



City of Glendale

Verdugo Wash Survey



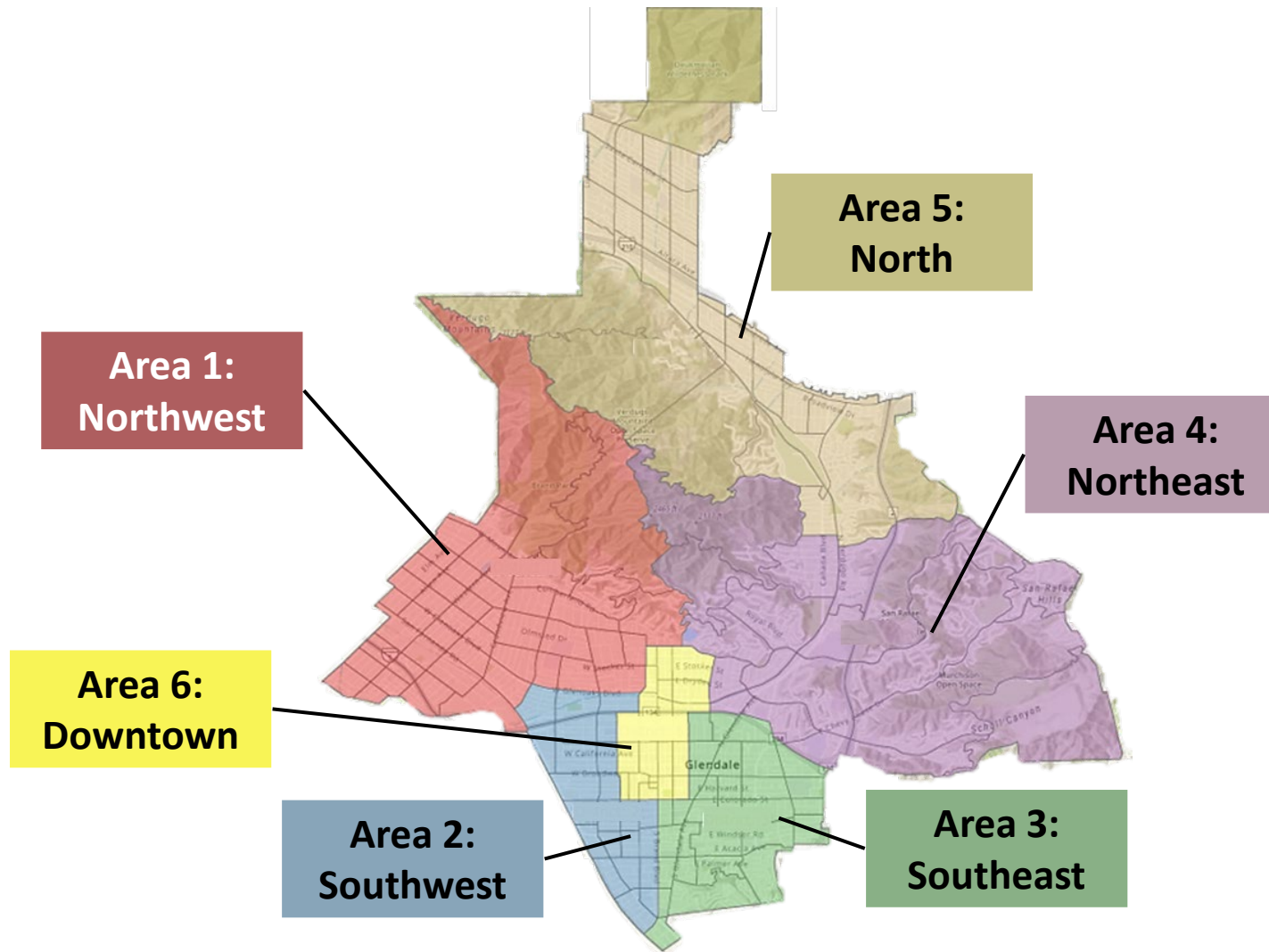
OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	August 10-31, 2026		
Survey Type	Dual-mode Voter Survey		
Research Population	Registered Voters in the City of Glendale		
Sample Size/Margin of Sampling Error	<u>Sample</u>	<u>MOE at 95% Confidence Level</u>	<u>Unweighted n-Size</u>
	Full Sample	±4.4%	1,129
	Half Sample	±6.2%	565
	Areas 1-3: Northwest/South	±5.8%	294
	Area 4: Northeast	±5.6%	302
	Area 5: North	±6.1%	258
	Area 6: Downtown	±5.9%	275
Contact Methods	 Telephone Calls	 Email Invitations	 Text Invitations
Data Collection Modes	 Telephone Interviews	 Online Interviews	
Languages	English, Armenian, Korean, & Spanish		

(Note: Not All Results Will Sum to 100% Due to Rounding)

City of Glendale Areas Map



Unweighted N-Sizes and Margin of Error by Area and Distance from the Wash

Sample	Unweighted N-Size	% of Sample Weighted	Margin of Error
Citywide	1,129	100%	±4.4%
Within ½ Mile	506	34%	±7.5%
Not Within ½ Mile	623	66%	±5.4%
Areas 1-3 (South/NW)	294	57%	±5.8%
Within ½ Mile	51	19%	±13.7%
Not Within ½ Mile	243	81%	±6.3%
Area 4 (NE)	302	16%	±5.6%
Within ½ Mile	119	40%	±9.0%
Not Within ½ Mile	183	60%	±7.2%
Area 5 (North)	258	17%	±6.1%
Within ½ Mile	186	67%	±7.2%
Not Within ½ Mile	72	33%	±11.6%
Area 6 (Downtown)	275	10%	±5.9%
Within ½ Mile	150	57%	±8.0%
Not Within ½ Mile	125	43%	±8.8%

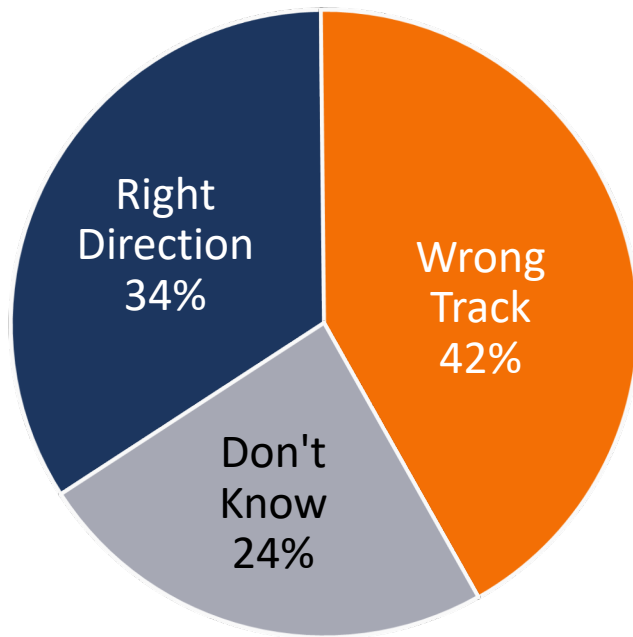


Perception of Glendale's Direction and Awareness of the Verdugo Wash

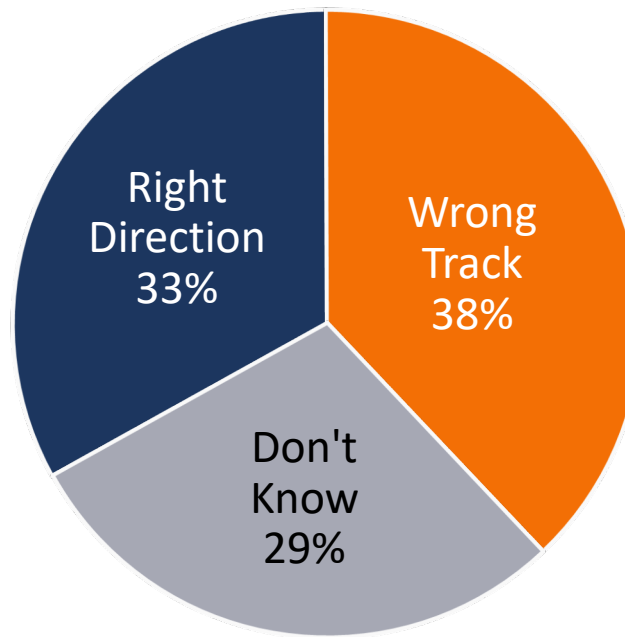
Glendale voters are divided in their view of the direction of the City—little changed over the past year.

First, would you say things in the City of Glendale are generally headed in the right direction, or do you feel that things are off on the wrong track?

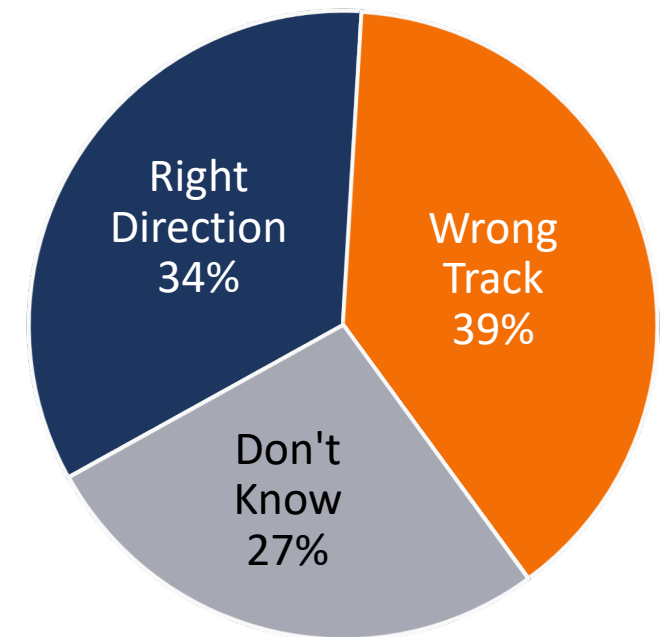
June 2025



March 2026



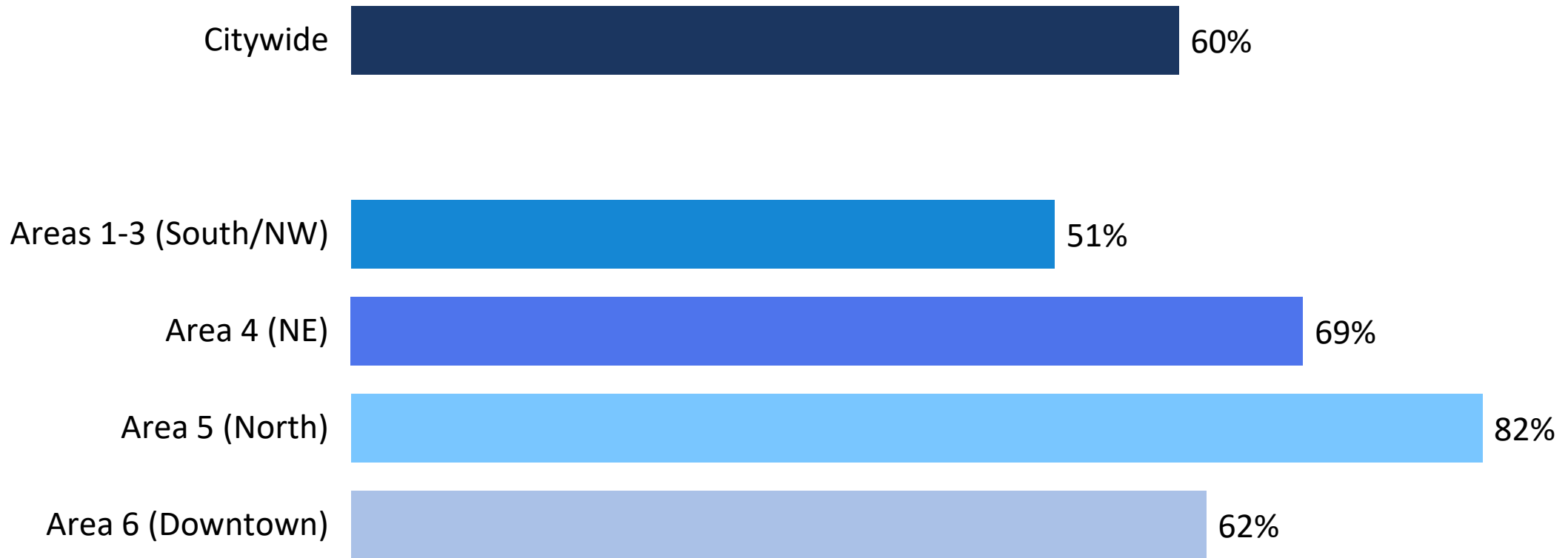
August 2026



Six in 10 respondents have heard of the Verdugo Wash, with familiarity greatest in Area 5 (North).

Have you heard of the Verdugo Wash in the City of Glendale?

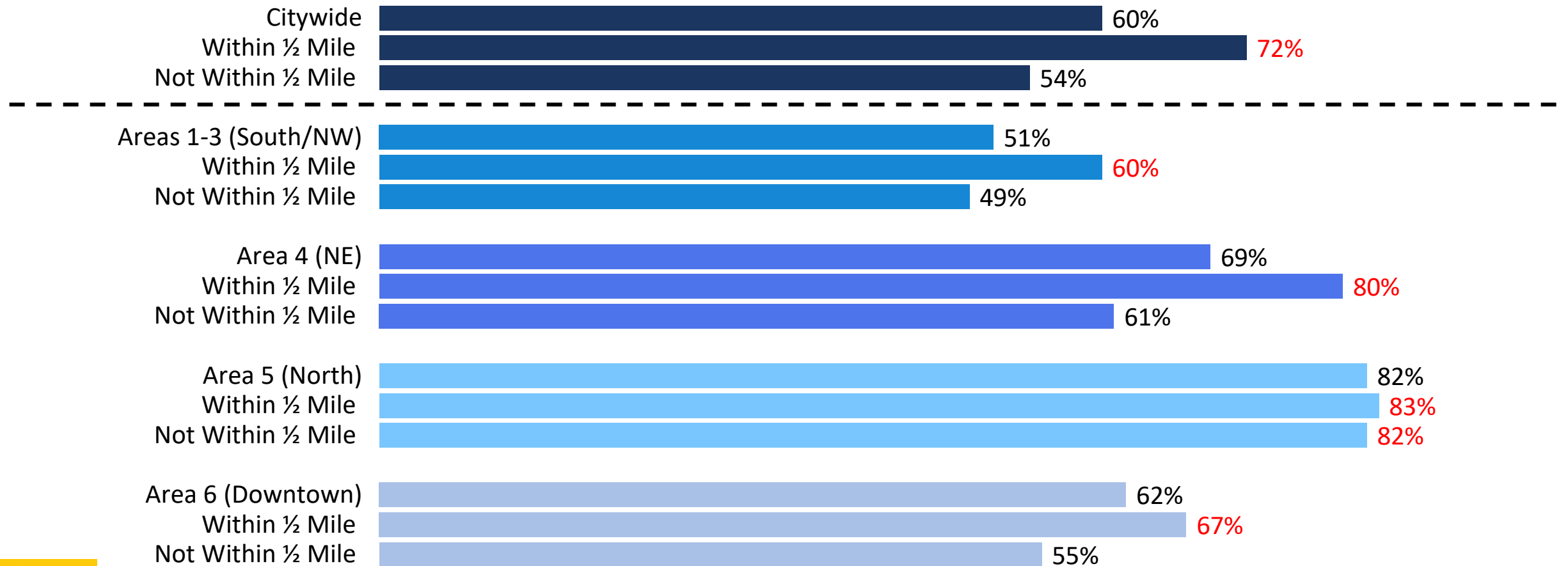
(Yes)



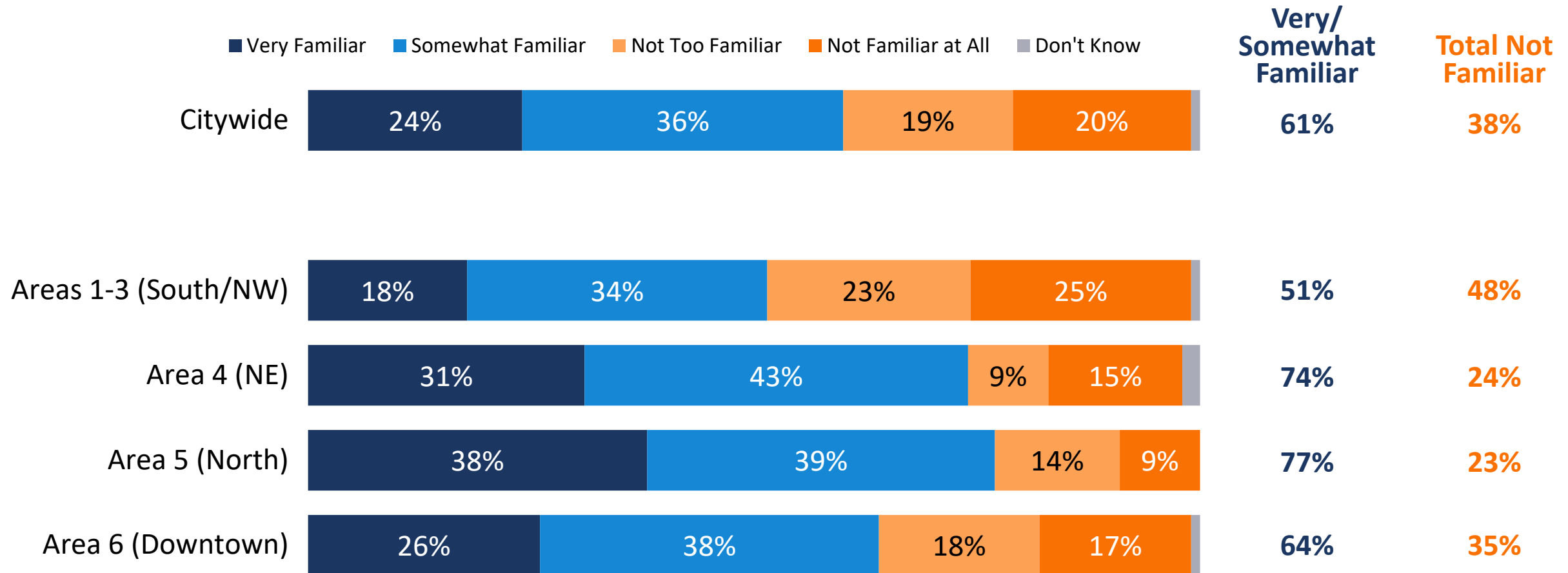
Awareness is higher among those living closer to the Wash—with the exception being Area 5 (North) where a high proportion live close by.

Have you heard of the Verdugo Wash in the City of Glendale?

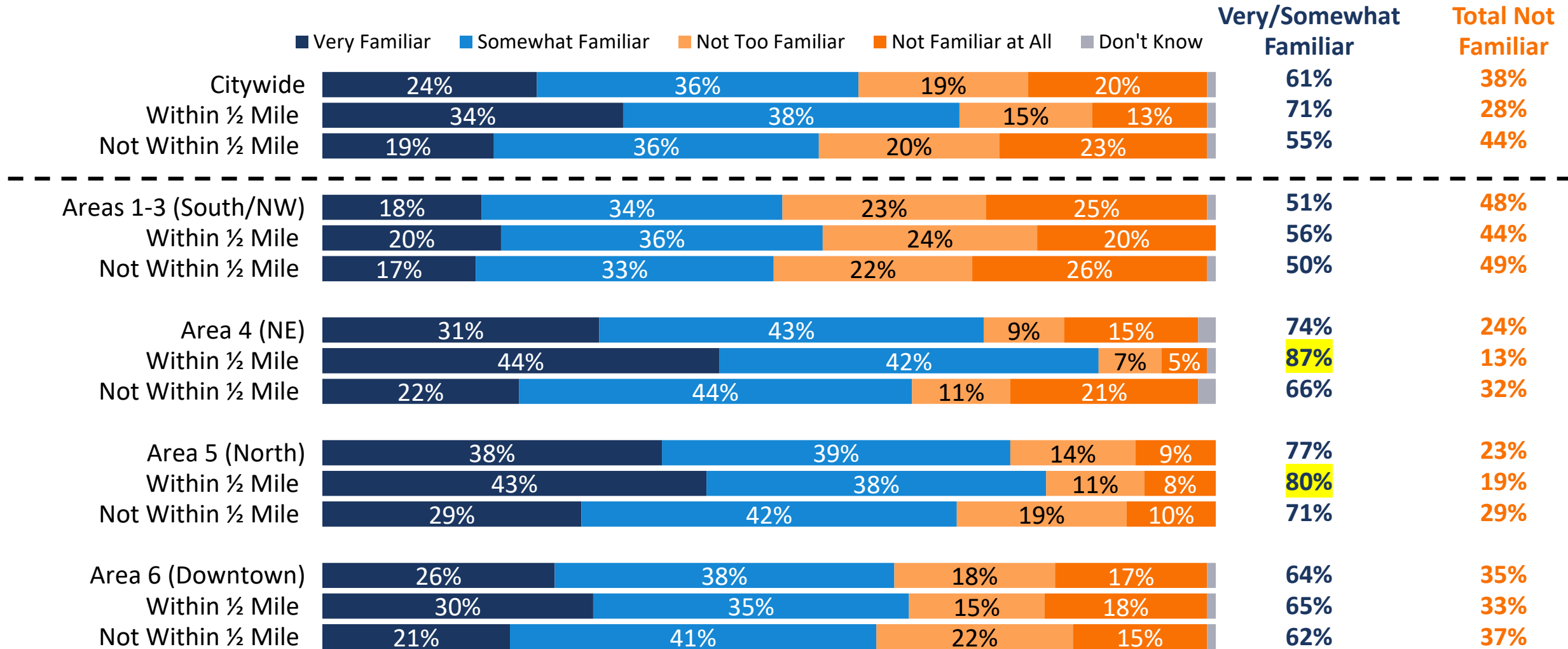
(Yes by Area & Distance from the Wash)



Strength of familiarity is modest, with low proportions “very” familiar with the Wash — particularly in Areas 1-3 (South/NW).



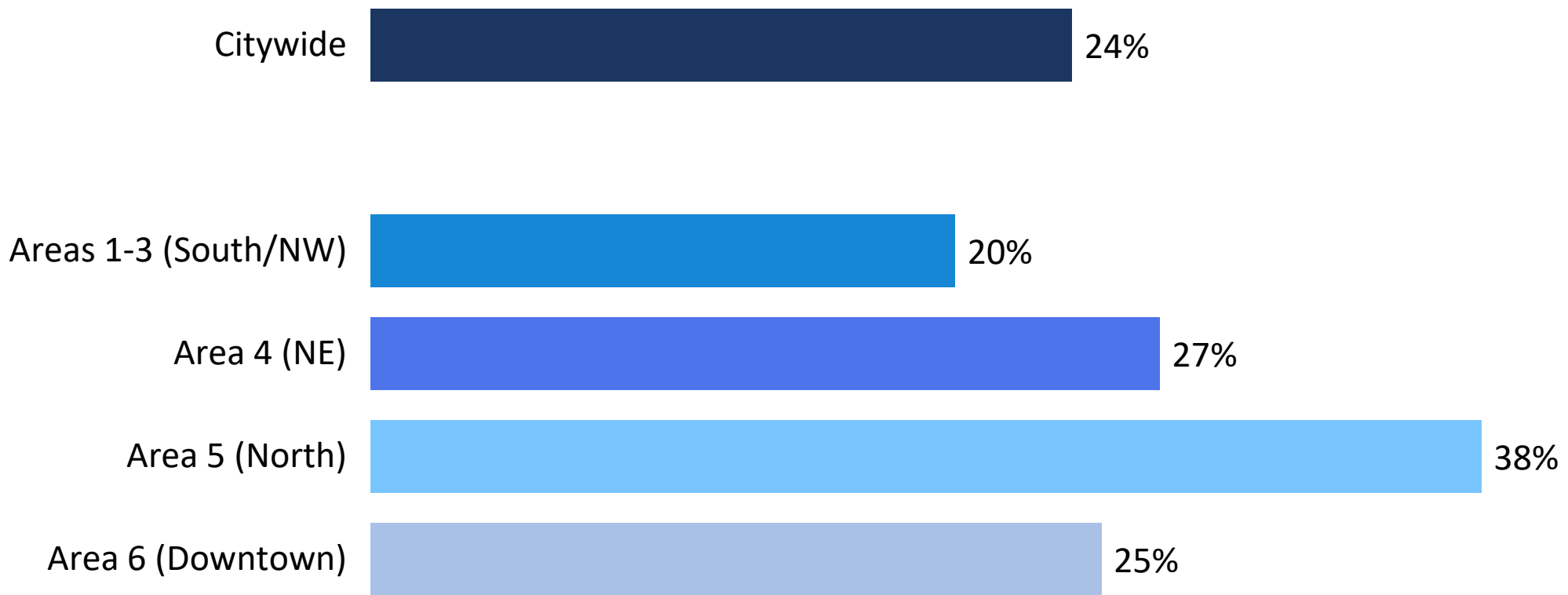
Familiarity is highest among those living within ½ a mile from the Wash in Area 4 (NE) and Area 5 (North).



1 in 4 voters have heard of proposals being considered for the Verdugo Wash, with familiarity greatest in Area 5 (North).

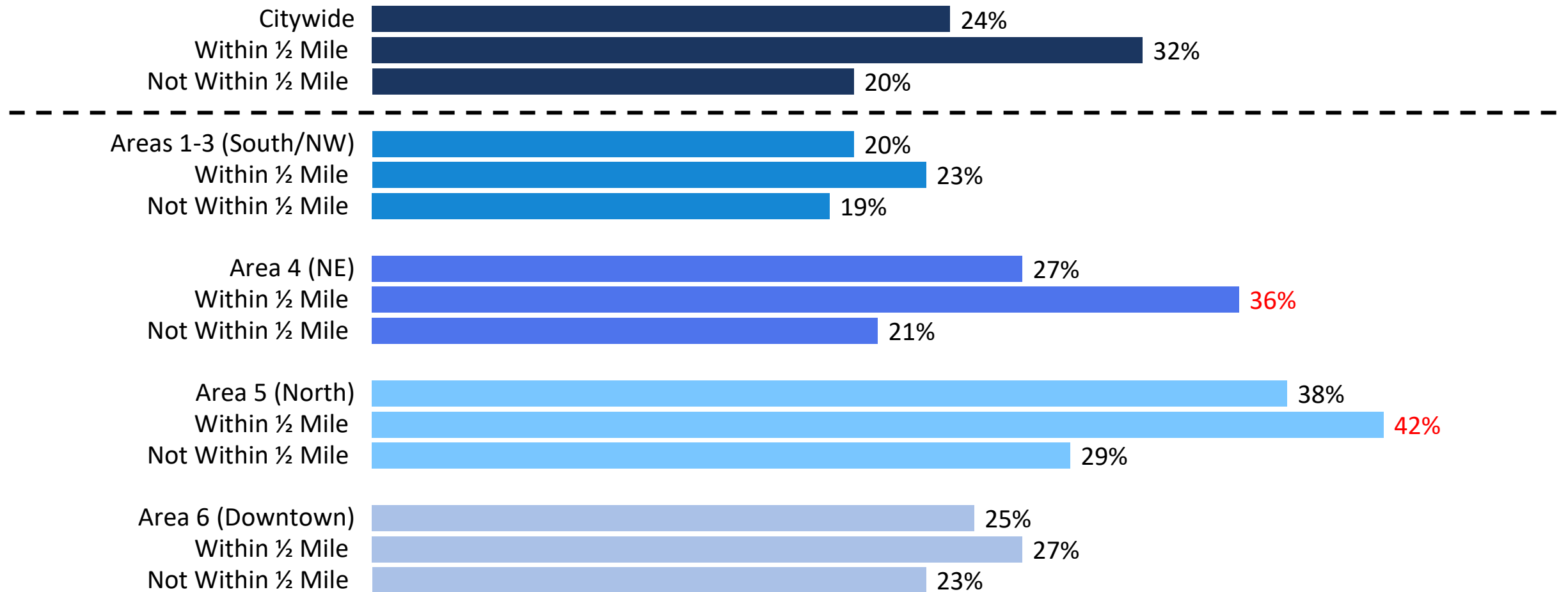
Have you read, heard, or seen anything about proposals being considered for the Verdugo Wash?

(Yes)



Voters living within ½ a mile from the Wash in Area 4 (NE) and Area 5 (North) are the most aware of proposals being considered for it.

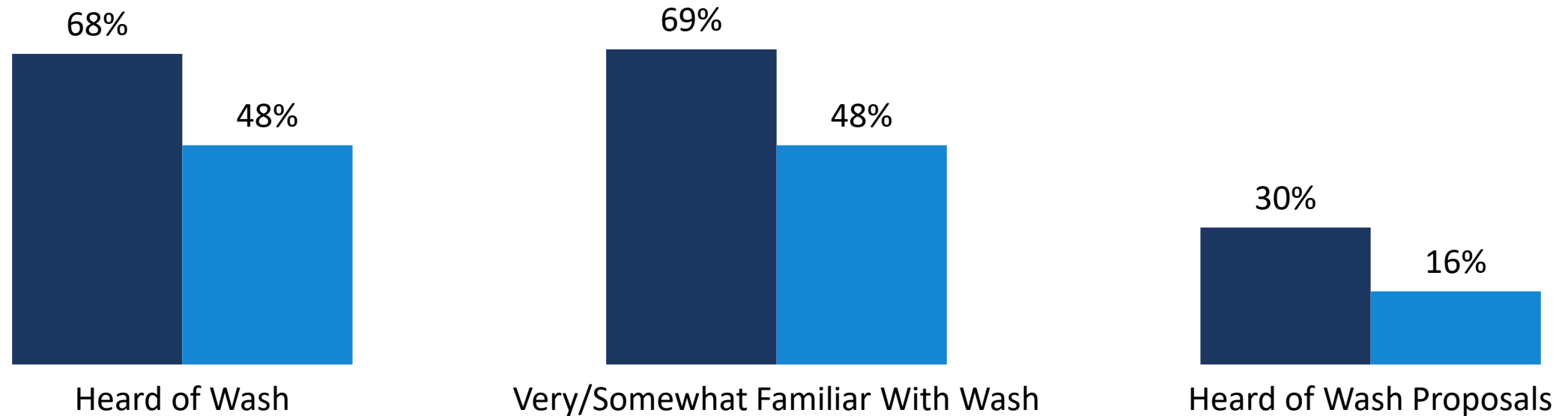
(Yes by Area & Distance from the Wash)



Homeowners — who are disproportionately in Areas 4 (NE) and 5 (North) — are more familiar with the Verdugo Wash and proposals being considered for it.

(Citywide)

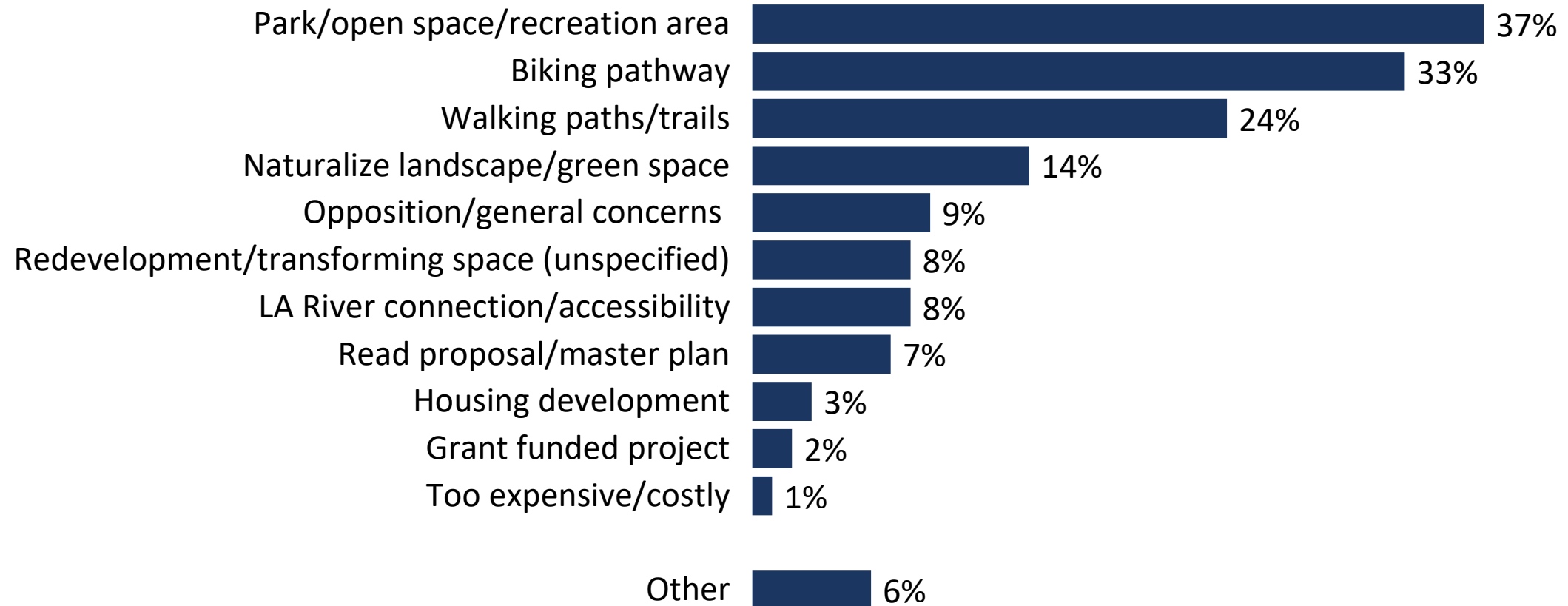
■ Homeowners ■ Renters



Among those who had heard of proposals, most mentioned hearing about plans for park/open space and bike/walking paths and trails.

(Citywide)

(Asked Only of Those Familiar With Verdugo Wash Proposals; Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted; n=276)



In all Areas, park/open space and biking paths are among the most mentioned proposals respondents have heard about.

(Ranked by Citywide)

(Asked Only of Those Familiar With Verdugo Wash Proposals; Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)

What have you read, heard, or seen about proposals being considered for the Verdugo Wash?	Area				
	Citywide (n=276)	Areas 1-3 (South/NW) (n=58)	Area 4 (NE) (n=81)	Area 5 (North) (n=97)	Area 6 (Downtown) (n=70)
Park/open space/recreation area	37%	41%	31%	34%	33%
Biking pathway	33%	30%	42%	39%	15%
Walking paths/trails	24%	26%	23%	29%	1%
Naturalize landscape/green space	14%	19%	12%	6%	14%
Opposition/general concerns	9%	9%	6%	13%	2%
Redevelopment/transforming space (unspecified)	8%	9%	10%	5%	12%
LA River connection/accessibility	8%	5%	9%	10%	10%
Read proposal/master plan	7%	7%	6%	5%	11%
Housing development	3%	5%	--	2%	--
Grant funded project	2%	1%	4%	1%	2%
Too expensive/costly	1%	--	1%	1%	4%
Other	6%	8%	1%	6%	8%

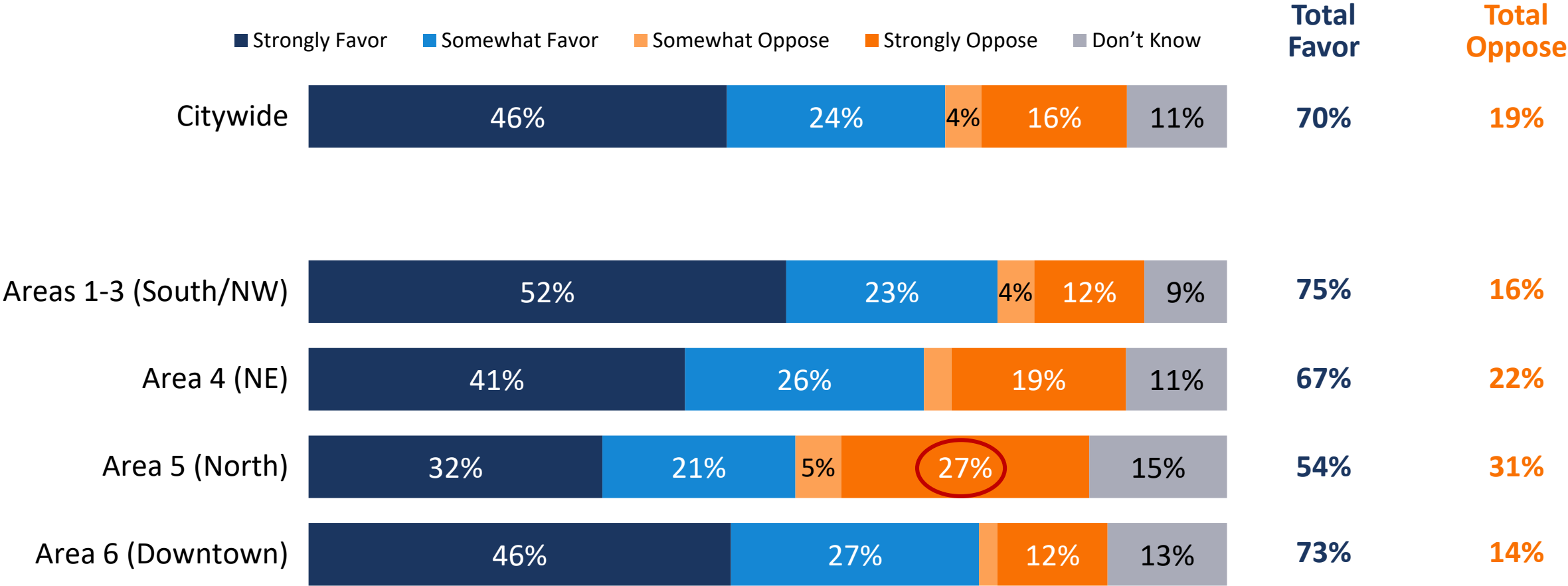


Impressions of Potential Verdugo Wash Redesign

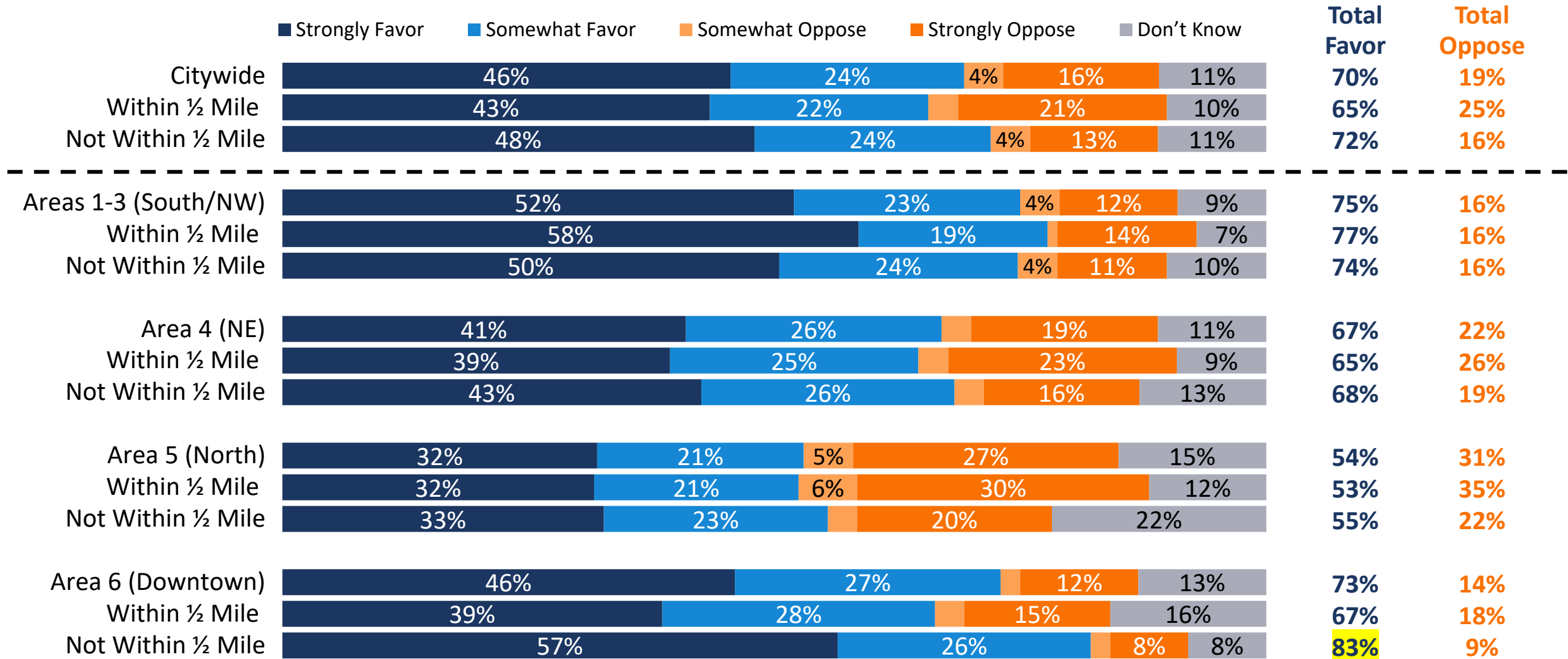
Description of Verdugo Wash Redesign

The City is exploring options to redesign portions of the Verdugo Wash, the concrete flood channel that is 9.4 miles long and runs through the City. It will continue to provide the same, effective flood protection it was designed to do. But the redesign could also provide residents with park and public open spaces with trees, plants, and landscaped areas; picnic tables and benches; walking and biking trails; natural habitats; and open green space. Each segment of the Wash would be designed based on its height and width differences as well as distance from residential housing and businesses.

Overall, there is strong support for a Verdugo Wash redesign as described, including majority support in Area 5 (North).



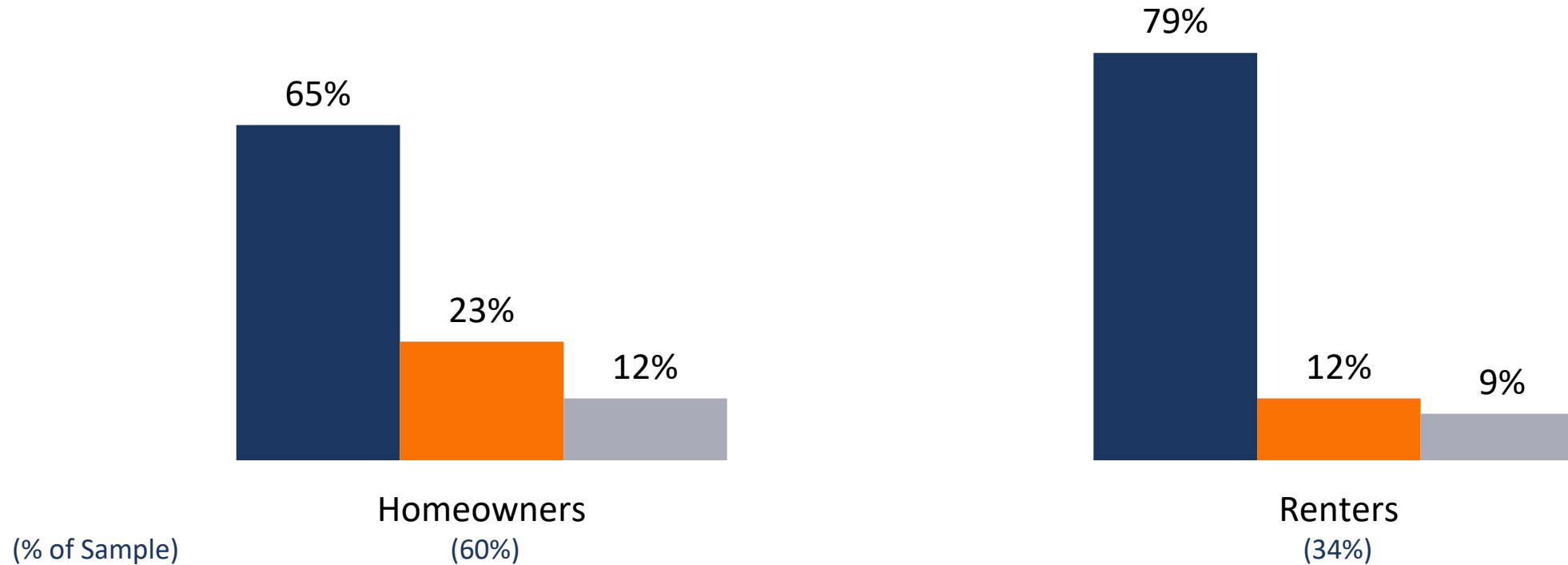
Other than in Area 6 (Downtown), there is little difference in support by area based on distance from the Wash.



Renters favor a redesign of the Verdugo Wash in higher proportions than homeowners.

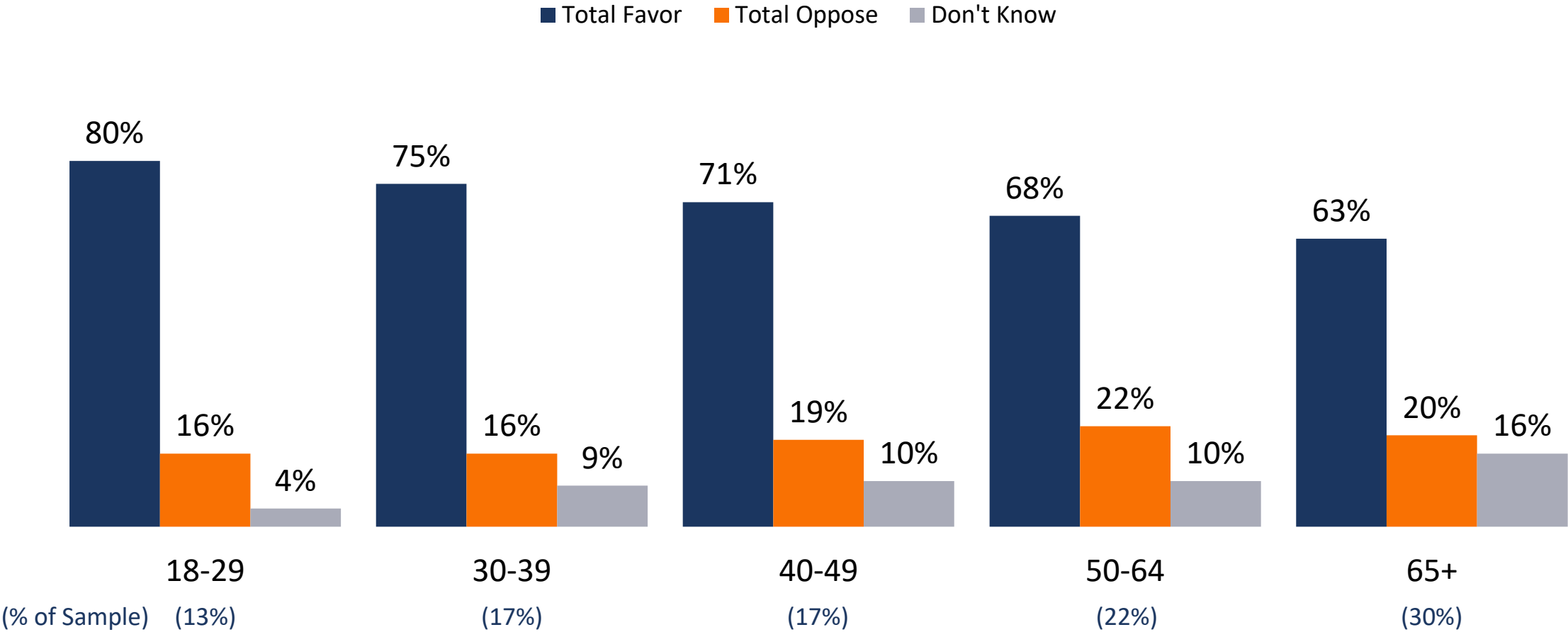
Opinion of Verdugo Wash Redesign in General by Residence

■ Total Favor ■ Total Oppose ■ Don't Know



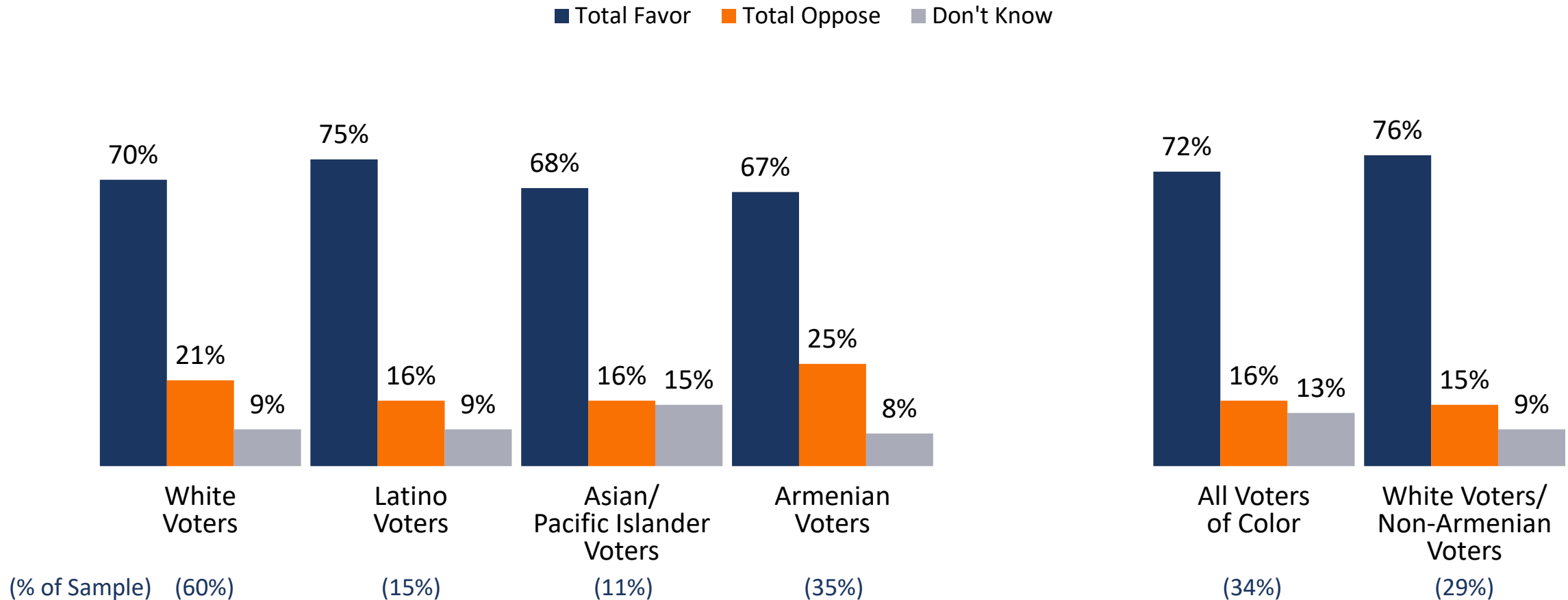
Support is strongest with younger voters.

Opinion of Verdugo Wash Redesign in General by Age



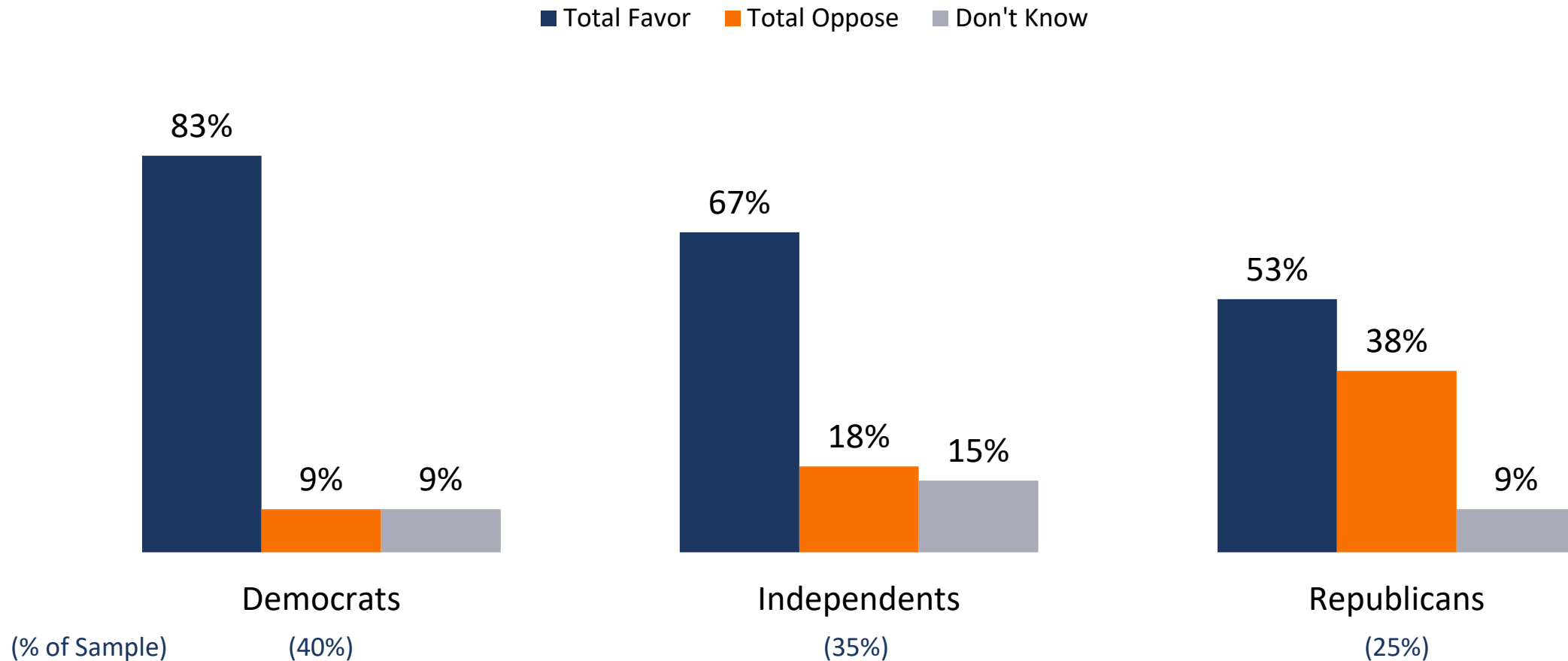
There is little difference in opinion based on race or ethnicity.

Opinion of Verdugo Wash Redesign in General by Race/Ethnicity



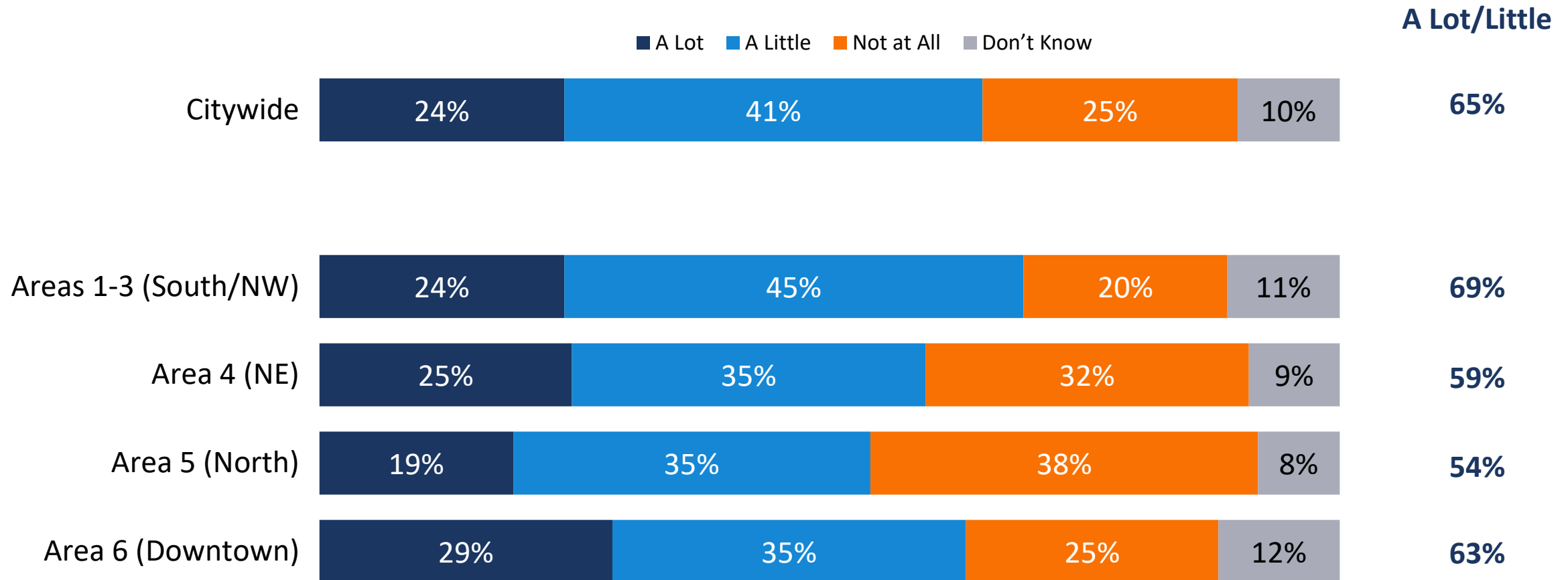
More than 8 in 10 Democrats support the redesign.

Opinion of Verdugo Wash Redesign in General by Party

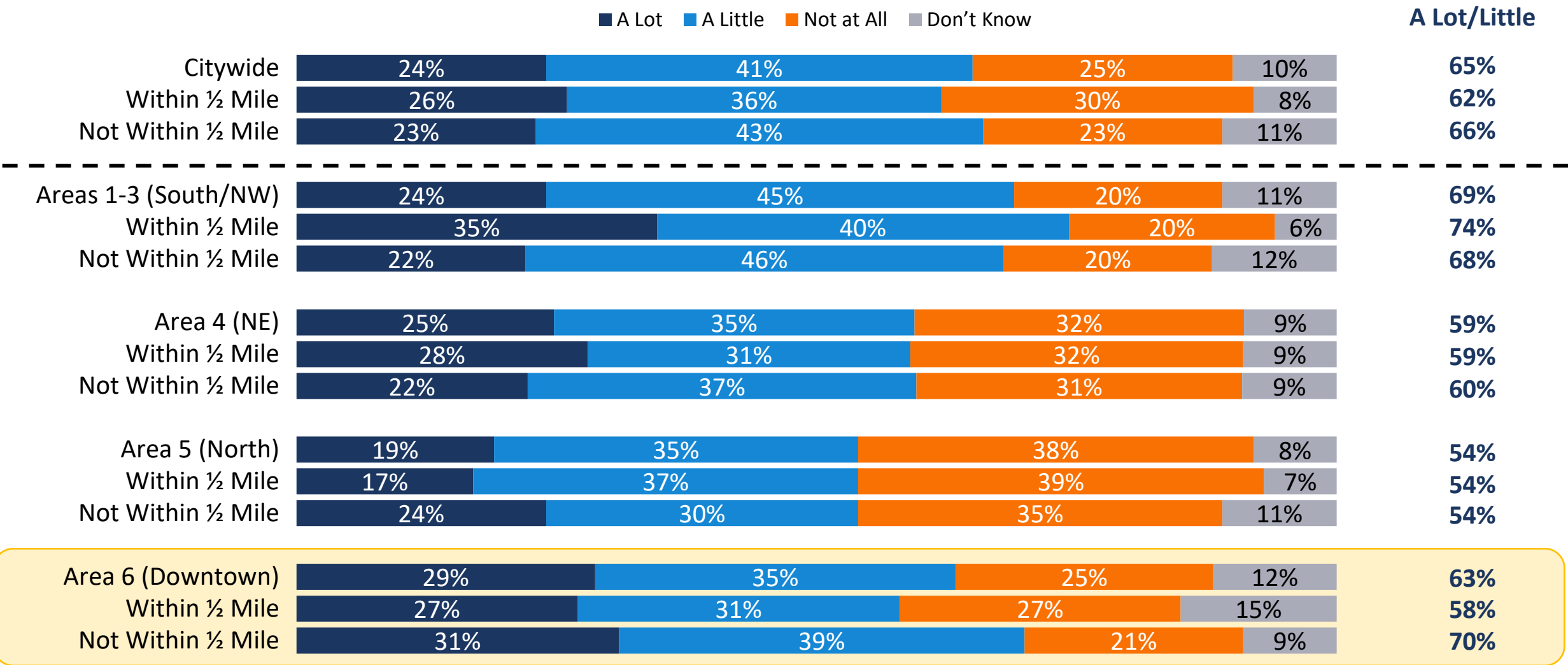


Two out of three voters think they would benefit if the Wash is redesigned as described — and majorities across areas.

Do you think you would personally benefit a lot, a little, or not at all if the Verdugo Wash is redesigned as described earlier?

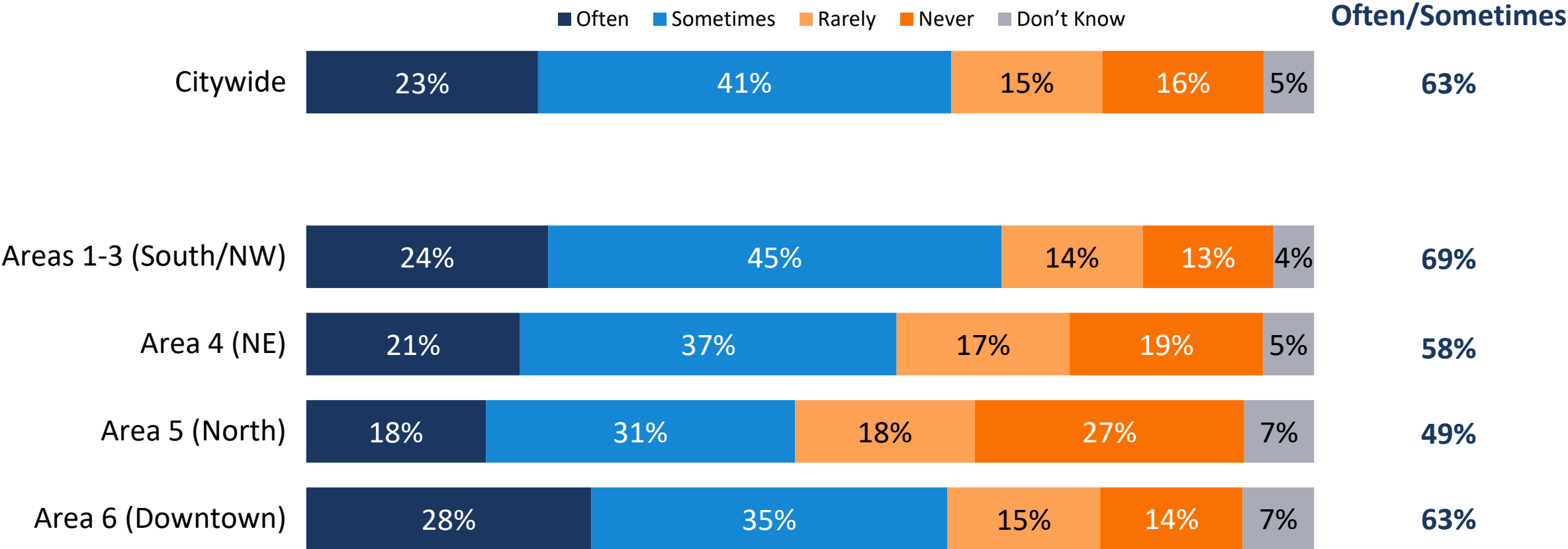


There is little difference by distance, other than in Area 6 (Downtown) where those living further are more likely to feel they would benefit.



Nearly 2 in 3 say they would visit the Wash if redesigned as described; those in the North are less likely, reflecting their greater opposition.

If the Verdugo Wash is redesigned as described earlier, do you think you would visit the Verdugo Wash, whether to walk, bike, picnic, use the green spaces, or for any other reason, often, sometimes, rarely, or never?

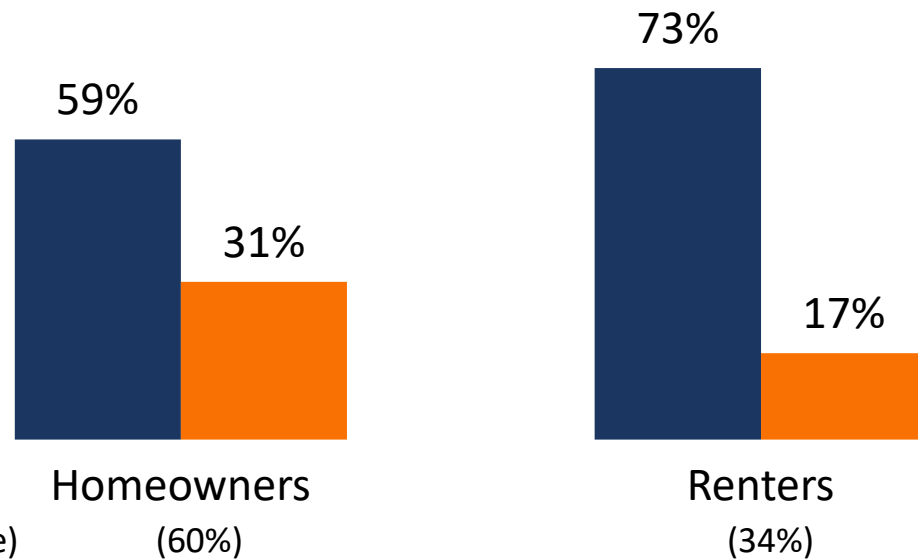


Renters are more likely than homeowners to believe they would benefit from the redesign and would visit if completed.

Citywide by Residence

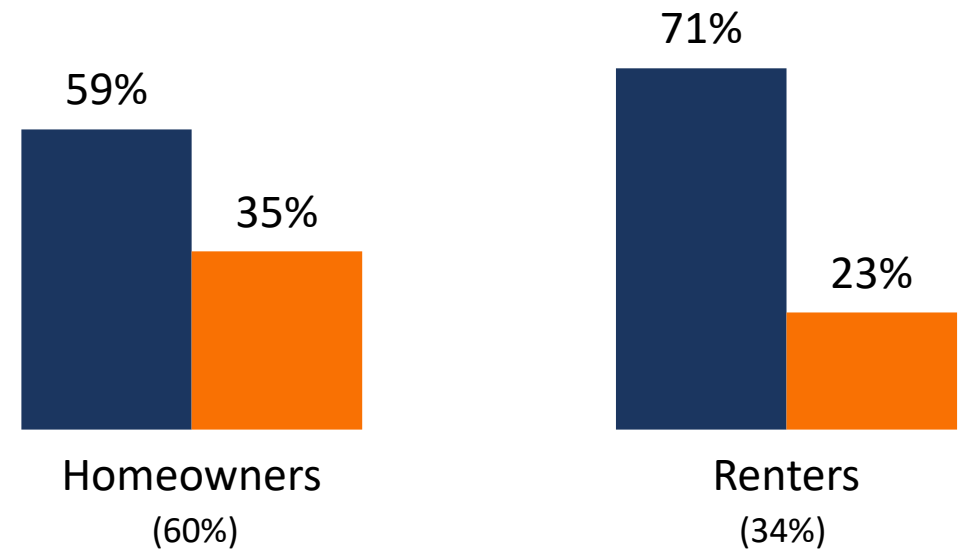
Benefit from Wash Redesign

■ A Lot/Little ■ Not at All



Visit Wash if Redesigned

■ Often/Sometimes ■ Rarely/Never



Q7. Do you think you would personally benefit a lot, a little, or not at all if the Verdugo Wash is redesigned as described earlier?

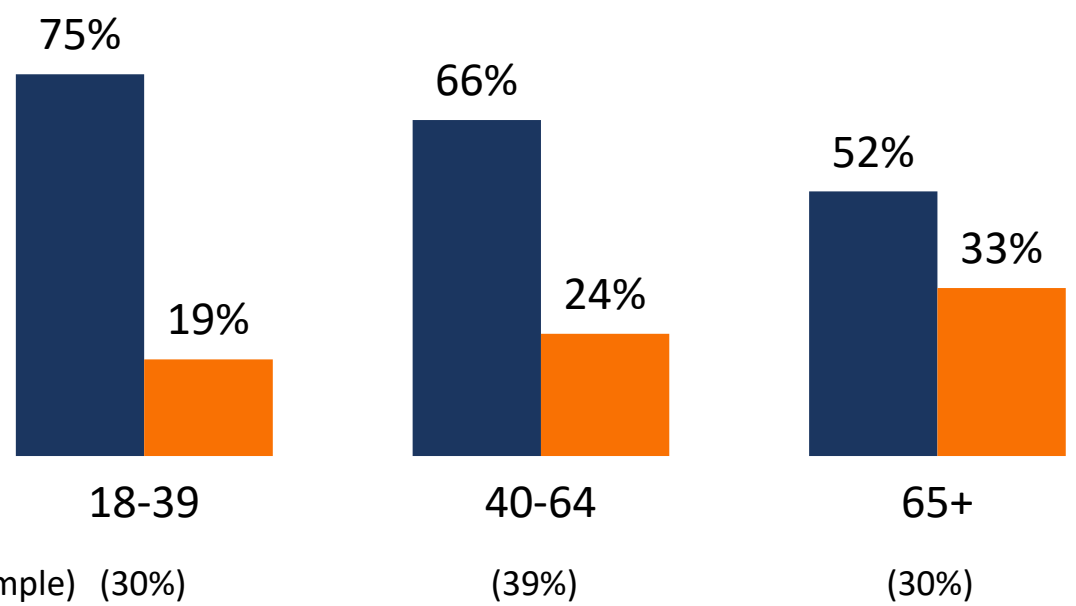
Q8. If the Verdugo Wash is redesigned as described earlier, do you think you would visit the Verdugo Wash, whether to walk, bike, picnic, use the green spaces, or for any other reason, often, sometimes, rarely, or never?

The proportion who feel they would benefit from a redesigned Wash and visit it is higher among younger voters than those 65+.

Citywide by Age

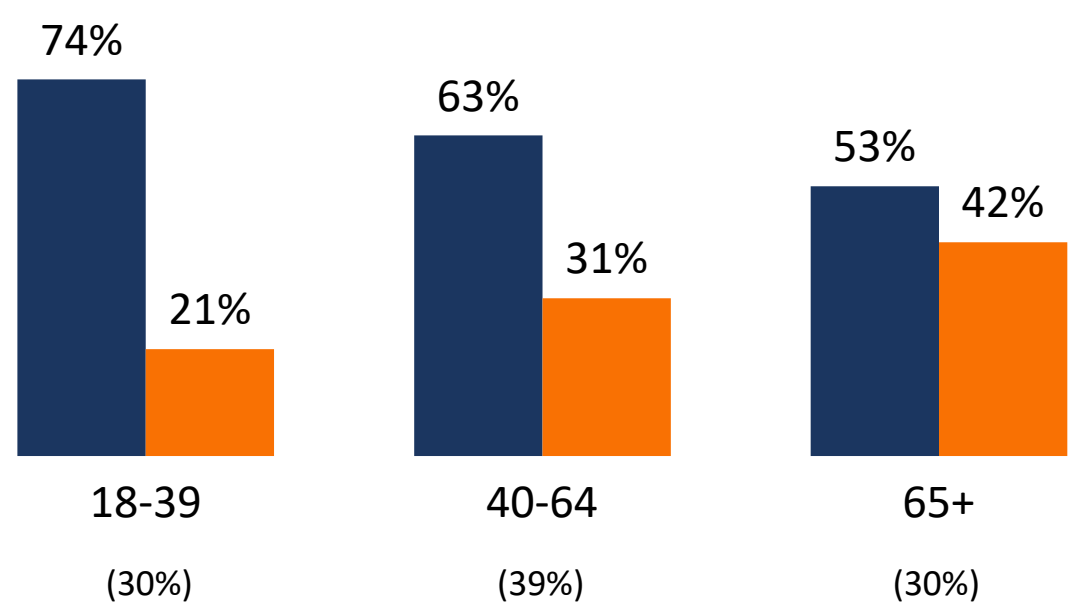
Benefit from Wash Redesign

■ A Lot/Little ■ Not at All



Visit Wash if Redesigned

■ Often/Sometimes ■ Rarely/Never



Q7. Do you think you would personally benefit a lot, a little, or not at all if the Verdugo Wash is redesigned as described earlier?

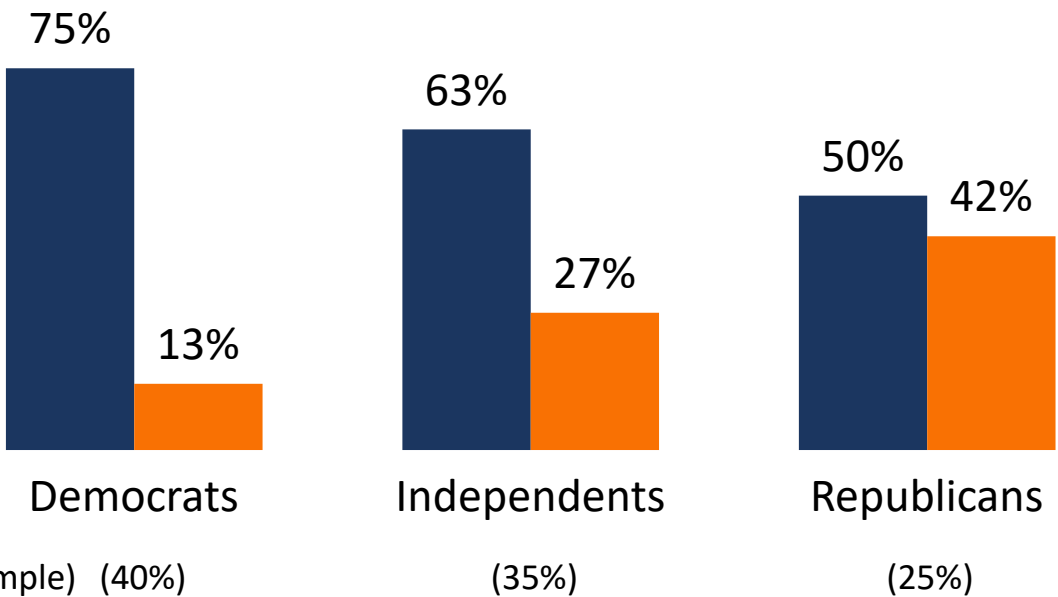
Q8. If the Verdugo Wash is redesigned as described earlier, do you think you would visit the Verdugo Wash, whether to walk, bike, picnic, use the green spaces, or for any other reason, often, sometimes, rarely, or never?

3 out of 4 Democrats and over 6 in 10 independents feel they would benefit from and visit a redesigned Wash; Republicans are more divided.

Citywide by Party

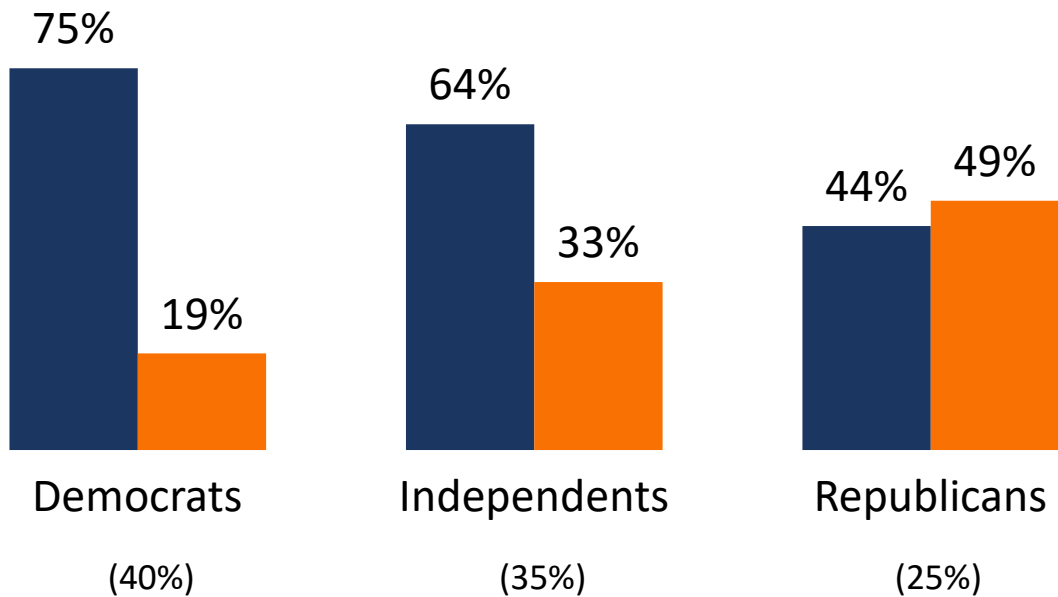
Benefit from Wash Redesign

■ A Lot/Little ■ Not at All



Visit Wash if Redesigned

■ Often/Sometimes ■ Rarely/Never



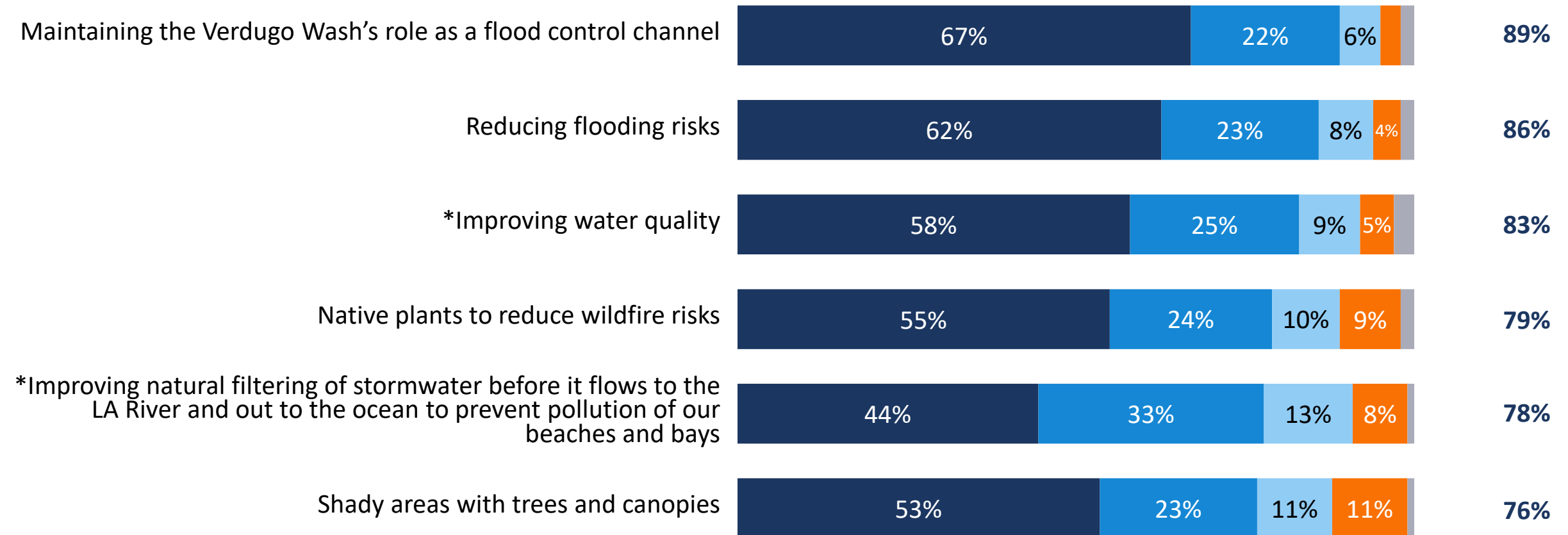
Q7. Do you think you would personally benefit a lot, a little, or not at all if the Verdugo Wash is redesigned as described earlier?

Q8. If the Verdugo Wash is redesigned as described earlier, do you think you would visit the Verdugo Wash, whether to walk, bike, picnic, use the green spaces, or for any other reason, often, sometimes, rarely, or never?

The highest priority features to include in the Wash redesign are focused on flooding, water quality, and reduced fire risks.

(Citywide; Ranked by Extremely/Very Important)

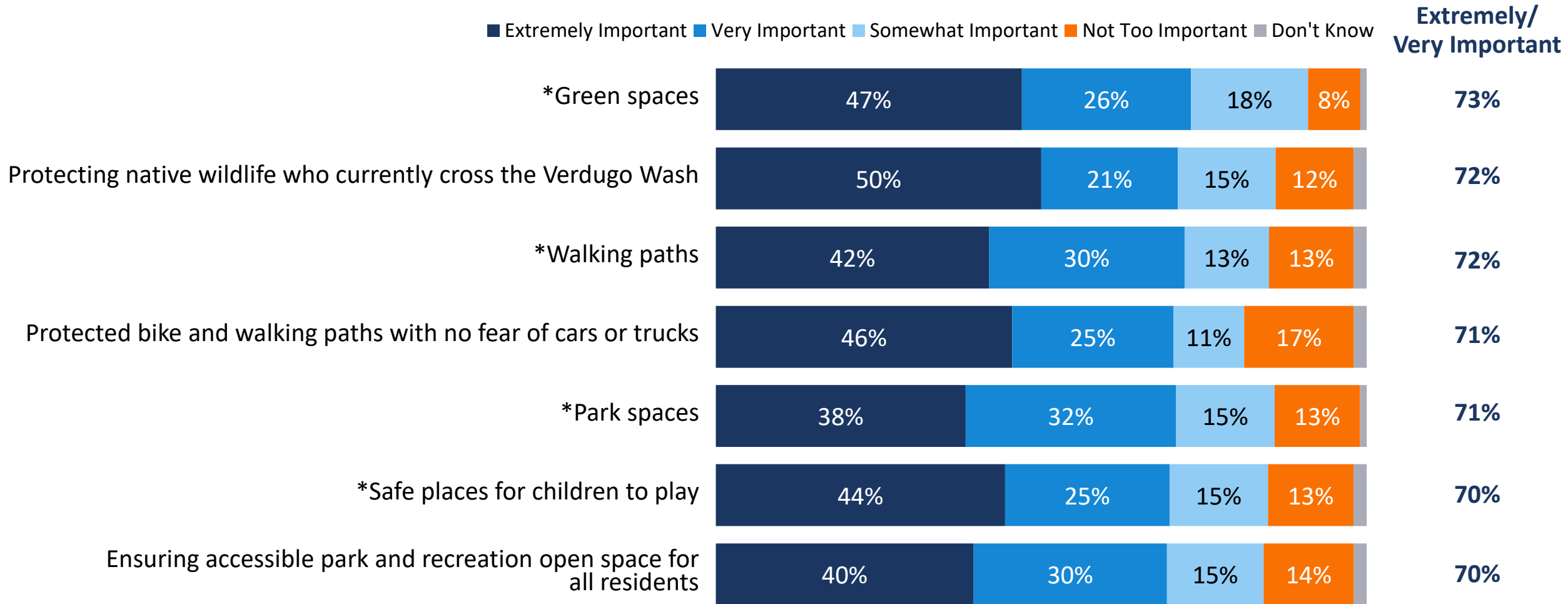
■ Extremely Important
■ Very Important
■ Somewhat Important
■ Not Too Important
■ Don't Know
Extremely/Very Important



Q9. The City is only beginning an initial study of redesign possibilities for the Verdugo Wash. There are no plans in place at this time to redesign the Verdugo Wash. Knowing this, below are some features that could be included in a redesign of the Verdugo Wash. Regardless of whether you favor or oppose redesigning the Verdugo Wash, after (hearing/reading) each one, please indicate if you consider it an extremely important, very important, somewhat important, or not too important feature to include in a future plan for the Verdugo Wash. *Split Sample

Continued

(Citywide; Ranked by Extremely/Very Important)

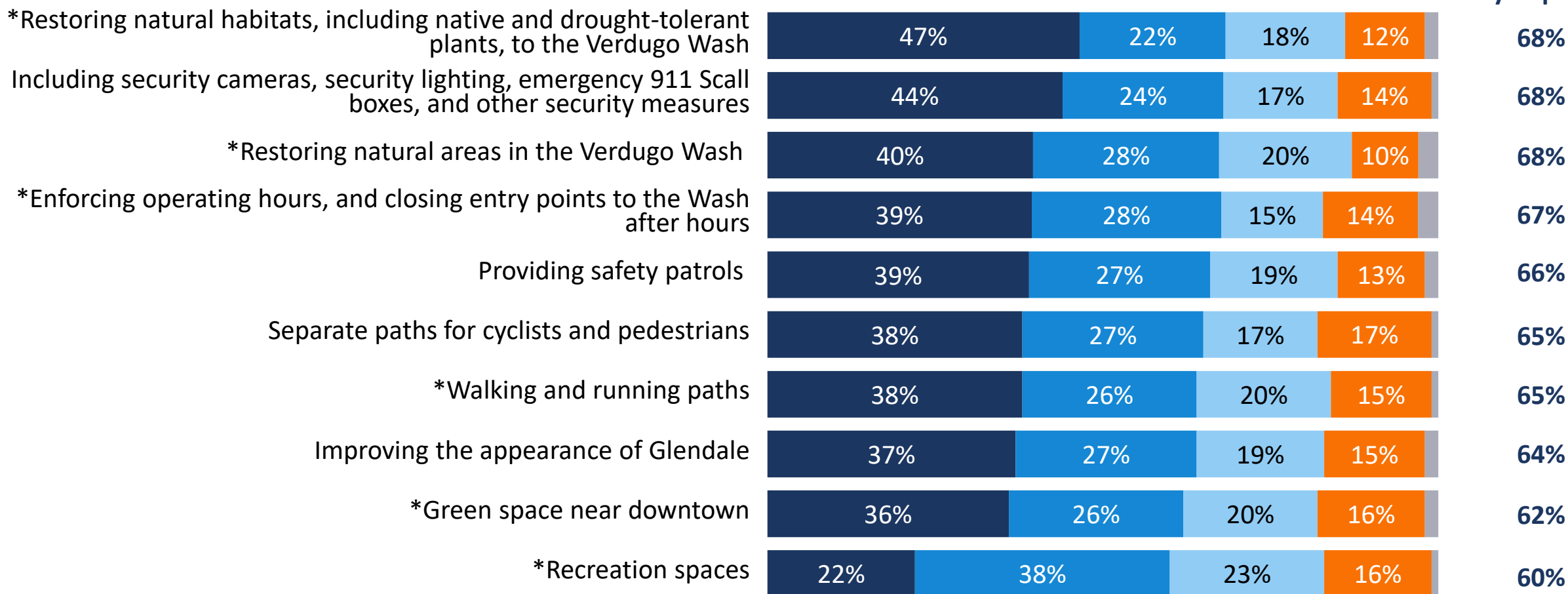


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Continued

(Citywide; Ranked by Extremely/Very Important)

■ Extremely Important
■ Very Important
■ Somewhat Important
■ Not Too Important
■ Don't Know
Extremely/Very Important



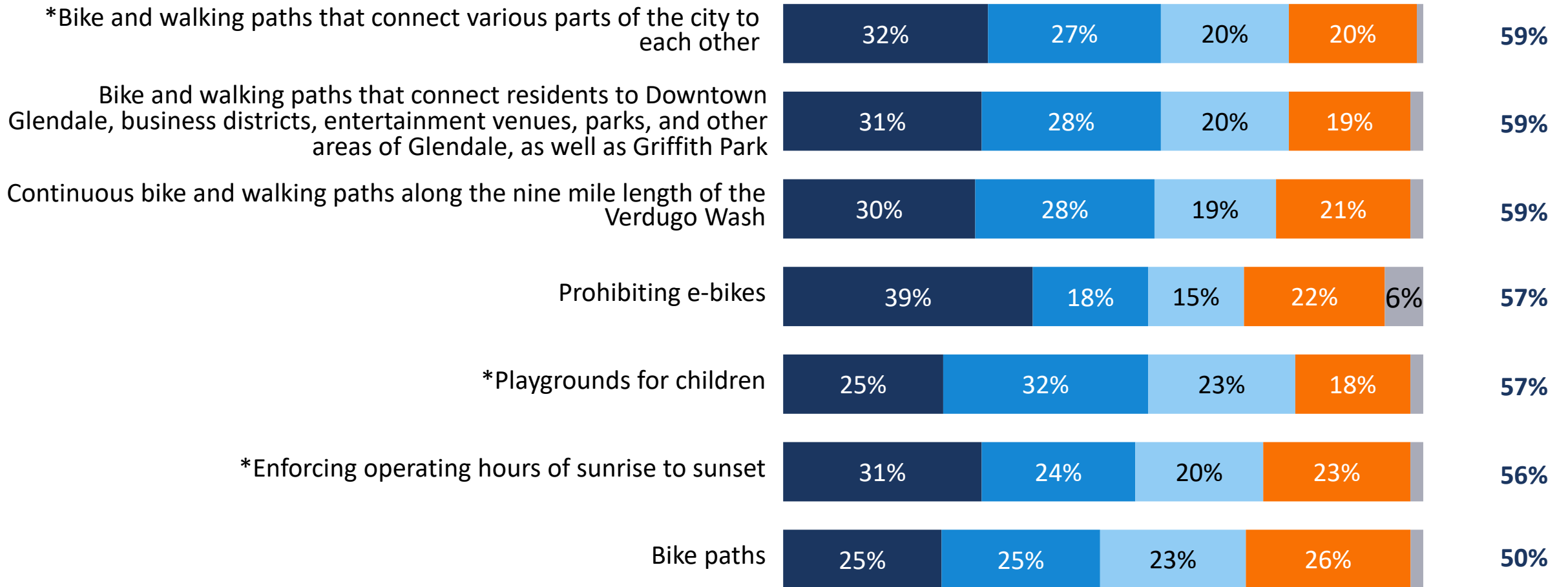
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Continued

(Citywide; Ranked by Extremely/Very Important)

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

**Extremely/
Very Important**

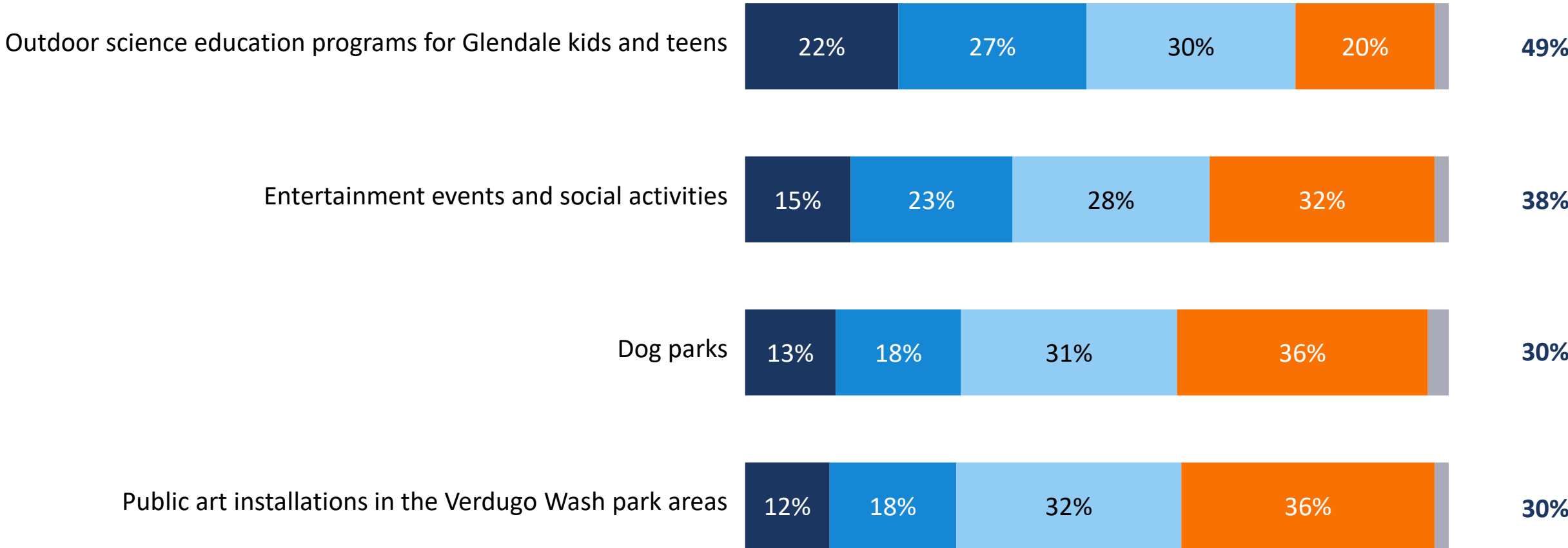


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Features that may only appeal to some are the lowest priorities, including entertainment/social activities, dog parks, and art installations.

(Citywide; Ranked by Extremely/Very Important)

Extremely Important Very Important Somewhat Important Not Too Important Don't Know **Extremely/Very Important**



Q9. The City is only beginning an initial study of redesign possibilities for the Verdugo Wash. There are no plans in place at this time to redesign the Verdugo Wash. Knowing this, below are some features that could be included in a redesign of the Verdugo Wash. Regardless of whether you favor or oppose redesigning the Verdugo Wash, after (hearing/reading) each one, please indicate if you consider it an extremely important, very important, somewhat important, or not too important feature to include in a future plan for the Verdugo Wash. Not Part of Split Sample

Top five priorities are generally the same in each Area.

(Ranked by Citywide Extremely/Very Important)

Feature	Extremely/Very Important				
	Citywide n=1,129	Area			
		Areas 1-3 (South/NW) n=294	Area 4 (NE) n=302	Area 5 (North) n=358	Area 6 (Downtown) n=275
Maintaining the Verdugo Wash's role as a flood control channel	89%	89%	90%	91%	87%
Reducing flooding risks	86%	85%	89%	84%	87%
*Improving water quality	83%	86%	75%	79%	82%
Native plants to reduce wildfire risks	79%	82%	74%	75%	74%
*Improving natural filtering of stormwater before it flows to the LA River and out to the ocean to prevent pollution of our beaches and bays	78%	78%	79%	76%	74%
Shady areas with trees and canopies	76%	82%	69%	63%	74%
*Green spaces	73%	80%	68%	61%	65%
Protecting native wildlife who currently cross the Verdugo Wash	72%	76%	67%	66%	65%
*Walking paths	72%	75%	73%	61%	72%
Protected bike and walking paths with no fear of cars or trucks	71%	75%	67%	59%	75%
*Park spaces	71%	79%	61%	56%	62%
*Safe places for children to play	70%	76%	64%	58%	61%
Ensuring accessible park and recreation open space for all residents	70%	75%	64%	62%	65%

ld be

FM3 included in a redesign of the Verdugo Wash. Regardless of whether you favor or oppose redesigning the Verdugo Wash, after (hearing/reading) each one, please indicate if you consider it an extremely important, very important, somewhat important, or not too important feature to include in a future plan for the Verdugo Wash. *Split Sample

Continued

(Ranked by Citywide Extremely/Very Important)

Feature	Extremely/Very Important				
	Citywide	Area			
		Areas 1-3 (South/NW) n=294	Area 4 (NE) n=302	Area 5 (North) n=358	Area 6 (Downtown) n=275
*Restoring natural habitats, including native and drought-tolerant plants, to the Verdugo Wash	68%	76%	57%	58%	60%
Including security cameras, security lighting, emergency 911 Scall boxes, and other security measures	68%	68%	66%	68%	68%
*Restoring natural areas in the Verdugo Wash	68%	75%	63%	51%	62%
*Enforcing operating hours, and closing entry points to the Wash after hours	67%	68%	66%	65%	67%
Providing safety patrols	66%	71%	60%	61%	56%
Separate paths for cyclists and pedestrians	65%	70%	63%	47%	69%
*Walking and running paths	65%	72%	54%	49%	70%
Improving the appearance of Glendale	64%	69%	60%	53%	65%
*Green space near downtown	62%	68%	51%	49%	62%
*Recreation spaces	60%	63%	61%	49%	61%

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Continued

(Ranked by Citywide Extremely/Very Important)

Feature	Extremely/Very Important				
	Citywide	Area			
		Areas 1-3 (South/NW) n=294	Area 4 (NE) n=302	Area 5 (North) n=358	Area 6 (Downtown) n=275
*Bike and walking paths that connect various parts of the city to each other	59%	66%	47%	49%	57%
*Bike and walking paths that connect residents to Downtown Glendale, business districts, entertainment venues, parks, and other areas of Glendale, as well as Griffith Park	59%	67%	49%	43%	53%
Continuous bike and walking paths along the nine mile length of the Verdugo Wash	59%	64%	58%	44%	55%
Prohibiting e-bikes	57%	59%	57%	52%	54%
*Playgrounds for children	57%	61%	55%	47%	53%
*Enforcing operating hours of sunrise to sunset	56%	59%	51%	57%	43%
Bike paths	50%	56%	44%	39%	42%
Outdoor science education programs for Glendale kids and teens	49%	56%	39%	38%	43%
Entertainment events and social activities	38%	43%	32%	28%	38%
Dog parks	30%	33%	30%	23%	27%
Public art installations in the Verdugo Wash park areas	30%	36%	24%	22%	25%

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Online Test of Verdugo Wash Redesign Option Images

Online Image Testing

- Image tests were asked only of online respondents.

- **Online sample provided with brief explanation:**

The depth, width, and proximity to homes and businesses varies throughout the 9.4 miles of the Verdugo Wash. Next you will see various images of what the Verdugo Wash looks like today in certain areas and options for what a redesign could look like along portions of the Wash depending on these factors. Please evaluate what you see in the image, not the photo quality.

- **Online sample was provided three sets of images (three tests, in randomized order) to rank order their preference**, with the following instruction:

First/Next/Last, please consider two/three/other images of potential options for portions of the Verdugo Wash. Again, the options will vary based on the depth, width, and proximity to homes and businesses. But, generally speaking, please rank these two/three/other images in order of your preference based on what you see in the images.

- On the following pages, each set of images is referred to as a “concept.” The images tested in each concept are referred to as “options.”

Online Image Testing

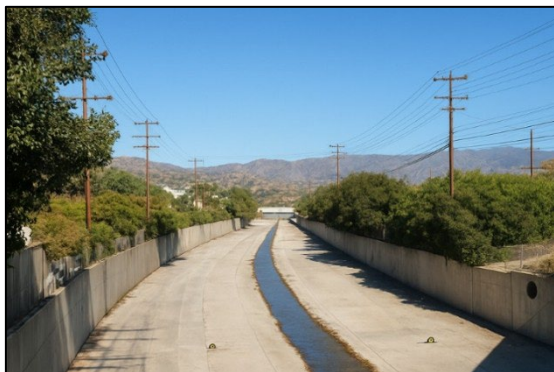
- **After seeing the images in each test, respondents were told to consider one redesign image* and respond to additional questions about it:**
 - Top-of-mind words/phrases (open-end question)
 - How appealing
 - Favor/Oppose
 - Perception of “good thing” for the City
 - Likelihood to visit
- **Note:** Half of the online sample received the image test before being asked to consider a battery of potential concerns about the Verdugo Wash redesign. The other half of the online sample received the reverse. This was done to:
 - 1) avoid question order bias and
 - 2) determine if the images reduced concerns or if hearing concerns impacted the response to the images.

The results show little difference among online respondents based on the order of these questions they received.

Online Image Testing Unweighted N-Sizes and Margin of Error by Area and Distance from the Wash

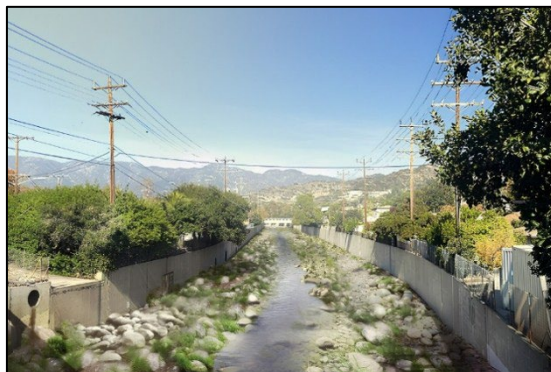
Area	Online Sample Unweighted N-Size	Margin of Error
Citywide	736	±6.2%
Within ½ Mile	350	±10.6%
Not Within ½ Mile	386	±7.6%
Areas 1-3 (South/NW)	152	±8.2%
Within ½ Mile	27	±18.9%
Not Within ½ Mile	125	±8.8%
Area 4 (NE)	208	±6.8%
Within ½ Mile	83	±10.8%
Not Within ½ Mile	125	±8.8%
Area 5 (North)	183	±7.2%
Within ½ Mile	142	±8.2%
Not Within ½ Mile	41	±15.3%
Area 6 (Downtown)	193	±7.1%
Within ½ Mile	98	±9.9%
Not Within ½ Mile	95	±10.1%

CONCEPT 1



Option 1:

Keeping the Verdugo Wash as it is now.



Option 2:

Restoring natural habitat on the bottom of the Wash, with no public access.

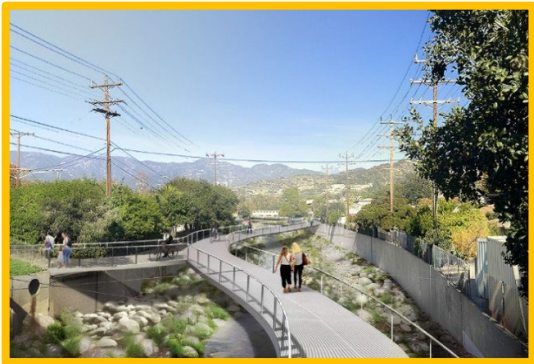
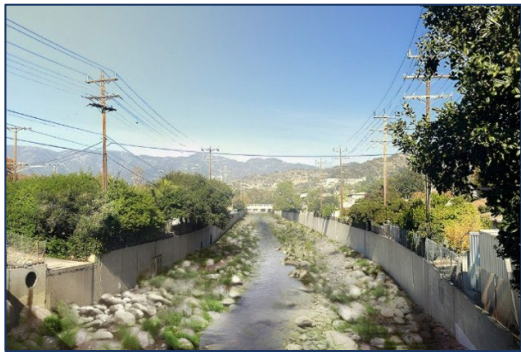
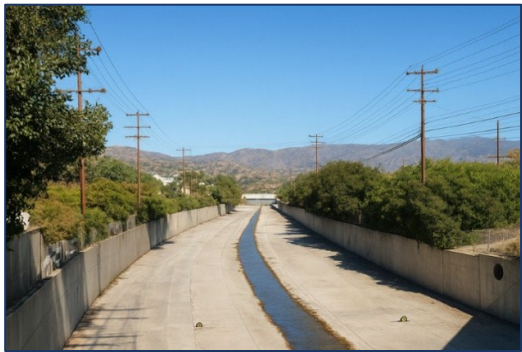


Option 3:

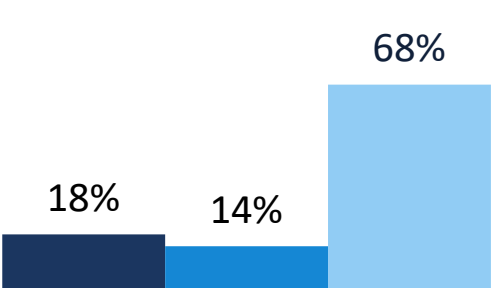
Restoring natural habitat on the bottom of the Wash, while providing walking and bike paths above it.

7 in 10 rank Option 3 — the image of restoring natural habitat while providing walking and bike paths above it — as their top choice of the three tested.

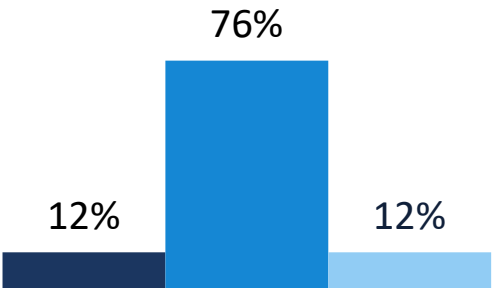
(Citywide)



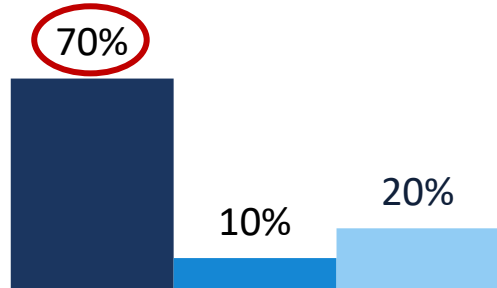
■ First Choice ■ Second Choice ■ Third Choice



Option 1:
Keep as Is Now



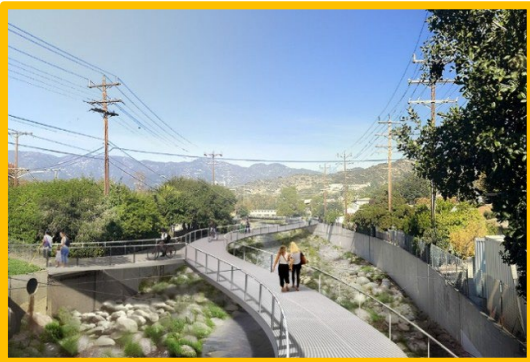
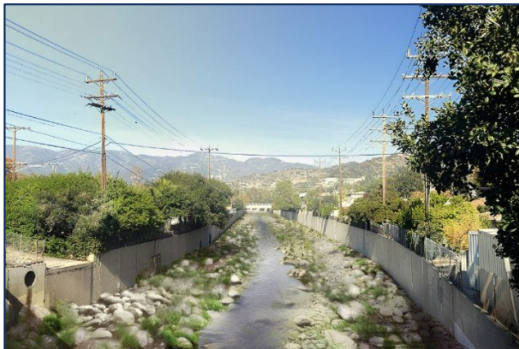
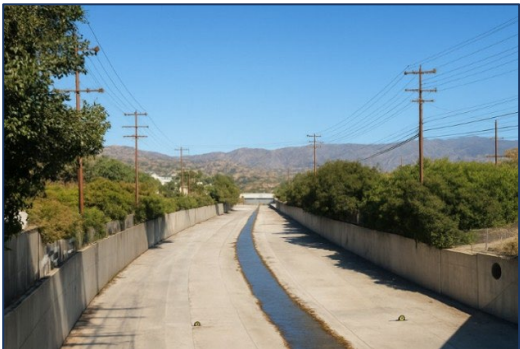
Option 2:
Natural Habitat/
No Public Access



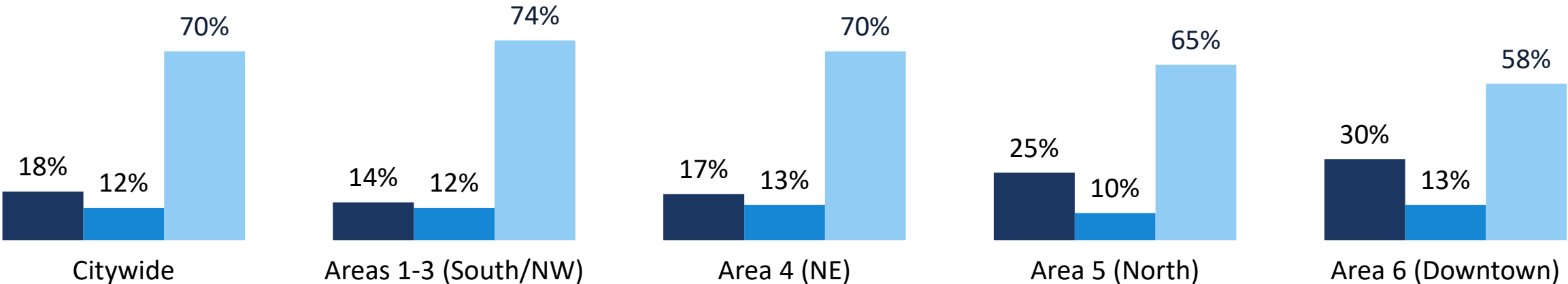
Option 3:
Natural Habitat/
Walking & Biking Paths Above

Nearly 6 in 10 or more across the four regions prefer Option 3; keeping “as is” is chosen as their top choice in the highest numbers in Areas 5 and 6.

(First Choice by Area)

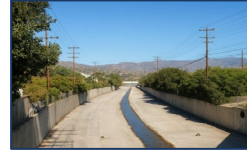


■ Option 1: Keep as Is Now ■ Option 2: Natural Habitat/No Public Access ■ Option 3: Natural Habitat/Walking & Biking Paths Above



Option 3 — Natural Habitat/Walking & Biking Paths Above — is preferred regardless of distance from Wash in each region.

(First Choice by Area & Distance from the Wash)



Sample	Option 1: Keep as Is Now	Option 2: Natural Habitat/ No Public Access	Option 3: Natural Habitat/ Walking & Biking Paths Above
Citywide			
Within ½ Mile	21%	11%	68%
Not Within ½ Mile	17%	13%	70%
Areas 1-3 (South/NW)			
Within ½ Mile	10%	8%	82%
Not Within ½ Mile	15%	14%	72%
Area 4 (NE)			
Within ½ Mile	19%	21%	60%
Not Within ½ Mile	16%	7%	77%
Area 5 (North)			
Within ½ Mile	24%	8%	68%
Not Within ½ Mile	27%	14%	58%
Area 6 (Downtown)			
Within ½ Mile	34%	11%	55%
Not Within ½ Mile	26%	14%	60%

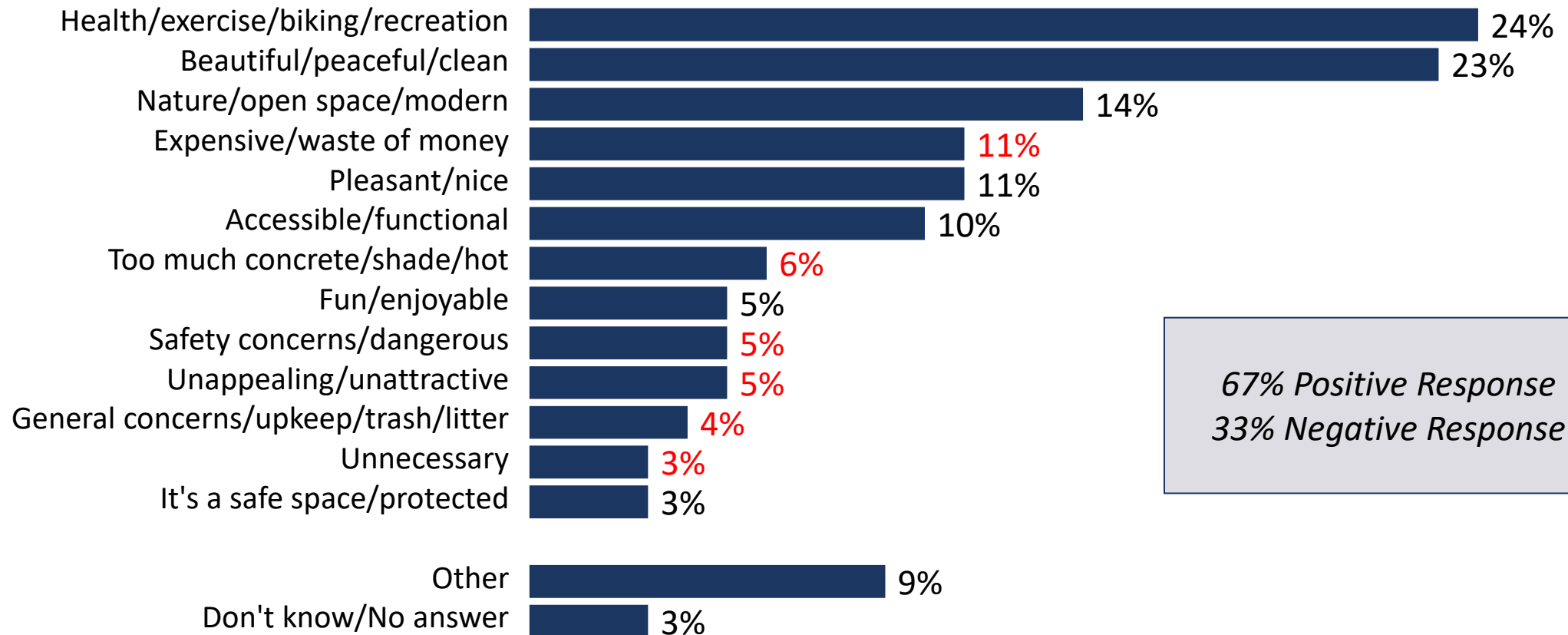
Impressions of Concept 1, Option 3 — the image of restoring natural habitat while providing walking and bike paths above it.



Health/exercise/recreation and a peaceful and appealing look are the most mentioned thoughts after seeing the Option 3 image.

(Citywide)

(Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)



67% Positive Response
33% Negative Response

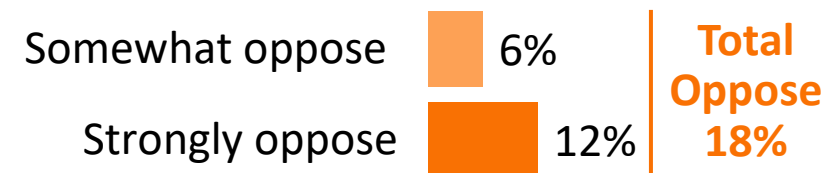
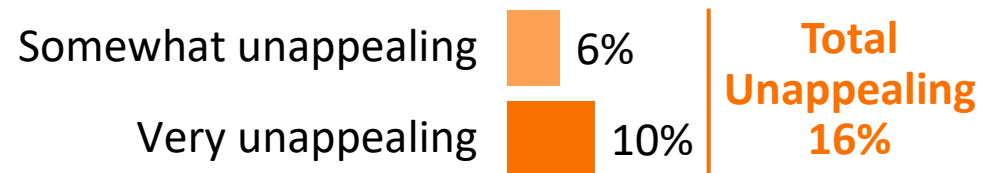
Online respondents have overwhelmingly positive reactions to the Option 3 image.

(Citywide)



How appealing does this look when considering it as a redesign option for the Verdugo Wash?

Does this look like something you would favor for the Verdugo Wash or oppose?

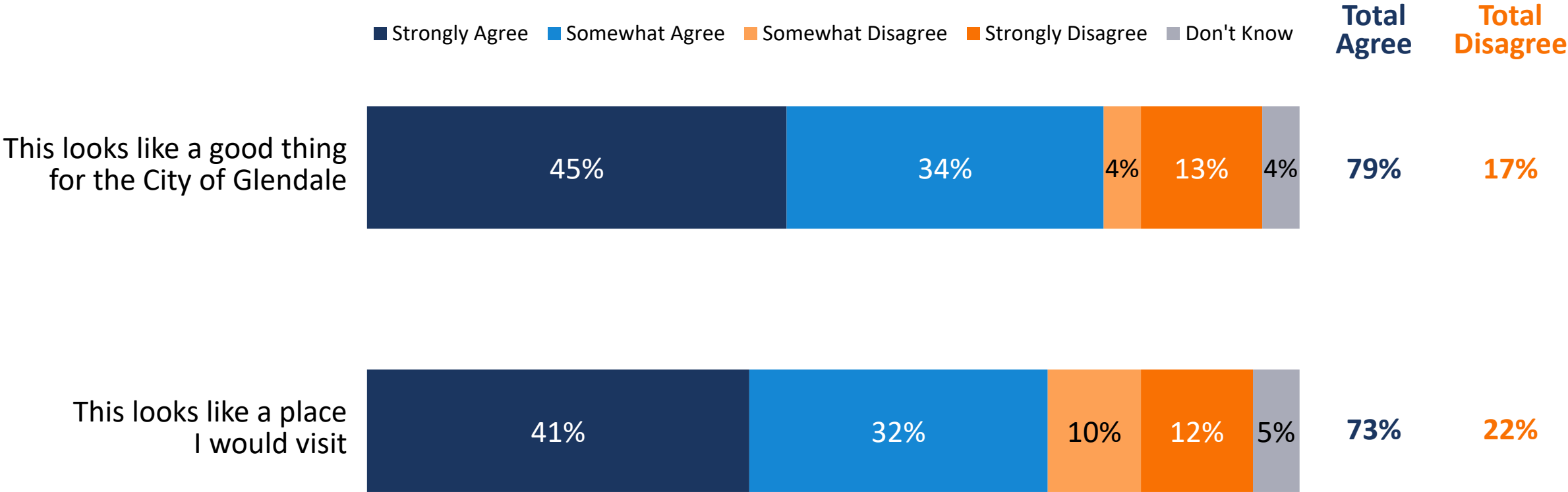


Don't know 3%

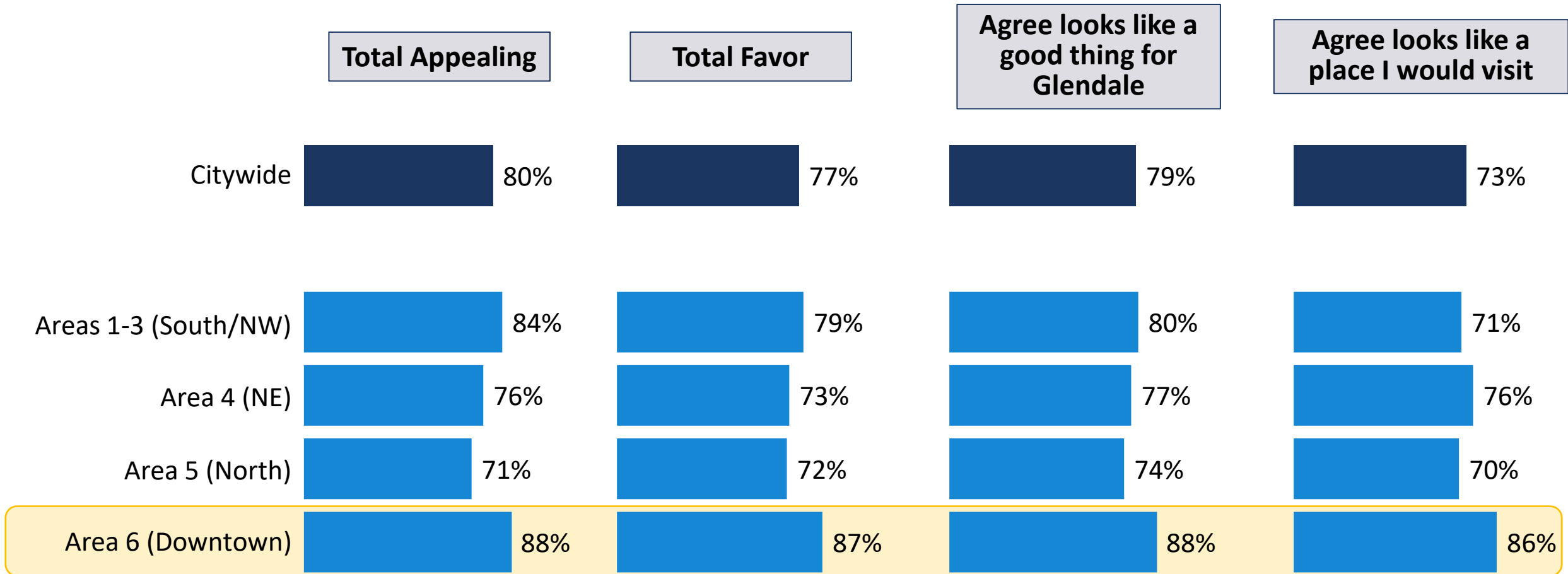
Don't know 5%

High proportions agree that Option 3 looks like a place they would visit and a good thing for the City.

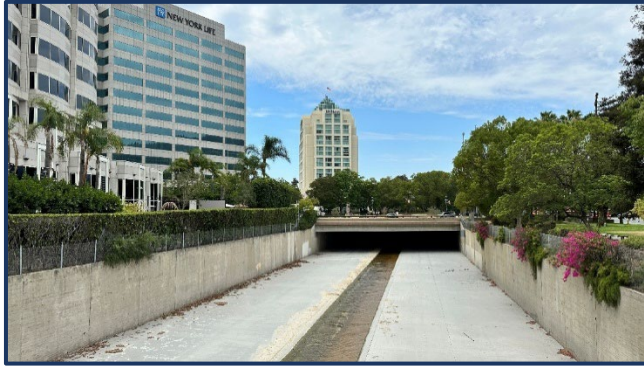
(Citywide; Ranked by Total Agree)



High proportions of residents in each Area respond positively to the Option 3 image; Area 6 (Downtown) in the greatest numbers.



CONCEPT 2



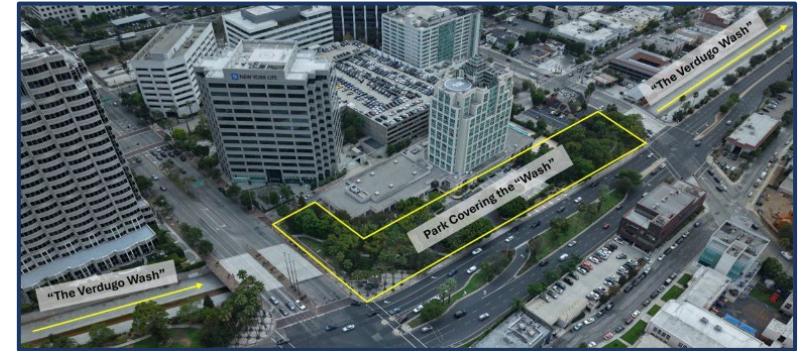
Option 1:

Keeping the Verdugo Wash as it is now.



Option 2:

Providing a raised park that extends over part of the Wash (this is an example of what it could look like from another city).

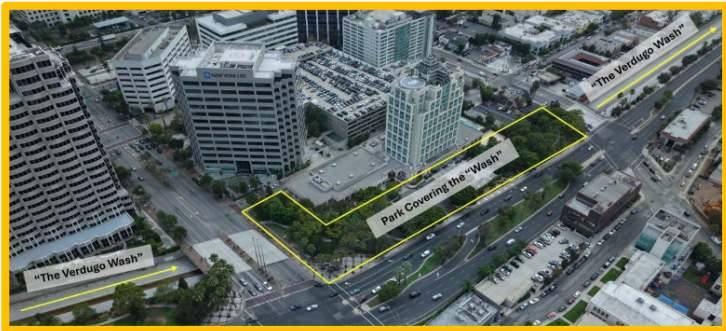
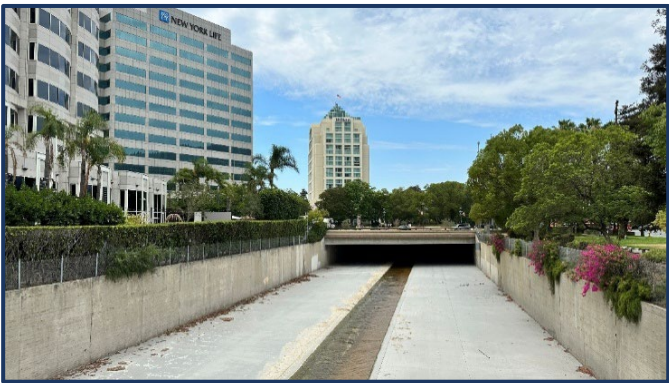


Option 3:

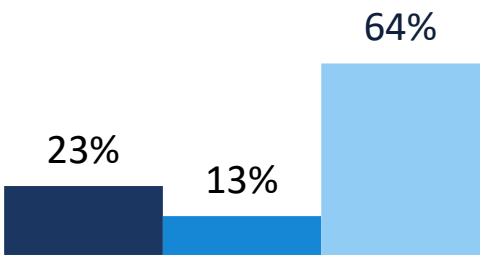
Providing a park fully covering a segment of the Wash, while the Wash continues to flow below it. This image provides an existing example in downtown Glendale where a park fully covers a segment of the Wash to show how the design in other areas could look.

3 out 4 online respondents do not prefer Concept 2 “keeping as is,” with voters divided between Option 2 and 3 as their first choice.

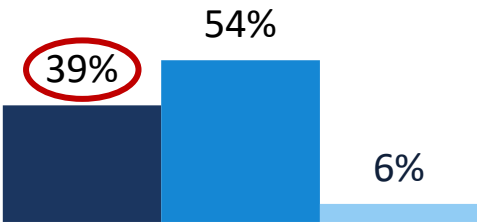
(Citywide)



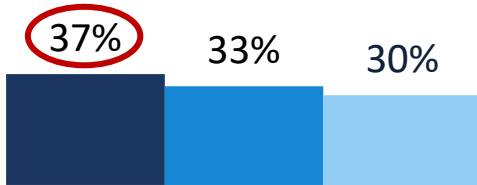
■ First Choice ■ Second Choice ■ Third Choice



Option 1:
Keep as Is Now



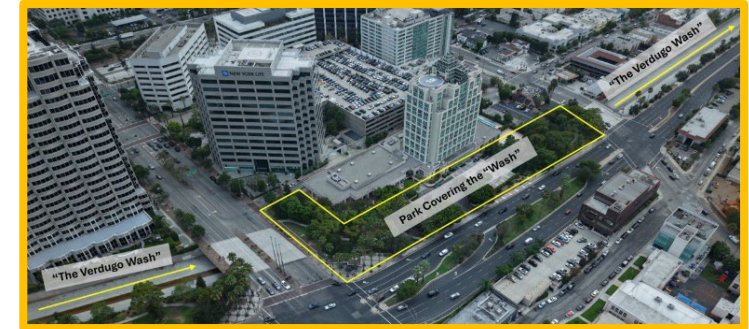
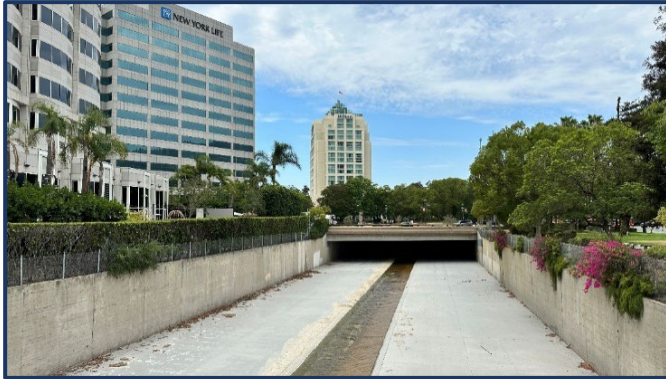
Option 2:
Raised Park
Over Part of Wash



Option 3:
Park Fully Covering
Segment of Wash

Voters in each Area are nearly divided between Options 2 and 3 other than Area 4 (NE) where nearly half prefer Option 2.

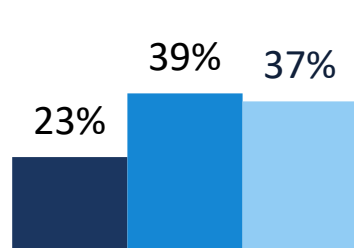
(First Choice by Area)



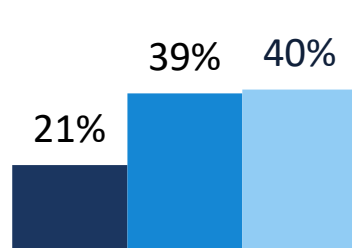
■ Option 1: Keep as Is Now

■ Option 2: Raised Park Over Part of Wash

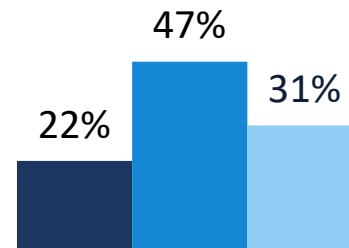
■ Option 3: Park Fully Covering Segment of Wash



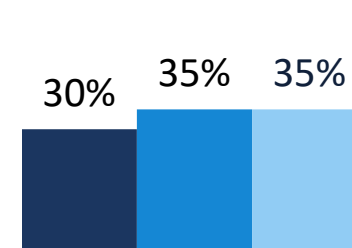
Citywide



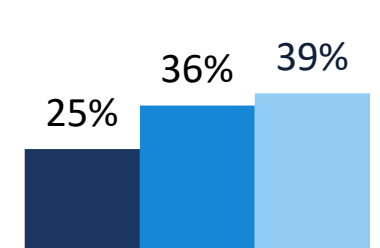
Areas 1-3 (South/NW)



Area 4 (NE)



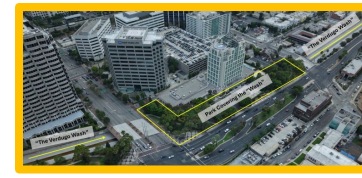
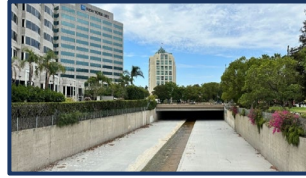
Area 5 (North)



Area 6 (Downtown)

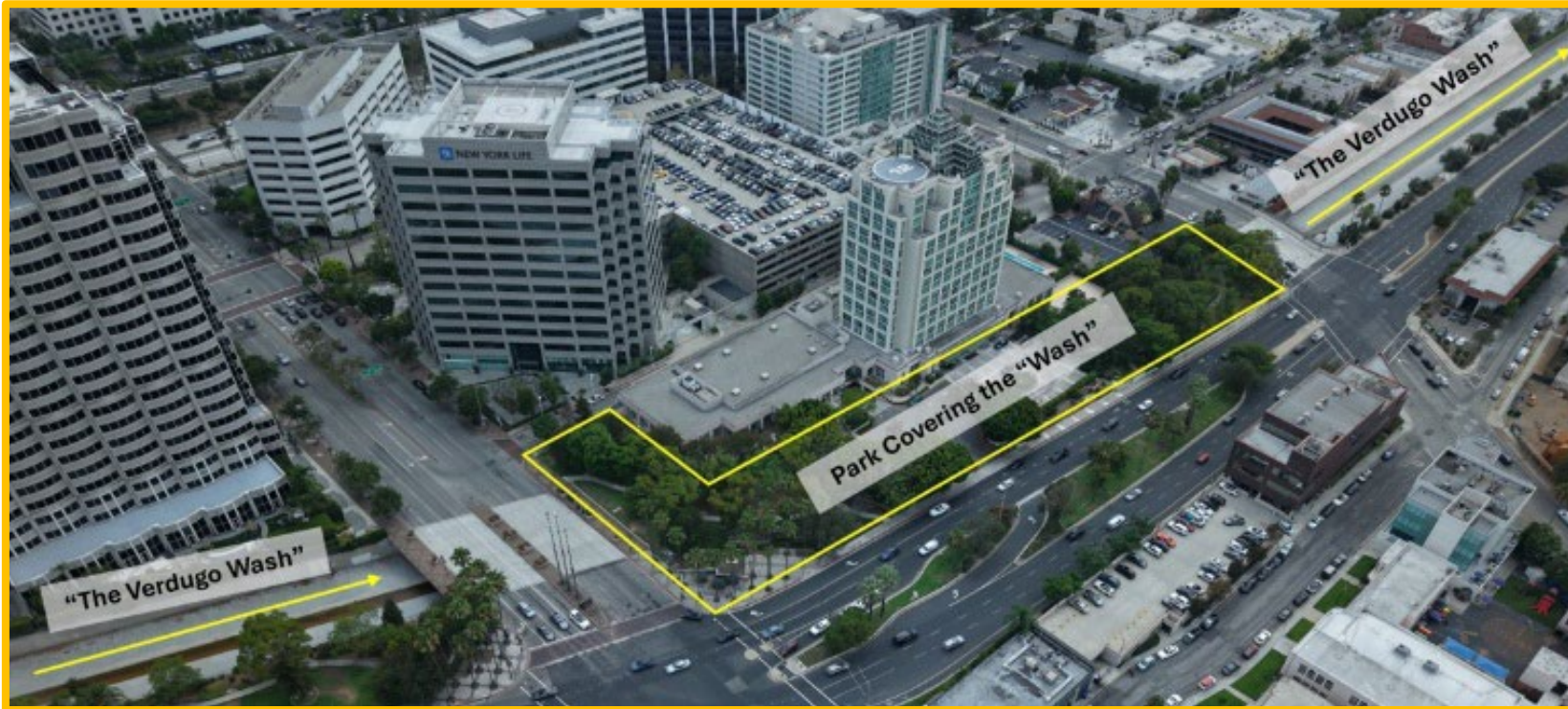
Mindful of sample size, the vast majority prefer Option 2 or 3 redesigns over keeping “as is” regardless of area and distance.

(First Choice by Area & Distance from the Wash)



Sample	Option 1: Keep as Is Now	Option 2: Raised Park Over Part of Wash	Option 3: Park Fully Covering Segment of Wash
Citywide			
Within ½ Mile	24%	43%	34%
Not Within ½ Mile	23%	37%	39%
Areas 1-3 (South/NW)			
Within ½ Mile	19%	48%	34%
Not Within ½ Mile	21%	37%	42%
Area 4 (NE)			
Within ½ Mile	26%	47%	28%
Not Within ½ Mile	20%	47%	33%
Area 5 (North)			
Within ½ Mile	27%	40%	33%
Not Within ½ Mile	37%	24%	39%
Area 6 (Downtown)			
Within ½ Mile	22%	35%	43%
Not Within ½ Mile	28%	37%	35%

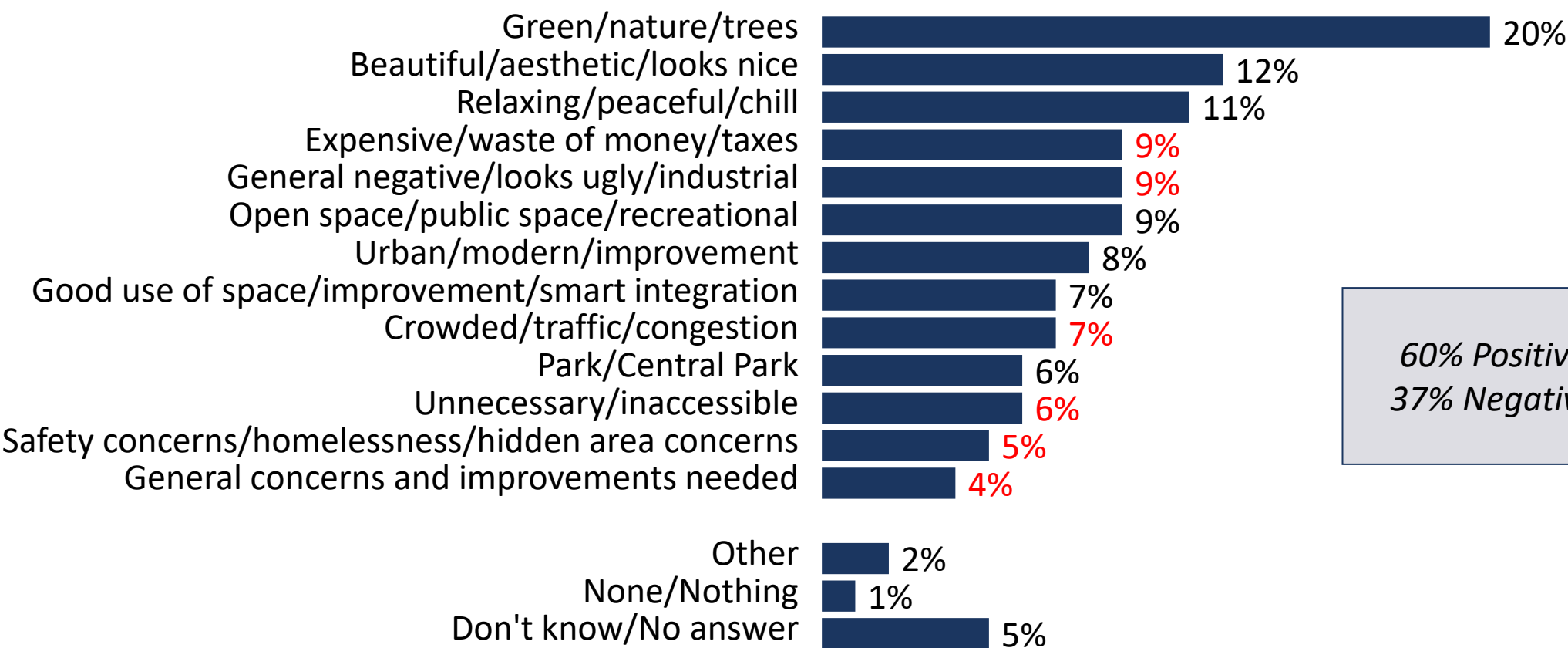
Impressions of Concept 2, Option 3 — providing a park fully covering a segment of Wash.



Nature, beauty, and a relaxing atmosphere are the most mentioned top-of-mind thoughts after seeing the Option 3 image.

(Citywide)

(Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)

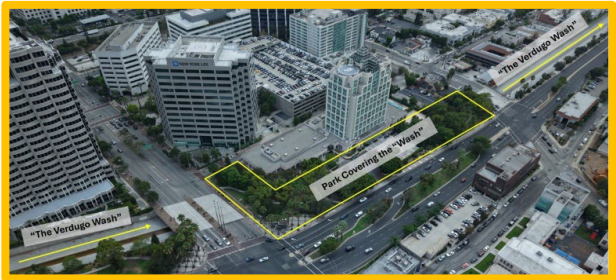


60% Positive Response
37% Negative Response

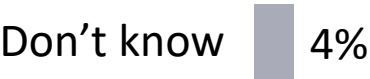
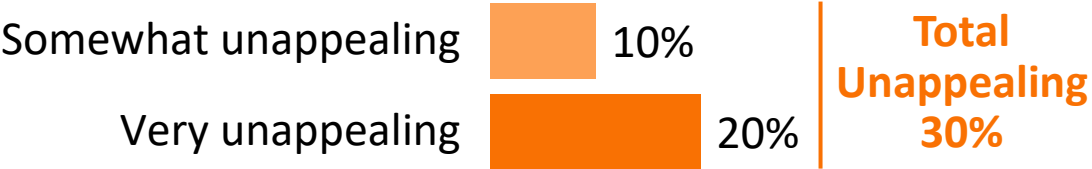
Just over half of online respondents find the Option 3 image appealing, but they are divided over whether they favor or oppose it for sections of the Wash.

(Citywide)

How appealing is a park fully covering the Verdugo Wash like shown in this photo?

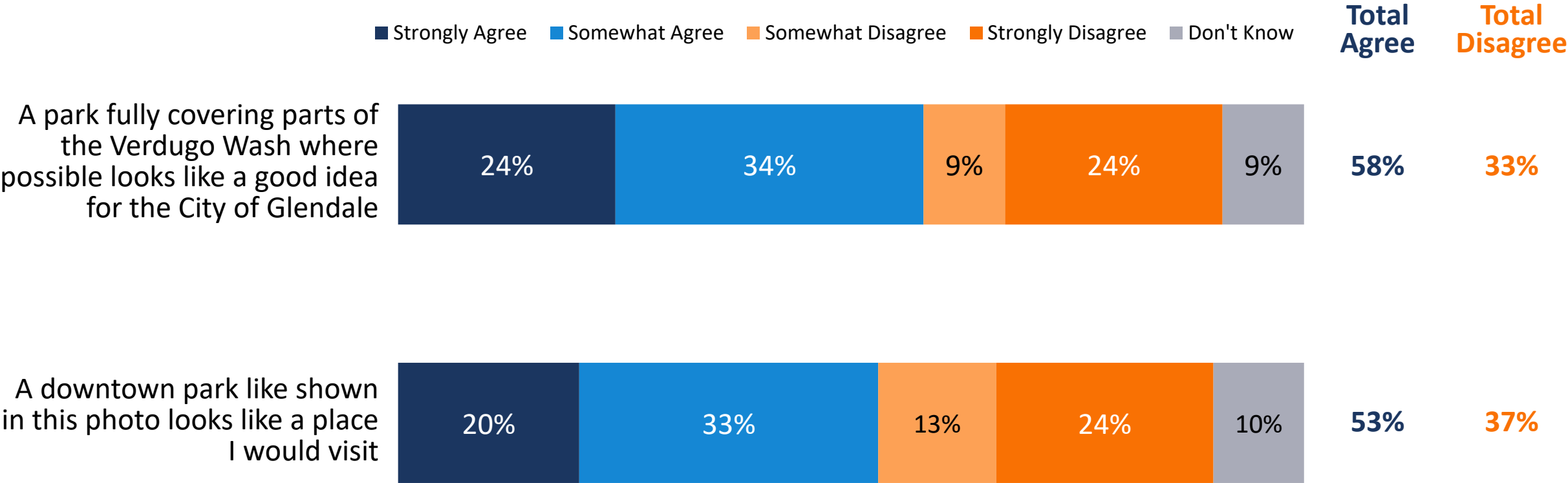


Does a park fully covering the Verdugo Wash like shown in this photo look like something you would favor/oppose?

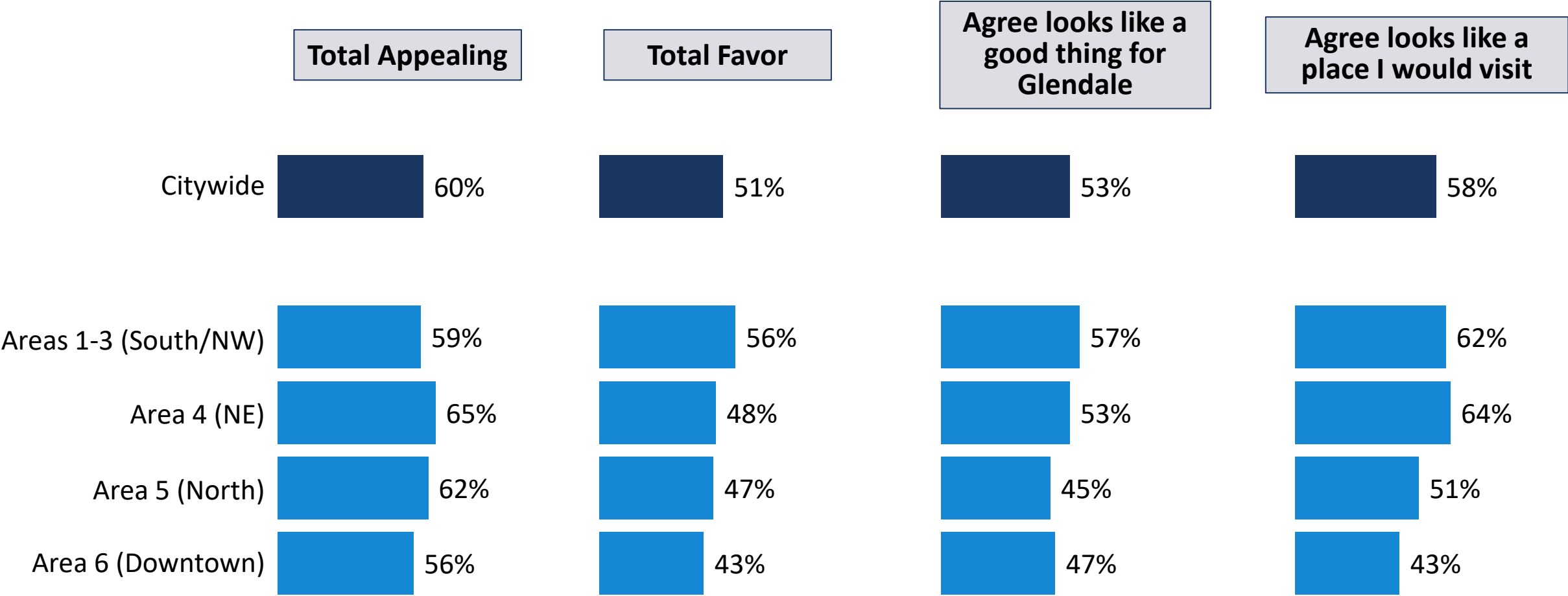


Just over half agree the Option 3 image looks like a place they would visit and a good thing for the City.

(Citywide; Ranked by Total Agree)



Areas 1-3 (South/NW) and Area 4 (NE) are slightly more likely to see Concept 2, Option 3 as a good thing and place they would visit.



The highest proportion would like a park over the Wash to include grass and picnic tables; Areas 1-3 (South/NW) find all options appealing in higher numbers.

(Ranked by Citywide)

Regardless of your opinion of providing a park partially or fully covering a portion of the Wash, what would you prefer the park to include?	Area				
	Citywide	Areas 1-3 (South/NW)	Area 4 (NE)	Area 5 (North)	Area 6 (Downtown)
Park space with grass and picnic tables	63%	69%	61%	61%	48%
Playgrounds for children	41%	50%	33%	34%	32%
Entertainment events and social activities	35%	48%	26%	20%	18%
Recreation programs for children and adults	34%	46%	28%	22%	16%
Don't know	13%	10%	14%	19%	13%

CONCEPT 3



Option 1:

Keeping the Verdugo Wash as it is now.

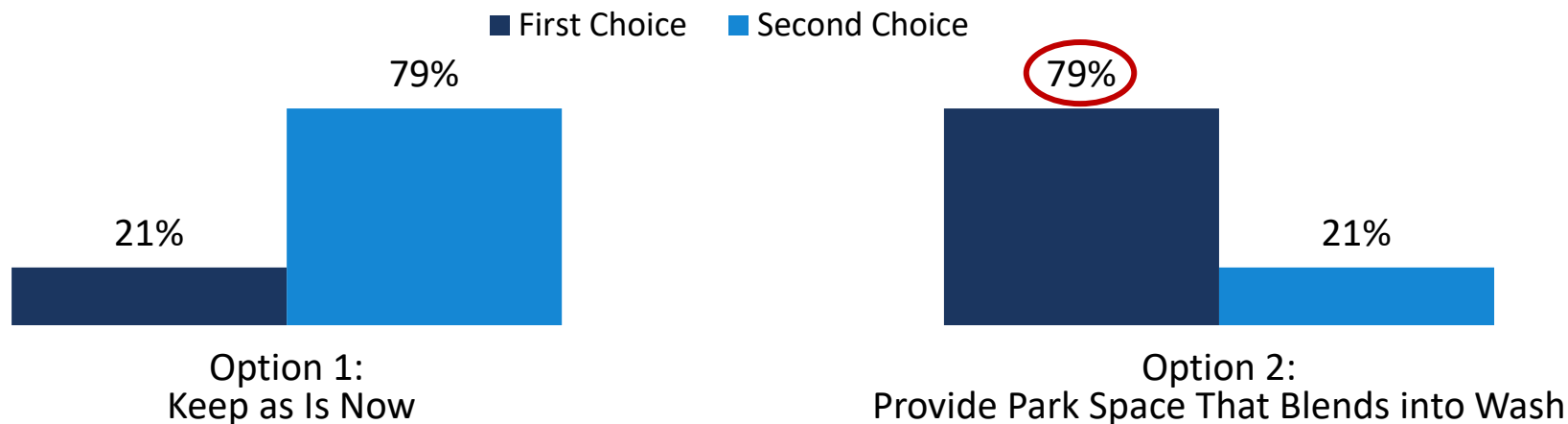


Option 2:

Providing park space that blends naturally into the Wash.

8 in 10 online respondents prefer Option 2 — providing park space that blends naturally into the Wash — rather than Option 1 — keeping the Wash as it is now.

(Citywide)



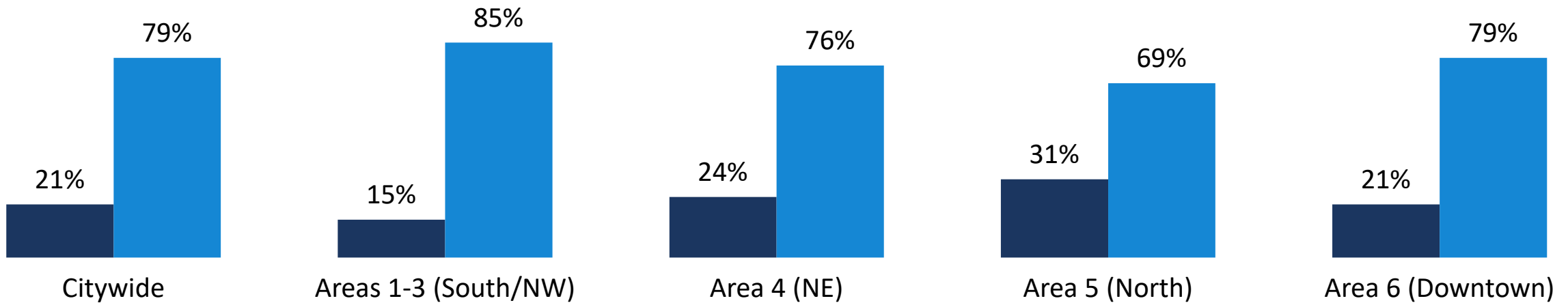
The vast majority in each Area prefer Option 2 — providing park space that blends naturally into the Wash.

(First Choice by Area)



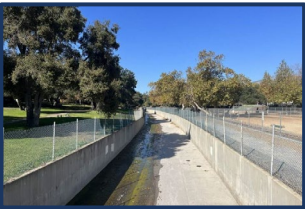
■ Option 1: Keep as Is Now

■ Option 2: Park Space That Blends into the Wash



The strong preference for Option 2 — providing park space that blends naturally into the Wash — persists when looking at each Area by distance from the Wash.

(First Choice by Area & Distance from Wash)



Sample	Option 1: Keep as Is Now	Option 2: Park Space That Blends into the Wash
Citywide		
Within ½ Mile	23%	77%
Not Within ½ Mile	19%	81%
Areas 1-3 (South/NW)		
Within ½ Mile	11%	89%
Not Within ½ Mile	17%	83%
Area 4 (NE)		
Within ½ Mile	29%	71%
Not Within ½ Mile	21%	79%
Area 5 (North)		
Within ½ Mile	31%	69%
Not Within ½ Mile	28%	72%
Area 6 (Downtown)		
Within ½ Mile	18%	82%
Not Within ½ Mile	25%	75%

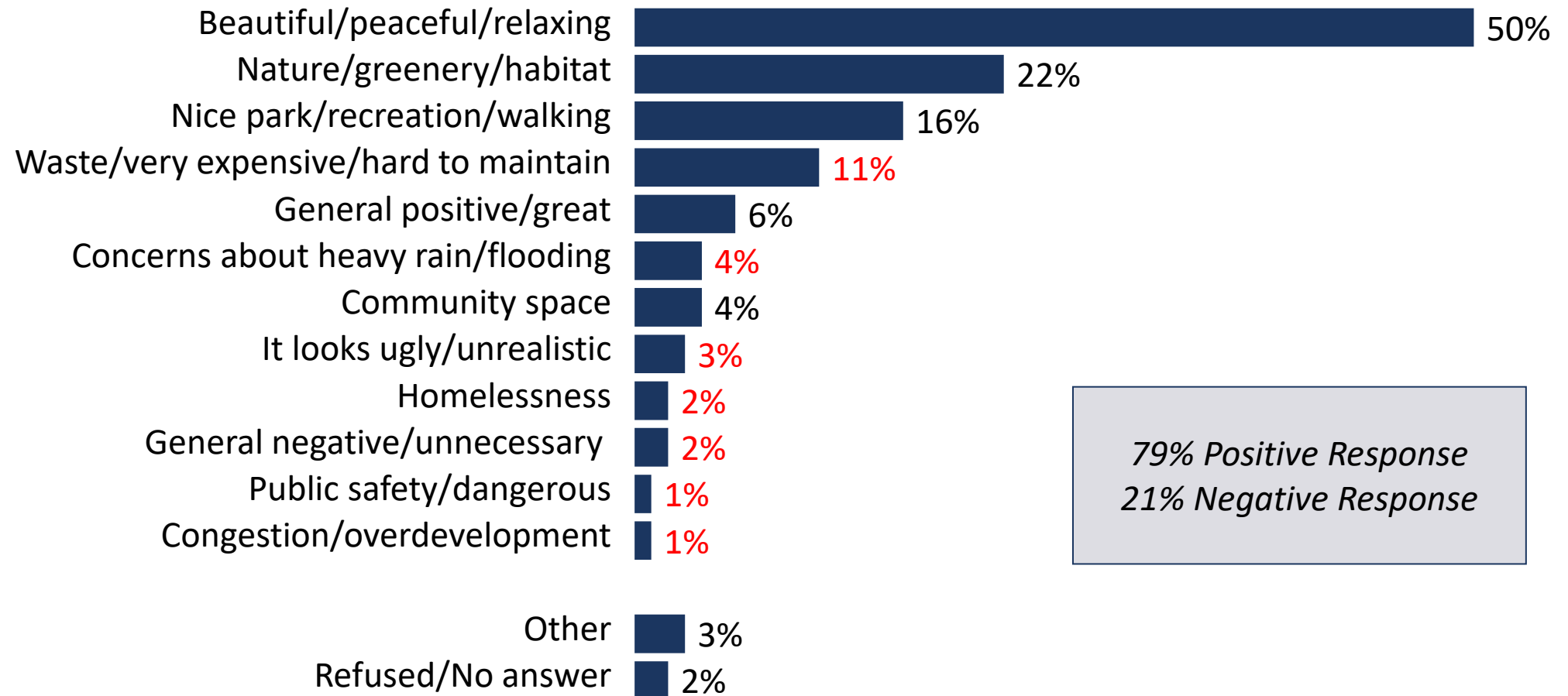
Impressions of Concept 3, Option 2 — park space that blends naturally with the Wash.



Half of online respondents volunteered words/phrases related to it being beautiful or peaceful/relaxing when asked what came to mind for the Option 2 image.

(Citywide)

(Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)



8 in 10 find the Option 2 image appealing, and 2 out of 3 favor it.

(Citywide)

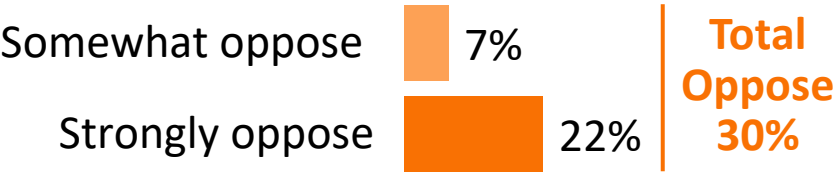


How appealing does this look when considering it as a redesign option for the Verdugo Wash?



Don't know 3%

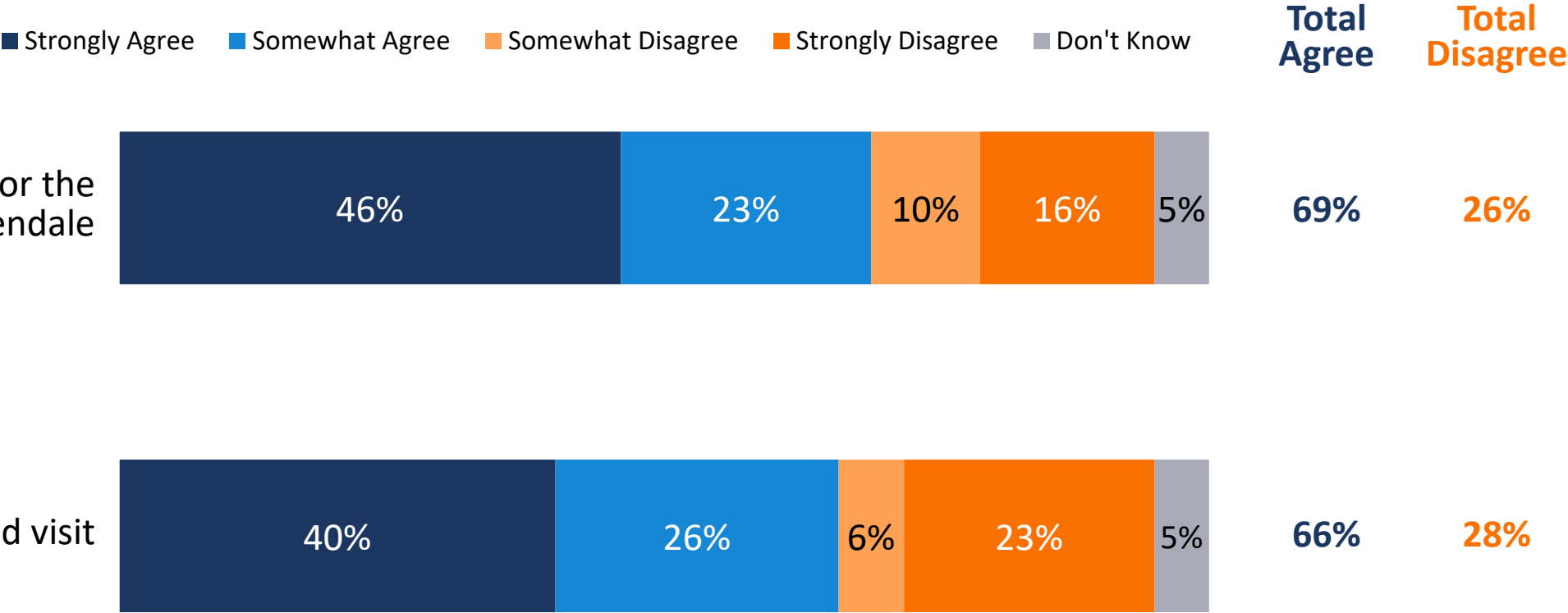
Does this look like something you would favor/oppose for the Verdugo Wash?



Don't know 3%

Approximately 2 in 3 online respondents agree that the Option 2 image looks like a place they would visit and a good thing for the City.

(Citywide; Ranked by Total Agree)



Areas 1-3 (South/NW) voters respond most positively to the Option 2 image.

Total Appealing

Total Favor

Agree looks like a
good idea for the
Glendale

Agree looks like a
place I would visit

Citywide

79%

67%

69%

66%

Areas 1-3 (South/NW)

85%

77%

75%

77%

Area 4 (NE)

75%

61%

69%

60%

Area 5 (North)

70%

53%

61%

53%

Area 6 (Downtown)

73%

56%

61%

55%

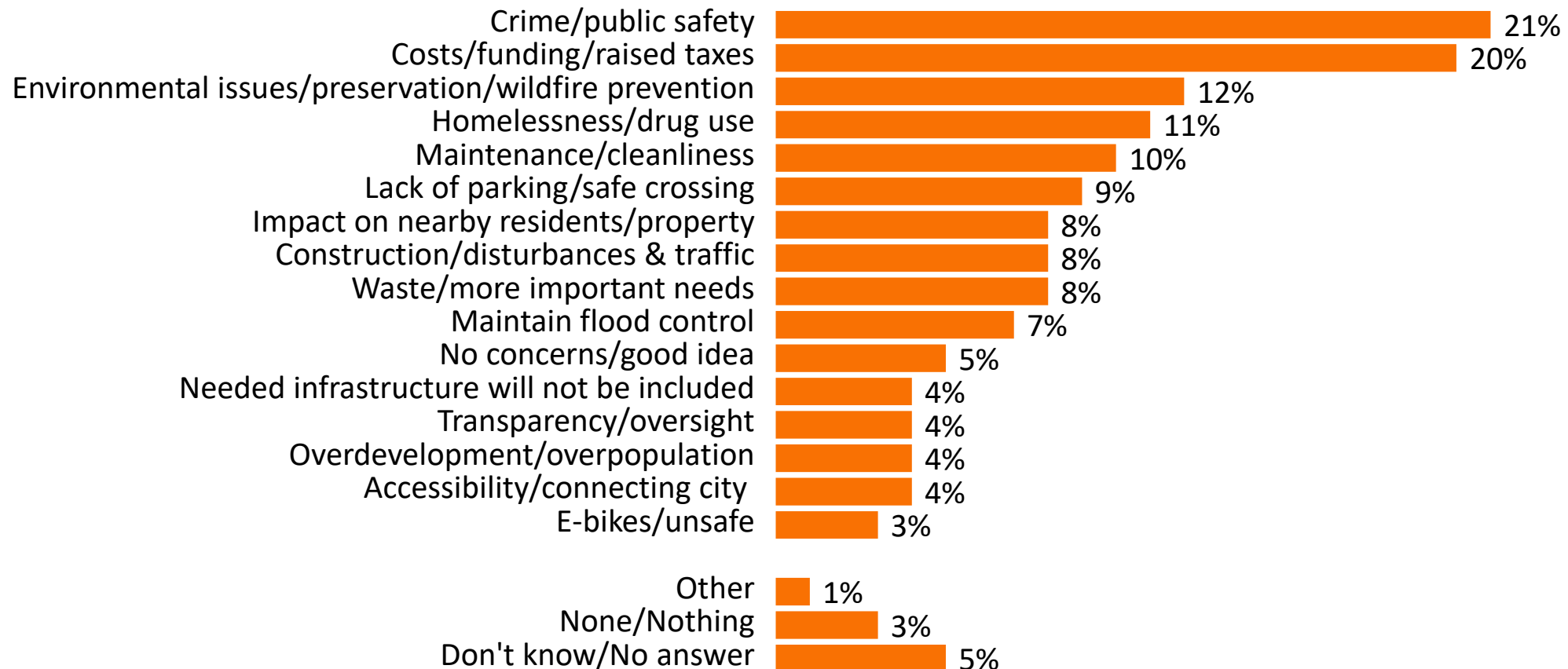


Concerns About Verdugo Wash Redesign

2 in 10 each volunteer public safety and the cost when asked what concerns them most about the redesign.

(Citywide)

(Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)



There are few notable differences in most salient concerns by Areas.

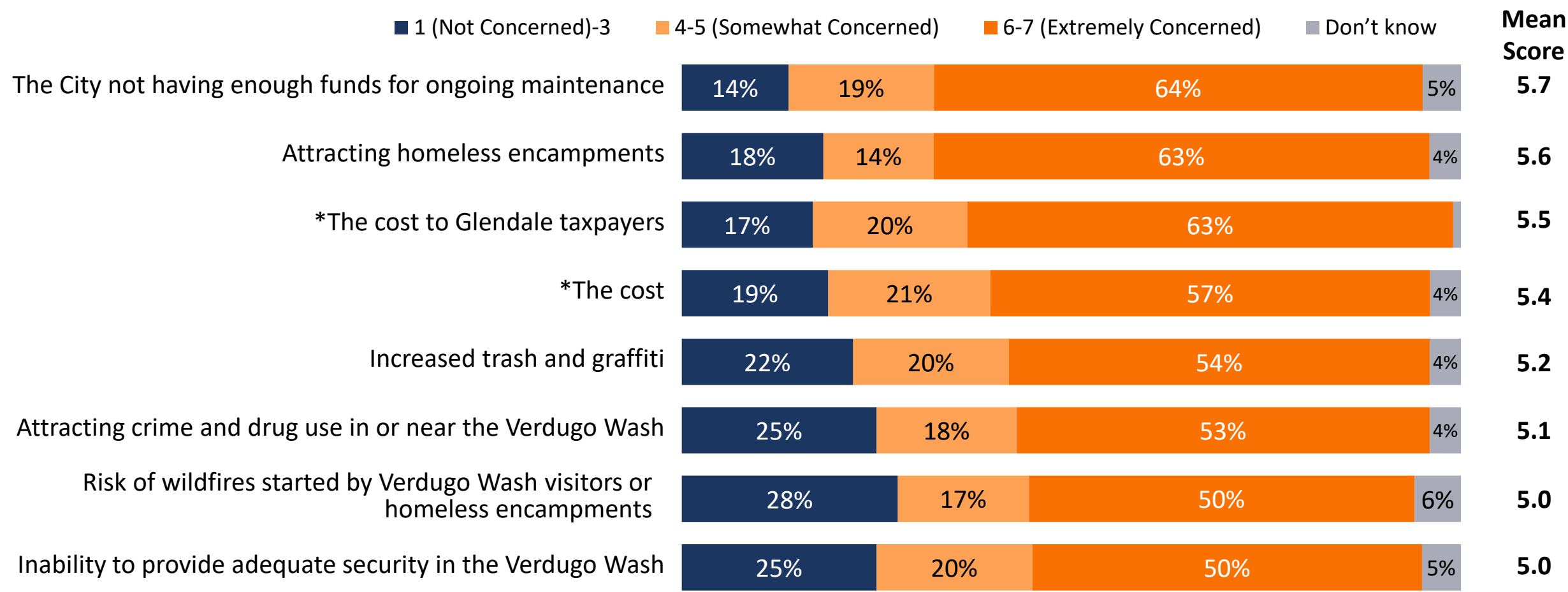
(Ranked by Citywide)

(Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)

When thinking about redesigning the Verdugo Wash to be used as a public space as you have been considering, what concerns, if any, come to mind for you?	Area				
	Citywide	Areas 1-3 (South/NW)	Area 4 (NE)	Area 5 (North)	Area 6 (Downtown)
Crime/public safety	21%	23%	17%	19%	18%
Costs/funding/raised taxes	20%	20%	20%	21%	14%
Environmental issues/preservation/wildfire prevention	12%	13%	10%	9%	10%
Homelessness/drug use	11%	14%	8%	9%	7%
Maintenance/cleanliness	10%	9%	10%	10%	10%
Lack of parking/safe crossing	9%	11%	7%	7%	10%
Impact on nearby residents/property	8%	6%	11%	13%	7%
Construction/disturbances & traffic	8%	8%	8%	12%	5%
Waste/more important needs	8%	7%	11%	11%	6%
Maintain flood control	7%	7%	8%	9%	5%
No concerns/good idea	5%	6%	4%	4%	3%
Needed infrastructure will not be included	4%	5%	3%	2%	5%
Transparency/oversight	4%	5%	3%	4%	1%
Overdevelopment/overpopulation	4%	4%	4%	7%	4%
Accessibility/connecting city	4%	3%	3%	6%	3%
E-bikes/unsafe	3%	4%	2%	1%	4%
Other	1%	0%	1%	1%	2%
None/Nothing	3%	3%	3%	2%	4%
Don't know/No answer	5%	6%	3%	4%	2%

Concerns about costs, homelessness, and crime also generate the strongest level of concern when asked directly.

(Citywide; Ranked by Mean Score)



Continued

(Citywide; Ranked by Mean Score)

■ 1 (Not Concerned)-3

■ 4-5 (Somewhat Concerned)

■ 6-7 (Extremely Concerned)

■ Don't know

**Mean
Score**

Reducing the effectiveness of the flood control channel by redeveloping the Verdugo Wash

26%

21%

48%

6%

4.9

*Loss of privacy for people living near the Verdugo Wash

36%

26%

34%

4%

4.3

*Attracting too many people to Glendale, leading to increased traffic and visitors parking on nearby neighborhood streets

42%

19%

39%

4.2

Increased wildfire risk because of plants and trees in the Verdugo Wash

40%

20%

32%

8%

4.1

Attracting dangerous wildlife, such as mountain lions and bears, into neighborhoods and areas around the Verdugo Wash

48%

17%

29%

6%

3.8

Reducing property values for those living near the Verdugo Wash

50%

13%

30%

7%

3.7

Voters in Areas 1-3 (South/NW) express lower concern with each item tested.

(Ranked by Citywide 6-7 - Extremely Concerned)

Concern	Area				
	Citywide	Areas 1-3 (South/NW)	Area 4 (NE)	Area 5 (North)	Area 6 (Downtown)
The City not having enough funds for ongoing maintenance	64%	58%	70%	71%	71%
Attracting homeless encampments	63%	60%	68%	67%	67%
*The cost to Glendale taxpayers	63%	55%	70%	74%	75%
*The cost	57%	50%	61%	71%	66%
Increased trash and graffiti	54%	49%	62%	60%	60%
Attracting crime and drug use in or near the Verdugo Wash	53%	48%	58%	63%	62%
Risk of wildfires started by Verdugo Wash visitors or homeless encampments	50%	43%	53%	63%	58%
Inability to provide adequate security in the Verdugo Wash	50%	45%	55%	59%	55%
Reducing the effectiveness of the flood control channel by redeveloping the Verdugo Wash	48%	41%	54%	57%	59%
*Attracting too many people to Glendale, leading to increased traffic and visitors parking on nearby neighborhood streets	39%	31%	53%	45%	49%
*Loss of privacy for people living near the Verdugo Wash	34%	28%	37%	47%	40%
Increased wildfire risk because of plants and trees in the Verdugo Wash	32%	29%	34%	39%	33%
Reducing property values for those living near the Verdugo Wash	30%	24%	33%	37%	41%
Attracting dangerous wildlife, such as mountain lions and bears, into neighborhoods and areas around the Verdugo Wash	29%	26%	35%	35%	36%

Overall, those living closer express more concern on each item.

(Ranked by Citywide 6-7 - Extremely Concerned)

Concern	Citywide: Distance From Wash			
	Citywide	Within ½ Mile	Not Within ½ Mile	Difference (Within - Not Within)
The City not having enough funds for ongoing maintenance	64%	68%	61%	+7%
Attracting homeless encampments	63%	67%	61%	+6%
*The cost to Glendale taxpayers	63%	64%	62%	+2%
*The cost	57%	68%	51%	+17%
Increased trash and graffiti	54%	59%	51%	+8%
Attracting crime and drug use in or near the Verdugo Wash	53%	58%	51%	+7%
Risk of wildfires started by Verdugo Wash visitors or homeless encampments	50%	58%	46%	+12%
Inability to provide adequate security in the Verdugo Wash	50%	55%	48%	+7%
Reducing the effectiveness of the flood control channel by redeveloping the Verdugo Wash	48%	55%	44%	+11%
*Attracting too many people to Glendale, leading to increased traffic and visitors parking on nearby neighborhood streets	39%	43%	36%	+7%
*Loss of privacy for people living near the Verdugo Wash	34%	40%	31%	+9%
Increased wildfire risk because of plants and trees in the Verdugo Wash	32%	36%	30%	+6%
Reducing property values for those living near the Verdugo Wash	30%	34%	27%	+7%
Attracting dangerous wildlife, such as mountain lions and bears, into neighborhoods and areas around the Verdugo Wash	29%	37%	26%	+11%

Concerns by Area 1-3 (South/NW)

(Ranked by Citywide 6-7 - Extremely Concerned)

Concern	Areas 1-3 (South/NW): Distance From Wash			
	Citywide	Within ½ Mile	Not Within ½ Mile	Difference (Within - Not Within)
The City not having enough funds for ongoing maintenance	64%	55%	59%	-4%
Attracting homeless encampments	63%	57%	61%	-4%
*The cost to Glendale taxpayers	63%	42%	59%	-17%
*The cost	57%	63%	47%	+16%
Increased trash and graffiti	54%	43%	50%	-7%
Attracting crime and drug use in or near the Verdugo Wash	53%	38%	50%	-12%
Risk of wildfires started by Verdugo Wash visitors or homeless encampments	50%	42%	44%	-2%
Inability to provide adequate security in the Verdugo Wash	50%	37%	48%	-11%
Reducing the effectiveness of the flood control channel by redeveloping the Verdugo Wash	48%	40%	42%	-2%
*Attracting too many people to Glendale, leading to increased traffic and visitors parking on nearby neighborhood streets	39%	22%	33%	-11%
*Loss of privacy for people living near the Verdugo Wash	34%	26%	30%	-4%
Increased wildfire risk because of plants and trees in the Verdugo Wash	32%	31%	29%	+2%
Reducing property values for those living near the Verdugo Wash	30%	21%	25%	-4%
Attracting dangerous wildlife, such as mountain lions and bears, into neighborhoods and areas around the Verdugo Wash	29%	31%	24%	+7%

Concerns by Area 4 (NE)

(Ranked by Citywide 6-7 - Extremely Concerned)

Concern	Area 4 (NE): Distance From Wash			
	Citywide	Within ½ Mile	Not Within ½ Mile	Difference (Within - Not Within)
The City not having enough funds for ongoing maintenance	64%	74%	67%	+7%
Attracting homeless encampments	63%	73%	65%	+8%
*The cost to Glendale taxpayers	63%	79%	64%	+15%
*The cost	57%	71%	55%	+16%
Increased trash and graffiti	54%	70%	56%	+14%
Attracting crime and drug use in or near the Verdugo Wash	53%	64%	54%	+10%
Risk of wildfires started by Verdugo Wash visitors or homeless encampments	50%	60%	49%	+11%
Inability to provide adequate security in the Verdugo Wash	50%	63%	50%	+13%
Reducing the effectiveness of the flood control channel by redeveloping the Verdugo Wash	48%	63%	48%	+15%
*Attracting too many people to Glendale, leading to increased traffic and visitors parking on nearby neighborhood streets	39%	60%	47%	+13%
*Loss of privacy for people living near the Verdugo Wash	34%	38%	36%	+2%
Increased wildfire risk because of plants and trees in the Verdugo Wash	32%	37%	31%	+6%
Reducing property values for those living near the Verdugo Wash	30%	37%	30%	+7%
Attracting dangerous wildlife, such as mountain lions and bears, into neighborhoods and areas around the Verdugo Wash	29%	40%	33%	+7%

Concerns by Area 5 (North)

(Ranked by Citywide 6-7 - Extremely Concerned)

Concern	Area 5 (North): Distance From Wash			
	Citywide	Within ½ Mile	Not Within ½ Mile	Difference (Within - Not Within)
The City not having enough funds for ongoing maintenance	64%	75%	62%	+13%
Attracting homeless encampments	63%	72%	57%	+15%
*The cost to Glendale taxpayers	63%	75%	71%	+4%
*The cost	57%	73%	68%	+5%
Increased trash and graffiti	54%	67%	47%	+20%
Attracting crime and drug use in or near the Verdugo Wash	53%	69%	49%	+20%
Risk of wildfires started by Verdugo Wash visitors or homeless encampments	50%	67%	54%	+13%
Inability to provide adequate security in the Verdugo Wash	50%	66%	44%	+22%
Reducing the effectiveness of the flood control channel by redeveloping the Verdugo Wash	48%	61%	47%	+14%
*Attracting too many people to Glendale, leading to increased traffic and visitors parking on nearby neighborhood streets	39%	48%	38%	+10%
*Loss of privacy for people living near the Verdugo Wash	34%	52%	37%	+15%
Increased wildfire risk because of plants and trees in the Verdugo Wash	32%	41%	37%	+4%
Reducing property values for those living near the Verdugo Wash	30%	37%	36%	+1%
Attracting dangerous wildlife, such as mountain lions and bears, into neighborhoods and areas around the Verdugo Wash	29%	38%	29%	+9%

Concerns by Area 6 (Downtown)

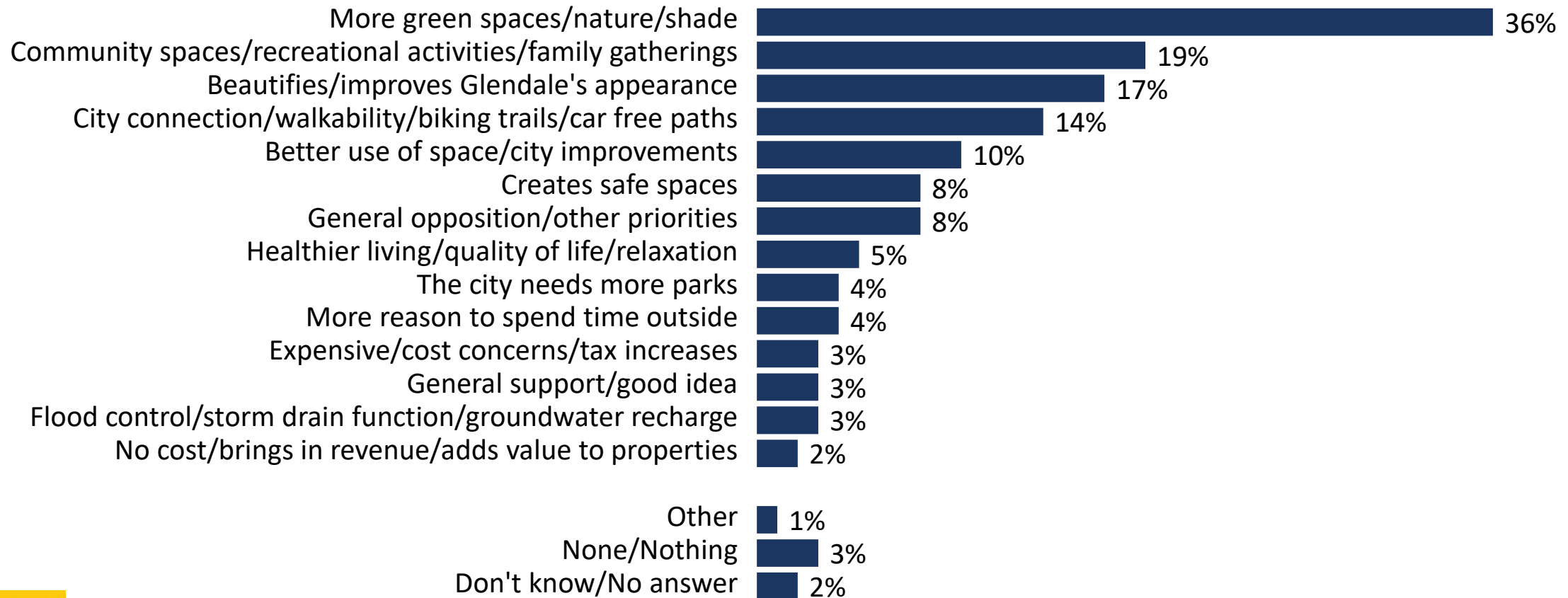
(Ranked by Citywide 6-7 - Extremely Concerned)

Concern	Area 6 (Downtown): Distance From Wash			
	Citywide	Within ½ Mile	Not Within ½ Mile	Difference (Within - Not Within)
The City not having enough funds for ongoing maintenance	64%	71%	70%	+1%
Attracting homeless encampments	63%	68%	65%	+3%
*The cost to Glendale taxpayers	63%	69%	82%	-13%
*The cost	57%	69%	62%	+7%
Increased trash and graffiti	54%	61%	59%	+2%
Attracting crime and drug use in or near the Verdugo Wash	53%	64%	61%	+3%
Risk of wildfires started by Verdugo Wash visitors or homeless encampments	50%	65%	47%	+18%
Inability to provide adequate security in the Verdugo Wash	50%	56%	53%	+3%
Reducing the effectiveness of the flood control channel by redeveloping the Verdugo Wash	48%	61%	56%	+5%
*Attracting too many people to Glendale, leading to increased traffic and visitors parking on nearby neighborhood streets	39%	54%	44%	+10%
*Loss of privacy for people living near the Verdugo Wash	34%	47%	29%	+18%
Increased wildfire risk because of plants and trees in the Verdugo Wash	32%	36%	30%	+6%
Reducing property values for those living near the Verdugo Wash	30%	46%	34%	+12%
Attracting dangerous wildlife, such as mountain lions and bears, into neighborhoods and areas around the Verdugo Wash	29%	41%	31%	+10%

At the end of the survey, the highest proportion of respondents volunteered the green and community spaces, beautification, and walking/bike paths as what stands out as reasons to support the redesign.

(Citywide)

(Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)



Areas 1-3 (South/NW) are more likely to favor the redesign for the green spaces and beautification.

(Ranked by Citywide)

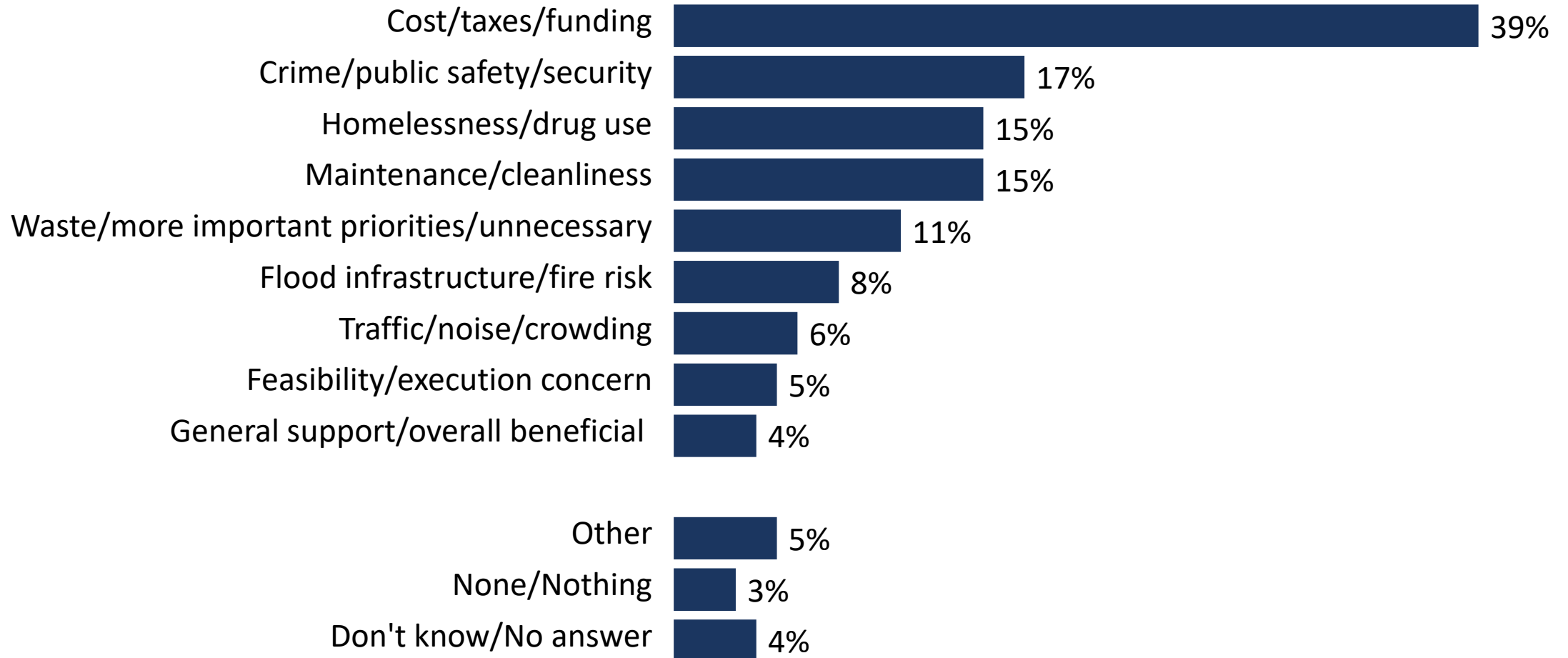
(Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)

Regardless of whether you favor or oppose redesigning the Verdugo Wash, what stands out to you as the one or two main reasons to support it?	Area				
	Citywide	Areas 1-3 (South/NW)	Area 4 (NE)	Area 5 (North)	Area 6 (Downtown)
More green spaces/nature/shade	36%	41%	26%	29%	33%
Community spaces/recreational activities/family gatherings	19%	19%	20%	16%	22%
Beautifies/improves Glendale's appearance	17%	20%	12%	13%	13%
City connection/walkability/biking trails/car free paths	14%	13%	18%	14%	17%
Better use of space/city improvements	10%	10%	12%	12%	11%
Creates safe spaces	8%	9%	7%	8%	5%
General opposition/other priorities	8%	9%	4%	9%	3%
Healthier living/quality of life/relaxation	5%	3%	8%	10%	6%
The city needs more parks	4%	4%	3%	4%	4%
More reason to spend time outside	4%	2%	7%	3%	6%
Expensive/cost concerns/tax increases	3%	4%	2%	4%	0%
General support/good idea	3%	3%	5%	2%	1%
Flood control/storm drain function/groundwater recharge	3%	3%	2%	5%	1%
No cost/brings in revenue/adds value to properties	2%	2%	1%	3%	1%
Other	1%	1%	1%	1%	0%
None/Nothing	3%	3%	1%	5%	1%
Don't know/No answer	2%	4%	3%	1%	2%

The cost stands out as the top reason for opposing the redesign.

(Citywide)

(Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)



The cost is the most mentioned concern in all areas.

(Ranked by Citywide)

(Open-ended Question Where No Response Options Were Provided; Responses Grouped; Multiple Responses Accepted)

Regardless of whether you favor or oppose redesigning the Verdugo Wash, what stands out as the one or two main reasons to oppose it?	Area				
	Citywide	Areas 1-3 (South/NW)	Area 4 (NE)	Area 5 (North)	Area 6 (Downtown)
Cost/taxes/funding	39%	40%	40%	40%	33%
Crime/public safety/security	17%	16%	19%	20%	19%
Homelessness/drug use	15%	17%	14%	13%	8%
Maintenance/cleanliness	15%	16%	14%	14%	16%
Waste/more important priorities/unnecessary	11%	10%	11%	12%	10%
Flood infrastructure/fire risk	8%	5%	9%	13%	9%
Traffic/noise/crowding	6%	4%	7%	10%	9%
Feasibility/execution concern	5%	6%	3%	5%	3%
General support/overall beneficial	4%	5%	4%	5%	3%
Other	5%	6%	3%	4%	4%
None/Nothing	3%	5%	2%	1%	1%
Don't know/No answer	4%	6%	1%	0%	2%



Conclusions

Conclusions: Awareness and Impressions

- **6 in 10 voters have heard of the Verdugo Wash.** Those within a half mile are more aware (72%) than those living further (54%). Familiarity is lowest in Areas 1-3 (South/NW).
- However, **just 1 in 4 (24%) say they are “very” familiar with the Wash** — again higher among those living within a half mile (34%) than those living further (19%).
- **Just 1 in 4 (24%) have heard anything about proposals being considered for the Wash.** Awareness is low among those living close (32%) or further (20%) from the Wash.
- **There is strong support for a Verdugo Wash redesign** after voters hear a brief statement describing it. In all, 7 in 10 favor it, with nearly half (46%) “strongly” so.
- **Support ranges from 67% to 75% in all Areas other than the Area 5 (North) where a majority (54%) favor the redesign** after the brief statement.
- **Nearly 2 in 3 voters feel they will benefit from the redesign as described and would visit it “often” or “sometimes.”** While those in Area 5 (North) were the least likely to give these responses, approximately half feel they would benefit (54%) and visit (49%).

Conclusions: Priorities for a Redesign

- **Preventing flooding, other safety features, and water quality preservation top the list of priorities when considering a redesign**, with approximately 8 in 10 to 9 in 10 calling it “extremely” or “very” important to maintain the Wash’s role as a flood control channel, reduce flooding risks, improve water quality, and include native plants to reduce wildfire risks. Approximately two-thirds also gave this response regarding including security features, safety patrols, and enforcing operating hours.
- **Yet, high proportions also prioritize parks and green spaces, walking paths, protected bike (and walking) paths, and safe places for children to play**, with approximately 7 in 10 calling these elements of high importance.
- **In essence, protecting/improving the Wash’s primary purpose must always be communicated in tandem with the additional benefits of a redesign.**
- There is the least interest in art installations, dog parks, and entertainment events and social activities.

Conclusions: Concerns About the Redesign

- **Crime/public safety and costs are top-of-mind when respondents were asked to volunteer what concerns them most about the redesign.**
- **Costs and safety factors also top the list when asked to rate their level of concern about a list of items** (both citywide and in each Area), including:
 - The City having enough funds for ongoing maintenance (64% extremely)
 - Attracting homeless encampments (63%)
 - The cost (57%) and cost to taxpayers specifically (63%)
 - Attracting crime and drug use (54%)
 - Increased trash and graffiti (54%)
 - Risk of wildfires (50%)
 - Inability to provide adequate security (50%)
 - Nearly half (48%) are also extremely concerned about reducing the effectiveness of the flood control channel

Conclusions: Online Image Test

- Voters respond favorably to images of potential redesigns for portions of the Wash.
- For every concept tested, the vast majority (regardless of area or distance) chose an image of a redesign option (and with public access) as their top choice rather than choosing the “keep as is” option.
- Moreover, just 8% consistently chose the “as is” option in all three concept tests.
- In Concepts 1 and 3 where follow up questions focused on the most preferred image, **the vast majority (67% and 80%) consider the redesign images with public access appealing, a place they would visit, a good thing for Glendale, and something they would favor.** Voters were divided over the two redesign options in Concept 2. Therefore, when asked to focus on one, the appeal was more modest — but still positive on average.
- **Online voters volunteered positive impressions in far higher proportions than negative ones after viewing redesigned images.** However, **these voters are not without concerns.** Respondents mentioned concerns about cost, safety, upkeep, and the redesign look as well as a calling it a “waste of money” or unnecessary.



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