

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

PUBLIC OPINION RESEARCH

REGIONAL COMPREHENSIVE PLAN (RCP)

Conducted by

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Introduction

The Southern California Association of Governments (SCAG) commissioned the public opinion research firm of Fairbank, Maslin, Maullin & Associates to conduct focus groups and a public opinion survey on issues related to and addressed by the 1994 Draft Regional Comprehensive Plan (RCP).

The objectives of the RCP research program were to identify,

- priority regional goals and issues,
- the extent of public support for various RCP goals and strategies,
- natural groupings of goals and strategies,
- segments of the population that support or oppose the natural goals and strategies groupings, and
- differences in opinion among various demographic and geographic subgroups of the population.

This report presents a summary of findings and conclusions drawn from the research program. The information drawn from the research will amplify information gathered by SCAG in ongoing public hearings and workshops.

Understanding how people currently think about regional issues will assist SCAG and its members in communicating with the public about RCP goals and strategies. In addition, this understanding will provide a basis for developing and refining implementation strategies through the dialogue already initiated in the subregional advisory committee and public review process. A particular focus of this effort should be to clear up any misunderstandings or misconceptions people have about what is being proposed and to articulate, as clearly as possible, the interrelationships among goals and strategies especially as they relate to the issues of highest priority concern to the public such as violent crime, education and economic growth.

I. BACKGROUND

The Southern California Association of Governments (SCAG) has adopted a unique planning approach for the six county region encompassing Ventura, Los Angeles, Orange, Riverside, San Bernardino and Imperial Counties. The innovations SCAG is implementing to develop a "standard of living blueprint" for use by cities and counties up to the year 2010 fall into three general categories. They are,

1. **Procedural.** SCAG has developed The Regional Comprehensive Plan (RCP) using a "bottom up" approach that encourages the region's cities and counties to participate in the planning process through thirteen subregional organizations.
2. **Structural.** The RCP addresses thirteen major issues in one integrated document rather than in a series of individual documents setting forth separate plans to address such regional issues as growth management, regional mobility, air quality management and housing. The goals and strategies presented in the RCP recognize that no single issue can be addressed without considering the implications for tackling other equally important regional issues.
3. **Administrative.** The RCP process is exploring ways to fit state and federal requirements into locally developed goals, balance local and regional needs, monitor progress toward meeting regional and subregional goals and establish a conflict resolution mechanism to settle disputes among local governments, subregions and regional agencies rather than revert to the courts.

The broad goals of the RCP are to ensure:

- A rising standard of living,
- A healthy and environmentally sound quality of life, and
- Equity across social, economic and cultural subgroups

There are thirteen regional issues addressed by the RCP. These are:

- The Economy
- Growth Management
- Regional Mobility
- Air Quality Management
- Housing
- Human Resources and Services
- Finance
- Open Space and Resources
- Water Resources
- Water Quality
- Energy
- Hazardous Waste Management
- Integrated Solid Waste Management

Underlying core strategies intended to guide the development of detailed strategies in each issue area throughout the plan are:

- a managed transition from the current top down regulatory approach through public/private partnership and a reliance on market based solutions rather than government dictates;
- a focus on local perspective and responsibility with recognition of mutual interests and the potential of shared resources and collective action to meet state and federal mandates consistent with regional goals; and
- a commitment to examine and utilize changes in urban form as a means of meeting multiple local and regional goals.

II. SUMMARY OF FINDINGS AND CONCLUSIONS

A. Public Opinion Survey

1. The public believes that the three highest priority goals for the region are:

- (1) Reducing violent crime and gang activity
- (2) Providing a quality education for everyone
- (3) Stimulating economic growth and creating jobs

2. These three priorities are consistent from County to County with Ventura County rating Violent Crime and Quality Education equally important (Significant Difference = $\pm 5\%$):

	<u>L.A.</u>	<u>Orange</u>	<u>Vent.</u>	<u>Riv.</u>	<u>San B.</u>	<u>Imp.</u>
Violent Crime	29%	31%	23%	31%	29%	27%
Education	19%	19%	24%	22%	20%	23%
Economic Growth	19%	14%	18%	13%	15%	16%

3. The majority of the public believes that government and business working together, rather than government alone or business alone, can do the best job of achieving regional goals.

4. The mood of the public about the economy can be described as "cautiously optimistic." When asked how they feel about the economic future of the region, survey respondents said:

Very Positively	10%
Somewhat Positively	41%
Neither Positively or Negatively	18%
Somewhat Negatively	22%
Very Negatively	7%

The primary reasons for feeling positively (51% of sample) are:

- The economy and jobs are growing (33%)
- Good overall feeling about the future (25%)
- Natural resources/good climate (11%)

The primary reasons for feeling negatively (40% of sample) are:

- Lack of jobs (30%)
- Bad government involvement with economy (15%)
- Poor planning (12%)
- Too many regulations/companies leaving (10%)

5. Sixty-nine percent of those surveyed said they, someone in their family, or someone they know personally had been affected by the current economic recession.
6. Reflecting some confusion over these concepts as expressed in the focus groups, among the RCP strategies supported least are those involving increased density of development as a solution for regional housing, transportation and air quality problems. The least supported strategy overall was congestion pricing.

7. The RCP goals and strategies tested tend to be associated in four basic groupings which are supported by identifiable segments of the population. That is, within each grouping, respondents supporting one goal or strategy in the group are likely to support all other goals and strategies in that group as well. The four goals/strategies groupings are:
- Economic Growth and Business Development
 - Alternative Transportation
 - Environmental Protection
 - Social Concerns

The goals and strategies that make up these groupings are illustrated in Figure 1.

Figure 1
GOALS/STRATEGIES GROUPS

TRANSPORTATION ISSUES

Real Car Alternatives
Commuter Rail
Reducing Commutes

ECONOMIC ISSUES

Balance
Environment/Economy
Support Growth Industries
Economic Equity
Coordinate Permits
Market-Based Approach
Garbage Pricing
Performance Standards
Non-Competing Cities

PRIORITY ISSUES

Violent Crime
Quality Education
Economic Growth

**ENVIRONMENTAL
ISSUES**

Air Pollution
Toxic Waste
Water Pollution
Energy Conservation
Reducing Trash

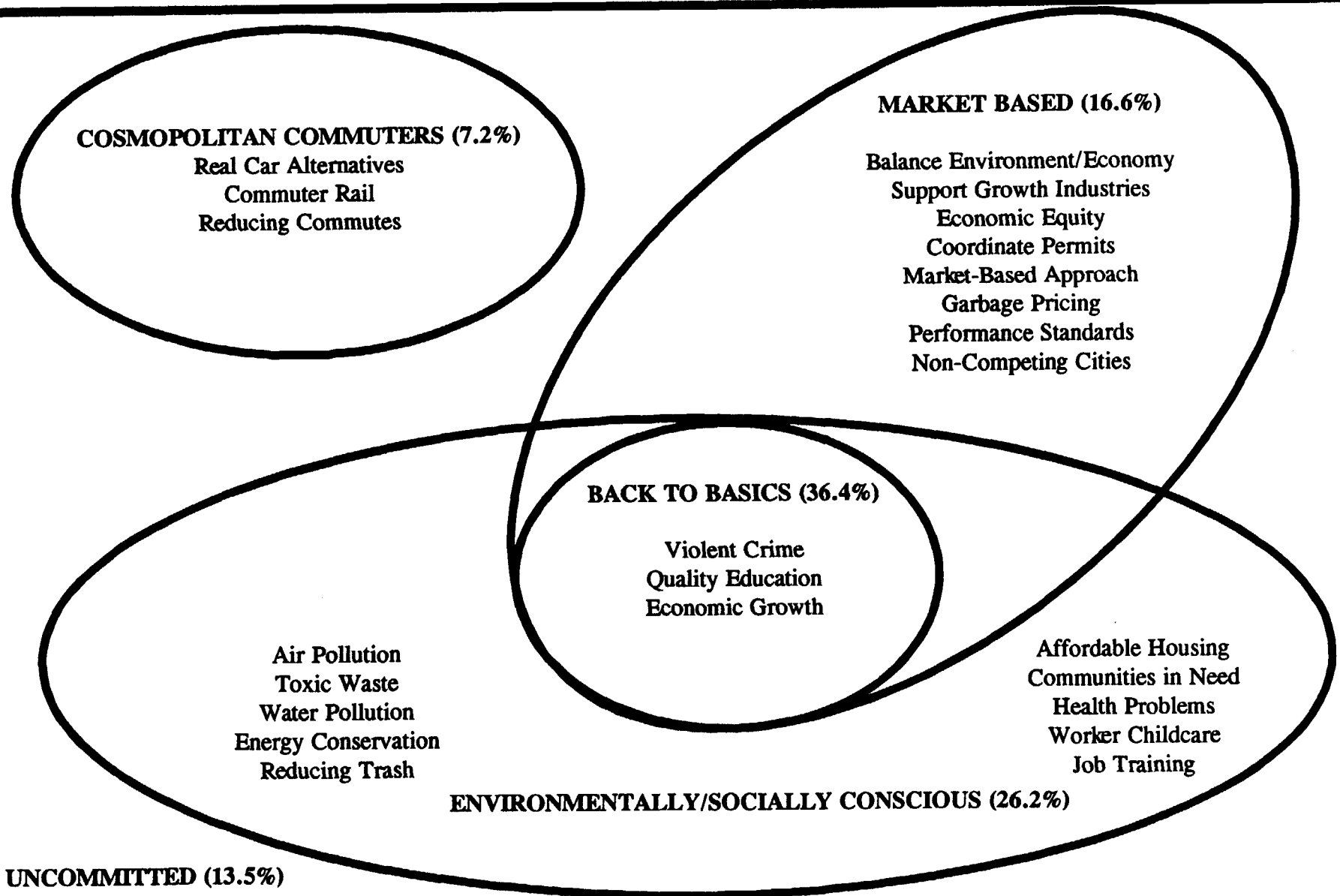
SOCIAL ISSUES

Affordable Housing
Communities in Need
Health Problems
Worker Childcare
Job Training

8. Four constituency groups were identified as supporting different goal/strategy groupings. A fifth group (13.6%) did not distinguish among the goals and strategies. Respondents in this group rated either none or all of the goals and strategies "extremely important" or "strongly supportable." The five groups are:
- **Environmentally and Socially Conscious.** Representing 26 percent of the population, this group tends to support those goals and strategies directed at environmental protection and social concerns such as housing, health and childcare.
 - **Cosmopolitan Commuter.** Representing 7.2 percent of the population, this group focuses its support on goals and strategies dealing with development of commute alternatives.
 - **Back to Basics.** Thirty-six percent of the population have relatively the same priorities as the population as a whole but with a greater emphasis on the basic goals of reducing violent crime, stimulating economic growth and providing a quality education.
 - **Market Based.** Characterized by a tendency to be against government action in any area, the goals and strategies this group does support are generally those that promote economic growth and are market based. This group represents 16.6 percent of the population.
 - **The Uncommitted.** This group, representing 13.6 percent of the population, either rated all or none of the RCP goals and strategies "extremely important" or "strongly supportable."

The four segments with preferences for specific goals and strategies groupings are illustrated in Figure 2.

Figure 2
GOALS/STRATEGIES CONSTITUENCIES



B. Focus Groups

1. Focus group respondents felt personally affected by the recession but did not consider the region in crisis.
2. The respondents based their perceptions of how severe a problem is and how much government or other action (if any) might be warranted to solve it on:
 - How seriously they or people they know personally are affected,
 - Who and how many people are affected,
 - The extent and imminence of any adverse health affects, and
 - The extent of media attention or other word of mouth attention an issue is receiving.
3. Focus group participants generally supported the basic RCP goals of:
 - Improving the quality of life and standard of living throughout the region,
 - Streamlining and coordinating the planning and regulatory process, and
 - Using Public/Private partnerships as a means of addressing regional issues.
4. Before making a decision to support or oppose the various RCP goals and strategies, respondents wanted to know:
 - What will it cost?/Who will pay?
 - Does it mean more government layers (undesirable) or less government (desirable)?
 - What are the environmental impacts (if any)?
 - Will it impact individual rights?
 - How realistic is it?

- 5.** Although respondents were unfamiliar with specific regional agencies (other than the South Coast Air Quality Management District), and uncertain about the structure or function of regional government, they were nonetheless very supportive of the roles envisioned by the RCP for SCAG and the subregional organizations such as facilitating the coordination and exchange of information, streamlining permit processes and removing regulatory barriers. Respondents also believed the following functions were appropriate roles for government.

- Build and maintain infrastructure
- Provide incentives
- Provide education
- Maintain the court system
- Protect the public from criminals
- Set standards
- Provide oversight -
 - when profit motive impedes private sector "doing the right thing"
 - when there are anti-competitive implications for business to take the lead or coordinate efforts.

- 6.** Focus group respondents felt that the private sector should be involved in addressing issues facing Southern California when:

- Innovation and creativity are required,
- The issue affects the company directly, and
- The issue affects the community in which the company is located.

Respondents also felt business and industry were best at identifying growth industries for the future and could play a greater role in training the work force.

7. In addition to the concept of regional and subregional governance, other RCP concepts that were not readily understood were:
 - Market-based approach,
 - Performance Standards vs. Command and Control Regulation,
 - Industrial clusters, and
 - Communities-in-need programs.
8. Insofar as the market based approach was concerned, some respondents expressed a fear that it would shift too much discretion in how to reduce pollution to the private sector and not result in an overall improvement in environmental quality. They believed the process would have to be carefully conceived and overseen in order to be effective.
9. Some respondents raised concerns over the anti-competitive consequences of businesses cooperating and sharing research and technology development. Others believed this approach could be selectively applied in areas with the largest risk and high development costs such as advanced technology vehicles.
10. Some respondents were able to understand the potential for social needs and job training programs to reduce crime and improve the economic climate of the region. Others did not see a relationship and were concerned about how much such programs would cost and who would pay for them. Issues of providing for illegal immigrants were also raised.

III. APPROACH AND METHODOLOGY

A. Approach

FMM&A executed an hierarchical research design incorporating both qualitative and quantitative research and utilizing both bivariate (crosstabulation) and multivariate analysis. The research approach and methodology adapting techniques commonly used in consumer marketing research to the public policy arena. Applying this social marketing approach, the parallels to consumer marketing for the RCP can be represented as follows:

RCP = Product Line

RCP Goals/Strategies = Product Attributes/Features

SCAG = Product Development and Sales Force

Public Constituencies = Target Audiences (Segments)

Public Education = Positioning

Support = Purchase

Given SCAG's objective of developing an integrated approach to address regional issues, a major objective of the FMM&A analysis was to reveal the extent to which people already associate various RCP goals, issues and strategies in their own minds and to identify the segments of the population i.e., constituencies, that support or oppose various goals and strategies groupings.

For those readers who are interested in a snapshot of public response to a particular issue or strategy as it was described at the time of the survey, the research also yields those data and results.

B. Methodology

1. Focus Groups

FMM&A conducted three focus groups in early January 1994, which were recruited to include respondents representing a range of demographic and ethnic groups. The purpose of the focus groups was to discuss the RCP goals and strategies in depth, to assist in the development of the survey instrument, to amplify the survey results and to uncover:

- Current perceptions about the seriousness of various issues facing the region and the reasoning behind those perceptions;
- How readily the strategies and concepts discussed in the RCP are understood by the public and what vocabulary people commonly used to discuss them; and
- The extent of support or opposition to various RCP goals and strategies and the reasoning behind those positions.

A copy of the focus group moderator's outline is presented in Appendix A. The groups were held in three different locations selected for accessibility to individuals from the following areas:

- North and West L.A. and Ventura Counties
- South and East L.A. and Orange Counties
- Riverside and San Bernardino Counties

2. Public Opinion Survey

FMM&A conducted a random digit dial telephone survey of 1507 residents, 18 years old and over, of the six county SCAG region on February 10 through 25, 1994. A copy of the survey instrument, complete with topline results, is presented in Appendix B. A quota of interviews was established for each SCAG county to enable results for each county to be analyzed independently with some measure of statistical reliability. The number of interviews conducted in each county was:

Los Angeles = 401
Orange = 305
Ventura = 198

Riverside = 203
San Bernardino = 202
Imperial = 198

Survey data were tabulated on a regionwide basis, for each county separately and for each of the thirteen SCAG subregions. The margin of error for the sample as a whole is $\pm 2.5\%$. Margins of error for various subgroupings of the sample are:

400 = $\pm 5\%$
300 = $\pm 6\%$
200 = $\pm 7\%$

Finally, a segmentation analysis was performed. Each respondent was characterized in accordance with which goals and strategies were rated "10" (extremely important or strongly supported).

A correspondence analysis was conducted to position goals and strategies on a map -

- goals and strategies endorsed by the same respondents were located near each other and distant from those goals and strategies not endorsed by the same respondents
- respondents were positioned on the map near other respondents who endorsed or failed to endorse the same goals and strategies

Cluster analysis was performed assigning respondents to clusters with similar profiles of endorsing and failing to endorse goals and strategies. The clusters were examined to develop the best solution i.e. the solution that yielded maximum differentiation and interpretability. A more detailed discussion of the segmentation methodology is presented in Appendix C.

IV. DETAILED FINDINGS

Detailed findings from the public opinion survey are presented in the following tables.

A. Regional Goals

Survey respondents were read a list of goals for the region one by one, and were asked to rate the importance of each on a scale from one to ten where one was "not at all important" and ten was "extremely important." The ranking of goals based on the percentage of "10" ratings given by respondents is presented in Table 1.

TABLE 1: Importance of Regional Goals - Question 2a

(Percent saying "10" on a 1 to 10 Scale where
"1" = "Not at all Important" and "10" = "Extremely Important")

n.	Reduce Crime/Gang Activity	65%	k.	Conserve Energy	28%
e.	Provide Quality Education	56%	c.	Build Alternative Transportation	28%
a.	Promote Economic Growth/Jobs	44%	d.	Provide Affordable Housing	28%
m.	Reduce Toxic Waste	43%	p.	Provide Job training Programs	27%
i.	Reduce Water Pollution	40%	g.	Provide Childcare Services	26%
l.	Reduce Air Pollution	38%	b.	Promote <u>Com</u> mute Reducing Growth	22%
o.	Prepare Earthquake/Fire Plans	33%	h.	Provide Open Space/Parks	22%
j.	Reduce Solid Waste	29%	q.	Maintain Agricultural Lands	21%
r.	Solve Homelessness	29%	f.	Overcome Health/Drugs/Alcohol	21%

After being asked to rate the importance of all of goals on a scale from one to ten, respondents were asked to select the one most important regional goal from among all of the goals they had rated a ten. The results are presented in Table 2 below.

TABLE 2: Most Important Regional Goal - Question 2b

(Percent Saying "Most Important Goal")

n. Reduce Crime/Gang Activity	29%	m. Reduce Toxic Waste	3%
e. Provide Quality Education	20%	l. Reduce Air Pollution	2%
a. Promote Economic Growth/Jobs	17%	g. Provide Childcare Services	1%
c. Build Alternative Transportation	4%	b. Promote Commute Reducing Growth	1%
r. Solve Homelessness	4%	q. Maintain Agricultural Lands	1%
i. Reduce Water Pollution	3%	h. Provide Open Space/Parks	1%
o. Prepare Earthquake/Fire Plans	3%	f. Overcome Health/Drug/Alcohol	1%
d. Provide Affordable Housing	3%	j. Reduce Solid Waste	1%
p. Provide Job Training Programs	3%	k. Conserve Energy	1%

B. RCP Strategies

After answering questions concerning the importance of regional goals, respondents were asked to indicate the strength of their support or opposition for a range of strategies directed at meeting various regional goals. The strategies tested were selected from the RCP to represent a range of approaches e.g., partnerships, pricing, , planning, regulation, incentives and permit streamlining, and for their ability to be communicated clearly in a telephone interview. Respondents were asked to rate the strategies on a scale from one to ten where one was "strongly oppose" and 10 was "strongly support." Tables 3 through 6 present the rankings of strategies based on the mean scores of respondents' ratings.

TABLE 3: Strategies to Stimulate Economic Growth/Create Jobs - Question 3

(1 to 10 rating scale where
1 = "strongly oppose" and 10 = "strongly support")

	MEAN SCORES
<p>b. <i>Government, business and the educational system should work together to provide job training programs that will prepare people for the kinds of jobs that will be available in Southern California</i></p>	8.34
<p>c. <i>Cities and other government agencies should coordinate their permit requirements and provide <u>one place</u> where businesses can get all the permits they need to locate and operate here</i></p>	7.73
<p>d. <i>The business sector and non-profit agencies should form partnerships with government to help people an communities with the greatest need take care of themselves</i></p>	7.33
<p>a. <i>Government actions should support and promote those industries with the greatest growth potential such as transportation, advanced technology, tourism, entertainment and trade</i></p>	6.93

TABLE 4: Strategies to Develop the Transportation System/ Reduce Traffic Congestion/Improve the Environment - Question 4

(1 to 10 rating scale where
1 = "strongly oppose" and 10 = "strongly support")

	MEAN SCORES
a. <i>Building commuter rail systems like Metrolink and the Metro system, expanding bus service, and building carpool lanes <u>should have priority over building more freeways, highways and roads</u></i>	7.45
b. <i>Local shuttle bus services should be operated to get people <u>from</u> their homes or workplaces <u>to</u> bus stops, have to drive there in cars</i>	7.36
g. <i>Rather than saying exactly what methods and technologies must be used to reduce air pollution, regulations should say how much air pollution must be reduced and let industry figure out the best way to do it</i>	6.86
h. <i>The more garbage people produce, the more they should pay to have it hauled away</i>	6.52
e. <i>The transportation system should make it easy for people throughout Southern California to get to parks, hiking trails and other outdoor recreation areas</i>	6.12
f. <i>Building in hazardous areas such as in flood plains, fire zones, or canyons; on hillsides or along earthquake faults should be prohibited even if property owners would lose value in their properties</i>	5.91
d. <i>Government should encourage commercial and residential development along major transportation routes</i>	5.73
c. <i>Telephone companies charge more to make long distance calls during peak hours. Similarly, to reduce traffic congestion, people should be charged a fee for using the freeways during rush hour</i>	3.54

TABLE 5: Strategies to Provide Affordable Housing - Question 5

(1 to 10 rating scale where
1 = "strongly oppose" and 10 = "strongly support")

	MEAN SCORES
c. <i>Communities should make it cheaper to build affordable housing by reducing development fees and processing permits faster</i>	7.08
b. <i>Cities located next to each other should work together to make sure there is affordable housing in their area for all income groups</i>	6.93
a. <i>Every individual city should be responsible for making sure it has housing that can be afforded by all income groups</i>	6.48
d. <i>Cities and counties should provide more sites and zoning for higher density multifamily housing</i>	5.76

TABLE 6: Overall Goals - Question 6

(1 to 10 rating scale where
1 = "strongly oppose" and 10 = "strongly support")

	MEAN SCORES
b. <i>No matter what is done to revive Southern California's economy, the most important goal is to improve the quality of life and standard of living for everyone, including people of all ages, income levels and ethnic backgrounds</i>	8.31
a. <i>Rather than cities competing against each other, groups of cities should work together to pursue economic development and meet other social needs</i>	8.24
c. <i>It is important to achieve a balance between environmental protection and economic development</i>	8.07
d. <i>Government needs to find more ways to use a market-based approach rather than regulations to protect the environment and public health and safety</i>	7.29

C. Profile of the Survey Sample

The survey sample consisted of 50 percent females and 50 percent males. Fifty percent were married and 34 percent described themselves as single. Nine percent were divorced or separated while six percent said they were widowed. Sixty-three percent had children and 39 percent said they had children under 18 living at home.

Most of those surveyed had lived in Southern California 10 or more years (77%). Nine percent had lived here up to three years and 24 percent had lived here more than 36 years. Thirty-three percent said they were born in Southern California while 16 percent had moved from another country.

Fourteen percent of the respondents said they lived in a rural area, 36 percent in a large city and 49 percent in a suburb. Over half (54%) owned their own home, eight percent lived with their parents.

Fifty-three percent of the survey sample worked full time and nine percent worked part time. Fifteen percent were retired. Eight percent were students and another eight percent identified themselves as homemakers. Of those working outside the home, 17 percent said they were in professional occupations, 22 percent white collar/managerial, 14 percent white collar/clerical and 23 percent service employees. Five percent were government employees and 15 percent said they held blue collar jobs.

The survey sample was relatively evenly distributed among age groups. Fourteen percent were 18 to 24 years old and 16 percent were over 65 years of age. Thirty percent had a high school education, 28 percent had some college or vocational school training and 32 percent had a college or post graduate education. Nineteen percent had annual household incomes of \$20,000 or less in 1993, 13 percent had annual household incomes over \$80,000.

Those surveyed identified themselves as 21 percent Latino/Hispanic, seven percent Black/African American, five percent Asian and 61 percent White.

Philosophically, respondents described themselves as 38 percent conservative, 17 percent liberal and 41 percent moderate. Thirty-four percent said they were registered Republicans and 36 percent were registered Democrats. Eight percent were registered Independents and 15 percent said they were not registered to vote.

D. Segment Profiles

The following charts present the attitudinal and demographic profiles of the four segments identified by the survey analysis and compare each segment to the general population.

WHO ARE THEY? ENVIRONMENTALLY/SOCIALLY CONSCIOUS

26.2% of the Region's Adult Population

Attitudes:

Place high priority on environmental issues

Concern for basic social needs; affordable housing, health problems, childcare

Slightly less concerned with violent crime, quality education and economic growth than the general population

Demographics:

- Urban or rural dwellers, likely to be divorced or widowed, likely to have children
- Lower to middle income with tendency to service, blue collar and unskilled jobs
- High percentage of Latinos
- More likely to be female than male
- More likely to be Democrats than Republicans

THE SEGMENTS: COMPARISON TO THE GENERAL POPULATION

ENVIRONMENTALLY/SOCIALLY CONSCIOUS (26.2%)

Top Four Goals/Strategies (Percent rated "10"):

<u>Segment</u>		<u>Population</u>	
Air Pollution	73%	Violent Crime	65%
Toxic Waste	72%	Quality Education	56%
Water Pollution	65%	Economic Equity	47%
Conserving Energy	64%	Economic Growth	44%
Reducing Trash	64%		

Bottom Four Goals/Strategies:

<u>Segment</u>		<u>Population</u>	
Multifamily Housing	22%	Multifamily Housing	12%
Devel. Along Routes	18%	Transportation to Recreation	12%
Recreation Transp.	18%	Development Along Routes	10%
Congestion Pricing	9%	Congestion Pricing	5%

Major Differences between Segment and General Population:

	<u>Segment</u>	<u>Population</u>	<u>Difference</u>
Conserving Energy	64%	28%	36%
Reducing Trash	64%	31%	33%
Air Pollution	73%	38%	35%
Real Car Alternatives	27%	28%	-1%
Quality Education	55%	56%	-1%
Economic Growth	35%	44%	-9%

WHO ARE THEY? COSMOPOLITAN COMMUTERS

7.2% of the Region's Adult Population

Attitudes:

Place high priority on developing an alternative transportation system and growth policies that shorten commutes

Low priority on environmental and social issues, relatively unconcerned about violent crime

Positive outlook on the future of the regional economy

See more differentiation between government role and business role

Demographics:

- Upwardly mobile urban dwellers, own home, higher income professionals (teacher, lawyer, doctor, engineer, nurse)
- New to Southern California, likely to be foreign immigrant
- May be married but have no children
- Moderate to liberal, likely to be registered Democrat
- More likely to be male than female

THE SEGMENTS: COMPARISON TO THE GENERAL POPULATION

COSMOPOLITAN COMMUTERS (7.2%)

Top Four Goals/Strategies (Percent rated "10"):

<u>Segment</u>		<u>Population</u>	
Real Car Alternatives	94%	Violent Crime	65%
Quality Education	52%	Quality Education	56%
Commuter Rail	51%	Economic Equity	47%
Violent Crime	43%	Economic Growth	44%

Bottom Four Goals/Strategies:

<u>Segment</u>		<u>Population</u>	
Health Problems	2%	Multifamily Housing	12%
Multifamily Housing	1%	Transportation to Recreation	12%
Job Training	1%	Development Along Routes	10%
Support Farming	0%	Congestion Pricing	5%

Major Differences between Segment and General Population:

	<u>Segment</u>	<u>Population</u>	<u>Difference</u>
Real Car Alternatives	94%	28%	66%
Commuter Rail	51%	33%	18%
Reducing Commutes	28%	22%	6%
Toxic Waste	15%	33%	-18%
Violent Crime	43%	65%	-22%

WHO ARE THEY? BACK TO BASICS

36.4% of the Region's Adult Population

Attitudes:

More concerned about economic growth, violent crime and quality education
Somewhat concerned about toxic waste, water pollution and health problems
Feel negatively about the future of the economy because of the lack of jobs

Demographics:

- Younger, have children living a home
- Ethnically diverse
- High School or some college/vocational school education
- Middle to lower income in primarily service and clerical occupations

THE SEGMENTS: COMPARISON TO THE GENERAL POPULATION

BACK TO BASICS (36.4%)

Top Four Goals/Strategies (Percent rated "10"):

<u>Segment</u>		<u>Population</u>	
Violent Crime	85%	Violent Crime	65%
Quality Education	77%	Quality Education	56%
Economic Growth	68%	Economic Equity	47%
Economic Equity	55%	Economic Growth	44%
Toxic Waste	55%		

Bottom Four Goals/Strategies:

<u>Segment</u>		<u>Population</u>	
Recreation Transp.	13%	Multifamily Housing	12%
Multifamily Housing	12%	Transportation to Recreation	12%
Devel. Along Routes	9%	Development Along Routes	10%
Congestion Pricing	6%	Congestion Pricing	5%

Major Differences between Segment and General Population:

	<u>Segment</u>	<u>Population</u>	<u>Difference</u>
Economic Growth	68%	19%	49%
Quality Education	77%	56%	21%
Violent Crime	85%	65%	20%
Devel. Along Routes	9%	10%	-1%
Reducing Trash	28%	29%	-1%
Conserving Energy	25%	28%	-3%

WHO ARE THEY? THE MARKET BASED

16.6% of the Region's Adult Population

Attitudes:

Less concerned about violent crime, quality education and economic growth than the general population

Especially unconcerned about environmental issues

Place low priority on social issues and programs

Tend to feel government actions have harmed the economy

Make strong distinction between appropriate roles for government and business

Demographics:

- Older (possibly retired) suburbanites, married, no children at home
- White, long time residents of Southern California, moved here from another state
- College graduate, professional or managerial occupation
- Moderate to conservative Republicans

THE SEGMENTS: COMPARISON TO THE GENERAL POPULATION

THE MARKET BASED (16.6%)

Top Four Goals/Strategies (Percent rated "10"):

<u>Segment</u>		<u>Population</u>	
Violent Crime	69%	Violent Crime	65%
Quality Education	51%	Quality Education	56%
Economic Growth	41%	Economic Equity	47%
Economic Equity	34%	Economic Growth	44%

Bottom Four Goals/Strategies:

<u>Segment</u>		<u>Population</u>	
Open Spaces	0%	Multifamily Housing	12%
Conserving Energy	0%	Transportation to Recreation	12%
Real Car Alternatives	0%	Development Along Routes	10%
Air Pollution	0%	Congestion Pricing	5%

Major Differences between Segment and General Population:

	<u>Segment</u>	<u>Population</u>	<u>Difference</u>
Violent Crime	69%	65%	4%
Congestion Pricing	1%	5%	-4%
Coordinate Permits	29%	33%	-4%
Market Based Approach	17%	23%	-6%
Toxic Waste	7%	43%	-36%
Air Pollution	0%	38%	-38%
Water Pollution	1%	40%	-39%

WHO ARE THEY? THE UNCOMMITTED

13.5% of the Region's Adult Population

Attitudes:

Rate nothing or everything extremely important or strongly supportable

Most likely of all segments to feel negatively about the region's economic future

Demographics:

- Younger, single, males
- Latinos and Whites
- May have immigrated from another country
- College educated, middle income
- Professional, managerial occupations
- Moderate, may not be registered to vote

E. Communicating the RCP to the Segments

The research program results can assist SCAG in formulating a communications strategy aimed at stimulating interest and fostering understanding of the RCP among the various population segments identified by the study. Examples of how communications might be developed to emphasize the RCP goals and strategies and their relationship to issues of particular interest to various constituency groups are presented below.

MARKETING THE RCP TO THE SEGMENTS: POSITIONING THE PRODUCT

Environmentally and Socially Conscious

The RCP will improve the way the region goes about protecting the environment and meeting basic social needs while it helps create jobs.

Cosmopolitan Commuters

The RCP will result in expanded transportation alternatives.

Market Based

The RCP will streamline government regulation and allow the business and the market place to function.

Back to Basics

The RCP will promote economic growth and provide more educational options that will help reduce crime by creating greater opportunities.

The Uncommitted

The RCP won't take away anything you already have and will improve the economic outlook of the region.

F. Increasing Public Awareness and Understanding

As SCAG continues its public review and participation process it will be important to clear up any misconceptions and misunderstandings about the RCP goals and strategies. Based on the focus groups, those areas which would benefit from more detailed explanation, perhaps supplemented by concrete examples of how a goal or strategy would be implemented, are presented below.

INCREASING PUBLIC AWARENESS: CLARIFYING MISCONCEPTIONS

1. The public needs a better understanding of what regional and subregional government is and how it works. In particular, it is important for them to understand that the RCP is not attempting to impose a new layer of government or regulation. The benefits of regional governance should be explained e.g.:
 - Efficient use of public resources and taxpayer dollars
 - Coordination and elimination of duplication
 - Streamlined regulatory processes (no new layers of government)
 - Exchange of information
2. The public needs a better understanding of:
 - How market-based and performance-based regulation works.
 - How government and business roles will be defined in public/private partnerships. How will the costs be shared/allocated?
 - What is the new urban form?
 - What will it look like?
 - Who will live there?
3. Finally, the public wants to know:
 - What will implementing the RCP cost, who will pay and who will benefit?

APPENDIX A: Focus Group Outline

REGIONAL COMPREHENSIVE PLAN FOCUS GROUPS OUTLINE

OVERVIEW OF APPROACH

1. Focus group respondents will be presented with four "problem cases" encompassing the major RCP issues (goals) and proposed strategies. In developing the cases we have grouped together issues that share overlapping or common objectives and strategies. The strategies presented for each case would fall into parallel categories, i.e., institutional, regulatory, financial. The issue groupings for the four cases are -
 - a. The Economy/Human Resources
 - b. Growth Management/Mobility/Air Quality
 - c. Resource Management
 - Water Resources/Water Quality
 - Hazardous Waste Management
 - Integrated Waste Management
 - Energy
 - Open Space and Conservation
 - d. Housing
2. Each case begins with a description of the key issue or problem.
3. The specific strategies proposed by the RCP are then presented. We will derive whether there are more general goals or criteria that underlie respondents' support or opposition to specific strategies from the discussion.
4. As each problem case and the proposed strategies are discussed, degree of agreement or support among respondents will be tested by four different qualitative criteria:
 - a. Is the problem of sufficient concern to warrant their personal attention? What would make it of sufficient concern?
 - does it have to affect them personally?
 - a what point would the issue be serious enough to warrant their attention?

OUTLINE

I. Introduction (15 Minutes)

Welcome

Purpose of Focus Group

Paired off introductions

Rules

II. PROBLEM STATEMENT (Read) (7 Minutes/problem)

- A. Do you consider this to be a problem or not a problem?
 - for you personally
 - for other people in the region
- B. Why/Why Not?
- C. What would make the issue serious enough for it to be considered a problem?

II. Strategies (10 Minutes/problem)

- A. Which strategies are the most effective?
 - Why?
 - government responsibility?
 - problem will get worse without action?
- B. Which strategies are least effective?
 - Why?
 - cost too much?
 - too much sacrifice?
 - too much intervention?
 - What would make strategy more effective or supportable?

III. Summary (each Problem) (5 minutes/problem)

- A. Is this a problem government can/should do anything about it?
 - local government, regional, state or federal government?
 - What is the appropriate level of government action (on a scale where government action only and private sector action only are the extremes)?

- B. What is the appropriate government role?**
 - **Direct/Indirect**
 - **Prescriptive (Regulatory command and control)**
 - **Performance**
 - **Standards/goal setting**
 - **Contractual**
 - **Enforcement**
 - **Impose financial/criminal**
 - **Withhold funds/approvals**
 - **Informational/Supportive**
 - **Financial**
 - **Direct funding**
 - **tax incentives**
 - **Environmental Protection vs Economic Impact**

- C. Costs - How much is too much?**
 - **Financially**
 - **Personally**
 - **Environmentally**

IV. OVERVIEW (15 Minutes)

- A. Criteria used to assess severity of problem**
- B. Criteria used to assess effectiveness of strategies**
- C. Criteria used for supporting government intervention**
- D. Criteria used to determine appropriate cost**

INSTRUCTIONS

The attached sheets contain four different Problem Statements followed by a list of strategies proposed to address that problem. We would like you to read the problem statement and then indicate your reaction to each proposed strategy.

Please use the accompanying five-point scale by circling a single number from 1 to 5, where "1" indicates that you feel that strategy is a "Bad Idea" and "5" means that you think that strategy is a "Good Idea." Try to react to all the strategies. However, if the strategy is confusing and you simply do not understand what is being proposed, check the box "Don't Understand the Strategy."

Obviously, there are no right or wrong answers. We are only interested in your personal opinion. Please do not discuss your answers with anyone else. Once you have finished, please check to be certain that you have provided an answer for every strategy.

THANK YOU.

III. ENVIRONMENTAL RESOURCES MANAGEMENT AND PRESERVATION (continued)

13. Conservation. Energy utilities, local governments, regional agencies and state agencies should implement energy conservation and water conservation public education programs throughout the region.

Bad Idea
1

2

3

4

Good Idea
5

_____ *Don't Understand the Strategy*

- Please continue to next page -

IV. HOUSING

A. Problem Statement

The region does not have sufficient affordable housing for its population. One out of every two households in Southern California has a housing related problem such as living in an overcrowded unit, occupying a substandard unit, or paying more than 30 percent of income for housing.

B. Strategies

- 1. Streamlined Permits. Local jurisdictions should streamline development project permit and environmental impact review processes by consolidating permit requirements and using environmental documents that have already been prepared for regional and local general plans.

Bad Idea 1 2 3 4 Good Idea 5
Don't Understand the Strategy

- 2. Affordable Housing. All communities need to assume responsibility for providing affordable housing. However, rather than having affordable housing allocations met on a city by city basis, this responsibility should be met through the shared resources of a group of communities acting together at the subregional level.

Bad Idea 1 2 3 4 Good Idea 5
Don't Understand the Strategy

- 3. Funding Local Government. The State government system for financing local government should be modified. One objective would be to eliminate the motivation for local governments to charge impact fees (\$10,000 to \$30,000 per unit) on new housing development to pay for streets, schools, parks and other facilities that were funded by property taxes prior to Proposition 13.

Bad Idea 1 2 3 4 Good Idea 5
Don't Understand the Strategy

- 4. Development Incentives. Communities should provide incentives for the development of affordable housing by waiving or reducing development fees, modifying development standards such as parking requirements, and providing a fast/track permit approval process.

Bad Idea 1 2 3 4 Good Idea 5
Don't Understand the Strategy

- 5. Higher Density. Local governments should preserve single family areas and also provide sites and zoning for higher density multifamily development.

Bad Idea 1 2 3 4 Good Idea 5
Don't Understand the Strategy

- 6. Employer Assisted Housing. State and federal government should offer tax incentives to encourage employer-assisted housing programs.

Bad Idea 1 2 3 4 Good Idea 5
Don't Understand the Strategy

IV. HOUSING (continued)

7. **Private Investment.** The state should implement a tax incentive based program that will generate funds for the private sector to invest in affordable housing.

Bad Idea
1

2

3

4

Good Idea
5

_____ *Don't Understand the Strategy*

8. **Subsidized Housing.** A large-scale federal role in providing housing subsidies and community development funds to house the poor and low wage workers should be restored and increased.

Bad Idea
1

2

3

4

Good Idea
5

_____ *Don't Understand the Strategy*

APPENDIX B: Survey Topline Results

Time Began _____

Time Ended _____

Minutes _____

FINAL N = 1507

**PUBLIC ATTITUDES AND OPINIONS CONCERNING
SCAG REGIONAL COMPREHENSIVE PLAN GOALS, ISSUES AND STRATEGIES
310-155W - Final**

Hello, I'm _____ from EMH, a public opinion research company. We are not selling anything. We're conducting a survey about issues concerning Southern California. Are you 18 years old or older and currently living in (_____) County? (IF NOT, ASK: Is there someone else fitting this description who can come to the phone?) **VERIFY PERSON IS 18 YEARS OLD OR OLDER AND CURRENTLY RESIDING IN SOUTHERN CALIFORNIA. IF NO ONE IS AVAILABLE, TERMINATE.**

IF RESPONDENT ANSWERS THE TELEPHONE IN SPANISH AND/OR WANTS TO SPEAK SPANISH, ASK: Quiere usted contestar en español? (IF "YES" OR "SI," SAY): Momentito por favor.

1. Our area has experienced a severe earthquake and aftershocks that have damaged our freeways and many commercial buildings, apartment complexes and houses. Please tell me which of the two statements I am going to read you comes closest to your view of how Southern California should respond to the recent earthquake.

A. The earthquake recovery plan should emphasize rebuilding freeways and buildings the way they were before as quickly as possible and with an eye toward keeping the cost for rebuilding as low as possible. ----- 29%

OR

B. Even if it costs more taxpayer money and takes longer, the earthquake rebuilding plan is an opportunity to build more rail mass transit, provide tax incentives for companies to have workers do some office work at home, and develop tougher building codes that take into consideration local earthquake hazards and soil conditions on a community by community basis. ----- 68%

(DON'T READ) DK/NA ----- 3%

(READ): Additional questions that we have today involve several issues. Some people believe that there are many worthwhile programs and projects that could be implemented to improve the quality of life in Southern California. However, there is a limit to the financial resources available to pay for such efforts.

2a. Considering what I have just told you, please tell me how important you think each of the goals I am going to read you is for Southern California. Use a scale from one to ten where one is "not at all important" and ten is "extremely important." Please remember that there is a limit to the financial resources available to Southern California to accomplish these goals as you rate each one. **RECORD ANSWER AND ASK 2b BEFORE MOVING ON TO THE NEXT GOAL.**

2b. And do you believe that reaching that goal can be done best by the government, by business, or by the government and business working together?

ROTATE	2a.				2b.		
	NOT AT ALL IMP	EXT IMP	(DON'T READ) DK/NA		GOV	BUS	(DON'T READ) BTHDK/NA
a. Stimulating economic growth and creating jobs	1-0-1-1-5-4-12-18-13-44		1		6%	15%	77% 1%
b. Promoting growth and development patterns that reduce commuting distances and smog	2-1-2-4-13-10-14-20-10-22		2		12%	16%	69% 3%
c. Developing a transportation system that includes real alternatives to driving alone in a car, such as carpool lanes, trains and buses	3-1-2-2-9-5-15-23-12-28		1		16%	13%	68% 2%
d. Providing affordable housing for everyone	7-4-4-5-13-7-10-12-9-28		1		24%	14%	57% 5%
e. Providing a quality education for everyone	2-1-1-1-4-4-6-14-11-56		1		29%	6%	62% 3%
f. Helping those with the greatest need overcome health, drug and alcohol problems	4-2-4-4-12-10-15-18-9-21		1		23%	10%	62% 5%
g. Providing adequate childcare services to assist parents who work or want to work	2-2-2-3-11-8-14-18-13-26		1		8%	27%	62% 3%
h. Providing and preserving open space, parks and other recreation areas	2-2-2-5-17-9-16-17-9-21		0		33%	7%	59% 1%
i. Reducing and preventing pollution of ground water, rivers, lakes and bays	1-1-1-2-6-5-11-17-16-40		1		18%	8%	74% 1%
j. Reducing the amount of trash produced by residents and businesses and safely disposing of the trash that is produced	1-2-2-3-9-9-13-19-14-28		1		11%	15%	72% 2%
k. Conserving energy	1-1-1-3-9-9-15-19-13-28		1		7%	14%	77% 2%
l. Reducing air pollution	1-1-1-2-7-6-12-18-14-38		1		8%	11%	79% 1%
m. Reducing the amount of toxic waste produced and safely disposing of toxic waste that is produced	1-1-2-1-5-6-11-17-14-43		1		10%	15%	74% 1%
n. Reducing violent crime and gang activity	1-0-1-1-2-2-5-9-14-65		1		29%	3%	65% 3%
o. Developing effective plans for earthquake and fire emergencies	1-1-2-2-8-6-15-21-11-33		1		18%	6%	75% 1%
p. Providing job training programs for those who need them	2-1-3-4-8-8-16-19-13-27		0		10%	20%	68% 2%
q. Making it more economic to continue farming Southern California's remaining agricultural lands	3-2-3-5-11-8-15-19-11-21		2		21%	18%	56% 5%
r. Solving the homeless problem	4-3-3-4-9-6-10-15-11-29		7		25%	6%	58% 5%

AFTER READING THROUGH ALL GOALS, REVIEW RESPONSES TO DETERMINE THE HIGHEST RATING GIVEN AND WHETHER THE HIGHEST RATING HAS BEEN GIVEN TO MORE THAN ONE GOAL. IF MORE THAN ONE GOAL IS GIVEN THE HIGHEST RATING ASK Q2c.

2c. I notice that you gave the highest rating to more than one goal. Can you tell me which of these goals you consider the most important for Southern California? Is it...? READ ALL THE GOALS THAT SHARE THE HIGHEST RATING GIVEN BY THE RESPONDENT.

		n =
2N	29%	443
2E	20%	294
2A	17%	259
2C	4%	61
2R	4%	60
2I	3%	52
2O	3%	51
2D	3%	51
2P	3%	51
2M	3%	48
2L	2%	24
2G	1%	19
2R	1%	19
2Q	1%	18
2H	1%	16
2F	1%	16
2J	1%	11
2K	1%	11

3. Now, I would like to ask you about some specific ideas proposed to stimulate growth and create jobs in Southern California. For each one I read, please use a scale from one to ten, where one is "strongly oppose" and ten is "strongly support," to indicate how much you would support that idea.

		(DON'T READ)											
		STRNGLY OPPOSE	STRNGLY SUPPORT	DK/NA	DON'T UNDER- STAND								
ROTATE													
a.	Government actions should support and promote those industries with the greatest growth potential such as transportation, advanced technology, tourism, entertainment and trade	4	2	4	4	14	9	12	20	7	21	1	0
b.	Government, business and the educational system should work together to provide job training programs that will prepare people for the kinds of jobs that will be available in Southern California	1	1	1	1	6	4	10	19	12	43	0	0
c.	Cities and other government agencies should coordinate their permit requirements and provide <u>one place</u> where businesses can get all the permits they need to locate and operate here.	2	1	2	3	10	7	11	19	9	32	2	1
d.	The business sector and non-profit agencies should form partnerships with government to help people and communities with the greatest need take care of themselves	4	2	2	3	12	8	12	19	9	26	1	1

4. Next, I would like to ask you about some ideas proposed to expand the transportation system, reduce traffic congestion and improve the environment throughout Southern California. For each one I read, indicate your reaction using the same one to ten scale you just used, where one is "strongly oppose" and ten is "strongly support."

		(DON'T READ)												
		STRNGLY		STRNGLY		DK/NA		DON'T		UNDER-				
		OPPOSE		SUPPORT				STAND						
ROTATE														
a.	Building commuter rail systems like Metrolink and the Metro system, expanding bus service, and building carpool lanes <u>should have priority</u> over building more freeways, highways and roads-----	4	2	4	4	11	6	10	16	9	33	1	0	
b.	Local shuttle bus services should be operated to get people <u>from</u> their homes or workplaces <u>to</u> bus stops, train stations or park and ride lots so they don't have to drive there in cars-----	3	3	3	4	11	7	12	18	10	28	1	0	
c.	Telephone companies charge more to make long distance calls during peak hours. Similarly, to reduce traffic congestion, people should be charged a fee for using the freeways during rush hour-----	4	2	9	7	6	10	4	5	7	3	5	1	0
d.	Government should encourage commercial and residential development along major transportation routes-----	10	5	6	6	20	11	13	14	4	10	1	0	
e.	The transportation system should make it easy for people throughout Southern California to get to parks, hiking trails and other outdoor recreation areas-----	6	5	5	8	18	11	16	14	6	12	0	0	
f.	Building in hazardous areas such as in flood plains, fire zones, or canyons; on hillsides or along earthquake faults should be prohibited even if property owners would lose value in their properties-----	15	6	6	5	12	7	10	12	8	18	1	0	
g.	Rather than saying exactly what methods and technologies must be used to reduce air pollution, regulations should say how much air pollution must be reduced and let industry figure out the best way to do it-----	8	3	3	3	10	7	15	19	9	20	1	0	

(DON'T READ)

		<u>STRONGLY</u> <u>OPPOSE</u>	<u>STRONGLY</u> <u>SUPPORT</u>	<u>DK/NA</u>	<u>DON'T</u> <u>UNDER-</u> <u>STAND</u>
ROTATE					
h.	The more garbage people produce, the more they should pay to have it hauled away -----	11-5-4-4-11-6-10-18-9-21-----		1	0
5.	Now, I would like to read you some ideas for providing more affordable housing throughout Southern California. Again, please use the same one to ten scale, where one is "strongly oppose" and ten is "strongly support" to indicate how much you support each idea.				

(DON'T READ)

		<u>STRONGLY</u> <u>OPPOSE</u>	<u>STRONGLY</u> <u>SUPPORT</u>	<u>DK/NA</u>	<u>DON'T</u> <u>UNDER-</u> <u>STAND</u>
ROTATE					
a.	Every individual city should be responsible for making sure it has housing that can be afforded by all income groups -----	11-5-6-4-13-7-8-13-8-25-----		1	0
b.	Cities located next to each other should work together to make sure there is affordable housing in their area for all income groups -----	9-4-4-3-12-6-10-15-9-28-----		0	0
c.	Communities should make it cheaper to build affordable housing by reducing development fees and processing permits faster -----	5-3-4-4-13-7-11-18-10-24-----		1	0
d.	Cities and counties should provide more sites and zoning for higher density multifamily housing -----	11-6-7-4-16-10-10-12-7-12-----		2	1
6.	Now, I would like to read you some general statements about some of the issues we have been discussing. Please use a one to ten scale where one is "strongly disagree" and ten is "strongly agree" to indicate how much you agree with each statement I read.				

(DON'T READ)

		<u>STRONGLY</u> <u>DISAGREE</u>	<u>STRONGLY</u> <u>AGREE</u>	<u>DK/NA</u>	<u>DON'T</u> <u>UNDER-</u> <u>STAND</u>
ROTATE					
a.	Rather than cities competing against each other, groups of cities should work together to pursue economic development and meet other social needs -----	2-1-1-1-7-4-11-19-12-40-----		1	0
b.	No matter what is done to revive Southern California's economy, the most important goal is to improve the quality of life and standard of living for everyone, including people of all ages, income levels and ethnic backgrounds -----	2-1-1-2-6-5-7-14-13-47-----		1	0
c.	It is important to achieve a balance between environmental protection and economic development -----	3-1-2-2-7-5-11-20-13-37-----		1	0
d.	Government needs to find more ways to use a market-based approach rather than regulations to protect the environment and public health and safety -----	5-2-2-2-11-8-12-19-12-23-----		2	2

7a. Now, I would like to ask how you feel generally about the economic future of the region. Do you feel very positively, somewhat positively, neither positively or negatively, somewhat negatively, or very negatively about the economic future of the region?

Very positively ----- 10%
 Somewhat positively ----- 41%
 Neither ----- 18%
 Somewhat negatively ----- 22%
 Very negatively ----- 7%
 (DON'T READ) DK/NA ----- 2%

IF ANSWERED ANYTHING EXCEPT "NEITHER" OR "DK/NA" TO Q8, ASK:

7b. Please tell me in a few words why you feel that way?

POSITIVE

THE ECONOMY AND JOBS ARE GROWING 33%
 GOOD OVERALL FEELING ABOUT THE FUTURE 25%
 CALIF HAS MANY NATURAL RESOURCES/GOOD CLIMATE 11%
 ECONOMY IS ON THE REBOUND 8%
 GOOD GOVERNMENT INVOLVEMENT WITH THE ECONOMY 6%
 IT CAN'T GET ANY WORSE 3%
 IT IS GOOD BECAUSE OF NAFTA 1%
 MISCELLANEOUS **
 DON'T KNOW 13%

NEGATIVE

LACK OF JOBS 30%
 BAD GOVERNMENT INVOLVEMENT WITH THE ECONOMY 15%
 ECONOMY IS BAD BECAUSE OF POOR PLANNING 12%
 COMPANY'S ARE LEAVING CALIF./TOO MANY REGULATIONS 10%
 TOO MANY ILLEGAL IMMIGRANTS 6%
 CRIME IS TOO MUCH COST OF LIVING IS TOO HIGH 5%
 TAXES ARE TOO HIGH POOR EDUCATION OVER POPULATED MISCELLANEOUS 4%
 DON'T KNOW 1%
 DON'T KNOW 10%

NOW I HAVE JUST A FEW SHORT QUESTIONS FOR STATISTICAL PURPOSES AND WE WILL BE FINISHED

8. What is your marital status?
 Married----- 50%
 Divorced/Separated ----- 9%
 Widowed----- 6%
 Single----- 34%
 Other (specify)----- 0%
 (DON'T READ) Refused----- 1%

9. How many people currently reside in your household? RECORD _____ 3.0

10a. Do you have any children?
 Yes ----- 63%
 No----- 36%
 (DON'T READ) Refused----- 0%

10b. Are there any children under the age of 18 living with you?
 Yes ----- 39%
 No----- 56%
 (DON'T READ) Refused----- 4%

11. How many years have you lived in this region of California?

0-3	9%
4-9	13%
10-15	12%
16-21	12%
22-29	17%
30-35	13%
36 +	24%

12. And were you born here, did you move here from another part of California, move here from another state within the United States or move here from another country outside the United States?

Born here	33%
Moved within CA	13%
Moved within US, not CA	37%
Moved from another Country	16%
(DON'T READ) Refused	1%

13. Do you live in a rural area, a large city, or a suburb?

Rural area	14%
Large city	36%
Suburb	49%
(DON'T READ) DK/NA	1%

14. Do you... (READ LIST)

Own your own home	54%
Rent your home	37%
Or	
Live with your parents	8%
(DON'T READ) DK/NA	2%

15a. What is your current employment status? (READ LIST)

A student	(SKIP TO Q16)-8%
A homemaker	(SKIP TO Q16)-8%
Retired	(SKIP TO Q16)-15%
Unemployed	(SKIP TO Q16)-7%
Employed full time	53%
Employed part time	9%
(DON'T READ) Refused	(SKIP TO Q16)-1%

IF EMPLOYED, ASK Q15b:

15b. What is your occupation? (IF NECESSARY, ASK): What exactly does that work involve? (WRITE IN. RECORD IN PROPER CATEGORY UPON COMPLETION OF INTERVIEW)

Professional	19%
White collar/managerial	22%
White collar/clerical	14%
Service employee	23%
Government employee	5%
Farmer	0%
Unskilled blue collar	6%
Skilled blue collar	9%
Other (specify)	0%
(DON'T READ) DK/NA	2%

16. Have you, your family or anyone you know personally, been affected by the current economic recession?

Yes ----- 69%
 No ----- 30%
 (DON'T READ) DK/NA ----- 1%

17. Age?

18-24 14%
 25-29 10%
 30-34 15%
 35-39 8%
 40-44 11%
 45-49 9%
 50-54 7%
 55-64 10%
 65 + 16%

18. What was the last level of school you completed?

Grades 1-8 ----- 3%
 Grades 9-11 ----- 6%
 High School Graduate (12) ----- 30%
 Some College/
 Vocational School ----- 28%
 College Graduate (4) ----- 21%
 Post-Graduate Work/
 Professional School ----- 11%
 (DON'T READ) DK/NA ----- 1%

19. With which ethnic group do you identify yourself: Latino, Black, Asian, White, or of some other ethnic or racial background?

Hispanic/Latino ----- 15%
 Black/African-American ----- 8%
 Asian ----- 11%
 White ----- 61%
 Other (specify) ----- 3%
 (DON'T READ) Refused ----- 2%

20. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 1993? Was it:

\$20,000 and under ----- 19%
 \$20,001 - \$40,000 ----- 25%
 \$40,001 - \$60,000 ----- 22%
 \$60,001 - \$80,000 ----- 11%
 \$80,001 - \$100,000 ----- 7%
 \$100,000 or more ----- 6%
 (DON'T READ) Refused/NA ----- 9%

21. Philosophically would you describe yourself as...

Conservative ----- 38%
 Liberal ----- 17%
 Or
 Moderate ----- 41%
 (DON'T READ) Refused/NA ----- 4%

22. Are you registered to vote? (IF YES, ASK): Are you registered as a...

Republican ----- 34 %
Democrat ----- 36 %
Independent ----- 8 %
Other ----- 3 %
Or are you
Not registered ----- 15 %
(DON'T READ) Refused/NA ----- 3 %

Sex: By observation

Male ----- 50 %
Female ----- 50 %

Language of interview conducted in:

English ----- 94 %
Spanish ----- 6 %

Sample:

Los Angeles ----- 63 %
Orange ----- 18 %
Riverside ----- 5 %
San Bernardino ----- 9 %
Ventura ----- 5 %
Imperial ----- 1 %

APPENDIX C: Segmentation Methodology

APPENDIX C: Segmentation Methodology

TECHNICAL DESCRIPTION OF SEGMENTATION METHODOLOGY

This technical appendix summarizes the methodology employed to create the map showing the relationship among goals and strategies and to produce the goals/strategies segmentation.

First, a goal/strategy profile was created for each respondent. If respondents rated the goal as "extremely important" or if they "strongly supported" the strategy, "ones" were entered in their profiles. Otherwise, "zeros" were recorded. Thus, each respondent can be characterized by a pattern of zeros and ones indicating which goals they perceived to be "extremely important" and which strategies they "strongly supported."

The resulting respondent (row)-by-goal/strategy (column) matrix was analyzed using correspondence analysis. Correspondence analysis is a dual scaling technique relying on maps to display the interrelationships among the rows and columns of any cross-tabulation. Goals and strategies (columns) were positioned on the map so that different goals and strategies endorsed by the same respondents are near each other and some distance from goals and strategies that the same respondents did not favor. Similarly, respondents (rows) are located on the map so that they are near other respondents who endorsed and failed to endorse the same goals and strategies. Once respondents have been positioned on the map, their coordinates can be used to identify natural groupings. That is, respondents near each other on the map (i.e., having similar profiles) ought to be clustered together.

In this study a K-means cluster analysis procedure was used to uncover the segments. When given a specific number of clusters, this procedure first identifies that number of distinct profiles and then clusters all the remaining respondents based on their similarity to each of the distinct profiles. For example, if we wished to identify three segments, three distinct goal/strategy profiles would be selected. Each respondent would be classified as belonging to the cluster with the most similar goal/strategy profile.

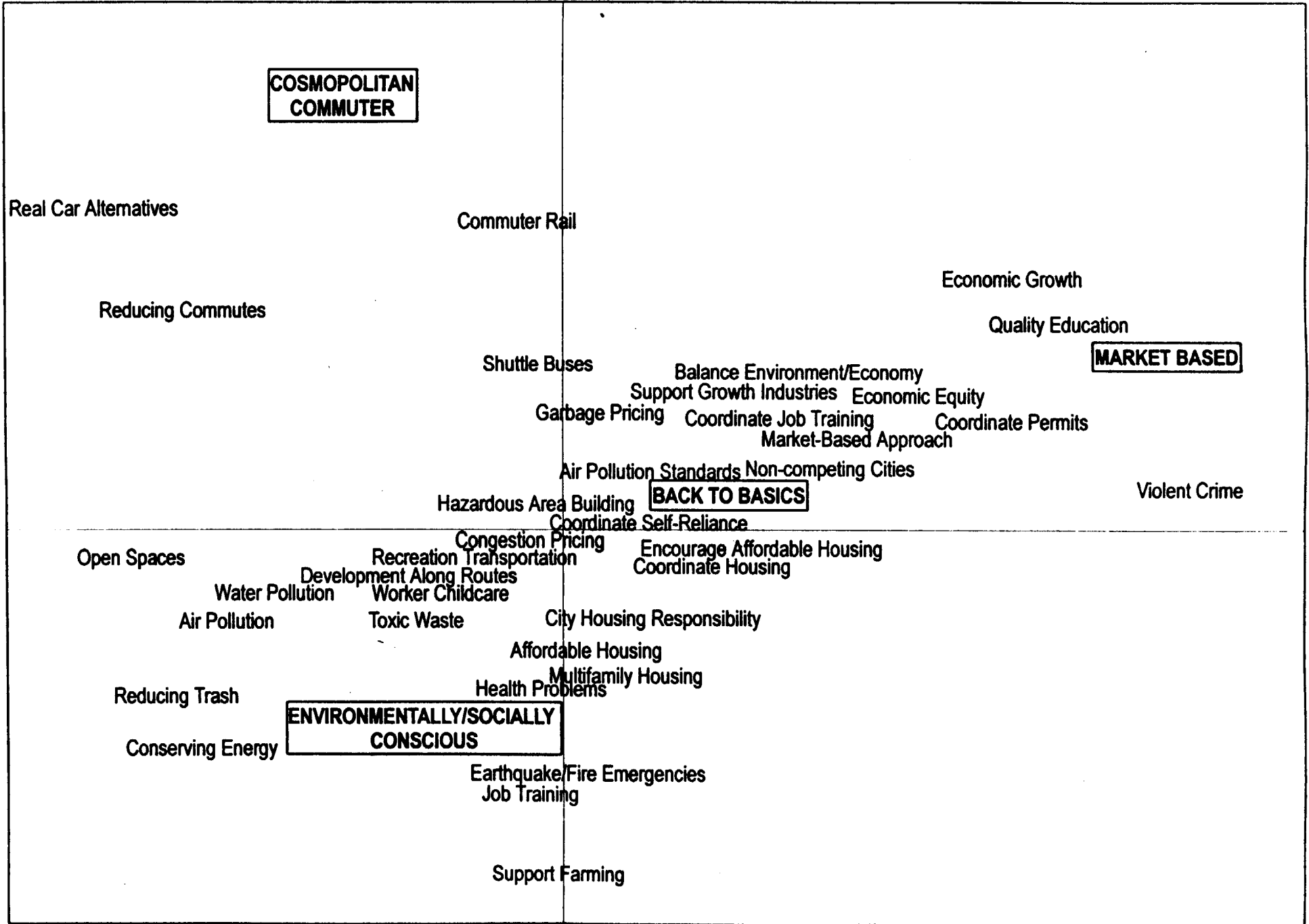
The procedure is actually considerably more complex than that described above with more elaborate methods for identifying distinct profiles and safeguarding against selecting initial profiles that will distort the final solution. Although the details vary between programs, four steps are usually followed:

1. Initial cluster profiles are selected randomly for a specified number of clusters (i.e., a first guess at what the cluster means might be).
2. Temporary clusters are formed by assigning each observation to the cluster with the nearest profile.
3. The initial cluster profiles are replaced by the cluster means after all respondents have been assigned.
4. The above process is repeated until there is no further change in the cluster means.

The iterative process with updated cluster profiles safeguards against chance variation resulting in a less than locally optimal solution.

Since a specific number of clusters must be specified before a K-means clustering can be performed, separate cluster analyses must be run for a series of differing numbers of clusters. By comparing the cluster profiles and noting how respondents change cluster membership as additional clusters are added, the "best" solution can be determined (i.e., which solution provides the maximum differentiation and interpretability without yielding an excessive number of small clusters). This is a substantive judgment for which there are no good statistical criteria.

MAPPING RCP GOALS/STRATEGIES AND SEGMENTS



**APPENDIX D: Importance of Regional Goals -
Geographic and Demographic Differences**

QUESTION 2A. IMPORTANCE OF REGIONAL GOALS
[Presented in declining order of importance
based on response of sample as a whole]
GEOGRAPHIC DIFFERENCES
(Comparison of Mean Scores)
DEMOGRAPHIC DIFFERENCES
(Most/Least likely to rate "10")

Analyzing data based on mean scores versus using the "10" rating (also known as "top box") alone, allows rankings of the importance or supportability of RCP goals and strategies based on the average of all of the ratings "1" through "10."

n. Reducing violent crime and gang activity

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
9.18	9.17	9.26	9.17	9.12	9.08	9.47

Most likely to find extremely important:

- Clerical Workers
- Homemakers and Retired persons
- Immigrants
- People residing in rural areas
- 25 to 29 year olds and people 65 years and older
- High School or less education
- African Americans and Latinos
- Women

Least likely to find extremely important:

- Never married people
- Professionals, government workers
- Student
- 18 to 24 years old
- College or post graduate education
- Asian
- > \$80,000 annual household income
- Men

e. Providing a quality education for everyone

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
8.69	8.73	8.63	8.60	8.58	8.79	8.99

Most likely to find extremely important:

- Service and blue collar workers
- Students and homemakers
- < \$20,000 annual household income
- 25 to 29 year olds, 45 to 54 year olds
- Democrats and those registered in minority parties
- African Americans and Latinos
- Women

Least likely to find extremely important:

- People with no children under 18 living at home
- Professionals
- > \$80,000 annual household income
- 55 years old and over
- Republicans
- Whites
- Men

a. Stimulating economic growth and creating jobs

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
8.48	8.60	8.23	8.34	8.35	8.32	8.58

Most likely to find extremely important:

- Managers, service, government and blue collar workers
- Unemployed and homemakers
- 25 to 29 years old, 40 to 49 years old
- African Americans
- Women

Least likely to find extremely important:

- Professionals
- Students, retired and employed part time
- 35 to 39 years old
- Whites and Asians
- Men

m. Reducing the amount of toxic waste produced and safely disposing of toxic waste that is produced

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
8.41	8.36	8.51	8.72	8.23	8.55	8.51

Most likely to find extremely important:

- Service and blue collar workers
- Homemakers
- 25 to 29 years old
- High School or less education
- Latinos

Least likely to find extremely important:

- Professionals
- Post graduate education
- Asians

i. Reducing and preventing pollution of ground water, rivers, lakes and bays

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
8.30	8.25	8.46	8.43	8.21	8.23	8.17

Most likely to find extremely important:

- Service workers
- Homemakers and Students
- 50 to 54 years old, 18 to 29 years old
- Less than High School education
- Latinos
- Liberals
- Independents, minority parties, not registered

Least likely to find extremely important:

- Professionals
- Retired
- Post Graduate education
- Asians
- Republicans

l. Reducing air pollution

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
8.21	8.26	8.07	8.30	8.01	8.15	8.35

Most likely to find extremely important:

- Immigrants
- Blue Collar, service and government workers
- Homemakers
- 18 to 24 years old
- High School or less education
- African Americans and Latinos
- < \$20,000 annual household income
- Liberals
- Not registered or minority parties

Least likely to find extremely important:

- Managers and professional
- Retired
- Republican
- Asians and Whites
- Moderates
- > \$80,000 annual household income

o. Developing effective plans for earthquake and fire emergencies

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
8.02	8.09	7.82	8.05	8.04	7.69	8.20

Most likely to find extremely important:

- Children under 18 at home
- Immigrants
- Government, blue collar workers
- 45 to 49 years old
- Less than High School education (increases with decrease in education)
- Latinos and African Americans
- < \$20,000 (increase with decrease in income)

Least likely to find extremely important:

- Post graduate education
- 35 to 44 years old

j. Reducing the amount of trash produced by residents and businesses and safely disposing of the trash that is produced

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.77	7.76	7.82	8.07	7.57	7.59	8.10

Most likely to find extremely important:

- Homemakers
- 18 to 29 years old
- 50 to 54 years old
- Less than High School education (increases with decrease in education)
- Latinos and African Americans
- < \$40,000 annual household income
- Minority parties, not registered
- Women

Least likely to find extremely important:

- Professional and clerical
- Retired
- 30 to 39 years old, 55 and over
- Republicans
- Men

c. Developing a transportation system that includes real alternatives to driving alone in a car, such as carpool lanes, trains and buses

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.76	7.82	7.53	8.03	7.55	7.78	7.27

Most likely to find extremely important:

- Immigrants
- Service and government workers
- Homemakers and students
- 45 to 49 years old
- Less than High School education
- Latinos and African Americans
- Minority parties, not registered

Least likely to find extremely important:

- 35 to 39 years old, 55 and over
- College graduate
- \$60,000 to \$80,000 annual household income
- Asians

k. Conserving energy

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.72	7.76	7.54	7.96	7.67	7.68	7.93

Most likely to find extremely important:

- Rural dwellers
- Blue Collar and government workers
- Homemakers
- Less than High School or High School education
- < \$20,000 annual household income (increase with decrease in income)
- Not registered to vote
- African Americans and Latinos
- Women

Least likely to find extremely important:

- Suburban dwellers
- Professionals and Managers
- 55 years old and over
- Post graduate or college education
- Men

p. Providing job training programs for those who need them

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.67	7.78	7.33	7.85	7.42	7.46	7.78

Most likely to find extremely important:

- Immigrants
- Urban and rural dwellers
- Blue collar and clerical workers
- Homemakers and unemployed
- 45 to 49 years old, 25 to 29
- Less than high school, high school education
- African Americans and Latinos
- < \$20,000 annual household income (increases as income decreases)
- Democrats, not registered
- Women

Least likely to find extremely important:

- Suburban dwellers
- Professionals
- 35 to 39 years old
- Republicans
- Men

r. Solving the homeless problem

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.47	7.73	6.90	7.07	7.21	7.28	7.74

Most likely to find extremely important:

- Urban dwellers
- Clerical workers
- Unemployed, Student, Homemaker
- 18 to 24 years old, 45 to 54 years old
- High School education or less
- African Americans
- < \$20,000 annual household income (increases with decrease in income)
- Minority parties, not registered
- Women

Least likely to find extremely important:

- Professional and Managers
- Asians and Whites
- > \$80,000 annual household income
- Men

g. Providing adequate childcare services to assist parents who work or want to work

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.47	7.67	7.01	7.20	7.45	7.09	7.54

Most likely to find extremely important:

- Children under 18 at home
- Government and blue collar workers
- Homemakers, unemployed and employed part time
- 265 to 29 years old, 50 to 54
- Less than High School education
- African Americans, Latinos
- < \$20,000 annual household income, decreases with increase in income
- Democrats and not registered
- Women

Least likely to find extremely important:

- Retired
- Asians and Whites
- Post graduate education
- Republicans
- Men

b. Promoting growth and development patterns that reduce commuting distances and smog

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.35	7.35	7.30	7.60	7.30	7.26	7.15

Most likely to find extremely important:

- Service workers
- Homemaker, unemployed
- 25 to 29 years old, 50 to 54
- \$20,000 to \$40,000 annual household income
- Minority parties, not registered

Least likely to find extremely important:

- Clerical workers
- Retired, Students
- Post graduate education
- 18 to 24 years old, 35 to 39, 55 to 64
- \$60,000 to \$80,000 annual household income

q. Making it economic to continue farming Southern California's remaining agricultural lands

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.24	7.15	7.05	7.71	7.45	7.73	8.15

Most likely to find extremely important:

- Rural dwellers
- Government workers and homemakers
- 50 to 54 years old, 25 to 29
- Less than High School education
- < \$20,000 annual household income

Least likely to find extremely important:

- Professionals
- 35 to 39 years old, 18 to 24
- Post graduate, college education
- Asian
- > \$80,000 annual household income

h. Providing and preserving open space, parks and other recreation areas

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.13	7.12	7.27	6.99	6.99	7.12	7.00

Most likely to find extremely important:

- Government and blue collar workers
- Homemakers
- 25 to 29 years old, 50 to 54
- Less than High School education
- Registered Independents

Least likely to find extremely important:

- Rural dwellers
- 55 to 64 years old
- Post graduate education
- > \$80,000 annual household income

f. Helping those with the greatest need overcome health, drug and alcohol problems

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
7.04	7.16	6.72	6.90	6.93	7.00	7.17

Most likely to find extremely important:

- Government and blue collar workers
- Homemaker, unemployed, student
- 25 to 29 years old
- Less than High School education (increases with decrease in education)
- African Americans, Latinos
- < \$20,000 annual household income
- Not registered

Least likely to find extremely important:

- Professionals and Managers
- 35 to 39 years old
- Post graduate education

**APPENDIX D: Importance of Regional Goals
Geographic and Demographic Differences**

d. Providing affordable housing for everyone

Total	L.A.	Orange	Riv.	San Bern.	Ventura	Imperial
6.87	7.00	6.48	6.84	6.72	6.88	7.36

Most likely to find extremely important:

- Urban and rural dwellers
- Blue collar, clerical and service workers
- Homemakers
- 25 to 34 years old, 50 to 54
- Less than High School education (increases as education decreases)
- African Americans and Latinos
- < \$20,000 annual household income (increases as income decreases)
- Democrats, not registered
- Women

Least likely to find extremely important:

- Suburban dwellers
- Professionals
- Retired
- Men
- 35 to 39 years old
- Asians and Whites