

THE NCSTM
The National Citizen SurveyTM

Livermore, CA

Trends over Time

2014



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2014 ratings for the City of Livermore to its previous survey results in 2004, 2006, 2007, 2009 and 2011. Additional reports and technical appendices are available under separate cover.

Trend data for Livermore 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.

Meaningful differences between survey years have been noted within the following tables as being “higher” or “lower” if the differences are greater than five percentage points between the 2011 and 2014 surveys, otherwise the comparison between 2011 and 2014 are noted as being “similar.” Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Livermore for 2014 generally remained stable. Of the 92 items for which comparisons were available, 56 items were rated similarly in 2011 and 2014, 6 items showed a decrease in ratings and 30 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, 20 aspects increased from 2011 to 2014 and only one decreased. Ratings for affordable quality housing decreased from 2011 to 2014. Ratings increased within the facets of Mobility (traffic flow, travel by car, ease of walking, travel by public transportation, paths and walking trails), Natural Environment (overall natural environment, air quality), Economy (shopping opportunities, Livermore as a place to work, business and services), Recreation and Wellness (health care, availability of affordable quality food, preventive health services), Education and Enrichment (K-12 education, cultural arts/music activities, child care/preschool, religious or spiritual activities). General Community Characteristics also improved from 2011 to 2014 – the overall quality of life and the overall image of Livermore were both rated more highly.
- Several facets of Governance were also trending up from 2011 to 2014; Safety (crime prevention), Built Environment (land use, planning and zoning), Economy (economic development), Recreation and Wellness (health services), Education and Enrichment (public libraries) and Community Engagement (overall direction of Livermore, welcoming citizen involvement) all saw increases. Further, ratings for the overall quality of services provided by the City of Livermore also increased from 2011 to 2014. Ratings for bus or transit services and cable television decreased from 2011 to 2014.
- Participation rates were mixed. Fewer Livermore residents reported attending a local public meeting, watching a local public meeting or volunteering in 2014 compared to 2011. However, more Livermore residents reported having a positive outlook on the economy and that they had voted in 2014 compared to 2011.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)						2014 rating compared to 2011	Comparison to benchmark					
	2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
Overall quality of life	80%	82%	87%	86%	86%	92%	Higher	Lower	Higher	Much higher	Much higher	Much higher	Similar
Overall image	NA	64%	73%	74%	77%	86%	Higher	NA	Lower	Higher	Much higher	Much higher	Similar
Place to live	86%	89%	92%	92%	93%	96%	Similar	Similar	Much higher	Much higher	Much higher	Much higher	Similar
Neighborhood	83%	82%	81%	85%	85%	88%	Similar	Similar	Similar	Similar	Much higher	Much higher	Similar
Place to raise children	78%	84%	82%	85%	88%	90%	Similar	Similar	Much higher	Much higher	Much higher	Much higher	Similar
Place to retire	47%	49%	57%	64%	68%	66%	Similar	Much lower	Much lower	Similar	Similar	Higher	Similar
Overall appearance	52%	62%	76%	80%	82%	86%	Similar	Much lower	Similar	Much higher	Much higher	Much higher	Similar

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2014 rating compared to 2011	Comparison to benchmark					
		2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
Safety	Overall feeling of safety	NA	NA	NA	NA	NA	87%	NA	NA	NA	NA	NA	NA	Similar
	Safe in neighborhood	96%	95%	95%	96%	93%	97%	Similar	Higher	Higher	Much higher	Much higher	Higher	Similar
	Safe downtown	94%	94%	96%	96%	94%	97%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Similar
	Overall ease of travel	NA	NA	NA	NA	NA	82%	NA	NA	NA	NA	NA	NA	Similar
	Paths and walking trails	NA	NA	NA	72%	78%	83%	Higher	NA	NA	NA	Much higher	Much higher	Higher
	Ease of walking	NA	68%	73%	76%	79%	85%	Higher	NA	Much higher	Much higher	Much higher	Much higher	Higher
	Travel by bicycle	NA	64%	62%	65%	72%	72%	Similar	NA	Much higher	Much higher	Much higher	Much higher	Higher
	Travel by public transportation	32%	19%	23%	21%	34%	43%	Higher	Much lower	Much lower	Much lower	Much lower	Much lower	Similar
	Travel by car	42%	42%	48%	58%	67%	77%	Higher	Much lower	Much lower	Lower	Similar	Higher	Similar
Mobility	Public parking	NA	NA	NA	NA	NA	59%	NA	NA	NA	NA	NA	NA	Similar
	Traffic flow	33%	31%	32%	47%	52%	61%	Higher	NA	NA	NA	Higher	Much higher	Similar
Natural Environment	Overall natural environment	NA	NA	NA	75%	78%	90%	Higher	NA	NA	NA	Similar	Much higher	Higher
	Cleanliness	NA	NA	NA	81%	83%	84%	Similar	NA	NA	NA	Much higher	Much higher	Similar
	Air quality	48%	51%	55%	57%	65%	77%	Higher	Much lower	Much lower	Much lower	Much lower	Similar	Similar
Built	Overall built environment	NA	NA	NA	NA	NA	77%	NA	NA	NA	NA	NA	NA	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)						2014 rating compared to 2011	Comparison to benchmark						
		2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014	
Environment	New development in Livermore	NA	61%	70%	69%	73%	75%	Similar	NA	Similar	Much higher	Much higher	Much higher	Higher	
	Affordable quality housing	18%	18%	21%	35%	43%	34%	Lower	Much lower	Much lower	Much lower	Similar	Similar	Similar	
	Housing options	NA	NA	NA	58%	63%	59%	Similar	NA	NA	NA	Similar	Much higher	Similar	
	Public places	NA	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	NA	Higher	
Economy	Overall economic health	NA	NA	NA	NA	NA	81%	NA	NA	NA	NA	NA	NA	Similar	
	Vibrant downtown area	NA	NA	NA	NA	NA	87%	NA	NA	NA	NA	NA	NA	Much higher	
	Business and services	NA	NA	NA	65%	70%	79%	Higher	NA	NA	NA	Similar	Much higher	Similar	
	Cost of living	NA	NA	NA	NA	NA	37%	NA	NA	NA	NA	NA	NA	Similar	
	Shopping opportunities	31%	33%	42%	45%	52%	75%	Higher	Much lower	Much lower	Lower	Similar	Similar	Higher	
	Employment opportunities	20%	23%	30%	25%	34%	40%	Higher	Much lower	Similar	Similar	Similar	Higher	Similar	
	Place to visit	NA	NA	NA	NA	NA	83%	NA	NA	NA	NA	NA	NA	Higher	
	Place to work	NA	59%	70%	65%	68%	74%	Higher	NA	Similar	Much higher	Much higher	Much higher	Similar	
	Health and wellness	NA	NA	NA	NA	NA	78%	NA	NA	NA	NA	NA	NA	NA	Similar
	Mental health care	NA	NA	NA	NA	NA	51%	NA	NA	NA	NA	NA	NA	NA	Similar
Recreation and Wellness	Preventive health services	NA	NA	NA	58%	60%	68%	Higher	NA	NA	NA	Similar	Similar	Similar	
	Health care	NA	NA	47%	49%	54%	69%	Higher	NA	NA	Similar	Similar	Higher	Similar	
	Food	NA	NA	NA	66%	69%	80%	Higher	NA	NA	NA	Higher	Higher	Similar	
	Recreational opportunities	55%	62%	66%	71%	74%	78%	Similar	Much lower	Similar	Higher	Much higher	Much higher	Similar	
	Fitness opportunities	NA	NA	NA	NA	NA	81%	NA	NA	NA	NA	NA	NA	Similar	
	Religious or spiritual events and activities	NA	NA	NA	77%	78%	84%	Higher	NA	NA	NA	Similar	Similar	Similar	
Education and Enrichment	Cultural/arts/music activities	37%	39%	61%	64%	68%	77%	Higher	Much lower	Much lower	Higher	Much higher	Much higher	Higher	
	Adult education	NA	NA	NA	NA	NA	66%	NA	NA	NA	NA	NA	NA	Similar	
	K-12 education	NA	NA	60%	59%	66%	75%	Higher	NA	NA	Lower	Much lower	Similar	Similar	
	Child care/preschool	NA	NA	33%	41%	42%	54%	Higher	NA	NA	Much lower	Similar	Similar	Similar	
	Social events and activities	NA	NA	NA	69%	73%	76%	Similar	NA	NA	NA	Much higher	Much higher	Similar	

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	Percent rating positively (e.g., excellent/good, very/somewhat safe)						2014 rating compared to 2011	Comparison to benchmark					
	2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
Neighborhoodness	NA	NA	NA	NA	NA	67%	NA	NA	NA	NA	NA	NA	Similar
Openness and acceptance	NA	NA	68%	68%	71%	73%	Similar	NA	NA	Higher	Much higher	Much higher	Similar
Opportunities to participate in community matters	NA	NA	NA	63%	68%	69%	Similar	NA	NA	NA	Similar	Higher	Similar
Opportunities to volunteer	NA	NA	NA	74%	80%	76%	Similar	NA	NA	NA	Similar	Higher	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)						2014 rating compared to 2011	Comparison to benchmark					
	2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
Services provided by Livermore	72%	77%	75%	79%	79%	85%	Higher	Lower	Higher	Higher	Much higher	Much higher	Similar
Customer service	80%	82%	74%	77%	83%	78%	Similar	Similar	Much higher	Similar	Higher	Much higher	Similar
Value of services for taxes paid	NA	55%	57%	53%	59%	61%	Similar	NA	Higher	Much higher	Higher	Higher	Similar
Overall direction	52%	62%	65%	63%	64%	72%	Higher	Similar	Higher	Much higher	Much higher	Much higher	Similar
Welcoming citizen involvement	61%	59%	60%	54%	56%	63%	Higher	Higher	Similar	Higher	Higher	Much higher	Similar
Confidence in City government	NA	NA	NA	NA	NA	68%	NA	NA	NA	NA	NA	NA	Similar
Acting in the best interest of Livermore	NA	NA	NA	NA	NA	69%	NA	NA	NA	NA	NA	NA	Similar
Being honest	NA	NA	NA	NA	NA	69%	NA	NA	NA	NA	NA	NA	Similar
Treating all residents fairly	NA	NA	NA	NA	NA	70%	NA	NA	NA	NA	NA	NA	Higher
Services provided by the Federal Government	33%	36%	33%	31%	31%	35%	Similar	Lower	Lower	Much lower	Much lower	Much lower	Similar

Table 4: Governance by Facet

	Percent rating positively (e.g., excellent/good)						2014 rating compared to 2011	Comparison to benchmark						
	2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014	
Safety	Police	81%	79%	80%	79%	79%	80%	Similar	Similar	Similar	Higher	Similar	Similar	Similar
	Fire	93%	94%	94%	94%	93%	93%	Similar	Similar	Much higher	Much higher	Higher	Similar	Similar
	Ambulance/EMS	89%	87%	90%	91%	89%	89%	Similar	Similar	Similar	Higher	Higher	Similar	Similar
	Crime prevention	NA	71%	66%	66%	66%	73%	Higher	NA	Higher	Higher	Similar	Similar	Similar

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		Percent rating positively (e.g., excellent/good)						2014 rating compared to 2011	Comparison to benchmark					
		2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
	Fire prevention	79%	78%	81%	78%	75%	77%	Similar	Similar	Similar	Much higher	Higher	Lower	Similar
	Animal control	70%	71%	73%	68%	73%	71%	Similar	Similar	Much higher	Much higher	Much higher	Much higher	Similar
	Emergency preparedness	NA	NA	NA	54%	48%	49%	Similar	NA	NA	NA	Much lower	Much lower	Similar
Mobility	Traffic enforcement	63%	63%	66%	66%	68%	63%	Similar	Similar	Similar	Higher	Similar	Higher	Similar
	Street repair	44%	43%	49%	51%	53%	58%	Similar	Lower	Similar	Higher	Much higher	Much higher	Similar
	Street cleaning	60%	58%	60%	65%	69%	69%	Similar	Similar	Similar	Similar	Higher	Much higher	Similar
	Street lighting	58%	54%	57%	61%	60%	61%	Similar	Lower	Similar	Similar	Similar	Similar	Similar
	Sidewalk maintenance	48%	42%	44%	53%	53%	49%	Similar	Lower	Lower	Lower	Similar	Similar	Similar
	Traffic signal timing	48%	43%	45%	50%	53%	51%	Similar	Similar	Similar	Similar	Similar	Similar	Similar
	Bus or transit services	58%	55%	57%	53%	65%	58%	Lower	Similar	Similar	Similar	Similar	Much higher	Similar
	Garbage collection	82%	83%	83%	83%	83%	85%	Similar	Similar	Higher	Higher	Similar	Similar	Similar
Natural Environment	Recycling	86%	85%	83%	86%	86%	88%	Similar	Much higher	Much higher	Much higher	Much higher	Much higher	Similar
	Yard waste pick-up	NA	81%	83%	82%	82%	84%	Similar	NA	Much higher	Much higher	Much higher	Much higher	Similar
	Drinking water	NA	NA	50%	57%	57%	61%	Similar	NA	NA	Much lower	Much lower	Much lower	Similar
	Natural areas preservation	NA	NA	NA	69%	73%	75%	Similar	NA	NA	NA	Much higher	Much higher	Higher
	Open space	NA	NA	NA	NA	NA	74%	NA	NA	NA	NA	NA	NA	Similar
	Storm drainage	68%	64%	71%	76%	76%	77%	Similar	Higher	Much higher	Much higher	Much higher	Much higher	Similar
Built Environment	Sewer services	75%	74%	74%	82%	78%	80%	Similar	Similar	Similar	Higher	Much higher	Higher	Similar
	Power utility	NA	NA	NA	80%	77%	78%	Similar	NA	NA	NA	Higher	Similar	Similar
	Utility billing	NA	NA	NA	NA	NA	73%	NA	NA	NA	NA	NA	NA	Similar
	Land use, planning and zoning	38%	39%	49%	49%	57%	64%	Higher	Lower	Similar	Much higher	Much higher	Much higher	Higher
	Code enforcement	37%	40%	51%	49%	51%	54%	Similar	Much lower	Similar	Higher	Higher	Similar	Similar
	Cable television	61%	64%	56%	60%	62%	56%	Lower	Higher	Much higher	Higher	Higher	Higher	Similar
	Economy	Economic development	42%	44%	59%	47%	53%	68%	Higher	Lower	Similar	Much higher	Similar	Much higher

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		Percent rating positively (e.g., excellent/good)						2014 rating compared to 2011	Comparison to benchmark					
		2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
Recreation and Wellness	City parks	78%	81%	82%	87%	86%	86%	Similar	Similar	Higher	Higher	Much higher	Much higher	Similar
	Recreation programs	NA	82%	81%	84%	83%	81%	Similar	NA	Much higher	Much higher	Much higher	Much higher	Similar
	Recreation centers	NA	81%	80%	83%	84%	86%	Similar	NA	Much higher	Much higher	Much higher	Much higher	Similar
	Health services	NA	NA	66%	63%	67%	72%	Higher	NA	NA	Higher	Similar	Similar	Similar
Education and Enrichment	Special events	NA	NA	NA	NA	NA	80%	NA	NA	NA	NA	NA	NA	Similar
	Public libraries	82%	89%	92%	91%	84%	91%	Higher	Similar	Much higher	Much higher	Much higher	Higher	Similar
Community Engagement	Public information	65%	67%	64%	68%	70%	68%	Similar	Similar	Higher	Higher	Higher	Higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2014 rating compared to 2011	Comparison to benchmark					
	2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
Sense of community	63%	69%	70%	75%	75%	77%	Similar	Similar	Higher	Much higher	Much higher	Much higher	Similar
Recommend Livermore	NA	NA	NA	93%	94%	95%	Similar	NA	NA	NA	Much higher	Much higher	Similar
Remain in Livermore	NA	NA	NA	89%	90%	93%	Similar	NA	NA	NA	Much higher	Much higher	Higher
Contacted Livermore employees	NA	NA	53%	49%	42%	41%	Similar	NA	NA	NA	Much lower	Much lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2014 rating compared to 2011	Comparison to benchmark					
		2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
Safety	Stocked supplies for an emergency	NA	NA	NA	NA	NA	43%	NA	NA	NA	NA	NA	NA	Similar
	Did NOT report a crime	NA	NA	NA	NA	NA	77%	NA	NA	NA	NA	NA	NA	Similar
	Was NOT the victim of a crime	NA	NA	86%	87%	89%	92%	Similar	NA	NA	NA	Similar	Similar	Similar
Mobility	Used public transportation instead of driving	NA	NA	NA	NA	NA	29%	NA	NA	NA	NA	NA	NA	Similar
	Carpooled instead of driving alone	NA	NA	NA	NA	NA	48%	NA	NA	NA	NA	NA	NA	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2014 rating compared to 2011	Comparison to benchmark					
		2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
Natural Environment	Walked or biked instead of driving	NA	NA	NA	NA	NA	68%	NA	NA	NA	NA	NA	NA	Higher
	Conserved water	NA	NA	NA	NA	NA	98%	NA	NA	NA	NA	NA	NA	Higher
	Made home more energy efficient	NA	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	NA	Similar
	Recycled at home	NA	NA	96%	97%	98%	99%	Similar	NA	NA	NA	Much higher	Much higher	Higher
Built Environment	Did NOT observe a code violation	NA	NA	NA	NA	NA	56%	NA	NA	NA	NA	NA	NA	Similar
	NOT under housing cost stress	NA	NA	NA	48%	56%	57%	Similar	NA	NA	NA	Much lower	Much lower	Lower
	Purchased goods or services in Livermore	NA	NA	NA	NA	NA	99%	NA	NA	NA	NA	NA	NA	Similar
Economy	Economy will have positive impact on income	NA	NA	14%	13%	13%	37%	Higher	NA	NA	NA	Much lower	Much lower	Higher
	Work in Livermore	NA	NA	NA	NA	NA	44%	NA	NA	NA	NA	NA	NA	Similar
	Used Livermore recreation centers	NA	NA	69%	71%	66%	67%	Similar	NA	NA	NA	Much higher	Much higher	Similar
Recreation and Wellness	Visited a City park	NA	NA	91%	91%	90%	89%	Similar	NA	NA	NA	Much higher	Much higher	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	NA	NA	NA	85%	NA	NA	NA	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	NA	NA	NA	90%	NA	NA	NA	NA	NA	NA	Similar
	In very good to excellent health	NA	NA	NA	NA	NA	68%	NA	NA	NA	NA	NA	NA	Similar
	Used Livermore public libraries	NA	NA	81%	83%	77%	74%	Similar	NA	NA	NA	Much higher	Much higher	Similar
Education and Enrichment	Participated in religious or spiritual activities	NA	NA	NA	55%	49%	48%	Similar	NA	NA	NA	Similar	Lower	Similar
	Attended a City-sponsored event	NA	NA	NA	NA	NA	65%	NA	NA	NA	NA	NA	NA	Higher
	Campaigned for an issue, cause or candidate	NA	NA	NA	NA	NA	14%	NA	NA	NA	NA	NA	NA	Similar
Community Engagement	Contacted Livermore elected officials	NA	NA	NA	NA	NA	10%	NA	NA	NA	NA	NA	NA	Similar
	Volunteered	NA	NA	47%	51%	49%	39%	Lower	NA	NA	NA	Much higher	Much higher	Similar
	Participated in a club	NA	NA	NA	34%	34%	30%	Similar	NA	NA	NA	Higher	Higher	Similar

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	Percent rating positively (e.g., always/sometimes, more than once a month, yes)						2014 rating compared to 2011	Comparison to benchmark					
	2004	2006	2007	2009	2011	2014		2004	2006	2007	2009	2011	2014
Talked to or visited with neighbors	NA	NA	NA	NA	NA	92%	NA	NA	NA	NA	NA	NA	Similar
Done a favor for a neighbor	NA	NA	NA	NA	NA	81%	NA	NA	NA	NA	NA	NA	Similar
Attended a local public meeting	NA	NA	24%	26%	22%	16%	Lower	NA	NA	NA	Lower	Much lower	Similar
Watched a local public meeting	NA	NA	50%	41%	38%	21%	Lower	NA	NA	NA	Lower	Similar	Lower
Read or watched local news	NA	NA	NA	NA	NA	83%	NA	NA	NA	NA	NA	NA	Similar
Voted in local elections	NA	NA	67%	78%	69%	84%	Higher	NA	NA	NA	Higher	Much lower	Similar