

City of Solana Beach Opinion Survey - 2004

April 19, 2004

Submitted to:

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Prepared for the City of Solana Beach by
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ABSTRACT

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ABSTRACT: The City of Solana Beach periodically assesses the attitudes and opinions of its residents to assist decision-makers in developing and implementing plans and policies regarding a variety of city issues. SourcePoint assisted the city with its most recent effort, a mail-out, mail-back survey sent to all Solana Beach households, in spring 2004. The survey included questions regarding satisfaction with a variety of city services as well as opinions regarding view protection and dispute management issues. A similar survey was conducted in 1993. This report summarizes the results of the 2004 survey and compares these results with the earlier survey where possible.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The City of Solana Beach contracted with SourcePoint to conduct a public opinion survey to determine residents' satisfaction with city services, as well as their opinions on view/vegetation issues. The survey results will help decision makers and planners tailor services to meet the needs of residents. The results also will be used as one tool to help determine the need for and design of a vegetation view ordinance. SourcePoint assisted in designing and distributing the survey, processing the completed questionnaires, and preparing the summary report.

The 20-question mail-out, mail-back survey was distributed to all 5,800 households in the City. More than 2,300 questionnaires were returned—a 40 percent response rate. This is an exceptionally high rate of response for a mail-out survey, reflecting the high level of interest, care, and concern on the part of Solana Beach residents.

A similar survey was conducted in 1993. Some questions on the current survey are the same as those asked in the previous survey, providing the opportunity to evaluate changes in attitudes and opinions over time.

The majority (56%) of survey participants are long-term residents of the City of Solana Beach, having lived in there for more than ten years. Nearly two-thirds (64%) live in single-family homes; while more than eight out of ten own their own home.

City Services

Respondents were asked to rate as excellent, good, fair, or needs improvement seven services provided by the city as well as three general city functions. Survey participants also were asked if they had a curb, gutter, or sidewalk on their street. Examining the responses of those who had an opinion about each service shows that:

- All services, with the exception of development service/building permit process, were ranked as excellent or good by over two-thirds of respondents.
- More than nine out of ten respondents rated fire protection as excellent (48%) or good (49%). Similarly high ratings were given to police services (29% excellent, 57% good).
- Although rated as excellent or good by well over half of the respondents, the three services that respondents feel are most in need of improvement are development services/building permit process (19%), code enforcement (13%), and street maintenance (12%).
- The majority of respondents rate the City of Solana Beach as excellent or good in providing services that best meet the needs of residents, being responsive to residents' requests for assistance in solving problems, and managing the budget.
- Sixty-two percent of respondents have a curb, gutter, and sidewalk on their street. Of the 38 percent who do not, only 27 percent would like to have them installed. A slight majority (57%) of those people would be willing to share the associated costs.

Vegetation/View Issues

The City of Solana Beach has a View Assessment Ordinance that assesses the impact of new construction on existing homes. Several questions on the survey addressed the issue of views blocked by vegetation and whether regulations regarding vegetation should become part of the ordinance. Looking at the responses of those who had an opinion about these issues reveals that:

- Two-thirds of respondents believe that the City of Solana Beach should have a view ordinance that addresses vegetation.
- More than half of the respondents (58%) feel that vegetation/view disputes should be handled with a neighbor-to-neighbor process that would only include city involvement if necessary.
- There is no clear majority about whether an appointed citizen committee or an outside mediator should resolve vegetation/view disputes if a city-managed process were to be established.
- An overwhelming majority of respondents (81%) feel that the disputing parties should pay the cost associated with resolving the conflicts.
- Over half of respondents (57%) believe any adopted vegetation view ordinance should prevent or minimize future view blockage *and* restore views already affected by vegetation.
- Survey participants feel very strongly that any proposed ordinance should apply to privately-owned *and* publicly-owned property. Eight-six percent of respondents say it should apply to all types of property regardless of ownership.
- Just over eight out of 10 respondents feel a vegetation view ordinance should apply to more areas than just those with ocean or lagoon views.
- An overwhelming majority of survey participants (96%) believe that the ordinance should apply to all types of vegetation, not just trees.
- Survey participants are evenly divided on the question of whether certain sensitive or rare species should be excluded from the ordinance.
- Slightly over half of survey participants (54%) believe a vegetation view ordinance also should protect against sunlight blockage.

Additional Comments

The survey concluded with two open-ended questions to give respondents the opportunity to expand on previous answers or comment on topics not addressed in the survey. The first asked "What three things do you like most about living in Solana Beach"; the second asked "What are the three most important things that need to be done to make Solana Beach a better community."

- Nearly nine out of ten respondents took the time to comment on the things they like about their community. The most common response (41%) like living near the beach, ocean, and/or

lagoons. About one-third expressed an appreciation for the small town rural atmosphere. Other responses that were provided by more than 10 percent of survey participants include the character of the community and neighborhood; the fact that they are close to many amenities as well as local businesses and shops; the location of the city; the climate; nice people; quiet and peaceful neighborhoods, and good schools.

- A similarly high percentage of respondents listed things that could be done to make Solana Beach a better community. Traffic is of most concern to respondents, with 18 percent citing traffic in general and an additional 18 percent specifying traffic on Lomas Santa Fe as an issue. Other responses listed by 10 percent or more include the importance of preserving beaches and lagoons; the need to control/manage growth; a desire for more recreation areas; redevelopment, especially along Highway 101; and better city government and services.

Comparison of Responses to Previous Surveys

A survey similar to the one summarized in this report was conducted in Solana Beach in 1993. Some questions were asked in both years. This provides the opportunity to evaluate changes in attitudes and opinions over time, giving planners and decision-makers information about the long-term effects of policy, service, and demographic changes.

- Three city services were rated in both years: code enforcement, development services/building permit process, and maintenance of parks. Respondents' satisfaction with code enforcement and the development services/building permit process increased between 1993 and 2004, while satisfaction with park maintenance remained about the same.
- Respondents who favor a vegetation view ordinance increased slightly between the two survey years. A view ordinance to protect against vegetation as well as new construction was favored by 63 percent in 1993 and 67 percent in 2004.
- Respondents' likes and dislikes about Solana Beach shifted somewhat over the years. Proximity to beaches and the ocean, as well as the small town/rural atmosphere, were ranked near the top in both years while comments about the proximity to amenities, the climate, and the quiet and peaceful nature of the city declined.
- Traffic is a much higher priority in 2004 than it was in 1993. The percentage of respondents who feel traffic in general is a major problem rose six percentage points between 1993 and 2004 (from 12% to 18%). In 1993, an additional six percent singled out traffic on Lomas Santa Fe as a problem, a figure that tripled in the 2004 survey.
- The only problem area that was deemed less of an issue in 2004 than in 1993 was "need to reduce government interference" (from 9% to 2%).

INTRODUCTION

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The City of Solana Beach contracted with SourcePoint to conduct a public opinion survey to determine residents' satisfaction with city services, as well as their opinions on view/vegetation issues. The survey results will help decision makers and planners tailor services to meet the needs of residents. The results also will be used as one tool to help determine the need for and design of a vegetation view ordinance. SourcePoint assisted in designing and distributing the survey, processing the completed questionnaires, and preparing the summary report.

The mail-out, mail-back survey asked Solana Beach residents a total of 20 questions regarding city services and vegetation view issues, along with standard demographic questions. A similar survey was conducted in 1993. Some questions on the current survey are the same as those asked in the previous survey, providing the opportunity to evaluate changes in attitudes and opinions over time.

Questionnaires and postage-paid business reply envelopes were mailed to all 5,800 City of Solana Beach households. The survey included a letter from the City Manager stressing the importance of the survey and encouraging people to respond. Two separate mailings (the first mailing was sent to all households in the sample and the second mailing was only sent to those who did not respond to the first mailing) generated 2,321 responses for a 40 percent response rate.

This report presents the findings of the 2004 City of Solana Beach Public Opinion Survey. The *Summary of Results* section describes the overall results of the survey. *Comparison of Responses by Geographic Area* presents the survey results tabulated by the coastal, northwest, northeast, southeast, and southwest areas of the city and discusses the differences and similarities in the responses from each area. *Comparison of Responses 1993 and 2004 Surveys* shows the responses over time for those questions asked in both surveys. The *Methodology* section discusses the survey process and procedures; the *Appendix* contains a copy of the survey questionnaire annotated with response percentages for each question.

SUMMARY OF RESULTS

SUMMARY OF RESULTS

The 2004 City of Solana Beach Opinion Survey contains 20 questions. The questions fall into three categories: city services, view/vegetation issues, and demographic characteristics. This section of the report focuses on significant findings in each of these areas. Unless stated otherwise, the percentages are reported based upon the number of respondents who had an opinion about each topic.

The survey results also were examined by length of residence, housing type, and owner versus renter. No significant differences were found between the different groups. However, there was one exception: length of residence by satisfaction with city services. Respondents who have lived in Solana Beach less than one year were more likely than long-term residents to give city services a high rating.

City Services

Survey respondents were given the opportunity to express their views on a number of city services. They were asked their opinion on the following seven services: street maintenance, police services, fire protection, animal control, code enforcement, development services/building permit process, and maintenance of parks. Each respondent was asked to rate each service as excellent, good, fair, needs improvement, or no opinion.

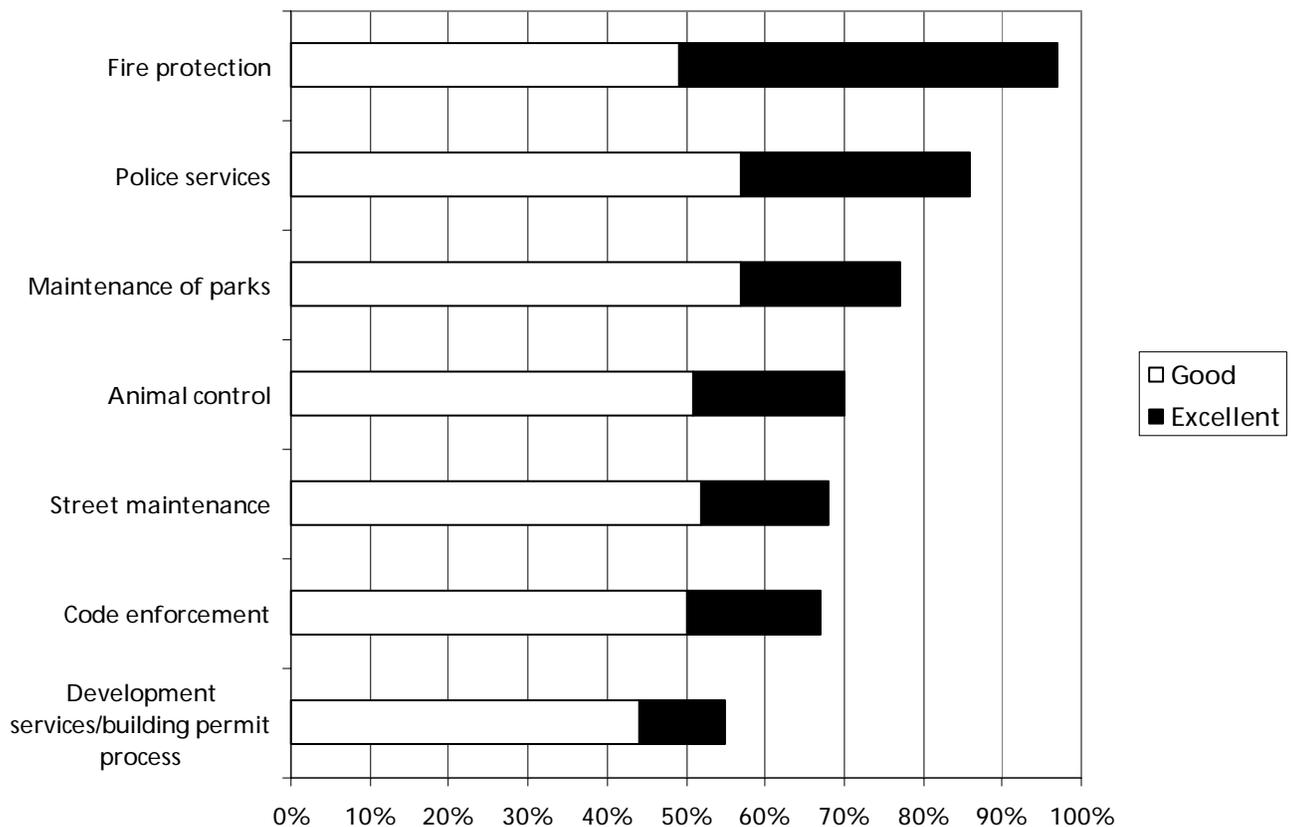
Respondents are very satisfied with services provided by the City of Solana Beach. More than nine out of ten respondents rated fire protection as excellent (48%) or good (49%). Respondents rated police services nearly as high (29% excellent, 57% good). Although rated as excellent or good by well over half of the respondents, the three services that respondents feel are most in need of improvement are development services/building permit process (19%), code enforcement (13%), and street maintenance (12%). (Table 1)

Table 1
How would you rate the following services provided by the City of Solana Beach?
(Question 4)

	Excellent	Good	Fair	Needs Improvement
Fire protection	48%	49%	3%	1%
Police services	29%	57%	10%	5%
Maintenance of parks	20%	57%	16%	8%
Animal control	19%	51%	19%	11%
Code enforcement (weeds, abandoned vehicles, graffiti, dilapidated buildings, etc.)	17%	50%	20%	13%
Street maintenance	16%	52%	20%	12%
Development services/building permit process	11%	44%	26%	19%

In Figure 1, excellent and good responses are combined to provide a more general indication of satisfaction with city services. All of the services, with the exception of development services/building permit process, were ranked as either excellent or good by over two-thirds of the respondents. An overwhelming 97 percent of respondents feel that fire protection was either excellent or good, while 55 percent feel the same way about the development services/building permit process.

Figure 1
How would you rate the following services provided by the City of Solana Beach?
Excellent/Good Responses
(Question 4)



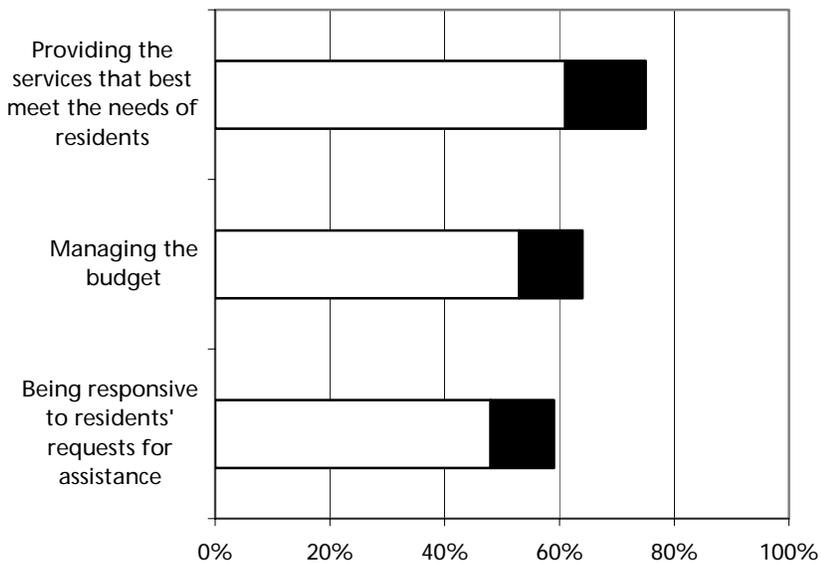
As shown in Table 2, respondents are generally satisfied with the City of Solana Beach in the following three areas: providing services that best meet the needs of the residents, being responsive to residents' requests for assistance in solving problems, and managing the budget. The majority of respondents feel the city's performance is at least good in all three areas, including 11 percent to 14 percent who consider the city's performance to be excellent.

Table 2
Overall, how would you rate the City of Solana Beach in the following areas?
(Question 5)

	Excellent	Good	Fair	Needs Improvement
Providing services that best meet the needs of residents	14%	61%	18%	8%
Being responsive to residents' requests for assistance in solving problems	11%	48%	26%	15%
Managing the budget	11%	53%	26%	10%

When excellent and good responses are combined, all three areas are rated as good or excellent by a majority of respondents with an opinion (59% or greater). Respondents are most satisfied with the city's ability to provide services that best meet the needs of residents (75%). (Figure 2)

Figure 2
Overall, how would you rate the City of Solana Beach in the following areas?
Excellent/Good Responses
(Question 5)



Survey participants also were asked about the need for a curb, gutter, and sidewalk on their streets. Sixty-two percent of respondents already have those features in their neighborhood. Of the 38 percent who do not, only 27 percent would like to have them installed. The survey asked those 27 percent if they would be willing to share in the cost of installing a curb, gutter, and

sidewalk on their streets. The majority (57%) would be willing to share the cost. Nineteen percent are not interested in contributing financially, while another 24 percent are not sure how they feel about it.

Vegetation/View Issues

The City of Solana Beach is interested in residents’ opinions regarding vegetation/view issues. The survey asked ten questions about this topic. The city sought respondents’ input on the need for a vegetation view ordinance, the city’s role in managing disputes caused by conflicts between vegetation and views, and what and where any adopted ordinance should apply to.

Need for Vegetation View Ordinance

The majority of survey respondents with an opinion believe that the City of Solana Beach should have a view ordinance that addresses vegetation. (Only eleven percent of respondents did not have an opinion regarding this issue.) The city currently has a “View Assessment Ordinance” that addresses the impact of new construction on existing views. However, the ordinance does not deal with views blocked by trees and other vegetation. Sixty-seven percent of respondents feel an ordinance should be adopted to include views that are blocked by either new construction or existing vegetation.

Table 3
Should an ordinance be adopted to include views blocked by new construction and existing vegetation?
(Question 8)

Yes	67%
No	33%

Managing Vegetation/View Disputes

Over half of all respondents with an opinion (58%) feel that disputes regarding vegetation and views should be handled by a neighbor-to-neighbor process that would only include city involvement if it were deemed necessary. Only 17 percent of respondents indicate there should be city-managed process to handle these disputes. Collectively, 25 percent of respondents believe there should be a neighbor-to-neighbor approach without city involvement (16%) or no city involvement at all (9%) in these disputes. (Table 4)

Table 4
What type of involvement should the City of Solana Beach have in managing disputes caused by conflicts between vegetation and views?
(Question 9)

Establish a process that combines a neighbor-to-neighbor approach with city involvement when necessary	58%
Establish a city-managed process to resolve these disputes	17%
Encourage a voluntary, neighbor-to-neighbor approach (not managed by the city)	16%
There should be no city involvement in these disputes	9%

There is no clear majority about whether an appointed citizen committee or an outside mediator should resolve these disputes if a city-managed process were to be established. Fifty percent of respondents feel a citizen committee should be established for this purpose, while 45 percent indicate that an outside mediator should be used. Five percent believe other means or groups should be used to resolve these disputes. (Table 5)

Table 5
If a city-managed process is established, should disputes be resolved by a citizen committee appointed for this purpose or by an outside mediator?
(Question 10)

Citizen committee	50%
Outside mediator	45%
Other	5%

An overwhelming majority of respondents believe the disputing parties should pay the cost associated with resolving vegetation/view disputes. Over three quarters of respondents (81%) believe the cost should be paid by those requesting resolution. Nineteen percent believe that city funds should be used. (Table 6)

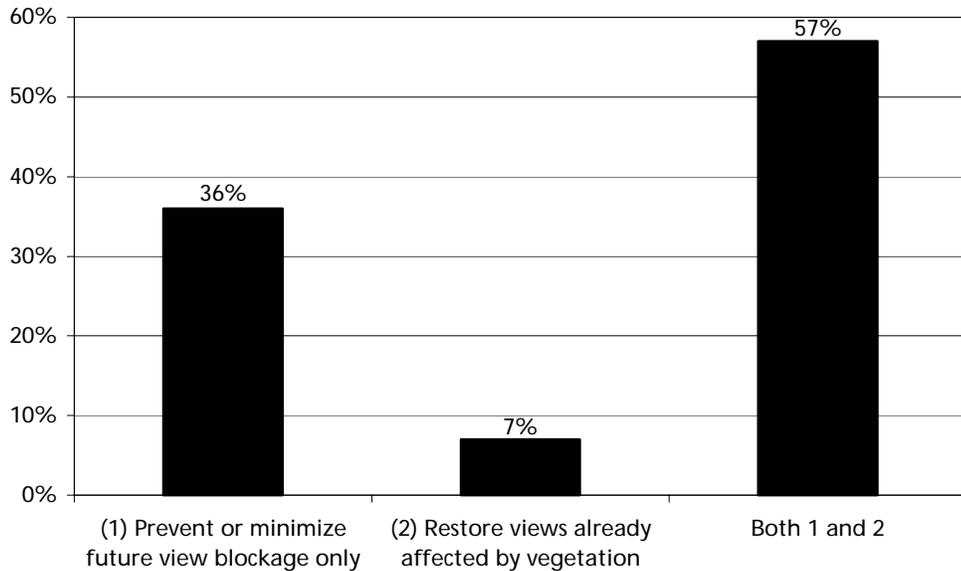
Table 6
There will be cost associated with any city involvement associated with resolving these disputes. If the city is involved, how should it be paid for?
(Question 11)

The cost should be paid by those requesting the resolution of view issues	81%
The cost should be paid out of city funds	19%

How any Adopted Ordinance Should be Applied

As shown in Figure 3, the majority of the respondents with an opinion (57%) believe any proposed vegetation view ordinance should prevent or minimize future view blockage *and* restore views already affected by vegetation. Over one-third (36%) feel the proposed ordinance should only prevent or minimize future view blockage, while only seven percent feel it should only restore views already affected.

Figure 3
If a vegetation view ordinance is adopted, should it be designed to:
(Question 12)



Survey participants feel very strongly that any proposed vegetation view ordinance should apply both to privately-owned and publicly-owned property. Eighty-six percent of respondents with an opinion indicate any proposed ordinance should apply to both types of property. Nine percent state that it should apply to private property only, while only five percent believe it should just apply to public property. (Table 7)

Table 7
If adopted, should the ordinance apply to vegetation on:
(Question 13)

Both privately- and publicly-owned property	86%
Publicly-owned property only	9%
Privately-owned property only	5%

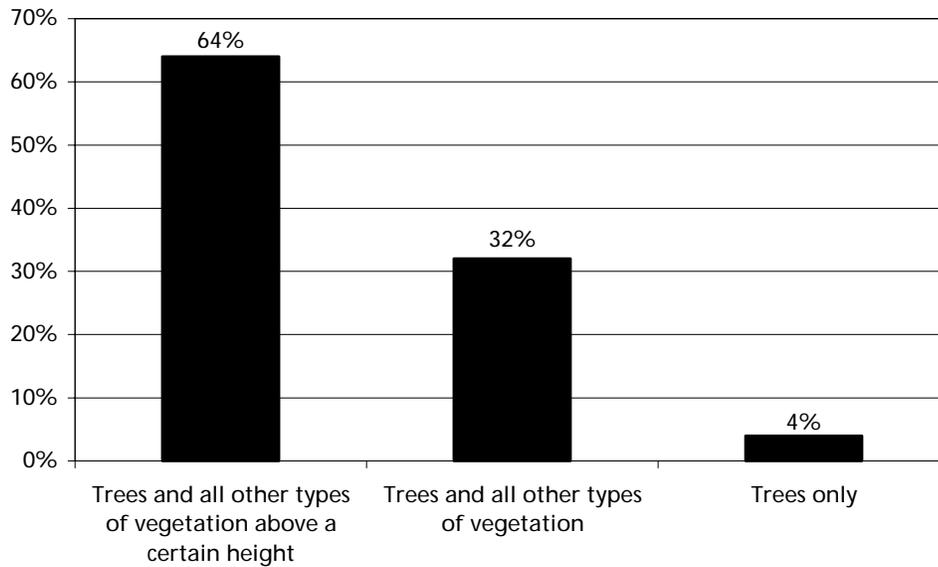
Over half of the respondents with an opinion (53%) feel any adopted vegetation view ordinance should apply to the entire city. Another 30 percent of respondents state it should be applied to areas with ocean/lagoon views as well as other sensitive areas, such as inland vistas or golf courses. Only 17 percent indicate that it should only apply to areas with ocean or lagoon views. (Table 8)

Table 8
If a vegetation view ordinance is adopted, where should it apply?
(Question 14)

The entire city	53%
Areas with ocean/lagoon views as well as other sensitive areas	30%
Areas with ocean or lagoon views only	17%

An overwhelming majority of survey participants with an opinion (96%) believe that any adopted ordinance should apply to all types of vegetation, not just trees. Respondents are more than twice as likely to favor regulating vegetation above a certain height only (64%) rather than having no height limit (32%). (Figure 4)

Figure 4
If adopted, should the ordinance regulate view blockages from:
(Question 15)



As Table 9 shows, survey participants are evenly divided on the question of whether certain sensitive or rare species should be excluded from the ordinance. (Table 9)

Table 9
Should certain sensitive or rare species be excluded from the ordinance?
(Question 16)

Yes	50%
No	50%

Again, there was no strong majority when survey respondents were asked if any proposed view ordinance should protect against sunlight blockage as well as view blockage. Slightly over half (54%) believe it should protect against sunlight blockage, while almost half (47%) say it should not. (Table 10)

Table 10
Should the view ordinance protect against sunlight blockage as well as view blockage?
(Question 17)

Yes	54%
No	47%

Demographic Characteristics

The majority (56%) of respondents are long-term residents of the City of Solana Beach, having lived there for more than ten years. Only seven percent have lived there for less than a year. Nearly two-thirds (64%) live in single-family homes, while 37 percent live in a condominium or an apartment. More than eight out of ten (85%) respondents own their own homes.

Table 11 compares the demographic characteristics of survey respondents to those of the entire city population. The geographic distribution of respondents closely replicates that of all residents, although the northeast area is slightly over-representation and the southwest is somewhat under-represented. Given that there is generally very little difference in the responses of people in each area (see *Comparison of Responses by Geographic Area*), these differences are not significant. Single family and owner-occupied households are more prevalent among survey respondents than in the population as a whole. This is typical in a survey of this nature, possibly because homeowners have more of a vested interest in their community.

Table 11
Demographic Characteristics—Survey Respondents and City of Solana Beach

	2004 Survey	2000 Census
<i>Geographic Area*</i>		
1 Coastal	16%	15%
2 Northwest:	21%	18%
3 Northeast	28%	22%
4 Southwest	26%	34%
5 Southeast	9%	11%
Total	100%	100%
<i>Housing Type</i>		
Single family-detached	64%	45%
Multiple family	37%	54%
Mobile Home	<1%	<1%
Total	100%	100%
<i>Tenure</i>		
Own	85%	63%
Rent	15%	37%
Total	100%	100%

*See map on page 25

Almost three out of four respondents (73%) get their local information from the newspaper. A little over a half of all respondents (53%) get information from the City of Solana Beach newsletter. Fourteen percent view city-televised programs to gain information, while ten percent log onto the city's Web site. Fifteen percent listed other resources as their information source.

Additional Comments

The survey concluded with two open-ended questions which gave respondents the opportunity to voice their opinions about the City of Solana Beach.

The first of the two questions asked, "What three things do you like most about living in Solana Beach?" Of the 89 percent responding to this question, 41 percent indicate they like living near the beach, ocean, and/or lagoons. Other respondents like the small town rural atmosphere (32%), the character of the community and neighborhood (19%), its location (18%), and its proximity amenities (18%).

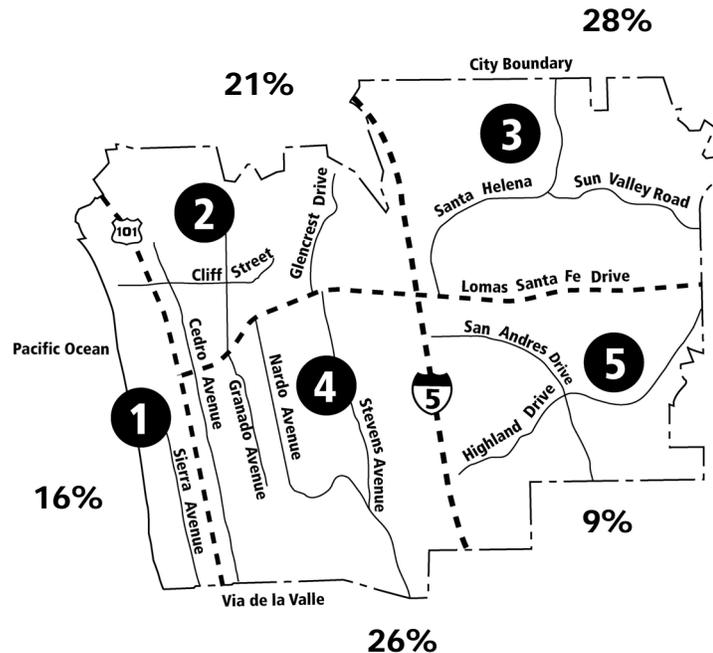
The second open-ended question asked respondents "What are the three most important things that need to be done to make Solana Beach a better community?" Respondents most often call for a reduction in traffic (36%), and specifically, half of those say traffic needs to be reduced at Lomas Santa Fe Drive. Respondents also are concerned about the preservation of the ocean, beaches, and lagoons, including facility maintenance (16%); controlling growth in the city (15%); the need for more recreation areas, including a dog park (14%); and redeveloping areas of the city, especially Highway 101 (10%).

**COMPARISON OF RESPONSES
BY GEOGRAPHIC AREA**

COMPARISON OF RESPONSES BY GEOGRAPHIC AREA

The map shown below was included on the survey and respondents were asked to indicate the area of the city in which they lived. The largest percentage of respondents (28%) resides in the northeast area of the city. Only nine percent reside in the southeast area, while 16 to 26 percent of respondents live in the other three areas (see map below).

Responses for those with an opinion were tabulated for each geographic area in order to examine differences in levels of satisfaction and priorities of people living in different parts of the city. Responses to each question for all geographic areas are included in this section of the report.



City Services

Generally speaking, respondents in all five areas are satisfied with city services. In looking at the combined excellent/good responses of people who have an opinion about the services, all services receive a positive rating by at least half of the respondents in each area (development services/building permit process was rated excellent or good by 49 percent of northwestern area respondents). People in the northeast area of the city tend rate city services slightly more positively than those in other areas.

Two services stand out in respondents' satisfaction: fire protection and police services. Both services received high ratings by respondents in all areas. Over 95 percent of respondents rate fire protection as excellent or good. At least eight out of ten respondents in each area rate police services as excellent or good.

Ratings for street maintenance, police services, fire protection, and animal control are relatively consistent across geographic area. However, there is an approximately 15 percentage point spread in excellent/good ratings for code enforcement, development services/building permit process, and park maintenance. (Table 12)

Table 12
Rating of City Services Provided By Solana Beach
Excellent/Good Responses

	1	2	3	4	5
	Coastal	Northwest	Northeast	Southwest	Southeast
Street maintenance	70%	62%	77%	64%	73%
Police services	87%	85%	89%	80%	89%
Fire protection	96%	97%	96%	96%	98%
Animal control	75%	70%	73%	67%	67%
Code enforcement (weeds, abandoned vehicles, graffiti, dilapidated buildings, etc.)	59%	66%	76%	65%	66%
Development services/building permit process	51%	49%	65%	53%	59%
Maintenance of parks	71%	70%	85%	72%	82%

Respondents in all five sections of the city are generally pleased with the City of Solana Beach in the following areas: providing services that best meet the needs of residents, being responsive to residents' request for assistance in solving problems, and managing the budget. Over half the respondents rated the city as excellent or good in all three of these matters. Respondents are the most satisfied with the city's ability to provide services that best meet residents' needs. Excellent or good ratings range from 69 percent in the northwestern and southwestern parts to 81 percent in the northeastern part of the city. Again, respondents who reside in the northeast section of the city tend to give more positive ratings than other areas. (Table 13)

Table 13
Overall, how would you rate the City of Solana Beach in the Following Areas?
Excellent/Good Responses

	1	2	3	4	5
	Coastal	Northwest	Northeast	Southwest	Southeast
Providing services that best meet the needs of residents	78%	69%	81%	69%	78%
Being responsive to residents' requests for assistance in solving problems	52%	57%	68%	55%	61%
Managing the budget	61%	63%	69%	62%	66%

According to respondents, curbs, gutters, and sidewalks are unevenly distributed across the city. Ninety percent of respondents in the Northeast have a curb, gutter, and sidewalk on their street, while only 21 percent of respondents in the Northwest have those features on their road. Interestingly, the majority of those who do not have those street features, do not want them installed in their neighborhoods. A desire to have curbs, gutters, and sidewalks installed ranged from 13 percent in the Northeast to 38 percent on the Coast. A large percentage of those who would like them installed are willing to pay their fair share of the costs. This willingness ranged from 44 percent in the Southwest to 67 percent in the northern areas of the city. (Table 14)

Table 14
Curbs, Gutters, and Sidewalks

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Does your street have curb, gutter, and sidewalk?					
Yes	84%	21%	90%	56%	50%
No	16%	79%	10%	44%	50%
If no, would you like to have them installed?					
Yes	38%	27%	13%	29%	23%
No	62%	73%	87%	71%	78%
If you want curb, gutter, and sidewalk, would you be willing to pay a fair share of the cost?					
Yes	56%	67%	67%	44%	53%
No	22%	11%	0%	30%	24%
Not sure	22%	22%	33%	26%	24%

Vegetation/View Issues

Interestingly, respondents in all areas of the city generally feel the same about vegetation/view issues. While view protection is most often regarded as a coastal issue, it is clear that respondents throughout the city feel there is a need to protect views from being blocked by vegetation. The following tables detail responses to the survey's ten vegetation/view questions by geographic area.

Need for Vegetation View Ordinance

As mentioned above, respondents in all areas of the city believe there is a need for a view ordinance that applies to vegetation as well as new construction. Respondents from the southeast portion of the city expressed the strongest desire for such an ordinance (73%). Surprisingly, respondents from the coastal area are at the low end of the spectrum on this issue (63%) when compared with other areas of the city. (Table 15)

Table 15
Should an ordinance be adopted to include views blocked by
new construction and vegetation?
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Yes	63%	65%	69%	67%	73%
No	37%	35%	31%	33%	27%

Managing Vegetation/View Disputes

Respondents throughout Solana Beach have essentially the same opinions about the city’s role in managing disputes arising from vegetation/view conflicts. Tables 16, 17, and 18 further detail their thoughts on this matter.

The majority of respondents in all areas believe the city should establish a process that combines a neighbor-to-neighbor approach with city involvement only when deemed necessary. There are only slight deviations in opinions across all areas, ranging from 54 percent in the Southeast to 60 percent in the western areas of the city, including the Coast. Only ten percent or less of respondents in each area believes that there should be no city involvement in resolving view/vegetation disputes. (Table 16)

Table 16
What type of involvement should the City of Solana Beach have in managing
disputes caused by conflicts between vegetation and views?
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Encourage a voluntary, neighbor-to-neighbor approach (not managed by the City)	17%	17%	17%	13%	17%
Establish a City-managed process to resolve these disputes	14%	17%	14%	19%	21%
Establish a process that combines a neighbor-to-neighbor approach with City involvement when necessary	60%	56%	60%	60%	54%
There should be no City involvement in these disputes	9%	10%	10%	8%	9%

Respondents in the southern portion of the city expressed a slightly higher desire for a citizen committee to handle disputes over an outside mediator. However, the differences are minimal across the areas. The desire for a citizen committee ranged from 48 percent of respondents in the coastal area to 52 percent in the southwestern area. The coastal area was the only section of the city that was evenly divided on this issue. (Table 17)

Table 17
If a City-managed process is established, should disputes be resolved by a citizen committee appointed for this purpose or an outside mediator?
by Geographic Area

	1	2	3	4	5
	Coastal	Northwest	Northeast	Southwest	Southeast
Citizen committee	48%	49%	49%	52%	51%
Outside mediator	48%	44%	47%	41%	46%
Other	4%	7%	4%	6%	3%

A clear majority of respondents from all areas believe the disputing parties should pay for the cost associated with the resolution of view issues. Again, the variations are nominal across the different sections of the city, ranging from 79 percent in the Southwest to 84 percent on the Coast. (Table 18)

Table 18
If the City is involved, how should it be paid for?
by Geographic Area

	1	2	3	4	5
	Coastal	Northwest	Northeast	Southwest	Southeast
The should be paid by those requesting the resolution of view issues	84%	80%	83%	79%	80%
The cost should be paid for out of City funds	16%	20%	17%	21%	20%

How any Adopted Ordinance Should be Applied

Survey participants were asked their opinions on how any vegetation view ordinance should be applied. Again, generally speaking, respondents from all areas of the city have similar thoughts about this issue. Tables 19 through 24 further demonstrate respondents' beliefs on this matter.

The majority of respondents in all areas indicate that any vegetation view ordinance should be designed to prevent or minimize future view blockage and restore views already blocked by vegetation. The strongest display of this opinion is demonstrated by respondents in the southeastern portion of the city (60%). While differences in opinion are minimal across the areas, respondents on the Coast are at the low end of this range with 54 percent. (Table 19)

Table 19
If a vegetation view ordinance is adopted, should it be designed to:
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
(1) Prevent or minimize future view blockage only	39%	35%	35%	36%	35%
(2) Restore views already affected by vegetation	7%	7%	8%	7%	5%
Both 1 and 2	54%	58%	58%	57%	60%

Clearly, respondents from all sections of the city strongly believe a vegetation view ordinance should apply to both privately-owned and publicly-owned property. More than eight out of ten respondents in all areas would have the ordinance apply to all properties, ranging from 84 percent in the Northwest to 89 percent in the Southeast. (Table 20)

Table 20
If adopted, should the ordinance apply to vegetation on:
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Privately-owned property only	5%	5%	5%	5%	4%
Publicly-owned property only	8%	11%	9%	10%	6%
Both privately- and publicly-owned property	87%	84%	86%	85%	89%

At least half of the respondents in all areas of the city feel that any adopted ordinance should apply to the entire City. Southeastern Solana Beach residents tend to feel more strongly than those in other areas that the ordinance should not only be applied to areas with ocean or lagoon views. Only nine percent of those respondents believe it should just apply to ocean or lagoon views, compared to 14 to 20 percent in other areas. (Table 21)

Table 21
If a vegetation view ordinance is adopted, where should it apply:
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Areas with ocean or lagoon views only	18%	20%	14%	19 %	9%
Areas with ocean/lagoon views as well as other sensitive areas	31%	27%	35%	25%	41%
The entire City	51%	53%	51%	56%	50%

Respondents were asked if a vegetation view ordinance should apply to trees only, trees and all other types of vegetation, or trees and all other types of vegetation only above a certain height. Respondents in all areas clearly favor the last option, ranging from 62 percent in the northeast Solana Beach to 72 percent in the coastal area. (Table 22)

Table 22
If adopted, should the ordinance regulate view blockages from:
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Trees only	3%	3%	4%	4%	4%
Trees and all other types of vegetation	26%	35%	34%	32%	35%
Trees and vegetation only above a certain height	72%	63%	62%	64%	61%

The greatest differences among areas of the city on vegetation/view issues can be seen in Table 23. When asked if “certain sensitive or rare species be excluded from the ordinance,” the majority of respondents in the coastal and southwestern areas responded yes, while the majority of respondents in the northern and southeastern areas responded no.

Table 23
Should certain sensitive or rare species be excluded from the ordinance?
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Yes	57%	47%	43%	54%	44%
No	43%	53%	57%	46%	56%

Only the respondents in the northwestern section of the city are undecided about applying any proposed ordinance to sunlight blockage as well as view blockage. Those in all other areas, by a minimal margin, expressed a desire to protect against both sunlight blockage and view blockage. (Table 24)

Table 24
Should the ordinance protect against sunlight blockage as well as view blockage?
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Yes	53%	50%	54%	55%	54%
No	47%	50%	46%	46%	46%

Demographic Characteristics

At least half of the respondents in all areas have lived in Solana Beach for more than ten years. The northeastern area has the greatest proportion of long-term residents with 64 percent. The coastal and southwestern areas of the city have the largest percentage of new Solana Beach residents (11% each). (Table 25)

Table 25
How long have you lived in Solana Beach?
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Less than one year	11%	5%	4%	11%	5%
1 to 5 years	24%	23%	18%	24%	22%
6 to 10 years	16%	13%	13%	15%	14%
More than 10 years	50%	59%	64%	50%	60%

The majority of respondents in both northern areas and the southwest area live in a single family home (52% to 90%). The coastal area has a high concentration of condominium residents (61%), while apartment dwellers (19%) are most commonly found in southwestern Solana Beach. The City of Solana Beach has very few mobile home residents, which is demonstrated by one percent or less of survey respondents living in mobile homes in any section of the city. (Table 26)

Table 26
What type of home do you live in?
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Single family (detached) house	31%	90%	79%	52%	49%
Condominium	61%	5%	20%	29%	50%
Apartment	7%	5%	1%	19%	1%
Mobile home	1%	0%	<1%	<1%	0%

A majority of respondents throughout the city are homeowners. The greatest percentages of homeowners reside in the Northeast (96%) and Southeast (94%). The largest proportion of renters lives in the southwestern part of the city (28%), which also coincides with the area that contains the highest percentage of apartments. (Table 27)

Table 27
Do you own or rent the place where you live?
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Own	79%	88%	96%	73%	94%
Rent	21%	12%	4%	28%	6%

Over two-thirds of all respondents in each area receive their local information from the newspaper. Respondents in the Northwest tend to use the City of Solana Beach newsletter as an information source more than respondents from other geographic areas (58%), while coastal respondents are more likely to gather local news from the television (20%) than other areas. (Table 28)

Table 28
Where do you get most of your information about the City of Solana Beach?
by Geographic Area

	1 Coastal	2 Northwest	3 Northeast	4 Southwest	5 Southeast
Newspaper	71%	69%	75%	71%	77%
Television	20%	15%	10%	12%	13%
City of Solana Beach newsletter	47%	58%	55%	54%	53%
City Web site	11%	16%	6%	9%	4%
Other	17%	18%	12%	16%	10%

**COMPARISON OF RESPONSES
1993 AND 2004 SURVEYS**

COMPARISON OF RESPONSES 1993 AND 2004 SURVEYS

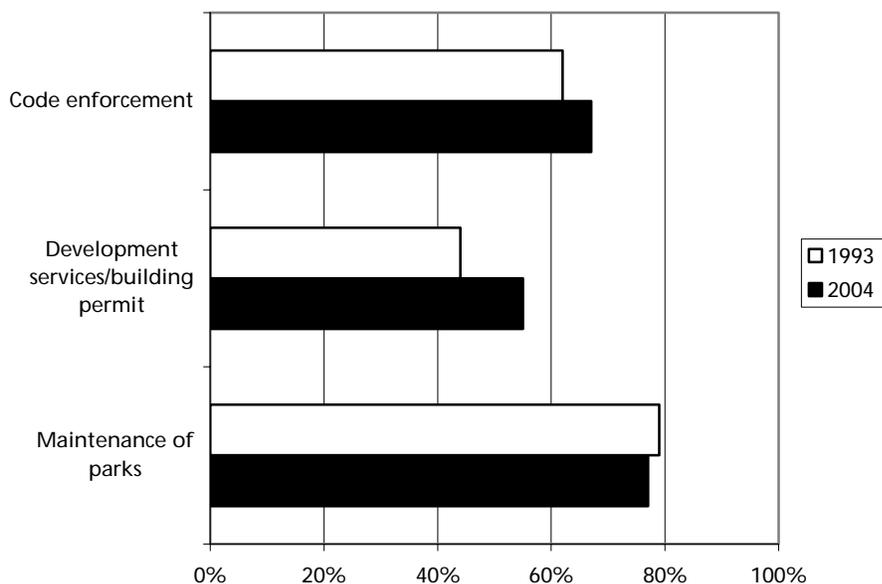
A public opinion survey similar to the one summarized in this report was conducted in Solana Beach in 1993. Some questions were asked in both survey years. This provides the opportunity to evaluate changes in attitudes and opinions over time, giving planners and decision-makers information about the long-term effects of policy, service, and demographic changes.

The discussion in this section focuses on trends and significant changes in responses between 1993 and 2004. It should be noted that not all questions were asked in both surveys, and only those questions included on the two surveys are listed in this section.

City Services

Although questions regarding city services were asked in both survey years, only three corresponding services were rated in both years: code enforcement, development services/building permit process, and maintenance of parks. As shown in Figure 5, respondents' satisfaction with code enforcement and the development services/building permit process increased between 1993 and 2004, while satisfaction with park maintenance remained about the same. Development services/building permit process showed the greatest change, from 44 percent in 1993 to 55 percent in 2004.

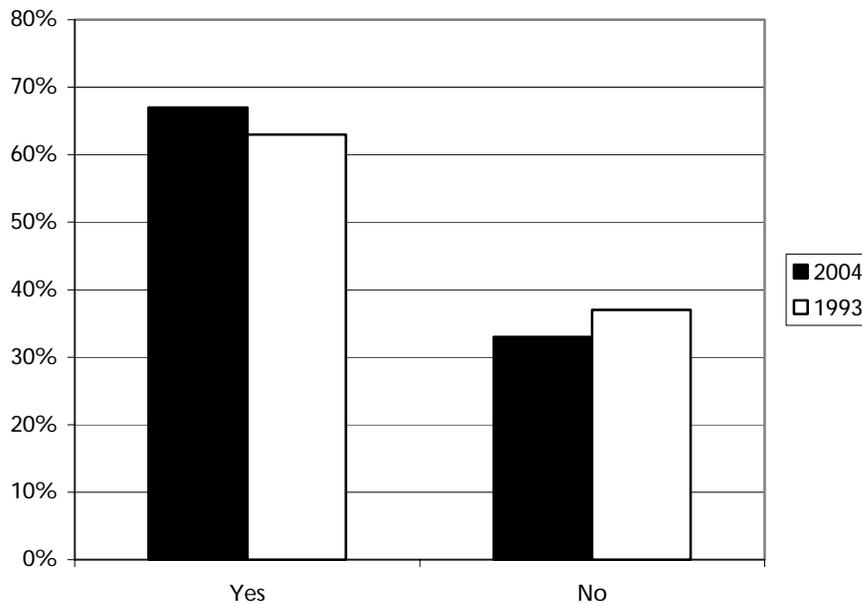
Figure 5
Excellent/Good Rating of Services Provided by the City of Solana Beach
1993 and 2004



Vegetation/View Issues

Respondents who favor a vegetation view ordinance increased slightly between the two survey years. The majority of respondents in 1993 (63%) and in 2004 (67%) believe a view ordinance should be adopted to protect against vegetation as well as new construction. The percentage of respondents who do not want vegetation included in a view ordinance declined from 37% to 34%. (Figure 6)

Figure 6
Should an ordinance be adopted to include views blocked by
new construction *and* vegetation?
1993 and 2004



Demographic Characteristics

The demographic composition of the city has changed only slightly between 1993 and 2004. An increase in long-term residents is one of the more notable changes over the years (from 46% to 56%). Also, more respondents are homeowners in 2004 (85%) than in 1993 (79%). (Table 29)

Table 29
Demographic Characteristics
1993 and 2004

	1993	2004
<i>Geographic Area</i>		
1 Coastal	15%	16%
2 Northwest:	17%	21%
3 Northeast	25%	28%
4 Southwest	28%	26%
5 Southeast	15%	9%
Total	100%	100%
<i>How Long Have You Lived in Solana Beach</i>		
Less than 1 Year	10%	7%
1 to 5 Years	24%	22%
5 to 10 Years	20%	14%
More than 10 Years	46%	56%
Total	100%	100%
<i>Tenure</i>		
Own	79%	85%
Rent	21%	15%
Total	100%	100%

Additional Comments

The 1993 and 2004 surveys asked residents two open-ended questions: "What do you like most about living in Solana Beach?" and "What are the three most important things that need to be done to make Solana Beach a better community?"

Respondents had many favorable opinions about Solana Beach in both survey years. Slight changes in respondents' perceptions of the city can be seen over the years. One of the more noticeable changes is demonstrated by a decrease in those who feel that peace and quiet is one of its greatest qualities. That figure dropped from 21 percent in 1993 to 12 percent in 2004. Also, fewer respondents view their proximity to amenities as one of their favorite aspects of the city, falling from 28 percent in 1993 to 18 percent in 2004. (Table 30)

Table 30
What do you like most about living in Solana Beach?
(Responses repeated in 1993 and 2004)

	1993	2004
Proximity to beaches and ocean	41%	38%
Proximity to amenities	28%	18%
Small town/rural atmosphere	25%	32%
Climate/weather	22%	15%
Quiet and peaceful	21%	12%
People	13%	14%
View	9%	8%

Suggestions for making Solana Beach a better community have changed over the years. Even though a need to reduce traffic was the number one priority in 1993, it is an even higher priority in 2004. The percentage of respondents who feel traffic in general is a major problem rose by six percentage points between 1993 and 2004 (from 12% to 18%). In 1993, an additional six percent singled out traffic at Lomas Santa Fe as a problem, a figure that tripled in the 2004 survey.

Respondents also believe there is a greater need to control growth. The percentage of respondents who feel that way more than doubled over the years, increasing from seven percent to 15 percent. Interestingly, the only problem area that declined in priority was "reduce government interference" (from 9% to 2%). (Table 31)

Table 31
What are the three most important things that need to be done to make Solana Beach a better community?
(Responses repeated in 1993 and 2004)

	1993	2004
Reduce traffic-general	12%	18%
Reduce government interference	9%	2%
Improve the city's appearance	8%	8%
Control growth	7%	15%
Redevelop commercial areas along Hwy 101	6%	10%
Reduce traffic on Lomas Santa Fe	6%	18%

METHODOLOGY

METHODOLOGY

The City of Solana Beach contracted with SourcePoint to conduct a public opinion survey that would be used to determine residents' satisfaction with city services as well as opinions about vegetation/view issues.

SourcePoint and City of Solana Beach staff worked together to develop the survey questionnaire. The survey contained 20 questions, which included seven questions asked in the 1993 survey. These questions were created to solicit Solana Beach residents' opinions about important city issues. Three multi-part questions focused on city services. Ten questions dealt with view issues pertaining to vegetation. Five questions regarding demographic characteristics also were included. In addition, two open ended questions gave respondents the opportunity to voice further opinions about the City of Solana Beach. A letter from the City Manager was included as part of the questionnaire, encouraging people to respond and stressing the importance of their participation. (The Appendix contains a copy of the survey instrument.)

The mail-out, mail-back survey was sent to all 5,800 residential addresses in the City of Solana Beach. The mailing included postage-paid business reply envelopes and was sent in February and March 2004. The first mailing generated 1,643 responses for a 28% response rate. The second mailing generated 678 responses (the second mailing was only sent to those who did not respond to the first). A total of 2,321 surveys were received for a 40 percent response rate—well above average for a mail-out, mail-back survey.

The completed surveys were put into computer-readable format, processed, and tabulated. Responses were tabulated for all Solana Beach respondents, as well as for each of the five geographic areas (Coastal, Northwest, Northeast, Southeast, and Southwest) indicated in Question 18. When possible, responses were also compared to those of the 1993 survey.

APPENDIX

APPENDIX



CITY OF SOLANA BEACH

Your Opinion Counts!

The City of Solana Beach is conducting a survey of residents to primarily find out your opinions about vegetation related view issues along with some more general questions. This information is critical to ensuring that the plans and policies formed by the City reflect the needs and desires of our citizens.

Please take a few moments to complete the questionnaire on the following pages and return the form in the enclosed postage-paid envelope within two weeks.

All responses will remain confidential.

By making your thoughts and opinions known to us, you are taking part in an important process.

Thank you in advance for your help.

Sincerely,

A handwritten signature in black ink, appearing to read 'Barry Johnson', with a horizontal line extending to the right.

Barry Johnson
City Manager

CITY OF SOLANA BEACH OPINION SURVEY—2004

The opinions of City of Solana Beach residents play an important role in developing and implementing City plans and policies. Please take a few moments now to complete this questionnaire and return it in the enclosed postage-paid envelope within two weeks. All responses will remain confidential. The surveys are being returned to the San Diego Association of Governments (SANDAG) for processing and analysis. SANDAG is the regional planning agency for the San Diego region and will provide an impartial analysis of the results of this survey. Thank you for your time and assistance.

1. How long have you lived in Solana Beach?

- 7% Less than 1 year
- 22% 1 to 5 years
- 14% 6 to 10 years
- 56% More than 10 years

2. What type of home do you live in?

- 64% Single family (detached) house
- 29% Condominium
- 8% Apartment
- <1% Mobile home

3 Do you own or rent the place where you live?

- 85% Own
- 15% Rent

4. How would you rate the following services provided by the City of Solana Beach?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Needs Improvement</u>	<u>No Opinion</u>
a. Street maintenance	16%	51%	19%	12%	2%
b. Police services	25%	50%	9%	4%	13%
c. Fire protection	41%	41%	3%	<1%	15%
d. Animal control.....	14%	38%	14%	8%	26%
e. Code enforcement (weeds, abandoned vehicles, graffiti, dilapidated buildings, etc. .	15%	45%	18%	11%	10%
f. Development services / building permit process.....	7%	27%	16%	12%	38%
g. Maintenance of parks	17%	50%	14%	7%	11%

5. Overall, how would you rate the City of Solana Beach in the following areas?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Needs Improvement</u>	<u>No Opinion</u>
a. Providing services that best meet the needs of residents	12%	54%	16%	7%	11%
b. Being responsive to residents' request for assistance in solving problems	8%	34%	18%	11%	29%
c. Managing the budget	7%	34%	16%	6%	37%

6. Does your street have curb, gutter, and sidewalk?

- 62% Yes (skip to Question 7)
- 38% No:

6a. If no, would you like to have them installed?

- 73% No (skip to Question 7)
- 27% Yes:

6b. If you want curb, gutter, and sidewalks, would you be willing to pay a fair share of the cost?

- 57% Yes
- 19% No
- 24% Not sure

7. Where do you get most of your information about the City of Solana Beach? (Circle all that apply)

- 72% Newspaper
- 14% City-televised programs
- 53% City of Solana Beach newsletter
- 10% City Web site
- 15% Other

8. The City of Solana Beach has a "View Assessment Ordinance" that assesses the impact of new construction on views from existing homes. The ordinance does not currently address views that are blocked by trees and other vegetation. Should an ordinance be adopted to include views blocked by new construction *and* existing vegetation?

- 60% Yes
- 29% No
- 11% No opinion

9. What type of involvement should the City of Solana Beach have in managing disputes caused by conflicts between vegetation and views?

- 15% Encourage a voluntary, neighbor-to-neighbor approach (not managed by the City)
- 16% Establish a City-managed process to resolve these disputes
- 55% Establish a process that combines a neighbor-to-neighbor approach with City involvement when necessary
- 9% There should be no City involvement in these disputes
- 5% No opinion

10. If a City-managed process is established, should disputes be resolved by a citizen committee appointed for this purpose or by an outside mediator?

- 44% Citizen committee
- 40% Outside mediator
- 12% No opinion
- 5% Other

11. There will be costs associated with any City involvement associated with resolving these disputes. If the City is involved, how should it be paid for?

- 75% The costs should be paid by those requesting the resolution of view issues
- 18% The cost should be paid for out of City funds
- 8% No opinion

12. If a vegetation view ordinance is adopted, should it be designed to:

- 32% Prevent or minimize future view blockage only
- 7% Restore views already affected by vegetation
- 51% Both 1 and 2
- 10% No opinion

13. If adopted, should the ordinance apply to vegetation on:

- 4% Privately-owned property only
- 9% Publicly-owned property only
- 80% Both privately- and publicly-owned property
- 8% No opinion

14. If a vegetation view ordinance is adopted, where should it apply?

- 15% Areas with ocean or lagoon views only
- 28% Areas with ocean/lagoon views as well as other sensitive areas (such as inland vistas or golf courses)
- 49% The entire City
- 8% No opinion

15. If adopted, should the ordinance regulate view blockages from:

- 3% Trees only
- 29% Trees and all other types of vegetation
- 58% Trees and vegetation only above a certain height
- 9% No opinion

16. Should certain sensitive or rare species be excluded from the ordinance?

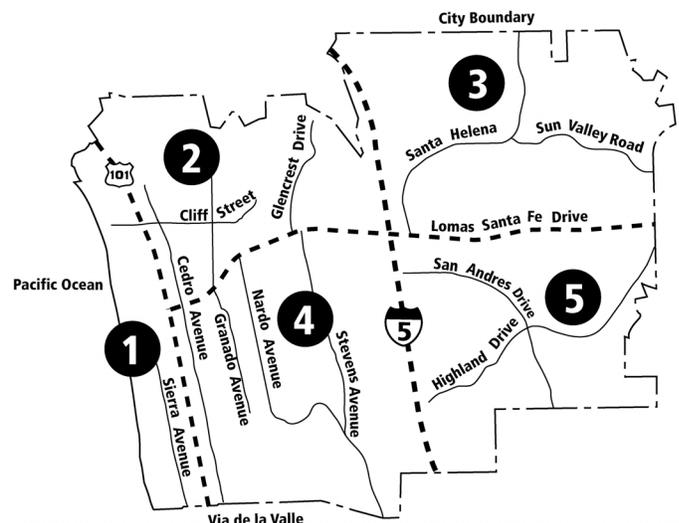
- 43% Yes
- 45% No
- 12% No opinion

17. Should the ordinance protect against sunlight blockage as well as view blockage?

- 44% Yes
- 38% No
- 18% No opinion

18. This map shows the City of Solana Beach divided into five numbered areas. Please find the area in which you live and write that number here:

- 1) Coastal 16%
- 2) Northwest 21%
- 3) Northeast 28%
- 4) Southwest 26%
- 5) Southeast 9%



19. What are three things you like most about living in Solana Beach?

- 41% Beach, ocean, and/or lagoon
- 32% Small town/rural atmosphere
- 19% Character of community/neighborhood
- 18% Close to amenities/local businesses and shops
- 18% Location
- 15% Climate
- 14% People/neighbors
- 12% Quiet/peaceful
- 11% Good schools
- 8% Good city services/government
- 8% Low crime/safe
- 8% Pretty views
- 7% Not crowded/lack of development
- 7% Clean
- 5% Cedros Design District
- 5% Beautiful place
- 4% Freeway access
- 3% Walkable community
- 3% Parks/open space
- 2% Well maintained properties
- 2% Low density housing
- 2% Vegetation
- 1% Low traffic
- 1% Property values
- 1% Family friendly
- 22% Other

20. What are the three most important things that need to be done to make Solana Beach a better community?

- 18% Reduce traffic
- 18% Fix traffic at Lomas Santa Fe
- 16% Preservation of ocean beaches and lagoons, including facility maintenance
- 15% Control growth
- 14% More recreation areas, including a dog park
- 10% Redevelopment, especially Highway 101
- 10% Better city government and services
- 9% Street/sidewalk maintenance
- 8% Improve looks/clean-up city
- 7% Concerns about traffic lights, stop signs, or street lights
- 6% Stop Gateway/Magellan projects
- 6% Encourage restaurants, shops, and/or other businesses
- 6% More community events/resources
- 5% Protect views
- 5% More pedestrian friendly/more sidewalks
- 5% Better/more landscaping
- 5% Bury utilities
- 4% Protect bluffs
- 4% Reduce speeders and other traffic violators
- 4% Noise issues
- 3% Reduce crime/maintain safety
- 3% Residential growth/building issues
- 2% Less government
- 2% Other specific street concerns
- 2% Clean-up/remove run-down housing and trailers
- 2% No I-5 expansion

20. What are the three most important things that need to be done to make Solana Beach a better community? (Continued)

- 2% Better parking
- 2% Better animal control/clean-up/leashing
- 2% No high density housing, including apartments behind Vons Shopping Center
- 1% Keep NCRT Theatre
- 1% Other utility issues
- 1% Protect vegetation
- 1% Fix community center
- 1% Protect property rights
- 1% Lower taxes
- 32% Other

Thank you for taking the time to participate in this survey. Please return your complete form in the enclosed postage-paid envelope within two weeks.