The National

CITIZEN SURVEY™

2004

Report of Results for
The City of Palm Coast, Florida

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SURVEY BACKGROUND
ABOUT THE NATIONAL CITIZEN SURVEY™

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

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

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

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 126 were undeliverable due to vacant or "not found" addresses. Completed surveys were received from 489 residents, for a response rate of 45%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey of 5 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

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

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1) Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.

2) Selecting households at random within the jurisdiction.

3) Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.

4) Selecting the respondent within the household using an unbiased sampling procedure[1].

5) Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.

6) Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.

7) Providing a self-addressed, postage-paid return envelope.

8) Offering the survey in Spanish when appropriate and requested by city officials.

9) Using the most recent available information about the characteristics of jurisdiction residents to reweight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any

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[1] The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

negative consequences (thus the need for anonymity) as well as the actual behavior itself.

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

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

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

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

"Don't Know" Responses

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

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

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported "excellent," then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor" rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was "good," then the result would be 67 on a 100-point scale; "fair" would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results; found primarily in the graphic representations of the data. In these graphs, data from 2004 are compared to data from 2002 and 2003. The table following a graph contains 2004 data only, and is titled accordingly. Differences between years can be considered "statistically significant" if they are greater than 5 percentage points or 5 points on a 100-point scale.
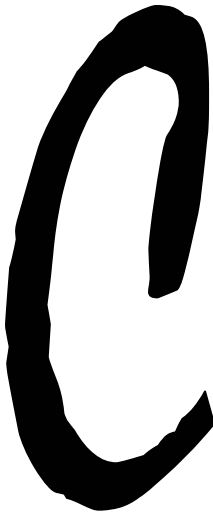
COMMUNITY LIFE

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

QUALITY OF LIFE

When asked to rate the overall quality of life in Palm Coast, 24% of respondents in 2004 thought it was "excellent." Only 2% rated overall quality of life as "poor."

Figure 1: Overall Quality of Life in Palm Coast
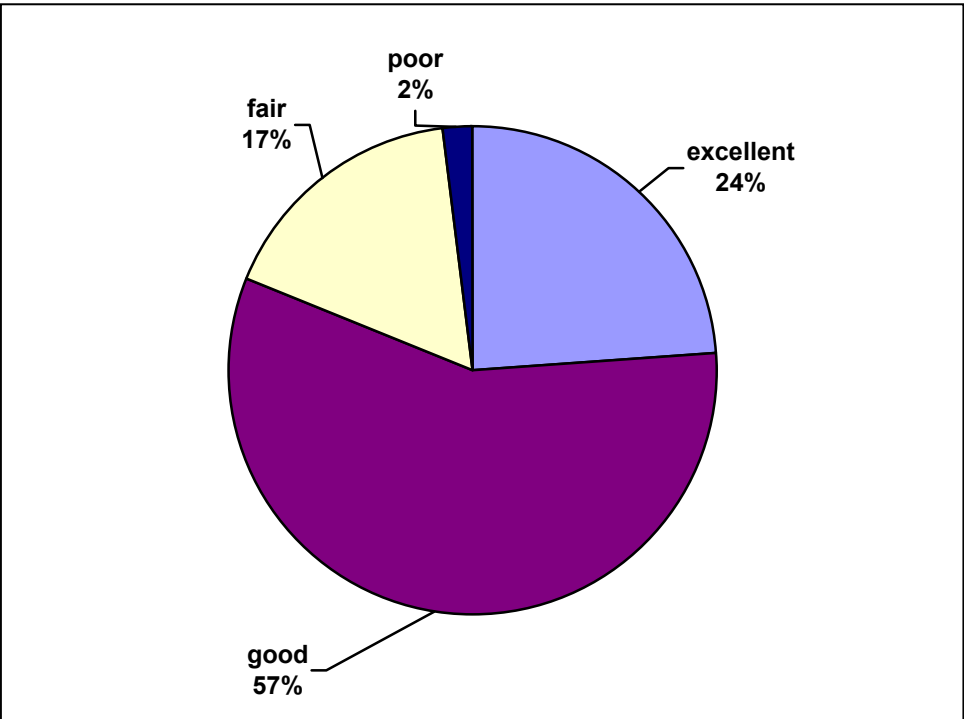
The average rating of overall quality of life on a 100-point scale was 72 in 2002 and 2003. In 2004, the rating of overall quality of life did not change, and remained a 72. Palm Coast as a place to raise children received an average rating of 61 on a 100-point scale in 2002 and 63 in both 2003 and 2004. Other ratings can be seen in the charts below.

Figure 2: Quality of Life Ratings
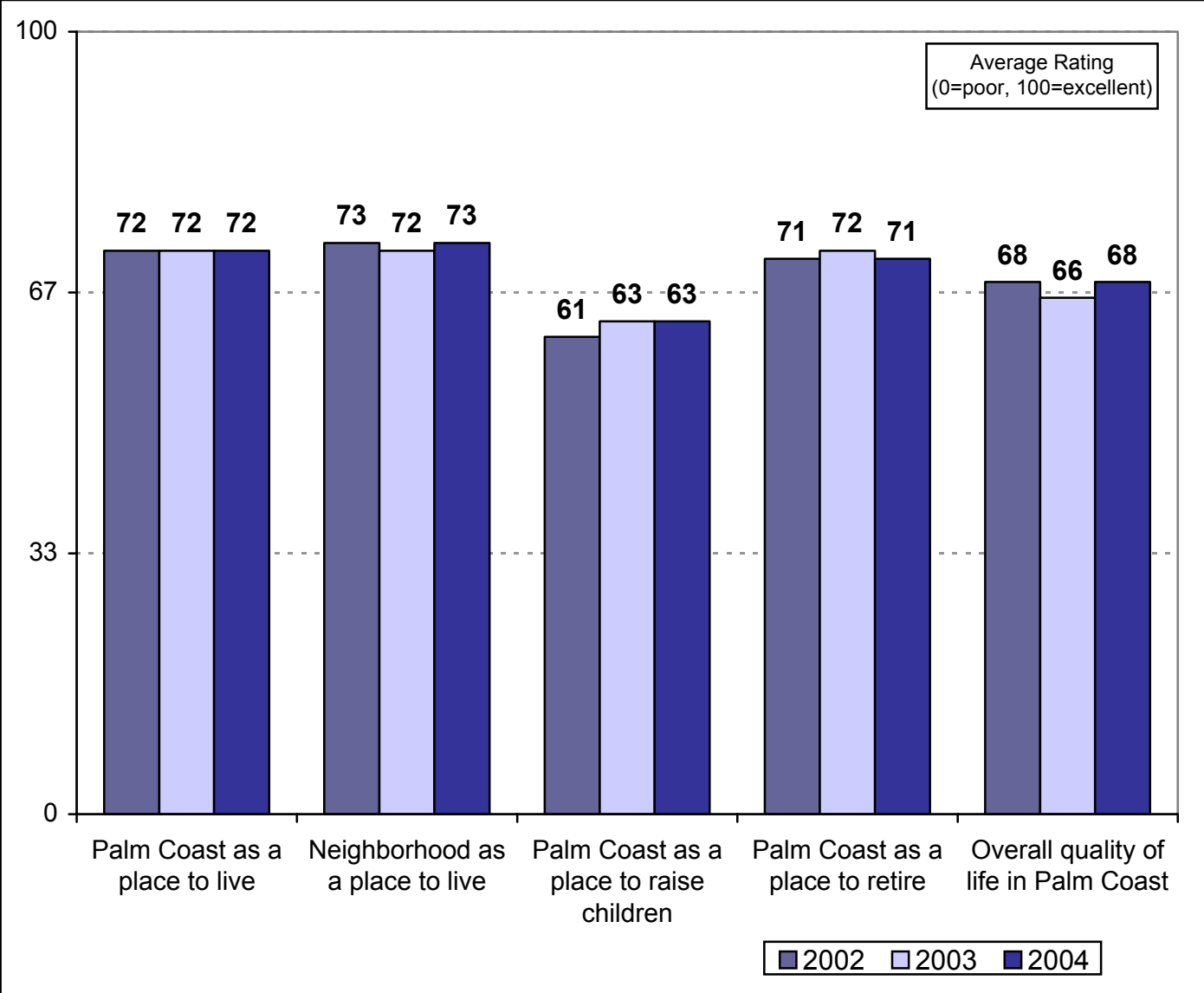
Figure 2b: 2004 Quality of Life Ratings					
	excellent	good	fair	poor	Total
How do you rate Palm Coast as a place to live?	31%	55%	12%	2%	100%
How do you rate your neighborhood as a place to live?	33%	55%	10%	2%	100%
How do you rate Palm Coast as a place to raise children?	21%	51%	22%	6%	100%
How do you rate Palm Coast as a place to retire?	34%	47%	16%	3%	100%
How do you rate the overall quality of life in Palm Coast?	24%	57%	17%	2%	100%
Note: "Don't Know" responses are removed					

RATINGS OF COMMUNITY CHARACTERISTICS IN PALM COAST

In 2004, the highest rated characteristics of Palm Coast were overall appearance, recreational opportunities, and shopping opportunities. The average rating on a 100-point scale given to the overall appearance of Palm Coast in 2004 was 69 compared to 64 in 2002 and 63 in 2003. Average ratings given to all the characteristics are shown in Figures 3 and 4.

**Figure 3: Characteristics of the Community:
General and Opportunities**
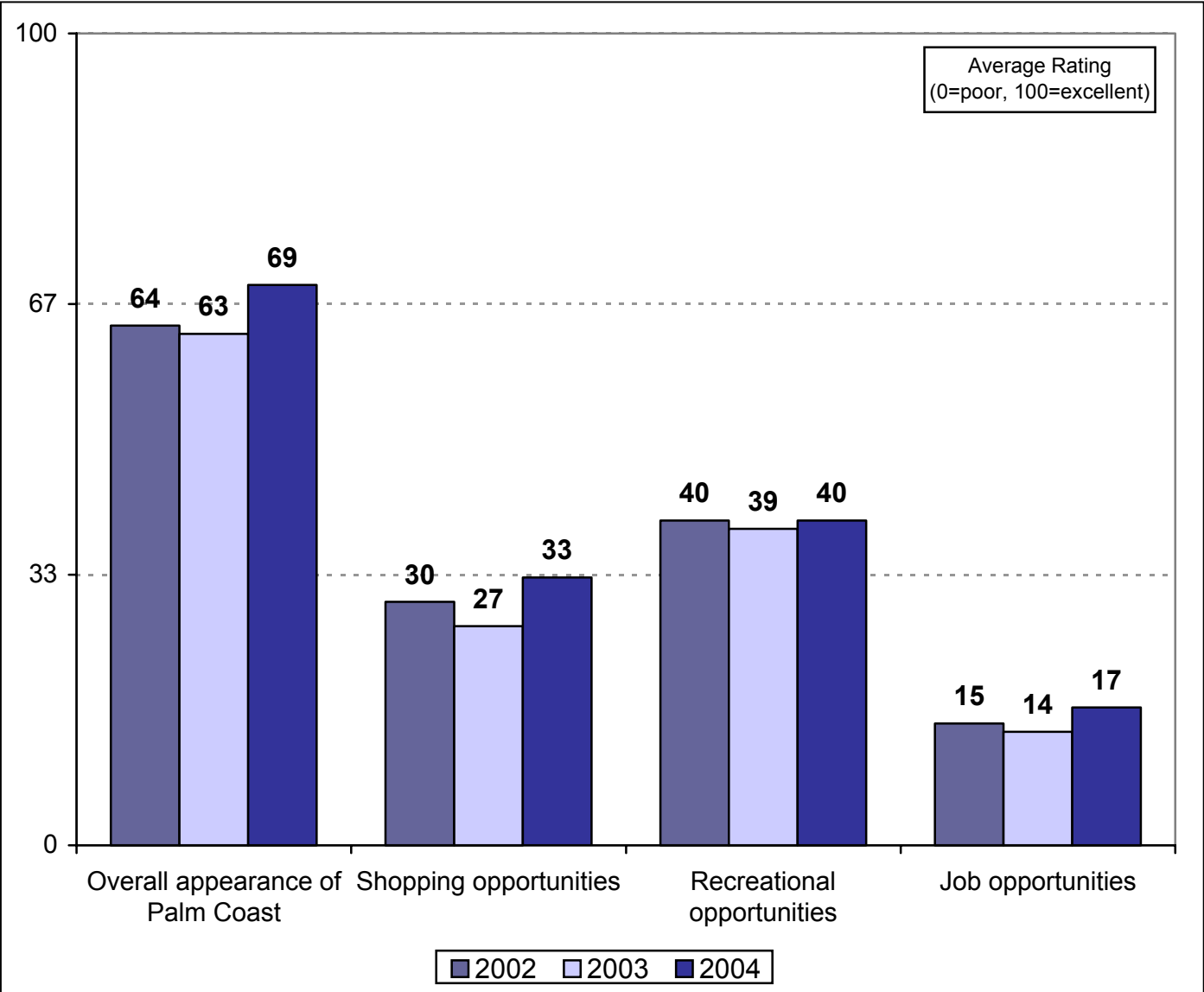
Figure 3b: 2004 Characteristics of the Community: General and Opportunities					
	excellent	**good**	**fair**	**poor**	**Total**
Overall appearance of Palm Coast	26%	57%	16%	1%	100%
Shopping opportunities	5%	22%	42%	32%	100%
Recreational opportunities	8%	28%	41%	23%	100%
Job opportunities	1%	7%	31%	61%	100%
Note: "Don't Know" responses are removed					

Figure 4: Characteristics of the Community: Access and Mobility

Average Rating (0=poor, 100=excellent)

Access to affordable quality housing*	Access to affordable quality child care*	Access to affordable quality health care*	Ease of car travel in Palm Coast	Ease of bicycle travel	Ease of walking
51	34	43	49 / 41 / 30	42 / 42 / 43	42 / 44 / 42

Legend: ■ 2002 □ 2003 ■ 2004

* data not available for all years
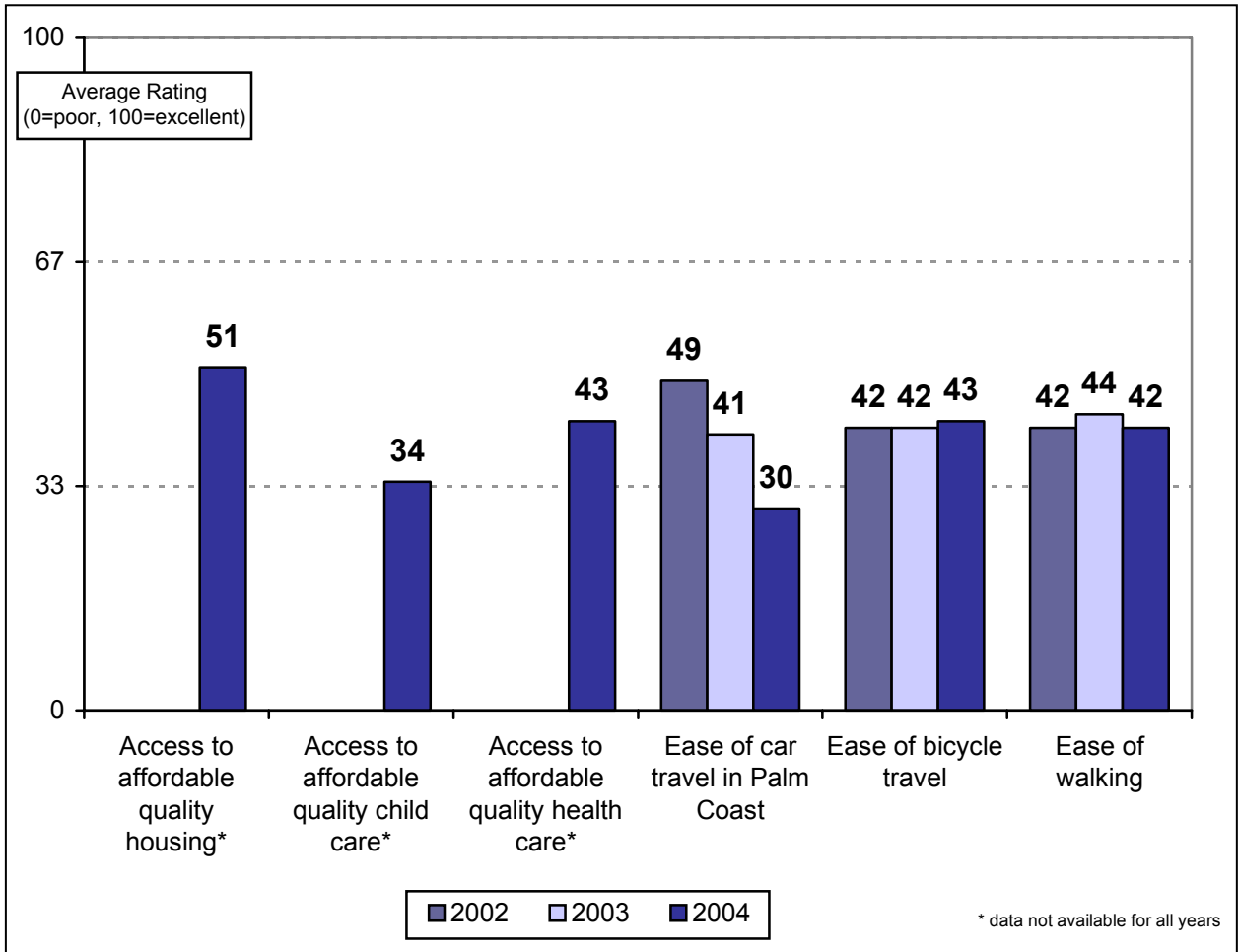
Figure 4b: 2004 Characteristics of the Community: Access and Mobility					
	excellent	**good**	**fair**	**poor**	**Total**
Access to affordable quality housing	10%	44%	34%	12%	100%
Access to affordable quality child care	4%	28%	34%	33%	100%
Access to affordable quality health care	5%	39%	36%	20%	100%
Ease of car travel in Palm Coast	4%	18%	43%	36%	100%
Ease of bicycle travel in Palm Coast	10%	36%	28%	26%	100%
Ease of walking in Palm Coast	9%	35%	31%	26%	100%
Note: "Don't Know" responses are removed					

When asked about potential problems in Palm Coast, the three concerns rated by the highest proportion of respondents as a "major problem" in 2004 were traffic congestion, unsupervised youth, and taxes. In 2004 56% rated traffic congestion as a "major problem" compared to 21% in 2002 and 35% in 2003.

Figure 5: Ratings of Potential Problems in Palm Coast

Percent of Respondents Rating as "Major Problem"

*data not available for all years
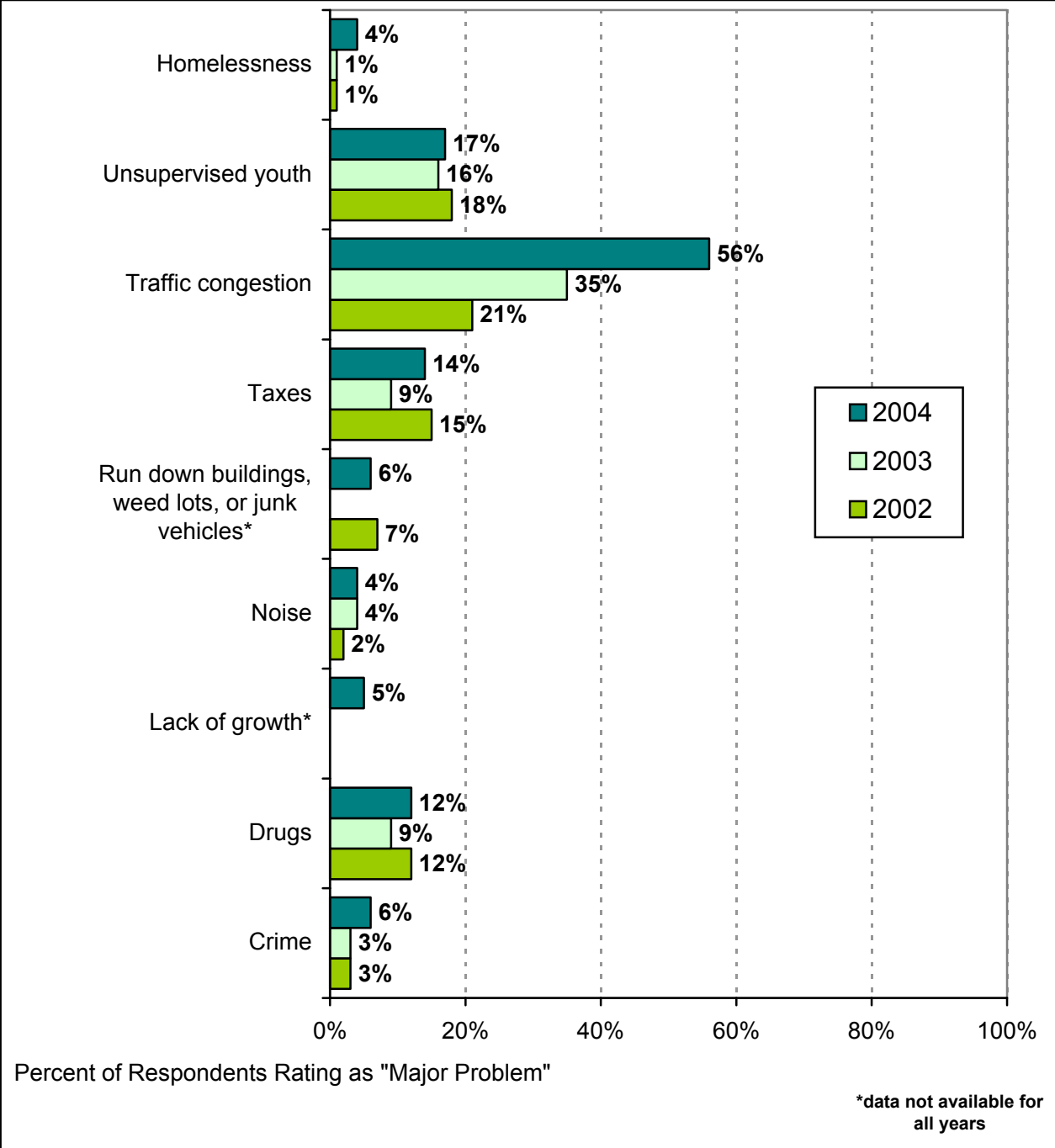
In 2004, the rate of population growth in Palm Coast was viewed as "too fast" by 86% of respondents, while 0% thought it was "too slow."

Figure 6a: Ratings of Population Growth by Year in Palm Coast
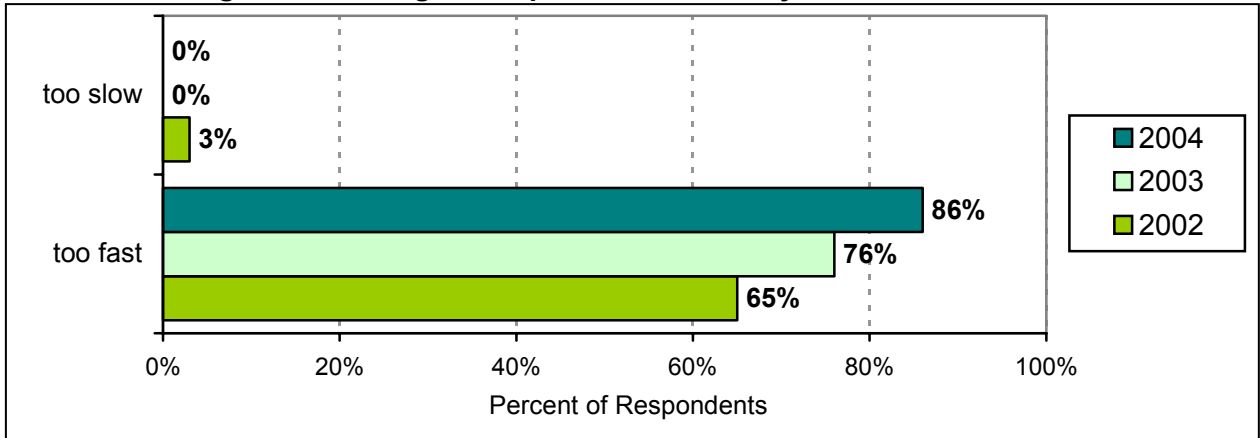
Note: Responses of "neither too fast nor too slow" were omitted.

Figure 6b: Ratings of Retail Growth by Year in Palm Coast
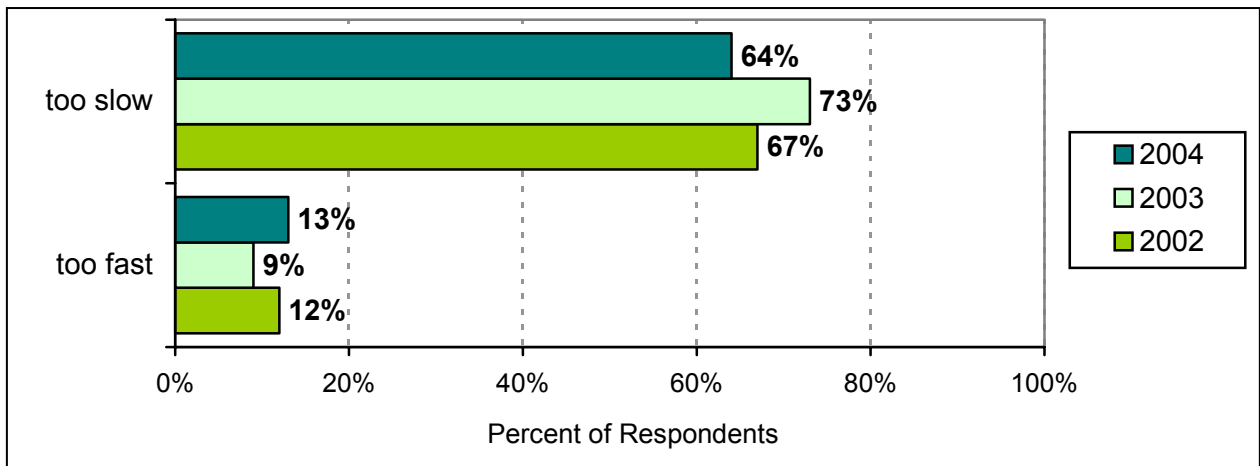
Note: Responses of "neither too fast nor too slow" were omitted.

Figure 6c: Ratings of Jobs Growth by Year in Palm Coast
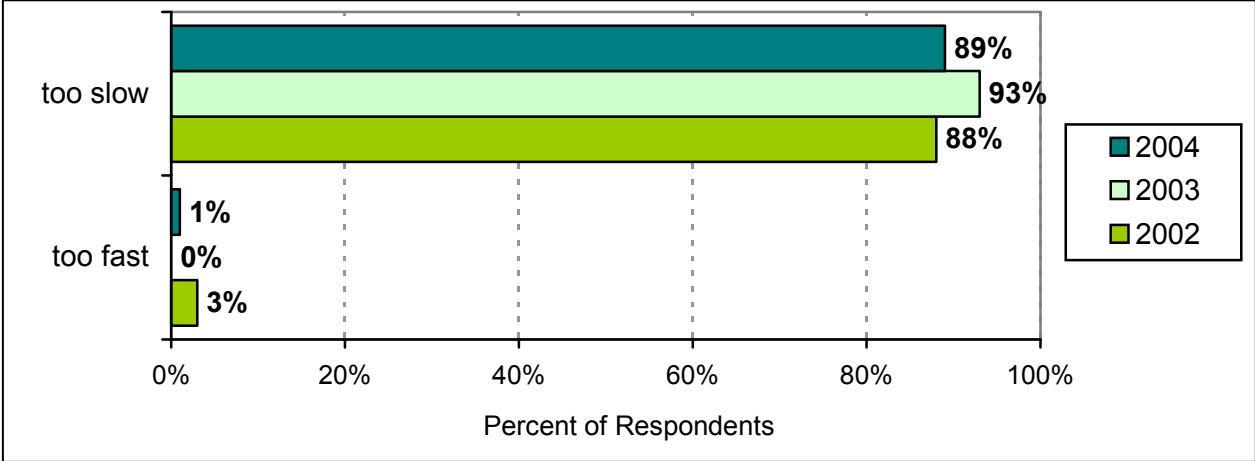
Note: Responses of "neither too fast nor too slow" were omitted.

In 2004, 31% of respondents felt the impact of the economy would be positive on their family income in the next 12 months, while 28% felt it would be negative. In 2002, 26% of respondents and in 2003, 28% felt the impact of the economy would be positive.

Figure 7a: 2004 Perceptions of Economy
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be . . . .
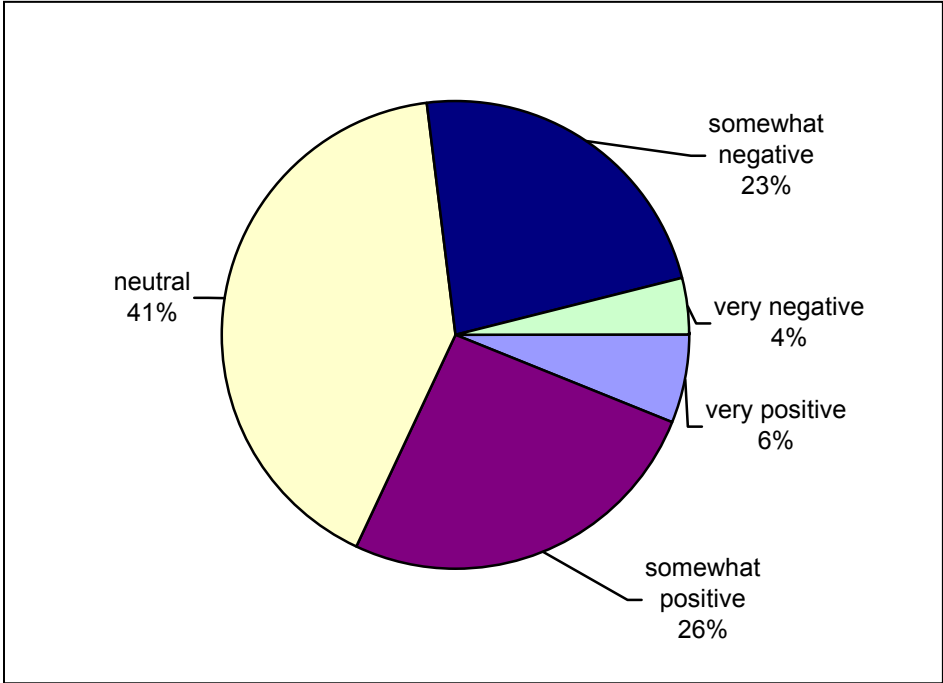
Figure 7b: Comparisons of Perceptions of Economy by Year
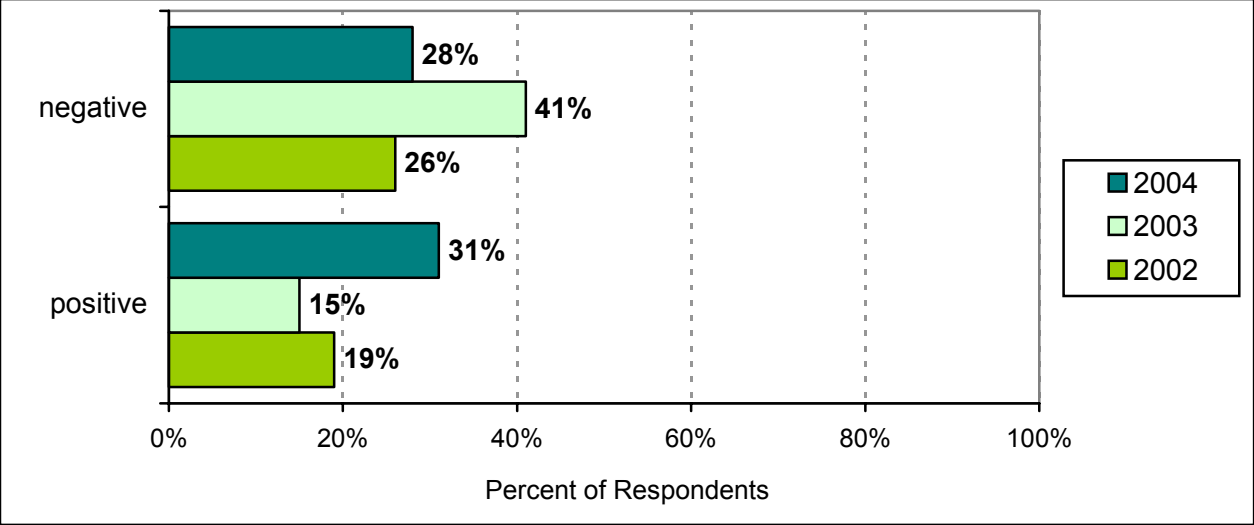
Note: Responses of "neutral" were omitted.

PERCEPTIONS OF SAFETY

When evaluating safety in the community, 76% of respondents felt "somewhat" or "very safe" from violent crimes in Palm Coast in 2004, compared to 79% in 2002 and 75% in 2003. In their neighborhood after dark, 80% of survey participants felt "somewhat" or "very safe" in 2004, compared to 82% in 2002 and 78% in 2003.

In 2004, as assessed by the survey, 8% of households reported that at least one member had been the victim of one or more crimes in the past year. In 2002, 9% of households had reported that at least one member had been a crime victim, while 7% reported so in 2003. Of those who had been the victim of a crime in 2004, 66% had reported it to police.

Figure 8: Ratings of Safety from Various Problems in Palm Coast by Year
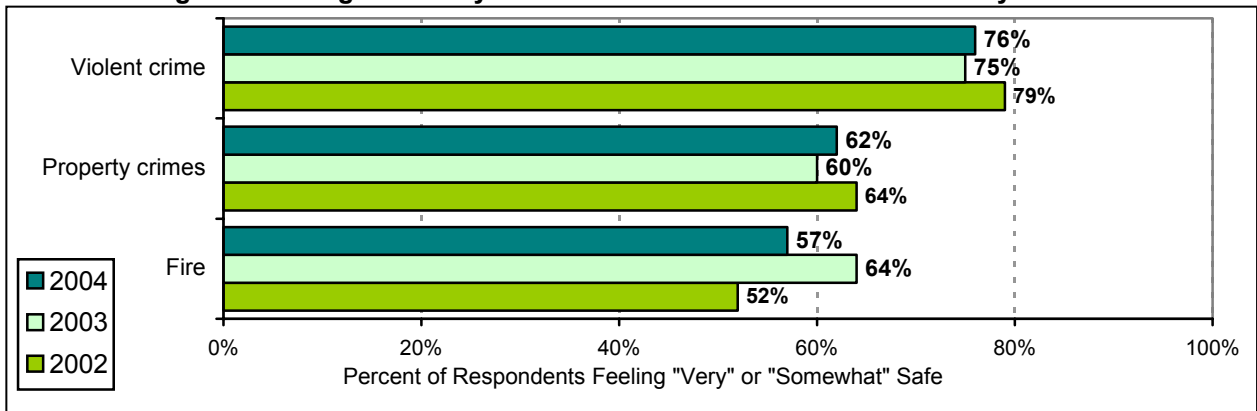
Figure 9: Ratings of Safety in Various Areas in Palm Coast by Year
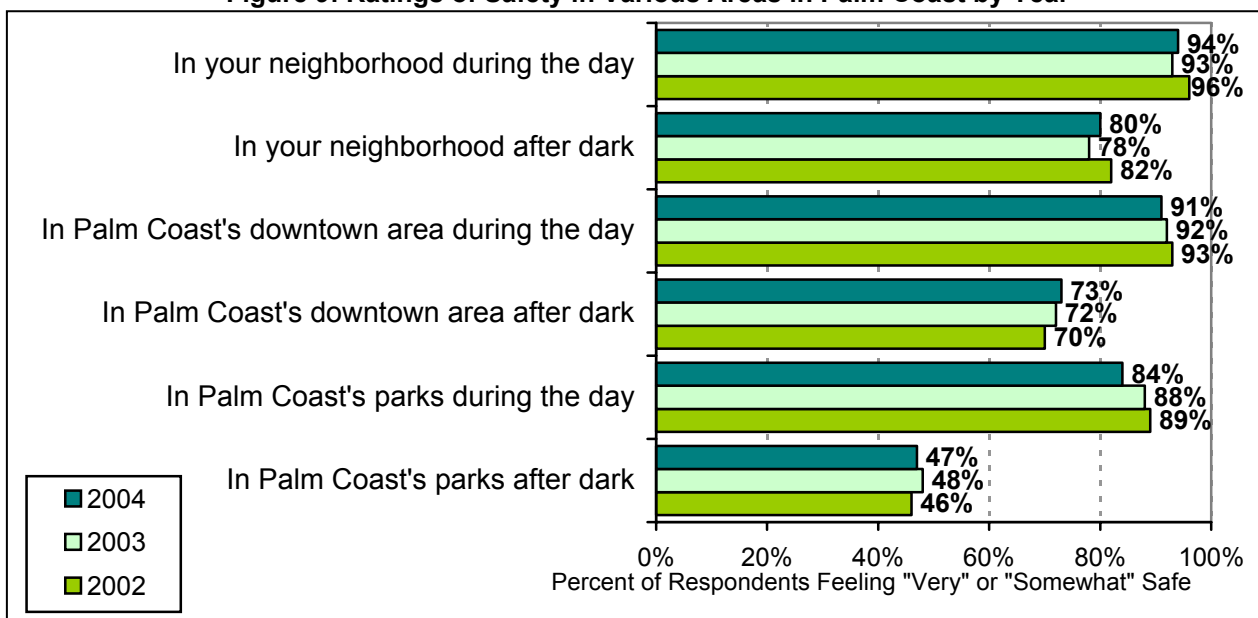
Figure 10: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months by Year

No Household Member Was a Crime Victim
- 2004: 92%
- 2003: 93%
- 2002: 90%

Household Member(s) Was a Victim of Crime
- 2004: 8%
- 2003: 7%
- 2002: 9%

Don't Know
- 2004: 0%
- 2003: 0%
- 2002: 1%

Legend: 2004, 2003, 2002

Percent of Respondents
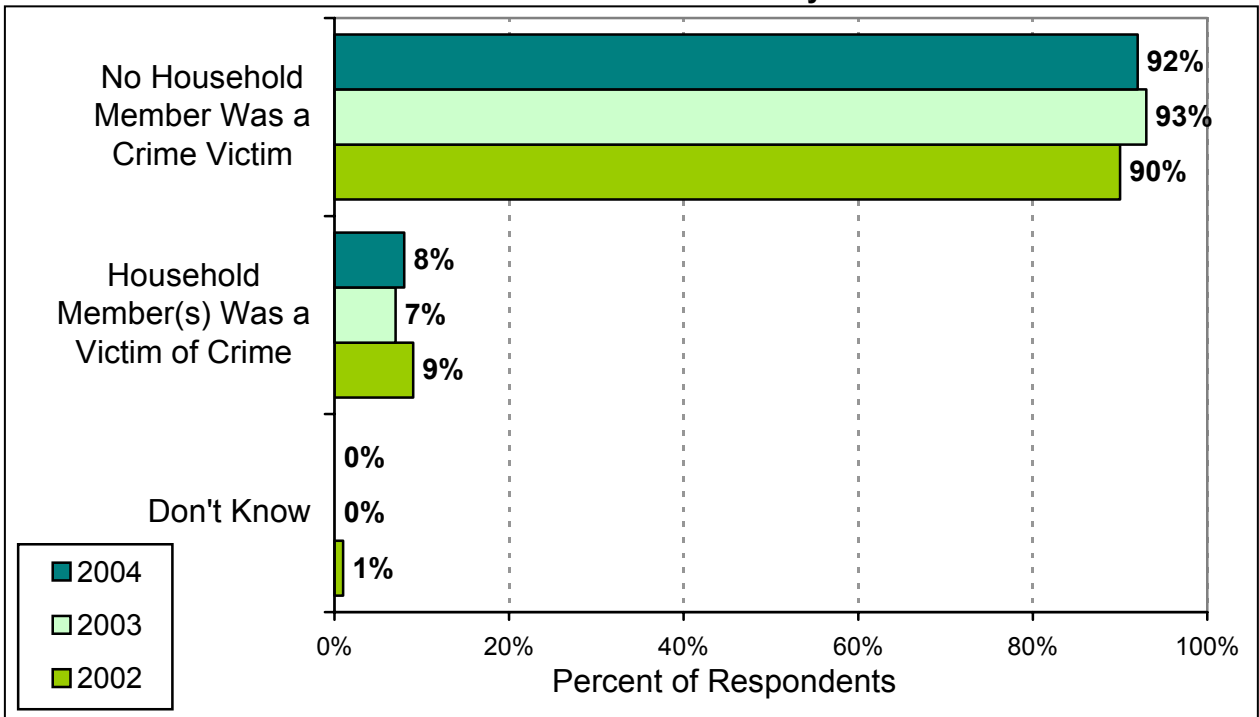
Figure 11: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime by Year

Reported the Crime
- 2004: 66%
- 2003: 69%
- 2002: 79%

Did NOT Report the Crime
- 2004: 26%
- 2003: 27%
- 2002: 14%

Don't Know
- 2004: 8%
- 2003: 4%
- 2002: 8%

Legend: 2004, 2003, 2002

Percent of Respondents
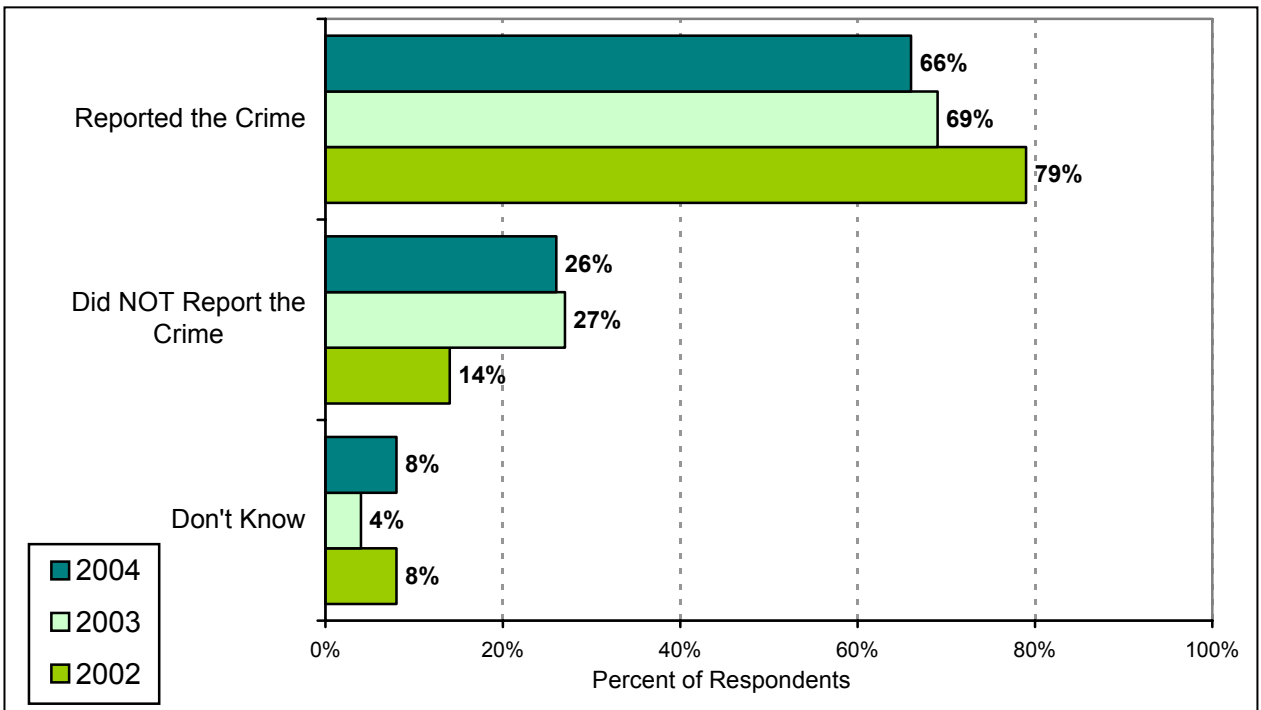
COMMUNITY PARTICIPATION

Participation in the civic, social and economic life of Palm Coast during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below, with comparisons made between 2004, 2003 and 2002. Among those completing the questionnaire in 2004, 78% reported visiting a Palm Coast park in the past year compared to 80% in 2002 and 78% in 2003. Voter status was also estimated, and is shown on the next page.[2]

Figure 12: Percent of Respondents Engaging in Various Activities in Palm Coast in the Last 12 Months by Year

Activity	2004	2003	2002
Purchased an item over the Internet	65%	62%	55%
Used the Internet to conduct business with Palm Coast	26%	26%	21%
Used the Internet for anything	81%	83%	77%
Recycled used paper, cans or bottles from your home	82%	87%	86%
Watched a meeting of local elected officials or other local public meeting on cable television	44%	44%	50%
Attended a meeting of local elected officials or other local public meeting	33%	37%	41%
Visited a Palm Coast park	78%	80%	78%
Participated in a recreation program or activity	45%	47%	49%
Used Palm Coast recreation centers	59%	72%	73%

Percent of Respondents Engaging in Activity Once or More

Figure 13: Voter Status by Year
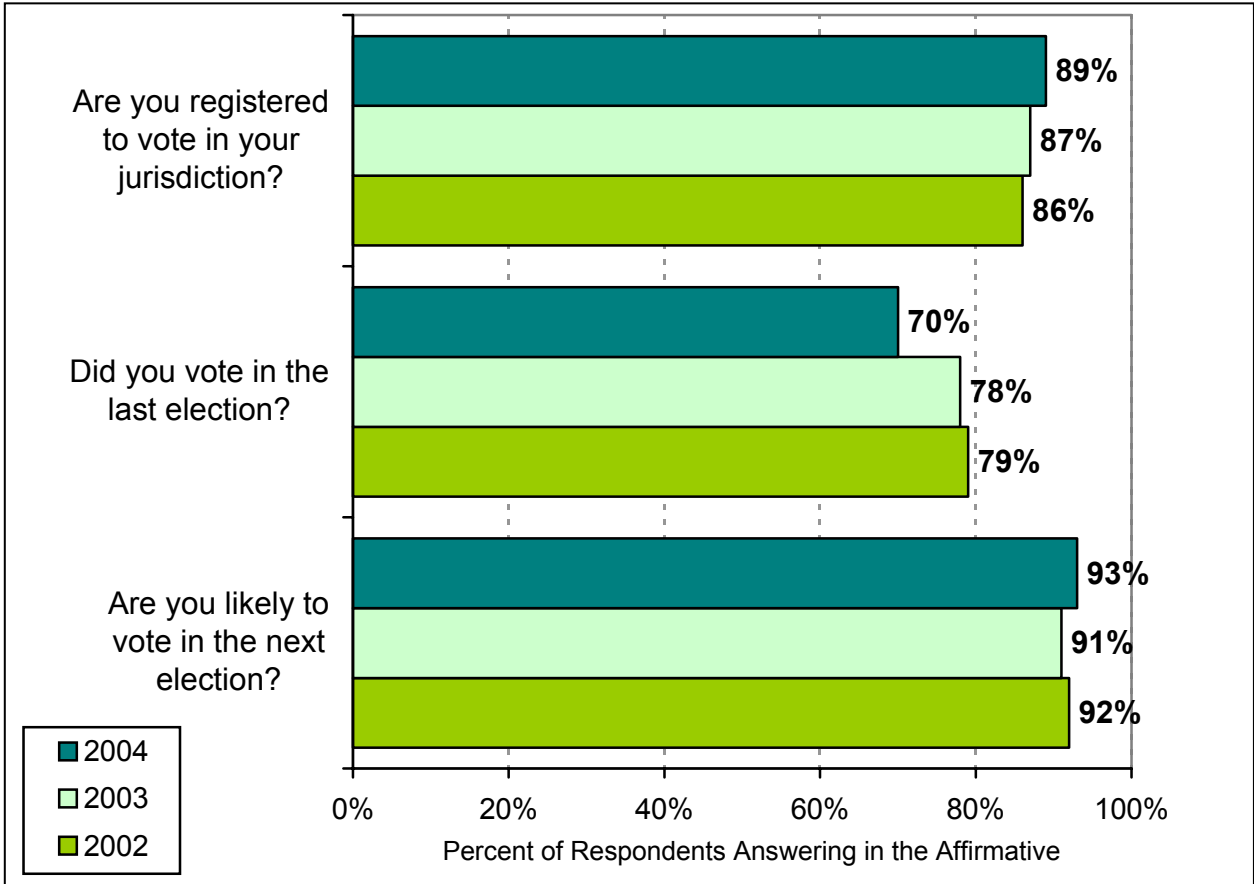
Are you registered to vote in your jurisdiction?
- 89%
- 87%
- 86%

Did you vote in the last election?
- 70%
- 78%
- 79%

Are you likely to vote in the next election?
- 93%
- 91%
- 92%

Legend:
- ■ 2004
- □ 2003
- ■ 2002

Percent of Respondents Answering in the Affirmative

0%   20%   40%   60%   80%   100%
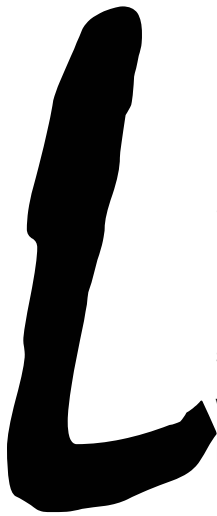
Local Government

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

Public Trust

When asked to evaluate whether they were pleased with the overall direction taken by the City of Palm Coast, residents gave an average rating of 55 on a 100-point scale in 2004, compared to 52 in 2002 and 55 in 2003.

Figure 14: Ratings of Public Trust by Year

	2002	2003	2004
I receive good value for taxes I pay	57	62	61
Pleased with the overall direction the City is taking	52	55	55
Palm Coast welcomes citizen involvement	63	62	60
The City government listens to citizens	51	51	49

Average Rating (0=poor, 100=excellent)
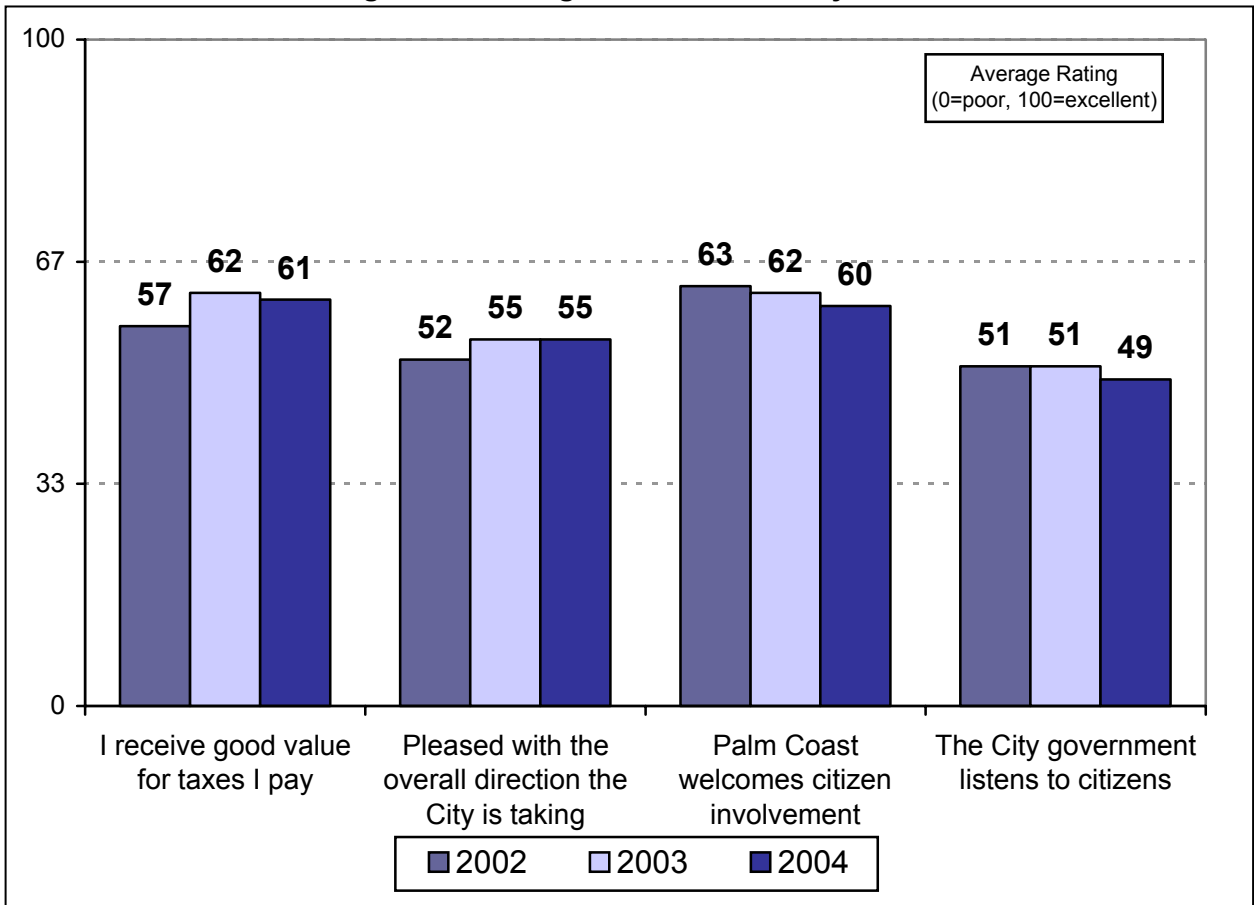
Figure 14b: 2004 Public Trust Ratings						
	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	Total
I receive good value for the City of Palm Coast taxes I pay	17%	42%	22%	9%	11%	100%
I am pleased with the overall direction that the City of Palm Coast is taking	15%	39%	13%	18%	15%	100%
The City of Palm Coast government welcomes citizen involvement	30%	31%	11%	6%	23%	100%
The City of Palm Coast government listens to citizens	7%	28%	31%	22%	13%	100%
Note: "Don't Know" responses are removed						

SERVICES PROVIDED BY PALM COAST

The overall quality of services provided by the City of Palm Coast was rated as 56 on a 100-point scale in 2004, compared to 50 in 2002 and 52 in 2003. Ratings given to specific services are shown on the following pages.

Figure 15: Overall Quality of Services Provided by the City of Palm Coast in 2004
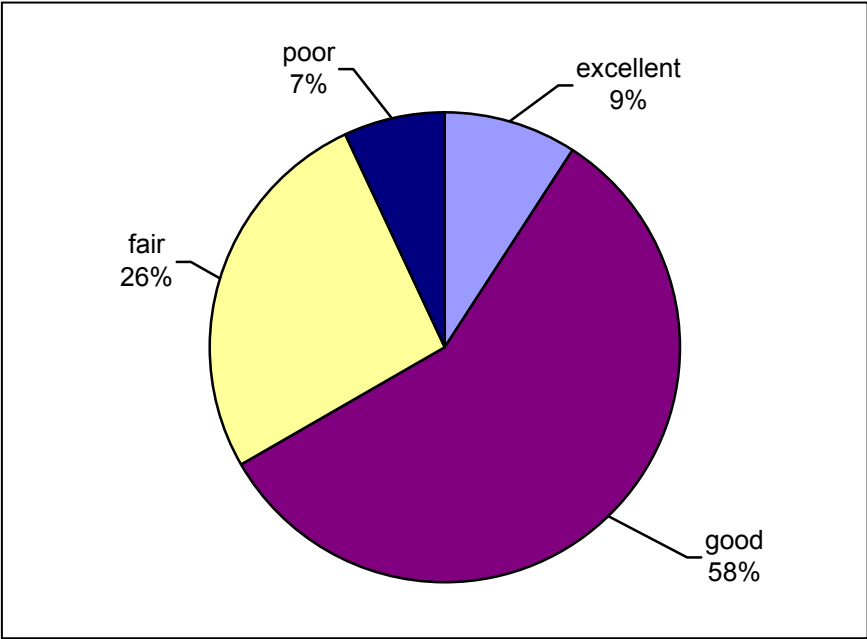
Figure 16: Rating of Overall Quality of Services Provided by Various Levels of Government by Year
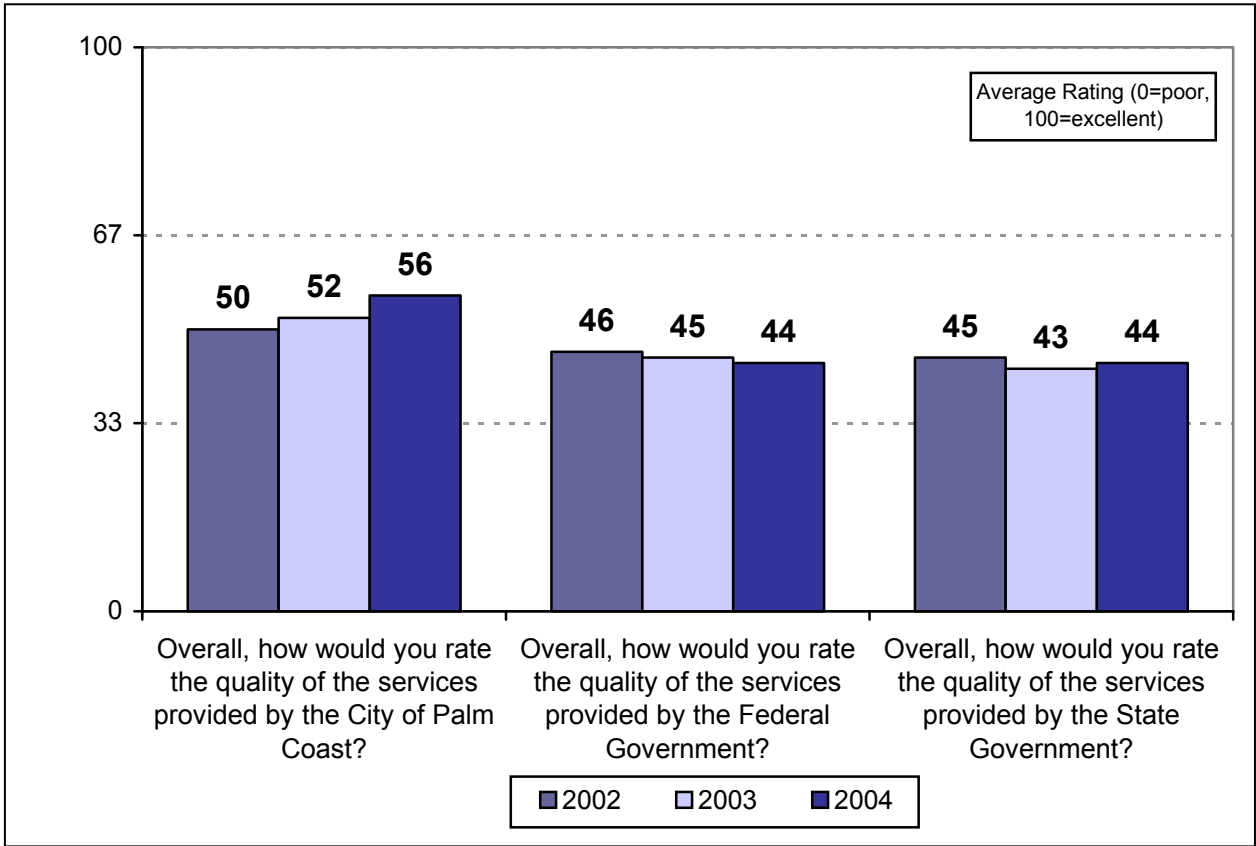
Figure 16b: 2004 Overall Quality of Services: City of Palm Coast, Federal Government and State Government					
	excellent	**good**	**fair**	**poor**	**Total**
Overall, how would you rate the quality of the services provided by the City of Palm Coast?	9%	57%	26%	7%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?	3%	40%	42%	15%	100%
Overall, how would you rate the quality of the services provided by the State Government?	4%	39%	40%	16%	100%
Note: "Don't Know" responses are removed					

Figure 17: Quality of Public Safety Services by Year

Average Rating (0=poor, 100=excellent)

Police svcs	Fire services	Ambulance/EMS services	Traffic enforcement
66 68 65	75 76 77	73 75 76	51 47 51

■2002 □2003 ■2004
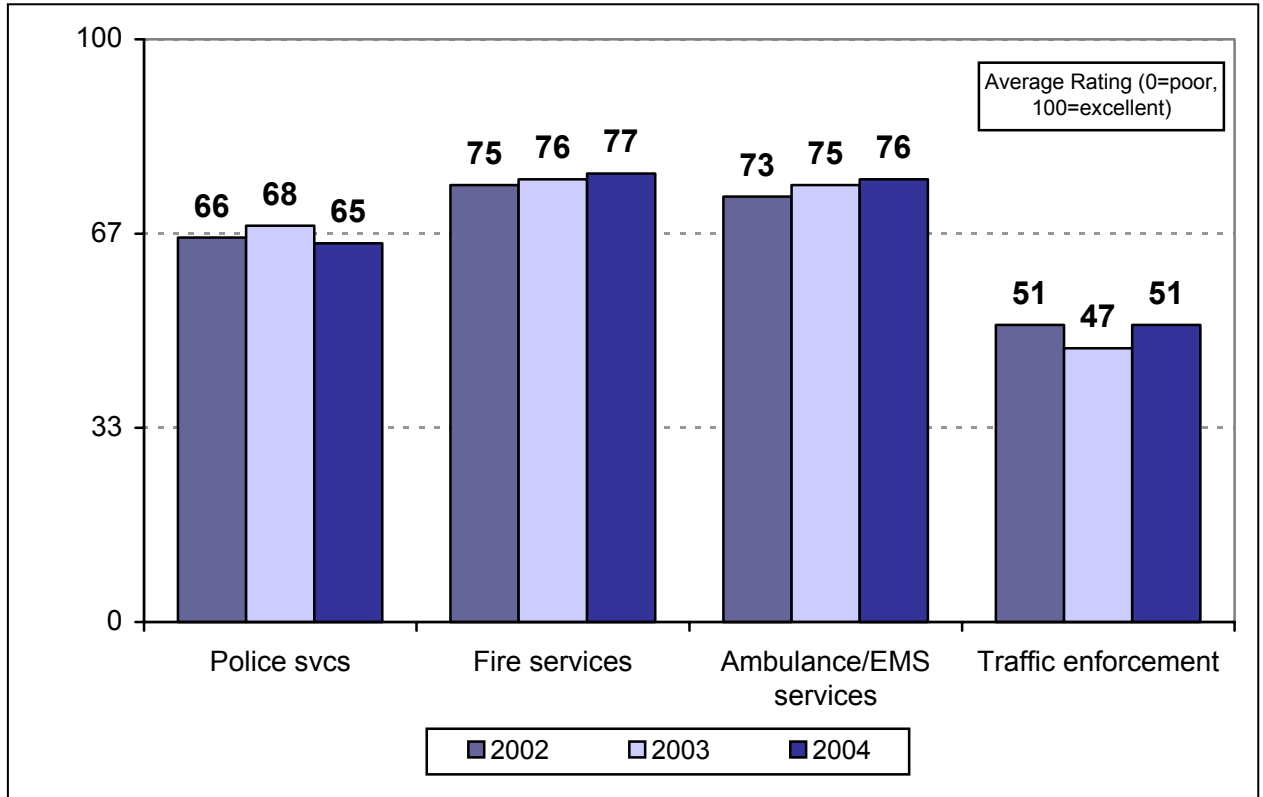
Figure 17b: 2004 Quality of Public Safety Services					
	excellent	**good**	**fair**	**poor**	**Total**
Police services	23%	56%	15%	6%	100%
Fire services	37%	56%	5%	1%	100%
Ambulance/emergency medical services	38%	54%	6%	2%	100%
Traffic enforcement	12%	44%	31%	14%	100%
Note: "Don't Know" responses are removed					

Figure 18: Quality of Transportation Services by Year

Average Rating (0=poor, 100=excellent)

Legend: 2002, 2003, 2004

*data not available for all years
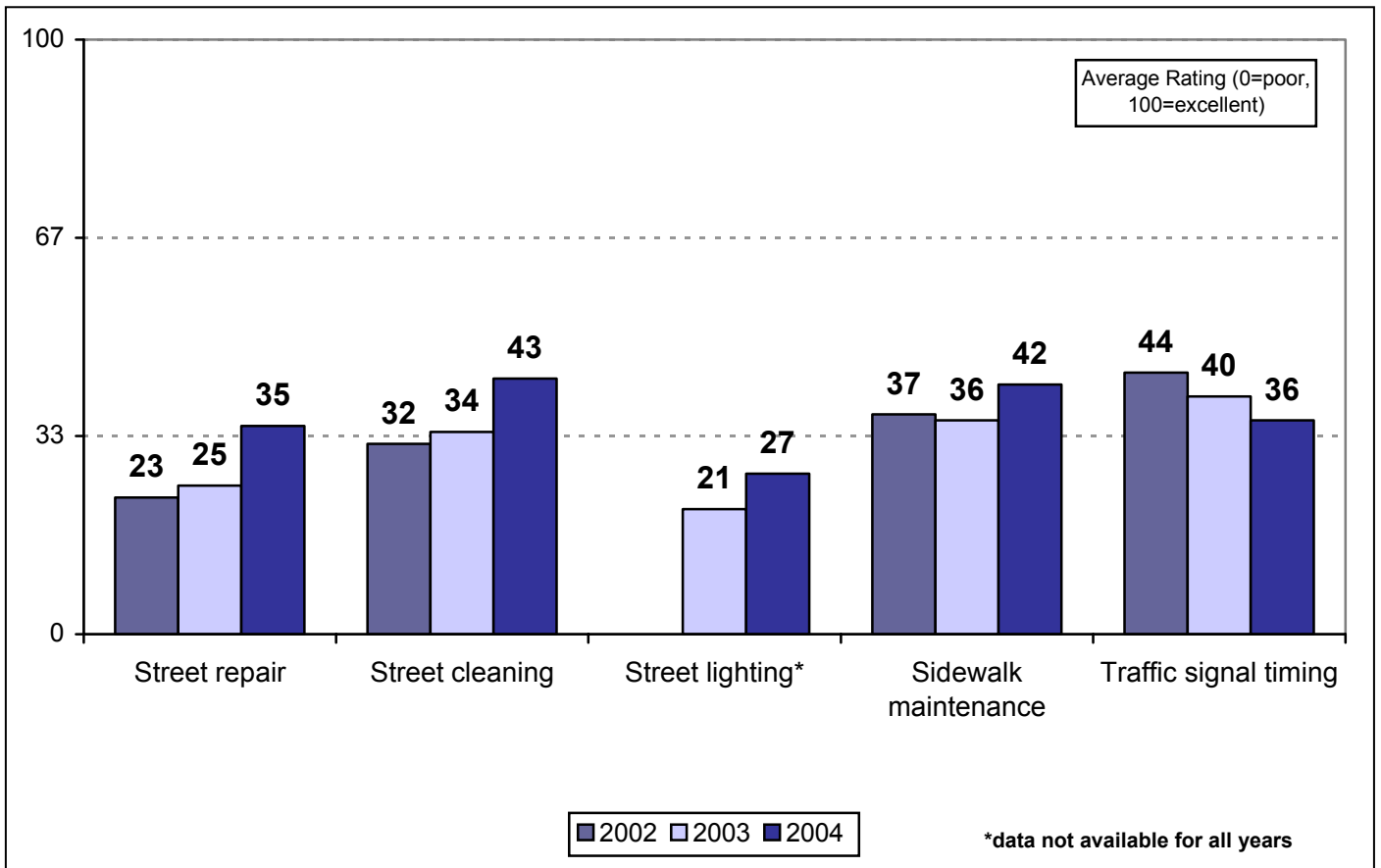
Figure 18b: 2004 Quality of Transportation Services					
	excellent	**good**	**fair**	**poor**	**Total**
Street repair	7%	27%	32%	35%	100%
Street cleaning	10%	34%	31%	25%	100%
Street lighting	5%	19%	28%	48%	100%
Sidewalk maintenance	8%	35%	33%	24%	100%
Traffic signal timing	4%	32%	34%	31%	100%
Note: "Don't Know" responses are removed					

Figure 19: Quality of Leisure Services by Year

Legend: ■ 2002 □ 2003 ■ 2004

Average Rating (0=poor, 100=excellent)

- City parks: 58, 60, 63
- Rec prgms/classes*: 58, 62
- Range/variety Rec prgms: 52, 57, 57
- Rec ctrs/facilities: 48, 49, 54
- Accessibility to parks: 57, 58, 59
- Accessibility to rec ctrs/facilities*: 56, 57
- Appearance/mtce of parks: 56, 59, 60
- Appearance of rec ctrs/facilities*: 56, 56

*data not available for all years
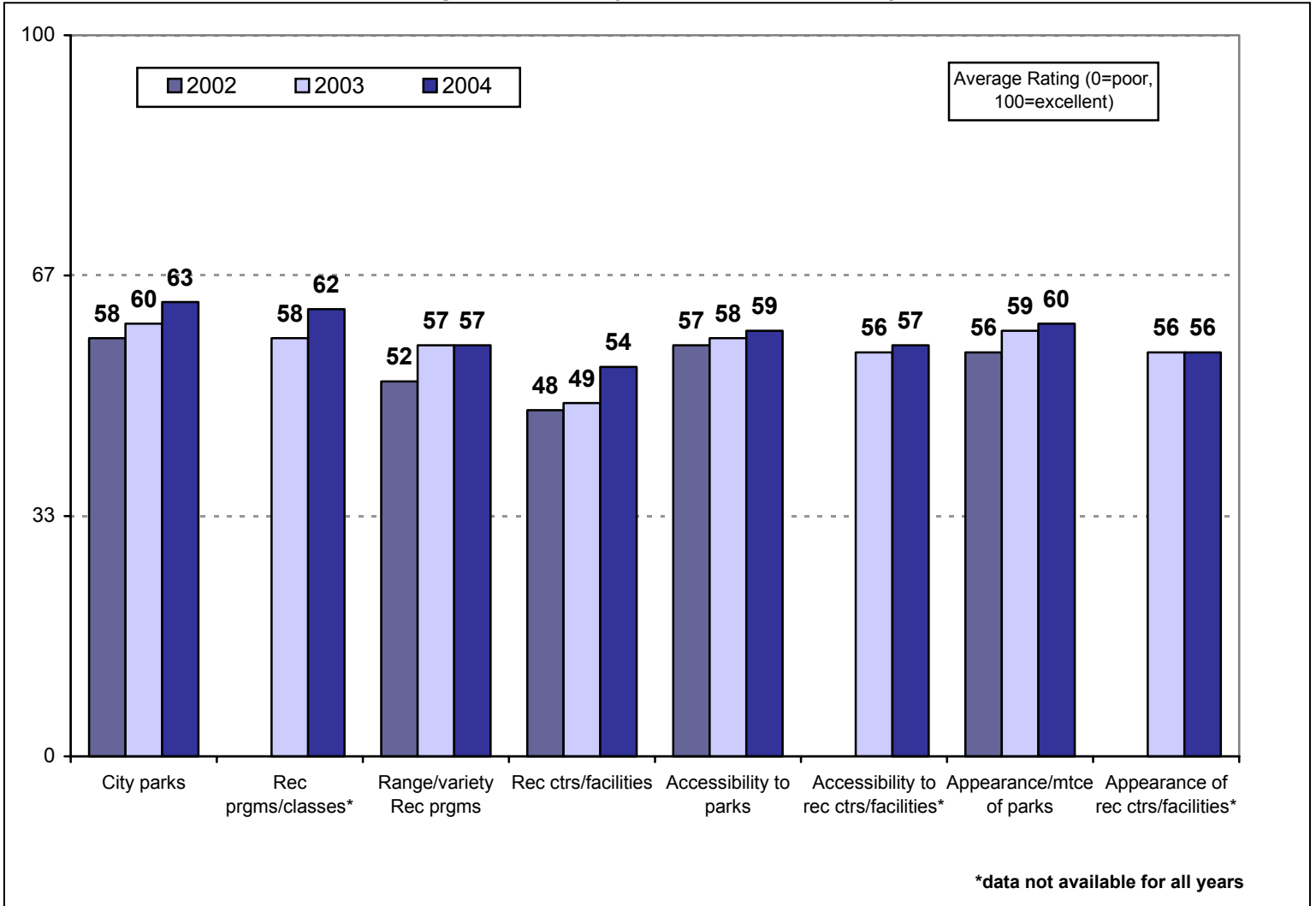
Figure 19b: 2004 Quality of Leisure Services					
	excellent	good	fair	poor	Total
City parks	18%	54%	25%	2%	100%
Recreation programs or classes	18%	51%	27%	3%	100%
Range/variety of recreation programs and classes	16%	48%	29%	8%	100%
Recreation centers/facilities	11%	49%	33%	8%	100%
Accessibility of parks	15%	52%	28%	5%	100%
Accessibility of recreation centers/facilities	11%	54%	29%	6%	100%
Appearance/maintenance of parks	12%	58%	27%	3%	100%
Appearance of recreation centers/facilities	10%	54%	31%	5%	100%
Note: "Don't Know" responses are removed					

Figure 20: Quality of Utility Services by Year

Average Rating (0=poor, 100=excellent)

	Garbage collection	Recycling	Storm drainage	Drinking water	Sewer services
2002	69	68	41	52	58
2003	73	70	24	50	55
2004	74	68	36	52	73

■2002 □2003 ■2004
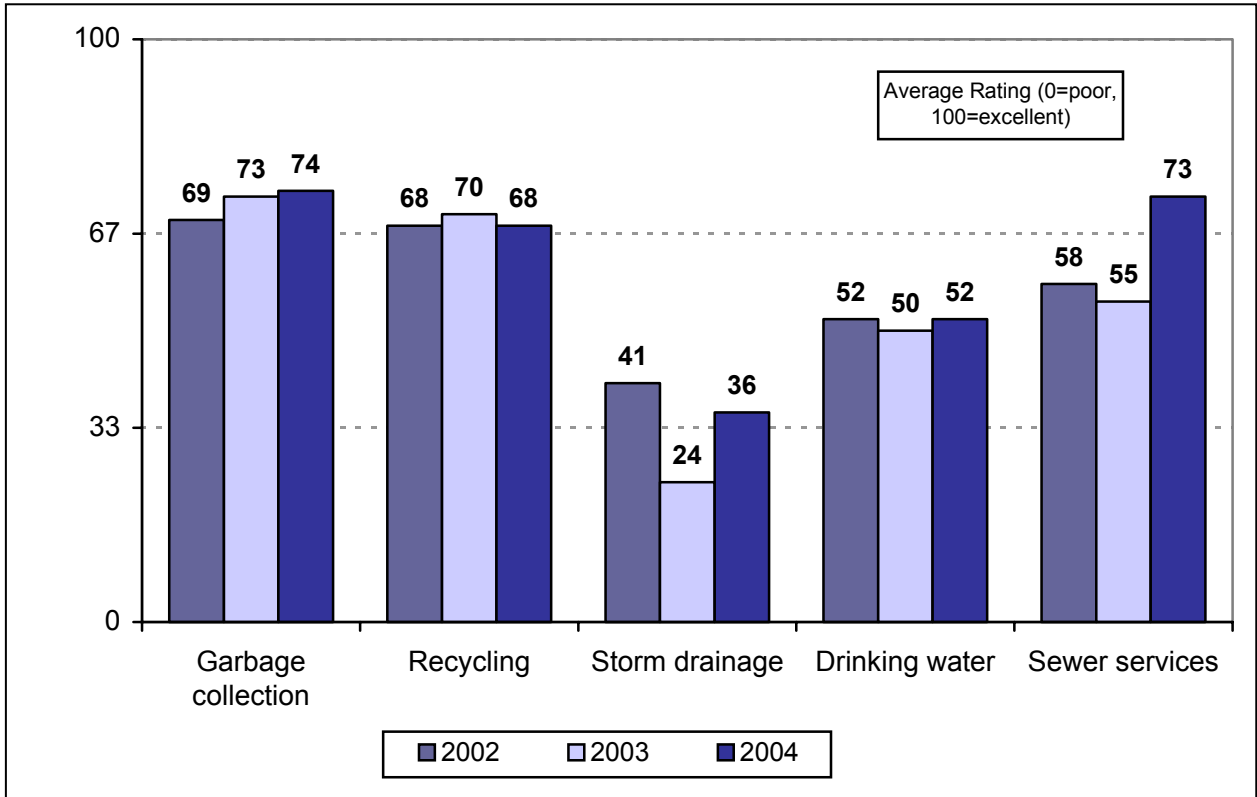
Figure 20b: 2004 Quality of Utility Services					
	excellent	**good**	**fair**	**poor**	**Total**
Garbage collection	39%	47%	11%	3%	100%
Recycling	33%	46%	12%	8%	100%
Storm drainage	6%	29%	34%	31%	100%
Drinking water	15%	40%	31%	14%	100%
Sewer services	33%	55%	10%	2%	100%
Note: "Don't Know" responses are removed					

Figure 21: Quality of Planning and Code Enforcement Services by Year

Average Rating (0=poor, 100=excellent)

	2002	2003	2004
Land use, planning and zoning	33	34	37
Code enforcement	37	33	42
Economic development	31	29	35

Legend: ■ 2002 □ 2003 ■ 2004
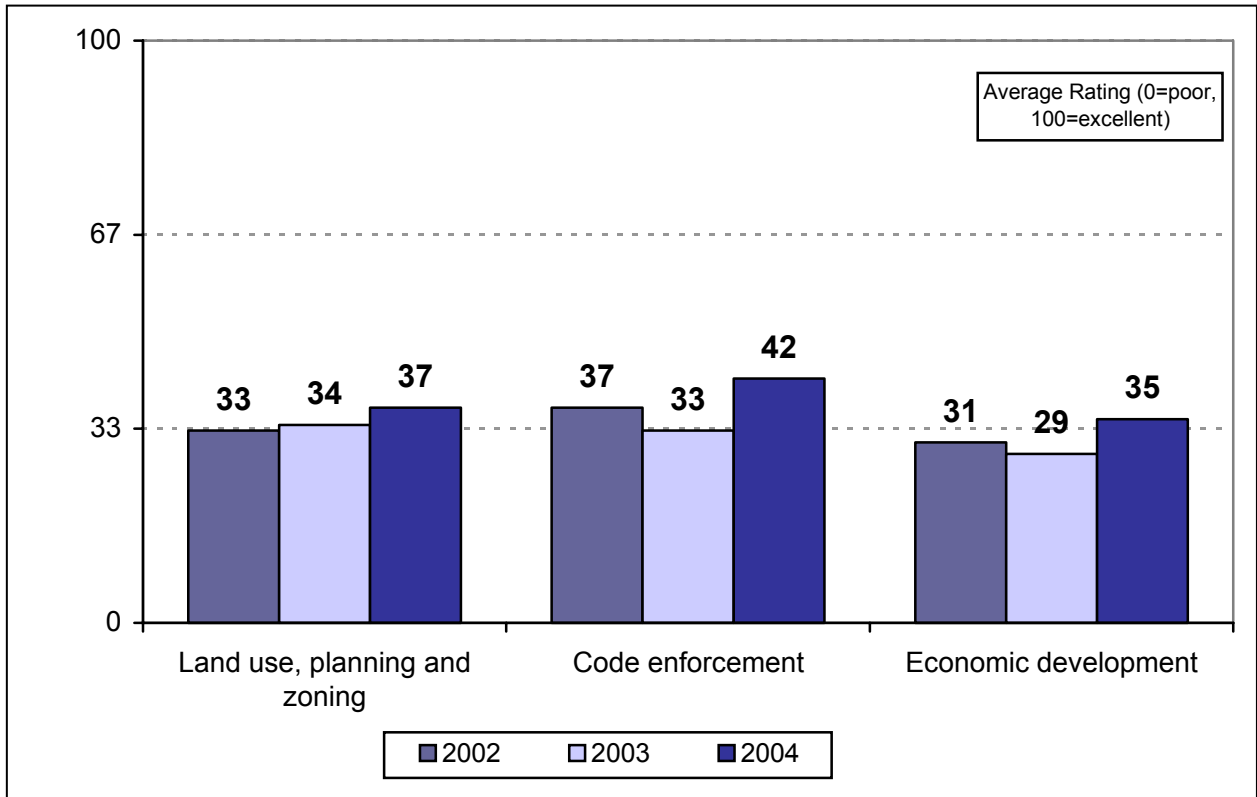
Figure 21b: 2004 Quality of Planning and Code Enforcement Services					
	excellent	**good**	**fair**	**poor**	**Total**
Land use, planning and zoning	5%	28%	38%	29%	100%
Code enforcement (weeds, abandoned buildings, etc)	8%	36%	31%	25%	100%
Economic development	5%	24%	41%	30%	100%
Note: "Don't Know" responses are removed					

Figure 22: Quality of Services to Special Populations and Other Services by Year

Health services*: 2002 = 51, 2004 = 52
Services to seniors: 2002 = 54, 2003 = 52, 2004 = 56
Services to youth: 2002 = 27, 2003 = 27, 2004 = 31
Cable television*: 2002 = 32, 2004 = 39

Legend: 2002, 2003, 2004

*data not available for all years
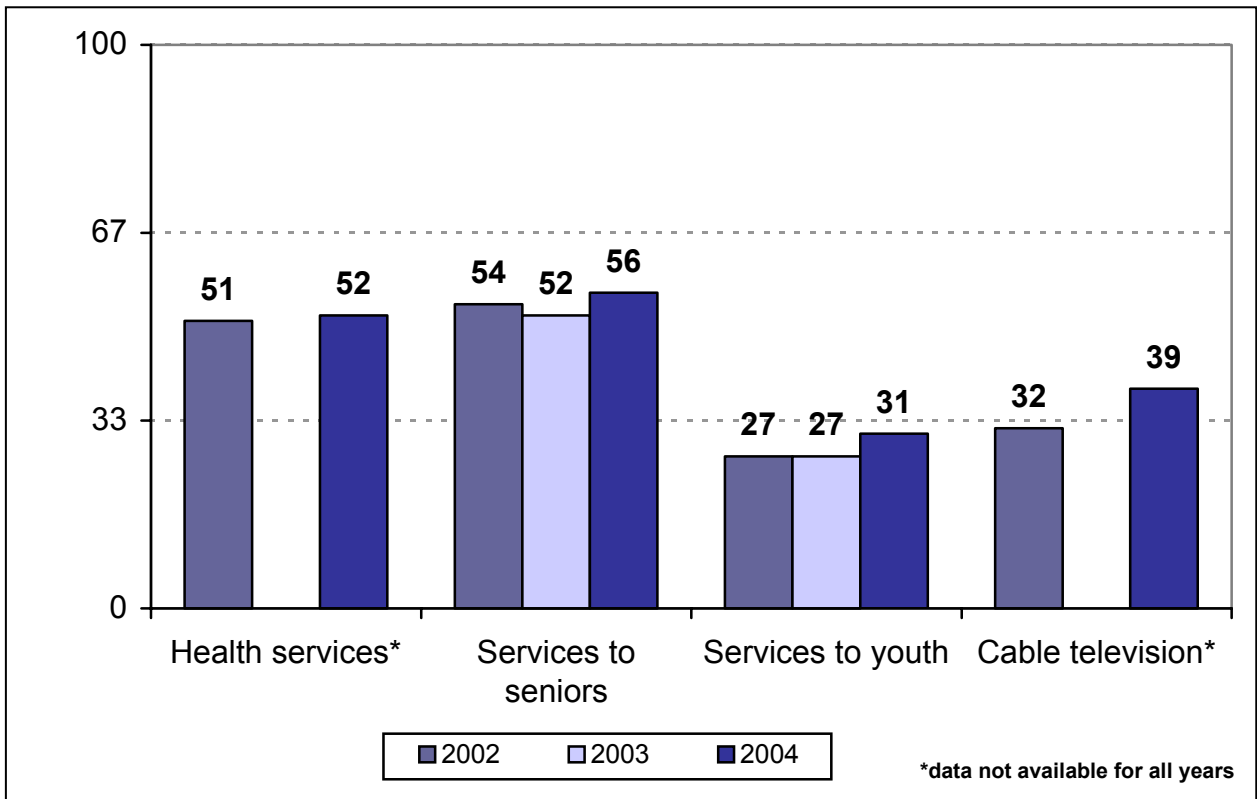
Figure 22b: 2004 Quality of Services to Special Populations and Other Services					
	excellent	good	fair	poor	Total
Health services	9%	48%	34%	9%	100%
Services to seniors	16%	46%	27%	11%	100%
Services to youth	7%	21%	31%	41%	100%
Cable television	9%	31%	29%	31%	100%
Note: "Don't Know" responses are removed					

THE CITY OF PALM COAST EMPLOYEES

Impressions of the City of Palm Coast employees were assessed on the questionnaire. In 2004, those who had been in contact with a City of Palm Coast employee in the past year (42%) rated their overall impression as 62on a 100-point scale, compared to an average rating of 59 received in 2002 and 60 in 2003.

Figure 23: Percent of Respondents Who Had Contact with a City of Palm Coast Employee in 2004
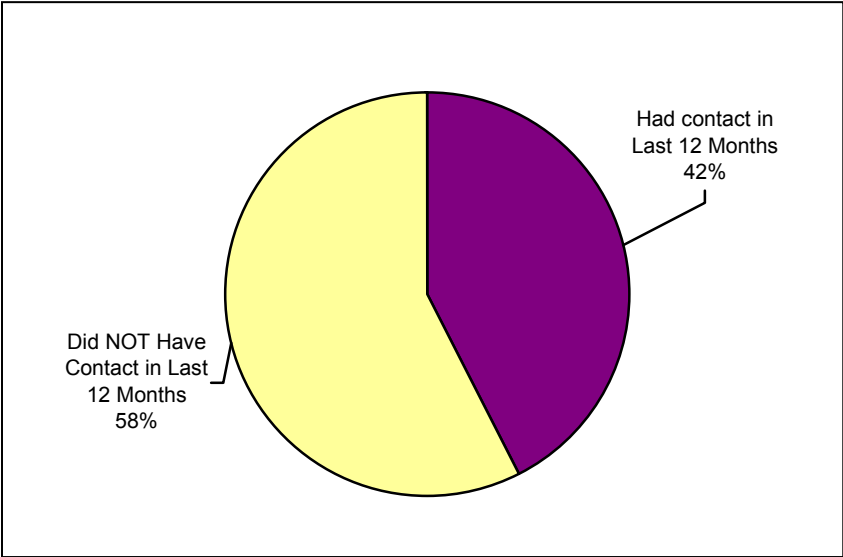
Figure 24: Ratings of Contact with the City of Palm Coast Employees by Year

Average Rating (0=poor, 100=excellent)

Category	2002	2003	2004
Knowledge	60	61	62
Responsiveness	58	59	61
Courtesy	66	66	72
Overall Impression	59	60	62

■ 2002   □ 2003   ■ 2004
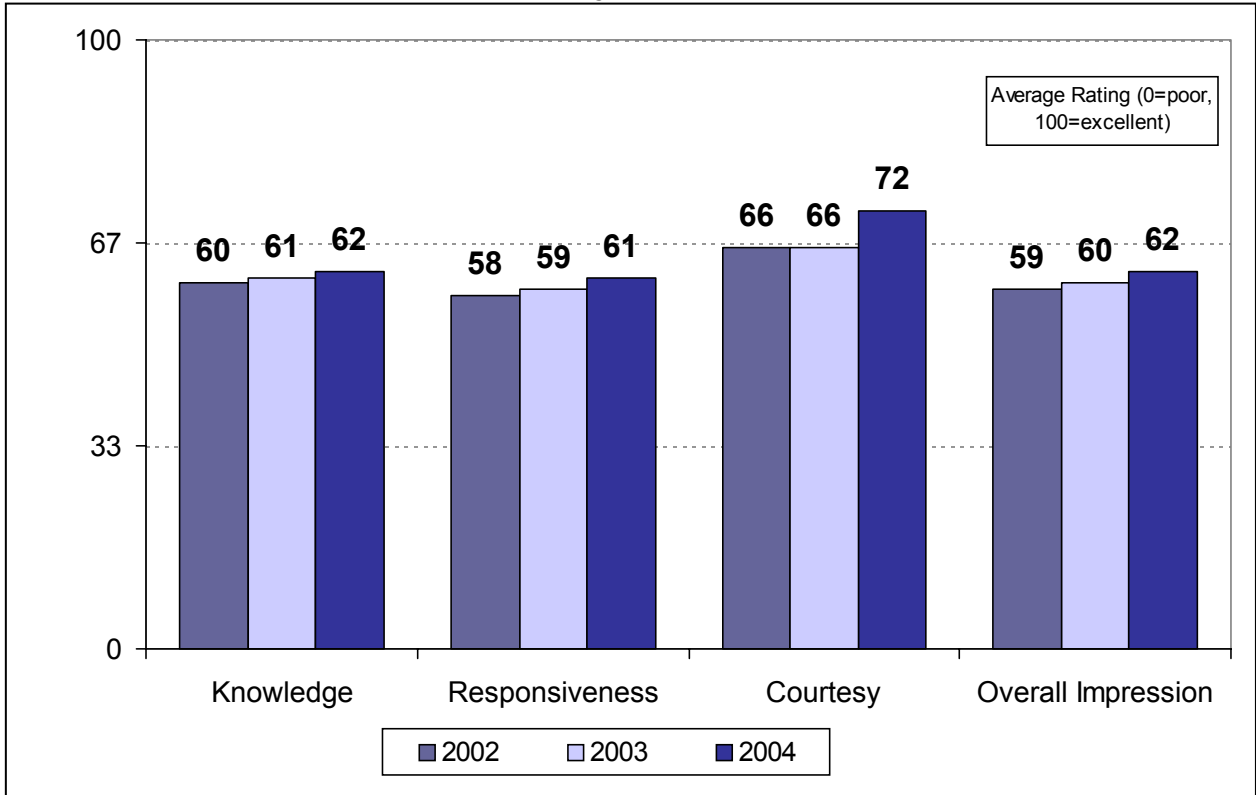
Figure 24b: 2004 Impression of Contact with Employees					
	excellent	good	fair	poor	Total
Knowledge	25%	46%	18%	11%	100%
Responsiveness	27%	42%	19%	13%	100%
Courtesy	39%	42%	15%	4%	100%
Overall Impression	26%	45%	18%	11%	100%
Note: "Don't Know" responses are removed					
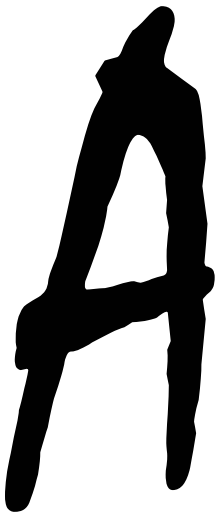
ADDITIONAL **Q**UESTIONS

Three additional questions were asked by the City of Palm Coast. The results for these questions are displayed below.

	extremely important	very important	somewhat important	not at all important	don't know	Total
Figure 25: **Question #16a: Importance of various issues to Palm Coast over the next five years**						
Storm water Utility Fee	12%	29%	32%	12%	16%	100%
Funding for a permanent City Hall	9%	19%	40%	24%	8%	100%
Funding for Capital Improvements	11%	35%	36%	8%	10%	100%
Funding for Infrastructure Maintenance	16%	38%	28%	6%	10%	100%
Expansion of Parks	13%	25%	37%	17%	8%	100%
Expansion of Recreation Services	15%	28%	36%	14%	7%	100%
Economic Development	33%	38%	19%	5%	5%	100%
Commercial Development	33%	34%	22%	6%	5%	100%
Annexation	7%	17%	28%	23%	26%	100%

Figure 26:
Question #16b: Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services

	very satisfied	somewhat satisfied	neither satisfied nor dissatisfied	somewhat dissatisfied	very dissatisfied	don't know	Total
Building Department	6%	17%	28%	10%	7%	31%	100%
City Administration	8%	24%	27%	9%	5%	27%	100%
City Clerk	10%	22%	29%	4%	3%	33%	100%
Code Enforcement	10%	22%	23%	16%	10%	19%	100%
Engineering	6%	20%	29%	8%	4%	34%	100%
Finance	7%	17%	29%	10%	4%	33%	100%
Fire & Rescue	39%	32%	12%	2%	1%	14%	100%
Law Enforcement	26%	43%	13%	6%	4%	9%	100%
Planning & Zoning	7%	23%	23%	16%	11%	20%	100%
Public Works	8%	30%	28%	10%	5%	19%	100%
Recreation & Parks	13%	34%	26%	8%	3%	17%	100%
Water & Sewer	16%	37%	23%	10%	6%	9%	100%

Figure 27:
Question #16c: In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palm Coast?

	Watched cable television	Watched satellite television	Read the Palm Coast News Tribune/Journal	Read the Flagler Times
never	36%	39%	6%	8%
once or twice	4%	4%	9%	7%
3 to 12 times	5%	3%	12%	11%
13 to 26 times	3%	3%	14%	15%
more than 26 times	53%	51%	60%	60%
Total	100%	100%	100%	100%
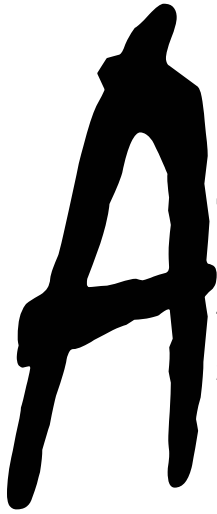
APPENDIX I: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

This Appendix displays the complete distribution of responses to questions in 2004. The "don't know" responses are shown, where applicable.

Question #1: Quality of Life Ratings						
	excellent	good	fair	poor	don't know	Total
How do you rate Palm Coast as a place to live?	31%	55%	12%	2%	0%	100%
How do you rate your neighborhood as a place to live?	33%	55%	10%	2%	0%	100%
How do you rate Palm Coast as a place to raise children?	16%	39%	17%	4%	24%	100%
How do you rate Palm Coast as a place to retire?	32%	44%	15%	3%	7%	100%
How do you rate the overall quality of life in Palm Coast?	24%	57%	17%	2%	0%	100%

Question #2: Please rate each of the following characteristics as they relate to Palm Coast as a whole						
	excellent	good	fair	poor	don't know	Total
Overall appearance of Palm Coast	26%	57%	16%	1%	0%	100%
Shopping opportunities	5%	22%	41%	32%	0%	100%
Recreational opportunities	7%	27%	40%	22%	4%	100%
Job opportunities	1%	6%	25%	49%	19%	100%
Access to affordable quality housing	9%	39%	30%	11%	12%	100%
Access to affordable quality child care	2%	11%	14%	14%	59%	100%
Access to affordable quality health care	4%	32%	30%	17%	16%	100%
Ease of car travel in Palm Coast	4%	18%	42%	35%	1%	100%
Ease of bicycle travel in Palm Coast	7%	28%	21%	20%	24%	100%
Ease of walking in Palm Coast	8%	32%	28%	24%	8%	100%

Question #3: Please rate the speed of growth in the following categories in Palm Coast over the past two years						
	much too slow	somewhat too slow	right amount	somewhat too fast	much too fast	don't know	Total
Population growth	0%	0%	14%	43%	42%	1%	100%
Retail growth (stores, restaurants etc.)	24%	39%	23%	8%	5%	1%	100%
Jobs growth	32%	31%	7%	0%	0%	28%	100%

Question #4: To what degree are the following problems in Palm Coast					
	not a problem	minor problem	moderate problem	major problem	don't know	Total
Crime	11%	40%	33%	5%	11%	100%
Drugs	9%	23%	26%	8%	33%	100%
Lack of growth	67%	10%	12%	4%	7%	100%
Noise	42%	34%	18%	4%	2%	100%
Run down buildings, weed lots, or junk vehicles	43%	35%	14%	6%	2%	100%
Taxes	28%	24%	30%	14%	4%	100%
Traffic congestion	4%	9%	30%	56%	1%	100%
Unsupervised youth	15%	20%	25%	12%	28%	100%
Homelessness	34%	24%	6%	3%	34%	100%
Weeds	26%	37%	20%	11%	5%	100%

Question #5: Please rate how safe you feel from the following occurring to you in Palm Coast						
	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe	don't know	Total
Violent crime (e.g., rape, assault, robbery)	30%	43%	14%	8%	1%	3%	100%
Property crimes (e.g., burglary, theft)	14%	46%	17%	16%	4%	2%	100%
Fire	16%	39%	15%	23%	4%	2%	100%

Question #6: Please rate how safe you feel:							
	very safe	**somewhat safe**	**neither safe nor unsafe**	**somewhat unsafe**	**very unsafe**	**don't know**	**Total**
In your neighborhood during the day	68%	26%	5%	1%	0%	0%	100%
In your neighborhood after dark	33%	46%	11%	7%	2%	1%	100%
In Palm Coast's downtown area during the day	56%	32%	7%	2%	0%	3%	100%
In Palm Coast's downtown area after dark	23%	43%	15%	7%	2%	10%	100%
In Palm Coast's parks during the day	37%	29%	10%	3%	0%	22%	100%
In Palm Coast's parks after dark	7%	22%	13%	14%	6%	38%	100%

Question #7: During the past twelve months, were you or anyone in your household the victim of any crime?		
		Percent of Respondents
During the past twelve months, were you or anyone in your household the victim of any crime?	no	92%
	yes	8%
	don't know	0%
Total		100%

Question #8: If yes, was this crime (these crimes) reported to the police?		
		Percent of Respondents
If yes, was this crime (these crimes) reported to the police?	no	26%
	yes	66%
	don't know	8%
Total		100%

Question #9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Palm Coast?						
	never	once or twice	3 to 12 times	13 to 26 times	more than 26 times	Total
Used Palm Coast recreation centers	41%	30%	17%	6%	6%	100%
Participated in a recreation program or activity	55%	24%	13%	3%	5%	100%
Visited a Palm Coast park	22%	34%	25%	12%	6%	100%
Attended a meeting of local elected officials or other local public meeting	67%	22%	9%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	56%	25%	14%	3%	2%	100%
Recycled used paper, cans or bottles from your home	18%	3%	8%	9%	62%	100%
Used the Internet for anything	19%	3%	3%	10%	65%	100%
Used the Internet to conduct business with Palm Coast	74%	10%	5%	2%	9%	100%
Purchased an item over the Internet	35%	19%	25%	5%	15%	100%

Question #10: How do you rate the quality of each of the following services in Palm Coast?						
	excellent	good	fair	poor	don't know	Total
Police services	21%	52%	14%	5%	8%	100%
Fire services	33%	49%	5%	1%	13%	100%
Ambulance/emergency medical services	29%	41%	5%	1%	23%	100%
Traffic enforcement	11%	40%	28%	13%	8%	100%
Garbage collection	38%	46%	11%	3%	2%	100%
Recycling	30%	42%	11%	8%	10%	100%
Street repair	7%	26%	31%	34%	3%	100%
Street cleaning	9%	31%	29%	23%	9%	100%
Street lighting	5%	19%	27%	47%	2%	100%
Sidewalk maintenance	6%	28%	26%	19%	20%	100%
Traffic signal timing	3%	31%	33%	30%	2%	100%
Storm drainage	5%	27%	32%	29%	6%	100%
Drinking water	15%	39%	30%	14%	2%	100%
Sewer services	33%	55%	10%	2%	0%	100%
City parks	15%	44%	20%	2%	20%	100%
Recreation programs or classes	11%	30%	16%	2%	41%	100%
Range/variety of recreation programs and classes	10%	29%	17%	5%	39%	100%
Recreation centers/facilities	7%	32%	22%	5%	33%	100%
Accessibility of parks	13%	43%	24%	4%	16%	100%
Accessibility of recreation centers/facilities	8%	41%	22%	5%	24%	100%
Appearance/maintenance of parks	10%	49%	22%	2%	17%	100%
Appearance of recreation centers/facilities	7%	41%	24%	4%	24%	100%
Land use, planning and zoning	4%	23%	31%	24%	18%	100%
Code enforcement (weeds, abandoned buildings, etc)	7%	31%	26%	22%	14%	100%
Economic development	4%	21%	35%	25%	15%	100%
Health services	8%	41%	29%	8%	14%	100%
Services to seniors	10%	29%	17%	7%	37%	100%
Services to youth	4%	11%	17%	22%	47%	100%
Cable television	6%	24%	22%	23%	24%	100%

Question #11: Overall, how would you rate the quality of the services provided by . . .						
	excellent	good	fair	poor	don't know	Total
Overall, how would you rate the quality of the services provided by the City of Palm Coast?		9%	55%	25%	7%	4%	100%
Overall, how would you rate the quality of the services provided by the Federal Government?		3%	32%	35%	12%	18%	100%
Overall, how would you rate the quality of the services provided by the State Government?		3%	32%	33%	13%	18%	100%

Report of Results

Question #12: Have you had any in-person or phone contact with an employee of the City of Palm Coast within the last 12 months?		
		Percent of Respondents
Have you had any in-person or phone contact with an employee of the City of Palm Coast within the last 12 months?	no	42%
	yes	57%
	don't know	0%
	4	0%
Total		100%

Question #13: What was your impression of the employees of the City of Palm Coast in your most recent contact?						
	excellent	**good**	**fair**	**poor**	**don't know**	**Total**
Knowledge	24%	45%	17%	11%	2%	100%
Responsiveness	26%	42%	19%	13%	1%	100%
Courtesy	38%	42%	15%	4%	1%	100%
Overall Impression	26%	45%	18%	11%	0%	100%

Question #14: Please rate your agreement or disagreement with the following statements.							
	strongly agree	**somewhat agree**	**neither agree nor disagree**	**somewhat disagree**	**strongly disagree**	**don't know**	**Total**
I receive good value for the City of Palm Coast taxes I pay	15%	39%	20%	9%	10%	7%	100%
I am pleased with the overall direction that the City of Palm Coast is taking	14%	36%	12%	17%	14%	5%	100%
The City of Palm Coast government welcomes citizen involvement	28%	29%	10%	5%	22%	7%	100%
The City of Palm Coast government listens to citizens	5%	20%	22%	16%	9%	27%	100%

Question #15: What impact, if any, do you think the economy will have on your family income in the next 6 months?		
		Percent of Respondents
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	6%
	somewhat positive	26%
	neutral	41%
	somewhat negative	23%
	very negative	4%
Total		100%

Question #16a: Importance of various issues to Palm Coast over the next five years						
	extremely important	very important	somewhat important	not at all important	don't know	Total
Stormwater Utility Fee	12%	29%	32%	12%	16%	100%
Funding for a permanent City Hall	9%	19%	40%	24%	8%	100%
Funding for Capital Improvements	11%	35%	36%	8%	10%	100%
Funding for Infastructure Maintenance	16%	38%	28%	6%	10%	100%
Expansion of Parks	13%	25%	37%	17%	8%	100%
Expansion of Recreation Services	15%	28%	36%	14%	7%	100%
Economic Development	33%	38%	19%	5%	5%	100%
Commercial Development	33%	34%	22%	6%	5%	100%
Annexation	7%	17%	28%	23%	26%	100%

Question #16b: Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services							
	very satisfied	somewhat satisfied	neither satisfied nor dissatisfied	somewhat dissatisfied	very dissatisfied	don't know	Total
Building Department	6%	17%	28%	10%	7%	31%	100%
City Administration	8%	24%	27%	9%	5%	27%	100%
City Clerk	10%	22%	29%	4%	3%	33%	100%
Code Enforcement	10%	22%	23%	16%	10%	19%	100%
Engineering	6%	20%	29%	8%	4%	34%	100%
Finance	7%	17%	29%	10%	4%	33%	100%
Fire & Rescue	39%	32%	12%	2%	1%	14%	100%
Law Enforcement	26%	43%	13%	6%	4%	9%	100%
Planning & Zoning	7%	23%	23%	16%	11%	20%	100%
Public Works	8%	30%	28%	10%	5%	19%	100%
Recreation & Parks	13%	34%	26%	8%	3%	17%	100%
Water & Sewer	16%	37%	23%	10%	6%	9%	100%

Question #16c: In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Palm Coast?						
	never	once or twice	3 to 12 times	13 to 26 times	more than 26 times	Total
Watched cable television	36%	4%	5%	3%	53%	100%
Watched satellite television	39%	4%	3%	3%	51%	100%
Read the Palm Coast News Tribune/Journal	6%	9%	12%	14%	60%	100%
Read the Flagler Times	8%	7%	11%	15%	60%	100%

Question #17: Do you live within the City limits of the City of Palm Coast?		
		Percent of Respondents
Do you live within the limits of the City of Palm Coast?	no	6%
	yes	94%
Total		100%

Question #18: Employment Status		
		Percent of Respondents
Are you currently employed?	no	50%
	yes	50%
Total		100%

Question #18a: Usual Mode of Transportation to Work		
		Percent of Employed Respondents
What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?	Motorized vehicle	93%
	Bus, Rail, Subway, or other public transportation	0%
	Work at home	5%
	Other	1%
Total		100%

Question #18b: Drive Alone or Carpool		
		Percent of Employed Respondents
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	no	79%
	yes	21%
Total		100%

Usual Mode of Transportation to Work, Including Carpooling		
		Percent of Employed Respondents
Usual mode of transportation to work	Motorized vehicle, no others (SOV)	73%
	Motorized vehicle, with others (MOV)	20%
	Bus, rail, subway, or other public transportation	0%
	work at home	5%
	other	1%
Total		100%

Question #19: Length of Residency		
		Percent of Respondents
How many years have you lived in Palm Coast?	less than 2 years	22%
	2-5 years	31%
	6-10 years	21%
	11-20 years	21%
	more than 20 years	5%
Total		100%

Question #20: Type of Housing Unit		
		Percent of Respondents
Which best describes the building you live in?	one family house detached from any other houses	86%
	one family house attached to one or more houses	7%
	building with two or more apartments or condominiums	7%
Total		100%

Question #21: Tenure Status		
		Percent of Respondents
Is this house, apartment, or mobile home...	rented for cash or occupied without cash payment?	14%
	owned by you or someone in this house	86%
Total		100%

Question #22: Presence of Children in Household		
		Percent of Respondents
Do any children age 12 or under live in your household?	no	80%
	yes	20%
Total		100%

Question #23: Presence of Teenagers in Household		
		Percent of Respondents
Do any teenagers ages 13 through 17 live in your household?	no	88%
	yes	12%
Total		100%

Question #24: Presence of Senior Adults in Household		
		Percent of Respondents
Are you or any other members of your household aged 65 or older?	no	60%
	yes	40%
Total		100%

Question #25: Presence of Persons with Disabilities in Household		
		Percent of Respondents
Does any member of your household have a physical handicap or is anyone disabled?	no	79%
	yes	21%
Total		100%

Question #26: Education		
		Percent of Respondents
What is the highest degree or level of school you have completed?	12th Grade or less, no diploma	4%
	high school diploma	18%
	some college, no degree	32%
	associate's degree (e.g. AA, AS)	12%
	bachelor's degree (e.g. BA, AB, BS)	21%
	graduate degree or professional degree	13%
Total		100%

Question #27: Annual Household Income		
		Percent of Respondents
How much do you anticipate your household's total income before taxes will be for the current year?	less than $24,999	18%
	$25,000 to $49,999	37%
	$50,000 to $99,999	35%
	$100,000 or more	10%
Total		100%

Question #28: Ethnicity		
		Percent of Respondents
Are you Spanish/Hispanic/Latino?	no	94%
	yes	6%
Total		100%

Question #29: Race		
		Percent of Respondents
What is your race?	American Indian or Alaskan Native	1%
	Asian or Pacific Islander	0%
	Black, African American	4%
	White/Caucasian	89%
	Other	4%
	Multi-Racial	2%
Total		100%

Question #30: Age		
		Percent of Respondents
In which category is your age?	18-24 years	2%
	25-34 years	14%
	35-44 years	13%
	45-54 years	16%
	55-64 years	22%
	65-74 years	21%
	75 years or older	13%
Total		100%

Question #31: Gender		
		Percent of Respondents
What is your gender?	Female	53%
	Male	47%
Total		100%

Question #32: Voter Registration Status		
		Percent of Respondents
	no	10%
Are you registered to vote in your jurisdiction?	yes	88%
	don't know	1%
Total		100%

Question #33: Vote in Last Election?		
		Percent of Respondents
	no	30%
Did you vote in the last election?	yes	70%
	don't know	0%
Total		100%

Question #34: Likely to Vote in Next Election?		
		Percent of Respondents
	no	7%
Are you likely to vote in the next election?	yes	87%
	don't know	6%
Total		100%
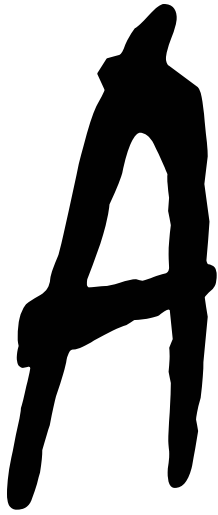
APPENDIX II: SURVEY METHODOLOGY

The National Citizen Survey[TM] was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey[TM] that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey[TM] is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey[TM] permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The methods detailed in the following section are for the 2004 administration of the NCS in the City of Palm Coast. Information about the implementation in previous years can be found in past reports.

SAMPLING

Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.[3] An individual within each household was selected using the birthday method.[4]

SURVEY ADMINISTRATION

Households received three mailings between the 12th and the 26th of April 2004. The first was a postcard notifying them they had been selected to participate in

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[3] *Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.*
[4] *The birthday method is a process to remove bias in the selection of 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 but leaving selection of respondent to household members will lead to bias.*

the City of Palm Coast 2004 Citizen Survey. The postcard was signed by the mayor. About a week later a survey was mailed with a cover letter also signed by the mayor. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had not yet participated to do so, while informing those who had already completed the survey not to do so again.

RESPONSE RATE AND CONFIDENCE INTERVALS

Of the 1,200 eligible households, 489 completed the survey providing a response rate of 46%. Approximately 126 addresses sampled were "vacant" or "not found.[5]" In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Palm Coast adults. This difference is also called a "margin of error." [6] This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

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[5] "Eligible" households refer to addresses that belong to residences that are not vacant within the City of Palm Coast.
[6] The margin of error was calculated using the following formula: 1.96 * square root (0.25/400). This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

The National CITIZEN SURVEY[TM]

WEIGHTING AND ANALYZING THE DATA

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

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

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

Weighting Scheme for the City of Palm Coast Citizen Survey			
Respondent Characteristics	**Population Norm***	**Unweighted Survey Data**	**Weighted Survey Data**
Tenure			
Rent Home	14%	7%	14%
Own Home	86%	93%	86%
Type of Housing Unit			
Single-Family Detached	91%	87%	86%
Attached	9%	13%	14%
Ethnicity			
Non-Hispanic	93%	95%	94%
Hispanic	7%	5%	6%
Race			
White/Caucasian	86%	89%	88%
Non-White	14%	11%	12%
Gender			
Female	53%	47%	53%
Male	47%	53%	47%
Age			
18-34	16%	7%	16%
35-54	29%	26%	28%
55+	55%	67%	56%
Gender and Age			
Females 18-34	8%	4%	8%
Females 35-54	16%	15%	16%
Females 55+	29%	28%	30%
Males 18-34	8%	3%	8%
Males 35-54	13%	10%	13%
Males 55+	26%	40%	26%
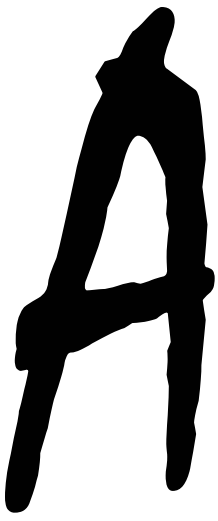
APPENDIX III: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Palm Coast in 2004. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.

The City of Palm Coast 2004 Citizen Survey

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

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

	excellent	good	fair	poor	don't know
How do you rate Palm Coast as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Palm Coast as a place to raise children?	1	2	3	4	5
How do you rate Palm Coast as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Palm Coast?	1	2	3	4	5

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

	excellent	good	fair	poor	don't know
Overall appearance of Palm Coast	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care	1	2	3	4	5
Ease of car travel in Palm Coast	1	2	3	4	5
Ease of bicycle travel in Palm Coast	1	2	3	4	5
Ease of walking in Palm Coast	1	2	3	4	5

3. **Please rate the speed of growth in the following categories in Palm Coast 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 the following problems in Palm Coast:**

	not a problem	minor problem	moderate problem	major problem	don't know
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Lack of growth	1	2	3	4	5
Noise	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Taxes	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Unsupervised youth	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Palm Coast:

	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe	don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe	don't know
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Palm Coast's downtown area during the day	1	2	3	4	5	6
In Palm Coast's downtown area after dark	1	2	3	4	5	6
In Palm Coast's parks during the day	1	2	3	4	5	6
In Palm Coast's parks after dark	1	2	3	4	5	6

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

❑ no *[go to question #9]*   ❑ yes *[go to question #8]*   ❑ don't know

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

❑ no   ❑ yes   ❑ don't know

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

	never	once or twice	3 to 12 times	13 to 26 times	more than 26 times
Used Palm Coast recreation centers	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood or City park	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Used the Internet for anything	1	2	3	4	5
Used the Internet to conduct business with Palm Coast	1	2	3	4	5
Purchased an item over the Internet	1	2	3	4	5

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

	excellent	good	fair	poor	don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/emergency medical services	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
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
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Recreation centers/facilities	1	2	3	4	5
Accessibility of parks	1	2	3	4	5
Accessibility of recreation centers/facilities	1	2	3	4	5
Appearance/maintenance of parks	1	2	3	4	5
Appearance of recreation centers/facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
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
Cable television	1	2	3	4	5

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

	excellent	good	fair	poor	don't know
The City of Palm Coast?	1	2	3	4	5
The Federal Government?	1	2	3	4	5
The State Government?	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of the City of Palm Coast within the last 12 months (including police, receptionists, planners or any others)?

❏ no *[go to question #14]* ❏ yes *[go to question #13]*

13. What was your impression of employees of the City of Palm Coast 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

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

	strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree	don't know
I receive good value for the City of Palm Coast taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Palm Coast is taking	1	2	3	4	5	6
The City of Palm Coast government welcomes citizen involvement	1	2	3	4	5	6
The City of Palm Coast government listens to citizens	1	2	3	4	5	6

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

❑ very positive   ❑ somewhat positive   ❑ neutral   ❑ somewhat negative   ❑ very negative

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

a. Please rate the following issues in terms of what you think their importance will be to Palm Coast over the next five years:

	extremely important	very important	somewhat important	not at all important	don't know
Stormwater Utility Fee	1	2	3	4	5
Funding for a permanent City Hall	1	2	3	4	5
Funding for Capital Improvements	1	2	3	4	5
Funding for Infrastructure Maintenance	1	2	3	4	5
Expansion of Parks	1	2	3	4	5
Expansion of Recreation Services	1	2	3	4	5
Economic Development	1	2	3	4	5
Commercial Development	1	2	3	4	5
Annexation	1	2	3	4	5

b. Please rate how satisfied or dissatisfied you are with the way Palm Coast provides the following services:

	very satisfied	somewhat satisfied	neither satisfied nor dissatisfied	somewhat dissatisfied	very dissatisfied	don't know
Building Department	1	2	3	4	5	6
City Administration	1	2	3	4	5	6
City Clerk	1	2	3	4	5	6
Code Enforcement	1	2	3	4	5	6
Engineering	1	2	3	4	5	6
Finance	1	2	3	4	5	6
Fire & Rescue	1	2	3	4	5	6
Law Enforcement	1	2	3	4	5	6
Planning & Zoning	1	2	3	4	5	6
Public Works	1	2	3	4	5	6
Recreation & Parks	1	2	3	4	5	6
Water & Sewer	1	2	3	4	5	6

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

	never	once or twice	3 to 12 times	13 to 26 times	more than 26 times
Watched cable television	1	2	3	4	5
Watched satellite television	1	2	3	4	5
Read the Palm Coast News Tribune/Jounal	1	2	3	4	5
Read the Flagler Times	1	2	3	4	5

17. Do you live within the City limits of the City of Palm Coast?

❑ no   ❑ yes

18. Are you currently employed?

❑ no *[go to question #19]*   ❑ yes *[go to question #18a]*

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

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

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

❑ no   ❑ yes

19. How many years have you lived in Palm Coast?

❑ less than 2 years   ❑ 11-20 years
❑ 2-5 years   ❑ more than 20 years
❑ 6-10 years

20. Which best describes the building you live in?

❑ one family house detached from any other houses
❑ house attached to one or more houses (e.g. a duplex or townhome)
❑ building with two or more apartments or condominiums
❑ mobile home
❑ other

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

❑ rented for cash or occupied without cash payment?
❑ owned by you or someone in this house with a mortgage or free and clear?

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

❑ no   ❑ yes

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

❑ no   ❑ yes

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

❑ no   ❑ yes

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

❑ no   ❑ yes

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

❑ 12th Grade or less, no diploma
❑ high school diploma
❑ some college, no degree
❑ associate's degree (e.g. AA, AS)
❑ bachelor's degree (e.g. BA, AB, BS)
❑ graduate degree or professional degree

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

❑ less than $24,999
❑ $25,000 to $49,999
❑ $50,000 to $99,999
❑ $100,000 or more

28. Are you Spanish/Hispanic/Latino?

❑ no   ❑ yes

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

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

30. In which category is your age?

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

31. What is your sex?

❑ female   ❑ male

32. Are you registered to vote in your jurisdiction?

❑ no   ❑ yes   ❑ don't know

33. Did you vote in the last election?

❑ no   ❑ yes   ❑ don't know

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

❑ no   ❑ yes   ❑ don't know

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

MAYOR

April, 2004

Dear Palm Coast Resident:

The City of Palm Coast wants to know what you think about our community and municipal government. You have been randomly selected to participate in Palm Coast's 2004 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 Palm Coast 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, 386-986-3700.

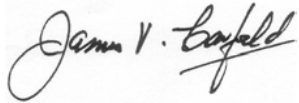Please help us shape the future of Palm Coast. Thank you for your time and participation.

James V. Canfield

James Canfield
Mayor

MAYOR

April, 2004

Dear Palm Coast Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Palm Coast wants to know what you think about our community and municipal government. You have been randomly selected to participate in The City of Palm Coast 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 Palm Coast residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey, please call, 386-986-3700.

Please help us shape the future of Palm Coast. Thank you for your time and participation.
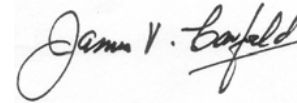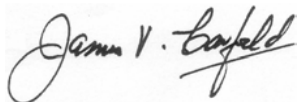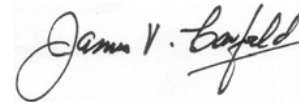
Sincerely,

James Canfield
Mayor

Dear City of Palm Coast Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the City of Palm Coast. 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,

James Canfield
Mayor

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PALM COAST, FL 32164

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