



CITY OF LIVERMORE, CA 2010



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

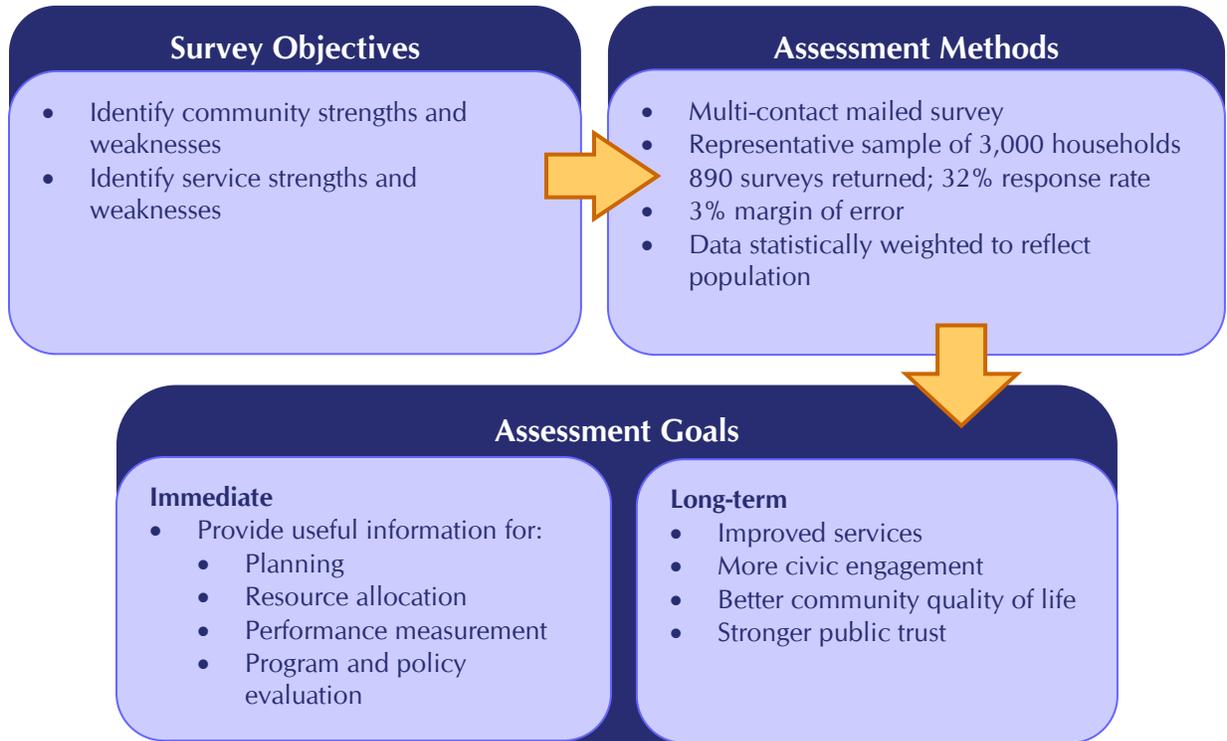
- Survey Background..... 1
 - About The National Citizen Survey™ 1
 - Understanding the Results 3
- Executive Summary 5
- Community Ratings 7
 - Overall Community Quality 7
 - Community Design 9
 - Transportation 9
 - Housing 12
 - Land Use and Zoning 14
 - Economic Sustainability..... 17
 - Public Safety 20
 - Environmental Sustainability..... 23
 - Recreation and Wellness 26
 - Parks and Recreation 26
 - Culture, Arts and Education 28
 - Health and Wellness 30
 - Community Inclusiveness..... 32
 - Civic Engagement..... 34
 - Civic Activity..... 34
 - Information and Awareness 37
 - Social Engagement 38
 - Public Trust..... 40
 - City of Livermore Employees 42
- From Data to Action 44
 - Resident Priorities 44
 - City of Livermore Action Chart 45
 - Using Your Action Chart™ 47
- Policy Questions 48
- Appendix A: Complete Survey Frequencies 50
 - Frequencies Excluding “Don’t Know” Responses 50
 - Frequencies Including “Don’t Know” Responses..... 62
- Appendix B: Survey Methodology 78
- Appendix C: Survey Materials..... 86

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 890 completed surveys were obtained, providing an overall response rate of 32%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Livermore was developed in close cooperation with local jurisdiction staff. Livermore staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Livermore staff also augmented The National Citizen Survey™ basic service through a variety of options including the option to complete the survey in Spanish, a custom set of benchmark comparisons, crosstabulation of results and several policy questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each 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

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 confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the City of Livermore survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (890 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

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 Livermore, but from City of Livermore 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 five 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 City of Livermore chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (the West Coast region). 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 Livermore 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 were available, the City of Livermore results were noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of the City of Livermore'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 Livermore 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 experience a good quality of life in the City of Livermore and believe the City is a good place to live. The overall quality of life in the City of Livermore was rated as “excellent” or “good” by 86% of respondents. About nine in ten report they plan on staying in the City of Livermore 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 cleanliness and the overall appearance of Livermore. The two characteristics receiving the least positive ratings were ease of rail or subway travel and employment opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 32 characteristics for which comparisons were available, 15 were above the benchmark comparison, 14 were similar to the benchmark comparison and three were below.

Residents in the City of Livermore were civically engaged. While only 26% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 95% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in the City of Livermore, which was higher than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Livermore as “good” or “excellent.” This was higher than the benchmark. Those residents who had interacted with an employee of the City of Livermore in the previous 12 months gave high marks to those employees. About three quarters rated their overall impression of employees as “excellent” or “good.”

On average, residents gave favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 36 services for which comparisons were available, 22 were above the benchmark comparison, 11 were similar to the benchmark comparison and three were below.

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

- Police services
- Land use, planning and zoning
- Public schools
- Public information services
- City parks
- Preservation of natural areas

Of these services, those deserving the most attention may be those that have experienced declining ratings over time or those that were below or similar to the benchmark comparisons: police services and public schools. For land use, planning and zoning, public information services, city parks and preservation of natural areas, the City of Livermore is above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

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

Most of the City of Livermore’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

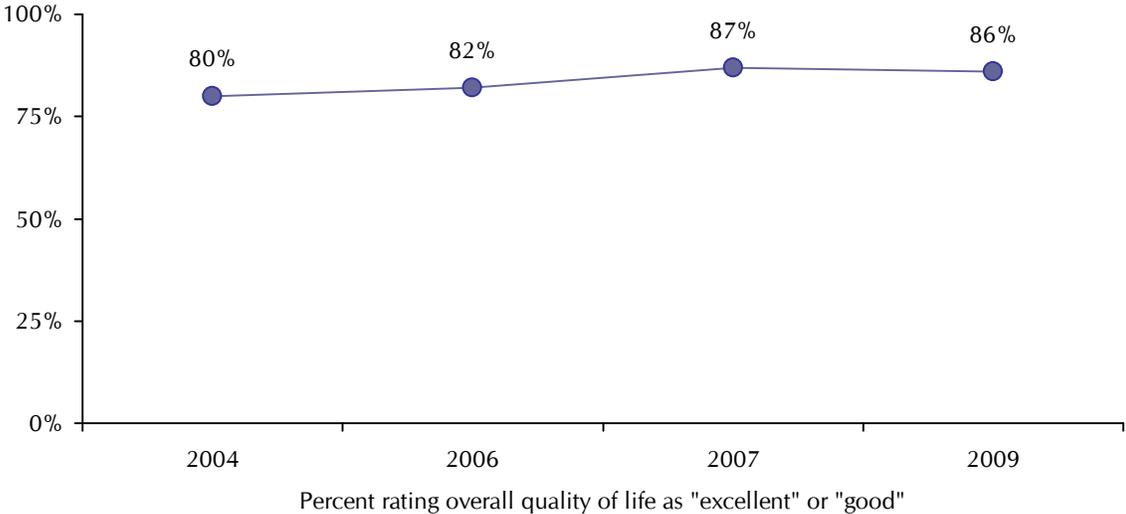
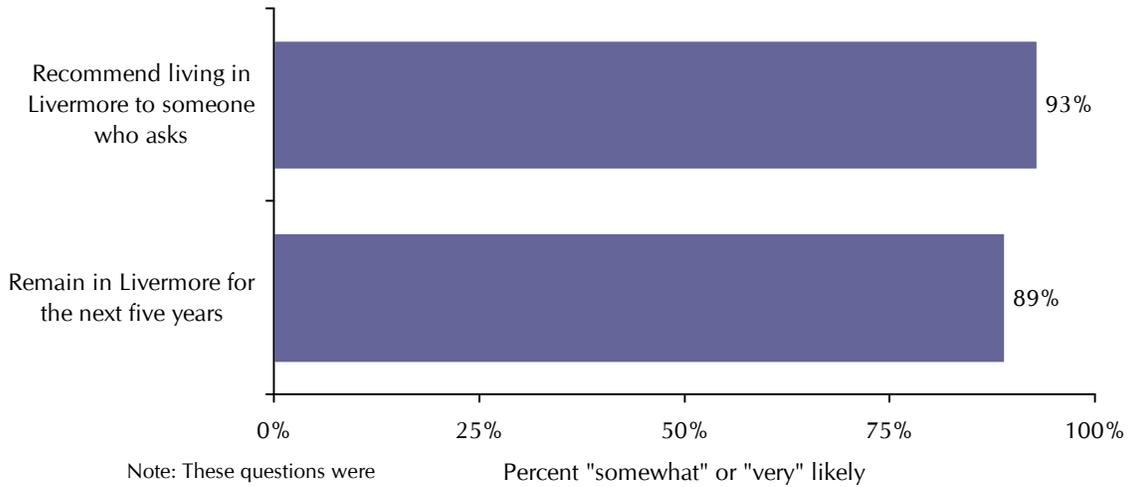


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2009	2007	2006	2004
The overall quality of life in Livermore	86%	87%	82%	80%
Your neighborhood as a place to live	85%	81%	82%	83%
Livermore as a place to live	92%	92%	89%	86%
Percent "excellent" or "good"				

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY



Note: These questions were not asked in previous surveys.

FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

	National comparison	West Coast comparison
Overall quality of life in Livermore	Above	Above
Your neighborhood as place to live	Above	Above
Livermore as a place to live	Above	Above
Remain in Livermore for the next five years	Above	Above
Recommend living in Livermore to someone who asks	Above	Above

Overall community quality was compared to survey data from previous years. Trends from 2007 to 2009 were generally stable.

COMMUNITY DESIGN

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking in Livermore was given the most positive rating, followed by availability of paths and walking trails. These ratings varied when compared to the benchmarks and were generally similar to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2009	2007	2006	2004
Ease of car travel in Livermore	58%	48%	42%	42%
Ease of bus travel in Livermore	40%	45%	38%	NA
Ease of rail or subway travel in Livermore	21%	23%	19%	32%
Ease of bicycle travel in Livermore	65%	62%	64%	NA
Ease of walking in Livermore	76%	73%	68%	NA
Availability of paths and walking trails	72%	NA	NA	NA
Traffic flow on major streets	47%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

	National comparison	West Coast comparison
Ease of bus travel in Livermore	Similar	Below
Ease of rail or subway travel by in Livermore	Below	Below
Ease of car travel in Livermore	Similar	Above
Ease of walking in Livermore	Above	Above
Ease of bicycle travel in Livermore	Above	Above
Availability of paths and walking trails	Above	Above
Traffic flow on major streets	Above	Similar

Seven transportation services were rated in Livermore. As compared to most communities across America, ratings tended to be somewhat favorable. Three were above the national and custom benchmarks and three were similar to both benchmarks. Bus or transit services were similar to the national comparison and below the custom benchmark.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2009	2007	2006	2004
Street repair	51%	49%	43%	44%
Street cleaning	65%	60%	58%	60%
Street lighting	61%	57%	54%	58%
Sidewalk maintenance	53%	44%	42%	48%
Traffic signal timing	50%	45%	43%	48%
Bus or transit services	53%	57%	55%	58%
Amount of public parking	57%	61%	50%	49%
Percent "excellent" or "good"				

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	West Coast comparison
Street repair /maintenance	Above	Above
Street cleaning	Above	Above
Street lighting	Similar	Similar
Sidewalk maintenance	Similar	Similar
Light timing	Similar	Similar
Bus or transit services	Similar	Below
Amount of public parking	Above	Above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 2% of work commute trips were made by transit, 2% by bicycle and 1% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS

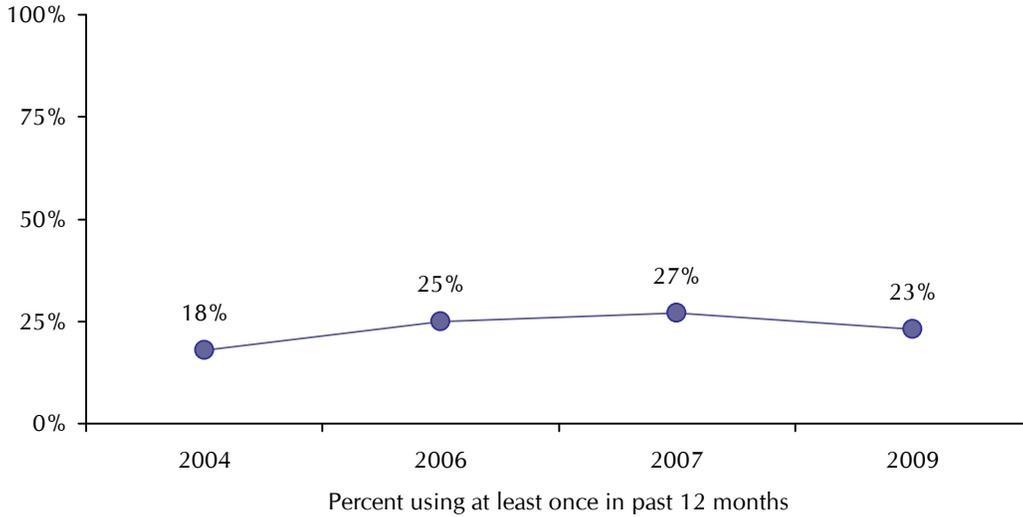
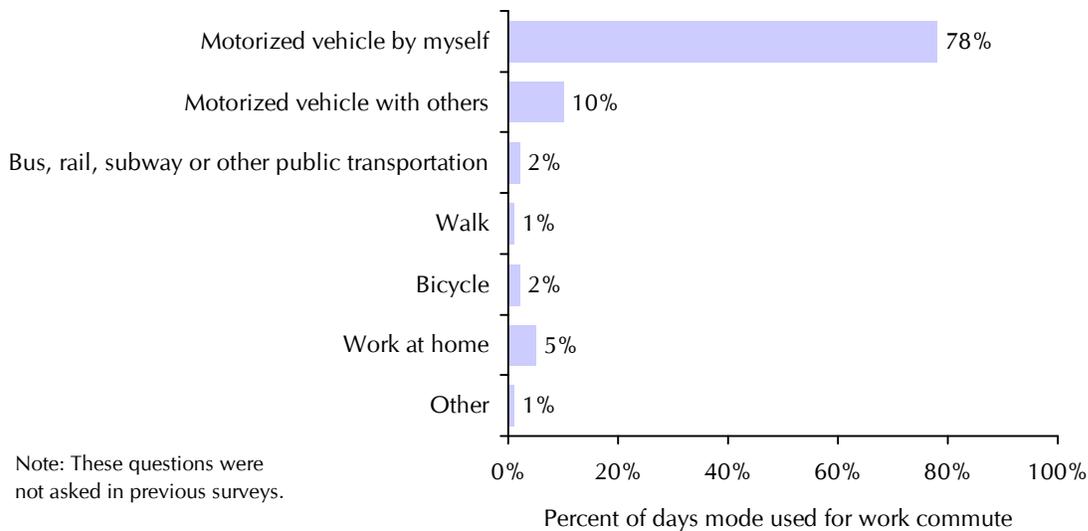


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	West Coast comparison
Ridden a local bus within Livermore	Similar	Less

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE



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 Livermore 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 35% of respondents, while the variety of housing options was rated as “excellent” or “good” by 58% of respondents. The rating of perceived affordable housing availability was similar in the City of Livermore than the ratings in jurisdictions in the national comparison and higher than custom jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR

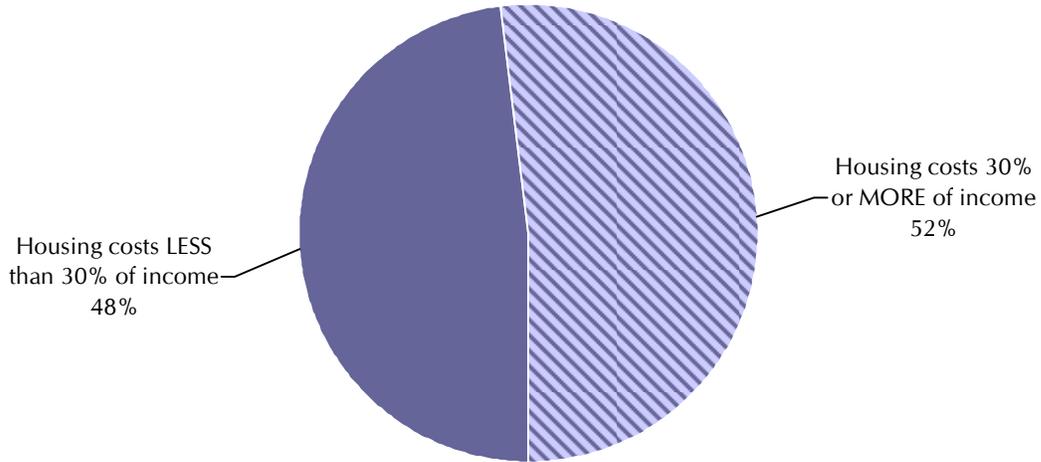
	2009	2007	2006	2004
Availability of affordable quality housing	35%	21%	18%	18%
Variety of housing options	58%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	National comparison	West Coast comparison
Availability of affordable quality housing	Similar	Above
Variety of housing options	Similar	Above

To augment the perceptions of affordable housing in Livermore, 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 Livermore experiencing housing cost stress. About 52% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"



Note: This question was not asked in previous surveys.

FIGURE 17: HOUSING COSTS BENCHMARKS

	National comparison	West Coast comparison
Experiencing housing costs stress (housing costs 30% or more of income)	More	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 Livermore 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 Livermore was rated as “excellent” or “good” by 69% of respondents. The overall appearance of Livermore was rated as “excellent” or “good” by 80% 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 Livermore, 5% thought they were a “major” or “moderate” problem. The services of land use, planning and zoning, code enforcement and animal control were rated above the benchmarks.

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

	2009	2007	2006	2004
Overall quality of new development in Livermore	69%	70%	61%	NA
Overall appearance of Livermore	80%	76%	62%	52%
Percent "excellent" or "good"				

FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	National comparison	West Coast comparison
Quality of new development in City	Above	Above
Overall appearance of Livermore	Above	Above

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

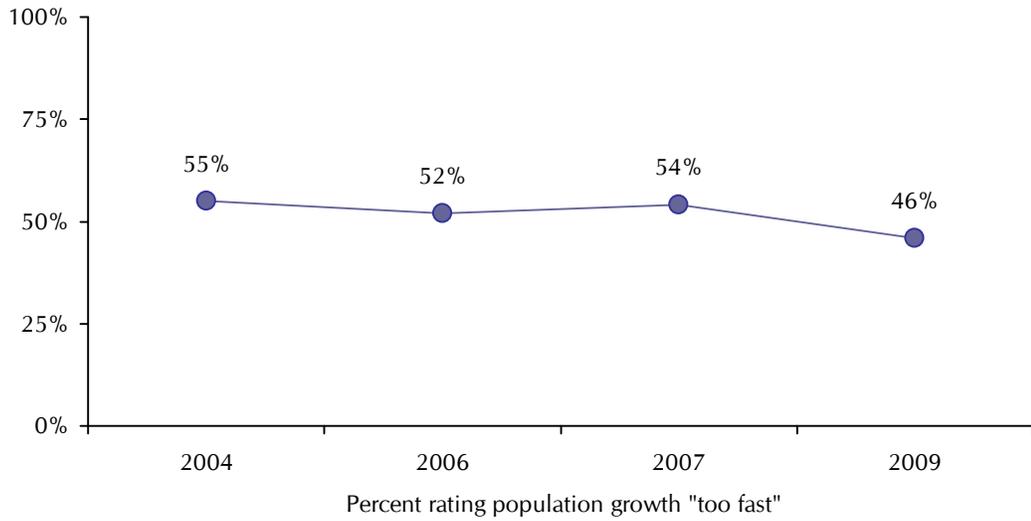


FIGURE 21: POPULATION GROWTH BENCHMARKS

	National comparison	West Coast comparison
Population growth seen as too fast	Similar	Similar

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

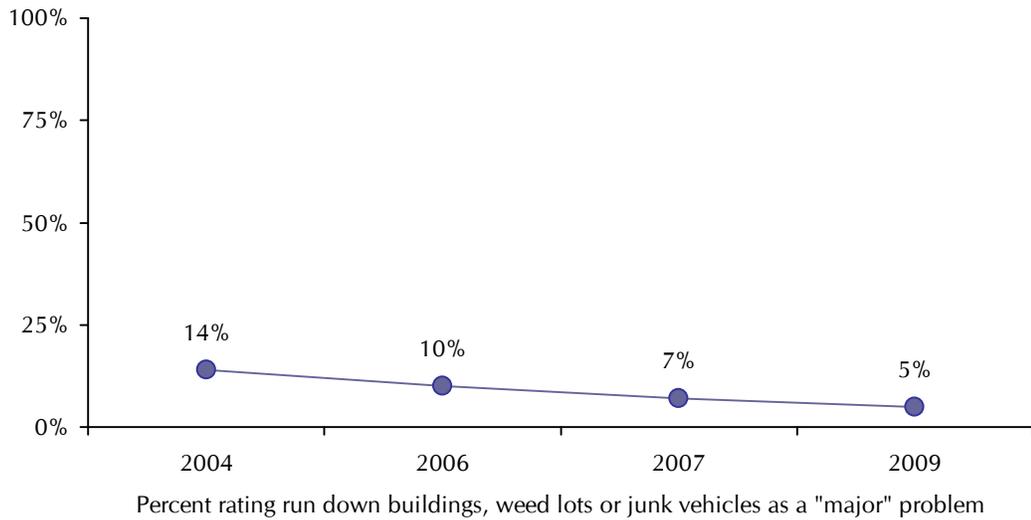


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	National comparison	West Coast comparison
Run down buildings, weed lots and junk vehicles are a "major" problem	Less	Less

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

	2009	2007	2006	2004
Land use, planning and zoning	49%	49%	39%	38%
Code enforcement (weeds, abandoned buildings, etc)	49%	51%	40%	37%
Animal control	68%	73%	71%	70%
Percent "excellent" or "good"				

FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	National comparison	West Coast comparison
Land use, planning and zoning	Above	Above
Code enforcement (weeds, abandoned buildings, etc)	Above	Above
Animal control	Above	Above

ECONOMIC SUSTAINABILITY

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Livermore as a place to work and overall quality of business and service establishments in Livermore. Receiving the lowest rating was employment opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2009	2007	2006	2004
Employment opportunities	25%	30%	23%	20%
Shopping opportunities	45%	42%	33%	31%
Livermore as a place to work	65%	70%	59%	NA
Overall quality of business and service establishments in Livermore	65%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Employment opportunities	Similar	Similar
Shopping opportunities	Similar	Similar
Place to work	Above	Above
Overall quality of business and service establishments in Livermore	Similar	Above

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from “much too slow” to “much too fast.” When asked about the rate of job growth in Livermore, 84% responded that it was “too slow,” while 39% reported retail growth as “too slow.” More residents in Livermore compared to the nation believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

	2009	2007	2006	2004
Jobs growth (too slow)	84%	66%	71%	83%
Retail growth (too slow)	39%	30%	44%	48%
Percent of respondents of growth				

FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	National comparison	West Coast comparison
Retail growth seen as too slow	More	Similar
Jobs growth seen as too slow	More	More

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

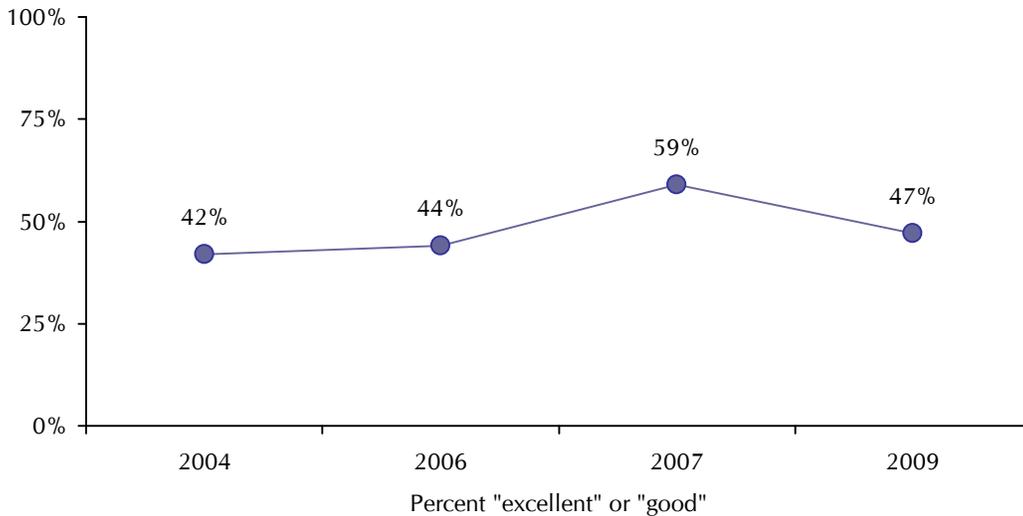


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	West Coast comparison
Economic development	Similar	Above

Residents were asked to reflect on their economic prospects in the near term. Thirteen percent of the City of Livermore 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 less than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

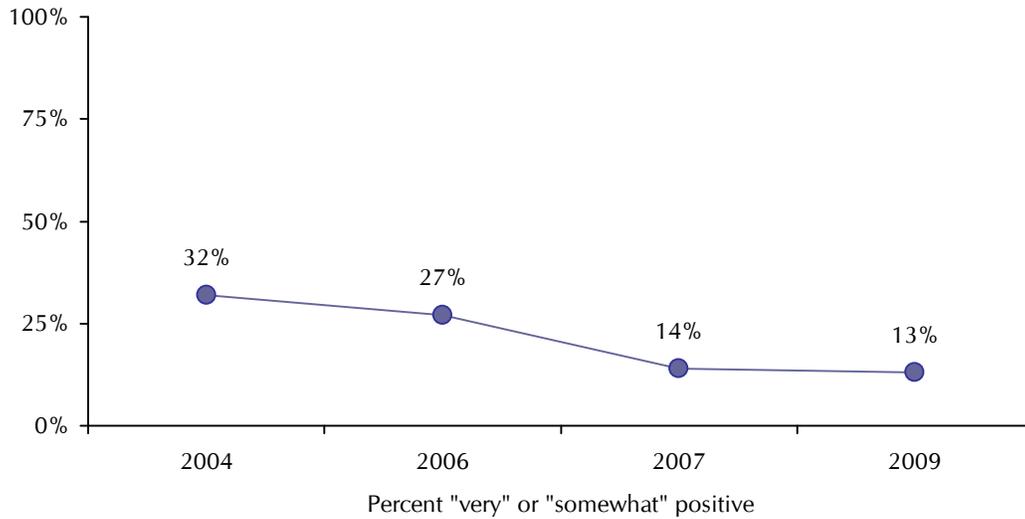


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	West Coast comparison
Positive impact of economy on household income	Below	Below

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City Livermore. About 83% percent of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 69% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown after dark.

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

	2009	2007	2006	2004
Safety in your neighborhood during the day	96%	95%	95%	96%
Safety in your neighborhood after dark	80%	79%	81%	81%
Safety in Livermore's downtown area during the day	96%	96%	94%	94%
Safety in Livermore's downtown area after dark	77%	78%	78%	71%
Safety from violent crime	83%	75%	76%	79%
Safety from property crimes	68%	61%	65%	65%
Safety from environmental hazards	69%	NA	NA	NA
Percent "very" or "somewhat" safe				

FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	West Coast comparison
Safety in your neighborhood during the day	Above	Above
Safety in your neighborhood after dark	Above	Above
Safety in Livermore's downtown area during the day	Above	Above
Safety in Livermore's downtown area after dark	Above	Above
Safety from violent crime (e.g., rape, assault, robbery)	Above	Above
Safety from property crimes (e.g., burglary, theft)	Above	Above
Toxic waste or other environmental hazard(s)	Below	Similar

As assessed by the survey, 13% 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, 67% had reported it to police. Compared to other jurisdictions about the same percent of Livermore residents had been victims of crime in the 12 months preceding the survey compared to the nation and fewer had been victims of crime when compared to the custom jurisdictions. Fewer Livermore residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2009	2007	2006	2004
During the past twelve months, were you or anyone in your household the victim of any crime?	13%	14%	12%	10%
If yes, was this crime (these crimes) reported to the police?	67%	71%	65%	64%
Percent "yes"				

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	National comparison	West Coast comparison
Victim of crime	Similar	Less
Reported crimes	Less	Less

Residents rated seven City public safety services. When compared to the nation, three were rated above the benchmark comparison, three were rated similar to the benchmark comparison and one was rated below the benchmark comparison. In comparison the other West Coast jurisdictions, six were rated above the benchmark, and one was below. Fire service and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. These ratings were similar compared to previous years.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2009	2007	2006	2004
Police services	79%	80%	79%	81%
Fire services	94%	94%	94%	93%
Ambulance or emergency medical services	91%	90%	87%	89%
Crime prevention	66%	66%	71%	NA
Fire prevention and education	78%	81%	78%	79%
Traffic enforcement	66%	66%	63%	63%
Emergency preparedness	54%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	West Coast comparison
Police services	Similar	Above
Fire services	Above	Above
EMS/ambulance	Above	Above
Crime prevention	Similar	Above
Fire prevention and education	Above	Above
Traffic enforcement	Similar	Above
Emergency preparedness	Below	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 Livermore 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 75% of survey respondents. Cleanliness of Livermore received the highest rating, and it was above the benchmarks.

FIGURE 40: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

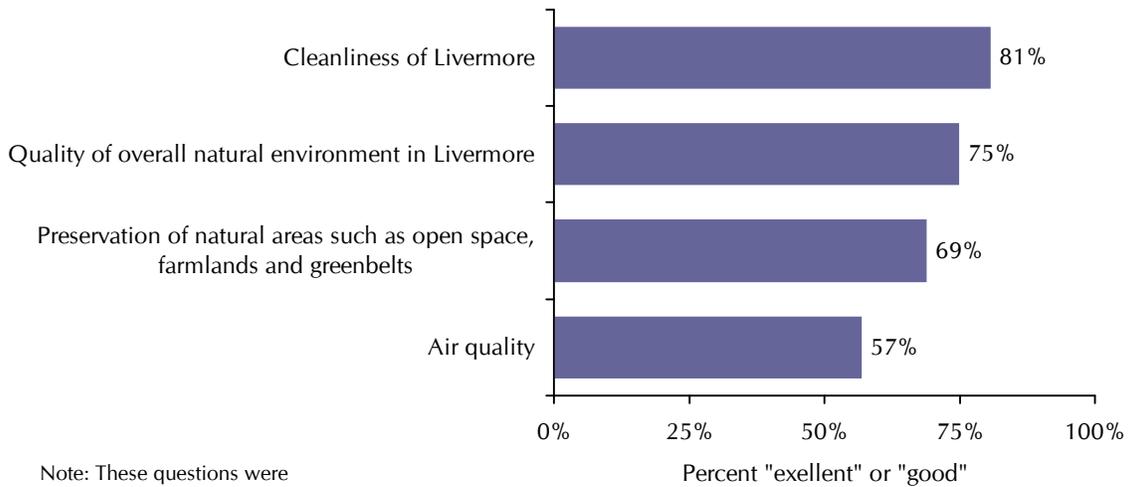


FIGURE 41: COMMUNITY ENVIRONMENT BENCHMARKS

	National comparison	West Coast comparison
Cleanliness of Livermore	Above	Above
Quality of overall natural environment in Livermore	Similar	Above
Preservation of natural areas such as open space, farmlands and greenbelts	Above	Above
Air quality	Below	Below

Resident recycling was greater than recycling reported in comparison communities.

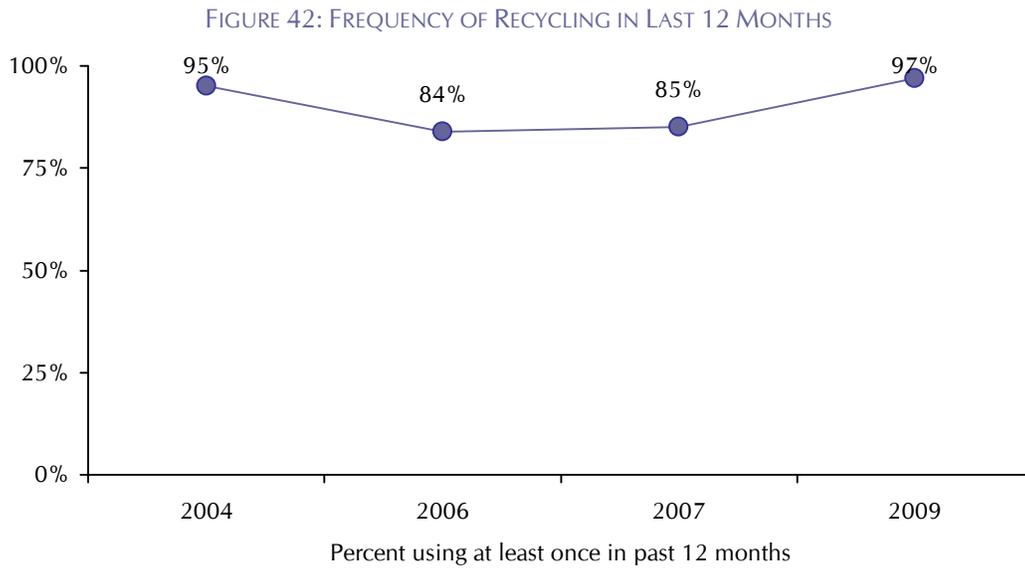


FIGURE 43: FREQUENCY OF RECYCLING BENCHMARKS

	National comparison	West Coast comparison
Recycled used paper, cans or bottles from your home	More	More

Of the seven utility services rated by those completing the questionnaire, five were higher than the national benchmark comparison, one was similar and one was below the national benchmark comparison. The ratings for drinking water and sewer services improved from 2007 to 2009.

FIGURE 44: RATINGS OF UTILITY SERVICES BY YEAR

	2009	2007	2006	2004
Power (electric and/or gas) utility	80%	NA	NA	NA
Sewer services	82%	74%	74%	75%
Drinking water	57%	50%	NA	NA
Storm drainage	76%	71%	64%	68%
Yard waste pick-up	82%	83%	81%	NA
Recycling	86%	83%	85%	86%
Garbage collection	83%	83%	83%	82%
Percent "excellent" or "good"				

FIGURE 45: UTILITY SERVICES BENCHMARKS

	National comparison	West Coast comparison
Power (electric and/or gas) utility	Above	Similar
Sewer services	Above	Above
Drinking water	Below	Below
Storm drainage	Above	Above
Yard waste pick-up	Above	Similar
Recycling	Above	Above
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 Livermore were rated positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers or facilities were rated higher than the benchmarks. Recreation opportunities received the lowest rating and was higher than the benchmarks. Parks and recreation ratings have stayed constant over time.

Resident use of Livermore parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Livermore recreation centers was greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in Livermore was higher than use in comparison jurisdictions.

FIGURE 46: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

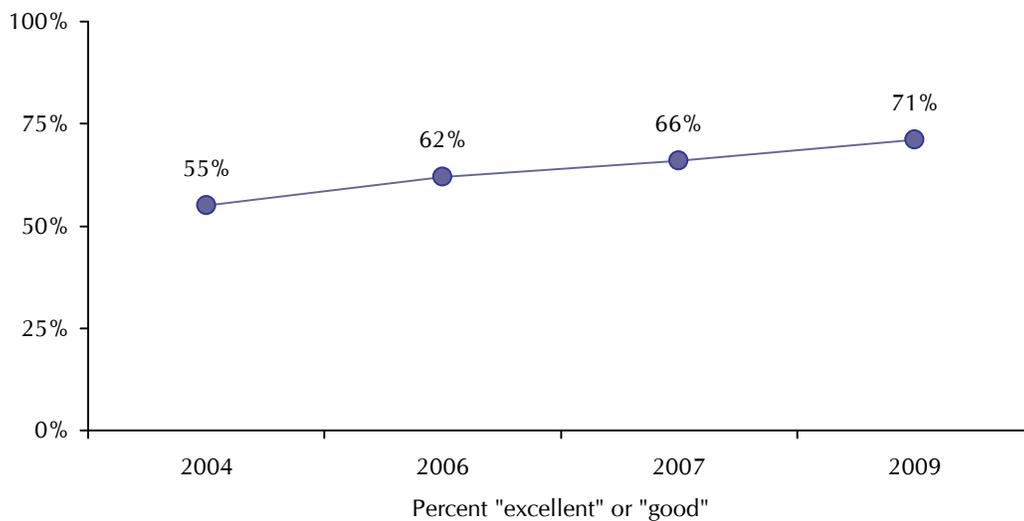


FIGURE 47: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Recreation opportunities	Above	Above

FIGURE 48: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2009	2007	2006	2004
Used Livermore recreation centers	71%	69%	64%	NA
Participated in a recreation program or activity	58%	56%	52%	61%
Visited a neighborhood park or City park	91%	91%	90%	90%
Percent using at least once in last 12 months				

FIGURE 49: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Used Livermore recreation centers	More	More
Participated in a recreation program or activity	More	More
Visited a neighborhood park or City park	More	More

FIGURE 50: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2009	2007	2006	2004
City parks	87%	82%	81%	78%
Recreation programs or classes	84%	81%	82%	NA
Recreation centers or facilities	83%	80%	81%	NA
Percent "excellent" or "good"				

FIGURE 51: PARKS AND RECREATION SERVICES BENCHMARKS

	National comparison	West Coast comparison
City parks	Above	Above
Recreation programs or classes	Above	Above
Recreation centers or facilities	Above	Above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who simply goes to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. 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 64% of respondents. Educational opportunities were rated as “excellent” or “good” by 58% of respondents. Compared to the benchmark data, educational opportunities were below the nation and similar to the custom comparison jurisdictions, while cultural activity opportunities were rated above the benchmark comparisons.

About 83% of Livermore residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was above comparison jurisdictions.

FIGURE 52: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2009	2007	2006	2004
Opportunities to attend cultural activities	64%	61%	39%	37%
Educational opportunities	58%	63%	63%	NA
Percent "excellent" or "good"				

FIGURE 53: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Opportunities to attend cultural activities	Above	Above
Educational opportunities	Below	Similar

FIGURE 54: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2009	2007	2006	2004
Used Livermore public libraries or their services	83%	81%	81%	76%
Participated in religious or spiritual activities in Livermore	55%	NA	NA	NA
Percent using at least once in last 12 months				

FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Used Livermore public libraries or their services	More	More
Participated in religious or spiritual activities in Livermore	Similar	More

FIGURE 56: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2009	2007	2006	2004
Public schools	59%	60%	NA	NA
Public library services	91%	92%	89%	82%
Percent "excellent" or "good"				

FIGURE 57: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	National comparison	West Coast comparison
Public schools	Below	Similar
Public library services	Above	Above

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 Livermore 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 Livermore, while the availability for preventive health services and affordable quality health care were rated less favorably by residents.

Among Livermore residents, 49% rated affordable quality health care as “excellent” or “good.” Those ratings were similar to the nation and higher than the ratings of custom comparison communities.

FIGURE 58: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2009	2007	2006	2004
Availability of affordable quality health care	49%	47%	NA	NA
Availability of affordable quality food	66%	NA	NA	NA
Availability of preventive health services	58%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 59: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Availability of affordable quality health care	Similar	Above
Availability of affordable quality food	Above	Above
Availability of preventive health services	Similar	Above

Health services were rated “excellent” or “good” by 63% of respondents and were similar to the nation and above the custom benchmark.

FIGURE 60: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

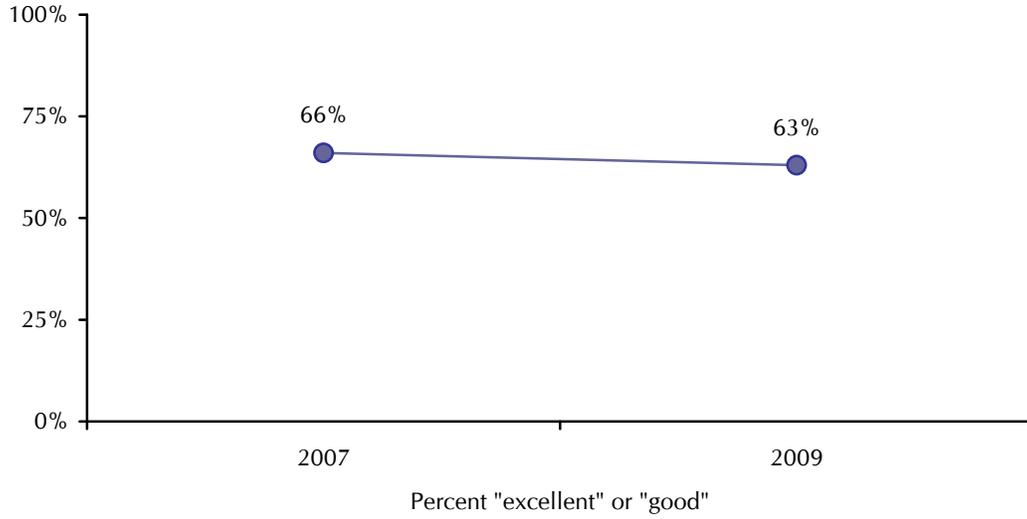


FIGURE 61: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	West Coast comparison
Health services	Similar	Above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Livermore 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 Livermore 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.” About two thirds of survey respondents felt the City of Livermore was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents but was similar to the national comparison and above the custom the benchmark.

FIGURE 62: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2009	2007	2006	2004
Sense of community	75%	70%	69%	63%
Openness and acceptance of the community towards people of diverse backgrounds	68%	68%	NA	NA
Availability of affordable quality child care	41%	33%	NA	NA
Livermore as a place to raise children	85%	82%	84%	78%
Livermore as a place to retire	64%	57%	49%	47%
Percent "excellent" or "good"				

FIGURE 63: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	National comparison	West Coast comparison
Sense of community	Above	Above
Openness and acceptance of the community toward people of diverse backgrounds	Above	Above
Availability of affordable quality child care	Similar	Above
Livermore as a place to raise kids	Above	Above
Livermore as a place to retire	Similar	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 51% to 67% with ratings of “excellent” or “good.” Services to seniors and low-income residents were above the benchmarks while services to youth were similar.

FIGURE 64: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2009	2007	2006	2004
Services to seniors	67%	70%	68%	54%
Services to youth	57%	55%	48%	45%
Services to low-income people	51%	47%	39%	44%
Percent "excellent" or "good"				

FIGURE 65: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	West Coast comparison
Services to seniors	Above	Above
Services to youth	Similar	Similar
Services to low income residents	Above	Above

CIVIC ENGAGEMENT

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

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the City of Livermore. Survey participants rated the volunteer opportunities in the City of Livermore favorably. Opportunities to attend or participate in community matters were rated less favorably.

Ratings of civic engagement opportunities were similar to ratings from national comparison jurisdictions where these questions were asked and above the custom comparison jurisdictions.

FIGURE 66: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

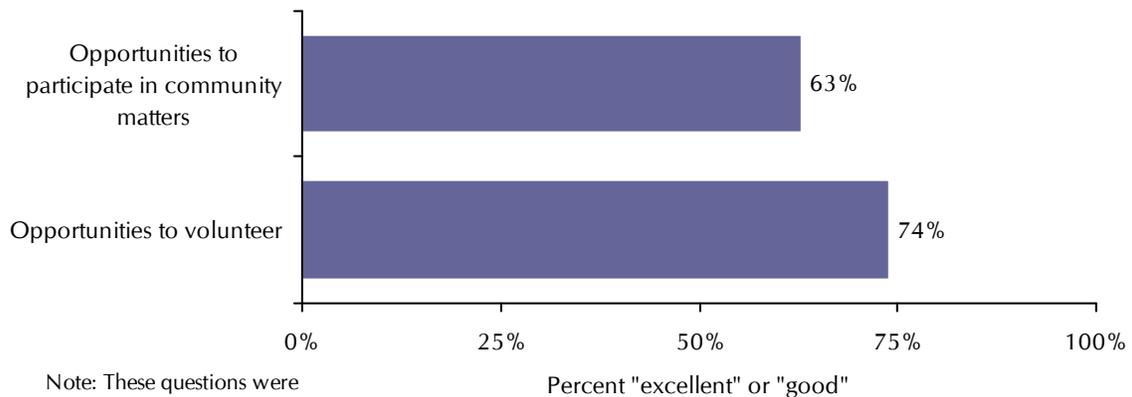


FIGURE 67: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Opportunities to participate in community matters	Similar	Above
Opportunities to volunteer	Similar	Above

Most of the participants in this survey had not attended a public meeting 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 across the nation. Volunteerism and participation in a club or civic group showed higher rates of involvement; while those who had provided help to a friend or neighbors showed higher rates than the national average. Those who had attended a meeting of local elected officials or other local public meeting or watched a meeting of local elected officials or other local public meeting on cable television showed lower rates of community engagement than the national benchmark.

FIGURE 68: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

Participation in Civic Engagement Opportunities by Year				
	2009	2007	2006	2004
Attended a meeting of local elected officials or other local public meeting	26%	24%	30%	25%
Watched a meeting of local elected officials or other local public meeting on cable television	41%	50%	55%	52%
Volunteered your time to some group or activity in Livermore	51%	47%	47%	NA
Participated in a club or civic group in Livermore	34%	NA	NA	NA
Provided help to a friend or neighbor	95%	NA	NA	NA
Percent participating at least once in the last 12 months				

FIGURE 69: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Attended a meeting of local elected officials or other local public meeting	Less	Similar
Watched a meeting of local elected officials or other local public meeting on cable television	Less	Similar
Volunteered your time to some group or activity in Livermore	More	More
Participated in a club or civic group in Livermore	More	Similar
Provided help to a friend or neighbor	Similar	Similar

City of Livermore residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-nine 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 higher than that of comparison communities.

FIGURE 70: REPORTED VOTING BEHAVIOR BY YEAR¹

	2009	2007	2006	2004
Registered to vote	89%	85%	86%	79%
Voted in the last general election	81%	67%	79%	69%
Percent "yes"				

FIGURE 71: VOTING BEHAVIOR BENCHMARKS

	National comparison	West Coast comparison
Registered to vote	More	More
Voted in last general election	More	More

¹ Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Livermore Web site in the previous 12 months, 67% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 72: USE OF INFORMATION SOURCES BY YEAR

Use of Information Sources by Year				
	2009	2007	2006	2004
Read Livermore Newsletter	94%	93%	92%	NA
Visited the City of Livermore Web site (at www.ci.livermore.ca.us)	67%	52%	49%	NA
Percent using at least once in last 12 months				

FIGURE 73: USE OF INFORMATION SOURCES BENCHMARKS

	National comparison	West Coast comparison
Read Livermore Newsletter	More	More
Visited the City of Livermore Web site	More	More

FIGURE 74: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2009	2007	2006	2004
Cable television	60%	56%	64%	61%
Public information services	68%	64%	67%	65%
Percent "excellent" or "good"				

FIGURE 75: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	National comparison	West Coast comparison
Cable television	Above	Similar
Public information services	Above	Above

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 69% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 76: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

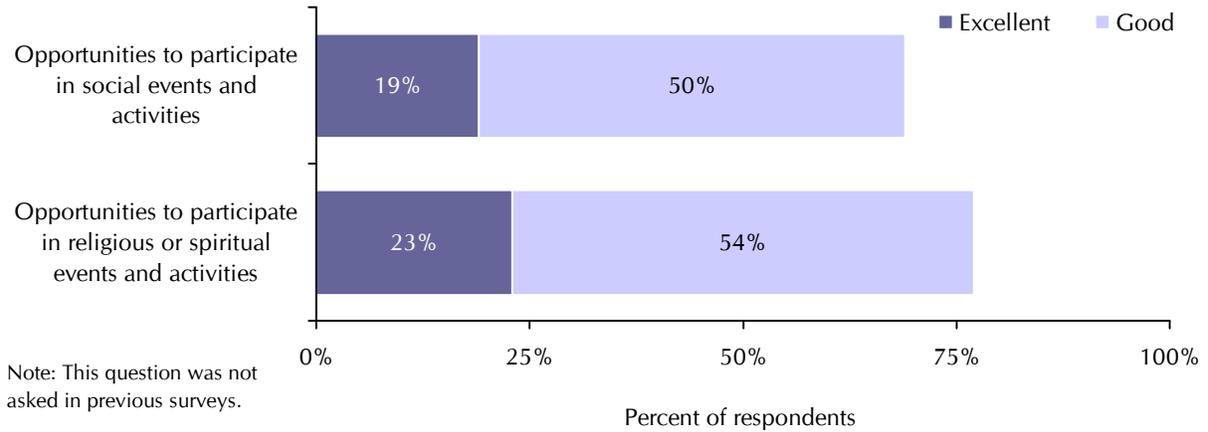
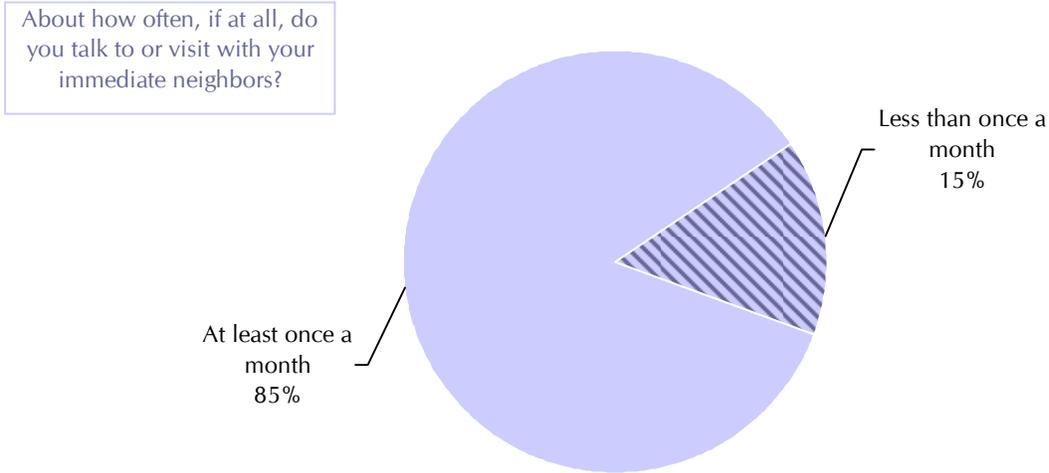


FIGURE 77: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Opportunities to participate in social events and activities	Above	Above
Opportunities to participate in religious or spiritual events	Similar	Above

Residents in Livermore reported a strong amount of neighborliness. More than 85% indicated talking or visiting with their neighbors once a month or more frequently. This amount of contact with neighbors was more than the amount of contact reported in other communities.

FIGURE 78: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR



Note: This question was not asked in previous surveys.

FIGURE 79: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	West Coast comparison
Has contact with neighbors at least once per month	More	More

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 Livermore 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 Livermore 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 Livermore may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Livermore does at listening to citizens, 44% rated it as “excellent” or “good.” Of these five ratings, all five were above the benchmarks.

FIGURE 80: PUBLIC TRUST RATINGS BY YEAR

	2009	2007	2006	2004
The value of services for the taxes paid to Livermore	53%	57%	55%	57%
The overall direction that Livermore is taking	63%	65%	62%	52%
The job Livermore government does at welcoming citizen involvement	54%	60%	59%	61%
The job Livermore government does at listening to citizens	44%	47%	50%	44%
Overall image or reputation of Livermore	74%	73%	64%	NA

Percent "excellent" or "good"

Note: In previous years, these questions were asked on an “agree/disagree” scale.

FIGURE 81: PUBLIC TRUST BENCHMARKS

	National comparison	West Coast comparison
Value of services for the taxes paid to Livermore	Above	Above
The overall direction that Livermore is taking	Above	Above
Job Livermore government does at welcoming citizen involvement	Above	Above
Job Livermore government does at listening to citizens	Above	Above
Overall image or reputation of Livermore	Above	Above

On average, residents of the City of Livermore gave the highest evaluations to their own local government and the lowest average rating to state government. The overall quality of services delivered by the City of Livermore was rated as “excellent” or “good” by 79% of survey participants. The City of Livermore’s rating was above the benchmark when compared to other communities in nation and the custom benchmark. Ratings of overall City services have remained stable over time.

FIGURE 82: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF LIVERMORE BY YEAR

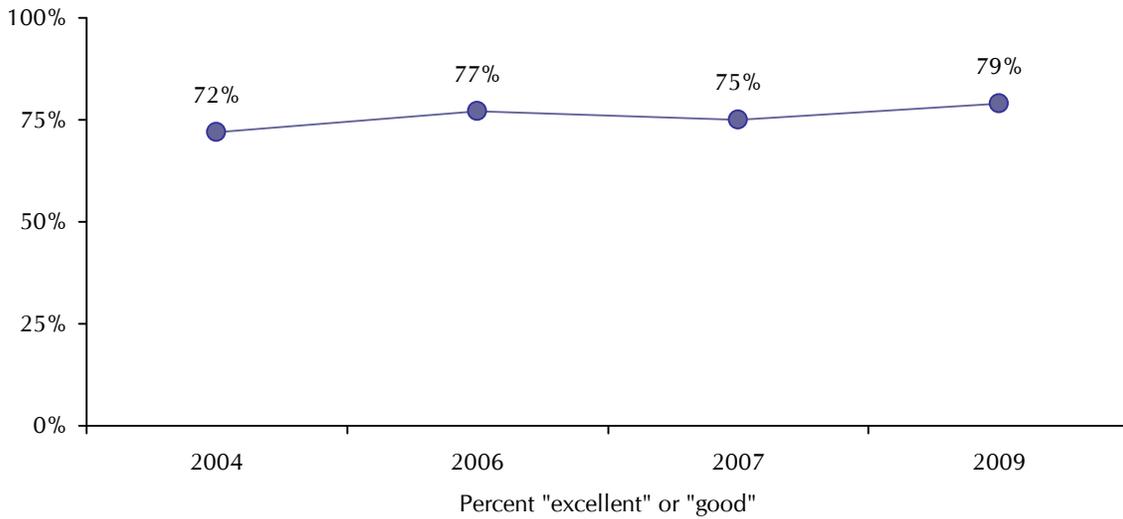


FIGURE 83: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

Ratings of Services Provided by Local, State and Federal Governments by Year				
	2009	2007	2006	2004
Services provided by City of Livermore	79%	75%	77%	72%
Services provided by the Federal Government	31%	33%	36%	33%
Services provided by the State Government	22%	35%	34%	28%
Services provided by Alameda County Government	36%	NA	NA	NA
Percent "excellent" or "good"				

FIGURE 84: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	National comparison	West Coast comparison
Services provided by the City of Livermore	Above	Above
Services provided by the Federal Government	Below	Below
Services provided by the State Government	Below	Below
Services provided by Alameda County Government	Below	Below

City of Livermore Employees

The employees of the City of Livermore who interact with the public create the first impression that most residents have of the City of Livermore. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Livermore. 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 Livermore staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person or over the phone in the last 12 months; the 49% who reported that they had been in contact (a percent that is lower than the national benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 77% of respondents rated their overall impression as "excellent" or "good." Employee ratings were higher than the benchmarks and were similar to past survey years.

FIGURE 85: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

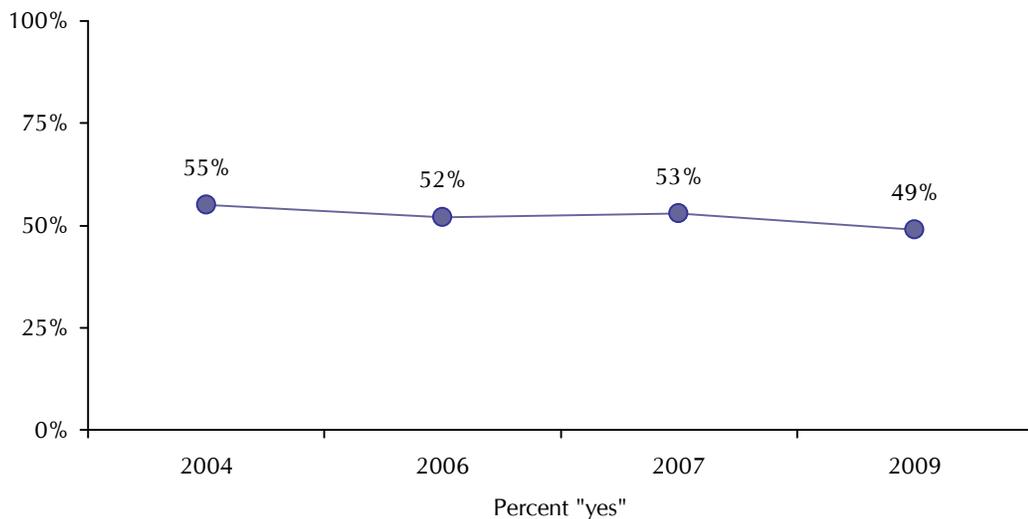


FIGURE 86: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	National comparison	West Coast comparison
Had contact with City employee(s) in last 12 months	Less	Similar

FIGURE 87: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2009	2007	2006	2004
Knowledge	80%	79%	86%	81%
Responsiveness	79%	71%	79%	76%
Courtesy	83%	79%	88%	84%
Overall impression	77%	74%	82%	80%
Percent "excellent" or "good"				

FIGURE 88: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	West Coast comparison
City employee knowledge	Similar	Above
City employee responsiveness	Above	Above
City employee courteousness	Above	Above
Overall impression	Above	Above

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. 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 Key Driver Analysis, 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 Key Driver Analysis (KDA) was conducted for the City of Livermore by examining the relationships between ratings of each service and ratings of the City of Livermore'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 Livermore can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

Services found to be most strongly correlated with ratings of overall service quality from the Livermore Key Driver Analysis were:

- Police services
- Land use, planning and zoning
- Public schools
- Public information services
- City parks
- Preservation of natural areas

CITY OF LIVERMORE ACTION CHART

The 2009 City of Livermore Action Chart™ on the following page combines three dimensions of performance:

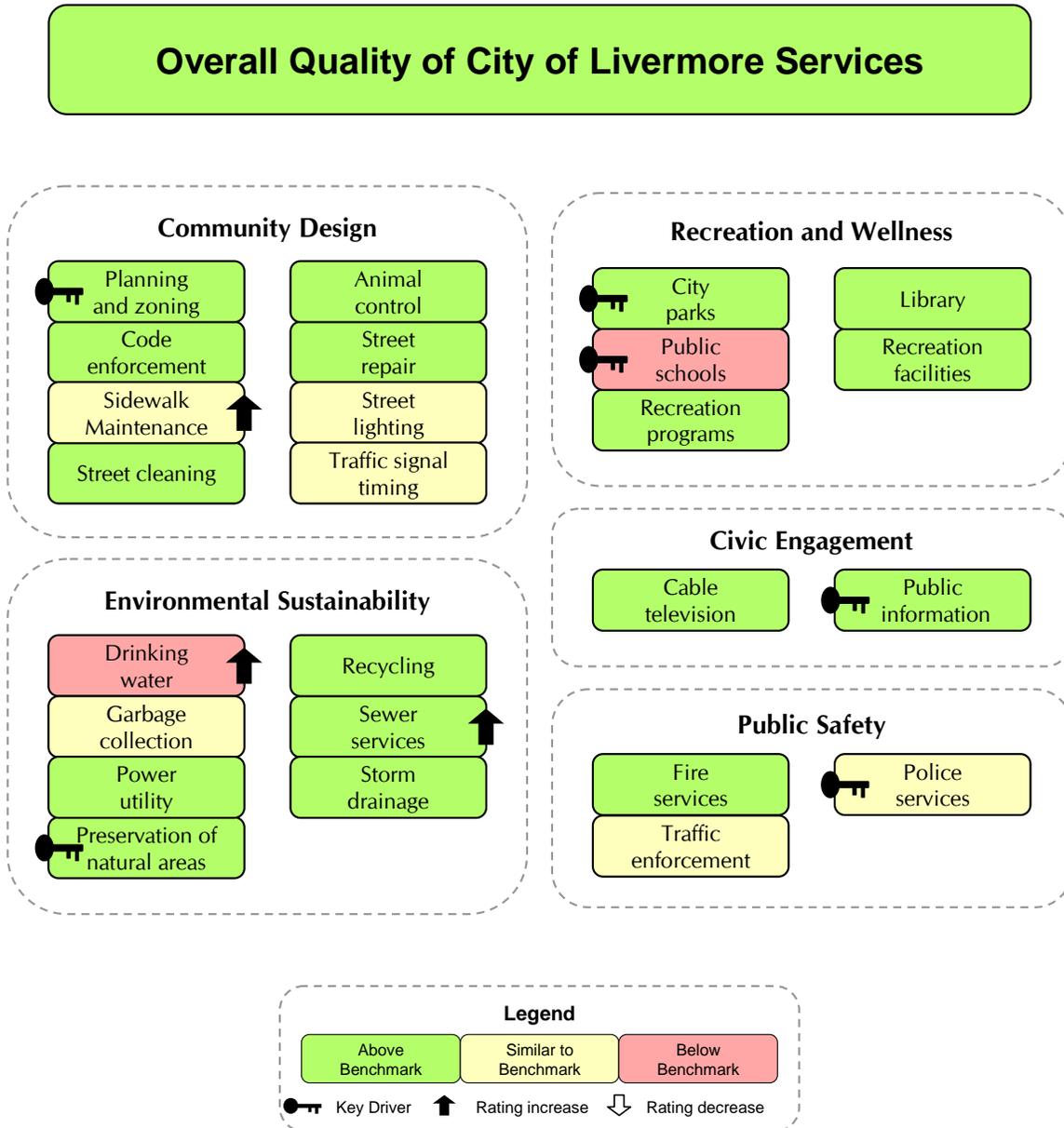
- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates that service is key (either core or key driver)
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

Twenty-five services were included in the KDA for the City of Livermore. Of these, 17 were above the benchmark, two were below the benchmark and six were similar to the benchmark. Ratings for three services were trending up and none were trending down, while 22 remained similar to the previous survey. A key icon (🔑) indicates the six key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Livermore, public schools were below the benchmark and police services 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 89: CITY OF LIVERMORE ACTION CHART™



Using Your Action Chart™

The key drivers derived for City of Livermore 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 City of Livermore, 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 data set. 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. In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, City of Livermore key drivers that overlap core services or the nationally derived keys.

FIGURE 90: KEY DRIVERS COMPARED

Service	City of Livermore Key Drivers	National Key Drivers	Core Services
Animal control			
Code enforcement			✓
Land use planning and zoning	✓	✓	
Light timing			
Sidewalk maintenance			
Street cleaning			
Street lighting			
Street repair			✓
Drinking water			✓
Garbage collection			✓
Power utility			
Preservation of natural areas	✓		
Recycling			
Sewer			✓
Storm drainage			✓
Fire			✓
Police services	✓	✓	✓
Traffic enforcement			
City parks	✓		
Public library			
Public schools	✓	✓	
Recreation centers or facilities			
Recreation programs or classes			
Cable television			
Public information services	✓	✓	

POLICY QUESTIONS

Policy Question, Part 1					
First, please rate how important, if at all each of the following strategic planning areas are to the overall quality of life in Livermore.	Essential	Very important	Somewhat important	Not at all important	Total
Maintain community infrastructure (e.g., streets, sidewalks, water/sewer/storm system)	51%	41%	8%	0%	100%
Preserve open space/greenbelt areas in North Livermore	30%	39%	26%	4%	100%
Springtown public facilities planning (library, golf course, trails and parks)	12%	31%	48%	10%	100%
Downtown revitalization	21%	42%	31%	7%	100%
Youth initiatives and programs (e.g., Tri-Valley Adolescent Wellness Initiative, summer reading program)	21%	46%	28%	5%	100%
Regional and local transportation (BART, I-580, regional rail)	38%	34%	21%	7%	100%
Public safety emergency regional communications system replacement	23%	40%	33%	4%	100%
North Livermore agricultural water plan	12%	37%	43%	8%	100%
Access to affordable housing	21%	33%	34%	12%	100%
Opportunities to both live and work in Livermore	35%	42%	20%	3%	100%
Historic preservation	17%	36%	40%	7%	100%

Policy Question, Part 2	
Please indicate which three should receive the highest priority for strategic planning efforts:	Percent of respondents
Maintain community infrastructure (e.g., streets, sidewalks, water/sewer/storm system)	63%
Regional and local transportation (BART, I-580, regional rail)	47%
Opportunities to both live and work in Livermore	40%
Preserve open space/greenbelt areas in North Livermore	31%
Downtown revitalization	26%
Youth initiatives and programs (e.g., Tri-Valley Adolescent Wellness Initiative, summer reading program)	23%
Access to affordable housing	21%
Public safety emergency regional communications system replacement	18%
Springtown public facilities planning (library, golf course, trails and parks)	11%
Historic preservation	10%
North Livermore agricultural water plan	4%
Total may exceed 100% as respondents could select more than one option	

**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 Livermore:	Excellent	Good	Fair	Poor	Total
Livermore as a place to live	38%	53%	8%	0%	100%
Your neighborhood as a place to live	36%	49%	13%	3%	100%
Livermore as a place to raise children	35%	51%	14%	1%	100%
Livermore as a place to work	21%	45%	25%	10%	100%
Livermore as a place to retire	20%	44%	27%	9%	100%
The overall quality of life in Livermore	25%	60%	13%	1%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	20%	55%	22%	3%	100%
Openness and acceptance of the community towards people of diverse backgrounds	16%	53%	26%	6%	100%
Overall appearance of Livermore	18%	62%	19%	1%	100%
Cleanliness of Livermore	19%	62%	19%	1%	100%
Overall quality of new development in Livermore	20%	50%	24%	7%	100%
Variety of housing options	12%	46%	32%	10%	100%
Overall quality of business and service establishments in Livermore	8%	56%	29%	7%	100%
Shopping opportunities	8%	37%	42%	13%	100%
Opportunities to attend cultural activities	18%	47%	30%	6%	100%
Recreational opportunities	19%	52%	25%	4%	100%
Employment opportunities	3%	22%	47%	27%	100%
Educational opportunities	10%	48%	38%	4%	100%
Opportunities to participate in social events and activities	19%	50%	28%	3%	100%
Opportunities to participate in religious or spiritual events and activities	23%	54%	21%	2%	100%
Opportunities to volunteer	21%	52%	25%	1%	100%
Opportunities to participate in community matters	16%	47%	31%	6%	100%
Ease of car travel in Livermore	14%	44%	32%	10%	100%
Ease of bus travel in Livermore	7%	34%	41%	19%	100%
Ease of rail or subway travel in Livermore	3%	18%	29%	50%	100%
Ease of bicycle travel in Livermore	15%	50%	30%	5%	100%
Ease of walking in Livermore	23%	53%	21%	3%	100%
Availability of paths and walking trails	25%	47%	23%	5%	100%
Traffic flow on major streets	6%	41%	38%	15%	100%
Amount of public parking	13%	44%	33%	10%	100%
Availability of affordable quality housing	6%	30%	40%	24%	100%
Availability of affordable quality child care	8%	33%	41%	18%	100%
Availability of affordable quality health care	9%	40%	35%	16%	100%
Availability of affordable quality food	16%	50%	28%	5%	100%
Availability of preventive health services	10%	47%	33%	9%	100%
Air quality	10%	47%	34%	9%	100%
Quality of overall natural environment in Livermore	18%	56%	23%	2%	100%
Overall image or reputation of Livermore	18%	56%	23%	3%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Livermore over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	6%	48%	32%	14%	100%
Retail growth (stores, restaurants, etc.)	6%	32%	50%	9%	2%	100%
Jobs growth	31%	53%	13%	2%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Livermore?	Percent of respondents
Not a problem	12%
Minor problem	53%
Moderate problem	31%
Major problem	5%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Livermore:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	36%	47%	11%	5%	1%	100%
Property crimes (e.g., burglary, theft)	18%	50%	15%	15%	2%	100%
Environmental hazards, including toxic waste	30%	39%	18%	11%	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	72%	23%	3%	1%	0%	100%
In your neighborhood after dark	37%	43%	8%	11%	1%	100%
In Livermore's downtown area during the day	73%	24%	2%	1%	0%	100%
In Livermore's downtown area after dark	33%	44%	12%	10%	2%	100%

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	87%
Yes	13%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	33%
Yes	67%
Total	100%

Question 9: 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 Livermore?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Livermore public libraries or their services	17%	21%	30%	18%	14%	100%
Used Livermore recreation centers	29%	27%	29%	8%	7%	100%
Participated in a recreation program or activity	42%	26%	21%	6%	5%	100%
Visited a neighborhood park or City park	9%	19%	31%	18%	23%	100%
Ridden a local bus within Livermore	77%	12%	5%	3%	3%	100%
Attended a meeting of local elected officials or other local public meeting	74%	19%	6%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	59%	25%	12%	2%	1%	100%
Read Livermore Newsletter	6%	19%	47%	15%	13%	100%
Visited the City of Livermore Web site (at www.ci.livermore.ca.us)	33%	26%	29%	8%	3%	100%
Recycled used paper, cans or bottles from your home	3%	2%	9%	7%	79%	100%
Volunteered your time to some group or activity in Livermore	49%	20%	13%	7%	11%	100%
Participated in religious or spiritual activities in Livermore	45%	14%	12%	8%	20%	100%
Participated in a club or civic group in Livermore	66%	15%	9%	4%	6%	100%
Provided help to a friend or neighbor	5%	17%	42%	19%	16%	100%

Question 10: 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	20%
Several times a week	29%
Several times a month	26%
Once a month	9%
Several times a year	10%
Once a year or less	3%
Never	2%
Total	100%

Question 11: Service Quality					
Please rate the quality of each of the following services in Livermore:	Excellent	Good	Fair	Poor	Total
Police services	27%	52%	14%	7%	100%
Fire services	43%	50%	5%	1%	100%
Ambulance or emergency medical services	40%	51%	8%	1%	100%
Crime prevention	16%	50%	28%	6%	100%
Fire prevention and education	25%	53%	19%	3%	100%
Traffic enforcement	15%	51%	24%	10%	100%
Street repair	9%	42%	38%	11%	100%
Street cleaning	15%	50%	28%	7%	100%
Street lighting	13%	48%	29%	10%	100%
Sidewalk maintenance	9%	44%	34%	13%	100%
Traffic signal timing	7%	43%	35%	14%	100%
Bus or transit services	10%	43%	34%	13%	100%
Garbage collection	29%	54%	13%	4%	100%
Recycling	33%	52%	12%	2%	100%
Yard waste pick-up	31%	50%	15%	4%	100%
Storm drainage	18%	58%	21%	4%	100%
Drinking water	13%	45%	29%	14%	100%
Sewer services	21%	61%	17%	1%	100%
Power (electric and/or gas) utility	20%	60%	19%	2%	100%
City parks	30%	57%	12%	1%	100%
Recreation programs or classes	26%	58%	15%	1%	100%
Recreation centers or facilities	29%	54%	14%	2%	100%
Land use, planning and zoning	8%	41%	39%	12%	100%
Code enforcement (weeds, abandoned buildings, etc)	8%	42%	36%	14%	100%
Animal control	12%	56%	27%	6%	100%
Economic development	5%	42%	41%	12%	100%
Health services	10%	53%	30%	7%	100%
Services to seniors	18%	49%	27%	5%	100%
Services to youth	10%	46%	30%	13%	100%
Services to low-income people	10%	41%	28%	21%	100%
Public library services	47%	45%	8%	1%	100%
Public information services	15%	53%	28%	3%	100%
Public schools	11%	48%	31%	10%	100%
Cable television	11%	49%	28%	12%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	43%	32%	14%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	19%	50%	23%	8%	100%

Question 12: 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 Livermore	16%	64%	18%	2%	100%
The Federal Government	3%	28%	44%	26%	100%
The State Government	2%	19%	40%	39%	100%
Alameda County Government	2%	34%	46%	18%	100%

Question 13: Contact with City Employees	
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)?	Percent of respondents
No	51%
Yes	49%
Total	100%

Question 14: City Employees					
What was your impression of the employee(s) of the City of Livermore in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	33%	47%	15%	5%	100%
Responsiveness	35%	44%	12%	9%	100%
Courtesy	41%	42%	11%	6%	100%
Overall impression	35%	42%	13%	9%	100%

Question 15: Government Performance					
Please rate the following categories of Livermore government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Livermore	8%	45%	36%	11%	100%
The overall direction that Livermore is taking	12%	51%	28%	9%	100%
The job Livermore government does at welcoming citizen involvement	11%	43%	33%	13%	100%
The job Livermore government does at listening to citizens	8%	36%	36%	21%	100%

Question 16: 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 Livermore to someone who asks	56%	37%	5%	2%	100%
Remain in Livermore for the next five years	65%	25%	7%	3%	100%

Question 17: 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	11%
Neutral	43%
Somewhat negative	33%
Very negative	11%
Total	100%

Question 18: Policy Question, Part 1					
First, please rate how important, if at all each of the following strategic planning areas are to the overall quality of life in Livermore.	Essential	Very important	Somewhat important	Not at all important	Total
Maintain community infrastructure (e.g., streets, sidewalks, water/sewer/storm system)	51%	41%	8%	0%	100%
Preserve open space/greenbelt areas in North Livermore	30%	39%	26%	4%	100%
Springtown public facilities planning (library, golf course, trails and parks)	12%	31%	48%	10%	100%
Downtown revitalization	21%	42%	31%	7%	100%
Youth initiatives and programs (e.g., Tri-Valley Adolescent Wellness Initiative, summer reading program)	21%	46%	28%	5%	100%
Regional and local transportation (BART, I-580, regional rail)	38%	34%	21%	7%	100%
Public safety emergency regional communications system replacement	23%	40%	33%	4%	100%
North Livermore agricultural water plan	12%	37%	43%	8%	100%
Access to affordable housing	21%	33%	34%	12%	100%
Opportunities to both live and work in Livermore	35%	42%	20%	3%	100%
Historic preservation	17%	36%	40%	7%	100%

Question 18: Policy Question, Part 2	
Please indicate which three should receive the highest priority for strategic planning efforts:	Percent of respondents
Maintain community infrastructure (e.g., streets, sidewalks, water/sewer/storm system)	63%
Preserve open space/greenbelt areas in North Livermore	31%
Springtown public facilities planning (library, golf course, trails and parks)	11%
Downtown revitalization	26%
Youth initiatives and programs (e.g., Tri-Valley Adolescent Wellness Initiative, summer reading program)	23%
Regional and local transportation (BART, I-580, regional rail)	47%
Public safety emergency regional communications system replacement	18%
North Livermore agricultural water plan	4%
Access to affordable housing	21%
Opportunities to both live and work in Livermore	40%
Historic preservation	10%
Total may exceed 100% as respondents could select more than one option	

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	30%
Yes, full-time	58%
Yes, part-time	12%
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	78%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%
Bus, rail, subway or other public transportation	2%
Walk	1%
Bicycle	2%
Work at home	5%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Livermore?	Percent of respondents
Less than 2 years	11%
2 to 5 years	19%
6 to 10 years	16%
11 to 20 years	22%
More than 20 years	32%
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	66%
House attached to one or more houses (e.g., a duplex or townhome)	12%
Building with two or more apartments or condominiums	19%
Mobile home	1%
Other	1%
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	29%
Owned by you or someone in this house with a mortgage or free and clear	71%
Total	100%

Question D6: Monthly Housing Cost	
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)?	Percent of respondents
Less than \$300 per month	4%
\$300 to \$599 per month	5%
\$600 to \$999 per month	8%
\$1,000 to \$1,499 per month	18%
\$1,500 to \$2,499 per month	27%
\$2,500 or more per month	38%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	59%
Yes	41%
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	77%
Yes	23%
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	11%
\$25,000 to \$49,999	16%
\$50,000 to \$99,999	27%
\$100,000 to \$149,000	25%
\$150,000 or more	22%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	90%
Yes, I consider myself to be Spanish, Hispanic or Latino	10%
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	9%
Black or African American	3%
White	84%
Other	8%
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	2%
25 to 34 years	21%
35 to 44 years	16%
45 to 54 years	32%
55 to 64 years	10%
65 to 74 years	8%
75 years or older	10%
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	10%
Yes	87%
Ineligible to vote	3%
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	4%
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 Livermore:	Excellent		Good		Fair		Poor		Don't know		Total	
	Livermore as a place to live	38%	336	53%	472	8%	73	0%	2	0%	0	100%
Your neighborhood as a place to live	36%	315	49%	428	13%	111	3%	24	0%	0	100%	879
Livermore as a place to raise children	31%	272	46%	397	12%	108	1%	9	10%	85	100%	871
Livermore as a place to work	15%	131	33%	286	18%	160	7%	61	26%	230	100%	869
Livermore as a place to retire	17%	144	36%	308	22%	189	8%	67	18%	160	100%	868
The overall quality of life in Livermore	25%	223	60%	529	13%	118	1%	5	0%	3	100%	878

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	20%	169	53%	460	21%	185	2%	21	3%	28	100%
Openness and acceptance of the community towards people of diverse backgrounds	14%	125	48%	418	24%	206	5%	45	9%	78	100%	872
Overall appearance of Livermore	18%	157	62%	541	19%	171	1%	6	0%	2	100%	877
Cleanliness of Livermore	19%	162	62%	542	18%	162	1%	8	0%	2	100%	876
Overall quality of new development in Livermore	18%	156	46%	398	22%	193	6%	55	8%	71	100%	872
Variety of housing options	11%	95	42%	368	29%	250	9%	80	9%	78	100%	871
Overall quality of business and service establishments in Livermore	8%	70	55%	483	28%	245	7%	58	2%	18	100%	874
Shopping opportunities	8%	71	37%	323	41%	361	13%	113	1%	7	100%	876
Opportunities to attend cultural activities	16%	137	42%	365	26%	232	5%	48	11%	94	100%	876
Recreational opportunities	18%	155	49%	431	24%	206	4%	35	5%	45	100%	872
Employment opportunities	2%	21	17%	147	37%	314	21%	181	23%	197	100%	860
Educational opportunities	9%	75	43%	368	33%	287	4%	33	11%	99	100%	861

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Opportunities to participate in social events and activities	17%	151	45%	393	25%	217	3%	24	10%	90	100%
Opportunities to participate in religious or spiritual events and activities	18%	159	42%	366	16%	142	2%	14	22%	189	100%	870
Opportunities to volunteer	17%	148	41%	362	20%	171	1%	9	21%	185	100%	875
Opportunities to participate in community matters	13%	116	39%	340	26%	222	5%	41	17%	147	100%	865
Ease of car travel in Livermore	14%	123	43%	378	32%	275	10%	83	1%	11	100%	870
Ease of bus travel in Livermore	3%	30	18%	157	22%	192	10%	86	46%	401	100%	866
Ease of rail or subway travel in Livermore	2%	17	10%	91	17%	149	29%	254	41%	353	100%	864
Ease of bicycle travel in Livermore	12%	105	40%	342	24%	206	4%	34	20%	171	100%	859
Ease of walking in Livermore	23%	196	51%	444	21%	178	3%	26	2%	21	100%	866
Availability of paths and walking trails	23%	204	44%	387	22%	188	4%	38	6%	56	100%	873
Traffic flow on major streets	6%	51	41%	356	38%	332	15%	131	0%	2	100%	872
Amount of public parking	13%	112	43%	374	32%	279	10%	85	3%	24	100%	874
Availability of affordable quality housing	5%	41	24%	212	33%	287	20%	172	18%	157	100%	869
Availability of affordable quality child care	3%	27	13%	114	16%	141	7%	63	60%	513	100%	858
Availability of affordable quality health care	7%	59	32%	276	27%	238	13%	110	21%	185	100%	868
Availability of affordable quality food	15%	133	49%	429	28%	242	5%	47	2%	20	100%	871
Availability of preventive health services	8%	67	35%	306	25%	214	7%	61	25%	221	100%	869
Air quality	9%	82	45%	396	33%	286	9%	78	4%	31	100%	872
Quality of overall natural environment in Livermore	18%	156	56%	483	22%	195	2%	21	2%	15	100%	870
Overall image or reputation of Livermore	18%	157	55%	481	23%	200	3%	23	2%	19	100%	880

Question 3: Growth														
Please rate the speed of growth in the following categories in Livermore 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%	5	5%	43	40%	347	27%	232	11%	99	17%	146	100%
Retail growth (stores, restaurants, etc.)	6%	50	29%	256	46%	400	8%	71	2%	17	9%	80	100%	875
Jobs growth	20%	170	33%	288	8%	72	1%	9	1%	5	37%	324	100%	867

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Livermore?	Percent of respondents	Count
Not a problem	11%	94
Minor problem	49%	425
Moderate problem	29%	254
Major problem	4%	37
Don't know	7%	61
Total	100%	871

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Livermore:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	36%	313	46%	402	11%	98	5%	47	1%	5	2%	17	100%
Property crimes (e.g., burglary, theft)	18%	157	48%	424	14%	127	14%	127	2%	17	3%	26	100%	877
Environmental hazards, including toxic waste	27%	240	35%	309	17%	146	10%	85	2%	13	10%	83	100%	876

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	72%	637	23%	206	3%	29	1%	7	0%	2	0%	1	100%
In your neighborhood after dark	37%	325	43%	376	8%	71	11%	96	1%	10	0%	4	100%	882
In Livermore's downtown area during the day	72%	632	23%	207	2%	21	1%	7	0%	4	1%	8	100%	879
In Livermore's downtown area after dark	31%	272	41%	360	11%	96	9%	81	2%	14	6%	53	100%	876

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	87%	761
Yes	13%	116
Don't know	0%	2
Total	100%	878

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	33%	38
Yes	67%	76
Don't know	0%	0
Total	100%	114

Question 9: 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 Livermore?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Livermore public libraries or their services	17%	148	21%	180	30%	266	18%	155	14%	126	100%
Used Livermore recreation centers	29%	258	27%	241	29%	252	8%	68	7%	63	100%	882
Participated in a recreation program or activity	42%	358	26%	220	21%	182	6%	55	5%	44	100%	860
Visited a neighborhood park or City park	9%	80	19%	162	31%	265	18%	155	23%	203	100%	865
Ridden a local bus within Livermore	77%	665	12%	107	5%	41	3%	23	3%	30	100%	866
Attended a meeting of local elected officials or other local public meeting	74%	652	19%	169	6%	53	1%	5	0%	1	100%	880
Watched a meeting of local elected officials or other local public meeting on cable television	59%	516	25%	215	12%	108	2%	20	1%	10	100%	869
Read Livermore Newsletter	6%	55	19%	165	47%	403	15%	125	13%	111	100%	858
Visited the City of Livermore Web site (at www.ci.livermore.ca.us)	33%	288	26%	226	29%	251	8%	70	3%	25	100%	859
Recycled used paper, cans or bottles from your home	3%	29	2%	16	9%	76	7%	64	79%	677	100%	861
Volunteered your time to some group or activity in Livermore	49%	427	20%	179	13%	110	7%	62	11%	97	100%	875
Participated in religious or spiritual activities in Livermore	45%	396	14%	123	12%	107	8%	70	20%	177	100%	874
Participated in a club or civic group in Livermore	66%	576	15%	127	9%	81	4%	37	6%	52	100%	872
Provided help to a friend or neighbor	5%	46	17%	154	42%	373	19%	164	16%	144	100%	881

Question 10: 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	20%	178
Several times a week	29%	258
Several times a month	26%	227
Once a month	9%	81
Several times a year	10%	84
Once a year or less	3%	26
Never	2%	21
Total	100%	875

Question 11: Service Quality												
Please rate the quality of each of the following services in Livermore:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	24%	204	46%	396	13%	109	6%	54	11%	98	100%
Fire services	32%	274	37%	320	4%	34	1%	5	26%	225	100%	858
Ambulance or emergency medical services	25%	217	32%	273	5%	43	1%	6	37%	319	100%	858
Crime prevention	11%	96	36%	308	20%	173	5%	38	27%	232	100%	847
Fire prevention and education	15%	124	31%	266	11%	97	2%	13	41%	353	100%	852
Traffic enforcement	13%	111	45%	377	21%	176	9%	72	13%	108	100%	845
Street repair	8%	71	40%	341	36%	312	10%	88	5%	45	100%	855
Street cleaning	15%	125	47%	403	26%	223	7%	58	5%	44	100%	853
Street lighting	12%	106	47%	402	28%	243	10%	86	2%	19	100%	856
Sidewalk maintenance	9%	75	42%	356	33%	277	12%	103	4%	38	100%	848
Traffic signal timing	7%	58	42%	359	34%	294	14%	119	3%	23	100%	853
Bus or transit services	4%	37	19%	164	16%	131	6%	49	55%	461	100%	842
Garbage collection	28%	236	51%	440	13%	110	3%	30	5%	41	100%	856
Recycling	32%	274	50%	430	12%	100	2%	18	4%	37	100%	859
Yard waste pick-up	26%	222	42%	361	12%	106	3%	26	16%	141	100%	856

Question 11: Service Quality												
Please rate the quality of each of the following services in Livermore:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Storm drainage	15%	126	48%	412	17%	146	3%	25	17%	147	100%	857
Drinking water	12%	102	42%	359	27%	230	13%	114	6%	51	100%	857
Sewer services	17%	144	50%	429	14%	121	1%	6	18%	150	100%	850
Power (electric and/or gas) utility	19%	164	57%	487	18%	151	2%	14	4%	35	100%	851
City parks	28%	240	54%	457	11%	96	1%	8	5%	42	100%	843
Recreation programs or classes	18%	154	41%	352	11%	91	1%	6	29%	248	100%	850
Recreation centers or facilities	23%	191	42%	349	11%	92	2%	16	22%	188	100%	836
Land use, planning and zoning	6%	48	31%	261	29%	247	9%	75	26%	219	100%	851
Code enforcement (weeds, abandoned buildings, etc)	6%	48	30%	254	26%	220	10%	88	28%	237	100%	847
Animal control	9%	75	40%	344	19%	166	4%	34	28%	238	100%	857
Economic development	3%	28	28%	235	27%	229	8%	69	34%	284	100%	845
Health services	7%	58	37%	310	21%	175	5%	42	31%	260	100%	844
Services to seniors	9%	74	23%	199	13%	110	3%	22	52%	446	100%	851
Services to youth	6%	47	25%	212	16%	137	7%	60	46%	387	100%	842
Services to low-income people	4%	35	17%	142	11%	96	9%	73	59%	500	100%	846
Public library services	41%	350	39%	334	7%	62	0%	4	12%	105	100%	855
Public information services	11%	94	39%	328	21%	176	3%	21	27%	226	100%	845
Public schools	8%	67	34%	288	22%	185	7%	63	29%	242	100%	846
Cable television	9%	75	41%	352	24%	203	10%	84	16%	137	100%	851
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	47	22%	182	16%	135	7%	59	50%	419	100%	842
Preservation of natural areas such as open space, farmlands and greenbelts	16%	138	42%	355	20%	165	7%	57	15%	130	100%	845

Question 12: 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 Livermore	15%	128	59%	509	17%	145	2%	19	7%	60	100%
The Federal Government	2%	20	24%	203	37%	319	22%	186	15%	131	100%	858
The State Government	2%	17	17%	143	34%	291	33%	284	14%	121	100%	856
Alameda County Government	2%	17	27%	229	36%	310	14%	121	21%	182	100%	858

Question 13: Contact with City Employees		
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)?	Percent of respondents	Count
No	51%	439
Yes	49%	429
Total	100%	868

Question 14: City Employees												
What was your impression of the employee(s) of the City of Livermore in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	33%	139	46%	196	14%	61	5%	21	2%	9	100%
Responsiveness	34%	146	44%	186	12%	49	9%	40	1%	6	100%	427
Courtesy	41%	175	42%	181	11%	46	6%	26	0%	0	100%	427
Overall impression	35%	151	42%	179	13%	57	9%	40	0%	1	100%	428

Question 15: Government Performance												
Please rate the following categories of Livermore government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Livermore	6%	54	35%	304	29%	247	8%	73	21%	186	100%
The overall direction that Livermore is taking	11%	92	46%	396	25%	221	8%	69	10%	88	100%	867
The job Livermore government does at welcoming citizen involvement	8%	66	29%	254	23%	198	9%	76	32%	275	100%	868
The job Livermore government does at listening to citizens	5%	47	24%	208	24%	208	14%	121	32%	281	100%	865

Question 16: 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 Livermore to someone who asks	56%	488	36%	318	5%	47	2%	17	1%	9	100%
Remain in Livermore for the next five years	63%	552	24%	209	7%	62	3%	27	3%	27	100%	878

Question 17: 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%	19
Somewhat positive	11%	93
Neutral	43%	372
Somewhat negative	33%	289
Very negative	11%	91
Total	100%	863

Question 18: Policy Question, Part 1										
First, please rate how important, if at all each of the following strategic planning areas are to the overall quality of life in Livermore.	Essential		Very important		Somewhat important		Not at all important		Total	
	Maintain community infrastructure (e.g., streets, sidewalks, water/sewer/storm system)	51%	431	41%	347	8%	66	0%	2	100%
Preserve open space/greenbelt areas in North Livermore	30%	252	39%	326	26%	215	4%	37	100%	831
Springtown public facilities planning (library, golf course, trails and parks)	12%	97	31%	248	48%	386	10%	81	100%	812
Downtown revitalization	21%	172	42%	351	31%	255	7%	56	100%	834
Youth initiatives and programs (e.g., Tri-Valley Adolescent Wellness Initiative, summer reading program)	21%	177	46%	379	28%	235	5%	38	100%	828
Regional and local transportation (BART, I-580, regional rail)	38%	318	34%	289	21%	178	7%	60	100%	845
Public safety emergency regional communications system replacement	23%	188	40%	330	33%	266	4%	33	100%	817
North Livermore agricultural water plan	12%	100	37%	298	43%	345	8%	65	100%	807
Access to affordable housing	21%	179	33%	278	34%	286	12%	102	100%	845
Opportunities to both live and work in Livermore	35%	295	42%	359	20%	171	3%	26	100%	850
Historic preservation	17%	143	36%	303	40%	341	7%	60	100%	847

Question 18: Policy Question, Part 2		
Please indicate which three should receive the highest priority for strategic planning efforts:	Percent of respondents	Count
Maintain community infrastructure (e.g., streets, sidewalks, water/sewer/storm system)	63%	511
Preserve open space/greenbelt areas in North Livermore	31%	247
Springtown public facilities planning (library, golf course, trails and parks)	11%	87
Downtown revitalization	26%	214
Youth initiatives and programs (e.g., Tri-Valley Adolescent Wellness Initiative, summer reading program)	23%	186
Regional and local transportation (BART, I-580, regional rail)	47%	381
Public safety emergency regional communications system replacement	18%	142
North Livermore agricultural water plan	4%	34
Access to affordable housing	21%	169
Opportunities to both live and work in Livermore	40%	326
Historic preservation	10%	82
Total may exceed 100% as respondents could select more than one option		

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	30%	260
Yes, full-time	58%	505
Yes, part-time	12%	106
Total	100%	871

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	78%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	10%
Bus, rail, subway or other public transportation	2%
Walk	1%
Bicycle	2%
Work at home	5%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Livermore?	Percent of respondents	Count
Less than 2 years	11%	95
2 to 5 years	19%	166
6 to 10 years	16%	143
11 to 20 years	22%	193
More than 20 years	32%	286
Total	100%	882

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	66%	584
House attached to one or more houses (e.g., a duplex or townhome)	12%	109
Building with two or more apartments or condominiums	19%	168
Mobile home	1%	8
Other	1%	10
Total	100%	879

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	29%	253
Owned by you or someone in this house with a mortgage or free and clear	71%	606
Total	100%	859

Question D6: Monthly Housing Cost		
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)?	Percent of respondents	Count
Less than \$300 per month	4%	36
\$300 to \$599 per month	5%	41
\$600 to \$999 per month	8%	68
\$1,000 to \$1,499 per month	18%	158
\$1,500 to \$2,499 per month	27%	237
\$2,500 or more per month	38%	329
Total	100%	868

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	59%	522
Yes	41%	361
Total	100%	883

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	77%	684
Yes	23%	199
Total	100%	883

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	11%	91
\$25,000 to \$49,999	16%	137
\$50,000 to \$99,999	27%	224
\$100,000 to \$149,000	25%	209
\$150,000 or more	22%	184
Total	100%	844

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	90%	774
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	91
Total	100%	864

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%	20
Asian, Asian Indian or Pacific Islander	9%	77
Black or African American	3%	25
White	84%	723
Other	8%	70
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	2%	18
25 to 34 years	21%	187
35 to 44 years	16%	144
45 to 54 years	32%	277
55 to 64 years	10%	90
65 to 74 years	8%	70
75 years or older	10%	89
Total	100%	874

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	449
Male	48%	421
Total	100%	870

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	10%	90
Yes	86%	751
Ineligible to vote	3%	25
Don't know	1%	9
Total	100%	875

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%	158
Yes	77%	679
Ineligible to vote	4%	34
Don't know	1%	5
Total	100%	876

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ 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 National Citizen Survey™ 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 National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ 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 Livermore were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within the City of Livermore 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 Livermore 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 Livermore boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Livermore. 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.

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.

SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 18, 2009. The first mailing was a prenotification postcard announcing in English and Spanish the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The letter included a paragraph written in Spanish, which invited the household to participate and provided instructions for requesting the survey in Spanish. 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, and also included a paragraph written in Spanish, for those who would like to request the survey in Spanish. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 3,000 surveys mailed, 179 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,821 households receiving the survey mailings, 890 completed the survey, providing a response rate of 32%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than three percentage points in either direction from what would have been obtained had responses been collected from all City of Livermore adults. This difference from the presumed population finding is referred to as the sampling error (or the “margin of error” or 95% confidence interval”). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. 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.

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 2006 American Community Survey Census estimates for adults in the City of Livermore. 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 and gender/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 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. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are 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.

Livermore Citizen Survey Weighting Table			
Characteristic	Population Norm ²	Unweighted Data	Weighted Data
Housing			
Rent home	30%	15%	30%
Own home	70%	85%	70%
Detached unit	72%	78%	67%
Attached unit	28%	22%	33%
Race and Ethnicity			
White alone, not Hispanic	73%	80%	75%
Hispanic and/or other race	27%	20%	25%
Sex and Age			
Female	51%	56%	52%
Male	49%	44%	48%
18-34 years of age	23%	10%	23%
35-54 years of age	49%	41%	48%
55+ years of age	28%	49%	29%
Females 18-34	11%	6%	11%
Females 35-54	24%	22%	24%
Females 55+	16%	29%	17%
Males 18-34	13%	4%	13%
Males 35-54	25%	20%	25%
Males 55+	11%	20%	11%

² Source: 2006 ACS

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 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 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, 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 Livermore to the Benchmark Database

The City of Livermore chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (the West Coast region). 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 Livermore 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 are available, Livermore results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Livermore's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Livermore.

Dear City of Livermore
Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Livermore. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Linda M. Barton
City Manager/Administrador Municipal de Livermore

Estimado residente de la
ciudad de Livermore,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Livermore. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Livermore
Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Livermore. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Linda M. Barton
City Manager/Administrador Municipal de Livermore

Estimado residente de la
ciudad de Livermore,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Livermore. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Livermore
Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Livermore. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Linda M. Barton
City Manager/Administrador Municipal de Livermore

Estimado residente de la
ciudad de Livermore,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Livermore. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

Dear City of Livermore
Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Livermore. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Linda M. Barton
City Manager/Administrador Municipal de Livermore

Estimado residente de la
ciudad de Livermore,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Livermore. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,



City of Livermore
1052 S. Livermore Avenue
Livermore, CA 94550

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



City of Livermore
1052 S. Livermore Avenue
Livermore, CA 94550

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



City of Livermore
1052 S. Livermore Avenue
Livermore, CA 94550

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



City of Livermore
1052 S. Livermore Avenue
Livermore, CA 94550

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



November 2009

Dear Livermore Resident:

The City of Livermore wants to know what you think about our community and City government. You have been randomly selected to participate in Livermore's 2009 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Livermore. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número (925) 960-4000 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Livermore 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 Livermore 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 the 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 (925) 960-4000.

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

Sincerely,

A handwritten signature in cursive script that reads "Linda M. Barton".

Linda M. Barton
City Manager



December 2009

Dear Livermore 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 Livermore wants to know what you think about our community and municipal government. You have been randomly selected to participate in The City of Livermore's 2009 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Livermore. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número (925) 960-4000 para pedir una copia de la encuesta en español. Todos sus respuestas se quedarán completamente anónimos. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. 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 Livermore 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 the 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 (925) 960-4000.

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

Sincerely,

A handwritten signature in cursive script that reads "Linda M. Barton".

Linda M. Barton
City Manager

The City of Livermore 2009 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 Livermore:

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

2. Please rate each of the following characteristics as they relate to Livermore 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 Livermore.....	1	2	3	4	5
Cleanliness of Livermore.....	1	2	3	4	5
Overall quality of new development in Livermore	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Livermore	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 Livermore	1	2	3	4	5
Ease of bus travel in Livermore.....	1	2	3	4	5
Ease of rail or subway travel in Livermore	1	2	3	4	5
Ease of bicycle travel in Livermore.....	1	2	3	4	5
Ease of walking in Livermore	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventative health services.....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Livermore.....	1	2	3	4	5
Overall image or reputation of Livermore	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Livermore 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 Livermore?
 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 Livermore:

	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 Livermore's downtown area during the day	1	2	3	4	5	6
In Livermore's downtown area after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
 No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Livermore?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Livermore public libraries or their services.....	1	2	3	4	5
Used Livermore recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Livermore.....	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 local public meeting on cable television	1	2	3	4	5
Read Livermore Newsletter	1	2	3	4	5
Visited the City of Livermore Web site (at www.ci.livermore.ca.us)	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 Livermore.....	1	2	3	4	5
Participated in religious or spiritual activities in Livermore.....	1	2	3	4	5
Participated in a club or civic group in Livermore	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. 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
 Once a month
 Several times a year
 Once a year or less
 Never

The City of Livermore 2009 Citizen Survey

11. Please rate the quality of each of the following services in Livermore:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools.....	1	2	3	4	5
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

12. 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 Livermore	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Alameda County Government.....	1	2	3	4	5

13. 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)?

- No → Go to Question 15 Yes → Go to Question 14

14. What was your impression of the employee(s) of the City of Livermore 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

15. Please rate the following categories of Livermore 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 Livermore	1	2	3	4	5
The overall direction that Livermore is taking.....	1	2	3	4	5
The job Livermore government does at welcoming citizen involvement ..	1	2	3	4	5
The job Livermore government does at listening to citizens	1	2	3	4	5

16. 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 Livermore to someone who asks.....	1	2	3	4	5
Remain in Livermore for the next five years	1	2	3	4	5

17. 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

18. First, please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Livermore. Then, please indicate which three should receive the highest priority for strategic planning efforts:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Highest priorities (check only three)</i>
Maintain community infrastructure (e.g., streets, sidewalks, water/sewer/storm system)	1	2	3	4	<input type="checkbox"/>
Preserve open space/greenbelt areas in North Livermore	1	2	3	4	<input type="checkbox"/>
Springtown public facilities planning (library, golf course, trails and parks).....	1	2	3	4	<input type="checkbox"/>
Downtown revitalization	1	2	3	4	<input type="checkbox"/>
Youth initiatives and programs (e.g., Tri-Valley Adolescent Wellness Initiative, summer reading program).....	1	2	3	4	<input type="checkbox"/>
Regional and local transportation (BART, I-580, regional rail)	1	2	3	4	<input type="checkbox"/>
Public safety emergency regional communications system replacement	1	2	3	4	<input type="checkbox"/>
North Livermore agricultural water plan.....	1	2	3	4	<input type="checkbox"/>
Access to affordable housing.....	1	2	3	4	<input type="checkbox"/>
Opportunities to both live and work in Livermore.....	1	2	3	4	<input type="checkbox"/>
Historic preservation.....	1	2	3	4	<input type="checkbox"/>

The City of Livermore 2009 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 Livermore?

- 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 question 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
- Yes
- Ineligible to vote
- Don't know

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

- No
- Yes
- Ineligible to vote
- Don't know

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



Noviembre 2009

Estimado residente de Livermore:

La Ciudad de Livermore desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar a sido seleccionado al azar para participar en la Ciudad de Livermore 2009 Encuesta de los Ciudadanos.**

Por favor tome unos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Livermore, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que sus respuestas se mantendrán anónimas.

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llámenos al (925) 960-4000.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño numero que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Livermore. Gracias por su tiempo y participacion.

Sinceramente,

A handwritten signature in cursive script that reads "Linda M. Barton".

Linda M. Barton
El Administrador municipal de Livermore

Encuesta Ciudadana del 2009 de la Ciudad de Livermore

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor clasifique cada uno de los siguientes aspectos de la calidad de vida en Livermore:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Livermore como lugar en donde vivir	1	2	3	4	5
Su vecindario como lugar en donde vivir.....	1	2	3	4	5
Livermore como lugar para criar niños.....	1	2	3	4	5
Livermore como lugar para trabajar.....	1	2	3	4	5
Livermore como lugar para jubilarse/retirarse.....	1	2	3	4	5
La calidad general de vida en Livermore.....	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Livermore:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Sentido de cooperación comunitaria.....	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Livermore	1	2	3	4	5
Limpieza de Livermore	1	2	3	4	5
Calidad general de desarrollo nuevo en Livermore	1	2	3	4	5
Variedad de opciones de vivienda	1	2	3	4	5
Calidad general de empresas y establecimientos de servicio en Livermore	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Oportunidades para asistir a actividades culturales	1	2	3	4	5
Oportunidades de recreación.....	1	2	3	4	5
Oportunidades para empleo	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades sociales.....	1	2	3	4	5
Oportunidades para participar en eventos y actividades religiosas o espirituales	1	2	3	4	5
Oportunidades para ser voluntario.....	1	2	3	4	5
Oportunidades para participar en asuntos de comunidad.....	1	2	3	4	5
Facilidad para andar en carro.....	1	2	3	4	5
Facilidad para andar en autobús.....	1	2	3	4	5
Facilidad para viajar en tren / metro.....	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar.....	1	2	3	4	5
Disponibilidad de caminos y senderos para caminar.....	1	2	3	4	5
Flujo de tráfico sobre las calles principales	1	2	3	4	5
Disponibilidad de Estacionamiento Público	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles.....	1	2	3	4	5
Acceso a comida de buena calidad a un costo razonable.....	1	2	3	4	5
Disponibilidad de servicios preventivos de salud	1	2	3	4	5
Calidad del medio ambiente (aire)	1	2	3	4	5
Calidad del ambiente natural general en Livermore	1	2	3	4	5
Imagen/reputación general de Livermore	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<i>demasiado lento</i>	<i>un poco lento</i>	<i>cantidad apropiada</i>	<i>un poco rápido</i>	<i>muy rápido</i>	<i>no sé</i>
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. ¿Hasta qué grado son problema los edificios en ruinas, lotes de hierba mala o vehículos chatarra en Livermore?

- No son problema
 Problema menor
 Problema moderado
 Problema mayor
 No sé

5. Por favor clasifique qué tan seguro o inseguro se siente usted de lo siguiente en Livermore:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
Crimen violento (Ej. violación, ataque, robo)	1	2	3	4	5	6
Crímenes de propiedad (Ej. robo, asalto).....	1	2	3	4	5	6
Peligros ambientales, incluyendo desecho tóxico.....	1	2	3	4	5	6

6. Por favor clasifique qué tan seguro o inseguro se siente usted:

	<i>muy seguro</i>	<i>más o menos seguro</i>	<i>ni seguro ni inseguro</i>	<i>más o menos inseguro</i>	<i>muy inseguro</i>	<i>no sé</i>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la Ciudad durante el día.....	1	2	3	4	5	6
En el centro de la Ciudad durante la noche.....	1	2	3	4	5	6

7. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen?

- No → Vaya a la pregunta #9
 Sí → Vaya a la pregunta #8
 No sé → Vaya a la pregunta #9

8. ¿Si usted marcó sí, denunció esos crímenes a la policía?

- No
 Sí
 No sé

9. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Livermore?

	<i>Nunca</i>	<i>1 ó 2 veces</i>	<i>3 a 12 veces</i>	<i>13 a 26 veces</i>	<i>más de 26 veces</i>
Utilizó las bibliotecas públicas de Livermore y sus servicios	1	2	3	4	5
Utilizó los centros de recreación de Livermore	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad.....	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Vio por cable (TV) una reunión de autoridades locales u otra reunión pública	1	2	3	4	5
Leyó el boletín de la Ciudad	1	2	3	4	5
Visitó la Ciudad del sitio en red Livermore (en www.ci.livermore.ca.us) ..	1	2	3	4	5
Recicló papel, latas o botellas en su casa	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad	1	2	3	4	5
Participó en actividades religiosas o espirituales en Livermore	1	2	3	4	5
Participó en un club o grupo cívico en Livermore.....	1	2	3	4	5
Proporcionó ayuda a un amigo o vecino.....	1	2	3	4	5

10. ¿Qué tan a menudo habla con / o visita a sus vecinos inmediatos (personas que viven en los 10 o 20 hogares que están más cerca de usted)?

- Casi todos los días
 Varias veces por semana
 Varias veces al mes
 Una vez al mes
 Varias veces al año
 Una vez al año o menos
 Nunca

Encuesta Ciudadana del 2009 de la Ciudad de Livermore

11. Por favor clasifique la calidad de cada uno de los siguientes servicios en Livermore:

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
Servicios de la Policía	1	2	3	4	5
Servicios de Bomberos.....	1	2	3	4	5
Servicios de Ambulancia / Médicos de Emergencia.....	1	2	3	4	5
Prevención de Crímenes	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Imposición de las Leyes de Tránsito	1	2	3	4	5
Reparación de Calles	1	2	3	4	5
Limpieza de Calles.....	1	2	3	4	5
Iluminación de Calles	1	2	3	4	5
Mantenimiento de Aceras / Veredas.....	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito	1	2	3	4	5
Servicios de Autobús / Transporte	1	2	3	4	5
Recolección de Basura.....	1	2	3	4	5
Reciclaje.....	1	2	3	4	5
Recolección de Desechos del Patio (jardín)	1	2	3	4	5
Drenajes	1	2	3	4	5
Agua Potable	1	2	3	4	5
Servicios de Cañería	1	2	3	4	5
Servicio (eléctrico y/o gas) de energía	1	2	3	4	5
Parques de Ciudad.....	1	2	3	4	5
Clases o Programas Recreativos	1	2	3	4	5
Centros de Recreación	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno.....	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.).....	1	2	3	4	5
Control de Animales	1	2	3	4	5
Desarrollo Económico	1	2	3	4	5
Servicios de Salud.....	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, Ciudadanos de oro, "seniors")	1	2	3	4	5
Servicios para la juventud	1	2	3	4	5
Servicios para Personas de Bajos Recursos	1	2	3	4	5
Servicios de Bibliotecas Públicas.....	1	2	3	4	5
Servicios de Información Pública	1	2	3	4	5
Escuelas Públicas	1	2	3	4	5
Televisión por Cable.....	1	2	3	4	5
Preparación de emergencia (servicios que preparan a la comunidad para desastres u otras situaciones de emergencia).	1	2	3	4	5
Preservación de áreas naturales tales como espacio abierto, tierra de cultivo y áreas verdes.....	1	2	3	4	5

12. En general, ¿cómo evalúa usted los servicios suministrados por...

	<i>Excelente</i>	<i>Bueno</i>	<i>Pasable</i>	<i>Bajo</i>	<i>No sé</i>
la Ciudad de Livermore?	1	2	3	4	5
el Gobierno Federal?.....	1	2	3	4	5
el Gobierno Estatal?	1	2	3	4	5
Gobierno del Condado de Alameda?	1	2	3	4	5

13. ¿Ha tenido contacto personal o por teléfono con algún empleado de la Ciudad de Livermore durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

- No → Vaya a la pregunta #15 Sí → Vaya a la pregunta #14

14. ¿Cuál fue su impresión de los empleados de la Ciudad de Livermore en su más reciente contacto? (Evalúe cada característica abajo.)

	Excelente	Buena	Pasable	Bajo	No sé
Conocimiento	1	2	3	4	5
Simpatía.....	1	2	3	4	5
Cortesía	1	2	3	4	5
Impresión General	1	2	3	4	5

15. Por favor clasifique las siguientes categorías del desempeño gubernamental en Livermore:

	Excelente	Buena	Pasable	Bajo	No sé
El valor de servicios para los impuestos pagados a Livermore	1	2	3	4	5
La dirección general que está tomando Livermore	1	2	3	4	5
La labor del gobierno de Livermore para incluir la participación Ciudadana	1	2	3	4	5
La labor del gobierno de Livermore para escuchar a los ciudadanos	1	2	3	4	5

16. Por favor indique qué tan probable o improbable es usted para hacer cada uno de los siguientes:

	Muy Probable	Algo probable	Algo improbable	Muy improbable	No sé
Recomendarle vivir en Livermore a alguien que pregunta.....	1	2	3	4	5
Permanecer en Livermore para los próximos cinco años.....	1	2	3	4	5

17. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- Muy positivo Más o menos positivo Neutral Más o menos negativo Muy negativo

18. Primero, por favor clasifique qué tan importante son cada una de las siguientes áreas de planificación estratégicas para la calidad general de vida en Livermore. Luego, por favor indique cuáles tres deberían recibir la prioridad más alta por esfuerzos de planificación estratégica:

	Esencial	Muy importante	Algo importante	Nada importante	Prioridades más altas (marque solo 3)
Mantener la infraestructura de la comunidad (p. ej.: calles, aceras, sistema de agua/alcantarilla/tormenta)	1	2	3	4	<input type="checkbox"/>
Preservar áreas de espacio abierto/zona sembrada en North Livermore	1	2	3	4	<input type="checkbox"/>
Planificación de servicios públicos en Springtown (biblioteca, campo de golf, senderos y parques).....	1	2	3	4	<input type="checkbox"/>
Revitalización del centro de la ciudad	1	2	3	4	<input type="checkbox"/>
Iniciativas y programas de jóvenes (p. ej.: Iniciativa de Bienestar de Adolescentes de Tri-Valley, programa de lectura de verano).....	1	2	3	4	<input type="checkbox"/>
Transporte regional y local (BART, I-580, tren regional)	1	2	3	4	<input type="checkbox"/>
Reemplazo del sistema público de seguridad de comunicaciones regionales para emergencia	1	2	3	4	<input type="checkbox"/>
Plan del agua agrícola de North Livermore	1	2	3	4	<input type="checkbox"/>
Disponibilidad de vivienda económicamente accesible.....	1	2	3	4	<input type="checkbox"/>
Oportunidades para tanto vivir como trabajar en Livermore	1	2	3	4	<input type="checkbox"/>
Preservación histórica	1	2	3	4	<input type="checkbox"/>

Encuesta Ciudadana del 2009 de la Ciudad de Livermore

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

D1. ¿Actualmente está empleado con sueldo?

- No → Vaya a la Pregunta D3
- Sí, tiempo completo → Vaya a la Pregunta D2
- Sí, medio tiempo → Vaya a la Pregunta D2

D2. Durante una semana típica, ¿cuántos días hace un recorrido hasta el trabajo (para la mayor distancia que recorre) de cada manera en la lista de abajo? (Ponga el número total de días, usando números enteros.)

- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) solo días
- Vehículo motorizado (Ej. carro, camión, motocicleta, etc...) con otros niños o adultos días
- Autobús, Vía férrea, Metro u otro transporte público días
- Caminar..... días
- Bicicleta días
- Trabajar en el hogar..... días
- Otro días

D3. ¿Cuántos años tiene usted viviendo en Livermore?

- Menos de 2 años
- 2-5 años
- 6-10 años
- 11-20 años
- Más de 20 años

D4. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?

- Casa familiar separada de cualquier otra casa
- Casa unida a una o más casas (Ej. dúplex, townhome)
- Edificio con 2 o más apartamentos o condominios
- Casa rodante / trailer
- Otro

D5. ¿Es esta casa, apartamento o casa rodante / trailer es...

- Alquilada o la ocupa sin pago?
- Propia, o alguno de su familia la paga con hipoteca o ya está paga?

D6. ¿Como cuánto es su costo mensual de vivienda para el lugar donde vive (incluyendo renta, pago de hipoteca, impuesto de propiedad, seguro de propiedad y cuotas de asociación de propietarios (HOA))?

- Menos de \$300 por mes
- \$300 a \$599 por mes
- \$600 a \$999 por mes
- \$1,000 a \$1,499 por mes
- \$1,500 a \$2,499 por mes
- \$2,500 o más por mes

D7. ¿Algún niño de 17 años o menos vive en su hogar?

- No
- Sí

D8. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- No
- Sí

D9. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)

- Menos de \$24,999
- \$25,000 a \$49,999
- \$50,000 a \$99,999
- \$100,000 a \$149,999
- \$150,000 o más

Por favor responda a ambas preguntas D10 y D11:

D10. ¿Es usted Español, Hispano o Latino?

- No, no soy Español, Hispano ni Latino
- Sí, me considero Español, Hispano o Latino

D11. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- Indio Americano o nativo de Alaska
- Asiático o de las Islas del Pacífico
- Negro, Afro-americano
- Blanco / Caucásico
- Otro

D12. ¿En que categoría está su edad?

- 18-24 años
- 25-34 años
- 35-44 años
- 45-54 años
- 55-64 años
- 65-74 años
- 75 años o más

D13. ¿Cuál es su sexo?

- Femenino
- Masculino

D14. ¿Está registrado para votar en su jurisdicción?

- No
- Sí
- No tengo derecho a votar
- No sé

D15. Muchas personas no tienen tiempo para votar en las elecciones. ¿Recuerda usted haber votado en la última elección general?

- No
- Sí
- No tengo derecho a votar
- No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City of Livermore
1052 S. Livermore Avenue
Livermore, CA 94550

Information for Spanish
speakers enclosed.

Adjunto hay información
en español para los
hispanoparlantes.

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

