



CITY OF PALO ALTO OFFICE OF THE CITY AUDITOR

July 13, 2010

The Honorable City Council
Attention: Policy and Services Committee
Palo Alto, California

Discussion of Survey Options for the FY 2010 Service Efforts and Accomplishments Report

The City Auditor's Office is in the process of coordinating the annual resident survey for use in the upcoming Citywide FY 2010 Service Efforts and Accomplishments (SEA) Report. Since the survey development normally occurs at the staff level, the Council does not need to take action on this item. However, the City Auditor's Office would welcome the Policy & Services Committee's feedback on areas of Council priorities to identify appropriate add-on options for the resident survey.

The National Research Center (NRC) conducts the resident survey through their National Citizen Survey™ template document, which allows for comparisons to other jurisdictions conducting similar surveys. While the template provides useful benchmark comparison data, the ability to customize questions is limited by the template questions and survey space. However, NRC offers a variety of additional options to provide an array of information for use in policy-making decisions.

In January 2010, the City Council held their first SEA study session and provided valuable feedback on the FY 2009 SEA Report. The City Auditor's Office asked NRC to provide cost estimates of survey options in the areas Council indicated interest. Following are examples of survey options available and the associated cost:

1. Geographic Comparison: \$1,100

Based on prior Council feedback, the City Auditor's Office included this option in 2009 (see Attachment 2). The Geographic comparison provided responses by zip code location. Although the results indicated statistically significant differences in certain areas, the margin of error increased from 5% to 9% due to the smaller subgroups involved in the subset comparison.

2. Increasing the survey sample size from 1,200 to 2,400 residents: \$4,990

This option increases the survey sample size to provide wider outreach and decrease the margin of error for the overall survey and subgroup comparisons. NRC estimates the margin of error in the overall survey could decrease from 5% to 4%. NRC estimates the margin of error in the geographic comparison would decrease from 9% to about 6%. NRC utilizes the 1,200 sample size across jurisdictions and randomly selects households to conduct the sampling. Typically, Palo Alto's resident response rate has been around 35% to 37%, which is at the high-end of the expected response range of 25% to 40%.

3. Providing language options: \$1,450

NRC offers the option to administer the survey in Spanish. NRC prints a Spanish paragraph on the initial postcard notification and the survey cover letters. The paragraph includes a number at the City for the Spanish speaker to call and request a Spanish language survey. NRC translates the survey and provides copies to our office to mail. Other languages would require NRC to customize a template at an additional cost, based on the language selected.

4. Web-based survey: \$900

Based on prior Council feedback, the City Auditor's Office included this option in 2009. The response rate increased from 36% to 37% and 53 respondents chose the web-based option. Given the cost and last year's results, this option did not appear to be a cost-effective way to increase participation, but may still be valuable in the context of the City's broader efforts to initiate web-based outreach. In addition, Palo Alto Neighborhoods (PAN) has offered to publicize the survey through the neighborhood associations.

5. Demographic comparisons: \$900 per report

NRC offers the option to provide response details by socio-demographic characteristics. The City may choose any four of the following demographic areas included in questions from page 5 of the survey (please see Attachment 1 for the 2009 survey): rent vs. own, number of years lived in Palo Alto, housing unit type, annual household income, gender of respondent, age of respondent, etc. We used this option in 2007 (see Attachment 3).

Excluding the above options, the survey cost is \$11,500. The Auditor's Office pays for the survey through our department's contract services budget. Approximately \$5,000 can be put aside to pay for additional survey options.

We would appreciate the Committee's feedback on these survey options and how they might relate to providing useful data for the Council's 2010 priorities. NRC is scheduled to conduct the survey in August and will need the Auditor's Office to identify any additional survey options by mid-July.

To provide additional examples of the above options, we are including a copy of the FY 2009 Geographic Subgroup Comparison report (see Attachment 2).

Respectfully submitted,



Lynda Flores Brouchoud
City Auditor

Attachments:

- Attachment 1 – City of Palo Alto 2009 Citizen Survey
- Attachment 2 – Geographic Subgroup Comparisons for the Service Efforts and Accomplishment Report for Fiscal Year 2009
- Attachment 3 – Report of Demographic Subgroup Comparisons 2007

The City of Palo Alto 2009 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Palo Alto:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Palo Alto as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Palo Alto as a place to raise children	1	2	3	4	5
Palo Alto as a place to work	1	2	3	4	5
Palo Alto as a place to retire	1	2	3	4	5
The overall quality of life in Palo Alto	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Palo Alto as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Palo Alto	1	2	3	4	5
Cleanliness of Palo Alto	1	2	3	4	5
Overall quality of new development in Palo Alto	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Palo Alto	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Palo Alto	1	2	3	4	5
Ease of bus travel in Palo Alto	1	2	3	4	5
Ease of rail travel in Palo Alto	1	2	3	4	5
Ease of bicycle travel in Palo Alto	1	2	3	4	5
Ease of walking in Palo Alto	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventative health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Palo Alto	1	2	3	4	5
Overall image or reputation of Palo Alto	1	2	3	4	5
Availability of locally grown produce	1	2	3	4	5
Opportunities to learn about City services through social networking Web sites such as, Twitter, Facebook and MySpace	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

- 4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Palo Alto?**
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Palo Alto:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Palo Alto's downtown area during the day	1	2	3	4	5	6
In Palo Alto's downtown area after dark.....	1	2	3	4	5	6

- 7. During the past twelve months, were you or anyone in your household the victim of any crime?**
 No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

- 8. If yes, was this crime (these crimes) reported to the police?**
 No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palo Alto?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Palo Alto public libraries or their services	1	2	3	4	5
Used Palo Alto recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Palo Alto	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Palo Alto	1	2	3	4	5
Participated in a club or civic group in Palo Alto.....	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5
Used the City's Web site to conduct business or pay bills	1	2	3	4	5
Read a Palo Alto Newspaper.....	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Once a month
 Several times a year
 Once a year or less
 Never

11. Please rate the quality of each of the following services in Palo Alto:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling collection.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Neighborhood branch libraries	1	2	3	4	5
Your neighborhood park.....	1	2	3	4	5
Variety of library materials	1	2	3	4	5
Street tree maintenance.....	1	2	3	4	5
Electric utility	1	2	3	4	5
Gas utility	1	2	3	4	5
City's Web site.....	1	2	3	4	5
Art programs and theater.....	1	2	3	4	5

12. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Palo Alto.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Santa Clara County Government.....	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of the City of Palo Alto within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of the City of Palo Alto in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

15. Please rate the following categories of Palo Alto government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Palo Alto.....	1	2	3	4	5
The overall direction that Palo Alto is taking.....	1	2	3	4	5
The job Palo Alto government does at welcoming citizen involvement....	1	2	3	4	5
The job Palo Alto government does at listening to citizens.....	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Palo Alto to someone who asks.....	1	2	3	4	5
Remain in Palo Alto for the next five years.....	1	2	3	4	5

17. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

18. Please check the response that comes closest to your opinion for each of the following questions:

a. During the past twelve months, did you or anyone in your household have contact with the Palo Alto Police Department?

- Yes (GO TO Q18b) No (GO TO Q18c) Don't know (GO TO Q18c)

b. If yes, how do you rate the quality of your contact with the Palo Alto Police Department?

- Excellent Good Fair Poor Don't know

c. Please rate the City of Palo Alto on each of the following:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Preservation of wildlife and native plants.....	1	2	3	4	5
Water and energy preservation.....	1	2	3	4	5
City's composting process and pickup services.....	1	2	3	4	5
Infrastructure Investment (e.g., buildings, streets).....	1	2	3	4	5
Downtown shopping, dining and entertainment experience.....	1	2	3	4	5
Promoting business growth and economic development.....	1	2	3	4	5

d. In the past 12 months, did you or anyone from your household apply for a permit(s) from the City's Development Center?

- Yes (GO TO Q18e) No (GO TO Q18f) Don't know (GO TO Q18f)

e. If yes, how would you rate each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Ease of the planning approval process.....	1	2	3	4	5
Time required to review and issue the permit(s).....	1	2	3	4	5
Inspection timeliness.....	1	2	3	4	5
Overall customer service.....	1	2	3	4	5
Ease of the overall application process.....	1	2	3	4	5

f. To what extent do you agree or disagree that the City's current fiscal condition will continue to provide valuable services?

- Strongly agree Somewhat agree Somewhat disagree Strongly disagree Don't know

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

- D1. Are you currently employed for pay?**
 No → Go to Question D3
 Yes, full time → Go to Question D2
 Yes, part time → Go to Question D2
- D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**
 Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself days
 Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults days
 Bus, Rail, Subway or other public transportation days
 Walk days
 Bicycle days
 Work at home days
 Other days
- D3. How many years have you lived in Palo Alto?**
 Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years
- D4. Which best describes the building you live in?**
 One family house detached from any other houses
 House attached to one or more houses (e.g., a duplex or townhome)
 Building with two or more apartments or condominiums
 Mobile home
 Other
- D5. Is this house, apartment or mobile home...**
 Rented for cash or occupied without cash payment?
 Owned by you or someone in this house with a mortgage or free and clear?
- D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**
 Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

- D7. Do any children 17 or under live in your household?**
 No Yes
- D8. Are you or any other members of your household aged 65 or older?**
 No Yes
- D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**
 Less than \$24,999
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both question D10 and D11:

- D10. Are you Spanish, Hispanic or Latino?**
 No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino
- D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)**
 American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other
- D12. In which category is your age?**
 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years
- D13. What is your sex?**
 Female
 Male
- D14. Are you registered to vote in your jurisdiction?**
 No
 Yes
 Ineligible to vote
 Don't know
- D15. Many people don't have time to vote in elections. Did you vote in the last general election?**
 No
 Yes
 Ineligible to vote
 Don't know

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



CITY OF PALO ALTO OFFICE OF THE CITY AUDITOR

January 25, 2010

The Honorable City Council
Palo Alto, California

Geographic Subgroup Comparisons for the Service Efforts and Accomplishments Report for Fiscal Year 2009

In December 2009, the Auditor's Office issued the Service Efforts and Accomplishments Report for Fiscal Year 2009. Attached is supplemental information containing additional geographic subgroup comparisons for each of the survey questions contained in the 2009 National Citizen Survey™. The comparisons are delineated by zip code; the attached map shows the zip code locations. The survey company shaded statistically different responses in grey. Since there can be a variety of reasons for the differences in survey responses, we are providing this data for informational and discussion purposes only. Following is a list of the statistically different survey responses.

Survey Question	Zip Code		
	94301 and 94304	94303	94306
<i>Ratings of "good" or "excellent"</i>			
Palo Alto as a place to work	91%	90%	76%
Palo Alto as a place to retire	75%	65%	57%
Overall quality of new development in Palo Alto	57%	59%	41%
Amount of public parking	66%	52%	48%
Availability of affordable quality health care	78%	57%	52%
Quality of overall natural environment in Palo Alto	90%	85%	75%
Ambulance or emergency medical services	85%	91%	98%
Street cleaning	81%	72%	64%
Land use, planning, and zoning	53%	53%	34%
The overall direction that Palo Alto is taking	65%	50%	43%
Water and energy preservation	76%	75%	63%
Infrastructure investment (e.g. buildings, streets)	46%	55%	34%
<i>Resident behavior: Ratings of participation at least once in the past 12 months)</i>			
Used Palo Alto libraries or their services	69%	87%	87%
Used Palo Alto recreation centers	56%	73%	62%
Participated in a recreation program or activity	43%	59%	44%
Visited a neighborhood park or City park	87%	96%	96%
Ridden a local bus within Palo Alto	24%	37%	20%
<i>Other Ratings</i>			
Population growth seen as "too fast"	37%	63%	58%
Percent feeling "very" or "somewhat" safe in Palo Alto's downtown after dark	73%	54%	66%
Would recommend living in Palo Alto to someone who asks	96%	84%	88%
To what extent do you agree or disagree the City's fiscal condition will continue to provide valuable services? (Percent "somewhat" or "strongly" agree)	36%	53%	39%

Respectfully submitted,

Lynda Flores Brouchoud

Lynda Flores Brouchoud
City Auditor

Attachments:

- National Citizen Survey Report of Geographic Subgroup Comparisons
- Zip Code Map



CITY OF PALO ALTO, CA 2009

Report of Geographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Palo Alto staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Palo Alto staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

UNDERSTANDING THE TABLES

In this report, comparisons between geographic subgroups are shown¹. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample. For each Zip Code category (94301 combined with 94304, 94303 or 94306), the margin of error rises to approximately + or - 9% since sample sizes were approximately 109 for Zip Codes 94301 and 94304, 127 for Zip Code 94303 and 117 for Zip Code 94306.

¹ The comparisons of survey results by geographic subareas included in this report are displayed for only those responses that could be linked to one of the city’s zip codes. Therefore, there can be differences between the overall ratings (found in the main report of results, found under separate cover) and the ratings for subgroup comparisons.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")			
Please rate each of the following aspects of quality of life in Palo Alto:	Zip Code		
	94301 and 94304	94303	94306
Palo Alto as a place to live	95%	94%	93%
Your neighborhood as a place to live	91%	87%	91%
Palo Alto as a place to raise children	89%	95%	87%
Palo Alto as a place to work	91%	90%	76%
Palo Alto as a place to retire	75%	65%	57%
The overall quality of life in Palo Alto	95%	93%	89%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Zip Code		
	94301 and 94304	94303	94306
Sense of community	69%	77%	63%
Openness and acceptance of the community towards people of diverse backgrounds	74%	79%	74%
Overall appearance of Palo Alto	82%	86%	77%
Cleanliness of Palo Alto	84%	88%	78%
Overall quality of new development in Palo Alto	57%	59%	41%
Variety of housing options	37%	47%	32%
Overall quality of business and service establishments in Palo Alto	76%	75%	68%
Shopping opportunities	71%	75%	64%
Opportunities to attend cultural activities	71%	78%	69%
Recreational opportunities	80%	81%	76%
Employment opportunities	56%	48%	42%
Educational opportunities	90%	91%	93%
Opportunities to participate in social events and activities	82%	82%	73%
Opportunities to volunteer	84%	86%	76%
Opportunities to participate in community matters	74%	79%	74%
Ease of car travel in Palo Alto	64%	66%	65%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Zip Code		
	94301 and 94304	94303	94306
Ease of bus travel in Palo Alto	33%	35%	41%
Ease of rail travel in Palo Alto	70%	59%	56%
Ease of bicycle travel in Palo Alto	84%	79%	78%
Ease of walking in Palo Alto	88%	82%	78%
Availability of paths and walking trails	75%	74%	75%
Traffic flow on major streets	45%	43%	45%
Amount of public parking	66%	52%	48%
Availability of affordable quality housing	15%	19%	17%
Availability of affordable quality child care	27%	39%	28%
Availability of affordable quality health care	78%	57%	52%
Availability of preventive health services	73%	70%	58%
Air quality	74%	73%	71%
Quality of overall natural environment in Palo Alto	90%	85%	75%
Overall image or reputation of Palo Alto	95%	92%	88%
Availability of locally grown produce	73%	67%	71%
Opportunities to learn about City services through social networking Web sites such as: Twitter, Facebook and MySpace	49%	62%	66%

Question 3: Growth (Percent "too fast")			
Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:	Zip Code		
	94301 and 94304	94303	94306
Population growth	37%	63%	58%
Retail growth (stores, restaurants, etc.)	10%	17%	12%
Jobs growth	5%	6%	3%

Question 4: Code Enforcement (Percent at least a "minor" problem)			
	Zip Code		
	94301 and 94304	94303	94306
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Palo Alto?	74%	78%	82%

Question 5: Community Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel from the following in Palo Alto:	Zip Code		
	94301 and 94304	94303	94306
Violent crime (e.g., rape, assault, robbery)	83%	77%	85%
Property crimes (e.g., burglary, theft)	72%	61%	62%
Environmental hazards, including toxic waste	87%	76%	78%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel:	Zip Code		
	94301 and 94304	94303	94306
In your neighborhood during the day	96%	94%	96%
In your neighborhood after dark	79%	72%	81%
In Palo Alto's downtown area during the day	95%	89%	91%
In Palo Alto's downtown area after dark	73%	54%	66%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")			
	Zip Code		
	94301 and 94304	94303	94306
During the past twelve months, were you or anyone in your household the victim of any crime?	12%	11%	12%
If yes, was this crime (these crimes) reported to the police?	96%	80%	70%

Question 9: Resident Behaviors (Percent at least once in past 12 months)			
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palo Alto?	Zip Code		
	94301 and 94304	94303	94306
Used Palo Alto public libraries or their services	69%	87%	87%
Used Palo Alto recreation centers	56%	73%	62%
Participated in a recreation program or activity	43%	59%	44%
Visited a neighborhood park or City park	87%	96%	96%
Ridden a local bus within Palo Alto	24%	37%	20%
Attended a meeting of local elected officials or other local public meeting	27%	30%	27%
Watched a meeting of local elected officials or other local public meeting on cable television	24%	35%	25%
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	66%	78%	72%

Question 9: Resident Behaviors (Percent at least once in past 12 months)			
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palo Alto?	Zip Code		
	94301 and 94304	94303	94306
Recycled used paper, cans or bottles from your home	99%	99%	98%
Volunteered your time to some group or activity in Palo Alto	53%	63%	50%
Participated in a club or civic group in Palo Alto	32%	39%	30%
Provided help to a friend or neighbor	92%	94%	92%
Used the City's Web site to conduct business or pay bills	24%	32%	21%
Read a Palo Alto Newspaper	94%	98%	94%

Question 10: Neighborliness (Percent at least once per month)			
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Zip Code		
	94301 and 94304	94303	94306
	84%	83%	80%

Question 11: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Palo Alto:	Zip Code		
	94301 and 94304	94303	94306
Police services	82%	87%	84%
Fire services	91%	93%	99%
Ambulance or emergency medical services	85%	91%	98%
Crime prevention	65%	76%	79%
Fire prevention and education	73%	80%	86%
Traffic enforcement	56%	57%	65%
Street repair	36%	47%	40%
Street cleaning	81%	72%	64%
Street lighting	59%	68%	61%
Sidewalk maintenance	46%	53%	46%
Traffic signal timing	54%	57%	52%
Bus or transit services	38%	49%	48%

Question 11: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Palo Alto:	Zip Code		
	94301 and 94304	94303	94306
Garbage collection	89%	86%	85%
Recycling	87%	89%	88%
Storm drainage	67%	73%	73%
Drinking water	75%	83%	83%
Sewer services	75%	86%	77%
City parks	92%	90%	93%
Recreation programs or classes	82%	85%	86%
Recreation centers or facilities	77%	78%	78%
Land use, planning and zoning	53%	53%	34%
Code enforcement (weeds, abandoned buildings, etc)	48%	56%	42%
Animal control	76%	78%	78%
Economic development	57%	53%	47%
Services to seniors	85%	84%	75%
Services to youth	72%	76%	73%
Services to low-income people	67%	63%	51%
Public library services	75%	84%	77%
Public information services	63%	70%	68%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	62%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	77%	82%	86%
Neighborhood branch libraries	72%	78%	74%
Variety of library materials	69%	78%	71%
Your neighborhood park	82%	88%	91%
Street tree maintenance	70%	73%	71%
Electric utility	87%	82%	78%
Gas utility	85%	82%	77%
City's Web site	51%	61%	53%
Art programs and theater	80%	80%	77%

Question 12: Government Services Overall (Percent "excellent" or "good")			
Overall, how would you rate the quality of the services provided by each of the following?	Zip Code		
	94301 and 94304	94303	94306
The City of Palo Alto	86%	79%	74%
The Federal Government	41%	36%	42%
The State Government	21%	24%	24%
Santa Clara County Government	40%	39%	41%

Question 13: Contact with City Employees (Percent "yes")			
	Zip Code		
	94301 and 94304	94303	94306
Have you had any in-person or phone contact with an employee of the City of Palo Alto within the last 12 months (including police, receptionists, planners or any others)?	52%	59%	64%

Question 14: City Employees (Percent "excellent" or "good")			
What was your impression of the employee(s) of the City of Palo Alto in your most recent contact?	Zip Code		
	94301 and 94304	94303	94306
Knowledge	90%	84%	78%
Responsiveness	85%	76%	72%
Courtesy	91%	79%	80%
Overall impression	84%	77%	73%

Question 15: Government Performance (Percent "excellent" or "good")			
Please rate the following categories of Palo Alto government performance:	Zip Code		
	94301 and 94304	94303	94306
The value of services for the taxes paid to Palo Alto	62%	55%	58%
The overall direction that Palo Alto is taking	65%	50%	43%
The job Palo Alto government does at welcoming citizen involvement	63%	54%	48%
The job Palo Alto government does at listening to citizens	56%	47%	44%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)			
Please indicate how likely or unlikely you are to do each of the following:	Zip Code		
	94301 and 94304	94303	94306
Recommend living in Palo Alto to someone who asks	96%	84%	88%
Remain in Palo Alto for the next five years	83%	90%	82%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)			
	Zip Code		
	94301 and 94304	94303	94306
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	8%	17%	12%

Question 18a: Policy Question 1 (Percent "yes")			
	Zip Code		
	94301 and 94304	94303	94306
During the past 12 months, did you or anyone in your household have contact with the Palo Alto Police Department?	35%	35%	39%

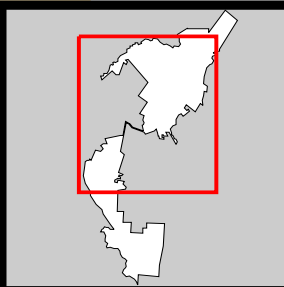
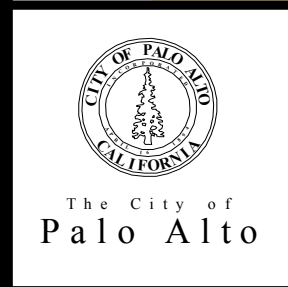
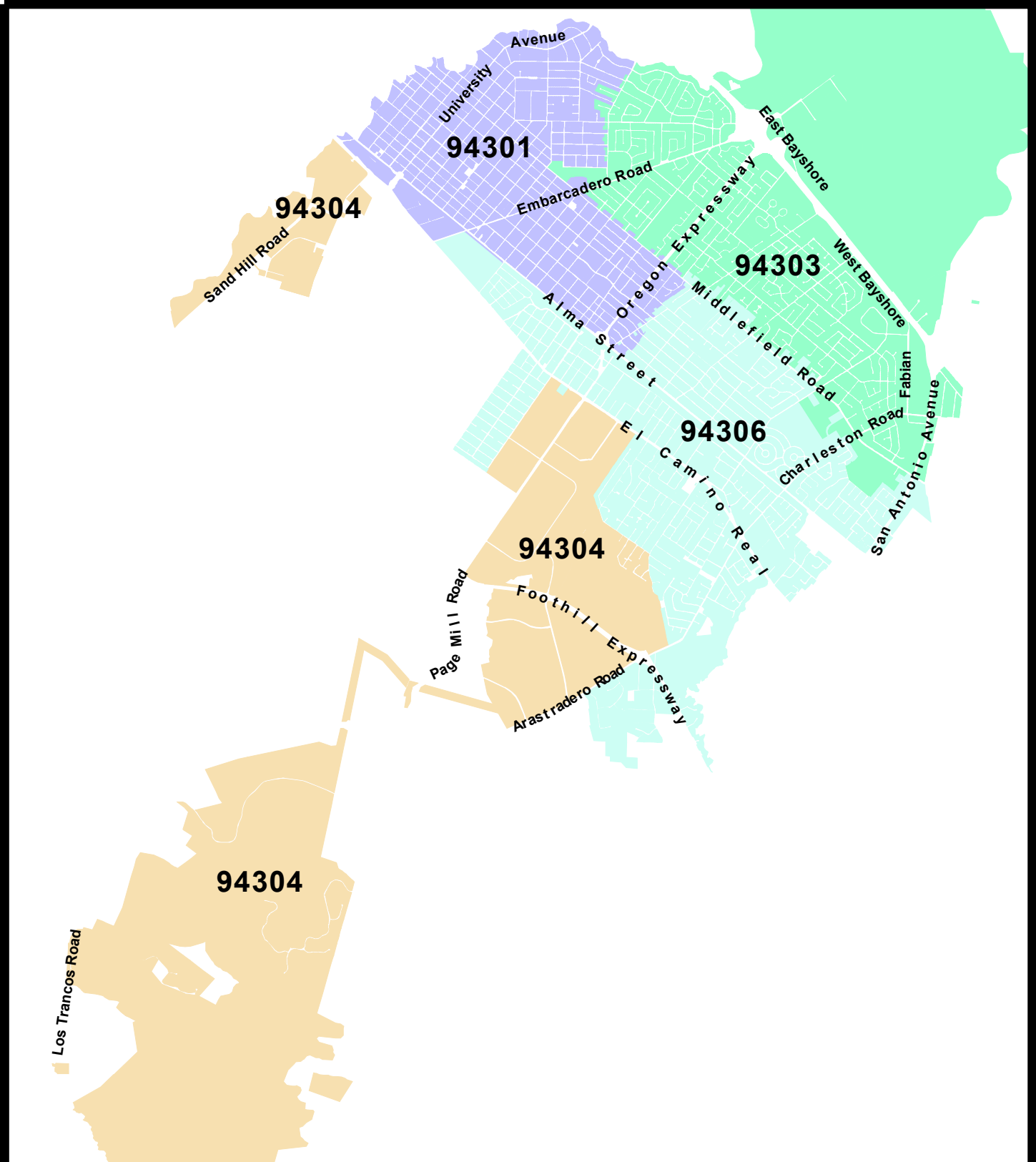
Question 18b: Policy Question 2 (Percent "excellent" or "good")			
	Zip Code		
	94301 and 94304	94303	94306
If yes, how do you rate the quality of your contact with the Palo Alto Police Department?	67%	76%	70%

Question 18c: Policy Question 3(Percent "excellent" or "good")			
Please rate the City of Palo Alto on each of the following:	Zip Code		
	94301 and 94304	94303	94306
Preservation of wildlife and native plants	77%	71%	73%
Water and energy preservation	76%	75%	63%
City's composting process and pickup services	69%	78%	67%
Infrastructure Investment (e.g., buildings, streets)	46%	55%	34%
Downtown shopping, dining and entertainment experience	76%	74%	64%
Promoting business growth and economic development	38%	35%	29%

Question 18d: Policy Question 4 (Percent "yes")			
	Zip Code		
	94301 and 94304	94303	94306
In the past 12 months, did you or anyone from your household apply for a permit(s) from the City's Development Center?	6%	9%	7%

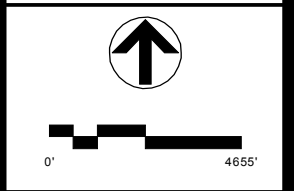
Question 18e: Policy Question 5 (Percent "excellent" or "good")			
If yes, how would you rate each of the following?	Zip Code		
	94301 and 94304	94303	94306
Ease of the planning approval process	1%	30%	17%
Time required to review and issue the permit(s)	14%	32%	12%
Inspection timeliness	41%	53%	22%
Overall customer service	30%	16%	31%
Ease of the overall application process	0%	16%	20%

Question 18f: Policy Question 6 (Percent "somewhat" or "strongly" agree)			
	Zip Code		
	94301 and 94304	94303	94306
To what extent do you agree or disagree that the City's current fiscal condition will continue to provide valuable services?	36%	53%	39%



City of Palo Alto Zip Codes

This map is a product of the
City of Palo Alto GIS



The City of Palo Alto, California

Report of Demographic
Subgroup Comparisons
2007



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Palo Alto staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Palo Alto staff also determined local interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Palo Alto chose was to have crosstabulations of evaluative questions 1-16c by demographic questions 19 (length of residency in Palo Alto), 21 (own or rent home), 30 (age of respondent), 31 (gender of respondent), 28 (ethnicity of respondent), and question 29 (race of respondent).

UNDERSTANDING THE RESULTS

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

Understanding the Tables

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.

Anova and chi square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

COMPARISONS

Quality of Life Ratings										
	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
How do you rate Palo Alto as a place to live?	82	81	85	77	86	82	81	85	84	81
How do you rate your neighborhood as a place to live?	78	78	83	75	83	77	78	84	80	79
How do you rate Palo Alto as a place to raise children?	83	79	84	80	83	83	81	82	81	82
How do you rate Palo Alto as a place to work?	85	76	77	81	79	89	76	78	79	80
How do you rate Palo Alto as a place to retire?	55	57	64	52	63	59	51	68	59	58
How do you rate the overall quality of life in Palo Alto?	77	78	80	74	81	77	77	81	77	80
Average rating on a 100-point scale (100=Excellent, 0=Poor)										

	Quality of Life Ratings			
	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
How do you rate Palo Alto as a place to live?	83	76	83	81
How do you rate your neighborhood as a place to live?	80	73	82	75
How do you rate Palo Alto as a place to raise children?	82	70	81	83
How do you rate Palo Alto as a place to work?	80	75	81	77
How do you rate Palo Alto as a place to retire?	59	53	58	62
How do you rate the overall quality of life in Palo Alto?	79	73	80	75
Average rating on a 100-point scale (100=Excellent, 0=Poor)				

Characteristics of the Community										
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Sense of community	59	63	64	58	63	53	63	66	60	63
Openness and acceptance	63	73	68	64	69	66	67	69	65	70
Overall appearance of Palo Alto	76	68	71	73	71	78	69	71	74	69
Opportunities to attend cultural activities	63	67	81	66	72	58	70	79	70	69
Shopping opportunities	69	67	77	67	72	69	68	74	74	68
Air quality	71	64	67	66	69	73	65	67	66	69
Recreational opportunities	68	73	75	66	75	66	73	74	74	69
Job opportunities	65	52	59	56	61	66	56	58	55	63
Access to affordable quality housing	14	15	14	10	17	14	13	17	12	17
Access to affordable quality child care	31	29	36	25	35	23	32	37	28	36
Access to affordable quality health care	53	52	59	47	59	41	53	63	53	56
Access to affordable quality food	59	65	65	60	64	61	61	67	61	65
Ease of car travel in Palo Alto	58	56	56	53	59	58	58	55	59	54
Ease of bus travel in Palo Alto	42	40	33	41	37	36	38	41	37	40
Ease of rail/subway travel in Palo Alto	54	49	51	54	50	51	50	55	54	49
Ease of bicycle travel in Palo Alto	69	69	72	70	70	67	71	71	71	68
Ease of walking in Palo Alto	80	73	78	74	79	80	76	76	79	74
Educational opportunities	85	82	86	81	86	90	81	86	86	83
Overall image/reputation of Palo Alto	81	79	80	77	82	80	78	82	80	80
Overall quality of new development in Palo Alto	55	51	49	54	50	57	47	54	51	52
Average rating on a 100-point scale (100=Excellent, 0=Poor)										

Characteristics of the Community				
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Sense of community	62	57	63	59
Openness and acceptance	67	71	69	63
Overall appearance of Palo Alto	72	80	73	69
Opportunities to attend cultural activities	70	74	75	58
Shopping opportunities	71	58	73	65
Air quality	68	60	69	65
Recreational opportunities	72	67	73	67
Job opportunities	60	42	63	48
Access to affordable quality housing	14	6	14	16
Access to affordable quality child care	32	17	33	28
Access to affordable quality health care	55	38	59	43
Access to affordable quality food	63	67	67	53
Ease of car travel in Palo Alto	57	60	57	58
Ease of bus travel in Palo Alto	39	37	41	35
Ease of rail/subway travel in Palo Alto	52	37	56	43
Ease of bicycle travel in Palo Alto	70	70	71	67
Ease of walking in Palo Alto	77	72	79	73
Educational opportunities	85	75	86	80
Overall image/reputation of Palo Alto	81	66	83	73
Overall quality of new development in Palo Alto	52	44	53	47
Average rating on a 100-point scale (100=Excellent, 0=Poor)				

Ratings of Growth										
Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
	Population growth	45%	33%	43%	45%	38%	58%	37%	38%	39%
Retail growth (stores, restaurants etc.)	51%	63%	49%	49%	58%	59%	54%	51%	56%	51%
Jobs growth	69%	43%	52%	55%	56%	68%	52%	52%	48%	64%
Proportion of respondents rating as "About right"										

Ratings of Growth				
Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Population growth	39%	61%	39%	45%
Retail growth (stores, restaurants etc.)	53%	74%	55%	51%
Jobs growth	57%	35%	60%	47%
Proportion of respondents rating as "About right"				

Ratings of Potential Problems in Palo Alto

To what degree, if at all, are the following in Palo Alto:	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
	Crime	1%	2%	3%	2%	2%	0%	2%	3%	2%
Drugs	1%	2%	6%	2%	4%	0%	2%	6%	4%	1%
Too much growth	6%	20%	23%	9%	20%	4%	20%	18%	18%	12%
Lack of growth	4%	2%	2%	4%	2%	4%	3%	1%	1%	5%
Graffiti	0%	2%	2%	0%	2%	0%	1%	2%	1%	1%
Noise	1%	2%	10%	5%	3%	0%	2%	10%	5%	3%
Run down buildings, weed lots, or junk vehicles	1%	3%	3%	1%	3%	0%	4%	2%	3%	2%
Taxes	9%	19%	15%	6%	19%	7%	16%	15%	15%	12%
Traffic congestion	12%	14%	24%	15%	18%	11%	18%	19%	16%	17%
Unsupervised youth	2%	2%	4%	3%	3%	3%	2%	3%	4%	2%
Homelessness	10%	21%	19%	14%	17%	10%	17%	19%	19%	13%
Weeds	4%	0%	1%	3%	1%	4%	0%	3%	1%	2%
Absence of communications from the City of Palo Alto translated into languages other than English	0%	3%	0%	0%	2%	0%	2%	1%	1%	1%
Unwanted local businesses	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%
Toxic waste or other environmental hazard(s)	1%	4%	6%	5%	2%	3%	4%	3%	5%	1%
Percentage of Respondents Rating as a "Major Problem"										

Ratings of Potential Problems in Palo Alto

To what degree, if at all, are the following in Palo Alto:	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Crime	2%	2%	2%	0%
Drugs	3%	7%	3%	2%
Too much growth	16%	5%	15%	14%
Lack of growth	3%	0%	2%	3%
Graffiti	1%	3%	1%	1%
Noise	4%	7%	5%	2%
Run down buildings, weed lots, or junk vehicles	2%	2%	3%	1%
Taxes	14%	15%	14%	13%
Traffic congestion	17%	7%	16%	17%
Unsupervised youth	3%	5%	2%	4%
Homelessness	15%	28%	18%	9%
Weeds	2%	2%	2%	0%
Absence of communications from the City of Palo Alto translated into languages other than English	1%	0%	0%	2%
Unwanted local businesses	1%	0%	0%	2%
Toxic waste or other environmental hazard(s)	3%	0%	4%	1%
Percentage of Respondents Rating as a "Major Problem"				

Ratings of Safety from Various Problems

Please rate how safe you feel from the following occurring to you in Palo Alto:	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Violent crime	86	82	80	85	82	92	82	78	81	85
Property crimes	77	69	69	77	69	84	67	70	72	72
Fire	80	78	80	80	78	83	77	80	78	81
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)										

Ratings of Safety from Various Problems

Please rate how safe you feel from the following occurring to you in Palo Alto:	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Violent crime	83	90	83	85
Property crimes	72	78	72	74
Fire	79	79	79	79
Average rating on a 100-point scale (100=Very safe, 0=Very unsafe)				

Ratings of Feelings of Safety in Various Areas

Please rate how safe you feel:	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
In your neighborhood during the day	99%	98%	98%	99%	98%	100%	97%	98%	97%	99%
In your neighborhood after dark	90%	81%	79%	85%	84%	96%	82%	77%	81%	88%
In Palo Alto's downtown area during the day	97%	94%	88%	95%	93%	100%	92%	91%	92%	95%
In Palo Alto's downtown area after dark	81%	71%	56%	74%	69%	89%	73%	54%	66%	75%
In Palo Alto's parks during the day	93%	94%	90%	90%	93%	96%	93%	88%	92%	92%
In Palo Alto's parks after dark	49%	40%	28%	43%	40%	55%	41%	27%	34%	47%
Percent of Respondents Rating "Very" or "Somewhat safe"										

Ratings of Feelings of Safety in Various Areas

Please rate how safe you feel:	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
In your neighborhood during the day	98%	98%	98%	99%
In your neighborhood after dark	84%	87%	81%	92%
In Palo Alto's downtown area during the day	94%	93%	94%	92%
In Palo Alto's downtown area after dark	70%	82%	70%	74%
In Palo Alto's parks during the day	92%	93%	91%	95%
In Palo Alto's parks after dark	39%	44%	38%	47%
Percent of Respondents Rating "Very" or "Somewhat safe"				

Crime Victimization and Reporting

	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
	During the past twelve months, were you or anyone in your household the victim of any crime?	3%	21%	6%	7%	11%	6%	14%	6%	13%
If yes, was this crime (these crimes) reported to the police?	61%	58%	67%	53%	65%	48%	62%	68%	53%	82%
Percent of respondents whose households were victims of crime, and who reported the crime										

Crime Victimization and Reporting

	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
During the past twelve months, were you or anyone in your household the victim of any crime?	9%	13%	10%	10%
If yes, was this crime (these crimes) reported to the police?	64%	17%	57%	70%
Percent of respondents whose households were victims of crime, and who reported the crime				

Use of Community Amenities										
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Used Palo Alto public libraries or their services	76%	81%	85%	70%	88%	71%	86%	79%	81%	80%
Used Palo Alto recreation centers	61%	75%	70%	59%	75%	59%	76%	64%	66%	70%
Participated in a recreation program or activity	45%	64%	54%	39%	64%	37%	68%	47%	60%	46%
Visited a Palo Alto park	90%	94%	92%	85%	97%	85%	98%	89%	94%	90%
Ridden a local bus within Palo Alto	27%	30%	28%	27%	30%	27%	29%	28%	24%	32%
Attended a meeting of local elected officials or other local public meeting	15%	31%	38%	12%	37%	6%	34%	31%	32%	21%
Watched a meeting of local elected officials or other local public meeting on cable television	16%	28%	38%	18%	32%	7%	30%	35%	28%	25%
Recycled used paper, cans or bottles from your home	94%	99%	99%	93%	99%	93%	98%	98%	96%	98%
Volunteered your time to some group/activity in Palo Alto	42%	62%	57%	35%	65%	31%	66%	51%	57%	47%
Read City of Palo Alto Newsletter	77%	90%	85%	79%	87%	77%	85%	86%	84%	82%
Used the Internet for anything	98%	94%	86%	92%	95%	100%	99%	80%	91%	95%
Used the Internet to conduct business with Palo Alto	71%	65%	48%	60%	66%	81%	73%	35%	61%	63%
Purchased an item over the Internet	93%	92%	73%	85%	90%	100%	96%	65%	84%	89%
Proportion of respondents engaging in activity at least once in last 12 months										

Use of Community Amenities				
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities?	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Used Palo Alto public libraries or their services	82%	58%	79%	83%
Used Palo Alto recreation centers	68%	64%	68%	66%
Participated in a recreation program or activity	55%	11%	55%	48%
Visited a Palo Alto park	93%	77%	90%	97%
Ridden a local bus within Palo Alto	29%	16%	23%	40%
Attended a meeting of local elected officials or other local public meeting	27%	7%	27%	25%
Watched a meeting of local elected officials or other local public meeting on cable television	27%	13%	27%	28%
Recycled used paper, cans or bottles from your home	98%	82%	97%	97%
Volunteered your time to some group/activity in Palo Alto	53%	27%	55%	47%
Read City of Palo Alto Newsletter	83%	89%	82%	86%
Used the Internet for anything	93%	95%	91%	98%
Used the Internet to conduct business with Palo Alto	62%	70%	63%	60%
Purchased an item over the Internet	86%	93%	86%	87%
Proportion of respondents engaging in activity at least once in last 12 months				

Quality of Service Ratings										
How do you rate the quality of each of the following services?	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Police services	77	73	77	76	76	80	72	78	76	76
Fire services	81	84	87	83	85	82	84	86	86	83
Ambulance/emergency medical services	77	79	89	80	83	74	80	88	85	78
Crime prevention	67	64	69	69	66	73	61	70	67	66
Fire prevention and education	68	70	72	73	69	70	67	73	71	69
Traffic enforcement	66	55	58	62	60	67	57	59	60	61
Garbage collection	77	75	86	76	82	76	78	85	81	77
Recycling	79	84	89	81	86	81	82	88	84	83
Yard waste pick-up	78	78	89	75	84	83	79	85	83	79
Street repair	49	42	43	47	43	48	44	44	44	47
Street cleaning	67	64	65	64	66	72	62	65	67	63
Street lighting	52	55	60	52	58	52	55	58	56	55
Sidewalk maintenance	58	50	48	54	51	61	52	48	51	54
Traffic signal timing	55	52	54	52	54	55	50	58	54	54
Amount of public parking	58	59	55	55	58	59	58	55	54	61
Bus/transit services	57	48	48	57	48	55	50	51	50	52
Storm drainage	61	50	52	60	51	62	50	56	51	58
Drinking water	63	68	78	63	74	65	68	74	68	71
Sewer services	72	67	71	67	72	72	70	70	70	69
City parks	78	76	83	75	82	77	79	80	80	78

Quality of Service Ratings										
How do you rate the quality of each of the following services?	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Recreation programs or classes	76	75	80	73	79	84	77	75	78	75
Range/variety of recreation programs and classes	68	75	79	66	77	69	74	77	76	70
Recreation centers/facilities	72	68	72	67	72	76	67	73	71	70
Accessibility of parks	80	80	83	75	85	75	84	81	81	81
Accessibility of recreation centers/facilities	79	78	79	72	81	79	78	78	79	78
Appearance/maintenance of parks	79	76	75	75	78	80	76	76	78	75
Appearance of recreation centers/facilities	71	69	69	68	70	78	66	70	70	69
Land use, planning and zoning	55	45	43	54	44	65	41	47	48	47
Code enforcement (weeds, abandoned buildings, etc)	56	55	54	54	56	58	54	54	57	53
Animal control	69	58	70	68	65	77	60	67	70	62
Economic development	61	52	58	61	54	63	53	58	57	58
Services to seniors	72	63	71	72	68	73	66	71	70	69
Services to youth	71	59	61	62	63	79	60	63	63	62
Services to low-income people	40	51	49	32	54	34	48	51	42	52
Public library services	71	68	70	72	69	76	66	71	70	70
Variety of library materials	68	63	67	68	64	68	63	68	67	65
Public information services	60	63	61	60	62	61	60	62	62	60
Average rating on a 100-point scale (100=Excellent, 0=Poor)										

Quality of Service Ratings				
How do you rate the quality of each of the following services?	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Police services	76	73	79	66
Fire services	85	75	88	76
Ambulance/emergency medical services	82	81	85	73
Crime prevention	67	60	69	62
Fire prevention and education	70	69	71	66
Traffic enforcement	60	62	62	56
Garbage collection	80	74	82	73
Recycling	84	85	85	79
Yard waste pick-up	82	67	85	74
Street repair	45	50	45	45
Street cleaning	65	66	68	58
Street lighting	56	46	56	53
Sidewalk maintenance	52	56	52	55
Traffic signal timing	54	56	54	54
Amount of public parking	57	64	59	55
Bus/transit services	51	51	53	48
Storm drainage	54	54	55	55
Drinking water	69	72	73	62
Sewer services	71	56	71	66
City parks	79	72	82	73
Recreation programs or classes	78	57	81	67
Range/variety of recreation programs and classes	75	59	80	61

Quality of Service Ratings				
How do you rate the quality of each of the following services?	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Recreation centers/facilities	71	57	74	63
Accessibility of parks	81	79	84	73
Accessibility of recreation centers/facilities	79	66	82	71
Appearance/maintenance of parks	77	72	80	70
Appearance of recreation centers/facilities	70	63	73	63
Land use, planning and zoning	48	54	49	46
Code enforcement (weeds, abandoned buildings, etc)	55	65	56	53
Animal control	66	66	71	56
Economic development	57	68	60	52
Services to seniors	70	56	73	62
Services to youth	64	43	66	56
Services to low-income people	46	33	52	37
Public library services	70	72	73	64
Variety of library materials	66	64	68	61
Public information services	61	61	64	56
Average rating on a 100-point scale (100=Excellent, 0=Poor)				

Ratings of Various Levels of Government

Overall, how would you rate the quality of services provided by...	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
The City of Palo Alto	71	64	70	67	70	72	65	72	70	67
The Federal Government	41	32	38	36	37	41	31	42	38	36
The State Government	49	42	47	48	44	51	40	50	46	46
Average rating on a 100-point scale (100=Excellent, 0=Poor)										

Ratings of Various Levels of Government

Overall, how would you rate the quality of services provided by...	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
The City of Palo Alto	69	70	70	65
The Federal Government	37	40	37	37
The State Government	46	49	48	42
Average rating on a 100-point scale (100=Excellent, 0=Poor)				

Proportion of Population Having Contact with City Employees

	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
	Have you had any in-person or phone contact with an employee of the City of Palo Alto within the last 12 months?	52%	61%	63%	46%	67%	53%	63%	56%	61%
Percent of respondents who reported contact with a City employee in the last 12 months										

Proportion of Population Having Contact with City Employees

	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Have you had any in-person or phone contact with an employee of the City of Palo Alto within the last 12 months?	59%	39%	57%	58%
Percent of respondents who reported contact with a City employee in the last 12 months				

Ratings of Contact with City Employees

What was your impression of employees of the City of Palo Alto in your most recent contact?	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Knowledge	74	68	75	74	72	75	70	76	76	69
Responsiveness	72	69	72	74	70	75	68	74	73	68
Courtesy	74	69	76	71	74	68	72	79	76	69
Overall Impression	73	63	73	70	70	68	68	74	73	66
Average rating on a 100-point scale (100=Excellent, 0=Poor)										

Ratings of Contact with City Employees

What was your impression of employees of the City of Palo Alto in your most recent contact?	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Knowledge	73	75	74	71
Responsiveness	72	58	73	67
Courtesy	75	34	76	65
Overall Impression	72	30	73	63
Average rating on a 100-point scale (100=Excellent, 0=Poor)				

Ratings of Public Trust

Please rate the following statements:	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
	I receive good value for the City of Palo Alto taxes I pay	69	63	73	71	66	71	63	75	70
I am pleased with the overall direction that the City of Palo Alto is taking	67	59	59	63	61	68	56	65	63	62
The City of Palo Alto government welcomes citizen involvement	69	68	74	69	70	69	67	76	72	68
The City of Palo Alto government listens to citizens	64	60	62	64	60	65	58	65	65	59
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)										

Ratings of Public Trust

Please rate the following statements:	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
I receive good value for the City of Palo Alto taxes I pay	69	67	71	62
I am pleased with the overall direction that the City of Palo Alto is taking	63	59	65	56
The City of Palo Alto government welcomes citizen involvement	71	67	73	66
The City of Palo Alto government listens to citizens	62	57	63	59
Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)				

Perceptions of the Economy										
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Very positive	1%	5%	2%	2%	3%	0%	3%	3%	3%	3%
Somewhat positive	23%	27%	19%	14%	29%	17%	28%	20%	26%	20%
Neutral	60%	44%	59%	61%	50%	62%	47%	59%	51%	58%
Somewhat negative	15%	23%	18%	20%	17%	21%	19%	16%	18%	19%
Very negative	1%	2%	2%	3%	1%	0%	2%	2%	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Perceptions of the Economy				
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Very positive	2%	0%	2%	4%
Somewhat positive	23%	11%	22%	23%
Neutral	56%	45%	57%	49%
Somewhat negative	17%	38%	17%	23%
Very negative	1%	6%	2%	1%
Total	100%	100%	100%	100%

Policy Question 1										
During the past twelve months, did you or anyone in your family household have contact with the Palo Alto Police Department?	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Yes	26%	40%	37%	27%	39%	26%	43%	29%	38%	28%
No	74%	60%	63%	73%	61%	74%	57%	71%	62%	72%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Policy Question 1				
During the past twelve months, did you or anyone in your family household have contact with the Palo Alto Police Department?	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Yes	34%	24%	38%	22%
No	66%	76%	62%	78%
Total	100%	100%	100%	100%

Policy Question 2										
If yes, how do you rate the quality of your contact with the Palo Alto Police Department?	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
Excellent	29%	45%	48%	37%	43%	35%	39%	50%	41%	39%
Good	50%	38%	30%	36%	41%	54%	38%	30%	39%	41%
Fair	16%	8%	11%	19%	8%	12%	12%	11%	13%	9%
Poor	5%	9%	11%	8%	8%	0%	11%	9%	7%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Policy Question 2				
If yes, how do you rate the quality of your contact with the Palo Alto Police Department?	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Excellent	42%	22%	44%	23%
Good	38%	47%	39%	42%
Fair	11%	21%	9%	23%
Poor	9%	10%	8%	13%
Total	100%	100%	100%	100%

Policy Question 3										
Are you and your household prepared to sustain yourselves for 72 hours with sufficient food and water in the event of a major disaster such as an earthquake or flood?	Length of residency in Palo Alto			Rent or own home		Age			Gender	
	Less than 5 years	6 to 20 years	More than 20 years	Rent	Own	18-34	35-54	55+	Female	Male
	Yes	40%	64%	72%	51%	60%	39%	54%	74%	57%
No	60%	36%	28%	49%	40%	61%	46%	26%	43%	43%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Policy Question 3				
Are you and your household prepared to sustain yourselves for 72 hours with sufficient food and water in the event of a major disaster such as an earthquake or flood?	Ethnicity		Race	
	Not Hispanic	Hispanic	White	Non-White
Yes	56%	75%	57%	57%
No	44%	25%	43%	43%
Total	100%	100%	100%	100%