



Public Opinion Survey Report

APPENDIX FOUR



COMMUNITY OPINION SURVEY
SUMMARY RESEARCH REPORT

PREPARED FOR THE
CITY OF FONTANA



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INTRODUCTION

Like all cities in California, the City of Fontana relies on its General Plan to guide decisions with respect to land use, development and related policy matters. Often referred to as a “blueprint” for achieving residents’ vision for the future, the General Plan addresses a variety of topics that affect the quality of life in the City, including circulation, community design, conservation and open space, land use, safety, parks and recreation, and sustainability.

The City of Fontana’s current General Plan was adopted in 2003, approximately a dozen years ago. Feeling that it was time to revise the Plan to ensure that it reflects current community values, updated technical and environmental information, and addresses relevant issues that have surfaced since the existing General Plan was created, in 2015 the City embarked upon a process to update the General Plan.

The General Plan update is an opportunity for the Fontana community to comprehensively evaluate and strategize on local opportunities, trends, and needs. Although City Council, staff and consultants will play an important role in gathering data, organizing the update process, and assisting in the production of the General Plan document, input from citizens of Fontana will play a major role in guiding the updated policy framework. Through their participation in public workshops, community events, and surveys, Fontana residents will help to ensure the creation of a General Plan that is consistent with their values, priorities, and concerns for the City and its future.

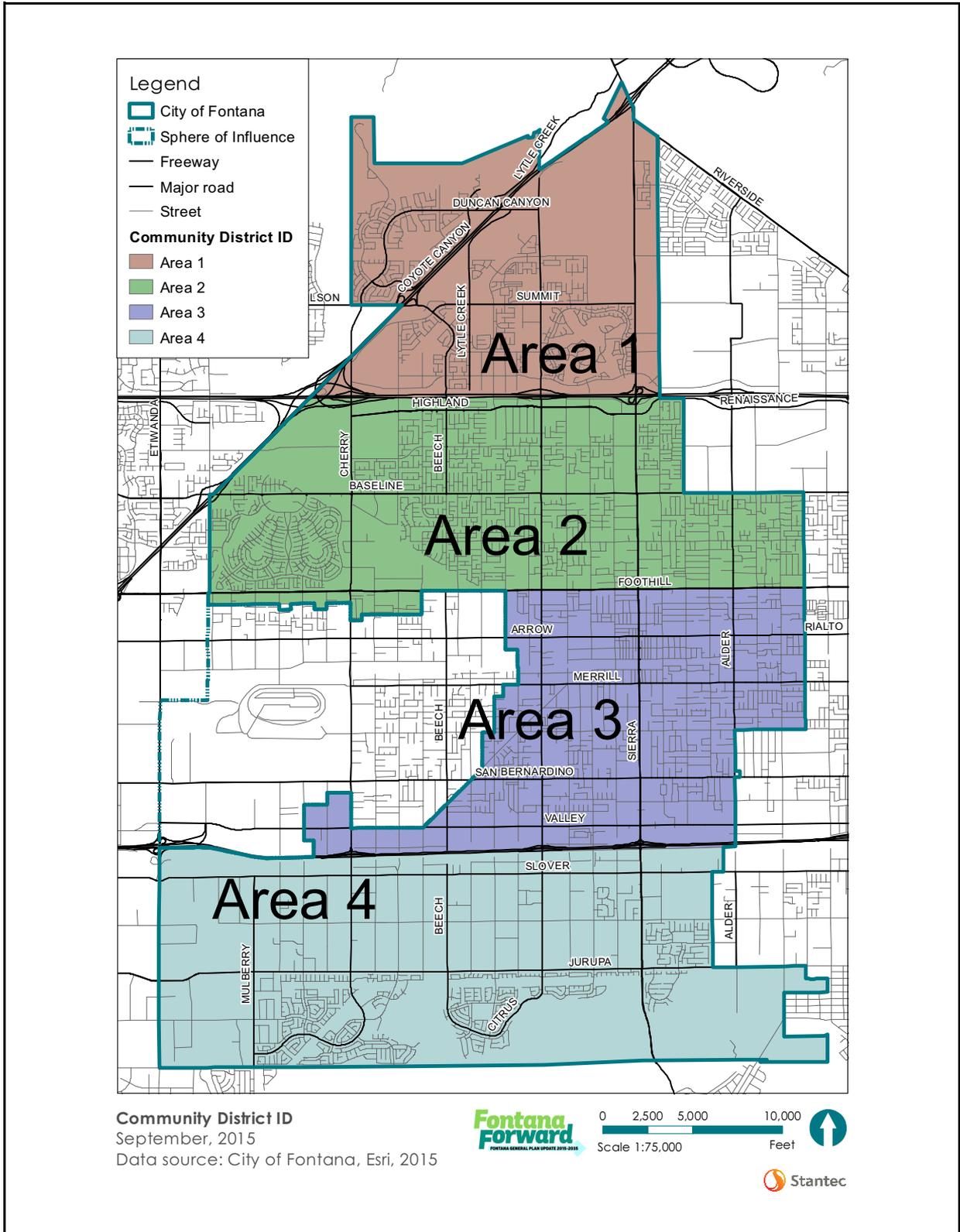
PURPOSE OF SURVEY The purpose of the survey described in this report was to provide objective, *statistically reliable* measures of residents’ opinions on a number of key issues that will be addressed in the General Plan update. The results of the survey will be combined with the information gathered through other public input methods to help Council, staff, and the Stantec consulting team update the General Plan.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 23). In brief, a total of 800 randomly selected adult residents participated in the survey between September 9 and September 21, 2015. Individuals were selected for the survey sample by randomly selecting land lines and mobile phone numbers that service Fontana households and asking follow-up screening questions to ensure eligibility. Interviews, which averaged 19 minutes in length, were conducted in English or Spanish according to a respondent’s preference.

To accommodate the City’s interest in understanding how opinions and priorities may vary based on *where* residents live within Fontana, the City was divided into four subareas as shown in Figure 1 on the next page. Throughout this report, the responses to key questions are shown by subarea in graphics and tables.¹

1. To better balance the margins of error due to sampling when making comparisons across subareas, True North oversampled two of the subareas with the least amount of population. To adjust for the oversampling, the data were then weighted to match the population in each subarea prior to analysis and reporting.

FIGURE 1 MAP OF FONTANA AND SUBAREA IDENTIFICATION



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 and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data (see *Methodology* on page 23). 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 26), and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

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 Fontana. 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 900 survey research studies for public agencies, including more than 300 studies for California municipalities and special districts.



KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the City of Fontana with statistically reliable information regarding residents' opinions on key issues and themes that will be addressed in the General Plan. 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 Fontana that the General 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 Fontana. Nearly every resident surveyed held a positive opinion regarding the quality of life in the City, with 69% rating it as excellent or good, 25% stating it is fair, and just 5% using poor or very poor to describe the quality of life in Fontana. Most residents also perceived that the quality of life in Fontana has followed an upward trend over the past five years (56%) or remained stable (33%), with just one-in-ten (10%) feeling that the quality of life in the City had declined during this period. The quiet, peaceful atmosphere of the community, friendly people and neighbors, location of the City relative to surrounding areas/points of interest, local dining and shopping opportunities, convenient layout of the City, and safety/low crime rate were the most frequently cited aspects that residents feel make Fontana 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 General Plan 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 Fontana?

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 residents could not think of a desired change (14%) or stated flatly that no changes were needed/everything is fine (15%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in Fontana. Among specific changes that were desired, the most common were improving public safety (9%), attracting business and jobs to Fontana (9%), improving local schools/quality of education (9%), improving local infrastructure, streets and roads (8%), improving the City's appearance/cleanliness (6%), and making a stronger effort to protect the environment (6%). For more on this topic, see *What Should We Change?* on page 9.

More generally, the themes of economic development, redevelopment, and infrastructure improvements stood out in the survey as being key areas of opportunity and interest for Fontana residents. When asked to prioritize among 14 initiatives the City could pursue, attracting businesses and jobs for Fontana residents was assigned the *highest* priority

(93% assigned it a high or medium priority), followed by improving the maintenance of city streets and infrastructure (91%), making it easier and safer to walk to local destinations (87%), and redeveloping and revitalizing Valley Boulevard and Foothill Boulevard (85%). For more on this topic, see *Priorities* on page 17.

Support for redeveloping and revitalizing downtown Fontana was especially strong (89%). Although the vast majority of residents view Fontana as an excellent/good place to live, less than half view the City as an excellent/good place to work. The strength of public support for redeveloping downtown Fontana rests, in part, on the widespread recognition among residents that a revitalized downtown will attract new businesses and jobs to the city, as well as improve the City's tax base and ultimately the quality of life in Fontana. For more on this topic, see *Land Use, Development & Redevelopment* on page 15 and *Revitalizing Downtown Fontana* on page 16.

Were there pronounced differences in opinions among Fontana residents?

Perhaps the most striking aspect of the survey findings is the relative *consistency* of opinions. Fontana residents are generally like-minded when it comes to their views of the quality of life in Fontana, the City's performance in providing municipal services, the changes that would make Fontana a better place to live, and their support for various initiatives the City could pursue in the future. Although there were certainly differences in opinions across subgroups of residents, these differences tended to be modest. Even for projects where one might expect substantial differences of opinion based on where one resides within the city, Fontana residents expressed similar views. Support for redeveloping and revitalizing downtown Fontana, for example, ranged from a low of 79% in Area 3 to a high of 87% in Area 1.

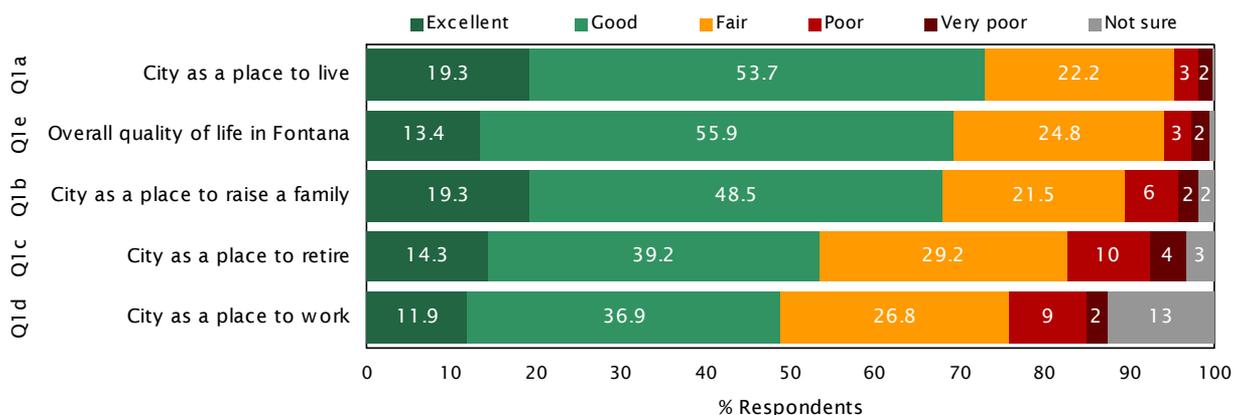
QUALITY OF LIFE

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

OVERALL QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the City of Fontana 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 2 below, residents generally shared favorable opinions of Fontana on each aspect tested, with the most positive ratings provided for Fontana as a place to live (73% excellent or good), the overall quality of life in the City (69%), and as a place to raise a family (68%). Although still positive, residents provided somewhat softer ratings for Fontana as a place to retire (54%) and as a place to work (49%).

Question 1 Next, I'd like to ask you a few questions about what it is like to live in the City of Fontana. How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 2 RATING CITY OF FONTANA



For the interested reader, Table 1 shows how the ratings for each dimension tested in Question 1 varied by geographic subarea of the City. Although there were some differences across areas (e.g., residents of Area 1 were the most positive about Fontana as a place to live), the differences in ratings were generally quite modest and never exceeded 13%.

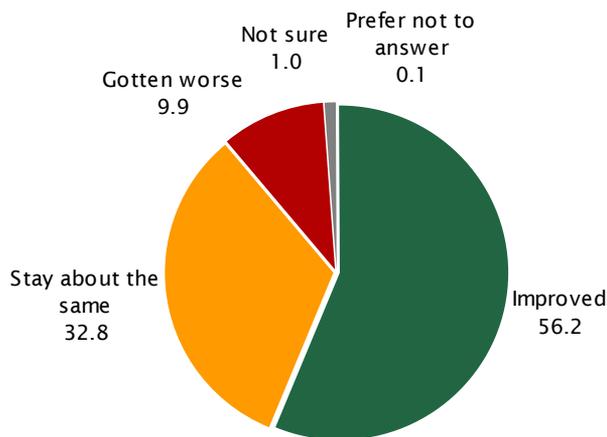
TABLE 1 RATING CITY OF FONATANA BY COMMUNITY DISTRICT ID / AREA (SHOWING % EXCELLENT + GOOD)

	Community District ID / Area			
	One	Two	Three	Four
City as a place to live	82.1	70.0	69.9	78.3
Overall quality of life in Fontana	76.1	69.6	67.6	67.8
City as a place to raise a family	77.9	66.8	65.9	67.5
City as a place to retire	57.2	53.0	54.0	51.0
City as a place to work	47.1	44.0	52.2	52.8

TREND IN QUALITY OF LIFE Whereas Question 1 asked respondents to comment on the current quality of life in Fontana, Question 2 asked residents whether they perceive a trend in the quality of life in the City. In other words, do they perceive that the quality of life in Fontana has improved, stayed about the same, or gotten worse during the past five years? More than half (56%) of those surveyed perceived that the quality of life in Fontana had improved over the past five years, with most of the remaining respondents (33%) indicating that it had stayed about the same. Overall, just 10% of Fontana residents felt that the quality of life had declined during this period, and 1% were unsure or unwilling to answer the question (Figure 3).²

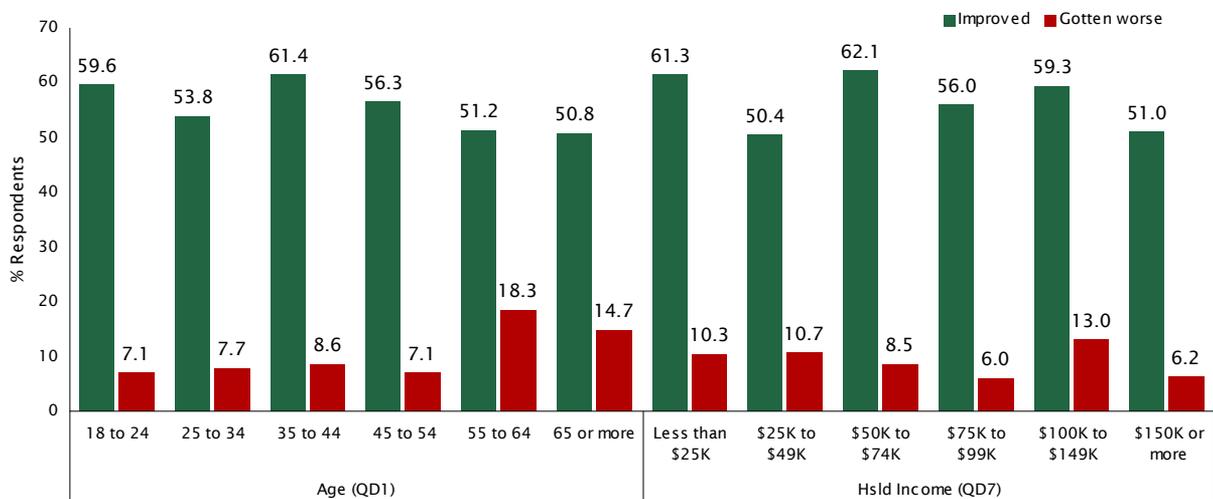
Question 2 *Over the past five years, would you say that the quality of life in Fontana has improved, stayed about the same, or gotten worse?*

FIGURE 3 QUALITY OF LIFE



Figures 4-6 show how perceived trends in the quality of life in Fontana varied by age, household income, home ownership status, gender, subarea of residence, overall satisfaction with the City’s performance, presence of children in the home, ethnicity, and interview language. Although there were some notable differences across subgroups (ethnicity and gender in particular), all but one subgroup had *at least* twice as many respondents perceive a positive trend in the quality of life in Fontana when compared to those who felt it has been declining.

FIGURE 4 QUALITY OF LIFE BY AGE & HOUSEHOLD INCOME



2. This question was not asked of residents who had lived in Fontana less than five years.

FIGURE 5 QUALITY OF LIFE BY HOME OWNERSHIP STATUS, GENDER & COMMUNITY DISTRICT ID/AREA

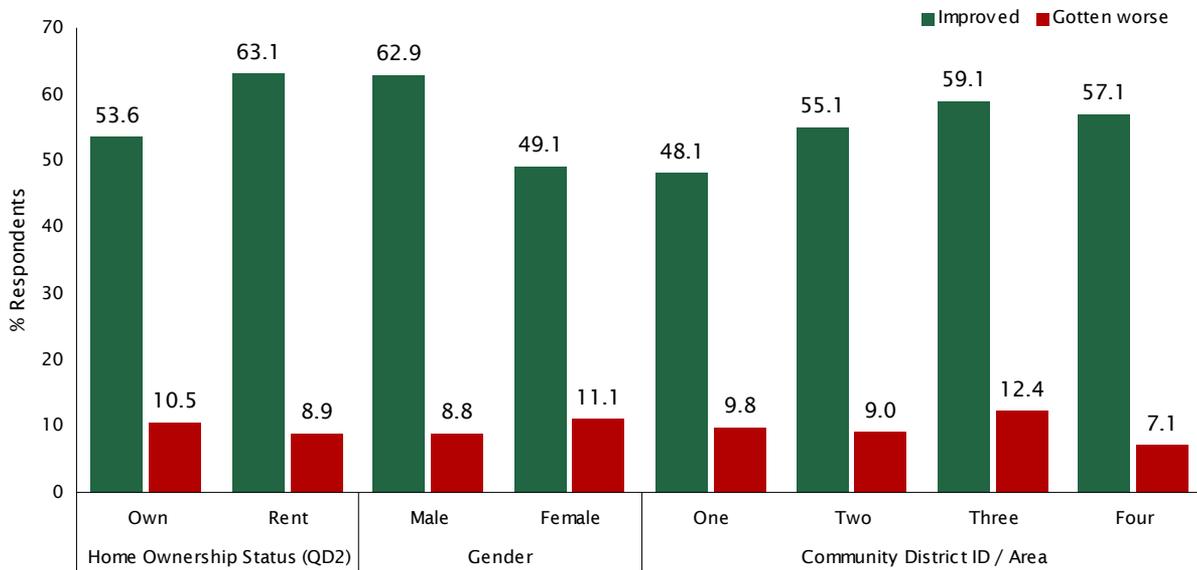
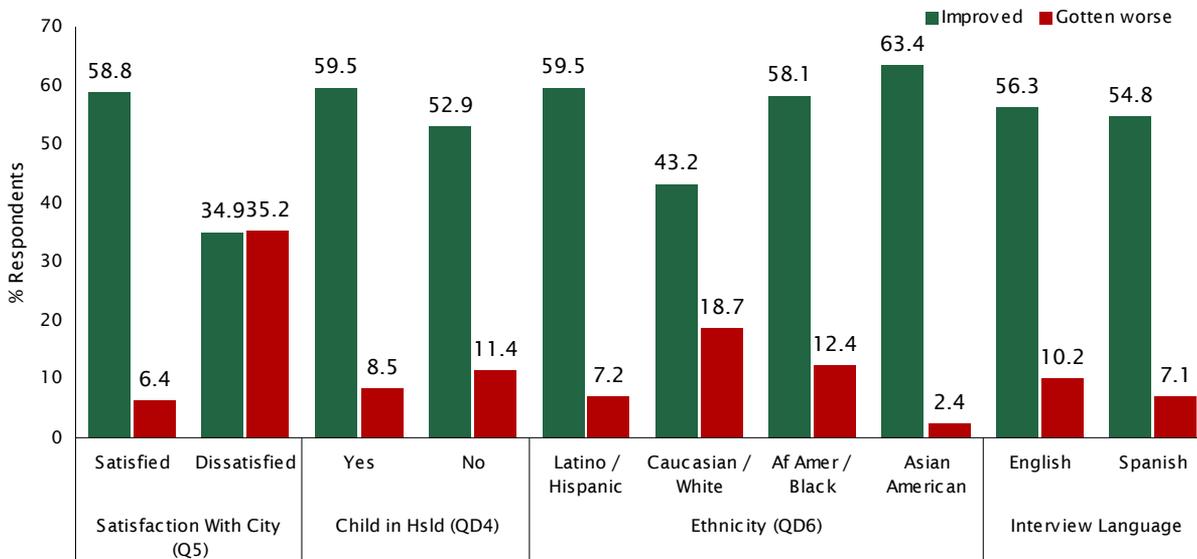


FIGURE 6 QUALITY OF LIFE BY SATISFACTION WITH CITY, CHILD IN HSLD, ETHNICITY & INTERVIEW LANGUAGE

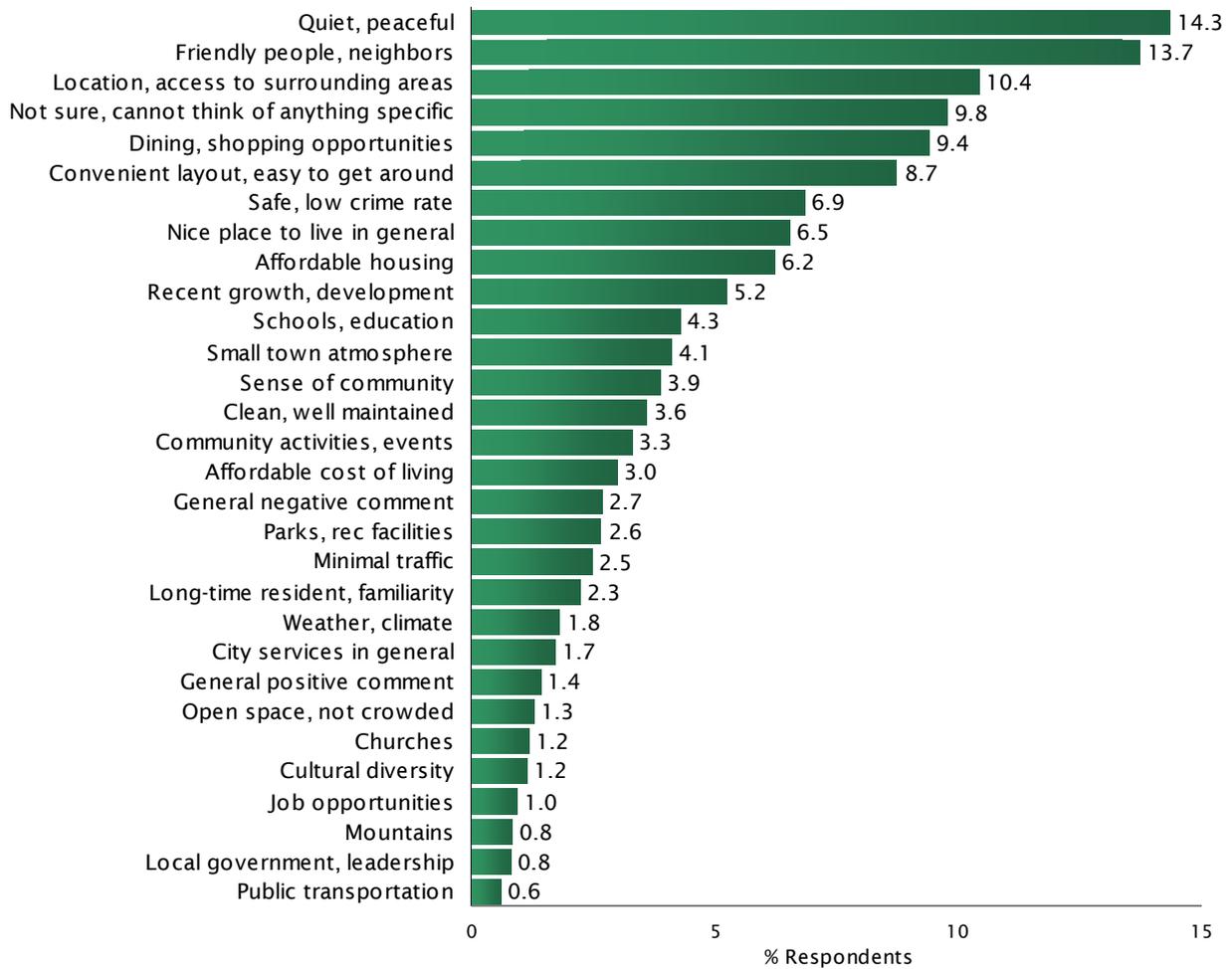


WHAT DO YOU LIKE MOST ABOUT LIVING IN FONTANA? The next question in this series asked residents to identify what they like most about living in the City of Fontana. Question 3 was posed in an open-ended manner, thereby allowing residents to mention any aspect or attribute that came to mind without being 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 7 on the next page.

Fontana residents were most apt to cite the quiet, peaceful atmosphere of the City (14%), friendly people/neighbors (14%), and location/proximity to surrounding areas (10%) as what they like most about living in the City of Fontana. Other specific attributes that were mentioned by at least 6% of respondents included the local dining/shopping opportunities (9%), convenient layout of the city (9%), safety/low crime rate (7%), and the affordability of housing (6%).

Question 3 *What do you like most about living in Fontana?*

FIGURE 7 LIKE MOST ABOUT LIVING IN FONTANA



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 they would *change* to make Fontana a better place to live. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 8 on the next page.

Overall, the most common responses to this question were that no changes are needed (15%) or that they could not think of any desired changes (14%), both of which are indicative of a respondent who does not perceive any pressing issues or problems in the city. Among specific changes that were desired, the most common were improving public safety (9%), attracting business and

jobs to Fontana (9%), improving local schools/quality of education (9%), improving local infrastructure, streets and roads (8%), improving the City’s appearance/cleanliness (6%), and making a stronger effort to protect the environment (6%). Table 2 presents the top five responses to Question 4 by subarea of residence. Although the rank order was somewhat different, it is noteworthy that the top five issues were the same in all subareas.

Question 4 *If you could change one thing to make Fontana a better place to live, what would it be?*

FIGURE 8 CHANGES TO IMPROVE FONTANA

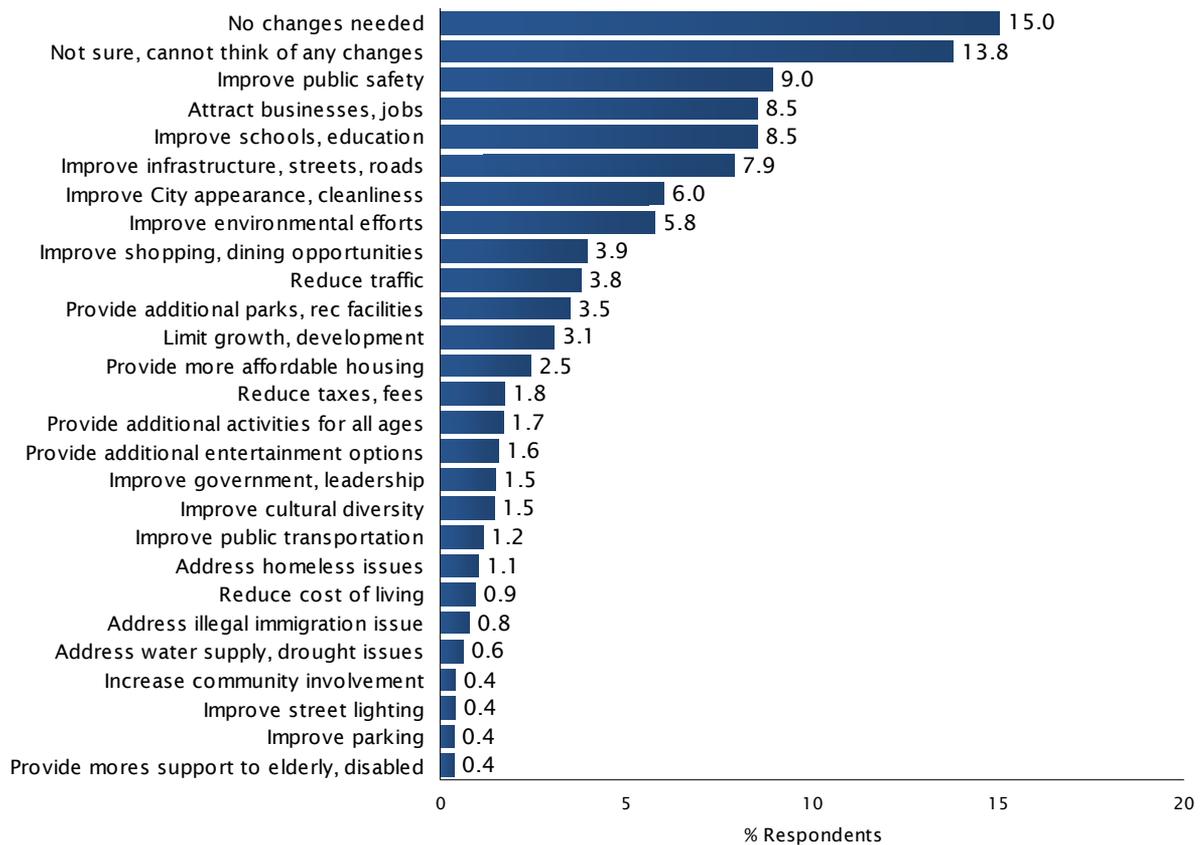


TABLE 2 TOP FIVE CHANGES TO IMPROVE FONTANA BY COMMUNITY DISTRICT ID/AREA

Community District ID / Area			
One	Two	Three	Four
No changes needed	Not sure, cannot think of any changes	No changes needed	No changes needed
Not sure, cannot think of any changes	No changes needed	Not sure, cannot think of any changes	Not sure, cannot think of any changes
Improve schools, education	Attract businesses jobs	Improve public safety	Attract businesses jobs
Improve public safety	Improve public safety	Attract business es jobs	Improve s schools, education
Attract businesses jobs	Improve schools, education	Improve schools, education	Improve public safety

CITY SERVICES

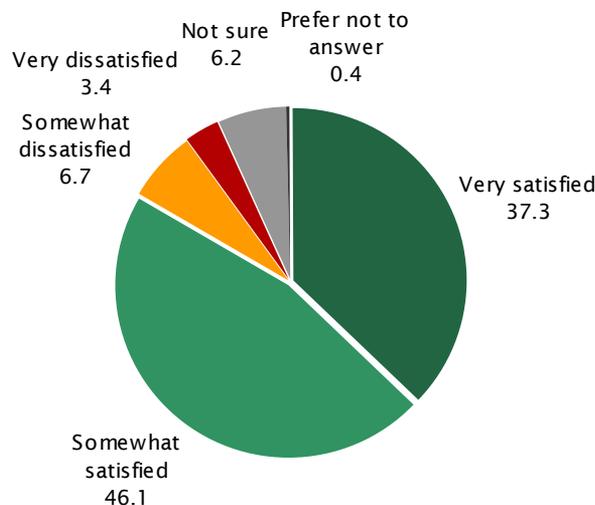
After measuring respondents' perceptions about the quality of life in Fontana, what they like most about the City, and what they would like to see changed, the survey next turned to assessing their opinions about the City's performance in providing various municipal services.

OVERALL SATISFACTION The first question in this series asked respondents to indicate if, overall, they were satisfied or dissatisfied with the job the City of Fontana is doing to provide city services. Because this question does not reference a specific program, facility, or service and requested that the respondent consider the City's performance in general, the findings of this question may be regarded as an *overall performance rating* for the City.

As shown in Figure 9, the vast majority (83%) of Fontana residents indicated they were either very (37%) or somewhat (46%) satisfied with the City's efforts to provide municipal services. Approximately 10% were very or somewhat dissatisfied, whereas 7% were unsure or unwilling to share their opinion.

Question 5 *Next, I would like to ask a series of questions about services provided by the City of Fontana. Generally speaking, are you satisfied or dissatisfied with the job the City of Fontana is doing to provide city services?*

FIGURE 9 OVERALL SATISFACTION WITH CITY SERVICES



The next three figures display how residents' opinions about the City's overall performance in providing municipal services varied by age, household income, home ownership status, gender, subarea of residence, presence of children in the home, ethnicity, and interview language. The most striking pattern in the figures is that the high levels of satisfaction exhibited by respondents as a whole (see Figure 9 above) were also found across *all* resident subgroups, ranging from a low of 77% to a high of 92%.

FIGURE 10 OVERALL SATISFACTION WITH CITY SERVICES BY AGE & HOUSEHOLD INCOME

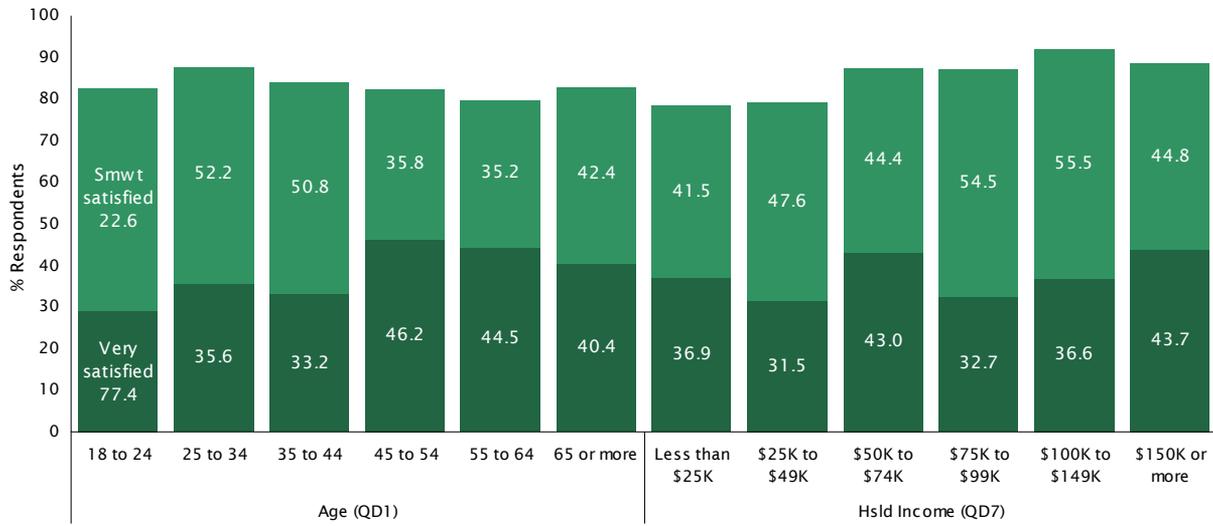


FIGURE 11 OVERALL SATISFACTION WITH CITY SERVICES BY HOME OWNERSHIP STATUS, GENDER & COMMUNITY DISTRICT ID/AREA

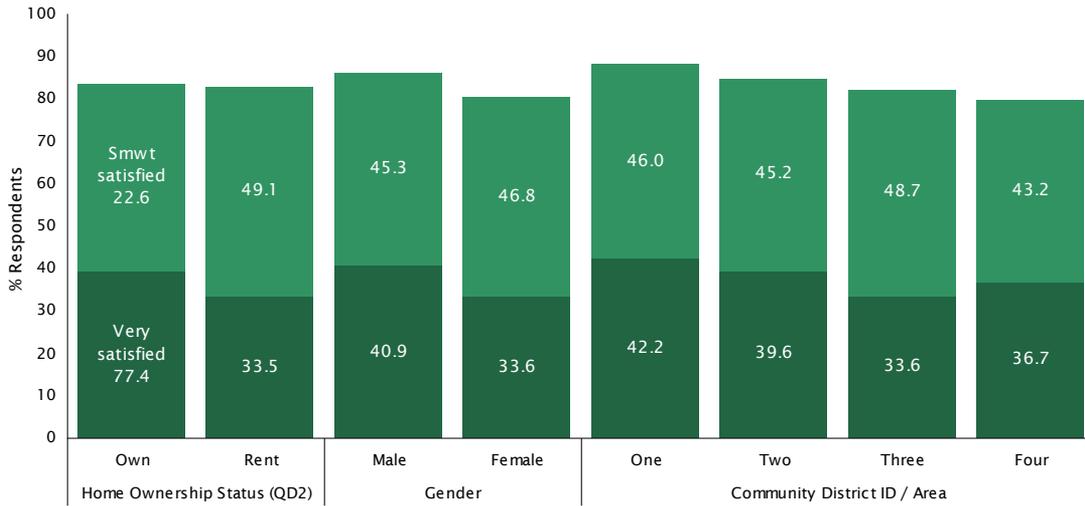
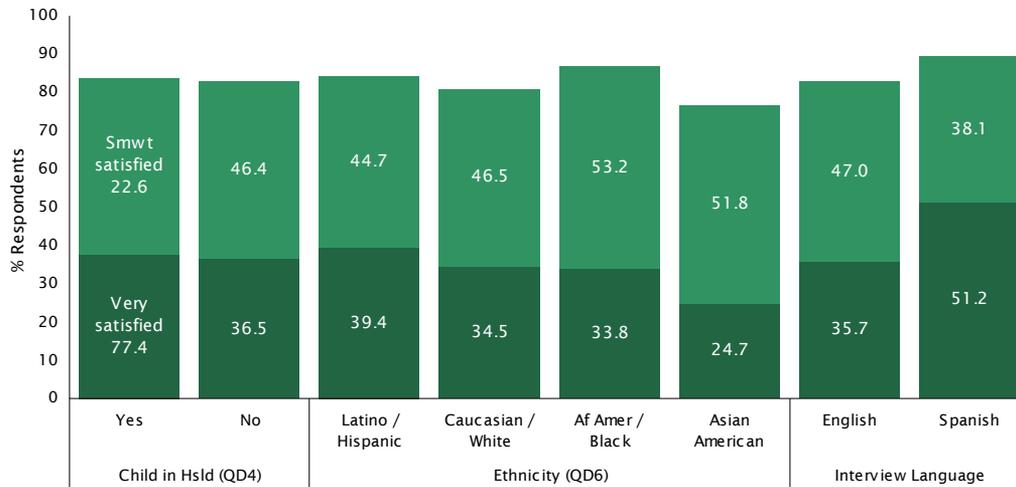


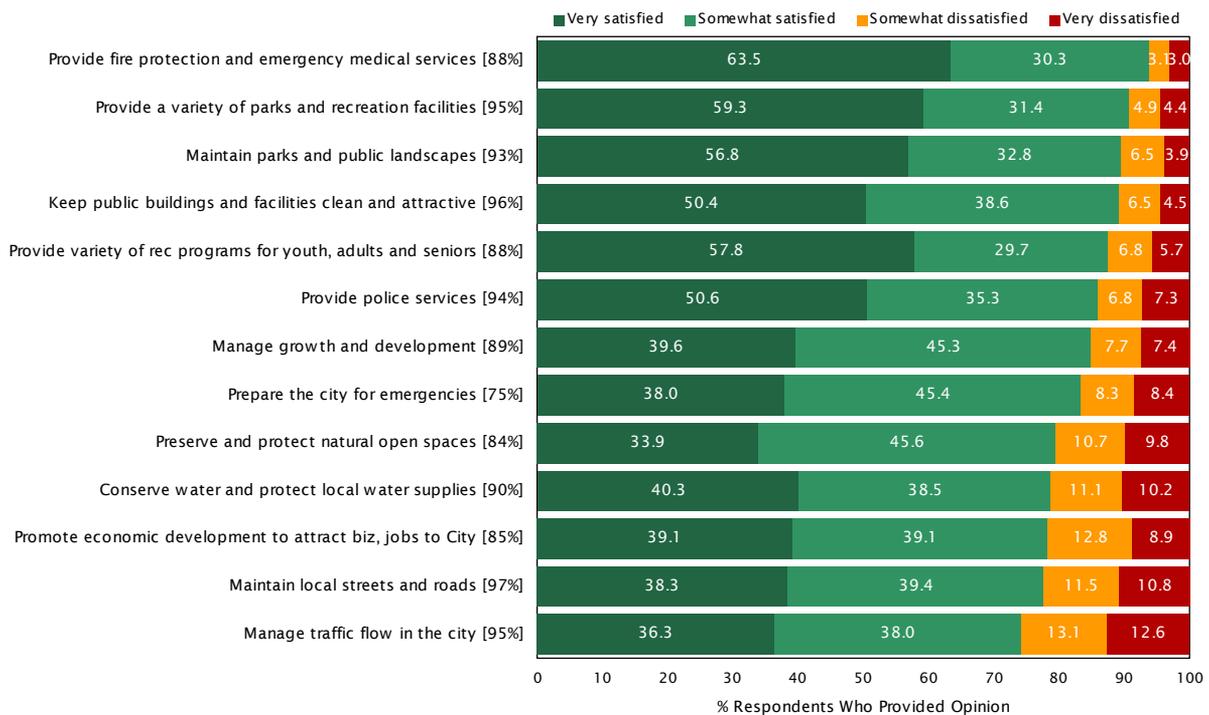
FIGURE 12 OVERALL SATISFACTION WITH CITY SERVICES BY CHILD IN HSLD, ETHNICITY & INTERVIEW LANGUAGE



SPECIFIC SERVICES Whereas Question 5 addressed the City’s *overall* performance, Question 6 asked respondents to rate their level of satisfaction with the City’s efforts to provide the 13 *specific* services shown in Figure 13 below.

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

FIGURE 13 SATISFACTION WITH SPECIFIC CITY SERVICES



For ease of comparison across services, only respondents who provided an opinion (either satisfied or dissatisfied) are included in Figure 13. Those who did not share an opinion were removed from this analysis, and the percentage who offered an opinion and were included in this analysis is shown in brackets to the right of each service label. Thus, for example, among the 99% of respondents who expressed an opinion about the City’s efforts to provide fire protection and emergency medical services, 64% were very satisfied and 30% were somewhat satisfied.

Overall, Fontana residents were most satisfied with the City’s efforts to provide fire protection and emergency medical services (94% very or somewhat satisfied), provide a variety of parks and recreation facilities (91%), maintain parks and public landscapes (90%), keep public buildings clean and attractive (89%), provide a variety of recreation programs for youth, adults and seniors (88%), and provide police services (86%).

At the other end of the spectrum, residents expressed somewhat lower satisfaction ratings for the City’s efforts to manage traffic flow in the city (74%), maintain local streets and roads (78%), and promote economic development to attract businesses and jobs to Fontana (78%). Even for these latter service areas, however, approximately three-in-four residents indicated they were satisfied with the City’s performance.

Table 3 displays the percentage of residents in each subarea of the city (among those with an opinion) that were satisfied with the City’s performance, by service area. Once again, the most striking pattern in the table is one of *consistency*, as the differences in satisfaction levels across subareas were small (less than 10%) for all but one service area (maintaining parks and public landscapes).

TABLE 3 SATISFACTION WITH SPECIFIC CITY SERVICES BY COMMUNITY DISTRICT ID/AREA (SHOWING % SATISFIED)

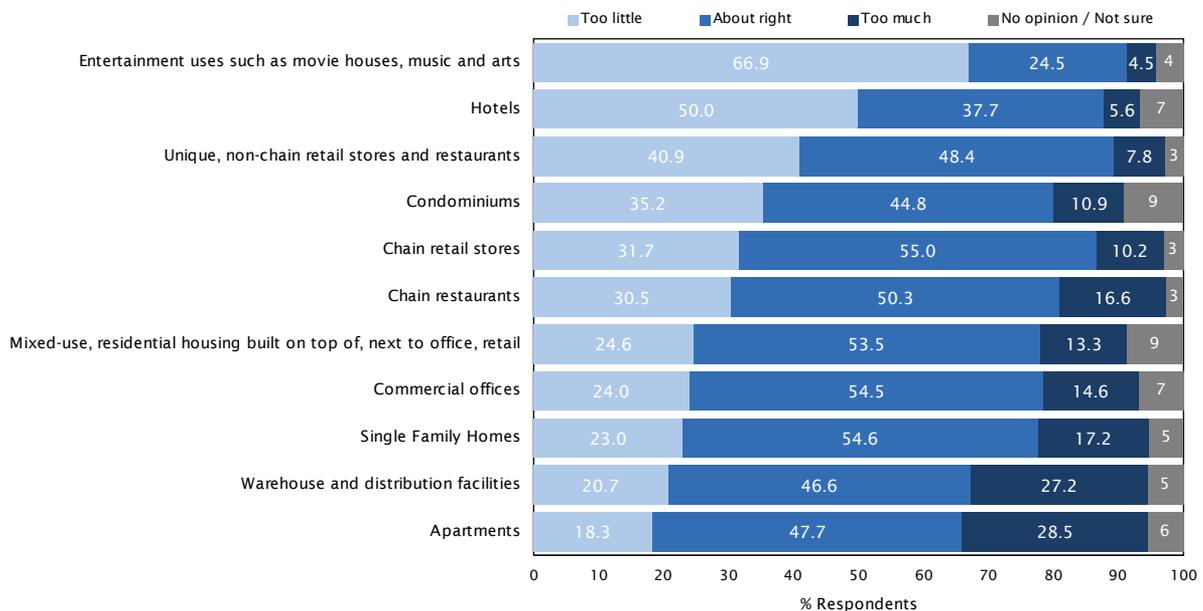
	Community District ID / Area			
	One	Two	Three	Four
Provide fire protection and emergency medical services	84.1	85.0	80.6	80.4
Provide a variety of parks and recreation facilities	87.7	86.8	86.6	82.9
Maintain parks and public landscapes	90.9	83.7	80.0	85.4
Keep public buildings and facilities clean and attractive	82.6	87.3	83.2	86.2
Provide a variety of recreation programs for youth, adults and seniors	78.3	76.8	79.8	72.5
Provide police services	87.7	78.7	81.1	80.0
Manage growth and development	76.0	78.1	71.8	77.6
Prepare the city for emergencies	67.1	62.0	62.0	59.8
Preserve and protect natural open spaces	68.5	66.5	68.0	64.7
Conserve water and protect local water supplies	69.2	70.8	72.6	70.4
Promote economic development to attract businesses, jobs to the city	69.7	67.1	62.7	71.0
Maintain local streets and roads	79.7	77.2	72.8	72.3
Manage traffic flow in the city	70.5	76.1	67.2	68.4

LAND USE, DEVELOPMENT & REDEVELOPMENT

The General Plan will help shape the nature of Fontana’s future development and redevelopment—including the size, type, character and location of new developments and redevelopment projects—as well as the pace at which these changes occur. Recognizing that opinions about development often hinge on the *type* of use being considered, Question 7 sought to profile Fontana residents’ opinions about a variety of different development types. For each of the development types shown on the left of Figure 14, respondents were simply asked whether they feel there is currently too much, about the right amount, or too little in Fontana.

Question 7 *Now I'd like to ask you a few questions about planning and policy issues. 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 Fontana.*

FIGURE 14 OPINION OF DEVELOPMENT IN FONTANA



As expected, residents expressed quite different opinions depending on the type of development. Two-thirds (67%) of residents indicated that there is currently too little entertainment uses such as music houses, music and arts, compared with 25% who said it was about right, and 5% who said there was too much. Many also viewed a deficiency in the amount of hotels (50%), unique, non-chain retail stores and restaurants (40%), condominiums (35%), chain retail stories (32%), and chain restaurants (31%), although for all but the first of these development types the predominant opinion was that the current amount is about right. Similarly, although approximately one-quarter of Fontana residents felt there is currently not enough mixed-use (25%), commercial offices (24%), and single family homes (23%) in Fontana, a majority of residents perceived that the amount of these development types in the City is about right currently.

Although nearly half of residents felt there was currently about the right amount of the remaining development types tested (or did not express an opinion either way), among those who felt the balance was not right the tendency was to perceive *too much* of this type of development already in Fontana as opposed to *too little*. This was the case for apartments (18% too little vs. 29% too much) and warehouse and distribution facilities (21% too little vs. 27% too much).

REVITALIZING DOWNTOWN FONTANA Whereas Question 7 measured residents' opinions about different *types* of development, the purpose of Question 8 was to gauge their opinions about redeveloping and revitalizing a particular area in Fontana (downtown). The nature of Question 8 was straightforward: for each statement shown in truncated form on the left of Figure 15, respondents were simply asked to identify the extent to which they personally agreed or disagreed with the statement.

The results of Question 8 make it clear that residents strongly support redeveloping downtown Fontana, and they recognize the many benefits a revitalized downtown can bring with respect to attracting businesses and jobs, as well as improving the City's tax base. At least eight-in-ten Fontana residents agreed with each statement tested, with agreement being strongest for the statement *I support redeveloping and revitalizing downtown Fontana* (89%), followed by *A revitalized downtown will help attract businesses and jobs to the city* (88%), *Redeveloping downtown Fontana will improve the local economy and generate more revenue for city services* (87%), and *Redeveloping downtown Fontana will help improve the quality of life in the city* (84%). Moreover, support for redeveloping and revitalizing downtown Fontana was strong throughout the city, with at least three-in-four respondents in all subareas agreeing with each statement tested (see Table 4).

Question 8 *Next, I'm going to read you a series of statements about downtown Fontana. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you have no opinion?*

FIGURE 15 AGREEMENT WITH STATEMENTS ABOUT DOWNTOWN FONTANA

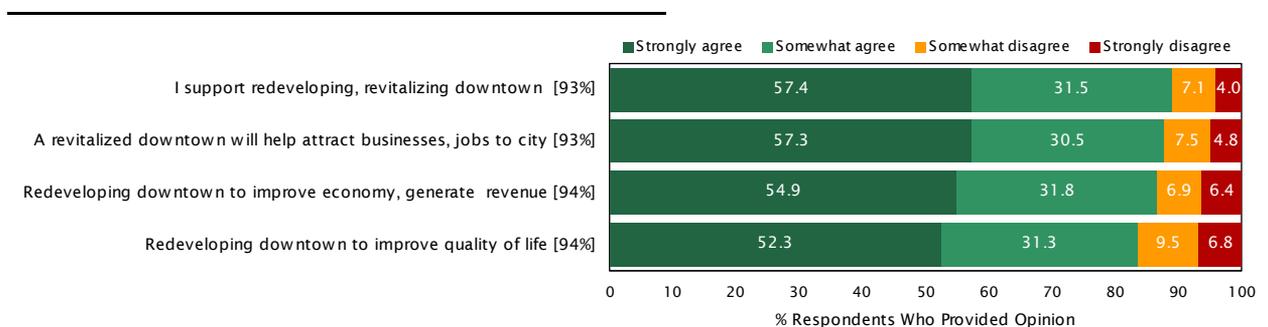


TABLE 4 AGREEMENT WITH STATEMENTS ABOUT DOWNTOWN FONTANA BY COMMUNITY DISTRICT ID/AREA (SHOWING % AGREE)

	Community District ID / Area			
	One	Two	Three	Four
I support redeveloping, revitalizing downtown	86.5	82.4	78.9	86.2
A revitalized downtown will help attract businesses, jobs to city	83.2	83.0	82.0	78.6
Redeveloping downtown to improve economy, generate revenue	87.7	82.9	78.7	82.2
Redeveloping downtown to improve quality of life	84.9	81.0	76.0	75.5

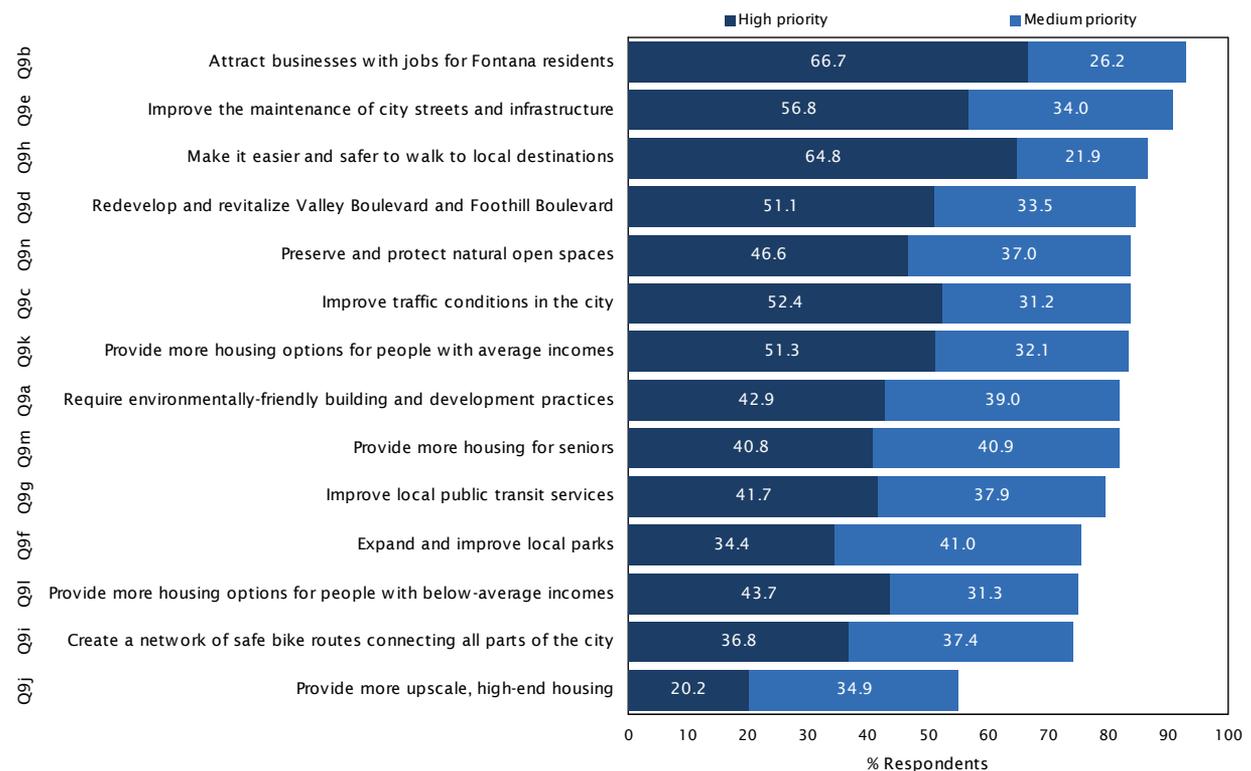
PRIORITIES

It is often the case that residents’ desires for public facilities and programs exceed a city’s financial resources. In such cases, a city must prioritize projects and programs with consideration of a variety of factors, including the preferences and needs of residents.

Question 9 was designed to provide the City of Fontana with a reliable measure of how residents as a whole prioritize a variety of projects, programs, and improvements to which the City could allocate resources during the next 10 years. For each item shown in Figure 15, respondents were asked whether the item should be a high, medium, or low priority for the City of Fontana’s future—or if the City should not make the item a priority. In order to encourage residents to prioritize, they were reminded that not all of the items can be high priorities.

Question 9 *As I read each of the following items, I'd like you to indicate whether you think it should be a high priority, a medium priority, or a low priority for Fontana's future. If you feel the item should not be a priority, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 16 FUTURE PRIORITIES



The items are sorted in Figure 16 according to the percentage of respondents who indicated that an item was a *high* or *medium* priority for the City. Overall, the themes of economic development, redevelopment, and infrastructure improvements rose to the top of the list. Specifically, attracting businesses with jobs for Fontana residents was assigned the highest priority (93% citing it as at least a medium priority), followed by improving the maintenance of city streets and

infrastructure (91%), making it easier and safer to walk to local destinations (87%), and redeveloping and revitalizing Valley Boulevard and Foothill Boulevard (85%).

At the other end of the spectrum, residents viewed providing more upscale, high-end housing (55%), creating a network of safe bike routes connecting all parts of the city (74%), providing more housing options for people with below-average incomes (75%), and expanding and improving local parks (75%) to be less of a priority.

Table 5 shows how the percentage who rated each item as a high or medium priority varied according to subarea of residence, length of residence, and overall satisfaction with the City’s performance in providing municipal services.

TABLE 5 FUTURE PRIORITIES BY COMMUNITY DISTRICT ID/AREA, YEARS IN FONTANA & SATISFACTION WITH CITY (SHOWING % HIGH PRIORITY)

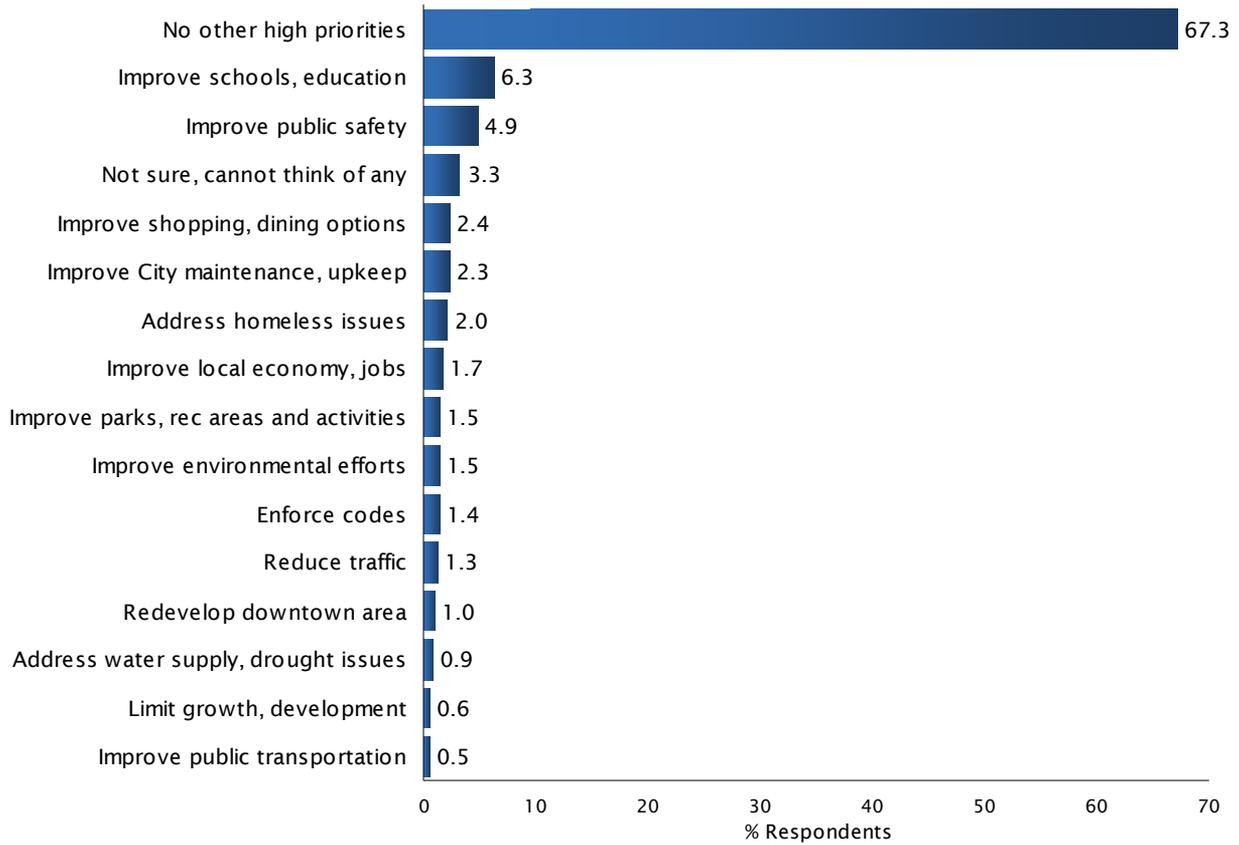
	Community Distric ID / Area				Years in Fontana				Satisfaction With City	
	One	Two	Three	Four	Less than 5	5 to 9	10 to 14	15 or more	Ssatisfied	Dissatisfied
Attract businesses with jobs for Fontana residents	68.6	66.9	66.5	66.5	66.4	66.4	63.9	65.3	67.9	63.8
Make it easier and safer to walk to local destinations	64.7	61.4	65.8	65.8	71.0	71.0	57.4	67.1	63.7	74.4
Improve the maintenance of city streets and infrastructure	53.7	55.2	59.5	59.5	57.1	57.1	52.4	59.4	56.5	63.0
Improve traffic conditions in the city	50.4	42.3	58.0	58.0	51.9	51.9	47.1	54.4	52.5	58.5
Provide more housing options for people with average incomes	48.8	41.9	63.3	63.3	54.2	54.2	54.2	50.7	50.7	48.0
Redevelop and revitalize Valley Boulevard and Foothill Boulevard	53.9	46.6	53.3	53.3	42.6	42.6	58.5	52.8	51.1	55.1
Preserve and protect natural open spaces	45.5	43.7	47.0	47.0	37.5	37.5	44.2	50.6	47.6	41.0
Provide more housing options for people with below-average incomes	42.9	38.7	50.7	50.7	41.9	41.9	41.8	45.9	42.7	43.5
Require environmentally-friendly building and development practices	39.9	40.2	40.7	40.7	39.6	39.6	42.3	46.8	43.0	34.2
Improve local public transit services	42.3	35.3	45.4	45.4	45.4	45.4	42.7	39.6	42.2	40.6
Provide more housing for seniors	40.4	37.6	43.2	43.2	41.4	41.4	39.1	42.5	41.0	40.7
Create a network of safe bike routes connecting all parts of the city	40.4	32.4	41.7	41.7	36.2	36.2	30.8	39.7	37.0	37.3
Expand and improve local parks	37.0	32.2	34.4	34.4	33.7	33.7	32.2	34.4	34.3	40.9
Provide more upscale, high-end housing	27.4	17.2	18.0	18.0	23.4	23.4	17.2	20.5	20.0	21.2

Recognizing that the list of programs, projects and policies in Question 9 was not exhaustive, respondents were provided an opportunity in Question 10 to suggest a goal not addressed in Question 9 that should be a *high* priority for the City’s future. 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 17 on the next page.

Most respondents (71%) indicated that they could not think of a high priority program, project or issue not already mentioned in Question 9, or stated flatly that there were none. Among the specific items that were mentioned, improving schools/quality of education was the most frequently mentioned (6%), followed by improving public safety (5%), improving local shopping and dining opportunities (2%), improving the maintenance/upkeep of the city (2%), and addressing the homeless issue (2%). No other single issue was mentioned as a high priority goal for Fontana by at least 2% of residents surveyed.

Question 10 *Is there a goal that I didn't mention that you think should be a high priority for the City's future? If yes, ask: Please briefly describe it to me.*

FIGURE 17 OTHER HIGH PRIORITIES FOR CITY



CITY-RESIDENT COMMUNICATION

The final substantive question of the survey focused on city-resident communication. Specifically, respondents were asked to identify the *best* way for the City of Fontana to communicate with them, as well as the second-best way. Respondents were free to mention any method of communication, and interviewers subsequently grouped their responses into the pre-coded categories shown in Figure 18.

Overall, direct mail newsletters and notices was a preferred method for nearly half (49%) of respondents, followed by email (30%), social media (22%), and phone calls/robocalls (22%). At least 10% of respondents mentioned community television (KFON) (13%), the city’s website (11%), advertisements in local newspapers (11%), text messaging (10%), and radio announcements/advertisements (10%) as being among their top two preferred ways for the City of Fontana to communicate with them. Tables 6 and 7 display how communication preferences varied across subgroups of Fontana residents.

Question 11 *What would you say is the best way for the City of Fontana to communicate with you? What is the second-best way for the City to communicate with you?*

FIGURE 18 PREFERRED METHODS OF CITY-RESIDENT COMMUNICATION

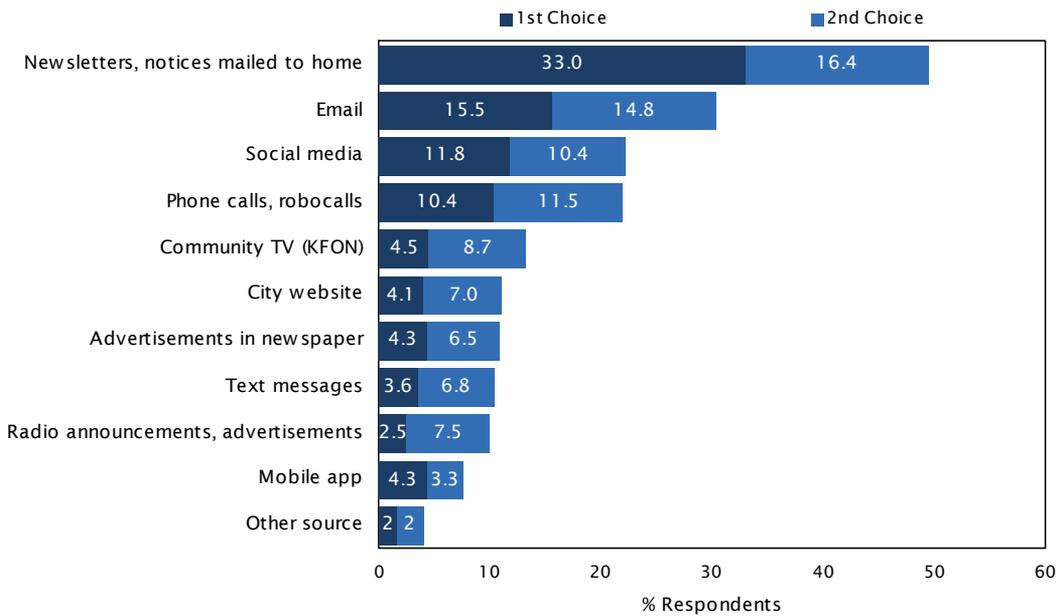


TABLE 6 PREFERRED METHODS OF CITY-RESIDENT COMMUNICATION BY AGE & ETHNICITY

	Age (QD1)						Ethnicity (QD6)			
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or more	Latino/Hispanic	Caucasian/White	African American/Black	Asian American
Newsletters, notices mailed to home	34.0	50.1	45.7	52.2	71.8	64.6	49.0	57.6	41.1	47.0
Email	34.2	25.9	34.1	28.3	27.6	21.0	28.7	32.4	37.6	33.1
Social media	31.7	24.0	27.4	16.4	10.7	11.4	23.6	18.9	15.6	23.5
Phone calls, robo-calls	22.1	24.4	17.6	24.9	22.0	17.4	22.4	16.2	33.3	8.4
Community TV (KFON)	14.5	8.4	10.7	14.2	19.4	19.8	12.6	14.0	15.4	9.4
City website	9.8	10.1	12.7	12.5	9.0	12.1	11.0	15.0	5.7	17.2
Advertisements in newspaper	11.9	10.1	11.1	8.7	10.1	17.4	10.7	10.6	11.4	12.5
Text messages	15.4	7.1	13.3	11.3	5.3	3.4	11.5	6.9	9.9	6.4
Radio announcements, advertisements	8.9	10.7	9.2	9.2	11.7	11.9	10.2	7.7	9.6	14.0
Mobile app	8.6	12.5	7.0	5.7	3.1	5.5	7.4	6.5	9.3	13.0
Other source	3.2	2.7	2.5	8.4	5.0	4.1	3.3	4.9	4.9	9.2

TABLE 7 PREFERRED METHODS OF CITY-RESIDENT COMMUNICATION BY COMMUNITY DISTRICT ID/AREA, INTERVIEW LANGUAGE, CHILD IN HOUSEHOLD & OVERALL SATISFACTION

	Community District ID / Area				Interview Language		Child in Hsld (QD4)		Overall Satisfaction (Q5)	
	One	Two	Three	Four	English	Spanish	Yes	No	Satisfied	Dissatisfied
Newsletters, notices mailed to home	52.4	51.1	45.7	51.0	50.0	44.7	46.8	52.6	49.5	52.2
Email	32.5	33.1	23.3	36.0	30.9	25.2	29.7	30.5	31.6	23.2
Social media	22.9	24.0	19.2	23.8	24.0	6.8	21.9	23.0	23.8	15.1
Phone calls, robo-calls	15.7	22.3	24.1	20.9	22.1	20.5	20.5	23.8	21.6	18.6
Community TV (KFON)	17.8	10.6	15.4	11.3	12.0	23.0	12.0	14.6	12.7	13.3
City website	10.9	12.0	11.5	9.2	11.3	9.2	12.2	9.7	11.2	12.3
Advertisements in newspaper	14.0	9.8	12.4	8.3	10.4	14.5	10.0	11.9	11.1	13.2
Text messages	10.5	7.3	14.1	9.3	10.3	10.5	13.5	7.3	9.5	10.7
Radio announcements, advertisements	5.3	9.4	10.8	12.4	9.7	13.0	11.2	8.8	9.9	7.8
Mobile app	11.1	7.7	7.7	5.2	7.6	7.2	9.8	5.0	7.7	8.4
Other source	3.7	4.2	4.2	3.8	4.5	0.0	4.8	3.0	3.4	9.2



BACKGROUND & DEMOGRAPHICS

TABLE 8 DEMOGRAPHICS OF SAMPLE

Total Respondents	800
Age (QD1)	
18 to 24	18.0
25 to 34	21.4
35 to 44	22.0
45 to 54	18.3
55 to 64	10.6
65 or more	7.5
Refused	2.1
Home Ownership Status (QD2)	
Own	64.1
Rent	35.0
Refused	0.9
Home Type (QD3)	
Single family	78.3
Townhome / Condo	6.3
Apartment	7.6
Refused	7.7
Child in Hsld (QD4)	
Yes	50.1
No	48.9
Refused	1.0
Employment Status (QD5)	
Full-time	54.8
Part-time	10.4
Student	5.5
Home- maker	5.9
Retired	11.0
Between jobs	5.5
Refused	7.0
Ethnicity (QD6)	
Latino / Hispanic	66.9
Caucasian / White	15.2
Af Amer / Black	11.1
Asian American	4.8
Refused	2.0
Hsld Income (QD7)	
Less than \$25K	15.8
\$25K to \$49K	23.8
\$50K to \$74K	19.0
\$75K to \$99K	12.8
\$100K to \$149K	8.3
\$150K or more	7.0
Refused	13.2
Gender	
Male	50.5
Female	49.5
Interview Language	
English	89.8
Spanish	10.2
Years in Fontana (QSC5)	
Less than 5	17.4
5 to 9	21.7
10 to 14	18.3
15 or more	42.5
Refused	0.2
Community District ID / Area	
One	11.2
Two	35.3
Three	33.5
Four	20.1

Table 8 presents the key demographic and background information collected during the survey. Because of the probability-based sampling methodology used in this study (see *Sample* on page 23), the results shown in the table are representative of adult residents in the City of Fontana. 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 Fontana and Stantec 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.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they occur. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in Fontana prior to formally beginning the survey. Once finalized, the survey was professionally translated into Spanish to give respondents the option of participating in English or Spanish.

SAMPLE Households within the City of Fontana were chosen for this study using random digit dial (RDD) landline and geo-targeted cell phone sampling techniques. An RDD sample is drawn by first selecting all of the active phone exchanges (first three digits in a seven digit phone number) and working blocks that service the area. After estimating the number of listed households within each phone exchange that are located within the area, a sample of randomly selected phone numbers is generated with the number of phone numbers per exchange being proportional to the estimated number of households within each exchange in the area. Collectively, the sampling method ensures that both listed, unlisted, and cell-phone only households are included in the sample. It also ensures that new residents and new developments have an opportunity to participate in the study, which is not true if the sample were based on a telephone directory.

Although the RDD method is widely used for community surveys, the method also has several known limitations that must be addressed for to ensure representative data. Research has shown, for example, that individuals with certain demographic profiles (e.g., older women) are more likely to be at home and are more likely to answer the phone even when other members of the household are available. If this tendency is not adjusted for, the RDD sampling method will produce a survey that is biased in favor of women—particularly older women. To adjust for this behavioral tendency, the survey included a screening question which initially asked to speak to the youngest male available in the home. If a male was not available, then the interviewer was instructed to speak to the youngest female currently available. This protocol was followed—to the extent needed—to ensure a representative sample. In addition to following this protocol, sample demographics such as age and ethnicity were monitored as the interviewing proceeded to make sure they were within certain tolerances.

Additionally, because the City of Fontana shares phone exchanges with neighboring communities, potential respondents were asked the ZIP code of their residence (Question SC1). Depend-

ing on the ZIP code given, potential respondents were then asked a series of follow-up questions (SC2 through SC5) to determine if their residence was located in the City of Fontana and, if so, in which of the four Community District IDs/Areas they resided.

STATISTICAL MARGIN OF ERROR By using a probability-based sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of adult residents in the City of Fontana. The results of the survey can thus be used to estimate the opinions of *all* adult residents in the City. Because not all adult residents 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 800 respondents for a particular question and what would have been found if all of the estimated 135,411 adult residents³ had been interviewed.

For example, in estimating the percentage of adult residents who feel there is *too little* development dedicated to entertainment uses such as movies houses, music, and arts (Question 7g), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below:

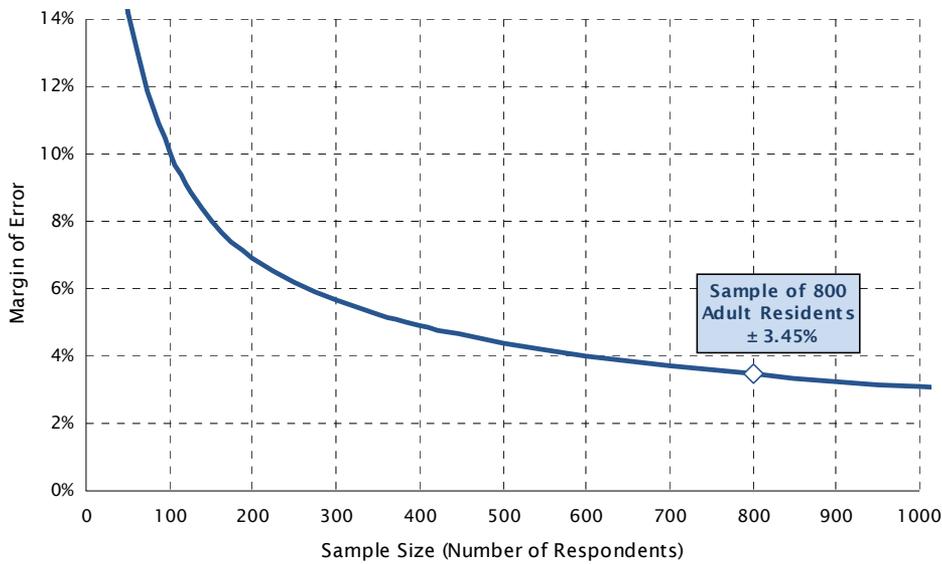
$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where \hat{p} is the proportion of respondents who said they feel there is *too little* development dedicated to entertainment uses (0.67 for 67% in this example), N is the population size of all adult residents (135,411), n is the sample size that received the question (800), and t is the upper $\alpha/2$ point for the t-distribution with $n - 1$ degrees of freedom (1.96 for a 95% confidence interval). Solving this equation using these values reveals a margin of error of $\pm 3.25\%$. This means that with 67% of survey respondents indicating they feel there is too little development in Fontana dedicated to entertainment uses, we can be 95% confident that the actual percentage of all adult residents in the City who hold this opinion is between 64% and 70%.

Figure 19 on the next page 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 (i.e., $\hat{p} = 0.5$). For this survey, the maximum margin of error is $\pm 3.45\%$ for questions answered by all 800 respondents.

Within this report, figures and tables show how responses to certain questions varied by subgroups such as years living in Fontana, area of the City, age of the respondent, and home ownership status. Figure 19 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

3. Source: 2009-2013 American Community Survey.

FIGURE 19 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING

DATA COLLECTION The method of data collection for this study was telephone interviewing. Interviews were conducted in English and Spanish during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between September 9 and September 21, 2015. The interviews averaged 19 minutes in length.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-ended responses, and preparing frequency analyses and crosstabulations. The final data were weighted to balance the sample by age and ethnicity within the four Community District IDs/Areas, according to Census estimates of the adult population.

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 Fontana
General Plan Survey
Final Toplines
September 2015

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about issues in Fontana (Fawn-TAN-uh) and we would like to get your opinions.

If needed: This is a survey about important issues in your community, I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 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 survey, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

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 adult male currently at home, 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: It's important that the sample of people for the survey is representative of the 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.

SC1	To begin, what is the ZIP code at your residence? <i>Read ZIP code back to them to confirm correct.</i>			
	1	92316	2%	Skip to SC4
	2	92335	38%	Ask SC2
	3	92336	41%	Skip to SC3
	4	92337	19%	Area = 4, Skip to SC5
	99	Other ZIP code	0%	Terminate
SC2	Do you live north or south of Foothill Boulevard?			
	1	North	15%	Ask SC3
	2	South	85%	Area = 3, Skip to SC5
	99	Not sure / Prefer not to answer	0%	Terminate
SC3	Do you live north or south of the 210 (two-ten) Freeway?			
	1	North	24%	Area = 1, Skip to SC5
	2	South	76%	Area = 2, Skip to SC5
	99	Not sure / Prefer not to answer	0%	Terminate

SC4	Do you live north or south of the 10 (ten) Freeway?			
	1	North	61%	Area = 3, Ask SC5
	2	South	39%	Area = 4, Ask SC5
	99	Not sure / Prefer not to answer	0%	Terminate
SC5	How long have you lived in the City of Fontana?			
	1	Less than 1 year	2%	Continue
	2	1 to 4 years	15%	Continue
	3	5 to 9 years	22%	Continue
	4	10 to 14 years	18%	Continue
	5	15 years or longer	43%	Continue
	6	Prefer not to answer	0%	Terminate
	99	Do not live in City of Fontana	0%	Terminate

Section 3: Quality of Life

Next, I'd like to ask you a few questions about what it is like to live in the City of Fontana.

Q1 How would you rate: ____? Would you say it is excellent, good, fair, poor or very poor?

		Excellent	Good	Fair	Poor	Very Poor	No Opinion	Prefer not to answer
	<i>Randomize A-D, always ask E last</i>							
A	The City of Fontana as a place to live	19%	54%	22%	3%	2%	0%	0%
B	The City of Fontana as a place to raise a family	19%	49%	22%	6%	2%	2%	0%
C	The City of Fontana as a place to retire	14%	39%	29%	10%	4%	3%	0%
D	The City of Fontana as a place to work	12%	37%	27%	9%	2%	11%	1%
E	The overall quality of life in Fontana	13%	56%	25%	3%	2%	1%	0%

Ask Q2 if SC5 = (3,4,5). Otherwise skip to Q3.

Q2 Over the past five years, would you say that the quality of life in Fontana has improved, stayed about the same, or gotten worse?

	1	Improved	56%
	2	Stayed about the same	33%
	3	Gotten worse	10%
	98	Not sure	1%
	99	Prefer not to answer	0%

Q3	What do you like most about living in Fontana? Verbatim responses recorded and later grouped into categories shown below.	
	Quiet, peaceful	14%
	Friendly people, neighbors	14%
	Location, access to surrounding areas	10%
	Not sure, cannot think of anything specific	10%
	Convenient layout, easy to get around	9%
	Dining, shopping opportunities	9%
	Safe, low crime rate	7%
	Nice place to live in general	7%
	Affordable housing	6%
	Recent growth, development	5%
	Clean, well maintained	4%
	Schools, education	4%
	Sense of community	4%
	Small town atmosphere	4%
	Minimal traffic	3%
	Parks, rec facilities	3%
	Community activities, events	3%
	Affordable cost of living	3%
	General negative comment	3%
	Weather, climate	2%
	City services in general	2%
	Long-time resident, familiarity	2%
	Mountains	1%
	Local government, leadership	1%
	Open space, not crowded	1%
	Job opportunities	1%
	Public transportation	1%
	Churches	1%
	Cultural diversity	1%
	General positive comment	1%

Q4	If you could change one thing to make Fontana a better place to live, what would it be? Verbatim responses recorded and later grouped into categories shown below.	
	No changes needed	15%
	Not sure, cannot think of any changes	14%
	Attract businesses, jobs	9%
	Improve public safety	9%
	Improve schools, education	9%
	Improve infrastructure, streets, roads	8%
	Improve environmental efforts	6%
	Improve City appearance, cleanliness	6%
	Improve shopping, dining opportunities	4%
	Reduce traffic	4%
	Provide additional parks, rec facilities	4%
	Limit growth, development	3%
	Provide additional activities for all ages	2%
	Provide more affordable housing	2%
	Reduce taxes, fees	2%
	Provide additional entertainment options	2%
	Improve government, leadership	1%
	Improve cultural diversity	1%
	Reduce cost of living	1%
	Address homeless issues	1%
	Improve public transportation	1%
	Address illegal immigration issue	1%
	Address water supply, drought issues	1%

Section 4: City Services								
Next, I would like to ask a series of questions about services provided by the City of Fontana.								
Q5	Generally speaking, are you satisfied or dissatisfied with the job the City of Fontana is doing to provide city services? <i>Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>							
	1	Very satisfied						37%
	2	Somewhat satisfied						46%
	3	Somewhat dissatisfied						7%
	4	Very dissatisfied						3%
	98	Not sure						6%
	99	Prefer not to answer						0%
Q6	For the following list of services, I'd like you to tell me how satisfied you are with the job the city is doing to provide the service. Are you satisfied or dissatisfied with the city's efforts to: _____, or do you not have an opinion? <i>Get answer. If 'satisfied' or 'dissatisfied', then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?</i>							
		<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	No Opinion	Prefer not to answer
A	Provide police services		48%	33%	6%	7%	6%	0%
B	Provide fire protection and emergency medical services		56%	27%	3%	3%	12%	0%
C	Prepare the city for emergencies		28%	34%	6%	6%	24%	1%
D	Maintain local streets and roads		37%	38%	11%	10%	3%	0%
E	Manage traffic flow in the city		35%	36%	12%	12%	4%	0%
F	Manage growth and development		35%	40%	7%	7%	10%	1%
G	Provide a variety of parks and recreation facilities		56%	30%	5%	4%	5%	0%
H	Maintain parks and public landscapes		53%	31%	6%	4%	6%	1%
I	Keep public buildings and facilities clean and attractive		48%	37%	6%	4%	4%	0%
J	Provide a variety of recreation programs for youth, adults and seniors		51%	26%	6%	5%	12%	0%
K	Promote economic development to attract businesses and jobs to the city		33%	33%	11%	8%	14%	0%
L	Preserve and protect natural open spaces		29%	38%	9%	8%	15%	1%
M	Conserve water and protect local water supplies		36%	35%	10%	9%	9%	0%

Section 5: Land Use, Development & Redevelopment							
Now I'd like to ask you a few questions about planning and policy issues.							
Q7	As I read the following list of development types, please tell me whether you feel there is <u>currently</u> too much, about the right amount, or too little of this type of development in Fontana.						
	<i>Randomize</i>	Too Much	About Right	Too Little	No Opinion/ Not Sure	Prefer not to answer	
A	Chain retail stores	10%	55%	32%	3%	0%	
B	Chain restaurants	17%	50%	30%	2%	0%	
C	Single Family Homes	17%	55%	23%	5%	0%	
D	Condominiums	11%	45%	35%	9%	0%	
E	Apartments	28%	48%	18%	5%	0%	
F	Commercial offices	15%	54%	24%	6%	0%	
G	Entertainment uses such as movie houses, music and arts	4%	24%	67%	4%	0%	
H	Hotels	6%	38%	50%	6%	0%	
I	Unique, <u>non-chain</u> retail stores and restaurants	8%	48%	41%	3%	0%	
J	Warehouse and distribution facilities	27%	47%	21%	5%	0%	
K	Mixed-use, by which I mean residential housing units built on top of, or next to, office, retail and restaurant businesses	13%	53%	25%	8%	0%	
Q8	Next, I'm going to read you a series of statements about downtown Fontana. For each, I'd like you to tell me whether you agree or disagree with the statement. Here is the (first/next) one: _____. Do you agree or disagree, or do you have no opinion? Would that be strongly (agree/disagree) or somewhat (agree/disagree)?						
	<i>Randomize</i>	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Not sure	Prefer not to answer
A	I support redeveloping and revitalizing downtown Fontana	53%	29%	7%	4%	7%	1%
B	A revitalized downtown will help attract businesses and jobs to the city	53%	28%	7%	4%	6%	1%
C	Redeveloping downtown Fontana will help improve the overall quality of life in the city	49%	29%	9%	6%	5%	1%
D	Redeveloping downtown Fontana will improve the local economy and generate more revenue for city services	52%	30%	7%	6%	5%	1%

Section 6: Priorities							
Q9	As I read each of the following items, I'd like you to indicate whether you think it should be a high priority, a medium priority, or a low priority for Fontana's future. If you feel the item should <u>not</u> be a priority, 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 Fontana - or should it not be a priority?						
	<i>Randomize</i>	High Priority	Medium Priority	Low Priority	Not a priority	Not sure	Prefer not to answer
A	Require environmentally-friendly building and development practices	43%	39%	12%	5%	1%	0%
B	Attract businesses with jobs for Fontana residents	67%	26%	5%	1%	1%	0%
C	Improve traffic conditions in the city	52%	31%	12%	4%	1%	0%
D	Redevelop and revitalize Valley Boulevard and Foothill Boulevard	51%	34%	10%	4%	1%	0%
E	Improve the maintenance of city streets and infrastructure	57%	34%	7%	2%	1%	0%
F	Expand and improve local parks	34%	41%	18%	6%	0%	0%
G	Improve local public transit services	42%	38%	13%	5%	2%	0%
H	Make it easier and safer to walk to local destinations	65%	22%	9%	3%	1%	0%
I	Create a network of safe bike routes connecting all parts of the city	37%	37%	16%	8%	1%	0%
J	Provide more upscale, high-end housing	20%	35%	29%	15%	2%	0%
K	Provide more housing options for people with average incomes	51%	32%	10%	5%	1%	0%
L	Provide more housing options for people with below-average incomes	44%	31%	17%	7%	1%	0%
M	Provide more housing for seniors	41%	41%	12%	5%	1%	0%
N	Preserve and protect natural open spaces	47%	37%	10%	5%	1%	0%
Q10	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 recorded and later grouped into categories shown below.						
	No other high priorities			67%			
	Improve schools, education			6%			
	Improve public safety			5%			
	Not sure, cannot think of any			3%			
	Address homeless issues			2%			
	Improve local economy, jobs			2%			
	Improve City maintenance, upkeep			2%			

Improve shopping, dining options	2%
Improve parks, rec areas and activities	2%
Improve environmental efforts	2%
Address water supply, drought issues	1%
Reduce traffic	1%
Redevelop downtown area	1%
Enforce codes	1%
Limit growth, development	1%
Improve public transportation	1%

Section 7: City-Resident Communication

Q11 What would you say is the best way for the City of Fontana to communicate with you?
Get answer, then ask: What is the second-best way for the City to communicate with you? Percentage

		First Choice	Second Choice
1	Newsletters/notices mailed to home	33%	16%
2	City website	4%	7%
3	Email	16%	15%
4	Social Media (Facebook, Twitter, Instagram)	12%	10%
5	Community TV (KFON)	4%	9%
6	Radio announcements/advertisements	2%	8%
7	Text Messaging	4%	7%
8	Phone calls/robo-calls	10%	12%
9	Advertisements in newspaper	4%	7%
10	A mobile App	4%	3%
11	Other	2%	2%
98	Not sure / No second choice	3%	5%
99	Prefer not to answer	1%	0%

Section 8: Background & Demographics

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

D1	In what year were you born? Year recoded into age categories shown below.	
	18 to 24	18%
	25 to 34	21%
	35 to 44	22%
	45 to 54	18%
	55 to 64	11%
	65 or older	8%
	Prefer not to answer	2%
D2	Do you own or rent your residence in the City of Fontana?	
	1 Own	64%
	2 Rent	35%
	99 Prefer not to answer	1%
D3	Which of the following best describes your current home?	
	1 Single family detached home	78%
	2 Townhome	4%
	3 Condominium	2%
	4 Apartment	8%
	5 Mobile home	4%
	99 Prefer not to answer	4%
D4	Do you currently have any children under the age of 18 living in your home?	
	1 Yes	50%
	2 No	49%
	99 Prefer not to answer	1%

D5 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	55%
2	Employed part-time	10%
3	Student	5%
4	Homemaker	6%
5	Retired	11%
6	In-between jobs	5%
98	Not sure	2%
99	Prefer not to answer	5%
D6 What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates.</i>		
1	Caucasian/white	15%
2	African-American/African/Black	11%
3	Asian/Chinese/Korean/Vietnamese/ Other Asian	5%
4	Latino/Hispanic	67%
5	Some other ethnicity	1%
8	Not sure	0%
9	Prefer not to answer	1%
D7 I have just one more question for statistical reasons. I am going to read some income categories. Please stop me when I reach the category that best describes your total annual household income before taxes		
1	Less than \$25,000	16%
2	\$25,000 to less than \$50,000	24%
3	\$50,000 to less than \$75,000	19%
4	\$75,000 to less than \$100,000	13%
5	\$100,000 to less than \$150,000	8%
6	\$150,000 to less than \$200,000	4%
7	\$200,000 or more	3%
98	Not sure	3%
99	Prefer not to answer	10%
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 Fontana's General Plan Update.		

Post-Interview Items		
S1	Gender	
	1 Male	51%
	2 Female	49%
S2	Community District ID / Area of City	
	1 Area 1	11%
	2 Area 2	35%
	3 Area 3	33%
	4 Area 4	20%
S3	Interview Language	
	1 English	90%
	2 Spanish	10%