



City of Burbank Community Opinion Survey 2022



OPINION
RESEARCH
& STRATEGY

Survey Specifics and Methodology

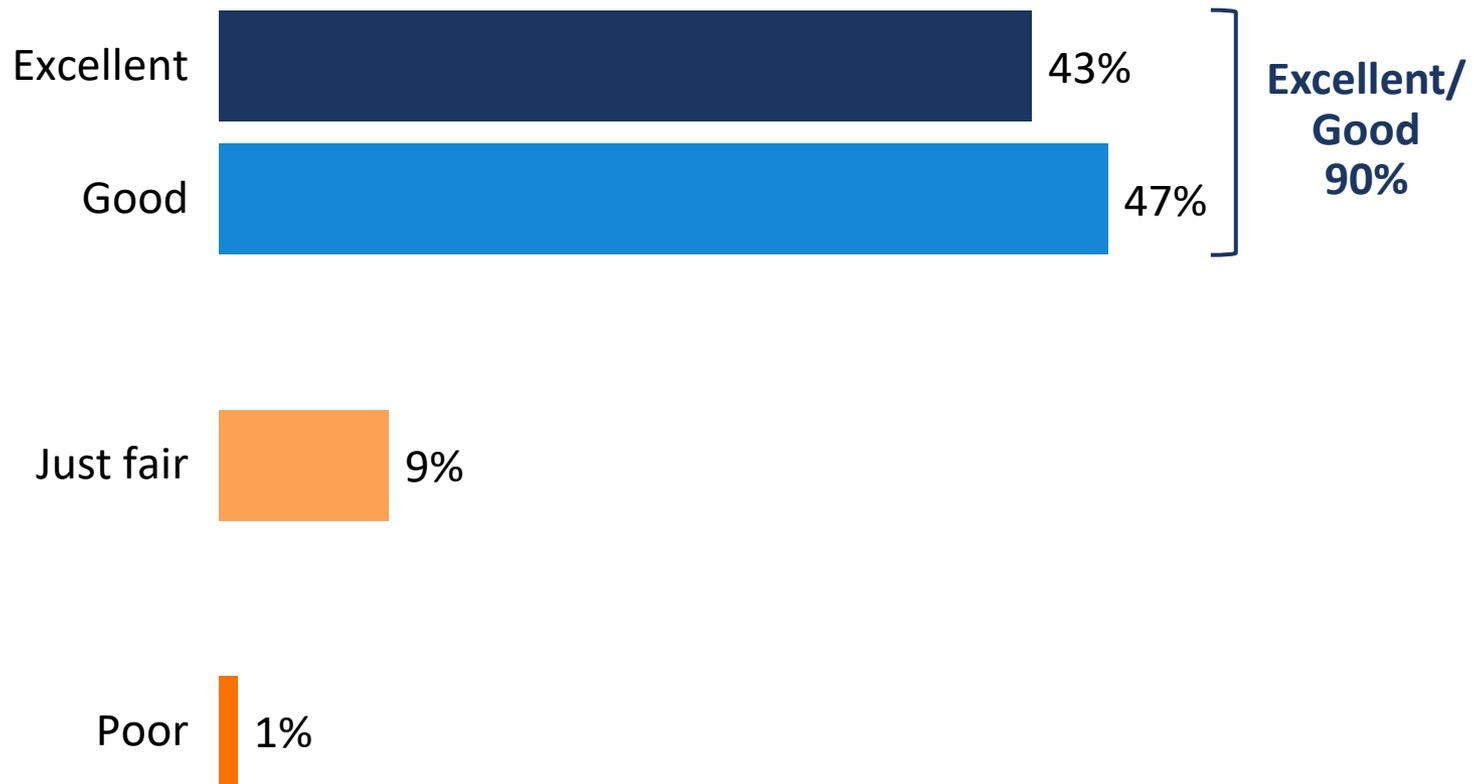
Dates	April 19-28, 2022
Survey Type	Dual-mode Voter Survey
Research Population	City of Burbank Registered Voters
Total Interviews	590
Margin of Sampling Error	(Full Sample) $\pm 4.4\%$ at the 95% Confidence Level (Half Sample) $\pm 6.2\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Tracking	2018 Survey
Languages	English, Spanish & Armenian

(Note: Not All Results Will Sum to 100% Due to Rounding)



Views of the Direction of the City and Department Job Satisfaction

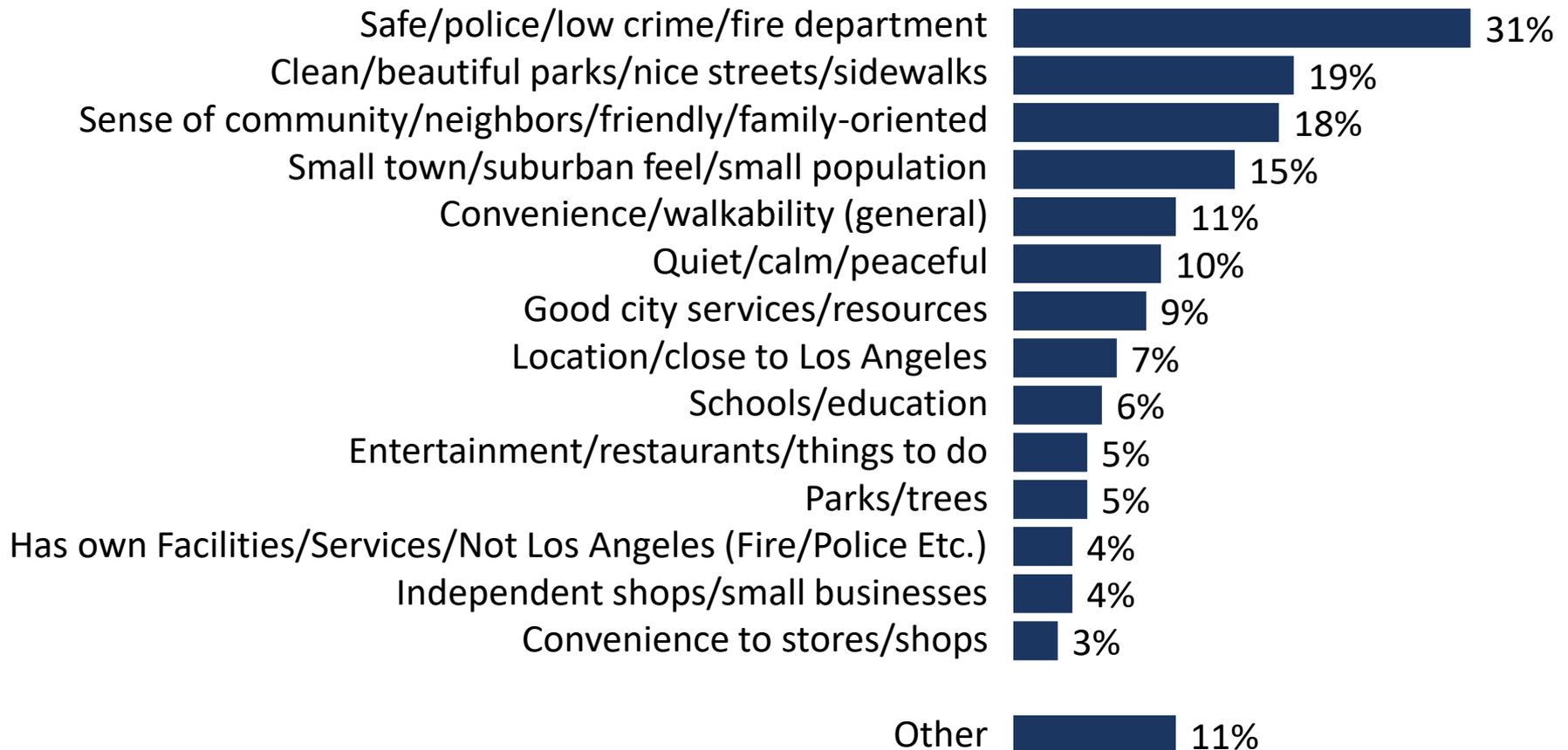
Nine-in-ten rate Burbank favorably as a place to live.



Safety, clean and well-kept parks/streets and sidewalks, sense of community and small-town feel are the top volunteered most-liked aspects of living in Burbank.

What do you like best about living in Burbank?

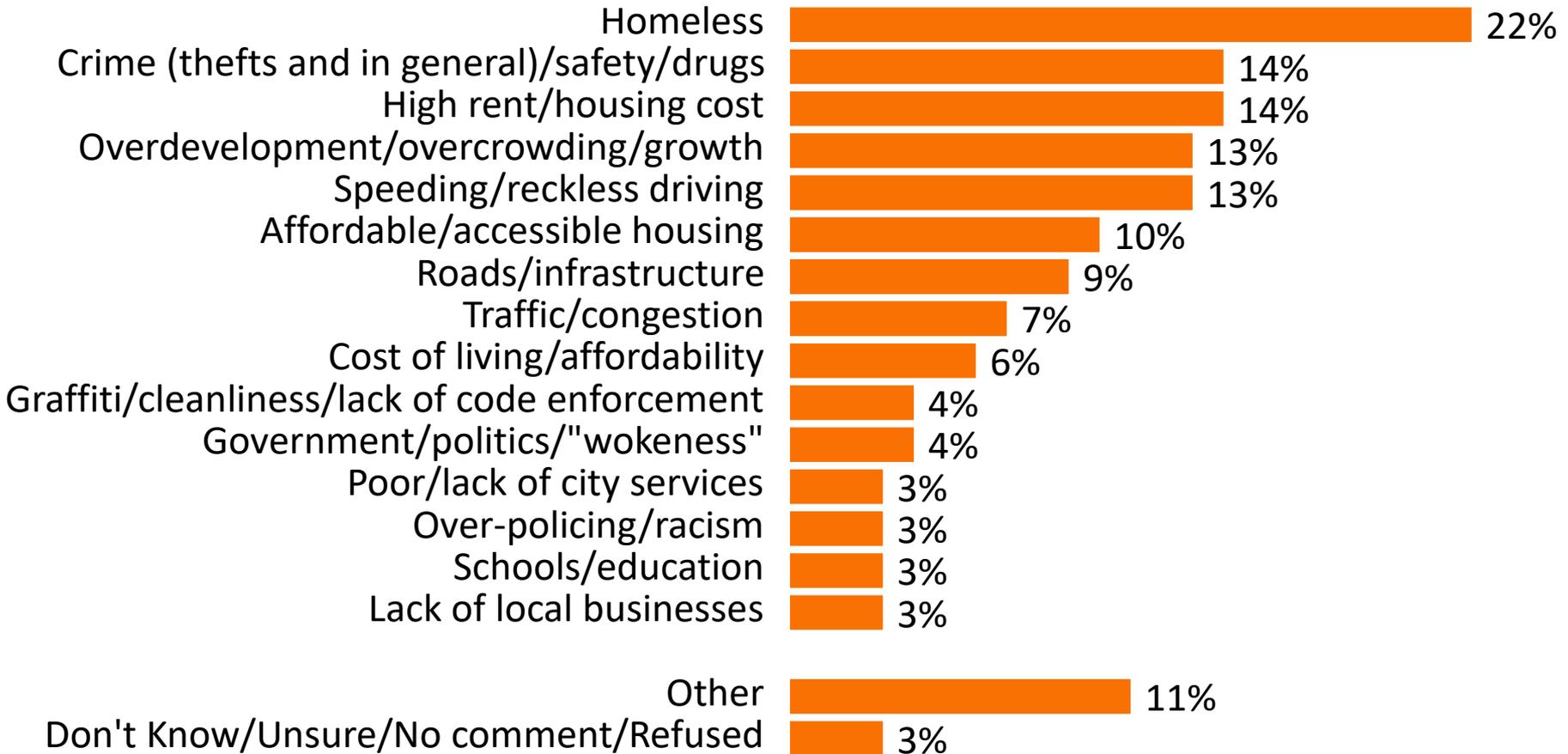
(Open-ended Grouped Responses; Responses 3% or Greater)



Homelessness, crime/safety, high housing costs, overdevelopment and reckless driving are among the most volunteered issues residents would like the City to do something about.

What do you think is the most serious issue facing the residents of Burbank that you would like to see City government do something about?

(Open-ended Grouped Responses; Responses 3% or Greater)

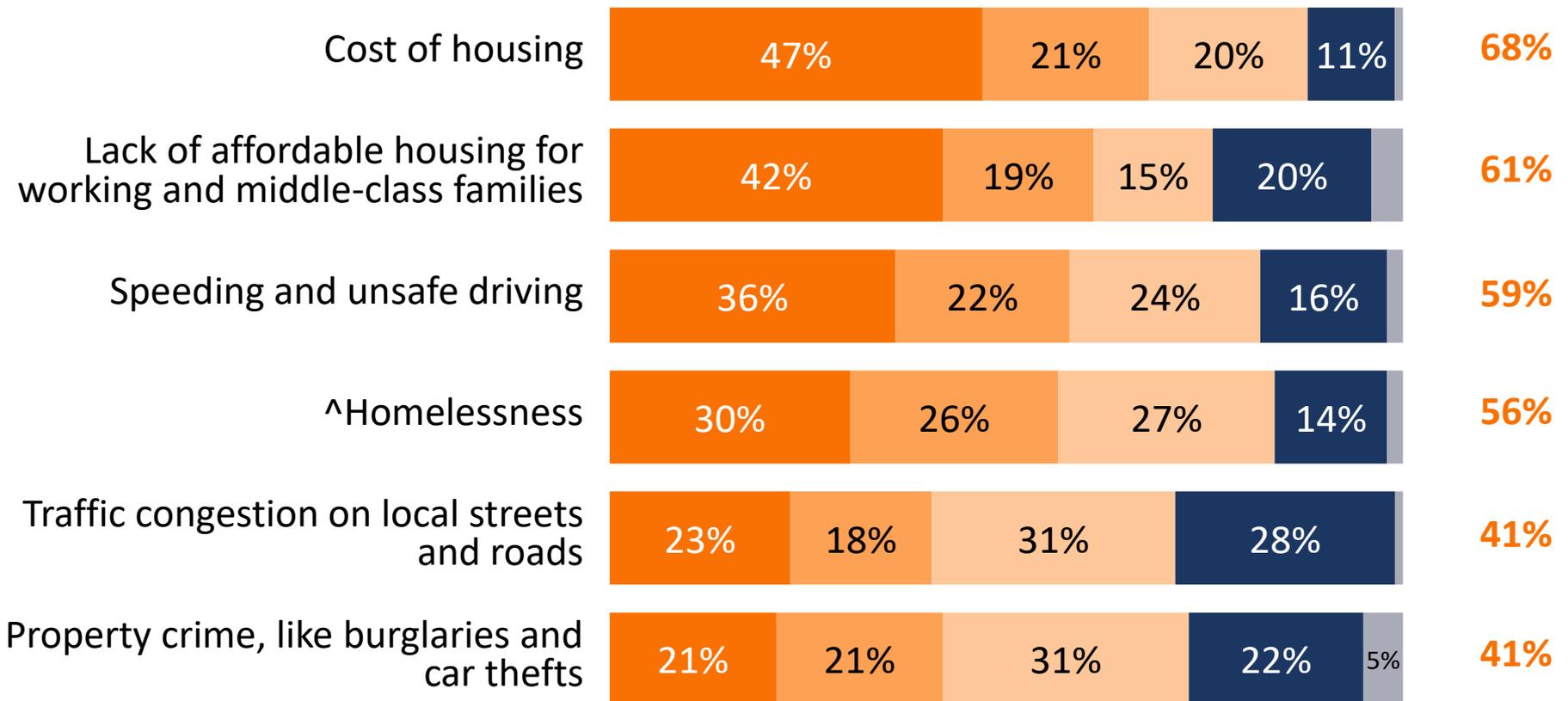


When provided with a list of City-related issues, cost of housing, speeding and unsafe driving and homelessness are considered to be extremely or very serious problems by high percentages.

(Ranked by Extremely/Very Serious Problem)

Ext. Ser. Prob. Very Ser. Prob. Smwt. Ser. Prob. Not Too Ser. Prob. Don't Know

Ext./Very Ser. Prob.



Continued

(Ranked by Extremely/Very Serious Problem)

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ Don't Know

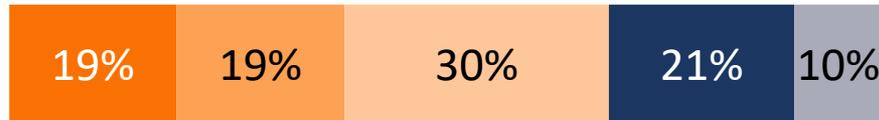
Ext./Very Ser. Prob.

^The amount of taxes residents have to pay for city services



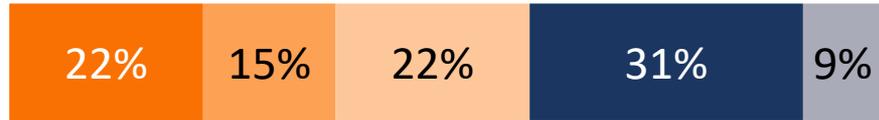
39%

The economic impacts of the coronavirus



39%

The amount of growth and development



38%

Crime in general



34%

The condition of local streets and roads



21%

Racism and the threat of violence against minority groups

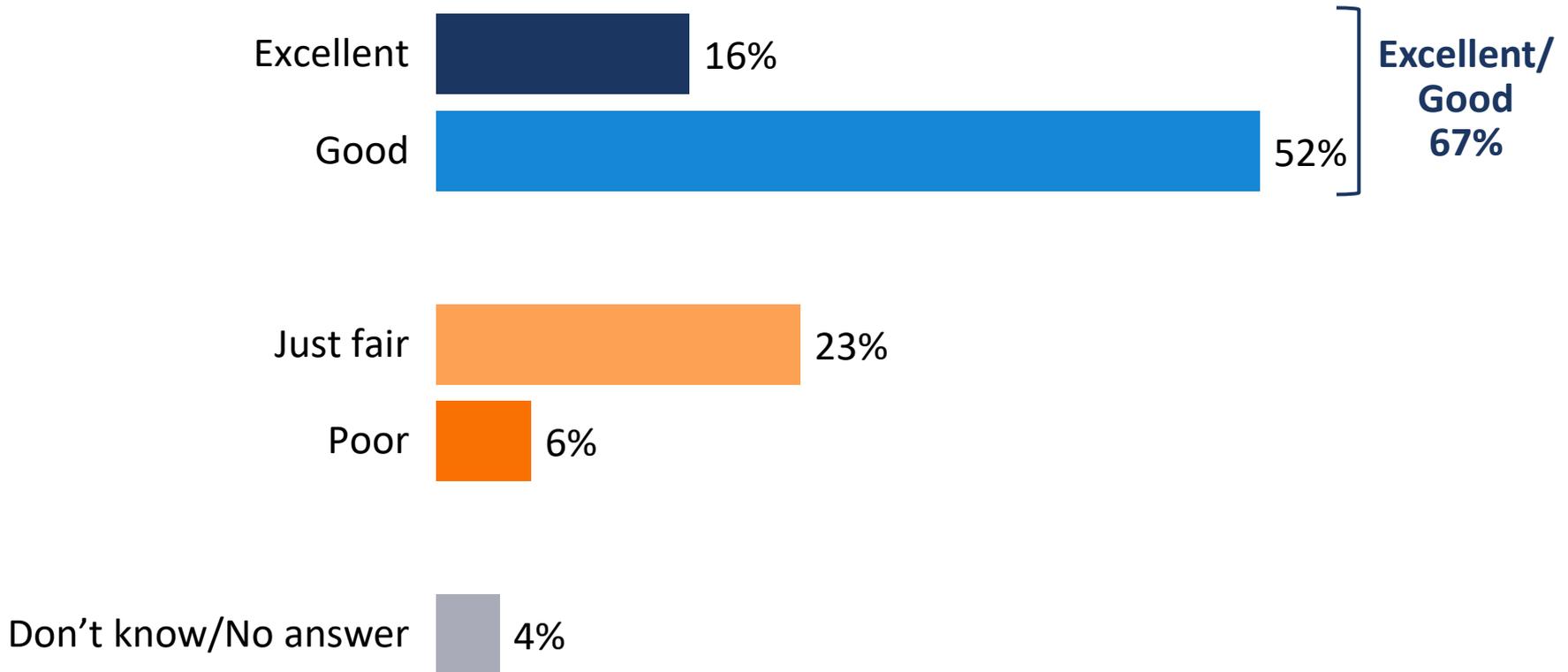


21%



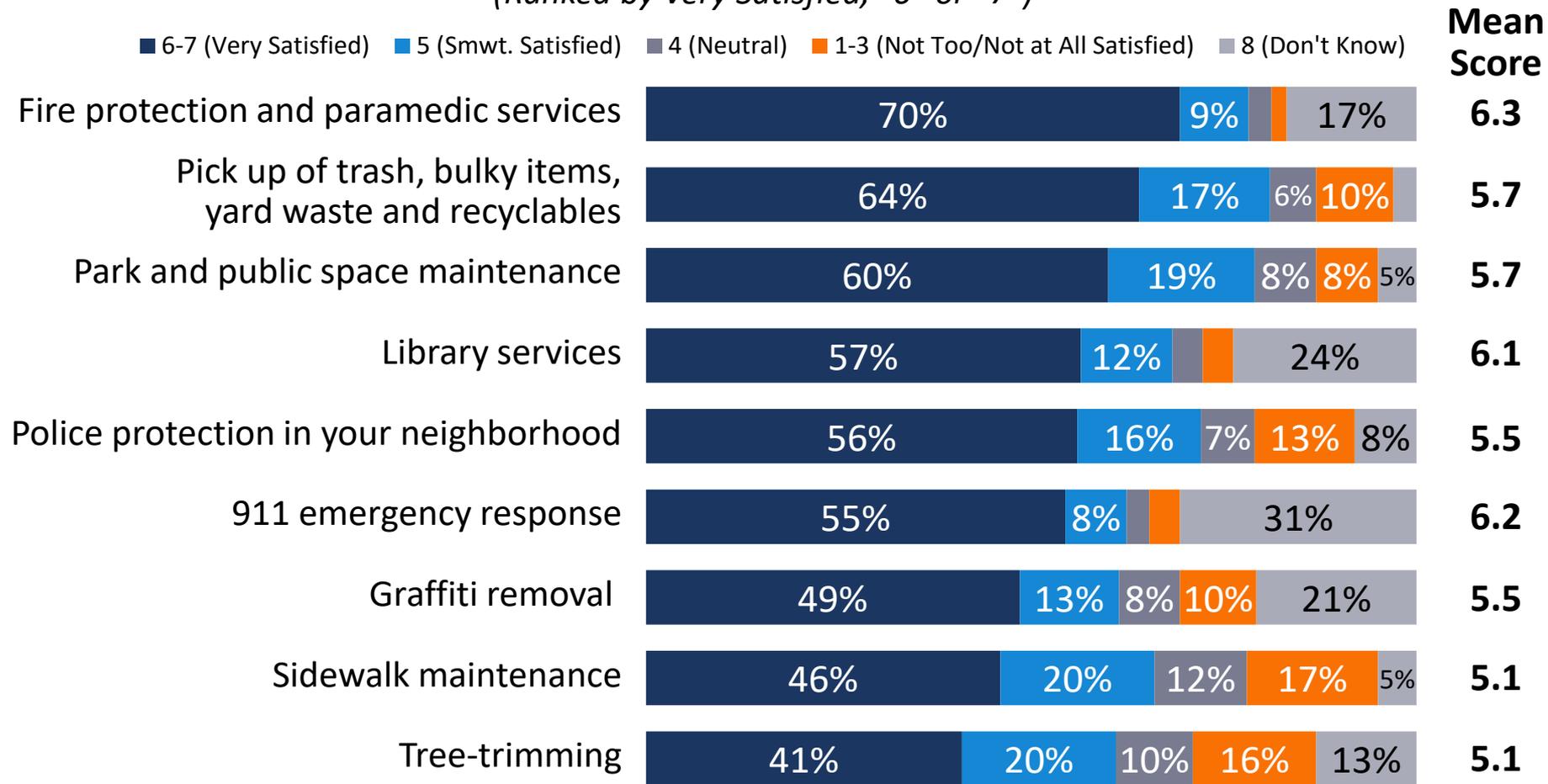
Ratings of City Services

Two-thirds have favorable views of the job being done by Burbank City government in providing services to Burbank residents.



Fire protection and paramedic services; pick-up of trash, bulky items, yard waste and recyclables; park/public space maintenance and library services are among the services with which high percentages are very satisfied.

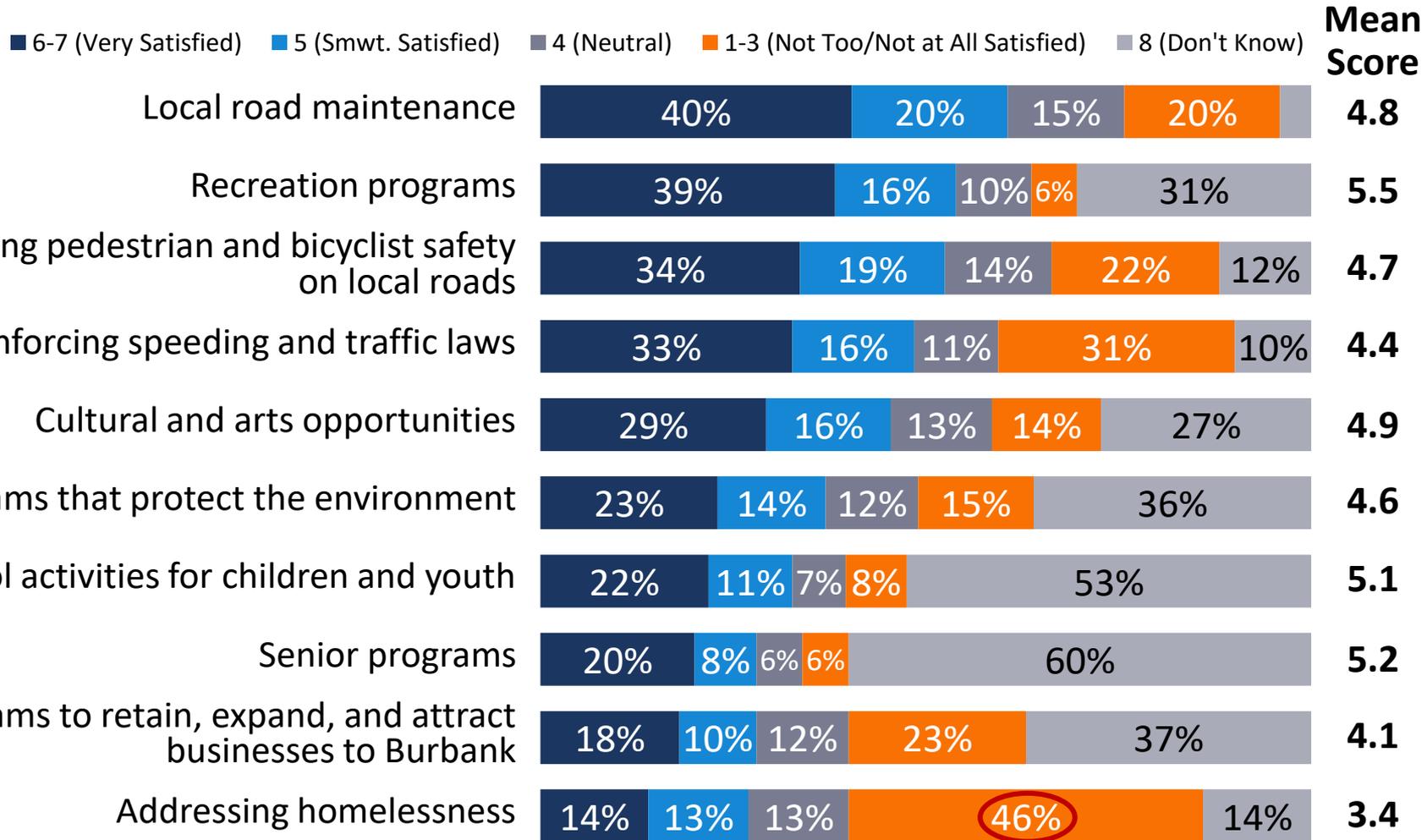
(Ranked by Very Satisfied, "6" or "7")



Q. I would like to read you a list of specific services provided by Burbank's city government to residents of the City. I would like you to tell me how satisfied you are personally with the job that Burbank's city government is doing in providing that service for the City's residents. We will use a scale of 1 to 7, where 1 means you are **NOT AT ALL SATISFIED** with the service and 7 means you are **VERY SATISFIED** with the service.

Continued

(Ranked by Very Satisfied, "6" or "7")



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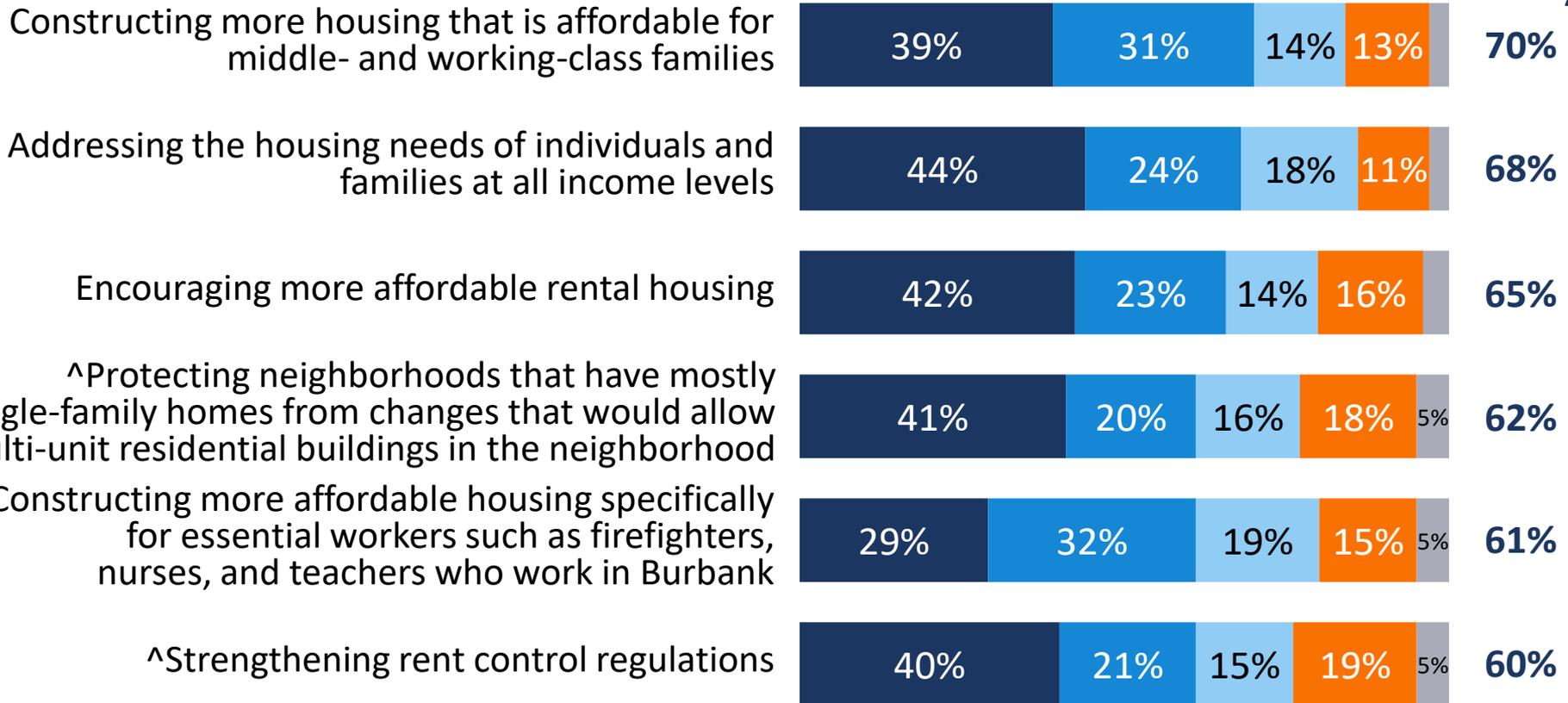
Perceptions of Potential Affordable Housing Solutions

Constructing more affordable housing for individuals and families at all income levels, encouraging more affordable rental units and protecting single-family home neighborhoods from multi-unit residential buildings being built are considered extremely high or major priorities.

(Ranked by Extremely High/Major Priority)

■ Ext. High Priority ■ Major Priority ■ Minor Priority ■ Not a Priority ■ Don't Know

Ext. High/
Major
Priority

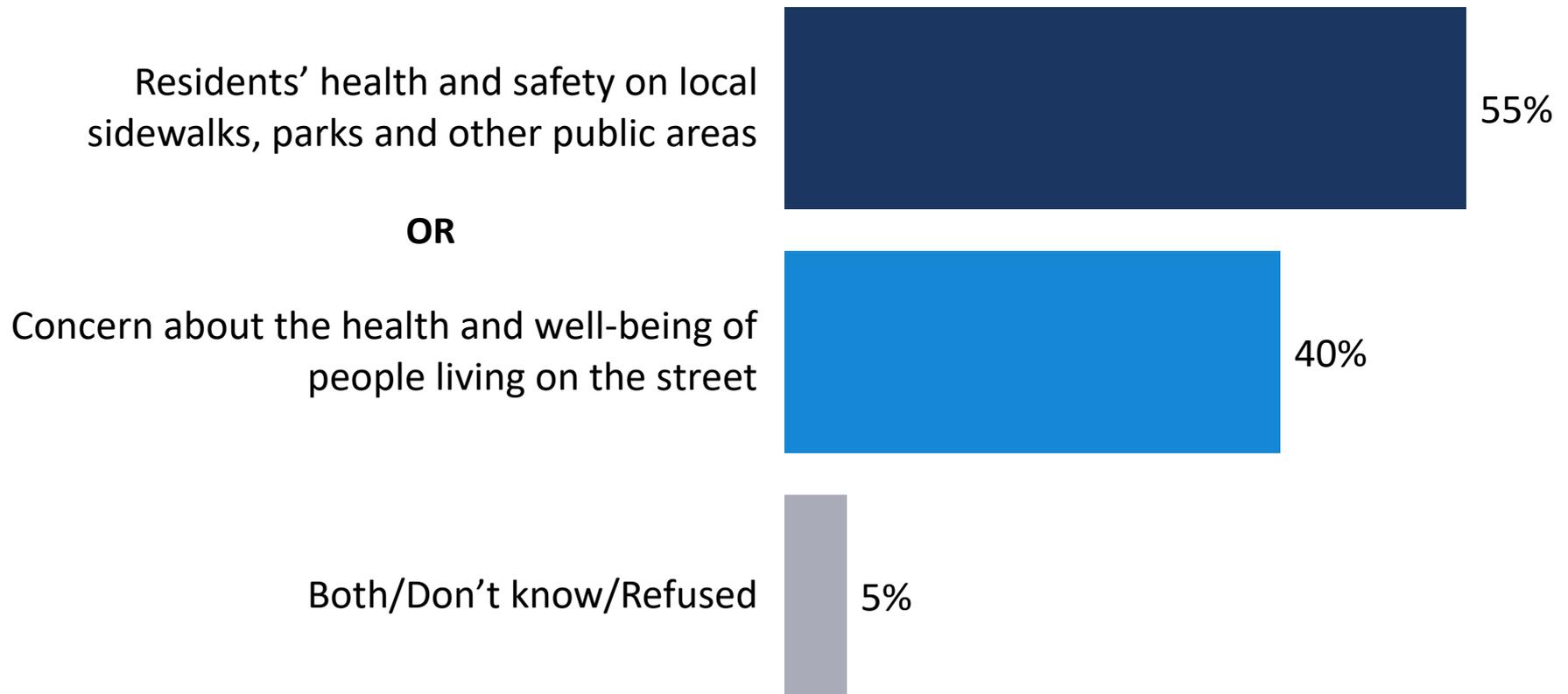


Q. I am now going to mention some goals that could be considered as part of the City of Burbank's plan for more housing and equal housing opportunity for all. Knowing that not all actions can be taken at once, for each one, please tell me how much of a priority you think it should be to include that policy in the plan: is it an extremely high priority, a major priority, minor priority or not much of a priority at all? ^Not Part of Split Sample



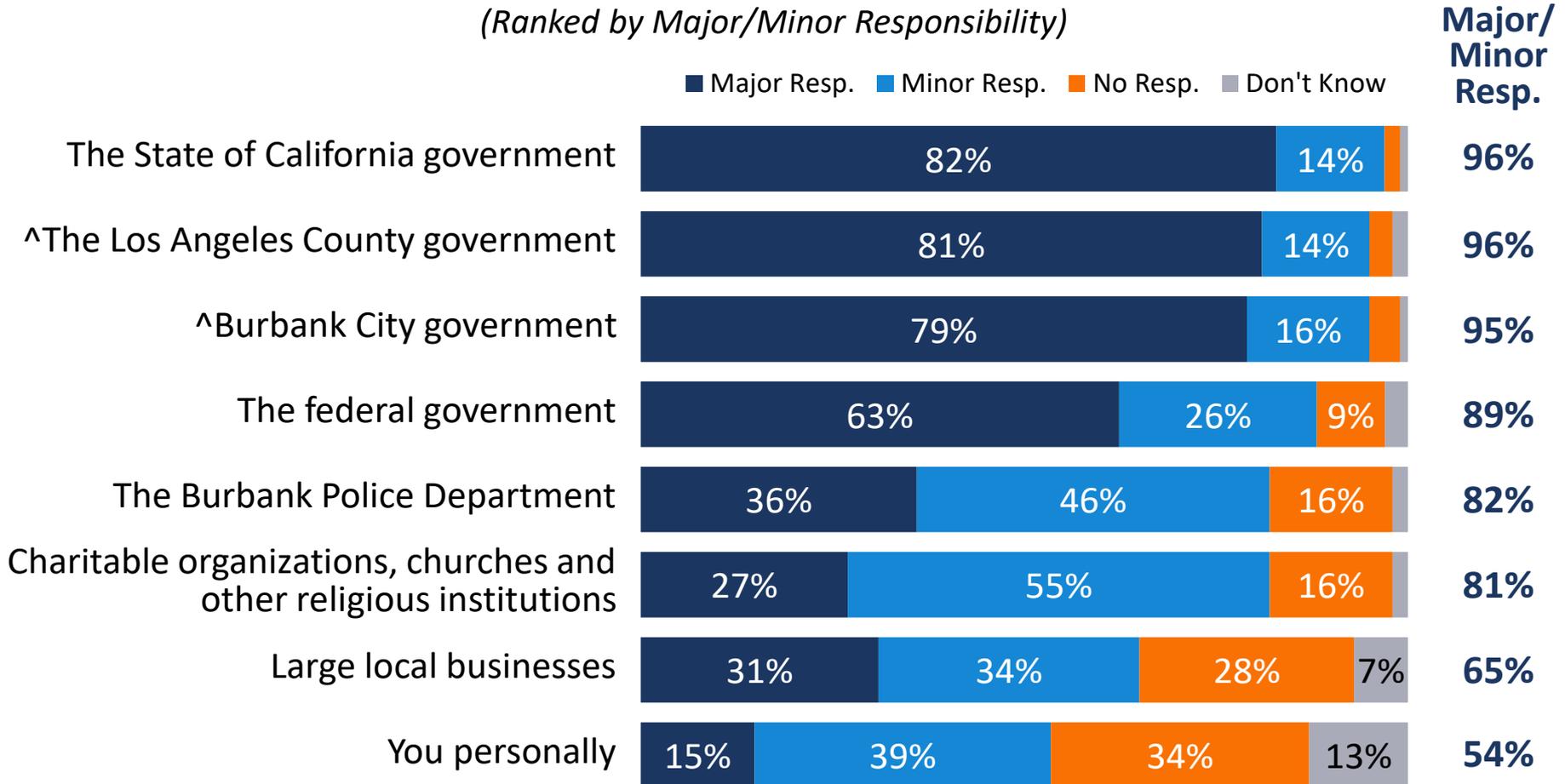
Perceptions about Homelessness and Reactions to Potential Efforts to Address the Issue

In a forced choice, a slight majority considers residents' health and safety as the most important reason to address homelessness, but a sizable minority selected concern about the well-being of people living on the street as their most important reason.



More than nine-in-ten believe that the State, the County and the City should have major or minor responsibility for addressing homelessness in Burbank.

(Ranked by Major/Minor Responsibility)



Q. A number of different people and organizations may have some part to play in addressing homelessness in Burbank. Please tell me whether you believe they should have a major responsibility for addressing homelessness, a minor responsibility, or no responsibility at all for addressing homelessness.

^Not Part of Split Sample

High percentages support more mental health services, adding a Mental Evaluation Team, and increasing homeless prevention programs to address homelessness in Burbank.

(Ranked by Total Support)

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know **Total Supp.** **Total Opp.**

Supporting more mental health services



Adding an additional Mental Evaluation Team consisting of a trained Police Officer and a licensed mental health professional, interacting with people who are experiencing homelessness or at risk of becoming homeless



Increasing homeless prevention programs



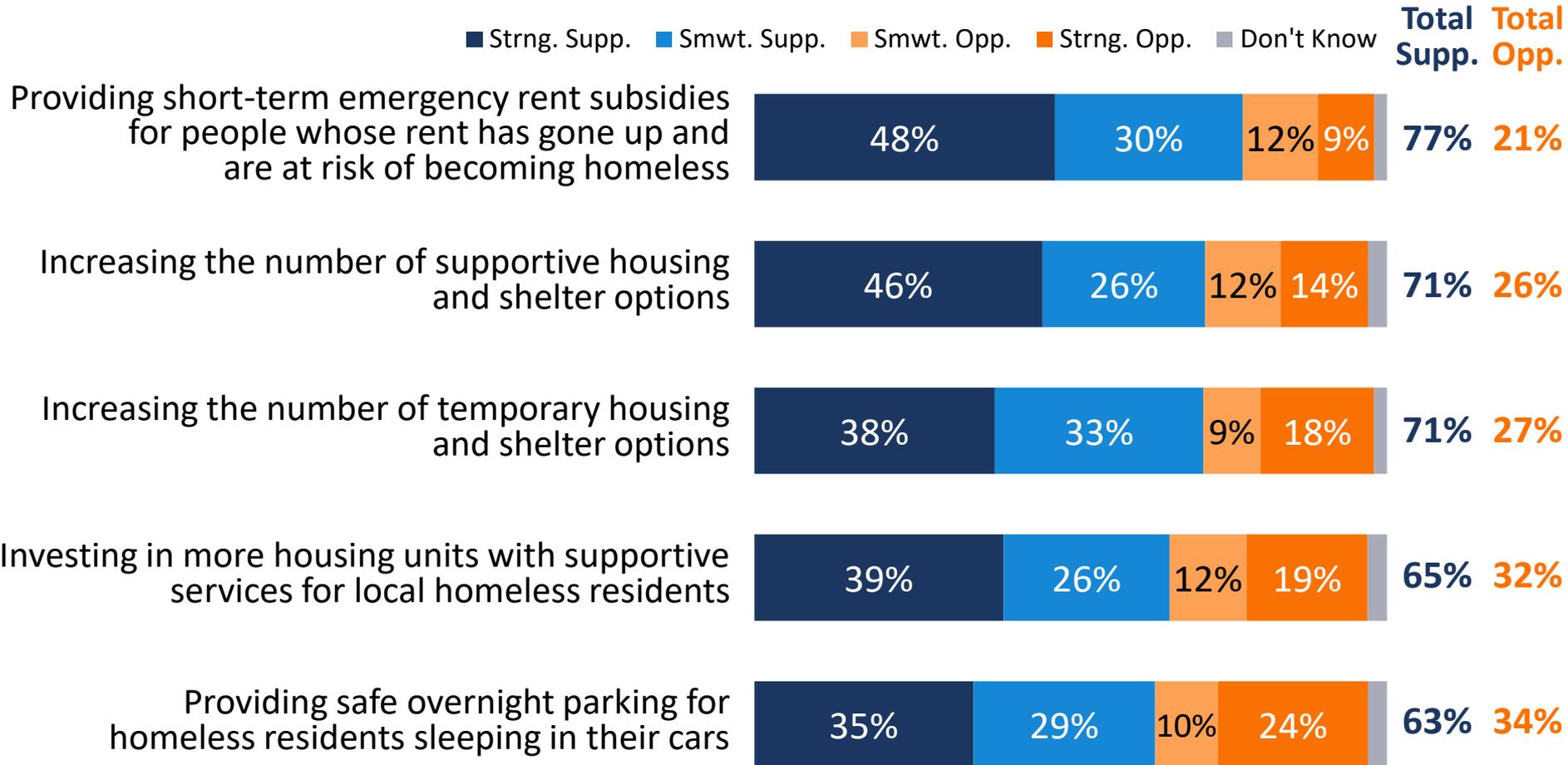
Supporting more substance abuse treatment services



Q. I am going to read you some policies that have been proposed to address homelessness in Burbank. Please tell me whether each sounds like something you would support or oppose increasing public spending for by Burbank city government as a way to address homelessness. Split Sample

Continued

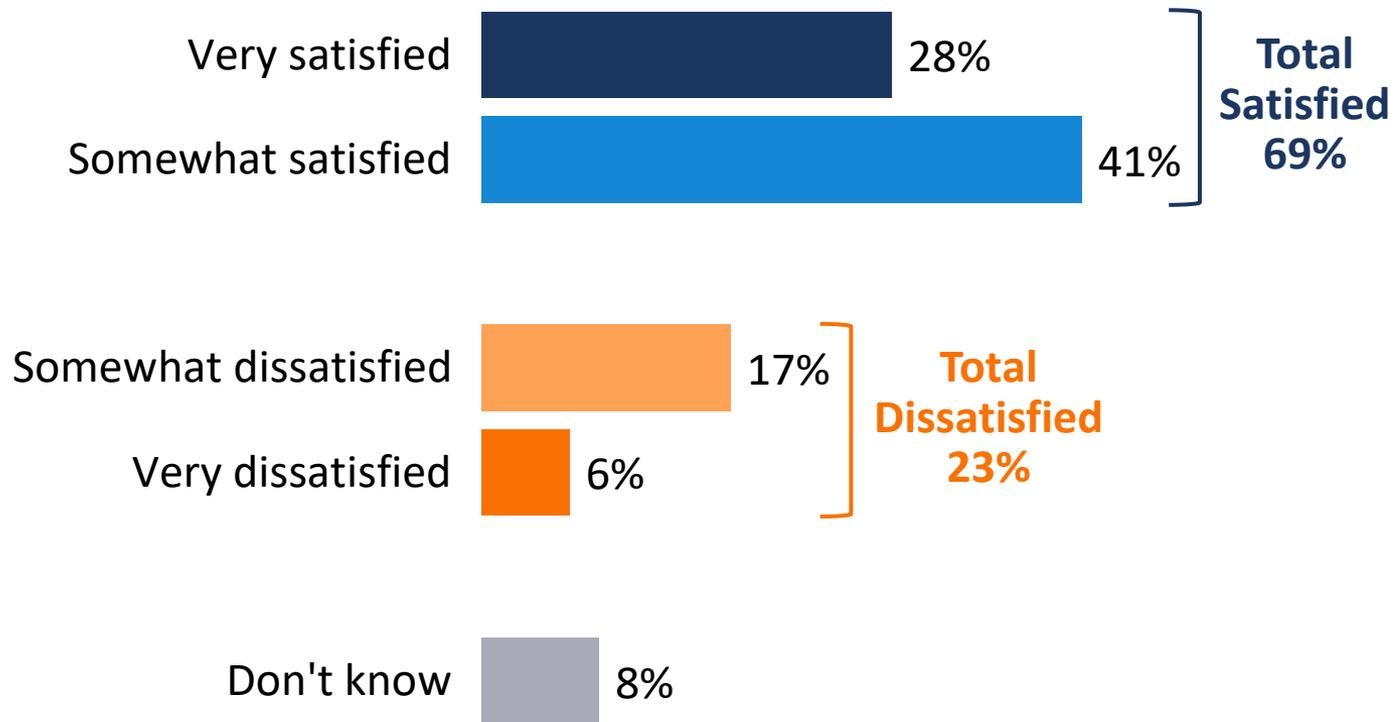
(Ranked by Total Support)





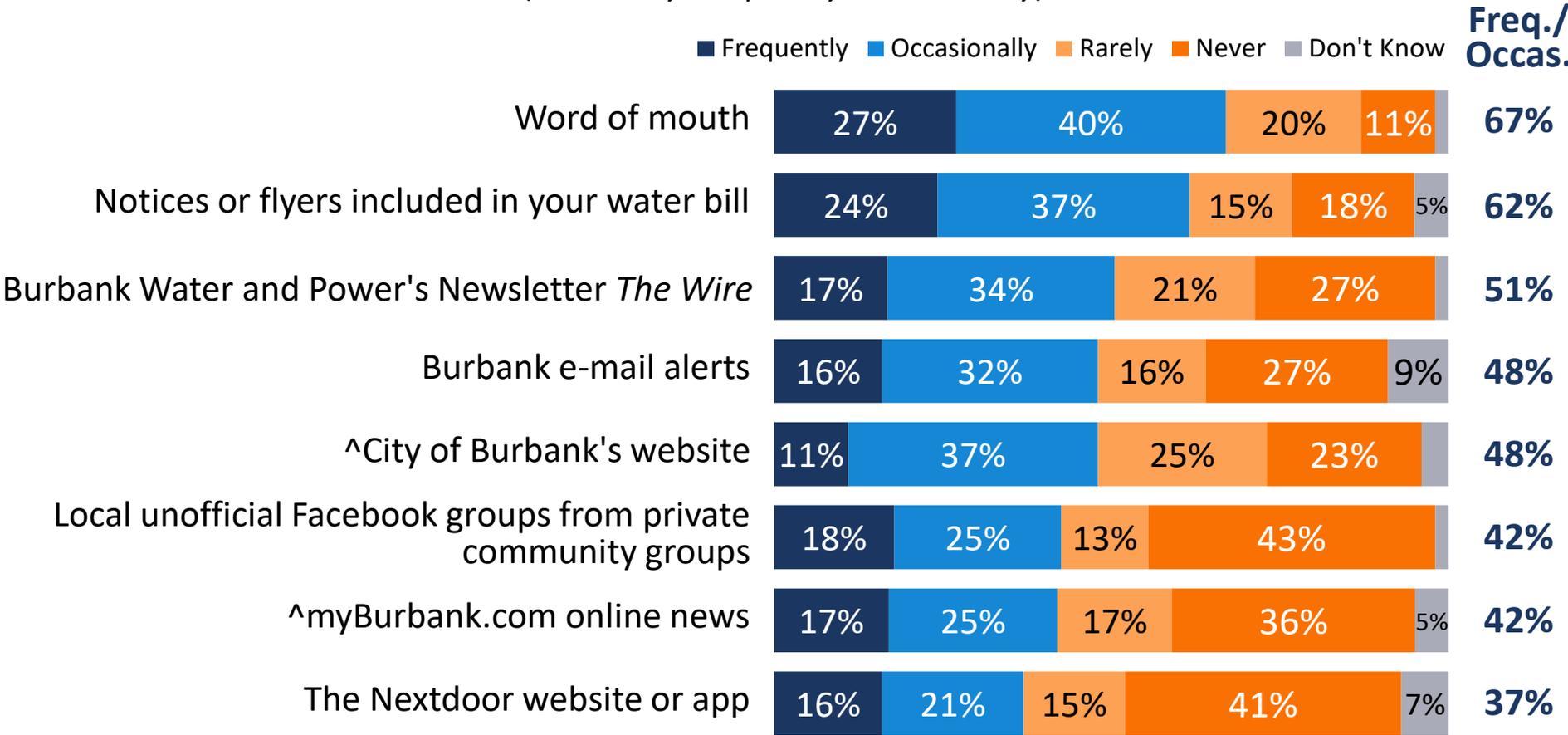
Communication

Almost seven-in-ten are satisfied with the City's efforts to communicate with City residents, though only slightly more than one-quarter said they are very satisfied.



Word of mouth, Burbank Water and Power's bill flyers and newsletter, Burbank e-mail alerts, and the City's website are the sources of information most frequently or occasionally used to receive information about city programs, events and issues.

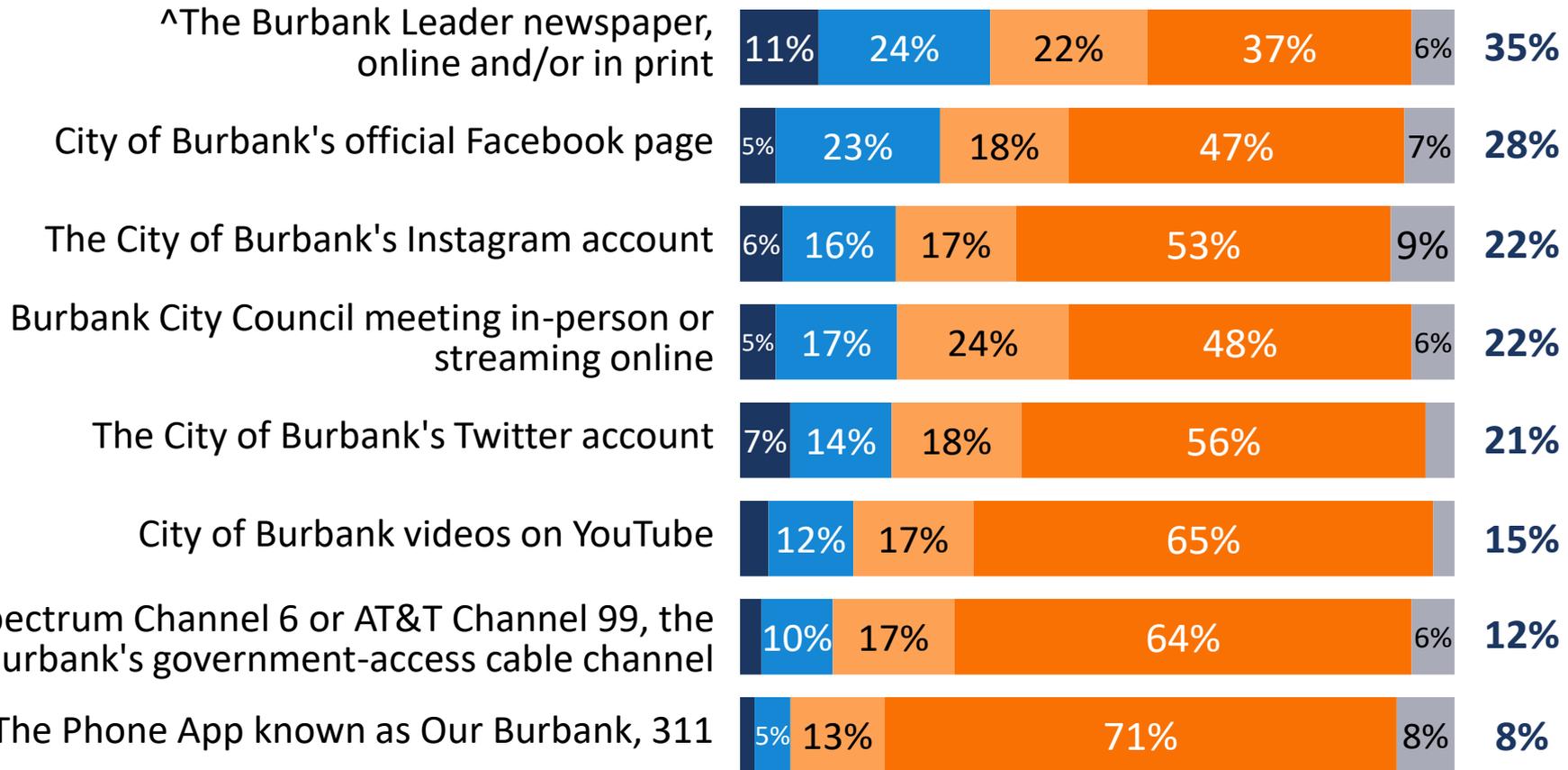
(Ranked by Frequently/Occasionally)



Continued

(Ranked by Frequently/Occasionally)

■ Frequently ■ Occasionally ■ Rarely ■ Never ■ Don't Know **Freq./Occas.**





Conclusions

Conclusions

- **Place to live, likes and concerns:**
 - Nine-in-ten say Burbank is an excellent or good place to live.
 - Public safety; clean and well-maintained parks, streets and sidewalks; sense of community and small-town feel are what residents like best about living in Burbank.
 - Top of mind volunteered concerns include homelessness, crime, cost of housing, overdevelopment, and reckless driving; and when provided a list of issues, cost of housing, speeding and unsafe driving and homeless rank among the most serious problems.

Conclusions; Continued

- **Services:**

- Two-thirds positively rate the job the City is doing to provide services to residents
- Top rated services include fire protection/paramedic services, trash pick up, park and public maintenance, library services, police and 911 emergency response.

- **Housing:**

- Roughly two-thirds or more would like to see Burbank's plan for more housing include constructing more housing to address the needs of individuals and families at all income levels and encourage more affordable rental housing.

Conclusions; Continued

- **Homelessness:**

- To address homelessness, the survey indicates that the City should consider residents' personal safety and protect the health and well-being of people experiencing homelessness.
- The vast majority believe all levels of government should play a major or minor role in addressing homelessness in Burbank.
- High percentages support a variety of policies to address homelessness including more mental health services, an additional Mental Evaluation Team, increasing homeless prevention programs and more substance abuse treatment services.

Conclusions; Continued

- **Communications:**

- Slightly more than two-thirds are satisfied with the City's efforts to communicate with residents.
- Word of mouth, water bill flyers, *The Wire*, Burbank e-mail alerts and the City's website are cited as the most frequently or occasionally used information sources.



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