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The City of Palm Coast, Florida

Report of Results
2005

The National Citizen Survey™

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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 re-weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Palm Coast staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of 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, 81 were undeliverable due to vacant or "not found" addresses. Completed surveys were received from 552 residents, for a response rate of 49%. 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 1,200 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 B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

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

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

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

2. Selecting households at random within the jurisdiction.

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

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

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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.

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 re-weight the data to reflect the demographics of the population.

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

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

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street

repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

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

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

"Don't Know" Responses

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

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

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 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 2005 are compared to data from 2002 and 2004. The table following a graph contains 2005 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, 17% of respondents thought it was "excellent." Only 3% rated overall quality of life as "poor."

Figure 1: Overall Quality of Life in Palm Coast
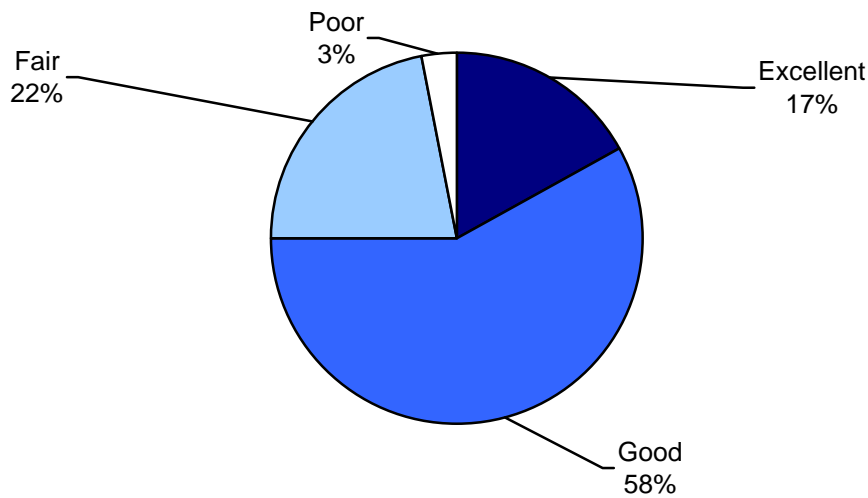
The average rating of overall quality of life on a 100-point scale was 68 in 2002 and 68 in 2004. In 2005, the rating was 63. Palm Coast as a place to raise children received an average rating of 61 on a 100-point scale in 2002 and 63 in 2004, compared to 61 in 2005. Other ratings can be seen in the charts below.

Figure 2: Quality of Life Ratings
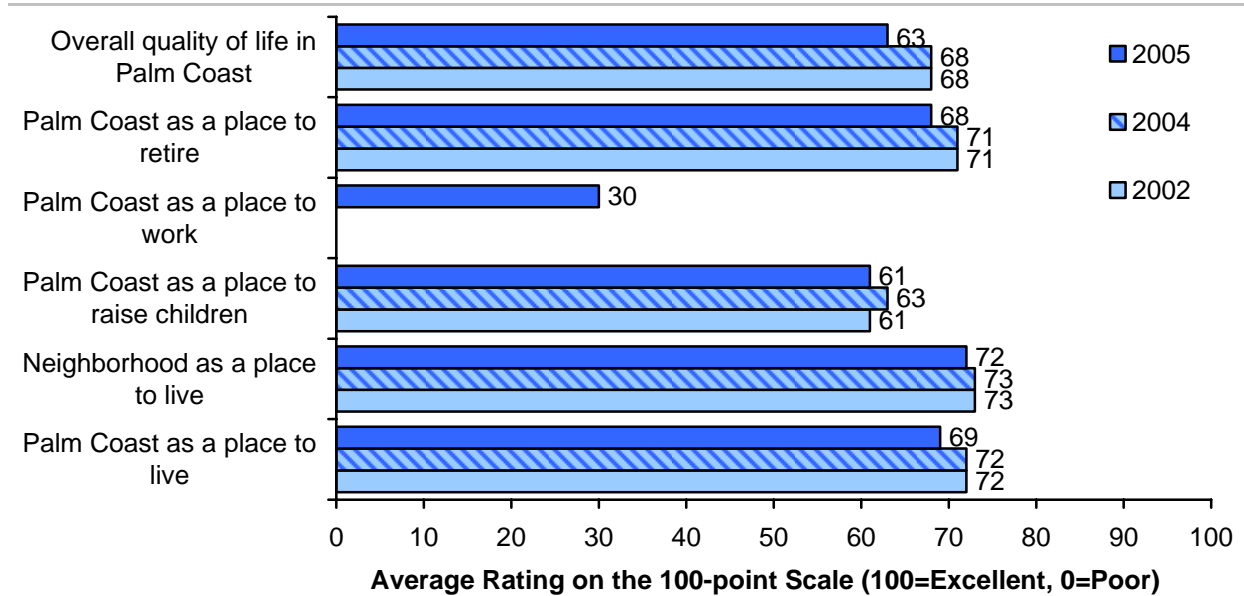
2005 Quality of Life Ratings						
	Excellent	**Good**	**Fair**	**Poor**	**Total**	**Average rating on a 100-point scale (100=Excellent, 0=Poor)**
How do you rate Palm Coast as a place to live?	26%	57%	14%	2%	100%	69
How do you rate your neighborhood as a place to live?	32%	55%	12%	2%	100%	72
How do you rate Palm Coast as a place to raise children?	19%	51%	23%	7%	100%	61
How do you rate Palm Coast as a place to work?	6%	18%	35%	41%	100%	30
How do you rate Palm Coast as a place to retire?	29%	49%	18%	3%	100%	68
How do you rate the overall quality of life in Palm Coast?	17%	58%	22%	3%	100%	63
Note: "don't know" responses have been removed.						

Ratings of Community Characteristics in Palm Coast

In 2005, the highest rated characteristics of Palm Coast were overall appearance of Palm Coast, overall quality of new development in Palm Coast, and access to affordable quality health care. The average rating on a 100-point scale given to overall appearance of Palm Coast in 2005 was 70 compared to 64 in 2002 and 69 in 2004. Average ratings given to all the characteristics are shown in Figures 3 and 4.

Figure 3: Characteristics of the Community: General and Opportunities

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
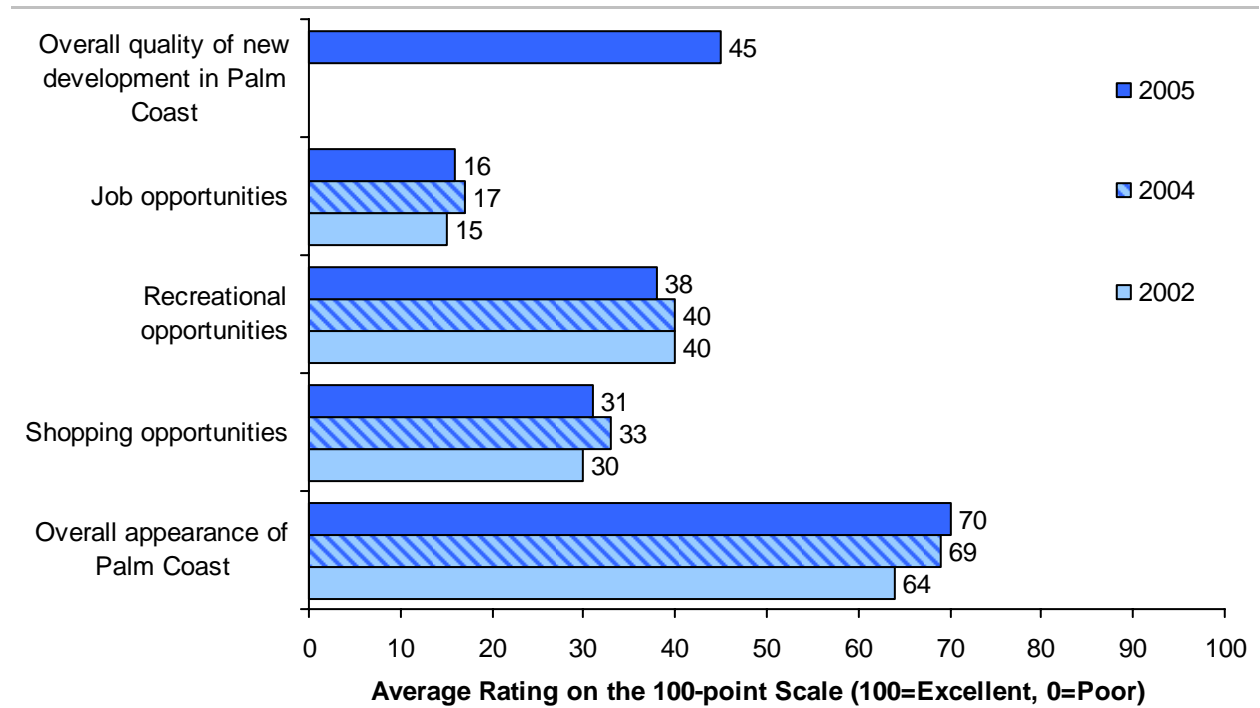
2005 Characteristics of the Community: General and Opportunities						
Please rate each of the following characteristics as they relate to Palm Coast as a whole:	**Excellent**	**Good**	**Fair**	**Poor**	**Total**	**Average rating on a 100-point scale (100=Excellent, 0=Poor)**
Overall appearance of Palm Coast	28%	57%	12%	3%	100%	70
Shopping opportunities	3%	19%	46%	32%	100%	31
Recreational opportunities	6%	29%	40%	25%	100%	38
Job opportunities	0%	7%	35%	58%	100%	16
Overall quality of new development in Palm Coast	5%	42%	35%	17%	100%	45
Note: "don't know" responses have been removed.						

Figure 4: Characteristics of the Community: Access

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
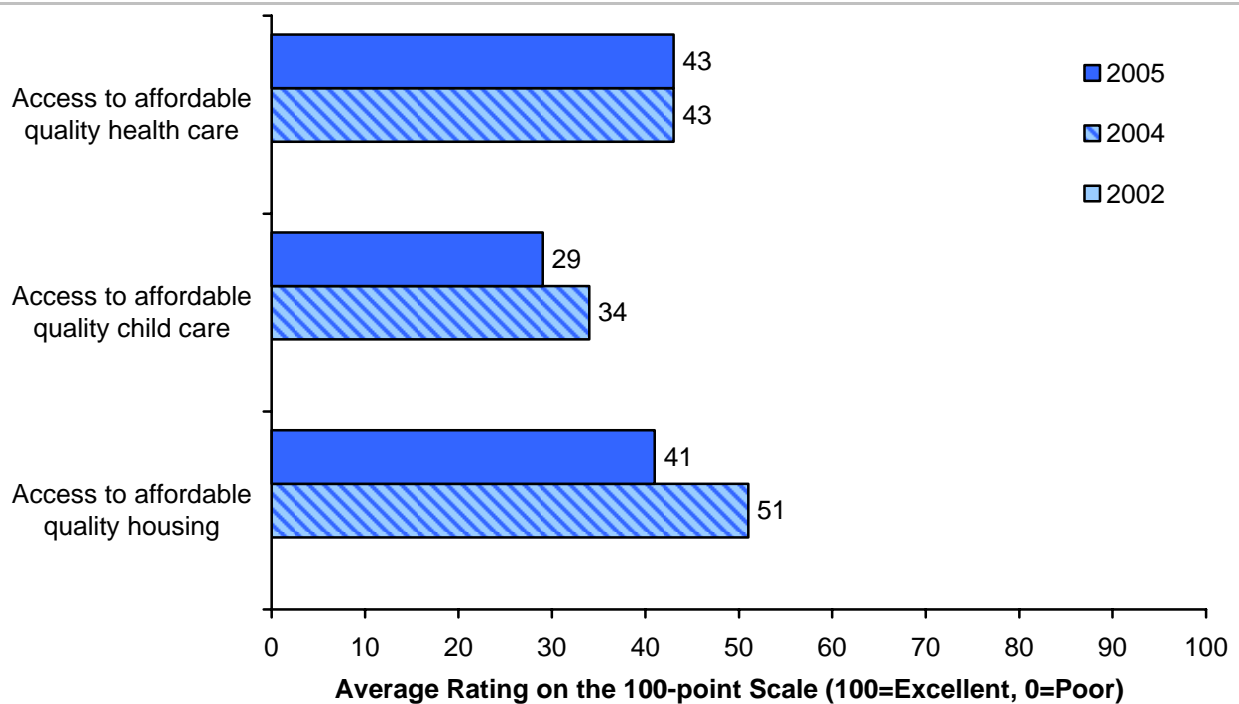
2005 Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Palm Coast as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Access to affordable quality housing	5%	34%	41%	20%	100%	41
Access to affordable quality child care	2%	22%	38%	38%	100%	29
Access to affordable quality health care	7%	34%	40%	19%	100%	43
Note: "don't know" responses have been removed.						

Figure 5: Characteristics of the Community: Mobility

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
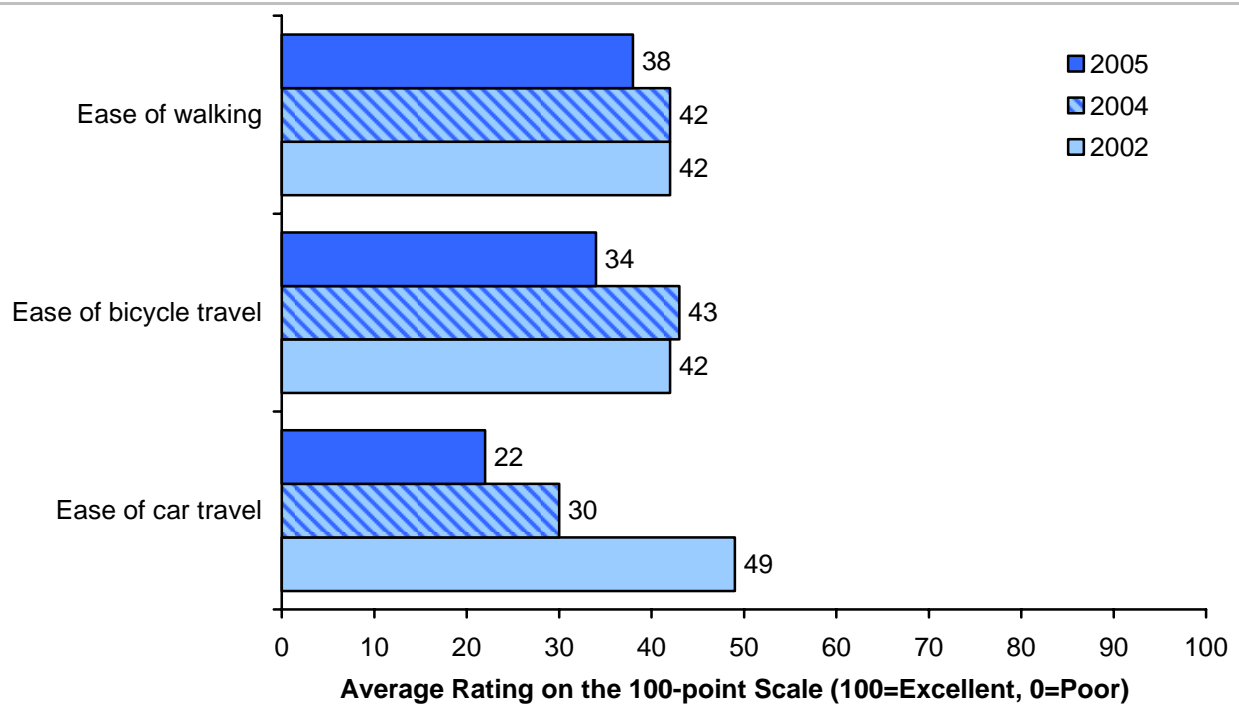
2005 Characteristics of the Community: Mobility						
Please rate each of the following characteristics as they relate to Palm Coast as a whole:	**Excellent**	**Good**	**Fair**	**Poor**	**Total**	**Average rating on a 100-point scale (100=Excellent, 0=Poor)**
Ease of car travel in Palm Coast	2%	14%	33%	51%	100%	22
Ease of bicycle travel in Palm Coast	5%	28%	33%	35%	100%	34
Ease of walking in Palm Coast	5%	31%	35%	29%	100%	38
Note: "don't know" responses have been removed.						

When asked about potential problems in Palm Coast, the three concerns rated by the highest proportion of respondents as a "major problem" in 2005 were traffic congestion, too much growth, and unsupervised youth. In 2005 72% rated traffic congestion as a "major problem" compared to 21% in 2002 and 56% in 2004.

Figure 6: Ratings of Potential Problems in Palm Coast
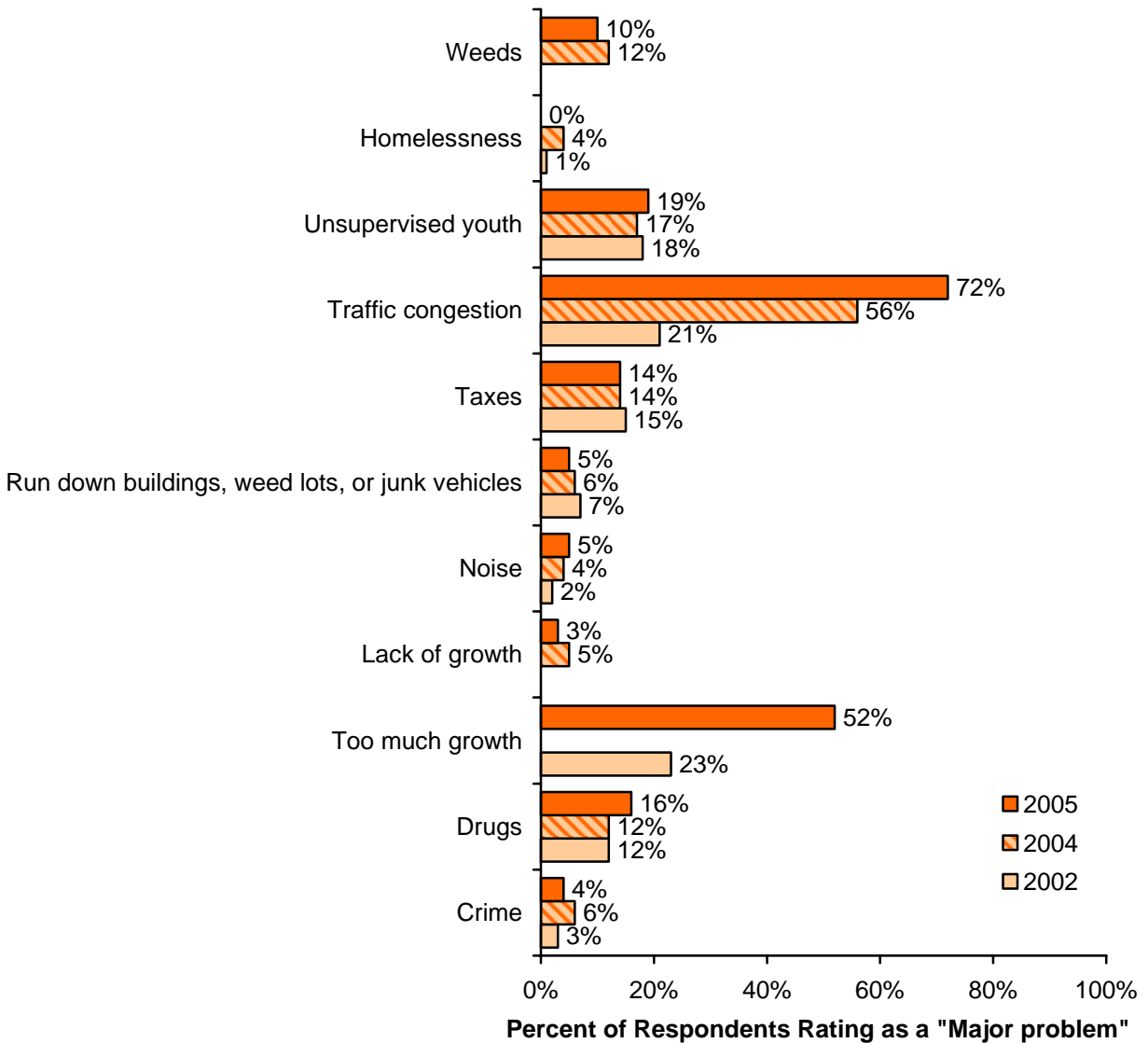
In 2005, the rate of population growth in Palm Coast was viewed as "too fast" by 86% of respondents, while 1% thought it was "too slow."

Figure 7a: Ratings of Population Growth by Year in Palm Coast

Too fast	86% (2005)
	86% (2004)
	65% (2002)
Too slow	1% (2005)
	0% (2004)
	3% (2002)

Percent of Respondents
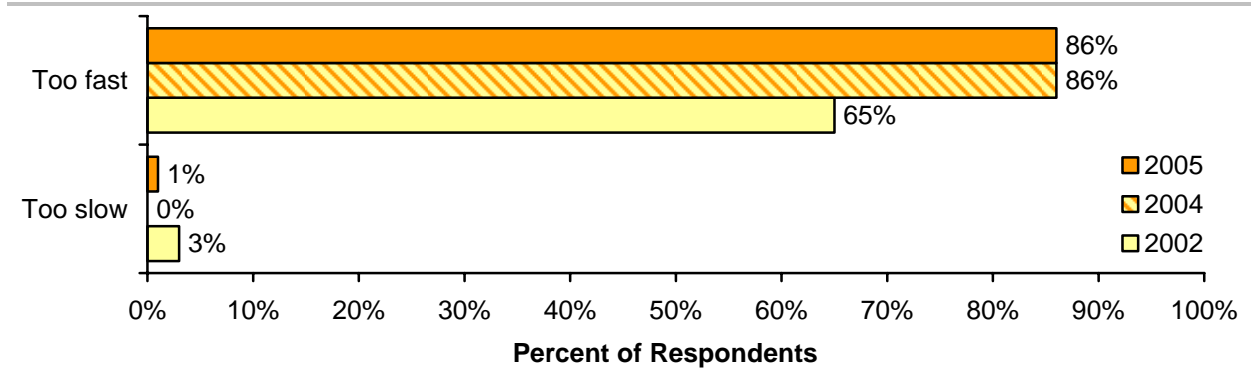
Note: Responses of "neither too fast nor too slow" were omitted.

Figure 7b: Ratings of Retail Growth by Year in Palm Coast

Too fast	12% (2005)
	13% (2004)
	12% (2002)
Too slow	65% (2005)
	64% (2004)
	67% (2002)

Percent of Respondents
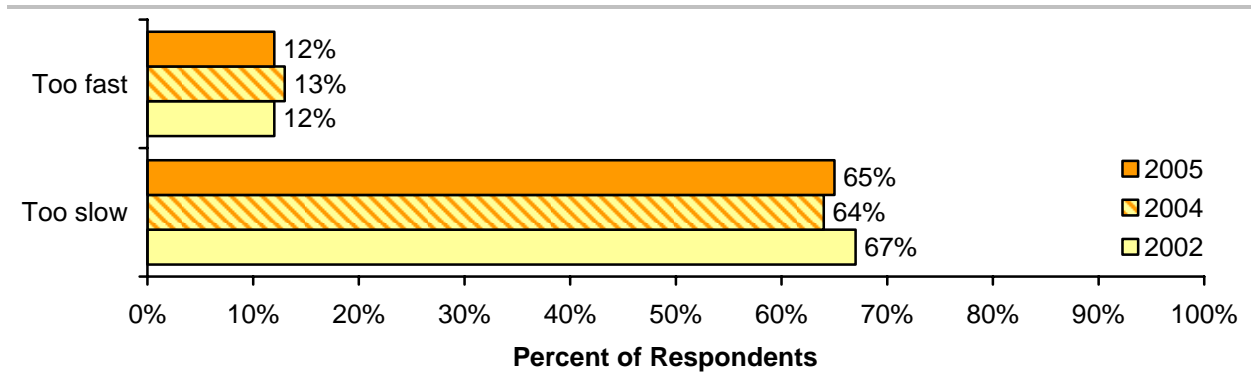
Note: Responses of "neither too fast nor too slow" were omitted.

Figure 7c: Ratings of Jobs Growth by Year in Palm Coast

Too fast	4% (2005)
	1% (2004)
	3% (2002)
Too slow	88% (2005)
	89% (2004)
	88% (2002)

Percent of Respondents
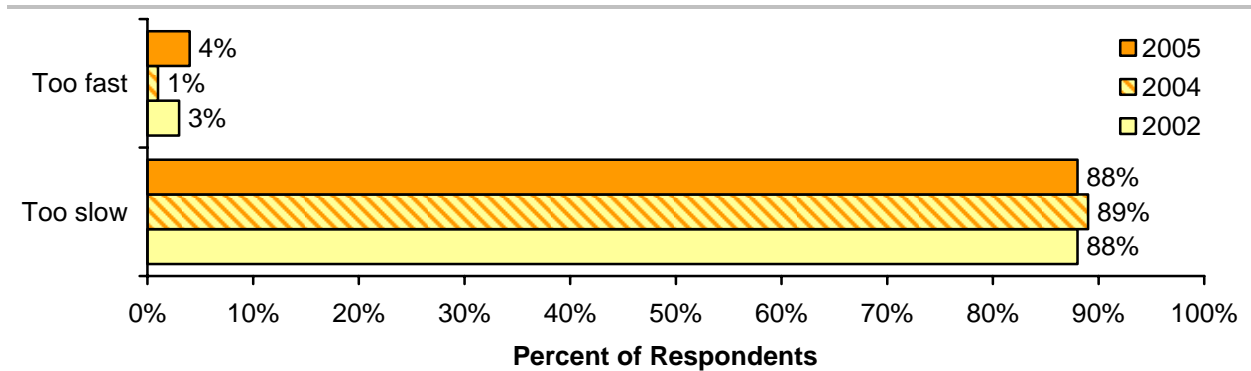
Note: Responses of "neither too fast nor too slow" were omitted.

In 2005, 25% of respondents felt the impact of the economy would be positive on their family income in the next 12 months, while 32% felt it would be negative. In 2002, 19% of respondents felt the impact of the economy would be positive compared to 31% in 2004.

Figure 8a: 2005 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...

Very negative 5%
Very positive 6%
Somewhat positive 19%
Somewhat negative 27%
Neutral 42%
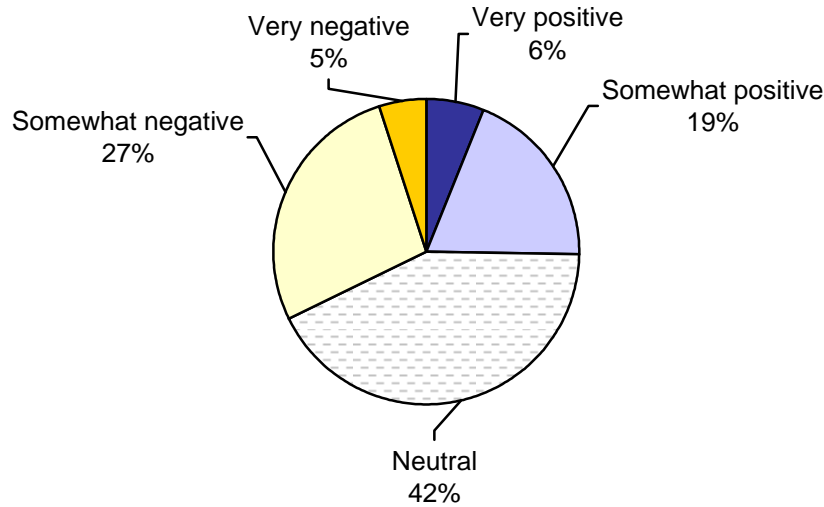
Figure 8b: Comparisons of Perceptions of Economy by Year

Positive
2005: 25%
2004: 31%
2002: 19%

Negative
2005: 32%
2004: 28%
2002: 26%

Percent of Respondents
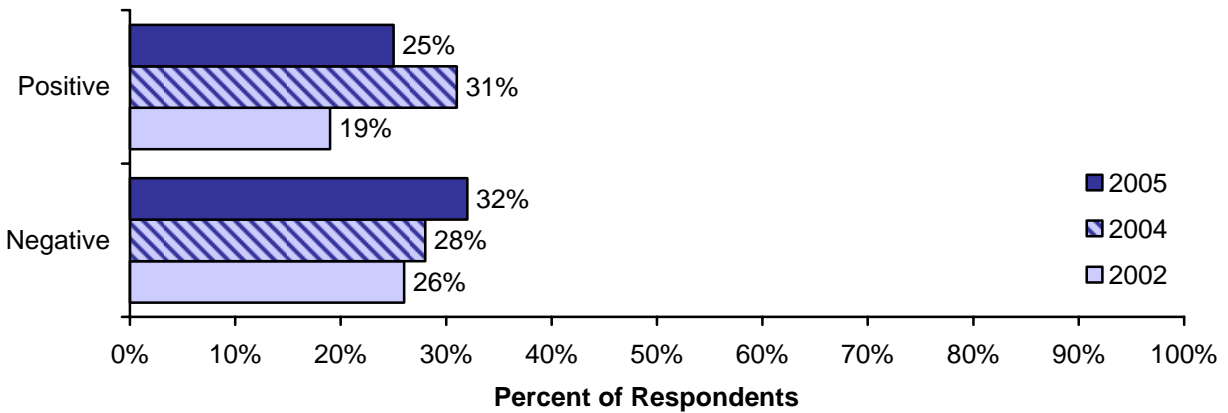
Note: Responses of "neutral" were omitted.

Perceptions of Safety

When evaluating safety in the community, 73% of respondents felt "somewhat" or "very safe" from violent crimes in Palm Coast in 2005, compared to 79% in 2002 and 76% in 2004. In their neighborhood after dark, 78% of survey participants felt "somewhat" or "very safe" in 2005, compared to 82% in 2002 and 80% in 2004.

In 2005, 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 8% reported so in 2004. Of those who had been the victim of a crime in 2005, 75% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Palm Coast by Year
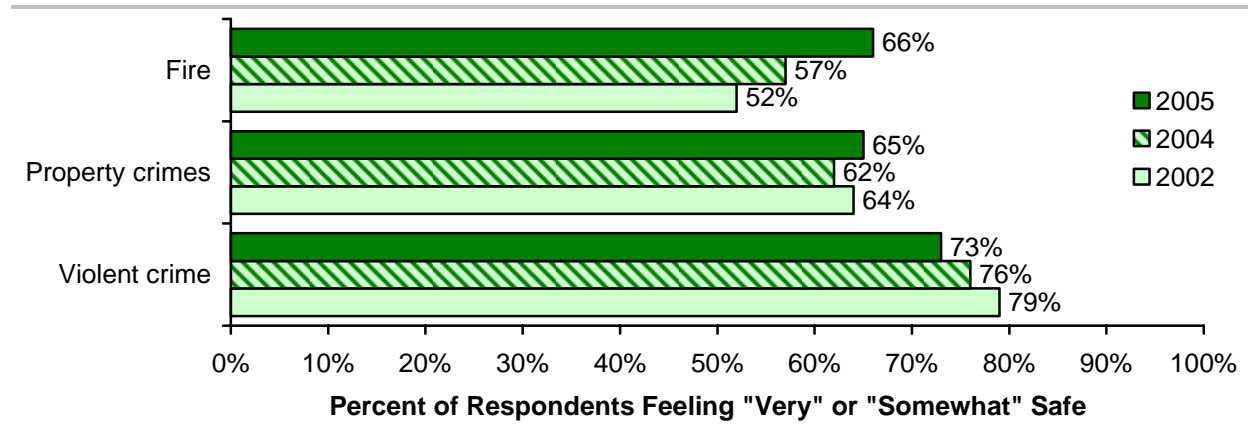
Figure 10: Ratings of Safety in Various Areas in Palm Coast by Year
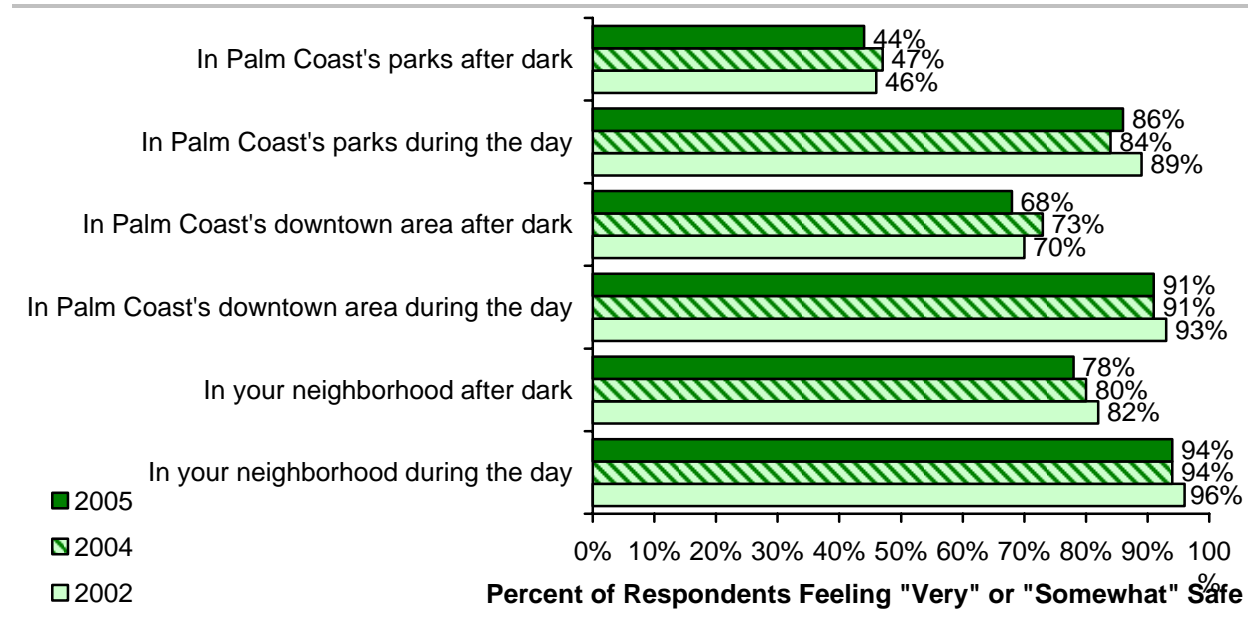
Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months by Year
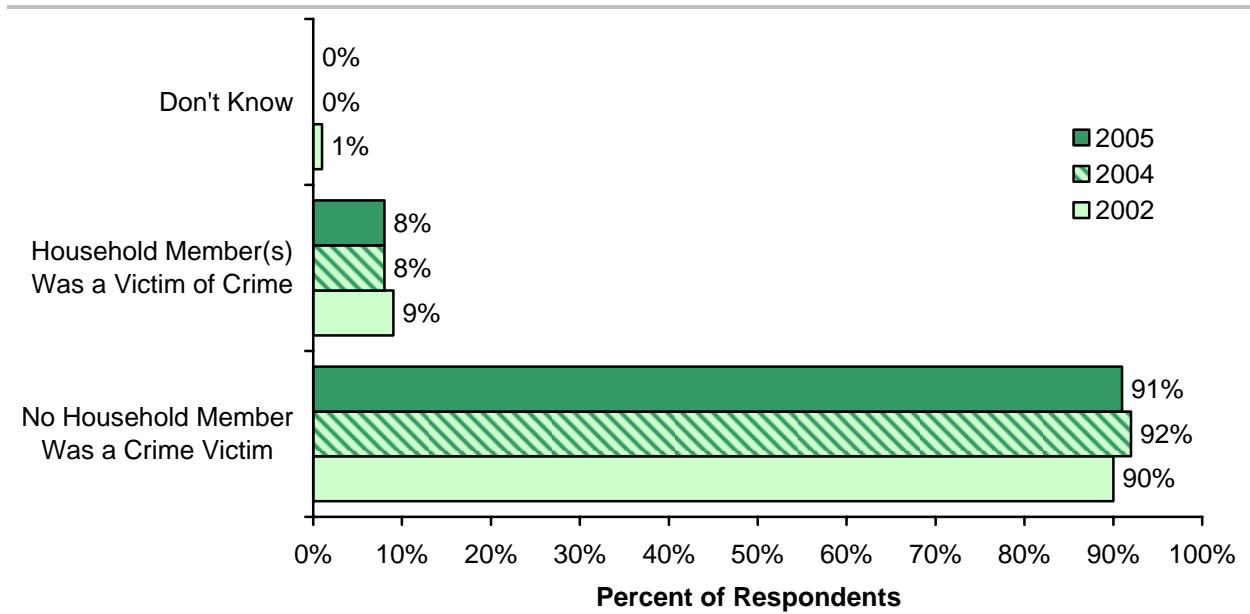
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime by Year
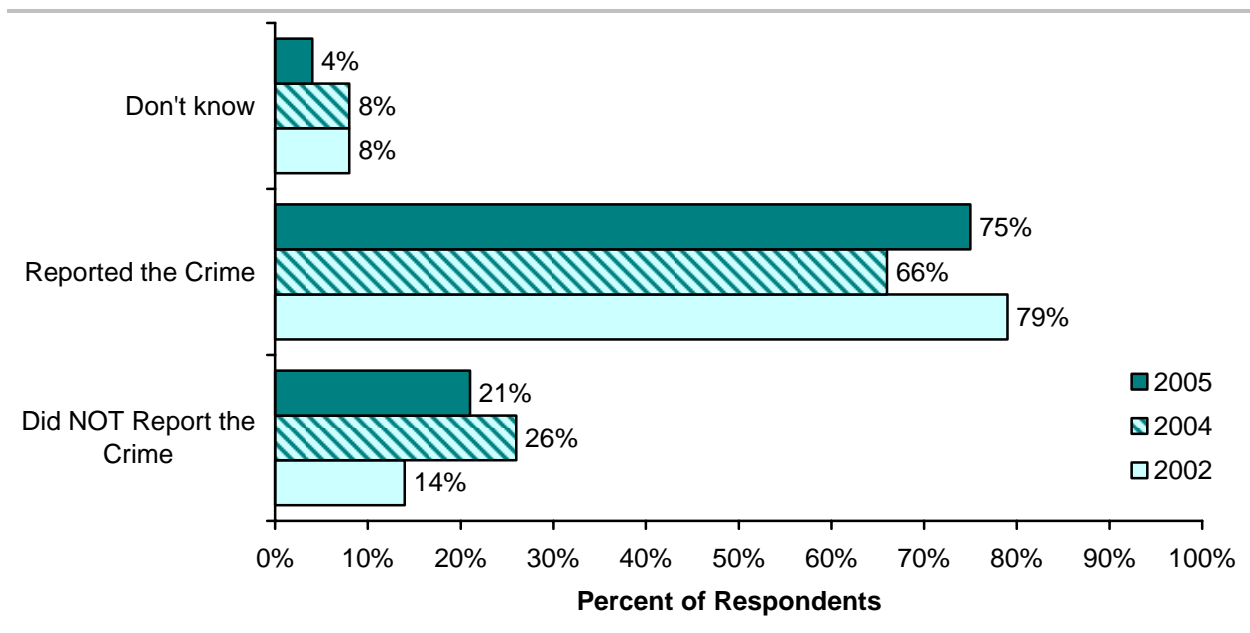
Community Participation

Participation in the civic, social and economic life of 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 2005, 2004 and 2002. Among those completing the questionnaire in 2005, 34% use the internet to conduct business with Palm Coast compared to 21% in 2002 and 26% in 2004. Voter status was also estimated, and is shown on the next page.[2]

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

Percent of Respondents Engaging in Activity Once or More

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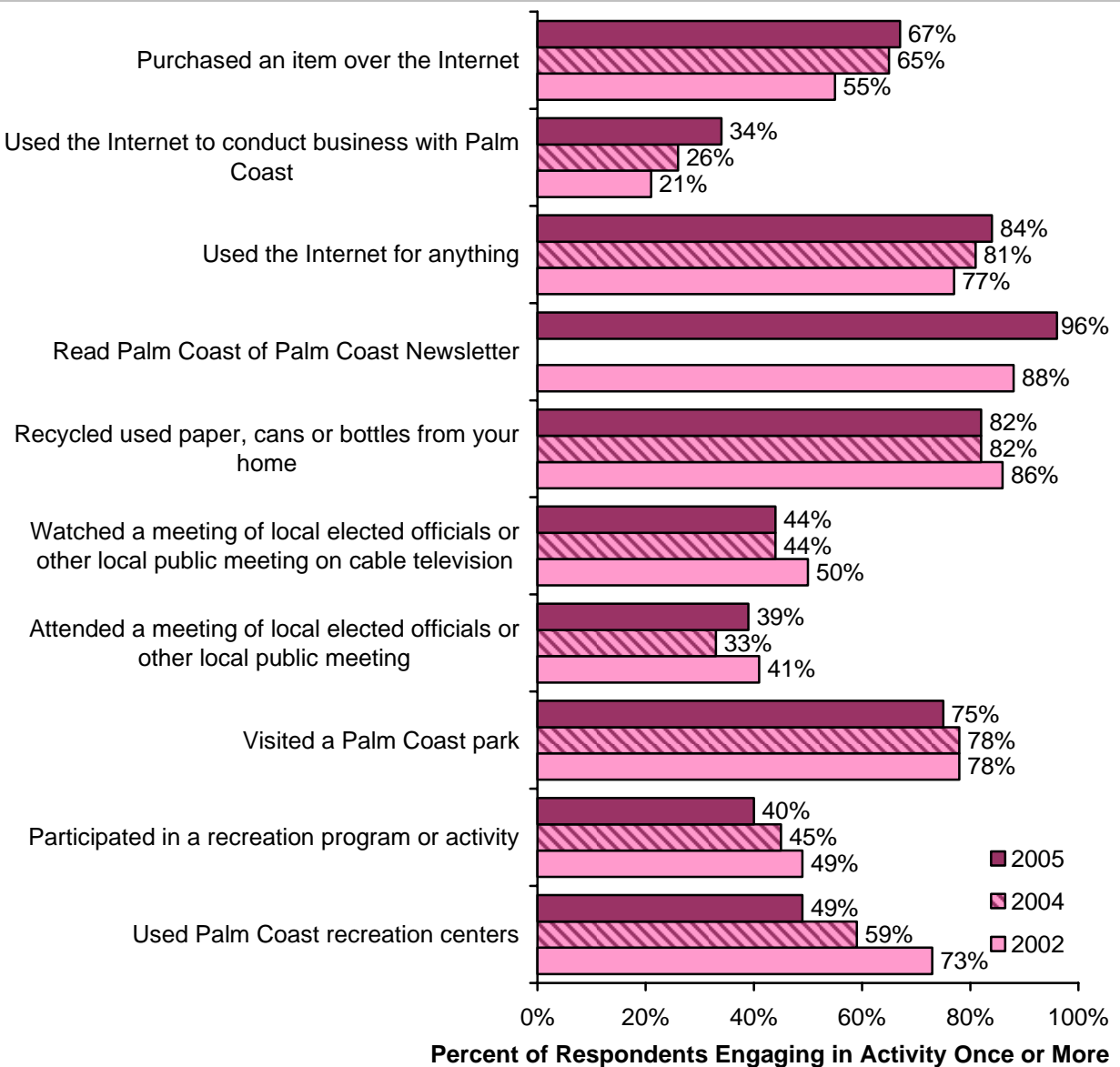
[2] In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

Figure 14: Voter Status and Activity by Year

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

Did you vote in the last election?
84%
70%
79%

Are you registered to vote in your jurisdiction?
89%
89%
86%

Legend: ■ 2005 ■ 2004 □ 2002

0%   20%   40%   60%   80%   100%

Percent of Respondents Responding "Yes"
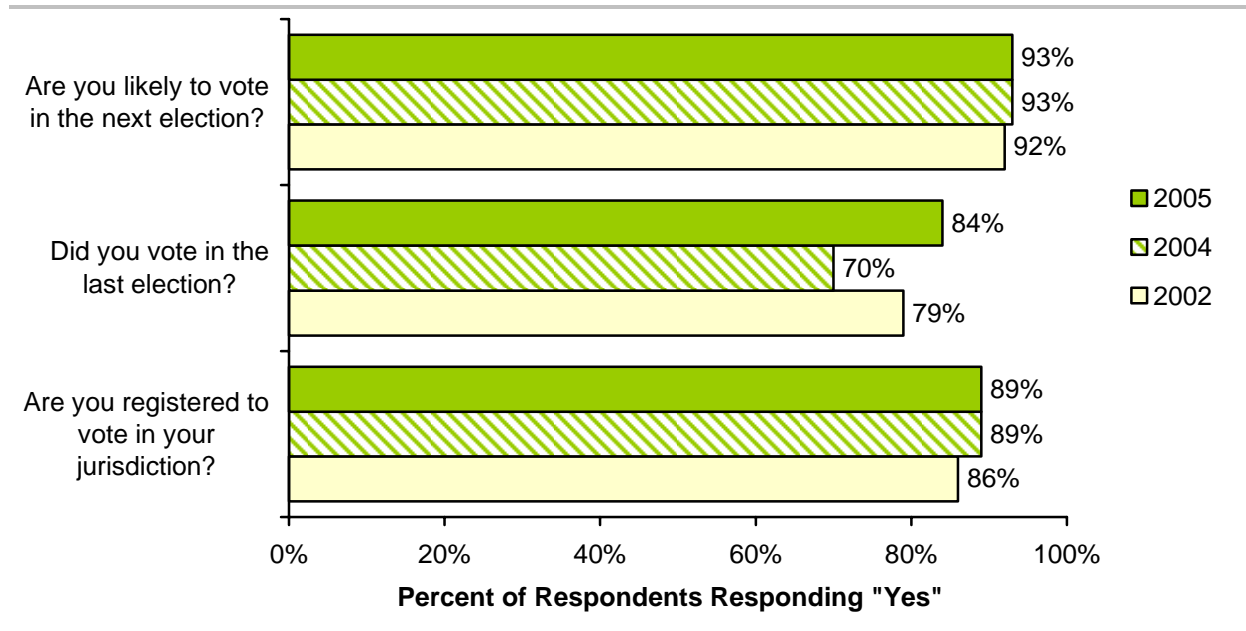
LOCAL GOVERNMENT

Several aspects of the government of the City of Palm Coast were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of 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 51 on a 100-point scale in 2005, compared to 52 in 2002 and 55 in 2004.

Figure 15: Ratings of Public Trust by Year

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
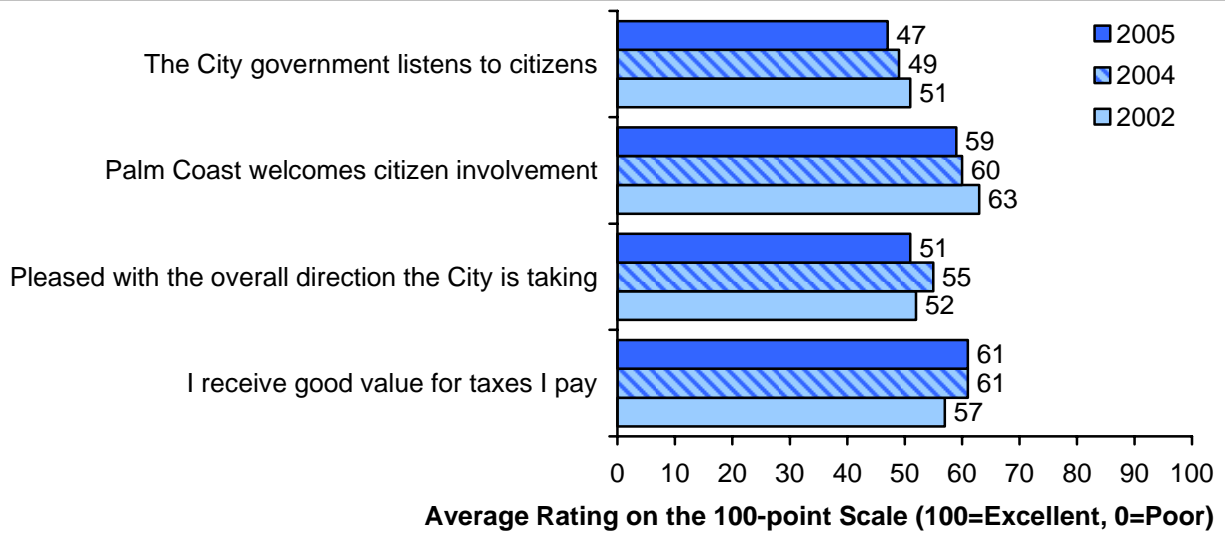
2005 Public Trust Ratings							
Please rate the following statements:	**Strongly agree**	**Somewhat agree**	**Neither agree nor disagree**	**Somewhat disagree**	**Strongly disagree**	**Total**	**Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)**
I receive good value for the City of Palm Coast taxes I pay	11%	49%	20%	17%	4%	100%	61
I am pleased with the overall direction that the City of Palm Coast is taking	10%	38%	14%	22%	16%	100%	51
The City of Palm Coast government welcomes citizen involvement	13%	36%	33%	11%	7%	100%	59
The City of Palm Coast government listens to citizens	6%	28%	29%	22%	14%	100%	47
Note: "don't know" responses have been removed.							

Service Provided by Palm Coast

The overall quality of services provided by the City of Palm Coast was rated as 53 on a 100-point scale in 2005, compared to 50 in 2002 and 56 in 2004. Ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the City of Palm Coast

Poor
8%

Excellent
9%

Fair
33%

Good
51%
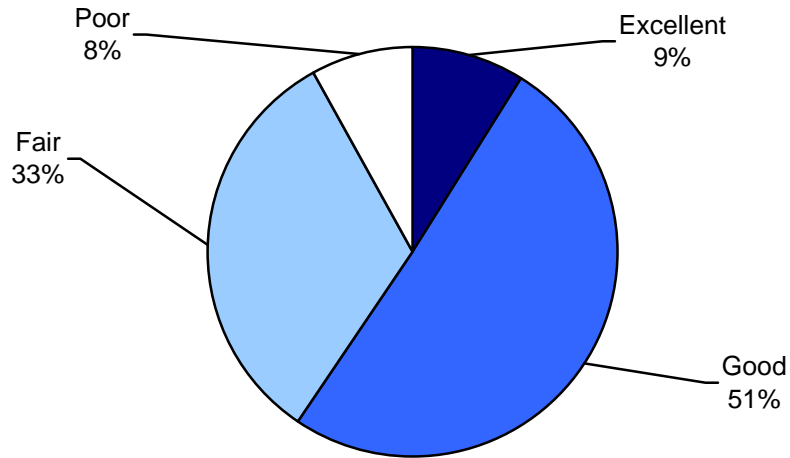
Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government by Year

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
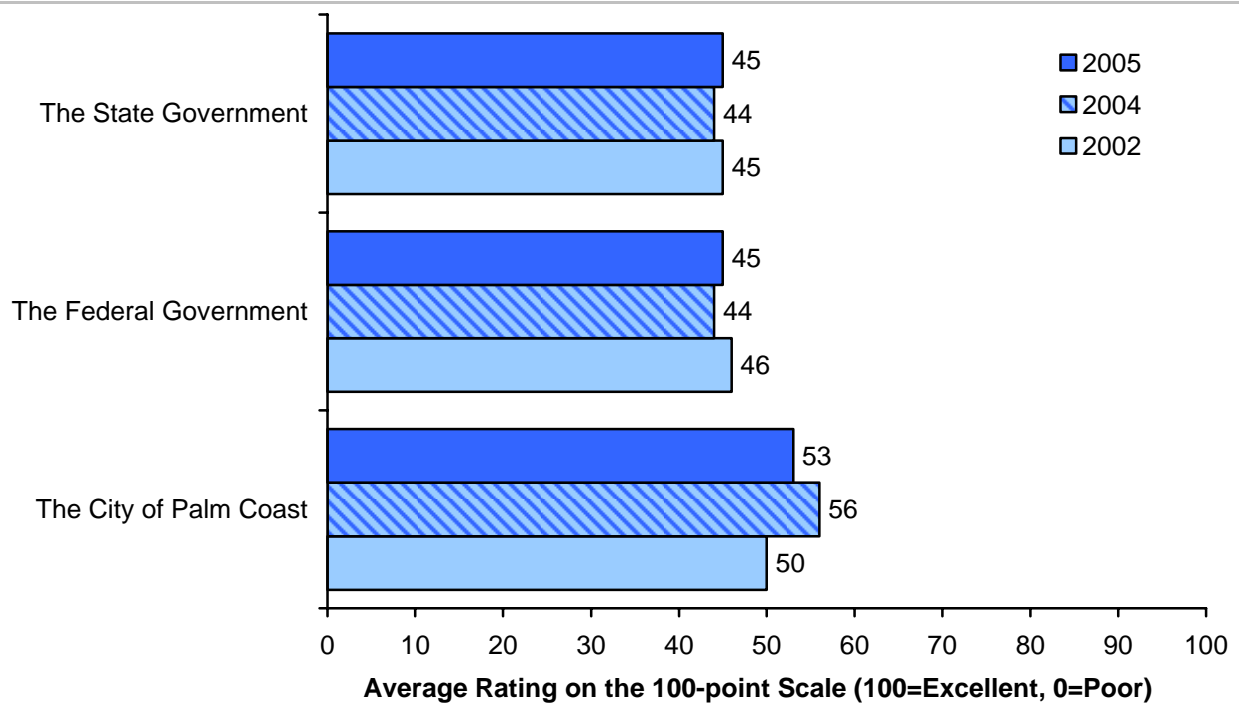
2005 Overall Quality of Services: City of Palm Coast, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The City of Palm Coast	9%	51%	33%	8%	100%	53
The Federal Government	4%	40%	46%	11%	100%	45
The State Government	3%	40%	45%	12%	100%	45
Note: "don't know" responses have been removed.						

Figure 18: Quality of Public Safety Services by Year

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
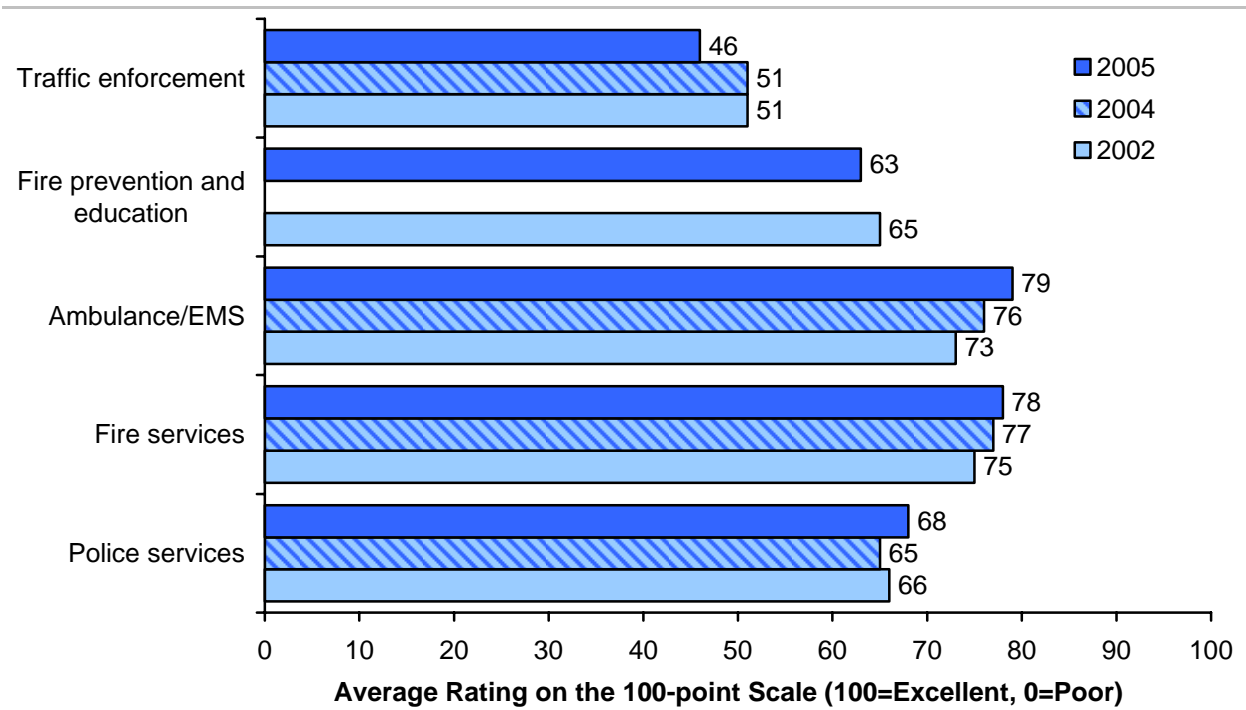
2005 Quality of Public Safety Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Police services	26%	55%	16%	3%	100%	68
Fire services	40%	56%	4%	0%	100%	78
Ambulance/emergency medical services	44%	50%	6%	1%	100%	79
Fire prevention and education	22%	51%	23%	4%	100%	63
Traffic enforcement	9%	41%	30%	21%	100%	46

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

Figure 19: Quality of Transportation Services by Year

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)

Legend: 2005, 2004, 2002

Traffic signal timing: 32, 36, 44
Sidewalk maintenance: 43, 42, 37
Street lighting: 24, 27
Street cleaning: 42, 43, 32
Street repair: 36, 35, 23
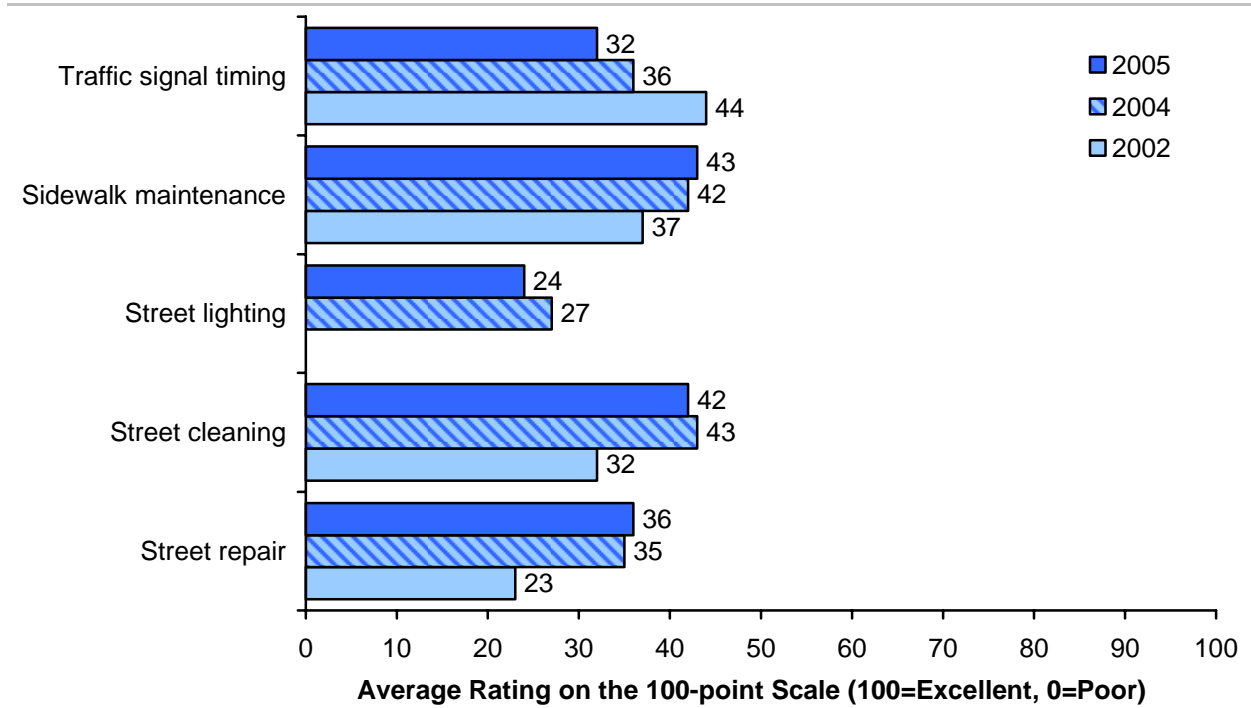
2005 Quality of Transportation Services					
How do you rate the quality of each of the following services?	**Excellent**	**Good**	**Fair**	**Poor**	**Total**	**Average rating on a 100-point scale (100=Excellent, 0=Poor)**
Street repair	6%	25%	41%	28%	100%	36
Street cleaning	8%	32%	37%	23%	100%	42
Street lighting	4%	16%	28%	52%	100%	24
Sidewalk maintenance	4%	39%	38%	18%	100%	43
Traffic signal timing	5%	24%	34%	38%	100%	32

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

Figure 20: Quality of Leisure Services by Year

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
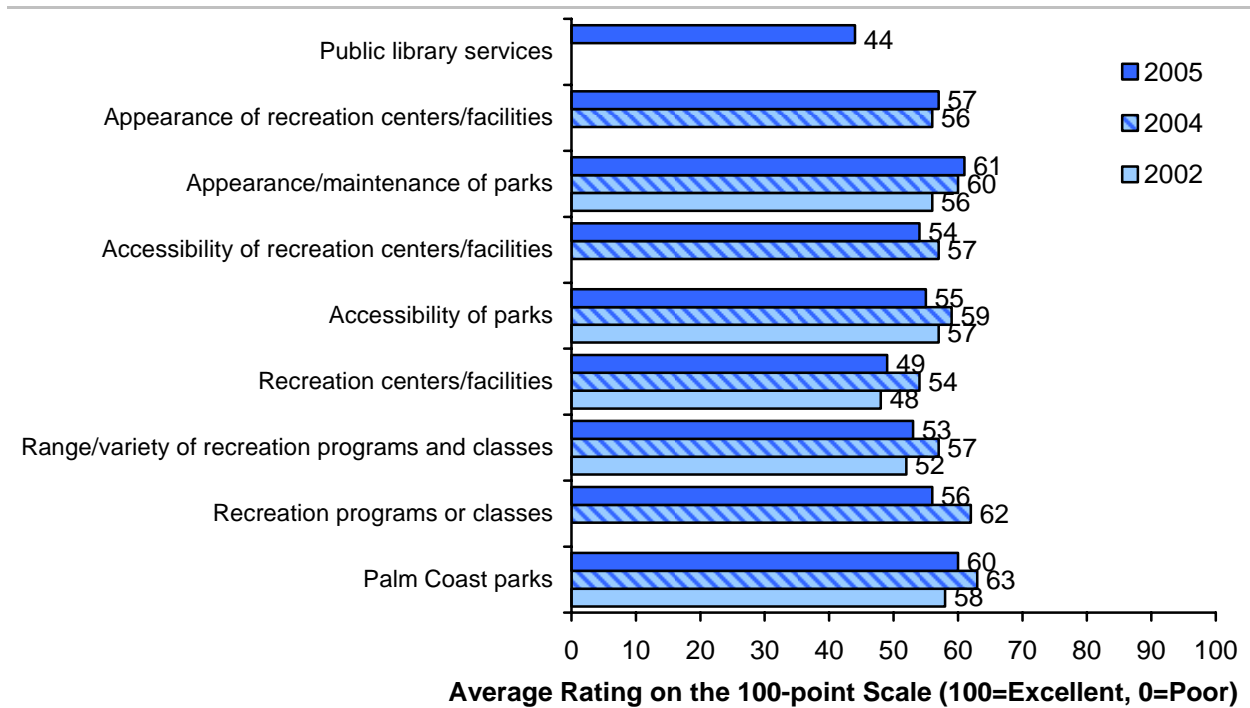
2005 Quality of Leisure Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Palm Coast parks	15%	55%	25%	5%	100%	60
Recreation programs or classes	14%	48%	29%	9%	100%	56
Range/variety of recreation programs and classes	14%	42%	33%	11%	100%	53
Recreation centers/facilities	9%	41%	37%	12%	100%	49
Accessibility of parks	13%	51%	25%	11%	100%	55
Accessibility of recreation centers/facilities	11%	50%	29%	10%	100%	54
Appearance/maintenance of parks	14%	59%	24%	3%	100%	61
Appearance of recreation centers/facilities	13%	49%	34%	4%	100%	57
Public library services	5%	38%	39%	17%	100%	44

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

Figure 21: Quality of Utility Services by Year

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
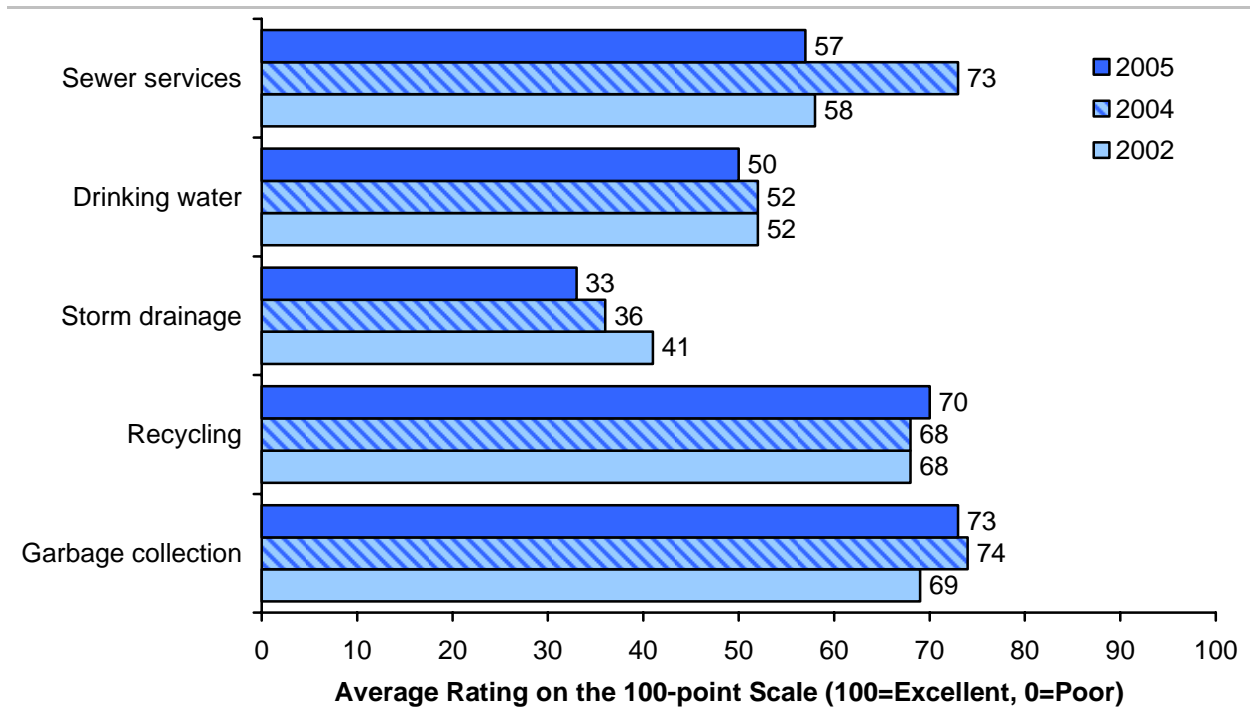
2005 Quality of Utility Services						
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Garbage collection	35%	52%	11%	2%	100%	73
Recycling	32%	52%	11%	5%	100%	70
Storm drainage	6%	23%	36%	35%	100%	33
Drinking water	13%	39%	32%	16%	100%	50
Sewer services	13%	51%	28%	7%	100%	57
Note: "don't know" responses have been removed.						

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

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
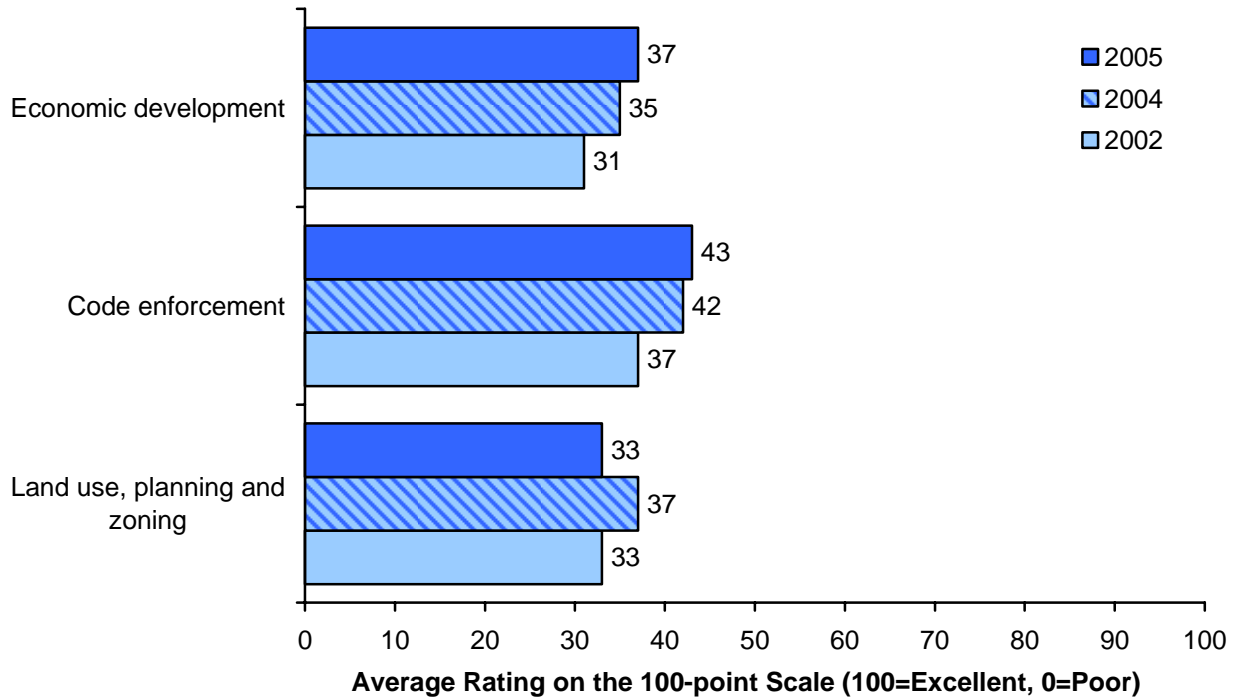
2005 Quality of Planning and Code Enforcement Services						
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	4%	25%	34%	36%	100%	33
Code enforcement (weeds, abandoned buildings, etc)	8%	37%	32%	23%	100%	43
Economic development	4%	30%	38%	27%	100%	37
Note: "don't know" responses have been removed.						

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

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
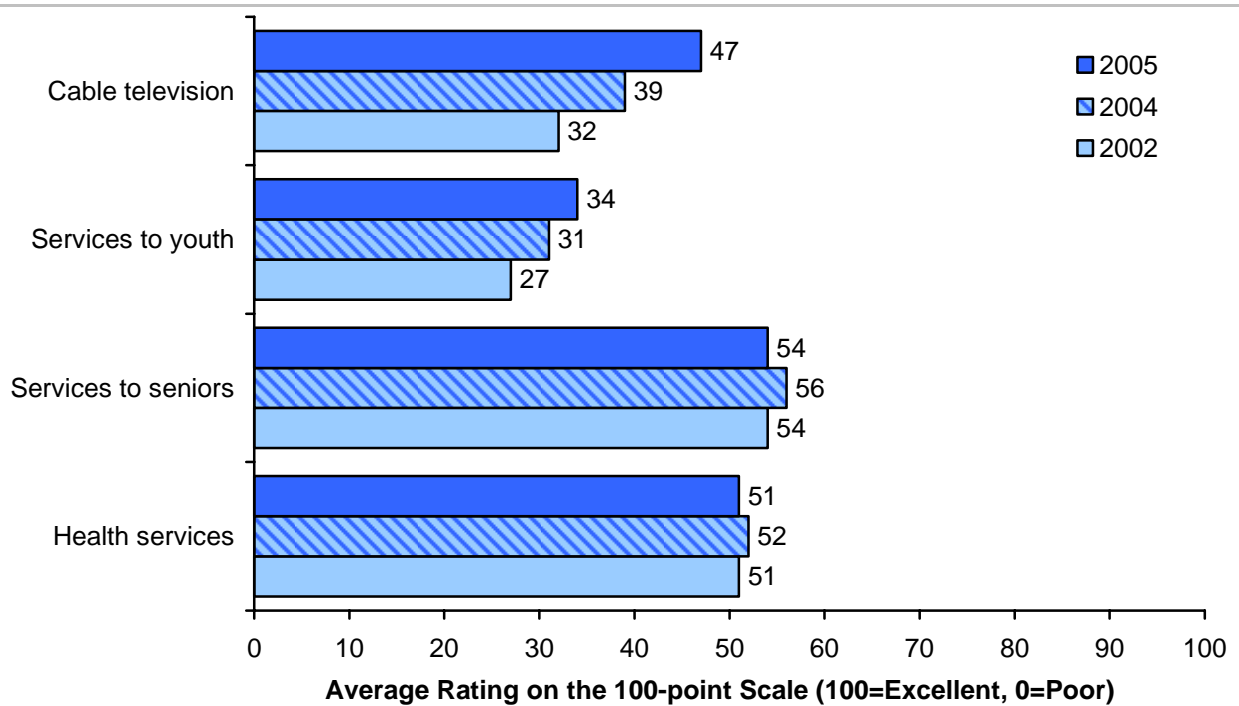
2005 Quality of Services to Special Populations and Other Services						
How do you rate the quality of each of the following services?	**Excellent**	**Good**	**Fair**	**Poor**	**Total**	**Average rating on a 100-point scale (100=Excellent, 0=Poor)**
Health services	10%	41%	38%	10%	100%	51
Services to seniors	14%	45%	30%	11%	100%	54
Services to youth	6%	26%	34%	34%	100%	34
Cable television	7%	45%	31%	17%	100%	47
Note: "don't know" responses have been removed.						

The City of Palm Coast Employees

Impressions of the City of Palm Coast employees were assessed on the questionnaire. In 2005, those who had been in contact with a City of Palm Coast employee in the past year (65%) rated their overall impression as 58 on a 100-point scale, compared to an average rating of 59 received in 2002 and 62 in 2004.

Figure 24: Percent of Respondents Who Had Contact with a City of Palm Coast Employee in 2005

Did NOT Have
Contact in Last 12
Months
35%

HAD Contact in
Last 12 Months
65%
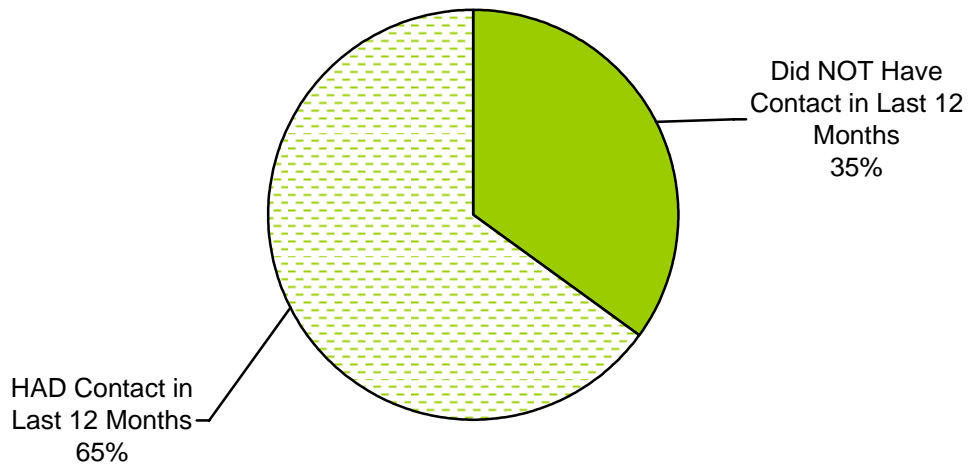
Figure 25: Ratings of Contact with the City of Palm Coast Employees by Year

Average Rating on the 100-point Scale (100=Excellent, 0=Poor)
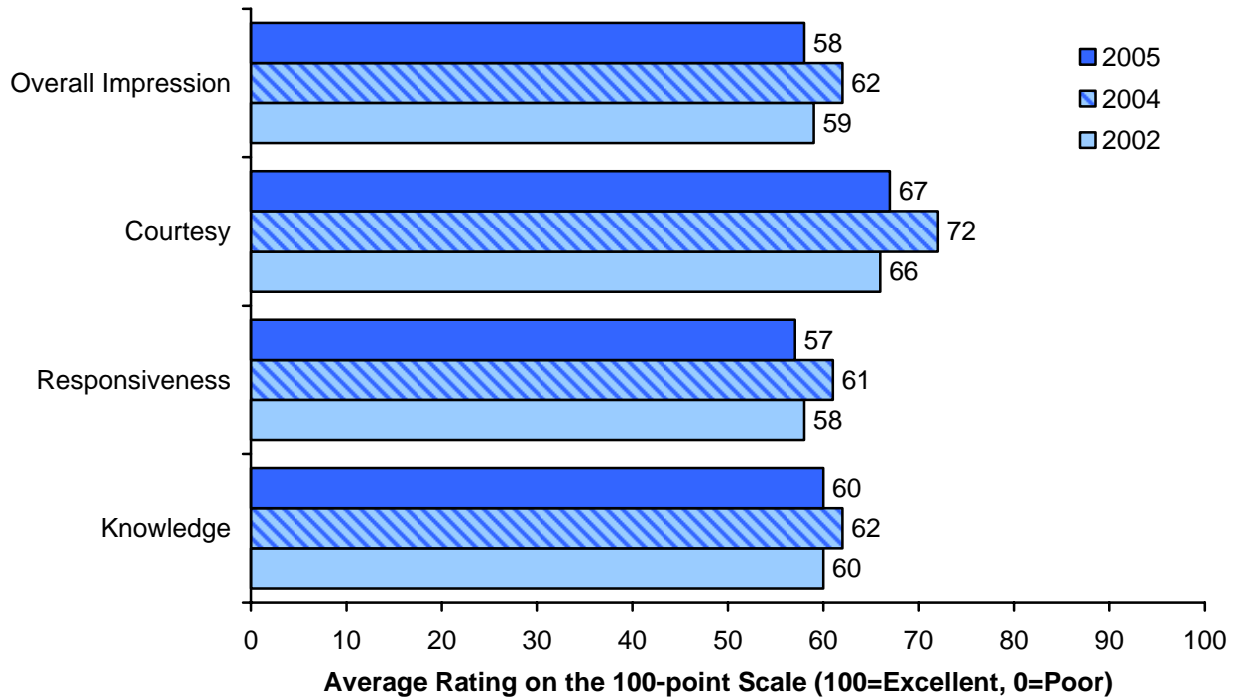
2005 Ratings of Contact with City of Palm Coast Employees						
What was your impression of employees of the City of Palm Coast in your most recent contact?	**Excellent**	**Good**	**Fair**	**Poor**	**Total**	**Average rating on a 100-point scale (100=Excellent, 0=Poor)**
Knowledge	21%	47%	23%	9%	100%	60
Responsiveness	21%	42%	24%	13%	100%	57
Courtesy	32%	44%	17%	7%	100%	67
Overall Impression	21%	44%	23%	11%	100%	58
Note: "don't know" responses have been removed.						

ADDITIONAL QUESTIONS

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

Policy Question #1: Please rate the following issues in terms of what you think their importance will be to Palm Coast over the next five years:

	Stormwater Utility Fee	Funding for a permanent City Hall	Funding for Capital Improvements	Funding for Infrastructure Maintenance	Expansion of Parks	Expansion of Recreation Services	Economic Development	Commercial Development	Annexation
Extremely important	17%	8%	11%	21%	14%	14%	31%	31%	11%
Very important	37%	27%	43%	43%	27%	31%	45%	37%	21%
Somewhat important	35%	41%	37%	31%	44%	42%	21%	27%	30%
Not at all important	11%	24%	9%	4%	15%	13%	3%	5%	39%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Policy Question #2: Please rate how satisfied you are with the way Palm Coast provides the following services:

	Building Department	City Administration	City Clerk	Code Enforcement	Engineering	Finance	Fire & Rescue	Law Enforcement	Planning & Zoning	Public Works	Recreation & Parks	Water & Sewer	Stormwater
Very satisfied	12%	13%	18%	12%	11%	11%	46%	32%	9%	11%	15%	15%	11%
Somewhat satisfied	27%	33%	35%	29%	27%	27%	39%	43%	25%	39%	41%	39%	29%
Neither satisfied nor dissatisfied	36%	34%	40%	25%	38%	39%	13%	15%	27%	35%	32%	26%	27%
Somewhat dissatisfied	16%	14%	6%	19%	14%	16%	2%	7%	21%	9%	9%	12%	21%
Very dissatisfied	9%	6%	2%	15%	10%	7%	1%	3%	18%	6%	2%	8%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Policy Question #3: 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%	41%	5%	6%
Once or twice	4%	3%	6%	7%
3 to 12 times	4%	5%	16%	15%
13 to 26 times	5%	3%	15%	16%
More than 26 times	52%	48%	58%	56%
Total	100%	100%	100%	100%

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

This appendix displays the complete distribution of responses to questions in 2005. 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?	26%	57%	14%	2%	0%	100%
How do you rate your neighborhood as a place to live?	32%	55%	12%	2%	0%	100%
How do you rate Palm Coast as a place to raise children?	15%	40%	18%	5%	22%	100%
How do you rate Palm Coast as a place to work?	4%	13%	25%	30%	28%	100%
How do you rate Palm Coast as a place to retire?	27%	46%	17%	3%	7%	100%
How do you rate the overall quality of life in Palm Coast?	17%	58%	22%	3%	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	28%	57%	12%	3%	0%	100%
Shopping opportunities	3%	19%	46%	32%	0%	100%
Recreational opportunities	5%	28%	37%	24%	6%	100%
Job opportunities	0%	6%	27%	45%	23%	100%
Access to affordable quality housing	4%	30%	37%	18%	11%	100%
Access to affordable quality child care	1%	9%	16%	16%	58%	100%
Access to affordable quality health care	6%	29%	34%	16%	15%	100%
Ease of car travel in Palm Coast	2%	13%	32%	51%	1%	100%
Ease of bicycle travel in Palm Coast	4%	21%	25%	26%	24%	100%
Ease of walking in Palm Coast	5%	29%	32%	26%	8%	100%
Overall quality of new development in Palm Coast	5%	41%	34%	16%	3%	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%	13%	35%	48%	2%	100%
Retail growth (stores, restaurants etc.)	20%	43%	23%	7%	4%	2%	100%
Jobs growth	24%	37%	6%	1%	1%	31%	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	12%	34%	35%	4%	16%	100%
Drugs	11%	19%	28%	11%	32%	100%
Too much growth	9%	13%	25%	51%	3%	100%
Lack of growth	68%	14%	8%	3%	7%	100%
Noise	39%	37%	17%	5%	2%	100%
Run down buildings, weed lots, or junk vehicles	43%	33%	15%	5%	4%	100%
Taxes	22%	27%	32%	13%	5%	100%
Traffic congestion	3%	8%	17%	71%	1%	100%
Unsupervised youth	13%	25%	21%	14%	28%	100%
Homelessness	33%	22%	6%	0%	38%	100%
Weeds	29%	31%	21%	9%	9%	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%	39%	16%	8%	2%	5%	100%
Property crimes (e.g., burglary, theft)	17%	44%	17%	11%	5%	6%	100%
Fire	23%	39%	17%	11%	4%	6%	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	66%	27%	4%	2%	0%	1%	100%
In your neighborhood after dark	32%	45%	11%	8%	3%	1%	100%
In Palm Coast's downtown area during the day	55%	32%	6%	2%	0%	4%	100%
In Palm Coast's downtown area after dark	24%	35%	17%	10%	1%	13%	100%
In Palm Coast's parks during the day	38%	27%	8%	3%	1%	23%	100%
In Palm Coast's parks after dark	10%	17%	14%	12%	7%	40%	100%

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

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	91%	8%	1%	100%

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

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	21%	75%	4%	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	51%	24%	18%	4%	3%	100%
Participated in a recreation program or activity	60%	20%	12%	4%	4%	100%
Visited a Palm Coast park	25%	38%	25%	9%	3%	100%
Attended a meeting of local elected officials or other local public meeting	61%	26%	12%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	56%	20%	19%	4%	1%	100%
Recycled used paper, cans or bottles from your home	18%	7%	10%	8%	58%	100%
Read City of Palm Coast Newsletter	4%	13%	31%	15%	37%	100%
Used the Internet for anything	16%	4%	7%	6%	67%	100%
Used the Internet to conduct business with Palm Coast	66%	10%	8%	5%	11%	100%
Purchased an item over the Internet	33%	16%	26%	9%	16%	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	23%	50%	14%	3%	10%	100%
Fire services	32%	45%	3%	0%	19%	100%
Ambulance/emergency medical services	32%	37%	4%	1%	26%	100%
Fire prevention and education	14%	34%	16%	3%	33%	100%
Traffic enforcement	8%	38%	27%	19%	8%	100%
Garbage collection	34%	52%	11%	2%	1%	100%
Recycling	29%	46%	10%	5%	10%	100%
Street repair	6%	24%	40%	27%	3%	100%
Street cleaning	7%	29%	34%	20%	10%	100%
Street lighting	4%	16%	27%	50%	3%	100%
Sidewalk maintenance	3%	30%	29%	14%	25%	100%
Traffic signal timing	5%	23%	33%	37%	2%	100%
Storm drainage	5%	23%	35%	34%	3%	100%
Drinking water	12%	38%	31%	16%	3%	100%
Sewer services	13%	48%	27%	7%	6%	100%
Palm Coast parks	12%	43%	20%	4%	21%	100%
Recreation programs or classes	8%	28%	17%	5%	41%	100%
Range/variety of recreation programs and classes	8%	24%	19%	7%	42%	100%
Recreation centers/facilities	6%	27%	24%	8%	34%	100%
Accessibility of parks	10%	42%	21%	9%	18%	100%
Accessibility of recreation centers/facilities	8%	37%	21%	7%	26%	100%
Appearance/maintenance of parks	12%	48%	20%	2%	18%	100%
Appearance of recreation centers/facilities	9%	35%	24%	3%	29%	100%
Land use, planning and zoning	4%	22%	29%	31%	14%	100%
Code enforcement (weeds, abandoned buildings, etc)	7%	32%	28%	20%	12%	100%
Economic development	4%	26%	33%	23%	15%	100%
Health services	9%	35%	32%	9%	15%	100%
Services to seniors	8%	27%	18%	7%	40%	100%
Services to youth	3%	14%	19%	19%	46%	100%
Public library services	4%	31%	31%	14%	20%	100%
Cable television	5%	32%	22%	12%	29%	100%

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

	Excellent	Good	Fair	Poor	Don't know	Total
The City of Palm Coast	8%	49%	32%	8%	3%	100%
The Federal Government	3%	32%	37%	9%	19%	100%
The State Government	2%	34%	37%	10%	17%	100%

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?

	No	Yes	Don't know	Total
Have you had any in-person or phone contact with an employee of the City of Palm Coast within the last 12 months?	35%	65%	0%	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	20%	46%	22%	9%	2%	100%
Responsiveness	21%	41%	23%	13%	2%	100%
Courtesy	31%	43%	17%	7%	2%	100%
Overall Impression	21%	43%	23%	11%	2%	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	10%	45%	18%	15%	4%	7%	100%
I am pleased with the overall direction that the City of Palm Coast is taking	9%	36%	14%	21%	16%	3%	100%
The City of Palm Coast government welcomes citizen involvement	10%	29%	27%	9%	6%	19%	100%
The City of Palm Coast government listens to citizens	5%	22%	23%	18%	11%	21%	100%

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

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	6%	19%	42%	27%	5%	100%

Question 16a: Policy Question 1: 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	Total
Stormwater Utility Fee	15%	32%	30%	9%	13%	100%
Funding for a permanent City Hall	7%	25%	37%	22%	9%	100%
Funding for Capital Improvements	10%	38%	33%	8%	12%	100%
Funding for Infrastructure Maintenance	19%	38%	28%	4%	12%	100%
Expansion of Parks	13%	24%	40%	14%	9%	100%
Expansion of Recreation Services	13%	28%	38%	12%	9%	100%
Economic Development	30%	43%	20%	2%	5%	100%
Commercial Development	30%	35%	25%	5%	5%	100%
Annexation	8%	16%	23%	30%	23%	100%

Question 16b: Policy Question 2: 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	8%	19%	25%	11%	7%	30%	100%
City Administration	9%	24%	25%	11%	4%	26%	100%
City Clerk	12%	23%	26%	4%	1%	34%	100%
Code Enforcement	10%	24%	21%	15%	12%	18%	100%
Engineering	7%	18%	25%	9%	7%	33%	100%
Finance	7%	18%	26%	10%	5%	34%	100%
Fire & Rescue	38%	33%	11%	1%	0%	16%	100%
Law Enforcement	29%	38%	13%	6%	3%	10%	100%
Planning & Zoning	7%	21%	23%	17%	15%	17%	100%
Public Works	9%	32%	30%	8%	5%	16%	100%
Recreation & Parks	12%	33%	26%	7%	2%	20%	100%
Water & Sewer	14%	36%	24%	11%	8%	7%	100%
Stormwater	10%	25%	24%	18%	11%	13%	100%

Question 16c: Policy Question 3: 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%	4%	5%	52%	100%
Watched satellite television	41%	3%	5%	3%	48%	100%
Read the Palm Coast News Tribune/Journal	5%	6%	16%	15%	58%	100%
Read the Flagler Times	6%	7%	15%	16%	56%	100%

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

	No	Yes	Total
Do you live within the limits of the City of Palm Coast?	5%	95%	100%

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	47%	53%	100%

Question 18a: Usual Mode of Transportation to Work

	What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?
Motorized vehicle	97%
Bus, Rail, Subway, or other public transportation	0%
Work at home	2%
Other	1%
Total	100%

Question 18b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	83%	17%	100%

Usual Mode of Transportation to Work, Including Carpooling

	Usual mode of transportation to work
Motorized vehicle, no others (SOV)	81%
Motorized vehicle, with others (MOV)	16%
Bus, rail, subway, or other public transportation	0%
Work at home	2%
Other	1%
Total	100%

Question 19: Length of Residency

How many years have you lived in Palm Coast?

Less than 2 years	19%
2 to 5 years	30%
6 to 10 years	20%
11 to 20 years	22%
More than 20 years	9%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?

One family house detached from any other houses	90%
One family house attached to one or more houses	6%
Building with two or more apartments or condominiums	3%
Mobile home	0%
Other	0%
Total	100%

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	14%	86%	100%

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	80%	20%	100%
Do any teenagers ages 13 through 17 live in your household?	89%	11%	100%
Are you or any other members of your household aged 65 or older?	56%	44%	100%
Does any member of your household have a physical handicap or is anyone disabled?	78%	22%	100%

Question 26: Education

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

12th Grade or less, no diploma	3%
High school diploma	21%
Some college, no degree	33%
Associate's degree (e.g. AA, AS)	11%
Bachelor's degree (e.g. BA, AB, BS)	18%
Graduate degree or professional degree	14%
Total	100%

Question 27: Annual Household Income

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

Less than $24,999	16%
$25,000 to $49,999	40%
$50,000 to $99,999	30%
$100,000 or more	14%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	93%	7%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	2%
Asian or Pacific Islander	1%
Black, African American	8%
White/Caucasian	87%
Other	4%

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

Question 30: Age

	In which category is your age?
18 to 24 years	2%
25 to 34 years	14%
35 to 44 years	15%
45 to 54 years	14%
55 to 64 years	19%
65 to 74 years	21%
75 years or older	16%
Total	100%

Question 31: Gender

	Female	Male	Total
What is your gender?	53%	47%	100%

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	11%	87%	2%	100%
Did you vote in the last election?	16%	83%	0%	100%
Are you likely to vote in the next election?	6%	88%	6%	100%

APPENDIX B: SURVEY METHODOLOGY

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

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

The methods detailed in the following section are for the 2005 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 April 25th and May 9th 2005. The first was a postcard notifying them they had been selected to participate in the City of Palm Coast 2005 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 1,119 eligible households, 552 completed the survey providing a response rate of 49%. Approximately 81 addresses sampled were "vacant" or "not found."[5] In general, the response rates

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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.
[5] "Eligible" households refer to addresses that belong to residences that are not vacant within the City of Palm Coast.

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.

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 following page.

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[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%.

Weighting Scheme for the City of Palm Coast Citizen Survey			
Respondent Characteristics	**Population Norm**[7]	**Unweighted Survey Data**	**Weighted Survey Data**
Tenure			
Rent Home	14%	7%	14%
Own Home	86%	93%	86%
Type of Housing Unit			
Single-Family Detached	90%	93%	91%
Attached	10%	7%	9%
Ethnicity			
Non-Hispanic	93%	94%	93%
Hispanic	7%	6%	7%
Race			
White/Caucasian	85%	87%	85%
Non-White	15%	13%	15%
Gender			
Female	53%	51%	53%
Male	47%	49%	47%
Age			
18-34	16%	8%	16%
35-54	29%	23%	29%
55+	55%	69%	55%
Gender and Age			
Females 18-34	8%	6%	8%
Females 35-54	16%	15%	16%
Females 55+	29%	30%	29%
Males 18-34	8%	2%	8%
Males 35-54	13%	7%	13%
Males 55+	26%	40%	26%

[7] Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Palm Coast. 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 2005 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 work?	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
Overall quality of new development 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
Too much growth	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
Read Palm Coast Newsletter	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
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
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
Public information services	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 check 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		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
Stormwater	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/Journal	1	2	3	4	5
Read the Flagler Times	1	2	3	4	5

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

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

The National Citizen Survey™ • © 2001-2005 National Research Center, Inc.

MAYOR

May 2005

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 2005 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.
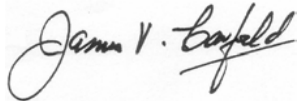

Sincerely,

James Canfield
Mayor

May 2005

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.

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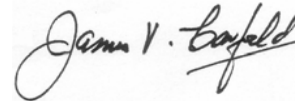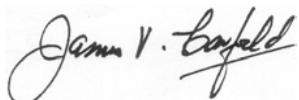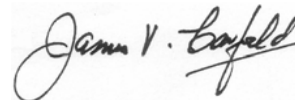
Sincerely,

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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