

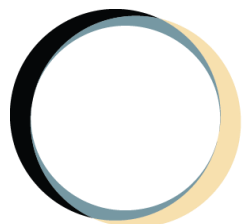


**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Walnut Creek, CA

Comparisons by Geographic Subgroups

DRAFT  
2017



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by zip code.

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

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (570 completed surveys). For each zip code (94595, 94596, 94597 and 94598), the margin of error rises to approximately plus or minus 10 percentage points since sample sizes were approximately 173 for 94595, 100 for 94596, 129 for 94597 and 168 for 94598. Notable differences between zip codes included the following:

- Within the pillar of Community Characteristics, residents who lived in zip codes 94596 and 94597 tended to give lower ratings to Walnut Creek as a place to retire than participants living in other zip codes. The ease of travel by bicycle in Walnut Creek received lower ratings from residents of 94595, but received higher ratings from residents of 94598. Individuals who lived in 94596 were less likely to give excellent or good reviews to the variety of housing options in the City and the availability of affordable quality housing; these residents also tended to give lower ratings to employment opportunities and the cost of living in Walnut Creek.
- Residents’ ratings for Walnut Creek’s services and amenities and the City’s leadership and governance were generally similar between zip codes; however, there were a few noteworthy exceptions. Within Safety, residents from 94598 tended to give lower ratings to ambulance/EMS services, and respondents from 94596 awarded less positive marks to Walnut Creek’s emergency preparedness. Bus or transit services received higher ratings from residents of 94595 than from survey participants in other areas of the City.
- Survey participants from zip codes 94595 and 94598 were more likely to recommend living in Walnut Creek to someone who asked and were more likely to plan on staying in the City for the coming five years than their counterparts from other City areas. Within Mobility, respondents from 94595 reported lower levels of walking or biking instead of driving, and respondents from 94596 were more likely than their counterparts to have used bus, rail or other public transportation instead of driving. Residents from 94595 were less likely to have used Walnut Creek recreation centers or their services, visited a neighborhood park or City park or to have attended a City-sponsored event; however, these same individuals reported higher rates of participating in a club, or watching a local public meeting than residents who lived in other zip codes.
- When asked about sources of City information, Walnut Creek residents living in 94598 were more likely to indicate that the “In a Nutshell” newsletter was a major or minor source of City information, while respondents from 94596 were more likely to say that email was at least a minor source of information. Respondents from 94595 were less likely to report using a City Facebook page, other City communications via social media or Nextdoor than their counterparts who lived in other zip codes.
- Walnut Creek survey participants residing in 94596 were less likely than residents living elsewhere to indicate that climate change should be an essential or very important issue for the City to address in the coming two years.
- One special-interest question included on the survey asked residents to evaluate how much of a priority it should be for the City to use any surplus funds for various initiatives. Individuals who lived in 94596 were less likely to indicate that creating additional downtown parking should be a high or medium priority for these funds, and respondents from 94595 were less likely to say that improving or expanding parks and open space should be a priority.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
The overall quality of life in Walnut Creek	91%	91%	90%	94%	92%
Overall image or reputation of Walnut Creek	92%	86%	90%	92%	90%
Walnut Creek as a place to live	97%	95%	94%	96%	95%
Your neighborhood as a place to live	95%	85%	87%	95%	90%
Walnut Creek as a place to raise children	90%	94%	94%	94%	93%
Walnut Creek as a place to retire	84%	64%	67%	77%	74%
Overall appearance of Walnut Creek	90%	87%	88%	93%	90%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	94595	94596	94597	94598	
Overall feeling of safety in Walnut Creek	94%	98%	88%	95%	94%
In your neighborhood during the day	99%	94%	96%	98%	97%
In Walnut Creek's downtown/commercial area during the day	94%	99%	98%	95%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	94595	94596	94597	94598	
Overall ease of getting to the places you usually have to visit	55%	64%	62%	62%	61%
Traffic flow on major streets	29%	27%	20%	20%	24%
Ease of public parking	28%	27%	27%	34%	30%
Ease of travel by car in Walnut Creek	34%	36%	47%	41%	39%
Ease of travel by public transportation in Walnut Creek	43%	38%	33%	33%	36%
Ease of travel by bicycle in Walnut Creek	38%	52%	59%	69%	58%
Ease of walking in Walnut Creek	76%	76%	79%	78%	77%
Availability of paths and walking trails	73%	78%	88%	91%	84%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	94595	94596	94597	94598	
Quality of overall natural environment in Walnut Creek	85%	86%	86%	92%	87%
Air quality	81%	79%	85%	89%	84%
Cleanliness of Walnut Creek	89%	81%	86%	92%	87%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	94595	94596	94597	94598	
Overall "built environment" of Walnut Creek (including overall design, buildings, parks and transportation systems)	64%	65%	68%	69%	67%
Public places where people want to spend time	81%	76%	81%	90%	82%
Variety of housing options	49%	26%	45%	45%	40%
Availability of affordable quality housing	23%	7%	16%	16%	15%
Overall quality of new development in Walnut Creek	64%	64%	70%	67%	66%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	94595	94596	94597	94598	
Overall economic health of Walnut Creek	88%	82%	92%	91%	88%
Walnut Creek as a place to work	84%	75%	81%	74%	78%
Walnut Creek as a place to visit	87%	91%	80%	80%	85%
Employment opportunities	54%	38%	59%	48%	48%
Shopping opportunities	86%	85%	89%	87%	87%
Cost of living in Walnut Creek	26%	11%	23%	26%	21%
Overall quality of business and service establishments in Walnut Creek	80%	78%	80%	87%	81%
Vibrant downtown/commercial area	83%	84%	86%	89%	86%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	94595	94596	94597	94598	
Health and wellness opportunities in Walnut Creek	88%	76%	90%	88%	85%
Fitness opportunities (including exercise classes and paths or trails, etc.)	78%	79%	85%	87%	83%
Recreational opportunities	81%	81%	75%	85%	81%
Availability of affordable quality food	77%	62%	74%	71%	70%
Availability of affordable quality health care	88%	67%	79%	77%	77%
Availability of preventive health services	87%	75%	78%	79%	79%
Availability of affordable quality mental health care	67%	43%	70%	63%	59%

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Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	94595	94596	94597	94598	
Overall opportunities for education and enrichment	88%	77%	91%	87%	85%
Availability of affordable quality child care/preschool	68%	60%	50%	53%	56%
K-12 education	91%	86%	84%	78%	83%
Adult educational opportunities	81%	71%	74%	77%	75%
Opportunities to attend cultural/arts/music activities	83%	72%	79%	80%	78%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Zip Code				Overall
	94595	94596	94597	94598	
Opportunities to participate in social events and activities	72%	69%	72%	78%	73%
Opportunities to volunteer	78%	68%	73%	79%	75%
Opportunities to participate in community matters	70%	61%	68%	75%	68%
Openness and acceptance of the community toward people of diverse backgrounds	56%	55%	58%	68%	60%
Neighborliness of residents in Walnut Creek	60%	49%	66%	70%	61%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
The City of Walnut Creek	81%	80%	82%	87%	83%
The value of services for the taxes paid to Walnut Creek	64%	51%	57%	64%	59%
The overall direction that Walnut Creek is taking	52%	53%	52%	60%	55%
The job Walnut Creek government does at welcoming citizen involvement	52%	54%	61%	61%	58%
Overall confidence in Walnut Creek government	56%	58%	57%	60%	58%
Generally acting in the best interest of the community	60%	58%	53%	60%	58%
Being honest	64%	54%	64%	59%	59%
Treating all residents fairly	60%	66%	63%	62%	63%
Overall customer service by Walnut Creek employees (police, receptionists, planners, etc.)	79%	83%	80%	82%	81%
The Federal Government	41%	34%	47%	47%	42%

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Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
Police/Sheriff services	87%	90%	81%	86%	86%
Fire services	99%	98%	97%	95%	97%
Ambulance or emergency medical services	95%	97%	99%	88%	94%
Crime prevention	75%	72%	79%	76%	75%
Animal control	69%	71%	73%	84%	76%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	80%	58%	75%	70%	69%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
Traffic enforcement	58%	67%	61%	57%	61%
Street repair	44%	63%	56%	53%	55%
Street cleaning	74%	82%	64%	77%	75%
Street lighting	66%	56%	61%	71%	64%
Sidewalk maintenance	61%	51%	58%	66%	59%
Traffic signal timing	52%	43%	50%	51%	49%
Bus or transit services	70%	58%	50%	46%	55%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
Garbage collection	86%	80%	86%	88%	85%
Recycling	76%	69%	85%	88%	80%
Yard waste pick-up	78%	76%	81%	86%	81%
Drinking water	87%	83%	78%	81%	82%
Preservation of natural areas such as open space, farmlands and greenbelts	72%	76%	81%	84%	79%
Walnut Creek open space	76%	80%	85%	88%	83%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
Storm drainage	61%	72%	75%	81%	74%
Sewer services	89%	80%	84%	93%	87%
Power (electric and/or gas) utility	78%	82%	83%	86%	83%

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Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
Land use, planning and zoning	47%	54%	58%	58%	55%
Code enforcement (weeds, abandoned buildings, etc.)	56%	70%	60%	66%	64%
Cable television	74%	52%	57%	63%	61%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
Economic development	70%	65%	75%	69%	69%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
City parks	87%	85%	89%	95%	89%
Recreation programs or classes	83%	85%	86%	88%	86%
Recreation centers or facilities	81%	73%	80%	79%	78%
Health services	86%	76%	82%	94%	85%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
Public library services	86%	84%	88%	90%	87%
City-sponsored special events	81%	68%	75%	83%	76%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Zip Code				Overall
	94595	94596	94597	94598	
Public information services	71%	74%	70%	79%	74%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	94595	94596	94597	94598	
Sense of community	67%	58%	68%	72%	66%
Recommend living in Walnut Creek to someone who asks	97%	92%	88%	97%	94%
Remain in Walnut Creek for the next five years	94%	81%	86%	94%	89%
Contacted the City of Walnut Creek (in-person, phone, email or web) for help or information	29%	36%	32%	37%	34%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	94595	94596	94597	94598	
Was NOT the victim of a crime	91%	89%	91%	87%	89%
Did NOT report a crime	86%	77%	84%	86%	83%
Stocked supplies in preparation for an emergency	49%	46%	43%	42%	45%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	94595	94596	94597	94598	
Walked or biked instead of driving	47%	81%	77%	63%	68%
Carpooled with other adults or children instead of driving alone	48%	55%	54%	52%	53%
Used bus, rail or other public transportation instead of driving	47%	70%	56%	52%	57%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	94595	94596	94597	94598	
Recycle at home	98%	93%	99%	96%	96%
Made efforts to make your home more energy efficient	79%	75%	79%	81%	79%
Made efforts to conserve water	97%	88%	96%	95%	94%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	94595	94596	94597	94598	
NOT under housing cost stress	65%	55%	62%	67%	62%
Did NOT observe a code violation	75%	66%	66%	68%	68%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	94595	94596	94597	94598	
Purchase goods or services from a business located in Walnut Creek	97%	96%	97%	99%	98%
Economy will have positive impact on income	24%	38%	33%	37%	34%
Work in Walnut Creek	17%	34%	42%	25%	30%



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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	94595	94596	94597	94598	
Used Walnut Creek recreation centers or their services	42%	64%	61%	62%	58%
Visited a neighborhood park or City park	57%	95%	85%	88%	83%
Eat at least 5 portions of fruits and vegetables a day	91%	88%	91%	90%	90%
Participate in moderate or vigorous physical activity	87%	90%	93%	87%	89%
Reported being in "very good" or "excellent" health	59%	80%	73%	75%	73%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	94595	94596	94597	94598	
Used Walnut Creek public libraries or their services	61%	68%	62%	70%	66%
Attended a City-sponsored event	29%	63%	41%	52%	48%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Zip Code				Overall
	94595	94596	94597	94598	
Campaigned or advocated for an issue, cause or candidate	30%	33%	20%	28%	28%
Contacted Walnut Creek elected officials (in-person, phone, email or web) to express your opinion	16%	13%	8%	17%	14%
Volunteered your time to some group/activity in Walnut Creek	34%	32%	39%	36%	35%
Participated in a club	60%	27%	22%	34%	35%
Talked to or visited with your immediate neighbors	95%	82%	90%	97%	91%
Done a favor for a neighbor	88%	70%	82%	83%	80%
Attended a local public meeting	18%	21%	14%	24%	20%
Watched (online or on television) a local public meeting	29%	13%	14%	21%	19%
Read or watch local news (via television, paper, computer, etc.)	90%	88%	92%	85%	88%
Vote in local elections	97%	88%	88%	92%	91%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Zip Code				Overall
	94595	94596	94597	94598	
Overall feeling of safety in Walnut Creek	92%	88%	90%	92%	90%
Overall ease of getting to the places you usually have to visit	89%	86%	85%	84%	86%
Quality of overall natural environment in Walnut Creek	84%	80%	78%	85%	82%
Overall "built environment" of Walnut Creek (including overall design, buildings, parks and transportation systems)	85%	75%	73%	83%	79%
Health and wellness opportunities in Walnut Creek	85%	76%	72%	75%	77%

The National Citizen Survey™

Percent rating positively (e.g., essential/very important)	Zip Code				Overall
	94595	94596	94597	94598	
Overall opportunities for education and enrichment	78%	81%	75%	73%	77%
Overall economic health of Walnut Creek	92%	87%	88%	86%	88%
Sense of community	77%	82%	77%	78%	79%

Table 29: Speed of Growth in Walnut Creek

Please rate the speed of growth in the following categories in Walnut Creek over the past 2 years:	Zip Code				Overall
	94595	94596	94597	94598	
Population growth too fast	80%	79%	71%	67%	74%
Retail growth too slow	2%	5%	8%	4%	5%
Job growth too slow	35%	59%	53%	44%	49%
Residential growth too fast	74%	55%	63%	63%	63%

Table 30: Source of City Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services: (Percent "Major" or "Minor" source)	Zip Code				Overall
	94595	94596	94597	94598	
"In a Nutshell" newsletter	75%	81%	79%	93%	83%
The City of Walnut Creek website (walnut-creek.org)	55%	69%	63%	73%	66%
Walnut Creek TV channel	38%	33%	33%	37%	35%
Other local television channels	60%	55%	58%	54%	56%
A City-produced video online	26%	37%	27%	26%	29%
A City Facebook page	18%	44%	34%	39%	35%
Nextdoor	30%	56%	67%	60%	55%
Other city communications via social media	24%	54%	42%	42%	42%
Local newspapers	81%	72%	68%	75%	74%
Word-of-mouth	76%	83%	74%	88%	81%
Email (includes E-News, GovDelivery)	37%	57%	39%	39%	44%

Table 31: Importance of Issues for the City to Address

Please rate how important, if at all, you think it is for the City of Walnut Creek to address the following issues in the coming two years: (Percent "Essential" or "Very important")	Zip Code				Overall
	94595	94596	94597	94598	
Homelessness	77%	73%	71%	67%	71%
Climate change	58%	43%	60%	58%	54%
Affordability of housing	76%	79%	73%	67%	73%
The continued fiscal health of the City	96%	81%	86%	92%	88%

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Table 32: Priorities for City Surplus Funds, Part 1

Per City directives, when the City has a budget surplus, these funds are to be used for one-time expenditures or projects. First, please rate how much of a priority, if at all, it should be for the City to use any available surplus funds for the following initiatives. Then, please select the single initiative you think should be the top priority for these funds:(Percent "High" or "Medium" priority)	Zip Code				Overall
	94595	94596	94597	94598	
Repair streets and sidewalks	97%	96%	94%	95%	95%
Create additional downtown parking	85%	63%	81%	71%	74%
Upgrade/replace pool facilities	39%	47%	56%	59%	51%
Improve or expand parks and open space	66%	79%	83%	81%	78%
Improve recreation facilities	65%	75%	77%	73%	73%
Pay down unfunded pension liabilities	77%	69%	71%	80%	74%
Invest in technology	78%	75%	81%	80%	79%
Invest in affordable housing	78%	82%	75%	69%	75%