



Concept developed in Summer 2004

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- Paula Sonkin (Resident/Market Research Executive)



## Design Options

- Closed Questions
- Easy to answer
- Good response rate

**BUT**

- Questions can show bias
- We're not sure what the community thinks the issues are

- Open questions
- Harder to answer
- Less response

**BUT**

- No bias
- Community Members tell us what is important to them



## **Methodology**

- We sent questionnaires to all stakeholders with election announcement
- We also asked people to fill out survey when they voted at the PRNC election
- We asked: “What do you feel are the most important issues that the Council should address?”
- We also asked people to supply their name, address, phone number, and e-mail address for our database.
- Pat Pope compiled results and created graphs



## Problems With the Survey

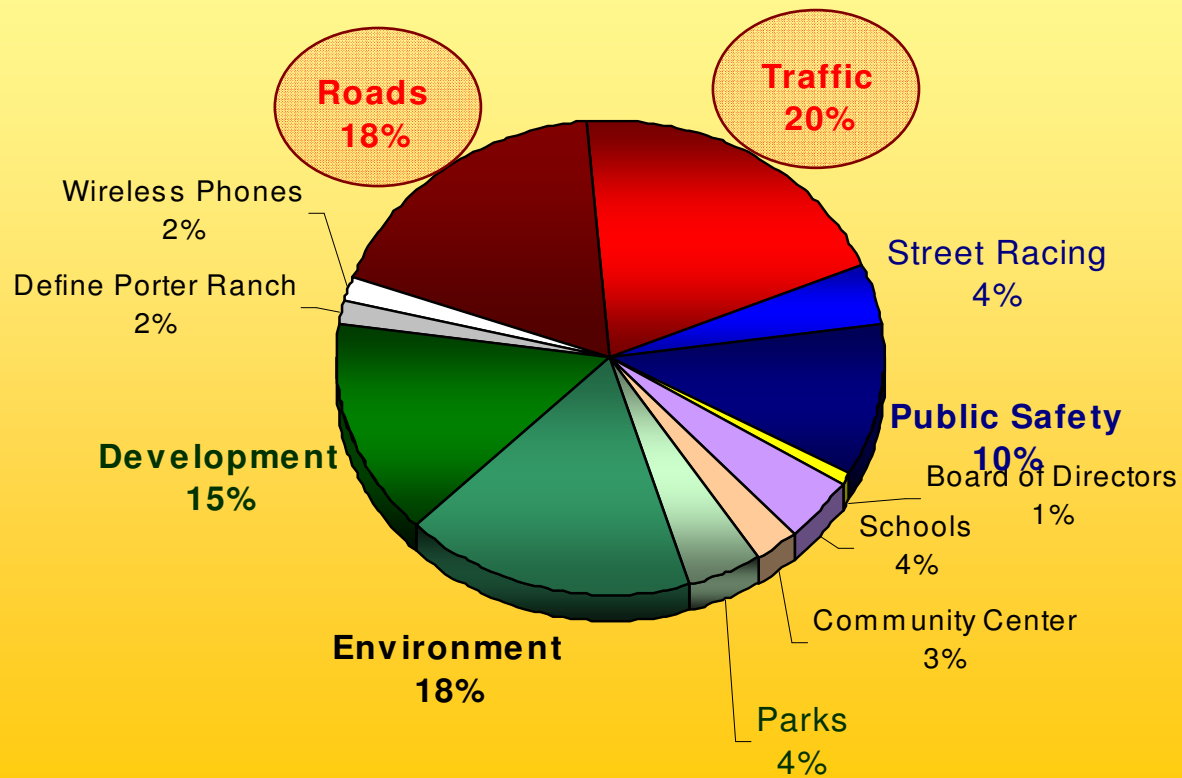
- Thin paper was mangled by Post Office
- Citizens had to provide return postage
- City copy process reduced image size
- Some residents thought it was a HOA survey
- Illegible handwriting
- Less than 100 responses



# ISSUES



**Porter Ranch Neighborhood Council**  
**2004 Survey**  
**Areas of Concern**  
*(HOA Issues Omitted)*





## **Number 1 TRAFFIC**

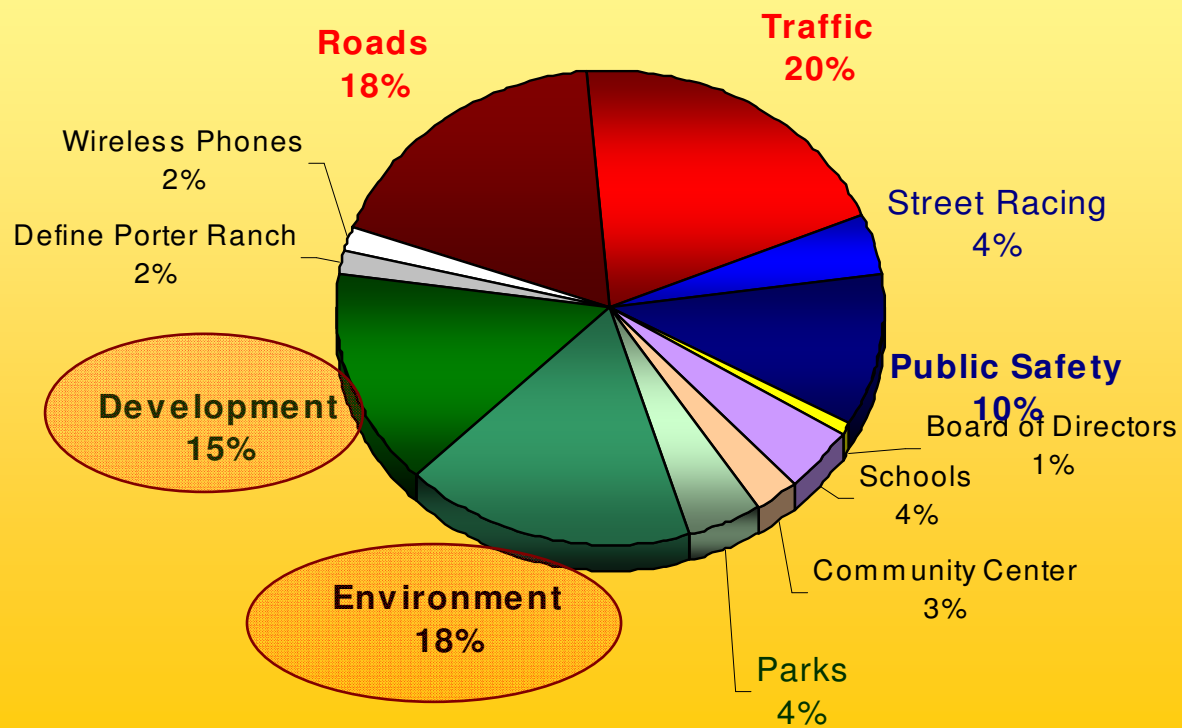
- Rinaldi
- Town Center
- Tampa
- Near Castle Bay

## **Number 2 (Tie) ROADS**

- Sesnon (Aliso Canyon)
- Road Repair
- Signals
  - In front of Library
  - In front of Town Center
  - Left turn from Porter Ranch Road onto Rinaldi
  - Left turn Rinaldi and Corbin



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## **Number 2 (tie) Environment**

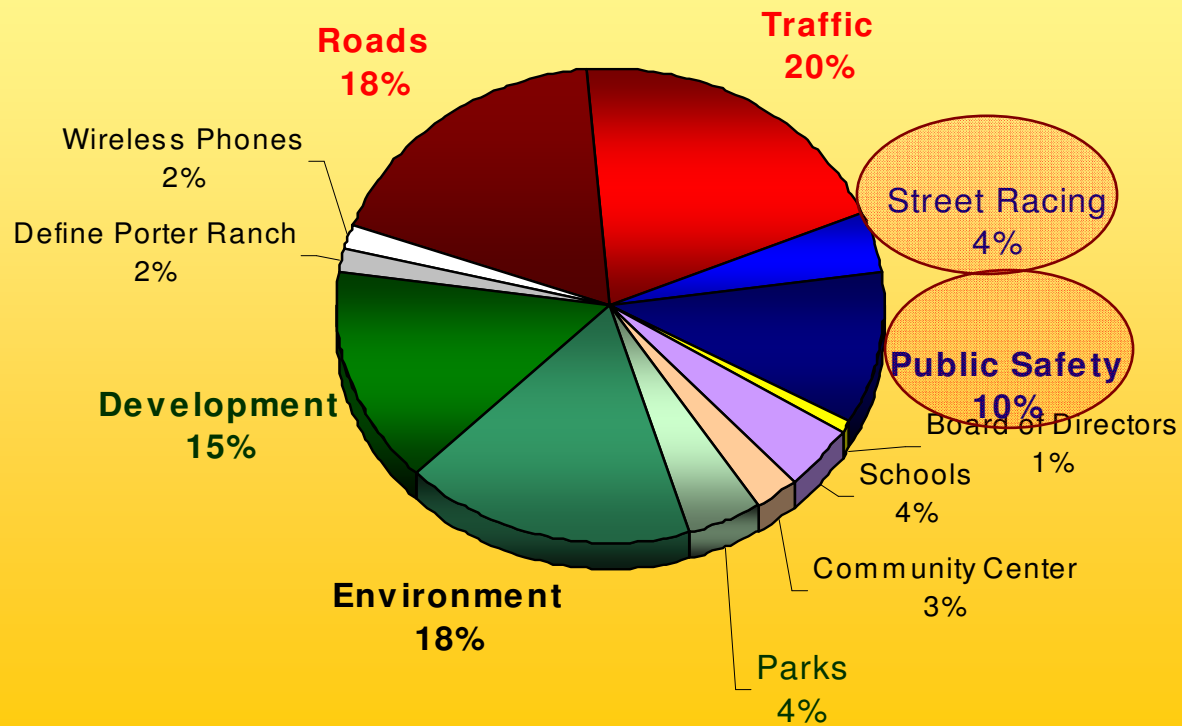
- Street cleaning
- Weed abatement
- Shopping carts
- Trees

## **Number 4 Development**

- Adhere to Porter Ranch Specific Plan
- Too many people
- Too many houses too quickly
- No more “low end” stores
- Starbucks the only “gathering place”



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## **Number 6 Public Safety**

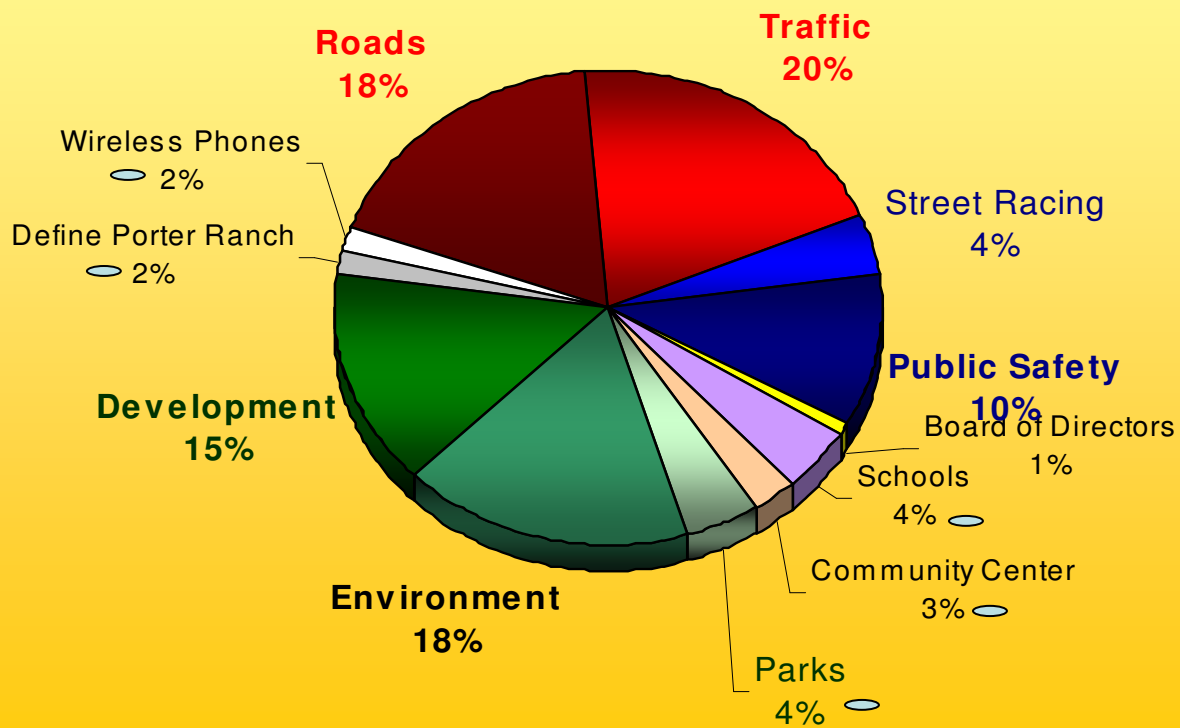
- Crime
- Need more Police Units
- Need more active Senior Lead Officer

## **Number 7 (tie) Street Racing**

- Long streets
- Not enough patrols
- Sesnon



**Porter Ranch Neighborhood Council**  
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# Other Issues

- Schools
- Parks
- Community Center
- Wireless Coverage
- Porter Ranch Boundaries



## **Analysis**

- Many issues are interrelated
- Traffic along Rinaldi and near the Town Center seems to be biggest concern
- PRNC should work with Council Office and Developers to improve traffic flow

## **Surprises**

- Public Safety not at the top of the list
- Education not near the top of the list

## **Path forward**

- Does this reflect the concerns of Porter Ranch?
- Should we concentrate on desires of the stakeholders?
- What actions should we take?
- How do we show action to the community?
- Should we do another survey at the end of 2005?
- How can we get more participation?