

COMMUNITY OPINION SURVEY

CONDUCTED FOR THE
CITY OF CYPRESS

PRESENTED BY
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10/4/2018



PURPOSE OF STUDY

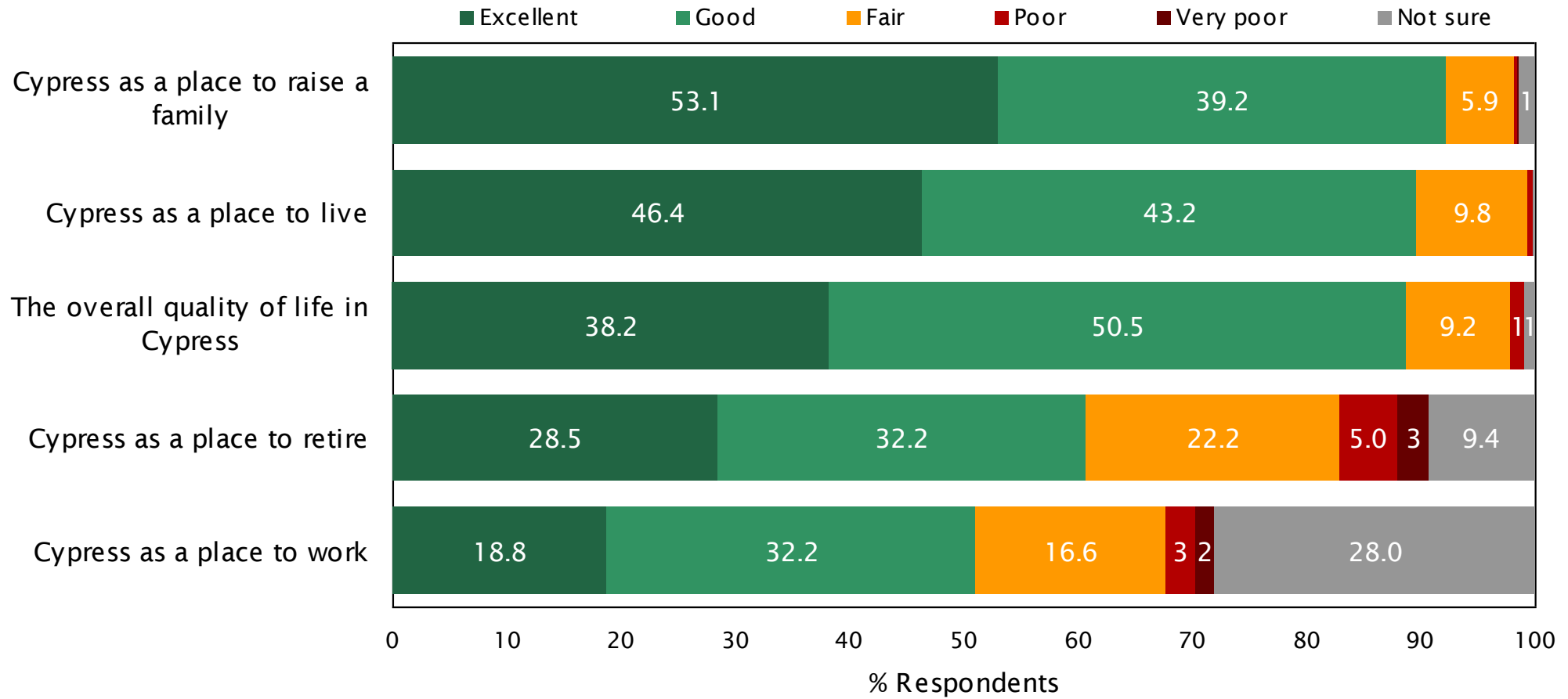
- Identify key issues of importance & factors that affect quality of life
- Measure City's performance in meeting residents' needs
- Gather opinions on topics such as public safety, recreation, economic development, planning, and funding priorities
- Establish benchmark performance measures that can be tracked in the future



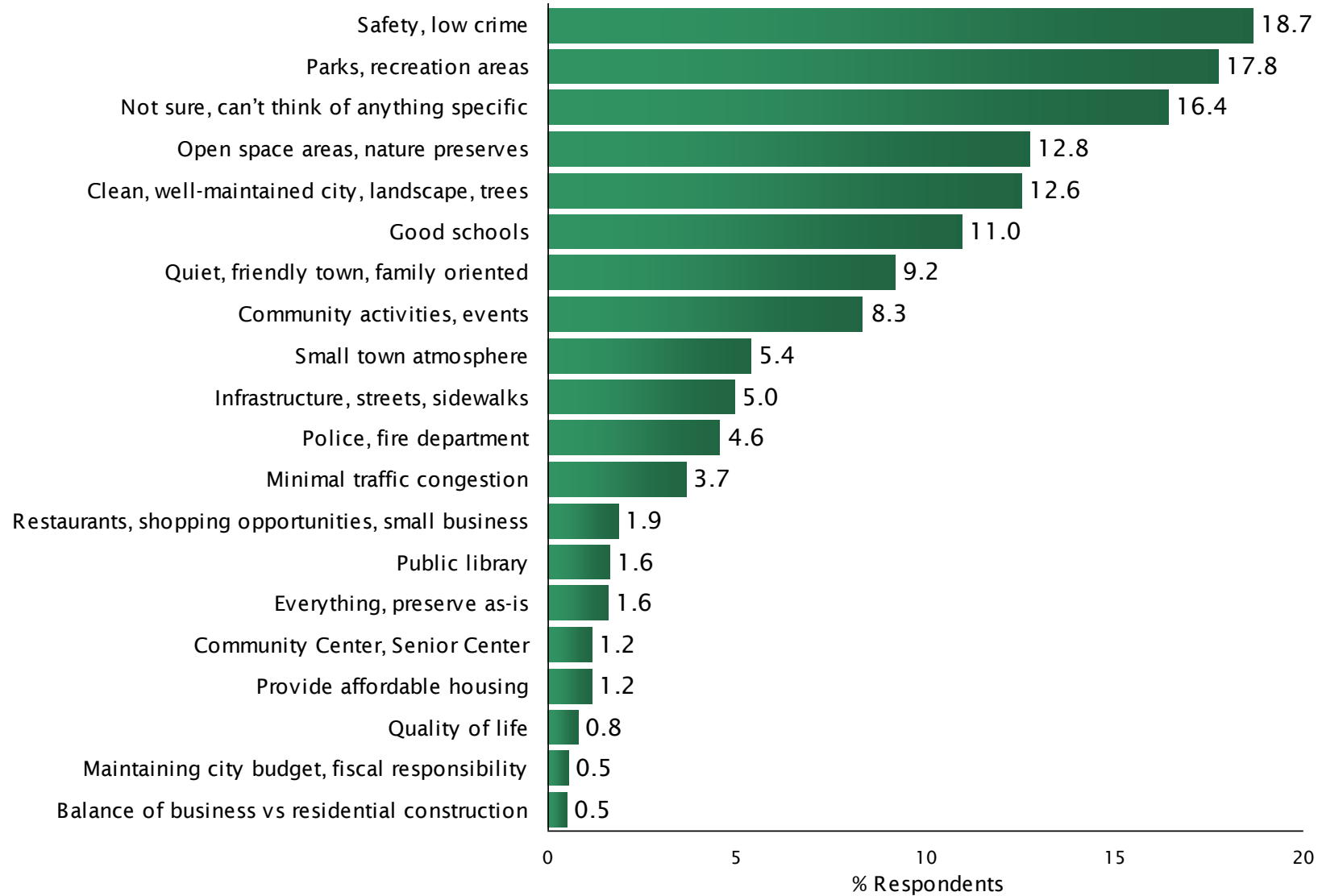
METHODOLOGY OF STUDY

- Conducted August 9th to August 27th, 2018
- Mixed Methodology
 - Recruited via mail, email, and phone
 - Online and telephone data collection
 - English, Spanish & Korean
- Random sample of 748 residents
- Average interview length: 18 minutes
- Overall margin of error of $\pm 3.55\%$

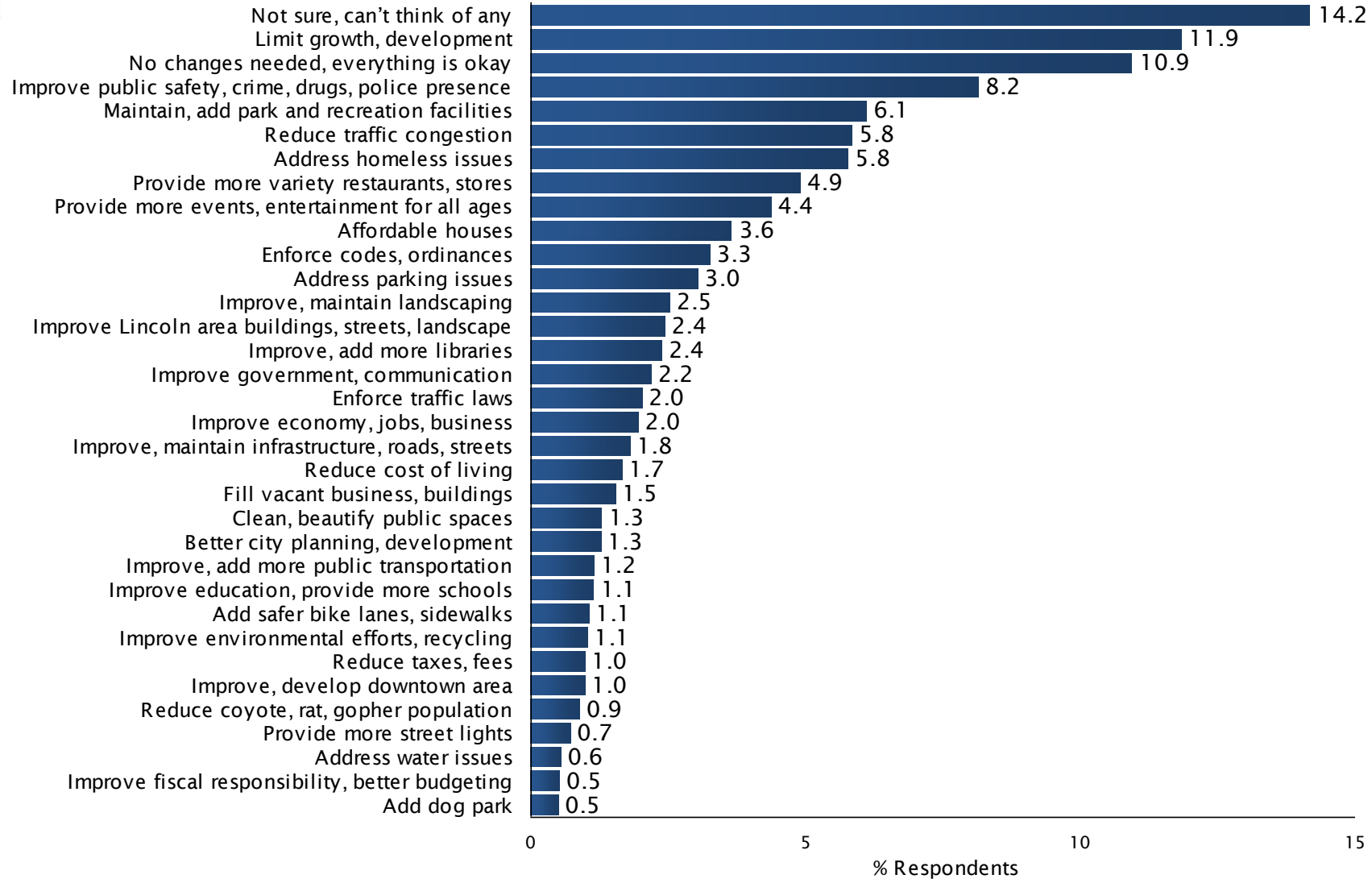
RATING CYPRESS



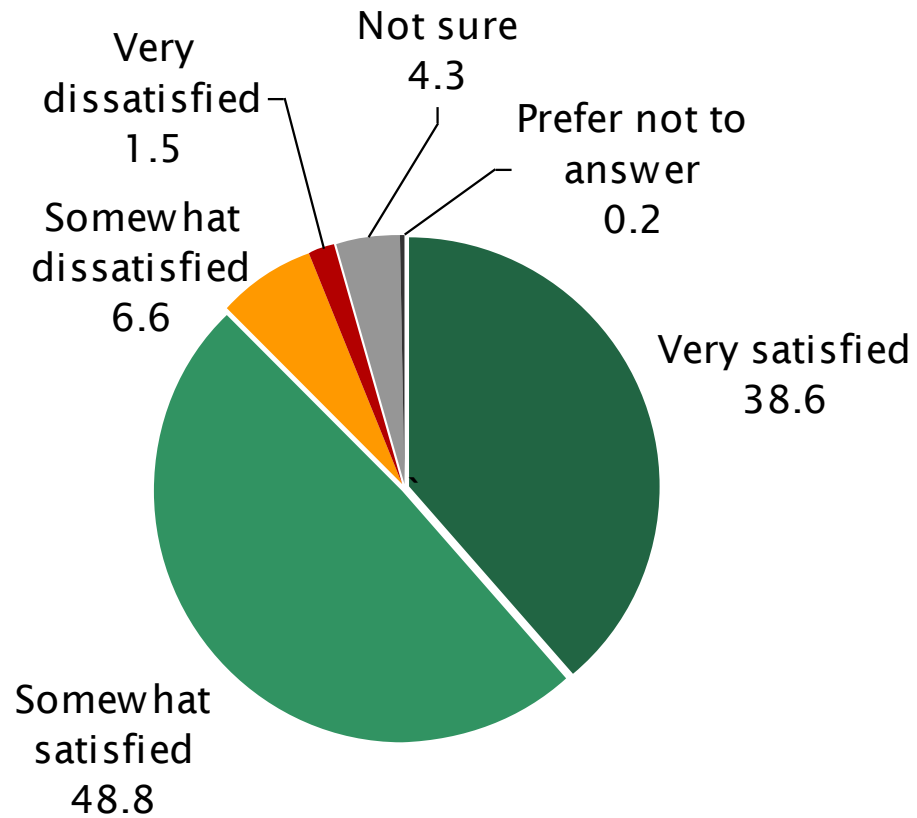
LIKE MOST ABOUT CYPRESS



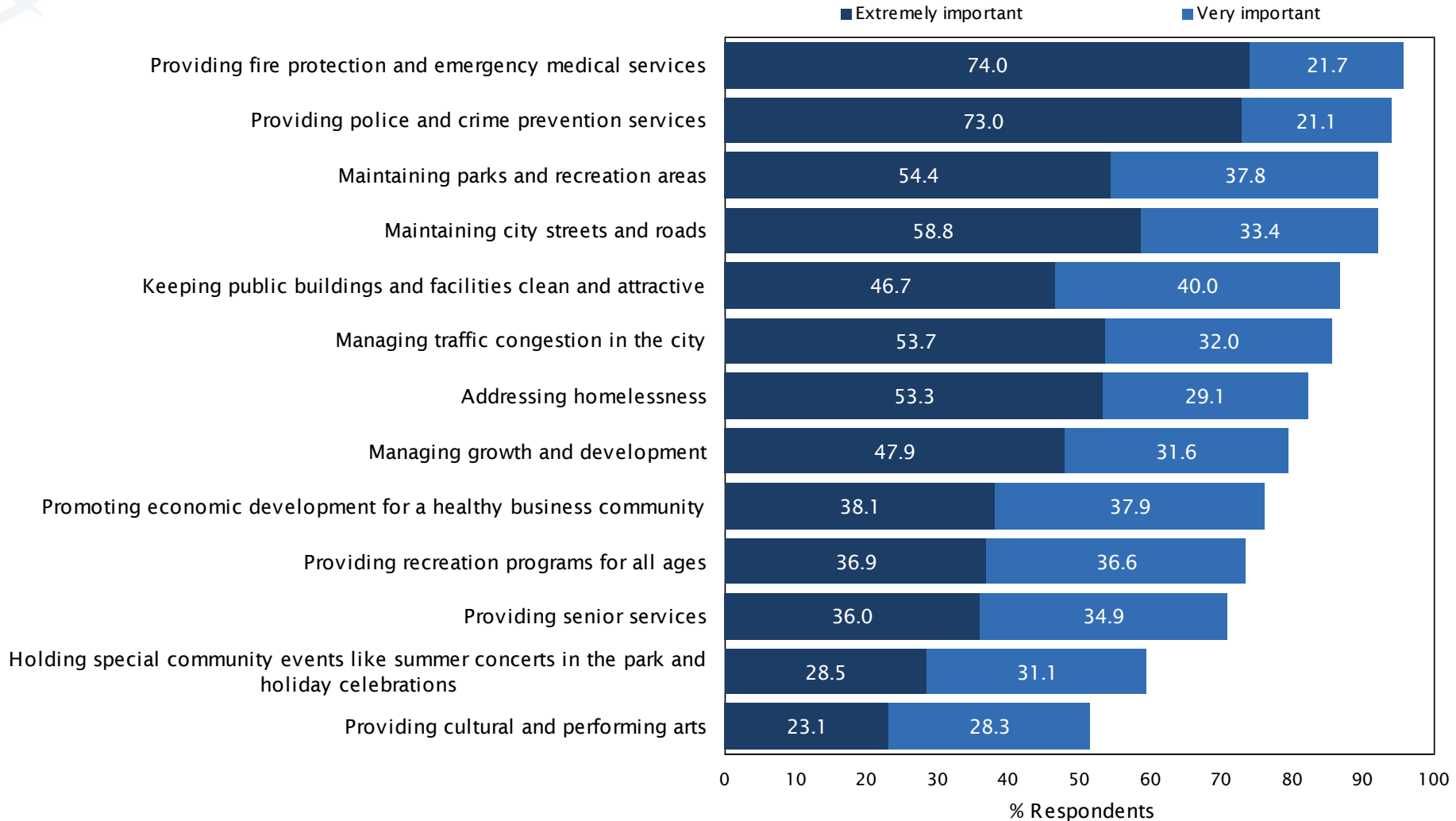
CHANGES TO IMPROVE CYPRESS



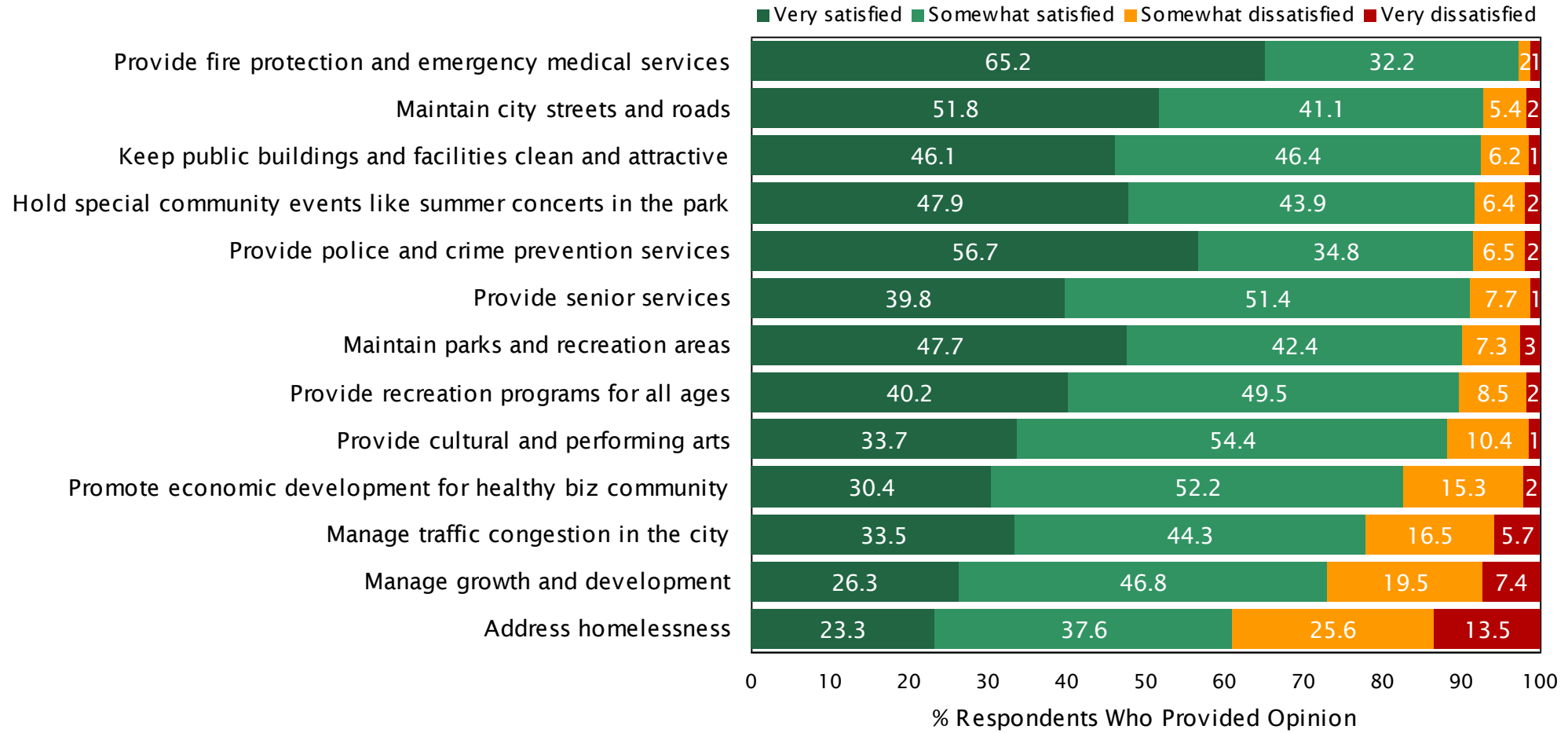
OVERALL SATISFACTION



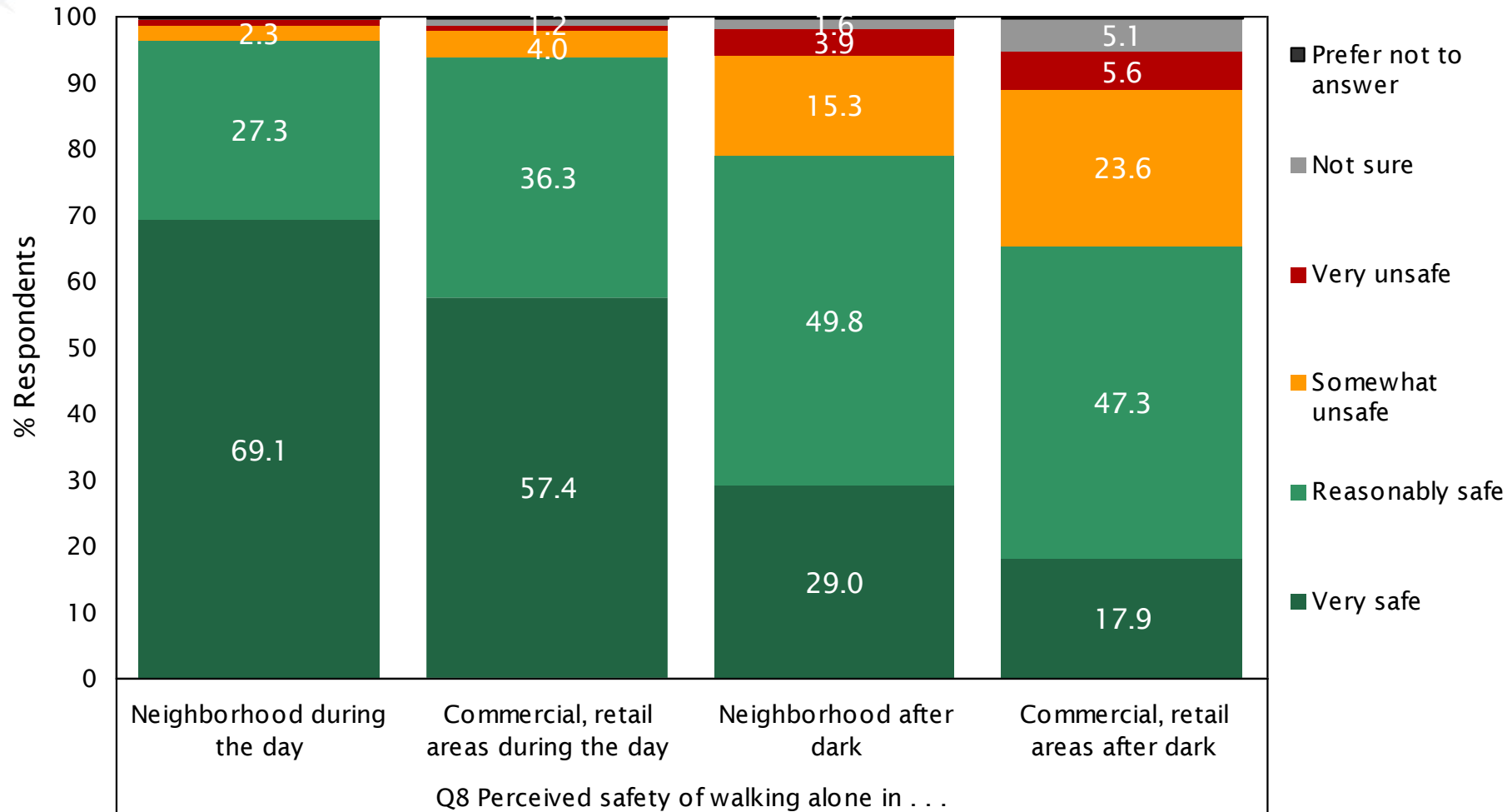
IMPORTANCE OF SERVICES



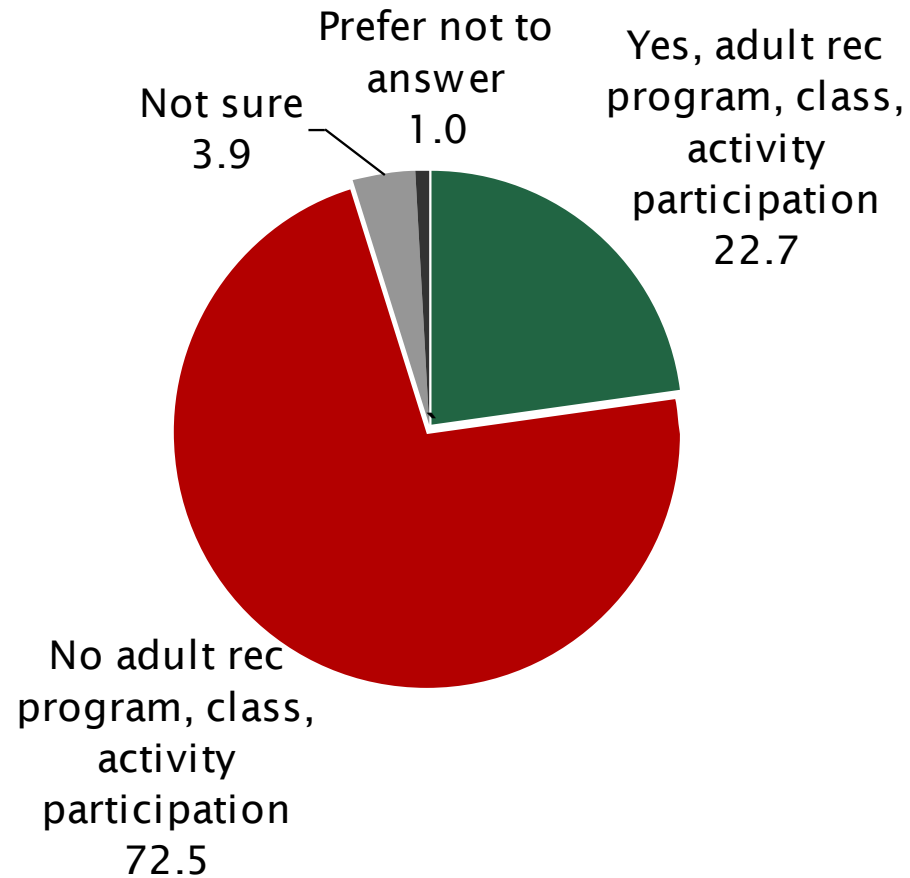
SATISFACTION WITH CITY SERVICES



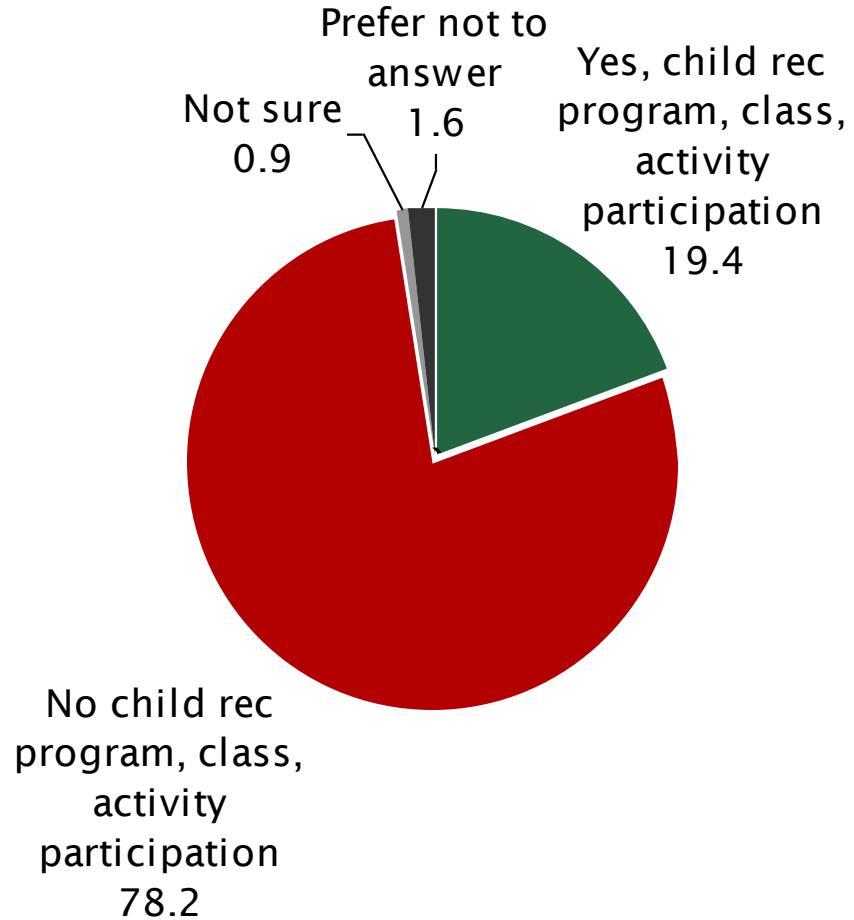
PERCEPTION OF PERSONAL SAFETY



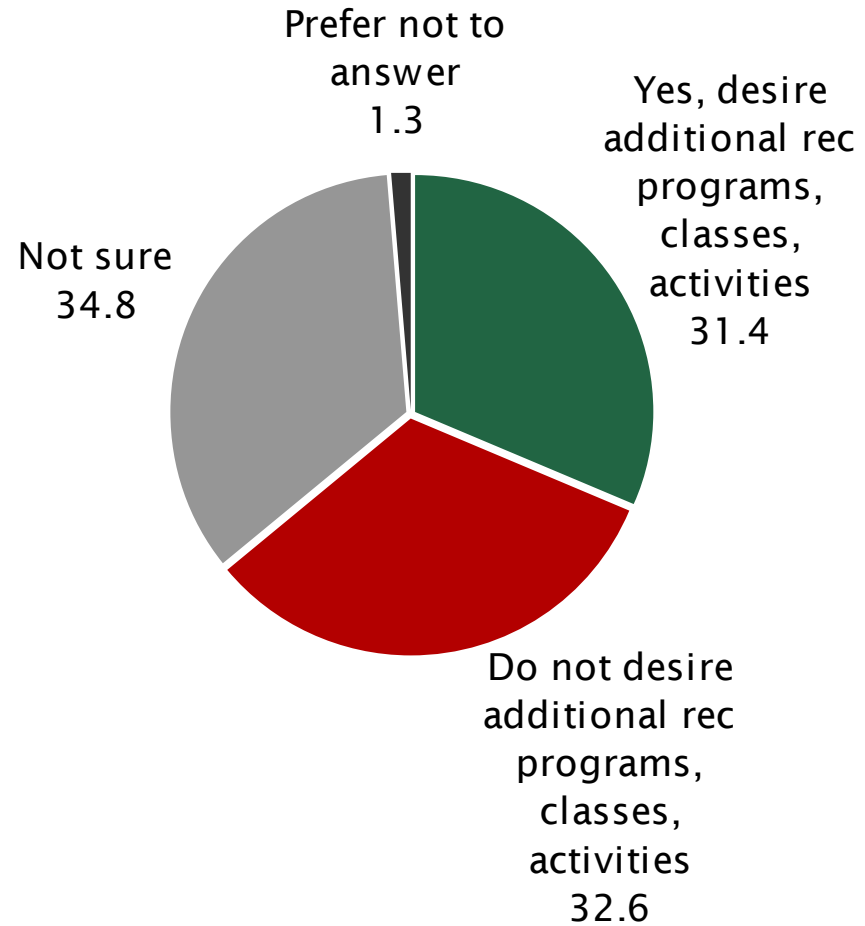
ADULT IN HOUSEHOLD REC PARTICIPATION



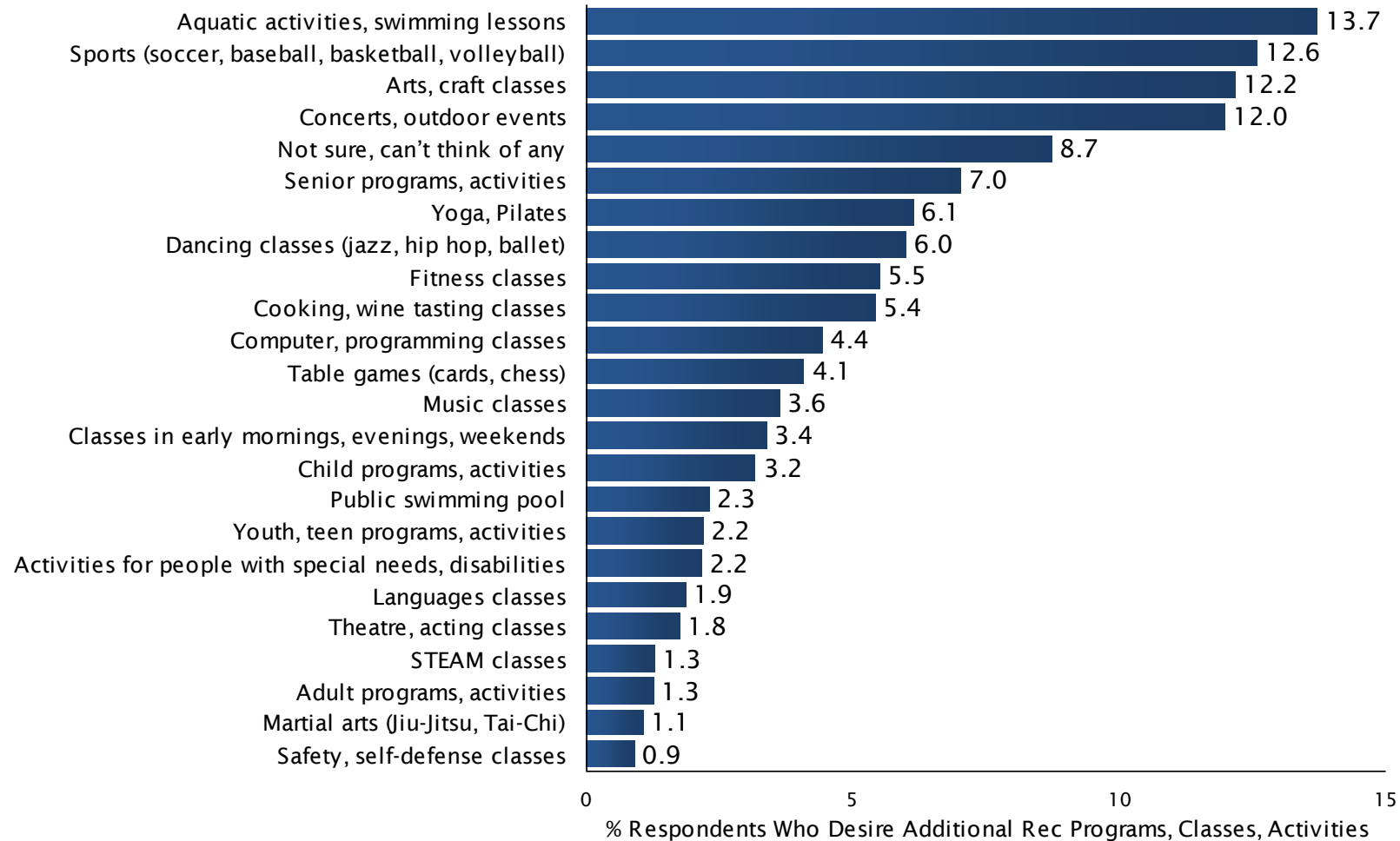
CHILD IN HOUSEHOLD REC PARTICIPATION



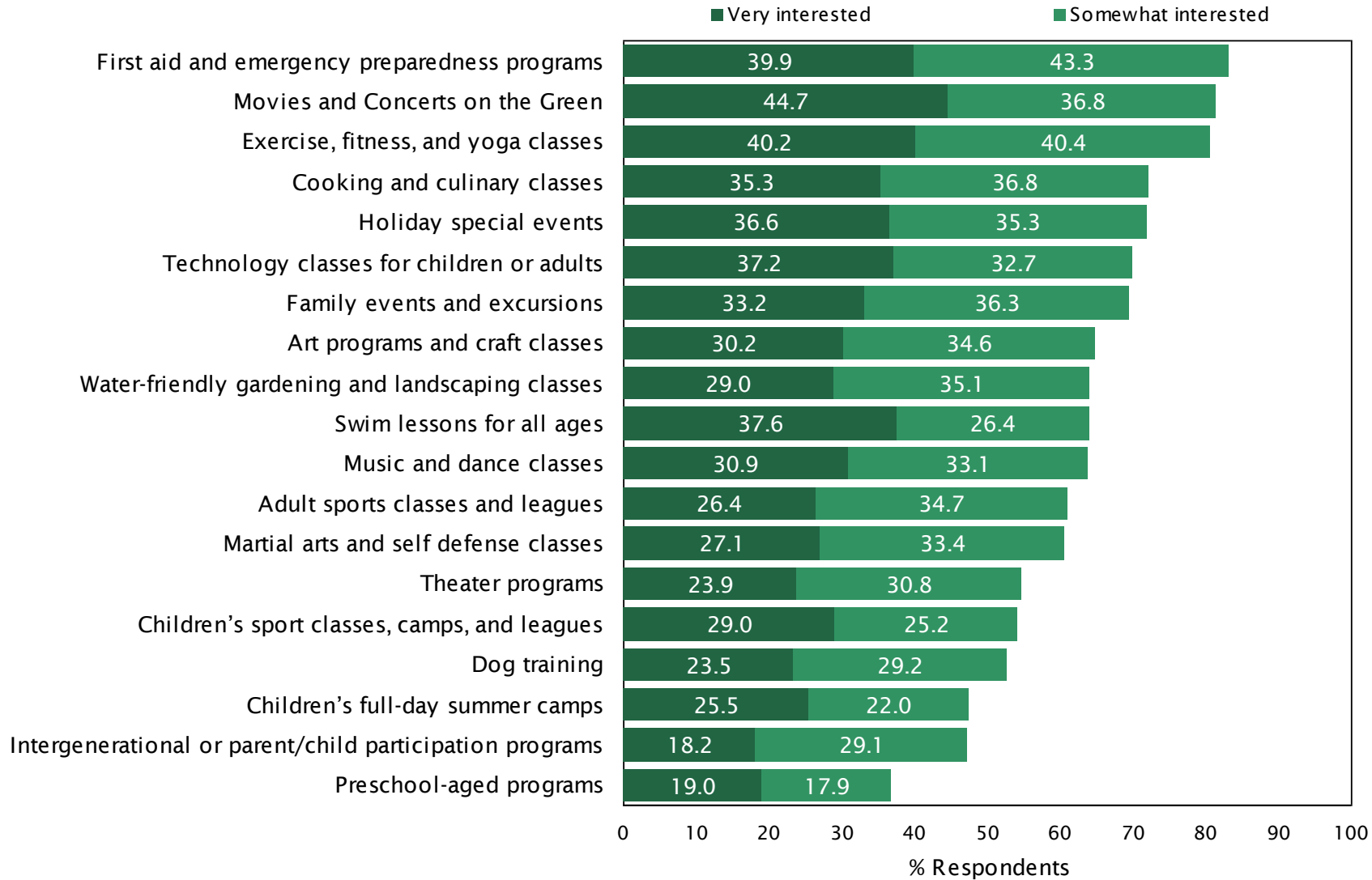
DESIRE ADDITIONAL REC PROGRAMS, CLASSES, ACTIVITIES



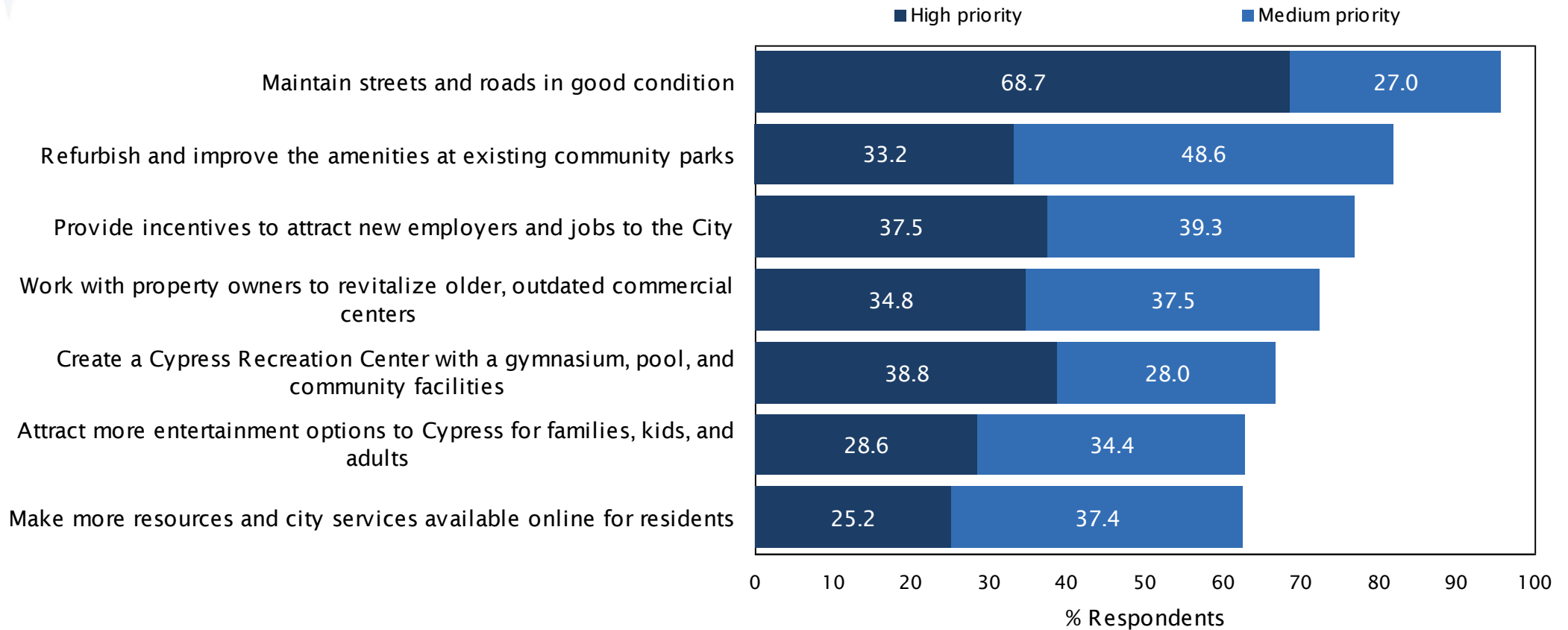
ADDITIONAL REC PROGRAMS, ACTIVITIES DESIRED



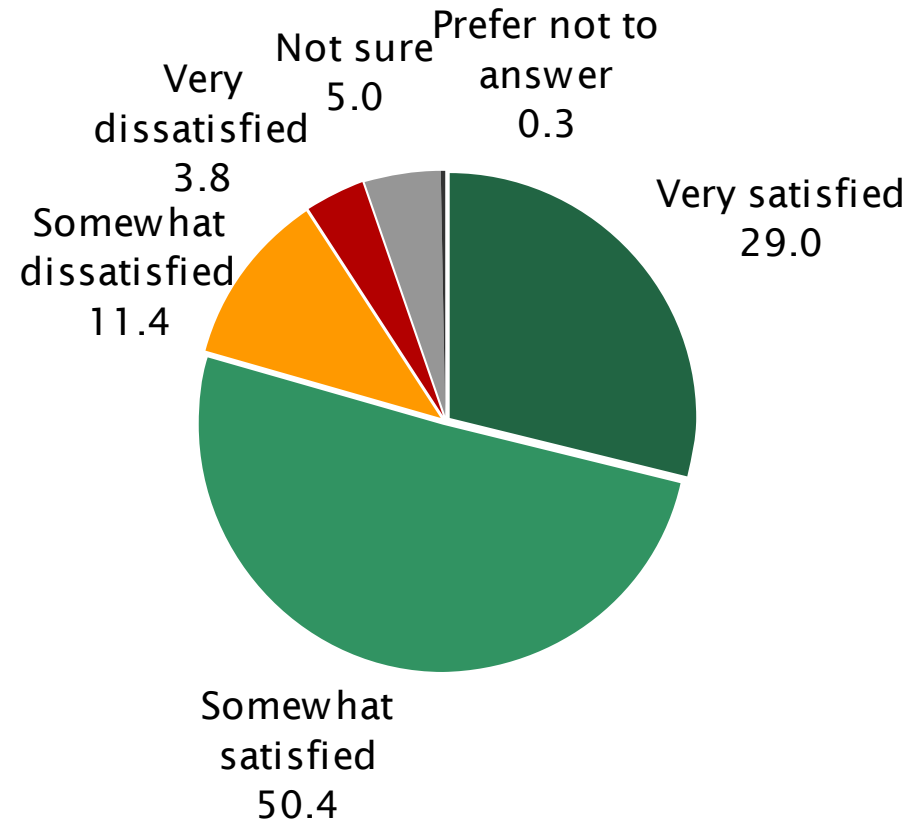
INTEREST IN REC ACTIVITIES



FUNDING PRIORITIES



SATISFACTION WITH COMMUNICATION





KEY CONCLUSIONS

- High levels of satisfaction with Cypress and the City's performance
 - Overall quality of life
 - Overall performance in providing municipal services
 - Specific service areas
 - Resident communication
- Community priorities & opportunities:
 - Addressing homelessness
 - Managing growth and development
 - Reducing traffic congestion
 - Maintaining streets and roads
 - Maintaining a safe community
 - Improving and preserving parks, recreation, and open spaces
 - Redeveloping older, outdated commercial centers & promoting economic development



KEY CONCLUSIONS

- Top recreation programs & interests
 - Aquatic activities/swimming lessons
 - Arts & crafts
 - Concerts/outdoor movies & events
 - First Aid/emergency preparedness
 - Exercise/fitness/yoga
 - Cooling/culinary
 - Holiday special events
 - Technology classes
 - Adult & children's sports