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The City of Livermore, California

Report of Results
2008



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SURVEY BACKGROUND

About The National Citizen Survey™

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

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

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

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 3,000 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 95 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 788 residents, for a response rate of 27%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 788 residents is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Livermore. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey 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, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
4. Selecting the respondent within the household using an unbiased sampling procedure¹.

¹ The birthday method requests 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.

5. 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.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. 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 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), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that 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 fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen “objectively” in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

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 is one we did not want to dismiss 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, we have 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.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years’ results; found primarily in the graphic representations of the data. In these graphs, data from 2007 are compared to data from 2004 and 2006. The table following a graph contains 2007 data only, and is titled accordingly. Differences between years can be considered “statistically significant” if they are greater than 3 percentage points or 2 points on a 100 point scale.

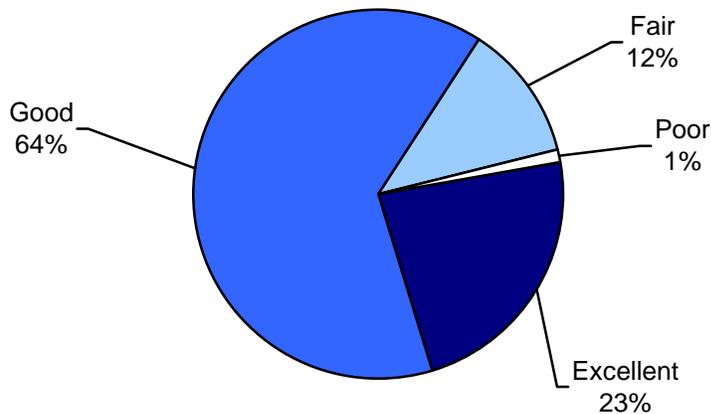
COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Livermore. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Livermore. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Livermore.

Quality of Life

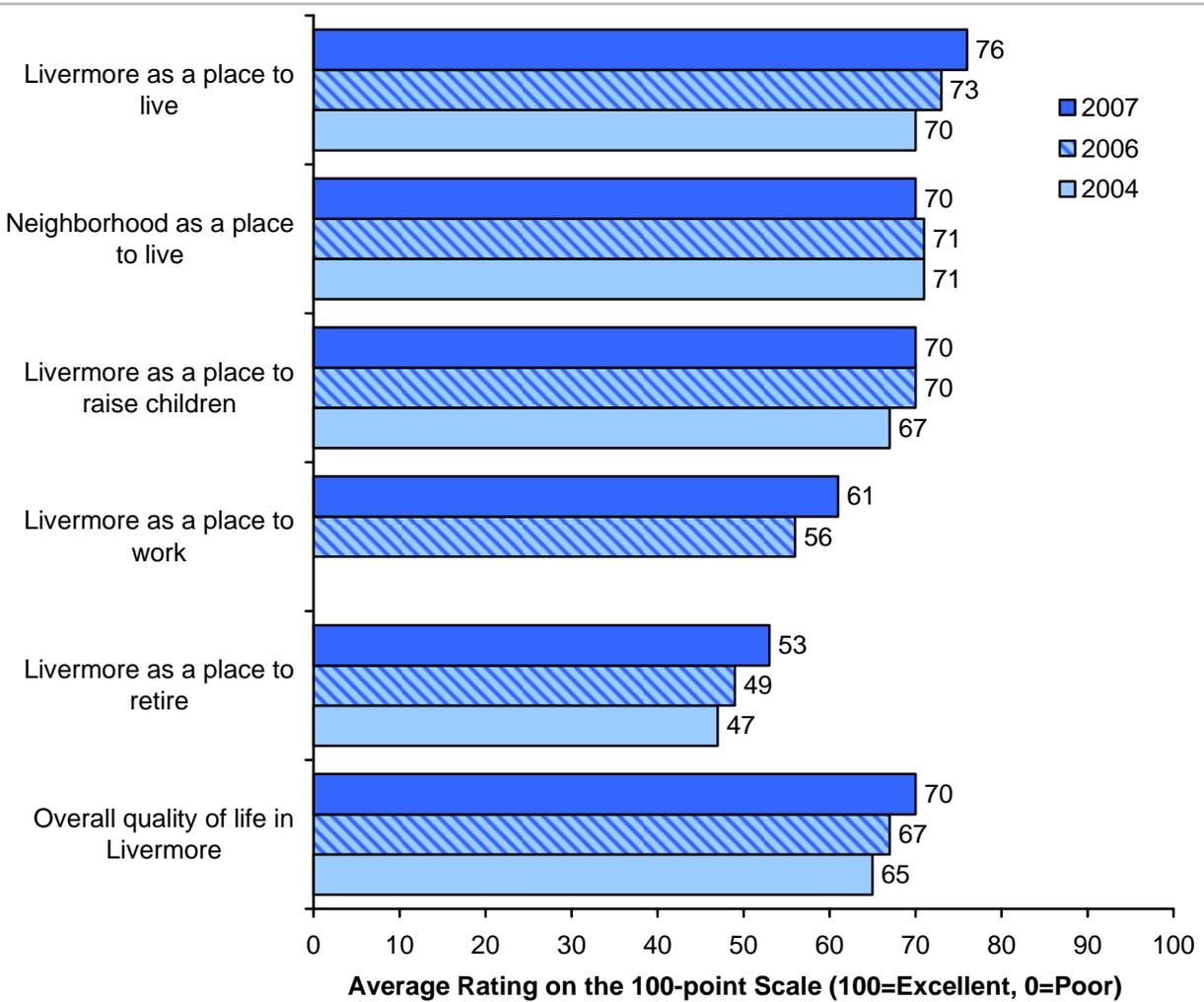
When asked to rate the overall quality of life in Livermore, 23% of respondents thought it was “excellent.” Only 1% rated overall quality of life as “poor.”

Figure 1: Overall Quality of Life in Livermore



The average rating of overall quality of life on a 100-point scale was 65 in 2004 and 67 in 2006. In 2007, the rating was 70. Livermore as a place to raise children received an average rating of 67 on a 100-point scale in 2004 and 70 in 2006, compared to 70 in 2007. Other ratings can be seen in the charts below.

Figure 2: Quality of Life Ratings



2007 Quality of Life Ratings

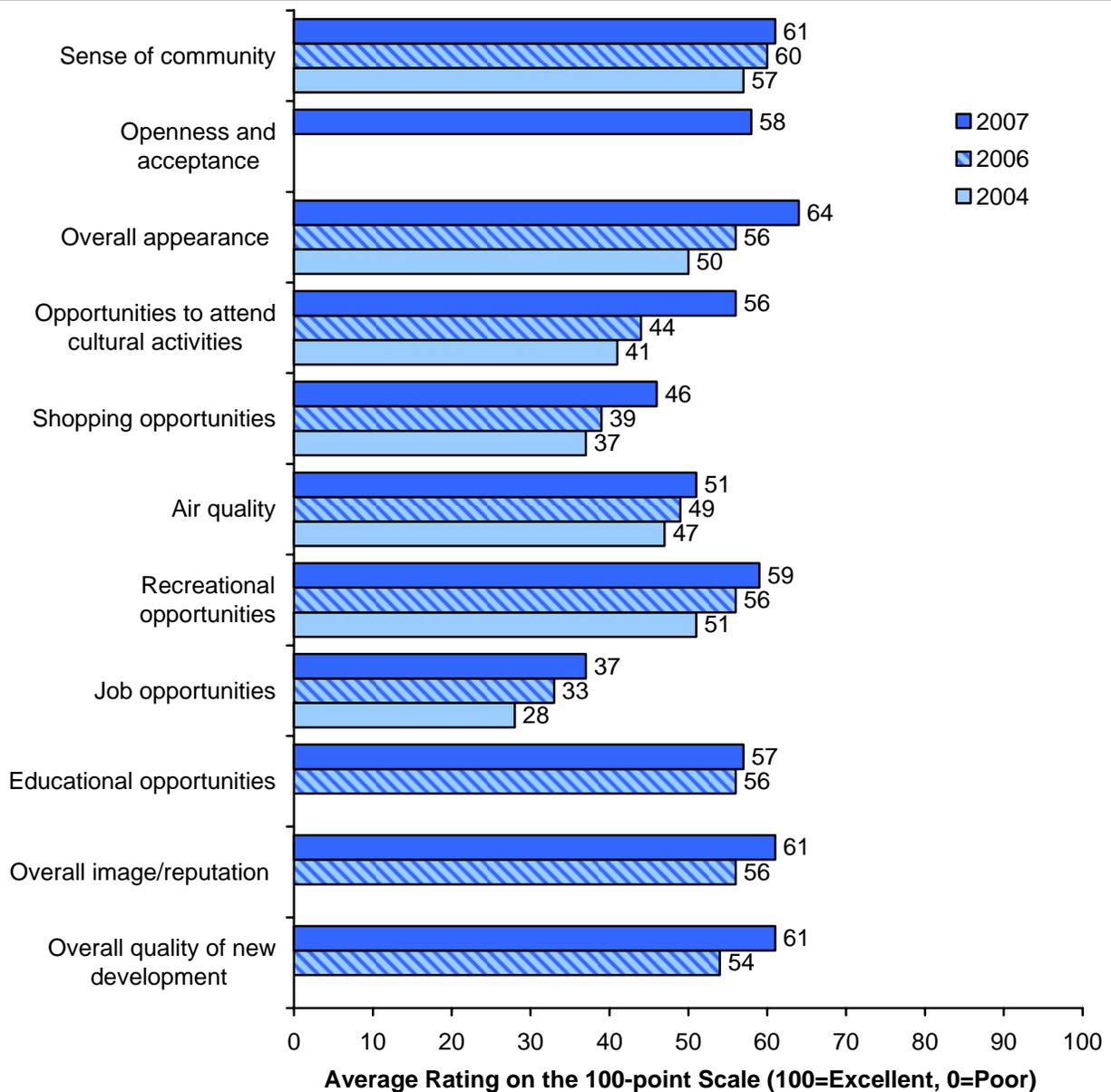
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Livermore as a place to live?	38%	54%	8%	1%	100%	76
How do you rate your neighborhood as a place to live?	29%	52%	17%	2%	100%	70
How do you rate Livermore as a place to raise children?	30%	51%	16%	2%	100%	70
How do you rate Livermore as a place to work?	21%	49%	23%	8%	100%	61
How do you rate Livermore as a place to retire?	17%	40%	29%	14%	100%	53
How do you rate the overall quality of life in Livermore?	23%	64%	12%	1%	100%	70

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Livermore

In 2007, the highest rated characteristics of Livermore were overall appearance, sense of community, overall image/reputation and overall quality of new development. The average rating on a 100-point scale given to overall appearance in 2007 was 64 compared to 50 in 2004 and 56 in 2006. Average ratings given to all the characteristics are shown in Figures 3, 4 and 5.

Figure 3: Characteristics of the Community: General and Opportunities

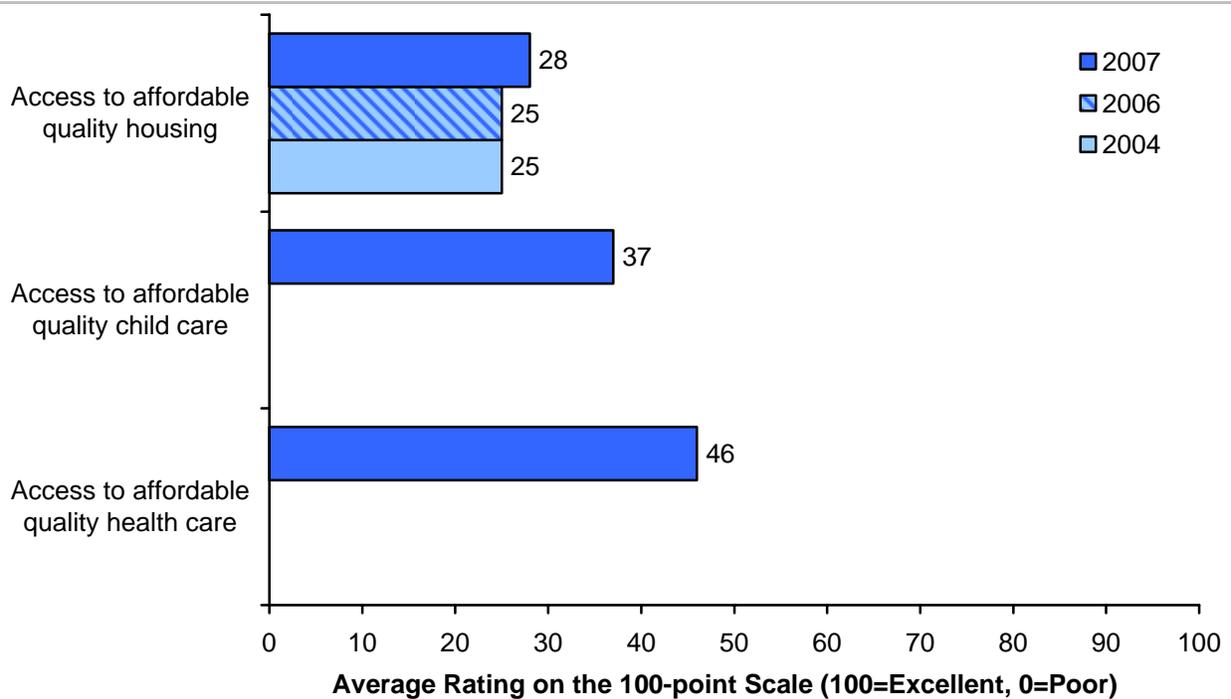


2007 Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Sense of community	17%	54%	25%	5%	100%	61
Openness and acceptance of the community towards people of diverse backgrounds	14%	54%	24%	8%	100%	58
Overall appearance of Livermore	18%	58%	23%	2%	100%	64
Opportunities to attend cultural activities	14%	46%	32%	8%	100%	56
Shopping opportunities	10%	33%	43%	15%	100%	46
Air quality	10%	45%	35%	10%	100%	51
Recreational opportunities	16%	49%	29%	6%	100%	59
Job opportunities	3%	26%	47%	23%	100%	37
Educational opportunities	11%	51%	33%	4%	100%	57
Overall image/reputation of Livermore	15%	58%	23%	4%	100%	61
Overall quality of new development in Livermore	21%	49%	22%	8%	100%	61

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

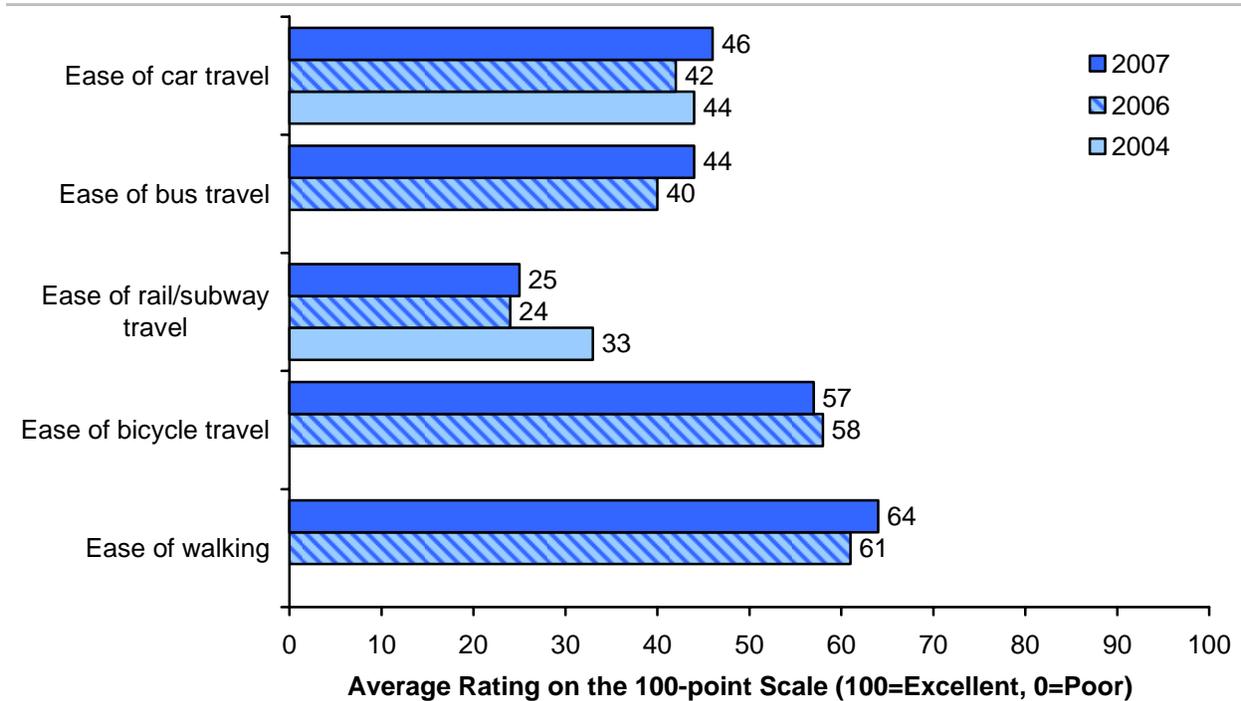


2007 Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Livermore as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	2%	19%	40%	39%	100%	28
Access to affordable quality child care	4%	29%	42%	25%	100%	37
Access to affordable quality health care	8%	39%	35%	18%	100%	46

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



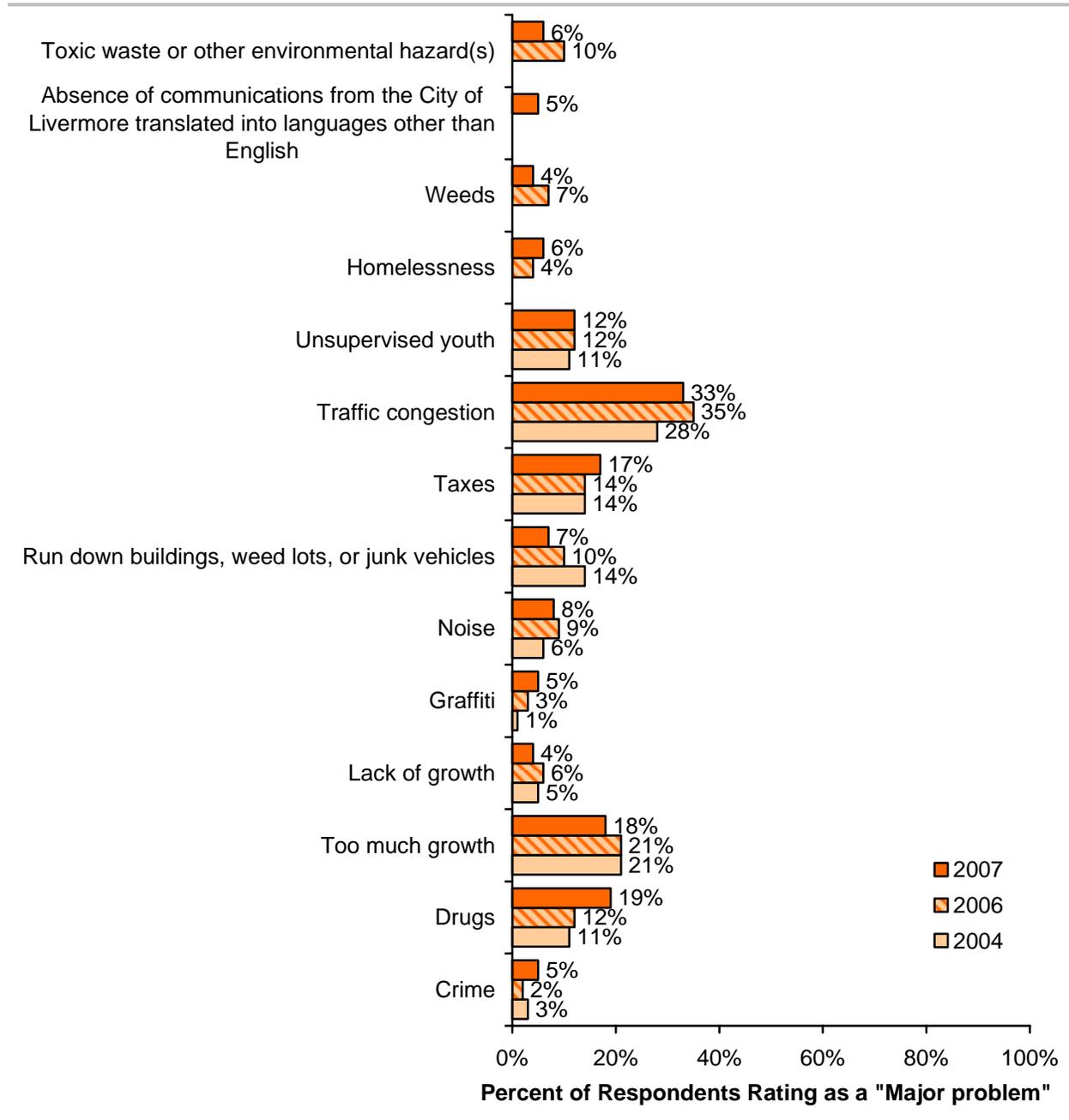
2007 Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Livermore as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Livermore	10%	39%	33%	19%	100%	46
Ease of bus travel in Livermore	11%	34%	31%	24%	100%	44
Ease of rail/subway travel in Livermore	3%	20%	25%	51%	100%	25
Ease of bicycle travel in Livermore	14%	48%	31%	6%	100%	57
Ease of walking in Livermore	21%	52%	24%	3%	100%	64

Note: "don't know" responses have been removed.

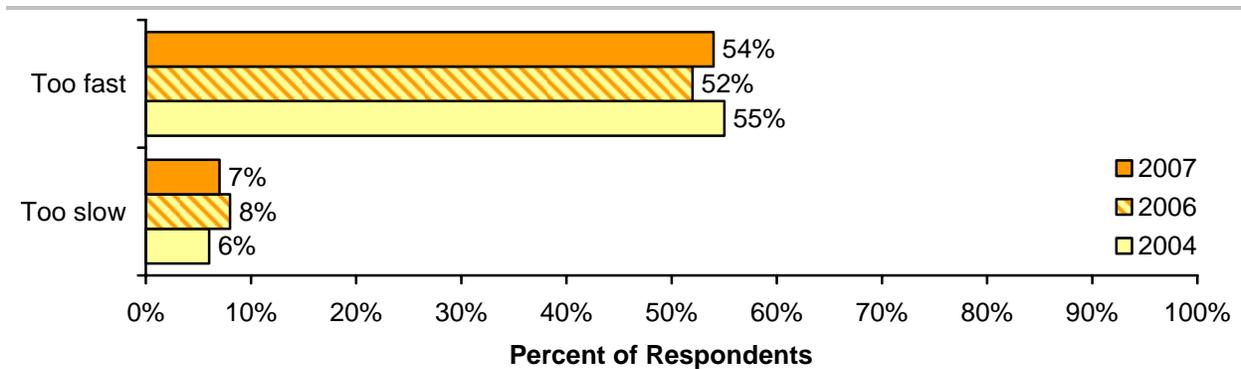
When asked about potential problems in Livermore, the three concerns rated by the highest proportion of respondents as a “major problem” in 2007 were traffic congestion, drugs, and too much growth. In 2007 33% rated traffic congestion as a “major problem” compared to 28% in 2004 and 35% in 2006.

Figure 6: Ratings of Potential Problems in Livermore



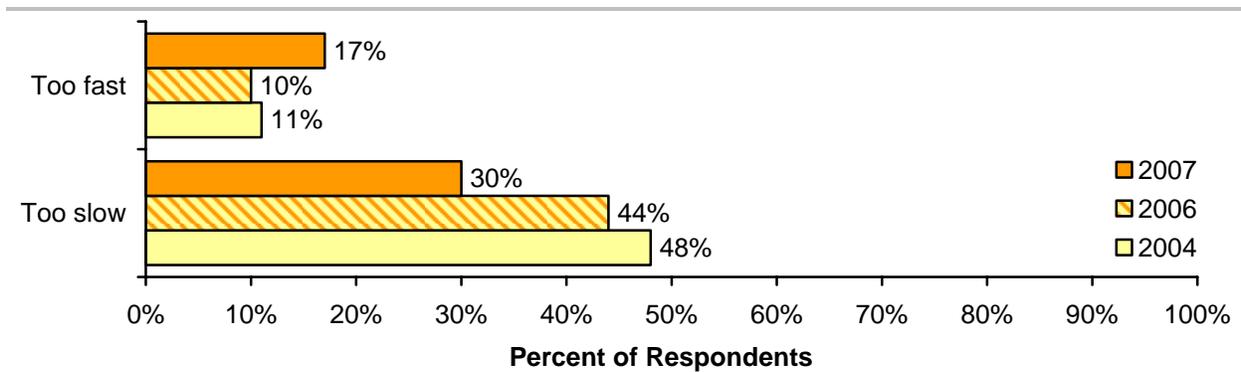
In 2007, the rate of population growth in Livermore was viewed as “too fast” by 54% of respondents, while 7% thought it was “too slow.”

Figure 7a: Ratings of Population Growth by Year in Livermore



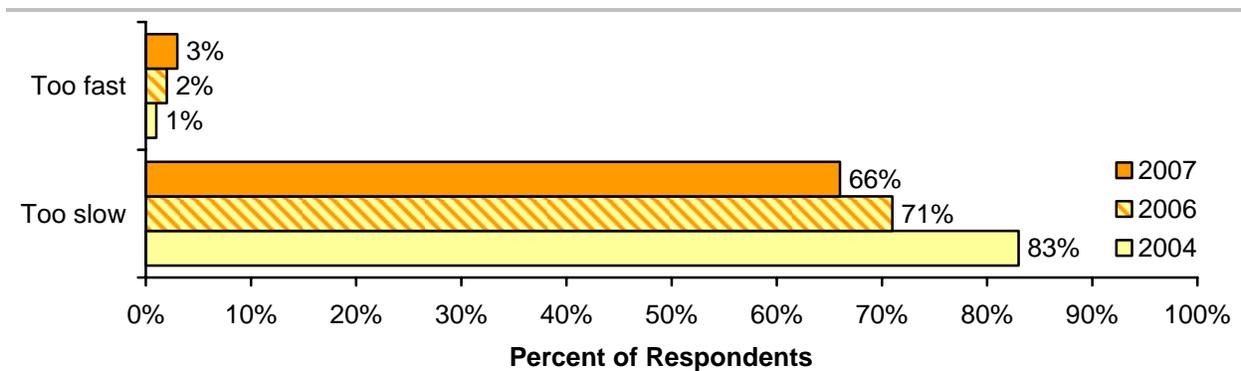
Note: Responses of “right amount” were omitted.

Figure 7b: Ratings of Retail Growth by Year in Livermore



Note: Responses of “right amount” were omitted.

Figure 7c: Ratings of Jobs Growth by Year in Livermore



Note: Responses of “right amount” were omitted.

In 2007, 14% of respondents felt the impact of the economy would be positive on their family income in the next six months, while 45% felt it would be negative. In 2004, 32% of respondents and in 2006, 27% felt the impact of the economy would be positive.

Figure 8a: 2007 Perceptions of 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...

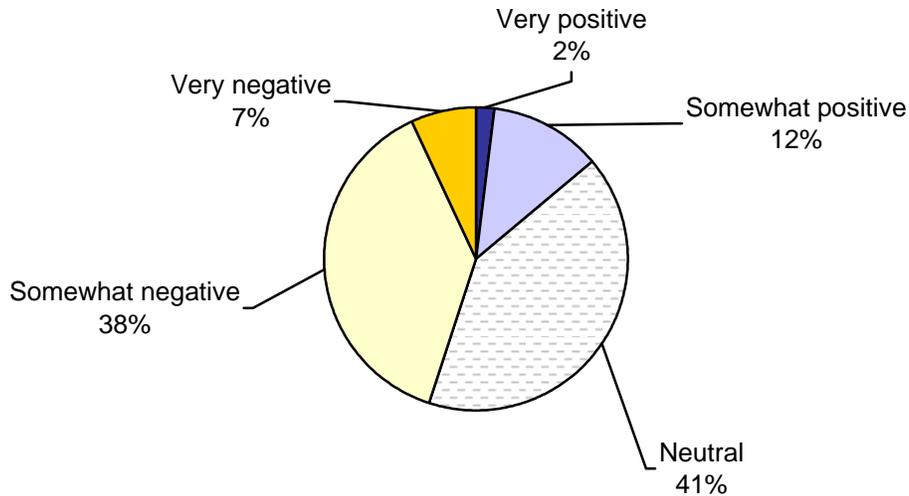
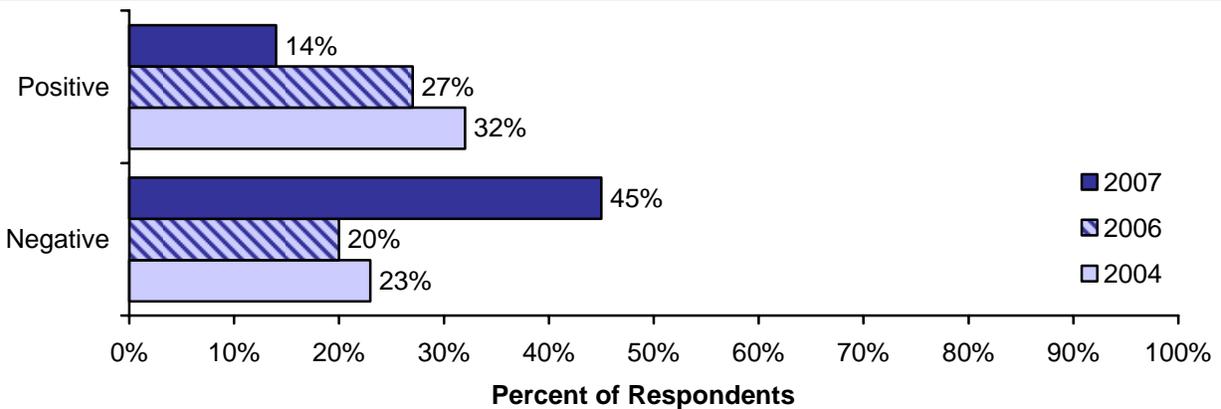


Figure 8b: Comparisons of Perceptions of Economy by Year



Note: Responses of "neutral" were omitted.

Perceptions of Safety

When evaluating safety in the community, 75% of respondents felt “somewhat” or “very safe” from violent crimes in Livermore in 2007, compared to 79% in 2004 and 76% in 2006. In their neighborhood after dark, 79% of survey participants felt “somewhat” or “very safe” in 2007, compared to 81% in 2004 and in 2006.

In 2007, as assessed by the survey, 14% of households reported that at least one member had been the victim of one or more crimes in the past year. In 2004, 10% of households had reported that at least one member had been a crime victim, while 11% reported so in 2006. Of those who had been the victim of a crime in 2007, 67% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Livermore by Year

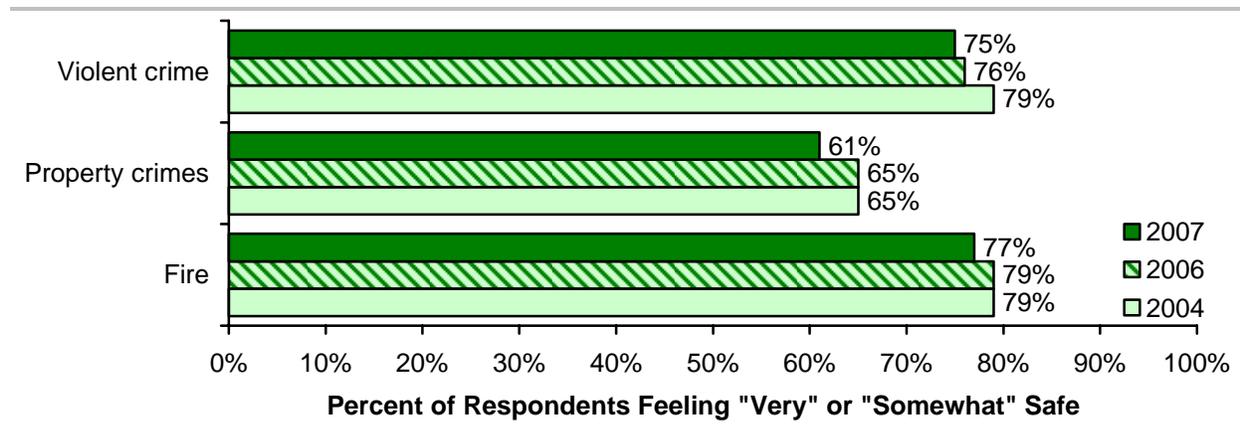


Figure 10: Ratings of Safety in Various Areas in Livermore by Year

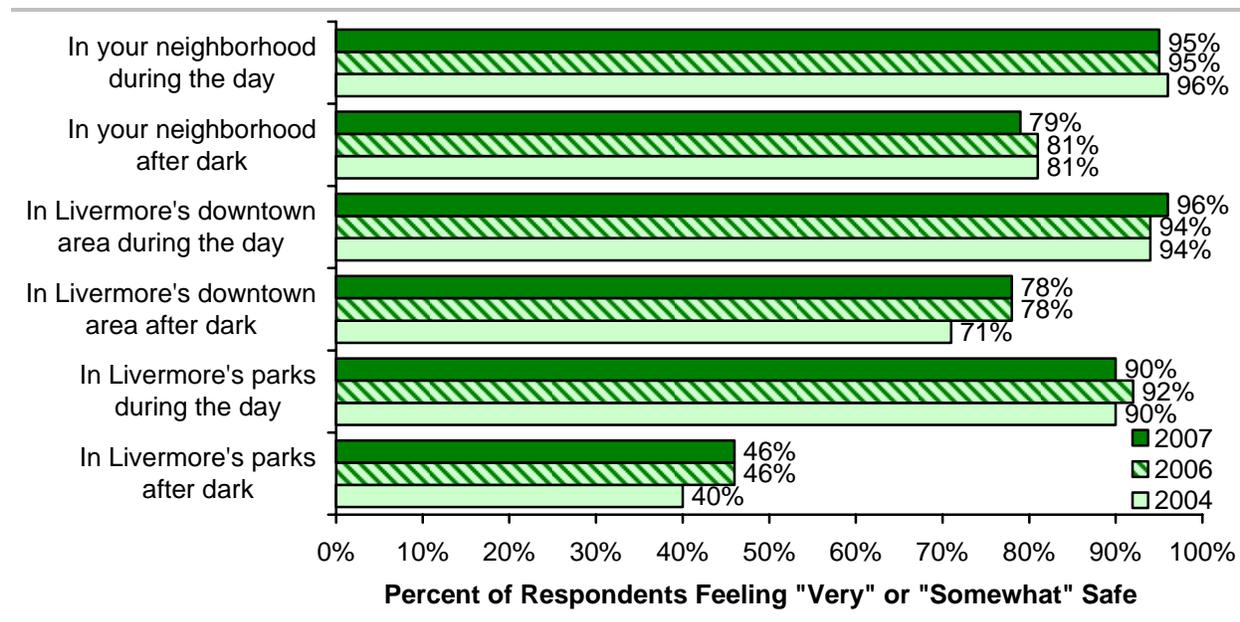


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months by Year

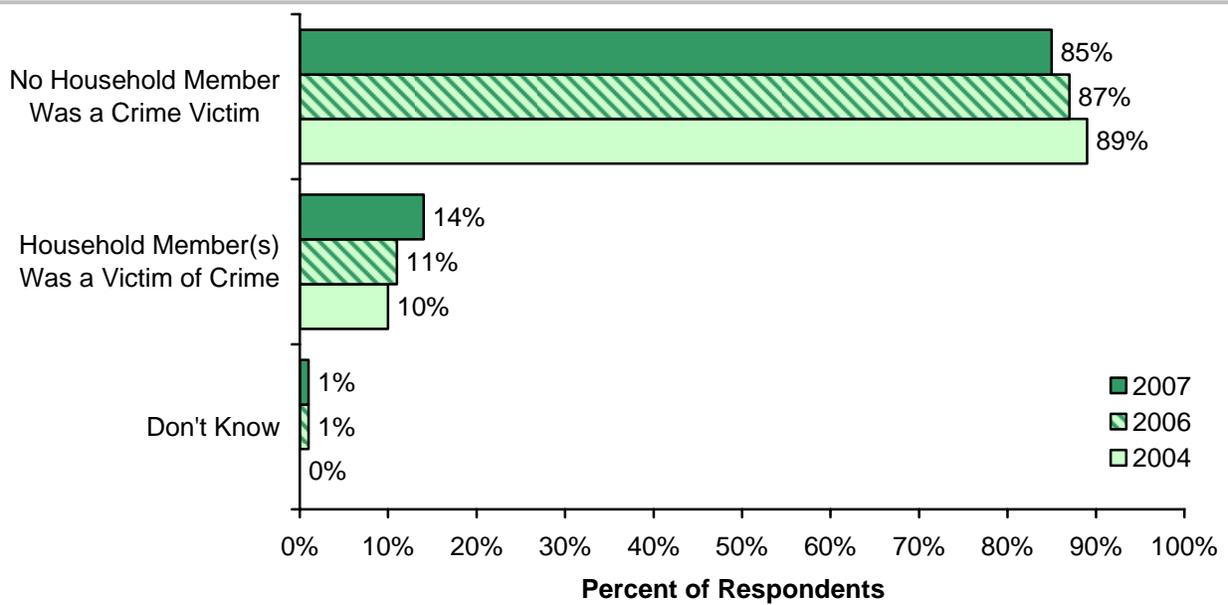
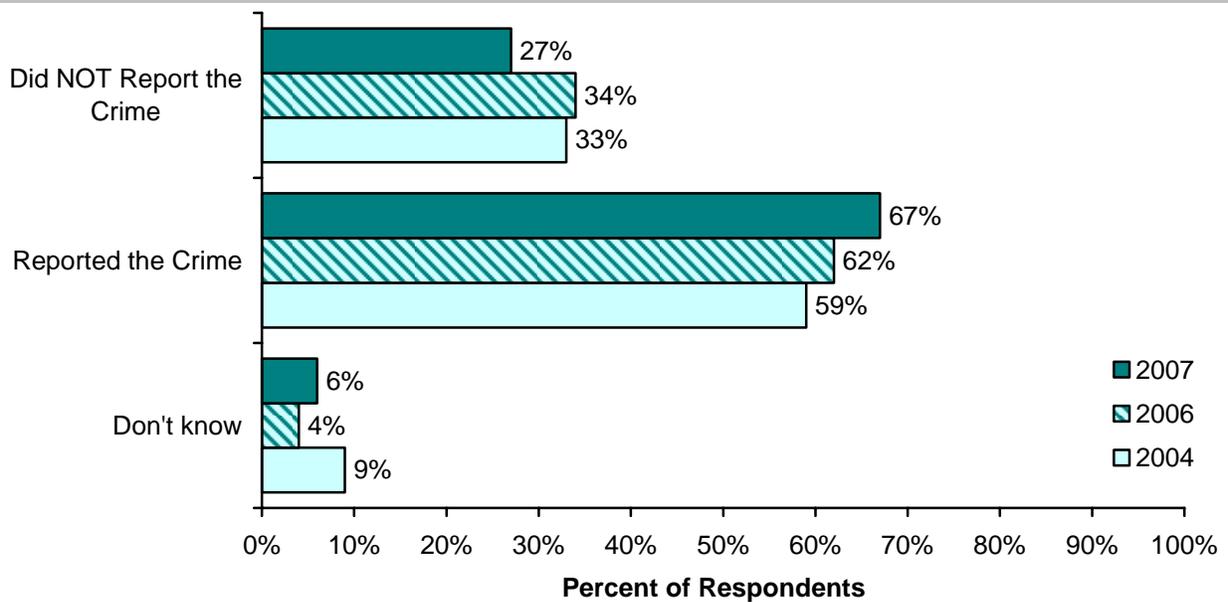


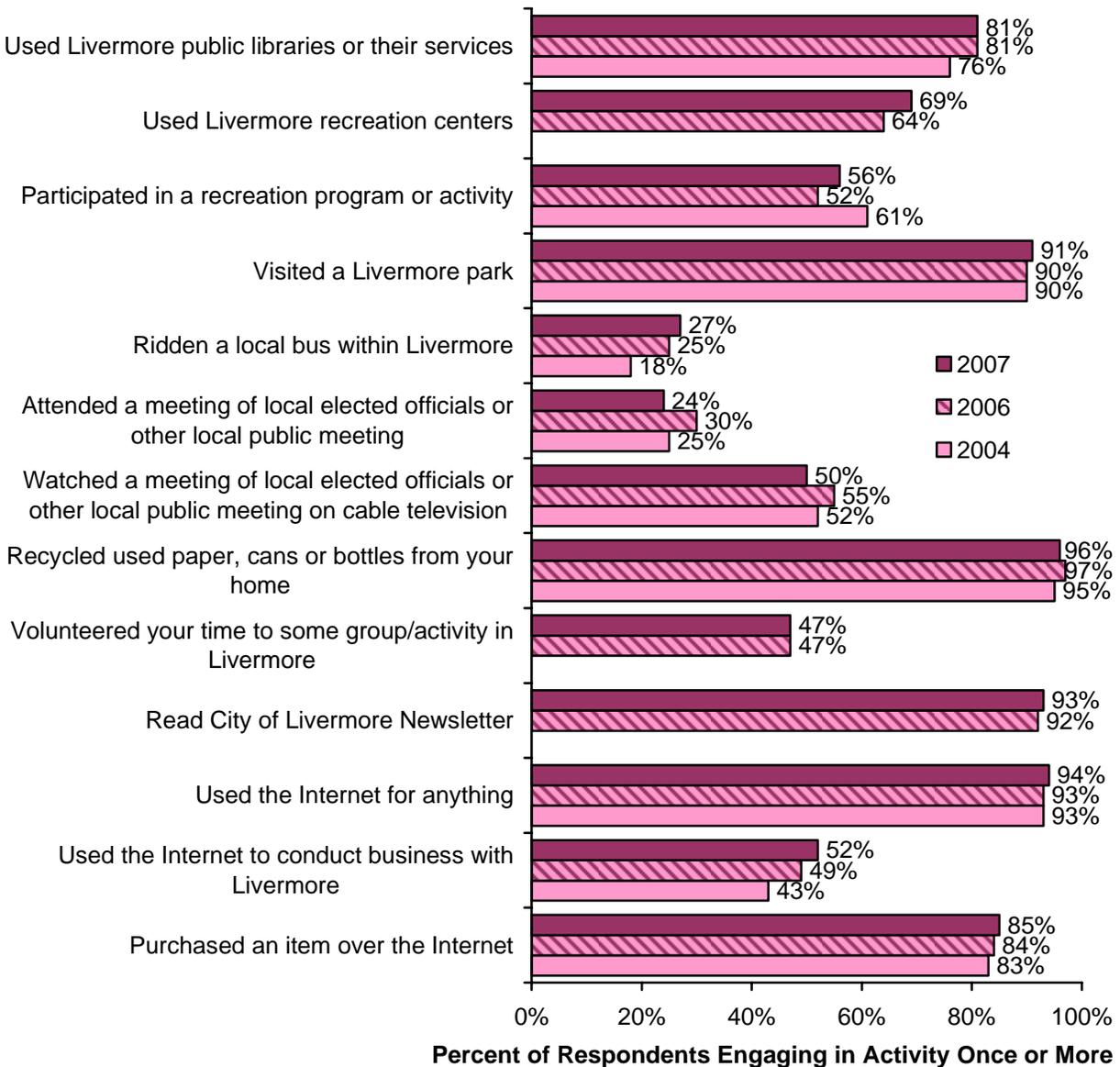
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime by Year



Community Participation

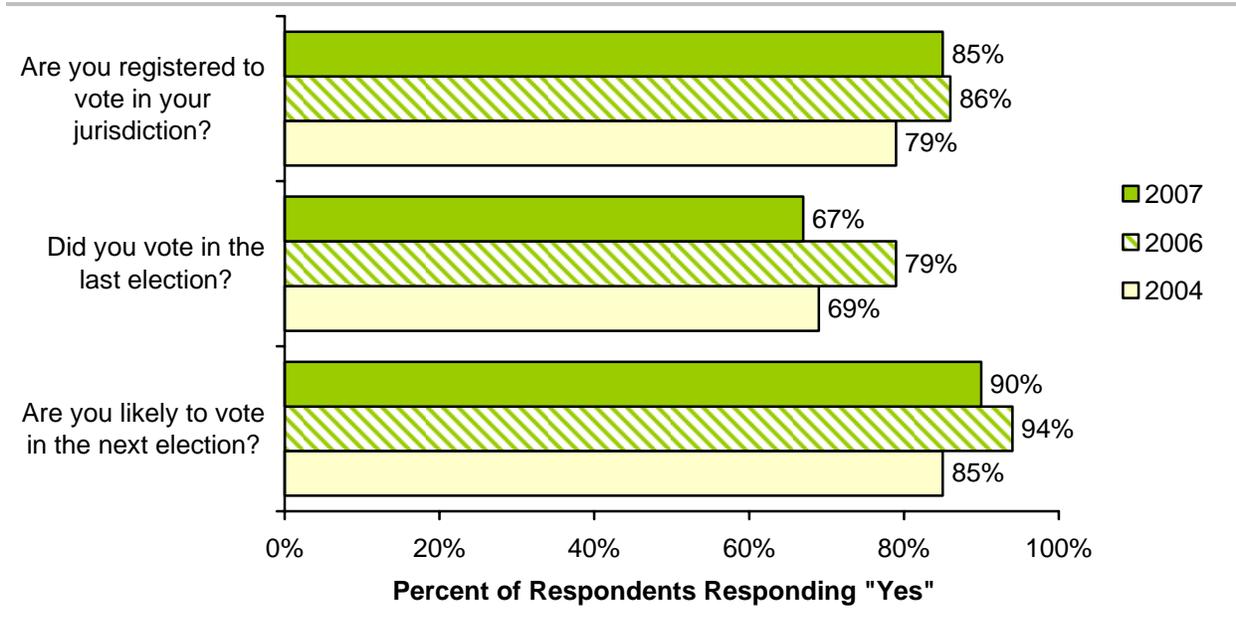
Participation in the civic, social and economic life of Livermore during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below, with comparisons made between 2007, 2006 and 2004. Among those completing the questionnaire in 2007, 27% reported riding a local bus within Livermore in the past year compared to 18% in 2004 and 25% in 2006. Voter status was also estimated, and is shown on the next page.²

Figure 13: Percent of Respondents Engaging in Various Activities in Livermore in the Last 12 Months by Year



² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

Figure 14: Voter Status and Activity by Year



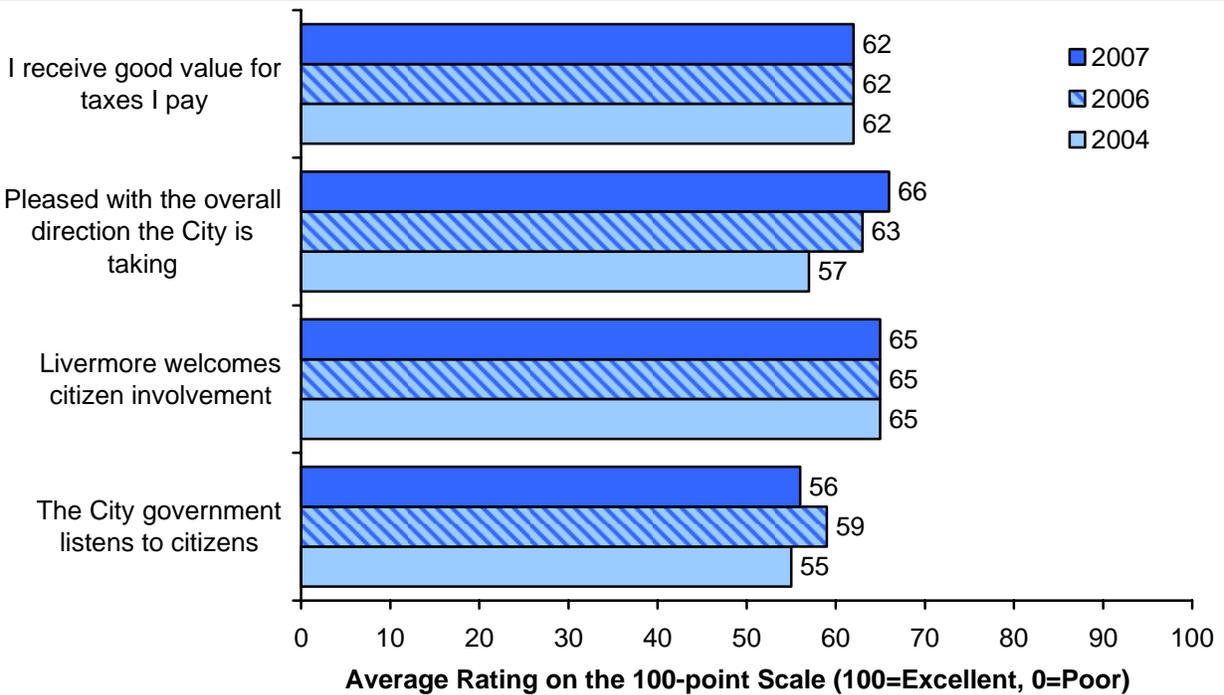
LOCAL GOVERNMENT

Several aspects of the government of the City of Livermore were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Livermore. Those who had any contact with a City of Livermore employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they were pleased with the overall direction taken by the City of Livermore, residents gave an average rating of 66 on a 100-point scale in 2007, compared to 57 in 2004 and 63 in 2006.

Figure 15: Ratings of Public Trust by Year



2007 Public Trust Ratings

Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the City of Livermore taxes I pay	16%	41%	24%	14%	5%	100%	62
I am pleased with the overall direction that the City of Livermore is taking	23%	42%	15%	14%	5%	100%	66
The City of Livermore government welcomes citizen involvement	19%	41%	26%	10%	4%	100%	65
The City of Livermore government listens to citizens	11%	35%	30%	15%	9%	100%	56

Note: "don't know" responses have been removed.

Service Provided by Livermore

The overall quality of services provided by the City of Livermore was rated as 62 on a 100-point scale in 2007, compared to 60 in 2004 and 63 in 2006. Ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the City of Livermore

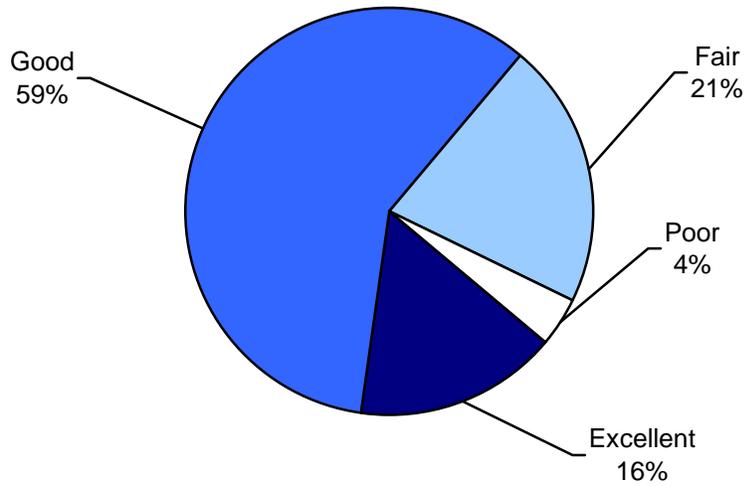
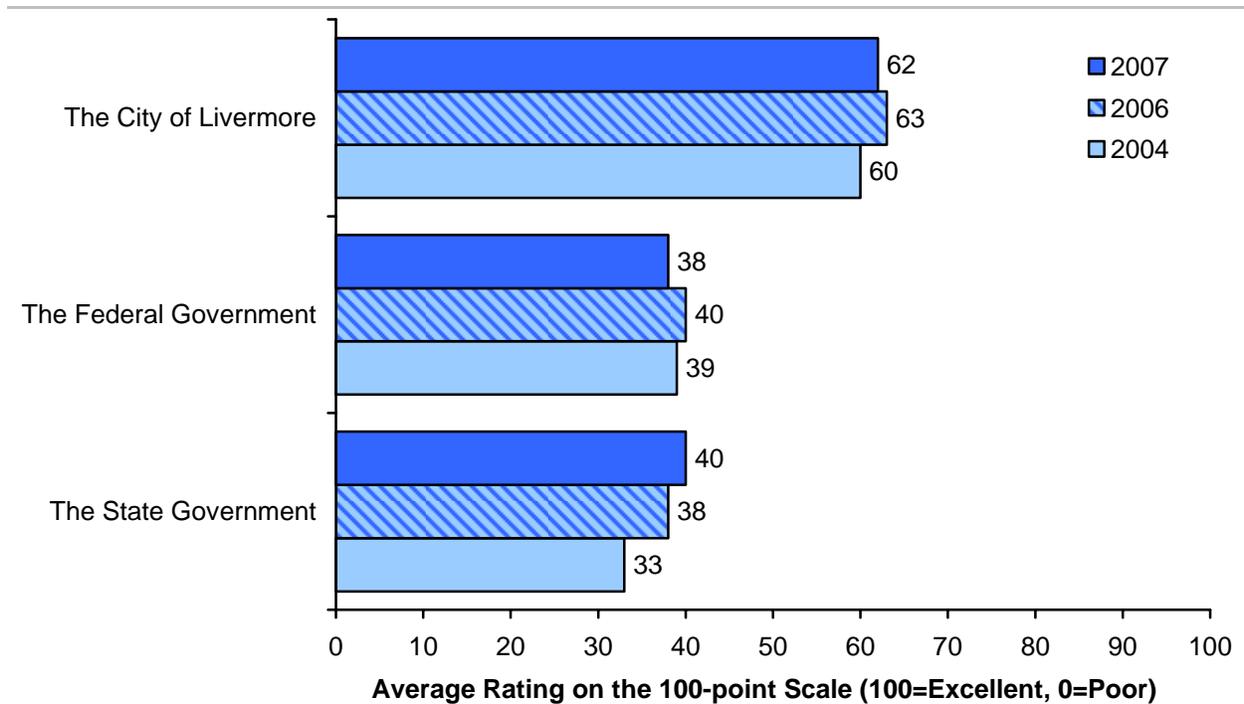


Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government by Year

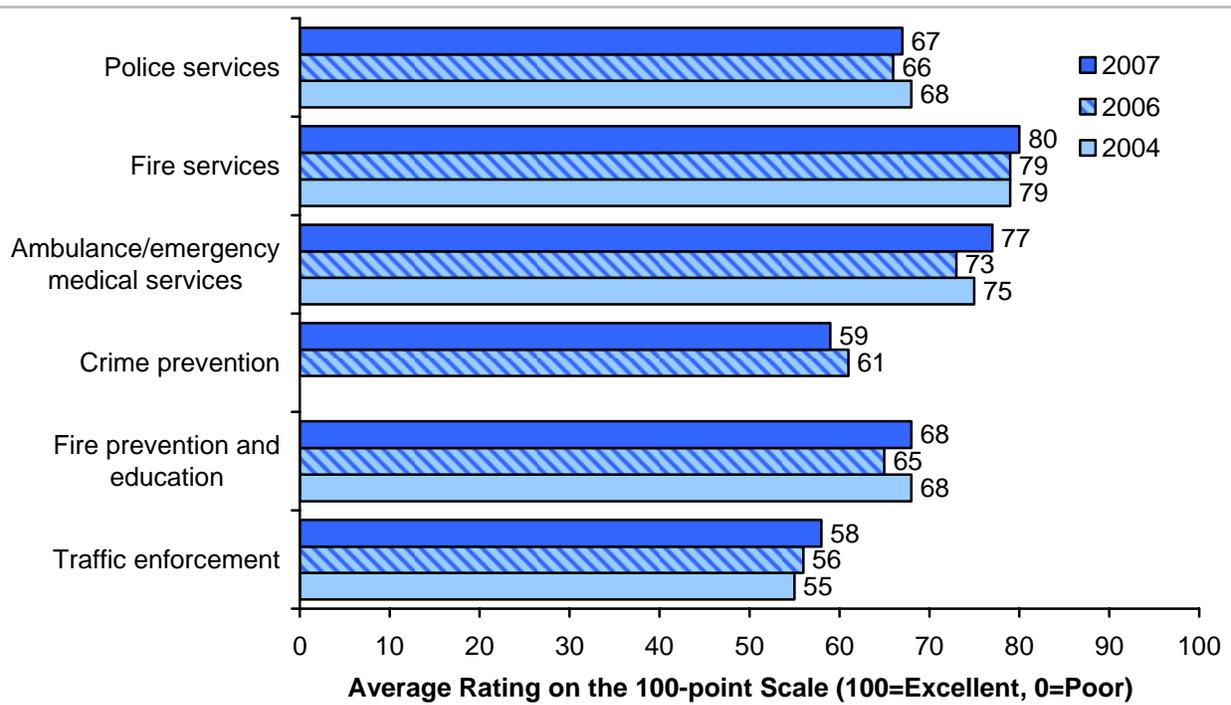


2007 Overall Quality of Services: City of Livermore, Federal Government and State Government

Overall, how would you rate the quality of services provided by...						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
The City of Livermore	16%	59%	21%	4%	100%	62
The Federal Government	3%	30%	44%	23%	100%	38
The State Government	3%	33%	47%	18%	100%	40

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services by Year

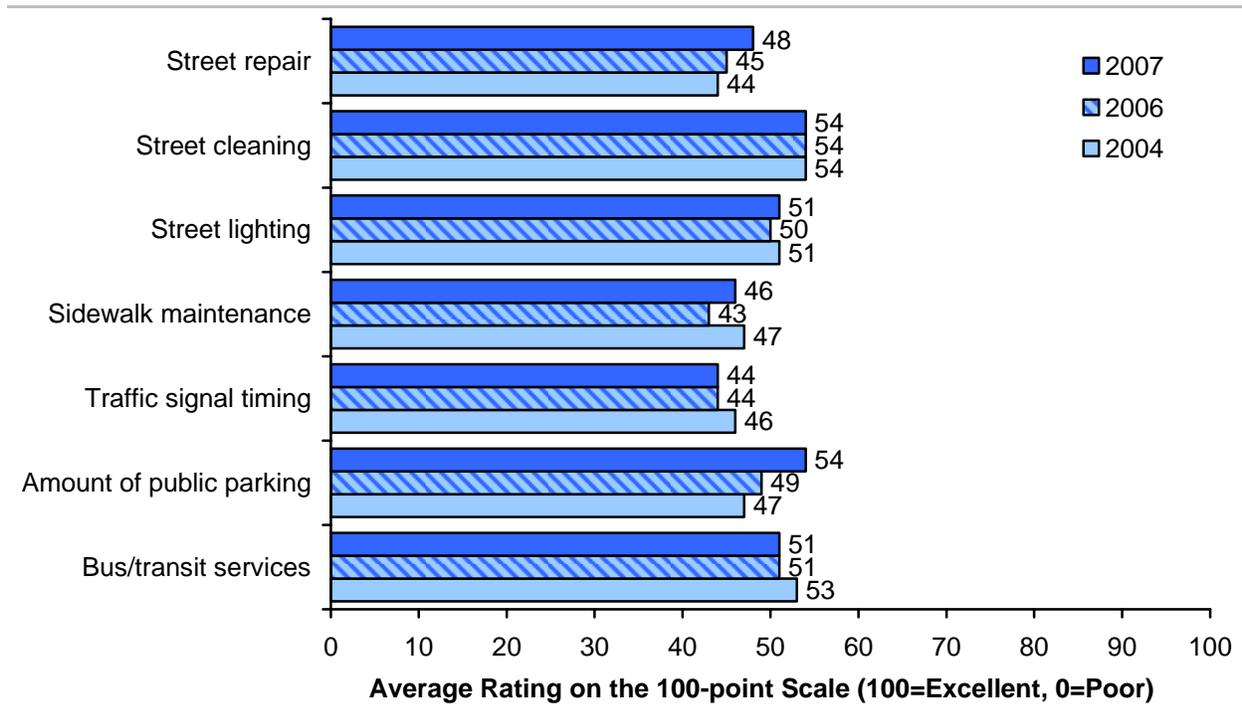


2007 Quality of Public Safety Services

How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Police services	25%	55%	15%	5%	100%	67
Fire services	46%	48%	6%	0%	100%	80
Ambulance/emergency medical services	41%	49%	8%	2%	100%	77
Crime prevention	17%	49%	27%	7%	100%	59
Fire prevention and education	26%	55%	17%	2%	100%	68
Traffic enforcement	18%	48%	25%	9%	100%	58

Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services by Year

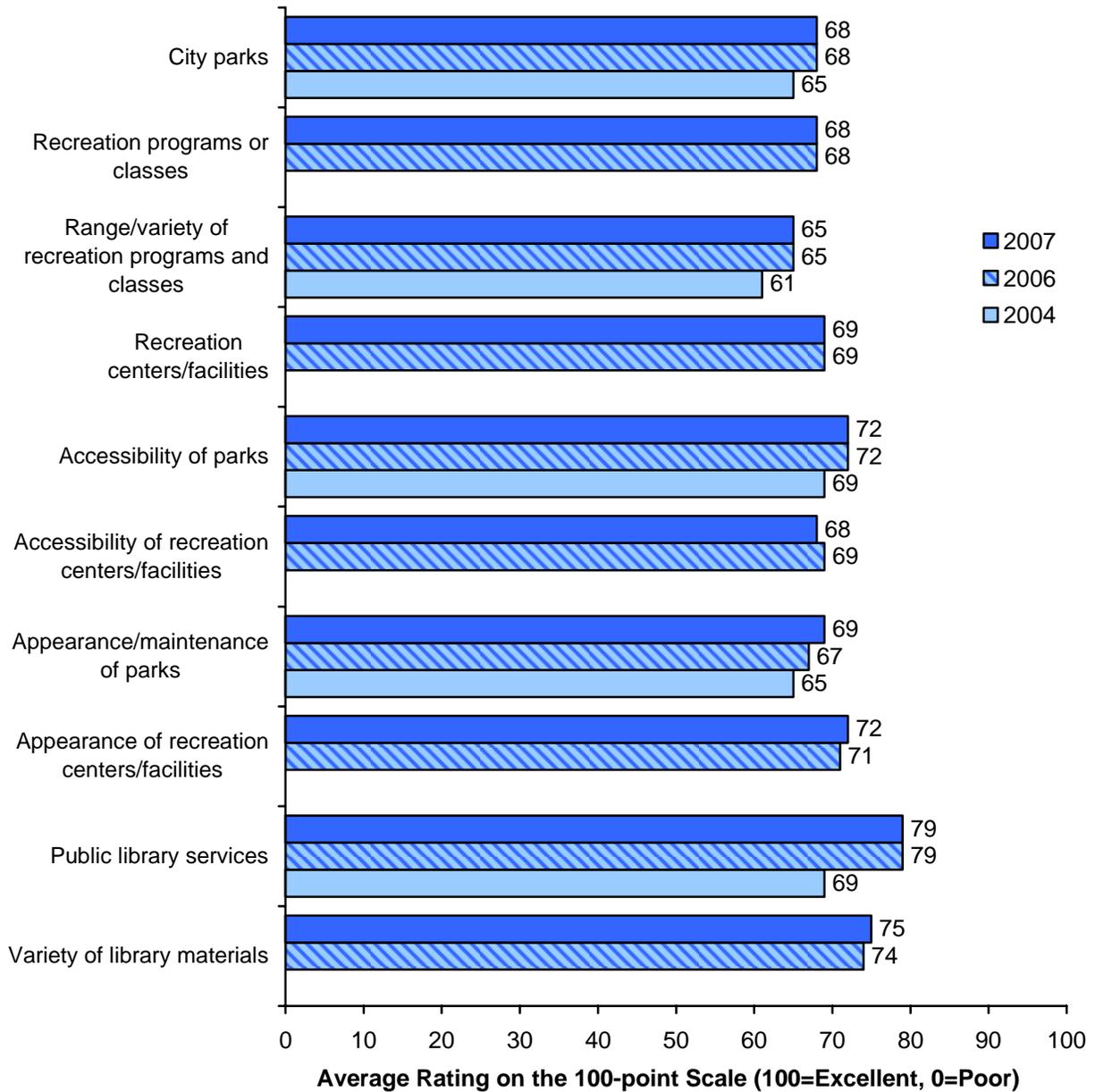


2007 Quality of Transportation Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Street repair	11%	38%	37%	15%	100%	48
Street cleaning	14%	46%	29%	11%	100%	54
Street lighting	11%	46%	30%	13%	100%	51
Sidewalk maintenance	8%	35%	41%	15%	100%	46
Traffic signal timing	6%	38%	35%	20%	100%	44
Amount of public parking	12%	49%	28%	11%	100%	54
Bus/transit services	12%	45%	27%	16%	100%	51

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services by Year

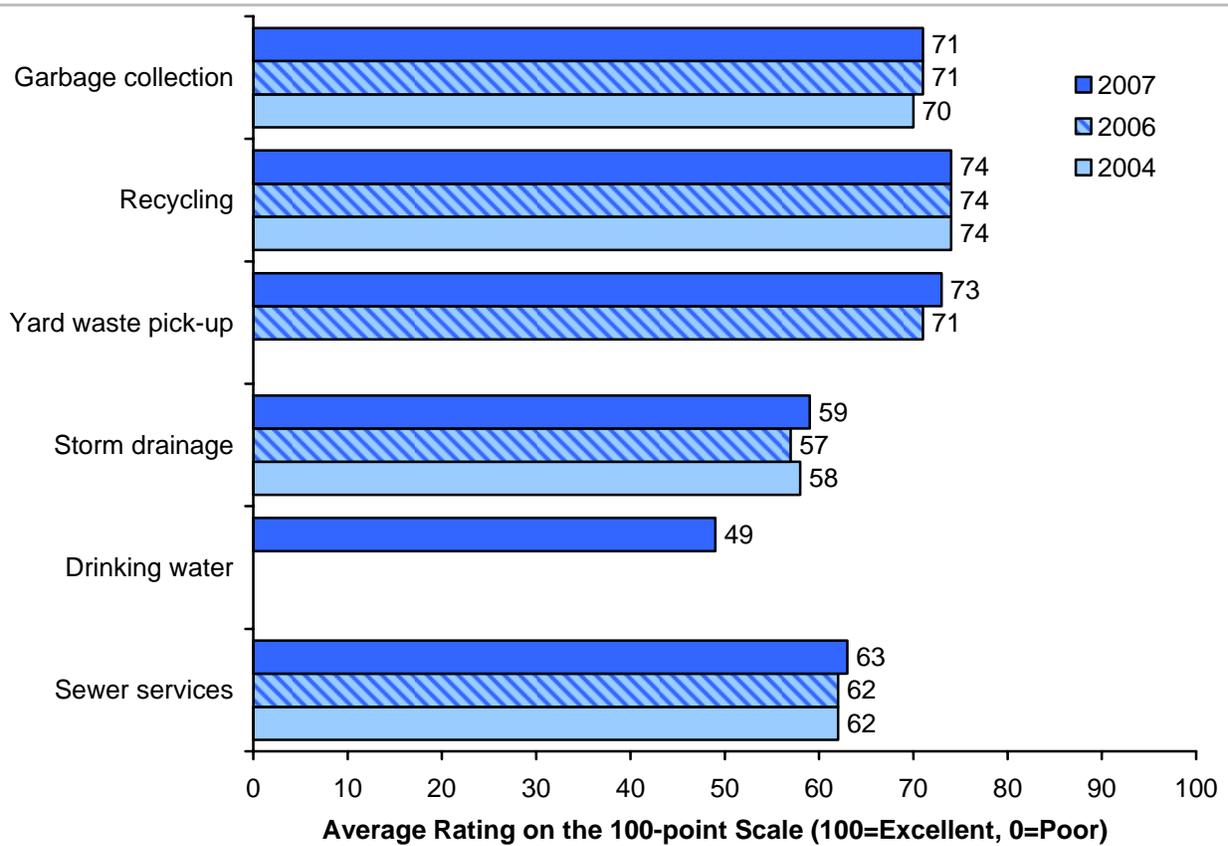


2007 Quality of Leisure Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
City parks	24%	58%	15%	3%	100%	68
Recreation programs or classes	26%	55%	17%	2%	100%	68
Range/variety of recreation programs and classes	25%	50%	22%	4%	100%	65
Recreation centers/facilities	28%	52%	18%	2%	100%	69
Accessibility of parks	32%	55%	12%	2%	100%	72
Accessibility of recreation centers/facilities	27%	52%	19%	2%	100%	68
Appearance/maintenance of parks	27%	55%	15%	3%	100%	69
Appearance of recreation centers/facilities	31%	55%	13%	1%	100%	72
Public library services	46%	46%	8%	1%	100%	79
Variety of library materials	38%	50%	11%	1%	100%	75

Note: "don't know" responses have been removed.

Figure 21: Quality of Utility Services by Year

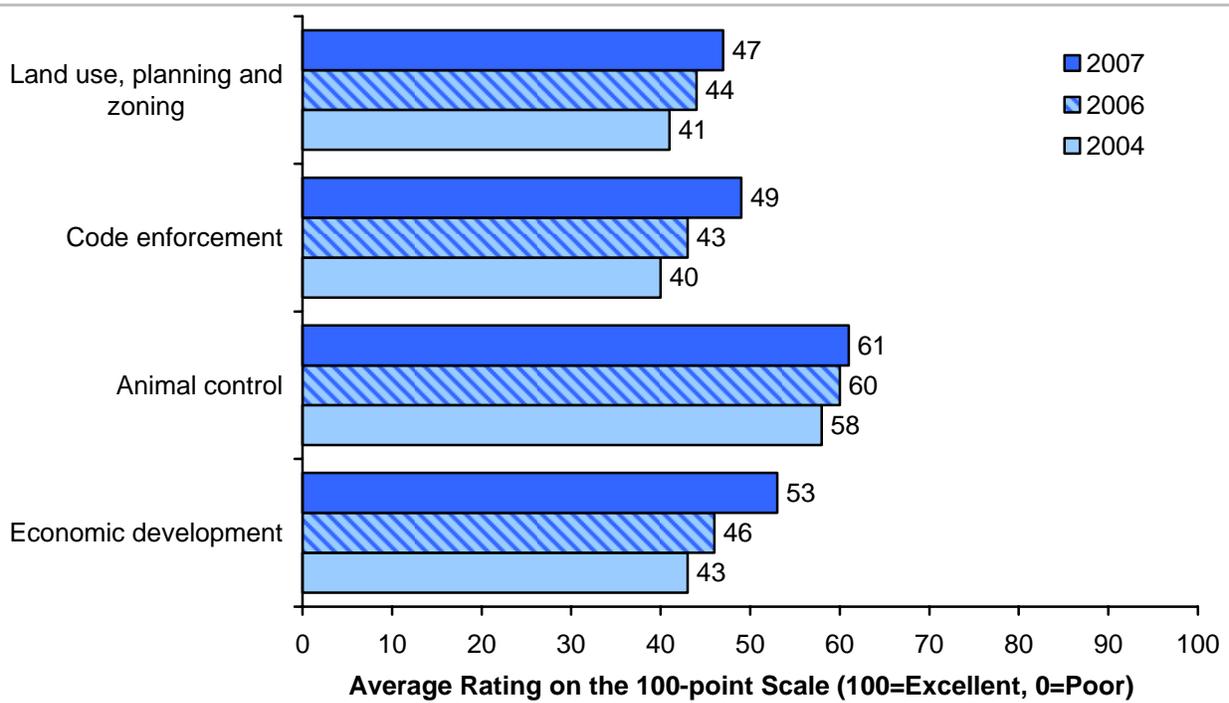


2007 Quality of Utility Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Garbage collection	33%	49%	13%	4%	100%	71
Recycling	41%	42%	12%	4%	100%	74
Yard waste pick-up	39%	45%	14%	3%	100%	73
Storm drainage	10%	61%	24%	5%	100%	59
Drinking water	12%	39%	33%	16%	100%	49
Sewer services	16%	58%	23%	3%	100%	63

Note: "don't know" responses have been removed.

Figure 22: Quality of Planning and Code Enforcement Services by Year

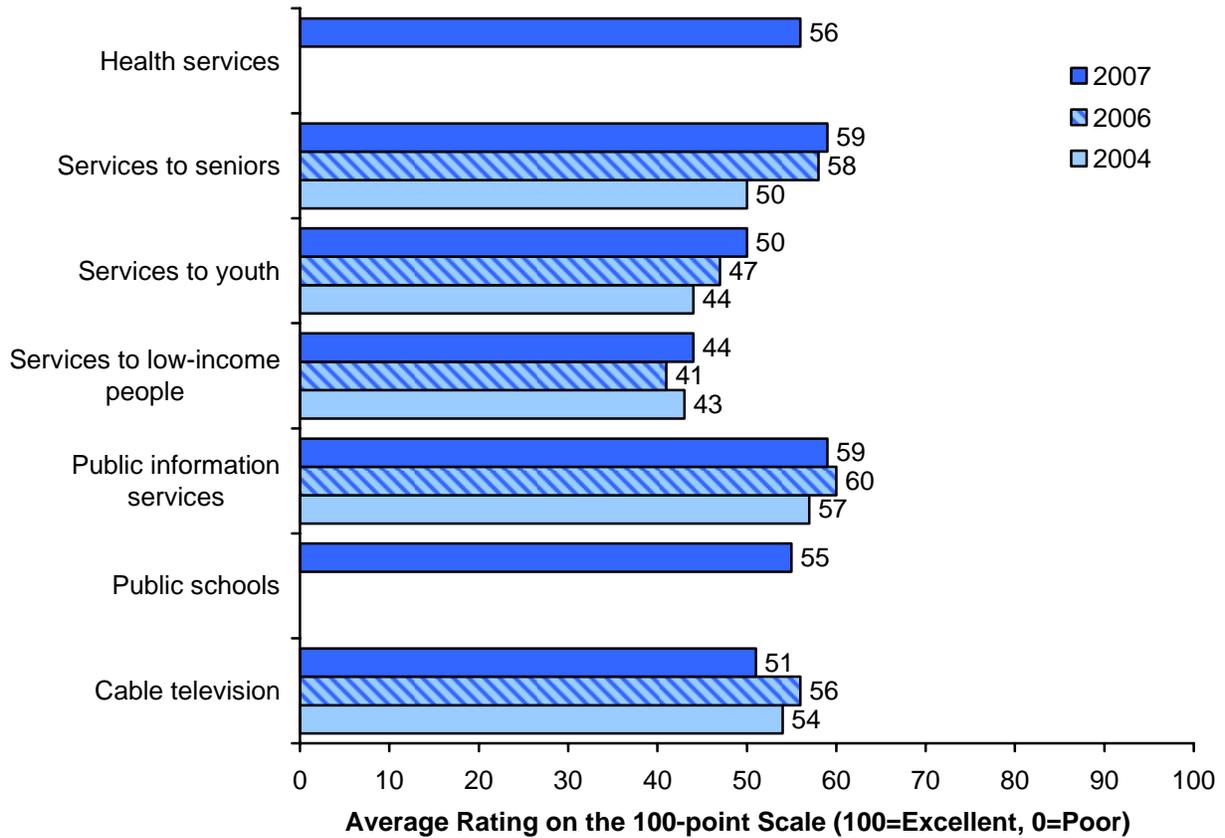


2007 Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Land use, planning and zoning	9%	40%	33%	18%	100%	47
Code enforcement (weeds, abandoned buildings, etc)	7%	45%	36%	12%	100%	49
Animal control	15%	59%	21%	5%	100%	61
Economic development	9%	49%	32%	9%	100%	53

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services by Year



2007 Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Health services	11%	55%	25%	9%	100%	56
Services to seniors	15%	55%	22%	8%	100%	59
Services to youth	9%	46%	30%	15%	100%	50
Services to low-income people	12%	35%	27%	26%	100%	44
Public information services	16%	48%	32%	4%	100%	59
Public schools	15%	45%	28%	12%	100%	55
Cable television	10%	46%	30%	14%	100%	51

Note: "don't know" responses have been removed.

The City of Livermore Employees

Impressions of the City of Livermore employees were assessed on the questionnaire. In 2007, those who had been in contact with a City of Livermore employee in the past year (53%) rated their overall impression as 67 on a 100-point scale, compared to an average rating of 69 received in 2004 and 70 in 2006.

Figure 24: Percent of Respondents Who Had Contact with a City of Livermore Employee in 2007

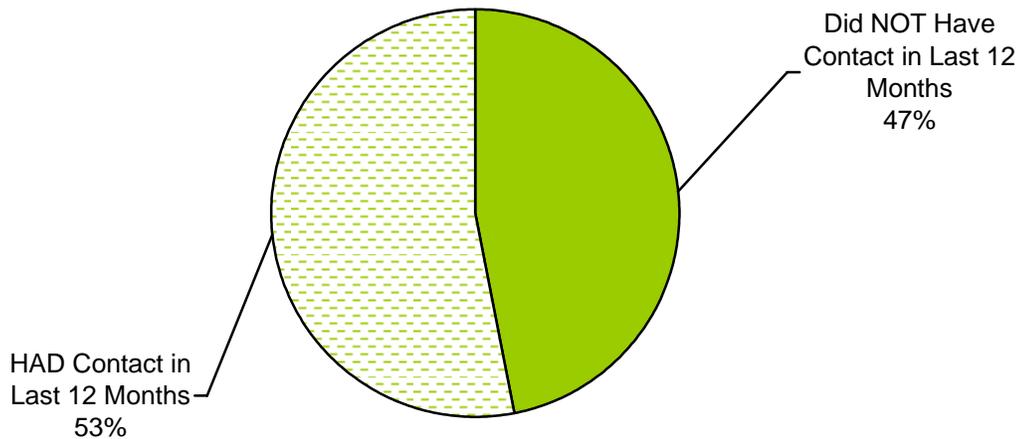
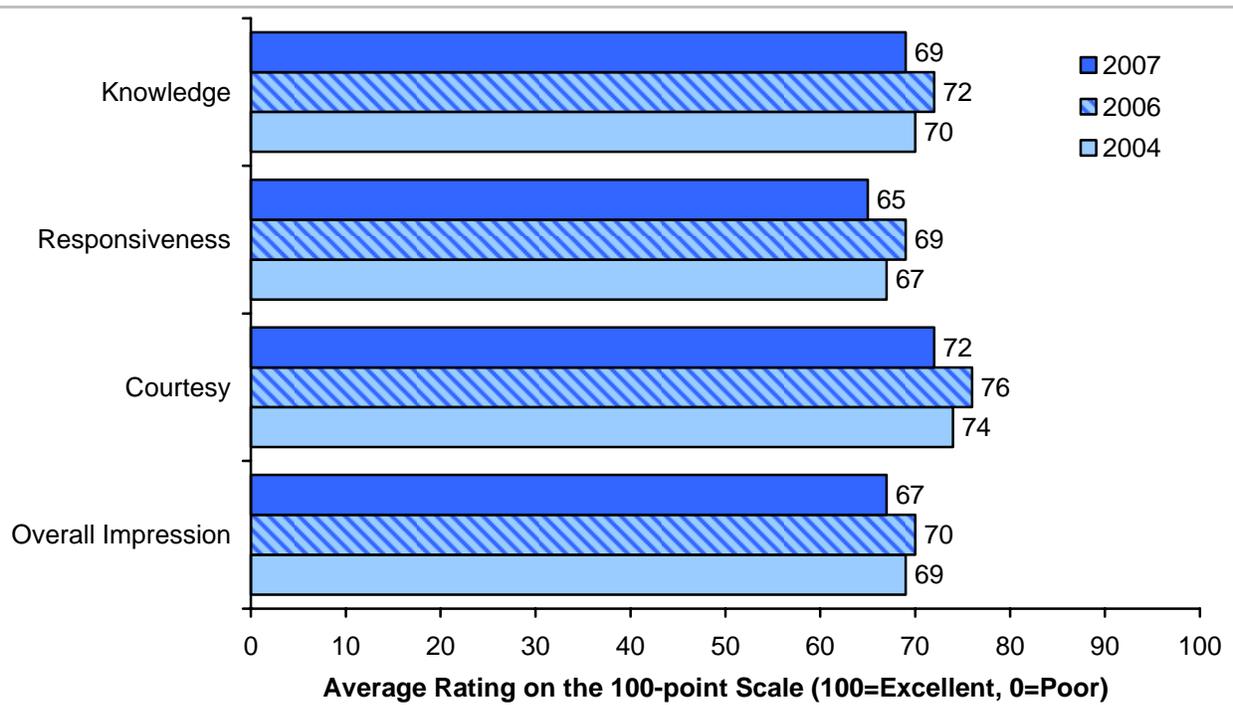


Figure 25: Ratings of Contact with the City of Livermore Employees by Year



2007 Ratings of Contact with City of Livermore Employees

What was your impression of employees of the City of Livermore in your most recent contact?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Knowledge	32%	46%	16%	5%	100%	69
Responsiveness	35%	35%	17%	12%	100%	65
Courtesy	40%	39%	16%	5%	100%	72
Overall Impression	33%	41%	18%	8%	100%	67

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Two additional questions were asked by the City of Livermore. The results for these questions are displayed below.

Policy Question #1

Please indicate the degree to which you agree or disagree with the following statements: "I am disturbed by noise in my neighborhood from the following source(s):"	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
Airplanes from the Livermore Airport only (not over flight planes going to/from other airports)	7%	11%	24%	14%	43%	100%
Traffic noise (cars, trucks, etc.)	12%	26%	26%	17%	19%	100%
Trains	9%	13%	26%	18%	34%	100%
Garbage pick-up trucks	9%	22%	30%	18%	22%	100%

Policy Question #2

Please indicate in which area of the city you live:

NW Quadrant	17%
SW Quadrant	29%
NE Quadrant	26%
SE Quadrant	27%
Total	100%

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

This appendix displays the complete distribution of responses to questions in 2007. The “don’t know” responses are shown, where applicable.

Question 1: Quality of Life Ratings													
	Excellent		Good		Fair		Poor		Don't know		Total		
How do you rate Livermore as a place to live?	38%	N=297	54%	N=425	8%	N=61	1%	N=5	0%	N=0	100%	N=788	
How do you rate your neighborhood as a place to live?	29%	N=229	52%	N=408	17%	N=132	2%	N=13	0%	N=1	100%	N=783	
How do you rate Livermore as a place to raise children?	28%	N=216	47%	N=366	15%	N=114	2%	N=17	8%	N=66	100%	N=779	
How do you rate Livermore as a place to work?	16%	N=125	38%	N=293	18%	N=136	6%	N=47	22%	N=172	100%	N=773	
How do you rate Livermore as a place to retire?	14%	N=111	33%	N=253	24%	N=186	12%	N=90	18%	N=137	100%	N=777	
How do you rate the overall quality of life in Livermore?	23%	N=178	64%	N=499	12%	N=97	1%	N=5	0%	N=0	100%	N=780	

Question 2: 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	16%	N=123	52%	N=395	25%	N=187	5%	N=34	2%	N=15	100%	N=754
Openness and acceptance of the community towards people of diverse backgrounds	13%	N=100	50%	N=385	22%	N=168	7%	N=56	8%	N=63	100%	N=771
Overall appearance of Livermore	17%	N=136	58%	N=449	23%	N=177	2%	N=12	1%	N=4	100%	N=777
Opportunities to attend cultural activities	13%	N=102	43%	N=333	30%	N=228	7%	N=56	7%	N=52	100%	N=771
Shopping opportunities	10%	N=75	33%	N=256	43%	N=333	15%	N=117	0%	N=1	100%	N=782
Air quality	10%	N=77	44%	N=344	35%	N=270	10%	N=81	1%	N=8	100%	N=780
Recreational opportunities	16%	N=121	48%	N=372	28%	N=215	6%	N=44	3%	N=20	100%	N=774
Job opportunities	3%	N=21	21%	N=160	36%	N=282	18%	N=141	22%	N=171	100%	N=774
Access to affordable quality housing	2%	N=17	17%	N=135	36%	N=281	36%	N=279	9%	N=67	100%	N=780
Access to affordable quality child care	2%	N=15	13%	N=102	19%	N=147	11%	N=88	54%	N=415	100%	N=767
Access to affordable quality health care	7%	N=51	31%	N=240	28%	N=217	14%	N=111	20%	N=152	100%	N=771
Ease of car travel in Livermore	9%	N=73	38%	N=294	32%	N=248	19%	N=147	2%	N=15	100%	N=777
Ease of bus travel in Livermore	6%	N=45	19%	N=144	17%	N=131	13%	N=102	46%	N=354	100%	N=777
Ease of rail/subway travel in Livermore	2%	N=13	11%	N=88	14%	N=111	29%	N=222	44%	N=335	100%	N=770

Question 2: Please rate each of the following characteristics as they relate to Livermore as a whole

	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of bicycle travel in Livermore	11%	N=85	38%	N=294	25%	N=190	5%	N=39	21%	N=165	100%	N=774
Ease of walking in Livermore	20%	N=159	50%	N=390	24%	N=183	3%	N=24	3%	N=22	100%	N=779
Educational opportunities	10%	N=75	43%	N=335	28%	N=217	4%	N=28	15%	N=119	100%	N=773
Overall image/reputation of Livermore	15%	N=116	57%	N=443	23%	N=176	4%	N=32	1%	N=5	100%	N=772
Overall quality of new development in Livermore	20%	N=156	46%	N=360	20%	N=159	8%	N=62	5%	N=42	100%	N=779

Question 3: Please rate the speed of growth in the following categories in Livermore over the past two years

	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	1%	N=9	5%	N=41	36%	N=281	33%	N=254	16%	N=127	9%	N=67	100%	N=778
Retail growth (stores, restaurants etc.)	6%	N=43	23%	N=179	50%	N=389	13%	N=101	3%	N=25	4%	N=34	100%	N=771
Jobs growth	12%	N=93	30%	N=233	20%	N=155	2%	N=13	0%	N=0	36%	N=280	100%	N=774

Question 4: To what degree are the following problems in Livermore												
	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
Crime	9%	N=69	41%	N=320	33%	N=257	5%	N=36	12%	N=93	100%	N=776
Drugs	8%	N=59	22%	N=171	29%	N=227	14%	N=108	27%	N=212	100%	N=777
Too much growth	22%	N=171	27%	N=206	26%	N=202	16%	N=125	8%	N=62	100%	N=767
Lack of growth	56%	N=424	16%	N=122	14%	N=105	3%	N=26	10%	N=79	100%	N=757
Graffiti	20%	N=151	45%	N=345	23%	N=180	5%	N=38	7%	N=57	100%	N=771
Noise	26%	N=197	46%	N=351	20%	N=152	7%	N=58	2%	N=13	100%	N=771
Run down buildings, weed lots, or junk vehicles	21%	N=163	48%	N=370	22%	N=173	7%	N=51	2%	N=19	100%	N=775
Taxes	14%	N=109	27%	N=209	31%	N=238	14%	N=110	13%	N=104	100%	N=770
Traffic congestion	8%	N=63	23%	N=180	35%	N=271	33%	N=255	1%	N=7	100%	N=776
Unsupervised youth	9%	N=69	35%	N=272	31%	N=237	10%	N=76	16%	N=121	100%	N=775
Homelessness	21%	N=159	43%	N=331	17%	N=134	6%	N=43	14%	N=108	100%	N=776
Weeds	29%	N=226	44%	N=341	14%	N=110	4%	N=30	8%	N=60	100%	N=768
Absence of communications from the City of Livermore translated into languages other than English	44%	N=343	11%	N=83	4%	N=30	3%	N=22	39%	N=299	100%	N=776
Toxic waste or other environmental hazard(s)	30%	N=232	21%	N=167	9%	N=71	4%	N=29	36%	N=279	100%	N=778

Question 5: Please rate how safe you feel from the following occurring to you 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)	34%	N=263	39%	N=306	15%	N=116	9%	N=67	1%	N=8	2%	N=19	100%	N=779
Property crimes (e.g., burglary, theft)	16%	N=124	44%	N=342	17%	N=133	17%	N=130	4%	N=32	2%	N=18	100%	N=779
Fire	39%	N=302	35%	N=269	18%	N=137	4%	N=31	0%	N=3	4%	N=34	100%	N=778

Question 6: Please rate how safe you feel:														
	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	69%	N=544	26%	N=201	2%	N=16	2%	N=16	1%	N=5	0%	N=1	100%	N=782
In your neighborhood after dark	33%	N=260	45%	N=351	10%	N=74	10%	N=76	2%	N=17	0%	N=3	100%	N=781
In Livermore's downtown area during the day	74%	N=578	21%	N=163	3%	N=22	1%	N=6	1%	N=4	1%	N=5	100%	N=778
In Livermore's downtown area after dark	35%	N=269	39%	N=306	13%	N=100	7%	N=57	1%	N=4	5%	N=43	100%	N=778
In Livermore's parks during the day	55%	N=426	32%	N=246	7%	N=54	2%	N=13	1%	N=5	5%	N=35	100%	N=780
In Livermore's parks after dark	6%	N=49	31%	N=241	17%	N=132	19%	N=151	7%	N=57	19%	N=148	100%	N=779

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No		Yes		Don't know		Total	
During the past twelve months, were you or anyone in your household the victim of any crime?	85%	N=656	14%	N=109	1%	N=7	100%	N=773

Question 8: If yes, was this crime (these crimes) reported to the police?

	No		Yes		Don't know		Total	
If yes, was this crime (these crimes) reported to the police?	27%	N=32	67%	N=80	6%	N=7	100%	N=119

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of 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	19%	N=150	22%	N=169	31%	N=244	13%	N=100	15%	N=116	100%	N=778
Used Livermore recreation centers	31%	N=240	27%	N=210	27%	N=206	7%	N=58	8%	N=62	100%	N=776
Participated in a recreation program or activity	44%	N=340	26%	N=201	18%	N=139	5%	N=41	7%	N=52	100%	N=773
Visited a Livermore park	9%	N=70	18%	N=135	35%	N=271	18%	N=139	20%	N=155	100%	N=769
Ridden a local bus within Livermore	73%	N=562	13%	N=101	7%	N=53	3%	N=22	4%	N=30	100%	N=768
Attended a meeting of local elected officials or other local public meeting	76%	N=591	18%	N=139	5%	N=41	1%	N=4	1%	N=4	100%	N=779
Watched a meeting of local elected officials or other local public meeting on cable television	50%	N=391	29%	N=223	16%	N=127	4%	N=28	1%	N=10	100%	N=778
Recycled used paper, cans or bottles from your home	4%	N=30	4%	N=31	7%	N=55	8%	N=65	76%	N=593	100%	N=776
Volunteered your time to some group/activity in Livermore	53%	N=412	19%	N=143	12%	N=93	6%	N=47	10%	N=79	100%	N=775
Read City of Livermore Newsletter	7%	N=52	15%	N=119	41%	N=317	17%	N=135	19%	N=151	100%	N=775

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Livermore?												
	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used the Internet for anything	6%	N=44	2%	N=18	4%	N=33	5%	N=36	83%	N=648	100%	N=778
Used the Internet to conduct business with Livermore	48%	N=375	21%	N=160	16%	N=127	4%	N=29	11%	N=87	100%	N=777
Purchased an item over the Internet	15%	N=113	10%	N=80	33%	N=260	14%	N=108	28%	N=216	100%	N=778

Question 10: How do you rate the quality of each of the following services in Livermore?

	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	23%	N=181	50%	N=390	14%	N=107	4%	N=35	8%	N=62	100%	N=775
Fire services	37%	N=290	39%	N=306	5%	N=36	0%	N=2	18%	N=142	100%	N=776
Ambulance/emergency medical services	27%	N=211	33%	N=250	5%	N=41	1%	N=8	34%	N=259	100%	N=769
Crime prevention	14%	N=105	39%	N=297	21%	N=162	6%	N=43	21%	N=163	100%	N=769
Fire prevention and education	17%	N=133	37%	N=285	11%	N=88	1%	N=9	33%	N=252	100%	N=767
Traffic enforcement	17%	N=126	44%	N=333	22%	N=172	9%	N=66	9%	N=68	100%	N=765
Garbage collection	33%	N=252	48%	N=372	13%	N=102	4%	N=30	2%	N=14	100%	N=770
Recycling	40%	N=310	41%	N=315	12%	N=92	4%	N=31	3%	N=26	100%	N=775
Yard waste pick-up	33%	N=258	38%	N=296	12%	N=91	3%	N=19	14%	N=108	100%	N=772
Street repair	10%	N=80	36%	N=281	35%	N=270	14%	N=108	5%	N=35	100%	N=774
Street cleaning	13%	N=103	44%	N=343	28%	N=218	11%	N=82	4%	N=28	100%	N=774
Street lighting	11%	N=82	45%	N=346	29%	N=222	13%	N=101	2%	N=17	100%	N=768
Snow removal	8%	N=54	3%	N=23	1%	N=6	1%	N=7	87%	N=620	100%	N=709
Sidewalk maintenance	8%	N=59	33%	N=248	38%	N=288	14%	N=106	8%	N=62	100%	N=763
Traffic signal timing	6%	N=49	38%	N=291	34%	N=262	20%	N=155	2%	N=16	100%	N=772
Amount of public parking	12%	N=90	47%	N=365	27%	N=207	10%	N=81	4%	N=30	100%	N=773
Bus/transit services	7%	N=51	25%	N=196	15%	N=117	9%	N=68	44%	N=339	100%	N=771
Storm drainage	8%	N=65	49%	N=377	19%	N=150	4%	N=29	19%	N=149	100%	N=770
Drinking water	11%	N=86	37%	N=289	32%	N=248	16%	N=122	4%	N=31	100%	N=776
Sewer services	14%	N=104	49%	N=373	20%	N=150	2%	N=17	16%	N=123	100%	N=767
City parks	23%	N=178	56%	N=435	14%	N=110	3%	N=21	3%	N=26	100%	N=770
Recreation programs or classes	19%	N=147	41%	N=312	13%	N=97	2%	N=13	26%	N=200	100%	N=769
Range/variety of recreation programs and classes	18%	N=141	37%	N=284	16%	N=126	3%	N=22	26%	N=198	100%	N=772
Recreation centers/facilities	23%	N=177	43%	N=332	15%	N=114	2%	N=12	17%	N=134	100%	N=769
Accessibility of parks	30%	N=231	52%	N=399	12%	N=90	2%	N=12	5%	N=37	100%	N=769
Accessibility of recreation centers/facilities	24%	N=187	46%	N=355	17%	N=133	2%	N=13	10%	N=80	100%	N=768
Appearance/maintenance of parks	26%	N=203	53%	N=410	14%	N=110	3%	N=20	4%	N=27	100%	N=770

Question 10: How do you rate the quality of each of the following services in Livermore?												
	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance of recreation centers/facilities	27%	N=207	47%	N=363	11%	N=87	0%	N=3	14%	N=103	100%	N=764
Land use, planning and zoning	7%	N=57	33%	N=254	27%	N=208	15%	N=111	17%	N=133	100%	N=762
Code enforcement (weeds, abandoned buildings, etc)	5%	N=40	36%	N=276	29%	N=224	10%	N=75	19%	N=148	100%	N=764
Animal control	12%	N=90	47%	N=361	17%	N=130	4%	N=32	21%	N=159	100%	N=772
Economic development	8%	N=58	40%	N=306	26%	N=196	8%	N=58	19%	N=149	100%	N=767
Health services	8%	N=64	43%	N=328	20%	N=150	7%	N=53	23%	N=173	100%	N=769
Services to seniors	7%	N=51	24%	N=188	10%	N=75	3%	N=27	56%	N=431	100%	N=771
Services to youth	5%	N=39	26%	N=199	17%	N=127	8%	N=64	44%	N=339	100%	N=768
Services to low-income people	4%	N=33	13%	N=99	10%	N=77	10%	N=75	63%	N=474	100%	N=758
Public library services	41%	N=313	40%	N=308	7%	N=52	1%	N=4	12%	N=93	100%	N=771
Variety of library materials	32%	N=245	42%	N=324	9%	N=71	1%	N=5	16%	N=124	100%	N=769
Public information services	12%	N=89	35%	N=265	23%	N=176	3%	N=20	28%	N=216	100%	N=767
Public schools	11%	N=86	33%	N=255	21%	N=160	8%	N=65	27%	N=207	100%	N=774
Cable television	8%	N=64	37%	N=287	24%	N=189	11%	N=86	19%	N=146	100%	N=772

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Livermore	15%	N=118	56%	N=433	20%	N=158	4%	N=30	4%	N=34	100%	N=772
The Federal Government	3%	N=22	25%	N=193	38%	N=288	20%	N=151	15%	N=113	100%	N=766
The State Government	2%	N=19	29%	N=219	41%	N=314	16%	N=119	12%	N=95	100%	N=766

Question 12: Have you had any in-person or phone contact with an employee of the City of Livermore within the last 12 months?

	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Livermore within the last 12 months?	47% N=363	53% N=410	100% N=773

Question 13: What was your impression of the employees of the City of Livermore in your most recent contact?

	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	31%	N=136	45%	N=195	16%	N=69	5%	N=21	2%	N=11	100%	N=431
Responsiveness	35%	N=149	35%	N=149	17%	N=72	12%	N=50	2%	N=9	100%	N=428
Courtesy	39%	N=169	38%	N=163	15%	N=66	5%	N=19	2%	N=10	100%	N=429
Overall Impression	33%	N=140	40%	N=170	18%	N=77	8%	N=32	2%	N=9	100%	N=429

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Strongly disagree		Don't know		Total	
I receive good value for the City of Livermore taxes I pay	15%	N=112	37%	N=286	22%	N=170	13%	N=99	4%	N=34	9%	N=71	100%	N=773
I am pleased with the overall direction that the City of Livermore is taking	23%	N=177	41%	N=315	15%	N=114	14%	N=109	5%	N=39	3%	N=24	100%	N=778
The City of Livermore government welcomes citizen involvement	14%	N=112	32%	N=243	20%	N=152	8%	N=59	3%	N=22	24%	N=183	100%	N=771
The City of Livermore government listens to citizens	8%	N=64	26%	N=200	22%	N=169	11%	N=84	6%	N=49	26%	N=204	100%	N=771

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
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:	2% N=15	12% N=94	41% N=320	38% N=293	7% N=54	100% N=776

Question 16a: Policy Question 1

Please indicate the degree to which you agree or disagree with the following statements: "I am disturbed by noise in my neighborhood from the following source(s):"	Airplanes from the Livermore Airport only (not over flight planes going to/from other airports)		Traffic noise (cars, trucks, etc.)		Trains		Garbage pick-up trucks	
	%	N	%	N	%	N	%	N
Strongly agree	7%	N=55	12%	N=92	9%	N=68	9%	N=67
Somewhat agree	11%	N=84	26%	N=199	13%	N=104	22%	N=173
Neither agree nor disagree	24%	N=187	26%	N=200	26%	N=198	30%	N=229
Somewhat disagree	14%	N=110	17%	N=135	18%	N=142	18%	N=136
Strongly disagree	43%	N=334	19%	N=144	34%	N=264	22%	N=167
Total	100%	N=771	100%	N=770	100%	N=777	100%	N=773

Question 16b: Policy Question 2

Please indicate in which area of the city you live:

NW Quadrant	17%	N=131
SW Quadrant	29%	N=224
NE Quadrant	26%	N=199
SE Quadrant	27%	N=207
Total	100%	N=761

Question 17: Do you live within the City limits of the City of Livermore?

	No	Yes	Total
Do you live within the limits of the City of Livermore?	4% N=29	96% N=734	100% N=763

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	21% N=159	79% N=601	100% N=760

Question 18a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

Motorized vehicle	90%	N=556
Bus, Rail, Subway, or other public transportation	4%	N=23
Walk	1%	N=7
Work at home	4%	N=22
Other	2%	N=10
Total	100%	N=618

Question 18b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	82% N=443	18% N=95	100% N=538

Usual Mode of Transportation to Work, Including Carpooling

Usual mode of transportation to work		
Motorized vehicle, no others (SOV)	75%	N=461
Motorized vehicle, with others (MOV)	15%	N=95
Bus, rail, subway, or other public transportation	4%	N=23
Walk	1%	N=7
Work at home	4%	N=22
Other	2%	N=10
Total	100%	N=618

Question 19: Length of Residency

How many years have you lived in Livermore?		
Less than 2 years	14%	N=108
2 to 5 years	22%	N=164
6 to 10 years	16%	N=122
11 to 20 years	20%	N=153
More than 20 years	28%	N=217
Total	100%	N=764

Question 20: Type of Housing Unit

Which best describes the building you live in?		
One family house detached from any other houses	65%	N=498
One family house attached to one or more houses	9%	N=69
Building with two or more apartments or condominiums	24%	N=182
Mobile home	1%	N=10
Other	1%	N=7
Total	100%	N=766

Question 21: Tenure Status

Is this house, apartment, or mobile home...	Rented for cash or occupied without cash payment?		Owned by you or someone in this house		Total	
	28%	N=209	72%	N=544	100%	N=753

Questions 22 to 25: Household Characteristics

	No		Yes		Total	
Do any children age 12 or under live in your household?	68%	N=523	32%	N=241	100%	N=765
Do any teenagers ages 13 through 17 live in your household?	84%	N=646	16%	N=119	100%	N=766
Are you or any other members of your household aged 65 or older?	86%	N=653	14%	N=109	100%	N=762
Does any member of your household have a physical handicap or is anyone disabled?	88%	N=672	12%	N=89	100%	N=762

Question 26: Education

What is the highest degree or level of school you have completed?

12th Grade or less, no diploma	3%	N=21
High school diploma	9%	N=70
Some college, no degree	23%	N=177
Associate's degree (e.g. AA, AS)	11%	N=88
Bachelor's degree (e.g. BA, AB, BS)	29%	N=221
Graduate degree or professional degree	24%	N=185
Total	100%	N=761

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than \$24,999	8%	N=57
\$25,000 to \$49,999	15%	N=111
\$50,000 to \$99,999	32%	N=237
\$100,000 or more	45%	N=329
Total	100%	N=734

Question 28: Ethnicity

	No		Yes		Total	
Are you Spanish/Hispanic/Latino?	89%	N=675	11%	N=82	100%	N=757

Question 29: Race

What is your race?	Percent of Respondents		Count
American Indian or Alaskan native	1%		N=9
Asian or Pacific Islander	9%		N=70
Black, African American	2%		N=15
White/Caucasian	82%		N=607
Other	12%		N=87

Total may exceed 100% as respondents could select more than one category.

Question 30: Age

In which category is your age?		
18 to 24 years	6%	N=48
25 to 34 years	23%	N=176
35 to 44 years	21%	N=163
45 to 54 years	27%	N=202
55 to 64 years	12%	N=87
65 to 74 years	7%	N=51
75 years or older	4%	N=32
Total	100%	N=760

Question 31: Gender

	Female		Male		Total	
What is your gender?	52%	N=390	48%	N=365	100%	N=755

Questions 32 to 34: Voter Status and Activity									
	No		Yes		Don't know		Total		
Are you registered to vote in your jurisdiction?	15%	N=112	82%	N=624	4%	N=28	100%	N=764	
Did you vote in the last election?	33%	N=254	66%	N=505	1%	N=5	100%	N=765	
Are you likely to vote in the next election?	9%	N=69	82%	N=628	9%	N=67	100%	N=765	

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.

The methods detailed in the following section are for the 2007 administration of The NCS in the City of Livermore. Information about the implementation in previous years can be found in past reports.

Sampling

All households within 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 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 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 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 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. Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached 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 5, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following five weeks.

Response Rate and Confidence Intervals

Of the 2,905 eligible households, 788 completed the survey providing a response rate of 27%. Approximately 95 addresses sampled were “vacant” or “not found.”³ In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. The sample drawn for Livermore used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 3 percentage points in either direction from what would have been obtained had responses been collected from all Livermore adults. This difference is also called a “margin of error.”⁴ This difference from the presumed population finding is referred to as the sampling error. 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.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

³ “Eligible” households refer to addresses that belong to residences that are not vacant within the City of Livermore.

⁴ The margin of error was calculated using the following formula: $1.96 * \text{square root}(0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

The demographic characteristics of the sample were compared to those of the City of Livermore as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, only two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Generally, characteristics chosen as weighting variables are selected because they are not in proportion to what is shown in a jurisdiction's demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two socioeconomic characteristics that were used to weight the survey results were tenure and gender/age. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

Weighting Scheme for the City of Livermore Citizen Survey

Respondent Characteristics	Population Norm⁵	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	28%	26%	28%
Own Home	72%	74%	72%
Type of Housing Unit			
Single-Family Detached	73%	69%	66%
Attached	27%	31%	34%
Ethnicity			
Non-Hispanic	86%	92%	89%
Hispanic	14%	8%	11%
Race			
White/Caucasian	82%	82%	77%
Non-White	18%	18%	23%
Gender			
Female	50%	59%	52%
Male	50%	41%	48%
Age			
18-34	30%	11%	30%
35-54	48%	46%	48%
55+	22%	43%	22%
Gender and Age			
Females 18-34	15%	7%	15%
Females 35-54	24%	27%	24%
Females 55+	12%	25%	12%
Males 18-34	15%	4%	15%
Males 35-54	24%	20%	24%
Males 55+	10%	18%	10%

⁵ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Livermore. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



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

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

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 Barton
City Manager/Administrador Municipal de Livermore

Estimado/a Residente de la Ciudad de Livermore,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Livermore. Ud. recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Le aseguramos que sus respuestas serán mantenidas anónimas. 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!

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Atentamente,



November 2007

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 2007 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 Barton
City Manager

City Hall

1052 South Livermore Avenue
Livermore, CA 94550

phone: (925) 960-4000
fax: (925) 960-4058
TDD: (925) 960-4104

www.ci.livermore.ca.us



November 2007

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 2007 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.

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1052 South Livermore Avenue
Livermore, CA 94550

phone: (925) 960-4000
fax: (925) 960-4058
TDD: (925) 960-4104

www.ci.livermore.ca.us

THE CITY OF LIVERMORE 2007 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 circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Livermore as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Livermore as a place to raise children?	1	2	3	4	5
How do you rate Livermore as a place to work?	1	2	3	4	5
How do you rate Livermore as a place to retire?	1	2	3	4	5
How do you rate 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:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Livermore	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care	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/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
Educational opportunities	1	2	3	4	5
Overall image/reputation of Livermore	1	2	3	4	5
Overall quality of new development in Livermore	1	2	3	4	5

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

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
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 the following problems in Livermore:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds	1	2	3	4	5
Absence of communications from the City of Livermore translated into languages other than English	1	2	3	4	5
Toxic waste or other environmental hazard(s)	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you 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
Fire	1	2	3	4	5	6

6. Please rate how safe 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
In Livermore's parks during the day	1	2	3	4	5	6
In Livermore's parks 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

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 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
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group/activity in Livermore	1	2	3	4	5
Read Livermore Newsletter	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Livermore	1	2	3	4	5
Purchased an item over the Internet	1	2	3	4	5

10. How do you rate the quality of each of the following services in Livermore?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance/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
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	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
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Amount of public parking.....	1	2	3	4	5
Bus/transit services.....	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
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes.....	1	2	3	4	5
Recreation centers/facilities.....	1	2	3	4	5
Accessibility of parks.....	1	2	3	4	5
Accessibility of recreation centers/facilities.....	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Appearance of recreation centers/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
Variety of library materials.....	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

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

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

12. 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 #14 Yes → Go to question #13

13. What was your impression of employees of the City of Livermore in your most recent contact? (Rate each characteristic below.)

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

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the City of Livermore taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Livermore is taking	1	2	3	4	5	6
The City of Livermore government welcomes citizen involvement	1	2	3	4	5	6
The City of Livermore government listens to citizens	1	2	3	4	5	6

15. 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

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

a. Please indicate the degree to which you agree or disagree with the following statements: "I am disturbed by noise in my neighborhood from the following source(s):"

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Airplanes from the Livermore Airport only (not over flight planes going to/from other airports)	1	2	3	4	5
Traffic noise (cars, trucks, etc.)	1	2	3	4	5
Trains	1	2	3	4	5
Garbage pick-up trucks	1	2	3	4	5

b. Please indicate in which area of the city you live:

- NW Quadrant (North of Stanley Blvd/Railroad Ave. and West of Livermore Avenue)
 SW Quadrant (South of Stanley Blvd/Railroad Ave. and West of Livermore Avenue)
 NE Quadrant (North of First Street/I-580 and East of Livermore Avenue)
 SE Quadrant (South of First Street/I-580 and East of Livermore Avenue)

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.

17. Do you live within the City limits of the City of Livermore?

- No Yes

18. Are you currently employed?

- No → Go to question #19
 Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Bus, Rail, Subway, or other public transportation
 Walk
 Work at home
 Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- No Yes

19. 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

20. 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

21. 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?

22. Do any children 12 or under live in your household?

- No Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- No Yes

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

- No Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- No Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- 12th Grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g. AA, AS)
 Bachelor's degree (e.g. BA, AB, BS)
 Graduate degree or professional degree

27. 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 or more

28. Are you Spanish/Hispanic/Latino?

- No Yes

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

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

30. 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

31. What is your sex?

- Female Male

32. Are you registered to vote in your jurisdiction?

- No Yes Don't know

33. Did you vote in the last election?

- No Yes Don't know

34. Are you likely to vote in the next election?

- No Yes Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



Noviembre 2007

Estimado residente de Livermore:

La Ciudad de Livermore desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Livermore 2007 Encuesta de los Ciudadanos.**

Por favor tome unos pocos 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 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 llamanos (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 Barton
El Administrador municipal de Livermore

ENCUESTA CIUDADANA DEL 2007 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 haga un círculo en el número que mejor represente su opinión para cada una de las siguientes preguntas:

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
¿Cómo evalúa a Livermore como lugar de residencia?.....	1	2	3	4	5
¿Cómo evalúa su vecindario como lugar de residencia?.....	1	2	3	4	5
¿Cómo evalúa la Ciudad de Livermore como lugar para criar a sus hijos?	1	2	3	4	5
¿De qué manera clasifica Livermore como lugar de trabajo?.....	1	2	3	4	5
¿Cómo evalúa la Ciudad de Livermore como lugar para retirarse?	1	2	3	4	5
¿Cómo evalúa la calidad de vida en general en la Ciudad de 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:

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
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
Oportunidades para asistir a actividades culturales.....	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Calidad del medio ambiente (aire).....	1	2	3	4	5
Oportunidades de recreación	1	2	3	4	5
Oportunidades de empleo	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
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
Oportunidades educativas.....	1	2	3	4	5
Imagen/reputación general de Livermore.....	1	2	3	4	5
Calidad general de desarrollo nuevo en Livermore.....	1	2	3	4	5

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

	<u>demasiado lento</u>	<u>un poco lento</u>	<u>cantidad apropiada</u>	<u>un poco rápido</u>	<u>muy rápido</u>	<u>no sé</u>
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. ¿A que nivel, si es que existe alguno, se encuentran los siguientes problemas en la Ciudad de Livermore?:

	<u>no hay problema</u>	<u>problema menor</u>	<u>problema moderado</u>	<u>gran problema</u>	<u>no sé</u>
Crímen	1	2	3	4	5
Drogas	1	2	3	4	5
Demasiado crecimiento	1	2	3	4	5
Falta de crecimiento	1	2	3	4	5
Graffiti	1	2	3	4	5
Ruido	1	2	3	4	5
Edificios sin mantenimiento, terrenos con mala hierba, vehículos abandonados	1	2	3	4	5
Impuestos	1	2	3	4	5
Congestión de tránsito.....	1	2	3	4	5
Juventud sin supervisión	1	2	3	4	5
Indigencia	1	2	3	4	5
Mala hierba / maleza	1	2	3	4	5
Ausencia de comunicaciones del Ciudad de Livermore traducidas a idiomas excepto el inglés.....	1	2	3	4	5
Desecho tóxico u otro(s) peligro(s) ambiental(es).....	1	2	3	4	5

5. Por favor indique que tan seguro se siente contra las cosas que podrían ocurrirle a usted en Livermore:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
Crímenes violentos (Ej. violación, asalto, robo)	1	2	3	4	5	6
Delitos contra su propiedad (Ej. asalto, robo)	1	2	3	4	5	6
Incendios	1	2	3	4	5	6

6. Por favor indique que tan seguro se siente:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
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
En los parques durante el día.....	1	2	3	4	5	6
En los parques 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

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?

	<u>Nunca</u>	<u>1 ó 2 veces</u>	<u>3 a 12 veces</u>	<u>13 a 26 veces</u>	<u>más de 26 veces</u>
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
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
Leyó el boletín de la Ciudad	1	2	3	4	5
Utilizó la Internet para cualquier cosa	1	2	3	4	5
Utilizó la Internet para hacer negocios con la Ciudad de Livermore.....	1	2	3	4	5
Compró cualquier producto a través de la Internet	1	2	3	4	5

10. ¿Cómo evalúa la calidad de cada uno de los siguientes servicios en la Ciudad de Livermore?

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
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
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
Reparación de Calles	1	2	3	4	5
Limpieza de Calles	1	2	3	4	5
Iluminación de Calles.....	1	2	3	4	5
Removimiento de Nieve	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
Disponibilidad de Estacionamiento Público.....	1	2	3	4	5
Servicios de Autobús / Transporte	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
Parques de Ciudad.....	1	2	3	4	5
Clases o Programas Recreativos.....	1	2	3	4	5
Cantidad / Variedad de Clases o Programas Recreativos.....	1	2	3	4	5
Centros de Recreación.....	1	2	3	4	5
Accesibilidad a los Parques.....	1	2	3	4	5
Accesibilidad a los Centros de Recreación.....	1	2	3	4	5
Aspecto y Mantenimiento de Parques.....	1	2	3	4	5
Aspecto de los 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 Jóvenes	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
Variedad de Materiales en la Biblioteca	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

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

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
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

12. ¿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 #14 Sí → Vaya a la pregunta #13

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

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
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

14. Por favor evalúe las siguientes declaraciones haciendo un círculo en el número que represente mejor su opinión:

	<u>Completamente de acuerdo</u>	<u>Más o menos de acuerdo</u>	<u>Ni de acuerdo ni en desacuerdo</u>	<u>Más o menos en desacuerdo</u>	<u>Completamente en desacuerdo</u>	<u>No sé</u>
Recibo un valor bueno por los Ciudad de los impuestos de Livermore que pago.....	1	2	3	4	5	6
Estoy satisfecho con la dirección general que los Ciudad de Livermore.....	1	2	3	4	5	6
El gobierno Ciudad de Livermore promueve la participación Ciudadana.....	1	2	3	4	5	6
El gobierno Ciudad de Livermore escucha a los Ciudadanos	1	2	3	4	5	6

15. ¿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

16. Por favor marque la respuesta que represente mejor su opinión en cada una de las siguientes preguntas:

a. Por favor indique el grado al cual usted está de acuerdo o en desacuerdo con las siguientes declaraciones: “Soy molestado por ruido en mi vecindario causado por la(s) siguiente(s) fuente(s):”

	<u>Fuertemente de acuerdo</u>	<u>Algo de acuerdo</u>	<u>Ni de acuerdo ni desacuerdo</u>	<u>Algo en desacuerdo</u>	<u>Fuertemente en desacuerdo</u>
Aviones del Aeropuerto de Livermore solamente (no por aviones de vuelos yendo a/desde otros aeropuertos)	1	2	3	4	5
Ruido de tráfico (carros, camiones, etc.).....	1	2	3	4	5
Trenes.....	1	2	3	4	5
Camiones para recoger basura	1	2	3	4	5

b. Por favor indique en cuál área de la ciudad vive usted:

- Cuadrante NO (al Norte de Stanley Blvd/Railroad Ave. y al Oeste de Livermore Avenue)
 Cuadrante SO (al Sur de Stanley Blvd/Railroad Ave. y al Oeste de Livermore Avenue)
 Cuadrante NE (al Norte de First Street/I-580 y al Este de Livermore Avenue)
 Cuadrante SE (al Sur de First Street/I-580 y al Este de Livermore Avenue)

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

17. ¿Vive dentro de los límites del Condado de Livermore?

- No Sí

18. ¿Está actualmente empleado?

- No → Vaya a la pregunta #19
 Sí → Vaya a la pregunta #18a

18a. ¿Qué tipo de transporte utiliza usualmente (para la parte más larga de su viaje) para ir al trabajo?

- Vehículo motorizado (Ej. carro, camioneta, van, motocicleta, etc...)
 Autobús, tren, metro, u otro servicio público de transporte
 Camina
 Trabaja en la casa
 Otro

18b. Si marcó la pregunta 18a de vehículo motorizado (Ej. carro, camioneta, van, motocicleta), ¿hay otro familiar (adultos o niños) que usualmente viaja con usted a o del trabajo?

- No Sí

19. ¿Cuántos años tiene usted viviendo en Livermore?

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

20. ¿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. duplex, townhome)
 Edificio con 2 o más apartamentos o condominios
 Casa rodante / trailer
 Otro

21. ¿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?

22. ¿Hay niños de 12 años o menores que viven en su casa?

- No Sí

23. ¿Hay adolescentes de edades entre 13-17 que viven en su casa?

- No Sí

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

- No Sí

25. ¿Hay algún miembro de su familia que tenga incapacidad física o que esté inhabilitado?

- No Sí

26. ¿Cuál es el nivel de estudio más alto que usted alcanzó? (marque solo uno)

- Grado 12 ó menos, sin diploma
 Diploma de preparatoria / secundaria
 Algo de universidad, sin título
 Grado asociado (Ej. técnico en artes o ciencias)
 Licenciatura (Ej. ciencias y artes)
 Grado profesional (master, doctorado)

27. ¿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 o más

28. ¿Es usted Hispano / Latino?

- No Sí

29. ¿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

30. ¿En que categoría está su edad?

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

31. ¿Cuál es su sexo?

- Femenino Masculino

32. ¿Está registrado para votar en su jurisdicción?

- No Sí No sé

33. ¿Votó en las últimas elecciones?

- No Sí No sé

34. ¿Cree que votará en las próximas elecciones?

- No Sí No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



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

Information for Spanish
speakers enclosed.

Adjunto hay información en
español para los
hispanoparlantes.

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