



CITY OF ELK GROVE, CA 2011



3005 30th Street
Boulder, CO 80301
www.n-r-c.com • 303-444-7863



777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

C O N T E N T S

Survey Background..... 1
 About The National Citizen Survey™ 1
 Understanding the Results 3

Executive Summary 5

Community Ratings 7
 Overall Community Quality 7
 Community Design 9
 Transportation 9
 Housing 13
 Land Use and Zoning 15
 Economic Sustainability..... 18
 Public Safety 21
 Environmental Sustainability..... 26
 Recreation and Wellness 29
 Parks and Recreation 29
 Culture, Arts and Education 30
 Health and Wellness 32
 Community Inclusiveness..... 33
 Civic Engagement..... 36
 Civic Activity..... 36
 Information and Awareness 39
 Social Engagement 40
 Public Trust..... 42
 City of Elk Grove Employees 44

From Data to Action 46
 Resident Priorities 46
 City of Elk Grove Action Chart 47

Custom Questions 51

Appendix A: Complete Survey Frequencies 52
 Frequencies Excluding “Don’t Know” Responses 52
 Frequencies Including “Don’t Know” Responses..... 63

Appendix B: Survey Methodology 78

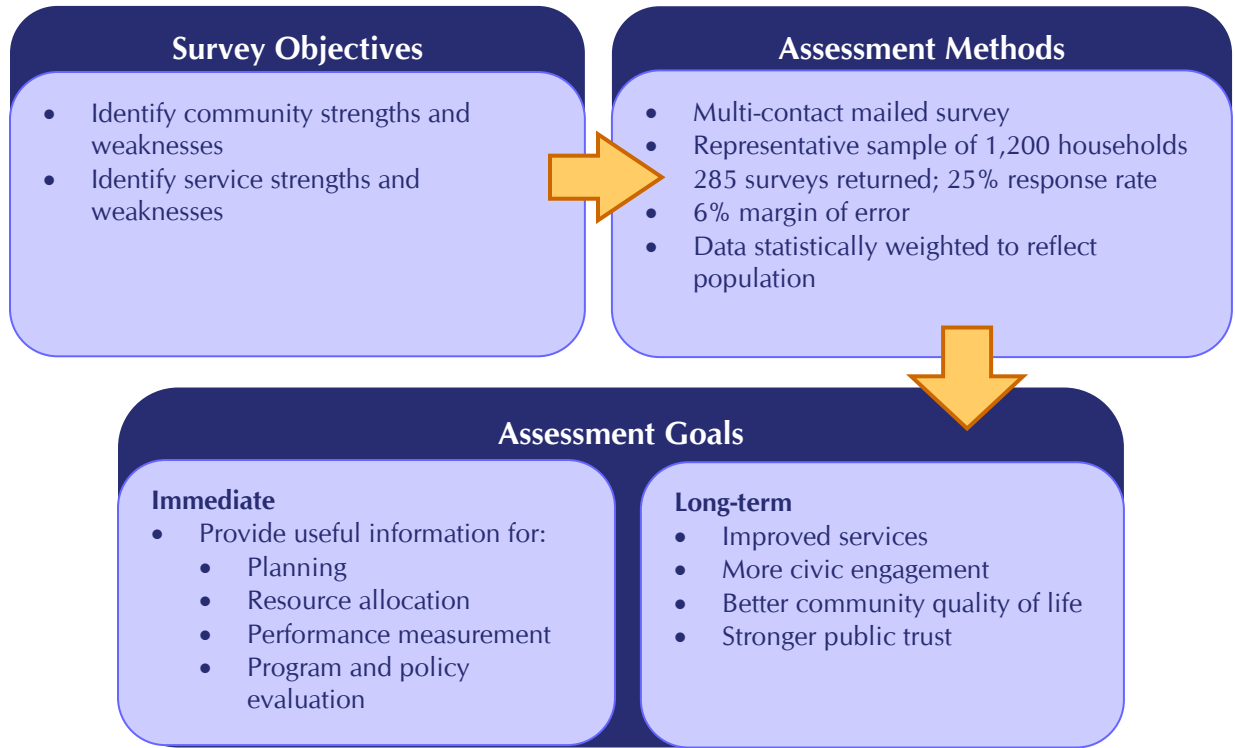
Appendix C: Survey Materials..... 88

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 285 completed surveys were obtained, providing an overall response rate of 25%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Elk Grove was developed in close cooperation with local jurisdiction staff. Elk Grove staff selected items from a menu of questions

about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Elk Grove staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons, geographic and demographic 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 Elk Grove Survey (285 completed surveys) is plus or minus six 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 54-66% 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 Elk Grove, but from City of Elk Grove services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than eight percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, 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 Elk Grove chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (select California cities). 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 Elk Grove 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 Elk Grove 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 Elk Grove'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 Elk Grove 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 Elk Grove and believed the City was a good place to live. The overall quality of life in the City of Elk Grove was rated as “excellent” or “good” by 74% of respondents. A majority reported they plan on staying in the City of Elk Grove for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were the overall appearance and the cleanliness of Elk Grove. The two characteristics receiving the least positive ratings were employment opportunities and traffic flow on major streets.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, five were above the national benchmark comparison, 17 were similar to the national benchmark comparison and eight were below.

Residents in the City of Elk Grove were somewhat civically engaged. While only 19% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 93% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Elk Grove, which was similar to the benchmark.

In general, survey respondents demonstrated mild trust in local government. Less than half rated the overall direction being taken by the City of Elk Grove as “good” or “excellent.” This was lower than the benchmark. Those residents who had interacted with an employee of the City of Elk Grove in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as “excellent” or “good.”

City services rated were able to be compared to the benchmark database. Of the 25 services for which comparisons were available, seven were above the benchmark comparison, 15 were similar to the benchmark comparison and three were below.

A Key Driver Analysis was conducted for the City of Elk Grove which examined the relationships between ratings of each service and ratings of the City of Elk Grove'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 Elk Grove 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:

- Preservation of natural areas
- Garbage collection
- Traffic enforcement
- Economic development

Of these services, those deserving the most attention may be that which was below the benchmark comparison: economic development. Preservation of natural areas, garbage collection, and traffic enforcement were all similar to the benchmark comparison.

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 Elk Grove – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the City of Elk Grove. Residents were asked whether they planned to move soon or if they would recommend the City of Elk Grove to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Elk Grove offers services and amenities that work.

Most of the City of Elk Grove’s residents gave favorable 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. Most ratings had remained stable over time, however the rating for recommending Elk Grove as a place to live increased from 2009 to 2011.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

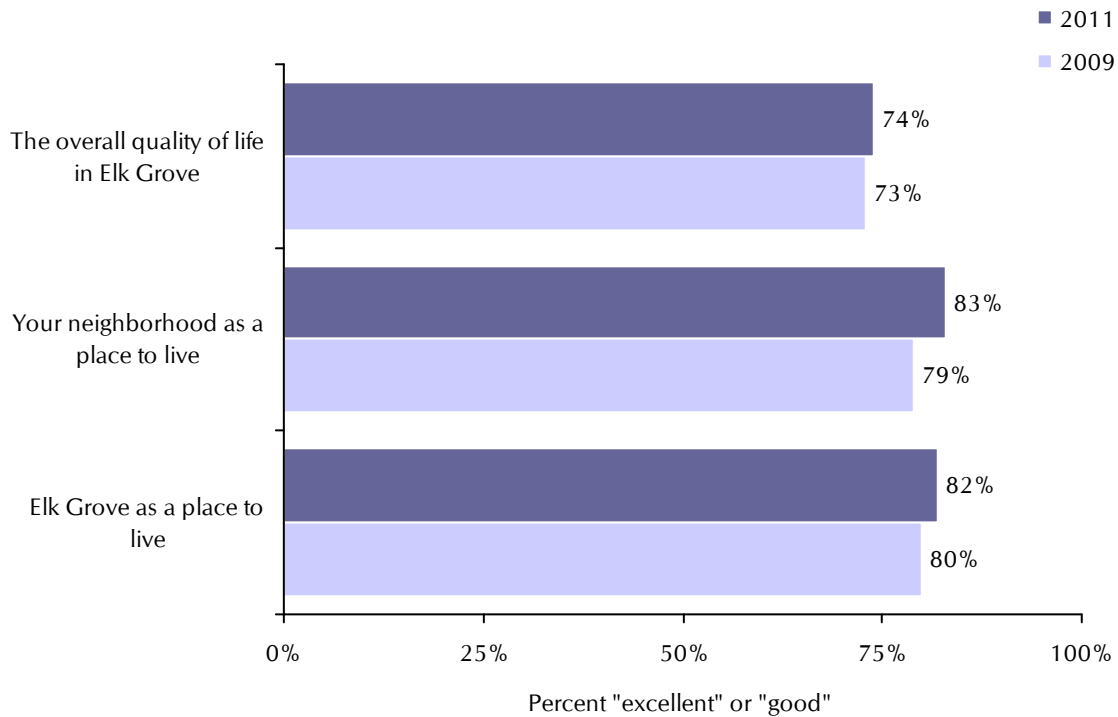


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

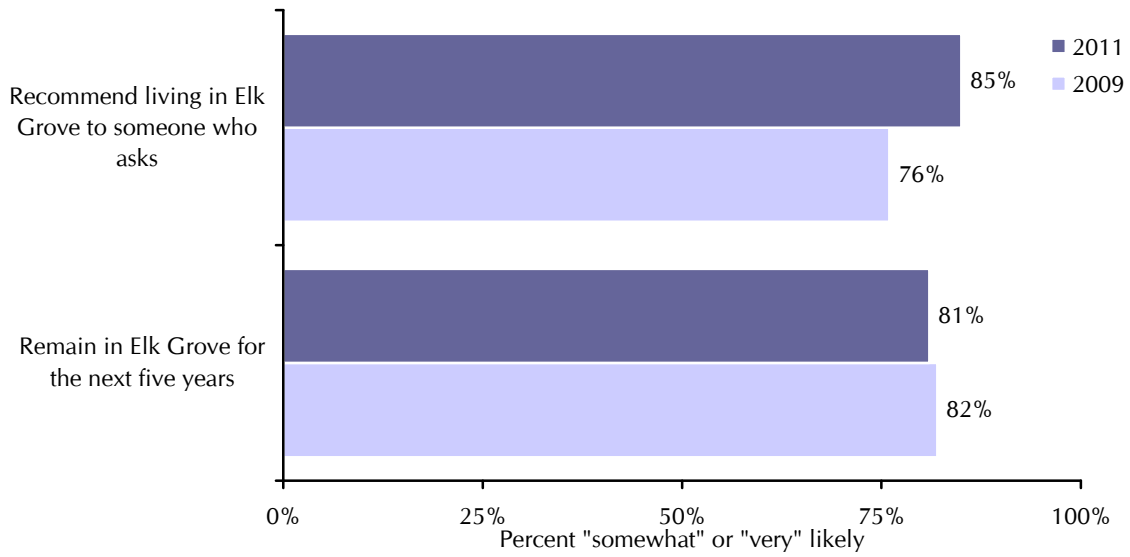


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	California cities comparison
Overall quality of life in Elk Grove	Below	Below
Your neighborhood as place to live	Similar	Similar
Elk Grove as a place to live	Below	Similar
Recommend living in Elk Grove to someone who asks	Similar	Similar
Remain in Elk Grove for the next five years	Similar	Similar

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 six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking in Elk Grove was given the most positive rating, followed by the availability of paths and walking trails. These ratings tended to be similar to the benchmark and similar to years past. The rating for ease of bus travel in Elk Grove increased from 2009 to 2011.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

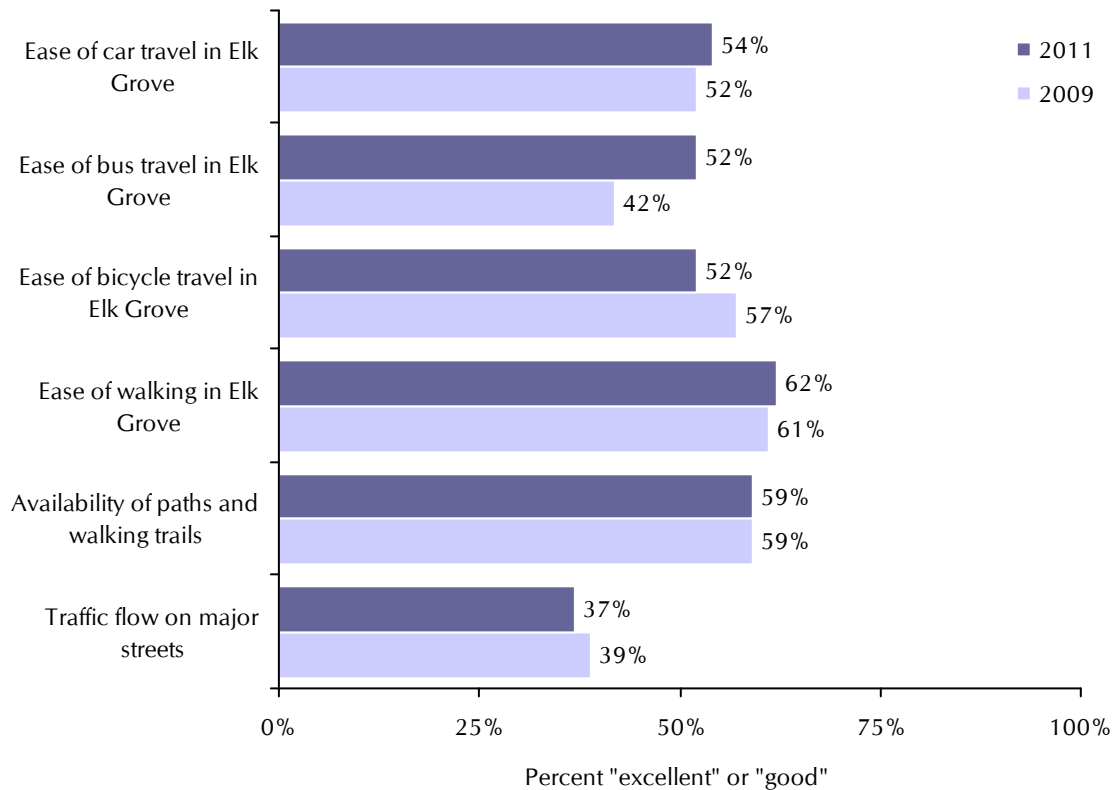


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	California cities comparison
Ease of car travel in Elk Grove	Similar	Similar
Ease of bus travel in Elk Grove	Above	Similar
Ease of bicycle travel in Elk Grove	Similar	Similar
Ease of walking in Elk Grove	Similar	Similar
Availability of paths and walking trails	Similar	Similar
Traffic flow on major streets	Below	Much below

Six transportation services were rated in Elk Grove. Compared to most communities across America, ratings tended to be somewhat favorable. Three were above the benchmarks, none were below the benchmarks and three were similar to the benchmarks.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

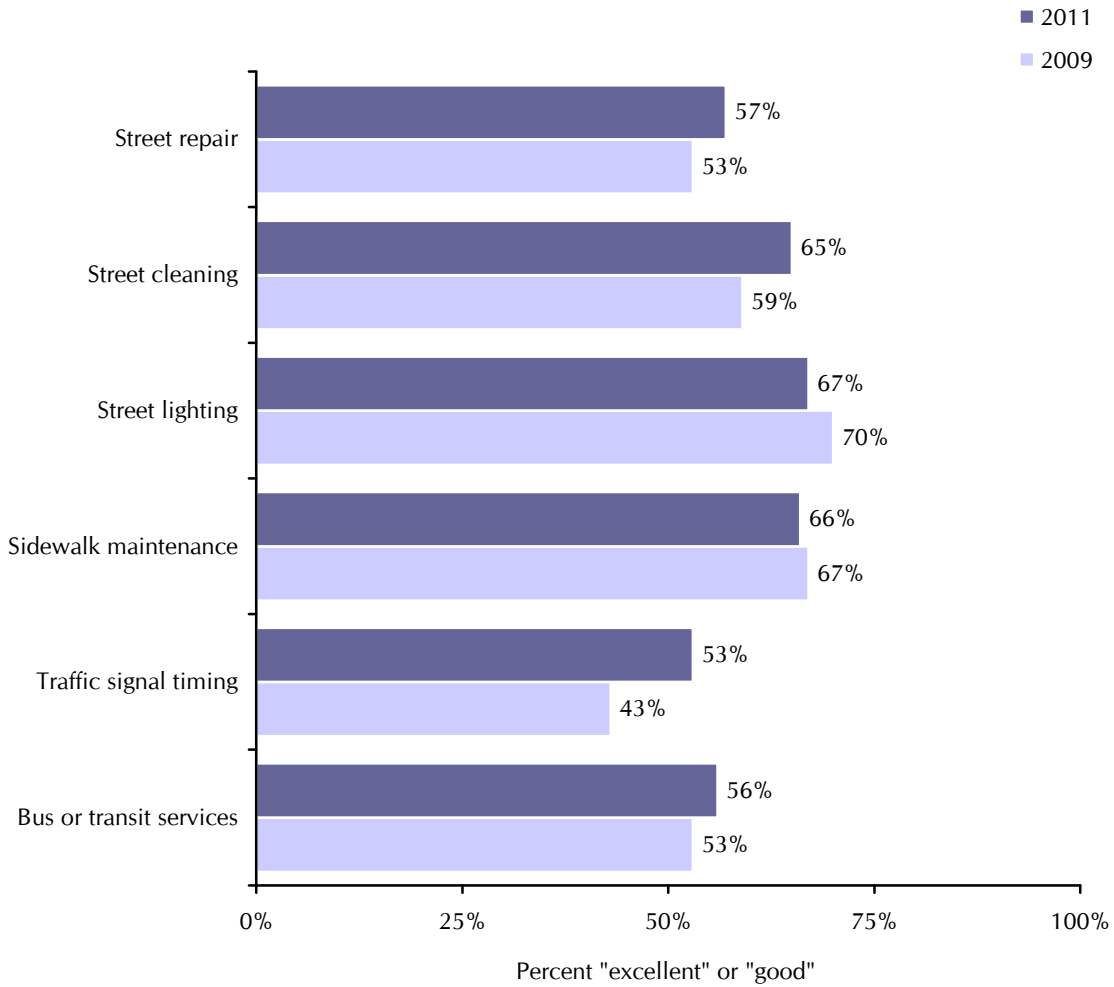


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	California cities comparison
Street repair	Much above	Much above
Street cleaning	Similar	Similar
Street lighting	Above	Above
Sidewalk maintenance	Much above	Much above
Traffic signal timing	Similar	Similar
Bus or transit services	Similar	Similar

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, 4% of work commute trips were made by transit and 1% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

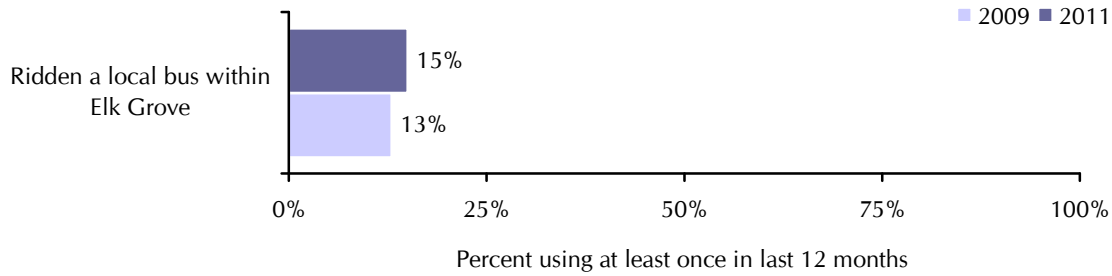


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	California cities comparison
Ridden a local bus within Elk Grove	Much less	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

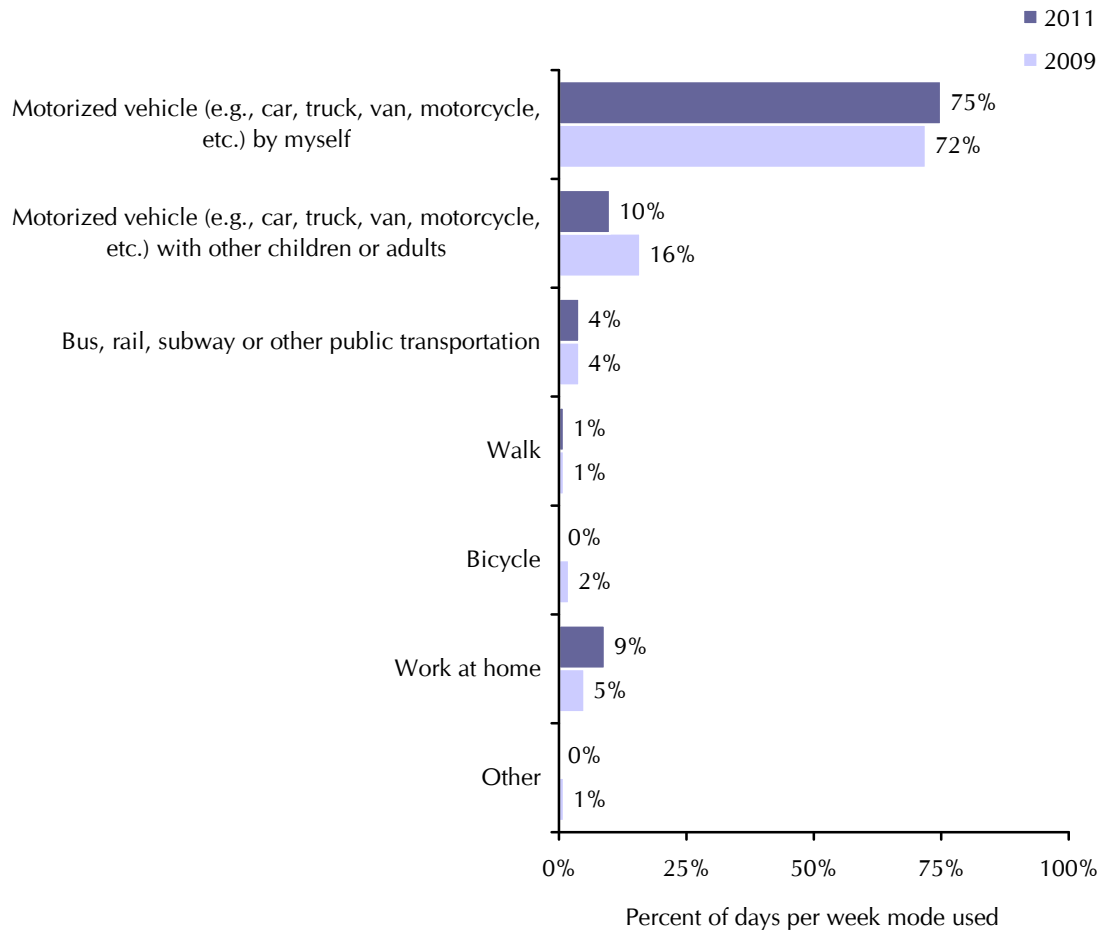


FIGURE 13: DRIVE ALONE BENCHMARKS

	National comparison	California cities comparison
Average percent of work commute trips made by driving alone	Similar	Much more

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 Elk Grove 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 44% of respondents, while the variety of housing options was rated as “excellent” or “good” by 56% of respondents. The rating of perceived affordable housing availability was better in the City of Elk Grove than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

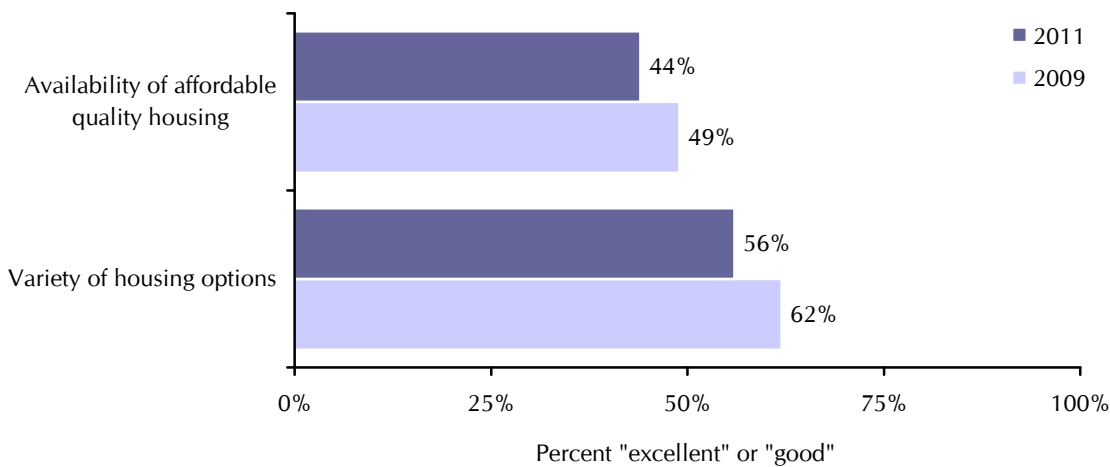


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	California cities comparison
Availability of affordable quality housing	Above	Much above
Variety of housing options	Similar	Above

To augment the perceptions of affordable housing in Elk Grove, 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 Elk Grove experiencing housing cost stress. More than half of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

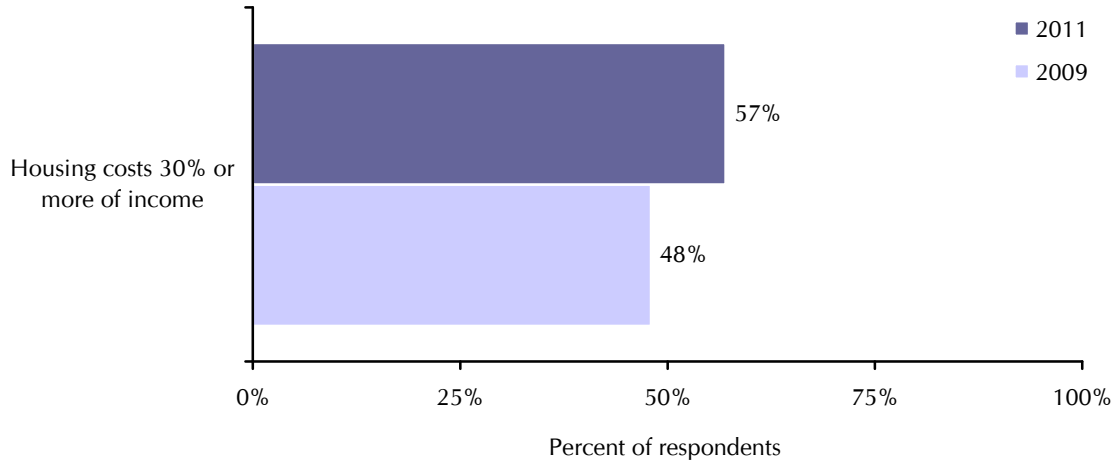


FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	California cities comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much more	Much more

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 Elk Grove 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 Elk Grove was rated as "excellent" by 8% of respondents and as "good" by an additional 49%. The overall appearance of Elk Grove was rated as "excellent" or "good" by 81% of respondents and was higher than the benchmarks. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Elk Grove, 7% thought they were a "major" problem. The ratings for land use, planning and zoning and code enforcement improved over time.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

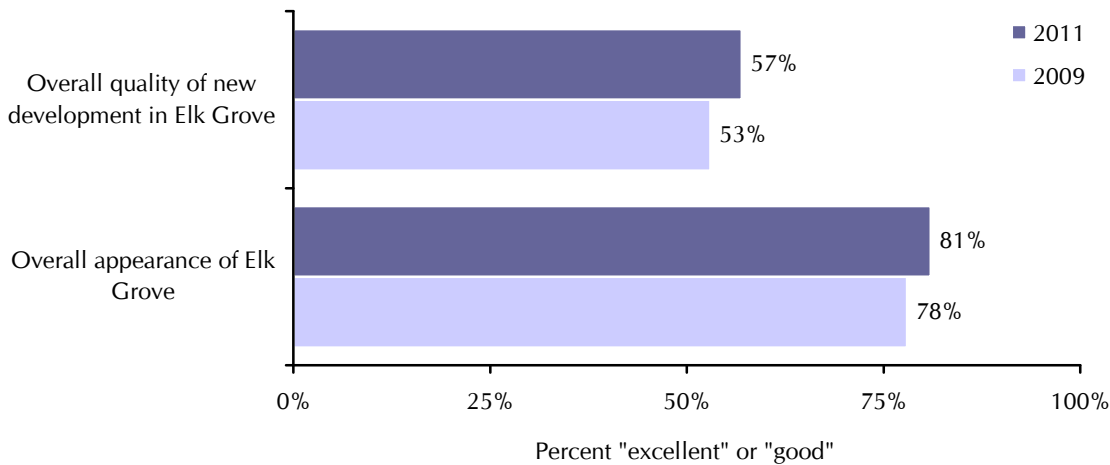


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	California cities comparison
Quality of new development in Elk Grove	Similar	Similar
Overall appearance of Elk Grove	Above	Above

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

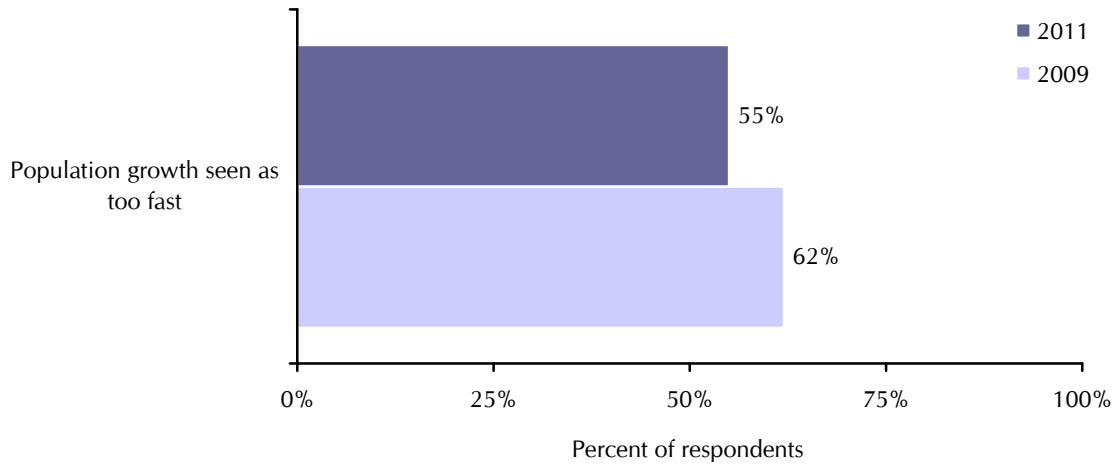


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	California cities comparison
Population growth seen as too fast	Much more	Much more

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

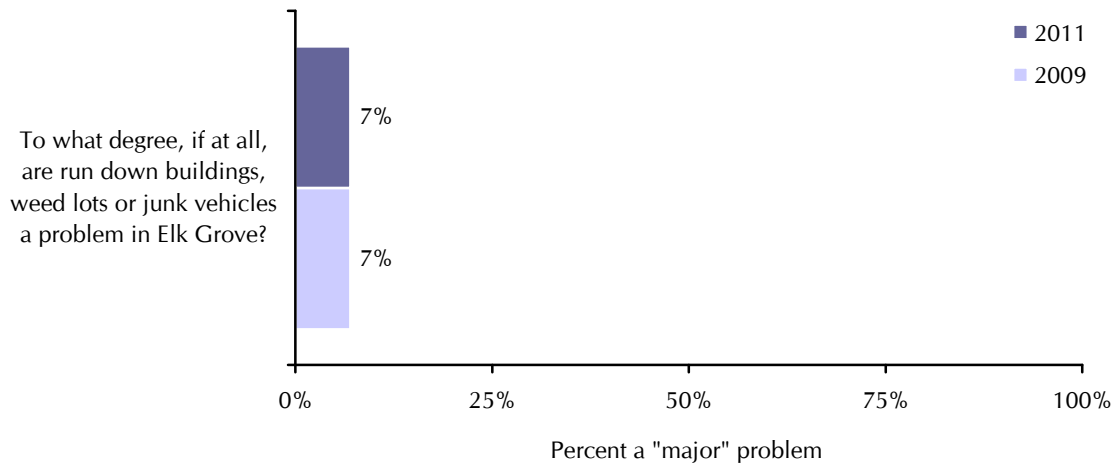


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	California cities comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Less	Much less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

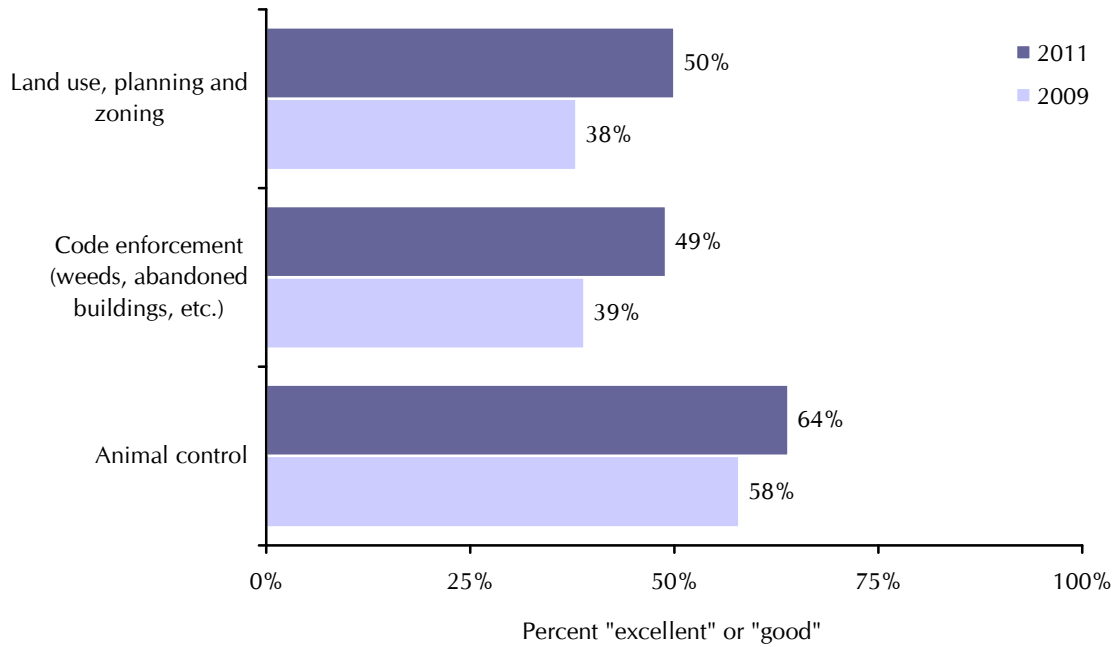


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	California cities comparison
Land use, planning and zoning	Similar	Above
Code enforcement (weeds, abandoned buildings, etc.)	Similar	Similar
Animal control	Similar	Below

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 the overall quality of business and service establishments and shopping opportunities. Employment opportunities received the lowest ratings; however it had improved from 2009 to 2011.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

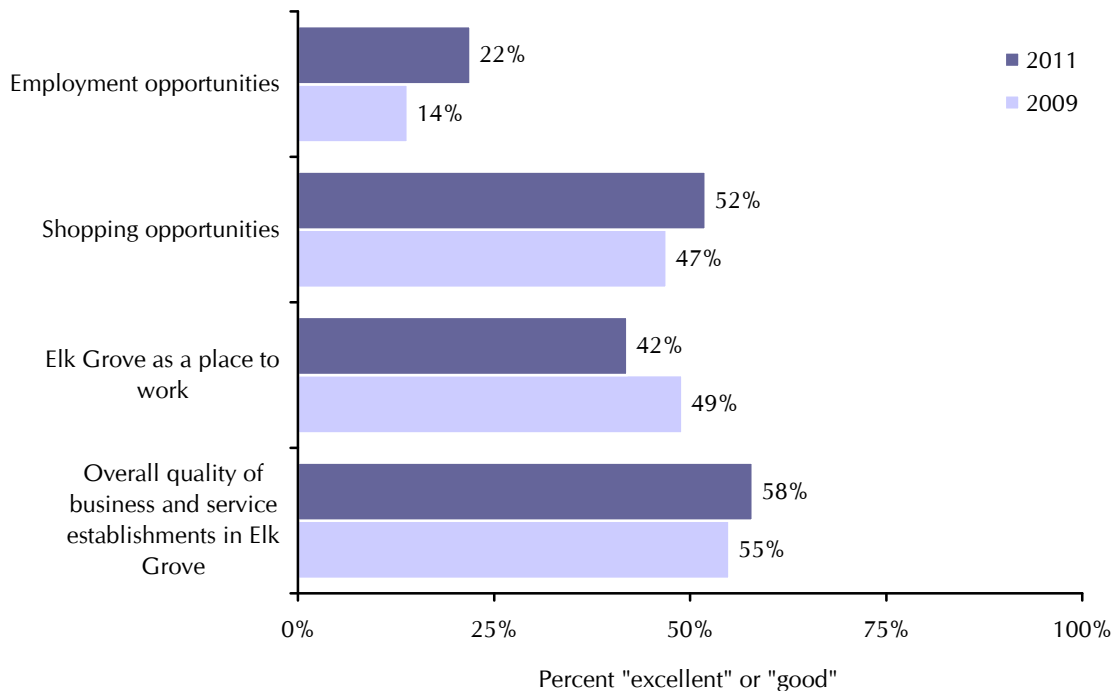


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	California cities comparison
Employment opportunities	Below	Below
Shopping opportunities	Similar	Similar
Elk Grove as a place to work	Much below	Much below
Overall quality of business and service establishments in Elk Grove	Similar	Similar

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 Elk Grove, 89% responded that it was “too slow,” while 47% reported retail growth as “too slow.” More residents in Elk Grove compared to other jurisdictions believed that retail growth was too slow and many more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

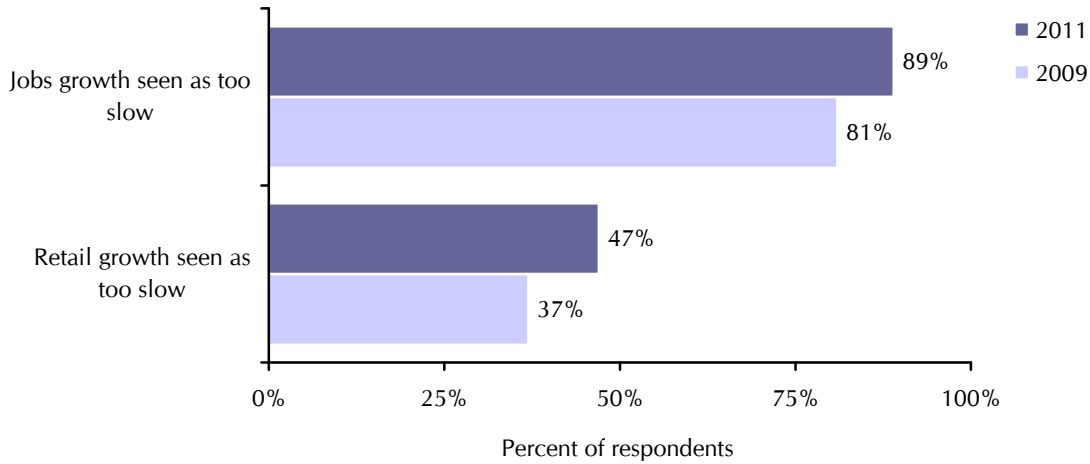


FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	California cities comparison
Retail growth seen as too slow	Much more	More
Jobs growth seen as too slow	Much more	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

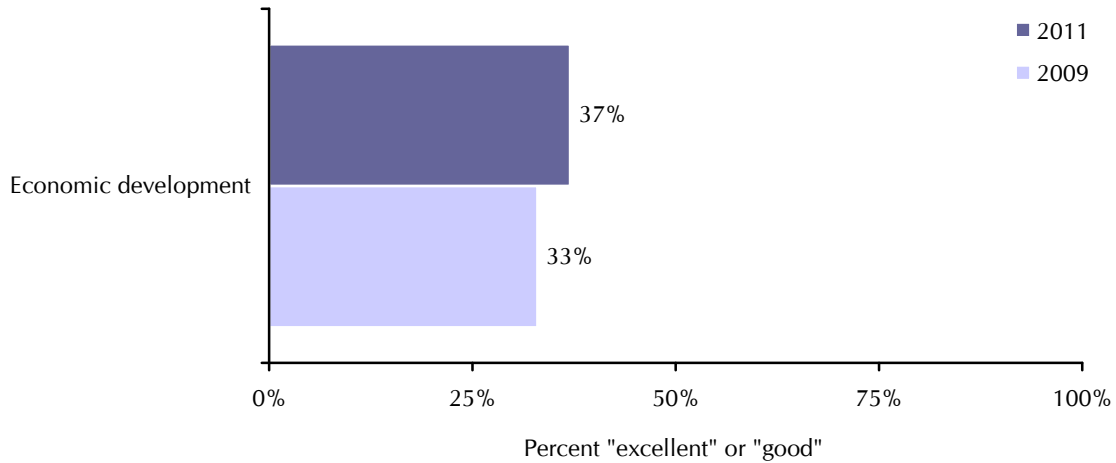


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	California cities comparison
Economic development	Below	Below

Residents were asked to reflect on their economic prospects in the near term. Twenty percent of the City of Elk Grove 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 the same as in comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

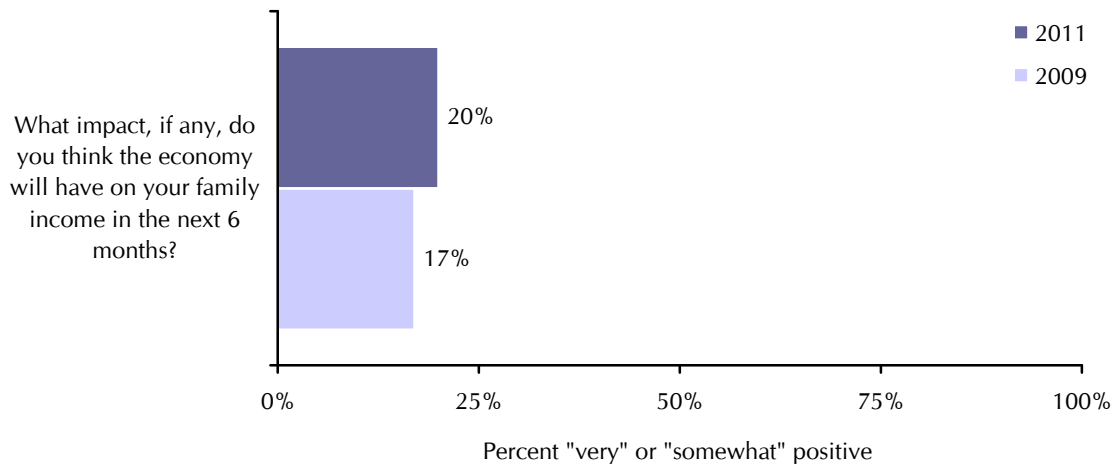


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	California cities comparison
Positive impact of economy on household income	Similar	Similar

PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime 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, and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Elk Grove. About two thirds of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 71% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than commercial areas. Feelings of safety in Elk Grove’s commercial areas after dark improved from 2009 to 2011.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

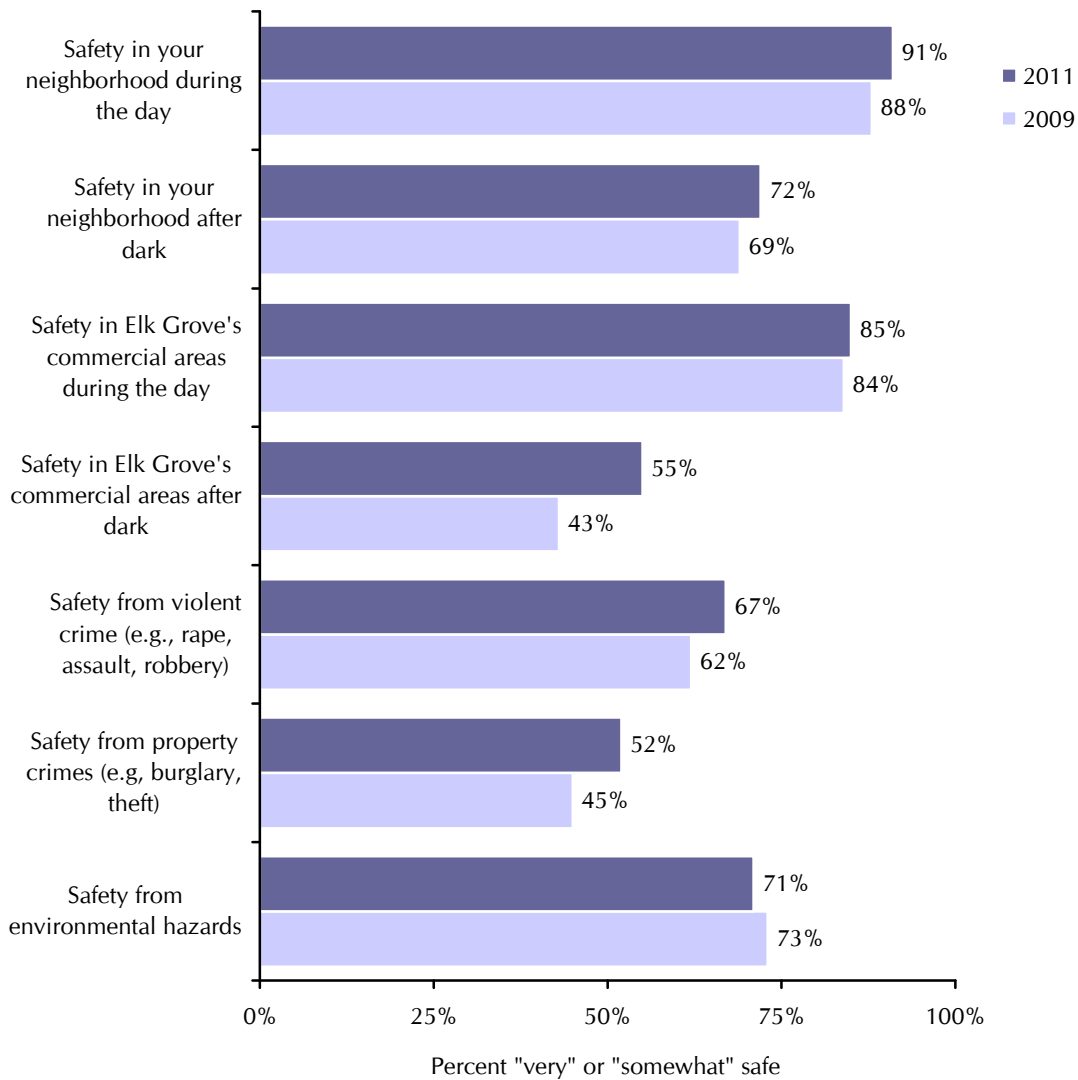


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	California cities comparison
In your neighborhood during the day	Similar	Similar
In your neighborhood after dark	Similar	Similar
In Elk Grove's commercial areas during the day	Below	Below
In Elk Grove's commercial areas after dark	Below	Below
Violent crime (e.g., rape, assault, robbery)	Below	Similar
Property crimes (e.g., burglary, theft)	Much below	Below
Environmental hazards, including toxic waste	Similar	Similar

As assessed by the survey, 10% 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, 91% had reported it to police. Compared to other jurisdictions fewer Elk Grove residents had been victims of crime in the 12 months preceding the survey and many more of Elk Grove residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

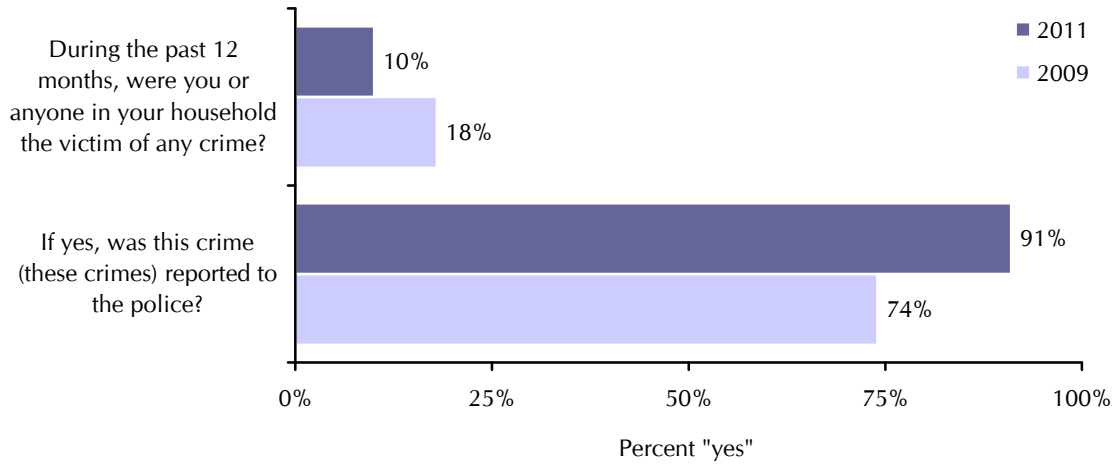


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	California cities comparison
Victim of crime	Less	Less
Reported crimes	Much more	Much more

Residents rated four City public safety services; of these, all were rated similar when compared to other cities in California. Police services received the highest rating. The rating for emergency preparedness improved over time.

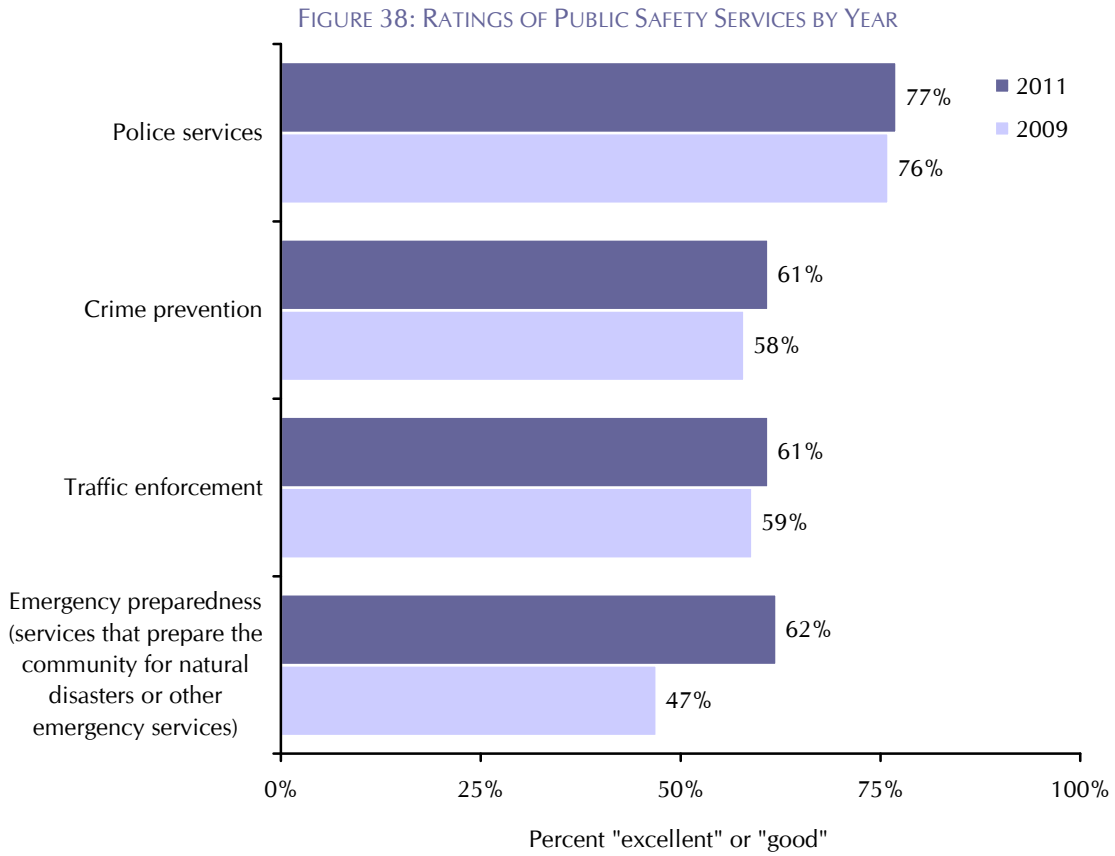


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	California cities comparison
Police services	Similar	Similar
Crime prevention	Below	Similar
Traffic enforcement	Similar	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar	Similar

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

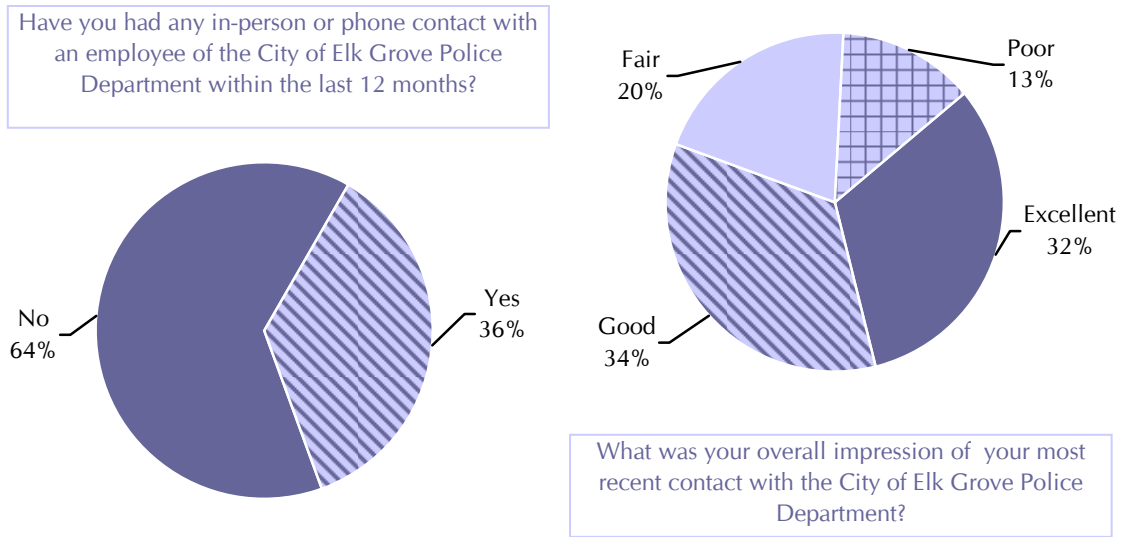


FIGURE 41: CONTACT WITH POLICE DEPARTMENT BENCHMARKS

	National comparison	California cities comparison
Had contact with the City of Elk Grove Police Department	Similar	Less
Overall impression of most recent contact with the City of Elk Grove Police Department	Below	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 Elk Grove 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 64% of survey respondents. Cleanliness of Elk Grove received the highest rating, and it was similar to the benchmarks. Ratings remained stable over time.

FIGURE 42: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

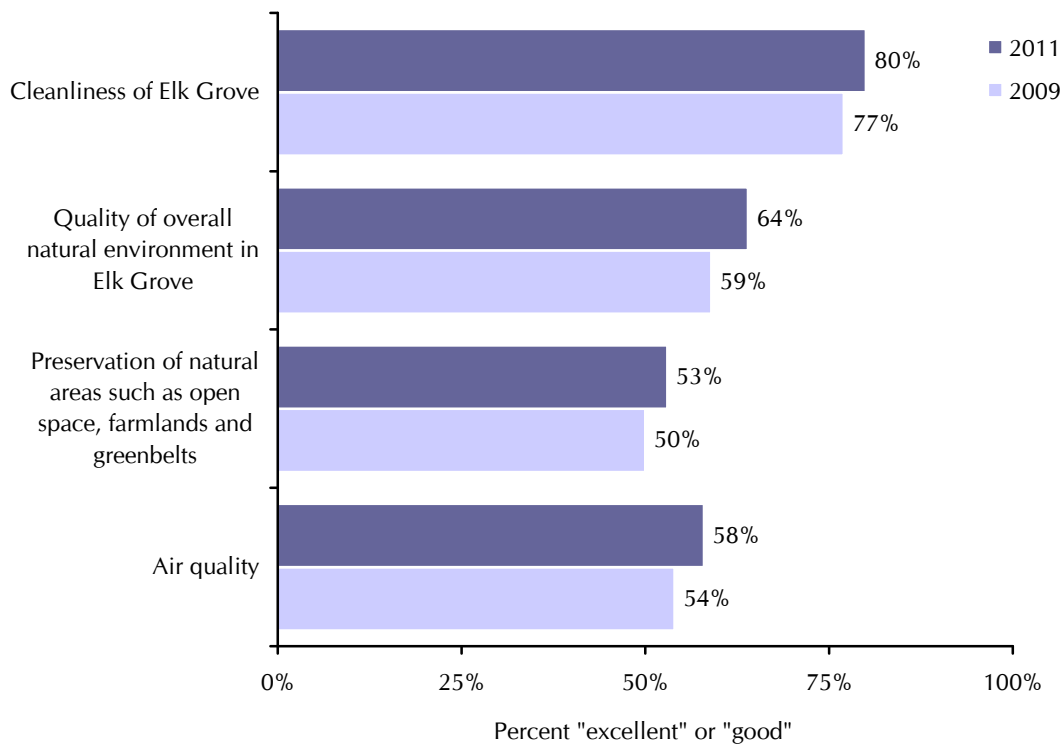


FIGURE 43: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	California cities comparison
Cleanliness of Elk Grove	Similar	Similar
Quality of overall natural environment in Elk Grove	Below	Much below
Preservation of natural areas such as open space, farmlands and greenbelts	Similar	Similar
Air quality	Much below	Below

Resident recycling was much greater when compared to communities across the nation, and similar when compared to other California cities.

FIGURE 44: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR

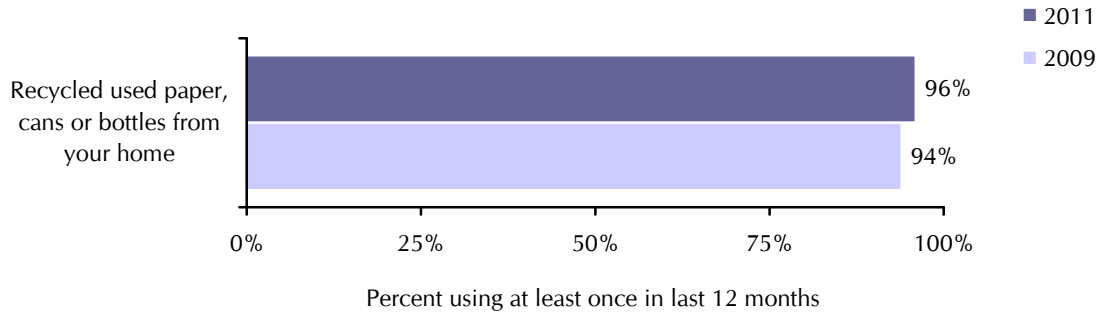


FIGURE 45: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	California cities comparison
Recycled used paper, cans or bottles from your home	Much more	Similar

Of the four utility services rated by those completing the questionnaire, three were higher than the national benchmark comparison, and one was similar. Most of the ratings had remained stable over time; however the rating for garbage collection had declined from 2009 to 2011.

FIGURE 46: RATINGS OF UTILITY SERVICES BY YEAR

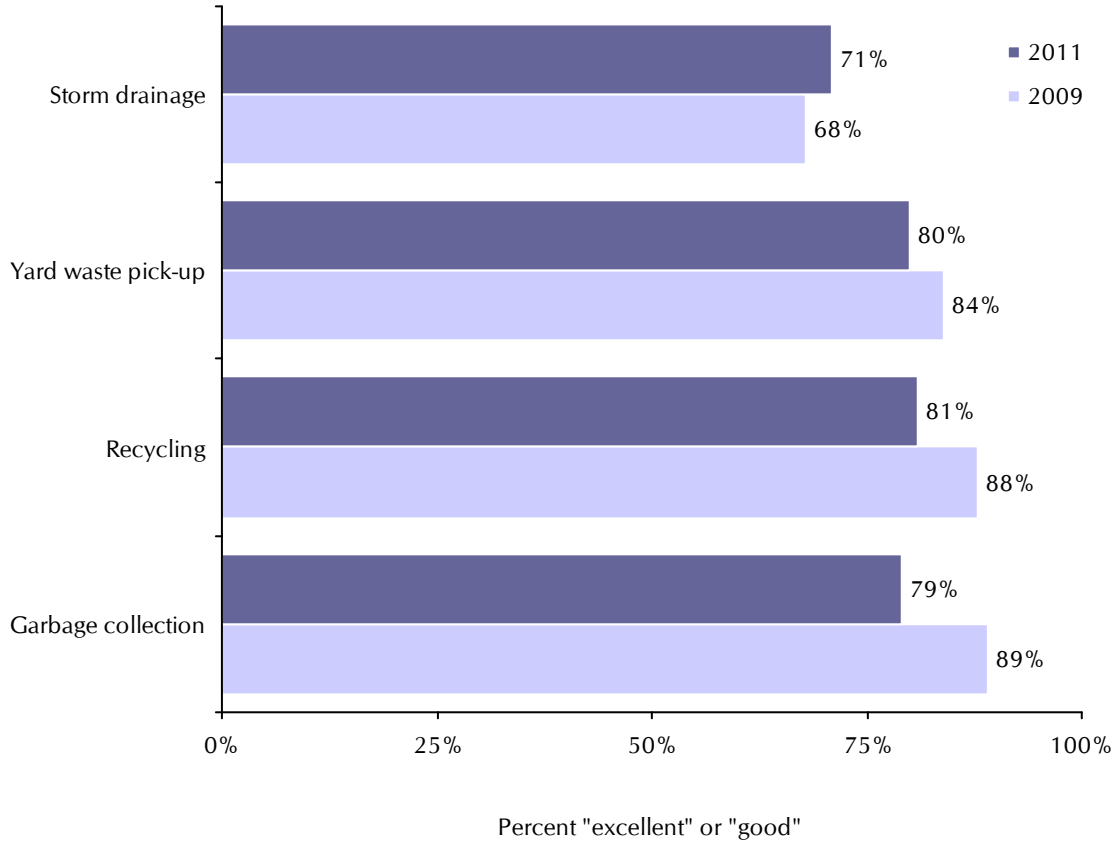


FIGURE 47: UTILITY SERVICES BENCHMARKS

	National comparison	California cities comparison
Storm drainage	Above	Above
Yard waste pick-up	Above	Similar
Recycling	Above	Similar
Garbage collection	Similar	Similar

RECREATION AND WELLNESS

Parks and Recreation

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

Recreation opportunities in the City of Elk Grove were rated positively by a majority of respondents. The rating for recreational opportunities had improved over time.

FIGURE 48: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

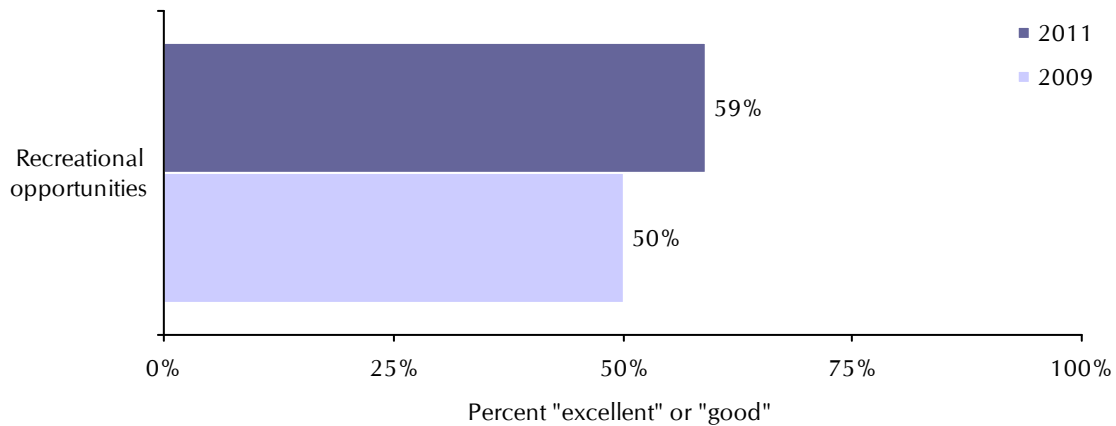


FIGURE 49: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	California cities comparison
Recreation opportunities	Similar	Similar

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 44% of respondents. Educational opportunities were rated as “excellent” or “good” by 55% of respondents. Compared to the benchmark data, both education and cultural opportunities were below the benchmarks.

About 61% of Elk Grove residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was lower than in comparison jurisdictions. Ratings remained stable over time.

FIGURE 50: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

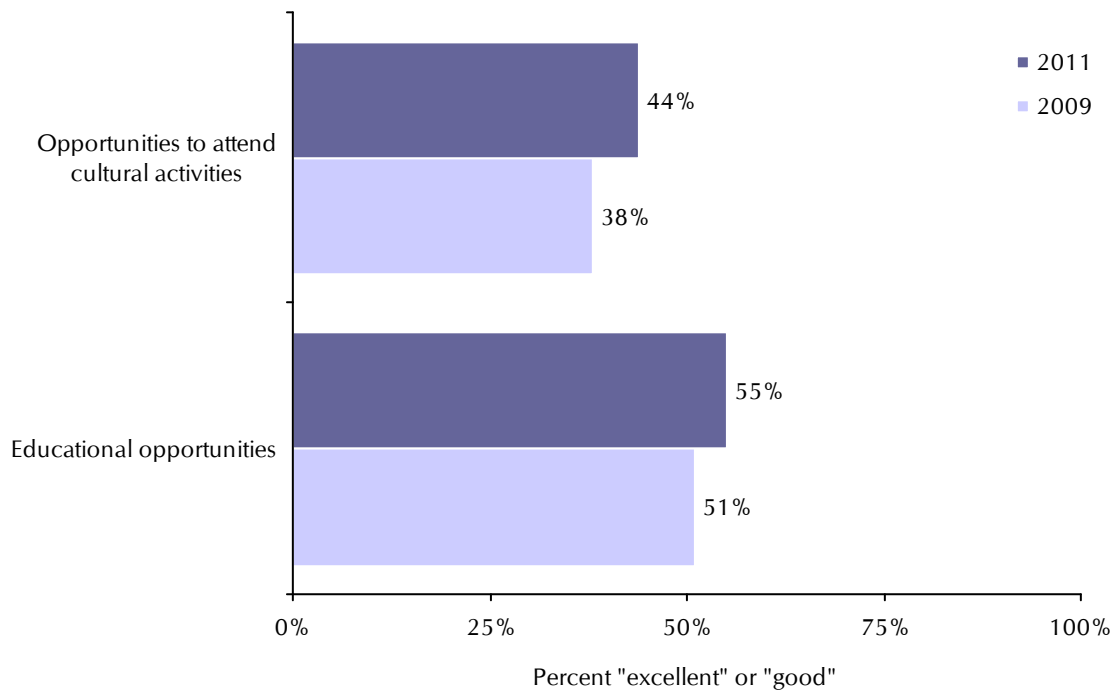


FIGURE 51: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	California cities comparison
Opportunities to attend cultural activities	Below	Much below
Educational opportunities	Below	Below

FIGURE 52: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

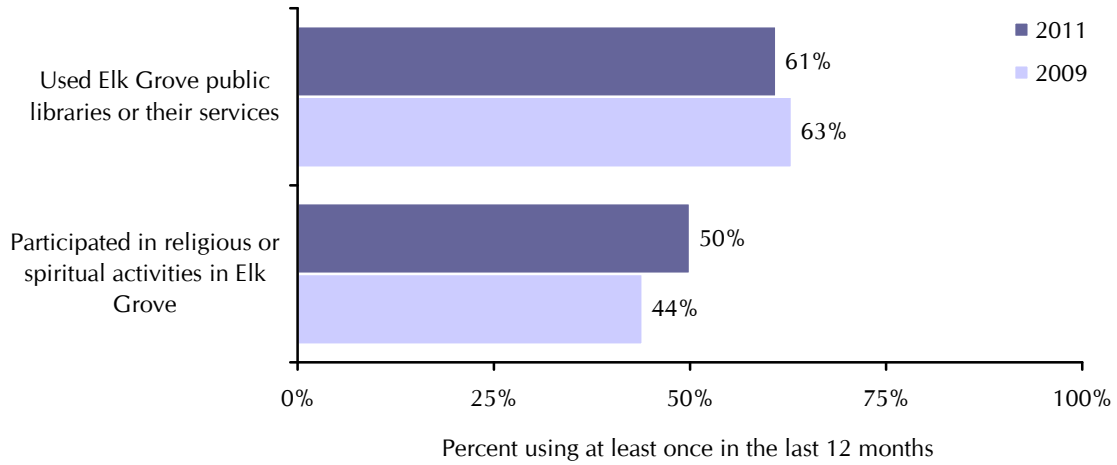


FIGURE 53: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	California cities comparison
Used Elk Grove public libraries or their services	Much less	Much less
Participated in religious or spiritual activities in Elk Grove	Similar	Similar

FIGURE 54: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

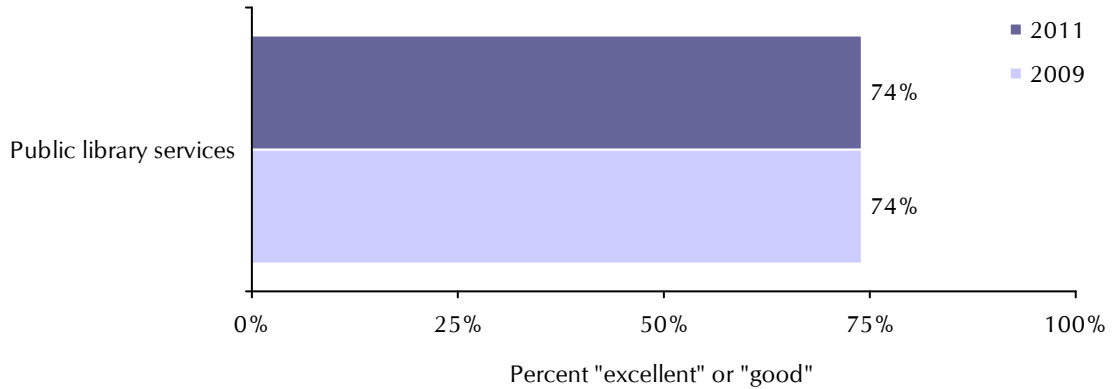


FIGURE 55: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	California cities comparison
Public library services	Much below	Much below

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 Elk Grove 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 affordable quality food was rated most positively for the City of Elk Grove.

Among Elk Grove residents, 59% rated affordable quality health care as “excellent” or “good.” These ratings were above or similar to the ratings of comparison communities.

FIGURE 56: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

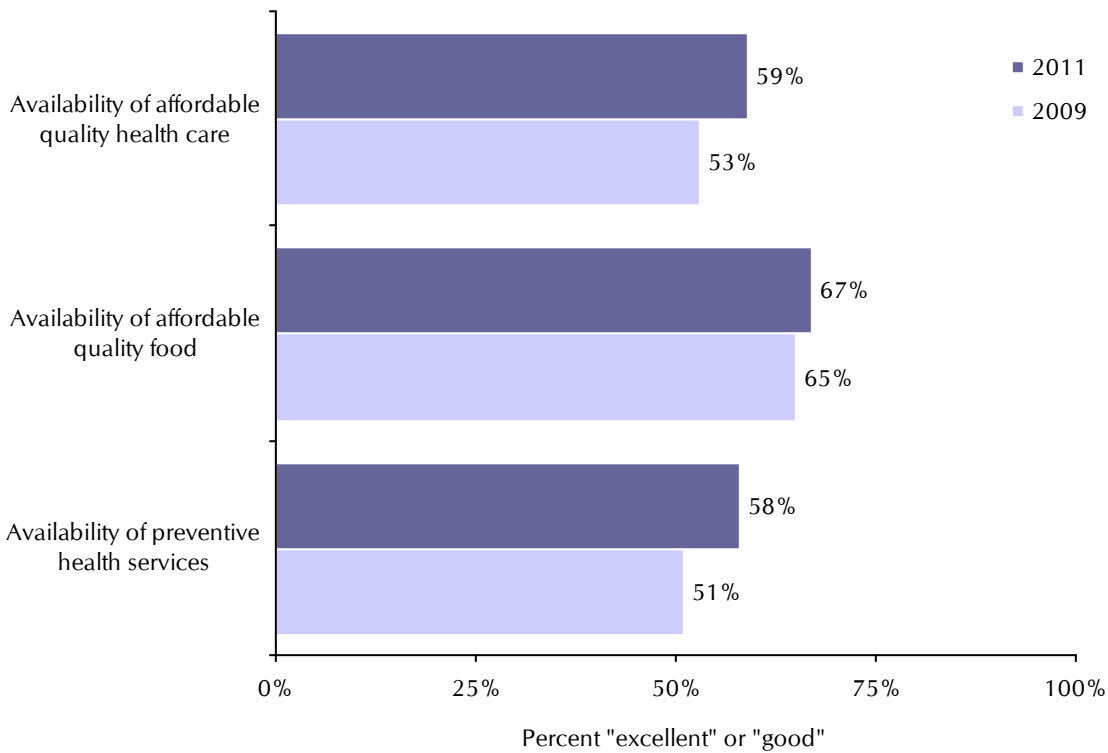


FIGURE 57: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	California cities comparison
Availability of affordable quality health care	Above	Much above
Availability of affordable quality food	Similar	Similar
Availability of preventive health services	Similar	Similar

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 Elk Grove as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Elk Grove 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.” Further, most respondents felt the City of Elk Grove was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents. Most ratings had remained stable over time, however the ratings for Elk Grove as a place to retire had improved.

FIGURE 58: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

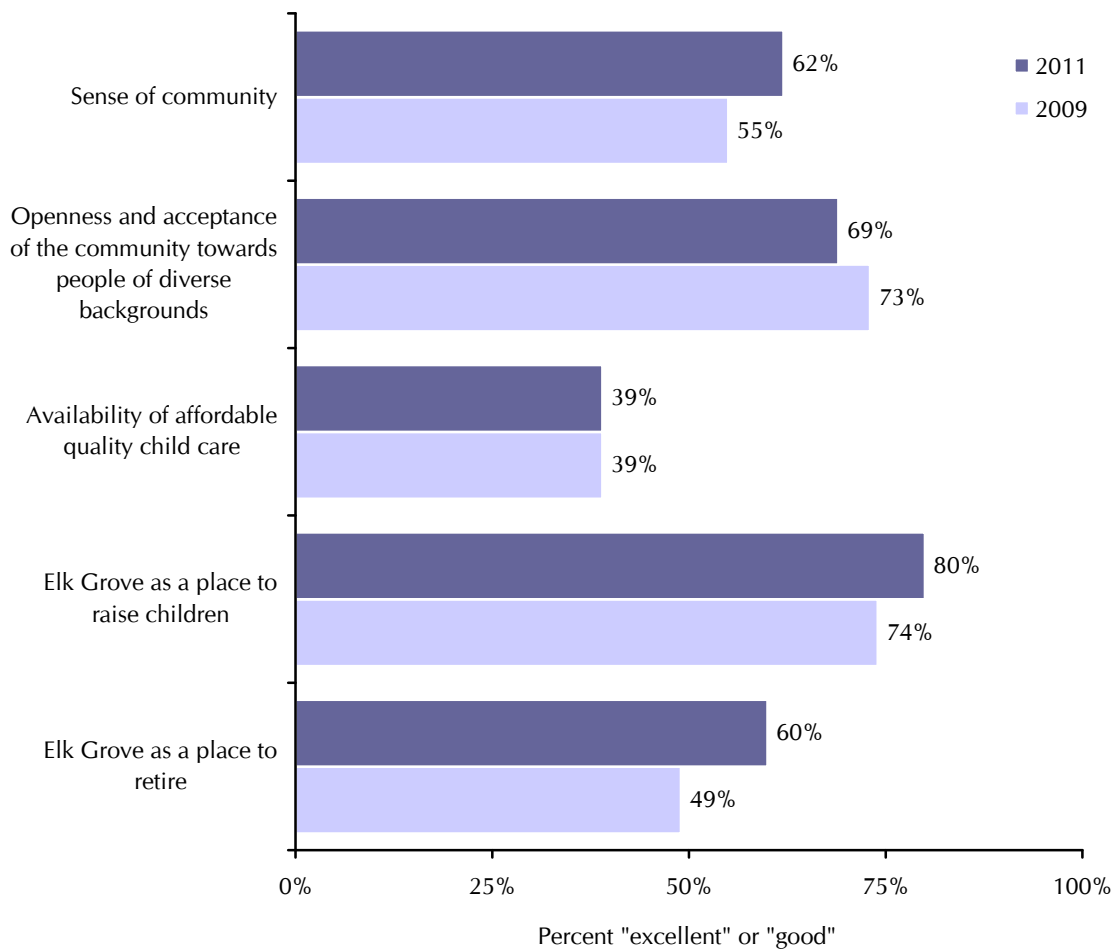


FIGURE 59: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	California cities comparison
Sense of community	Similar	Similar
Openness and acceptance of the community toward people of diverse backgrounds	Above	Similar
Availability of affordable quality child care	Similar	Similar
Elk Grove as a place to raise kids	Similar	Similar
Elk Grove as a place to retire	Below	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 46% to 68% with ratings of “excellent” or “good.” The ratings for services to seniors and services to low income people were similar to the benchmarks, while the ratings for services to youth were above both benchmarks.

FIGURE 60: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

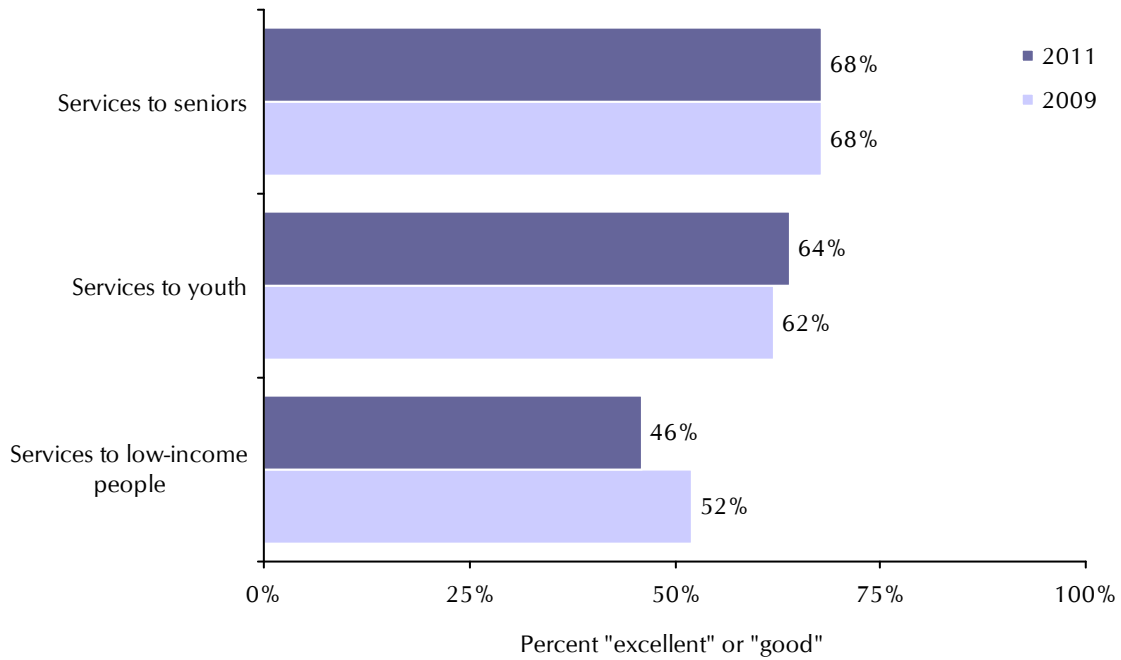


FIGURE 61: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	California cities comparison
Services to seniors	Similar	Similar
Services to youth	Above	Above
Services to low income people	Similar	Similar

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Elk Grove. Survey participants rated the volunteer opportunities in the City of Elk Grove favorably by a majority of respondents. Opportunities to attend or participate in community matters were rated similarly.

The rating for opportunities to participate in community matters was similar to the national benchmark while the rating for opportunities to volunteer was below. The ratings for volunteer opportunities had increased over time.

FIGURE 62: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

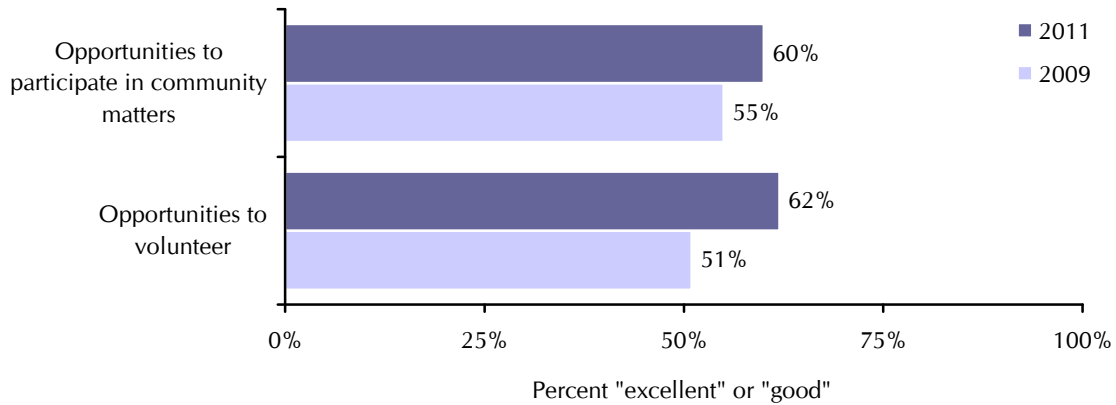


FIGURE 63: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	California cities comparison
Opportunities to participate in community matters	Similar	Below
Opportunities to volunteer	Much below	Much below

Most of the participants in this survey had not attended a public meeting, volunteered time to a group 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. Volunteerism and providing help to a friend or neighbor showed similar rates of involvement; while the rest showed lower rates.

FIGURE 64: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

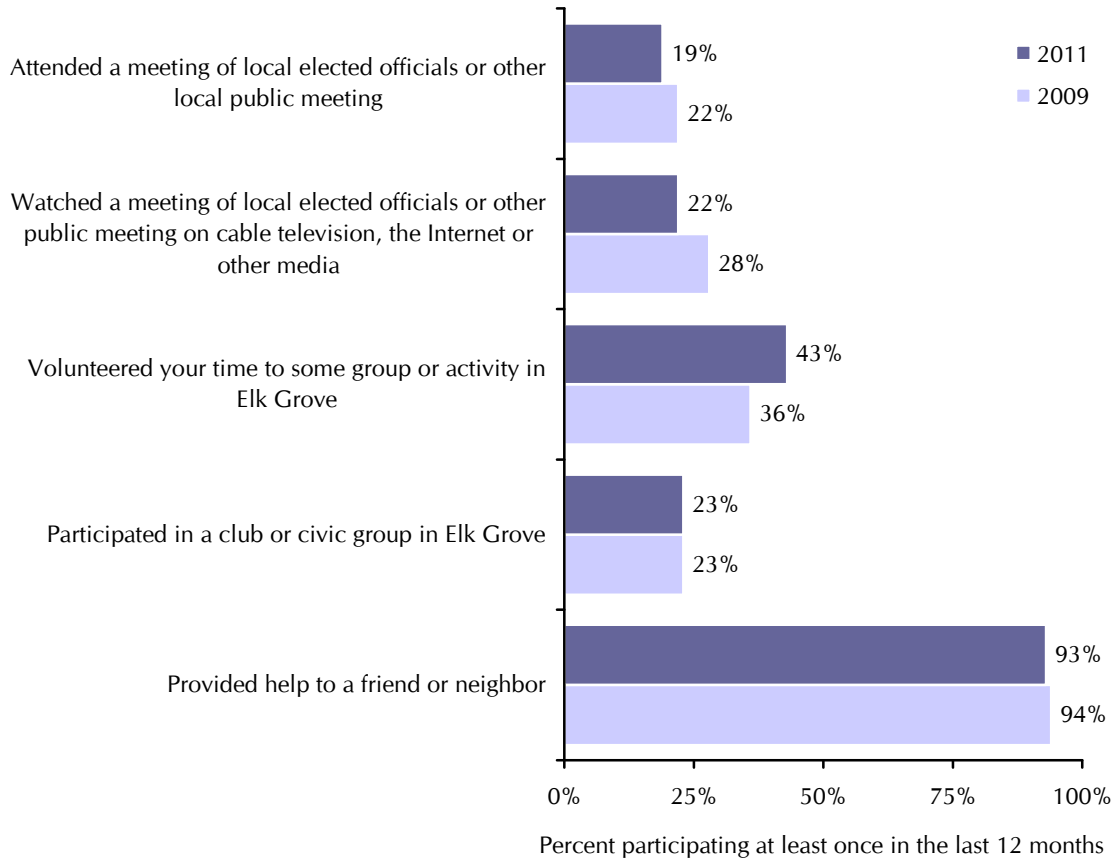


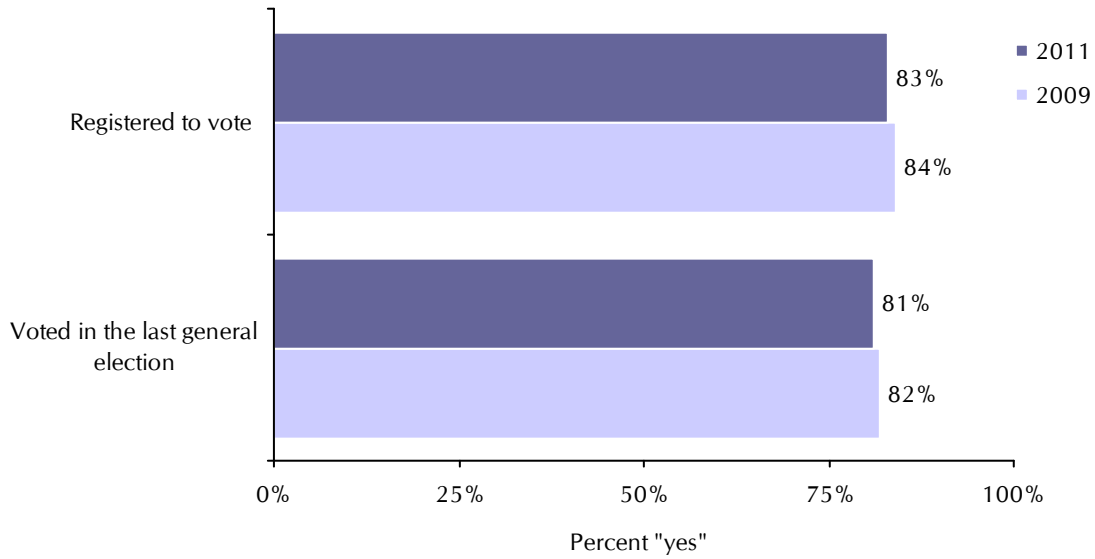
FIGURE 65: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	California cities comparison
Attended a meeting of local elected officials or other local public meeting	Much less	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less	Much less
Volunteered your time to some group or activity in Elk Grove	Similar	Similar
Participated in a club or civic group in Elk Grove	Much less	Much less
Provided help to a friend or neighbor	Similar	Similar

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

City of Elk Grove residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-three percent reported they were registered to vote and 81% indicated they had voted in the last general election. This rate of self-reported voting was similar to that of comparison communities in California.

FIGURE 66: REPORTED VOTING BEHAVIOR BY YEAR



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.

FIGURE 67: VOTING BEHAVIOR BENCHMARKS

	National comparison	California cities comparison
Registered to vote	Similar	Similar
Voted in last general election	More	Similar

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 Elk Grove Web site in the previous 12 months, 70% reported they had done so at least once. Public information services were rated similarly compared to benchmark data. Ratings had remained stable over time.

FIGURE 68: USE OF INFORMATION SOURCES BY YEAR

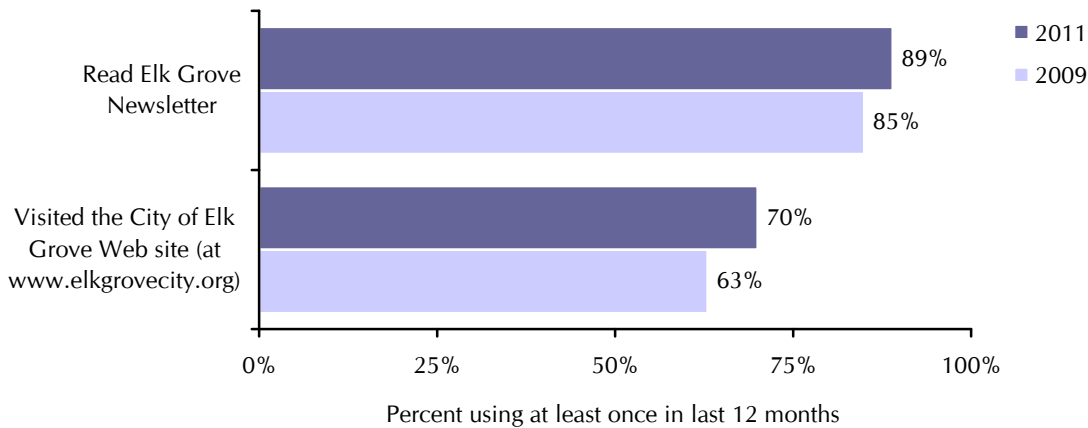


FIGURE 69: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	California cities comparison
Read Elk Grove Newsletter	Much more	Much more
Visited the City of Elk Grove Web site	Much more	Much more

FIGURE 70: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

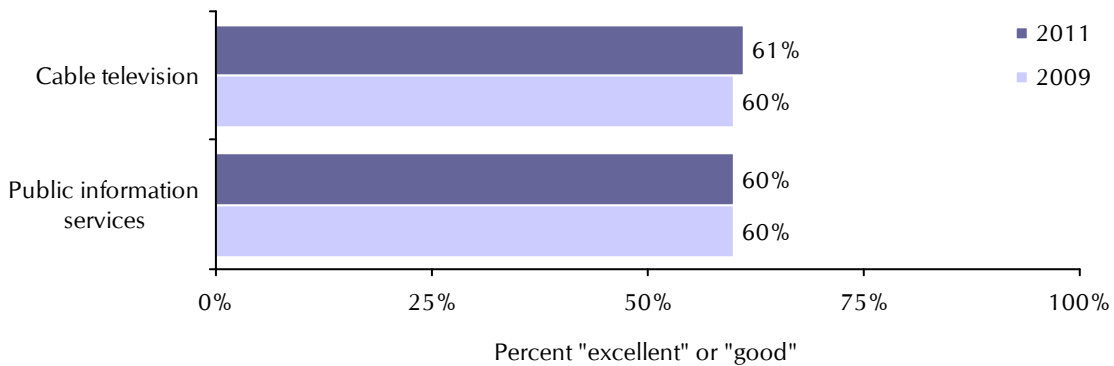


FIGURE 71: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	California cities comparison
Cable television	Similar	Similar
Public information services	Similar	Similar

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 58% of respondents, while a similar proportion rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.” The rating for opportunities to participate in social events and activities had improved over time.

FIGURE 72: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

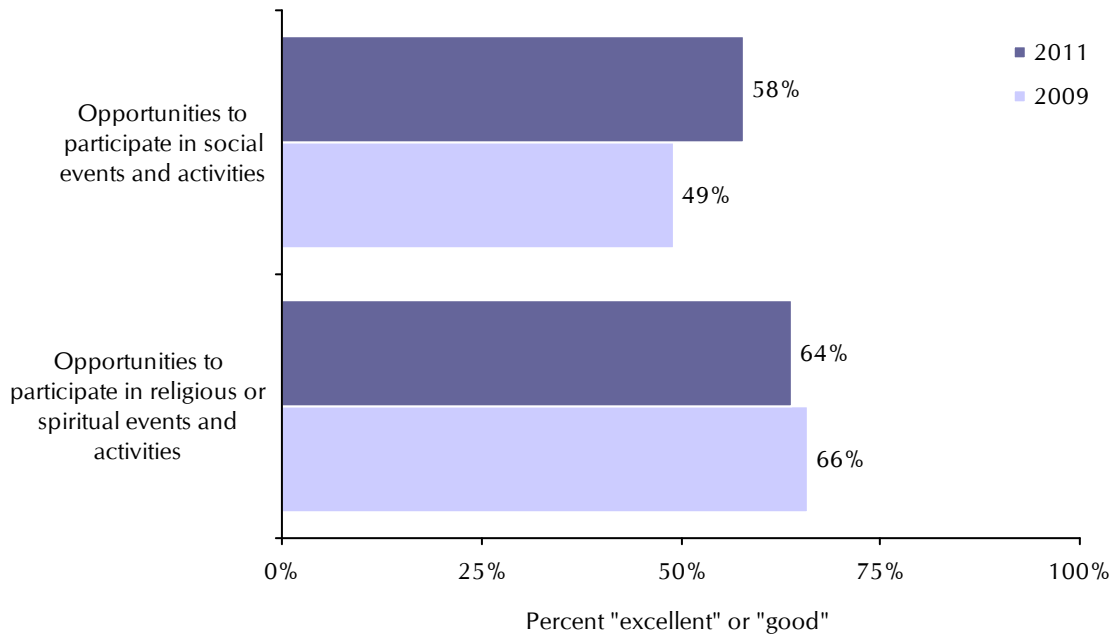


FIGURE 73: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	California cities comparison
Opportunities to participate in social events and activities	Similar	Below
Opportunities to participate in religious or spiritual events and activities	Much below	Below

Residents in Elk Grove reported a fair amount of neighborliness. Close to half indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 74: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

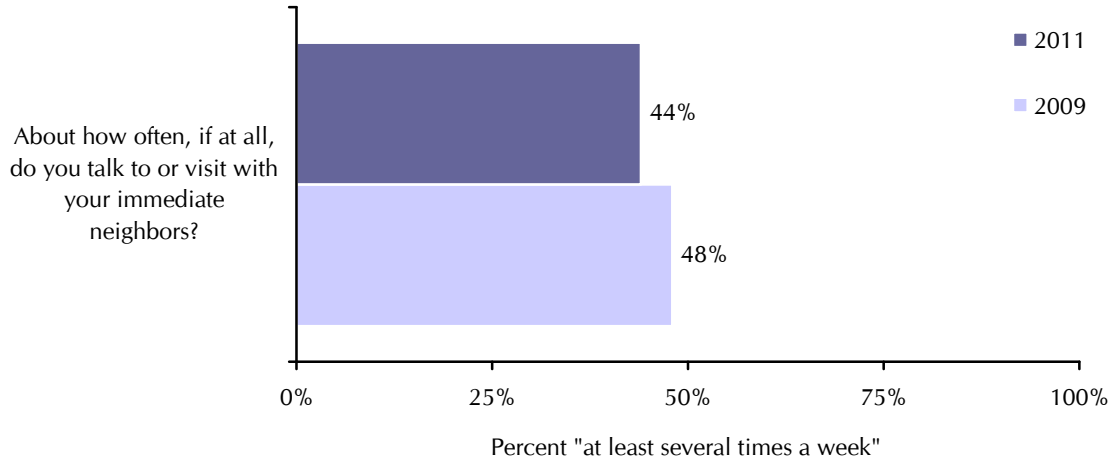


FIGURE 75: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	California cities comparison
Has contact with neighbors at least several times per week	Less	Much less

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the City of Elk Grove 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 Elk Grove 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 Elk Grove may be colored by their dislike of what all levels of government provide.

About half of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the City of Elk Grove does at welcoming citizen involvement, 43% rated it as "excellent" or "good." Of these four ratings, two were similar to the national benchmark and two were below the national benchmark.

FIGURE 76: PUBLIC TRUST RATINGS BY YEAR

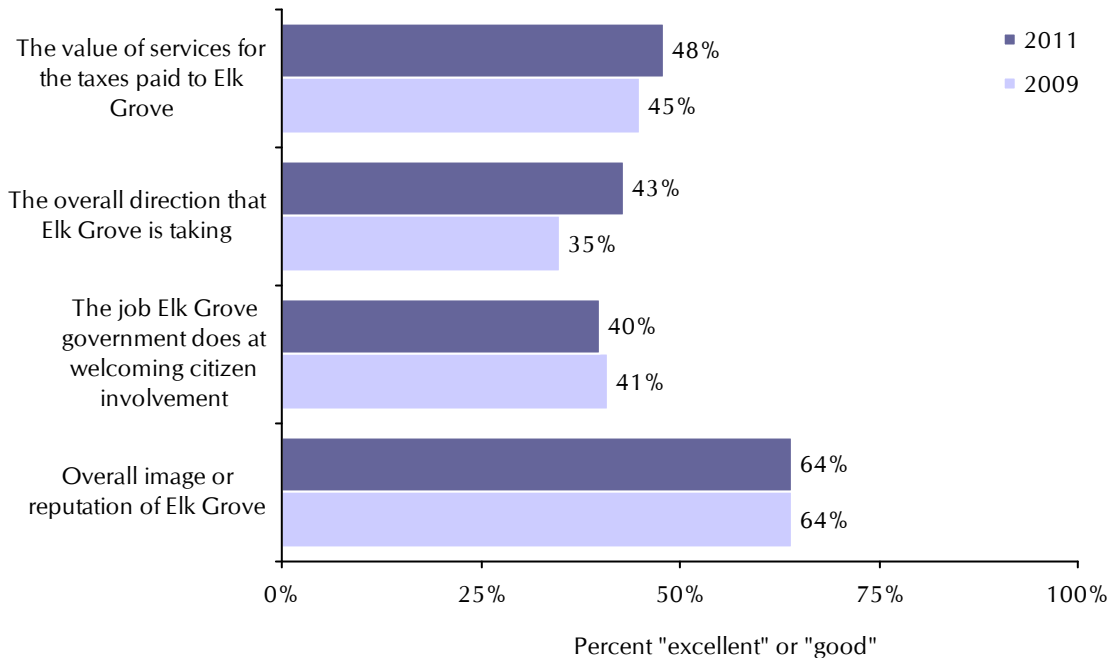


FIGURE 77: PUBLIC TRUST BENCHMARKS

	National comparison	California cities comparison
Value of services for the taxes paid to Elk Grove	Similar	Below
The overall direction that Elk Grove is taking	Below	Below
Job Elk Grove government does at welcoming citizen involvement	Below	Below
Overall image or reputation of Elk Grove	Similar	Below

On average, residents of the City of Elk Grove 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 Elk Grove was rated as “excellent” or “good” by 67% of survey participants. Ratings of overall City services have remained stable over the last two years.

FIGURE 78: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

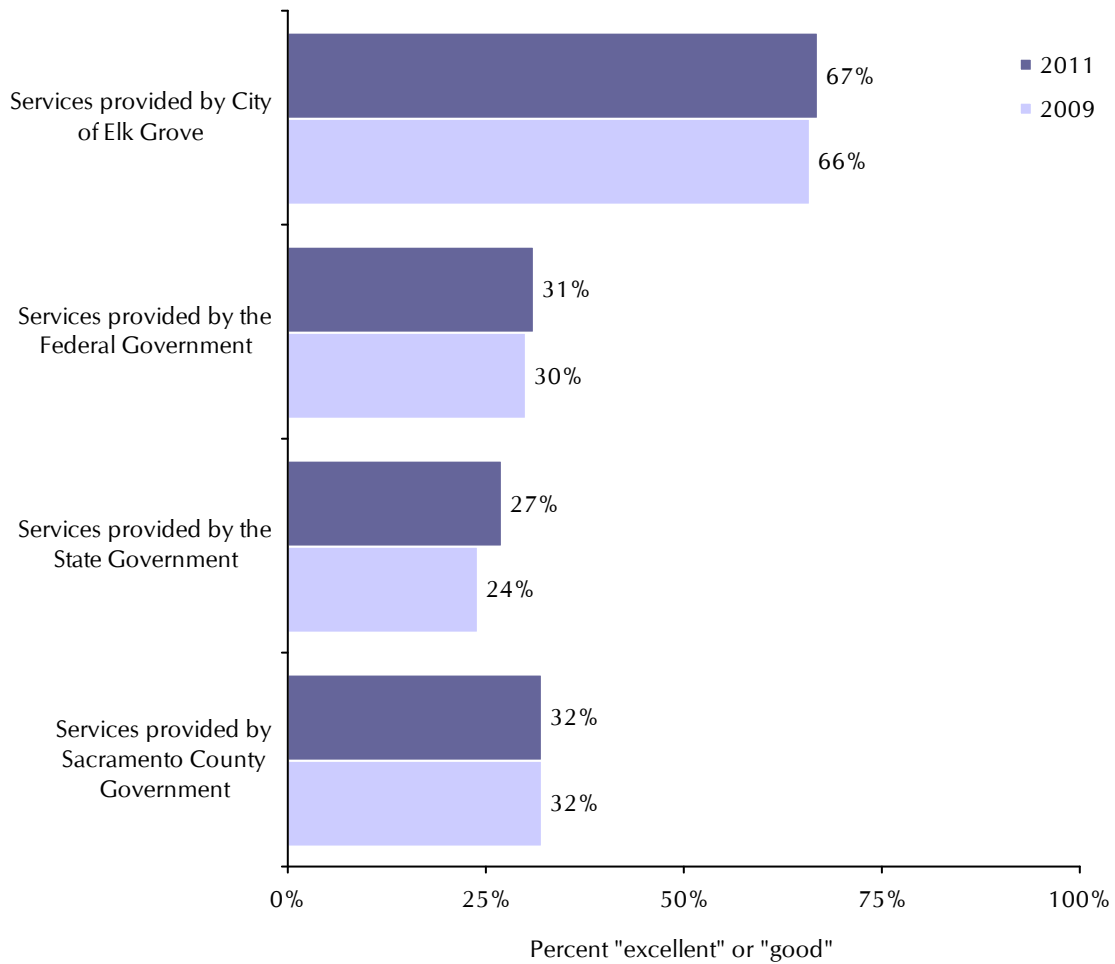


FIGURE 79: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	California cities comparison
Services provided by the City of Elk Grove	Similar	Below
Services provided by the Federal Government	Below	Similar
Services provided by the State Government	Much below	Similar
Services provided by Sacramento County Government	Much below	Below

City of Elk Grove Employees

The employees of the City of Elk Grove who interact with the public create the first impression that most residents have of the City of Elk Grove. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight crime and even give traffic tickets are the collective face of the City of Elk Grove. 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 Elk Grove 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 37% who reported that they had been in contact (a percent that is much lower than the benchmark comparisons) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated favorably by a majority of respondents; 67% of respondents rated their overall impression as "excellent" or "good." Employees' ratings had remained stable over time.

FIGURE 80: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

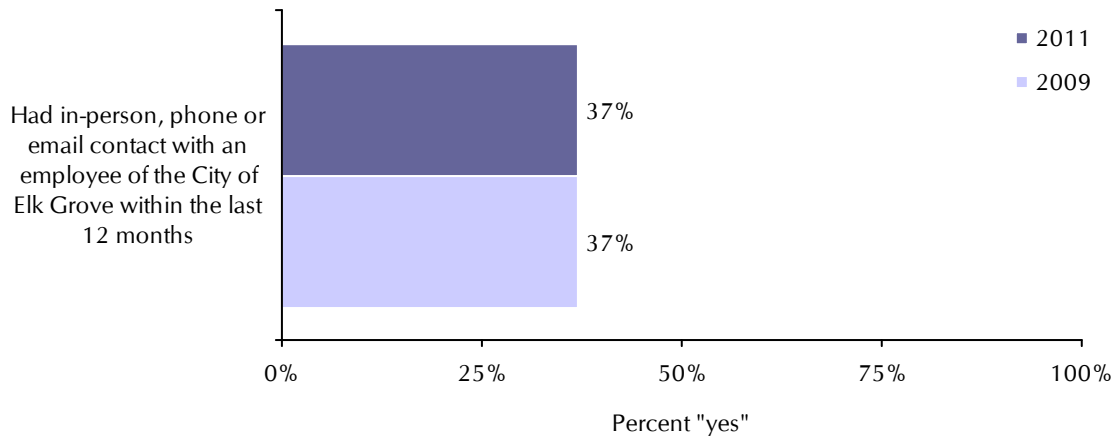


FIGURE 81: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	California cities comparison
Had contact with City employee(s) in last 12 months	Much less	Much less

FIGURE 82: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

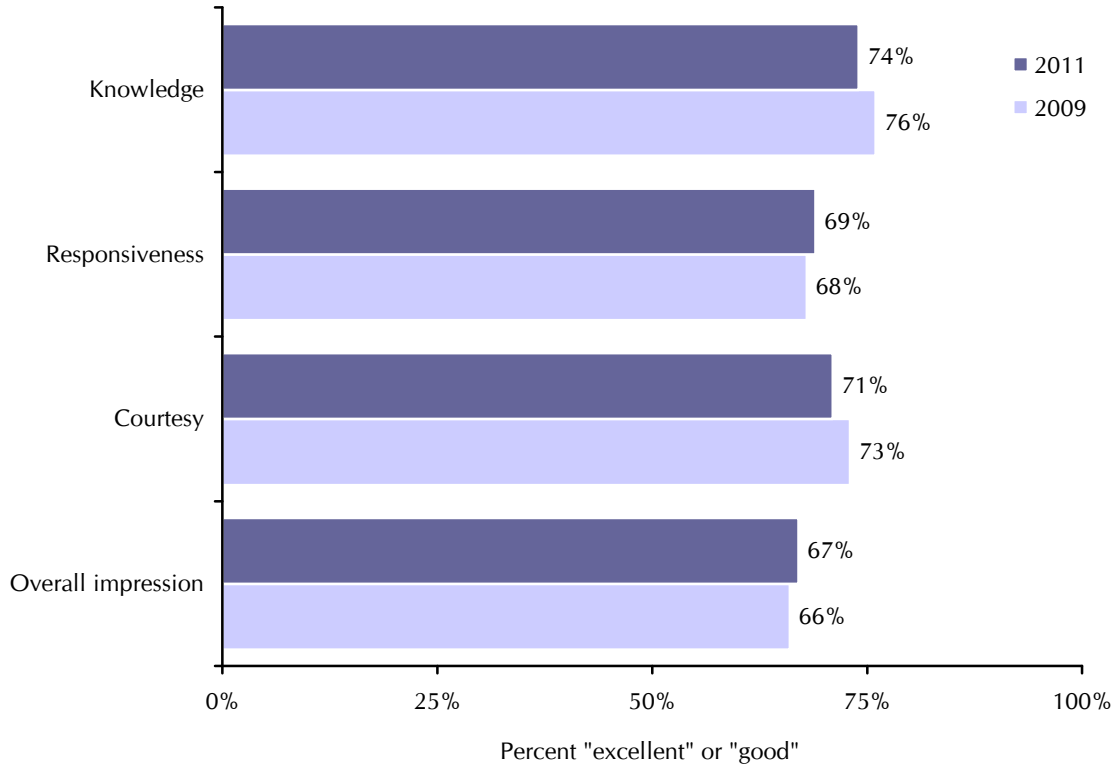


FIGURE 83: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	California cities comparison
Knowledge	Below	Below
Responsiveness	Below	Similar
Courteousness	Below	Similar
Overall impression	Below	Below

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 Elk Grove by examining the relationships between ratings of each service and ratings of the City of Elk Grove'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 Elk Grove 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 Elk Grove Key Driver Analysis were:

- Preservation of natural areas
- Garbage collection
- Traffic enforcement
- Economic development

CITY OF ELK GROVE ACTION CHART

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

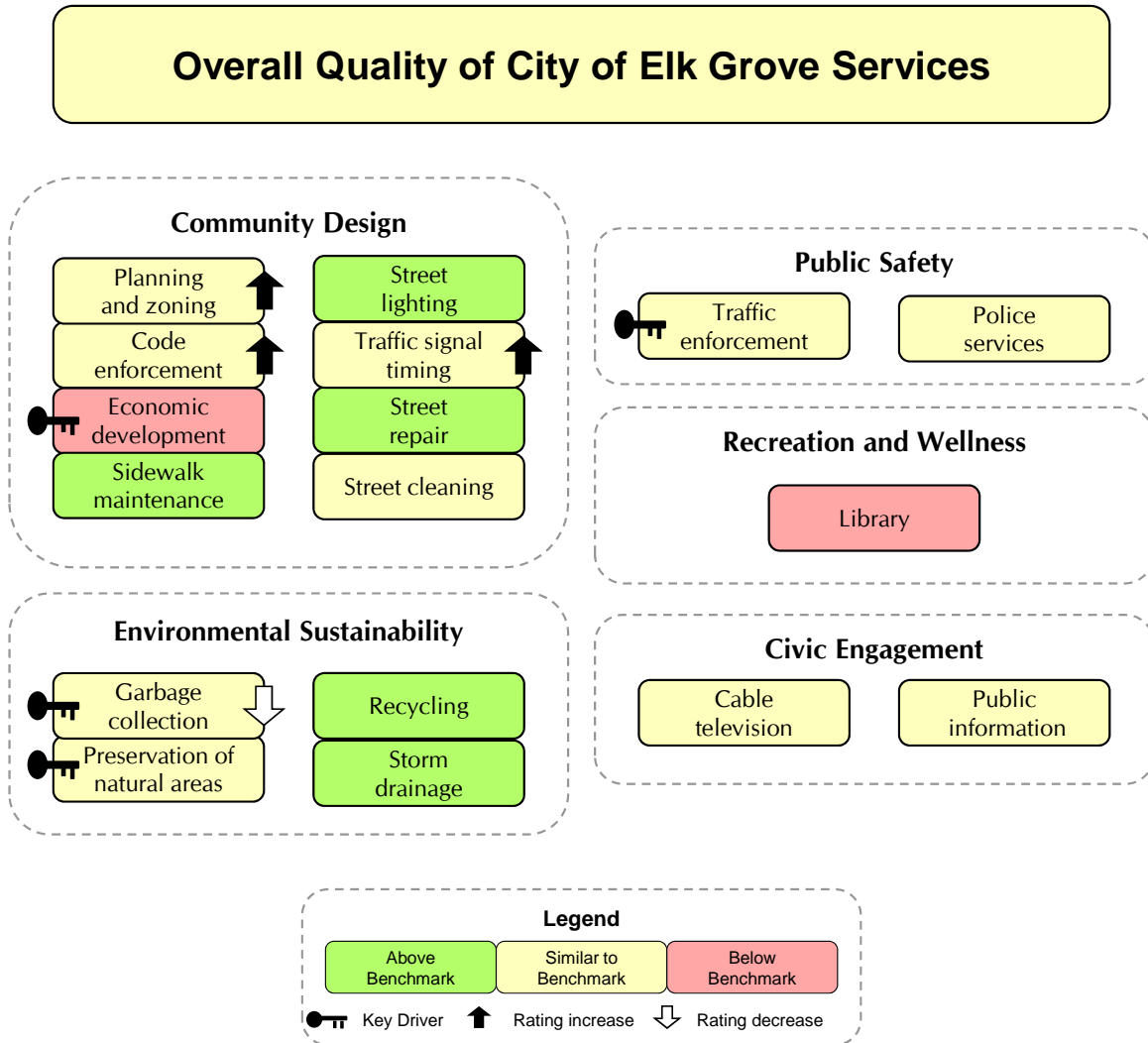
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services.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

Seventeen services were included in the KDA for the City of Elk Grove. Of these, five were above the benchmark, two were below the benchmark and ten 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 not at least similar to the benchmark. In Elk Grove, economic development was below the benchmark and preservation of natural areas, garbage collection, and traffic enforcement were similar to the benchmark. 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 84: CITY OF ELK GROVE ACTION CHART™



Using Your Action Chart™

The key drivers derived for the City of Elk Grove 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 Elk Grove, 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 Elk Grove, 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 Elk Grove 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 Elk Grove 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 85: KEY DRIVERS COMPARED

Service	City of Elk Grove Key Drivers	National Key Drivers	Core Services
Police services		✓	✓
Traffic enforcement	✓		
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection	✓		✓
◦ Recycling			
Storm drainage			✓
Land use planning and zoning		✓	
Code enforcement			✓
• Economic development	✓	✓	
◦ Public library			
Public information services		✓	
◦ Cable television			
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, when applicable.

Custom Question 1			
Please indicate if you or anyone in your household had contact with the Elk Grove Code Enforcement Department in the last 12 months:	No	Yes	Total
To report a code violation in the community	89%	11%	100%
To be notified that your household was in violation of a code	94%	6%	100%

Custom Question 2	
Please indicate how familiar or unfamiliar you are with what the Elk Grove Code Enforcement Department does and how it works:	Percent of respondents
Very familiar	7%
Somewhat familiar	30%
Somewhat unfamiliar	20%
Not at all familiar	43%
Total	100%

Custom Question 3					
Please indicate how likely or unlikely you would be to take the following actions regarding a City program or project:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Attend a meeting at City Hall	6%	30%	32%	33%	100%
Attend a meeting in my neighborhood	17%	46%	19%	18%	100%
Send participation comments online or by mail	25%	42%	17%	17%	100%
Participation in a focus group	12%	28%	32%	28%	100%
Contact a member of the City Council	9%	28%	33%	30%	100%

Custom Question 4					
Please indicate the extent to which you agree or disagree that the City of Elk Grove welcomes your participation in local government in each of the following ways:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
Participation at City Council meeting	15%	52%	22%	11%	100%
Participation at neighborhood meeting	16%	62%	17%	6%	100%
Send participation comments online or by mail	18%	51%	25%	6%	100%
Participation in a focus group	11%	50%	28%	11%	100%
Contact a member of the City Council	14%	48%	25%	13%	100%
Draft proposed Ordinance, Resolutions, or other local laws	8%	41%	35%	16%	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 Elk Grove:	Excellent	Good	Fair	Poor	Total
Elk Grove as a place to live	22%	60%	17%	1%	100%
Your neighborhood as a place to live	29%	55%	15%	2%	100%
Elk Grove as a place to raise children	23%	57%	18%	3%	100%
Elk Grove as a place to work	8%	34%	37%	21%	100%
Elk Grove as a place to retire	14%	45%	29%	12%	100%
The overall quality of life in Elk Grove	15%	60%	24%	2%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	12%	50%	29%	9%	100%
Openness and acceptance of the community towards people of diverse backgrounds	14%	54%	26%	5%	100%
Overall appearance of Elk Grove	18%	63%	16%	3%	100%
Cleanliness of Elk Grove	16%	63%	18%	2%	100%
Overall quality of new development in Elk Grove	8%	49%	30%	12%	100%
Variety of housing options	11%	45%	36%	9%	100%
Overall quality of business and service establishments in Elk Grove	13%	46%	34%	8%	100%
Shopping opportunities	15%	37%	30%	18%	100%
Opportunities to attend cultural activities	10%	34%	40%	16%	100%
Recreational opportunities	18%	41%	33%	8%	100%
Employment opportunities	3%	19%	40%	38%	100%
Educational opportunities	9%	46%	36%	10%	100%
Opportunities to participate in social events and activities	10%	49%	36%	6%	100%
Opportunities to participate in religious or spiritual events and activities	12%	52%	30%	5%	100%
Opportunities to volunteer	11%	52%	32%	6%	100%
Opportunities to participate in community matters	10%	50%	32%	8%	100%
Ease of car travel in Elk Grove	15%	39%	31%	15%	100%
Ease of bus travel in Elk Grove	9%	43%	31%	17%	100%
Ease of bicycle travel in Elk Grove	10%	42%	37%	10%	100%
Ease of walking in Elk Grove	17%	45%	32%	6%	100%
Availability of paths and walking trails	19%	39%	32%	9%	100%
Traffic flow on major streets	6%	31%	36%	27%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality housing	9%	35%	43%	13%	100%
Availability of affordable quality child care	7%	33%	40%	20%	100%
Availability of affordable quality health care	9%	50%	30%	11%	100%
Availability of affordable quality food	12%	56%	27%	6%	100%
Availability of preventive health services	10%	48%	34%	8%	100%
Air quality	6%	52%	36%	6%	100%
Quality of overall natural environment in Elk Grove	11%	53%	32%	4%	100%
Overall image or reputation of Elk Grove	11%	53%	31%	5%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Elk Grove over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	6%	37%	33%	22%	100%
Retail growth (stores, restaurants, etc.)	11%	36%	37%	11%	6%	100%
Jobs growth	42%	47%	11%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Elk Grove?	Percent of respondents
Not a problem	16%
Minor problem	49%
Moderate problem	28%
Major problem	7%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Elk Grove:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	20%	48%	17%	13%	3%	100%
Property crimes (e.g., burglary, theft)	8%	44%	18%	19%	12%	100%
Environmental hazards, including toxic waste	32%	39%	22%	5%	2%	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	50%	41%	5%	3%	0%	100%
In your neighborhood after dark	25%	47%	12%	11%	4%	100%
In Elk Grove's commercial areas during the day	33%	53%	8%	5%	2%	100%
In Elk Grove's commercial areas after dark	9%	46%	19%	19%	7%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the City of Elk Grove 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 Elk Grove Police Department within the last 12 months?	64%	36%

Question 8: Ratings of Contact with Police Department				
What was your overall impression of your most recent contact with the City of Elk Grove Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the City of Elk Grove Police Department?	32%	34%	20%	13%

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	90%
Yes	10%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	9%
Yes	91%
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 Elk Grove?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Elk Grove public libraries or their services	39%	21%	21%	12%	8%	100%
Ridden a local bus within Elk Grove	85%	5%	2%	4%	4%	100%
Attended a meeting of local elected officials or other local public meeting	81%	15%	4%	0%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	78%	16%	4%	1%	0%	100%
Read Elk Grove Newsletter	11%	33%	44%	9%	2%	100%
Visited the City of Elk Grove Web site (at www.elkgrovecity.org)	30%	32%	33%	5%	0%	100%
Recycled used paper, cans or bottles from your home	4%	4%	15%	11%	66%	100%
Volunteered your time to some group or activity in Elk Grove	57%	24%	12%	2%	6%	100%
Participated in religious or spiritual activities in Elk Grove	50%	14%	11%	8%	16%	100%
Participated in a club or civic group in Elk Grove	77%	11%	5%	3%	4%	100%
Provided help to a friend or neighbor	7%	28%	40%	17%	10%	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	23%
Several times a month	18%
Less than several times a month	38%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Elk Grove:	Excellent	Good	Fair	Poor	Total
Police services	17%	60%	19%	4%	100%
Crime prevention	9%	52%	30%	9%	100%
Traffic enforcement	10%	52%	30%	9%	100%
Street repair	12%	45%	35%	8%	100%
Street cleaning	11%	53%	29%	6%	100%
Street lighting	12%	55%	28%	5%	100%
Sidewalk maintenance	12%	55%	27%	6%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Elk Grove:	Excellent	Good	Fair	Poor	Total
Traffic signal timing	12%	41%	28%	19%	100%
Bus or transit services	13%	42%	33%	12%	100%
Garbage collection	29%	50%	19%	2%	100%
Recycling	27%	54%	16%	3%	100%
Yard waste pick-up	27%	53%	18%	2%	100%
Storm drainage	17%	55%	20%	9%	100%
Land use, planning and zoning	10%	40%	33%	17%	100%
Code enforcement (weeds, abandoned buildings, etc.)	8%	41%	33%	17%	100%
Animal control	10%	54%	22%	14%	100%
Economic development	7%	30%	36%	27%	100%
Services to seniors	12%	55%	26%	6%	100%
Services to youth	13%	50%	28%	9%	100%
Services to low-income people	7%	39%	30%	24%	100%
Public library services	18%	56%	24%	3%	100%
Public information services	10%	50%	35%	6%	100%
Cable television	13%	48%	26%	13%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	52%	23%	15%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	12%	41%	38%	9%	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 Elk Grove	11%	57%	27%	5%	100%
The Federal Government	4%	27%	42%	28%	100%
The State Government	3%	23%	45%	28%	100%
Sacramento County Government	5%	28%	47%	21%	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 Elk Grove to someone who asks	44%	41%	8%	7%	100%
Remain in Elk Grove for the next five years	56%	25%	11%	8%	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	16%
Neutral	36%
Somewhat negative	36%
Very negative	10%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Elk Grove within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	63%
Yes	37%
Total	100%

Question 18: City Employees					
What was your impression of the employee(s) of the City of Elk Grove in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	22%	52%	19%	7%	100%
Responsiveness	27%	42%	19%	12%	100%
Courtesy	32%	39%	25%	4%	100%
Overall impression	24%	43%	25%	7%	100%

Question 19: Government Performance					
Please rate the following categories of Elk Grove government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Elk Grove	6%	42%	34%	18%	100%
The overall direction that Elk Grove is taking	6%	36%	39%	18%	100%
The job Elk Grove government does at welcoming citizen involvement	5%	35%	45%	15%	100%

Question 20a: Custom Question 1			
Please indicate if you or anyone in your household had contact with the Elk Grove Code Enforcement Department in the last 12 months:	No	Yes	Total
To report a code violation in the community	89%	11%	100%
To be notified that your household was in violation of a code	94%	6%	100%

Question 20b: Custom Question 2	
Please indicate how familiar or unfamiliar you are with what the Elk Grove Code Enforcement Department does and how it works:	Percent of respondents
Very familiar	7%
Somewhat familiar	30%
Somewhat unfamiliar	20%
Not at all familiar	43%
Total	100%

Question 20c: Custom Question 3					
Please indicate how likely or unlikely you would be to take the following actions regarding a City program or project:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Attend a meeting at City Hall	6%	30%	32%	33%	100%
Attend a meeting in my neighborhood	17%	46%	19%	18%	100%
Send participation comments online or by mail	25%	42%	17%	17%	100%
Participation in a focus group	12%	28%	32%	28%	100%
Contact a member of the City Council	9%	28%	33%	30%	100%

Question 20d: Custom Question 4					
Please indicate the extent to which you agree or disagree that the City of Elk Grove welcomes your participation in local government in each of the following ways:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
Participation at City Council meeting	15%	52%	22%	11%	100%
Participation at neighborhood meeting	16%	62%	17%	6%	100%
Send participation comments online or by mail	18%	51%	25%	6%	100%
Participation in a focus group	11%	50%	28%	11%	100%
Contact a member of the City Council	14%	48%	25%	13%	100%
Draft proposed Ordinance, Resolutions, or other local laws	8%	41%	35%	16%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	36%
Yes, full-time	57%
Yes, part-time	7%
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	75%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	0%
Work at home	9%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Elk Grove?	Percent of respondents
Less than 2 years	12%
2 to 5 years	24%
6 to 10 years	24%
11 to 20 years	22%
More than 20 years	18%
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	89%
House attached to one or more houses (e.g., a duplex or townhome)	2%
Building with two or more apartments or condominiums	10%
Mobile home	0%
Other	0%
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	24%
Owned by you or someone in this house with a mortgage or free and clear	76%
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	3%
\$300 to \$599 per month	5%
\$600 to \$999 per month	11%
\$1,000 to \$1,499 per month	25%
\$1,500 to \$2,499 per month	40%
\$2,500 or more per month	15%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	53%
Yes	47%
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	74%
Yes	26%
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	13%
\$25,000 to \$49,999	25%
\$50,000 to \$99,999	36%
\$100,000 to \$149,000	19%
\$150,000 or more	8%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	86%
Yes, I consider myself to be Spanish, Hispanic or Latino	14%
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	2%
Asian, Asian Indian or Pacific Islander	32%
Black or African American	6%
White	55%
Other	11%
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	1%
25 to 34 years	26%
35 to 44 years	25%
45 to 54 years	19%
55 to 64 years	15%
65 to 74 years	9%
75 years or older	5%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	52%
Male	48%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	17%
Yes	82%
Ineligible to vote	1%
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	18%
Yes	78%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	24%
Yes	76%
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	34%
Land line	38%
Both	28%
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 Elk Grove:	Excellent		Good		Fair		Poor		Don't know		Total	
	Elk Grove as a place to live	22%	62	60%	168	17%	47	1%	4	0%	0	100%
Your neighborhood as a place to live	29%	81	55%	153	15%	41	2%	6	0%	0	100%	281
Elk Grove as a place to raise children	20%	56	51%	142	16%	43	2%	6	10%	28	100%	276
Elk Grove as a place to work	6%	17	25%	68	27%	74	15%	42	28%	77	100%	278
Elk Grove as a place to retire	12%	35	40%	111	25%	70	10%	29	13%	35	100%	280
The overall quality of life in Elk Grove	15%	40	60%	165	24%	67	2%	4	0%	0	100%	277

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	11%	31	48%	134	28%	77	9%	24	4%	10	100%
Openness and acceptance of the community towards people of diverse backgrounds	14%	38	52%	144	25%	70	5%	13	5%	15	100%	279
Overall appearance of Elk Grove	18%	51	62%	173	16%	44	3%	9	1%	2	100%	279
Cleanliness of Elk Grove	16%	46	63%	177	18%	50	2%	7	0%	0	100%	280
Overall quality of new development in Elk Grove	8%	23	46%	130	29%	81	12%	33	5%	14	100%	281
Variety of housing options	9%	26	40%	114	32%	90	8%	22	11%	30	100%	282
Overall quality of business and service establishments in Elk Grove	13%	35	45%	124	33%	91	8%	22	1%	4	100%	275
Shopping opportunities	15%	42	37%	105	30%	84	18%	50	0%	0	100%	281
Opportunities to attend cultural activities	9%	25	31%	86	36%	100	15%	41	10%	29	100%	281
Recreational opportunities	17%	49	39%	110	31%	88	8%	23	4%	11	100%	282
Employment opportunities	2%	6	15%	42	31%	87	29%	82	23%	65	100%	281
Educational opportunities	8%	23	42%	116	32%	91	9%	25	9%	24	100%	279

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Elk Grove as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	9%	25	46%	128	34%	95	5%	15	6%	16	100%
Opportunities to participate in religious or spiritual events and activities	10%	28	42%	118	25%	69	4%	12	19%	53	100%	280
Opportunities to volunteer	9%	24	41%	115	25%	70	5%	13	20%	57	100%	279
Opportunities to participate in community matters	8%	23	42%	113	27%	73	7%	18	16%	44	100%	271
Ease of car travel in Elk Grove	14%	39	38%	106	30%	83	14%	40	4%	11	100%	280
Ease of bus travel in Elk Grove	5%	14	25%	69	18%	50	10%	27	42%	114	100%	275
Ease of bicycle travel in Elk Grove	9%	25	36%	100	32%	88	9%	24	15%	41	100%	279
Ease of walking in Elk Grove	16%	45	43%	119	30%	84	6%	17	4%	12	100%	277
Availability of paths and walking trails	18%	51	37%	102	31%	85	9%	24	6%	15	100%	277
Traffic flow on major streets	6%	16	31%	86	36%	100	27%	74	1%	2	100%	278
Availability of affordable quality housing	7%	20	28%	79	35%	98	10%	29	19%	54	100%	279
Availability of affordable quality child care	4%	10	18%	49	22%	61	11%	31	46%	126	100%	276
Availability of affordable quality health care	8%	22	43%	121	26%	73	10%	28	13%	37	100%	281
Availability of affordable quality food	12%	32	55%	154	27%	74	6%	16	0%	1	100%	277
Availability of preventive health services	8%	23	40%	110	28%	78	7%	20	17%	48	100%	279
Air quality	6%	16	49%	138	34%	96	6%	16	5%	13	100%	280
Quality of overall natural environment in Elk Grove	11%	30	51%	143	31%	88	4%	11	2%	7	100%	279
Overall image or reputation of Elk Grove	10%	29	52%	146	30%	85	5%	14	2%	5	100%	279

Question 3: Growth														
Please rate the speed of growth in the following categories in Elk Grove 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	1%	3	5%	14	32%	89	28%	79	19%	53	14%	39	100%
Retail growth (stores, restaurants, etc.)	10%	28	34%	94	34%	95	10%	28	5%	15	7%	20	100%	279
Jobs growth	30%	84	34%	94	8%	23	0%	1	0%	0	27%	76	100%	277

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Elk Grove?	Percent of respondents	Count
Not a problem	14%	40
Minor problem	45%	125
Moderate problem	25%	70
Major problem	7%	19
Don't know	9%	25
Total	100%	278

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Elk Grove:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	19%	53	46%	127	16%	45	12%	34	3%	9	3%	10	100%
Property crimes (e.g., burglary, theft)	7%	21	43%	120	17%	48	19%	52	12%	32	2%	6	100%	278
Environmental hazards, including toxic waste	28%	78	35%	97	20%	54	5%	13	2%	5	11%	30	100%	277

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	50%	140	41%	116	5%	14	3%	10	0%	0	0%	0	100%
In your neighborhood after dark	25%	69	47%	132	12%	34	11%	31	4%	12	1%	2	100%	279
In Elk Grove's commercial areas during the day	32%	91	52%	144	8%	23	5%	13	2%	4	2%	5	100%	280
In Elk Grove's commercial areas after dark	8%	23	43%	121	18%	49	18%	49	6%	18	7%	20	100%	280

Question 7: Contact with Police Department														
Have you had any in-person or phone contact with an employee of the City of Elk Grove 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 Elk Grove Police Department within the last 12 months?							62%	174	36%	100	2%	5	100%	279

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Elk Grove Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Elk Grove Police Department?	32%	32	34%	34	20%	20	13%	13	0%	0	100%

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	89%	248
Yes	10%	27
Don't know	2%	5
Total	100%	279

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	9%	2
Yes	91%	24
Don't know	0%	0
Total	100%	27

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Elk Grove?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Elk Grove public libraries or their services	39%	107	21%	59	21%	57	12%	32	8%	21	100%
Ridden a local bus within Elk Grove	85%	234	5%	13	2%	6	4%	11	4%	12	100%	277
Attended a meeting of local elected officials or other local public meeting	81%	222	15%	42	4%	10	0%	0	0%	1	100%	276
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	78%	215	16%	45	4%	12	1%	4	0%	0	100%	276
Read Elk Grove Newsletter	11%	30	33%	90	44%	118	9%	25	2%	7	100%	270
Visited the City of Elk Grove Web site (at www.elkgrovecity.org)	30%	82	32%	87	33%	90	5%	14	0%	1	100%	274
Recycled used paper, cans or bottles from your home	4%	10	4%	10	15%	41	11%	30	66%	181	100%	273
Volunteered your time to some group or activity in Elk Grove	57%	156	24%	65	12%	32	2%	7	6%	15	100%	275
Participated in religious or spiritual activities in Elk Grove	50%	140	14%	40	11%	31	8%	21	16%	45	100%	278
Participated in a club or civic group in Elk Grove	77%	212	11%	31	5%	13	3%	9	4%	11	100%	276
Provided help to a friend or neighbor	7%	18	28%	77	40%	110	17%	47	10%	27	100%	279

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%	57
Several times a week	23%	65
Several times a month	18%	50
Less than several times a month	38%	105
Total	100%	277

Question 13: Service Quality												
Please rate the quality of each of the following services in Elk Grove:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	15%	42	52%	144	17%	46	3%	9	13%	37	100%
Crime prevention	7%	20	42%	117	24%	68	7%	19	19%	54	100%	278
Traffic enforcement	9%	24	47%	130	27%	74	8%	23	9%	25	100%	275
Street repair	12%	33	44%	122	34%	94	7%	21	3%	8	100%	277
Street cleaning	11%	30	51%	142	28%	77	6%	16	5%	13	100%	277
Street lighting	12%	32	54%	149	28%	77	5%	14	2%	5	100%	277
Sidewalk maintenance	11%	31	52%	145	26%	73	6%	17	4%	12	100%	277
Traffic signal timing	11%	31	41%	112	27%	75	19%	52	1%	4	100%	274
Bus or transit services	6%	18	21%	57	16%	44	6%	15	51%	140	100%	273
Garbage collection	29%	80	50%	138	19%	52	2%	5	0%	1	100%	277
Recycling	27%	74	52%	145	16%	44	3%	7	3%	7	100%	278
Yard waste pick-up	25%	71	49%	136	16%	45	2%	6	7%	20	100%	277
Storm drainage	15%	41	50%	137	18%	51	8%	21	9%	26	100%	276
Land use, planning and zoning	8%	21	31%	86	26%	72	14%	37	21%	58	100%	274
Code enforcement (weeds, abandoned buildings, etc.)	7%	18	33%	90	27%	73	14%	38	20%	55	100%	276
Animal control	7%	19	36%	100	15%	41	9%	26	33%	90	100%	276
Economic development	6%	16	23%	63	28%	77	21%	57	22%	62	100%	274
Services to seniors	6%	16	25%	70	12%	33	3%	8	54%	150	100%	277

Question 13: Service Quality												
Please rate the quality of each of the following services in Elk Grove:	Excellent		Good		Fair		Poor		Don't know		Total	
	Services to youth	8%	22	30%	81	16%	45	5%	14	41%	113	100%
Services to low-income people	3%	8	17%	46	13%	35	10%	28	57%	159	100%	276
Public library services	14%	40	46%	127	19%	53	2%	6	18%	50	100%	276
Public information services	8%	21	38%	104	27%	72	4%	12	23%	63	100%	271
Cable television	10%	28	38%	106	21%	58	10%	29	20%	56	100%	276
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	5%	13	24%	66	11%	29	7%	20	53%	144	100%	273
Preservation of natural areas such as open space, farmlands and greenbelts	9%	24	31%	85	29%	78	7%	19	24%	66	100%	271

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 Elk Grove	10%	28	53%	148	26%	71	5%	13	6%	17	100%
The Federal Government	3%	8	22%	60	33%	91	22%	61	20%	56	100%	275
The State Government	3%	8	19%	53	37%	102	24%	65	17%	47	100%	275
Sacramento County Government	4%	11	23%	63	39%	106	18%	48	17%	46	100%	274

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 Elk Grove to someone who asks	44%	121	41%	113	8%	22	7%	19	1%	2	100%
Remain in Elk Grove for the next five years	55%	151	24%	67	10%	29	8%	21	3%	7	100%	275

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%	6
Somewhat positive	16%	43
Neutral	36%	101
Somewhat negative	36%	101
Very negative	10%	27
Total	100%	279

Question 17: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Elk Grove within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	63%	176
Yes	37%	102
Total	100%	278

Question 18: City Employees												
What was your impression of the employee(s) of the City of Elk Grove in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	21%	22	50%	51	18%	19	7%	7	3%	3	100%
Responsiveness	27%	27	42%	42	19%	19	12%	12	0%	0	100%	101
Courtesy	32%	32	39%	40	25%	25	4%	4	0%	0	100%	101
Overall impression	24%	24	43%	44	25%	25	7%	7	0%	0	100%	101

Question 19: Government Performance												
Please rate the following categories of Elk Grove government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Elk Grove	5%	15	36%	100	30%	83	15%	42	14%	39	100%
The overall direction that Elk Grove is taking	5%	15	30%	85	33%	91	15%	43	16%	45	100%	278
The job Elk Grove government does at welcoming citizen involvement	3%	9	25%	69	31%	87	11%	29	30%	85	100%	279

Question 20a: Custom Question 1									
Please indicate if you or anyone in your household had contact with the Elk Grove Code Enforcement Department in the last 12 months:	No		Yes		Don't know		Total		
	To report a code violation in the community	78%	214	10%	26	12%	33	100%	273
To be notified that your household was in violation of a code	83%	225	5%	13	12%	32	100%	270	

Question 20b: Custom Question 2		
Please indicate how familiar or unfamiliar you are with what the Elk Grove Code Enforcement Department does and how it works:	Percent of respondents	Count
Very familiar	7%	19
Somewhat familiar	30%	82
Somewhat unfamiliar	20%	56
Not at all familiar	43%	117
Total	100%	274

Question 20c: Custom Question 3												
Please indicate how likely or unlikely you would be to take the following actions regarding a City program or project:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Attend a meeting at City Hall	5%	14	27%	75	29%	81	30%	85	9%	25	100%
Attend a meeting in my neighborhood	16%	45	43%	121	18%	51	17%	48	5%	14	100%	279
Send participation comments online or by mail	24%	66	40%	112	16%	46	16%	45	4%	11	100%	280
Participation in a focus group	11%	31	25%	71	29%	82	26%	72	8%	22	100%	278
Contact a member of the City Council	8%	22	25%	70	30%	84	28%	77	9%	26	100%	279

Question 20d: Custom Question 4												
Please indicate the extent to which you agree or disagree that the City of Elk Grove welcomes your participation in local government in each of the following ways:	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	Participation at City Council meeting	8%	22	28%	77	11%	32	6%	17	47%	132	100%
Participation at neighborhood meeting	9%	25	35%	98	10%	27	3%	9	43%	120	100%	279
Send participation comments online or by mail	10%	29	30%	83	15%	41	4%	10	41%	114	100%	277
Participation in a focus group	5%	15	25%	70	14%	39	6%	16	50%	139	100%	278
Contact a member of the City Council	8%	21	27%	74	14%	38	7%	19	45%	125	100%	278
Draft proposed Ordinance, Resolutions, or other local laws	4%	11	19%	54	16%	46	8%	21	53%	146	100%	277

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	36%	96
Yes, full-time	57%	154
Yes, part-time	7%	18
Total	100%	268

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	75%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	0%
Work at home	9%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Elk Grove?	Percent of respondents	Count
Less than 2 years	12%	33
2 to 5 years	24%	65
6 to 10 years	24%	65
11 to 20 years	22%	61
More than 20 years	18%	51
Total	100%	275

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	89%	244
House attached to one or more houses (e.g., a duplex or townhome)	2%	5
Building with two or more apartments or condominiums	10%	27
Mobile home	0%	0
Other	0%	0
Total	100%	275

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	24%	62
Owned by you or someone in this house with a mortgage or free and clear	76%	203
Total	100%	265

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	3%	9
\$300 to \$599 per month	5%	13
\$600 to \$999 per month	11%	29
\$1,000 to \$1,499 per month	25%	67
\$1,500 to \$2,499 per month	40%	107
\$2,500 or more per month	15%	39
Total	100%	264

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	53%	143
Yes	47%	129
Total	100%	272

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	74%	202
Yes	26%	71
Total	100%	273

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	13%	32
\$25,000 to \$49,999	25%	63
\$50,000 to \$99,999	36%	92
\$100,000 to \$149,000	19%	47
\$150,000 or more	8%	22
Total	100%	256

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	86%	230
Yes, I consider myself to be Spanish, Hispanic or Latino	14%	38
Total	100%	268

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	2%	7
Asian, Asian Indian or Pacific Islander	32%	84
Black or African American	6%	17
White	55%	145
Other	11%	28
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	1%	4
25 to 34 years	26%	70
35 to 44 years	25%	67
45 to 54 years	19%	51
55 to 64 years	15%	39
65 to 74 years	9%	24
75 years or older	5%	13
Total	100%	269

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	137
Male	48%	126
Total	100%	263

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	16%	45
Yes	79%	214
Ineligible to vote	1%	2
Don't know	4%	10
Total	100%	271

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	18%	49
Yes	78%	210
Ineligible to vote	3%	9
Don't know	1%	2
Total	100%	270

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	4%	11
Yes	96%	259
Total	100%	270

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	24%	65
Yes	76%	205
Total	100%	270

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	34%	67
Land line	38%	75
Both	28%	54
Total	100%	196

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.”

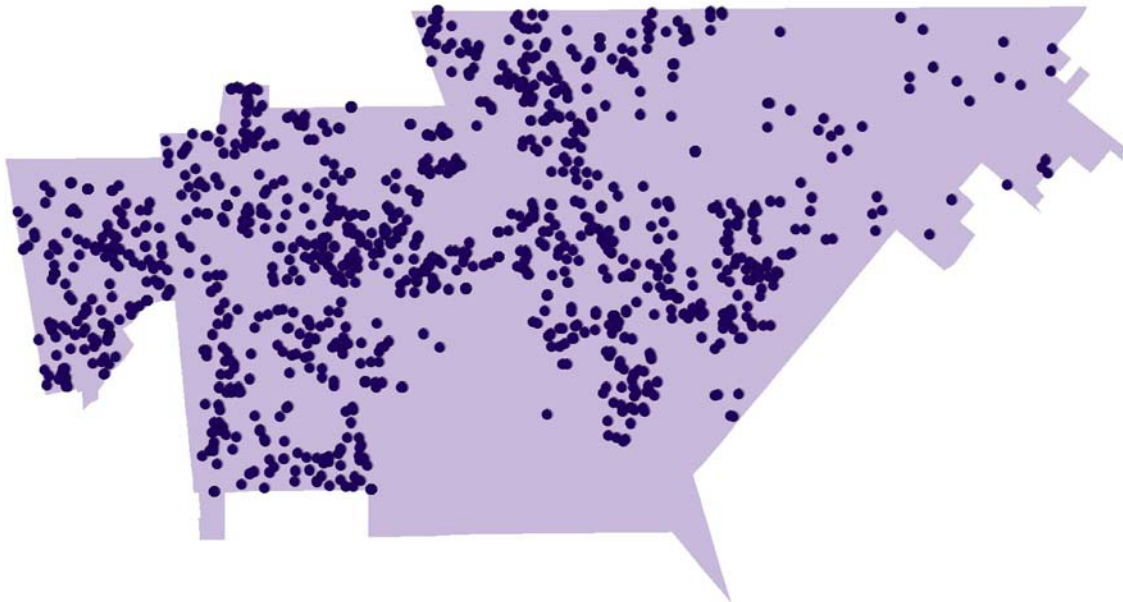
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Elk Grove 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 Elk Grove 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 Elk Grove 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 Elk Grove 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 Elk Grove. 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 86: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™ Elk Grove, CA 2011

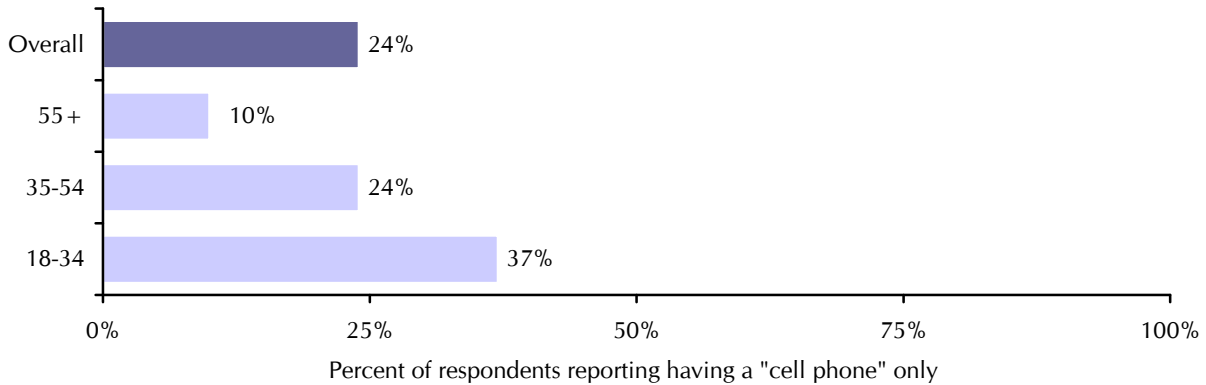


● Survey Recipient

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

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.² Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Elk Grove has a “cord cutter” population similar to the nationwide 2010 estimates.

FIGURE 87: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN ELK GROVE



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning September 12, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor 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 seven 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 Elk Grove survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (285 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

² <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

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

SURVEY PROCESSING (DATA ENTRY)

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

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

SURVEY DATA WEIGHTING

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

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

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

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

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

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

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

Elk Grove, CA Citizen Survey Weighting Table			
Characteristic	Population Norm ³	Unweighted Data	Weighted Data
Housing			
Rent home	25%	15%	24%
Own home	75%	85%	76%
Detached unit	89%	89%	89%
Attached unit	11%	11%	11%
Race and Ethnicity			
White	49%	62%	49%
Not white	51%	38%	51%
Not Hispanic	84%	88%	86%
Hispanic	16%	12%	14%
White alone, not Hispanic	42%	55%	42%
Hispanic and/or other race	58%	45%	58%
Sex and Age			
Female	53%	60%	52%
Male	47%	40%	48%
18-34 years of age	30%	10%	28%
35-54 years of age	44%	47%	44%
55+ years of age	26%	43%	29%
Females 18-34	15%	6%	14%
Females 35-54	23%	29%	23%
Females 55+	14%	26%	15%
Males 18-34	15%	4%	14%
Males 35-54	21%	18%	21%
Males 55+	12%	17%	12%

³ 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 Elk Grove to the Benchmark Database

The City of Elk Grove chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (select California cities). 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 Elk Grove 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 Elk Grove 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 Elk Grove'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 Elk Grove.

Dear Elk Grove Resident,

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

Sincerely,



Steven M. Detrick
Mayor

Dear Elk Grove Resident,

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

Sincerely,



Steven M. Detrick
Mayor

Dear Elk Grove Resident,

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

Sincerely,



Steven M. Detrick
Mayor

Dear Elk Grove Resident,

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

Sincerely,



Steven M. Detrick
Mayor



CITY OF
ELK GROVE

PROUD HERITAGE. BRIGHT FUTURE.

8401 Laguna Palms Way
Elk Grove, California 95758

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



CITY OF
ELK GROVE

PROUD HERITAGE. BRIGHT FUTURE.

8401 Laguna Palms Way
Elk Grove, California 95758

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



CITY OF
ELK GROVE

PROUD HERITAGE. BRIGHT FUTURE.

8401 Laguna Palms Way
Elk Grove, California 95758

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



CITY OF
ELK GROVE

PROUD HERITAGE. BRIGHT FUTURE.

8401 Laguna Palms Way
Elk Grove, California 95758

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

Phone: 916.683.7111
Fax: 916.627.4200

Web: www.elkgrovecity.org

8401 Laguna Palms Way
Elk Grove, California 95758



September 2011

Dear Elk Grove Resident:

The City of Elk Grove wants to know what you think about our community and municipal government. You have been randomly selected to participate in Elk Grove's 2011 Citizen Survey.

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

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 916.478.2249.

Please help us shape the future of Elk Grove. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven M. Detrick". The signature is fluid and cursive, with a large loop at the end.

Steven M. Detrick
Mayor

Phone: 916.683.7111
Fax: 916.627.4200

Web: www.elkgrovecity.org

8401 Laguna Palms Way
Elk Grove, California 95758



September 2011

Dear City of Elk Grove Resident:

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

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

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

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 916.478.2249.

Please help us shape the future of Elk Grove. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven M. Detrick". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Steven M. Detrick
Mayor

The City of Elk Grove 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 Elk Grove:

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Elk Grove.....	1	2	3	4	5
Cleanliness of Elk Grove.....	1	2	3	4	5
Overall quality of new development in Elk Grove.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Overall quality of business and service establishments in Elk Grove.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Educational opportunities.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Elk Grove.....	1	2	3	4	5
Ease of bus travel in Elk Grove.....	1	2	3	4	5
Ease of bicycle travel in Elk Grove.....	1	2	3	4	5
Ease of walking in Elk Grove.....	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
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 Elk Grove.....	1	2	3	4	5
Overall image or reputation of Elk Grove.....	1	2	3	4	5

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

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

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Elk Grove?
 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 Elk Grove:

	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 Elk Grove's commercial areas during the day.....	1	2	3	4	5	6
In Elk Grove's commercial areas 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 Elk Grove 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 Elk Grove 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 Elk Grove?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Elk Grove public libraries or their services	1	2	3	4	5
Ridden a local bus within Elk Grove	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
Read Elk Grove Newsletter	1	2	3	4	5
Visited the City of Elk Grove Web site (at www.elkgrovecity.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 Elk Grove	1	2	3	4	5
Participated in religious or spiritual activities in Elk Grove	1	2	3	4	5
Participated in a club or civic group in Elk Grove	1	2	3	4	5
Provided help to a friend or neighbor	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

The City of Elk Grove 2011 Citizen Survey

13. Please rate the quality of each of the following services in Elk Grove:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Crime prevention	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.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	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
Cable television	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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Elk Grove.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Sacramento County Government	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Elk Grove to someone who asks	1	2	3	4	5
Remain in Elk Grove 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, phone or email contact with an employee of the City of Elk Grove within the last 12 months (including police, receptionists, planners or any others)?

- No → Go to Question 19
 Yes → Go to Question 18

18. What was your impression of the employee(s) of the City of Elk Grove in your most recent contact? (Rate each characteristic below.)

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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

19. Please rate the following categories of Elk Grove government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Elk Grove.....	1	2	3	4	5
The overall direction that Elk Grove is taking	1	2	3	4	5
The job Elk Grove government does at welcoming citizen involvement...	1	2	3	4	5

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

- a. Please indicate if you or anyone in your household had contact with the Elk Grove Code Enforcement Department in the last 12 months:

	<i>No</i>	<i>Yes</i>	<i>Don't know</i>
To report a code violation in the community	1	2	3
To be notified that your household was in violation of a code	1	2	3

- b. Please indicate how familiar or unfamiliar you are with what the Elk Grove Code Enforcement Department does and how it works:

Very familiar Somewhat familiar Somewhat unfamiliar Not at all familiar

- c. Please indicate how likely or unlikely you would be to take the following actions regarding a City program or project:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Attend a meeting at City Hall.....	1	2	3	4	5
Attend a meeting in my neighborhood	1	2	3	4	5
Send comments online or by mail	1	2	3	4	5
Participate in a focus group	1	2	3	4	5
Contact a member of the City Council.....	1	2	3	4	5

- d. Please indicate the extent to which you agree or disagree that the City of Elk Grove welcomes your participation in local government in each of the following ways:

	<i>Strongly agree</i>	<i>Somewhat agree</i>	<i>Somewhat disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
Participation at City Council meeting	1	2	3	4	5
Participation at neighborhood meeting.....	1	2	3	4	5
Send participation comments online or by mail.....	1	2	3	4	5
Participation in a focus group	1	2	3	4	5
Contact a member of the City Council.....	1	2	3	4	5
Draft proposed Ordinances, Resolutions, or other local laws...	1	2	3	4	5

- e. The City of Elk Grove is interested in increasing your participation in how local government decisions are made. Based on your previous response, please explain how the City can involve you more in the local decision making process.

The City of Elk Grove 2011 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, rail, subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Elk Grove?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

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

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



8401 Laguna Palms Way
Elk Grove, California 95758

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