








Highlights of City of La Habra 2023 Community Issues Survey

*Summary of Findings from a Survey of La Habra Residents
Conducted April 10-16, 2023*



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

Dates	April 10-16, 2023
Survey Type	Dual-mode Voter Survey
Research Population	City of La Habra Registered Voters
Total Interviews	532
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	August 2021 & May 2019
Languages	English & Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

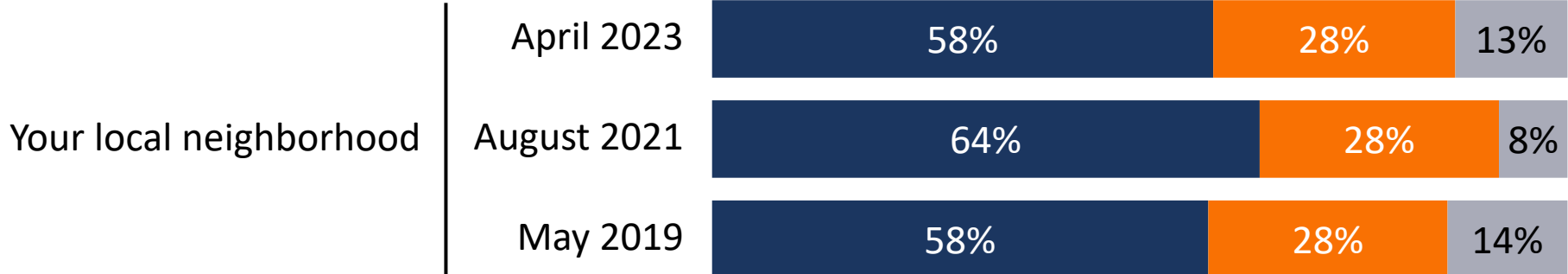
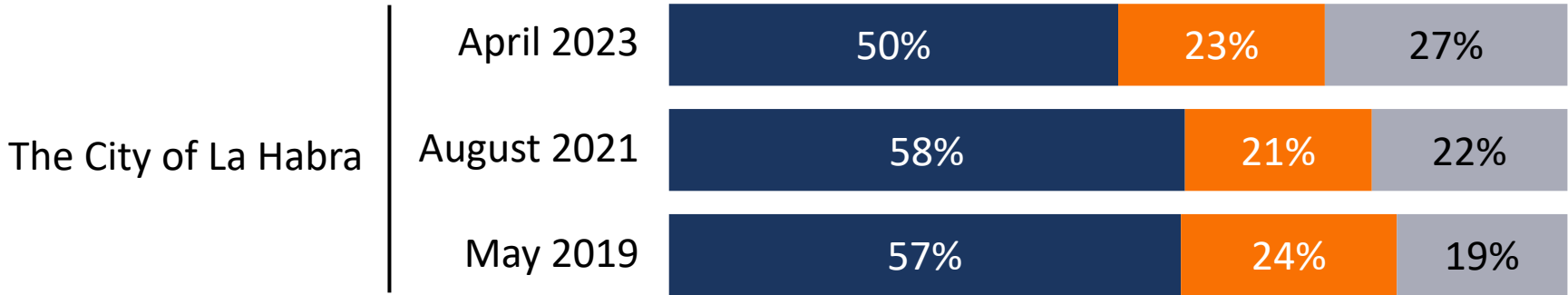


Public Mood, Quality of Life & Local Government Ratings

In a turbulent national environment, half of La Habra residents think the city is headed in the right direction.

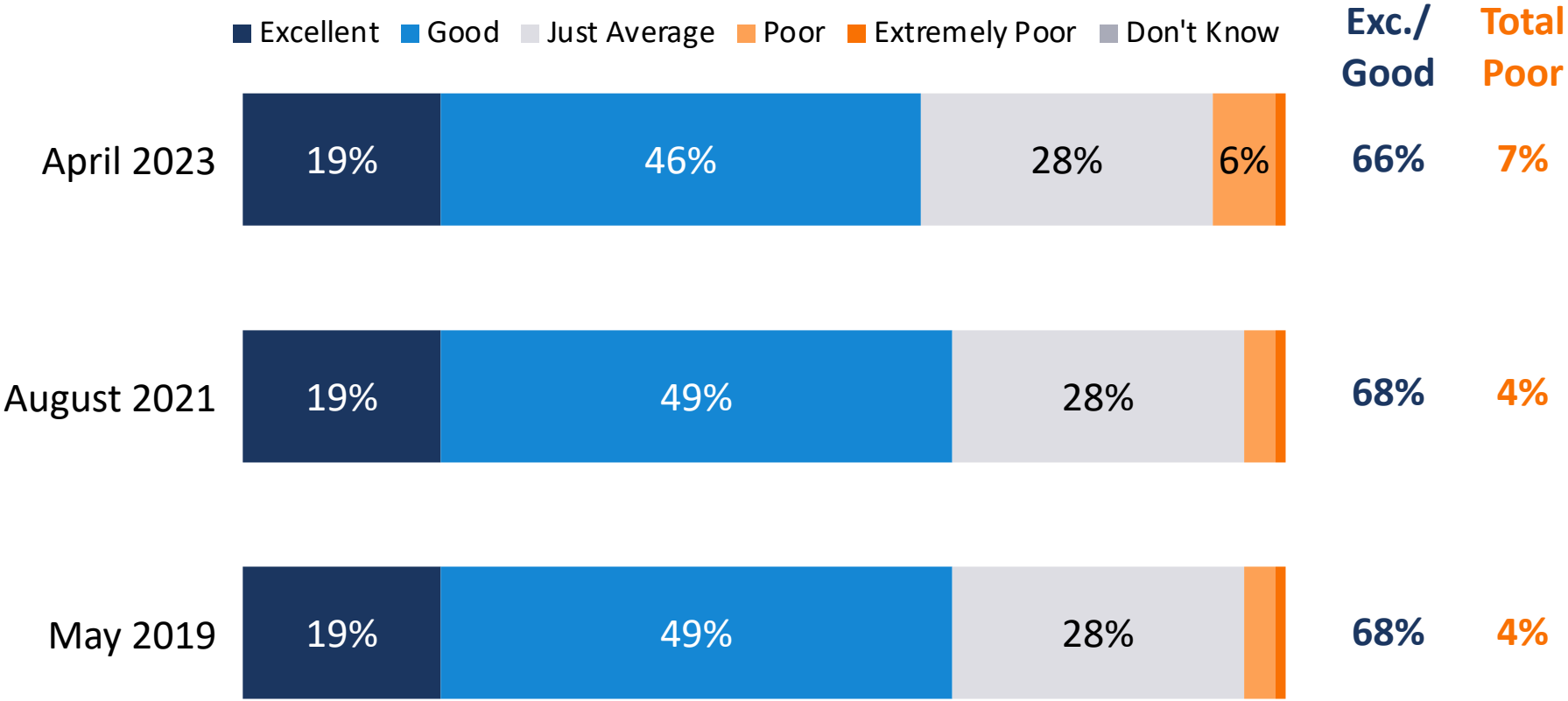
Would you say that things in _____ are generally headed in the right direction or do you feel that things are off on the wrong track?

■ Right Direction ■ Wrong Track ■ Don't Know



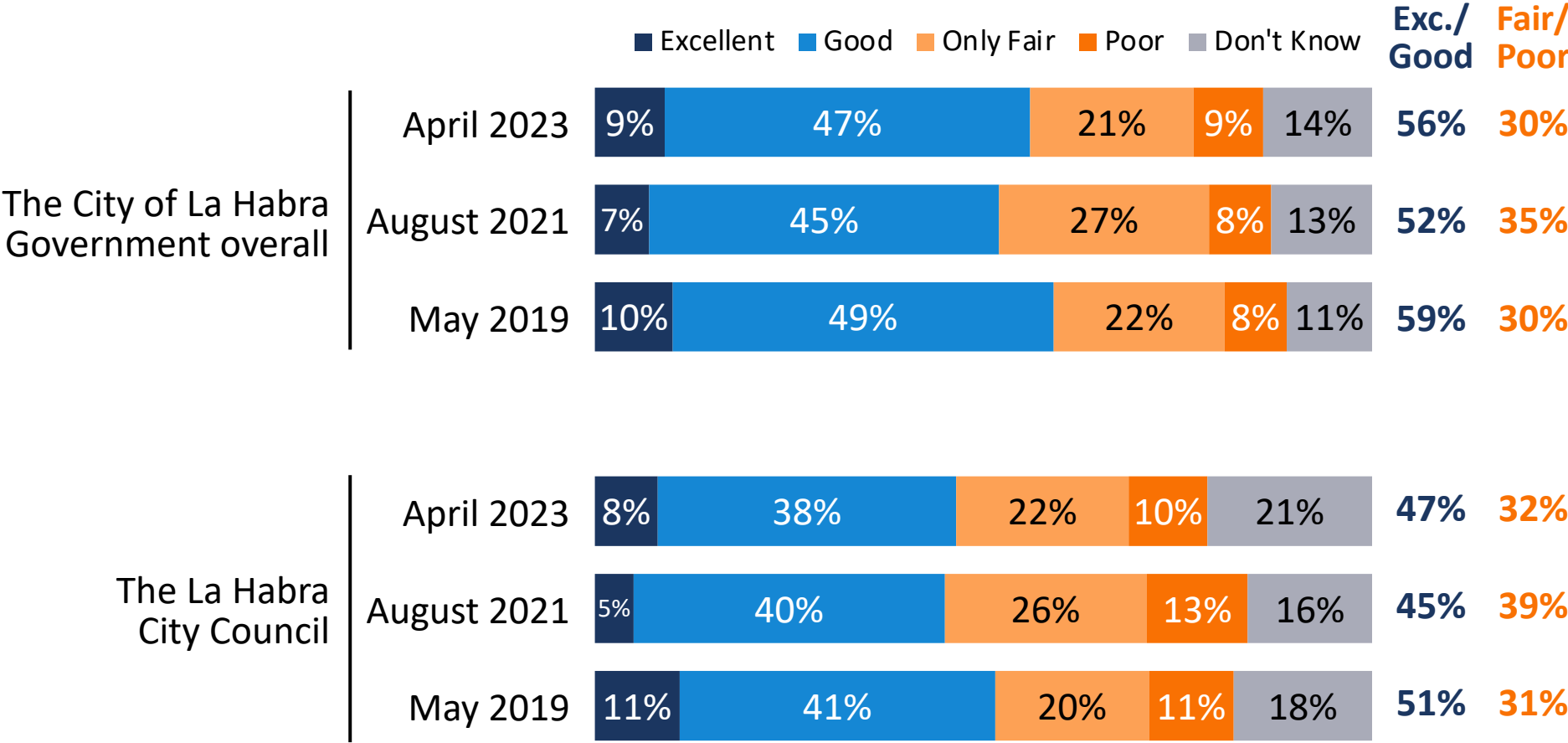
Two-thirds continue to rate their quality of life as residents of La Habra either “excellent” or “good.”

How would you rate the City of La Habra as a place to live: is it an excellent place to live, a good place to live, just average, poor, or an extremely poor place to live?



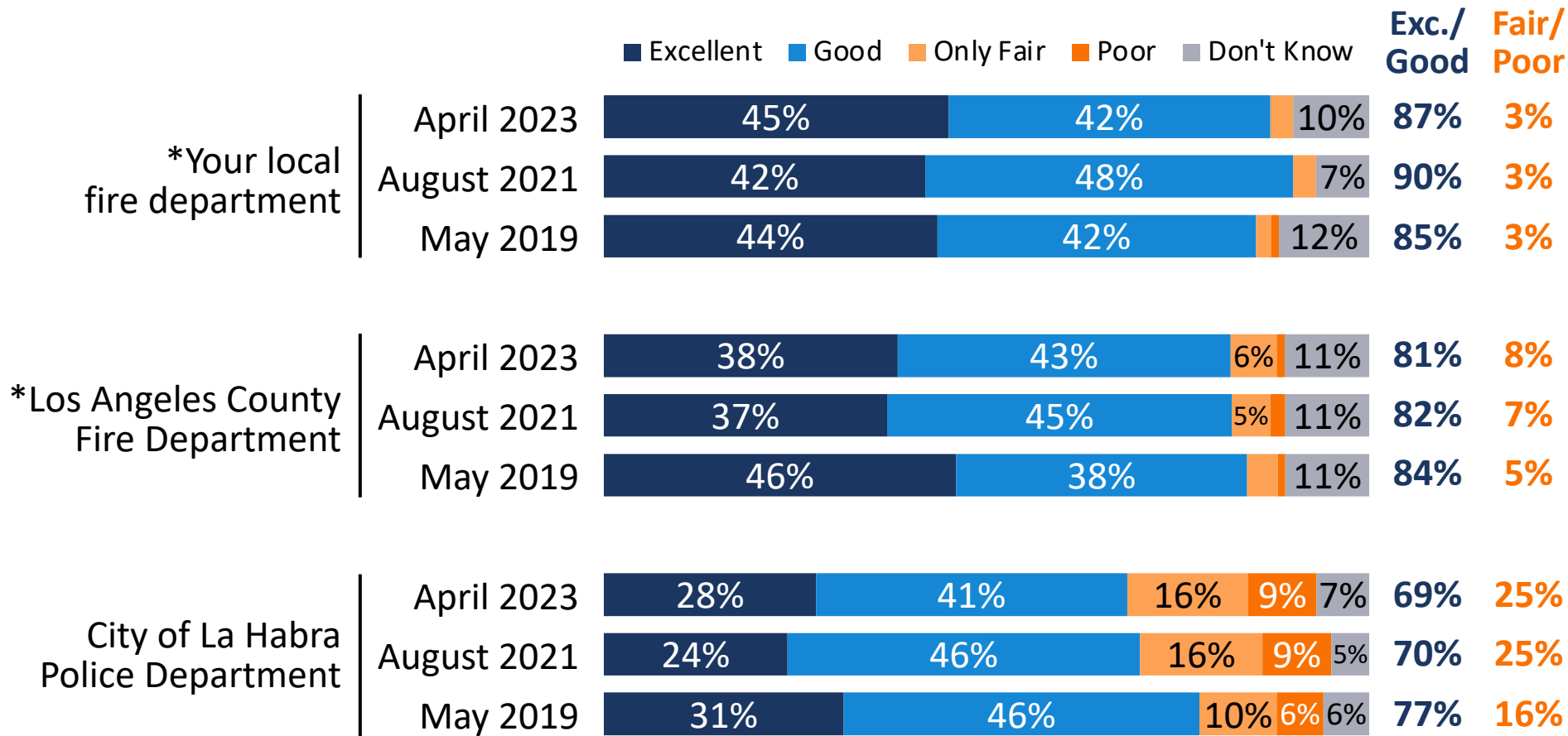
Perceptions of La Habra city government and the City Council have improved in a polarizing national environment.

Please tell me if you feel that organization is doing an excellent job, a good job, only a fair job or a poor job.



Residents continue to rate local public safety agencies positively.

Please tell me if you feel that organization is doing an excellent job, a good job, only a fair job or a poor job.





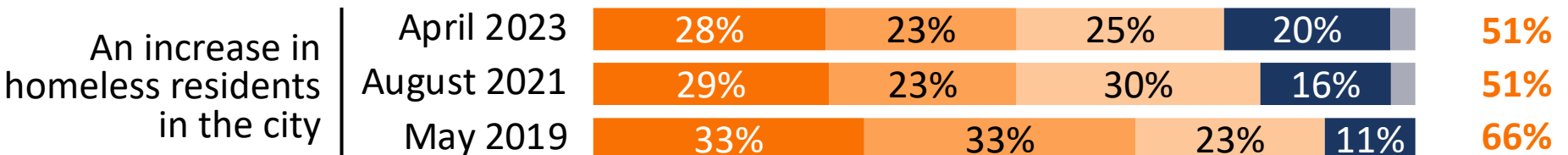
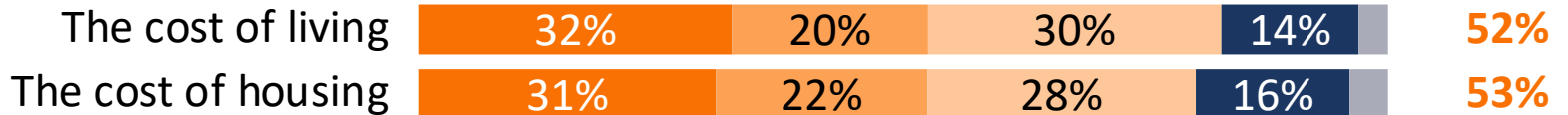
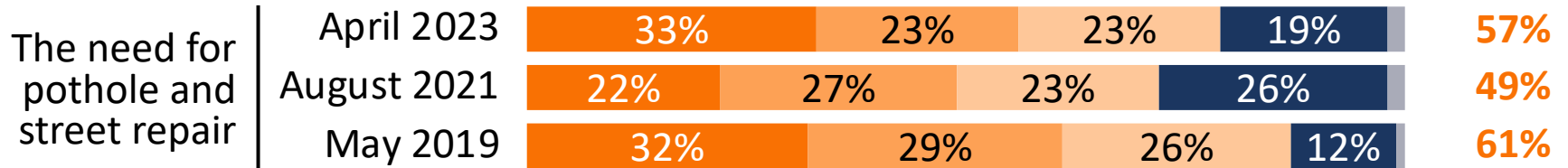
Challenges & Issues of Concern Facing La Habra Residents

Inflation/rising prices and the condition of local roads are top areas of concern.

I'm going to mention a series of issues some people say might be problems for residents of La Habra. Please tell me whether you personally consider it to be an extremely serious, very serious, somewhat serious or not too serious of a problem for La Habra residents.

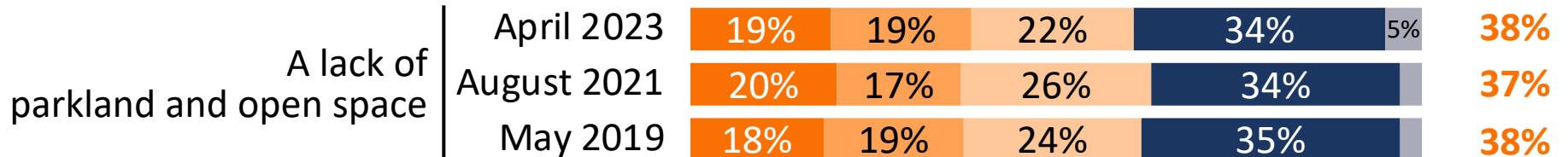
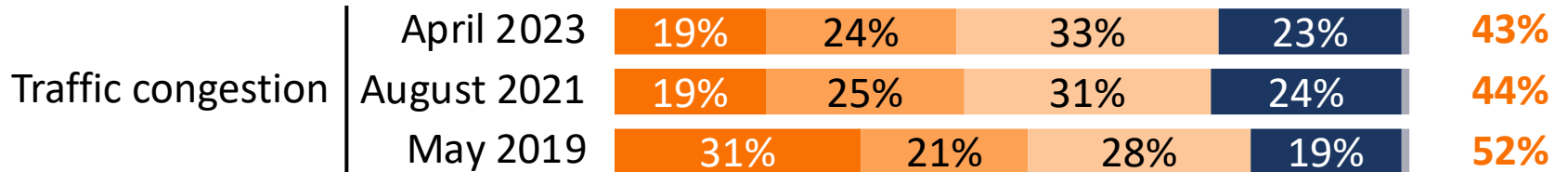
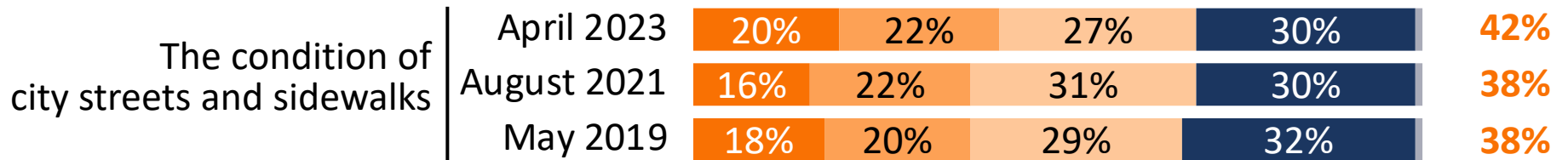
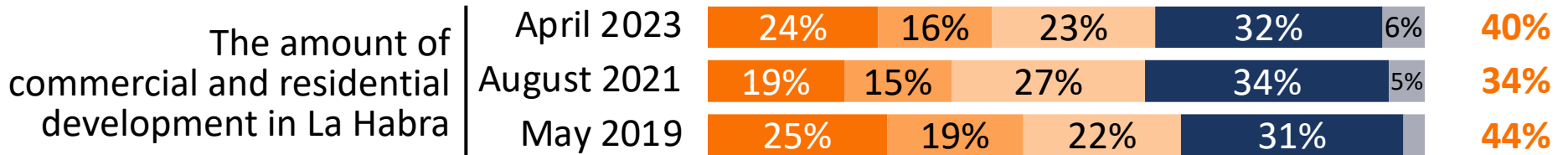
■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ Don't Know

Ext./Very Ser. Prob.



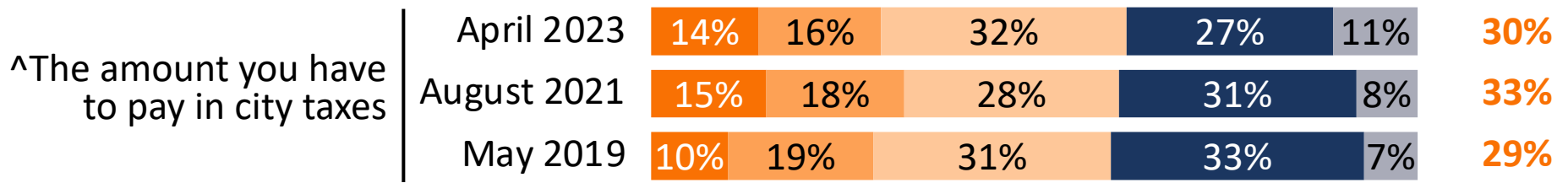
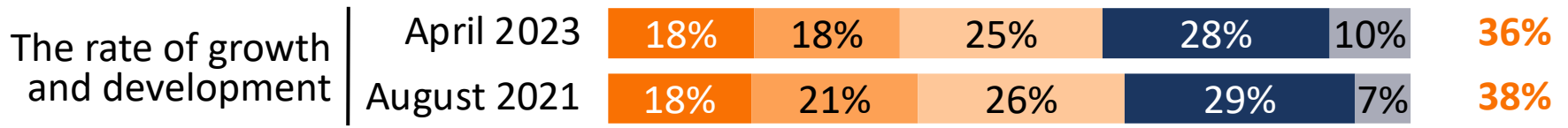
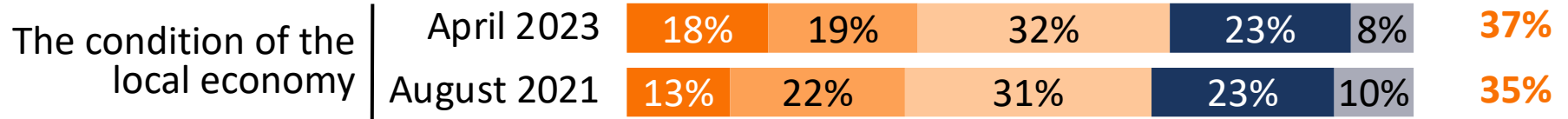
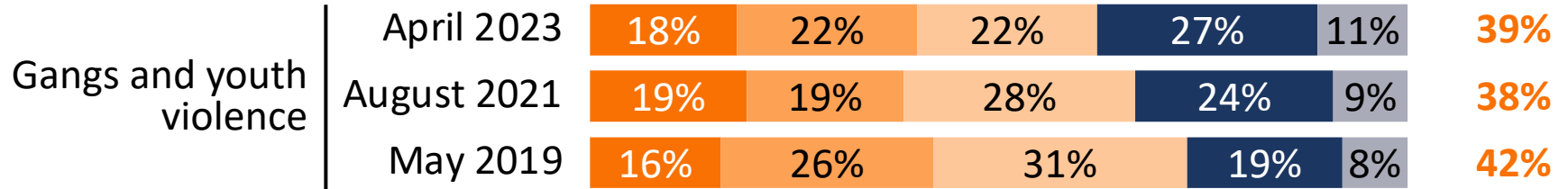
City of La Habra Issues (continued)

■ Ext. Ser. Prob.
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 ■ Smwt. Ser. Prob.
 ■ Not Too Ser. Prob.
 ■ Don't Know
 ■ Ext./Very Ser. Prob.

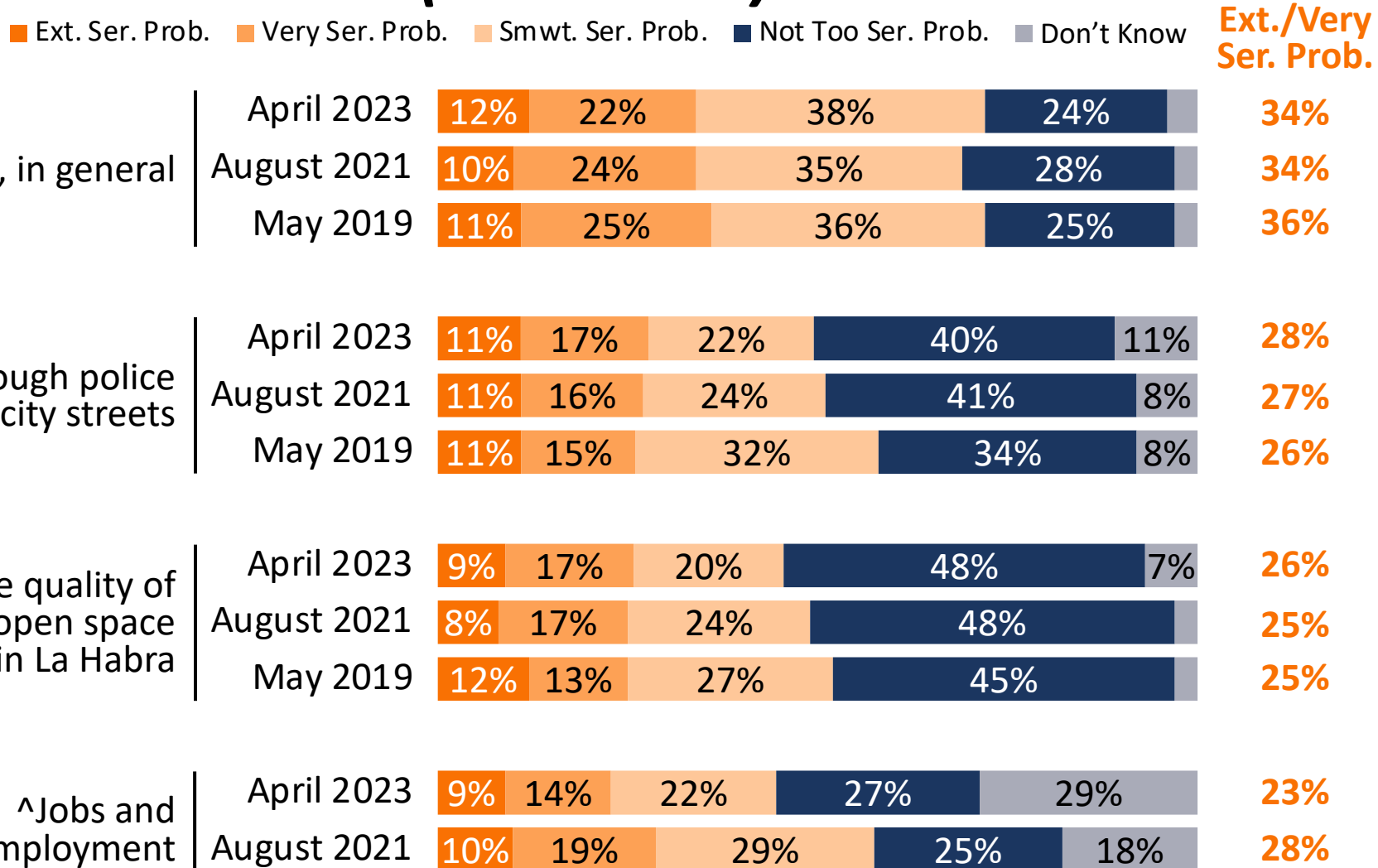


City of La Habra Issues (continued)

■ Ext. Ser. Prob.
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 Ext./Very Ser. Prob.

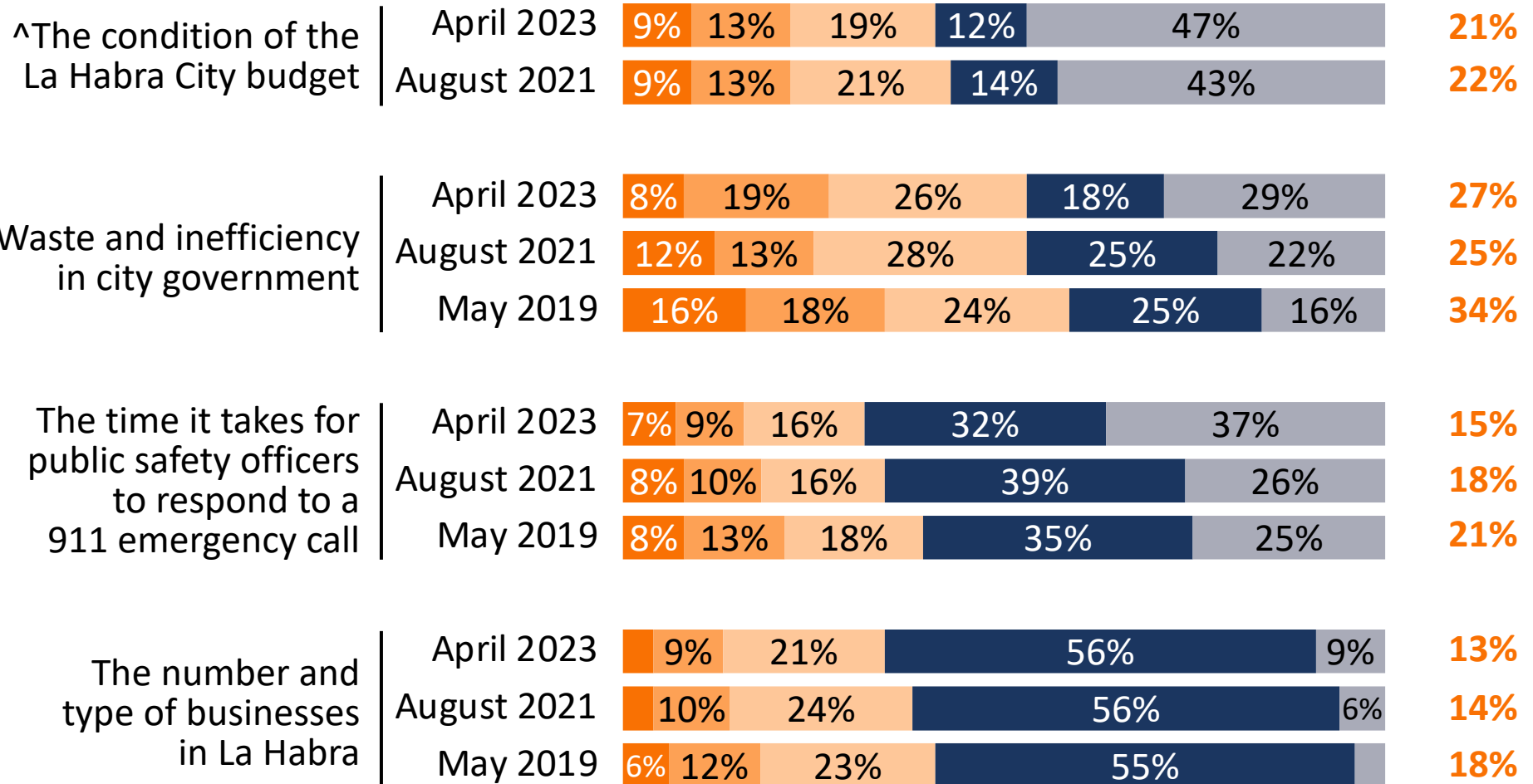


City of La Habra Issues (continued)



City of La Habra Issues (continued)

■ Ext. Ser. Prob.
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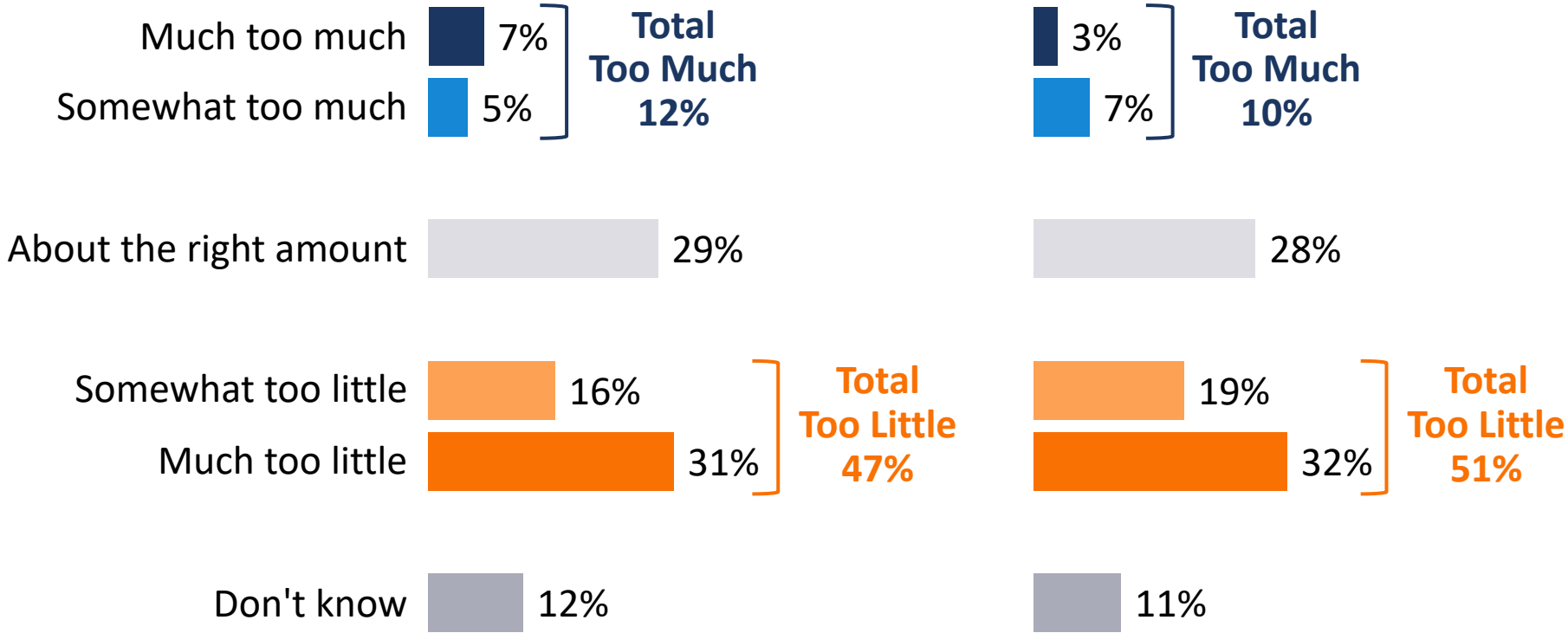


The public's attitude toward housing is unchanged from prior research.

Would you say that the City of La Habra has too much, too little or about the right amount of housing that is affordable for working families and individuals?

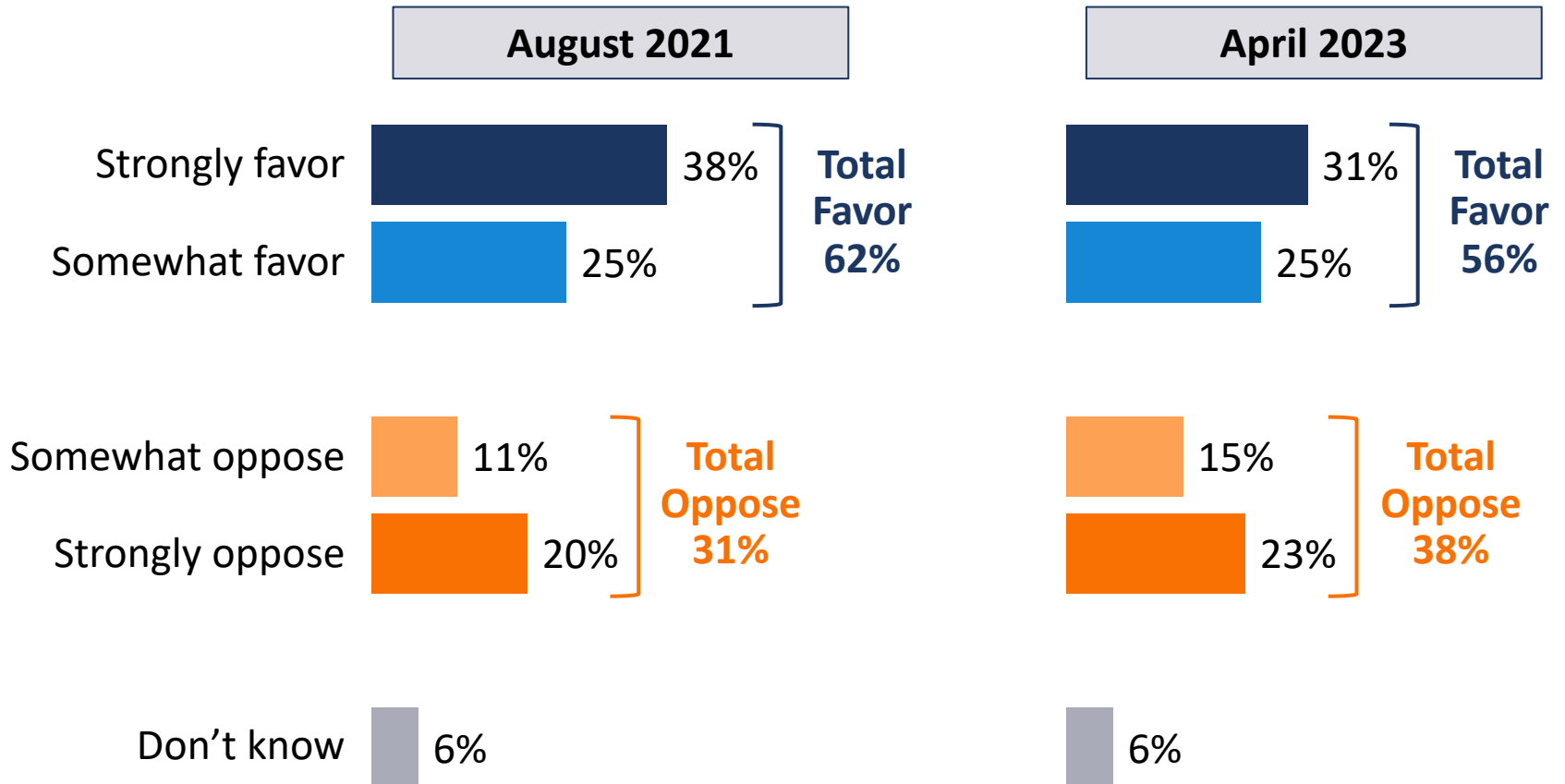
August 2021

April 2023



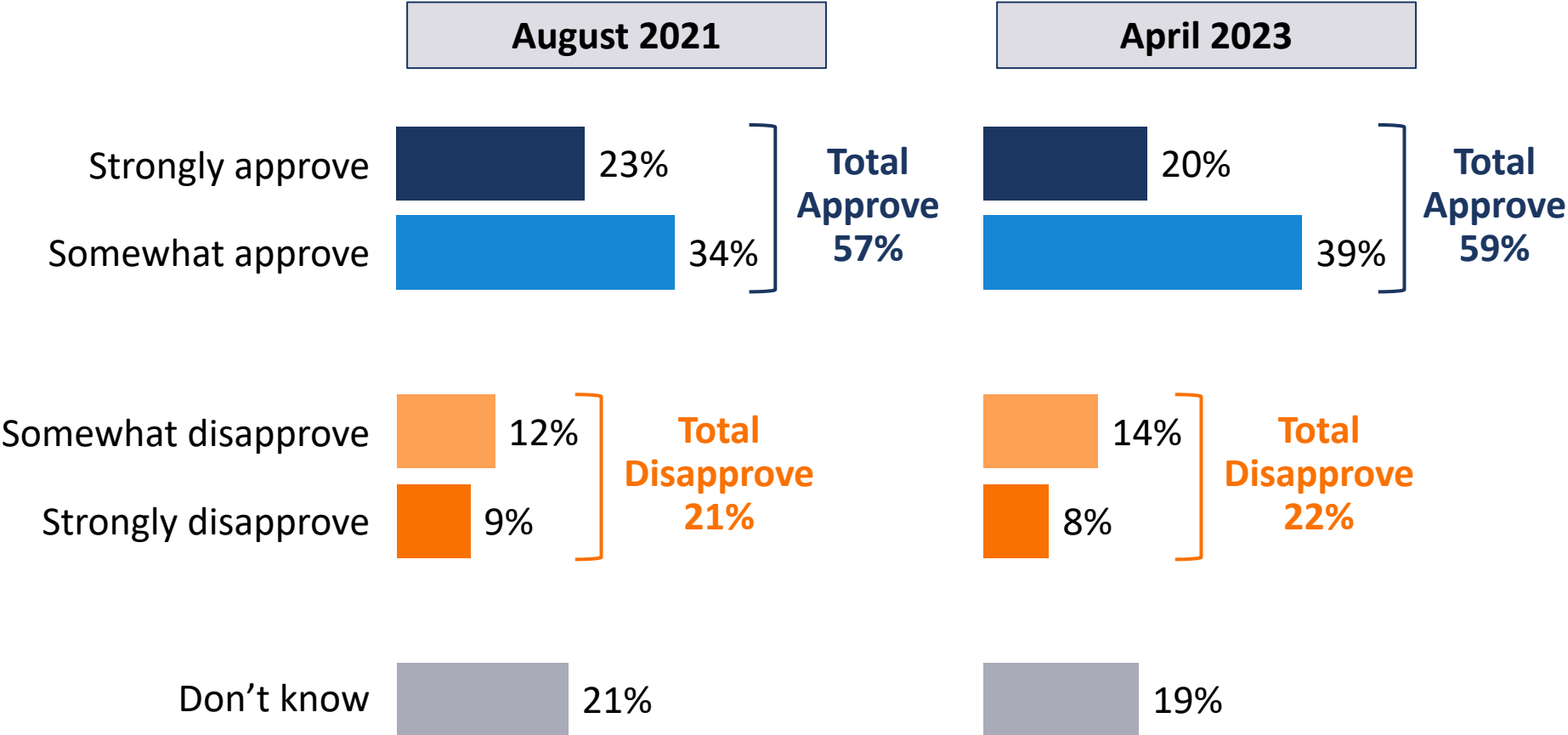
A majority continues to favor the City taking actions to increase access to housing affordable for La Habra's working families and individuals.

Would you favor or oppose the City of La Habra providing additional funds and enacting new policies to increase the local supply of housing that is affordable for working families and individuals?



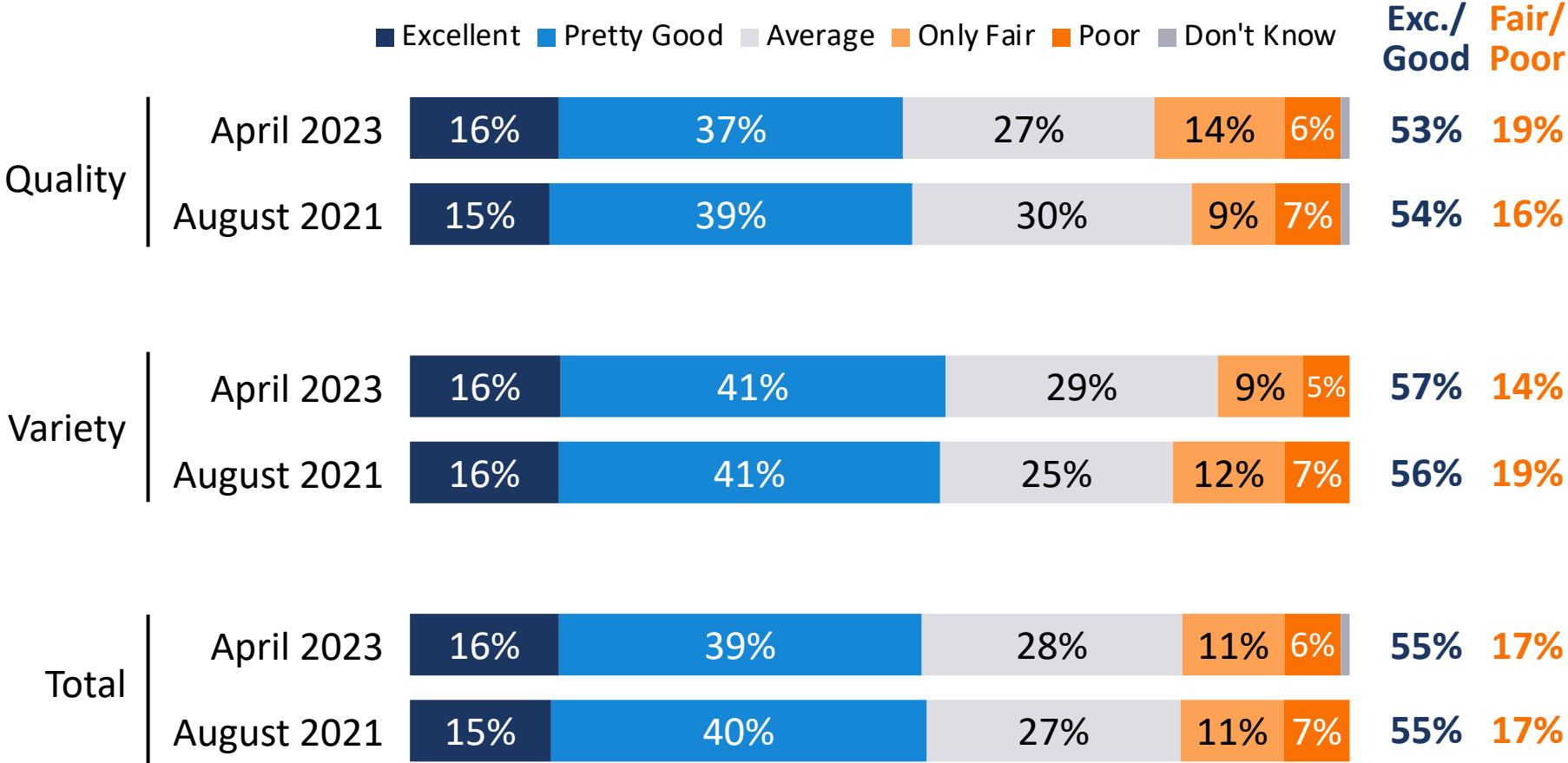
By nearly three to one, residents approve of the work the city is doing to improve the local economy.

Do you approve or disapprove of the job the City government has done to attract new businesses and promoting economic development in La Habra?



And a majority rates the city's quality and variety of restaurants as either "excellent" or "good".

How would you rate the (SPLIT SAMPLE A: "quality") (SPLIT SAMPLE B: "variety") of restaurants in La Habra: excellent, pretty good, average, only fair or poor?

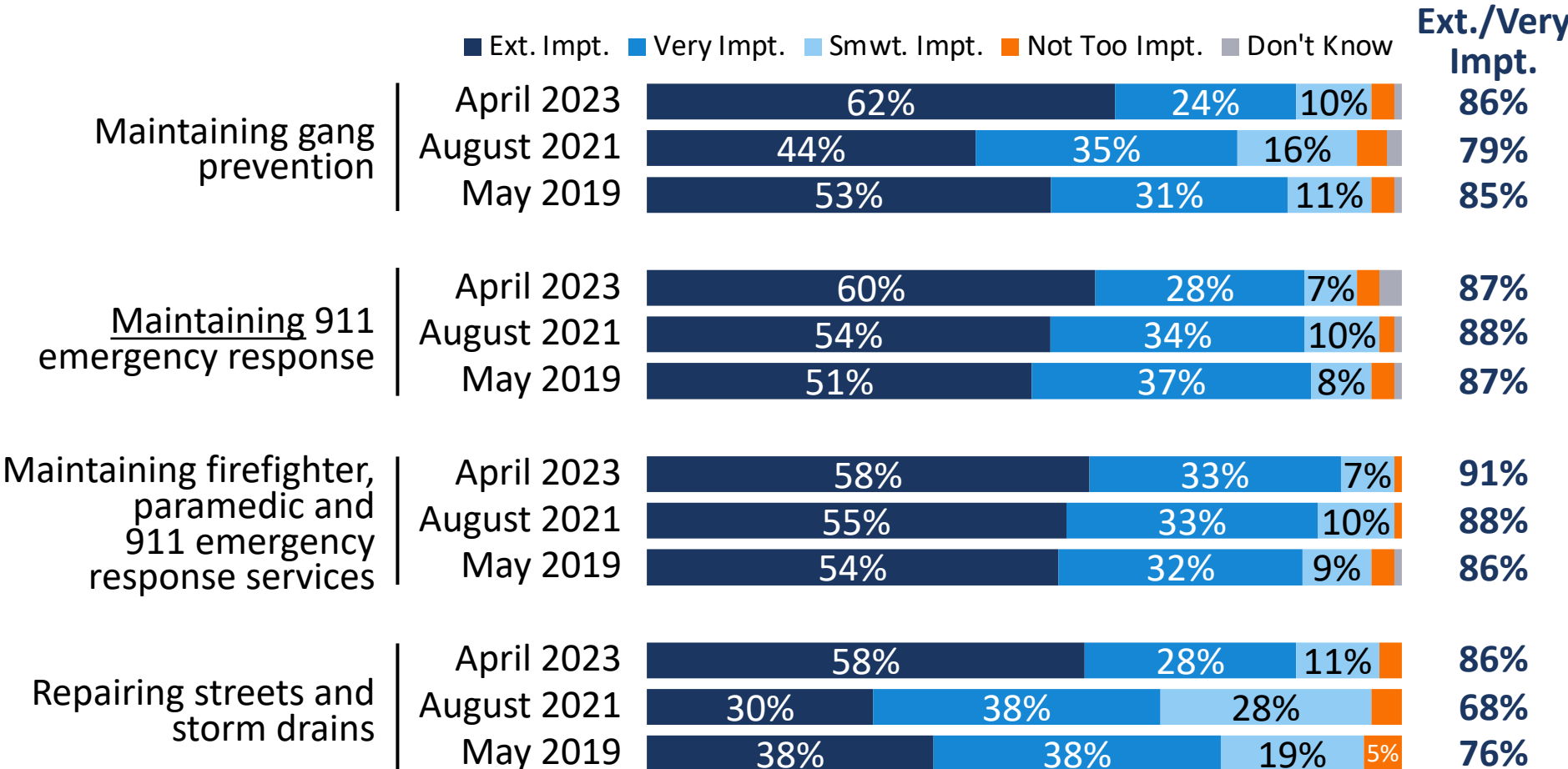




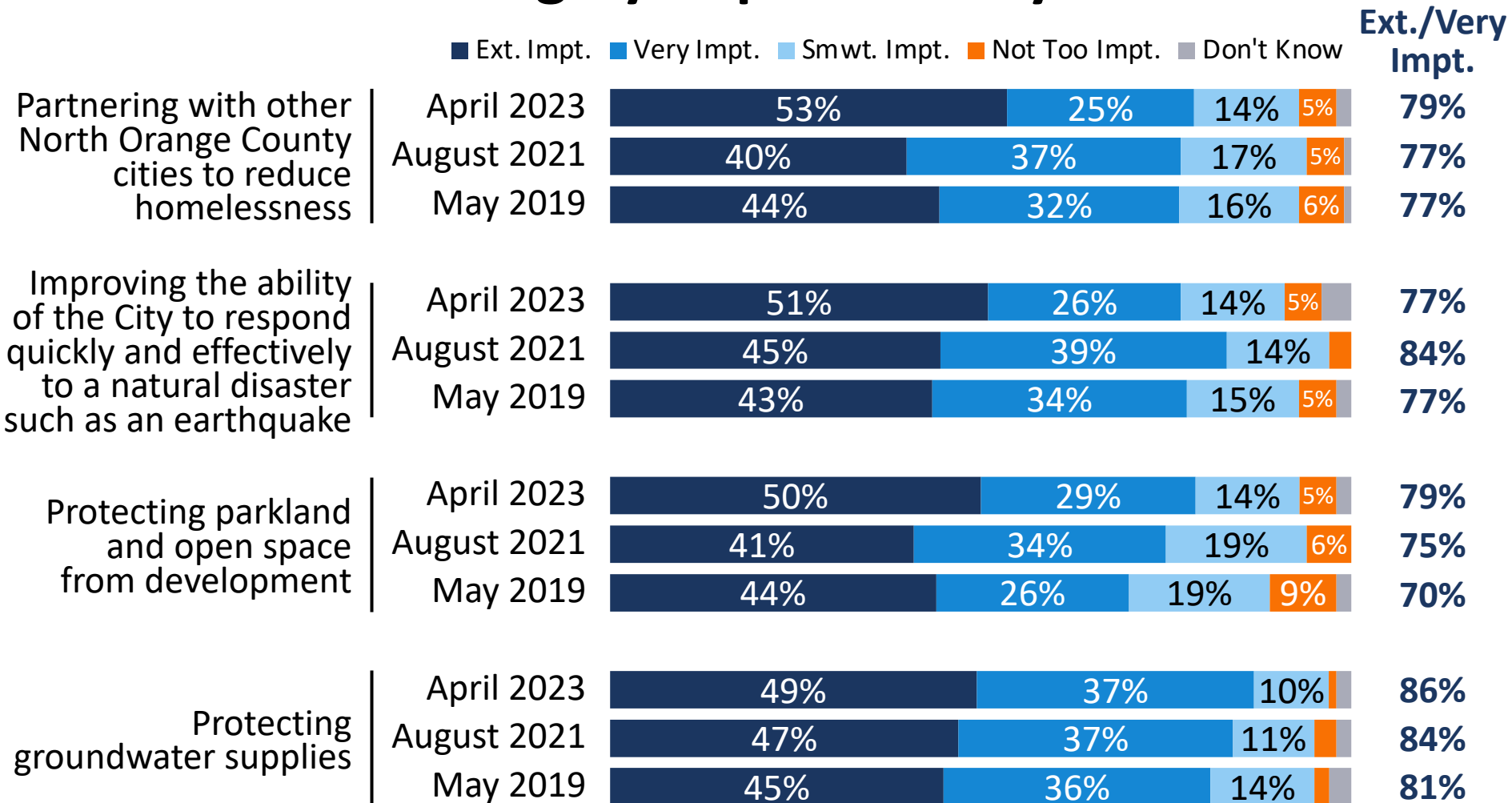
Assessing Importance & Satisfaction with La Habra City Services

The public prioritizes public safety services and repairing local roads, with a significant increase in the latter.

I am now going to read you a list of different La Habra City government programs and services. Please tell me how **important** that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important?



Reducing homelessness, natural disaster responses, protecting parkland and groundwater continue to rank as highly important city services.

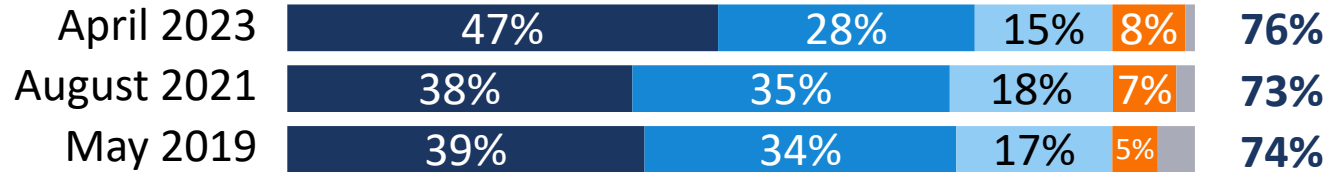


City of La Habra Service Priorities (continued)

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Ext./Very Impt.

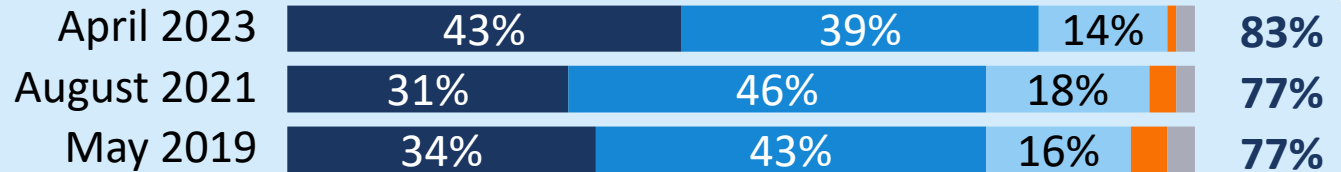
Maintaining homeless reduction services



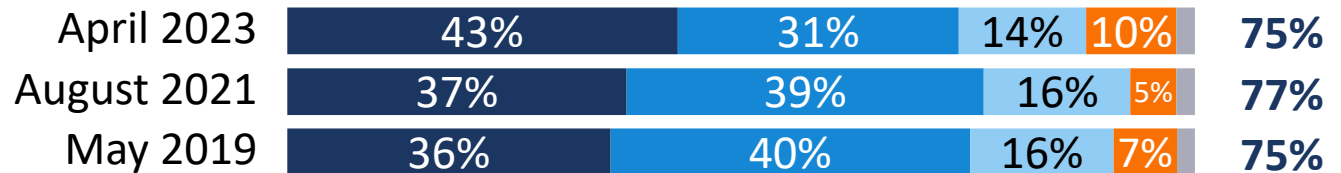
Preventing cuts to youth/ afterschool programs



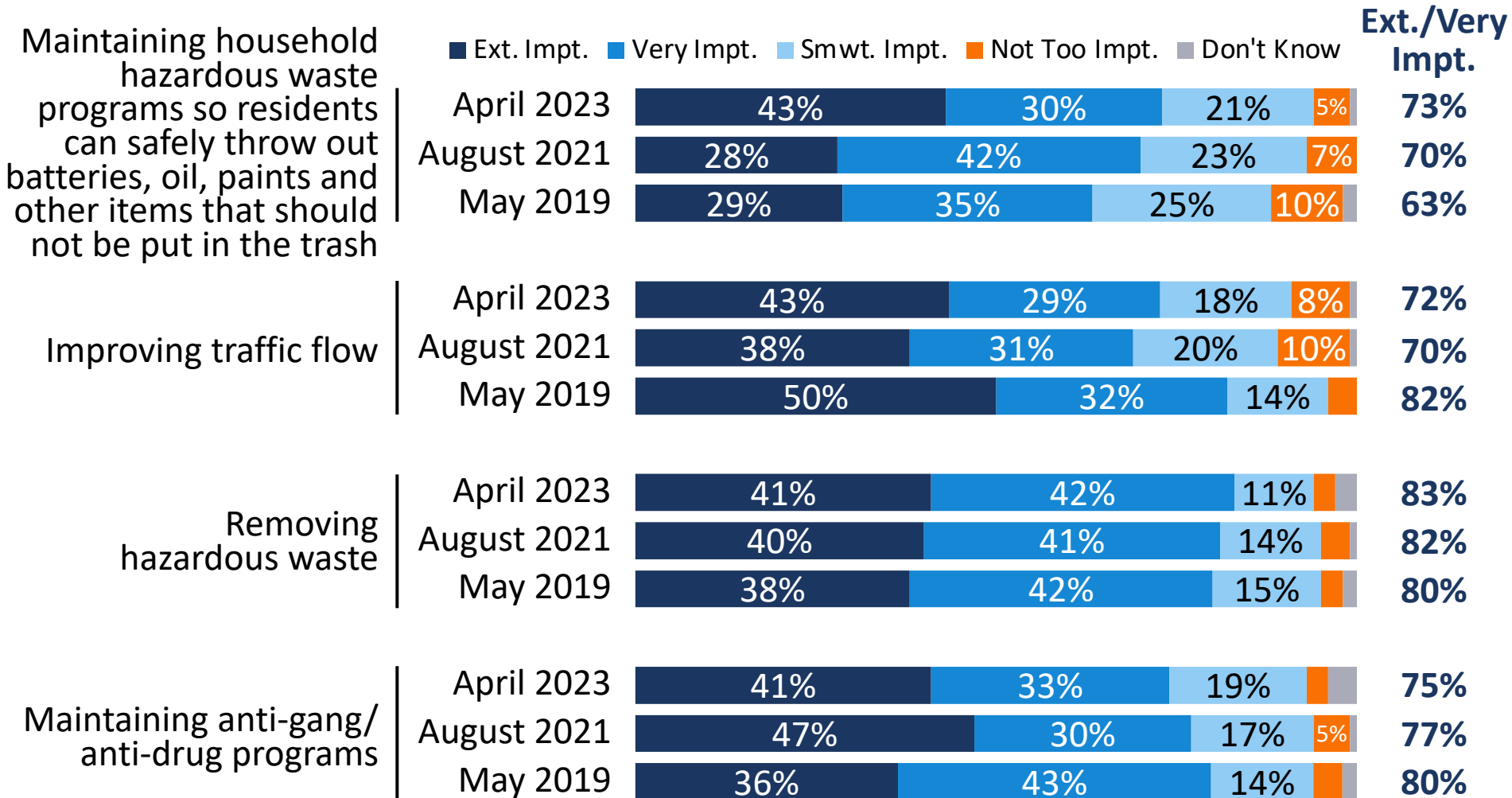
Maintaining vital City services



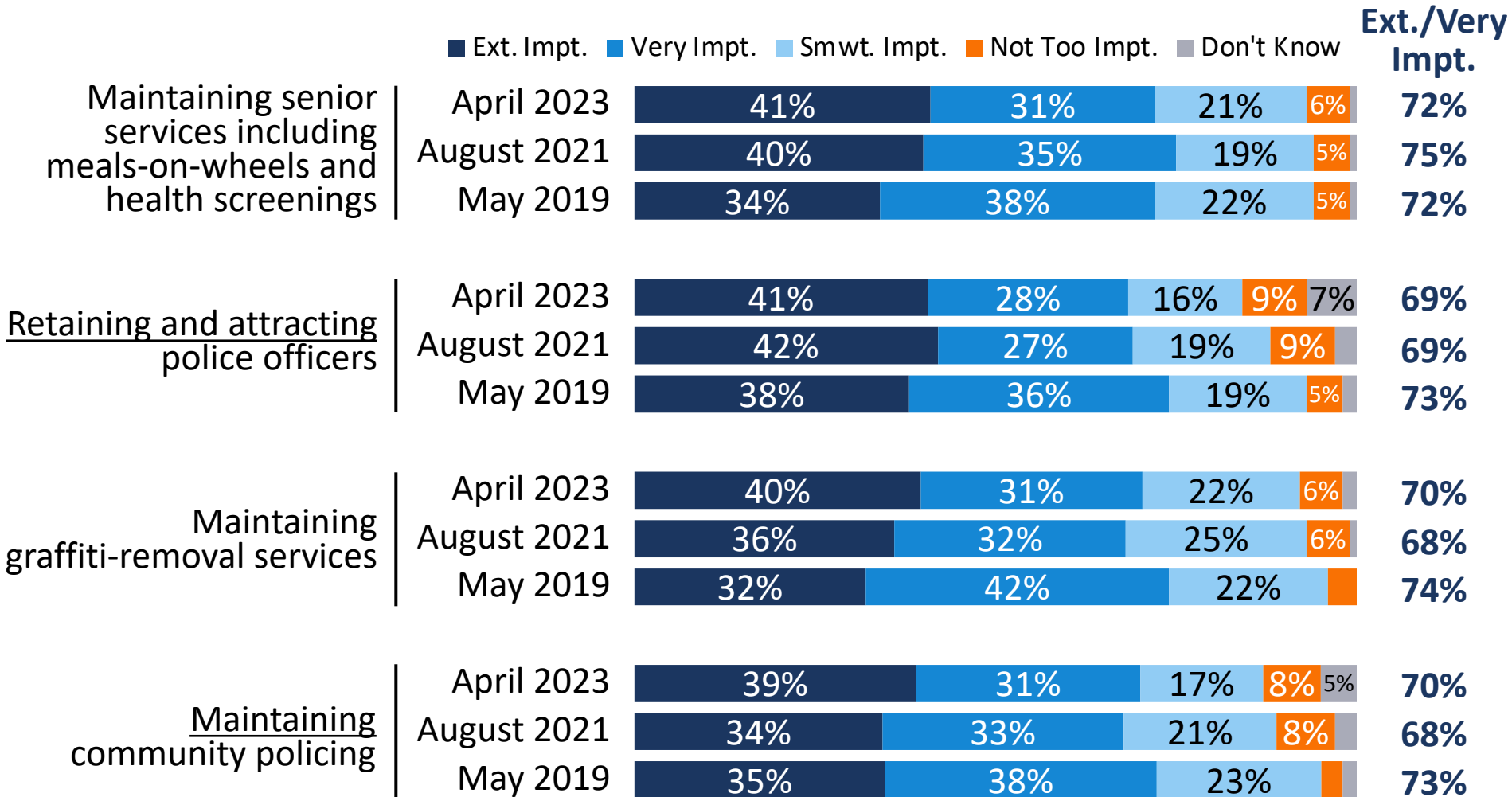
Upgrading local storm water drains to help prevent toxic runoff from polluting local beaches and the ocean



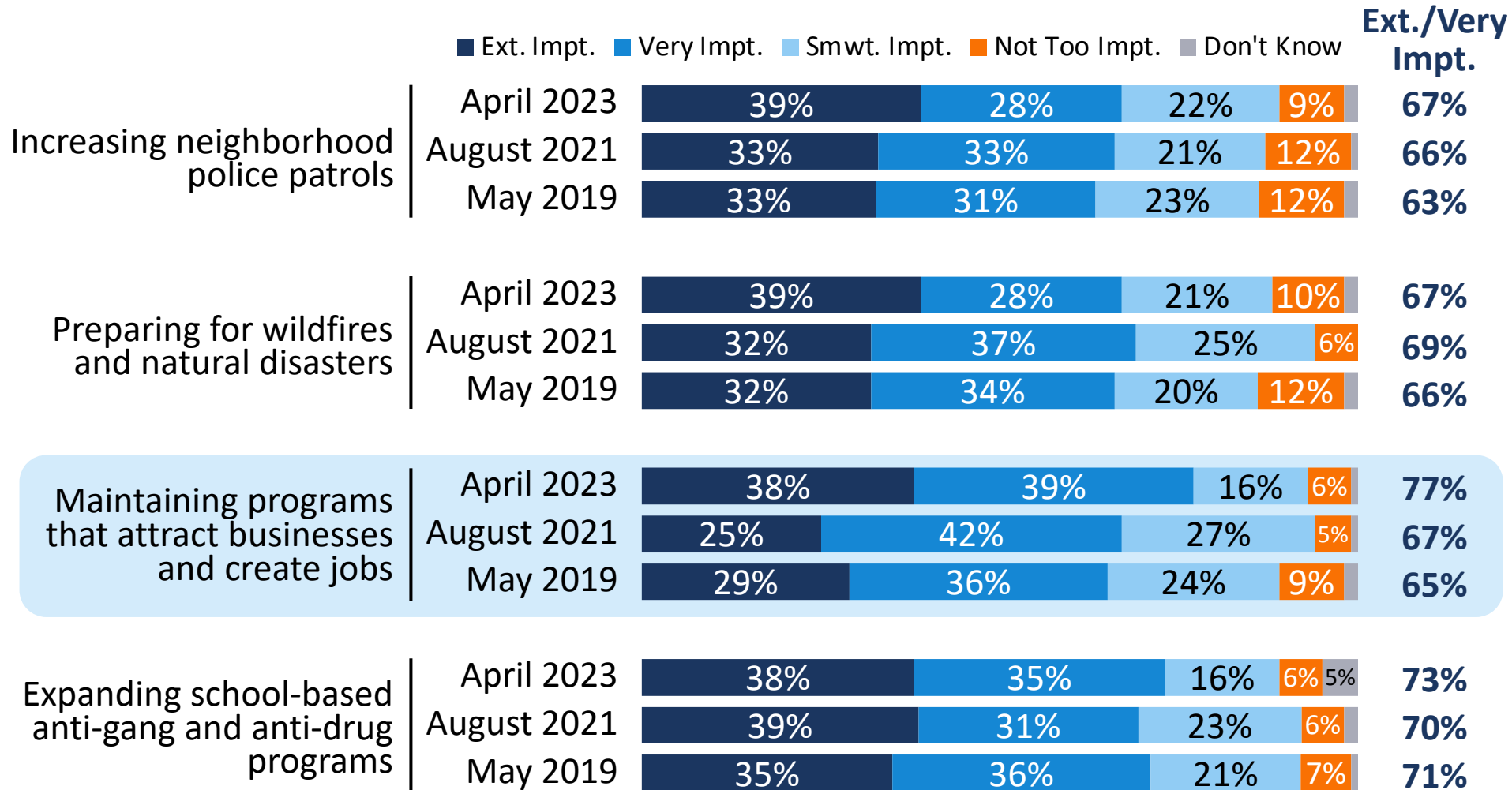
City of La Habra Service Priorities (continued)



City of La Habra Service Priorities (continued)

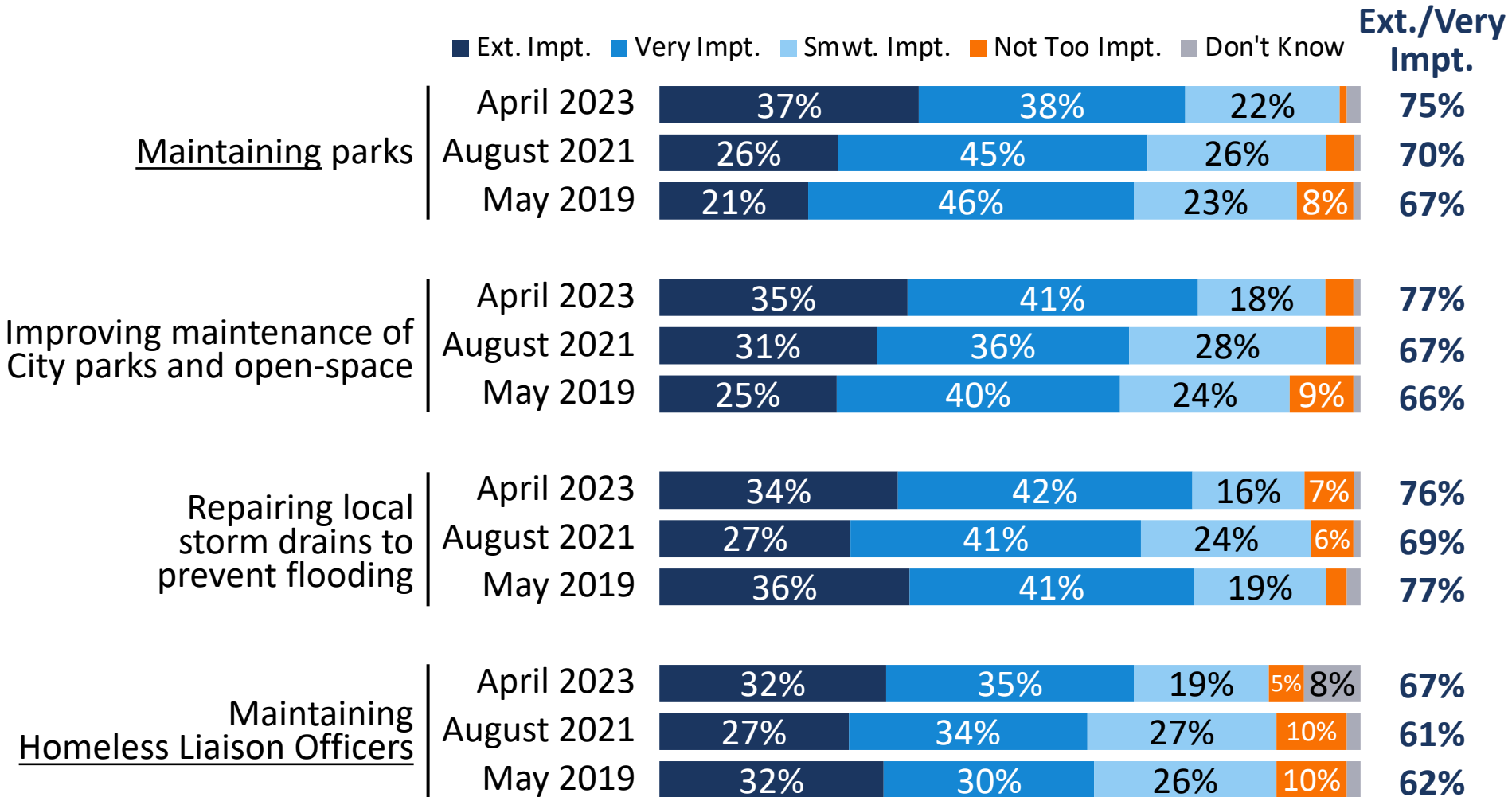


City of La Habra Service Priorities (continued)

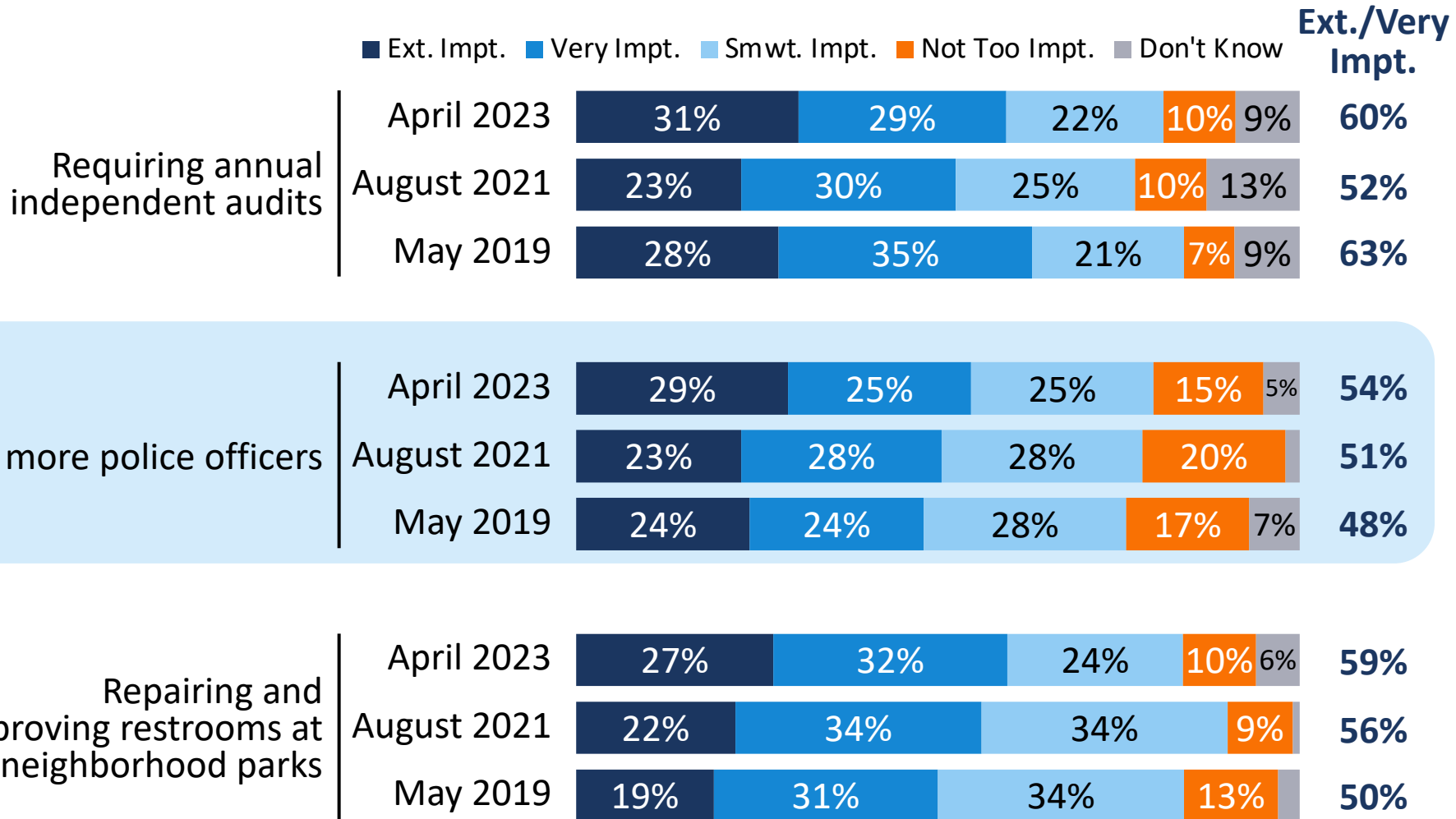


FM3 I am now going to read you a list of different La Habra City government programs and services. Please tell me how important that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important?

City of La Habra Service Priorities (continued)

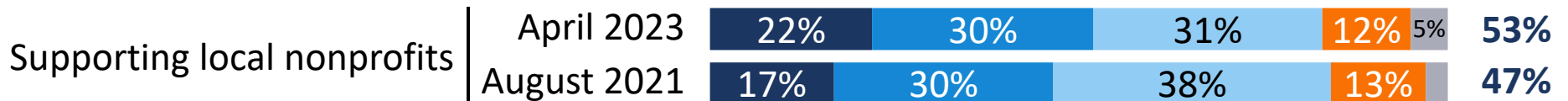
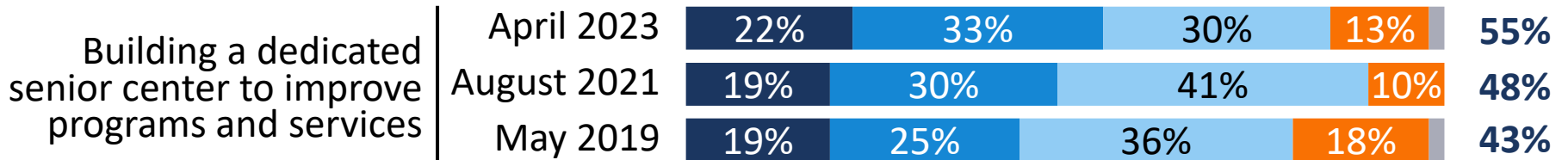
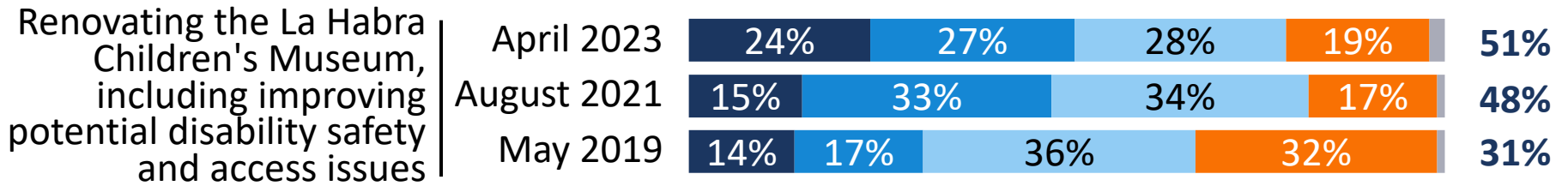
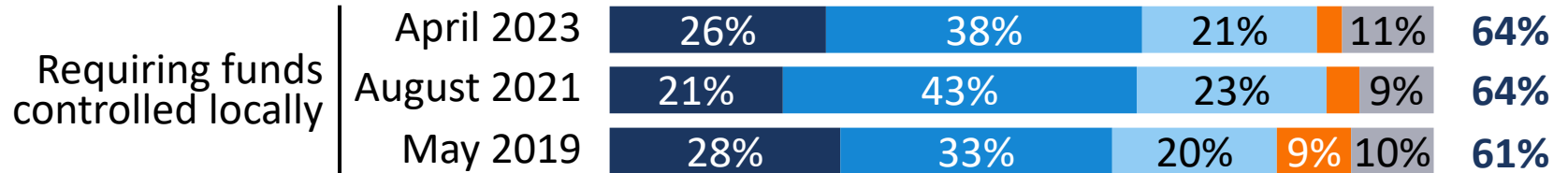


City of La Habra Service Priorities (continued)



City of La Habra Service Priorities (continued)

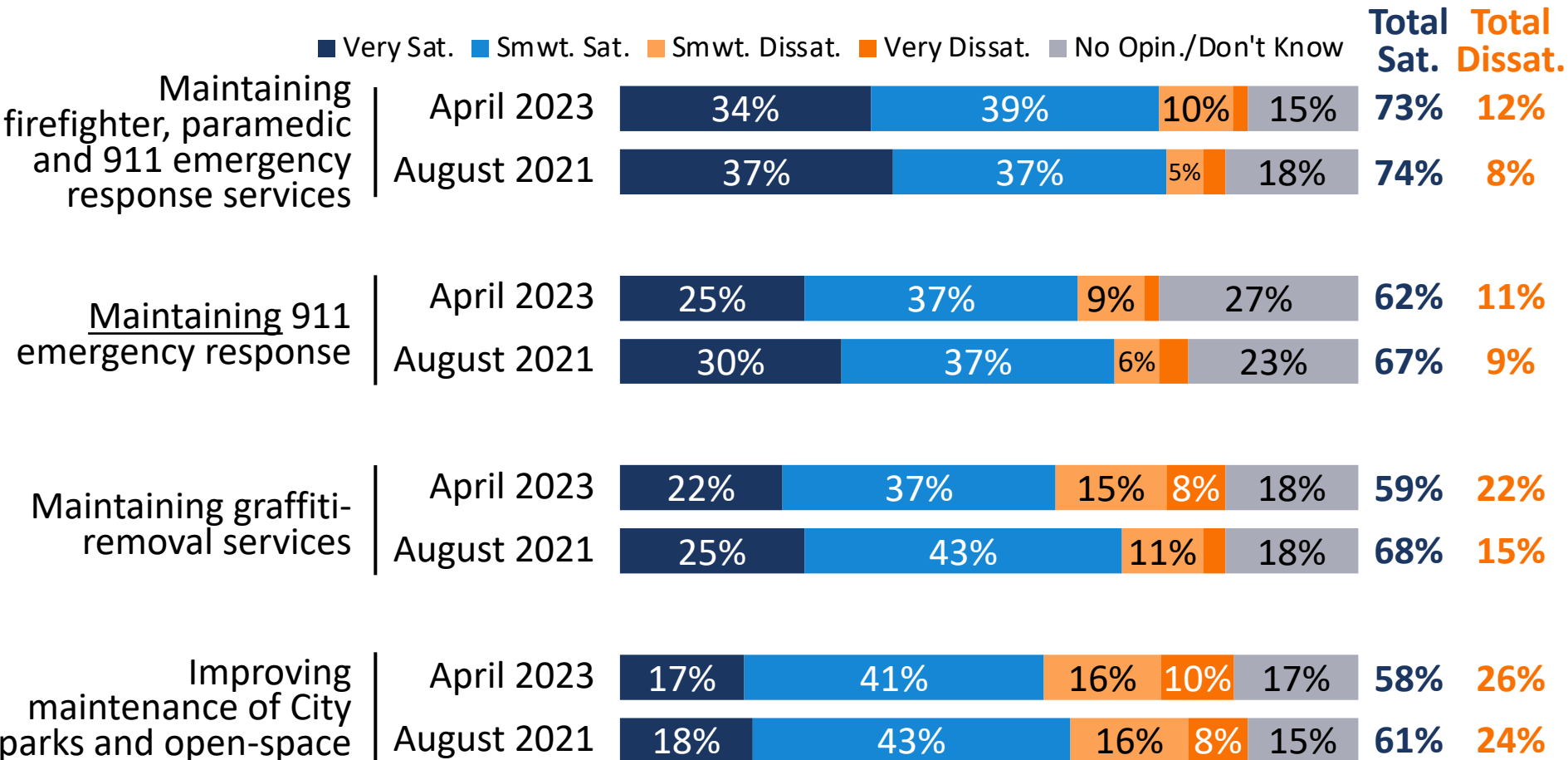
■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



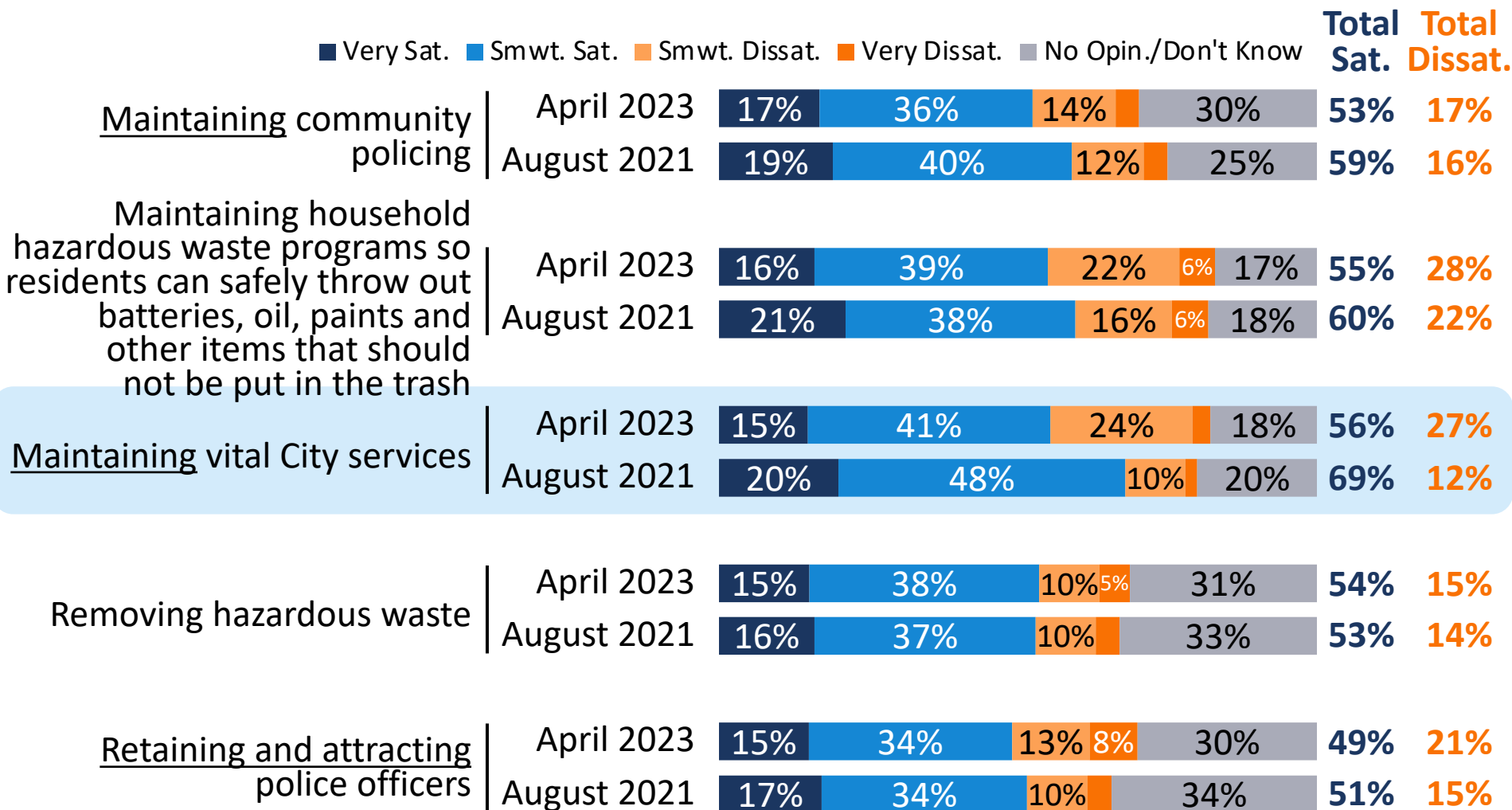
La Habra Residents Continue to be Highly Satisfied with Firefighter/Emergency Response Services

(Note: survey conducted prior to fire station closure)

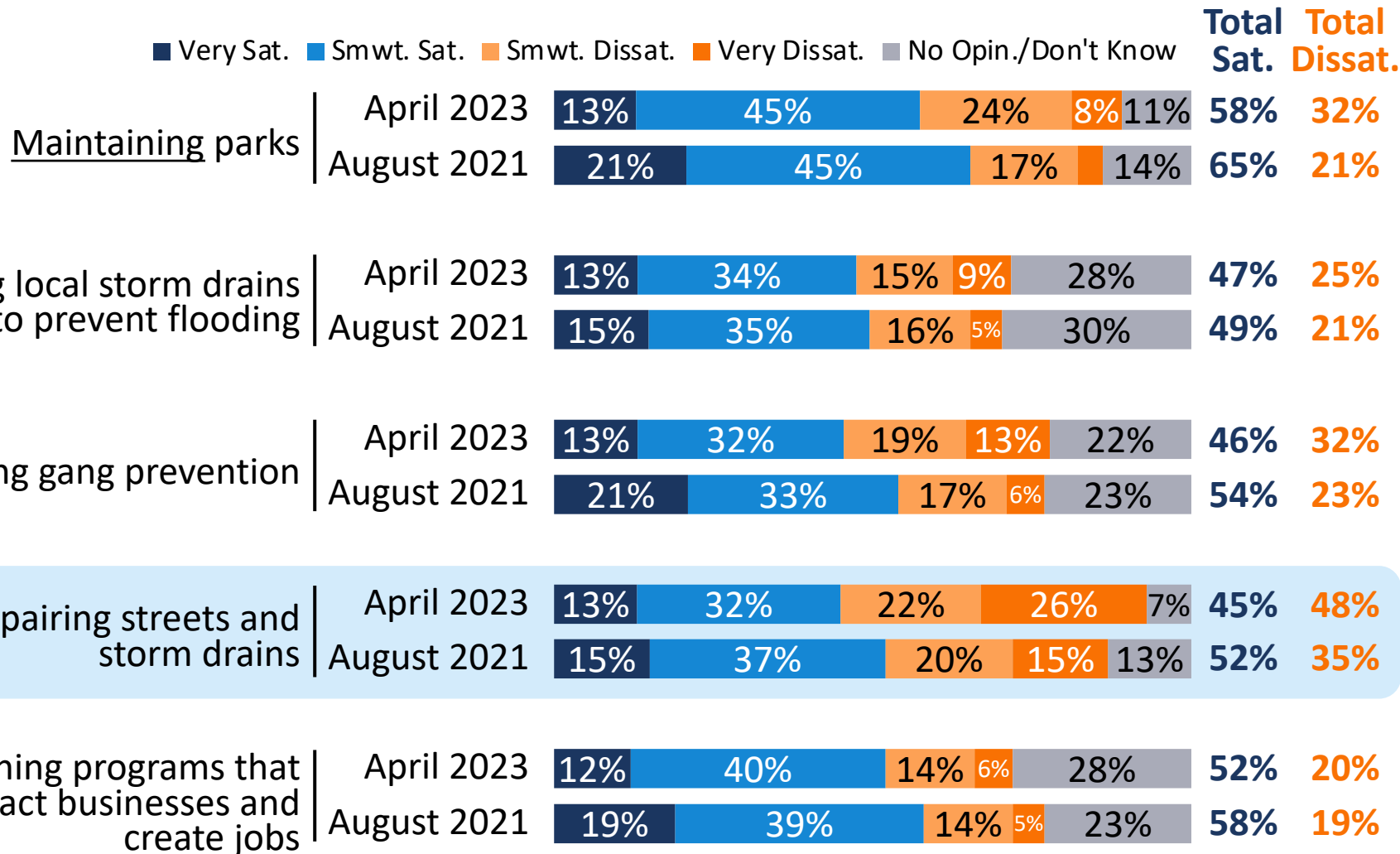
I am going to read you the same list of services provided to residents. This time, please tell me how **satisfied** you are with that service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.



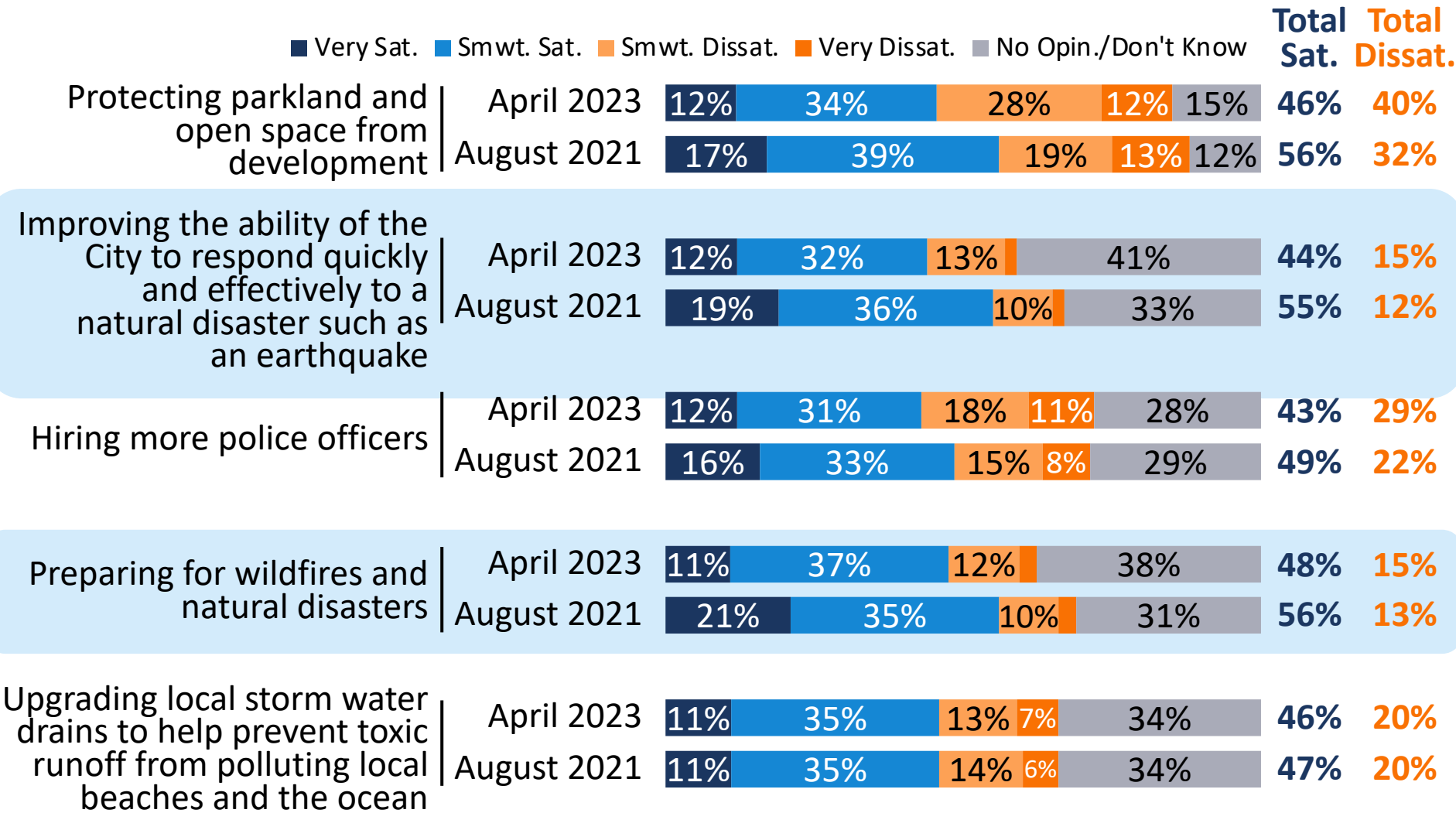
There has been some decline in satisfaction with “maintaining vital City services”.



City of La Habra Service Satisfaction (continued)

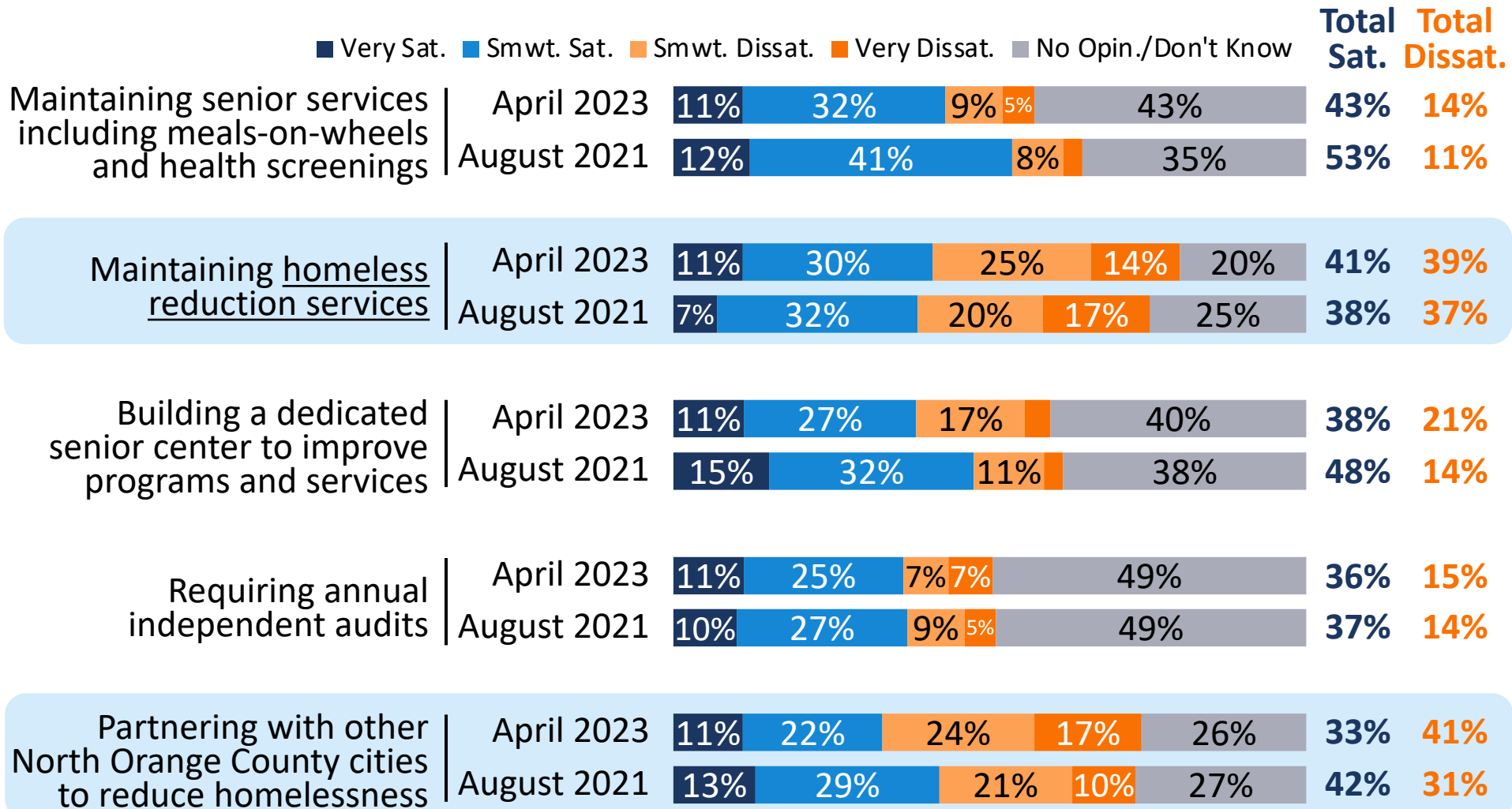


City of La Habra Service Satisfaction (continued)

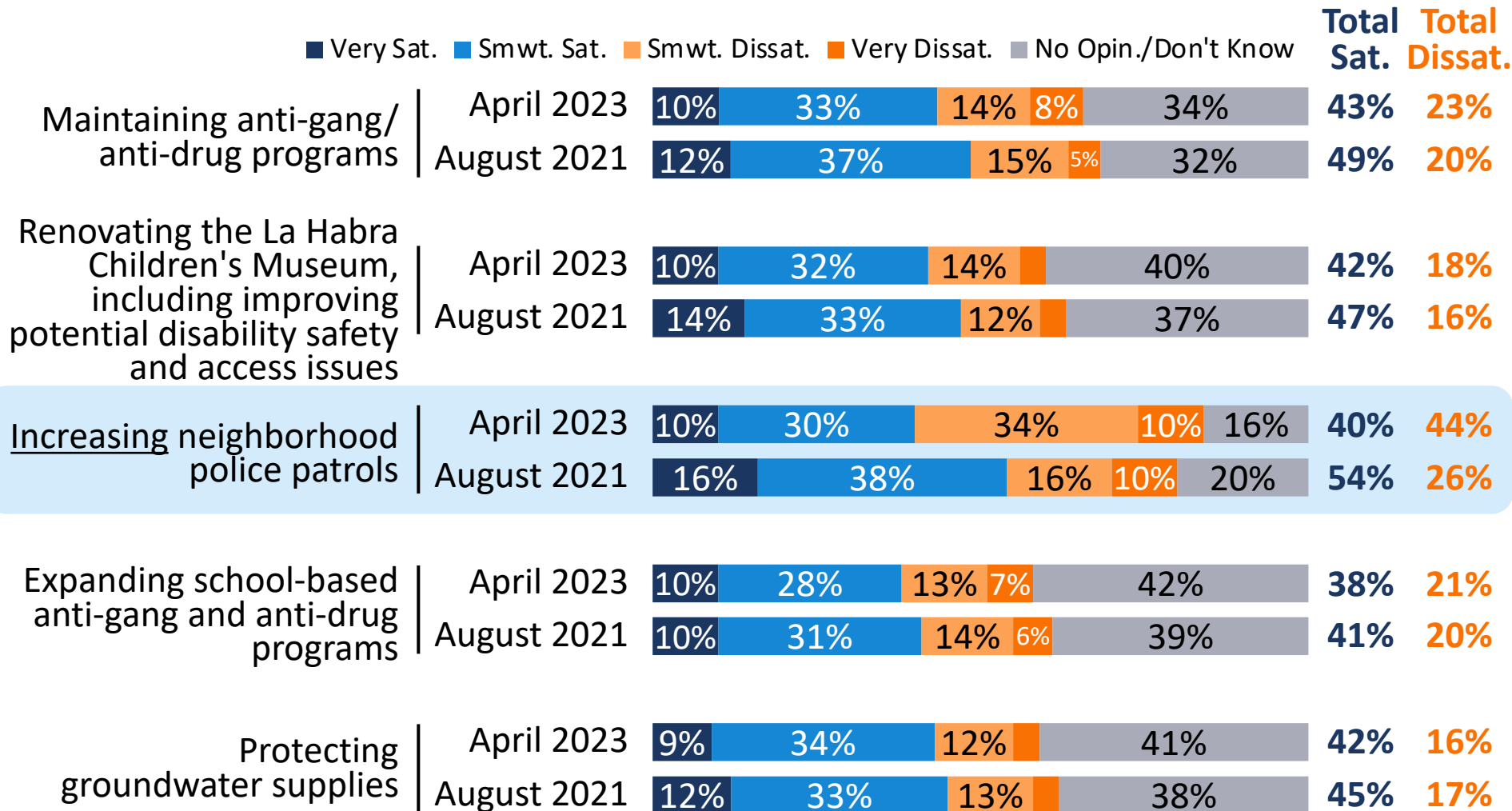


FM3 RESEARCH I am now going to read you a list of different La Habra City government programs and services. Please tell me how important that City program or service is to you personally: is it extremely important, very important, somewhat important, or not too important?

City of La Habra Service Satisfaction (continued)



City of La Habra Service Satisfaction (continued)



City of La Habra Service Satisfaction (continued)

■ Very Sat.
 ■ Smwt. Sat.
 ■ Smwt. Dissat.
 ■ Very Dissat.
 ■ No Opin./Don't Know
 Total Sat. **Total Dissat.**

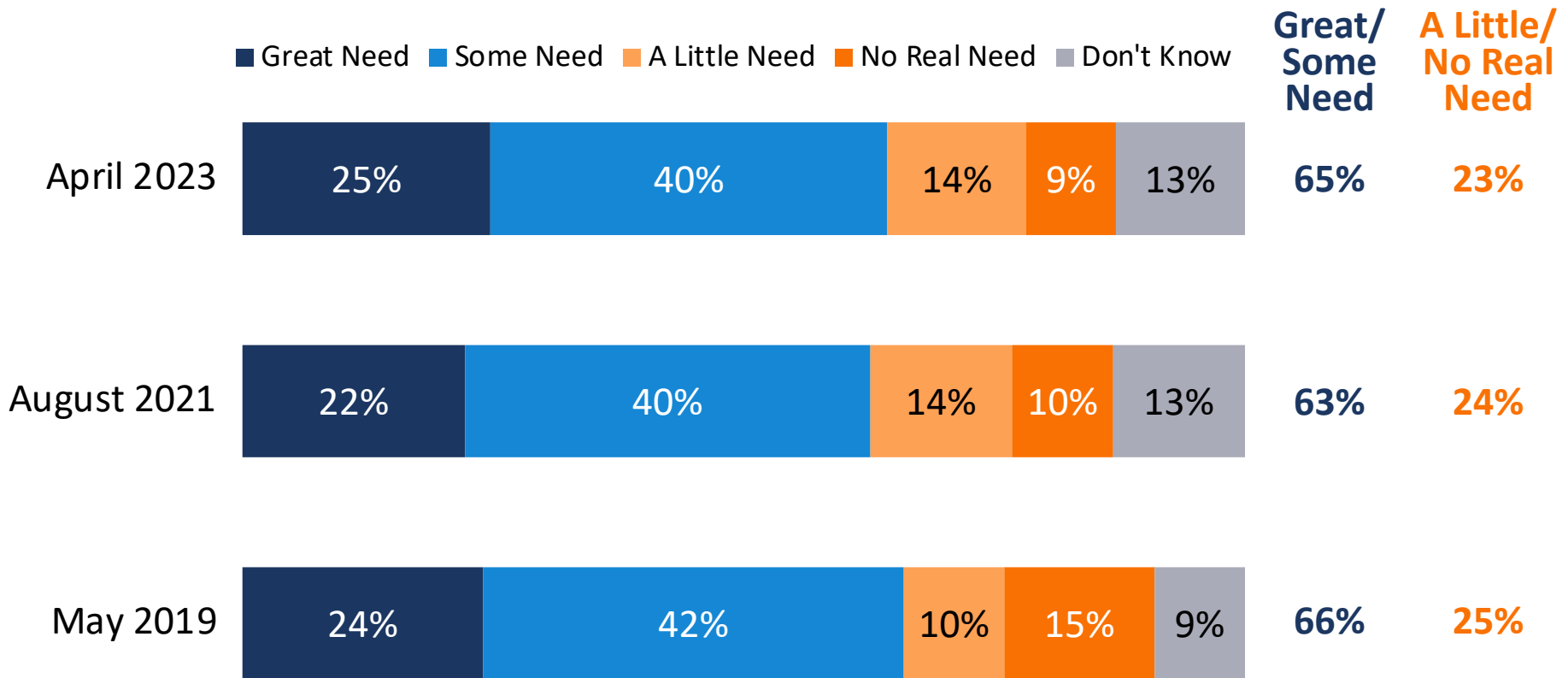
Supporting local nonprofits	April 2023	9%	30%	10%	6%	46%	39%	16%
	August 2021	12%	28%	10%	5%	44%	41%	15%
Maintaining Homeless Liaison Officers	April 2023	9%	26%	22%	10%	33%	35%	32%
	August 2021	12%	27%	18%	7%	35%	39%	26%
Improving traffic flow	April 2023	8%	33%	26%	20%	12%	41%	46%
	August 2021	10%	33%	23%	22%	11%	43%	45%
Repairing and improving restrooms at neighborhood parks	April 2023	8%	33%	23%	9%	28%	41%	31%
	August 2021	13%	31%	18%	6%	32%	43%	25%
Preventing cuts to youth/afterschool programs	April 2023	8%	31%	15%	7%	40%	39%	21%
	August 2021	12%	32%	11%	6%	38%	45%	17%
Requiring funds controlled locally	April 2023	7%	27%	15%	6%	46%	34%	20%
	August 2021	12%	31%	11%	5%	41%	42%	16%



Potential Funding Mechanisms for La Habra City Services

Two-thirds of La Habra respondents continue to think the City has a “great” or “some” need for additional funds to fund local services.

In your personal opinion, do you think there is a great need, some need, a little need, or no real need for additional funds to provide the level of city services that La Habra residents need and want?



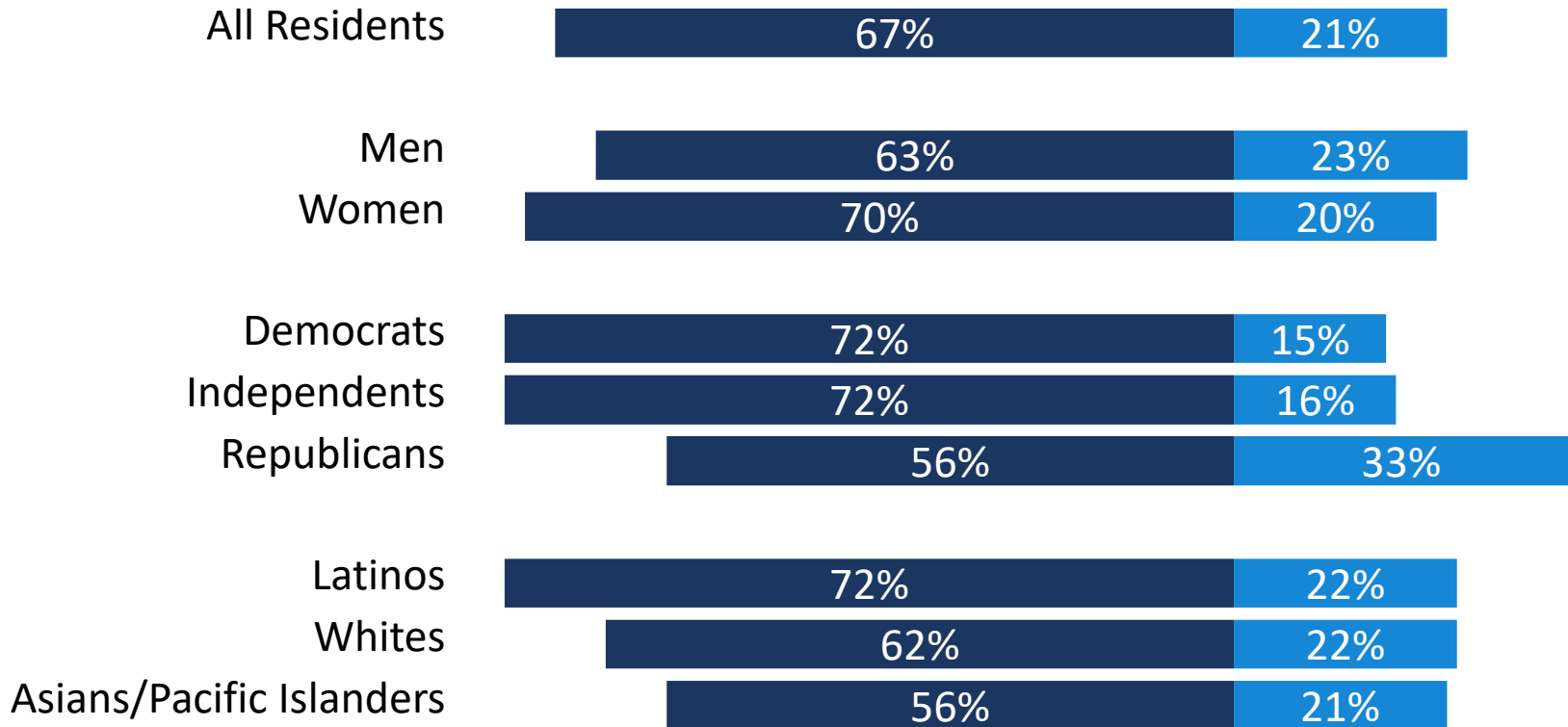
Respondents were provided the following statement about the rising cost of fire protection and 911 paramedic emergency response services:

Since La Habra does not have its own fire department, the city contracts with Los Angeles County to provide fire protection and 911 paramedic emergency response services, which currently costs the city \$10 million per year.

Recently, LA County notified city government that it may have to charge millions of dollars more to provide the same services to La Habra they currently provide, which the city cannot afford unless it makes cuts to other local programs and services.

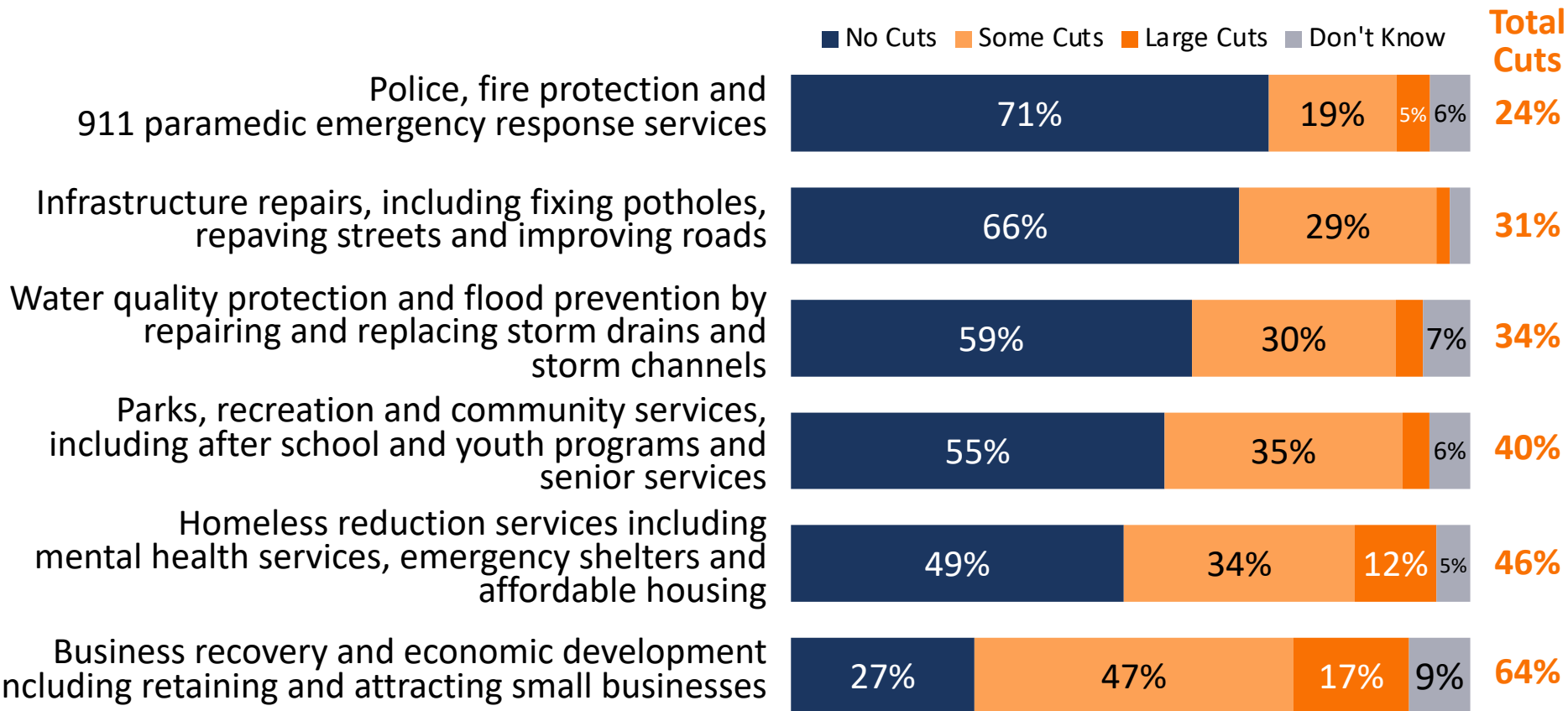
To maintain fire/911 response services, two-thirds prefer the City identify new revenue sources rather than cut other services.

City government should identify new sources of revenue to maintain fire protection and 911 paramedic response services without having to make deep cuts to other vital city services that residents need and rely upon	OR	City government should eliminate programs and cut funding for non-public safety services to maintain fire protection and 911 paramedic response services
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If new revenues cannot be secured, residents oppose cutting public safety, infrastructure repairs, water quality programs, parks and community services programs.

Like most other cities, more than 2/3 of La Habra's annual budget is used to provide police, fire, ambulance and 911 paramedic emergency response services, which account for 85% of fire emergency and 911 calls in the city. If the city is not able to secure additional sources of revenue, for each of the following, please tell me whether you support the City Council making large cuts, some cuts or no cuts to that category of programs and services.

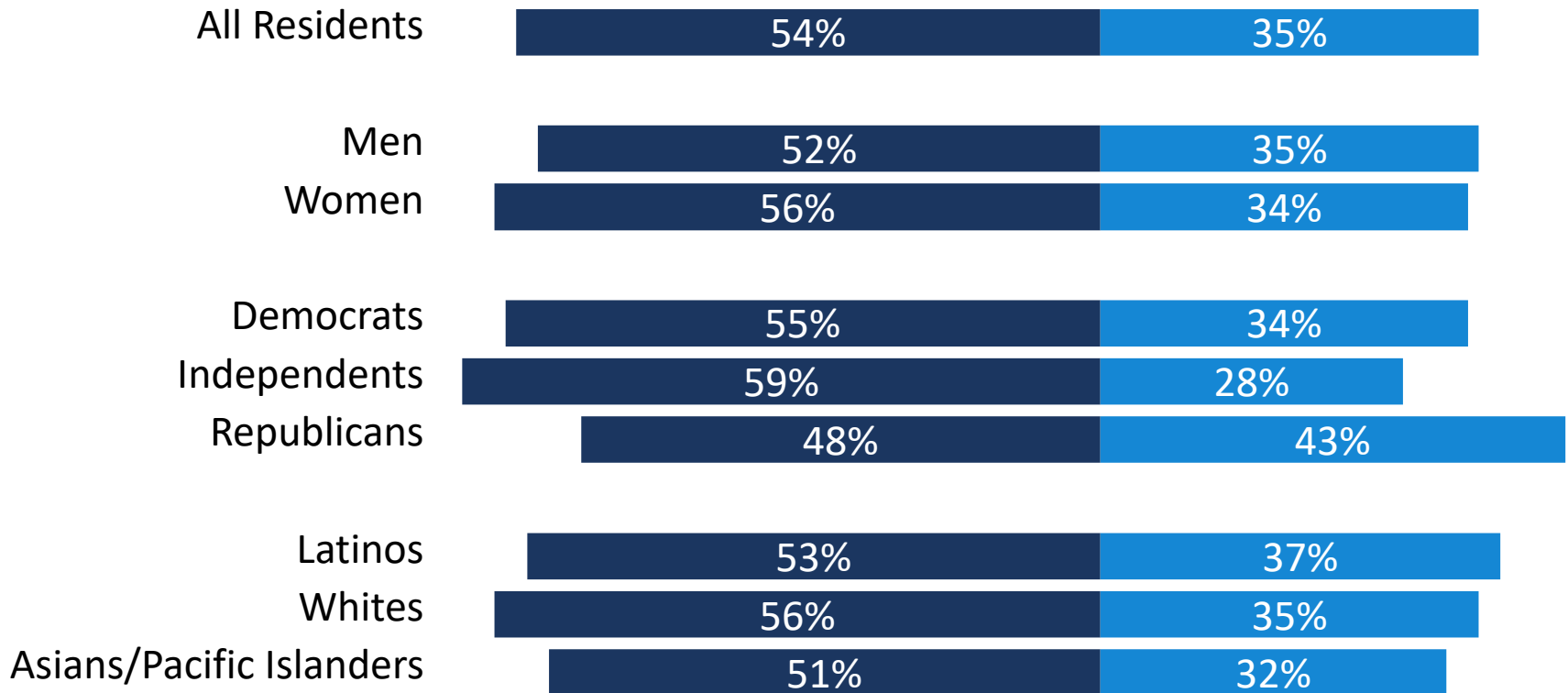


A majority prefers the City have funding to maintain current service levels rather than enhance programs.

Ensuring La Habra city government has sufficient funding to maintain public safety and other city services at current levels

OR

Securing additional funding to enhance city services by adding an additional paramedic response unit, adding additional police patrol officers, and hiring park rangers dedicated to patrolling local neighborhood parks

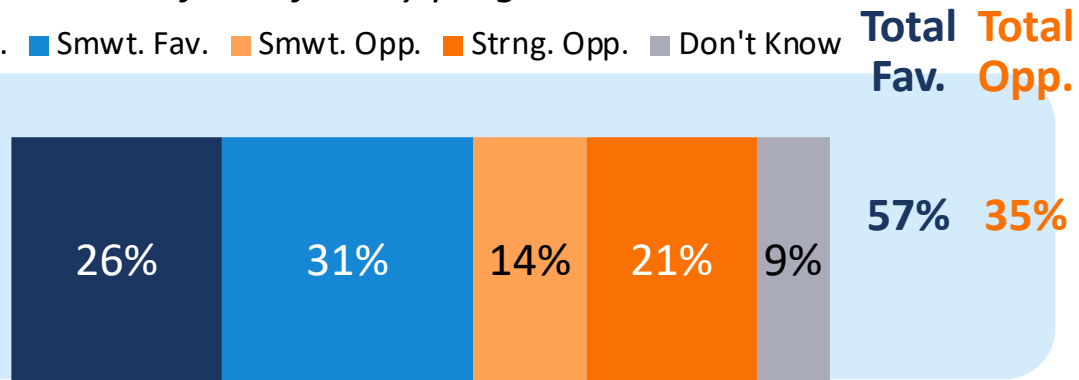


To secure additional revenue, a majority conceptually favors reforming the existing local sales tax to fund a range of La Habra programs and services.

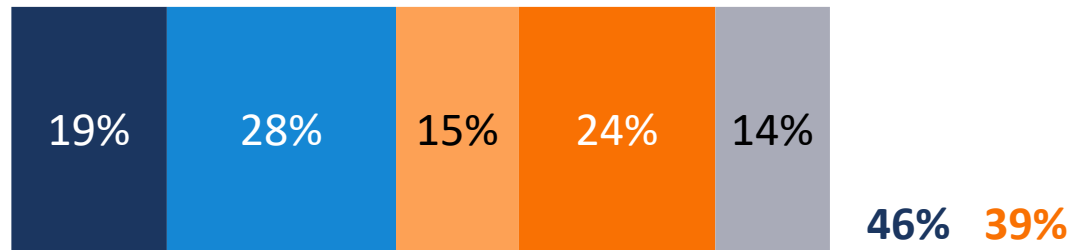
I am going to mention some different ways people have suggested the City of La Habra could raise additional revenue to fund vital local services. Please tell me if you favor or oppose that method of raising additional funds for city programs and services.

■ Strng. Fav. ■ Smwt. Fav. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know **Total Fav.** **Total Opp.**

Reforming the city's current voter approved sales tax by renewing the existing ½¢ to a future 1½¢ rate to fund police and fire protection, repairs to roads and storm drains, homeless reduction services, parks, after school programs and other vital city services



Reforming the city's current voter approved sales tax by renewing the existing ½¢ to a future 1½¢ rate and requiring all funds raised be dedicated to police, fire protection, ambulance and 911 paramedic response services



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