



CITY OF HUNTINGTON BEACH

Inter-Office Memo

TO: Robin Estanislau, City Clerk

FROM: Travis Hopkins, Assistant City Manager

CC: Grace Yoon-Taylor, Principal Management Analyst

DATE: June 5, 2023

SUBJECT: Supplemental Communication Item 12

This is to respectfully submit the attached PowerPoint Presentation slides as supplemental communication to the Agenda Item 12 under City Manager's Report at the June 6, 2023 City Council meeting.

The consultant from FM3 Research, Dr. Richard Bernard will be presenting the item.

Should you have any questions, please contact our office. Thank you.

SUPPLEMENTAL COMMUNICATION

Meeting Date: 6/6/23

Agenda Item No.: 12(23-493)








Huntington Beach Quality of Life Survey

Summary of Key Results



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

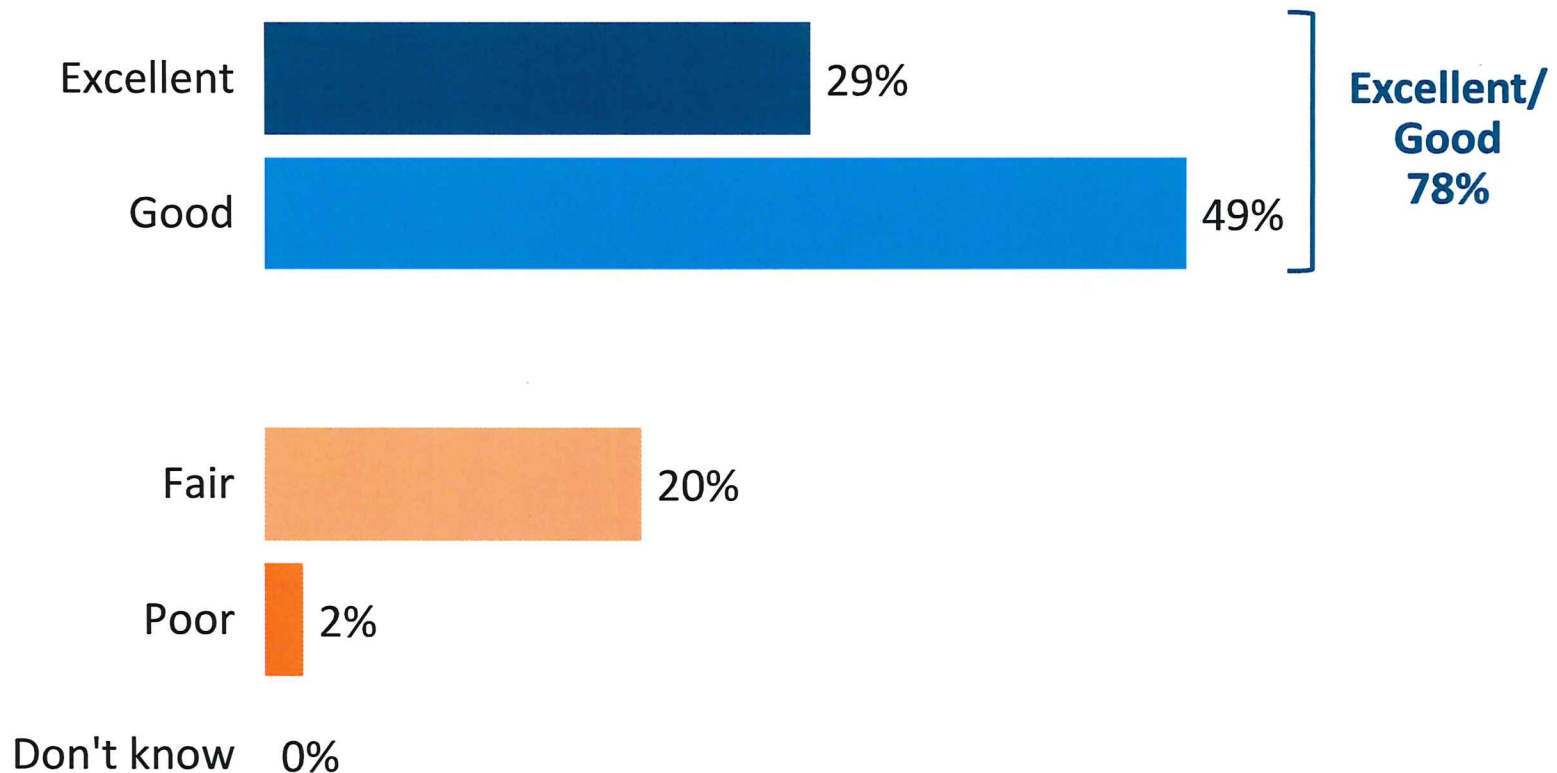
Dates	May 10-16, 2023
Research Population	Huntington Beach Residents
Total Interviews	533
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.2\%$ at the 95% Confidence Level Margins of Error for Subgroups will be Higher
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English, Spanish and Vietnamese

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

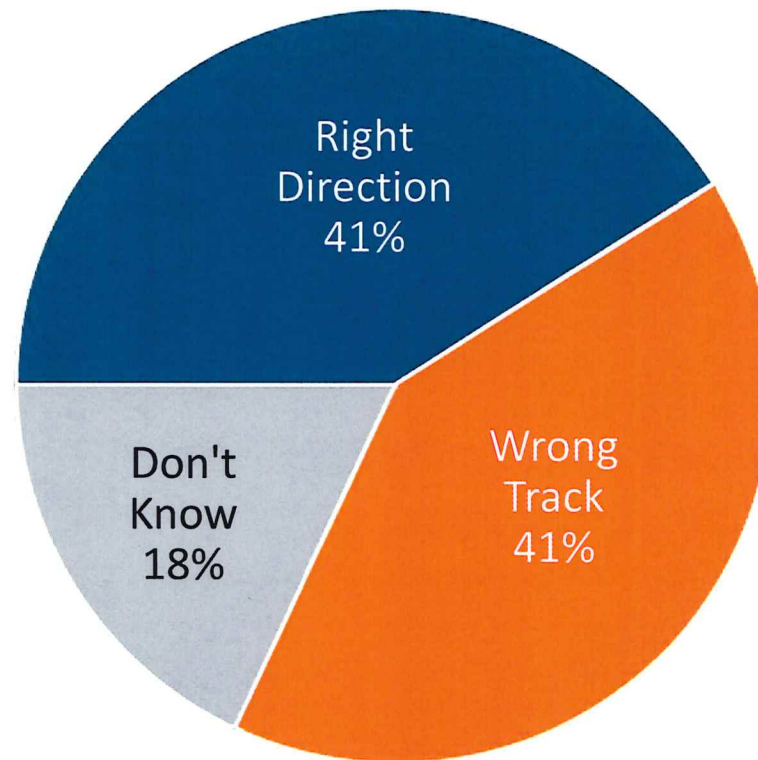


General Community Attitudes

Nearly 8-in-10 respondents rate Huntington Beach as either an “excellent” or “good” place to live with almost none calling it “poor.”



Consistent with findings from other communities in the current environment, views on the direction of the City are mixed.





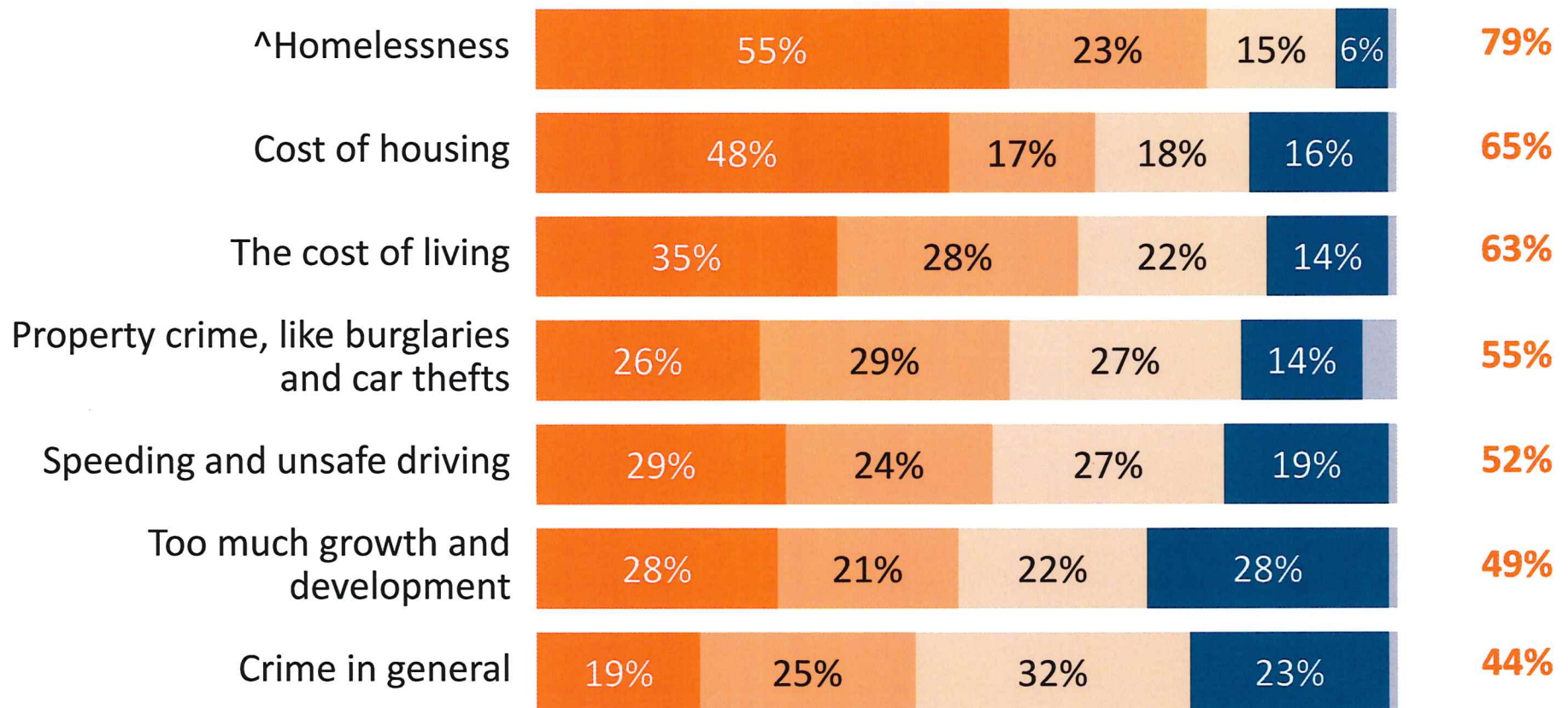
Issues in Huntington Beach

Homelessness is highest priority issue for Huntington Beach residents.

Ranked by Extremely/Very Serious Problem

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

Ext./Very Ser. Prob.

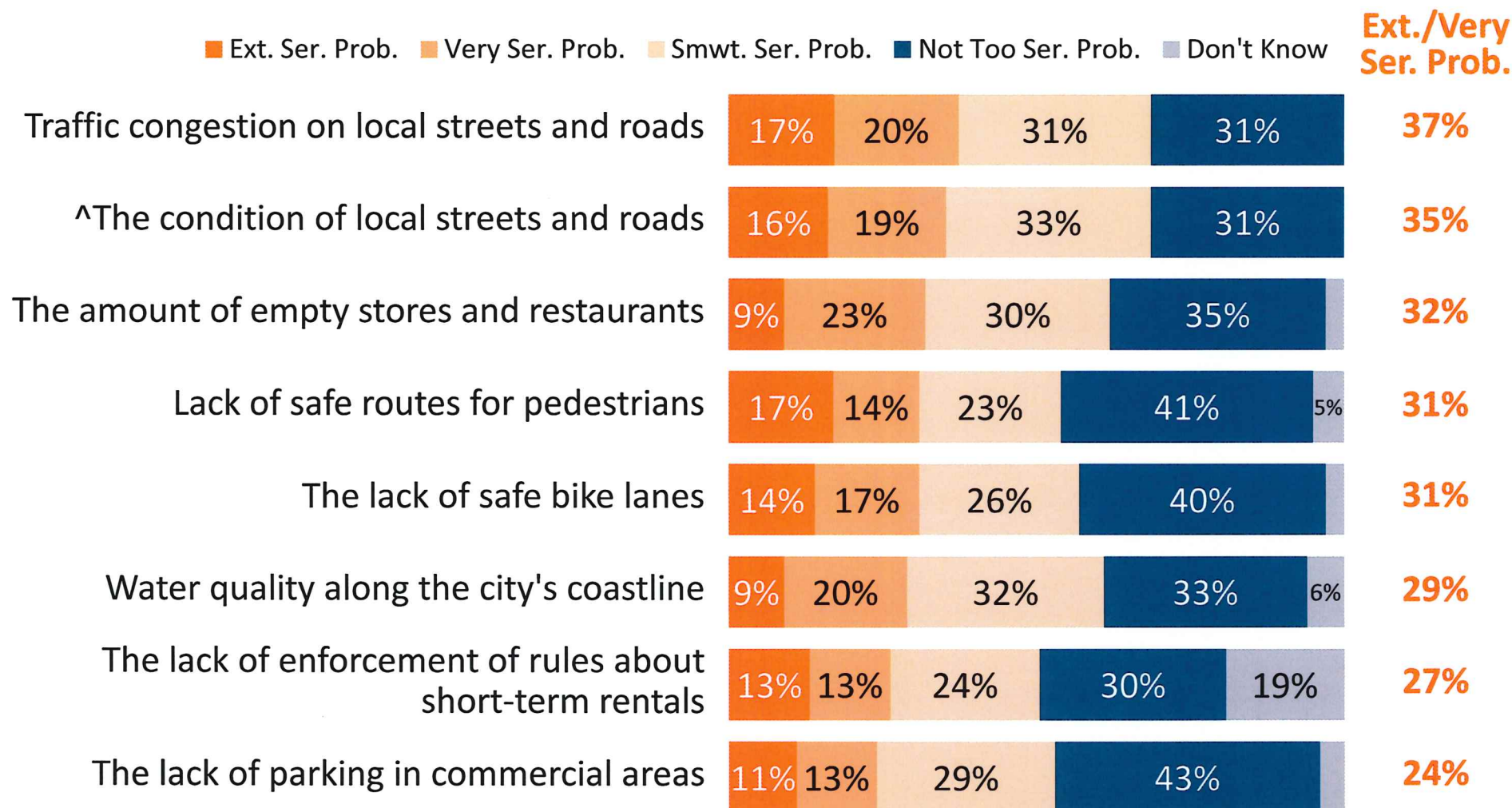


Q. I am now going to mention a list of issues that some people have mentioned are problems in Huntington Beach. Please tell me whether you personally consider that issue to be an extremely serious problem, a very serious problem, somewhat serious, or not too serious in Huntington Beach today.

^Not Part of Split sample

Continued

Ranked by Extremely/Very Serious Problem



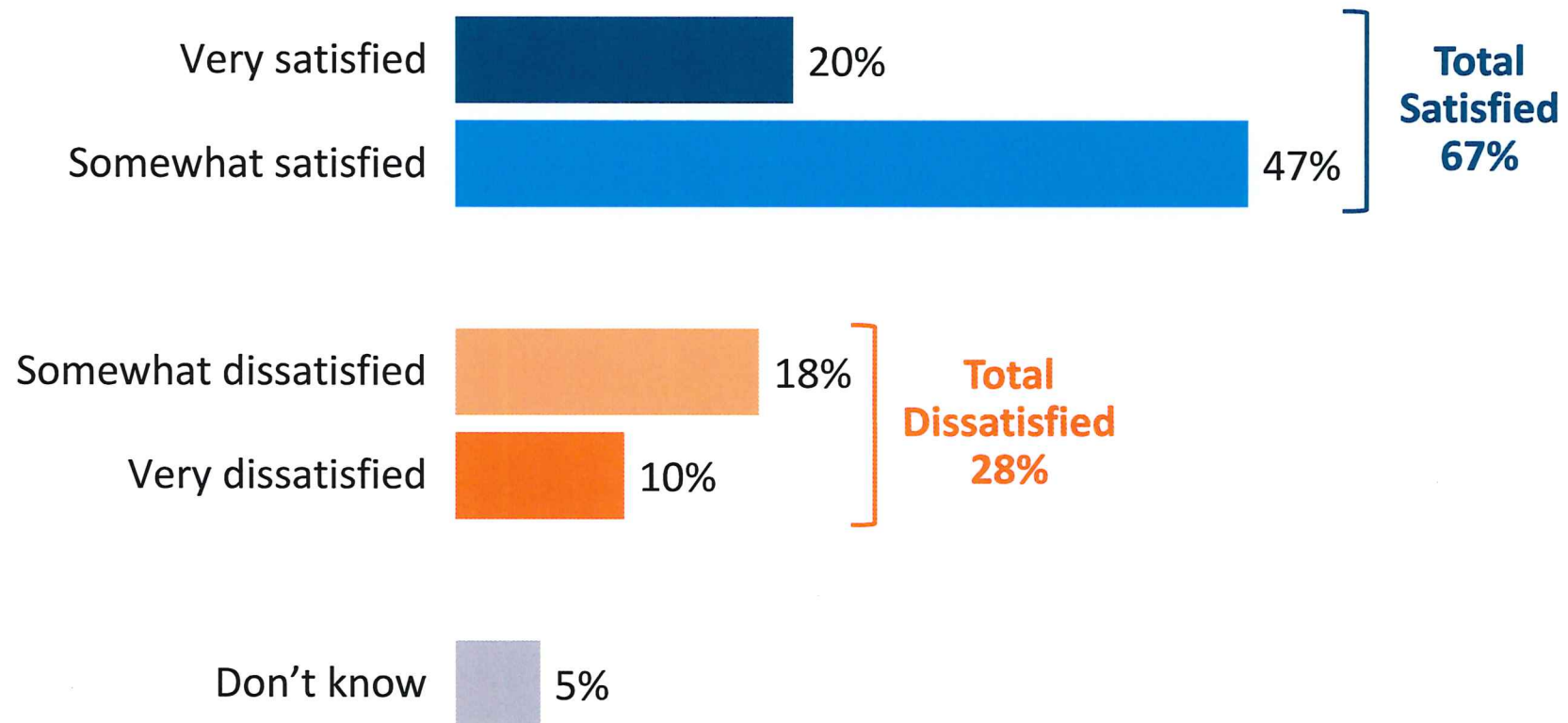
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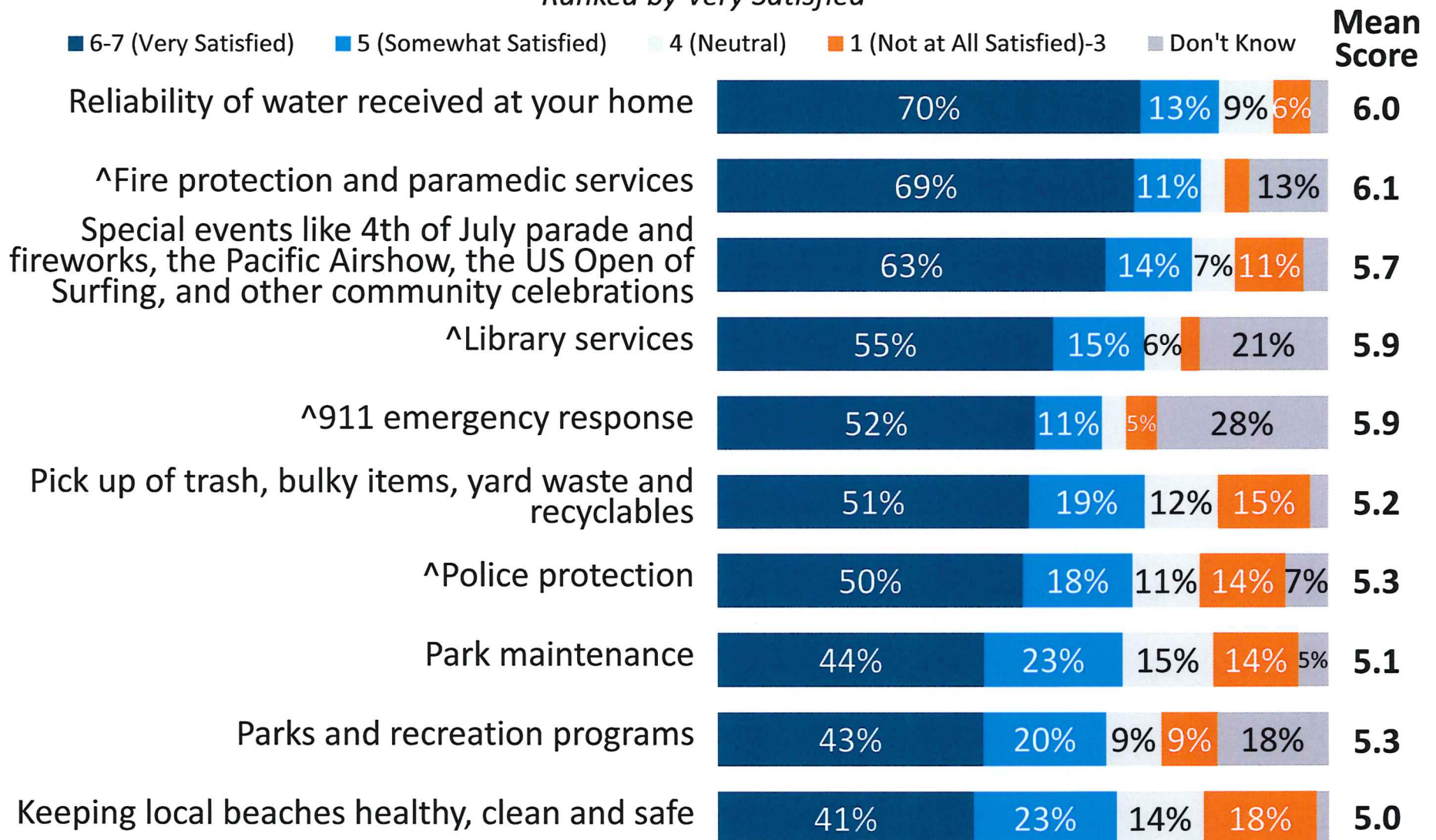
Satisfaction with City Services

Two-thirds are satisfied with the job the City government is doing in providing services to residents and businesses



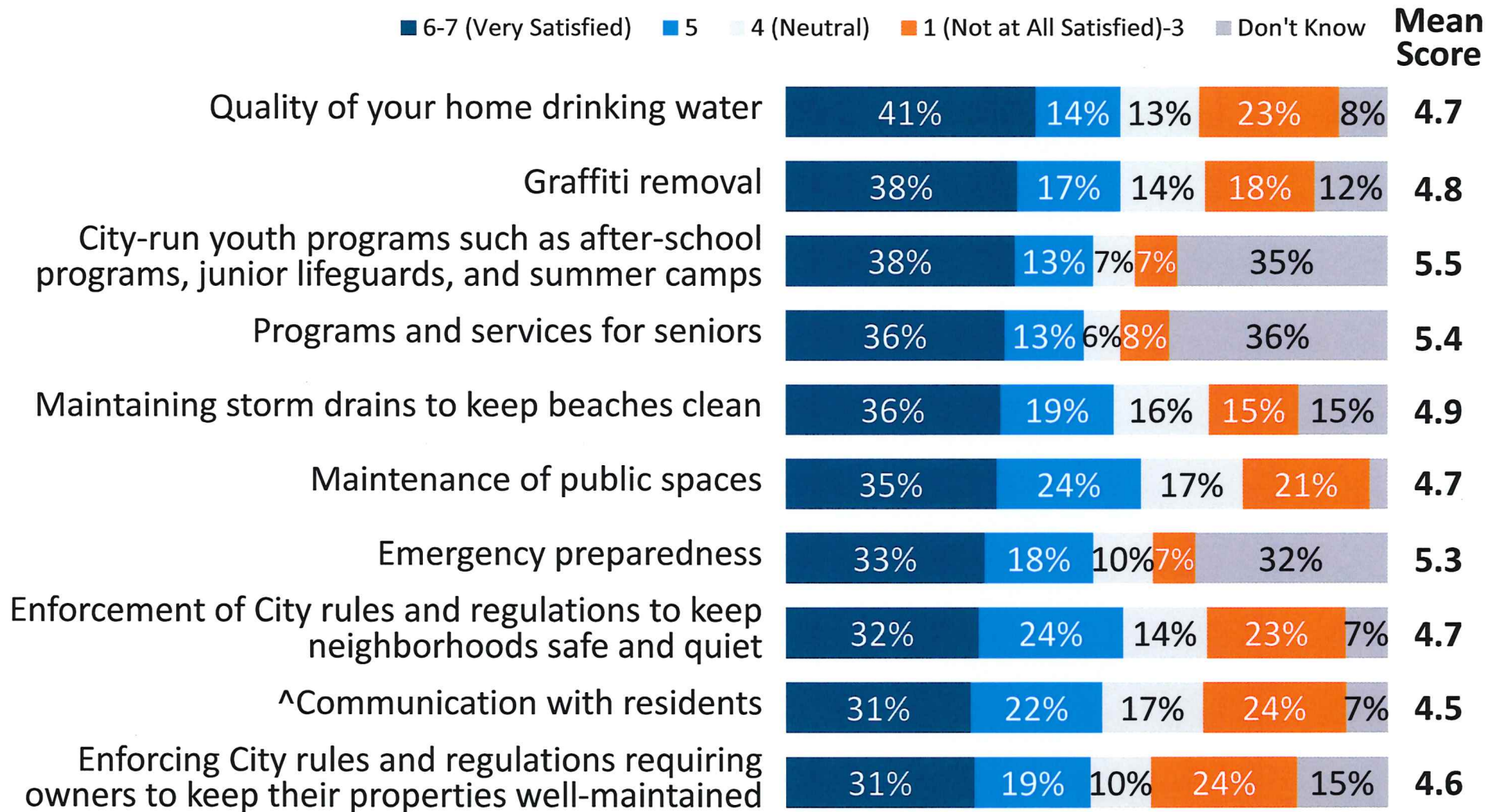
Huntington Beach residents are also largely satisfied with many services provided by the city.

Ranked by Very Satisfied



Continued

Ranked by Very Satisfied





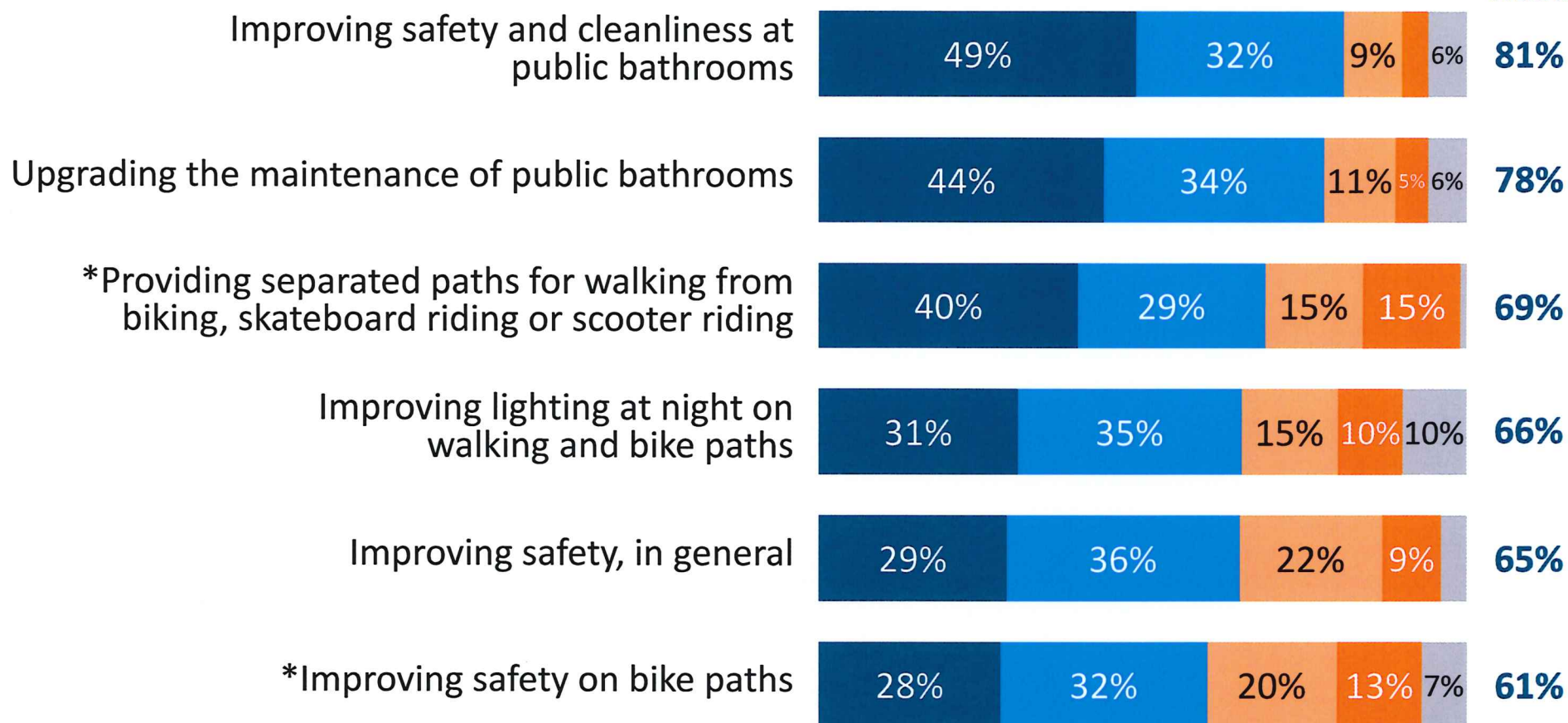
Priorities for Future Investment – Beaches

Specifically at beaches, there is a strong sense of need to improve the safety, cleanliness and maintenance of bathrooms.

Ranked by Great/Some Need

■ Great Need ■ Some Need ■ A Little Need ■ No Real Need ■ Don't Know

Great/
Some
Need

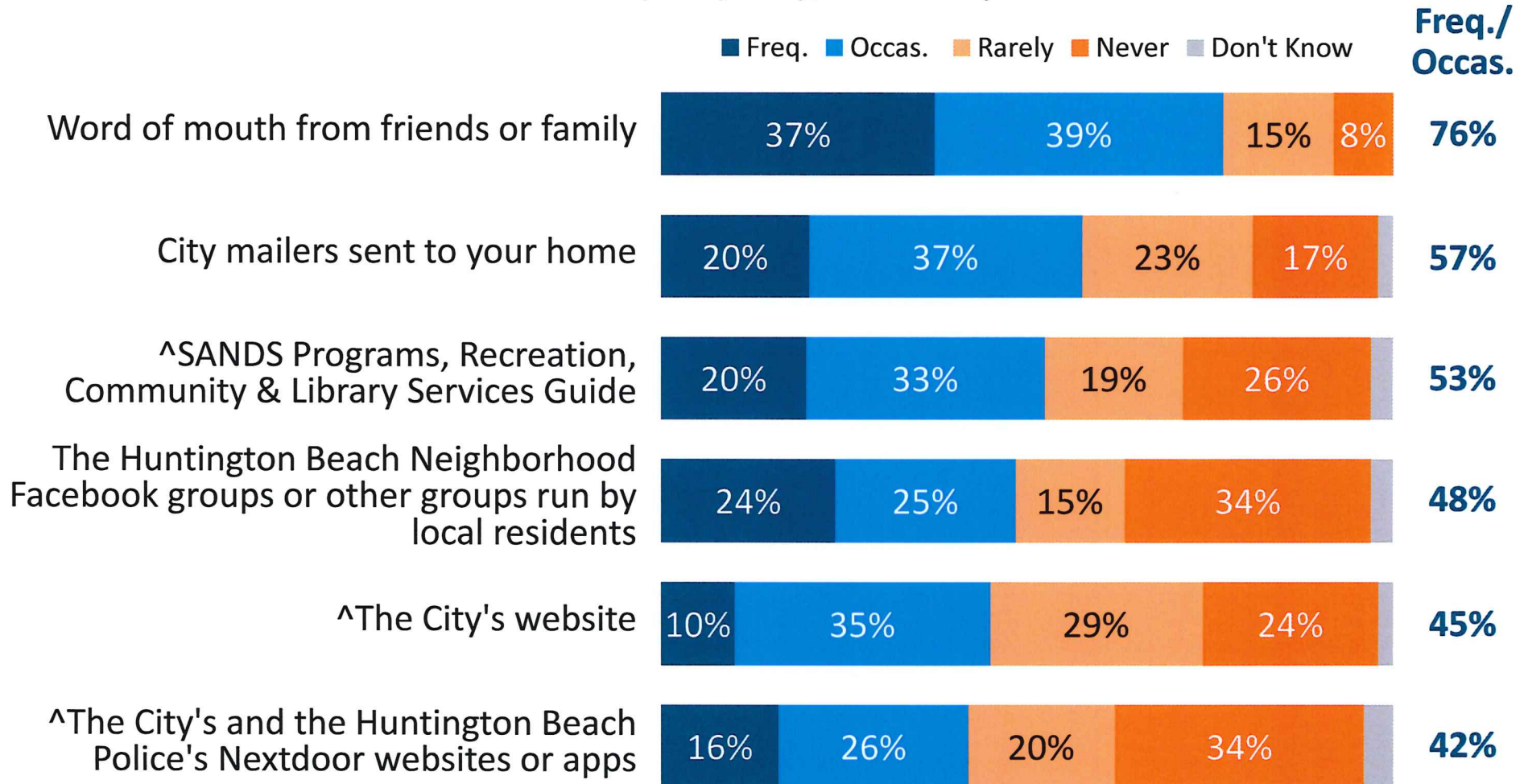




Sources of Information

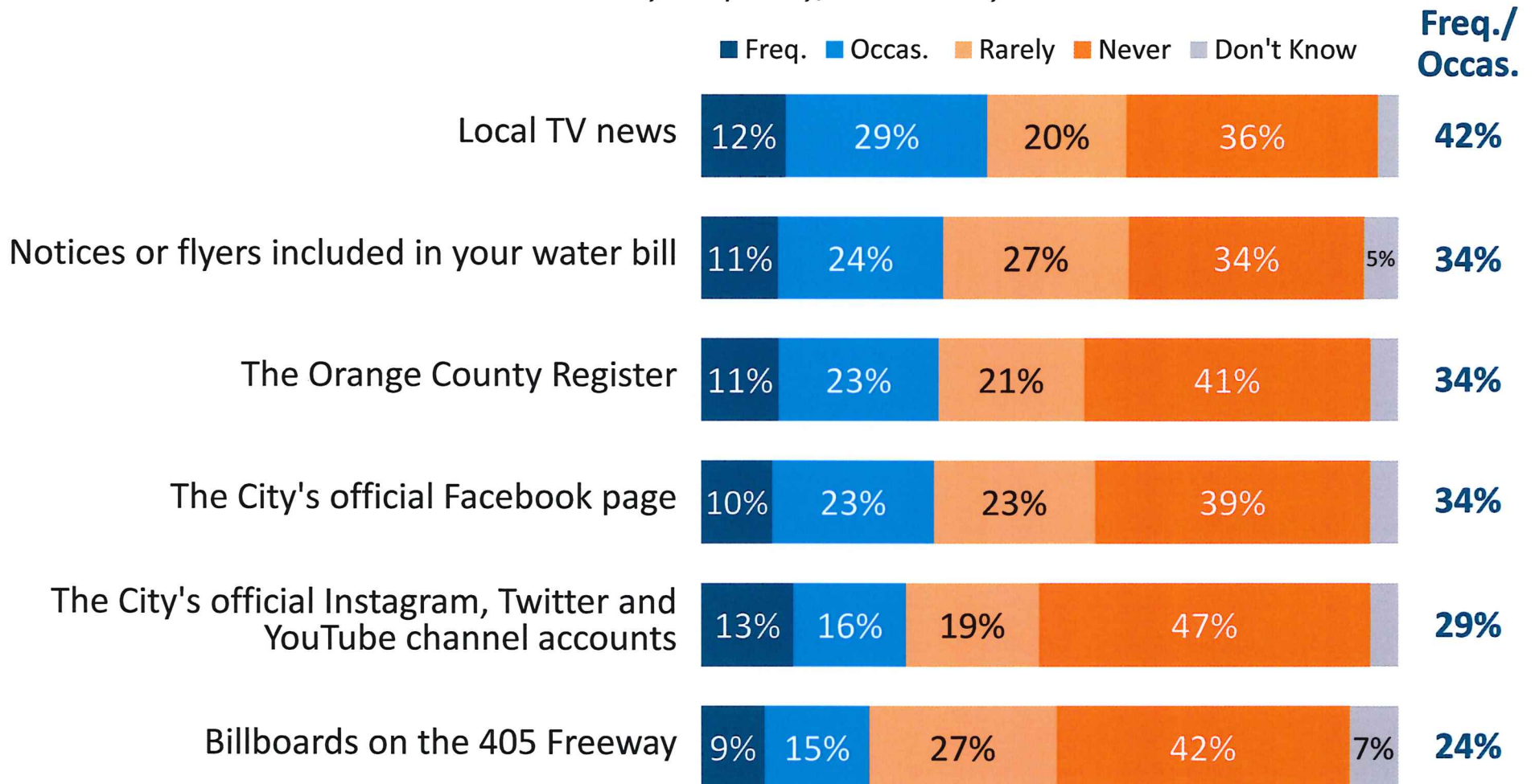
Respondents rely on a variety of information sources including City mailers, City service guides, and unofficial Facebook groups.

Ranked by Frequently/Occasionally



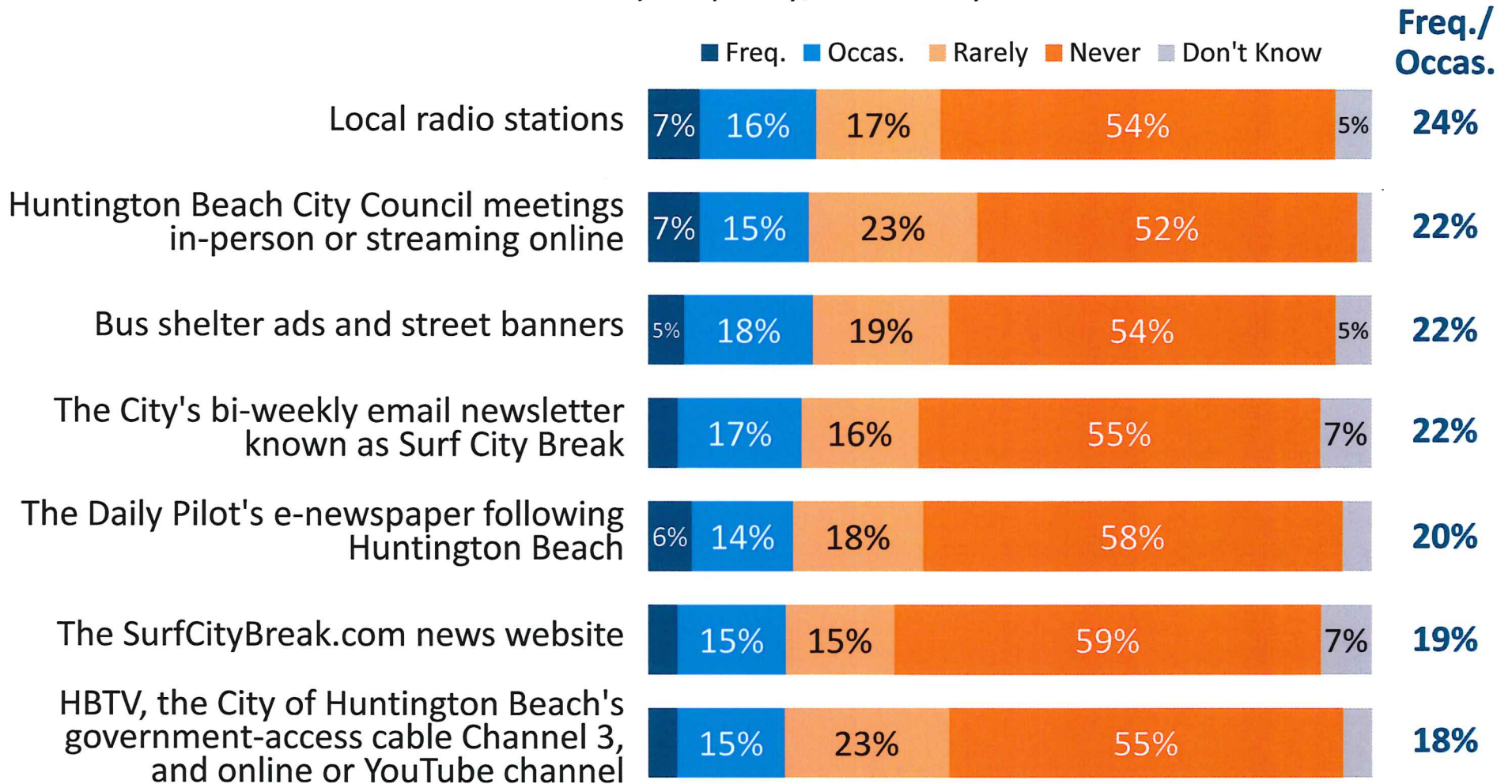
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Ranked by Frequently/Occasionally



Continued

Ranked by Frequently/Occasionally





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