

BREA ENVISIONS COMMUNITY SURVEY
SUMMARY REPORT

PREPARED FOR THE
CITY OF BREA



MAY 22, 2017



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INTRODUCTION

Nestled in the foothills of Orange County, the City of Brea is one of the oldest communities in Orange County. Originally founded in 1911 and incorporated in 1917 as the city of oil, oranges, and opportunity, today the City's team of full-time and part-time employees provides a full suite of services to an estimated 44,214 residents¹ and a diverse business community.

In 2016, the City of Brea embarked upon *Brea Envisions*, a community visioning and strategic planning process. The main objectives of the process were twofold. The first was to better understand what residents value about the City, gauge how well the City is meeting their needs and expectations, as well as identify their priorities and concerns for the City—now and in the future. The second objective was to use the information gained through the process to develop a Strategic Plan that will help guide future planning, policy, capital improvement, and service-related decisions in a manner that is consistent with residents' shared vision for the City.

Although City Council, staff, and consultants have played an important role in gathering data, organizing the planning process, and assisting in the production of the Strategic Plan, the citizens of Brea are the true inspiration and authors of the Plan. Through their enthusiastic participation in workshops, visioning exercises, committees, and community surveys, they have helped to ensure the creation of a Strategic Plan that is consistent with their values, priorities and concerns for the City and its future.

PURPOSE OF SURVEY As it should be, the strategic planning process has been broad in its scope, soliciting input from community and business leaders, long-time residents as well as relative newcomers, past and present Council members, City staff, and various community groups. To ensure that the Plan reflects the values, priorities and concerns of *all* residents in the City—not just those that actively participate in workshops or meetings—the City commissioned True North Research to design and conduct a community survey to produce objective, statistically reliable measures of residents' opinions on a number of key issues that will be addressed in the Plan. The results of the survey—detailed in the following pages—will be combined with the information gathered through other methods to help Council, staff, consultants, and the Brea Envisions Steering Committee craft the Strategic Plan.

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 20. In brief, the survey was administered to a random sample of 730 adults who reside within the City of Brea. The survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). Administered between May 3 and May 15, 2017, the average interview lasted 15 minutes.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from

1. California Department of Finance estimate, January 2017.

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

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City of Brea. 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 opinions 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.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of Brea with statistically reliable information regarding residents' opinions on issues related to the Strategic Plan, including land use, economic development, revitalization, community engagement, sustainability, cultural amenities, recreation, conservation, public safety and mobility. 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 collective results of the survey answer some of the key questions that motivated the research.

What do residents most value about Brea that the Strategic Plan should seek to preserve?

A clear theme of the survey results is that residents are focused on maintaining—rather than changing—the character of Brea. Nearly every resident surveyed held a positive opinion regarding Brea as a place to live (95% excellent or good), as a place to raise a family (92%), and for the overall quality of life in the city (94%).

The small town feeling of the community, natural open spaces, public parks, variety of business/shopping opportunities, good schools, the clean, well-kept appearance of the City, and the recreational activities offered locally were just some of the key things that residents feel make Brea a special place to live. These are the aspects of the City that residents value most, as well as those that they are most interested in preserving through the strategic planning process. For more on this topic, see *Quality of Life* on page 6.

What changes do residents seek to improve the quality of life in Brea?

Consistent with the aforementioned theme of maintaining the City's character, most of the changes that residents desire could more appropriately be described as efforts to preserve or enhance *existing* qualities of the City. When asked what they would most like to change about the City, more than one-in-four respondents were unsure of a change that could be made to improve Brea (14%) or stated flatly that no changes are needed/everything is fine (13%). Among the specific improvements that were desired, limiting growth and development (15%), reducing traffic congestion (11%), repairing/improving streets (5%), improving local schools/education (5%), providing affordable housing (5%), and providing additional shopping/dining opportunities (5%) were the most common. For more on this topic, see *What Should We Change?* on page 8.

Although the related themes of preserving the City's character and managing growth and development were prominent in the survey, it should also be recognized that Brea residents are generally quite forward-thinking and recognize that some types of change would be good for the City. Economic development initiatives, for example, were widely viewed to be a high priority for the City (more on this below), and many residents recognized that Brea needs more unique, non-chain restaurants, non-chain retail stores, and multi-family workforce housing that is affordable to middle-income families (see *Land Use* on page 14).

What themes or initiatives do residents prioritize for the City's future?

The *Brea Envisions* Community Strategic Plan will outline key themes, values, and initiatives that will guide the City's future planning, policy, capital improvement, and service-related decisions. The primary purpose of this survey was to measure community opinions and provide feedback on key themes and initiatives that are being considered for the Strategic Plan.

When asked to prioritize among 19 initiatives addressed in the draft plan, the themes of **public safety**, **fiscally responsible/transparent government**, and **balanced/responsible growth** rose to the top of the list. Specifically, more than nine-in-ten Brea residents rated the following items a high or medium priority for the City's future:

- *Keep Brea a safe community by ensuring adequate resources for police, fire protection, and emergency medical response (97%)*
- *Ensure that City government operates with transparency and a high level of customer service (93%)*
- *Manage future growth and development in a way that Brea maintains its small-town feel and community character (92%)*
- *Promote neighborhood safety through improved street lighting, properly maintaining neighborhood facilities, and encouraging familiarity between neighbors (91%)*
- *Be fiscally responsible by operating with a balanced budget, addressing unfunded pension liabilities, and exploring opportunities to increase city revenues and/or decrease spending (91%).*

In addition to the themes of public safety, fiscally responsible/transparent government, and balanced/responsible growth, at least three-quarters of Brea residents assigned a high or medium priority to initiatives that addressed elements of **economic development**, **leisure and culture**, **transportation**, and **sustainability**, including:

- *Acquire and preserve natural open space, especially in the hills surrounding Brea (87%)*
- *Promote good communication between the City, residents, local business community, neighborhood associations, and other local agencies (87%)*
- *Promote a healthy and active lifestyle for residents by offering high quality parks, trails, facilities and recreation programs (86%)*
- *Improve local parks, recreation facilities, and the network of trails to increase outdoor recreation opportunities (84%)*
- *Encourage a diverse mix of businesses in Brea that help generate the tax revenue needed to provide high-quality city services (83%), Improve the efficiency of the City's transportation system by improving roads, intersections, and signal coordination (80%)*

- *Be an environmentally responsible community that promotes the sustainable use of water and energy through innovation, incentives, and regulations (79%)*
- *Create a pedestrian-friendly community and improve the network of walking and biking trails, sidewalks, and roadside bike lanes (78%)*

Although they still found favor among a majority of Brea residents, when compared to the other initiatives tested, fewer found the following items to be high or medium priorities for the City's future:

- *Expand the variety of recreation and community activities and events offered to residents of all ages (72%)*
- *Attract businesses and promote public events that bring visitors to Brea to grow the local economy (71%)*
- *Create an environment where diversity in culture, age and other aspects is welcomed (67%)*
- *Enhance and promote cultural events, activities, and the arts to promote social interaction and make Brea a destination for entertainment and culture (66%)*
- *Promote the use of alternative forms of transportation including transit, ride-sharing, walking and biking (60%)*
- *Build multi-family workforce housing that is affordable to middle-income households (50%)*

For more on the initiatives tested and how opinions varied among sub-groups of Brea residents, see *Initiatives* on page 10.

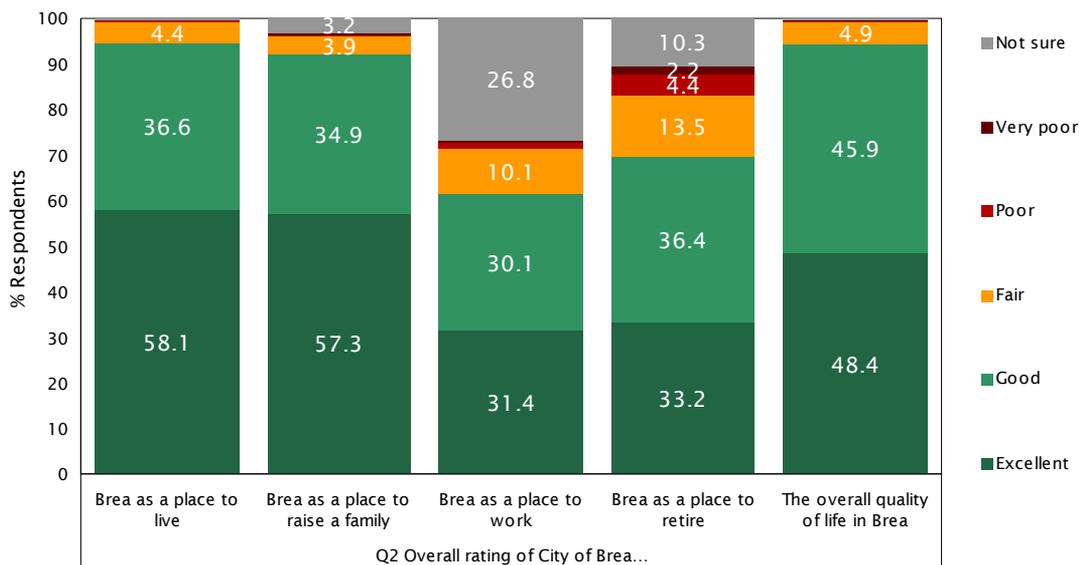
QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in Brea, what they would most like to preserve about the city, as well as ways to improve the quality of life in Brea—now and in the future.

OVERALL QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the City of Brea on a number of key dimensions—including overall quality of life, as a place to raise a family, and as a place to work—using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, residents shared exceptionally favorable opinions of Brea as a place to live (95% excellent or good), as a place to raise a family (92%), and for the overall quality of life in the city (94%). Although still generally positive, residents were somewhat less enthusiastic about Brea as a place to work (62%) and retire (70%).

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

FIGURE 1 OVERALL RATING OF CITY OF BREa



For the interested reader, figures 2 and 3 on the next page show how ratings of the overall quality of life in Brea varied by age, home ownership status, length of residence, presence of a child in the home, and gender. The most striking pattern in both figures is the *consistency* of opinion across subgroups of Brea residents, with no less than 92% of residents in every subgroup rating the overall quality of life in Brea as excellent or good.

FIGURE 2 OVERALL QUALITY OF LIFE BY AGE & HOME OWNERSHIP STATUS

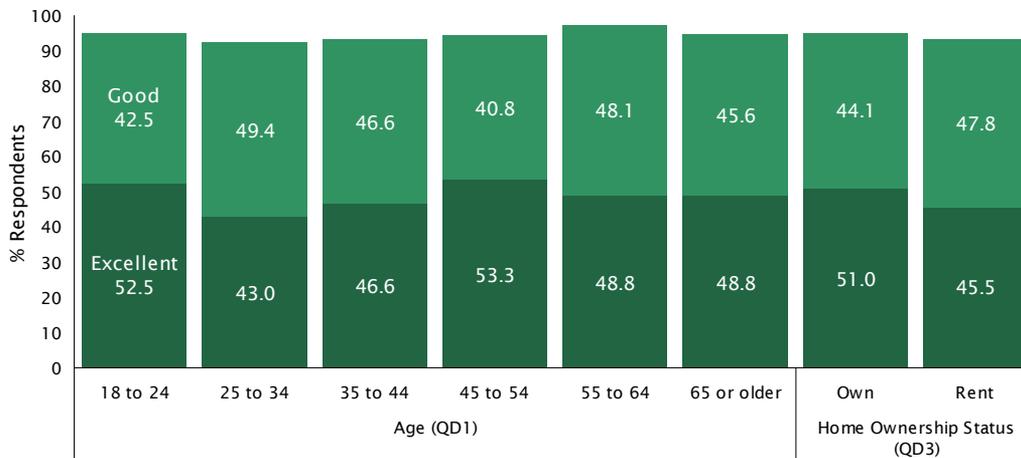
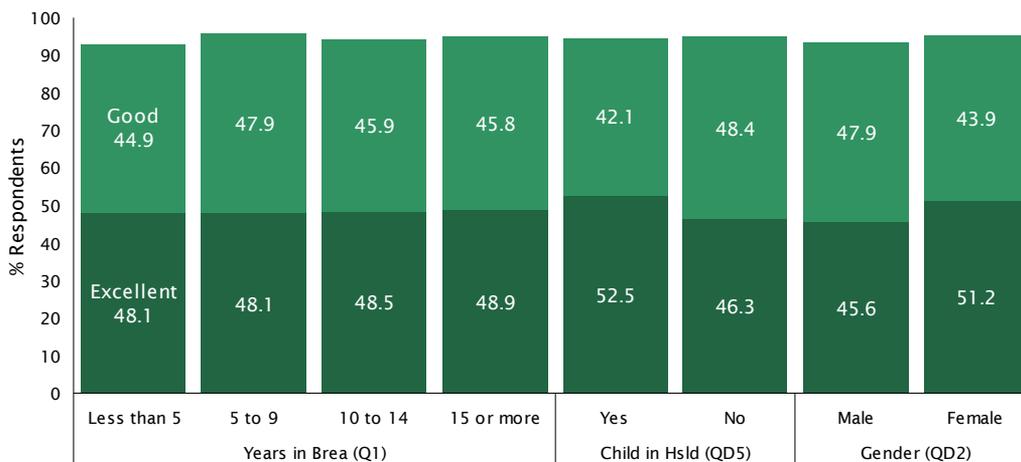


FIGURE 3 OVERALL QUALITY OF LIFE BY YEARS IN BREa, CHILD IN HSLD & GENDER

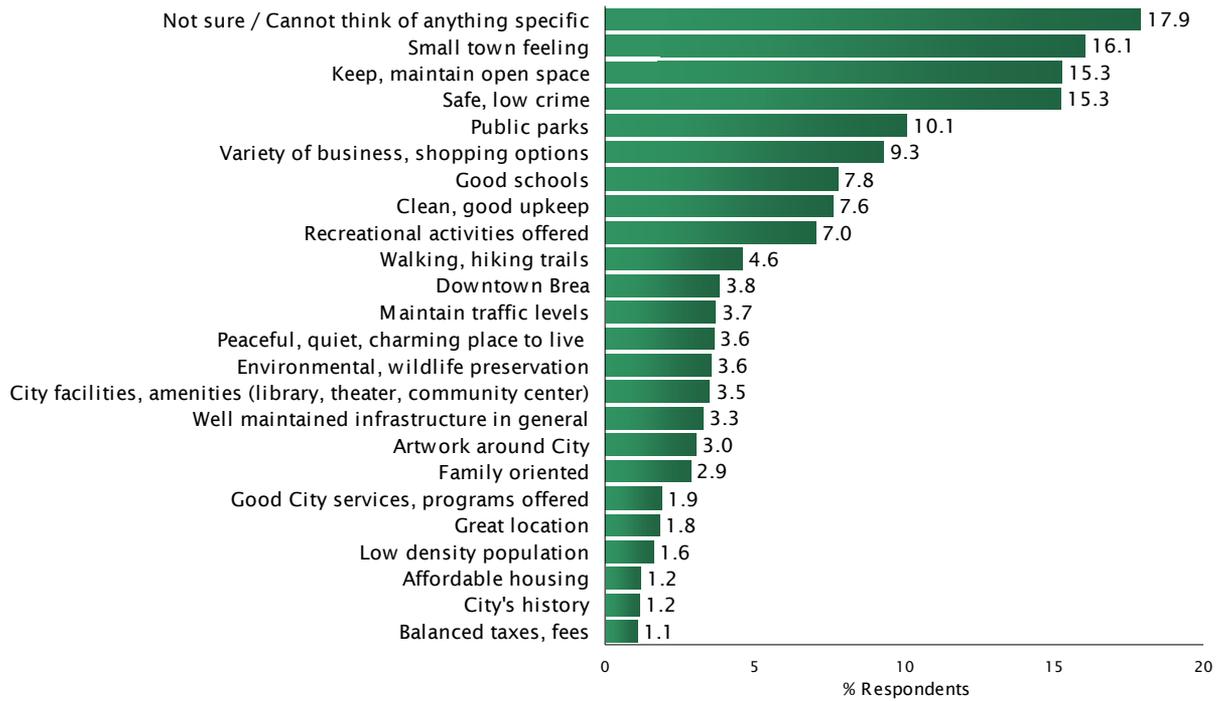


WHAT DO YOU LIKE MOST ABOUT BREa? The next question in this series asked residents to identify what they like most about the City of Brea that the city government should make sure to preserve in the future. This question was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 4 on the next page.

Approximately one-in-five respondents (18%) were unsure or unable to offer a specific aspect of Brea that they would like to preserve. Among the specific responses that were offered, the small town feeling of the community (16%), a desire to preserve existing open space (15%), the safety/low crime rate (15%), public parks (10%), variety of business/shopping opportunities (9%), good schools (8%), the clean, well-kept appearance of the City (8%), and the recreational activities offered locally (7%) were the most commonly mentioned.

Question 3 *What do you like most about Brea that the city government should make sure to preserve in the future?*

FIGURE 4 LIKE MOST ABOUT BREA & WANT TO PRESERVE

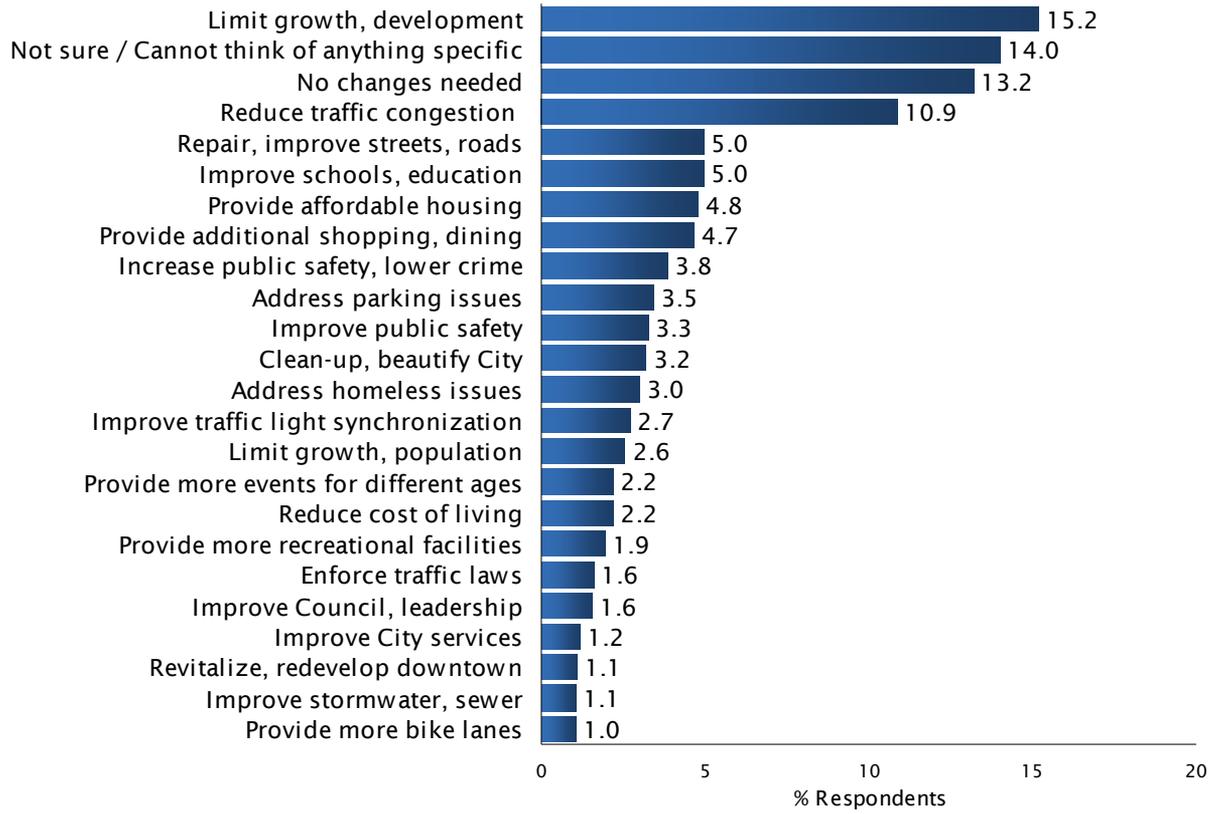


WHAT SHOULD WE CHANGE? In an open-ended manner similar to that described above for Question 3, all respondents were also asked to indicate the one thing that the city government could *change* to make Brea a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 5 on the next page.

More than one-in-four respondents were unsure of a change that could be made to improve Brea (14%) or stated flatly that no changes are needed/everything is fine (13%). Among the specific improvements that were desired, limiting growth and development (15%), reducing traffic congestion (11%), repairing/improving streets (5%), improving local schools/education (5%), providing affordable housing (5%), and providing additional shopping/dining opportunities (5%) were the most common.

Question 4 *If the city government could change one thing to make Brea a better place to live now and in the future, what change would you like to see?*

FIGURE 5 CHANGES TO IMPROVE CITY OF BREA



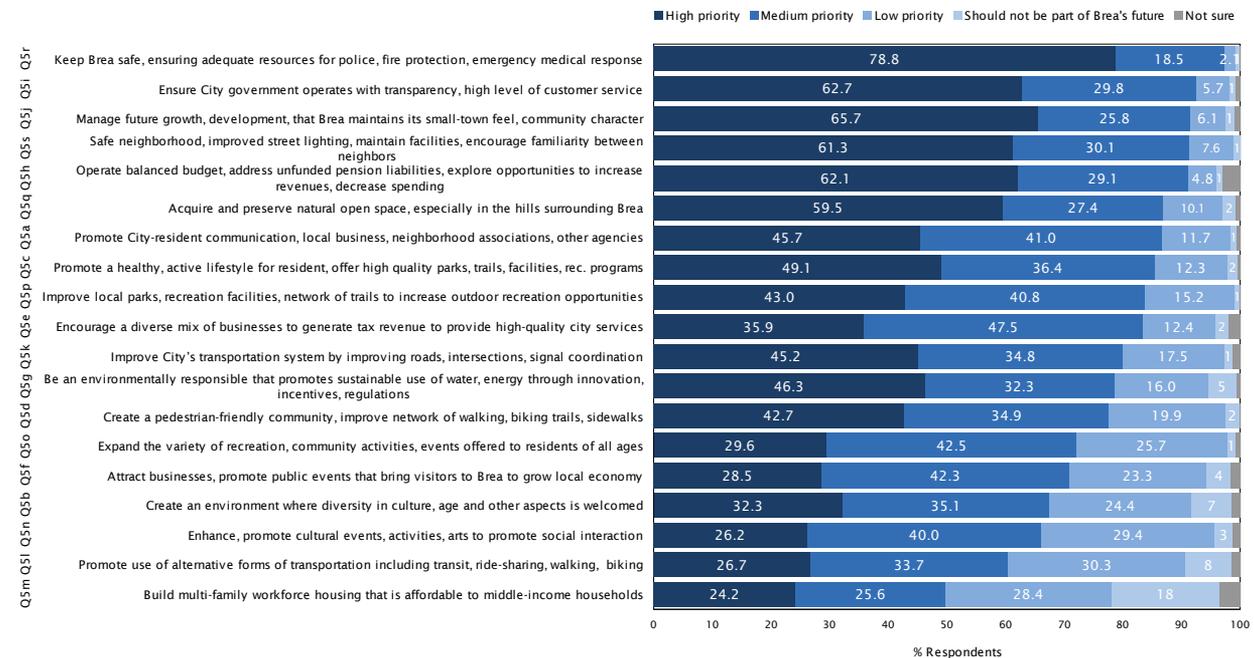
INITIATIVES

Having measured residents views’ of the quality of life in Brea and their top-of-mind ideas for how to improve Brea as a place to live, the survey transitioned to profiling their opinions about various themes and initiatives that are being considered for the *Brea Envisions* Community Strategic Plan.

The format of Question 5 was straightforward: after explaining that the City is in the process of updating the Strategic Plan which will guide future decisions on a variety of topics that affect the quality of life in Brea, respondents were presented with the initiatives shown on the left of Figure 6 and asked whether each item should be a high, medium, or low priority for the City of Brea’s future—or if the item should not be a part of Brea’s future. In order to encourage residents to prioritize, they were reminded that not all of the items can be high priorities.

Question 5 *The City of Brea 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 Brea including land use, public safety, parks and open space, as well as transportation. 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 Brea's future. If you feel the item should not be part of Brea's future, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 6 INITIATIVE PRIORITIES



The items are sorted in Figure 6 according to the percentage of respondents who indicated that an item should be a *high* or *medium* priority for the City’s future. Overall, the themes of public safety, fiscally responsible/transparent government, and balanced/responsible growth rose to the top of the list. Specifically, more than nine-in-ten Brea residents rated the following items a high or medium priority: *Keep Brea a safe community by ensuring adequate resources for police, fire protection, and emergency medical response* (97%), *Ensure that City government operates*

with transparency and a high level of customer service (93%), Manage future growth and development in a way that Brea maintains its small-town feel and community character (92%), Promote neighborhood safety through improved street lighting, properly maintaining neighborhood facilities, and encouraging familiarity between neighbors (91%), and Be fiscally responsible by operating with a balanced budget, addressing unfunded pension liabilities, and exploring opportunities to increase city revenues and/or decrease spending (91%).

In addition to the themes of public safety, fiscally responsible/transparent government, and balanced/responsible growth, at least three-quarters of Brea residents assigned a high or medium priority to initiatives that addressed elements of economic development, leisure and culture, transportation, and sustainability, including *Acquire and preserve natural open space, especially in the hills surrounding Brea* (87%), *Promote good communication between the City, residents, local business community, neighborhood associations, and other local agencies* (87%), *Promote a healthy and active lifestyle for residents by offering high quality parks, trails, facilities and recreation programs* (86%), *Improve local parks, recreation facilities, and the network of trails to increase outdoor recreation opportunities* (84%), *Encourage a diverse mix of businesses in Brea that help generate the tax revenue needed to provide high-quality city services* (83%), *Improve the efficiency of the City's transportation system by improving roads, intersections, and signal coordination* (80%), *Be an environmentally responsible community that promotes the sustainable use of water and energy through innovation, incentives, and regulations* (79%), and *Create a pedestrian-friendly community and improve the network of walking and biking trails, sidewalks, and roadside bike lanes* (78%).

Although they still found favor among a majority of Brea residents, when compared to the other initiatives tested, fewer found the following items to be high or medium priorities for the City's future: *Expand the variety of recreation and community activities and events offered to residents of all ages* (72%), *Attract businesses and promote public events that bring visitors to Brea to grow the local economy* (71%), *Create an environment where diversity in culture, age and other aspects is welcomed* (67%), *Enhance and promote cultural events, activities, and the arts to promote social interaction and make Brea a destination for entertainment and culture* (66%), *Promote the use of alternative forms of transportation including transit, ride-sharing, walking and biking* (60%), and *Build multi-family workforce housing that is affordable to middle-income households* (50%).

TABLE 1 INITIATIVE PRIORITIES BY AGE & CHILD IN HSLD (SHOWING % HIGH PRIORITY)

	Age (QD1)						Child in HslD (QD5)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
Keep Brea safe, ensuring adequate resources for police, fire protection, emergency medical response	78	68	83	81	80	81	79	79
Manage future growth, development, that Brea maintains its small-town feel, community character	50	56	66	74	73	73	66	66
Ensure City government operates with transparency, high level of customer service	45	56	54	70	69	79	57	66
Operate balanced budget, address unfunded pension liabilities, explore opportunities to increase revenues, decrease spending	58	52	58	65	64	75	59	64
Safe neighborhood, improved street lighting, maintain facilities, encourage familiarity between neighbors	58	51	72	70	60	57	66	58
Acquire and preserve natural open space, especially in the hills surrounding Brea	58	61	55	60	62	63	56	62
Promote a healthy, active lifestyle for resident, offer high quality parks, trails, facilities, rec. programs	50	52	58	49	48	41	54	46
Be an environmentally responsible that promotes sustainable use of water, energy through innovation, incentives, regulations	60	53	48	35	40	50	47	47
Promote City-resident communication, local business, neighborhood associations, other agencies	48	38	42	49	49	51	43	48
Improve City's transportation system by improving roads, intersections, signal coordination	38	39	44	49	48	53	42	47
Improve local parks, recreation facilities, network of trails to increase outdoor recreation opportunities	45	46	50	47	37	34	50	39
Create a pedestrian-friendly community, improve network of walking, biking trails, sidewalks	45	41	49	53	38	33	49	38
Encourage a diverse mix of businesses to generate tax revenue to provide high-quality city services	33	39	33	43	31	36	34	38
Create an environment where diversity in culture, age and other aspects is welcomed	35	42	32	34	25	31	31	34
Expand the variety of recreation, community activities, events offered to residents of all ages	25	33	36	37	25	22	36	25
Attract businesses, promote public events that bring visitors to Brea to grow local economy	28	41	22	32	28	24	28	29
Promote use of alternative forms of transportation including transit, ride-sharing, walking, biking	25	25	31	26	25	27	24	28
Enhance, promote cultural events, activities, arts to promote social interaction	40	34	26	26	18	19	28	26
Build multi-family workforce housing that is affordable to middle-income households	20	44	25	22	17	18	25	24

For the interested reader, Tables 1 and 2 show how the percentage of respondents who rated each initiative as a *high* priority varied by age, presence of a child in the home, length of residence, and gender. To ease comparisons, the three highest rated initiatives within each subgroup are highlighted in green. The tables make clear there is widespread consensus among Brea residents on the particular importance of initiatives related to public safety, responsible growth and development, and fiscally responsible/transparent government.

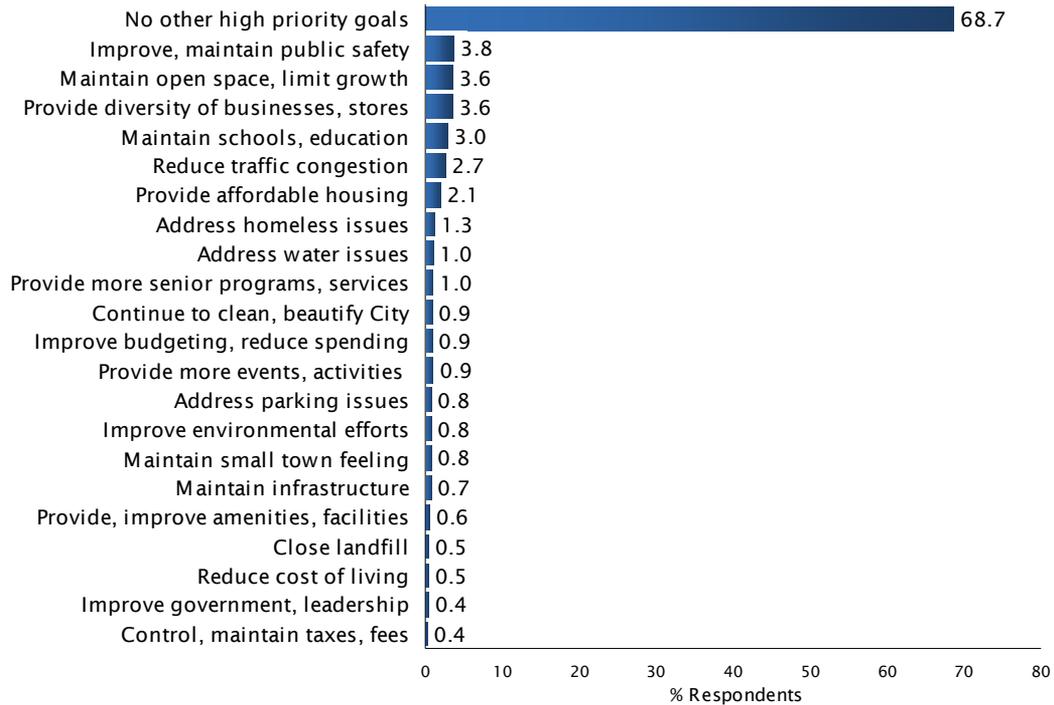
TABLE 2 INITIATIVE PRIORITIES BY YEARS IN BRE & GENDER (SHOWING % HIGH PRIORITY)

	Years in Brea (Q1)				Gender (QD2)	
	Less than 5	5 to 9	10 to 14	15 or more	Male	Female
Keep Brea safe, ensuring adequate resources for police, fire protection, emergency medical response	81	74	84	78	76	81
Manage future growth, development, that Brea maintains its small-town feel, community character	60	58	71	71	63	68
Ensure City government operates with transparency, high level of customer service	62	53	59	68	65	61
Operate balanced budget, address unfunded pension liabilities, explore opportunities to increase revenues, decrease spending	60	53	66	66	67	58
Safe neighborhood, improved street lighting, maintain facilities, encourage familiarity between neighbors	66	54	71	59	55	67
Acquire and preserve natural open space, especially in the hills surrounding Brea	54	50	55	68	54	65
Promote a healthy, active lifestyle for resident, offer high quality parks, trails, facilities, rec. programs	55	42	51	47	47	51
Be an environmentally responsible that promotes sustainable use of water, energy through innovation, incentives, regulations	47	49	35	47	41	51
Promote City-resident communication, local business, neighborhood associations, other agencies	48	34	52	46	43	49
Improve City's transportation system by improving roads, intersections, signal coordination	42	44	52	46	47	43
Improve local parks, recreation facilities, network of trails to increase outdoor recreation opportunities	48	39	44	41	44	43
Create a pedestrian-friendly community, improve network of walking, biking trails, sidewalks	50	40	48	38	38	47
Encourage a diverse mix of businesses to generate tax revenue to provide high-quality city services	41	39	33	32	39	32
Create an environment where diversity in culture, age and other aspects is welcomed	38	35	23	30	28	37
Expand the variety of recreation, community activities, events offered to residents of all ages	36	31	25	26	29	30
Attract businesses, promote public events that bring visitors to Brea to grow local economy	34	31	27	24	32	26
Promote use of alternative forms of transportation including transit, ride-sharing, walking, biking	28	27	27	25	22	31
Enhance, promote cultural events, activities, arts to promote social interaction	36	24	22	22	25	27
Build multi-family workforce housing that is affordable to middle-income households	28	28	18	21	20	29

ALTERNATIVE HIGH PRIORITY GOALS Recognizing that the list of initiatives in Question 5 was not exhaustive, respondents were provided an opportunity in Question 6 to suggest a goal not addressed in Question 5 that should be a *high* priority for the City's future.

Question 6 *Is there a goal that I didn't mention that you think should be a high priority for the City's future?*

FIGURE 7 OTHER HIGH PRIORITIES



Question 10 was presented in an open-ended manner, which allowed respondents to mention any project, program or policy issue 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 7 on the prior page.

Most respondents (69%) indicated that they could not think of a high priority initiative not already mentioned in Question 5, or stated that there were none. Among the specific items that were mentioned in response to Question 6, many echoed themes that were in fact already addressed in Question 5 including improving/maintaining public safety (4%), maintaining open space/limiting growth (4%), providing a diversity of businesses/stores (4%), maintaining the quality of local schools/education (3%), reducing traffic congestion (3%), and providing affordable housing (2%).

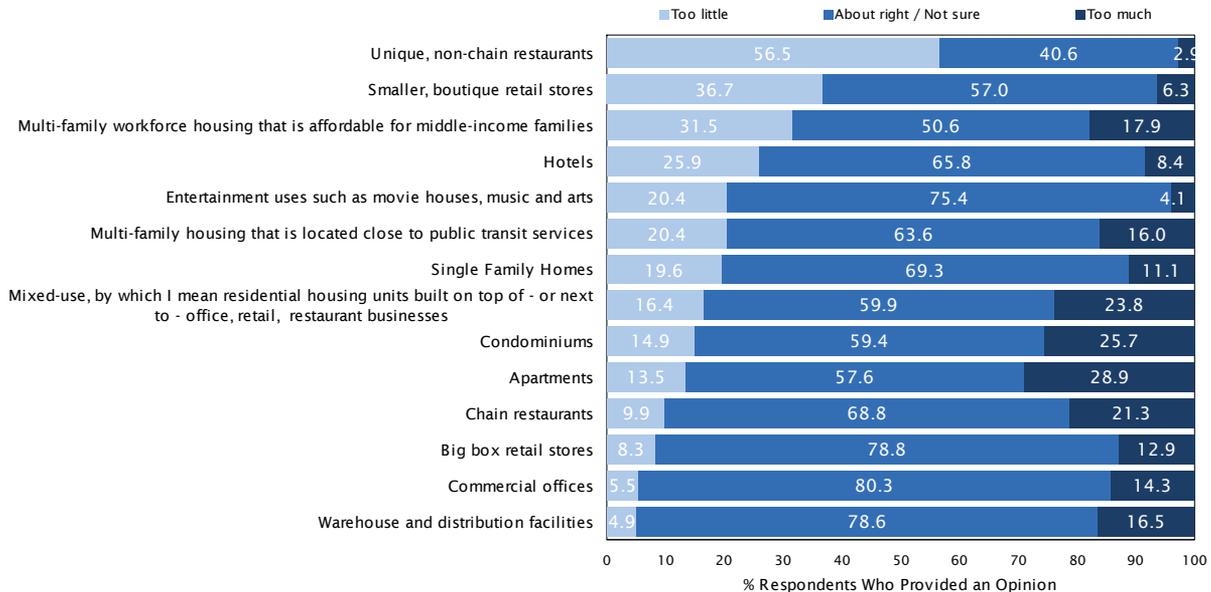
LAND USE

The Strategic Plan will help shape the nature of Brea’s future development and redevelopment including the size, type, character and location of new developments and redevelopment projects. Recognizing that opinions about development often hinge on the *type* of use being considered, Question 7 sought to profile Brea residents’ opinions about a variety of different development types.

DEVELOPMENT TYPES After explaining that there are a number of properties in the City of Brea that have yet to be developed, as well as existing properties that can be redeveloped to serve a different purpose, respondents were presented with the development types shown on the left of Figure 8 and asked—for each type—whether there is currently too much, about the right amount, or too little in Brea.

Question 7 *Now I'd like to ask you a few questions about land use in Brea. There are a number of properties in Brea that have yet to be developed, but will be developed in the future for residential and commercial purposes. There are also existing properties that can be redeveloped to serve a different purpose. As I read the following list of development types, please tell me whether you feel there is currently too much, about the right amount, or too little of this type of development in Brea.*

FIGURE 8 OPINION OF PROPERTY TYPES IN CITY



As expected, residents expressed quite different opinions depending on the type of development. More than half (57%) of residents indicated that there are currently too few unique, non-chain restaurants in Brea, and more than one-third (37%) felt the same about smaller, boutique retail stores. Many also viewed a deficiency in the amount of multi-family workforce housing that is affordable to middle-income families (32%), hotels (26%), entertainment uses such as movie houses, music and arts (20%), multi-family housing that is located close to public transit (20%), and single-family homes (20%).

Although the most common response for the remaining types of developments tested in Question 7 was that the current amount is about right, among those who felt the balance was not right there was a tendency to perceive too much rather than too little of a particular type of development in Brea. This was the case for mixed-use developments (16% too little vs. 24% too much), condominiums (15% too little vs. 26% too much), apartments (14% too little vs. 29% too much), chain restaurants (10% too little vs. 21% too much), big box retail stores (8% too little vs. 13% too much), commercial offices (6% too little vs. 14% too much), and warehouse and distribution facilities (5% too little vs. 17% too much).

Tables 3 and 4 show the percentage of respondents who perceived *too little* of each development type in Brea by age, presence of a child in the home, length of residence, and gender. As indicated by the green highlights, there was general consensus across subgroups of Brea residents that unique, non-chain restaurants, non-chain retail stores, and multi-family workforce housing are the three types of development most-needed in Brea.

TABLE 3 OPINION OF PROPERTY TYPES IN CITY BY AGE & CHILD IN HSLD (SHOWING % TOO LITTLE)

	Age (QD1)						Child in HslD (QD5)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
	Unique, non-chain restaurants	60	70	65	55	51	43	60
Smaller, boutique retail stores	50	41	42	36	28	28	38	36
Multi-family workforce housing that is affordable for middle-income families	33	43	27	27	28	33	27	34
Hotels	30	19	29	29	26	23	27	25
Entertainment uses such as movie houses, music and arts	28	29	21	20	16	13	19	21
Multi-family housing that is located close to public transit services	15	34	15	16	22	21	22	20
Single Family Homes	15	24	25	19	20	15	23	17
Mixed-use, by which I mean residential housing units built on top of - or next to - office, retail, restaurant businesses	18	27	19	13	14	10	16	17
Condominiums	15	15	16	14	14	14	17	14
Apartments	18	19	11	13	10	12	12	14
Chain restaurants	13	15	7	5	13	8	10	9
Big box retail stores	3	8	10	11	9	8	9	7
Commercial offices	0	5	9	7	5	5	7	4
Warehouse and distribution facilities	10	4	2	4	4	7	4	5

TABLE 4 OPINION OF PROPERTY TYPES IN CITY BY YEARS IN BREA & GENDER (SHOWING % TOO LITTLE)

	Years in Brea (Q1)				Gender (QD2)	
	Less than 5	5 to 9	10 to 14	15 or more	Male	Female
Unique, non-chain restaurants	64	60	51	52	58	55
Smaller, boutique retail stores	42	37	29	35	33	40
Multi-family workforce housing that is affordable for middle-income families	31	37	25	30	28	34
Hotels	27	35	20	23	24	27
Entertainment uses such as movie houses, music and arts	25	24	15	18	19	22
Multi-family housing that is located close to public transit services	20	24	21	19	21	19
Single Family Homes	21	27	22	15	21	18
Mixed-use, by which I mean residential housing units built on top of - or next to - office, retail, restaurant businesses	22	22	7	13	19	14
Condominiums	15	21	8	14	15	15
Apartments	11	22	15	11	12	15
Chain restaurants	13	7	13	9	10	10
Big box retail stores	10	11	10	6	6	10
Commercial offices	7	5	6	4	7	4
Warehouse and distribution facilities	3	3	6	6	6	3

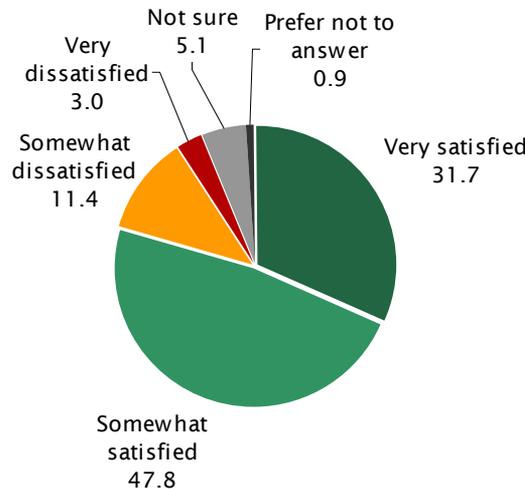
COMMUNICATION

The importance of city-resident communication 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 its residents and vice-versa. This study is just one example of Brea’s efforts to enhance the information flow to the city to better understand citizens’ concerns, perceptions, and needs as they relate to the City’s Strategic Plan update and related topics. In this section of the report, we present the results of two communication-related questions.

OVERALL SATISFACTION Question 8 of the survey asked residents to report their satisfaction with the City’s efforts to communicate with residents through newsletters, the Internet, social media, and other means (Figure 9). Overall, eight-in-ten residents (80%) stated that they were satisfied with the City’s efforts to communicate with residents, with 32% stating that they were *very* satisfied in this respect. Approximately 14% of Brea residents indicated that they were dissatisfied with the City’s communication efforts, whereas 6% were unsure or unwilling to answer the question.

Question 8 *Are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means?*

FIGURE 9 SATISFACTION WITH CITY-RESIDENT COMMUNICATION EFFORTS



Figures 10 and 11 on the next page illustrate how satisfaction with the City’s communication efforts varied across subgroups of Brea residents. At least two-thirds of residents in every identified subgroup indicated they were generally satisfied with the City’s efforts to communicate with residents, with those over 34 years of age, individuals who have lived in Brea between 10 and 14 years, those who reside with at least one child, and females being the most likely to state that they were *very* satisfied.

FIGURE 10 SATISFACTION WITH CITY-RESIDENT COMMUNICATION EFFORTS BY AGE & HOME OWNERSHIP STATUS

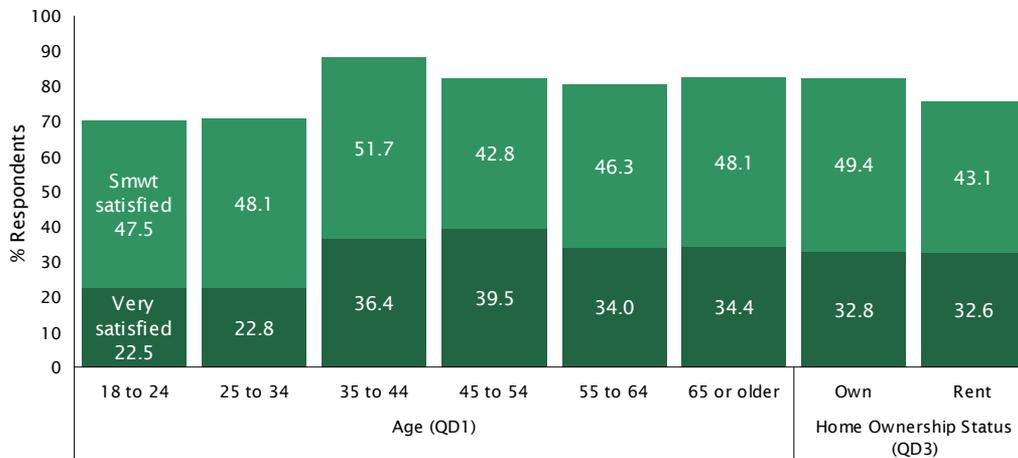
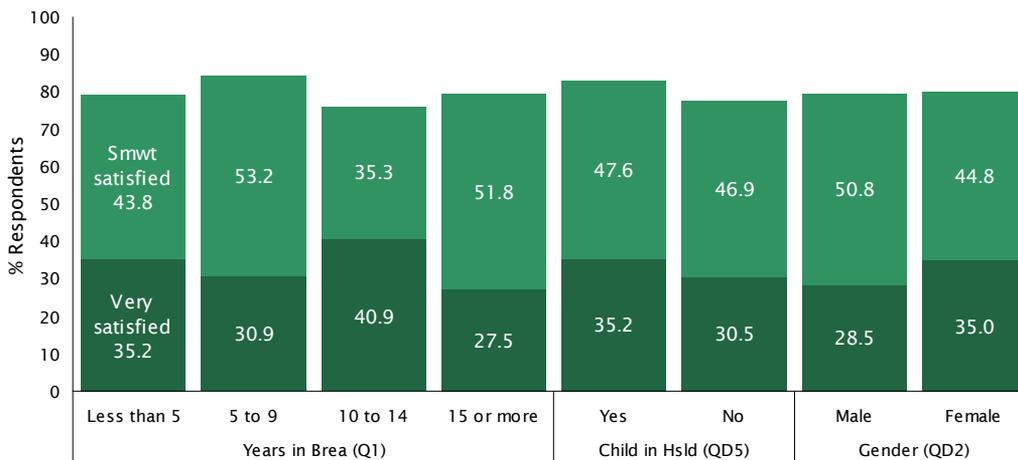


FIGURE 11 SATISFACTION WITH CITY-RESIDENT COMMUNICATION EFFORTS BY YEARS IN BREa, CHILD IN HSLD & GENDER



COMMUNICATION PREFERENCES The final substantive question of the survey presented respondents with each of the methods shown to the left of Figure 12 on the next page and asked if each would be a very effective, somewhat effective, or not an effective way for the City of Brea to communicate with them. Overall, respondents indicated that email was the most effective method (91% very or somewhat effective), followed by the City’s website (85%), materials mailed to their home (85%), electronic newsletters (83%), a smart phone application that allows two-way communication with the City (83%), Facebook (67%), and town hall style meetings (67%). When compared to the other methods tested, advertisements in local papers (46%), Instagram (45%), and Twitter (42%) were generally viewed as less effective methods for the City to communicate with residents.

Isolating the percentage of respondents who viewed a method as *very* effective reveals that a smart phone application and email were among the top three choices in *all* Brea subgroups (see tables 5 & 6).

Question 9 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 12 EFFECTIVENESS OF CITY COMMUNICATION METHODS

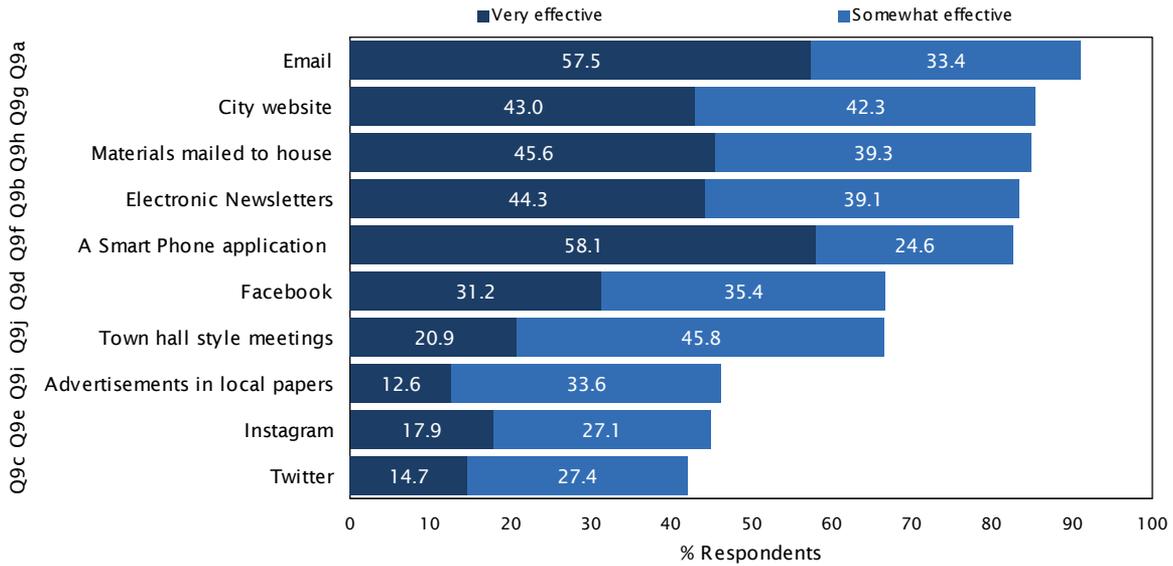


TABLE 5 EFFECTIVENESS OF CITY COMMUNICATION METHODS BY AGE & CHILD IN HSLD (SHOWING % VERY EFFECTIVE)

	Age (QD1)						Child in HslD (QD5)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
A Smart Phone application	65	58	68	66	60	40	65	55
Email	43	58	64	58	65	59	66	53
Materials mailed to house	43	41	47	46	46	52	48	44
Electronic Newsletters	43	44	47	52	48	34	49	41
City website	30	34	52	51	48	40	47	40
Facebook	40	47	33	34	25	16	33	31
Town hall style meetings	10	23	19	22	23	28	17	23
Instagram	33	29	23	18	9	3	24	14
Twitter	25	23	19	13	10	2	16	14
Advertisements in local papers	15	14	8	11	15	16	9	14

TABLE 6 EFFECTIVENESS OF CITY COMMUNICATION METHODS BY YEARS IN BRE A & GENDER (SHOWING % VERY EFFECTIVE)

	Years in Brea (Q1)				Gender (QD2)	
	Less than 5	5 to 9	10 to 14	15 or more	Male	Female
A Smart Phone application	60	56	64	56	55	62
Email	57	54	59	59	56	59
Materials mailed to house	46	39	53	46	44	47
Electronic Newsletters	43	42	44	46	44	44
City website	43	44	52	40	41	45
Facebook	35	32	31	29	26	36
Town hall style meetings	19	18	21	23	21	21
Instagram	20	17	24	15	13	22
Twitter	16	18	17	12	14	16
Advertisements in local papers	13	8	16	13	12	13



BACKGROUND & DEMOGRAPHICS

TABLE 7 DEMOGRAPHICS OF SAMPLE

<i>Total Respondents</i>	<i>730</i>
Age (QD1)	
18 to 24	12.6
25 to 34	16.2
35 to 44	17.9
45 to 54	18.0
55 to 64	15.8
65 or older	17.0
Prefer not to answer	2.6
Home Ownership Status (QD3)	
Own	61.2
Rent	34.9
Prefer not to answer	3.9
Home Type (QD4)	
Single family	65.5
Townhome / Condo	12.2
Apartment	14.5
Mobile home	5.0
Prefer not to answer	2.8
Child in Hsld (QD5)	
Yes	37.8
No	59.4
Prefer not to answer	2.8
Employment Status (QD6)	
Full time	60.0
Part time	7.1
Student	6.3
Homemaker	3.4
Retired	17.1
Prefer not to answer	6.1
Gender (QD2)	
Male	49.9
Female	50.1

Table 7 presents the key demographic and background information collected during the survey. Because of the probability-based sampling methodology used in this study (see *Sample, Recruiting & Data Collection* on page 20), the results shown in the table are representative of adult residents in the City of Brea. 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 (see Appendix A for more details).



M E T H O D O L O G Y

The following section outlines 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 Brea to develop a questionnaire that covered the topics of interest and avoided the 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 the items in a set order can lead to a systematic position bias, the items were asked in a random order for each respondent. See *Questionnaire & Toplines* on page 22 for a complete list of the questions asked during the interview.

PROGRAMMING & PRE-TEST 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 the interviewer 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 households in the City prior to formally beginning the survey.

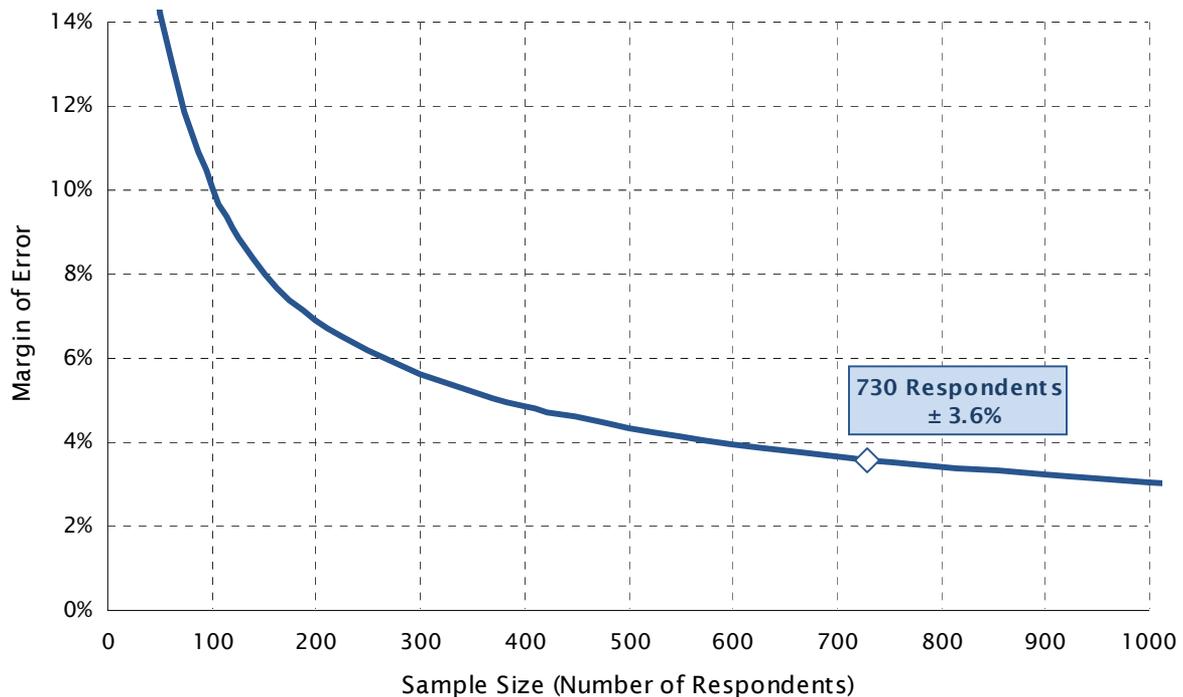
SAMPLE, RECRUITING & DATA COLLECTION A comprehensive database of Brea households was utilized to develop a random sample for this study, ensuring that all households in the City had the opportunity to participate in the survey. After appending additional contact information (email and phone numbers) to sampled households, the survey followed a mixed-method design that employed multiple recruiting methods (telephone and email) and multiple data collection methods (telephone and online). Telephone interviews averaged 15 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 likely bias the sample.

Residents recruited via email were assigned a unique passcode to ensure that only individuals who received an invitation could access the online survey site, and that each individual could complete the survey only one time. A total of 730 surveys were completed between May 3 and May 15, 2017.

STATISTICAL MARGIN OF ERROR By using the sampling methodology described above and monitoring data collection, True North ensured that the sample was representative of adults in the City of Brea. The results of the sample can thus be used to estimate the opinions of *all* adults in the City. Because not every adult in 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 730 respondents for a particular question and what would have been found if all adults in the City had been interviewed.

Figure 13 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 $\pm 3.6\%$ for questions answered by all 730 respondents.

FIGURE 13 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as gender and the presence of a child in the household. Figure 13 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.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, weighting to adjust for sample discrepancies, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations.

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

QUESTIONNAIRE & TOPLINES



City of Brea
Brea Envisions Survey
Final Toplines (n = 730)
May 16, 2017

Section 1: Introduction to Study

Standard Intro: Hi, may I please speak to: _____. Hi, my name is _____ and we're conducting a survey for the City of Brea (BRAY-uh) about important issues in the city and we would like to get your opinions.

If needed: I'm calling from TNR, an independent public opinion research company. We've been hired by the City of Brea (BRAY-uh) to conduct the survey.

If Land Line, no name on file: Hi, my name is _____ and we're conducting a survey for the City of Brea (BRAY-uh) about important issues in the city and we would like to get your opinions.

If needed: I'm calling from TNR, an independent public opinion research company. We've been hired by the City of Brea (BRAY-uh) to conduct the survey.

If needed: This is a survey about community issues in Brea (BRAY-uh) - I'm NOT trying to sell anything and I won't ask for a donation. Your responses will be confidential.

If needed: The survey should take about 12 minutes to complete.

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

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion if Land Line & No Name

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. **If there is no male currently at home that is at least 18 years of age, then ask:** Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

If there is no adult currently available, then ask for a callback time.

NOTE: Adjust this screener as needed to match sample quotas on gender & age

If respondent asks why we want to speak to a particular demographic group, explain: Its important that the sample of people for the survey is representative of the adult population in the city for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

Section 3: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of Brea (BRAY-uh).

Q1	How long have you lived in Brea (BRAY-uh)?	
1	Less than 1 year	4%
2	1 to 4 years	25%
3	5 to 9 years	16%
4	10 to 14 years	11%
5	15 years or longer	44%
6	Do not live in Brea	0%
99	Prefer not to answer	0%

Q2 How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?								
		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
	<i>Randomize A-D, always ask E last</i>							
A	Brea as a place to live	58%	37%	4%	0%	0%	0%	0%
B	Brea as a place to raise a family	57%	35%	4%	0%	0%	3%	1%
C	Brea as a place to work	31%	30%	10%	1%	1%	24%	2%
D	Brea as a place to retire	33%	36%	14%	4%	2%	9%	1%
E	The overall quality of life in Brea	48%	46%	5%	0%	0%	0%	0%
Q3 What do you like most about Brea that the city government should make sure to preserve in the future? Verbatim responses recorder and later grouped into categories shown below.								
	Not sure / Cannot think of anything specific					18%		
	Small town feeling					16%		
	Keep, maintain open space					15%		
	Safe, low crime					15%		
	Public parks					10%		
	Variety of business, shopping options					9%		
	Good schools					8%		
	Clean, good upkeep					8%		
	Recreational activities offered					7%		
	Walking, hiking trails					5%		
	Downtown Brea					4%		
	Maintain traffic levels					4%		
	Peaceful, quiet, charming place to live					4%		
	Environmental, wildlife preservation					4%		
	City facilities, amenities (library, theater, community center)					3%		
	Well maintained infrastructure in general					3%		
	Artwork around City					3%		
	Family oriented					3%		
	Good City services, programs offered					2%		
	Great location					2%		
	Low density population					2%		
	Affordable housing					1%		
	City's history					1%		

	Balanced taxes, fees	1%
	Good government, leadership	1%
	Available parking areas	1%
	City-resident communication	1%
	Convenient layout	1%
	Water conservation	1%
Q4	If the city government could change one thing to make Brea a better place to live now and in the future, what change would you like to see? Verbatim responses recorder and later grouped into categories shown below.	
	Limit growth, development	15%
	Not sure / Cannot think of anything specific	14%
	No changes needed	13%
	Reduce traffic congestion	11%
	Repair, improve streets, roads	5%
	Improve schools, education	5%
	Provide affordable housing	5%
	Provide additional shopping, dining	5%
	Increase public safety, lower crime	4%
	Address parking issues	3%
	Improve public safety	3%
	Clean-up, beautify City	3%
	Address homeless issues	3%
	Improve traffic light synchronization	3%
	Limit growth, population	3%
	Provide more events for different ages	2%
	Reduce cost of living	2%
	Provide more recreational facilities	2%
	Enforce traffic laws	2%
	Improve Council, leadership	2%
	Improve City services	1%
	Revitalize, redevelop downtown	1%
	Improve stormwater, sewer	1%
	Provide more bike lanes	1%

Section 4: Initiatives

The City of Brea (BRAY-uh) 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 Brea including land use, public safety, parks and open space, as well as transportation.

Q5 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 Brea's future. If you feel the item should not be part of Brea'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 item be a high, medium or low priority for Brea – or should it not be part of Brea's future?

		High Priority	Medium Priority	Low Priority	Should not be part of Brea's future	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	Promote good communication between the City, residents, local business community, neighborhood associations, and other local agencies	46%	41%	12%	1%	0%	0%
B	Create an environment where diversity in culture, age and other aspects is welcomed	32%	35%	24%	7%	1%	0%
C	Promote a healthy and active lifestyle for residents by offering high quality parks, trails, facilities and recreation programs	49%	36%	12%	2%	0%	0%
D	Create a pedestrian-friendly community and improve the network of walking and biking trails, sidewalks, and roadside bike lanes	43%	35%	20%	2%	0%	0%
E	Encourage a diverse mix of businesses in Brea that help generate the tax revenue needed to provide high-quality city services	36%	48%	12%	2%	2%	0%
F	Attract businesses and promote public events that bring visitors to Brea to grow the local economy	29%	42%	23%	4%	1%	0%
G	Be an environmentally responsible community that promotes the sustainable use of water and energy through innovation, incentives, and regulations	46%	32%	16%	5%	1%	0%
H	Be fiscally responsible by operating with a balanced budget, addressing unfunded pension liabilities, and exploring opportunities to increase city revenues and/or decrease spending	62%	29%	5%	1%	2%	1%
I	Ensure that City government operates with transparency and a high level of customer service	63%	30%	6%	1%	1%	0%
J	Manage future growth and development in a way that Brea maintains its small-town feel and community character	66%	26%	6%	1%	1%	0%

K	Improve the efficiency of the City's transportation system by improving roads, intersections, and signal coordination	45%	35%	17%	1%	1%	0%
L	Promote the use of alternative forms of transportation including transit, ride-sharing, walking and biking	27%	34%	30%	8%	1%	0%
M	Build multi-family workforce housing that is affordable to middle-income households	24%	26%	28%	18%	2%	1%
N	Enhance and promote cultural events, activities, and the arts to promote social interaction and make Brea a destination for entertainment and culture	26%	40%	29%	3%	1%	0%
O	Expand the variety of recreation and community activities and events offered to residents of all ages.	30%	43%	26%	1%	1%	0%
P	Improve local parks, recreation facilities, and the network of trails to increase outdoor recreation opportunities	43%	41%	15%	1%	0%	0%
Q	Acquire and preserve natural open space , especially in the hills surrounding Brea	59%	27%	10%	2%	1%	0%
R	Keep Brea a safe community by ensuring adequate resources for police, fire protection, and emergency medical response	79%	19%	2%	1%	0%	0%
S	Promote neighborhood safety through improved street lighting, properly maintaining neighborhood facilities, and encouraging familiarity between neighbors	61%	30%	8%	1%	0%	0%
Q6	Is there a goal that I didn't mention that you think should be a high priority for the City's future? <i>If yes, ask:</i> Please briefly describe it to me. Verbatim responses recorder and later grouped into categories shown below.						
	No other high priority goals	69%					
	Improve, maintain public safety	4%					
	Maintain open space, limit growth	4%					
	Provide diversity of businesses, stores	4%					
	Maintain schools, education	3%					
	Reduce traffic congestion	3%					
	Provide affordable housing	2%					
	Address homeless issues	1%					
	Address water issues	1%					
	Provide more senior programs, services	1%					
	Continue to clean, beautify City	1%					
	Improve budgeting, reduce spending	1%					
	Provide more events, activities	1%					
	Address parking issues	1%					

Improve environmental efforts	1%
Maintain small town feeling	1%
Maintain infrastructure	1%
Provide, improve amenities, facilities	1%
Close landfill	1%

Section 5: Land Use

Now I'd like to ask you a few questions about land use in Brea.

Q7 There are a number of properties in Brea that have yet to be developed, but will be developed in the future for residential and commercial purposes. There are also existing properties that can be redeveloped to serve a different purpose.

As I read the following list of development types, please tell me whether you feel there is currently too much, about the right amount, or too little of this type of development in Brea.

	<i>Randomize</i>	Too Much	About Right	Too Little	Not Sure	Prefer not to answer
A	Big box retail stores	13%	73%	8%	6%	0%
B	Chain restaurants	21%	67%	10%	2%	0%
C	Smaller, boutique retail stores	6%	51%	37%	6%	0%
D	Unique, <u>non-chain</u> restaurants	3%	39%	57%	2%	0%
E	Single Family Homes	11%	64%	20%	5%	0%
F	Condominiums	25%	51%	15%	8%	1%
G	Apartments	29%	52%	13%	6%	0%
H	Multi-family workforce housing that is affordable for middle-income families	18%	39%	31%	11%	2%
I	Multi-family housing that is located close to public transit services	16%	45%	20%	18%	1%
J	Commercial offices	14%	70%	5%	10%	0%
K	Entertainment uses such as movie houses, music and arts	4%	73%	20%	2%	0%
L	Hotels	8%	60%	26%	6%	0%
M	Warehouse and distribution facilities	16%	61%	5%	17%	0%
N	Mixed-use, by which I mean residential housing units built on top of - or next to - office, retail and restaurant businesses	24%	49%	16%	11%	0%

Section 6: Communication					
Q8	Are you satisfied or dissatisfied with the City's efforts to communicate with residents through newsletters, the Internet, social media, and other means? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>				
	1	Very satisfied	32%		
	2	Somewhat satisfied	48%		
	3	Somewhat dissatisfied	11%		
	4	Very dissatisfied	3%		
	98	Not sure	5%		
	99	Prefer not to answer	1%		
Q9	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	Email	58%	33%	7%	2%
B	Electronic Newsletters	44%	39%	13%	3%
C	Twitter	15%	27%	50%	8%
D	Facebook	31%	35%	28%	5%
E	Instagram	18%	27%	48%	7%
F	A Smart Phone application that would allow you to communicate with the City, report issues, and receive updates	58%	25%	13%	4%
G	City website	43%	42%	12%	2%
H	Materials mailed directly to your house	46%	39%	14%	1%
I	Advertisements in local papers	13%	34%	51%	3%
J	Town hall style meetings	21%	46%	29%	5%

Section 7: 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? Recoded into age groups shown below.	
	18 to 24	13%
	25 to 34	16%
	35 to 44	18%
	45 to 54	18%
	55 to 64	16%
	65 or older	17%
	Prefer not to answer	3%
D2	What is your gender?	
	1 Male	50%
	2 Female	50%
	99 Prefer not to answer	0%
D3	Do you own or rent your residence in the City of Brea?	
	1 Own	61%
	2 Rent	35%
	99 Prefer not to answer	4%
D4	Which of the following best describes your current home?	
	1 Single family detached home	66%
	2 Townhome	9%
	3 Condominium	4%
	4 Apartment	15%
	5 Mobile home	5%
	99 Prefer not to answer	3%
D5	Do you currently have any children under the age of 18 living in your home?	
	1 Yes	38%
	2 No	59%
	99 Prefer not to answer	3%

D6	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?	
	1	Employed full-time 60%
	2	Employed part-time 7%
	3	Student 6%
	4	Homemaker 3%
	5	Retired 17%
	6	In-between jobs 3%
	98	Not sure 0%
	99	Prefer not to answer 3%

Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of Brea.



Section 1: Introduction to Study

Standard Intro: Hi, may I please speak to: _____. Hi, my name is _____ and we're conducting a survey for the City of Brea (BRAY-uh) about important issues in the city and we would like to get your opinions.

If needed: I'm calling from TNR, an independent public opinion research company. We've been hired by the City of Brea (BRAY-uh) to conduct the survey.

If Land Line, no name on file: Hi, my name is _____ and we're conducting a survey for the City of Brea (BRAY-uh) about important issues in the city and we would like to get your opinions.

If needed: I'm calling from TNR, an independent public opinion research company. We've been hired by the City of Brea (BRAY-uh) to conduct the survey.

If needed: This is a survey about community issues in Brea (BRAY-uh) - I'm NOT trying to sell anything and I won't ask for a donation. Your responses will be confidential.

If needed: The survey should take about 12 minutes to complete.

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

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion if Land Line & No Name

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *If there is no male currently at home that is at least 18 years of age, then ask:* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

If there is no adult currently available, then ask for a callback time.

NOTE: Adjust this screener as needed to match sample quotas on gender & age

If respondent asks why we want to speak to a particular demographic group, explain: Its important that the sample of people for the survey is representative of the adult population in the city for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

Section 3: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in the City of Brea (BRAY-uh).

Q1	How long have you lived in Brea (BRAY-uh)?		
	1	Less than 1 year	4%
	2	1 to 4 years	25%
	3	5 to 9 years	16%
	4	10 to 14 years	11%
	5	15 years or longer	44%
	6	Do not live in Brea	0%
	99	Prefer not to answer	0%

Q2 How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?								
		Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
	<i>Randomize A-D, always ask E last</i>							
A	Brea as a place to live	58%	37%	4%	0%	0%	0%	0%
B	Brea as a place to raise a family	57%	35%	4%	0%	0%	3%	1%
C	Brea as a place to work	31%	30%	10%	1%	1%	24%	2%
D	Brea as a place to retire	33%	36%	14%	4%	2%	9%	1%
E	The overall quality of life in Brea	48%	46%	5%	0%	0%	0%	0%
Q3 What do you like most about Brea that the city government should make sure to preserve in the future? Verbatim responses recorder and later grouped into categories shown below.								
	Not sure / Cannot think of anything specific	18%						
	Small town feeling	16%						
	Keep, maintain open space	15%						
	Safe, low crime	15%						
	Public parks	10%						
	Variety of business, shopping options	9%						
	Good schools	8%						
	Clean, good upkeep	8%						
	Recreational activities offered	7%						
	Walking, hiking trails	5%						
	Downtown Brea	4%						
	Maintain traffic levels	4%						
	Peaceful, quiet, charming place to live	4%						
	Environmental, wildlife preservation	4%						
	City facilities, amenities (library, theater, community center)	3%						
	Well maintained infrastructure in general	3%						
	Artwork around City	3%						
	Family oriented	3%						
	Good City services, programs offered	2%						
	Great location	2%						
	Low density population	2%						
	Affordable housing	1%						
	City's history	1%						

	Balanced taxes, fees	1%
	Good government, leadership	1%
	Available parking areas	1%
	City-resident communication	1%
	Convenient layout	1%
	Water conservation	1%
Q4	If the city government could change one thing to make Brea a better place to live now and in the future, what change would you like to see? Verbatim responses recorder and later grouped into categories shown below.	
	Limit growth, development	15%
	Not sure / Cannot think of anything specific	14%
	No changes needed	13%
	Reduce traffic congestion	11%
	Repair, improve streets, roads	5%
	Improve schools, education	5%
	Provide affordable housing	5%
	Provide additional shopping, dining	5%
	Increase public safety, lower crime	4%
	Address parking issues	3%
	Improve public safety	3%
	Clean-up, beautify City	3%
	Address homeless issues	3%
	Improve traffic light synchronization	3%
	Limit growth, population	3%
	Provide more events for different ages	2%
	Reduce cost of living	2%
	Provide more recreational facilities	2%
	Enforce traffic laws	2%
	Improve Council, leadership	2%
	Improve City services	1%
	Revitalize, redevelop downtown	1%
	Improve stormwater, sewer	1%
	Provide more bike lanes	1%

Section 4: Initiatives							
The City of Brea (BRAY-uh) 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 Brea including land use, public safety, parks and open space, as well as transportation.							
Q5	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 Brea’s future. If you feel the item should <u>not</u> be part of Brea’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 item be a high, medium or low priority for Brea – or should it not be part of Brea’s future?						
	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Should not be part of Brea’s future	Not sure	Prefer not to answer
A	Promote good communication between the City, residents, local business community, neighborhood associations, and other local agencies	46%	41%	12%	1%	0%	0%
B	Create an environment where diversity in culture, age and other aspects is welcomed	32%	35%	24%	7%	1%	0%
C	Promote a healthy and active lifestyle for residents by offering high quality parks, trails, facilities and recreation programs	49%	36%	12%	2%	0%	0%
D	Create a pedestrian-friendly community and improve the network of walking and biking trails, sidewalks, and roadside bike lanes	43%	35%	20%	2%	0%	0%
E	Encourage a diverse mix of businesses in Brea that help generate the tax revenue needed to provide high-quality city services	36%	48%	12%	2%	2%	0%
F	Attract businesses and promote public events that bring visitors to Brea to grow the local economy	29%	42%	23%	4%	1%	0%
G	Be an environmentally responsible community that promotes the sustainable use of water and energy through innovation, incentives, and regulations	46%	32%	16%	5%	1%	0%
H	Be fiscally responsible by operating with a balanced budget, addressing unfunded pension liabilities, and exploring opportunities to increase city revenues and/or decrease spending	62%	29%	5%	1%	2%	1%
I	Ensure that City government operates with transparency and a high level of customer service	63%	30%	6%	1%	1%	0%
J	Manage future growth and development in a way that Brea maintains its small-town feel and community character	66%	26%	6%	1%	1%	0%

K	Improve the efficiency of the City’s transportation system by improving roads, intersections, and signal coordination	45%	35%	17%	1%	1%	0%
L	Promote the use of alternative forms of transportation including transit, ride-sharing, walking and biking	27%	34%	30%	8%	1%	0%
M	Build multi-family workforce housing that is affordable to middle-income households	24%	26%	28%	18%	2%	1%
N	Enhance and promote cultural events, activities, and the arts to promote social interaction and make Brea a destination for entertainment and culture	26%	40%	29%	3%	1%	0%
O	Expand the variety of recreation and community activities and events offered to residents of all ages.	30%	43%	26%	1%	1%	0%
P	Improve local parks, recreation facilities, and the network of trails to increase outdoor recreation opportunities	43%	41%	15%	1%	0%	0%
Q	Acquire and preserve natural open space , especially in the hills surrounding Brea	59%	27%	10%	2%	1%	0%
R	Keep Brea a safe community by ensuring adequate resources for police, fire protection, and emergency medical response	79%	19%	2%	1%	0%	0%
S	Promote neighborhood safety through improved street lighting, properly maintaining neighborhood facilities, and encouraging familiarity between neighbors	61%	30%	8%	1%	0%	0%
Q6	Is there a goal that I didn’t mention that you think should be a high priority for the City’s future? <i>If yes, ask:</i> Please briefly describe it to me. Verbatim responses recorder and later grouped into categories shown below.						
	No other high priority goals	69%					
	Improve, maintain public safety	4%					
	Maintain open space, limit growth	4%					
	Provide diversity of businesses, stores	4%					
	Maintain schools, education	3%					
	Reduce traffic congestion	3%					
	Provide affordable housing	2%					
	Address homeless issues	1%					
	Address water issues	1%					
	Provide more senior programs, services	1%					
	Continue to clean, beautify City	1%					
	Improve budgeting, reduce spending	1%					
	Provide more events, activities	1%					
	Address parking issues	1%					

Improve environmental efforts	1%
Maintain small town feeling	1%
Maintain infrastructure	1%
Provide, improve amenities, facilities	1%
Close landfill	1%

Section 5: Land Use

Now I'd like to ask you a few questions about land use in Brea.

Q7 There are a number of properties in Brea that have yet to be developed, but will be developed in the future for residential and commercial purposes. There are also existing properties that can be redeveloped to serve a different purpose.

As I read the following list of development types, please tell me whether you feel there is currently too much, about the right amount, or too little of this type of development in Brea.

	<i>Randomize</i>	Too Much	About Right	Too Little	Not Sure	Prefer not to answer
A	Big box retail stores	13%	73%	8%	6%	0%
B	Chain restaurants	21%	67%	10%	2%	0%
C	Smaller, boutique retail stores	6%	51%	37%	6%	0%
D	Unique, <u>non-chain</u> restaurants	3%	39%	57%	2%	0%
E	Single Family Homes	11%	64%	20%	5%	0%
F	Condominiums	25%	51%	15%	8%	1%
G	Apartments	29%	52%	13%	6%	0%
H	Multi-family workforce housing that is affordable for middle-income families	18%	39%	31%	11%	2%
I	Multi-family housing that is located close to public transit services	16%	45%	20%	18%	1%
J	Commercial offices	14%	70%	5%	10%	0%
K	Entertainment uses such as movie houses, music and arts	4%	73%	20%	2%	0%
L	Hotels	8%	60%	26%	6%	0%
M	Warehouse and distribution facilities	16%	61%	5%	17%	0%
N	Mixed-use, by which I mean residential housing units built on top of - or next to - office, retail and restaurant businesses	24%	49%	16%	11%	0%

Section 6: Communication						
Q8	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	32%			
	2	Somewhat satisfied	48%			
	3	Somewhat dissatisfied	11%			
	4	Very dissatisfied	3%			
	98	Not sure	5%			
	99	Prefer not to answer	1%			
Q9	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	Email		58%	33%	7%	2%
B	Electronic Newsletters		44%	39%	13%	3%
C	Twitter		15%	27%	50%	8%
D	Facebook		31%	35%	28%	5%
E	Instagram		18%	27%	48%	7%
F	A Smart Phone application that would allow you to communicate with the City, report issues, and receive updates		58%	25%	13%	4%
G	City website		43%	42%	12%	2%
H	Materials mailed directly to your house		46%	39%	14%	1%
I	Advertisements in local papers		13%	34%	51%	3%
J	Town hall style meetings		21%	46%	29%	5%

Section 7: 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? Recoded into age groups shown below.	
	18 to 24	13%
	25 to 34	16%
	35 to 44	18%
	45 to 54	18%
	55 to 64	16%
	65 or older	17%
	Prefer not to answer	3%
D2	What is your gender?	
	1 Male	50%
	2 Female	50%
	99 Prefer not to answer	0%
D3	Do you own or rent your residence in the City of Brea?	
	1 Own	61%
	2 Rent	35%
	99 Prefer not to answer	4%
D4	Which of the following best describes your current home?	
	1 Single family detached home	66%
	2 Townhome	9%
	3 Condominium	4%
	4 Apartment	15%
	5 Mobile home	5%
	99 Prefer not to answer	3%
D5	Do you currently have any children under the age of 18 living in your home?	
	1 Yes	38%
	2 No	59%
	99 Prefer not to answer	3%

D6	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?		
	1	Employed full-time	60%
	2	Employed part-time	7%
	3	Student	6%
	4	Homemaker	3%
	5	Retired	17%
	6	In-between jobs	3%
	98	Not sure	0%
	99	Prefer not to answer	3%
Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the City of Brea.			