



CITY OF LIVERMORE, CA 2012



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C O N T E N T S

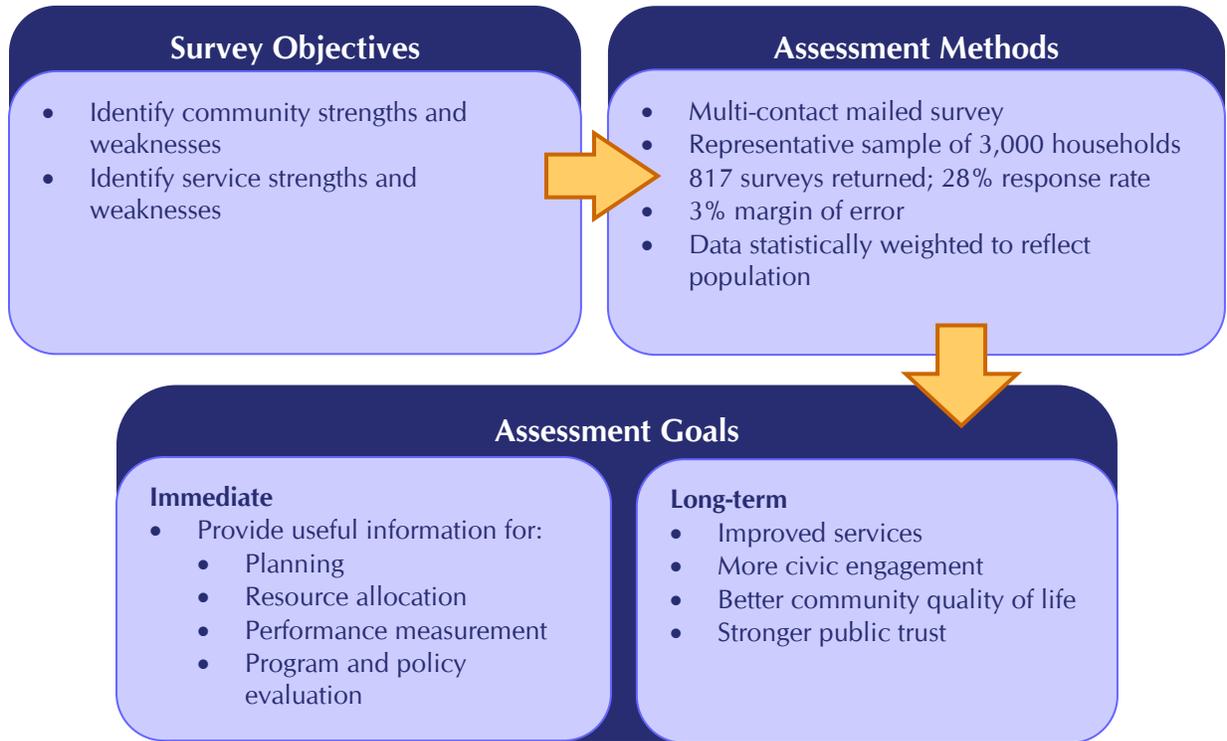
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SURVEY BACKGROUND

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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 817 completed surveys were obtained, providing an overall response rate of 28%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Livermore was developed in close cooperation with local jurisdiction staff. Livermore staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. City of Livermore staff also augmented The National Citizen Survey™ basic service through a variety of options including a custom set of benchmark comparisons and cross-tabulation of results.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the City of Livermore Survey (817 completed surveys) is plus or minus three percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 57-63% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the City of Livermore, but from City of Livermore services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than five percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The City of Livermore chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (the West Coast region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Livermore survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Livermore results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as “more,” “similar” or “less” (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). These labels come from a statistical comparison of the City of Livermore's rating to the benchmark.

“Don’t Know” Responses and Rounding

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

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

EXECUTIVE SUMMARY

This report of the City of Livermore survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the City of Livermore and believed the City was a good place to live. The overall quality of life in the City of Livermore was rated as “excellent” or “good” by 86% of respondents. Almost all reported they plan on staying in the City of Livermore for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were the cleanliness of Livermore and the overall appearance of Livermore. The two characteristics receiving the least positive ratings were employment opportunities and the ease of rail or subway travel in Livermore.

Ratings of community characteristics were compared to the benchmark database. Of the 32 characteristics for which comparisons were available, 24 were above the national benchmark comparison, six were similar to the national benchmark comparison and two were below.

Residents in the City of Livermore were somewhat civically engaged. While only 22% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 96% had provided help to a friend or neighbor. About half had volunteered their time to some group or activity in the City of Livermore, which was higher than the benchmark.

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

On average, residents gave generally favorable ratings to most local government services. City services rated were able to be compared to the benchmark database. Of the 36 services for which comparisons were available, 20 were above the benchmark comparison, 13 were similar to the benchmark comparison and three were below.

A Key Driver Analysis was conducted for the City of Livermore which examined the relationships between ratings of each service and ratings of the City of Livermore's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Livermore can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Animal control
- Health services
- Land use, planning and zoning
- Public library services

Of these services, those deserving the most attention may be that which was below or similar to the benchmark comparisons: health services. For the remainder of the services identified as Key Drivers, the City of Livermore was above the benchmark and should continue to ensure high quality performance.

COMMUNITY RATINGS

OVERALL COMMUNITY QUALITY

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

A majority of the City of Livermore’s residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years. Overall community quality was compared to survey data from previous years. Average ratings were computed for the previous years’ data to make comparison easier. Trends from 2004 to 2011 were stable, and ratings were much higher than both the national and regional benchmarks.

FIGURE 3: RATINGS OF OVERALL QUALITY OF LIFE BY YEAR

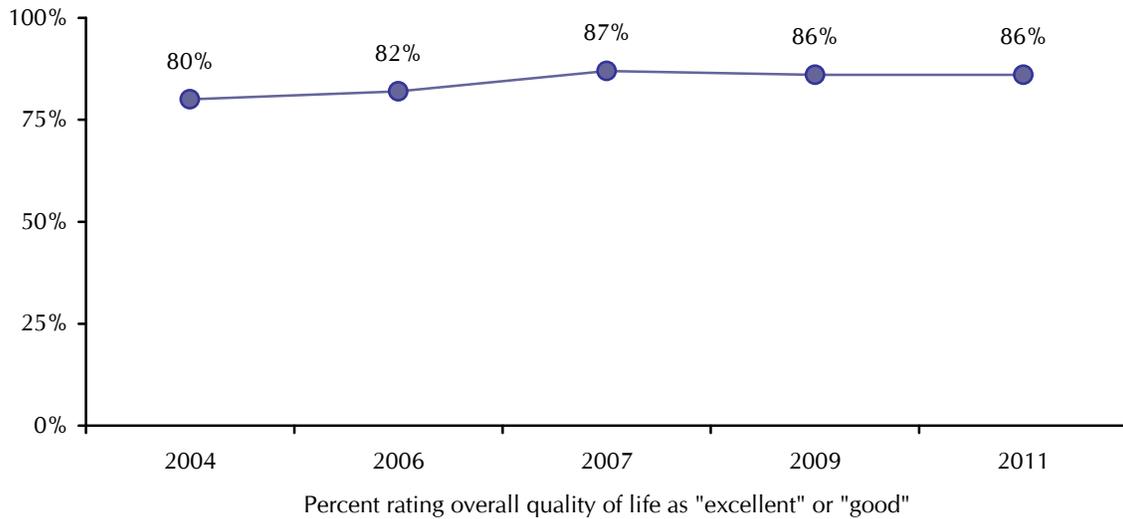


FIGURE 4: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

	2011	2009	2007	2006	2004
The overall quality of life in Livermore	86%	86%	87%	82%	80%
Your neighborhood as a place to live	85%	85%	81%	82%	83%
Livermore as a place to live	93%	92%	92%	89%	86%
Percent "excellent" or "good"					

FIGURE 5: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY BY YEAR

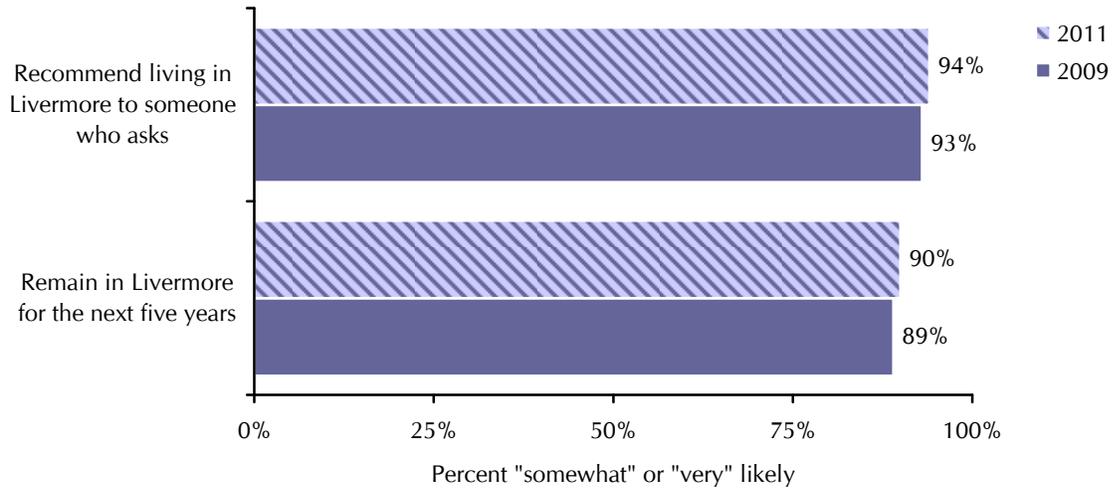


FIGURE 6: OVERALL COMMUNITY QUALITY BENCHMARKS

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

COMMUNITY DESIGN

Transportation

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

Residents responding to the survey were given a list of seven aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of walking was given the most positive rating, followed by the availability of path and walking trails. These ratings tended to be higher than the benchmark and higher when compared to years past.

FIGURE 7: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

	2011	2009	2007	2006	2004
Ease of car travel in Livermore	67%	58%	48%	42%	42%
Ease of bus travel in Livermore	54%	40%	45%	38%	NA
Ease of rail or subway travel in Livermore	34%	21%	23%	19%	32%
Ease of bicycle travel in Livermore	72%	65%	62%	64%	NA
Ease of walking in Livermore	79%	76%	73%	68%	NA
Availability of paths and walking trails	78%	72%	NA	NA	NA
Traffic flow on major streets	52%	47%	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 8: COMMUNITY TRANSPORTATION BENCHMARKS

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

Seven transportation services were rated in Livermore. As experienced in most communities across America, ratings tended to be somewhat favorable. Four were above the national and regional benchmark and three were similar to comparison communities.

FIGURE 9: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	2011	2009	2007	2006	2004
Street repair	53%	51%	49%	43%	44%
Street cleaning	69%	65%	60%	58%	60%
Street lighting	60%	61%	57%	54%	58%
Sidewalk maintenance	53%	53%	44%	42%	48%
Traffic signal timing	53%	50%	45%	43%	48%
Bus or transit services	65%	53%	57%	55%	58%
Amount of public parking	61%	57%	61%	50%	49%
Percent "excellent" or "good"					

FIGURE 10: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	National comparison	West Coast comparison
Street repair	Much above	Above
Street cleaning	Much above	Above
Street lighting	Similar	Similar
Sidewalk maintenance	Similar	Similar
Traffic signal timing	Similar	Similar
Bus or transit services	Much above	Above
Amount of public parking	Much above	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 4% of work commute trips were made by transit, 2% by bicycle and 1% by foot.

FIGURE 11: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR

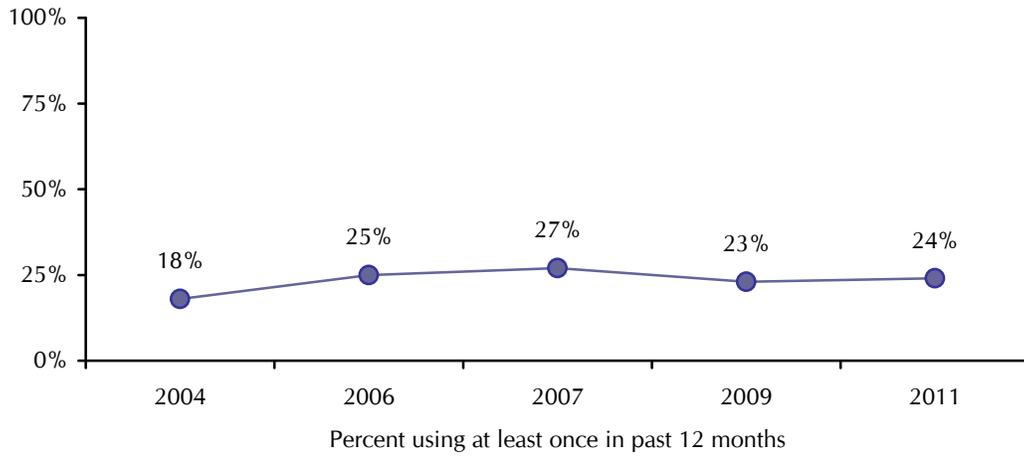


FIGURE 12: FREQUENCY OF BUS USE BENCHMARKS

	National comparison	West Coast comparison
Ridden a local bus within Livermore	Similar	Much less

FIGURE 13: MODE OF TRAVEL USED FOR WORK COMMUTE BY YEAR

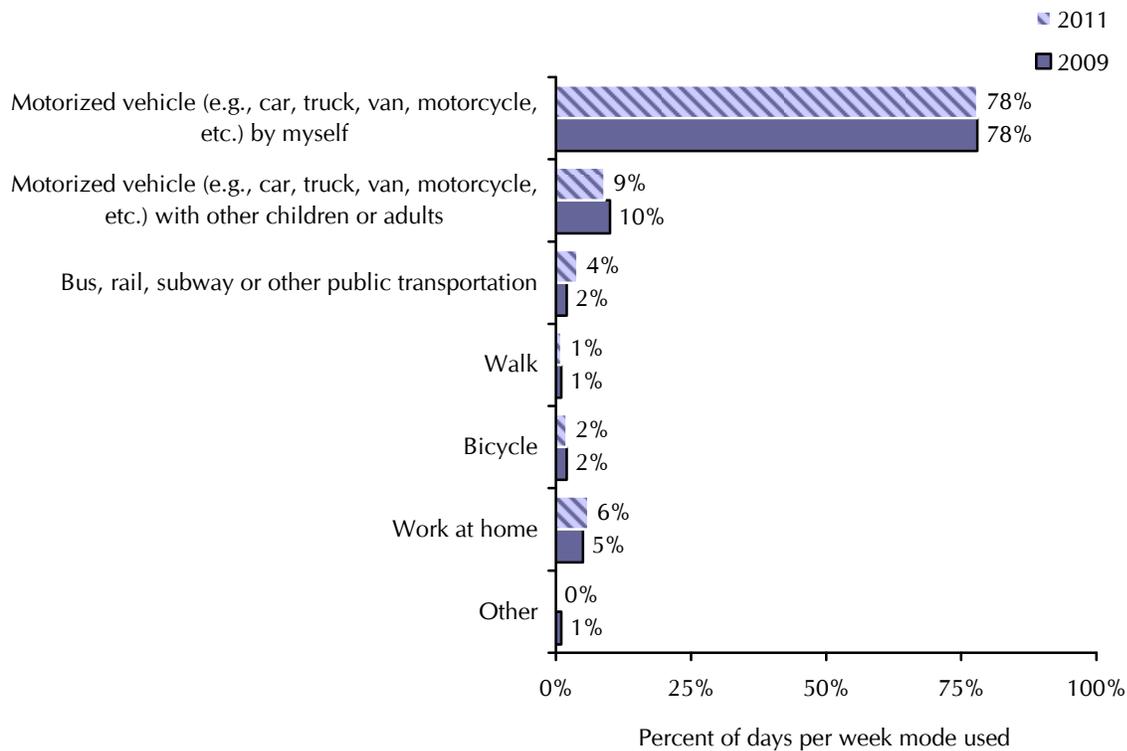


FIGURE 14: DRIVE ALONE BENCHMARKS

	National comparison	West Coast comparison
Average percent of work commute trips made by driving alone	Much more	Much more

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the City of Livermore residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 43% of respondents, while the variety of housing options was rated as “excellent” or “good” by 63% of respondents. The rating of perceived affordable housing availability was similar in the City of Livermore than the ratings, on average, in national comparison jurisdictions and was much higher than the custom benchmark. The perceived availability of affordable quality housing has improved over the last five years.

FIGURE 15: RATINGS OF HOUSING IN COMMUNITY BY YEAR

Ratings of Housing in Community by Year					
	2011	2009	2007	2006	2004
Availability of affordable quality housing	43%	35%	21%	18%	18%
Variety of housing options	63%	58%	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 16: HOUSING CHARACTERISTICS BENCHMARKS

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

To augment the perceptions of affordable housing in Livermore, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the City of Livermore experiencing housing cost stress. About 44% of survey participants were found to pay housing costs of more than 30% of their monthly household income, which is much higher than the national comparison and was lower compared to the previous survey year.

FIGURE 17: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS BY YEAR

Proportion of Respondents Whose Housing Costs are "Affordable" by Year					
	2011	2009	2007	2006	2004
Housing costs 30% or more of income	44%	52%	NA	NA	NA
Percent of respondents					

FIGURE 18: HOUSING COSTS BENCHMARKS

	National comparison	West Coast comparison
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much more	Similar

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the City of Livermore and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the City of Livermore was rated as “excellent” or “good” by 73% of respondents. The overall appearance of Livermore was rated as “excellent” or “good” by 82% of respondents and was higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Livermore, 8% thought they were a “major” problem. The services of land use, planning and zoning and animal control were rated above the benchmarks, while code enforcement was rated similar to the national benchmark. Ratings showed a varied pattern when compared to recent survey years.

FIGURE 19: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

	2011	2009	2007	2006	2004
Overall quality of new development in Livermore	73%	69%	70%	61%	NA
Overall appearance of Livermore	82%	80%	76%	62%	52%
Percent "excellent" or "good"					

FIGURE 20: BUILT ENVIRONMENT BENCHMARKS

	National comparison	West Coast comparison
Quality of new development in Livermore	Much above	Much above
Overall appearance of Livermore	Much above	Much above

FIGURE 21: RATINGS OF POPULATION GROWTH BY YEAR

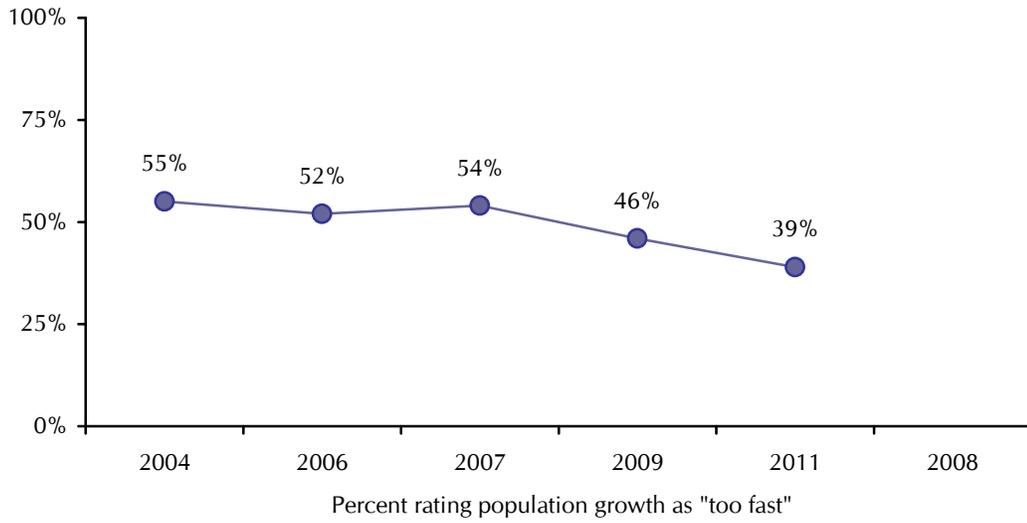


FIGURE 22: POPULATION GROWTH BENCHMARKS

	National comparison	West Coast comparison
Population growth seen as too fast	Less	Much less

FIGURE 23: RATINGS OF NUISANCE PROBLEMS BY YEAR

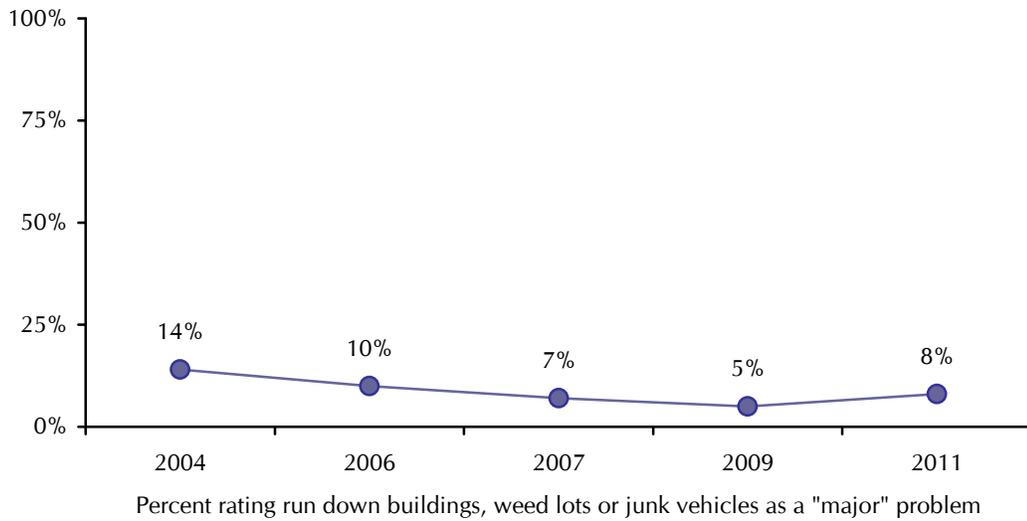


FIGURE 24: NUISANCE PROBLEMS BENCHMARKS

	National comparison	West Coast comparison
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less	Much less

FIGURE 25: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

	2011	2009	2007	2006	2004
Land use, planning and zoning	57%	49%	49%	39%	38%
Code enforcement (weeds, abandoned buildings, etc.)	51%	49%	51%	40%	37%
Animal control	73%	68%	73%	71%	70%
Percent "excellent" or "good"					

FIGURE 26: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

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

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

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

FIGURE 27: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

	2011	2009	2007	2006	2004
Employment opportunities	34%	25%	30%	23%	20%
Shopping opportunities	52%	45%	42%	33%	31%
Livermore as a place to work	68%	65%	70%	59%	NA
Overall quality of business and service establishments in Livermore	70%	65%	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 28: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Employment opportunities	Above	Much above
Shopping opportunities	Similar	Above
Livermore as a place to work	Much above	Much above
Overall quality of business and service establishments in Livermore	Much above	Much above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Livermore, 78% responded that it was “too slow,” while 33% reported retail growth as “too slow.” Fewer residents in Livermore compared to other jurisdictions believed that retail growth was too slow while more residents believed that jobs growth was too slow.

FIGURE 29: RATINGS OF RETAIL AND JOBS GROWTH BY YEAR

	2011	2009	2007	2006	2004
Retail growth seen as too slow	33%	39%	30%	44%	48%
Jobs growth seen as too slow	78%	84%	66%	71%	83%
Percent of respondents					

FIGURE 30: RETAIL AND JOB GROWTH BENCHMARKS

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

FIGURE 31: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

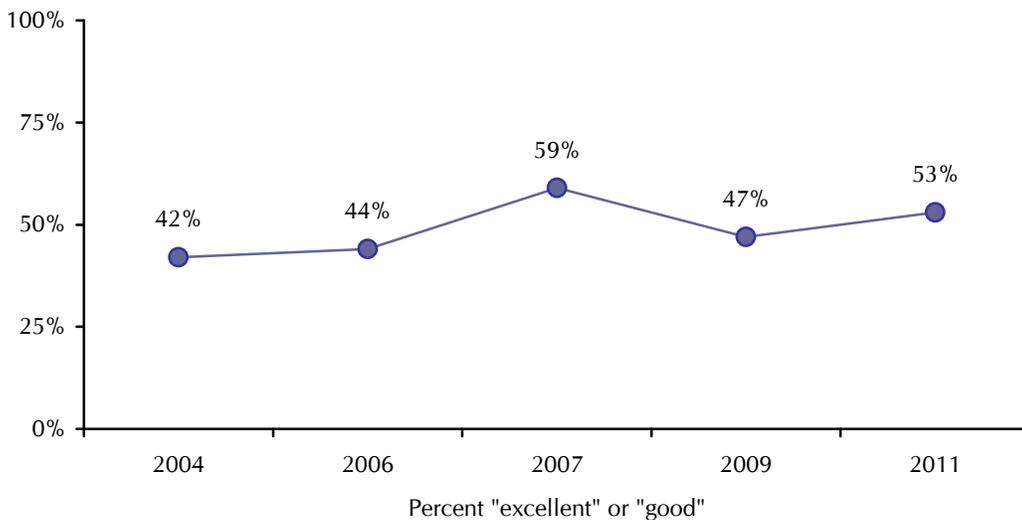


FIGURE 32: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	National comparison	West Coast comparison
Economic development	Much above	Much above

Residents were asked to reflect on their economic prospects in the near term. Fourteen percent of the City of Livermore residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family. The percent of residents with an optimistic outlook on their household income was much less than comparison jurisdictions.

FIGURE 33: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

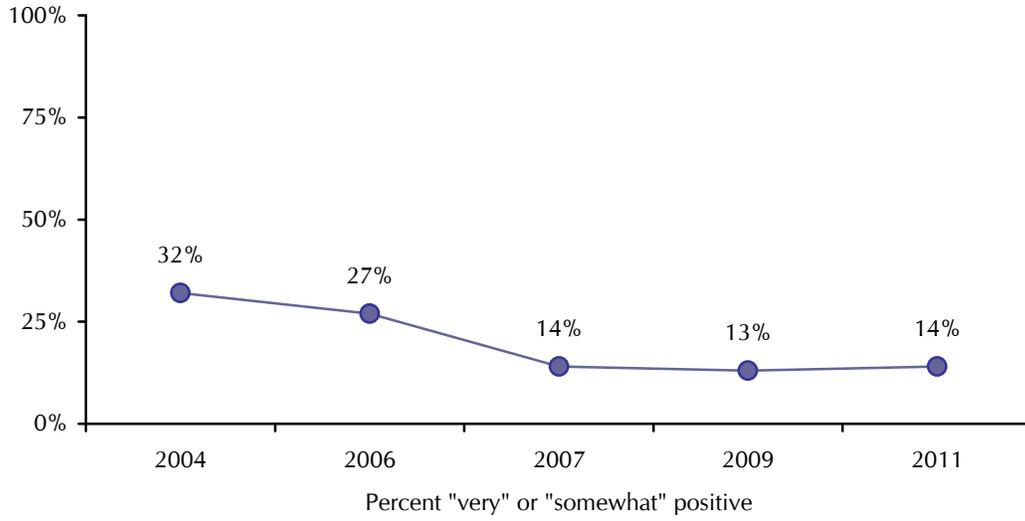


FIGURE 34: PERSONAL ECONOMIC FUTURE BENCHMARKS

	National comparison	West Coast comparison
Positive impact of economy on household income	Much below	Much below

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the City of Livermore. More than 80% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 68% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety.

FIGURE 35: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR

	2011	2009	2007	2006	2004
Safety in your neighborhood during the day	93%	96%	95%	95%	96%
Safety in your neighborhood after dark	81%	80%	79%	81%	81%
Safety in Livermore's downtown area during the day	94%	96%	96%	94%	94%
Safety in Livermore's downtown area after dark	78%	77%	78%	78%	71%
Safety from violent crime (e.g., rape, assault, robbery)	81%	83%	75%	76%	79%
Safety from property crimes (e.g., burglary, theft)	63%	68%	61%	65%	65%
Safety from environmental hazards	68%	69%	NA	NA	NA
Percent "very" or "somewhat" safe					

FIGURE 36: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	National comparison	West Coast comparison
In your neighborhood during the day	Above	Above
In your neighborhood after dark	Much above	Much above
In Livermore's downtown area during the day	Much above	Much above
In Livermore's downtown area after dark	Much above	Much above
Violent crime (e.g., rape, assault, robbery)	Above	Much above
Property crimes (e.g., burglary, theft)	Similar	Much above
Environmental hazards, including toxic waste	Much below	Similar

As assessed by the survey, 11% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 74% had reported it to police.

FIGURE 37: CRIME VICTIMIZATION AND REPORTING BY YEAR

	2011	2009	2007	2006	2004
During the past 12 months, were you or anyone in your household the victim of any crime?	11%	13%	14%	12%	10%
If yes, was this crime (these crimes) reported to the police?	74%	67%	71%	65%	64%
Percent "yes"					

FIGURE 38: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

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

Residents rated seven City public safety services; of these, one was rated above the national benchmark comparison, four were rated similar to the national benchmark comparison and two were rated below the national benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while emergency preparedness received the lowest ratings. Most services were rated similarly compared to previous years.

FIGURE 39: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

	2011	2009	2007	2006	2004
Police services	79%	79%	80%	79%	81%
Fire services	93%	94%	94%	94%	93%
Ambulance or emergency medical services	89%	91%	90%	87%	89%
Crime prevention	66%	66%	66%	71%	NA
Fire prevention and education	75%	78%	81%	78%	79%
Traffic enforcement	68%	66%	66%	63%	63%
Emergency preparedness (services that prepare the community for natural disasters or other emergency services)	48%	54%	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 40: PUBLIC SAFETY SERVICES BENCHMARKS

	National comparison	West Coast comparison
Police services	Similar	Above
Fire services	Similar	Similar
Ambulance or emergency medical services	Similar	Similar
Crime prevention	Similar	Above
Fire prevention and education	Below	Similar
Traffic enforcement	Above	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below	Below

FIGURE 41: CONTACT WITH POLICE DEPARTMENT

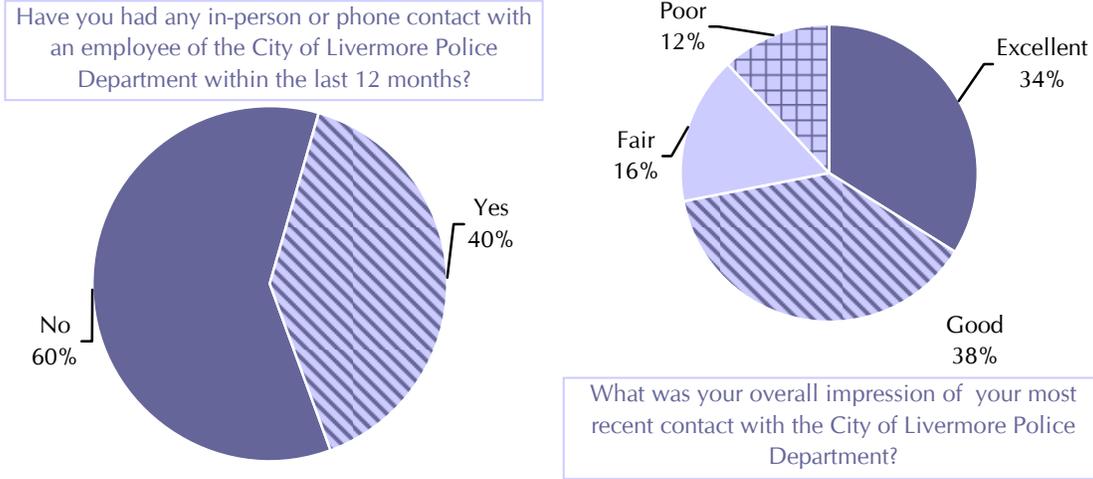


FIGURE 42: CONTACT WITH FIRE DEPARTMENT

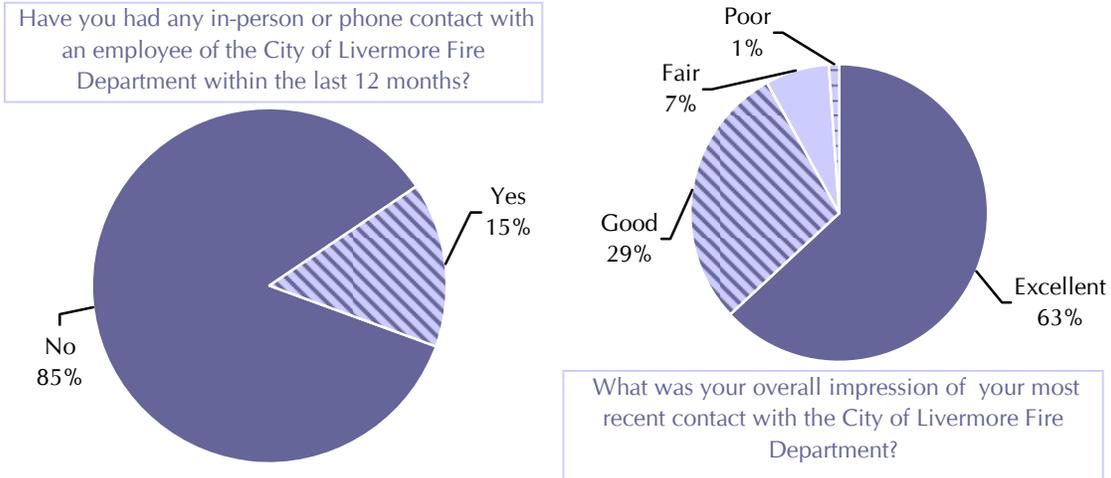


FIGURE 43: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	National comparison	West Coast comparison
Had contact with the City of Livermore Police Department	More	Similar
Overall impression of most recent contact with the City of Livermore Police Department	Below	Similar
Had contact with the City of Livermore Fire Department	Similar	Less
Overall impression of most recent contact with the City of Livermore Fire Department	Above	Much above

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the City of Livermore were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 78% of survey respondents. The cleanliness of Livermore received the highest rating, and it was much above the benchmarks.

FIGURE 44: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR

	2011	2009	2007	2006	2004
Cleanliness of Livermore	83%	81%	NA	NA	NA
Quality of overall natural environment in Livermore	78%	75%	NA	NA	NA
Preservation of natural areas such as open space, farmlands and greenbelts	73%	69%	NA	NA	NA
Air quality	65%	57%	55%	51%	48%
Percent "excellent" or "good"					

FIGURE 45: COMMUNITY ENVIRONMENT BENCHMARKS

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

Resident recycling was greater than recycling reported in comparison communities.

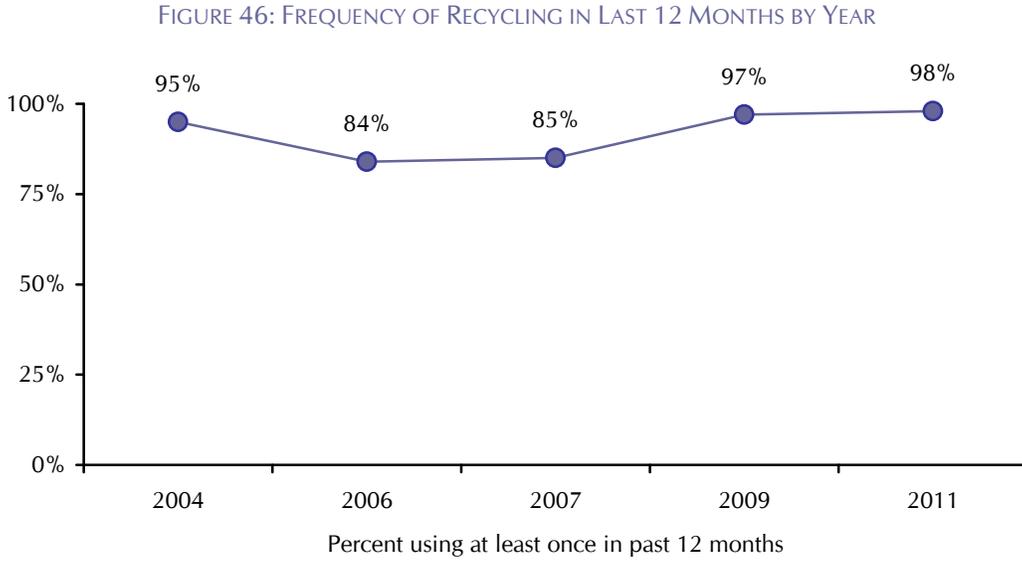


FIGURE 47: FREQUENCY OF RECYCLING BENCHMARKS

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

Of the seven utility services rated by those completing the questionnaire, four were higher than the national benchmark comparison, one was lower than the national benchmark and two were similar to the national benchmark comparison. These service ratings trends were generally similar when compared to past surveys. The ratings for drinking water and storm drainage had increased over time.

FIGURE 48: RATINGS OF UTILITY SERVICES BY YEAR

	2011	2009	2007	2006	2004
Power (electric and/or gas) utility	77%	80%	NA	NA	NA
Sewer services	78%	82%	74%	74%	75%
Drinking water	57%	57%	50%	NA	NA
Storm drainage	76%	76%	71%	64%	68%
Yard waste pick-up	82%	82%	83%	81%	NA
Recycling	86%	86%	83%	85%	86%
Garbage collection	83%	83%	83%	83%	82%
Percent "excellent" or "good"					

FIGURE 49: UTILITY SERVICES BENCHMARKS

	National comparison	West Coast comparison
Power (electric and/or gas) utility	Similar	Similar
Sewer services	Above	Above
Drinking water	Much below	Much below
Storm drainage	Much above	Much above
Yard waste pick-up	Much above	Above
Recycling	Much above	Much above
Garbage collection	Similar	Similar

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the City of Livermore were rated positively as were services related to parks and recreation. All services were rated higher than the benchmark. Parks and recreation ratings have remained stable over time.

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

FIGURE 50: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR

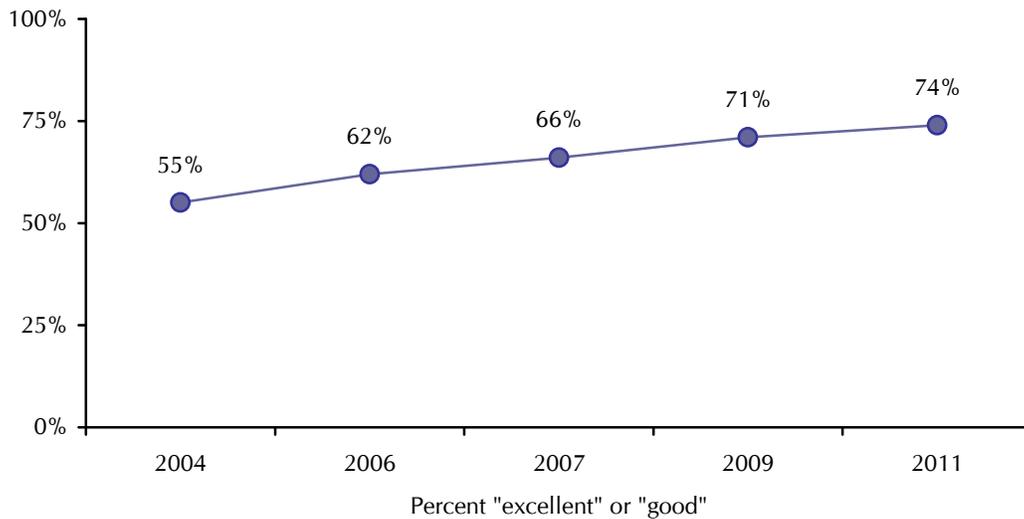


FIGURE 51: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	National comparison	West Coast comparison
Recreation opportunities	Much above	Much above

FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

	2011	2009	2007	2006	2004
Used Livermore recreation centers	66%	71%	69%	64%	NA
Participated in a recreation program or activity	53%	58%	56%	52%	61%
Visited a neighborhood park or City park	90%	91%	91%	90%	90%
Percent using at least once in last 12 months					

FIGURE 53: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

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

FIGURE 54: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

	2011	2009	2007	2006	2004
City parks	86%	87%	82%	81%	78%
Recreation programs or classes	83%	84%	81%	82%	NA
Recreation centers or facilities	84%	83%	80%	81%	NA
Percent "excellent" or "good"					

FIGURE 55: PARKS AND RECREATION SERVICES BENCHMARKS

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

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 68% of respondents. Educational opportunities were rated as “excellent” or “good” by 59% of respondents. Compared to the benchmark data, educational opportunities were rated below the average of national comparison jurisdictions and was similar to the custom benchmark. Cultural activity opportunities were rated above both benchmark comparisons.

About 77% of Livermore residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much above that of the comparison jurisdictions, but was lower than the use reported in the previous survey year.

FIGURE 56: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2011	2009	2007	2006	2004
Opportunities to attend cultural activities	68%	64%	61%	39%	37%
Educational opportunities	59%	58%	63%	63%	NA
Percent "excellent" or "good"					

FIGURE 57: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

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

FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

	2011	2009	2007	2006	2004
Used Livermore public libraries or their services	77%	83%	81%	81%	76%
Participated in religious or spiritual activities in Livermore	49%	55%	NA	NA	NA
Percent using at least once in last 12 months					

FIGURE 59: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

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

FIGURE 60: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

	2011	2009	2007	2006	2004
Public schools	66%	59%	60%	NA	NA
Public library services	84%	91%	92%	89%	82%
Percent "excellent" or "good"					

FIGURE 61: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

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

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the City of Livermore were asked to rate the community’s health services as well as the availability of health care, high quality affordable food, and preventive health care services. The availability of affordable quality food was rated most positively for the City of Livermore, while the availability of affordable quality health care was rated less favorably by residents. These ratings were similar to years past.

The availability of affordable quality health care was rated “excellent” or “good” by the majority of respondents and was above the national and custom benchmarks.

FIGURE 62: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

	2011	2009	2007	2006	2004
Availability of affordable quality health care	54%	49%	47%	NA	NA
Availability of affordable quality food	69%	66%	NA	NA	NA
Availability of preventive health services	60%	58%	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 63: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

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

Among Livermore residents, 67% rated health services as “excellent” or “good.” Those ratings were similar to the nation and much above the custom benchmark.

FIGURE 64: RATINGS OF HEALTH AND WELLNESS SERVICES BY YEAR

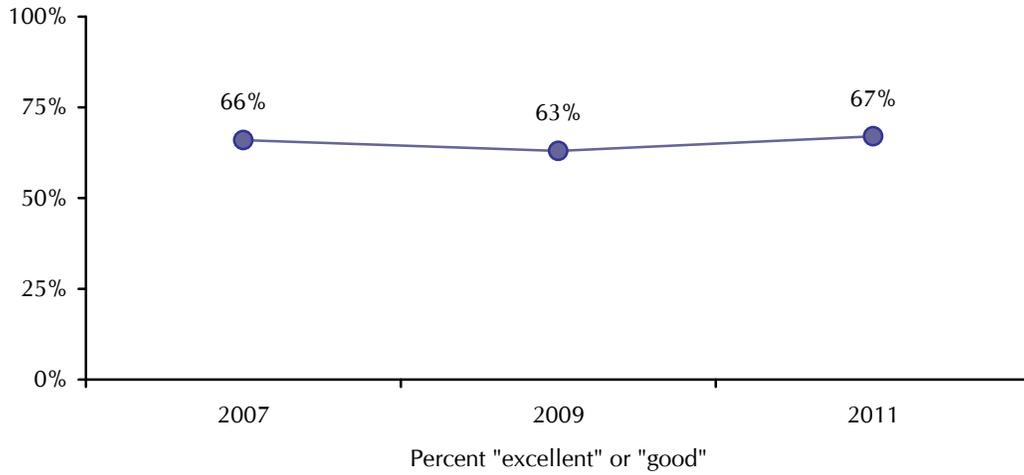


FIGURE 65: HEALTH AND WELLNESS SERVICES BENCHMARKS

	National comparison	West Coast comparison
Health services	Similar	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the City of Livermore as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated the City of Livermore as an “excellent” or “good” place to raise kids and a moderate percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” Many survey respondents felt the City of Livermore was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents but was similar to the national comparison and was much higher than the regional comparison. Most ratings had increased over time.

FIGURE 66: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR

	2011	2009	2007	2006	2004
Sense of community	75%	75%	70%	69%	63%
Openness and acceptance of the community towards people of diverse backgrounds	71%	68%	68%	NA	NA
Availability of affordable quality child care	42%	41%	33%	NA	NA
Livermore as a place to raise children	88%	85%	82%	84%	78%
Livermore as a place to retire	68%	64%	57%	49%	47%
Percent "excellent" or "good"					

FIGURE 67: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

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

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 51% to 72% with ratings of “excellent” or “good.” Services to seniors and low income people were above the benchmarks while services to youth services were rated similar to the national benchmark but higher than the West Coast comparison. These ratings had increased since 2004.

FIGURE 68: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

	2011	2009	2007	2006	2004
Services to seniors	72%	67%	70%	68%	54%
Services to youth	59%	57%	55%	48%	45%
Services to low-income people	51%	51%	47%	39%	44%
Percent "excellent" or "good"					

FIGURE 69: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	National comparison	West Coast comparison
Services to seniors	Above	Above
Services to youth	Similar	Above
Services to low income people	Above	Much above

CIVIC ENGAGEMENT

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

Civic Activity

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

FIGURE 70: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

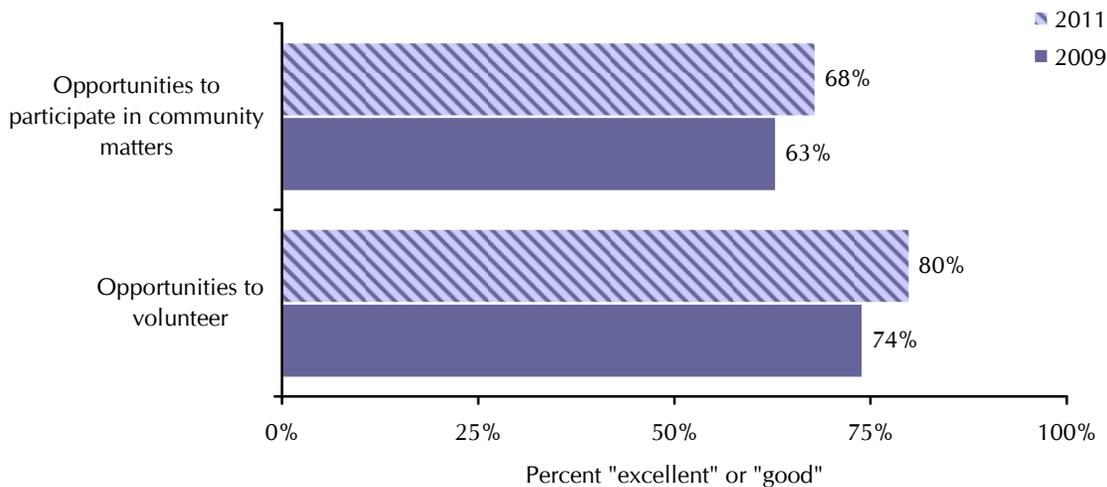


FIGURE 71: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Most of the participants in this survey had not attended a public meeting, watched one of television, or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who watched a televised public meeting or helped a friend showed similar rates of involvement; while volunteerism and club participation showed higher rates. Attendance at a public meeting showed lower rates of community engagement.

FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR¹

	2011	2009	2007	2006	2004
Attended a meeting of local elected officials or other local public meeting	22%	26%	24%	30%	25%
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	38%	41%	50%	55%	52%
Volunteered your time to some group or activity in Livermore	49%	51%	47%	47%	NA
Participated in a club or civic group in Livermore	34%	34%	NA	NA	NA
Provided help to a friend or neighbor	96%	95%	NA	NA	NA
Percent participating at least once in the last 12 months					

FIGURE 73: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

¹ Over the past few years, local governments have adopted communication strategies that embrace the Internet and new media. In 2010, the question, “Watched a meeting of local elected officials or other local public meeting on cable television” was revised to include “the Internet or other media” to better reflect this trend.

City of Livermore residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-four percent reported they were registered to vote and 72% indicated they had voted in the last general election. This rate of self-reported voting was much lower than that of comparison communities.

FIGURE 74: REPORTED VOTING BEHAVIOR BY YEAR²

	2011	2009	2007	2006	2004
Registered to vote	84%	89%	85%	86%	79%
Voted in the last general election	72%	81%	67%	79%	69%
Percent "yes"					

FIGURE 75: VOTING BEHAVIOR BENCHMARKS

	National comparison	West Coast comparison
Registered to vote	Similar	Similar
Voted in last general election	Much less	Much less

² Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the City of Livermore Web site in the previous 12 months, 71% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 76: USE OF INFORMATION SOURCES BY YEAR

	2011	2009	2007	2006	2004
Read Livermore Newsletter	89%	94%	93%	92%	NA
Visited the City of Livermore Web site (at www.cityoflivermore.net)	71%	67%	52%	49%	NA
Percent using at least once in last 12 months					

FIGURE 77: USE OF INFORMATION SOURCES BENCHMARKS

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

FIGURE 78: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

	2011	2009	2007	2006	2004
Cable television	62%	60%	56%	64%	61%
Public information services	70%	68%	64%	67%	65%
Percent "excellent" or "good"					

FIGURE 79: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

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

Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 73% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as “excellent” or “good.”

FIGURE 80: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

	2011	2009	2007	2006	2004
Opportunities to participate in social events and activities	73%	69%	NA	NA	NA
Opportunities to participate in religious or spiritual events and activities	78%	77%	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 81: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

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

Residents in Livermore reported a fair amount of neighborliness. Less than 50% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

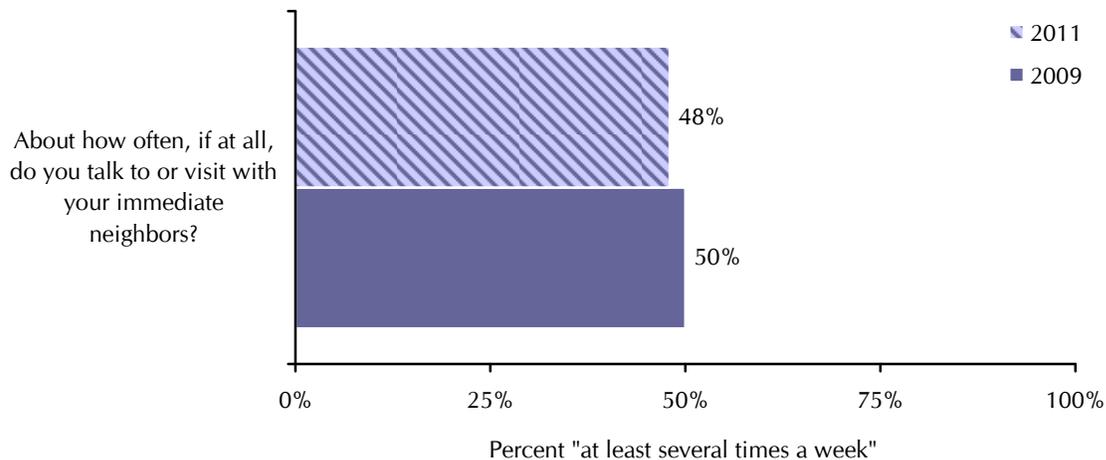


FIGURE 83: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	National comparison	West Coast comparison
Has contact with neighbors at least several times per week	Similar	Similar

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents’ opinions about the overall direction the City of Livermore is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the City of Livermore could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the City of Livermore may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was “excellent” or “good.” When asked to rate the job the City of Livermore does at welcoming citizen involvement, 56% rated it as “excellent” or “good.” Of these four ratings, all were above the benchmark.

FIGURE 84: PUBLIC TRUST RATINGS BY YEAR

	2011	2009	2007	2006	2004
The value of services for the taxes paid to Livermore*	59%	53%	57%	55%	57%
The overall direction that Livermore is taking*	64%	63%	65%	62%	52%
The job Livermore government does at welcoming citizen involvement*	56%	54%	60%	59%	61%
Overall image or reputation of Livermore	77%	74%	73%	64%	NA
Percent "excellent" or "good"					

* For jurisdictions that have conducted The NCS prior to 2008, this change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.

FIGURE 85: PUBLIC TRUST BENCHMARKS

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

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

FIGURE 86: RATING OVERALL QUALITY OF SERVICES PROVIDED BY THE CITY OF LIVERMORE BY YEAR

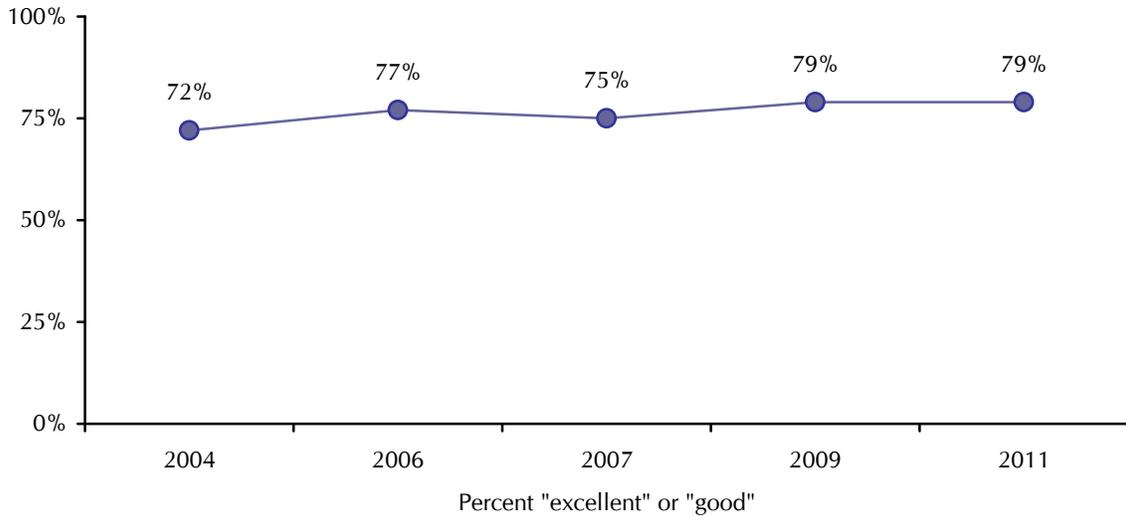


FIGURE 87: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

	2011	2009	2007	2006	2004
Services provided by City of Livermore	79%	79%	75%	77%	72%
Services provided by the Federal Government	31%	31%	33%	36%	33%
Services provided by the State Government	25%	22%	35%	34%	28%
Services provided by Alameda County Government	35%	36%	NA	NA	NA
Percent "excellent" or "good"					

FIGURE 88: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

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

City of Livermore Employees

The employees of the City of Livermore who interact with the public create the first impression that most residents have of the City of Livermore. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the City of Livermore. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the City of Livermore staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 42% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 83% of respondents rated their overall impression as "excellent" or "good." Employee ratings were much higher than the benchmark and were similar to or higher than the past survey years.

FIGURE 89: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

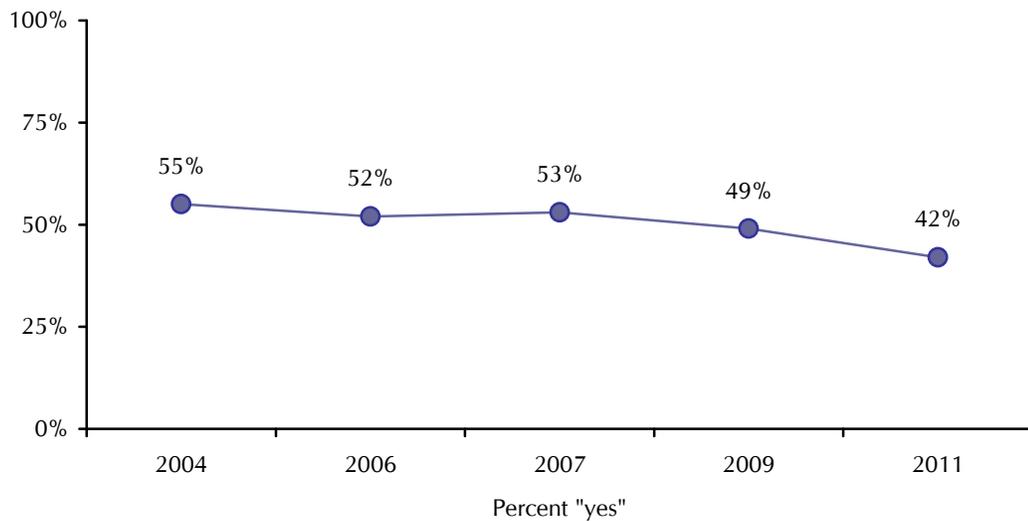


FIGURE 90: CONTACT WITH CITY EMPLOYEES BENCHMARKS

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

FIGURE 91: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

	2011	2009	2007	2006	2004
Knowledge	86%	80%	79%	86%	81%
Responsiveness	82%	79%	71%	79%	76%
Courtesy	83%	83%	79%	88%	84%
Overall impression	83%	77%	74%	82%	80%
Percent "excellent" or "good"					

FIGURE 92: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	National comparison	West Coast comparison
Knowledge	Much above	Much above
Responsiveness	Much above	Much above
Courteousness	Much above	Much above
Overall impression	Much above	Much above

FROM DATA TO ACTION

RESIDENT PRIORITIES

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for the City of Livermore by examining the relationships between ratings of each service and ratings of the City of Livermore's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Livermore can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

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

- Animal control
- Health services
- Land use, planning and zoning
- Public library services

CITY OF LIVERMORE ACTION CHART™

The 2011 City of Livermore Action Chart™ on the following page combines three dimensions of performance:

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

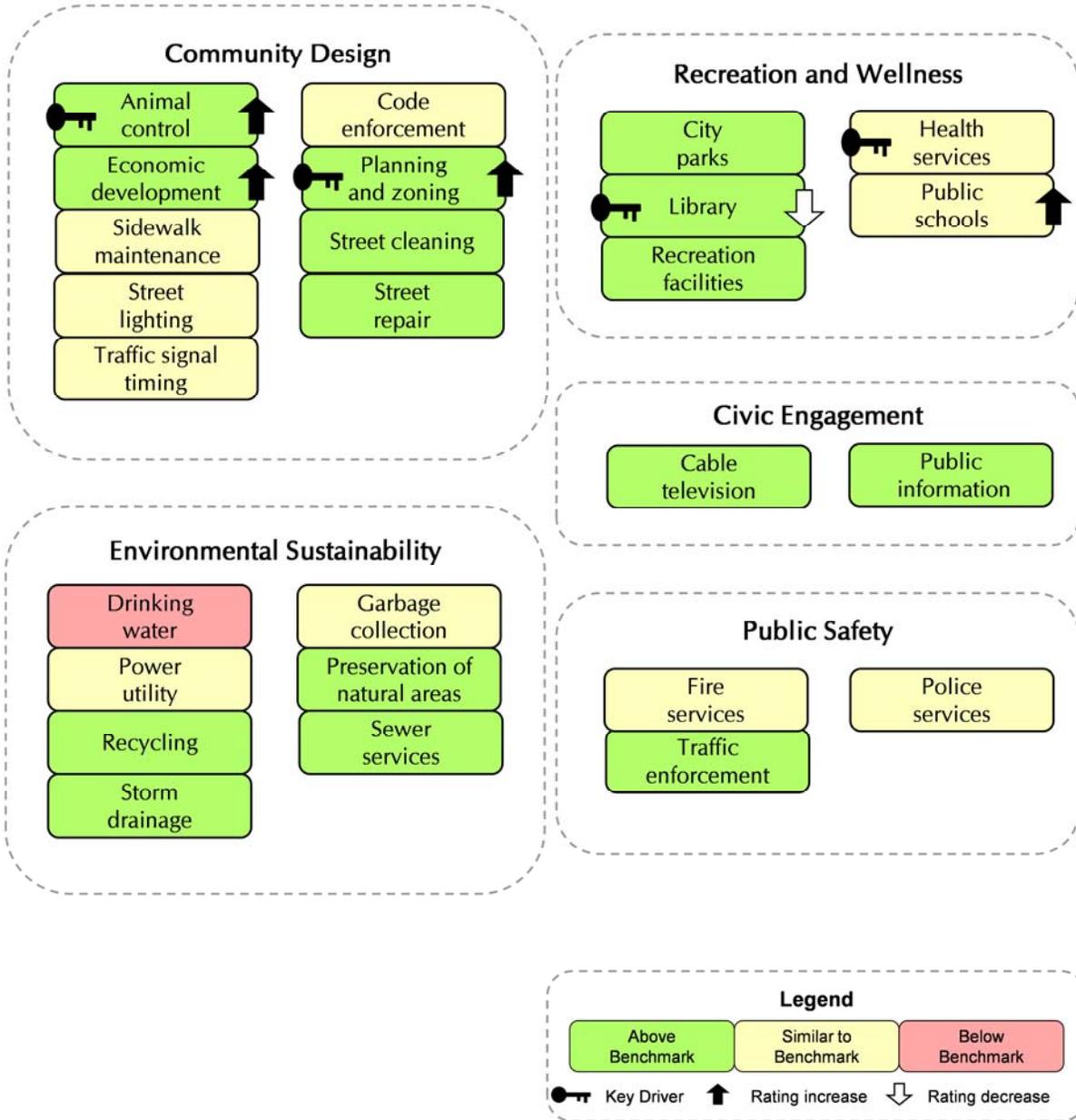
Twenty-six services were included in the KDA for the City of Livermore. Of these, 15 were above the national benchmark, one was below the benchmark and 10 were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In the case of Livermore, no key drivers were below the benchmark therefore, Livermore may wish to seek improvements to health services, as this key driver received ratings similar to other national benchmark jurisdictions and to library services which had trended lower compared to the most recent survey. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering “don’t know” were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including “Don’t Know” Responses for the percent “don’t know” for each service.

FIGURE 93: CITY OF LIVERMORE ACTION CHART™

Overall Quality of City of Livermore Services



Using Your Action Chart™

The key drivers derived for the City of Livermore provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Livermore, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Livermore, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Livermore residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in **bold** typeface and with the symbol "•"), the City of Livermore key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "◦") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 94: KEY DRIVERS COMPARED

Service	City of Livermore Key Drivers	National Key Drivers	Core Services
Police services		✓	✓
Fire services			✓
◦ Traffic enforcement			
Street repair			✓
◦ Street cleaning			
◦ Street lighting			
◦ Sidewalk maintenance			
◦ Traffic signal timing			
Garbage collection			✓
◦ Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
◦ City parks			
◦ Recreation centers or facilities			
• Land use planning and zoning	✓	✓	
Code enforcement			✓
Animal control	✓		
Economic development		✓	
• Health services	✓		✓
Public library	✓		
Public information services		✓	
Public schools		✓	
◦ Cable television			
◦ Preservation of natural areas			

- Key driver overlaps with national and or core services
- Service may be targeted for reductions it is not a key driver or core service

APPENDIX A: COMPLETE SURVEY FREQUENCIES

FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Livermore:	Excellent	Good	Fair	Poor	Total
Livermore as a place to live	44%	49%	7%	0%	100%
Your neighborhood as a place to live	37%	48%	13%	2%	100%
Livermore as a place to raise children	38%	50%	11%	1%	100%
Livermore as a place to work	25%	43%	22%	10%	100%
Livermore as a place to retire	27%	42%	21%	10%	100%
The overall quality of life in Livermore	33%	53%	14%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	25%	49%	21%	4%	100%
Openness and acceptance of the community towards people of diverse backgrounds	18%	53%	23%	5%	100%
Overall appearance of Livermore	21%	61%	17%	1%	100%
Cleanliness of Livermore	24%	59%	16%	1%	100%
Overall quality of new development in Livermore	21%	52%	22%	4%	100%
Variety of housing options	18%	45%	29%	8%	100%
Overall quality of business and service establishments in Livermore	15%	55%	26%	4%	100%
Shopping opportunities	13%	39%	37%	10%	100%
Opportunities to attend cultural activities	20%	49%	25%	6%	100%
Recreational opportunities	24%	50%	23%	3%	100%
Employment opportunities	6%	28%	42%	24%	100%
Educational opportunities	12%	47%	34%	7%	100%
Opportunities to participate in social events and activities	20%	53%	23%	4%	100%
Opportunities to participate in religious or spiritual events and activities	25%	53%	20%	2%	100%
Opportunities to volunteer	26%	54%	17%	3%	100%
Opportunities to participate in community matters	18%	50%	26%	6%	100%
Ease of car travel in Livermore	16%	52%	23%	9%	100%
Ease of bus travel in Livermore	14%	40%	29%	17%	100%
Ease of rail or subway travel in Livermore	9%	25%	23%	43%	100%
Ease of bicycle travel in Livermore	24%	48%	22%	6%	100%
Ease of walking in Livermore	30%	50%	17%	4%	100%
Availability of paths and walking trails	31%	46%	19%	3%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent	Good	Fair	Poor	Total
Traffic flow on major streets	10%	43%	36%	12%	100%
Amount of public parking	14%	47%	30%	10%	100%
Availability of affordable quality housing	9%	34%	38%	20%	100%
Availability of affordable quality child care	12%	29%	40%	18%	100%
Availability of affordable quality health care	12%	42%	34%	12%	100%
Availability of affordable quality food	18%	51%	25%	6%	100%
Availability of preventive health services	13%	47%	30%	9%	100%
Air quality	15%	50%	31%	4%	100%
Quality of overall natural environment in Livermore	24%	54%	20%	2%	100%
Overall image or reputation of Livermore	22%	56%	20%	3%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Livermore over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	5%	56%	29%	9%	100%
Retail growth (stores, restaurants, etc.)	7%	26%	54%	9%	4%	100%
Jobs growth	24%	53%	21%	1%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Livermore?	Percent of respondents
Not a problem	16%
Minor problem	49%
Moderate problem	27%
Major problem	8%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Livermore:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	38%	43%	10%	7%	2%	100%
Property crimes (e.g., burglary, theft)	18%	46%	17%	16%	4%	100%
Environmental hazards, including toxic waste	30%	37%	18%	12%	2%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	70%	23%	5%	2%	0%	100%
In your neighborhood after dark	38%	43%	8%	8%	2%	100%
In Livermore's downtown area during the day	72%	23%	5%	1%	0%	100%
In Livermore's downtown area after dark	31%	47%	13%	7%	3%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Livermore Police Department 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 Police Department within the last 12 months?	60%	40%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Livermore Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Livermore Police Department?	34%	38%	16%	12%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	89%
Yes	11%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	26%
Yes	74%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Livermore?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Livermore public libraries or their services	23%	19%	30%	13%	16%	100%
Used Livermore recreation centers	34%	27%	24%	8%	7%	100%
Participated in a recreation program or activity	47%	23%	18%	5%	6%	100%
Visited a neighborhood park or City park	10%	18%	32%	19%	22%	100%
Ridden a local bus within Livermore	76%	12%	5%	3%	4%	100%
Attended a meeting of local elected officials or other local public meeting	78%	17%	5%	1%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	62%	21%	12%	3%	2%	100%
Read Livermore Newsletter	11%	20%	42%	12%	14%	100%
Visited the City of Livermore Web site (at www.cityoflivermore.net)	29%	30%	31%	7%	3%	100%
Recycled used paper, cans or bottles from your home	2%	4%	7%	7%	79%	100%
Volunteered your time to some group or activity in Livermore	51%	16%	15%	7%	11%	100%
Participated in religious or spiritual activities in Livermore	51%	13%	9%	7%	19%	100%
Participated in a club or civic group in Livermore	66%	12%	9%	5%	8%	100%
Provided help to a friend or neighbor	4%	20%	42%	17%	16%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	21%
Several times a week	27%
Several times a month	27%
Less than several times a month	24%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Livermore:	Excellent	Good	Fair	Poor	Total
Police services	27%	53%	18%	3%	100%
Fire services	39%	53%	7%	0%	100%
Ambulance or emergency medical services	36%	53%	9%	1%	100%
Crime prevention	16%	50%	25%	9%	100%
Fire prevention and education	22%	53%	20%	6%	100%
Traffic enforcement	16%	52%	26%	6%	100%
Street repair	10%	43%	33%	13%	100%
Street cleaning	17%	52%	26%	5%	100%
Street lighting	12%	49%	26%	13%	100%
Sidewalk maintenance	9%	43%	33%	14%	100%
Traffic signal timing	8%	45%	33%	14%	100%
Bus or transit services	18%	47%	22%	13%	100%
Garbage collection	31%	52%	13%	3%	100%
Recycling	40%	47%	13%	1%	100%
Yard waste pick-up	36%	47%	15%	2%	100%
Storm drainage	17%	59%	19%	4%	100%
Drinking water	14%	43%	29%	14%	100%
Sewer services	20%	58%	20%	2%	100%
Power (electric and/or gas) utility	20%	57%	19%	4%	100%
City parks	34%	53%	12%	2%	100%
Recreation programs or classes	27%	56%	15%	2%	100%
Recreation centers or facilities	34%	50%	13%	3%	100%
Land use, planning and zoning	13%	44%	31%	11%	100%
Code enforcement (weeds, abandoned buildings, etc.)	8%	42%	34%	15%	100%
Animal control	16%	57%	19%	8%	100%
Economic development	9%	44%	36%	11%	100%
Health services	13%	53%	26%	7%	100%
Services to seniors	17%	55%	23%	6%	100%
Services to youth	15%	44%	31%	10%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Livermore:	Excellent	Good	Fair	Poor	Total
Services to low-income people	12%	40%	34%	15%	100%
Public library services	40%	44%	13%	3%	100%
Public information services	17%	53%	26%	4%	100%
Public schools	16%	50%	26%	8%	100%
Cable television	12%	49%	27%	11%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	13%	36%	37%	14%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	26%	47%	19%	7%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Livermore	18%	60%	19%	2%	100%
The Federal Government	4%	26%	42%	27%	100%
The State Government	4%	21%	38%	37%	100%
Alameda County Government	6%	29%	44%	20%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Livermore to someone who asks	59%	35%	4%	2%	100%
Remain in Livermore for the next five years	67%	23%	6%	4%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	4%
Somewhat positive	9%
Neutral	51%
Somewhat negative	29%
Very negative	7%
Total	100%

Question 17: Contact with Fire Department			
Have you had any in-person or phone contact with an employee of the City of Livermore Fire Department 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 Fire Department within the last 12 months?	85%	15%	100%

Question 18: Ratings of Contact with Fire Department					
What was your overall impression of your most recent contact with the City of Livermore Fire Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Livermore Fire Department?	63%	29%	7%	1%	100%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Livermore within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	58%
Yes	42%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of Livermore in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	44%	42%	11%	3%	100%
Responsiveness	46%	36%	10%	7%	100%
Courtesy	51%	32%	11%	6%	100%
Overall impression	45%	38%	11%	6%	100%

Question 21: Government Performance					
Please rate the following categories of Livermore government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Livermore	11%	48%	32%	9%	100%
The overall direction that Livermore is taking	16%	48%	27%	9%	100%
The job Livermore government does at welcoming citizen involvement	12%	44%	33%	11%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	29%
Yes, full-time	59%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	78%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	2%
Work at home	6%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Livermore?	Percent of respondents
Less than 2 years	11%
2 to 5 years	19%
6 to 10 years	17%
11 to 20 years	22%
More than 20 years	31%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	74%
House attached to one or more houses (e.g., a duplex or townhome)	6%
Building with two or more apartments or condominiums	19%
Mobile home	1%
Other	1%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	29%
Owned by you or someone in this house with a mortgage or free and clear	71%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	4%
\$300 to \$599 per month	7%
\$600 to \$999 per month	7%
\$1,000 to \$1,499 per month	19%
\$1,500 to \$2,499 per month	31%
\$2,500 or more per month	31%
Total	100%

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

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	79%
Yes	21%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	8%
\$25,000 to \$49,999	16%
\$50,000 to \$99,999	29%
\$100,000 to \$149,000	26%
\$150,000 or more	21%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	83%
Yes, I consider myself to be Spanish, Hispanic or Latino	17%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	11%
Black or African American	2%
White	79%
Other	10%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	4%
25 to 34 years	20%
35 to 44 years	18%
45 to 54 years	28%
55 to 64 years	15%
65 to 74 years	10%
75 years or older	6%
Total	100%

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

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	15%
Yes	82%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	27%
Yes	69%
Ineligible to vote	4%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	6%
Yes	94%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	22%
Yes	78%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	33%
Land line	50%
Both	16%
Total	100%

FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Livermore:	Excellent		Good		Fair		Poor		Don't know		Total	
	Livermore as a place to live	44%	343	49%	388	7%	55	0%	2	0%	0	100%
Your neighborhood as a place to live	37%	293	48%	377	13%	100	2%	16	0%	0	100%	786
Livermore as a place to raise children	35%	272	45%	353	10%	81	1%	6	9%	74	100%	786
Livermore as a place to work	19%	153	33%	259	17%	135	7%	58	23%	183	100%	787
Livermore as a place to retire	21%	169	33%	264	17%	135	8%	65	20%	158	100%	792
The overall quality of life in Livermore	33%	257	53%	418	14%	106	0%	3	0%	1	100%	785

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	25%	192	48%	374	21%	160	4%	34	2%	17	100%
Openness and acceptance of the community towards people of diverse backgrounds	17%	134	50%	392	22%	172	5%	39	6%	49	100%	786
Overall appearance of Livermore	21%	166	61%	480	17%	133	1%	9	0%	2	100%	789
Cleanliness of Livermore	24%	189	58%	459	16%	127	1%	9	1%	5	100%	790
Overall quality of new development in Livermore	19%	152	47%	373	20%	160	4%	32	9%	72	100%	789
Variety of housing options	17%	131	41%	324	27%	209	7%	55	9%	67	100%	786
Overall quality of business and service establishments in Livermore	15%	117	54%	427	26%	202	4%	31	1%	11	100%	787
Shopping opportunities	13%	101	39%	307	37%	292	10%	80	1%	9	100%	789
Opportunities to attend cultural activities	18%	138	43%	342	23%	177	6%	45	11%	85	100%	788
Recreational opportunities	22%	177	48%	380	22%	172	3%	23	5%	38	100%	791
Employment opportunities	5%	36	22%	174	33%	262	19%	152	21%	168	100%	792

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Livermore as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Educational opportunities	11%	84	41%	324	30%	236	7%	51	11%	89	100%
Opportunities to participate in social events and activities	18%	145	48%	379	21%	162	4%	29	9%	74	100%	789
Opportunities to participate in religious or spiritual events and activities	19%	153	41%	321	15%	121	2%	13	23%	179	100%	788
Opportunities to volunteer	21%	163	42%	331	14%	108	2%	16	21%	168	100%	787
Opportunities to participate in community matters	14%	110	40%	312	21%	165	5%	37	20%	153	100%	776
Ease of car travel in Livermore	16%	123	51%	400	23%	180	9%	72	2%	14	100%	788
Ease of bus travel in Livermore	8%	60	22%	172	16%	121	9%	73	45%	355	100%	780
Ease of rail or subway travel in Livermore	5%	40	15%	113	13%	105	25%	196	41%	322	100%	776
Ease of bicycle travel in Livermore	20%	153	39%	304	18%	138	5%	39	18%	138	100%	771
Ease of walking in Livermore	29%	226	49%	382	16%	127	4%	31	2%	19	100%	784
Availability of paths and walking trails	30%	235	44%	347	19%	145	3%	23	4%	32	100%	783
Traffic flow on major streets	10%	74	42%	330	36%	279	12%	91	1%	8	100%	782
Amount of public parking	14%	109	46%	359	29%	228	9%	74	2%	17	100%	788
Availability of affordable quality housing	7%	58	28%	218	31%	245	16%	127	17%	137	100%	786
Availability of affordable quality child care	5%	42	13%	98	17%	135	8%	60	57%	448	100%	783
Availability of affordable quality health care	10%	76	33%	255	26%	205	10%	74	22%	173	100%	783
Availability of affordable quality food	18%	140	49%	390	24%	187	6%	46	3%	25	100%	789
Availability of preventive health services	10%	78	36%	279	23%	180	7%	54	25%	193	100%	784
Air quality	15%	115	48%	378	30%	235	4%	33	3%	24	100%	785
Quality of overall natural environment in Livermore	24%	185	53%	418	20%	155	2%	14	1%	11	100%	783
Overall image or reputation of Livermore	21%	168	55%	433	20%	156	3%	20	2%	15	100%	792

Question 3: Growth														
Please rate the speed of growth in the following categories in Livermore over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	0%	1	4%	31	47%	370	25%	193	8%	61	16%	129	100%
Retail growth (stores, restaurants, etc.)	6%	48	24%	186	49%	386	8%	63	4%	31	9%	68	100%	783
Jobs growth	16%	126	35%	275	13%	106	1%	7	0%	1	34%	268	100%	783

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Livermore?	Percent of respondents	Count
Not a problem	15%	115
Minor problem	45%	349
Moderate problem	25%	196
Major problem	7%	55
Don't know	8%	63
Total	100%	779

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Livermore:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	37%	290	42%	331	10%	76	7%	56	2%	18	2%	16	100%
Property crimes (e.g., burglary, theft)	18%	138	45%	352	16%	128	16%	123	4%	31	2%	12	100%	784
Environmental hazards, including toxic waste	28%	218	34%	269	17%	132	11%	84	2%	15	8%	66	100%	784

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	70%	553	23%	181	5%	37	2%	16	0%	2	0%	0	100%
In your neighborhood after dark	38%	298	43%	336	8%	62	8%	65	2%	17	1%	10	100%	789
In Livermore's downtown area during the day	71%	559	22%	176	5%	38	1%	5	0%	0	1%	12	100%	790
In Livermore's downtown area after dark	29%	228	44%	349	12%	97	6%	50	3%	20	6%	44	100%	788

Question 7: Contact with Police Department													
Have you had any in-person or phone contact with an employee of the City of Livermore Police Department within the last 12 months?						No		Yes		Don't know		Total	
Have you had any in-person or phone contact with an employee of the City of Livermore Police Department within the last 12 months?						59%	466	40%	316	1%	6	100%	788

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the City of Livermore Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the City of Livermore Police Department?	34%	107	38%	120	16%	50	12%	37	0%	0	100%

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	88%	691
Yes	11%	88
Don't know	1%	5
Total	100%	785

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	26%	23
Yes	73%	64
Don't know	1%	1
Total	100%	88

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Livermore?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Used Livermore public libraries or their services	23%	178	19%	152	30%	235	13%	100	16%	123	100%	786
Used Livermore recreation centers	34%	265	27%	209	24%	189	8%	64	7%	55	100%	782
Participated in a recreation program or activity	47%	369	23%	180	18%	144	5%	38	6%	48	100%	779
Visited a neighborhood park or City park	10%	76	18%	139	32%	251	19%	147	22%	168	100%	781
Ridden a local bus within Livermore	76%	585	12%	91	5%	37	3%	25	4%	32	100%	770
Attended a meeting of local elected officials or other local public meeting	78%	608	17%	129	5%	39	1%	4	0%	1	100%	782
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	62%	490	21%	163	12%	96	3%	22	2%	16	100%	787
Read Livermore Newsletter	11%	85	20%	158	42%	331	12%	97	14%	108	100%	780

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Livermore?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Visited the City of Livermore Web site (at www.cityoflivermore.net)	29%	225	30%	232	31%	238	7%	58	3%	26	100%
Recycled used paper, cans or bottles from your home	2%	19	4%	28	7%	58	7%	57	79%	618	100%	781
Volunteered your time to some group or activity in Livermore	51%	401	16%	126	15%	118	7%	51	11%	83	100%	779
Participated in religious or spiritual activities in Livermore	51%	404	13%	105	9%	72	7%	56	19%	148	100%	784
Participated in a club or civic group in Livermore	66%	518	12%	91	9%	74	5%	42	8%	61	100%	786
Provided help to a friend or neighbor	4%	35	20%	160	42%	332	17%	133	16%	126	100%	786

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	21%	163
Several times a week	27%	215
Several times a month	27%	213
Less than several times a month	24%	191
Total	100%	782

Question 13: Service Quality												
Please rate the quality of each of the following services in Livermore:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	24%	184	46%	363	15%	121	3%	21	12%	94	100%
Fire services	30%	233	41%	319	5%	41	0%	2	24%	187	100%	783
Ambulance or emergency medical services	22%	174	33%	261	6%	46	1%	7	37%	292	100%	780
Crime prevention	12%	91	37%	286	19%	144	7%	52	26%	203	100%	776
Fire prevention and education	13%	103	33%	254	12%	94	3%	27	38%	299	100%	777
Traffic enforcement	14%	108	46%	354	22%	173	5%	42	13%	97	100%	775
Street repair	10%	74	41%	323	32%	248	13%	100	4%	33	100%	778
Street cleaning	17%	132	51%	397	25%	196	5%	39	2%	18	100%	781
Street lighting	12%	92	48%	374	26%	201	13%	104	1%	8	100%	779
Sidewalk maintenance	9%	72	42%	332	32%	253	14%	106	2%	18	100%	781
Traffic signal timing	8%	62	44%	342	32%	253	14%	109	2%	15	100%	780
Bus or transit services	9%	68	23%	175	11%	84	6%	49	51%	399	100%	775
Garbage collection	31%	242	51%	400	13%	102	3%	25	1%	11	100%	780
Recycling	38%	300	45%	350	13%	98	1%	4	4%	30	100%	782
Yard waste pick-up	31%	238	40%	312	13%	103	2%	15	14%	111	100%	779
Storm drainage	15%	117	51%	397	17%	130	4%	30	13%	98	100%	771
Drinking water	13%	105	41%	318	28%	217	14%	108	4%	29	100%	776
Sewer services	17%	132	50%	388	18%	137	2%	12	14%	108	100%	776
Power (electric and/or gas) utility	19%	149	56%	433	19%	145	4%	29	3%	22	100%	780
City parks	32%	249	50%	393	11%	89	2%	12	5%	36	100%	780
Recreation programs or classes	19%	145	38%	294	10%	79	1%	12	32%	253	100%	782
Recreation centers or facilities	25%	198	38%	297	10%	74	3%	20	24%	188	100%	778
Land use, planning and zoning	9%	74	32%	248	23%	177	8%	65	27%	213	100%	777
Code enforcement (weeds, abandoned buildings, etc.)	6%	49	33%	253	26%	203	12%	92	23%	179	100%	777
Animal control	12%	95	43%	332	14%	111	6%	49	25%	194	100%	780
Economic development	7%	53	32%	247	27%	204	8%	63	26%	199	100%	767

Question 13: Service Quality												
Please rate the quality of each of the following services in Livermore:	Excellent		Good		Fair		Poor		Don't know		Total	
	Health services	10%	76	39%	304	19%	149	5%	41	27%	206	100%
Services to seniors	8%	61	26%	199	11%	82	3%	20	53%	410	100%	772
Services to youth	8%	62	23%	181	16%	126	6%	43	47%	362	100%	774
Services to low-income people	5%	37	17%	127	14%	109	6%	47	58%	445	100%	765
Public library services	34%	269	37%	292	11%	87	2%	19	15%	115	100%	782
Public information services	12%	93	39%	297	19%	145	3%	22	28%	215	100%	772
Public schools	12%	90	37%	286	19%	148	6%	47	26%	201	100%	772
Cable television	10%	80	42%	326	23%	180	9%	74	15%	116	100%	774
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	6%	50	18%	140	19%	147	7%	57	49%	374	100%	768
Preservation of natural areas such as open space, farmlands and greenbelts	23%	174	41%	310	17%	128	6%	49	14%	105	100%	766

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The City of Livermore	18%	137	58%	447	19%	143	2%	16	4%	28	100%
The Federal Government	4%	28	23%	177	36%	282	24%	184	14%	107	100%	778
The State Government	3%	26	19%	144	34%	260	32%	250	12%	96	100%	776
Alameda County Government	5%	39	24%	189	37%	286	17%	132	17%	132	100%	778

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Livermore to someone who asks	58%	458	34%	268	4%	30	2%	16	2%	14	100%
Remain in Livermore for the next five years	64%	502	22%	175	6%	49	4%	29	3%	24	100%	779

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	4%	30
Somewhat positive	9%	70
Neutral	51%	401
Somewhat negative	29%	230
Very negative	7%	52
Total	100%	783

Question 17: Contact with Fire Department							
Have you had any in-person or phone contact with an employee of the City of Livermore Fire Department within the last 12 months?	No		Yes		Don't know		Total
Have you had any in-person or phone contact with an employee of the City of Livermore Fire Department within the last 12 months?	84%	658	15%	119	1%	9	100% 786

Question 18: Ratings of Contact with Fire Department											
What was your overall impression of your most recent contact with the City of Livermore Fire Department?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the City of Livermore Fire Department?	63%	75	29%	34	7%	8	1%	2	0%	0	100% 119

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Livermore within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	58%	455
Yes	42%	328
Total	100%	782

Question 20: City Employees												
What was your impression of the employee(s) of the City of Livermore in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	43%	140	41%	135	11%	37	3%	10	2%	6	100%
Responsiveness	46%	150	36%	117	10%	34	7%	23	1%	2	100%	327
Courtesy	51%	165	31%	102	11%	35	6%	21	1%	2	100%	326
Overall impression	45%	146	38%	123	11%	35	6%	21	1%	2	100%	326

Question 21: Government Performance												
Please rate the following categories of Livermore government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Livermore	9%	73	43%	335	28%	221	8%	64	11%	87	100%
The overall direction that Livermore is taking	15%	115	45%	349	25%	194	8%	66	7%	54	100%	778
The job Livermore government does at welcoming citizen involvement	9%	71	33%	260	25%	192	8%	63	25%	191	100%	778

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	29%	220
Yes, full-time	59%	447
Yes, part-time	12%	94
Total	100%	761

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	78%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	9%
Bus, rail, subway or other public transportation	4%
Walk	1%
Bicycle	2%
Work at home	6%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Livermore?	Percent of respondents	Count
Less than 2 years	11%	88
2 to 5 years	19%	144
6 to 10 years	17%	132
11 to 20 years	22%	168
More than 20 years	31%	234
Total	100%	766

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	74%	563
House attached to one or more houses (e.g., a duplex or townhome)	6%	42
Building with two or more apartments or condominiums	19%	147
Mobile home	1%	7
Other	1%	6
Total	100%	766

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	29%	218
Owned by you or someone in this house with a mortgage or free and clear	71%	543
Total	100%	761

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	4%	32
\$300 to \$599 per month	7%	50
\$600 to \$999 per month	7%	54
\$1,000 to \$1,499 per month	19%	143
\$1,500 to \$2,499 per month	31%	235
\$2,500 or more per month	31%	236
Total	100%	750

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	59%	446
Yes	41%	315
Total	100%	760

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	79%	607
Yes	21%	160
Total	100%	767

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	8%	56
\$25,000 to \$49,999	16%	114
\$50,000 to \$99,999	29%	216
\$100,000 to \$149,000	26%	195
\$150,000 or more	21%	157
Total	100%	738

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	83%	627
Yes, I consider myself to be Spanish, Hispanic or Latino	17%	130
Total	100%	757

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	8
Asian, Asian Indian or Pacific Islander	11%	85
Black or African American	2%	14
White	79%	596
Other	10%	76
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	4%	31
25 to 34 years	20%	153
35 to 44 years	18%	139
45 to 54 years	28%	209
55 to 64 years	15%	112
65 to 74 years	10%	74
75 years or older	6%	43
Total	100%	761

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	52%	397
Male	48%	361
Total	100%	757

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	15%	114
Yes	81%	618
Ineligible to vote	2%	18
Don't know	2%	17
Total	100%	767

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	27%	205
Yes	68%	520
Ineligible to vote	4%	31
Don't know	1%	10
Total	100%	765

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	6%	49
Yes	94%	718
Total	100%	767

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	22%	166
Yes	78%	598
Total	100%	764

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	33%	186
Land line	50%	279
Both	16%	91
Total	100%	557

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS) 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 NCS 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 NCS is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the “objective” quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident’s report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward “oppressed groups,” likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents’ tendency to report what they think the “correct” response should be.

Research on the correlation of resident opinion about service quality and “objective” ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC’s own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

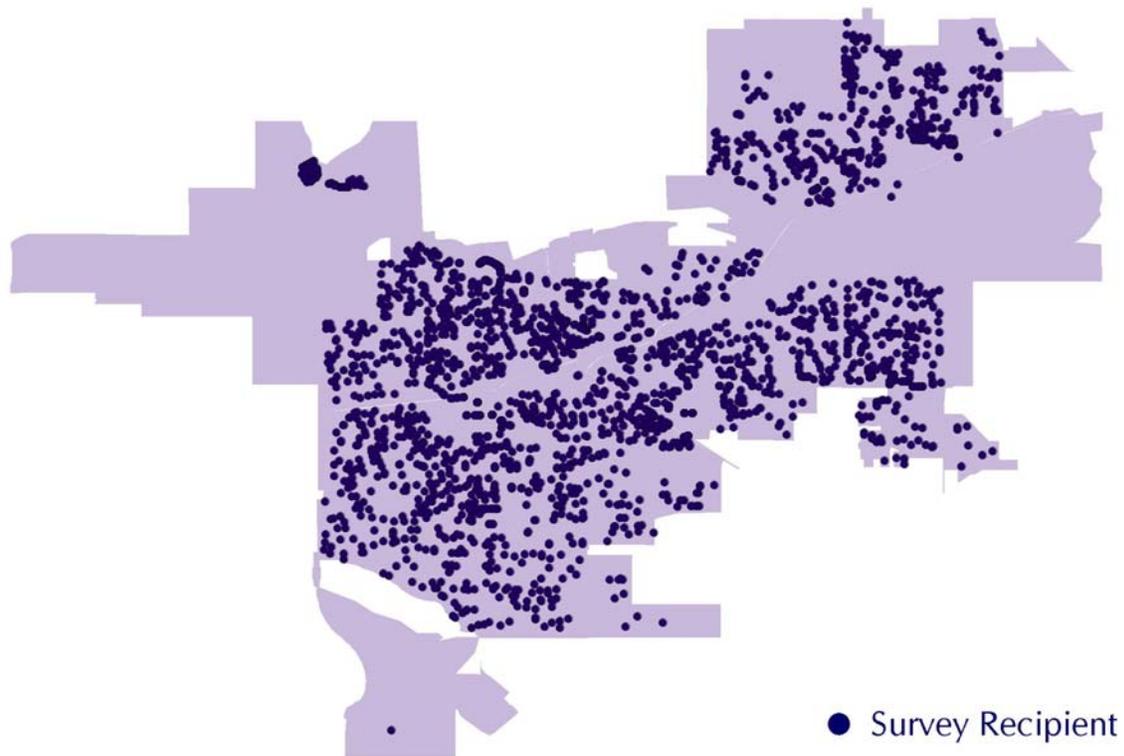
SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the City of Livermore were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 households were randomly selected from a comprehensive list of all housing units within the City of Livermore boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the City of Livermore households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the City of Livermore boundaries were removed from consideration.

To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Livermore. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 95: LOCATION OF SURVEY RECIPIENTS

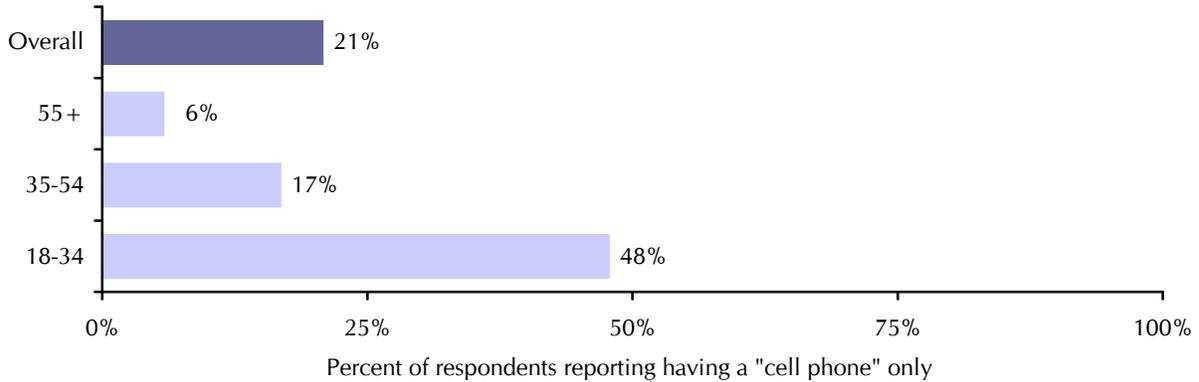
The National Citizen Survey™ Livermore, CA 2011



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.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available at of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.³ Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Livermore has a “cord cutter” population less than the nationwide 2010 estimates.

FIGURE 96: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN LIVERMORE



SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning November 14, 2011. The first mailing was a prenotification postcard announcing in English and Spanish the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The letter included a paragraph written in Spanish, which invited the household to participate and provided instructions for requesting the survey in Spanish. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey, and also included a paragraph written in Spanish, for those who would like to request the survey in Spanish. Completed surveys were collected over the following seven weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Livermore survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (817 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that

³ <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the City of Livermore. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing unit type, housing tenure, race, ethnicity, and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Livermore, CA 2011 Citizen Survey Weighting Table			
Characteristic	Population Norm ⁴	Unweighted Data	Weighted Data
Housing			
Rent home	30%	23%	29%
Own home	70%	77%	71%
Detached unit	75%	74%	75%
Attached unit	25%	26%	25%
Race and Ethnicity			
White	77%	80%	76%
Not white	23%	20%	24%
Not Hispanic	82%	91%	83%
Hispanic	18%	9%	17%
White alone, not Hispanic	68%	75%	67%
Hispanic and/or other race	32%	25%	33%
Sex and Age			
Female	51%	56%	52%
Male	49%	44%	48%
18-34 years of age	27%	11%	24%
35-54 years of age	45%	41%	46%
55+ years of age	29%	48%	30%
Females 18-34	13%	7%	12%
Females 35-54	22%	23%	23%
Females 55+	15%	25%	16%
Males 18-34	14%	3%	12%
Males 35-54	22%	18%	23%
Males 55+	13%	23%	13%

⁴ Source: 2010 Census

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

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

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Livermore to the Benchmark Database

The City of Livermore chose to have comparisons made to the entire database and a subset of similar jurisdictions from the database (the West Coast region). A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the City of Livermore Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the City of Livermore results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the City of Livermore's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

APPENDIX C: SURVEY MATERIALS

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

Dear City of Livermore
Resident,

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

Sincerely,



Linda M. Barton
City Manager/Administrador Municipal de Livermore

Estimado residente de la
ciudad de Livermore,

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

Atentamente,

Dear City of Livermore
Resident,

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

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Atentamente,

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Sincerely,



Linda M. Barton
City Manager/Administrador Municipal de Livermore

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Atentamente,



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

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



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

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



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

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



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

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



November 2011

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 2011 Citizen Survey.

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

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Livermore City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Livermore residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend the few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (925) 960-4000.

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

Sincerely,

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

Linda M. Barton
City Manager



November 2011

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 2011 Citizen Survey.

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

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

Sincerely,

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

Linda M. Barton
City Manager

The City of Livermore 2011 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Livermore:

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Livermore	1	2	3	4	5
Cleanliness of Livermore.....	1	2	3	4	5
Overall quality of new development in Livermore	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Livermore	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Livermore	1	2	3	4	5
Ease of bus travel in Livermore.....	1	2	3	4	5
Ease of rail or subway travel in Livermore	1	2	3	4	5
Ease of bicycle travel in Livermore.....	1	2	3	4	5
Ease of walking in Livermore	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Livermore.....	1	2	3	4	5
Overall image or reputation of Livermore	1	2	3	4	5

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

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Livermore?
 Not a problem Minor problem Moderate problem Major problem Don't know

5. Please rate how safe or unsafe you feel from the following in Livermore:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Livermore's downtown area during the day	1	2	3	4	5	6
In Livermore's downtown area after dark	1	2	3	4	5	6

7. Have you had any in-person or phone contact with an employee of the City of Livermore Police Department within the last 12 months?

- No → Go to Question 9 Yes → Go to Question 8 Don't know → Go to Question 9

8. What was your overall impression of your most recent contact with the City of Livermore Police Department?

- Excellent Good Fair Poor Don't know

9. During the past 12 months, were you or anyone in your household the victim of any crime?

- No → Go to Question 11 Yes → Go to Question 10 Don't know → Go to Question 11

10. If yes, was this crime (these crimes) reported to the police?

- No Yes Don't know

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

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Livermore public libraries or their services.....	1	2	3	4	5
Used Livermore recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park.....	1	2	3	4	5
Ridden a local bus within Livermore.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Read Livermore Newsletter	1	2	3	4	5
Visited the City of Livermore Web site (at www.cityoflivermore.net).....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Livermore.....	1	2	3	4	5
Participated in religious or spiritual activities in Livermore.....	1	2	3	4	5
Participated in a club or civic group in Livermore	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
 Several times a week
 Several times a month
 Less than several times a month

The City of Livermore 2011 Citizen Survey

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

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Livermore	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Alameda County Government.....	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Livermore to someone who asks	1	2	3	4	5
Remain in Livermore for the next five years	1	2	3	4	5

16. 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

17. Have you had any in-person or phone contact with an employee of the City of Livermore Fire Department within the last 12 months?

- No → Go to Question 19
 Yes → Go to Question 18
 Don't know → Go to Question 19

18. What was your overall impression of your most recent contact with the City of Livermore Fire Department?

- Excellent
 Good
 Fair
 Poor
 Don't know

19. Have you had any in-person, phone or email 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 21
 Yes → Go to Question 20

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression.....	1	2	3	4	5

21. Please rate the following categories of Livermore government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Livermore	1	2	3	4	5
The overall direction that Livermore is taking.....	1	2	3	4	5
The job Livermore government does at welcoming citizen involvement ..	1	2	3	4	5

The City of Livermore 2011 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults days
- Bus, rail, subway or other public transportation days
- Walk days
- Bicycle days
- Work at home days
- Other days

D3. How many years have you lived in Livermore?

- Less than 2 years 11-20 years
- 2-5 years More than 20 years
- 6-10 years

D4. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

D5. Is this house, apartment or mobile home...

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

D7. Do any children 17 or under live in your household?

- No Yes

D8. Are you or any other members of your household aged 65 or older?

- No Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years 55-64 years
- 25-34 years 65-74 years
- 35-44 years 75 years or older
- 45-54 years

D13. What is your sex?

- Female Male

D14. Are you registered to vote in your jurisdiction?

- No Ineligible to vote
- Yes Don't know

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

- No Ineligible to vote
- Yes Don't know

D16. Do you have a cell phone?

- No Yes

D17. Do you have a land line at home?

- No Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



Noviembre 2011

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 2011 Encuesta de los Ciudadanos.**

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

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

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

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

Sinceramente,

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

Linda M. Barton
Administrador Municipal de Livermore

Encuesta Ciudadana del 2011 de la Ciudad de Livermore

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

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

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

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

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

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

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

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

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

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

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

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

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

7. ¿Ha tenido algún contacto en persona o por teléfono con un empleado del Departamento de Policía de la Ciudad de Livermore dentro los últimos 12 meses?

- No → Vaya a la Pregunta 9
 Sí → Vaya a la Pregunta 8
 No sé → Vaya a la Pregunta 9

8. ¿Cuál fue la impresión general de su contacto más reciente con el Departamento de Policía de la Ciudad de Livermore?

- Excelente
 Buena
 Regular
 Deficiente
 No sé

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

- No → Vaya a la pregunta 11
 Sí → Vaya a la pregunta 10
 No sé → Vaya a la pregunta 11

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

- No
 Sí
 No sé

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

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

12. ¿Como qué tan a menudo, si lo hace, habla o tiene visita con sus vecinos inmediatos (gente que vive en los 10 o 20 hogares más cercanos a usted)?

- Casi todos los días
 Varias veces por semana
 Varias veces al mes
 Menos de varias veces al mes

Encuesta Ciudadana del 2011 de la Ciudad de Livermore

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

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

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

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

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

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

16. ¿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

17. ¿Ha tenido algún contacto en persona o por teléfono con un empleado del Departamento de Bomberos de la Ciudad de Livermore dentro de los últimos 12 meses?

- No → Vaya a la Pregunta 19
 Sí → Vaya a la Pregunta 18
 No sé → Vaya a la Pregunta 19

18. ¿Cuál fue la impresión general de su contacto más reciente con el Departamento de Bomberos de la Ciudad de Livermore?

- Excelente
 Buena
 Regular
 Deficiente
 No sé

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

- No → Vaya a la pregunta 21
 Sí → Vaya a la pregunta 20

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

	<i>Excelente</i>	<i>Buena</i>	<i>Pasable</i>	<i>Baja</i>	<i>No sé</i>
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

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

	<i>Excelente</i>	<i>Buena</i>	<i>Pasable</i>	<i>Baja</i>	<i>No sé</i>
El valor de servicios para los impuestos pagados a Livermore.....	1	2	3	4	5
La dirección general que está tomando Livermore.....	1	2	3	4	5
La labor del gobierno de Livermore para incluir la participación ciudadana.....	1	2	3	4	5

Encuesta Ciudadana del 2011 de la Ciudad de Livermore

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

D1. ¿Actualmente está empleado con sueldo?

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

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

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

D3. ¿Cuántos años tiene usted viviendo en Livermore?

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

D4. ¿Cuál describe mejor el edificio en el que vive?

- Casa de una sola familia separada de cualquier otra casa
- Casa adjunta a una o más casas (p.ej., un dúplex o townhome)
- Edificio con dos o más apartamentos o condominios
- Hogar móvil
- Otro

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

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

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

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

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

- No
- Sí

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

- No
- Sí

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

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

Por favor responda a ambas preguntas D10 y D11:

D10. ¿Es usted Español, Hispano o Latino?

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

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

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

D12. ¿En que categoría está su edad?

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

D13. ¿Cuál es su sexo?

- Femenino
- Masculino

D14. ¿Está registrado para votar en su jurisdicción?

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

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

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

D16. ¿Tiene usted un teléfono celular?

- No
- Sí

D17. ¿Tiene usted una línea de tierra (conexión a la pared) en el hogar?

- No
- Sí

D18. Si usted tiene tanto un teléfono celular como una línea de tierra, ¿a cuál considera como su número primordial de teléfono?

- Celular
- Línea de tierra
- Ambos

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



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

Information for Spanish
speakers enclosed.

Adjunto hay información
en español para los
hispanoparlantes.

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