

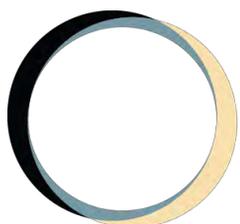


THE NCSTM
The National Citizen SurveyTM

Livermore, CA

Comparisons by Geographic Subgroups

2014



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ATTACHMENT 6

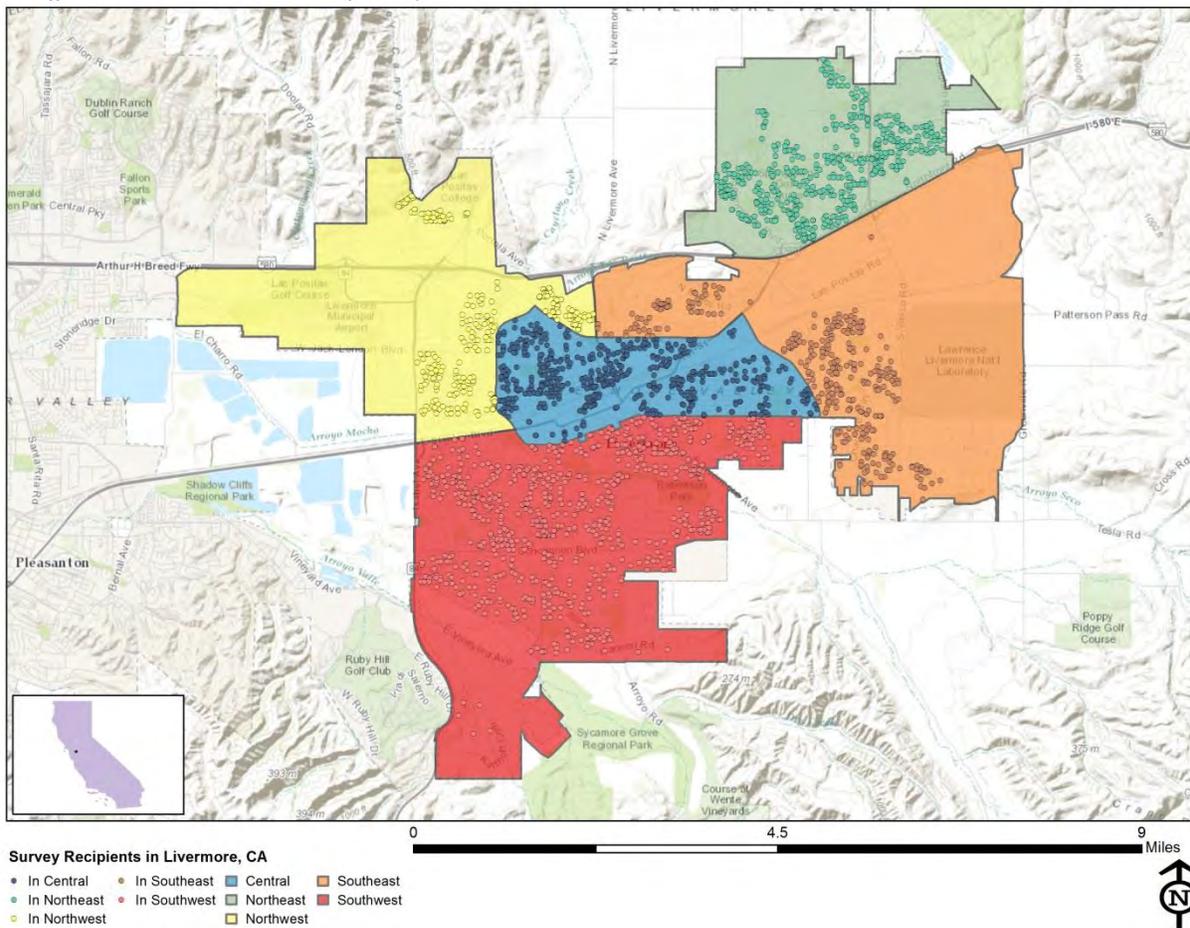
Summary

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. This report discusses differences in opinion of survey respondents by geographic areas of the City (Central, Northeast, Northwest, Southeast or Southwest).

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, **the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month.** ANOVA and chi-square tests of significance were applied to **these comparisons of survey questions.** A “p-value” of **0.05** or less indicates that **there is less than a 5% probability that differences observed between area are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.”** Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (736 completed surveys). For each area, the margin of error rises to approximately plus or minus 12 percentage points since sample sizes were approximately 136 for Central, 129 for the Northeast, 65 for the Northwest, 99 for the Southeast and 307 for the Southwest.

Figure 1: Location of Survey Recipients



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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
The overall quality of life in Livermore	89%	95%	84%	93%	92%	92%
Overall image or reputation of Livermore	84%	92%	82%	84%	86%	86%
Livermore as a place to live	91%	98%	96%	97%	96%	96%
Your neighborhood as a place to live	75%	94%	83%	88%	92%	88%
Livermore as a place to raise children	83%	95%	81%	92%	93%	90%
Livermore as a place to retire	69%	67%	50%	62%	70%	66%
Overall appearance of Livermore	84%	91%	78%	90%	85%	86%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall feeling of safety in Livermore	79%	96%	86%	94%	86%	87%
In your neighborhood during the day	95%	98%	94%	99%	97%	97%
In Livermore's downtown area during the day	98%	100%	96%	99%	96%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall ease of getting to the places you usually have to visit	83%	78%	88%	89%	81%	82%
Traffic flow on major streets	60%	47%	69%	70%	63%	61%
Ease of public parking	58%	60%	79%	63%	54%	59%
Ease of travel by car in Livermore	80%	69%	82%	83%	76%	77%
Ease of travel by public transportation in Livermore	32%	41%	47%	59%	45%	43%
Ease of travel by bicycle in Livermore	61%	67%	83%	74%	76%	72%
Ease of walking in Livermore	87%	80%	91%	81%	87%	85%
Availability of paths and walking trails	80%	76%	85%	89%	85%	83%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Quality of overall natural environment in Livermore	84%	89%	95%	93%	91%	90%
Air quality	81%	77%	71%	77%	77%	77%
Cleanliness of Livermore	82%	85%	75%	93%	82%	84%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	74%	78%	87%	86%	74%	77%
Public places where people want to spend time	82%	89%	88%	84%	85%	85%
Variety of housing options	53%	55%	56%	77%	57%	59%
Availability of affordable quality housing	33%	35%	34%	33%	33%	34%
Overall quality of new development in Livermore	73%	67%	77%	84%	77%	75%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall economic health of Livermore	79%	82%	83%	89%	79%	81%
Livermore as a place to work	75%	74%	66%	77%	74%	74%
Livermore as a place to visit	80%	86%	77%	89%	82%	83%
Employment opportunities	32%	41%	41%	59%	38%	40%
Shopping opportunities	74%	78%	81%	80%	71%	75%
Cost of living in Livermore	33%	35%	37%	43%	37%	37%
Overall quality of business and service establishments in Livermore	73%	74%	77%	82%	84%	79%
Vibrant downtown area	83%	84%	82%	95%	90%	87%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Health and wellness opportunities in Livermore	72%	74%	80%	86%	79%	78%
Fitness opportunities (including exercise classes and paths or trails, etc.)	77%	75%	80%	86%	85%	81%
Recreational opportunities	72%	76%	71%	88%	79%	78%
Availability of affordable quality food	80%	78%	75%	84%	80%	80%
Availability of affordable quality health care	65%	65%	66%	77%	70%	69%
Availability of preventive health services	65%	67%	64%	78%	68%	68%
Availability of affordable quality mental health care	51%	62%	37%	51%	49%	51%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall opportunities for education and enrichment	66%	81%	81%	86%	82%	79%

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Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Availability of affordable quality child care/preschool	32%	51%	46%	74%	62%	54%
K-12 education	57%	81%	69%	78%	81%	75%
Adult educational opportunities	57%	68%	61%	70%	69%	66%
Opportunities to attend cultural/arts/music activities	64%	83%	79%	83%	80%	77%
Opportunities to participate in religious or spiritual events and activities	82%	81%	79%	93%	84%	84%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Opportunities to participate in social events and activities	60%	77%	81%	85%	80%	76%
Opportunities to volunteer	66%	76%	71%	80%	80%	76%
Opportunities to participate in community matters	56%	70%	61%	77%	75%	69%
Openness and acceptance of the community toward people of diverse backgrounds	68%	76%	71%	81%	71%	73%
Neighborliness of residents in Livermore	57%	66%	69%	70%	71%	67%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
The City of Livermore	75%	90%	79%	93%	86%	85%
The value of services for the taxes paid to Livermore	54%	63%	56%	65%	63%	61%
The overall direction that Livermore is taking	67%	75%	81%	76%	71%	72%
The job Livermore government does at welcoming citizen involvement	54%	65%	54%	64%	69%	63%
Overall confidence in Livermore government	72%	65%	56%	77%	67%	68%
Generally acting in the best interest of the community	64%	64%	67%	75%	71%	69%
Being honest	63%	61%	68%	75%	73%	69%
Treating all residents fairly	69%	71%	68%	76%	68%	70%
Overall customer service by Livermore employees (police, receptionists, planners, etc.)	74%	81%	76%	84%	78%	78%
The Federal Government	30%	35%	35%	32%	37%	35%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Police services	75%	80%	71%	93%	81%	80%
Fire services	87%	97%	93%	99%	92%	93%
Ambulance or emergency medical services	85%	90%	81%	97%	89%	89%

The National Citizen Survey™

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Crime prevention	66%	76%	69%	80%	73%	73%
Fire prevention and education	81%	87%	69%	78%	74%	77%
Animal control	69%	65%	72%	82%	70%	71%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	36%	43%	42%	59%	57%	49%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Traffic enforcement	60%	62%	63%	70%	63%	63%
Street repair	48%	61%	54%	61%	60%	58%
Street cleaning	58%	71%	68%	73%	72%	69%
Street lighting	49%	65%	68%	69%	61%	61%
Sidewalk maintenance	38%	53%	46%	61%	48%	49%
Traffic signal timing	43%	46%	55%	65%	52%	51%
Bus or transit services	46%	63%	56%	74%	57%	58%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Garbage collection	90%	85%	83%	82%	83%	85%
Recycling	90%	90%	88%	88%	86%	88%
Yard waste pick-up	86%	87%	81%	83%	83%	84%
Drinking water	60%	57%	64%	70%	59%	61%
Preservation of natural areas such as open space, farmlands and greenbelts	65%	68%	71%	85%	80%	75%
Livermore open space	62%	68%	77%	86%	78%	74%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Storm drainage	72%	82%	75%	88%	74%	77%
Sewer services	76%	88%	80%	89%	76%	80%
Power (electric and/or gas) utility	79%	77%	82%	87%	74%	78%
Utility billing	74%	77%	81%	78%	68%	73%
Land use, planning and zoning	60%	67%	65%	78%	61%	64%

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Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Code enforcement (weeds, abandoned buildings, etc.)	47%	56%	54%	60%	55%	54%
Cable television	62%	52%	57%	66%	53%	56%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Economic development	71%	71%	64%	75%	62%	68%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
City parks	82%	89%	84%	91%	86%	86%
Recreation programs or classes	76%	79%	80%	88%	83%	81%
Recreation centers or facilities	89%	83%	85%	89%	85%	86%
Health services	71%	68%	69%	80%	74%	72%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Public library services	94%	85%	92%	94%	90%	91%
City-sponsored special events	74%	73%	86%	82%	82%	80%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Public information services	55%	67%	67%	70%	75%	68%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Sense of community	61%	79%	79%	83%	82%	77%
Recommend living in Livermore to someone who asks	91%	98%	90%	100%	95%	95%
Remain in Livermore for the next five years	90%	91%	98%	95%	95%	93%
Contacted the City of Livermore (in-person, phone, email or web) for help or information	37%	50%	30%	34%	43%	41%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Was NOT the victim of a crime	94%	97%	92%	92%	89%	92%
Did NOT report a crime	76%	80%	83%	82%	74%	77%
Stocked supplies in preparation for an emergency	47%	45%	45%	32%	44%	43%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Walked or biked instead of driving	70%	55%	60%	66%	76%	68%
Carpooled with other adults or children instead of driving alone	49%	43%	45%	48%	50%	48%
Used bus, rail, subway or other public transportation instead of driving	29%	25%	24%	30%	32%	29%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Recycle at home	98%	100%	100%	100%	99%	99%
Made efforts to make your home more energy efficient	83%	91%	73%	79%	87%	85%
Made efforts to conserve water	97%	99%	95%	100%	99%	98%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
NOT under housing cost stress	49%	52%	54%	67%	60%	57%
Did NOT observe a code violation	41%	53%	57%	65%	61%	56%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Purchase goods or services from a business located in Livermore	100%	97%	98%	98%	99%	99%
Economy will have positive impact on income	35%	30%	52%	42%	37%	37%
Work in Livermore	37%	52%	35%	55%	43%	44%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Used Livermore recreation centers or their services	61%	58%	71%	68%	74%	67%
Visited a neighborhood park or City park	90%	83%	89%	91%	91%	89%
Eat at least 5 portions of fruits and vegetables a day	87%	86%	81%	87%	85%	85%
Participate in moderate or vigorous physical activity	87%	87%	95%	90%	90%	90%
Reported being in "very good" or "excellent" health	63%	63%	76%	73%	70%	68%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Used Livermore public libraries or their services	75%	59%	58%	76%	82%	74%
Participated in religious or spiritual activities in Livermore	46%	48%	30%	55%	50%	48%
Attended a City-sponsored event	60%	62%	65%	64%	69%	65%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Campaigned or advocated for an issue, cause or candidate	13%	17%	7%	8%	17%	14%
Contacted Livermore elected officials (in-person, phone, email or web) to express your opinion	7%	10%	7%	5%	13%	10%
Volunteered your time to some group/activity in Livermore	27%	32%	32%	48%	47%	39%
Participated in a club	25%	22%	18%	36%	36%	30%
Talked to or visited with your immediate neighbors	90%	96%	93%	88%	92%	92%
Done a favor for a neighbor	76%	86%	75%	80%	82%	81%
Attended a local public meeting	12%	13%	24%	17%	18%	16%
Watched (online or on television) a local public meeting	26%	19%	16%	13%	24%	21%
Read or watch local news (via television, paper, computer, etc.)	78%	81%	84%	82%	86%	83%
Vote in local elections	75%	84%	75%	89%	90%	84%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall feeling of safety in Livermore	94%	93%	99%	98%	90%	93%
Overall ease of getting to the places you usually have to visit	82%	79%	90%	81%	80%	81%
Quality of overall natural environment in Livermore	84%	87%	86%	87%	83%	85%

The National Citizen Survey™

Percent rating positively (e.g., essential/very important)	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Overall "built environment" of Livermore (including overall design, buildings, parks and transportation systems)	69%	77%	82%	80%	79%	77%
Health and wellness opportunities in Livermore	70%	68%	72%	78%	69%	71%
Overall opportunities for education and enrichment	80%	71%	75%	81%	78%	77%
Overall economic health of Livermore	91%	90%	96%	92%	93%	92%
Sense of community	72%	88%	76%	84%	80%	80%

Table 29: Custom Question 1: Areas of Emphasis

Please rate how important, if at all, each of the following areas of emphasis are to the overall quality of life in Livermore: (Percent rating as "essential" or "very important")	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Springtown public facilities planning (library, golf course, trails and parks)	44%	75%	55%	48%	45%	52%
Youth initiatives and programs (e.g. Pathway to Picasso, Livermore Believes and Art in the Schools programs)	75%	71%	70%	66%	60%	67%
Regional and local transportation (BART, I-580, regional rail)	86%	78%	71%	75%	67%	74%
Water supply, recycling and conservation	95%	96%	96%	91%	89%	92%
Preserve open space/greenbelt areas around Livermore	86%	95%	77%	93%	88%	89%
Downtown parking	68%	83%	87%	78%	77%	77%

Table 30: Custom Question 2: Former Livermore Village Site

The former Livermore Village site, commonly referred to as the old Lucky's site , (located between First St. and Railroad Ave. and S. Livermore and South "L" St.) is slated for redevelopment. How much do you support or oppose each of the following potential uses for that site? (Percent rating as "strongly support" or "somewhat support")	Area					Overall
	Central	Northeast	Northwest	Southeast	Southwest	
Conference/event center	60%	55%	48%	47%	49%	52%
Hotel	45%	44%	39%	45%	45%	45%
Retail	69%	71%	89%	88%	77%	77%
Housing	46%	29%	29%	38%	34%	36%
Parking	74%	75%	82%	87%	84%	80%