



Dear Resident,

The City is pleased to provide this special edition of City Views to share with you the results of our recent citywide citizen satisfaction survey. I like to call it our city report card – a close look at resident attitudes toward city government and the many tasks that the City performs.

As part of updating Signal Hill's strategic plan, the City Council retained an independent research firm that specializes in surveys to assess attitudes. The research firm, Santa Monica-based FM3, contacted and interviewed 249 randomly selected city residents for 20 minute telephone interviews. These calls were made between November 18 and December 8, 2013. The survey included questions about city government, city finances, and customer service ratings for city departments as well as an assessment of the top issues residents identify as their priorities.

I am happy to report that Signal Hill residents overwhelmingly are pleased with municipal government in Signal Hill and the direction in which the City is headed. Residents rate the direction our City is headed more favorably, by a substantial margin, than voters in other Los Angeles County cities. In Signal Hill, 75% of those surveyed said they believe Signal Hill is on the right track, compared to 59% in Long Beach, 59% in Santa Monica, 57% in Downey, and 53% in Los Angeles.

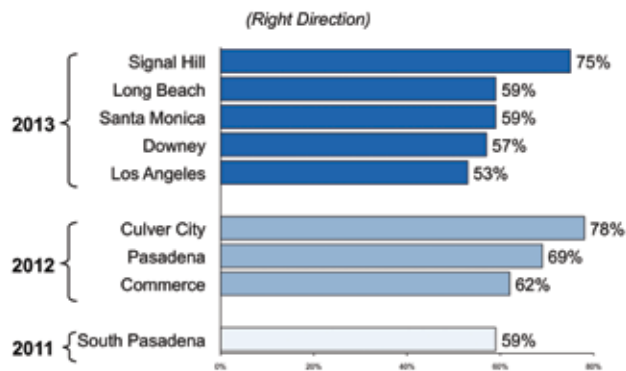
In the following pages, you will be able to see in detail how residents rate our City and rank the issues. We need your input on our strategic plan, and workshops are planned in March and April to obtain your input on public safety, public works, traffic, finance, and other important issues. Please see workshop schedule on back page for the dates, times and topics. The workshops will be held at the Signal Hill Community Center.

We're proud of the services that our staff provides to our residents – that we do it economically, efficiently, and apparently, better than local governments in many surrounding Los Angeles County municipalities. I hope this report provides you with a good snapshot of Signal Hill's government as it is viewed by you – and the survey helps provide a road map, of how we can best preserve the high quality of life we enjoy in this very special and unique community. To view the complete study, visit our website at [www.cityofsignalhill.org](http://www.cityofsignalhill.org).

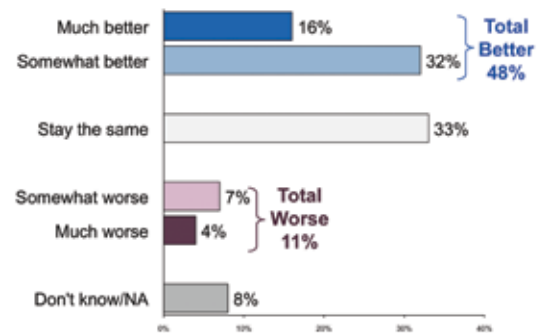
Sincerely,

Ken Farfsing  
City Manager

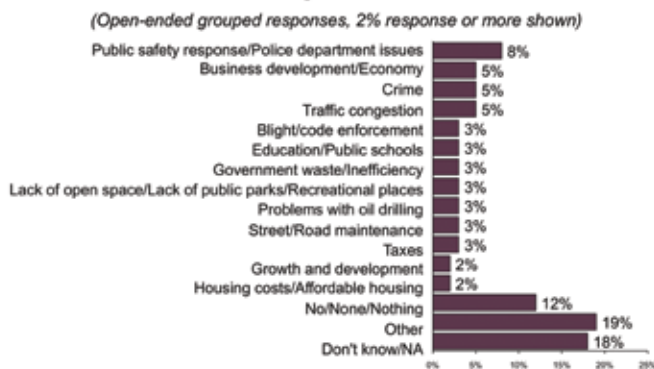
## Signal Hill voters rate the direction of their city more favorably than voters in other LA County cities



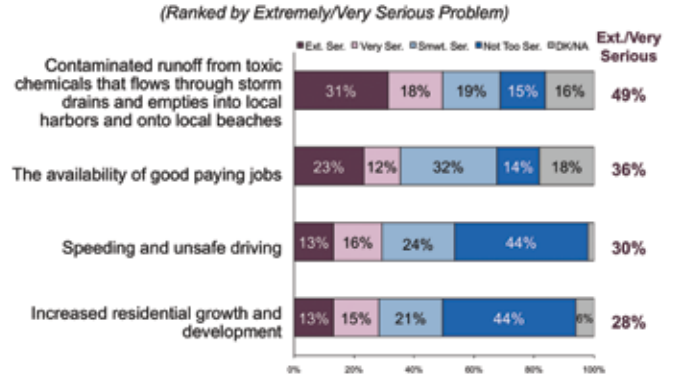
## Nearly half of residents believe the quality of life in Signal Hill will get better in the next five years; few believe it will get worse



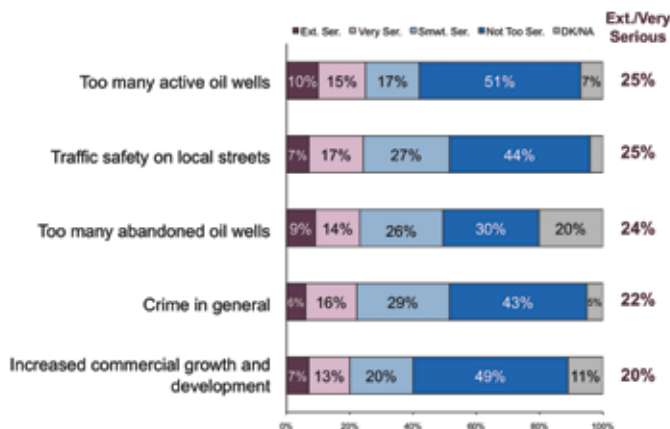
## No one concern dominates the public's thinking; almost one in three could not even name the most serious issue facing Signal Hill



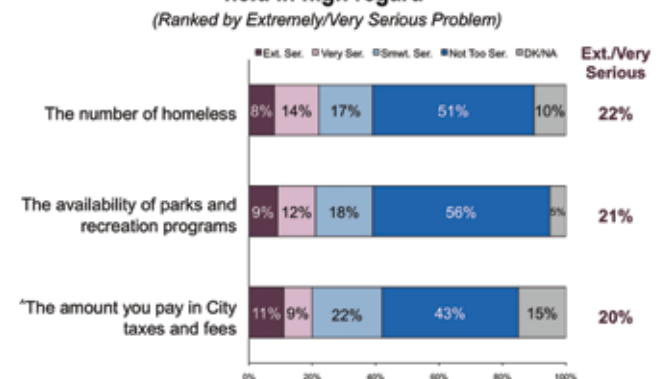
## Signal Hill residents show little reaction to issues often of greater concern in other cities; residents most concerned about contaminated runoff from toxic chemicals



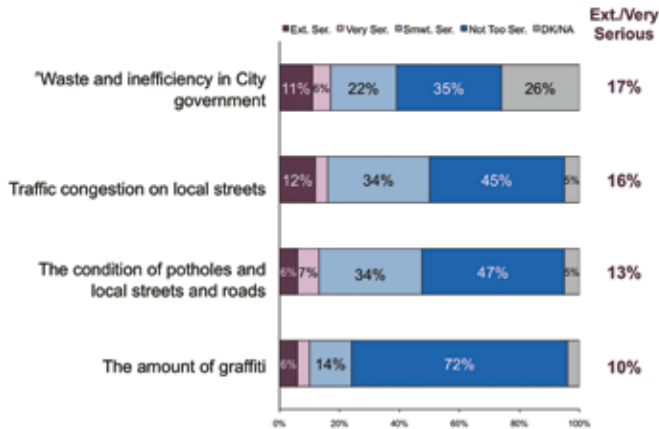
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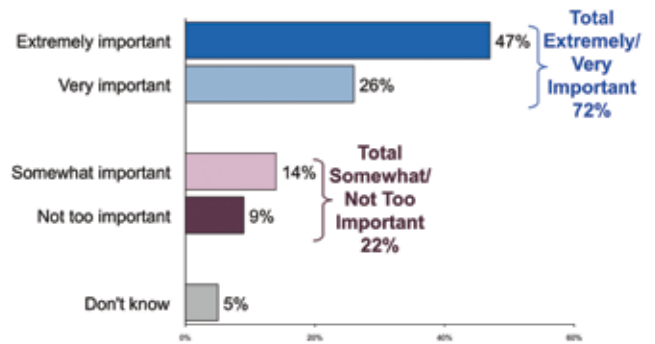
## No more than two in ten are strongly concerned about local taxes or government—an indicator that local government is held in high regard



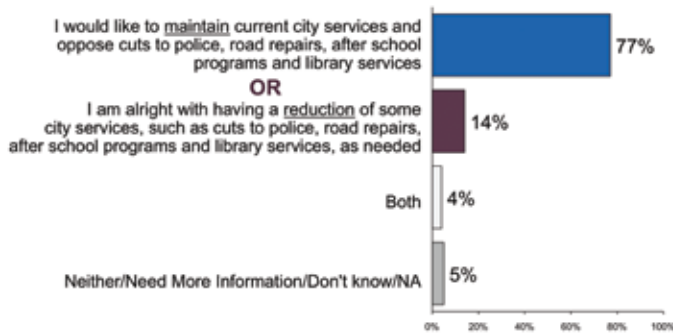
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### Yet, almost three out of four residents consider it highly important to them personally that the Signal Hill Police Department has the funding it needs



### By a 5-to-1 ratio, residents want to maintain current city services



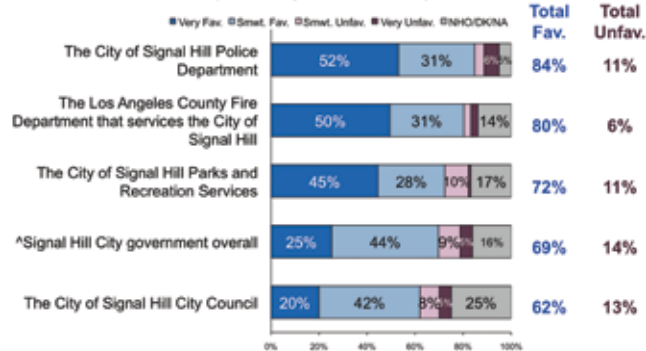
### When asked, the highest proportion are happy with the City's job performance, but slightly more than one out of ten want better communication with the City

(Open-ended grouped responses, 2% response or more shown)



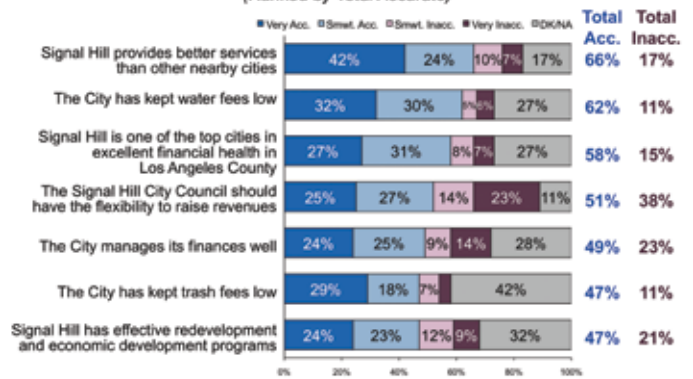
### By a 5-to-1 ratio, residents view their city government positively; ratings are even higher for public safety services and parks and recreation services

(Ranked by Total Favorable)



### Strong proportions agree with positive assessments of city government and its fiscal decisions

(Ranked by Total Accurate)





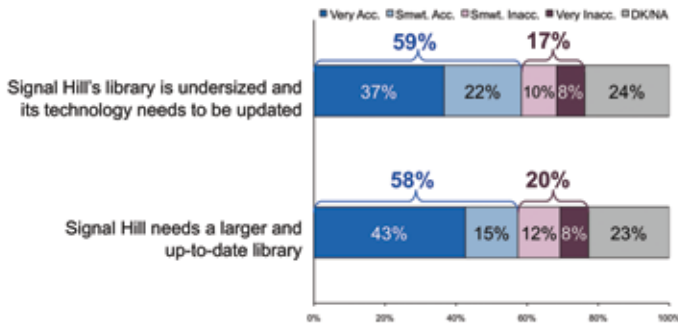
## Postal Customer Signal Hill, California



Printed on Recycled Paper

### Six in ten feel Signal Hill needs a larger and up-to-date library

(Ranked by Total Accurate)



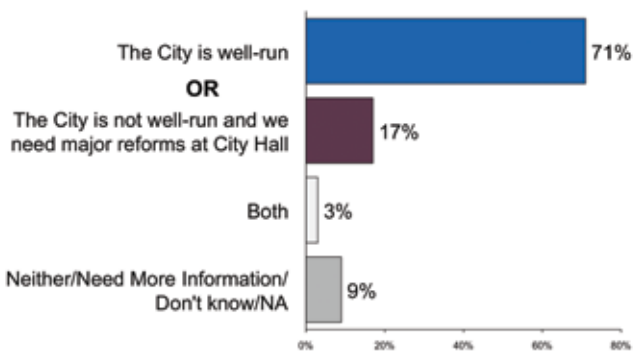
### At least three in four who contacted the city had a positive experience

Please tell me how you rate the following aspects of service provided by City employees. Would you rate the \_\_\_\_\_ City employees as excellent, good, fair, poor, or very poor?

(Ranked by Total Excellent/Good)



### By more than 4-to-1, residents believe the city is well-run



### Three out of four residents believe things in Signal Hill are going in the right direction



## STRATEGIC PLAN WORKSHOPS

7:00 P.M.

SIGNAL HILL PARK COMMUNITY CENTER

1780 E. Hill Street

Wednesday, March 19, 2014 — Topics: Police and Public Works

Wednesday, April 2, 2014, Topics — Community Services, Community Development, Finance, Economic Development