to Pandemic (QD7)		
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Satisfied	Dissatisfied	Improved	Stayed the same	Gotten worse
The overall quality of life in Eastvale	91.5	92.9	91.4	87.5	91.7	83.9	93.7	69.9	92.0	91.9	86.4
Eastvale as a place to raise a family	88.6	91.1	91.6	87.7	87.8	84.9	92.8	67.8	95.5	90.6	84.0
Eastvale as a place to retire	65.8	51.3	46.3	43.9	50.9	70.2	56.6	32.3	55.3	50.8	54.9
Eastvale as a place to shop	45.9	39.1	34.0	37.4	45.9	56.2	44.1	27.7	48.6	38.3	44.0
Eastvale as a place to work	34.4	34.1	24.0	24.5	27.6	34.2	31.2	20.8	32.0	27.9	30.7
Eastvale as a place to dine	47.0	23.4	19.4	21.8	31.4	30.7	28.7	18.3	28.9	24.6	31.8

**CHANGES TO IMPROVE EASTVALE** The next question in this series asked residents to indicate the one thing that city government could *change* to make Eastvale a better place to live, work, and play. Question 3 was presented in an open-ended manner, 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 on the next page.

Sixteen percent (16%) of respondents could not think of any desired changes (12%) or reported that no changes are needed (4%) to make Eastvale a better place to live, work, and play. Among specific changes desired, providing more shopping and dining options was by far the most common (35%), followed by increasing police presence, response/having own police department (11%), improving and providing more recreational facilities (8%), reducing traffic congestion (5%), and enforcing traffic laws (5%). Worth noting is that only 1% of respondents mentioned addressing COVID-related concerns. Table 4 on the next page provides the top five response categories in the 2019 and 2021 studies, and demonstrates that four of the five have remained the same over the past two years.

**Question 3** *If the city government could change one thing to make Eastvale a better place to live, work or play, what change would you like to see?*

**FIGURE 2 CHANGES TO IMPROVE EASTVALE**



**TABLE 4 CHANGES TO IMPROVE EASTVALE BY STUDY YEAR**

Study Year	
2021	2019
Provide more shopping, upscale dining options	Provide more shopping, upscale dining options
Not sure / Cannot think of anything	Reduce traffic congestion
Increase police presence, faster response, have own police department	Limit growth, development
Improve, provide more rec facilities	Not sure / Cannot think of anything
Reduce traffic congestion	Increase police presence, faster response, have own police department

## CITY SERVICES

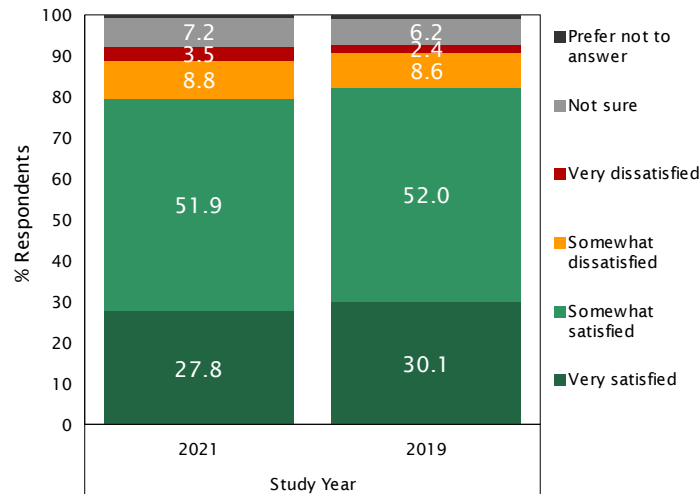
After measuring respondents' perceptions of the quality of life in Eastvale, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

**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 Eastvale 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, the vast majority (80%) of Eastvale residents indicated they were either very (28%) or somewhat (52%) satisfied with the City's efforts to provide municipal services. Approximately 12% were very or somewhat dissatisfied, whereas 7% were unsure or unwilling to share their opinion. There were no statistically significant changes from the 2019 study.

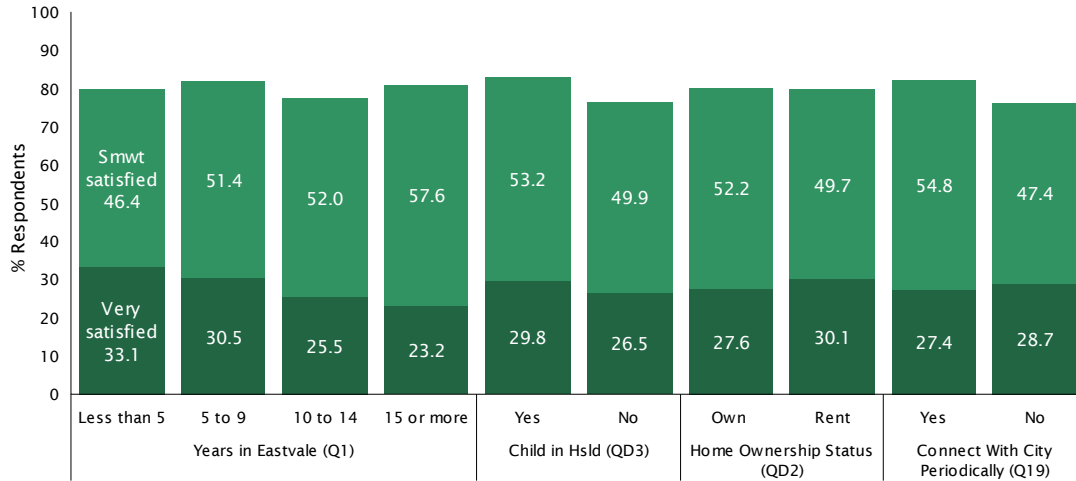
**Question 4** *Next, I would like to ask a series of questions about services provided by the City of Eastvale. Generally speaking, are you satisfied or dissatisfied with the job the City of Eastvale is doing to provide city services?*

**FIGURE 3 OVERALL SATISFACTION BY STUDY YEAR**

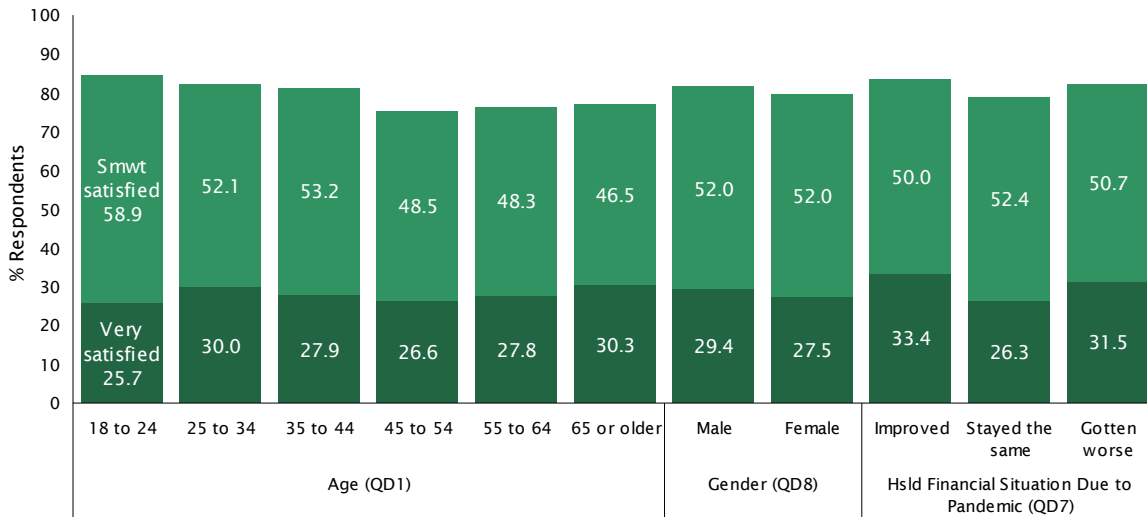


The next three figures display how residents' opinions about the City's overall performance in providing municipal services varied by years in Eastvale, presence of a child in the household, home ownership status, age, gender, financial impact of the pandemic, employment status, ethnicity, and employment status. The most striking pattern in the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 3 above) were generally echoed across resident subgroups, with satisfaction ranging from a low of 74% to a high of 86% for all but one subgroup.

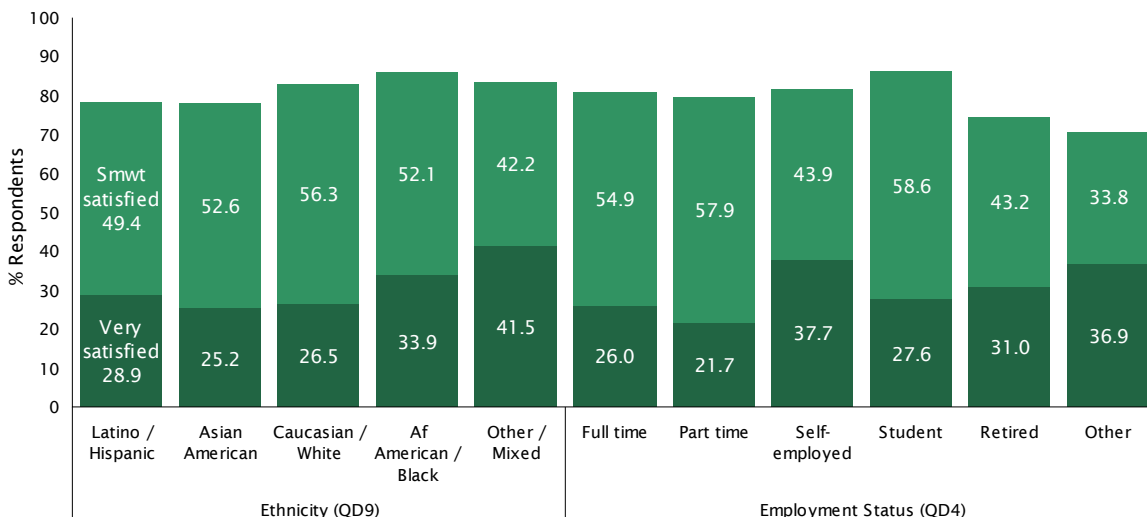
**FIGURE 4 OVERALL SATISFACTION BY YEARS IN EASTVALE, CHILD IN HSLD & HOME OWNERSHIP STATUS**



**FIGURE 5 OVERALL SATISFACTION BY AGE, GENDER & HSLD FINANCIAL SITUATION DUE TO PANDEMIC**



**FIGURE 6 OVERALL SATISFACTION BY ETHNICITY & EMPLOYMENT STATUS**



**SPECIFIC SERVICES** Whereas Question 4 addressed the City’s *overall* performance, the next two-question series asked respondents to rate the importance of *specific* services offered by the City, as well as their level of satisfaction with efforts to provide these services. For each service, respondents were first asked if they thought the service was extremely important, very important, somewhat important, or not at all important. Respondents were then asked about their satisfaction with these same services. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figure 7 presents the services sorted in order of importance according to the percentage of respondents who rated a service as *at least* very important. In general, Eastvale residents rated public safety, public works, and parks and recreation as the most important. More specifically, providing fire protection and emergency medical services (97% extremely or very important), maintaining city streets and roads (96%), and maintaining parks and recreation areas (94%) received the highest overall importance ratings from residents. It’s worth noting that while providing law enforcement services was rated slightly lower in overall importance (90%), approximately two-thirds (67%) of residents cited it as *extremely* important.

At the other end of the spectrum, providing cultural and public art (49%), providing programs and events that reflect the City’s cultural diversity (61%), and holding special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland (70%) were viewed as less important overall.

**Question 5** *For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.*

**FIGURE 7 IMPORTANCE OF SERVICES**

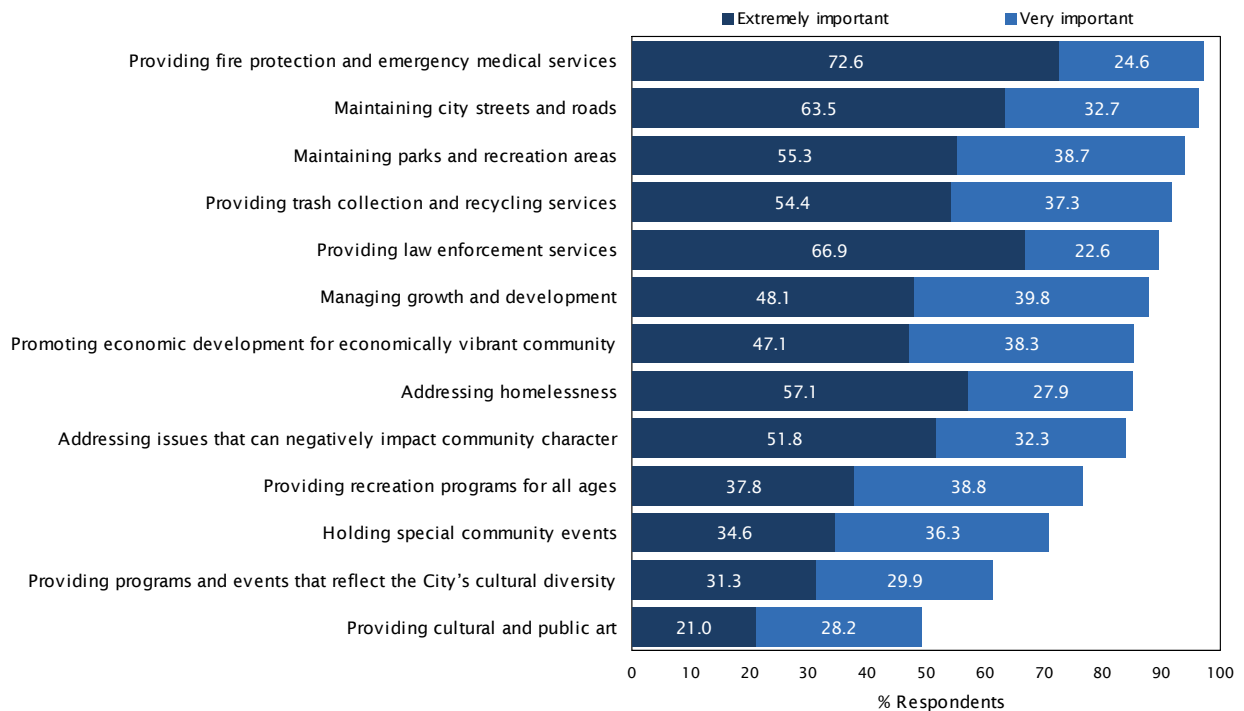


Table 5 displays the percentage of respondents who viewed each service as extremely or very important in 2019 and 2021, along with the difference between the two studies. When compared with the last survey, there was a statistically significant increase in the importance assigned to holding special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland (+6%) and maintaining parks and recreation areas (+3%), and a statistically significant decrease in the importance assigned to providing law enforcement services (-5%).

**TABLE 5 IMPORTANCE OF SERVICES BY STUDY YEAR**

	Study Year		Change in Extremely + Very Important 2019 to 2021
	2021	2019	
Holding special community events	70.9	65.1	+5.8†
Maintaining parks and recreation areas	93.9	90.8	+3.2†
Addressing homelessness	85.0	82.1	+2.9
Providing cultural and public art	49.3	46.5	+2.8
Providing trash collection and recycling services	91.7	89.1	+2.6
Promoting economic development for economically vibrant community	85.3	83.9	+1.4
Providing fire protection and emergency medical services	97.2	96.0	+1.1
Addressing issues that can negatively impact community character	84.1	83.0	+1.1
Maintaining city streets and roads	96.2	95.4	+0.8
Managing growth and development	87.8	87.1	+0.7
Providing recreation programs for all ages	76.6	77.3	-0.7
Providing law enforcement services	89.5	94.2	-4.7†
Providing programs and events that reflect the City's cultural diversity	61.3	N/A	N/A

† Statistically significant change ( $p < 0.05$ ) between the 2019 and 2021 studies.

Turning to the satisfaction component, Figure 8 on the next page sorts the same list of services according to the percentage of respondents who said they were either very or somewhat satisfied with the City's efforts to provide the service. For comparison purposes between the services, only respondents who held an opinion (satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis.

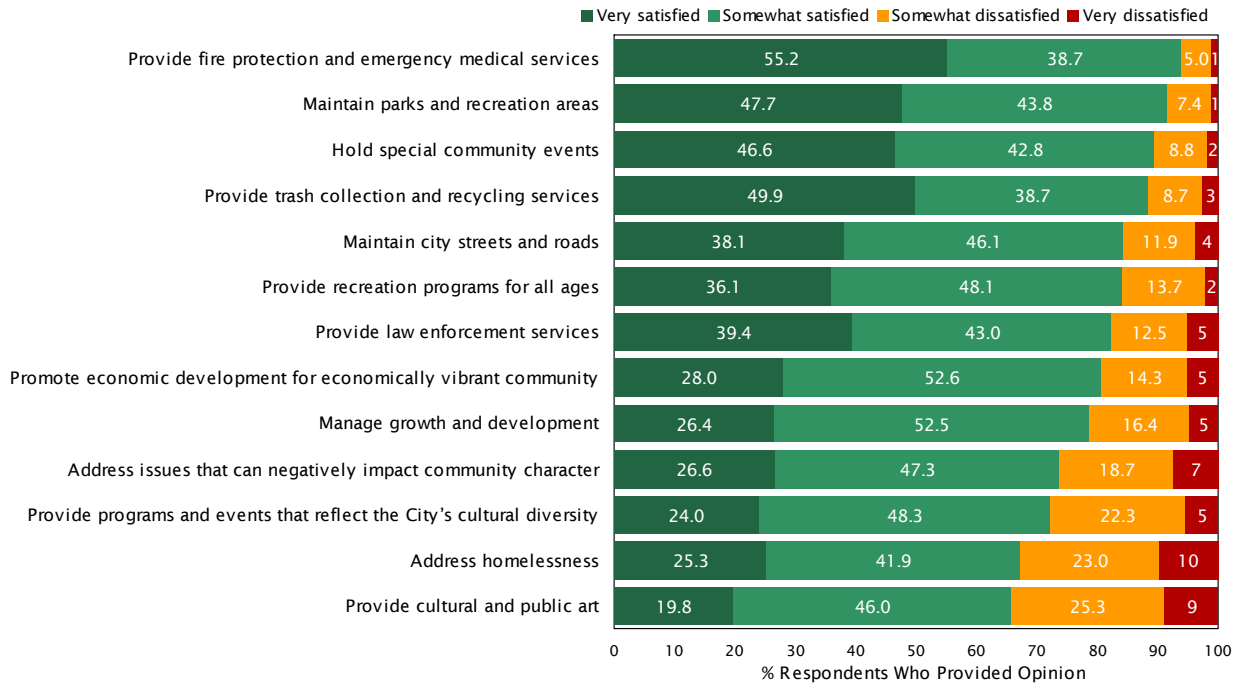
At the top of the list, respondents were most satisfied with the City's efforts to provide fire protection and emergency medical services (94% very or somewhat satisfied), followed by maintain parks and recreation areas (92%), hold special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland (89%), and provide trash collection and recycling services (89%). Although still positive, respondents were somewhat less satisfied with the City's efforts to provide cultural and public art (66%), address homelessness (67%), and provide programs and events that reflect the City's cultural diversity (72%).

Table 6 on the next page displays the percentage of respondents who were satisfied with each service in 2019 and 2021, and the difference between the two studies. As shown in the far right column, there were statistically significant increases in satisfaction with managing growth and development (+5%) and maintaining city streets and roads (+4%), and statistically significant declines in satisfaction with providing cultural and public art (-8%), addressing homelessness (-5%), addressing issues that can negatively impact community character, like abandoned vehicles, yards not being properly maintained, illegal dumping, and unpermitted construction (-5%), holding special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland (-5%), providing trash collection and recycling services (-4%), and maintaining parks and recreation areas (-4%).



**Question 6** For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service. Are you satisfied or dissatisfied with the City's efforts to: \_\_\_\_\_, or do you not have an opinion?

**FIGURE 8 SATISFACTION WITH SERVICES**



**TABLE 6 SATISFACTION WITH SERVICES BY STUDY YEAR**

	Study Year		Change in Very + Smwt Satisfied 2019 to 2021
	2021	2019	
Manage growth and development	78.8	74.1	+4.7†
Maintain city streets and roads	84.2	80.4	+3.8†
Provide law enforcement services	82.4	80.9	+1.5
Promote economic development for economically vibrant community	80.6	80.5	+0.2
Provide fire protection and emergency medical services	93.9	94.4	-0.5
Provide recreation programs for all ages	84.2	86.3	-2.2
Maintain parks and recreation areas	91.5	95.2	-3.7†
Provide trash collection and recycling services	88.6	92.5	-4.0†
Hold special community events	89.4	94.1	-4.7†
Address issues that can negatively impact community character	73.8	78.7	-4.9†
Address homelessness	67.3	72.5	-5.2†
Provide cultural and public art	65.8	73.6	-7.8†
Provide programs and events that reflect the City's cultural diversity	72.3	N/A	N/A

† Statistically significant change (p < 0.05) between the 2019 and 2021 studies.

**DIFFERENTIATORS OF OPINION** For the interested reader, Table 7 on the next page displays how the level of satisfaction with each specific service tested in Question 6 varied according to residents' overall performance ratings for the City (see *Overall Satisfaction* on page 14). 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 6 (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 with their counterparts, those 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 specific services tested in Question 6. With that said, the greatest specific differentiators of opinion between satisfied and dissatisfied residents were found with respect to the City’s efforts to maintain city streets and roads, manage growth and development, and provide law enforcement services.

At the other end of the spectrum, there was much less difference between the two resident groups regarding their satisfaction with the City’s efforts to provide fire protection and emergency medical services, hold special community events, and provide recreation programs for all ages.

**TABLE 7 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH CITY**

		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	Maintain city streets and roads	89.0	49.0	40.0
	Manage growth and development	83.9	46.3	37.6
	Provide law enforcement services	86.9	50.7	36.3
	Address issues that can negatively impact community character	77.9	44.6	33.3
	Promote economic development for an economically vibrant community	84.9	51.8	33.2
	Provide programs and events that reflect the City’s cultural diversity	76.3	46.4	29.9
	Provide trash collection and recycling services	92.3	63.5	28.7
	Address homelessness	70.5	43.5	27.0
	Maintain parks and recreation areas	94.6	70.7	23.9
	Provide cultural and public art	69.1	45.8	23.3
	Provide recreation programs for all ages	87.3	65.7	21.6
	Hold special community events	92.4	71.0	21.3
	Provide fire protection and emergency medical services	96.1	79.4	16.7



## PERFORMANCE NEEDS & PRIORITIES

With a measure of the importance of a service to residents as well as a measure of satisfaction with the City's efforts to provide the service, True North is able to examine the relationship between these two dimensions and identify areas where the City has the greatest opportunities to improve resident satisfaction—and identify for which services the City is meeting, and even exceeding, the majority of residents' needs.

Rather than rely on *averages* to conduct this analysis, True North has developed an *individualized* approach to identifying priorities. This approach is built on the recognition that opinions will vary from resident to resident and that understanding this variation is required for assessing how well the City is meeting residents' needs.<sup>2</sup> Table 8 on the next page presents a grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* options, and the vertical scale corresponds to the four *satisfaction* options. The 16 cells within the grid are grouped into one of six categories based on how well the City is meeting, or not meeting, a resident's needs for a particular service. The six groups are as follows:

<i>Exceeding Needs</i>	The City is exceeding a respondent's needs if a respondent is satisfied and the level of expressed satisfaction is higher than the importance that the respondent assigned to the service.
<i>Meeting Needs, Moderately</i>	The City is moderately meeting a respondent's needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service.
<i>Meeting Needs, Marginally</i>	The City is marginally meeting a respondent's needs if the respondent is satisfied with the City's efforts to provide the service, but their level of satisfaction is lower than the level of importance assigned to the service.
<i>Not Meeting Needs, Marginally</i>	The City is marginally <i>not</i> meeting a respondent's needs if the respondent is somewhat dissatisfied, but the service is also viewed as just somewhat or not at all important.
<i>Not Meeting Needs, Moderately</i>	The City is moderately <i>not</i> meeting a respondent's needs if A) a respondent is very dissatisfied with the City's efforts to provide the service, but the service is viewed somewhat or not at all important, or B) a respondent is somewhat dissatisfied and the service is very important.
<i>Not Meeting Needs, Severely</i>	The City is severely <i>not</i> meeting a respondent's needs if A) a respondent is dissatisfied and the service is viewed as extremely important, or B) a respondent is very dissatisfied and the service is viewed as very important.

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2. Any tool that relies on the opinions of the average respondent will provide a limited and occasionally distorted picture of how well an agency is performing. The simple fact is that a city is not comprised of average residents—it is comprised of unique individuals who vary substantially in their opinions of the City's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among residents, and it is this variation that is critical for truly assessing how well the City is meeting the needs of its residents.

**TABLE 8 RESIDENT SERVICE NEEDS & PRIORITIES MATRIX**

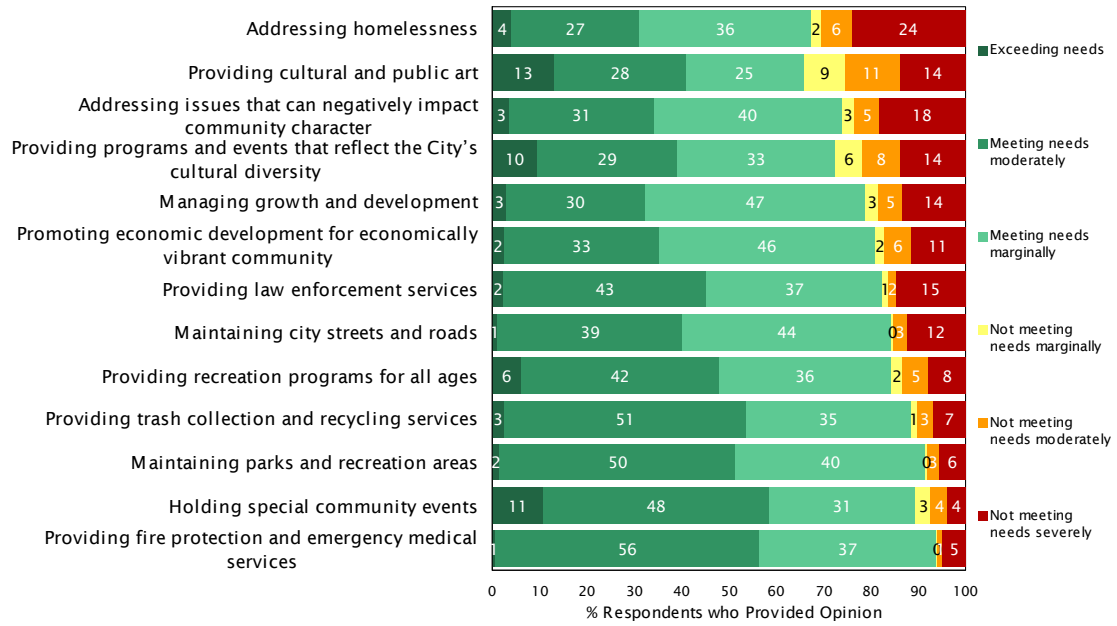
		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs, marginally
	Somewhat dissatisfied	Not meeting needs, marginally	Not meeting needs, marginally	Not meeting needs, moderately	Not meeting needs, severely
	Very dissatisfied	Not meeting needs, moderately	Not meeting needs, moderately	Not meeting needs, severely	Not meeting needs, severely

Using this framework, True North categorized respondents individually for each of the 13 services tested in the study. Thus, for example, a respondent who indicated that addressing homelessness was somewhat important and they were very satisfied with the City’s efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service (e.g., managing growth and development) if they were somewhat dissatisfied with the City’s efforts to provide the service, but the service was viewed as only somewhat important.

Figure 9 presents the 13 services tested, along with the percentage of respondents who were grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 9 is consistent with that presented in Table 8. Thus, for example, in the service area of addressing homelessness, the City is exceeding the needs of 4% of respondents, moderately meeting the needs of 27% of respondents, marginally meeting the needs of 36% of respondents, marginally not meeting the needs of 2% of respondents, moderately not meeting the needs of 6% of respondents, and severely not meeting the needs of 24% of respondents.

As shown in the figure, the City is meeting the needs of at least three-quarters of residents for 9 of the 13 services tested. Operating from the management philosophy that, all other things being equal, the City should focus on improving those services that have the highest percentage of residents for which the City is currently *not* meeting their needs, the services have been sorted by order of priority based on the percentage of severely not meeting needs plus moderately not meeting needs. Thus, addressing homelessness is the top priority, followed by providing cultural and public art, and addressing issues that can negatively impact community character, like abandoned vehicles, yards not being properly maintained, illegal dumping, and unpermitted construction.

**FIGURE 9 RESIDENT SERVICE NEEDS**



## TRANSPORTATION AND MOBILITY

In nearly all southern California cities, transportation mobility ranks among the most pressing issues that residents would like local and regional governments to address. As noted earlier, *reducing traffic congestion* was among the most commonly mentioned specific changes cited by residents to make Eastvale a better place to live, work, and play (see *Changes to Improve Eastvale* on page 12). Anticipating the importance of this issue, the survey included several specific questions related to transportation mobility.

**RATING ASPECTS OF TRANSPORTATION MOBILITY** The first question in this series measured perceptions of seven different aspects of transportation mobility, including in the City *overall*, on major streets, and around schools. As shown in Figure 10, at least six-in-ten residents rated transportation mobility on bike lanes, trails, and sidewalks (68%), overall road safety in Eastvale (67%), and transportation mobility on major streets within Eastvale (62%) as excellent or good. The majority of residents also provided favorable ratings for overall transportation mobility in the City (59%) and mobility on freeways and highways in the areas surrounding Eastvale (56%). Mobility via bus and transit services (29%) and mobility around schools (46%) were viewed somewhat less positively, although it’s worth noting that many residents (39%) did not provide an opinion about bus and transit services.

**Question 7** *Next, I'd like to ask you a few questions about transportation mobility. By transportation mobility, I mean the ability to move and connect within the community whether you walk, bike, drive, or use transit. Would you rate: \_\_\_\_\_ as excellent, good, fair, poor, or very poor?*

**FIGURE 10 PERCEPTION OF TRANSPORTATION MOBILITY**

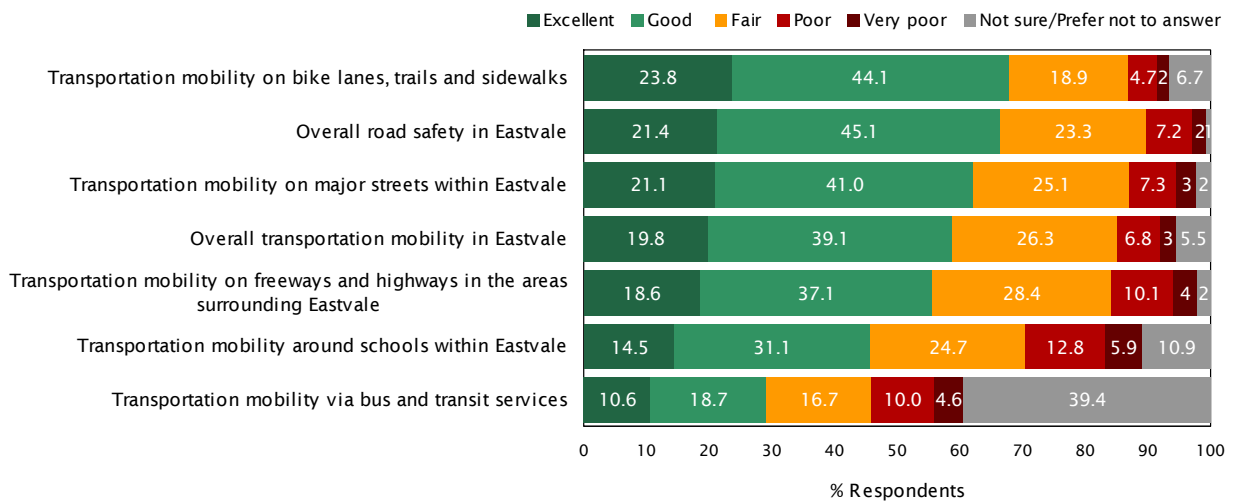


Table 9 on the next page provides the percentage of respondents who viewed each aspect of transportation mobility as extremely or very important in 2019 and 2021, along with the difference between the two studies. Opinions of mobility trended positive in 2021, with statistically significant increases in five of the six items tested in both studies.

**TABLE 9 PERCEPTION OF TRANSPORTATION MOBILITY BY STUDY YEAR**

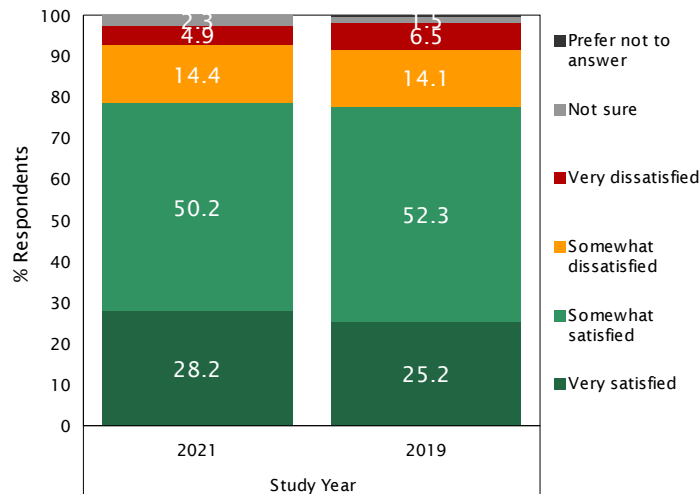
	Study Year		Change in Excellent + Good 2019 to 2021
	2021	2019	
Transportation mobility on freeways, highways in areas surrounding Eastvale	55.7	37.4	+18.3†
Transportation mobility around schools within Eastvale	45.7	36.5	+9.2†
Transportation mobility on major streets within Eastvale	62.1	56.1	+6.0†
Overall road safety in Eastvale	66.6	61.6	+5.0†
Transportation mobility on bike lanes, trails and sidewalks	67.8	63.8	+4.0†
Overall transportation mobility in Eastvale	58.9	55.1	+3.8
Transportation mobility via bus and transit services	29.2	N/A	N/A

† Statistically significant change (p < 0.05) between the 2019 and 2021 studies.

**SATISFACTION WITH ROADWAY SAFETY EFFORTS** Examining the issue of roadway safety in greater detail, Question 8 asked residents to share their satisfaction with the City’s efforts to address roadway safety by improving and maintaining streets and intersections, timing traffic signals, and other measures. Overall, 78% of residents were satisfied with the City’s efforts in this regard in 2021, with 28% indicating they were very satisfied. Approximately 19% were very or somewhat dissatisfied, whereas just 2% were unsure or unwilling to share their opinion. There were no statistically significant changes from the 2019 study.

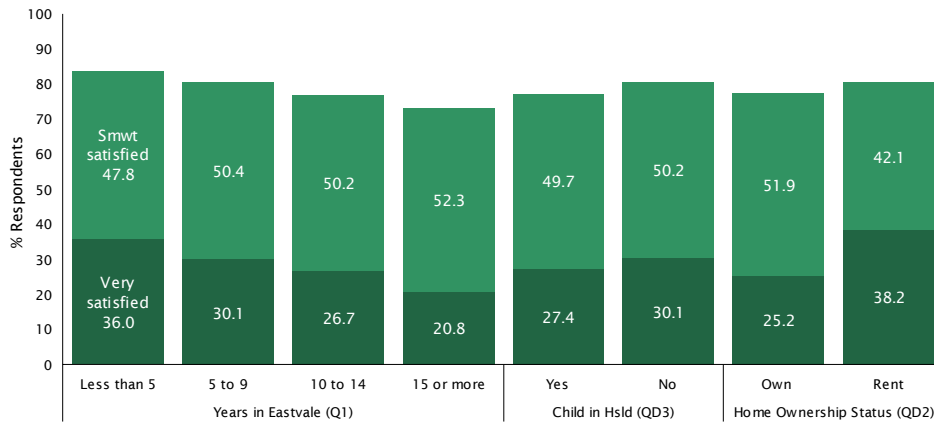
**Question 8** *Generally speaking, are you satisfied or dissatisfied with the City’s efforts to address roadway safety by improving and maintaining streets and intersections, timing traffic signals, and other measures?*

**FIGURE 11 SATISFACTION WITH CITY EFFORTS TO ADDRESS ROADWAY SAFETY BY STUDY YEAR**

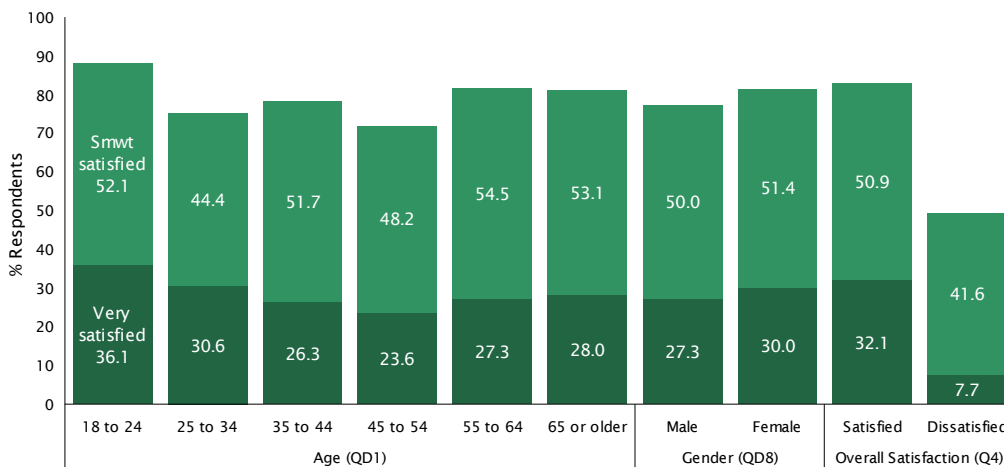


Figures 12 through 14 on the next page display satisfaction with the City’s efforts to address roadway safety by a variety of demographics. Compared with their subgroup counterparts, newer residents, renters, those 18 to 24 years of age, those satisfied with the City’s overall performance, African American/Black respondents, and students and self-employed residents were the most likely to report being satisfied with the City’s efforts to address roadway safety.

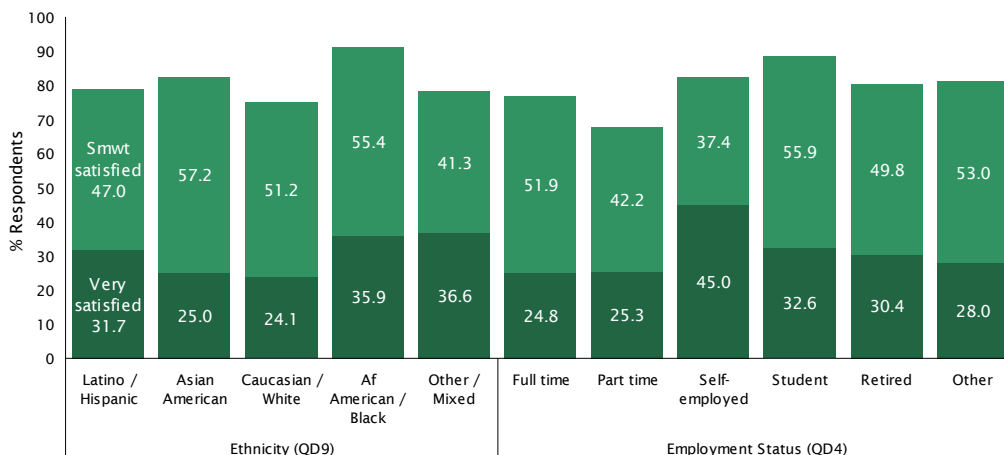
**FIGURE 12 SATISFACTION WITH CITY EFFORTS TO ADDRESS ROADWAY SAFETY BY YEARS IN EASTVALE, CHILD IN HSLD & HOME OWNERSHIP STATUS**



**FIGURE 13 SATISFACTION WITH CITY EFFORTS TO ADDRESS ROADWAY SAFETY BY AGE, GENDER & OVERALL SATISFACTION**



**FIGURE 14 SATISFACTION WITH CITY EFFORTS TO ADDRESS ROADWAY SAFETY BY ETHNICITY & EMPLOYMENT**





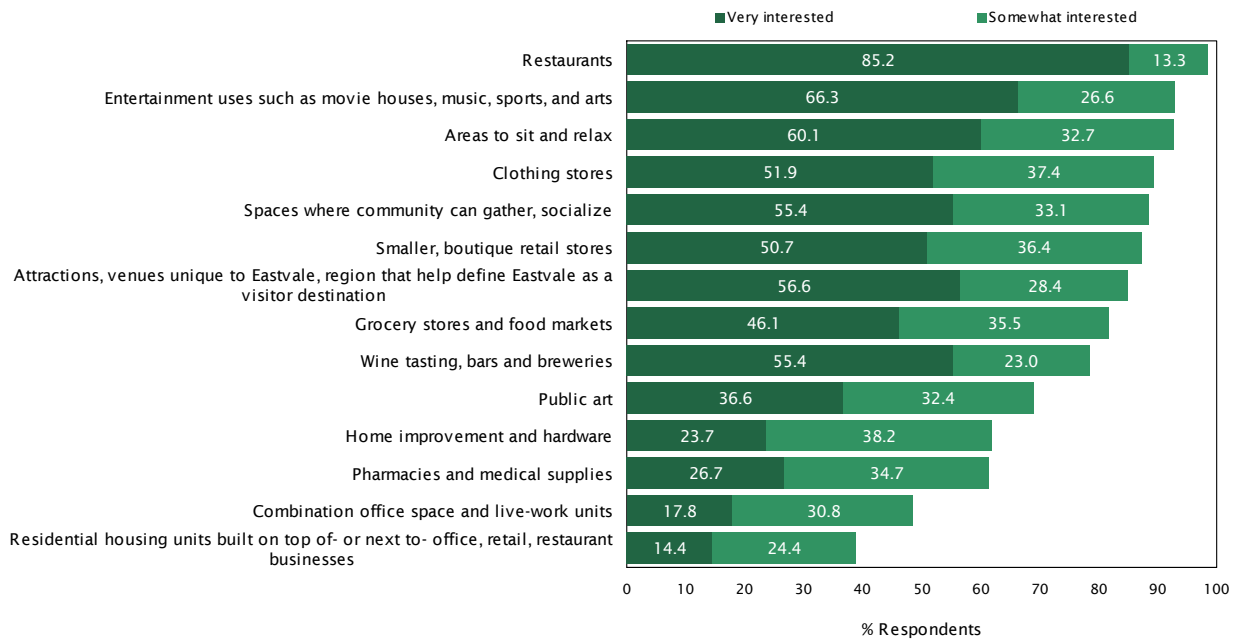
## D O W N T O W N

In December of 2017, the City of Eastvale adopted the Leal Master Plan, a plan to develop the 160-acre Leal property located at 58th Street, Hamner Avenue, Limonite Avenue, and Scholar Way. The Leal Master Plan establishes the City’s vision of the site as a major, mixed-use retail, office, housing, and civic development serving Eastvale and the region. The site is intended to accommodate a vibrant mixture of uses focused around a regional lifestyle retail center, including public spaces interspersed throughout the area. As the City considers potential uses for the site, the 2021 survey presented an opportunity for residents to express their opinions regarding the types of development they would prefer.

To accomplish this, Question 9 first informed respondents that the City is planning to build a Downtown area that will include a diverse mix of shops, restaurants, gathering places, and activities. Residents were then presented with a list of possible types of businesses and amenities that could be included in the new Downtown area and asked how interested they were in each, using a scale of very interested, somewhat interested, or not interested. Figure 15 presents the 14 items tested and the percentage of respondents that were very or somewhat interested in each.

**Question 9** *The City of Eastvale is planning to build a Downtown area that will include a diverse mix of shops, restaurants, gathering places, and activities. As I read the following types of businesses and amenities, please tell me how interested you would be in the item if it were included in the new Downtown area.*

**FIGURE 15 INTEREST IN DOWNTOWN BUSINESSES & AMENITIES**



At the top of the figure, we see that nearly all (99% of) residents surveyed said they were very or somewhat interested in the new Downtown area including restaurants, followed closely by entertainment uses such as movie houses, music, sports, and arts (93%) and areas to sit and relax (93%). Clothing stores (89%), spaces where community can gather and socialize (89%), smaller,

boutique retail stores (87%), and attractions and venues unique to Eastvale and the region that help define Eastvale as a visitor destination (85%) were also popular among the vast majority of residents. Less than half of respondents were interested in residential housing units built on top of, or next to, office, retail and restaurant businesses (39%) and combination office space and live-work units (49%).

For the interested reader, the next three tables provide the percentage of respondents that were *very interested* in each proposed project type by their years in Eastvale, overall satisfaction with the City’s performance, financial impact of the pandemic, age, presence of a child in the household, ethnicity, and home ownership status. The top five projects within each subgroup are highlighted green for the reader’s convenience.

**TABLE 10 INTEREST IN DOWNTOWN BUSINESSES & AMENITIES BY YEARS IN EASTVALE, OVERALL SATISFACTION & HSLD FINANCIAL SITUATION DUE TO PANDEMIC (SHOWING % VERY INTERESTED)**

	Years in Eastvale (Q1)				Overall Satisfaction (Q4)		HslD Financial Situation Due to Pandemic (Q7)		
	Less than 5	5 to 9	10 to 14	15 or more	Satisfied	Dissatisfied	Improved	Stayed the same	Gotten worse
Restaurants	85.0	89.7	84.2	82.2	86.9	76.4	85.5	86.1	85.6
Entertainment uses such as movie houses, music, sports, and arts	65.1	67.7	64.8	68.3	67.1	67.0	73.0	64.1	69.3
Areas to sit and relax	60.2	61.6	59.3	59.5	60.6	54.6	54.2	58.5	64.0
Attractions, venues unique to Eastvale, region that help define Eastvale as a visitor destination	53.4	62.9	56.1	53.9	59.1	49.4	63.2	54.3	60.5
Spaces where community can gather, socialize	58.9	58.0	53.8	51.8	56.5	46.9	56.4	55.0	56.1
Wine tasting, bars and breweries	56.3	56.2	56.3	52.1	56.4	50.1	61.0	54.4	56.9
Clothing stores	52.1	59.1	50.2	46.6	52.5	43.4	56.8	51.5	51.4
Smaller, boutique retail stores	52.4	54.3	48.4	48.8	52.5	40.2	55.3	48.6	54.6
Grocery stores and food markets	53.5	55.2	42.7	34.7	47.0	46.2	53.2	41.7	53.0
Public art	43.8	36.7	35.1	31.7	36.3	40.5	38.3	33.0	42.8
Pharmacies and medical supplies	30.4	30.5	25.3	21.3	26.9	28.4	18.3	23.8	35.6
Home improvement and hardware	26.8	27.9	23.5	16.6	23.4	26.4	26.0	20.4	28.1
Combination office space and live-work units	18.7	19.8	15.1	18.9	17.1	21.5	15.3	14.7	23.0
Residential housing units built on top of- or next to- office, retail, restaurant businesses	15.8	16.8	13.6	11.7	14.3	17.4	12.8	11.6	21.7

**TABLE 11 INTEREST IN DOWNTOWN BUSINESSES & AMENITIES BY AGE & CHILD IN HSLD (SHOWING % VERY INTERESTED)**

	Age (QD1)						Child in HslD (QD3)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
Restaurants	85.7	82.9	91.3	86.3	82.4	76.3	89.6	80.4
Entertainment uses such as movie houses, music, sports, and arts	88.0	62.6	66.8	65.9	58.6	56.6	68.4	64.2
Areas to sit and relax	67.3	60.8	59.4	58.5	59.0	53.5	62.2	56.9
Attractions, venues unique to Eastvale, region that help define Eastvale as a visitor destination	67.4	57.9	60.1	52.8	52.2	45.0	58.6	55.7
Spaces where community can gather, socialize	64.5	61.1	56.1	55.3	49.6	41.6	58.4	52.3
Wine tasting, bars and breweries	55.4	68.2	65.0	55.2	44.6	23.8	61.2	49.3
Clothing stores	72.2	51.9	53.0	44.8	49.9	38.3	54.0	49.4
Smaller, boutique retail stores	64.5	56.9	53.4	42.0	46.4	38.1	53.8	47.7
Grocery stores and food markets	34.1	47.5	44.8	47.0	55.9	49.1	45.5	47.6
Public art	68.7	36.9	32.3	27.1	34.7	26.8	34.5	39.1
Pharmacies and medical supplies	35.9	24.7	18.0	20.9	37.8	33.4	22.3	31.5
Home improvement and hardware	23.5	24.4	20.9	20.0	29.7	28.0	22.3	25.2
Combination office space and live-work units	22.2	19.7	12.6	18.3	22.8	13.9	16.7	19.6
Residential housing units built on top of- or next to- office, retail, restaurant businesses	17.5	17.2	10.7	14.5	16.8	12.2	13.5	16.0

**TABLE 12 INTEREST IN DOWNTOWN BUSINESSES & AMENITIES BY ETHNICITY & HOME OWNERSHIP STATUS (SHOWING % VERY INTERESTED)**

	Ethnicity (QD9)				Home Ownership Status (QD2)		
	Latino / Hispanic	Asian American	Caucasian / White	Af American / Black	Other / Mixed	Own	Rent
Restaurants	90.6	86.4	79.1	86.0	79.8	86.5	82.1
Entertainment uses such as movie houses, music, sports, and arts	73.6	63.4	55.8	75.6	66.5	65.0	67.9
Areas to sit and relax	66.8	59.7	49.7	63.6	57.3	57.8	67.1
Attractions, venues unique to Eastvale, region that help define Eastvale as a visitor destination	64.2	55.9	41.5	62.0	60.4	56.1	56.5
Spaces where community can gather, socialize	64.6	53.2	40.7	64.8	58.8	53.1	63.2
Wine tasting, bars and breweries	64.0	43.5	50.6	65.9	52.6	54.0	62.4
Clothing stores	62.3	46.8	35.6	67.9	59.6	49.9	58.6
Smaller, boutique retail stores	58.1	47.9	38.9	49.2	57.7	49.9	53.7
Grocery stores and food markets	46.3	55.8	36.1	48.0	45.0	45.1	51.3
Public art	37.0	43.3	20.7	50.1	51.0	34.0	43.4
Pharmacies and medical supplies	24.6	33.5	16.4	36.8	38.4	25.0	32.3
Home improvement and hardware	28.2	23.2	15.5	24.5	22.6	21.2	33.2
Combination office space and live-work units	15.7	22.3	6.7	32.2	33.9	16.0	23.0
Residential housing units built on top of- or next to- office, retail, restaurant businesses	11.4	17.9	8.3	27.0	25.8	12.7	20.9

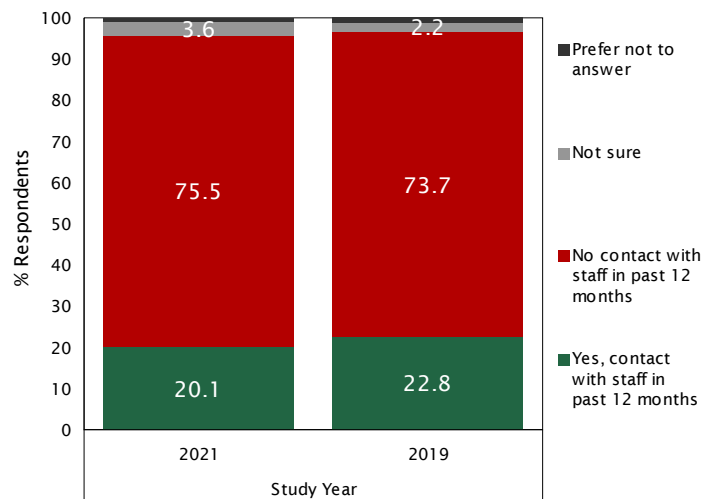
## CUSTOMER SERVICE

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.

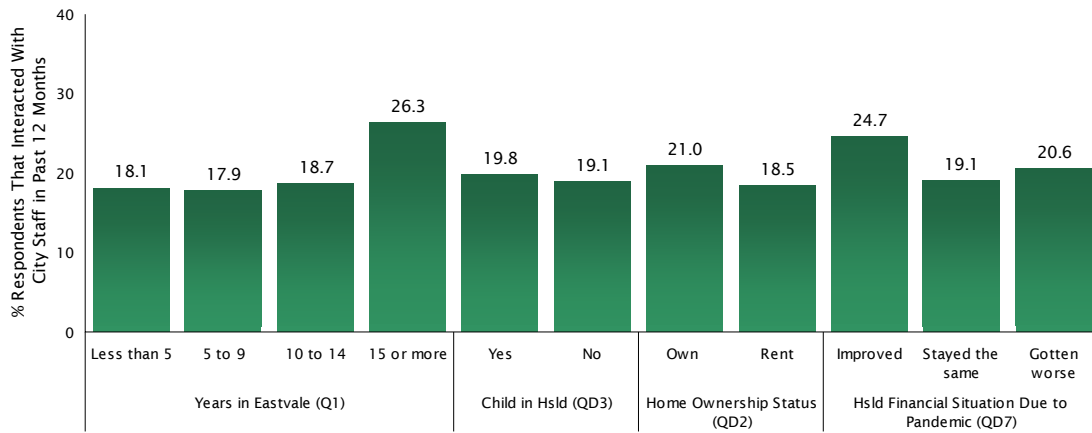
**CONTACT WITH CITY STAFF** Residents were first asked if they had been in contact with City of Eastvale staff in the past 12 months. Figure 16 provides the findings of this question and shows that 20% of residents had contact with staff in the year prior to the interview, similar to the results of the 2019 study. As displayed in figures 17 through 19 on the next page, interaction with staff was most commonly reported by long-time residents (15+ years), those with household financial situations that improved during the pandemic, those 65 years of age and older, residents dissatisfied with the City's overall performance in providing municipal services, Caucasian/White respondents and those of Other/Mixed ethnicities, and retired individuals.

**Question 10** *In the past 12 months, have you been in contact with staff from the City of Eastvale?*

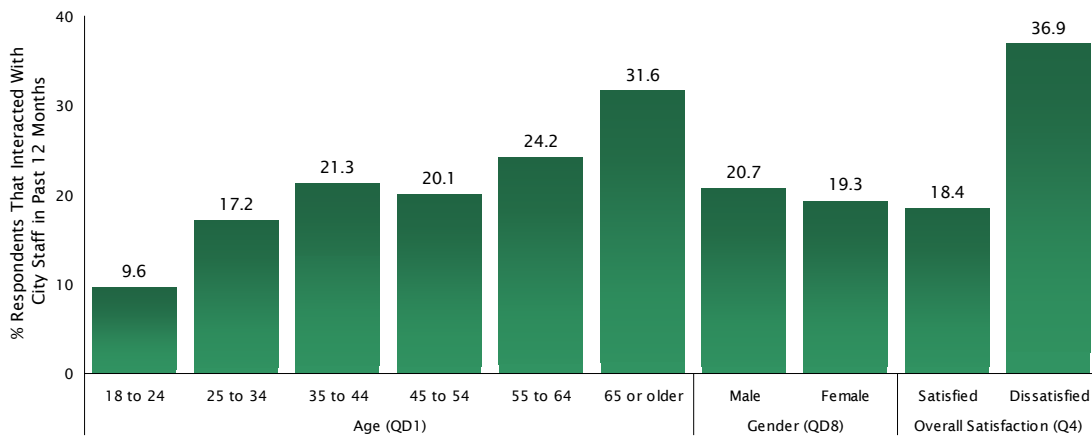
**FIGURE 16 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY STUDY YEAR**



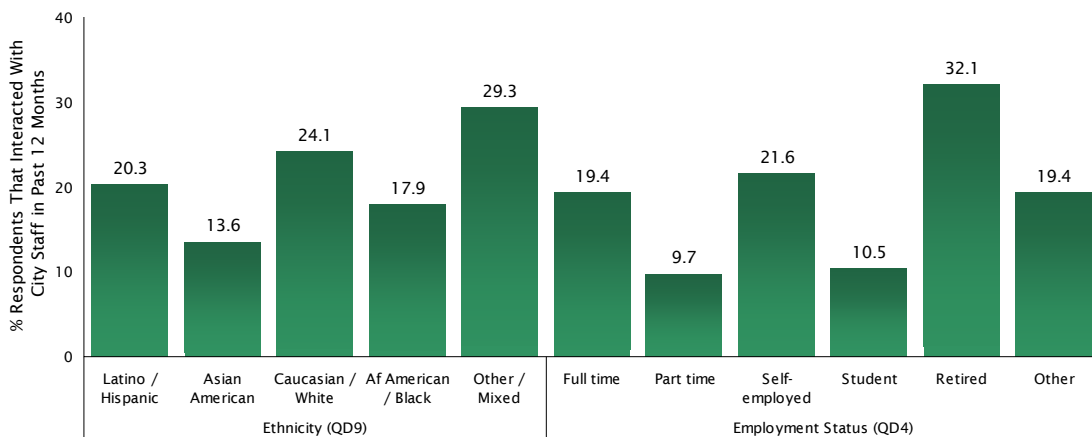
**FIGURE 17 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY YEARS IN EASTVALE, CHILD IN HSLD, HOME OWNERSHIP STATUS & HSLD FINANCIAL SITUATION DUE TO PANDEMIC**



**FIGURE 18 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY AGE, GENDER & OVERALL SATISFACTION**



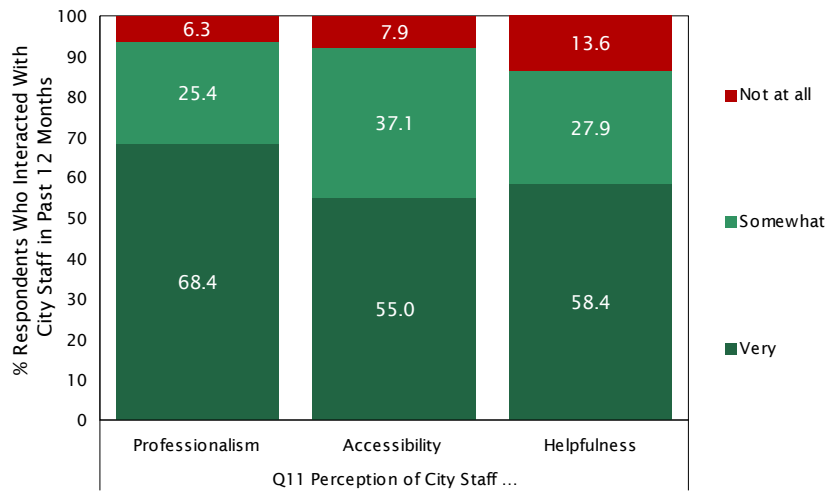
**FIGURE 19 CONTACT WITH CITY STAFF IN PAST 12 MONTHS BY ETHNICITY & EMPLOYMENT STATUS**



**ASSESSMENT OF CITY STAFF** The next question in this section asked respondents who had been in contact with staff to rate staff members’ professionalism, accessibility, and helpfulness. As displayed in Figure 20, Eastvale residents rated staff high on all three dimensions tested, with more than nine-in-ten residents rating staff as very or somewhat professional (94%) and accessible (92%), and more than eight-in-ten rating staff as helpful (86%). As shown in Table 13, despite the positive trend in opinions of staff helpfulness and professionalism, there were no statistically significant changes from the 2019 study in the percentage of residents who provided the highest rating.

**Question 11** *In your opinion, was the staff at the City very \_\_\_\_\_, somewhat \_\_\_\_\_, or not at all \_\_\_\_\_.*

**FIGURE 20 PERCEPTION OF CITY STAFF**



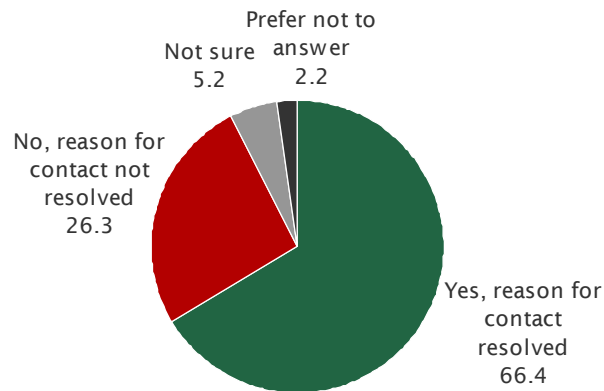
**TABLE 13 PERCEPTION OF CITY STAFF BY STUDY YEAR**

	Study Year		Change in % Very 2019 to 2021
	2021	2019	
Helpfulness	58.4	51.1	+7.4
Professionalism	68.4	64.0	+4.3
Accessibility	55.0	56.1	-1.1

New to the 2021 survey was a follow-up question asked of those who had been in contact with staff to inquire if the reason for that contact was resolved to their satisfaction. As shown in Figure 21, two-thirds (66%) of residents who had contact with the City in the past 12 months indicated that the reason for their contact was ultimately resolved to their satisfaction, whereas 26% said it was not resolved to their satisfaction, and the remaining 7% were unsure or chose not to share their opinion.

**Question 12** *Was the reason you contacted the City ultimately resolved to your satisfaction?*

**FIGURE 21 REASON FOR CONTACTING CITY RESOLVED**



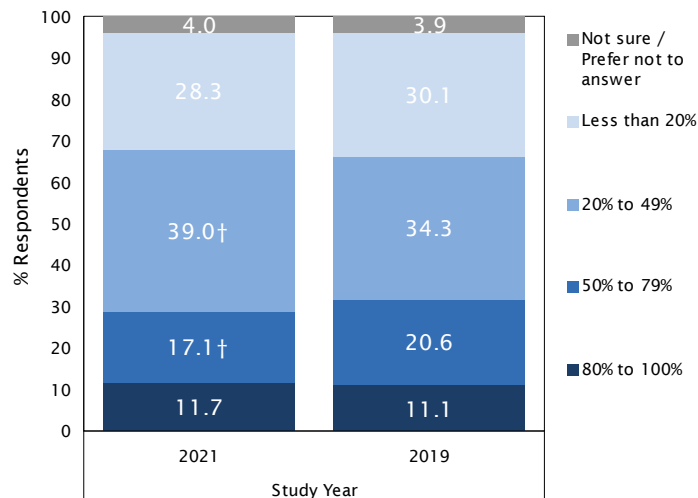
## ECONOMIC DEVELOPMENT

One of the challenges for any city is to create sustainable economic development initiatives that will support the tax base required for current and future needs. Naturally, the success and sustainability of future retail economic initiatives depends in part on the shopping behaviors and preferences of Eastvale residents. Businesses that meet these preferences will thrive, whereas those that do not will not succeed. Accordingly, the survey included questions to identify residents' current shopping patterns, and their desire for new shopping and dining opportunities.

**RETAIL SHOPPING HABITS** The first question in this series asked respondents to identify the percentage of their household's retail shopping dollars that they spend in the City—excluding grocery shopping. As shown in Figure 22, approximately 29% of households indicated that they spend *at least half* of their household's retail shopping dollars within the City, with 12% spending at least 80% of their dollars within the City and 17% spending between 50% and 79% of their retail dollars within the City. Sixty-seven percent (67%) of households spend less than half of their retail shopping dollars locally in Eastvale and an additional 4% of respondents were unsure or declined to state. Compared with 2019, there was a small but statistically significant shift in household retail dollars spent in Eastvale, with a decrease (-4%) in the percentage of respondents choosing the 50% to 79% category and a similar increase (+5%) in the percentage who selected the 20% to 49% category.

**Question 13** *Excluding grocery shopping, what percentage of your household's retail shopping dollars do you spend locally in the City of Eastvale?*

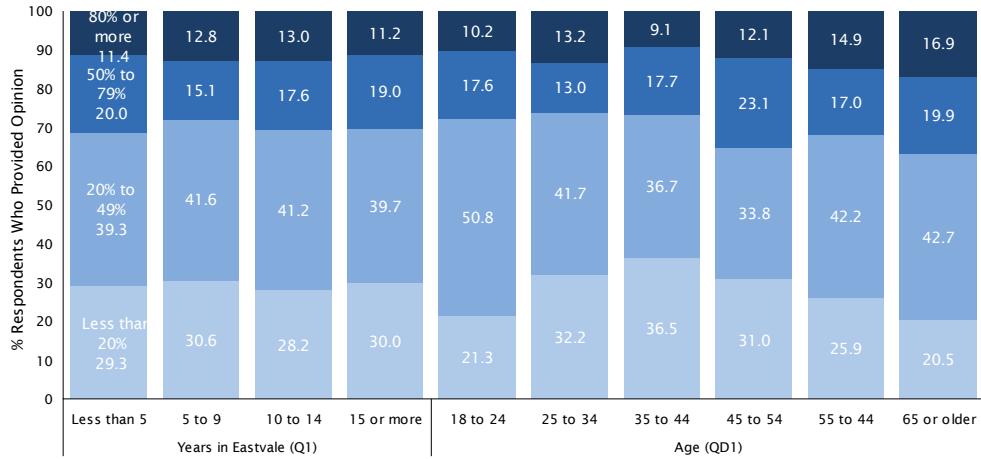
**FIGURE 22 PERCENTAGE OF HOUSEHOLD RETAIL SHOPPING DOLLARS SPENT IN EASTVALE BY STUDY YEAR**



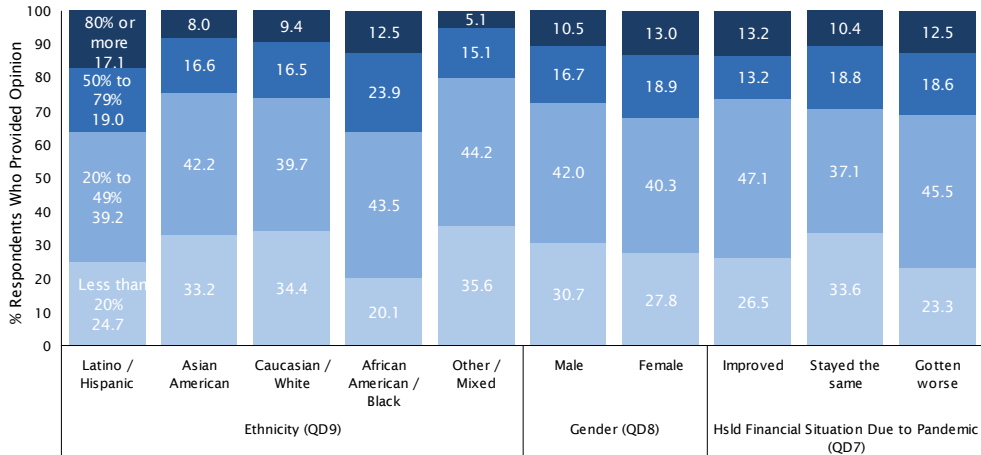
† Statistically significant change ( $p < 0.05$ ) between the 2019 and 2021 studies.

The following three figures show how retail spending patterns varied by a variety of demographics. A higher than average percentage of residents aged 45 to 54 years or 65+ years, Latino/Hispanic respondents and African American/Black respondents, retired individuals, and renters spend at least half of their retail shopping dollars within the City.

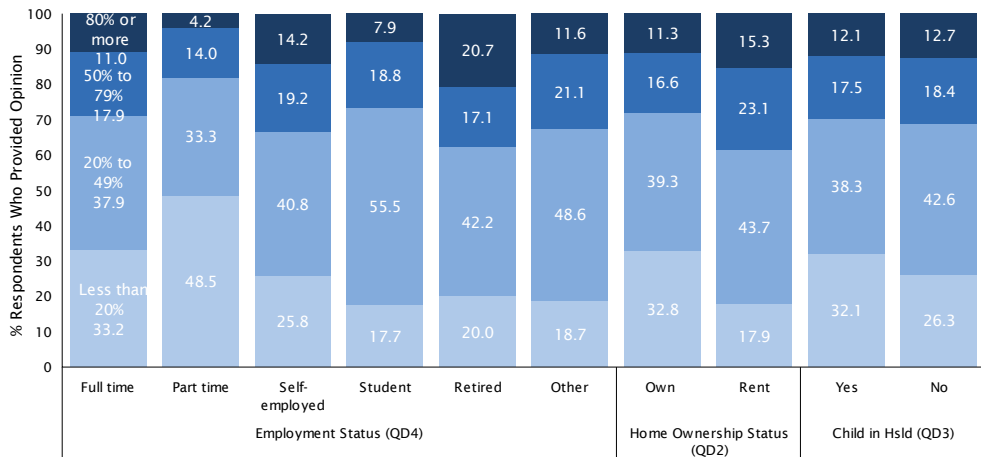
**FIGURE 23 PERCENTAGE OF HOUSEHOLD RETAIL SHOPPING DOLLARS SPENT IN EASTVALE BY YEARS IN EASTVALE & AGE**



**FIGURE 24 PERCENTAGE OF HOUSEHOLD RETAIL SHOPPING DOLLARS SPENT IN EASTVALE BY ETHNICITY, GENDER & HSLD FINANCIAL SITUATION DUE TO PANDEMIC**



**FIGURE 25 PERCENTAGE OF HOUSEHOLD RETAIL SHOPPING DOLLARS SPENT IN EASTVALE BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & CHILD IN HSLD**

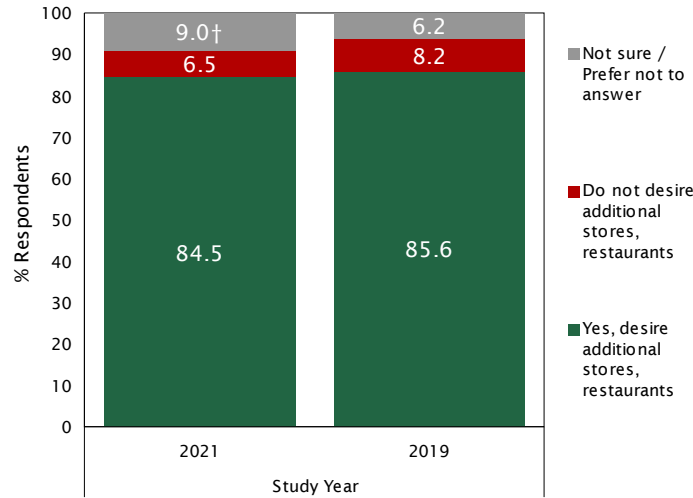




**INTEREST IN ADDITIONAL STORES OR RESTAURANTS** All residents were next asked to indicate whether, among the retail stores and restaurants their household currently visits outside of the City, there are any they would like to have available in Eastvale. As shown on Figure 26, more than eight-in-ten respondents (85%) answered this question in the affirmative, virtually identical to the finding from the 2019 study.

**Question 14** *Thinking of the retail stores and restaurants that your household visits outside of the City, are there any that you would like to have available in Eastvale?*

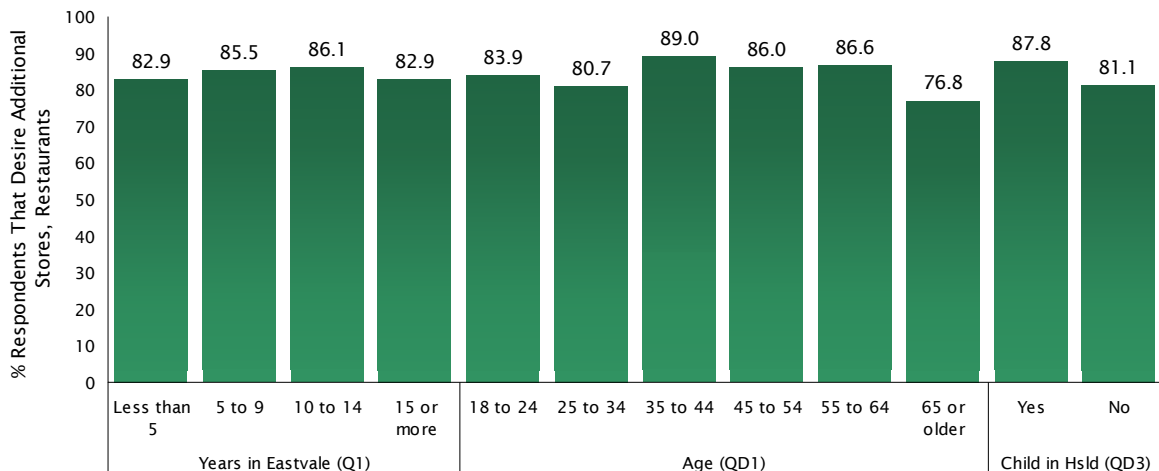
**FIGURE 26 DESIRE ADDITIONAL SORES & RESTAURANTS IN CITY OF EASTVALE BY STUDY YEAR**



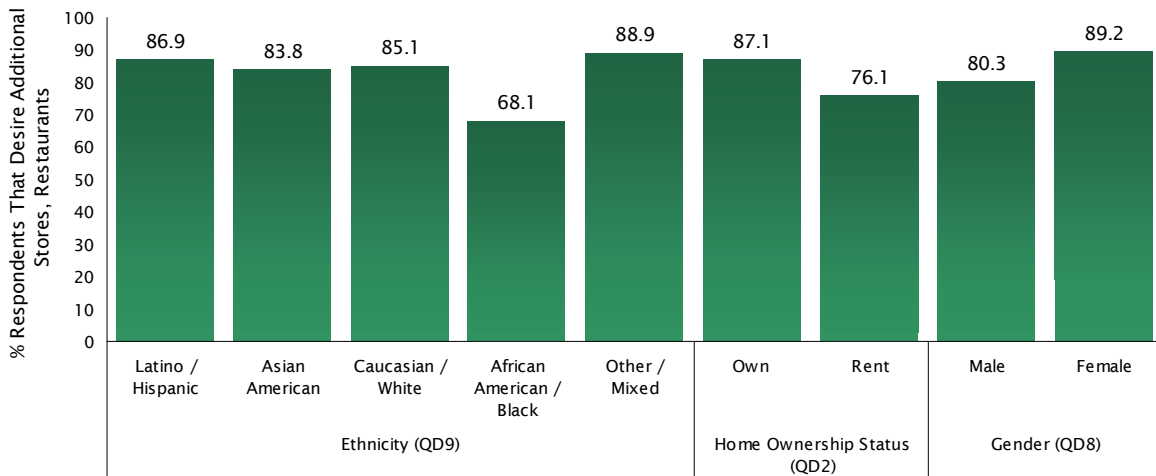
† Statistically significant change ( $p < 0.05$ ) between the 2019 and 2021 studies.

With the exception of residents 65 years of age or older, African American/Black respondents, renters, and those with an employment status of part-time, retired, or *other*, at least 80% of residents in every identified subgroup expressed interest in having additional retail stores and restaurants in Eastvale (see figures 27 to 29).

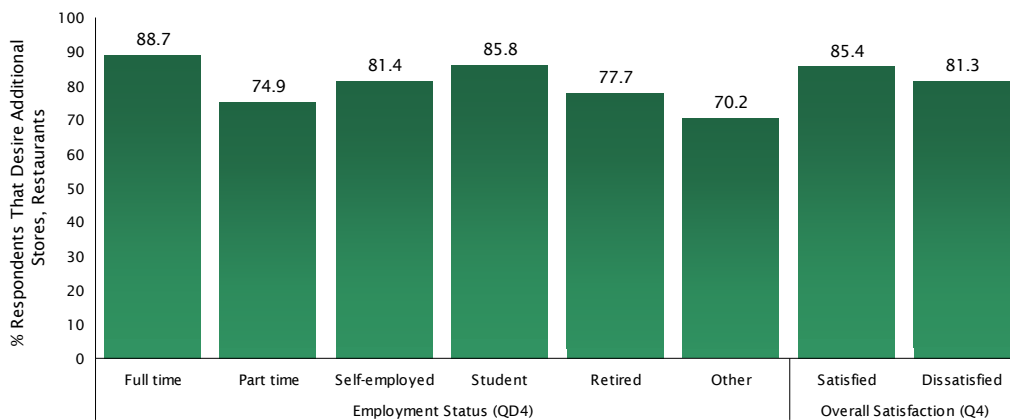
**FIGURE 27 DESIRE ADDITIONAL SORES & RESTAURANTS IN CITY OF EASTVALE BY YEARS IN EASTVALE, AGE, & CHILD IN HSLD**



**FIGURE 28 DESIRE ADDITIONAL SORES & RESTAURANTS IN CITY OF EASTVALE BY ETHNICITY, HOMEOWNERSHIP STATUS & GENDER**



**FIGURE 29 DESIRE ADDITIONAL SORES & RESTAURANTS IN CITY OF EASTVALE BY EMPLOYMENT STATUS & OVERALL SATISFACTION**

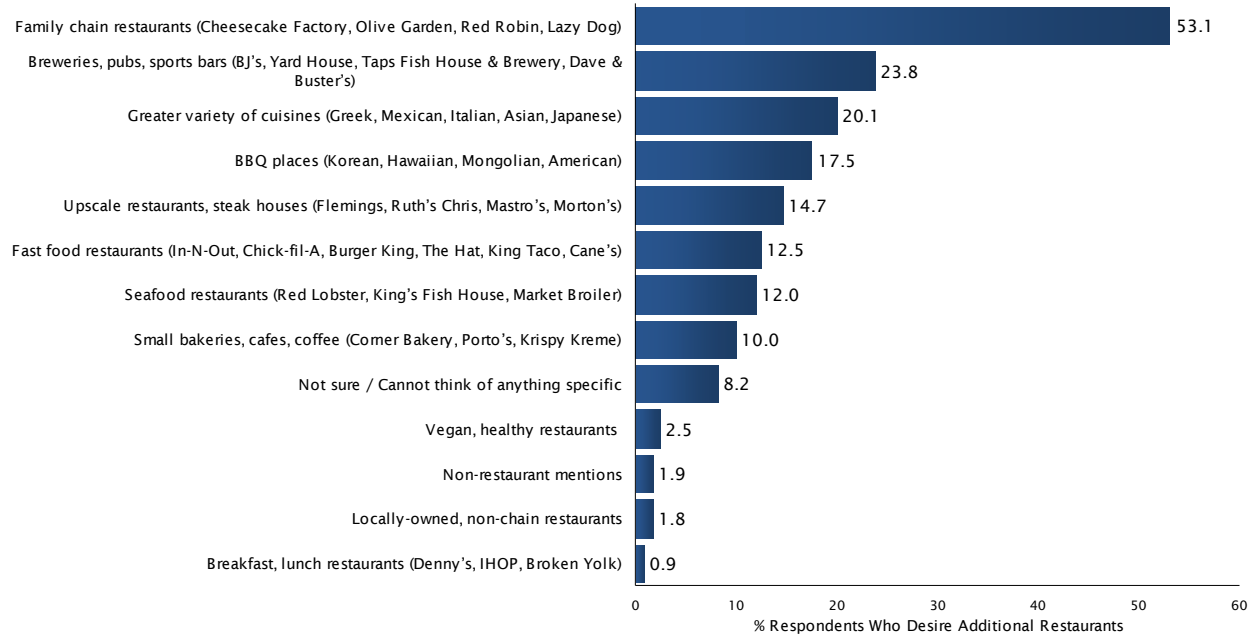


Those interested in new businesses in the City were next asked to name up to three restaurants (Question 15) or stores (Question 16) they were most interested in having located in Eastvale. These questions were asked in an open-ended manner, allowing respondents to name any business that came to mind without being limited to a list of options. True North later reviewed the verbatim responses and grouped them into the broader categories shown in the figures, which also provide examples of most categories in parentheses.

As shown in Figure 30, family restaurant chains such as Cheesecake Factory and Olive Garden was by far the most commonly mentioned type of restaurant that residents would like to have located in the City (53%), followed by breweries/pubs/sports bars such as BJ’s and Yard House (24%), a greater variety of cuisines in general such as Greek, Mexican, and Italian (20%), and BBQ restaurants, such as Korean and Hawaiian BBQ (18%).

**Question 15** *What are the names of up to three restaurants you would most like to have located in Eastvale?*

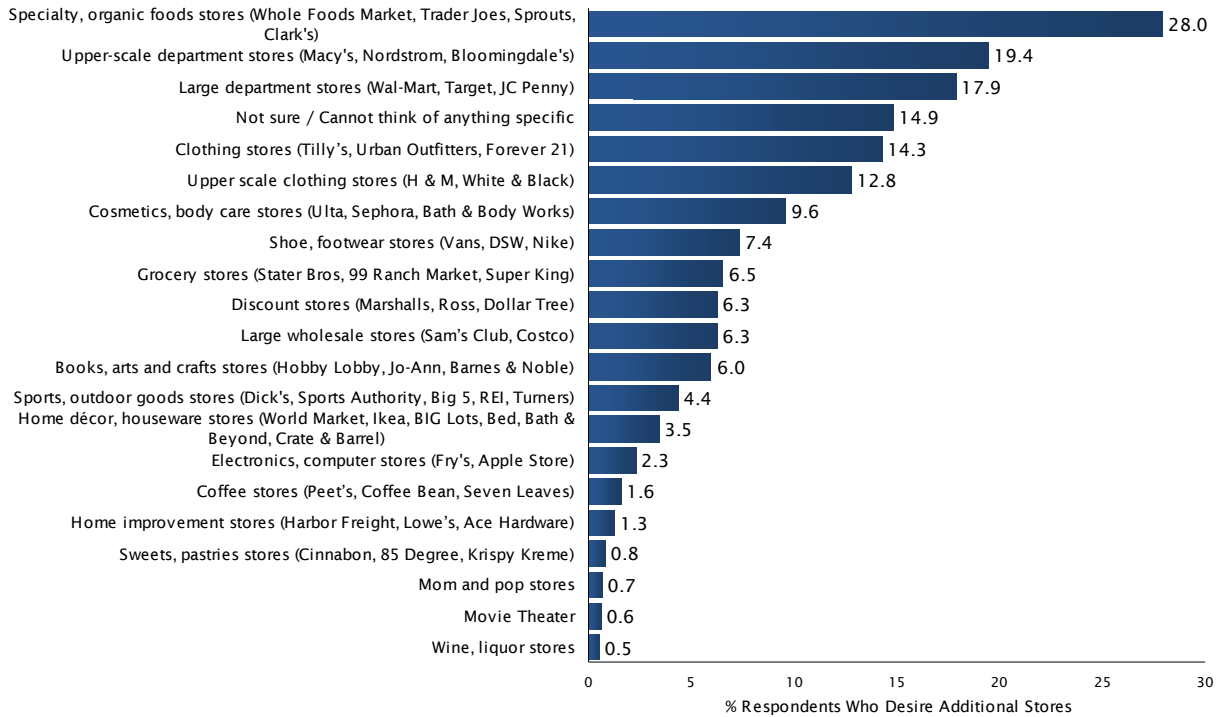
**FIGURE 30 TYPES OF RESTAURANTS DESIRED IN EASTVALE**



When asked to provide the names of up to three stores they would most like to have located in Eastvale, 28% of the households that desired additional businesses in the City cited specialty organic food stores such as Whole Foods, Trader Joe’s, and Sprouts. An additional 19% cited upscale department stores such as Macy’s and Nordstrom, and 18% would like large department stores such as Wal-Mart and Target to be located in Eastvale (see Figure 31 on the next page).

**Question 16** *What are the names of up to three stores you would most like to have located in Eastvale?*

**FIGURE 31** TYPES OF STORES DESIRED IN EASTVALE



# STRATEGIC PLANNING & PRIORITIES

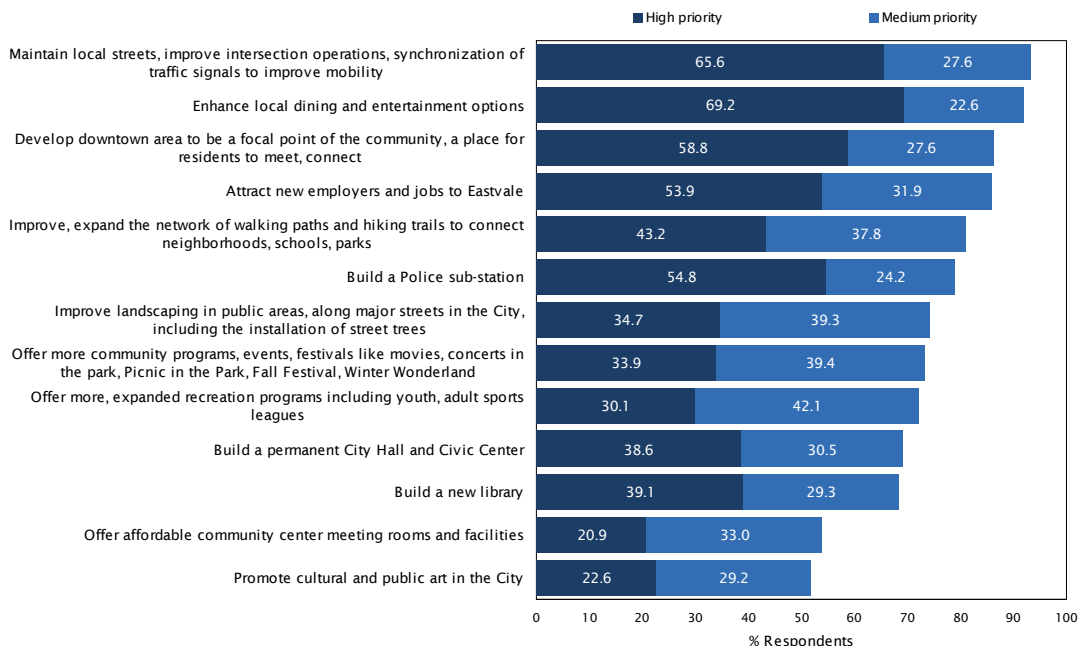
The City of Eastvale is in the process of updating its Strategic Plan, which will guide the City's future decisions on a variety of topics that affect the quality of life in the City, including land use, public safety, parks and open space, and transportation. To help inform the Strategic Plan, the 2021 survey included a question series examining proposed priorities for the future of Eastvale.

The format of Question 17 was straightforward: respondents were asked whether each project shown in Figure 32 should be a high, medium, or low priority for Eastvale's future—or if it should not be part of Eastvale's future at all. To encourage a sense of competition, respondents were instructed that not all of the projects could be high priorities. The projects are sorted from high to low in the figure based on the percentage of respondents who indicated that a project was at least a *medium* priority for the future.

Among the projects tested, maintaining local streets, and improving intersection operations and synchronization of traffic signals to improve mobility was viewed as the highest priority (93% high or medium priority), followed by enhancing local dining and entertainment options (92%), developing the downtown area to be a focal point of the community and a place for residents to meet and connect (86%), and attracting new employers and jobs to Eastvale (86%). Promoting cultural and public art in the City (52%) and offering affordable community center meeting rooms and facilities (54%) were lower priorities overall.

**Question 17** *The City of Eastvale is in the process of updating its Strategic Plan. The Strategic Plan will guide the City's future decisions on a variety of topics that affect the quality of life in Eastvale including land use, public safety, parks and open space, as well as transportation. Please indicate whether you think the item should be a high priority, a medium priority, or a low priority for Eastvale's future. If you feel the item should not be part of Eastvale's future, just say so. Please keep in mind that not all of the items can be high priorities.*

**FIGURE 32 STRATEGIC PLAN PRIORITIES**



Tables 14 through 16 show how the percentage of respondents that assigned *high* priority status to the projects varied across subgroups of residents. For ease of comparison, the top five ratings within each subgroup are highlighted green and make clear that, with few exceptions, residents as a whole were in agreement about the top five priorities for Eastvale’s future.

**TABLE 14 STRATEGIC PLAN PRIORITIES BY YEARS IN EASTVALE, OVERALL SATISFACTION & HOME OWNERSHIP STATUS (SHOWING % HIGH PRIORITY)**

	Years in Eastvale (Q1)				Overall Satisfaction (Q4)		Home Ownership Status (Q2)	
	Less than 5	5 to 9	10 to 14	15 or more	Satisfied	Dissatisfied	Own	Rent
Enhance local dining and entertainment options	61.3	77.3	64.7	74.8	69.9	70.5	72.4	58.7
Maintain local streets, improve intersection operations, synchronization of traffic signals to improve mobility	60.3	62.8	67.2	71.3	65.7	64.9	65.6	64.9
Develop downtown area to be a focal point of the community, a place for residents to meet, connect	58.3	63.3	57.0	57.3	60.5	51.9	57.8	61.0
Build a Police sub-station	50.8	60.6	51.9	56.6	54.8	58.0	56.0	54.3
Attract new employers and jobs to Eastvale	56.0	56.9	49.8	54.6	54.0	56.6	52.5	61.4
Improve, expand the network of walking paths, hiking trails to connect neighborhoods, schools, parks	45.9	41.5	42.9	43.0	43.8	43.6	41.3	48.5
Build a new library	42.8	41.2	40.9	30.7	38.6	42.1	37.3	43.5
Build a permanent City Hall and Civic Center	44.1	39.8	34.6	37.7	39.4	35.3	39.0	38.0
Improve landscaping in public areas, along major streets in City, incl installation of street trees	36.3	32.1	36.0	34.1	34.6	41.9	36.3	30.8
Offer more community programs, events, festivals like movies, concerts in park, Picnic in Park, Fall Festival, Winter Wonderland	32.9	42.3	30.3	31.1	35.2	24.6	32.3	40.8
Offer more, expanded recreation programs including youth, adult sports leagues	37.0	30.6	27.7	26.2	30.6	28.2	28.8	36.6
Promote cultural and public art in the City	23.1	22.9	22.1	22.5	23.1	20.8	21.7	22.2
Offer affordable community center meeting rooms and facilities	21.5	21.4	21.1	19.4	20.4	24.9	19.2	24.0

**TABLE 15 STRATEGIC PLAN PRIORITIES BY AGE (SHOWING % HIGH PRIORITY)**

	Age (Q1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Enhance local dining and entertainment options	59.8	63.4	79.5	71.9	70.1	64.1
Maintain local streets, improve intersection operations, synchronization of traffic signals to improve mobility	62.0	59.7	66.8	63.0	75.6	69.6
Develop downtown area to be a focal point of the community, a place for residents to meet, connect	61.0	58.9	64.4	60.2	52.9	48.0
Build a Police sub-station	29.8	48.4	58.9	60.6	67.9	61.3
Attract new employers and jobs to Eastvale	49.6	60.6	48.5	58.3	54.9	49.4
Improve, expand the network of walking paths, hiking trails to connect neighborhoods, schools, parks	50.9	47.1	47.3	39.5	37.7	29.2
Build a new library	53.2	31.5	42.5	32.3	39.3	39.8
Build a permanent City Hall and Civic Center	36.1	36.1	35.8	35.2	38.9	56.9
Improve landscaping in public areas, along major streets in City, incl installation of street trees	31.2	35.0	34.8	33.1	42.9	31.2
Offer more community programs, events, festivals like movies, concerts in park, Picnic in Park, Fall Festival, Winter Wonderland	31.7	40.8	35.3	32.9	26.2	34.1
Offer more, expanded recreation programs including youth, adult sports leagues	28.0	34.5	33.9	26.0	23.1	32.8
Promote cultural and public art in the City	38.8	21.5	18.3	18.5	22.6	21.4
Offer affordable community center meeting rooms and facilities	37.8	18.2	15.1	17.6	21.3	21.4

**TABLE 16 STRATEGIC PLAN PRIORITIES BY ETHNICITY & HSLD FINANCIAL SITUATION DUE TO PANDEMIC (SHOWING % HIGH PRIORITY)**

	Ethnicity (QD9)					HslD Financial Situation Due to Pandemic (QD7)		
	Latino/ Hispanic	Asian American	Caucasian/ White	African American /Black	Other/ Mixed	Improved	Stayed the same	Gotten worse
Enhance local dining and entertainment options	69.7	64.8	74.2	78.4	61.7	76.5	72.7	61.2
Maintain local streets, improve intersection operations, synchronization of traffic signals to improve mobility	64.3	62.3	71.8	64.1	67.8	63.1	66.4	63.4
Develop downtown area to be a focal point of the community, a place for residents to meet, connect	64.3	58.9	51.7	65.0	54.1	61.1	60.9	56.1
Build a Police sub-station	57.2	52.1	56.3	49.8	50.0	67.0	55.4	47.7
Attract new employers and jobs to Eastvale	54.4	58.9	44.6	51.9	50.1	53.1	51.4	59.5
Improve, expand the network of walking paths, hiking trails to connect neighborhoods, schools, parks	42.6	46.0	38.2	54.5	45.2	51.3	41.7	40.8
Build a new library	39.8	48.8	26.3	43.5	40.2	34.0	39.4	39.5
Build a permanent City Hall and Civic Center	40.0	44.2	30.4	48.0	42.3	43.3	36.6	40.3
Improve landscaping in public areas, along major streets in City, incl installation of street trees	38.4	35.4	27.1	39.8	38.4	40.4	34.5	32.5
Offer more community programs, events, festivals like movies, concerts in park, Picnic in Park, Fall Festival, Winter Wonderland	38.7	27.4	27.9	52.9	34.4	39.3	32.0	35.7
Offer more, expanded recreation programs including youth, adult sports leagues	33.2	22.0	25.9	45.3	35.4	36.6	27.4	30.5
Promote cultural and public art in the City	22.2	27.8	11.0	32.6	36.7	20.7	19.8	28.0
Offer affordable community center meeting rooms and facilities	22.4	22.8	10.8	34.1	27.3	16.6	17.6	25.2

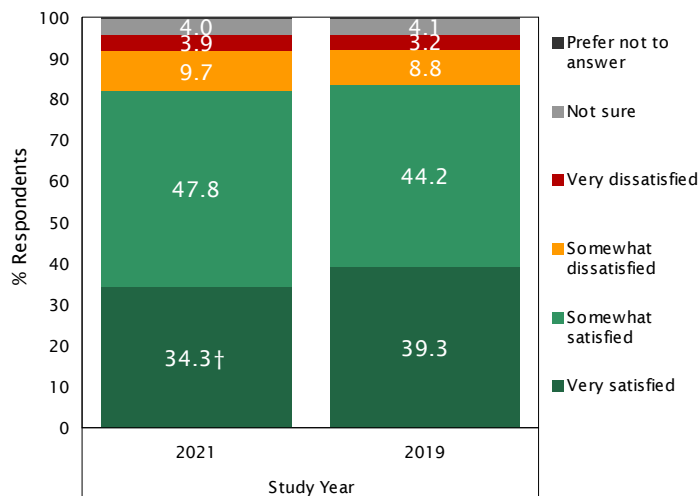
## COMMUNICATION & ENGAGEMENT

The importance of city communication with residents cannot be overstated. 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 Eastvale’s efforts to enhance the information flow to the City to better understand the community’s concerns, perceptions, and needs. Some of Eastvale’s many efforts to communicate with its residents include its newsletters, timely press releases, and its website. The following section presents the results of several communication-related questions.

**SATISFACTION WITH COMMUNICATION** Question 18 asked Eastvale residents to report their satisfaction with city-resident communication. Overall, 82% 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 (14%) or unsure of their opinion (4%). When compared with results of the 2019 study, there was a small but statistically significant decrease (-5%) in the percentage of residents who indicated they were *very satisfied* with the City’s communication efforts.

**Question 18** Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means?

FIGURE 33 SATISFACTION WITH COMMUNICATION BY STUDY YEAR

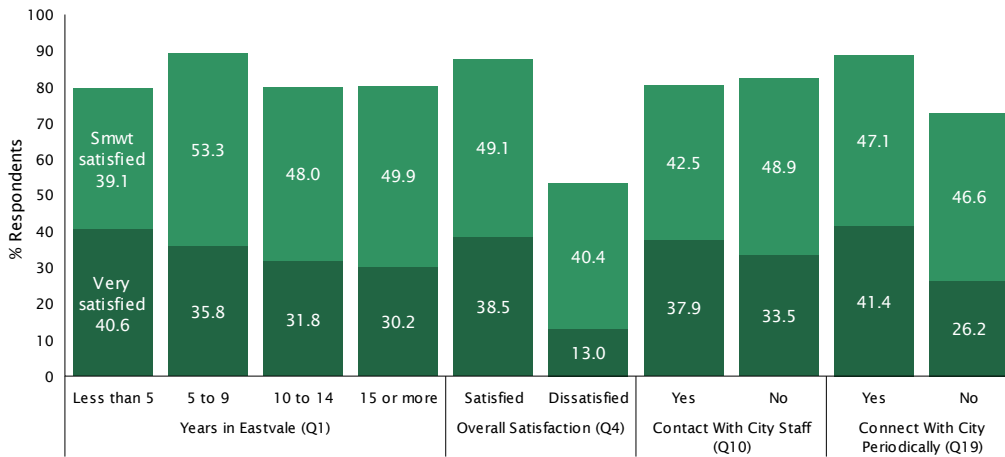


† Statistically significant change (p < 0.05) between the 2019 and 2021 studies.

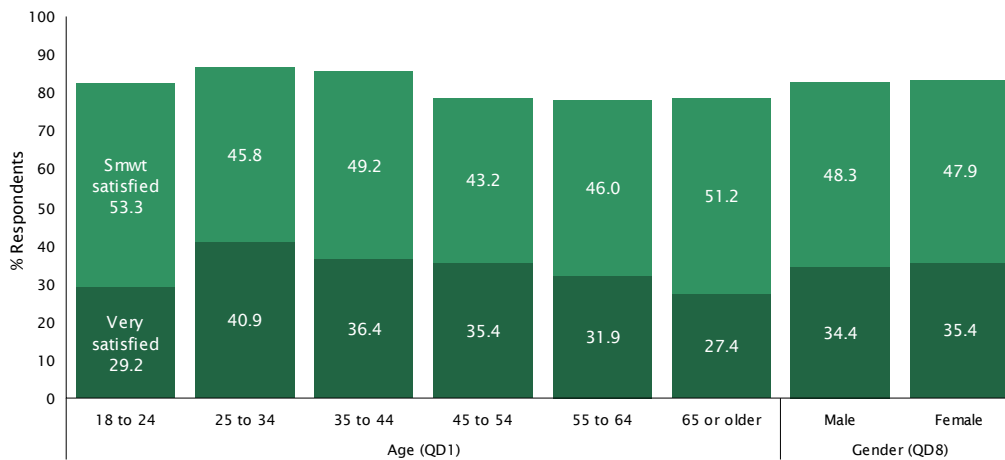
The next four figures display how satisfaction with the City’s efforts to communicate with residents varied across a number of demographic subgroups. Satisfaction with the City’s communication efforts was widespread, with more than 70% of respondents in all but one subgroup reporting they were either very or somewhat satisfied. As one might expect, residents dissatisfied with the City’s overall performance tended to be also less satisfied with the City’s communication efforts when compared with those generally satisfied with the City (53% vs. 88%).



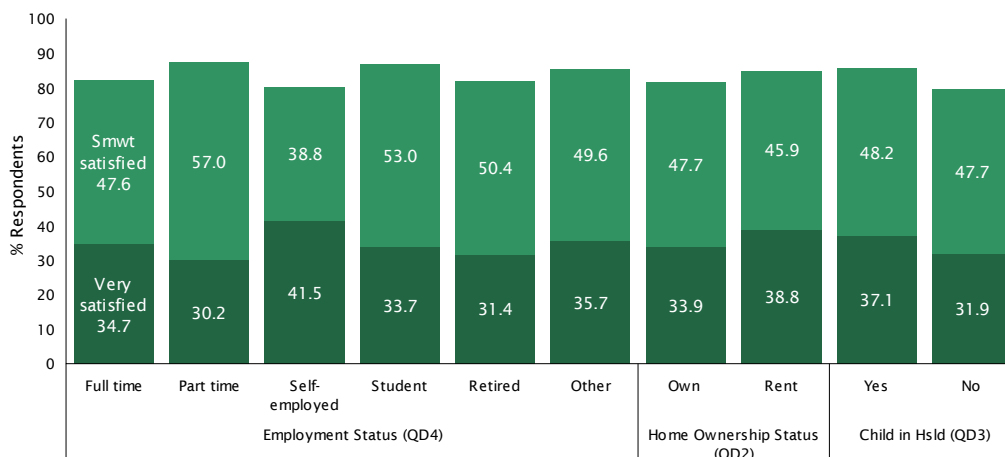
**FIGURE 34 SATISFACTION WITH COMMUNICATION BY YEARS IN EASTVALE, OVERALL SATISFACTION, CONTACT WITH CITY STAFF & CONNECT WITH CITY PERIODICALLY**



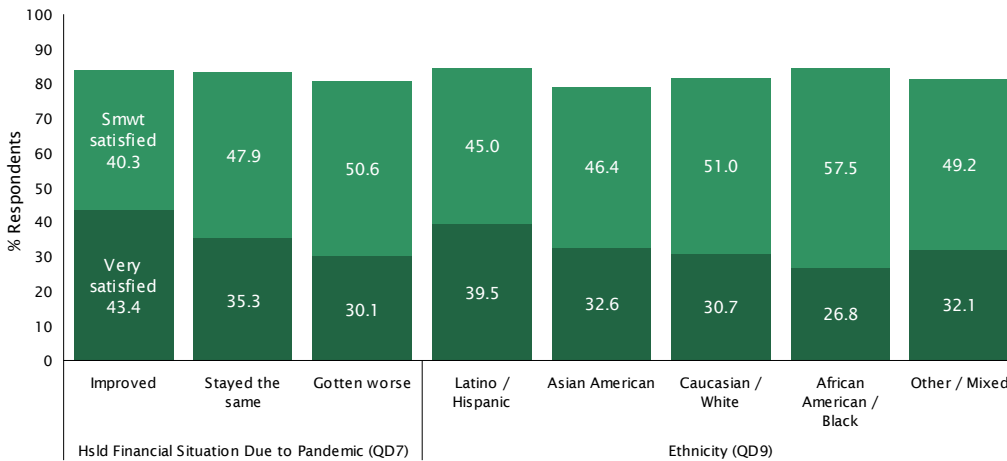
**FIGURE 35 SATISFACTION WITH COMMUNICATION BY AGE & GENDER**



**FIGURE 36 SATISFACTION WITH COMMUNICATION BY EMPLOYMENT STATUS, HOME OWNERSHIP STATUS & CHILD IN HSLD**



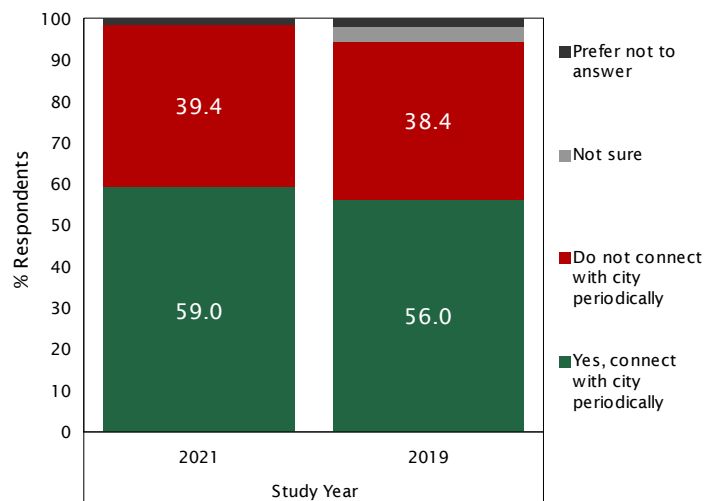
**FIGURE 37 SATISFACTION WITH COMMUNICATION BY HSLD FINANCIAL SITUATION DUE TO PANDEMIC & ETHNICITY**



**RESIDENT OUTREACH** Eastvale residents were next asked whether they periodically connect with the City via email, social media, a newsletter, or other outreach effort. The majority (59%) of respondents answered in the affirmative, whereas 39% indicated that they do not connect with the City through any outreach efforts and approximately 1% declined to state. There were no statistically significant changes from the 2019 study.

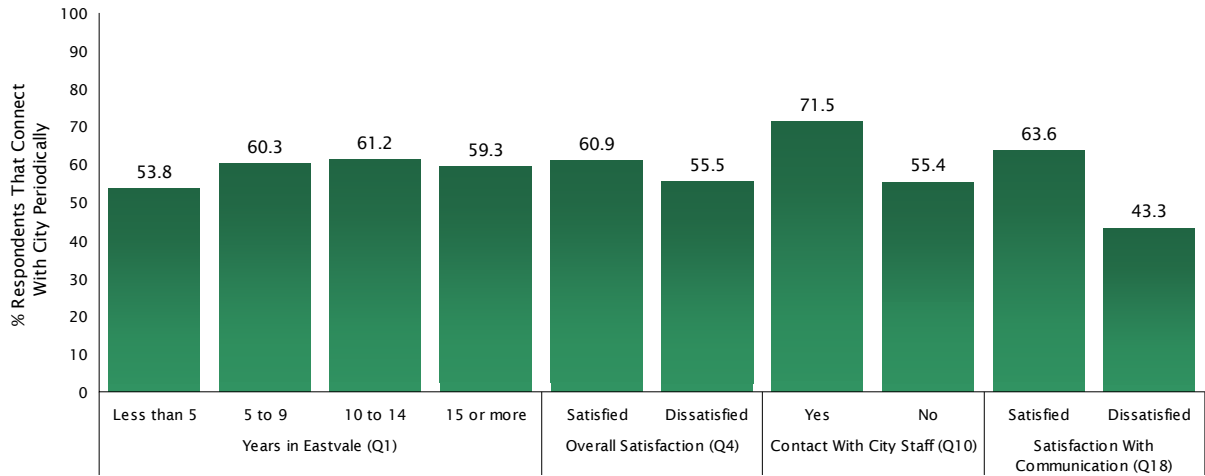
**Question 19** *Do you periodically connect with the City of Eastvale via email, social media, a newsletter, or other outreach effort?*

**FIGURE 38 CONNECT WITH CITY PERIODICALLY BY STUDY YEAR**

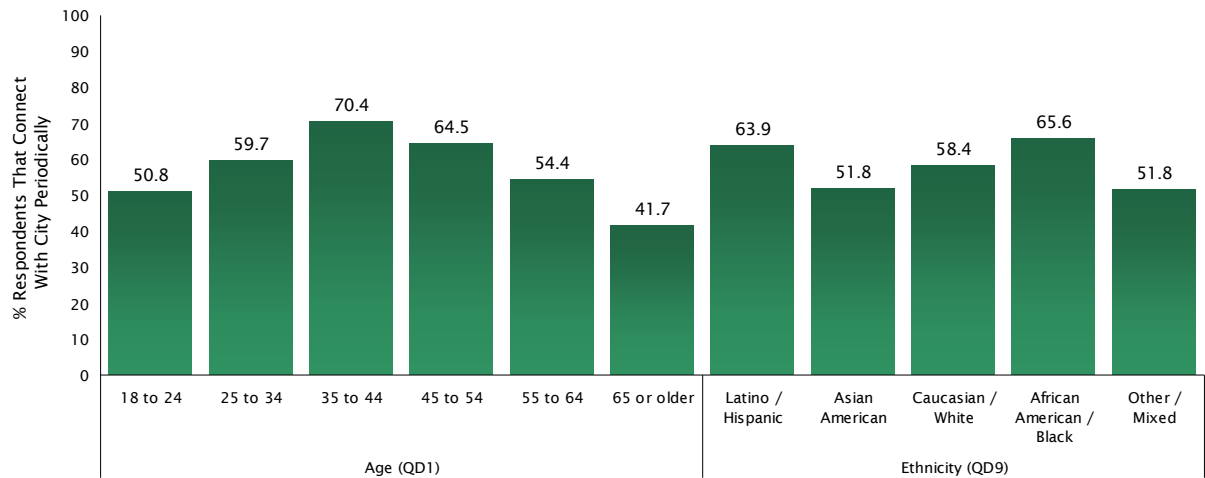


Figures 39 and 41 display the percentage of respondents who periodically connect with the City by a variety of resident subgroups. Compared with their counterparts, residents who have lived in Eastvale for at least 5 years, those satisfied with the City’s overall performance, respondents who had been in contact with city staff in the 12 months prior to the interview, those satisfied with the City’s communication efforts, those 35 to 54 years of age, Latino/Hispanic and African American/Black residents, female respondents, and those with a child in their home were more likely to report connecting with the City via email, social media, a newsletter, or other outreach effort.

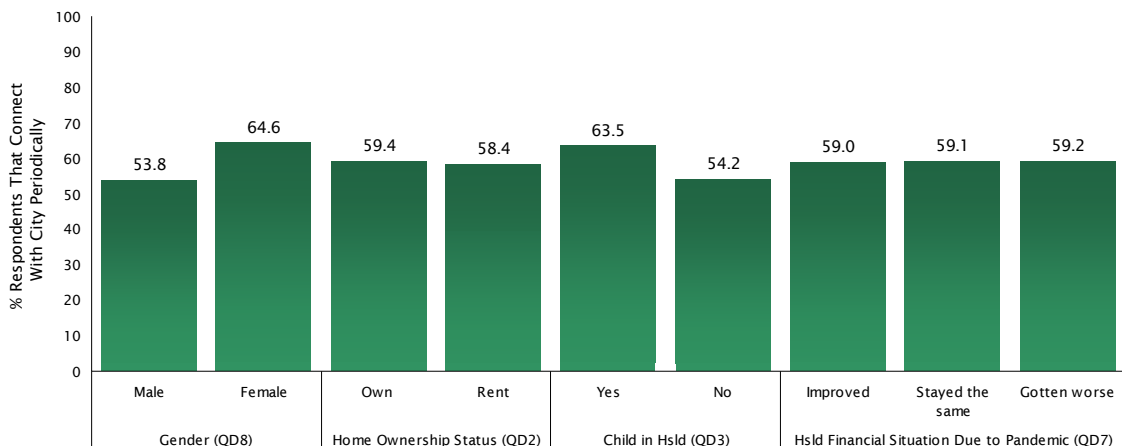
**FIGURE 39 CONNECT WITH CITY PERIODICALLY BY YEARS IN EASTVALE, OVERALL SATISFACTION, CONTACT WITH CITY STAFF & SATISFACTION WITH COMMUNICATION**



**FIGURE 40 CONNECT WITH CITY PERIODICALLY BY AGE & ETHNICITY**



**FIGURE 41 CONNECT WITH CITY PERIODICALLY BY GENDER, HOME OWNERSHIP STATUS, CHILD IN HSLD & HSLD FINANCIAL SITUATION DUE TO PANDEMIC**



**COMMUNICATION PREFERENCES** The last communication-related question presented residents with the methods shown on the left side of Figure 42 below and asked if each would be an effective way for the City to communicate with them. Overall, respondents cited email and electronic newsletters as the most effective method (93% very or somewhat effective), followed by a smart phone app (91%), the City’s website (88%), and social media (84%). While still perceived as effective by half (50%) of respondents, advertisements in local papers was viewed as the least effective way for the City to communicate with them.

**Question 20** *As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.*

**FIGURE 42 EFFECTIVENESS OF COMMUNICATION METHODS**

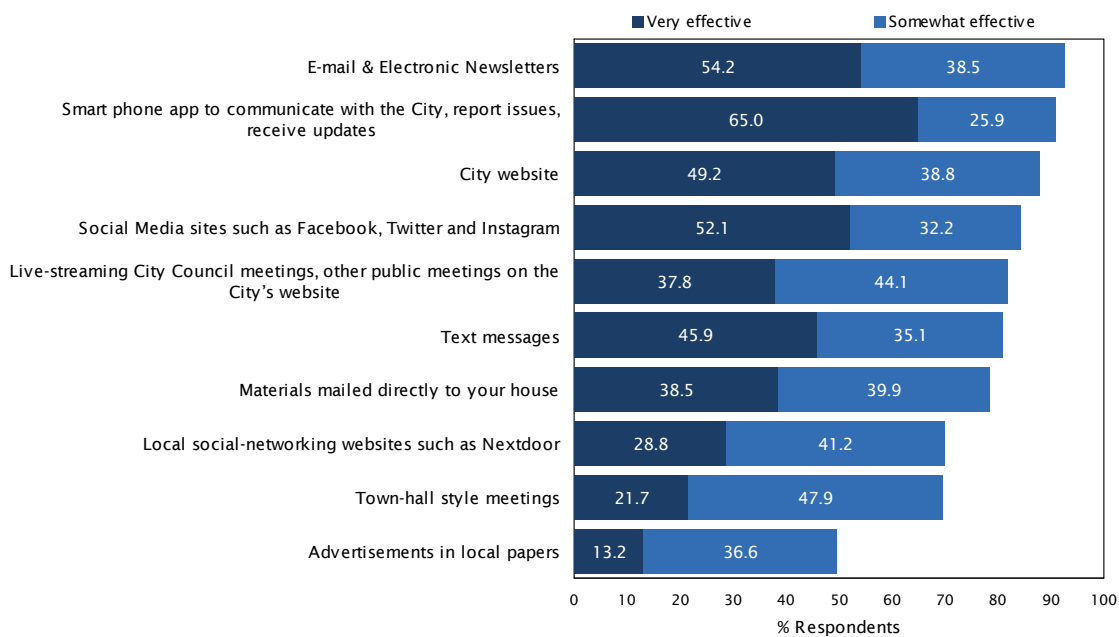


Table 17 displays the percentage of respondents that considered each of the communication methods *very effective* in 2021 compared with 2019. There was one statistically significant change between the two studies, an increase in perceived effectiveness of live-streaming City Council meetings and other public meetings on the City's website (+5% very effective).

**TABLE 17 EFFECTIVENESS OF COMMUNICATION METHODS BY STUDY YEAR**

	Study Year		Change in % Very 2019 to 2021
	2021	2019	
Live-streaming City Council meetings and other public meetings	37.8	32.9	+4.9†
Text messages	45.9	42.8	+3.1
Smart phone app	65.0	61.9	+3.1
City website	49.2	47.0	+2.2
Town-hall style meetings	21.7	21.7	-0.1
Local social-networking websites such as Nextdoor	28.8	29.0	-0.2
Advertisements in local papers	13.2	13.6	-0.5
Social media sites such as Facebook, Twitter, and Instagram	52.1	52.8	-0.6
E-mail & electronic newsletters	54.2	56.0	-1.8
Materials mailed directly to your house	38.5	41.3	-2.8

† Statistically significant change (p < 0.05) between the 2019 and 2021 studies.

The following three tables display the percentage of respondents who perceived each proposed communication method as *very effective* by their years in Eastvale, overall satisfaction with the City’s performance, age, presence of a child in the home, satisfaction with city-resident communication, and household financial situation due to the pandemic, with the top three most effective methods within each subgroup highlighted green.

**TABLE 18 EFFECTIVENESS OF COMMUNICATION METHODS BY YEARS IN EASTVALE & OVERALL SATISFACTION (SHOWING % VERY EFFECTIVE)**

	Years in Eastvale (Q1)				Overall Satisfaction (Q4)	
	Less than 5	5 to 9	10 to 14	15 or more	Satisfied	Dissatisfied
Smart phone app to communicate with the City, report issues, receive updates	65.6	68.7	62.3	64.4	66.5	55.3
E-mail & Electronic Newsletters	62.4	57.4	49.9	48.9	55.8	48.5
Social Media sites such as Facebook, Twitter and Instagram	49.8	57.0	51.5	50.3	55.9	35.2
City website	50.7	47.8	48.6	50.3	52.1	36.4
Text messages	51.5	47.8	42.1	44.1	46.7	39.2
Materials mailed directly to your house	48.4	40.5	32.2	35.8	40.0	32.0
Live-streaming City Council meetings, other public meetings on the City’s website	39.7	33.2	38.9	38.9	38.8	32.6
Local social-networking websites such as Nextdoor	32.5	29.4	25.6	29.3	28.8	29.3
Town-hall style meetings	28.6	20.4	16.5	23.6	23.1	16.7
Advertisements in local papers	14.9	11.5	13.3	13.0	14.0	11.2

**TABLE 19 EFFECTIVENESS OF COMMUNICATION METHODS BY AGE (SHOWING % VERY EFFECTIVE)**

	Age (Q1)					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Smart phone app to communicate with the City, report issues, receive updates	67.6	70.7	67.5	68.9	57.9	49.1
E-mail & Electronic Newsletters	38.0	55.0	59.4	54.3	58.7	54.9
Social Media sites such as Facebook, Twitter and Instagram	62.8	63.1	59.3	48.8	38.6	28.3
City website	45.3	53.6	45.3	48.3	51.2	56.1
Text messages	39.1	52.4	50.2	45.9	44.6	35.3
Materials mailed directly to your house	47.2	38.4	34.5	29.5	39.9	51.9
Live-streaming City Council meetings, other public meetings on the City’s website	36.5	36.6	37.4	36.8	40.3	41.3
Local social-networking websites such as Nextdoor	28.9	31.4	28.7	30.0	27.7	25.4
Town-hall style meetings	16.6	24.0	16.2	20.5	24.5	34.9
Advertisements in local papers	14.5	14.0	10.7	9.9	14.8	19.5

**TABLE 20 EFFECTIVENESS OF COMMUNICATION METHODS BY CHILD IN HSLD, SATISFACTION WITH COMMUNICATION & HSLD FINANCIAL SITUATION DUE TO PANDEMIC (SHOWING % VERY EFFECTIVE)**

	Child in HslD (Q3)		Satisfaction With Communication (Q18)		HslD Financial Situation Due to Pandemic (Q7)		
	Yes	No	Satisfied	Dissatisfied	Improved	Stayed the same	Gotten worse
Smart phone app to communicate with the City, report issues, receive updates	68.5	60.6	67.8	56.4	68.7	65.4	64.4
E-mail & Electronic Newsletters	54.3	53.8	57.2	41.1	57.5	55.5	50.7
Social Media sites such as Facebook, Twitter and Instagram	59.7	43.4	56.6	29.7	60.5	49.4	56.7
City website	45.6	54.5	52.9	33.0	45.7	48.6	53.1
Text messages	47.4	44.5	47.9	36.0	48.7	43.8	49.7
Materials mailed directly to your house	33.7	44.9	39.5	33.1	36.9	36.3	41.9
Live-streaming City Council meetings, other public meetings on the City’s website	40.2	35.7	40.0	30.6	46.5	37.0	35.7
Local social-networking websites such as Nextdoor	30.5	26.6	31.2	17.5	34.1	28.2	30.6
Town-hall style meetings	20.3	24.1	22.9	17.9	25.0	19.3	25.9
Advertisements in local papers	12.2	14.6	13.9	9.9	12.8	11.0	17.4



# BACKGROUND & DEMOGRAPHICS

**TABLE 21 DEMOGRAPHICS OF SAMPLE BY STUDY YEAR**

	Study Year	
	2021	2019
<b>Total Respondents</b>	<b>1,112</b>	<b>1,178</b>
<b>Years in Eastvale (Q1)</b>		
Less than 5	21.6	21.7
5 to 9	23.6	31.2
10 to 14	32.2	32.2
15 or more	22.6	14.8
Prefer not to answer	0.0	0.1
<b>Age (QD1)</b>		
18 to 24	13.3	13.5
25 to 34	19.3	18.1
35 to 44	24.6	26.2
45 to 54	18.5	17.6
55 to 64	12.5	12.0
65 or older	10.2	9.8
Prefer not to answer	1.6	2.7
<b>Home Ownership Status (QD2)</b>		
Own	74.7	73.5
Rent	22.1	22.7
Prefer not to answer	3.2	3.8
<b>Child in Hsld (QD3)</b>		
Yes	55.3	55.1
No	41.2	41.6
Prefer not to answer	3.5	3.3
<b>Employment Status (QD4)</b>		
Full time	58.6	62.9
Part time	3.6	7.4
Self-employed	10.2	N/A
Student	6.5	7.3
Retired	11.3	11.2
Other	6.4	7.7
Prefer not to answer	3.5	3.5
<b>Hsld financial situation due to pandemic (QD7)</b>		
Improved a lot	2.5	N/A
Improved somewhat	9.2	N/A
Stayed the same	56.0	N/A
Gotten somewhat worse	21.7	N/A
Gotten a lot worse	5.4	N/A
Prefer not to answer	5.3	N/A
<b>Gender (QD8)</b>		
Male	47.5	48.2
Female	48.6	49.2
Prefer not to answer	4.0	2.5
<b>Ethnicity (QD9)</b>		
Latino / Hispanic	37.7	39.3
Asian American	24.6	25.1
Caucasian / White	20.3	18.4
Af American / Black	5.9	7.5
Other / Mixed	7.0	5.0
Prefer not to answer	4.5	4.7

Table 21 presents the key demographic information collected during the survey by study year. 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 Eastvale's adult resident population on key characteristics.



## 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 Eastvale 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 in contact with city staff in the past 12 months (Question 10) were asked about their experiences with staff (Question 11). The questionnaire included with this report (see *Questionnaire & Toplines* on page 51) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions. It is also worth noting that most of the questions asked in the 2021 survey were tracked directly from the 2019 baseline survey to allow the City to reliably track its performance over time.

**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 was also professionally translated into Spanish and Mandarin Chinese to allow for data collection in English, Spanish, and Chinese according to the preference of the respondent.

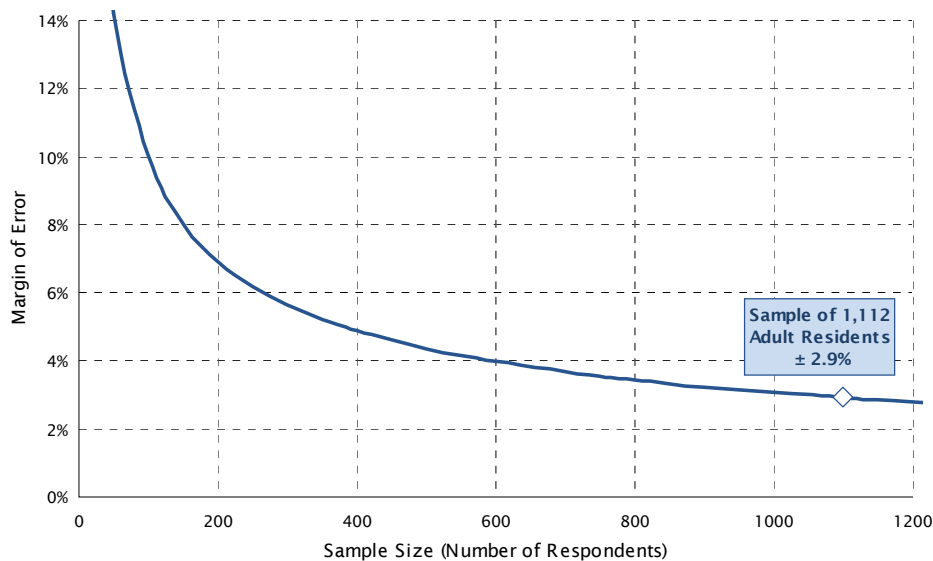
**SAMPLE, RECRUITING & DATA COLLECTION** A comprehensive database of Eastvale households was utilized for this study, ensuring that all households in Eastvale had the opportunity to participate in the survey. Households were recruited to participate in the survey through multiple recruiting methods. Using a combination of mailed and emailed invitations, a random selection of households was initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each household was assigned a unique passcode to ensure that only Eastvale 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 began placing telephone calls to land lines and cell phone numbers of households throughout the City that had yet to participate in the online survey as a result of the emailed or mailed invitation.

Telephone interviews averaged 20 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 1,112 completed surveys (1,016 English, 47 Spanish, and 49 Chinese) were gathered online and by telephone between January 5 and January 19, 2021.

**MARGIN OF ERROR DUE TO SAMPLING** The results of the survey can be used to estimate the opinions of all adult residents in 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 1,112 adult residents for a particular question and what would have been found if all of the estimated 46,223 adult residents<sup>3</sup> had been interviewed.

Figure 43 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  $\pm 2.9\%$  for questions answered by all 1,112 respondents.

**FIGURE 43 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 43 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.

3. Source: U.S. Census Bureau, July 2019 age distribution applied to January 2020 total population estimate for the City of Eastvale from California Department of Finance, E-1 City/County Population Estimates, January 2020.



**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 ethnicity according to Census estimates.

**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 figures for a given question.

# QUESTIONNAIRE & TOPLINES



City of Eastvale  
Community Opinion Survey  
Final Toplines (n=1,112)  
January 2021

## Section 1: Introduction to Study

Hi, may I please speak to \_\_\_\_\_? Hi, my name is \_\_\_\_\_ and I'm calling on behalf of the City of Eastvale from TNR. We're conducting a study about important issues in Eastvale and we would like to get your opinions.

*If needed:* The City values the opinions of its residents and is looking for feedback on issues that directly affect the quality of life in the City.

*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 14 minutes to complete.

*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

*If needed:* Your responses to the survey will be confidential.

## Section 2: Quality of Life

To begin, I'd like to ask you a few questions about what it is like to live in Eastvale.

Q1	How long have you lived in the City of Eastvale?		
	1	Less than 1 year	4%
	2	1 to 4 years	17%
	3	5 to 9 years	24%
	4	10 to 14 years	32%
	5	15 years or longer	23%
	99	Prefer not to answer	0%

Q2	How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?								
	<i>Always ask A first, then randomize B-F</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	The overall quality of life in Eastvale		35%	55%	9%	1%	0%	0%	0%
B	Eastvale as a place to raise a family		49%	40%	8%	1%	0%	1%	1%
C	Eastvale as a place to work		7%	21%	24%	13%	7%	24%	3%
D	Eastvale as a place to retire		21%	31%	24%	9%	5%	9%	1%
E	Eastvale as a place to shop		10%	31%	36%	15%	7%	1%	0%
F	Eastvale as a place to dine		7%	20%	36%	26%	10%	1%	0%

Q3	If the city government could change one thing to make Eastvale a better place to live, work or play, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below. Top categories shown here.	
	Provide more shopping, upscale dining options	35%
	Not sure / Cannot think of anything	12%
	Increase police presence, faster response, have own police department	11%
	Improve, provide more rec facilities	8%
	Reduce traffic congestion	5%
	Enforce traffic laws	5%
	Improve, provide more rec, community programs, activities	4%
	Improve economy, jobs	4%
	Cleaner city, improve landscape	4%
	No changes needed / Everything is okay	4%
	Limit growth, development	3%
	Address homeless issues	3%
	Engage in economic development	3%
	Requests for specific types of development	3%
	Reduce taxes, fees	3%
	Improve, add more schools, education	3%
	Improve, maintain streets and roads	2%
	Enforce City codes	2%
	Improve city planning, development	2%
	Attract breweries, bars, nightlife	2%
	Address COVID-related concerns	1%

### Section 3: City Services

Next, I would like to ask a series of questions about services provided by the City of Eastvale.

Q4	Generally speaking, are you satisfied or dissatisfied with the job the City of Eastvale 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	28%
	2 Somewhat satisfied	52%
	3 Somewhat dissatisfied	9%
	4 Very dissatisfied	4%
	98 Not sure	7%
	99 Prefer not to answer	1%

Q5 For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.							
	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Prefer not to answer
A	Providing law enforcement services	67%	23%	9%	1%	0%	0%
B	Providing fire protection and emergency medical services	73%	25%	3%	0%	0%	0%
C	Providing trash collection and recycling services	54%	37%	8%	0%	0%	0%
D	Maintaining city streets and roads	63%	33%	3%	0%	0%	0%
E	Managing growth and development	48%	40%	10%	1%	1%	0%
F	Providing recreation programs for all ages	38%	39%	19%	4%	0%	0%
G	Maintaining parks and recreation areas	55%	39%	6%	0%	0%	0%
H	Providing cultural and public art	21%	28%	31%	18%	2%	0%
I	Promoting economic development for an economically vibrant community	47%	38%	12%	2%	1%	0%
J	Holding special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland	35%	36%	23%	5%	1%	0%
K	Addressing homelessness	57%	28%	11%	2%	1%	0%
L	Addressing issues that can negatively impact community character, like abandoned vehicles, yards not being properly maintained, illegal dumping, and unpermitted construction	52%	32%	14%	2%	0%	0%
M	Providing programs and events that reflect the City's cultural diversity	31%	30%	24%	13%	1%	0%
Q6 For the same list of services I just read, I'd like you to tell me how satisfied you are with the job the City is doing to provide the service.							
Q6 Are you satisfied or dissatisfied with the City's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>							
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to answer
A	Provide law enforcement services	38%	41%	12%	5%	3%	1%
B	Provide fire protection and emergency medical services	52%	37%	5%	1%	5%	0%
C	Provide trash collection and recycling services	49%	38%	9%	3%	1%	0%
D	Maintain city streets and roads	38%	46%	12%	4%	0%	0%

E	Manage growth and development	25%	49%	15%	4%	6%	1%
F	Provide recreation programs for all ages	32%	43%	12%	2%	10%	1%
G	Maintain parks and recreation areas	47%	43%	7%	1%	1%	0%
H	Provide cultural and public art	15%	36%	20%	7%	19%	2%
I	Promote economic development for an economically vibrant community	26%	48%	13%	5%	7%	1%
J	Hold special community events like summer concerts, movies in the park, and holiday celebrations like Picnic in the Park, Fall Festival, and Winter Wonderland	43%	40%	8%	2%	7%	1%
K	Address homelessness	22%	37%	20%	9%	11%	1%
L	Address issues that can negatively impact community character, like abandoned vehicles, yards not being properly maintained, illegal dumping, and unpermitted construction	25%	44%	18%	7%	6%	1%
M	Provide programs and events that reflect the City's cultural diversity	19%	39%	18%	4%	16%	3%

#### Section 4: Transportation Mobility

Q7 Next, I'd like to ask you a few questions about transportation mobility. By transportation mobility, I mean the ability to move and connect within the community whether you walk, bike, drive, or use transit.

Would you rate: \_\_\_\_\_ as excellent, good, fair, poor, or very poor?

		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
	<i>Read item A First, then randomize B-G</i>							
A	Overall <b>transportation mobility</b> in Eastvale	20%	39%	26%	7%	3%	5%	0%
B	Overall <b>road safety</b> in Eastvale	21%	45%	23%	7%	2%	1%	0%
C	Transportation mobility on <b>major streets</b> within Eastvale	21%	41%	25%	7%	3%	2%	0%
D	Transportation mobility <b>around schools</b> within Eastvale	15%	31%	25%	13%	6%	10%	1%
E	Transportation mobility on <b>freeways and highways</b> in the areas surrounding Eastvale	19%	37%	28%	10%	4%	2%	0%
F	Transportation mobility on <b>bike lanes, trails, and sidewalks</b>	24%	44%	19%	5%	2%	6%	1%
G	Transportation mobility via <b>bus and transit services</b>	11%	19%	17%	10%	5%	36%	4%

Q8	Generally speaking, are you satisfied or dissatisfied with the City's efforts to address roadway safety by improving and maintaining streets and intersections, timing traffic signals, and other measures? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>		
	1	Very satisfied	28%
	2	Somewhat satisfied	50%
	3	Somewhat dissatisfied	14%
	4	Very dissatisfied	5%
	98	Not sure	2%
	99	Prefer not to answer	0%

#### Section 5: Downtown

The City of Eastvale is planning to build a Downtown area that will include a diverse mix of shops, restaurants, gathering places, and activities.

Q9 As I read the following types of businesses and amenities, please tell me how interested you would be in the item if it were included in the new Downtown area. Here is the (first/next) one: \_\_\_\_\_. Are you very interested, somewhat interested, or not interested in having this be part of the new Downtown area?

	<i>Randomize</i>	Very interested	Somewhat interested	Not interested	Not sure	Prefer not to answer
A	Grocery stores and food markets	46%	36%	17%	1%	0%
B	Pharmacies and medical supplies	27%	35%	35%	3%	0%
C	Clothing stores	52%	37%	9%	1%	0%
D	Home improvement and hardware	24%	38%	35%	3%	0%
E	Attractions and venues unique to Eastvale and the region that help define Eastvale as a visitor destination	57%	28%	14%	1%	0%
F	Wine tasting, bars and breweries	55%	23%	20%	1%	0%
G	Restaurants	85%	13%	1%	0%	0%
H	Entertainment uses such as movie houses, music, sports, and arts	66%	27%	6%	1%	0%
I	Combination office space and live-work units	18%	31%	47%	4%	1%
J	Smaller, boutique retail stores	51%	36%	12%	1%	0%
K	Areas to sit and relax	60%	33%	6%	1%	0%
L	Residential housing units built on top of, or next to, office, retail and restaurant businesses	14%	24%	57%	4%	1%
M	Spaces where the community can gather and socialize	55%	33%	10%	1%	0%
N	Public art	37%	32%	29%	2%	0%

Section 6: Customer Service								
Q10	In the past 12 months, have you been in contact with staff from the City of Eastvale?							
	1	Yes		20%	Ask Q11			
	2	No		75%	Skip to Q13			
	98	Not sure		4%	Skip to Q13			
	99	Prefer not to answer		1%	Skip to Q13			
Q11	In your opinion, was the staff at the City very _____, somewhat _____, or not at all _____. <i>Read one item at a time, continue until all items are read.</i>							
	<i>Randomize</i>			Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Helpful			57%	27%	13%	2%	57%
B	Professional			68%	25%	6%	1%	0%
C	Accessible			54%	36%	8%	2%	0%
Q12	Was the reason you contacted the City ultimately resolved to your satisfaction?							
	1	Yes		66%				
	2	No		26%				
	98	Not sure		5%				
	99	Prefer not to answer		2%				

Section 7: Economic Development			
Q13	Excluding grocery shopping, what percentage of your household's retail shopping dollars do you spend locally in the City of Eastvale? <i>If uncertain, ask them to estimate.</i>		
	1	Less than 10%	12%
	2	10% to 19%	16%
	3	20% to 29%	16%
	4	30% to 39%	14%
	5	40% to 49%	9%
	6	50% to 59%	7%
	7	60% to 69%	4%
	8	70% to 79%	6%
	9	80% to 89%	7%
	10	90% to 100%	5%
	98	Not sure / Prefer not to answer	4%

Q14	Thinking of the retail stores and restaurants that your household visits <u>outside</u> of the City, are there any that you would like to have available in Eastvale?			
	1	Yes	85%	Ask Q15
	2	No	7%	Skip to Q17
	98	Not sure	9%	Skip to Q17
	99	Prefer not to answer	0%	Skip to Q17
Q15	What are the names of up to three <b>restaurants</b> you would <u>most</u> like to have located in Eastvale? Verbatim responses recorded and later grouped into categories shown below, examples shown in parentheses.			
	Family chain restaurants (Cheesecake Factory, Olive Garden, Red Robin, Lazy Dog)		53%	
	Breweries, pubs, sports bars (BJ's, Yard House, Taps Fish House & Brewery, Dave & Buster's)		24%	
	Greater variety of cuisines (Greek, Mexican, Italian, Asian, Japanese)		20%	
	BBQ places (Korean, Hawaiian, Mongolian, American)		18%	
	Upscale restaurants, steak houses (Flemings, Ruth's Chris, Mastro's, Morton's)		15%	
	Fast food restaurants (In-N-Out, Chick-fil-A, Burger King, The Hat, King Taco, Cane's)		12%	
	Seafood restaurants (Red Lobster, King's Fish House, Market Broiler)		12%	
	Small bakeries, cafes, coffee (Corner Bakery, Porto's, Peet's Krispy Kreme)		10%	
	Not sure / Cannot think of anything specific		8%	
	Locally-owned, non-chain restaurants		2%	
	Vegan, healthy restaurants		2%	
	Non-restaurant mentions		2%	
	Breakfast, lunch restaurants (Denny's, IHOP, Broken Yolk)		1%	
Q16	What are the names of up to three <b>stores</b> you would <u>most</u> like to have located in Eastvale? Verbatim responses recorded and later grouped into categories shown below examples shown in parentheses.			
	Specialty, organic foods stores (Whole Foods Market, Trader Joes, Sprouts, Clark's)		28%	
	Upper-scale department stores (Macy's, Nordstrom, Bloomingdale's)		19%	
	Large department stores (Wal-Mart, Target, JC Penny)		18%	
	Not sure / Cannot think of anything specific		15%	
	Clothing stores (Tilly's, Urban Outfitters, Forever 21)		14%	



Upper scale clothing stores (H & M, White & Black)	13%
Cosmetics, body care stores (Ulta, Sephora, Bath & Body Works)	10%
Grocery stores (Stater Bros, 99 Ranch Market, Super King)	7%
Shoe, footwear stores (Vans, DSW, Nike)	7%
Discount stores (Marshalls, Ross, Dollar Tree)	6%
Books, arts and crafts stores (Hobby Lobby, Jo-Ann, Barnes & Noble)	6%
Large wholesale stores (Sam's Club, Costco)	6%
Sports, outdoor goods stores (Dick's, Sports Authority, Big 5, REI, Turners)	4%
Home décor, houseware stores (World Market, Ikea, BIG Lots, Bed, Bath & Beyond, Crate & Barrel)	3%
Electronics, computer stores (Fry's, Apple Store)	2%
Coffee stores (Coffee Bean, Seven Leaves)	2%
Home improvement stores (Harbor Freight, Lowe's, Ace Hardware)	1%
Movie Theater	1%
Sweets, pastries stores (Cinnabon, 85 Degree, Krispy Kreme)	1%
Wine, liquor stores	1%
Mom and pop stores	1%

**Section 8: Strategic Planning & Priorities**

The City of Eastvale is in the process of updating its Strategic Plan. The Strategic Plan will guide the City's future decisions on a variety of topics that affect the quality of life in Eastvale including land use, public safety, parks and open space, as well as transportation.

**Q17** As I read each of the following items, please indicate whether you think the item should be a high priority, a medium priority, or a low priority for Eastvale's future. If you feel the item should not be part of Eastvale's future, 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 be a high, medium or low priority for Eastvale - or should it not be part of Eastvale's future?

		High Priority	Medium Priority	Low Priority	Should not spend money	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Improve landscaping in public areas and along major streets in the City, including the installation of street trees	35%	39%	21%	4%	1%	0%
B	Build a permanent City Hall and Civic Center	39%	30%	23%	6%	1%	0%

C	Build a new library	39%	29%	23%	8%	0%	0%
D	Maintain local streets, and improve intersection operations and synchronization of traffic signals to improve mobility	66%	28%	5%	1%	0%	0%
E	Offer more community programs, events, and festivals like movies and concerts in the park, Picnic in the Park, Fall Festival, and Winter Wonderland	34%	39%	21%	5%	1%	0%
F	Offer more and expanded recreation programs including youth and adult sports leagues	30%	42%	22%	4%	1%	0%
G	Offer affordable community center meeting rooms and facilities	21%	33%	33%	11%	2%	0%
H	Attract new employers and jobs to Eastvale	54%	32%	10%	3%	1%	0%
I	Improve and expand the network of walking paths and hiking trails to connect neighborhoods, schools, and parks	43%	38%	15%	3%	0%	0%
J	Enhance local dining and entertainment options	69%	23%	6%	2%	0%	0%
K	Develop the downtown area to be a focal point of the community and a place for residents to meet and connect	59%	28%	10%	3%	1%	0%
L	Promote cultural and public art in the City	23%	29%	32%	15%	1%	0%
M	Build a Police sub-station	55%	24%	14%	6%	2%	0%

#### Section 9: Communication & Engagement

Q18	Overall, are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	34%
	2	Somewhat satisfied	48%
	3	Somewhat dissatisfied	10%
	4	Very dissatisfied	4%
	98	Not sure	4%
	99	Prefer not to answer	0%
Q19	Do you periodically connect with the City of Eastvale via email, social media, a newsletter, or other outreach effort?		
	1	Yes	59%
	2	No	39%
	3	Not sure	0%
	99	Prefer not to answer	2%

Q20		As I read the following ways that the City can communicate with residents, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the City to communicate with you.			
	<i>Randomize</i>	Very	Somewhat	Not at all	Not sure / Prefer not to answer
A	E-mail & Electronic Newsletters	54%	39%	5%	2%
B	Social Media sites such as Facebook, Twitter and Instagram	52%	32%	10%	5%
C	A smart phone application that would allow you to communicate with the City, report issues, and receive updates	65%	26%	6%	4%
D	City website	49%	39%	9%	3%
E	Materials mailed directly to your house	38%	40%	18%	3%
F	Advertisements in local papers	13%	37%	45%	5%
G	Text messages	46%	35%	14%	5%
H	Town-hall style meetings	22%	48%	24%	7%
I	Local social-networking websites such as <i>Nextdoor</i>	29%	41%	22%	8%
J	Live-streaming City Council meetings and other public meetings on the City's website	38%	44%	12%	6%

#### Section 10: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1		In what year were you born? Year recorded and later grouped into categories shown below.	
	18 to 24		13%
	25 to 34		19%
	35 to 44		25%
	45 to 54		19%
	55 to 64		12%
	65 or older		10%
	Prefer not to answer		2%
D2		Do you own or rent your residence in Eastvale?	
1	Own		75%
2	Rent		22%
99	Prefer not to answer		3%

D3	Do you currently have any children under the age of 18 living in your home?		
	1	Yes	55%
	2	No	41%
	99	Prefer not to answer	4%
D4	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	59% Ask D5
	2	Employed part-time	4% Ask D5
	3	Self-employed	10% Skip to D6
	4	Student	7% Skip to D7
	5	Homemaker	4% Skip to D7
	6	Retired	11% Skip to D7
	7	In-between jobs	2% Skip to D7
	99	Prefer not to answer	3% Skip to D7
D5	Is your employer's business located in Eastvale?		
	1	Yes	5% Skip to D7
	2	No	94% Skip to D7
	99	Prefer not to answer	1% Skip to D7
<i>Ask D6 if D4=3. Otherwise Skip to D7.</i>			
D6	Do you own a business that is located in Eastvale?		
	1	Yes	28%
	2	No	69%
	99	Prefer not to answer	3%
D7	How has your household's <b>financial situation</b> been impacted by the pandemic? Has it improved a lot, improved somewhat, stayed about the same, gotten somewhat worse, or gotten a lot worse?		
	1	Improved a lot	3%
	2	Improved somewhat	9%
	3	Stayed about the same	56%
	4	Gotten somewhat worse	22%
	5	Gotten a lot worse	5%
	99	Prefer not to answer	5%

D8 What is your gender?		
1	Male	47%
2	Female	49%
3	Other	0%
99	Prefer not to answer	4%
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	38%
2	Asian American -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	25%
3	Caucasian/White	20%
4	African-American/Black	6%
5	American Indian or Alaskan Native	2%
6	Pacific Islander	0%
7	Middle Eastern	1%
8	Mixed Heritage	3%
98	Other	1%
99	Prefer not to answer	4%
Thanks so much for participating in this important survey! This survey was conducted for the City of Eastvale.		