



CITY OF PALO ALTO OFFICE OF THE CITY AUDITOR

March 17, 2014

The Honorable City Council
Palo Alto, California

The National Citizen Survey 2013

The National Citizen Survey™ (The NCS) is a collaborative effort between the 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. This document includes four reports: 1) Results, 2) Benchmark Report, 3) Geographic Subgroup Comparisons Report, and 4) Trend Report. The newly issued Trend Report highlights changes that are notable from 2003 to 2013.

ATTACHMENTS:

- Attachment A: The National Citizen Survey 2013 (PDF)

Department Head: Houman Boussina, Acting City Auditor



CITY OF PALO ALTO, CA 2013

Contents:

- 1) Results
- 2) Benchmark Report
- 3) Geographic Subgroup Comparisons Report
- 4) Trend Report



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CITY OF PALO ALTO, CA 2013



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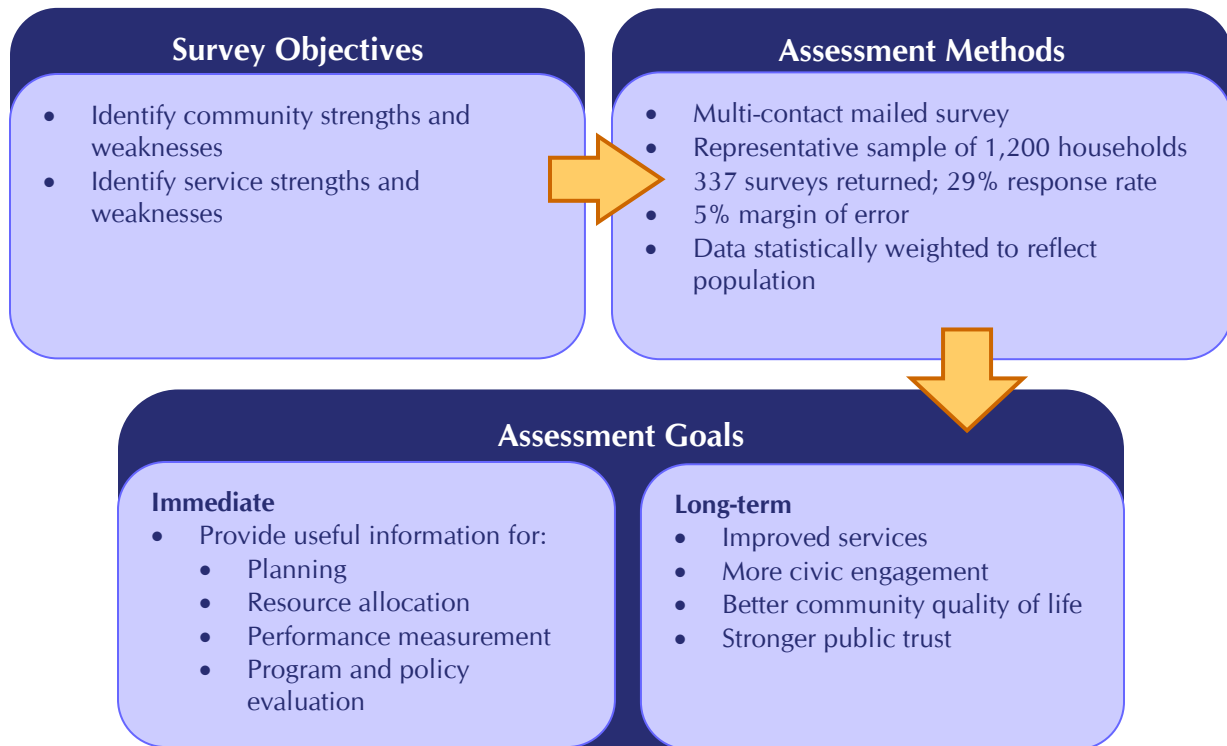
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SURVEY BACKGROUND

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



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



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 337 completed surveys were obtained, providing an overall response rate of 29%. 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 geographic crosstabulation of results.

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 (337 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 eight 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 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 91% 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 availability of affordable quality child care, the variety of housing options 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, 21 were above the national benchmark comparison, two were similar to the national benchmark comparison and eight were below.

Residents in the City of Palo Alto were somewhat civically engaged. While only 28% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 92% had provided help to a friend or neighbor. Half had volunteered their time to some group or activity in the City of Palo Alto, which was higher than the benchmark.

In general, survey respondents demonstrated mild trust in local government. A majority rated the overall direction being taken by the City of Palo Alto as “good” or “excellent.” This was lower than 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. More than three-quarters rated their overall impression of employees as “excellent” or “good.”

On average, residents gave generally favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 31 services for which comparisons were available, 21 were above the benchmark comparison, eight were similar to the benchmark comparison and two were below.

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.

Compared to the 2012 survey, service ratings decreased for bus or transit services, the overall quality of new development in Palo Alto, and land use, planning and zoning. Some community feature ratings also declined, such as safety after dark in neighborhoods and downtown, Palo Alto as a place to retire and opportunities to participate in religious or spiritual activities. On a more positive note, ratings for participants personal economic future being seen as “very” or “somewhat” positive hit an all-time high of 33% in 2013, a rating that was much above the benchmark.

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:

- Public information services
- Public schools
- Sidewalk maintenance
- Street lighting

Of the above services, the City may wish to focus most on improving sidewalk maintenance since the City ranked similar to the benchmark in this area, not above, as with the other three service areas.

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.

Almost all 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

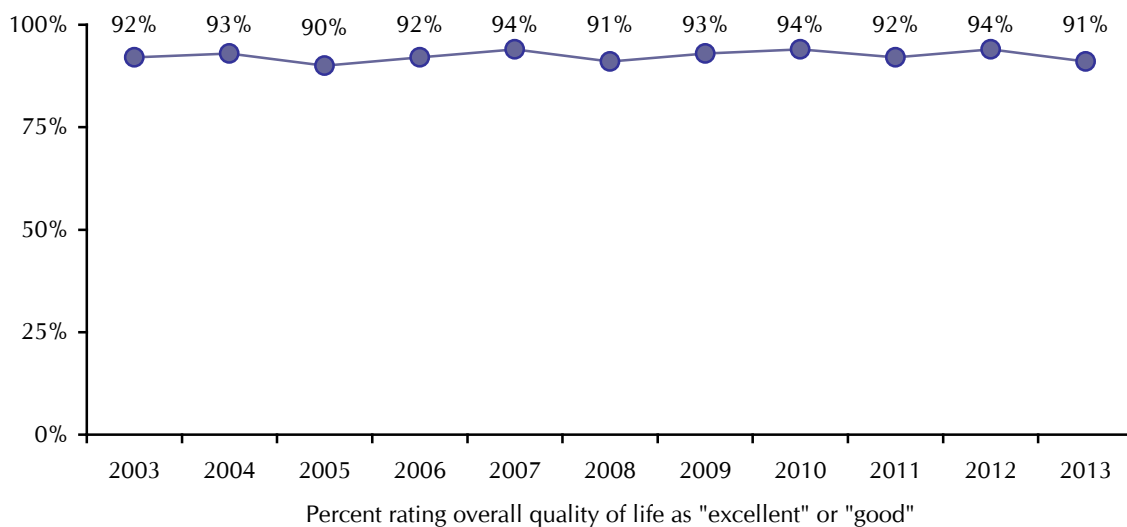


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
The overall quality of life in Palo Alto	91%	94%	92%	94%	93%	91%	94%	92%	90%	93%	92%
Your neighborhood as a place to live	91%	90%	90%	91%	90%	91%	91%	91%	90%	91%	88%
Palo Alto as a place to live	92%	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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Recommend living in Palo Alto to someone who asks	89%	92%	91%	90%	90%	91%	100%	NA	NA	NA	NA
Remain in Palo Alto for the next five years	87%	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	Similar
Remain in Palo Alto for the next five years	Above

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 benchmark and similar to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Ease of car travel in Palo Alto	55%	51%	62%	66%	65%	60%	65%	60%	61%	52%	55%
Ease of bus travel in Palo Alto	37%	42%	37%	39%	36%	34%	37%	44%	44%	43%	41%
Ease of rail travel in Palo Alto	65%	71%	64%	62%	63%	52%	55%	60%	69%	64%	NA
Ease of bicycle travel in Palo Alto	78%	81%	77%	81%	79%	78%	84%	78%	79%	80%	84%
Ease of walking in Palo Alto	84%	82%	83%	85%	82%	86%	88%	87%	86%	85%	86%
Availability of paths and walking trails	71%	77%	75%	75%	75%	74%	NA	NA	NA	NA	NA
Traffic flow on major streets	34%	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	Below
Ease of rail 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 negative. Street cleaning and street lighting were above the benchmark, bus or transit services and the amount of public parking were below the benchmark and street repair, sidewalk maintenance and traffic signal timing were similar to the benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Street repair	47%	42%	40%	43%	42%	47%	47%	47%	48%	47%	50%
Street cleaning	76%	80%	79%	76%	73%	75%	77%	77%	74%	77%	75%
Street lighting	66%	68%	65%	68%	64%	64%	61%	66%	63%	65%	67%
Sidewalk maintenance	56%	53%	51%	51%	53%	53%	57%	53%	51%	50%	50%
Traffic signal timing	53%	47%	52%	56%	56%	56%	60%	55%	49%	57%	NA
Bus or transit services	49%	58%	46%	45%	50%	49%	57%	58%	NA	NA	NA
Amount of public parking	39%	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	Above
Sidewalk maintenance	Similar
Traffic signal timing	Similar
Bus or transit services	Below
Amount of public parking	Below

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

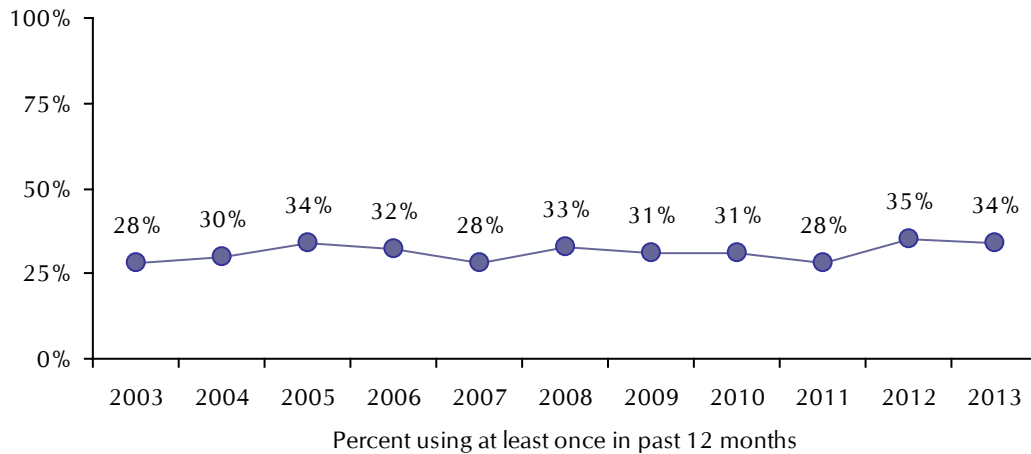


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	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 overwhelming mode of use. However, 7% of work commute trips were made by transit, 11% by bicycle and 6% by foot.

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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	55%	55%	63%	61%	58%	59%	NA	NA	NA	NA	NA
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	11%	5%	9%	9%	8%	6%	NA	NA	NA	NA	NA
Bus, rail, subway or other public transportation	7%	5%	3%	3%	7%	5%	NA	NA	NA	NA	NA
Walk	6%	6%	6%	5%	7%	4%	NA	NA	NA	NA	NA
Bicycle	11%	20%	11%	13%	9%	16%	NA	NA	NA	NA	NA
Work at home	9%	8%	9%	9%	10%	9%	NA	NA	NA	NA	NA
Other	2%	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 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 13% of respondents, while the variety of housing options was rated as “excellent” or “good” by 26% of respondents. The rating of perceived affordable housing availability was much worse in the City of Palo Alto than the ratings, on average, in comparison jurisdictions.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Availability of affordable quality housing	13%	12%	14%	15%	17%	12%	10%	11%	8%	7%	6%
Variety of housing options	26%	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. About one-third 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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Housing costs 30% or more of income	31%	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 12% of respondents and as "good" by an additional 32%. The overall appearance of Palo Alto was rated as "excellent" or "good" by 85% 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, 4% thought they were a "major" problem. The services of code enforcement and animal control were rated above the benchmark and the service of land use, planning and zoning was rated below the benchmark. Compared to the previous survey, ratings decreased for the overall quality of new development in Palo Alto and for land use, planning and zoning.

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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Overall quality of new development in Palo Alto	44%	56%	57%	53%	55%	57%	57%	62%	56%	NA	NA
Overall appearance of Palo Alto	85%	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	Much below
Overall appearance of Palo Alto	Much above

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

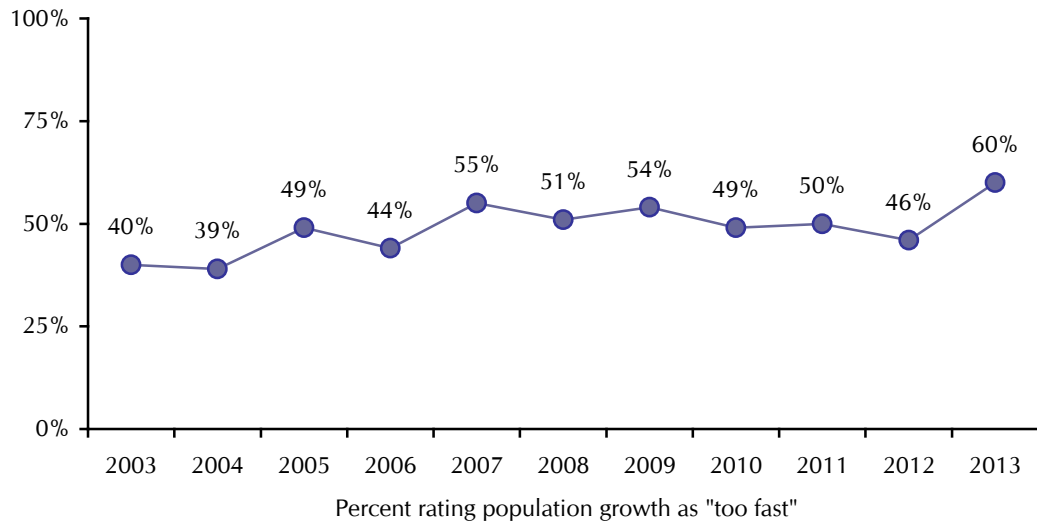


FIGURE 22: POPULATION GROWTH BENCHMARKS

Comparison to benchmark	
Population growth seen as too fast	Much more

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

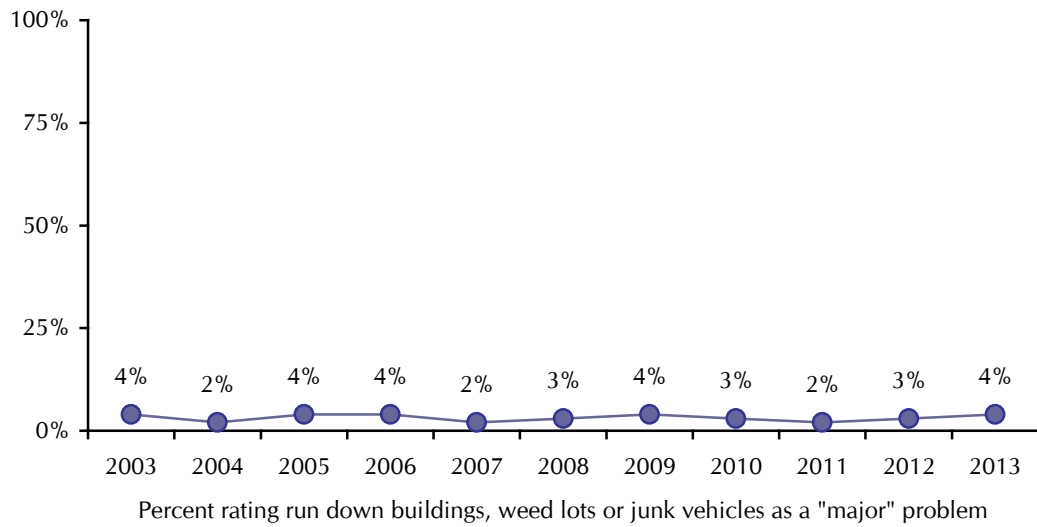


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Land use, planning and zoning	36%	51%	45%	49%	47%	47%	49%	50%	46%	48%	41%
Code enforcement (weeds, abandoned buildings, etc.)	57%	61%	56%	53%	50%	59%	59%	61%	56%	59%	55%
Animal control	76%	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	Much below
Code enforcement (weeds, abandoned buildings, etc.)	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 shopping opportunities. Receiving the lowest rating was employment opportunities.

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Employment opportunities	68%	68%	56%	52%	51%	61%	61%	59%	45%	43%	33%
Shopping opportunities	73%	69%	71%	70%	70%	71%	79%	80%	75%	NA	NA
Palo Alto as a place to work	89%	88%	89%	87%	87%	90%	90%	84%	81%	NA	NA
Overall quality of business and service establishments in Palo Alto	71%	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	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, 30% responded that it was “too slow,” while 16% reported retail growth as “too slow.” Fewer residents in Palo Alto compared to other jurisdictions believed that retail growth and jobs growth were too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Retail growth seen as too slow	16%	19%	35%	31%	34%	28%	29%	26%	25%	21%	18%
Jobs growth seen as too slow	30%	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

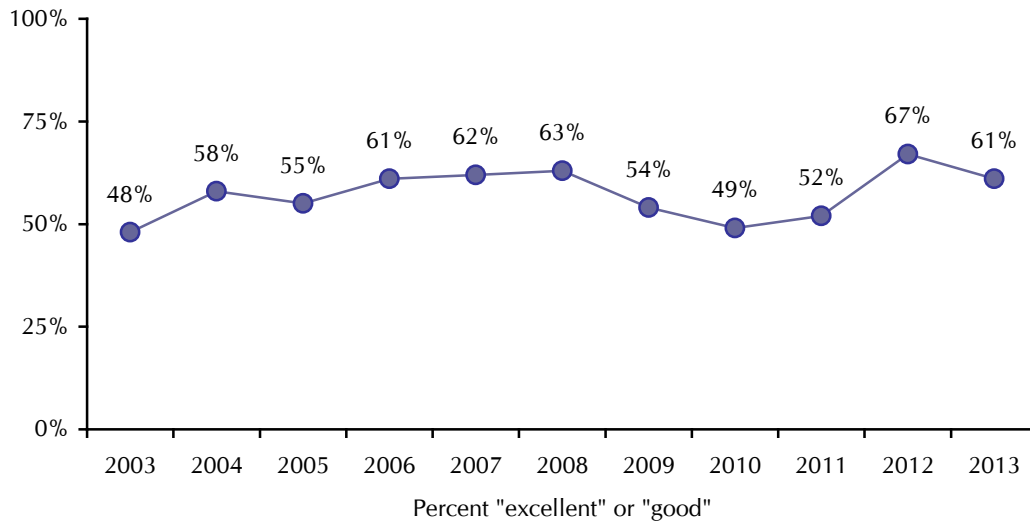


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

Residents were asked to reflect on their economic prospects in the near term. Thirty-three 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 much greater than comparison jurisdictions and has increased steadily since 2011.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

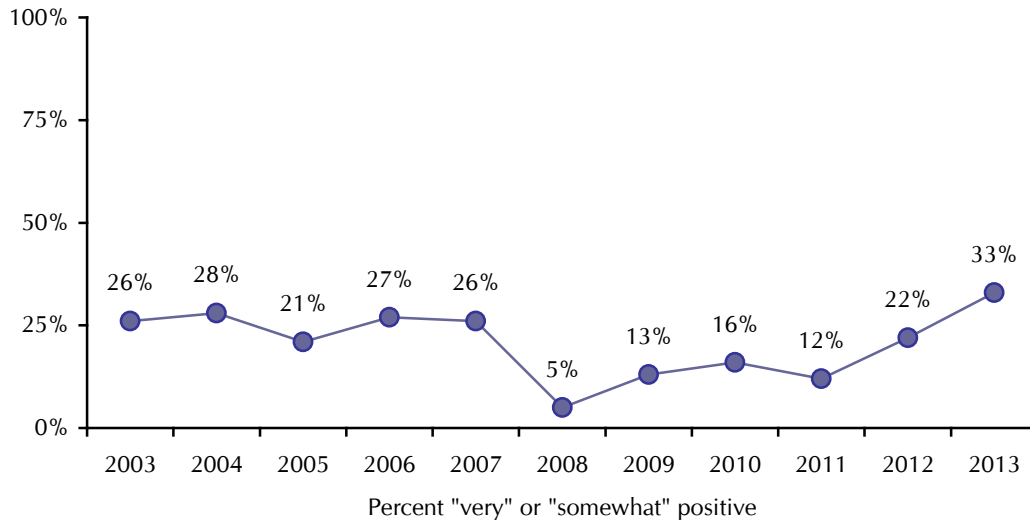


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much 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. Communities in which residents feel protected or unthreatened are communities that are more likely to experience 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. About 79% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 83% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety. Compared to the 2012 survey, ratings for safety after dark in neighborhoods and downtown have decreased.

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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Safety in your neighborhood during the day	97%	96%	98%	96%	95%	95%	98%	94%	98%	98%	97%
Safety in your neighborhood after dark	72%	82%	83%	83%	78%	78%	85%	79%	84%	82%	83%
Safety in Palo Alto's downtown area during the day	93%	92%	91%	94%	91%	96%	94%	91%	96%	94%	95%
Safety in Palo Alto's downtown area after dark	62%	71%	65%	70%	65%	65%	74%	69%	69%	76%	71%
Safety from violent crime (e.g., rape, assault, robbery)	79%	87%	85%	85%	82%	85%	86%	75%	87%	84%	84%
Safety from property crimes (e.g., burglary, theft)	59%	61%	71%	75%	66%	74%	75%	62%	76%	71%	73%
Safety from environmental hazards	83%	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	Similar
In Palo Alto's downtown area during the day	Above
In Palo Alto's downtown area after dark	Similar
Violent crime (e.g., rape, assault, robbery)	Above
Property crimes (e.g., burglary, theft)	Similar
Environmental hazards, including toxic waste	Above

As assessed by the survey, 6% 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, 86% 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 more of Palo Alto residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2013	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?	6%	9%	9%	9%	11%	10%	9%	12%	10%	11%	13%
If yes, was this crime (these crimes) reported to the police?	86%	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	More

Residents rated seven City public safety services; of these, five were rated above the benchmark comparison, two were rated similar to the benchmark comparison and none were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement received the lowest ratings.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Police services	86%	86%	88%	87%	84%	84%	91%	87%	87%	90%	89%
Fire services	93%	96%	92%	93%	95%	96%	98%	95%	94%	97%	96%
Ambulance or emergency medical services	93%	96%	93%	94%	91%	95%	94%	94%	95%	95%	95%
Crime prevention	75%	74%	81%	79%	73%	74%	83%	77%	86%	86%	NA
Fire prevention and education	82%	80%	76%	79%	80%	87%	86%	84%	82%	85%	NA
Traffic enforcement	64%	66%	61%	64%	61%	64%	72%	63%	63%	64%	64%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	77%	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)	Much above

FIGURE 41: CONTACT WITH POLICE AND FIRE DEPARTMENTS BY YEAR

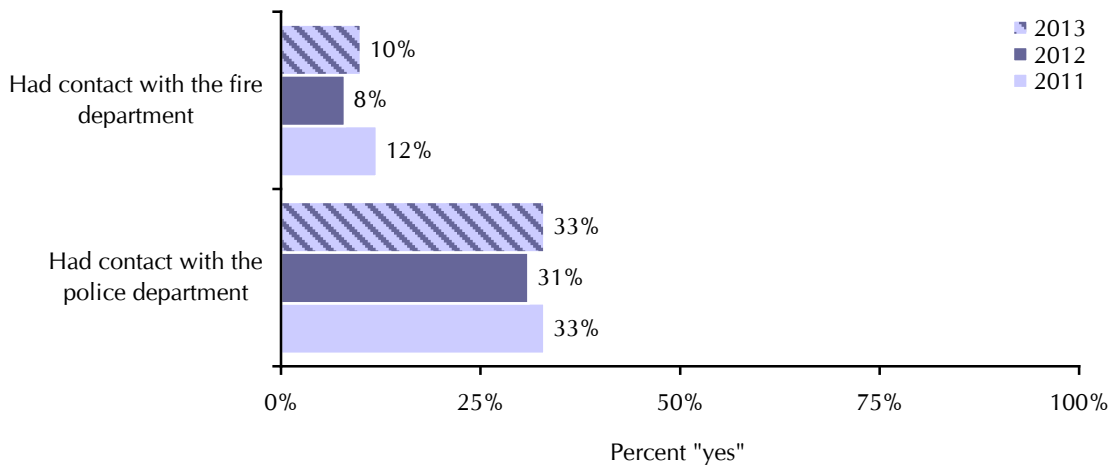


FIGURE 42: RATINGS OF POLICE AND FIRE EMPLOYEES BY YEAR

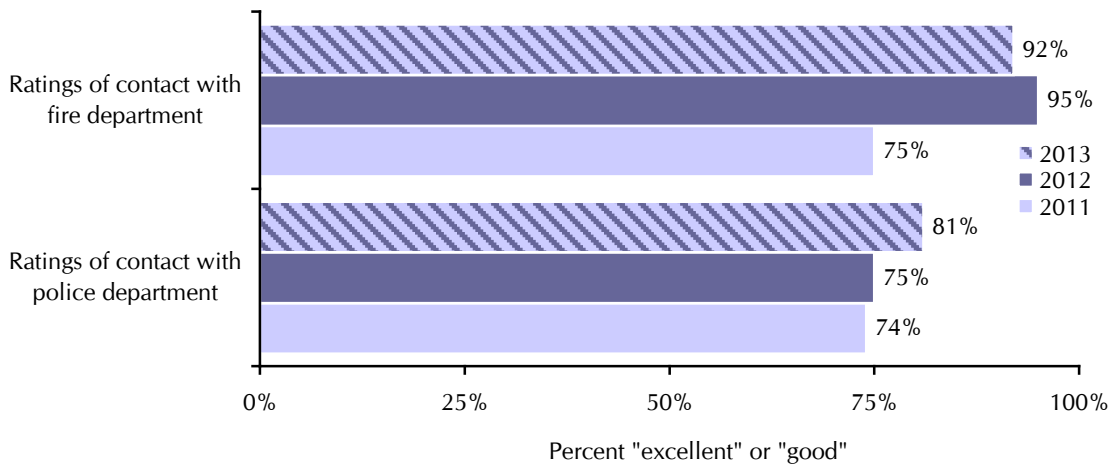


FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the City of Palo Alto Police Department	Less
Overall impression of most recent contact with the City of Palo Alto Police Department	Much above
Had contact with the City of Palo Alto Fire Department	Less
Overall impression of most recent contact with the City of Palo Alto Fire Department	Similar

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 83% of survey respondents. The cleanliness of Palo Alto received the highest rating, and it was much above the benchmark.

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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Cleanliness of Palo Alto	84%	86%	88%	85%	85%	88%	NA	NA	NA	NA	NA
Quality of overall natural environment in Palo Alto	83%	88%	84%	84%	84%	85%	NA	NA	NA	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	79%	81%	76%	78%	82%	78%	NA	NA	NA	NA	NA
Air quality	81%	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. The frequency of resident recycling has remained stable since 2003.

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

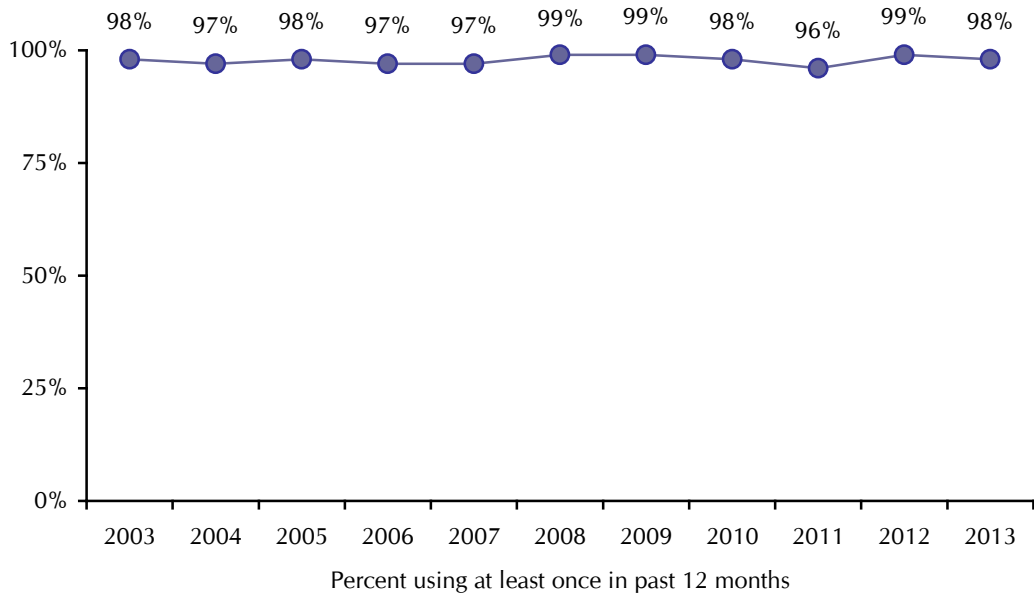


FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

	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, three were higher than the benchmark comparison, one was similar and none were below the benchmark comparison. These service ratings trends were mostly stable when compared to past surveys.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Sewer services	84%	82%	84%	82%	81%	81%	83%	83%	82%	80%	84%
Drinking water	88%	83%	86%	84%	81%	87%	79%	80%	80%	74%	82%
Storm drainage	69%	75%	74%	74%	73%	70%	59%	61%	60%	57%	65%
Garbage collection	85%	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	Above
Garbage collection	Similar

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, recreation programs and recreation facilities were all rated higher than the benchmark. Parks and recreation ratings have stayed constant over time.

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 about the same as the percent of users in comparison jurisdictions. However, recreation program use in Palo Alto was higher than use in comparison jurisdictions.

FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

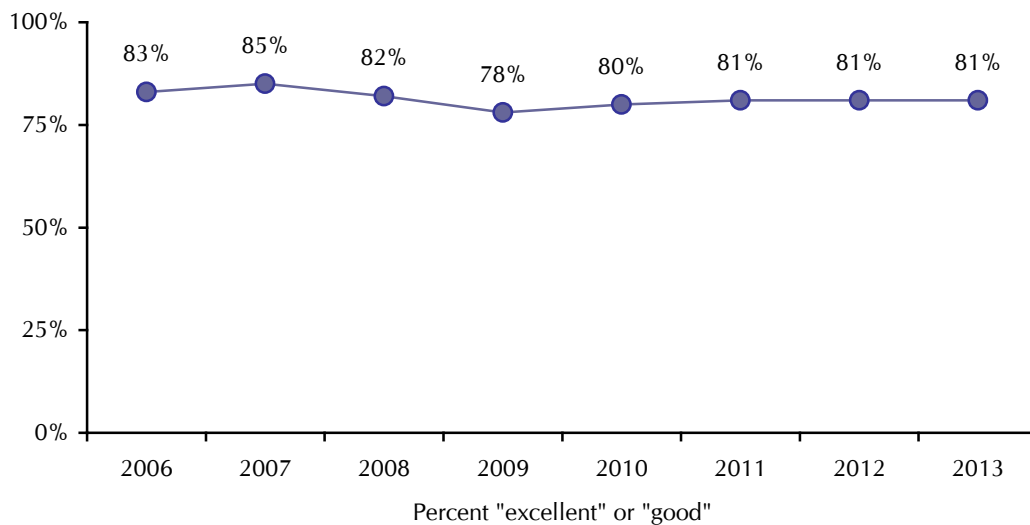


FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much above

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Used Palo Alto recreation centers	58%	65%	60%	60%	63%	68%	67%	63%	62%	60%	53%
Participated in a recreation program or activity	52%	50%	53%	50%	49%	56%	53%	54%	52%	50%	49%
Visited a neighborhood park or City park	94%	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 centers	Similar
Participated in a recreation program or activity	More
Visited a neighborhood park or City park	Much more

FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
City parks	93%	91%	94%	90%	92%	89%	91%	87%	92%	91%	90%
Recreation programs or classes	87%	87%	81%	82%	85%	87%	90%	85%	87%	85%	83%
Recreation centers or facilities	80%	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	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 were rated as “excellent” or “good” by 69% of respondents. Educational opportunities were rated as “excellent” or “good” by 87% 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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Opportunities to attend cultural activities	69%	77%	73%	74%	74%	79%	81%	85%	77%	83%	NA
Educational opportunities	87%	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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Used Palo Alto public libraries or their services	77%	77%	74%	76%	82%	74%	79%	76%	79%	77%	80%
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

FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Public schools	94%	92%	92%	NA	NA	NA	NA	NA	NA	NA	NA
Public library services	85%	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	Similar

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 their well being.

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 were rated mostly positive for the City of Palo Alto, while the availability of affordable quality health care was rated less favorably by residents.

Among Palo Alto residents, 62% rated affordable quality health care as “excellent” or “good.” Those ratings were above the ratings of comparison communities.

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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Availability of affordable quality health care	62%	68%	59%	62%	63%	57%	56%	57%	NA	NA	NA
Availability of affordable quality food	67%	68%	66%	NA	NA	64%	NA	NA	NA	NA	NA
Availability of preventive health services	73%	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	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. A majority of 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 much lower than the benchmark. Ratings decreased for Palo Alto as a place to retire compared to the 2012 survey.

FIGURE 64: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Sense of community	67%	73%	75%	71%	71%	70%	70%	66%	68%	69%	70%
Openness and acceptance of the community toward people of diverse backgrounds	76%	80%	78%	79%	78%	77%	79%	75%	72%	73%	73%
Availability of affordable quality child care	31%	27%	35%	25%	32%	28%	26%	35%	26%	25%	25%
Palo Alto as a place to raise children	90%	92%	93%	93%	91%	94%	92%	92%	92%	93%	90%
Palo Alto as a place to retire	56%	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	Similar
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	Similar

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 45% to 75% with ratings of “excellent” or “good.” Services to seniors and youth were 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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Services to seniors	74%	76%	80%	79%	82%	81%	79%	84%	78%	82%	77%
Services to youth	75%	75%	78%	70%	75%	73%	73%	70%	68%	68%	66%
Services to low-income people	45%	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	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. Volunteer opportunities were rated much above the benchmark.

FIGURE 68: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Opportunities to volunteer	82%	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, participating in a club and providing help to a neighbor all showed similar rates of involvement; while volunteering time to a group showed higher rates. Watching a meeting of local elected officials showed lower rates of community engagement.

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Attended a meeting of local elected officials or other local public meeting	28%	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	24%	21%	27%	28%	28%	26%	26%	31%	29%	27%	28%
Volunteered your time to some group or activity in Palo Alto	50%	54%	45%	51%	56%	51%	52%	53%	52%	52%	49%
Participated in a club or civic group in Palo Alto	29%	38%	31%	31%	33%	34%	NA	NA	NA	NA	NA
Provided help to a friend or neighbor	92%	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	More
Participated in a club or civic group in Palo Alto	Similar
Provided help to a friend or neighbor	Similar

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-six 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 higher than comparison communities.

FIGURE 72: REPORTED VOTING BEHAVIOR BY YEAR²

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Registered to vote	86%	88%	87%	90%	90%	89%	79%	77%	80%	83%	78%
Voted in the last general election	88%	88%	87%	86%	87%	87%	76%	70%	79%	78%	72%
Percent "yes"											

FIGURE 73: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Less
Voted in last general election	More

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, 81% reported they had done so at least once. Public information services were rated favorably compared to benchmark data. Reported visits to the City of Palo Alto Web site have increased over time.

FIGURE 74: USE OF INFORMATION SOURCES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	81%	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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Public information services	73%	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 a similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.” When compared to the previous year’s survey, ratings for opportunities to participate in religious or spiritual activities decreased.

FIGURE 78: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Opportunities to participate in social events and activities	74%	74%	76%	74%	80%	80%	NA	NA	NA	NA	NA
Opportunities to participate in religious or spiritual events and activities	75%	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	Similar

Residents in Palo Alto reported a lower amount of neighborliness. Less than half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was much less than the amount of contact reported in other communities.

FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

	2013	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)?	42%	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	Much less

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, 55% rated it as "excellent" or "good." Of these four ratings, three were above the benchmark and one was below the benchmark.

FIGURE 82: PUBLIC TRUST RATINGS BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
The value of services for the taxes paid to Palo Alto*	66%	67%	66%	62%	58%	64%	67%	74%	70%	74%	69%
The overall direction that Palo Alto is taking*	54%	59%	55%	57%	53%	63%	57%	62%	54%	63%	54%
The job Palo Alto government does at welcoming citizen involvement*	55%	58%	57%	57%	56%	57%	68%	73%	59%	70%	65%
Overall image or reputation of Palo Alto	90%	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	Above
The overall direction that Palo Alto is taking	Below
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 84% of survey participants. The City of Palo Alto’s rating was above the benchmark when compared to other communities in the nation. Ratings of overall City services have remained stable over the last ten years.

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

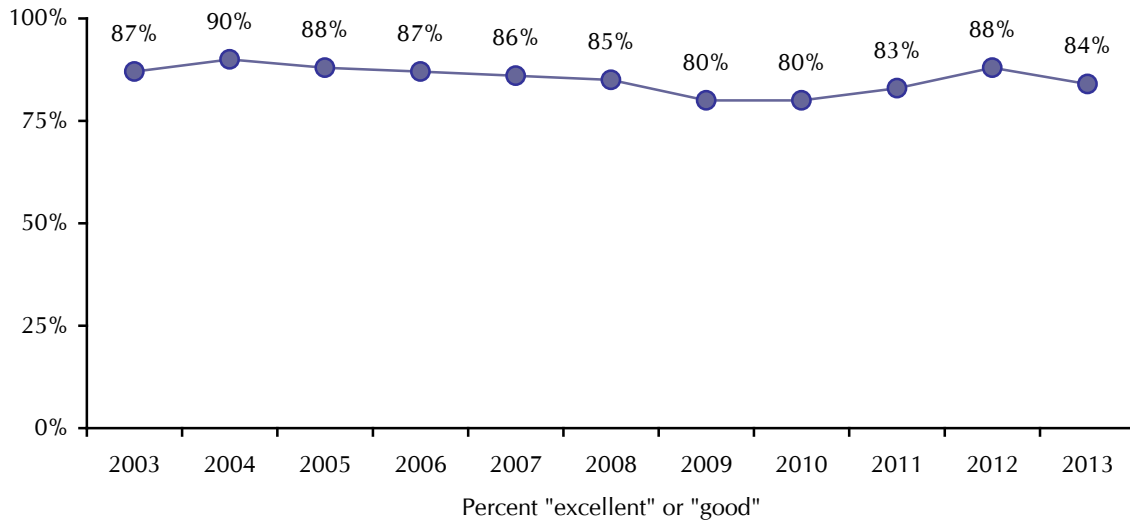


FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Services provided by City of Palo Alto	84%	88%	83%	80%	80%	85%	86%	87%	88%	90%	87%
Services provided by the Federal Government	37%	50%	41%	43%	41%	33%	33%	33%	32%	38%	32%
Services provided by the State Government	33%	41%	26%	27%	23%	34%	44%	38%	32%	35%	31%
Services provided by Santa Clara County Government	47%	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	Above
Services provided by the Federal Government	Similar
Services provided by the State Government	Below
Services provided by Santa Clara County Government	Similar

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 49% who reported that they had been in contact (a percent that is similar to 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; 79% of respondents rated their overall impression as "excellent" or "good."

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

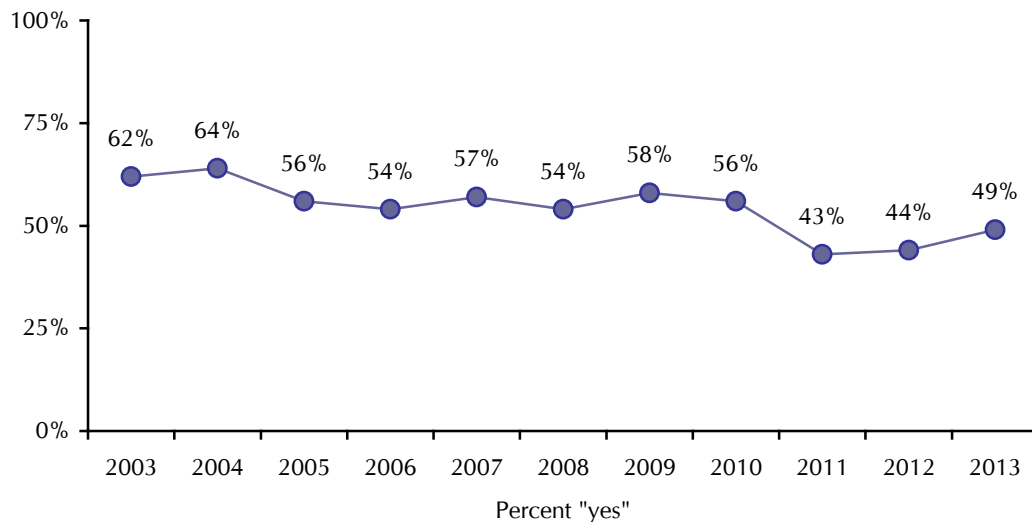


FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

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

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

	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Knowledge	84%	85%	80%	81%	84%	75%	85%	83%	84%	85%	85%
Responsiveness	77%	76%	78%	75%	78%	73%	80%	78%	77%	83%	74%
Courtesy	84%	89%	82%	82%	84%	78%	84%	83%	83%	84%	83%
Overall impression	79%	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	Similar
Responsiveness	Similar
Courteousness	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:

- Public information services
- Public schools
- Sidewalk maintenance
- Street lighting

CITY OF PALO ALTO ACTION CHART™

The 2013 City of Palo Alto Action Chart™ on the following page combines three dimensions of performance:

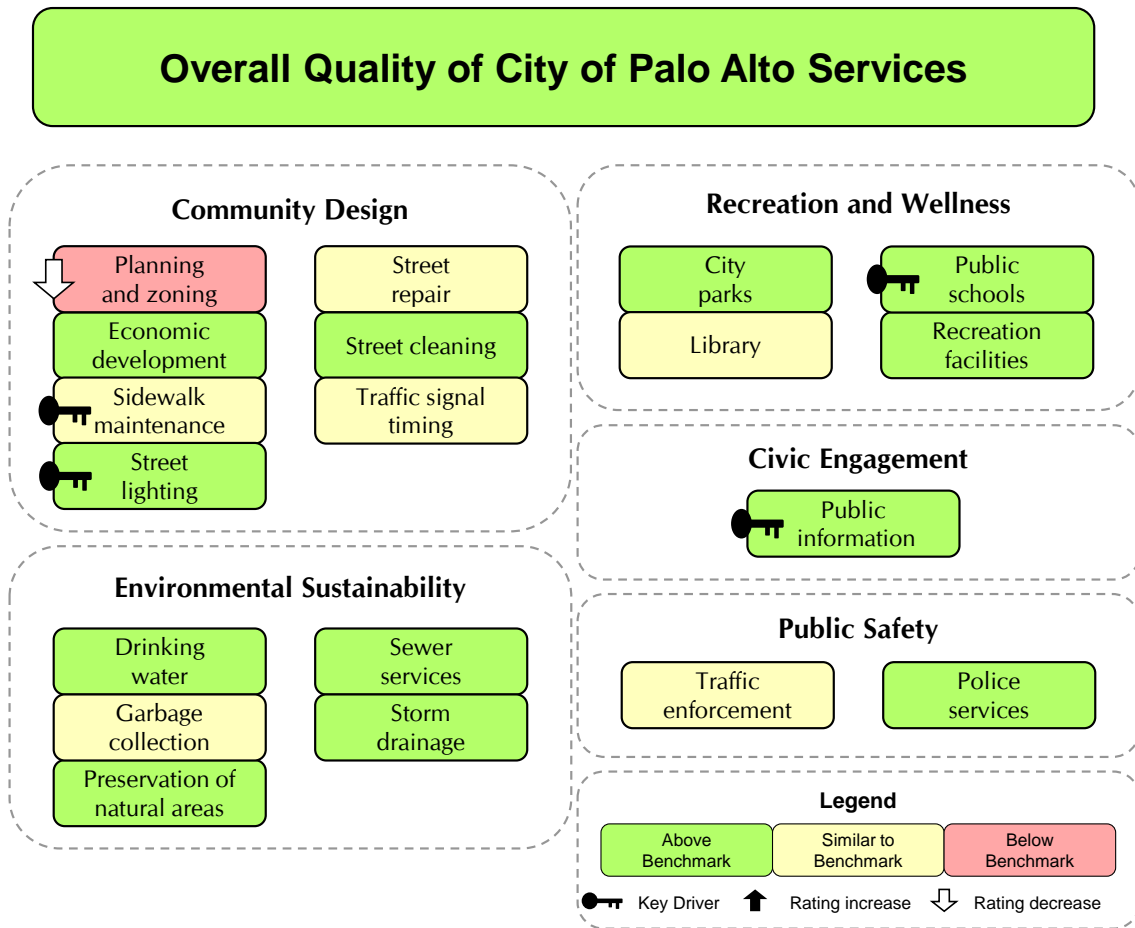
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. 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.

Nineteen services were included in the KDA for the City of Palo Alto. Of these, 12 were above the benchmark, one was below the benchmark and six 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. In the case of Palo Alto, no key drivers were below the benchmark or trending lower in the current survey. Therefore, Palo Alto may wish to seek improvements to sidewalk maintenance 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™



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		✓	✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
Street lighting	✓		
Sidewalk maintenance	✓		
◦ Traffic signal timing			
Garbage collection			✓
Storm drainage			✓
Drinking water			✓
Sewer services			✓
◦ City parks			
◦ Recreation centers or facilities			
Land use planning and zoning		✓	
Economic development		✓	
◦ Public library			
• Public information services	✓	✓	
• Public schools	✓	✓	
◦ 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

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	50%	42%	7%	1%	100%
Your neighborhood as a place to live	49%	41%	8%	2%	100%
Palo Alto as a place to raise children	52%	39%	8%	1%	100%
Palo Alto as a place to work	51%	38%	10%	1%	100%
Palo Alto as a place to retire	28%	28%	31%	13%	100%
The overall quality of life in Palo Alto	42%	49%	8%	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	19%	48%	26%	8%	100%
Openness and acceptance of the community toward people of diverse backgrounds	29%	47%	18%	6%	100%
Overall appearance of Palo Alto	36%	48%	14%	1%	100%
Cleanliness of Palo Alto	37%	48%	14%	1%	100%
Overall quality of new development in Palo Alto	12%	32%	37%	19%	100%
Variety of housing options	6%	21%	42%	32%	100%
Overall quality of business and service establishments in Palo Alto	20%	51%	25%	3%	100%
Shopping opportunities	28%	45%	23%	4%	100%
Opportunities to attend cultural activities	30%	39%	27%	4%	100%
Recreational opportunities	29%	51%	16%	3%	100%
Employment opportunities	26%	41%	26%	7%	100%
Educational opportunities	50%	38%	11%	1%	100%
Opportunities to participate in social events and activities	27%	47%	23%	3%	100%
Opportunities to participate in religious or spiritual events and activities	28%	47%	22%	2%	100%
Opportunities to volunteer	35%	47%	17%	1%	100%
Ease of car travel in Palo Alto	12%	44%	29%	16%	100%
Ease of bus travel in Palo Alto	8%	28%	35%	28%	100%
Ease of rail travel in Palo Alto	19%	45%	28%	7%	100%
Ease of bicycle travel in Palo Alto	29%	49%	18%	4%	100%
Ease of walking in Palo Alto	38%	46%	12%	4%	100%
Availability of paths and walking trails	26%	45%	23%	6%	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
Traffic flow on major streets	4%	30%	40%	26%	100%
Amount of public parking	9%	31%	37%	24%	100%
Availability of affordable quality housing	3%	10%	29%	57%	100%
Availability of affordable quality child care	10%	21%	38%	32%	100%
Availability of affordable quality health care	22%	40%	25%	13%	100%
Availability of affordable quality food	30%	37%	26%	7%	100%
Availability of preventive health services	31%	42%	22%	5%	100%
Air quality	28%	53%	18%	1%	100%
Quality of overall natural environment in Palo Alto	32%	52%	16%	1%	100%
Overall image or reputation of Palo Alto	53%	38%	8%	2%	100%
Opportunities to learn about City services through social media Web sites such as Twitter and Facebook	23%	48%	21%	7%	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%	1%	38%	37%	23%	100%
Retail growth (stores, restaurants, etc.)	3%	13%	62%	16%	5%	100%
Jobs growth	6%	24%	55%	11%	3%	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	33%
Minor problem	44%
Moderate problem	19%
Major problem	4%
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)	42%	38%	10%	10%	1%	100%
Property crimes (e.g., burglary, theft)	17%	42%	17%	20%	4%	100%
Environmental hazards, including toxic waste	49%	35%	12%	3%	1%	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	71%	26%	2%	1%	0%	100%
In your neighborhood after dark	30%	42%	12%	14%	2%	100%
In Palo Alto's downtown area during the day	66%	27%	5%	2%	0%	100%
In Palo Alto's downtown area after dark	27%	35%	15%	19%	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?	67%	33%	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?	51%	30%	14%	6%	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	94%
Yes	6%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	14%
Yes	86%
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%	21%	22%	18%	16%	100%
Used Palo Alto recreation centers	42%	22%	20%	7%	9%	100%
Participated in a recreation program or activity	48%	24%	16%	5%	6%	100%
Visited a neighborhood park or City park	6%	14%	33%	19%	27%	100%
Ridden a local bus within Palo Alto	66%	15%	9%	3%	7%	100%
Attended a meeting of local elected officials or other local public meeting	72%	21%	6%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	76%	17%	5%	1%	1%	100%
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	19%	28%	34%	14%	5%	100%
Recycled used paper, cans or bottles from your home	2%	1%	6%	9%	82%	100%
Volunteered your time to some group or activity in Palo Alto	50%	17%	15%	7%	11%	100%
Participated in a club or civic group in Palo Alto	71%	13%	7%	4%	5%	100%
Provided help to a friend or neighbor	8%	24%	37%	14%	17%	100%
Read Palo Alto Newspaper	9%	10%	22%	12%	46%	100%
Used the City's Web site to conduct business or pay bills	54%	11%	21%	7%	6%	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	19%
Several times a week	23%
Several times a month	30%
Less than several times a month	28%
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	38%	47%	12%	2%	100%
Fire services	55%	38%	6%	1%	100%
Ambulance or emergency medical services	56%	37%	7%	1%	100%
Crime prevention	21%	54%	19%	6%	100%
Fire prevention and education	29%	53%	13%	5%	100%
Traffic enforcement	15%	49%	26%	10%	100%
Street repair	11%	36%	36%	17%	100%
Street cleaning	28%	47%	21%	3%	100%
Street lighting	22%	44%	26%	8%	100%
Sidewalk maintenance	15%	41%	25%	19%	100%
Traffic signal timing	11%	42%	32%	15%	100%
Bus or transit services	12%	38%	31%	19%	100%
Garbage collection	41%	44%	13%	2%	100%
Storm drainage	22%	47%	26%	5%	100%
Drinking water	50%	37%	10%	2%	100%
Sewer services	38%	46%	14%	1%	100%
City parks	49%	44%	7%	0%	100%
Recreation programs or classes	33%	54%	12%	1%	100%
Recreation centers or facilities	29%	52%	18%	1%	100%
Land use, planning and zoning	10%	26%	35%	29%	100%
Code enforcement (weeds, abandoned buildings, etc.)	14%	43%	33%	10%	100%
Animal control	26%	51%	19%	5%	100%
Economic development	22%	39%	31%	8%	100%
Services to seniors	26%	47%	20%	7%	100%
Services to youth	24%	51%	18%	6%	100%
Services to low-income people	16%	28%	30%	26%	100%
Public library services	38%	47%	12%	3%	100%
Public information services	21%	52%	24%	3%	100%
Public schools	59%	35%	5%	1%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	22%	55%	20%	3%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	26%	53%	17%	4%	100%
Neighborhood branch libraries	34%	46%	16%	4%	100%
Your neighborhood park	43%	44%	10%	2%	100%
Variety of library materials	33%	48%	14%	5%	100%
Street tree maintenance	22%	44%	24%	10%	100%
Electric utility	30%	50%	16%	3%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Palo Alto:	Excellent	Good	Fair	Poor	Total
Gas utility	29%	52%	16%	3%	100%
Recycling collection	46%	40%	11%	3%	100%
City's Web site	19%	50%	26%	5%	100%
Art programs and theatre	29%	53%	15%	3%	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	25%	59%	14%	2%	100%
The Federal Government	7%	30%	47%	16%	100%
The State Government	5%	28%	47%	19%	100%
Santa Clara County Government	11%	36%	45%	8%	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	55%	34%	7%	5%	100%
Remain in Palo Alto for the next five years	62%	25%	8%	5%	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	6%
Somewhat positive	26%
Neutral	52%
Somewhat negative	12%
Very negative	4%
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?	90%	10%	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?	69%	23%	6%	2%	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	51%
Yes	49%
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	41%	43%	12%	3%	100%
Responsiveness	43%	34%	15%	8%	100%
Courtesy	48%	35%	13%	3%	100%
Overall impression	46%	33%	15%	6%	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	14%	53%	24%	9%	100%
The overall direction that Palo Alto is taking	10%	44%	29%	17%	100%
The job Palo Alto government does at welcoming citizen involvement	19%	36%	35%	11%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	35%
Yes, full-time	56%
Yes, part-time	9%
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	11%
Bus, rail, subway or other public transportation	7%
Walk	6%
Bicycle	11%
Work at home	9%
Other	2%

Question D3: Length of Residency	
How many years have you lived in Palo Alto?	Percent of respondents
Less than 2 years	12%
2 to 5 years	19%
6 to 10 years	16%
11 to 20 years	16%
More than 20 years	37%
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	56%
House attached to one or more houses (e.g., a duplex or townhome)	4%
Building with two or more apartments or condominiums	36%
Mobile home	0%
Other	3%
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	4%
\$300 to \$599 per month	8%
\$600 to \$999 per month	7%
\$1,000 to \$1,499 per month	8%
\$1,500 to \$2,499 per month	24%
\$2,500 or more per month	49%
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	68%
Yes	32%
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	7%
\$25,000 to \$49,999	9%
\$50,000 to \$99,999	19%
\$100,000 to \$149,999	20%
\$150,000 or more	46%
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	0%
Asian, Asian Indian or Pacific Islander	27%
Black or African American	2%
White	70%
Other	3%
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	2%
25 to 34 years	17%
35 to 44 years	17%
45 to 54 years	23%
55 to 64 years	13%
65 to 74 years	11%
75 years or older	16%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	14%
Yes	80%
Ineligible to vote	6%
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	11%
Yes	81%
Ineligible to vote	8%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	7%
Yes	93%
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	32%
Land line	45%
Both	24%
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	50%	167	42%	142	7%	23	1%	2	0%	0	100%
Your neighborhood as a place to live	49%	164	41%	137	8%	25	2%	5	0%	0	100%	331
Palo Alto as a place to raise children	46%	152	35%	114	7%	25	1%	4	11%	36	100%	331
Palo Alto as a place to work	40%	131	30%	97	8%	26	1%	3	22%	73	100%	329
Palo Alto as a place to retire	23%	76	23%	76	25%	83	11%	35	18%	60	100%	331
The overall quality of life in Palo Alto	42%	140	49%	162	8%	28	1%	2	0%	0	100%	332

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	18%	61	46%	152	25%	82	8%	25	3%	10	100%
Openness and acceptance of the community toward people of diverse backgrounds	27%	92	45%	151	17%	58	6%	20	4%	12	100%	334
Overall appearance of Palo Alto	36%	120	48%	159	14%	47	1%	4	0%	2	100%	332
Cleanliness of Palo Alto	36%	121	47%	158	14%	48	1%	4	0%	2	100%	333
Overall quality of new development in Palo Alto	10%	35	28%	93	33%	107	17%	56	11%	38	100%	329
Variety of housing options	5%	17	19%	64	39%	130	29%	98	7%	23	100%	331
Overall quality of business and service establishments in Palo Alto	20%	66	49%	164	25%	82	3%	11	3%	10	100%	333
Shopping opportunities	28%	93	45%	149	22%	75	4%	14	1%	2	100%	333
Opportunities to attend cultural activities	29%	96	37%	123	26%	86	4%	14	4%	15	100%	334
Recreational opportunities	28%	95	50%	166	16%	53	3%	10	3%	9	100%	333
Employment opportunities	21%	68	32%	106	20%	67	5%	17	21%	70	100%	328

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	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Educational opportunities	46%	154	35%	116	11%	35	1%	3	7%	23	100%	331
Opportunities to participate in social events and activities	25%	82	44%	144	21%	70	3%	9	7%	24	100%	329
Opportunities to participate in religious or spiritual events and activities	20%	64	33%	107	16%	51	2%	5	31%	100	100%	326
Opportunities to volunteer	28%	92	37%	121	14%	45	1%	3	20%	64	100%	324
Ease of car travel in Palo Alto	11%	37	42%	142	28%	93	16%	52	3%	10	100%	334
Ease of bus travel in Palo Alto	6%	19	19%	62	23%	77	19%	62	33%	110	100%	329
Ease of rail travel in Palo Alto	17%	56	40%	131	25%	82	6%	20	12%	39	100%	328
Ease of bicycle travel in Palo Alto	26%	86	44%	145	16%	54	3%	11	10%	32	100%	329
Ease of walking in Palo Alto	38%	125	45%	150	12%	39	4%	13	1%	3	100%	331
Availability of paths and walking trails	24%	80	42%	141	22%	72	6%	19	6%	19	100%	331
Traffic flow on major streets	4%	14	29%	96	39%	129	26%	84	2%	7	100%	329
Amount of public parking	9%	28	29%	97	36%	117	23%	75	4%	12	100%	331
Availability of affordable quality housing	3%	10	8%	27	25%	82	49%	160	15%	50	100%	329
Availability of affordable quality child care	5%	16	11%	36	20%	65	17%	54	47%	155	100%	326
Availability of affordable quality health care	18%	61	33%	111	21%	70	11%	37	16%	52	100%	331
Availability of affordable quality food	29%	97	36%	120	25%	84	7%	24	2%	7	100%	331
Availability of preventive health services	24%	79	32%	106	17%	54	4%	14	23%	74	100%	326
Air quality	27%	88	52%	168	17%	56	1%	2	3%	8	100%	324
Quality of overall natural environment in Palo Alto	31%	104	51%	170	15%	51	1%	4	1%	3	100%	332
Overall image or reputation of Palo Alto	51%	165	37%	118	8%	25	2%	5	3%	8	100%	323
Opportunities to learn about City services through social media Web sites such as Twitter and Facebook	12%	38	24%	78	11%	34	3%	11	50%	163	100%	324

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%	2	1%	3	28%	94	28%	93	17%	57	25%	82	100%
Retail growth (stores, restaurants, etc.)	2%	8	12%	38	55%	182	15%	48	5%	16	12%	39	100%	330
Jobs growth	3%	11	13%	42	29%	96	6%	19	2%	5	47%	156	100%	329

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	31%	99
Minor problem	41%	132
Moderate problem	18%	58
Major problem	3%	11
Don't know	7%	23
Total	100%	323

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)	41%	133	37%	121	10%	32	10%	32	1%	2	2%	5	100%
Property crimes (e.g., burglary, theft)	17%	54	41%	132	17%	55	20%	64	4%	12	2%	7	100%	324
Environmental hazards, including toxic waste	46%	149	33%	106	12%	37	3%	11	1%	4	5%	17	100%	324

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	70%	229	26%	85	2%	7	1%	3	0%	1	0%	1	100%
In your neighborhood after dark	30%	96	42%	135	12%	40	13%	44	2%	5	1%	4	100%	323
In Palo Alto's downtown area during the day	64%	206	26%	84	5%	15	2%	7	0%	1	3%	9	100%	322
In Palo Alto's downtown area after dark	25%	79	32%	105	14%	46	18%	57	4%	12	8%	25	100%	323

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?	66%	212	33%	105	1%	3	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		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Palo Alto Police Department?	50%	51	29%	30	13%	14	6%	6	2%	2	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	Count
No	93%	301
Yes	6%	19
Don't know	2%	5
Total	100%	325

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	14%	3
Yes	86%	16
Don't know	0%	0
Total	100%	19

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%	76	21%	67	22%	71	18%	60	16%	53	100%	328
Used Palo Alto recreation centers	42%	134	22%	71	20%	63	7%	23	9%	28	100%	320
Participated in a recreation program or activity	48%	154	24%	78	16%	53	5%	18	6%	21	100%	323
Visited a neighborhood park or City park	6%	19	14%	47	33%	108	19%	61	27%	89	100%	325
Ridden a local bus within Palo Alto	66%	214	15%	48	9%	29	3%	11	7%	23	100%	325
Attended a meeting of local elected officials or other local public meeting	72%	234	21%	67	6%	20	1%	3	0%	1	100%	324
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	76%	250	17%	55	5%	17	1%	4	1%	2	100%	327
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	19%	62	28%	90	34%	110	14%	44	5%	18	100%	324
Recycled used paper, cans or bottles from your home	2%	8	1%	3	6%	20	9%	28	82%	266	100%	324
Volunteered your time to some group or activity in Palo Alto	50%	162	17%	57	15%	49	7%	22	11%	34	100%	324
Participated in a club or civic group in Palo Alto	71%	230	13%	42	7%	24	4%	12	5%	17	100%	324
Provided help to a friend or neighbor	8%	25	24%	76	37%	121	14%	47	17%	55	100%	323
Read Palo Alto Newspaper	9%	30	10%	32	22%	73	12%	40	46%	150	100%	325
Used the City's Web site to conduct business or pay bills	54%	177	11%	37	21%	70	7%	24	6%	19	100%	328

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	19%	63
Several times a week	23%	73
Several times a month	30%	98
Less than several times a month	28%	91
Total	100%	325

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	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Police services	31%	99	38%	123	10%	32	2%	6	20%	63	100%	322
Fire services	37%	119	25%	81	4%	12	1%	3	33%	108	100%	323
Ambulance or emergency medical services	33%	106	22%	71	4%	12	0%	2	41%	134	100%	324
Crime prevention	15%	49	39%	125	14%	45	4%	14	27%	87	100%	320
Fire prevention and education	16%	52	30%	95	7%	24	3%	8	44%	142	100%	320
Traffic enforcement	12%	40	40%	127	21%	67	8%	26	19%	60	100%	320
Street repair	11%	34	33%	108	34%	110	16%	51	6%	19	100%	321
Street cleaning	27%	88	46%	147	20%	66	3%	10	3%	11	100%	322
Street lighting	21%	68	43%	139	25%	80	8%	25	2%	8	100%	320
Sidewalk maintenance	15%	47	40%	129	24%	77	19%	60	2%	7	100%	320
Traffic signal timing	10%	32	39%	124	29%	93	14%	45	8%	25	100%	319
Bus or transit services	7%	23	23%	73	19%	61	12%	37	40%	127	100%	320
Garbage collection	40%	128	43%	139	13%	42	2%	5	3%	9	100%	323
Storm drainage	19%	60	40%	127	22%	71	4%	13	14%	45	100%	315
Drinking water	48%	156	36%	115	10%	31	2%	7	4%	13	100%	323
Sewer services	32%	104	40%	127	12%	39	1%	4	14%	46	100%	320

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	
	City parks	48%	153	43%	138	7%	22	0%	0	3%	9	100%
Recreation programs or classes	21%	67	35%	110	8%	25	1%	3	36%	113	100%	317
Recreation centers or facilities	20%	64	37%	116	13%	41	1%	2	29%	91	100%	315
Land use, planning and zoning	8%	24	19%	61	26%	82	22%	69	25%	79	100%	315
Code enforcement (weeds, abandoned buildings, etc.)	9%	29	28%	87	21%	66	7%	21	36%	112	100%	316
Animal control	17%	55	34%	110	13%	40	3%	11	32%	104	100%	320
Economic development	16%	49	28%	87	22%	69	6%	18	29%	91	100%	315
Services to seniors	14%	45	26%	82	11%	34	4%	12	45%	144	100%	317
Services to youth	13%	42	28%	90	10%	32	4%	11	45%	143	100%	319
Services to low-income people	7%	22	12%	38	13%	40	11%	34	58%	182	100%	316
Public library services	32%	101	40%	125	10%	33	3%	9	16%	49	100%	316
Public information services	16%	50	38%	121	18%	57	2%	6	26%	82	100%	317
Public schools	45%	143	27%	85	4%	13	1%	2	23%	73	100%	316
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	43	34%	107	12%	38	2%	6	39%	124	100%	319
Preservation of natural areas such as open space, farmlands and greenbelts	22%	69	46%	143	14%	45	4%	12	14%	43	100%	311
Neighborhood branch libraries	28%	88	37%	118	13%	40	3%	11	19%	60	100%	317
Your neighborhood park	42%	134	43%	136	10%	32	2%	5	4%	12	100%	319
Variety of library materials	25%	79	37%	115	11%	34	4%	11	23%	72	100%	312
Street tree maintenance	21%	67	42%	134	23%	74	9%	29	5%	15	100%	319
Electric utility	28%	89	47%	149	15%	48	3%	9	7%	24	100%	320
Gas utility	25%	80	45%	145	14%	44	3%	9	13%	43	100%	320
Recycling collection	45%	143	39%	124	10%	32	2%	8	4%	12	100%	319
City's Web site	14%	46	38%	120	20%	63	3%	11	25%	80	100%	320
Art programs and theatre	20%	64	38%	120	11%	33	2%	7	29%	92	100%	318

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	24%	77	56%	180	13%	43	2%	7	5%	15	100%
The Federal Government	5%	17	24%	78	38%	122	13%	40	20%	63	100%	320
The State Government	4%	13	22%	72	38%	120	15%	49	20%	65	100%	320
Santa Clara County Government	7%	23	25%	79	30%	97	6%	18	32%	101	100%	318

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	55%	181	34%	112	7%	22	5%	15	1%	2	100%
Remain in Palo Alto for the next five years	61%	198	25%	80	8%	26	5%	16	1%	5	100%	326

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	6%	20
Somewhat positive	26%	84
Neutral	52%	171
Somewhat negative	12%	40
Very negative	4%	12
Total	100%	326

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?	89%	289	10%	34	1%	2	100%	325

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?	69%	22	23%	7	6%	2	2%	1	0%	0	100%	32

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	51%	165
Yes	49%	160
Total	100%	325

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	40%	64	42%	67	12%	19	3%	5	2%	3	100%	159
Responsiveness	42%	67	33%	52	15%	23	8%	13	2%	4	100%	158
Courtesy	48%	77	35%	57	13%	21	3%	4	0%	0	100%	160
Overall impression	46%	74	33%	52	15%	23	6%	10	0%	0	100%	160

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	12%	40	47%	153	21%	70	8%	28	12%	38	100%	329
The overall direction that Palo Alto is taking	9%	31	41%	132	27%	88	16%	52	7%	24	100%	326
The job Palo Alto government does at welcoming citizen involvement	13%	42	25%	81	24%	78	7%	24	31%	101	100%	326

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	35%	114
Yes, full-time	56%	179
Yes, part-time	9%	29
Total	100%	321

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	11%
Bus, rail, subway or other public transportation	7%
Walk	6%
Bicycle	11%
Work at home	9%
Other	2%

Question D3: Length of Residency		
How many years have you lived in Palo Alto?	Percent of respondents	Count
Less than 2 years	12%	39
2 to 5 years	19%	62
6 to 10 years	16%	51
11 to 20 years	16%	53
More than 20 years	37%	119
Total	100%	324

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	56%	182
House attached to one or more houses (e.g., a duplex or townhome)	4%	14
Building with two or more apartments or condominiums	36%	117
Mobile home	0%	0
Other	3%	10
Total	100%	324

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%	134
Owned by you or someone in this house with a mortgage or free and clear	57%	174
Total	100%	308

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	4%	13
\$300 to \$599 per month	8%	24
\$600 to \$999 per month	7%	20
\$1,000 to \$1,499 per month	8%	25
\$1,500 to \$2,499 per month	24%	74
\$2,500 or more per month	49%	153
Total	100%	309

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	66%	214
Yes	34%	108
Total	100%	322

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	68%	223
Yes	32%	103
Total	100%	326

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	7%	21
\$25,000 to \$49,999	9%	26
\$50,000 to \$99,999	19%	57
\$100,000 to \$149,999	20%	60
\$150,000 or more	46%	141
Total	100%	304

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	301
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	11
Total	100%	311

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	0%	1
Asian, Asian Indian or Pacific Islander	27%	86
Black or African American	2%	7
White	70%	218
Other	3%	10
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	2%	6
25 to 34 years	17%	54
35 to 44 years	17%	54
45 to 54 years	23%	73
55 to 64 years	13%	42
65 to 74 years	11%	36
75 years or older	16%	52
Total	100%	317

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	54%	173
Male	46%	147
Total	100%	320

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	13%	43
Yes	78%	254
Ineligible to vote	6%	20
Don't know	2%	7
Total	100%	324

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	11%	37
Yes	80%	259
Ineligible to vote	8%	26
Don't know	1%	3
Total	100%	325

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	7%	23
Yes	93%	299
Total	100%	321

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	30%	96
Yes	70%	227
Total	100%	323

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	32%	65
Land line	45%	91
Both	24%	48
Total	100%	205

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.”

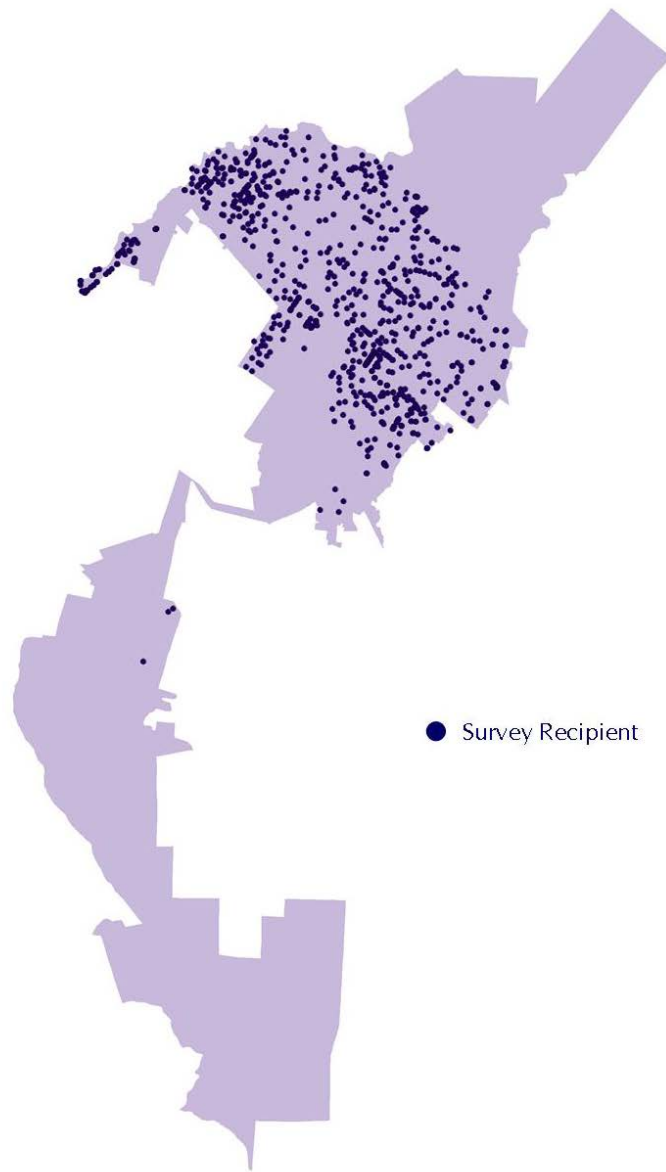
SURVEY SAMPLING

“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™
Palo Alto, CA 2013

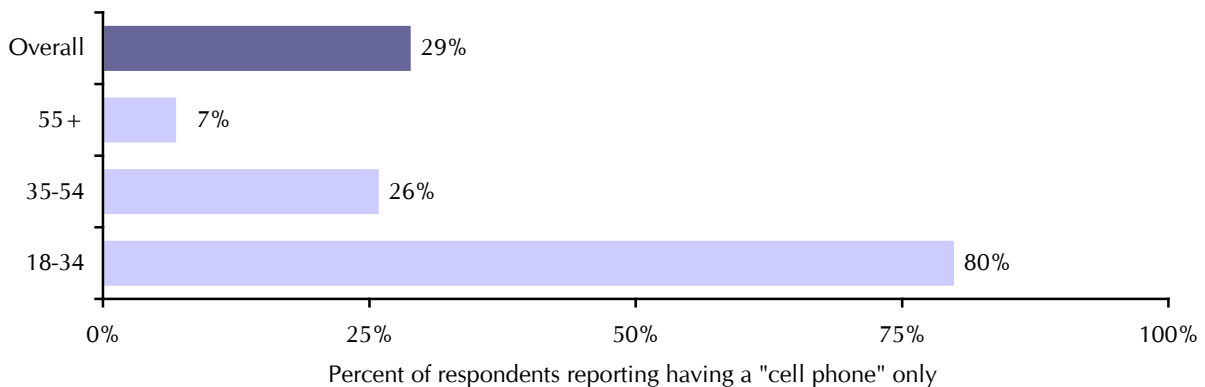


An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently

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 similar to the nationwide 2010 estimates.

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



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning August 5, 2013. 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 six 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 (337 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

³ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

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.

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 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 ethnicity 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 five 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 2013 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	58%	52%	56%
Attached unit	42%	48%	44%
Race and Ethnicity			
White	68%	72%	67%
Not white	32%	28%	33%
Not Hispanic	94%	97%	97%
Hispanic	6%	3%	3%
White alone, not Hispanic	64%	70%	64%
Hispanic and/or other race	36%	30%	36%
Sex and Age			
Female	52%	56%	54%
Male	48%	44%	46%
18-34 years of age	22%	12%	19%
35-54 years of age	40%	32%	40%
55+ years of age	38%	56%	41%
Females 18-34	10%	6%	9%
Females 35-54	21%	18%	21%
Females 55+	21%	32%	24%
Males 18-34	11%	5%	10%
Males 35-54	20%	15%	20%
Males 55+	17%	24%	16%

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

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!

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Sincerely,



Jim Pelletier
City Auditor



OFFICE OF THE CITY AUDITOR

250 Hamilton Avenue, 7th Floor
Palo Alto CA 94301

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



OFFICE OF THE CITY AUDITOR

250 Hamilton Avenue, 7th Floor
Palo Alto CA 94301

Attachment A
Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



OFFICE OF THE CITY AUDITOR

250 Hamilton Avenue, 7th Floor
Palo Alto CA 94301

Presorted
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Permit NO. 94



OFFICE OF THE CITY AUDITOR

CITY OF
**PALO
ALTO**
250 Hamilton Avenue, 7th Floor
Palo Alto, CA 94301
650.329.2392

August 2013

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 2013 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**

OFFICE OF THE CITY AUDITOR

250 Hamilton Avenue, 7th Floor
Palo Alto, CA 94301
650.329.2392

Attachment A

August 2013

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.

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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 2013 Citizen Survey

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

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

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Palo Alto	1	2	3	4	5
Cleanliness of Palo Alto	1	2	3	4	5
Overall quality of new development in Palo Alto	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Palo Alto	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to 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:

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

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

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

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

6. Please rate how safe or unsafe you feel:

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

7. 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 → 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 Police Department?

- 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 centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Palo Alto	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other 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 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:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
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?

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

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 Fire Department 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 Fire Department?

- 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

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



CITY OF
**PALO
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OFFICE OF THE CITY AUDITOR

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Benchmark Report



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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

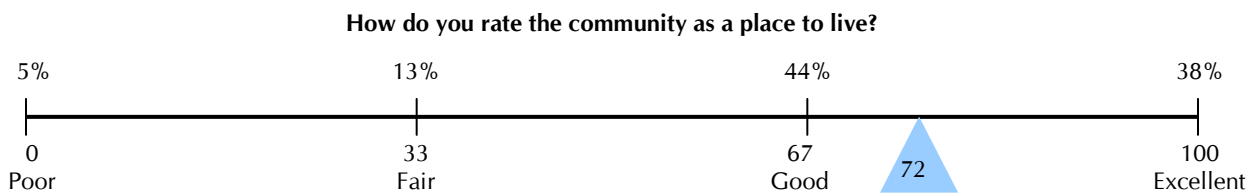
PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

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”	Step 1: 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



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 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 than 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	77	87	432	80%	Much above
Your neighborhood as place to live	80	42	271	85%	Much above
Palo Alto as a place to live	81	93	357	74%	Much above
Recommend living in Palo Alto to someone who asks	89	109	232	53%	Similar
Remain in Palo Alto for the next five years	87	84	231	64%	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	50	198	270	27%	Below
Ease of bus travel in Palo Alto	39	142	197	28%	Below
Ease of rail or subway travel in Palo Alto	59	21	54	62%	Much above
Ease of bicycle travel in Palo Alto	68	22	271	92%	Much above
Ease of walking in Palo Alto	73	30	265	89%	Much above
Availability of paths and walking trails	64	77	240	68%	Much above
Traffic flow on major streets	37	263	323	19%	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	34	36	169	79%	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	204	215	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	47	229	415	45%	Similar
Street cleaning	67	36	259	86%	Much above
Street lighting	60	81	296	73%	Above
Sidewalk maintenance	51	153	273	44%	Similar
Traffic signal timing	50	106	229	54%	Similar
Bus or transit services	47	137	201	32%	Below
Amount of public parking	42	151	208	28%	Below

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	20	278	280	1%	Much below
Variety of housing options	33	225	229	2%	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)	31	138	221	38%	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	45	215	254	15%	Much below
Overall appearance of Palo Alto	73	50	319	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	60	20	222	91%	Much 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	4	165	221	25%	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	39	214	264	19%	Much below
Code enforcement (weeds, abandoned buildings, etc.)	54	104	337	69%	Above
Animal control	66	28	311	91%	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	4	280	99%	Much above
Shopping opportunities	66	48	262	82%	Much above
Palo Alto as a place to work	80	4	320	99%	Much above
Overall quality of business and service establishments in Palo Alto	63	66	228	71%	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	58	40	261	85%	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	16	214	222	4%	Much less
Jobs growth seen as too slow	30	224	224	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	32	10	219	96%	Much 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	112	318	65%	Above
In your neighborhood after dark	71	196	308	36%	Similar
In Palo Alto's downtown area during the day	89	105	269	61%	Above
In Palo Alto's downtown area after dark	65	146	273	47%	Similar
Violent crime (e.g., rape, assault, robbery)	78	118	259	55%	Above
Property crimes (e.g., burglary, theft)	62	156	260	40%	Similar
Environmental hazards, including toxic waste	81	71	222	68%	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	6	210	236	11%	Less
Reported crimes	86	82	231	65%	More

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	94	407	77%	Above
Fire services	82	71	341	79%	Above
Ambulance or emergency medical services	82	50	323	85%	Above
Crime prevention	63	134	332	60%	Above
Fire prevention and education	69	107	262	59%	Similar
Traffic enforcement	57	211	358	41%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	65	49	254	81%	Much 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	33	104	140	26%	Less
Overall impression of most recent contact with the City of Palo Alto Police Department	75	27	140	81%	Much above
Had contact with the City of Palo Alto Fire Department	10	87	104	17%	Less
Overall impression of most recent contact with the City of Palo Alto Fire Department	86	41	104	61%	Similar

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	58	239	76%	Much above
Quality of overall natural environment in Palo Alto	71	54	238	78%	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	67	32	237	87%	Much above
Air quality	70	52	221	77%	Much above

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	98	6	222	98%	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	74	26	283	91%	Much above
Drinking water	79	8	304	98%	Much above
Storm drainage	62	88	343	75%	Above
Garbage collection	75	104	336	69%	Similar

Community Recreational Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of jurisdictions for comparison	City of Palo Alto percentile	Comparison to benchmark
Recreation opportunities	69	52	273	81%	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 centers	58	86	195	56%	Similar
Participated in a recreation program or activity	52	59	222	74%	More
Visited a neighborhood park or City park	94	18	229	93%	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	81	31	296	90%	Much above
Recreation programs or classes	73	51	312	84%	Much above
Recreation centers or facilities	69	67	254	74%	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	65	43	280	85%	Much above
Educational opportunities	79	9	244	97%	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	48	202	77%	More

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	84	6	232	98%	Much above
Public library services	73	159	323	51%	Similar

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	57	67	226	71%	Above
Availability of affordable quality food	63	49	181	73%	Above
Availability of preventive health services	66	17	177	91%	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	59	134	278	52%	Similar
Openness and acceptance of the community toward people of diverse backgrounds	66	37	264	86%	Much above
Availability of affordable quality child care	36	196	226	13%	Much below
Palo Alto as a place to raise kids	80	76	351	79%	Much above
Palo Alto as a place to retire	57	203	330	39%	Similar

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	64	81	270	70%	Above
Services to youth	64	58	248	77%	Much above
Services to low income people	45	133	225	41%	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	37	229	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	28	66	229	71%	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	24	160	185	14%	Much less
Volunteered your time to some group or activity in Palo Alto	50	76	225	67%	More
Participated in a club or civic group in Palo Alto	29	106	194	46%	Similar
Provided help to a friend or neighbor	92	149	192	23%	Similar

Voter Behavior Benchmarks					
	Palo Alto average rating	Rank	Number of jurisdictions for comparison	City of Palo Alto percentile	Comparison to benchmark
Registered to vote	80	175	226	23%	Less
Voted in last general election	81	74	228	68%	More

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	81	10	224	96%	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	64	85	248	66%	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	66	42	218	81%	Much above
Opportunities to participate in religious or spiritual events and activities	67	87	178	51%	Similar

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	42	184	212	13%	Much less

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	57	99	374	74%	Above
The overall direction that Palo Alto is taking	49	197	301	35%	Below

Public Trust Benchmarks					
	Palo Alto average rating	Rank	Number of jurisdictions for comparison	City of Palo Alto percentile	Comparison to benchmark
Job Palo Alto government does at welcoming citizen involvement	54	82	277	71%	Above
Overall image or reputation of Palo Alto	80	18	323	95%	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	69	101	407	75%	Above
Services provided by the Federal Government	43	93	228	59%	Similar
Services provided by the State Government	40	172	227	24%	Below
Services provided by Santa Clara County Government	50	105	191	45%	Similar

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	49	133	262	49%	Similar

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	113	285	61%	Similar
Responsiveness	71	130	286	55%	Similar
Courteousness	76	87	244	65%	Above
Overall impression	73	95	330	71%	Above

JURISDICTIONS INCLUDED IN NATIONAL BENCHMARK COMPARISONS

Valdez, AK.....	3,976	Encinitas, CA.....	59,518
Auburn, AL.....	53,380	Fremont, CA	214,089
Dothan, AL.....	65,496	Galt, CA.....	23,647
Gulf Shores, AL	9,741	Laguna Beach, CA.....	22,723
Tuskegee, AL.....	9,865	Laguna Hills, CA	30,344
Vestavia Hills, AL	34,033	Livermore, CA.....	80,968
Fayetteville, AR	73,580	Lodi, CA	62,134
Fort Smith, AR.....	86,209	Long Beach, CA	462,257
Little Rock, AR	193,524	Marin County, CA	252,409
Casa Grande, AZ	48,571	Menlo Park, CA.....	32,026
Chandler, AZ.....	236,123	Mission Viejo, CA	93,305
Cococino County, AZ.....	134,421	Monterey, CA	27,810
Dewey-Humboldt, AZ.....	3,894	Newport Beach, CA	85,186
Flagstaff, AZ	65,870	Novato, CA	51,904
Florence, AZ	25,536	Palm Springs, CA	44,552
Fountain Hills, AZ	22,489	Pasadena, CA.....	137,122
Gilbert, AZ	208,453	Richmond, CA	103,701
Goodyear, AZ	65,275	San Carlos, CA	28,406
Green Valley, AZ	21,391	San Diego, CA	1,307,402
Kingman, AZ.....	28,068	San Francisco, CA	805,235
Marana, AZ	34,961	San Jose, CA.....	945,942
Maricopa, AZ	43,482	San Luis Obispo County, CA.....	269,637
Maricopa County, AZ.....	3,817,117	San Mateo, CA	97,207
Mesa, AZ.....	439,041	San Rafael, CA	57,713
Nogales, AZ	20,837	Santa Clarita, CA.....	176,320
Peoria, AZ	154,065	Santa Monica, CA	89,736
Phoenix, AZ	1,445,632	Seaside, CA.....	33,025
Pinal County, AZ.....	375,770	South Lake Tahoe, CA.....	21,403
Prescott Valley, AZ.....	38,822	Stockton, CA.....	291,707
Queen Creek, AZ	26,361	Sunnyvale, CA	140,081
Sahuarita, AZ.....	25,259	Temecula, CA	100,097
Scottsdale, AZ	217,385	Thousand Oaks, CA	126,683
Sedona, AZ	10,031	Visalia, CA	124,442
Surprise, AZ	117,517	Walnut Creek, CA.....	64,173
Tempe, AZ	161,719	Adams County, CO.....	441,603
Yuma, AZ.....	93,064	Arapahoe County, CO.....	572,003
Yuma County, AZ.....	195,751	Archuleta County, CO.....	12,084
Apple Valley, CA.....	69,135	Arvada, CO.....	106,433
Benicia, CA	26,997	Aspen, CO	6,658
Brea, CA.....	39,282	Aurora, CO	325,078
Brisbane, CA	4,282	Boulder, CO	97,385
Burlingame, CA.....	28,806	Boulder County, CO	294,567
Citrus Heights, CA.....	83,301	Broomfield, CO	55,889
Clovis, CA	95,631	Castle Pines, CO	10,360
Concord, CA	122,067	Castle Rock, CO.....	48,231
Coronado, CA	18,912	Centennial, CO	100,377
Cupertino, CA	58,302	Clear Creek County, CO	9,088
Davis, CA.....	65,622	Colorado Springs, CO	416,427
Dublin, CA.....	46,036	Commerce City, CO.....	45,913
El Cerrito, CA	23,549	Craig, CO.....	9,464
Elk Grove, CA	153,015	Crested Butte, CO	1,487

Denver, CO.....	600,158	Charlotte County, FL	159,978
Douglas County, CO	285,465	Clearwater, FL	107,685
Eagle County, CO.....	52,197	Collier County, FL.....	321,520
Edgewater, CO	5,170	Cooper City, FL.....	28,547
El Paso County, CO.....	622,263	Dade City, FL	6,437
Englewood, CO.....	30,255	Dania Beach, FL.....	29,639
Erie, CO	18,135	Daytona Beach, FL.....	61,005
Estes Park, CO.....	5,858	Delray Beach, FL.....	60,522
Fort Collins, CO	143,986	Destin, FL	12,305
Frisco, CO.....	2,683	Escambia County, FL.....	297,619
Fruita, CO	12,646	Gainesville, FL	124,354
Georgetown, CO.....	1,034	Hillsborough County, FL	1,229,226
Gilpin County, CO.....	5,441	Jupiter, FL	55,156
Golden, CO	18,867	Lee County, FL.....	618,754
Grand County, CO	14,843	Martin County, FL	146,318
Greeley, CO.....	92,889	Miami Beach, FL	87,779
Gunnison County, CO.....	15,324	North Palm Beach, FL	12,015
Highlands Ranch, CO.....	96,713	Oakland Park, FL	41,363
Hudson, CO.....	2,356	Ocala, FL	56,315
Jackson County, CO	1,394	Oviedo, FL.....	33,342
Jefferson County, CO.....	534,543	Palm Bay, FL	103,190
Lafayette, CO	24,453	Palm Beach County, FL	1,320,134
Lakewood, CO.....	142,980	Palm Coast, FL	75,180
Larimer County, CO	299,630	Panama City, FL	36,484
Littleton, CO	41,737	Pasco County, FL	464,697
Lone Tree, CO.....	10,218	Pinellas County, FL	916,542
Longmont, CO	86,270	Port Orange, FL.....	56,048
Louisville, CO	18,376	Port St. Lucie, FL	164,603
Loveland, CO.....	66,859	Sanford, FL.....	53,570
Mesa County, CO.....	146,723	Sarasota, FL.....	51,917
Montrose, CO	19,132	Sarasota County, FL.....	379,448
Northglenn, CO	35,789	St. Cloud, FL	35,183
Park County, CO	16,206	Titusville, FL	43,761
Parker, CO	45,297	Winter Garden, FL	34,568
Pitkin County, CO	17,148	Albany, GA.....	77,434
Pueblo, CO	106,595	Alpharetta, GA	57,551
Rifle, CO	9,172	Cartersville, GA.....	19,731
Salida, CO.....	5,236	Conyers, GA	15,195
Summit County, CO	27,994	Decatur, GA.....	19,335
Teller County, CO	23,350	McDonough, GA	22,084
Thornton, CO.....	118,772	Peachtree City, GA.....	34,364
Vail, CO	5,305	Roswell, GA.....	88,346
Westminster, CO.....	106,114	Sandy Springs, GA	93,853
Wheat Ridge, CO	30,166	Savannah, GA	136,286
Windsor, CO.....	18,644	Smyrna, GA	51,271
Coventry, CT	2,990	Snellville, GA.....	18,242
Hartford, CT	124,775	Suwanee, GA.....	15,355
Windsor, CT.....	29,044	Valdosta, GA.....	54,518
Dover, DE	36,047	Honolulu, HI	953,207
Milford, DE	9,559	Altoona, IA.....	14,541
Rehoboth Beach, DE	1,327	Ames, IA	58,965
Brevard County, FL.....	543,376	Ankeny, IA.....	45,582
Cape Coral, FL.....	154,305	Bettendorf, IA.....	33,217

Cedar Falls, IA.....	39,260	Gardner, KS.....	19,123
Cedar Rapids, IA.....	126,326	Johnson County, KS.....	544,179
Clive, IA.....	15,447	Lawrence, KS.....	87,643
Davenport, IA.....	99,685	Merriam, KS.....	11,003
Des Moines, IA.....	203,433	Mission, KS.....	9,323
Dubuque, IA.....	57,637	Olathe, KS.....	125,872
Indianola, IA.....	14,782	Roeland Park, KS.....	6,731
Muscatine, IA.....	22,886	Shawnee, KS.....	62,209
Urbandale, IA.....	39,463	Wichita, KS.....	382,368
West Des Moines, IA.....	56,609	Bowling Green, KY.....	58,067
Boise, ID.....	205,671	Paducah, KY.....	25,024
Hailey, ID.....	7,960	New Orleans, LA.....	343,829
Jerome, ID.....	10,890	Andover, MA.....	8,762
Meridian, ID.....	75,092	Barnstable, MA.....	45,193
Moscow, ID.....	23,800	Bedford, MA.....	13,320
Pocatello, ID.....	54,255	Burlington, MA.....	24,498
Post Falls, ID.....	27,574	Cambridge, MA.....	105,162
Twin Falls, ID.....	44,125	Concord, MA.....	17,668
Batavia, IL.....	26,045	Holden, MA.....	17,346
Bloomington, IL.....	76,610	Hopkinton, MA.....	14,925
Centralia, IL.....	13,032	Needham, MA.....	28,886
Collinsville, IL.....	25,579	Shrewsbury, MA.....	35,608
Crystal Lake, IL.....	40,743	Southborough, MA.....	9,767
DeKalb, IL.....	43,862	Wrentham, MA.....	10,955
Elmhurst, IL.....	44,121	Annapolis, MD.....	38,394
Evanston, IL.....	74,486	Baltimore, MD.....	620,961
Freeport, IL.....	25,638	Baltimore County, MD.....	805,029
Highland Park, IL.....	29,763	Dorchester County, MD.....	32,618
Lincolnwood, IL.....	12,590	Gaithersburg, MD.....	59,933
Lyons, IL.....	10,729	La Plata, MD.....	8,753
Naperville, IL.....	141,853	Montgomery County, MD.....	971,777
Normal, IL.....	52,497	Prince George's County, MD.....	863,420
Oak Park, IL.....	51,878	Rockville, MD.....	61,209
O'Fallon, IL.....	28,281	Takoma Park, MD.....	16,715
Orland Park, IL.....	56,767	Freeport, ME.....	1,485
Palatine, IL.....	68,557	Lewiston, ME.....	36,592
Park Ridge, IL.....	37,480	Saco, ME.....	18,482
Peoria County, IL.....	186,494	Scarborough, ME.....	4,403
Riverside, IL.....	8,875	South Portland, ME.....	25,002
Rockford Park District, IL.....	152,871	Ann Arbor, MI.....	113,934
Sherman, IL.....	4,148	Battle Creek, MI.....	52,347
Shorewood, IL.....	15,615	Bloomfield Hills, MI.....	3,869
Skokie, IL.....	64,784	Delhi Township, MI.....	25,877
Sugar Grove, IL.....	8,997	East Lansing, MI.....	48,579
Wilmington, IL.....	5,724	Escanaba, MI.....	12,616
Brownsburg, IN.....	21,285	Farmington Hills, MI.....	79,740
Fishers, IN.....	76,794	Flushing, MI.....	8,389
Munster, IN.....	23,603	Gladstone, MI.....	4,973
Noblesville, IN.....	51,969	Holland, MI.....	33,051
Arkansas City, KS.....	12,415	Howell, MI.....	9,489
Auburn, KS.....	6,844	Hudsonville, MI.....	7,116
Fairway, KS.....	3,882	Jackson County, MI.....	160,248
Garden City, KS.....	26,658	Kalamazoo, MI.....	74,262

Kalamazoo County, MI.....	250,331	Jefferson City, MO	43,079
Meridian Charter Township, MI...	39,688	Lee's Summit, MO	91,364
Midland, MI	41,863	Maryland Heights, MO	27,472
Novi, MI.....	55,224	Platte City, MO	4,691
Oakland Township, MI.....	16,779	Raymore, MO	19,206
Otsego County, MI	24,164	Richmond Heights, MO	8,603
Petoskey, MI.....	5,670	Riverside, MO.....	2,937
Port Huron, MI	30,184	Rolla, MO	19,559
Rochester, MI	12,711	Wentzville, MO	29,070
Royal Oak, MI.....	57,236	Billings, MT	104,170
South Haven, MI	4,403	Bozeman, MT	37,280
Sterling Heights, MI.....	129,699	Missoula, MT	66,788
Whitewater Township, MI	2,597	Asheville, NC.....	83,393
Albert Lea, MN.....	18,016	Cabarrus County, NC	178,011
Beltrami County, MN	44,442	Cary, NC.....	135,234
Blaine, MN.....	57,186	Chapel Hill, NC	57,233
Bloomington, MN	82,893	Charlotte, NC.....	731,424
Carver County, MN	91,042	Davidson, NC	10,944
Chanhassen, MN	22,952	Durham, NC	228,330
Coon Rapids, MN.....	61,476	High Point, NC	104,371
Dakota County, MN	398,552	Hillsborough, NC.....	6,087
Duluth, MN.....	86,265	Huntersville, NC	46,773
East Grand Forks, MN	8,601	Indian Trail, NC	33,518
Eden Prairie, MN	60,797	Mecklenburg County, NC	919,628
Edina, MN	47,941	Mooresville, NC.....	32,711
Elk River, MN.....	22,974	Pinehurst, NC	13,124
Fridley, MN.....	27,208	Stallings, NC	13,831
Hutchinson, MN	14,178	Wake Forest, NC.....	30,117
Inver Grove Heights, MN	33,880	Weddington, NC.....	9,459
Lakeville, MN.....	55,954	Wilmington, NC	106,476
Mankato, MN.....	39,309	Winston-Salem, NC.....	229,617
Maple Grove, MN	61,567	Wahpeton, ND	7,766
Mayer, MN.....	1,749	Grand Island, NE.....	48,520
Minneapolis, MN	382,578	La Vista, NE	15,758
New Brighton, MN.....	21,456	Lincoln, NE.....	258,379
Olmsted County, MN	144,248	Papillion, NE.....	18,894
Plymouth, MN.....	70,576	Brookline, NH	4,991
Savage, MN.....	26,911	Dover, NH.....	29,987
Scott County, MN.....	129,928	Lebanon, NH	13,151
Shorewood, MN.....	7,307	Lyme, NH	1,716
St. Cloud, MN	65,842	Summit, NJ	21,457
St. Louis County, MN	200,226	Albuquerque, NM.....	545,852
St. Louis Park, MN.....	45,250	Farmington, NM.....	45,877
Washington County, MN.....	238,136	Las Cruces, NM.....	97,618
Woodbury, MN.....	61,961	Los Alamos County, NM	17,950
Blue Springs, MO	52,575	Rio Rancho, NM	87,521
Branson, MO.....	10,520	San Juan County, NM.....	130,044
Cape Girardeau, MO.....	37,941	Carson City, NV	55,274
Clay County, MO	221,939	Henderson, NV	257,729
Clayton, MO	15,939	North Las Vegas, NV.....	216,961
Columbia, MO	108,500	Reno, NV	225,221
Ellisville, MO	9,133	Sparks, NV.....	90,264
Harrisonville, MO	10,019	Washoe County, NV	421,407

Geneva, NY	13,261	Rock Hill, SC	66,154
New York City, NY.....	8,175,133	Rapid City, SD	67,956
Ogdensburg, NY	11,128	Sioux Falls, SD	153,888
Blue Ash, OH.....	12,114	Bristol, TN	26,702
Delaware, OH.....	34,753	Cookeville, TN.....	30,435
Dublin, OH.....	41,751	Germantown, TN	38,844
Hamilton, OH	62,477	Johnson City, TN.....	63,152
Hudson, OH	22,262	Morristown, TN	29,137
Kettering, OH.....	56,163	Nashville, TN.....	601,222
Orange Village, OH	3,323	Sevierville, TN	14,807
Piqua, OH.....	20,522	White House, TN.....	10,255
Springboro, OH.....	17,409	Arlington, TX	365,438
Sylvania Township, OH	18,965	Austin, TX	790,390
Upper Arlington, OH	33,771	Baytown, TX	71,802
West Carrollton, OH	13,143	Benbrook, TX.....	21,234
Westerville, OH	36,120	Bryan, TX.....	76,201
Broken Arrow, OK.....	98,850	Burleson, TX	36,690
Edmond, OK	81,405	College Station, TX.....	93,857
Norman, OK	110,925	Colleyville, TX	22,807
Oklahoma City, OK.....	579,999	Corpus Christi, TX.....	305,215
Stillwater, OK.....	45,688	Cross Roads, TX	1,563
Tulsa, OK	391,906	Dallas, TX	1,197,816
Albany, OR	50,158	Denton, TX	113,383
Ashland, OR.....	20,078	Duncanville, TX	38,524
Bend, OR	76,639	El Paso, TX.....	649,121
Corvallis, OR.....	54,462	Flower Mound, TX	64,669
Forest Grove, OR	21,083	Fort Worth, TX	741,206
Hermiston, OR.....	16,745	Galveston, TX	47,743
Jackson County, OR	203,206	Georgetown, TX.....	47,400
Keizer, OR	36,478	Houston, TX.....	2,099,451
Lake Oswego, OR	36,619	Hurst, TX.....	37,337
Lane County, OR.....	351,715	Hutto, TX	14,698
McMinnville, OR	32,187	La Porte, TX	33,800
Medford, OR	74,907	League City, TX.....	83,560
Portland, OR	583,776	McAllen, TX.....	129,877
Springfield, OR.....	59,403	McKinney, TX	131,117
Tualatin, OR.....	26,054	New Braunfels, TX	57,740
Umatilla, OR.....	6,906	Plano, TX	259,841
Wilsonville, OR.....	19,509	Round Rock, TX	99,887
Chambersburg, PA	20,268	Rowlett, TX	56,199
Cranberry Township, PA	28,098	San Antonio, TX	1,327,407
Cumberland County, PA.....	235,406	San Marcos, TX	44,894
Kennett Square, PA.....	6,072	Southlake, TX.....	26,575
Kutztown Borough, PA.....	5,012	Sugar Land, TX.....	78,817
Lower Providence Township, PA.	25,436	Temple, TX	66,102
Peters Township, PA.....	21,213	The Woodlands, TX	93,847
Radnor Township, PA.....	31,531	Tomball, TX	10,753
State College, PA.....	42,034	Tyler, TX	96,900
Upper Merion Township, PA.....	28,395	Watauga, TX	23,497
West Chester, PA.....	18,461	Westlake, TX.....	992
East Providence, RI	47,037	Park City, UT	7,558
Newport, RI.....	24,672	Provo, UT	112,488
Greer, SC	25,515	Riverdale, UT.....	8,426

Salt Lake City, UT.....	186,440	Federal Way, WA.....	89,306
Sandy, UT	87,461	Gig Harbor, WA.....	7,126
Saratoga Springs, UT	17,781	Hoquiam, WA.....	8,726
Springville, UT	29,466	Kenmore, WA	20,460
Washington City, UT.....	18,761	Kirkland, WA	48,787
Albemarle County, VA	98,970	Lynnwood, WA.....	35,836
Arlington County, VA.....	207,627	Maple Valley, WA.....	22,684
Ashland, VA.....	7,225	Mountlake Terrace, WA	19,909
Botetourt County, VA	33,148	Pasco, WA	59,781
Charlottesville, VA	43,475	Redmond, WA	54,144
Chesapeake, VA	222,209	Renton, WA	90,927
Chesterfield County, VA.....	316,236	Sammamish, WA	45,780
Fredericksburg, VA.....	24,286	SeaTac, WA	26,909
Hampton, VA.....	137,436	Shoreline, WA	53,007
Hanover County, VA.....	99,863	Snoqualmie, WA.....	10,670
Herndon, VA.....	23,292	Spokane Valley, WA	89,755
James City County, VA	67,009	Tacoma, WA.....	198,397
Lexington, VA	7,042	Tacoma Public Works, WA	198,397
Lynchburg, VA	75,568	Vancouver, WA	161,791
Montgomery County, VA.....	94,392	West Richland, WA.....	11,811
Newport News, VA	180,719	Woodland, WA.....	5,509
Norfolk, VA.....	242,803	Yakima, WA.....	91,067
Prince William County, VA	402,002	Chippewa Falls, WI.....	13,661
Purcellville, VA	7,727	Columbus, WI.....	4,991
Radford, VA	16,408	De Pere, WI	23,800
Reston, VA	58,404	Eau Claire, WI.....	65,883
Roanoke, VA	97,032	Grafton, WI.....	11,459
Spotsylvania County, VA	122,397	Madison, WI	233,209
Virginia Beach, VA	437,994	Merrill, WI	9,661
Williamsburg, VA.....	14,068	Oshkosh, WI.....	66,083
York County, VA	65,464	Racine, WI.....	78,860
Montpelier, VT	7,855	River Falls, WI.....	15,000
Airway Heights, WA.....	6,114	Wauwatosa, WI	46,396
Auburn, WA.....	70,180	Wind Point, WI.....	1,723
Bellevue, WA.....	122,363	Casper, WY.....	55,316
Clark County, WA	425,363	Cheyenne, WY.....	59,466
Edmonds, WA	39,709	Gillette, WY.....	29,087



CITY OF PALO ALTO, CA 2013

Report of Geographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

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

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

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

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

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

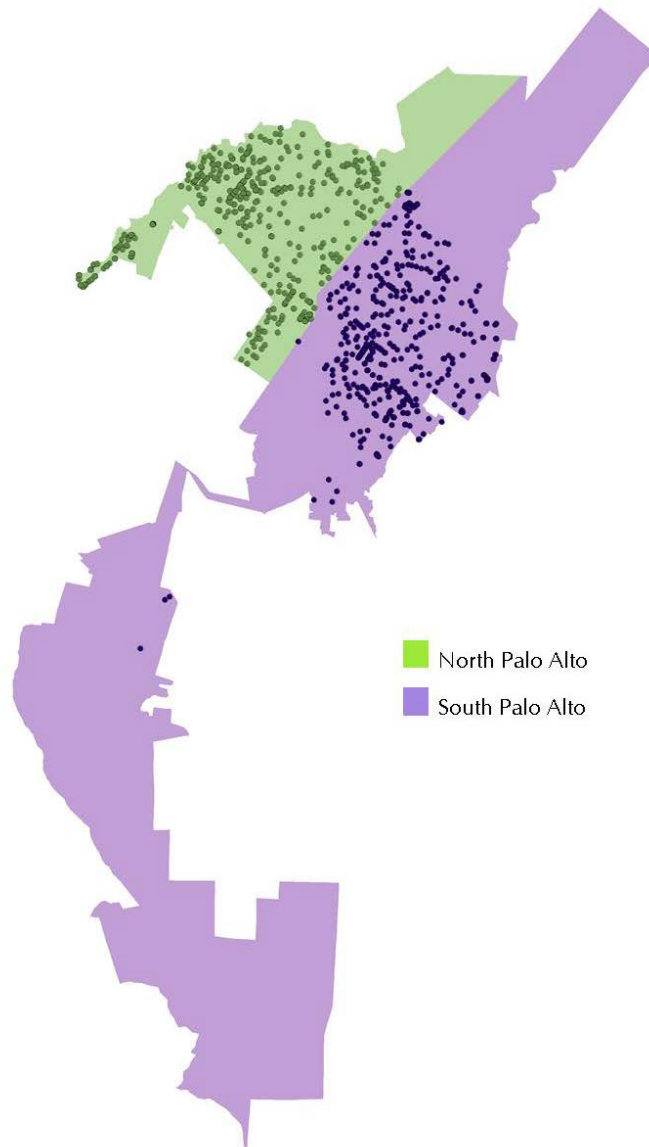
UNDERSTANDING THE TABLES

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

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

The 95 percent confidence level for this survey is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample (337 completed surveys). For each area (North Palo Alto or South Palo Alto), the margin of error rises to approximately + or - 8% since sample sizes were approximately 160 for North Palo Alto and 177 for South Palo Alto.

The National Citizen Survey™ Palo Alto, CA 2013 Geographic Comparison Areas



COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")			
Please rate each of the following aspects of quality of life in Palo Alto:	Area		
	North	South	Overall
Palo Alto as a place to live	94%	91%	92%
Your neighborhood as a place to live	95%	87%	91%
Palo Alto as a place to raise children	94%	87%	90%
Palo Alto as a place to work	94%	84%	89%
Palo Alto as a place to retire	59%	53%	56%
The overall quality of life in Palo Alto	96%	86%	91%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Area		
	North	South	Overall
Sense of community	75%	59%	67%
Openness and acceptance of the community toward people of diverse backgrounds	84%	68%	76%
Overall appearance of Palo Alto	89%	80%	85%
Cleanliness of Palo Alto	87%	82%	84%
Overall quality of new development in Palo Alto	50%	38%	44%
Variety of housing options	27%	25%	26%
Overall quality of business and service establishments in Palo Alto	79%	64%	71%
Shopping opportunities	78%	68%	73%
Opportunities to attend cultural activities	79%	60%	69%
Recreational opportunities	86%	75%	81%
Employment opportunities	72%	63%	68%
Educational opportunities	92%	84%	87%
Opportunities to participate in social events and activities	83%	65%	74%
Opportunities to participate in religious or spiritual events and activities	81%	71%	75%
Opportunities to volunteer	83%	80%	82%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Area		
	North	South	Overall
Ease of car travel in Palo Alto	52%	58%	55%
Ease of bus travel in Palo Alto	45%	30%	37%
Ease of rail travel in Palo Alto	71%	58%	65%
Ease of bicycle travel in Palo Alto	78%	78%	78%
Ease of walking in Palo Alto	88%	80%	84%
Availability of paths and walking trails	76%	66%	71%
Traffic flow on major streets	33%	35%	34%
Amount of public parking	41%	38%	39%
Availability of affordable quality housing	14%	13%	13%
Availability of affordable quality child care	34%	28%	31%
Availability of affordable quality health care	63%	61%	62%
Availability of affordable quality food	67%	67%	67%
Availability of preventive health services	79%	68%	73%
Air quality	83%	80%	81%
Quality of overall natural environment in Palo Alto	85%	81%	83%
Overall image or reputation of Palo Alto	92%	89%	90%
Opportunities to learn about City services through social media Web sites such as Twitter and Facebook	72%	72%	72%

Question 3: Growth (Percent of respondents)			
Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:	Area		
	North	South	Overall
Population growth too fast	60%	60%	60%
Retail growth too slow	13%	18%	16%
Job growth too slow	27%	33%	30%

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	3%	5%	4%

Question 5: Community Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel from the following in Palo Alto:	Area		
	North	South	Overall
Violent crime (e.g., rape, assault, robbery)	80%	79%	79%
Property crimes (e.g., burglary, theft)	59%	59%	59%
Environmental hazards, including toxic waste	88%	79%	83%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)			
Please rate how safe or unsafe you feel:	Area		
	North	South	Overall
In your neighborhood during the day	97%	97%	97%
In your neighborhood after dark	73%	71%	72%
In Palo Alto's downtown area during the day	95%	91%	93%
In Palo Alto's downtown area after dark	64%	59%	62%

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%	33%	33%

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?	74%	87%	81%

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?	8%	4%	6%
If yes, was this crime (these crimes) reported to the police?	86%	84%	86%

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	73%	80%	77%
Used Palo Alto recreation centers	59%	57%	58%
Participated in a recreation program or activity	53%	51%	52%
Visited a neighborhood park or City park	93%	95%	94%
Ridden a local bus within Palo Alto	39%	30%	34%
Attended a meeting of local elected officials or other local public meeting	30%	26%	28%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	25%	23%	24%
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	77%	85%	81%
Recycled used paper, cans or bottles from your home	98%	97%	98%
Volunteered your time to some group or activity in Palo Alto	54%	46%	50%
Participated in a club or civic group in Palo Alto	33%	26%	29%
Provided help to a friend or neighbor	94%	91%	92%
Read Palo Alto Newspaper	89%	92%	91%
Used the City's Web site to conduct business or pay bills	50%	42%	46%

Question 12: Neighborliness (Percent at least several times a week)			
	Area		
	North	South	Overall
Visit with neighbors at least several times a week	43%	41%	42%

Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Palo Alto:	Area		
	North	South	Overall
Police services	87%	84%	86%
Fire services	92%	94%	93%
Ambulance or emergency medical services	94%	92%	93%
Crime prevention	73%	77%	75%
Fire prevention and education	85%	80%	82%
Traffic enforcement	65%	63%	64%
Street repair	43%	50%	47%
Street cleaning	73%	78%	76%
Street lighting	69%	64%	66%
Sidewalk maintenance	55%	57%	56%
Traffic signal timing	52%	54%	53%
Bus or transit services	52%	47%	49%
Garbage collection	86%	84%	85%
Storm drainage	66%	72%	69%
Drinking water	89%	87%	88%
Sewer services	85%	84%	84%
City parks	95%	91%	93%
Recreation programs or classes	89%	85%	87%
Recreation centers or facilities	80%	81%	80%
Land use, planning and zoning	35%	37%	36%
Code enforcement (weeds, abandoned buildings, etc.)	55%	60%	57%
Animal control	76%	77%	76%
Economic development	61%	61%	61%
Services to seniors	86%	62%	74%
Services to youth	84%	68%	75%
Services to low-income people	48%	42%	45%
Public library services	86%	83%	85%
Public information services	74%	72%	73%

Question 13: Service Quality (Percent "excellent" or "good")			
Please rate the quality of each of the following services in Palo Alto:	Area		
	North	South	Overall
Public schools	97%	91%	94%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	84%	72%	77%
Preservation of natural areas such as open space, farmlands and greenbelts	81%	78%	79%
Neighborhood branch libraries	81%	79%	80%
Your neighborhood park	89%	87%	88%
Variety of library materials	83%	79%	81%
Street tree maintenance	68%	65%	66%
Electric utility	83%	79%	81%
Gas utility	84%	78%	81%
Recycling collection	90%	84%	87%
City's Web site	71%	68%	69%
Art programs and theatre	85%	79%	82%

Question 14: Government Services Overall (Percent "excellent" or "good")			
Overall, how would you rate the quality of the services provided by each of the following?	Area		
	North	South	Overall
The City of Palo Alto	87%	81%	84%
The Federal Government	35%	39%	37%
The State Government	30%	37%	33%
Santa Clara County Government	44%	50%	47%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)			
Please indicate how likely or unlikely you are to do each of the following:	Area		
	North	South	Overall
Recommend living in Palo Alto to someone who asks	89%	89%	89%
Remain in Palo Alto for the next five years	86%	88%	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:	37%	27%	32%

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?	8%	13%	10%

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?	87%	94%	92%

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)?	54%	45%	49%

Question 20: City Employees (Percent "excellent" or "good")			
What was your impression of the employee(s) of the City of Palo Alto in your most recent contact?	Area		
	North	South	Overall
Knowledge	84%	84%	84%
Responsiveness	76%	78%	77%
Courtesy	82%	86%	84%
Overall impression	78%	80%	79%

Question 21: Government Performance (Percent "excellent" or "good")			
Please rate the following categories of Palo Alto government performance:	Area		
	North	South	Overall
The value of services for the taxes paid to Palo Alto	68%	65%	66%
The overall direction that Palo Alto is taking	60%	48%	54%
The job Palo Alto government does at welcoming citizen involvement	55%	54%	55%



CITY OF PALO ALTO, CA 2013

Trend Report



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TRENDS OVER TIME

PURPOSE OF THIS REPORT

Each year that a jurisdiction conducts The NCS, the report examines changes from the previous administration. When a jurisdiction has conducted The NCS many times, it is worthwhile to step back to examine the entire trend line. This helps avoid missing possible long term changes that are not seen year to year. This report highlights changes that are notable from the first iteration in 2003 to this administration in 2013. Where resident perspectives have improved (by six percentage points or more) since the first administration of a question the trend is highlighted in green; when ratings have declined (by six percentage points or more) the trend is highlighted in gray.

UNDERSTANDING THE TABLES

The tables in the following pages show Palo Alto's trends over time for both survey results and national benchmark comparisons. When available, the "percent positive" has been noted for each survey year, starting in 2003 through 2013. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once.

Also displayed when available is Palo Alto's comparison to the national benchmark for each year available. (Note that these comparisons are a reiteration of the benchmark the City has received in the past and not a recalculation of the benchmark). These benchmark comparisons results are noted as being "higher" than the benchmark (↑), "lower" than the benchmark (↓) or "similar" to the benchmark (↔), meaning that the average rating given by Palo Alto residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" (↑↑) or "much lower" (↓↓).

SUMMARY OF TRENDS

Although for most questions, the sentiments of Palo Alto residents remained unchanged across 11 years, there were a few improvements that would not have been obvious without this long term view. Especially interesting has been the long term improvement in resident sentiment about the economy in Palo Alto. Improvements are apparent for job opportunities, Palo Alto as a place to work, increase in retail growth and economic development ratings.

Other notable rating changes took place for a variety of community features and services. Opportunities for affordable housing were better in 2013 as were ratings for sidewalk maintenance. Crime victimization was down while reporting of those crimes to police was up. Ratings for emergency preparedness, opportunities for affordable quality child care and youth services also improved over the decade of assessment.

Declines in resident sentiment since 2003 include those related to mobility. Lower ratings were given to ease of bicycle travel, transit service and the amount of public parking. Although affordable housing ratings rose, the variety of housing options and the quality of new development declined. While crime victimization was down, so were ratings about crime prevention and feelings of safety from property crimes. Over the decade, garbage collection quality has slipped according to residents as have education opportunities. As the national and local economies have gained steam, so has the concern among Palo Alto residents about population growth. Compared to

2003, when the question was first asked, a larger percent of residents in 2013 felt that population growth is too fast.

COMPARISONS

Overall Community Quality																						
	Percent rating positively (e.g., excellent/good, very/somewhat likely)											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Overall quality of life in Palo Alto	92%	93%	90%	92%	94%	91%	93%	94%	92%	94%	91%	↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Your neighborhood as place to live	88%	91%	90%	91%	91%	91%	90%	91%	90%	90%	91%	↑↑	↑↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Palo Alto as a place to live	95%	96%	94%	94%	96%	95%	94%	95%	94%	95%	92%	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Recommend living in Palo Alto to someone who asks	NA	NA	NA	NA	NA	83%	79%	81%	83%	83%	89%	NA	NA	NA	NA	NA	↑↑	↑	↑↑	↑↑	↑↑	↔
Remain in Palo Alto for the next five years	NA	NA	NA	NA	NA	81%	81%	80%	81%	81%	87%	NA	NA	NA	NA	NA	↑	↑	↑	↑	↑	↑

Community Transportation																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Ease of car travel in Palo Alto	55%	52%	61%	60%	65%	60%	65%	66%	62%	51%	55%	↔	↔	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑	↓	↓
Ease of bus travel in Palo Alto	41%	43%	44%	44%	37%	34%	36%	39%	37%	42%	37%	↔	↔	↔	↑	↓	↓↓	↓	↓	↓	↔	↓
Ease of rail or subway travel in Palo Alto	NA	64%	69%	60%	55%	52%	63%	62%	64%	71%	65%	NA	↔	↔	↑	↑	↔	↑↑	↑↑	↑↑	↑↑	↑↑
Ease of bicycle travel in Palo Alto	84%	80%	79%	78%	84%	78%	79%	81%	77%	81%	78%	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Ease of walking in Palo Alto	NA	NA	86%	87%	88%	86%	82%	85%	83%	82%	84%	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Availability of paths and walking trails	NA	NA	NA	NA	NA	74%	75%	75%	75%	77%	71%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Traffic flow on major streets	36%	39%	41%	39%	45%	38%	46%	47%	40%	36%	34%	NA	NA	NA	NA	NA	↑↑	↑	↔	↔	↓↓	↓↓

Transportation and Parking Services																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Street repair	50%	47%	48%	47%	47%	47%	42%	43%	40%	42%	47%	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔	↔
Street cleaning	75%	77%	74%	77%	77%	75%	73%	76%	79%	80%	76%	↑	↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Street lighting	67%	65%	63%	66%	61%	64%	64%	68%	65%	68%	66%	↔	↔	↔	↑↑	↔	↑	↑	↑↑	↑	↑↑	↑
Sidewalk maintenance	50%	50%	51%	53%	57%	53%	53%	51%	51%	53%	56%	↔	↔	↔	↔	↑	↑	↔	↔	↔	↔	↔
Traffic signal timing	NA	57%	49%	55%	60%	56%	56%	56%	52%	47%	53%	NA	↑	↔	↑↑	↑↑	↑↑	↑	↑	↔	↔	↔
Bus or transit services	89%	NA	NA	58%	57%	49%	50%	45%	46%	58%	49%	↑↑	NA	NA	↑	↔	↔	↔	↓	↓↓	↔	↓
Amount of public parking	NA	56%	56%	58%	65%	52%	55%	60%	54%	51%	39%	NA	↑↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑	↑	↓

Frequency of Bus Use																						
	Percent at least once											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Ridden a local bus within Palo Alto	28%	30%	34%	32%	28%	33%	31%	31%	28%	35%	34%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑	↑↑	↑↑

Drive Alone																						
	Percent of trips											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Average percent of work commute trips made by driving alone	NA	NA	NA	NA	NA	NA	NA	61%	63%	55%	55%	NA	NA	NA	NA	NA	NA	NA	↓↓	↓↓	↓↓	↓↓

Housing Characteristics																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Availability of affordable quality housing	6%	7%	8%	11%	10%	12%	17%	15%	14%	12%	13%	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓
Variety of housing options	NA	NA	NA	NA	NA	34%	39%	37%	37%	29%	26%	NA	NA	NA	NA	NA	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓

Housing Costs																						
	Percent of respondents											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Experiencing housing costs stress (housing costs 30% or MORE of income)	NA	NA	NA	NA	NA	31%	35%	34%	36%	29%	31%	NA	NA	NA	NA	NA	↓↓	↔	↓	↔	↓	↓

Built Environment																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Quality of new development in Palo Alto	NA	NA	56%	62%	57%	57%	55%	53%	57%	56%	44%	NA	NA	↔	↔	↔	↔	↔	↓	↔	↔	↓↓
Overall appearance of Palo Alto	87%	86%	85%	85%	86%	89%	83%	83%	89%	89%	85%	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑

Population Growth																						
	Percent of respondents											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Population growth seen as too fast	40%	39%	49%	44%	55%	51%	54%	49%	50%	46%	60%	NA	NA	NA	NA	NA	↔	↑↑	↑	↑↑	↑	↑↑

Nuisance Problems																						
	Percent rating as major problem											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Run down buildings, weed lots and junk vehicles seen as a "major" problem	81%	82%	79%	83%	82%	3%	4%	3%	2%	3%	4%	NA	NA	NA	NA	NA	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓

Planning and Community Code Enforcement Services																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Land use, planning and zoning	41%	48%	46%	50%	49%	47%	47%	49%	45%	51%	36%	↔	↔	↔	↑↑	↑↑	↑	↔	↑	↔	↔	↓↓
Code enforcement (weeds, abandoned buildings, etc.)	55%	59%	56%	61%	59%	59%	50%	53%	56%	61%	57%	↔	↑	↑	↑↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑	↑
Animal control	79%	79%	79%	78%	79%	78%	78%	76%	72%	78%	76%	↑↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑

Economic Sustainability and Opportunities																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Employment opportunities	33%	43%	45%	59%	61%	61%	51%	52%	56%	68%	68%	↔	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Shopping opportunities	NA	NA	75%	80%	79%	71%	70%	70%	71%	69%	73%	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑

Economic Sustainability and Opportunities																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Palo Alto as a place to work	NA	NA	81%	84%	90%	90%	87%	87%	89%	88%	89%	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Overall quality of business and service establishments in Palo Alto	NA	NA	NA	NA	NA	77%	73%	75%	74%	79%	71%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑

Job and Retail Growth																						
	Percent of respondents											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Retail growth seen as too slow	18%	21%	25%	26%	29%	28%	34%	31%	35%	19%	16%	NA	NA	NA	NA	NA	↓↓	↔	↓↓	↓	↓↓	↓↓
Jobs growth seen as too slow	76%	69%	63%	49%	38%	48%	65%	67%	64%	44%	30%	NA	NA	NA	NA	NA	↓↓	↓	↓↓	↓↓	↓↓	↓↓

Economic Development Services Benchmarks																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Economic development	48%	58%	55%	61%	62%	63%	54%	49%	52%	67%	61%	↔	↑	↑	↑↑	↑↑	↑↑	↑↑	↑	↑	↑↑	↑↑

Personal Economic Future																						
	Percent of respondents											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Positive impact of economy on household income	26%	28%	21%	26%	26%	4%	12%	15%	11%	22%	32%	NA	NA	NA	NA	NA	↓↓	↓	↔	↓↓	↑	↑↑

Community and Personal Public Safety																						
	Percent rating as very or somewhat safe											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
In your neighborhood during the day	97%	98%	98%	94%	98%	95%	95%	96%	98%	96%	97%	↑	↑	↑	↑	↑↑	↑↑	↑	↑↑	↑↑	↑	↑
In your neighborhood after dark	83%	82%	84%	79%	85%	78%	78%	83%	83%	82%	72%	↑	↑	↑	↑	↑↑	↑	↑	↑↑	↑	↑	↔
In Palo Alto's downtown area during the day	95%	94%	96%	91%	94%	96%	91%	94%	91%	92%	93%	↑	↑	↑	↑↑	↑↑	↑↑	↑	↑↑	↑	↑	↑
In Palo Alto's downtown area after dark	71%	76%	69%	69%	74%	65%	65%	70%	65%	71%	62%	↑↑	↑↑	↑	↑↑	↑↑	↑↑	↑	↑↑	↑	↑↑	↔
Violent crime (e.g., rape, assault, robbery)	84%	84%	87%	75%	86%	85%	82%	85%	85%	87%	79%	↑↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑
Property crimes (e.g., burglary, theft)	73%	71%	76%	62%	75%	74%	66%	75%	71%	61%	59%	↑↑	↑↑	↑↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↔	↔
Environmental hazards, including toxic waste	NA	NA	NA	83%	85%	80%	81%	83%	84%	81%	83%	NA	NA	NA	NA	NA	↑↑	↑	↑	↑	↑	↑

Crime Victimization and Reporting																						
	Percent yes											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Victim of crime	13%	11%	10%	12%	9%	10%	11%	9%	9%	9%	6%	NA	NA	NA	NA	NA	↓	↓	↓	↓	↓	↓
Reported crimes (of those who were the victim of a crime)	80%	62%	69%	62%	62%	73%	80%	86%	71%	62%	86%	NA	NA	NA	NA	NA	↓	↑	↑↑	↓↓	↓↓	↑

Public Safety Services																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Police services	89%	90%	87%	87%	91%	84%	84%	87%	88%	86%	86%	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑	↑↑	↑↑	↑	↑
Fire services	96%	97%	94%	95%	98%	96%	95%	93%	92%	96%	93%	↑	↑	↑↑	↑↑	↑↑	↑↑	↑	↑	↔	↑	↑
Ambulance or emergency medical services	95%	95%	95%	94%	94%	95%	91%	94%	93%	96%	93%	↑	↑	↑↑	↑↑	↑↑	↑↑	↑	↑↑	↑	↑	↑
Crime prevention	NA	86%	86%	77%	83%	74%	73%	79%	81%	74%	75%	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑	↑↑	↑↑	↑	↑
Fire prevention and education	NA	85%	82%	84%	86%	87%	80%	79%	76%	80%	82%	NA	↔	↑	↑↑	↑↑	↑↑	↔	↑	↔	↔	↔
Traffic enforcement	64%	64%	63%	63%	72%	64%	61%	64%	61%	66%	64%	↔	↔	↔	↔	↑	↔	↔	↔	↔	↔	↔
Courts	74%	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	↑	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Public Safety Services																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	NA	NA	NA	NA	NA	71%	62%	59%	64%	73%	77%	NA	NA	NA	NA	NA	↑↑	↑	↔	↔	↑	↑↑

Contact with Police and Fire Departments																						
	Percent rating positively (e.g., yes, excellent/good)											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Had contact with the City of Palo Alto Police Department	NA	NA	NA	NA	NA	NA	NA	NA	32%	31%	33%	NA	NA	NA	NA	NA	NA	NA	NA	↓↓	↓	↓
Overall impression of most recent contact with the City of Palo Alto Police Department	NA	NA	NA	NA	NA	NA	NA	NA	74%	75%	81%	NA	NA	NA	NA	NA	NA	NA	NA	↔	↔	↑↑
Had contact with the City of Palo Alto Fire Department	NA	NA	NA	NA	NA	NA	NA	NA	12%	8%	10%	NA	NA	NA	NA	NA	NA	NA	NA	↔	↓	↓
Overall impression of most recent contact with the City of Palo Alto Fire Department	NA	NA	NA	NA	NA	NA	NA	NA	75%	95%	92%	NA	NA	NA	NA	NA	NA	NA	NA	↓↓	↑	↔

Community Environment																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Cleanliness of Palo Alto	NA	NA	NA	NA	NA	88%	85%	85%	88%	86%	84%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Quality of overall natural environment in Palo Alto	NA	NA	NA	NA	NA	85%	84%	84%	84%	88%	83%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Preservation of natural areas such as open space, farmlands and greenbelts	NA	NA	NA	NA	NA	78%	82%	78%	76%	81%	79%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Air quality	NA	NA	NA	80%	79%	75%	73%	77%	77%	81%	81%	NA	NA	NA	↑↑	↑↑	↑↑	↑	↑↑	↑	↑↑	↑↑

Frequency of Recycling																						
	Percent at least once											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Recycled used paper, cans or bottles from your home	98%	97%	82%	84%	87%	99%	99%	98%	96%	99%	98%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑

Utility Services Benchmarks																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Sewer services	84%	80%	82%	83%	83%	81%	81%	82%	84%	82%	84%	↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Drinking water	82%	74%	80%	80%	79%	87%	81%	84%	86%	83%	88%	↑	↔	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Storm drainage	65%	57%	60%	61%	59%	70%	73%	74%	74%	75%	69%	↑	↔	↑	↑↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑
Yard waste pick-up	88%	88%	91%	90%	93%	89%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	NA	NA	NA	NA	NA
Recycling	90%	90%	91%	92%	93%	90%	90%	90%	91%	86%	86%	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	NA	NA
Garbage collection	94%	91%	92%	92%	91%	92%	89%	88%	89%	89%	85%	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑	↔

Community Recreational Opportunities																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Recreation opportunities	NA	NA	NA	83%	85%	82%	78%	80%	81%	81%	81%	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑

Participation in Parks and Recreation Opportunities																						
	Percent at least once											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Used Palo Alto recreation centers	53%	60%	62%	63%	67%	68%	63%	60%	60%	65%	58%	NA	NA	NA	NA	NA	↑↑	↑↑	↑	↑	↑↑	↔
Participated in a recreation program or activity	49%	50%	52%	54%	53%	56%	49%	50%	53%	50%	52%	NA	NA	NA	NA	NA	↑↑	↔	↑	↑	↔	↑
Visited a neighborhood park or City park	92%	91%	93%	93%	92%	93%	94%	94%	91%	95%	94%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑	↑↑	↑↑

Parks and Recreation Services																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
City parks	90%	91%	92%	87%	91%	89%	92%	90%	94%	91%	93%	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Recreation programs or classes	83%	85%	87%	85%	90%	87%	85%	82%	81%	87%	87%	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Recreation centers or facilities	77%	84%	78%	81%	82%	77%	80%	81%	75%	85%	80%	↔	↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑	↑↑	↑

Cultural and Educational Opportunities																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Opportunities to attend cultural activities	NA	83%	77%	85%	81%	79%	74%	74%	73%	77%	69%	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Educational opportunities	NA	NA	NA	93%	94%	93%	91%	90%	90%	90%	87%	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑

Participation in Cultural and Educational Opportunities																						
	Percent at least once											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Used Palo Alto public libraries or their services	80%	77%	79%	76%	79%	74%	82%	76%	74%	77%	77%	NA	NA	NA	NA	NA	↔	↑↑	↑	↔	↑	↑
Participated in religious or spiritual activities in Palo Alto	NA	NA	NA	NA	NA	40%	NA	NA	NA	40%	NA	NA	NA	NA	NA	NA	↓↓	NA	NA	NA	↓↓	NA

Cultural and Educational Services																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Public schools	NA	NA	NA	NA	NA	NA	NA	NA	92%	92%	94%	NA	NA	NA	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑
Public library services	81%	81%	80%	78%	81%	75%	78%	82%	83%	88%	85%	↔	↔	↔	↔	↔	↓	↔	↔	↔	↑↑	↔

Community Health and Wellness Access and Opportunities																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Availability of affordable quality health care	NA	NA	NA	57%	56%	57%	63%	62%	59%	68%	62%	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑
Availability of affordable quality food	NA	NA	NA	62%	71%	64%	NA	NA	66%	68%	67%	NA	NA	NA	↔	↑↑	↑	NA	NA	↑	↑	↑
Availability of preventive health services	NA	NA	NA	NA	NA	70%	67%	67%	72%	76%	73%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑

Community Quality and Inclusiveness																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Sense of community	70%	69%	68%	66%	70%	70%	71%	71%	75%	73%	67%	↑	↑	↑	↑	↑↑	↑	↑↑	↑↑	↑	↑	↔
Openness and acceptance of the community toward people of diverse backgrounds	73%	73%	72%	75%	79%	77%	78%	79%	78%	80%	76%	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Availability of affordable quality child care	25%	25%	26%	35%	26%	28%	32%	25%	35%	27%	31%	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓
Palo Alto as a place to raise kids	90%	93%	92%	92%	92%	94%	91%	93%	93%	92%	90%	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Palo Alto as a place to retire	62%	63%	60%	68%	61%	67%	64%	65%	68%	68%	56%	↔	↔	↔	↑	↑	↑↑	↑	↑	↑↑	↑	↔

Services Provided for Population Subgroups																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Services to seniors	77%	82%	78%	84%	79%	81%	82%	79%	80%	76%	74%	↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑
Services to youth	66%	68%	68%	70%	73%	73%	75%	70%	78%	75%	75%	↑	↑	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑
Services to low income people	NA	37%	45%	54%	46%	46%	59%	49%	51%	52%	45%	NA	↔	↔	↑↑	↑	↑	↑↑	↔	↑	↔	↔

Civic Engagement Opportunities																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Opportunities to participate in community matters	NA	NA	NA	NA	NA	75%	76%	76%	71%	NA	NA	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	NA	NA
Opportunities to volunteer	NA	NA	NA	NA	NA	86%	83%	81%	80%	80%	82%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑

Participation in Civic Engagement Opportunities																						
	Percent at least once											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Attended a meeting of local elected officials or other local public meeting	30%	28%	30%	27%	26%	26%	28%	27%	27%	25%	28%	NA	NA	NA	NA	NA	↔	↔	↔	↔	↔	↔
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	28%	27%	29%	31%	26%	26%	28%	28%	27%	21%	24%	NA	NA	NA	NA	NA	↓↓	↓↓	↓↓	↓↓	↓↓	↓↓
Volunteered your time to some group or activity in Palo Alto	49%	52%	52%	53%	52%	51%	56%	51%	45%	54%	50%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↔	↑↑	↑
Participated in a club or civic group in Palo Alto	NA	NA	NA	NA	NA	34%	33%	31%	31%	38%	29%	NA	NA	NA	NA	NA	↔	↔	↔	↔	↑↑	↔
Provided help to a friend or neighbor	NA	NA	NA	NA	NA	93%	93%	92%	90%	90%	92%	NA	NA	NA	NA	NA	↔	↔	↔	↓	↓	↔

Voter Behavior																						
	Percent yes											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Registered to vote	78%	83%	80%	77%	79%	80%	83%	81%	80%	81%	80%	NA	NA	NA	NA	NA	↔	↔	↓	↓	↔	↓
Voted in last general election	72%	78%	79%	70%	76%	75%	79%	75%	76%	75%	81%	NA	NA	NA	NA	NA	↑	↑	↔	↔	↔	↑

Use of Information Sources																							
	Percent at least once											Comparison to benchmark											
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13	
Read Palo Alto Newsletter	NA	62%	63%	84%	83%	83%	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	↔	NA	NA	NA	NA	NA	
Visited the City of Palo Alto Web site	NA	NA	52%	54%	62%	78%	75%	79%	76%	79%	81%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	

Local Government Media Services and Information Dissemination																							
	Percent rating as excellent or good											Comparison to benchmark											
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13	
Public information services	72%	77%	74%	72%	73%	76%	68%	67%	67%	74%	73%	↑	↑	↑	↑↑	↑↑	↑↑	↑	↑	↑	↑	↑	

Social Engagement Opportunities																							
	Percent rating as excellent or good											Comparison to benchmark											
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13	
Opportunities to participate in social events and activities	NA	NA	NA	NA	NA	80%	80%	74%	76%	74%	74%	NA	NA	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	
Opportunities to participate in religious or spiritual events and activities	NA	NA	NA	NA	NA	82%	NA	NA	NA	84%	75%	NA	NA	NA	NA	NA	↑	NA	NA	NA	↑	↔	

Contact with Immediate Neighbors																							
	Percent at least several times per week											Comparison to benchmark											
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13	
Has contact with neighbors at least several times per week	NA	NA	NA	NA	NA	72%	81%	42%	49%	50%	42%	NA	NA	NA	NA	NA	↓	↔	↓↓	↔	↔	↓↓	

Public Trust																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Value of services for the taxes paid to Palo Alto*	NA	NA	70%	74%	67%	64%	58%	62%	66%	67%	66%	NA	NA	↑↑	↑↑	↑↑	↑	↔	↑↑	↑↑	↑↑	↑
The overall direction that Palo Alto is taking*	54%	63%	54%	62%	57%	63%	53%	57%	55%	59%	54%	↔	↑	↔	↑↑	↑	↔	↓	↔	↔	↔	↓
Job Palo Alto government does at welcoming citizen involvement*	65%	70%	59%	73%	68%	57%	56%	57%	57%	58%	55%	↑	↑	↔	↑↑	↑↑	↓	↔	↑↑	↑	↑	↑
Job Palo Alto government does at listening to citizens	54%	60%	50%	59%	53%	52%	51%	NA	NA	NA	NA	↑	↑	↑	↑↑	↑↑	↔	↔	NA	NA	NA	NA
Overall image or reputation of Palo Alto	NA	NA	NA	91%	93%	92%	92%	90%	92%	92%	90%	NA	NA	NA	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑

*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 slight decrease, community sentiment is probably about stable.

Services Provided by Local, State and Federal Governments																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Services provided by the City of Palo Alto	87%	90%	88%	87%	86%	85%	80%	80%	83%	88%	84%	↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑↑	↑
Services provided by the Federal Government	32%	38%	32%	33%	33%	33%	41%	43%	41%	50%	37%	↓	↔	↓	↓	↓	↓	↔	↑	↔	↑↑	↔
Services provided by the State Government	31%	35%	32%	38%	44%	34%	23%	27%	26%	41%	33%	↓	↔	↓	↔	↔	↓	↓↓	↓↓	↓↓	↔	↓
Services provided by Santa Clara County Government	NA	NA	NA	NA	NA	54%	42%	48%	45%	60%	47%	NA	NA	NA	NA	NA	↑	↓	↔	↔	↑	↔

Contact with City Employees																						
	Percent yes											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Had contact with City employee(s) in last 12 months	62%	64%	56%	54%	57%	54%	58%	56%	43%	44%	49%	NA	NA	NA	NA	NA	↓	↔	↔	↓↓	↓↓	↔

Perceptions of City Employees (Among Those Who Had Contact)																						
	Percent rating as excellent or good											Comparison to benchmark										
	03	04	05	06	07	08	09	10	11	12	13	03	04	05	06	07	08	09	10	11	12	13
Knowledge	85%	85%	84%	83%	85%	75%	84%	81%	80%	85%	84%	↑	↔	↔	↑↑	↑	↔	↑	↔	↔	↑	↔
Responsiveness	74%	83%	77%	78%	80%	73%	78%	75%	78%	76%	77%	↔	↔	↔	↑↑	↑↑	↔	↔	↔	↔	↔	↔
Courteousness	83%	84%	83%	83%	84%	78%	84%	82%	82%	89%	84%	↑	↑	↑	↑↑	↑↑	↑	↑	↑	↔	↑↑	↑
Overall impression	78%	84%	79%	79%	79%	73%	79%	77%	76%	81%	79%	↑	↔	↑	↑↑	↑↑	↔	↑	↑	↔	↑	↑