

2019 Resident Research: City of Carlsbad Community Priorities



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Executive Summary

As part of a larger effort to understand community values, needs and priorities, the City of Carlsbad has for many years commissioned an annual professional research study to measure residents' satisfaction with city services and ask their opinions on city issues.

The 2019 study explored a list of key resident concerns provided by the City Council with the goal of determining their relative level of importance and understanding more about the specific areas of interest within each concern.

In the fall of 2019, Action Research conducted a 1,000 random sample telephone survey of Carlsbad residents. This method produced results that can be generalized to the entire Carlsbad adult population within a plus or minus 3% margin of error.

The quantitative survey was supplemented with qualitative research, including intercept surveys and small group discussions. Although nearly all the issues mentioned were important to residents, concern about preserving open space, maintaining the community's character as it grows and managing growth overall were the most important overall.

Research Goals

For nearly 20 years, the City of Carlsbad has conducted an annual resident survey to gauge levels of satisfaction with city services and opinions about city issues. This information is used as a performance measure and to help guide City Council policy priorities.

In 2019, the City Council decided to change the frequency of the survey to every other year, on off-election years, and to supplement the quantitative survey with qualitative research, such as focus groups and interviews, to gain a more in depth understanding of resident priorities and concerns.

On July 9, 2019, City Council members asked staff to use the 2019 research to explore a list of issues constituents have raised in public comments, emails and discussions over the past year. Specifically, City Council members expressed interest in knowing to what extent the larger Carlsbad community shares these concerns and in understanding more about the specific areas of interest within each concern.

Approaches

Action Research used a three-pronged approach to accomplish the research objectives:

1. A quantitative citywide telephone survey of residents
A 1,000 person random sample telephone survey was conducted to obtain results generalizable to the entire Carlsbad adult population within a 3% margin of error at the 95% level of confidence.
2. Qualitative in-person interviews with residents in each council district
The survey was supplemented with in person one-on-one interviews with residents representing all four City Council districts. The interviews provided an opportunity to gain insight into the issues being studied and identify other potential areas of concern and interest.
3. Qualitative discussions with Spanish speaking residents, seniors and teens
To help ensure a diverse range of perspectives was explored, targeted outreach was conducted with Spanish speaking residents, seniors, and teens. The discussions were qualitative in nature and therefore, cannot be generalized to the larger Carlsbad population.

At the end of this report are appendices that shows the telephone and in-person interview survey instruments and verbatim responses from the open-ended survey questions.

Citywide Telephone Survey of Residents

The objective of the survey was to help City Council members identify the issues of greatest concern to Carlsbad residents, with a focus on the “silent majority.” In other words, the City Council wanted to understand to what extent the concerns frequently brought up by the most engaged community members are shared by the population at large.

Questionnaire Design

The City Council provided city staff with the following list of topic areas:

- Homelessness
- Transit
- Housing
- Airport
- Infill development
- Community Choice Energy
- Climate Action Plan
- Parks, trails and open space
- Business development
- Maintaining/growing talent
- City Council goals

Action Research developed a questionnaire based on these topics. To ensure meaningful feedback, Action Research worked with city staff to identify attributes and dimensions to the topics that would enable the collection of richer data. For example, instead of asking about the importance of homelessness as an issue, the topic was parsed into two questions: one addressing the availability of services for people experiencing homelessness and the other about the impacts of homelessness on the community.

Topics were also written to avoid the use of jargon and break down complex topics not suited to a telephone interview. Infill development was the only topic dropped from the list due to the difficulty and time required to explain the concept during a phone interview.

Residents were asked to rate the level of importance of each issue on a scale of 0 to 10. One open-ended question was included to help identify issues or other feedback not included on the questionnaire.

The survey items were randomly rotated to reduce order effects bias (a type of bias that results from the order in which survey items are presented to respondents).

The 21-item survey topics area are shown in Table 1.

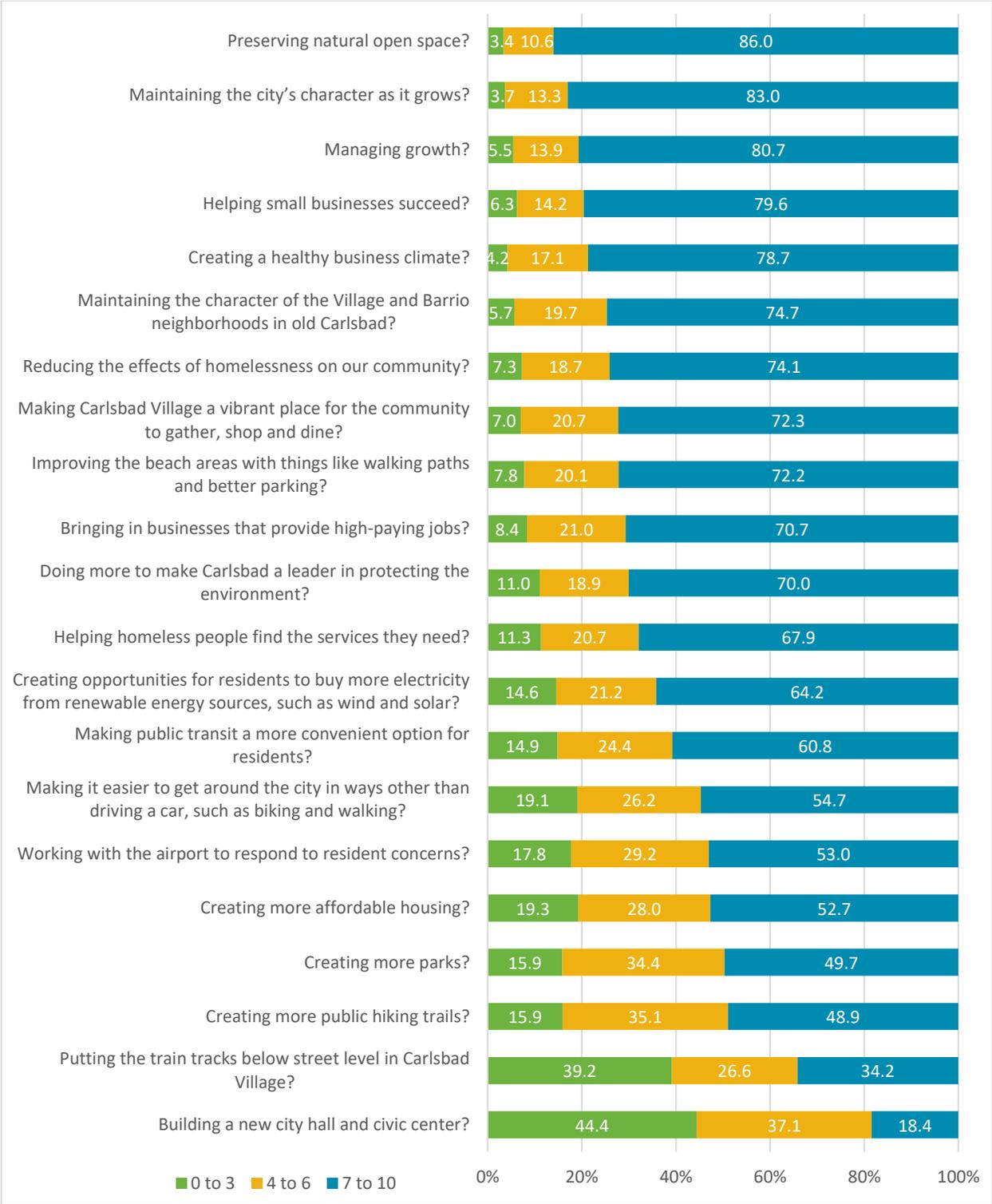
Table 1. Survey Questions by Topic Area

Topic Area	Question
Using a scale from 0 to 10 where 0 equals <i>not at all important</i> , and 10 equals <i>extremely important</i> , how <i>important</i> is it for the city to focus on ...	
Airport	Working with the airport to respond to resident concerns?
Business	Creating a healthy business climate? Helping small businesses succeed? Bringing in businesses that provide high-paying jobs?
City Council Goals	Building a new city hall and civic center? Putting the train tracks below street level in Carlsbad Village? Improving the beach areas with things like walking paths and better parking? Maintaining the character of the Village and Barrio neighborhoods in old Carlsbad? Making Carlsbad Village a vibrant place for the community to gather, shop and dine?
Environment	Creating opportunities for residents to buy more of their electricity from renewable energy sources, such as wind and solar? Doing more to make Carlsbad a leader in protecting the environment?
Growth and Open Space	Creating more affordable housing? Maintaining the city's character as it grows? Managing growth? Preserving natural open space?
Homelessness	Helping homeless people find the services they need? Reducing the effects of homelessness on our community?
Parks and Trails	Creating more parks? Creating more public hiking trails?
Transit	Making it easier to get around the city in ways <i>other than driving a car</i> , such as biking and walking? Making public transit a more convenient option for residents?

Results at a Glance

The figure below shows the distribution of responses for all survey items grouped by low (0 to 3), moderate (4 to 6), and high (7 to 10) importance ratings.

Figure 1. Importance Ratings of the 21 Survey Items



Differences and relationships among subgroups

A statistical test (analysis of variance) was conducted to see if residents responded differently based on the quadrant where they live or their gender. Differences were detected for three of the 21 questions:

- Women gave *creating affordable housing* an average rating of 7.0 (on a 0 to 10 scale) compared to men who gave it an average rating of 5.6;
- Residents living in ZIP code 92008 gave *maintaining the character of the Village/Barrio* an average rating of 8.3 compared to 7.3 in 92009, 8.0 in 92010, and 7.5 in 92011; and
- Residents living in ZIP code 92011 gave *working with the airport to respond to resident concerns* an average rating of 6.9 compared to 6.1 in 92008, 6.3 in 92009, and 6.3 in 92010.

Correlation analyses were conducted to identify relationships between a resident's age or length of residency and their importance ratings for the 21 survey items. No relationships were identified.

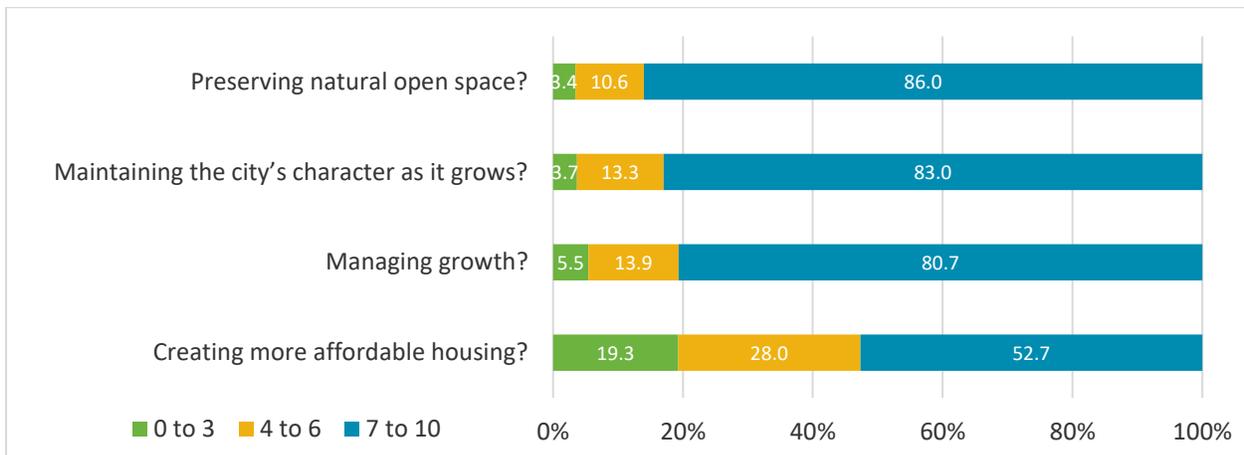
Importance by Topic

Below are breakouts grouped by general issue area. Residents were asked to rate the level of importance of each issue on a scale of 0 to 10. Ratings were coded into three groups (low, moderate, and high) to provide ease of comparing importance ratings across items. In addition, for each item, the percentage of residents who provided a rating of 10 was reported.

Growth / Open Space / Affordable Housing

Preserving open space ranked as the most important issue overall, followed by *maintaining the community’s character as it grows* and *managing growth* overall. *Affordable housing*, although a lower level of importance by comparison, was still cited as very important by more than half of respondents.

Figure 2. Rating Distributions for Importance of Growth



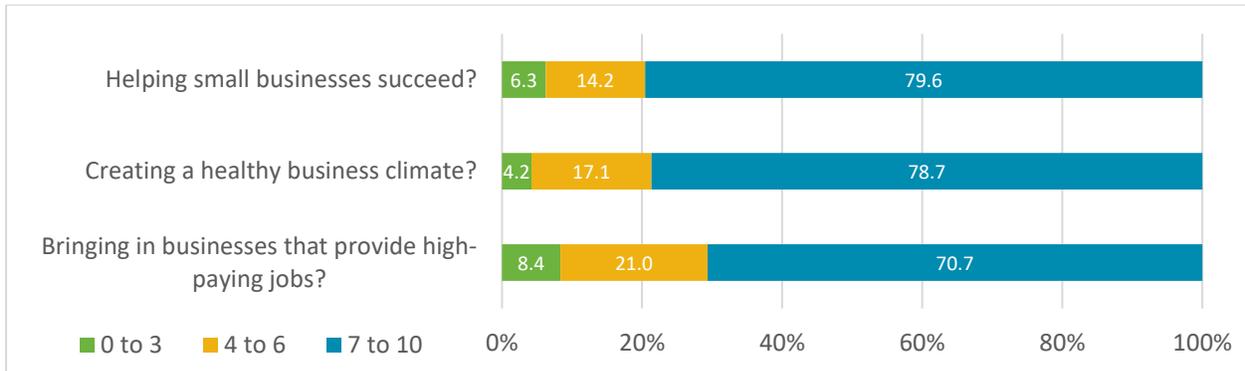
Eighty to ninety percent of residents provided a moderate or high importance rating for each of these growth-related survey items.

- Women gave *creating affordable housing* a significantly higher average importance rating than men ($M=7.0$ vs. $M=5.6$).
- 47% of residents gave *preserving natural open space* a rating of 10.
- 42% of residents gave *maintaining the city’s character* and *managing growth* a rating of 10.

Business Climate

The rating distributions for all three business concerns showed the business climate was very important to most residents.

Figure 3. Rating Distributions for the Importance of Business



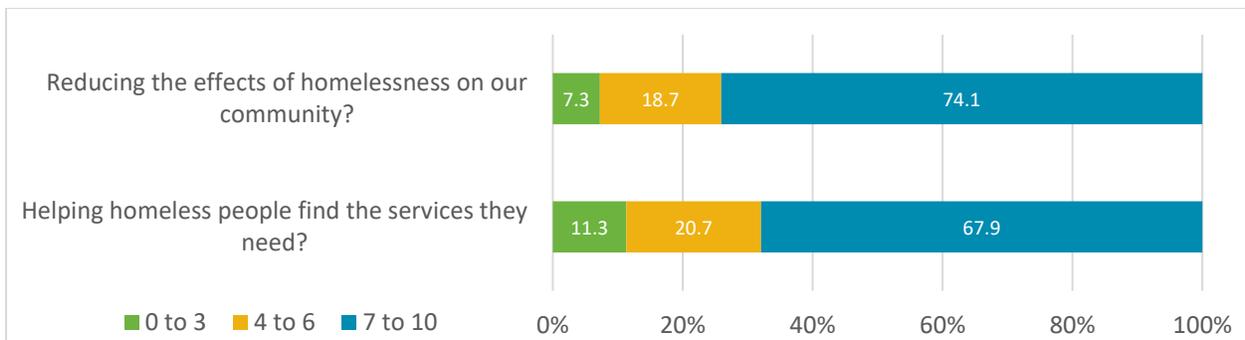
Well over 90% of residents provided moderate or high importance ratings for each business concern.

- 35% of residents gave *helping small businesses succeed* a rating of 10.
- 31% of residents gave *creating a healthy business climate* a rating of 10.
- 30% of residents gave *bringing in businesses that provide high-paying jobs* a rating of 10.

Homelessness

The rating distributions for *reducing the effects of homelessness on our community* and *helping homeless people find services* showed a high level of importance.

Figure 4. Rating Distributions for the Importance of Homelessness



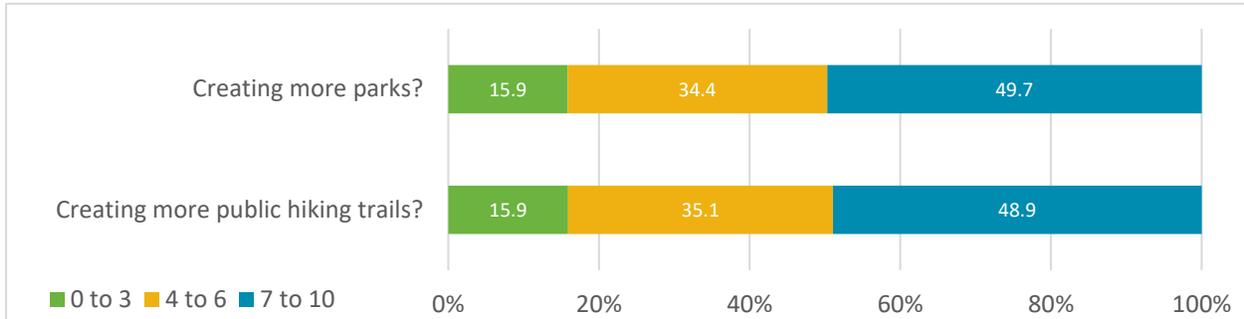
Close to 90% of residents gave a moderate or high importance rating for each concern.

- 38% of residents gave *reducing the effects of homelessness on our community* a rating of 10.
- 29% of residents gave *helping homeless people find services* a rating of 10.

Hiking Trails and Parks

The importance of *creating more hiking trails and parks* received moderate ratings.

Figure 5. Rating Distributions for the Importance of Hiking Trails and Parks



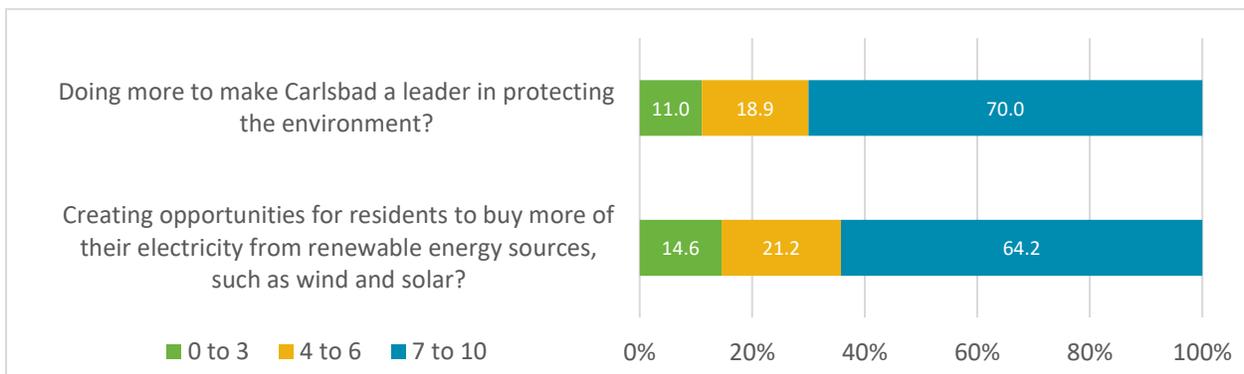
Ratings for hiking trails and parks were nearly identical. Although these importance ratings are moderate in relationship to the other concerns, half of all residents rated the importance of creating more parks and trails as high.

- 17% of residents gave *creating more parks* a rating of 10.
- 15% of residents gave *create more public hiking trails* a rating of 10.

The Environment

The rating distributions for *making Carlsbad a leader in protecting the environment and opportunities for buying more electricity from renewable energy sources* showed a moderately high level of importance.

Figure 6. Rating Distributions for Importance of the Environment



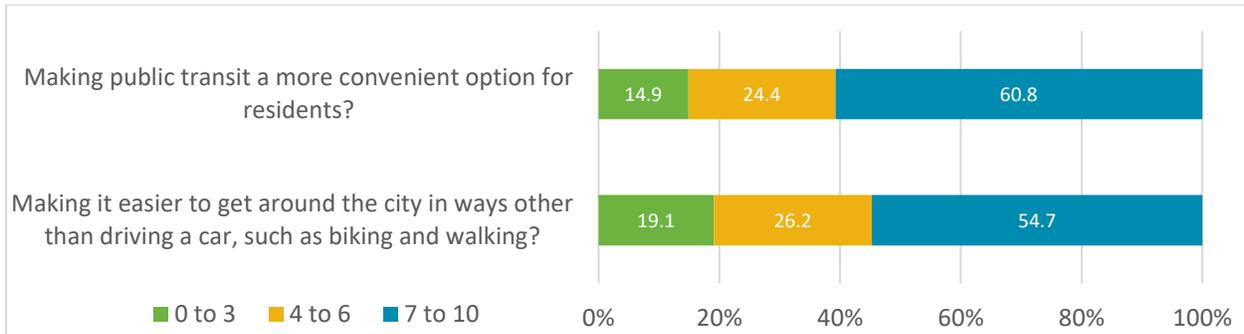
Between 80% to 90% of residents gave a moderate or high importance rating for each concern.

- 34% of residents gave *doing more to make Carlsbad a leader in protecting the environment* a rating of 10.
- 31% of residents gave *creating opportunities for buying more renewable energy* a rating of 10.

Mobility and Transit

The rating distributions for *making public transit more convenient* and *making it easier to get around town in ways other than driving* showed a moderate level of importance.

Figure 7. Rating Distributions for the Importance of Mobility and Transit



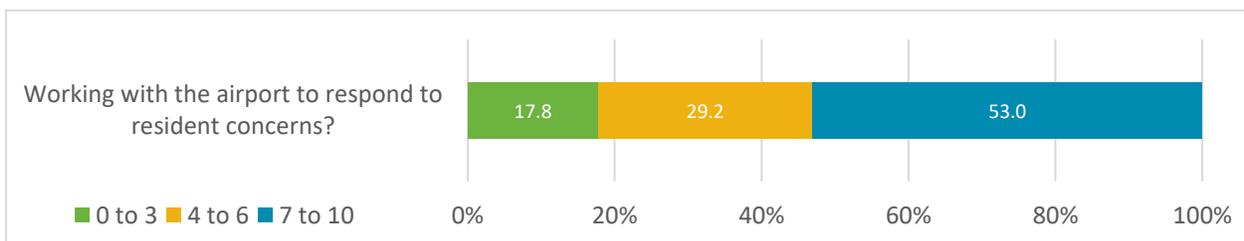
The distributions for the mobility and transit concerns were quite similar. Although the ratings are moderate compared to other concerns, over half of residents gave high importance ratings (60.8% and 54.7%).

- 25% of residents gave *making public transit more convenient* a rating of 10.
- 21% of residents gave *making it easier to get around town in ways other than driving* a rating of 10.

Airport

The rating distribution for *working with the airport to respond to resident concerns* showed a moderately high level of importance.

Figure 8. Rating Distribution for Importance of Working with the Airport



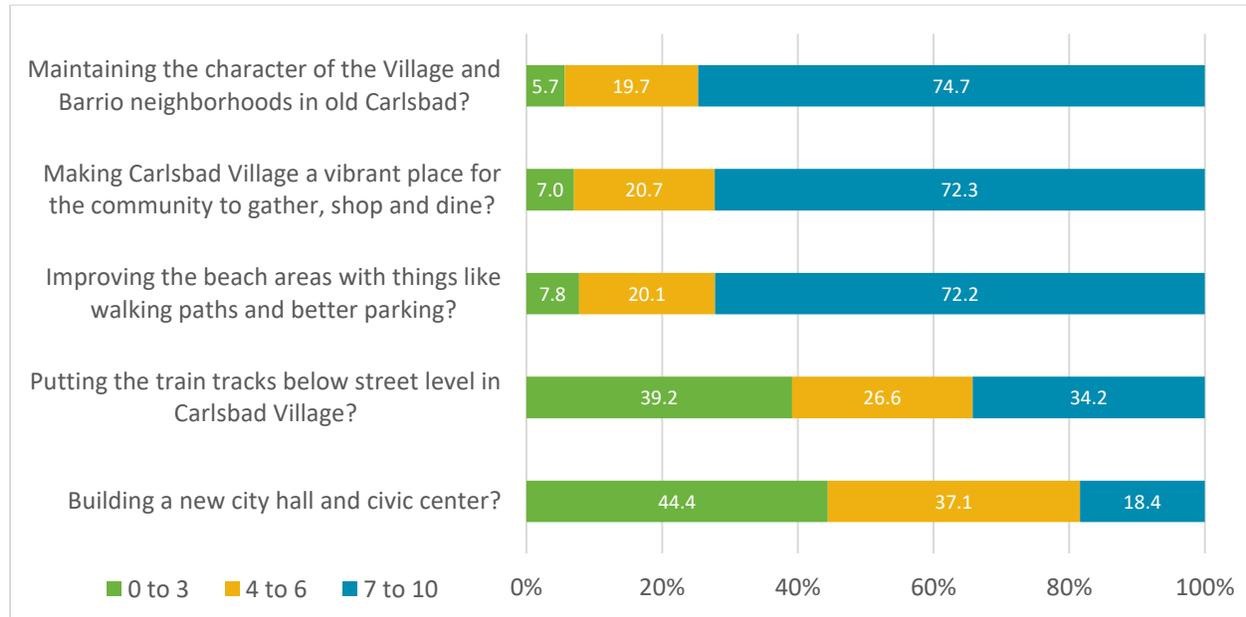
The rating for *working with the airport* was of moderate or high importance by over 80% of residents.

- Residents in ZIP code 92011 reported a significantly higher average importance rating ($M=6.9$) than residents in the other ZIP codes (92008, $M=6.1$; 92009, $M=6.3$; 92010, $M=6.3$).
- 21% of residents gave *working with the airport* a rating of 10.

City Council Goals

Residents were asked about recent City Council goals. Due to time constraints, each goal was described in just a few words or a short phrase, without context or explanation.

Figure 9. Rating Distributions for the Importance of City Council Goals



The distributions for *maintaining the character of the Village/Barrio*, *making the Village a vibrant place*, and *improving the beach areas* goals were quite similar and showed high levels of importance with over 90% providing a moderate or high rating. The ratings for *putting the train tracks below street level* showed that importance was evenly distributed across the scale. However, *building a new city hall and civic center* received the lowest importance ratings of any concern or goal with 18% giving it a high importance rating and nearly half (44%) giving it a low importance rating.

- 35% of residents gave *maintaining the character of the Village/Barrio* a rating of 10.
- 31% of residents gave *improving the beach area* a rating of 10.
- 30% of residents gave *making the Village a vibrant place* a rating of 10.
- Residents in ZIP code 92008 reported a significantly higher importance rating ($M=8.3$) for *maintaining the character of the Village/Barrio* than residents in the other three ZIP codes (92009, $M=7.3$; 92010, $M=8.0$; 92011, $M=7.5$).

Open-Ended Responses to Other Concerns

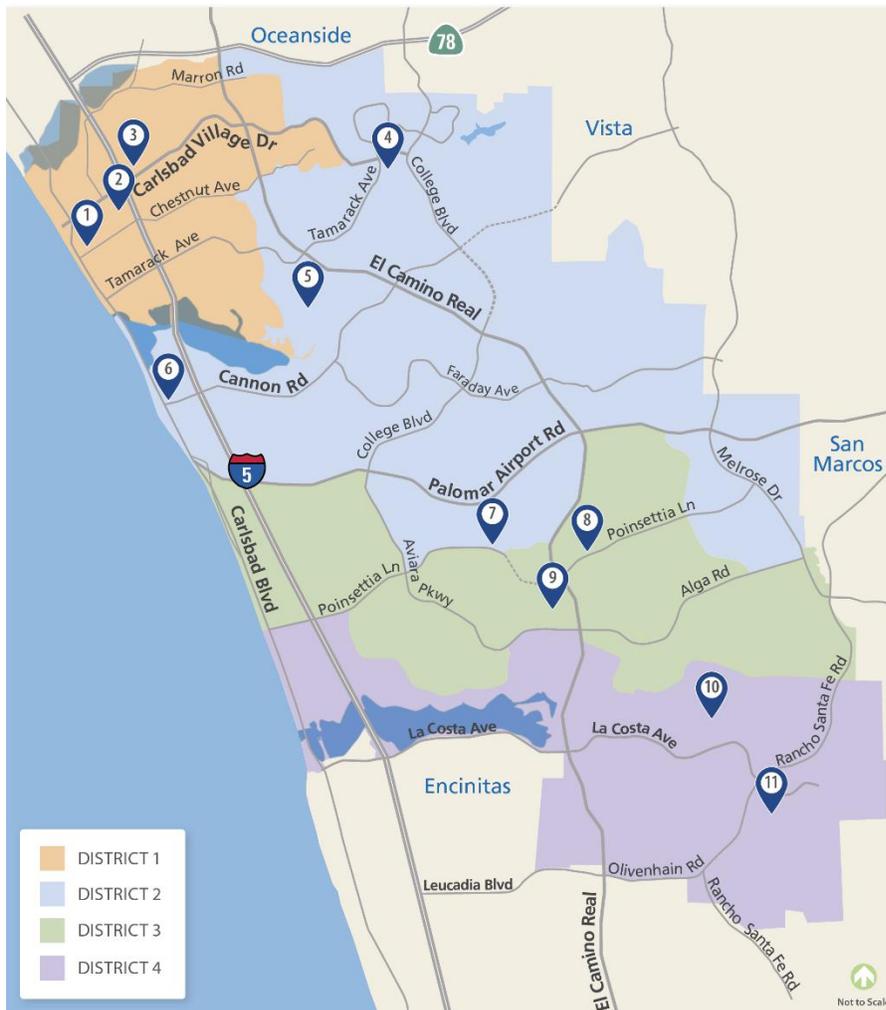
Residents were given an opportunity at the end of the survey to bring up any other issue of concern that they would like the city to focus on. Less than half of residents responded with an issue.

Of those who did respond, most reiterated concerns about *managing or stopping growth* or mentioned concerns about *traffic*.

The remaining issues ranged from very specific neighborhood issues to suggestions for new city services. A verbatim list of comments is included in the appendices.

In-Person Interviews (Intercepts)

Action Research conducted 155 in-person interviews with Carlsbad residents to supplement the information from the resident survey. Residents were approached at a variety of public locations in each City Council district and asked to participate in the survey. The information from these interviews is qualitative in nature, meaning it should be considered descriptive but not necessarily representative of the larger population.



INTERVIEW LOCATIONS

- | | |
|---|--|
| 1. Beach (Walnut/Chestnut) | 7. Aviara Community Park |
| 2. Carlsbad Senior Center | 8. Alga Norte Community Park |
| 3. Georgina Cole Library | 9. Carlsbad City Library |
| 4. Calavera Hills Community Center and Park | 10. La Costa Canyon Park |
| 5. Laguna Riviera Park | 11. Stagecoach Community Center and Park |
| 6. Beach (access at Cannon) | |

Table 2. Sample Demographics by Council District

Council District	Number of Completed Interviews	Average Years of Residency	Average Age of Respondent
1	30	14.3	44.5
2	29	13.1	43.2
3	37	8.3	44.6
4	28	11.4	46.9
Senior Center	31	19.0	73.5

Survey Topics

Respondents were asked to:

1. Name top-of-mind things for the city to focus on (unprompted, open-ended, and up to three);
2. Rank the issues mentioned in order of importance;
3. State how it affects them and why it is an issue; and
4. State what the city should do about the issue.

Results

Residents were asked, *Off the top of your head, what do you think the city should do to improve the quality of life in Carlsbad?* Residents were prompted for up to three responses.

Most residents, 89%, provided one or more responses. Of respondents, 42% provided one response, 31% provided two responses, 16% provided three responses, and 11% did not provide a response.

Unprompted Issues of Concern

All unprompted issues were tallied. The table below displays the top issues by City Council district, according to the residents interviewed.

Table 3. Topic Areas, Unprompted: What could the city do improve the quality of life in Carlsbad?

Council District			
1	2	3	4
Homelessness Affordable Housing Traffic	Traffic Affordable Housing Open Space Homelessness Public Transit	Traffic Parks Affordable Housing Climate-Environment	Parks Open Space Traffic Climate-Environment Airport

Senior Center Respondents

In addition to segmenting responses by City Council district, Action Research tallied responses from those interviewed at the senior center. The topics most often mentioned by residents at the senior center were affordable housing, homelessness, traffic, and public transit.

Prompted Issues of Concern

Next, residents were shown an alphabetical list of topics and asked to select the three for which they would like the city to focus. After selecting the top three, they were asked to place them in order of importance. (They were also given the option of listing a different topic of their own.) The table below shows the list of topic areas as presented to residents and the results of rank ordering by residents.

Table 4. Topic Areas, Ranked by Respondent: What could the city do to improve the quality of life in Carlsbad?

List as Presented to Residents	List as Ranked by Residents
1. Affordable housing	1. Affordable housing
2. Climate/environment	2. Traffic
3. Community character	3. Homelessness
4. Growth	4. Open space
5. Homelessness	5. Parks
6. Local economy and jobs	6. Public transit
7. Open space	7. Climate/environment
8. Palomar Airport	8. Local economy and jobs
9. Parks	9. Growth
10. Public transit	10. Community character
11. Traffic	11. Palomar Airport

Affordable housing was the most highly ranked concern, with 44 residents stating it was their most important concern, 17 mentioning it as their second concern and five as their third concern.

Open-Ended Responses

The table below displays a sampling of the open-ended comments reported by residents (see appendices for full list of responses).

Table 5. Selected Open-ended Resident Comments

Topic	Comment
Beach Access	<i>The beaches need better parking.</i>
Cost of Living	<i>Rent control for seniors in Carlsbad. It's too expensive. People should be able to afford to live here.</i>
Transit	<i>More transit on weekends. Big problem in Carlsbad - you have to get into your car to go anywhere. Safe bike travel will reduce car use. Improve public transit.</i>
Other Issues	<i>Don't like the air blowers in the morning. Let mountain bikers in Calavera. Little things like sitting at a light for a long time when there is no other traffic.</i>

Concerns and Solutions

Residents were asked what the city should do to solve their stated issues. Examples are listed below. The full list is included in the appendices. The issue is listed first and resident recommendation for solving the issue (after the arrow).

Open Space

Don't want it to be an outright metropolis. Need views other than brick and mortar.

→ *Preserve current open land.*

More natural spaces give the city character.

→ *Continue putting aside land for every portion of land built.*

Growth

We create traffic without enough infrastructure to support it.

→ *Stop building tall buildings, apartments.*

Too much growth affects the culture of the neighborhoods. It adds to congestion and creates a less rural feel.

→ *Require bigger lot sizes. Enforce height restrictions in the village.*

Business

Having to go to another city for a job takes taxes away from the city.

→ Make sure there are enough licensed businesses for every sector of jobs.

My son will be looking for a job. I want job opportunities for the young. Carlsbad shouldn't be just for the wealthy.

→ Offer programs to help youth get jobs.

Affordability

I would like my children to be able to live close by. Barrio is disappearing - we need diversity.

→ Rent control or something to keep us growing but affordable. Welcome those that are low income. Anytime we develop big we need to build affordable places.

It's a nice place to live, but house prices are horrible.

→ Programs to help middle-class families to buy homes.

Interviews of Spanish Speakers

Residents whose primary language was Spanish were asked to participate in interviews about city issues, similar to the questions in the other research. The participants were interviewed at the Library Learning Center by a bilingual consultant with expertise in outreach to Spanish speaking residents. Thirteen Spanish-language interviews were conducted.

Results

Overall, participant responses echoed those of residents in the telephone and intercept interviews. The responses showed high levels of importance for managing growth, affordable housing, environmental leadership, helping small businesses succeed, improving the beach areas, maintaining the character of the city and the Village and Barrio areas. There was also a lot of support for creating more parks and hiking trails and building a new city hall and civic center.

There were a variety of issues mentioned when asked about *other issues*. Several mentioned parks. Here are the responses.

People don't feel safe bringing their kids to the park because of the drunk homeless who start preparing their camps for the night, do inappropriate things, sometimes turn violent.

Dogs ruin parks for toddlers and families with children as owners don't pick up after them and don't follow the leash rules. There needs to be more enforcement.

Dogs in parks and other public places have become a nuisance because of the smell and irresponsible owners that let them roam without a leash even when kids are present.

The parks where homeless people hang out are extremely neglected/dirty/without basic supplies.

Sharing the road with bicyclists in high traffic roads feels extremely dangerous since bikers tend to go very slow thus slowing down everybody else until you are able to pass them.

Support small businesses, not large corporations or chains that destroy local business owners.

Teen Discussion Group

On Sept. 4, 2019, a discussion was held at Pine Avenue Community Center with 16 students from Calaveras Hills and Valley Middle schools enrolled in the Leadership in Training and Education afterschool program. The students ranged in age from 11 to 14 years and lived in Carlsbad from one to 13 years.

Students were asked to individually complete a survey similar to the instrument used for other parts of this research project.

- Favorite thing to do in Carlsbad (ice breaker)
- Select (from a list) the most important three or four items and issues (11 items total, ranging from protecting the environment, parks, better traffic, to homelessness);
- Select the most important item or issue; and
- Explain why it is important and the City can do to make it better.

Once they had completed their responses, a facilitator led the group through a discussion.

Results

Favorite Things to Do in Carlsbad. Students overwhelmingly stated they like to go to the beach. In addition, they like to go out to eat, hang out in the Village, hike, bike, go to parks and pools.

Importance of Items and Issues. *Protecting the environment, oceans and wildlife, homelessness, keeping the beachy surf culture and feel of the city, and affordable places to live* were selected as important items or issues.

Here are some open-ended responses about why the issue was important and what should be done.

Protecting the environment is most important to me because the environment influences lots of things we do.

Do more beach clean-ups and preserve the land from being destroyed.

We could do more beach clean-ups and [install] more trash cans around the city.

There are so many homeless people around the parks and such, they can get violent so we should have shelters for them.

We have to protect the world. We have to be kinder.

Appendix 1: Method and Sampling

Telephone Survey

Between Aug. 6 and Sept. 10, 2019, 1,000 telephone surveys were conducted. Participants were required to be 18 years or older and a resident of the City of Carlsbad. The sample size of 1,000 resulted in a margin of error +/- 3% at the 95% confidence level overall. As of June 2018, 54.9% of households nationwide¹ did not have a landline telephone but had at least one cell phone; therefore, a dual-frame (cell phone and landline phone numbers) sampling method was used. Phone numbers were generated by a random digit-dial method (local area code and prefixes are identified, and the last four digits of the phone number are randomly generated). For efficiency due to falling response rates, the sample was enhanced with the use of listed landline numbers. The distribution of cell and landline phone numbers is shown in the table below.

Table 6. Percentage of Surveys Completed by Cell and Landline Phone Numbers

Landline	Listed Landline	Cell	Totals
22% (224)	23% (232)	54% (544)	100% (1,000)

Respondents were asked for their ZIP code to track and present data by area. The percentage of completed surveys and households by ZIP code² are displayed in the table below.

Table 7. Percentage of Completed Surveys by ZIP Code

	92008	92009	92010	92011
Completed Surveys	34% (335)	31% (314)	14% (144)	21% (207)
Households per Census	28% (13,045)	37% (17,204)	13% (6,011)	23% (10,545)

The percentage of completed surveys per ZIP code are like estimates from the American Community Survey. The *American Community Survey* (ACS) is an annual nationwide survey designed to supplement the decennial census. The ACS is an ongoing survey by the U.S. Census Bureau conducted every year to provide up-to-date information about our nation and its people. Although there are more households in ZIP code 92009, slightly more completed surveys were collected in ZIP code 92008 than in 92009.

To explore if survey item rating scores were under or over emphasized due to any disproportionate sampling by ZIP code or age, a weighting procedure was applied to the data. Weights by ZIP code and age did not reveal any changes to rating scores; therefore, analyses were conducted without weights.

¹ Wireless Substitution: Early Release of Estimates from National Health Interview Survey, July-December 2018

² U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Survey Measures

The survey was administered by highly trained interviewers and was approximately 9 minutes long. The survey was developed using topics defined by City Council in a series of goal setting meetings in the spring of 2019. The questions were developed in the following way: (1) some specificity (topic attributes or dimensions) were provided to allow for meaningful interpretation (e.g., *How important is helping homeless people find the services they need vs. How important is homelessness*); (2) neutral language was used to provide clear, unbiased results; and (3) subject matter lingo was avoided so the questions would be well understood by all residents.

Respondent Characteristics

Length of residency ranged from 1 to 80 years, with an average of 20 years. Resident age ranged from 18 to 105 years, with an average of 64 years. The survey was conducted in English (99%) and Spanish (1%). Of all respondents, 50% identified themselves as male, 49% as female, and 1% as neither male nor female.

Table 8. Interview Completions by Age

Number of Surveys	Percentage	Respondent Age
18	1.8	18 to 29
142	14.2	30 to 49
282	28.2	50 to 64
492	49.2	65 and above
66	6.6	chose not to answer

In-Person Interviews (Intercepts)

Method and Sample

Between Aug. 22 and Sept. 8, 2019, 155 in-person interviews were conducted with city of Carlsbad residents. Participants were required to be 18 years or older, a resident of Carlsbad, and could not be serving on a city elected board. The interviews were conducted by trained local interviewers. Residents were intercepted at a variety of public locations in each council district and asked to participate in the survey. The survey was qualitative, meaning that it was an opportunity for residents to elaborate about concerns. The interviews were designed to be approximately 5 minutes long and residents were provided a \$5 gift card for participation. In addition to the interviews conducted in public places, 31 interviews were conducted with residents at the senior center. Of all respondents, 69 were male and 86 were female.

Appendix 2: Other Issues of Concern

*Is there an issue that has not been mentioned that you want the City to focus on? Other, not coded.
Responses are presented by ZIP code.*

92008
A couple more dining restaurants.
Bathrooms and showers at the beach and also burying power lines.
Better public transportation, no more ugly structures, leave the hills alone, no more concrete trails, open gorgeous land.
Building code.
Building more pools and I would rate that as a ten on being important.
City is going overboard on bicycle paths, creating more traffic for drivers.
Closer transportation more busways closer.
Continue to be transparent with all decisions.
Creating more enforcement on the lagoons.
Ease up on permits for live music.
Focus on seniors, for example public transit for seniors; any seniors transportation.
General public safety.
Getting rid of the power plant.
Governance.
I want the train tracks put under ground in the Terra Mar neighborhood. Also when the existing power plant is torn down I want it turned into a park and there already is a park next to it so that existing park should be expanded. There should be no hotels there we don't need that.
I want to emphasize the climate and transportation for people that have difficulty driving or getting around. Downtown has to have more parking. It's really difficult.
I would like a detailed report on the council members qualifications, experience in public office, how long have they lived in Carlsbad, and if they own property.
I would like Carlsbad to adopt a program like Encinitas has where residents are given free house plans to build an additional unit on the property. This creates more housing.
I would like for the trains to become a quiet zone.
I would like the City to do a fair assessment of what they can and cannot do, given the current legal environment.
Improve the public transportation.
Issues regarding the desalination plant energy and the use of alternative sources of energy.
It's not the business of the City of Carlsbad to manage the electricity.
Keeping Carlsbad a small beach community and retaining a small town feel, unlike some council members who have a different agenda and want a bigger city. They need to give more funding to fire and police to keep the community safe.
Let the electric companies run the utilities. Because the city paid for this survey, they should have made the questions clearer and more detailed in order for the city council to understand and act on the true priorities of the residents.
Limit building in the Village to 3 stories; build 3 to 5 story parking structure where power plant is with lifeguard service & ambulance. Give homeless people a camp to help regulate services for them. Veterans Park is a vacant field that could be used for a park with picnic tables, slides, & other amenities. Build a bridge or tunnel at the dead end street of Chestnut by the RR tracks to access the beach.
Local resources to education - extending computer hours at learning center, and police activity profiling.
Lowering taxes.

92008
More affordable healthcare.
More markets around the village and more dog parks which are more closely located.
New mayor.
No socialism. America should never become socialists.
Noise abatement for the trains.
On removing any council member tied to real estate developers.
Promoting more places that promote fitness, yoga, Pilates or give residents kickbacks or rewards for joining fitness groups.
Reducing the number of streets and maintaining more public transit options like trolleys. I'd get rid of the cars and have a nice railway instead.
Regional cooperation; work with other agencies in cooperative manner. Transportation goes beyond city jurisdiction. Growth, trails, etc.
Remove power plant.
Silencing the trains in some safe fashion. That's one of the major detriments to living near the village and the coast.
Stop harassing the Camino Hills homeowners.
Take down the power plant.
The City of Carlsbad should rely on its citizens of long standing to determine what the character of Carlsbad is. Listen to the citizens to tell you what that is. It's changed so much over the last several years.
The city officials don't care about the residents once they get elected.
The city should spend less money buying police cars . They have a lot.
The RV's are parking along the streets and the beach. They take up parking spaces. I don't think that should be allowed.
The state is issuing high density building code demands that affect the look of Carlsbad. I don't agree with this approach to city planning.
They need to create a bike path that does not interfere with traffic or business or to look like Encinitas.
They painted the curbs red.
Too many politics not enough action.
Underground distribution lines for electricity.
Underground utilities.
We need the train tracks far safer and less noisy.
What's going on with plans to take down the power plant?
Wish the city would leave the members of Camino Hills alone.
Would like to see the reverse osmosis project expanded where they transform ocean water into drinking water - the Bud Lewis plant.

92009
Airbnb.
Allow dispensaries.
Animal control.
Become strict on immigration.
Better internet services for homes and businesses.
Better shopping experience. They declined an opportunity to build a mall and that was a real blow.
Build desalinization plants.
Concerning Carlsbad, last week I listened to a series on 5g I don't want it. It causes cancer. Everyone should not sell it. If they want to contact me the study shows an increased amount of cancer with wifi, it effects the girls but boys more. Cancer rate increases, above 4g. Electromagnet radiation is dangerous. Other poisons glyphosate is the main ingredient in round up, insulin does not work. Concerned about Fluro acid does not belong in the water.
Connectivity of roads.
Creation of towers providing 5g service, discussing it.
Discrimination against people that are disabled.
Do everything they can to reduce the cost of living in Carlsbad.
Do what it's been doing, I don't want it to be turned sick. The homeless situation is not a problem in Carlsbad, some of them want to be homeless.
Domestic violence.
Don't remove traffic lanes for cars to make bike lanes. Have a law that homeless do not sleep on the street or parks.
Equal opportunities for immigrants/migrants. Better beach signs. Directions and maps for visitors and tourism and even residents who need it. Similar to Laguna Beach inter beach trolley/bus. Like PCH.
Find a better surveyor.
Get rid of plastic waste.
Get rid of public housing.
Gun control.
Having more water to fight fires by building a pipeline going from the ocean to the mountains.
I don't like seeing a lot of illegals. We need to make them citizens. A rental cap. No more population. Homeless need help.
I get bad very poor cellphone signal where I live. I'd say it's a 3.
I would like to see some information on maintenance in the city, and we need an approval to remove some oak trees that are not looking any good.
It's ridiculous that I have to pay a fee just to park at the beaches, the tax in Carlsbad is very ridiculous. I don't think people should pay a fee just to take your family to the beach.
Keep libraries vibrant and fully funded; keep affordable housing within the neighborhood standards and keep the architecture to the level of the neighborhoods and aesthetically up to standards.
Lower overall government jobs.
Lowering the gas taxes in Carlsbad.
Lowering the height limits of the building to 45 ft tall, keeping the city staff excellent and on the public payroll.
Maintaining the long existing good government and basic services that they have had in the past.
Making sure the streetlights are working.
More soccer fields.
More wheelchair accessibility, especially at the beach or like an elevator. Also maybe downtown where the sign is at Coyote Bar like a nice sign that says pedestrian only zone like no cars allowed.
My neighborhood is overrun with Coyotes. My address is 2525 Corte Casitas and the coyotes multiply like rabbits.
Need more street maintenance.

92009
No interest in Carlsbad joining a CCA, too risky.
No marijuana sales in Carlsbad.
No more crazy bike lanes. It's ridiculous.
Promoting arts in the community.
Providing no city services to illegal immigrants.
Safe storage ordinance for firearms.
Safety of the citizens of Carlsbad.
Seating and covers for all bus stops.
Sign ordinance.
Taxes.
The Ch53 helicopter noise.
The number one most important issue is the water, worst water, water quality and drinking water.
To continue to keep Carlsbad a safe community.
To make bikers adhere to laws of the road.
To put bike path so they're not on the roads and not to eliminate parking.
Vacation home rentals.
We have plenty of commercial buildings available for a city hall instead of spending tax dollars to build a new city hall.

92010
A balanced budget. Providing a way to track business to have a way to do more of the things on your list without raising taxes.
Build more roads.
Do something about the over population of the crows.
Doing whatever we can for climate change so immediate action to help deal with climate change.
Figuring out what to do with the nuclear waste at the power plant.
Get rid of the wires/electrical on Cannon St.
I'm concerned about public transportation, it's lousy. I'm older and it takes 3 or 4 buses and I got to walk close to a mile to get to the first bus. It's uphill and I'm 80 and have high blood pressure. They could make a new bus route that goes down Carlsbad Village Dr.
Keep it going the way it is going. They are doing a good job.
Left turn signals on side streets in the village - Harding St, Roosevelt.
Make the mall a better place to go, with more jobs.
Making sure they're legal citizen and more police and no tattoo parlors.
Need to create more stairways from the road to the beach to safely access the beach . Eliminate the RV's that park along the beach. There should be a designated space for the RV's.
People commuting into Carlsbad to work. They need to create jobs where people can afford to live. But it's not really the city's job to solve it.
Test the water due to the sewage spills.
The corridor of 78 freeway.
The legislature in Carlsbad needs fresh blood. They keep doing studies and nothing gets done.
They need to pay to rebuilt that had been broken up in Camino Hills homes.
To reduce the cost of living by reducing all public services or to measure if they are necessary.

92011
Air pollution.
Airport noise. Less traffic enforcement for revenue generation. More diversity in destination restaurants, less cookie cutter chain restaurants.
Ambulance service; the knowledge of the people running the ambulance.
Being friendly to small businesses. More upscale shopping.
Crime, keeping it under control.
Enforcing the municipal codes, and empowering the rangers by modifying the codes , and increasing their numbers, vehicles, equipment.
Focus on what's realistic. They should focus on diversity training.
Getting residents more involved in areas of concern or need, the high profile issues.
I have lived through 6-9 months of water projects - reclamation plant construction all the way to San Marcos - with crews working in the middle of the night, sundown to sunup, jack hammering above Costco. Crews at Costco have also been resurfacing the parking lot. I think they should be more considerate of the residents when doing night construction. Members of the City Council should be subjected to this noise. They wouldn't put up with it.
I would like for them to do something about the trains blowing their horns in the middle of the night for no particular reason.
I would like restaurant or shops with ocean view.
I would like to see more handicap parking spaces for Carlsbad Village. I would like better control of beach erosion and better policing of bicyclists breaking the law on PCH. And I would like to see more affordable housing for seniors and disabled people.
Improving everything.
In Carlsbad and every city all bicycles should have a license. It would give a way to control what streets are dependent on bicycles. It has been done in other cities.
Keep costs, especially for utilities and sewer down or at least stabilized.
Keep the helicopters flying out further into the ocean instead of over the beach. It is dangerous and noisy.
Less homeless, public transit, better parks, conserve nature.
Less short term rentals.
Making healthcare affordable for all. Quality healthcare. And refund bail.
Matt Hall to quit coming to Lakeshore Gardens.
More pool space for water polo program.
Pay police and firefighters more, find competitive trash services, more community gardens, eliminate tiered pricing for water services, NO airport expansion.
Poinsettia Lane is an absolute joke. It is under construction but still not completed. Cassia Road is like a freeway on a two lane highway. It is dangerous. They fly through there.
Poinsettia Ln east and west bound between Blackrail and west of Aviara. The roads go from 2 to 1 in less than half a mile. The whole survey lacks an important quality. It lacks the details in what they are talking about.
Safety: Assault, drug use and crime.
The apartments of Carlsbad need air conditioning. People with lower income.
The city needs to listen to the views of the citizens rather than pandering to corporate interests. Supporting a good business environment should not be at the expense of the interests of small businesses. If vibrant village means more consideration to the artistic and cultural community then I support that. As long as it doesn't have adverse effects on the coastal environment, I would support the below street level train tracks in the village.
The electric scooter should be kept out of the streets; they are too dangerous.
The rising sea levels and climate change. They are cutting down the cliffs of Leucadia to build a resort spa. The erosion of our cliffs. With sea levels rising, you don't want to lower the train tracks.
Water quality.
We need more high end restaurants and more dining options. We don't have a good Asian restaurant.

Appendix 3: Survey Instruments

Carlsbad Public Opinion Survey Telephone Script

INTRO1. Hello, my name is _____ and I am calling on behalf of the City of Carlsbad. The City has hired ISA Research, an independent research agency, to conduct a survey concerning issues in your community and we would like to get your opinions.

[IF RESPONDENT INDICATES THEY ARE A CITY COUNCIL MEMBER OR CITY STAFF, THANK THEM AND LET THEM KNOW THIS SURVEY IS MEANT FOR CARLSBAD RESIDENTS WHO ARE NOT CURRENTLY WORKING FOR THE CITY]

[FOR CELL PHONE SAMPLE RECORDS READ INTRO2 AND INTRO3]

INTRO2. This sounds like a cell phone. Are you in a place where you can safely talk on your cell phone?

[IF NO: IS THERE A BETTER TIME TO CALL BACK?]

INTRO3. When you are at home, do you get personal calls on a regular phone as well as this cell phone, do you get all your personal calls on this cell phone, or do you use this phone only for business calls?

1. GET CALLS ON REGULAR PHONE AND THIS CELL PHONE
2. GET CALLS ON THIS CELL PHONE ONLY
3. GET ONLY BUSINESS CALLS ON THIS CELL PHONE **[TERMINATE]**
98. DON'T KNOW **[TERMINATE]**
99. REFUSED **[TERMINATE]**

INTRO4. We will not ask for your name or any other personal information that can identify you. The answers you give will be kept strictly confidential. You do not have to answer any questions you do not want to and you may stop the interview at any time. The survey will only take 5 to 7 minutes to complete.

[IF NECESSARY: This is not a sales call. The information we report will not identify you in any way. Your answers will be combined with everyone else's for overall analysis only.]

[IF NECESSARY: I understand that you are busy and that your time is important. When would be a better time to contact you?]

QUAL1. Before we begin, I want to confirm that you live within our study area. Are you currently a resident of the City of Carlsbad?

1. YES
2. NO **[TERMINATE]**
98. DON'T KNOW **[TERMINATE]**
99. REFUSED **[TERMINATE]**

[IF NO: THANK YOU, BUT WE ARE LOOKING FOR RESIDENTS OF CARLSBAD]

QUAL2. Do you currently work for the City of Carlsbad, or do you serve on any of its elected or appointed boards?

- 1. YES [TERMINATE]
- 2. NO
- 98. DON'T KNOW [TERMINATE]
- 99. REFUSED [TERMINATE]

[IF YES: THANK YOU, BUT WE ARE LOOKING FOR RESIDENTS OF CARLSBAD WHO ARE NOT CURRENTLY WORKING FOR THE CITY]

QUAL3. What is your home ZIP code?

- 1. 92008
- 2. 92009
- 3. 92010
- 4. 92011
- 5. ZIP CODE NOT LISTED _____ [TERMINATE]
- 98. DON'T KNOW [TERMINATE]
- 99. REFUSED [TERMINATE]

[IF ZIP CODE NOT LISTED: THANK YOU, BUT YOU RESIDE OUTSIDE OF OUR STUDY AREA]

Q1. To begin with, how many years have you lived in the City of Carlsbad?

- _____
- 98. DON'T KNOW
 - 99. REFUSED

T1. The City of Carlsbad would like to know your opinion about some issues the community has brought up recently. The issues range from the environment, homelessness, housing and growth, to the economy. I am going to read you several questions and ask you to rate their importance. The city will use the results of this survey to help prioritize the many issues that come before them, so please give your honest answers to these questions.

Q2. Using a scale from 0 to 10 where 0 equals *not at all important*, and 10 equals *extremely important*, how *important* is it for the city to focus on . . . ?

[RANDOMIZE a - u]

- a. Making it easier to get around the city in ways *other than driving a car*, such as biking and walking?
- b. Making public transit a more convenient option for residents?
- c. Helping homeless people find the services they need?
- d. Reducing the effects of homelessness on our community?
- e. Maintaining the city's character as it grows?
- f. Managing growth?
- g. Creating more affordable housing?
- h. Creating more parks?
- i. Creating more public hiking trails?
- j. Preserving natural open space?
- k. Creating opportunities for residents to buy more of their electricity from renewable energy sources, such as wind and solar?

T2. Okay, we are halfway through our list of questions. As a reminder, using a scale of 0 to 10 where 0 equals *not at all important*, and 10 equals *extremely important*, tell me how important is it for the city to focus on . . . ?

- l. Doing more to make Carlsbad a leader in protecting the environment?
- m. Working with the airport to respond to resident concerns?
- n. Creating a healthy business climate?
- o. Helping small businesses succeed?
- p. Bringing in businesses that provide high-paying jobs?
- q. Building a new city hall and civic center?
- r. Putting the train tracks below street level in Carlsbad Village?
- s. Improving the beach areas with things like walking paths and better parking.
- t. Maintaining the character of the Village and Barrio neighborhoods in old Carlsbad?
- u. Making Carlsbad Village a vibrant place for the community to gather, shop and dine.

0 --- 1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7 --- 8 --- 9 --- 10 --- DK/REF

Q3. Is there an issue that has not been mentioned here that you want the city to focus on?
[INTERVIEWER: ASK OPEN-ENDED, CODE RESPONSE INTO THE FOLLOWING CATEGORIES - DO NOT READ LIST]

- a. TRAFFIC
- b. MORE COMMUNITY EVENTS
- c. IMPROVE SCHOOLS
- d. INCREASE/IMPROVE POLICE SERVICES
- e. STOP BUILDING/STOP GROWTH
- f. BETTER ROADS
- g. OTHER, SPECIFY:

T3. Thank you. These final two questions will be used for classification purposes only.

DEM1. In what year were you born?

98. DON'T KNOW

99. REFUSED

DEM2. What gender do you identify as?

1. Male

2. Female

3. Specify: _____

Thank you for your time and participation!

Carlsbad Public Opinion Survey In-Person Script

Hello, my name is _____ and this is _____ and we are here on behalf of the City of Carlsbad. We are from Action Research, an independent research agency, to conduct a brief survey about issues in Carlsbad and we would like to get your opinions. The city will use the results of this survey to help prioritize the many issues that come before them.

- QUAL1. What is your home ZIP code?
- 1. 92008
- 2. 92009
- 3. 92010
- 4. 92011
- 99. DON'T KNOW/REF [TERMINATE]

[IF ZIP CODE NOT LISTED: THANK YOU, BUT YOU RESIDE OUTSIDE OF OUR STUDY AREA]

- QUAL2. Do you currently work for the City of Carlsbad, or do you serve on any of its elected or appointed boards?
- 1. YES [TERMINATE]
- 2. NO
- 99. DON'T KNOW/REF [TERMINATE]

[IF YES: THANK YOU, BUT WE ARE LOOKING FOR RESIDENTS OF CARLSBAD WHO ARE NOT CURRENTLY WORKING FOR THE CITY]

- Q1. To begin, how many years have you lived in the City of Carlsbad?
- _____
- 99. DON'T KNOW/REF

The City of Carlsbad would like to know about the issues most important to you.

Q2. Off the top of your head, what are the top three things you think the city should do to improve the quality of life in Carlsbad?

Q3. Okay, here is an alphabetical list of some topics community members have brought up recently. Looking at this list, which are the top three you think the city should focus on? If you see ones you already mentioned, you can still pick those. Or if you see others you think are more important, you can pick new ones.

1. Affordable housing
2. Climate/environment
3. Community character
4. Growth
5. Homelessness
6. Local economy and jobs
7. Open space
8. Palomar Airport
9. Parks
10. Public transit
11. Traffic

Please put them in order of importance to you:

1. _____
2. _____
3. _____

Q3_1a. What is it about [#1: _____] that makes it a concern for you? How does this issue affect your life?

Q3_1b. Specifically, what do you want the city to do about [#1: _____]?

Q3_2a. What is it about [#2: _____] that makes it a concern for you? How does this issue affect your life?

Q3_2b. Specifically, what do you want the city to do about [#2: _____]?

Q3_3a. What is it about [#3: _____] that makes it a concern for you? How does this issue affect your life?

Q3_3b. Specifically, what do you want the city to do about [#3: _____]?

Thank you. These final two questions will be used for classification purposes only.

DEM1. In what year were you born?

- _____
- 98. DON'T KNOW
- 99. REFUSED

DEM2. To make sure we have included residents from all over the city, **using this map**, can you show me about where you live? [OR, Can you tell me what district you live in? OR, What are the nearest cross streets to your home?]

[WE WILL SHOW TWO DIFFERENT DISTRICT COUNCIL MAPS TO ASSIST RESPONDENTS]

- 1. District 1
- 2. District 2
- 3. District 3
- 4. District 4

Thank you for your time and participation!

DEM2. INTERVIEWER DOES NOT ASK – RECORD GENDER

- 1. MALE
- 2. FEMALE
- 3. UNSPECIFIED: _____