

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO: Honorable City Council**

**FROM: Troy Brown, City Manager**

**DATE: 04/07/2021 Regular Meeting**

**SUBJECT: Consider Results of 2020 National Community Survey**

**SUMMARY**

The City recently received the results of the 2020 National Community Survey (NCS) conducted in late 2020 by the National Research Center, Inc. This is the first time the City has participated in the NCS.

The survey was sent to 2,700 Moorpark households in November 2020. A total of 501 completed surveys were obtained, providing an overall response rate of 19%. The “confidence interval” (margin of error) is no greater than plus or minus four percentage points around any given percent reported for the entire sample. The results have been weighted to reflect the demographic profile of the community.

There are four 2021 NCS reports:

- 1) Community Livability Report
- 2) Comparison of Demographic Subgroups
- 3) Supplemental Online Survey Results
- 4) Technical Appendices

The survey also compares Moorpark resident’s overall satisfaction with city services against cities of a similar size across the country. This information is helpful in understanding how residents in similarly sized cities compare to Moorpark residents. Overall results are very positive, despite the global pandemic and other external economic factors facing respondents.

**DISCUSSION**

Report of Results – Highlights from 2020 Community Livability Survey:

<b>Quality of Life:</b>	
Overall quality of life in Moorpark:	88% excellent or good
Moorpark as a place to live:	92% excellent or good
Recommend living in Moorpark to someone who asks:	95% very or somewhat likely
<b>Governance:</b>	
Overall customer service by Moorpark employees:	89% excellent or good
Quality of services provided by the City of Moorpark:	76% excellent or good
Treating residents with respect:	77% excellent or good
<b>Economy:</b>	
Overall quality of business and service establishments in Moorpark:	57% excellent or good
Moorpark as a place to work:	49% excellent or good
Cost of living in Moorpark:	39% excellent or good
<b>Mobility:</b>	
Ease of public parking:	81% excellent or good
Street cleaning:	80% excellent or good
Street lighting:	80% excellent or good
<b>Community Design:</b>	
Your neighborhood as a place to live:	93% excellent or good
Well-designed neighborhoods:	77% excellent or good
Overall appearance of Moorpark:	77% excellent or good
<b>Utilities:</b>	
Storm water management:	82% excellent or good
Garbage collection:	88% excellent or good
Affordable high speed internet access:	65% excellent or good
<b>Perceptions of Safety:</b>	
Respondents feeling of safety in Moorpark:	96% excellent or good
In neighborhood during the day:	98% very or somewhat safe
In downtown during the day:	95% very or somewhat safe
<b>Natural Environment:</b>	
Overall quality of natural environment in Moorpark:	89% excellent or good
Air quality:	86% excellent or good
Cleanliness of Moorpark:	86% excellent or good
<b>Parks and Recreation:</b>	
Overall quality of parks and recreation opportunities:	88% excellent or good
Recreation programs and classes:	82% excellent or good
Availability of paths and walking trails:	75% excellent or good

<b>Health and Wellness:</b>	
In good to excellent health:	97% excellent or good
Overall health and wellness opportunities in Moorpark:	76% excellent or good
Availability of affordable quality mental health care:	30% excellent or good
<b>Education, Arts and Culture:</b>	
Public library services:	80% excellent or good
Overall opportunities for education, culture and the arts:	62% excellent or good
K-12 education:	84% excellent or good
<b>Inclusivity and Engagement:</b>	
Moorpark as a place to raise children:	96% excellent or good
Sense of community:	79% excellent or good
Making all residents feel welcome:	78% excellent or good

## **SURVEY OVERVIEW**

Residents positively evaluated aspects of the quality of life in Moorpark, particularly those pertaining to families. Almost all respondents rated Moorpark as an excellent or good place to raise children, while around 8 in 10 gave high marks to the overall sense of community. Both of these ratings were above national benchmark comparisons.

Residents gave ratings for a number of Moorpark’s economic indicators that were lower than both the national and peer community averages. Less than one-quarter of respondents gave vibrancy of downtown/commercial areas and employment opportunities favorable marks while 3 in 10 assessed overall economic development, shopping opportunities as excellent or good.

About 9 in 10 residents expressed either support for the City investing in more sidewalks and pedestrian walkways, as well as more trails and greenways. However, despite the overwhelming positive natural environment ratings, only about one-third gave positive marks to water resources, which could indicate a possible area of focus for the City.

In an effort to garner as much participation as possible, the City made available a web-based survey which participants accessed through a link on the City’s website. Visitors to the site were able to complete the survey during December 2020 and 97 surveys were received. The data collected was outside of the random sampling of Moorpark households and it is unknown who in the community was aware of the link, and where respondents to the survey may reside. Therefore, a level of confidence in the representation of the web-based responses cannot be estimated. The complete results of the web-based survey are included as a supplemental to the NCS.

## **FISCAL IMPACT**

There is no fiscal impact associated with delivery of this 2020 National Community Survey.

**COUNCIL GOAL COMPLIANCE**

This action does not support a current strategic directive.

**STAFF RECOMMENDATION**

Receive and file the 2020 National Community Survey reports.

- Attachment 1: National Community Survey – 2020 Community Livability Report
- Attachment 2: National Community Survey – 2020 Comparisons of Demographic Subgroups
- Attachment 3: National Community Survey – Supplemental Online Survey Results
- Attachment 4: National Community Survey – Technical Appendices

**THE NCS**<sup>TM</sup>  
**The National Community Survey**<sup>TM</sup>

**Moorpark, CA**  
*Community Livability Report*  
**2020**  
**DRAFT**

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# About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Moorpark. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement



The Community Livability Report provides the opinions of a representative sample of 501 residents of the City of Moorpark. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2020 survey was 19%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

# Overview of Results

## **Moorpark is a great place to live, especially for families.**

Community members positively evaluated aspects of the quality of life in Moorpark, particularly those pertaining to families. Almost all respondents rated Moorpark as an excellent or good place to raise children, while around 8 in 10 gave high marks to the overall sense of community. Both of these ratings were above the national benchmark comparisons. K-12 is another area where Moorpark performed strongly, with about 80% of respondents giving it high marks. Similarly, 8 in 10 community members indicated Moorpark had well-designed neighborhoods while almost all positively rated the overall feeling of safety in the city. These ratings surpassed those in comparison communities.

## **The Economy may be an area of opportunity for Moorpark.**

Residents gave ratings for a number of Moorpark's economic indicators that were lower than both the national and peer community averages. Less than one-quarter of respondents gave vibrancy of downtown/commercial area and employment opportunities favorable marks while around 3 in 10 assessed overall economic development, shopping opportunities, as excellent or good. Moorpark's overall economic health and the city as a place to visit or work were also identified as areas of opportunity, with around 40% of residents positively rating these aspects. However, despite the overall lower economic outlooks, 95% of respondents expressed strong support for investment in amenities like more dining opportunities, and more small, independent, or locally owned businesses.

The reported rates of residents feeling pessimistic about the overall economic state of Moorpark was more severe than the national average, but it is important to consider the possible impacts of the COVID-19 crisis. It is possible that Moorpark residents will feel more hopeful about the city's economic outlooks in the coming years. Please note that the national benchmarks are based on averages of pre-and post-COVID-19 assessments.

## **The Natural Environment is appreciated by residents, though water resources could be a future area of focus.**

About 9 in 10 residents expressed either support for the City investing in more sidewalks and pedestrian walkways, as well as more trails or greenways. 7 in 10 residents rated Moorpark's open space as excellent or good, while about 80% gave the cleanliness of the city, the air quality and yard-waste pick up similarly strong marks. In addition, the preservation of natural areas received 80% positive ratings, putting the city above both the national and custom benchmarks in the latter category. However, despite the overwhelming positive natural environment ratings, only about one-third gave positive marks to water resources, which could indicate a possible area of opportunity for Moorpark.

## **Ease of Mobility contributes to the overall quality of life in Moorpark.**

About 6 in 10 community members rated the ease of travel by public transportation as excellent or good in Moorpark, while about 8 in 10 favorably rated public parking, street cleaning, and street lighting. These ratings were all higher than national averages. In addition, about 7 in 10 residents supported extended transportation services like new or expanded bus routes, more frequent bus services for existing routes, rideshare programs with Uber/Lyft, and more park-n-rides for access to public transportation. Further, 80% of residents responded positively to the idea of more rail options in the City.

While community members rated public transportation services in Moorpark extraordinarily well, less than one-quarter indicated they had used bus, rail, subway, or other public transportation instead of driving in the last 12 months. An important consideration when assessing this score is the impact of the COVID-19 pandemic on people's willingness and need to use public transportation. The global pandemic has dually necessitated social distancing practices when available, as well as resulted in more people working from home. The aforementioned factors may be why Moorpark fell below the national average. It is possible that more residents' will use public transportation services in the coming years as the COVID-19 virus is brought under control.

# Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER	<ul style="list-style-type: none"> <li>• Economy</li> </ul>		
	SIMILAR		<ul style="list-style-type: none"> <li>• Community Design</li> <li>• Utilities</li> <li>• Natural Environment</li> <li>• Parks and Recreation</li> <li>• Health and Wellness</li> <li>• Education, Arts and Culture</li> </ul>	<ul style="list-style-type: none"> <li>• Safety</li> </ul>
	LOWER		<ul style="list-style-type: none"> <li>• Mobility</li> <li>• Inclusivity and Engagement</li> </ul>	

**FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall economic health of Moorpark	↓	47%
Overall quality of the transportation system in Moorpark	↔	60%
Overall design or layout of Moorpark's residential and commercial areas	↔	69%
Overall quality of the utility infrastructure in Moorpark	↔	78%
Overall feeling of safety in Moorpark	↑	96%
Overall quality of natural environment in Moorpark	↔	89%
Overall quality of parks and recreation opportunities	↔	88%
Overall health and wellness opportunities in Moorpark	↔	76%
Overall opportunities for education, culture, and the arts	↔	62%
Residents' connection and engagement with their community	↔	66%

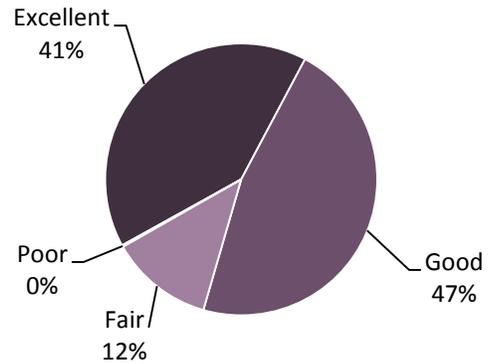
**FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY**

<b>Percent essential or very important</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall economic health of Moorpark	↑	92%
Overall quality of the transportation system in Moorpark	↓	64%
Overall design or layout of Moorpark's residential and commercial areas	↔	76%
Overall quality of the utility infrastructure in Moorpark	↔	80%
Overall feeling of safety in Moorpark	↔	91%
Overall quality of natural environment in Moorpark	↔	85%
Overall quality of parks and recreation opportunities	↔	80%
Overall health and wellness opportunities in Moorpark	↔	76%
Overall opportunities for education, culture, and the arts	↔	71%
Residents' connection and engagement with their community	↓	71%

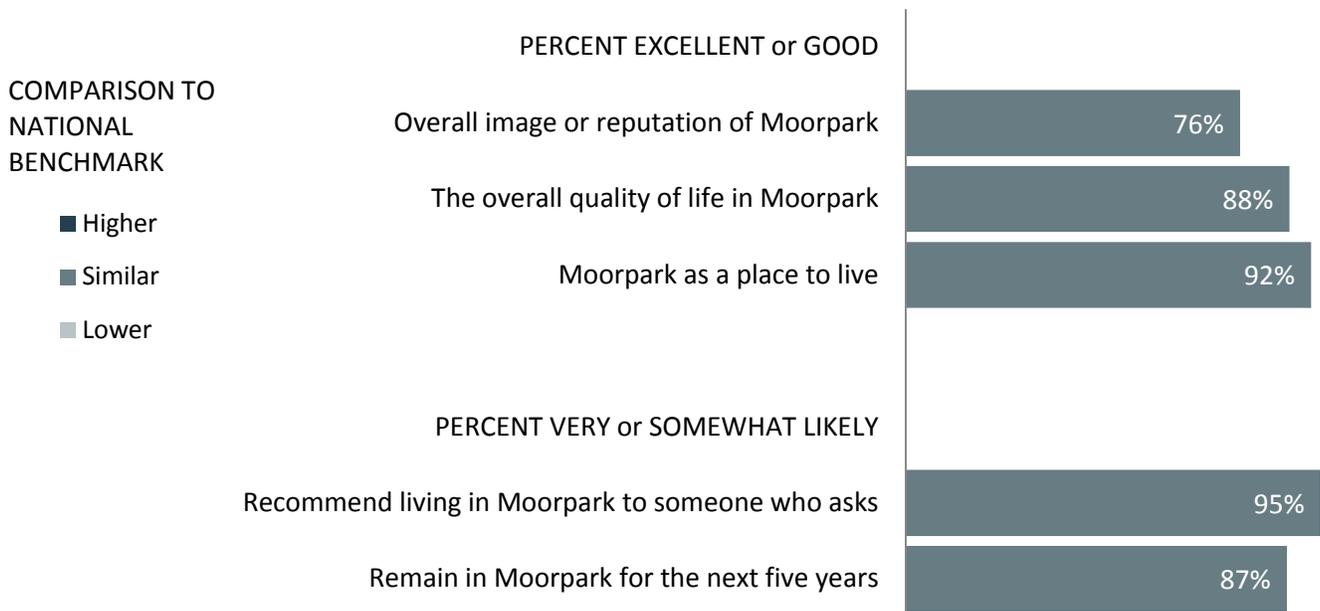
# Quality of Life

*Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.*

## OVERALL QUALITY OF LIFE IN MOORPARK



**FIGURE 3: QUALITY OF LIFE IN MOORPARK**



**FIGURE 4: QUALITY OF LIFE IN MOORPARK - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall image or reputation of Moorpark	↔	76%
The overall quality of life in Moorpark	↔	88%
Moorpark as a place to live	↔	92%

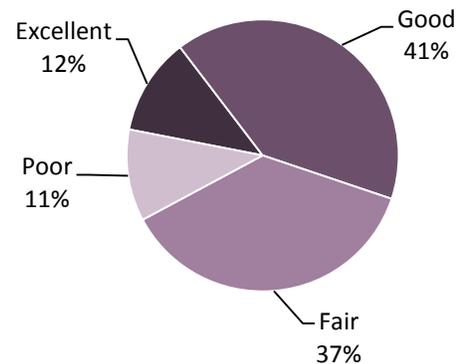
**FIGURE 5: RECOMMEND MOORPARK - SUMMARY**

Percent very or somewhat likely	Comparison to benchmark	2020 rating
Recommend living in Moorpark to someone who asks	↔	95%
Remain in Moorpark for the next five years	↔	87%

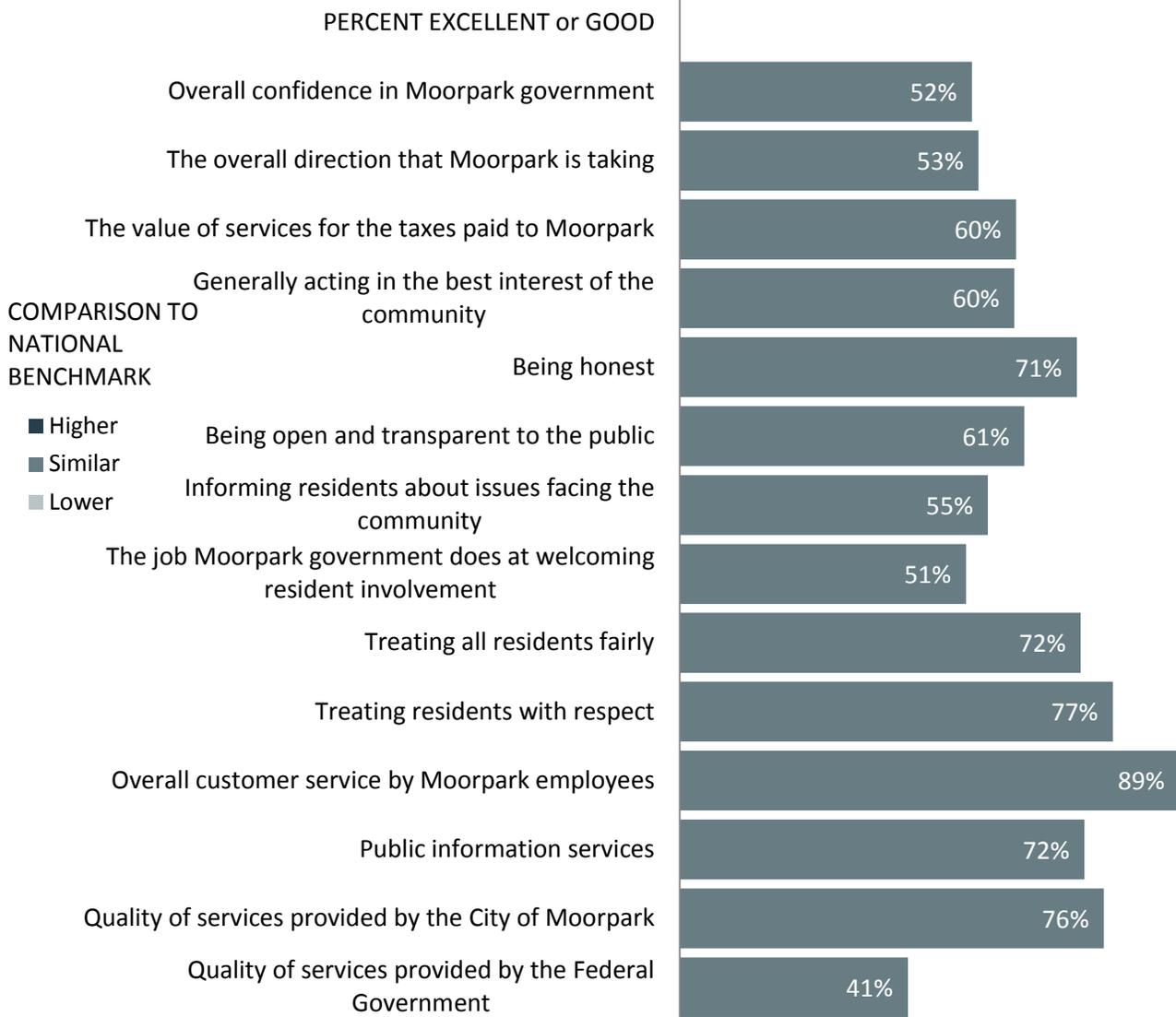
# Governance

*Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.*

**OVERALL CONFIDENCE IN MOORPARK GOVERNMENT**



**FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES**



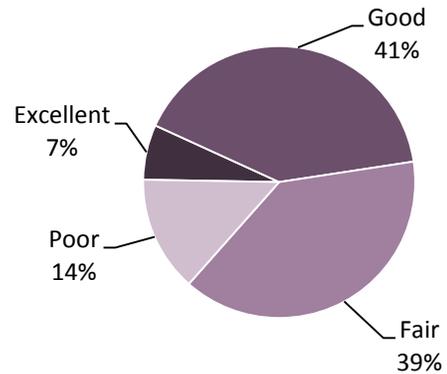
**FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall confidence in Moorpark government	↔	52%
The overall direction that Moorpark is taking	↔	53%
The value of services for the taxes paid to Moorpark	↔	60%
Generally acting in the best interest of the community	↔	60%
Being honest	↔	71%
Being open and transparent to the public	↔	61%
Informing residents about issues facing the community	↔	55%
The job Moorpark government does at welcoming resident involvement	↔	51%
Treating all residents fairly	↔	72%
Treating residents with respect	↔	77%
Overall customer service by Moorpark employees	↔	89%
Public information services	↔	72%
Quality of services provided by the City of Moorpark	↔	76%
Quality of services provided by the Federal Government	↔	41%

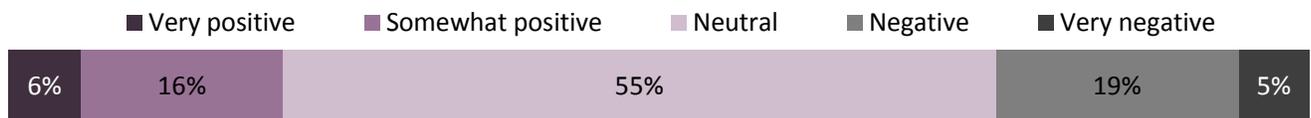
# Economy

*Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.*

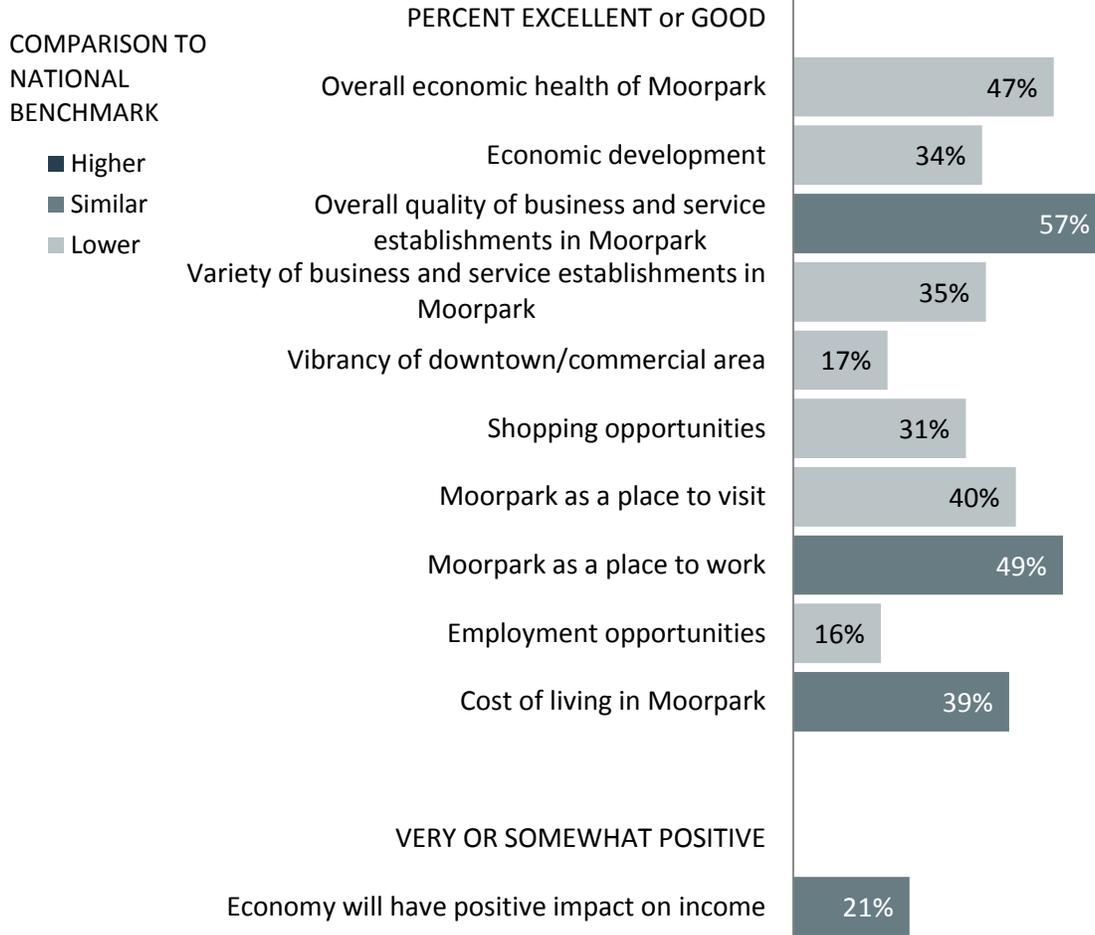
## OVERALL ECONOMIC HEALTH OF MOORPARK



*What impact, if any, do you think the economy will have on your family income in the next 6 months?*



**FIGURE 8: ECONOMIC HEALTH**



**FIGURE 9: ECONOMIC HEALTH - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall economic health of Moorpark	↓	47%
Economic development	↓	34%
Overall quality of business and service establishments in Moorpark	↔	57%
Variety of business and service establishments in Moorpark	↓	35%
Vibrancy of downtown/commercial area	↓↓	17%
Shopping opportunities	↓	31%
Moorpark as a place to visit	↓	40%
Moorpark as a place to work	↔	49%
Employment opportunities	↓	16%
Cost of living in Moorpark	↔	39%

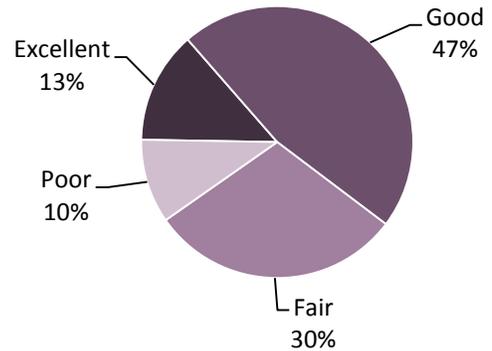
**FIGURE 10: ECONOMIC IMPACT - SUMMARY**

<b>Percent very or somewhat positive</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Economy will have positive impact on income	↔	21%

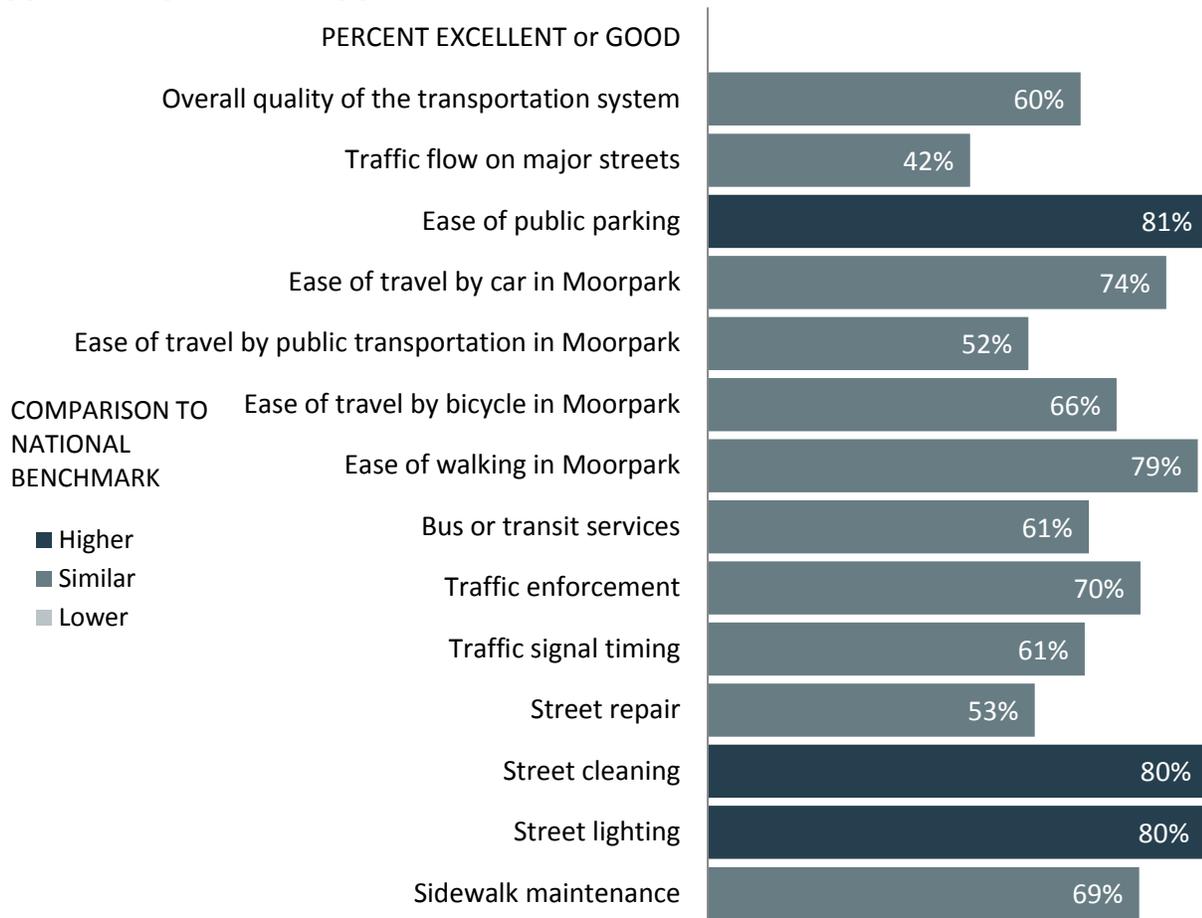
# Mobility

*The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.*

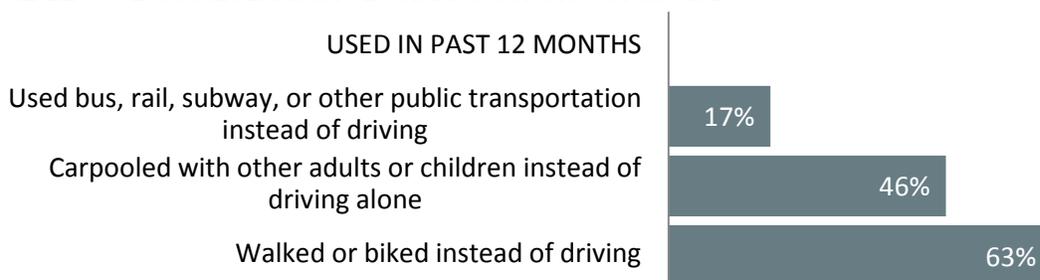
## OVERALL QUALITY OF THE TRANSPORTATION SYSTEM IN MOORPARK



**FIGURE 11: MOBILITY IN MOORPARK**



**FIGURE 12: USE OF ALTERNATIVE TRANSPORTATION MODES**



**FIGURE 13: MOBILITY IN MOORPARK - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the transportation system in Moorpark	↔	60%
Traffic flow on major streets	↔	42%
Ease of travel by car in Moorpark	↔	74%
Ease of travel by public transportation in Moorpark	↔	52%
Ease of travel by bicycle in Moorpark	↔	66%
Ease of walking in Moorpark	↔	79%
Ease of public parking	↑	81%
Bus or transit services	↔	61%
Traffic enforcement	↔	70%
Traffic signal timing	↔	61%
Street repair	↔	53%
Street cleaning	↑	80%
Street lighting	↑	80%
Sidewalk maintenance	↔	69%

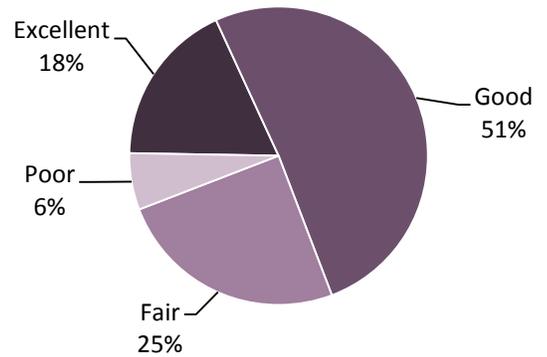
**FIGURE 14: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY**

Percent who did this in past 12 months	Comparison to benchmark	2020 rating
Used bus, rail, subway, or other public transportation instead of driving	↔	17%
Carpooled with other adults or children instead of driving alone	↔	46%
Walked or biked instead of driving	↔	63%

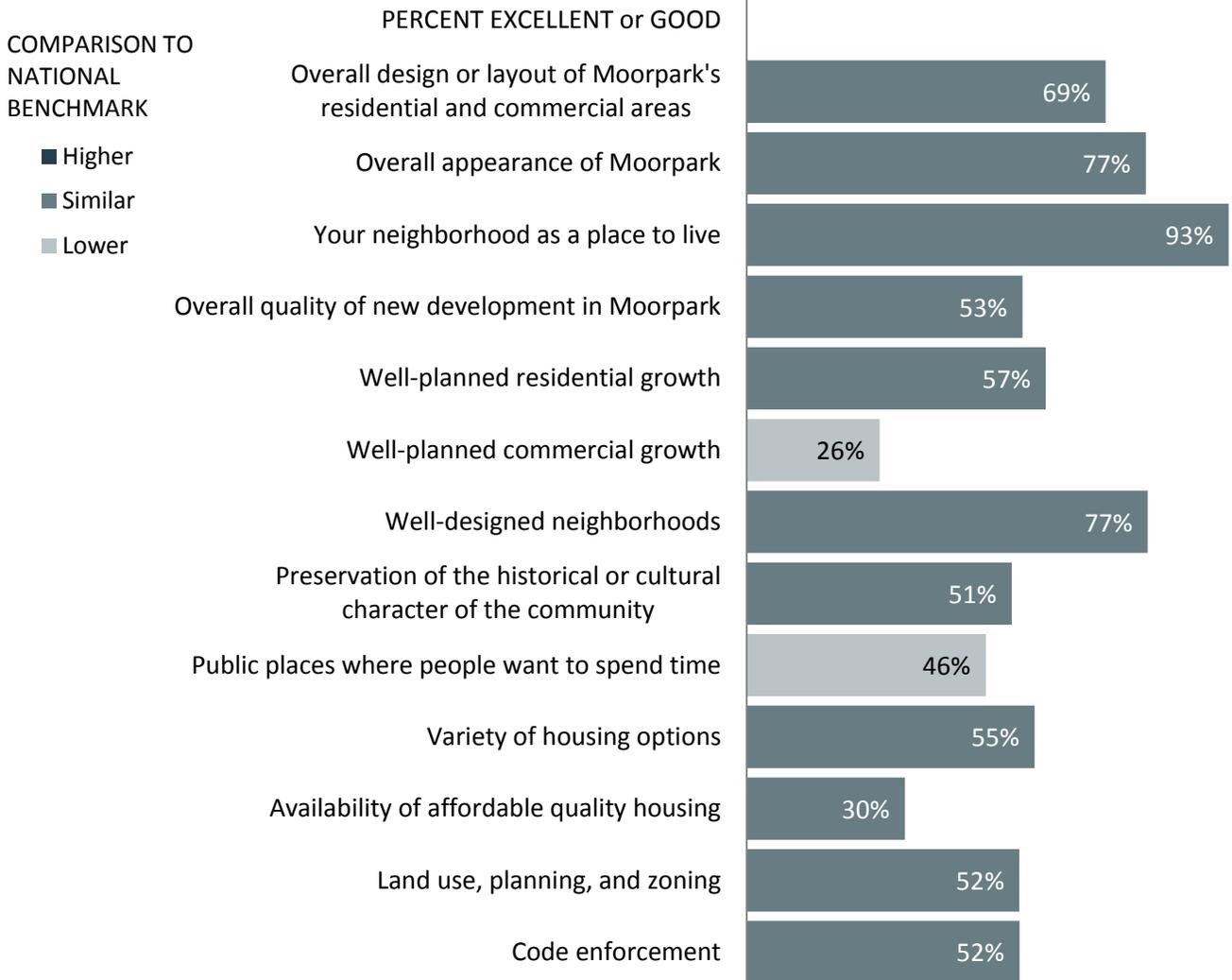
# Community Design

*A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.*

**OVERALL DESIGN OR LAYOUT OF MOORPARK'S RESIDENTIAL AND COMMERCIAL AREAS**



**FIGURE 15: COMMUNITY DESIGN**



**FIGURE 16: COMMUNITY DESIGN - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall design or layout of Moorpark's residential and commercial areas	↔	69%
Overall appearance of Moorpark	↔	77%
Your neighborhood as a place to live	↔	93%
Overall quality of new development in Moorpark	↔	53%
Well-planned residential growth	↔	57%
Well-planned commercial growth	↓	26%
Well-designed neighborhoods	↔	77%
Preservation of the historical or cultural character of the community	↔	51%
Public places where people want to spend time	↓	46%
Variety of housing options	↔	55%
Availability of affordable quality housing	↔	30%
Land use, planning, and zoning	↔	52%
Code enforcement	↔	52%

# Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

## OVERALL QUALITY OF THE UTILITY INFRASTRUCTURE IN MOORPARK

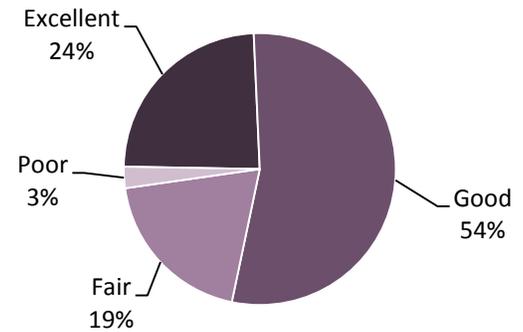


FIGURE 17: UTILITES

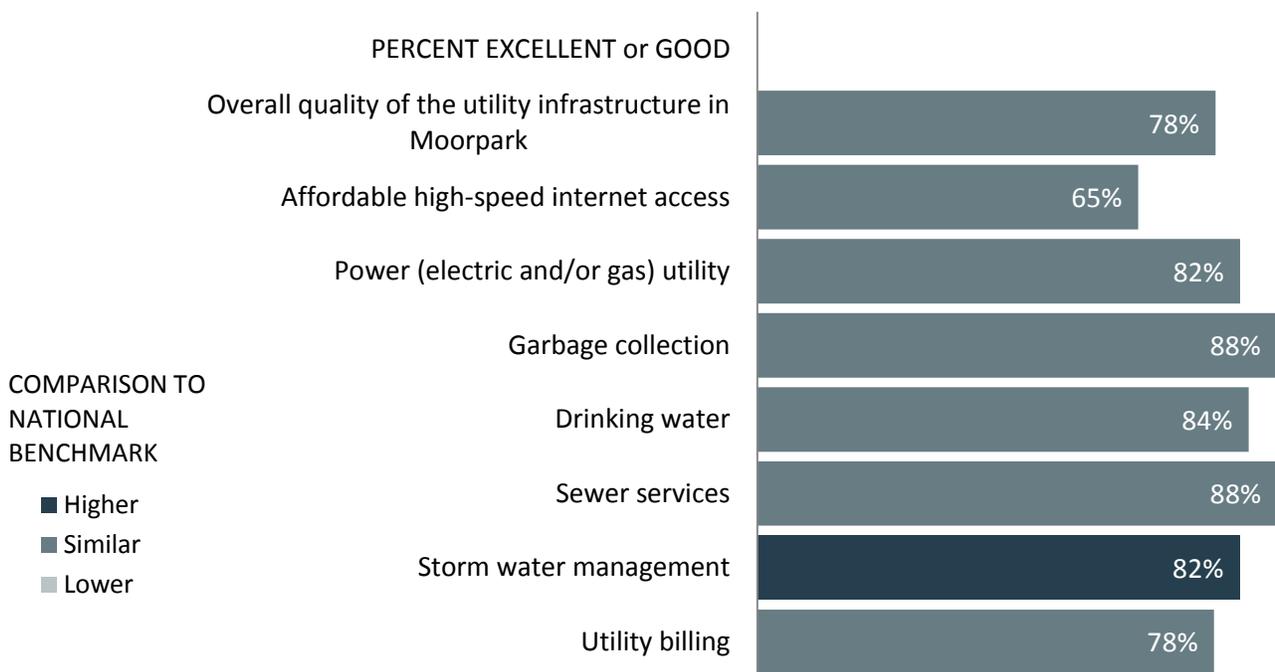


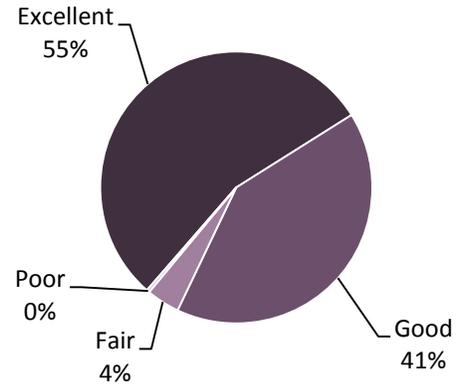
FIGURE 18: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the utility infrastructure in Moorpark	↔	78%
Affordable high-speed internet access	↔	65%
Power (electric and/or gas) utility	↔	82%
Garbage collection	↔	88%
Drinking water	↔	84%
Sewer services	↔	88%
Storm water management	↑	82%
Utility billing	↔	78%

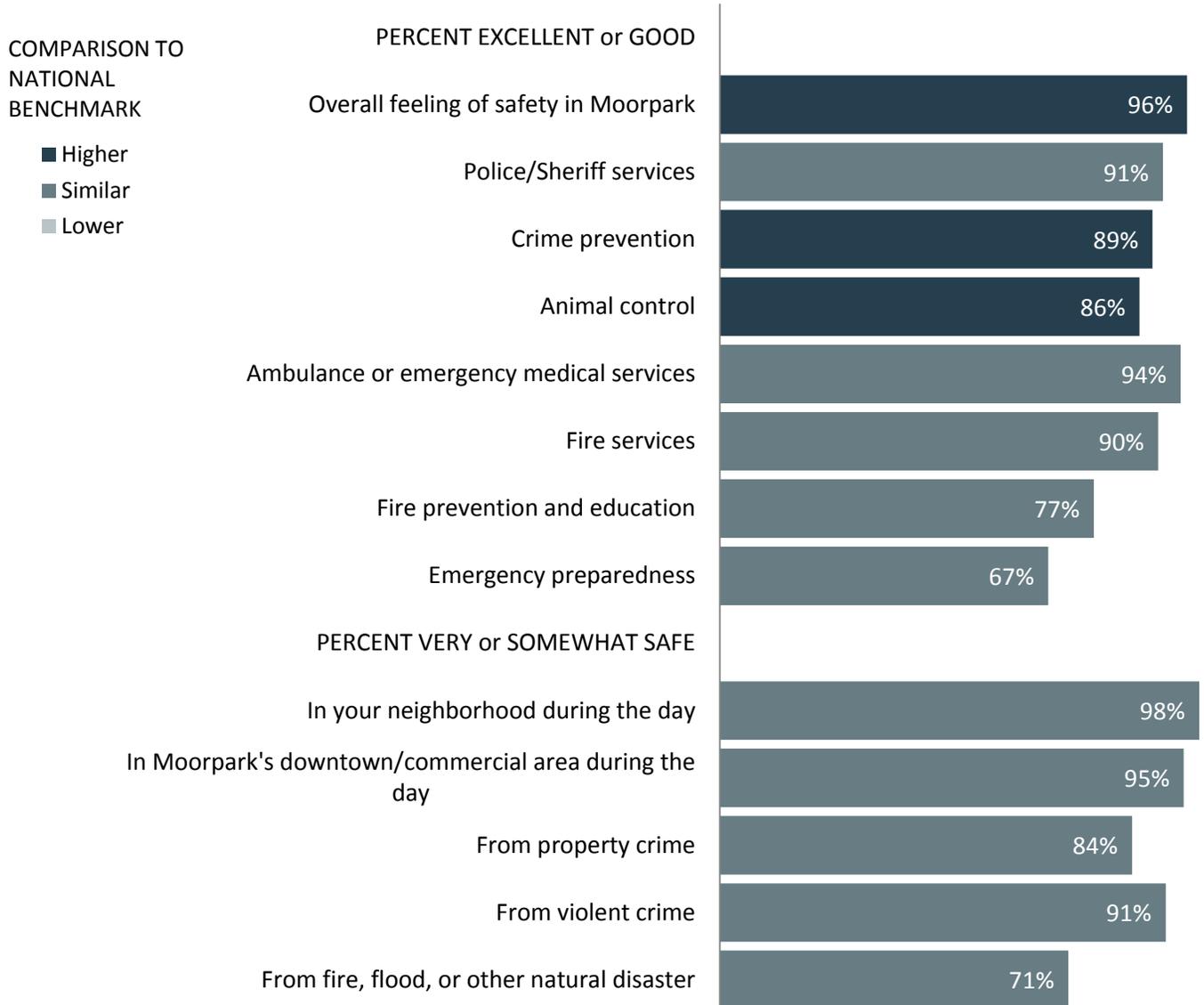
# Safety

*Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.*

## OVERALL FEELING OF SAFETY IN MOORPARK



**FIGURE 19: SAFETY IN MOORPARK**



**FIGURE 20: SAFETY-RELATED SERVICES - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall feeling of safety in Moorpark	↑	96%
Police/Sheriff services	↔	91%
Crime prevention	↑	89%
Animal control	↑	86%
Ambulance or emergency medical services	↔	94%
Fire services	↔	90%
Fire prevention and education	↔	77%
Emergency preparedness	↔	67%

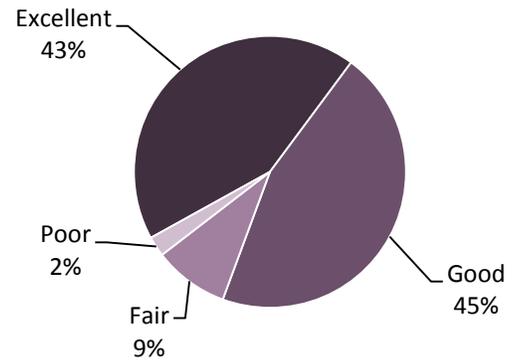
**FIGURE 21: FEELINGS OF SAFETY- SUMMARY**

<b>Percent who feel very or somewhat safe</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
In your neighborhood during the day	↔	98%
In Moorpark's downtown/commercial area during the day	↔	95%
From property crime	↔	84%
From violent crime	↔	91%
From fire, flood, or other natural disaster	↔	71%

# Natural Environment

*The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.*

## OVERALL QUALITY OF NATURAL ENVIRONMENT IN MOORPARK



**FIGURE 22: NATURAL ENVIRONMENT**



**FIGURE 23: NATURAL ENVIRONMENT - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of natural environment in Moorpark	↔	89%
Cleanliness of Moorpark	↔	86%
Water resources	↓↓	32%
Air quality	↔	86%
Preservation of natural areas	↑	76%
Moorpark open space	↔	74%
Recycling	↔	73%
Yard waste pick-up	↔	88%

# Parks and Recreation

*"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."*  
 - National Recreation and Park Association

OVERALL QUALITY OF PARKS AND RECREATION OPPORTUNITIES IN MOORPARK

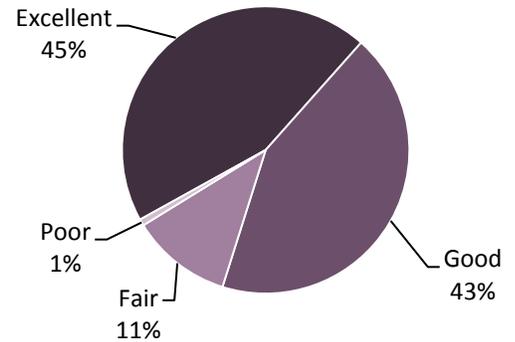


FIGURE 24: PARKS AND RECREATION



FIGURE 25: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of parks and recreation opportunities	↔	88%
Availability of paths and walking trails	↔	75%
City parks	↔	84%
Recreational opportunities	↔	69%
Recreation programs or classes	↔	82%
Recreation centers or facilities	↔	75%
Fitness opportunities	↔	70%

# Health and Wellness

*The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.*

HEALTH AND WELLNESS OPPORTUNITIES IN MOORPARK

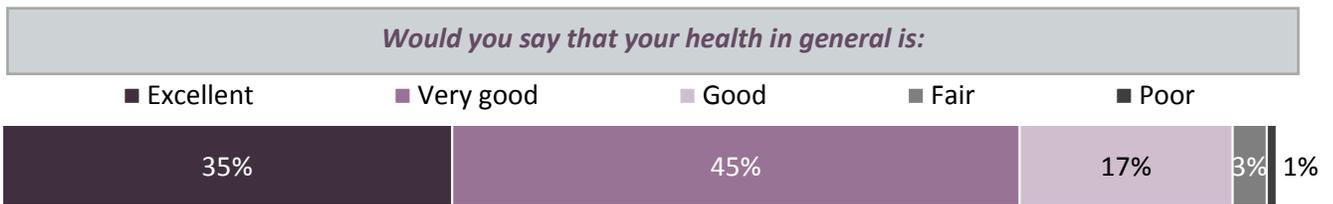
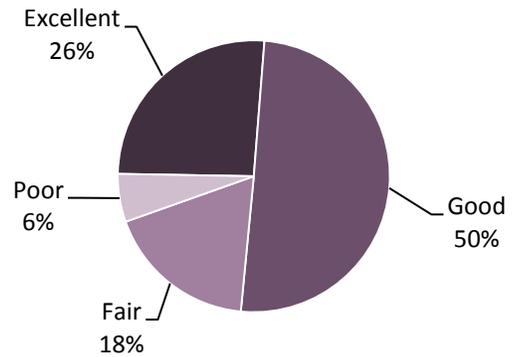
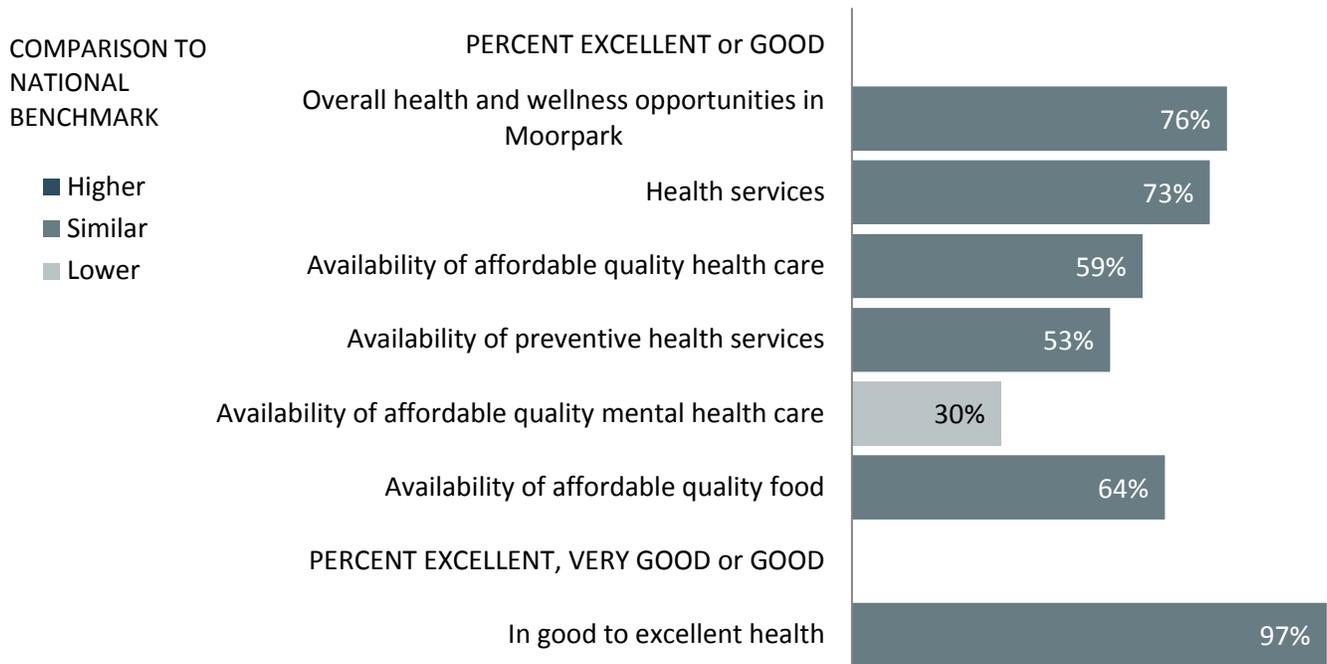


FIGURE 26: HEALTH AND WELLNESS



**FIGURE 27: HEALTH AND WELLNESS - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall health and wellness opportunities in Moorpark	↔	76%
Health services	↔	73%
Availability of affordable quality health care	↔	59%
Availability of preventive health services	↔	53%
Availability of affordable quality mental health care	↓	30%
Availability of affordable quality food	↔	64%

**FIGURE 28: PERSONAL HEALTH - SUMMARY**

	<b>Comparison to benchmark</b>	<b>2020 rating</b>
In good to excellent health	↔	97%

# Education, Arts, and Culture

*Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.*

OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS IN MOORPARK

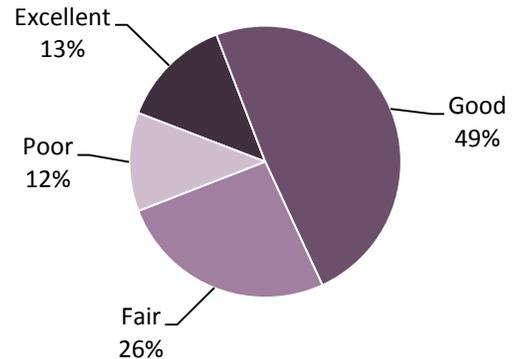
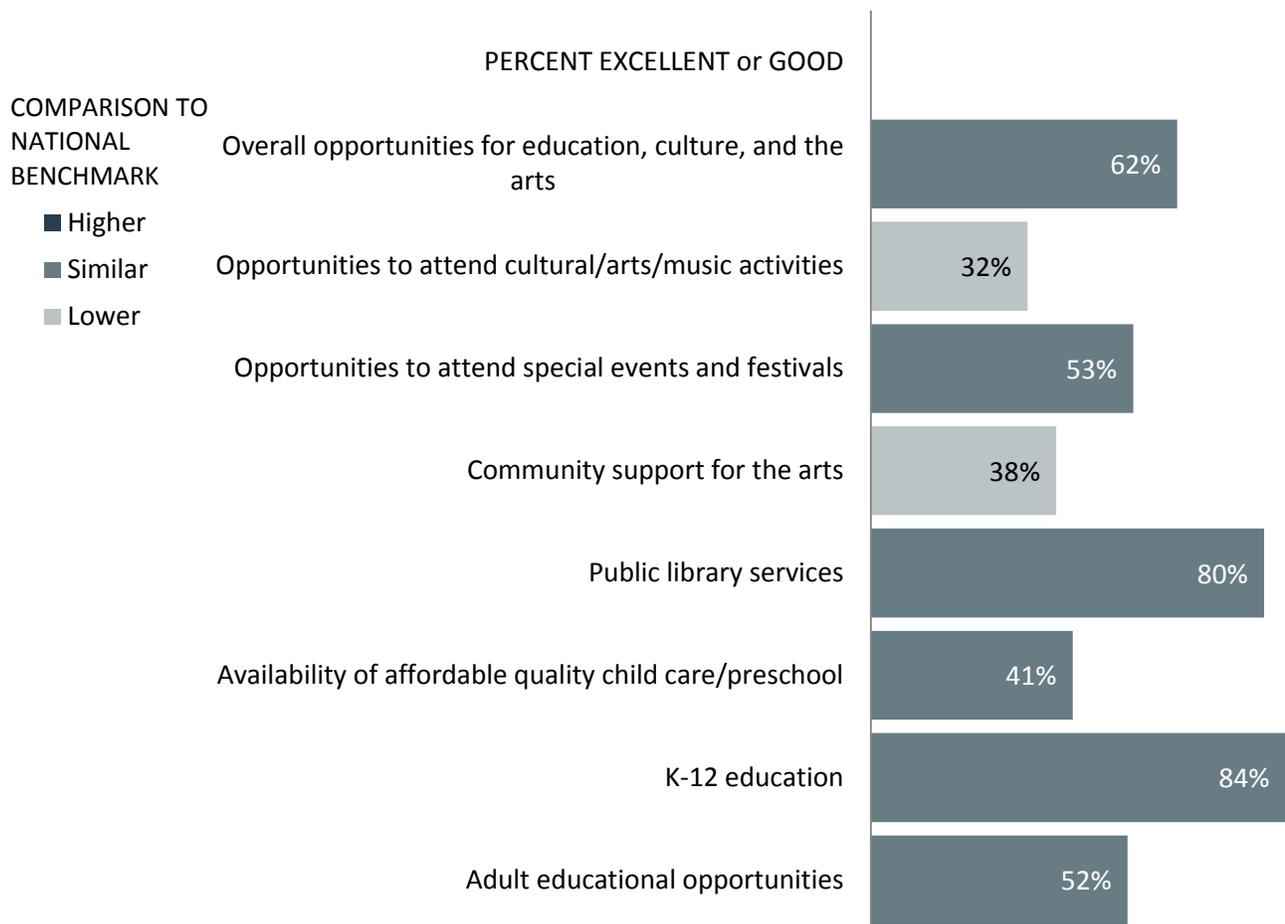


FIGURE 29: EDUCATION, ARTS AND CULTURE



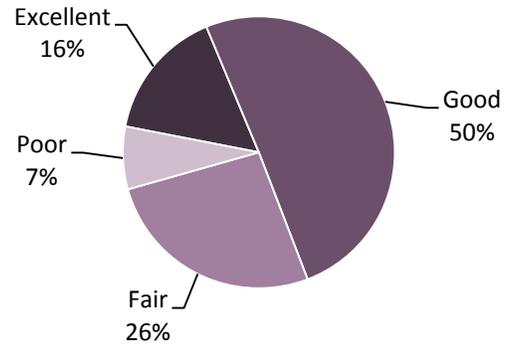
**FIGURE 30: EDUCATION, ARTS AND CULTURE - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall opportunities for education, culture, and the arts	↔	62%
Opportunities to attend cultural/arts/music activities	↓	32%
Opportunities to attend special events and festivals	↔	53%
Community support for the arts	↓	38%
Public library services	↔	80%
Availability of affordable quality child care/preschool	↔	41%
K-12 education	↔	84%
Adult educational opportunities	↔	52%

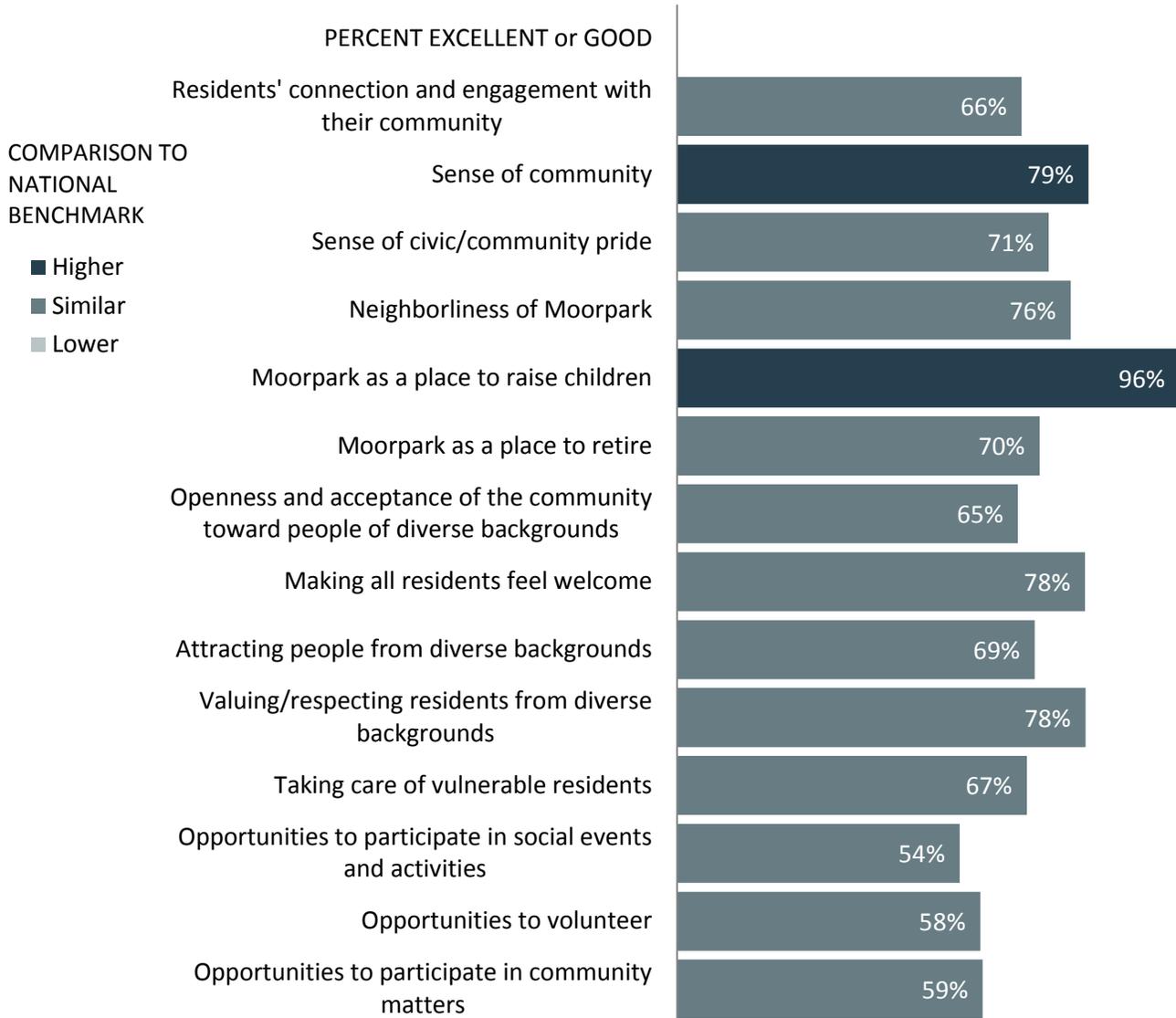
# Inclusivity and Engagement

*Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.*

**RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY**



**FIGURE 31: INCLUSIVITY AND ENGAGEMENT**



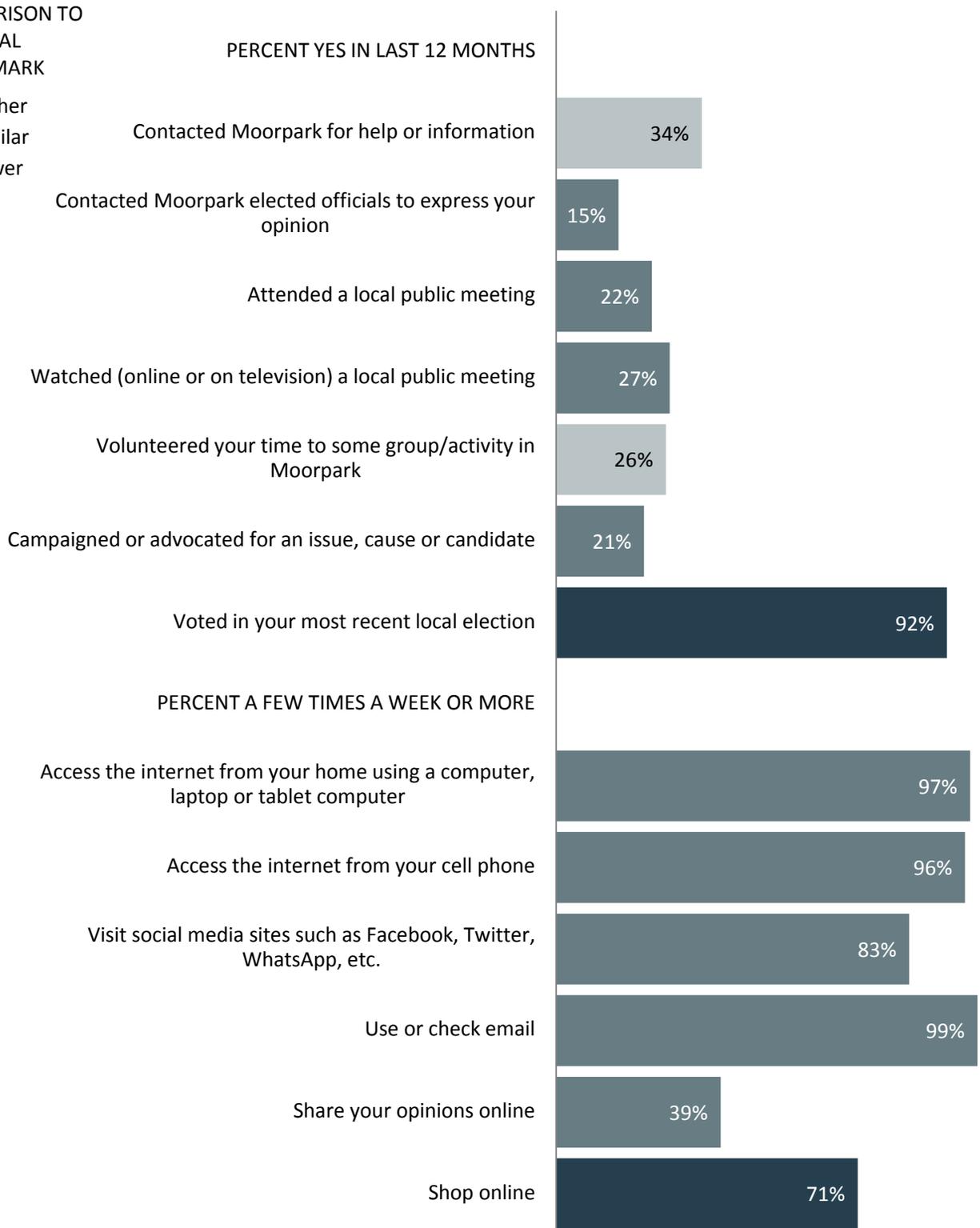
**FIGURE 32: INCLUSIVITY AND ENGAGEMENT - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Residents' connection and engagement with their community	↔	66%
Sense of community	↑	79%
Sense of civic/community pride	↔	71%
Neighborliness of Moorpark	↔	76%
Moorpark as a place to raise children	↑	96%
Moorpark as a place to retire	↔	70%
Openness and acceptance of the community toward people of diverse backgrounds	↔	65%
Making all residents feel welcome	↔	78%
Attracting people from diverse backgrounds	↔	69%
Valuing/respecting residents from diverse backgrounds	↔	78%
Taking care of vulnerable residents	↔	67%
Opportunities to participate in social events and activities	↔	54%
Opportunities to volunteer	↔	58%
Opportunities to participate in community matters	↔	59%

**FIGURE 33: RESIDENTS' PARTICIPATION LEVELS**

COMPARISON TO NATIONAL BENCHMARK

- Higher
- Similar
- Lower



**FIGURE 34: RESIDENTS’ PARTICIPATION IN LAST 12 MONTHS- SUMMARY**

<b>Percent who had done each in last 12 months</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Contacted Moorpark for help or information	↓	34%
Contacted Moorpark elected officials to express your opinion	↔	15%
Attended a local public meeting	↔	22%
Watched (online or on television) a local public meeting	↔	27%
Volunteered your time to some group/activity in Moorpark	↓	26%
Campaigned or advocated for an issue, cause or candidate	↔	21%
Voted in your most recent local election	↑	92%

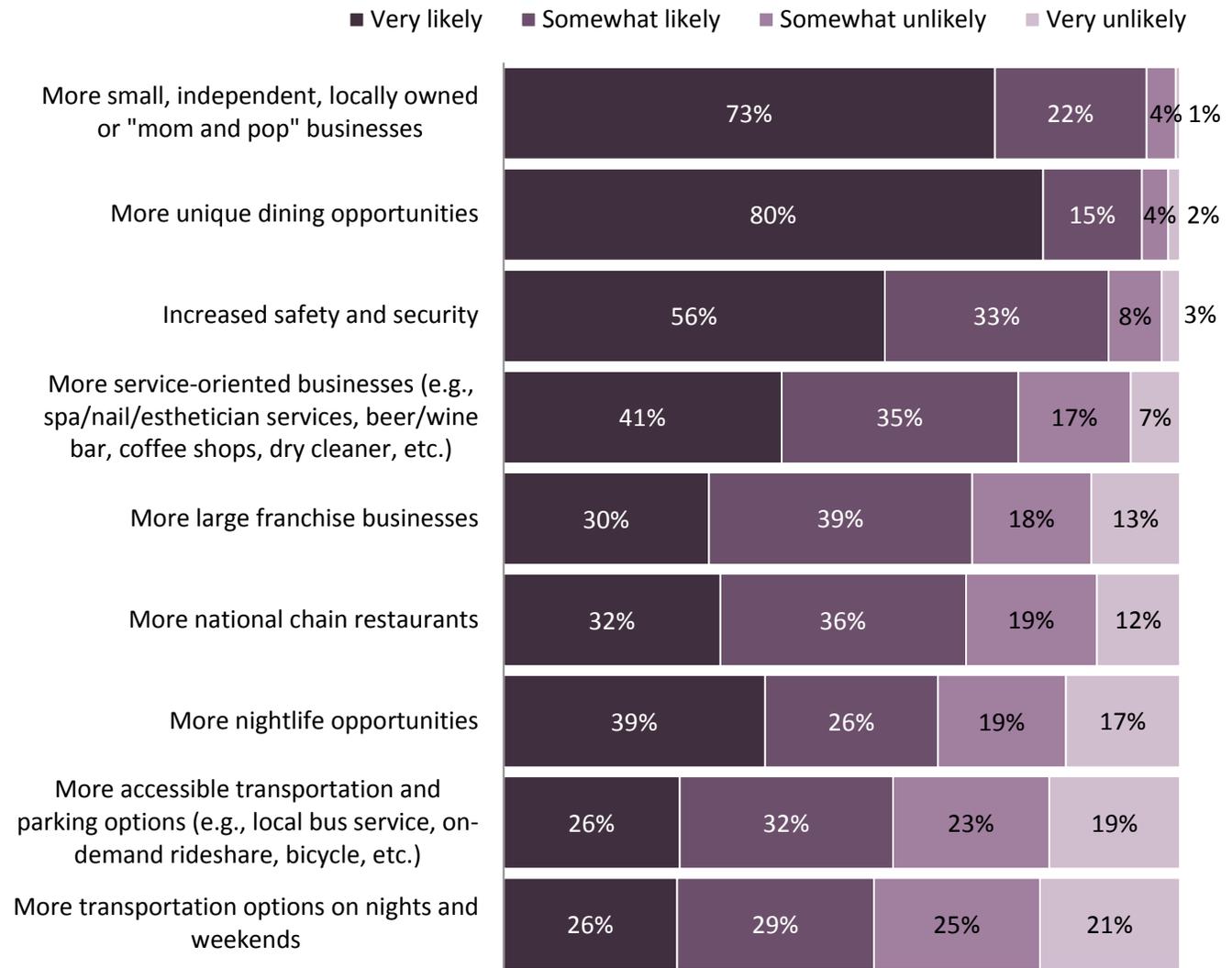
**FIGURE 35: RESIDENTS’ GENERAL USE OF TECHNOLOGY- SUMMARY**

<b>Percent who report doing each at least a few times a week</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Access the internet from your home using a computer, laptop or tablet computer	↔	97%
Access the internet from your cell phone	↔	96%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	↔	83%
Use or check email	↔	99%
Share your opinions online	↔	39%
Shop online	↑	71%

# Special Topics

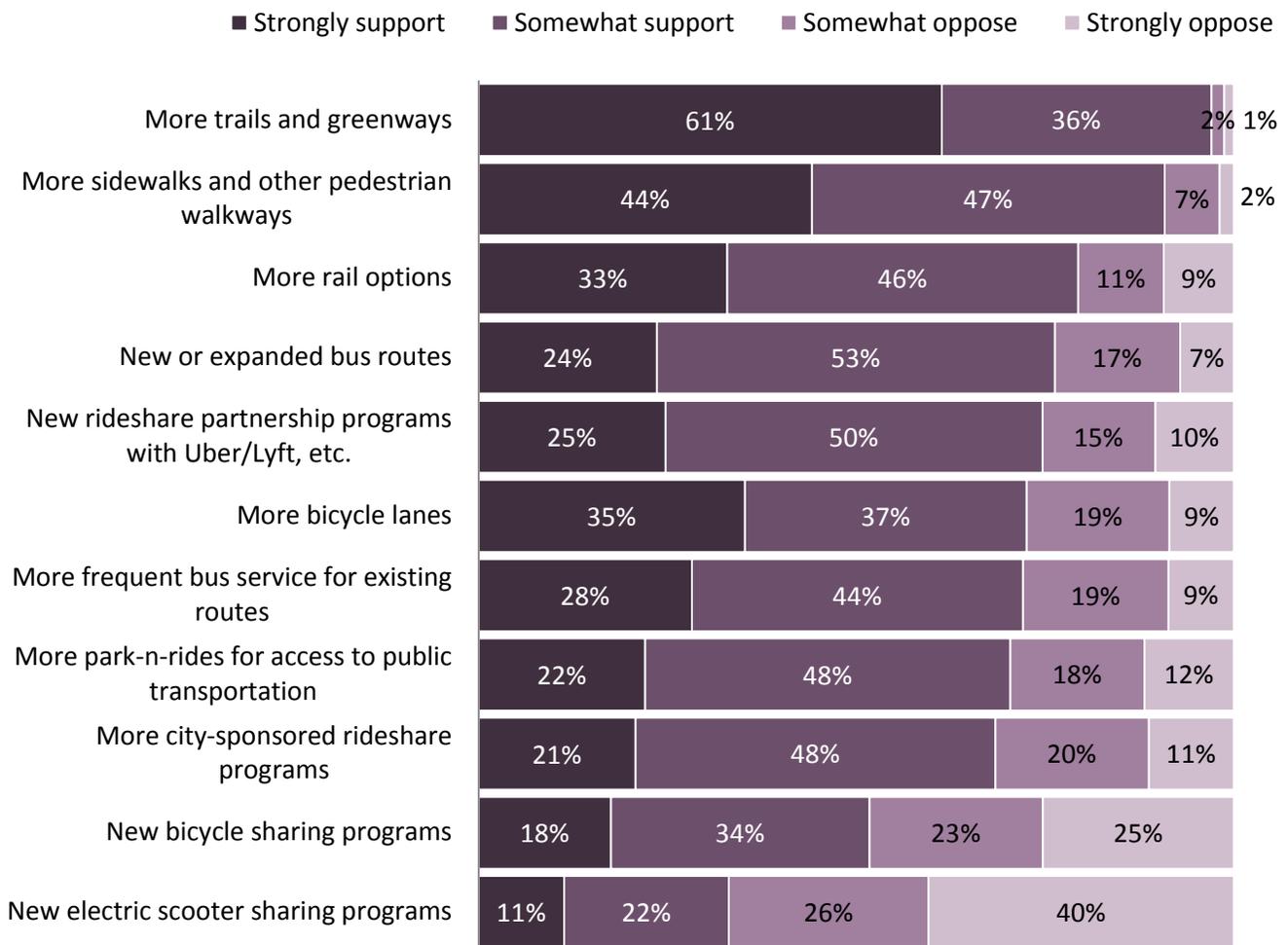
**FIGURE 36: LIKELIHOOD OF SHOPPING AND DINING IN MOORPARK**

*How likely or unlikely would you be to shop and dine in Moorpark if the following amenities were added?*



**FIGURE 37: LEVEL OF SUPPORT FOR MOORPARK INVESTMENTS**

*Please indicate how much you would support or oppose the City of Moorpark investing in each of the following:*



**THE NCS**<sup>TM</sup>  
**The National Community Survey**<sup>TM</sup>

# Moorpark, CA

*Comparisons by Demographic Subgroups*  
*2020*

# About the Demographic Comparisons

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. Communities conducting The NCS can choose from a number of optional services to customize the reporting of survey results. Moorpark's Comparisons by Demographic Subgroups is part of a larger project for the City and additional reports are available under separate cover. This report discusses differences in opinion of survey respondents by age, gender, race/ethnicity, housing tenure (rent or own) and housing unit type (detached or attached).

## Understanding the Tables

For most of the questions, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who participated in an activity at least once. It should be noted that when a table that does include all responses (not a single number) for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

The subgroup comparison tables contain the crosstabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroups ratings within a row (a single question item) that has a statistically significant difference, an uppercase letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 1 on the following page, respondents age 35 to 54 (B) and 55 and over (C) gave significantly higher rating to their likelihood of remaining in Moorpark for the next five years than those age 18 to 34 (A), as denoted by the “A” listed in the cell of the ratings for those 35-54 and 55+. This was also true of women (A) over men (B); and homeowners (B) over renters (A).

**TABLE 1: QUALITY OF LIFE**

Percent rating positively (e.g., excellent/good, very/somewhat likely)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall image or reputation of Moorpark	85% B C	74%	73%	74%	79%	73%	83% A	75%	77%	74%	82%	76%
The overall quality of life in Moorpark	84%	87%	90%	85%	91%	86%	90%	80%	90% A	88%	86%	88%
Moorpark as a place to live	93%	90%	95%	92%	93%	90%	97% A	90%	93%	93%	92%	92%
Recommend living in Moorpark to someone who asks	97%	92%	96%	94%	96%	94%	96%	95%	95%	95%	92%	95%
Remain in Moorpark for the next five years	78%	90% A	90% A	91% B	82%	86%	88%	78%	90% A	87%	86%	87%

**TABLE 2: GOVERNANCE**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall confidence in Moorpark government	50%	56%	50%	50%	55%	49%	58%	44%	54%	53%	50%	52%
The overall direction that Moorpark is taking	53%	52%	55%	55%	51%	52%	57%	57%	52%	48%	70% A	53%
The value of services for the taxes paid to Moorpark	64%	59%	58%	60%	60%	58%	64%	48%	63% A	58%	66%	60%
Generally acting in the best interest of the community	63%	60%	57%	58%	63%	56%	67% A	68%	57%	59%	62%	60%

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Being honest	79% C	71%	64%	68%	74%	68%	78% A	74%	70%	72%	67%	71%
Being open and transparent to the public	60%	66%	57%	59%	65%	61%	65%	58%	62%	62%	60%	61%
Informing residents about issues facing the community	54%	55%	56%	53%	58%	55%	56%	55%	55%	52%	64% A	55%
The job Moorpark government does at welcoming resident involvement	50%	55%	46%	48%	55%	51%	51%	54%	50%	50%	54%	51%
Treating all residents fairly	74%	73%	67%	69%	75%	72%	72%	68%	73%	71%	72%	72%
Treating residents with respect	80%	78%	75%	75%	79%	80%	75%	77%	77%	76%	80%	77%
Overall customer service by Moorpark employees (police, receptionists, planners, etc.)	94% C	86%	83%	87%	88%	88%	86%	89%	86%	86%	90%	87%
Public information services	76%	70%	71%	70%	75%	71%	75%	63%	75% A	73%	70%	72%
The City of Moorpark	80% C	78%	70%	77%	75%	75%	78%	76%	76%	75%	78%	76%
The Federal Government	47% C	43%	33%	44%	37%	35%	52% A	42%	40%	42%	38%	41%

**TABLE 3: ECONOMY**

Percent rating positively (e.g., excellent/good, very/somewhat positive)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Moorpark	47%	43%	52%	44%	52%	41%	58% A	53%	45%	46%	52%	47%
Economic development	44% B	29%	34%	36%	32%	24%	53% A	41%	32%	32%	41%	34%
Overall quality of business and service establishments in Moorpark	67% B	51%	57%	58%	55%	53%	64% A	60%	56%	57%	56%	57%
Variety of business and service establishments in Moorpark	53% B C	26%	33%	35%	35%	31%	42% A	34%	35%	36%	33%	35%
Vibrancy of downtown/commercial area	18%	16%	18%	18%	17%	15%	21%	26% B	14%	16%	22%	17%
Shopping opportunities	43% B C	26%	30%	33%	29%	27%	40% A	40% B	29%	28%	43% A	31%
Moorpark as a place to visit	35%	38%	48% A B	38%	44%	40%	41%	39%	41%	38%	46%	40%
Moorpark as a place to work	51%	42%	57% B	51%	47%	48%	51%	39%	53% A	53% B	37%	49%
Employment opportunities	21%	15%	13%	19%	13%	15%	17%	24% B	13%	16%	15%	16%
Cost of living in Moorpark	39%	40%	39%	38%	41%	36%	44%	34%	41%	39%	39%	39%
Economy will have positive impact on income	21%	22%	20%	20%	23%	19%	26%	20%	21%	22%	19%	21%
NOT under housing cost stress	49%	66% A	56%	50%	68% A	60%	54%	30%	68% A	69% B	26%	58%

**TABLE 4: MOBILITY**

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of the transportation system (auto, bicycle, foot, bus) in Moorpark	71% B C	56%	57%	58%	63%	54%	71% A	60%	60%	59%	63%	60%
Traffic flow on major streets	46%	40%	42%	46%	38%	35%	54% A	37%	44%	43%	41%	42%
Ease of travel by car in Moorpark	86% B C	73%	67%	77%	70%	69%	83% A	71%	75%	74%	73%	74%
Ease of travel by public transportation in Moorpark	59%	51%	46%	51%	53%	42%	64% A	51%	52%	52%	51%	52%
Ease of travel by bicycle in Moorpark	72% C	68%	57%	61%	70%	64%	67%	79% B	62%	67%	61%	66%
Ease of walking in Moorpark	85%	77%	77%	77%	81%	76%	83%	86% B	77%	79%	78%	79%
Ease of public parking	78%	84%	79%	86% B	74%	79%	82%	70%	84% A	82%	77%	81%
Bus or transit services	75%	72%	63%	75%	66%	69%	71%	79% B	65%	70%	71%	70%
Traffic enforcement	77% B	63%	73% B	72%	67%	66%	77% A	66%	71%	68%	73%	70%
Traffic signal timing	78% B C	56%	53%	61%	61%	55%	72% A	54%	63%	60%	62%	61%
Street repair	53%	55%	50%	54%	52%	51%	57%	58%	51%	51%	57%	53%
Street cleaning	87%	78%	79%	81%	80%	80%	81%	78%	81%	81%	80%	80%

Percent rating positively (e.g., excellent/good, yes in the last 12 months)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Street lighting	78%	84%	78%	74%	88%	77%	85%	78%	81%	79%	82%	80%
Sidewalk maintenance	67%	75%	65%	71%	67%	68%	72%	76%	67%	69%	70%	69%
Used bus, rail, subway, or other public transportation instead of driving	34% B C	10%	12%	17%	16%	12%	27% A	28% B	13%	14%	24% A	17%
Carpooled with other adults or children instead of driving alone	73% B C	42% C	30%	56% B	32%	41%	54% A	49%	45%	42%	55% A	46%
Walked or biked instead of driving	75% C	67% C	50%	65%	61%	60%	69%	63%	63%	65%	56%	63%

**TABLE 5: COMMUNITY DESIGN**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall design or layout of Moorpark's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	69%	68%	69%	66%	73%	68%	70%	60%	72% A	72% B	60%	69%
Overall appearance of Moorpark	83% C	76%	73%	76%	77%	75%	79%	84% B	74%	75%	81%	77%
Your neighborhood as a place to live	92%	90%	96%	93%	92%	92%	93%	83%	96% A	95% B	84%	93%
Overall quality of new development in Moorpark	58%	53%	49%	56%	48%	48%	60% A	45%	55%	53%	51%	53%

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	(A)
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Well-planned residential growth	52%	56%	62%	56%	60%	57%	57%	50%	60%	59%	51%	57%
Well-planned commercial growth	19%	26%	30% A	25%	26%	22%	31% A	34% B	23%	23%	33% A	26%
Well-designed neighborhoods	74%	80%	77%	77%	77%	76%	78%	73%	78%	79%	72%	77%
Preservation of the historical or cultural character of the community	48%	54%	49%	46%	57% A	47%	57%	54%	50%	53%	45%	51%
Public places where people want to spend time	53% C	47%	39%	44%	49%	46%	46%	42%	47%	48%	39%	46%
Variety of housing options	57%	58%	51%	52%	59%	54%	56%	46%	58% A	58% B	47%	55%
Availability of affordable quality housing	25%	39% A C	24%	26%	36% A	26%	35%	23%	33%	28%	36%	30%
Land use, planning, and zoning	69% B C	40%	53% B	53%	48%	46%	59% A	44%	52%	50%	52%	50%
Code enforcement (weeds, abandoned buildings, etc.)	55%	49%	56%	58%	48%	49%	58%	51%	53%	54%	49%	53%

**TABLE 6: UTILITIES**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of the utility infrastructure in Moorpark (water, sewer, storm water, electric/gas)	71%	79%	81% A	76%	82%	80%	76%	75%	79%	76%	85% A	78%
Affordable high-speed internet access	58%	58%	48%	52%	59%	55%	54%	70% B	49%	52%	60%	54%
Power (electric and/or gas) utility	91% B C	81%	77%	79%	87% A	82%	84%	84%	82%	81%	87%	82%
Garbage collection	92%	90%	89%	91%	89%	90%	91%	83%	92% A	91%	87%	90%
Drinking water	86%	79%	81%	82%	80%	80%	85%	73%	84% A	83%	78%	82%
Sewer services	91%	92%	89%	90%	92%	92%	90%	89%	92%	91%	91%	91%
Storm water management (storm drainage, dams, levees, etc.)	72%	90% A	87% A	82%	87%	83%	86%	79%	86%	86% B	77%	84%
Utility billing	74%	71%	75%	71%	76%	75%	72%	69%	75%	70%	84% A	73%

Table 7: Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall feeling of safety in Moorpark	100% B C	94%	95%	97%	95%	96%	95%	97%	95%	96%	95%	96%
Police/Sheriff services	91%	92%	91%	93%	90%	91%	93%	89%	92%	90%	97% A	92%
Crime prevention	92%	91%	88%	91%	90%	90%	91%	87%	91%	91%	89%	90%
Animal control	87%	84%	79%	86% B	78%	81%	87%	80%	84%	81%	86%	83%
Ambulance or emergency medical services	95%	91%	94%	94%	93%	93%	93%	94%	93%	92%	97%	93%
Fire services	91%	97% A	97% A	96%	95%	97%	93%	91%	97% A	96%	94%	95%
Fire prevention and education	67%	83% A	79% A	77%	80%	82% B	72%	69%	81% A	81% B	68%	78%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	66%	63%	66%	65%	68%	62%	59%	67%	70% B	53%	65%
In your neighborhood during the day	96%	99%	99% A	98%	98%	98%	99%	96%	99% A	98%	99%	98%
In Moorpark's downtown/commercial area during the day	97%	95%	94%	94%	96%	95%	95%	97%	94%	95%	94%	95%
From property crime	82%	86%	84%	83%	87%	83%	87%	82%	85%	85%	82%	84%
From violent crime	83%	94% A	93% A	90%	93%	93%	88%	92%	91%	91%	93%	91%
From fire, flood, or other natural disaster	71%	73%	70%	69%	74%	69%	76%	66%	73%	71%	74%	71%

**TABLE 8: NATURAL ENVIRONMENT**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of natural environment in Moorpark	88%	89%	89%	91%	86%	85%	94% A	83%	91% A	90%	84%	89%
Cleanliness of Moorpark	93% B C	84%	84%	86%	87%	86%	86%	89%	85%	86%	87%	86%
Water resources (beaches, lakes, ponds, riverways, etc.)	22%	36% A	34%	34%	31%	31%	34%	34%	31%	32%	33%	32%
Air quality	79%	88% A	88% A	84%	88%	86%	84%	85%	86%	85%	87%	86%
Preservation of natural areas (open space, farmlands, and greenbelts)	73%	76%	78%	76%	76%	75%	80%	61%	81% A	77%	73%	76%
Moorpark open space	67%	74%	79% A	75%	73%	74%	76%	66%	77% A	75%	72%	74%
Recycling	74%	76%	69%	72%	74%	77% B	64%	72%	73%	72%	77%	73%
Yard waste pick-up	71%	82% A	88% A	81%	82%	85% B	74%	58%	87% A	86% B	60%	81%

**TABLE 9: PARKS AND RECREATION**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall quality of parks and recreation opportunities	93%	87%	86%	91% B	83%	86%	91%	84%	89%	90% B	82%	88%
Availability of paths and walking trails	80% C	77% C	68%	74%	77%	75%	75%	78%	74%	76%	71%	75%
City parks	96%	91%	91%	94%	89%	93%	90%	87%	94% A	93%	90%	92%
Recreational opportunities	71%	72%	65%	69%	69%	66%	75% A	73%	68%	70%	67%	69%
Recreation programs or classes	70%	84% A	80%	79%	79%	82% B	73%	69%	82% A	80%	74%	79%
Recreation centers or facilities	79%	78%	81%	78%	81%	81%	75%	69%	82% A	79%	80%	79%
Fitness opportunities (including exercise classes and paths or trails, etc.)	77% C	71%	64%	67%	75%	72%	67%	76%	68%	71%	68%	70%

**TABLE 10: HEALTH AND WELLNESS**

Percent rating positively (e.g., excellent/good, excellent/very good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall health and wellness opportunities in Moorpark	81%	77%	72%	74%	79%	75%	78%	77%	76%	77%	74%	76%
Health services	82% C	75% C	64%	76%	69%	68%	82% A	72%	74%	73%	74%	73%
Availability of affordable quality health care	73% C	62% C	47%	60%	59%	58%	62%	73% B	54%	60%	57%	59%
Availability of preventive health services	47%	62% A C	45%	50%	57%	53%	52%	49%	54%	58% B	38%	53%
Availability of affordable quality mental health care	32%	35%	23%	30%	31%	26%	35%	20%	34% A	34%	22%	30%
Availability of affordable quality food	83% B C	57%	58%	65%	63%	61%	69%	80% B	59%	61%	72% A	64%
Would you say that in general your health is:	90% B C	81% C	72%	82%	78%	81%	78%	83%	79%	82%	74%	80%

**TABLE 11: EDUCATION, ARTS, AND CULTURE**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall opportunities for education, culture, and the arts	71% C	67% C	51%	67% B	57%	57%	70% A	73% B	59%	60%	70%	62%
Opportunities to attend cultural/arts/music activities	42% B C	30%	26%	34%	29%	32%	32%	33%	31%	33%	29%	32%
Community support for the arts	45% C	39%	30%	38%	38%	36%	41%	49% B	34%	38%	36%	38%
Availability of affordable quality childcare/preschool	21%	52% A	38%	35%	49% A	41%	39%	32%	44%	46% B	28%	41%
K-12 education	80%	86%	86%	83%	86%	83%	87%	82%	85%	85%	82%	84%
Adult educational opportunities	48%	53%	54%	54%	49%	56%	47%	49%	53%	54%	49%	52%
Opportunities to attend special events and festivals	60%	53%	49%	59% B	47%	54%	54%	58%	52%	54%	50%	53%
Public library services	79%	73%	70%	76%	70%	75%	71%	80%	71%	72%	77%	73%

**TABLE 12: INCLUSIVITY AND ENGAGEMENT**

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Residents' connection and engagement with their community	68%	68%	63%	61%	73% A	69%	61%	70%	65%	65%	69%	66%
Sense of community	82%	78%	78%	80%	78%	80%	76%	73%	81%	82% B	70%	79%
Sense of civic/community pride	73%	73%	68%	71%	73%	74%	68%	75%	70%	73%	66%	71%

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Neighborliness of residents in Moorpark	78%	79% C	70%	72%	80%	74%	77%	74%	76%	79% B	66%	76%
Moorpark as a place to raise children	100% B	94%	97%	98%	95%	96%	96%	98%	96%	97%	95%	96%
Moorpark as a place to retire	78% B	66%	68%	69%	70%	66%	76% A	70%	70%	71%	64%	70%
Openness and acceptance of the community toward people of diverse backgrounds	62%	65%	69%	62%	70%	71% B	55%	60%	67%	68% B	57%	65%
Making all residents feel welcome	86% C	77%	74%	77%	80%	78%	78%	71%	80% A	78%	80%	78%
Attracting people from diverse backgrounds	74%	65%	68%	67%	71%	73% B	61%	61%	71%	70%	64%	69%
Valuing/respecting residents from diverse backgrounds	82%	77%	77%	76%	82%	81% B	73%	84%	77%	77%	81%	78%
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	79% C	67%	58%	66%	69%	58%	80% A	68%	66%	68%	65%	67%
Opportunities to participate in social events and activities	58%	54%	51%	58%	50%	56%	52%	59%	53%	54%	55%	54%
Opportunities to volunteer	57%	52%	67% B	59%	58%	60%	55%	45%	63% A	59%	55%	58%
Opportunities to participate in community matters	57%	58%	60%	60%	57%	60%	56%	50%	61%	57%	65%	59%

**TABLE 13: PARTICIPATION**

Percent rating positively (e.g., yes in the last 12 months)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Contacted the City of Moorpark (in-person, phone, email or web) for help or information	33%	35%	34%	32%	36%	31%	39%	19%	39% A	36%	29%	34%
Contacted Moorpark elected officials (in-person, phone, email or web) to express your opinion	6%	17% A	18% A	12%	17%	15%	14%	10%	16%	17% B	8%	15%
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	21%	22%	24%	21%	24%	20%	25%	13%	26% A	26% B	12%	22%
Watched (online or on television) a local public meeting	26%	27%	27%	27%	26%	25%	28%	20%	29% A	31% B	14%	27%
Volunteered your time to some group/activity in Moorpark	13%	35% A C	24% A	24%	28%	32% B	12%	22%	27%	30% B	13%	26%
Campaigned or advocated for a local issue, cause or candidate	23%	17%	23%	22%	18%	16%	29% A	14%	23% A	25% B	8%	21%
Voted in your most recent local election	93%	92%	90%	92%	91%	95% B	85%	93%	91%	92%	91%	92%

**TABLE 14: ONLINE ENGAGEMENT**

Percent rating positively (e.g., at least once every few weeks)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Access the internet from your home using a computer, laptop or tablet computer	96%	100% C	95%	96%	98%	97%	98%	93%	98% A	99% B	91%	97%
Access the internet from your cell phone	100% C	98% C	91%	97%	95%	94%	99% A	94%	96%	97% B	92%	96%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	92% C	90% C	69%	88% B	76%	82%	85%	91% B	80%	83%	83%	83%
Use or check email	100% C	100% C	97%	99%	99%	98%	100%	98%	99%	99% B	97%	99%
Share your opinions online	41% C	46% C	29%	43% B	33%	35%	46% A	47% B	36%	38%	40%	39%
Shop online	67%	78% A C	65%	72%	70%	72%	69%	61%	74% A	73%	65%	71%

**TABLE 15: COMMUNITY FOCUS AREAS**

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
Overall economic health of Moorpark	86%	94% A	95% A	90%	95% A	94%	91%	93%	92%	93%	90%	92%
Overall quality of the transportation system (auto, bicycle, foot, bus) in Moorpark	71% B	57%	68% B	69% B	58%	56%	79% A	68%	63%	62%	70%	64%
Overall design or layout of Moorpark's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	60%	77% A	85% A	73%	79%	71%	84% A	73%	76%	75%	76%	76%
Overall quality of the utility infrastructure in Moorpark (water, sewer, storm water, electric/gas)	70%	78%	91% A B	78%	83%	77%	87% A	81%	80%	80%	81%	80%
Overall feeling of safety in Moorpark	85%	92% A	94% A	91%	92%	92%	90%	93%	91%	92%	89%	91%
Overall quality of natural environment in Moorpark	89%	83%	85%	88%	82%	82%	91% A	81%	87%	85%	86%	85%
Overall quality of parks and recreation opportunities	78%	81%	80%	77%	83%	79%	81%	83%	79%	80%	78%	80%
Overall health and wellness opportunities in Moorpark	87% B C	71%	74%	79%	72%	72%	84% A	86% B	72%	74%	81%	76%
Overall opportunities for education, culture and the arts	75%	69%	71%	78% B	63%	68%	77% A	75%	70%	71%	73%	71%
Residents' connection and engagement with their community	75%	69%	71%	74%	68%	66%	81% A	70%	72%	73%	67%	71%

**TABLE 16: QUESTION 13**

How likely or unlikely would you to be to shop and dine in Moorpark if the following amenities were added? (Percent rating as "very" or "somewhat likely").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
More unique dining opportunities	90%	96% A	96% A	94%	96%	95%	94%	94%	95%	96%	91%	94%
More national chain restaurants	60%	71% A	72% A	67%	70%	65%	75% A	75%	66%	66%	76% A	68%
More small, independent, locally owned or "mom and pop" businesses	94%	98% C	93%	95%	96%	97% B	92%	95%	95%	96%	93%	95%
More large franchise businesses	68%	72%	67%	67%	72%	65%	77% A	72%	69%	69%	71%	69%
More service-oriented businesses (e.g., spa/nail/esthetician services, beer/wine bar, coffee shops, dry cleaner, etc.)	86% B C	76%	70%	78%	74%	74%	80%	86% B	73%	75%	79%	76%
More nightlife opportunities	81% B C	65% C	52%	68%	60%	61%	73% A	68%	63%	65%	62%	64%
Increased safety and security	96% B	86%	89%	96% B	81%	88%	93%	90%	89%	88%	95% A	89%
More accessible transportation and parking options (e.g., local bus service, on-demand rideshare, bicycle, etc.)	83% B C	45%	55%	64% B	49%	51%	72% A	70% B	54%	54%	67% A	58%
More transportation options on nights and weekends	77% B C	46%	50%	62% B	45%	49%	66% A	63%	52%	51%	66% A	55%

**TABLE 17: QUESTION 14**

Please indicate how much you would support or oppose the City of Moorpark investing in each of the following: (Percent rating as "strongly" or "somewhat support").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall (A)
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)	
More sidewalks and other pedestrian walkways	94%	91%	88%	91%	91%	91%	91%	95%	90%	89%	96% A	91%
More trails and greenways	100% C	97%	95%	97%	97%	97%	97%	99%	96%	97%	99%	97%
More bicycle lanes	60%	79% A	75% A	76% B	68%	71%	75%	66%	74%	73%	72%	73%
New bicycle sharing programs	54%	49%	53%	63% B	38%	47%	62% A	60% B	49%	48%	63% A	52%
New electric scooter sharing programs	31%	34%	34%	39% B	26%	29%	42% A	48% B	28%	29%	46% A	33%
New or expanded bus routes	93% B C	73%	70%	80%	72%	73%	85% A	89% B	71%	73%	85% A	76%
More frequent bus service for existing routes	91% B C	66%	67%	82% B	60%	69%	79% A	78%	70%	69%	79%	72%
More city-sponsored rideshare programs	84% B C	63%	65%	76% B	59%	65%	77% A	85% B	62%	66%	75%	68%
New rideshare partnership programs with Uber/Lyft, etc.	73%	74%	77%	77%	72%	72%	80%	80%	73%	76%	70%	75%
More park-n-rides for access to public transportation	79% B	63%	73%	75% B	65%	66%	79% A	74%	69%	67%	78% A	70%
More rail options	87% B	74%	81%	84% B	74%	78%	84%	79%	79%	78%	84%	79%

**THE NCS**<sup>TM</sup>  
**The National Community Survey**<sup>TM</sup>

**Moorpark, CA**

*Supplemental Online Survey Results  
2020*

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# About the Open Participation Online Survey

As part of its participation in The National Community Survey™ (The NCS™), the City of Moorpark conducted a mailed survey of 2,700 residents. Surveys were mailed to randomly selected households in November 2020 and data were collected through December 2020 (see the report, *The National Community Survey: Community Livability Report, Moorpark, CA, 2020*). The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, the City made available a web-based survey to its residents through a link on the City's website. Visitors to the site were able to complete the survey during December 2020 and 97 surveys were received. This report contains the results of this opt-in administration of the web-based survey. These data were not collected through a random sample and it is unknown who in the community was aware of link on the City's website; therefore, a level of confidence in the representativeness of the sample cannot be estimated.

# Complete Responses to Online Open Participation Survey

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” response option, two tables for that question are provided: the first that excludes the “don’t know” responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

**Table 1: Question 1 without "don't know" responses**

Please rate each of the following aspects of quality of life in Moorpark.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Moorpark as a place to live	39%	N=37	49%	N=47	10%	N=10	2%	N=2	100%	N=96
Your neighborhood as a place to live	53%	N=51	40%	N=38	3%	N=3	4%	N=4	100%	N=96
Moorpark as a place to raise children	45%	N=39	46%	N=40	8%	N=7	1%	N=1	100%	N=87
Moorpark as a place to work	11%	N=7	31%	N=20	31%	N=20	28%	N=18	100%	N=65
Moorpark as a place to visit	9%	N=8	19%	N=18	40%	N=37	32%	N=30	100%	N=93
Moorpark as a place to retire	21%	N=18	40%	N=35	25%	N=22	14%	N=12	100%	N=87
The overall quality of life in Moorpark	29%	N=28	55%	N=53	14%	N=14	2%	N=2	100%	N=97
Sense of community	16%	N=15	48%	N=45	28%	N=26	8%	N=7	100%	N=93

**Table 2: Question 1 with "don't know" responses**

Please rate each of the following aspects of quality of life in Moorpark.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Moorpark as a place to live	39%	N=37	49%	N=47	10%	N=10	2%	N=2	0%	N=0	100%	N=96
Your neighborhood as a place to live	53%	N=51	40%	N=38	3%	N=3	4%	N=4	0%	N=0	100%	N=96
Moorpark as a place to raise children	41%	N=39	42%	N=40	7%	N=7	1%	N=1	8%	N=8	100%	N=95
Moorpark as a place to work	8%	N=7	22%	N=20	22%	N=20	19%	N=18	30%	N=28	100%	N=93
Moorpark as a place to visit	8%	N=8	19%	N=18	39%	N=37	32%	N=30	2%	N=2	100%	N=95
Moorpark as a place to retire	19%	N=18	37%	N=35	23%	N=22	13%	N=12	8%	N=8	100%	N=95
The overall quality of life in Moorpark	29%	N=28	55%	N=53	14%	N=14	2%	N=2	0%	N=0	100%	N=97
Sense of community	16%	N=15	47%	N=45	27%	N=26	7%	N=7	2%	N=2	100%	N=95

**Table 3: Question 2 without "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall economic health of Moorpark	2%	N=2	27%	N=24	48%	N=43	23%	N=21	100%	N=90
Overall quality of the transportation system (auto, bicycle, foot, bus) in Moorpark	3%	N=3	38%	N=33	37%	N=32	22%	N=19	100%	N=87
Overall design or layout of Moorpark's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	9%	N=8	43%	N=40	35%	N=32	13%	N=12	100%	N=92
Overall quality of the utility infrastructure in Moorpark (water, sewer, storm water, electric/gas)	8%	N=7	54%	N=50	25%	N=23	14%	N=13	100%	N=93
Overall feeling of safety in Moorpark	49%	N=47	44%	N=42	7%	N=7	0%	N=0	100%	N=96
Overall quality of natural environment in Moorpark	29%	N=27	51%	N=47	17%	N=16	3%	N=3	100%	N=93
Overall quality of parks and recreation opportunities	34%	N=32	52%	N=48	11%	N=10	3%	N=3	100%	N=93
Overall health and wellness opportunities in Moorpark	14%	N=13	54%	N=49	22%	N=20	9%	N=8	100%	N=90
Overall opportunities for education, culture, and the arts	3%	N=3	37%	N=34	40%	N=37	20%	N=19	100%	N=93
Residents' connection and engagement with their community	9%	N=8	44%	N=39	33%	N=29	15%	N=13	100%	N=89

**Table 4: Question 2 with "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall economic health of Moorpark	2%	N=2	25%	N=24	45%	N=43	22%	N=21	6%	N=6	100%	N=96
Overall quality of the transportation system (auto, bicycle, foot, bus) in Moorpark	3%	N=3	35%	N=33	34%	N=32	20%	N=19	7%	N=7	100%	N=94
Overall design or layout of Moorpark's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	9%	N=8	43%	N=40	34%	N=32	13%	N=12	2%	N=2	100%	N=94
Overall quality of the utility infrastructure in Moorpark (water, sewer, storm water, electric/gas)	7%	N=7	52%	N=50	24%	N=23	14%	N=13	3%	N=3	100%	N=96
Overall feeling of safety in Moorpark	49%	N=47	44%	N=42	7%	N=7	0%	N=0	0%	N=0	100%	N=96
Overall quality of natural environment in Moorpark	28%	N=27	49%	N=47	17%	N=16	3%	N=3	2%	N=2	100%	N=95
Overall quality of parks and recreation opportunities	33%	N=32	50%	N=48	10%	N=10	3%	N=3	3%	N=3	100%	N=96
Overall health and wellness opportunities in Moorpark	14%	N=13	51%	N=49	21%	N=20	8%	N=8	6%	N=6	100%	N=96
Overall opportunities for education, culture, and the arts	3%	N=3	35%	N=34	38%	N=37	20%	N=19	4%	N=4	100%	N=97
Residents' connection and engagement with their community	8%	N=8	41%	N=39	30%	N=29	14%	N=13	7%	N=7	100%	N=96

**Table 5: Question 3 without "don't know" responses**

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Moorpark to someone who asks	51%	N=48	35%	N=33	11%	N=10	4%	N=4	100%	N=95
Remain in Moorpark for the next five years	50%	N=47	32%	N=30	10%	N=9	9%	N=8	100%	N=94

**Table 6: Question 3 with "don't know" responses**

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Moorpark to someone who asks	50%	N=48	34%	N=33	10%	N=10	4%	N=4	1%	N=1	100%	N=96
Remain in Moorpark for the next five years	49%	N=47	31%	N=30	9%	N=9	8%	N=8	2%	N=2	100%	N=96

**Table 7: Question 4 without "don't know" responses**

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	86%	N=83	7%	N=7	4%	N=4	2%	N=2	0%	N=0	100%	N=96
In Moorpark's downtown/commercial area during the day	70%	N=66	19%	N=18	6%	N=6	3%	N=3	1%	N=1	100%	N=94
From property crime	42%	N=40	42%	N=40	10%	N=10	6%	N=6	0%	N=0	100%	N=96
From violent crime	68%	N=64	23%	N=22	5%	N=5	3%	N=3	0%	N=0	100%	N=94
From fire, flood, or other natural disaster	18%	N=17	43%	N=41	18%	N=17	15%	N=14	6%	N=6	100%	N=95

**Table 8: Question 4 with "don't know" responses**

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	86%	N=83	7%	N=7	4%	N=4	2%	N=2	0%	N=0	0%	N=0	100%	N=96
In Moorpark's downtown/commercial area during the day	69%	N=66	19%	N=18	6%	N=6	3%	N=3	1%	N=1	2%	N=2	100%	N=96
From property crime	41%	N=40	41%	N=40	10%	N=10	6%	N=6	0%	N=0	1%	N=1	100%	N=97
From violent crime	67%	N=64	23%	N=22	5%	N=5	3%	N=3	0%	N=0	1%	N=1	100%	N=95
From fire, flood, or other natural disaster	18%	N=17	43%	N=41	18%	N=17	15%	N=14	6%	N=6	1%	N=1	100%	N=96

**Table 9: Question 5 without "don't know" responses**

Please rate the job you feel the Moorpark community does at each of the following.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Making all residents feel welcome	13%	N=12	44%	N=39	31%	N=28	11%	N=10	100%	N=89
Attracting people from diverse backgrounds	13%	N=11	35%	N=29	27%	N=22	25%	N=21	100%	N=83
Valuing/respecting residents from diverse backgrounds	14%	N=11	46%	N=37	26%	N=21	15%	N=12	100%	N=81
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	12%	N=7	42%	N=25	30%	N=18	17%	N=10	100%	N=60

**Table 10: Question 5 with "don't know" responses**

Please rate the job you feel the Moorpark community does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Making all residents feel welcome	12%	N=12	40%	N=39	29%	N=28	10%	N=10	8%	N=8	100%	N=97
Attracting people from diverse backgrounds	11%	N=11	30%	N=29	23%	N=22	22%	N=21	14%	N=14	100%	N=97
Valuing/respecting residents from diverse backgrounds	11%	N=11	38%	N=37	22%	N=21	12%	N=12	16%	N=16	100%	N=97
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	7%	N=7	26%	N=25	19%	N=18	10%	N=10	38%	N=37	100%	N=97

**Table 11: Question 6 without "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall quality of business and service establishments in Moorpark	10%	N=10	34%	N=33	30%	N=29	25%	N=24	100%	N=96
Variety of business and service establishments in Moorpark	1%	N=1	20%	N=19	44%	N=42	35%	N=33	100%	N=95
Vibrancy of downtown/commercial area	1%	N=1	12%	N=11	35%	N=33	52%	N=48	100%	N=93
Employment opportunities	1%	N=1	7%	N=5	37%	N=26	55%	N=39	100%	N=71
Shopping opportunities	2%	N=2	24%	N=23	37%	N=35	37%	N=35	100%	N=95
Cost of living in Moorpark	4%	N=4	32%	N=31	47%	N=45	17%	N=16	100%	N=96
Overall image or reputation of Moorpark	8%	N=8	54%	N=52	30%	N=29	8%	N=8	100%	N=97

**Table 12: Question 6 with "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall quality of business and service establishments in Moorpark	10%	N=10	34%	N=33	30%	N=29	25%	N=24	1%	N=1	100%	N=97
Variety of business and service establishments in Moorpark	1%	N=1	20%	N=19	43%	N=42	34%	N=33	2%	N=2	100%	N=97
Vibrancy of downtown/commercial area	1%	N=1	11%	N=11	34%	N=33	49%	N=48	4%	N=4	100%	N=97
Employment opportunities	1%	N=1	5%	N=5	27%	N=26	40%	N=39	27%	N=26	100%	N=97
Shopping opportunities	2%	N=2	24%	N=23	37%	N=35	37%	N=35	0%	N=0	100%	N=95
Cost of living in Moorpark	4%	N=4	32%	N=31	46%	N=45	16%	N=16	1%	N=1	100%	N=97
Overall image or reputation of Moorpark	8%	N=8	54%	N=52	30%	N=29	8%	N=8	0%	N=0	100%	N=97

**Table 13: Question 7 without "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=5	22%	N=21	34%	N=33	39%	N=38	100%	N=97
Ease of public parking	32%	N=31	43%	N=42	18%	N=17	7%	N=7	100%	N=97
Ease of travel by car in Moorpark	16%	N=16	52%	N=50	23%	N=22	9%	N=9	100%	N=97
Ease of travel by public transportation in Moorpark	4%	N=2	33%	N=16	25%	N=12	38%	N=18	100%	N=48
Ease of travel by bicycle in Moorpark	9%	N=7	35%	N=27	31%	N=24	26%	N=20	100%	N=78
Ease of walking in Moorpark	20%	N=19	43%	N=40	25%	N=23	12%	N=11	100%	N=93
Well-planned residential growth	14%	N=12	32%	N=27	30%	N=25	24%	N=20	100%	N=84
Well-planned commercial growth	2%	N=2	16%	N=14	30%	N=26	52%	N=46	100%	N=88
Well-designed neighborhoods	11%	N=10	54%	N=50	24%	N=22	11%	N=10	100%	N=92
Preservation of the historical or cultural character of the community	14%	N=11	35%	N=28	28%	N=22	24%	N=19	100%	N=80
Public places where people want to spend time	6%	N=6	26%	N=24	29%	N=27	39%	N=36	100%	N=93
Variety of housing options	5%	N=5	39%	N=36	40%	N=37	16%	N=15	100%	N=93
Availability of affordable quality housing	3%	N=2	23%	N=17	34%	N=25	40%	N=29	100%	N=73
Overall quality of new development in Moorpark	5%	N=4	41%	N=34	33%	N=27	22%	N=18	100%	N=83
Overall appearance of Moorpark	15%	N=14	54%	N=52	25%	N=24	6%	N=6	100%	N=96

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Cleanliness of Moorpark	30%	N=29	53%	N=51	14%	N=14	3%	N=3	100%	N=97
Water resources (beaches, lakes, ponds, riverways, etc.)	3%	N=2	23%	N=17	36%	N=27	39%	N=29	100%	N=75
Air quality	20%	N=19	61%	N=57	16%	N=15	2%	N=2	100%	N=93
Availability of paths and walking trails	24%	N=22	40%	N=37	28%	N=26	9%	N=8	100%	N=93
Fitness opportunities (including exercise classes and paths or trails, etc.)	18%	N=15	30%	N=25	36%	N=30	17%	N=14	100%	N=84
Recreational opportunities	12%	N=11	43%	N=39	30%	N=27	14%	N=13	100%	N=90
Availability of affordable quality food	12%	N=11	41%	N=38	32%	N=30	15%	N=14	100%	N=93
Availability of affordable quality health care	6%	N=5	42%	N=32	36%	N=28	16%	N=12	100%	N=77
Availability of preventive health services	10%	N=7	39%	N=28	34%	N=24	17%	N=12	100%	N=71
Availability of affordable quality mental health care	11%	N=4	8%	N=3	32%	N=12	50%	N=19	100%	N=38
Opportunities to attend cultural/arts/music activities	4%	N=3	21%	N=17	35%	N=28	41%	N=33	100%	N=81
Community support for the arts	7%	N=5	28%	N=21	40%	N=30	25%	N=19	100%	N=75
Availability of affordable quality childcare/preschool	16%	N=6	13%	N=5	45%	N=17	26%	N=10	100%	N=38
K-12 education	18%	N=13	51%	N=36	24%	N=17	7%	N=5	100%	N=71
Adult educational opportunities	7%	N=4	38%	N=21	31%	N=17	24%	N=13	100%	N=55
Sense of civic/community pride	13%	N=12	42%	N=38	31%	N=28	13%	N=12	100%	N=90
Neighborliness of residents in Moorpark	17%	N=16	46%	N=44	32%	N=30	5%	N=5	100%	N=95
Opportunities to participate in social events and activities	9%	N=8	33%	N=29	35%	N=31	23%	N=20	100%	N=88
Opportunities to attend special events and festivals	9%	N=8	31%	N=28	40%	N=36	20%	N=18	100%	N=90
Opportunities to volunteer	13%	N=9	43%	N=31	33%	N=24	11%	N=8	100%	N=72
Opportunities to participate in community matters	13%	N=11	36%	N=30	32%	N=27	19%	N=16	100%	N=84
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=13	34%	N=27	39%	N=31	11%	N=9	100%	N=80

**Table 14: Question 7 with "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=5	22%	N=21	34%	N=33	39%	N=38	0%	N=0	100%	N=97
Ease of public parking	32%	N=31	43%	N=42	18%	N=17	7%	N=7	0%	N=0	100%	N=97
Ease of travel by car in Moorpark	16%	N=16	52%	N=50	23%	N=22	9%	N=9	0%	N=0	100%	N=97
Ease of travel by public transportation in Moorpark	2%	N=2	17%	N=16	13%	N=12	19%	N=18	50%	N=48	100%	N=96
Ease of travel by bicycle in Moorpark	7%	N=7	28%	N=27	25%	N=24	21%	N=20	19%	N=18	100%	N=96
Ease of walking in Moorpark	20%	N=19	41%	N=40	24%	N=23	11%	N=11	4%	N=4	100%	N=97
Well-planned residential growth	12%	N=12	28%	N=27	26%	N=25	21%	N=20	13%	N=13	100%	N=97
Well-planned commercial growth	2%	N=2	15%	N=14	27%	N=26	48%	N=46	8%	N=8	100%	N=96
Well-designed neighborhoods	11%	N=10	54%	N=50	24%	N=22	11%	N=10	1%	N=1	100%	N=93
Preservation of the historical or cultural character of the community	11%	N=11	29%	N=28	23%	N=22	20%	N=19	17%	N=16	100%	N=96
Public places where people want to spend time	6%	N=6	25%	N=24	28%	N=27	37%	N=36	4%	N=4	100%	N=97
Variety of housing options	5%	N=5	37%	N=36	38%	N=37	15%	N=15	4%	N=4	100%	N=97
Availability of affordable quality housing	2%	N=2	18%	N=17	26%	N=25	30%	N=29	25%	N=24	100%	N=97
Overall quality of new development in Moorpark	4%	N=4	35%	N=34	28%	N=27	19%	N=18	14%	N=14	100%	N=97
Overall appearance of Moorpark	15%	N=14	54%	N=52	25%	N=24	6%	N=6	0%	N=0	100%	N=96
Cleanliness of Moorpark	30%	N=29	53%	N=51	14%	N=14	3%	N=3	0%	N=0	100%	N=97
Water resources (beaches, lakes, ponds, riverways, etc.)	2%	N=2	18%	N=17	28%	N=27	30%	N=29	23%	N=22	100%	N=97
Air quality	20%	N=19	59%	N=57	16%	N=15	2%	N=2	3%	N=3	100%	N=96
Availability of paths and walking trails	23%	N=22	39%	N=37	27%	N=26	8%	N=8	3%	N=3	100%	N=96
Fitness opportunities (including exercise classes and paths or trails, etc.)	16%	N=15	26%	N=25	31%	N=30	15%	N=14	13%	N=12	100%	N=96
Recreational opportunities	11%	N=11	41%	N=39	28%	N=27	14%	N=13	6%	N=6	100%	N=96
Availability of affordable quality food	11%	N=11	40%	N=38	31%	N=30	15%	N=14	3%	N=3	100%	N=96
Availability of affordable quality health care	5%	N=5	33%	N=32	29%	N=28	13%	N=12	20%	N=19	100%	N=96
Availability of preventive health services	7%	N=7	29%	N=28	25%	N=24	12%	N=12	27%	N=26	100%	N=97
Availability of affordable quality mental health care	4%	N=4	3%	N=3	13%	N=12	20%	N=19	60%	N=58	100%	N=96

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Opportunities to attend cultural/arts/music activities	3%	N=3	18%	N=17	29%	N=28	34%	N=33	16%	N=15	100%	N=96
Community support for the arts	5%	N=5	22%	N=21	31%	N=30	20%	N=19	23%	N=22	100%	N=97
Availability of affordable quality childcare/preschool	6%	N=6	5%	N=5	18%	N=17	10%	N=10	60%	N=58	100%	N=96
K-12 education	14%	N=13	38%	N=36	18%	N=17	5%	N=5	25%	N=24	100%	N=95
Adult educational opportunities	4%	N=4	22%	N=21	18%	N=17	14%	N=13	43%	N=41	100%	N=96
Sense of civic/community pride	13%	N=12	40%	N=38	29%	N=28	13%	N=12	5%	N=5	100%	N=95
Neighborliness of residents in Moorpark	16%	N=16	45%	N=44	31%	N=30	5%	N=5	2%	N=2	100%	N=97
Opportunities to participate in social events and activities	8%	N=8	30%	N=29	32%	N=31	21%	N=20	9%	N=9	100%	N=97
Opportunities to attend special events and festivals	8%	N=8	29%	N=28	37%	N=36	19%	N=18	7%	N=7	100%	N=97
Opportunities to volunteer	9%	N=9	33%	N=31	25%	N=24	8%	N=8	24%	N=23	100%	N=95
Opportunities to participate in community matters	11%	N=11	31%	N=30	28%	N=27	16%	N=16	13%	N=13	100%	N=97
Openness and acceptance of the community toward people of diverse backgrounds	13%	N=13	28%	N=27	32%	N=31	9%	N=9	18%	N=17	100%	N=97

**Table 15: Question 8**

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Contacted the City of Moorpark (in-person, phone, email or web) for help or information	43%	N=42	57%	N=55	100%	N=97
Contacted Moorpark elected officials (in-person, phone, email or web) to express your opinion	68%	N=65	32%	N=30	100%	N=95
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	54%	N=52	46%	N=45	100%	N=97
Watched (online or on television) a local public meeting	44%	N=42	56%	N=54	100%	N=96
Volunteered your time to some group/activity in Moorpark	61%	N=59	39%	N=38	100%	N=97
Campaigned or advocated for a local issue, cause or candidate	67%	N=65	33%	N=32	100%	N=97
Voted in your most recent local election	4%	N=4	96%	N=92	100%	N=96
Used bus, rail, subway, or other public transportation instead of driving	88%	N=85	12%	N=12	100%	N=97
Carpooled with other adults or children instead of driving alone	64%	N=61	36%	N=35	100%	N=96
Walked or biked instead of driving	31%	N=30	69%	N=67	100%	N=97

**Table 16: Question 9 without "don't know" responses**

Please rate the quality of each of the following services in Moorpark.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Public information services	18%	N=15	43%	N=36	27%	N=23	12%	N=10	100%	N=84
Economic development	1%	N=1	23%	N=18	33%	N=26	43%	N=34	100%	N=79
Traffic enforcement	13%	N=11	53%	N=46	21%	N=18	13%	N=11	100%	N=86
Traffic signal timing	6%	N=6	51%	N=49	26%	N=25	17%	N=16	100%	N=96
Street repair	7%	N=7	38%	N=36	36%	N=34	19%	N=18	100%	N=95
Street cleaning	20%	N=19	57%	N=54	20%	N=19	3%	N=3	100%	N=95
Street lighting	19%	N=18	59%	N=57	15%	N=14	7%	N=7	100%	N=96
Sidewalk maintenance	14%	N=13	54%	N=50	24%	N=22	9%	N=8	100%	N=93
Bus or transit services	5%	N=2	40%	N=16	23%	N=9	33%	N=13	100%	N=40
Land use, planning, and zoning	4%	N=3	36%	N=27	32%	N=24	29%	N=22	100%	N=76
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=6	45%	N=33	26%	N=19	21%	N=15	100%	N=73
Affordable high-speed internet access	6%	N=5	36%	N=31	28%	N=24	31%	N=27	100%	N=87
Garbage collection	35%	N=34	50%	N=48	11%	N=11	3%	N=3	100%	N=96
Drinking water	24%	N=22	53%	N=49	20%	N=18	3%	N=3	100%	N=92
Sewer services	24%	N=22	59%	N=54	14%	N=13	2%	N=2	100%	N=91
Storm water management (storm drainage, dams, levees, etc.)	21%	N=18	52%	N=44	20%	N=17	6%	N=5	100%	N=84
Power (electric and/or gas) utility	11%	N=11	38%	N=36	21%	N=20	30%	N=29	100%	N=96
Utility billing	6%	N=6	53%	N=49	27%	N=25	14%	N=13	100%	N=93
Police/Sheriff services	42%	N=38	45%	N=41	7%	N=6	7%	N=6	100%	N=91
Crime prevention	36%	N=31	51%	N=43	8%	N=7	5%	N=4	100%	N=85
Animal control	22%	N=15	55%	N=38	16%	N=11	7%	N=5	100%	N=69
Ambulance or emergency medical services	31%	N=17	46%	N=25	15%	N=8	7%	N=4	100%	N=54
Fire services	44%	N=35	49%	N=39	5%	N=4	1%	N=1	100%	N=79
Fire prevention and education	25%	N=17	35%	N=24	26%	N=18	13%	N=9	100%	N=68
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	N=11	31%	N=21	31%	N=21	22%	N=15	100%	N=68

Please rate the quality of each of the following services in Moorpark.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Preservation of natural areas (open space, farmlands, and greenbelts)	19%	N=17	56%	N=50	15%	N=13	10%	N=9	100%	N=89
Moorpark open space	25%	N=23	51%	N=47	14%	N=13	10%	N=9	100%	N=92
Recycling	17%	N=15	48%	N=41	23%	N=20	12%	N=10	100%	N=86
Yard waste pick-up	30%	N=25	46%	N=39	18%	N=15	6%	N=5	100%	N=84
City parks	37%	N=34	51%	N=47	10%	N=9	3%	N=3	100%	N=93
Recreation programs or classes	22%	N=16	38%	N=27	26%	N=19	14%	N=10	100%	N=72
Recreation centers or facilities	22%	N=17	42%	N=32	21%	N=16	14%	N=11	100%	N=76
Health services	11%	N=7	41%	N=25	33%	N=20	15%	N=9	100%	N=61
Public library services	17%	N=12	37%	N=26	28%	N=20	18%	N=13	100%	N=71
Overall customer service by Moorpark employees (police, receptionists, planners, etc.)	20%	N=18	56%	N=50	18%	N=16	7%	N=6	100%	N=90

**Table 17: Question 9 with "don't know" responses**

Please rate the quality of each of the following services in Moorpark.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Public information services	15%	N=15	37%	N=36	24%	N=23	10%	N=10	13%	N=13	100%	N=97
Economic development	1%	N=1	19%	N=18	27%	N=26	35%	N=34	19%	N=18	100%	N=97
Traffic enforcement	11%	N=11	47%	N=46	19%	N=18	11%	N=11	11%	N=11	100%	N=97
Traffic signal timing	6%	N=6	51%	N=49	26%	N=25	16%	N=16	1%	N=1	100%	N=97
Street repair	7%	N=7	37%	N=36	35%	N=34	19%	N=18	2%	N=2	100%	N=97
Street cleaning	20%	N=19	56%	N=54	20%	N=19	3%	N=3	2%	N=2	100%	N=97
Street lighting	19%	N=18	59%	N=57	14%	N=14	7%	N=7	1%	N=1	100%	N=97
Sidewalk maintenance	13%	N=13	52%	N=50	23%	N=22	8%	N=8	4%	N=4	100%	N=97
Bus or transit services	2%	N=2	16%	N=16	9%	N=9	13%	N=13	59%	N=57	100%	N=97
Land use, planning, and zoning	3%	N=3	28%	N=27	25%	N=24	23%	N=22	21%	N=20	100%	N=96
Code enforcement (weeds, abandoned buildings, etc.)	6%	N=6	34%	N=33	20%	N=19	15%	N=15	25%	N=24	100%	N=97
Affordable high-speed internet access	5%	N=5	32%	N=31	25%	N=24	28%	N=27	10%	N=10	100%	N=97
Garbage collection	35%	N=34	49%	N=48	11%	N=11	3%	N=3	1%	N=1	100%	N=97
Drinking water	23%	N=22	51%	N=49	19%	N=18	3%	N=3	5%	N=5	100%	N=97

Please rate the quality of each of the following services in Moorpark.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sewer services	23%	N=22	56%	N=54	14%	N=13	2%	N=2	5%	N=5	100%	N=96
Storm water management (storm drainage, dams, levees, etc.)	19%	N=18	46%	N=44	18%	N=17	5%	N=5	13%	N=12	100%	N=96
Power (electric and/or gas) utility	11%	N=11	37%	N=36	21%	N=20	30%	N=29	1%	N=1	100%	N=97
Utility billing	6%	N=6	51%	N=49	26%	N=25	13%	N=13	4%	N=4	100%	N=97
Police/Sheriff services	39%	N=38	42%	N=41	6%	N=6	6%	N=6	6%	N=6	100%	N=97
Crime prevention	32%	N=31	44%	N=43	7%	N=7	4%	N=4	12%	N=12	100%	N=97
Animal control	15%	N=15	39%	N=38	11%	N=11	5%	N=5	29%	N=28	100%	N=97
Ambulance or emergency medical services	18%	N=17	26%	N=25	8%	N=8	4%	N=4	44%	N=43	100%	N=97
Fire services	36%	N=35	40%	N=39	4%	N=4	1%	N=1	19%	N=18	100%	N=97
Fire prevention and education	18%	N=17	25%	N=24	19%	N=18	9%	N=9	30%	N=29	100%	N=97
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	N=11	22%	N=21	22%	N=21	15%	N=15	30%	N=29	100%	N=97
Preservation of natural areas (open space, farmlands, and greenbelts)	18%	N=17	53%	N=50	14%	N=13	10%	N=9	5%	N=5	100%	N=94
Moorpark open space	24%	N=23	48%	N=47	13%	N=13	9%	N=9	5%	N=5	100%	N=97
Recycling	15%	N=15	42%	N=41	21%	N=20	10%	N=10	11%	N=11	100%	N=97
Yard waste pick-up	26%	N=25	40%	N=39	15%	N=15	5%	N=5	13%	N=13	100%	N=97
City parks	35%	N=34	49%	N=47	9%	N=9	3%	N=3	3%	N=3	100%	N=96
Recreation programs or classes	16%	N=16	28%	N=27	20%	N=19	10%	N=10	26%	N=25	100%	N=97
Recreation centers or facilities	18%	N=17	33%	N=32	17%	N=16	11%	N=11	21%	N=20	100%	N=96
Health services	7%	N=7	26%	N=25	21%	N=20	9%	N=9	36%	N=34	100%	N=95
Public library services	13%	N=12	27%	N=26	21%	N=20	14%	N=13	26%	N=25	100%	N=96
Overall customer service by Moorpark employees (police, receptionists, planners, etc.)	19%	N=18	52%	N=50	16%	N=16	6%	N=6	7%	N=7	100%	N=97

**Table 18: Question 10 without "don't know" responses**

Please rate the following categories of Moorpark government performance.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Moorpark	8%	N=7	48%	N=42	31%	N=27	14%	N=12	100%	N=88
The overall direction that Moorpark is taking	7%	N=6	35%	N=29	29%	N=24	30%	N=25	100%	N=84
The job Moorpark government does at welcoming resident involvement	13%	N=11	30%	N=25	34%	N=28	22%	N=18	100%	N=82
Overall confidence in Moorpark government	9%	N=8	29%	N=27	39%	N=36	23%	N=21	100%	N=92
Generally acting in the best interest of the community	14%	N=12	33%	N=29	38%	N=33	16%	N=14	100%	N=88
Being honest	17%	N=13	36%	N=28	32%	N=25	14%	N=11	100%	N=77
Being open and transparent to the public	15%	N=12	33%	N=26	35%	N=28	16%	N=13	100%	N=79
Informing residents about issues facing the community	13%	N=11	33%	N=27	25%	N=21	29%	N=24	100%	N=83
Treating all residents fairly	20%	N=14	36%	N=25	30%	N=21	14%	N=10	100%	N=70
Treating residents with respect	21%	N=17	47%	N=38	21%	N=17	11%	N=9	100%	N=81

**Table 19: Question 10 with "don't know" responses**

Please rate the following categories of Moorpark government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Moorpark	7%	N=7	45%	N=42	29%	N=27	13%	N=12	6%	N=6	100%	N=94
The overall direction that Moorpark is taking	6%	N=6	31%	N=29	25%	N=24	26%	N=25	12%	N=11	100%	N=95
The job Moorpark government does at welcoming resident involvement	12%	N=11	26%	N=25	29%	N=28	19%	N=18	14%	N=13	100%	N=95
Overall confidence in Moorpark government	8%	N=8	28%	N=27	38%	N=36	22%	N=21	4%	N=4	100%	N=96
Generally acting in the best interest of the community	13%	N=12	30%	N=29	34%	N=33	15%	N=14	8%	N=8	100%	N=96
Being honest	14%	N=13	29%	N=28	26%	N=25	11%	N=11	20%	N=19	100%	N=96
Being open and transparent to the public	13%	N=12	27%	N=26	29%	N=28	14%	N=13	18%	N=17	100%	N=96
Informing residents about issues facing the community	12%	N=11	28%	N=27	22%	N=21	25%	N=24	13%	N=12	100%	N=95
Treating all residents fairly	15%	N=14	26%	N=25	22%	N=21	10%	N=10	27%	N=26	100%	N=96
Treating residents with respect	18%	N=17	40%	N=38	18%	N=17	9%	N=9	16%	N=15	100%	N=96

**Table 20: Question 11 without "don't know" responses**

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The City of Moorpark	16%	N=15	44%	N=40	32%	N=29	8%	N=7	100%	N=91
The Federal Government	3%	N=3	23%	N=21	45%	N=41	29%	N=26	100%	N=91

**Table 21: Question 11 with "don't know" responses**

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Moorpark	16%	N=15	42%	N=40	31%	N=29	7%	N=7	4%	N=4	100%	N=95
The Federal Government	3%	N=3	22%	N=21	43%	N=41	27%	N=26	5%	N=5	100%	N=96

**Table 22: Question 12**

Please rate how important, if at all, you think it is for the Moorpark community to focus on each of the following in the coming two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Overall economic health of Moorpark	63%	N=59	32%	N=30	5%	N=5	0%	N=0	100%	N=94
Overall quality of the transportation system (auto, bicycle, foot, bus) in Moorpark	26%	N=25	35%	N=33	33%	N=31	6%	N=6	100%	N=95
Overall design or layout of Moorpark's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	39%	N=37	38%	N=36	22%	N=21	2%	N=2	100%	N=96
Overall quality of the utility infrastructure in Moorpark (water, sewer, storm water, electric/gas)	58%	N=53	28%	N=26	14%	N=13	0%	N=0	100%	N=92
Overall feeling of safety in Moorpark	58%	N=56	29%	N=28	8%	N=8	4%	N=4	100%	N=96
Overall quality of natural environment in Moorpark	43%	N=41	31%	N=30	24%	N=23	2%	N=2	100%	N=96
Overall quality of parks and recreation opportunities	31%	N=29	43%	N=40	23%	N=21	3%	N=3	100%	N=93
Overall health and wellness opportunities in Moorpark	21%	N=20	37%	N=35	38%	N=36	4%	N=4	100%	N=95
Overall opportunities for education, culture and the arts	24%	N=23	38%	N=36	32%	N=30	6%	N=6	100%	N=95
Residents' connection and engagement with their community	23%	N=22	41%	N=39	33%	N=31	3%	N=3	100%	N=95

**Table 23: Question 13 without "don't know" responses**

How likely or unlikely would you be to shop and dine in Moorpark if the following amenities were added?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
More unique dining opportunities	81%	N=78	16%	N=15	2%	N=2	1%	N=1	100%	N=96
More national chain restaurants	28%	N=26	27%	N=25	19%	N=18	26%	N=24	100%	N=93
More small, independent, locally owned or "mom and pop" businesses	74%	N=70	20%	N=19	3%	N=3	2%	N=2	100%	N=94
More large franchise businesses	25%	N=23	37%	N=34	18%	N=17	20%	N=19	100%	N=93
More service-oriented businesses (e.g., spa/nail/esthetician services, beer/wine bar, coffee shops, dry cleaner, etc.)	36%	N=34	39%	N=37	16%	N=15	9%	N=9	100%	N=95
More nightlife opportunities	31%	N=29	30%	N=28	15%	N=14	24%	N=22	100%	N=93
Increased safety and security	48%	N=43	37%	N=33	7%	N=6	8%	N=7	100%	N=89
More accessible transportation and parking options (e.g., local bus service, on-demand rideshare, bicycle, etc.)	18%	N=16	33%	N=29	22%	N=20	27%	N=24	100%	N=89
More transportation options on nights and weekends	19%	N=15	31%	N=25	20%	N=16	31%	N=25	100%	N=81

**Table 24: Question 13 with "don't know" responses**

How likely or unlikely would you be to shop and dine in Moorpark if the following amenities were added?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
More unique dining opportunities	81%	N=78	16%	N=15	2%	N=2	1%	N=1	0%	N=0	100%	N=96
More national chain restaurants	28%	N=26	27%	N=25	19%	N=18	26%	N=24	1%	N=1	100%	N=94
More small, independent, locally owned or "mom and pop" businesses	74%	N=70	20%	N=19	3%	N=3	2%	N=2	1%	N=1	100%	N=95
More large franchise businesses	24%	N=23	35%	N=34	18%	N=17	20%	N=19	3%	N=3	100%	N=96
More service-oriented businesses (e.g., spa/nail/esthetician services, beer/wine bar, coffee shops, dry cleaner, etc.)	35%	N=34	39%	N=37	16%	N=15	9%	N=9	1%	N=1	100%	N=96
More nightlife opportunities	30%	N=29	29%	N=28	15%	N=14	23%	N=22	3%	N=3	100%	N=96
Increased safety and security	46%	N=43	35%	N=33	6%	N=6	7%	N=7	5%	N=5	100%	N=94
More accessible transportation and parking options (e.g., local bus service, on-demand rideshare, bicycle, etc.)	17%	N=16	31%	N=29	21%	N=20	25%	N=24	6%	N=6	100%	N=95
More transportation options on nights and weekends	16%	N=15	27%	N=25	17%	N=16	27%	N=25	14%	N=13	100%	N=94

**Table 25: Question 14 without "don't know" responses**

Please indicate how much you would support or oppose the City of Moorpark investing in each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	%	N	%	N	%	N	%	N	%	N
More sidewalks and other pedestrian walkways	38%	N=35	50%	N=46	9%	N=8	3%	N=3	100%	N=92
More trails and greenways	58%	N=54	33%	N=31	8%	N=7	1%	N=1	100%	N=93
More bicycle lanes	42%	N=39	33%	N=30	16%	N=15	9%	N=8	100%	N=92
New bicycle sharing programs	14%	N=12	37%	N=31	23%	N=19	25%	N=21	100%	N=83
New electric scooter sharing programs	14%	N=12	16%	N=14	21%	N=18	49%	N=42	100%	N=86
New or expanded bus routes	19%	N=15	54%	N=43	21%	N=17	6%	N=5	100%	N=80
More frequent bus service for existing routes	21%	N=16	50%	N=39	22%	N=17	8%	N=6	100%	N=78
More city-sponsored rideshare programs	19%	N=14	40%	N=29	31%	N=22	10%	N=7	100%	N=72
New rideshare partnership programs with Uber/Lyft, etc.	27%	N=22	44%	N=36	16%	N=13	13%	N=11	100%	N=82
More park-n-rides for access to public transportation	20%	N=15	53%	N=40	19%	N=14	8%	N=6	100%	N=75
More rail options	38%	N=29	43%	N=33	13%	N=10	6%	N=5	100%	N=77

**Table 26: Question 14 with "don't know" responses**

Please indicate how much you would support or oppose the City of Moorpark investing in each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
More sidewalks and other pedestrian walkways	37%	N=35	48%	N=46	8%	N=8	3%	N=3	3%	N=3	100%	N=95
More trails and greenways	56%	N=54	32%	N=31	7%	N=7	1%	N=1	3%	N=3	100%	N=96
More bicycle lanes	41%	N=39	31%	N=30	16%	N=15	8%	N=8	4%	N=4	100%	N=96
New bicycle sharing programs	13%	N=12	33%	N=31	20%	N=19	22%	N=21	12%	N=11	100%	N=94
New electric scooter sharing programs	13%	N=12	15%	N=14	19%	N=18	44%	N=42	9%	N=9	100%	N=95
New or expanded bus routes	16%	N=15	45%	N=43	18%	N=17	5%	N=5	17%	N=16	100%	N=96
More frequent bus service for existing routes	17%	N=16	41%	N=39	18%	N=17	6%	N=6	19%	N=18	100%	N=96
More city-sponsored rideshare programs	15%	N=14	30%	N=29	23%	N=22	7%	N=7	25%	N=24	100%	N=96
New rideshare partnership programs with Uber/Lyft, etc.	23%	N=22	38%	N=36	14%	N=13	12%	N=11	14%	N=13	100%	N=95
More park-n-rides for access to public transportation	16%	N=15	42%	N=40	15%	N=14	6%	N=6	21%	N=20	100%	N=95
More rail options	31%	N=29	35%	N=33	11%	N=10	5%	N=5	18%	N=17	100%	N=94

**Table 27: Question D1 without "don't know" responses**

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
Access the internet from your home using a computer, laptop or tablet computer	97%	N=93	1%	N=1	1%	N=1	1%	N=1	0%	N=0	100%	N=96
Access the internet from your cell phone	92%	N=88	3%	N=3	3%	N=3	1%	N=1	1%	N=1	100%	N=96
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	68%	N=65	16%	N=15	6%	N=6	1%	N=1	9%	N=9	100%	N=96
Use or check email	95%	N=90	3%	N=3	2%	N=2	0%	N=0	0%	N=0	100%	N=95
Share your opinions online	29%	N=27	6%	N=6	12%	N=11	23%	N=22	30%	N=28	100%	N=94
Shop online	26%	N=25	11%	N=10	41%	N=39	21%	N=20	1%	N=1	100%	N=95

**Table 28: Question D1 with "don't know" responses**

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Don't know		Total	
Access the internet from your home using a computer, laptop or tablet computer	97%	N=93	1%	N=1	1%	N=1	1%	N=1	0%	N=0	0%	N=0	100%	N=96
Access the internet from your cell phone	92%	N=88	3%	N=3	3%	N=3	1%	N=1	1%	N=1	0%	N=0	100%	N=96
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	68%	N=65	16%	N=15	6%	N=6	1%	N=1	9%	N=9	0%	N=0	100%	N=96
Use or check email	95%	N=90	3%	N=3	2%	N=2	0%	N=0	0%	N=0	0%	N=0	100%	N=95
Share your opinions online	28%	N=27	6%	N=6	11%	N=11	23%	N=22	29%	N=28	2%	N=2	100%	N=96
Shop online	26%	N=25	11%	N=10	41%	N=39	21%	N=20	1%	N=1	0%	N=0	100%	N=95

**Table 29: Question D2**

Would you say that in general your health is:	Percent	Number
Excellent	32%	N=31
Very good	48%	N=46
Good	19%	N=18
Fair	1%	N=1
Poor	0%	N=0
Total	100%	N=96

**Table 30: Question D3**

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	9%	N=9
Somewhat positive	19%	N=18
Neutral	48%	N=46
Somewhat negative	19%	N=18
Very negative	5%	N=5
Total	100%	N=96

**Table 31: Question D4**

How many years have you lived in Moorpark?	Percent	Number
Less than 2 years	8%	N=8
2 to 5 years	14%	N=13
6 to 10 years	22%	N=21
11 to 20 years	14%	N=13
More than 20 years	43%	N=41
Total	100%	N=96

**Table 32: Question D5**

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	92%	N=89
Building with two or more homes (duplex, townhome, apartment or condominium)	7%	N=7
Mobile home	0%	N=0
Other	1%	N=1
Total	100%	N=97

**Table 33: Question D6**

Do you rent or own your home?	Percent	Number
Rent	9%	N=9
Own	91%	N=88
Total	100%	N=97

**Table 34: Question D7**

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$500 per month	1%	N=1
\$500 to \$999 per month	9%	N=9
\$1,000 to \$1,499 per month	9%	N=9
\$1,500 to \$1,999 per month	11%	N=10
\$2,000 to \$2,499 per month	14%	N=13
\$2,500 to \$2,999 per month	17%	N=16
\$3,000 to \$3,499 per month	13%	N=12
\$3,500 or more per month	26%	N=25
Total	100%	N=95

**Table 35: Question D8**

Do any children 17 or under live in your household?	Percent	Number
No	68%	N=65
Yes	32%	N=31
Total	100%	N=96

**Table 36: Question D9**

Are you or any other members of your household aged 65 or older?	Percent	Number
No	68%	N=65
Yes	32%	N=31
Total	100%	N=96

**Table 37: Question D10**

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	2%	N=2
\$25,000 to \$49,999	7%	N=6
\$50,000 to \$74,999	4%	N=4
\$75,000 to \$99,999	12%	N=11
\$100,000 to \$149,999	33%	N=30
\$150,000 or more	42%	N=39
Total	100%	N=92

**Table 38: Question D11**

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	82%	N=77
Yes, I consider myself to be Spanish, Hispanic or Latino	18%	N=17
Total	100%	N=94

**Table 39: Question D12**

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=1
Asian, Asian Indian or Pacific Islander	5%	N=5
Black or African American	1%	N=1
White	89%	N=84
Other	10%	N=9

Total may exceed 100% as respondents could select more than one option.

**Table 40: Question D13**

In which category is your age?	Percent	Number
18 to 24 years	4%	N=4
25 to 34 years	15%	N=15
35 to 44 years	11%	N=11
45 to 54 years	15%	N=15
55 to 64 years	32%	N=31
65 to 74 years	19%	N=18
75 years or older	3%	N=3
Total	100%	N=97

**Table 41: Question D14**

What is your gender?	Percent	Number
Female	46%	N=44
Male	54%	N=52
Identify in another way	0%	N=0
Total	100%	N=96

**Table 42: How did you hear about this survey?**

How did you hear about this survey?	Percent	Number
The City's website	3%	N=3
The City's social media (Facebook, Twitter, Instagram, etc.)	26%	N=25
Received an email from the City	22%	N=21
In a City newsletter or utility bill	3%	N=3
Received a postcard or letter from the City	1%	N=1
Nextdoor	2%	N=2
In my Facebook feed	20%	N=19
Saw it on a video of a public meeting or at a meeting I attended	0%	N=0
Saw it on the City's cable channel	0%	N=0
Saw it in a newspaper article or ad (hard copy or online)	3%	N=3
Saw a flyer or poster about it	0%	N=0
Heard about it from a family member, friend or neighborhood	11%	N=11
Heard about it from a business or social organization in my community	0%	N=0
Polco's weekly email	0%	N=0
Polco social media post	1%	N=1
On my Polco feed	1%	N=1
Other	6%	N=6
Total	100%	N=96

# Verbatim Responses to Open-Ended Question

The following pages contain the respondents' verbatim responses as entered in the web survey and have not been edited for spelling or grammar. Responses have been organized by alphabetical order.

## How did you hear about this survey?

If you selected an "other" way, in what other way did you hear about this survey?

- google
- It was in my Google news feed
- Mentioned in neighborhood Facebook page
- Moorpark Patch site
- online local news source
- Text message
- Twitter

**THE NCS**<sup>TM</sup>  
**The National Community Survey**<sup>TM</sup>

**Moorpark, CA**  
*Technical Appendices*  
**2020**

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# Appendix A: Complete Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” response option, two tables for that question are provided: the first that excludes the “don’t know” responses, and the second that includes those responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

**Table 1: Question 1 without "don't know" responses**

Please rate each of the following aspects of quality of life in Moorpark.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Moorpark as a place to live	55%	N=276	37%	N=185	6%	N=30	2%	N=8	100%	N=498
Your neighborhood as a place to live	54%	N=268	38%	N=189	7%	N=34	1%	N=3	100%	N=494
Moorpark as a place to raise children	66%	N=297	31%	N=140	3%	N=13	1%	N=3	100%	N=453
Moorpark as a place to work	17%	N=56	32%	N=106	34%	N=112	17%	N=57	100%	N=331
Moorpark as a place to visit	14%	N=64	27%	N=128	39%	N=183	21%	N=100	100%	N=475
Moorpark as a place to retire	36%	N=156	34%	N=148	21%	N=92	9%	N=41	100%	N=436
The overall quality of life in Moorpark	41%	N=200	47%	N=229	12%	N=60	0%	N=1	100%	N=489
Sense of community	34%	N=169	45%	N=219	16%	N=79	5%	N=24	100%	N=491

**Table 2: Question 1 with "don't know" responses**

Please rate each of the following aspects of quality of life in Moorpark.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Moorpark as a place to live	55%	N=276	37%	N=185	6%	N=30	2%	N=8	0%	N=0	100%	N=498
Your neighborhood as a place to live	54%	N=268	38%	N=189	7%	N=34	1%	N=3	0%	N=0	100%	N=494
Moorpark as a place to raise children	60%	N=297	28%	N=140	3%	N=13	1%	N=3	9%	N=46	100%	N=499
Moorpark as a place to work	11%	N=56	21%	N=106	22%	N=112	11%	N=57	34%	N=167	100%	N=498
Moorpark as a place to visit	13%	N=64	26%	N=128	37%	N=183	20%	N=100	4%	N=20	100%	N=495
Moorpark as a place to retire	31%	N=156	30%	N=148	19%	N=92	8%	N=41	12%	N=59	100%	N=495
The overall quality of life in Moorpark	41%	N=200	47%	N=229	12%	N=60	0%	N=1	0%	N=1	100%	N=490
Sense of community	34%	N=169	44%	N=219	16%	N=79	5%	N=24	1%	N=6	100%	N=497

**Table 3: Question 2 without "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall economic health of Moorpark	7%	N=29	41%	N=184	39%	N=176	14%	N=62	100%	N=451
Overall quality of the transportation system (auto, bicycle, foot, bus) in Moorpark	13%	N=59	47%	N=208	30%	N=134	10%	N=45	100%	N=446
Overall design or layout of Moorpark's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	18%	N=88	51%	N=251	25%	N=122	6%	N=30	100%	N=491
Overall quality of the utility infrastructure in Moorpark (water, sewer, storm water, electric/gas)	24%	N=114	54%	N=256	19%	N=92	3%	N=12	100%	N=474
Overall feeling of safety in Moorpark	55%	N=268	41%	N=201	4%	N=19	0%	N=2	100%	N=490
Overall quality of natural environment in Moorpark	43%	N=214	45%	N=226	9%	N=44	2%	N=12	100%	N=496
Overall quality of parks and recreation opportunities	45%	N=213	43%	N=206	11%	N=54	1%	N=3	100%	N=477
Overall health and wellness opportunities in Moorpark	26%	N=117	50%	N=227	18%	N=81	6%	N=26	100%	N=451
Overall opportunities for education, culture, and the arts	13%	N=61	49%	N=223	26%	N=118	12%	N=54	100%	N=456
Residents' connection and engagement with their community	16%	N=73	50%	N=235	26%	N=123	7%	N=35	100%	N=465

**Table 4: Question 2 with "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall economic health of Moorpark	6%	N=29	37%	N=184	35%	N=176	12%	N=62	10%	N=48	100%	N=499
Overall quality of the transportation system (auto, bicycle, foot, bus) in Moorpark	12%	N=59	42%	N=208	27%	N=134	9%	N=45	10%	N=47	100%	N=494
Overall design or layout of Moorpark's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	18%	N=88	51%	N=251	25%	N=122	6%	N=30	1%	N=4	100%	N=495
Overall quality of the utility infrastructure in Moorpark (water, sewer, storm water, electric/gas)	23%	N=114	51%	N=256	19%	N=92	2%	N=12	5%	N=24	100%	N=498
Overall feeling of safety in Moorpark	55%	N=268	41%	N=201	4%	N=19	0%	N=2	0%	N=0	100%	N=490
Overall quality of natural environment in Moorpark	43%	N=214	45%	N=226	9%	N=44	2%	N=12	1%	N=3	100%	N=499
Overall quality of parks and recreation opportunities	43%	N=213	42%	N=206	11%	N=54	1%	N=3	4%	N=17	100%	N=494
Overall health and wellness opportunities in Moorpark	23%	N=117	45%	N=227	16%	N=81	5%	N=26	10%	N=48	100%	N=499

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Overall opportunities for education, culture, and the arts	12%	N=61	45%	N=223	24%	N=118	11%	N=54	7%	N=35	100%	N=490
Residents' connection and engagement with their community	15%	N=73	48%	N=235	25%	N=123	7%	N=35	6%	N=29	100%	N=494

**Table 5: Question 3 without "don't know" responses**

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Moorpark to someone who asks	57%	N=284	38%	N=188	3%	N=14	3%	N=13	100%	N=499
Remain in Moorpark for the next five years	64%	N=311	23%	N=111	7%	N=36	6%	N=27	100%	N=485

**Table 6: Question 3 with "don't know" responses**

Please indicate how likely or unlikely you are to do each of the following.	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Moorpark to someone who asks	57%	N=284	38%	N=188	3%	N=14	3%	N=13	0%	N=0	100%	N=499
Remain in Moorpark for the next five years	62%	N=311	22%	N=111	7%	N=36	5%	N=27	3%	N=14	100%	N=498

**Table 7: Question 4 without "don't know" responses**

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	85%	N=427	13%	N=65	2%	N=8	0%	N=1	0%	N=0	100%	N=500
In Moorpark's downtown/commercial area during the day	65%	N=322	30%	N=146	4%	N=20	1%	N=4	0%	N=1	100%	N=492
From property crime	46%	N=226	38%	N=186	12%	N=58	3%	N=17	0%	N=2	100%	N=488
From violent crime	64%	N=316	27%	N=135	8%	N=38	1%	N=3	0%	N=1	100%	N=493
From fire, flood, or other natural disaster	29%	N=142	42%	N=206	14%	N=68	11%	N=54	4%	N=18	100%	N=487

**Table 8: Question 4 with "don't know" responses**

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	85%	N=427	13%	N=65	2%	N=8	0%	N=1	0%	N=0	0%	N=0	100%	N=500
In Moorpark's downtown/commercial area during the day	64%	N=322	29%	N=146	4%	N=20	1%	N=4	0%	N=1	2%	N=8	100%	N=499

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
From property crime	45%	N=226	37%	N=186	12%	N=58	3%	N=17	0%	N=2	2%	N=10	100%	N=498
From violent crime	63%	N=316	27%	N=135	8%	N=38	1%	N=3	0%	N=1	1%	N=4	100%	N=498
From fire, flood, or other natural disaster	29%	N=142	42%	N=206	14%	N=68	11%	N=54	4%	N=18	2%	N=9	100%	N=497

**Table 9: Question 5 without "don't know" responses**

Please rate the job you feel the Moorpark community does at each of the following.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Making all residents feel welcome	33%	N=149	45%	N=204	17%	N=78	4%	N=20	100%	N=451
Attracting people from diverse backgrounds	20%	N=83	49%	N=202	22%	N=92	9%	N=38	100%	N=415
Valuing/respecting residents from diverse backgrounds	27%	N=112	52%	N=218	15%	N=63	7%	N=28	100%	N=420
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	16%	N=53	51%	N=173	25%	N=83	8%	N=28	100%	N=338

**Table 10: Question 5 with "don't know" responses**

Please rate the job you feel the Moorpark community does at each of the following.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Making all residents feel welcome	30%	N=149	41%	N=204	16%	N=78	4%	N=20	10%	N=49	100%	N=499
Attracting people from diverse backgrounds	17%	N=83	41%	N=202	19%	N=92	8%	N=38	16%	N=80	100%	N=494
Valuing/respecting residents from diverse backgrounds	23%	N=112	44%	N=218	13%	N=63	6%	N=28	15%	N=74	100%	N=494
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	11%	N=53	35%	N=173	17%	N=83	6%	N=28	32%	N=158	100%	N=496

**Table 11: Question 6 without "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall quality of business and service establishments in Moorpark	12%	N=59	45%	N=223	32%	N=158	11%	N=56	100%	N=496
Variety of business and service establishments in Moorpark	5%	N=25	30%	N=148	40%	N=199	25%	N=123	100%	N=496
Vibrancy of downtown/commercial area	2%	N=10	15%	N=75	41%	N=202	42%	N=205	100%	N=491
Employment opportunities	1%	N=4	15%	N=50	46%	N=156	38%	N=128	100%	N=338
Shopping opportunities	3%	N=16	28%	N=140	43%	N=213	26%	N=127	100%	N=496
Cost of living in Moorpark	4%	N=20	35%	N=175	41%	N=201	20%	N=100	100%	N=495

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total	
	26%	N=130	50%	N=246	19%	N=95	4%	N=22	100%	N=493
Overall image or reputation of Moorpark										

**Table 12: Question 6 with "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	12%	N=59	45%	N=223	32%	N=158	11%	N=56	0%	N=2	100%	N=499
Overall quality of business and service establishments in Moorpark	5%	N=25	30%	N=148	40%	N=199	25%	N=123	1%	N=3	100%	N=499
Vibrancy of downtown/commercial area	2%	N=10	15%	N=75	40%	N=202	41%	N=205	1%	N=7	100%	N=499
Employment opportunities	1%	N=4	10%	N=50	31%	N=156	26%	N=128	32%	N=161	100%	N=500
Shopping opportunities	3%	N=16	28%	N=140	43%	N=213	26%	N=127	0%	N=0	100%	N=496
Cost of living in Moorpark	4%	N=20	35%	N=175	40%	N=201	20%	N=100	1%	N=3	100%	N=498
Overall image or reputation of Moorpark	26%	N=130	49%	N=246	19%	N=95	4%	N=22	1%	N=5	100%	N=498

**Table 13: Question 7 without "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total	
	6%	N=32	36%	N=178	26%	N=129	32%	N=157	100%	N=496
Traffic flow on major streets	26%	N=126	54%	N=263	16%	N=76	4%	N=17	100%	N=483
Ease of public parking	26%	N=128	48%	N=235	20%	N=100	6%	N=28	100%	N=492
Ease of travel by car in Moorpark	12%	N=26	40%	N=90	32%	N=71	17%	N=37	100%	N=224
Ease of travel by public transportation in Moorpark	16%	N=52	50%	N=169	21%	N=71	13%	N=44	100%	N=335
Ease of walking in Moorpark	29%	N=136	50%	N=233	16%	N=77	5%	N=22	100%	N=468
Well-planned residential growth	17%	N=72	40%	N=171	30%	N=128	12%	N=52	100%	N=423
Well-planned commercial growth	5%	N=20	21%	N=87	36%	N=153	38%	N=161	100%	N=422
Well-designed neighborhoods	24%	N=114	53%	N=250	18%	N=86	5%	N=23	100%	N=474
Preservation of the historical or cultural character of the community	12%	N=49	39%	N=158	34%	N=140	15%	N=60	100%	N=408
Public places where people want to spend time	9%	N=42	37%	N=174	33%	N=154	22%	N=102	100%	N=472

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Variety of housing options	12%	N=57	43%	N=202	30%	N=141	15%	N=69	100%	N=468
Availability of affordable quality housing	8%	N=33	22%	N=91	36%	N=147	34%	N=137	100%	N=407
Overall quality of new development in Moorpark	10%	N=41	43%	N=178	33%	N=134	15%	N=60	100%	N=413
Overall appearance of Moorpark	21%	N=104	56%	N=275	19%	N=95	4%	N=21	100%	N=495
Cleanliness of Moorpark	38%	N=184	48%	N=237	12%	N=60	2%	N=8	100%	N=489
Water resources (beaches, lakes, ponds, riverways, etc.)	7%	N=27	25%	N=97	32%	N=123	36%	N=139	100%	N=387
Air quality	33%	N=163	53%	N=259	12%	N=60	2%	N=11	100%	N=492
Availability of paths and walking trails	28%	N=135	47%	N=230	17%	N=81	8%	N=41	100%	N=488
Fitness opportunities (including exercise classes and paths or trails, etc.)	18%	N=85	52%	N=240	23%	N=107	7%	N=31	100%	N=463
Recreational opportunities	19%	N=86	51%	N=233	23%	N=108	7%	N=33	100%	N=460
Availability of affordable quality food	14%	N=70	49%	N=237	29%	N=142	7%	N=33	100%	N=482
Availability of affordable quality health care	11%	N=42	48%	N=186	31%	N=121	10%	N=37	100%	N=386
Availability of preventive health services	10%	N=35	43%	N=153	34%	N=121	14%	N=48	100%	N=357
Availability of affordable quality mental health care	4%	N=9	26%	N=57	38%	N=83	32%	N=69	100%	N=217
Opportunities to attend cultural/arts/music activities	3%	N=12	29%	N=131	41%	N=181	28%	N=123	100%	N=446
Community support for the arts	4%	N=15	34%	N=127	43%	N=162	19%	N=73	100%	N=377
Availability of affordable quality childcare/preschool	7%	N=18	34%	N=80	40%	N=96	19%	N=44	100%	N=238
K-12 education	35%	N=128	49%	N=181	13%	N=46	3%	N=11	100%	N=366
Adult educational opportunities	10%	N=30	42%	N=126	38%	N=114	10%	N=29	100%	N=298
Sense of civic/community pride	20%	N=90	52%	N=238	25%	N=115	4%	N=17	100%	N=461
Neighborliness of residents in Moorpark	28%	N=135	48%	N=231	20%	N=98	4%	N=20	100%	N=484
Opportunities to participate in social events and activities	9%	N=38	46%	N=201	36%	N=161	9%	N=41	100%	N=440
Opportunities to attend special events and festivals	10%	N=44	43%	N=192	34%	N=150	13%	N=57	100%	N=444
Opportunities to volunteer	12%	N=41	46%	N=158	33%	N=115	8%	N=29	100%	N=342
Opportunities to participate in community matters	10%	N=36	49%	N=182	33%	N=122	9%	N=32	100%	N=372

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Total		
	21%	N=83	44%	N=171	25%	N=99	9%	N=36	100%	N=389	
Openness and acceptance of the community toward people of diverse backgrounds											

**Table 14: Question 7 with "don't know" responses**

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	6%	N=32	36%	N=178	26%	N=129	32%	N=157	0%	N=1	100%	N=497
Ease of public parking	26%	N=126	53%	N=263	15%	N=76	4%	N=17	2%	N=10	100%	N=493
Ease of travel by car in Moorpark	26%	N=128	47%	N=235	20%	N=100	6%	N=28	1%	N=6	100%	N=497
Ease of travel by public transportation in Moorpark	5%	N=26	18%	N=90	14%	N=71	7%	N=37	55%	N=270	100%	N=494
Ease of travel by bicycle in Moorpark	11%	N=52	34%	N=169	15%	N=71	9%	N=44	31%	N=153	100%	N=489
Ease of walking in Moorpark	28%	N=136	48%	N=233	16%	N=77	5%	N=22	4%	N=19	100%	N=487
Well-planned residential growth	15%	N=72	35%	N=171	26%	N=128	11%	N=52	14%	N=67	100%	N=491
Well-planned commercial growth	4%	N=20	18%	N=87	31%	N=153	33%	N=161	15%	N=72	100%	N=494
Well-designed neighborhoods	23%	N=114	51%	N=250	17%	N=86	5%	N=23	4%	N=19	100%	N=493
Preservation of the historical or cultural character of the community	10%	N=49	32%	N=158	28%	N=140	12%	N=60	17%	N=85	100%	N=493
Public places where people want to spend time	9%	N=42	36%	N=174	31%	N=154	21%	N=102	4%	N=19	100%	N=491
Variety of housing options	12%	N=57	41%	N=202	29%	N=141	14%	N=69	5%	N=25	100%	N=493
Availability of affordable quality housing	7%	N=33	18%	N=91	30%	N=147	28%	N=137	18%	N=87	100%	N=494
Overall quality of new development in Moorpark	8%	N=41	36%	N=178	27%	N=134	12%	N=60	16%	N=78	100%	N=491
Overall appearance of Moorpark	21%	N=104	55%	N=275	19%	N=95	4%	N=21	0%	N=1	100%	N=496
Cleanliness of Moorpark	38%	N=184	48%	N=237	12%	N=60	2%	N=8	0%	N=1	100%	N=490
Water resources (beaches, lakes, ponds, riverways, etc.)	5%	N=27	20%	N=97	25%	N=123	28%	N=139	22%	N=108	100%	N=494
Air quality	33%	N=163	52%	N=259	12%	N=60	2%	N=11	1%	N=3	100%	N=495
Availability of paths and walking trails	27%	N=135	46%	N=230	16%	N=81	8%	N=41	2%	N=8	100%	N=495
Fitness opportunities (including exercise classes and paths or trails, etc.)	17%	N=85	49%	N=240	22%	N=107	6%	N=31	6%	N=29	100%	N=492

Please rate each of the following characteristics as they relate to Moorpark as a whole.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recreational opportunities	17%	N=86	47%	N=233	22%	N=108	7%	N=33	7%	N=34	100%	N=494
Availability of affordable quality food	14%	N=70	49%	N=237	29%	N=142	7%	N=33	1%	N=6	100%	N=487
Availability of affordable quality health care	9%	N=42	38%	N=186	24%	N=121	8%	N=37	22%	N=107	100%	N=494
Availability of preventive health services	7%	N=35	31%	N=153	25%	N=121	10%	N=48	27%	N=132	100%	N=489
Availability of affordable quality mental health care	2%	N=9	12%	N=57	17%	N=83	14%	N=69	56%	N=277	100%	N=494
Opportunities to attend cultural/arts/music activities	2%	N=12	27%	N=131	37%	N=181	25%	N=123	9%	N=45	100%	N=490
Community support for the arts	3%	N=15	26%	N=127	33%	N=162	15%	N=73	23%	N=112	100%	N=489
Availability of affordable quality childcare/preschool	4%	N=18	17%	N=80	20%	N=96	9%	N=44	51%	N=247	100%	N=485
K-12 education	26%	N=128	37%	N=181	9%	N=46	2%	N=11	26%	N=129	100%	N=495
Adult educational opportunities	6%	N=30	25%	N=126	23%	N=114	6%	N=29	40%	N=197	100%	N=495
Sense of civic/community pride	18%	N=90	48%	N=238	23%	N=115	3%	N=17	7%	N=34	100%	N=495
Neighborliness of residents in Moorpark	27%	N=135	47%	N=231	20%	N=98	4%	N=20	2%	N=11	100%	N=495
Opportunities to participate in social events and activities	8%	N=38	41%	N=201	33%	N=161	8%	N=41	10%	N=52	100%	N=492
Opportunities to attend special events and festivals	9%	N=44	39%	N=192	30%	N=150	12%	N=57	10%	N=49	100%	N=493
Opportunities to volunteer	8%	N=41	32%	N=158	23%	N=115	6%	N=29	31%	N=151	100%	N=493
Opportunities to participate in community matters	7%	N=36	37%	N=182	25%	N=122	7%	N=32	25%	N=121	100%	N=493
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=83	35%	N=171	20%	N=99	7%	N=36	20%	N=98	100%	N=487

**Table 15: Question 8**

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Contacted the City of Moorpark (in-person, phone, email or web) for help or information	66%	N=327	34%	N=170	100%	N=497
Contacted Moorpark elected officials (in-person, phone, email or web) to express your opinion	85%	N=421	15%	N=72	100%	N=493
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	78%	N=385	22%	N=112	100%	N=497
Watched (online or on television) a local public meeting	73%	N=363	27%	N=132	100%	N=495
Volunteered your time to some group/activity in Moorpark	74%	N=367	26%	N=127	100%	N=494

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Campaigned or advocated for a local issue, cause or candidate	79%	N=390	21%	N=102	100%	N=492
Voted in your most recent local election	8%	N=41	92%	N=455	100%	N=496
Used bus, rail, subway, or other public transportation instead of driving	83%	N=413	17%	N=83	100%	N=496
Carpooled with other adults or children instead of driving alone	54%	N=269	46%	N=225	100%	N=494
Walked or biked instead of driving	37%	N=184	63%	N=313	100%	N=497

**Table 16: Question 9 without "don't know" responses**

Please rate the quality of each of the following services in Moorpark.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Public information services	12%	N=48	60%	N=239	25%	N=99	3%	N=12	100%	N=397
Economic development	6%	N=24	28%	N=111	41%	N=159	25%	N=98	100%	N=392
Traffic enforcement	18%	N=83	51%	N=236	22%	N=102	8%	N=37	100%	N=458
Traffic signal timing	13%	N=62	48%	N=228	26%	N=123	13%	N=64	100%	N=478
Street repair	12%	N=57	41%	N=199	31%	N=151	16%	N=79	100%	N=486
Street cleaning	26%	N=126	54%	N=262	16%	N=77	4%	N=18	100%	N=482
Street lighting	25%	N=123	55%	N=271	15%	N=76	4%	N=22	100%	N=491
Sidewalk maintenance	17%	N=81	52%	N=250	23%	N=110	7%	N=35	100%	N=478
Bus or transit services	14%	N=30	57%	N=127	22%	N=49	8%	N=17	100%	N=224
Land use, planning, and zoning	10%	N=33	40%	N=132	33%	N=110	16%	N=54	100%	N=328
Code enforcement (weeds, abandoned buildings, etc.)	10%	N=35	43%	N=155	33%	N=118	15%	N=53	100%	N=361
Affordable high-speed internet access	14%	N=63	40%	N=178	26%	N=117	19%	N=86	100%	N=444
Garbage collection	39%	N=192	51%	N=252	9%	N=46	1%	N=3	100%	N=493
Drinking water	36%	N=170	46%	N=217	15%	N=69	4%	N=19	100%	N=474
Sewer services	36%	N=171	55%	N=259	9%	N=42	0%	N=1	100%	N=473
Storm water management (storm drainage, dams, levees, etc.)	29%	N=121	55%	N=231	13%	N=56	2%	N=10	100%	N=418
Power (electric and/or gas) utility	26%	N=128	56%	N=271	12%	N=59	6%	N=28	100%	N=486
Utility billing	19%	N=91	54%	N=259	20%	N=93	7%	N=35	100%	N=479
Police/Sheriff services	47%	N=221	45%	N=210	5%	N=24	3%	N=15	100%	N=472

Please rate the quality of each of the following services in Moorpark.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Crime prevention	40%	N=181	51%	N=232	9%	N=40	1%	N=4	100%	N=457
Animal control	25%	N=92	58%	N=216	12%	N=46	5%	N=19	100%	N=373
Ambulance or emergency medical services	43%	N=152	50%	N=175	6%	N=22	1%	N=2	100%	N=350
Fire services	52%	N=221	43%	N=182	4%	N=19	0%	N=1	100%	N=423
Fire prevention and education	32%	N=103	46%	N=147	18%	N=58	4%	N=13	100%	N=321
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	N=56	47%	N=148	28%	N=88	7%	N=21	100%	N=313
Preservation of natural areas (open space, farmlands, and greenbelts)	28%	N=121	48%	N=207	19%	N=82	5%	N=22	100%	N=432
Moorpark open space	31%	N=140	43%	N=195	22%	N=98	4%	N=18	100%	N=452
Recycling	27%	N=124	46%	N=206	19%	N=88	8%	N=34	100%	N=452
Yard waste pick-up	33%	N=138	48%	N=202	17%	N=73	1%	N=6	100%	N=419
City parks	43%	N=203	49%	N=230	7%	N=32	1%	N=5	100%	N=470
Recreation programs or classes	23%	N=90	55%	N=212	18%	N=70	3%	N=11	100%	N=383
Recreation centers or facilities	22%	N=86	58%	N=229	18%	N=71	3%	N=12	100%	N=398
Health services	13%	N=43	60%	N=198	23%	N=75	4%	N=13	100%	N=330
Public library services	19%	N=72	55%	N=212	21%	N=83	5%	N=21	100%	N=387
Overall customer service by Moorpark employees (police, receptionists, planners, etc.)	30%	N=127	57%	N=236	11%	N=47	1%	N=6	100%	N=417

**Table 17: Question 9 with "don't know" responses**

Please rate the quality of each of the following services in Moorpark.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Public information services	10%	N=48	49%	N=239	20%	N=99	2%	N=12	19%	N=95	100%	N=491
Economic development	5%	N=24	23%	N=111	33%	N=159	20%	N=98	20%	N=96	100%	N=488
Traffic enforcement	17%	N=83	48%	N=236	21%	N=102	7%	N=37	7%	N=33	100%	N=491
Traffic signal timing	13%	N=62	47%	N=228	25%	N=123	13%	N=64	2%	N=11	100%	N=489
Street repair	12%	N=57	40%	N=199	31%	N=151	16%	N=79	1%	N=7	100%	N=493
Street cleaning	26%	N=126	53%	N=262	16%	N=77	4%	N=18	2%	N=11	100%	N=492

Please rate the quality of each of the following services in Moorpark.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Street lighting	25%	N=123	55%	N=271	15%	N=76	4%	N=22	0%	N=1	100%	N=492
Sidewalk maintenance	17%	N=81	51%	N=250	23%	N=110	7%	N=35	2%	N=12	100%	N=489
Bus or transit services	6%	N=30	26%	N=127	10%	N=49	4%	N=17	55%	N=268	100%	N=492
Land use, planning, and zoning	7%	N=33	27%	N=132	23%	N=110	11%	N=54	32%	N=156	100%	N=483
Code enforcement (weeds, abandoned buildings, etc.)	7%	N=35	32%	N=155	24%	N=118	11%	N=53	26%	N=124	100%	N=485
Affordable high-speed internet access	13%	N=63	36%	N=178	24%	N=117	18%	N=86	9%	N=46	100%	N=490
Garbage collection	39%	N=192	51%	N=252	9%	N=46	1%	N=3	0%	N=0	100%	N=493
Drinking water	35%	N=170	44%	N=217	14%	N=69	4%	N=19	4%	N=18	100%	N=492
Sewer services	35%	N=171	53%	N=259	9%	N=42	0%	N=1	4%	N=18	100%	N=491
Storm water management (storm drainage, dams, levees, etc.)	25%	N=121	47%	N=231	11%	N=56	2%	N=10	15%	N=73	100%	N=491
Power (electric and/or gas) utility	26%	N=128	55%	N=271	12%	N=59	6%	N=28	1%	N=7	100%	N=493
Utility billing	19%	N=91	53%	N=259	19%	N=93	7%	N=35	3%	N=13	100%	N=492
Police/Sheriff services	45%	N=221	43%	N=210	5%	N=24	3%	N=15	5%	N=23	100%	N=494
Crime prevention	37%	N=181	47%	N=232	8%	N=40	1%	N=4	7%	N=35	100%	N=492
Animal control	19%	N=92	44%	N=216	9%	N=46	4%	N=19	24%	N=118	100%	N=491
Ambulance or emergency medical services	31%	N=152	35%	N=175	4%	N=22	0%	N=2	29%	N=144	100%	N=494
Fire services	45%	N=221	37%	N=182	4%	N=19	0%	N=1	14%	N=68	100%	N=491
Fire prevention and education	21%	N=103	30%	N=147	12%	N=58	3%	N=13	35%	N=169	100%	N=490
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	12%	N=56	31%	N=148	18%	N=88	4%	N=21	35%	N=168	100%	N=480
Preservation of natural areas (open space, farmlands, and greenbelts)	25%	N=121	43%	N=207	17%	N=82	5%	N=22	11%	N=52	100%	N=484
Moorpark open space	29%	N=140	40%	N=195	20%	N=98	4%	N=18	7%	N=35	100%	N=487
Recycling	26%	N=124	43%	N=206	18%	N=88	7%	N=34	7%	N=32	100%	N=485
Yard waste pick-up	28%	N=138	42%	N=202	15%	N=73	1%	N=6	14%	N=66	100%	N=485
City parks	42%	N=203	48%	N=230	7%	N=32	1%	N=5	3%	N=13	100%	N=483
Recreation programs or classes	19%	N=90	44%	N=212	15%	N=70	2%	N=11	21%	N=101	100%	N=485

Please rate the quality of each of the following services in Moorpark.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Recreation centers or facilities	18%	N=86	48%	N=229	15%	N=71	3%	N=12	16%	N=76	100%	N=474
Health services	9%	N=43	41%	N=198	16%	N=75	3%	N=13	32%	N=153	100%	N=482
Public library services	15%	N=72	44%	N=212	17%	N=83	4%	N=21	20%	N=97	100%	N=484
Overall customer service by Moorpark employees (police, receptionists, planners, etc.)	26%	N=127	49%	N=236	10%	N=47	1%	N=6	14%	N=67	100%	N=484

**Table 18: Question 10 without "don't know" responses**

Please rate the following categories of Moorpark government performance.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Moorpark	10%	N=41	50%	N=210	31%	N=129	9%	N=37	100%	N=417
The overall direction that Moorpark is taking	11%	N=46	43%	N=183	34%	N=145	13%	N=55	100%	N=430
The job Moorpark government does at welcoming resident involvement	11%	N=40	40%	N=149	35%	N=128	14%	N=53	100%	N=371
Overall confidence in Moorpark government	12%	N=51	41%	N=180	37%	N=164	11%	N=48	100%	N=443
Generally acting in the best interest of the community	12%	N=54	47%	N=206	30%	N=132	10%	N=43	100%	N=435
Being honest	16%	N=60	55%	N=202	21%	N=78	8%	N=29	100%	N=369
Being open and transparent to the public	15%	N=55	46%	N=167	27%	N=97	12%	N=42	100%	N=361
Informing residents about issues facing the community	14%	N=56	41%	N=166	28%	N=112	17%	N=69	100%	N=402
Treating all residents fairly	21%	N=77	50%	N=186	20%	N=72	9%	N=32	100%	N=367
Treating residents with respect	26%	N=99	51%	N=198	18%	N=70	5%	N=18	100%	N=385

**Table 19: Question 10 with "don't know" responses**

Please rate the following categories of Moorpark government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Moorpark	8%	N=41	43%	N=210	26%	N=129	8%	N=37	15%	N=75	100%	N=492
The overall direction that Moorpark is taking	9%	N=46	38%	N=183	30%	N=145	11%	N=55	12%	N=58	100%	N=488
The job Moorpark government does at welcoming resident involvement	8%	N=40	30%	N=149	26%	N=128	11%	N=53	24%	N=119	100%	N=490
Overall confidence in Moorpark government	10%	N=51	36%	N=180	33%	N=164	10%	N=48	10%	N=50	100%	N=493
Generally acting in the best interest of the community	11%	N=54	42%	N=206	27%	N=132	9%	N=43	11%	N=57	100%	N=492

Please rate the following categories of Moorpark government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Being honest	12%	N=60	41%	N=202	16%	N=78	6%	N=29	25%	N=121	100%	N=490
Being open and transparent to the public	11%	N=55	34%	N=167	20%	N=97	9%	N=42	27%	N=131	100%	N=492
Informing residents about issues facing the community	11%	N=56	34%	N=166	23%	N=112	14%	N=69	18%	N=88	100%	N=491
Treating all residents fairly	16%	N=77	38%	N=186	15%	N=72	7%	N=32	25%	N=125	100%	N=493
Treating residents with respect	20%	N=99	41%	N=198	14%	N=70	4%	N=18	21%	N=101	100%	N=486

**Table 20: Question 11 without "don't know" responses**

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of Moorpark	18%	N=85	57%	N=267	21%	N=97	3%	N=16	100%	N=466
The Federal Government	7%	N=28	34%	N=146	41%	N=177	18%	N=77	100%	N=427

**Table 21: Question 11 with "don't know" responses**

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Moorpark	17%	N=85	54%	N=267	20%	N=97	3%	N=16	6%	N=29	100%	N=495
The Federal Government	6%	N=28	30%	N=146	36%	N=177	16%	N=77	13%	N=66	100%	N=494

**Table 22: Question 12**

Please rate how important, if at all, you think it is for the Moorpark community to focus on each of the following in the coming two years.	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Overall economic health of Moorpark	59%	N=287	34%	N=163	7%	N=32	1%	N=4	100%	N=487
Overall quality of the transportation system (auto, bicycle, foot, bus) in Moorpark	23%	N=113	41%	N=199	32%	N=154	4%	N=20	100%	N=487
Overall design or layout of Moorpark's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	27%	N=133	48%	N=237	21%	N=105	3%	N=15	100%	N=490
Overall quality of the utility infrastructure in Moorpark (water, sewer, storm water, electric/gas)	43%	N=208	38%	N=185	18%	N=88	1%	N=7	100%	N=488
Overall feeling of safety in Moorpark	61%	N=301	30%	N=147	8%	N=37	1%	N=5	100%	N=491

Please rate how important, if at all, you think it is for the Moorpark community to focus on each of the following in the coming two years.	Essential		Very important		Somewhat important		Not at all important		Total	
Overall quality of natural environment in Moorpark	34%	N=168	51%	N=248	14%	N=66	1%	N=6	100%	N=488
Overall quality of parks and recreation opportunities	28%	N=137	52%	N=249	19%	N=93	1%	N=4	100%	N=483
Overall health and wellness opportunities in Moorpark	28%	N=134	48%	N=235	22%	N=106	3%	N=12	100%	N=488
Overall opportunities for education, culture and the arts	27%	N=131	44%	N=217	27%	N=130	2%	N=11	100%	N=488
Residents' connection and engagement with their community	21%	N=105	50%	N=244	27%	N=132	2%	N=9	100%	N=490

**Table 23: Question 13 without "don't know" responses**

How likely or unlikely would you to be to shop and dine in Moorpark if the following amenities were added?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
More unique dining opportunities	80%	N=393	15%	N=72	4%	N=19	2%	N=9	100%	N=492
More national chain restaurants	32%	N=157	36%	N=178	19%	N=95	12%	N=60	100%	N=491
More small, independent, locally owned or "mom and pop" businesses	73%	N=358	22%	N=111	4%	N=21	1%	N=3	100%	N=493
More large franchise businesses	30%	N=147	39%	N=189	18%	N=85	13%	N=64	100%	N=485
More service-oriented businesses (e.g., spa/nail/esthetician services, beer/wine bar, coffee shops, dry cleaner, etc.)	41%	N=197	35%	N=168	17%	N=80	7%	N=35	100%	N=480
More nightlife opportunities	39%	N=186	26%	N=123	19%	N=91	17%	N=81	100%	N=481
Increased safety and security	56%	N=259	33%	N=152	8%	N=36	3%	N=12	100%	N=460
More accessible transportation and parking options (e.g., local bus service, on-demand rideshare, bicycle, etc.)	26%	N=109	32%	N=132	23%	N=97	19%	N=81	100%	N=420
More transportation options on nights and weekends	26%	N=107	29%	N=122	25%	N=103	21%	N=87	100%	N=418

**Table 24: Question 13 with "don't know" responses**

How likely or unlikely would you to be to shop and dine in Moorpark if the following amenities were added?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
More unique dining opportunities	79%	N=393	15%	N=72	4%	N=19	2%	N=9	1%	N=3	100%	N=495
More national chain restaurants	32%	N=157	36%	N=178	19%	N=95	12%	N=60	1%	N=3	100%	N=494
More small, independent, locally owned or "mom and pop" businesses	72%	N=358	22%	N=111	4%	N=21	1%	N=3	0%	N=2	100%	N=496

How likely or unlikely would you to be to shop and dine in Moorpark if the following amenities were added?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
More large franchise businesses	30%	N=147	38%	N=189	17%	N=85	13%	N=64	1%	N=7	100%	N=492
More service-oriented businesses (e.g., spa/nail/esthetician services, beer/wine bar, coffee shops, dry cleaner, etc.)	40%	N=197	34%	N=168	16%	N=80	7%	N=35	2%	N=10	100%	N=490
More nightlife opportunities	38%	N=186	25%	N=123	18%	N=91	16%	N=81	3%	N=15	100%	N=496
Increased safety and security	53%	N=259	31%	N=152	7%	N=36	3%	N=12	7%	N=32	100%	N=492
More accessible transportation and parking options (e.g., local bus service, on-demand rideshare, bicycle, etc.)	22%	N=109	27%	N=132	20%	N=97	17%	N=81	14%	N=70	100%	N=490
More transportation options on nights and weekends	22%	N=107	25%	N=122	21%	N=103	18%	N=87	15%	N=72	100%	N=490

**Table 25: Question 14 without "don't know" responses**

Please indicate how much you would support or oppose the City of Moorpark investing in each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
More sidewalks and other pedestrian walkways	44%	N=208	47%	N=220	7%	N=34	2%	N=9	100%	N=472
More trails and greenways	61%	N=297	36%	N=173	2%	N=8	1%	N=6	100%	N=484
More bicycle lanes	35%	N=166	37%	N=176	19%	N=89	9%	N=40	100%	N=472
New bicycle sharing programs	18%	N=73	34%	N=143	23%	N=96	25%	N=106	100%	N=419
New electric scooter sharing programs	11%	N=50	22%	N=95	26%	N=116	40%	N=177	100%	N=437
New or expanded bus routes	24%	N=84	53%	N=188	17%	N=59	7%	N=25	100%	N=357
More frequent bus service for existing routes	28%	N=92	44%	N=143	19%	N=63	9%	N=28	100%	N=327
More city-sponsored rideshare programs	21%	N=72	48%	N=164	20%	N=70	11%	N=39	100%	N=345
New rideshare partnership programs with Uber/Lyft, etc.	25%	N=101	50%	N=203	15%	N=61	10%	N=42	100%	N=407
More park-n-rides for access to public transportation	22%	N=80	48%	N=175	18%	N=64	12%	N=43	100%	N=361
More rail options	33%	N=129	46%	N=182	11%	N=44	9%	N=36	100%	N=392

**Table 26: Question 14 with "don't know" responses**

Please indicate how much you would support or oppose the City of Moorpark investing in each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
More sidewalks and other pedestrian walkways	43%	N=208	45%	N=220	7%	N=34	2%	N=9	3%	N=16	100%	N=488
More trails and greenways	61%	N=297	35%	N=173	2%	N=8	1%	N=6	1%	N=6	100%	N=490
More bicycle lanes	34%	N=166	36%	N=176	18%	N=89	8%	N=40	4%	N=19	100%	N=491
New bicycle sharing programs	15%	N=73	29%	N=143	20%	N=96	22%	N=106	15%	N=71	100%	N=490
New electric scooter sharing programs	10%	N=50	19%	N=95	24%	N=116	36%	N=177	11%	N=54	100%	N=491
New or expanded bus routes	17%	N=84	38%	N=188	12%	N=59	5%	N=25	27%	N=134	100%	N=491
More frequent bus service for existing routes	19%	N=92	29%	N=143	13%	N=63	6%	N=28	33%	N=164	100%	N=490
More city-sponsored rideshare programs	15%	N=72	34%	N=164	14%	N=70	8%	N=39	29%	N=143	100%	N=488
New rideshare partnership programs with Uber/Lyft, etc.	21%	N=101	42%	N=203	12%	N=61	9%	N=42	17%	N=82	100%	N=489
More park-n-rides for access to public transportation	16%	N=80	36%	N=175	13%	N=64	9%	N=43	26%	N=127	100%	N=489
More rail options	26%	N=129	37%	N=182	9%	N=44	7%	N=36	20%	N=98	100%	N=490

**Table 27: Question D1 without "don't know" responses**

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Access the internet from your home using a computer, laptop or tablet computer	91%	N=445	6%	N=27	1%	N=5	0%	N=1	3%	N=13	100%	N=491
Access the internet from your cell phone	91%	N=447	3%	N=17	1%	N=7	1%	N=6	3%	N=14	100%	N=490
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	66%	N=325	8%	N=38	9%	N=43	2%	N=10	15%	N=74	100%	N=490
Use or check email	86%	N=426	10%	N=51	2%	N=12	0%	N=2	1%	N=4	100%	N=494
Share your opinions online	16%	N=78	8%	N=38	14%	N=67	13%	N=62	48%	N=229	100%	N=475
Shop online	19%	N=95	13%	N=65	38%	N=187	23%	N=110	7%	N=33	100%	N=491

**Table 28: Question D1 with "don't know" responses**

Thinking about a typical week, how many times do you:	Several times a day		Once a day		A few times a week		Every few weeks		Less often or never		Don't know		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
Access the internet from your home using a computer, laptop or tablet computer	90%	N=445	5%	N=27	1%	N=5	0%	N=1	3%	N=13	1%	N=3	100%	N=495
Access the internet from your cell phone	91%	N=447	3%	N=17	1%	N=7	1%	N=6	3%	N=14	1%	N=3	100%	N=493
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	66%	N=325	8%	N=38	9%	N=43	2%	N=10	15%	N=74	0%	N=2	100%	N=492
Use or check email	86%	N=426	10%	N=51	2%	N=12	0%	N=2	1%	N=4	0%	N=1	100%	N=495
Share your opinions online	16%	N=78	8%	N=38	14%	N=67	13%	N=62	47%	N=229	3%	N=14	100%	N=489
Shop online	19%	N=95	13%	N=65	38%	N=187	22%	N=110	7%	N=33	0%	N=1	100%	N=492

**Table 29: Question D2**

Would you say that in general your health is:	Percent	Number
Excellent	35%	N=176
Very good	45%	N=222
Good	17%	N=83
Fair	3%	N=13
Poor	1%	N=4
Total	100%	N=498

**Table 30: Question D3**

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	6%	N=28
Somewhat positive	16%	N=77
Neutral	55%	N=271
Somewhat negative	19%	N=92
Very negative	5%	N=27
Total	100%	N=495

**Table 31: Question D4**

How many years have you lived in Moorpark?	Percent	Number
Less than 2 years	10%	N=52
2 to 5 years	15%	N=73
6 to 10 years	12%	N=62
11 to 20 years	23%	N=117
More than 20 years	39%	N=195
Total	100%	N=499

**Table 32: Question D5**

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	75%	N=373
Building with two or more homes (duplex, townhome, apartment or condominium)	24%	N=120
Mobile home	1%	N=3
Other	1%	N=5
Total	100%	N=501

**Table 33: Question D6**

Do you rent or own your home?	Percent	Number
Rent	24%	N=120
Own	76%	N=379
Total	100%	N=500

**Table 34: Question D7**

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$500 per month	1%	N=7
\$500 to \$999 per month	6%	N=31
\$1,000 to \$1,499 per month	8%	N=40
\$1,500 to \$1,999 per month	7%	N=35
\$2,000 to \$2,499 per month	17%	N=85
\$2,500 to \$2,999 per month	22%	N=106
\$3,000 to \$3,499 per month	12%	N=58
\$3,500 or more per month	26%	N=127
Total	100%	N=488

**Table 35: Question D8**

Do any children 17 or under live in your household?	Percent	Number
No	63%	N=315
Yes	37%	N=182
Total	100%	N=497

**Table 36: Question D9**

Are you or any other members of your household aged 65 or older?	Percent	Number
No	68%	N=339
Yes	32%	N=158
Total	100%	N=497

**Table 37: Question D10**

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	4%	N=21
\$25,000 to \$49,999	9%	N=42
\$50,000 to \$74,999	12%	N=58
\$75,000 to \$99,999	14%	N=66
\$100,000 to \$149,999	19%	N=88
\$150,000 or more	42%	N=199
Total	100%	N=474

**Table 38: Question D11**

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	74%	N=366
Yes, I consider myself to be Spanish, Hispanic or Latino	26%	N=126
Total	100%	N=492

**Table 39: Question D12**

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=3
Asian, Asian Indian or Pacific Islander	7%	N=32
Black or African American	1%	N=6
White	84%	N=411
Other	13%	N=61

Total may exceed 100% as respondents could select more than one option.

**Table 40: Question D13**

In which category is your age?	Percent	Number
18 to 24 years	4%	N=19
25 to 34 years	20%	N=102
35 to 44 years	17%	N=83
45 to 54 years	23%	N=117
55 to 64 years	18%	N=90
65 to 74 years	12%	N=60
75 years or older	6%	N=29
Total	100%	N=500

**Table 41: Question D14**

What is your gender?	Percent	Number
Female	56%	N=279
Male	44%	N=218
Identify in another way	0%	N=1
Total	100%	N=499

# Appendix B: Benchmark Comparisons

## Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Moorpark chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (communities with similar populations of 30,000 to 45,000).

## Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Moorpark’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Moorpark’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Moorpark’s rating to the benchmark.

In that final column, Moorpark’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Moorpark residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Moorpark’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Moorpark’s average rating was more than 20 points different when compared to the benchmark.

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

## National Benchmark Comparisons

**Table 42: Quality of Life**

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Moorpark	76%	136	354	Similar
The overall quality of life in Moorpark	88%	111	441	Similar
Moorpark as a place to live	92%	70	384	Similar
Recommend living in Moorpark to someone who asks	95%	46	296	Similar
Remain in Moorpark for the next five years	87%	109	289	Similar

**Table 43: Governance**

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Moorpark government	52%	124	283	Similar
The overall direction that Moorpark is taking	53%	205	327	Similar
The value of services for the taxes paid to Moorpark	60%	123	392	Similar
Generally acting in the best interest of the community	60%	110	286	Similar
Being honest	71%	45	277	Similar
Being open and transparent to the public	61%	22	46	Similar
Informing residents about issues facing the community	55%	27	51	Similar
The job Moorpark government does at welcoming resident involvement	51%	155	329	Similar
Treating all residents fairly	72%	56	281	Similar
Treating residents with respect	77%	9	46	Similar
Overall customer service by Moorpark employees	89%	74	381	Similar
Public information services	72%	110	292	Similar
Quality of services provided by the City of Moorpark	76%	182	403	Similar
Quality of services provided by the Federal Government	41%	76	264	Similar

**Table 44: Economy**

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Moorpark	47%	204	281	Similar
Economic development	34%	248	291	Lower
Overall quality of business and service establishments in Moorpark	57%	179	285	Similar
Variety of business and service establishments in Moorpark	35%	41	45	Lower
Vibrancy of downtown/commercial area	17%	238	262	Much lower
Shopping opportunities	31%	245	302	Lower
Moorpark as a place to visit	40%	255	299	Lower
Moorpark as a place to work	49%	254	364	Similar
Employment opportunities	16%	282	316	Lower
Cost of living in Moorpark	39%	152	279	Similar
Economy will have positive impact on income	21%	233	270	Similar
Overall economic health of Moorpark	47%	204	281	Similar

**Table 45: Mobility**

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system in Moorpark	60%	238	286	Similar
Traffic flow on major streets	42%	234	339	Similar
Ease of travel by car in Moorpark	74%	75	315	Similar
Ease of travel by public transportation in Moorpark	52%	48	251	Higher
Ease of travel by bicycle in Moorpark	66%	124	315	Similar
Ease of walking in Moorpark	79%	92	316	Similar
Ease of public parking	81%	22	248	Higher
Bus or transit services	61%	45	246	Higher
Traffic enforcement	70%	129	363	Similar
Traffic signal timing	61%	58	275	Similar
Street repair	53%	141	358	Similar
Street cleaning	80%	43	316	Higher
Street lighting	80%	25	336	Higher
Sidewalk maintenance	69%	67	315	Similar
Used bus, rail, subway, or other public transportation instead of driving	17%	133	231	Lower
Carpooled with other adults or children instead of driving alone	46%	65	263	Similar
Walked or biked instead of driving	63%	107	271	Similar

**Table 46: Community Design**

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Moorpark's residential and commercial areas	69%	88	276	Similar
Overall appearance of Moorpark	77%	162	347	Similar
Your neighborhood as a place to live	93%	40	316	Similar
Overall quality of new development in Moorpark	53%	162	301	Similar
Well-planned residential growth	57%	19	49	Similar
Well-planned commercial growth	26%	44	49	Lower
Well-designed neighborhoods	77%	6	50	Higher
Preservation of the historical or cultural character of the community	51%	34	44	Similar
Public places where people want to spend time	46%	242	271	Lower
Variety of housing options	55%	106	289	Similar
Availability of affordable quality housing	30%	189	313	Similar
Land use, planning, and zoning	52%	97	306	Similar
Code enforcement	52%	170	373	Similar

**Table 47: Utilities**

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Moorpark	78%	17	46	Similar
Affordable high-speed internet access	65%	21	43	Similar
Power (electric and/or gas) utility	82%	86	200	Similar
Garbage collection	88%	68	342	Similar
Drinking water	84%	72	309	Similar
Sewer services	88%	19	311	Higher
Storm water management	82%	17	336	Higher
Utility billing	78%	129	245	Similar

**Table 48: Safety**

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Moorpark	96%	27	362	Higher
Police/Sheriff services	91%	48	429	Higher
Crime prevention	89%	16	359	Higher
Animal control	86%	39	327	Higher
Ambulance or emergency medical services	94%	120	330	Similar
Fire services	90%	89	369	Similar
Fire prevention and education	77%	133	292	Similar
Emergency preparedness	67%	167	288	Similar
In your neighborhood during the day	98%	29	355	Similar
In Moorpark's downtown/commercial area during the day	95%	101	329	Similar
From property crime	84%	9	60	Similar
From violent crime	91%	13	60	Similar
From fire, flood, or other natural disaster	71%	37	46	Similar

**Table 49: Natural Environment**

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Moorpark	89%	46	287	Similar
Cleanliness of Moorpark	86%	64	312	Higher
Water resources	32%	37	42	Much lower
Air quality	86%	78	260	Similar
Preservation of natural areas	76%	28	265	Higher
Moorpark open space	74%	33	255	Higher
Recycling	73%	246	347	Similar
Yard waste pick-up	88%	63	276	Similar

**Table 50: Parks and Recreation**

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	88%	13	46	Similar
Availability of paths and walking trails	75%	121	317	Similar
City parks	84%	59	319	Similar
Recreational opportunities	69%	154	301	Similar
Recreation programs or classes	82%	67	320	Similar
Recreation centers or facilities	75%	83	288	Similar
Fitness opportunities	70%	159	267	Similar

**Table 51: Health and Wellness**

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Moorpark	76%	96	279	Similar
Health services	73%	93	240	Similar
Availability of affordable quality health care	59%	174	274	Similar
Availability of preventive health services	53%	190	256	Similar
Availability of affordable quality mental health care	30%	189	251	Similar
Availability of affordable quality food	64%	179	261	Similar
In very good to excellent health	97%	9	266	Similar

**Table 52: Education, Arts, and Culture**

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	62%	131	272	Similar
Opportunities to attend cultural/arts/music activities	32%	167	294	Similar
Opportunities to attend special events and festivals	53%	155	288	Similar
Community support for the arts	38%	13	27	Similar
Public library services	80%	26	319	Higher
Availability of affordable quality child care/preschool	41%	63	265	Similar
K-12 education	84%	47	269	Higher
Adult educational opportunities	52%	132	252	Similar

**Table 53: Inclusivity and Engagement**

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	66%	17	46	Similar
Sense of community	79%	30	312	Higher
Sense of civic/community pride	71%	18	46	Similar
Neighborliness of Moorpark	76%	23	272	Similar
Moorpark as a place to raise children	96%	16	381	Higher
Moorpark as a place to retire	70%	126	365	Similar
Openness and acceptance of the community toward people of diverse backgrounds	65%	69	305	Similar
Making all residents feel welcome	78%	6	46	Similar
Attracting people from diverse backgrounds	69%	8	46	Similar
Valuing/respecting residents from diverse backgrounds	78%	6	46	Similar
Taking care of vulnerable residents	67%	7	46	Similar
Opportunities to participate in social events and activities	54%	218	276	Similar
Opportunities to volunteer	58%	236	279	Similar
Opportunities to participate in community matters	59%	196	285	Similar

**Table 54: Participation**

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Moorpark for help or information	34%	274	339	Similar
Contacted Moorpark elected officials to express your opinion	15%	137	270	Similar
Attended a local public meeting	22%	127	276	Similar
Watched (online or on television) a local public meeting	27%	61	247	Similar
Volunteered your time to some group/activity in Moorpark	26%	244	278	Lower
Campaigned or advocated for an issue, cause or candidate	21%	151	259	Similar
Voted in your most recent local election	92%	2	46	Higher
Access the internet from your home using a computer, laptop or tablet computer	97%	11	46	Similar
Access the internet from your cell phone	96%	1	46	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	83%	10	46	Similar
Use or check email	99%	1	46	Similar
Share your opinions online	39%	9	46	Similar
Shop online	71%	1	46	Higher

**Table 55: Focus Areas**

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Moorpark	92%	3	260	Higher
Overall quality of the transportation system in Moorpark	64%	220	260	Lower
Overall design or layout of Moorpark's residential and commercial areas	76%	162	260	Similar
Overall quality of the utility infrastructure in Moorpark	80%	30	46	Similar
Overall feeling of safety in Moorpark	91%	68	260	Similar
Overall quality of natural environment in Moorpark	85%	86	260	Similar
Overall quality of parks and recreation opportunities	80%	29	46	Similar
Overall health and wellness opportunities in Moorpark	76%	129	259	Similar
Overall opportunities for education, culture, and the arts	71%	216	260	Similar
Residents' connection and engagement with their community	71%	224	260	Similar

## Communities included in national comparisons

The communities included in Moorpark's comparisons are listed on the following page.

Adams County, CO  
Airway Heights city, WA  
Albemarle County, VA  
Albert Lea city, MN  
Alexandria city, VA  
Alleган County, MI  
American Canyon city, CA  
Ankeny city, IA  
Ann Arbor city, MI  
Apache Junction city, AZ  
Arapahoe County, CO  
Arlington city, TX  
Arvada city, CO  
Asheville city, NC  
Ashland city, OR  
Ashland town, MA  
Ashland town, VA  
Aspen city, CO  
Athens-Clarke County unified government (balance),  
Auburn city, AL  
Aurora city, CO  
Austin city, TX  
Avon town, CO  
Avon town, IN  
Avondale city, AZ  
Azusa city, CA  
Bainbridge Island city, WA  
Baltimore city, MD  
Baltimore County, MD  
Basehor city, KS  
Batavia city, IL  
Battle Creek city, MI  
Bay Village city, OH  
Baytown city, TX  
Beaumont city, CA  
Bellingham city, WA  
Bend city, OR  
Bethlehem township, PA  
Bettendorf city, IA  
Billings city, MT  
Bloomington city, IN  
Bloomington city, MN  
Boise City city, ID  
Bonner Springs city, KS  
Boulder city, CO  
Bowling Green city, KY  
Bozeman city, MT  
Brookline CDP, MA  
Brooklyn Center city, MN  
Brooklyn city, OH  
Broomfield city, CO  
Brownsburg town, IN  
Buffalo Grove village, IL  
Burlingame city, CA  
Cañon City city, CO  
Cabarrus County, NC  
Cambridge city, MA  
Canandaigua city, NY  
Cannon Beach city, OR  
Cape Coral city, FL  
Carlsbad city, CA  
Cartersville city, GA  
Cary town, NC  
Castle Rock town, CO  
Cedar Hill city, TX  
Cedar Park city, TX  
Cedar Rapids city, IA  
Celina city, TX  
Centennial city, CO  
Chandler city, TX  
Chanhassen city, MN  
Chapel Hill town, NC  
Chardon city, OH  
Charles County, MD  
Charlotte County, FL  
Charlottesville city, VA  
Chattanooga city, TN  
Chautauqua town, NY  
Chesterfield County, VA  
Clayton city, MO  
Clearwater city, FL  
Clinton city, SC  
Clive city, IA  
Clovis city, CA  
College Park city, MD  
College Station city, TX  
Colleyville city, TX  
Collinsville city, IL  
Columbia city, MO  
Commerce City city, CO  
Conshohocken borough, PA  
Coolidge city, AZ  
Coon Rapids city, MN  
Coral Springs city, FL  
Coronado city, CA  
Corvallis city, OR  
Cottonwood Heights city, UT  
Coventry Lake CDP, CT  
Cupertino city, CA  
Dacono city, CO  
Dakota County, MN  
Dallas city, OR  
Dallas city, TX  
Danvers town, MA  
Danville city, KY  
Darien city, IL  
Davidson town, NC  
Dayton city, OH  
Dayton town, WY  
Dearborn city, MI  
Decatur city, GA  
DeLand city, FL  
Delaware city, OH  
Denison city, TX  
Denton city, TX  
Denver city, CO  
Des Moines city, IA  
Des Peres city, MO  
Destin city, FL  
Dothan city, AL  
Dover city, NH  
Dublin city, CA  
Dublin city, OH  
Duluth city, MN  
Durham city, NC  
Durham County, NC  
Dyer town, IN  
Eagan city, MN  
Eagle Mountain city, UT  
Eau Claire city, WI  
Eden Prairie city, MN  
Eden town, VT  
Edgewater city, CO  
Edina city, MN  
Edmond city, OK  
Edmonds city, WA  
El Cerrito city, CA  
El Paso de Robles (Paso Robles) city, CA  
Elgin city, IL  
Elk Grove city, CA  
Elmhurst city, IL  
Englewood city, CO  
Erie town, CO  
Escambia County, FL  
Estes Park town, CO  
Euclid city, OH  
Farmers Branch city, TX  
Farmersville city, TX  
Farmington Hills city, MI  
Fate city, TX  
Fayetteville city, GA  
Fayetteville city, NC  
Ferguson township, PA  
Fernandina Beach city, FL  
Flower Mound town, TX  
Forest Grove city, OR  
Fort Collins city, CO  
Franklin city, TN  
Frederick town, CO  
Fremont city, CA  
Frisco town, CO  
Fruita city, CO  
Gahanna city, OH  
Gaithersburg city, MD  
Galveston city, TX  
Gardner city, KS  
Germantown city, TN  
Gilbert town, AZ  
Gillette city, WY  
Glen Ellyn village, IL  
Glendora city, CA  
Glenview village, IL  
Golden city, CO  
Golden Valley city, MN  
Goodyear city, AZ

Grafton village, WI  
 Grand Rapids city, MI  
 Grand Traverse County, MI  
 Greeley city, CO  
 Greenville city, NC  
 Greer city, SC  
 Gunnison County, CO  
 Haltom City city, TX  
 Hamilton city, OH  
 Hamilton town, MA  
 Hampton city, VA  
 Hanover County, VA  
 Harrisburg city, SD  
 Hastings city, MN  
 Henderson city, NV  
 High Point city, NC  
 Highland Park city, IL  
 Highlands Ranch CDP, CO  
 Homer Glen village, IL  
 Honolulu County, HI  
 Hopkinton town, MA  
 Hoquiam city, WA  
 Horry County, SC  
 Hudson town, CO  
 Huntley village, IL  
 Huntsville city, TX  
 Hutchinson city, MN  
 Hutto city, TX  
 Hyattsville city, MD  
 Independence city, IA  
 Independence city, MO  
 Indio city, CA  
 Iowa City city, IA  
 Issaquah city, WA  
 Jackson city, MO  
 Jackson County, MI  
 Jefferson Parish, LA  
 Jerome city, ID  
 Johnson City city, TN  
 Johnston city, IA  
 Jupiter town, FL  
 Kalamazoo city, MI  
 Kansas City city, KS  
 Kansas City city, MO  
 Kent city, WA  
 Kerrville city, TX  
 Key West city, FL  
 King City city, CA  
 Kingman city, AZ  
 Kirkland city, WA  
 Kirkwood city, MO  
 La Mesa city, CA  
 La Plata town, MD  
 La Vista city, NE  
 Lake Forest city, IL  
 Lake in the Hills village, IL  
 Lake Zurich village, IL  
 Lakeville city, MN  
 Lakewood city, CO  
 Lakewood city, WA  
 Lancaster County, SC  
 Laramie city, WY  
 Larimer County, CO  
 Las Cruces city, NM  
 Las Vegas city, NM  
 Las Vegas city, NV  
 Lawrence city, KS  
 Lawrenceville city, GA  
 Lehi city, UT  
 Lenexa city, KS  
 Lewisville city, TX  
 Libertyville village, IL  
 Lincolnwood village, IL  
 Lindsborg city, KS  
 Little Chute village, WI  
 Littleton city, CO  
 Livermore city, CA  
 Lombard village, IL  
 Lone Tree city, CO  
 Long Grove village, IL  
 Longmont city, CO  
 Lonsdale city, MN  
 Los Alamos County, NM  
 Los Altos Hills town, CA  
 Loudoun County, VA  
 Louisville city, CO  
 Lower Merion township, PA  
 Lynchburg city, VA  
 Lynnwood city, WA  
 Manassas city, VA  
 Manhattan Beach city, CA  
 Manhattan city, KS  
 Mankato city, MN  
 Maple Grove city, MN  
 Maplewood city, MN  
 Maricopa County, AZ  
 Marin County, CA  
 Marion city, IA  
 Mariposa County, CA  
 Marshalltown city, IA  
 Marshfield city, WI  
 Martinez city, CA  
 Marysville city, WA  
 Maui County, HI  
 McKinney city, TX  
 McMinnville city, OR  
 Mecklenburg County, NC  
 Menlo Park city, CA  
 Menomonee Falls village, WI  
 Mercer Island city, WA  
 Meridian charter township, MI  
 Merriam city, KS  
 Mesa city, AZ  
 Mesquite city, TX  
 Miami city, FL  
 Middleton city, WI  
 Middletown town, RI  
 Milford city, DE  
 Milton city, GA  
 Minneapolis city, MN  
 Minnetrista city, MN  
 Missoula County, MT  
 Missouri City city, TX  
 Moline city, IL  
 Monroe city, MI  
 Montgomery city, MN  
 Montgomery County, MD  
 Monticello city, UT  
 Montrose city, CO  
 Moraga town, CA  
 Morristown city, TN  
 Morrisville town, NC  
 Morro Bay city, CA  
 Moscow city, ID  
 Mountlake Terrace city, WA  
 Murphy city, TX  
 NA  
 Naperville city, IL  
 Napoleon city, OH  
 Needham CDP, MA  
 Nevada City city, CA  
 Nevada County, CA  
 New Braunfels city, TX  
 New Brighton city, MN  
 New Concord village, OH  
 New Hope city, MN  
 Newport city, RI  
 Newport News city, VA  
 Newton city, IA  
 Niles village, IL  
 Noblesville city, IN  
 Norcross city, GA  
 Norfolk city, NE  
 North Mankato city, MN  
 North Port city, FL  
 North Yarmouth town, ME  
 Northglenn city, CO  
 Novato city, CA  
 Novi city, MI  
 Oak Park village, IL  
 Oakdale city, MN  
 O'Fallon city, IL  
 Oklahoma City city, OK  
 Olmsted County, MN  
 Orland Park village, IL  
 Orleans Parish, LA  
 Oshkosh city, WI  
 Oswego village, IL  
 Overland Park city, KS  
 Paducah city, KY  
 Palm Beach Gardens city, FL  
 Palm Coast city, FL  
 Palo Alto city, CA  
 Palos Verdes Estates city, CA  
 Panama City Beach city, FL  
 Papillion city, NE  
 Paradise Valley town, AZ  
 Park City city, UT  
 Parker town, CO  
 Pasco city, WA  
 Pasco County, FL  
 Payette city, ID  
 Pearland city, TX  
 Peoria city, IL  
 Pflugerville city, TX  
 Philadelphia city, PA  
 Pinehurst village, NC  
 Piqua city, OH  
 Pitkin County, CO  
 Plano city, TX  
 Platte City city, MO  
 Pleasant Hill city, IA  
 Pleasanton city, CA  
 Plymouth city, MN  
 Port Orange city, FL  
 Port St. Lucie city, FL  
 Portage city, MI  
 Portland city, OR

Powell city, OH  
 Powhatan County, VA  
 Prairie Village city, KS  
 Pueblo city, CO  
 Purcellville town, VA  
 Queen Creek town, AZ  
 Raleigh city, NC  
 Ramsey city, MN  
 Raymore city, MO  
 Redmond city, OR  
 Redmond city, WA  
 Redwood City city, CA  
 Reno city, NV  
 Richfield city, MN  
 Richland city, WA  
 Richmond city, CA  
 Richmond Heights city, MO  
 Rio Rancho city, NM  
 River Falls city, WI  
 Riverside city, CA  
 Roanoke city, VA  
 Roanoke County, VA  
 Rochester city, NY  
 Rock Hill city, SC  
 Rockville city, MD  
 Roeland Park city, KS  
 Rohnert Park city, CA  
 Rolla city, MO  
 Rosemount city, MN  
 Rosenberg city, TX  
 Roseville city, MN  
 Round Rock city, TX  
 Royal Palm Beach village, FL  
 Sacramento city, CA  
 Sahuarita town, AZ  
 Sammamish city, WA  
 San Carlos city, CA  
 San Diego city, CA  
 San Francisco city, CA  
 San Jose city, CA  
 San Marcos city, TX  
 Sangamon County, IL  
 Santa Fe city, NM  
 Santa Fe County, NM  
 Santa Rosa County, FL  
 Savage city, MN  
 Schaumburg village, IL  
 Schertz city, TX  
 Scott County, MN  
 Scottsdale city, AZ  
 Sedona city, AZ  
 Sevierville city, TN  
 Shakopee city, MN  
 Shawnee city, KS  
 Shawnee city, OK  
 Shoreline city, WA  
 Shoreview city, MN  
 Shorewood village, IL  
 Sierra Vista city, AZ  
 Silverton city, OR  
 Sioux Falls city, SD  
 Skokie village, IL  
 Snoqualmie city, WA  
 Snowmass Village town, CO  
 Somerset town, MA  
 South Bend city, IN  
 South Jordan city, UT  
 South Portland city, ME  
 Southlake city, TX  
 Spearfish city, SD  
 Springville city, UT  
 St. Augustine city, FL  
 St. Charles city, IL  
 St. Cloud city, MN  
 St. Croix County, WI  
 St. Joseph city, MO  
 St. Louis County, MN  
 St. Lucie County, FL  
 State College borough, PA  
 Steamboat Springs city, CO  
 Sugar Land city, TX  
 Suisun City city, CA  
 Summit County, UT  
 Sunnyvale city, CA  
 Surprise city, AZ  
 Suwanee city, GA  
 Tacoma city, WA  
 Takoma Park city, MD  
 Tempe city, AZ  
 Temple city, TX  
 Texarkana city, TX  
 The Woodlands CDP, TX  
 Thousand Oaks city, CA  
 Tigard city, OR  
 Tinley Park village, IL  
 Tracy city, CA  
 Trinidad CCD, CO  
 Tualatin city, OR  
 Tulsa city, OK  
 Tustin city, CA  
 Twin Falls city, ID  
 Unalaska city, AK  
 University Heights city, OH  
 University Park city, TX  
 Urbandale city, IA  
 Vail town, CO  
 Vernon Hills village, IL  
 Victoria city, MN  
 Vienna town, VA  
 Virginia Beach city, VA  
 Walnut Creek city, CA  
 Warrensburg city, MO  
 Washington County, MN  
 Washoe County, NV  
 Wauwaukee village, WI  
 Wauwatosa city, WI  
 Wentzville city, MO  
 West Carrollton city, OH  
 West Chester township, OH  
 West Des Moines city, IA  
 Western Springs village, IL  
 Westerville city, OH  
 Westlake town, TX  
 Westminster city, CO  
 Westminster city, MD  
 Wheat Ridge city, CO  
 White House city, TN  
 Wichita city, KS  
 Williamsburg city, VA  
 Willowbrook village, IL  
 Wilmington city, NC  
 Wilsonville city, OR  
 Windsor town, CO  
 Windsor town, CT  
 Winter Garden city, FL  
 Woodbury city, MN  
 Woodinville city, WA  
 Wyandotte County, KS  
 Wyoming city, MI  
 Yakima city, WA  
 York County, VA  
 Yorktown town, IN  
 Yorkville city, IL  
 Yountville city, CA

## Custom Benchmark Comparisons – Similar Populations 30,000 to 45,000

**Table 56: Quality of Life**

Quality of Life Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall image or reputation of Moorpark	76%	17	39	Similar
The overall quality of life in Moorpark	88%	11	49	Similar
Moorpark as a place to live	92%	8	43	Similar
Recommend living in Moorpark to someone who asks	95%	8	37	Similar
Remain in Moorpark for the next five years	87%	12	36	Similar

**Table 57: Governance**

Governance Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall confidence in Moorpark government	52%	33	39	Similar
The overall direction that Moorpark is taking	53%	15	47	Similar
The value of services for the taxes paid to Moorpark	60%	18	35	Similar
Generally acting in the best interest of the community	60%	9	34	Similar
Being honest	71%	5	7	Similar
Being open and transparent to the public	61%	5	7	Similar
Informing residents about issues facing the community	55%	25	39	Similar
The job Moorpark government does at welcoming resident involvement	51%	12	34	Similar
Treating all residents fairly	72%	3	7	Similar
Treating residents with respect	77%	10	41	Similar
Overall customer service by Moorpark employees	89%	16	37	Similar
Public information services	72%	23	46	Similar
Quality of services provided by the City of Moorpark	76%	9	32	Similar
Quality of services provided by the Federal Government	41%	33	39	Similar

**Table 58: Economy**

Economy Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Moorpark	47%	30	34	Similar
Economic development	34%	38	36	Lower
Overall quality of business and service establishments in Moorpark	57%	28	35	Similar
Variety of business and service establishments in Moorpark	35%	7	7	Lower
Vibrancy of downtown/commercial area	17%	34	33	Lower
Shopping opportunities	31%	41	39	Lower
Moorpark as a place to visit	40%	36	37	Lower
Moorpark as a place to work	49%	37	41	Similar
Employment opportunities	16%	43	40	Lower
Cost of living in Moorpark	39%	27	34	Similar
Economy will have positive impact on income	21%	36	33	Similar
Overall economic health of Moorpark	47%	30	34	Similar

**Table 59: Mobility**

Mobility Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the transportation system in Moorpark	60%	38	36	Similar
Traffic flow on major streets	42%	36	41	Similar
Ease of travel by car in Moorpark	74%	12	38	Similar
Ease of travel by public transportation in Moorpark	52%	10	32	Similar
Ease of travel by bicycle in Moorpark	66%	18	38	Similar
Ease of walking in Moorpark	79%	14	37	Similar
Ease of public parking	81%	4	33	Higher
Bus or transit services	61%	6	28	Similar
Traffic enforcement	70%	21	43	Similar
Traffic signal timing	61%	5	33	Similar
Street repair	53%	17	44	Similar
Street cleaning	80%	8	42	Higher
Street lighting	80%	4	39	Higher
Sidewalk maintenance	69%	9	37	Similar
Used bus, rail, subway, or other public transportation instead of driving	17%	19	31	Similar
Carpooled with other adults or children instead of driving alone	46%	11	33	Similar
Walked or biked instead of driving	63%	17	33	Similar

**Table 60: Community Design**

Community Design Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall design or layout of Moorpark's residential and commercial areas	69%	14	33	Similar
Overall appearance of Moorpark	77%	22	41	Similar
Your neighborhood as a place to live	93%	5	38	Similar
Overall quality of new development in Moorpark	53%	29	40	Similar
Well-planned residential growth	57%	5	7	Similar
Well-planned commercial growth	26%	7	7	Lower
Well-designed neighborhoods	77%	2	6	Higher
Preservation of the historical or cultural character of the community	51%	4	6	Similar
Public places where people want to spend time	46%	34	33	Lower
Variety of housing options	55%	18	36	Similar
Availability of affordable quality housing	30%	33	39	Similar
Land use, planning, and zoning	52%	16	39	Similar
Code enforcement	52%	21	44	Similar

**Table 61: Utilities**

Utilities Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the utility infrastructure in Moorpark	78%	5	7	Similar
Affordable high-speed internet access	65%	5	7	Similar
Power (electric and/or gas) utility	82%	13	25	Similar
Garbage collection	88%	9	42	Similar
Drinking water	84%	12	34	Similar
Sewer services	88%	4	37	Similar
Storm water management	82%	2	35	Higher
Utility billing	78%	24	34	Similar

**Table 62: Safety**

Safety Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall feeling of safety in Moorpark	96%	4	41	Higher
Police/Sheriff services	91%	8	44	Similar
Crime prevention	89%	4	42	Higher
Animal control	86%	5	38	Similar
Ambulance or emergency medical services	94%	17	37	Similar
Fire services	90%	12	40	Similar
Fire prevention and education	77%	20	35	Similar
Emergency preparedness	67%	22	36	Similar
In your neighborhood during the day	98%	6	42	Similar
In Moorpark's downtown/commercial area during the day	95%	15	39	Similar
From property crime	84%	1	8	Higher
From violent crime	91%	1	8	Similar
From fire, flood, or other natural disaster	71%	7	7	Similar

**Table 63: Natural Environment**

Natural Environment Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of natural environment in Moorpark	89%	4	36	Higher
Cleanliness of Moorpark	86%	9	36	Higher
Water resources	32%	6	6	Lower
Air quality	86%	14	32	Similar
Preservation of natural areas	76%	4	30	Higher
Moorpark open space	74%	3	31	Higher
Recycling	73%	35	43	Similar
Yard waste pick-up	88%	10	37	Similar

**Table 64: Parks and Recreation**

Parks and Recreation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of parks and recreation opportunities	88%	1	7	Higher
Availability of paths and walking trails	75%	20	38	Similar
City parks	84%	5	34	Similar
Recreational opportunities	69%	19	36	Similar
Recreation programs or classes	82%	7	36	Similar
Recreation centers or facilities	75%	7	35	Similar
Fitness opportunities	70%	22	32	Similar

**Table 65: Health and Wellness**

Health and Wellness Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall health and wellness opportunities in Moorpark	76%	10	33	Similar
Health services	73%	19	28	Similar
Availability of affordable quality health care	59%	32	36	Similar
Availability of preventive health services	53%	33	35	Similar
Availability of affordable quality mental health care	30%	30	31	Lower
Availability of affordable quality food	64%	33	35	Similar
In very good to excellent health	97%	2	32	Similar

**Table 66: Education, Arts, and Culture**

Education, Arts, and Culture Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall opportunities for education, culture, and the arts	62%	26	33	Similar
Opportunities to attend cultural/arts/music activities	32%	43	37	Lower
Opportunities to attend special events and festivals	53%	37	36	Similar
Community support for the arts	38%	6	7	Similar
Public library services	80%	34	35	Similar
Availability of affordable quality child care/preschool	41%	27	34	Similar
K-12 education	84%	10	33	Higher
Adult educational opportunities	52%	18	33	Similar

**Table 67: Inclusivity and Engagement**

Inclusivity and Engagement Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Residents' connection and engagement with their community	66%	2	7	Similar
Sense of community	79%	5	38	Higher
Sense of civic/community pride	71%	2	7	Similar
Neighborliness of Moorpark	76%	4	33	Similar
Moorpark as a place to raise children	96%	3	43	Higher
Moorpark as a place to retire	70%	14	42	Similar
Openness and acceptance of the community toward people of diverse backgrounds	65%	11	37	Similar
Making all residents feel welcome	78%	1	7	Similar
Attracting people from diverse backgrounds	69%	3	7	Similar
Valuing/respecting residents from diverse backgrounds	78%	2	7	Similar
Taking care of vulnerable residents	67%	1	7	Similar
Opportunities to participate in social events and activities	54%	33	35	Similar
Opportunities to volunteer	58%	35	36	Similar
Opportunities to participate in community matters	59%	31	36	Similar

**Table 68: Participation**

Participation Items	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Contacted Moorpark for help or information	34%	39	40	Similar
Contacted Moorpark elected officials to express your opinion	15%	10	32	Similar
Attended a local public meeting	22%	14	35	Similar
Watched (online or on television) a local public meeting	27%	2	32	Similar
Volunteered your time to some group/activity in Moorpark	26%	33	33	Lower
Campaigned or advocated for an issue, cause or candidate	21%	19	32	Similar
Voted in your most recent local election	92%	1	7	Higher
Access the internet from your home using a computer, laptop or tablet computer	97%	2	7	Similar
Access the internet from your cell phone	96%	1	7	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	83%	3	7	Similar
Use or check email	99%	1	7	Similar
Share your opinions online	39%	2	7	Similar
Shop online	71%	1	7	Much higher

**Table 69: Focus Areas**

Importance Items	Percent essential or very important	Rank	Number of communities in comparison	Comparison to benchmark
Overall economic health of Moorpark	92%	1	33	Similar
Overall quality of the transportation system in Moorpark	64%	34	33	Similar
Overall design or layout of Moorpark's residential and commercial areas	76%	20	33	Similar
Overall quality of the utility infrastructure in Moorpark	80%	6	7	Similar
Overall feeling of safety in Moorpark	91%	10	33	Similar
Overall quality of natural environment in Moorpark	85%	11	33	Similar
Overall quality of parks and recreation opportunities	80%	6	7	Similar
Overall health and wellness opportunities in Moorpark	76%	16	33	Similar
Overall opportunities for education, culture, and the arts	71%	34	33	Similar
Residents' connection and engagement with their community	71%	31	33	Similar

### Communities included in custom comparisons

The communities included in Moorpark’s custom comparisons are listed below, with their population according to the 2017 American Community Survey (ACS).

Apache Junction city, AZ.....	38,452	Martinez city, CA.....	37,902
Beaumont city, CA.....	43,641	McMinnville city, OR.....	33,211
Bettendorf city, IA.....	35,293	Menlo Park city, CA.....	33,661
Bozeman city, MT.....	43,132	Menomonee Falls village, WI.....	36,411
Brooklyn Center city, MN.....	30,885	Meridian charter township, MI.....	41,903
Buffalo Grove village, IL.....	41,551	Milton city, GA.....	37,556
Charlottesville city, VA.....	46,487	Moline city, IL.....	42,644
College Park city, MD.....	32,186	Moorpark city, CA.....	36,060
Cottonwood Heights city, UT.....	34,214	Northglenn city, CO.....	38,473
Delaware city, OH.....	38,193	Oswego village, IL.....	33,759
Dublin city, OH.....	44,442	Richfield city, MN.....	35,993
Edmonds city, WA.....	41,309	Rohnert Park city, CA.....	42,305
Elmhurst city, IL.....	46,139	Rosenberg city, TX.....	35,867
Englewood city, CO.....	33,155	Roseville city, MN.....	35,624
Gahanna city, OH.....	34,691	Royal Palm Beach village, FL.....	37,665
Germantown city, TN.....	39,230	San Marcos city, TX.....	59,935
Glenview village, IL.....	47,066	Schertz city, TX.....	38,199
Haltom City city, TX.....	44,059	Shakopee city, MN.....	40,024
Huntsville city, TX.....	40,727	Sierra Vista city, AZ.....	43,585
Issaquah city, WA.....	35,629	St. Charles city, IL.....	32,730
Laramie city, WY.....	32,104	State College borough, PA.....	42,224
Littleton city, CO.....	45,848	Summit County, UT.....	39,731
Lombard village, IL.....	43,776	Texarkana city, TX.....	37,222
Lynnwood city, WA.....	37,242	Twin Falls city, ID.....	47,340
Manassas city, VA.....	41,379	Urbandale city, IA.....	42,222
Manhattan Beach city, CA.....	35,698	Westerville city, OH.....	38,604
Mankato city, MN.....	41,241	Wheat Ridge city, CO.....	31,162
Maplewood city, MN.....	40,127	Winter Garden city, FL.....	40,799
Marion city, IA.....	38,014		

# Appendix C: Detailed Survey Methods

The National Community Survey™ (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Moorpark funded this research. Please contact PJ Gagajena of the City of Moorpark at [PJGagajena@moorparkca.gov](mailto:PJGagajena@moorparkca.gov) if you have any questions about the survey.

## Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

### Selecting Survey Recipients

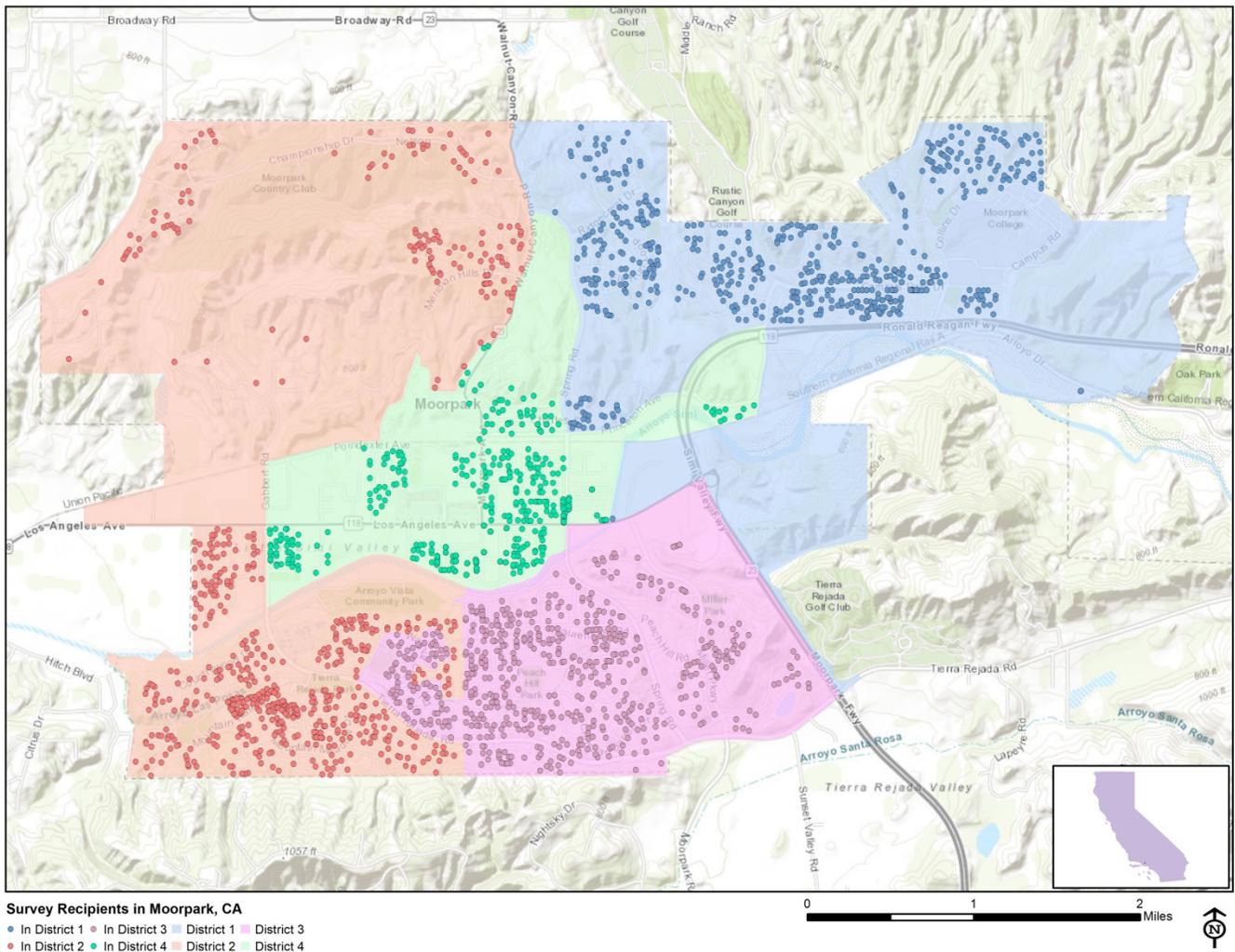
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Moorpark were eligible to participate in the survey. A list of all households within the zip codes serving Moorpark was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Moorpark households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Moorpark boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the four Districts.

To choose the 2,700 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online “opt-in” survey was publicized and posted to the City of Moorpark website. This opt-in survey was identical to the scientific survey and open to all City residents. (The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

**Figure 1: Location of Survey Recipients**



### Survey Administration and Response

Selected households received mailings beginning on November 9, 2020. For 1,200 households, the first mailing was a postcard announcing the upcoming survey with a link to complete the survey online. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. For 1,500 households, the first mailing was a postcard with a link to complete the survey online, followed one week later by a reminder postcard with a link to the survey. The second postcard also asked respondents not to complete the survey a second time.

The survey was available in English and Spanish. All mailings included a URL through which the residents could choose to respond online. The mailings also contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online. The City of Moorpark chose to augment their administration of The NCS with several additional services, including demographic subgroup comparisons and custom benchmark comparisons. The results

of the demographic subgroup comparisons have been provided under separate cover while the custom benchmark comparisons can be found in *Appendix B: Benchmark Comparisons*. Completed surveys were collected over seven weeks. The online “opt-in” survey became available to all residents on December 14, 2020 and remained open for two weeks.

About 2% of the 2,700 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,641 households that received the survey, 501 completed the survey, providing an overall response rate of 19%. Of the 501 completed surveys seven were completed in Spanish and 345 were completed online. Additionally, responses were tracked by District; response rates by District ranged from 11% to 24%. The response rates were calculated using AAPOR’s response rate #2<sup>1</sup> for mailed surveys of unnamed persons. Additionally, 97 residents completed the online opt-in survey.

**Table 70: Survey Response Rates by District**

	District 1	District 2	District 3	District 4	Overall
Total sample used	682	648	584	786	2,700
I=Complete Interviews	137	141	140	78	496*
P=Partial Interviews	2	0	0	1	3
R=Refusal and break off	0	0	0	0	0
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	537	498	434	673	2,142
NE=Not eligible	6	9	10	34	59
Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$	21%	22%	24%	11%	19%

\*An additional two survey responses were collected but were returned without a District so these responses are not reflected in the above table that display response rates by District.

1 See AAPOR’s Standard Definitions for more information:  
[http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx)

## Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.<sup>2</sup>

The margin of error for the City of Moorpark survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (501 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

## Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC uses Polco, an online public engagement tool designed primarily for local governments, to collect online survey data. The Polco platform includes many features of online survey tools, but also includes elements tailored to the civic environment. For example, like NRC’s mailed surveys, surveys on Polco are presented with the City name, logo (or other image) and a description, so residents understand who is asking for input and why. Optionally, Polco can also verify respondents with local public data to ensure respondents are residents or voters. More generally, an advantage of online programming and data gathering is that it allows for more rigid control of the data format, making extensive data cleaning unnecessary.

<sup>2</sup> A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

## Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Moorpark. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, gender, housing type, housing tenure (rent or own), race, ethnicity, and District. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

**Table 71: Moorpark, CA 2020 Weighting Table**

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	25%	9%	24%
Own home	75%	91%	76%
Detached unit	75%	81%	75%
Attached unit	25%	19%	25%
<b>Race and Ethnicity</b>			
White	77%	74%	80%
Not white	23%	26%	20%
Not Hispanic	71%	84%	74%
Hispanic	29%	16%	26%
<b>Sex and Age</b>			
Female	51%	52%	56%
Male	49%	48%	44%
18-34 years of age	32%	5%	24%
35-54 years of age	43%	35%	40%
55+ years of age	26%	60%	36%
Females 18-34	15%	4%	17%
Females 35-54	22%	21%	20%
Females 55+	13%	27%	18%
Males 18-34	16%	1%	7%
Males 35-54	21%	14%	19%
Males 55+	13%	33%	18%
<b>District</b>			
District 1	26%	28%	27%
District 2	26%	28%	27%
District 3	24%	28%	25%
District 4	24%	16%	21%

\* U.S. Census Bureau ACS 2017 5-year estimates

## Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

# Appendix D: Survey Materials