

**2023 Community
Survey Study Session**
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the City Manager

December 4, 2023

www.cityofpaloalto.org



Results for Palo Alto, CA Community Survey 2023



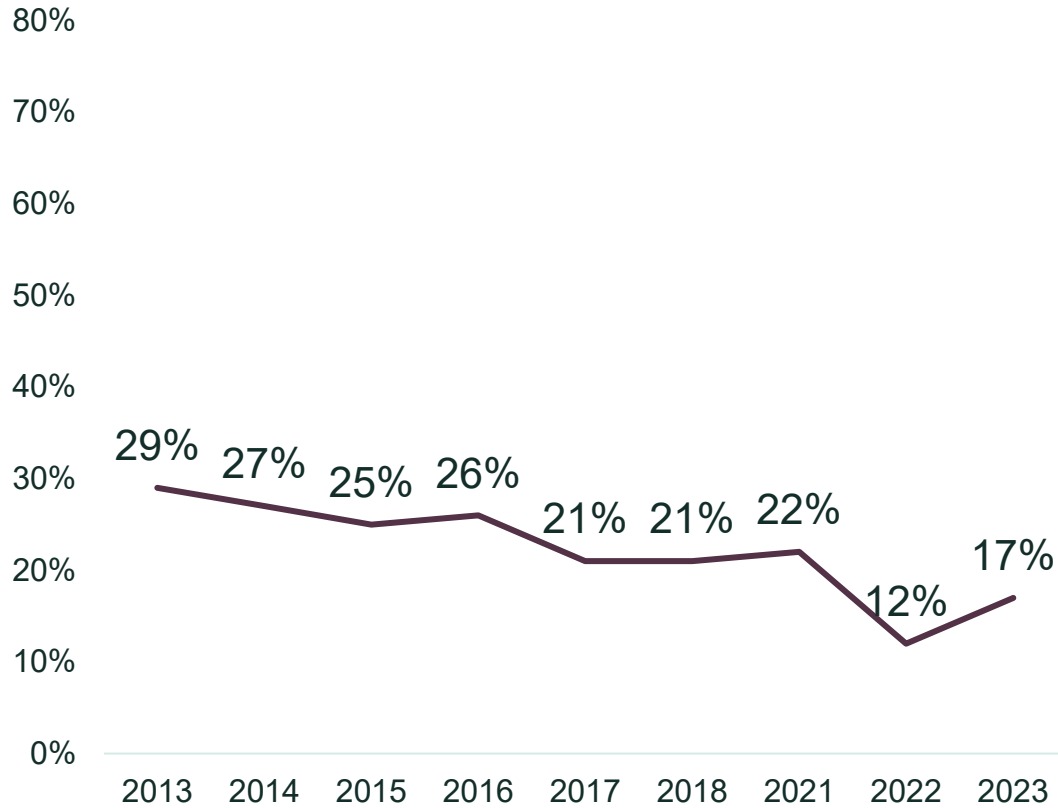
Survey Methodology

- 19th time conducting the Palo Alto Community Survey
 - Previous surveys in 2003-2018; 2020, 2022
- Survey conducted from August 11 to September 22, 2023
- “Hybrid” mailing approach employed:
 - Probability-based sample of 3,600 households
 - All households received 3 mailings
 - Online survey available in English, Spanish, and Simplified Chinese
 - 603 total responses received; 17% overall response rate
 - 3 surveys completed in Simplified Chinese
 - 2022: 398 responses, 12% response rate
 - Non-probability, open-participation sample: 93 responses (all English)
- Results statistically weighted to reflect Palo Alto overall
- 95% confidence interval with a +/- 4% margin of error

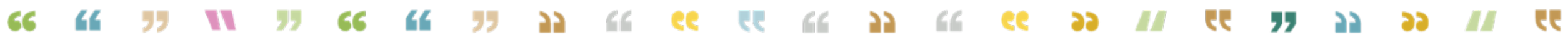
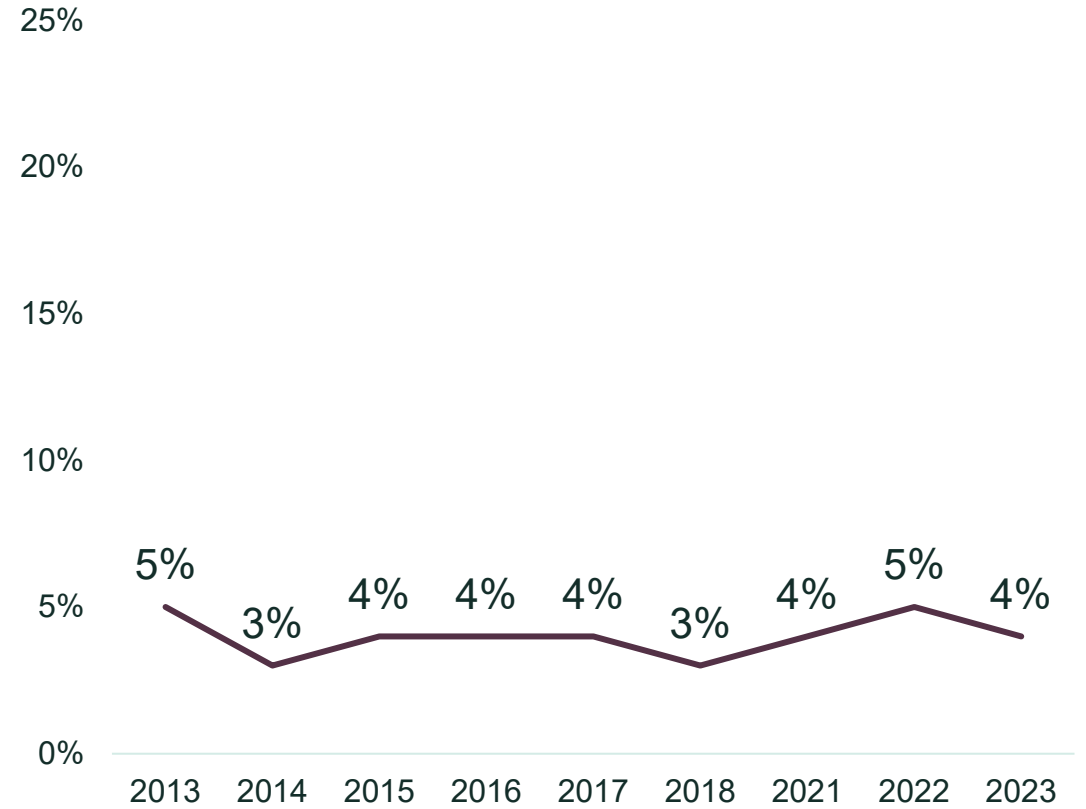
Response Rate and Margin of Error Over Time



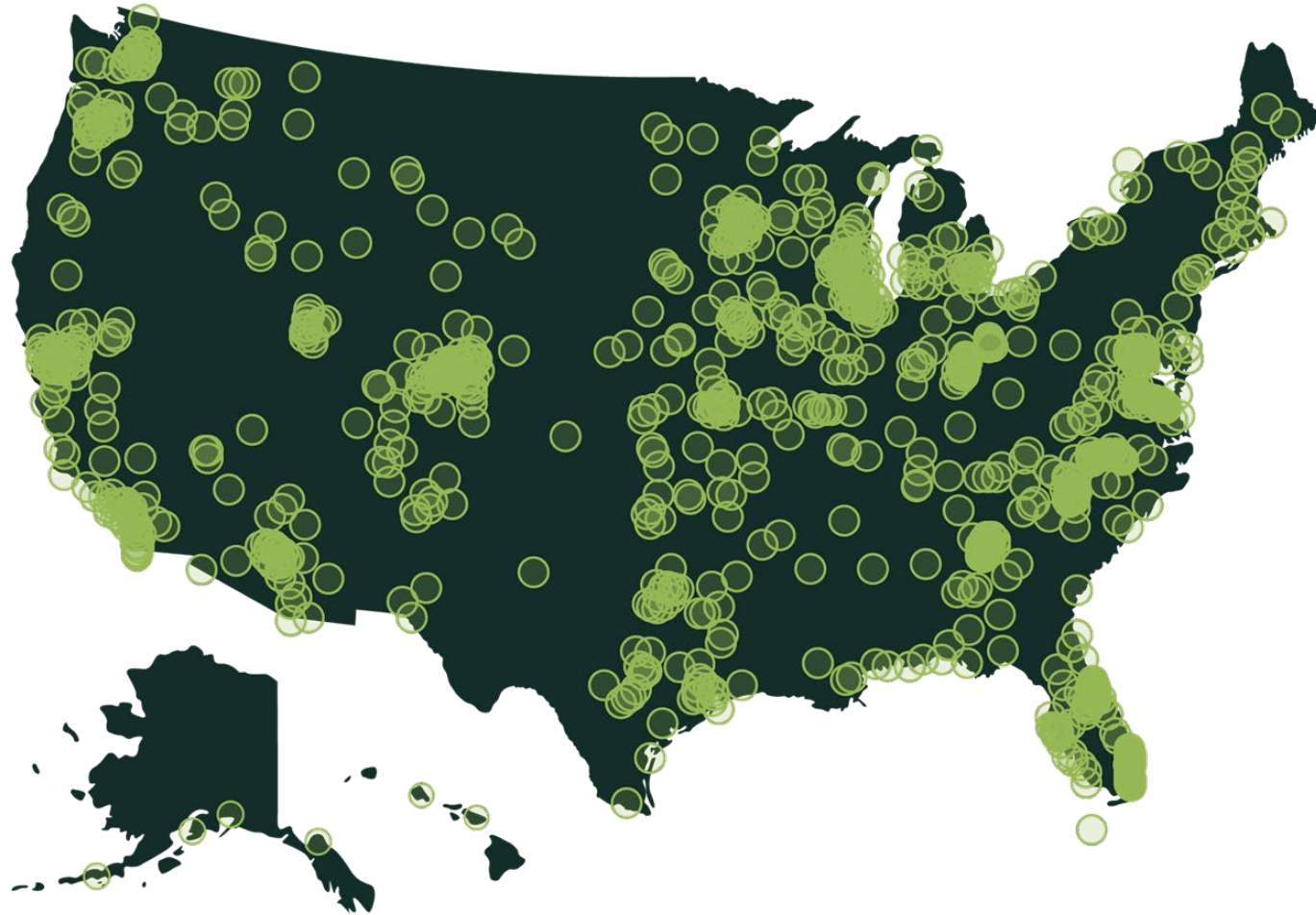
Response Rate



Margin of Error



Polco's Benchmarking Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

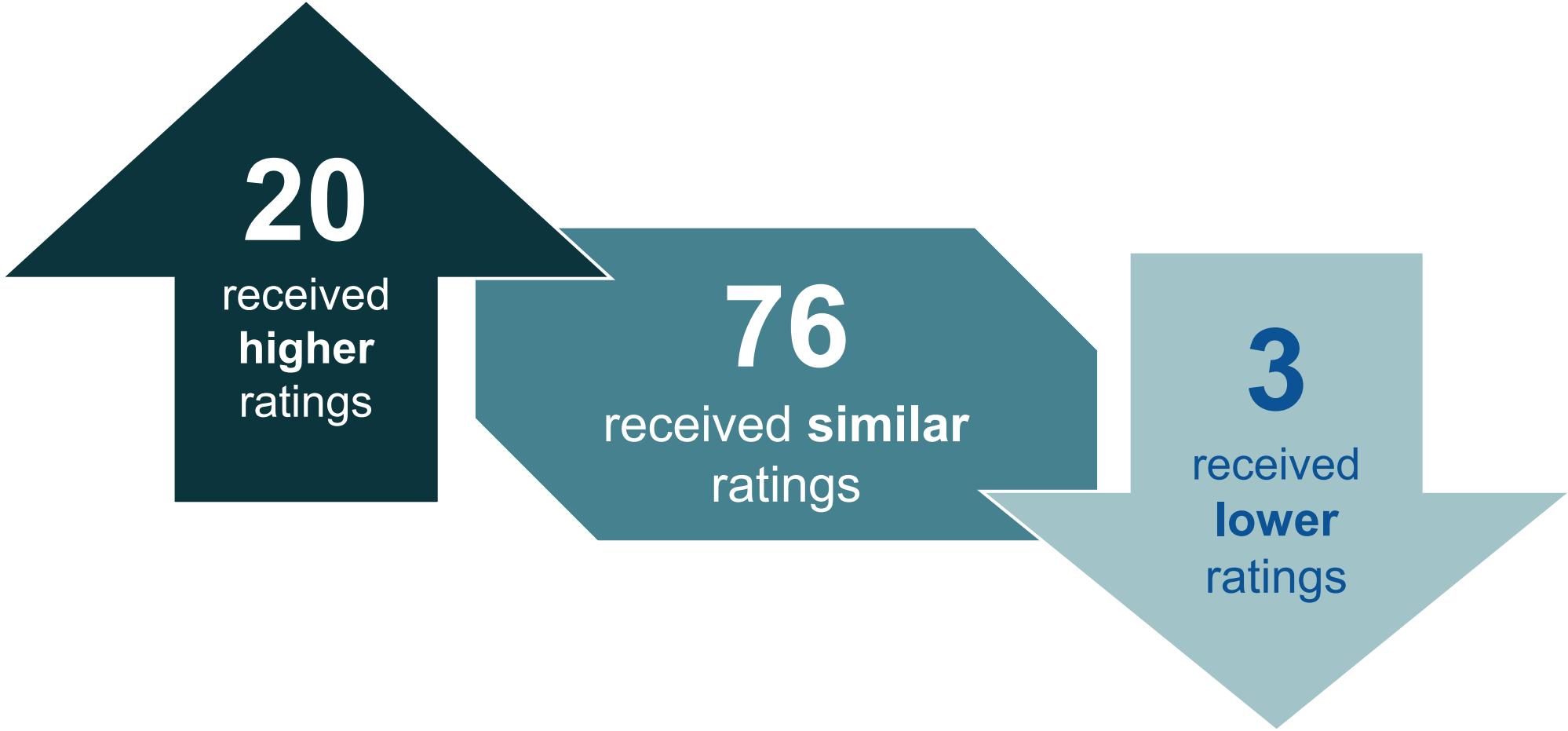




Overview of Survey Results



Comparisons to National Benchmarks



Comparisons to Previous Survey Year





Key Findings





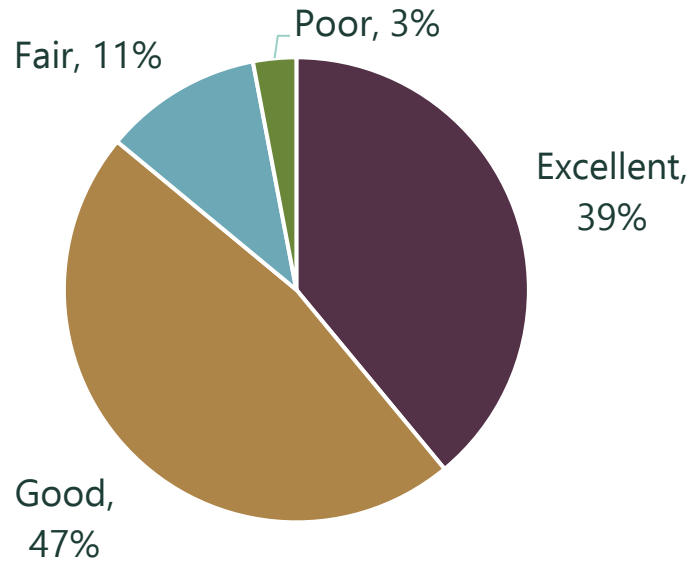
**Palo Alto residents
continue to rate
their quality of life
highly.**



Quality of Life in Palo Alto

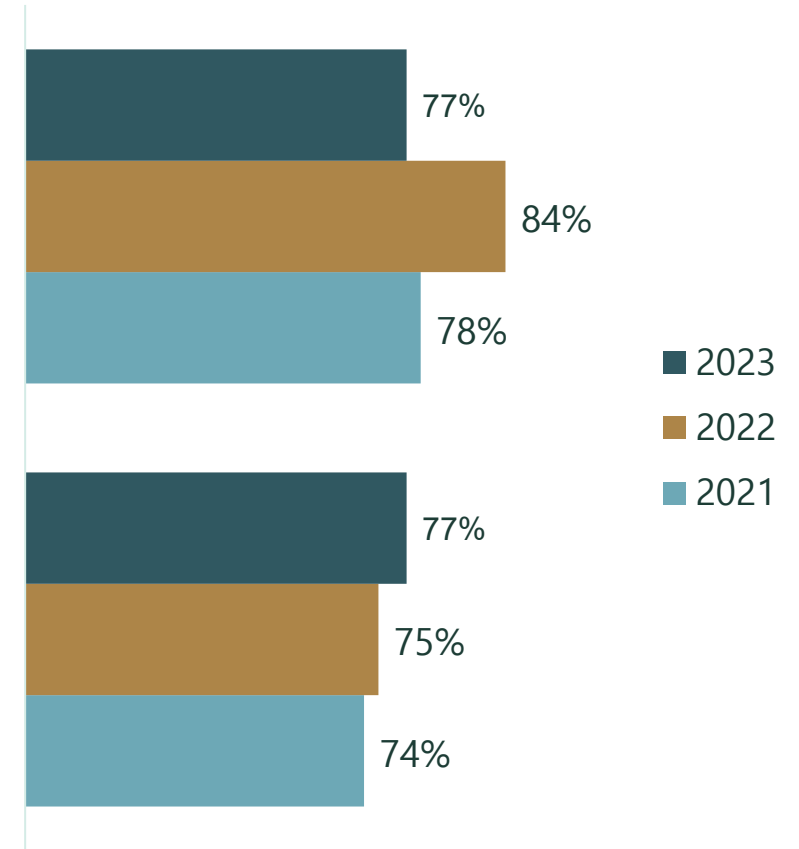


Quality of Life



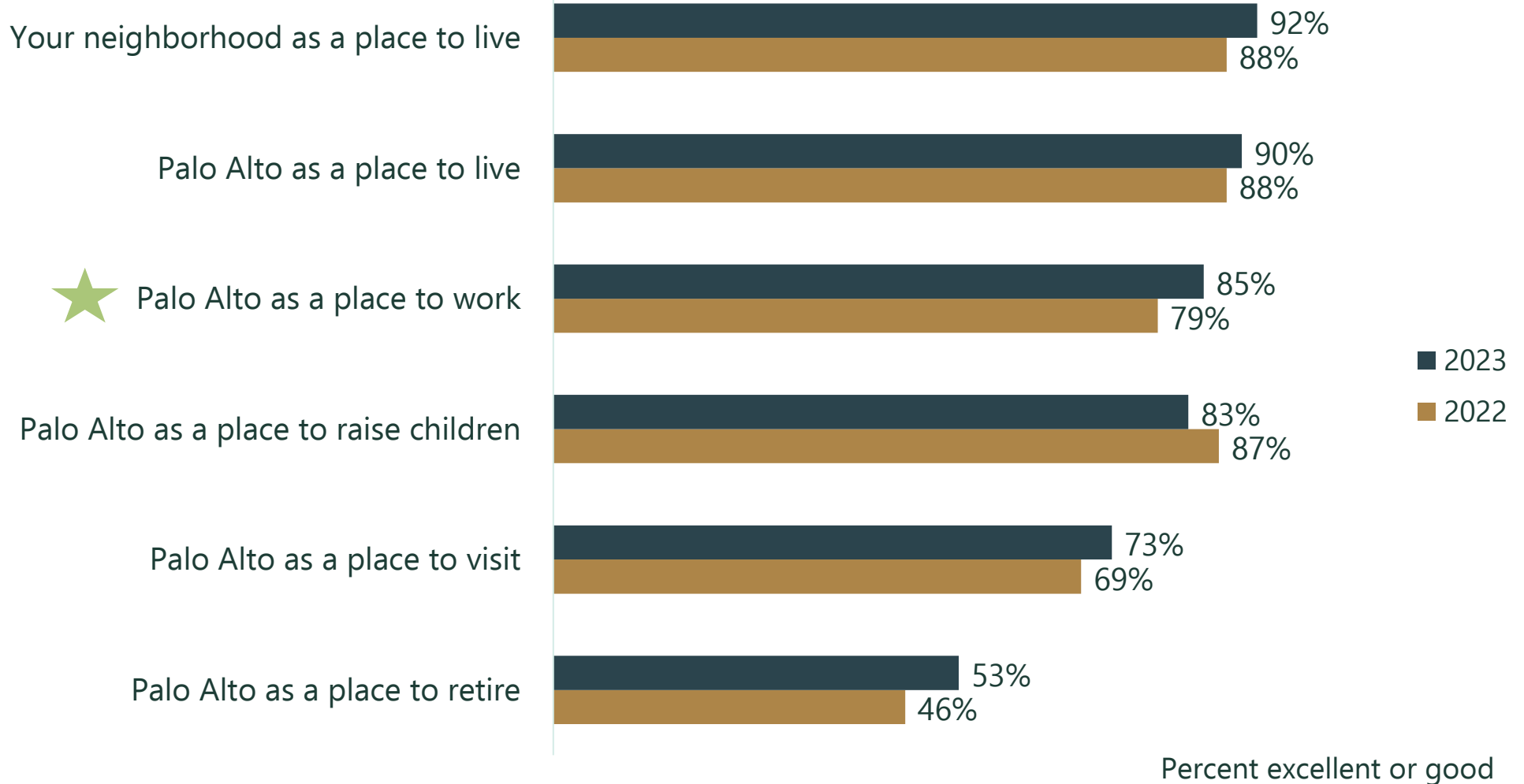
Quality of Life Measures

Remain in Palo Alto for the next five years



Percent excellent or good

Other Aspects of Quality of Life



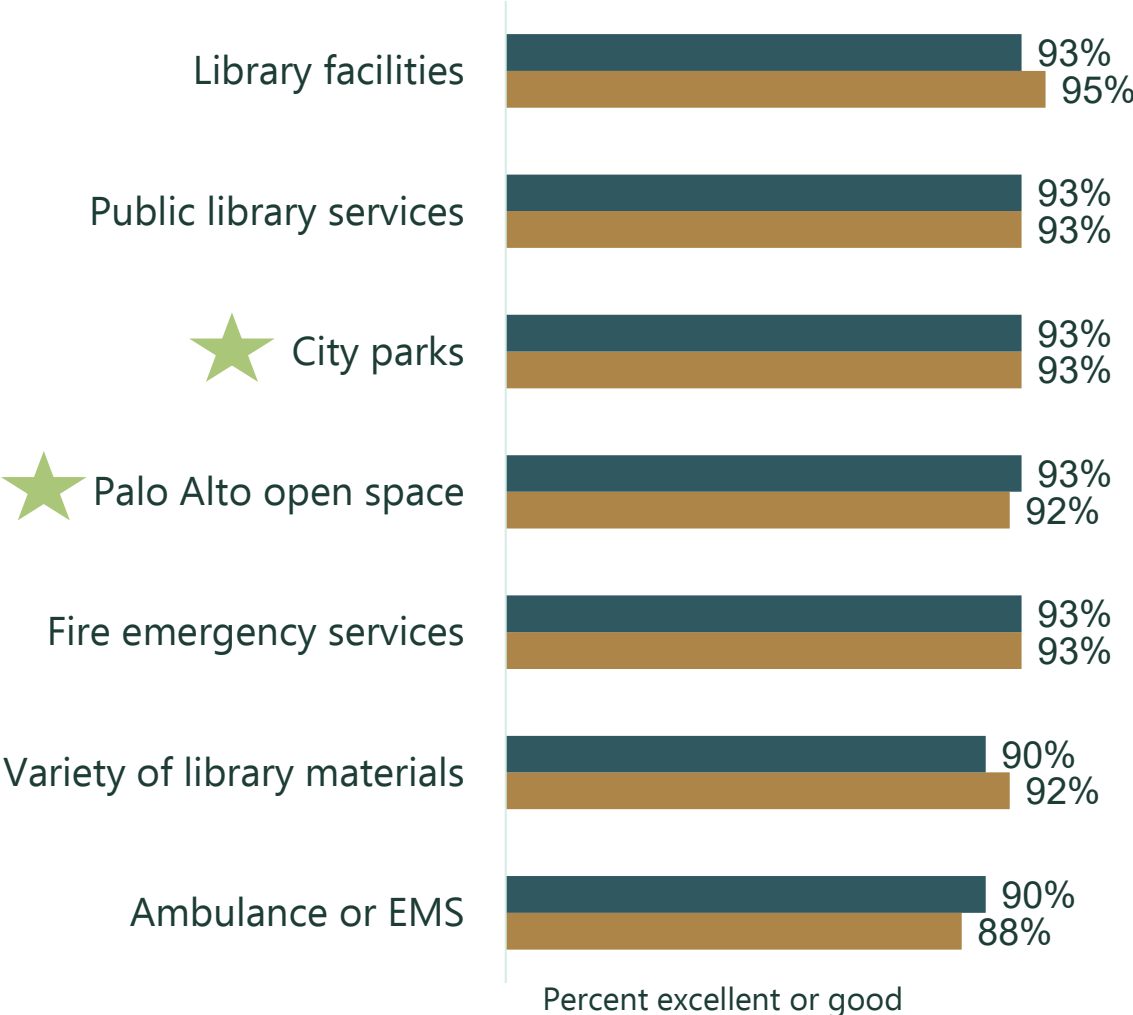
★ Higher than national benchmarks



While residents were highly satisfied with many City services, they indicate there are areas for improvement with utilities.

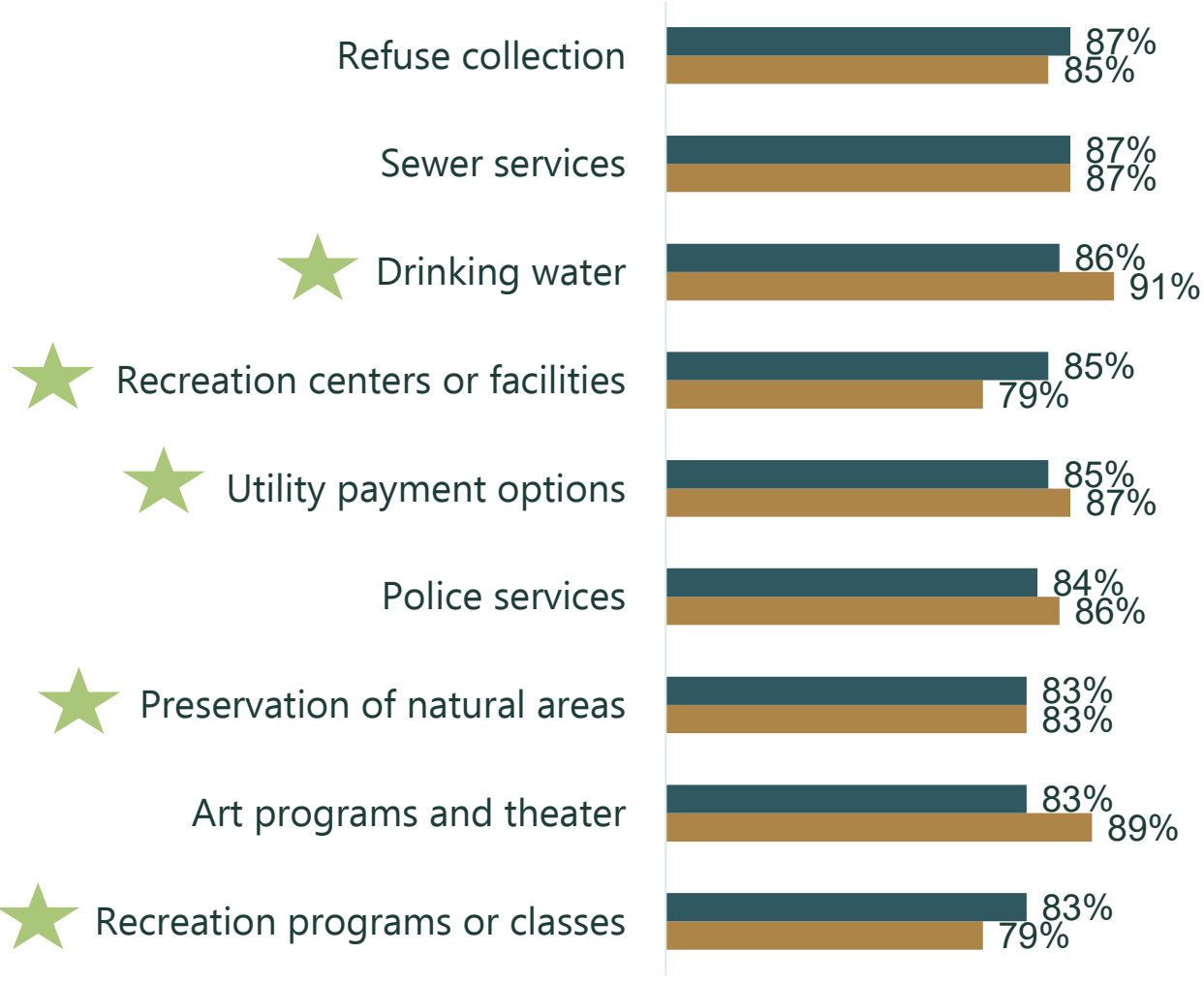


Top City Services



★ Higher than national benchmarks

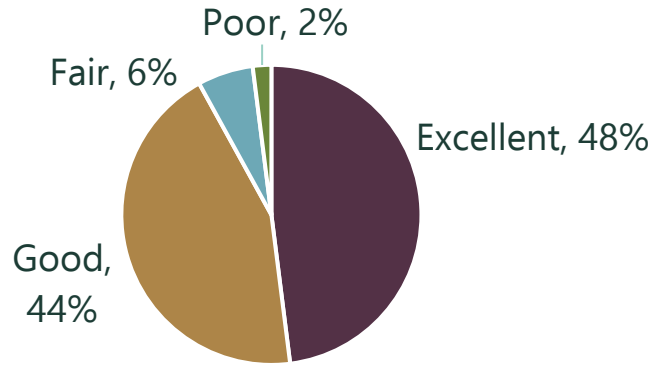
■ 2023 ■ 2022



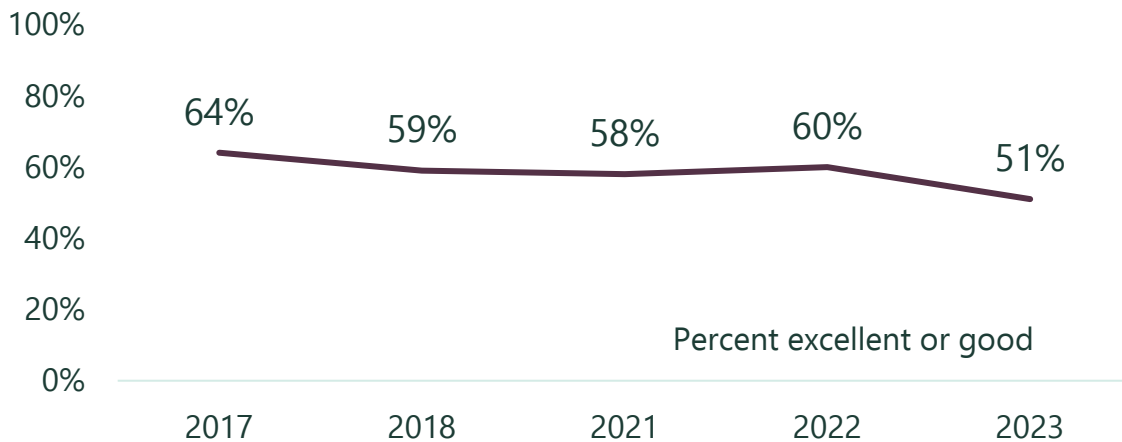
■ 2023 ■ 2022



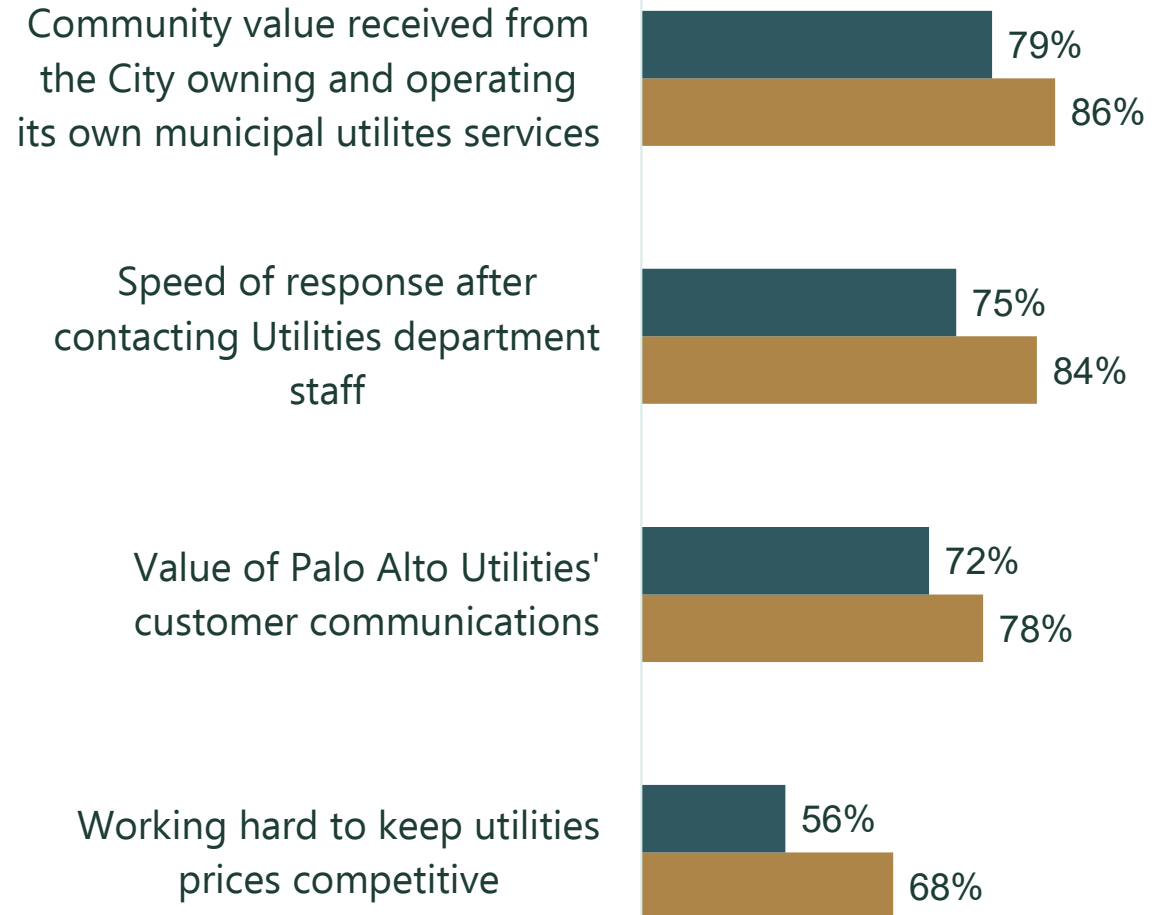
Reliability of Utility Services



Affordability of Utility Services



Aspects of Utility Services





Ratings for Palo Alto government performance are on the rise.

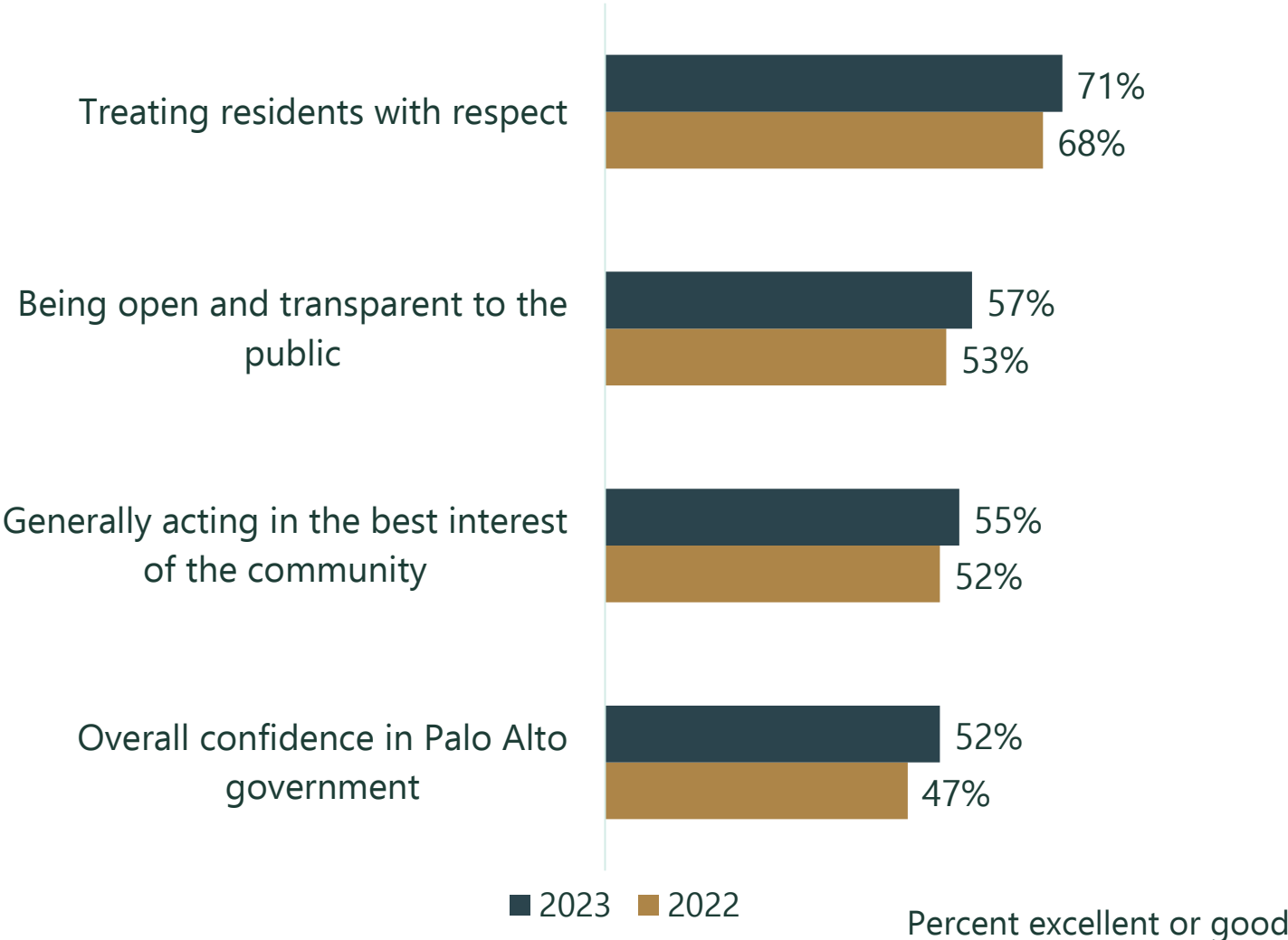
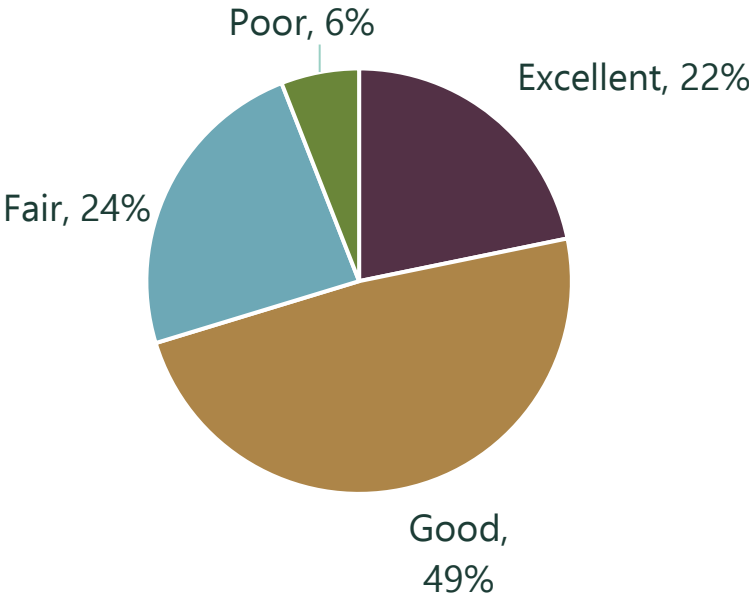


Government Performance



Aspects of Government Performance

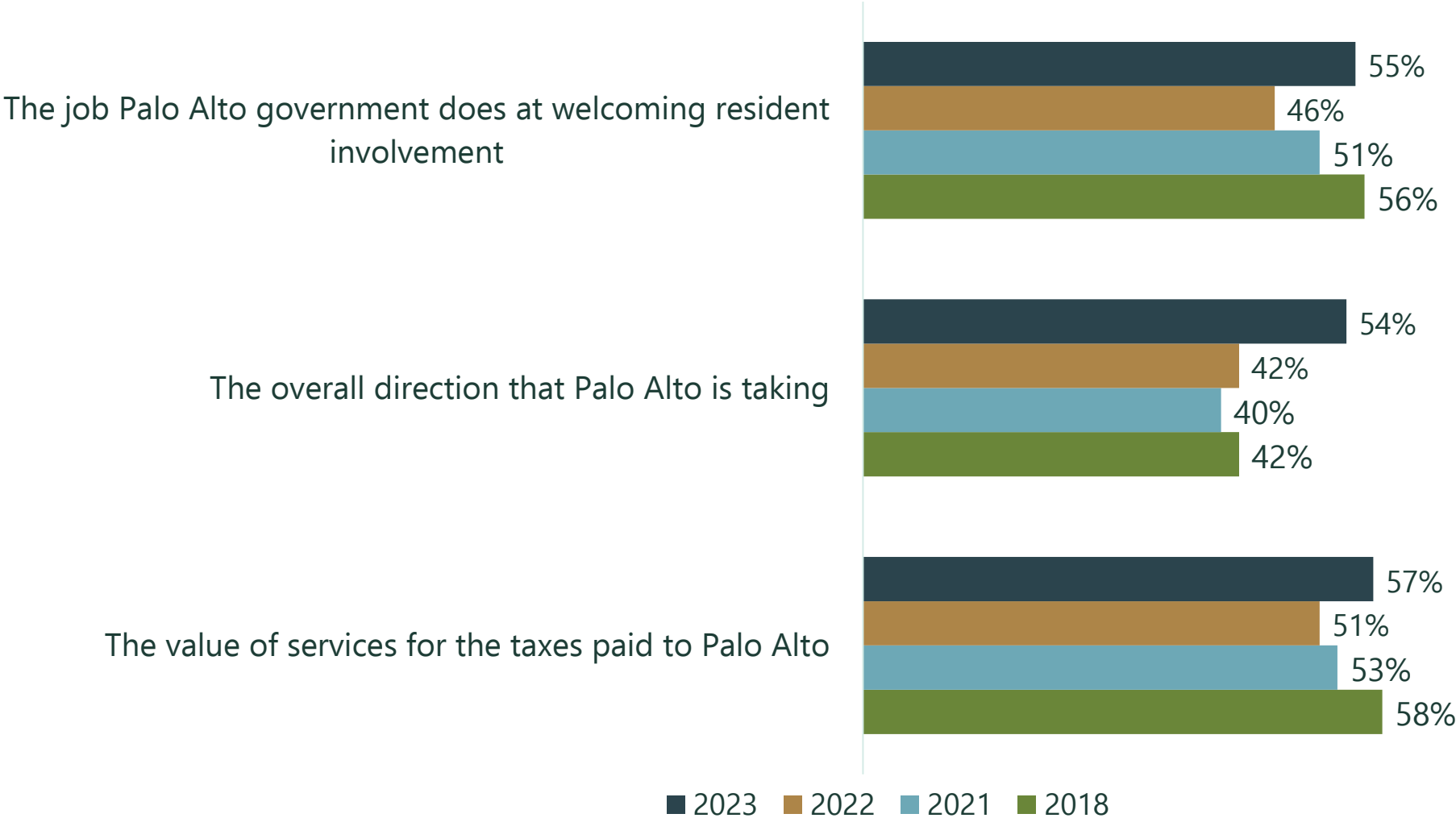
Treating Residents with Respect



Government Performance



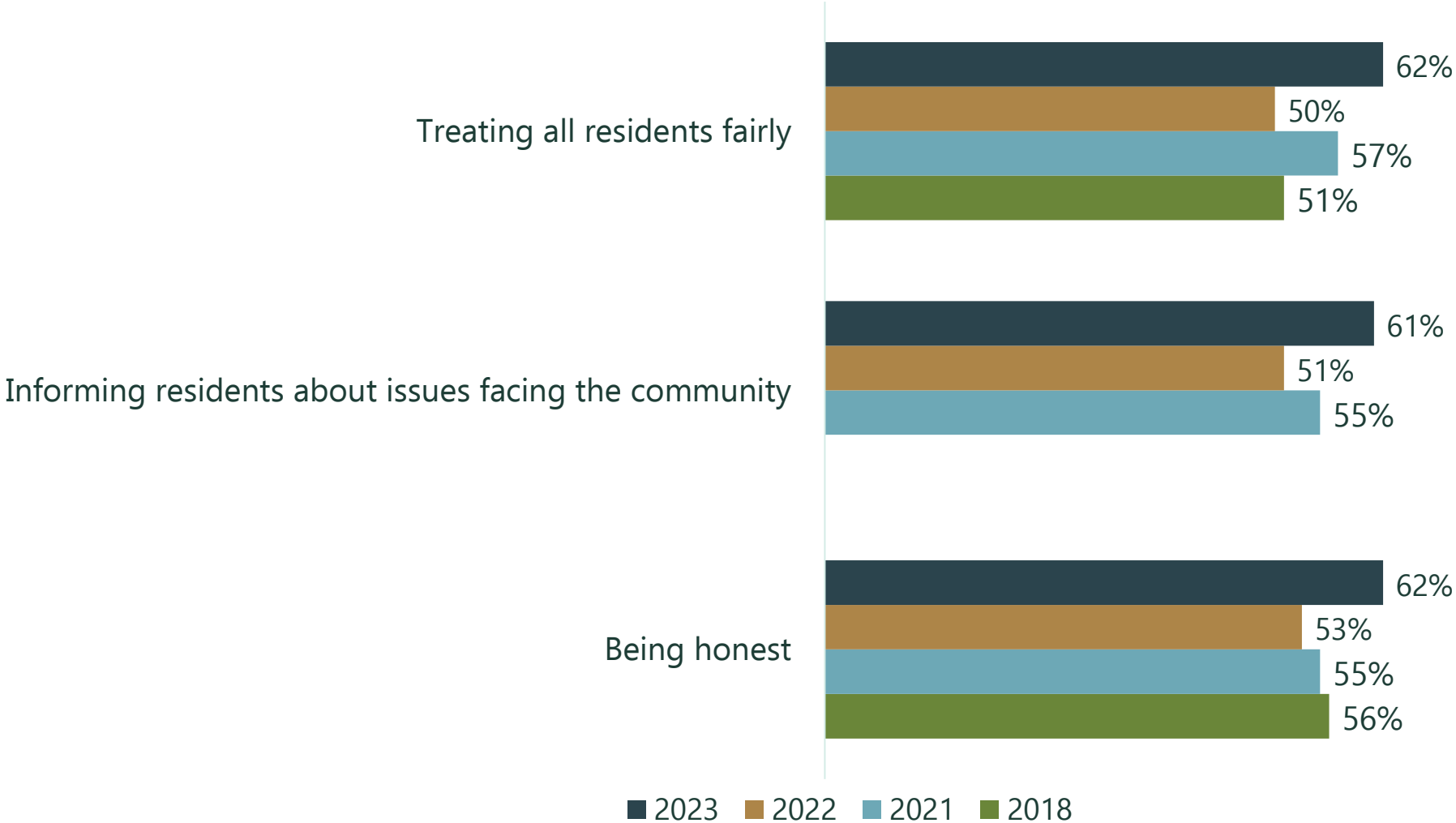
Aspects of Government Performance



Percent excellent or good



Aspects of Government Performance



Percent excellent or good



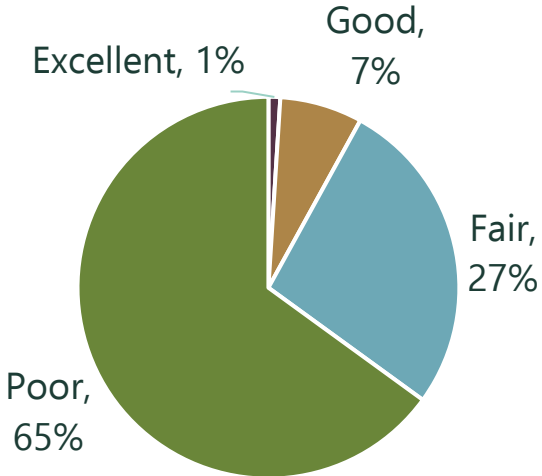
Issues related to affordable housing and cost of living remain a concern for residents, but other community characteristics are highly rated.



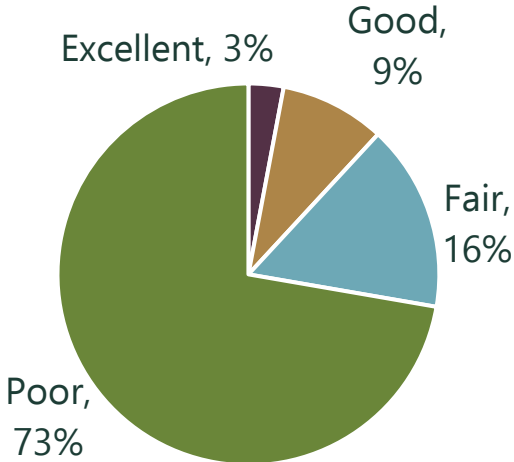
Housing and Cost of Living



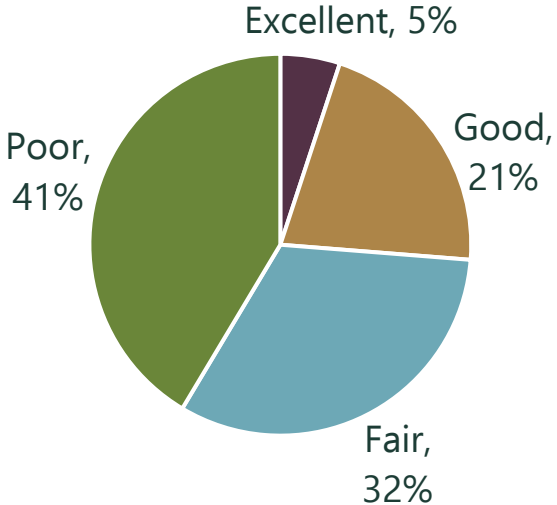
Cost of Living



Availability of Affordable Quality Housing



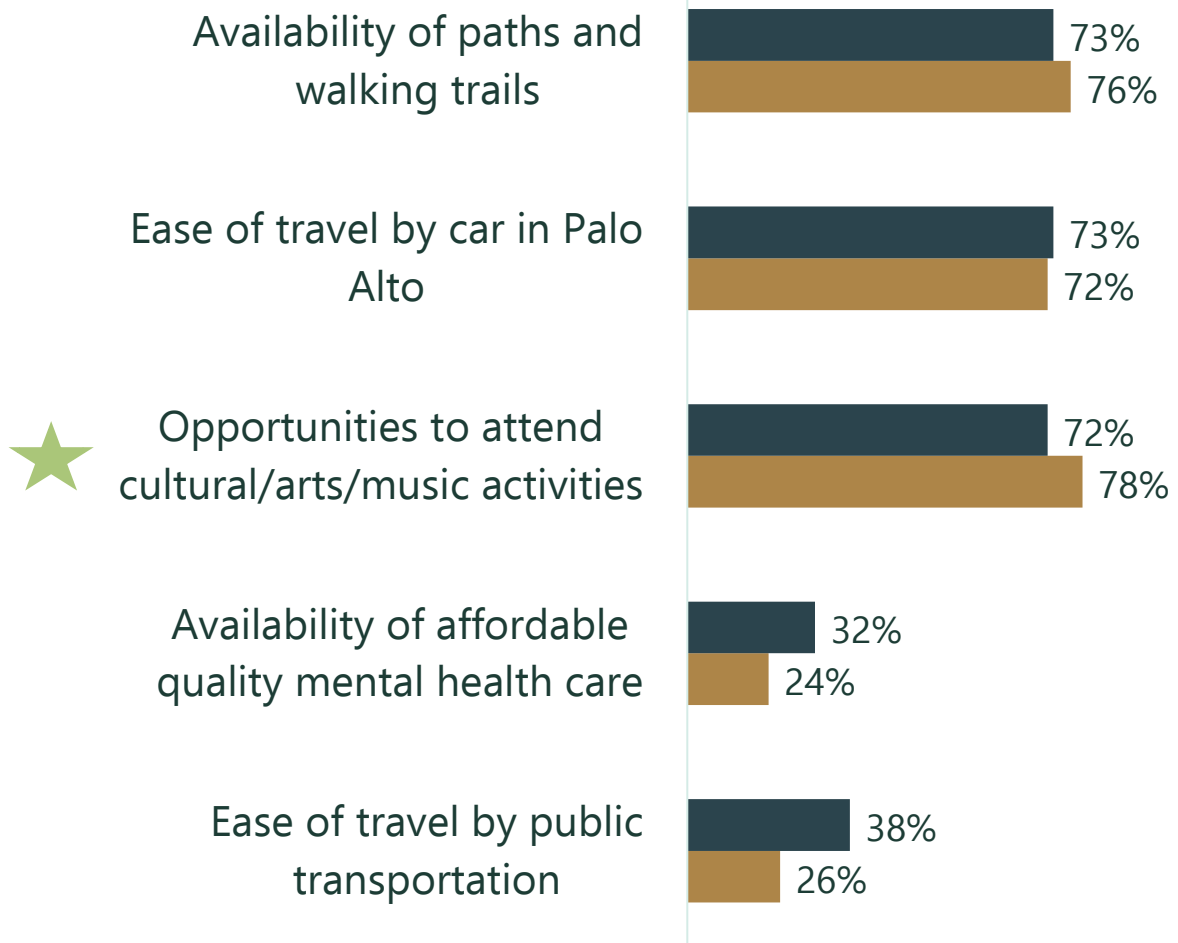
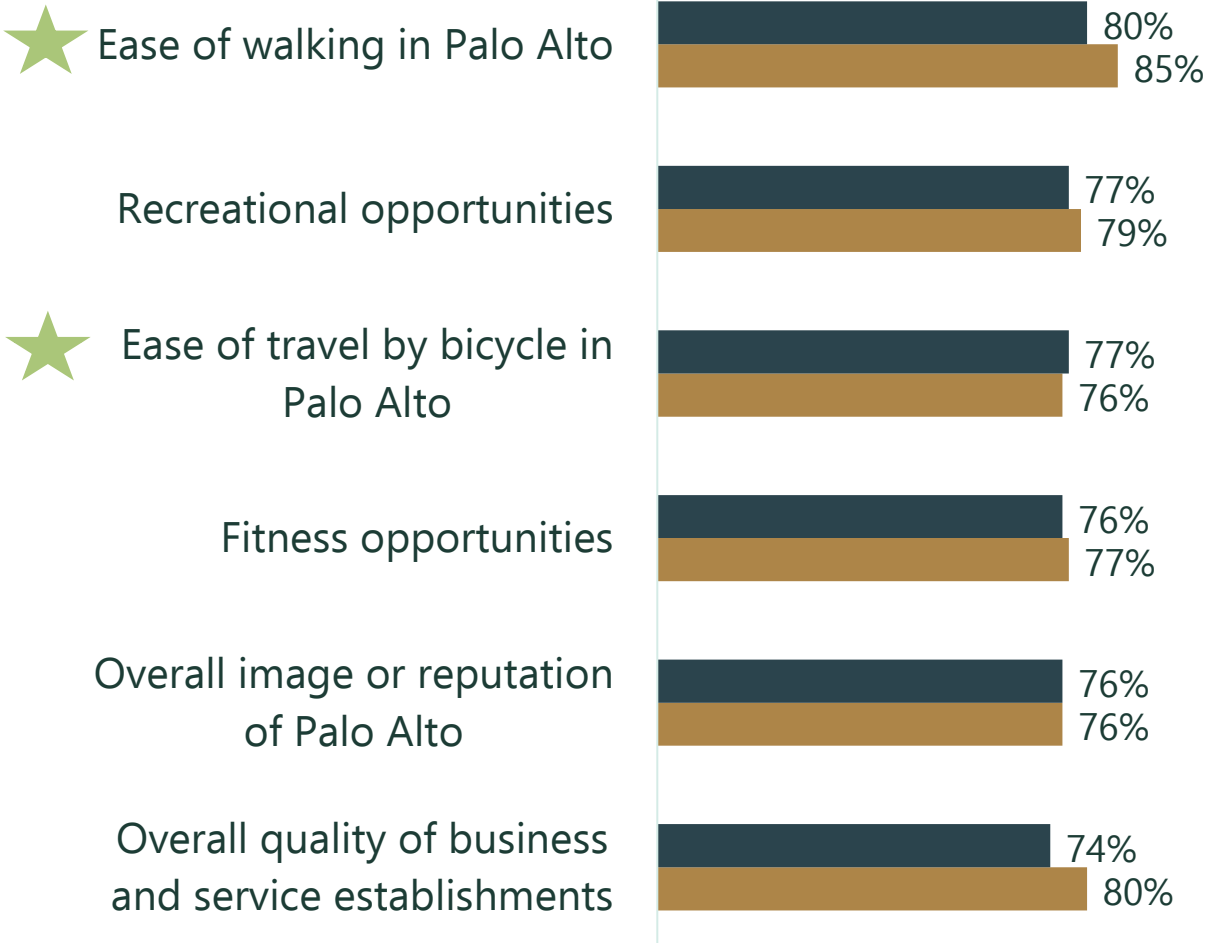
Variety of Housing Options



Top Community Characteristics



Community Characteristics



★ Higher than national benchmarks

■ 2023 ■ 2022

Percent excellent or good

■ 2023 ■ 2022



Qualitative Responses



Summary of Qualitative Responses



Table 94: Question 18 - Response Percentages and Number of Respondents

As a resident of Palo Alto, what one change could the City make that would make you happier?	Percent	Number
Housing changes (amount, type, affordability/cost of living); addressing homelessness	23%	N=105
Street conditions and traffic concerns, roads	15%	N=67
City services, utilities and amenities, sustainability/clean energy	11%	N=53
General government operations, communication; tax concerns	9%	N=42
Local businesses, retail/shopping options, downtown improvements, development	9%	N=40
Safety, crime, policing and law enforcement	7%	N=32
Permits, code/ordinance enforcement; upkeep; noise control	5%	N=25
Public transportation and parking concerns	4%	N=18
Improvements for walking and biking; accessibility	3%	N=14
Parks and recreation amenities/services; community activities, library	3%	N=15
Schools, programs for children, students	2%	N=7
Affordability	2%	N=9
Other	2%	N=11
Nothing/Don't know	5%	N=24
Total	100%	N=462

Summary of Qualitative Responses



Table 95: Question 19 - Response Percentages and Number of Respondents

As a resident of Palo Alto, what one thing do you believe the City does well and would want to maintain?	Percent	Number
Parks, open space, and natural environment	21%	N=84
Utilities and city services	15%	N=61
Safety services	12%	N=48
Activities and Recreation (arts, libraries, museums, theaters, etc.)	10%	N=38
Government/leadership; government communication	10%	N=39
Schools and education, programs for the youth	6%	N=22
Cleanliness of community; upkeep	3%	N=13
Quality of life, reputation	2%	N=9
Infrastructure, streets, transportation	2%	N=9
Ease of bicycle travel/walking	2%	N=9
Sustainability	2%	N=6
Culture, diversity	1%	N=5
Other	4%	N=13
Nothing/don't know/something negative	10%	N=38
Total	100%	N=394



Summary of Last Year's Key Findings (2022)

1. Residents rate the quality of life in Palo Alto highly.
2. While residents value City services and events, civic participation has decreased.
3. Residents value Palo Alto's natural environment.
4. Affordability and cost of living continue to be community concerns.
5. Residents are supportive of reducing greenhouse gas emissions.





Summary of This Year's Key Findings (2023)

1. Palo Alto residents continue to rate their quality of life highly.
2. While residents were highly satisfied with many City services, they indicate there are areas for improvement with utilities.
3. Ratings for Palo Alto government performance are on the rise.
4. Issues related to affordable housing and cost of living remain a concern for residents, but other community characteristics are highly rated.



Questions?



Thank you!

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Polco



NRC