

The logo of the City of El Segundo, featuring a circular seal with a building and the text "CITY OF EL SEGUNDO" around the perimeter.

CITY OF
EL SEGUNDO

Resident and Business Survey Results Satisfaction with City Services

May 6, 2025

PURPOSE

- Align with the City's Strategic Plan - Goal 3:

Deliver Solution-Oriented Customer Service,
Communication, Diversity, Equity, and Inclusion

- Use the feedback from this survey to inform strategic planning decisions in advance of the annual strategic planning session.

OBJECTIVES

- Determine overall satisfaction with City services
- Assess customer (residents and businesses) loyalty based on the Net Promoter Score
- Assess customer satisfaction with multiple attributes
- Utilize feedback to improve City services

DISTRIBUTION AND RESPONSE RATES

Overall

- **6,431** surveys sent to residents and businesses
- **1,277** completed responses = response rate of **19.9%** (2% increase from 2024)

Resident Survey

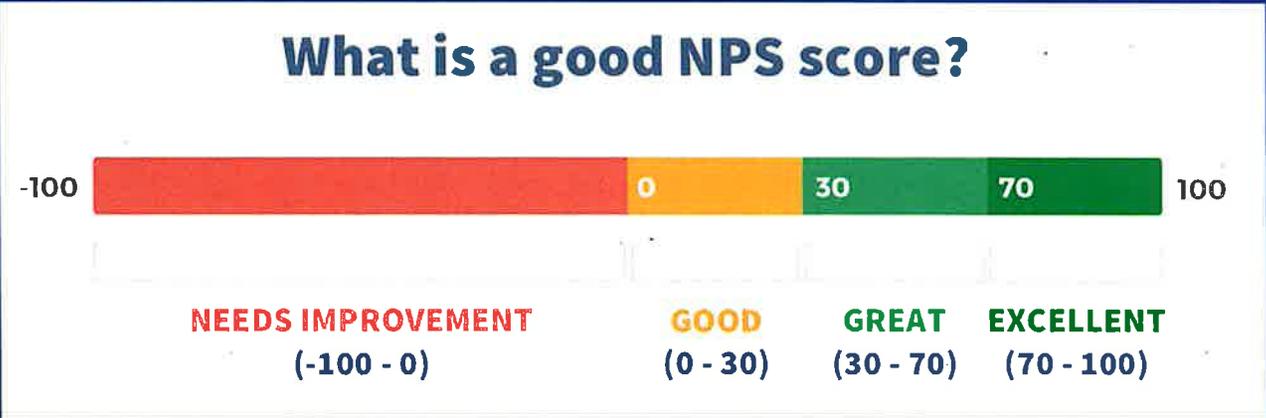
- **3,456** surveys were sent to residents (email and mail)
- **873** completed responses = response rate of **25.3%** (0.5% increase from 2024)

Business Survey

- **2,975** surveys were sent out to businesses (via email)
- **404** completed responses = response rate of **13.6%** (0.4% increase from 2024)

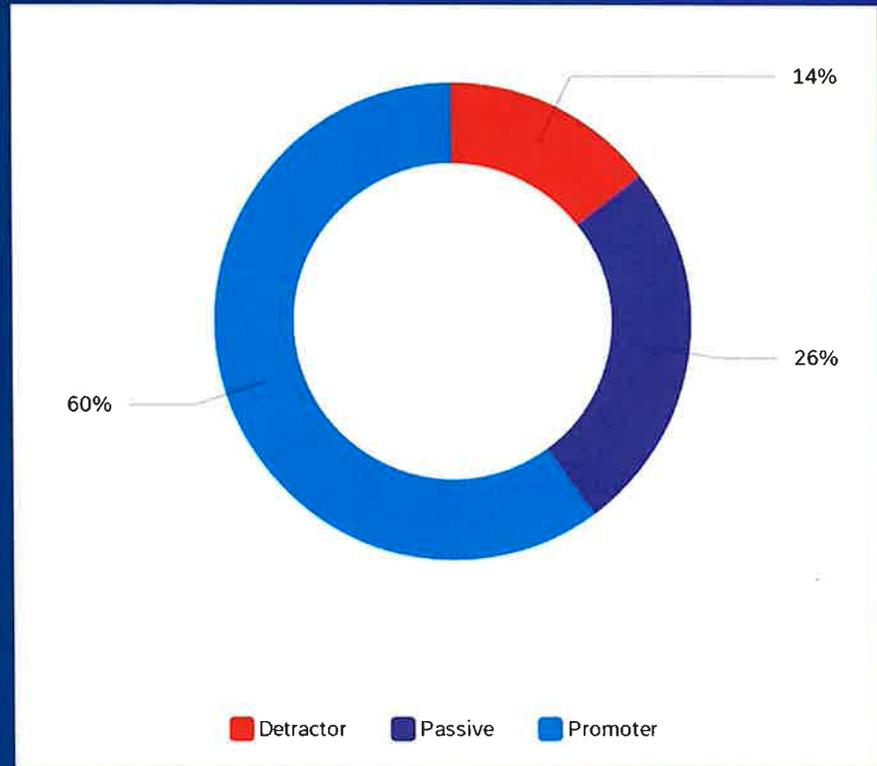
NET PROMOTER SCORE

- The Net Promoter Score is calculated by subtracting the percentage of detractors from the percentage of promoters.
 - Promoters = score of 9 or 10
 - Passives = score of 7 or 8
 - Detractors = score of 6 or below

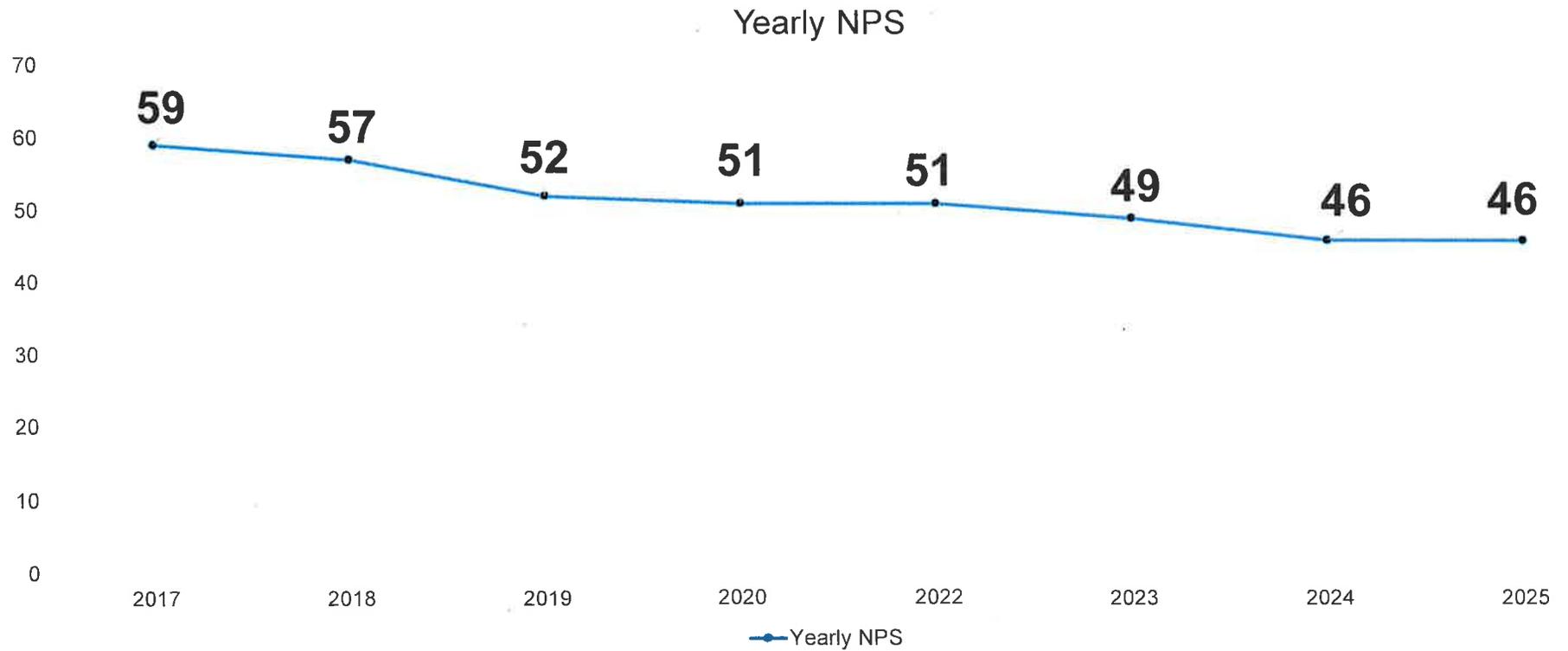


RESIDENT NET PROMOTER SCORE

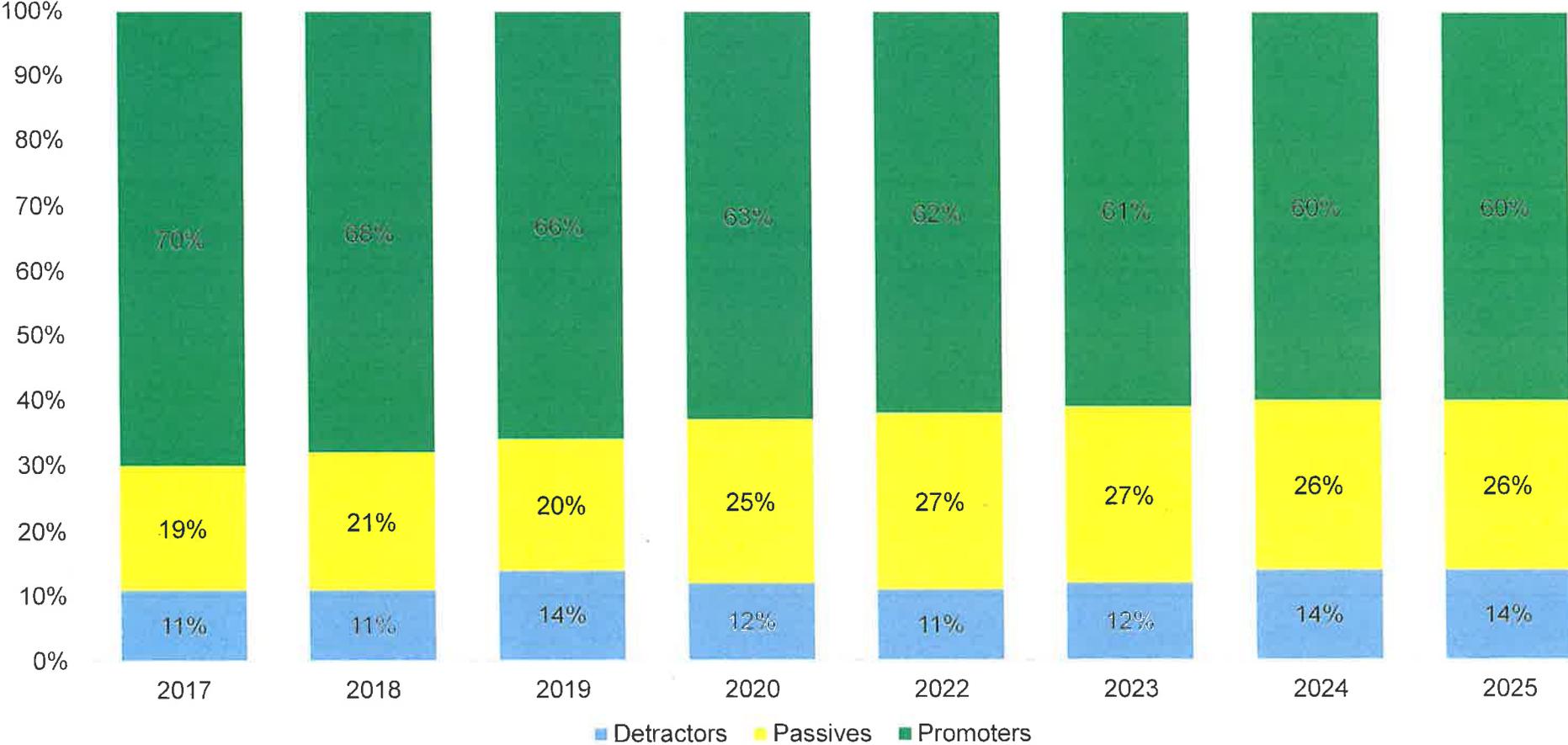
- 60% Promoters
- 14% Detractors
- NPS of 46
 - No change from 2024 (46).
 - This falls in the "great" range of 30-70



Resident NPS Eight-Year Comparison



Resident NPS Eight-Year Comparison



RESIDENT DETRACTOR CONCERNS

The primary concerns among detractors (those giving scores of 6 or less):

- Issues related to odor/air quality (overwhelmingly Hyperion, some mention of Chevron and LAX noise)
- High cost of living
- Better outreach for seniors (not social media)
- Parking



RESIDENT POSITIVE COMMENTS

- *The environment in ES is on the best in the states and its citizens as well, our City government always listens to its people.*
- *It is a safe community with outstanding parks and rec options. The friendliness of the people and business owners is amazing. I think the City is well-maintained with road repairs, tree trimming and infrastructures.*
- *Small town atmosphere; superb neighbors; safe neighborhood, effective police; love the art murals and the new entrance sign at night.*
- *Great community. Quick police response and EMS. Clean. Great schools. Great local businesses.*
- *I feel very safe here. It's a totally walkable city.*

RESIDENT ATTRIBUTE RANKINGS

Residents were asked to rate, on a five-point scale, how satisfied they were with City on the following attributes:

- Maintenance and upkeep of Recreation and Park facilities
- Quality of Recreation and Parks programs offered
- Resources and services provided by the Public Library
- Responsiveness, knowledge and competency of fire & paramedic services
- Availability and responsiveness of Police Department services
- Condition of City infrastructure: streets, sidewalks and public facilities
- Water and Sewer billing department customer service
- Responsiveness and overall vision of City Council

ATTRIBUTE RANKING SCALE

Attribute Rankings Measurement Scale:

5 = very satisfied, 4 = satisfied, 3 = neutral, 2 = dissatisfied, 1 = very dissatisfied

Likert scale methodology was utilized to analyze the results:

A mean score of 4.2 or greater = “very satisfied”

A mean score of 3.41-4.2 = “satisfied”

A mean score of 2.61-3.4 = “neutral”

A mean score of 1.81-2.6 = “dissatisfied”

A mean score under 1.8 = “very dissatisfied”

Very Satisfied

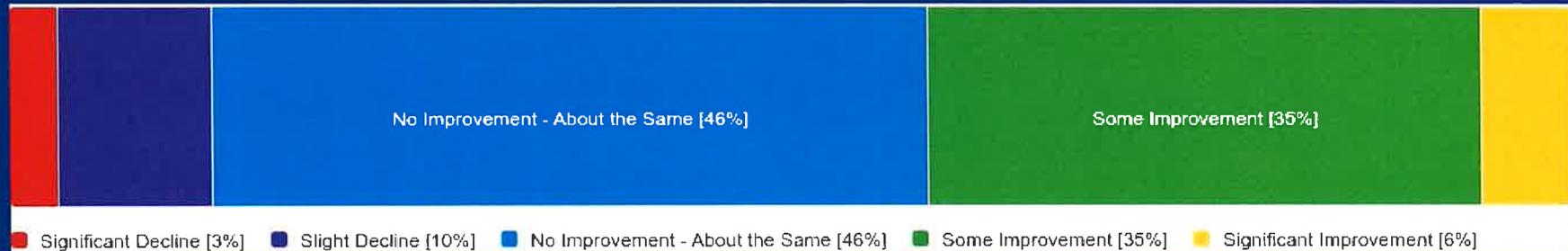
Satisfied

Neutral

RESIDENT ATTRIBUTE RANKINGS (Eight-Year Comparison)

	2017	2018	2019	2020	2022	2023	2024	2025
Responsiveness, knowledge and competency of Fire & Paramedic services	4.59	4.48	4.54	4.60	4.48	4.52	4.46	4.45
Availability and responsiveness of Police Department services	4.42	4.37	4.00	4.52	4.36	4.31	4.25	4.23
Maintenance and upkeep of Recreation and Park facilities	4.08	4.15	4.08	4.32	4.25	4.19	4.16	4.05
Resources and services provided by the Public Library	4.18	4.14	4.00	4.18	4.14	4.15	4.15	4.06
Quality of Recreation and Parks programs offered	4.13	4.10	4.00	4.13	4.10	4.10	4.08	3.97
Condition of City infrastructure: streets, sidewalks and public facilities	3.55	3.71	4.00	3.88	3.85	3.80	3.86	3.77
Water and Sewer Billing Department customer service	3.71	3.70	3.72	3.87	3.75	3.78	3.85	3.75
Responsiveness and overall vision of City Council	3.29	3.55	3.00	3.68	3.56	3.48	3.47	3.48

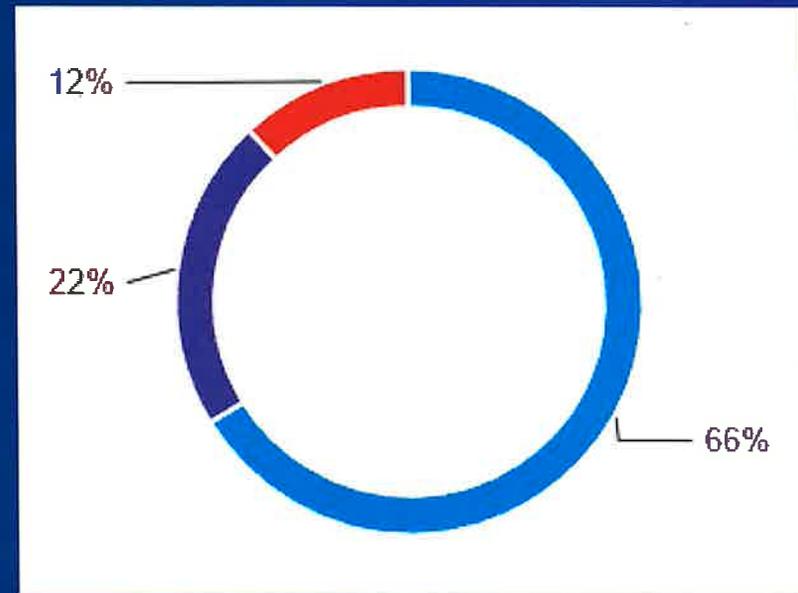
CITY IMPROVEMENT - RESIDENTS



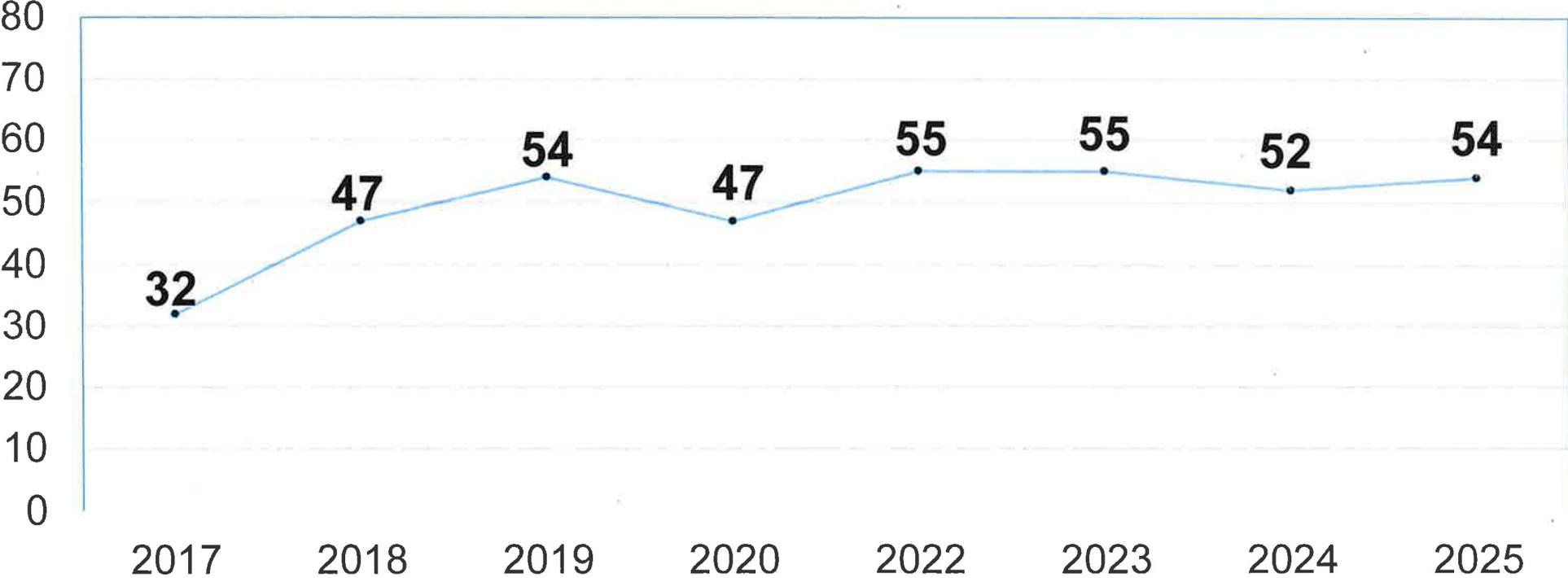
- Residents were asked to rate, on a five-point scale, how the City has improved over the last year.
- Based on the Likert scale methodology, the City's mean score of **3.31** neutral "no improvement – about the same" range.

BUSINESS NET PROMOTER SCORE

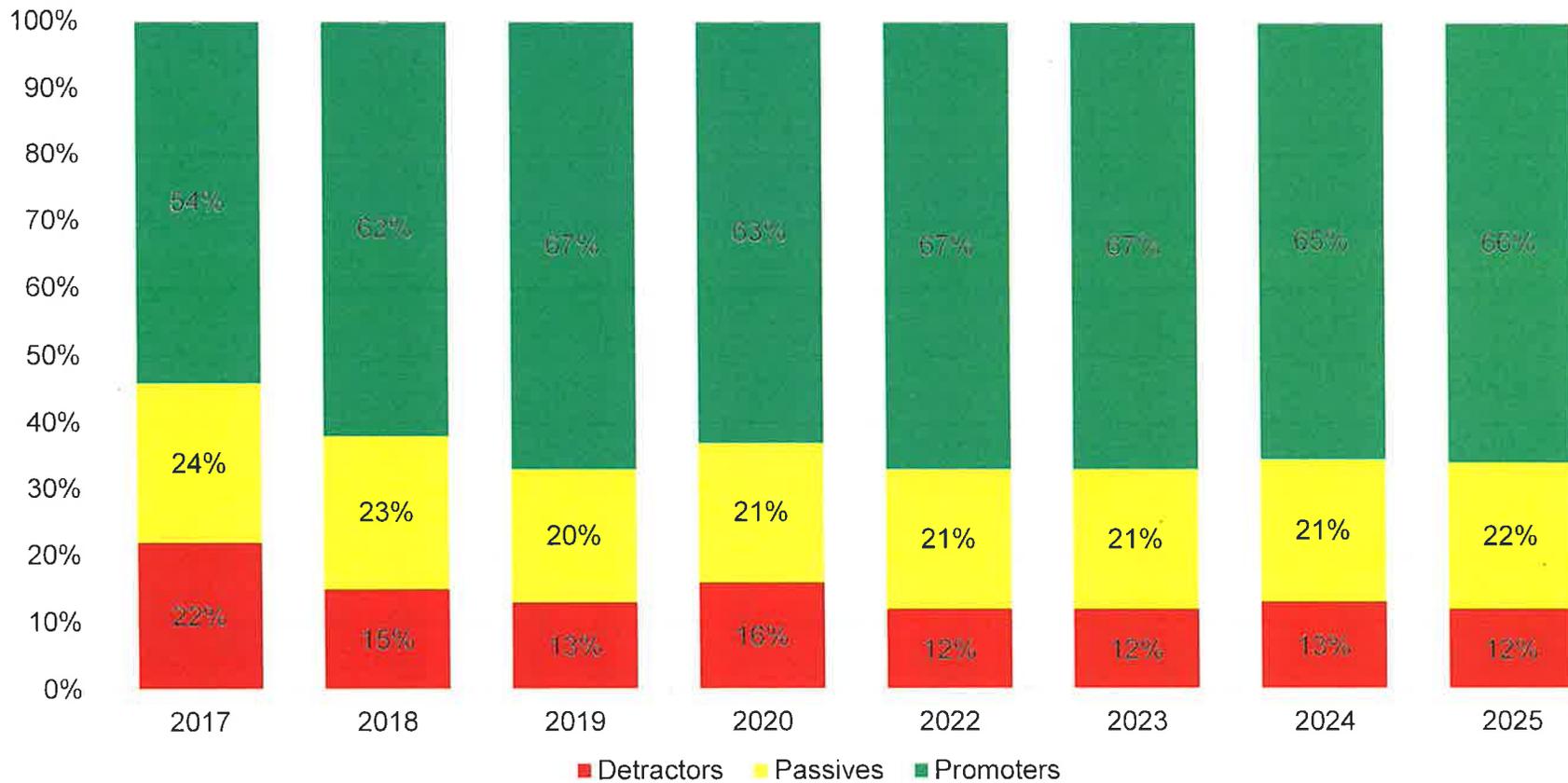
- **66%** Promoters
- **11%** Detractors
- **NPS of 54**
 - Increase of 2 from 2024 (52).
 - This falls in the “great” range of 30-70



Business NPS Eight-Year Comparison



Business NPS Eight-Year Comparison



BUSINESS DETRACTOR CONCERNS

The primary concerns among detractors (those giving scores of 6 or less) were:

- Communication with property owners that do not live in El Segundo
- Maintenance of public grounds and infrastructure within the vicinity of businesses
- Support for struggling businesses (late fees)
- Insurance requirements (commercial auto insurance for teachers)
- Police presence (concerns about crime and homelessness in the area)
- Parking

BUSINESS POSITIVE COMMENTS

- *Really fast response on phone and in the field for police calls.*
- *Great business climate, customer service and website!*
- *Just a great city with great atmosphere, great families, great people.*
- *The City has dedicated employees that know their business! It has been very important to us as property owners.*
- *Good business environment, easy permitting for construction, great public services, and a safe city with engaged police.*
- *Good city that promotes diversified business.*
- *I love El Segundo, love living here and operating my business here because it's safe, walkable and has great restaurants and coffee places. Clients want to come here for meetings.*
- *El Segundo has proven to be a safe community to do business in. It offers a clean, vibrant downtown that is family friendly which is important to my clientele. The families that frequent my business also enjoy the excellent public library, especially the children's section.*

BUSINESS ATTRIBUTE RANKINGS

Customers were asked to rate, on a five-point scale, how satisfied they were with the City of El Segundo on the following attributes:

- Responsiveness, knowledge and competency of working with the Community Development Department for plan checks, permits, or inspection services
- City zoning policies
- Business development and attraction policies
- Availability and responsiveness of Police Department services
- Responsiveness, knowledge and competency of Fire Department & Field Inspection services
- Business license renewal process

ATTRIBUTE RANKING SCALE

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Very Satisfied

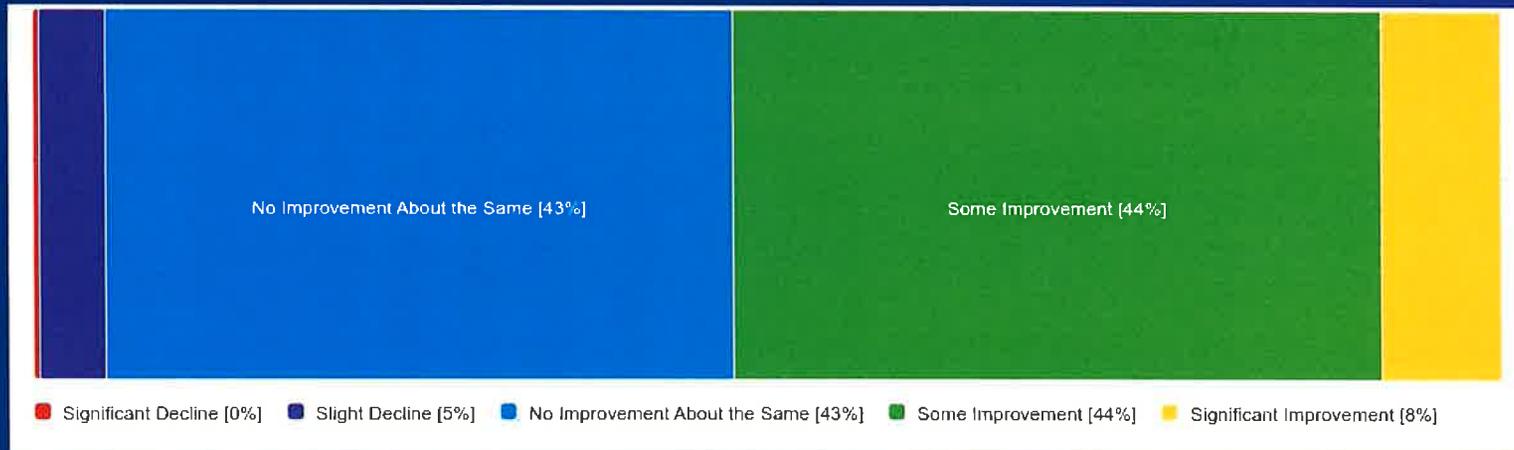
Satisfied

Neutral

BUSINESS ATTRIBUTE RANKINGS (Eight-Year Comparison)

	2017	2018	2019	2020	2022	2023	2024	2025
Business license renewal process	4.15	4.24	4.35	4.31	4.39	4.48	4.33	4.31
Responsiveness, knowledge and competency of Fire Department & Field Inspection services	4.18	4.27	4.22	4.22	4.18	4.06	4.15	4.26
Availability and responsiveness of Police Department services	4.24	4.25	4.22	4.26	4.21	4.03	4.14	4.28
Responsiveness, knowledge and competency of working with the Community Development Department	3.58	3.66	3.64	3.68	3.81	3.90	3.98	3.84
Business development and attraction policies	3.67	3.69	4.23	3.78	3.90	3.86	3.87	3.92
City zoning policies	3.49	3.52	3.83	3.64	3.71	3.72	3.79	3.69

CITY IMPROVEMENT – BUSINESSES



- Customers were asked to rate, on a five-point scale, how the City has improved over the last year.
- Based on the Likert scale methodology, the City's mean score of **3.53** shows that businesses feel that the City has made some improvement over the past year.

Conclusions

- Resident NPS stayed the same, while business NPS increased by 2 points.
- The business license renewal process and the responsiveness, knowledge and competency of Fire and Paramedic services remained the highest scoring attributes for businesses and residents, respectively.
- Improve parking; business license taxes, fees, and water costs too high; and public safety are concerns for the business community.
- Air quality/odor, noise, and parking are concerns for residents.
- Overall, businesses felt that the City had some improvement over the last year, while residents were neutral and ranked the City as “no improvement – about the same.”



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Questions?