

Research Network Ltd

Facts for Business Decisions

RESIDENT TELEPHONE SURVEY CALABASAS, CALIFORNIA

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Prepared for:

The City of Calabasas

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I. INTRODUCTION

Research Network Ltd. offers for your review the results of the resident survey conducted for the City of Calabasas, California. The resident survey was conducted as part of the update of the City's General Plan. The purpose of the survey was to obtain statistically valid, community-wide input on a variety of issues related to the General Plan Update.

The resident survey is one of several methods being undertaken to involve the community in the General Plan Update process. Other methods include meetings with the General Plan Advisory Committee (GPAC), public workshops, and interviews with key community stakeholders. The purpose of gathering community input through a variety of methods is to ensure that the General Plan Update process is as inclusive as possible and that the updated General Plan reflects the views and preferences of Calabasas residents

This document is presented in the following nine sections. Sections four through nine include analysis and graphics for each of the following subject areas.

- Executive Summary*** The Executive Summary includes a review of key findings from the survey.
- Methodology*** The Methodology section details the methods used to design and implement the survey.
- Transportation*** The Transportation Attitudes and Opinions section offers a detailed analysis of each of the following survey inquiries:
- Reported Use of Calabasas City Shuttle
 - Transportation Patterns of School-Age Children
 - Employment Location for Full-Time Employees
 - Importance of Five Tested City Transportation Goals
- Redevelopment*** The City Redevelopment Attitudes and Opinions section presents an analysis of each of the following survey inquiries:
- Retail Shopping Patterns for Four Types of Shopping Goods
 - Importance of Two Tested City Redevelopment Goals
- Development*** The City Development Attitudes and Opinions section offers a detailed analysis of each of the following survey inquiries:
- Support for City Pursuit of Additional Affordable Housing
 - Support for City Allowing Higher Density for Affordable Housing

- Importance of Seven Tested City Development Goals

***Character, Recreation,
Open Space***

The Community Character, Recreation, Open Space, and Community Services Goals section presents an analysis of each of the following survey subjects:

- Importance of Six Tested Open Space and Community Character Goals
- Importance of Four Tested Recreation and Community Service Goals

Citizen Involvement

The Citizen Involvement Attitudes and Opinions section analyzes the following survey inquiries:

- Importance of Four Tested Citizen Involvement Goals

Demography

The Respondent Demography section presents the results of the following demographic questions included in the survey:

- Age Distribution of Population
- Tenure in Calabasas
- Home Ownership
- Household Income

Appendices

Included in the Appendix to this report are two Appendices:

- The survey questionnaire
- The tabulations of the responses to the survey

II. EXECUTIVE SUMMARY

Highlights

After a careful review of the responses to the Calabasas resident survey, Research Network Ltd. has gleaned the following highlights.

- City Shuttle Use** More than eight of every ten households polled (84%) stated that none of the members of their household had used the City Shuttle during the last year. The remaining 16% had used the City Shuttle at least once in the last year.
- School Transportation** Nearly two-thirds (65%) of the school-age children present in households polled stated that they currently most often either drive alone or ride with a parent to school. An additional 15% ride the school bus and 12% more participate in carpools.
- Job Locations** Full-time employees who live in Calabasas reported working in the City of Calabasas 25% of the time with the next most frequently reported job sites were located in Conejo Valley (16%), West San Fernando Valley (16%) and Hollywood/Downtown Los Angeles (13%).
- Transportation Goals** Of the five transportation goals tested, two received a “very important” rating from at least half of those polled: “define and maintain a balanced transportation system that emphasizes environmental concerns and quality of life” and “slow traffic or reduce traffic in residential neighborhoods” each garnered a 58% very important rating from those polled.
- Shopping Patterns** Nearly eight of every ten households (79%) most often shop for groceries at a Calabasas location while 28% patronize City retailers for specialty goods, 16% when seeking clothing, and 4% when purchasing electronics.
- Redevelopment Goals** Approximately one of every five (22%) Calabasas residents stated that each of the two tested City redevelopment goals were very important.
- Affordable Housing** Less than one of every five households polled (19%) stated that they were very supportive of the city pursuing additional affordable housing. When those who described themselves as somewhat supportive were combined, the share of respondents remained at less than half (42%).

Increased Density Less than one of every five respondents interviewed (19%) stated that they were very supportive of the City pursuing additional affordable housing by allowing higher density. When those who described themselves as very or somewhat supportive were combined, the share of respondents remained at less than half (35%).

Development Goals Six of the seven tested City development goals garnered a very important rating from half or more of the households polled. The largest groups of such responses (75% and 72%, respectively) were elicited in response to the goals to “place a higher priority on protecting the environment and open space than on expanding development” and “provide clear rules for review of development proposals.” Approximately two-thirds of the residents stated that the goals to “limit population and economic growth to balance improved environmental quality and available natural resources” and “acknowledge limits on natural resources and live within those limits” as very important. Just over half of respondents rated “protect neighborhood character through limits on house size or lot size” and “tie the rate, location, and timing of new development to the availability of services and facilities” as very important.

**Open Space/
Character** Five of the six tested City open space and community character goals received a very important rating from half or more of the residents polled. The largest groups of such responses (81%, 80%, and 79%, respectively) were offered in response to the goals “preserve the scenic beauty of Calabasas through guidelines and standards,” “preserve open space for community view and recreation benefits,” and “protect rural lifestyle and provide environmental and open space protection.” Also garnering a very important response from at least half of those polled were the goals “preserve and enhance landmarks, sites, and areas of historical, cultural, and urban design significance” and “define the desired character of Calabasas and translate that character into guidelines and performance standards.”

**Recreation/
Community Services** Two of the four tested City recreation and community services goals garnered a very important response from half or more of households interviewed. “Improve wireless communications in the City as well as other technology support” and “improve recreation services and facilities for youth” each were rated very important by more than half of the residents polled.

Citizen Involvement Two of the four tested City citizen involvement goals elicited a very important rating from approximately half or more of the residents interviewed. “Maintain a high level of communication

between City government and citizens” (69% very important) and “frame a system to strengthen the voice of Calabasas citizens” (49% very important) were each rated as a higher priority than the remaining two tested goals.

III. METHODOLOGY

Purpose of the Survey Research Network Ltd. was retained to design and implement a resident telephone survey among current households of the City of Calabasas to assess resident attitudes and opinions relevant to the General Plan update. The subject areas of interest within the resident telephone survey included:

- Frequency of Use of City Shuttle
- Transportation Patterns of School-Age Children
- Employment Location of Full-Time Employees
- Importance of Selected City Transportation Goals
- Retail Shopping Patterns
- Importance of Selected City Development Goals
- Support for Provision of Additional Affordable Housing
- Support for Increased Density to Facilitate Affordable Housing Development
- Importance of Selected City Housing and Development Goals
- Importance of Selected City Open Space or Community Character Goals.
- Importance of Selected City Recreation or Community Service Goals
- Importance of Selected City Citizen Involvement Goals
- Demographic Characteristics of Respondents

Sample Design

A total of 301 interviews were completed with adult household heads living in the City of Calabasas. These respondents were contacted through the use of a random digit dial sample. This sample methodology compensates for the incidence of unlisted telephone numbers.

Such a methodology, however, introduces to the sample telephone numbers of non-residential locations as well as residential locations not in Calabasas, since telephone prefixes do not respect jurisdictional boundaries. Therefore, within the design of the survey instrument, a screening question was implemented to eliminate those contacts that did not constitute residents of the City of Calabasas.

When contact was made with a respondent, the interviewer confirmed eligibility for participation in the survey with a question confirming that their home was located within one of the zip codes present in the City of Calabasas.

These ten-minute interviews were conducted via telephone by professional interviewers during the March 2007 fielding of the resident telephone survey using direct-entry computer technology. All interviews conducted among Calabasas

residents were edited by skilled supervisors of the field organization and 10% were validated for accuracy.

Margin of Error

A random sample survey is designed to interview a fraction of the households in a community with the desired outcome being that this survey group represents the opinions of those who were not surveyed. Such a random sample may, however, produce results that differ from those responses that would have been received if all households were interviewed. These differences are primarily generated as a result of what is known as “sample error.” The degree of sample error is primarily determined by:

- The total number of completed interviews
- The number of possible responses to each question
- The distribution of responses to each question

The sample error for a sample size of 300 ranges from $\pm 2.5\%$ (for a question with two response categories, distributed 5%/95%) to $\pm 5.8\%$ (for a question with two response categories, distributed 50%/50%) at the 95% confidence level. This means that if we were to survey every household in Calabasas, we are confident that, 95% of the time, the results for a question (with two potential responses and a 50%/50% response distribution) would differ by less than 5.8 percentage points from the results derived from this sample.

The margin of error accrues to produce an answer range. For example, if a question derives a “blue” response from 50% of those asked the question, a random sample assumes that, 95% of the time, the actual percent of the entire population from which the sample is taken who would respond “blue” is between 44.2% and 55.8%.

It should be kept in mind that the margin of error may increase when subgroups of the full sample are being considered. This becomes important when comparing data for population subgroups based on categories such as sub-area, age, presence of children, or income. For example, the 95% confidence interval for a subgroup of 100 respondents yields an error range from $\pm 4.4\%$ to $\pm 10\%$. Results for subgroups are only highlighted when we have a high degree of confidence that the differences that distinguish a subgroup from the overall sample are statistically reliable.

Questionnaire Design

The objectives of the design of the questionnaire not only accommodated those subject areas discussed previously, the questionnaire design included question wording and question order or rotation to mitigate bias in the inquiries. For example, the order of questions in a series can influence the responses

given. To mitigate this, the order or position of such questions in a series was rotated.

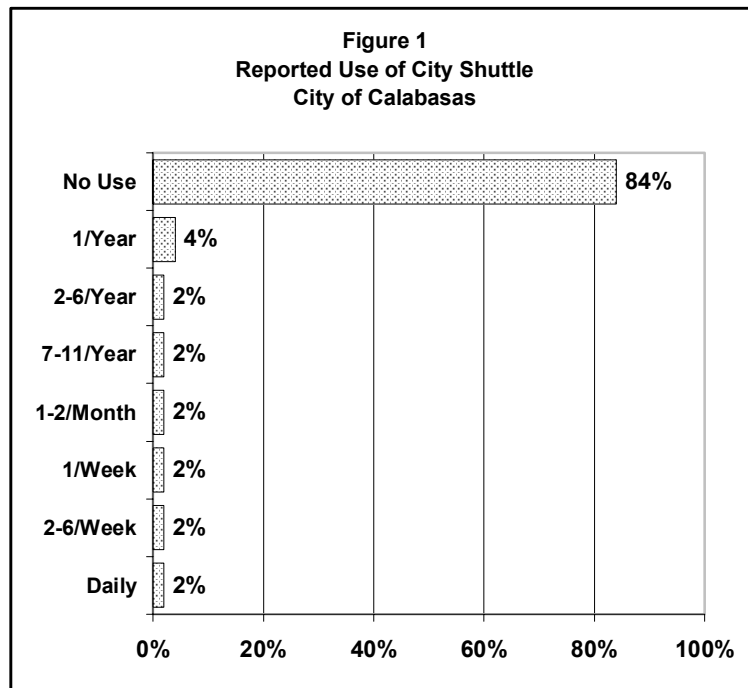
All responses collected during the interviews were computer-processed and tabulations between question answers and selected subgroups were made. These tabulations are included in the Appendix to this report.

Within the following analysis, the responses to each question by the entire sample of residents will be discussed and presented. In addition, the analysis will provide insight into those subgroups of the total sample that provided responses that differed significantly from the total sample. Only those subgroups with response differences that are deemed statistically significant will be highlighted.

IV. TRANSPORTATION ATTITUDES AND OPINIONS

REPORTED USE OF CALABASAS CITY SHUTTLE (Appendix Table 7)

Calabasas residents polled were asked to describe how often they or the members of their household used the City of Calabasas City Shuttle or trolley during the last year using pre-designed responses outlining the various levels of frequency. Figure 1 displays each of the eight response categories and the share of respondents polled who selected each.

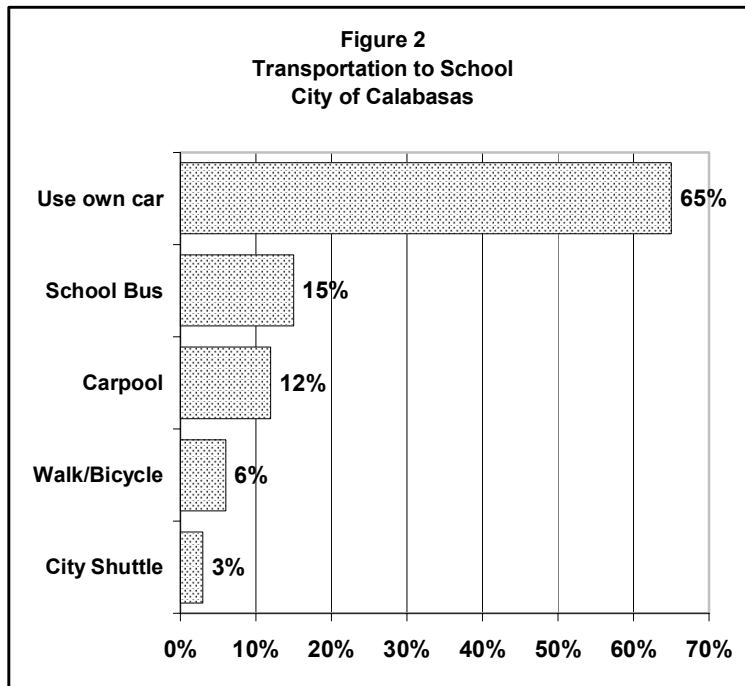


As Figure 1 reveals, more than eight of every ten households polled (84%) stated that none of the members of their household had used the City Shuttle during the last year. The remaining 16% of Calabasas respondents had used the City Shuttle at least once in the last year. Residents reporting a household head under 45 years were least likely to have reported City Shuttle use (10%) while those with a head 45 to 54 years of age were most likely to have reported using the Shuttle at least once in the past year (27%).

TRANSPORTATION PATTERNS OF SCHOOL-AGE CHILDREN (Appendix Table 8)

Calabasas residents polled were asked to describe how their children enrolled in grades kindergarten through high school currently most often get to school. Figure 2 on the following page displays each of the five response categories and the share of respondents polled who selected each.

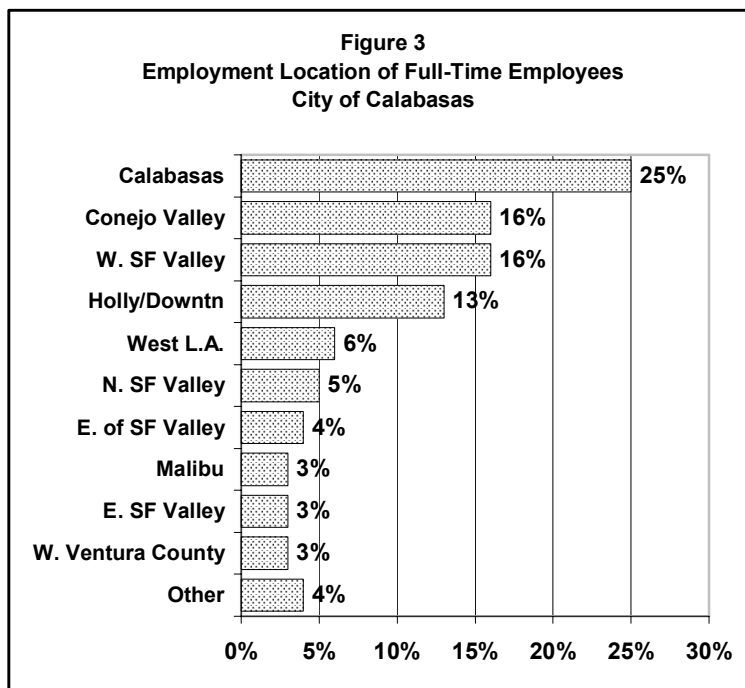
As Figure 2 illustrates, nearly two-thirds (65%) of the school-age children present in households polled stated that they currently most often either drive alone or ride with a parent to school. The next largest response category, students who ride the school bus, constituted 15% of the school-age children. Students who participate in a carpool to school were 12% of the total and 6% reported most often walking or bicycling to school. School-age children who had used the City Shuttle for transportation to school reflected 3% of the total.



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EMPLOYMENT LOCATION FOR FULL-TIME EMPLOYEES (Appendix Table 9)

Calabasas residents polled were asked to identify the city or location where each of the full-time wage earners in their household are employed. Figure 3 displays the employment locations most frequently reported and the share of full-time employees in households polled who reported each location.

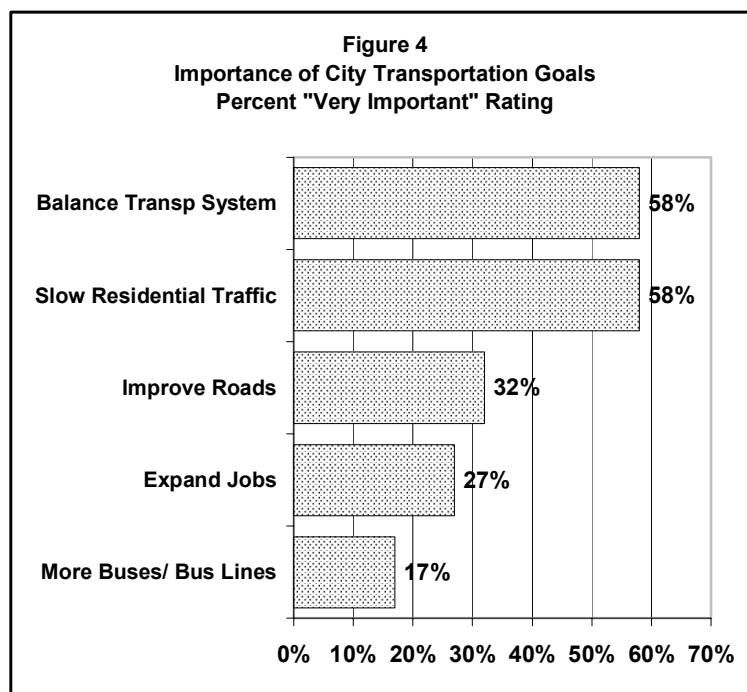


As Figure 3 defines, one of every four full-time

employees in the polled households (25%) stated that they are currently employed in a Calabasas location. The next largest response categories, each garnering 16% of the responses, reported employment at locations in the Conejo Valley¹ or the West San Fernando Valley². Employment locations reported in the Hollywood/Downtown Los Angeles region³ constituted 13% of the responses while an additional 6% reported locations in West Los Angeles⁴ and an additional 5% cited locations in the North San Fernando Valley⁵. Jobs sites in the area East of the San Fernando Valley/the San Gabriel Valley⁶ constituted 4% of full-time employees while three regions each garnered 3% of the responses (Malibu, East San Fernando Valley⁷, and West Ventura County⁸).

IMPORTANCE OF CITY TRANSPORTATION GOALS (*Appendix Tables 10 to 14*)

Calabasas residents polled were asked to describe the level of importance of five defined City transportation goals which were read to each respondent. Those polled were asked to describe the importance of each goal using choices including “very important,” “somewhat important,” “not very important,” and “not at all important.”



¹ Conejo Valley includes employment locations in Westlake/Westlake Village, Thousand Oaks, Agoura, Agoura Hills, Simi Valley, Newbury Park, and Moorpark.

² West San Fernando Valley includes employment locations in Woodland/Woodland Hills, Tarzana, Sherman Oaks, and Encino.

³ Hollywood/Downtown Los Angeles Region includes Los Angeles, Hollywood, North Hollywood, Hollywood Hills, Beverly Hills, Century City, and Los Feliz.

⁴ West Los Angeles Region includes Santa Monica, Brentwood, Pacific Palisades, Venice, El Segundo, and Culver City.

⁵ North San Fernando Valley includes Northridge, Chatsworth, Canoga Park, Reseda, and Granada Hills.

⁶ East of the San Fernando Valley/San Gabriel Valley includes Arcadia, Burbank, Eagle Rock, Pasadena, and San Gabriel.

⁷ East San Fernando Valley includes Studio City, Universal City, Panorama City, and Van Nuys.

⁸ West Ventura County includes Oxnard, Camarillo, Oak Park, and Fillmore.

As Figure 4 reveals, nearly six of every ten households polled (58%) stated that they felt that the top two goals on the chart were very important. This share of respondents (58%) stated that the goal “define and maintain a balanced transportation system that emphasizes environmental concerns and quality of life” is very important. This same share of those polled rated the goal “slow traffic or reduce traffic in residential neighborhoods” to be very important.

Somewhat less than one in three households polled (32%) rated the goal “improve roadways by widening existing roads or building new ones” to be very important and an even smaller share of respondents (27%) described the goal “expand employment opportunities in Calabasas” as very important. Of the five tested transportation goals, the one receiving the smallest “very important” response was the goal “offer more buses on existing routes and/or add more bus routes”, garnering 17% very important responses. Combining “very important” and “somewhat important” responses, this latter goal is the only one of the five tested that did not receive one of these two responses from half or more of the households polled.

When subgroups of respondents were examined, the following statistically significant differences were noted in the share of “very important” responses:

- Households more likely to have rated the “balanced transportation system” goal as very important included those with a household head 45 to 54 years (66% very important vs. 52% among those with a household head 55 or older) and respondents reporting children under 18 years in household (67% very important vs. 51% among those without children).
- Those polled who were more likely to have rated the “slow residential traffic” goal as very important included those who reported living in Calabasas for six to fifteen years (66% very important vs. 52% among those who had lived in the City for five years or less.)
- Respondents who were most likely to have rated the “improve roads” goal as very important included those with a household head less than 45 years (41% very important vs. 23% among those with a head 45 to 54 years.)
- Households more likely to have rated the “expand jobs” goal as very important included those who rent their home (47% very important vs. 23% among

homeowners) and those reporting a household income under \$125,000 (32% very important vs. 17% among those with higher reported incomes.)

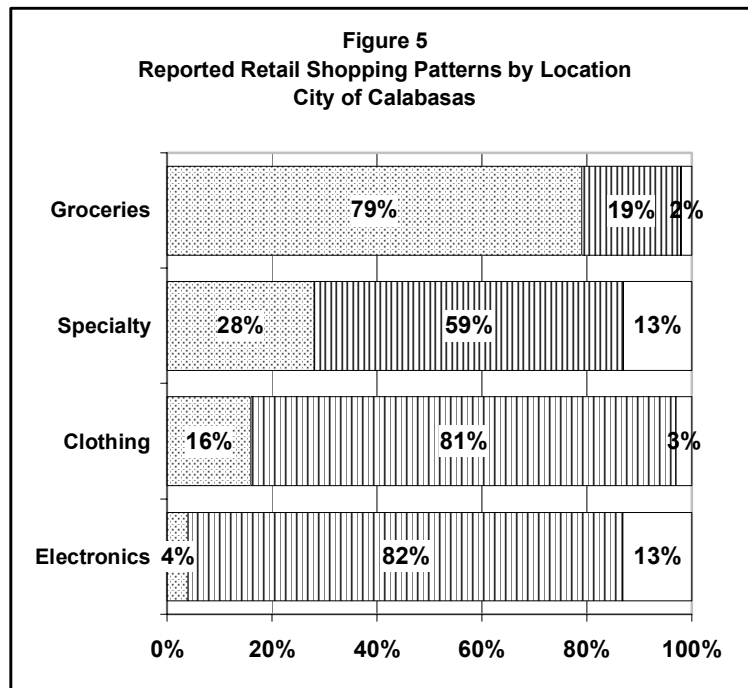
- There were no statistically significant differences in the very important responses received among the tested subgroups regarding the “offer more buses/bus lines” goal.

V. CITY REDEVELOPMENT ATTITUDES AND OPINIONS

RETAIL SHOPPING PATTERNS (Appendix Tables 15 to 18)

Calabasas residents polled were asked to describe where they or the members of their household most often shopped in the past year for four types of shopping goods, with response choices being “at a location in Calabasas,” “at a location other than Calabasas,” or “online.”

Figure 5 displays each of the four shopping



goods categories tested and the share of respondents polled (on the bar from left to right) whom most often shopped at a location in Calabasas, at a location other than Calabasas, and online.

As Figure 5 reveals, nearly eight of every ten households polled (79%) stated that they most often shopped for groceries at a location in Calabasas. An additional 19% reported most often shopping outside the City for groceries while 2% of those polled stated they most often shop online for such shopping goods.

The next largest share of shopping at a location in Calabasas was reported among shoppers of specialty/gift items. More than one of every four respondents (28%) reported shopping at a location in Calabasas for such shopping goods while 59% stated they shopped at a location outside the City for such goods and 13% reported most often shopping online for specialty/gift items.

Households interviewed reported shopping for clothing in the City of Calabasas 16% of the time, with 81% of respondents stating they most often shopped outside the City for such goods and 3% reported online purchasing.

Shopping for electronics was the least frequently reported event at a City of Calabasas location (4% of respondents) and 82% stated they shopped outside the City for such goods with 13% of respondents preferring online sources.

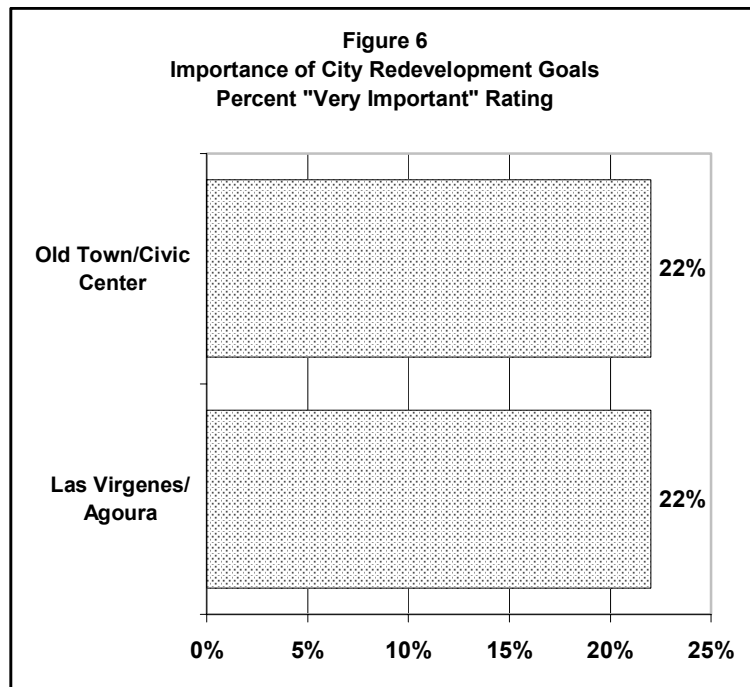
When subgroups of respondents were examined, the following statistically significant differences were noted in the share of shopping at a location in the City of Calabasas:

- Those polled who more often reported shopping for groceries in the City of Calabasas included residents of zip code 91302 (87% vs. 57% among residents of 91301.)
- Households interviewed who more often reported shopping for specialty/gift items in the City included those who own their home (31% vs. 11% among those who rent their home) and those reporting an annual income of \$125,000 or more (34% vs. 20% among those with lower income levels.)
- No statistically significant differences were found in the share of shoppers for clothing or electronics at City locations among those subgroups analyzed.

IMPORTANCE OF CITY REDEVELOPMENT GOALS (*Appendix Tables 19 to 20*)

Calabasas residents polled were asked to describe the level of importance of two defined City redevelopment goals which were read to each respondent. Those polled were asked to describe the importance of each goal using choices including “very important,” “somewhat important,” “not very important,” and “not at all important.”

As Figure 6 reveals, approximately one of every five Calabasas residents polled (22%) stated that each of the tested City redevelopment goals were very important. Combining “very important” and “somewhat important” response categories, it was noted that 52% of the respondents ascribed such importance to the pursuit of continued redevelopment in the Old Town/Civic



Center areas while 44% rated the pursuit of redevelopment in the Las Virgenes/Agoura area at very or somewhat important.

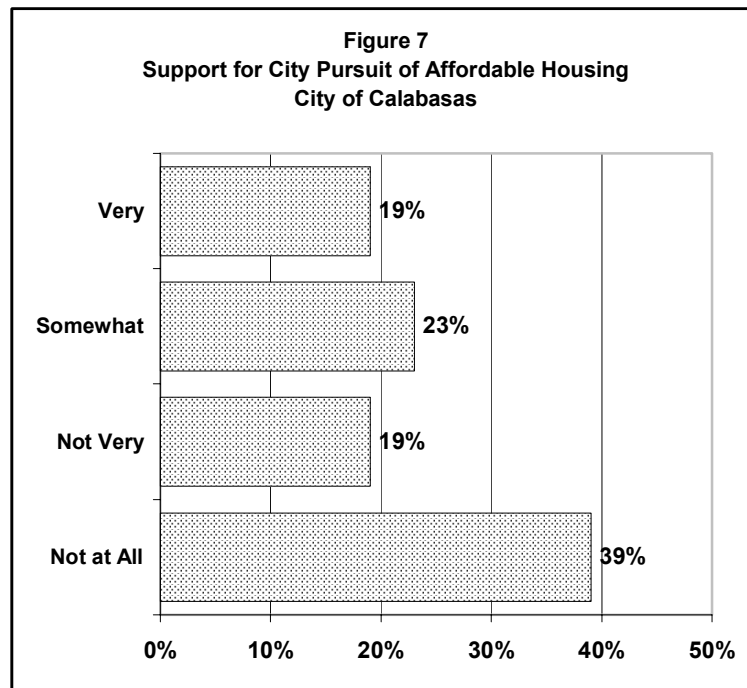
When subgroups of respondents were examined, the following statistically significant differences were noted in the share of “very important” ratings:

- Respondents who were most likely to rate redevelopment in the Las Virgenes/Agoura area as very important included households with a head under 45 years (33% very important vs. 15% among those with an older head), those who had lived in the City of Calabasas for five years or less (35% very important vs. 16% among longer term residents) and those who rent their homes (34% very important vs. 18% among homeowners.)
- A similar response pattern by subgroups was noted when residents were probed regarding redevelopment in the Old Town/Civic Center areas.

VI. CITY DEVELOPMENT ATTITUDES AND OPINIONS

SUPPORT FOR CITY PURSUIT OF ADDITIONAL AFFORDABLE HOUSING (Appendix Table 22)

Calabasas residents polled were asked to describe their level of support for the City pursuing the provision of more housing that would address price concerns of people such as senior citizens, low- or moderate-income households, those employed in Calabasas and others. Response categories available included “very



supportive,” “somewhat supportive,” “not very supportive,” and “not at all supportive.” Figure 7 displays each of the four response categories and the share of respondents polled who selected each category.

As Figure 7 illustrates, less than one of every five households polled (19%) stated that they were very supportive of the City pursuing additional affordable housing. When those who described themselves as very or somewhat supportive were combined, the share of respondents remained at less than half (42%).

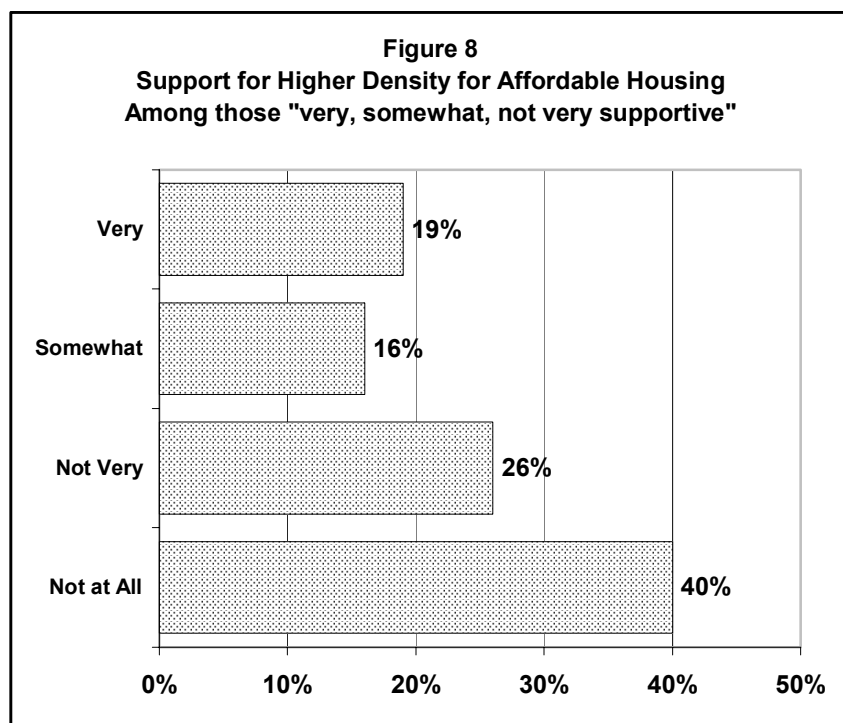
When subgroups of respondents were examined, the following statistically significant differences were noted in the share of respondents who reported being very supportive of the City pursuing additional affordable housing.

- Those more likely to describe themselves as very supportive included respondents who had lived in the City for five years or less (32% very supportive vs. 13% among longer term residents), those polled who rent their homes (58% very supportive vs. 13% among homeowners), and households reporting an annual household income of less than \$125,000 (28% very supportive vs. 11% among those with higher incomes.)

SUPPORT FOR CITY ALLOWING HIGHER DENSITY FOR AFFORDABLE HOUSING

(Appendix Table 23)

Calabasas residents polled who, in the previous inquiry, stated they were very, somewhat, or not very supportive of the City pursuing additional affordable housing, were asked to describe their level of support for the City pursuing the provision of more price-conscious housing by allowing higher than typical housing density



in selected areas of the City. The four response categories available included "very supportive," "somewhat supportive," "not very supportive," and "not at all supportive." Figure 8 displays each of the four response categories and the share of respondents polled who selected each category.

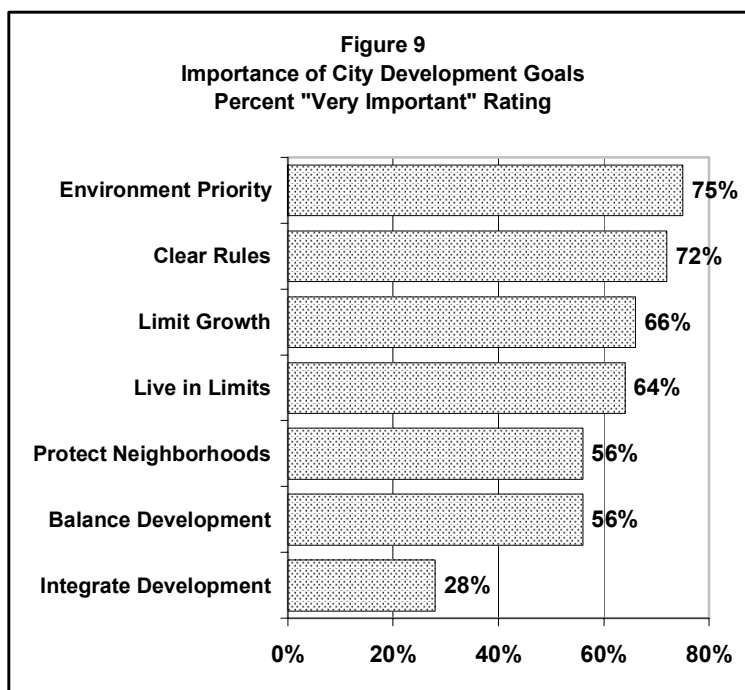
As Figure 8 illustrates, less than one of every five households polled (19%) stated that they were very supportive of the City pursuing additional affordable housing by allowing higher density. When those who described themselves as very or somewhat supportive were combined, the share of respondents remained at less than half (35%).

When subgroups of respondents were examined, the following statistically significant differences were noted in the share of respondents who reported being very supportive of the City pursuing additional affordable housing through higher housing density:

- Those more likely to describe themselves as very supportive included respondents who currently live in zip code 91302 (24% very supportive vs. 6% among residents of zip code 91301), those who had lived in the City for five years or less (30% very supportive vs. 14% among longer term residents), those polled who rent their homes (59% very supportive vs. 11% among homeowners), and households reporting an annual household income of less than \$125,000 (30% very supportive vs. 12% among those with higher incomes.)

IMPORTANCE OF CITY DEVELOPMENT GOALS (Appendix Table 24 to 30)

Calabasas residents polled were asked to describe the level of importance of seven defined City development goals which were read to each respondent. Those polled were asked to describe the importance of each goal using categories that included “very important,” “somewhat important,” “not very important,” and “not at all important.”



As Figure 9 reveals, three of every four households polled (75%) stated that they felt that the goal to “place a higher priority on protecting the environment and open space than on expanding development” is very important. Garnering nearly as many “very important” ratings, the goal to “provide clear rules for review of development proposals” was deemed very important by 72% of those polled. Two-thirds of residents interviewed (66%) stated that the goal to “limit population and economic growth to balance improved

environmental quality and available natural resources” is very important while nearly as many respondents (64%) identified the goal to “acknowledge limits on natural resources and live within those limits” as very important.

Somewhat more than half of households polled (56%) rated two of the tested goals as very important; “protect neighborhood character through limits on house size or lot size,” and “tie the rate, location, and timing of new development to the availability of services and facilities.” Of the seven tested development goals, the one receiving the smallest “very important” response was the goal “view new development not as freestanding features but as potential additions to an integrated community”, garnering 28% very important responses.

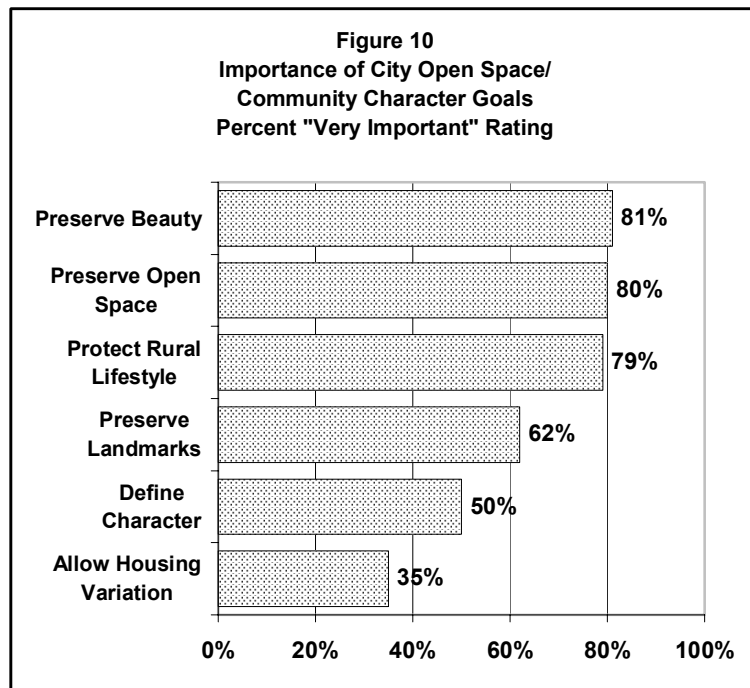
When subgroups of respondents were examined, the following statistically significant differences were noted in the share of “very important” responses:

- Those more likely to rate very important the “environment priority” goal included residents of the City for more than five years (79% very important vs. 64% among those living in the City for a shorter time) and respondents who own their home (80% very important vs. 45% among those who rent).
- Households polled who were most likely to rate very important the “clear rules” goal included respondents with a household head 45 years or older (77% very important vs. 59% among those with a head under 45 years), and respondents who own their home (74% very important vs. 59% of those who rent).
- Respondents most likely to rate very important the “limit growth” goal included those who own their home (69% very important vs. 45% of those who rent).
- Those most likely to rate very important the “live in limits” goal included those who own their home (67% very important vs. 44% of those who rent).
- The propensity to rate the goal “protect neighborhoods” as very important increased with the age of household head, the length of residence in Calabasas and with homeownership (61% very important among homeowners vs. 29% among those who rent.)
- No statistically significant differences were found among subgroups tested who rated as very important the “balance development” goal or the “integrate development” goal.

VII. COMMUNITY CHARACTER, RECREATION, OPEN SPACE AND COMMUNITY SERVICES OPINIONS

IMPORTANCE OF OPEN SPACE AND COMMUNITY CHARACTER GOALS (Appendix Tables 31 to 36)

Calabasas residents polled were asked to describe the level of importance of six defined City open space and community character goals which were read to each respondent. Those polled were asked to describe the importance of each goal using categories that included “very important,” “somewhat important,” “not very important,” and “not at all important.”



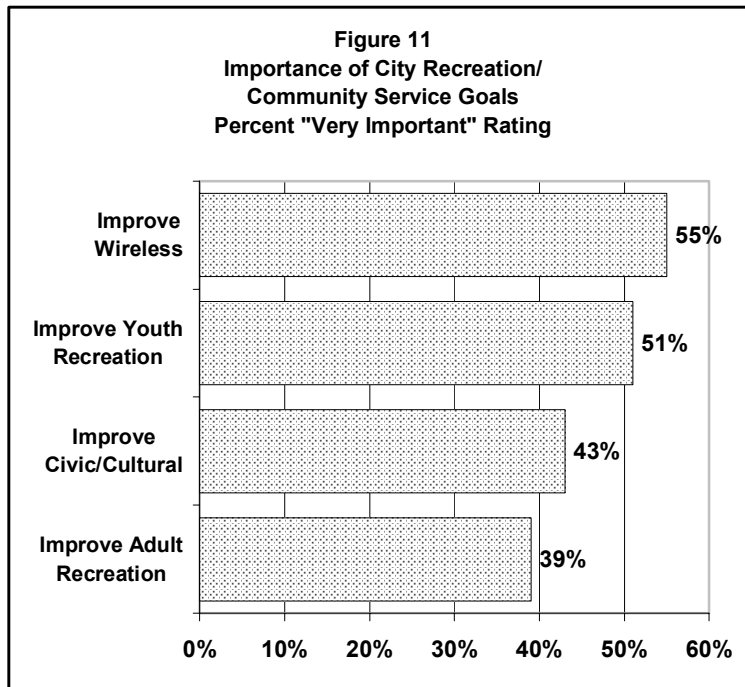
As Figure 10 reveals, more than eight of every ten households polled (81%) stated that they felt that the goal to “preserve the scenic beauty of Calabasas through guidelines and standards” is very important. Garnering nearly as many “very important” ratings, the goal to “preserve open space for community view and recreation benefits” was deemed very important by 80% of those polled while the goal to “protect rural lifestyle and provide environmental and open space protection” was rated as very important by 79% of residents interviewed. Less than two-thirds of residents interviewed (62%) stated that the goal to “preserve and enhance landmarks, sites, and areas of historical, cultural, and urban design significance” is very important while half of the respondents (50%) identified the goal to “define the desired character of Calabasas and translate that character into guidelines and performance standards” as very important.

Somewhat more than one-third of households polled (35%) rated the goal “allow housing and land use character variation in areas of Calabasas while enhancing a unified City identity” as very important. When subgroups of respondents were examined, the following statistically significant differences were noted in the share of “very important” responses:

- Those more likely to rate very important the “protect rural lifestyle” goal included residents of the City for six to fifteen years (86% very important vs. 71% among those living in the City for a shorter time) and respondents who own their home (82% very important vs. 62% among those who rent).
- Households polled who were most likely to rate important the “define character” goal included respondents who reported living in the City for five to fifteen years (59% very important vs. 44% among those living in the City for a shorter time).
- No statistically significant differences were found among subgroups tested who rated as very important the “preserve beauty”, the “preserve open space”, the “preserve landmarks”, and “allow housing variation” goals.

IMPORTANCE OF RECREATION AND COMMUNITY SERVICE GOALS (Appendix Tables 37 to 40)

Calabasas residents polled were asked to describe the level of importance of four defined City recreation and community service goals which were read to each respondent. Those polled were asked to describe the importance of each goal using categories that included “very important,” “somewhat important,” “not very important,” and “not at all important.”



As Figure 11 on the prior page reveals, more than half of the households polled (55%) stated that they felt that the goal to “improve wireless communications in the City as well as other technology support” is very important. Garnering nearly as many “very important” ratings, the goal to “improve recreation services and facilities for youth” was deemed very important by 51% of those polled while the goal to “improve civic and cultural facilities including arts centers, live stage venues, and museums” was rated as very important by 43% of residents interviewed. More than one-third of residents interviewed (39%) stated that the goal to “improve recreation services and facilities for seniors and adults” is very important.

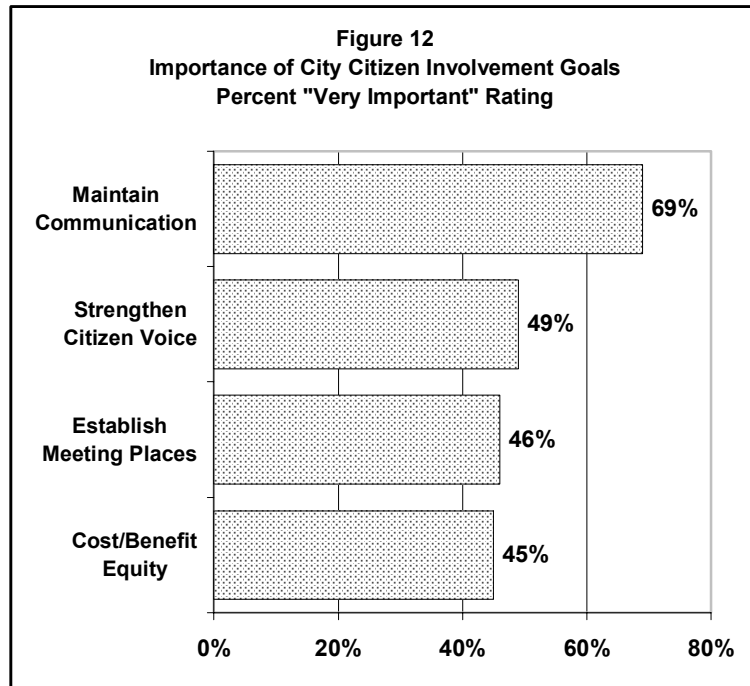
When subgroups of respondents were examined, the following statistically significant differences were noted in the share of “very important” responses:

- Those more likely to rate very important the “improve wireless” goal included households without children under 18 years (61% very important vs. 46% among households with children) and respondents who reported a household income of \$125,000 or more (58% very important vs. 45% among those earning less).
- Households polled who were most likely to rate very important the “improve youth recreation” goal included respondents who reported a household head less than 45 years (64% very important vs. 43% among those with a head 45 years or older), those polled who rent their home (64% very important vs. 48% among homeowners), and residents who reported having children under 18 years of age in their household (61% very important vs. 43% among those without children).
- Respondents most likely to report the goal “improve civic/cultural” included residents of the City for five years or less (51% very important vs. 36% among those living the City for sixteen years or longer), and residents who rent their home (60% very important vs. 40% among homeowners).
- Those more likely to rate very important the “improve adult recreation” goal included households with a head 55 years or older (46% very important vs. 34% among those with a younger head), residents of the City for six to fifteen years (46% very important vs. 33% among newer residents and 37% among residents with more tenure), and those who have no children under 18 years (44% vs. 31% among those with children).

VIII. CITIZEN INVOLVEMENT ATTITUDES AND OPINIONS

IMPORTANCE OF CITIZEN INVOLVEMENT GOALS *(Appendix Tables 41 to 44)*

Calabasas residents polled were asked to describe the level of importance of four defined City citizen involvement goals which were read to each respondent. Those polled were asked to describe the importance of each goal using categories that included “very important,” “somewhat important,” “not very important,” and “not at all important.”



As Figure 12 reveals, nearly seven of every ten households polled (69%) stated that they felt that the goal to “maintain a high level of communication between City government and citizens” is very important. Nearly half of the residents interviewed (49%) rated the goal “frame a system to strengthen the voice of Calabasas citizens” very important. Comparable support was reported for the goals “establish community meeting places and provide opportunities for community interaction and citizen input to City government” (46%) and “promote equity of costs and benefits of City actions” (45% very important.)

When subgroups of respondents were examined, the following statistically significant differences were noted in the share of “very important” responses:

- Those more likely to rate very important the “maintain communication” goal included residents of the City for more than five years (73% very important vs. 59% among those living in the City for a shorter time.)

- Households polled who were most likely to rate very important the “establish meeting places” goal included respondents who reported living in the City for six to fifteen years (55% very important vs. 38% among those living in the City for a shorter time).
- Residents most likely to rate very important the “cost/benefit equity” goal were more often homeowners (48% very important vs. 25% among those who rent.)
- No statistically significant differences were found among subgroups tested who rated as very important the “strengthen citizen voice” goal.

IX. RESPONDENT DEMOGRAPHY

A collection of related demographic inquiries was also included in this survey of Calabasas residents. The following table presents selected demographic characteristics of Calabasas residents polled during this survey compared with 2000 Federal Census data.

**DEMOGRAPHIC CHARACTERISTICS
CALABASAS RESIDENT TELEPHONE SURVEY**

	2000 Census	2007 Survey
Tenure in Calabasas		
Under 4 Years	NA	20%
4 to 6 Years	NA	12%
7 to 10 Years	NA	13%
11 to 15 Years	NA	14%
16 to 20 Years	NA	16%
21 to 30 Years	NA	15%
31 Years or More	NA	10%
Median Years	NA	13
Age of Household Members		
Under 5 Years	6%	5%
5 to 9 Years	9%	6%
10 to 14 Years	9%	10%
15 to 19 Years	6%	10%
20 to 34 Years	14%	13%
35 to 44 Years	19%	11%
45 to 54 Years	18%	20%
55 to 64 Years	10%	14%
65 Years or More	9%	12%
Median Years	38.5	40.0
Average Household Size		
	2.8	2.9
Home Ownership		
Own	81.0%	85.0%
Rent	19.0%	15.0%
Median Household Income (\$000)		
	93.9	127.9

Source: U.S. Census Bureau
Research Network Ltd., 4/07

APPENDIX