



**CITRUS
HEIGHTS**
CALIFORNIA



MARKET
& OPINION
RESEARCH
SERVICES

City of Citrus Heights Resident Survey October 2017

Methodology

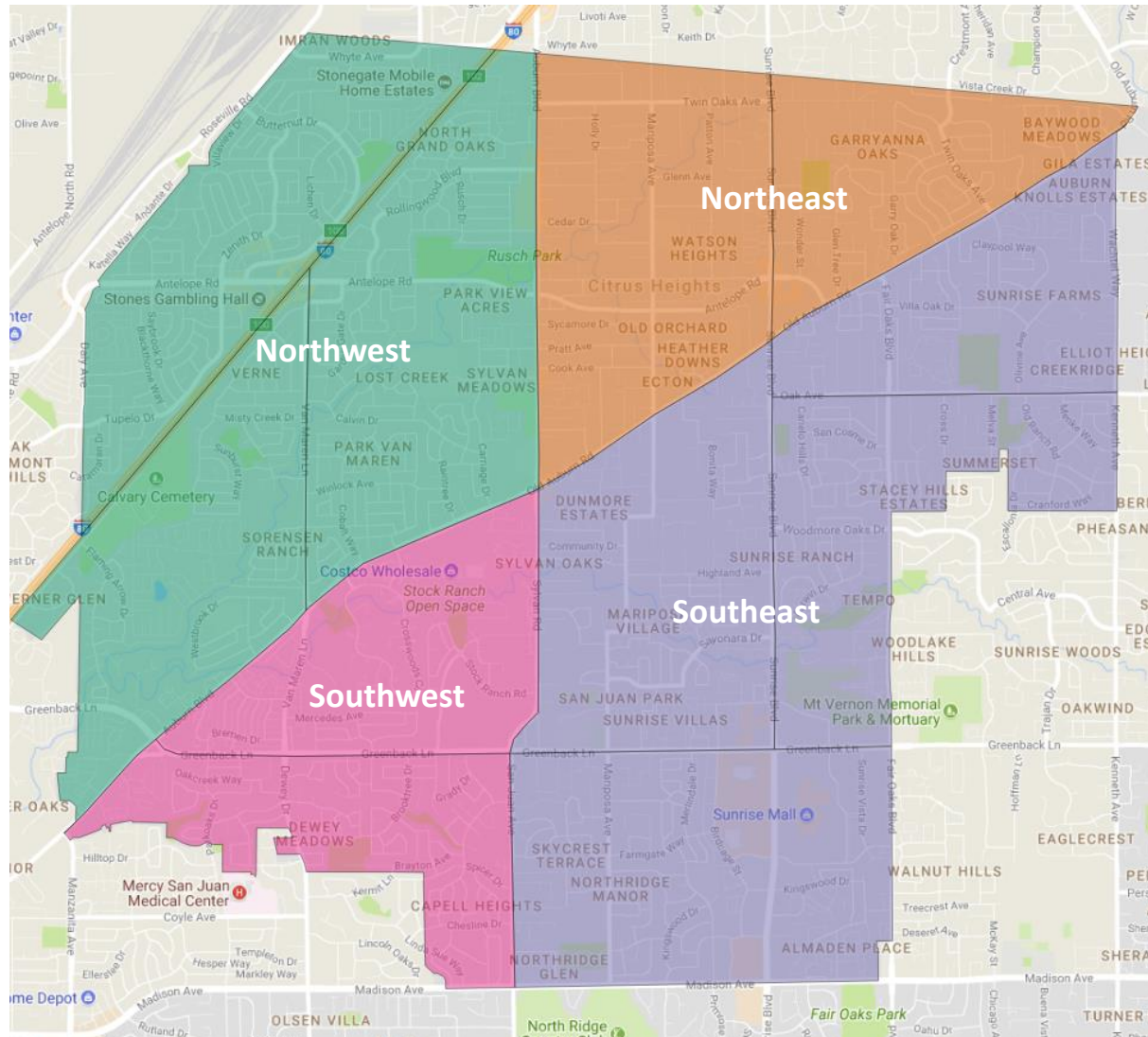
- ▶ Multi-modal Address Based Sampling (ABS) survey in the City of Citrus Heights
- ▶ Conducted September 2 – October 10, 2017
- ▶ Households were randomly sampled from a list of all residential addresses in the City of Citrus Heights
- ▶ All sampled households were mailed a postcard with a unique ID code inviting them to take the survey online, by phone, or request a paper copy
- ▶ To increase participation among renters and younger residents, reminder text messages were sent to those for whom a cell phone number was available and who did not respond to the initial postcard invitation
- ▶ 772 total residents; Margin of Error: ± 3.5 percentage points

Mode	Completed Surveys
Online	724
Phone	15
Mail	33

- ▶ Responses were weighted by key household demographics to better reflect the most recent Census estimates of households in the City of Citrus Heights
- ▶ Where applicable results compared with previous research from FM3 (2012), [bw] Research (2007), and J. Moore Methods (2002)

Please note that due to rounding, some percentages may not add up to exactly 100%.

Analysis Regions



Key Findings

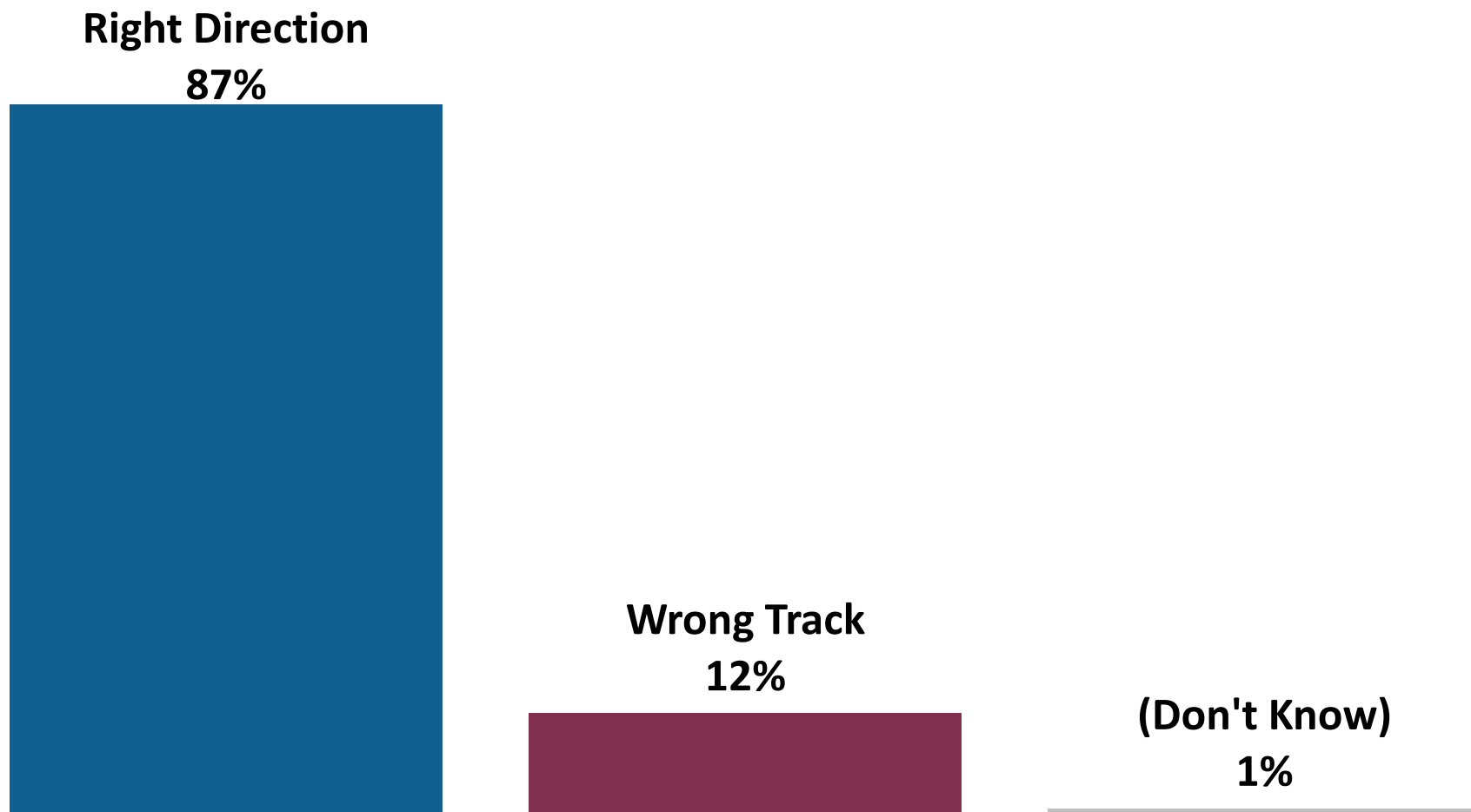
- ▶ By and large, residents are happy living in Citrus Heights, feel invested in the community, and are optimistic about its future
- ▶ While most feel safe in Citrus Heights, crime is still the top issue both as an independent priority and when compared to other issues
- ▶ Residents are content with the City's money management and the current level of taxes and services



Ratings of Citrus Heights

Direction of Citrus Heights

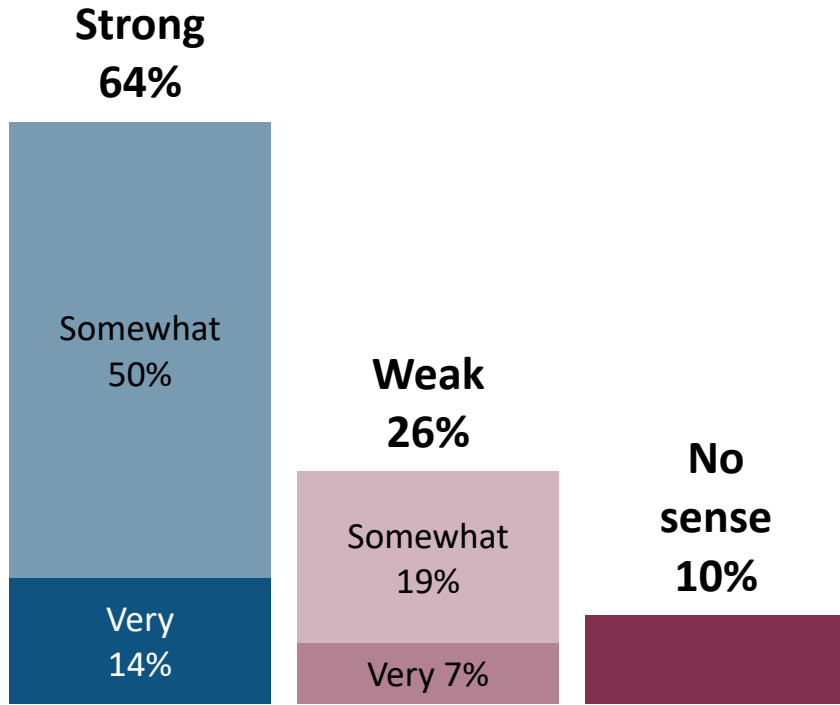
Citrus Heights residents are overwhelmingly optimistic about the direction of the city.



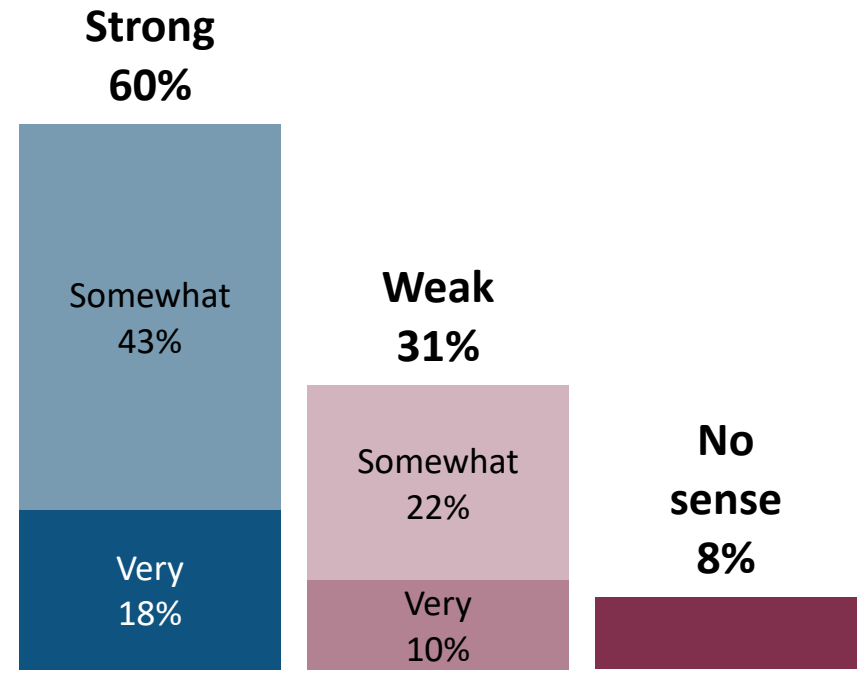
Sense of Community

About two-thirds of residents say they feel a sense of community in Citrus Heights, and six in ten feel a sense of community in their neighborhood.

*Would you say the sense of community that you feel living in **Citrus Heights** is:*

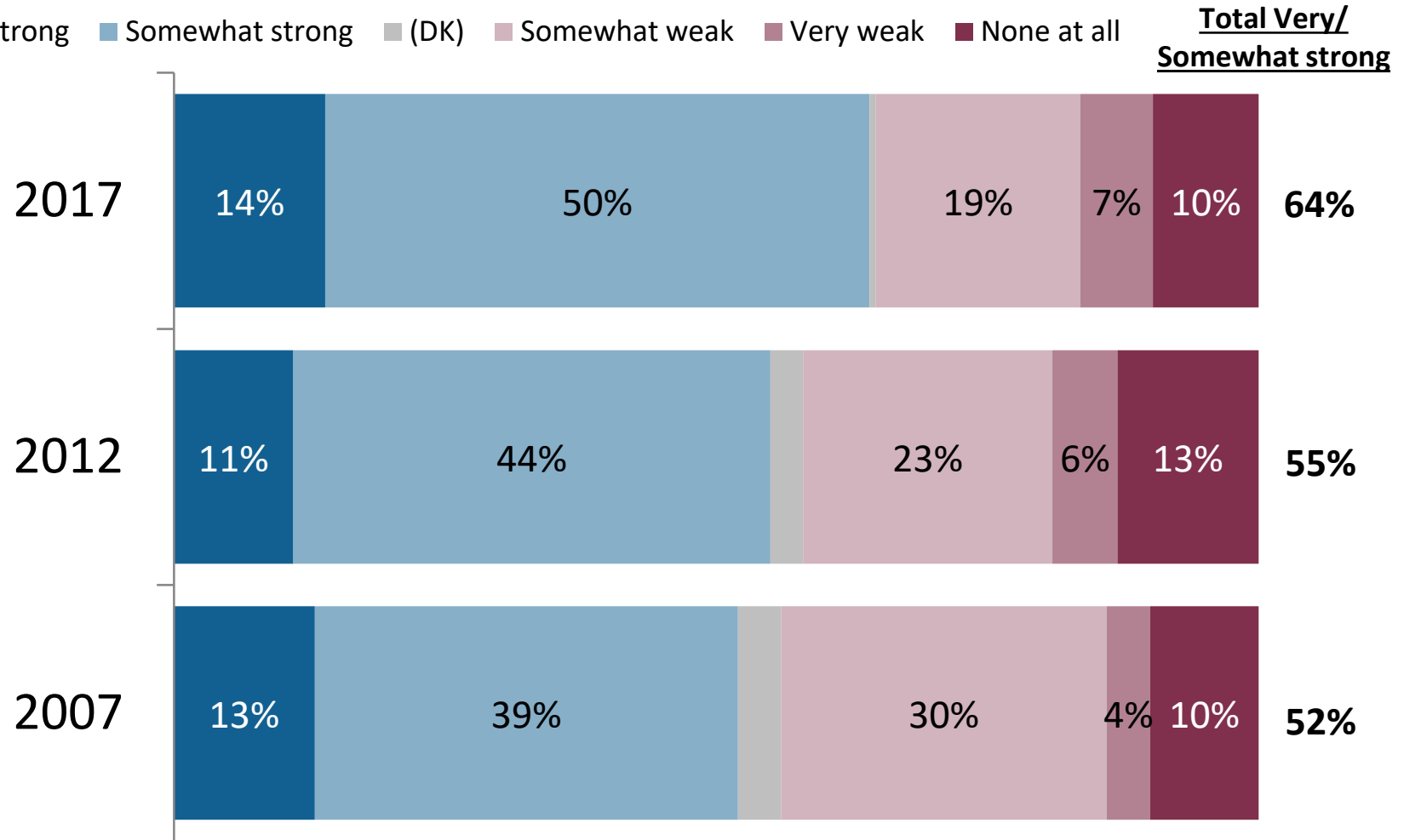


*Would you say the sense of community that you feel living in **your neighborhood** is:*



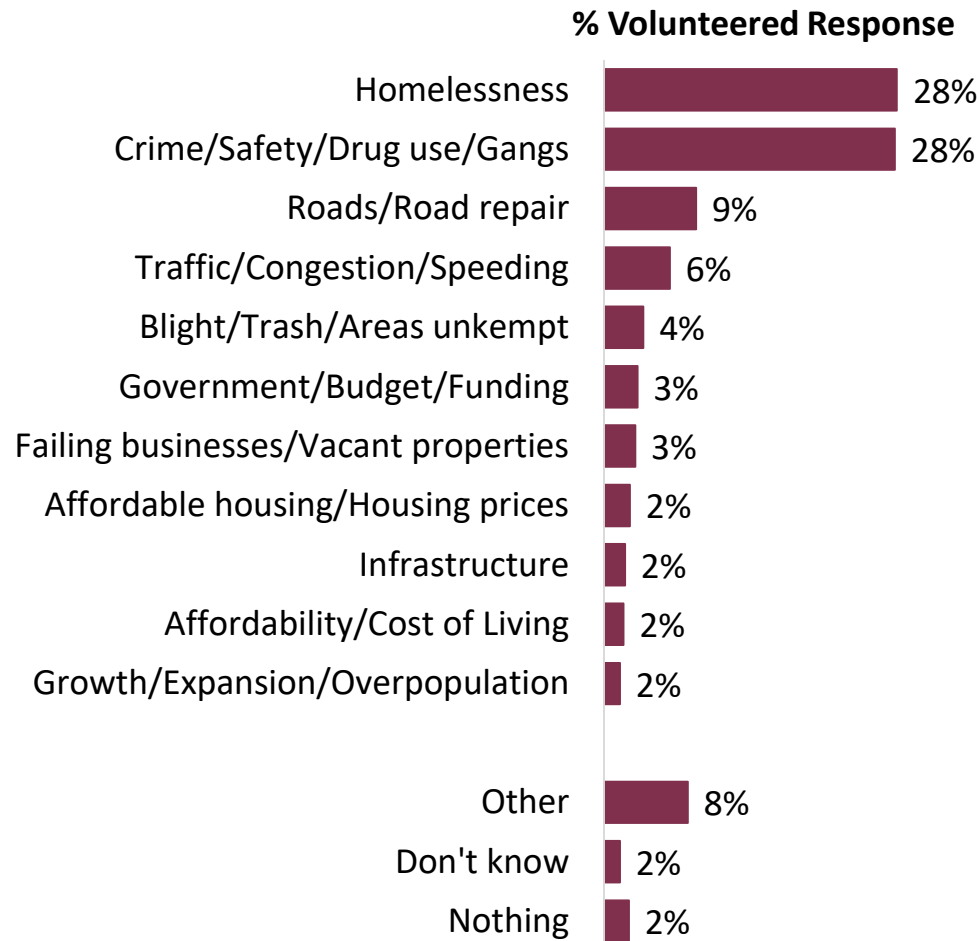
Sense of Community in Citrus Heights – Over Time

The number of residents who say they have at least a somewhat strong sense of community continues to improve.



Most Important Problem

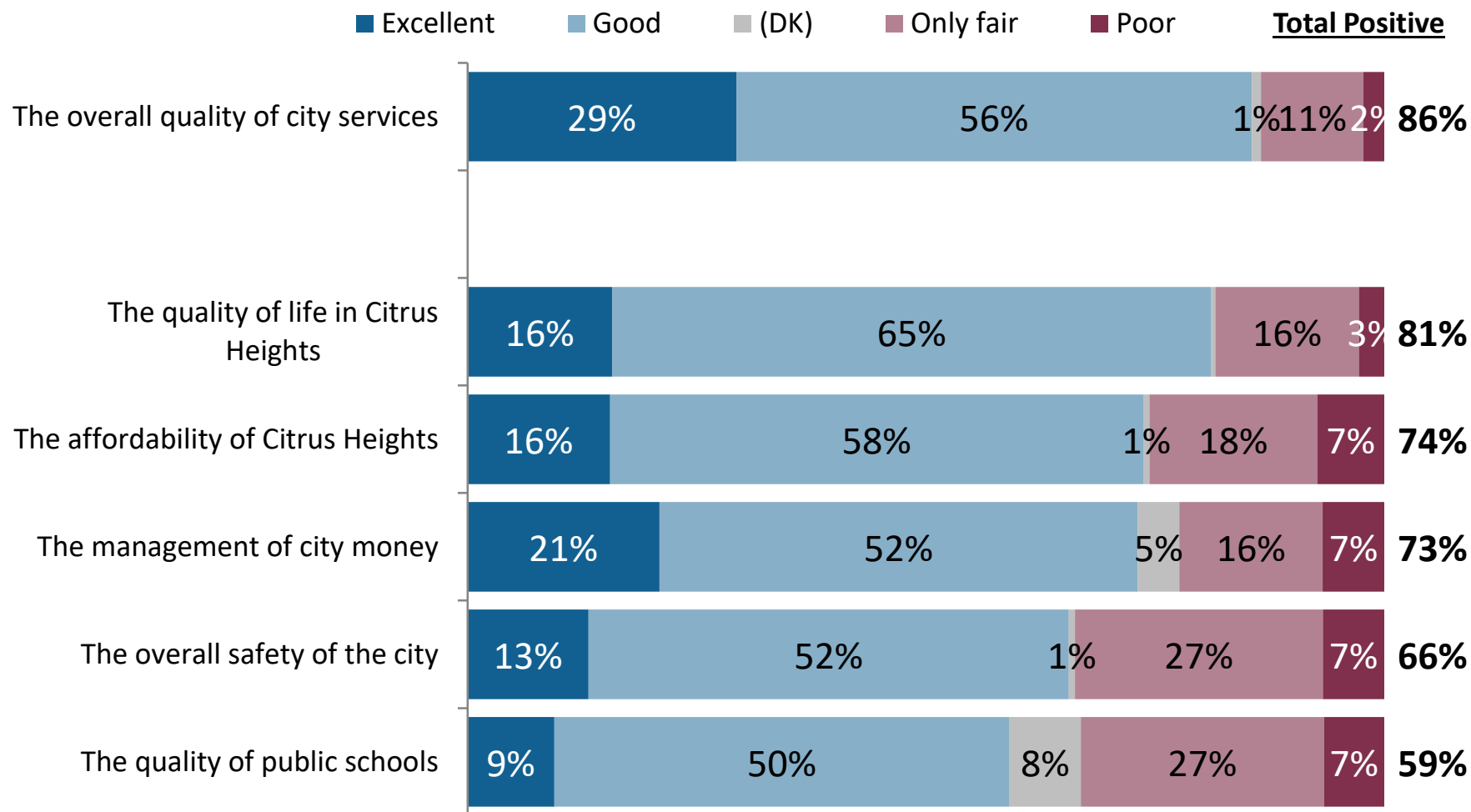
When asked to name the most important problem facing Citrus Heights, homelessness and crime rise to the top.



Q6. What do you think is the most important problem facing the City of Citrus Heights today? **(Open-end)**

City Ratings

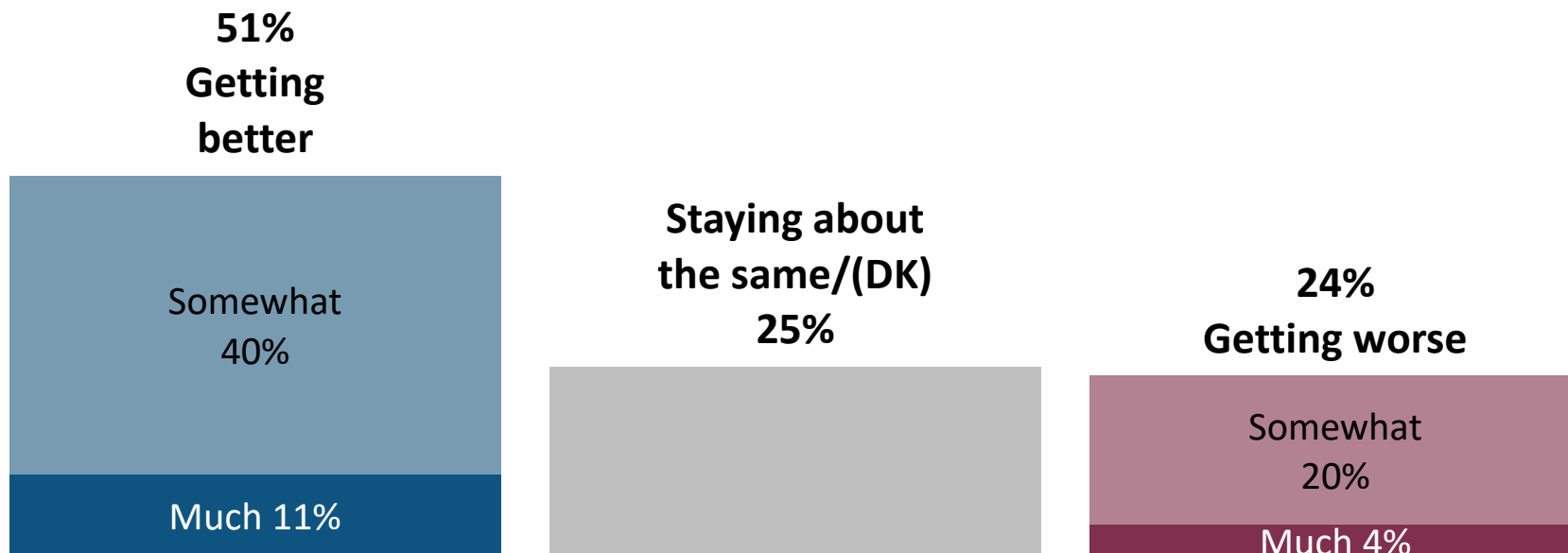
Residents are largely happy with city services and the quality of life in Citrus Heights. Safety and public schools are rated less highly, though few rate any services as poor.



Quality of Life in Citrus Heights

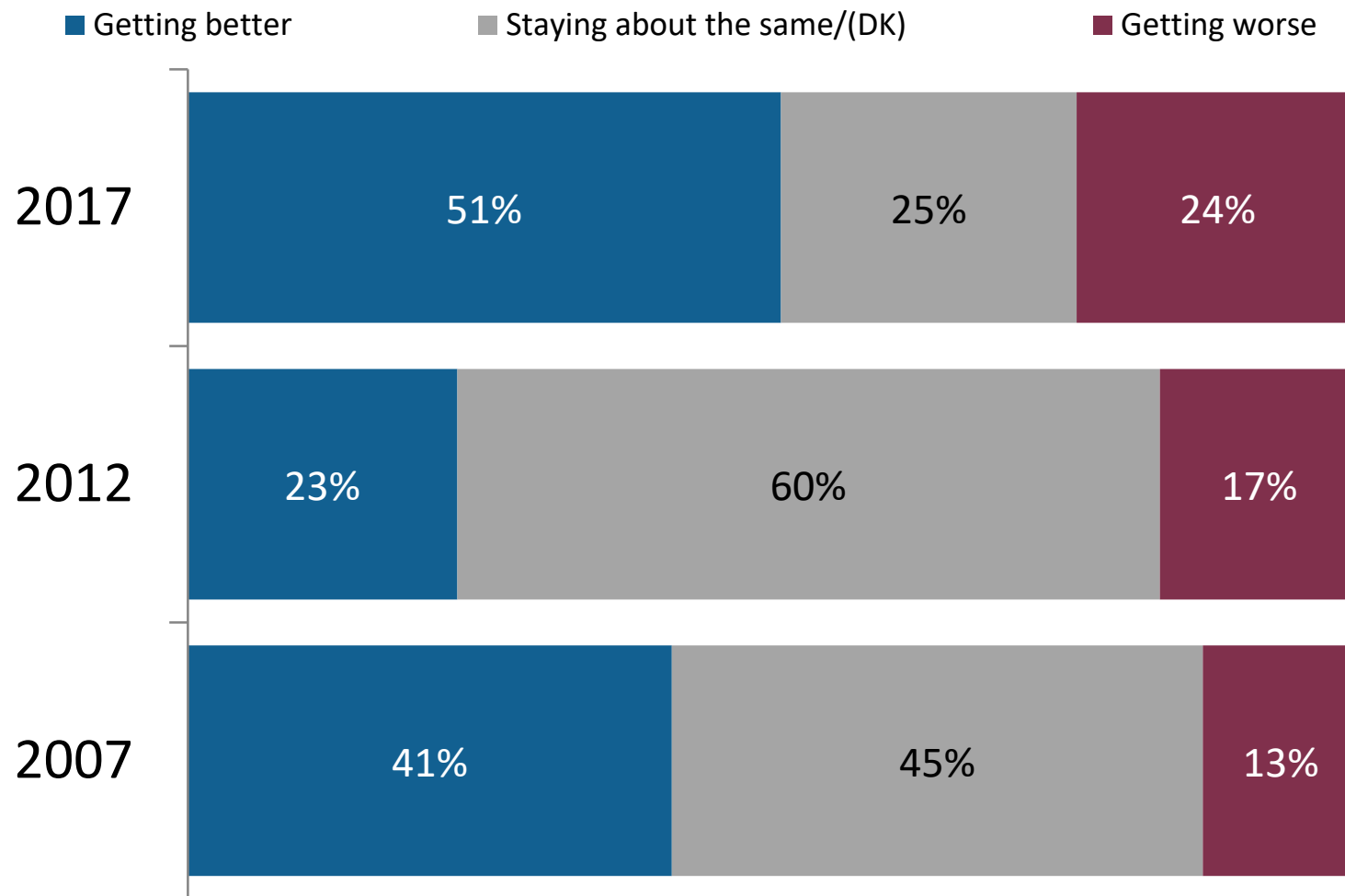
A majority say the quality of life in Citrus Heights is improving, but with low intensity. The rest are evenly divided between believing the quality of life is not changing or is getting worse.

Overall, do you feel the quality of life in Citrus Heights is:



Quality of Life in Citrus Heights – Over Time

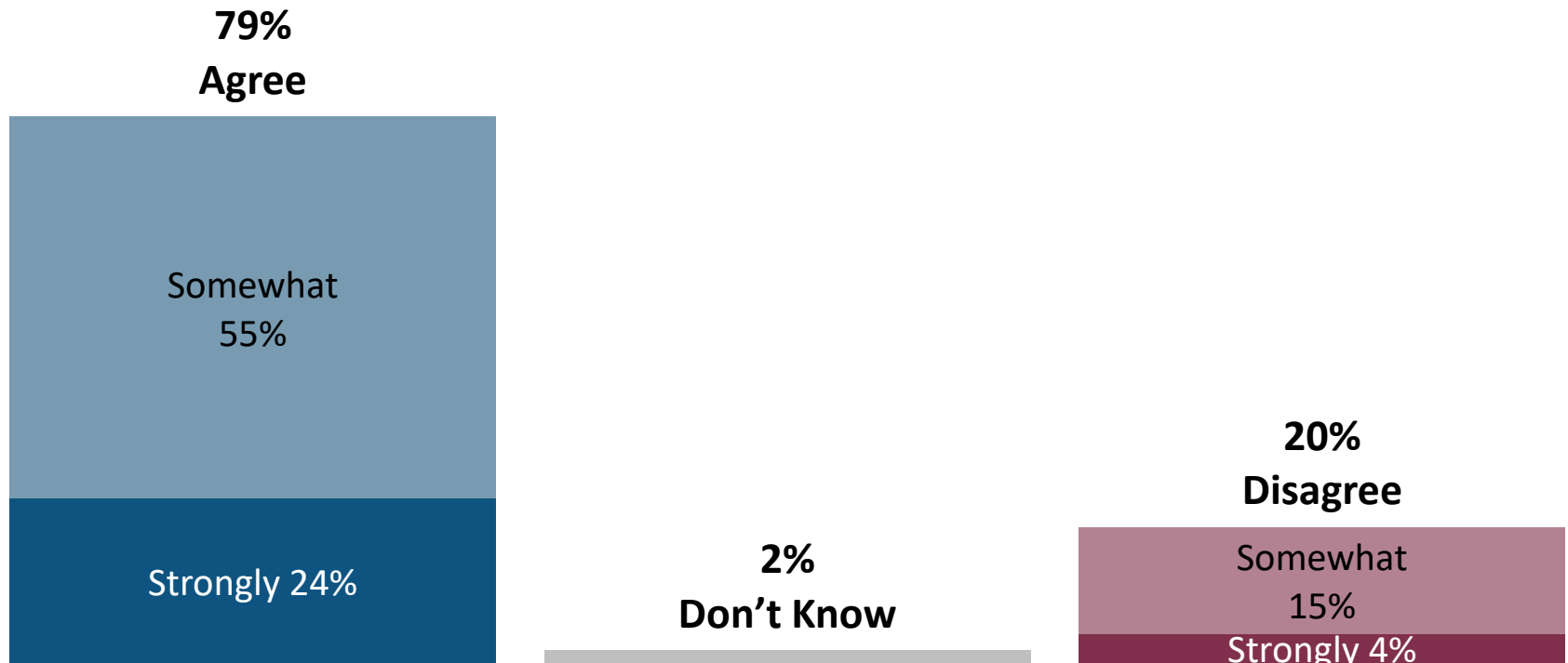
Far more residents believe quality of life is improving now than in 2012, but there has also been growth in the number who say it is getting worse.



Confidence in Citrus Heights' Leaders

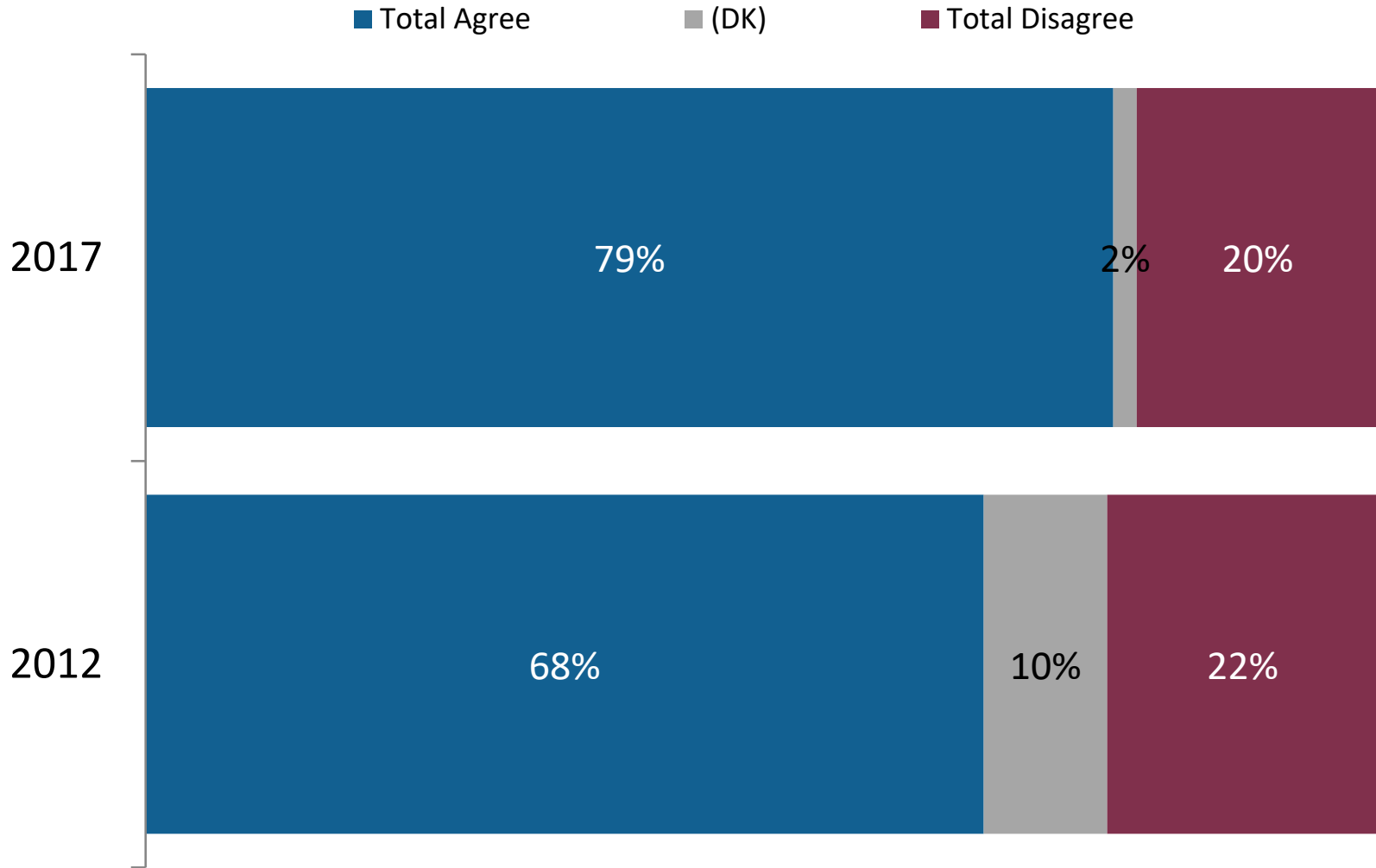
Residents are largely confident in local leaders.

I am confident that Citrus Heights' leaders are able to solve difficult problems as they arise.



Confidence in Citrus Heights' Leaders – Over Time

Confidence in the city's leaders has increased since 2012.

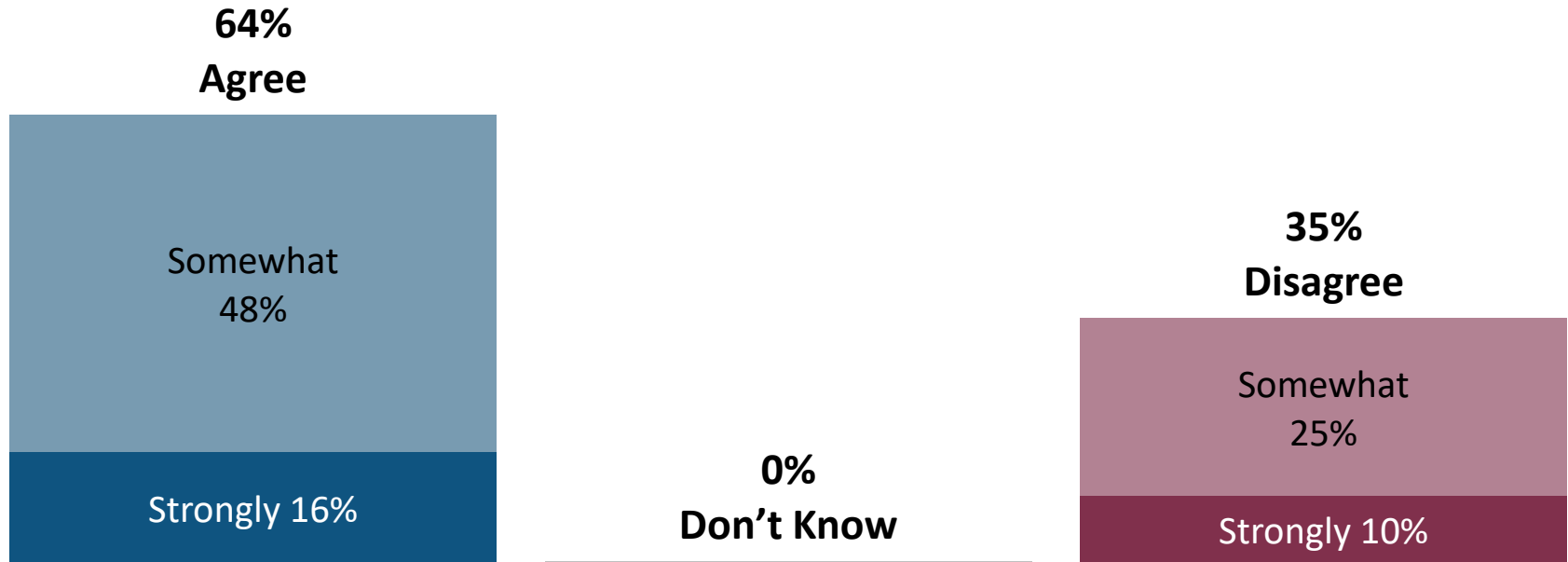


Q42. I am confident that Citrus Heights' leaders are able to solve difficult problems as they arise.

Citrus Heights Safety

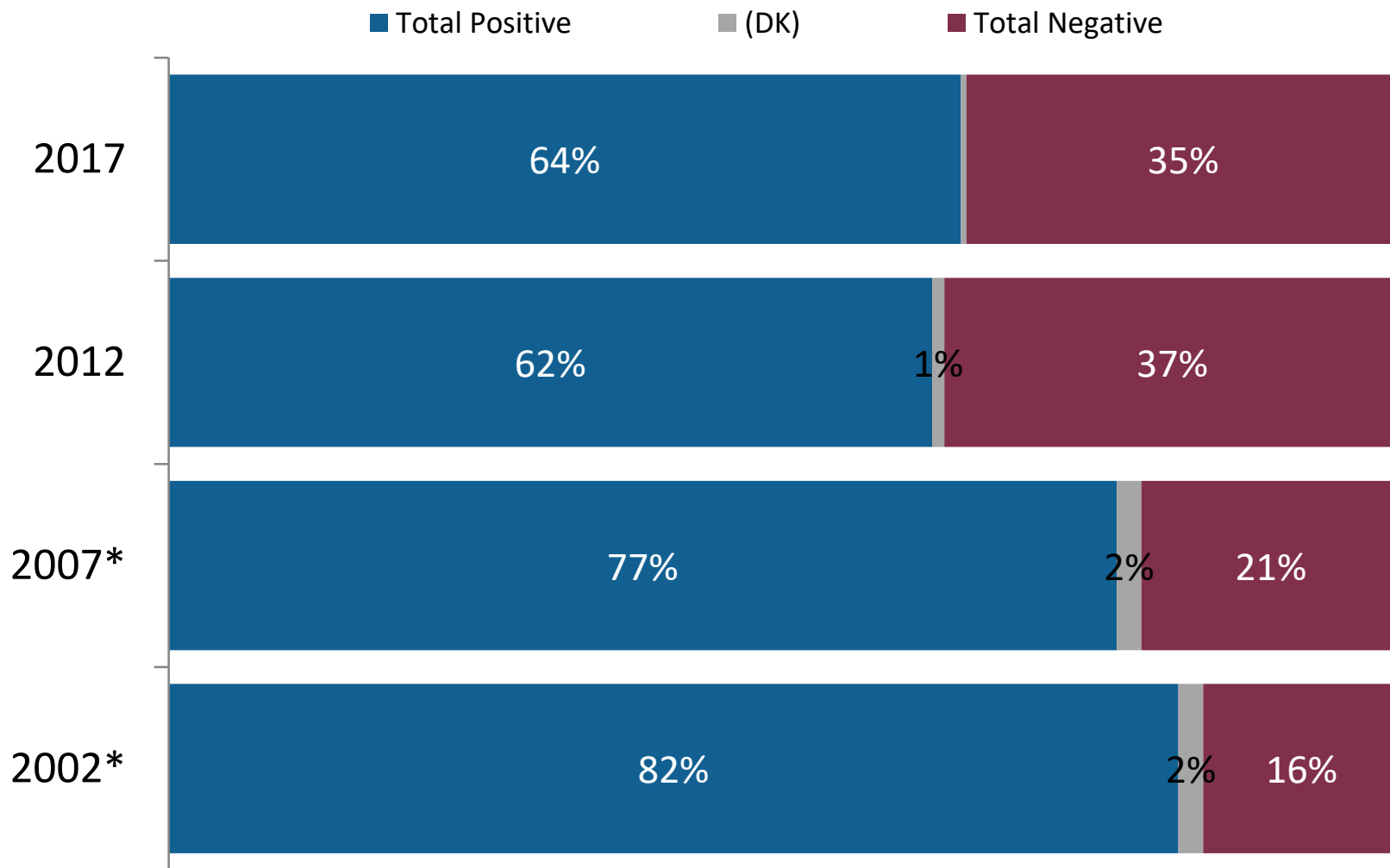
Two-thirds agree that they feel safe from crime in Citrus Heights. A third disagree, but intensity is low.

I feel safe from crime in Citrus Heights.



Citrus Heights Safety – Over Time

The number saying they feel safe in Citrus Heights has remained relatively stable over the last five years.

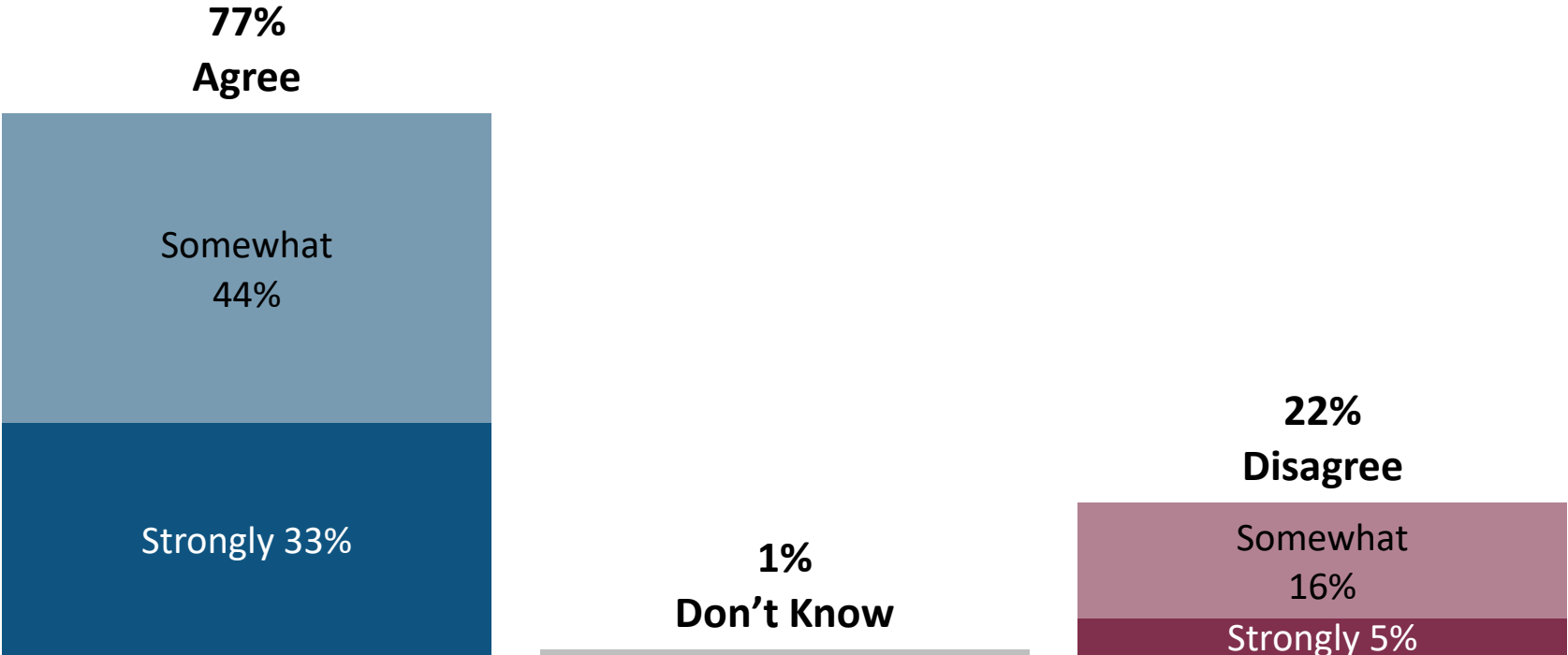


**In 2002 and 2007, this was worded as a yes or no question.
Q45. I feel safe from crime in Citrus Heights.*

Pride in Citrus Heights

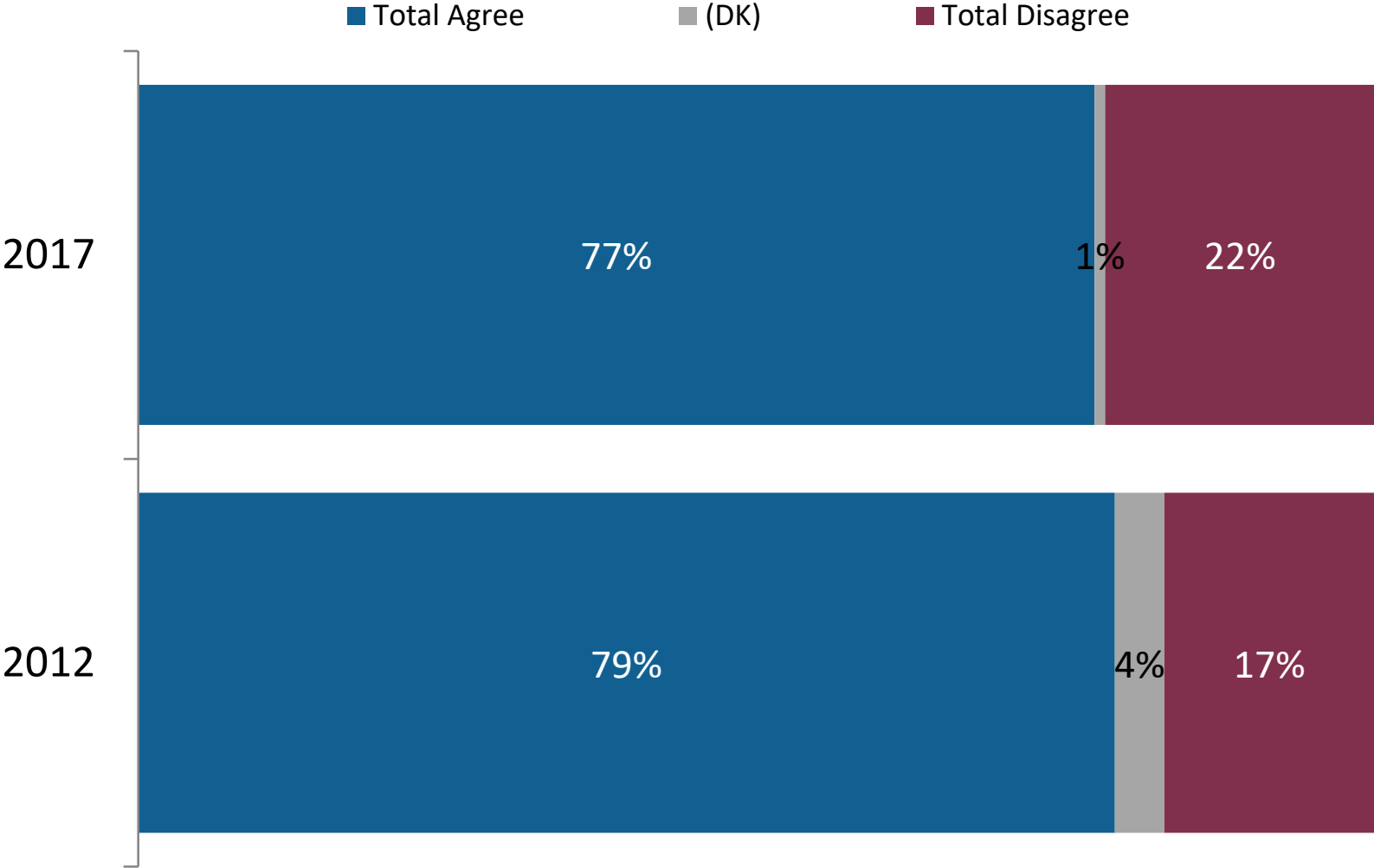
Three-quarters say they are proud to be residents of Citrus Heights.

I have a lot of pride being a resident of Citrus Heights.



Pride in Citrus Heights – Over Time

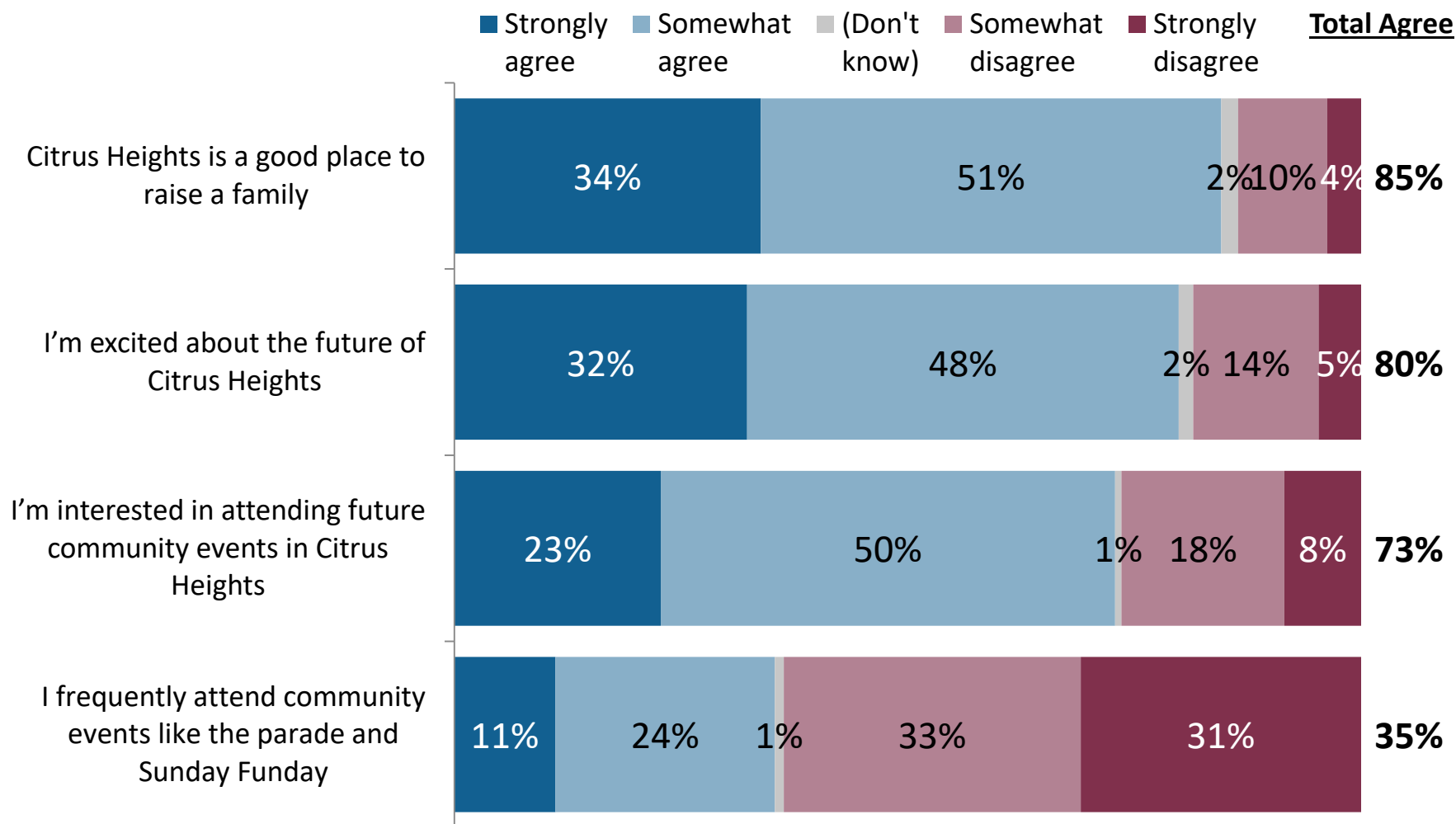
Pride in being a Citrus Heights resident has dipped slightly since 2012.



Q46. I have a lot of pride being a resident of Citrus Heights.

Quality of Life and Engagement Ratings

Substantial majorities see Citrus Heights as a good place to raise a family and are excited about its future. Attendance at community events is lower, but most maintain they are interested.



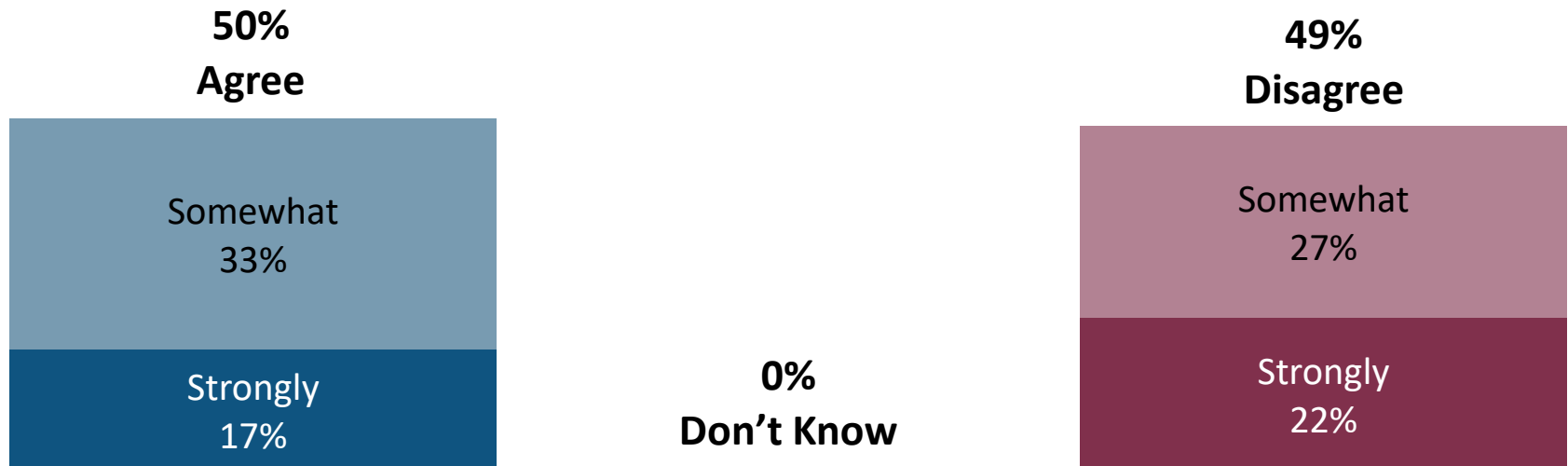
**Ranked by net agree*

Q41-49; 65-66. Please indicate to what extent you agree or disagree with each of the following statements.

Amenities in Citrus Heights

Residents are divided over whether they have to leave the city to access the amenities they want.

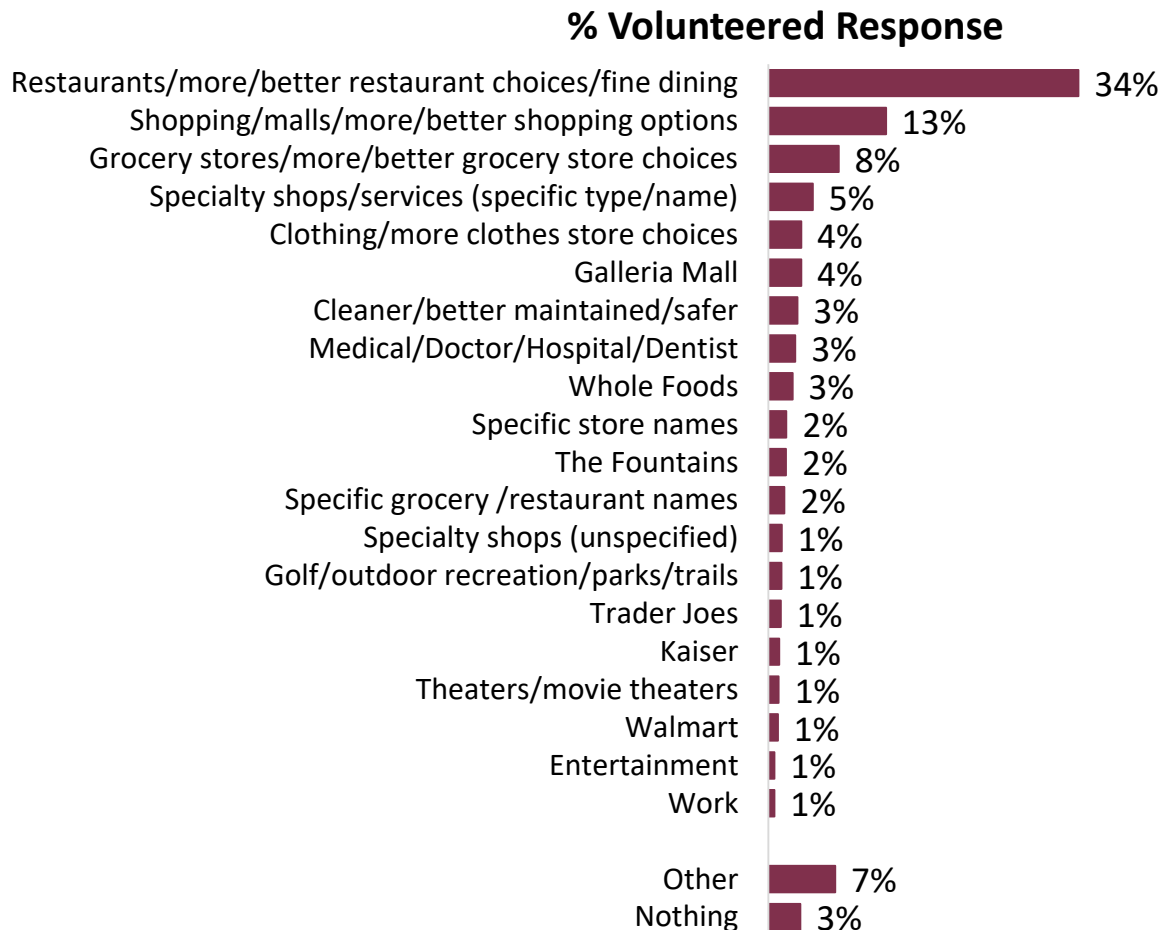
I have to leave Citrus Heights to access the shops, restaurants, and services I want.



Amenities in Citrus Heights

Of those who said they have to leave, a third said they do so for restaurants. Many responses also mentioned leaving for shopping or grocery stores.

***You indicated that you have to leave Citrus Heights to access the shops, restaurants and services you want.
What do you need or prefer to leave Citrus Heights for?***



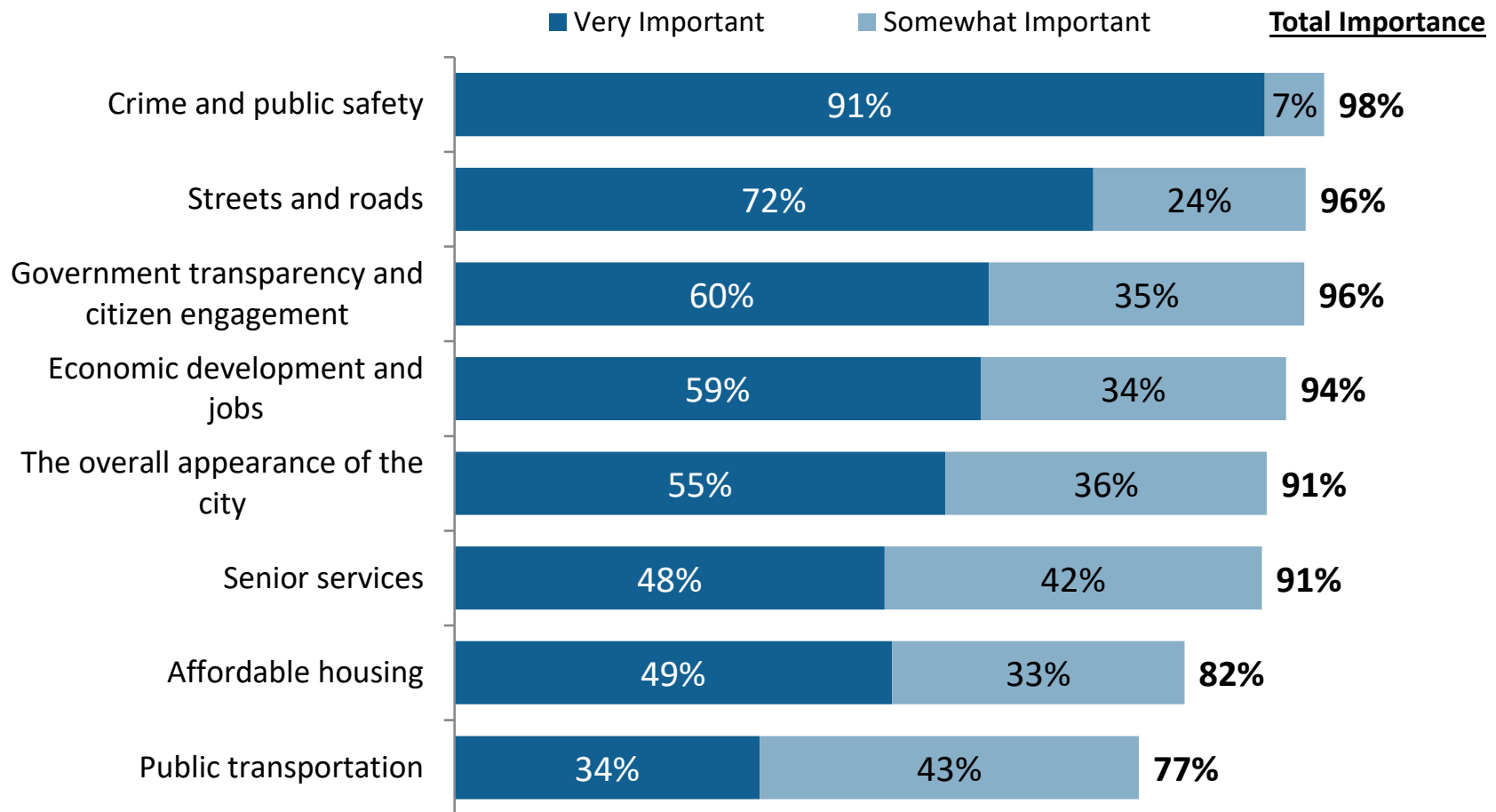
*Asked only of web respondents who agreed they have to leave
Citrus Heights to access the amenities they want. (n=394)
Q50a.*



Funding Priorities

Issue Importance

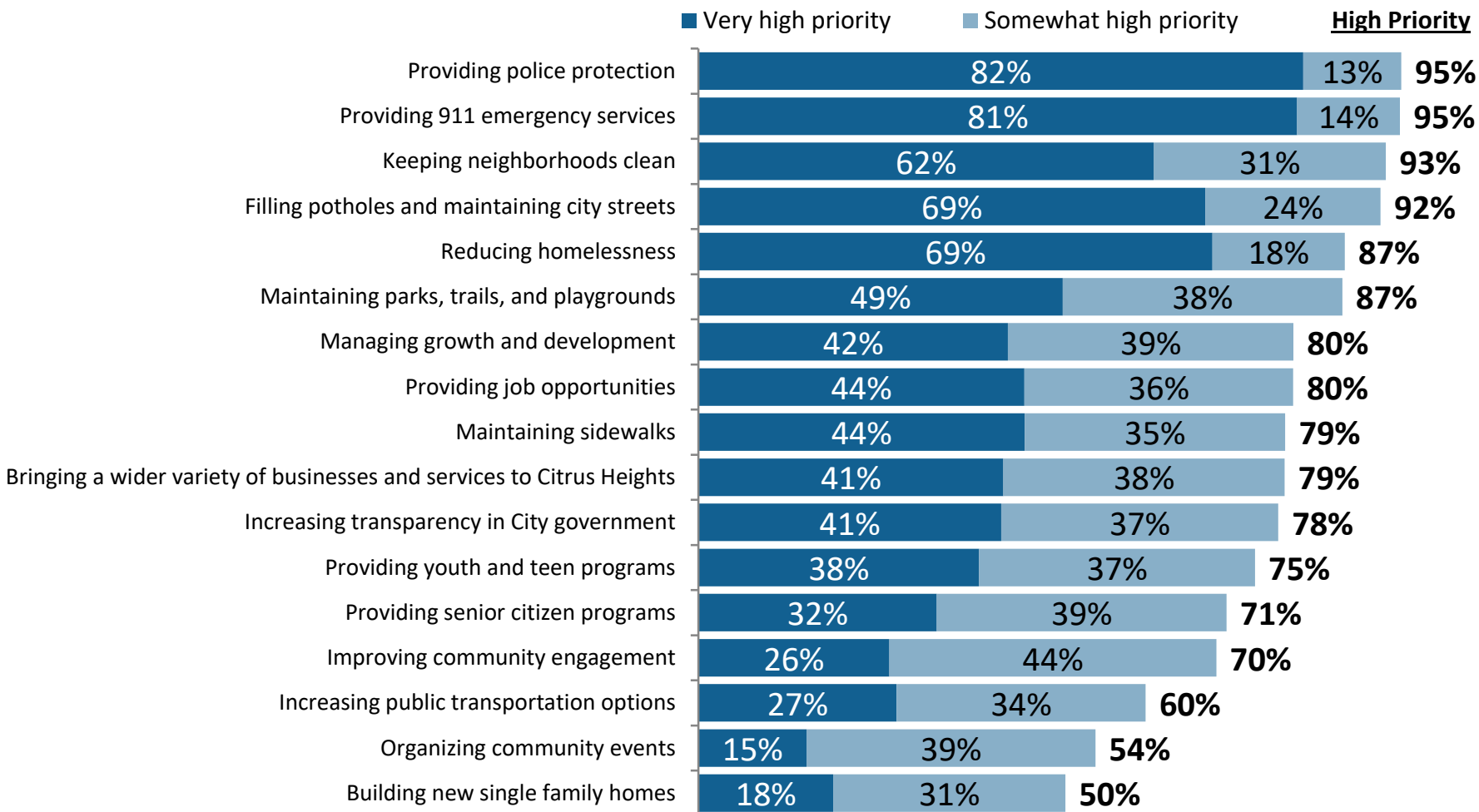
There is overwhelming consensus that crime and public safety is important for the City. Streets and roads, transparency, and economic development also receive high importance ratings, but share less intensity.



Q16-23. Please indicate how important each of the following is for the City of Citrus Heights to focus on.

City Council Priorities

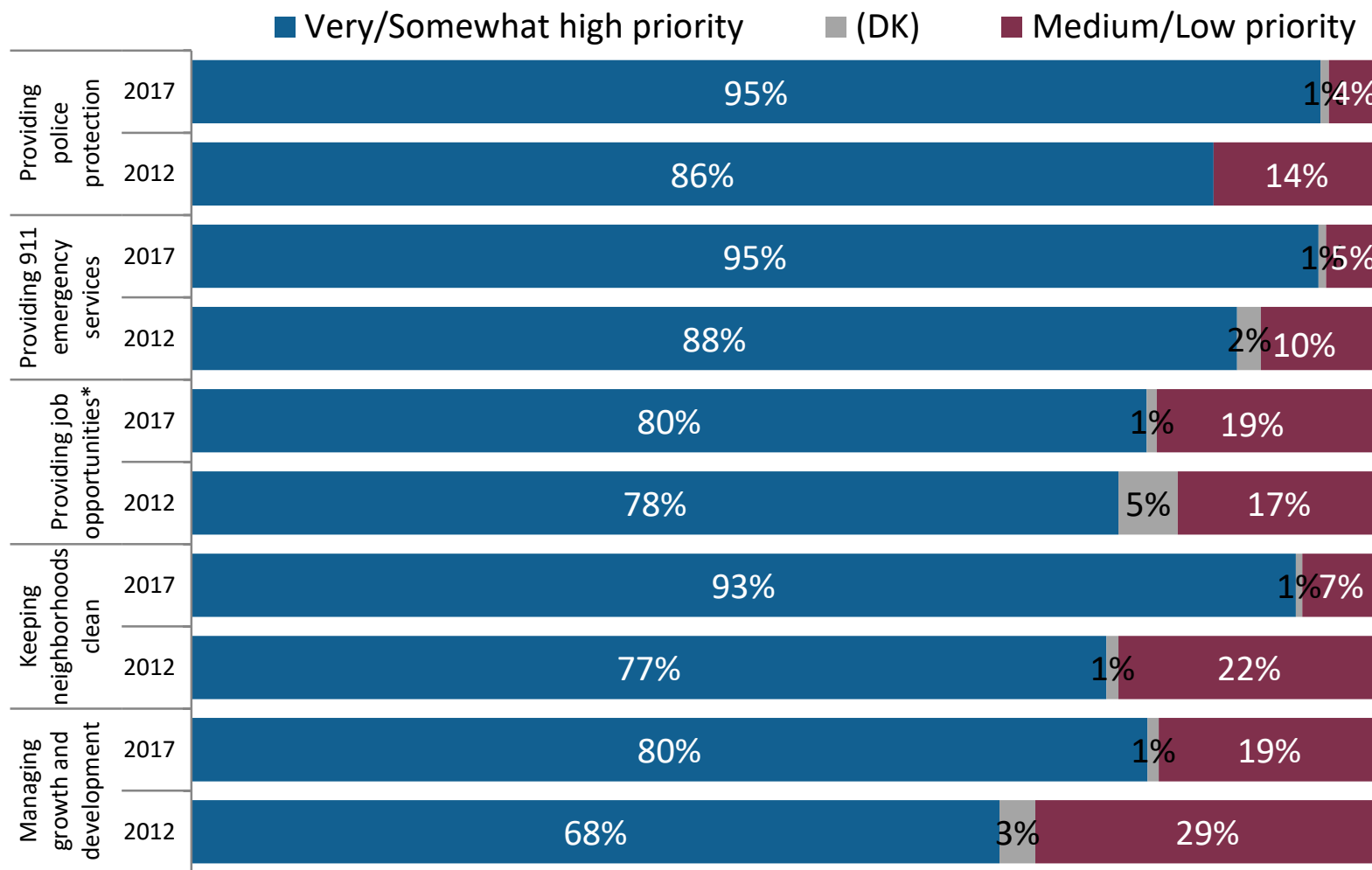
Consistent with the larger issue priorities, police protection and 911 services rise to the top. The condition of streets and neighborhoods and reducing homelessness also generate high intensity.



Q24-40. Please indicate how high a priority each of the following services should be for the Citrus Heights City Council.

City Council Priorities – Over Time

Safety-related services have increased in importance since 2012.

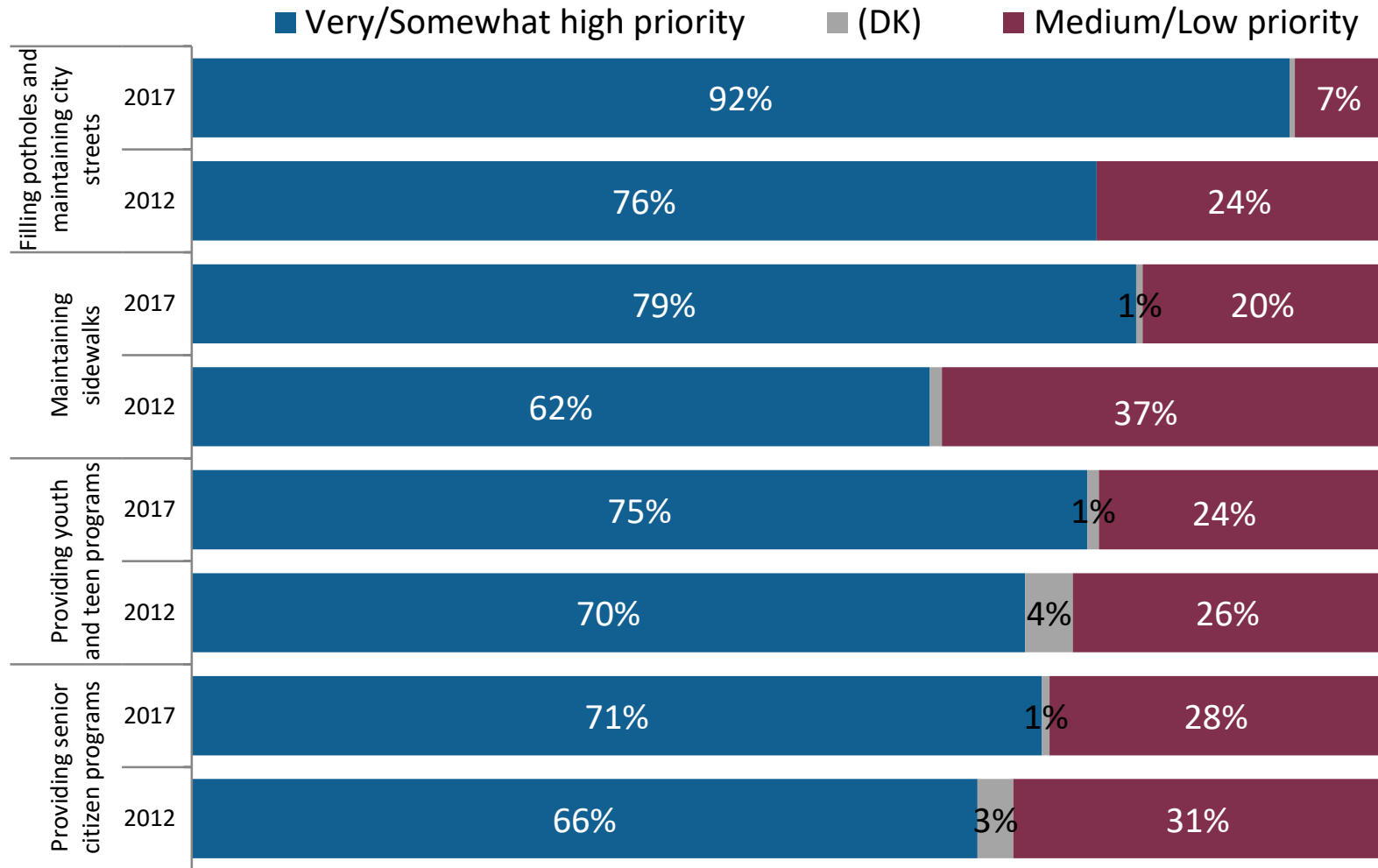


**In 2012, the choice was “providing better job opportunities”.*

Q24-40. Please indicate how high a priority each of the following services should be for the Citrus Heights City Council.

City Council Priorities – Over Time, cont.

Street and sidewalk maintenance are also higher priority items now than in 2012.



Q24-40. Please indicate how high a priority each of the following services should be for the Citrus Heights City Council.

Modified Pairwise Comparison Testing

Every respondent was shown the same fourteen combinations of four funding priorities. For each combination, respondents were asked to choose the item in that list that would be their highest priority for funding.

- 14 combinations total
- Each item appeared 7 times
- Both question order, and the order of items within each pair were randomized*

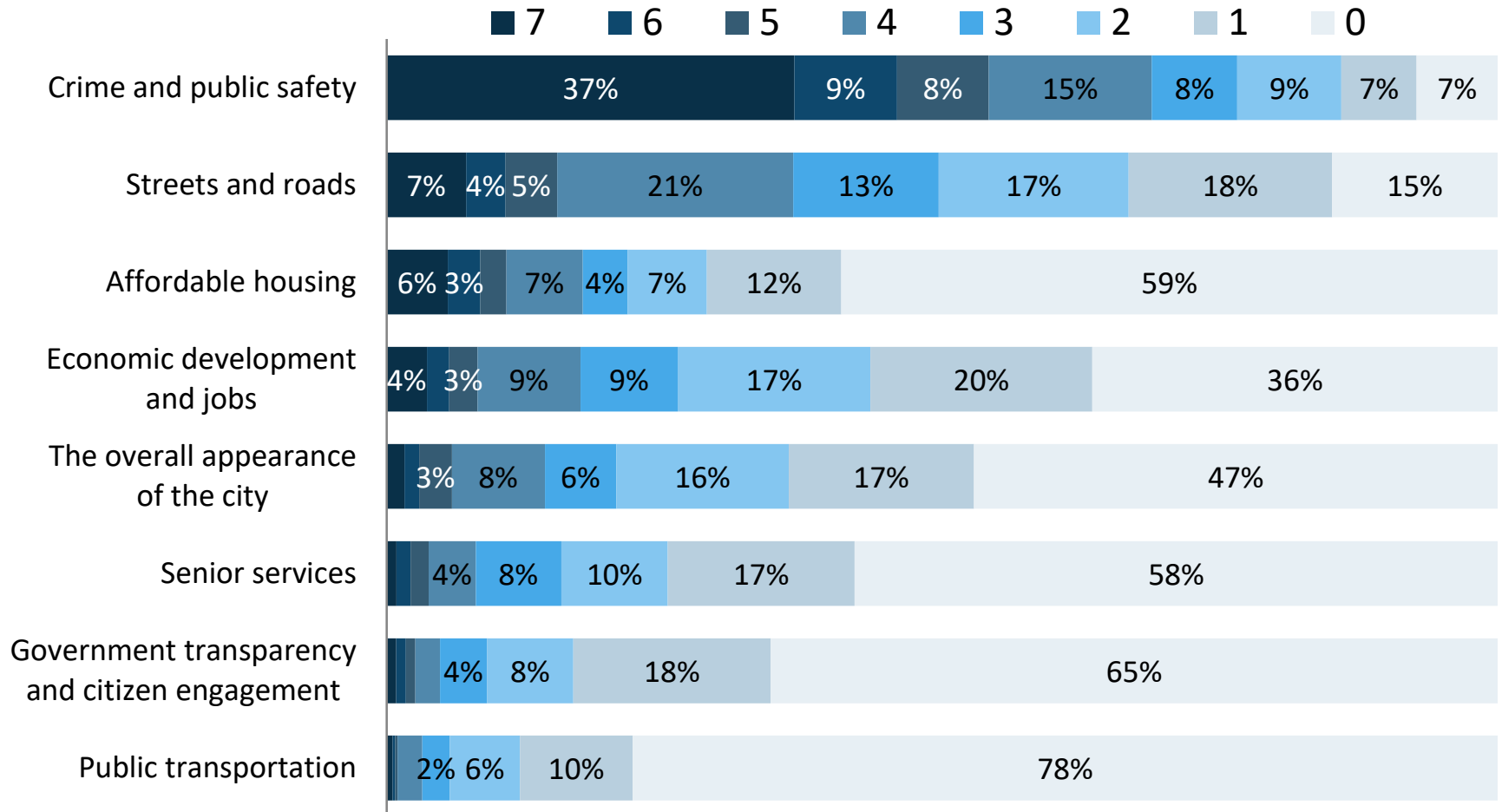
Combining the answers to this series of questions results in a robust understanding of how survey respondents rank the importance of the entire set of funding priorities.

Funding Priority Items
Crime and public safety
Streets and roads
Economic development and jobs
The overall appearance of the city
Affordable housing
Senior services
Government transparency and citizen engagement
Public transportation

*One single randomized order was used for the paper version.

Total Number of Times Chosen

Nearly 40% chose crime and public safety every time it was offered and less than 10% never chose it.

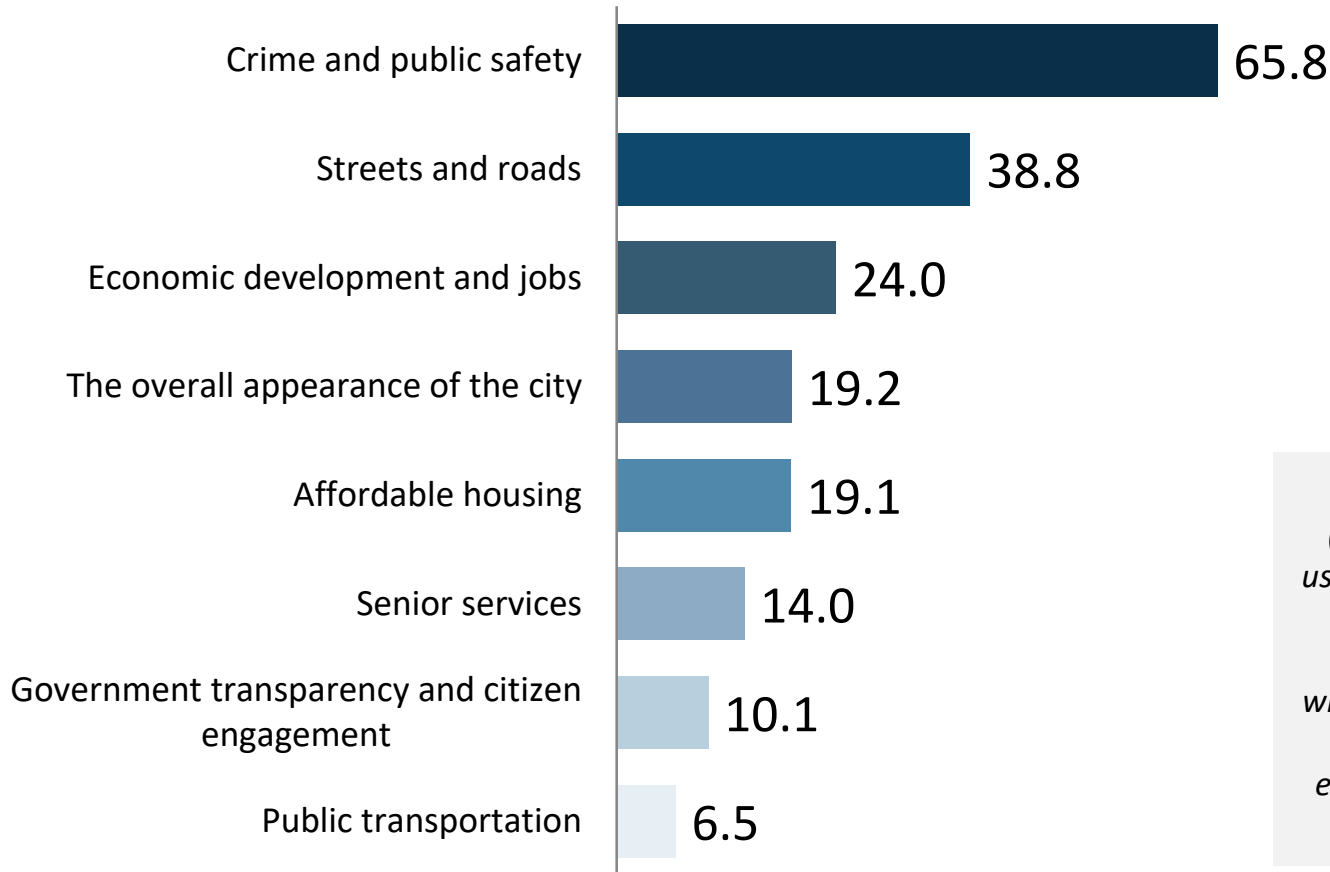


**7 is the maximum number of times each item can be chosen. Ranked by number of times chosen all 7 times*

Q51-64. Next you are going to see sets of the same focus areas for the City of Citrus Heights you rated earlier. For each set of four items, please choose the item in that set that would be your highest priority for funding. Some items will be repeated and you can choose an item more than once, but for each set of items, you may only choose one.

Priority Ranking Scores - Overall

In the comparison testing, public safety was by far the most chosen priority, with residents choosing it nearly two-thirds of the times it was offered.



Priority Scores

(The scores are calculated using the percentage of times each item was chosen. They range from 0 to 100 where 0 means nobody chose that item and 100 means everyone chose that item in every instance)

**Ranked by priority score*

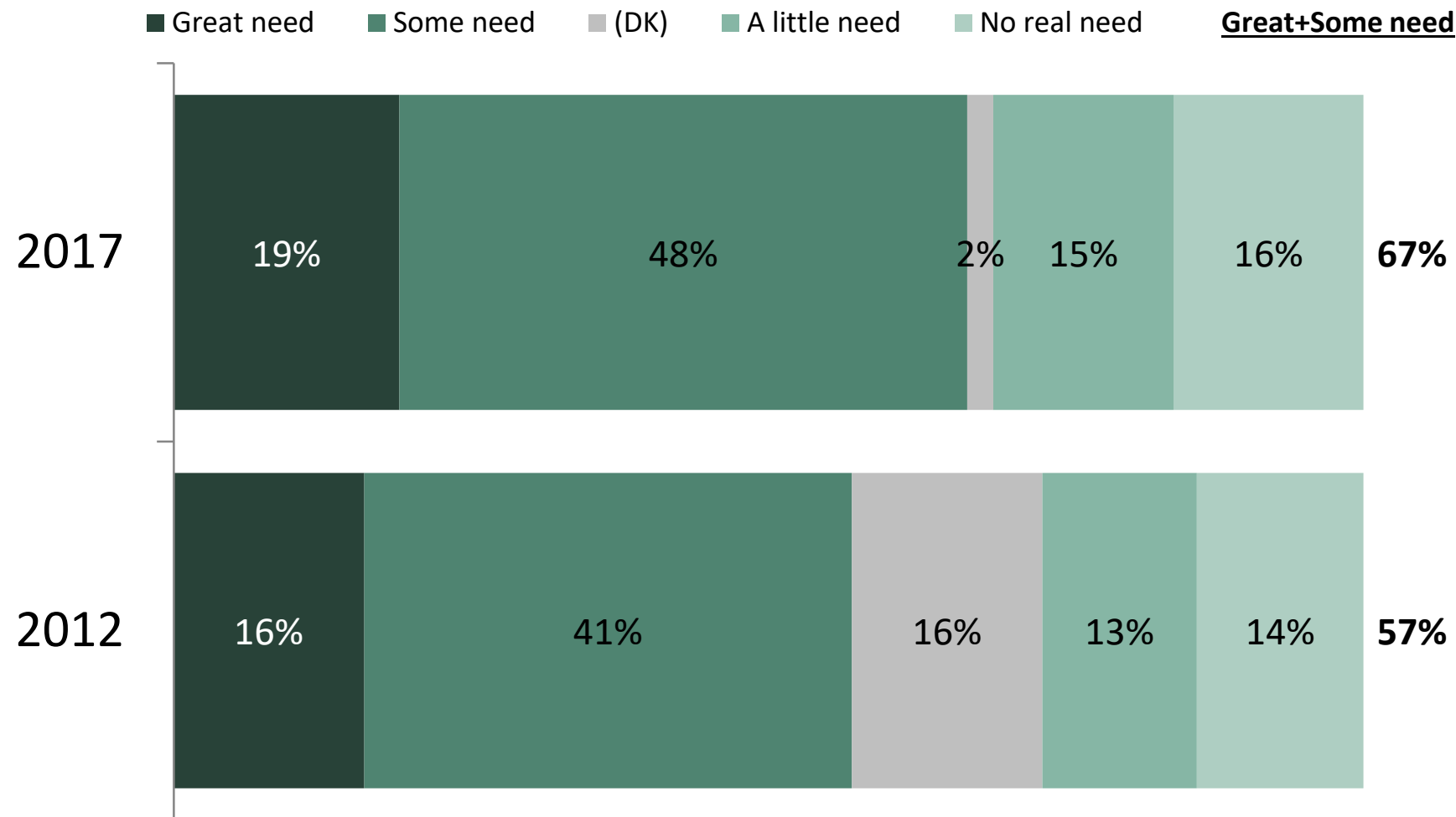
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City Finances & Money Management

Perceived Need for Funding – Over Time

Residents are slightly more likely to see a need for additional funding now than in 2012.

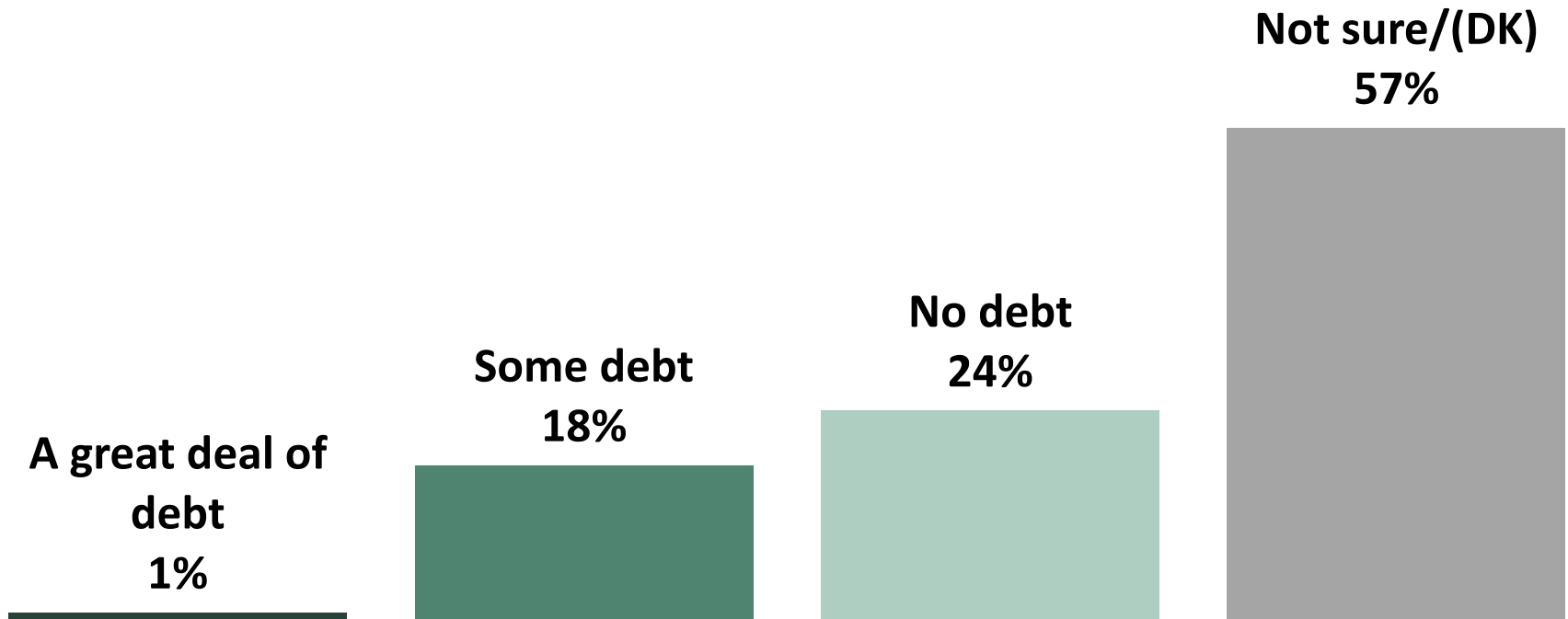


Q14. Would you say that to maintain essential services, the City of Citrus Heights has a great need for additional funding, some need, a little need, or no real need for additional funding?

Awareness of Debt

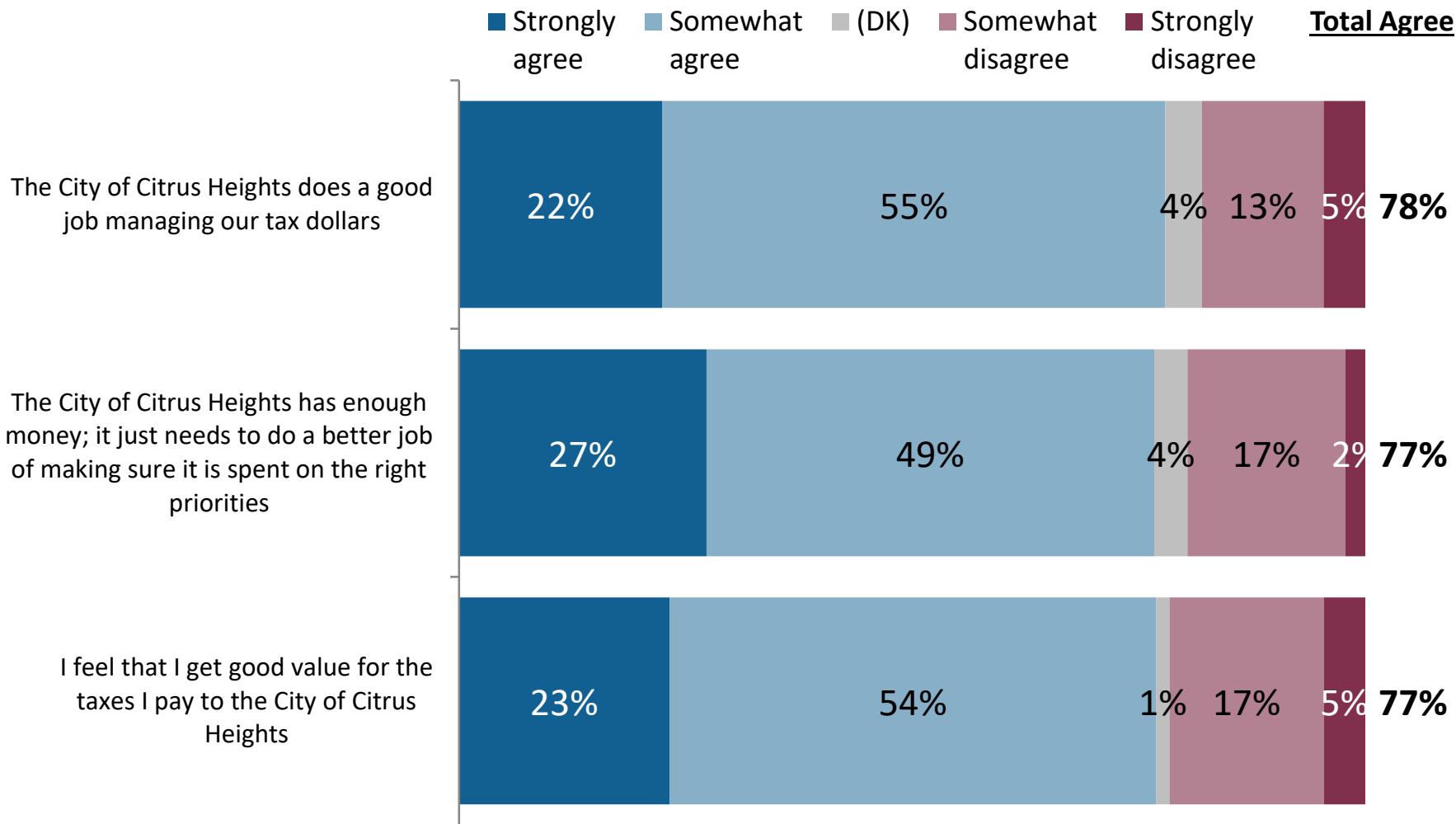
Only a quarter of residents know Citrus Heights has no debt.

As far as you know, does the City of Citrus Heights currently have:



City Services & Tax Management

Residents believe the City manages their tax dollars well and that they get good value for their taxes, but most also agree the City has enough revenue.



**Ranked by net agree*

Q41-49. Please indicate to what extent you agree or disagree with each of the following statements.



City Services and Taxes Forced Choice

*Nearly three-quarters of residents would opt to maintain current levels of services, taxes, and fees.
There is very little appetite for reducing services to lower taxes and fees.*

City services should be **increased**, even if it means increasing taxes and fees.

21%

City services, taxes, and fees should be **maintained** at their current levels.

70%

Taxes and fees should be **reduced**, even if it means decreasing City services.

7%

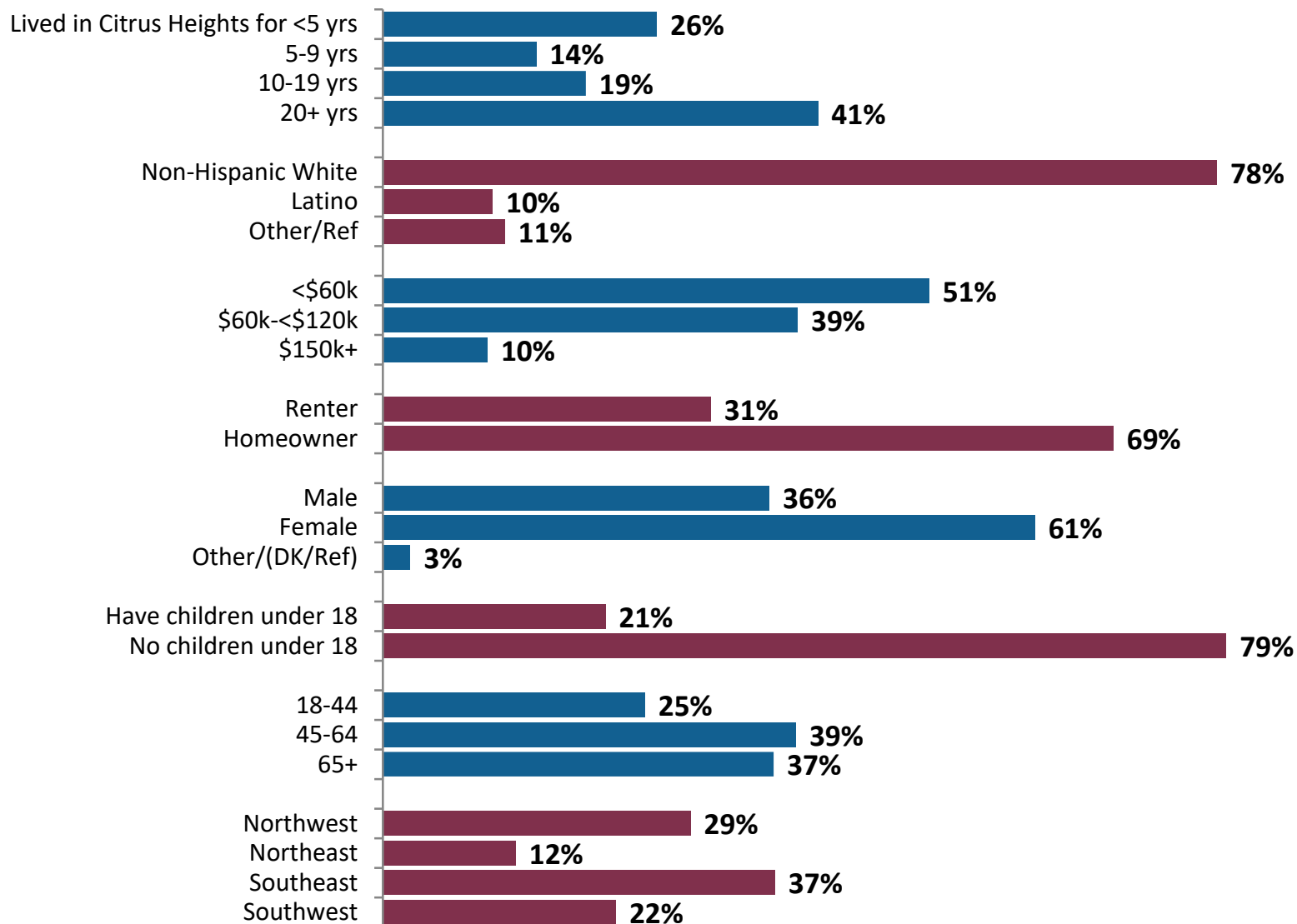
(Don't know)

2%

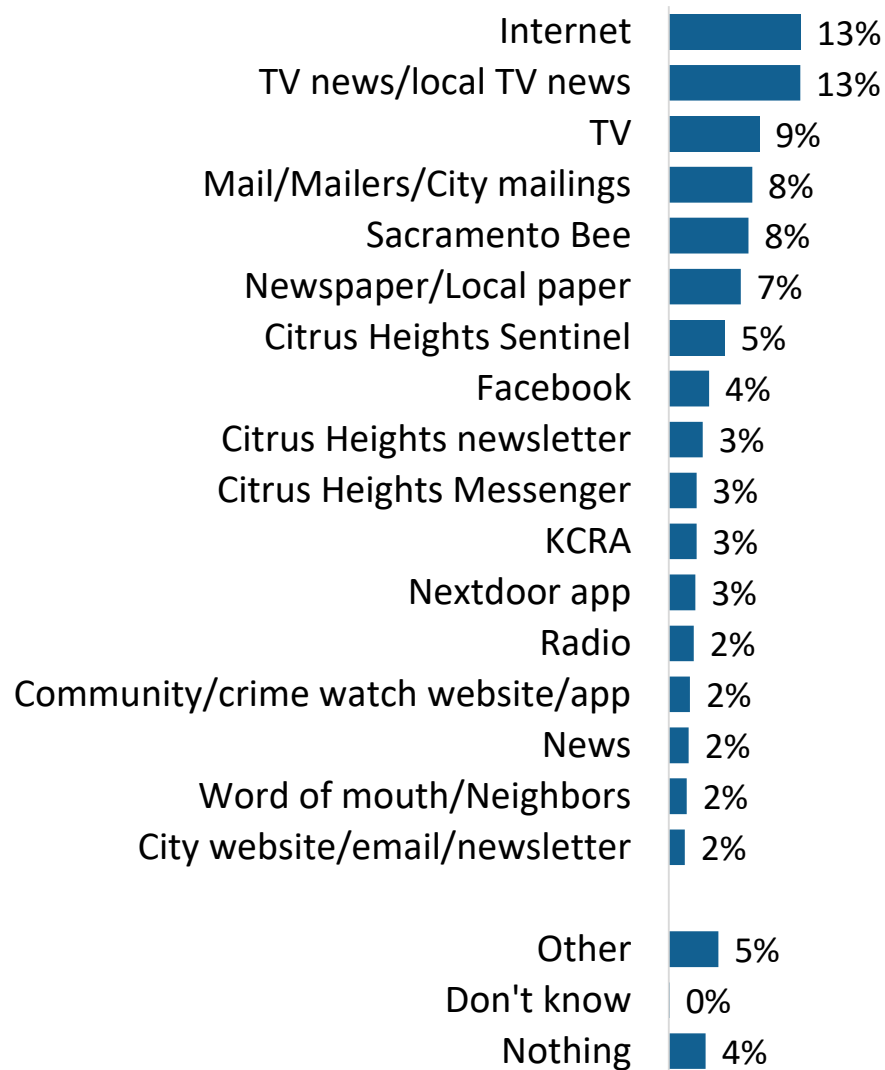


Respondent Demographics

Demographics



Sources of Information



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Appendix

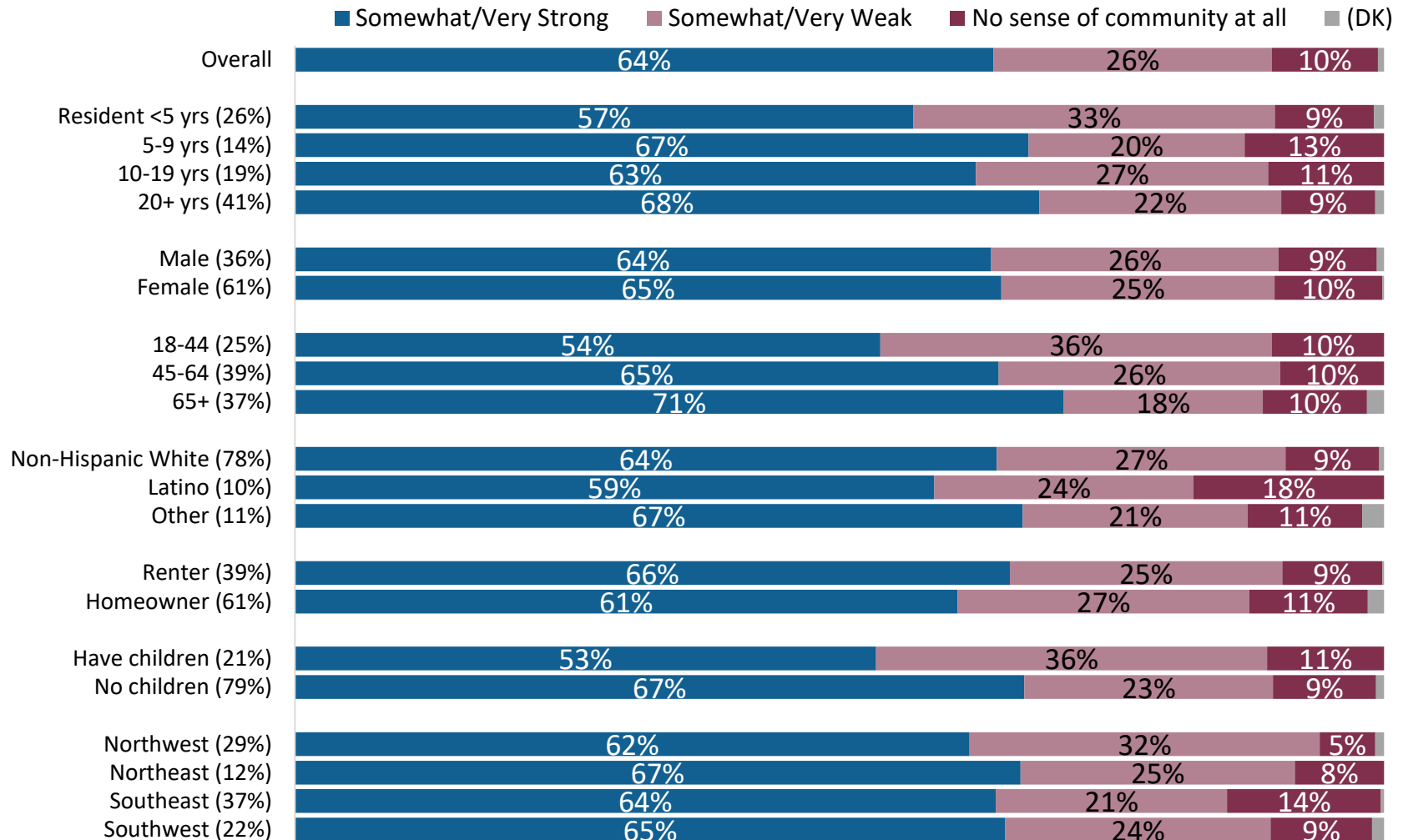
Direction of Citrus Heights – by Subgroup

Optimism about Citrus Heights extends across demographic subgroups.



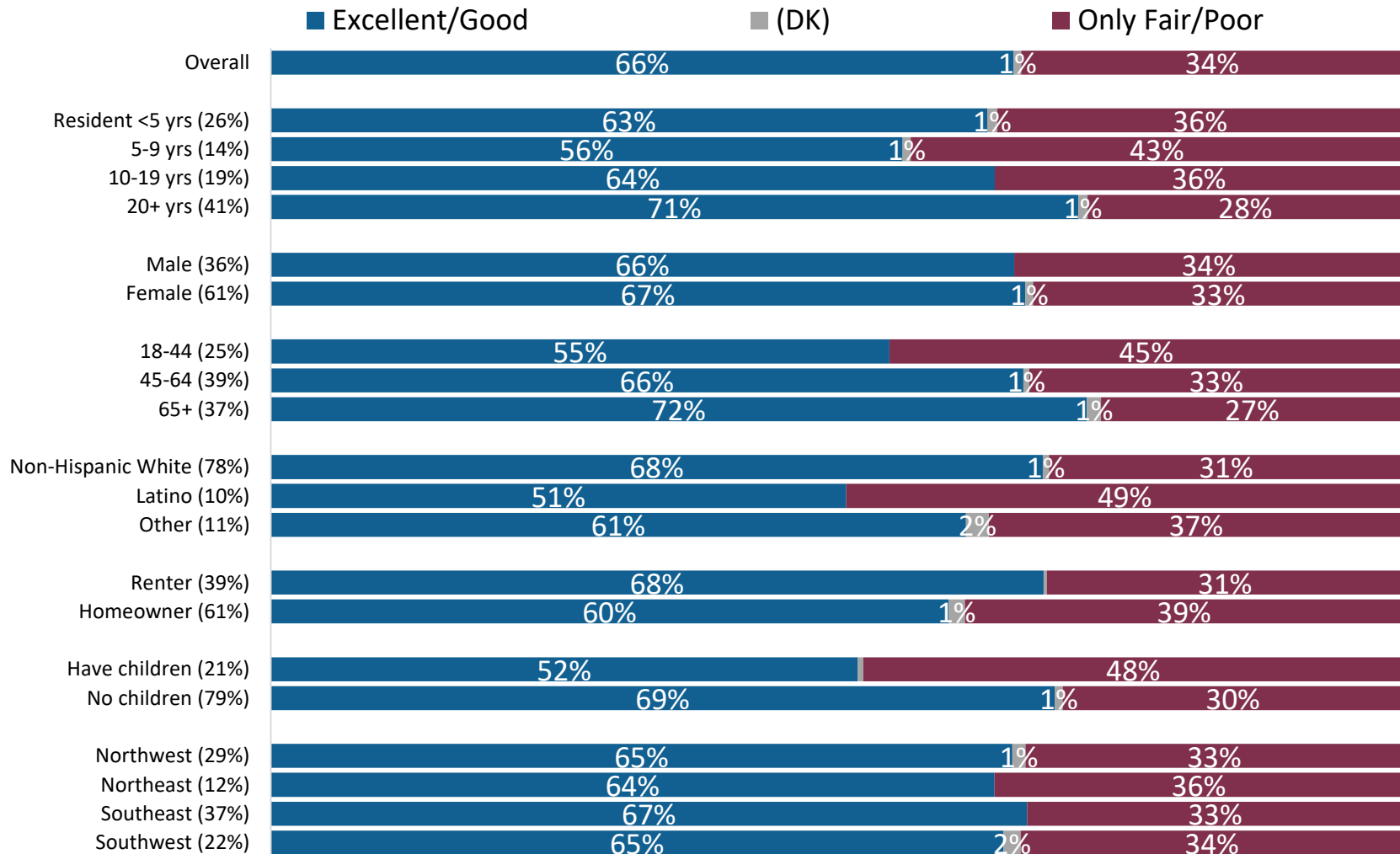
Sense of Community in Citrus Heights – by Subgroup

Newer and younger residents have a weaker sense of community, but majorities have at least a somewhat strong sense of community across subgroups.



The Overall Safety of the City – by Subgroup

Younger residents and parents are more likely to give Citrus Heights lower marks on safety.

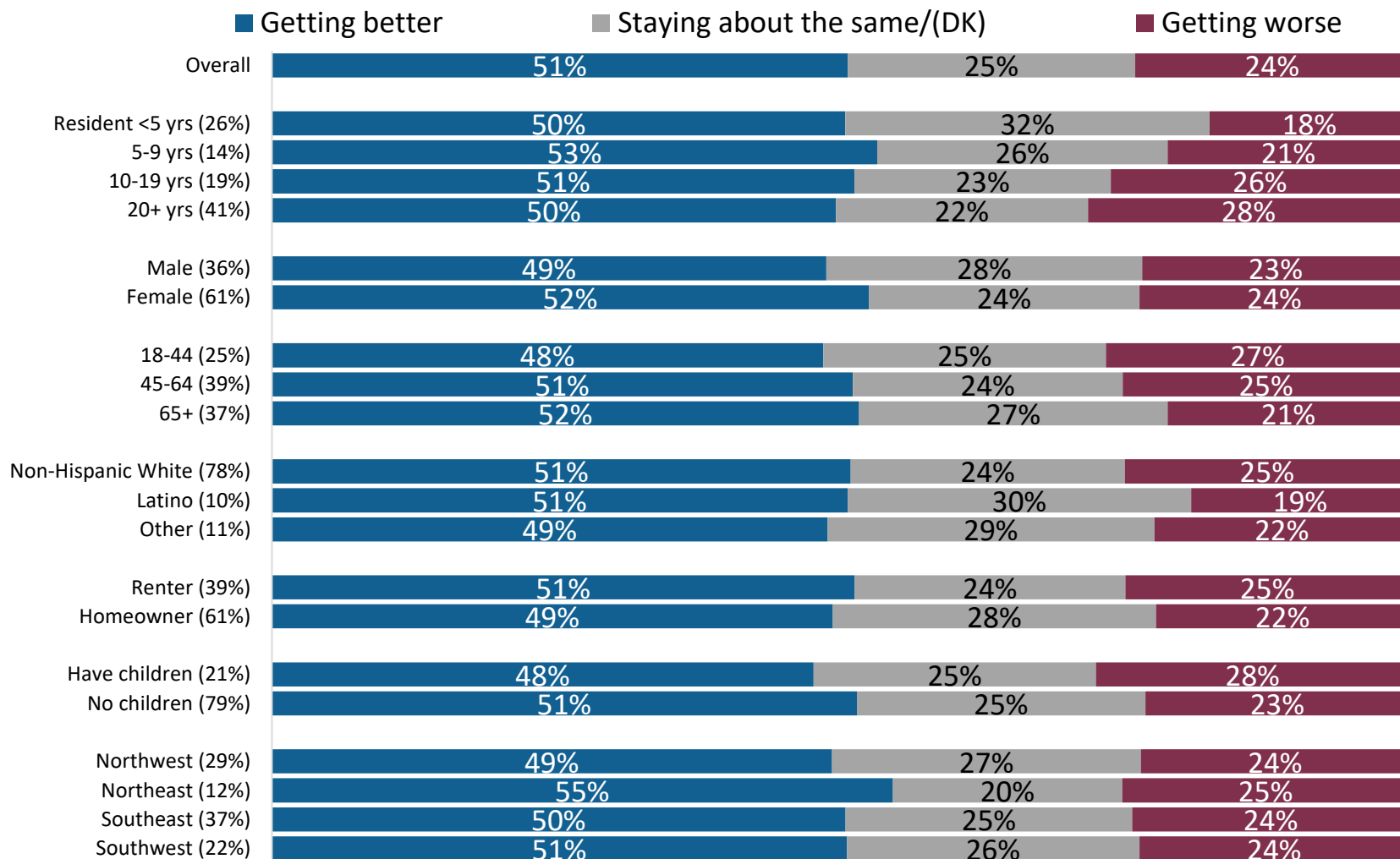


Q7-12. Please rate each of the following areas relating to the City of Citrus Heights....

The overall safety of the city

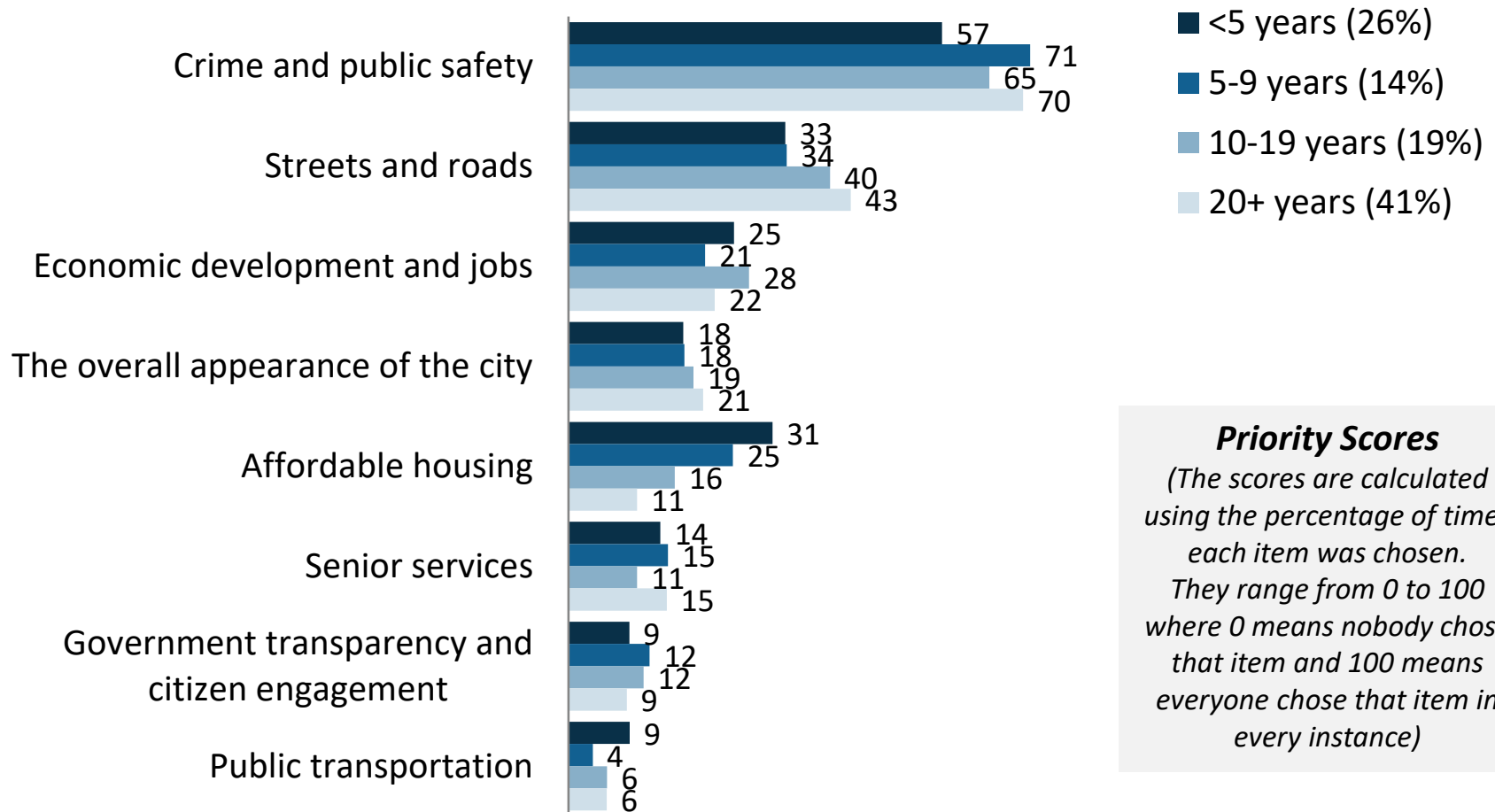
Quality of Life in Citrus Heights – by Subgroup

The longer residents have lived in Citrus Heights, the more likely they are to believe quality of life in the city is declining, yet older residents are less pessimistic than younger ones.



Priority Ranking Scores by Length of Residency

Newcomers to the city are less concerned about crime and more concerned about affordable housing than those who have been in Citrus Heights for five or more years.

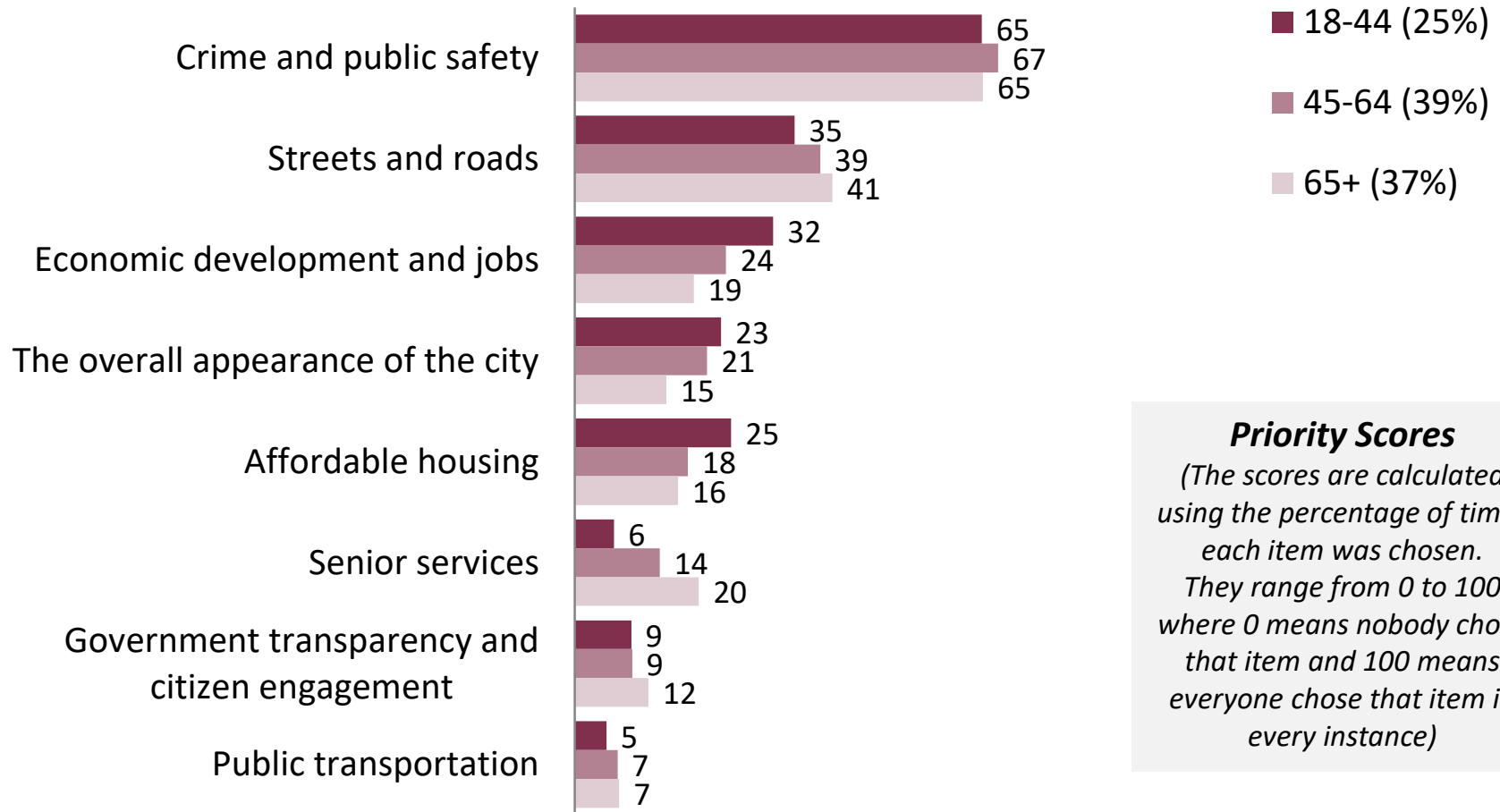


**Ranked by overall priority score*

Q51-64. Next you are going to see sets of the same focus areas for the City of Citrus Heights you rated earlier. For each set of four items, please choose the item in that set that would be your highest priority for funding. Some items will be repeated and you can choose an item more than once, but for each set of items, you may only choose one.

Priority Ranking Scores by Age

Younger residents are more likely to prioritize economic development, the city's appearance, and affordable housing than those forty-five or older.



Priority Scores

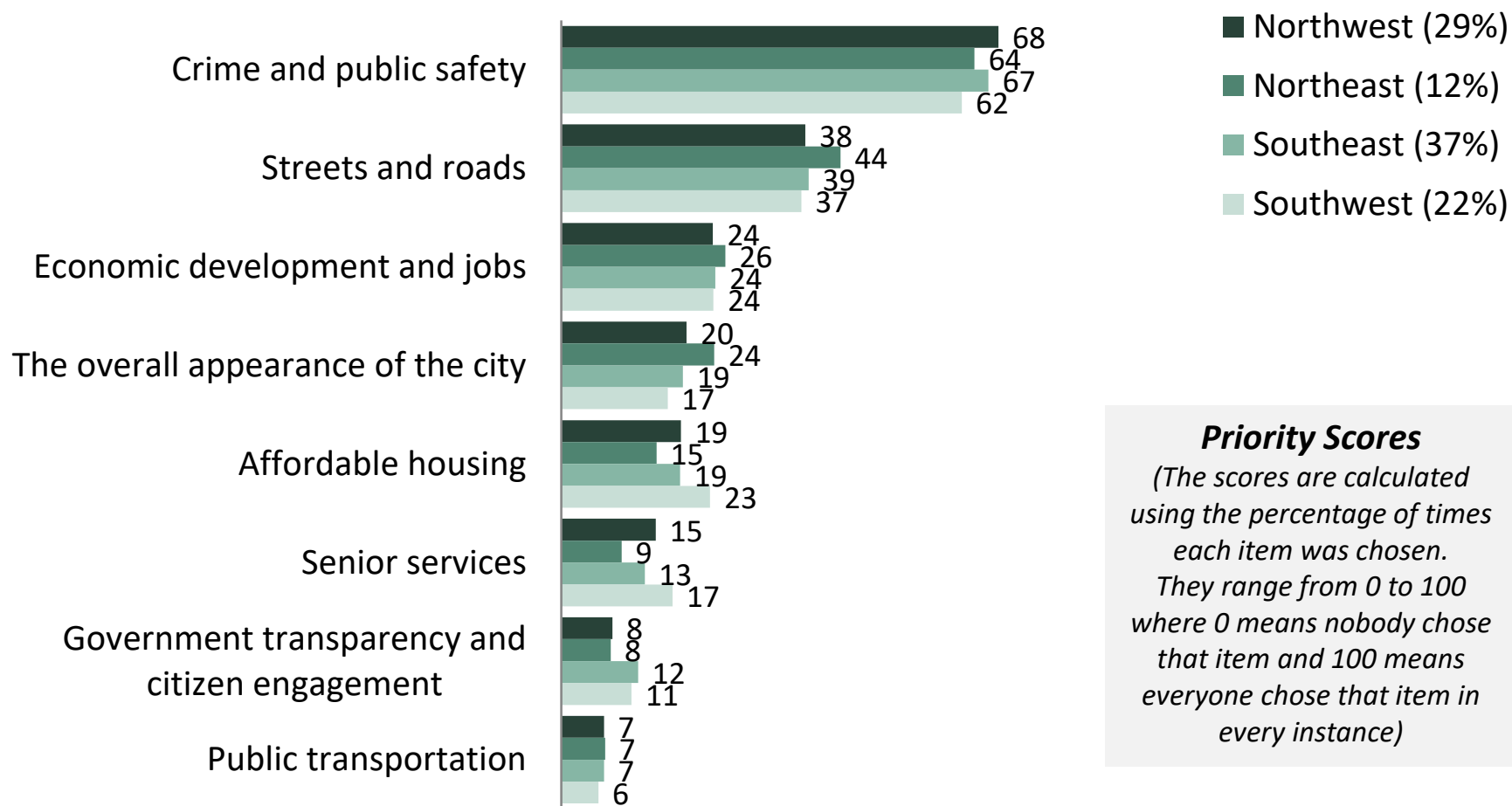
(The scores are calculated using the percentage of times each item was chosen. They range from 0 to 100 where 0 means nobody chose that item and 100 means everyone chose that item in every instance)

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Priority Ranking Scores by Geography

There are few regional differences in priority rankings.



**Ranked by overall priority score*

Q51-64. Next you are going to see sets of the same focus areas for the City of Citrus Heights you rated earlier. For each set of four items, please choose the item in that set that would be your highest priority for funding. Some items will be repeated and you can choose an item more than once, but for each set of items, you may only choose one.

City Services and Taxes – by Subgroup

Willingness to increase services and taxes is highest among newer, younger residents and those in the Southwest area of the city, but sizable majorities prefer current levels across subgroups.

