



# CITY OF LIVERMORE, CA 2010

Report of Geographic Subgroup Comparisons

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## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Livermore staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Livermore staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### “DON’T KNOW” RESPONSES

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

### UNDERSTANDING THE TABLES

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

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

The 95 percent confidence level for this survey is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample (890 completed surveys). For each area of the city (Northeast, Northwest, Southeast or Southwest) the margin of error rises to approximately + or - 7% since sample sizes were approximately 201 for the Northeast, 188 for the Northwest, 220 for the Southeast, and 279 for the Southwest.

## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")				
Please rate each of the following aspects of quality of life in Livermore:	Area			
	Northeast	Northwest	Southeast	Southwest
Livermore as a place to live	90%	88%	93%	94%
Your neighborhood as a place to live	83%	74%	86%	91%
Livermore as a place to raise children	87%	80%	85%	87%
Livermore as a place to work	67%	64%	69%	62%
Livermore as a place to retire	60%	58%	66%	68%
The overall quality of life in Livermore	85%	80%	90%	88%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Livermore as a whole:	Area			
	Northeast	Northwest	Southeast	Southwest
Sense of community	75%	67%	77%	79%
Openness and acceptance of the community towards people of diverse backgrounds	76%	68%	66%	65%
Overall appearance of Livermore	84%	74%	75%	85%
Cleanliness of Livermore	86%	72%	80%	84%
Overall quality of new development in Livermore	62%	69%	68%	75%
Variety of housing options	52%	63%	54%	64%
Overall quality of business and service establishments in Livermore	69%	66%	62%	63%
Shopping opportunities	41%	53%	45%	43%
Opportunities to attend cultural activities	59%	68%	60%	69%
Recreational opportunities	65%	66%	77%	74%
Employment opportunities	24%	28%	26%	25%
Educational opportunities	48%	58%	60%	63%
Opportunities to participate in social events and activities	61%	67%	71%	75%
Opportunities to participate in religious or spiritual events and activities	68%	78%	79%	81%
Opportunities to volunteer	74%	72%	70%	78%
Opportunities to participate in community matters	65%	56%	61%	69%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Livermore as a whole:	Area			
	Northeast	Northwest	Southeast	Southwest
Ease of car travel in Livermore	51%	57%	62%	62%
Ease of bus travel in Livermore	38%	44%	42%	38%
Ease of rail or subway travel in Livermore	25%	23%	20%	18%
Ease of bicycle travel in Livermore	50%	64%	70%	72%
Ease of walking in Livermore	69%	74%	80%	78%
Availability of paths and walking trails	63%	67%	79%	77%
Traffic flow on major streets	36%	48%	50%	51%
Amount of public parking	56%	57%	53%	62%
Availability of affordable quality housing	33%	38%	32%	39%
Availability of affordable quality child care	44%	36%	41%	42%
Availability of affordable quality health care	54%	41%	52%	48%
Availability of affordable quality food	60%	72%	63%	69%
Availability of preventive health services	52%	61%	55%	62%
Air quality	57%	56%	59%	55%
Quality of overall natural environment in Livermore	73%	70%	79%	76%
Overall image or reputation of Livermore	73%	70%	76%	76%

Question 3: Growth (Percent "too fast")				
Please rate the speed of growth in the following categories in Livermore over the past 2 years:	Area			
	Northeast	Northwest	Southeast	Southwest
Population growth	44%	46%	48%	44%
Retail growth (stores, restaurants, etc.)	12%	6%	12%	13%
Jobs growth	2%	1%	2%	4%

Question 4: Code Enforcement (Percent at least a "minor" problem)				
	Area			
	Northeast	Northwest	Southeast	Southwest
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Livermore?	87%	87%	90%	90%

Question 5: Community Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel from the following in Livermore:	Area			
	Northeast	Northwest	Southeast	Southwest
Violent crime (e.g., rape, assault, robbery)	85%	81%	81%	83%
Property crimes (e.g., burglary, theft)	65%	58%	73%	74%
Environmental hazards, including toxic waste	67%	67%	69%	72%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel:	Area			
	Northeast	Northwest	Southeast	Southwest
In your neighborhood during the day	94%	93%	96%	98%
In your neighborhood after dark	81%	74%	78%	85%
In Livermore's downtown area during the day	95%	95%	98%	97%
In Livermore's downtown area after dark	80%	71%	78%	77%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")				
	Area			
	Northeast	Northwest	Southeast	Southwest
During the past twelve months, were you or anyone in your household the victim of any crime?	13%	19%	11%	11%
If yes, was this crime (these crimes) reported to the police?	80%	67%	53%	66%

Question 9: Resident Behaviors (Percent at least once in past 12 months)				
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Livermore?	Area			
	Northeast	Northwest	Southeast	Southwest
Used Livermore public libraries or their services	80%	78%	89%	84%
Used Livermore recreation centers	64%	61%	81%	74%
Participated in a recreation program or activity	58%	43%	64%	65%
Visited a neighborhood park or City park	92%	84%	94%	93%
Ridden a local bus within Livermore	23%	26%	27%	19%
Attended a meeting of local elected officials or other local public meeting	26%	24%	22%	30%
Watched a meeting of local elected officials or other local public meeting on cable television	43%	35%	41%	42%
Read Livermore Newsletter	95%	90%	94%	94%
Visited the City of Livermore Web site (at www.ci.livermore.ca.us)	63%	65%	66%	71%
Recycled used paper, cans or bottles from your home	99%	92%	97%	98%
Volunteered your time to some group or activity in Livermore	48%	44%	55%	56%
Participated in religious or spiritual activities in Livermore	55%	48%	58%	56%
Participated in a club or civic group in Livermore	30%	23%	36%	43%
Provided help to a friend or neighbor	97%	89%	95%	97%

Question 10: Neighborliness (Percent at least once per month)				
	Area			
	Northeast	Northwest	Southeast	Southwest
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)?	90%	84%	83%	84%

Question 11: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Livermore:	Area			
	Northeast	Northwest	Southeast	Southwest
Police services	82%	78%	80%	75%
Fire services	95%	91%	94%	94%
Ambulance or emergency medical services	93%	91%	91%	89%
Crime prevention	64%	61%	68%	68%
Fire prevention and education	76%	77%	83%	76%
Traffic enforcement	65%	61%	72%	66%
Street repair	49%	45%	55%	52%
Street cleaning	65%	64%	70%	63%
Street lighting	65%	58%	60%	61%
Sidewalk maintenance	56%	50%	57%	50%
Traffic signal timing	45%	53%	53%	51%
Bus or transit services	51%	54%	57%	49%
Garbage collection	81%	76%	89%	83%
Recycling	87%	78%	92%	85%
Yard waste pick-up	83%	74%	82%	84%
Storm drainage	76%	69%	82%	75%
Drinking water	50%	59%	63%	57%
Sewer services	75%	78%	86%	85%
Power (electric and/or gas) utility	73%	86%	82%	78%
City parks	89%	81%	88%	88%
Recreation programs or classes	83%	81%	84%	86%
Recreation centers or facilities	80%	79%	86%	85%
Land use, planning and zoning	43%	49%	54%	49%
Code enforcement (weeds, abandoned buildings, etc)	45%	49%	50%	52%
Animal control	66%	66%	66%	71%
Economic development	46%	50%	42%	49%
Health services	58%	60%	66%	67%
Services to seniors	62%	72%	70%	65%
Services to youth	53%	61%	63%	52%

Question 11: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Livermore:	Area			
	Northeast	Northwest	Southeast	Southwest
Services to low-income people	40%	57%	56%	51%
Public library services	88%	89%	93%	93%
Public information services	62%	67%	71%	71%
Public schools	55%	55%	62%	61%
Cable television	59%	66%	57%	58%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	52%	56%	54%	54%
Preservation of natural areas such as open space, farmlands and greenbelts	65%	69%	72%	69%

Question 12: Government Services Overall (Percent "excellent" or "good")				
Overall, how would you rate the quality of the services provided by each of the following?	Area			
	Northeast	Northwest	Southeast	Southwest
The City of Livermore	76%	79%	80%	82%
The Federal Government	34%	41%	33%	19%
The State Government	23%	35%	23%	11%
Alameda County Government	37%	42%	37%	32%

Question 13: Contact with City Employees (Percent "yes")				
	Area			
	Northeast	Northwest	Southeast	Southwest
Have you had any in-person or phone contact with an employee of the City of Livermore within the last 12 months (including police, receptionists, planners or any others)?	51%	46%	45%	54%

Question 14: City Employees (Percent "excellent" or "good")				
What was your impression of the employee(s) of the City of Livermore in your most recent contact?	Area			
	Northeast	Northwest	Southeast	Southwest
Knowledge	88%	78%	80%	77%
Responsiveness	82%	65%	81%	82%
Courtesy	87%	77%	82%	85%
Overall impression	81%	68%	77%	80%

Question 15: Government Performance (Percent "excellent" or "good")				
Please rate the following categories of Livermore government performance:	Area			
	Northeast	Northwest	Southeast	Southwest
The value of services for the taxes paid to Livermore	53%	49%	54%	53%
The overall direction that Livermore is taking	55%	66%	66%	64%
The job Livermore government does at welcoming citizen involvement	53%	54%	56%	52%
The job Livermore government does at listening to citizens	47%	45%	43%	42%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)				
Please indicate how likely or unlikely you are to do each of the following:	Area			
	Northeast	Northwest	Southeast	Southwest
Recommend living in Livermore to someone who asks	95%	87%	92%	94%
Remain in Livermore for the next five years	92%	83%	90%	91%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)				
	Area			
	Northeast	Northwest	Southeast	Southwest
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:	18%	15%	15%	8%

Question 18: Policy Question (Percent "very important" or "essential")				
Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Livermore.	Area			
	Northeast	Northwest	Southeast	Southwest
Maintain community infrastructure (e.g., streets, sidewalks, water/sewer/storm system)	92%	91%	92%	93%
Preserve open space/greenbelt areas in North Livermore	69%	71%	73%	67%
Springtown public facilities planning (library, golf course, trails and parks)	61%	41%	41%	31%
Downtown revitalization	54%	62%	66%	67%
Youth initiatives and programs (e.g., Tri-Valley Adolescent Wellness Initiative, summer reading program)	65%	69%	69%	66%
Regional and local transportation (BART, I-580, regional rail)	74%	71%	76%	68%
Public safety emergency regional communications system replacement	65%	62%	61%	64%
North Livermore agricultural water plan	54%	47%	50%	46%
Access to affordable housing	55%	51%	61%	50%
Opportunities to both live and work in Livermore	80%	80%	76%	73%
Historic preservation	51%	54%	48%	56%