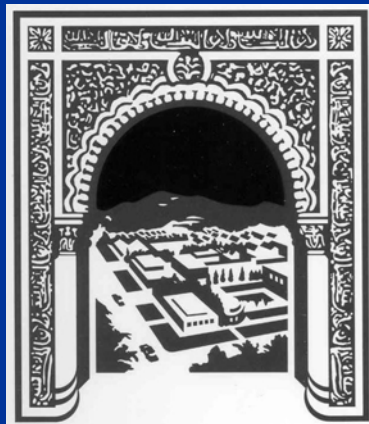


# City of Alhambra 2007 Resident's Opinion Survey

## Findings and Recommendations

January 12, 2008



# 2007 Resident's Opinion Survey

- Methodology
- Survey Responses
- 2007 Mindset Map
- Key Findings
- Recommendations

# Methodology

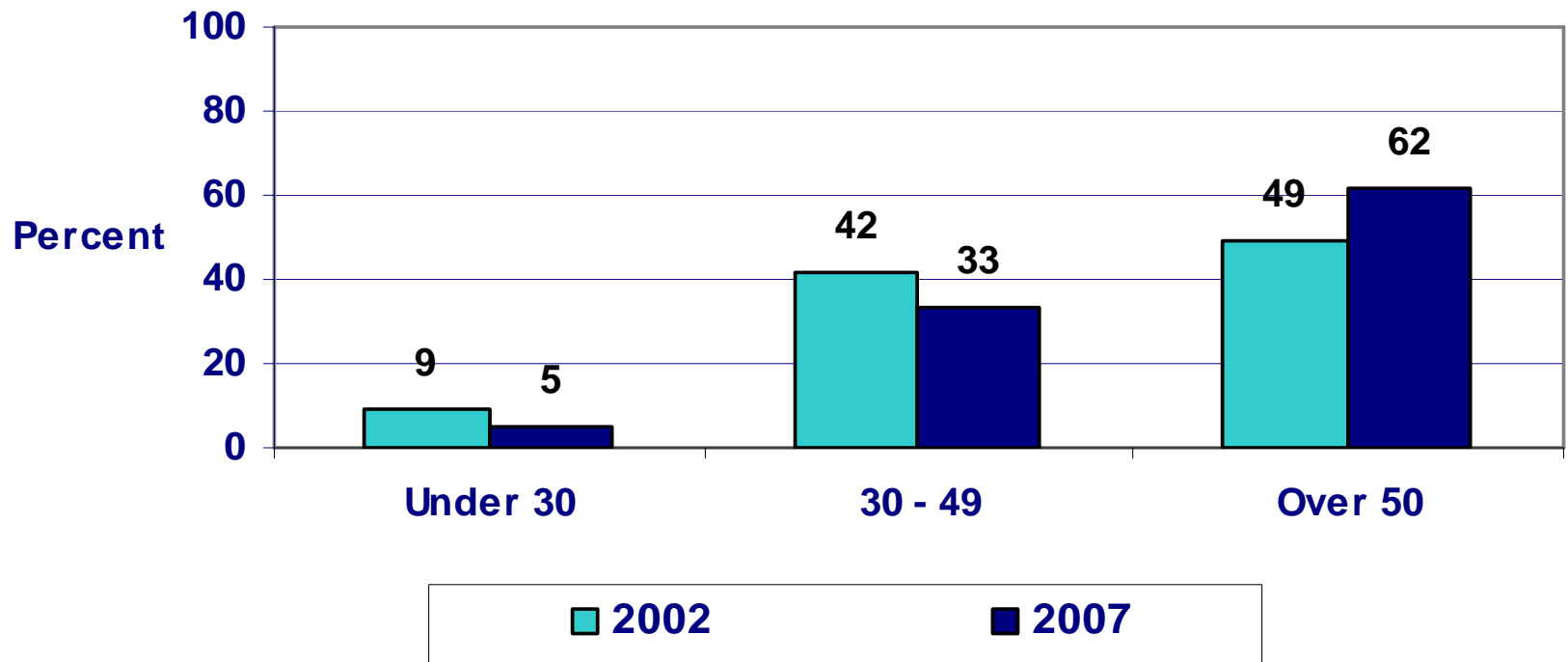
- Meetings with City Council members
- Multi-lingual survey design
  - 103 questions (51 in 2002); comment section
  - Direct mail to 31,000 locations – June 2007
- Community leader and resident meetings
- Mindset Map analysis
- Policy and program recommendations

# Response to Survey

- 4,000+ respondents (3,000 in 2002)
  - 13% response rate (10% in 2002)
  - 1,216 lines of data (357 in 2002)
- Years Lived in Alhambra
  - 19% 1-5 years
  - 17% 6-10 years
  - 22% 11-20 years
  - 43% over 20 years

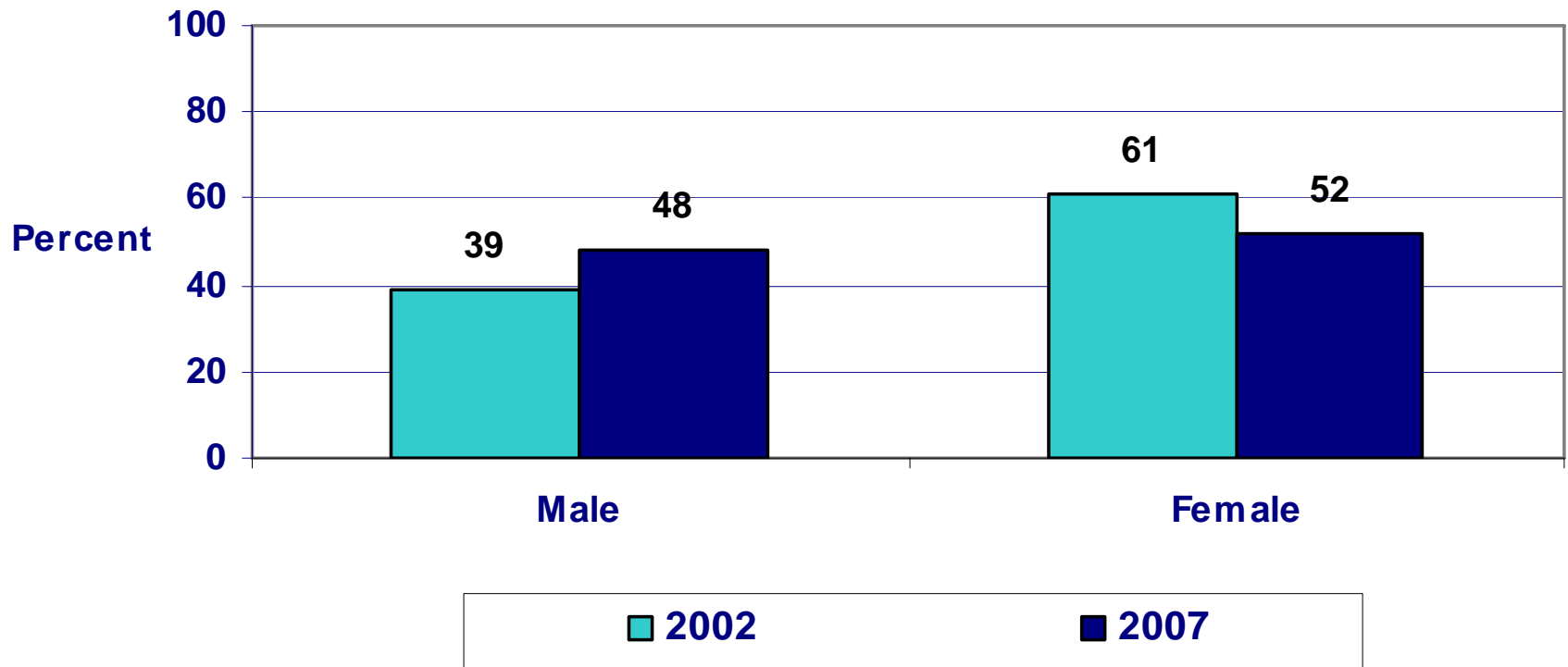
# Respondent's Age

54) Respondent's Age?



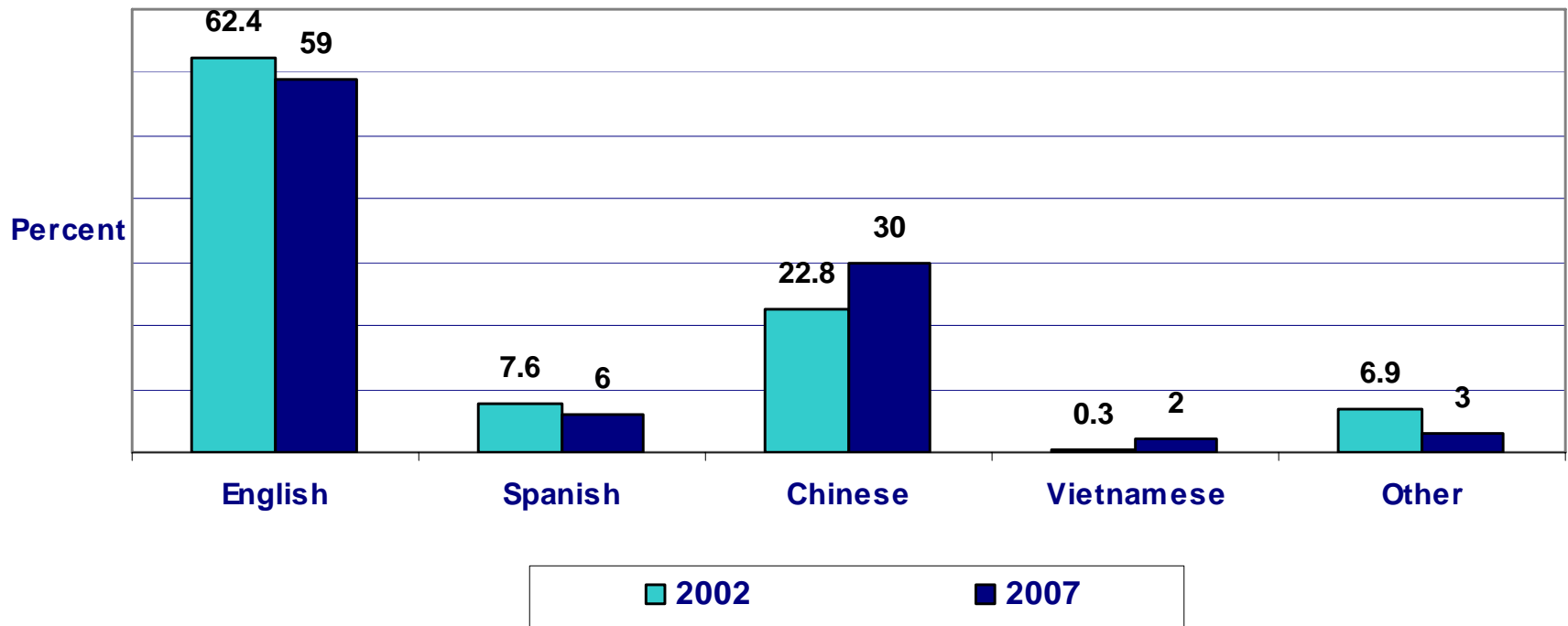
# Respondent's Gender

54b) Respondent's Gender?



# Primary Language

56) Primary Language Spoken at Home?

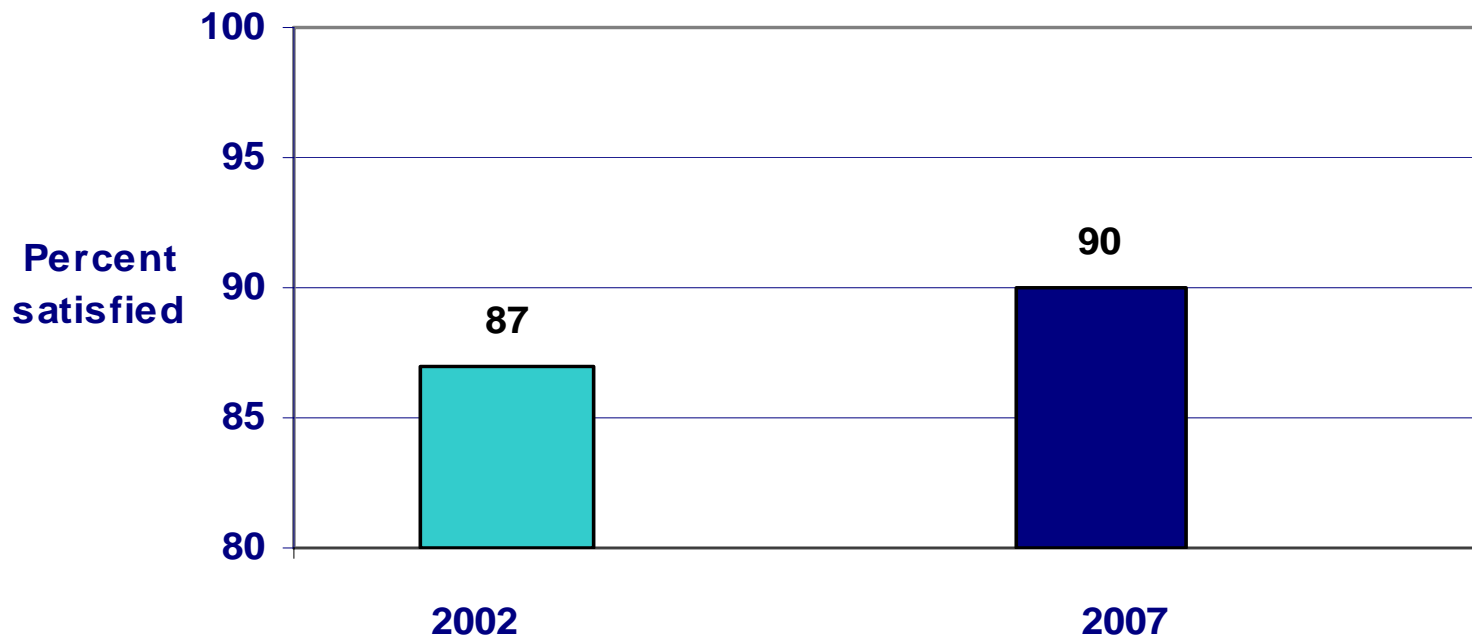


# Alhambra's Vision Statement

- *The Benchmark:*
  - *“To be the premier family-oriented and economically prosperous community in the San Gabriel Valley”*

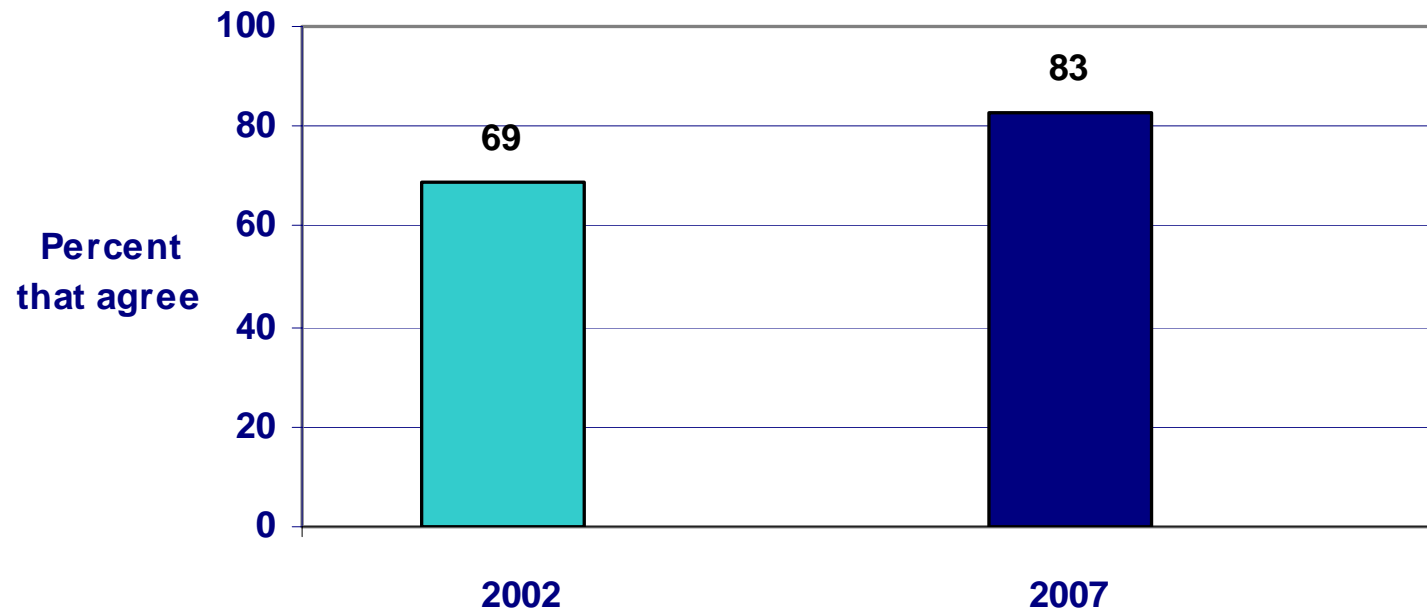
# Overall Satisfaction

51) Overall, how satisfied are you with the City's programs, services and facilities?

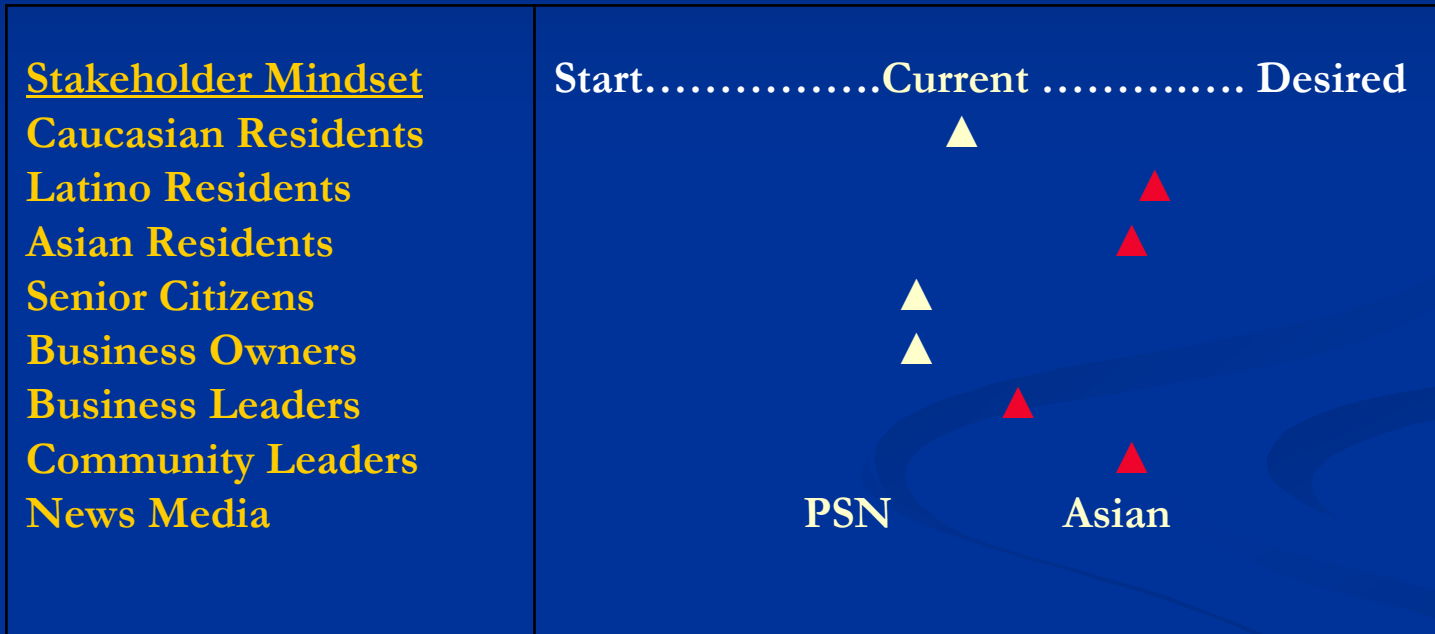


# Agree with Vision Statement

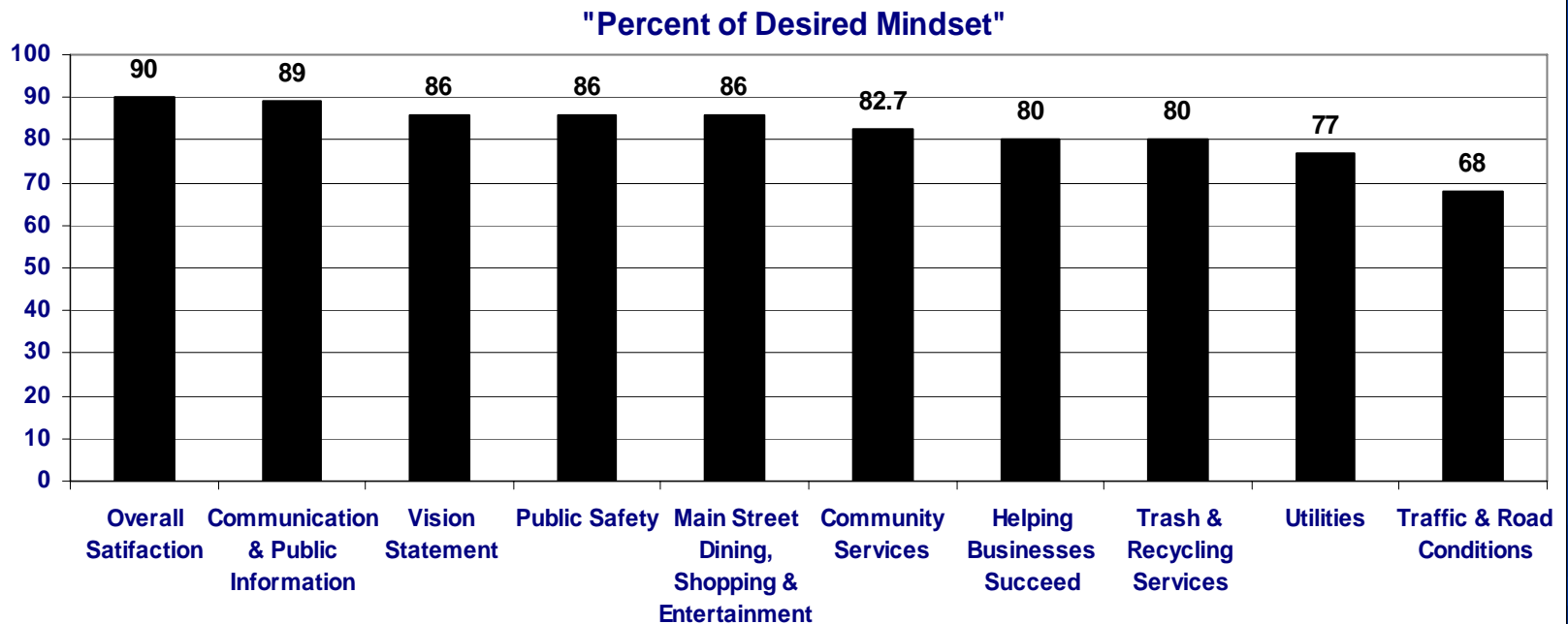
50) "Do you agree with the statement that Alhambra is the premier family-oriented and economically prosperous community in the San Gabriel Valley?"



# 2007 Mindset Map “Gap” Analysis



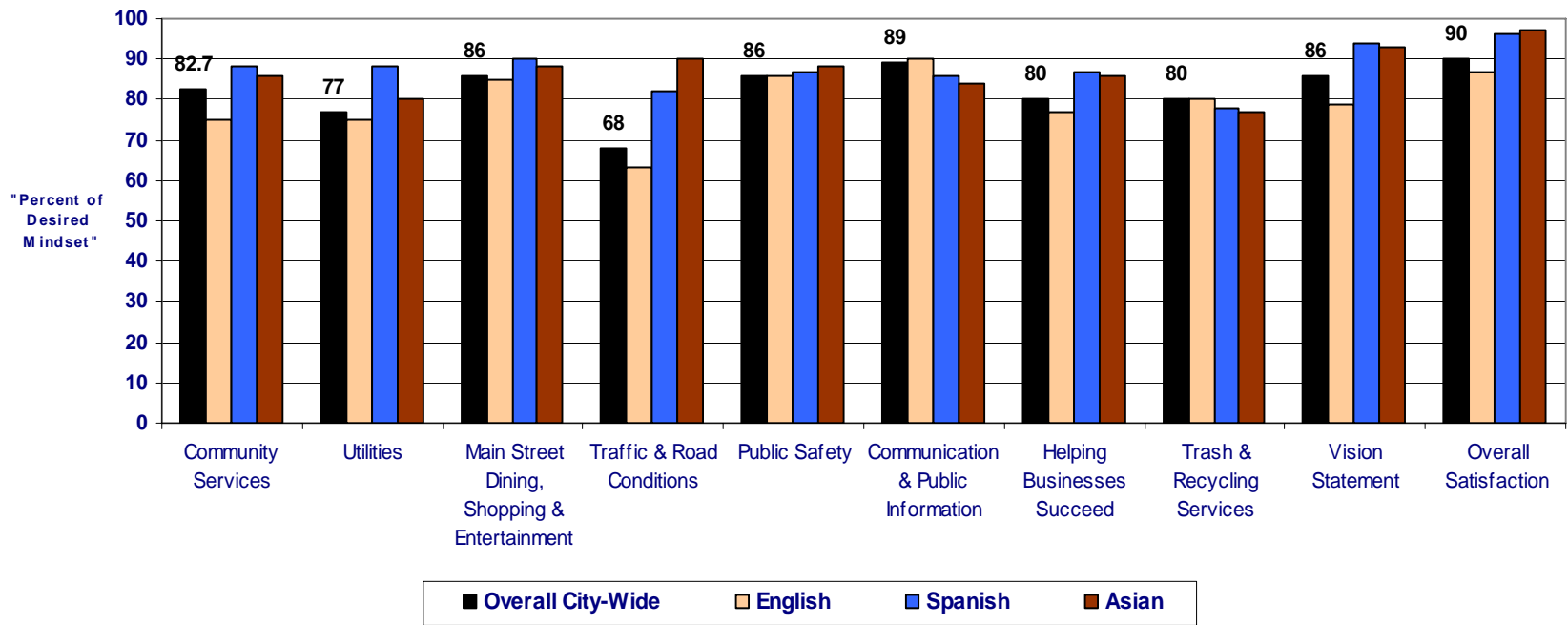
# Mindset Map By Issue Area



# Mindset Map

## By Primary Language Spoken

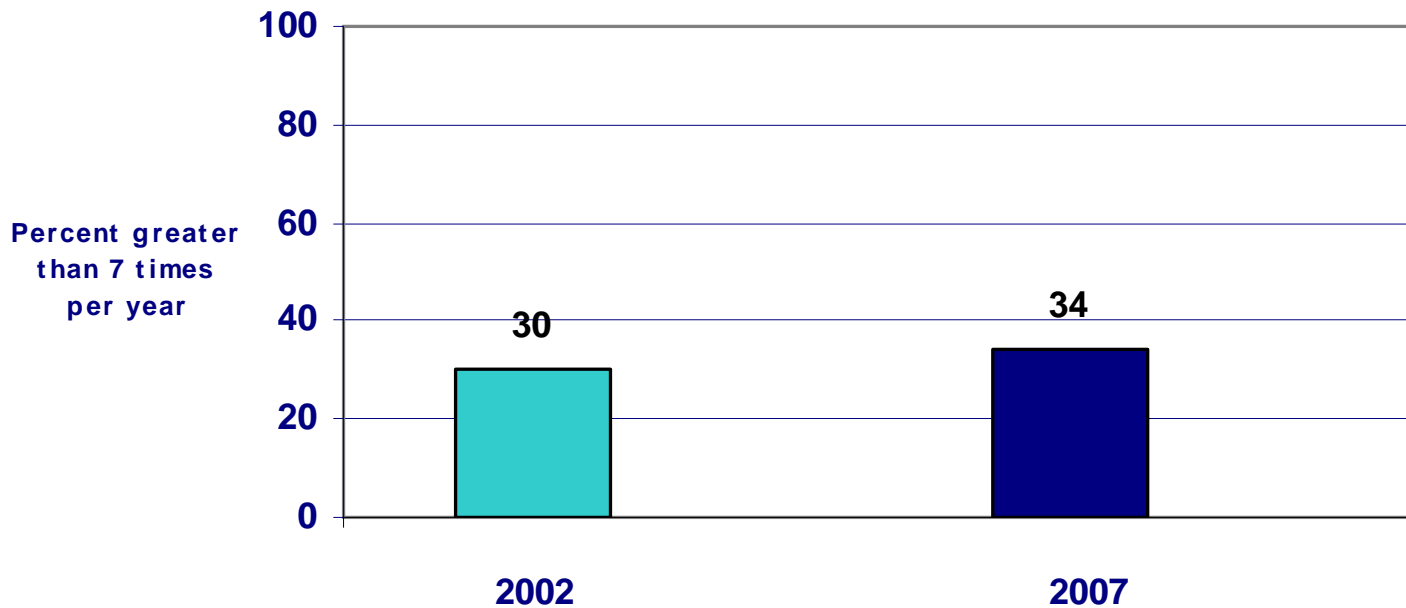
"Mindset Map"  
Current vs Desired Mindset



# Survey Findings

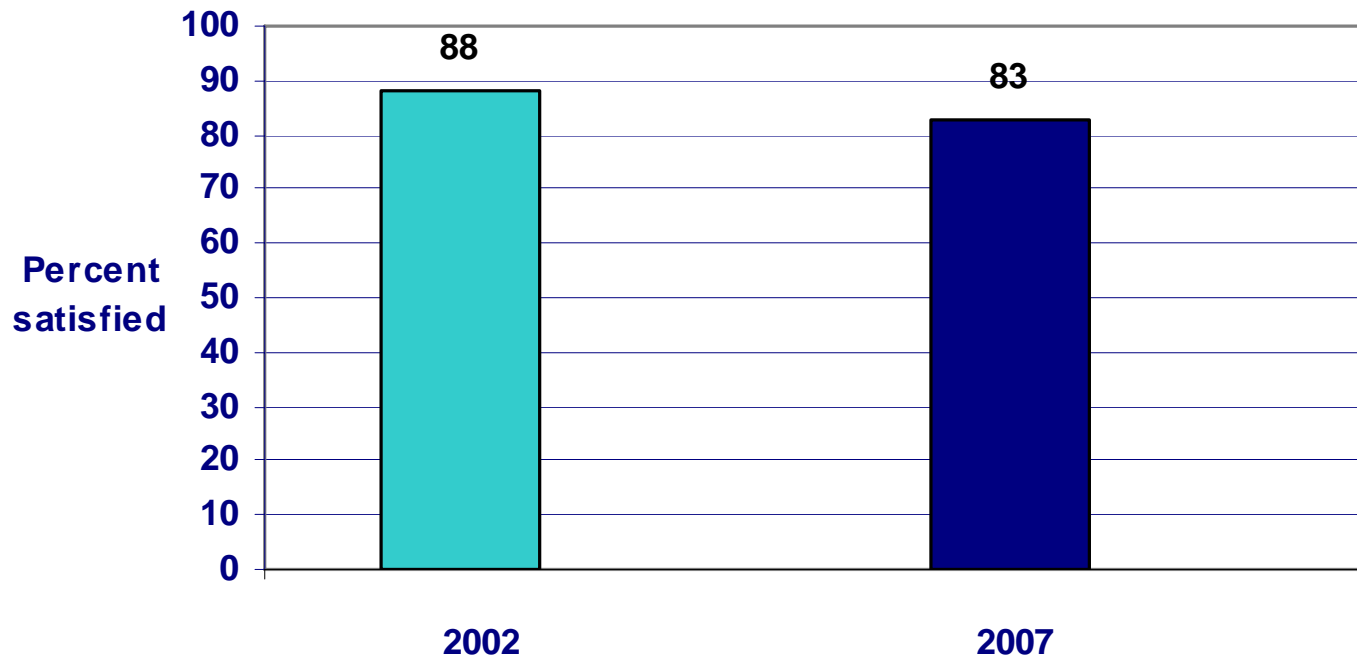
# Visit Main Street

12) How often do you visit Main Street?



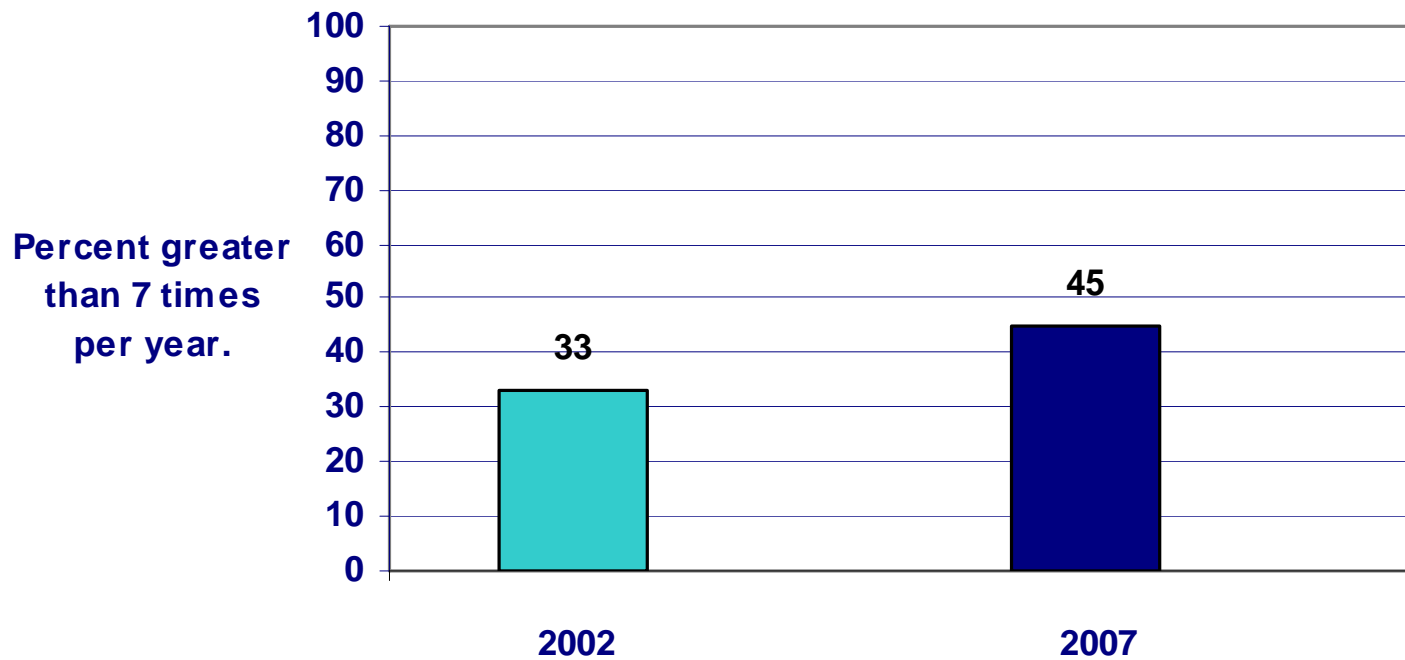
# Changes on Main Street

13) How satisfied are you with changes on Main Street?



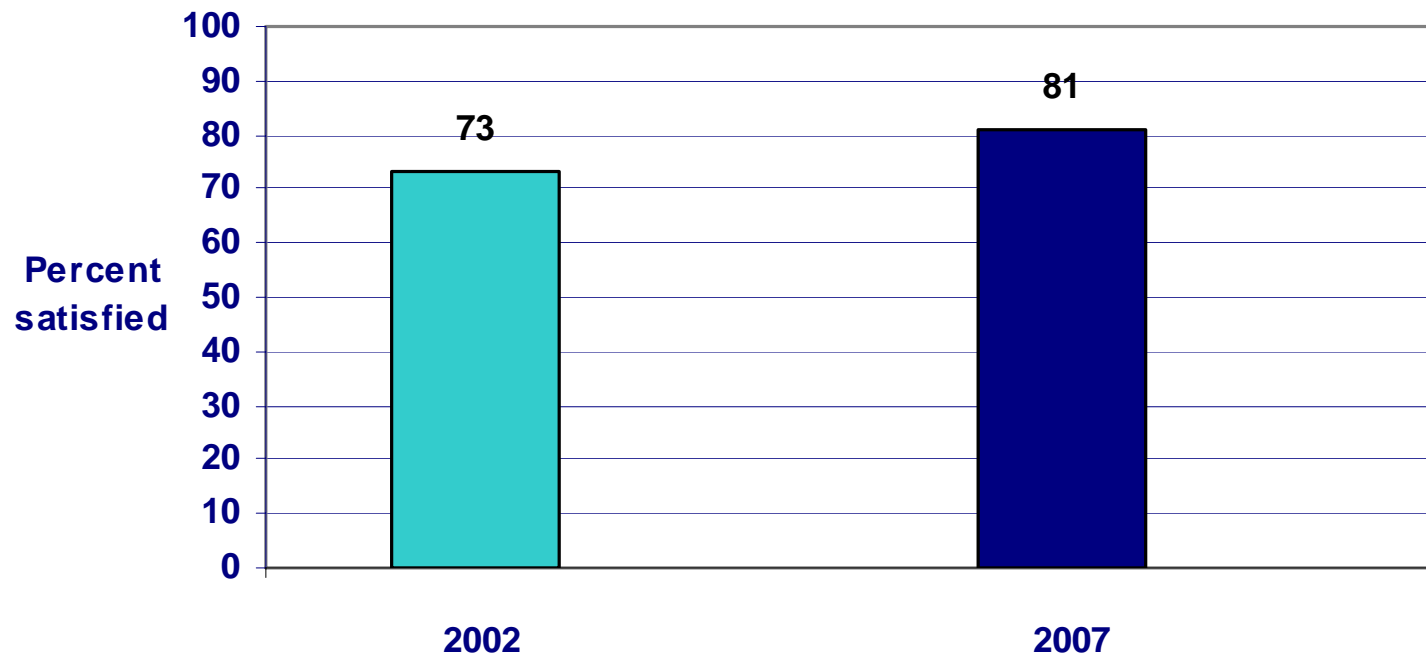
# Visit Valley Boulevard

15) How often do you visit Valley Boulevard?



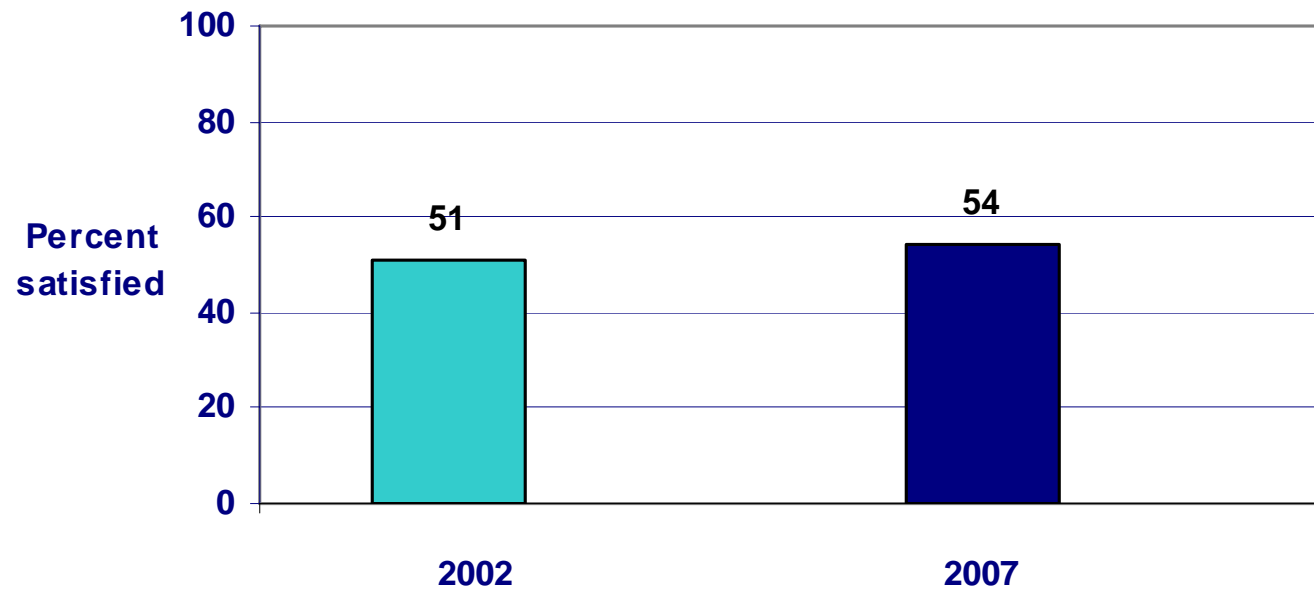
# Public Safety

25) How satisfied are you with public safety programs?



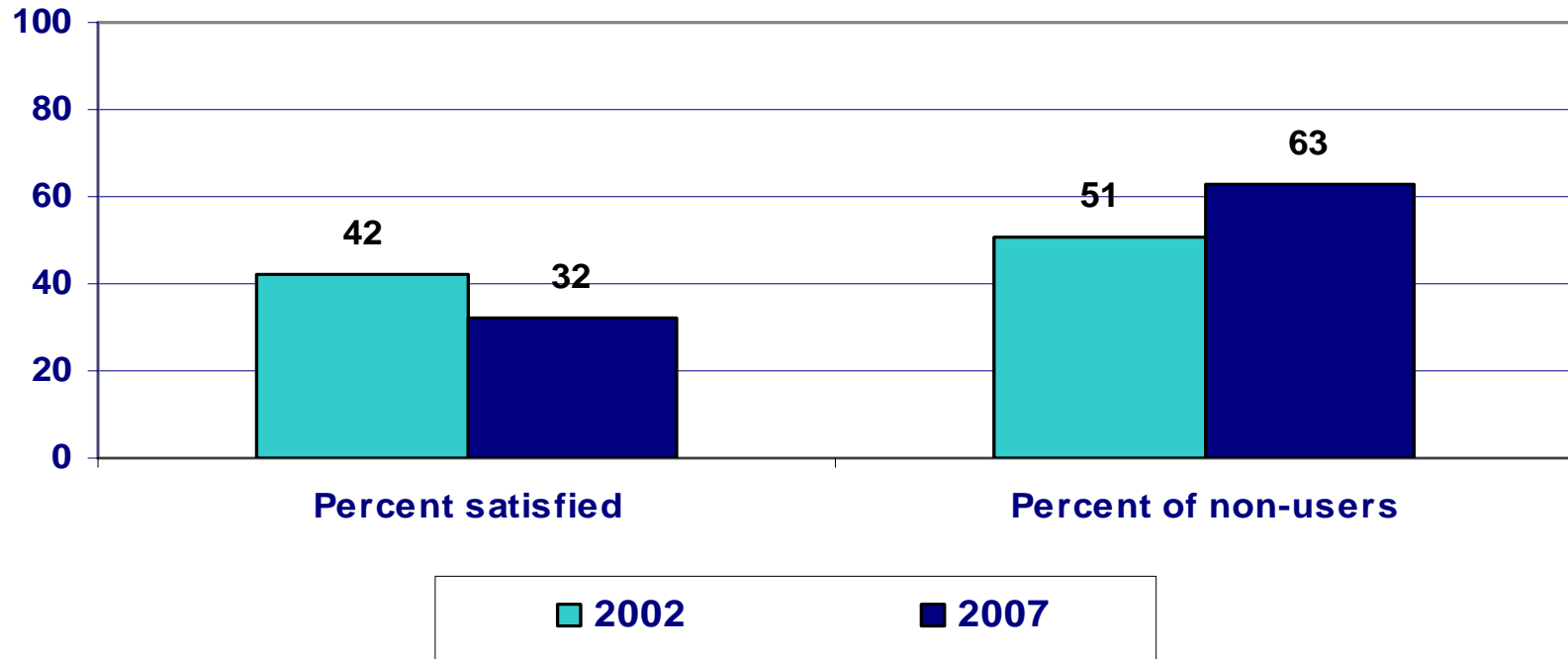
# Traffic Management

20) How satisfied are you with traffic management programs?



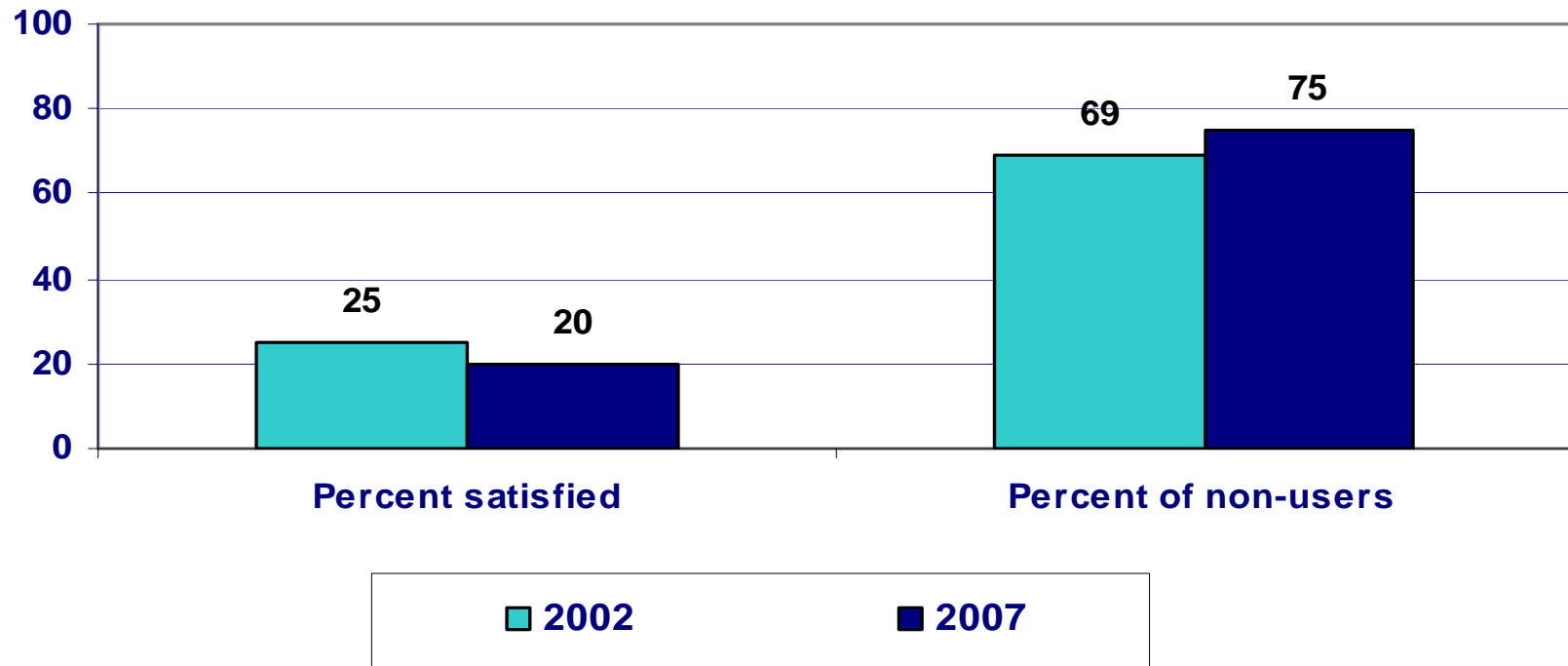
# ACT Shuttle

17) If you have used the City's ACT shuttle, how happy are you with the service?



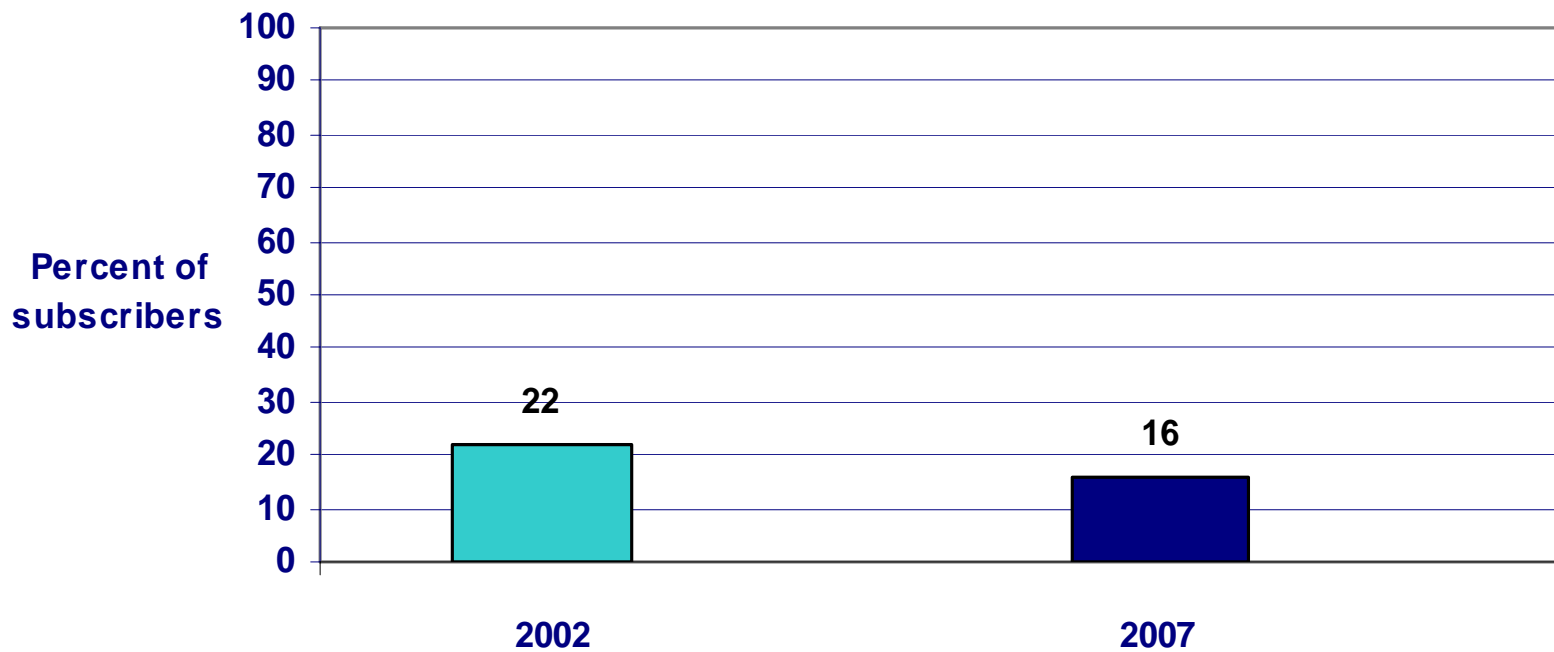
# Senior Ride Shuttle

19) If you are a Senior and you have used the City's Senior Ride shuttle, how satisfied are you with the service?



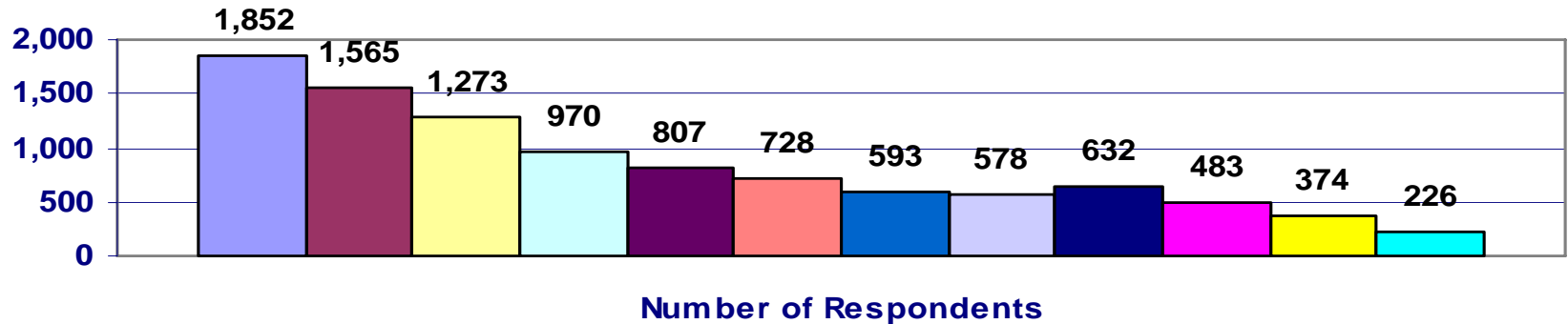
# Channel 55

32a) If you are a cable subscriber, do you watch the City's cable channel 55?



# Sources of Local News

35) Please rank in order of preference the following sources of information about news in Alhambra.



□ Around Alhambra

□ Pasadena Star News

□ Alhambra Leisure Activities Guide

□ Community Organizations

□ Neighborhood word of mouth

□ Other

□ Los Angeles

□ Chinese Daily News

□ San Gabriel Valley Tribune

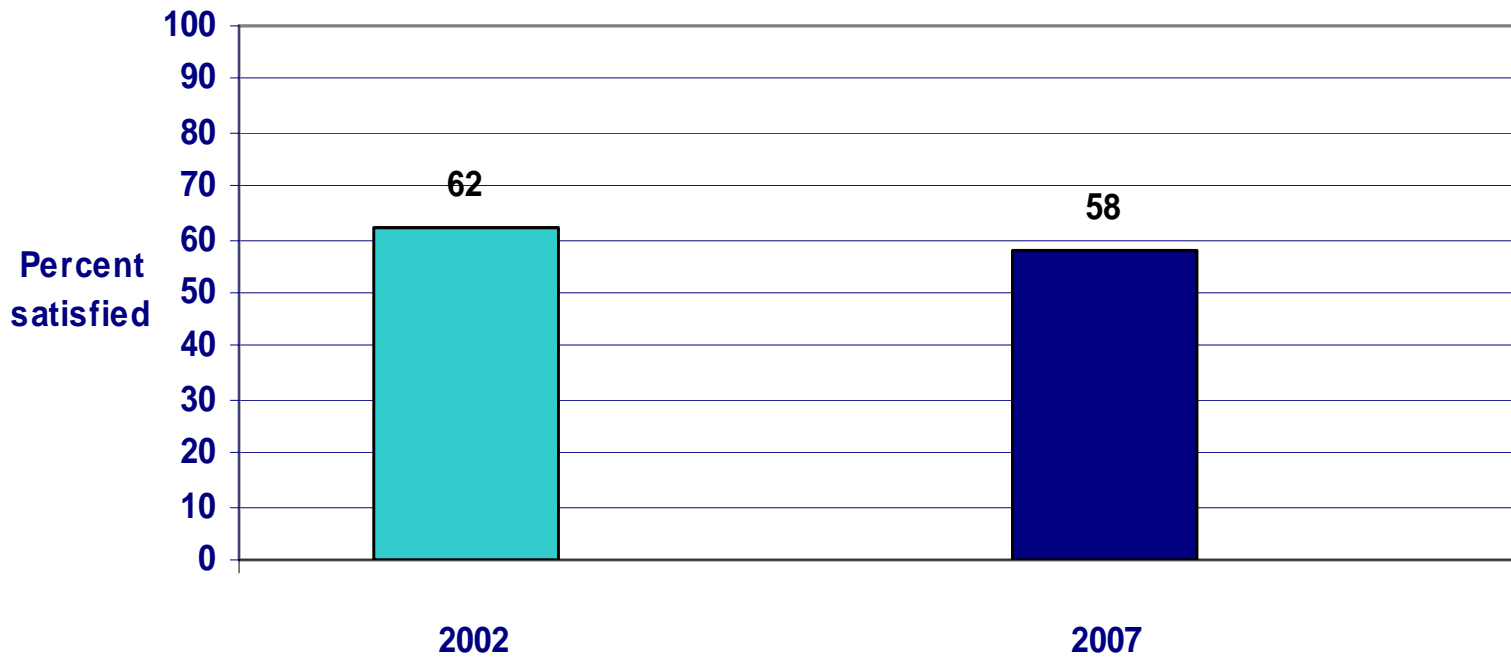
□ Schools

□ Sing Tao

□ Ngoui Viet Daily News

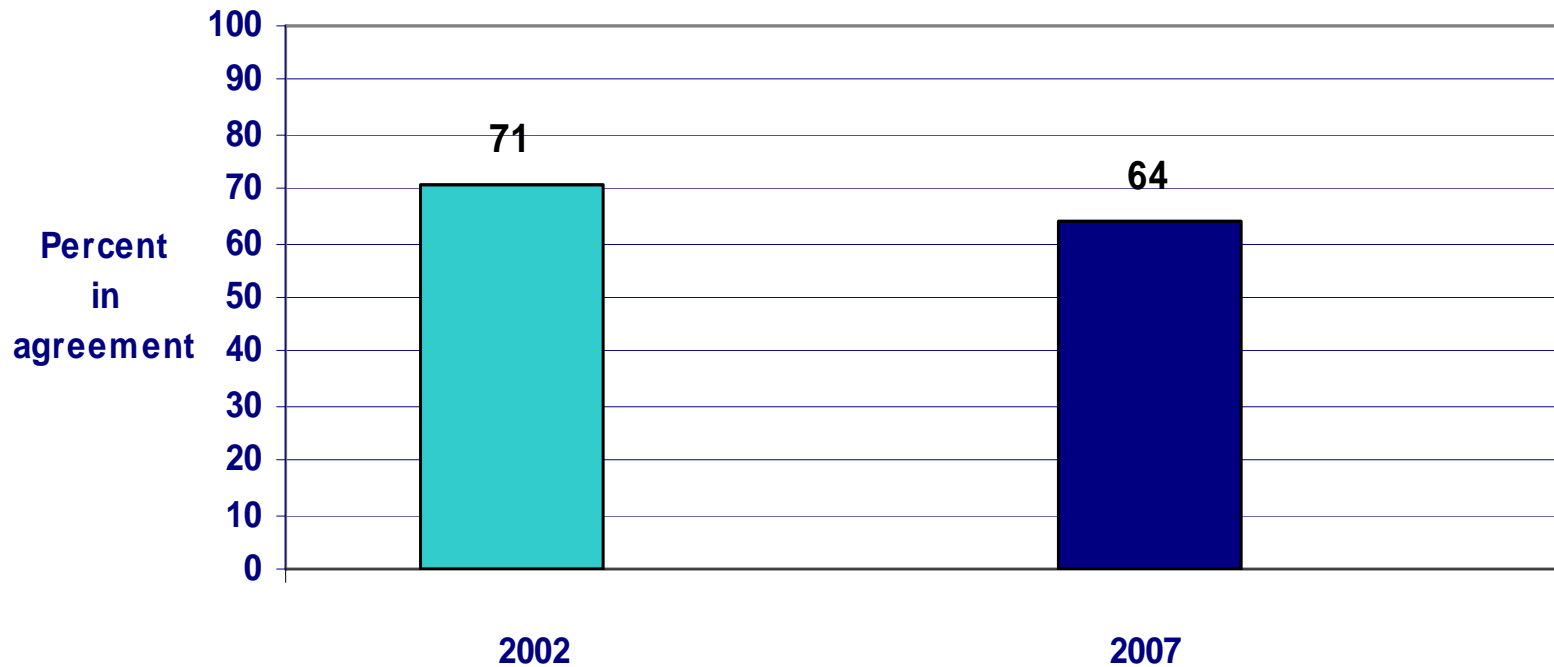
# Helping Business Succeed

41) "How satisfied are you with the direction the City is headed with respect to helping businesses succeed?"



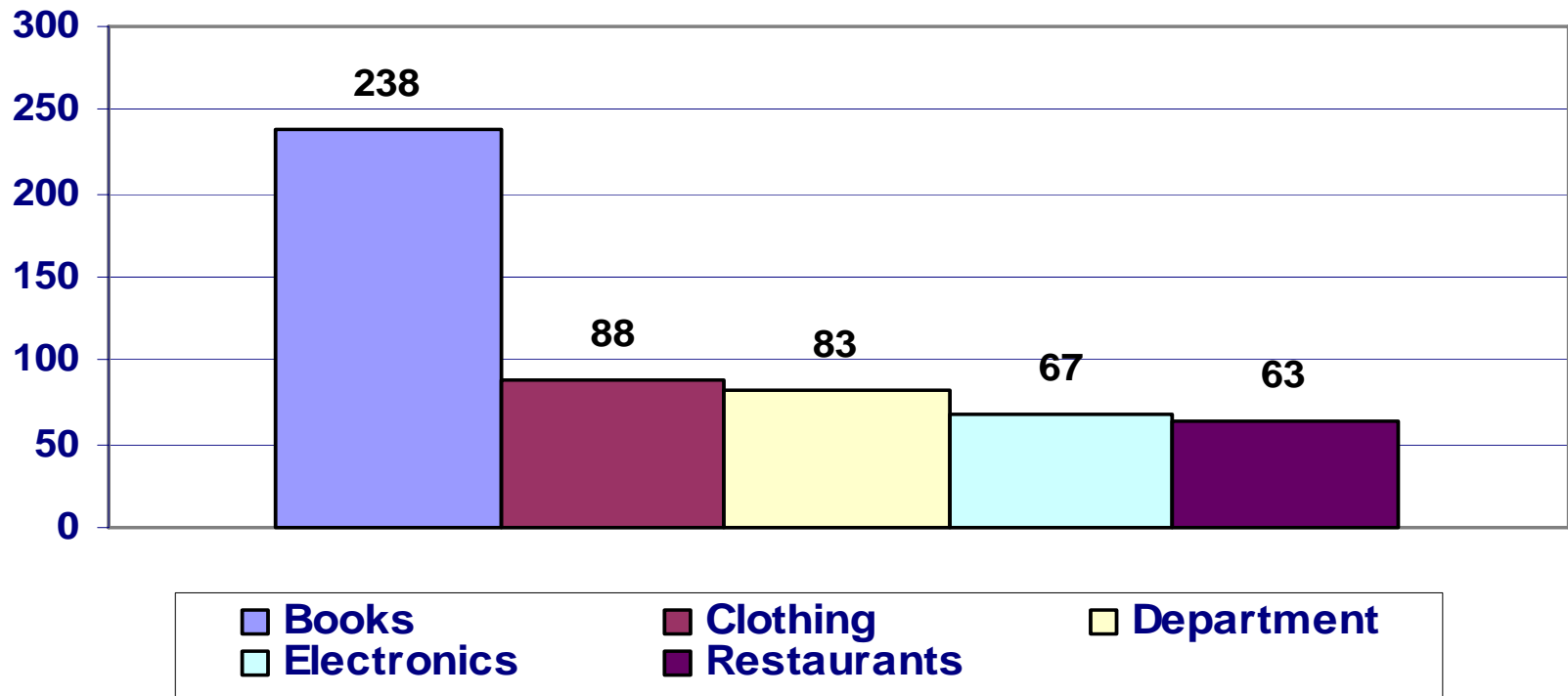
# Good Place for Business

42) Do you agree that Alhambra is a good place for businesses to succeed?



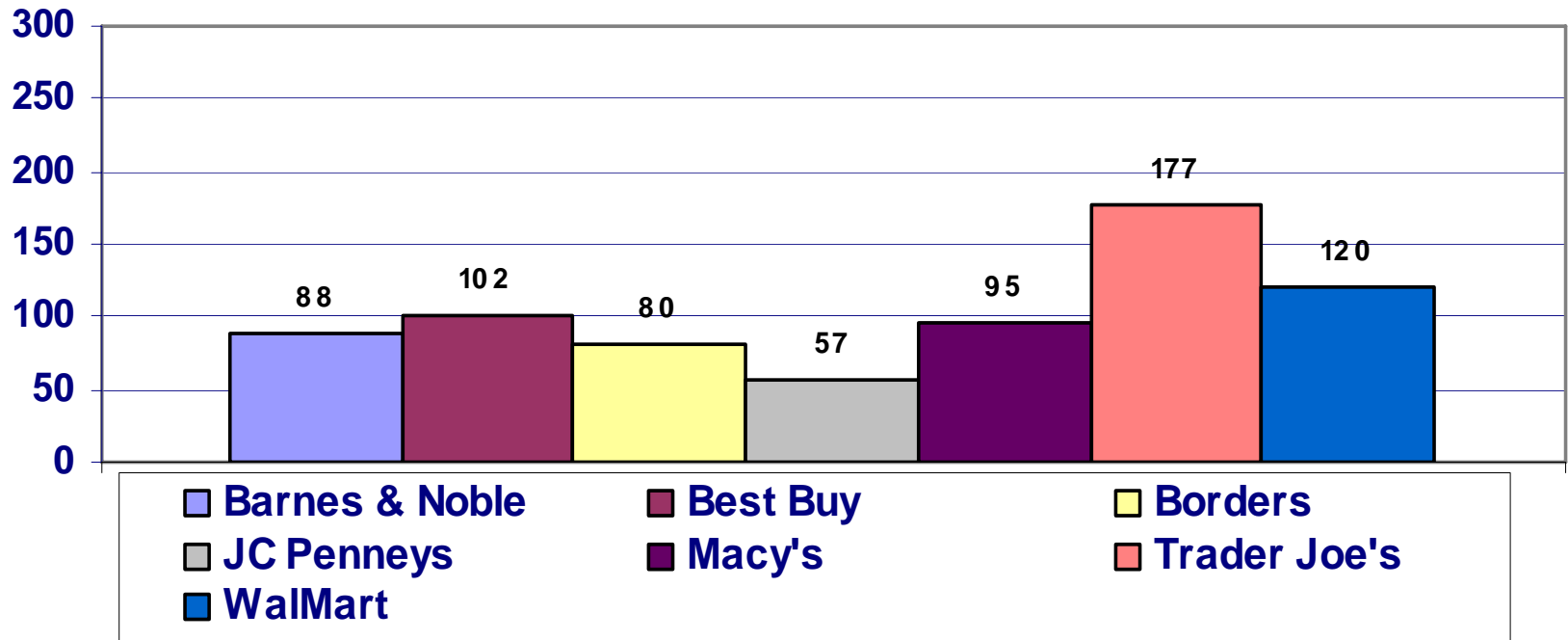
# Businesses Desired

43a) What types of businesses would you like to see in Alhambra?



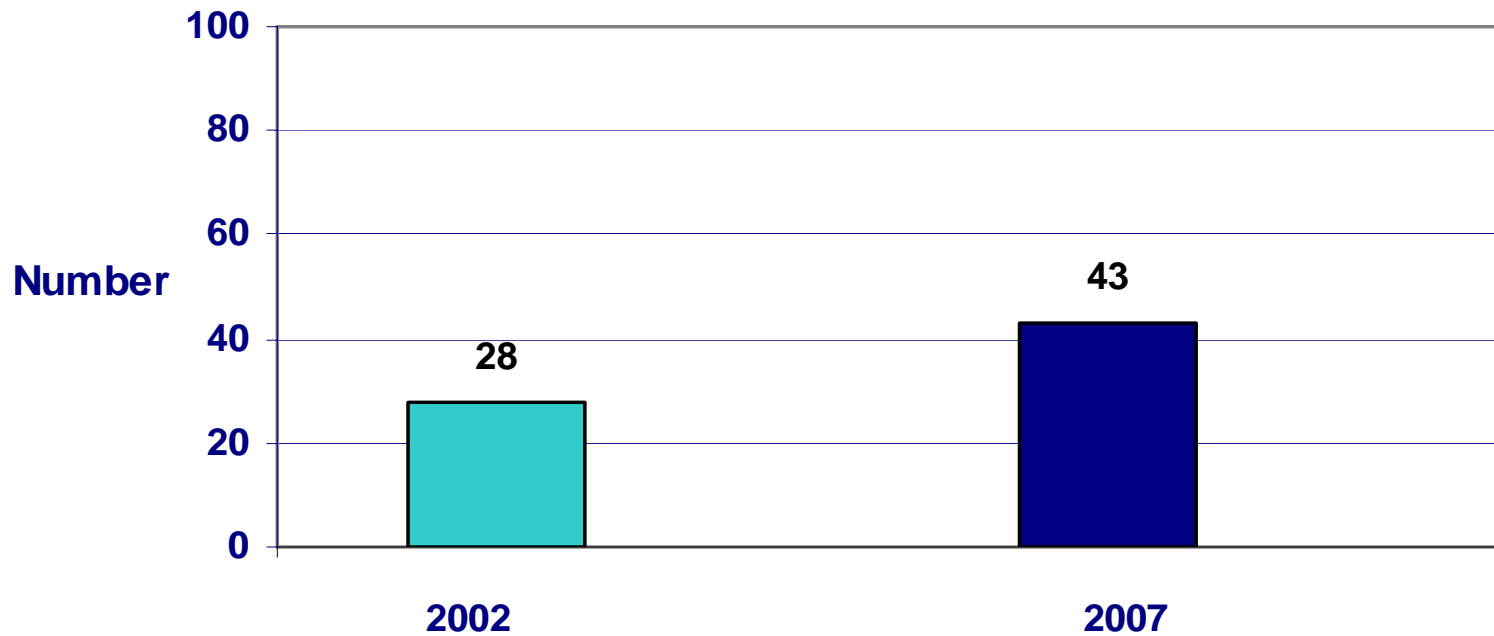
# Retail Brands Desired

43b) What specific store brands would you like to see in Alhambra?



# Home Remodels

53) If you're a homeowner, do you plan to remodel anytime soon?



# Recommendations

# Community Services

- *Pocket Parks*
- *Park Safety and Cleanliness*
- *Year Round Entertainment Events*
- *Human or Cross-Cultural Relations Study or Planning Group*
- *“Alhambra Friendship Month”*
- *Dog Park*
- *Optimize Use of School Facilities*

# Dining, Shopping & Entertainment

- *National or brand name stores*
- *Main Street Branding and Differentiation*
- *Main Street Appearance*
- *Valley Boulevard Initiatives – Aesthetics, Consistency*
- *Valley Boulevard Publication*

# Public Safety

- *Gang Intervention*
- *Gang Task Force*
- *Graffiti Abatement*
- *Neighborhood Watch for Public Safety and Community development*
- *Reporting Crimes*
- *Safety for Seniors*

# Utilities

- *On-Line Bill Payment*
- *Water Conservation*
- *Infrastructure Investments*

# Communication & Public Information

- *Around Alhambra – Sections for Valley and Asian-Language*
- *Award Recognition*
- *Web Site – Alhambra’s Future “Word of Mouth”*
- *Channel 55 – New Content Needed or Declines will Continue*
- *Local Media Relations*

# Traffic and Parking

- *Traffic is the Hot Issue*
- *Traffic “Cops”*
- *Traffic and Parking Master Plan*
  - 3<sup>rd</sup> party, expert study of city-wide traffic and parking calming measures and root causes of traffic (e.g. cut-through, flow-through, not originating or terminating in Alhambra)
- *Parking Signage*
- *Traffic Hot Spots*

# Development

- *“Benefits of Smart Development” Information*
- *Smart Growth Review/Research Requirements*
- *Housing – Upgrades/Remodels are Easy*

# City of Alhambra 2007 Resident's Opinion Survey

## Findings and Recommendations

January 14, 2008

