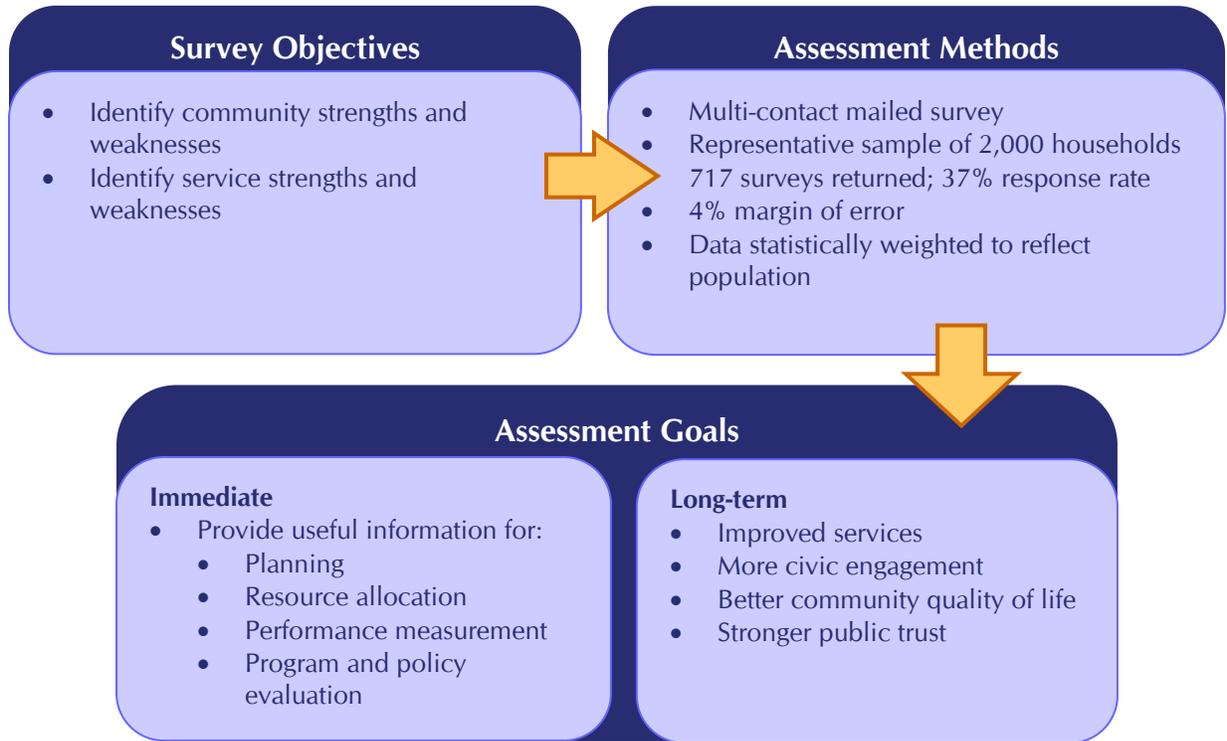# The National Citizen Survey™

CITY OF
WALNUT CREEK, CA
2012

Contents

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

Survey Objectives

- Identify community strengths and weaknesses
- Identify service strengths and weaknesses

Assessment Methods

- Multi-contact mailed survey
- Representative sample of 2,000 households
- 717 surveys returned; 37% response rate
- 4% margin of error
- Data statistically weighted to reflect population

Assessment Goals

Immediate
- Provide useful information for:
  - Planning
  - Resource allocation
  - Performance measurement
  - Program and policy evaluation

Long-term
- Improved services
- More civic engagement
- Better community quality of life
- Stronger public trust

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

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
Place to live

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling services

COMMUNITY INCLUSIVENESS

Sense of community
Racial and cultural acceptance
Senior, youth and low-income services

COMMUNITY DESIGN

Transportation
Ease of travel, transit services, street maintenance

Housing
Housing options, cost, affordability

Land Use and Zoning
New development, growth, code enforcement

Economic Sustainability
Employment, shopping and retail, City as a place to work

RECREATION AND WELLNESS

Parks and Recreation
Recreation opportunities, use of parks and facilities, programs and classes

Culture, Arts and Education
Cultural and educational opportunities, libraries, schools

Health and Wellness
Availability of food, health services, social services

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and religious events

Information and Awareness
Public information, publications, Web site

PUBLIC SAFETY

Safety in neighborhood and downtown
Crime victimization
Police, fire, EMS services
Emergency preparedness

PUBLIC TRUST

Cooperation in community
Value of services
Direction of community
Citizen involvement
Employees

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 717 completed surveys were obtained, providing an overall response rate of 37%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the City of Walnut Creek was developed in close cooperation with local jurisdiction staff. Walnut Creek staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. City of Walnut Creek staff also augmented The National Citizen Survey™ basic service through a variety of options including crosstabulation of results and several custom questions.

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 Walnut Creek Survey (717 completed surveys) is plus or minus four 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 56-64% 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 Walnut Creek, but from City of Walnut Creek 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 six 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 Walnut Creek chose to have comparisons made to the entire database. 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 Walnut Creek 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 Walnut Creek 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 Walnut Creek'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 Walnut Creek 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 Walnut Creek and believed the City was a good place to live. The overall quality of life in the City of Walnut Creek was rated as "excellent" or "good" by 96% of respondents. Almost all reported they plan on staying in the City of Walnut Creek for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were the overall image or reputation of Walnut Creek, the cleanliness of Walnut Creek, shopping opportunities, and the overall appearance of Walnut Creek. The two characteristics receiving the least positive ratings were traffic flow on major streets and the availability of affordable quality housing.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, 25 were above the national benchmark comparison, two were similar to the national benchmark comparison and three were below.

Residents in the City of Walnut Creek were somewhat civically engaged. While only 20% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 90% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the City of Walnut Creek, which was lower than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by the City of Walnut Creek as "good" or "excellent." This was much higher than the benchmark. Those residents who had interacted with an employee of the City of Walnut Creek 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 highly favorable ratings to almost all local government services. City services rated were able to be compared to the benchmark database. Of the 34 services for which comparisons were available, 32 were above the benchmark comparison, one was similar to the benchmark comparison and one was below.

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

- Health services
- Police services
- Power utility
- Traffic enforcement

For all key driver services, the City of Walnut Creek 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 Walnut Creek – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the City of Walnut Creek. Residents were asked whether they planned to move soon or if they would recommend the City of Walnut Creek to others. Intentions to stay and willingness to make recommendations provide evidence that the City of Walnut Creek offers services and amenities that work.

Almost all of the City of Walnut Creek'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. Ratings were similar compared when compared to the previous survey year.

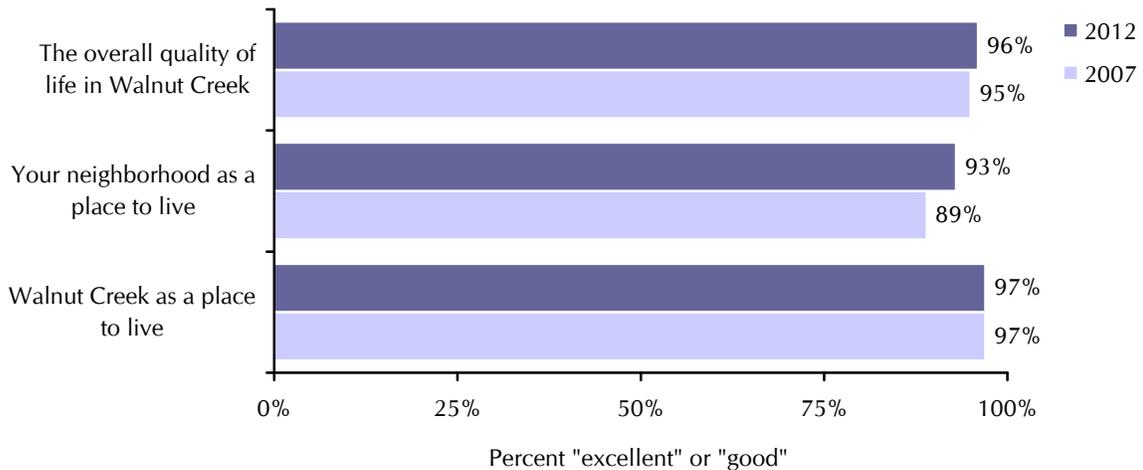FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY BY YEAR

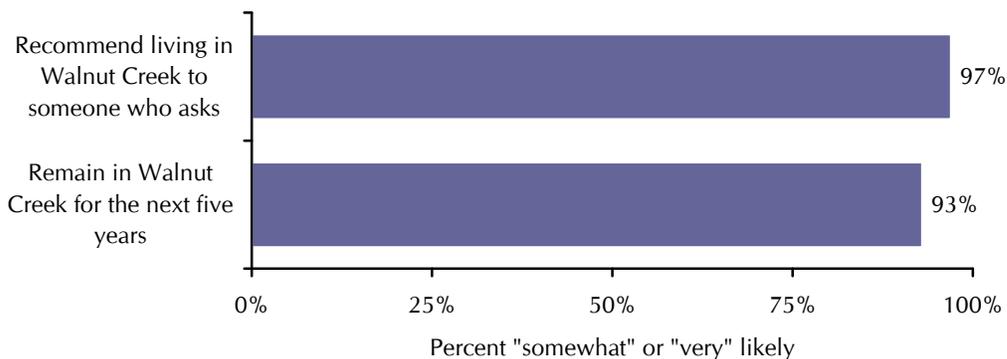FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Walnut Creek	Much above
Your neighborhood as place to live	Much above
Walnut Creek as a place to live	Much above
Recommend living in Walnut Creek to someone who asks	Much above
Remain in Walnut Creek for the next five years	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." The availability of paths and walking trails was given the most positive rating, followed by ease of BART travel in Walnut Creek. These ratings tended to be higher than the benchmark and similar when compared to the previous survey year.

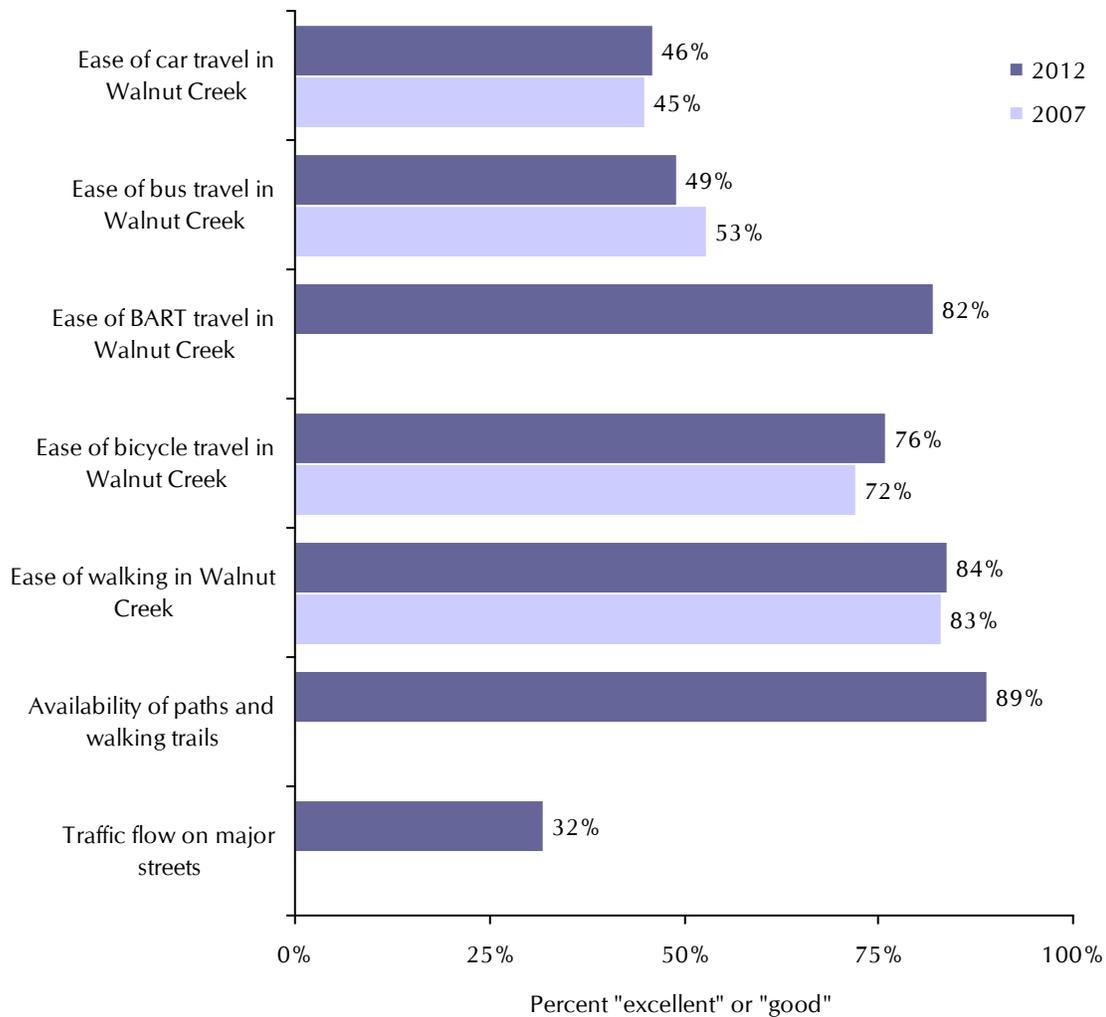FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY BY YEAR

FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Walnut Creek	Much below
Ease of bus travel in Walnut Creek	Above
Ease of BART travel in Walnut Creek	Much above
Ease of bicycle travel in Walnut Creek	Much above
Ease of walking in Walnut Creek	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much below

The National Citizen Survey™ by National Research Center, Inc.

Seven transportation services were rated in Walnut Creek. As compared to most communities across America, ratings tended to be favorable. Five were above the benchmark and two were similar to the benchmark. These ratings had remained stable when compared to the previous survey year.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

	Comparison to benchmark
Street repair	Much above
Street cleaning	Much above
Street lighting	Much above
Sidewalk maintenance	Much above
Traffic signal timing	Similar
Bus or transit services	Much above
Amount of public parking	Similar
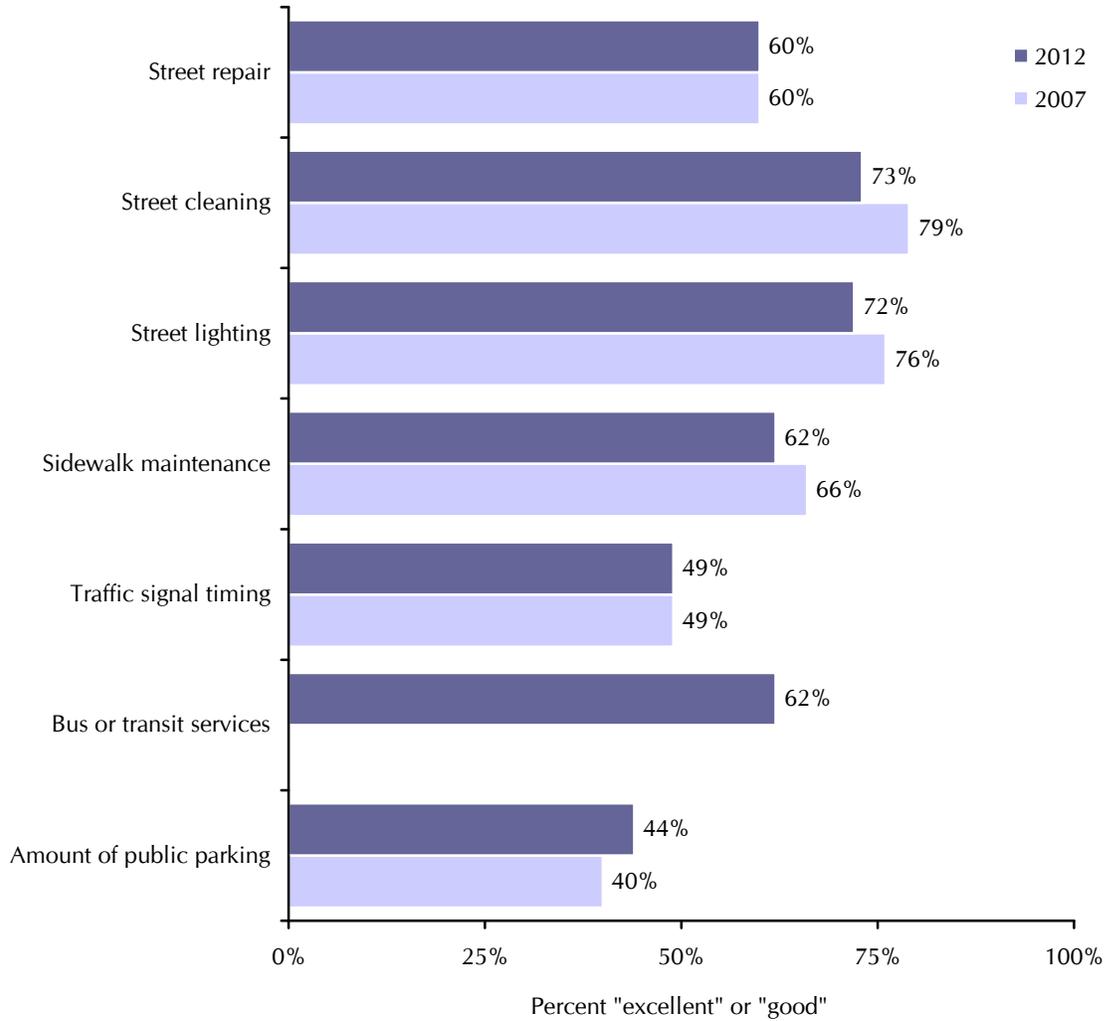
FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

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 main mode of use. However, 19% of work commute trips were made by transit, 4% by bicycle and 2% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS BY YEAR
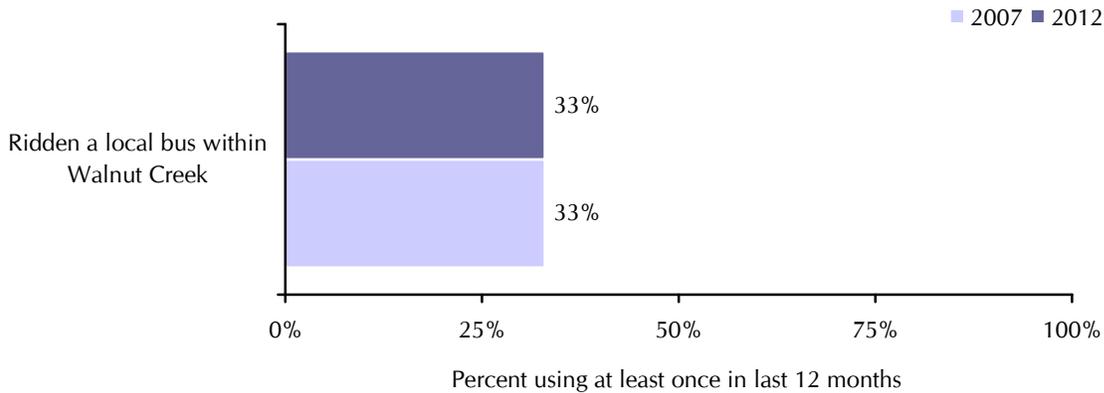
FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Walnut Creek	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE
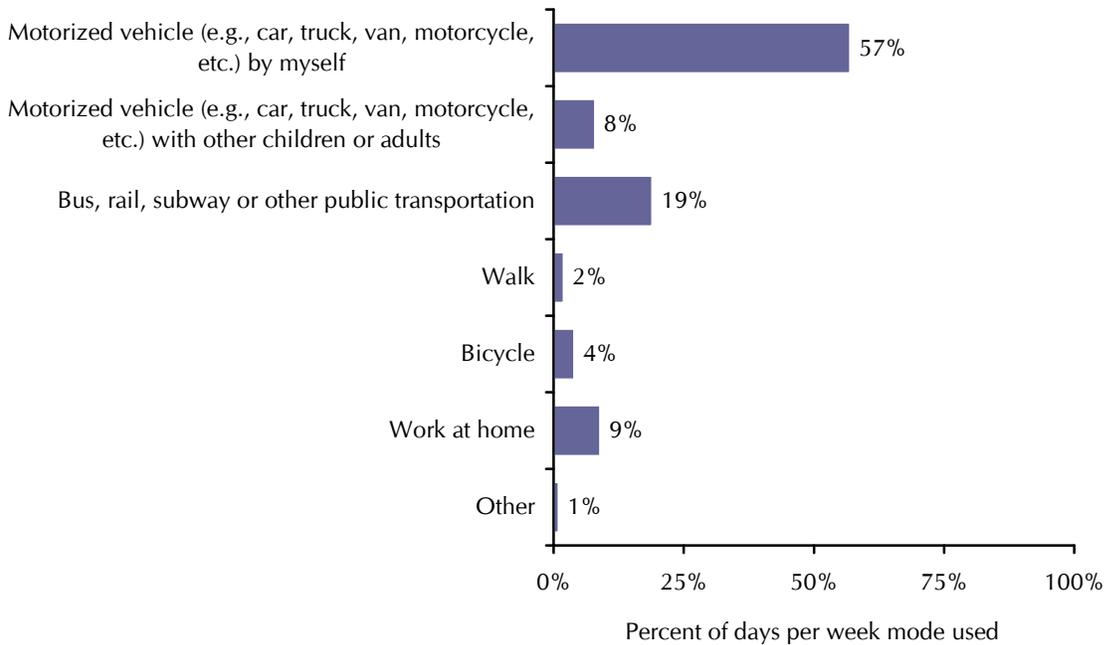
FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Much less

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 Walnut Creek 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 33% of respondents, while the variety of housing options was rated as "excellent" or "good" by 62% of respondents. The rating of perceived affordable housing availability was worse in the City of Walnut Creek than the ratings, on average, in comparison jurisdictions, but had increased over time.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY BY YEAR
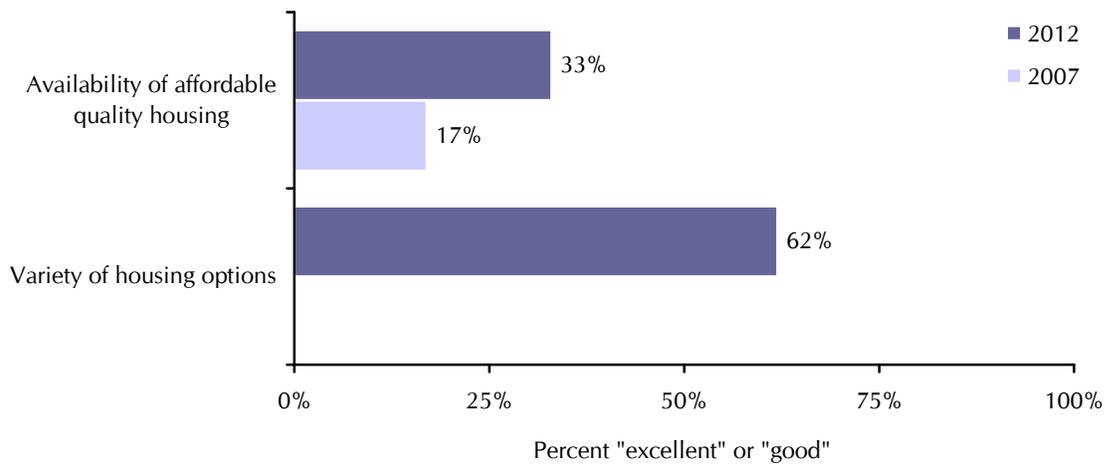
FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below
Variety of housing options	Above

To augment the perceptions of affordable housing in Walnut Creek, 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 Walnut Creek experiencing housing cost stress. About 36% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS EXPERIENCING HOUSING COST STRESS
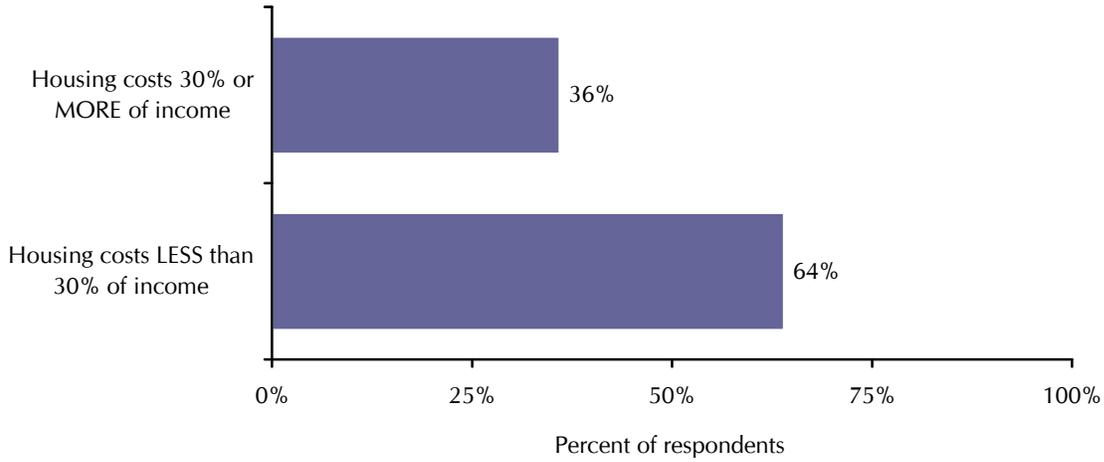
FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	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 Walnut Creek 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 Walnut Creek was rated as "excellent" or "good" by 76% of respondents. The overall appearance of Walnut Creek was rated as "excellent" or "good" by 94% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the City of Walnut Creek, 2% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated much above the benchmark. Ratings had remained stable over time.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR
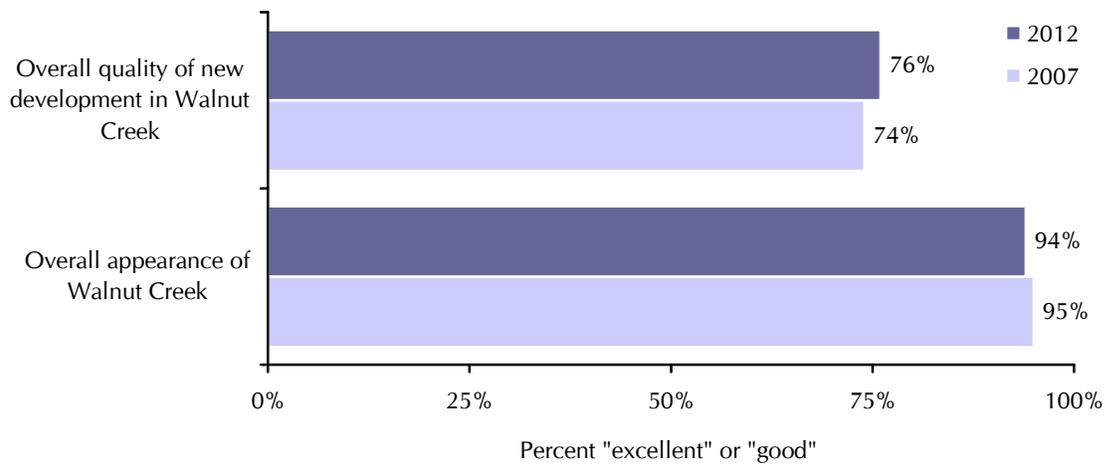
FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Walnut Creek	Much above
Overall appearance of Walnut Creek	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH BY YEAR

Population growth seen as too fast

■ 2012
■ 2007

37%

44%

0%   25%   50%   75%   100%

Percent of respondents
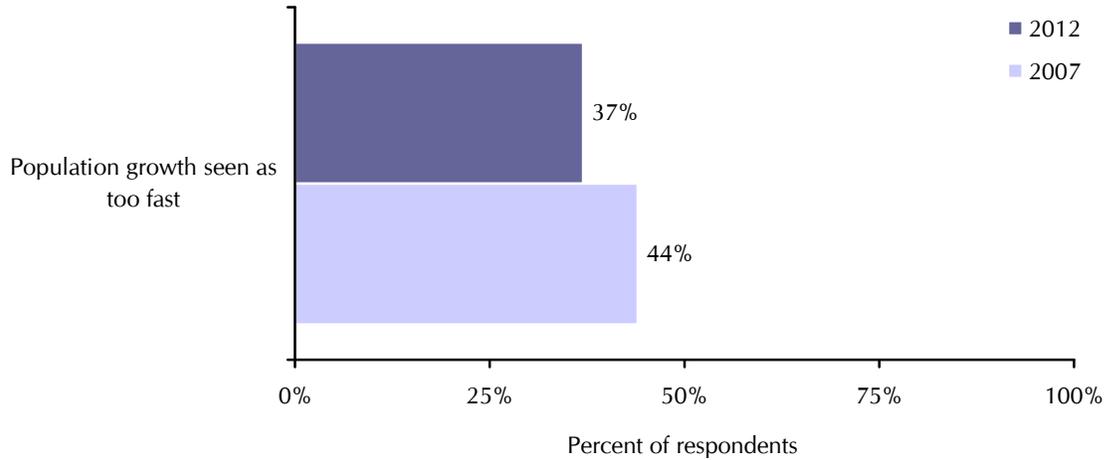
FIGURE 21: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much less

FIGURE 22: RATINGS OF NUISANCE PROBLEMS BY YEAR

To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Walnut Creek?

■ 2012
■ 2007

2%

1%

0%   25%   50%   75%   100%

Percent a "major" problem
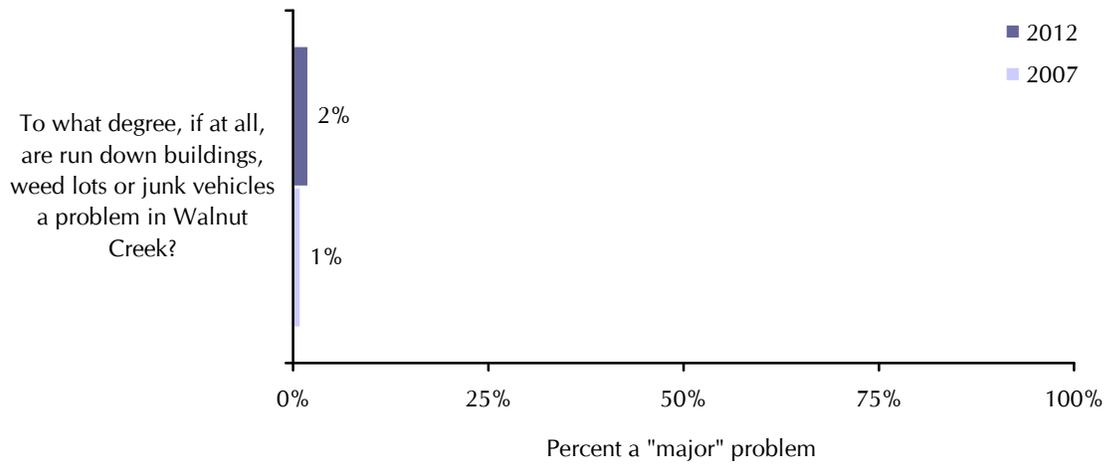
FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

The National Citizen Survey™

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

Percent "excellent" or "good"
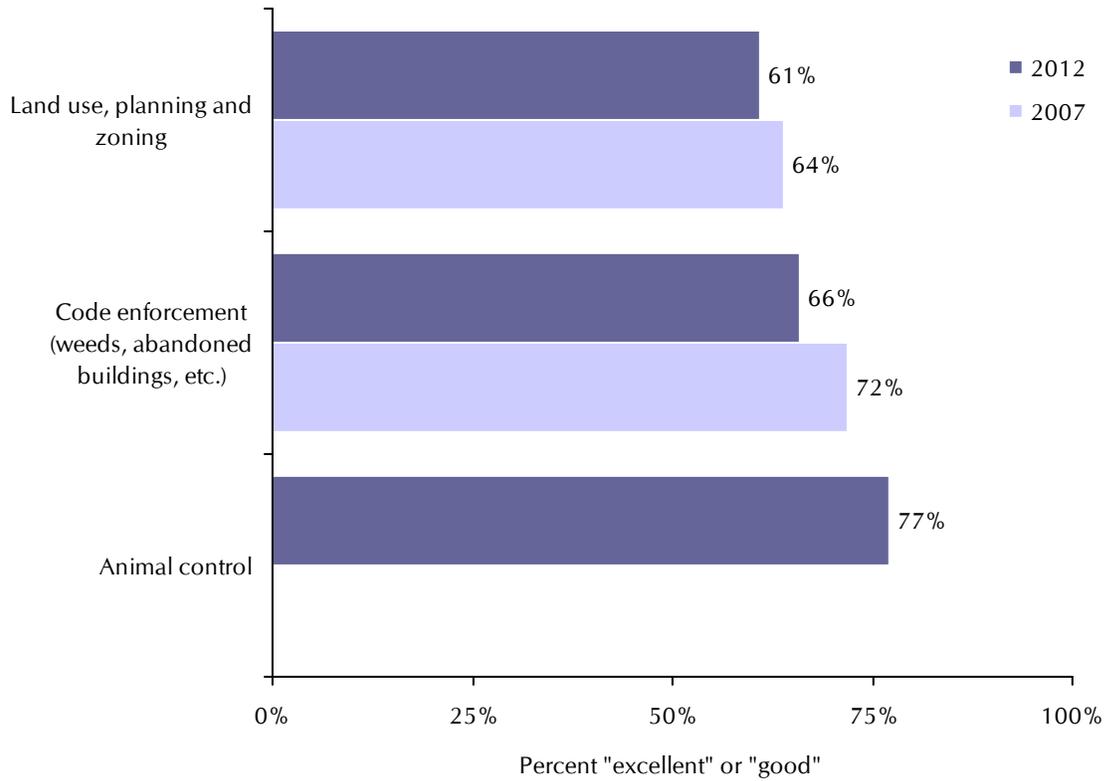
FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	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 shopping opportunities and the overall quality of business and service establishments in Walnut Creek. Employment opportunities received the lowest ratings and had declined over time. Other ratings had remained stable over time.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BY YEAR

Percent "excellent" or "good"
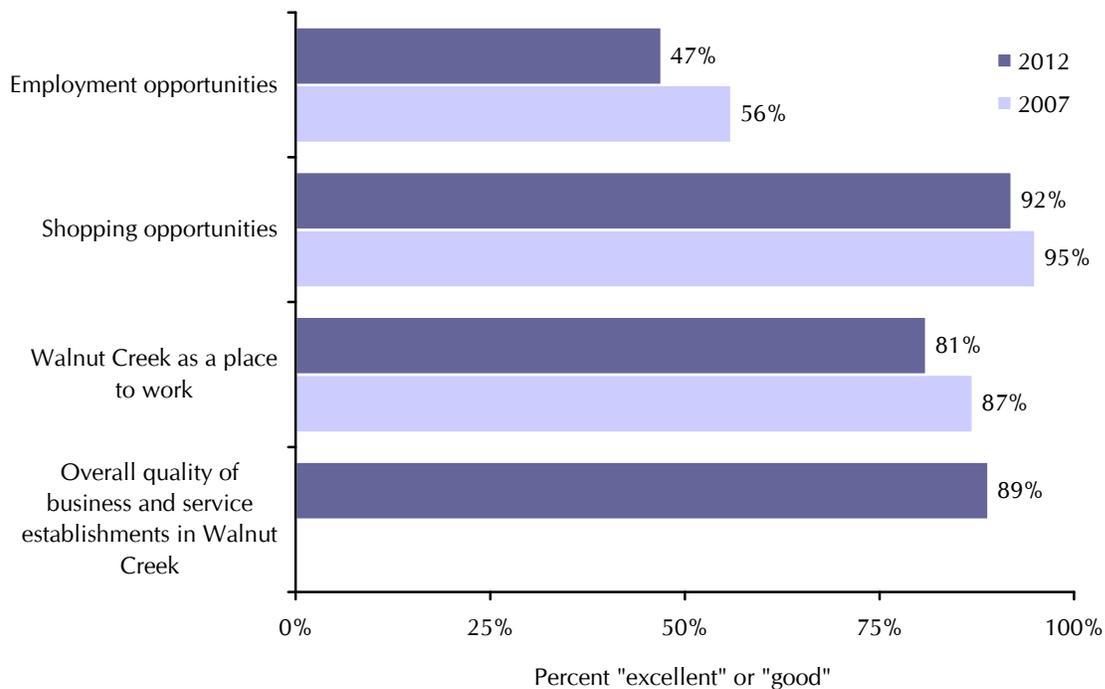
FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Walnut Creek as a place to work	Much above
Overall quality of business and service establishments in Walnut Creek	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 Walnut Creek, 72% responded that it was "too slow," while 10% reported retail growth as "too slow." Fewer residents in Walnut Creek compared to other jurisdictions believed that retail growth was too slow. A much smaller proportion of residents believed that jobs growth was too slow, this proportion had increased over the past five years.

FIGURE 28: RATINGS OF RETAIL AND JOB GROWTH BY YEAR
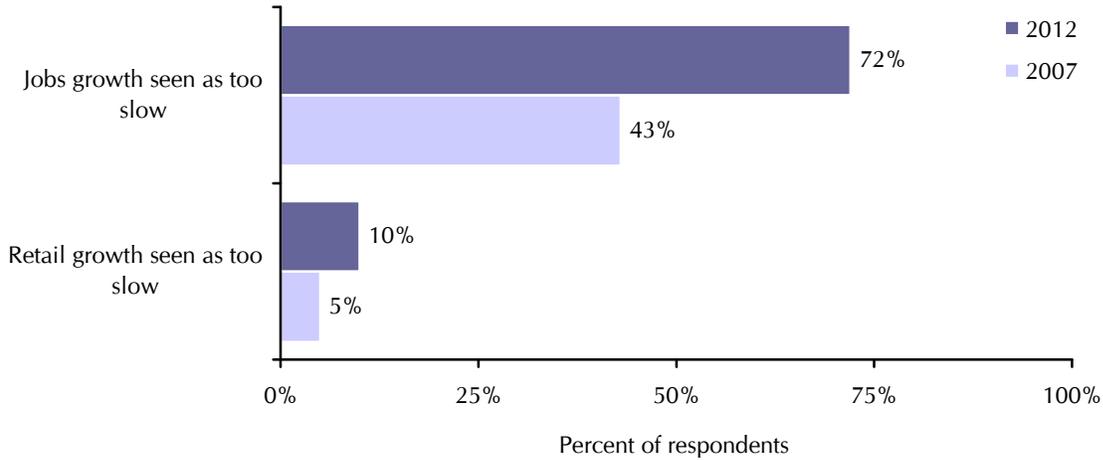
FIGURE 29: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	Less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR
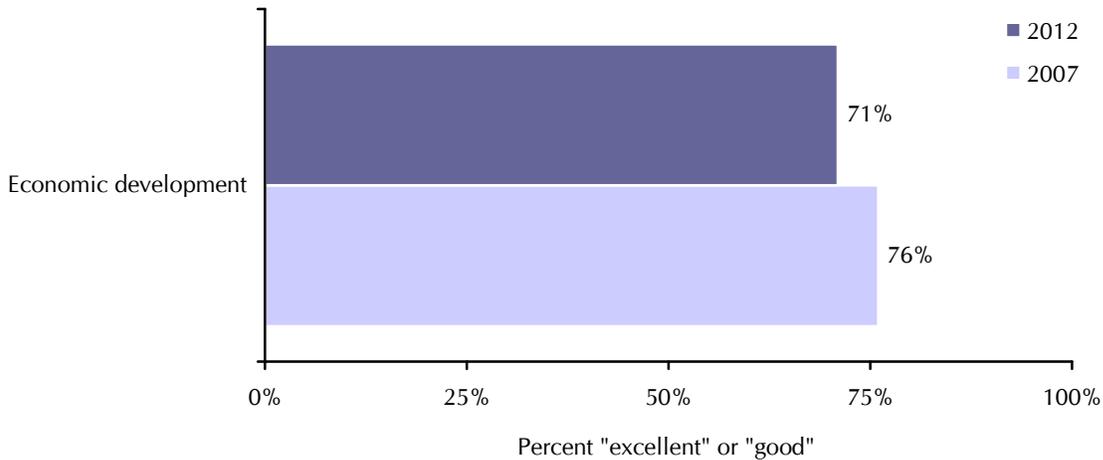
FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

Residents were asked to reflect on their economic prospects in the near term. Twenty-three percent of the City of Walnut Creek 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 greater than comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR
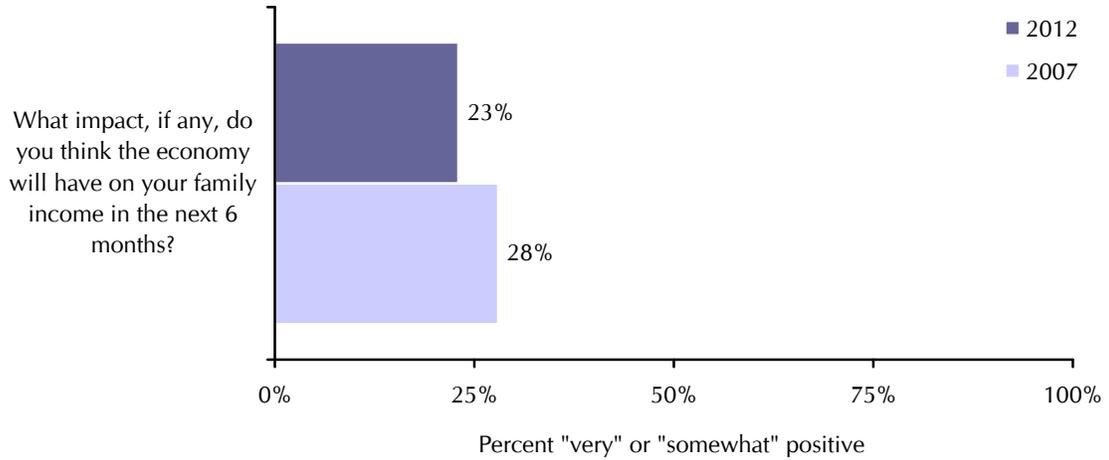
FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Above

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 Walnut Creek. About 88% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 86% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety. These ratings had remained stable over time.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY BY YEAR
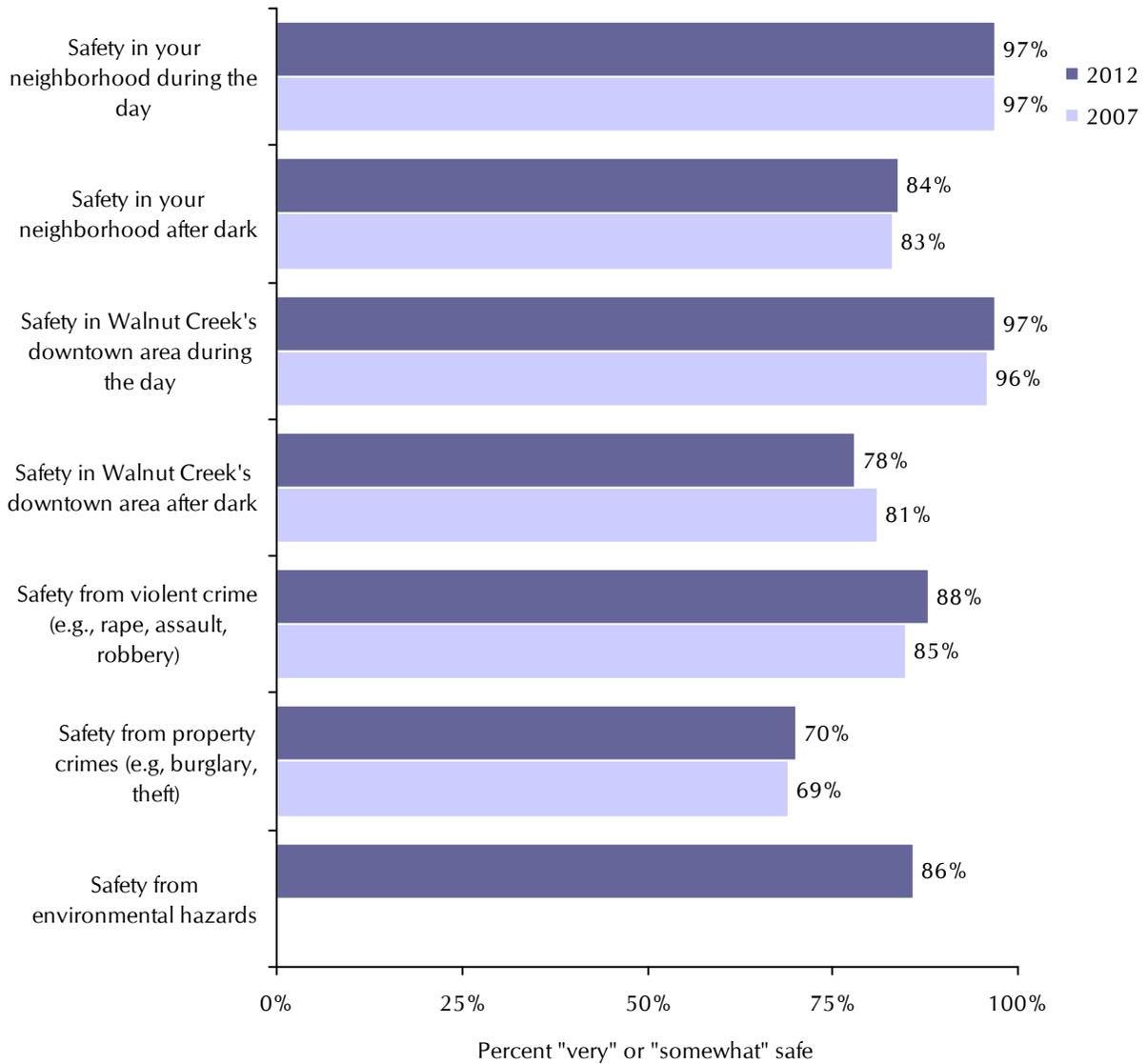
FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Walnut Creek's downtown area during the day	Much above
In Walnut Creek's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Much above

As assessed by the survey, 12% 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, 82% had reported it to police. Compared to other jurisdictions about the same percent of Walnut Creek residents had been victims of crime in the 12 months preceding the survey and more Walnut Creek residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING BY YEAR
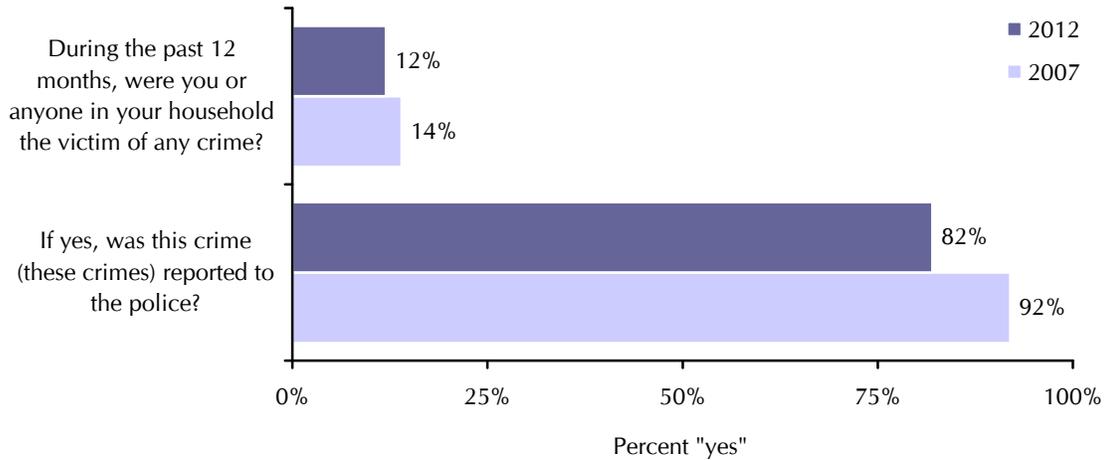
FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Similar
Reported crimes	More

Residents rated six City public safety services; of these, all were rated above the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings. These ratings were similar when compared to the previous survey year.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR

Percent "excellent" or "good"
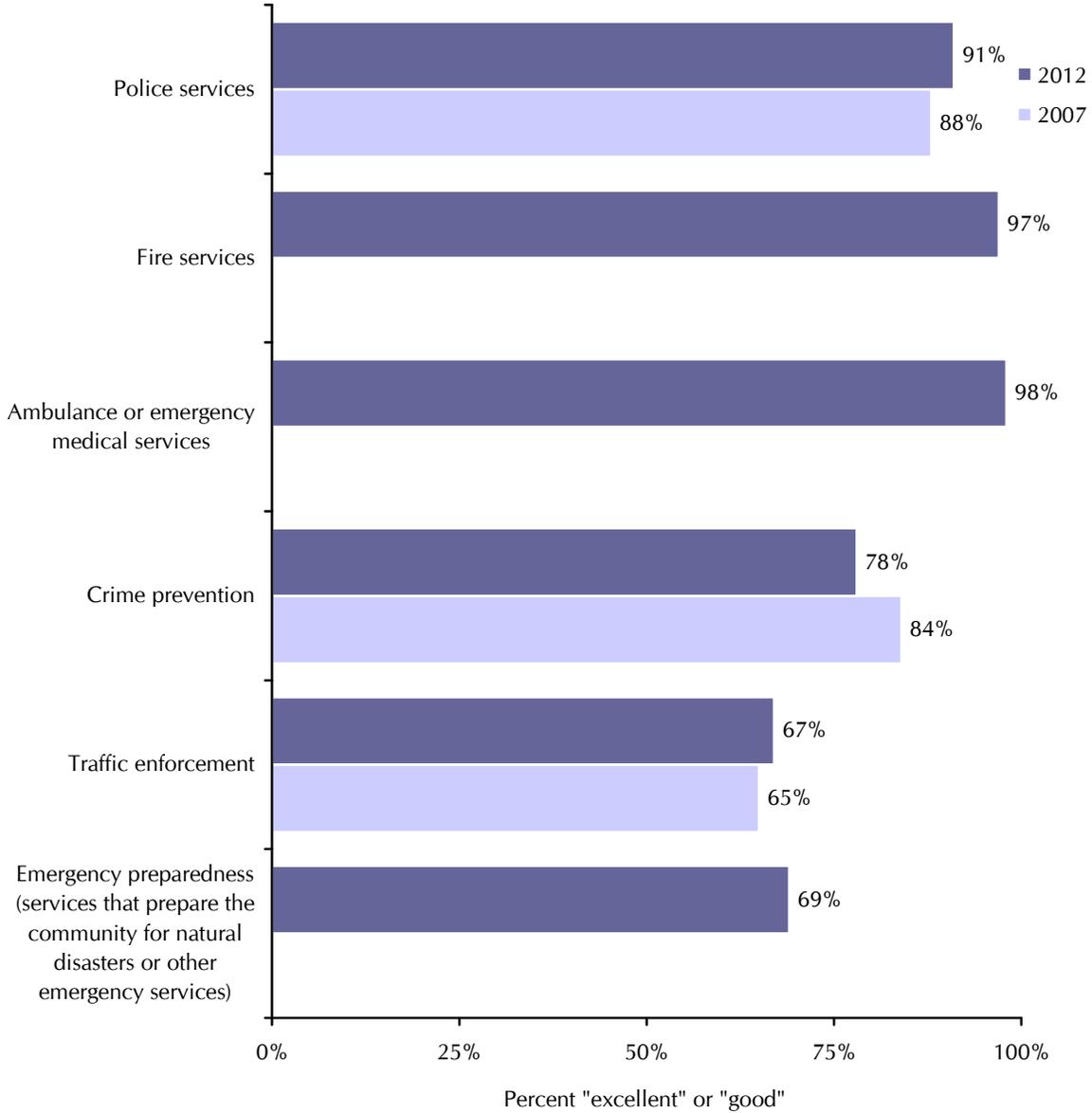
FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Much above
Fire services	Much above
Ambulance or emergency medical services	Much above
Crime prevention	Much above
Traffic enforcement	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Above

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

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

Good
34%

Fair
13%

Yes
26%

Excellent
45%

Poor
8%

No
74%

What was your overall impression of your most recent contact with the City of Walnut Creek Police Department?
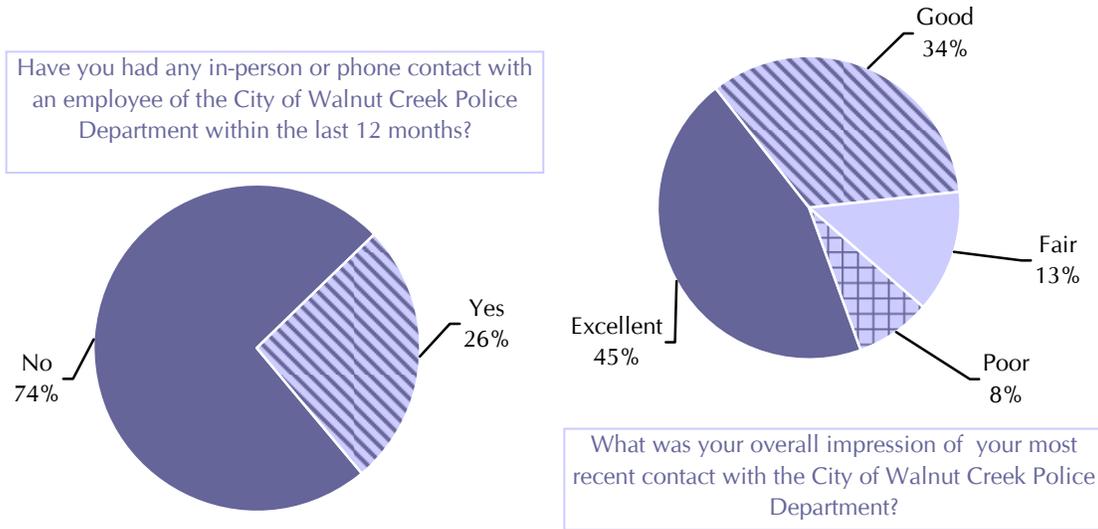
FIGURE 41: CONTACT WITH POLICE DEPARTMENT BENCHMARKS

	Comparison to benchmark
Had contact with the City of Walnut Creek Police Department	Much less
Overall impression of most recent contact with the City of Walnut Creek Police Department	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 Walnut Creek 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 89% of survey respondents. The cleanliness of Walnut Creek received the highest rating, and it was much above the benchmark.

FIGURE 42: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT BY YEAR
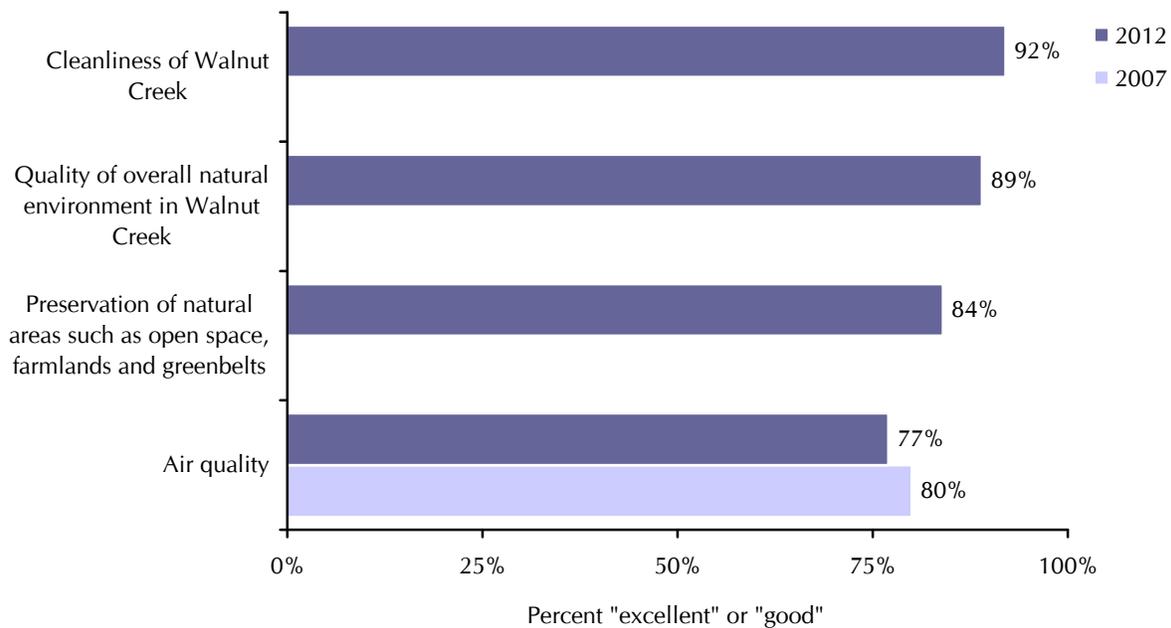
FIGURE 43: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Walnut Creek	Much above
Quality of overall natural environment in Walnut Creek	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Much above

Resident recycling was much greater than recycling reported in comparison communities and was similar to the amount of recycling reported in the previous survey year.

FIGURE 44: FREQUENCY OF RECYCLING IN LAST 12 MONTHS BY YEAR
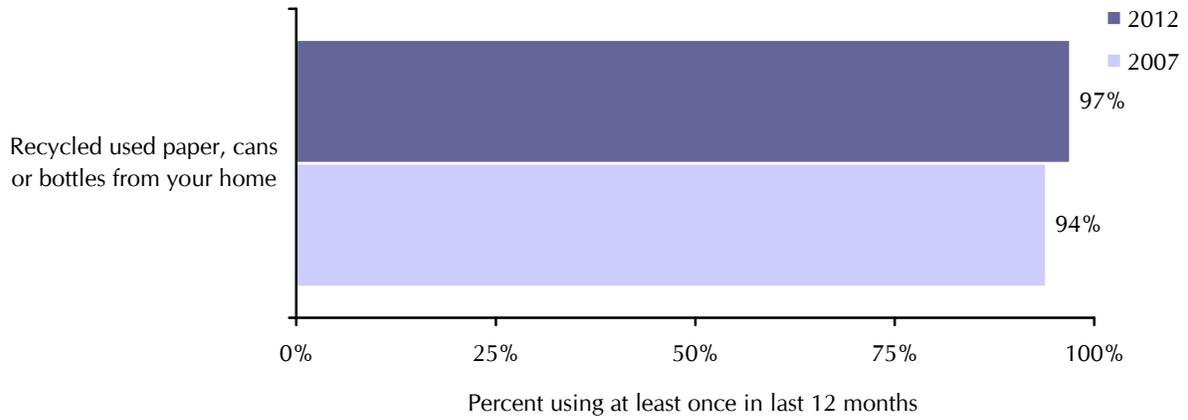
FIGURE 45: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the seven utility services rated by those completing the questionnaire, all were higher than the benchmark comparison. The rating for storm drainage had increased over time.

FIGURE 46: RATINGS OF UTILITY SERVICES BY YEAR

Percent "excellent" or "good"
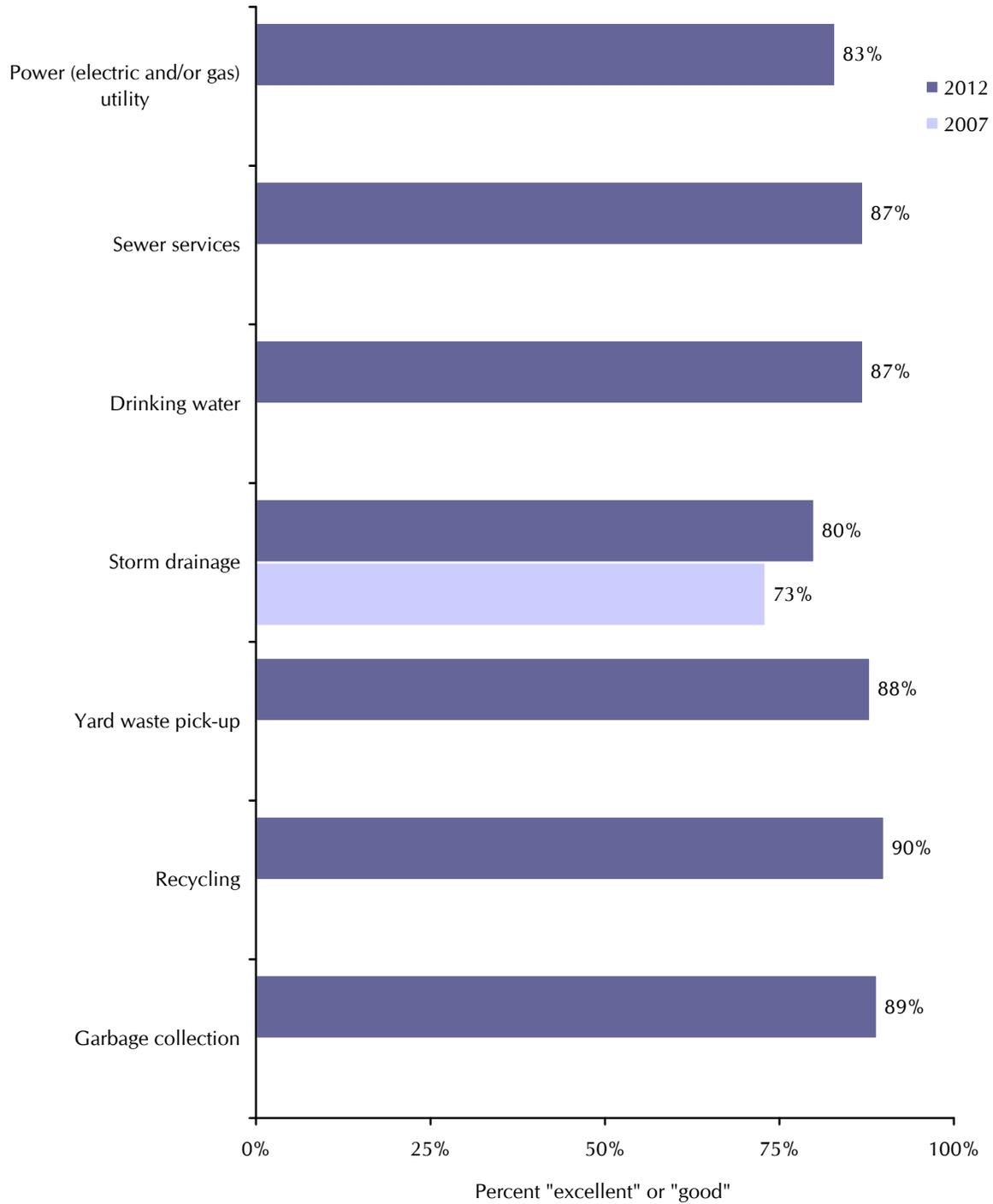
FIGURE 47: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Above
Sewer services	Much above
Drinking water	Much above
Storm drainage	Much above
Yard waste pick-up	Much above
Recycling	Much above
Garbage collection	Above

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 Walnut Creek were rated positively as were services related to parks and recreation. City parks, Recreation programs or classes and Recreation centers or facilities were rated much higher than the benchmark. Parks and recreation ratings have stayed constant over time.

Resident use of Walnut Creek parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Walnut Creek recreation centers was smaller than the percent of users in comparison jurisdictions. However, recreation program use in Walnut Creek was the same as use in comparison jurisdictions. The amount of use was similar to reported use in the previous survey year.

FIGURE 48: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES BY YEAR
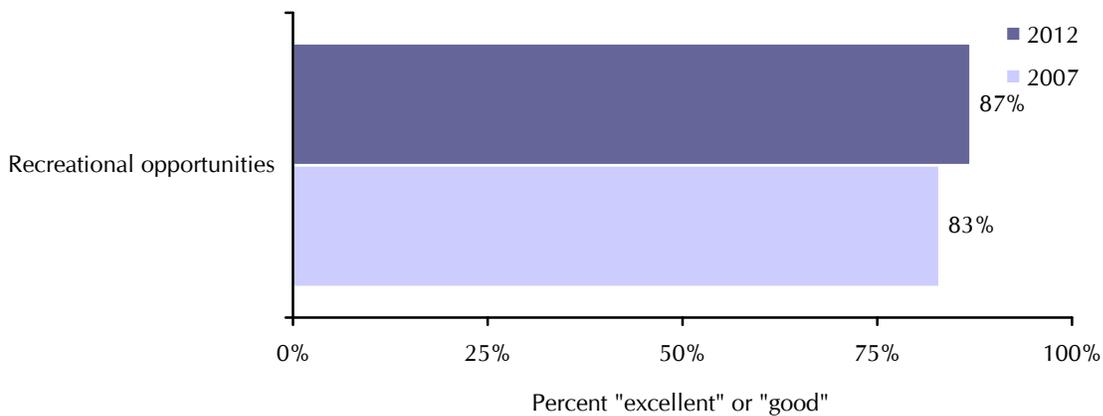
FIGURE 49: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much above

FIGURE 50: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BY YEAR

Percent using at least once in last 12 months
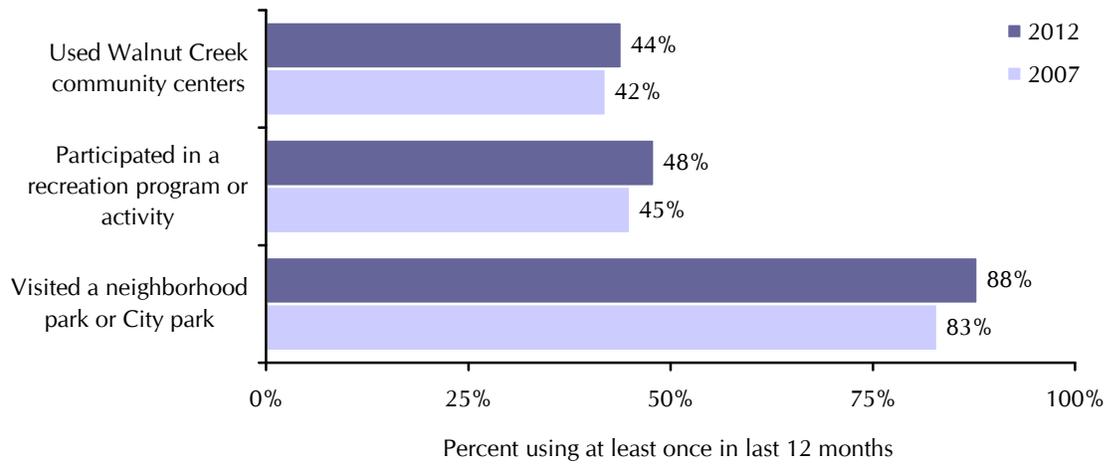
FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Walnut Creek community centers	Much less
Participated in a recreation program or activity	Similar
Visited a neighborhood park or City park	Similar

FIGURE 52: RATINGS OF PARKS AND RECREATION SERVICES BY YEAR

Percent "excellent" or "good"
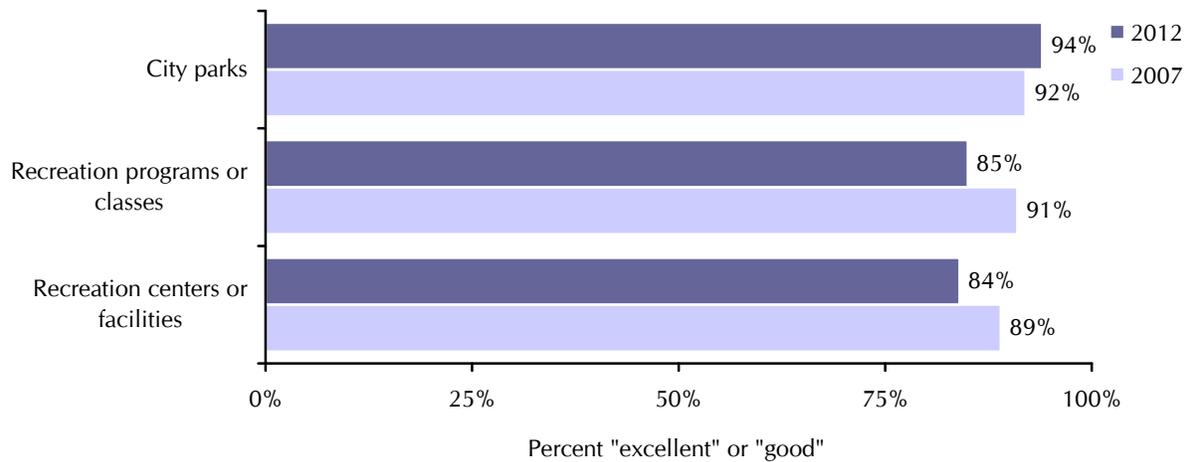
FIGURE 53: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	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 78% of respondents. Educational opportunities were rated as "excellent" or "good" by 70% of respondents. Compared to the benchmark data, educational opportunities were much above the average of comparison jurisdictions, as were cultural activity opportunities. The rating for educational opportunities had decreased over the past five years.

About 78% of Walnut Creek residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was similar to comparison jurisdictions and had increased over time.

FIGURE 54: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

Percent "excellent" or "good"
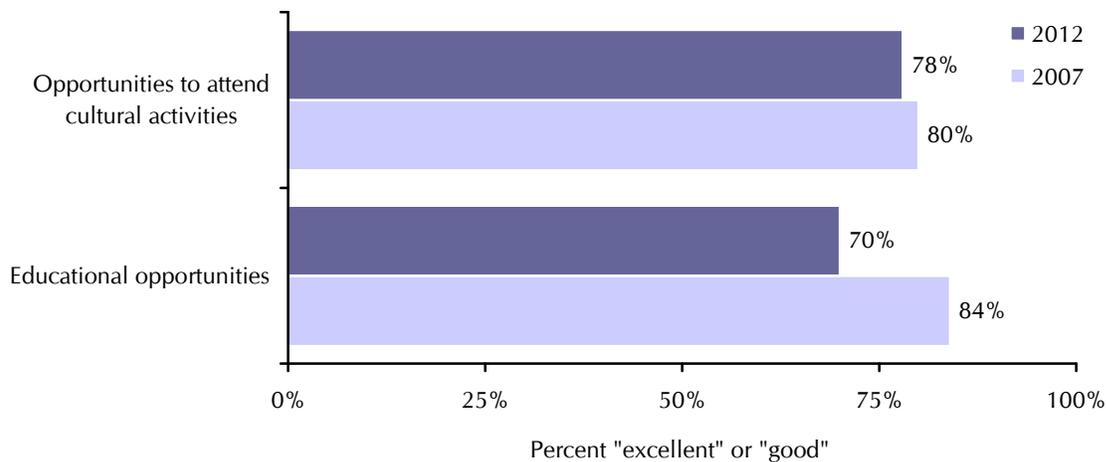
FIGURE 55: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above
Educational opportunities	Much above

FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

Percent using at least once in the last 12 months
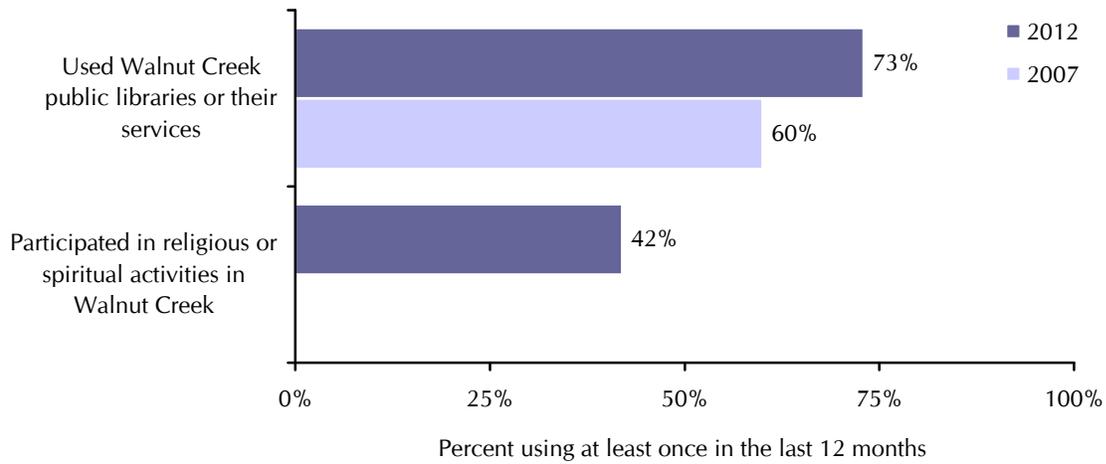
FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Walnut Creek public libraries or their services	Similar
Participated in religious or spiritual activities in Walnut Creek	Much less

FIGURE 58: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

Percent "excellent" or "good"
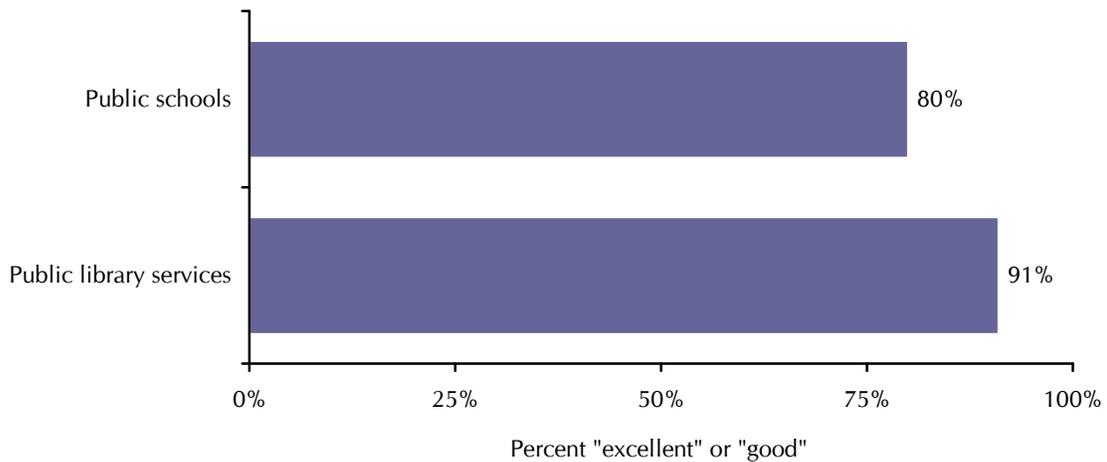
FIGURE 59: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Much 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 Walnut Creek 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 Walnut Creek.

Among Walnut Creek residents, 74% rated affordable quality health care as "excellent" or "good." Those ratings were much above the ratings of comparison communities and were the same as ratings from the previous survey.

FIGURE 60: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR
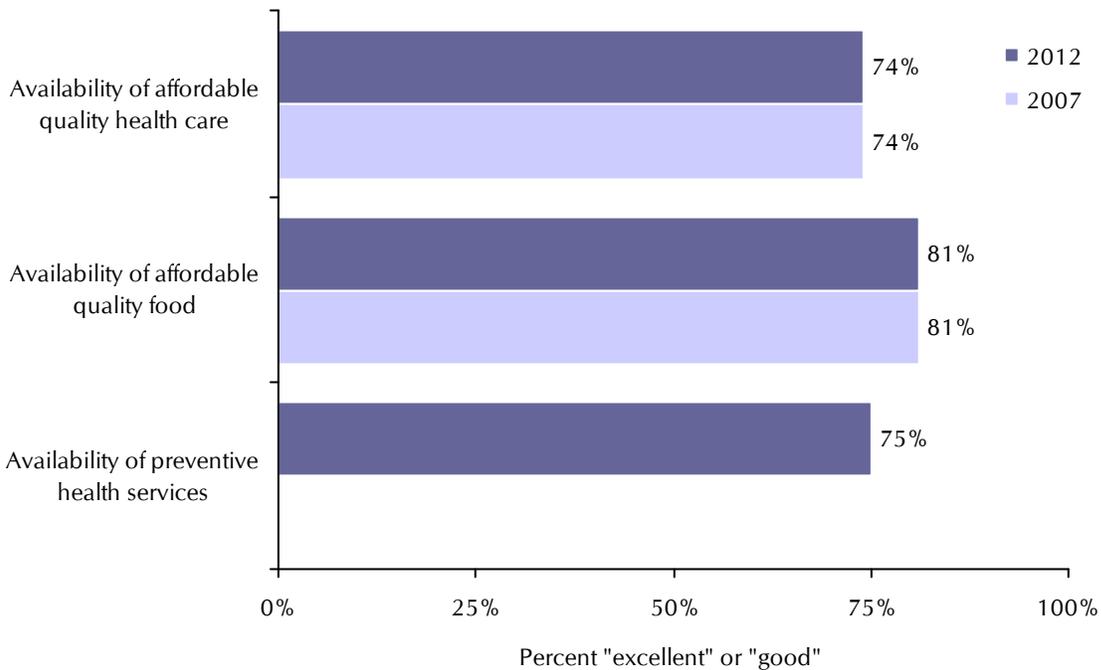
FIGURE 61: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much above
Availability of affordable quality food	Much above
Availability of preventive health services	Much above

Health services offered in the City of Walnut Creek were rated "excellent" or "good" by 87% of respondents and were much above the benchmark.

FIGURE 62: RATINGS OF HEALTH AND WELLNESS SERVICES
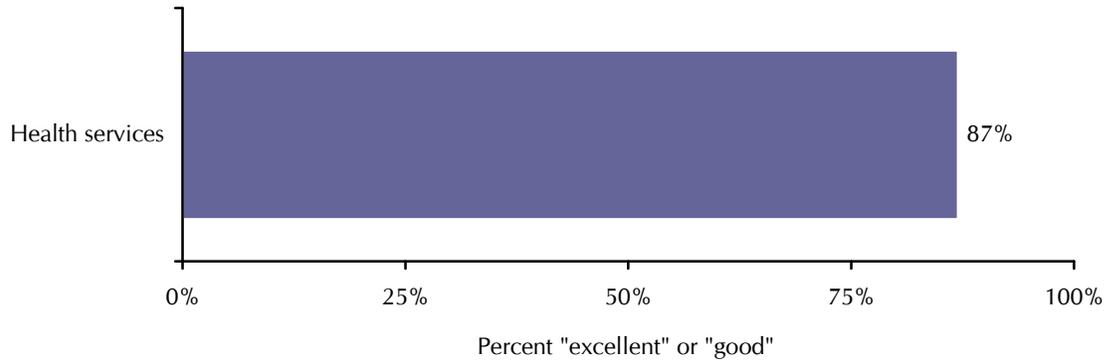
FIGURE 63: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	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 Walnut Creek 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.

Almost all residents rated the City of Walnut Creek as an "excellent" or "good" place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." The availability of affordable quality child care was rated the lowest by residents and was similar to the benchmark. These ratings had remained stable since 2007.

FIGURE 64: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS BY YEAR
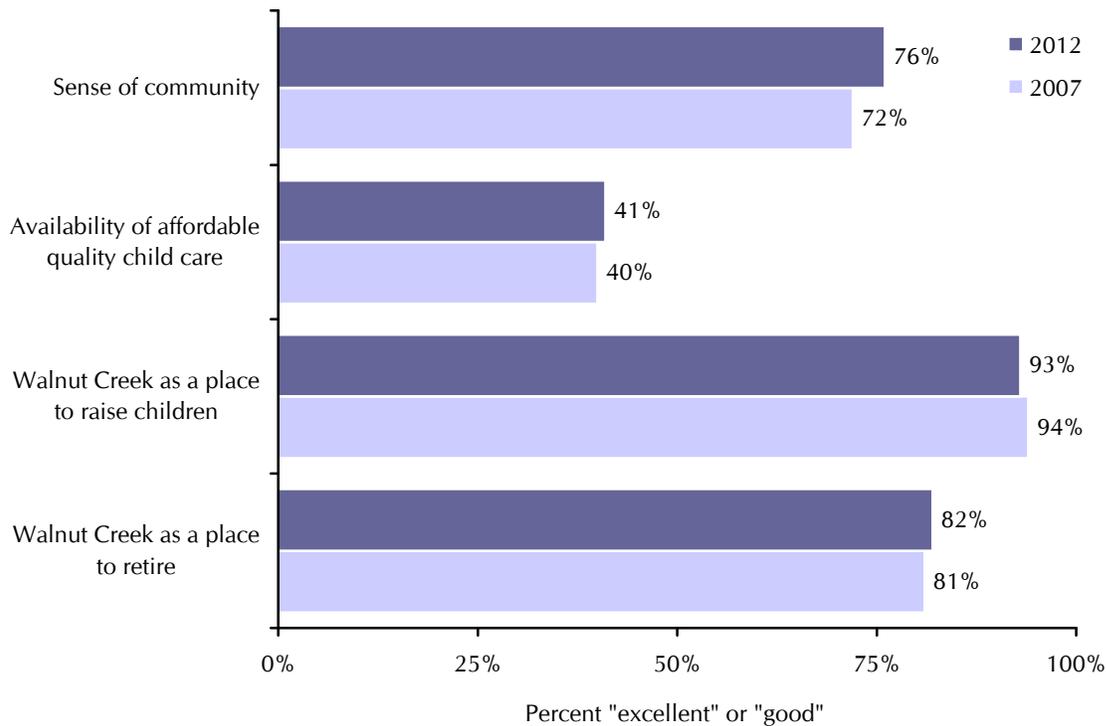
FIGURE 65: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much above
Availability of affordable quality child care	Similar
Walnut Creek as a place to raise kids	Much above
Walnut Creek as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 41% to 85% with ratings of "excellent" or "good." Services to seniors and youth were much above the benchmark while services to low-income people were below the benchmark. The ratings for these services had increased over time.

FIGURE 66: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR
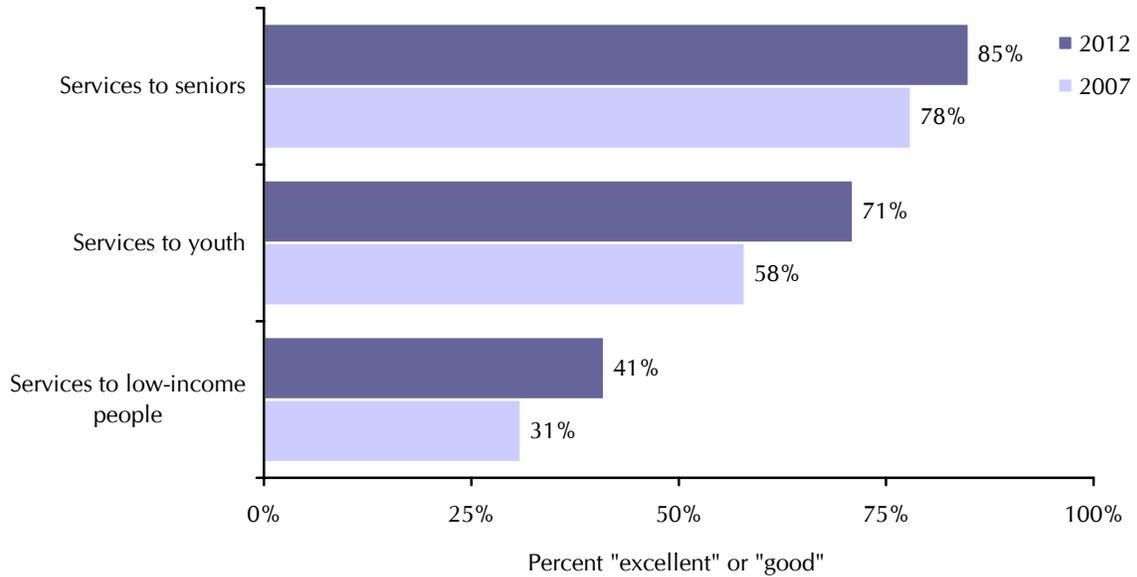
FIGURE 67: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Much above
Services to youth	Much above
Services to low income people	Below

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. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

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

Ratings of civic engagement opportunities were above ratings from comparison jurisdictions where these questions were asked.

FIGURE 68: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES
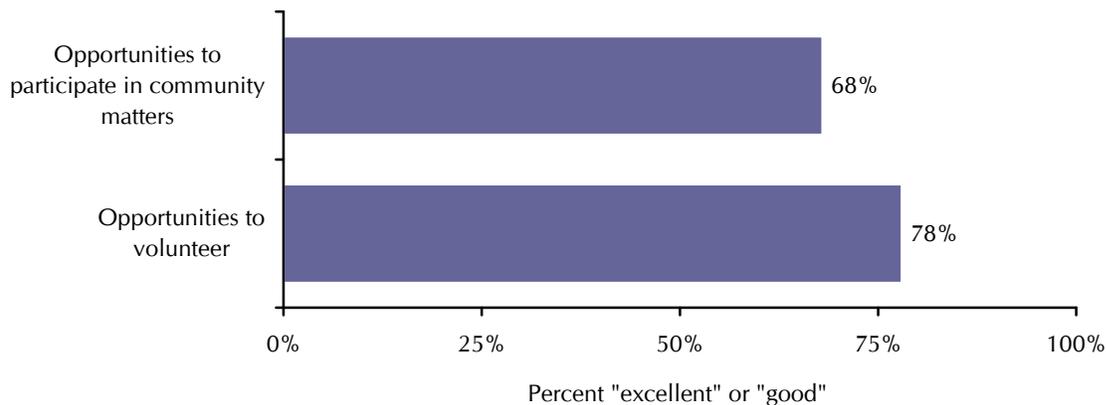
FIGURE 69: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Above

Most of the participants in this survey had not attended a public meeting, volunteered time to a group 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 had participated in a club or civic group or who had provided help to friend or neighbor showed similar rates of involvement; while volunteerism and those who had attend or watched a public meeting showed lower rates of community engagement.

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR[1]

Percent participating at least once in the last 12 months
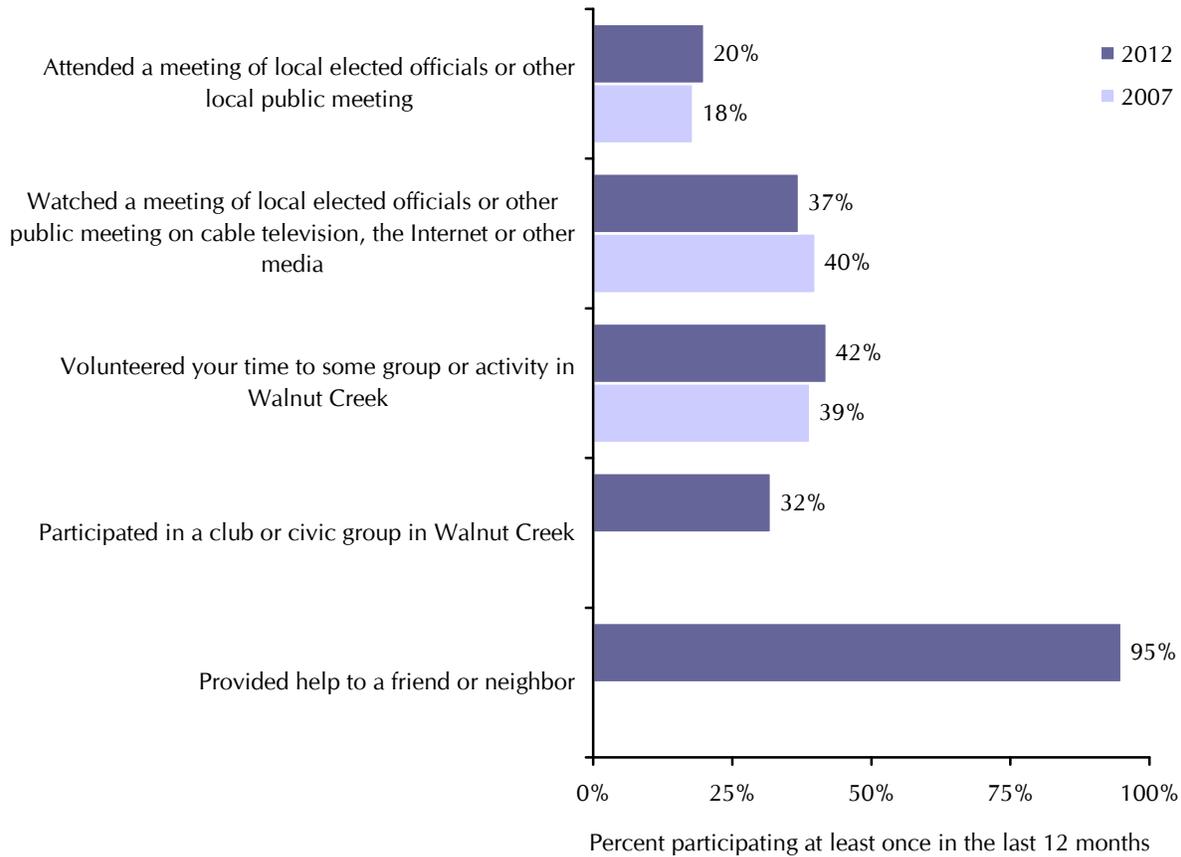
FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much less
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Less
Volunteered your time to some group or activity in Walnut Creek	Less
Participated in a club or civic group in Walnut Creek	Similar
Provided help to a friend or neighbor	Similar

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[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 Walnut Creek residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-eight percent reported they were registered to vote and 87% indicated they had voted in the last general election. This rate of self-reported voting was much higher than that of comparison communities.

FIGURE 72: REPORTED VOTING BEHAVIOR BY YEAR
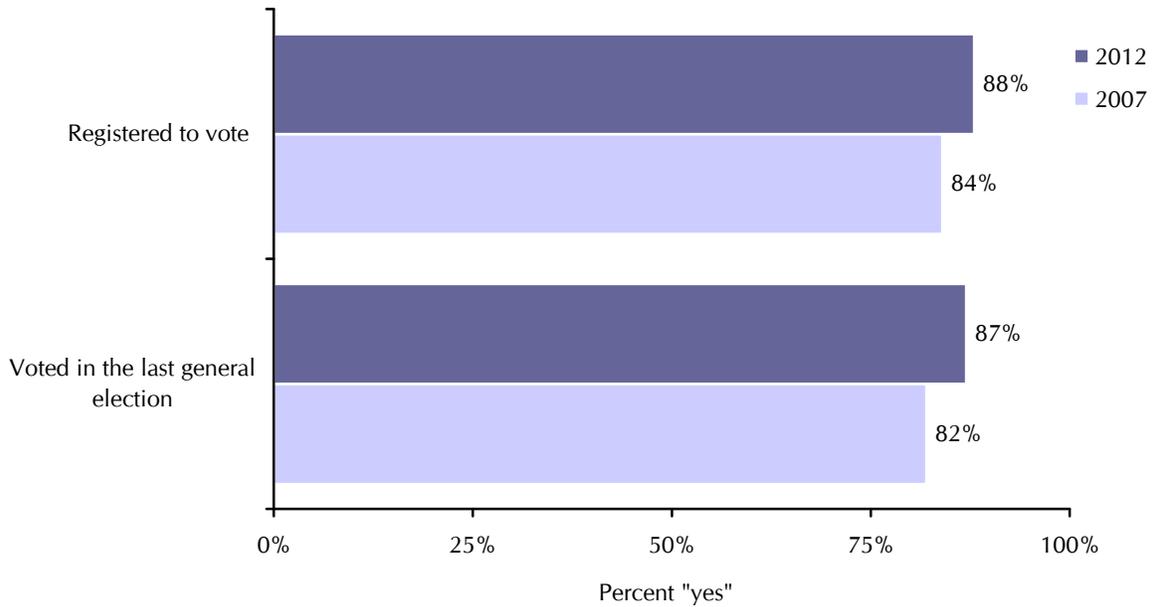
Note: In addition to the removal of "don't know" responses, those who said "ineligible to vote" also have been omitted from this calculation. The full frequencies appear in Appendix A.

FIGURE 73: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Much more

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 Walnut Creek Web site in the previous 12 months, 53% reported they had done so at least once.

FIGURE 74: USE OF INFORMATION SOURCES BY YEAR

Percent using at least once in last 12 months
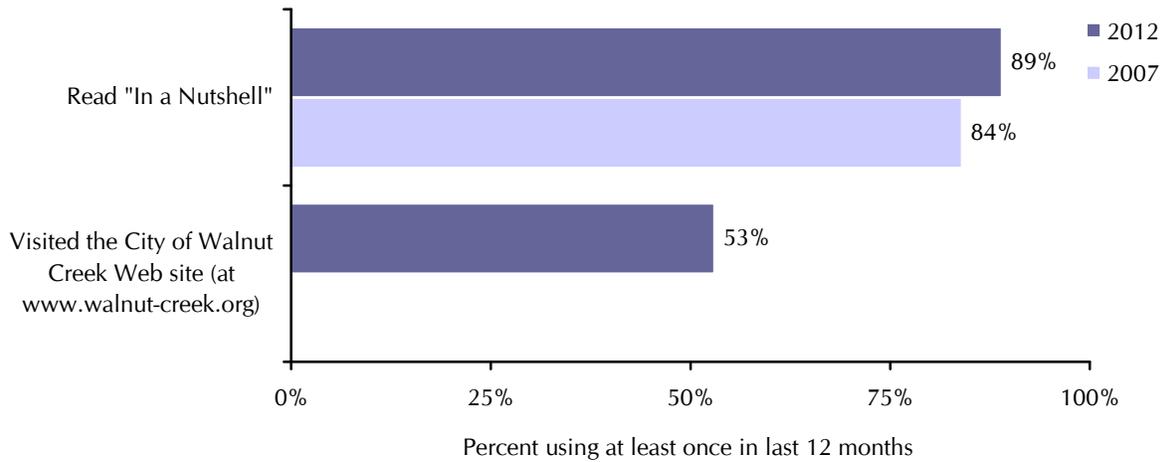
FIGURE 75: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read "In a Nutshell" Newsletter	Much more
Visited the City of Walnut Creek Web site	Much less

FIGURE 76: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

Percent "excellent" or "good"
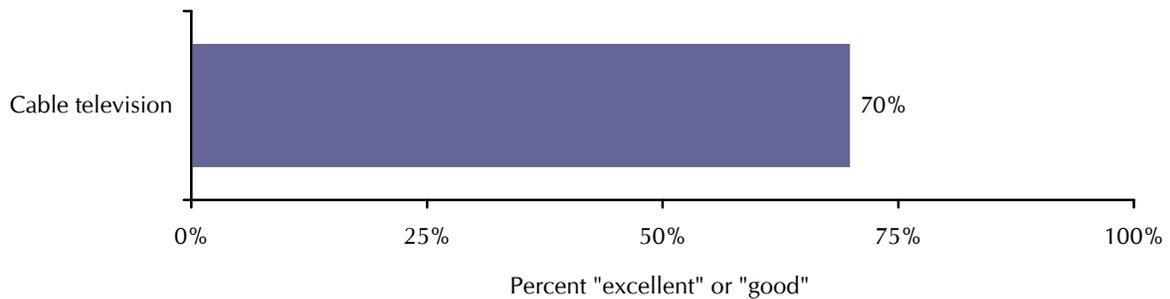
FIGURE 77: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 77% of respondents and were much above the benchmark.

FIGURE 78: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES
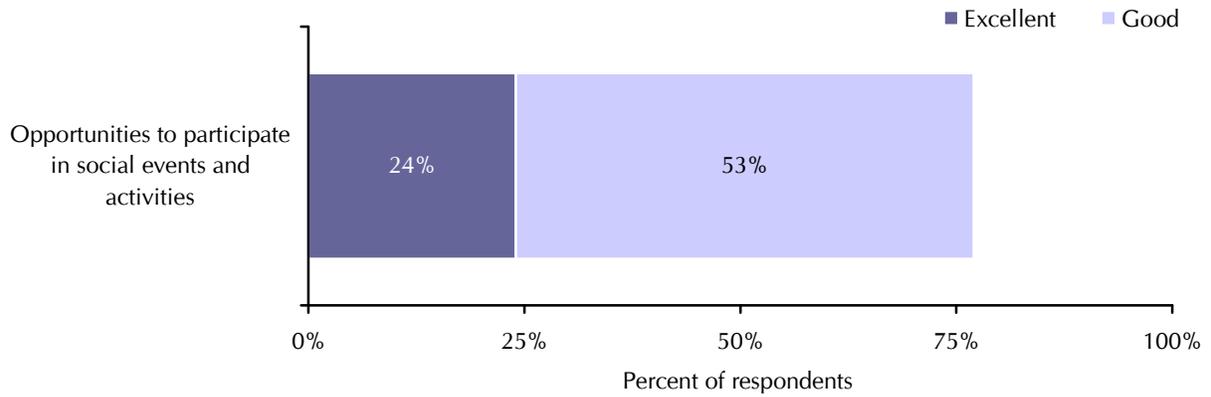
FIGURE 79: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above

Residents in Walnut Creek reported a strong amount of neighborliness. About half 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 80: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?

Several times a month 24%

Less than several times a month 25%

Several times a week 31%

Just about everyday 20%
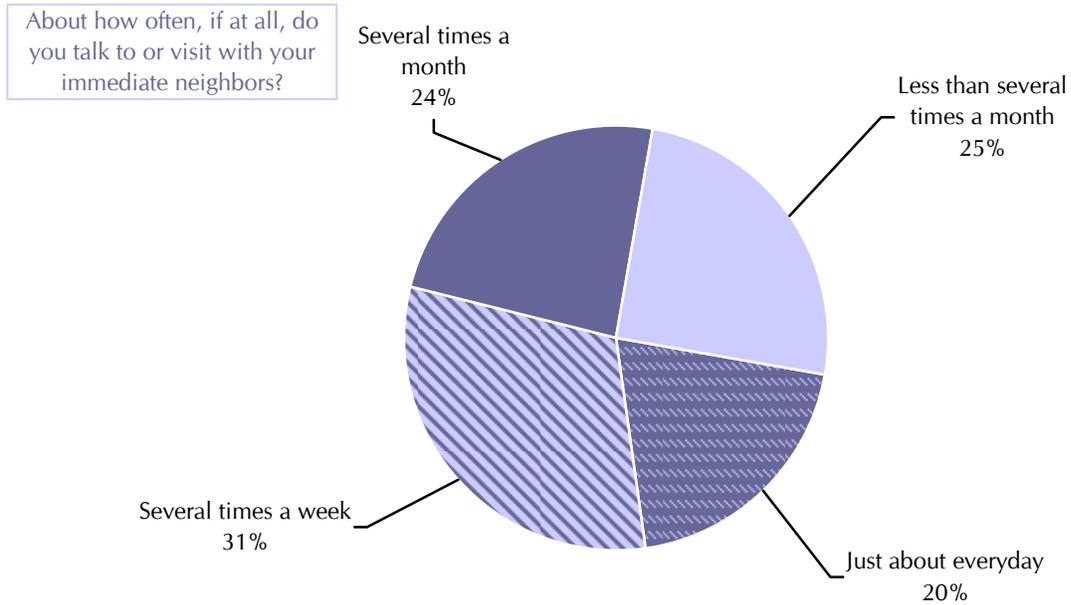
FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	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 Walnut Creek 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 Walnut Creek 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 Walnut Creek 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 Walnut Creek does at welcoming citizen involvement, 64% rated it as "excellent" or "good." Of these four ratings, all were much above the benchmark.

FIGURE 82: PUBLIC TRUST RATINGS BY YEAR
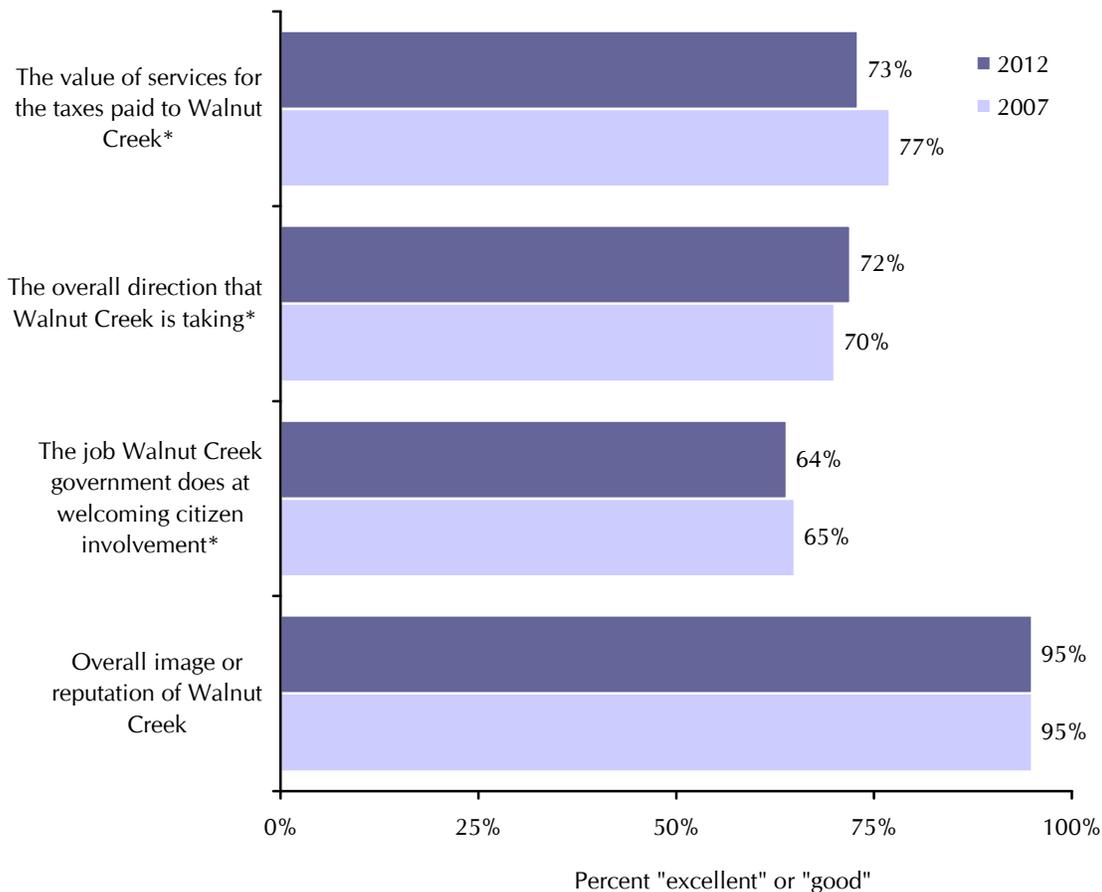
* For jurisdictions that have conducted The NCS prior to 2008, the change in the wording of response options may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, 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 83: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Walnut Creek	Much above
The overall direction that Walnut Creek is taking	Much above
Job Walnut Creek government does at welcoming citizen involvement	Much above
Overall image or reputation of Walnut Creek	Much above

On average, residents of the City of Walnut Creek 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 Walnut Creek was rated as "excellent" or "good" by 89% of survey participants. The City of Walnut Creek's rating was much above the benchmark when compared to other communities. Ratings of overall City services have remained stable over the last five years.

FIGURE 84: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR
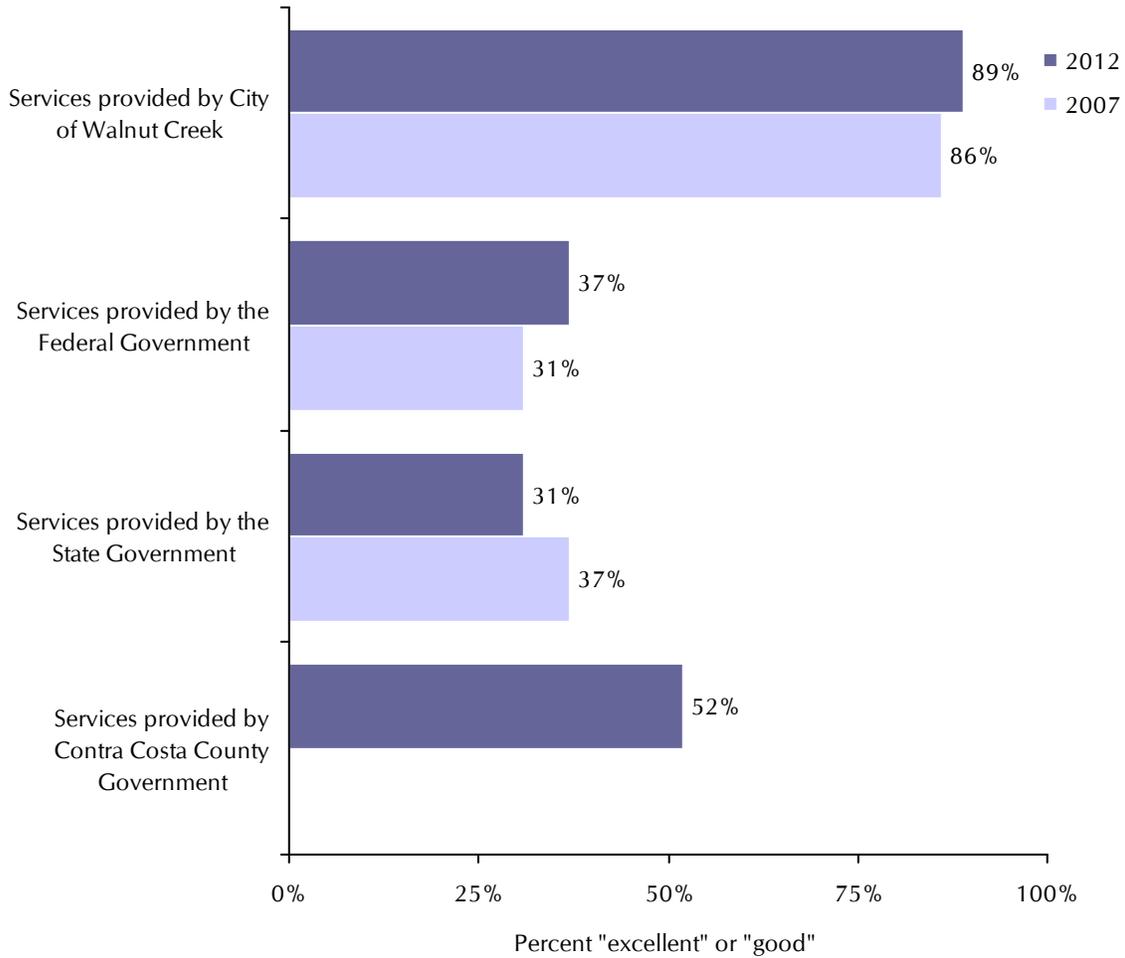
FIGURE 85: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the City of Walnut Creek	Much above
Services provided by the Federal Government	Similar
Services provided by the State Government	Much below
Services provided by Contra Costa County Government	Similar

City of Walnut Creek Employees

The employees of the City of Walnut Creek who interact with the public create the first impression that most residents have of the City of Walnut Creek. 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 Walnut Creek. 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 Walnut Creek 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 32% who reported that they had been in contact (a percent that is much 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." Employees ratings were much higher than the benchmark and were similar to the past survey year.

FIGURE 86: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR
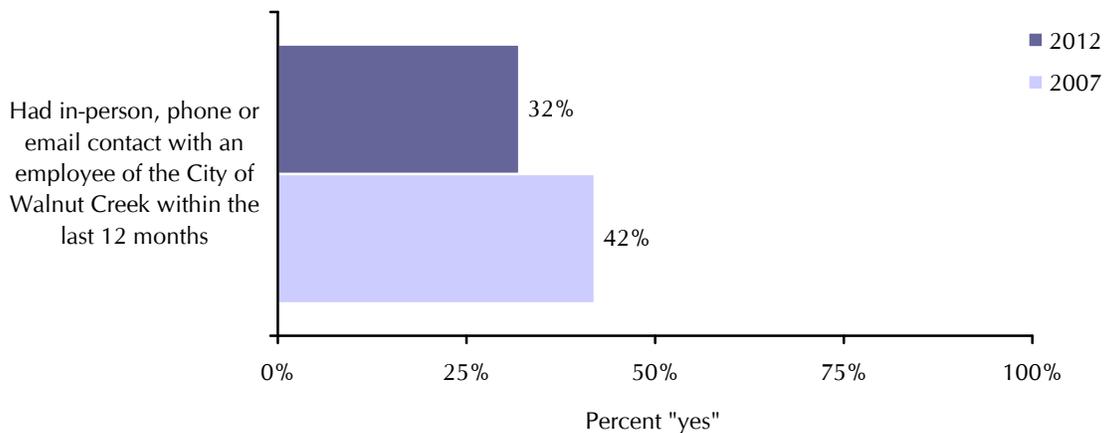
FIGURE 87: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Much less

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

Knowledge: 89% (2012), 90% (2007)
Responsiveness: 89% (2012), 83% (2007)
Courtesy: 90% (2012), 89% (2007)
Overall impression: 83% (2012), 85% (2007)

Percent "excellent" or "good"
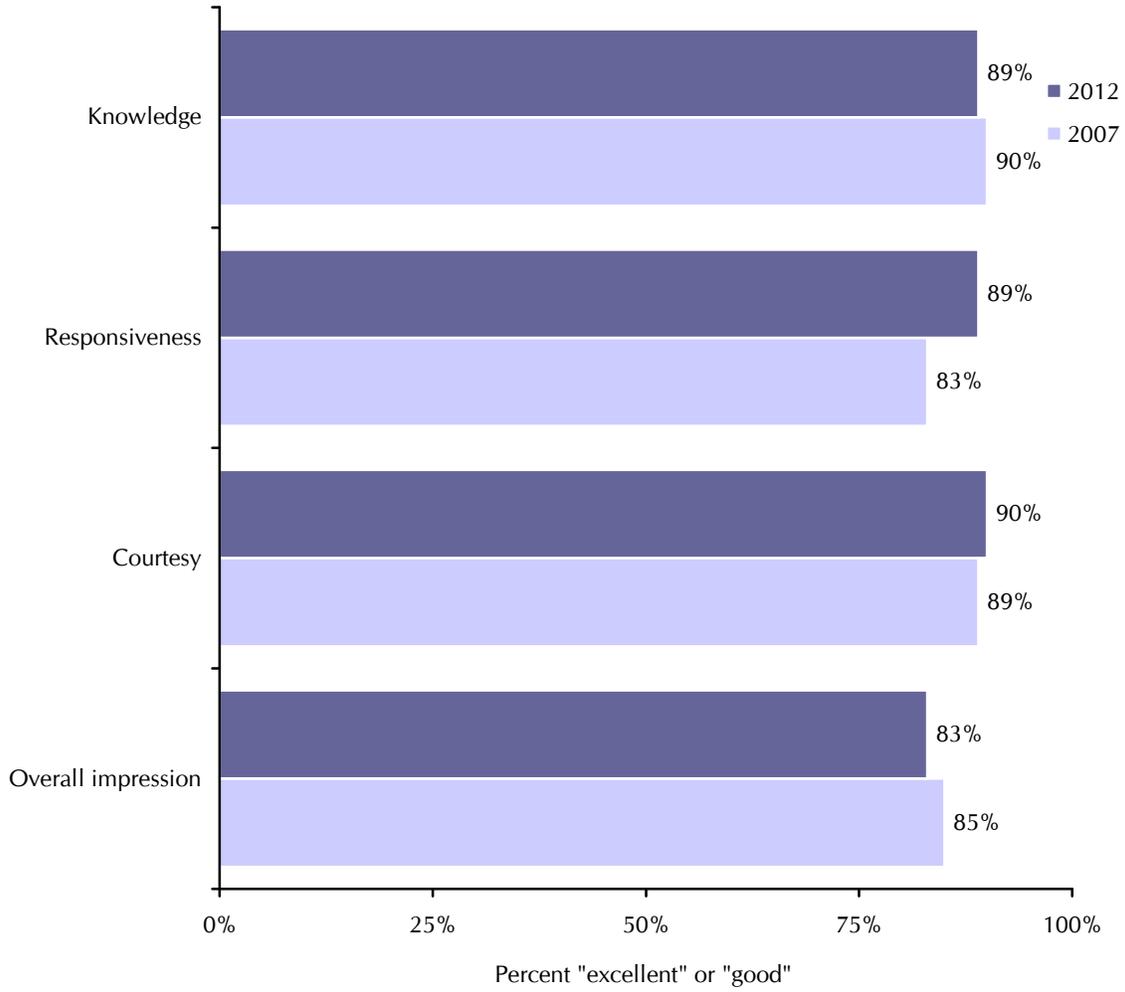
FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Much above
Responsiveness	Much above
Courteousness	Much above
Overall impression	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 Walnut Creek by examining the relationships between ratings of each service and ratings of the City of Walnut Creek'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 Walnut Creek 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 Walnut Creek Key Driver Analysis were:

- Health services
- Police services
- Power utility
- Traffic enforcement

CITY OF WALNUT CREEK ACTION CHART

The 2012 City of Walnut Creek 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-eight services were included in the KDA for the City of Walnut Creek. Of these, 27 were above the benchmark and one was 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 not at least similar to the benchmark. In the case of Walnut Creek, no key drivers were below the benchmark. More detail about interpreting results can be found in the next section.

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

Overall Quality of City of Walnut Creek Services

Community Design

Planning and zoning	Animal control
Code enforcement	Street repair
Economic development	Street cleaning
Sidewalk maintenance	Bus/transit services
Street lighting	Traffic signal timing

Public Safety

EMS	Police services
Traffic enforcement	Fire services

Recreation and Wellness

City parks	Health services
Library	Public schools
Recreation programs	Recreation facilities

Environmental Sustainability

Drinking water	Recycling
Garbage collection	Sewer services
Power utility	Storm drainage
Preservation of natural areas	

Civic Engagement

Cable television

Legend

Above Benchmark	Similar to Benchmark	Below Benchmark

Key Driver   Rating increase   Rating decrease

Using Your Action Chart™

The key drivers derived for the City of Walnut Creek 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 Walnut Creek, 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 Walnut Creek, 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 Walnut Creek 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 Walnut Creek 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 91: KEY DRIVERS COMPARED

Service	City of Walnut Creek Key Drivers	National Key Drivers	Core Services
• **Police services**	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
° Traffic enforcement	✓		
Street repair			✓
° Street cleaning			
° Street lighting			
° Sidewalk maintenance			
° Traffic signal timing			
Bus or transit services			
Garbage collection			✓
° Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
• **Power (electric and/or gas) utility**	✓		✓
° City parks			
° Recreation programs or classes			
° Recreation centers or facilities			
Land use planning and zoning		✓	
Code enforcement			✓
° Animal control			
Economic development		✓	
• **Health services**	✓		✓
° Public library			
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

C U S T O M   Q U E S T I O N S

"Don't know" responses have been removed from the following questions.

Custom Question					
Walnut Creek's City Council has set six overarching goals as its core focus with respect to services provided to our community. Please indicate how important, if at all, you think it is for the City to direct resources to each of the following goals:	Essential	Very important	Somewhat important	Not at all important	Total
A Safe Community (effective and adequate law enforcement; emergency preparedness programs; safe streets for cars, pedestrians and cyclists; graffiti removal and enforcement of building codes)	73%	24%	3%	0%	100%
Economic Vitality (attract and retain businesses and job opportunities; provide diverse housing options; attract regional visitors; partner with schools to foster top-rated educational opportunities; healthy City budget)	51%	38%	10%	1%	100%
Stewardship of the Natural and Built Environment (preserve and maintain natural resources, parks, creeks and open space; maintain facilities, streets and other infrastructure; promote responsible development)	49%	40%	11%	0%	100%
Effective Transportation and Mobility Options (adequate parking options; public transportation and other ways of easing congestion and improving mobility; safe and convenient travel for pedestrians and cyclists)	45%	43%	11%	0%	100%
Strong Neighborhoods and a Sense of Community (encourage community participation; collaborate and communicate with citizens; promote physically attractive, safe neighborhoods; support a variety of transportation modes to connect neighborhoods and the downtown)	37%	44%	17%	1%	100%
Culture, Recreation and Learning Opportunities (high-quality arts, recreation and athletic programs and venues; collaboration with the community, non-profits and schools to support learning, culture and recreational opportunities; a vibrant downtown with gathering places and a variety of entertainment and shopping venues)	30%	48%	22%	1%	100%

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 Walnut Creek:	Excellent	Good	Fair	Poor	Total
Walnut Creek as a place to live	63%	35%	3%	0%	100%
Your neighborhood as a place to live	51%	41%	7%	0%	100%
Walnut Creek as a place to raise children	54%	39%	7%	0%	100%
Walnut Creek as a place to work	42%	39%	17%	2%	100%
Walnut Creek as a place to retire	46%	36%	12%	5%	100%
The overall quality of life in Walnut Creek	50%	46%	4%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Walnut Creek as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	23%	53%	19%	5%	100%
Overall appearance of Walnut Creek	41%	53%	6%	0%	100%
Cleanliness of Walnut Creek	40%	52%	8%	0%	100%
Overall quality of new development in Walnut Creek	23%	52%	19%	5%	100%
Variety of housing options	18%	44%	29%	9%	100%
Overall quality of business and service establishments in Walnut Creek	34%	54%	9%	2%	100%
Shopping opportunities	63%	29%	6%	2%	100%
Opportunities to attend cultural activities	33%	45%	17%	5%	100%
Recreational opportunities	37%	51%	12%	1%	100%
Employment opportunities	9%	38%	41%	12%	100%
Educational opportunities	22%	48%	25%	5%	100%
Opportunities to participate in social events and activities	24%	53%	22%	1%	100%
Opportunities to volunteer	31%	48%	18%	4%	100%
Opportunities to participate in community matters	24%	45%	27%	5%	100%
Ease of car travel in Walnut Creek	12%	34%	36%	18%	100%
Ease of bus travel in Walnut Creek	15%	35%	30%	21%	100%
Ease of BART travel in Walnut Creek	36%	46%	15%	2%	100%
Ease of bicycle travel in Walnut Creek	27%	48%	18%	6%	100%
Ease of walking in Walnut Creek	38%	46%	13%	3%	100%
Availability of paths and walking trails	45%	44%	9%	2%	100%
Traffic flow on major streets	4%	28%	40%	28%	100%
Amount of public parking	8%	36%	37%	19%	100%
Availability of affordable quality housing	6%	27%	39%	28%	100%
Availability of affordable quality child care	11%	30%	37%	22%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Walnut Creek as a whole:	Excellent	Good	Fair	Poor	Total
Availability of affordable quality health care	26%	47%	18%	8%	100%
Availability of affordable quality food	36%	46%	16%	2%	100%
Availability of preventive health services	30%	45%	19%	5%	100%
Air quality	19%	59%	21%	2%	100%
Quality of overall natural environment in Walnut Creek	35%	54%	10%	0%	100%
Overall image or reputation of Walnut Creek	46%	50%	5%	0%	100%
Overall appearance of parks	43%	50%	7%	0%	100%
Services and social activities for seniors	33%	51%	15%	1%	100%
Walnut Creek's downtown	42%	48%	8%	2%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Walnut Creek over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	2%	60%	29%	8%	100%
Retail growth (stores, restaurants, etc.)	1%	9%	64%	17%	10%	100%
Jobs growth	14%	57%	25%	3%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Walnut Creek?	Percent of respondents
Not a problem	31%
Minor problem	50%
Moderate problem	18%
Major problem	2%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Walnut Creek:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	46%	42%	8%	4%	0%	100%
Property crimes (e.g., burglary, theft)	20%	50%	13%	14%	2%	100%
Environmental hazards, including toxic waste	45%	41%	10%	3%	1%	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	77%	19%	2%	1%	0%	100%
In your neighborhood after dark	41%	43%	9%	7%	1%	100%
In Walnut Creek's downtown area during the day	77%	20%	3%	0%	0%	100%
In Walnut Creek's downtown area after dark	32%	47%	13%	6%	2%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the City of Walnut Creek 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 Walnut Creek Police Department within the last 12 months?	74%	26%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the City of Walnut Creek Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the City of Walnut Creek Police Department?	45%	34%	13%	8%	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	88%
Yes	12%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	18%
Yes	82%
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 Walnut Creek?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Walnut Creek public libraries or their services	27%	27%	24%	10%	13%	100%
Used Walnut Creek community centers	56%	29%	11%	2%	2%	100%
Participated in a recreation program or activity	52%	27%	13%	4%	4%	100%
Visited a neighborhood park or City park	12%	21%	31%	15%	19%	100%
Ridden a local bus within Walnut Creek	67%	21%	7%	2%	3%	100%
Attended a meeting of local elected officials or other local public meeting	80%	16%	4%	0%	0%	100%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	63%	24%	10%	2%	0%	100%
Read "In a Nutshell" Newsletter	11%	18%	56%	10%	4%	100%
Visited the City of Walnut Creek Web site (at www.walnut-creek.org)	47%	28%	20%	4%	2%	100%
Recycled used paper, cans or bottles from your home	3%	4%	6%	9%	78%	100%
Volunteered your time to some group or activity in Walnut Creek	58%	17%	11%	5%	9%	100%
Participated in religious or spiritual activities in Walnut Creek	58%	13%	8%	6%	15%	100%
Participated in a club or civic group in Walnut Creek	68%	12%	11%	4%	6%	100%
Provided help to a friend or neighbor	5%	28%	39%	18%	10%	100%
Visited the Open Space	27%	21%	26%	11%	15%	100%
Attended a cultural event at the Lesher Center for the Arts	44%	34%	18%	3%	1%	100%
Used Walnut Creek's gymnasiums or recreation centers	67%	14%	10%	4%	6%	100%
Participated in arts programs or activities	69%	20%	7%	2%	2%	100%
Shopped or dined in downtown Walnut Creek	1%	4%	21%	31%	43%	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	20%
Several times a week	31%
Several times a month	24%
Less than several times a month	25%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Walnut Creek:	Excellent	Good	Fair	Poor	Total
Police services	43%	48%	8%	1%	100%
Fire services	52%	45%	3%	0%	100%
Ambulance or emergency medical services	53%	45%	2%	0%	100%
Crime prevention	27%	51%	19%	4%	100%
Traffic enforcement	19%	48%	26%	7%	100%
Street repair	10%	50%	32%	9%	100%
Street cleaning	22%	51%	21%	6%	100%
Street lighting	20%	52%	22%	6%	100%
Sidewalk maintenance	14%	48%	30%	8%	100%
Traffic signal timing	10%	39%	36%	14%	100%
Bus or transit services	14%	48%	26%	12%	100%
Garbage collection	35%	54%	11%	1%	100%
Recycling	38%	52%	10%	0%	100%
Yard waste pick-up	37%	51%	10%	2%	100%
Storm drainage	23%	57%	16%	4%	100%
Drinking water	41%	46%	11%	2%	100%
Sewer services	28%	59%	13%	1%	100%
Power (electric and/or gas) utility	25%	58%	15%	3%	100%
City parks	46%	48%	6%	0%	100%
Recreation programs or classes	30%	55%	13%	2%	100%
Recreation centers or facilities	26%	58%	15%	1%	100%
Land use, planning and zoning	14%	48%	30%	9%	100%
Code enforcement (weeds, abandoned buildings, etc.)	18%	48%	28%	6%	100%
Animal control	18%	59%	21%	3%	100%
Economic development	18%	53%	23%	6%	100%
Health services	34%	53%	11%	2%	100%
Services to seniors	31%	53%	14%	2%	100%
Services to youth	20%	51%	25%	5%	100%
Services to low-income people	10%	31%	32%	26%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Walnut Creek:	Excellent	Good	Fair	Poor	Total
Public library services	50%	41%	8%	1%	100%
Public schools	33%	47%	15%	4%	100%
Cable television	19%	51%	22%	8%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	51%	23%	8%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	39%	45%	14%	2%	100%
Graffiti removal	30%	52%	16%	2%	100%
Open space programs	34%	51%	14%	1%	100%
Bicycle routes	31%	49%	16%	4%	100%
Art programs or activities	25%	56%	19%	0%	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 Walnut Creek	30%	59%	10%	1%	100%
The Federal Government	6%	31%	43%	20%	100%
The State Government	4%	28%	44%	25%	100%
Contra Costa County Government	7%	45%	37%	11%	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 Walnut Creek to someone who asks	71%	25%	2%	1%	100%
Remain in Walnut Creek for the next five years	69%	24%	4%	3%	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	6%
Somewhat positive	15%
Neutral	52%
Somewhat negative	21%
Very negative	5%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the City of Walnut Creek within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	68%
Yes	32%
Total	100%

Question 18: City Employees					
What was your impression of the employee(s) of the City of Walnut Creek in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	50%	39%	7%	4%	100%
Responsiveness	50%	39%	5%	6%	100%
Courtesy	52%	38%	5%	6%	100%
Overall impression	49%	34%	11%	6%	100%

Question 19: Government Performance					
Please rate the following categories of Walnut Creek government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Walnut Creek	20%	53%	24%	3%	100%
The overall direction that Walnut Creek is taking	17%	55%	22%	6%	100%
The job Walnut Creek government does at welcoming citizen involvement	17%	47%	26%	10%	100%

Question 20: Custom Question					
Walnut Creek's City Council has set six overarching goals as its core focus with respect to services provided to our community. Please indicate how important, if at all, you think it is for the City to direct resources to each of the following goals:	Essential	Very important	Somewhat important	Not at all important	Total
A Safe Community (effective and adequate law enforcement; emergency preparedness programs; safe streets for cars, pedestrians and cyclists; graffiti removal and enforcement of building codes)	73%	24%	3%	0%	100%
Culture, Recreation and Learning Opportunities (high-quality arts, recreation and athletic programs and venues; collaboration with the community, non-profits and schools to support learning, culture and recreational opportunities; a vibrant downtown with gathering places and a variety of entertainment and shopping venues)	30%	48%	22%	1%	100%
Economic Vitality (attract and retain businesses and job opportunities; provide diverse housing options; attract regional visitors; partner with schools to foster top-rated educational opportunities; healthy City budget)	51%	38%	10%	1%	100%
Strong Neighborhoods and a Sense of Community (encourage community participation; collaborate and communicate with citizens; promote physically attractive, safe neighborhoods; support a variety of transportation modes to connect neighborhoods and the downtown)	37%	44%	17%	1%	100%
Stewardship of the Natural and Built Environment (preserve and maintain natural resources, parks, creeks and open space; maintain facilities, streets and other infrastructure; promote responsible development)	49%	40%	11%	0%	100%
Effective Transportation and Mobility Options (adequate parking options; public transportation and other ways of easing congestion and improving mobility; safe and convenient travel for pedestrians and cyclists)	45%	43%	11%	0%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	44%
Yes, full-time	47%
Yes, part-time	9%
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	57%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	19%
Walk	2%
Bicycle	4%
Work at home	9%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Walnut Creek?	Percent of respondents
Less than 2 years	15%
2 to 5 years	14%
6 to 10 years	18%
11 to 20 years	20%
More than 20 years	32%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	40%
House attached to one or more houses (e.g., a duplex or townhome)	16%
Building with two or more apartments or condominiums	43%
Mobile home	0%
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	33%
Owned by you or someone in this house with a mortgage or free and clear	67%
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	3%
$300 to $599 per month	6%
$600 to $999 per month	18%
$1,000 to $1,499 per month	24%
$1,500 to $2,499 per month	25%
$2,500 or more per month	25%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	76%
Yes	24%
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	63%
Yes	37%
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	5%
$25,000 to $49,999	19%
$50,000 to $99,999	35%
$100,000 to $149,000	21%
$150,000 or more	20%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	96%
Yes, I consider myself to be Spanish, Hispanic or Latino	4%
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	14%
Black or African American	1%
White	83%
Other	6%

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	1%
25 to 34 years	19%
35 to 44 years	12%
45 to 54 years	18%
55 to 64 years	14%
65 to 74 years	16%
75 years or older	19%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	55%
Male	45%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	12%
Yes	85%
Ineligible to vote	4%
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	12%
Yes	82%
Ineligible to vote	5%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	7%
Yes	93%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	21%
Yes	79%
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	27%
Land line	56%
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 Walnut Creek:	Excellent		Good		Fair		Poor		Don't know		Total	
Walnut Creek as a place to live	63%	445	35%	245	3%	20	0%	0	0%	0	100%	710
Your neighborhood as a place to live	51%	365	41%	295	7%	49	0%	3	0%	1	100%	712
Walnut Creek as a place to raise children	44%	308	32%	224	6%	42	0%	0	18%	129	100%	702
Walnut Creek as a place to work	30%	208	27%	192	12%	82	2%	12	29%	204	100%	698
Walnut Creek as a place to retire	38%	272	30%	210	10%	72	4%	31	17%	121	100%	706
The overall quality of life in Walnut Creek	50%	358	46%	323	4%	27	0%	1	0%	1	100%	709

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Walnut Creek as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	22%	152	51%	357	18%	129	5%	32	4%	30	100%	700
Overall appearance of Walnut Creek	41%	290	53%	375	6%	42	0%	1	0%	1	100%	709
Cleanliness of Walnut Creek	40%	281	51%	362	8%	56	0%	3	1%	4	100%	706
Overall quality of new development in Walnut Creek	21%	148	47%	332	17%	121	5%	32	10%	68	100%	700
Variety of housing options	16%	115	39%	274	26%	179	8%	57	11%	73	100%	697
Overall quality of business and service establishments in Walnut Creek	33%	237	53%	372	9%	65	2%	14	3%	20	100%	708
Shopping opportunities	63%	447	28%	202	6%	45	2%	15	0%	2	100%	711
Opportunities to attend cultural activities	31%	216	42%	300	16%	110	5%	35	6%	45	100%	707
Recreational opportunities	35%	243	48%	337	11%	80	1%	4	6%	39	100%	703
Employment opportunities	6%	38	24%	168	26%	182	8%	53	36%	253	100%	694
Educational opportunities	18%	128	40%	277	21%	144	4%	28	17%	115	100%	692
Opportunities to participate in social events and activities	22%	152	48%	336	20%	143	1%	8	9%	63	100%	702
Opportunities to volunteer	25%	172	38%	268	14%	101	3%	23	20%	138	100%	701

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Walnut Creek as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in community matters	19%	134	36%	249	21%	148	4%	28	19%	132	100%	691
Ease of car travel in Walnut Creek	12%	85	33%	232	35%	248	18%	126	1%	9	100%	700
Ease of bus travel in Walnut Creek	9%	66	22%	155	19%	134	13%	93	36%	249	100%	697
Ease of BART travel in Walnut Creek	34%	237	43%	301	14%	99	2%	16	6%	44	100%	697
Ease of bicycle travel in Walnut Creek	20%	140	36%	249	13%	92	5%	33	26%	184	100%	697
Ease of walking in Walnut Creek	37%	258	45%	315	13%	88	3%	19	3%	20	100%	701
Availability of paths and walking trails	43%	300	42%	296	9%	61	2%	11	4%	30	100%	699
Traffic flow on major streets	4%	29	27%	191	39%	277	28%	197	1%	8	100%	703
Amount of public parking	8%	56	35%	246	36%	256	19%	133	2%	16	100%	707
Availability of affordable quality housing	4%	30	21%	142	30%	205	21%	146	25%	171	100%	693
Availability of affordable quality child care	4%	27	11%	74	13%	90	8%	53	64%	439	100%	684
Availability of affordable quality health care	22%	154	40%	276	15%	104	7%	48	16%	112	100%	694
Availability of affordable quality food	35%	242	45%	313	16%	111	2%	16	3%	19	100%	701
Availability of preventive health services	23%	161	35%	243	15%	105	4%	29	23%	162	100%	699
Air quality	18%	127	57%	401	20%	140	2%	13	3%	18	100%	700
Quality of overall natural environment in Walnut Creek	34%	241	54%	378	10%	72	0%	3	1%	9	100%	703
Overall image or reputation of Walnut Creek	45%	316	49%	344	5%	34	0%	1	2%	13	100%	707
Overall appearance of parks	42%	295	48%	337	6%	45	0%	2	3%	20	100%	698
Services and social activities for seniors	18%	125	27%	188	8%	56	0%	3	47%	327	100%	699
Walnut Creek's downtown	42%	301	48%	343	8%	53	2%	12	0%	1	100%	710

Question 3: Growth												
Please rate the speed of growth in the following categories in Walnut Creek 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	2%	11	40%	281	20%	138	5%	37	33%	229	100%	698
Retail growth (stores, restaurants, etc.)	1%	9	7%	53	56%	390	14%	101	9%	61	12%	87	100%	701
Jobs growth	6%	41	24%	166	10%	72	1%	10	0%	1	58%	402	100%	693

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Walnut Creek?	Percent of respondents	Count
Not a problem	27%	190
Minor problem	44%	307
Moderate problem	16%	110
Major problem	1%	9
Don't know	11%	76
Total	100%	692

Question 5: Community Safety													
Please rate how safe or unsafe you feel from the following in Walnut Creek:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	45%	312	41%	287	7%	52	4%	29	0%	2	2%	16	100%	699
Property crimes (e.g., burglary, theft)	20%	137	49%	339	13%	92	14%	98	2%	15	2%	16	100%	697
Environmental hazards, including toxic waste	41%	282	37%	255	9%	62	3%	19	1%	6	10%	68	100%	693

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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	77%	544	19%	136	2%	13	1%	9	0%	2	0%	0	100%	704
In your neighborhood after dark	41%	287	42%	298	9%	60	7%	46	1%	6	1%	5	100%	702
In Walnut Creek's downtown area during the day	76%	529	20%	140	3%	18	0%	1	0%	1	1%	8	100%	698
In Walnut Creek's downtown area after dark	30%	207	44%	307	12%	87	6%	42	2%	13	6%	43	100%	699

Question 7: Contact with Police Department							
Have you had any in-person or phone contact with an employee of the City of Walnut Creek 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 Walnut Creek Police Department within the last 12 months?	73%	509	26%	181	1%	3	100%	694

Question 8: Ratings of Contact with Police Department											
What was your overall impression of your most recent contact with the City of Walnut Creek Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
What was your overall impression of your most recent contact with the City of Walnut Creek Police Department?	45%	82	34%	62	13%	23	8%	14	0%	0	100%	181

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%	608
Yes	12%	80
Don't know	0%	2
Total	100%	690

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	18%	14
Yes	81%	65
Don't know	1%	1
Total	100%	80

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 Walnut Creek?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Walnut Creek public libraries or their services	27%	186	27%	191	24%	166	10%	70	13%	88	100%	701
Used Walnut Creek community centers	56%	387	29%	200	11%	79	2%	12	2%	14	100%	694
Participated in a recreation program or activity	52%	359	27%	190	13%	89	4%	27	4%	30	100%	695
Visited a neighborhood park or City park	12%	86	21%	149	31%	218	15%	106	19%	135	100%	693
Ridden a local bus within Walnut Creek	67%	459	21%	142	7%	49	2%	16	3%	21	100%	687
Attended a meeting of local elected officials or other local public meeting	80%	556	16%	108	4%	27	0%	3	0%	1	100%	694
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	63%	438	24%	170	10%	70	2%	17	0%	3	100%	699
Read "In a Nutshell" Newsletter	11%	75	18%	123	56%	385	10%	71	4%	31	100%	683
Visited the City of Walnut Creek Web site (at www.walnut-creek.org)	47%	324	28%	191	20%	136	4%	24	2%	13	100%	688
Recycled used paper, cans or bottles from your home	3%	20	4%	26	6%	38	9%	65	78%	542	100%	692
Volunteered your time to some group or activity in Walnut Creek	58%	404	17%	116	11%	75	5%	33	9%	64	100%	691
Participated in religious or spiritual activities in Walnut Creek	58%	400	13%	86	8%	58	6%	40	15%	105	100%	689
Participated in a club or civic group in Walnut Creek	68%	470	12%	86	11%	74	4%	25	6%	39	100%	693
Provided help to a friend or neighbor	5%	34	28%	193	39%	272	18%	121	10%	69	100%	690

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 Walnut Creek?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Visited the Open Space	27%	185	21%	144	26%	180	11%	73	15%	102	100%	685
Attended a cultural event at the Lesher Center for the Arts	44%	302	34%	236	18%	121	3%	21	1%	9	100%	689
Used Walnut Creek's gymnasiums or recreation centers	67%	465	14%	94	10%	70	4%	24	6%	38	100%	691
Participated in arts programs or activities	69%	481	20%	136	7%	48	2%	14	2%	15	100%	695
Shopped or dined in downtown Walnut Creek	1%	8	4%	30	21%	144	31%	215	43%	301	100%	699

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	20%	137
Several times a week	31%	218
Several times a month	24%	165
Less than several times a month	25%	174
Total	100%	693

Question 13: Service Quality											
Please rate the quality of each of the following services in Walnut Creek:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	35%	242	39%	266	6%	44	1%	8	18%	122	100%	682
Fire services	35%	240	30%	207	2%	13	0%	0	33%	222	100%	683
Ambulance or emergency medical services	35%	237	29%	199	1%	8	0%	1	35%	238	100%	682
Crime prevention	19%	125	35%	238	13%	87	2%	16	31%	205	100%	671
Traffic enforcement	15%	100	39%	260	21%	141	6%	39	20%	134	100%	673
Street repair	9%	60	45%	309	29%	198	8%	53	9%	60	100%	680
Street cleaning	20%	135	47%	317	20%	132	6%	38	8%	56	100%	679
Street lighting	19%	129	50%	340	21%	145	6%	40	4%	26	100%	680
Sidewalk maintenance	13%	91	45%	307	28%	193	8%	55	5%	35	100%	681

Question 13: Service Quality											
Please rate the quality of each of the following services in Walnut Creek:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic signal timing	10%	68	37%	253	35%	239	14%	94	4%	29	100%	683
Bus or transit services	9%	59	30%	202	16%	108	7%	49	38%	255	100%	674
Garbage collection	34%	229	52%	355	10%	71	1%	4	3%	23	100%	682
Recycling	36%	249	49%	338	9%	65	0%	3	5%	32	100%	686
Yard waste pick-up	28%	190	39%	262	8%	52	1%	8	25%	168	100%	680
Storm drainage	17%	114	43%	287	12%	80	3%	22	25%	170	100%	673
Drinking water	39%	271	44%	302	11%	75	2%	11	4%	28	100%	688
Sewer services	23%	158	49%	331	10%	71	1%	4	17%	117	100%	681
Power (electric and/or gas) utility	24%	162	56%	378	14%	96	3%	18	3%	23	100%	676
City parks	43%	294	45%	304	6%	38	0%	1	6%	39	100%	675
Recreation programs or classes	20%	132	36%	244	9%	59	1%	8	34%	231	100%	674
Recreation centers or facilities	18%	118	39%	263	10%	67	1%	4	33%	220	100%	672
Land use, planning and zoning	10%	68	35%	234	22%	147	6%	43	27%	181	100%	673
Code enforcement (weeds, abandoned buildings, etc.)	12%	79	31%	207	18%	121	4%	28	35%	236	100%	672
Animal control	11%	75	35%	239	12%	84	2%	10	39%	266	100%	675
Economic development	13%	83	37%	246	16%	107	4%	27	30%	199	100%	662
Health services	27%	182	42%	284	9%	58	2%	10	21%	140	100%	676
Services to seniors	17%	112	28%	189	7%	49	1%	6	47%	321	100%	676
Services to youth	8%	57	22%	148	11%	72	2%	13	57%	383	100%	674
Services to low-income people	3%	22	10%	67	10%	70	9%	57	68%	452	100%	668
Public library services	42%	284	35%	236	7%	46	1%	4	16%	105	100%	675
Public schools	21%	144	31%	209	10%	67	3%	19	35%	235	100%	675
Cable television	17%	112	45%	303	19%	129	7%	47	12%	83	100%	673
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	66	27%	182	12%	83	4%	28	47%	315	100%	674
Preservation of natural areas such as open space, farmlands and greenbelts	35%	232	40%	270	12%	83	1%	10	11%	75	100%	669

Question 13: Service Quality											
Please rate the quality of each of the following services in Walnut Creek:	Excellent		Good		Fair		Poor		Don't know		Total	
Graffiti removal	22%	147	38%	256	12%	78	2%	12	27%	183	100%	676
Open space programs	22%	149	33%	221	9%	60	0%	2	36%	240	100%	672
Bicycle routes	24%	162	39%	263	13%	85	3%	20	22%	149	100%	679
Art programs or activities	14%	97	32%	218	11%	75	0%	1	42%	285	100%	676

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 Walnut Creek	27%	186	54%	367	9%	62	1%	7	8%	56	100%	677
The Federal Government	5%	34	25%	169	35%	235	16%	106	19%	130	100%	674
The State Government	3%	21	23%	153	36%	241	20%	138	18%	122	100%	675
Contra Costa County Government	5%	37	34%	231	28%	192	8%	55	24%	161	100%	676

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 Walnut Creek to someone who asks	70%	487	25%	173	2%	17	1%	6	1%	9	100%	692
Remain in Walnut Creek for the next five years	67%	465	23%	163	4%	27	3%	18	3%	20	100%	693

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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	6%	44
Somewhat positive	15%	107
Neutral	52%	367
Somewhat negative	21%	146
Very negative	5%	38
Total	100%	701

Question 17: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the City of Walnut Creek within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	68%	475
Yes	32%	226
Total	100%	701

Question 18: City Employees											
What was your impression of the employee(s) of the City of Walnut Creek in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	48%	107	37%	84	7%	15	3%	8	4%	10	100%	224
Responsiveness	50%	112	39%	86	5%	12	6%	12	1%	1	100%	224
Courtesy	51%	115	38%	85	5%	11	6%	13	0%	1	100%	224
Overall impression	49%	109	34%	77	11%	24	6%	14	0%	0	100%	224

Question 19: Government Performance											
Please rate the following categories of Walnut Creek government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Walnut Creek	17%	115	43%	296	19%	133	2%	16	19%	130	100%	689
The overall direction that Walnut Creek is taking	15%	104	49%	339	19%	133	5%	37	12%	81	100%	693
The job Walnut Creek government does at welcoming citizen involvement	12%	81	32%	221	18%	124	7%	47	31%	214	100%	687

Question 20: Custom Question											
Walnut Creek's City Council has set six overarching goals as its core focus with respect to services provided to our community. Please indicate how important, if at all, you think it is for the City to direct resources to each of the following goals:	Essential		Very important		Somewhat important		Not at all important		Don't know		Total
A Safe Community (effective and adequate law enforcement; emergency preparedness programs; safe streets for cars, pedestrians and cyclists; graffiti removal and enforcement of building codes)	73%	514	24%	166	3%	19	0%	0	1%	8	100%	707
Culture, Recreation and Learning Opportunities (high-quality arts, recreation and athletic programs and venues; collaboration with the community, non-profits and schools to support learning, culture and recreational opportunities; a vibrant downtown with gathering places and a variety of entertainment and shopping venues)	29%	206	47%	333	21%	150	1%	5	2%	12	100%	707
Economic Vitality (attract and retain businesses and job opportunities; provide diverse housing options; attract regional visitors; partner with schools to foster top-rated educational opportunities; healthy City budget)	50%	351	38%	267	10%	70	1%	5	2%	11	100%	704
Strong Neighborhoods and a Sense of Community (encourage community participation; collaborate and communicate with citizens; promote physically attractive, safe neighborhoods; support a variety of transportation modes to connect neighborhoods and the downtown)	37%	258	44%	307	17%	117	1%	8	2%	14	100%	704
Stewardship of the Natural and Built Environment (preserve and maintain natural resources, parks, creeks and open space; maintain facilities, streets and other infrastructure; promote responsible development)	49%	342	39%	276	11%	74	0%	3	1%	7	100%	702
Effective Transportation and Mobility Options (adequate parking options; public transportation and other ways of easing congestion and improving mobility; safe and convenient travel for pedestrians and cyclists)	45%	317	43%	301	11%	79	0%	0	1%	9	100%	706

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	44%	308
Yes, full-time	47%	332
Yes, part-time	9%	66
Total	100%	706

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	57%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	8%
Bus, rail, subway or other public transportation	19%
Walk	2%
Bicycle	4%
Work at home	9%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Walnut Creek?	Percent of respondents	Count
Less than 2 years	15%	110
2 to 5 years	14%	101
6 to 10 years	18%	132
11 to 20 years	20%	139
More than 20 years	32%	230
Total	100%	712

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	40%	284
House attached to one or more houses (e.g., a duplex or townhome)	16%	117
Building with two or more apartments or condominiums	43%	305
Mobile home	0%	1
Other	1%	6
Total	100%	713

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	33%	228
Owned by you or someone in this house with a mortgage or free and clear	67%	468
Total	100%	696

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	3%	20
$300 to $599 per month	6%	39
$600 to $999 per month	18%	121
$1,000 to $1,499 per month	24%	169
$1,500 to $2,499 per month	25%	173
$2,500 or more per month	25%	169
Total	100%	691

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	76%	539
Yes	24%	172
Total	100%	711

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	63%	447
Yes	37%	265
Total	100%	711

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	5%	34
$25,000 to $49,999	19%	130
$50,000 to $99,999	35%	236
$100,000 to $149,000	21%	141
$150,000 or more	20%	132
Total	100%	673

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	96%	666
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	28
Total	100%	694

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%	6
Asian, Asian Indian or Pacific Islander	14%	101
Black or African American	1%	10
White	83%	580
Other	6%	44

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	1%	8
25 to 34 years	19%	138
35 to 44 years	12%	87
45 to 54 years	18%	129
55 to 64 years	14%	101
65 to 74 years	16%	110
75 years or older	19%	136
Total	100%	708

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	55%	385
Male	45%	317
Total	100%	702

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	11%	81
Yes	84%	593
Ineligible to vote	4%	27
Don't know	1%	8
Total	100%	709

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	12%	88
Yes	82%	581
Ineligible to vote	5%	37
Don't know	1%	7
Total	100%	712

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	7%	47
Yes	93%	664
Total	100%	711

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	21%	149
Yes	79%	561
Total	100%	710

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	27%	141
Land line	56%	289
Both	16%	85
Total	100%	515

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 Walnut Creek were eligible to participate in the survey; 2,000 were selected to receive the survey. These 2,000 households were randomly selected from a comprehensive list of all housing units within the City of Walnut Creek 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 Walnut Creek 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 Walnut Creek boundaries were removed from consideration.

To choose the 2,000 survey recipients, a systematic sampling method was applied to the list of households known to be within the City of Walnut Creek. 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 92: LOCATION OF SURVEY RECIPIENTS

The National Citizen Survey™
Walnut Creek, CA 2012

● Survey Recipient
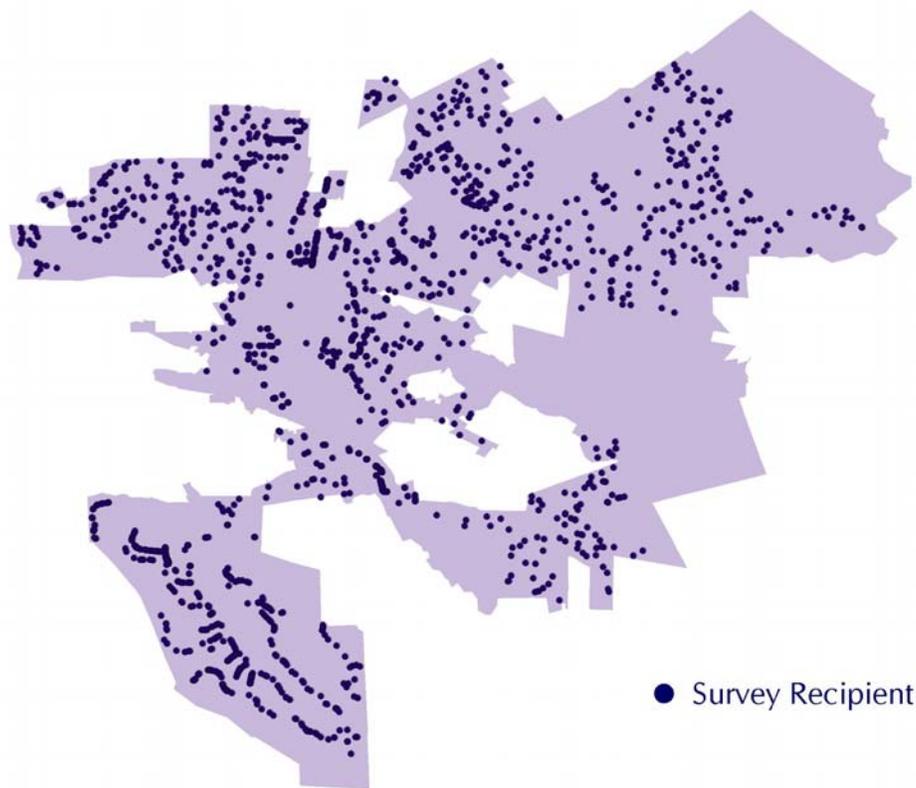
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship 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 as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[2] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Walnut Creek has an overall "cord cutter" population similar to the nationwide 2010 estimates.

FIGURE 93: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN WALNUT CREEK

Percent of respondents reporting having a "cell phone" only
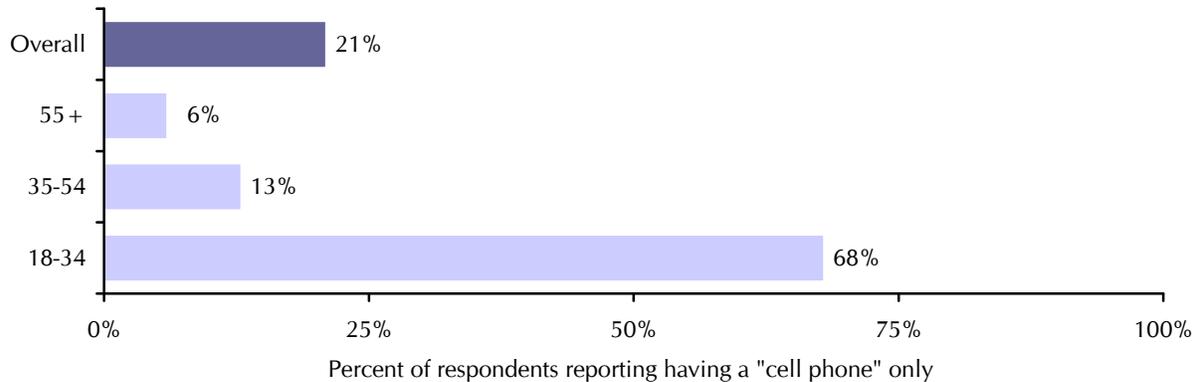
SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning January 12, 2012. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the city manager inviting the household to participate, a questionnaire and a postage-paid return envelope. 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. Completed surveys were collected over the following five 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 Walnut Creek survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (717 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 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

[2] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf

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 and 2005-2009 American Community Survey estimates for adults in the City of Walnut Creek. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unite type 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 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.

The National Citizen Survey™ by National Research Center, Inc.

Walnut Creek Citizen Survey Weighting Table			
Characteristic	Population Norm[3]	Unweighted Data	Weighted Data
Housing			
Rent home	33%	15%	33%
Own home	67%	85%	67%
Detached unit	40%	43%	40%
Attached unit	60%	57%	60%
Race and Ethnicity			
White	81%	83%	78%
Not white	19%	17%	22%
Not Hispanic	92%	97%	96%
Hispanic	8%	3%	4%
White alone, not Hispanic	76%	81%	76%
Hispanic and/or other race	24%	19%	24%
Sex and Age			
Female	55%	61%	55%
Male	45%	39%	45%
18-34 years of age	21%	8%	21%
35-54 years of age	31%	21%	31%
55+ years of age	48%	71%	49%
Females 18-34	10%	5%	10%
Females 35-54	16%	13%	16%
Females 55+	28%	44%	29%
Males 18-34	11%	3%	11%
Males 35-54	15%	8%	15%
Males 55+	20%	27%	20%

[3] Source: 2010 Census/2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

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

Use of the "Excellent, Good, Fair, Poor" Response Scale

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

"Don't Know" Responses

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

Benchmark Comparisons

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

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that 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 Walnut Creek to the Benchmark Database

The City of Walnut Creek chose to have comparisons made to the entire database. 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 Walnut Creek 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 Walnut Creek 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 Walnut Creek'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.
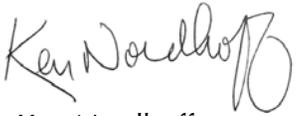
APPENDIX C: SURVEY MATERIALS

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

Dear Walnut Creek Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Walnut Creek. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!
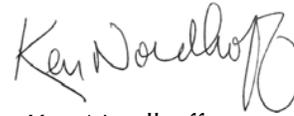
Sincerely,

Ken Nordhoff
City Manager
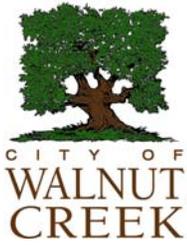
1666 North Main Street
Walnut Creek, CA 94596

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

1666 North Main Street
Walnut Creek, CA 94596

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Walnut Creek, CA 94596

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First Class Mail
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Boulder, CO
Permit NO. 94

1666 North Main Street
Walnut Creek, CA 94596

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

January 2012

Dear City of Walnut Creek Resident:
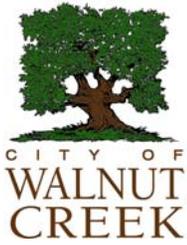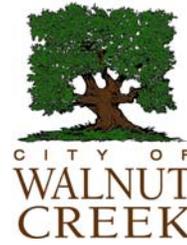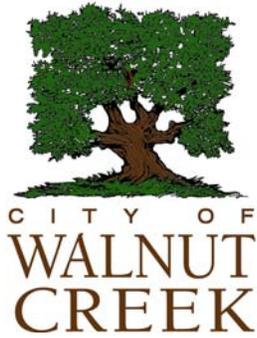
The City of Walnut Creek wants to know what you think about our community and municipal government. You have been randomly selected to participate in Walnut Creek's 2012 Citizen Survey.

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

To get a representative sample of Walnut Creek 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 a 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 Communications and Outreach Manager Gayle Vassar at (925) 943-5895.

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

Sincerely,

Ken Nordhoff
City Manager

January 2012

Dear City of Walnut Creek 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 recycle 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 Walnut Creek wants to know what you think about our community and municipal government. You have been randomly selected to participate in the City of Walnut Creek's Citizen Survey.

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

To get a representative sample of Walnut Creek 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 a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**
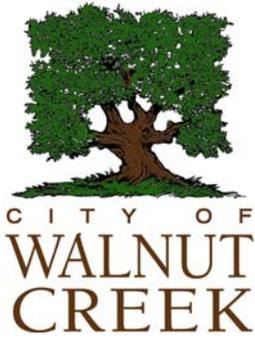
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Please help us shape the future of Walnut Creek. Thank you for your time and participation.

Sincerely,

Ken Nordhoff
City Manager

The City of Walnut Creek 2012 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 Walnut Creek:**

	Excellent	Good	Fair	Poor	Don't know
Walnut Creek as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Walnut Creek as a place to raise children	1	2	3	4	5
Walnut Creek as a place to work	1	2	3	4	5
Walnut Creek as a place to retire	1	2	3	4	5
The overall quality of life in Walnut Creek	1	2	3	4	5

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

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Overall appearance of Walnut Creek	1	2	3	4	5
Cleanliness of Walnut Creek	1	2	3	4	5
Overall quality of new development in Walnut Creek	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Walnut Creek	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 volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Walnut Creek	1	2	3	4	5
Ease of bus travel in Walnut Creek	1	2	3	4	5
Ease of BART travel in Walnut Creek	1	2	3	4	5
Ease of bicycle travel in Walnut Creek	1	2	3	4	5
Ease of walking in Walnut Creek	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 Walnut Creek	1	2	3	4	5
Overall image or reputation of Walnut Creek	1	2	3	4	5
Overall appearance of parks	1	2	3	4	5
Services and social activities for seniors	1	2	3	4	5
Walnut Creek's downtown	1	2	3	4	5

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

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
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 Walnut Creek?**
   ❍ 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 Walnut Creek:**

	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 Walnut Creek's downtown area during the day..........	1	2	3	4	5	6
In Walnut Creek'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 Walnut Creek <u>Police Department</u> 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 Walnut Creek <u>Police Department</u>?**
   ❍ 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 Walnut Creek?**

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Walnut Creek public libraries or their services	1	2	3	4	5
Used Walnut Creek community 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 Walnut Creek	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 "In a Nutshell" Newsletter...	1	2	3	4	5
Visited the City of Walnut Creek Web site (at www.walnut-creek.org)	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 Walnut Creek	1	2	3	4	5
Participated in religious or spiritual activities in Walnut Creek	1	2	3	4	5
Participated in a club or civic group in Walnut Creek	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5
Visited the Open Space..	1	2	3	4	5
Attended a cultural event at the Lesher Center for the Arts	1	2	3	4	5
Used Walnut Creek's gymnasiums or recreation centers	1	2	3	4	5
Participated in arts programs or activities	1	2	3	4	5
Shopped or dined in downtown Walnut Creek	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 Walnut Creek 2012 Citizen Survey

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

	Excellent	Good	Fair	Poor	Don't know
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
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 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	1	2	3	4	5
Graffiti removal	1	2	3	4	5
Open space programs	1	2	3	4	5
Bicycle routes	1	2	3	4	5
Art programs or activities	1	2	3	4	5

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

	Excellent	Good	Fair	Poor	Don't know
The City of Walnut Creek	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Contra Costa County Government	1	2	3	4	5

15. 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
Recommend living in Walnut Creek to someone who asks	1	2	3	4	5
Remain in Walnut Creek 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, phone or email contact with an employee of the City of Walnut Creek within the last 12 months (including police, receptionists, planners or any others)?

❍ No ➔ Go to Question 19 ❍ Yes ➔ Go to Question 18

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

	Excellent	Good	Fair	Poor	Don't know
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

19. Please rate the following categories of Walnut Creek government performance:

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

20. Walnut Creek's City Council has set six overarching goals as its core focus with respect to services provided to our community. Please indicate how important, if at all, you think it is for the City to direct resources to each of the following goals:

	Essential	Very important	Somewhat important	Not at all important	Don't know
A Safe Community (effective and adequate law enforcement; emergency preparedness programs; safe streets for cars, pedestrians and cyclists; graffiti removal and enforcement of building codes)	1	2	3	4	5
Culture, Recreation and Learning Opportunities (high-quality arts, recreation and athletic programs and venues; collaboration with the community, non-profits and schools to support learning, culture and recreational opportunities; a vibrant downtown with gathering places and a variety of entertainment and shopping venues)	1	2	3	4	5
Economic Vitality (attract and retain businesses and job opportunities; provide diverse housing options; attract regional visitors; partner with schools to foster top-rated educational opportunities; healthy City budget)	1	2	3	4	5
Strong Neighborhoods and a Sense of Community (encourage community participation; collaborate and communicate with citizens; promote physically attractive, safe neighborhoods; support a variety of transportation modes to connect neighborhoods and the downtown)	1	2	3	4	5
Stewardship of the Natural and Built Environment (preserve and maintain natural resources, parks, creeks and open space; maintain facilities, streets and other infrastructure; promote responsible development)	1	2	3	4	5
Effective Transportation and Mobility Options (adequate parking options; public transportation and other ways of easing congestion and improving mobility; safe and convenient travel for pedestrians and cyclists)	1	2	3	4	5

The City of Walnut Creek 2012 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 Walnut Creek?
- ○ 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

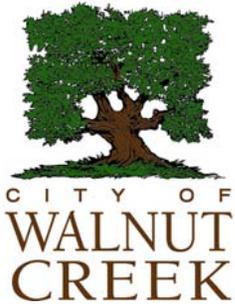**D16. Do you have a cell phone?**
- ○ No ○ Yes

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

CITY OF
WALNUT
CREEK

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