



## CITY OF PALO ALTO OFFICE OF THE CITY AUDITOR

January 12, 2011

The Honorable City Council  
Palo Alto, California

### **Geographic Subgroup Comparisons Service Efforts and Accomplishments Report for Fiscal Year (FY) 2010**

In January 2011, the Auditor's Office issued the Service Efforts and Accomplishments Report for Fiscal Year 2010. Attachment 1 of this geographic subgroup comparison report contains additional comparisons for each of the survey questions in the 2010 National Citizen Survey™. The comparisons are delineated by zip code; Attachment 2 of this report shows the zip code locations.

In addition to the two attachments, the Auditor's Office has included two separate analyses. The first analysis, on page 2, shows the questions which had statistically significant differences in the FY 2010 survey ratings. According to the National Research Center, which administers the survey, there is less than a 5% probability that the statistically significant differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." The 95% confidence level for the geographic subgroup comparison report is approximately +/-9% since sample sizes were approximately 226 for zip codes 94301 and 94304, 127 for zip code 94303 and 271 for zip code 94306. The report highlights statistically significant differences in gray. Since there can be a variety of reasons for the differences in survey ratings, we are providing this data for informational and discussion purposes only.

The second analysis, on pages 3-12, compares overall survey ratings and the ratings by zip code for FY 2009 and FY 2010. FY 2010 survey ratings are color-coded to show ratings that have increased (green), stayed the same (yellow), or decreased (red).

Respectfully submitted,

A handwritten signature in cursive script that reads "Michael A. Edmonds".

Michael Edmonds  
Acting City Auditor

Attachment 1: National Citizen Survey Report of Geographic Subgroup Comparisons  
Attachment 2: Zip Code Map

### City Auditor's Analysis I: Statistically Significant Differences in Survey Ratings

Survey Question	Zip Code		
	94301 and 94304	94303	94306
<b>Ratings of "good" or "excellent"</b>			
Palo Alto as a place to raise children	93%	99%	89%
Palo Alto as a place to retire	72%	71%	57%
Overall quality of life in Palo Alto	98%	91%	92%
Shopping opportunities	78%	72%	63%
Employment opportunities	60%	52%	47%
Ease of rail travel in Palo Alto	70%	59%	57%
Ease of walking in Palo Alto	93%	88%	78%
Availability of paths and walking trails	80%	78%	69%
Availability of locally grown produce	79%	68%	67%
Quality of street repair	39%	57%	39%
Quality of street cleaning	79%	80%	71%
Quality of bus or transit services	58%	36%	43%
Quality of storm drainage	67%	80%	76%
Quality of public library services	87%	84%	77%
What was your impression of the employee(s) of the City of Palo Alto in your most recent contact? – Knowledge	84%	68%	84%
What was your impression of the employee(s) of the City of Palo Alto in your most recent contact? – Courtesy	88%	71%	81%
The value of services for the taxes paid to Palo Alto	70%	59%	57%
Quality of contact with Palo Alto Police Department	82%	63%	83%
Permit application process overall customer service	59%	79%	39%
Ease of overall permit application process	33%	65%	18%

Survey Question	Zip Code		
	94301 and 94304	94303	94306
<b>Resident behavior: (Ratings of participation at least once in the past 12 months)</b>			
Used Palo Alto libraries or their services	74%	88%	72%
Visited the City of Palo Alto website	74%	86%	80%
Read a Palo Alto Newspaper	88%	98%	90%
<b>Other Ratings</b>			
Population growth seen as "too fast"	33%	62%	54%
Feel "very" or "somewhat" safe from environmental hazards, including toxic waste	89%	79%	81%
"Somewhat" or "very" likely to recommend living in Palo Alto to someone who asks	94%	90%	87%
"Somewhat" or "very" likely to remain in Palo Alto for the next five years	80%	90%	82%
<b>Crime Victimization and Reporting</b>			
You or anyone in your household a victim of crime during the past 12 months?	14%	10%	6%
If victim of crime, was the crime reported to the police?	97%	93%	61%

## City Auditor's Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010

**Legend:**

Increased	Stayed the same	Decreased
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Quality of Life (Percent "excellent" or "good")								
Please rate each of the following aspects of quality of life in Palo Alto:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Palo Alto as a place to live	94%	95%	95%	98%	94%	94%	93%	94%
Your neighborhood as a place to live	90%	91%	91%	93%	87%	87%	91%	91%
Palo Alto as a place to raise children	91%	93%	89%	93%	95%	99%	87%	89%
Palo Alto as a place to work	87%	87%	91%	89%	90%	85%	76%	87%
Palo Alto as a place to retire	64%	65%	75%	72%	65%	71%	57%	57%
The overall quality of life in Palo Alto	93%	94%	95%	98%	93%	91%	89%	92%

Community Characteristics (Percent "excellent" or "good")								
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Sense of community	71%	71%	69%	74%	77%	73%	63%	68%
Openness and acceptance of the community towards people of diverse backgrounds	78%	79%	74%	80%	79%	82%	74%	77%
Overall appearance of Palo Alto	83%	83%	82%	85%	86%	83%	77%	81%
Cleanliness of Palo Alto	85%	85%	84%	87%	88%	84%	78%	83%
Overall quality of new development in Palo Alto	55%	53%	57%	55%	59%	46%	41%	54%
Variety of housing options	39%	37%	37%	33%	47%	41%	32%	38%

**City Auditor's Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010**

Community Characteristics (Percent "excellent" or "good")								
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Overall quality of business and service establishments in Palo Alto	73%	75%	76%	79%	75%	73%	68%	72%
Shopping opportunities	70%	70%	71%	78%	75%	72%	64%	63%
Opportunities to attend cultural activities	74%	74%	71%	76%	78%	74%	69%	72%
Recreational opportunities	78%	80%	80%	83%	81%	81%	76%	78%
Employment opportunities	51%	52%	56%	60%	48%	52%	42%	47%
Educational opportunities	91%	90%	90%	92%	91%	92%	93%	87%
Opportunities to participate in social events and activities	80%	74%	82%	79%	82%	74%	73%	70%
Opportunities to volunteer	83%	81%	84%	85%	86%	81%	76%	79%
Opportunities to participate in community matters	76%	76%	74%	81%	79%	78%	74%	71%
Ease of car travel in Palo Alto	65%	66%	64%	67%	66%	69%	65%	64%
Ease of bus travel in Palo Alto	36%	39%	33%	47%	35%	35%	41%	35%
Ease of rail travel in Palo Alto	63%	62%	70%	70%	59%	59%	56%	57%
Ease of bicycle travel in Palo Alto	79%	81%	84%	81%	79%	88%	78%	78%
Ease of walking in Palo Alto	82%	85%	88%	93%	82%	88%	78%	78%
Availability of paths and walking trails	75%	75%	75%	80%	74%	78%	75%	69%
Traffic flow on major streets	46%	47%	45%	50%	43%	48%	45%	44%
Amount of public parking	55%	60%	66%	63%	52%	66%	48%	55%
Availability of affordable quality housing	17%	15%	15%	15%	19%	16%	17%	14%
Availability of affordable quality child care	32%	25%	27%	27%	39%	27%	28%	23%
Availability of affordable quality health care	63%	62%	78%	64%	57%	62%	52%	60%
Availability of preventive health services	67%	67%	73%	72%	70%	62%	58%	65%
Air quality	73%	77%	74%	81%	73%	72%	71%	76%

**City Auditor's Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010**

Community Characteristics (Percent "excellent" or "good")								
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Quality of overall natural environment in Palo Alto	84%	84%	90%	87%	85%	80%	75%	84%
Overall image or reputation of Palo Alto	92%	90%	95%	92%	92%	87%	88%	88%
Availability of locally grown produce	70%	71%	73%	79%	67%	68%	71%	67%
Opportunities to learn about City services through social networking Web sites such as: Twitter, Facebook and MySpace	60%	57%	49%	63%	62%	61%	66%	51%

Community Safety (Percent "very" or "somewhat" safe)								
Please rate how safe or unsafe you feel from the following in Palo Alto:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Violent crime (e.g., rape, assault, robbery)	82%	85%	83%	83%	77%	81%	85%	89%
Property crimes (e.g., burglary, theft)	66%	75%	72%	75%	61%	70%	62%	78%
Environmental hazards, including toxic waste	81%	83%	87%	89%	76%	79%	78%	81%

Personal Safety (Percent "very" or "somewhat" safe)								
Please rate how safe or unsafe you feel:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
In your neighborhood during the day	95%	96%	96%	98%	94%	93%	96%	96%
In your neighborhood after dark	78%	83%	79%	82%	72%	77%	81%	86%
In Palo Alto's downtown area during the day	91%	94%	95%	95%	89%	91%	91%	94%
In Palo Alto's downtown area after dark	65%	70%	73%	72%	54%	66%	66%	71%

## City Auditor's Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010

Crime Victimization and Reporting (Percent "yes")								
	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
During the past 12 months, were you or anyone in your household the victim of any crime?	11%	9%	12%	14%	11%	10%	12%	6%
If yes, was this crime (these crimes) reported to the police?	80%	86%	96%	97%	80%	93%	70%	61%

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?	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Used Palo Alto public libraries or their services	82%	76%	69%	74%	87%	88%	87%	72%
Used Palo Alto recreation centers	63%	60%	56%	62%	73%	64%	62%	55%
Participated in a recreation program or activity	49%	50%	43%	51%	59%	53%	44%	49%
Visited a neighborhood park or City park	94%	94%	87%	95%	96%	93%	96%	94%
Ridden a local bus within Palo Alto	31%	31%	24%	29%	37%	28%	20%	33%
Attended a meeting of local elected officials or other local public meeting	28%	27%	27%	26%	30%	33%	27%	25%
Visited the City of Palo Alto Web site (at <a href="http://www.cityofpaloalto.org">www.cityofpaloalto.org</a> )	75%	79%	66%	74%	78%	86%	72%	80%
Recycled used paper, cans or bottles from your home	99%	98%	99%	97%	99%	99%	98%	98%
Volunteered your time to some group or activity in Palo Alto	56%	51%	53%	51%	63%	48%	50%	52%
Participated in a club or civic group in Palo Alto	33%	31%	32%	32%	39%	27%	30%	33%
Provided help to a friend or neighbor	93%	92%	92%	90%	94%	96%	92%	92%
Used the City's Web site to conduct business or pay bills	25%	33%	24%	34%	32%	34%	21%	30%

## City Auditor's Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010

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?	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Read a Palo Alto Newspaper	95%	91%	94%	88%	98%	98%	94%	90%

Service Quality (Percent "excellent" or "good")								
Please rate the quality of each of the following services in Palo Alto:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Police services	84%	87%	82%	88%	87%	84%	84%	88%
Fire services	95%	93%	91%	93%	93%	91%	99%	93%
Ambulance or emergency medical services	91%	94%	85%	93%	91%	95%	98%	94%
Crime prevention	73%	79%	65%	77%	76%	79%	79%	81%
Fire prevention and education	80%	79%	73%	83%	80%	76%	86%	77%
Traffic enforcement	61%	64%	56%	71%	57%	59%	65%	62%
Street repair	42%	43%	36%	39%	47%	57%	40%	39%
Street cleaning	73%	76%	81%	79%	72%	80%	64%	71%
Street lighting	64%	68%	59%	70%	68%	61%	61%	70%
Sidewalk maintenance	53%	51%	46%	50%	53%	53%	46%	51%
Traffic signal timing	56%	56%	54%	59%	57%	57%	52%	54%
Bus or transit services	50%	45%	38%	58%	49%	36%	48%	43%
Garbage collection	89%	88%	89%	89%	86%	87%	85%	88%
Recycling collection	90%	90%	87%	92%	89%	89%	88%	89%
Storm drainage	73%	74%	67%	67%	73%	80%	73%	76%

## City Auditor's Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010

Service Quality (Percent "excellent" or "good")								
Please rate the quality of each of the following services in Palo Alto:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Drinking water	81%	84%	75%	88%	83%	84%	83%	81%
Sewer services	81%	82%	75%	80%	86%	79%	77%	86%
City parks	92%	90%	92%	90%	90%	89%	93%	91%
Recreation programs or classes	85%	82%	82%	85%	85%	78%	86%	82%
Recreation centers or facilities	80%	81%	77%	80%	78%	81%	78%	81%
Land use, planning and zoning	47%	49%	53%	54%	53%	50%	34%	46%
Code enforcement (weeds, abandoned buildings, etc)	50%	53%	48%	60%	56%	53%	42%	48%
Animal control	78%	76%	76%	83%	78%	70%	78%	74%
Economic development	54%	49%	57%	52%	53%	53%	47%	46%
Services to seniors	82%	79%	85%	83%	84%	74%	75%	80%
Services to youth	75%	70%	72%	74%	76%	62%	73%	73%
Services to low-income people	59%	49%	67%	49%	63%	42%	51%	53%
Public library services	78%	82%	75%	87%	84%	84%	77%	77%
Public information services	68%	67%	63%	73%	70%	69%	68%	63%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62%	59%	61%	56%	62%	62%	64%	60%
Preservation of natural areas such as open space, farmlands and greenbelts	82%	78%	77%	78%	82%	74%	86%	80%
Neighborhood branch libraries	75%	75%	72%	75%	78%	80%	74%	73%
Variety of library materials	73%	75%	69%	80%	78%	75%	71%	72%
Your neighborhood park	87%	88%	82%	88%	88%	85%	91%	89%
Street tree maintenance	72%	69%	70%	70%	73%	63%	71%	70%
Electric utility	83%	79%	87%	80%	82%	72%	78%	80%



**City Auditor’s Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010**

Service Quality (Percent “excellent” or “good”)								
Please rate the quality of each of the following services in Palo Alto:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Gas utility	81%	80%	85%	85%	82%	74%	77%	81%
City's Web site	55%	63%	51%	67%	61%	63%	53%	61%
Art programs and theater	79%	78%	80%	82%	80%	77%	77%	76%

Government Services Overall (Percent "excellent" or "good")								
Overall, how would you rate the quality of the services provided by each of the following?	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
The City of Palo Alto	80%	80%	86%	82%	79%	79%	74%	79%
The Federal Government	41%	43%	41%	44%	36%	47%	42%	40%
The State Government	23%	27%	21%	27%	24%	22%	24%	28%
Santa Clara County Government	42%	48%	40%	51%	39%	41%	41%	49%

Contact with City Employees (Percent “yes”)								
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)?	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
	58%	56%	52%	59%	59%	58%	64%	54%

**City Auditor's Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010**

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?	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Knowledge	84%	81%	90%	84%	84%	68%	78%	84%
Responsiveness	78%	75%	85%	80%	76%	64%	72%	77%
Courtesy	84%	82%	91%	88%	79%	71%	80%	81%
Overall impression	79%	77%	84%	82%	77%	69%	73%	78%

Government Performance (Percent "excellent" or "good")								
Please rate the following categories of Palo Alto government performance:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
The value of services for the taxes paid to Palo Alto	58%	62%	62%	70%	55%	59%	58%	57%
The overall direction that Palo Alto is taking	53%	57%	65%	60%	50%	53%	43%	56%
The job Palo Alto government does at welcoming citizen involvement	56%	57%	63%	59%	54%	57%	48%	55%

Recommendation and Longevity (Percent "somewhat" or "very" likely)								
Please indicate how likely or unlikely you are to do each of the following:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Recommend living in Palo Alto to someone who asks	90%	90%	96%	94%	84%	90%	88%	87%
Remain in Palo Alto for the next five years	87%	83%	83%	80%	90%	90%	82%	82%

## City Auditor's Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010

Impact of the Economy (Percent "somewhat" or "very" positive)								
	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
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:	13%	16%	8%	15%	17%	14%	12%	16%

Policy Questions (Percent "yes")								
	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
During the past 12 months, did you or anyone in your household have contact with the Palo Alto Police Department?	35%	32%	35%	33%	35%	34%	39%	31%
If yes, how do you rate the quality of your contact with the Palo Alto Police Department?	72%	78%	67%	82%	76%	63%	70%	83%

Policy Questions (Percent "excellent" or "good")								
Please rate the City of Palo Alto on each of the following:	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
Preservation of wildlife and native plants	87%	85%	91%	84%	84%	83%	87%	87%
Water and energy preservation	83%	79%	91%	82%	82%	79%	76%	77%
City's composting process and pickup services	86%	83%	85%	85%	86%	80%	88%	85%
Infrastructure Investment (e.g., buildings, streets)	56%	54%	58%	53%	63%	56%	44%	54%
Downtown shopping, dining and entertainment experience	74%	75%	77%	76%	77%	77%	68%	72%
Promoting business growth and economic development	46%	49%	50%	53%	43%	53%	42%	44%

**City Auditor’s Analysis II: Overall Ratings and Ratings by Zip Code for FY 2009 and FY 2010**

Policy Questions								
	Overall Rating		Zip Code					
			94301 & 94304		94303		94306	
	2009	2010	2009	2010	2009	2010	2009	2010
In the past 12 months, did you or anyone from your household apply for a permit(s) from the City's Development Center? (percent yes)	7%	8%	6%	6%	9%	10%	7%	9%
If yes, how would you rate each of the following? (percent “excellent” or “good”)								
Ease of the planning approval process	21%	36%	0%	35%	31%	57%	24%	25%
Time required to review and issue the permit(s)	26%	33%	16%	31%	38%	48%	17%	25%
Inspection timeliness	52%	61%	52%	65%	58%	85%	39%	45%
Overall customer service	28%	56%	33%	59%	18%	79%	39%	39%
Ease of the overall application process	15%	34%	0%	33%	17%	65%	26%	18%



# CITY OF PALO ALTO, CA 2010

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 shown. 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 four percentage points around any given percent reported for the entire sample (approximately 624 completed surveys). 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 226 for Zip Codes 94301 and 94304, 127 for Zip Code 94303 and 271 for Zip Code 94306.



## 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 & 94304	94303	94306
Palo Alto as a place to live	98%	94%	94%
Your neighborhood as a place to live	93%	87%	91%
Palo Alto as a place to raise children	93%	99%	89%
Palo Alto as a place to work	89%	85%	87%
Palo Alto as a place to retire	72%	71%	57%
The overall quality of life in Palo Alto	98%	91%	92%

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 & 94304	94303	94306
Sense of community	74%	73%	68%
Openness and acceptance of the community towards people of diverse backgrounds	80%	82%	77%
Overall appearance of Palo Alto	85%	83%	81%
Cleanliness of Palo Alto	87%	84%	83%
Overall quality of new development in Palo Alto	55%	46%	54%
Variety of housing options	33%	41%	38%
Overall quality of business and service establishments in Palo Alto	79%	73%	72%
Shopping opportunities	78%	72%	63%
Opportunities to attend cultural activities	76%	74%	72%
Recreational opportunities	83%	81%	78%
Employment opportunities	60%	52%	47%
Educational opportunities	92%	92%	87%
Opportunities to participate in social events and activities	79%	74%	70%
Opportunities to volunteer	85%	81%	79%
Opportunities to participate in community matters	81%	78%	71%
Ease of car travel in Palo Alto	67%	69%	64%

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 & 94304	94303	94306
Ease of bus travel in Palo Alto	47%	35%	35%
Ease of rail travel in Palo Alto	70%	59%	57%
Ease of bicycle travel in Palo Alto	81%	88%	78%
Ease of walking in Palo Alto	93%	88%	78%
Availability of paths and walking trails	80%	78%	69%
Traffic flow on major streets	50%	48%	44%
Amount of public parking	63%	66%	55%
Availability of affordable quality housing	15%	16%	14%
Availability of affordable quality child care	27%	27%	23%
Availability of affordable quality health care	64%	62%	60%
Availability of preventive health services	72%	62%	65%
Air quality	81%	72%	76%
Quality of overall natural environment in Palo Alto	87%	80%	84%
Overall image or reputation of Palo Alto	92%	87%	88%
Availability of locally grown produce	79%	68%	67%
Opportunities to learn about City services through social networking Web sites such as: Twitter, Facebook and MySpace	63%	61%	51%

Question 3: Growth (Percent of respondents)			
Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:	Zip Code		
	94301 & 94304	94303	94306
Population growth too fast	33%	62%	54%
Retail growth too slow	29%	32%	31%
Job growth too slow	70%	61%	67%

Question 4: Code Enforcement (Percent at least a "minor" problem)			
	Zip Code		
	94301 & 94304	94303	94306
Run down buildings, weed lots or junk vehicle a major problem in Palo Alto	2%	4%	4%

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 & 94304	94303	94306
Violent crime (e.g., rape, assault, robbery)	83%	81%	89%
Property crimes (e.g., burglary, theft)	75%	70%	78%
Environmental hazards, including toxic waste	89%	79%	81%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel:	Zip Code		
	94301 & 94304	94303	94306
In your neighborhood during the day	98%	93%	96%
In your neighborhood after dark	82%	77%	86%
In Palo Alto's downtown area during the day	95%	91%	94%
In Palo Alto's downtown area after dark	72%	66%	71%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")			
	Zip Code		
	94301 & 94304	94303	94306
During the past 12 months, were you or anyone in your household the victim of any crime?	14%	10%	6%
If yes, was this crime (these crimes) reported to the police?	97%	93%	61%

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 & 94304	94303	94306
Used Palo Alto public libraries or their services	74%	88%	72%
Used Palo Alto recreation centers	62%	64%	55%
Participated in a recreation program or activity	51%	53%	49%
Visited a neighborhood park or City park	95%	93%	94%
Ridden a local bus within Palo Alto	29%	28%	33%
Attended a meeting of local elected officials or other local public meeting	26%	33%	25%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	25%	28%	30%
Visited the City of Palo Alto Web site (at <a href="http://www.cityofpaloalto.org">www.cityofpaloalto.org</a> )	74%	86%	80%
Recycled used paper, cans or bottles from your home	97%	99%	98%
Volunteered your time to some group or activity in Palo Alto	51%	48%	52%
Participated in a club or civic group in Palo Alto	32%	27%	33%
Provided help to a friend or neighbor	90%	96%	92%
Used the City's Web site to conduct business or pay bills	34%	34%	30%
Read a Palo Alto Newspaper	88%	98%	90%

Question 10: Neighborliness (Percent at least several times a week)			
	Zip Code		
	94301 & 94304	94303	94306
Visit with neighbors at least several times a week	44%	42%	41%

Question 11: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Palo Alto:	Zip Code		
	94301 & 94304	94303	94306
Police services	88%	84%	88%
Fire services	93%	91%	93%
Ambulance or emergency medical services	93%	95%	94%
Crime prevention	77%	79%	81%
Fire prevention and education	83%	76%	77%
Traffic enforcement	71%	59%	62%
Street repair	39%	57%	39%
Street cleaning	79%	80%	71%
Street lighting	70%	61%	70%
Sidewalk maintenance	50%	53%	51%
Traffic signal timing	59%	57%	54%
Bus or transit services	58%	36%	43%
Garbage collection	89%	87%	88%
Recycling collection	92%	89%	89%
Storm drainage	67%	80%	76%
Drinking water	88%	84%	81%
Sewer services	80%	79%	86%
City parks	90%	89%	91%
Recreation programs or classes	85%	78%	82%
Recreation centers or facilities	80%	81%	81%
Land use, planning and zoning	54%	50%	46%
Code enforcement (weeds, abandoned buildings, etc)	60%	53%	48%
Animal control	83%	70%	74%
Economic development	52%	53%	46%
Services to seniors	83%	74%	80%
Services to youth	74%	62%	73%
Services to low-income people	49%	42%	53%
Public library services	87%	84%	77%

Question 11: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Palo Alto:	Zip Code		
	94301 & 94304	94303	94306
Public information services	73%	69%	63%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	56%	62%	60%
Preservation of natural areas such as open space, farmlands and greenbelts	78%	74%	80%
Neighborhood branch libraries	75%	80%	73%
Variety of library materials	80%	75%	72%
Your neighborhood park	88%	85%	89%
Street tree maintenance	70%	63%	70%
Electric utility	80%	72%	80%
Gas utility	85%	74%	81%
City's Web site	67%	63%	61%
Art programs and theater	82%	77%	76%

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 & 94304	94303	94306
The City of Palo Alto	82%	79%	79%
The Federal Government	44%	47%	40%
The State Government	27%	22%	28%
Santa Clara County Government	51%	41%	49%

Question 13: Contact with City Employees (Percent "yes")			
	Zip Code		
	94301 & 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)?	59%	58%	54%

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 & 94304	94303	94306
Knowledge	84%	68%	84%
Responsiveness	80%	64%	77%
Courtesy	88%	71%	81%
Overall impression	82%	69%	78%

Question 15: Government Performance (Percent "excellent" or "good")			
Please rate the following categories of Palo Alto government performance:	Zip Code		
	94301 & 94304	94303	94306
The value of services for the taxes paid to Palo Alto	70%	59%	57%
The overall direction that Palo Alto is taking	60%	53%	56%
The job Palo Alto government does at welcoming citizen involvement	59%	57%	55%

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 & 94304	94303	94306
Recommend living in Palo Alto to someone who asks	94%	90%	87%
Remain in Palo Alto for the next five years	80%	90%	82%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)			
	Zip Code		
	94301 & 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:	15%	14%	16%

Question 18a: Policy Question 1 (Percent "yes")			
	Zip Code		
	94301 & 94304	94303	94306
During the past 12 months, did you or anyone in your household have contact with the Palo Alto Police Department?	33%	34%	31%

Question 18b: Policy Question 2 (Percent "excellent" or "good")			
	Zip Code		
	94301 & 94304	94303	94306
If yes, how do you rate the quality of your contact with the Palo Alto Police Department?	82%	63%	83%

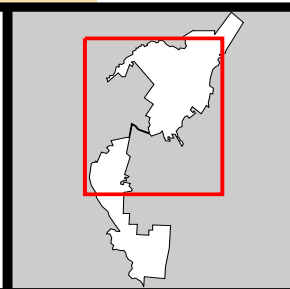
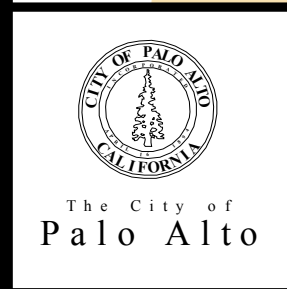
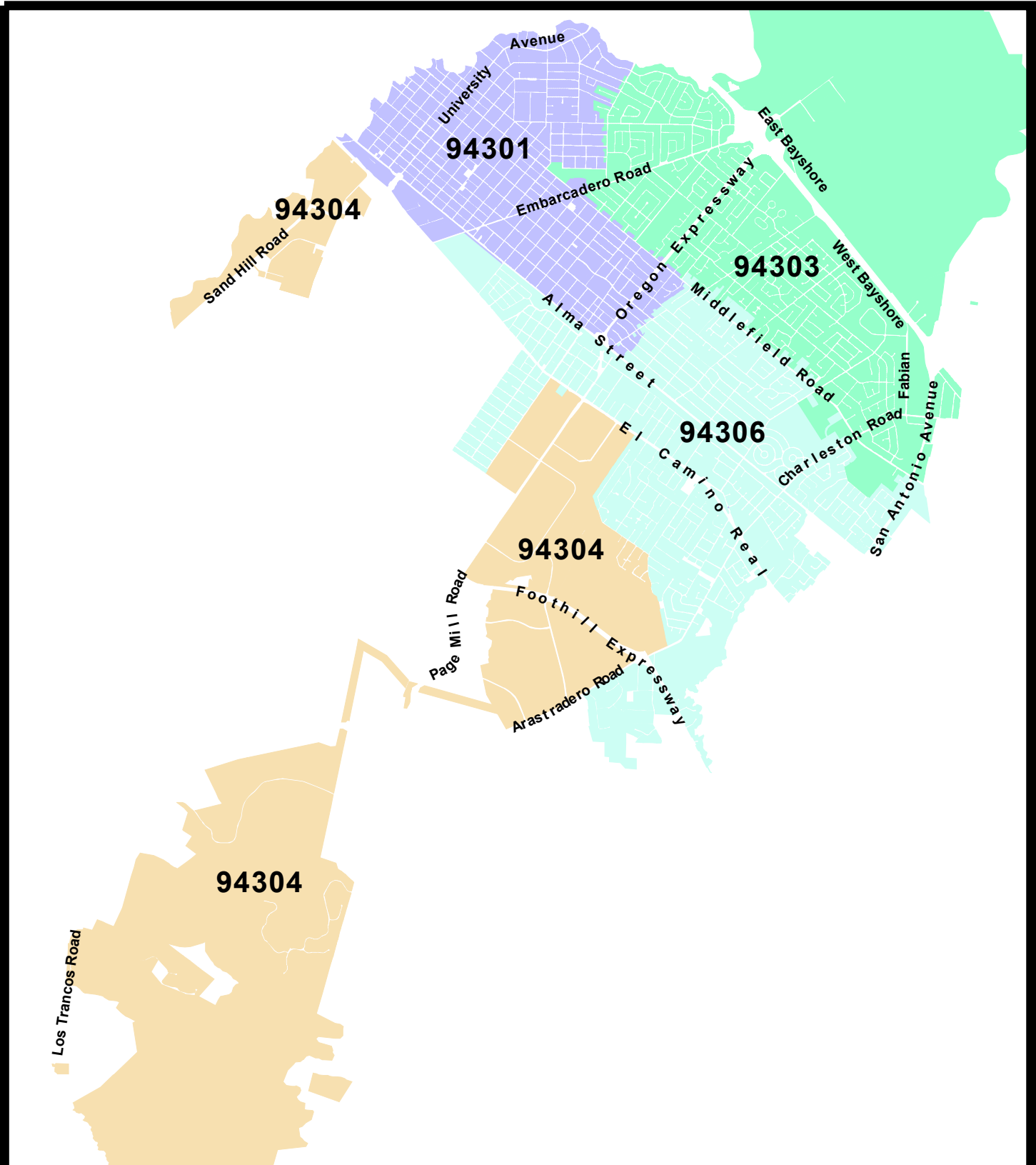
Question 18c: Policy Question 3(Percent "excellent" or "good")			
Please rate the City of Palo Alto on each of the following:	Zip Code		
	94301 & 94304	94303	94306
Preservation of wildlife and native plants	84%	83%	87%
Water and energy preservation	82%	79%	77%
City's composting process and pickup services	85%	80%	85%
Infrastructure Investment (e.g., buildings, streets)	53%	56%	54%
Downtown shopping, dining and entertainment experience	76%	77%	72%
Promoting business growth and economic development	53%	53%	44%



Question 18d: Policy Question 4 (Percent "yes")			
	Zip Code		
	94301 & 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%	10%	9%

Question 18e: Policy Question 5 (Percent "excellent" or "good")			
If yes, how would you rate each of the following?	Zip Code		
	94301 & 94304	94303	94306
Ease of the planning approval process	35%	57%	25%
Time required to review and issue the permit(s)	31%	48%	25%
Inspection timeliness	65%	85%	45%
Overall customer service	59%	79%	39%
Ease of the overall application process	33%	65%	18%

Question 18f: Policy Question 6 (Percent "somewhat" or "strongly" support)			
As you may know, in response to the economic downturn, Palo Alto has implemented additional measures to keep its expenses in line with its revenues. To what extent do you support or oppose the following additional fiscal efforts for Palo Alto?	Zip Code		
	94301 & 94304	94303	94306
Pursuing a new revenue source for specific projects (e.g. capital projects, roads, recreation, etc.)	87%	88%	81%
Further reduction of City services and programs	41%	44%	40%
Further economic development efforts to increase sales tax revenue	73%	73%	78%



## City of Palo Alto Zip Codes

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

