CITY OF PALO ALTO OFFICE OF THE CITY AUDITOR

February 4, 2013

The Honorable City Council
Palo Alto, California

The National Citizen Survey 2012

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government.

The National Citizen Survey™ customized for the City of Palo Alto was developed in close cooperation with local jurisdiction staff. Palo Alto staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Palo Alto staff also augmented The National Citizen Survey™ basic service through a variety of options including a geographic cross-tabulation of results and several custom questions.

Respectfully submitted,

Jim Pelletier
City Auditor

ATTACHMENTS:

- Attachment A: The National Citizen Survey 2012   (PDF)

Department Head: Jim Pelletier, City Auditor

The National Citizen Survey™

CITY OF PALO ALTO, CA
2012

Contents:

1) Results

2) Benchmark Report

3) Geographic Subgroup Comparisons Report

NATIONAL
RESEARCH
CENTER INC.

ICMA

The National Citizen Survey™

CITY OF PALO ALTO, CA
2012

NATIONAL
RESEARCH
CENTER INC.

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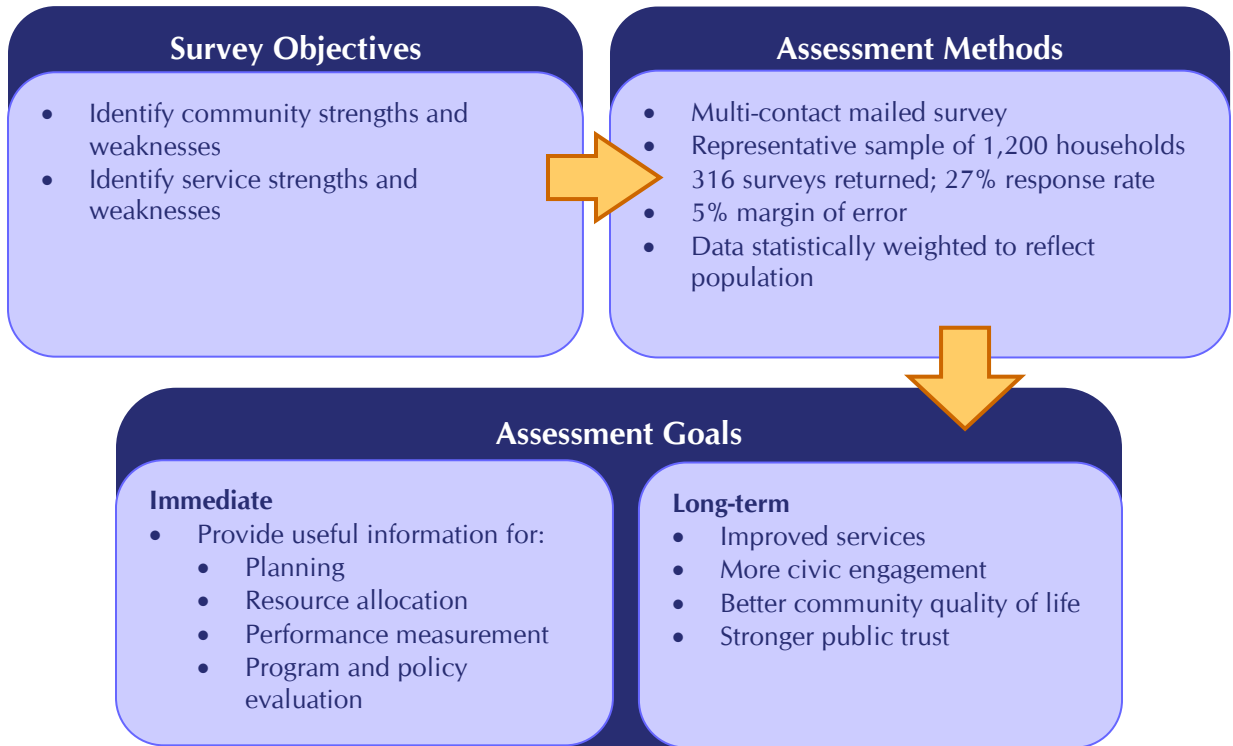
Survey Background

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS

Survey Objectives

- Identify community strengths and weaknesses
- Identify service strengths and weaknesses

Assessment Methods

- Multi-contact mailed survey
- Representative sample of 1,200 households
- 316 surveys returned; 27% response rate
- 5% margin of error
- Data statistically weighted to reflect population

Assessment Goals

Immediate
- Provide useful information for:
  - Planning
  - Resource allocation
  - Performance measurement
  - Program and policy evaluation

Long-term
- Improved services
- More civic engagement
- Better community quality of life
- Stronger public trust

The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
Place to live

COMMUNITY INCLUSIVENESS

Sense of community
Racial and cultural acceptance
Senior, youth and low-income services

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling services

COMMUNITY DESIGN

Transportation
Ease of travel, transit services, street maintenance

Housing
Housing options, cost, affordability

Land Use and Zoning
New development, growth, code enforcement

Economic Sustainability
Employment, shopping and retail, City as a place to work

RECREATION AND WELLNESS

Parks and Recreation
Recreation opportunities, use of parks and facilities, programs and classes

Culture, Arts and Education
Cultural and educational opportunities, libraries, schools

Health and Wellness
Availability of food, health services, social services

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and religious events

Information and Awareness
Public information, publications, Web site

PUBLIC SAFETY

Safety in neighborhood and downtown
Crime victimization
Police, fire, EMS services
Emergency preparedness

PUBLIC TRUST

Cooperation in community
Value of services
Direction of community
Citizen involvement
Employees

The survey and its administration are standardized to assure high quality research methods and directly 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. A total of 316 completed surveys were obtained, providing an overall response rate of 27%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Palo Alto was developed in close cooperation with local jurisdiction staff. Palo Alto staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Palo Alto staff also augmented The National Citizen Survey™ basic service through a variety of options including a geographic crosstabulation of results and several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Palo Alto Survey (316 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Palo Alto, but from City of Palo Alto services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Palo Alto chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Palo Alto survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Palo Alto results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Palo Alto's rating to the benchmark.

"Don't Know" Responses and Rounding

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.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

Executive Summary

This report of the City of Palo Alto survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Palo Alto and believed the City was a good place to live. The overall quality of life in the City of Palo Alto was rated as "excellent" or "good" by 94% of respondents. Almost all reported they plan on staying in the City of Palo Alto for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were the overall image or reputation of Palo Alto, educational opportunities and the overall appearance of Palo Alto. The three characteristics receiving the least positive ratings were the variety of housing options, the availability of affordable quality child care and the availability of affordable quality housing.

Ratings of community characteristics were compared to the benchmark database. Of the 31 characteristics for which comparisons were available, 24 were above the national benchmark comparison, two were similar to the national benchmark comparison and five were below.

Residents in the City of Palo Alto were very civically engaged. While only 25% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 90% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Palo Alto, which was much higher than the benchmark.

In general, survey respondents demonstrated trust in local government. A majority rated the overall direction being taken by the City of Palo Alto as "good" or "excellent." This was similar to the benchmark. Those residents who had interacted with an employee of the City of Palo Alto in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as "excellent" or "good."

On average, residents gave very favorable ratings to most of local government services. City services rated were able to be compared to the benchmark database. Of the 31 services for which comparisons were available, 23 were above the benchmark comparison and eight were similar to the benchmark comparison.

Respondents were asked to rate how frequently they participated in various activities in Palo Alto. The most popular activities included recycling and visiting a neighborhood park or City park; while the least popular activities were attending or watching a meeting of local elected officials. Generally, participation rates in the various activities in the community were higher than other communities.

While ratings for many services remained stable, there were several services whose ratings increased when compared to the 2011 survey. Ratings increased for services such as economic development, emergency preparedness, bus or transit services and recreation centers. Ratings also increased for some community characteristics, including employment opportunities and the availability of affordable quality health care. Ratings decreased for a few community characteristics such as ease of car travel and the availability of affordable quality child care.

A Key Driver Analysis was conducted for the City of Palo Alto which examined the relationships between ratings of each service and ratings of the City of Palo Alto's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Palo Alto can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Economic development
- Garbage collection
- Public information services
- Recreation programs or classes
- Street repair

Of these services, the one deserving the most attention may be the one that was similar to the benchmark comparisons: street repair. For economic development, garbage collection, public information services and recreation programs, the City of Palo Alto was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS
OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the City of Palo Alto – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of Palo Alto. Residents were asked whether they planned to move soon or if they would recommend the City of Palo Alto to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Palo Alto offers services and amenities that work.

Most of the City of Palo Alto's residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

Percent rating overall quality of life as "excellent" or "good"
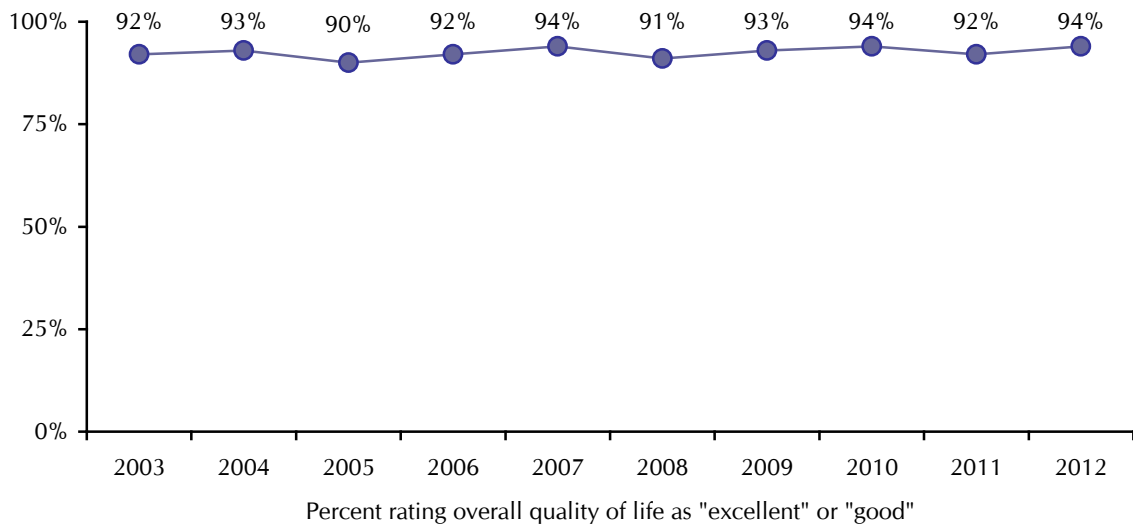
FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
The overall quality of life in Palo Alto	94%	92%	94%	93%	91%	94%	92%	90%	93%	92%
Your neighborhood as a place to live	90%	90%	91%	90%	91%	91%	91%	90%	91%	88%
Palo Alto as a place to live	95%	94%	95%	94%	95%	96%	94%	94%	96%	95%

Percent "excellent" or "good"

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Recommend living in Palo Alto to someone who asks	92%	91%	90%	90%	91%	100%	NA	NA	NA	NA
Remain in Palo Alto for the next five years	87%	87%	83%	87%	85%	80%	NA	NA	NA	NA

Percent "somewhat" or "very" likely

FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Palo Alto	Much above
Your neighborhood as place to live	Much above
Palo Alto as a place to live	Much above
Recommend living in Palo Alto to someone who asks	Much above
Remain in Palo Alto for the next five years	Above

Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years' data to make comparison easier. Trends from 2003 to 2012 were generally stable.

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of walking was given the most positive rating, followed by ease of bicycle travel. These ratings tended to be higher than the national benchmark and similar to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Ease of car travel in Palo Alto	51%	62%	66%	65%	60%	65%	60%	61%	52%	55%
Ease of bus travel in Palo Alto	42%	37%	39%	36%	34%	37%	44%	44%	43%	41%
Ease of rail or subway travel in Palo Alto	71%	64%	62%	63%	52%	55%	60%	69%	64%	NA
Ease of bicycle travel in Palo Alto	81%	77%	81%	79%	78%	84%	78%	79%	80%	84%
Ease of walking in Palo Alto	82%	83%	85%	82%	86%	88%	87%	86%	85%	86%
Availability of paths and walking trails	77%	75%	75%	75%	74%	NA	NA	NA	NA	NA
Traffic flow on major streets	36%	40%	47%	46%	38%	NA	NA	NA	NA	NA
Percent "excellent" or "good"										

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Palo Alto	Below
Ease of bus travel in Palo Alto	Similar
Ease of rail or subway travel in Palo Alto	Much above
Ease of bicycle travel in Palo Alto	Much above
Ease of walking in Palo Alto	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much below

Seven transportation services were rated in Palo Alto. As experienced in most communities across America, ratings tended to be a mix of positive and somewhat favorable. Street cleaning, street lighting and the amount of public parking were above the benchmark and street repair, sidewalk maintenance, traffic signal timing and bus or transit services were similar to the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Street repair	42%	40%	43%	42%	47%	47%	47%	48%	47%	50%
Street cleaning	80%	79%	76%	73%	75%	77%	77%	74%	77%	75%
Street lighting	68%	65%	68%	64%	64%	61%	66%	63%	65%	67%
Sidewalk maintenance	53%	51%	51%	53%	53%	57%	53%	51%	50%	50%
Traffic signal timing	47%	52%	56%	56%	56%	60%	55%	49%	57%	NA
Bus or transit services	58%	46%	45%	50%	49%	57%	58%	NA	NA	NA
Amount of public parking	51%	54%	60%	55%	52%	65%	58%	56%	56%	NA
Percent "excellent" or "good"										

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Similar
Street cleaning	Much above
Street lighting	Much above
Sidewalk maintenance	Similar
Traffic signal timing	Similar
Bus or transit services	Similar
Amount of public parking	Above

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

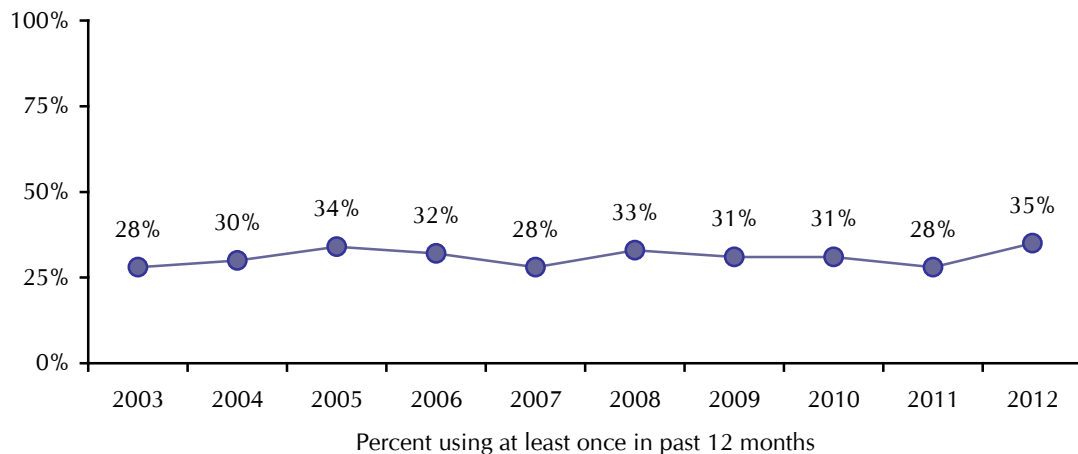| 2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
28%	30%	34%	32%	28%	33%	31%	31%	28%	35%

Percent using at least once in past 12 months

FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Palo Alto	Much more

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the primary mode of use. However, 5% of work commute trips were made by transit, 20% by bicycle and 6% by foot.

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	55%	63%	61%	58%	59%	NA	NA	NA	NA	NA
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	5%	9%	9%	8%	6%	NA	NA	NA	NA	NA
Bus, rail, subway or other public transportation	5%	3%	3%	7%	5%	NA	NA	NA	NA	NA
Walk	6%	6%	5%	7%	4%	NA	NA	NA	NA	NA
Bicycle	20%	11%	13%	9%	16%	NA	NA	NA	NA	NA
Work at home	8%	9%	9%	10%	9%	NA	NA	NA	NA	NA
Other	1%	0%	0%	0%	0%	NA	NA	NA	NA	NA

FIGURE 14: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Much less

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Palo Alto residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 12% of respondents, while the variety of housing options was rated as "excellent" or "good" by 29% of respondents. The rating of perceived affordable housing availability was worse in the City of Palo Alto than the ratings, on average, in comparison jurisdictions. Ratings for the variety of housing options dropped when compared to the 2011 survey iteration.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Availability of affordable quality housing	12%	14%	15%	17%	12%	10%	11%	8%	7%	6%
Variety of housing options	29%	37%	37%	39%	34%	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below
Variety of housing options	Much below

To augment the perceptions of affordable housing in Palo Alto, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Palo Alto experiencing housing cost stress. Almost 30% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Housing costs 30% or more of income	29%	36%	34%	35%	31%	NA	NA	NA	NA	NA

Percent of respondents

FIGURE 18: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	Less

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Palo Alto and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Palo Alto was rated as "excellent" by 13% of respondents and as "good" by an additional 43%. The overall appearance of Palo Alto was rated as "excellent" or "good" by 89% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Palo Alto, 3% thought they were a "major" problem. The services of code enforcement and animal control were rated much above the benchmark and the service of land use, planning and zoning was similar to the benchmark. Ratings showed a stable pattern when compared to past years.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Overall quality of new development in Palo Alto	56%	57%	53%	55%	57%	57%	62%	56%	NA	NA
Overall appearance of Palo Alto	89%	89%	83%	83%	89%	86%	85%	85%	86%	87%

Percent "excellent" or "good"

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Palo Alto	Similar
Overall appearance of Palo Alto	Much above

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

Percent rating population growth as "too fast"
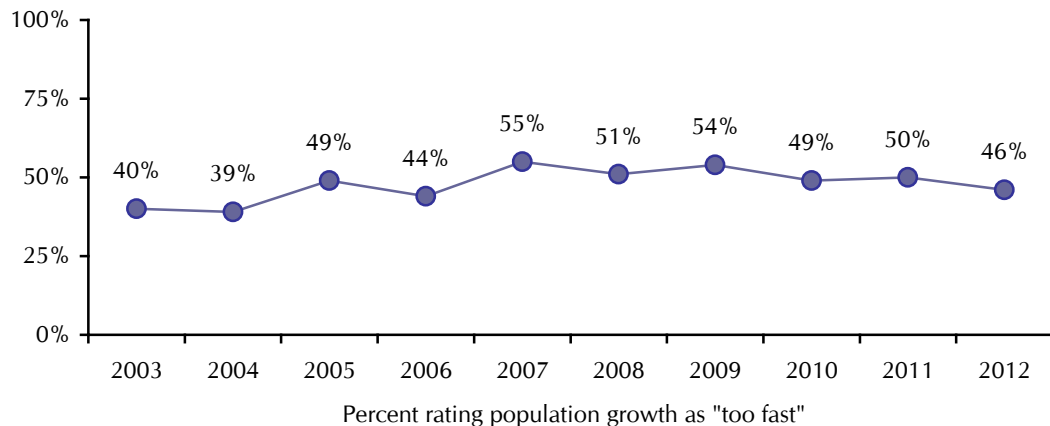
FIGURE 22: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	More

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

Percent rating run down buildings, weed lots or junk vehicles as a "major" problem
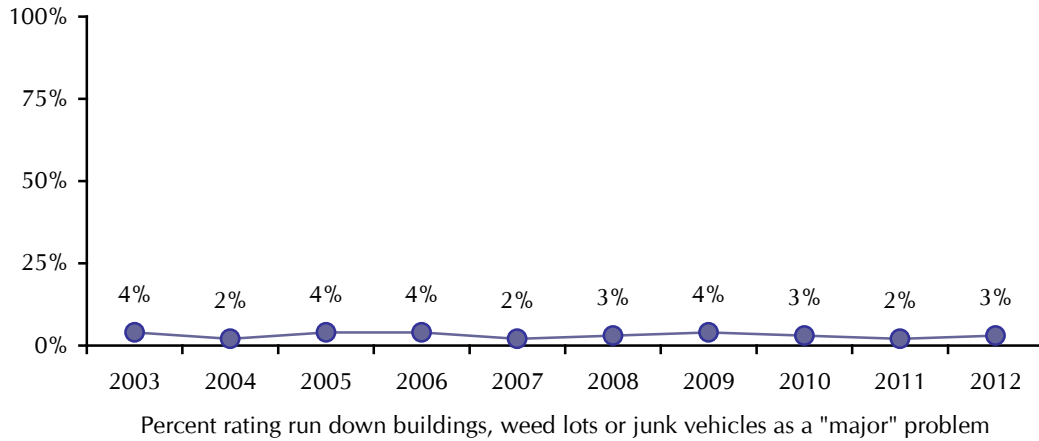
FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Land use, planning and zoning	51%	45%	49%	47%	47%	49%	50%	46%	48%	41%
Code enforcement (weeds, abandoned buildings, etc.)	61%	56%	53%	50%	59%	59%	61%	56%	59%	55%
Animal control	78%	72%	76%	78%	78%	79%	78%	79%	79%	79%
Percent "excellent" or "good"										

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Similar
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Much above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Palo Alto as a place to work and the overall quality of business and service establishments in Palo Alto. Receiving the lowest rating was employment opportunities. But, ratings for employment opportunities did increase when compared to the previous survey.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Employment opportunities	68%	56%	52%	51%	61%	61%	59%	45%	43%	33%
Shopping opportunities	69%	71%	70%	70%	71%	79%	80%	75%	NA	NA
Palo Alto as a place to work	88%	89%	87%	87%	90%	90%	84%	81%	NA	NA
Overall quality of business and service establishments in Palo Alto	79%	74%	75%	73%	77%	NA	NA	NA	NA	NA
Percent "excellent" or "good"										

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Palo Alto as a place to work	Much above
Overall quality of business and service establishments in Palo Alto	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Palo Alto, 44% responded that it was "too slow," while 19% reported retail growth as "too slow." Fewer residents in Palo Alto compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Retail growth seen as too slow	19%	35%	31%	34%	28%	29%	26%	25%	21%	18%
Jobs growth seen as too slow	44%	64%	67%	65%	48%	38%	49%	63%	69%	76%
Percent of respondents										

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	Much less

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

Percent "excellent" or "good"
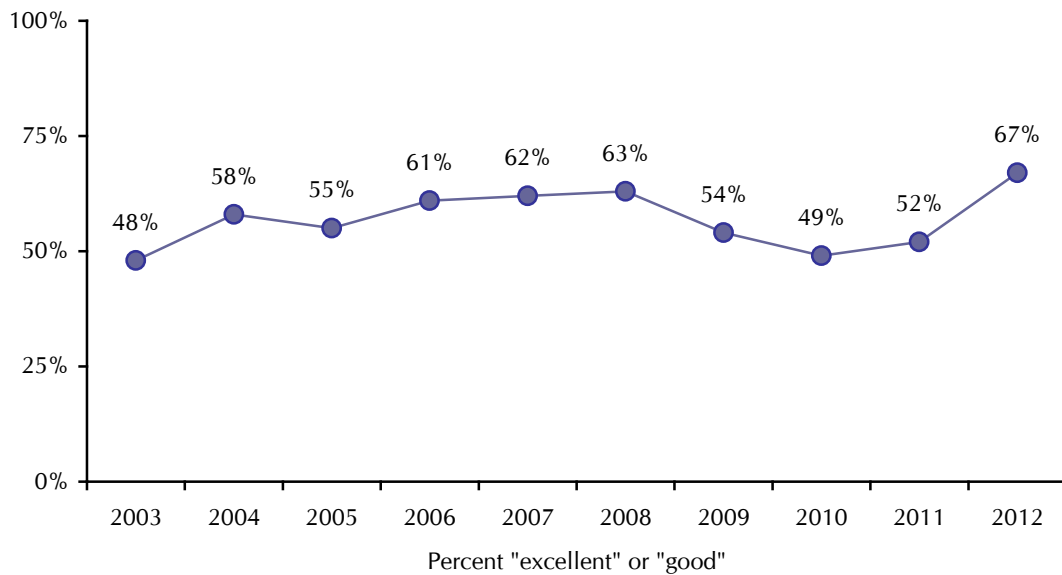
FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

Residents were asked to reflect on their economic prospects in the near term. Twenty-two percent of the City of Palo Alto residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family. The percent of residents with an optimistic outlook on their household income was more than comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

Percent "very" or "somewhat" positive
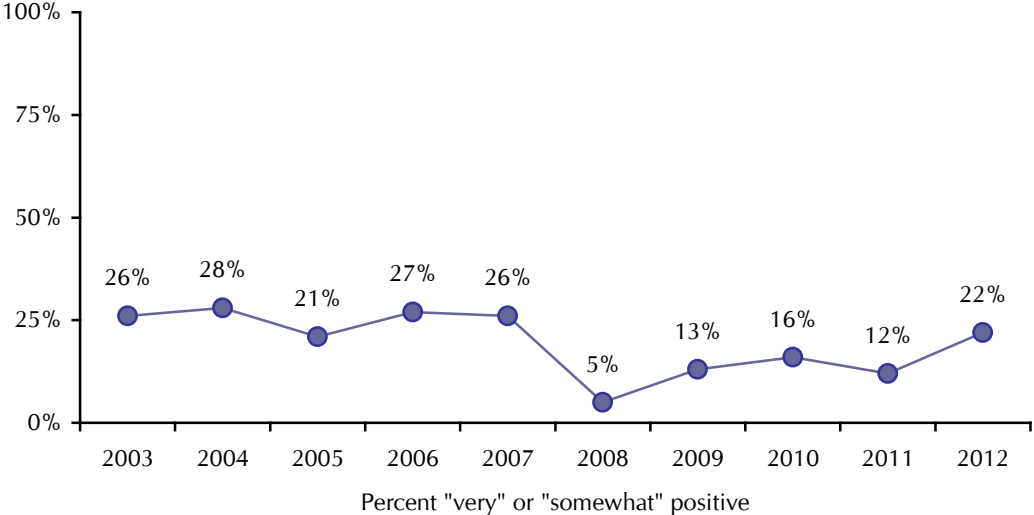
FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Above

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Palo Alto. More than 85% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 81% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown. Ratings were stable when compared to the 2011 survey with the exception of safety from property crimes whose ratings declined.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Safety in your neighborhood during the day	96%	98%	96%	95%	95%	98%	94%	98%	98%	97%
Safety in your neighborhood after dark	82%	83%	83%	78%	78%	85%	79%	84%	82%	83%
Safety in Palo Alto's downtown area during the day	92%	91%	94%	91%	96%	94%	91%	96%	94%	95%
Safety in Palo Alto's downtown area after dark	71%	65%	70%	65%	65%	74%	69%	69%	76%	71%
Safety from violent crime (e.g., rape, assault, robbery)	87%	85%	85%	82%	85%	86%	75%	87%	84%	84%
Safety from property crimes (e.g., burglary, theft)	61%	71%	75%	66%	74%	75%	62%	76%	71%	73%
Safety from environmental hazards	81%	84%	83%	81%	80%	NA	NA	NA	NA	NA
Percent "very" or "somewhat" safe										

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Above
In your neighborhood after dark	Above
In Palo Alto's downtown area during the day	Above
In Palo Alto's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Similar
Environmental hazards, including toxic waste	Above

As assessed by the survey, 9% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 62% had reported it to police. Compared to other jurisdictions fewer Palo Alto residents had been victims of crime in the 12 months preceding the survey and fewer of Palo Alto residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
During the past 12 months, were you or anyone in your household the victim of any crime?	9%	9%	9%	11%	10%	9%	12%	10%	11%	13%
If yes, was this crime (these crimes) reported to the police?	62%	71%	86%	80%	73%	62%	62%	69%	62%	80%
Percent "yes"										

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Less
Reported crimes	Much less

Residents rated seven City public safety services; of these, five were rated above the benchmark comparison and two were rated similar to the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement received the lowest ratings. Most were rated similar compared to previous years, but ratings for emergency preparedness did increase.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Police services	86%	88%	87%	84%	84%	91%	87%	87%	90%	89%
Fire services	96%	92%	93%	95%	96%	98%	95%	94%	97%	96%
Ambulance or emergency medical services	96%	93%	94%	91%	95%	94%	94%	95%	95%	95%
Crime prevention	74%	81%	79%	73%	74%	83%	77%	86%	86%	NA
Fire prevention and education	80%	76%	79%	80%	87%	86%	84%	82%	85%	NA
Traffic enforcement	66%	61%	64%	61%	64%	72%	63%	63%	64%	64%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	73%	64%	59%	62%	71%	NA	NA	NA	NA	NA
Percent "excellent" or "good"										

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Above
Fire services	Above
Ambulance or emergency medical services	Above
Crime prevention	Above
Fire prevention and education	Similar
Traffic enforcement	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Above

FIGURE 41: CONTACT WITH POLICE AND FIRE DEPARTMENTS IN PREVIOUS 12 MONTHS BY YEAR
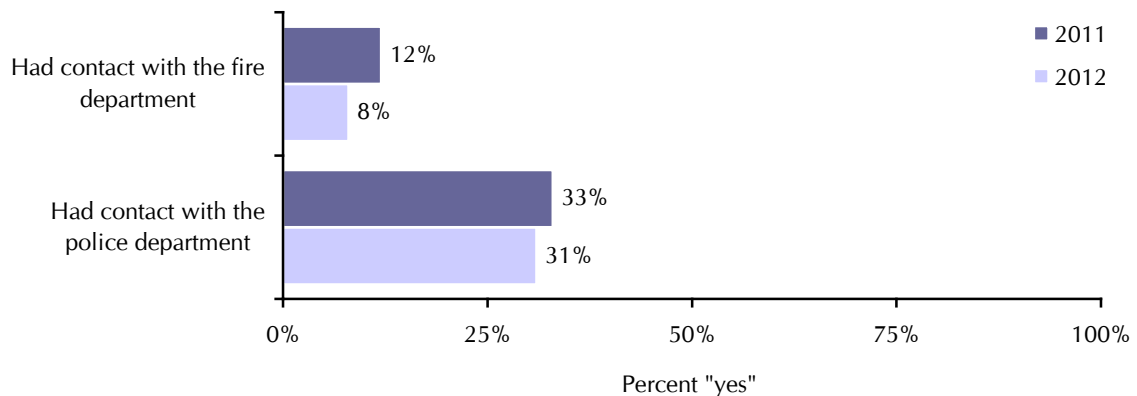
FIGURE 42: RATINGS OF POLICE AND FIRE EMPLOYEES BY YEAR
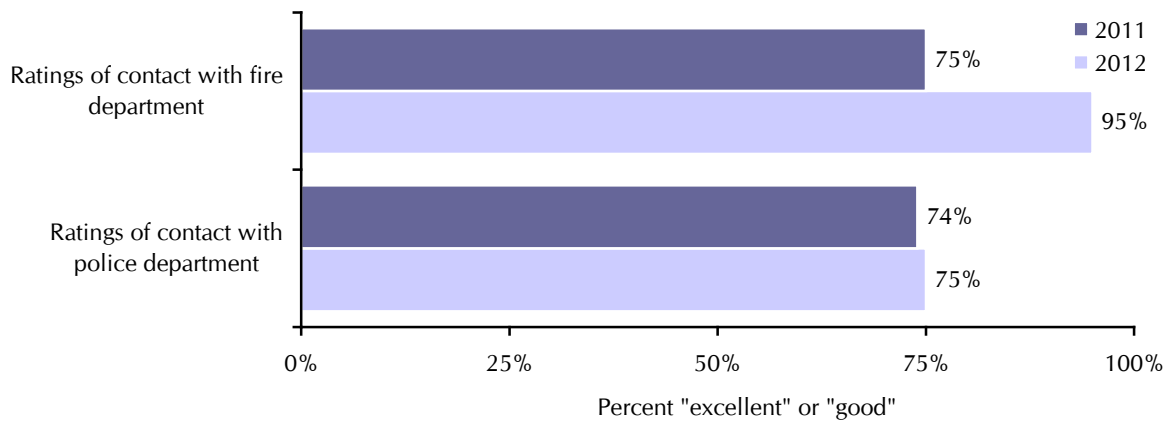
FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Palo Alto Police Department in previous 12 months	Less
Overall impression of most recent contact with the City of Palo Alto Police Department	Similar
Had contact with the City of Palo Alto Fire Department in previous 12 months	Less
Overall impression of most recent contact with the City of Palo Alto Fire Department	Above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Palo Alto were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 88% of survey respondents and received the highest rating. It was also much above the benchmark.

FIGURE 44: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEARS

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Cleanliness of Palo Alto	86%	88%	85%	85%	88%	NA	NA	NA	NA	NA
Quality of overall natural environment in Palo Alto	88%	84%	84%	84%	85%	NA	NA	NA	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	81%	76%	78%	82%	78%	NA	NA	NA	NA	NA
Air quality	81%	77%	77%	73%	75%	79%	80%	NA	NA	NA
Percent "excellent" or "good"										

FIGURE 45: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Palo Alto	Much above
Quality of overall natural environment in Palo Alto	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Much above

Resident recycling was much greater than recycling reported in comparison communities. While reported frequency of recycling declined starting in 2005, it increased in 2009 and has held stable since then.

FIGURE 46: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

Percent using at least once in past 12 months
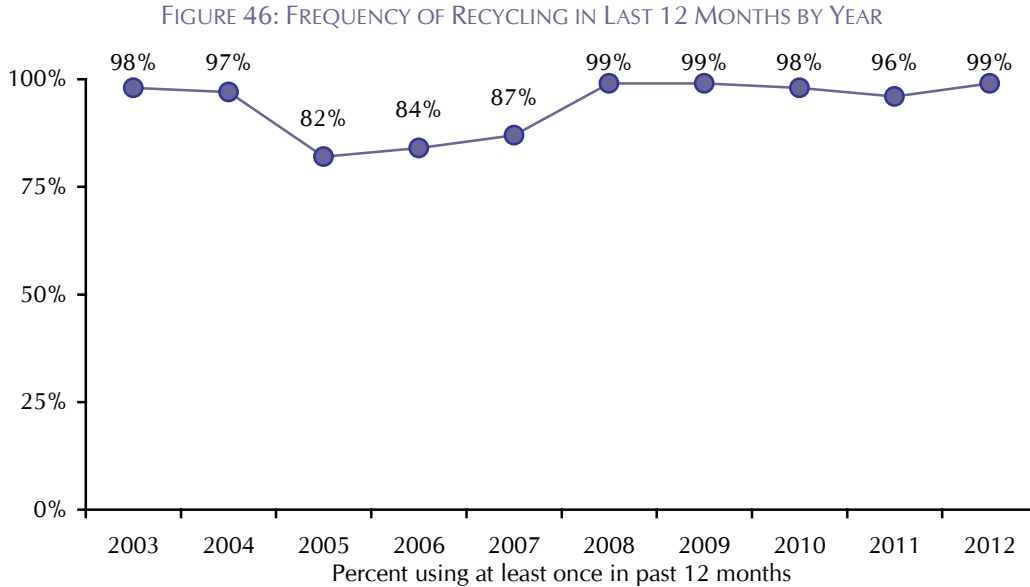
FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the four utility services rated by those completing the questionnaire, all four were higher than the benchmark comparison. These service ratings trends were stable when compared to past surveys.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Sewer services	82%	84%	82%	81%	81%	83%	83%	82%	80%	84%
Drinking water	83%	86%	84%	81%	87%	79%	80%	80%	74%	82%
Storm drainage	75%	74%	74%	73%	70%	59%	61%	60%	57%	65%
Garbage collection	89%	89%	88%	89%	92%	91%	92%	92%	91%	94%
Percent "excellent" or "good"										

FIGURE 49: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Sewer services	Much above
Drinking water	Much above
Storm drainage	Much above
Garbage collection	Above

The National Citizen Survey™

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Palo Alto were rated positively as were services related to parks and recreation. City parks were rated much higher to the benchmark and recreation programs were much higher than the benchmark. Recreation centers received the lowest rating but were much higher than the national benchmark. Parks and recreation ratings have varied over time with ratings for recreation centers increasing when compared to the 2011 survey.

Resident use of Palo Alto parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Palo Alto recreation centers was much greater than the percent of users in comparison jurisdictions. However, recreation program use in Palo Alto was about the same as use in comparison jurisdictions.

FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

Percent "excellent" or "good"
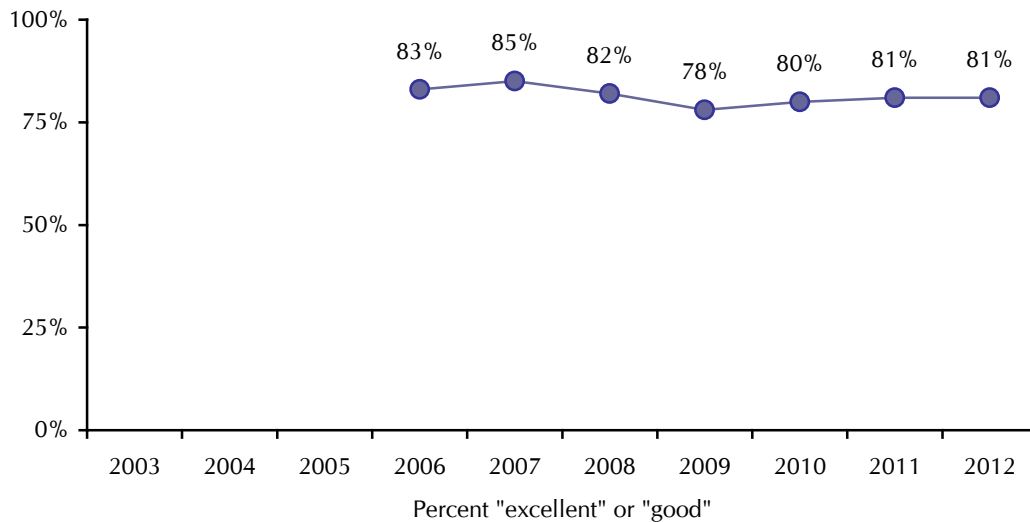
FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much above

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	65%	60%	60%	63%	68%	67%	63%	62%	60%	53%
Participated in a recreation program or activity	50%	53%	50%	49%	56%	53%	54%	52%	50%	49%
Visited a neighborhood park or City park	95%	91%	94%	94%	93%	92%	93%	93%	91%	92%
Percent using at least once in last 12 months										

FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	Much more
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	Much more

FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
City parks	91%	94%	90%	92%	89%	91%	87%	92%	91%	90%
Recreation programs or classes	87%	81%	82%	85%	87%	90%	85%	87%	85%	83%
Recreation centers or facilities	85%	75%	81%	80%	77%	82%	81%	78%	84%	77%
Percent "excellent" or "good"										

FIGURE 55: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities was rated as "excellent" or "good" by 77% of respondents. Educational opportunities were rated as "excellent" or "good" by 90% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, as were cultural activity opportunities.

About 77% of Palo Alto residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was above comparison jurisdictions.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Opportunities to attend cultural activities	77%	73%	74%	74%	79%	81%	85%	77%	83%	NA
Educational opportunities	90%	90%	90%	91%	93%	94%	93%	NA	NA	NA
Percent "excellent" or "good"										

FIGURE 57: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above
Educational opportunities	Much above

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Used Palo Alto public libraries or their services	77%	74%	76%	82%	74%	79%	76%	79%	77%	80%
Participated in religious or spiritual activities in Palo Alto	40%	NA	NA	NA	40%	NA	NA	NA	NA	NA
Percent using at least once in last 12 months										

FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Palo Alto public libraries or their services	More
Participated in religious or spiritual activities in Palo Alto	Much less

FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Public schools	92%	92%	NA	NA	NA	NA	NA	NA	NA	NA
Public library services	88%	83%	82%	78%	75%	81%	78%	80%	81%	81%
Percent "excellent" or "good"										

FIGURE 61: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Much above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Palo Alto were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of preventive health services was rated most positively for the City of Palo Alto, while the availability of affordable quality health care and affordable quality food were rated less favorably by residents. Ratings increased for the availability of affordable quality health care when compared to the previous survey iteration.

Among Palo Alto residents, 68% rated the availability of affordable quality health care as "excellent" or "good." Those ratings were much above the ratings of comparison communities.

FIGURE 62: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Availability of affordable quality health care	68%	59%	62%	63%	57%	56%	57%	NA	NA	NA
Availability of affordable quality food	68%	66%	NA	NA	64%	NA	NA	NA	NA	NA
Availability of preventive health services	76%	72%	67%	67%	70%	NA	NA	NA	NA	NA
Percent "excellent" or "good"										

FIGURE 63: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much above
Availability of affordable quality food	Above
Availability of preventive health services	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Palo Alto as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Palo Alto as an "excellent" or "good" place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." Most survey respondents felt the City of Palo Alto was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was lower than the benchmark. Compared to the 2011 survey, ratings for the availability of affordable quality childcare decreased.

FIGURE 64: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Sense of community	73%	75%	71%	71%	70%	70%	66%	68%	69%	70%
Openness and acceptance of the community toward people of diverse backgrounds	80%	78%	79%	78%	77%	79%	75%	72%	73%	73%
Availability of affordable quality child care	27%	35%	25%	32%	28%	26%	35%	26%	25%	25%
Palo Alto as a place to raise children	92%	93%	93%	91%	94%	92%	92%	92%	93%	90%
Palo Alto as a place to retire	68%	68%	65%	64%	67%	61%	68%	60%	63%	62%

Percent "excellent" or "good"

FIGURE 65: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Above
Openness and acceptance of the community toward people of diverse backgrounds	Much above
Availability of affordable quality child care	Much below
Palo Alto as a place to raise kids	Much above
Palo Alto as a place to retire	Above

Services to more vulnerable populations (e.g., seniors or youth or low-income residents) ranged from 52% to 76% with ratings of "excellent" or "good." Services to seniors and services to youth were much above the benchmark while services to low income people were the same.

FIGURE 66: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Services to seniors	76%	80%	79%	82%	81%	79%	84%	78%	82%	77%
Services to youth	75%	78%	70%	75%	73%	73%	70%	68%	68%	66%
Services to low-income people	52%	51%	49%	59%	46%	46%	54%	45%	37%	NA

Percent "excellent" or "good"

FIGURE 67: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above
Services to low income people	Similar

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. This survey information is essential for public communication and for helping local government staff to conceive strategies for reaching reluctant voters whose confidence in government may need boosting prior to important referenda.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Palo Alto. Survey participants rated the volunteer opportunities in the City of Palo Alto favorably. Ratings of civic engagement opportunities were much above ratings from comparison jurisdictions where these questions were asked.

FIGURE 68: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Opportunities to volunteer	80%	80%	81%	83%	86%	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 69: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to volunteer	Much above

Most of the participants in this survey had not attended a public meeting or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Attending a meeting of local elected officials showed similar rates of involvement; while volunteering time to a group and participating in a club showed much higher rates. Watching a meeting of local elected officials and providing help to a friend or neighbor showed lower rates of community engagement.

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR[1]

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Attended a meeting of local elected officials or other local public meeting	25%	27%	27%	28%	26%	26%	27%	30%	28%	30%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	21%	27%	28%	28%	26%	26%	31%	29%	27%	28%
Volunteered your time to some group or activity in Palo Alto	54%	45%	51%	56%	51%	52%	53%	52%	52%	49%
Participated in a club or civic group in Palo Alto	38%	31%	31%	33%	34%	NA	NA	NA	NA	NA
Provided help to a friend or neighbor	90%	90%	92%	93%	93%	NA	NA	NA	NA	NA

Percent participating at least once in the last 12 months

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Palo Alto	Much more
Participated in a club or civic group in Palo Alto	Much more
Provided help to a friend or neighbor	Less

[1] Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, "Watched a meeting of local elected officials or other local public meeting on cable television" was revised to include "the Internet or other media" to better reflect this trend.

City of Palo Alto residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-eight percent reported they were registered to vote and 88% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 72: REPORTED VOTING BEHAVIOR BY YEAR[2]

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Registered to vote	88%	87%	90%	90%	89%	79%	77%	80%	83%	78%
Voted in the last general election	88%	87%	86%	87%	87%	76%	70%	79%	78%	72%
Percent "yes"										

FIGURE 73: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Similar

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[2] Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Palo Alto Web site in the previous 12 months, 79% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 74: USE OF INFORMATION SOURCES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	79%	76%	79%	75%	78%	62%	54%	52%	NA	NA
Percent using at least once in last 12 months										

FIGURE 75: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Visited the City of Palo Alto Web site	Much more

FIGURE 76: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Public information services	74%	67%	67%	68%	76%	73%	72%	74%	77%	72%
Percent "excellent" or "good"										

FIGURE 77: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Public information services	Above

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 74% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

FIGURE 78: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Opportunities to participate in social events and activities	74%	76%	74%	80%	80%	NA	NA	NA	NA	NA
Opportunities to participate in religious or spiritual events and activities	84%	NA	NA	91%	82%	NA	NA	NA	NA	64%

Percent "excellent" or "good"

FIGURE 79: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above
Opportunities to participate in religious or spiritual events and activities	Above

Residents in Palo Alto reported a fair amount of neighborliness. Fifty percent indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
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)?	50%	49%	42%	48%	40%	NA	NA	NA	NA	NA

Percent "at least several times per week"

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	Similar

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Palo Alto is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Palo Alto could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Palo Alto may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Palo Alto does at welcoming citizen involvement, 58% rated it as "excellent" or "good." Of these four ratings, three were above the benchmark and one was similar to the benchmark.

FIGURE 82: PUBLIC TRUST RATINGS BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
The value of services for the taxes paid to Palo Alto*	67%	66%	62%	58%	64%	67%	74%	70%	74%	69%
The overall direction that Palo Alto is taking*	59%	55%	57%	53%	63%	57%	62%	54%	63%	54%
The job Palo Alto government does at welcoming citizen involvement*	58%	57%	57%	56%	57%	68%	73%	59%	70%	65%
Overall image or reputation of Palo Alto	92%	92%	90%	92%	92%	93%	91%	NA	NA	NA
Percent "excellent" or "good"										

* For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 83: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Palo Alto	Much above
The overall direction that Palo Alto is taking	Similar
Job Palo Alto government does at welcoming citizen involvement	Above
Overall image or reputation of Palo Alto	Much above

On average, residents of the City of Palo Alto gave the highest evaluations to their own local government and the lowest average rating to the State Government. The overall quality of services delivered by the City of Palo Alto was rated as "excellent" or "good" by 88% of survey participants. The City of Palo Alto's rating was much above the benchmark when compared to other communities in the nation. Ratings of overall City services have remained stable over the last nine years.

FIGURE 84: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF PALO ALTO BY YEAR

Percent "excellent" or "good"
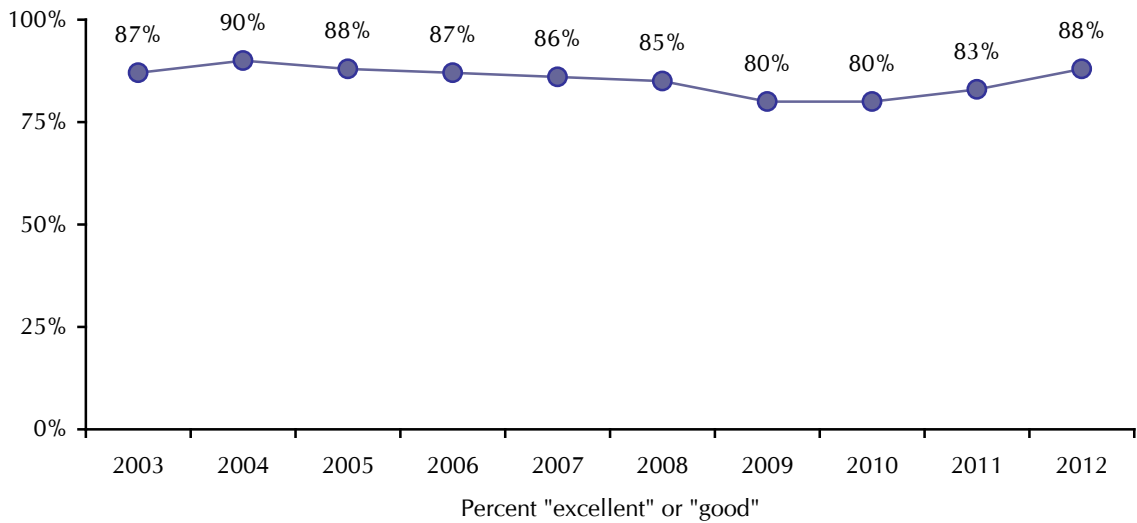
FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Services provided by City of Palo Alto	88%	83%	80%	80%	85%	86%	87%	88%	90%	87%
Services provided by the Federal Government	50%	41%	43%	41%	33%	33%	33%	32%	38%	32%
Services provided by the State Government	41%	26%	27%	23%	34%	44%	38%	32%	35%	31%
Services provided by Santa Clara County Government	60%	45%	48%	42%	54%	NA	NA	NA	NA	NA

Percent "excellent" or "good"

FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Palo Alto	Much above
Services provided by the Federal Government	Much above
Services provided by the State Government	Similar
Services provided by Santa Clara County Government	Above

City of Palo Alto Employees

The employees of the City of Palo Alto who interact with the public create the first impression that most residents have of the City of Palo Alto. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Palo Alto. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Palo Alto staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 44% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 81% of respondents rated their overall impression as "excellent" or "good." Employees ratings were higher than the national benchmark and were similar to past survey years.

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

Percent "yes"
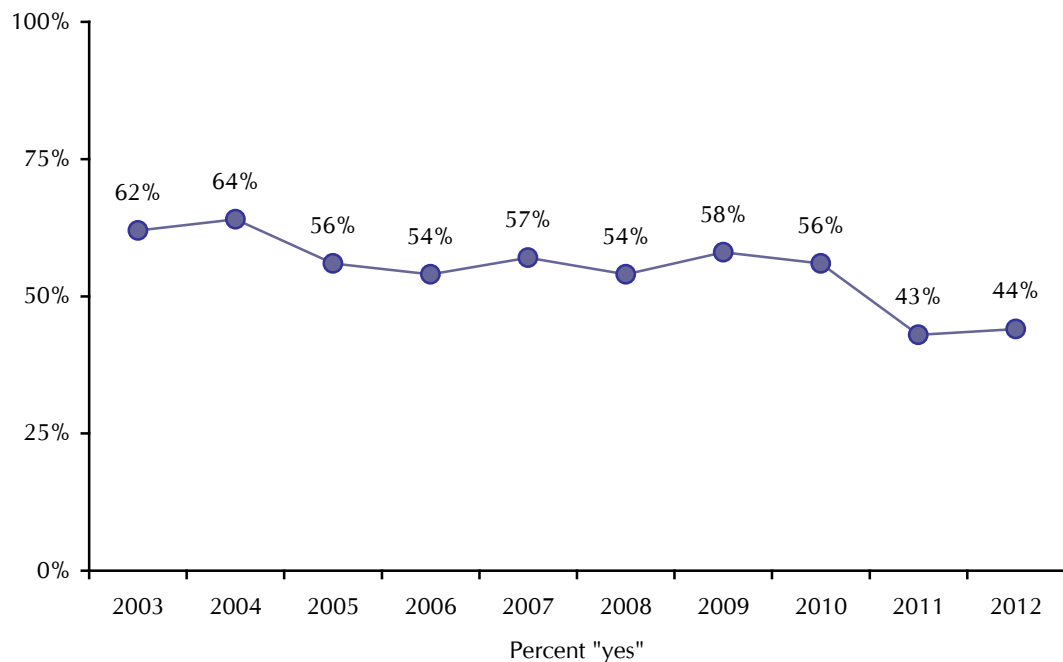
FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Knowledge	85%	80%	81%	84%	75%	85%	83%	84%	85%	85%
Responsiveness	76%	78%	75%	78%	73%	80%	78%	77%	83%	74%
Courtesy	89%	82%	82%	84%	78%	84%	83%	83%	84%	83%
Overall impression	81%	76%	77%	79%	73%	79%	79%	79%	84%	78%

Percent "excellent" or "good"

FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Above
Responsiveness	Similar
Courteousness	Much above
Overall impression	Above

From Data to Action

Resident Priorities

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Palo Alto by examining the relationships between ratings of each service and ratings of the City of Palo Alto's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Palo Alto can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Palo Alto Key Driver Analysis were:

- Economic development
- Garbage collection
- Public information services
- Recreation programs or classes
- Street repair

CITY OF PALO ALTO ACTION CHART™

The 2012 City of Palo Alto Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (⚷) next to a service box indicates it as a key driver for the City.
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-two services were included in the KDA for the City of Palo Alto. Of these, 17 were above the benchmark and five were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. Therefore, Palo Alto may wish to seek improvements to street repair, as this key driver received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

FIGURE 91: CITY OF PALO ALTO ACTION CHART™

Overall Quality of City of Palo Alto Services

Community Design

Planning and zoning	🔑 Street repair
Economic development ⬆	Street cleaning
Sidewalk maintenance	Traffic signal timing
Street lighting	

Recreation and Wellness

City parks	Public schools
Library	Recreation facilities ⬆
Recreation programs	

Civic Engagement

| 🔑 Public information |

Environmental Sustainability

Drinking water	Sewer services
Garbage collection	Storm drainage
Preservation of natural areas	

Public Safety

| Emergency preparedness ⬆ | Police services |
| Traffic enforcement | Fire services |

Legend

| Above Benchmark | Similar to Benchmark | Below Benchmark |

🔑 Key Driver   ⬆ Rating increase   ⬇ Rating decrease

Using Your Action Chart™

The key drivers derived for the City of Palo Alto provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Palo Alto, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Palo Alto, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Palo Alto residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Palo Alto key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "○") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 92: KEY DRIVERS COMPARED

Service	City of Palo Alto Key Drivers	National Key Drivers	Core Services
Police services		✓	✓
Fire services			✓
° Traffic enforcement			
• **Street repair**	✓		✓
° Street cleaning			
° Street lighting			
° Sidewalk maintenance			
° Traffic signal timing			
• **Garbage collection**	✓		✓
Storm drainage			✓
Drinking water			✓
Sewer services			✓
° City parks			
Recreation programs or classes	✓		
° Recreation centers or facilities			
Land use planning and zoning		✓	
• **Economic development**	✓	✓	
° Public library			
• **Public information services**	✓	✓	
Public schools		✓	
° Emergency preparedness			
° Preservation of natural areas			

• Key driver overlaps with national and or core services
° Service may be targeted for reductions it is not a key driver or core service

C U S T O M   Q U E S T I O N S

"Don't know" responses have been removed from the following questions.

Custom Question 1					
How likely or unlikely are you to use each of the following to learn about City initiatives and City Council actions?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Household utility bill insert	27%	39%	14%	21%	100%
Regular column in the newspaper	27%	40%	15%	18%	100%
Other	20%	35%	15%	31%	100%
Email blasts	18%	33%	12%	37%	100%
Social networking sites (Facebook, rBlock, Twitter, etc.)	8%	16%	20%	56%	100%
Citywide quarterly newsletter posted on City's Web site	7%	25%	25%	43%	100%
Town Hall meetings throughout the community	5%	21%	31%	43%	100%

Custom Question 2					
To what extent do you support or oppose each of the following possible actions to increase revenues to maintain and repair City infrastructure (such as streets, sidewalks, public buildings, etc.):	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increase to existing hotel occupancy tax	22%	45%	20%	13%	100%
New infrastructure bond measure	17%	48%	16%	19%	100%
New business license tax	16%	28%	34%	22%	100%
Increase to existing documentary (real estate) transfer tax	13%	29%	32%	26%	100%
New parcel tax	8%	25%	29%	38%	100%
Increase to existing local sales tax	5%	25%	26%	44%	100%
Increase to existing utility users tax	4%	30%	31%	35%	100%

Custom Question 3					
The City may consider placing a measure on the ballot in 2014 to support infrastructure needs (e.g., streets, sidewalks, public building improvements, etc.). Please indicate the highest tax amount, if any, that your household would be willing to pay per year for the construction, maintenance, and operation of such infrastructure:	$0 per year	$50 per year	$100 per year	$200 per year	Total
Additional sports playing fields	58%	29%	8%	5%	100%
New police/public safety building	48%	37%	11%	4%	100%
Update/replace fire stations	45%	43%	8%	5%	100%
Update other current public buildings (City Hall, park buildings, community pool, etc.)	39%	47%	10%	4%	100%
Sidewalk replacement/repair	27%	52%	14%	6%	100%
Street replacement/repair	26%	53%	13%	8%	100%

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Palo Alto:	Excellent	Good	Fair	Poor	Total
Palo Alto as a place to live	55%	40%	5%	0%	100%
Your neighborhood as a place to live	51%	38%	9%	2%	100%
Palo Alto as a place to raise children	54%	38%	6%	2%	100%
Palo Alto as a place to work	44%	45%	8%	3%	100%
Palo Alto as a place to retire	34%	35%	22%	9%	100%
The overall quality of life in Palo Alto	48%	46%	5%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	22%	51%	21%	6%	100%
Openness and acceptance of the community toward people of diverse backgrounds	31%	49%	15%	5%	100%
Overall appearance of Palo Alto	33%	56%	10%	2%	100%
Cleanliness of Palo Alto	35%	51%	12%	2%	100%
Overall quality of new development in Palo Alto	13%	44%	30%	14%	100%
Variety of housing options	4%	25%	50%	21%	100%
Overall quality of business and service establishments in Palo Alto	20%	59%	18%	3%	100%
Shopping opportunities	29%	40%	24%	6%	100%
Opportunities to attend cultural activities	32%	45%	20%	3%	100%
Recreational opportunities	37%	44%	17%	2%	100%
Employment opportunities	26%	42%	24%	8%	100%
Educational opportunities	54%	35%	9%	1%	100%
Opportunities to participate in social events and activities	29%	45%	23%	3%	100%
Opportunities to participate in religious or spiritual events and activities	33%	51%	14%	2%	100%
Opportunities to volunteer	36%	44%	18%	1%	100%
Ease of car travel in Palo Alto	15%	35%	35%	14%	100%
Ease of bus travel in Palo Alto	13%	29%	38%	20%	100%
Ease of rail travel in Palo Alto	22%	49%	23%	5%	100%
Ease of bicycle travel in Palo Alto	37%	45%	17%	2%	100%
Ease of walking in Palo Alto	48%	35%	16%	2%	100%
Availability of paths and walking trails	32%	45%	19%	4%	100%
Traffic flow on major streets	5%	32%	40%	24%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	15%	37%	35%	13%	100%
Availability of affordable quality housing	1%	11%	37%	51%	100%
Availability of affordable quality child care	7%	20%	43%	30%	100%
Availability of affordable quality health care	23%	45%	22%	10%	100%
Availability of affordable quality food	27%	41%	27%	5%	100%
Availability of preventive health services	25%	51%	20%	4%	100%
Air quality	27%	54%	17%	2%	100%
Quality of overall natural environment in Palo Alto	33%	55%	11%	1%	100%
Overall image or reputation of Palo Alto	52%	40%	6%	2%	100%
Opportunities to learn about City services through social media Web sites such as Twitter and Facebook	18%	45%	27%	9%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	2%	52%	31%	14%	100%
Retail growth (stores, restaurants, etc.)	2%	17%	67%	12%	1%	100%
Jobs growth	8%	36%	49%	5%	2%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Palo Alto?	Percent of respondents
Not a problem	32%
Minor problem	50%
Moderate problem	15%
Major problem	3%
Total	100%

Question 5: Community Safety						
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	Total
Violent crime (e.g., rape, assault, robbery)	49%	39%	5%	6%	2%	100%
Property crimes (e.g., burglary, theft)	18%	43%	13%	20%	6%	100%
Environmental hazards, including toxic waste	43%	38%	15%	3%	0%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	75%	22%	3%	1%	0%	100%
In your neighborhood after dark	36%	45%	10%	7%	2%	100%
In Palo Alto's downtown area during the day	66%	25%	5%	2%	1%	100%
In Palo Alto's downtown area after dark	27%	44%	16%	10%	4%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Palo Alto Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Palo Alto Police Department within the last 12 months?	69%	31%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Palo Alto Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Palo Alto Police Department?	41%	33%	17%	9%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	91%
Yes	9%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	38%
Yes	62%
Total	100%

Question 11: Resident Behaviors						
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	Total
Used Palo Alto public libraries or their services	23%	20%	28%	16%	12%	100%
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	35%	32%	24%	7%	3%	100%
Participated in a recreation program or activity	50%	29%	13%	4%	5%	100%
Visited a neighborhood park or City park	5%	18%	36%	16%	26%	100%
Ridden a local bus within Palo Alto	65%	19%	11%	2%	4%	100%
Attended a meeting of local elected officials or other local public meeting	75%	20%	4%	0%	1%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	79%	15%	5%	1%	1%	100%
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	21%	25%	38%	12%	4%	100%
Recycled used paper, cans or bottles from your home	1%	3%	4%	8%	84%	100%
Volunteered your time to some group or activity in Palo Alto	46%	17%	12%	9%	16%	100%
Participated in religious or spiritual activities in Palo Alto	60%	14%	8%	6%	12%	100%
Participated in a club or civic group in Palo Alto	62%	14%	13%	4%	8%	100%
Provided help to a friend or neighbor	10%	23%	36%	15%	16%	100%
Read Palo Alto Newspaper	12%	9%	16%	18%	44%	100%
Used the City's Web site to conduct business or pay bills	56%	12%	18%	8%	5%	100%

Question 12: Neighborliness	
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)?	Percent of respondents
Just about everyday	21%
Several times a week	29%
Several times a month	24%
Less than several times a month	26%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Palo Alto:	Excellent	Good	Fair	Poor	Total
Police services	37%	49%	11%	3%	100%
Fire services	51%	44%	4%	0%	100%
Ambulance or emergency medical services	51%	44%	4%	0%	100%
Crime prevention	24%	50%	18%	7%	100%
Fire prevention and education	31%	49%	18%	2%	100%
Traffic enforcement	15%	51%	26%	8%	100%
Street repair	11%	31%	37%	21%	100%
Street cleaning	25%	54%	16%	4%	100%
Street lighting	21%	47%	26%	6%	100%
Sidewalk maintenance	17%	36%	32%	15%	100%
Traffic signal timing	9%	38%	35%	18%	100%
Bus or transit services	18%	40%	26%	16%	100%
Garbage collection	38%	51%	9%	2%	100%
Storm drainage	23%	53%	19%	6%	100%
Drinking water	46%	38%	14%	3%	100%
Sewer services	29%	53%	17%	1%	100%
City parks	50%	41%	8%	1%	100%
Recreation programs or classes	39%	48%	12%	1%	100%
Recreation centers or facilities	35%	51%	13%	2%	100%
Land use, planning and zoning	11%	40%	33%	16%	100%
Code enforcement (weeds, abandoned buildings, etc.)	15%	46%	35%	5%	100%
Animal control	26%	52%	20%	2%	100%
Economic development	21%	46%	28%	5%	100%
Services to seniors	30%	46%	21%	3%	100%
Services to youth	24%	51%	24%	1%	100%
Services to low-income people	11%	40%	29%	19%	100%
Public library services	47%	41%	11%	1%	100%
Public information services	24%	50%	24%	3%	100%
Public schools	56%	35%	7%	2%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	21%	51%	21%	7%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	33%	48%	15%	4%	100%
Neighborhood branch libraries	46%	39%	12%	3%	100%
Your neighborhood park	47%	45%	8%	1%	100%
Variety of library materials	36%	52%	10%	2%	100%
Street tree maintenance	22%	49%	22%	7%	100%
Electric utility	27%	57%	13%	4%	100%
Gas utility	28%	58%	13%	1%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Palo Alto:	Excellent	Good	Fair	Poor	Total
Recycling collection	41%	45%	11%	2%	100%
City's Web site	14%	56%	25%	4%	100%
Art programs and theatre	30%	52%	16%	2%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Palo Alto	29%	59%	10%	2%	100%
The Federal Government	7%	43%	40%	10%	100%
The State Government	6%	35%	44%	16%	100%
Santa Clara County Government	9%	51%	35%	5%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Palo Alto to someone who asks	58%	35%	6%	2%	100%
Remain in Palo Alto for the next five years	62%	25%	9%	4%	100%

Question 16: Impact 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:	Percent of respondents
Very positive	2%
Somewhat positive	19%
Neutral	58%
Somewhat negative	18%
Very negative	3%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Palo Alto Fire Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Palo Alto Fire Department within the last 12 months?	92%	8%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Palo Alto Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Palo Alto Fire Department?	72%	22%	5%	0%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Palo Alto within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	56%
Yes	44%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Palo Alto in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	40%	45%	13%	2%	100%
Responsiveness	48%	28%	15%	9%	100%
Courtesy	55%	34%	7%	4%	100%
Overall impression	42%	39%	12%	7%	100%

Question 21: Government Performance					
Please rate the following categories of Palo Alto government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Palo Alto	18%	49%	25%	9%	100%
The overall direction that Palo Alto is taking	13%	46%	29%	12%	100%
The job Palo Alto government does at welcoming citizen involvement	15%	43%	30%	12%	100%

Question 22: Custom Question 1					
How likely or unlikely are you to use each of the following to learn about City initiatives and City Council actions?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Email blasts	18%	33%	12%	37%	100%
Citywide quarterly newsletter posted on City's Web site	7%	25%	25%	43%	100%
Social networking sites (Facebook, rBlock, Twitter, etc.)	8%	16%	20%	56%	100%
Household utility bill insert	27%	39%	14%	21%	100%
Town Hall meetings throughout the community	5%	21%	31%	43%	100%
Regular column in the newspaper	27%	40%	15%	18%	100%
Other	20%	35%	15%	31%	100%

Question 23: Custom Question 2					
To what extent do you support or oppose each of the following possible actions to increase revenues to maintain and repair City infrastructure (such as streets, sidewalks, public buildings, etc.):	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
New infrastructure bond measure	17%	48%	16%	19%	100%
Increase to existing utility users tax	4%	30%	31%	35%	100%
Increase to existing hotel occupancy tax	22%	45%	20%	13%	100%
New business license tax	16%	28%	34%	22%	100%
New parcel tax	8%	25%	29%	38%	100%
Increase to existing documentary (real estate) transfer tax	13%	29%	32%	26%	100%
Increase to existing local sales tax	5%	25%	26%	44%	100%

Question 24: Custom Question 3					
The City may consider placing a measure on the ballot in 2014 to support infrastructure needs (e.g., streets, sidewalks, public building improvements, etc.). Please indicate the highest tax amount, if any, that your household would be willing to pay per year for the construction, maintenance, and operation of such infrastructure:	$0 per year	$50 per year	$100 per year	$200 per year	Total
Street replacement/repair	26%	53%	13%	8%	100%
Sidewalk replacement/repair	27%	52%	14%	6%	100%
New police/public safety building	48%	37%	11%	4%	100%
Update/replace fire stations	45%	43%	8%	5%	100%
Additional sports playing fields	58%	29%	8%	5%	100%
Update other current public buildings (City Hall, park buildings, community pool, etc.)	39%	47%	10%	4%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	37%
Yes, full-time	51%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
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?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	55%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	5%
Bus, rail, subway or other public transportation	5%
Walk	6%
Bicycle	20%
Work at home	8%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Palo Alto?	Percent of respondents
Less than 2 years	17%
2 to 5 years	18%
6 to 10 years	13%
11 to 20 years	15%
More than 20 years	38%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	59%
House attached to one or more houses (e.g., a duplex or townhome)	4%
Building with two or more apartments or condominiums	35%
Mobile home	0%
Other	2%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	43%
Owned by you or someone in this house with a mortgage or free and clear	57%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners association (HOA) fees)?	Percent of respondents
Less than $300 per month	6%
$300 to $599 per month	8%
$600 to $999 per month	7%
$1,000 to $1,499 per month	11%
$1,500 to $2,499 per month	22%
$2,500 or more per month	46%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	66%
Yes	34%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	69%
Yes	31%
Total	100%

Question D9: Household Income	
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.)	Percent of respondents
Less than $24,999	9%
$25,000 to $49,999	8%
$50,000 to $99,999	22%
$100,000 to $149,999	18%
$150,000 or more	44%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	97%
Yes, I consider myself to be Spanish, Hispanic or Latino	3%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	26%
Black or African American	1%
White	71%
Other	4%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	5%
25 to 34 years	15%
35 to 44 years	18%
45 to 54 years	22%
55 to 64 years	11%
65 to 74 years	12%
75 years or older	17%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	11%
Yes	81%
Ineligible to vote	8%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	10%
Yes	75%
Ineligible to vote	15%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	30%
Yes	70%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	31%
Land line	45%
Both	25%
Total	100%

Frequencies Including "Don't Know" Responses

These tables contain the percentage of respondents for each response category as well as the "n" or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Palo Alto:	Excellent		Good		Fair		Poor		Don't know		Total	
Palo Alto as a place to live	55%	172	40%	124	5%	17	0%	0	0%	0	100%	314
Your neighborhood as a place to live	51%	160	38%	118	9%	27	2%	5	0%	0	100%	311
Palo Alto as a place to raise children	46%	143	32%	100	5%	16	1%	4	15%	46	100%	310
Palo Alto as a place to work	35%	107	36%	110	7%	21	2%	8	20%	63	100%	309
Palo Alto as a place to retire	27%	82	27%	84	18%	54	7%	23	21%	66	100%	308
The overall quality of life in Palo Alto	48%	150	46%	142	5%	16	1%	3	0%	1	100%	312

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	21%	65	49%	153	20%	63	6%	17	4%	13	100%	310
Openness and acceptance of the community toward people of diverse backgrounds	30%	94	47%	146	14%	44	5%	15	4%	12	100%	312
Overall appearance of Palo Alto	33%	103	56%	175	10%	31	2%	5	0%	0	100%	314
Cleanliness of Palo Alto	35%	111	51%	160	12%	39	2%	5	0%	1	100%	315
Overall quality of new development in Palo Alto	11%	34	38%	119	27%	83	12%	38	12%	36	100%	310
Variety of housing options	4%	11	23%	71	47%	145	19%	60	8%	23	100%	310
Overall quality of business and service establishments in Palo Alto	19%	60	58%	180	18%	56	3%	9	2%	5	100%	310
Shopping opportunities	29%	92	40%	125	24%	76	6%	20	0%	1	100%	314
Opportunities to attend cultural activities	31%	96	43%	135	20%	61	2%	8	4%	13	100%	313
Recreational opportunities	36%	112	42%	132	16%	51	2%	6	4%	12	100%	314
Employment opportunities	19%	58	31%	96	18%	55	6%	17	28%	87	100%	313

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Educational opportunities	51%	157	33%	101	9%	27	1%	3	7%	22	100%	310
Opportunities to participate in social events and activities	27%	84	42%	132	21%	67	2%	7	7%	22	100%	313
Opportunities to participate in religious or spiritual events and activities	23%	72	35%	110	10%	31	1%	4	30%	95	100%	312
Opportunities to volunteer	29%	89	36%	109	15%	45	1%	3	19%	59	100%	306
Ease of car travel in Palo Alto	15%	46	34%	106	34%	106	13%	42	3%	10	100%	310
Ease of bus travel in Palo Alto	8%	26	19%	61	25%	78	13%	42	34%	106	100%	313
Ease of rail travel in Palo Alto	19%	61	44%	136	21%	65	5%	15	11%	35	100%	312
Ease of bicycle travel in Palo Alto	33%	102	40%	124	15%	46	2%	6	10%	30	100%	308
Ease of walking in Palo Alto	46%	145	34%	106	15%	48	2%	6	3%	9	100%	313
Availability of paths and walking trails	30%	93	43%	132	18%	57	4%	12	5%	14	100%	307
Traffic flow on major streets	5%	14	31%	96	39%	123	23%	72	2%	7	100%	312
Amount of public parking	14%	44	36%	110	34%	106	13%	40	3%	9	100%	310
Availability of affordable quality housing	1%	4	9%	28	32%	99	43%	134	14%	44	100%	309
Availability of affordable quality child care	4%	11	9%	29	21%	63	15%	45	52%	160	100%	307
Availability of affordable quality health care	19%	59	36%	113	17%	54	8%	25	20%	61	100%	312
Availability of affordable quality food	26%	83	41%	128	26%	82	5%	16	1%	3	100%	312
Availability of preventive health services	20%	62	41%	126	16%	50	3%	10	20%	62	100%	311
Air quality	26%	81	52%	164	17%	53	2%	6	3%	9	100%	312
Quality of overall natural environment in Palo Alto	33%	103	54%	170	11%	33	1%	4	2%	5	100%	315
Overall image or reputation of Palo Alto	51%	157	40%	123	6%	19	2%	5	1%	4	100%	308
Opportunities to learn about City services through social media Web sites such as Twitter and Facebook	9%	27	22%	66	13%	40	4%	13	52%	162	100%	308

Question 3: Growth													
Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	0%	1	2%	5	37%	116	23%	70	10%	32	28%	87	100%	311
Retail growth (stores, restaurants, etc.)	2%	6	14%	43	55%	171	10%	30	1%	4	19%	60	100%	313
Jobs growth	4%	13	19%	60	26%	82	3%	8	1%	3	47%	145	100%	312

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Palo Alto?	Percent of respondents	Count
Not a problem	29%	90
Minor problem	47%	143
Moderate problem	14%	44
Major problem	3%	9
Don't know	7%	20
Total	100%	305

Question 5: Community Safety													
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		Total	
Violent crime (e.g., rape, assault, robbery)	48%	151	38%	120	5%	17	6%	18	2%	5	1%	3	100%	313
Property crimes (e.g., burglary, theft)	18%	56	43%	134	13%	39	20%	62	6%	18	1%	4	100%	313
Environmental hazards, including toxic waste	40%	124	35%	110	14%	43	3%	10	0%	1	8%	24	100%	313

Question 6: Personal Safety													
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	75%	234	22%	68	3%	8	1%	3	0%	1	0%	0	100%	313
In your neighborhood after dark	36%	113	45%	141	10%	30	7%	21	2%	5	0%	1	100%	311
In Palo Alto's downtown area during the day	66%	206	25%	79	5%	16	2%	7	1%	3	1%	3	100%	313
In Palo Alto's downtown area after dark	25%	78	41%	127	15%	47	9%	28	3%	10	7%	22	100%	311

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the City of Palo Alto Police Department within the last 12 months?		No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Palo Alto Police Department within the last 12 months?	68%	213	31%	97	1%	3	100%	313

Question 8: Ratings of Contact with Police Department											
What was your overall impression of your most recent contact with the City of Palo Alto Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Palo Alto Police Department?	41%	39	33%	31	17%	16	9%	8	0%	0	100%	94

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	91%	282
Yes	9%	27
Don't know	1%	2
Total	100%	310

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	36%	10
Yes	60%	16
Don't know	4%	1
Total	100%	27

Question 11: Resident Behaviors											
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		Total	
Used Palo Alto public libraries or their services	23%	71	20%	64	28%	88	16%	51	12%	38	100%	313
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	35%	108	32%	98	24%	76	7%	20	3%	8	100%	310
Participated in a recreation program or activity	50%	153	29%	89	13%	40	4%	11	5%	14	100%	307
Visited a neighborhood park or City park	5%	14	18%	54	36%	108	16%	49	26%	80	100%	305
Ridden a local bus within Palo Alto	65%	198	19%	58	11%	33	2%	6	4%	11	100%	306
Attended a meeting of local elected officials or other local public meeting	75%	233	20%	62	4%	13	0%	1	1%	3	100%	312
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	79%	244	15%	45	5%	16	1%	3	1%	2	100%	311
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	21%	65	25%	77	38%	118	12%	37	4%	14	100%	310
Recycled used paper, cans or bottles from your home	1%	2	3%	9	4%	13	8%	24	84%	259	100%	308
Volunteered your time to some group or activity in Palo Alto	46%	143	17%	51	12%	38	9%	27	16%	48	100%	307
Participated in religious or spiritual activities in Palo Alto	60%	186	14%	42	8%	25	6%	19	12%	38	100%	310
Participated in a club or civic group in Palo Alto	62%	192	14%	42	13%	39	4%	12	8%	23	100%	309
Provided help to a friend or neighbor	10%	29	23%	71	36%	113	15%	47	16%	49	100%	310

Question 11: Resident Behaviors											
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		Total	
Read Palo Alto Newspaper	12%	38	9%	28	16%	49	18%	56	44%	137	100%	309
Used the City's Web site to conduct business or pay bills	56%	175	12%	39	18%	56	8%	26	5%	15	100%	312

Question 12: Neighborliness		
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)?	Percent of respondents	Count
Just about everyday	21%	66
Several times a week	29%	90
Several times a month	24%	74
Less than several times a month	26%	80
Total	100%	310

Question 13: Service Quality											
Please rate the quality of each of the following services in Palo Alto:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	30%	92	39%	122	9%	27	2%	7	20%	62	100%	309
Fire services	34%	105	29%	90	3%	9	0%	0	34%	106	100%	309
Ambulance or emergency medical services	30%	92	26%	79	3%	8	0%	0	42%	129	100%	307
Crime prevention	17%	53	36%	111	13%	41	5%	16	28%	87	100%	307
Fire prevention and education	17%	53	27%	84	10%	32	1%	3	44%	135	100%	307
Traffic enforcement	13%	39	43%	129	22%	66	7%	21	16%	49	100%	303
Street repair	10%	32	28%	86	33%	103	20%	60	9%	27	100%	309
Street cleaning	24%	75	52%	160	16%	48	4%	12	4%	13	100%	308
Street lighting	20%	63	45%	140	25%	76	6%	18	3%	11	100%	308
Sidewalk maintenance	16%	50	34%	104	30%	92	14%	44	6%	19	100%	308
Traffic signal timing	9%	28	37%	112	33%	102	17%	53	4%	11	100%	307
Bus or transit services	11%	33	24%	73	16%	48	10%	29	40%	123	100%	307
Garbage collection	36%	110	49%	149	8%	26	2%	6	5%	15	100%	306
Storm drainage	18%	55	42%	129	15%	47	5%	14	21%	63	100%	308
Drinking water	44%	135	36%	112	13%	40	3%	9	4%	13	100%	309
Sewer services	23%	71	41%	126	13%	40	1%	3	22%	68	100%	308
City parks	48%	147	40%	123	7%	22	1%	4	4%	12	100%	308
Recreation programs or classes	26%	80	32%	98	8%	24	1%	2	34%	105	100%	308
Recreation centers or facilities	24%	74	35%	108	9%	28	1%	3	30%	92	100%	305
Land use, planning and zoning	7%	22	27%	83	22%	69	11%	32	33%	100	100%	306
Code enforcement (weeds, abandoned buildings, etc.)	9%	26	26%	81	20%	61	3%	8	43%	131	100%	308
Animal control	16%	49	31%	96	12%	37	1%	4	40%	122	100%	307
Economic development	13%	39	28%	87	17%	52	3%	10	39%	118	100%	305
Services to seniors	15%	47	23%	70	11%	32	2%	5	50%	153	100%	307
Services to youth	13%	40	28%	87	13%	40	0%	2	45%	140	100%	309
Services to low-income people	5%	14	16%	48	11%	35	8%	23	61%	184	100%	304

Question 13: Service Quality											
Please rate the quality of each of the following services in Palo Alto:	Excellent		Good		Fair		Poor		Don't know		Total	
Public library services	40%	123	35%	109	9%	28	1%	2	15%	45	100%	308
Public information services	17%	52	36%	111	17%	53	2%	6	28%	85	100%	307
Public schools	44%	135	27%	84	5%	16	1%	4	22%	68	100%	307
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	41	33%	100	13%	40	4%	13	37%	113	100%	308
Preservation of natural areas such as open space, farmlands and greenbelts	29%	88	42%	128	13%	39	3%	10	13%	41	100%	306
Neighborhood branch libraries	38%	116	32%	99	10%	30	3%	8	17%	53	100%	306
Your neighborhood park	43%	132	42%	126	7%	21	1%	3	7%	21	100%	304
Variety of library materials	28%	86	41%	124	8%	25	2%	6	21%	65	100%	305
Street tree maintenance	21%	63	46%	138	21%	63	6%	18	7%	21	100%	303
Electric utility	25%	75	52%	159	12%	36	3%	10	8%	24	100%	304
Gas utility	24%	74	51%	154	12%	35	1%	3	12%	37	100%	303
Recycling collection	40%	123	44%	134	11%	33	2%	7	4%	11	100%	306
City's Web site	11%	32	41%	126	19%	57	3%	9	26%	80	100%	305
Art programs and theatre	22%	68	37%	115	11%	35	1%	4	28%	87	100%	309

Question 14: Government Services Overall											
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Palo Alto	27%	84	56%	173	9%	28	2%	6	5%	17	100%	308
The Federal Government	5%	16	34%	104	31%	96	8%	24	22%	67	100%	307
The State Government	5%	14	27%	84	34%	105	12%	37	22%	68	100%	308
Santa Clara County Government	6%	19	35%	107	24%	74	3%	10	32%	99	100%	307

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Question 15: Recommendation and Longevity											
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Palo Alto to someone who asks	57%	177	34%	106	6%	18	2%	5	1%	3	100%	309
Remain in Palo Alto for the next five years	61%	188	24%	76	9%	27	4%	14	2%	5	100%	310

Question 16: Impact 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:	Percent of respondents	Count
Very positive	2%	8
Somewhat positive	19%	60
Neutral	58%	181
Somewhat negative	18%	55
Very negative	3%	9
Total	100%	313

Question 17: Contact with Fire Department							
Have you had any in-person or phone contact with an employee of the City of Palo Alto Fire Department within the last 12 months?	No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Palo Alto Fire Department within the last 12 months?	91%	286	8%	26	1%	3	100%	315

Question 18: Ratings of Contact with Fire Department											
What was your overall impression of your most recent contact with the City of Palo Alto Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Palo Alto Fire Department?	72%	19	22%	6	5%	1	0%	0	0%	0	100%	26

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Palo Alto within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	56%	175
Yes	44%	136
Total	100%	311

Question 20: City Employees										
What was your impression of the employee(s) of the City of Palo Alto in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	39%	52	44%	60	12%	17	2%	3	2%	3	100%	135
Responsiveness	47%	64	27%	37	15%	21	9%	12	1%	1	100%	135
Courtesy	55%	74	34%	46	7%	9	4%	5	0%	0	100%	135
Overall impression	42%	57	39%	53	12%	16	7%	9	0%	0	100%	135

Question 21: Government Performance										
Please rate the following categories of Palo Alto government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Palo Alto	15%	48	41%	128	21%	65	7%	22	16%	50	100%	313
The overall direction that Palo Alto is taking	11%	34	38%	118	24%	74	10%	31	18%	56	100%	312
The job Palo Alto government does at welcoming citizen involvement	10%	33	30%	94	21%	66	9%	27	30%	93	100%	312

Question 22: Custom Question 1						
How likely or unlikely are you to use each of the following to learn about City initiatives and City Council actions?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	Total
Email blasts	16%	30%	11%	34%	9%	100%
Citywide quarterly newsletter posted on City's Web site	6%	23%	23%	40%	8%	100%
Social networking sites (Facebook, rBlock, Twitter, etc.)	7%	15%	18%	51%	9%	100%
Household utility bill insert	25%	36%	13%	19%	6%	100%
Town Hall meetings throughout the community	4%	19%	28%	39%	9%	100%
Regular column in the newspaper	25%	37%	14%	17%	8%	100%
Other	8%	13%	6%	12%	61%	100%

Question 23: Custom Question 2						
To what extent do you support or oppose each of the following possible actions to increase revenues to maintain and repair City infrastructure (such as streets, sidewalks, public buildings, etc.):	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
New infrastructure bond measure	13%	37%	12%	15%	24%	100%
Increase to existing utility users tax	4%	25%	26%	30%	14%	100%
Increase to existing hotel occupancy tax	18%	38%	17%	11%	17%	100%
New business license tax	13%	23%	28%	18%	17%	100%
New parcel tax	6%	21%	24%	31%	18%	100%
Increase to existing documentary (real estate) transfer tax	10%	22%	25%	21%	22%	100%
Increase to existing local sales tax	4%	22%	23%	40%	11%	100%

Question 24: Custom Question 3						
The City may consider placing a measure on the ballot in 2014 to support infrastructure needs (e.g., streets, sidewalks, public building improvements, etc.). Please indicate the highest tax amount, if any, that your household would be willing to pay per year for the construction, maintenance, and operation of such infrastructure:	$0 per year	$50 per year	$100 per year	$200 per year	Don't know	Total
Street replacement/repair	21%	42%	11%	6%	20%	100%
Sidewalk replacement/repair	22%	42%	11%	5%	20%	100%
New police/public safety building	38%	30%	8%	3%	21%	100%
Update/replace fire stations	35%	33%	6%	4%	22%	100%
Additional sports playing fields	46%	23%	7%	4%	21%	100%
Update other current public buildings (City Hall, park buildings, community pool, etc.)	31%	37%	7%	3%	22%	100%

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	37%	115
Yes, full-time	51%	160
Yes, part-time	12%	37
Total	100%	312

Question D2: Mode of Transportation Used for Commute	
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?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	55%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	5%
Bus, rail, subway or other public transportation	5%
Walk	6%
Bicycle	20%
Work at home	8%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Palo Alto?	Percent of respondents	Count
Less than 2 years	17%	52
2 to 5 years	18%	56
6 to 10 years	13%	40
11 to 20 years	15%	49
More than 20 years	38%	118
Total	100%	314

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	59%	186
House attached to one or more houses (e.g., a duplex or townhome)	4%	12
Building with two or more apartments or condominiums	35%	111
Mobile home	0%	0
Other	2%	5
Total	100%	313

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	43%	130
Owned by you or someone in this house with a mortgage or free and clear	57%	173
Total	100%	303

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than $300 per month	6%	17
$300 to $599 per month	8%	25
$600 to $999 per month	7%	21
$1,000 to $1,499 per month	11%	34
$1,500 to $2,499 per month	22%	67
$2,500 or more per month	46%	140
Total	100%	304

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	66%	206
Yes	34%	105
Total	100%	311

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	69%	215
Yes	31%	98
Total	100%	313

Question D9: Household Income		
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.)	Percent of respondents	Count
Less than $24,999	9%	25
$25,000 to $49,999	8%	23
$50,000 to $99,999	22%	64
$100,000 to $149,999	18%	54
$150,000 or more	44%	128
Total	100%	294

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	299
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	8
Total	100%	307

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	2
Asian, Asian Indian or Pacific Islander	26%	80
Black or African American	1%	4
White	71%	220
Other	4%	12
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	5%	16
25 to 34 years	15%	46
35 to 44 years	18%	56
45 to 54 years	22%	70
55 to 64 years	11%	36
65 to 74 years	12%	38
75 years or older	17%	52
Total	100%	313

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	166
Male	47%	146
Total	100%	312

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	11%	35
Yes	80%	249
Ineligible to vote	8%	25
Don't know	1%	4
Total	100%	312

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	10%	31
Yes	73%	228
Ineligible to vote	15%	46
Don't know	2%	6
Total	100%	311

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	19
Yes	94%	294
Total	100%	313

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	30%	93
Yes	70%	220
Total	100%	313

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	31%	62
Land line	45%	91
Both	25%	50
Total	100%	202

Appendix B: Survey Methodology

The National Citizen Survey™ (The NCS) 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 NCS 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 NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS 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.

Survey Validity

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Survey Sampling

"Sampling" refers to the method by which survey recipients were chosen. All households within the City of Palo Alto were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the City of Palo Alto boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Palo Alto households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Palo Alto boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Palo Alto. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 93: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
City of Palo Alto, 2012

● Survey Recipient
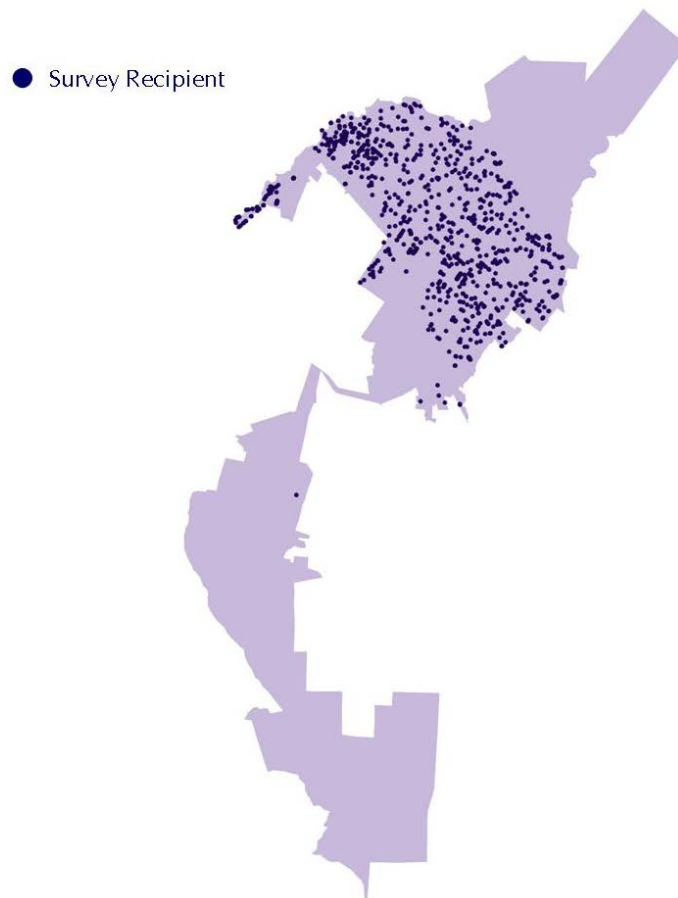
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available

as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[3] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Palo Alto has a "cord cutter" population greater than the nationwide 2010 estimates.

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN PALO ALTO

Percent of respondents reporting having a "cell phone" only
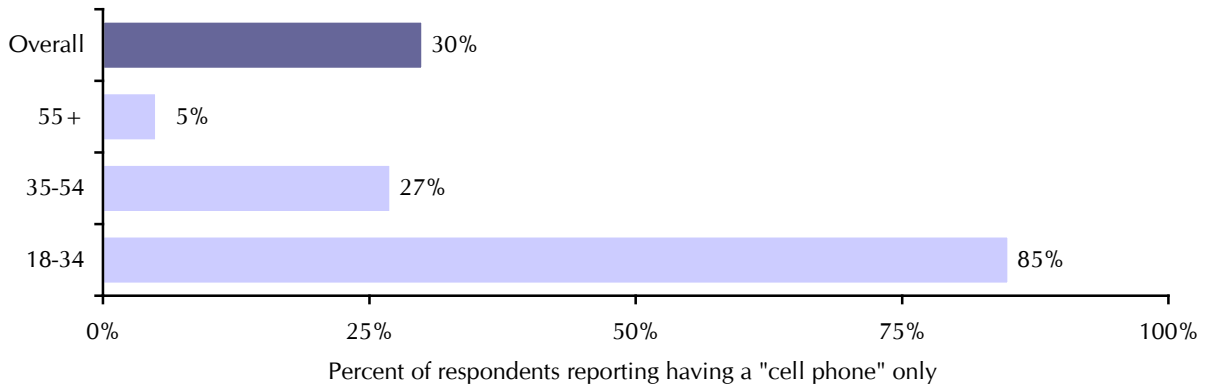
SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning September 28, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City auditor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Palo Alto survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (316 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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[3] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of "key and verify," in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and the 2005-2009 American Community Survey and other population norms for adults in the City of Palo Alto. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, race and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Palo Alto, CA Citizen Survey Weighting Table			
Characteristic	Population Norm[1]	Unweighted Data	Weighted Data
Housing			
Rent home	44%	37%	43%
Own home	56%	63%	57%
Detached unit	60%	53%	59%
Attached unit	40%	47%	41%
Race and Ethnicity			
White	68%	73%	69%
Not white	32%	27%	31%
Not Hispanic	94%	97%	97%
Hispanic	6%	3%	3%
White alone, not Hispanic	64%	70%	66%
Hispanic and/or other race	36%	30%	34%
Sex and Age			
Female	52%	57%	53%
Male	48%	43%	47%
18-34 years of age	22%	12%	20%
35-54 years of age	40%	36%	40%
55+ years of age	38%	54%	40%
Females 18-34	10%	5%	9%
Females 35-54	21%	19%	21%
Females 55+	21%	33%	23%
Males 18-34	11%	7%	10%
Males 35-54	20%	15%	20%
Males 55+	17%	21%	17%

[1] Source: 2010 Census/2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

"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.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called "In Search of Standards." "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems..."

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review*, *Journal of Policy Analysis* and *Management*. Scholars who

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Palo Alto to the Benchmark Database

The City of Palo Alto chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Palo Alto Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Palo Alto results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Palo Alto's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Palo Alto.

Dear Palo Alto Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Palo Alto. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,

Jim Pelletier
City Auditor

CITY OF PALO ALTO

Office of the City Auditor
P.O. Box 10250
Palo Alto, CA 94303

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
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CITY OF
**PALO
ALTO**

October 2012

Dear City of Palo Alto Resident:

The City of Palo Alto wants to know what you think about our community and municipal government. You have been randomly selected to participate in Palo Alto's 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Palo Alto residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (650) 329-2667.

Please help us shape the future of Palo Alto. Thank you for your time and participation.

Sincerely,

Jim Pelletier
City Auditor

CITY OF
PALO
ALTO

October 2012

Dear City of Palo Alto Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Palo Alto wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Palo Alto's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Palo Alto residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (650) 329-2667.

Please help us shape the future of Palo Alto. Thank you for your time and participation.

Sincerely,

Jim Pelletier
City Auditor

The City of Palo Alto 2012 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:**

	Excellent	Good	Fair	Poor	Don't know
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:**

	Excellent	Good	Fair	Poor	Don't know
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 participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer	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 affordable quality food	1	2	3	4	5
Availability of preventive 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
Opportunities to learn about City services through social media Web sites such as Twitter and Facebook	1	2	3	4	5

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

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
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. Have you had any in-person or phone contact with an employee of the City of Palo Alto <u>Police Department</u> within the last 12 months?
❍ No ➔ Go to Question 9   ❍ Yes ➔ Go to Question 8   ❍ Don't know ➔ Go to Question 9

8. What was your overall impression of your most recent contact with the City of Palo Alto <u>Police Department</u>?
❍ Excellent ❍ Good ❍ Fair ❍ Poor ❍ Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?
❍ No ➔ Go to Question 11   ❍ Yes ➔ Go to Question 10   ❍ Don't know ➔ Go to Question 11

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

11. 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 and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	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 City-sponsored public meeting on cable television, the Internet or other media	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 religious or spiritual activities 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
Read a Palo Alto Newspaper	1	2	3	4	5
Used the City's Web site to conduct business or pay bills	1	2	3	4	5

12. 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
❍ Less than several times a month

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

	Excellent	Good	Fair	Poor	Don't know
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
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
Public schools	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
Recycling collection	1	2	3	4	5
City's Web site	1	2	3	4	5
Art programs and theatre	1	2	3	4	5

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

	Excellent	Good	Fair	Poor	Don't know
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

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

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
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

16. 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

17. Have you had any in-person or phone contact with an employee of the City of Palo Alto <u>Fire Department</u> within the last 12 months?

❍ No ➔ Go to Question 19   ❍ Yes ➔ Go to Question 18   ❍ Don't know ➔ Go to Question 19

18. What was your overall impression of your most recent contact with the City of Palo Alto <u>Fire Department</u>?

❍ Excellent   ❍ Good   ❍ Fair   ❍ Poor   ❍ Don't know

19. Have you had any in-person, phone or email 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 21   ❍ Yes ➔ Go to Question 20

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

	Excellent	Good	Fair	Poor	Don't know
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

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

	Excellent	Good	Fair	Poor	Don't know
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

22. How likely or unlikely are you to use each of the following to learn about City initiatives and City Council actions?

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Email blasts	1	2	3	4	5
Citywide quarterly newsletter posted on City's Web site	1	2	3	4	5
Social networking sites (Facebook, rBlock, Twitter, etc.)	1	2	3	4	5
Household utility bill insert	1	2	3	4	5
Town Hall meetings throughout the community	1	2	3	4	5
Regular column in the newspaper	1	2	3	4	5
Other	1	2	3	4	5

23. To what extent do you support or oppose each of the following possible actions to increase revenues to maintain and repair City infrastructure (such as streets, sidewalks, public buildings, etc.):

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
New infrastructure bond measure	1	2	3	4	5
Increase to existing utility users tax	1	2	3	4	5
Increase to existing hotel occupancy tax	1	2	3	4	5
New business license tax	1	2	3	4	5
New parcel tax	1	2	3	4	5
Increase to existing documentary (real estate) transfer tax	1	2	3	4	5
Increase to existing local sales tax	1	2	3	4	5

24. The City may consider placing a measure on the ballot in 2014 to support infrastructure needs (e.g., streets, sidewalks, public building improvements, etc.). Please indicate the highest tax amount, if any, that your household would be willing to pay per year for the construction, maintenance, and operation of such infrastructure:

	$0 per year	$50 per year	$100 per year	$200 per year	Don't know
Street replacement/repair	1	2	3	4	5
Sidewalk replacement/repair	1	2	3	4	5
New police/public safety building	1	2	3	4	5
Update/replace fire stations	1	2	3	4	5
Additional sports playing fields	1	2	3	4	5
Update other current public buildings (City Hall, park buildings, community pool, etc.)	1	2	3	4	5

The City of Palo Alto 2012 Citizen Survey

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 questions 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 ❍ Ineligible to vote
❍ Yes ❍ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?
❍ No ❍ Ineligible to vote
❍ Yes ❍ Don't know

D16. Do you have a cell phone?
❍ No ❍ Yes

D17. Do you have a land line at home?
❍ No ❍ Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?
❍ Cell ❍ Land line ❍ Both

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

Office of the City Auditor
P.O. Box 10250
Palo Alto, CA 94303

The National Citizen Survey™

CITY OF PALO ALTO, CA
2012

Benchmark Report

CONTENTS

Understanding the Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The jurisdictions in the database represent a wide geographic and population range as shown in the table below.

Jurisdiction Characteristic	Percent of Jurisdictions
Region	
West Coast[1]	17%
West[2]	20%
North Central West[3]	11%
North Central East[4]	13%
South Central[5]	7%
South[6]	26%
Northeast West[7]	2%
Northeast East[8]	4%
Population	
Less than 40,000	46%
40,000 to 74,999	19%
75,000 to 149,000	17%
150,000 or more	18%

[1] Alaska, Washington, Oregon, California, Hawaii
[2] Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico
[3] North Dakota, South Dakota, Nebraska, Kansas, Iowa, Missouri, Minnesota
[4] Illinois, Indiana, Ohio, Michigan, Wisconsin
[5] Oklahoma, Texas, Louisiana, Arkansas
[6] West Virginia, Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Delaware, Washington DC
[7] New York, Pennsylvania, New Jersey
[8] Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont, Maine

The National Citizen Survey™ by National Research Center, Inc.

PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a four point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus three points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, "excellent" = 100, "good" = 67, "fair" = 33 and "poor" = 0. If everyone reported "excellent," then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor," the result would be 0 on the 100-point scale. If half the respondents gave a score of "excellent" and half gave a score of "poor," the average would be in the middle of the scale (like the center post of a teeter totter) between "fair" and "good." An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

How do you rate the community as a place to live?						
Response option	**Total with "don't know"**	**Step1: Remove the percent of "don't know" responses**	**Total without "don't know"**	**Step 2: Assign scale values**	**Step 3: Multiply the percent by the scale value**	**Step 4: Sum to calculate the average rating**
Excellent	36%	= 36 ÷ (100-5) =	38%	100	= 38% x 100 =	38
Good	42%	= 42 ÷ (100-5) =	44%	67	= 44% x 67 =	30
Fair	12%	= 12 ÷ (100-5) =	13%	33	= 13% x 33 =	4
Poor	5%	= 5 ÷ (100-5) =	5%	0	= 5% x 0 =	0
Don't know	5%		--			
Total	100%		100%			**72**

How do you rate the community as a place to live?

5%	13%	44%	38%
0	33	67	100
Poor	Fair	Good 72	Excellent
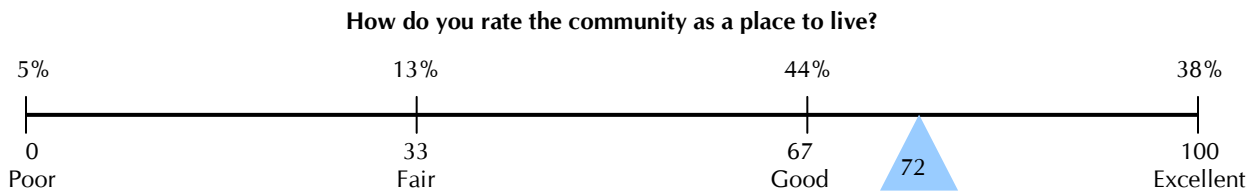
INTERPRETING THE RESULTS

Average ratings are compared when similar questions are included in NRC's database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is your jurisdiction's rating on the 100-point scale. The second column is the rank assigned to your jurisdiction's rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The fourth column is shows Palo Alto's percentile. The final column shows the comparison of your jurisdiction's average rating to the benchmark.

Where comparisons for quality ratings were available, the City of Palo Alto's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Palo Alto's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

This report contains benchmarks at the national level.

National Benchmark Comparisons

Overall Community Quality Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Overall quality of life in Palo Alto	80	39	411	91%	Much above
Your neighborhood as place to live	80	37	274	87%	Much above
Palo Alto as a place to live	83	52	339	85%	Much above
Recommend living in Palo Alto to someone who asks	83	59	209	72%	Much above
Remain in Palo Alto for the next five years	81	66	209	69%	Above

Community Transportation Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Ease of car travel in Palo Alto	51	180	271	34%	Below
Ease of bus travel in Palo Alto	45	102	196	48%	Similar
Ease of rail or subway travel in Palo Alto	63	20	56	65%	Much above
Ease of bicycle travel in Palo Alto	72	11	268	96%	Much above
Ease of walking in Palo Alto	76	17	262	94%	Much above
Availability of paths and walking trails	68	46	207	78%	Much above
Traffic flow on major streets	39	197	263	25%	Much below

Frequency of Bus Use Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Ridden a local bus within Palo Alto	35	32	170	82%	Much more

Drive Alone Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Average percent of work commute trips made by driving alone	55	186	196	5%	Much less

Transportation and Parking Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Street repair	44	231	392	41%	Similar
Street cleaning	67	35	265	87%	Much above
Street lighting	61	55	288	81%	Much above
Sidewalk maintenance	52	113	252	55%	Similar
Traffic signal timing	46	131	220	41%	Similar
Bus or transit services	53	92	199	54%	Similar
Amount of public parking	51	71	206	66%	Above

Housing Characteristics Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Availability of affordable quality housing	21	267	274	3%	Much below
Variety of housing options	37	194	203	4%	Much below

Housing Costs Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	29	137	198	31%	Less

Built Environment Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Quality of new development in Palo Alto	52	163	254	36%	Similar
Overall appearance of Palo Alto	73	46	311	85%	Much above

Population Growth Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Population growth seen as too fast	46	86	230	63%	More

Nuisance Problems Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	3	185	229	19%	Much less

Planning and Community Code Enforcement Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Land use, planning and zoning	49	109	273	60%	Similar
Code enforcement (weeds, abandoned buildings, etc.)	57	59	326	82%	Much above
Animal control	68	15	285	95%	Much above

Economic Sustainability and Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Employment opportunities	62	3	277	99%	Much above
Shopping opportunities	64	50	262	81%	Much above
Palo Alto as a place to work	76	6	305	98%	Much above
Overall quality of business and service establishments in Palo Alto	65	38	198	81%	Much above

Economic Development Services Benchmarks				
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Economic development	61	22	259	92%	Much above

Job and Retail Growth Benchmarks				
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Retail growth seen as too slow	19	205	230	11%	Much less
Jobs growth seen as too slow	44	231	232	0%	Much less

Personal Economic Future Benchmarks				
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Positive impact of economy on household income	22	54	224	76%	Above

Community and Personal Public Safety Benchmarks				
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
In your neighborhood during the day	92	90	307	71%	Above
In your neighborhood after dark	77	114	297	62%	Above
In Palo Alto's downtown area during the day	89	109	262	59%	Above
In Palo Alto's downtown area after dark	70	96	268	64%	Much above
Violent crime (e.g., rape, assault, robbery)	82	79	266	71%	Much above
Property crimes (e.g., burglary, theft)	62	152	267	43%	Similar
Environmental hazards, including toxic waste	80	81	203	60%	Above

Crime Victimization and Reporting Benchmarks				
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Victim of crime	9	177	237	25%	Less
Reported crimes	62	229	235	3%	Much less

Public Safety Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Police services	74	82	381	79%	Above
Fire services	82	61	309	81%	Above
Ambulance or emergency medical services	82	51	294	83%	Above
Crime prevention	64	114	310	63%	Above
Fire prevention and education	70	82	253	68%	Similar
Traffic enforcement	58	160	329	52%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62	59	222	74%	Above

Contact with Police and Fire Departments Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Had contact with the City of Palo Alto Police Department	31	86	107	20%	Less
Overall impression of most recent contact with the City of Palo Alto Police Department	69	47	110	58%	Similar
Had contact with the City of Palo Alto Fire Department	8	77	81	5%	Less
Overall impression of most recent contact with the City of Palo Alto Fire Department	89	21	83	76%	Above

Community Environment Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Cleanliness of Palo Alto	73	50	210	77%	Much above
Quality of overall natural environment in Palo Alto	73	36	211	83%	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	70	14	207	94%	Much above
Air quality	69	56	218	75%	Much above

The National Citizen Survey™ by National Research Center, Inc.

Frequency of Recycling Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Recycled used paper, cans or bottles from your home	99	1	221	100%	Much more

Utility Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Sewer services	70	48	274	83%	Much above
Drinking water	75	15	288	95%	Much above
Storm drainage	64	42	325	87%	Much above
Garbage collection	75	87	316	73%	Above

Community Recreational Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Recreation opportunities	72	31	273	89%	Much above

Participation in Parks and Recreation Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	65	38	188	80%	Much more
Participated in a recreation program or activity	50	79	222	65%	Similar
Visited a neighborhood park or City park	95	9	230	97%	Much more

Parks and Recreation Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
City parks	80	31	286	89%	Much above
Recreation programs or classes	75	16	294	95%	Much above
Recreation centers or facilities	73	36	249	86%	Much above

Cultural and Educational Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Opportunities to attend cultural activities	69	16	278	95%	Much above
Educational opportunities	81	6	241	98%	Much above

Participation in Cultural and Educational Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Used Palo Alto public libraries or their services	77	54	203	74%	More
Participated in religious or spiritual activities in Palo Alto	40	121	143	15%	Much less

Cultural and Educational Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Public schools	82	13	224	95%	Much above
Public library services	78	62	306	80%	Much above

Community Health and Wellness Access and Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Availability of affordable quality health care	61	36	225	84%	Much above
Availability of affordable quality food	63	42	177	77%	Above
Availability of preventive health services	66	20	158	88%	Much above

Community Quality and Inclusiveness Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Sense of community	63	75	279	73%	Above
Openness and acceptance of the community toward people of diverse backgrounds	69	19	255	93%	Much above
Availability of affordable quality child care	35	190	224	15%	Much below
Palo Alto as a place to raise kids	82	51	338	85%	Much above
Palo Alto as a place to retire	64	100	324	69%	Above

Services Provided for Population Subgroups Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Services to seniors	68	43	275	85%	Much above
Services to youth	66	38	254	85%	Much above
Services to low income people	48	96	228	58%	Similar

Civic Engagement Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Opportunities to volunteer	72	34	202	84%	Much above

Participation in Civic Engagement Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	25	111	232	52%	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	21	170	187	9%	Much less
Volunteered your time to some group or activity in Palo Alto	54	59	230	75%	Much more
Participated in a club or civic group in Palo Alto	38	43	170	75%	Much more
Provided help to a friend or neighbor	90	153	169	10%	Less

Voter Behavior Benchmarks					
	Palo Alto average rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Palo Alto Percentile**	**Comparison to benchmark**
Registered to vote	81	166	233	29%	Similar
Voted in last general election	75	109	233	53%	Similar

Use of Information Sources Benchmarks					
	Palo Alto average rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Palo Alto Percentile**	**Comparison to benchmark**
Visited the City of Palo Alto Web site	79	10	195	95%	Much more

Local Government Media Services and Information Dissemination Benchmarks					
	Palo Alto average rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Palo Alto Percentile**	**Comparison to benchmark**
Public information services	65	64	252	75%	Above

Social Engagement Opportunities Benchmarks					
	Palo Alto average rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Palo Alto Percentile**	**Comparison to benchmark**
Opportunities to participate in social events and activities	67	30	195	85%	Much above
Opportunities to participate in religious or spiritual events and activities	72	36	158	78%	Above

Contact with Immediate Neighbors Benchmarks					
	Palo Alto average rating	**Rank**	**Number of Jurisdictions for Comparison**	**City of Palo Alto Percentile**	**Comparison to benchmark**
Has contact with neighbors at least several times per week	50	78	188	59%	Similar

Public Trust Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Value of services for the taxes paid to Palo Alto	59	55	363	85%	Much above
The overall direction that Palo Alto is taking	54	121	302	60%	Similar
Job Palo Alto government does at welcoming citizen involvement	53	73	295	76%	Above
Overall image or reputation of Palo Alto	81	19	296	94%	Much above

Services Provided by Local, State and Federal Governments Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Services provided by the City of Palo Alto	72	47	380	88%	Much above
Services provided by the Federal Government	49	9	235	97%	Much above
Services provided by the State Government	44	106	236	55%	Similar
Services provided by Santa Clara County Government	55	33	172	81%	Above

Contact with City Employees Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Had contact with City employee(s) in last 12 months	44	204	269	24%	Much less

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Knowledge	74	96	302	68%	Above
Responsiveness	71	110	298	63%	Similar
Courteousness	80	26	250	90%	Much above
Overall impression	72	91	343	74%	Above

JURISDICTIONS INCLUDED IN NATIONAL BENCHMARK COMPARISONS

Valdez, AK 3,976	Livermore, CA................................ 80,968
Auburn, AL......................................53,380	Lodi, CA 62,134
Dothan, AL......................................65,496	Long Beach, CA 462,257
Gulf Shores, AL 9,741	Marin County, CA......................... 252,409
Tuskegee, AL...................................9,865	Menlo Park, CA.............................. 32,026
Vestavia Hills, AL 34,033	Mission Viejo, CA 93,305
Fayetteville, AR 73,580	Newport Beach, CA 85,186
Fort Smith, AR................................86,209	Palm Springs, CA 44,552
Little Rock, AR 193,524	Pasadena, CA.............................. 137,122
Avondale, AZ 76,238	Richmond, CA 103,701
Casa Grande, AZ 48,571	San Carlos, CA 28,406
Chandler, AZ.................................236,123	San Diego, CA 1,307,402
Cococino County, AZ..................134,421	San Francisco, CA 805,235
Dewey-Humboldt, AZ....................3,894	San Jose, CA................................ 945,942
Flagstaff, AZ 65,870	San Luis Obispo County, CA 269,637
Florence, AZ 25,536	San Mateo, CA 97,207
Gilbert, AZ 208,453	San Rafael, CA 57,713
Goodyear, AZ 65,275	Santa Monica, CA 89,736
Green Valley, AZ 21,391	Seaside, CA................................... 33,025
Kingman, AZ 28,068	South Lake Tahoe, CA................... 21,403
Marana, AZ 34,961	Stockton, CA 291,707
Maricopa, AZ 43,482	Sunnyvale, CA 140,081
Maricopa County, AZ 3,817,117	Temecula, CA 100,097
Mesa, AZ......................................439,041	Thousand Oaks, CA 126,683
Nogales, AZ 20,837	Visalia, CA 124,442
Peoria, AZ 154,065	Walnut Creek, CA.......................... 64,173
Phoenix, AZ 1,445,632	Adams County, CO 441,603
Pinal County, AZ..........................375,770	Arapahoe County, CO.................. 572,003
Prescott Valley, AZ 38,822	Archuleta County, CO................... 12,084
Queen Creek, AZ 26,361	Arvada, CO................................. 106,433
Scottsdale, AZ 217,385	Aspen, CO 6,658
Sedona, AZ 10,031	Aurora, CO 325,078
Surprise, AZ 117,517	Boulder, CO 97,385
Tempe, AZ 161,719	Boulder County, CO 294,567
Yuma, AZ..93,064	Broomfield, CO 55,889
Yuma County, AZ.........................195,751	Castle Rock, CO............................ 48,231
Apple Valley, CA............................69,135	Centennial, CO 100,377
Benicia, CA 26,997	Clear Creek County, CO 9,088
Brea, CA...39,282	Colorado Springs, CO 416,427
Brisbane, CA 4,282	Commerce City, CO...................... 45,913
Burlingame, CA..............................28,806	Craig, CO....................................... 9,464
Concord, CA 122,067	Crested Butte, CO 1,487
Coronado, CA 18,912	Denver, CO 600,158
Cupertino, CA 58,302	Douglas County, CO.................... 285,465
Davis, CA.......................................65,622	Eagle County, CO 52,197
Dublin, CA.....................................46,036	Edgewater, CO.............................. 5,170
El Cerrito, CA 23,549	El Paso County, CO...................... 622,263
Elk Grove, CA 153,015	Englewood, CO 30,255
Galt, CA 23,647	Estes Park, CO................................ 5,858
Laguna Beach, CA 22,723	Fort Collins, CO........................... 143,986
Laguna Hills, CA 30,344	Frisco, CO....................................... 2,683

Fruita, CO	12,646
Georgetown, CO	1,034
Gilpin County, CO	5,441
Golden, CO	18,867
Grand County, CO	14,843
Greeley, CO	92,889
Gunnison County, CO	15,324
Highlands Ranch, CO	96,713
Hudson, CO	2,356
Jackson County, CO	1,394
Jefferson County, CO	534,543
Lafayette, CO	24,453
Lakewood, CO	142,980
Larimer County, CO	299,630
Lone Tree, CO	10,218
Longmont, CO	86,270
Louisville, CO	18,376
Loveland, CO	66,859
Mesa County, CO	146,723
Montrose, CO	19,132
Northglenn, CO	35,789
Park County, CO	16,206
Parker, CO	45,297
Pueblo, CO	106,595
Rifle, CO	9,172
Salida, CO	5,236
Teller County, CO	23,350
Thornton, CO	118,772
Vail, CO	5,305
Westminster, CO	106,114
Wheat Ridge, CO	30,166
Windsor, CO	18,644
Coventry, CT	2,990
Hartford, CT	124,775
Dover, DE	36,047
Rehoboth Beach, DE	1,327
Brevard County, FL	543,376
Cape Coral, FL	154,305
Charlotte County, FL	159,978
Clearwater, FL	107,685
Collier County, FL	321,520
Cooper City, FL	28,547
Dade City, FL	6,437
Dania Beach, FL	29,639
Daytona Beach, FL	61,005
Delray Beach, FL	60,522
Destin, FL	12,305
Escambia County, FL	297,619
Gainesville, FL	124,354
Hillsborough County, FL	1,229,226
Jupiter, FL	55,156
Lee County, FL	618,754
Martin County, FL	146,318

Miami Beach, FL	87,779
North Palm Beach, FL	12,015
Oakland Park, FL	41,363
Ocala, FL	56,315
Oviedo, FL	33,342
Palm Bay, FL	103,190
Palm Beach County, FL	1,320,134
Palm Coast, FL	75,180
Panama City, FL	36,484
Pasco County, FL	464,697
Pinellas County, FL	916,542
Port Orange, FL	56,048
Port St. Lucie, FL	164,603
Sanford, FL	53,570
Sarasota, FL	51,917
St. Cloud, FL	35,183
Titusville, FL	43,761
Winter Garden, FL	34,568
Albany, GA	77,434
Alpharetta, GA	57,551
Cartersville, GA	19,731
Conyers, GA	15,195
Decatur, GA	19,335
McDonough, GA	22,084
Peachtree City, GA	34,364
Roswell, GA	88,346
Sandy Springs, GA	93,853
Savannah, GA	136,286
Smyrna, GA	51,271
Snellville, GA	18,242
Suwanee, GA	15,355
Valdosta, GA	54,518
Honolulu, HI	953,207
Altoona, IA	14,541
Ames, IA	58,965
Ankeny, IA	45,582
Bettendorf, IA	33,217
Cedar Falls, IA	39,260
Cedar Rapids, IA	126,326
Clive, IA	15,447
Des Moines, IA	203,433
Indianola, IA	14,782
Muscatine, IA	22,886
Urbandale, IA	39,463
West Des Moines, IA	56,609
Boise, ID	205,671
Hailey, ID	7,960
Jerome, ID	10,890
Meridian, ID	75,092
Moscow, ID	23,800
Pocatello, ID	54,255
Post Falls, ID	27,574
Twin Falls, ID	44,125

Batavia, IL	26,045
Bloomington, IL	76,610
Centralia, IL	13,032
Collinsville, IL	25,579
Crystal Lake, IL	40,743
DeKalb, IL	43,862
Elmhurst, IL	44,121
Evanston, IL	74,486
Freeport, IL	25,638
Highland Park, IL	29,763
Lincolnwood, IL	12,590
Lyons, IL	10,729
Naperville, IL	141,853
Normal, IL	52,497
Oak Park, IL	51,878
O'Fallon, IL	28,281
Orland Park, IL	56,767
Palatine, IL	68,557
Park Ridge, IL	37,480
Peoria County, IL	186,494
Riverside, IL	8,875
Sherman, IL	4,148
Shorewood, IL	15,615
Skokie, IL	64,784
Sugar Grove, IL	8,997
Wilmington, IL	5,724
Brownsburg, IN	21,285
Fishers, IN	76,794
Munster, IN	23,603
Noblesville, IN	51,969
Abilene, KS	6,844
Arkansas City, KS	12,415
Fairway, KS	3,882
Garden City, KS	26,658
Gardner, KS	19,123
Johnson County, KS	544,179
Lawrence, KS	87,643
Mission, KS	9,323
Olathe, KS	125,872
Roeland Park, KS	6,731
Wichita, KS	382,368
Bowling Green, KY	58,067
New Orleans, LA	343,829
Andover, MA	8,762
Barnstable, MA	45,193
Burlington, MA	24,498
Cambridge, MA	105,162
Needham, MA	28,886
Annapolis, MD	38,394
Baltimore, MD	620,961
Baltimore County, MD	805,029
Dorchester County, MD	32,618
Gaithersburg, MD	59,933

La Plata, MD	8,753
Montgomery County, MD	971,777
Prince George's County, MD	863,420
Rockville, MD	61,209
Takoma Park, MD	16,715
Freeport, ME	1,485
Lewiston, ME	36,592
Saco, ME	18,482
Scarborough, ME	4,403
South Portland, ME	25,002
Ann Arbor, MI	113,934
Battle Creek, MI	52,347
Escanaba, MI	12,616
Farmington Hills, MI	79,740
Flushing, MI	8,389
Gladstone, MI	4,973
Howell, MI	9,489
Hudsonville, MI	7,116
Jackson County, MI	160,248
Kalamazoo, MI	74,262
Kalamazoo County, MI	250,331
Midland, MI	41,863
Novi, MI	55,224
Otsego County, MI	24,164
Petoskey, MI	5,670
Port Huron, MI	30,184
Rochester, MI	12,711
South Haven, MI	4,403
Albert Lea, MN	18,016
Beltrami County, MN	44,442
Blaine, MN	57,186
Bloomington, MN	82,893
Carver County, MN	91,042
Chanhassen, MN	22,952
Coon Rapids, MN	61,476
Dakota County, MN	398,552
Duluth, MN	86,265
Edina, MN	47,941
Elk River, MN	22,974
Fridley, MN	27,208
Hutchinson, MN	14,178
Inver Grove Heights, MN	33,880
Mankato, MN	39,309
Maple Grove, MN	61,567
Mayer, MN	1,749
Minneapolis, MN	382,578
Olmsted County, MN	144,248
Savage, MN	26,911
Scott County, MN	129,928
Shorewood, MN	7,307
St. Louis County, MN	200,226
Washington County, MN	238,136
Woodbury, MN	61,961

Blue Springs, MO	52,575
Branson, MO	10,520
Cape Girardeau, MO	37,941
Clay County, MO	221,939
Clayton, MO	15,939
Columbia, MO	108,500
Ellisville, MO	9,133
Harrisonville, MO	10,019
Jefferson City, MO	43,079
Lee's Summit, MO	91,364
Maryland Heights, MO	27,472
Platte City, MO	4,691
Raymore, MO	19,206
Richmond Heights, MO	8,603
Riverside, MO	2,937
Rolla, MO	19,559
Wentzville, MO	29,070
Billings, MT	104,170
Bozeman, MT	37,280
Missoula, MT	66,788
Asheville, NC	83,393
Cabarrus County, NC	178,011
Cary, NC	135,234
Charlotte, NC	731,424
Davidson, NC	10,944
High Point, NC	104,371
Hillsborough, NC	6,087
Huntersville, NC	46,773
Indian Trail, NC	33,518
Mecklenburg County, NC	919,628
Mooresville, NC	32,711
Stallings, NC	13,831
Wake Forest, NC	30,117
Wilmington, NC	106,476
Winston-Salem, NC	229,617
Wahpeton, ND	7,766
Grand Island, NE	48,520
La Vista, NE	15,758
Lincoln, NE	258,379
Papillion, NE	18,894
Dover, NH	29,987
Lebanon, NH	13,151
Summit, NJ	21,457
Albuquerque, NM	545,852
Farmington, NM	45,877
Las Cruces, NM	97,618
Los Alamos County, NM	17,950
Rio Rancho, NM	87,521
San Juan County, NM	130,044
Carson City, NV	55,274
Henderson, NV	257,729
North Las Vegas, NV	216,961
Reno, NV	225,221

Sparks, NV	90,264
Washoe County, NV	421,407
Geneva, NY	13,261
New York City, NY	8,175,133
Ogdensburg, NY	11,128
Blue Ash, OH	12,114
Delaware, OH	34,753
Dublin, OH	41,751
Hamilton, OH	62,477
Hudson, OH	22,262
Kettering, OH	56,163
Orange Village, OH	3,323
Piqua, OH	20,522
Springboro, OH	17,409
Sylvania Township, OH	18,965
Upper Arlington, OH	33,771
Broken Arrow, OK	98,850
Edmond, OK	81,405
Norman, OK	110,925
Oklahoma City, OK	579,999
Stillwater, OK	45,688
Tulsa, OK	391,906
Albany, OR	50,158
Ashland, OR	20,078
Bend, OR	76,639
Corvallis, OR	54,462
Forest Grove, OR	21,083
Hermiston, OR	16,745
Jackson County, OR	203,206
Keizer, OR	36,478
Lake Oswego, OR	36,619
Lane County, OR	351,715
McMinnville, OR	32,187
Medford, OR	74,907
Portland, OR	583,776
Springfield, OR	59,403
Tualatin, OR	26,054
Umatilla, OR	6,906
Wilsonville, OR	19,509
Chambersburg, PA	20,268
Cumberland County, PA	235,406
Kennett Square, PA	6,072
Kutztown Borough, PA	5,012
Radnor Township, PA	30,878
State College, PA	42,034
West Chester, PA	18,461
East Providence, RI	47,037
Newport, RI	24,672
Greer, SC	25,515
Rock Hill, SC	66,154
Rapid City, SD	67,956
Sioux Falls, SD	153,888
Cookeville, TN	30,435

Germantown, TN	38,844	Herndon, VA	23,292
Morristown, TN	29,137	James City County, VA	67,009
Nashville, TN	601,222	Lexington, VA	7,042
White House, TN	10,255	Lynchburg, VA	75,568
Arlington, TX	365,438	Montgomery County, VA	94,392
Austin, TX	790,390	Newport News, VA	180,719
Benbrook, TX	21,234	Norfolk, VA	242,803
Bryan, TX	76,201	Purcellville, VA	7,727
College Station, TX	93,857	Radford, VA	16,408
Colleyville, TX	22,807	Roanoke, VA	97,032
Corpus Christi, TX	305,215	Spotsylvania County, VA	122,397
Dallas, TX	1,197,816	Virginia Beach, VA	437,994
Denton, TX	113,383	Williamsburg, VA	14,068
Duncanville, TX	38,524	York County, VA	65,464
El Paso, TX	649,121	Montpelier, VT	7,855
Flower Mound, TX	64,669	Airway Heights, WA	6,114
Fort Worth, TX	741,206	Auburn, WA	70,180
Georgetown, TX	47,400	Bellevue, WA	122,363
Houston, TX	2,099,451	Clark County, WA	425,363
Hurst, TX	37,337	Edmonds, WA	39,709
Hutto, TX	14,698	Federal Way, WA	89,306
La Porte, TX	33,800	Gig Harbor, WA	7,126
League City, TX	83,560	Hoquiam, WA	8,726
McAllen, TX	129,877	Kirkland, WA	48,787
McKinney, TX	131,117	Lynnwood, WA	35,836
Plano, TX	259,841	Maple Valley, WA	22,684
Round Rock, TX	99,887	Mountlake Terrace, WA	19,909
Rowlett, TX	56,199	Pasco, WA	59,781
San Marcos, TX	44,894	Redmond, WA	54,144
Southlake, TX	26,575	Renton, WA	90,927
Temple, TX	66,102	Sammamish, WA	45,780
The Woodlands, TX	93,847	SeaTac, WA	26,909
Tomball, TX	10,753	Snoqualmie, WA	10,670
Watauga, TX	23,497	Spokane Valley, WA	89,755
Westlake, TX	992	Tacoma, WA	198,397
Park City, UT	7,558	Vancouver, WA	161,791
Provo, UT	112,488	West Richland, WA	11,811
Riverdale, UT	8,426	Woodland, WA	5,509
Salt Lake City, UT	186,440	Yakima, WA	91,067
Sandy, UT	87,461	Chippewa Falls, WI	13,661
Saratoga Springs, UT	17,781	Columbus, WI	4,991
Springville, UT	29,466	De Pere, WI	23,800
Washington City, UT	18,761	Eau Claire, WI	65,883
Albemarle County, VA	98,970	Madison, WI	233,209
Arlington County, VA	207,627	Merrill, WI	9,661
Ashland, VA	7,225	Oshkosh, WI	66,083
Botetourt County, VA	33,148	Racine, WI	78,860
Chesapeake, VA	222,209	Wauwatosa, WI	46,396
Chesterfield County, VA	316,236	Wind Point, WI	1,723
Fredericksburg, VA	24,286	Casper, WY	55,316
Hampton, VA	137,436	Cheyenne, WY	59,466
Hanover County, VA	99,863	Gillette, WY	29,087

The National Citizen Survey™

CITY OF PALO ALTO, CA
2012

Report of Geographic Subgroup Comparisons

CONTENTS

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 five percentage points around any given percent reported for the entire sample (316 completed surveys). For each area (North of Palo Alto and South of Palo Alto), the margin of error rises to approximately + or - 8% since sample sizes were approximately 151 for North of Palo Alto and 165 for South of Palo Alto.

The National Citizen Survey™ Palo Alto, CA 2012
Geographic Comparison Areas

North Palo Alto

South Palo Alto
(includes open space)
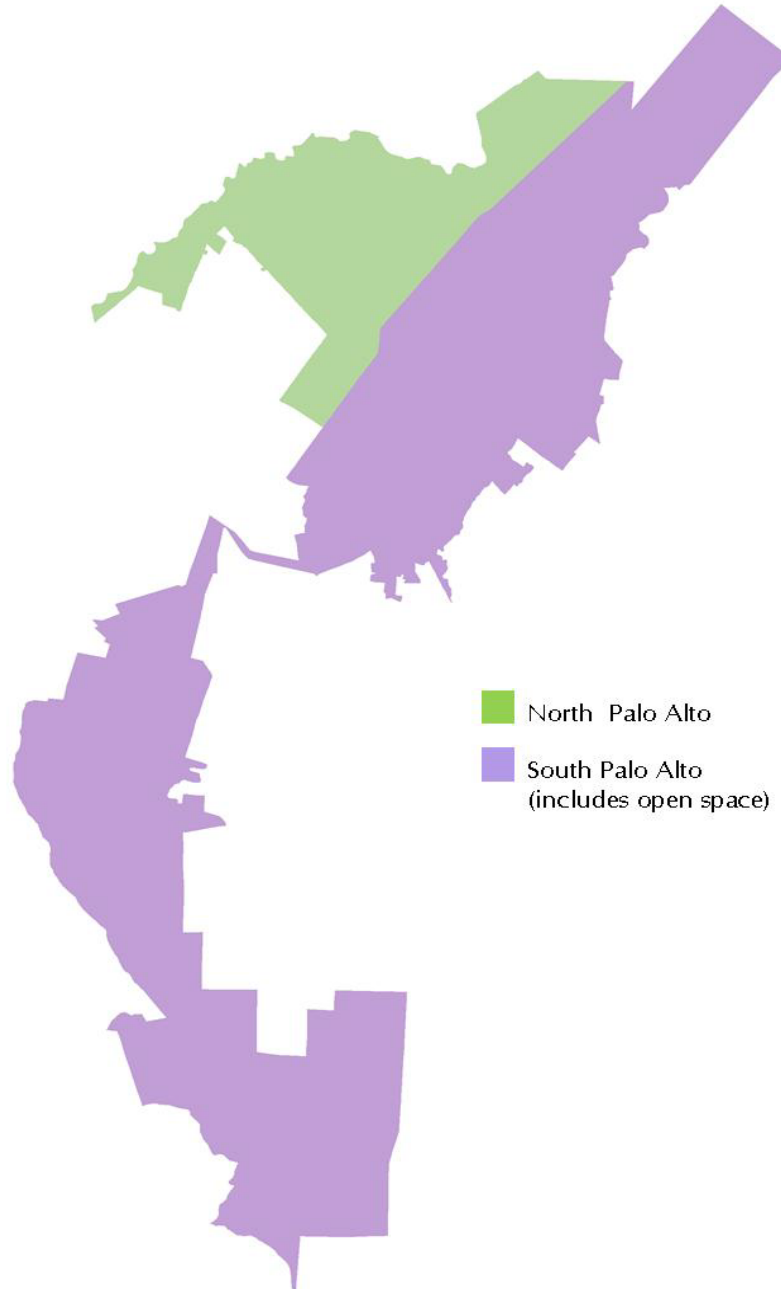
C O M P A R I S O N S

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")			
	Area		
Please rate each of the following aspects of quality of life in Palo Alto:	North	South	Overall
Palo Alto as a place to live	97%	92%	95%
Your neighborhood as a place to live	92%	87%	90%
Palo Alto as a place to raise children	95%	89%	92%
Palo Alto as a place to work	93%	84%	88%
Palo Alto as a place to retire	73%	64%	68%
The overall quality of life in Palo Alto	97%	91%	94%

Question 2: Community Characteristics (Percent "excellent" or "good")			
	Area		
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	North	South	Overall
Sense of community	72%	74%	73%
Openness and acceptance of the community toward people of diverse backgrounds	85%	75%	80%
Overall appearance of Palo Alto	94%	84%	89%
Cleanliness of Palo Alto	92%	81%	86%
Overall quality of new development in Palo Alto	61%	52%	56%
Variety of housing options	31%	26%	29%
Overall quality of business and service establishments in Palo Alto	86%	72%	79%
Shopping opportunities	74%	66%	69%
Opportunities to attend cultural activities	76%	78%	77%
Recreational opportunities	82%	81%	81%
Employment opportunities	71%	65%	68%
Educational opportunities	96%	84%	90%
Opportunities to participate in social events and activities	76%	73%	74%
Opportunities to participate in religious or spiritual events and activities	82%	85%	84%
Opportunities to volunteer	81%	80%	80%

Question 2: Community Characteristics (Percent "excellent" or "good")			
	Area		
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	**North**	**South**	**Overall**
Ease of car travel in Palo Alto	49%	53%	51%
Ease of bus travel in Palo Alto	40%	43%	42%
Ease of rail travel in Palo Alto	71%	71%	71%
Ease of bicycle travel in Palo Alto	82%	81%	81%
Ease of walking in Palo Alto	88%	77%	82%
Availability of paths and walking trails	82%	72%	77%
Traffic flow on major streets	38%	35%	36%
Amount of public parking	47%	55%	51%
Availability of affordable quality housing	12%	12%	12%
Availability of affordable quality child care	23%	30%	27%
Availability of affordable quality health care	69%	68%	68%
Availability of affordable quality food	71%	66%	68%
Availability of preventive health services	79%	73%	76%
Air quality	85%	76%	81%
Quality of overall natural environment in Palo Alto	91%	85%	88%
Overall image or reputation of Palo Alto	94%	90%	92%
Opportunities to learn about City services through social media Web sites such as Twitter and Facebook	68%	60%	64%

Question 3: Growth (Percent of respondents)			
	Area		
Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:	**North**	**South**	**Overall**
Population growth too fast	48%	43%	46%
Retail growth too slow	13%	25%	19%
Job growth too slow	32%	53%	44%

Question 4: Code Enforcement (Percent a "major" problem)			
	Area		
	North	South	Overall
Run down buildings, weed lots or junk vehicle a major problem in Palo Alto	4%	2%	3%

Question 5: Community Safety (Percent "very" or "somewhat" safe)			
	Area		
Please rate how safe or unsafe you feel from the following in Palo Alto:	North	South	Overall
Violent crime (e.g., rape, assault, robbery)	89%	85%	87%
Property crimes (e.g., burglary, theft)	64%	59%	61%
Environmental hazards, including toxic waste	81%	81%	81%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
	Area		
Please rate how safe or unsafe you feel:	North	South	Overall
In your neighborhood during the day	96%	96%	96%
In your neighborhood after dark	81%	82%	82%
In Palo Alto's downtown area during the day	96%	88%	92%
In Palo Alto's downtown area after dark	77%	65%	71%

Question 7: Contact with Police Department (Percent "yes")			
	Area		
	North	South	Overall
Have you had any in-person or phone contact with an employee of the City of Palo Alto Police Department within the last 12 months?	33%	29%	31%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")			
	Area		
	North	South	Overall
What was your overall impression of your most recent contact with the City of Palo Alto Police Department?	79%	70%	75%

The National Citizen Survey™

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")			
	Area		
	North	South	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	9%	8%	9%
If yes, was this crime (these crimes) reported to the police?	68%	56%	62%

Question 11: 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?	Area		
	North	South	Overall
Used Palo Alto public libraries or their services	77%	77%	77%
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	64%	67%	65%
Participated in a recreation program or activity	54%	47%	50%
Visited a neighborhood park or City park	95%	96%	95%
Ridden a local bus within Palo Alto	38%	33%	35%
Attended a meeting of local elected officials or other local public meeting	26%	24%	25%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	22%	21%	21%
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	79%	79%	79%
Recycled used paper, cans or bottles from your home	100%	98%	99%
Volunteered your time to some group or activity in Palo Alto	51%	56%	54%
Participated in religious or spiritual activities in Palo Alto	38%	42%	40%
Participated in a club or civic group in Palo Alto	33%	43%	38%
Provided help to a friend or neighbor	90%	91%	90%
Read Palo Alto Newspaper	87%	88%	88%
Used the City's Web site to conduct business or pay bills	45%	43%	44%

Question 12: Neighborliness (Percent at least several times a week)			
	Area		
	North	South	Overall
Visit with neighbors at least several times a week	49%	52%	50%

Question 13: Service Quality (Percent "excellent" or "good")			
		Area	
Please rate the quality of each of the following services in Palo Alto:	North	South	Overall
Police services	87%	86%	86%
Fire services	96%	95%	96%
Ambulance or emergency medical services	95%	96%	96%
Crime prevention	79%	70%	74%
Fire prevention and education	81%	79%	80%
Traffic enforcement	69%	64%	66%
Street repair	38%	45%	42%
Street cleaning	79%	80%	80%
Street lighting	70%	67%	68%
Sidewalk maintenance	53%	54%	53%
Traffic signal timing	49%	45%	47%
Bus or transit services	65%	51%	58%
Garbage collection	87%	91%	89%
Storm drainage	67%	82%	75%
Drinking water	84%	83%	83%
Sewer services	83%	81%	82%
City parks	93%	90%	91%
Recreation programs or classes	89%	85%	87%
Recreation centers or facilities	84%	87%	85%
Land use, planning and zoning	49%	52%	51%
Code enforcement (weeds, abandoned buildings, etc.)	62%	59%	61%
Animal control	77%	80%	78%
Economic development	71%	63%	67%
Services to seniors	81%	72%	76%
Services to youth	82%	71%	75%
Services to low-income people	56%	48%	52%
Public library services	91%	87%	88%
Public information services	74%	74%	74%

Question 13: Service Quality (Percent "excellent" or "good")			
		Area	
Please rate the quality of each of the following services in Palo Alto:	North	South	Overall
Public schools	93%	91%	92%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	66%	77%	73%
Preservation of natural areas such as open space, farmlands and greenbelts	78%	84%	81%
Neighborhood branch libraries	85%	85%	85%
Your neighborhood park	93%	90%	91%
Variety of library materials	87%	88%	87%
Street tree maintenance	72%	70%	71%
Electric utility	84%	83%	84%
Gas utility	87%	84%	86%
Recycling collection	87%	86%	87%
City's Web site	73%	68%	70%
Art programs and theatre	86%	79%	82%

Question 14: Government Services Overall (Percent "excellent" or "good")			
		Area	
Overall, how would you rate the quality of the services provided by each of the following?	North	South	Overall
The City of Palo Alto	89%	88%	88%
The Federal Government	51%	49%	50%
The State Government	42%	40%	41%
Santa Clara County Government	58%	62%	60%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)			
		Area	
Please indicate how likely or unlikely you are to do each of the following:	North	South	Overall
Recommend living in Palo Alto to someone who asks	92%	92%	92%
Remain in Palo Alto for the next five years	82%	91%	87%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)			
	Area		
	North	South	Overall
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:	22%	22%	22%

Question 17: Contact with Fire Department (Percent "yes")			
	Area		
	North	South	Overall
Have you had any in-person or phone contact with an employee of the City of Palo Alto Fire Department within the last 12 months?	6%	10%	8%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")			
	Area		
	North	South	Overall
What was your overall impression of your most recent contact with the City of Palo Alto Fire Department?	96%	94%	95%

Question 19: Contact with City Employees (Percent "yes")			
	Area		
	North	South	Overall
Have you had any in-person, phone or email with an employee of the City of Palo Alto within the last 12 months (including police, receptionists, planners or any others)?	40%	47%	44%

Question 20: City Employees (Percent "excellent" or "good")			
	Area		
What was your impression of the employee(s) of the City of Palo Alto in your most recent contact?	North	South	Overall
Knowledge	87%	84%	85%
Responsiveness	75%	76%	76%
Courtesy	88%	90%	89%
Overall impression	79%	83%	81%

Question 21: Government Performance (Percent "excellent" or "good")			
	Area		
Please rate the following categories of Palo Alto government performance:	North	South	Overall
The value of services for the taxes paid to Palo Alto	67%	67%	67%
The overall direction that Palo Alto is taking	60%	59%	59%
The job Palo Alto government does at welcoming citizen involvement	56%	59%	58%

Question 22: Custom question 1 (Percent "very likely" or "somewhat likely")			
	Area		
How likely or unlikely are you to use each of the following to learn about City initiatives and City Council actions?	North	South	Overall
Email blasts	50%	51%	50%
Citywide quarterly newsletter posted on City's Web site	28%	35%	32%
Social networking sites (Facebook, rBlock, Twitter, etc.)	23%	25%	24%
Household utility bill insert	62%	68%	65%
Town Hall meetings throughout the community	26%	24%	25%
Regular column in the newspaper	63%	71%	67%
Other	51%	58%	54%

Question 23: Custom question 2 (Percent "strongly support" or "somewhat support")			
	Area		
To what extent do you support or oppose each of the following possible actions to increase revenues to maintain and repair City infrastructure (such as streets, sidewalks, public buildings, etc.):	North	South	Overall
New infrastructure bond measure	68%	63%	65%
Increase to existing utility users tax	38%	30%	34%
Increase to existing hotel occupancy tax	65%	68%	67%
New business license tax	40%	47%	44%
New parcel tax	37%	30%	33%
Increase to existing documentary (real estate) transfer tax	39%	43%	42%
Increase to existing local sales tax	28%	31%	30%

Question 24: Custom question 3 (Percent "$0 to $50 per year")			
The City may consider placing a measure on the ballot in 2014 to support infrastructure needs (e.g., streets, sidewalks, public building improvements, etc.). Please indicate the highest tax amount, if any, that your household would be willing to pay per year for construction, maintenance, and operation of such infrastructure:	Area		
	North	South	Overall
Street replacement/repair	72%	85%	79%
Sidewalk replacement/repair	75%	84%	79%
New police/public safety building	85%	87%	86%
Update/replace fire stations	86%	88%	87%
Additional sports playing fields	90%	84%	87%
Update other current public buildings (City Hall, park buildings, community pool, etc.)	85%	87%	86%