



# City of Chula Vista

## Staff Report

---

**File#:** 14-0164, **Item#:** 8.

---

PRESENTATION OF SURVEY RESULTS FROM CITY OF CHULA VISTA AWARENESS AND PERCEPTIONS STUDY

### **RECOMMENDED ACTION**

Council hear the report.

### **SUMMARY**

The City of Chula Vista engaged Luth Research to conduct a countywide web-based survey to determine awareness and perceptions of Chula Vista assets and attractions from those living outside of the city. Information gathered from the survey will be used to inform marketing, communications and economic development efforts.

### **ENVIRONMENTAL REVIEW**

The Environmental Review Coordinator has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that acceptance by the City Council of the Awareness and Perceptions Study is not a "Project" as defined under Section 15378 (b)(5) of the State CEQA Guidelines because accepting the Study is an administrative activity of the government; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary

### **BOARD/COMMISSION RECOMMENDATION**

Not Applicable

### **DISCUSSION**

The City of Chula Vista selected Luth Research to conduct a web-based, countywide survey in early 2014 to gauge public opinion about Chula Vista. The survey was conducted with residents who do not live in Chula Vista and results are reported regionally and subregionally (North County Coastal, North County Inland, Central San Diego, East San Diego, South County). The survey asked respondents what they know about Chula Vista, its assets (Olympic Training Center, Chula Vista Marina, Otay Ranch Town Center, etc.), what don't they know, what are their attitudes and perceptions, when do they visit Chula Vista, what would entice them to visit, etc. The survey results will be used to help develop marketing messages for economic development, tourism, and regional marketing efforts.

### **DECISION-MAKER CONFLICT**

Staff is not independently aware, and has not been informed by any **City Council** member, of any other fact that may constitute a basis for a decision maker conflict of interest in this matter.

### **LINK TO STRATEGIC GOALS**

---

**File#: 14-0164, Item#: 8.**

---

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. These survey results will be used to inform strategic planning for Marketing/Communications and Economic Development messages which are part of the Economic Vitality and Connected Community goals.

**CURRENT YEAR FISCAL IMPACT**

The budget for the survey and analysis was \$11,000. There were sufficient funds in the FY 2014 Office of Communications budget and there is no additional Fiscal Impact.

**ONGOING FISCAL IMPACT**

There is no ongoing Fiscal Impact.