ATTACHMENT 1

CITY OF PALO ALTO, CA
2011

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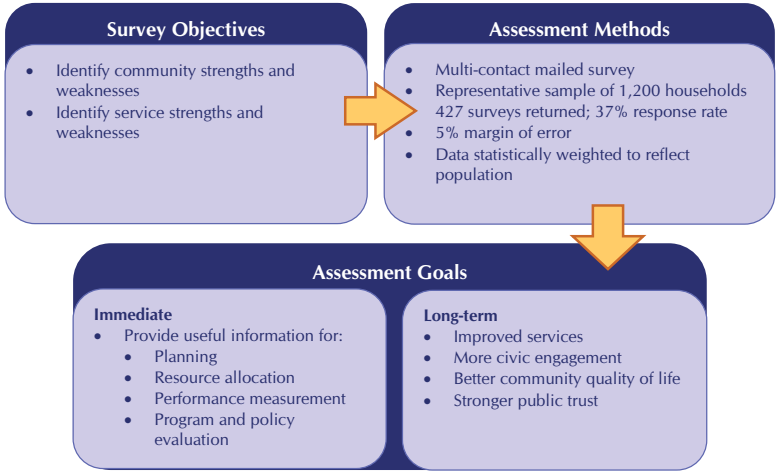
The National Citizen Survey™ by National Research Center, Inc.

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 427 completed surveys were obtained, providing an overall response rate of 37%. 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 crosstabulations of results and several custom questions.

Understanding the Results

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

Margin of Error

The margin of error around results for the City of Palo Alto Survey (427 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 six percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

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

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

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

"Don't Know" Responses and Rounding

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

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

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

Executive Summary

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

Most residents experienced a good quality of life in the City of Palo Alto and believed the City was a good place to live. The overall quality of life in the City of Palo Alto was rated as "excellent" or "good" by 92% of respondents. A majority 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. Among the characteristics receiving the most favorable ratings were educational opportunities, the overall appearance of Palo Alto, and the overall image or reputation of Palo Alto. The characteristic receiving the least positive ratings was 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, 25 were above the national benchmark comparison, two were similar to the national benchmark comparison and four were below.

Residents in the City of Palo Alto were civically engaged. While 27% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 90% had provided help to a friend or neighbor. Close to half had volunteered their time to some group or activity in the City of Palo Alto, which was similar to the benchmark.

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

On average, residents gave favorable ratings to a majority of local government services. City services rated were able to be compared to the benchmark database. Of the 32 services for which comparisons were available, 22 were above the benchmark comparison, nine were similar to the benchmark comparison and one was below.

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 library services
- Police services
- Public schools
- Preservation of natural areas
- Traffic signal timing
- City parks

Of these services, those deserving the most attention may be those that were below or similar to the benchmark comparisons: public library services and traffic signal timing. For police services, public schools and preservation of natural areas the City of Palo Alto was above the benchmark and should continue to ensure high quality performance.

Community Ratings

Overall Community Quality

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

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. These rating had remained steady when compared to past years.

Figure 3: Ratings of Overall Quality of Life by Year

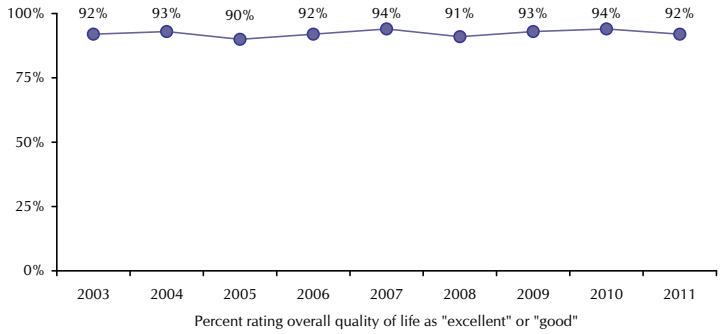


Figure 4: Ratings of Overall Community Quality by Year

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

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

Figure 6: Overall Community Quality Benchmarks

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

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 in Palo Alto. These ratings tended to be higher than the benchmark and similar to years past.

Figure 7: Ratings of Transportation in Community by Year

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Ease of car travel in Palo Alto	62%	66%	65%	60%	65%	60%	61%	52%	55%
Ease of bus travel in Palo Alto	37%	39%	36%	34%	37%	44%	44%	43%	41%
Ease of rail travel in Palo Alto	64%	62%	63%	52%	55%	60%	69%	64%	NA
Ease of bicycle travel in Palo Alto	77%	81%	79%	78%	84%	78%	79%	80%	84%
Ease of walking in Palo Alto	83%	85%	82%	86%	88%	87%	86%	85%	86%
Availability of paths and walking trails	75%	75%	75%	74%	NA	NA	NA	NA	NA
Traffic flow on major streets	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	Above
Ease of bus travel in Palo Alto	Below
Ease of rail travel by 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	Similar

Seven transportation services were rated in Palo Alto. As compared to most communities across America, ratings tended to be a mix of positive and negative. Three were above the benchmark, one was below the benchmark and three were similar to the benchmark.

Figure 9: Ratings of Transportation and Parking Services by Year

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

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, 3% of work commute trips were made by transit, 11% by bicycle and 6% by foot.

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

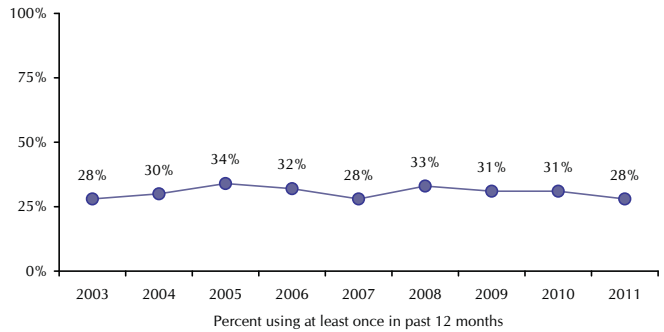


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Palo Alto	More

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

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

FIGURE 14: DRIVE ALONE BENCHMARKS

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

Housing

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

The survey of the City of Palo Alto residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 14% of respondents, while the variety of housing options was rated as “excellent” or “good” by 37% of respondents. The rating of perceived affordable housing availability was much worse in the City of Palo Alto than the average ratings in comparison jurisdictions, but had improved over time.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Availability of affordable quality housing	14%	15%	17%	12%	10%	11%	8%	7%	6%
Variety of housing options	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 36% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 17: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Housing costs 30% or more of income	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)	Similar

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" or "good" by 57% of respondents. The overall appearance of Palo Alto was rated as "excellent" or "good" by 89% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Palo Alto, 2% thought they were a "major" problem. The services of code enforcement and animal control were rated above the benchmark, the service of land use, planning and zoning was rated similar to benchmark. Ratings showed a varied pattern when compared to past years.

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

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

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

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

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

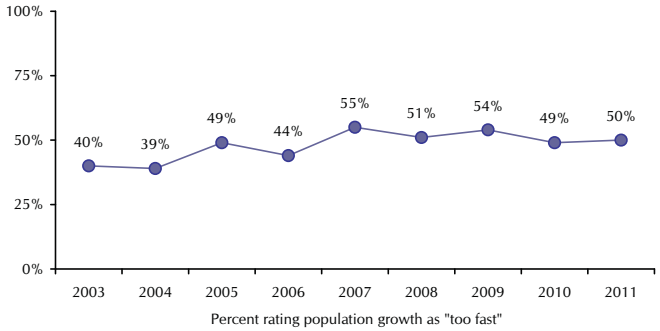


FIGURE 22: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much more

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

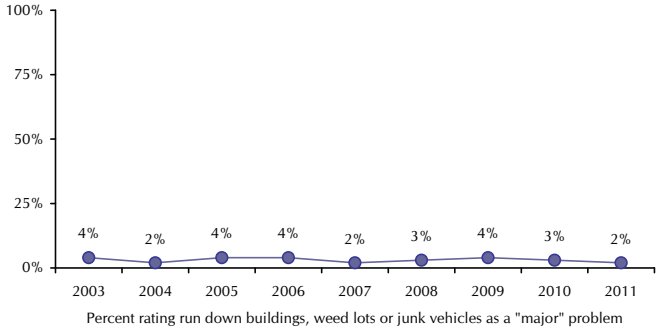


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	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

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

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

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

Economic Sustainability

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

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Palo Alto as a place to work and the overall quality of business and service establishments in Palo Alto. Receiving the lowest rating was employment opportunities. Ratings had varied when compared to past survey years, though the rating for employment opportunities had increased since 2003.

Figure 27: Ratings of Economic Sustainability and Opportunities by Year

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

Figure 28: Economic Sustainability and Opportunities Benchmarks

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

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Palo Alto, 64% responded that it was "too slow," while 35% reported retail growth as "too slow." Fewer residents in Palo Alto compared to other jurisdictions believed that retail growth was too slow and fewer residents believed that jobs growth was too slow.

Figure 29: Ratings of Retail and Jobs Growth by Year

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Retail growth seen as too slow	35%	31%	34%	28%	29%	26%	25%	21%	18%
Jobs growth seen as too slow	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	Less
Jobs growth seen as too slow	Much less

Figure 31: Ratings of Economic Development Services by Year

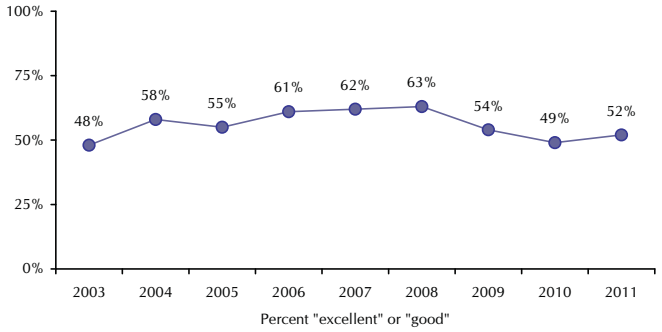


Figure 32: Economic Development Services Benchmarks

	Comparison to benchmark
Economic development	Above

Residents were asked to reflect on their economic prospects in the near term. Twelve 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 less than comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

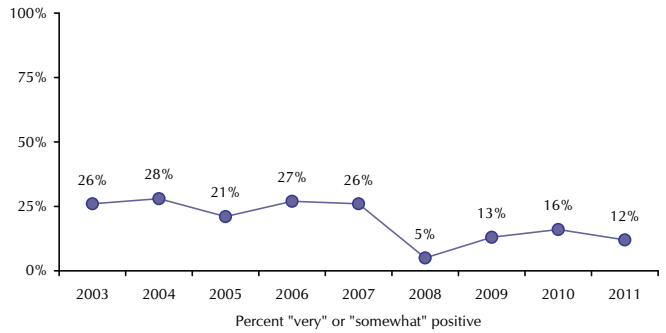


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much below

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City Palo Alto. About 85% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 84% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

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

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

As assessed by the survey, 9% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 71% had reported it to police. Compared to other jurisdictions fewer Palo Alto residents had been victims of crime in the 12 months preceding the survey and fewer Palo Alto residents had reported their most recent crime victimization to the police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

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

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Less
Reported crimes	Much less

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

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

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

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

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

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

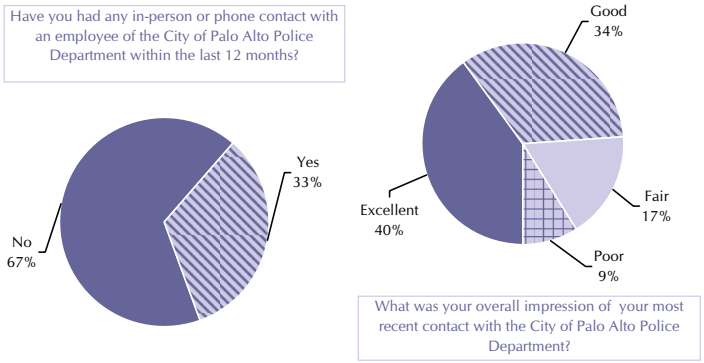


FIGURE 42: CONTACT WITH FIRE DEPARTMENT

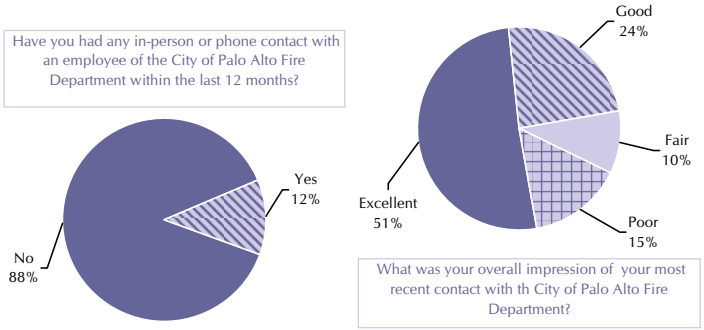


FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

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

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 84% of survey respondents. The cleanliness of Palo Alto received the highest rating, and it was much above the benchmark. Ratings were stable over time.

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Cleanliness of Palo Alto	88%	85%	85%	88%	NA	NA	NA	NA	NA
Quality of overall natural environment in Palo Alto	84%	84%	84%	85%	NA	NA	NA	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	76%	78%	82%	78%	NA	NA	NA	NA	NA
Air quality	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	Above

Resident recycling was much greater than recycling reported in comparison communities. The rate of recycling had varied over the past eight years, but was similar to the most recent survey data.

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

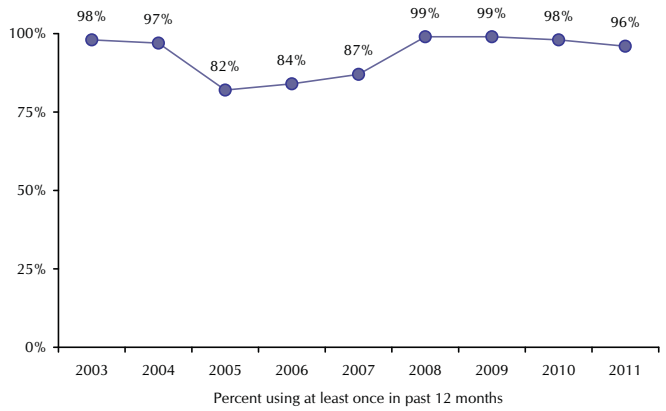


FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

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

Of the five utility services rated by those completing the questionnaire, all were much higher than the benchmark comparison.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Sewer services	84%	82%	81%	81%	83%	83%	82%	80%	84%
Drinking water	86%	84%	81%	87%	79%	80%	80%	74%	82%
Storm drainage	74%	74%	73%	70%	59%	61%	60%	57%	65%
Recycling collection	91%	90%	90%	90%	93%	92%	91%	90%	90%
Garbage collection	89%	88%	89%	92%	91%	92%	92%	91%	94%
Percent "excellent" or "good"									

FIGURE 49: UTILITY SERVICES BENCHMARKS

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

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 or classes, recreation centers or facilities were rated higher than the benchmark. Parks and recreation ratings have generally remained stable 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 greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in Palo Alto was higher than use in comparison jurisdictions. Rates of use were similar to past survey years.

Figure 50: Ratings of Community Recreational Opportunities by Year

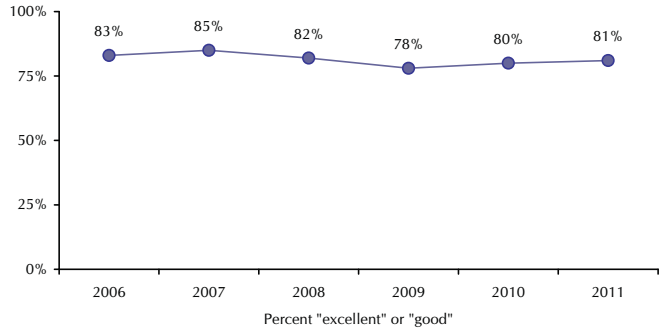


Figure 51: Community Recreational Opportunities Benchmarks

	Comparison to benchmark
Recreation opportunities	Much above

Figure 52: Participation in Parks and Recreation Opportunities by Year

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

Figure 53: Participation in Parks and Recreation Opportunities Benchmarks

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

Figure 54: Ratings of Parks and Recreation Services by Year

	2011	2010	2009	2008	2007	2006	2005	2004	2003
City parks	94%	90%	92%	89%	91%	87%	92%	91%	90%
Recreation programs or classes	81%	82%	85%	87%	90%	85%	87%	85%	83%
Recreation centers or facilities	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 73% of respondents. Educational opportunities were rated as “excellent” or “good” by 90% of respondents. Compared to the benchmark data, educational opportunities and cultural activities were much above the average ratings.

About 74% 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 similar to comparison jurisdictions.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Used Palo Alto public libraries or their services	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	Similar

FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Public schools	92%	NA	NA	NA	NA	NA	NA	NA	NA
Public library services	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 that well being and that provide care when residents are ill.

Residents of the City of Palo Alto were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services. The availability of preventive health services was rated most positively for the City of Palo Alto.

Among Palo Alto residents, 59% rated affordable quality health care as "excellent" or "good." Those ratings were much above the ratings of comparison communities.

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

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

FIGURE 63: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

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

COMMUNITY INCLUSIVENESS

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

Almost all residents rated the City of Palo Alto as an "excellent" or "good" place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." Most survey respondents felt the City of Palo Alto was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was much higher than the benchmark. This rating had increased from 2010 to 2011.

FIGURE 64: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

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

FIGURE 65: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

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

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 51% to 80% with ratings of "excellent" or "good." All were above the benchmark comparison. The rating for services to low-income people had improved since 2004, and the rating for services to youth also showed an upward trend over time.

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

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

FIGURE 67: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

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

CIVIC ENGAGEMENT

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

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Palo Alto. Survey participants rated the volunteer opportunities in the City of Palo Alto favorably.

Ratings of civic engagement opportunities were much above ratings from comparison jurisdictions where these questions were asked.

FIGURE 68: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Opportunities to volunteer	80%	81%	83%	86%	NA	NA	NA	NA	NA
Opportunities to participate in community matters	71%	76%	76%	75%	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 69: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Much above

Most of the participants in this survey had not attended a public meeting, watched a meeting of local elected officials, 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. Rates of participation were mostly similar compared to other communities, though those who had watched a local meeting on cable television, the internet or other media, and those who had helped a friend or neighbor showed lower rates of community engagement.

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

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

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

City of Palo Alto residents showed a large amount of civic engagement in the area of electoral participation. Eighty-seven percent reported they were registered to vote and 87% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 72: REPORTED VOTING BEHAVIOR BY YEAR[2]

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Registered to vote	87%	90%	90%	89%	79%	77%	80%	83%	78%
Voted in the last general election	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	Similar

[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, 76% reported they had done so at least once. Public information services were rated favorably compared to benchmark data. This rating had varied over the past eight years.

FIGURE 74: USE OF INFORMATION SOURCES BY YEAR

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Public information services	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 76% of respondents, were much above the benchmark and was similar when compared to past survey years.

FIGURE 78: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Opportunities to participate in social events and activities	76%	74%	80%	80%	NA	NA	NA	NA	NA
Percent "excellent" or "good"									

FIGURE 79: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above

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

FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

	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)?	49%	42%	48%	40%	NA	NA	NA	NA	NA
Percent "at least several times per week"									

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

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

Public Trust

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

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Palo Alto does at welcoming citizen involvement, 57% rated it as "excellent" or "good." Of these four ratings, three were above the benchmark and one was similar to the benchmark.

Figure 82: Public Trust Ratings by Year

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

* For jurisdictions that have conducted The NCS prior to 2008, the 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 since 2008, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

Figure 83: Public Trust Benchmarks

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

On average, residents of the City of Palo Alto gave the highest evaluations to their own local government and the lowest average rating to the State Government. The overall quality of services delivered by the City of Palo Alto was rated as "excellent" or "good" by 83% of survey participants. The City of Palo Alto's rating was much above the benchmark when compared to other communities. Ratings of overall City services have remained stable over the last eight years.

Figure 84: Rating Overall Quality of Services Provided by the City of Palo Alto by Year

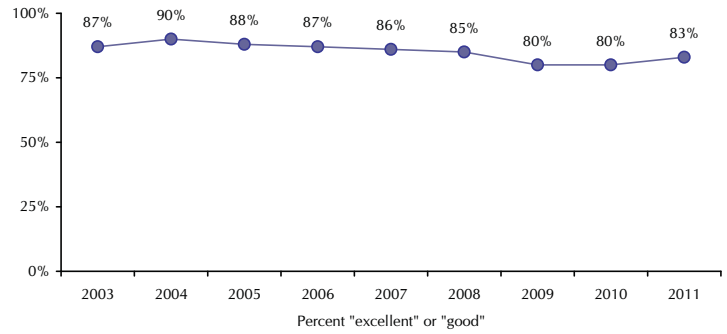


Figure 85: Ratings of Services Provided by Local, State and Federal Governments by Year

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

Figure 86: Services Provided by Local, State and Federal Governments Benchmarks

	Comparison to benchmark
Services provided by the City of Palo Alto	Much above
Services provided by the Federal Government	Similar
Services provided by the State Government	Much 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 43% who reported that they had been in contact (a percent that is much lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated favorably; 76% of respondents rated their overall impression as "excellent" or "good." Employees' ratings were similar to the benchmark and were similar to past survey years.

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

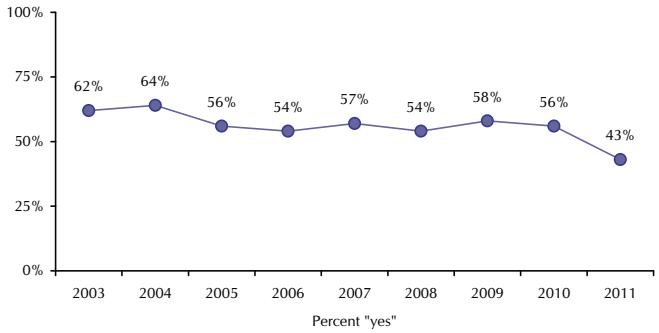


FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

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

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

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

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 library services
- Police services
- Public schools
- Preservation of natural areas
- Traffic signal timing
- City parks

City of Palo Alto Action Chart™

The 2011 City of Palo Alto Action Chart™ on the following page combines three dimensions of performance:

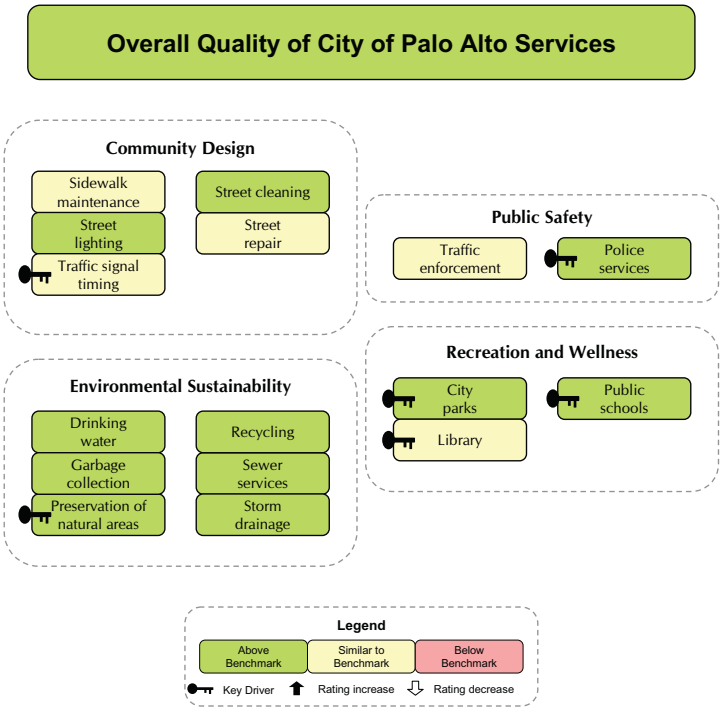
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services.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

Sixteen services were included in the KDA for the City of Palo Alto. Of these, 11 were above the benchmark and five were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. 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 public library services and traffic signal timing, as these key drivers 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			
Si° dewalk maintenance			
Traffic signal timing	✓		
Garbage collection			✓
° Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
City parks	✓		
Public library	✓		
• 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

CUSTOM QUESTIONS

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

Custom Question 1					
Please rate the City of Palo Alto on each of the following:	Excellent	Good	Fair	Poor	Total
Preservation of wildlife and native plants	30%	54%	13%	4%	100%
Water and energy preservation	27%	55%	13%	4%	100%
City's composting process and pickup services	35%	46%	12%	7%	100%
Downtown shopping, dining and entertainment experience	25%	50%	18%	6%	100%
Infrastructure Investment (e.g., buildings, streets)	13%	42%	31%	14%	100%
Promoting business growth and economic development	11%	38%	35%	16%	100%

Custom Question 2	
In the past 12 months, did you or anyone from your household apply for a permit(s) from the City's Development Center?	Percent of respondents
Yes	8%
No	92%
Total	100%

Custom Question 3					
If yes, how would you rate each of the following?	Excellent	Good	Fair	Poor	Total
Inspection timeliness	15%	24%	37%	24%	100%
Overall customer service	5%	32%	29%	34%	100%
Ease of the planning approval process	2%	30%	33%	35%	100%
Ease of the overall application process	4%	27%	28%	41%	100%
Time required to review and issue the permit(s)	6%	17%	22%	54%	100%

Custom Question 4					
As you may know, in response to the economic downturn, Palo Alto has implemented additional measures to keep its expenses in line with its revenues. To what extent do you support or oppose the following additional fiscal efforts for Palo Alto?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Pursuing a new revenue source for specific projects (e.g. capital projects, roads, recreation, etc.)	41%	40%	11%	7%	100%
Further economic development efforts to increase sales tax revenue	34%	36%	18%	12%	100%
Further reduction of City services and programs	10%	32%	34%	25%	100%

Custom Question 5	
How prepared, if at all, are you and your household to sustain yourselves for 72 hours with sufficient food and water in the event of a major disaster such as an earthquake or flood?	Percent of respondents
Somewhat prepared	61%
Not at all prepared	21%
Fully prepared	18%
Total	100%

Appendix A: Complete Survey Frequencies

Frequencies Excluding "Don't Know" Responses

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Palo Alto:	Excellent	Good	Fair	Poor	Total
Palo Alto as a place to live	57%	38%	4%	1%	100%
Your neighborhood as a place to live	50%	40%	8%	2%	100%
Palo Alto as a place to raise children	53%	40%	6%	2%	100%
Palo Alto as a place to work	50%	40%	9%	2%	100%
Palo Alto as a place to retire	36%	33%	19%	13%	100%
The overall quality of life in Palo Alto	46%	47%	6%	2%	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	17%	58%	20%	5%	100%
Openness and acceptance of the community towards people of diverse backgrounds	30%	48%	18%	4%	100%
Overall appearance of Palo Alto	34%	56%	8%	2%	100%
Cleanliness of Palo Alto	36%	53%	10%	1%	100%
Overall quality of new development in Palo Alto	15%	42%	30%	13%	100%
Variety of housing options	10%	28%	43%	20%	100%
Overall quality of business and service establishments in Palo Alto	21%	53%	21%	5%	100%
Shopping opportunities	28%	43%	22%	7%	100%
Opportunities to attend cultural activities	31%	42%	22%	5%	100%
Recreational opportunities	32%	49%	17%	3%	100%
Employment opportunities	19%	37%	31%	13%	100%
Educational opportunities	55%	35%	8%	2%	100%
Opportunities to participate in social events and activities	28%	48%	21%	4%	100%
Opportunities to volunteer	38%	42%	19%	2%	100%
Opportunities to participate in community matters	28%	43%	26%	4%	100%
Ease of car travel in Palo Alto	17%	46%	29%	8%	100%
Ease of bus travel in Palo Alto	10%	27%	36%	27%	100%
Ease of rail travel in Palo Alto	19%	46%	24%	12%	100%
Ease of bicycle travel in Palo Alto	31%	46%	20%	3%	100%
Ease of walking in Palo Alto	35%	48%	15%	2%	100%
Availability of paths and walking trails	25%	50%	22%	3%	100%
Traffic flow on major streets	6%	33%	43%	17%	100%
Amount of public parking	11%	43%	33%	13%	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
Availability of affordable quality housing	5%	8%	34%	53%	100%
Availability of affordable quality child care	9%	26%	34%	31%	100%
Availability of affordable quality health care	21%	38%	28%	13%	100%
Availability of affordable quality food	24%	42%	25%	9%	100%
Availability of preventive health services	25%	47%	20%	7%	100%
Air quality	19%	58%	18%	5%	100%
Quality of overall natural environment in Palo Alto	29%	55%	15%	1%	100%
Overall image or reputation of Palo Alto	54%	38%	7%	2%	100%
Opportunities to learn about City services through social networking Web sites such as Twitter or Facebook	23%	40%	26%	11%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Palo Alto over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	2%	47%	34%	17%	100%
Retail growth (stores, restaurants, etc.)	7%	28%	53%	8%	3%	100%
Jobs growth	15%	49%	30%	4%	1%	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	26%
Minor problem	53%
Moderate problem	19%
Major problem	2%
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)	43%	42%	9%	5%	1%	100%
Property crimes (e.g., burglary, theft)	23%	49%	15%	11%	2%	100%
Environmental hazards, including toxic waste	41%	43%	10%	5%	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	77%	21%	1%	1%	0%	100%
In your neighborhood after dark	34%	49%	8%	9%	1%	100%
In Palo Alto's downtown area during the day	65%	27%	6%	2%	0%	100%
In Palo Alto's downtown area after dark	24%	41%	17%	14%	3%	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
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%

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
What was your overall impression of your most recent contact with the City of Palo Alto Police Department?	40%	34%	17%	9%

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

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	29%
Yes	71%
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	26%	22%	22%	14%	16%	100%
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	40%	27%	21%	6%	6%	100%
Participated in a recreation program or activity	47%	28%	18%	3%	4%	100%
Visited a neighborhood park or City park	9%	18%	32%	17%	24%	100%
Ridden a local bus within Palo Alto	72%	13%	8%	3%	3%	100%
Attended a meeting of local elected officials or other local public meeting	73%	19%	7%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	73%	18%	7%	1%	0%	100%
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	24%	24%	37%	11%	5%	100%
Recycled used paper, cans or bottles from your home	4%	2%	5%	7%	82%	100%
Volunteered your time to some group or activity in Palo Alto	55%	15%	16%	5%	9%	100%
Participated in a club or civic group in Palo Alto	69%	12%	9%	5%	6%	100%
Provided help to a friend or neighbor	10%	24%	36%	18%	11%	100%
Used the City's Web site to conduct business or pay bills	65%	11%	13%	6%	5%	100%
Read a Palo Alto Newspaper	7%	10%	21%	14%	48%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	21%
Several times a week	29%
Several times a month	22%
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	37%	51%	9%	3%	100%
Fire services	45%	47%	6%	2%	100%
Ambulance or emergency medical services	46%	47%	6%	1%	100%
Crime prevention	20%	60%	17%	2%	100%
Fire prevention and education	25%	51%	19%	5%	100%
Traffic enforcement	11%	50%	31%	7%	100%
Street repair	7%	33%	38%	22%	100%
Street cleaning	21%	58%	17%	4%	100%
Street lighting	11%	54%	27%	7%	100%
Sidewalk maintenance	10%	41%	35%	14%	100%
Traffic signal timing	7%	45%	33%	15%	100%
Bus or transit services	9%	37%	34%	21%	100%
Garbage collection	41%	49%	9%	2%	100%
Recycling collection	46%	45%	7%	2%	100%
Storm drainage	22%	52%	20%	6%	100%
Drinking water	45%	41%	10%	4%	100%
Sewer services	28%	56%	14%	2%	100%
City parks	47%	48%	5%	1%	100%
Recreation programs or classes	32%	49%	16%	3%	100%
Recreation centers or facilities	26%	49%	21%	4%	100%
Land use, planning and zoning	9%	37%	32%	22%	100%
Code enforcement (weeds, abandoned buildings, etc.)	11%	44%	31%	13%	100%
Animal control	25%	47%	22%	6%	100%
Economic development	12%	40%	32%	16%	100%
Services to seniors	25%	55%	14%	6%	100%
Services to youth	27%	51%	16%	6%	100%
Services to low-income people	15%	36%	31%	18%	100%
Public library services	37%	47%	12%	4%	100%
Public information services	22%	45%	27%	5%	100%
Public schools	59%	32%	7%	2%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	14%	50%	24%	12%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	31%	45%	19%	5%	100%
Neighborhood branch libraries	36%	45%	13%	6%	100%
Variety of library materials	31%	41%	19%	8%	100%
Your neighborhood park	46%	43%	11%	1%	100%
Street tree maintenance	23%	47%	20%	10%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Palo Alto:	Excellent	Good	Fair	Poor	Total
Electric utility	29%	56%	11%	4%	100%
Gas utility	28%	54%	14%	4%	100%
City's Web site	17%	50%	24%	9%	100%
Art programs and theater	28%	53%	17%	2%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Palo Alto	28%	55%	14%	3%	100%
The Federal Government	5%	36%	42%	17%	100%
The State Government	4%	22%	52%	22%	100%
Santa Clara County Government	7%	39%	46%	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	60%	31%	5%	3%	100%
Remain in Palo Alto for the next five years	64%	23%	6%	7%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	10%
Neutral	44%
Somewhat negative	40%
Very negative	5%
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
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?	88%	12%

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
What was your overall impression of your most recent contact with the City of Palo Alto Fire Department?	51%	24%	10%	15%

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	57%
Yes	43%
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	39%	42%	14%	5%	100%
Responsiveness	40%	39%	11%	11%	100%
Courtesy	42%	40%	12%	6%	100%
Overall impression	37%	39%	15%	9%	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	16%	51%	22%	12%	100%
The overall direction that Palo Alto is taking	7%	48%	29%	16%	100%
The job Palo Alto government does at welcoming citizen involvement	10%	46%	29%	14%	100%

Question 18a: Custom Question 1					
Please rate the City of Palo Alto on each of the following:	Excellent	Good	Fair	Poor	Total
Preservation of wildlife and native plants	30%	54%	13%	4%	100%
Water and energy preservation	27%	55%	13%	4%	100%
City's composting process and pickup services	35%	46%	12%	7%	100%
Infrastructure Investment (e.g., buildings, streets)	13%	42%	31%	14%	100%
Downtown shopping, dining and entertainment experience	25%	50%	18%	6%	100%
Promoting business growth and economic development	11%	38%	35%	16%	100%

Question 18b: Custom Question 2	
In the past 12 months, did you or anyone from your household apply for a permit(s) from the City's Development Center?	Percent of respondents
Yes	8%
No	92%
Total	100%

Question 18c: Custom Question 3					
If yes, how would you rate each of the following?	Excellent	Good	Fair	Poor	Total
Ease of the planning approval process	2%	30%	33%	35%	100%
Time required to review and issue the permit(s)	6%	17%	22%	54%	100%
Inspection timeliness	15%	24%	37%	24%	100%
Overall customer service	5%	32%	29%	34%	100%
Ease of the overall application process	4%	27%	28%	41%	100%

Question 18d: Custom Question 4					
As you may know, in response to the economic downturn, Palo Alto has implemented additional measures to keep its expenses in line with its revenues. To what extent do you support or oppose the following additional fiscal efforts for Palo Alto?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Pursuing a new revenue source for specific projects (e.g. capital projects, roads, recreation, etc.)	41%	40%	11%	7%	100%
Further reduction of City services and programs	10%	32%	34%	25%	100%
Further economic development efforts to increase sales tax revenue	34%	36%	18%	12%	100%

Question 18e: Custom Question 5	
How prepared, if at all, are you and your household to sustain yourselves for 72 hours with sufficient food and water in the event of a major disaster such as an earthquake or flood?	Percent of respondents
Fully prepared	18%
Somewhat prepared	61%
Not at all prepared	21%
Total	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	36%
Yes, full-time	51%
Yes, part-time	13%
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	63%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	3%
Walk	6%
Bicycle	11%
Work at home	9%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Palo Alto?	Percent of respondents
Less than 2 years	15%
2 to 5 years	21%
6 to 10 years	14%
11 to 20 years	16%
More than 20 years	34%
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	58%
House attached to one or more houses (e.g., a duplex or townhome)	7%
Building with two or more apartments or condominiums	31%
Mobile home	0%
Other	4%
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 total 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	5%
$300 to $599 per month	7%
$600 to $999 per month	7%
$1,000 to $1,499 per month	13%
$1,500 to $2,499 per month	26%
$2,500 or more per month	43%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	67%
Yes	33%
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	8%
$25,000 to $49,999	9%
$50,000 to $99,999	23%
$100,000 to $149,000	22%
$150,000 or more	38%
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	26%
Black or African American	2%
White	70%
Other	4%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	3%
25 to 34 years	17%
35 to 44 years	16%
45 to 54 years	24%
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	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	12%
Yes	80%
Ineligible to vote	9%
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	12%
Yes	76%
Ineligible to vote	12%
Total	100%

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

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	26%
Yes	74%
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	30%
Land line	49%
Both	21%
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	56%	240	38%	160	4%	18	1%	6	1%	3	100%	426
Your neighborhood as a place to live	49%	209	40%	168	8%	32	2%	8	1%	5	100%	424
Palo Alto as a place to raise children	46%	192	34%	145	5%	20	2%	6	13%	56	100%	420
Palo Alto as a place to work	40%	167	31%	133	7%	29	2%	7	20%	86	100%	421
Palo Alto as a place to retire	28%	120	26%	109	15%	64	10%	42	21%	88	100%	422
The overall quality of life in Palo Alto	45%	191	46%	196	6%	26	2%	7	1%	3	100%	423

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	16%	68	55%	227	19%	79	5%	20	4%	18	100%	413
Openness and acceptance of the community towards people of diverse backgrounds	29%	121	45%	191	17%	72	4%	16	5%	21	100%	420
Overall appearance of Palo Alto	33%	139	55%	231	8%	34	2%	10	1%	5	100%	420
Cleanliness of Palo Alto	35%	148	52%	219	10%	43	1%	6	0%	2	100%	417
Overall quality of new development in Palo Alto	13%	55	36%	151	26%	109	11%	46	13%	55	100%	415
Variety of housing options	9%	36	25%	105	39%	162	18%	75	9%	36	100%	414
Overall quality of business and service establishments in Palo Alto	20%	86	51%	215	20%	85	5%	19	4%	17	100%	422
Shopping opportunities	28%	119	42%	181	22%	92	7%	29	1%	5	100%	426
Opportunities to attend cultural activities	30%	126	40%	167	21%	90	5%	20	5%	20	100%	424
Recreational opportunities	31%	129	47%	197	16%	67	3%	11	4%	16	100%	421
Employment opportunities	13%	55	27%	110	22%	92	10%	39	28%	116	100%	413
Educational opportunities	51%	212	32%	135	7%	31	2%	7	8%	33	100%	418

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	
Opportunities to participate in social events and activities	25%	103	43%	181	18%	77	3%	13	10%	44	100%	418
Opportunities to volunteer	30%	124	32%	136	15%	61	1%	6	22%	92	100%	418
Opportunities to participate in community matters	23%	96	35%	146	21%	88	3%	13	18%	73	100%	416
Ease of car travel in Palo Alto	16%	68	44%	187	28%	120	8%	34	3%	12	100%	421
Ease of bus travel in Palo Alto	7%	27	17%	72	23%	96	17%	72	36%	151	100%	418
Ease of rail travel in Palo Alto	16%	66	39%	162	21%	85	10%	42	14%	58	100%	412
Ease of bicycle travel in Palo Alto	27%	113	40%	166	17%	72	3%	12	13%	55	100%	419
Ease of walking in Palo Alto	35%	145	47%	196	15%	61	2%	9	2%	8	100%	419
Availability of paths and walking trails	22%	93	46%	189	20%	83	3%	12	9%	37	100%	414
Traffic flow on major streets	6%	27	32%	136	42%	177	17%	71	3%	11	100%	421
Amount of public parking	11%	44	41%	168	31%	128	13%	53	4%	17	100%	409
Availability of affordable quality housing	4%	19	7%	28	28%	116	44%	182	17%	72	100%	417
Availability of affordable quality child care	4%	17	12%	48	16%	65	14%	58	54%	223	100%	411
Availability of affordable quality health care	17%	69	31%	127	22%	92	10%	43	20%	83	100%	415
Availability of affordable quality food	23%	96	40%	172	24%	102	9%	37	4%	17	100%	424
Availability of preventive health services	18%	76	34%	144	15%	61	5%	23	27%	114	100%	417
Air quality	19%	78	55%	232	17%	74	5%	20	4%	17	100%	421
Quality of overall natural environment in Palo Alto	28%	118	54%	228	15%	61	1%	5	2%	7	100%	420
Overall image or reputation of Palo Alto	52%	212	37%	150	7%	27	2%	7	2%	9	100%	404
Opportunities to learn about City services through social networking Web sites such as Twitter or Facebook	9%	37	16%	66	10%	42	4%	18	60%	249	100%	414

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%	4	32%	135	23%	95	11%	48	32%	131	100%	415
Retail growth (stores, restaurants, etc.)	5%	23	23%	96	43%	180	7%	28	3%	11	19%	81	100%	417
Jobs growth	8%	34	26%	108	16%	67	2%	9	0%	2	47%	194	100%	414

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	24%	99
Minor problem	49%	202
Moderate problem	18%	74
Major problem	2%	7
Don't know	7%	29
Total	100%	411

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)	42%	177	41%	173	9%	39	5%	22	1%	3	1%	6	100%	420
Property crimes (e.g., burglary, theft)	22%	94	48%	201	15%	63	11%	47	2%	8	1%	5	100%	419
Environmental hazards, including toxic waste	37%	156	39%	164	9%	39	4%	18	0%	2	9%	38	100%	417

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	77%	325	21%	87	1%	5	1%	6	0%	0	0%	1	100%	423
In your neighborhood after dark	34%	142	49%	205	8%	32	9%	36	1%	2	1%	4	100%	421
In Palo Alto's downtown area during the day	62%	261	26%	108	6%	26	2%	8	0%	1	4%	17	100%	422
In Palo Alto's downtown area after dark	22%	93	38%	158	16%	66	13%	55	3%	13	8%	35	100%	421

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%	277	32%	134	2%	8	100%	420

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?	40%	52	34%	45	17%	22	9%	12	0%	0	100%	132

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	91%	381
Yes	9%	38
Don't know	0%	1
Total	100%	420

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	29%	11
Yes	71%	27
Don't know	0%	0
Total	100%	38

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	26%	109	22%	90	22%	91	14%	59	16%	69	100%	417
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	40%	164	27%	113	21%	88	6%	26	6%	24	100%	415
Participated in a recreation program or activity	47%	190	28%	113	18%	72	3%	14	4%	18	100%	407
Visited a neighborhood park or City park	9%	36	18%	75	32%	133	17%	73	24%	100	100%	417
Ridden a local bus within Palo Alto	72%	301	13%	57	8%	36	3%	13	3%	13	100%	419
Attended a meeting of local elected officials or other local public meeting	73%	304	19%	79	7%	29	1%	5	0%	1	100%	418
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	73%	306	18%	76	7%	30	1%	6	0%	1	100%	419

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	
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	24%	99	24%	101	37%	154	11%	44	5%	19	100%	417
Recycled used paper, cans or bottles from your home	4%	15	2%	7	5%	23	7%	31	82%	338	100%	414
Volunteered your time to some group or activity in Palo Alto	55%	225	15%	60	16%	64	5%	20	9%	38	100%	407
Participated in a club or civic group in Palo Alto	69%	286	12%	50	9%	35	5%	20	6%	24	100%	416
Provided help to a friend or neighbor	10%	41	24%	100	36%	150	18%	74	11%	47	100%	412
Used the City's Web site to conduct business or pay bills	65%	271	11%	48	13%	53	6%	25	5%	22	100%	419
Read a Palo Alto Newspaper	7%	31	10%	42	21%	89	14%	57	48%	202	100%	422

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	21%	87
Several times a week	29%	118
Several times a month	22%	93
Less than several times a month	28%	117
Total	100%	414

Question 13: Service Quality												
Please rate the quality of each of the following services in Palo Alto:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	29%	119	40%	166	7%	28	3%	11	22%	92	100%	417
Fire services	28%	117	29%	121	4%	16	1%	4	38%	157	100%	416
Ambulance or emergency medical services	25%	104	25%	105	3%	13	1%	3	46%	191	100%	416
Crime prevention	12%	50	36%	147	10%	42	1%	5	41%	165	100%	408
Fire prevention and education	12%	50	25%	102	9%	38	2%	9	51%	207	100%	406

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	
Traffic enforcement	9%	38	41%	169	26%	105	6%	24	18%	72	100%	408
Street repair	6%	27	32%	130	35%	146	21%	86	6%	24	100%	413
Street cleaning	20%	85	56%	236	16%	68	4%	17	3%	12	100%	417
Street lighting	11%	45	53%	223	27%	112	7%	30	2%	7	100%	418
Sidewalk maintenance	9%	38	39%	163	33%	136	13%	56	5%	20	100%	413
Traffic signal timing	7%	28	43%	179	31%	128	14%	59	5%	21	100%	415
Bus or transit services	5%	19	19%	80	18%	74	11%	45	47%	193	100%	410
Garbage collection	39%	162	46%	192	8%	35	2%	7	5%	20	100%	416
Recycling collection	44%	183	43%	176	6%	26	2%	9	5%	21	100%	415
Storm drainage	17%	71	42%	172	16%	66	5%	20	20%	82	100%	410
Drinking water	43%	176	39%	161	10%	40	3%	14	6%	24	100%	415
Sewer services	23%	95	46%	187	12%	48	1%	6	18%	72	100%	408
City parks	45%	186	46%	192	4%	18	1%	4	4%	16	100%	416
Recreation programs or classes	20%	83	31%	130	10%	42	2%	8	36%	151	100%	415
Recreation centers or facilities	18%	75	34%	142	15%	62	3%	11	30%	122	100%	411
Land use, planning and zoning	6%	23	25%	100	22%	87	15%	60	33%	133	100%	404
Code enforcement (weeds, abandoned buildings, etc.)	7%	28	27%	110	19%	76	8%	33	39%	158	100%	405
Animal control	15%	63	28%	116	13%	54	4%	15	39%	161	100%	409
Economic development	7%	28	24%	97	19%	77	10%	39	41%	165	100%	406
Services to seniors	12%	49	26%	109	7%	28	3%	12	52%	213	100%	411
Services to youth	15%	61	28%	115	9%	36	4%	14	45%	182	100%	407
Services to low-income people	5%	21	13%	52	11%	45	6%	26	65%	264	100%	408
Public library services	31%	126	39%	160	10%	41	4%	15	17%	70	100%	412
Public information services	15%	61	31%	125	19%	76	4%	15	32%	128	100%	405
Public schools	46%	187	25%	102	5%	22	1%	5	23%	93	100%	409
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	34	30%	122	14%	59	7%	28	40%	166	100%	410

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	
Preservation of natural areas such as open space, farmlands and greenbelts	25%	101	36%	146	15%	61	4%	16	21%	86	100%	410
Neighborhood branch libraries	28%	117	36%	147	10%	42	5%	20	21%	89	100%	415
Variety of library materials	24%	97	31%	128	15%	60	6%	26	24%	97	100%	408
Your neighborhood park	43%	177	40%	165	10%	41	1%	4	6%	27	100%	414
Street tree maintenance	22%	91	45%	185	19%	78	10%	39	4%	17	100%	409
Electric utility	27%	113	52%	214	10%	43	4%	15	7%	30	100%	414
Gas utility	24%	100	47%	194	12%	49	4%	16	13%	55	100%	414
City's Web site	12%	51	37%	151	17%	71	7%	28	27%	110	100%	411
Art programs and theater	18%	76	35%	144	11%	46	1%	6	34%	141	100%	413

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	26%	107	51%	213	13%	52	3%	13	8%	31	100%	417
The Federal Government	4%	17	27%	113	32%	131	13%	53	24%	100	100%	413
The State Government	3%	12	17%	70	40%	166	17%	71	23%	94	100%	414
Santa Clara County Government	5%	19	26%	105	31%	127	6%	23	33%	135	100%	409

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	59%	248	31%	129	5%	22	3%	14	2%	6	100%	419
Remain in Palo Alto for the next five years	62%	258	23%	95	6%	24	7%	29	3%	13	100%	420

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	2%	8
Somewhat positive	10%	40
Neutral	44%	184
Somewhat negative	40%	166
Very negative	5%	20
Total	100%	417

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?	87%	365	12%	52	1%	5	100%	422

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?	51%	26	24%	12	10%	5	15%	8	0%	0	100%	52

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	57%	241
Yes	43%	178
Total	100%	419

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	37%	64	39%	69	13%	24	5%	9	6%	10	100%	176
Responsiveness	39%	69	38%	67	11%	19	11%	19	1%	2	100%	177
Courtesy	42%	74	40%	71	12%	21	6%	10	1%	2	100%	177
Overall impression	37%	66	39%	69	15%	26	9%	17	0%	0	100%	178

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	13%	53	42%	174	18%	75	10%	42	18%	73	100%	418
The overall direction that Palo Alto is taking	6%	24	41%	169	25%	103	13%	55	16%	65	100%	415
The job Palo Alto government does at welcoming citizen involvement	7%	30	32%	134	21%	85	10%	41	30%	124	100%	413

Question 18a: Custom Question 1												
Please rate the City of Palo Alto on each of the following:	Excellent		Good		Fair		Poor		Don't know		Total	
Preservation of wildlife and native plants	23%	97	42%	175	10%	41	3%	12	22%	92	100%	416
Water and energy preservation	24%	101	50%	207	12%	49	4%	16	11%	45	100%	418
City's composting process and pickup services	30%	123	38%	159	10%	42	6%	26	16%	65	100%	415
Infrastructure Investment (e.g., buildings, streets)	11%	46	36%	146	26%	106	12%	48	16%	65	100%	411
Downtown shopping, dining and entertainment experience	24%	101	48%	200	17%	72	6%	25	4%	18	100%	416
Promoting business growth and economic development	7%	30	25%	101	22%	92	10%	42	36%	148	100%	413

Question 18b: Custom Question 2		
In the past 12 months, did you or anyone from your household apply for a permit(s) from the City's Development Center?	Percent of respondents	Count
Yes	8%	34
No	91%	373
Don't know	1%	4
Total	100%	411

Question 18c: Custom Question 3												
If yes, how would you rate each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of the planning approval process	2%	1	27%	11	30%	12	31%	12	10%	4	100%	40
Time required to review and issue the permit(s)	6%	2	16%	6	21%	8	51%	19	7%	3	100%	38
Inspection timeliness	13%	5	22%	9	34%	13	22%	8	8%	3	100%	38
Overall customer service	4%	2	30%	11	27%	11	32%	12	7%	3	100%	38
Ease of the overall application process	3%	1	26%	10	27%	10	39%	15	4%	2	100%	37

Question 18d: Custom Question 4												
As you may know, in response to the economic downturn, Palo Alto has implemented additional measures to keep its expenses in line with its revenues. To what extent do you support or oppose the following additional fiscal efforts for Palo Alto?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Pursuing a new revenue source for specific projects (e.g. capital projects, roads, recreation, etc.)	33%	133	32%	129	9%	36	6%	23	20%	80	100%	402
Further reduction of City services and programs	8%	33	27%	109	29%	117	21%	86	15%	60	100%	404
Further economic development efforts to increase sales tax revenue	28%	114	30%	120	14%	58	10%	39	18%	72	100%	402

Question 18e: Custom Question 5		
How prepared, if at all, are you and your household to sustain yourselves for 72 hours with sufficient food and water in the event of a major disaster such as an earthquake or flood?	Percent of respondents	Count
Fully prepared	18%	75
Somewhat prepared	60%	250
Not at all prepared	20%	84
Don't know	2%	7
Total	100%	416

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	36%	152
Yes, full-time	51%	214
Yes, part-time	13%	53
Total	100%	419

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	63%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	3%
Walk	6%
Bicycle	11%
Work at home	9%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Palo Alto?	Percent of respondents	Count
Less than 2 years	15%	66
2 to 5 years	21%	89
6 to 10 years	14%	61
11 to 20 years	16%	68
More than 20 years	34%	143
Total	100%	426

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	58%	247
House attached to one or more houses (e.g., a duplex or townhome)	7%	31
Building with two or more apartments or condominiums	31%	129
Mobile home	0%	0
Other	4%	15
Total	100%	423

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%	176
Owned by you or someone in this house with a mortgage or free and clear	57%	231
Total	100%	407

Question D6: Monthly Housing Cost		
About how much is the total 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	5%	20
$300 to $599 per month	7%	29
$600 to $999 per month	7%	28
$1,000 to $1,499 per month	13%	53
$1,500 to $2,499 per month	26%	106
$2,500 or more per month	43%	176
Total	100%	412

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	67%	281
Yes	33%	140
Total	100%	421

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%	289
Yes	32%	136
Total	100%	425

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	8%	32
$25,000 to $49,999	9%	35
$50,000 to $99,999	23%	91
$100,000 to $149,000	22%	87
$150,000 or more	38%	150
Total	100%	394

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	97%	408
Yes, I consider myself to be Spanish, Hispanic or Latino	3%	12
Total	100%	419

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%	2
Asian, Asian Indian or Pacific Islander	26%	106
Black or African American	2%	7
White	70%	292
Other	4%	17
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	3%	11
25 to 34 years	17%	71
35 to 44 years	16%	68
45 to 54 years	24%	102
55 to 64 years	13%	57
65 to 74 years	11%	45
75 years or older	16%	68
Total	100%	420

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	223
Male	47%	196
Total	100%	419

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	11%	48
Yes	78%	332
Ineligible to vote	9%	37
Don't know	2%	8
Total	100%	424

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	12%	49
Yes	76%	322
Ineligible to vote	12%	51
Don't know	0%	2
Total	100%	424

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	24
Yes	94%	399
Total	100%	423

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	26%	112
Yes	74%	311
Total	100%	423

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.

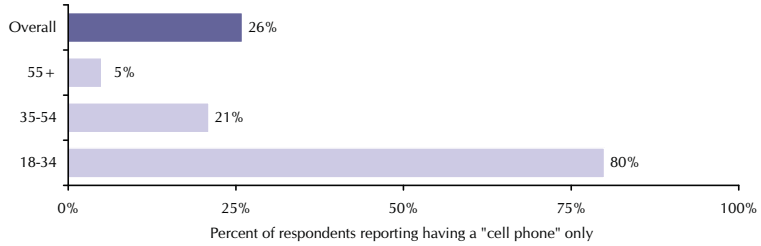
To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Palo Alto. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items 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

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 an overall "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 1, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city auditor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Palo Alto survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (427 completed surveys).

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

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

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 for adults in the City of Palo Alto. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

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

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

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

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

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

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

Palo Alto, CA Citizen Survey Weighting Table			
Characteristic	Population Norm[4]	Unweighted Data	Weighted Data
Housing			
Rent home	44%	34%	43%
Own home	56%	66%	57%
Detached unit	60%	58%	59%
Attached unit	40%	42%	41%
Race and Ethnicity			
White	68%	75%	68%
Not white	32%	25%	32%
Not Hispanic	94%	98%	97%
Hispanic	6%	2%	3%
Sex and Age			
Female	52%	56%	53%
Male	48%	44%	47%
18-34 years of age	22%	11%	19%
35-54 years of age	40%	33%	40%
55+ years of age	38%	56%	40%
Females 18-34	10%	7%	9%
Females 35-54	21%	17%	21%
Females 55+	21%	32%	23%
Males 18-34	11%	4%	10%
Males 35-54	20%	16%	19%
Males 55+	17%	24%	17%

[4] Source: 2010 Census

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.

The City of Palo Alto 2011 Citizen Survey

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

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

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

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

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Palo Alto	1	2	3	4	5
Cleanliness of Palo Alto	1	2	3	4	5
Overall quality of new development in Palo Alto	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Palo Alto	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Palo Alto	1	2	3	4	5
Ease of bus travel in Palo Alto	1	2	3	4	5
Ease of rail travel in Palo Alto	1	2	3	4	5
Ease of bicycle travel in Palo Alto	1	2	3	4	5
Ease of walking in Palo Alto	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of 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 networking Web sites such as Twitter or Facebook	1	2	3	4	5

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

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

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

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

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

6. Please rate how safe or unsafe you feel:

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

7. Have you had any in-person or phone contact with an employee of the City of Palo Alto 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 and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park	1	2	3	4	5
Ridden a local bus within Palo Alto	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	1	2	3	4	5
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group or activity in Palo Alto	1	2	3	4	5
Participated in a club or civic group in Palo Alto	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5
Used the City's Web site to conduct business or pay bills	1	2	3	4	5
Read a Palo Alto Newspaper	1	2	3	4	5

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

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

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling collection	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
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
Variety of library materials	1	2	3	4	5
Your neighborhood park	1	2	3	4	5
Street tree maintenance	1	2	3	4	5
Electric utility	1	2	3	4	5
Gas utility	1	2	3	4	5
City's Web site	1	2	3	4	5
Art programs and theater	1	2	3	4	5

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

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

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

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

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

❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

17. Have you had any in-person or phone contact with an employee of the City of Palo Alto 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

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

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

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

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

❍ Yes (Go to Question 22c) ❍ No (Go to Question 22d) ❍ Don't know (Go to Question 22d)

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

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

d. As you may know, in response to the economic downturn, Palo Alto has implemented additional measures to keep its expenses in line with its revenues. To what extent do you support or oppose the following additional fiscal efforts for Palo Alto?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Pursuing new revenue sources for specific projects (e.g. capital projects, roads, recreation, etc.)	1	2	3	4	5
Further reduction of City services and programs	1	2	3	4	5
Further economic development efforts to increase sales tax revenue	1	2	3	4	5

e. How prepared, if at all, are you and your household to sustain yourselves for 72 hours with sufficient food and water in the event of a major disaster such as an earthquake or flood?

❍ Fully prepared ❍ Somewhat prepared ❍ Not at all prepared ❍ Don't know

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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
- ❍ 2-5 years
- ❍ 6-10 years
- ❍ 11-20 years
- ❍ More than 20 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
- ❍ 25-34 years
- ❍ 35-44 years
- ❍ 45-54 years
- ❍ 55-64 years
- ❍ 65-74 years
- ❍ 75 years or older

D13. What is your sex?
- ❍ Female
- ❍ Male

D14. Are you registered to vote in your jurisdiction?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

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

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 ALTO, CA
2011

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]	16%
West[2]	21%
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	45%
40,000 to 74,999	20%
75,000 to 149,000	17%
150,000 or more	19%

[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

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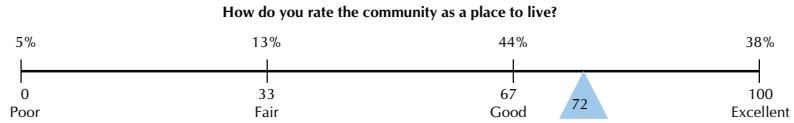
Putting Evaluations onto the 100-point Scale

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

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

Example of Converting Responses to the 100-point Scale

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



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Interpreting the Results

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

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

This report contains benchmarks at the national level.

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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	79	34	327	90%	Much above
Your neighborhood as place to live	79	28	244	89%	Much above
Palo Alto as a place to live	83	35	285	88%	Much above
Recommend living in Palo Alto to someone who asks	83	39	156	75%	Much above
Remain in Palo Alto for the next five years	81	52	156	67%	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	57	93	231	60%	Above
Ease of bus travel in Palo Alto	40	115	169	32%	Below
Ease of rail travel in Palo Alto	57	17	45	64%	Much above
Ease of bicycle travel in Palo Alto	68	14	228	94%	Much above
Ease of walking in Palo Alto	72	24	232	90%	Much above
Availability of paths and walking trails	65	35	152	77%	Much above
Traffic flow on major streets	43	105	191	45%	Similar

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	28	47	144	68%	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	63	129	146	12%	Much less

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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	42	196	323	39%	Similar
Street cleaning	65	38	239	84%	Much above
Street lighting	56	97	250	61%	Above
Sidewalk maintenance	49	126	218	42%	Similar
Traffic signal timing	48	88	191	54%	Similar
Bus or transit services	45	130	183	29%	Much below
Amount of public parking	51	61	173	65%	Above

Housing Characteristics Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Availability of affordable quality housing	22	232	246	6%	Much below
Variety of housing options	42	124	144	14%	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)	36	84	152	45%	Similar

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	53	108	214	50%	Similar
Overall appearance of Palo Alto	73	31	260	88%	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	50	72	207	66%	Much more

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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	2	189	208	9%	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	44	119	241	51%	Similar
Code enforcement (weeds, abandoned buildings, etc.)	51	89	283	69%	Much above
Animal control	64	27	250	90%	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	54	10	237	96%	Much above
Shopping opportunities	64	40	234	83%	Much above
Palo Alto as a place to work	79	2	253	100%	Much above
Overall quality of business and service establishments in Palo Alto	64	31	142	79%	Much above

Economic Development Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Economic development	49	77	229	67%	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	35	111	206	46%	Less
Jobs growth seen as too slow	64	164	209	22%	Much less

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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	11	167	201	17%	Much below

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	93	44	259	83%	Much above
In your neighborhood after dark	77	86	256	67%	Above
In Palo Alto's downtown area during the day	88	93	229	60%	Above
In Palo Alto's downtown area after dark	67	110	237	54%	Above
Violent crime (e.g., rape, assault, robbery)	80	79	235	67%	Much above
Property crimes (e.g., burglary, theft)	70	74	235	69%	Much above
Environmental hazards, including toxic waste	80	53	153	66%	Above

Crime Victimization and Reporting Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Victim of crime	9	157	206	24%	Less
Reported crimes	71	159	205	23%	Much less

Public Safety Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Police services	74	60	312	81%	Much above
Fire services	79	112	262	57%	Similar
Ambulance or emergency medical services	79	67	262	75%	Above
Crime prevention	67	58	261	78%	Much above
Fire prevention and education	66	114	214	47%	Similar
Traffic enforcement	55	165	277	41%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	56	85	165	49%	Similar

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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	32	32	39	18%	Much less
Overall impression of most recent contact with the City of Palo Alto Police Department	68	22	50	57%	Similar
Had contact with the City of Palo Alto Fire Department	12	19	31	40%	Similar
Overall impression of most recent contact with the City of Palo Alto Fire Department	70	34	36	6%	Much below

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	74	27	153	83%	Much above
Quality of overall natural environment in Palo Alto	70	38	151	75%	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	67	14	151	91%	Much above
Air quality	64	84	188	56%	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	96	14	193	93%	Much more

Utility Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Sewer services	70	30	231	87%	Much above
Drinking water	76	6	230	98%	Much above
Storm drainage	63	38	267	86%	Much above
Recycling collection	78	16	253	94%	Much above
Garbage collection	76	36	271	87%	Much above

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Community Recreational Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Recreation opportunities	70	37	242	85%	Much above

Participation in Parks and Recreation Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior	60	56	168	67%	More
Participated in a recreation program or activity	53	54	197	73%	More
Visited a neighborhood park or City park	91	44	203	79%	More

Parks and Recreation Services Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
City parks	80	22	251	92%	Much above
Recreation programs or classes	70	62	263	77%	Much above
Recreation centers or facilities	66	73	214	66%	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	66	24	243	90%	Much above
Educational opportunities	81	5	202	98%	Much above

Participation in Cultural and Educational Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Used Palo Alto public libraries or their services	74	75	180	59%	Similar

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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	83	6	203	98%	Much above
Public library services	72	118	245	52%	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	56	40	201	81%	Much above
Availability of affordable quality food	60	52	146	65%	Above
Availability of preventive health services	63	17	118	86%	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	62	71	245	71%	Above
Openness and acceptance of the community toward people of diverse backgrounds	68	22	221	90%	Much above
Availability of affordable quality child care	38	150	194	23%	Much below
Palo Alto as a place to raise kids	81	37	280	87%	Much above
Palo Alto as a place to retire	64	83	269	69%	Much above

Services Provided for Population Subgroups Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Services to seniors	66	37	244	85%	Much above
Services to youth	66	25	225	89%	Much above
Services to low income people	49	63	198	69%	Above

Civic 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 community matters	65	26	145	83%	Much above
Opportunities to volunteer	72	25	147	84%	Much above

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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	27	89	204	57%	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	27	142	163	13%	Much less
Volunteered your time to some group or activity in Palo Alto	45	102	205	50%	Similar
Participated in a club or civic group in Palo Alto	31	59	122	52%	Similar
Provided help to a friend or neighbor	90	117	121	3%	Less

Voter Behavior Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Registered to vote	80	162	212	24%	Less
Voted in last general election	76	92	211	57%	Similar

Use of Information Sources Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Visited the City of Palo Alto Web site	76	9	143	94%	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	61	81	233	66%	Above

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Social Engagement Opportunities Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Opportunities to participate in social events and activities	67	20	146	87%	Much above

Contact with Immediate Neighbors Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Has contact with neighbors at least several times per week	49	60	138	57%	Similar

Public Trust Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Value of services for the taxes paid to Palo Alto	56	59	297	80%	Much above
The overall direction that Palo Alto is taking	49	140	256	45%	Similar
Job Palo Alto government does at welcoming citizen involvement	51	93	264	65%	Above
Overall image or reputation of Palo Alto	81	10	241	96%	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	55	320	83%	Much above
Services provided by the Federal Government	43	64	216	71%	Similar
Services provided by the State Government	36	187	217	14%	Much below
Services provided by Santa Clara County Government	48	78	133	42%	Similar

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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	43	208	235	12%	Much less

Perceptions of City Employees (Among Those Who Had Contact) Benchmarks					
	Palo Alto average rating	Rank	Number of Jurisdictions for Comparison	City of Palo Alto Percentile	Comparison to benchmark
Knowledge	71	110	263	58%	Similar
Responsiveness	69	113	264	57%	Similar
Courteousness	73	80	220	64%	Similar
Overall impression	68	133	291	54%	Similar

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Jurisdictions Included in National Benchmark Comparisons

Valdez, AK 4,036
Auburn, AL....42,987
Gulf Shores, AL 5,044
Tuskegee, AL....11,846
Vestavia Hills, AL 24,476
Fayetteville, AR 58,047
Little Rock, AR 183,133
Avondale, AZ 35,883
Casa Grande, AZ 25,224
Chandler, AZ....176,581
Cococino County, AZ....116,320
Dewey-Humboldt, AZ....6,295
Flagstaff, AZ 52,894
Florence, AZ 17,054
Gilbert, AZ 109,697
Goodyear, AZ 18,911
Green Valley, AZ 17,283
Kingman, AZ 20,069
Marana, AZ 13,556
Maricopa County, AZ....3,072,149
Mesa, AZ....396,375
Peoria, AZ 108,364
Phoenix, AZ 1,321,045
Pinal County, AZ....179,727
Prescott Valley, AZ 25,535
Queen Creek, AZ 4,316
Scottsdale, AZ 202,705
Sedona, AZ 10,192
Surprise, AZ 30,848
Tempe, AZ 158,625
Yuma, AZ....77,515
Yuma County, AZ....160,026
Apple Valley, CA....54,239
Benicia, CA 26,865
Brea, CA....35,410
Brisbane, CA 3,597
Burlingame, CA....28,158
Carlsbad, CA 78,247
Chula Vista, CA....173,556
Concord, CA 121,780
Coronado, CA 24,100
Cupertino, CA 50,546
Davis, CA....60,308
Del Mar, CA....4,389
Dublin, CA....29,973
El Cerrito, CA 23,171
Elk Grove, CA 59,984
Galt, CA 19,472
La Mesa, CA....54,749
Laguna Beach, CA 23,727
Livermore, CA 73,345
Lodi, CA 56,999
Long Beach, CA 461,522
Lynwood, CA....69,845
Menlo Park, CA....30,785
Mission Viejo, CA 93,102
Mountain View, CA 70,708
Newport Beach, CA 70,032
Palm Springs, CA 42,807
Poway, CA 48,044
Rancho Cordova, CA 55,060
Richmond, CA 99,216
San Diego, CA 1,223,400
San Francisco, CA 776,733
San Jose, CA....894,943
San Luis Obispo County, CA....247,900
San Mateo, CA 92,482
San Rafael, CA 56,063
Santa Monica, CA 84,084
South Lake Tahoe, CA....23,609
Stockton, CA 243,771
Sunnyvale, CA 131,760
Temecula, CA 57,716
Thousand Oaks, CA 117,005
Visalia, CA 91,565
Walnut Creek, CA 64,296
Calgary, Canada....878,866
District of Saanich,Victoria, Canada 103,654
Edmonton, Canada....666,104
Guelph, Ontario, Canada....114,943
Kamloops, Canada 77,281
Kelowna, Canada....96,288
Oakville, Canada 144,738
Thunder Bay, Canada....109,016
Victoria, Canada 78,057
Whitehorse, Canada....19,058
Winnipeg, Canada 619,544
Yellowknife, Canada 16,541
Adams County, CO....363,857
Arapahoe County, CO....487,967
Archuleta County, CO....9,898
Arvada, CO....102,153
Aspen, CO 5,914
Aurora, CO 276,393
Boulder, CO 94,673
Boulder County, CO 291,288
Breckenridge, CO 2,408
Broomfield, CO 38,272
Centennial, CO 103,000
Clear Creek County, CO 9,322
Colorado Springs, CO 360,890
Commerce City, CO....20,991

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Craig, CO	9,189
Crested Butte, CO	1,529
Denver, CO	554,636
Douglas County, CO	175,766
Durango, CO	13,922
Eagle County, CO	41,659
Edgewater, CO	5,445
El Paso County, CO	516,929
Englewood, CO	31,727
Estes Park, CO	5,413
Fort Collins, CO	118,652
Frisco, CO	2,443
Fruita, CO	6,478
Georgetown, CO	1,088
Gilpin County, CO	4,757
Golden, CO	17,159
Grand County, CO	12,442
Greenwood Village, CO	11,035
Gunnison County, CO	13,956
Highlands Ranch, CO	70,931
Hot Sulphur Springs, CO	521
Hudson, CO	1,565
Jackson County, CO	1,577
Jefferson County, CO	527,056
Lafayette, CO	23,197
Lakewood, CO	144,126
Larimer County, CO	251,494
Lone Tree, CO	4,873
Longmont, CO	71,093
Louisville, CO	18,937
Loveland, CO	50,608
Mesa County, CO	116,255
Montrose, CO	12,344
Northglenn, CO	31,575
Park County, CO	14,523
Parker, CO	23,558
Pitkin County, CO	14,872
Pueblo, CO	102,121
Salida, CO	5,504
Steamboat Springs, CO	9,815
Sterling, CO	11,360
Summit County, CO	23,548
Teller County, CO	20,555
Thornton, CO	82,384
Westminster, CO	100,940
Wheat Ridge, CO	32,913
Windsor, CO	9,896
Coventry, CT	11,504
Hartford, CT	121,578
Windsor, CT	28,237
Dover, DE	32,135
Rehoboth Beach, DE	1,495
Belleair Beach, FL	1,751
Brevard County, FL	476,230
Cape Coral, FL	102,286
Charlotte County, FL	141,627
Clearwater, FL	108,787
Collier County, FL	251,377
Cooper City, FL	27,939
Coral Springs, FL	117,549
Dania Beach, FL	20,061
Daytona Beach, FL	64,112
Delray Beach, FL	60,020
Destin, FL	11,119
Escambia County, FL	294,410
Eustis, FL	15,106
Gainesville, FL	95,447
Hillsborough County, FL	998,948
Jupiter, FL	39,328
Kissimmee, FL	47,814
Lee County, FL	454,918
Martin County, FL	126,731
Miami Beach, FL	87,933
North Palm Beach, FL	12,064
Oakland Park, FL	30,966
Ocala, FL	45,943
Oldsmar, FL	11,910
Oviedo, FL	26,316
Palm Bay, FL	79,413
Palm Beach County, FL	1,131,184
Palm Beach Gardens, FL	35,058
Palm Coast, FL	32,732
Panama City, FL	36,417
Pasco County, FL	344,765
Pinellas County, FL	921,482
Pinellas Park, FL	45,658
Port Orange, FL	45,823
Port St. Lucie, FL	88,769
Sanford, FL	38,291
Sarasota, FL	52,715
Seminole, FL	10,890
South Daytona, FL	13,177
St. Cloud, FL	20,074
Tallahassee, FL	150,624
Titusville, FL	40,670
Volusia County, FL	443,343
Walton County, FL	40,601
Winter Garden, FL	14,351
Winter Park, FL	24,090
Albany, GA	76,939
Alpharetta, GA	34,854
Cartersville, GA	15,925
Conyers, GA	10,689
Decatur, GA	18,147
McDonough, GA	8,493
Milton, GA	30,180

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

Peachtree City, GA	31,580
Roswell, GA	79,334
Sandy Springs, GA	85,781
Savannah, GA	131,510
Smyrna, GA	40,999
Snellville, GA	15,351
Suwanee, GA	8,725
Valdosta, GA	43,724
Honolulu, HI	876,156
Ames, IA	50,731
Ankeny, IA	27,117
Bettendorf, IA	31,275
Cedar Falls, IA	36,145
Cedar Rapids, IA	120,758
Davenport, IA	98,359
Des Moines, IA	198,682
Indianola, IA	12,998
Muscatine, IA	22,697
Urbandale, IA	29,072
West Des Moines, IA	46,403
Boise, ID	185,787
Jerome, ID	7,780
Meridian, ID	34,919
Moscow, ID	21,291
Post Falls, ID	17,247
Twin Falls, ID	34,469
Batavia, IL	23,866
Bloomington, IL	64,808
Centralia, IL	14,136
Collinsville, IL	24,707
Crystal Lake, IL	38,000
DeKalb, IL	39,018
Elmhurst, IL	42,762
Evanston, IL	74,239
Freeport, IL	26,443
Gurnee, IL	28,834
Highland Park, IL	31,365
Lincolnwood, IL	12,359
Lyons, IL	10,255
Naperville, IL	128,358
Normal, IL	45,386
Oak Park, IL	39,803
O'Fallon, IL	21,910
Palatine, IL	65,479
Park Ridge, IL	37,775
Peoria County, IL	183,433
Riverside, IL	8,895
Sherman, IL	2,871
Shorewood, IL	7,686
Skokie, IL	63,348
Sugar Grove, IL	3,909
Wilmington, IL	5,134
Woodridge, IL	30,934
Fishers, IN	37,835
Munster, IN	21,511
Noblesville, IN	28,590
Abilene, KS	6,543
Arkansas City, KS	11,963
Fairway, KS	3,952
Garden City, KS	28,451
Gardner, KS	9,396
Johnson County, KS	451,086
Lawrence, KS	80,098
Merriam, KS	11,008
Mission, KS	9,727
Olathe, KS	92,962
Overland Park, KS	149,080
Roeland Park, KS	6,817
Salina, KS	45,679
Wichita, KS	344,284
Bowling Green, KY	49,296
Daviess County, KY	91,545
New Orleans, LA	484,674
Andover, MA	31,247
Barnstable, MA	47,821
Bedford, MA	12,595
Burlington, MA	22,876
Cambridge, MA	101,355
Concord, MA	16,993
Needham, MA	28,911
Shrewsbury, MA	31,640
Worcester, MA	172,648
Baltimore, MD	651,154
Baltimore County, MD	754,292
Dorchester County, MD	30,674
Gaithersburg, MD	52,613
La Plata, MD	6,551
Montgomery County, MD	873,341
Ocean City, MD	7,173
Prince George's County, MD	801,515
Rockville, MD	47,388
Takoma Park, MD	17,299
Saco, ME	16,822
Scarborough, ME	16,970
South Portland, ME	23,324
Ann Arbor, MI	114,024
Battle Creek, MI	53,364
Delhi Township, MI	22,569
Escanaba, MI	13,140
Farmington Hills, MI	82,111
Flushing, MI	8,348
Gladstone, MI	5,032
Howell, MI	9,232
Jackson County, MI	158,422
Kalamazoo, MI	77,145
Kalamazoo County, MI	238,603

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

Meridian Charter Township, MI	38,987
Midland, MI	41,685
Novi, MI	47,386
Oakland Township, MI	13,071
Ottawa County, MI	238,314
Petoskey, MI	6,080
Port Huron, MI	32,338
Rochester, MI	10,467
Sault Sainte Marie, MI	16,542
South Haven, MI	5,021
Village of Howard City, MI	1,585
Whitewater Township, MI	2,467
Beltrami County, MN	39,650
Blue Earth, MN	3,621
Carver County, MN	70,205
Chanhassen, MN	20,321
Dakota County, MN	355,904
Duluth, MN	86,918
Fridley, MN	27,449
Hutchinson, MN	13,080
Maple Grove, MN	50,365
Mayer, MN	554
Medina, MN	4,005
Minneapolis, MN	382,618
Olmsted County, MN	124,277
Scott County, MN	89,498
St. Louis County, MN	200,528
Washington County, MN	201,130
Woodbury, MN	46,463
Blue Springs, MO	48,080
Branson, MO	6,050
Clay County, MO	184,006
Clayton, MO	12,825
Ellisville, MO	9,104
Harrisonville, MO	8,946
Jefferson City, MO	39,636
Joplin, MO	45,504
Lee's Summit, MO	70,700
Liberty, MO	26,232
Maryland Heights, MO	25,756
Maryville, MO	10,581
Platte City, MO	3,866
Raymore, MO	11,146
Richmond Heights, MO	9,602
Riverside, MO	2,979
Rolla, MO	13,637
Wentzville, MO	6,896
Starkville, MS	21,869
Billings, MT	89,847
Bozeman, MT	27,509
Missoula, MT	57,053
Asheville, NC	68,889
Cabarrus County, NC	131,063
Cary, NC	94,536
Charlotte, NC	540,828
Concord, NC	55,977
Davidson, NC	7,139
High Point, NC	85,839
Hillsborough, NC	5,446
Indian Trail, NC	11,905
Kannapolis, NC	36,910
Mecklenburg County, NC	695,454
Mooresville, NC	18,823
Wake Forest, NC	12,588
Wilmington, NC	90,400
Winston-Salem, NC	185,776
Wahpeton, ND	8,586
Cedar Creek, NE	396
Grand Island, NE	42,940
La Vista, NE	11,699
Brookline, NH	4,181
Dover, NH	26,884
Lebanon, NH	12,568
Lyme, NH	1,679
Alamogordo, NM	35,582
Albuquerque, NM	448,607
Bloomfield, NM	6,417
Farmington, NM	37,844
Los Alamos County, NM	18,343
Rio Rancho, NM	51,765
San Juan County, NM	113,801
Carson City, NV	52,457
Henderson, NV	175,381
North Las Vegas, NV	115,488
Reno, NV	180,480
Sparks, NV	66,346
Washoe County, NV	339,486
Beekman, NY	11,452
Canandaigua, NY	11,264
Geneva, NY	13,617
New York City, NY	8,008,278
Ogdensburg, NY	12,364
Blue Ash, OH	12,513
Delaware, OH	25,243
Dublin, OH	31,392
Kettering, OH	57,502
Lebanon, OH	16,962
Orange Village, OH	3,236
Sandusky, OH	27,844
Springboro, OH	12,380
Sylvania Township, OH	44,253
Upper Arlington, OH	33,686
Broken Arrow, OK	74,839
Edmond, OK	68,315
Norman, OK	95,694
Oklahoma City, OK	506,132

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Stillwater, OK	39,065
Tulsa, OK	393,049
Albany, OR	40,852
Ashland, OR	19,522
Bend, OR	52,029
Corvallis, OR	49,322
Eugene, OR	137,893
Forest Grove, OR	17,708
Hermiston, OR	13,154
Jackson County, OR	181,269
Keizer, OR	32,203
Lane County, OR	322,959
McMinnville, OR	26,499
Medford, OR	63,154
Multnomah County, OR	660,486
Portland, OR	529,121
Springfield, OR	52,864
Tualatin, OR	22,791
Borough of Ebensburg, PA	3,091
Cranberry Township, PA	23,625
Cumberland County, PA	213,674
Kutztown Borough, PA	5,067
Lower Providence Township, PA	22,390
Peters Township, PA	17,556
Philadelphia, PA	1,517,550
State College, PA	38,420
Upper Merion Township, PA	28,863
East Providence, RI	48,688
Newport, RI	26,475
Rock Hill, SC	49,765
Rapid City, SD	59,607
Sioux Falls, SD	123,975
Cookeville, TN	23,923
Johnson City, TN	55,469
Nashville, TN	545,524
Oak Ridge, TN	27,387
White House, TN	7,220
Arlington, TX	332,969
Austin, TX	656,562
Benbrook, TX	20,208
Bryan, TX	65,660
Colleyville, TX	19,636
Corpus Christi, TX	277,454
Dallas, TX	1,188,580
Denton, TX	80,537
Duncanville, TX	36,081
El Paso, TX	563,662
Flower Mound, TX	50,702
Fort Worth, TX	534,694
Georgetown, TX	28,339
Grand Prairie, TX	127,427
Houston, TX	1,953,631
Hurst, TX	36,273
Hutto, TX	1,250
Irving, TX	191,615
League City, TX	45,444
McAllen, TX	106,414
McKinney, TX	54,369
Pasadena, TX	141,674
Plano, TX	222,030
Round Rock, TX	61,136
Rowlett, TX	44,503
San Marcos, TX	34,733
Shenandoah, TX	1,503
Southlake, TX	21,519
Sugar Land, TX	63,328
Temple, TX	54,514
Tomball, TX	9,089
Westlake, TX	207
Farmington, UT	12,081
Provo, UT	105,166
Riverdale, UT	7,656
Salt Lake City, UT	181,746
Sandy City, UT	88,418
Saratoga Springs, UT	1,003
Springville, UT	20,424
Washington City, UT	8,186
Albemarle County, VA	79,236
Arlington County, VA	189,453
Blacksburg, VA	39,573
Botetourt County, VA	30,496
Chesapeake, VA	199,184
Chesterfield County, VA	259,903
Fredericksburg, VA	19,279
Hampton, VA	146,437
Hanover County, VA	86,320
Herndon, VA	21,655
Hopewell, VA	22,354
James City County, VA	48,102
Lexington, VA	6,867
Lynchburg, VA	65,269
Newport News, VA	180,150
Prince William County, VA	280,813
Purcellville, VA	3,584
Radford, VA	15,859
Roanoke, VA	94,911
Spotsylvania County, VA	90,395
Stafford County, VA	92,446
Virginia Beach, VA	425,257
Williamsburg, VA	11,998
York County, VA	56,297
Chittenden County, VT	146,571
Montpelier, VT	8,035
Airway Heights, WA	4,500
Auburn, WA	40,314
Bellevue, WA	109,569

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

Bellingham, WA	67,171
Clark County, WA	345,238
Federal Way, WA	83,259
Gig Harbor, WA	6,465
Hoquiam, WA	9,097
Kirkland, WA	45,054
Kitsap County, WA	231,969
Lynnwood, WA	33,847
Maple Valley, WA	14,209
Mountlake Terrace, WA	20,362
Olympia, WA	42,514
Pasco, WA	32,066
Redmond, WA	45,256
Renton, WA	50,052
Snoqualmie, WA	1,631
Spokane Valley, WA	75,203
Tacoma, WA	193,556
Vancouver, WA	143,560
West Richland, WA	8,385
Woodland, WA	3,780
Columbus, WI	4,479
De Pere, WI	20,559
Eau Claire, WI	61,704
Madison, WI	208,054
Merrill, WI	10,146
Oshkosh, WI	62,916
Racine, WI	81,855
Suamico, WI	8,686
Wausau, WI	38,426
Wind Point, WI	1,853
Morgantown, WV	26,809
Cheyenne, WY	53,011
Gillette, WY	19,646
Laramie, WY	27,204
Teton County, WY	18,251

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The National Citizen Survey™

City of Palo Alto, CA
2011

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.

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Understanding the Results

"Don't Know" Responses

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

Understanding the Tables

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

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

The 95 percent confidence level for this survey is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (427 completed surveys). For each area (North or South), the margin of error rises to approximately + or - 7% since sample sizes were approximately 212 for North Palo Alto and 215 for South Palo Alto.

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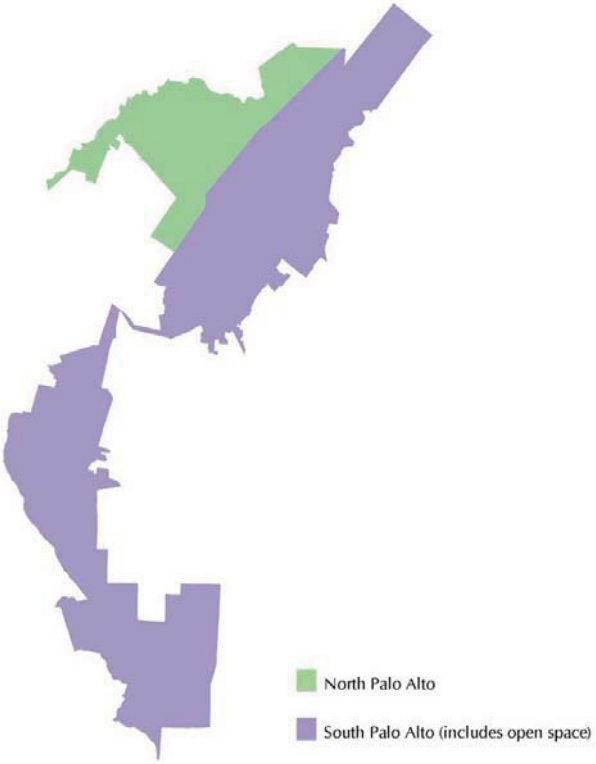
The National Citizen Survey™ Palo Alto, CA 2011
Geographic Comparison Areas



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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	93%	96%	94%
Your neighborhood as a place to live	92%	88%	90%
Palo Alto as a place to raise children	91%	94%	93%
Palo Alto as a place to work	87%	91%	89%
Palo Alto as a place to retire	73%	64%	68%
The overall quality of life in Palo Alto	92%	92%	92%

Question 2: Community Characteristics (Percent "excellent" or "good")			
Please rate each of the following characteristics as they relate to Palo Alto as a whole:	Area		
	North	South	Overall
Sense of community	73%	77%	75%
Openness and acceptance of the community towards people of diverse backgrounds	75%	81%	78%
Overall appearance of Palo Alto	91%	88%	89%
Cleanliness of Palo Alto	89%	88%	88%
Overall quality of new development in Palo Alto	64%	51%	57%
Variety of housing options	37%	37%	37%
Overall quality of business and service establishments in Palo Alto	78%	71%	74%
Shopping opportunities	76%	67%	71%
Opportunities to attend cultural activities	72%	74%	73%
Recreational opportunities	79%	82%	81%
Employment opportunities	53%	58%	56%
Educational opportunities	91%	90%	90%
Opportunities to participate in social events and activities	75%	77%	76%
Opportunities to volunteer	80%	79%	80%
Opportunities to participate in community matters	71%	71%	71%
Ease of car travel in Palo Alto	62%	63%	62%

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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 bus travel in Palo Alto	39%	35%	37%
Ease of rail travel in Palo Alto	68%	61%	64%
Ease of bicycle travel in Palo Alto	77%	77%	77%
Ease of walking in Palo Alto	89%	77%	83%
Availability of paths and walking trails	80%	70%	75%
Traffic flow on major streets	37%	42%	40%
Amount of public parking	55%	53%	54%
Availability of affordable quality housing	13%	14%	14%
Availability of affordable quality child care	32%	37%	35%
Availability of affordable quality health care	57%	62%	59%
Availability of affordable quality food	65%	67%	66%
Availability of preventive health services	68%	77%	72%
Air quality	77%	77%	77%
Quality of overall natural environment in Palo Alto	83%	85%	84%
Overall image or reputation of Palo Alto	90%	93%	92%
Opportunities to learn about City services through social networking Web sites such as Twitter or Facebook	71%	56%	63%

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	47%	53%	50%
Retail growth too slow	29%	41%	35%
Job growth too slow	61%	68%	64%

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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	1%	3%	2%

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)	83%	87%	85%
Property crimes (e.g., burglary, theft)	74%	69%	71%
Environmental hazards, including toxic waste	86%	83%	84%

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	98%	97%	98%
In your neighborhood after dark	86%	81%	83%
In Palo Alto's downtown area during the day	92%	91%	91%
In Palo Alto's downtown area after dark	67%	63%	65%

Question 7: Contact with Police Department (Percent a "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?	31%	34%	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?	77%	71%	74%

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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%	11%	9%
If yes, was this crime (these crimes) reported to the police?	66%	75%	71%

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	76%	72%	74%
Used Palo Alto recreation and community centers or facilities, including the Art Center, Children's Theater, and Junior Museum and Zoo	63%	58%	60%
Participated in a recreation program or activity	53%	53%	53%
Visited a neighborhood park or City park	92%	91%	91%
Ridden a local bus within Palo Alto	25%	31%	28%
Attended a meeting of local elected officials or other local public meeting	28%	27%	27%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	27%	27%	27%
Visited the City of Palo Alto Web site (at www.cityofpaloalto.org)	73%	80%	76%
Recycled used paper, cans or bottles from your home	96%	96%	96%
Volunteered your time to some group or activity in Palo Alto	47%	43%	45%
Participated in a club or civic group in Palo Alto	33%	30%	31%
Provided help to a friend or neighbor	90%	90%	90%
Used the City's Web site to conduct business or pay bills	34%	37%	35%
Read a Palo Alto Newspaper	91%	94%	93%

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Question 12: Neighborliness (Percent at least several times a week)			
	Area		
	North	South	Overall
Visit with neighbors at least several times a week	53%	46%	49%

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%	88%	88%
Fire services	90%	94%	92%
Ambulance or emergency medical services	92%	93%	93%
Crime prevention	80%	82%	81%
Fire prevention and education	81%	72%	76%
Traffic enforcement	62%	61%	61%
Street repair	37%	44%	40%
Street cleaning	81%	77%	79%
Street lighting	70%	61%	65%
Sidewalk maintenance	47%	56%	51%
Traffic signal timing	50%	54%	52%
Bus or transit services	49%	43%	46%
Garbage collection	88%	91%	89%
Recycling collection	91%	91%	91%
Storm drainage	72%	76%	74%
Drinking water	85%	87%	86%
Sewer services	82%	86%	84%
City parks	94%	95%	94%
Recreation programs or classes	84%	78%	81%
Recreation centers or facilities	76%	74%	75%
Land use, planning and zoning	48%	43%	45%
Code enforcement (weeds, abandoned buildings, etc.)	57%	55%	56%
Animal control	72%	73%	72%
Economic development	59%	46%	52%

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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
Services to seniors	80%	79%	80%
Services to youth	81%	75%	78%
Services to low-income people	54%	47%	51%
Public library services	84%	83%	83%
Public information services	72%	63%	67%
Public schools	90%	93%	92%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62%	66%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	74%	78%	76%
Neighborhood branch libraries	83%	79%	81%
Variety of library materials	73%	72%	72%
Your neighborhood park	86%	91%	88%
Street tree maintenance	70%	70%	70%
Electric utility	84%	86%	85%
Gas utility	83%	81%	82%
City's Web site	68%	66%	67%
Art programs and theater	77%	86%	81%

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	84%	82%	83%
The Federal Government	41%	42%	41%
The State Government	25%	27%	26%
Santa Clara County Government	44%	47%	45%

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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	91%	91%	91%
Remain in Palo Alto for the next five years	83%	91%	87%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)			
	Area		
	North	South	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	12%	11%	12%

Question 17: Contact with Fire Department (Percent a "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?	13%	12%	12%

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?	73%	77%	75%

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)?	42%	43%	43%

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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	81%	80%	80%
Responsiveness	77%	79%	78%
Courtesy	83%	82%	82%
Overall impression	78%	74%	76%

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	64%	68%	66%
The overall direction that Palo Alto is taking	62%	49%	55%
The job Palo Alto government does at welcoming citizen involvement	60%	53%	57%

Question 22a: Custom Question 1 (Percent "excellent" or "good")			
Please rate the City of Palo Alto on each of the following:	Area		
	North	South	Overall
Preservation of wildlife and native plants	80%	87%	84%
Water and energy preservation	81%	84%	82%
City's composting process and pickup services	79%	83%	81%
Infrastructure Investment (e.g., buildings, streets)	57%	54%	56%
Downtown shopping, dining and entertainment experience	77%	74%	76%
Promoting business growth and economic development	54%	46%	50%

Question 22b: Custom Question 2 (Percent "yes")			
	Area		
	North	South	Overall
In the past 12 months, did you or anyone from your household apply for a permit(s) from the City's Development Center?	7%	9%	8%

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Question 22c: Custom Question 3 (Percent "excellent" or "good")			
If yes, how would you rate each of the following?	Area		
	North	South	Overall
Ease of the planning approval process	37%	29%	32%
Time required to review and issue the permit(s)	26%	22%	23%
Inspection timeliness	36%	42%	39%
Overall customer service	41%	33%	37%
Ease of the overall application process	37%	27%	31%

Question 22d: Custom Question 4 (Percent "somewhat" or "strongly" support)			
xx insert stem	Area		
	North	South	Overall
Pursuing a new revenue source for specific projects (e.g. capital projects, roads, recreation, etc.)	80%	83%	81%
Further reduction of City services and programs	42%	41%	41%
Further economic development efforts to increase sales tax revenue	69%	73%	71%

Question 22e: Custom Question 5 (Percent "somewhat" or "fully prepared")			
	Area		
	North	South	Overall
How prepared, if at all, are you and your household to sustain yourselves for 72 hours with sufficient food and water in the event of a major disaster such as an earthquake or flood?	82%	77%	79%

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