

Interviewer \_\_\_\_\_

Station \_\_\_\_\_

Time Began \_\_\_\_\_

Time Finished \_\_\_\_\_

Total Time \_\_\_\_\_

**CITY OF DEL MAR**  
**320-287 WFT**  
**N = 245**

Hello, I'm \_\_\_\_\_ from FMA, a public opinion research company. We're conducting a public opinion survey about issues that interest voters who are residents of the City of Del Mar. We are definitely not trying to sell anything, or ask for a donation of any type. We are only interested in your opinions. May I speak to **[MUST SPEAK TO VOTER LISTED ON FILE. IF NOT AVAILABLE, ASK WHEN THE VOTER MAY BE CONTACTED.]**

1. Do you live in the City of Del Mar?

Yes ----- 100%  
 No ----- **TERMINATE**  
 (DON'T KNOW/NA)----- **TERMINATE**

2. Generally speaking, how would you rate the quality of life you experience as a resident of Del Mar? Would you say it is generally...?

Excellent----- 65%  
 Good ----- 31%  
 Just fair ----- 2%  
 Poor ----- 2%  
 (DON'T KNOW/NA)----- 0%

3. Next, what do you think is the most important issue facing the residents of Del Mar that you would like to see Del Mar’s city government do something about? **(DO NOT READ OPTIONS-- OPEN-END)**

Traffic congestion-----	24%
Parking-----	8%
Revitalizing areas that are rundown -----	6%
Government waste/inefficiency -----	5%
Jobs/keeping businesses -----	4%
Public recreation/parks/open spaces -----	4%
Tree trimming-----	3%
School issues-----	3%
Education/public schools-----	2%
Speeding/unsafe traffic conditions -----	2%
Water quality/supply-----	2%
Street lighting -----	2%
Crime -----	1%
Trash pick-up-----	1%
Housing – repair or condition-----	1%
Housing costs/affordable housing-----	1%
Public transportation/buses/rail-----	1%
Recycling pick-up-----	1%
Sidewalk repairs -----	1%
Street maintenance -----	1%
Taxes-----	1%
Noise-----	1%
More sand -----	1%
Sewer maintenance-----	<1%

**(DK/NA)** ----- 14%

**ALL OTHERS COMBINED** ----- 11%

4. Now I’d like to read you a list of things that some people say may be problems facing Del Mar residents. For each one I read, please tell me whether you personally think it is a very serious problem, somewhat serious, not too serious, or not at all a serious problem in Del Mar today.

	<b><u>VERY SERIOUS PROBLEM</u></b>	<b><u>SMWT SERIOUS PROBLEM</u></b>	<b><u>NOT TOO SERIOUS PROBLEM</u></b>	<b><u>NOT SERIOUS AT ALL</u></b>	<b><u>(DK/ NO OPIN.)</u></b>
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**(ROTATE)**

[ ]a.	Traffic congestion on local streets -----	42%	-----	39%	-----	12%	-----	8%	-----	0%
[ ]b.	Dirty streets and walkways -----	4%	-----	19%	-----	32%	-----	40%	-----	4%
[ ]c.	The responsiveness of city government to local problems -----	13%	-----	25%	-----	27%	-----	22%	-----	13%
[ ]d.	The availability of beach parking -----	26%	-----	41%	-----	16%	-----	12%	-----	4%

	<u>VERY SERIOUS PROBLEM</u>	<u>SMWT SERIOUS PROBLEM</u>	<u>NOT TOO SERIOUS PROBLEM</u>	<u>NOT SERIOUS AT ALL</u>	<u>(DK/ NO OPIN.)</u>
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**(ROTATE)**

[ ]e.	Too many professional offices and not enough retail stores in downtown Del Mar -----	13%	----- 25%	----- 29%	----- 32%	----- 1%
[ ]f.	Red tape and complicated rules for building permits -----	37%	----- 22%	----- 15%	----- 15%	----- 11%
[ ]g.	Noise pollution -----	9%	----- 24%	----- 31%	----- 35%	----- 0%
[ ]h.	Dirty beaches -----	8%	----- 20%	----- 34%	----- 35%	----- 2%
[ ]i.	The cleanliness of local parks -----	4%	----- 7%	----- 31%	----- 57%	----- 1%
[ ]j.	The availability of lifeguards on city beaches -----	4%	----- 13%	----- 28%	----- 45%	----- 10%
[ ]k.	The physical condition of Del Mar's streets and sidewalks -----	11%	----- 30%	----- 36%	----- 22%	----- 1%
[ ]l.	The overall cost of city services -----	10%	----- 28%	----- 34%	----- 17%	----- 11%
[ ]m.	The availability of parking in downtown Del Mar -----	35%	----- 35%	----- 19%	----- 9%	----- 3%

5. Next, how would you rate the overall job being done by Del Mar city government in providing services to local residents and businesses? Would you say city government is doing an...? **(READ RESPONSES)**

Excellent -----	14%
Good -----	47%
Only fair, or -----	27%
Poor -----	7%
<b>(DON'T READ) DK/NA -----</b>	<b>4%</b>

6. Let me ask you specifically, how would you rate the job being done by Del Mar city officials in managing city funds? Would you say city officials are doing an...? **(READ RESPONSES AND RECORD)**

Excellent -----	9%
Good -----	39%
Fair, or -----	31%
Poor job -----	11%
<b>(DON'T READ) Don't know -----</b>	<b>10%</b>

**NOW I WOULD LIKE TO ASK YOU SOME MORE QUESTIONS ABOUT THE SERVICES PROVIDED BY DEL MAR'S CITY GOVERNMENT.**

7. First, let me mention a list of local services and features that some people say are important for making a city a good place to live. For each one that I mention, please tell me how important you think that service or feature is for Del Mar. We will use a scale of one to seven, where one means **NOT AT ALL IMPORTANT** and seven means **VERY IMPORTANT**. If you have no opinion or don't know about a service I mention to you, you can tell me that too. Here is the first one...

		Not at All Important				Very Important			(DON'T READ) DK	MEAN	
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>		
(ROTATE)	[ ]a.	Trash and recycling pick up -----	3%	2%	3%	6%	16%	12%	58%	1%	6.0
	[ ]b.	Police protection services -----	2%	1%	5%	6%	18%	19%	49%	1%	5.9
	[ ]c.	City government review of property development and remodeling plans -----	7%	5%	7%	12%	18%	18%	27%	7%	5.1
	[ ]d.	Building inspections and the issuance of building permits in accord with health and safety building standards -----	3%	4%	9%	10%	25%	15%	26%	8%	5.2
	[ ]e.	Fire protection including paramedics -----	2%	1%	3%	3%	5%	10%	75%	1%	6.4
	[ ]f.	Maintenance of the local sewer and storm water drainage systems -----	2%	2%	4%	5%	11%	18%	57%	3%	6.1
	[ ]g.	The enforcement of local parking regulations -----	10%	6%	14%	10%	30%	13%	16%	2%	4.5
	[ ]h.	Having a city disaster and emergency preparedness plan -----	6%	6%	2%	11%	15%	16%	38%	5%	5.4
	[ ]i.	Enforcement of the local city code -----	3%	3%	9%	9%	26%	18%	24%	9%	5.2
	[ ]j.	The provision of lifeguard services -----	3%	3%	5%	8%	22%	18%	39%	3%	5.6
	[ ]k.	Maintenance of the local drinking water system -----	3%	0%	2%	4%	14%	13%	61%	3%	6.2
	[ ]l.	Repair and maintenance of local streets and sidewalks -----	1%	2%	7%	11%	27%	23%	29%	1%	5.4
	[ ]m.	Enforcement of local traffic regulations -----	5%	5%	6%	13%	24%	18%	28%	1%	5.2
	[ ]n.	Park and beach maintenance -----	3%	1%	2%	8%	20%	24%	42%	0%	5.8
	[ ]o.	Scheduling for use of the Powerhouse Community Center and local parks -----	7%	9%	12%	13%	18%	14%	18%	8%	4.5
	[ ]p.	The junior lifeguard program -----	6%	6%	10%	13%	22%	9%	23%	12%	4.8
	[ ]q.	Having a Del Mar city government website -----	11%	8%	11%	13%	25%	13%	12%	7%	4.3
	[ ]r.	Having a convenient method for paying local utility bills -----	11%	10%	7%	19%	17%	13%	16%	6%	4.3

8. Next, I am going to mention each local service or feature again. This time I would like you to tell me how **satisfied** you are personally with the job that Del Mar's city government is doing in providing that service or feature for the City's residents. Again, we will use a scale of one to seven, where one means **NOT AT ALL SATISFIED** with the service and seven means you are **VERY SATISFIED** with the service. If you have no opinion or don't know about a service or feature I mention, you can tell me that too. Here is the first one...

	Not at All Satisfied				Very Satisfied			(DON'T READ)	<u>MEAN</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	DK	
<b>(ROTATE)</b>									
[ ]a. Trash and recycling pick up	4%	2%	3%	3%	14%	20%	55%	0%	6.0
[ ]b. Police protection services	1%	4%	3%	9%	22%	20%	31%	11%	5.6
[ ]c. City government review of property development and remodeling plans	16%	4%	5%	13%	17%	17%	10%	18%	4.3
[ ]d. Building inspections and the issuance of building permits in accord with health and safety building standards	11%	3%	4%	13%	18%	13%	12%	27%	4.5
[ ]e. Fire protection including paramedics	1%	0%	1%	2%	13%	20%	48%	15%	6.3
[ ]f. Maintenance of the local sewer and storm water drainage systems	5%	3%	8%	7%	28%	19%	16%	14%	5.0
[ ]g. The enforcement of local parking regulations	8%	5%	9%	10%	18%	19%	28%	2%	5.0
[ ]h. Having a city disaster and emergency preparedness plan	7%	1%	8%	8%	19%	9%	12%	37%	4.7
[ ]i. Enforcement of the local city code	5%	4%	8%	12%	29%	12%	12%	19%	4.7
[ ]j. The provision of lifeguard services	1%	0%	6%	3%	15%	24%	42%	9%	6.0
[ ]k. Maintenance of the local drinking water system	1%	4%	4%	8%	20%	20%	27%	17%	5.5
[ ]l. Repair and maintenance of local streets and sidewalks	5%	7%	9%	19%	27%	18%	14%	1%	4.7
[ ]m. Enforcement of local traffic regulations	7%	7%	7%	11%	27%	18%	19%	4%	4.8
[ ]n. Park and beach maintenance	0%	1%	5%	6%	27%	26%	32%	4%	5.8
[ ]o. Scheduling for use of the Powerhouse Community Center and local parks	2%	2%	8%	10%	17%	10%	21%	30%	5.2
[ ]p. The junior lifeguard program	2%	3%	4%	5%	14%	13%	26%	33%	5.6
[ ]q. Having a Del Mar city government website	6%	5%	6%	11%	13%	14%	15%	31%	4.8
[ ]r. Having a convenient method for paying local utility bills	2%	1%	4%	5%	19%	15%	36%	17%	5.7

**NOW I'D LIKE TO ASK YOU ABOUT YOUR EXPERIENCES WITH  
THE CITY OF DEL MAR'S EMPLOYEES.**

9. Have you had any direct contact with Del Mar city employees in the last six months, either in person or by telephone, where you asked for information or assistance?

Yes ----- (ASK Q10)--56%  
 No ----- (SKIP TO Q12)--44%  
 (DON'T READ) DK/NA  
 (SKIP TO Q12) ----- 0%

**(IF "YES" ON Q9, ASK Qs 10 & 11)**

10. In general, how would you rate the service you received from the city employee or employees with whom you have spoken? Was the service...? **(READ RESPONSES)**

Very helpful ----- 73%  
 Somewhat helpful----- 16%  
 Not too helpful ----- 3%  
 Not at all helpful -----8%  
 (DON'T READ) DK/NA ----- 1%

11. Now let me mention some of the departments of Del Mar's city government, including the San Diego County Sheriff's Department which has been contracted by the City to provide local police services. For each one with whom you have had contact in the last six months, please tell me whether the information or service you received was very helpful, somewhat helpful, not too helpful or not at all helpful. If you had no contact with a given department over the last six months or have no opinion, please let me know.

	<u>VERY HELPFUL</u>	<u>SMWT HELPFUL</u>	<u>NOT TOO HELPFUL</u>	<u>NOT AT ALL HELPFUL</u>	<u>(NO CONTACT/ NO OPIN.)</u>
<b>(ROTATE)</b>					
[ ]a. The Public Works Department -----	38%	9%	3%	2%	47%
[ ]b. The Planning and Community Development Department-----	32%	16%	1%	8%	43%
[ ]c. The City lifeguards -----	45%	3%	4%	1%	48%
[ ]d. The City's Finance Department-----	30%	10%	2%	1%	56%
[ ]e. The City Manager's Office -----	27%	8%	6%	4%	55%
[ ]f. Parking Enforcement personnel-----	24%	7%	4%	7%	59%
[ ]g. The City Clerk/Information Systems Department-----	27%	15%	1%	2%	57%
[ ]h. The City Engineering Department-----	19%	8%	2%	2%	68%
[ ]i. The Sheriff's Department officers assigned to Del Mar-----	22%	8%	4%	7%	59%
[ ]j. The Fire Department -----	34%	2%	0%	0%	64%
[ ]k. Code Enforcement personnel-----	18%	13%	9%	6%	55%
[ ]l. The Park Ranger -----	16%	2%	2%	6%	74%
[ ]m. The Building Department Plan Check and Inspection Services-----	17%	13%	3%	9%	57%

**(RESUME ASKING ALL RESPONDENTS)**

12. Have you ever visited the City’s website for information or assistance? **(IF YES, ASK: “Have you found the website to be very, somewhat, not too or not at all helpful?”)**

Yes, very helpful----- 18%  
 Yes, somewhat helpful----- 25%  
 Yes, not too helpful----- 7%  
 Yes, not at all helpful----- 1%  
 No, never visited website ----- 48%  
**(DON'T READ) DK/NA----- 1%**

13. During the past year, did you attend a Del Mar City Council meeting in person or view a City Council meeting on the Internet or a web cast? **(IF YES, ASK: "Was that just once, twice or three or more times?" )**

No ----- 65%  
 Yes, once or twice----- 15%  
 Yes, 3 or more times ----- 19%  
**(DON'T READ) DK/NA ----- 0%**

14. Could you tell how you would prefer to get information about City of Del Mar programs and services **(MULTIPLE ANSWERS OK)**

By e-mail ----- 31%  
 By using the City website ----- 34%  
 Notices and flyers sent through the  
 regular mail ----- 44%  
 From friends and neighbors----- 13%  
 From bulletin boards located in the  
 community ----- 8%  
 From local cable TV bulletin boards---- 13%  
 By local newspaper ----- 34%  
 Other **(WRITE-IN \_\_\_\_\_)** ----- 3%  
**(DON'T READ) DK/NA ----- 3%**

15. How satisfied are you with the City of Del Mar’s efforts to keep residents informed about local programs and services? Would you say you are...? **(READ RESPONSES)**

Very satisfied ----- 40%  
 Somewhat satisfied----- 43%  
 Somewhat dissatisfied ----- 11%  
 Very dissatisfied----- 3%  
**(DON'T READ) DK/NA ----- 3%**

16. In your opinion, what is the most important thing the City of Del Mar can do to improve the quality of life for those who live and/or work in Del Mar? **(OPEN-END; RECORD ANSWER BELOW)**

**FIRST MENTION**

Improve traffic/general traffic/speeders/pedestrians -----	21%
Other-----	16%
Better building permit regulations -----	12%
Control growth/maintain small town feel-----	10%
Lack of parking/general parking-----	7%
More trees/parks/open spaces -----	6%
City revenue efficiency/reduce overstaff -----	6%
Street/sidewalk maintenance/storm drain/street lights -----	4%
Cleanliness/clean beachfront -----	4%
Reduce expenses/housing/bills -----	2%
More sand-----	1%
Noise/barking dogs/leaf blowers/helicopters -----	1%
Transportation issues -----	1%
Nothing-----	5%
Don't know -----	11%

**SECOND MENTION**

Improve traffic/general traffic/speeders/pedestrians -----	8%
Better building permit regulations -----	6%
Other-----	6%
Lack of parking/general parking-----	5%
Cleanliness/clean beachfront -----	4%
Control growth/maintain small town feel-----	3%
City revenue efficiency/reduce overstaff -----	3%
Reduce expenses/housing/bills -----	2%
Street/sidewalk maintenance/storm drain/street lights -----	2%
More trees/parks/open spaces -----	2%
Nothing-----	52%
Don't know -----	9%

17. Here is a question on a somewhat different topic. Are you familiar with the 5 point three acre parcel commonly known as the Del Mar Shores property located at 9<sup>th</sup> Street and Stratford Court in Del Mar?

Yes -----	82%
No -----	17%
<b>(DON'T READ) DK/NA -----</b>	<b>0%</b>

18. As you may know, the City of Del Mar, in partnership with local supporters of the Winston School, is attempting to acquire this property from the Del Mar Union School District. The City and its partners want to keep the Winston School on the property and enhance the property’s park and open space areas. Funds for the purchase would come from private groups and individuals who will buy the property on behalf of the City. Would you favor or oppose having the City of Del Mar acquire the Del Mar Shores Property? **(IF FAVOR/OPPOSE, ASK: “Is that strongly or just somewhat?”)**

Strongly favor----- 55%  
 Somewhat favor ----- 22%  
 Somewhat oppose ----- 10%  
 Strongly opposes ----- 3%  
**(DON'T READ)** DK/NA ----- 11%

**HERE ARE MY FINAL QUESTIONS. THEY ARE JUST FOR STATISTICAL PURPOSES.**

19. About how long have you lived in Del Mar? **(READ LIST)**

Less than two years ----- 12%  
 Three to four years ----- 17%  
 Five to six years ----- 9%  
 Seven to ten years ----- 12%  
 11 to 15 years ----- 12%  
 16 to 20 years ----- 11%  
 21 years or more----- 26%  
**(DON'T READ)** Don't know/Refused --- 0%

20. Do you live in a single residence detached home or multi-family building or condo?

Single family detached house----- 77%  
 Multi-family building/condo----- 23%  
**(DON'T READ)** Don't know/Refused --- 0%

21. Do you own or rent the house or apartment where you live?

Own ----- 74%  
 Rent ----- 24%  
**(DON'T READ)** Don't know/Refused --- 2%

22. Are there any children under the age of 18 living in your household?

Yes ----- 24%  
 No ----- 76%  
**(DON'T READ)** DK/NA ----- 0%

23. What is your current employment status? Are you... **(READ LIST)**

Employed full-time ----- **(ASK Q24)**52%  
 Employed part-time ----- **(ASK Q24)**--12%  
 A homemaker who does  
 not work outside the  
 home----- **(SKIP TO Q25)**-7%  
 Retired ----- **(SKIP TO Q25)**-22%  
 A student ----- **(SKIP TO Q25)**-4%  
 Unemployed ----- **(SKIP TO Q25)**-2%  
**(DON'T READ)** Refused  
**(SKIP TO Q25)**----- 1%

**(IF "EMPLOYED FULL TIME" OR "PART TIME" IN QUESTION 23 ASK Q24)**

24. Is your work located in or close to Del Mar?

In/near Del Mar----- 65%  
 Not in/near Del Mar----- 33%  
**(DON'T READ)** Don't know/Refused --- 2%

**(RESUME ASKING ALL RESPONDENTS)**

25. What was the last level of school you completed?

Grades 1-8----- 0%  
 Grades 9-11 ----- 3%  
 High School Graduate (12) ----- 2%  
 Some College ----- 8%  
 Business/Vocational School ----- 1%  
 College Graduate (4)----- 47%  
 Post-Graduate Work/  
 Professional School----- 38%  
**(DON'T READ)** DK/Refused----- 1%

26. Please stop me when I come to the category that best describes the ethnic or racial group with which you identify yourself. Is it....?

Hispanic/Latino----- 2%  
 African-American ----- 1%  
 Asian ----- 2%  
 Caucasian/White ----- 90%  
 Native American/Indian ----- 0%  
 Some other group or identification----- 2%  
**(DON'T READ)** Refused----- 3%

27. In what year were you born?

1988-1982 (18-24)	-----	6%
1981-1977 (25-29)	-----	6%
1976-1972 (30-34)	-----	7%
1971-1967 (35-39)	-----	7%
1966-1962 (40-44)	-----	9%
1961-1957 (45-49)	-----	8%
1956-1952 (50-54)	-----	11%
1951-1947 (55-59)	-----	11%
1946-1942 (60-64)	-----	10%
1941-1932 (65-74)	-----	11%
1931 or earlier (75 & over)	-----	9%
<b>(REFUSED/ DK/NA)</b>	-----	5%

28. Within the last two years, have you undertaken any work on your property that has required a city permit or land use approval?

Yes	-----	15%
No	-----	84%
<b>(DON'T READ) DK/NA</b>	-----	2%

29. I don't need to know the exact amount but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2005?

\$25,000 or under	-----	2%
\$25,001 - \$40,000	-----	4%
\$40,001 - \$60,000	-----	5%
\$60,001 - \$85,000	-----	9%
\$85,001 - \$125,000	-----	16%
\$125,001 - \$150,000	-----	6%
More than \$150,000	-----	33%
<b>(DON'T READ) Refused</b>	-----	25%

**THANK YOU VERY MUCH FOR YOUR TIME AND ATTENTION TO MY QUESTIONS.**

**Gender by observation:**

Male	-----	50%
Female	-----	50%

Name \_\_\_\_\_

Phone # \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_

City \_\_\_\_\_

Rep # \_\_\_\_\_

Interviewer \_\_\_\_\_

Page # \_\_\_\_\_

Verified by \_\_\_\_\_

**PARTY**

Democrat-----35%

Republican-----38%

Decline-to-state-----23%

Other-----4%